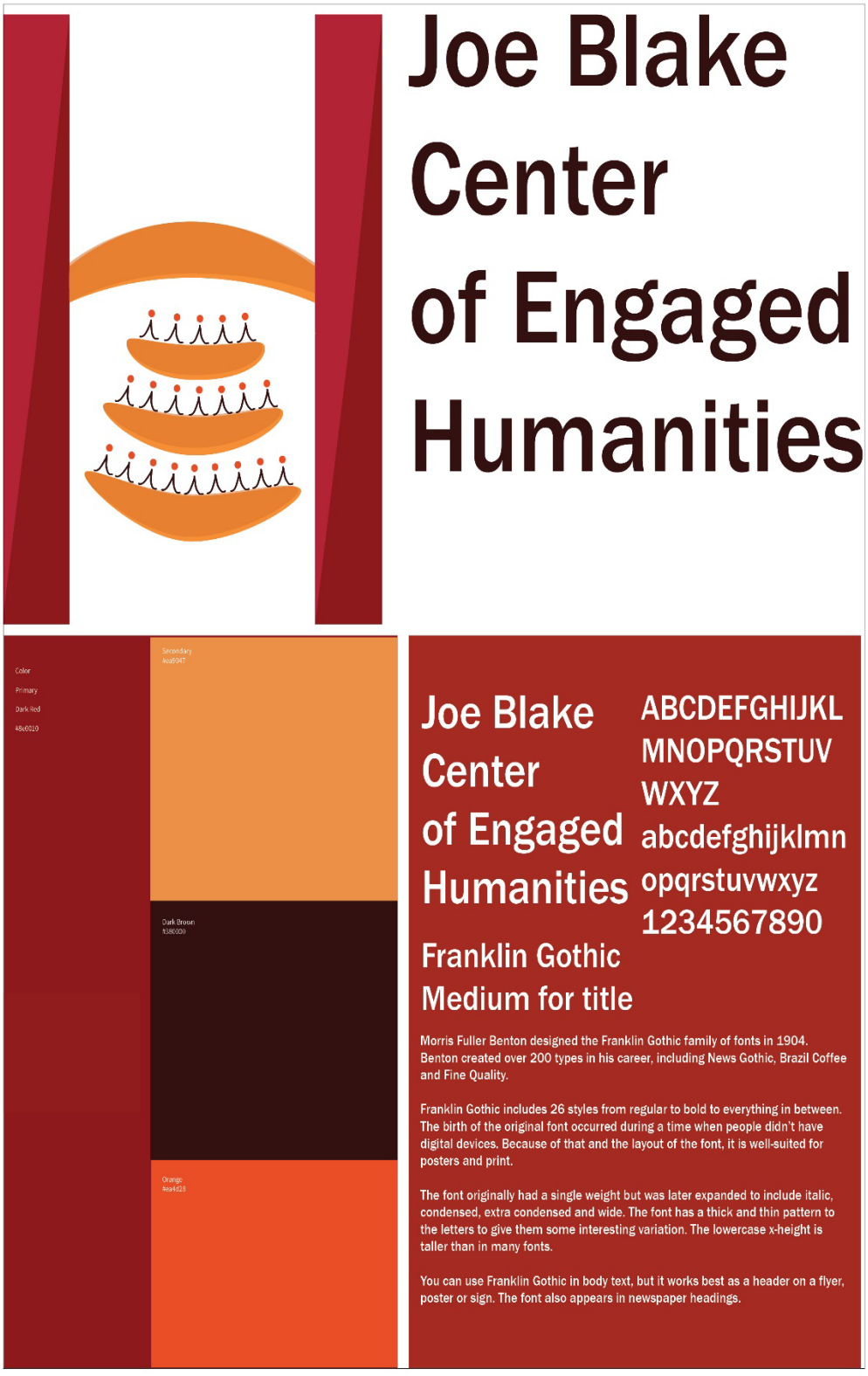

Christian Lujan | Joe Blake Brand

Figure 1. Joe Blake Brand

Christian Lujan

2025, Spring Semester

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

As a graphic designer, my work sits at the intersection of storytelling, identity, and intentional design. I believe every brand has a soul something intangible yet deeply felt and my role as an artist is to give that soul a voice, a face, and a presence.

My creative process begins with listening to stories, asking questions, What the identity is. I approach each project as a collaboration between intuition and structure. I don't just design to make things look good I design to make them feel honest.

