

Jared Zaccaro

2021 Spring

Capstone – Graphic Design

Department of Art and Art History

**Artist Statement:**

Design is everywhere. From the hundreds of advertisements we see daily to the streets signs on our way to work. From almost every image we see on our phones to the clothes on our backs. Someone, somewhere made a conscious decision to make something look the way it looks. In the world of design, things rarely happen by accident. Shapes, lines, and colors are all placed in a way to achieve a certain function in a specific context. This component of design is why I fell in love with it and more specifically graphic design.

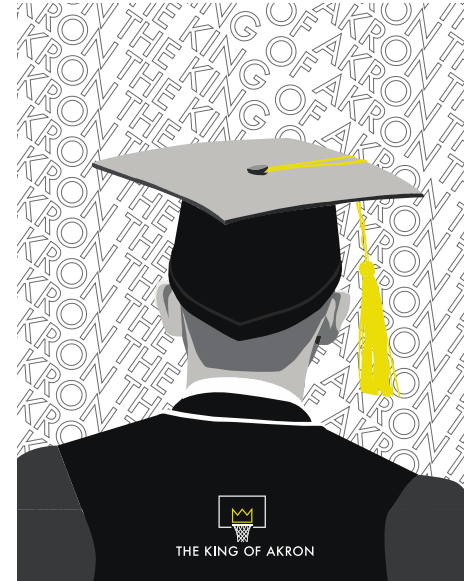
Studying graphic design at Colorado State University has been an experience that I certainly do not take for granted. Their focus on planning, sketching, and the refinement of ideas has allowed me to take my design and artistry skills to places only imaginable. My work means a lot to me. I love starting with an idea, sketching it out into something visual, and then reacting/adjusting to how it looks in reality. In a perfect world the process of a project would be a linear line, point A to point B. In my own work however, the journey resembles more of a basketball being passed around the court before it finally reaches the basket. Sometimes it takes a lot of different looks and perspectives on a goal before it can be achieved.

This process is rarely achieved alone however. It takes the cooperation of an entire team as well as the clients in order to reach the best possible solution. In my own work, the collaboration and communication between my team and our clients is at the utmost importance. Discussing the goals to be achieved as well as possible solutions is in my opinion the most crucial part of graphic design. Even though perfection is impossible to achieve, I strive to get as close as possible to it when working on a project. Dedication and consistency are two aspects of my process that I hold dear to my heart. Putting the time and effort into something that I am passionate about like design is something that I hope I never stop doing and continue to love.

**Title****Original Format**

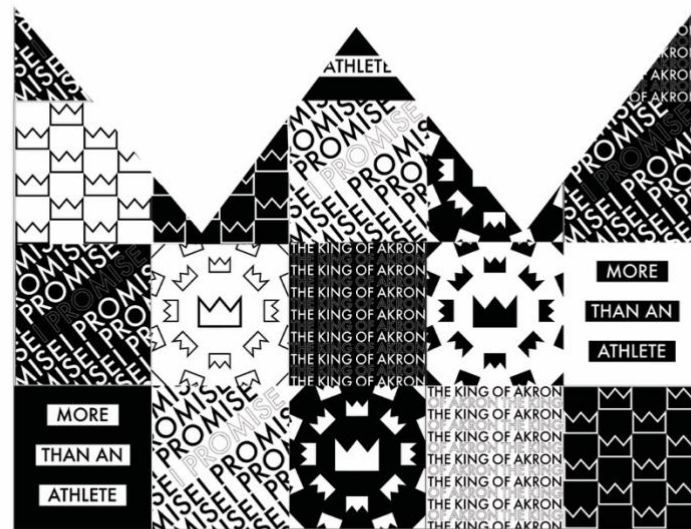
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Figure 1: The King of Akron (Posters)	InDesign, 8.5 in x 11 in
Figure 2: The King of Akron (Magazine Cover)	InDesign, 8.5 in x 11 in
Figure 3: The King of Akron (Magazine Spread)	InDesign, 11 in x 17 in
Figure 4: The King of Akron (Webpage Cover)	InDesign, 8.5 in x 11 in
Figure 5: The King of Akron (Webpage Admissions and About)	InDesign, 8.5 in x 11 in
Figure 6: The King of Akron (Shoebox Design)	Illustrator, 8.5 in x 11 in
Figure 7: Black Lives Matter Murals	Procreate, 12 in x 36 in
Figure 8: The Secret Lives of Color Magazine and Spread	Procreate, 11 in x 17 in
Figure 9: Rivals: Music's Greatest Feuds Podcast Illustration and Design	Procreate, 15 in x 20 in
Figure 10: Sport Climbing Infographic	InDesign, 11 in x 25.5 in



**Figure 1: The King of Akron (Posters)**

# The New York Times Magazine



The story of

## LEBRON JAMES

The all new museum showcasing his  
off the court accomplishments opens  
January 1st.

Figure 2: The King of Akron (Magazine Cover)



## THE KING OF AKRON

LeBron James has become a household name across the world mainly due to his consistent dominance on the basketball court. With 3 championships and 9 finals appearances in the last 10 years, it's hard not to put him in the "G.O.A.T" conversation with legends like Michael Jordan and Kobe Bryant. Even though these on the court accomplishments are impressive, it's LeBron James' off the court accomplishments that have set him apart from his peers.

