



Ben Shultz

2024 Fall

Capstone - Graphic Design

Department of Art and Art History

**Artist Statement:**

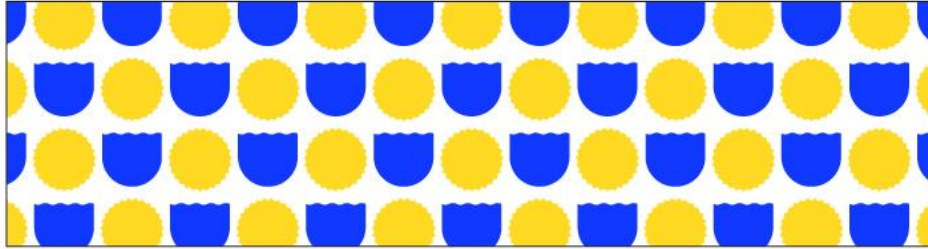
In my design practice, I'm a minimalist at heart. I believe good design communicates effectively with the least amount of information necessary. At the center of my design process—and one of my favorite parts—is extensive research. I begin all design projects the same way: scrolling through articles and webpages I may never otherwise visit, jotting down notes about what initially stands out to me, and endlessly sketching out all my “bad ideas.” Accepting that my first thoughts are my worst thoughts drives me to sketch quickly, sloppily, and prolifically. The thick, permanent lines of a Sharpie are my friend in the early stages, allowing me to quickly judge my ideas without getting bogged down in the details.

Ultimately, my process is a constant exploration of how simplicity, thought, and the act of creation shape our experience. By focusing on what's essential, I hope to invite viewers to look beyond the surface and engage with the quiet impact of the unseen.

**Title****Original Format**

---

Figure 1: Sommer Zucker Beer Branding	Illustrator, 11 in x 17 in
Figure 2: Squeezers	Illustrator, 24 in x 36 in
Figure 3: Black Museum Vinyl Cover	Illustrator, 25 in x 12.5 in
Figure 4: Link	Illustrator, 70 cm x 100 cm
Figure 5: Vote 'em Out – Board Game	Dimensions Variable
Figure 6: Dune – End Credits	Scratchboard, MP4
Figure 7: Geometry of Other People – Magazine Spread	Illustrator, 11 in x 17 in



PRIMARY FONT:  
**BICYCLETTE BOLD**

SECONDARY FONT:  
*Ivy Presto Headline*



#1038FF  
C ? M ? Y ? K ?



#FFDA22  
C ? M ? Y ? K ?



