



Rebecca Wasserman

Spring 2026

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My work explores the intersection of visual design, storytelling, and emotion, with a focus on how design shapes perception and meaning. As a graphic designer, I explore how imagery, typography, and layout work together to tell a story—guiding interpretation and creating meaningful connections. Each project is an opportunity to communicate an idea with clarity while building a visual experience that feels both intentional and engaging.

I primarily work with digital media, integrating photography, typography, and composition to build cohesive, concept-driven pieces. My process begins with research and conceptual development, where I consider the message, audience, and purpose behind the work. From there, I refine each element: color, type, and spatial relationships, to create designs that are both strategic and visually compelling.

My work draws from contemporary media, pop culture, and evolving visual trends, as well as my own background in photography. I'm especially drawn to minimalistic design, where simplicity, negative space, and restraint allow key elements to stand out and communicate more powerfully. At the same time, I explore how modern aesthetics whether through bold color, minimalism, or layered imagery, can shape mood and deepen the viewer's connection to a work.

Collaboration is central to my practice. When working with clients, I prioritize clear communication and thoughtful problem-solving from initial concept through a final concept. Ultimately, my goal is to create work that not only resonates visually but also communicates with purpose and leaves a lasting impact.

Title**Original Format**

Figure 1: Barelight

Illustrator, 11 in x 17 in

Figure 2: Casino

Illustrator, 11 in x 17 in

Figure 3: ADF-7 Graphic Book

Illustrator, 11 in x 17 in

Figure 4: Vivid Magazine

Illustrator, 11 in x 17 in



Figure 1: Barelight



Figure 2: Casino



Figure 4: Vivid Magazine