iPad
9:41 AM
Abbott & Costello
NBC

Artist Statement

Leah McKenna

Graphic design is an art form that is present in everyday life. It is an unavoidable expression of artistic talent that can apply to any situation. Good design influences our feelings and attitudes perhaps without the viewer even realizing. It is an art that doesn't exist solely within museum walls, but is present every time someone flips through a magazine, sits in a subway station, or picks up a business card. Because of this, it affects how we see the world around us.

With my work, I aim to transform the ordinary into an aesthetically pleasing experience. I strive to create pieces that invite viewers in and encourage them to learn more not just about the subject of the work, but the design itself. My work is a way for my client to communicate necessary information through my artistic expressions. I aim to develop a relationship with my client in order to create a vision for the project that satisfies both of our tastes. Design is a collaboration of efforts to carry out new and modern ideas with a specific goal in mind.

Growing up, I've always had an interest in the arts and found meaning in bringing about beauty from the ordinary. What began as a hobby of arts and crafts, developed into a passion for design. It is always exciting to complete a piece and look back on the path it took to get to the end result. What usually starts as some rough sketches transforms as it moves to its digital and sometimes printed states. For me, a good idea usually consists of many rounds of editing and trial and error before landing upon a place of completion.

I like to approach every project as a creative solution to a given task. There are often many solutions that would work just fine, but my goal is to find the one that works best. I strive to create the design that pushes the boundaries a step further, and therefore does its job well in speaking for the client and capturing its audience. Design to me is largely about the evolution of an idea and my ability to push that concept to new and exciting places.

I often think about my design in terms of structure and organization. It is aligning various details to convey a particular message. To do this type of work one must have a great eye for detail and be extremely technical. I view my work similarly often taking a few steps back to assess whether or not I am sending the type of visual message that I intend. I want to make sure the eye travels where it should and doesn't get caught on any distractions or problem areas. I want the viewer to be able to take something away from my work after viewing it.

From here I hope to broaden my horizons in terms of my design capabilities and artistic skills. I try to surround myself with inspiration as much as I can by researching current design trends and viewing the work of fellow artists who I can learn and grow from. The world of design is constantly evolving and taking on new form. I aim to be a part of that process as I make my way into the field and begin to seek new opportunities. I know that from here my work can only become stronger and more powerful.

	Title	Media	Original Format
Figure 1:	Colloquium	Digital Media	Print; 11 in. X 17 in.
Figure 2:	End-of-Universe	Digital Media	Print; 11 in. X 17 in.
Figure 3:	NationalGeo-Jack	Digital Media	Print; 7 in. X 10 in.
Figure 4:	NationalGeo-Lee	Digital Media	Print; 7 in. X 10 in.
Figure 5:	OTR-cover	Digital Media	Print; 7.5 in. X 9.5 in.
Figure 6:	OTR-menu	Digital Media	Print; 7.5 in. X 9.5 in.
Figure 7:	OTR-narrative1	Digital Media	Print; 7.5 in. X 9.5 in.
Figure 8:	OTR-narrative2	Digital Media	Print; 7.5 in. X 9.5 in.
Figure 9:	Streetstrays-logos	Digital Media	Print; 11 in. X 17 in.
Figure 10:	Streetstrays-ad1	Digital Media	Print; 8.5 in. X 11 in.
Figure 11:	Streetstrays-ad2	Digital Media	Print; 8.5 in. X 11 in.
Figure 12:	Streetstrays-typeface	Digital Media	Print; 11 in. X 17 in.
Figure 13:	United-by-the-ram	Digital Media	Print; 17 in. X 11 in.
Figure 14:	Water-center-logos	Digital Media	Print; 11 in. X 17 in.
Figure 15:	Water-center-magcover	Digital Media	Print; 8.5 in. X 11 in.
Figure 16:	Xrayposter1	Digital Media	Print; 11 in. X 17 in.
Figure 17:	xrayposter2	Digital Media	Print; 11 in. X 17 in.

Figure 1: Colloquium.

How To Survive the End of the Universe

Written By Andrew Grant
Illustration By Leah McKenna

This year will be a doozy for doomsayers. Depending on the prophecy, the world is predestined to expire by means of a solar storm, asteroid strike, rogue-planet collision, plague, falling stars, earthquake, debt crisis, or some combination thereof. Of course, nobody seems to be preparing for any of these impending 2012 apocalypses, with the exception of a porn studio reportedly building a clothing-optional underground bunker.

And why should we? Scientifically speaking, the prophecies are strictly ballyhoo. Physicists can do a lot better. When it comes to end-times scenarios, cosmological data-crunchers have at their disposal far more meaningful prognostication tools that can tell us how it's really going to end—not just Earth, but the whole universe. Best of all, they can tell us how to survive it.

Science, oddly, is a lot better at predicting things like the death of stars than next week's weather. The same laws of physics that enable scientists to study the Big Bang that occurred 13.7 billion years ago also allow them to gaze into the future with great precision. And few people have peered farther than University of California, Santa Cruz, astronomer Greg Laughlin, science's leading soothsayer. As a graduate student in 1992, he was plugging away at a simple computer simulation of star formation when he broke for lunch and accidentally left the simulation running. When he returned an hour later, the simulation had advanced 100 million billion years, much further into the future than most scientists ever think (or dare) to explore.

The program itself didn't reveal anything terribly startling—the simulated star had long since gone cold and died—but Laughlin was intrigued by the concept of using physical simulations to traverse enormous gulfs of time. "It opened my eyes to the fact that things are going to evolve and are still going to be there in timescales that dwarf the current age of the universe," he says.

Four years later, still fascinated, Laughlin teamed up with Fred Adams, a physics professor at the University of Michigan, to investigate the future of the universe more rigorously. Working in their spare time, the two researchers coauthored a 57-page paper in the journal Reviews of Modern Physics that detailed a succession of future apocalypses: the death of the sun, the end of the stars, and multiple scenarios for the fate of the universe as a whole.

