



Greetings from the Thousand Islands

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Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

I create for the sake of communication. All forms of art are a conversation between the creator and viewer. To me, graphic design is all about considering the viewer and how to best communicate a message about an idea, brand, or product through imagery. On top of that, it is about catching the eye and initiating a want to act. What I love about graphic design is the back and forth between the client, the viewers, and the creator. The communication that flows through each step of the creative process.

As I work, I consider the ways people may view the artwork, whether they are the client or consumer. The foundation of the creative process is the research and investigative questions to find what a client wants. I aim to learn all that I can about the brand, product, message being represented, because my job as a designer is to first characterize and define the project to then form an aesthetic. The rest is sketching, some more communication, and finally bringing the idea to life.

In my personal work, I find myself drawn to media. The way that we function through technology today has sculpted our relationships, our expectations, and even our lifestyles and careers. A person can make a living solely on posting pictures and videos on social media. Our relationships function around social media and we expect each other to follow, continuously like, and share. We continue and strengthen our connections through our technology, it is the only “how” we know. As humans who naturally communicate on our own, we seem so reliant on this tool to form or maintain relationships. That interests me, as my profession is engrained within technology and media. My interests assist me in better creating for the sake of catching the eye, because in the overcrowded digital marketing world we need to work harder to attract and bring people in. The instant nature of social media has impacted the way I approach each project, as well as shown the importance of making imagery easy to read, engaging, and include a call to action.

Title	Original Format
Figure 1: Greeting Cards: Mockup 1	Adobe Fresco, Photoshop 8.5 in. x 11 in.
Figure 2: Greeting Cards: Mockup 2	Adobe Fresco, Photoshop 8.5 in. x 11 in.
Figure 3: Greeting Cards: Mockup 3	Adobe Fresco, Photoshop 8.5 in. x 11 in.
Figure 4: The Art of Flight: Cover Mockup	Adobe Fresco, InDesign, Photoshop 14 in. x 12 in.
Figure 5: The Art of Flight: Pages 4-5 Mockup	Adobe Fresco, InDesign, Photoshop 14 in. x 12 in
Figure 6: The Art of Flight: Pages 10-11 Flat	Adobe Fresco, InDesign, Photoshop 14 in. x 12 in
Figure 7: The Art of Flight: Pages 6-7 Mockup	Adobe Fresco, InDesign, Photoshop 14 in. x 12 in.
Figure 8: The Art of Flight: Pages 16-17 Flat	Adobe Fresco, InDesign, Photoshop 14 in. x 12 in
Figure 9: The Art of Flight: Pages 14-15 Mockup	Adobe Fresco, InDesign, Photoshop 14 in. x 12 in.
Figure 10: The Art of Flight: Pages 18-19 Flat	Adobe Fresco, InDesign, Photoshop 14 in. x 12 in



Figure 1: Greeting Cards: Mockup 1



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Figure 2: Greeting Cards: Mockup 2



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Figure 3: Greeting Cards: Mockup 3



Figure 4: The Art of Flight: Cover Mockup

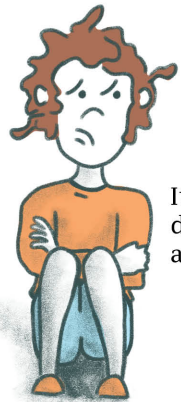


Figure 5: The Art of Flight: Pages 4-5 Mockup

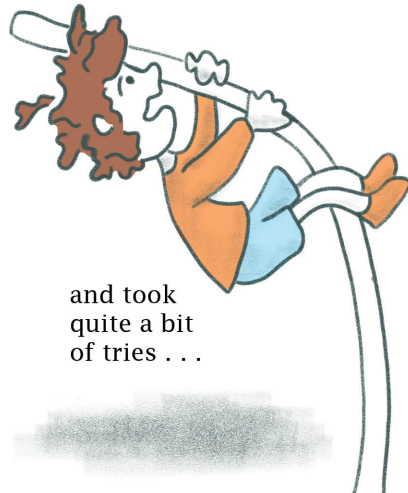
Thomas
started pole
vaulting and
began to learn,



