

Rachel Macias

2021 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My work involves the relationship between art, design, and narrative, and explores the way visual mediums can enhance the storytelling and visual branding experience of viewers. I often consider my artwork as an extension of a larger narrative. When I am in the process of creating an illustration or design, I consider the context of the larger story or ideas it will represent. I think of my work in correlation to these narratives, and not as a separate entity that would clash with or detract from them. As a designer, I keep in mind that my work serves alongside a client's vision, and is often a result of a collaboration rather than an individual endeavor.

Some of the driving forces behind much of my work include my interest in the professions of journalism and education. Concerning journalism, I have been illustrating for print media for six years and page designing for print media for two years, so my artistic and design skills have grown alongside and been informed by my print media experience. This experience has shown me a lot about how illustration and design can enhance the storytelling of journalism. Concerning education, I come from a family of educators and have always appreciated the unconventional, dedicated, and passionate approaches our educators take to make a difference in people's lives. Many of my projects have been centered around the idea of art and design as a means of enhancing educational materials, such as museum branding, creating promotional materials for children's programs, and illustrating for children's storybooks. I consider the impact that my visual communication can have on the informative experiences of others and I actively choose to make that impact a positive, more impactful one through my art and design.

| Title | Original Format |
|--|---------------------------------|
| Figure 1: Dragons Museum – Logo | Illustrator, 13500 px × 2188 px |
| Figure 2: Dragons Museum – Poster Series | Illustrator, 5100 px × 3300 px |
| Figure 3: Dragons Museum – Website Design 1 | Illustrator, 3501 px × 2188 px |
| Figure 4: Dragons Museum – Website Design 2 | Illustrator, 3501 px × 2188 px |
| Figure 5: Dragons Museum – NYT Magazine Spread | InDesign, 5363 px × 3263 px |
| Figure 6: Dragons Museum – George and the Dragon 1 | Illustrator, 2550 px × 2550 px |
| Figure 7: Dragons Museum – George and the Dragon 2 | Illustrator, 2550 px × 2550 px |
| Figure 8: Trimates Murals 1 | Illustrator, 2160 px × 3840 px |
| Figure 9: Trimates Murals 2 | Illustrator, 2160 px × 3840 px |
| Figure 10: Trimates Murals 3 | Illustrator, 2160 px × 3840 px |

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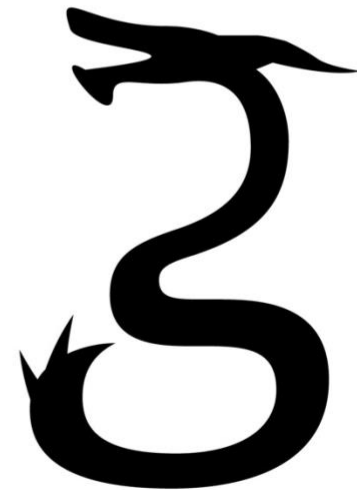


