Artist Statement

Sarah Christine Fleming

Throughout my school career in the field of graphic design I have always tried to focus the context of my work on three different aspects: experimentalism, pop art, and functionality. There is no better time to experiment with different mediums and processes than when you are a student. That’s why I found it in my best interest to experiment as much as possible. Becoming familiar with different mediums and processes not only expands the diversity of my work but it also adds elements of surprise. When using new mediums or methods for the first time you never know what you will end up with and it is for that reason I was drawn to trying new things. Although I have used many different artists, works and types of art for inspiration I think my work best fits in the category of pop art. Since graphic design in today’s society is mostly used to communicate ideas and concepts to the masses, such as with advertising and print media, it goes hand in hand with pop art and functionality. Most of the pieces that I produced have a significant purpose such as magazine spread, package design, logo design, advertising, posters, etc. With that said each of my works had to be a solution to combining both creativity and functionality.
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Figure 1: Neutrinos Nano Science Colloquium.
Cardiovascular Research
Molecules, Models & Mankind

April 4-5, 2013

CSU Research Colloquium

Hilton, Fort Collins
425 W. Prospect Rd
www.vpr.colostate.edu/URC

Co-Chairs
Dr. Scott Earley
Department of Biomedical Sciences
Dr. Frank Dinenna
Human Cardiovascular Physiology Lab

Figure 2: Cardiovascular Research Colloquium.
Figure 3: Designated Dialer Logo.
Figure 4: Designated Dialer Stationary.
Figure 5: Designated Dialer Products.
Figure 6: Designated Dialer Ad.

Keep the secrets of your night, SECRET!!

I swear to drunk I’m not god
I’m drunk and you’re awesome, let’s stay this way forever!

OH BABY I miss you
This apron fits PERFECT with no clothes on
i gotchu pretty eyeso please come back to me
WHY?! won’t U call ME?

Designated Dialer keeps your drunken thoughts from your contact list while also providing a safe ride home.
Designated Dialer

Drink without Regrets!
The app that protects the secrets of your night from your contact list.

Figure 7: Designated Dialer Ad 2.
Figure 8: Medium Husky Foundation Logo.
Figure 9: Medium Husky Foundation Stationary.
Figure 10: Medium Husky Foundation Products.
This political party promotes individual freedoms and protects individual rights while also helping the current obesity problem within the United States. Currently, there are no federal laws put in place to protect against obesity in children but a few states have enacted laws to help the problem.

**EDUCATION**
- We think it should be mandated that every child ages K-12 have some sort of class time for nutrition information.

**NUTRITION**
- We think that lunch should be broken up into smaller portions while allowing two times during the day to be snack time.

**EXERCISE**
- Budget cuts should look away from taking away gym class because science has proven that this is a very important time for kids to become active. Physical education is a must and should be required for all grades.

**INTERESTED?**

For your convenience, we encourage you to call our information center open 24/7.

Please call (855) 284-1126
Monday–Friday 6 am–5 pm
Saturday, 7 am–5 pm

To:
Current Resident
2919 Neil Dr Unit 1
Fort Collins, CO 80526
Figure 13: Medium Husky Foundation Pull Product.
Teaching Nutrition
11.29.12

Starting with education I think it should be mandated that every child ages K-12 have some sort of class time for nutrition information; whether it be just fifteen minutes to talking about current healthy snacks available at the grocery store to forty-five minutes dedicated to describing the nutrition process during science class. Kids need to understand what is going on in their body to fully understand how to alter the problem.

Harrison School
10.15.12

For exercise, budget cuts should look away from taking away gym class because science has proven that this is a very important time for kids to become active. Physical education is a must and should be required for all grades.

In extreme cases, although considered child abuse, a program to promote healthy food is the right way to address this problem not taking the child away and placing him/her into social services. In the two situations where this has happened it has been made apparent that taking the child away from their family causes more damage mentally and results in very minimal progress in weight loss.

Figure 14: Medium Husky Foundation Blog.
Mayan Hands is a small fair trade organization that was founded in 1989. Currently, they employ around 150 women within eight different Guatemalan communities. These women’s talents include weaving, embroidery, basket making, working with felts, and crocheting, collaborating together to produce elegant, high quality items. For three thousand years, Mayan women have woven their own clothes as well as produced items for sale. Unfortunately, however, there are nearly one million weavers in Guatemala, and not enough outlets or customers for their products. As a result they are desperate for cash, and forced to sell their products for less than it costs them to make. Mayan Hands’ mission is to assist these women in their efforts to rise from poverty. Working through fair trade, the women can count on a modest and regular income, making necessary tasks such as feeding their families, sending their children to school and improving their homes, possible.

Figure 15: Mayan Hands Article.
Figure 16: Children's Nature Book.
Figure 17: 3 Cookie Recipes.
What happens when you gather the world’s most imaginative minds under one roof?

Depending on where you look, you could easily mistake the famed Media Lab at the Massachusetts Institute of Technology for a robotics laboratory, an architecture firm, or a computer-programming office. Or maybe a hospital. The truth is, the engineers, designers, scientists, and physicians who constitute the two dozen research groups housed there work in what may be the world’s most interesting, most hyper-interdisciplinary think tank.

Over the past 25 years, the lab has spawned the technology behind the Kindle, Guitar Hero, and a host of other groundbreaking innovations. Today, researchers within the building are creating self-driving cars, genetically engineered neurons, and chatty robots—and the fact that they’re doing such disparate work in close proximity helps account for their success. Researchers end up pollinating other projects with insights and ideas, within a hive of serendipitous collaboration.

This fall, Joichi Ito—a tech entrepreneur who didn’t finish college—takes the reins as the lab’s new director. He’s looking for ways to encourage even more connecting, more spontaneous creativity. “We’re going to be thinking about how we innovate, how we work together, how the space is laid out,” he says. “I want to focus on how we can enhance positive serendipity even more, because I think we can.”

Ito’s new colleagues are, as always, running hundreds of projects poised to change how we live, work, and play. Here’s how a handful of the most audacious ideas overlap with some others.

Figure 18: The Idea Factory Article.
By Ben Hellwarth

If there is any place on earth you might expect to find them—the true believers, in the imminent coming of manned underwater outposts or spectacular domed colonies on the ocean floor—it would be here, in Key Largo. This first major stop along the 100-mile Overseas Highway to Key West is home to the world’s only underwater hotel, the only continuously operating underwater lab and classroom, and the only underwater research base. And it is in Key Largo that you find divers like Ian Koblick, whose even tan hints at his lifetime of outdoor ventures. His hair and trademark goatee are graying, although for a septuagenarian he looks as if he takes regular dips in the Fountain of Youth. Like so many others along this steamy island chain, he’s wearing shorts and a billowing Hawaiian shirt. No matter that he is seated behind a large desk, the kind of high-backed executive chair more often associated with Brooks Brothers.

The wood-paneled walls around Koblick’s office are filled with memorabilia that attest to his years as an underwater pioneer and a genuine player in a decades-long quest to turn ordinary divers into “aquanauts,” the name applied to those equipped to live on the seabed, much as crews launched into space get to be called astronauts.

Figure 19: Undersea Colonies Article.
Figure 20: Frank Sinatra Cover.
Figure 21: Billie Holiday Cover.