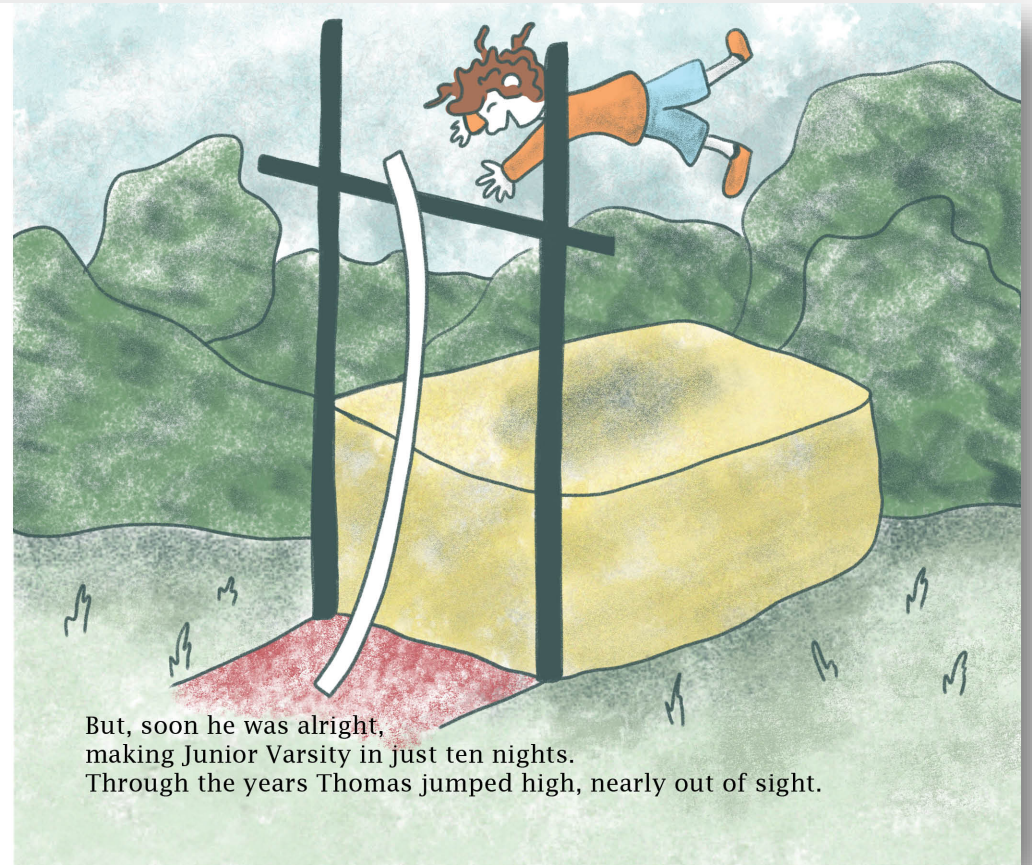
the basics of
flight for all he
was concerned.



It was
difficult
at first . . .



and took
quite a bit
of tries . . .

