

Ainsley Broyhill

2024 Fall

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

My art is an ongoing conversation with the world, combining my tastes, skills, and values to create a visual language that expresses what is not only most important to me, but influential to the world around me. Working with digital platforms in the Adobe suite, as well as more tactile mediums such as charcoal, ink, and traditional drawing, I investigate themes that are meaningful on both personal and societal levels. My creative process usually starts with an idea or mood and progresses through mood boards and gestural sketches. From there, collaboration with my peers becomes critical, allowing me to refine concepts and shape them into simple, impactful designs.

I approach each project with curiosity and a desire to learn—especially in client work, where in-depth questions about needs and desires guide my design decisions. My pieces explore the tension between aesthetics and meaning, transforming feminist and political issues into visually appealing forms. I find inspiration everywhere, whether it's a cause I care deeply about or a local shop whose design I felt compelled to reimagine.

My work is intended to communicate: to provide an enjoyable visual experience that encourages reflection and discussion on important topics. Each piece reflects my beliefs and perspective, with each line and color choice serving a purpose beyond the surface level. Through art, I hope to connect people to the world around them in ways that are both accessible and essential.

Title**Original Format**

Figure 1: Gander Beer Branding	Illustrator, 17 in x 11 in
Figure 2: Greenhouse Cafe Branding	Illustrator, 17 in x 11 in
Figure 3: The Blue Room Branding	Illustrator, 17 in x 11 in
Figure 4: Western Target Kids Line Image 1	Illustrator, 17 in x 11 in
Figure 4: Western Target Kids Line Image 2	Illustrator, 17 in x 11 in
Figure 5: The Sardine Soiree Image 1	Printed Book, 9 in x 9 in
Figure 5: The Sardine Soiree Image 2	Illustrator, 18 in x 9 in
Figure 5: The Sardine Soiree Image 3	Illustrator, 18 in x 9 in
Figure 6: Tosca Poster	Illustrator, 16 in x 20 in
Figure 7: American Politics	Illustrator, 16 in x 20 in

