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Will Nachand

2026 Spring

Capstone - BFA, Graphic Design

Department of Art and Art History

Artist Statement:

As a graphic designer, I want my work to explore the visual language of lived experience. Inspired by traditional print mediums, underground music scenes, and everyday life, I like to treat graphic design as both a tool for communication and as a means of cultural preservation.

I am especially drawn to the tension between the digital and the physical. My process frequently incorporates analog references like grain, distortion, and layered typography, to evoke the tactile qualities of prints and the imperfect human qualities that are embedded within DIY culture. Not only are these nostalgic gestures, but a way for me to pay homage to those who came before me, and to preserve a sense of authenticity in a world of increasingly standardized design systems.

At the core of my practice is a focus on keeping things true. Feeling more connection to art that seems lived-in rather than optimized or universal, I aim to create work that functions not only as contemporary design, but as a reflection of how visual culture ages and evolves over time.

Title**Original Format**

Figure 1: El Pingüí Català

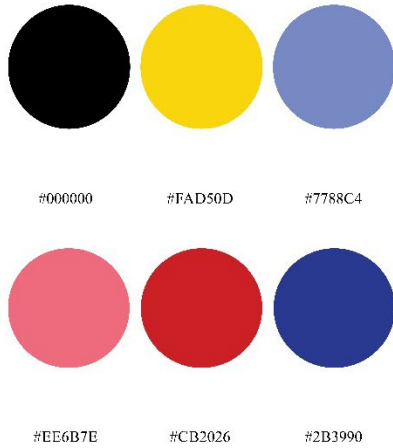
Illustrator and Photoshop, 4 in x 3 in

Figure 2: ACT Human Rights Film Festival

Illustrator and Photoshop, 18 in x 24 in

Figure 3: Kill Bill: Volume 1

Illustrator and Photoshop, 18 in x 24 in



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Figure 1: El Pingüi Català



Figure 2: ACT Human Rights Film Festival

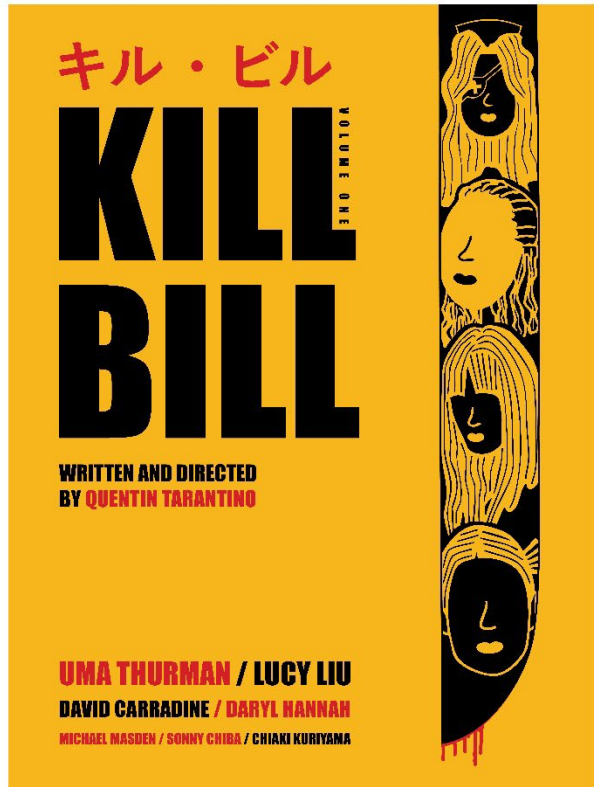


Figure 3: Kill Bill: Volume 1