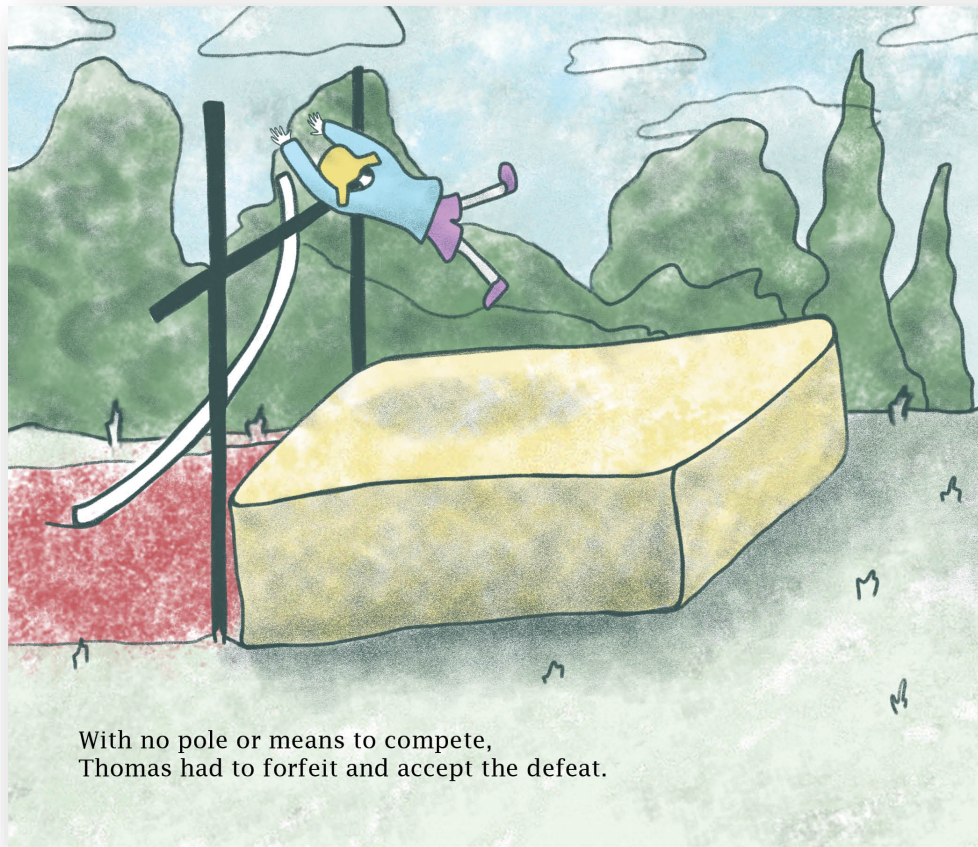


But, soon he was alright,
making Junior Varsity in just ten nights.
Through the years Thomas jumped high, nearly out of sight.

Figure 6: The Art of Flight: Pages 10-11 Flat



Figure 7: The Art of Flight: Pages 6-7 Mockup



With no pole or means to compete,
Thomas had to forfeit and accept the defeat.

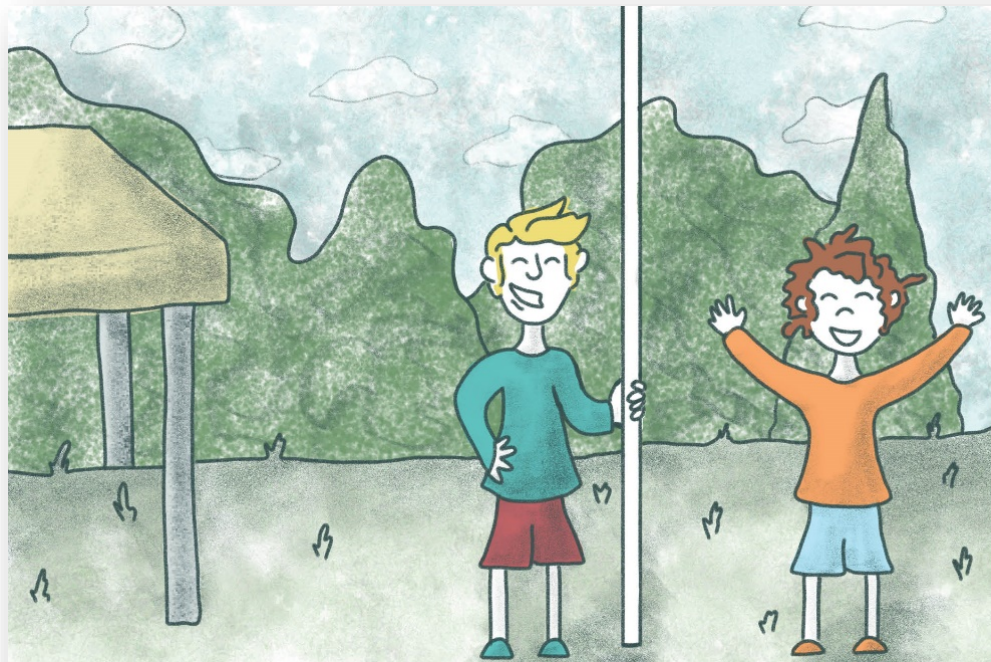


He was back in the tent watching the others participate,
Him and his broken pole had met their fate.

Figure 8: The Art of Flight: Pages 16-17 Flat



Figure 9: The Art of Flight: Pages 14-15 Mockup



Just then, Jack from the opposing team approached Thomas, offering him a possible promise. He said, "Looks like you need a hand flying high. Here! Share my pole, and let's reach for the sky."



With just Thomas and Jack jumping together, Thomas was truly feeling better. They shared the pole, switching it over through every lull. With both scoring up to sixteen, Thomas was finally feeling seen.

Figure 10: The Art of Flight: Pages 18-19 Flat