

Artist Statement:

Kendall Phelps

As a graphic designer my work represents what projects I take on and what my client asks of me. The importance of design to me is all about problem solving and creating interesting visuals for people to see. Creating an aesthetic of what was anticipated and taking that even further is how I would describe my process of creating. My goal is always to create something that can be understood by most but has a deeper meaning.

When working with clients or on a project, I like to start out with questions to narrow down the path to take. For instance, what does this project need to communicate to the viewer or what does the client explicitly not want. Then comes narrowing down which style and tone the project should encompass. By taking these steps, the idea becomes clear and understandable. After that comes rough concepts and then advanced renderings. I then like to show this to the client or advisor to get feedback on whether the design is going in the right direction. If so, I then finalize the design. I have found that this is the best process for my design process.

Design has always been a big part of my life and I have always taken interest in how things visually look. Whether it be street signs or a menu at a restaurant, I have always found the design elements in my day to day life to be the most interesting. Graphic design is a passion of mine that seems to be forever evolving. I look forward to a career in design that allows me to express this passion.

Title	Original Format
Figure 1: 21 Ways	Illustrator, 11 in x 17 in
Figure 2: Tower of Dare	Illustrator, 11 in x 17 in
Figure 3: Rwanda Microgrid Rebrand	Illustrator, 17 in x 11 in
Figure 4: Wink	Collage, 5 in x 5 in
Figure 5: Bloom App Poster	Illustrator, 24 in x 36 in
Figure 6: Exploration Series 1 of 3	Illustrator, 12 in x 20 in
Figure 7: Exploration Series 2 of 3	Illustrator, 12 in x 20 in
Figure 8: Exploration Series 3 of 3	Illustrator, 12 in x 20 in
Figure 9: Forbes Nascar Spread	InDesign, 17 in x 11 in
Figure 10: Museum Display	InDesign, 17 in x 11 in