I draw inspiration from diverse sources the movement of the campus, the precision of typography, and the emotional resonance of photography. Each visual element in my work is chosen with intention and guided by a core belief, good design should not only reflect who you are but also elevate what you stand for.

My aesthetic tends to blend minimalism with human warmth. I value clarity, but never at the expense of character. I believe in brands that breathe, systems that adapt, and visuals that tell more than one story. I'm especially interested in how identity evolves how visuals carry memory, respond to context, and engage audiences over time.

The work presented in this brand book is a reflection of these principles. It is a curated expression of tone, voice, and vision, translated into a consistent and versatile identity system. It's meant to be both a foundation and a compass for something grounded enough to build trust, yet dynamic enough to grow with purpose.

Ultimately, I see design not as decoration, but as translation. A brand is a living narrative and design is how we bring that narrative into the world.

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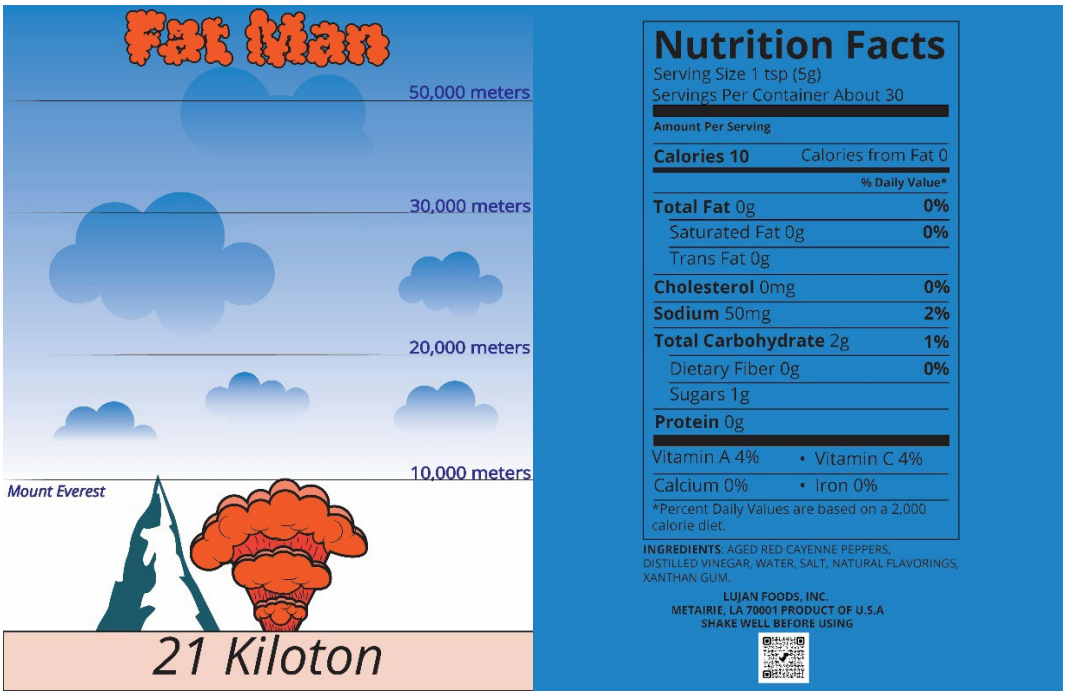
Figure 2. Travel Poster

