



Sophie Nance

2022

Capstone – Graphic Design

Department of Art and Art History

**Artist Statement:**

I was fortunately encouraged growing up that my career should reflect my passions in life. I always craved a fulfilling career path that had an emphasis on empowerment. As time went on, I came to the realization that my potential lies in art. I valued my art classes in primary school because I could use my artwork to express myself, find peace of mind, and advocate for change. I initially wasn't aware of what medium would be my expertise, but like fine wine, it developed through age. Before graduating high school, I decided my concentration in college would be Graphic Design. I chose Graphic Design because I saw activism, opportunity, success, and growth throughout the practice. I then dedicated my creativity along with my willingness to learn in order to exceed expectations in college.

My college education allowed me to discover that I have strengths in typography and illustration; although, I find strength in combining both elements to create balanced design work. Because of my experience in the Graphic Design program at Colorado State University, I am well-versed in Adobe programs such as Illustrator and InDesign, along with being self-taught in Photoshop. A current theme in my design work could be described as minimal, yet communicative. I design in a fashion that a project's intention can be effectively interpreted by my target audience without excess distraction.

My design process stays consistent throughout each project I complete. I highlight that throughout my process, I receive feedback from my colleagues to gain additional perspectives. I begin by conducting research; this usually involves thoroughly reading scholarly articles, taking notes, finding inspiration from other artists who have similar conceptual development, and asking questions. I then move on to sketch with pen and paper, creating quick thumbnails to get down foundational ideas. After sorting through the weak and strong components I have developed, I then transfer my work into Adobe software that best suits my direction. From there, I explore typefaces, color swatches, document sizes, different brush strokes, etc. I work on layers to build up and refine sketches and layout. Once my peers and I feel confident with the final product after additional critique, I print and format my work so it can be displayed digitally and/or physically.

It's important to note that around the end of my sophomore year of college, I became motivated to use my design skills to advocate for third-wave feminism and gender equality. Most of my projects since then have targeted gender issues such as sexual assault, representation, menstruation, self-image, and gender norms. My gravitation towards creating feminist projects throughout the last couple of years is derived from my personal experiences as a woman in America. I aim to create powerful and visually effective pieces to emphasize the injustices that women face in their daily lives. Through my design work, I desire to spark change that will make not only our country, but the world, a more equal and safer place for women to flourish.

**Title****Original Format**

---

Figure 1: Red Lotus	InDesign, five package designs
Figure 2: Our Choice	Photoshop, 18 in x 24 in
Figure 3: Feel-Good Affirmations	Illustrator, InDesign, 21 in x 26 in
Figure 4: Pooka and Neave	Photoshop, 16 in x 20 in
Figure 5: Sex Without Consent is Rape	Photoshop, InDesign, 8.5 in x 8.5 in
Figure 6: Carmen Poster	Illustrator, InDesign 4.8 in x 6.9 in



Figure 1: Red Lotus



Figure 2: Our Choice



Figure 3: Feel-Good Affirmations

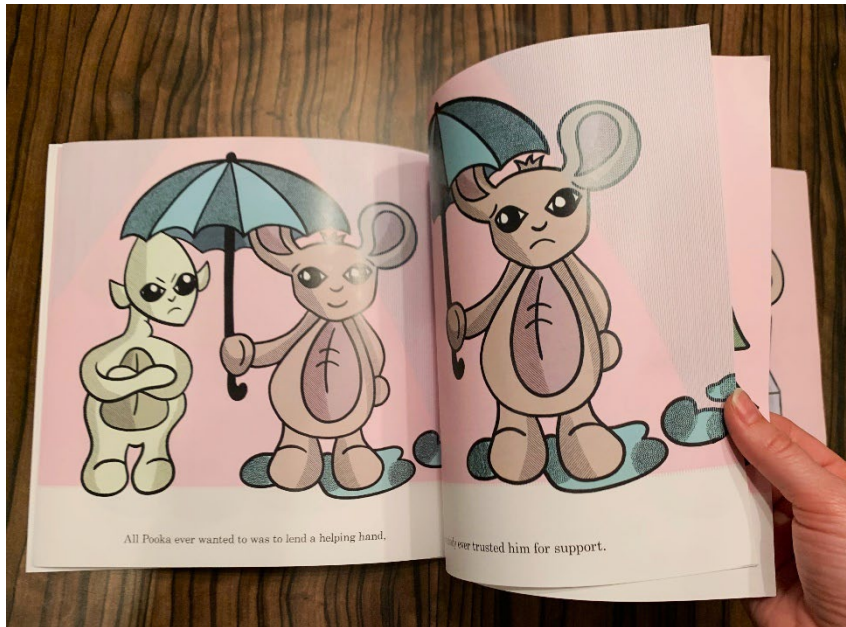
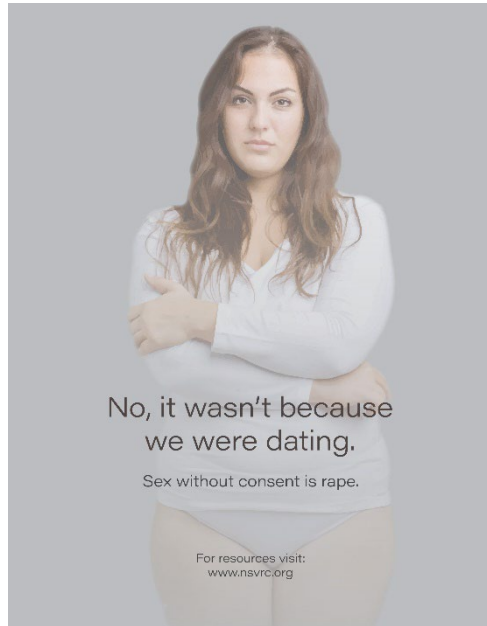
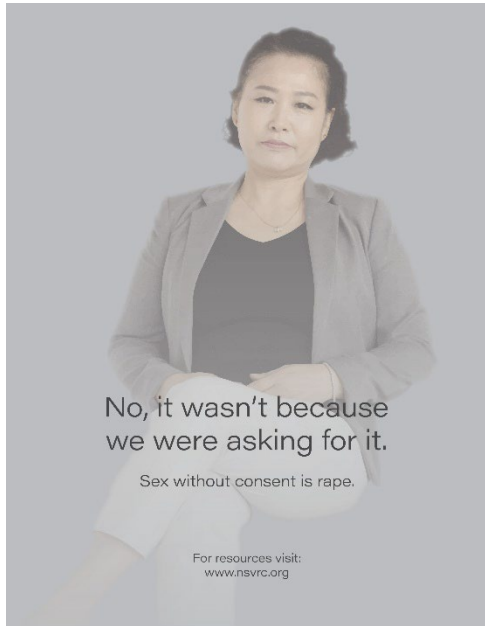


Figure 4: Pooka and Neave



**Figure 5: Sex Without Consent is Rape**



Figure 6: Carmen