In the fall of 2018, James opened a brand new school in his hometown of Akron, Ohio for at risk youth. With the title "The I Promise School", James has promised to pay for the college education for the students that graduate this school. James' school provides education for students that are considered "at-risk" in the community as well as students with behavioral problems. This school is not branded as a charter school as its population consists of 60 percent African American students, 29 percent special education students, and 15 percent english-learning students. The school even provides assistance to parents struggling with work advice, G.E.D preparation, and health and legal services.

The King is no stranger to philanthropy with his strong support of the Black Lives Matter movement and other social issues

facing the U.S. in today's world. Laura Ingraham on her Fox News program told James to "Shut up and Dribble" after his political comments regarding racism in American as well as President Trump. After calling him "barely intelligible" and "ungrammatical", a major backlash occurred with the "More Than An Athlete" tag. This tag regards to the notion that athletes are not often seen as humans and exist purely for entertainment. This sparked many athletes to come forward and speak out against the injustices in this country.

Growing up in the intercity with a single mother, James struggled as a child and has gone against all odds to become one of the most successful athletes of all time. He has used his platform to not only be an inspiration to struggling kids but also physically helps them with his LeBron James Family Foundation, which aims to positively affect the lives of children and young adults through co-curricular educational initiatives.

"The King of Akron" will showcase the off the court accomplishments of LeBron James and is set to open January 1st, 2021 in Los Angeles California.

By Jared Zaccaro  
Illustrated by Jared Zaccaro

Figure 3: The King of Akron (Magazine Spread)

ADMISSION

ABOUT

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Figure 4: The King of Akron (Webpage Cover)

## ABOUT



### MORE THAN AN ATHLETE

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## ADMISSION

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### General Admission \$25

BUY TICKETS

### Seniors \$18

BUY TICKETS

### Students \$11

BUY TICKETS

### LOCATIONS

Los Angeles, California	January 22nd, 2021
San Diego, California	January 29th, 2021
Las Vegas, Nevada	February 5th, 2021
Denver, Colorado	February 12th, 2021
Pheonix, Arizona	February 19th, 2021
Dallas, Texas	February 26th, 2021
Kansas City, Missori	March 5th, 2021
Cleveland, Ohio	March 12th, 2021
Manhattan, New York	March 19th, 2021

Figure 5: The King of Akron (Webpage Admissions and About)