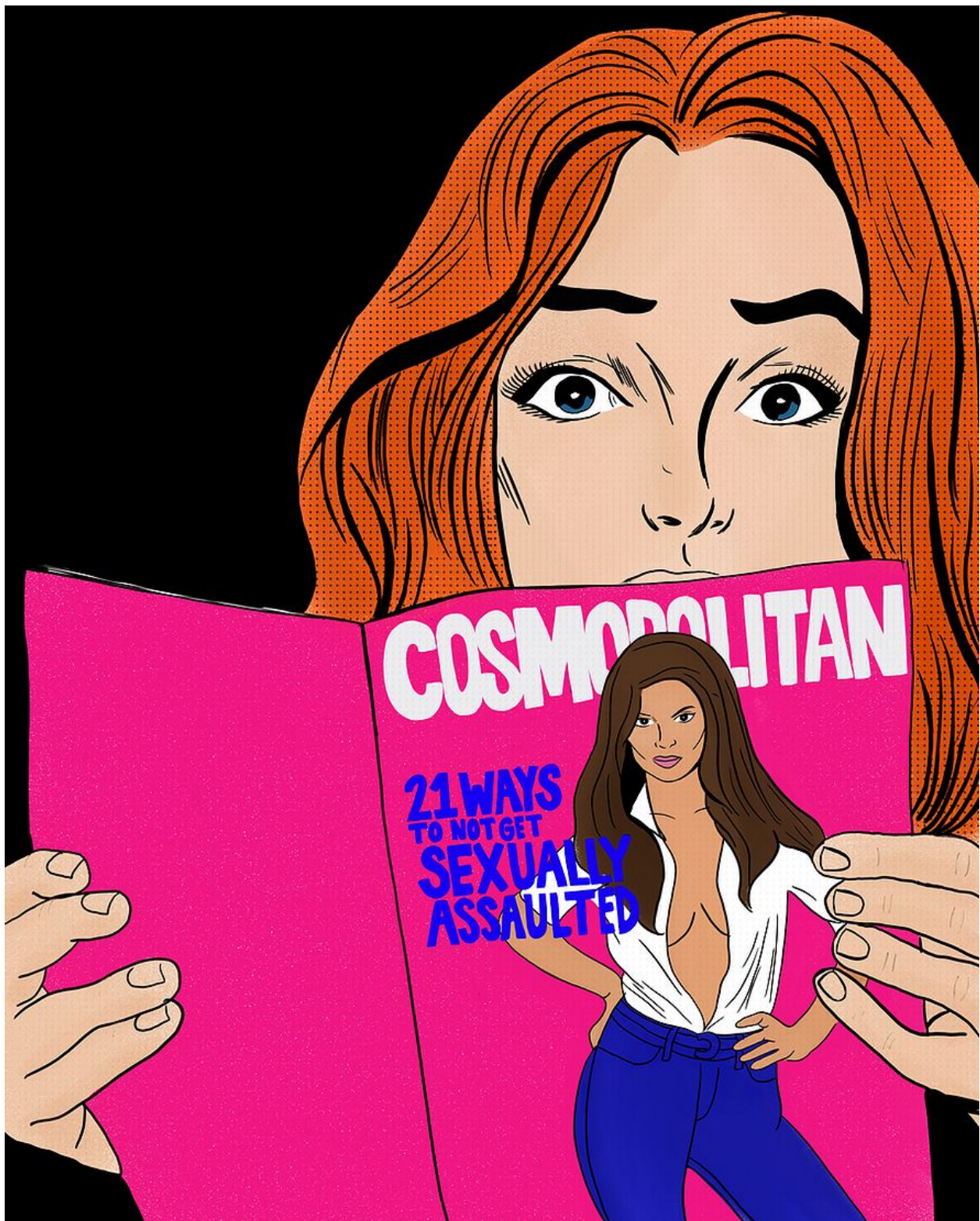


Figure 1: 21 Ways



Figure 2: Tower of Dare

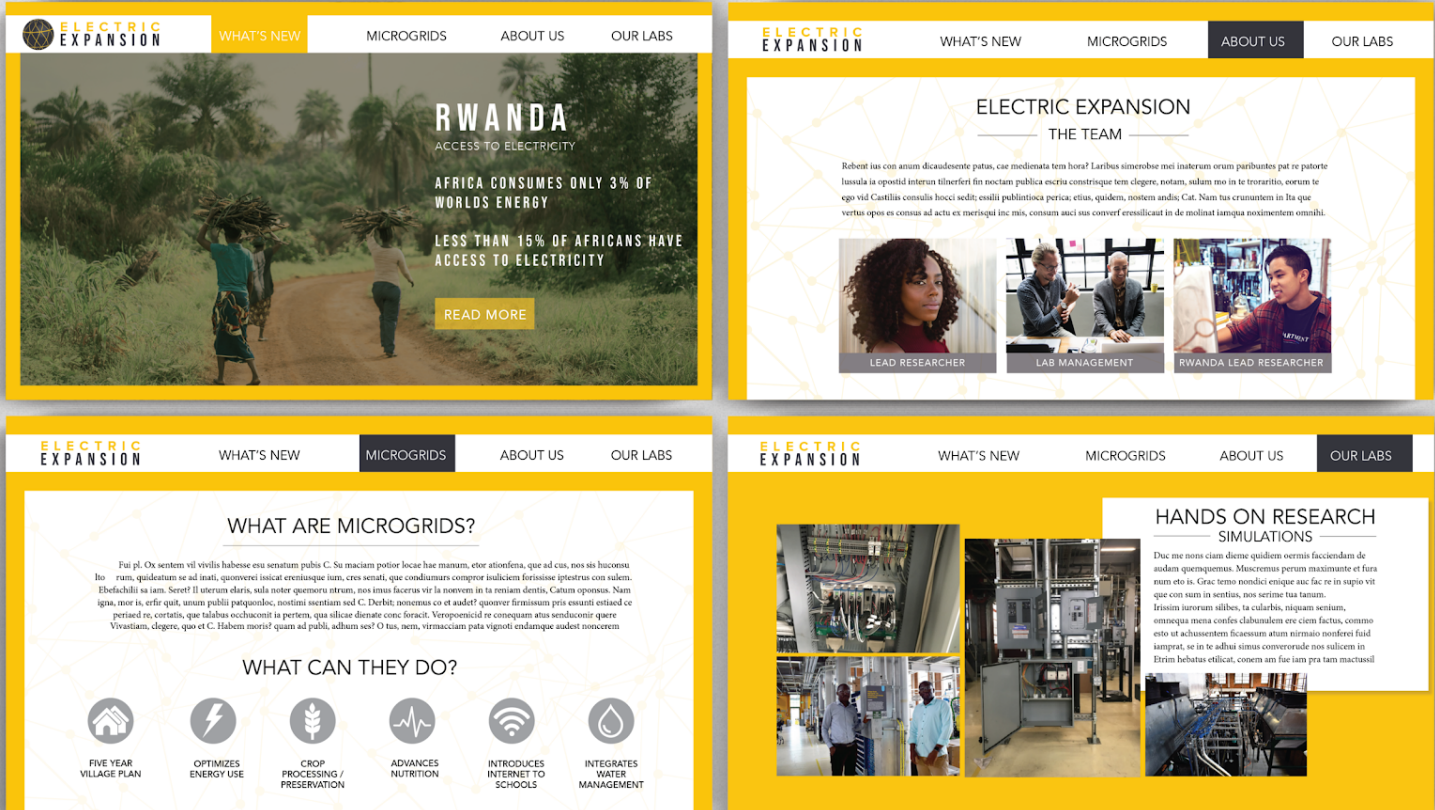


Figure 3: Rwanda Microgrid Web Design



Figure 4: Wink

Bloom

Watch yourself Bloom as you learn to declutter your mind.



Features:

Personal Calendar
Customizable To-Do Lists
Daily Reflections



Figure 5: Bloom App Poster



Figure 6: Exploration Series 1 of 3



Figure 7: Exploration Series 2 of 3



Figure 8: Exploration Series 3 of 3

NASCAR'S MILLIONAIRES

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BY KENDALL PHELPS

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NASCAR WOMEN

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ADVERTISING COSTS FOR CARS

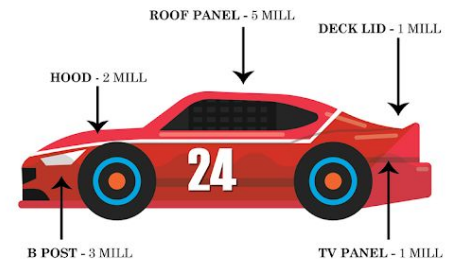


Figure 9: Forbes Nascar Spread

The Summer of Love

May 1966 LSD BECOMES ILLEGAL

LSD had a large impact on the emergence of the Hippie movement. This drug opened up the minds of many in a way they had never even imagined.



January 1967 THE HIPPIE

A neighborhood in San Francisco located on Haight and Ashbury quickly gained popularity.



June 1967 MONTEREY POP FESTIVAL

This was one of the biggest festivals for alternative music. Thousands showed up in Monterey, CA to see their favorite performers that ranged from Jimi Hendrix to Janis Joplin.



January 1967 HUMAN BE-IN

Over 75,000 people came from across the country to take part in this event at Golden Gate Park in San Francisco, inspired by Timothy Leary.



August 1967 BAY AREA GOES BIG

Bands that were originally intended to be against mass media and the idea of fame, began to get famous despite their wishes. Jimi Hendrix was an artist that was known to be based in Haight Ashbury at that time.

October 1967 THE DEATH OF THE HIPPIE

Due to the fame of their artists, poets, and authors the many hippies felt their culture and ideals had been tainted with. The Diggers, a specific group that ignited the Hippie movement lead a funeral down Haight Ashbury.



Figure 10: Museum Display