





Tessa Piazza

Spring 2022

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

Design to me is a combination of art and problem solving, and finding the balance between the two. That is what I embody in my work as a designer. Some projects may be more art than problem solving, and vice versa, but one is never without the other. In my work I communicate a message between the design and the viewer, and that is where the process of problem solving and art comes into play. My work uses problem solving and artistic process to effectively communicate to the audience while still having artistic visuals.

From sketch to completed design, I am always experimenting and working to the best of my ability to create something that best represents what it needs to communicate. Whether it is a logo communicating a brand, or an illustration communicating a person or place, every choice is thoroughly explored until the best solution is found.

Figure	1: Killing of Argus (Cards)	Illustra
Figure	2: Killing of Argus (Landscape)	Illustra
Figure	3: Killing of Argus (Book)	Illustra
Figure	4: Ecoline (Logo)	Illustra
Figure	5: Ecoline (Brochure)	InDesi
Figure	6: Ecoline (Merchandise)	Illustra
Figure	7: Ecoline (Posters)	Illustra
Figure	8: Outer Wilds	Illustra

Illustrator, 3 in x 5 in Illustrator, 10 in x 24 in Illustrator, 6 in x 9 in Illustrator, 5 in x 10 in InDesign, 3.5 in x 11 in Illustrator, 11 in x 17 in Illustrator, 11 in x 17 in Illustrator, 11 in x 17 in

Title

Original Format







Figure 1: Killing of Argus (Cards)



Figure 2: Killing of Argus (Landscape)

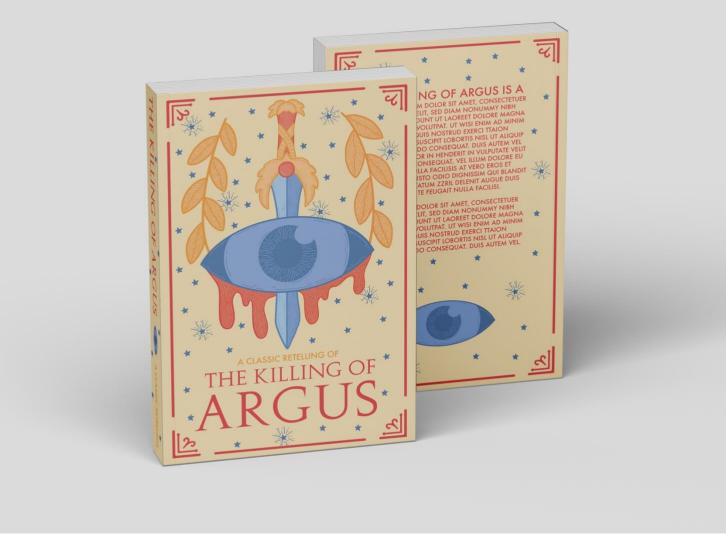


Figure 3: Killing of Argus (Book)





Figure 4: Ecoline (Logo)





What is the Ecoline?

Lorem ipsum Lorem ipsum dolor sit amet, consecteiver adiptic/ng elit, sed diam nonummy nibi evaimad finadount ut laareet dolore magna alquam erct volutipat. Ut wie sinm ad minim veniam, quis nostrud exerci hofon utamcorper succipit toorisi niti ut diquige ex ea commado consequat. Duis outem vel

Why ride the Ecoline?

Lorem lasum dolor sit amet, consector-em ipsum door sit amet, consector-adjois on get; sed diam norummy nibh eutenod lincicumi ut laoreet dolore magna dilguom catt voulpat. Ut will entim da minim veniam, gut nashad entim da minim veniam, gut nashad is niti ut ataliuse area commado conse-quet. Duis autem vete um iture dolor in hendmit in vup tatte vett esse motestie consequat vet itum

Dalare eu feugiat nulla facilisis at vera eros et accumson et iusto odio dignissim qui blandit praesent luptatum zmi delenit augue duis dolare te feugait nulla facilisi. Lorem ipsum dolor sit amet

THE REPORT OF THE PARTY OF



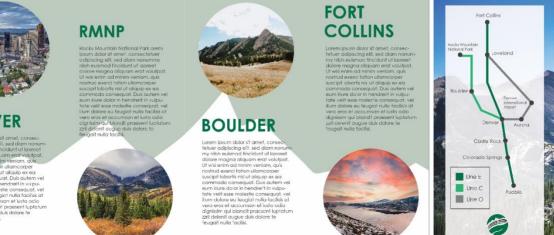


Figure 5: Ecoline (Brochure)



DENVER

tanem jarum dolar sil annel, consec-lei ker adaptsäng elli, wad diam nonum-my nihn cilurad Tradunt li laared dolare mogna alkyom retri Volkijost. Ut wiel einna alminij verinari, ajke nostrud exerci talion ulamcorper suscipti koberti hei dradusi ex ea commpeto consecust. Duis autem vel gerri rium dolare au elugati nuki alabitat um dolare ex leugati nuki alabitat um dolare ex leugati nuki alabitat um dolare eu leugati nuki alabitat um dolare eu leugati nuki alabitat zit delenit augue duit alabitat alabitat gue duit alabitat

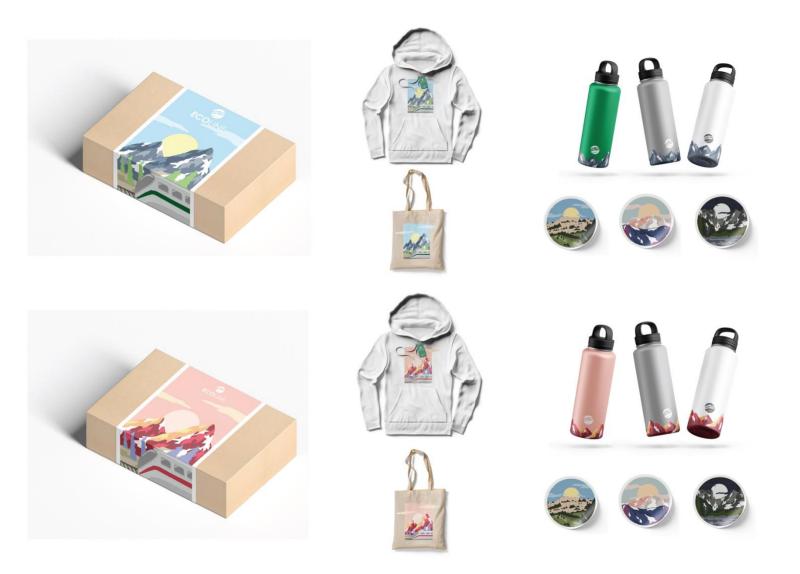


Figure 6: Ecoline (Merchandise)



Figure 7: Ecoline (Posters)



Figure 8: Outer Wilds