

Henry Reed

2026 Spring

Capstone - Graphic Design

Department of Art and Art History

**Artist Statement:**

Through my design and video work, communication is at the front of my mind. I believe that telling a story as simply as possible is the most potent path to achieve the level of communication I strive for. In my video work, I exercise restraint in color, dialogue, and composition to create an atmosphere that is plainly confrontational. In my design work, I'm more inclined toward bold color, a sense of humor, and lightness. Although undeniably different, both practices are united by an informed simplicity and an importance of human connection.

**Title****Original Format**

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Figure 1: Personal Logo animation

After Effects, 1620 px x 980 px

Figure 2: Classic Radio Vinyl Cover

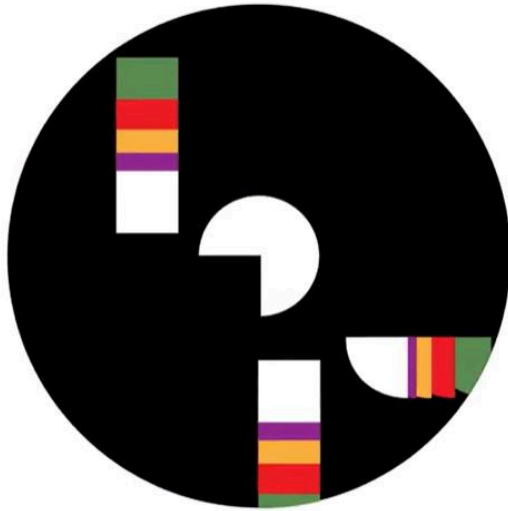
Illustrator, 17 in x 11 in

Figure 3: ACT Film Festival Branding

Indesign, 24 in x 18 in

Figure 4: Typeface Advertisement

Illustrator, 17 in x 11 in



<https://www.youtube.com/watch?v=s3m-V-mf3Cs>

**Figure 1: Personal Logo Animation**



Figure 2: Classic Radio Vinyl Cover



### film festival branding

A brand rollout concept for the 2026 ACT Film Festival. Illustrations created using oil pastel and ink brush, meant to have a rough yet light look evocative of the human touch. Human rights film festivals can appear intimidating and upsetting, so I created a look that outlined positive aspects of humanity. The illustrations show abundance and togetherness, the presence of human rights rather than a lack there of.

Figure 3: ACT Film Festival Branding

## typeface advertisement

This two page magazine spread is made to advertise my original typeface "Maker 1". In creating the typeface, I was inspired by classic science fiction artists such as H.R. Giger of Alien, and Syd Mead of Blade Runner. To make the spread appropriately fitting, I decided on a space themed layout to match the science fiction aesthetic.

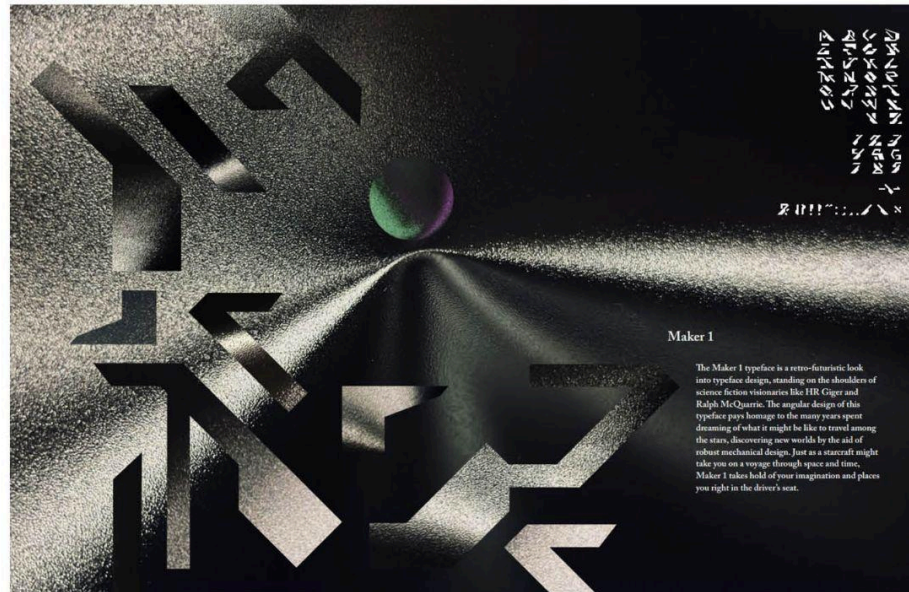
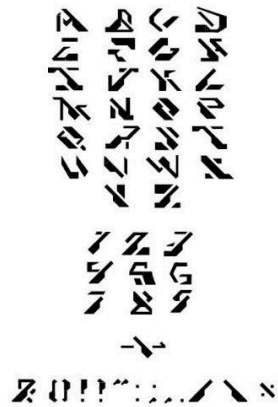


Figure 4: Typeface Advertisement