



**WAKE UP  
FIGHTING**

Garrett Schroeder

Senior Spring

Capstone – Graphic Design

Department of Art and Art History

**Artist Statement:**

As a designer, I am constantly influenced by the current media in our ever shifting world. I am a firm believer in simplicity within storytelling, and how to convey a message as quickly as possible to the viewer. I am constantly striving forward with how to better create meaningful interactions with the viewer and the design. Complexity does not always equal better, and I fight against the narrative that things must have many moving parts to be good.

My work represents how I've learned to interact with the world. In a single given day, someone might make hundreds of different choices. When I design, I design to make that choice the right one. I believe good design is appreciated, due to how it affirms the choices we make in a day. I want to make a lasting impression within the initial moment someone picks up my work. I believe design has the same power of art, to move, influence, and change someone's life for the better.

I strive to make my work a combination of the client's needs and vision with my style. Communication is key, and I am constantly looking forward towards the next step in any process, as long as the client is there with me. I've learned that design is a very social project, which requires inputs from everyone to make it work. Creativity stems from collaboration, and when I work with others I strive to make the outcome with a piece of everyone involved.

<b>Title</b>	<b>Original Format</b>
Figure 1: Wake up fighting	Illustrator, 18 in x 24 in
Figure 2: Romeo Et Juliette Opera Poster	Illustrator, 20 in x 30 in
Figure 3: Running Low	Illustrator, 11 in x 17 in
Figure 4: Little Ghost Girl	Illustrator, 24 in x 46 in
Figure 5: Indiana Jones Raiders Poster	Illustrator, 18 in x 24 in
Figure 6: D Brown Bag Designer Insight Booklet	Illustrator, 8 in x 7 in
Figure 7: What a T.Rex Cannot	Illustrator, 5 in x 5 in
Figure 8: The Dynastid BrandBoard	Illustrator, Photoshop, 11in x 17 in
Figure 9: Target Collaboration Products	Illustrator, Photoshop, Various sizes



