

DMC

DEMI M. CONNELLEY

GRAPHIC DESIGNER

Artist Statement

Demi Connelley

Design has the ability of being different, never repetitive, and constantly requires you to expand yourself regarding research in the creative process. Graphic design has flexibility and diversity and it is present nearly everywhere as a visual identity. With constant change, graphic design is a simulating subject which allows me to express a creative side, contributing to shaping society's visual landscape. From learning graphic design, not only have I touched on illustration, typography, and personal branding, but I am able to communicate messages and creativity whilst using my skills in drawing, design, and communication. Using these skills, I am able to express my own style to produce inventive pieces of work.

Currently, I am earning my Bachelor of Fine Arts with a concentration in Graphic Design and a minor in Journalism - Media Studies. Using the combination of both art and words, graphic design plays a happy medium between the two. Design is seen everywhere in almost everything, and my inspiration is from the world around me. I am influenced by everyday events, observations, and human interactions to enforce those ideologies into my own works. My practice with art evolves as the world does. Themes I follow include fine line work, geometric patterns, and unsaturated colors. Because themes and markets change so often, as a designer, I put my own style into the work, but adjust to criticism depending on what the client desires. Although art is seen as subjective, graphic design allows me to have visual freedom, but in a sense, gives me structure. Knowing my art can be seen by a wide range of viewers shows how history has changed. Art has evolved; from once only being able to be seen within white walls of a high society, to now reaching people of every range of class, my works, and graphic design specifically is a unique contemporary way of thinking about art.

Title	Original Format
Figure 1: Restaurant 415 Rebrand	InDesign, Photoshop, 9 in x 11 in
Figure 2: Sunshine Wheat Rebrand	Illustrator, InDesign, 3.5 in x 4 in
Figure 3: Typography Playing Cards	Illustrator, InDesign, 2.5 in x 3.5 in
Figure 4: Energy Institute Lab Logo	Illustrator, 400 x 400 pixels (SVG)
Figure 5: Snowriders T-Shirt Design	Photoshop, 12.5 in x 14 in
Figure 6: Illustration: Roger Federer	Illustrator, 11 in x 17 in
Figure 7: Bodoni Typeface Poster	Illustrator, 11 in x 17 in
Figure 8: CSU's Ram Hack	InDesign, Photoshop, 11 in x 17 in
Figure 9: Postcard Drinking Recipes	Illustrator, InDesign, 4 in x 6 in
Figure 10: Digital Doodles	Photoshop, 10 in x 10 in

RESTAURANT 415



LUNCH

Small Plates

\$4.5 PLATES

Potato gratin
Organic quinoa
Sautéed greens
Mashed potatoes

\$6 PLATES

BROCCOLI – lemon, garlic, butter
SPAGHETTI SQUASH – basil, parsley, garlic, parmesan
GREEN BEANS – garlic, butter, lemon
MAC & CHEESE – sharp white cheddar, gruyere, breadcrumbs
MIXED – grilled veggies

\$9 PLATES

BBQ CHICKEN SLIDERS (3) – pulled bbq chicken, house pickles, slider bun
FRIED CHICKEN SLIDERS (3) – fried chicken, house pickles, honey mustard, slider bun
BACON MAC – mac & cheese, now with bacon
ORGANIC CRISPY POLENTA (4) – cheddar, cream cheese, jalapenos, corn, tomatillo sauce
BOWL OF SOUP

Quinoa Bowls

THE MED BOWL - Quinoa, feta, fresh red onion, fresh roma tomatoes, fresh spinach, garbanzo beans, roasted summer squash, zucchini, and cauliflower topped with lemon garlic aioli \$14

THE ROASTED BEET BOWL - Quinoa, roasted beets, roasted yams, raw pistachios, fresh chevre cheese, fresh spinach, topped with our house honey mustard \$14

BBQ CHICKEN BOWL - Quinoa, pulled bbq chicken, fresh avocado, fresh spinach, roasted summer squash, zucchini, and cauliflower topped with andre's bbq sauce and sriracha aioli \$16



Salads

MADE FROM SCRATCH DRESSINGS:
Lemon Garlic, Greek, Balsamic, Ranch, and Seasonal Dressing. All salads can be made gluten-free, and/or vegan, upon request.

ADD:
Bacon or quinoa \$3
Organic tofu, chicken, or steak \$5.40
Jumbo shrimp \$6.30

THE 415 \$7 half/\$9 full
Romaine, house-made croutons, garlic lemon dressing, shaved parmesan

GREEK SALAD \$9 half/\$14 full
Greek olives, feta, tomato, red onion, romaine, organic greens, cucumber, local garbanzobean, greek dressing

ROASTED BEET SALAD \$9 half/\$14 full
Crispy goat cheese, beets, candied hazelnuts, romaine, organic greens, house-made balsamic salad dressing

SEASONAL SALAD \$9 half/\$15 full
Romaine, spinach, roasted red pepper, pepperoncini, olives, fresh mozzarella, house made italian dressing

