

Shelby Ostertag

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2022 Spring

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

I am a Colorado based designer, artist, and art history lover with a knack for branding, printmaking, drawing, and photography. What inspires my current work is the collaboration of illustrations and vibrant colors. I also enjoy the process of where projects start versus what they end up to be as it helps creative growth and accomplishments—it is the most rewarding thing about being creative

My motivation and desire to excel and learn in graphic design comes from the contribution of the creative climate that nurtured and inspired me. Because I am specifically interested in branding, the process of working with a client, from inception of an idea to getting to know them, their product, and their goal, ignites my creativity. The partnership of client and creator is unique and special; it is built on trust for the sacred vision and direction of an idea and bringing it to life. Creating “experience” is at the heart of my creativity and originality. Every creative endeavor is capable of providing an experience. In other words, I love the idea of taking a viewer or customer, to a place of possibility, where the product or service meets a need or enhances their life.

In my free time, I enjoy reading, baking, sketching, watching films and the company of my childhood cat, “Boo Boo”.

Title	Original Format
Figure 1: Valkyrie Wines Brand Logo	Illustrator, 6.5 in x 7 in
Figure 2: Valkyrie Wines Menu	Illustrator, 3 in x 1 in
Figure 3: Carmen Poster	Illustrator 11 in x 17 in
Figure 4: Marlow's Bakery Branding Logo	Illustrator 6.5 in x 4 in
Figure 5: Marlow's Bakery Pattern	Illustrator 5.5 in x 6 in
Figure 6: Knits of The Round Table Logo	Illustrator 7 in x 3 in
Figure 7: LIEU Magazine	Indesign 8.5 in x 11 in
Figure 8: The Great Indoors Book	Indesign 5 in x 7 in



Figure 1: Valkyrie Wines Brand Logo



Figure 2: Valkyrie Wines Menu



Figure 3: Carmen Poster



Figure 4: Marlow's Bakery Brand Logo



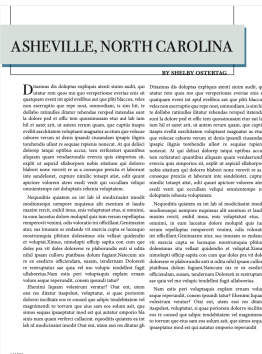
Figure 5: Marlow's Bakery Pattern



Figure6:Knits of The Round Table Logo



11/10 PHOTO: JAMES DUNN

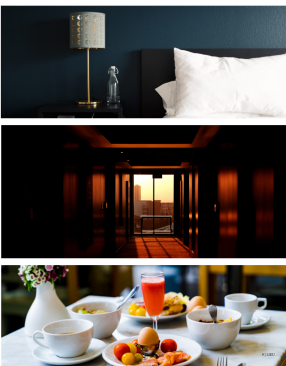


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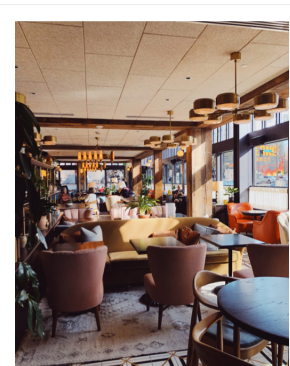
PHOTO: JAMES DUNN PHOTO: JAMES DUNN PHOTO: JAMES DUNN



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Figure 7: LIEU Magazine

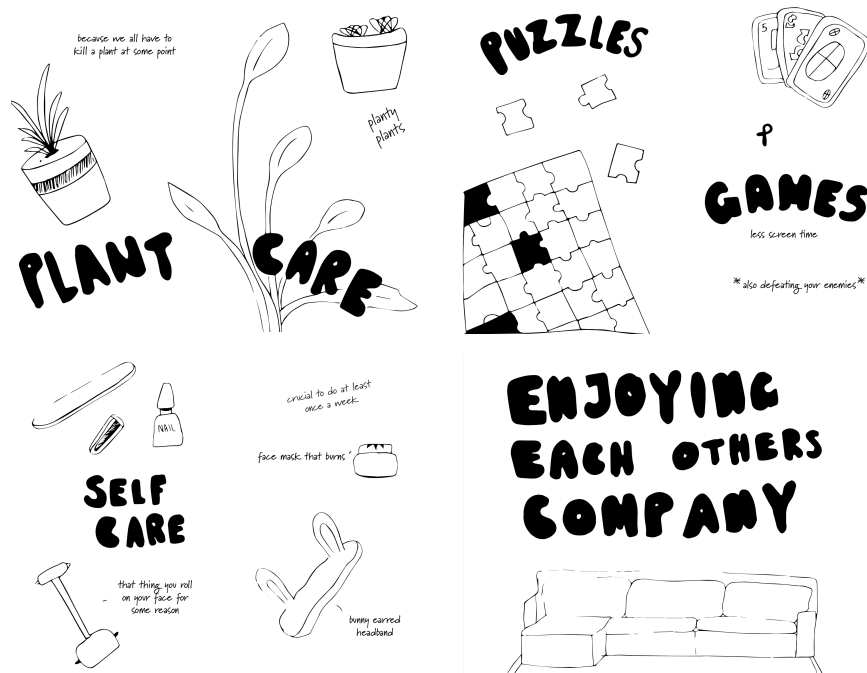


Figure 8: The Great Indoors Book