Figure 1: Wake Up Fighting



Figure 2: Romeo Et Juliette Opera Poster

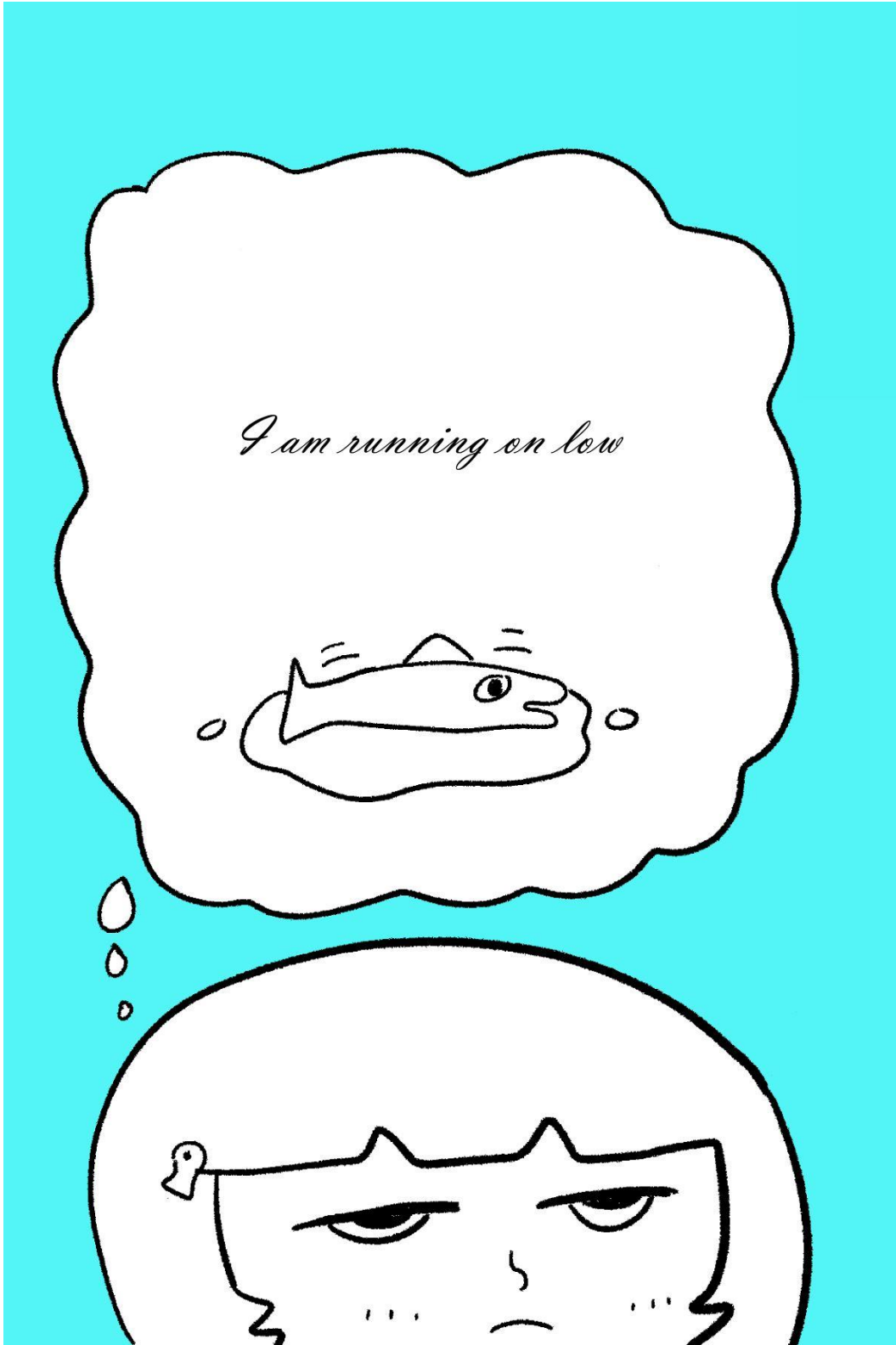