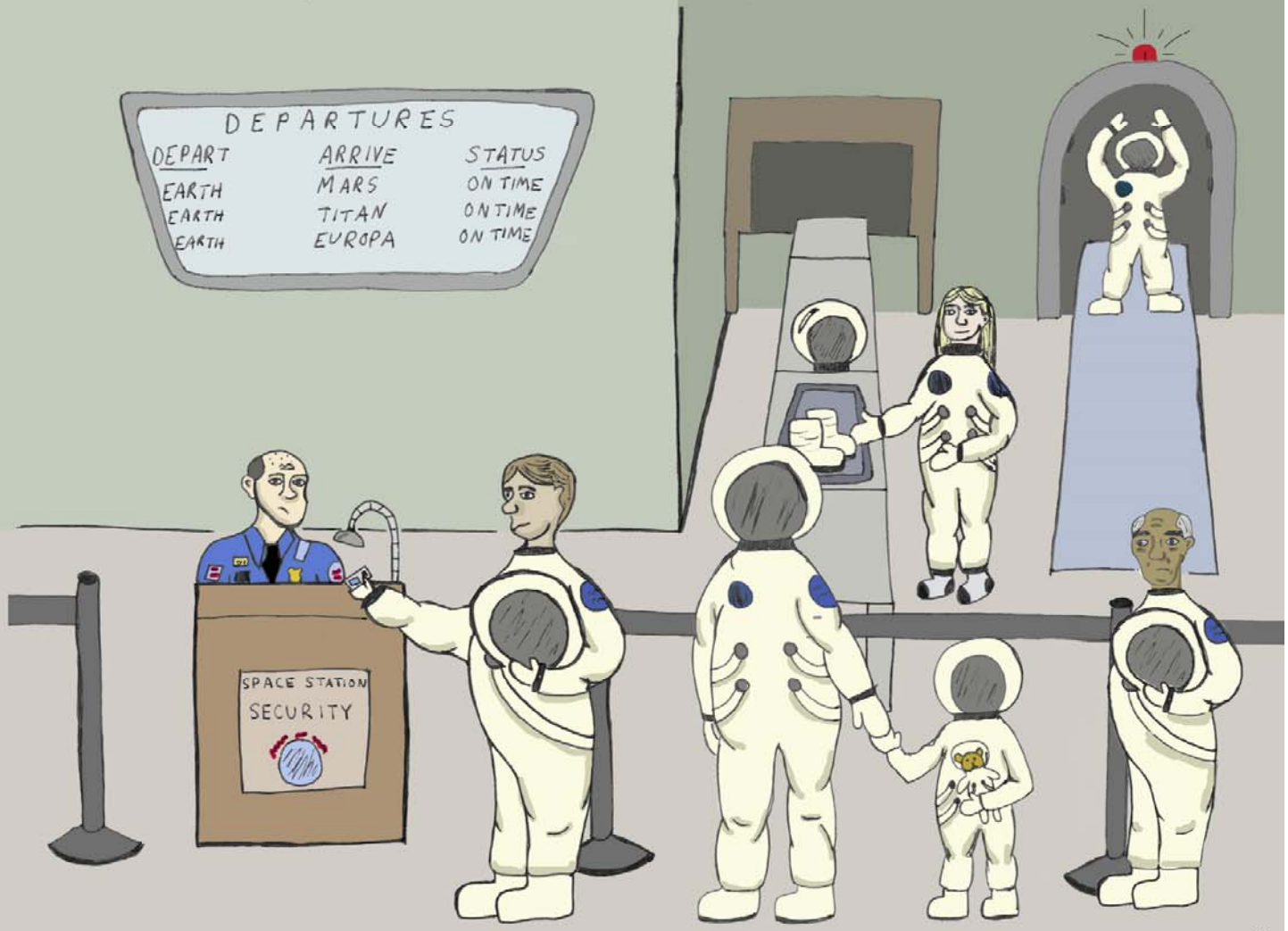

Figure 2: End-of-Universe.