#808080  
C O M O Y O K 50



#ABABAB  
C O M O Y O K 33



#575757  
C O M O Y O K 66



Figure 1: Sommer Zucker Beer Branding

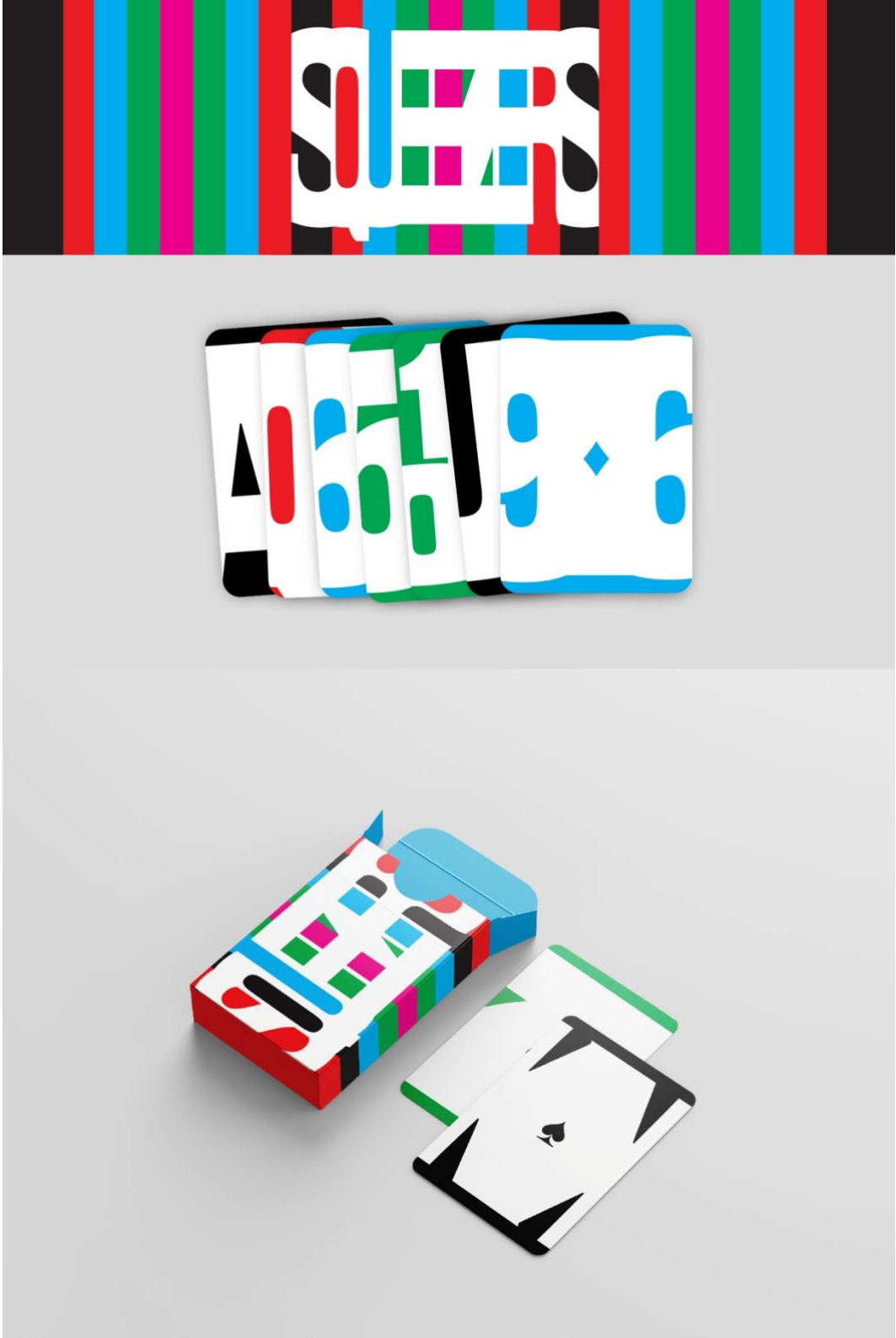


Figure 2: Squeezers



Figure 3: Black Museum Vinyl Cover

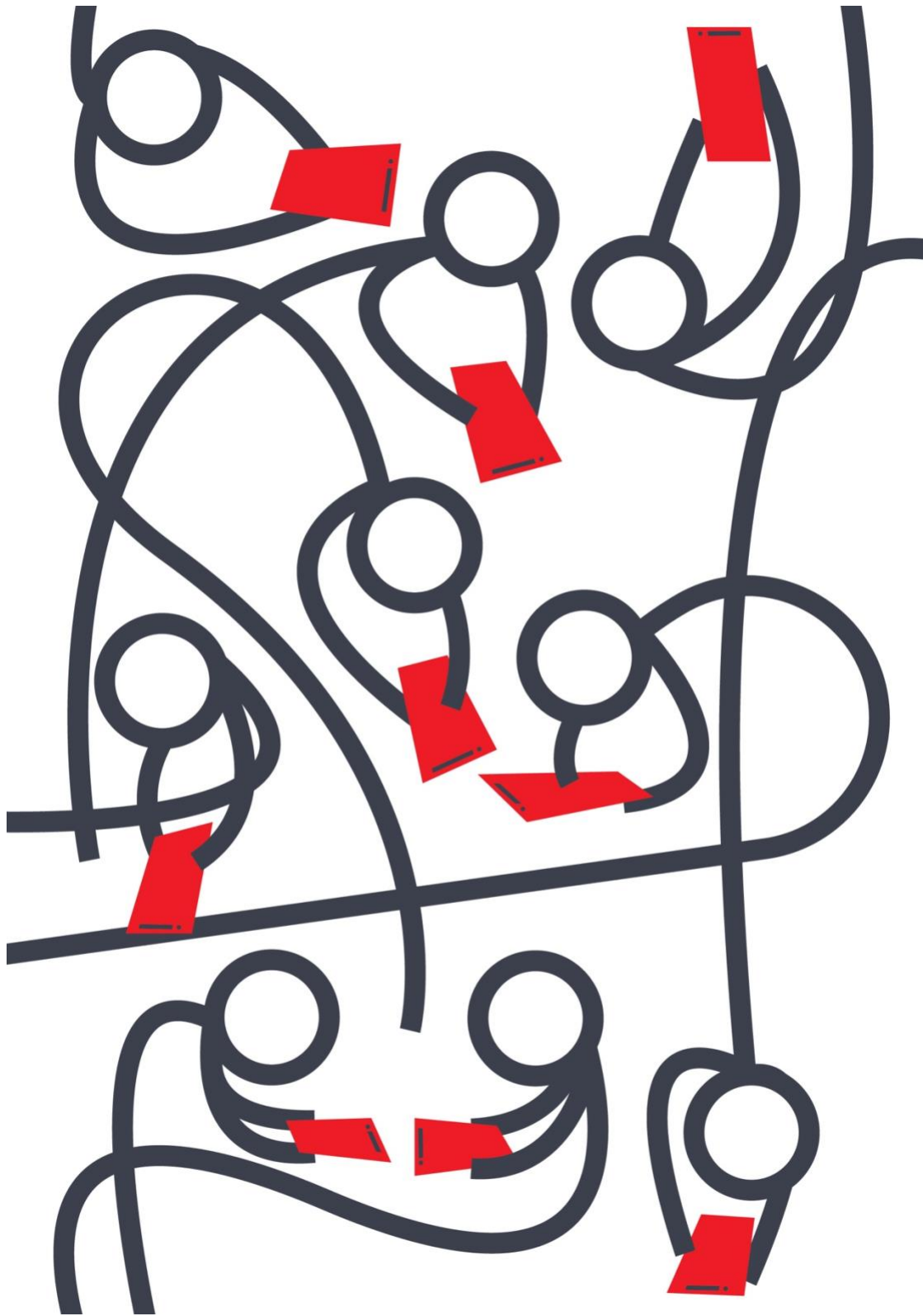


Figure 4: Link



Figure 5: Vote 'em Out – Board Game



Figure 6: Dune – End Credits  
<https://youtu.be/13wyhfLRRU>



Figure 7: Geometry of Other People – Magazine Spread