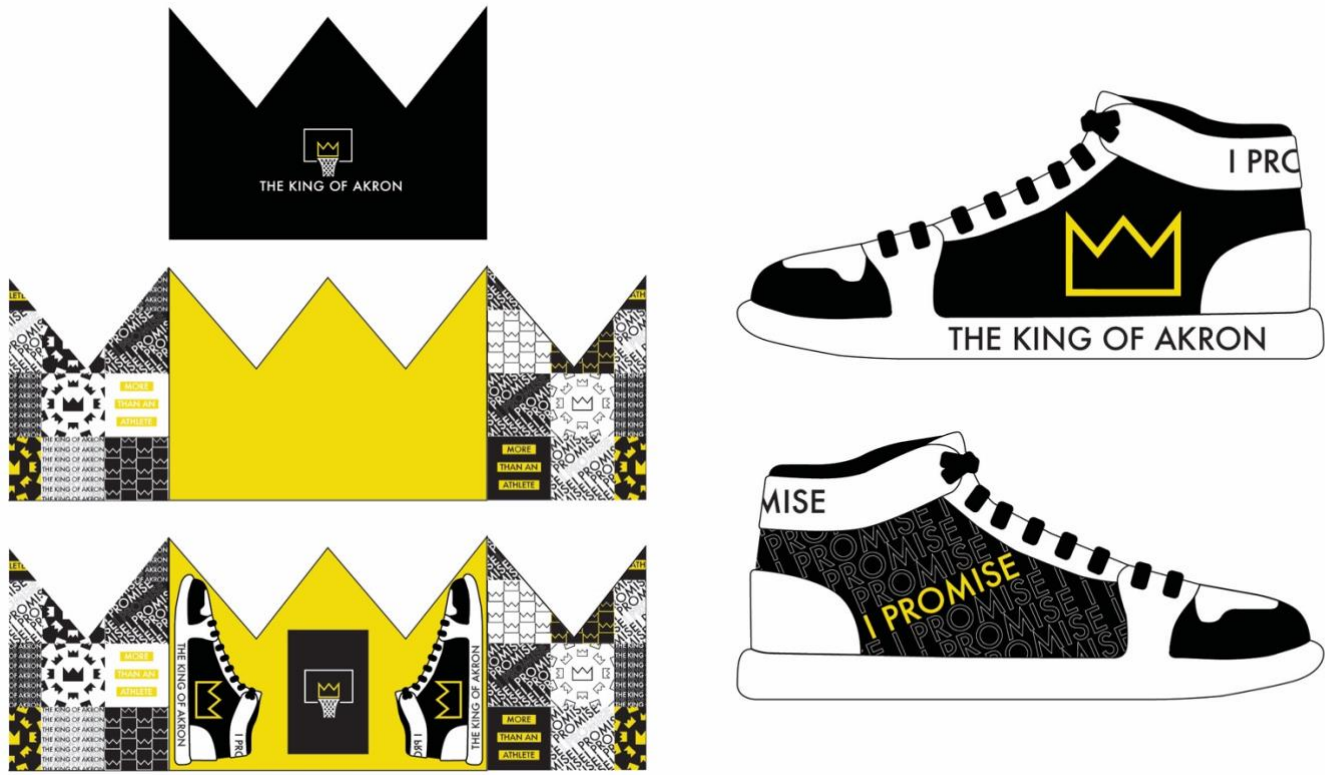


Figure 6: The King of Akron (Shoebbox Design)



**Figure 7: Black Lives Matter Murals**

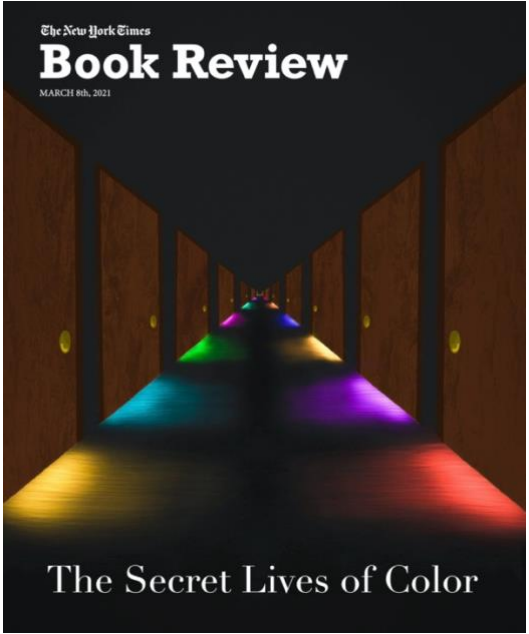


Figure 8: The Secret Lives of Color Magazine and Spread

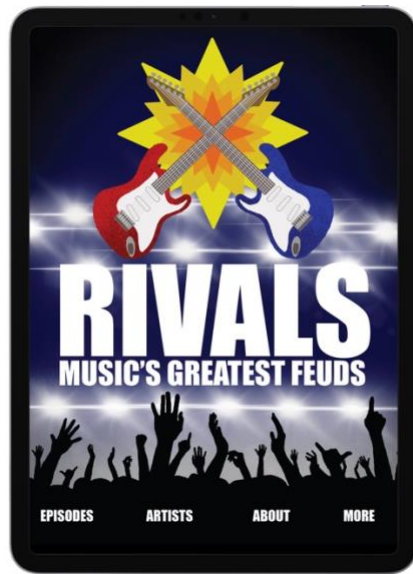


Figure 9: Rivals: Music's Greatest Feuds Podcast Illustration and Design

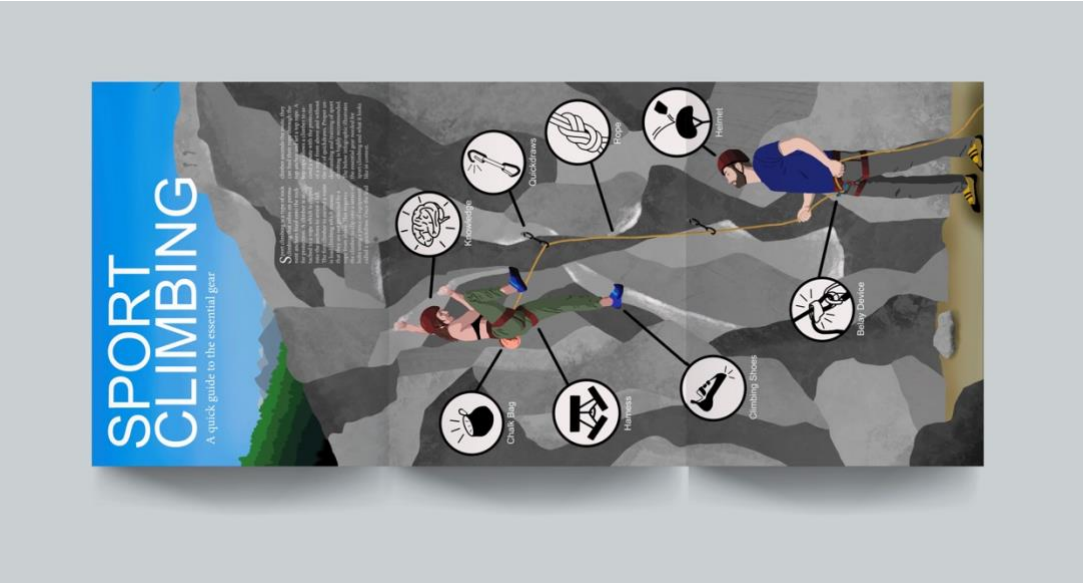


Figure 10: Sport Climbing Infographic