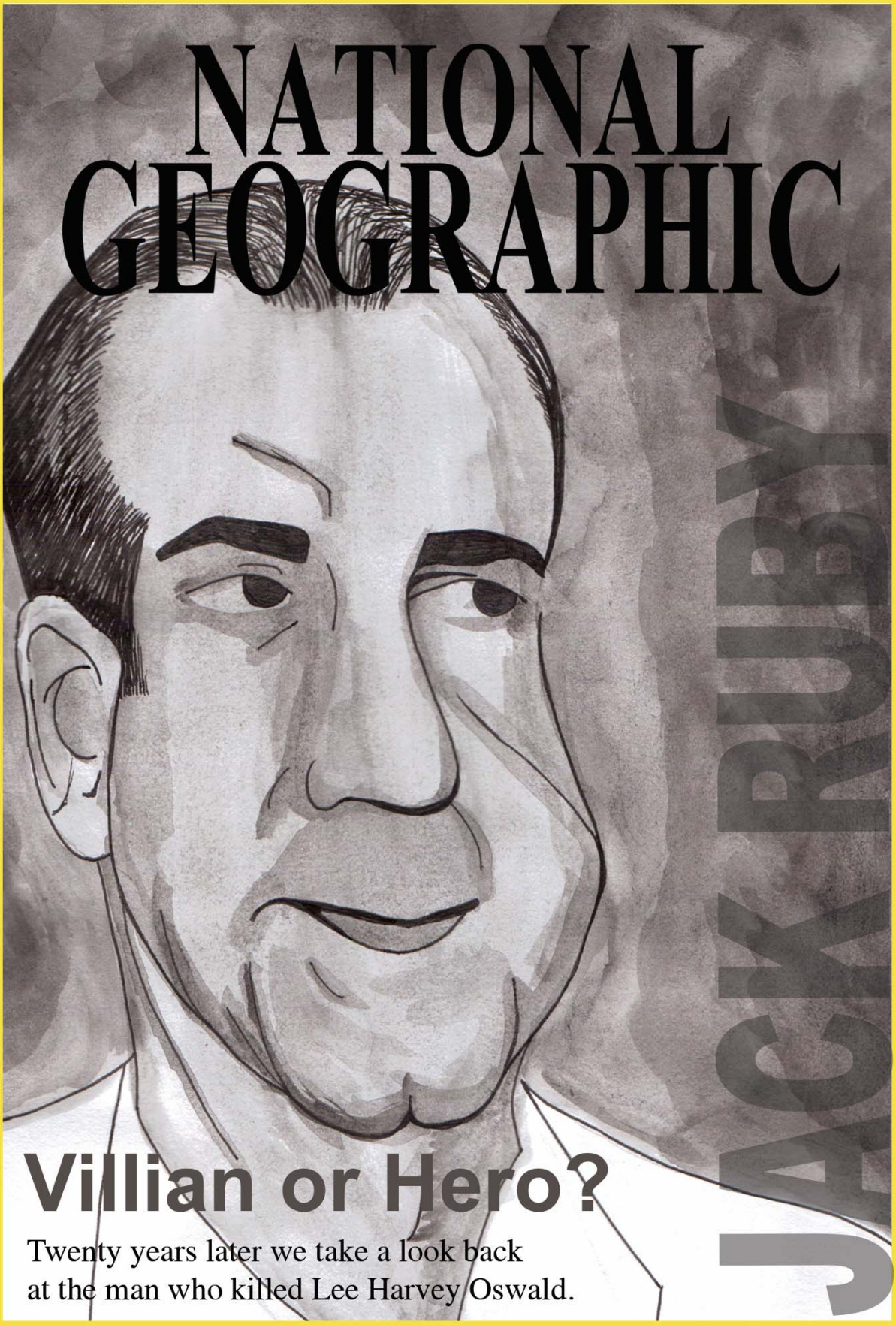

Figure 3: NationalGeo-Jack.

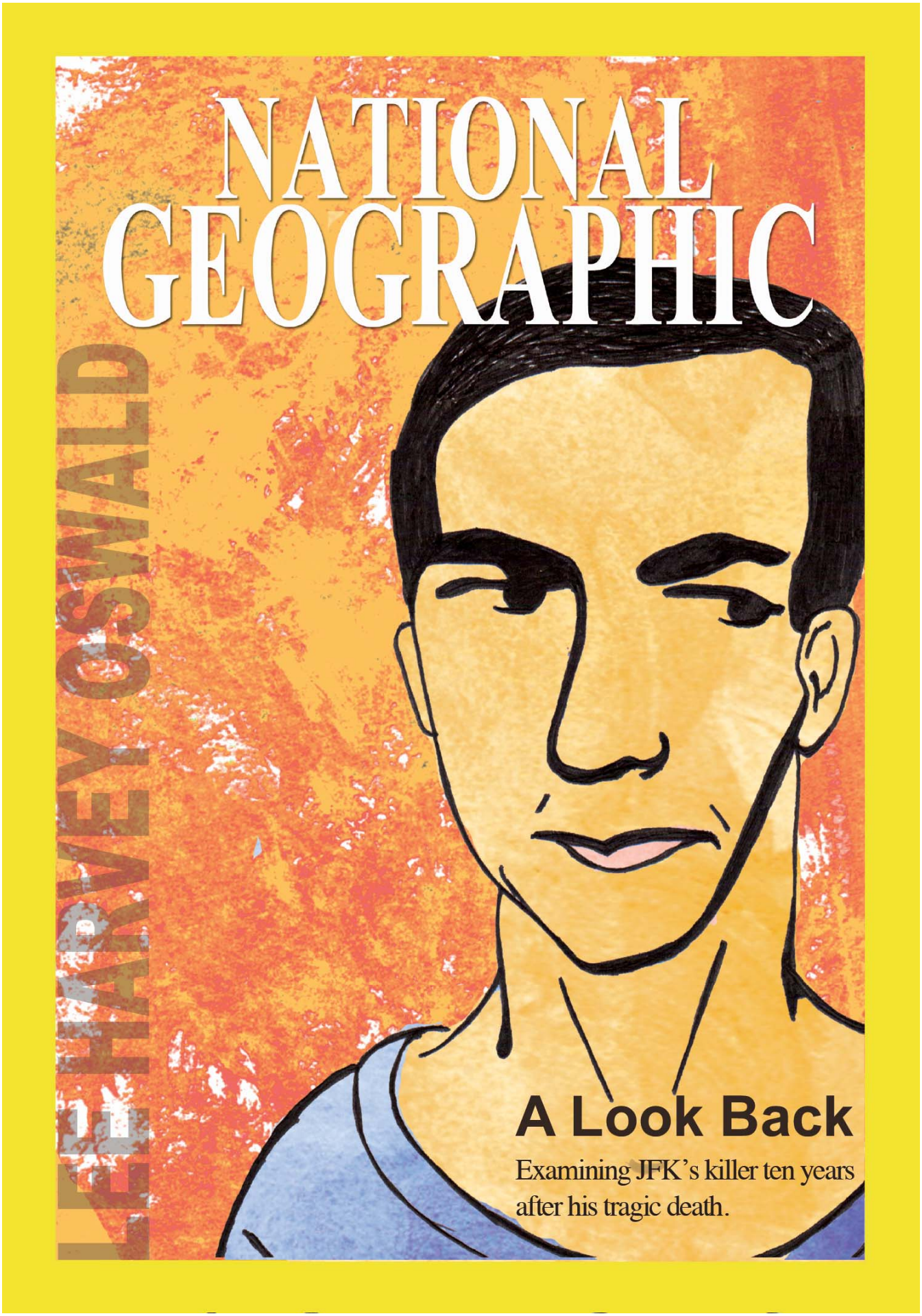

Figure 4: NationalGeo-Lee.

