



LAUREN

HOLIDAY

Artist • Creator • Designer

Lauren Holliday

2026 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My work is rooted in storytelling, with every piece designed to communicate emotion, meaning, and ideas that extend beyond what is immediately visible. I aim to create visuals with purpose, where each composition carries a narrative and invites viewers to engage with its intent and message. As a graphic designer and traditional artist, I work across both digital and physical mediums using Adobe Creative Suite, Krita, and traditional materials such as graphite, ink wash, colored pencil, chalk, and pen. My process begins with rapid sketching with Sharpie or pencil, allowing me to freely explore concepts before refining stronger ideas through research, observation, and a deeper investigation of the subject and its context. I focus on clarity, color-theory, balanced compositions, and a strong visual focal point, often leaning toward clean, minimal, and realistic aesthetics.

I am inspired by growth, creativity, and the discipline of continually improving my skills. I strive for versatility in style to allow each artistic approach to suit each project's needs, ensuring the outcome aligns with the concept and audience. As a designer, I prioritize the client's vision and goals, aiming to translate their ideas into intentional, effective, and visually engaging solutions. My work reflects a commitment to hard work, thoughtful problem-solving, and developing designs that are both meaningful and functional.

Title**Original Format**

Figure 1: Peeping Psycho	Illustrator, 11 in x 14.6667 in
Figure 2: Coldpow Ski Magazine	Illustrator, 11 in x 17 in
Figure 3: Emptiness Shouldn't Last	Illustrator, 11 in x 8.2603 in
Figure 4: Womanhood	Drawing, 18 in x 24 in
Figure 5: ACT Film Festival	Illustrator, 11 in x 17 in
Figure 6: Big Head Todd & The Monsters Album	Illustrator, 11 in x 17 in
Figure 7: Colorado Elevation Hot Sauce Bottles	Illustrator, 7.06 in x 17 in
Figure 8: Sushi Cookbook	Illustrator, 11.1726 in x 14 in

