

PROJECT YOUTH & CHAMBER MUSIC PRESENTS

OFF THE HOOK

JUNE 10 - 22

SUMMER
CHAMBER
MUSIC
FESTIVAL



Artist Statement

Crystal Schuller

Colorado State University | Graphic Design | Fall 2014

The creation of these pieces has been a journey in understanding the use of negative space, color and imagery to emphasize content and type choices. The result is a pervasive theme of minimalism that manifests through color palettes, composition, and imagery. The color choices made throughout are intended to set strong themes for each project and limit visual clutter.

Within the pieces emerges a theme of interplay between organic, free-form design elements and rectilinear geometry. To achieve this, emphasis is placed primarily on typography and composition, with texture and curvilinear components being used secondarily to support each design.

Projects span an array of intents, including publication, corporate identity, public awareness, and package design.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
Figure 1:	schuller_1, logotype	digitally rendered artwork	digital image 11 in. x 17 in
Figure 2:	schuller_2, photo manipulation	digitally rendered artwork	digital image 11 in. x 17 in
Figure 3:	schuller_3, menu	digitally rendered artwork	digital image 11 in. x 17 in
Figure 4:	schuller_4, identity materials	digitally rendered artwork	digital image 11 in. x 17 in
Figure 5:	schuller_5, poster	digitally rendered artwork	digital image 11 in. x 17 in
Figure 6:	schuller_6, magazine spread	digitally rendered artwork	digital image 11 in. x 17 in
Figure 7:	schuller_7, poster	digitally rendered artwork	digital image 11 in. x 17 in
Figure 8:	schuller_8, poster	digitally rendered artwork	digital image 11 in. x 17 in
Figure 9:	schuller_9, CD cover	digitally rendered artwork	digital image 11 in. x 17 in
Figure 10:	schuller_10, logotype	digitally rendered artwork	digital image 11 in. x 17 in
Figure 11:	schuller_11, identity materials	digitally rendered artwork	digital image 11 in. x 17 in
Figure 12:	schuller_12, poster/mailer	digitally rendered artwork	digital image 11 in. x 17 in
Figure 13:	schuller_13, promotional film slides	digitally rendered artwork	digital image 11 in. x 17 in
Figure 14:	schuller_14, event poster	digitally rendered artwork	digital image 11 in. x 17 in
Figure 15:	schuller_15, website	digitally rendered artwork	digital image 11 in. x 17 in



Figure 1: schuller_1, logotype.



Figure 2: schuller_2, photo manipulation.



Figure 3: schuller_3, menu.



DINE DANGEROUSLY.



2601 S Lemay Avenue, #12 Fort Collins, CO 80528
970.266.0214
www.islandgrillrestaurant.com



BRENT OSBOURNE
MANAGER

970.266.0214
boss@islandgrillrestaurant.com
2601 S Lemay Avenue, #12
Fort Collins, CO 80528

DINE DANGEROUSLY

Figure 4: schuller_4, identity materials.



Figure 5: schuller_5, poster.

