



Cassidy Reed

2021 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My name is Cassidy Reed, and I am a graphic designer. I find that art is a way that I can express myself in a way that writing down my thoughts would take place. It is a passion and a drive of mine to add color into the world. At a young age I would wonder around my grandparent's photo lab admiring the art on the walls. It ranged from photography to paintings. The colors would change the way the wall looked, and the subject would create a story. I soon realized that art is everywhere. From the design that you see on your school textbooks to the way the type is organized in a simple Coke a Cola logo and I fell in love. In my work I try to explore many different techniques physical and digital to achieve my desired outcome. I am always trying to learn new processes. I mostly focus in digital using adobe programs such as Illustrator and photoshop. I also have some knowledge in animation which I am continuing to learn more in. I always like to start with an idea and play around with it on paper until I feel really good about it. After that I will move into the digital or physical art of the piece working my way through each step. If it is a physical piece first, then I will go in on photoshop and make the work more vibrant and brighter so that the original color come through more. Sometimes I will also combine it with other physical art to create a montage. Being able to make the world more colorful than I left it is my passion.

Title**Original Format**

Figure 1: Wind of the Plains	Illustrator, 11 in x 17 in
Figure 2: Breeze of the Rivers	Illustrator, 11 in x 17 in
Figure 3: How Whiskey Is Made Infographic	Illustrator, 11 in x 17 in
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Figure 1: Wind Of the Plains



Figure 2: Breeze of the Rivers

HOW WHISKEY IS MADE

AMERICAN: 300 YEARS IN THE MAKING

Written by Peggy Trowbridge Filippone
Illustrated by Cassidy Reed

What Is Whiskey Made From?

The word "whiskey" comes from the Gaelic usage, a shortened version of *uisge beatha* meaning "water of life," also known as *aqua vitae* in Latin. Whiskey was originally used as a medicine, both as an internal anesthetic and an external antibiotic.

Distilling techniques were brought to Ireland and Scotland sometime between 1100 and 1300 by monks. Since wine was not easily obtained there, barley beer was distilled into a liquor which became whiskey. The manufacturing of distilled spirits was limited to apothecaries and monasteries until the late 15th century. Whiskey made its way to North America with Irish and Scottish immigrants and has spread across the globe as well.

Though the various styles of whiskey use slightly different methods, all are essentially made in the same way. Whiskey starts out just the same as beer with a mash of grains—commonly barley, corn, rye, or wheat. Some, as in the case of barley, may also be

malted. The grains are mixed with water and yeast for fermentation, which converts starches to sugars that become alcohol. Afterward, the beer is run through a still—either a pot still or continuous column still—that heats the liquid into a concentrated vapor. This comes out the other end as a high-proof liquid distillate that is clear.

Almost all whiskey is then barrel-aged for at least a few years. This imparts oak and wood flavors, darkens the liquor, and mellows out the harsh alcohol. After barreling, whiskey is then blended with other barrels or different styles of whiskey and often diluted to bottling strength. Whiskey is typically bottled at 40 percent alcohol by volume (ABV, 80 proof) or slightly higher. Some barrel-strength whiskeys, which are not diluted, may reach 140 proof.

What Does Whiskey Taste Like?

Every style of whiskey and each brand within the style will have different flavor characteristics. In general, though, whiskey has a grainy, woody, oaky note with notes of caramel, vanilla, fruit, and spice. Some whiskeys have a harsh alcohol burn while others are exceptionally smooth.

