



Jade Federlin

Spring 2021

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

I am anxious to become a Graphic Designer and content creator. I want to provide people with designs and ideas they have never thought possible. My intention is to provide works that are appealing to look at and have a creative thought process, that is visible to the eye. I have 17 years of experience being an athlete, and throughout college as a D1 swimmer. I understand the needs of performance, dedication, aesthetics and design of working hard and having fun. These attributes are just a few of why I want to provide my personality, ideas, and skills to my community. I am graduating from Colorado State University with a BFA in graphic design and a minor in business administration. The business portion also proving my skills with people and being able to deliver ideas that contribute to different aspects of the client's needs. My technology proficiencies surpass most general knowledge, with using many platforms such as Adobe creative suites and other design platforms, and even Java coding.

My designs are a curation of my personality, experiences and creative wants. I see design all around us, as a way to communicate our visual minds. I enjoy designing logos, packaging, posters, mockups and many others. I also draw inspiration upon taking photos and implementing those into my designs. Photos allow us to see a moment in time frozen but then placing them into a different format, and incorporating designs, then changing the whole perspective on how we see it. Ideas coming to life is exceedingly rewarding. I want to show everyone that design is all around us, and it simply starts as an idea and blossoms into colors, lines and shapes, to make something beautiful.

Title	Original Format
Figure 1: Step Into	Illustrator, 8.5 in x 11 in
Figure 2: FOCO Biking	Illustrator, 11 in x 8.5 in
Figure 3: OFFEN Snowboards	Illustrator, 8 in x 8 in
Figure 4: WLVNRS East Coast Sour	Illustrator, 8 in x 6 in
Figure 5: WLVNRS Wild Ale	Illustrator, 8 in x 6 in
Figure 6: WLVNRS Blonde Porter	Illustrator, 8 in x 6 in
Figure 7: WLVNRS Wild Ale (WOL)	Illustrator, 8 in x 6 in
Figure 8: WLVNRS East Coast Sour (VER)	Illustrator, 8 in x 6 in
Figure 9: WLVNRS DC Pilsner (INE)	Illustrator, 8 in x 6 in
Figure 10: Abernathy Boys Vinyl	