HAPPY HOUR

Food

HALF 415 SALAD – Romaine, house-made croutons, garlic, lemon dressing, shaved parmesan \$6

HUMMUS PLATE – Rotating hummus sampler, carrots, celery, house-made flat bread \$7

BBQ CHICKEN SLIDERS – Pulled bbq chicken, house pickles, barbecue sauce \$7

FRIED CHICKEN SLIDERS – House fried chicken, house pickles, house-made honey mustard \$7

PEPPERONI PIZZA – Nitrate free pepperoni, cheese, house pizza sauce \$9

PESTO PIZZA – Organic arugula, roasted red pepper, house cheese mix, pesto \$11

SPAGHETTI SQUASH – Fresh basil, fresh parsley, fresh garlic, parmesan \$5

MAC & CHEESE – Cavatappi noodles, gruyere, sharp white cheddar, breadcrumbs \$5

BACON MAC – House mac & cheese, bacon \$7

DUO BRUSCHETTA – Served on udi's bread, caprese balsamic glaze \$7

Drinks

HOUSE COCKTAILS \$8

415 – hand juiced ginger, lime, ketel one vodka
THE PALOMA – fresh squeezed grapefruit, herradura silver tequila
MINT JULEP – fresh mint, bulleit bourbon
CANE & FLOWER – hand juiced ginger, lime, flor de caña dark rum
GIN MOJITO – fresh mint, lime, bombay gin

BEERS

MICRODRAFTS \$4
PACIFICO \$3

WINES

RED & WHITE WINE
OF THE DAY \$6
CAVA & STILL ROSE \$7



Figure 1: Restaurant 415 Rebrand




WHEAT BEER BREWED WITH SPICES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OOPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.


CT-HI-IA-ME-MA-NY-OR-VT 5¢ / MI 10¢ REF.

NEW BELGIUM'S employee owners would love to see you enjoying our beer @newbelgium and newbelgium.com




New Belgium Sunshine Wheat

12FL. OZ. (355 mL)
ALC 4.8% BY VOL



SUNSHINE



**BREWED & BOTTLED BY NEW BELGIUM BREWING,
FORT COLLINS, CO & ASHEVILLE, NC**




A refreshing and aromatic wheat beer lightly spiced with a twist of coriander and orange peel. Serve with a fresh slice of orange.

Figure 2: Sunshine Wheat Rebrand



K
♠

APEX
The top of a symbol or character where two lines or strokes meet.

♥
K

Q
♦

ARM
A segment of any letter not attached to a vertical bar.

♦
Q

J
♣

AXIS
An imaginary line that bisects a character from the lower and upper strokes on the axis.

♣
J

A
♥

TAIL
A descending stroke, often decorative, usually found on letter forms 'Q' or 'R'.

♥
A

**J
O
K
E
R**

A widow is considered poor typography because it leaves too much white space in between paragraphs.

WIDOW
A widow is a very short line – usually one word, at the end of a paragraph or column.

**J
O
K
E
R**

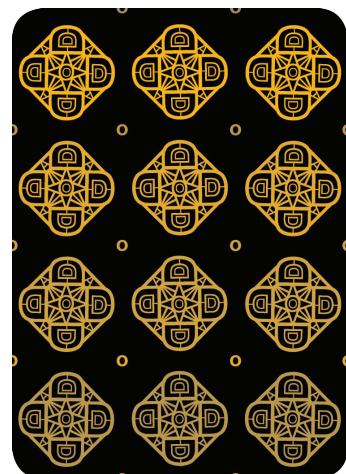
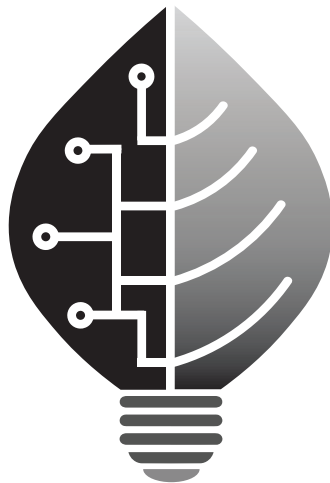


Figure 3: Typography Playing Cards



greengrid
ENERGY INSTITUTE



greengrid
ENERGY INSTITUTE

Figure 4: Energy Institute Lab Logo



CSU SNOWRIDERS

**Fort Collins, Colorado
2018-2019**

Figure 5: Snowriders T-Shirt Design



Figure 6: Spot Illustration Roger Federer

BODONI.

GIAMBATTISTA BODONI

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z

*abcdefghijklmnopq
rstuvwxyz*

1 2 3 4 5 6 7 8 9 0
& ! ? % # () ; “ ”

Bodoni is considered to be one of the most elegant typefaces ever designed. It is known as a popular choice among fashion labels. There is a high

contrast in weight variation with thick and thin strokes. It is one of the first modern typefaces. Bodoni follows the idea of John Baskerville.

Italy, 1798.