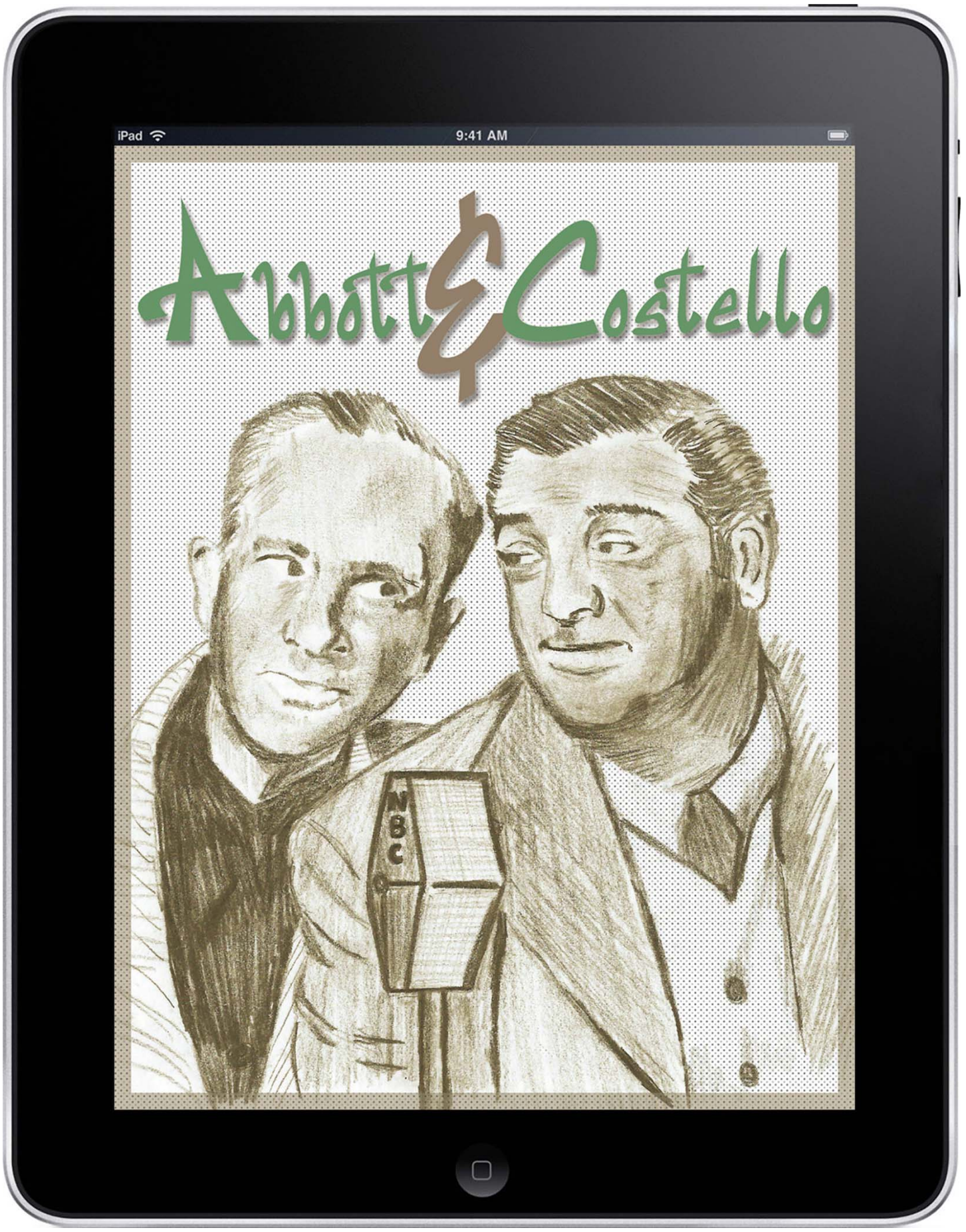

Figure 5: OTR-cover.

Figure 6: OTR-menu.