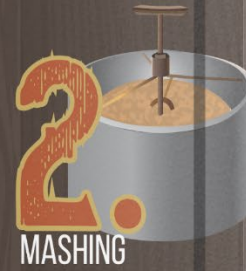
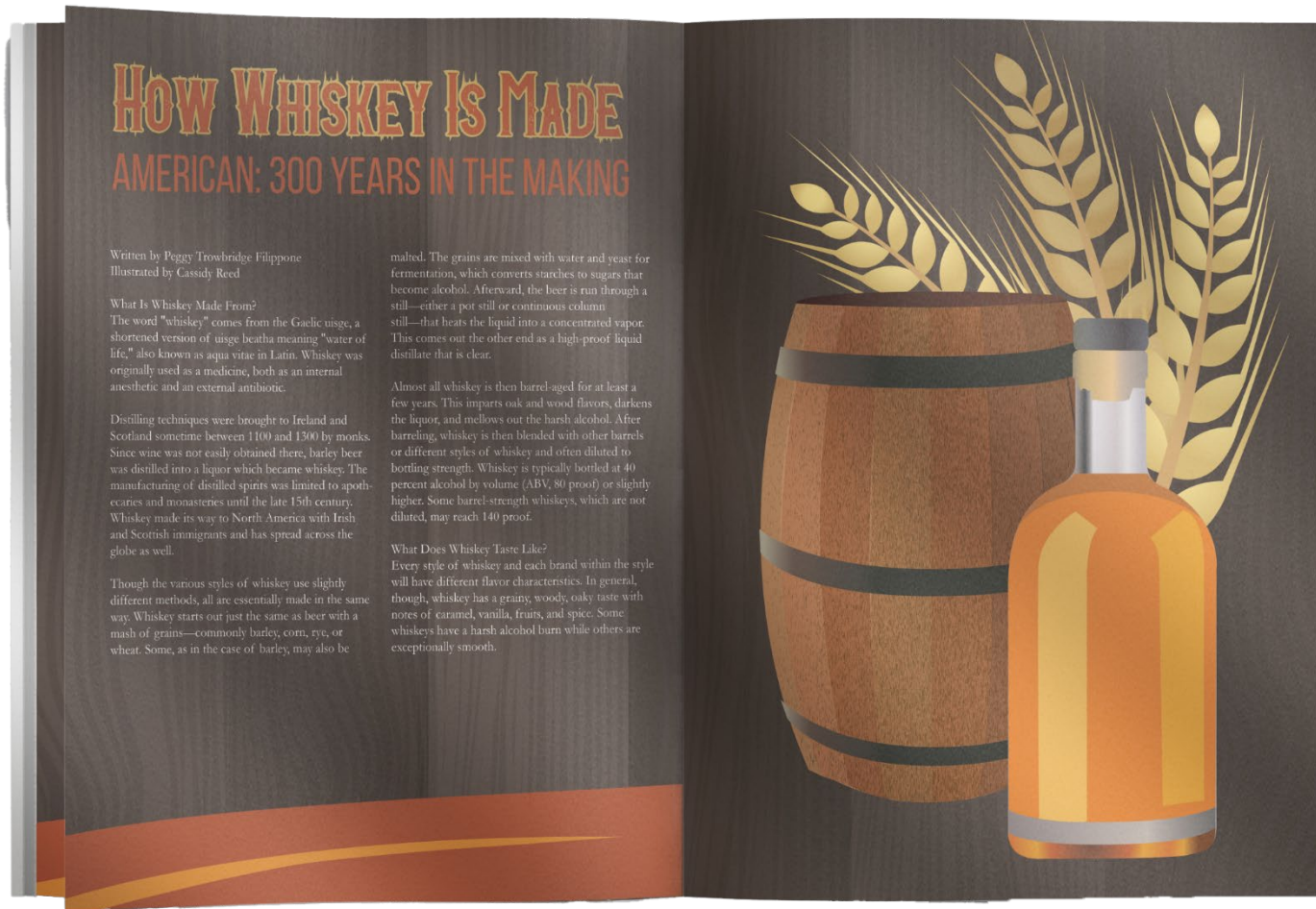


Figure 3: How Whiskey Is Made Infographic



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Figure 4: How Whiskey Is Made Infographic