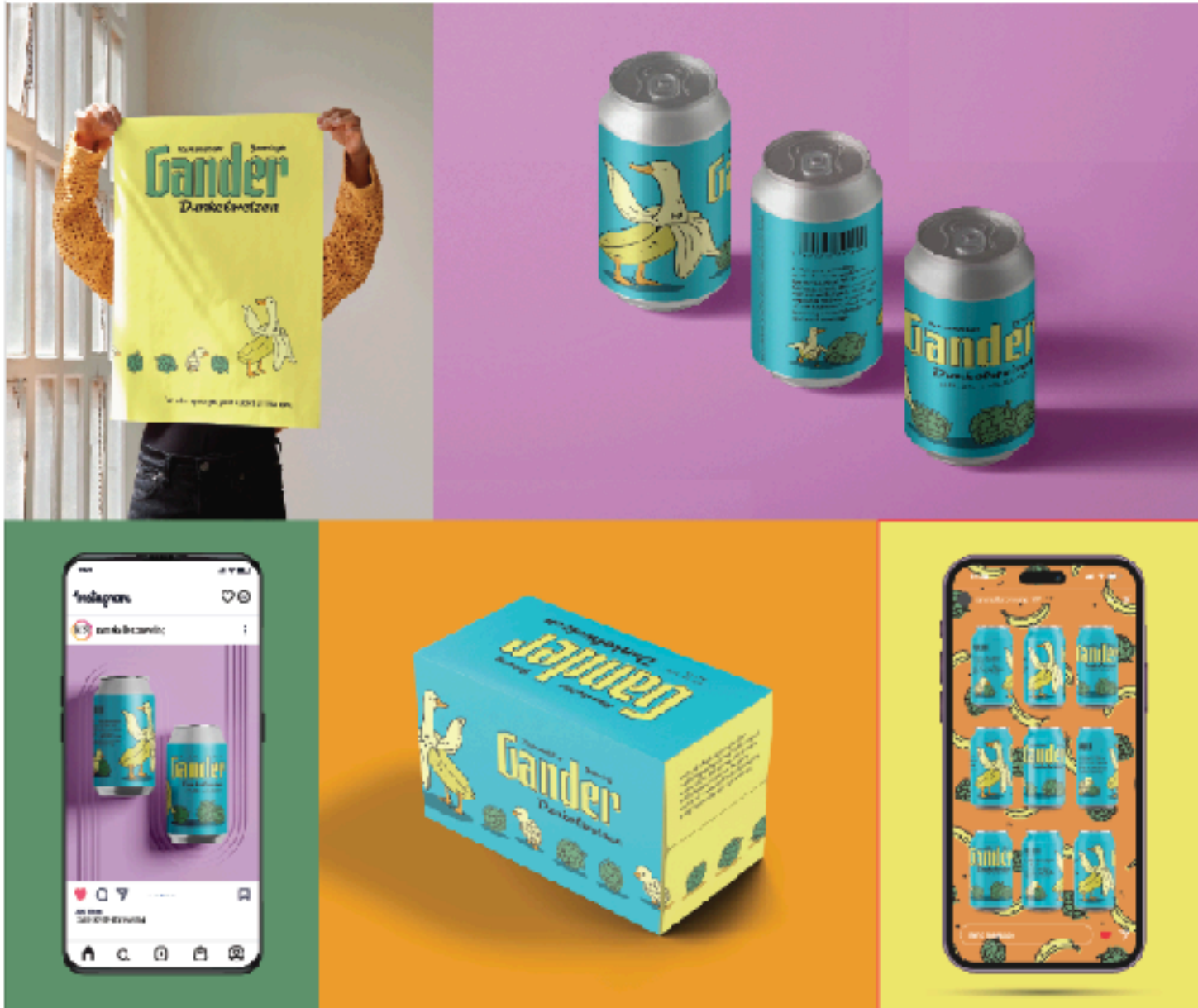


Figure 1: Gander Beer Branding



Figure 2: Greenhouse Cafe Branding