Figure 3: Running Low



Figure 4: Little Ghost Girl

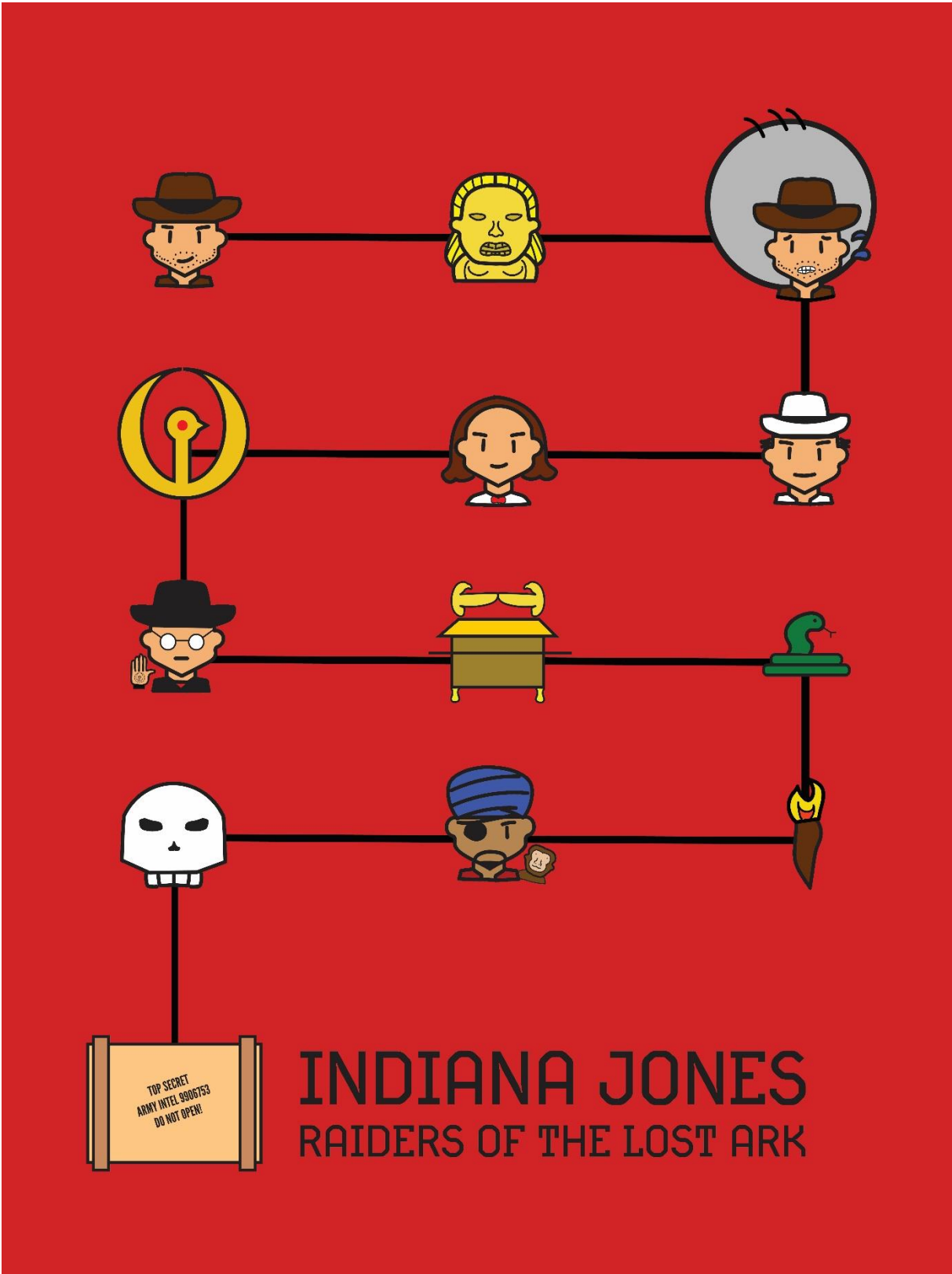
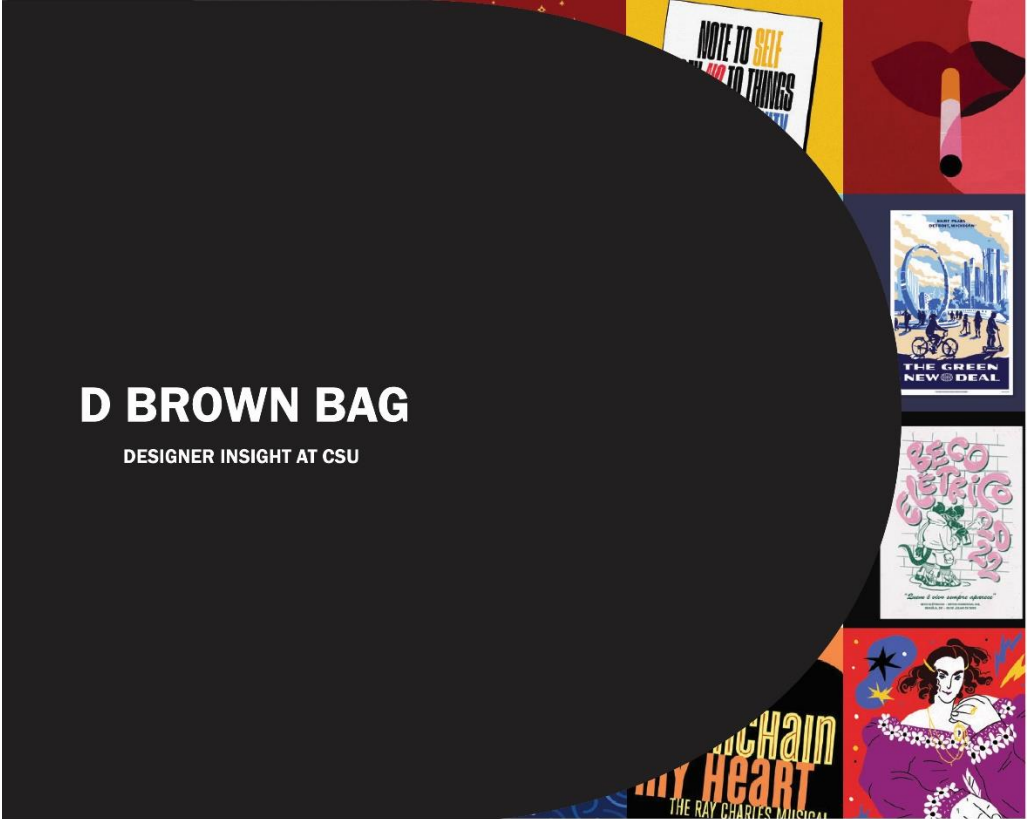


