



Storge
Pragma
Philia
Agape

Artist Statement:

Maddie Shackelford

There used to be an uncomfortable tension between art and craft. That pressure has since dissipated and been replaced with a new tension – that between art and design. Arguably art and design are different, however I am interested in how they can be the same. Design is becoming less and less about simply displaying information in a visually stimulating way, and more about user experience, empathy and psychology. Being interested in both fine art and Graphic Design, I want to explore how that user experience can be heightened by art, and how design can inspire and grow from roots founded in art.

When I design or make something, my best projects and work occur when I come from a place of empathy. I enjoy designing, making objects, and creating experiences that are tailored to a user and what they will enjoy from my work. It is important that my designs for anything from a poster to an application never inhibit the person that is going to use or see it from understanding what they need to. Design should never get in the way of function, but should instead elevate it. I think this still leaves much room for art within design. Designers should be artists; they should know how to draw, paint and make. Designers should have a fundamental understanding of the principals of art in addition to regularly exercising the way artists think about their work in their own designs. Design without art is dull.

In both visual and user experience design I focus on what emotions and feelings a person will have when looking through a book, at a poster, or perusing a magazine article I have designed. The content I am designing for always has a purpose or a message, so I strive to make my design reflect that purpose. If the content is exuberant my design will be more playful. If the content is more mellow and simple my design is more simplistic and calming. It is important that my design first asks what its user or audience will require of it and primarily fills that functional need. Secondary to that I strive to fulfill the user's desire for beauty and aesthetic appeal, although in many cases beauty and functionality are one in the same.

The meaning behind my design work rarely comes directly from me. Meaning must always be inspired by the purpose of the design and whom it is for. In art making, a piece is often imbued with meaning by its maker, in design the opposite is true. I feel that my designs give me meaning and purpose. As a designer, the job I get to do every day boils down to helping people. Design helps people understand their world better; it helps them navigate faster and more easily in a rapidly changing domain. Good design creates understanding, elevates content, and brings art to the world in a way so subtle it often goes unrecognized.

<u>Title</u>	<u>Original Format</u>
Figure 1: Jungo Application	XD Digital File 3in x 5in (multiple)
Figure 2: Capstone Show Marketing	Illustrator Digital File 11in x 17in
Figure 3: Space Colonization Magazine Layout	Photoshop Digital File 9in x 12in
Figure 4: Festival Poster	Illustrator Digital File 10in x 20 in
Figure 5: Potentia Anxiety Product Packaging	Mixed Media 3 in x 6 in x 10 in
Figure 6: Sonata Icons	Photoshop Files 122px x 122px
Figure 7: Data Visualizations & Magazine Spread	Illustrator Digital File, 9in x 12in
Figure 8: Pulp Fiction Illustrations	Photoshop File, 3600px x 4500px
Figure 9: Intertwined Magazine Design	Illustrator Digital File, 9in x 12in
Figure 10: Love Book Set	Wood and Bound Paper, 10in x 5in