Figure 5: The Secrets Lives of Color



Figure 6: The Secrets Lives of Color



Figure 7: The Secrets Lives of Color



Figure 8: And That's Why We Drink

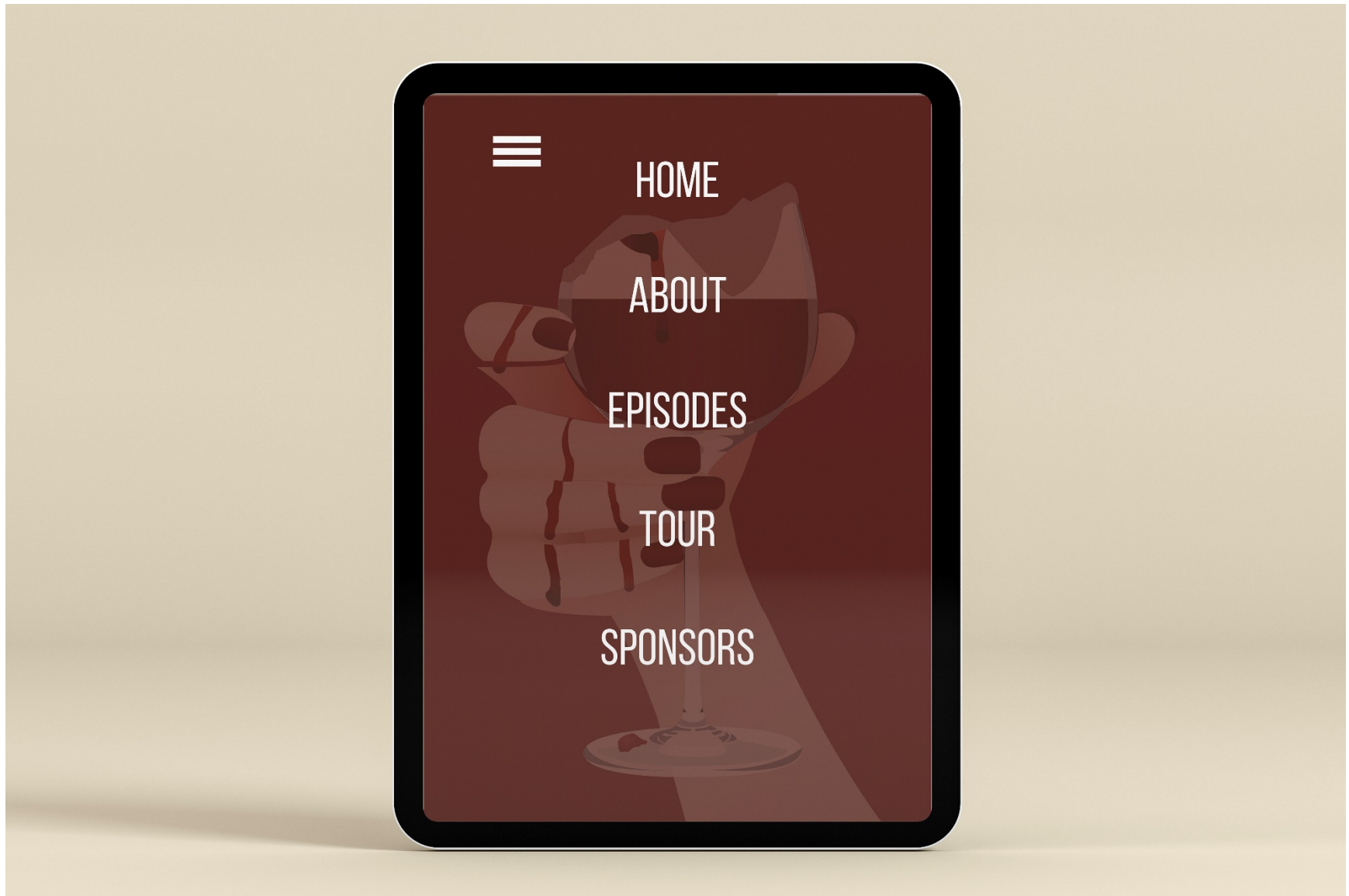