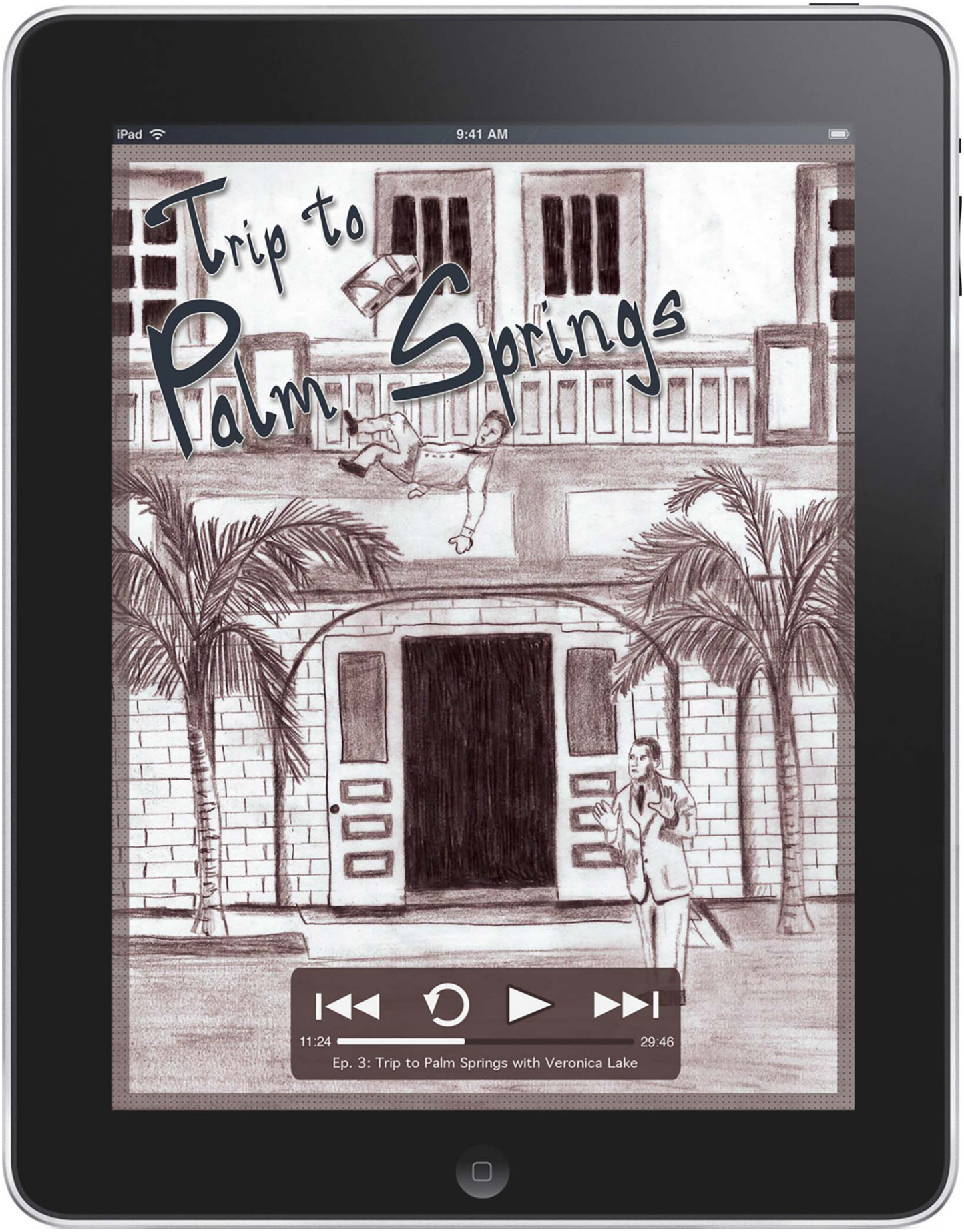

Figure 7: OTR-narrative1.

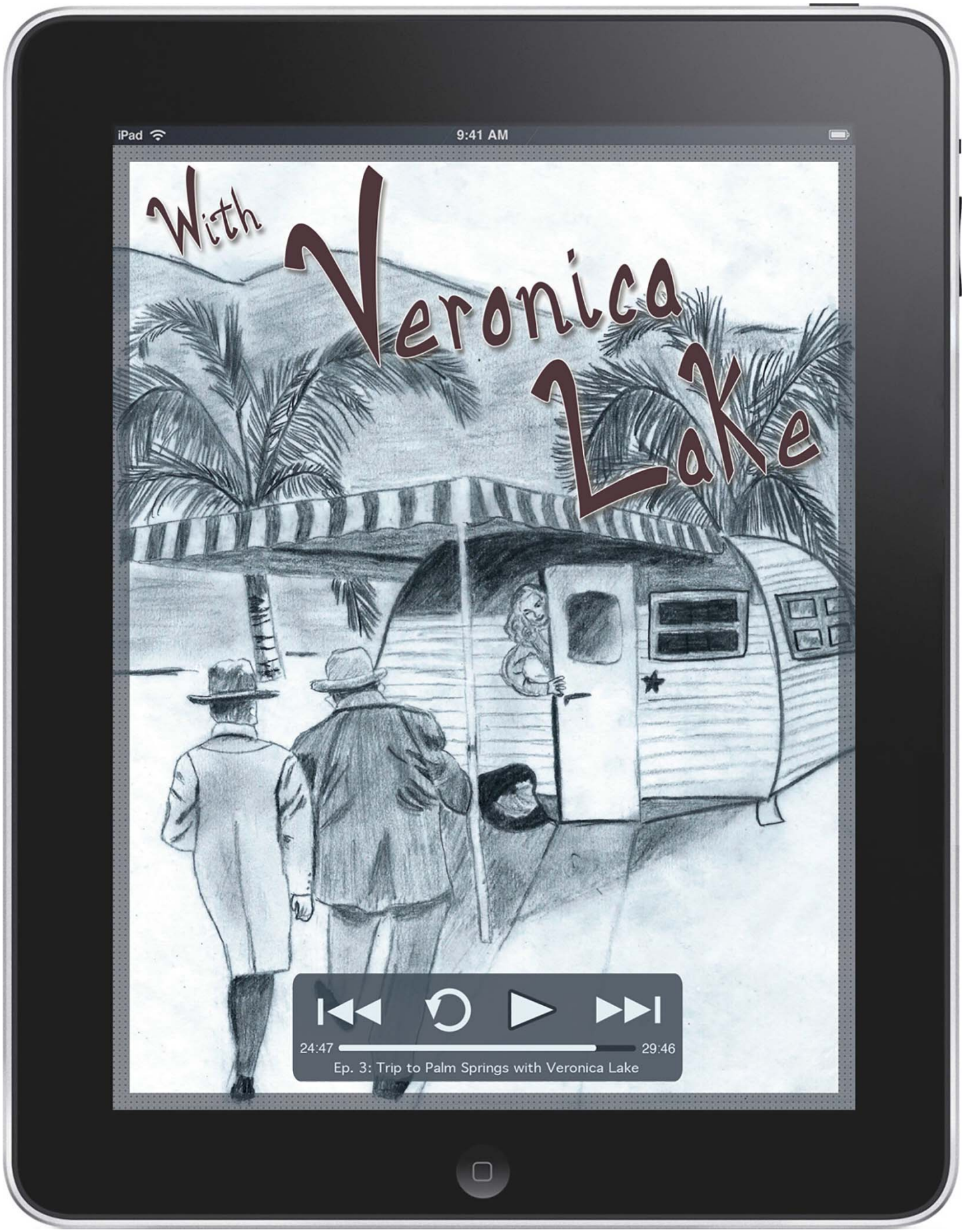

Figure 8: OTR-narrative2.

Figure 9: Streetstrays-logos.