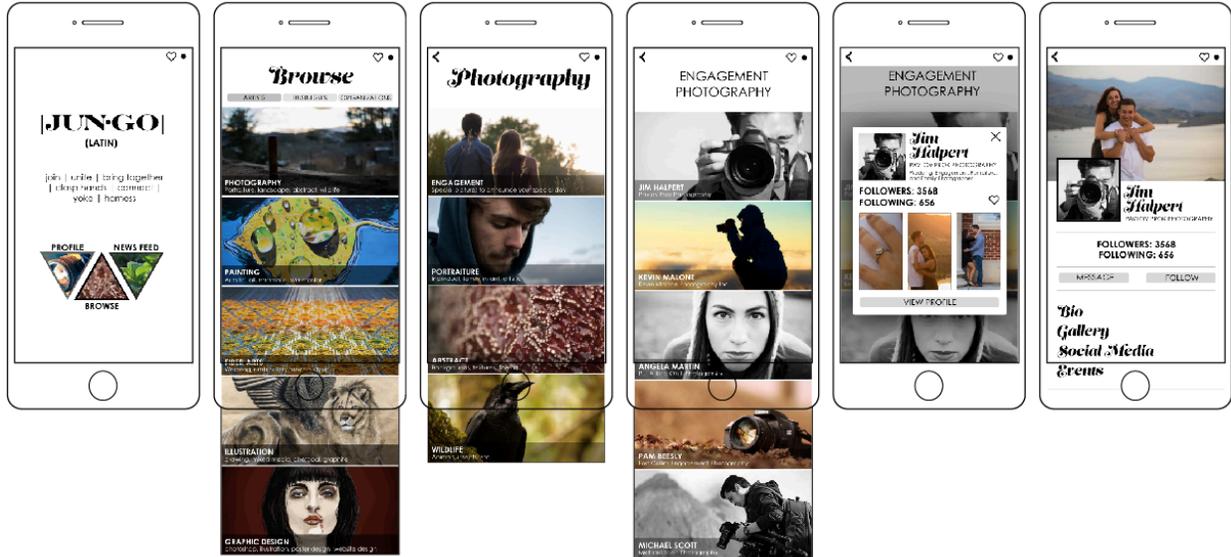


Figure 1: Jungo Application

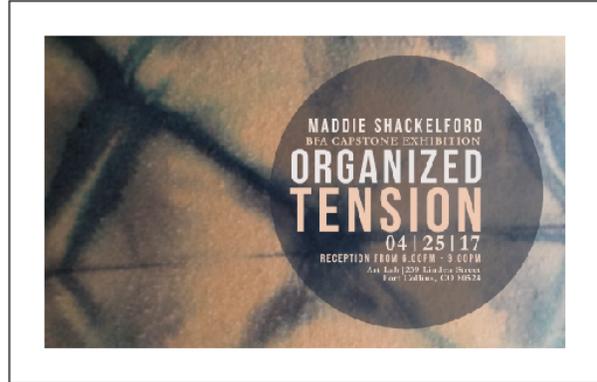
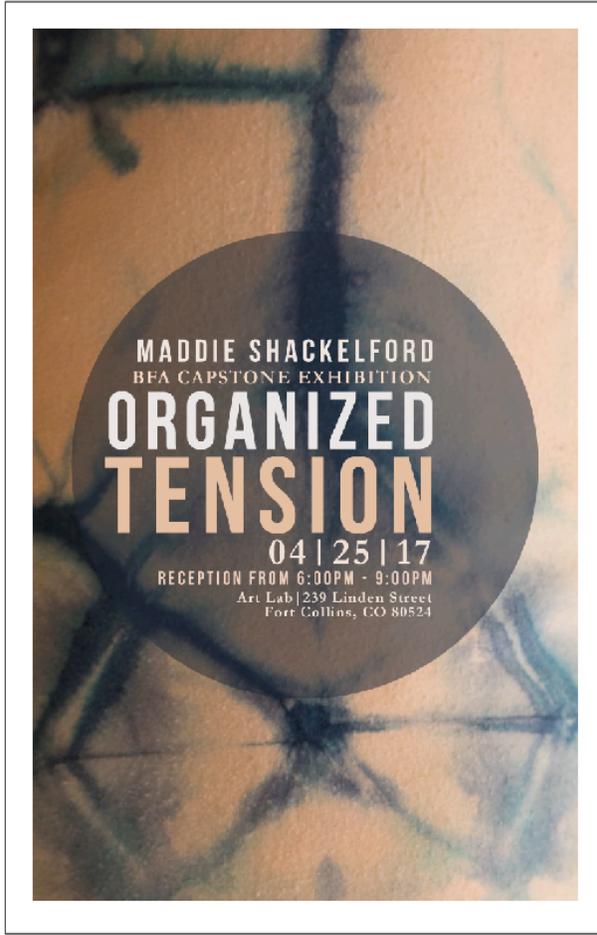