Figure 9: And That's Why We Drink

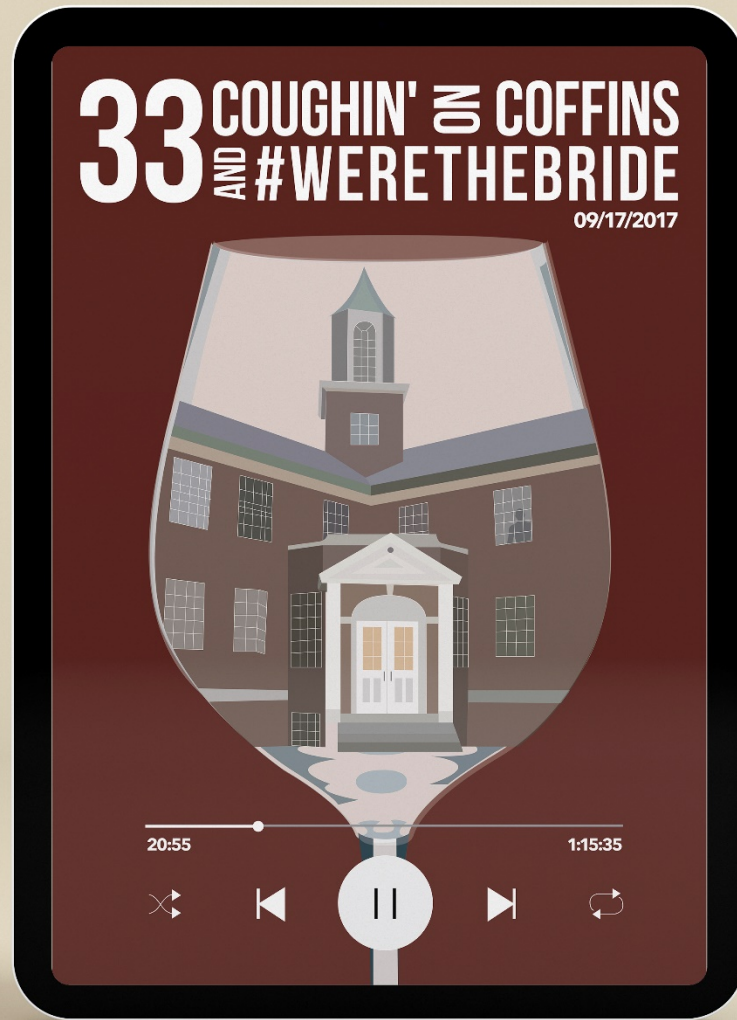


Figure 10: And That's Why We Drink

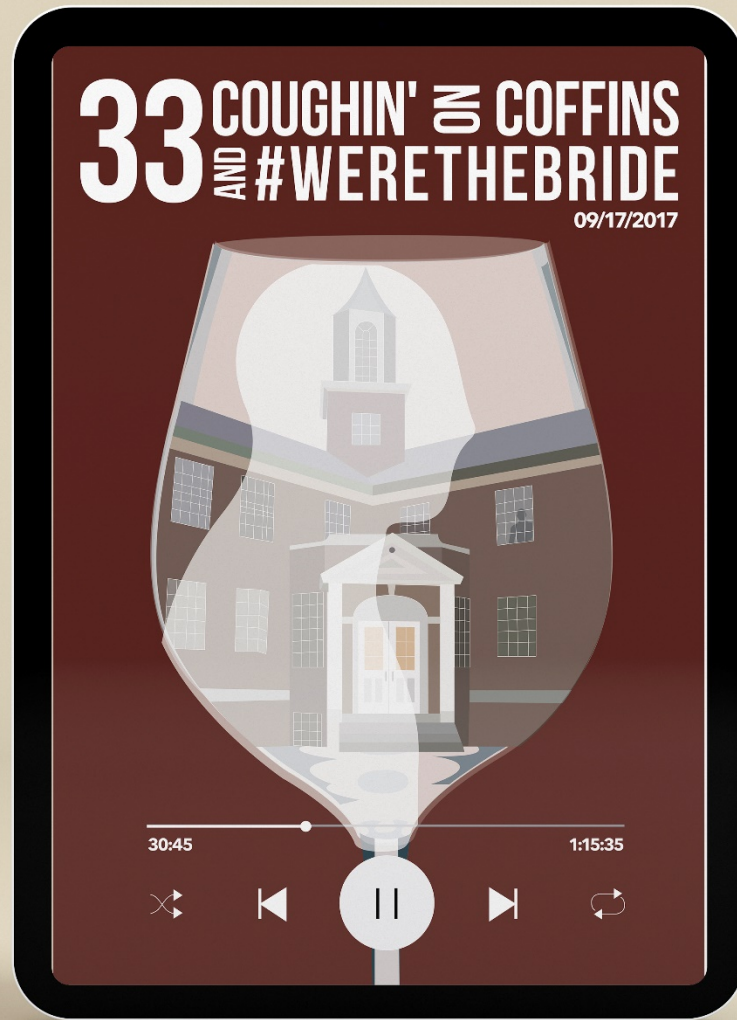