Figure 3: The Blue Room Branding

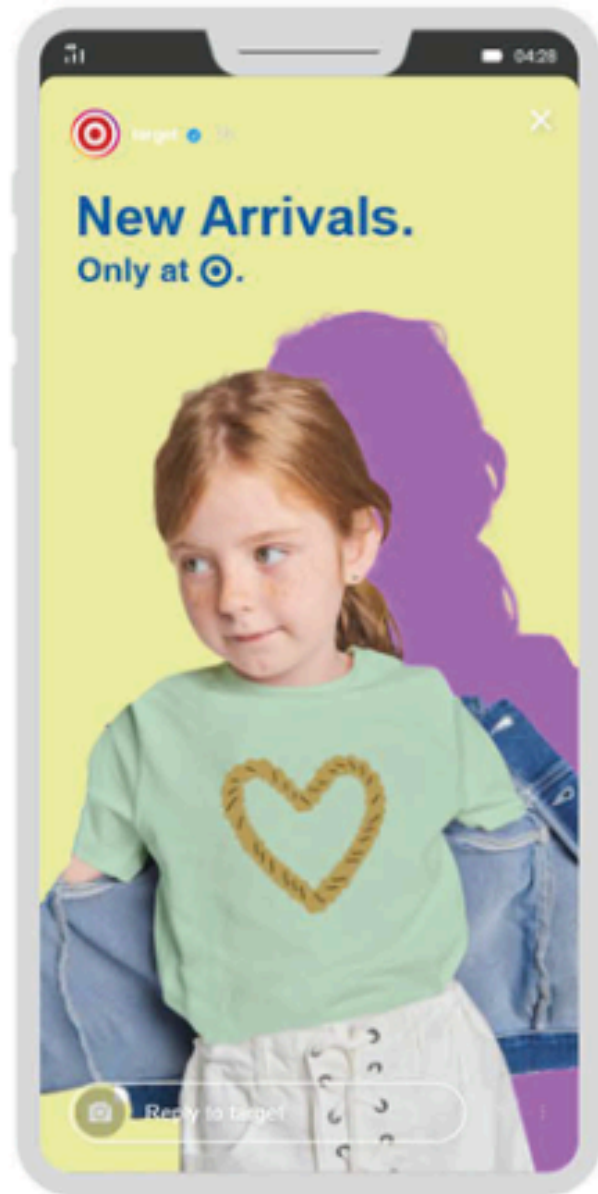
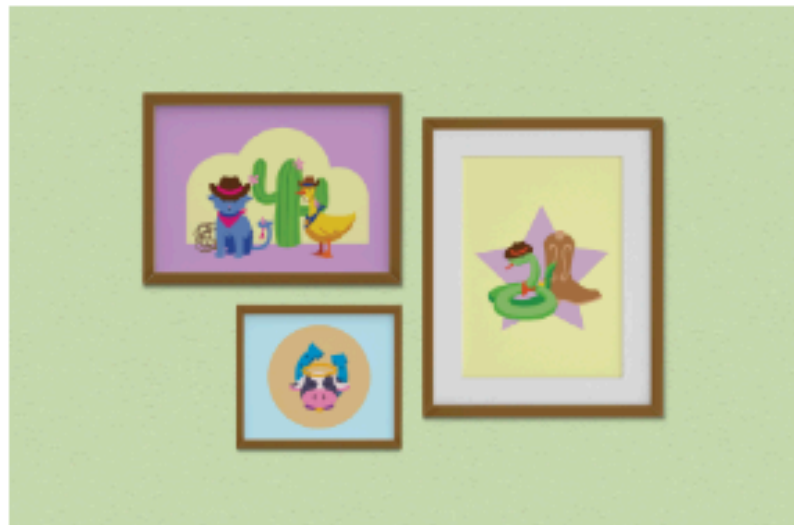