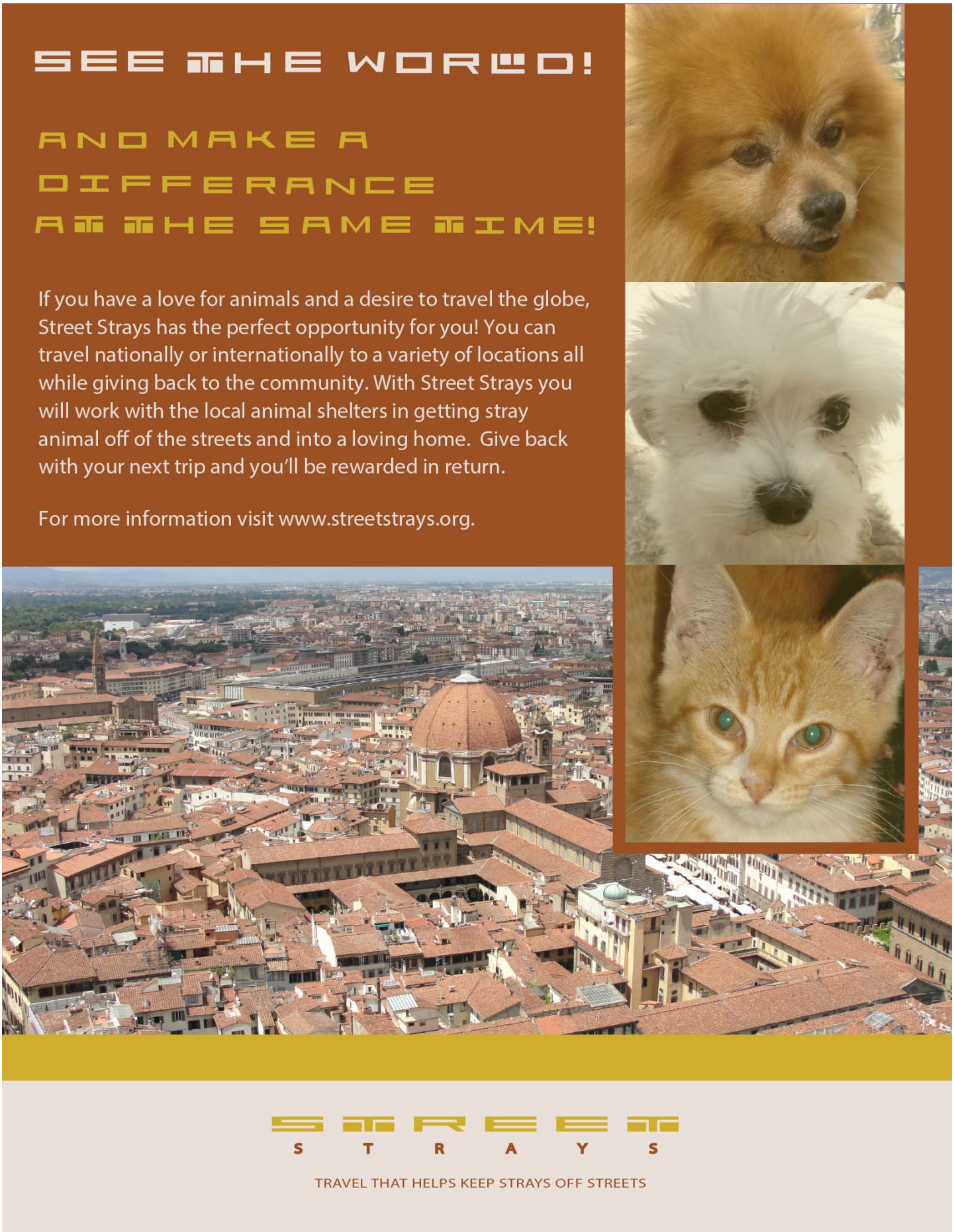

Figure 10: Streetstrays-ad1.