Figure 11: And That's Why We Drink

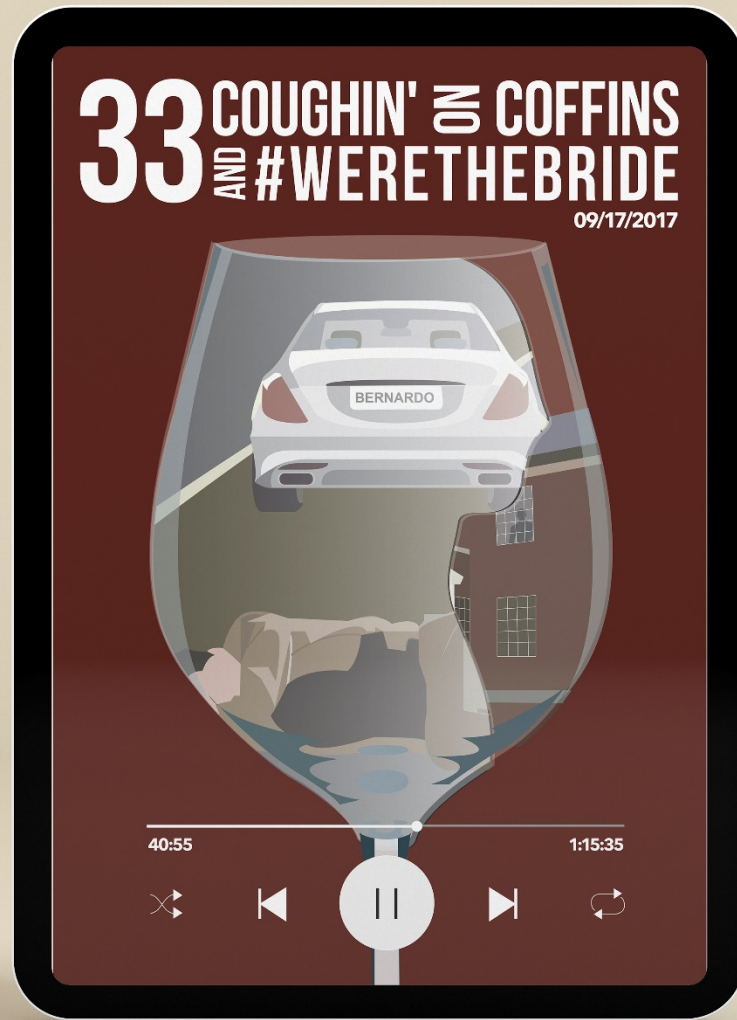


Figure 12: And That's Why We Drink

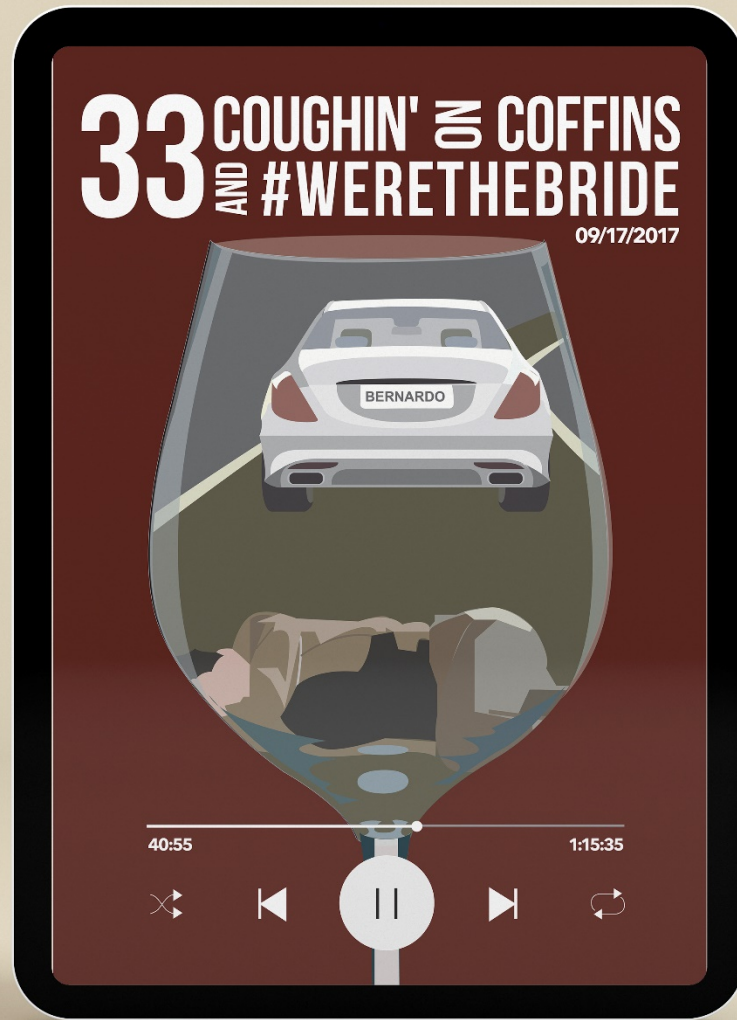


Figure 13: And That's Why We Drink