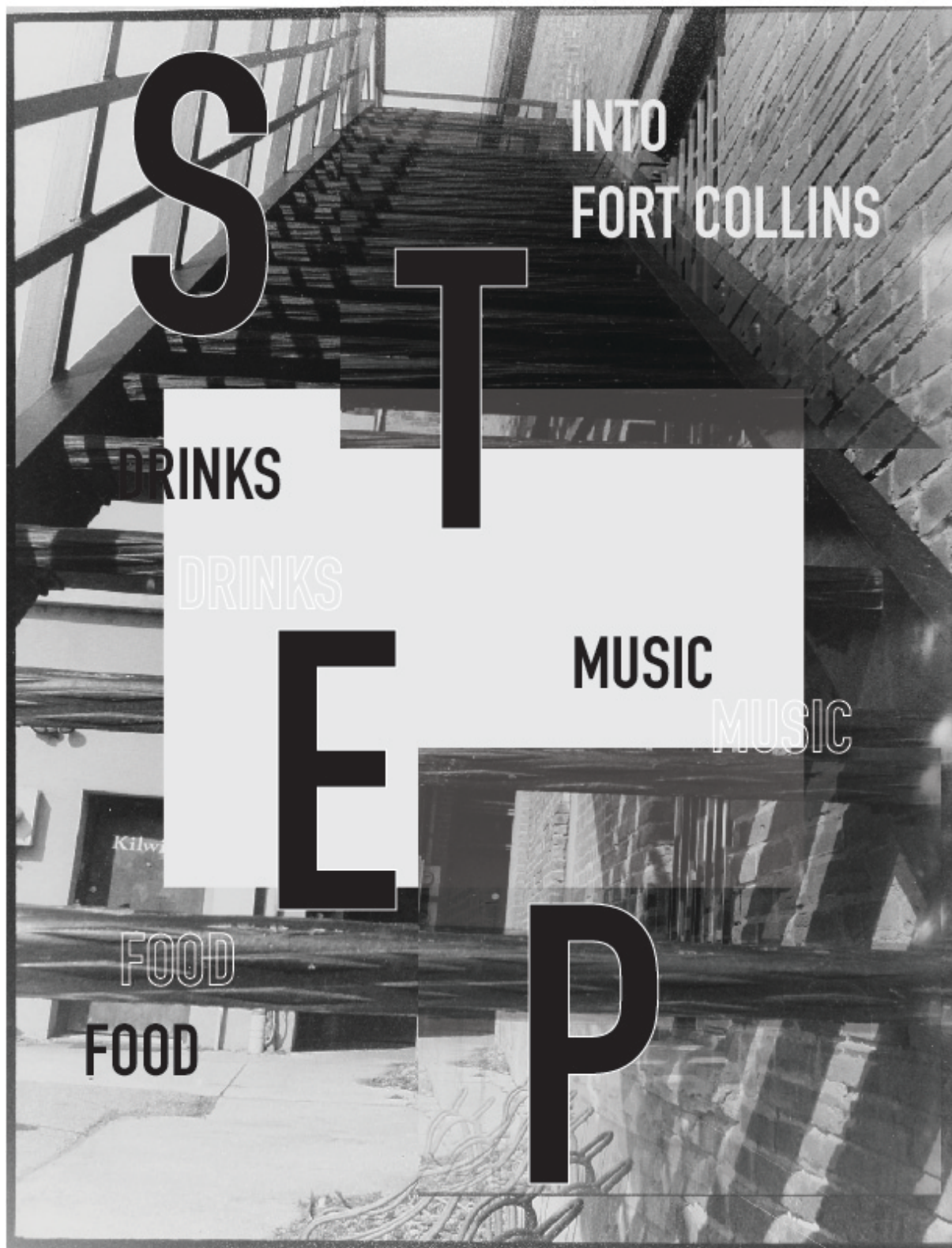


Figure 1: Step Into

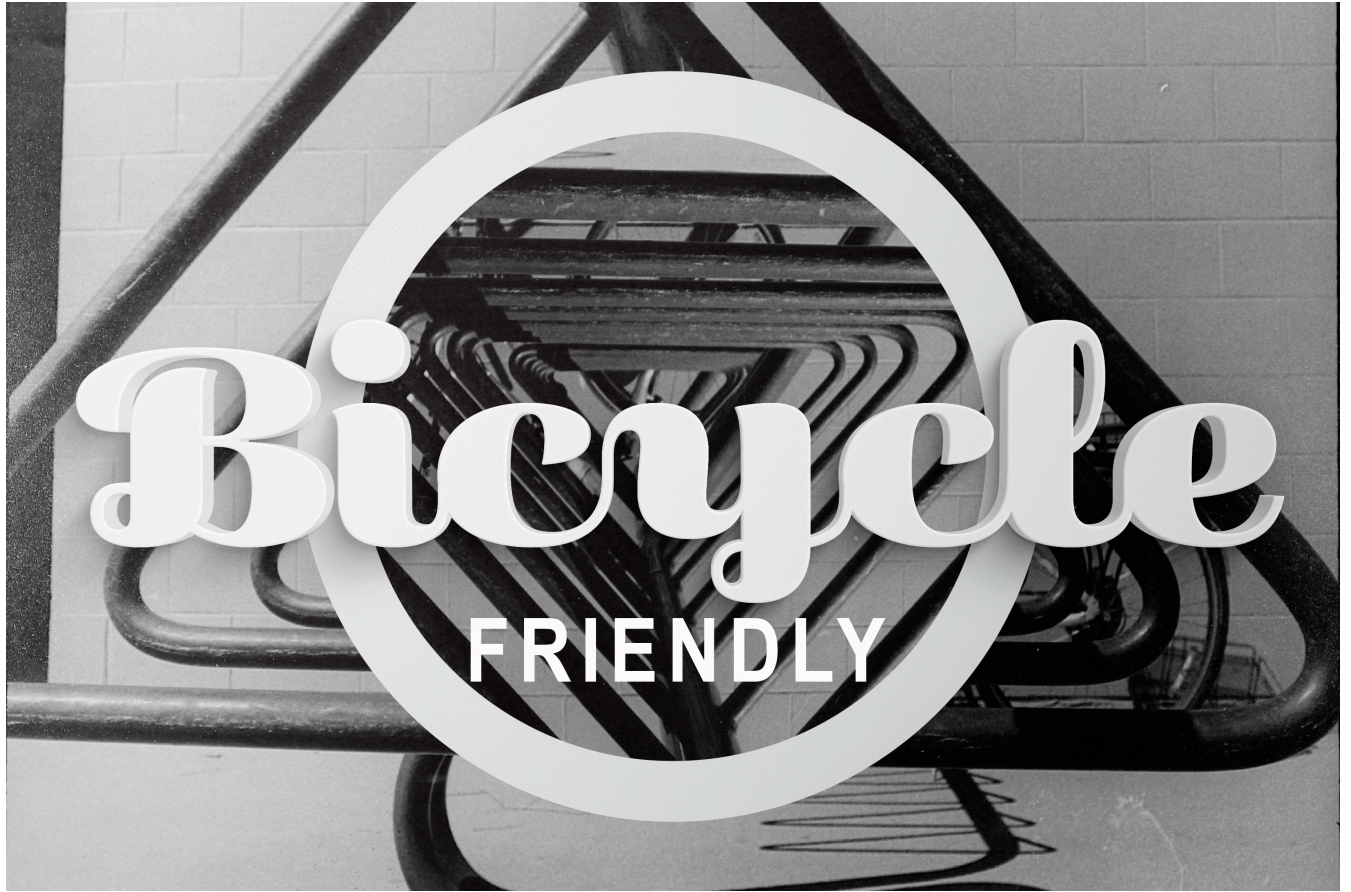


Figure 2: FOCO Biking



Figure 3: OFFEN Snowboards



Figure 4: WLVRNS East Coast Sour



Figure 5: WLV RNS Wild Ale



Figure 6: WLVRNS Blonde Porter



Figure 7: WOLVRNS Wild Ale (WOL)