Figure 7: Bodoni Typeface Poster

RAM HACK

Virtual and Augmented Reality Hackathon



5 p.m. OCT. 20 - 7 p.m OCT. 22
Morgan Library Event Hall
#RAMhack

limited capacity
REGISTER TODAY:
ramhack.colostate.edu



VICE PRESIDENT
FOR RESEARCH
COLORADO STATE UNIVERSITY



MORGAN LIBRARY
COLORADO STATE UNIVERSITY



NVIDIA

Figure 8: CSU's Ram Hack



BLOODY MARY:
 1 OZ. VODKA
 3/4 CUP TOMATO JUICE COCKTAIL
 2 DASHES WORCESTERSHIRE SAUCE
 1 DASH TABASCO
 1 TSP SALT
 SALT & PEPPER



GIN AND TONIC:
 2 OZ GIN
 1 OZ LIME JUICE
 4 OZ TONIC WATER



MARGARITA:
 1/4 CUP SALT
 1 LIME
 1 OZ. LIME JUICE
 2 TSP. SUGAR
 1/2 OZ. ORANGE LIQUER
 2 OZ. TEQUILA

Figure 9: Post Card Drinking Recipes

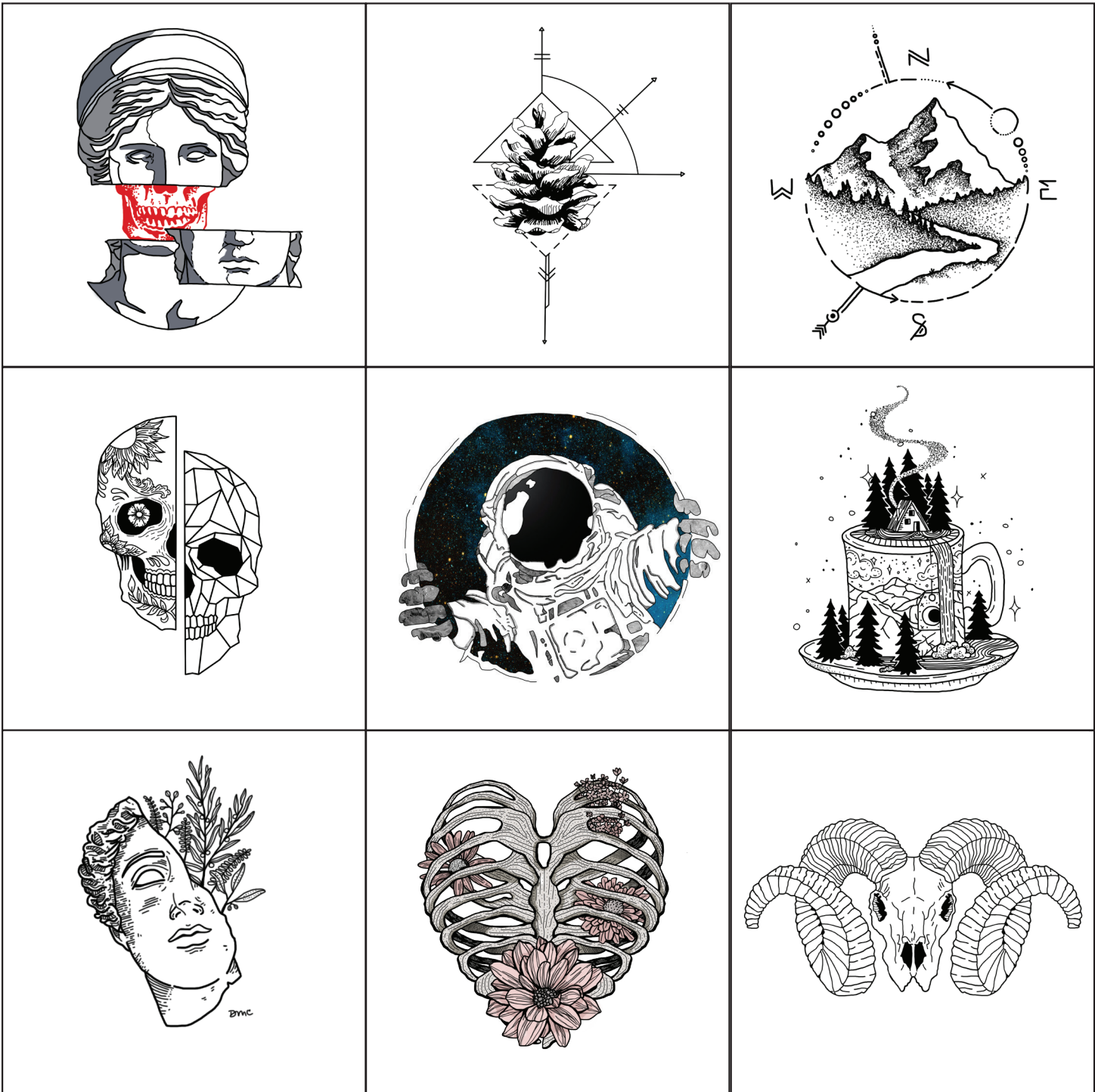


Figure 10: Digital Doodles