Figure 2: Capstone Show Marketing



Figure 3: Space Colonization Magazine Layout



Figure 4: Festival Poster



Figure 5: Potentia Anxiety Product Packaging

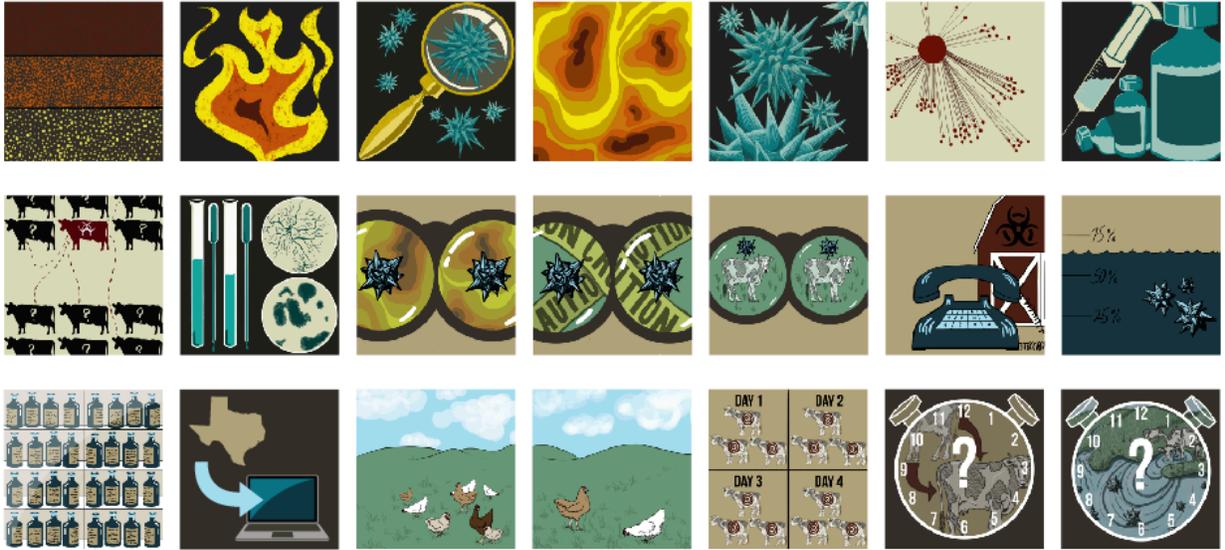


Figure 6: Sonata Icons

PORN KILLS LOVE, AND ITS HURTING MORE THAN JUST YOUR RELATIONSHIPS. A Personal Essay by Maddie Shackelford

It's time to start talking about that fact that most people don't want to talk about. Porn. Porn is hard to talk about.

HOW IT WORKS: CALLS TO THE NATIONAL SEX WORKERS ORGANIZATION

It is a subject that many of us avoid, especially women. We shy away from it because it is a topic that so many people have very strong opinions about. Some support it as an extension of freedom, others see it as the very thing that keeps people trapped in states of addiction and abuse. It's a subject that is both so complex and so controversial that it has become a huge problem. It has led to the development of women's underground digital activism such as the #JESSAMINE campaign, which is a grassroots effort to support women and their rights against pornography and its effects. Many people are starting to see it as a personal right for both the women and the participants, but the stigma is still there. The stigma is still there, and the results are shocking.

Our major misconception of porn is that it is just a form of entertainment. It's not just a form of entertainment, it's a form of exploitation. It's a form of exploitation that is not only affecting the women, but it's also affecting the men. Our brains are hard-wired to explore. This is why you find good when you watch it, or when you see it. A demand for more is being created, and you're not the only one. This means that the more you watch, the more you want. And the more you want, the more you watch. This is why you find good when you watch it, or when you see it. A demand for more is being created, and you're not the only one. This means that the more you watch, the more you want. And the more you want, the more you watch.

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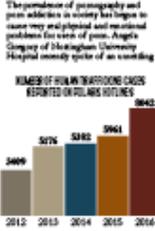
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Figure 8: Pulp Fiction Illustrations



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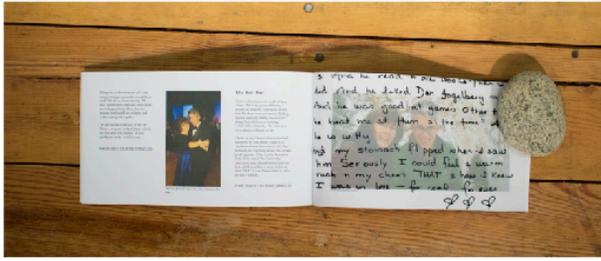


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