ROBBIE
HAYNES
2022
SPRING
CAPSTONE!

Robbie Haynes

2022 Spring

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

As a designer my goal is to use my own knowledge and creative liberty to express the use of color, text, shapes & illustration in an innovative way that indulges the client's needs. I view graphic design as an opportunity to explore methods of combining my illustrative style into a professional and modern aesthetic that challenges design trends. I love designing logos, book covers, & illustrative campaigns. However, I am capable of challenging myself outside those lines to work with anyone to try and materialize their vision.

I have a design process that includes various steps to insure I please my clients, and includes:

- Planning and sketching out any ideas and visions I have for a specific design.
- Digitalizing it to see how it translates on a computer.
- Asking peers and colleagues for any feedback and suggestions.
- Resolving and finalizing it until the needs and wants are satisfied with the client.

Every project is a collaboration in my eyes; I want to hear the client’s feedback and suggestions on my ideas every step of the way and thrive to have a discussion on how I can create a design that satisfies their needs. Design is my passion; I am designing the life I want to live through this passion and my purpose is to create kiss ass designs that go outside the normal trends of graphic design.

Title	Original Format
Figure 1: “This is Pride.” Poster	Illustrator, 24 in x 36 in
Figure 2: “In this World there is Magic” Book Cover	InDesign, 5.5 in x 8.5 in
Figure 3: “In this World there is Magic” Book Pages	InDesign, 5.5 in x 8.5 in
Figure 4: “In this World there is Magic” Book Pages	InDesign, 5.5 in x 8.5 in
Figure 5: “In this World there is Magic” Book Pages	InDesign, 5.5 in x 8.5 in
Figure 6: Roma Skincare Branding	Illustrator, 8.5 in x 11 in
Figure 7: Target 2022 Season of Harmony Campaign	Illustrator, 8.5 in x 11 in
Figure 8: Target 2022 Season of Harmony Mockups	Illustrator, 8.5 in x 11 in
Figure 9: D Brown Bag Artists Talk Sticker Sheets	Illustrator, 8.5 in x 11 in
Figure 10: Linda & Duffy” Branded Packaging Set	InDesign, 8.5 in x 11 in
Figure 11: Linda & Duffy” Detail Shots	InDesign, 8.5 in x 11 in
Figure 12: Concert Poster	Photoshop, 11 in x 17 in

Figure 1: “This is Pride.” Poster

Figure 2: “In this World there is Magic” Book Cover

Figure 3: “In this World there is Magic” Book Pg. 1-4

Figure 4: “In this World there is Magic” Book Pg. 5-8

Figure 5: : "In this World there is Magic" Book Pg. 9-12

Figure 6: Roma Skincare Branding

Figure 7: Target 2022 Season of Harmony Campaign

Figure 8: Target 2022 Season of Harmony Mockups

Figure 9: D Brown Bag Artists Talk Sticker Sheets

Figure 10: “Linda & Duffy” Branded Packaging Set

Figure 11: Linda & Duffy" Branded Packaging Set Detail Shots

Figure 12: Concert Poster