Figure 1: Dragons Museum - Logo

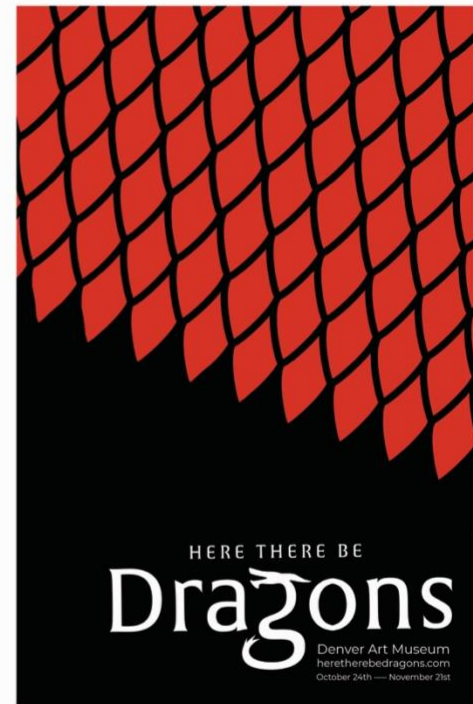
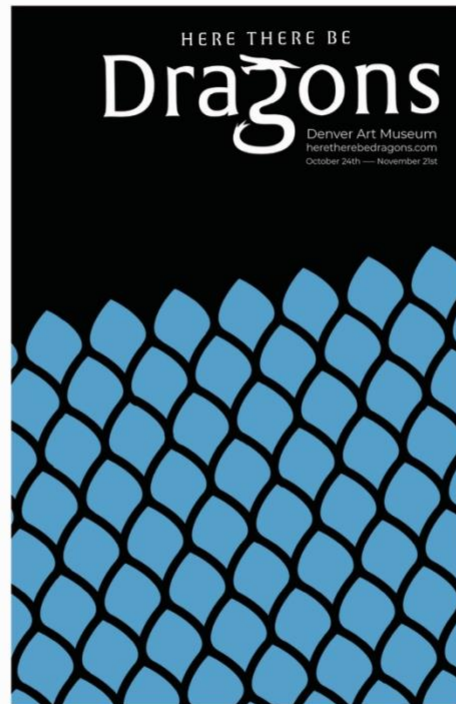
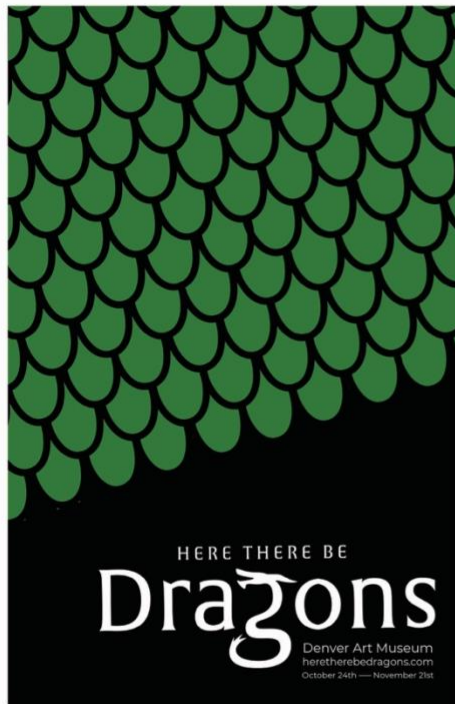