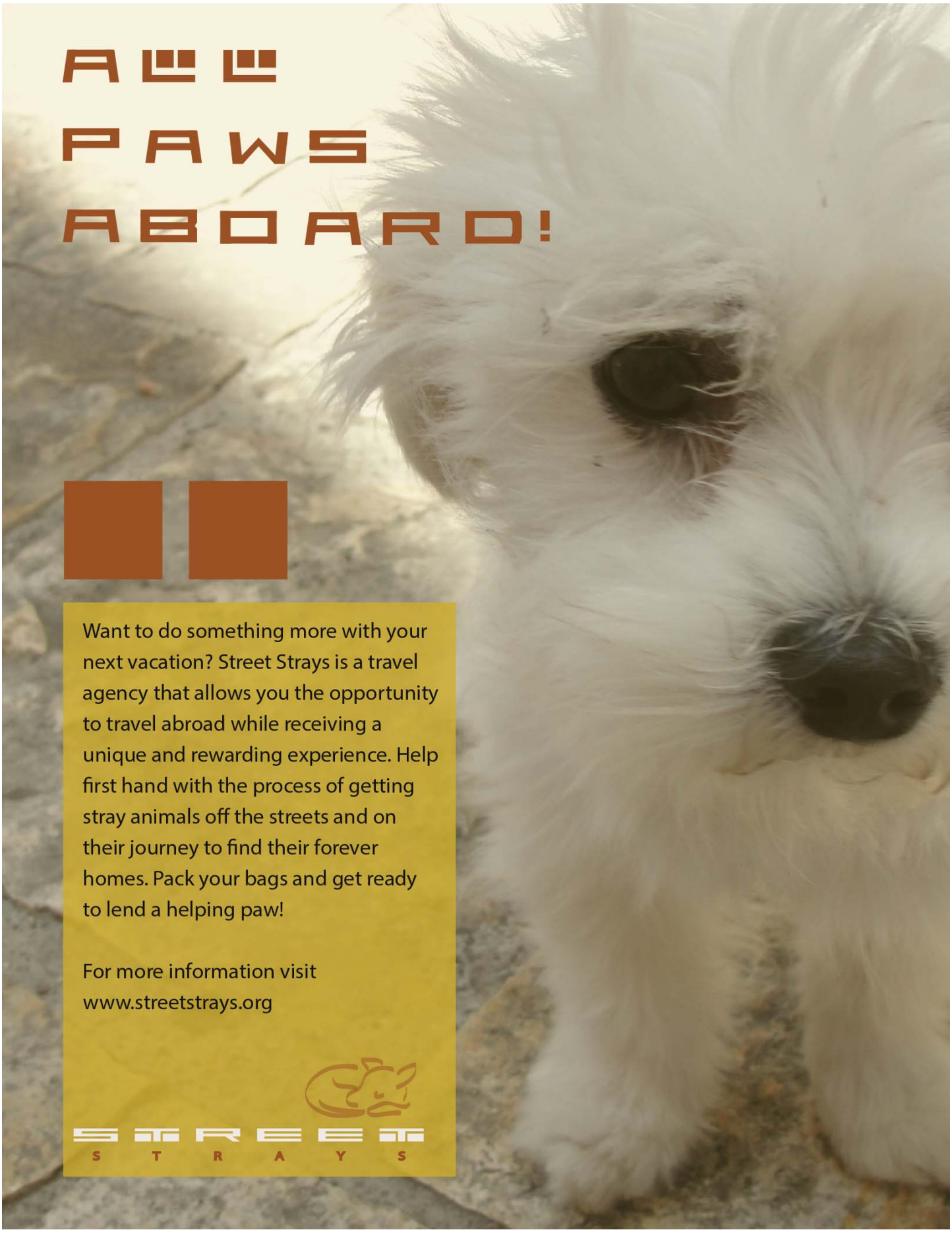

Figure 11: Streetstrays-ad2.

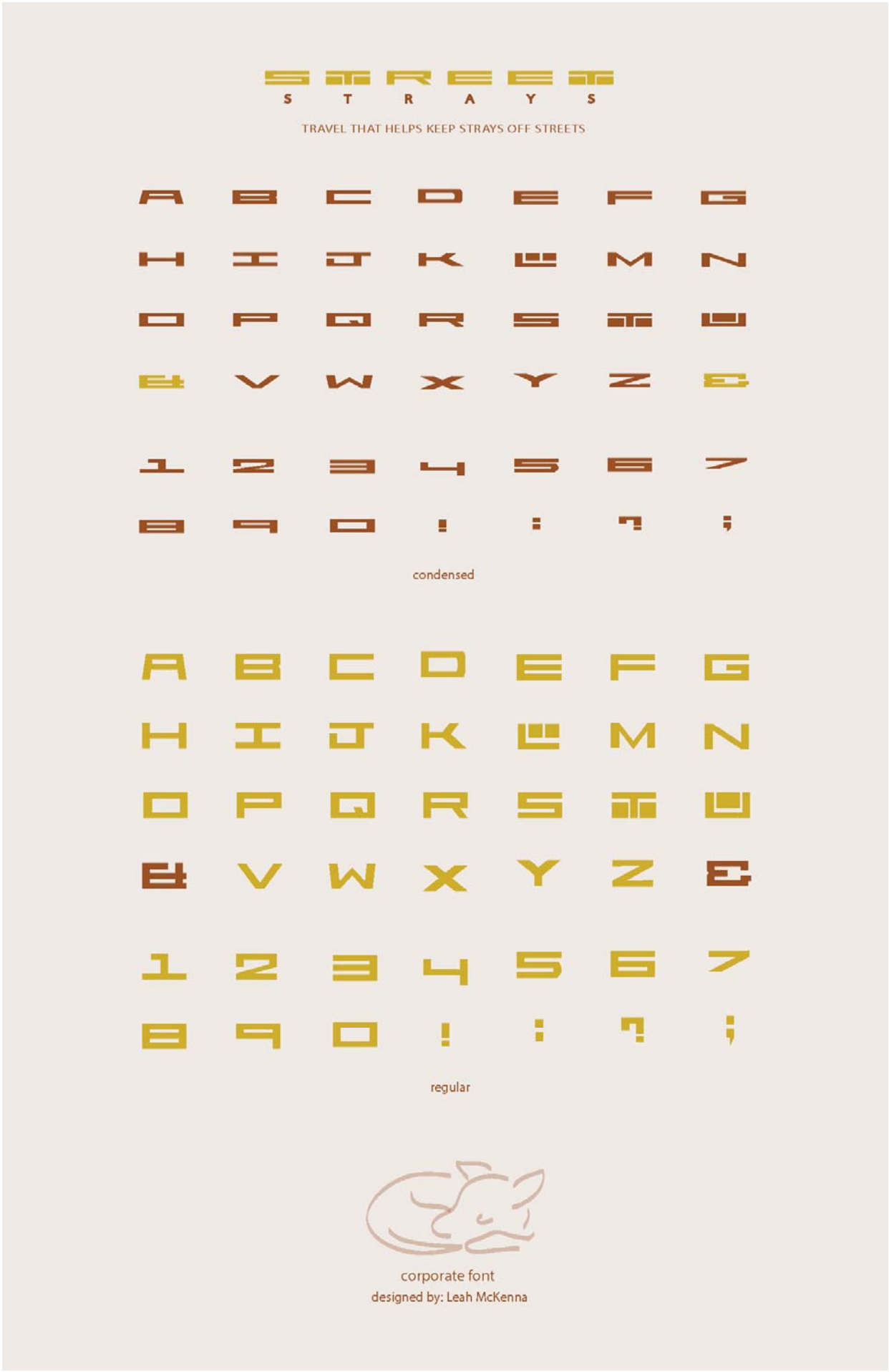

Figure 12: Streetstrays-typeface.

UNITED BY THE RAM

By: Leah McKenna

These five individuals may appear to have some similarities. Some are musicians, nearly all are famous, but they have been grouped together for one reason alone. They are all Aries. Morbi sceque ante sapien, sed vestibulum magna ultrices in. Vestibulum mi dolor, laoreet sit amet vestibulum eget, rutrum eu justo. Sed lorem dolor, Lorem ipsum dolor sit amet, consectetur adipiscing portier tres elit.