Figure 3: Beer Brand



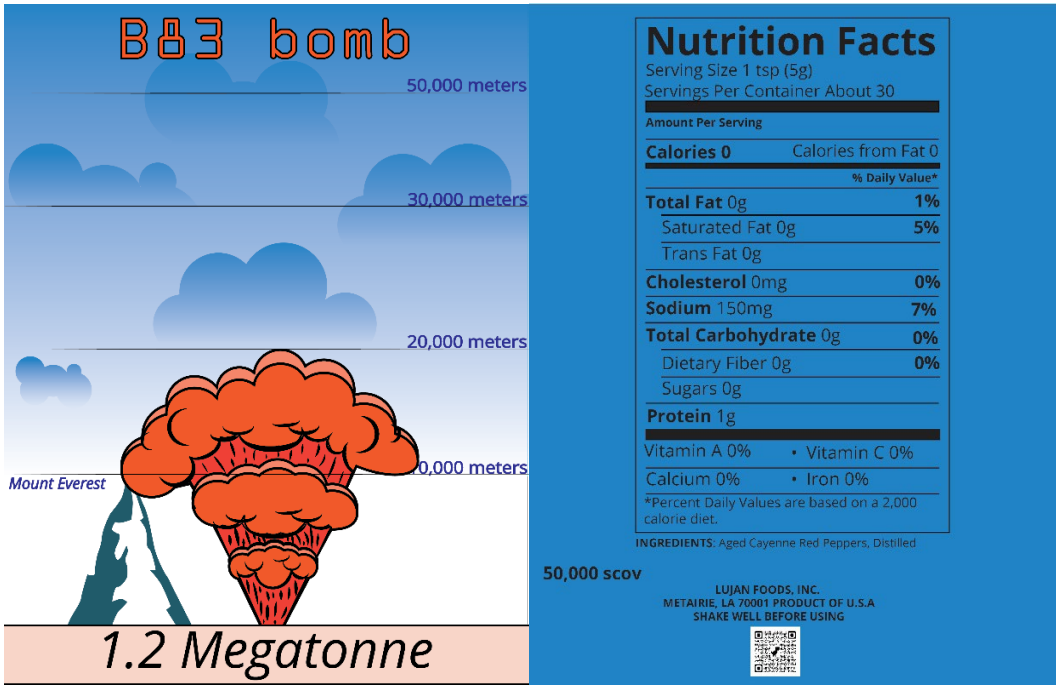
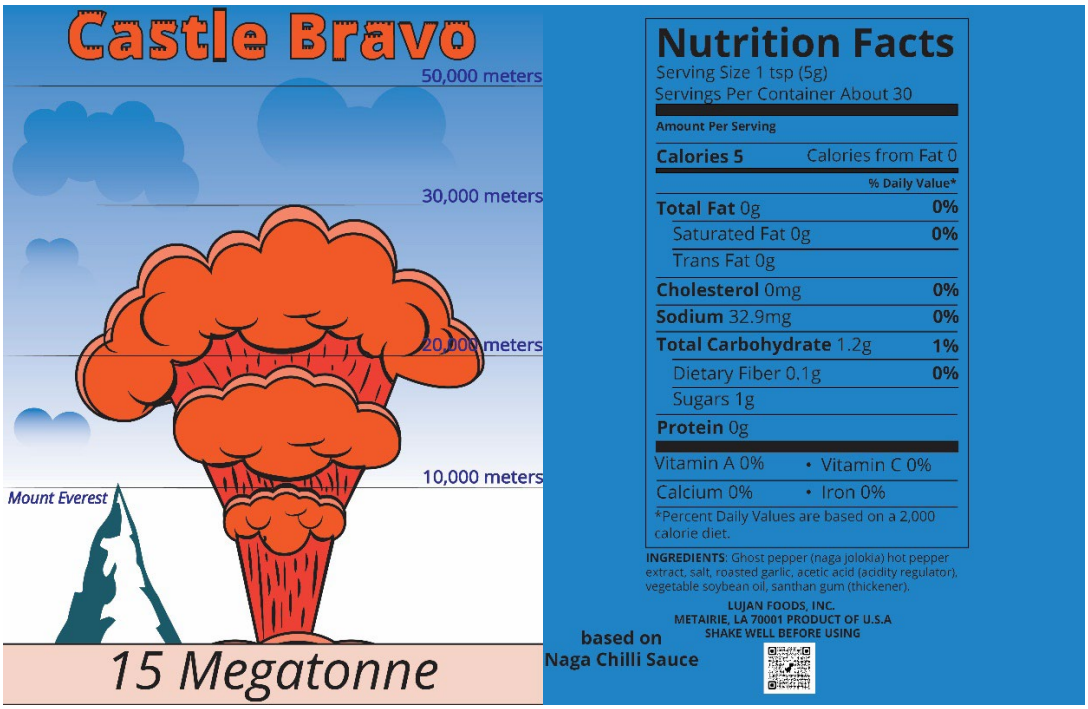