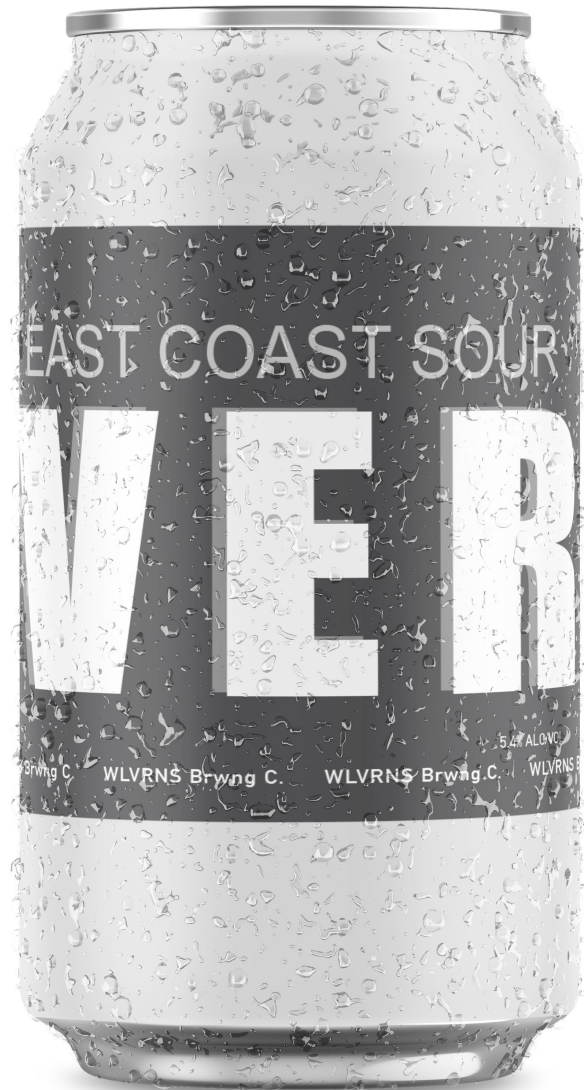


Figure 8: WLRNS East Coast Sour (VER)

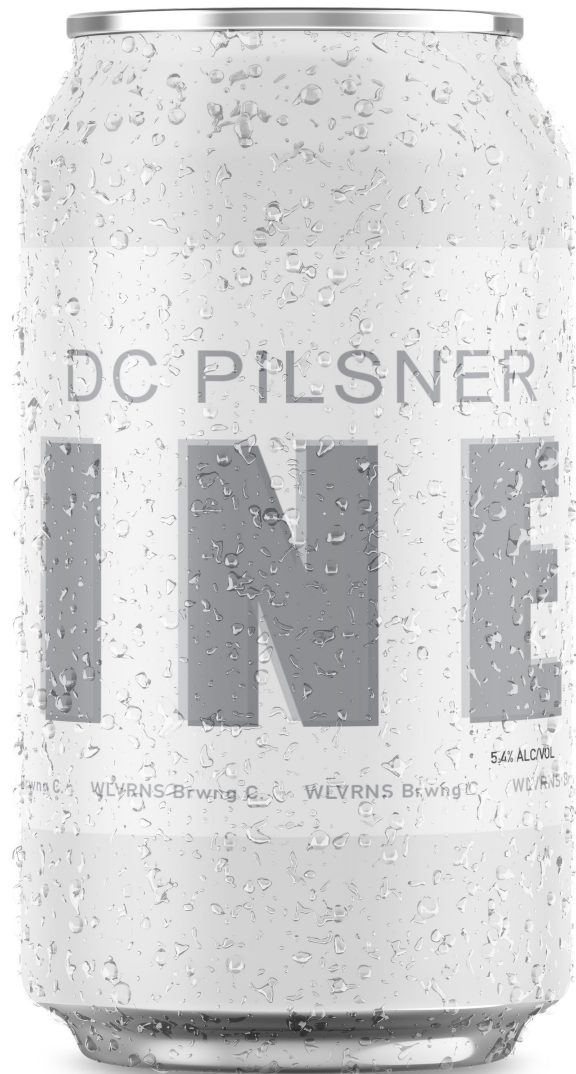


Figure 9: WLVRNS DC Pilsner (INE)



Figure 10: Abernathy Boys Vinyl