Donec rutrum mi vitae massa bibendum, nec commodo lectus egestas. Nam vehicula lacus in sodales porttitor. Integer pellentesque malesuada mi luctus lobortis. Nulla sagittis est ac sollicitudin dapibus. Maecenas vel lobortis arcu. Mauris in massa non erat rhoncus aliquam. Nullam interdum ullamcorper quam non consequat. Quisque dolor

Nulla a faucibus diam, eu iaculis libero. Donec ornare elementum dapibus. In hac habitasse platea dictumst. Maecenas lacinia sapien id libero tempus egestas. Cras consectur laoreet augue, nec posuere eros viverra at.

Vestibulum sed quam eleifend, volutpat ipsum a, tincidunt velit. Integer in neque dictum, soltudin augue ut, tristique nibh. Cum sociis natoque pebus et magnis dis parturient montes, nascetur ridiculus mus. Proin dolor turpis, egestas eu ligula eu, vehicula ultrices erat. Nam scelerisque, metus et feugiat sagittis, elit nisi lobortis dui, quis iaculis libero augue a augue. Curabitur lorem sem, porta morbi varius nibh quis orci hendrerit, in lobortis mauris euismod. Quisque et feugiat eros. Mauris varius non elit et malesuada. In laoreet, dui sit amet adipiscing venenatis, lectus est scelerisque sem, et vestibulum metus lorem eu tortor. Reaigh vestibulum quam dui, faucibus non nisi a, dignsim porta nisi. Phasellus vitae venenatis quam. Mauris id sem ac odio blandit lacinia.

Interdum et malesuada fames ac ante ipsum primis in faucibus. Donec mattis tempor felis, non pellentesque turpis consectetur nec. Praesent eu diam id mi porttitor lobortis ac suscipit justo. Nulla ut placerat orci. In nulla turpis, bibendum

Figure 13: United-by-the-ram.

Figure 14: Water-center-logos.

Figure 15: Water-center-magcover.

Figure 16: Xrayposter1.

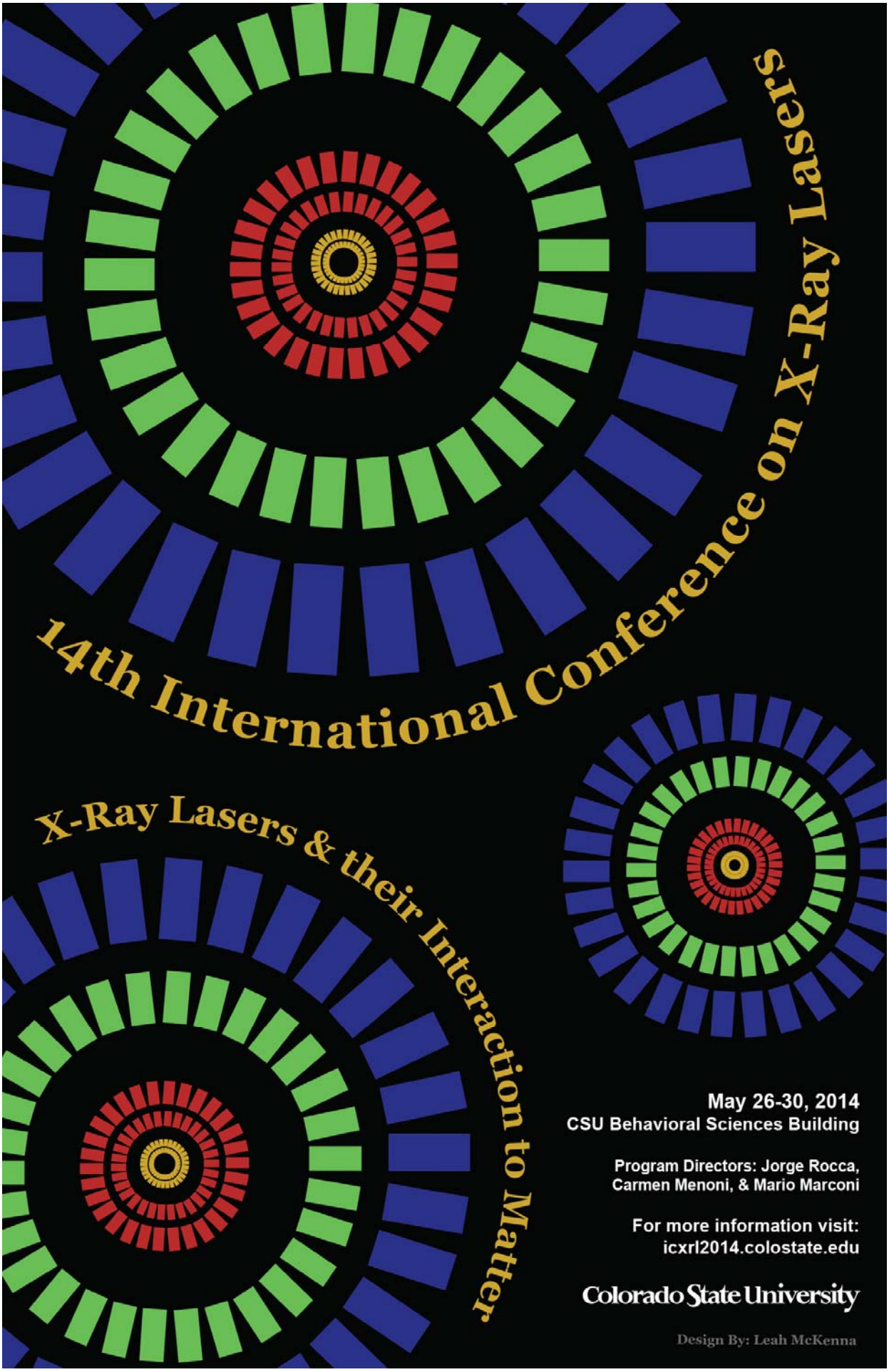

Figure 17: Xrayposter2.