Figure 4: Hot Sauces



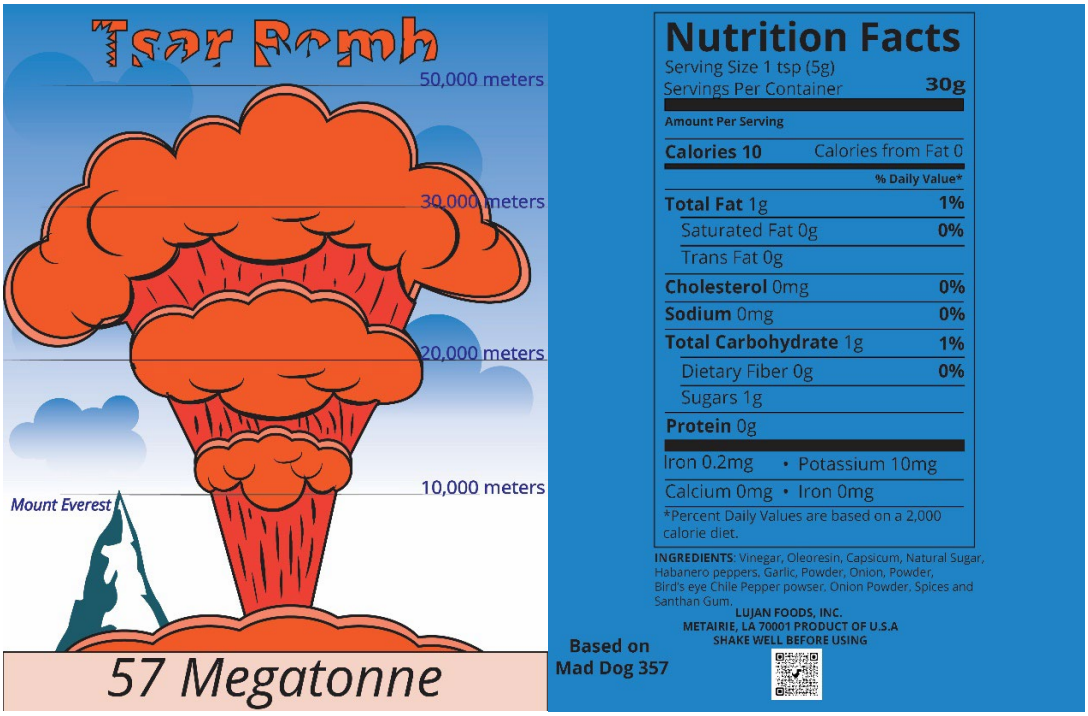


Figure 4: Hot Sauces

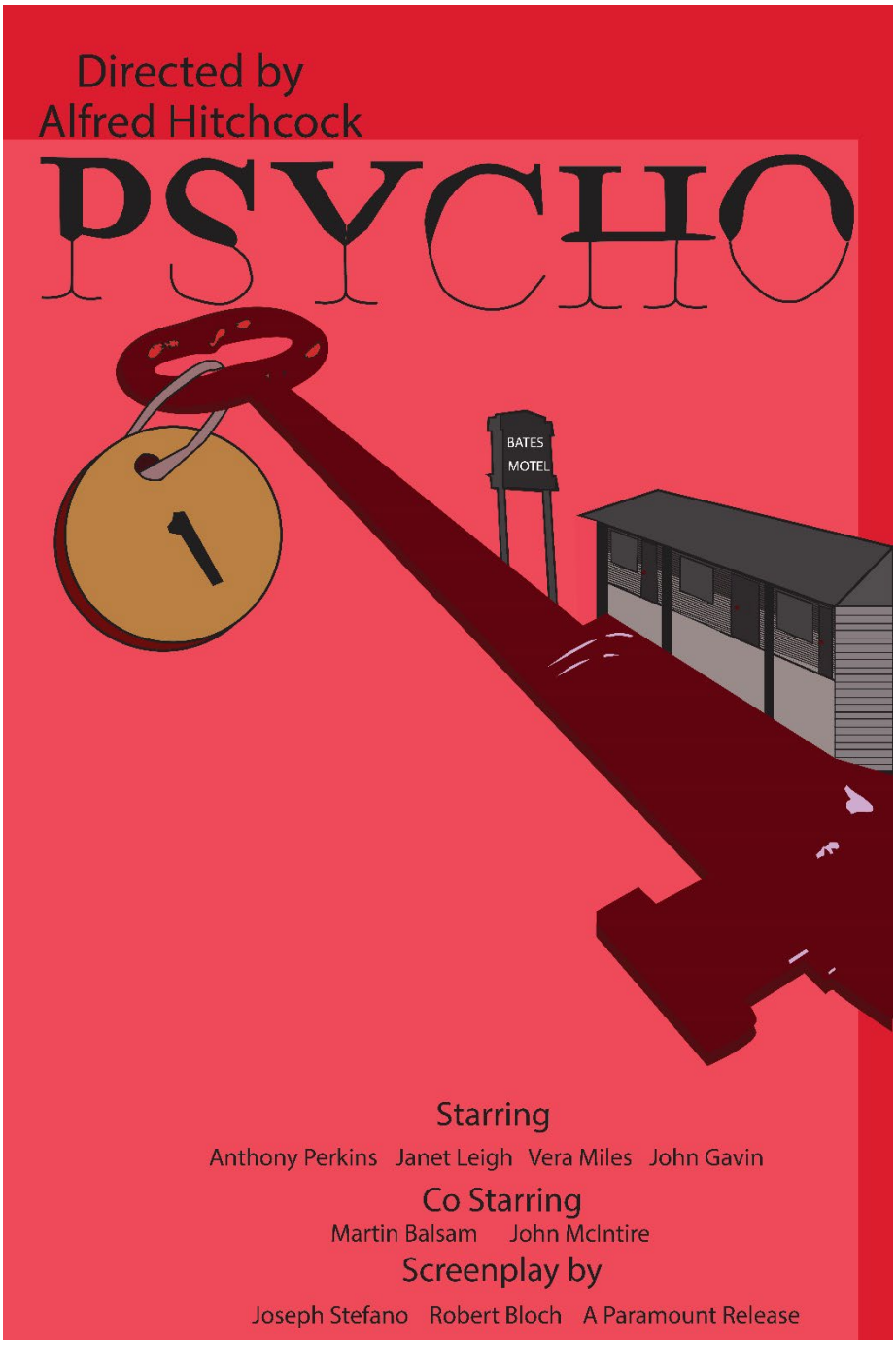


Figure 5: Alfred Hitchcock Poster

Figure 6: Sorry Game Board Redesign

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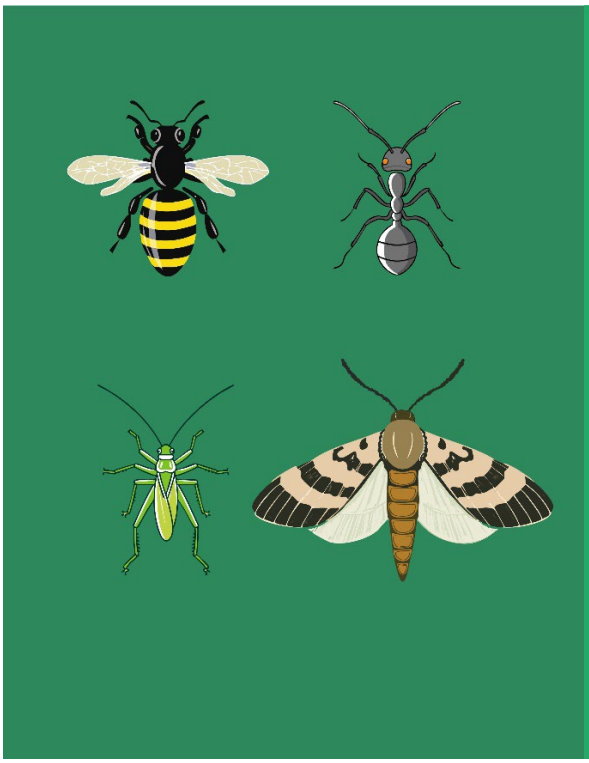


Objective

Be the first player to get all four of your pawns from Start to Home.

Equipment

- Each player choose your insect and take 4 matching pawns.
- Shuffle the deck of Sorry! cards and place it face down.

Game Setup

- Choose four pawns of the same color. Put all four on that color START space.
- Shuffle the deck. Place face down on "Place Pack Here" to form the Draw pile.
- Pick a player to go first. Movement is clockwise around the board (unless instructed otherwise!) and play passes to the left.

Gameplay

Note: if it's your first turn and you do not draw a card taht lets you start a pawn out, you forfeit (skip) your turn.

On all turns, take the top card on the Draw pile and move accordingly (see "The Cards," right) if you can. Place the card face up on "Discard Here."