Figure 5: Indiana Jones Raiders Poster



# D BROWN BAG

DESIGNER INSIGHT AT CSU

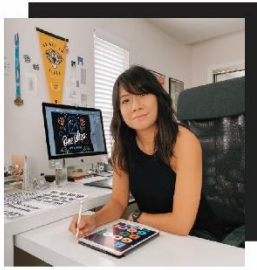


CYMON WILDER  
JOANNA MUNOZ  
JOHN BIELENBERG  
SCOTT STARRETT  
ANDREA PIPPINS  
GABRIELA NAMIE  
RACHEL DENTI  
CLAUDIA RUBIN

GAIL ANDERSON  
ZIPENG ZHU  
ELLEN LUPTON  
PAULA CRUZ  
TY MATTSON  
XIMENA KEIROUZ  
GABRIELLE SMITH  
RICH TU

Figure 6: D Brown Bag Designer Insight Booklet

## JOANNA MUNOZ



"I'M A RAD MAKER OF RAD THINGS"



In her talk with D Brown Bag, Joanna shares her insight into giving your design flair and personality. In her own work she starts off by hand lettering to add a bit of heart into the design, then adds on to that.

Positivity and light are main themes in her work, and she emphasizes following your own path to make your own style.

By doing what she loved she was able to publish her own book and start her studio, Wink and Wonder.

Joanna Munoz is a lettering artist, calligrapher and designer who focuses on uplifting, colorful designs in her work to bring out both meaning and fun.

Her studio, Wink and Wonder, works with both large and small clients and loves to collaborate with others, teaching in workshops around the California area.

She also has a workshop and attends lectures such as D Brown Bag where she shares her wisdom.



## CYMONE WILDER



"A LITTLE BIT OF FAKE IT TILL YOU MAKE IT SOME GUESSING AND PRACTICE A WHOLE LOT OF FAILURE"

Cymone Wilder is a designer and lettering artist who runs the design practice Simon and Moose. She is represented by Co:loco, a collaborative artist agency. This specialization in branding and print design. She has worked with campaigns, studios and brands such as FedEx and HBO max. Her work has been featured in products large and small. She works with small branding such as restaurants and shops as well.



In her talk with D Brown Bag, Cymone shares how she started Simon and Moose by slowly developing design for branding. She shares that you don't always need the newest technology or advanced ideas, sometimes simple works.

Cymone continues that design doesn't always need to be a game changing practice. By using your ideas to make positive direction for the client, function balances form.

She also shares insight into how to work with clients and feedback, to find the crossroads of passion and sustainability.

## SCOTT STARRETT



"WE'RE NOT EVER GOING TO SEE PARADISE IF WE DON'T CONCEIVE OF IT FIRST"



In his talk with D Brown Bag, Scott shares how design has developed and is used over the years. He also shares how his design philosophy has changed within the work environments that he has experienced.

He believes in design's ability to persuade, and believes that ability should be used for the greater good. Influence from great design should be used to formate power in the right ways, such as political activism.

Research into everything from small lettering to color can influence the way your design is finished, and how others read to the content.