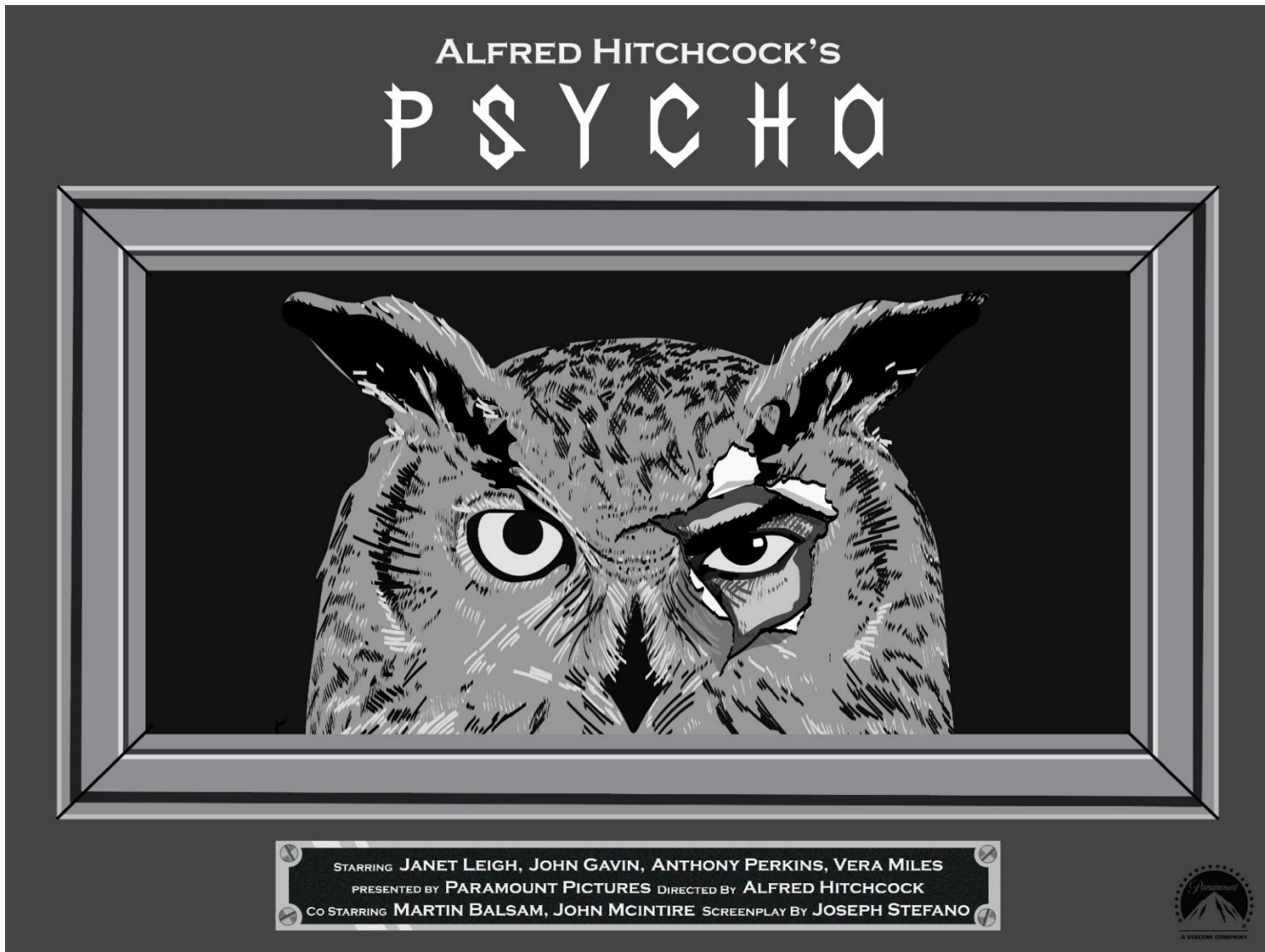


Figure 1: Peeping Psycho

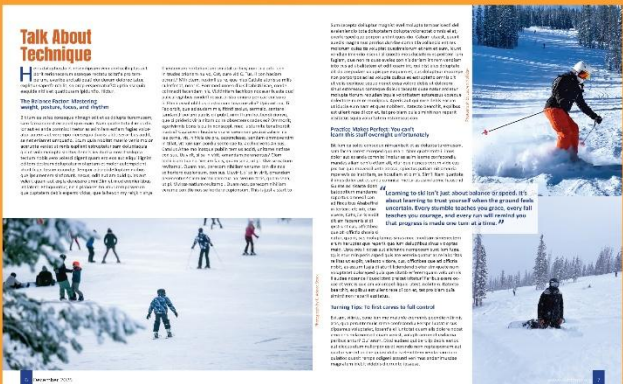
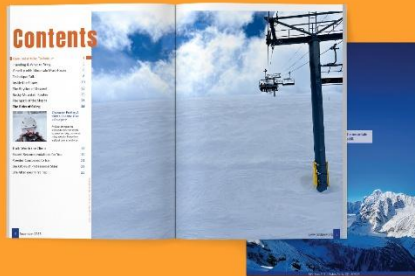


Figure 2: Coldpow Ski Magazine

EMPTY BOWL EMPTY FUTURE

Hunger is one of the leading causes of child mortality. A child dies from hunger every 10 seconds, adding up to 3.1 million child deaths per year.



Figure 3: Emptiness Shouldn't Last



Figure 4: Womanhood



Figure 5: ACT Film Festival



Figure 6: Big Head Todd & The Monsters Album

SCOVILLE UNITS

100k-350k

30k-50k **HORNED HEIGHT**
Elevation: 6,000-14,000
Big Horned Ram

5k-20k **Hot Sauce Flavor:**
-Uses cayenne pepper
-Earthiness
-Fruitiness
-Sweet

1k-5k

Blazing with **Colorado spirit**, our hot sauces bring the bold flavors of **local peppers** and the rugged strength of native **wildlife** to every bottle. Each blend is crafted for Coloradans, by Coloradans, with **15%** of every purchase supporting **Colorado Parks and Wildlife**.
Elevate your taste!