To Start a Pawn

To move a pawn from your START out onto the track, you must draw either a 1 or 2,. If it is a 2, do as it says, then draw again and move if possible. You may not start a pawn out with any other cards!

Jumping and Bumping

- You may jump over your own or another player's pawn that's in your way, counting it as one space. BUT... if you land on a space that's already occupied by an opponent's pawn, BUMP that pawn back to its own color START space.

Moving Backwards

4 and 10 cards move you backwards. If you have successfuly moved a pawn backwards at least two spaces beyond your own START space, you may, on a subsequent turn, move into your own SAFETY ZONE without moving all the way around the board.

Notes:

- Two pawns of the same color may never occupy the same sapce. If your only possible move would make you land on a space already occupied by another of your own pawns, you forfeit your turn.
- If at any time you cannot move, you forfeit your turn.
- But if at any time you can move, you must move, even if it's to your disadvantage.
- If you run out of cards in the Draw pile, shuffle the Discards and use them.

Winning

If you get all four of your pawns HOME first, you win! If you play again, the winner goes first.

Home:

You must bring all four of your pawns into HOME by exact count! Once HOME, do not move that pawn again for the rest of the game.

Slide:

Regardless which card sent you there, any time you land by exact count on the triangle at the beginning of a SLIDE that is not your own color, slide ahead to the end and BUMP any pawns in your way including your own! Back to their own START spaces. If you land on a SLIDE of your own color, don't slide, just stay put on the triangle.

Safety Zone:

Only you may enter your own color SAFETY ZONE. All other rules apply. No pawn may enter its SAFETY ZONE by a backward move; however, a pawn may move backward out of its SAFETY ZONE and on subsequent turns move back into the ZONE as cards permit.

Start a Pawn Here:

If you've drawn a 1 card, take a pawn from START and put it onto this circle: your turn ends. If you draw a 2, move a pawn out AND draw again! You may not have two pawns on an entry circle at the same time. If another player's pawn is on your entry circle. BUMP it back to its own START.

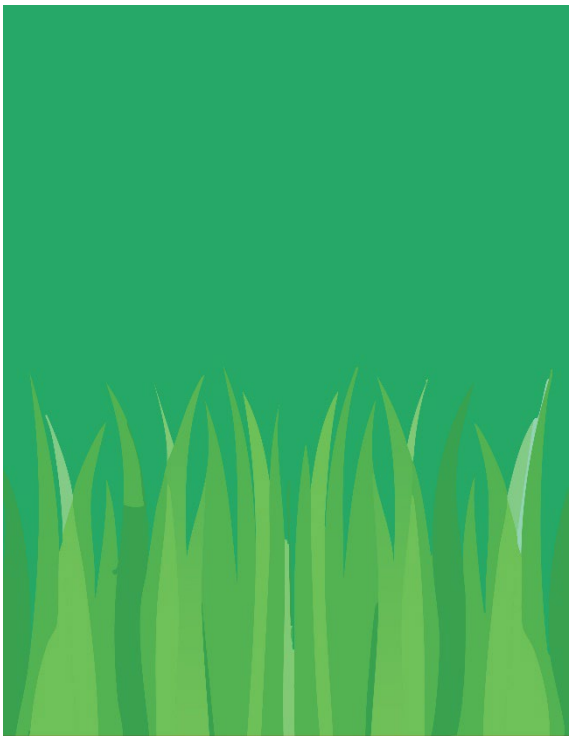
Figure 6: Sorry Game Board Redesign

The Cards

1. Either start a pawn out OR move one pawn forward 1 space.
2. Either start a pawn out OR move one pawn forward 2 spaces. Whichever you do or even if you couldn't move DRAW AGAIN and move accordingly.
3. Move one pawn forward 3 spaces.
4. Move one pawn backwards 4 spaces.
5. Move one pawn forward 5 spaces.
6. Either move one pawn forward 7 spaces OR split the forward move between any two pawns.
7. Move one pawn forward 8 spaces.
8. Either move one pawn forward 10 spaces OR move one pawn backwards 1 space.
9. Move one pawn forward 11 spaces OR switch any one of your pawns with one of any opponent's.
10. Move one pawn forward 12 spaces.

Sorry!

Take one pawn from your START, place it on any space that is occupied by any opponent, and bump that opponent's pawn back to its START. If there is no pawn on your START or no opponent's pawn on any space you can move to, you forfeit your move.



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