Scott Starrett is the co-founder and design director of the communication design studio, Tandem, and works as a strategic communications advisor to Alexandria Classic Center.

As a designer, Scott works with political communications and communities to deliver powerful messaging in campaigns. He is inspired by common work around him, handmade creations that stem from those who use design in their everyday lives.



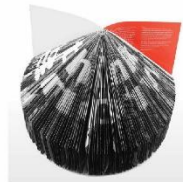
## JOHN BIELENBERG



"THINK WRONG, COME UP WITH BOLD IDEAS"

John Bielenberg is a designer with over 250 design awards as well as works in the San Francisco Museum of Art. He teaches at the California College of the Arts in San Francisco where he often gives lectures to aspiring designers.

In 2003 he created Project M which is centered around the concept of "Think wrong", where designers think in a different way to develop never before ideas towards a goal, often within their own communities. Project M aims to support growing designers and artists, nurturing their creative process.



In his talk with D Brown Bag, John talks about his "think wrong" process and how it can be applied to design. He says that by "thinking wrong", you are able to re-engineer your ideas to come up with new solutions to problems that normally wouldn't come to you.

By "thinking wrong", John has developed ideas for his organization Project M that comes up with solutions for communities and aids in different processes. His designs contribute to both learning and giving back, which he hopes is what to inspire in the next generation.

What a T. Rex Cannot.

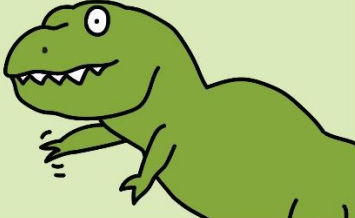


A book by Garrett Schroeder.

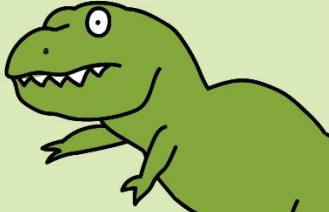
To my parents, who helped me learn what I can do.

Have you ever seen a T. Rex?

This is a T. Rex.



A T. Rex cannot do many things.



A T. Rex cannot shake your hand.

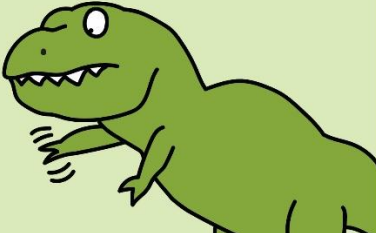
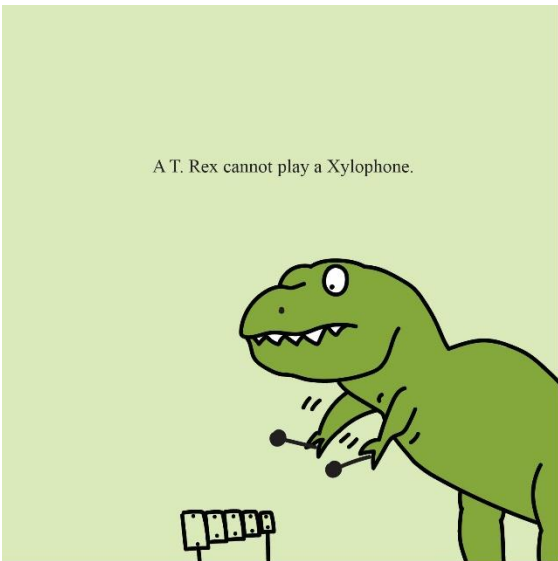
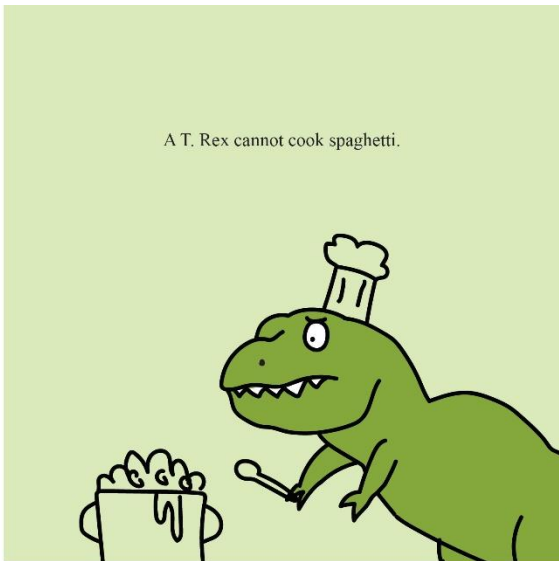


