



Morgan McWilliams

2024 Spring

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

My name is Morgan McWilliams, and I am a Graphic Designer studying at Colorado State University. As a graphic designer, I work mostly digitally through Adobe creative suites, however, I find myself exploring traditional pen and paper drawings to give my pieces a more personalized feeling. I am very passionate about typography whether it is through logo designs, magazines, business re-brands, or book designs. I also have a passion for illustration, but this work is more exploratory as I am working on being more comfortable with this side of graphic design. Even though my work spans many different types of projects, I am very inspired by minimalist and clean designs. With this, I also find myself drawn to delicate practices such as watercolor, fine line drawings, and I primarily use delicate colors such as earth tones and pastels.

Ever since I was young, I have loved art. I recall myself sitting in front of my TV as a kid drawing fine line pictures of random objects. Ironically, this is still the type of art I make. For one of my projects from 2023, I created a National Geographic Kids magazine using only fine line drawings of different space objects. In my most recent project, a poster for the opera "Romeo et Juliette," I drew different elements from the story using a fine tip marker and scanned them into Adobe Illustrator using Adobe Capture and created a pattern with them. I enjoy this type of work because it is minimalist which can ultimately make the piece feel quiet, which is exactly the feeling I wanted people to feel when looking at these two works. It is important for me to capture a feeling within every project I create because I want the viewer to experience the piece with more than just their eyes. This feeling of quietness is not a common theme throughout my pieces, but it is something I have been exploring recently.

Title**Original Format**

Figure 1: The Curious Raccoon

Procreate, 9 in x 6.5 in

Figure 2: Romeo et Juliette Opera Poster

Illustrator, 11 in x 17 in

Figure 3: Tortilla Marissa's Rebrand

Illustrator, Varies

Figure 4: Cyrillic Typeface

Illustrator, Varies

Figure 5: Free Rider Hot Sauce Bottles

Illustrator, Varies



Once upon a time in the heart of the forest, there lived a curious raccoon. He loved to read stories, and one day stumbled upon a tale about a rare and magical flower.

After the raccoon got the courage to walk through the dark trees, they came upon a creature with glowing yellow eyes staring at them.



The flower was so beautiful and smell better than they could ever dream of. After finally reaching the flower, the long journey was worth it. The bunny showed the raccoon how to be brave, and he couldn't have done it without him.

Figure 1: The Curious Raccoon



Figure 2: Romeo et Juliette Opera Poster

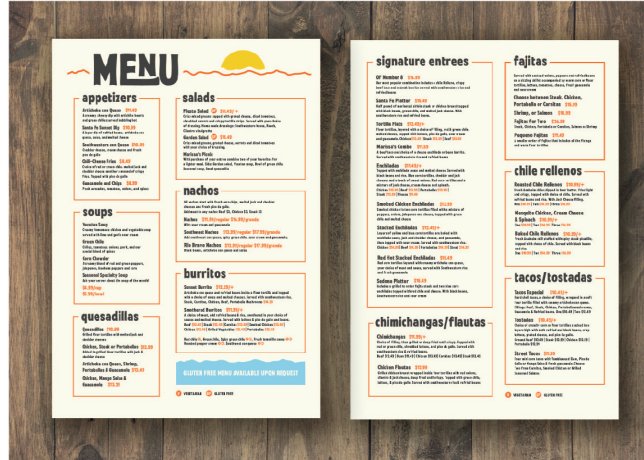


Figure 3: Tortilla Marissa's Rebrand



Figure 4: Cyrillic Typeface



Figure 5: Free Rider Hot Sauce Bottles