Figure 4: Western Target Children's Line Image 1

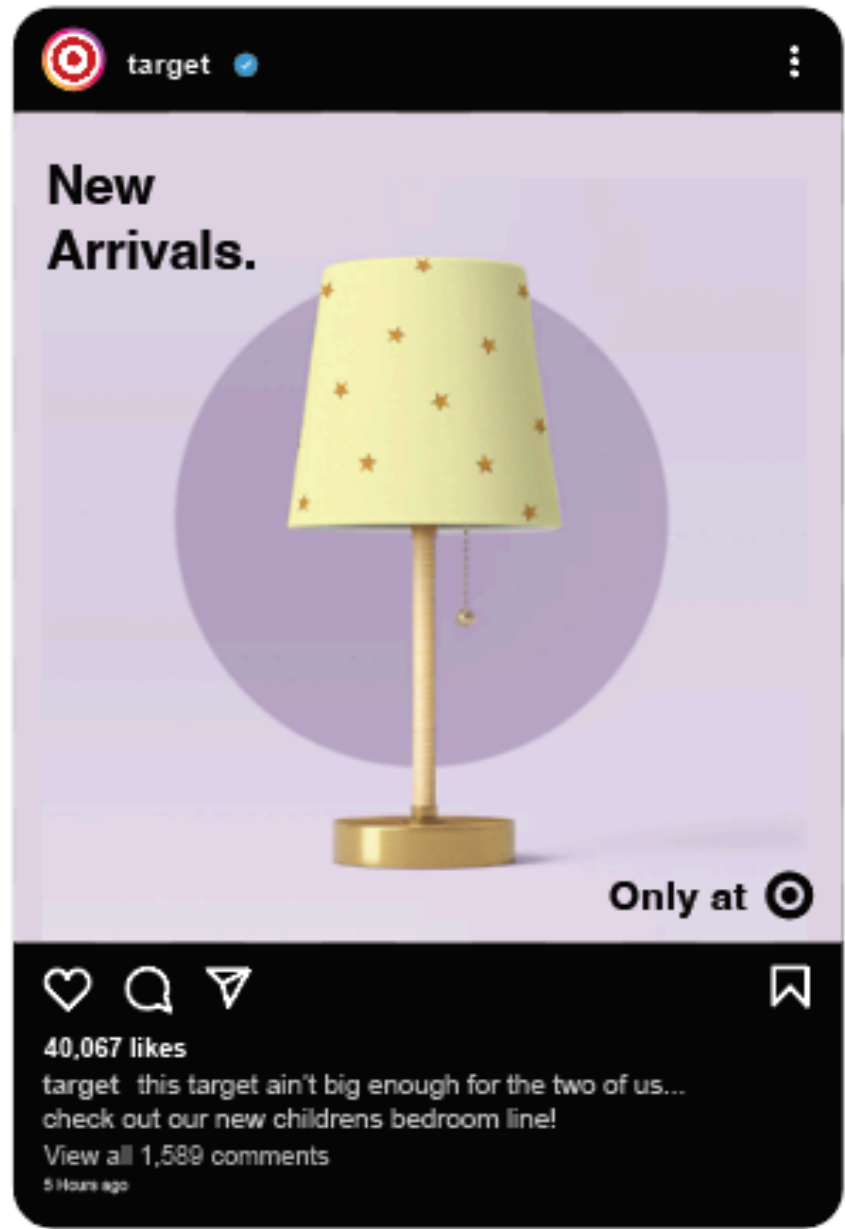


Figure 4: Western Target Children's Line Image 2



Figure 5: The Sardine Soiree Image 1

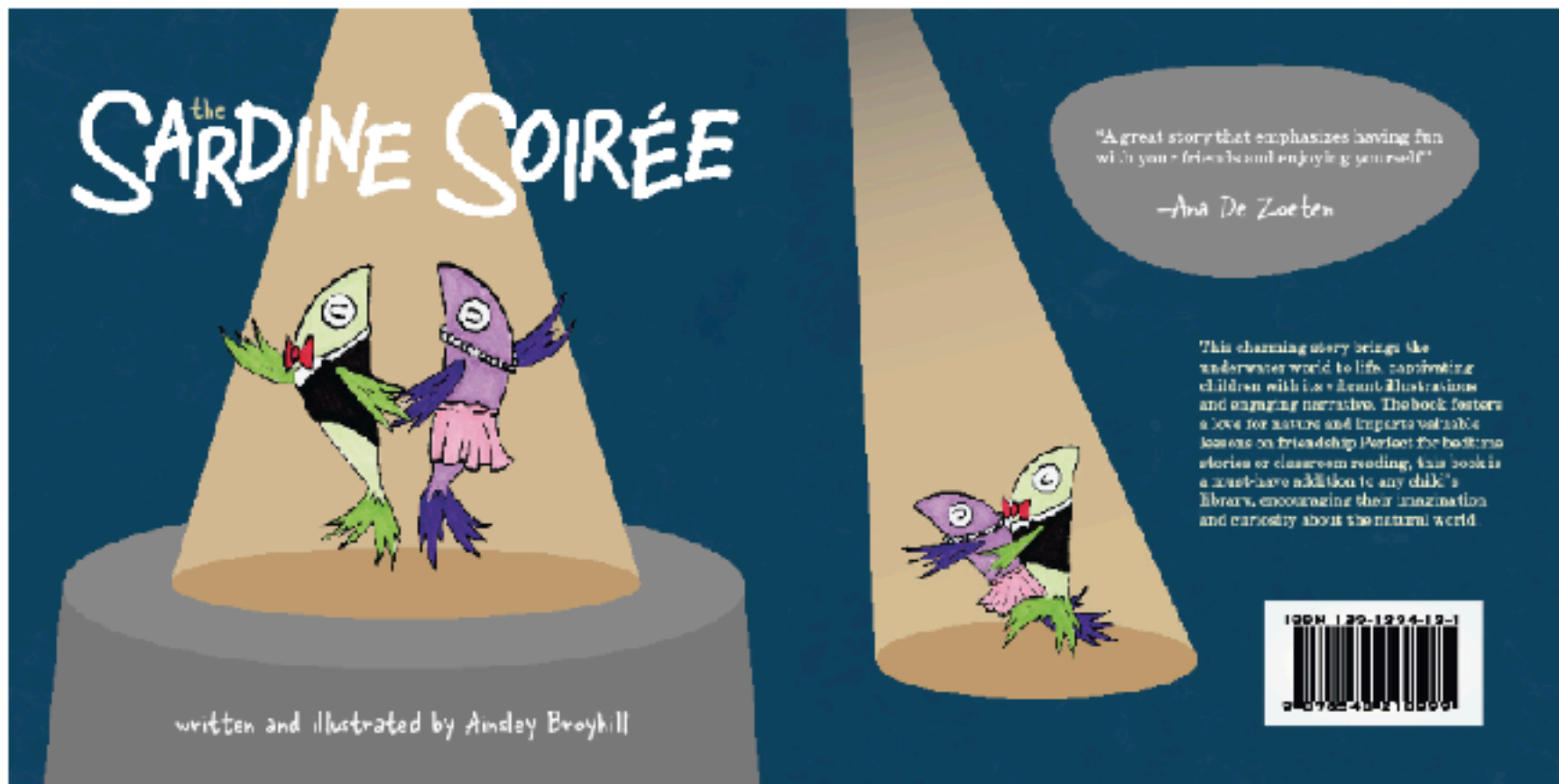


Figure 5: The Sardine Soiree Image 2



Figure 5: The Sardine Soiree Image 3



Figure 6:
Tosca Poster



Figure 7: American Politics