Figure 7: What a T. Rex Cannot

A T. Rex cannot play a Xylophone.



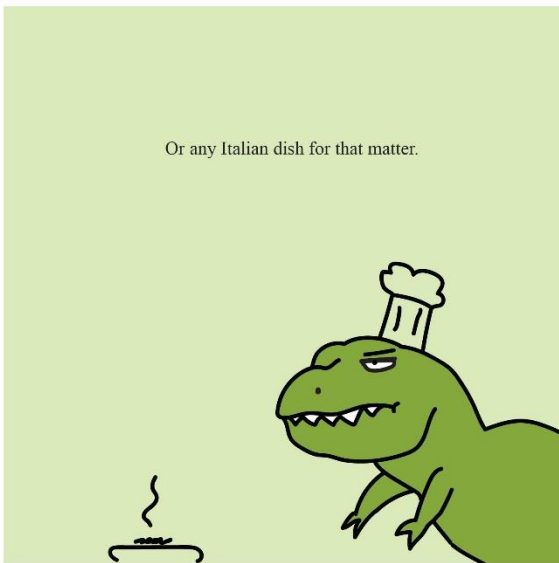
A T. Rex cannot cook spaghetti.



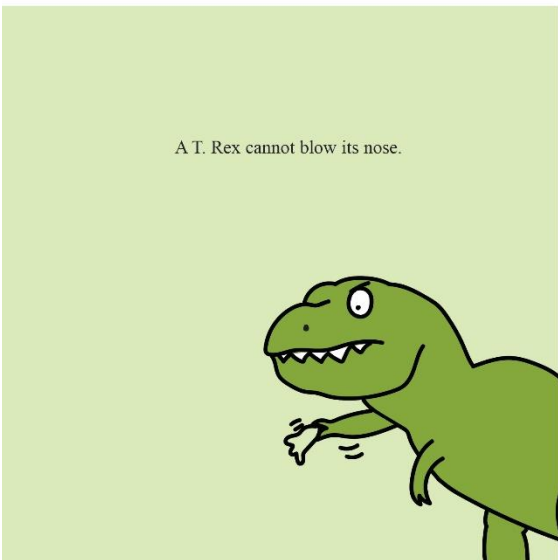
Or ravioli.



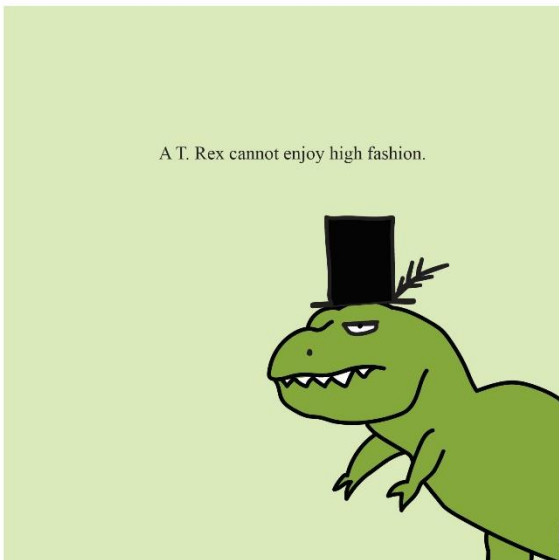
Or any Italian dish for that matter.



A T. Rex cannot blow its nose.



A T. Rex cannot enjoy high fashion.