ELEVATED TASTE

HOT SAUCE
Net. Wt. 5 oz/148 ml

Made in Estes, Colorado

Nutrition Facts

30 servings per container
Serving size 1 tsp (5mL)

Amount Per Serving
Calories 10

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 85mg	4%
Total Carbohydrate 2g	1%
Dietary Fiber 0g	0%
Total Sugars 2g	
Includes 1g Added Sugars	2%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.2mg	0%
Potassium 50mg	2%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CAYENNE PEPPER, SOLIDS AND LIQUIDS, DISTILLED VINEGAR, WATER, CUMIN MOLASSES, YELLOW MUSTARD, BROWN SUGAR, SALT, PAPRIKA, BLACK PEPPER, ALLSPICE, GROUND GINGER, CORIANDER, LOVE

6419950092005

www.elevatedtaste.com



Figure 7: Colorado Elevation Hot Sauce Bottles

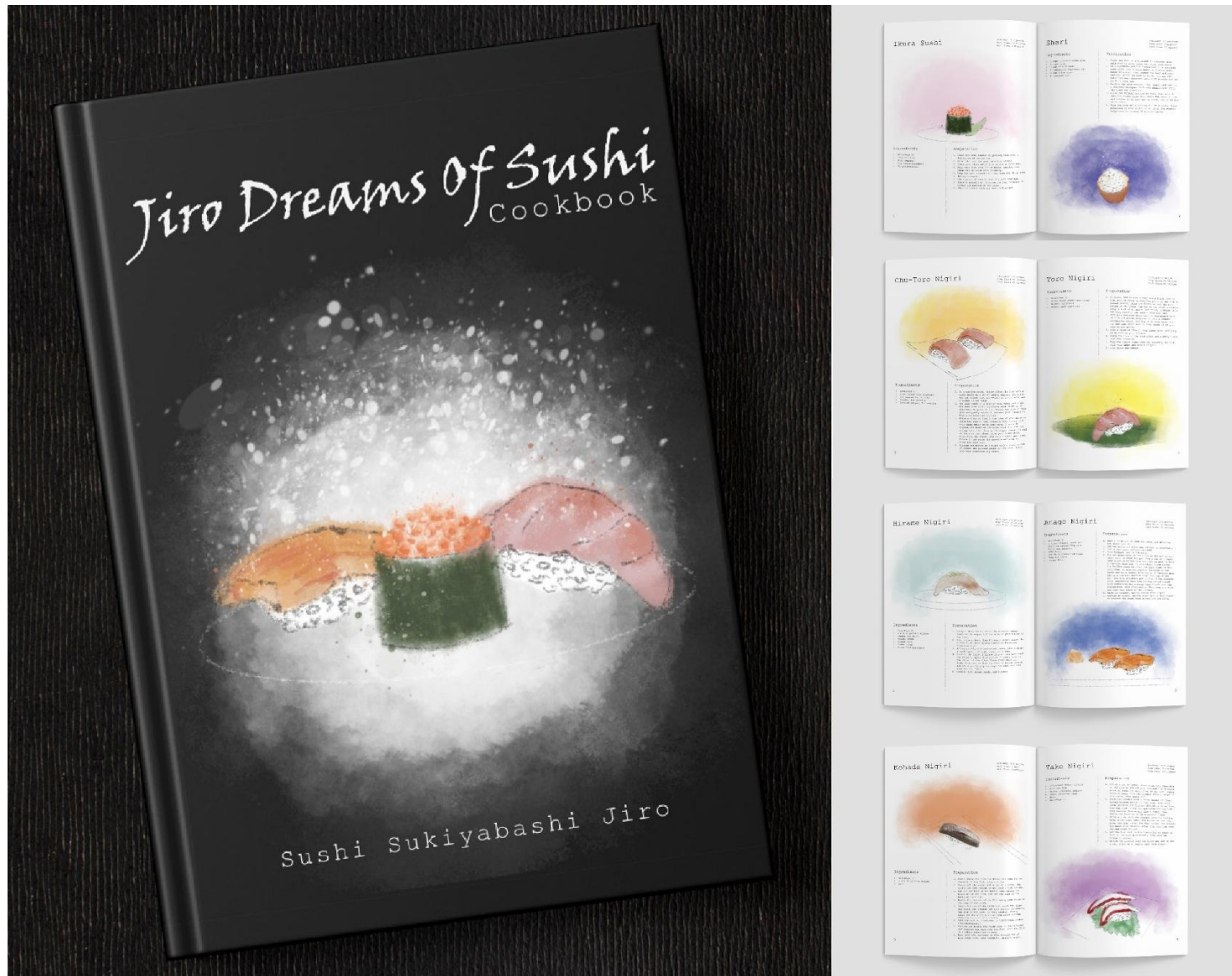


Figure 8: Sushi Cookbook