



Figure 1: Fruity Bliss

Taryn Caquelin
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Capstone - Graphic Design
Department of Art and Art History

Artist Statement:

As a graphic designer, I create work that is meant to have an impact; design that not only communicates clearly, but also feels good to the people who interact with it. Design has the power to shape how we experience brands, messages, and even everyday moments, so I strive to make work that sparks a positive reaction and leaves viewers with something meaningful.

My process is rooted in, collaboration, and care. I begin with sketches and rough block-outs to explore ideas, and share these early stages with clients so they can see how the project is forming. Through open communication, feedback, and thoughtful revisions, I guide each project from concept to completion. This ensures that the final design not only meets its goals but also reflects something we're both proud of.

The relationship between people and visual connection, such as how color, form, and layout can influence emotion and understanding. Whether it's part of a brand identity or a standalone piece, my goal is always to create design that feels impactful, and positive.

Ultimately, design is a way to make experiences better and every project is an opportunity to create something that resonates, supports a message, and brings some positivity into the world.

Title	Original Format
Figure 1: Fruity Bliss	Photoshop & Indesign, 11 in x 17 in
Figure 2: Pineapple Wine Close-Up	Photoshop, 11 in x 17 in
Figure 3: Blood Orange Wine Close-Up	Photoshop, 11 in x 17 in
Figure 4: Watermelon Wine Close-Up	Photoshop, 11 in x 17 in
Figure 5: Electric Pulse	Illustrator, Photoshop, 11 in x 17 in



Figure 1: Fruity Bliss



Figure 2: Pineapple Wine



Figure 3: Blood Orange Wine



Figure 4: Watermelon Wine



Figure 5: Electric Pulse



Figure 5: Electric Pulse Electrolyte Drink