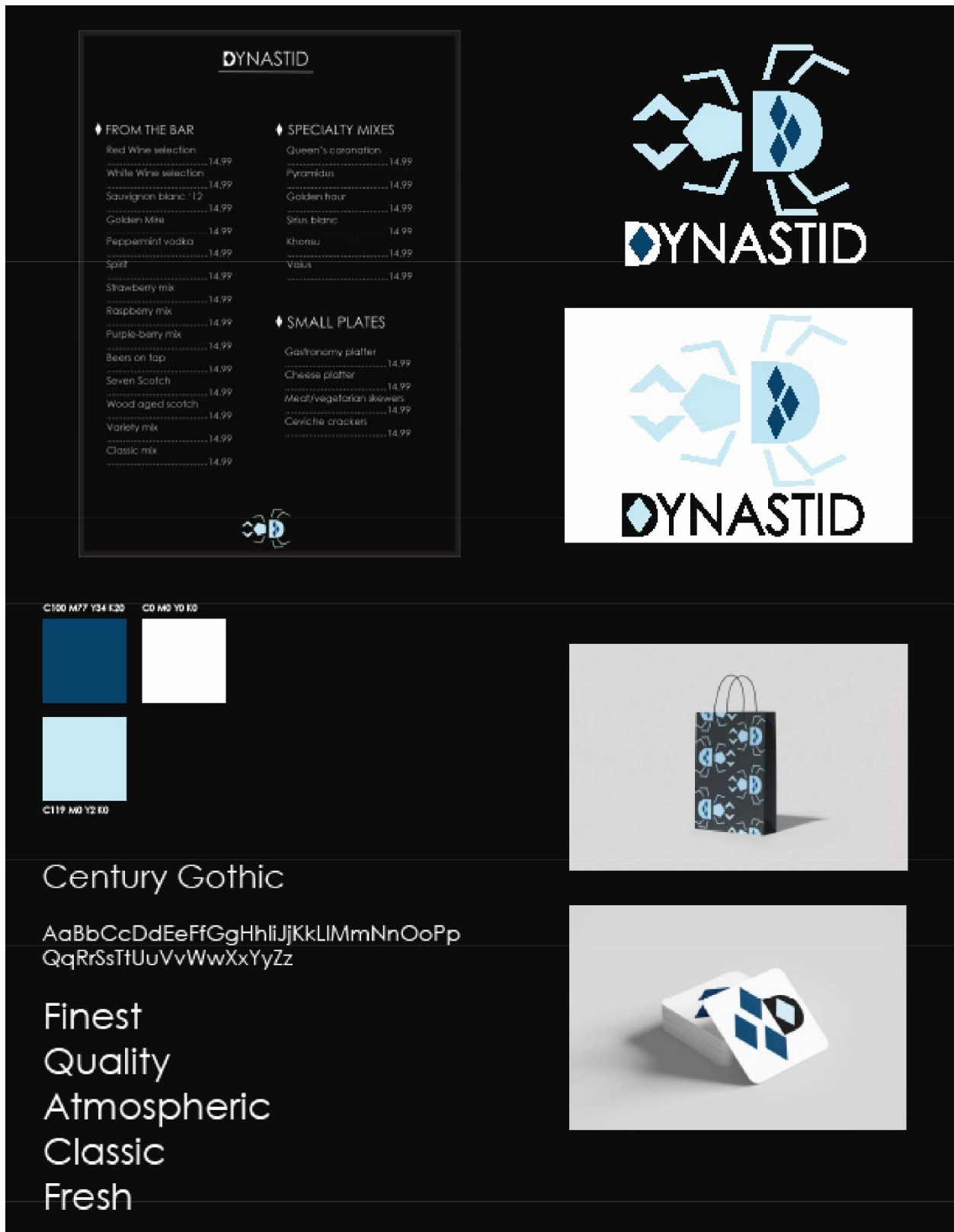


Figure 8: The Dynastid Brandboard



Figure 9: Target Collaboration Products