Figure 2: Dragons Museum – Poster series

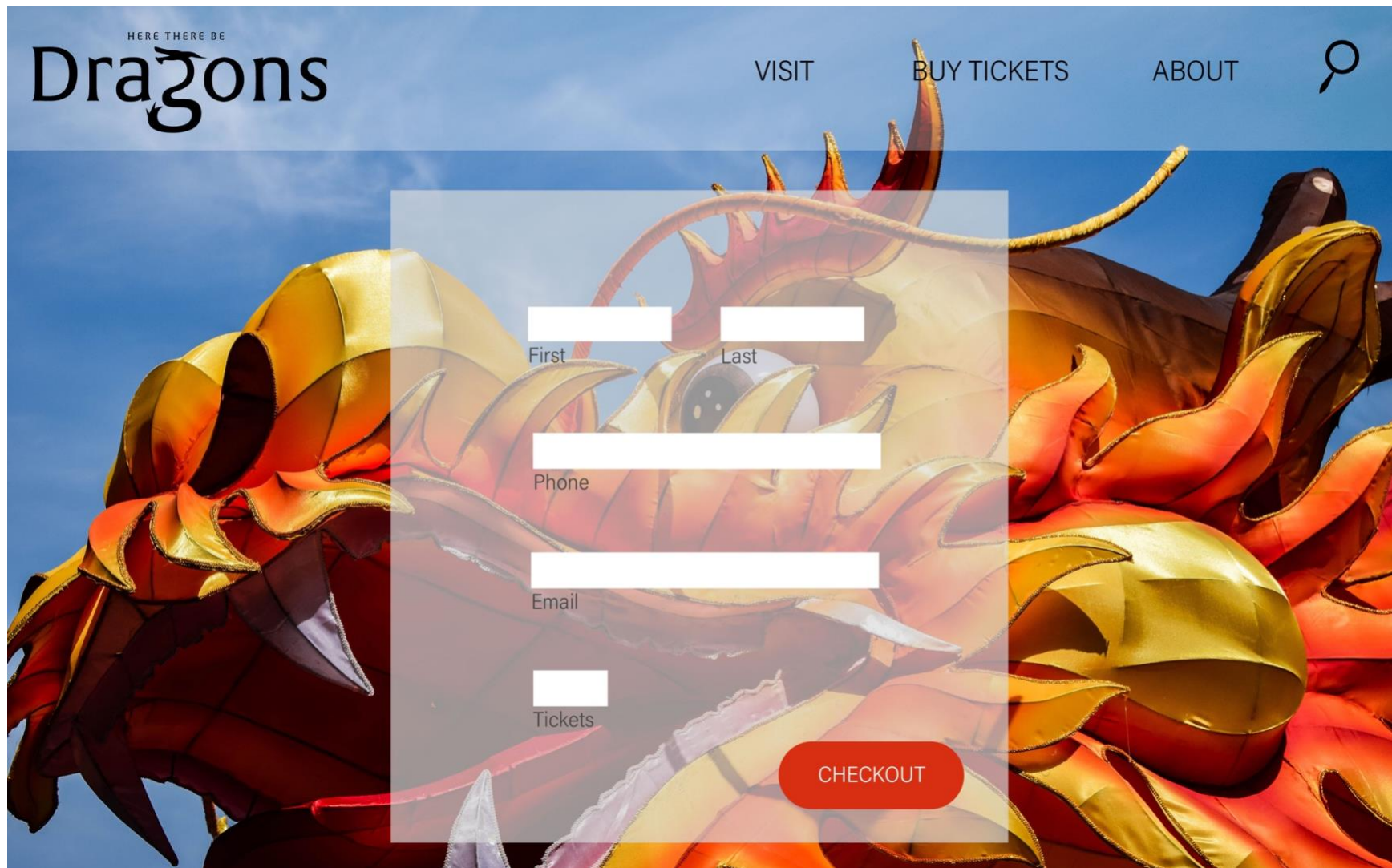


Figure 3: Dragons Museum – Website Design 1



Figure 4: Dragons Museum – Website Design 2



LEGENDS TO LIFE

By John Smith



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Figure 5: Dragons Museum – NYT Magazine Spread



Figure 6: Dragons Museum – George and the Dragon 1



Figure 7: Dragons Museum – George and the Dragon 2



Figure 8: Trimates Murals 1



Figure 9: Trimates Murals 2

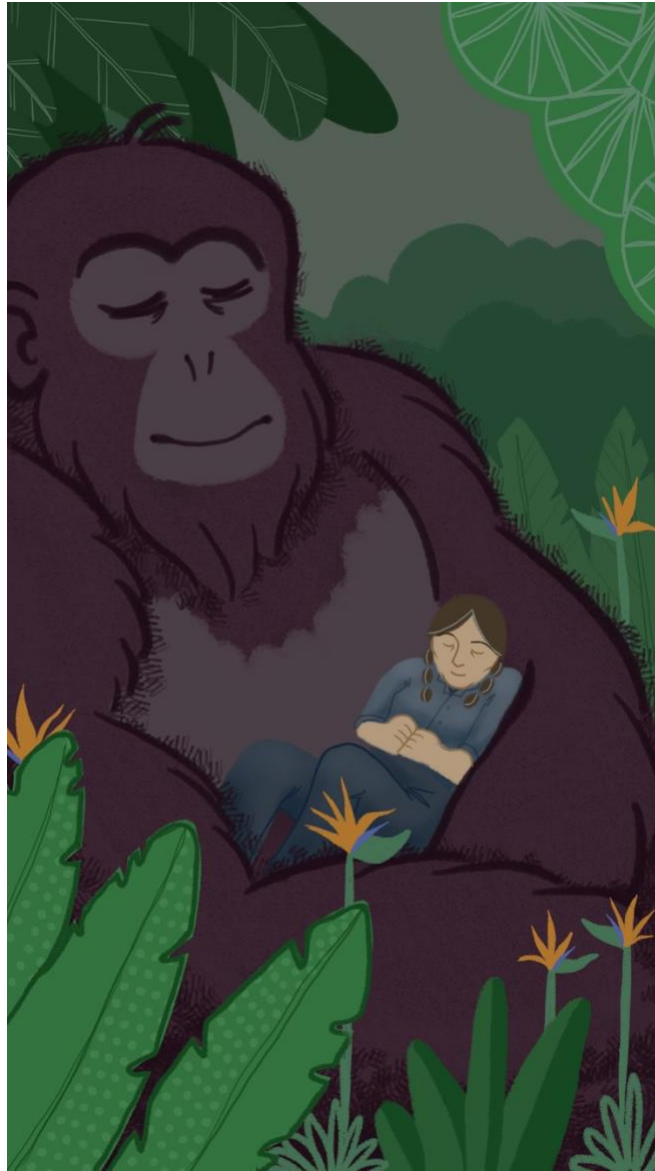


Figure 10: Trimates Murals 3