



Paige Foster

Fall 2024

Capstone - Graphic Design

Department of Art and Art History

**Artist Statement:**

Whether you see it or not, design is at the forefront of our daily lives. Labels at the grocery store, street signs, bike racks, and a new sweatshirt you just purchased have all been thoughtfully sketched, designed, and packaged for consumers. To me, design is an expression of thoughtfulness and how intent can be manifested into something that is no longer for an individual, but for viewership of many.

As a graphic designer, I create within a two dimensional space for a three dimensional production. Everything is finalized on a computer, and then printed as posters, labels, clothing, and more. Branding, identity, and unity are all things that I personally appreciate and in turn, excel with producing. I like worlds where visually elements make sense together, so this is a natural realm for me to create in. My art is typically flat and illustrative and I enjoy working with typography that is modern, but I often gravitate towards ones that are periodically based and have a connection to a particular place in time. Communication and working one on one with clients is a major part of my process. I usually try to get a sense of what a client is wanting, sketch and come up with a mood, and design from there. Consistent feedback and notes are important to me in helping to both achieve a client's goals, and for me to grow as a designer, but being deliberate and making design choices is imperative.

**Title****Original Format**

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Figure 1: Ruhetag Beer Brand

Illustrator, 11 in x 17 in

Figure 2: Library of Congress Moon Launch Vinyl

Illustrator, 12 in x 12 in

Figure 3: The Salty Sailor Brand

Illustrator, 10 in x 10 in

Figure 4: Typographic Workbook

InDesign, 8.5 in x 11 in

Figure 5: City of Roseville Sticker

Illustrator, 3 in x 3 in

Figure 6: CSU Design Week

Illustrator, 8.5 in x 5.5 in



Figure 1: Ruhetag Beer Brand



Figure 2: Library of Congress Moon Landing Vinyl



**Figure 3: The Salty Sailor Tees and Outerwear**



Figure 4: Workbook of Typography Rules



Figure 5: City of Roseville RAC Sticker



Figure 6: CSU Design Week Branding System