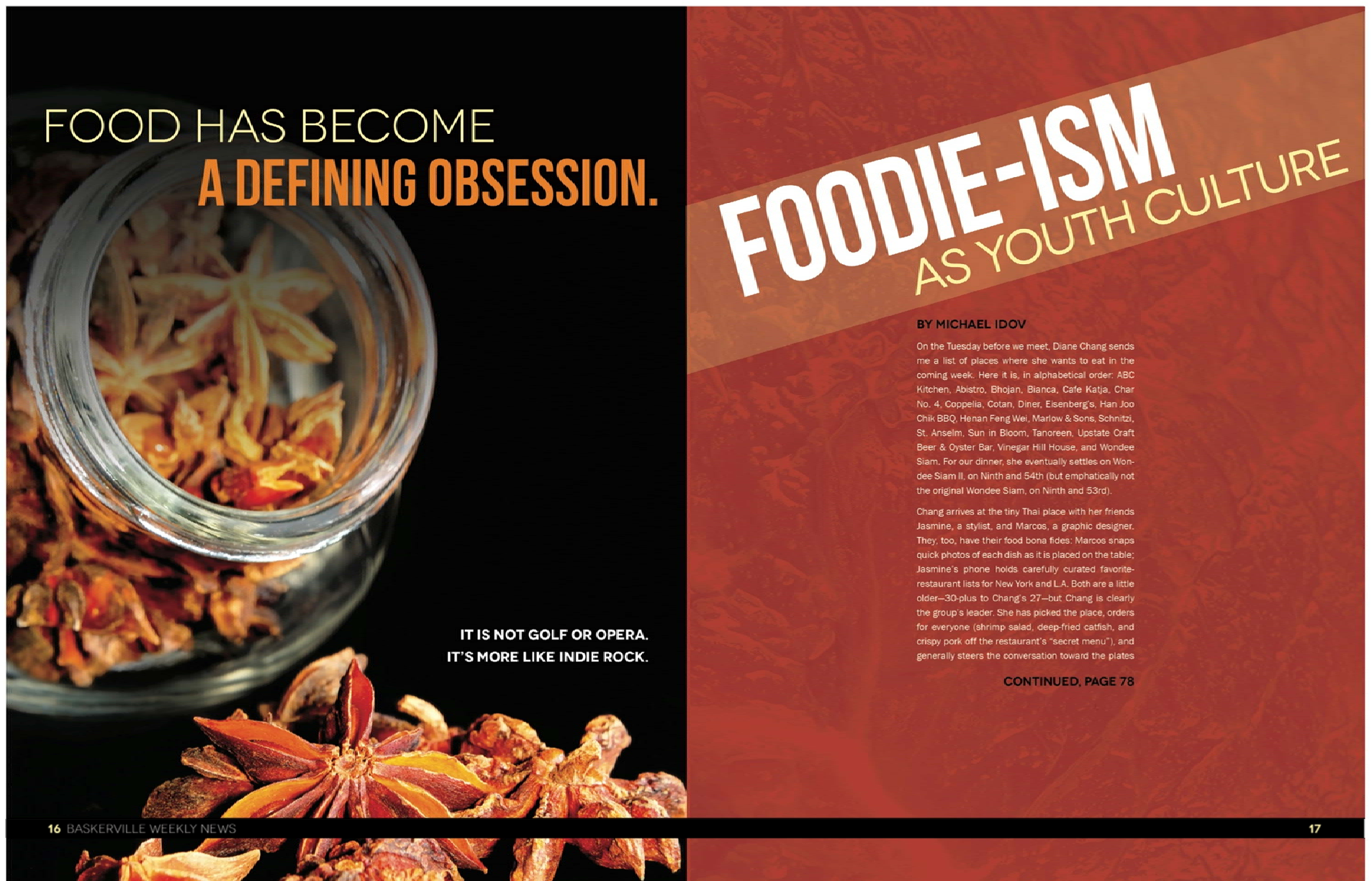


Figure 6: schuller_6, magazine spread.



A POUND OF FLESH

AN ESTIMATED 7.6 MILLION CHILDREN DIE EACH YEAR FROM HUNGER OR MALNOURISHMENT.
AT 100 POUNDS PER CHILD, THAT IS 760 MILLION POUNDS OF HUMAN FLESH.
THE U.S. ALONE THROWS AWAY 90 BILLION POUNDS OF FOOD ANNUALLY.

HOW MANY DEAD KIDS ARE IN YOUR TRASH?

Figure 7: schuller_7, poster.

GUYS.

ACCORDING TO THE WORLD HEALTH ORGANIZATION,
USING AN INDOOR TANNING BED BEFORE YOU'RE 30
MAY INCREASE YOUR RISK OF SKIN CANCER BY UP TO 75%.

CANCER

DYING EARLY ISN'T SEXY.

Figure 8: schuller_8, poster.



Figure 9: schuller_9, CD cover.



Figure 10: schuller_10, logotype.

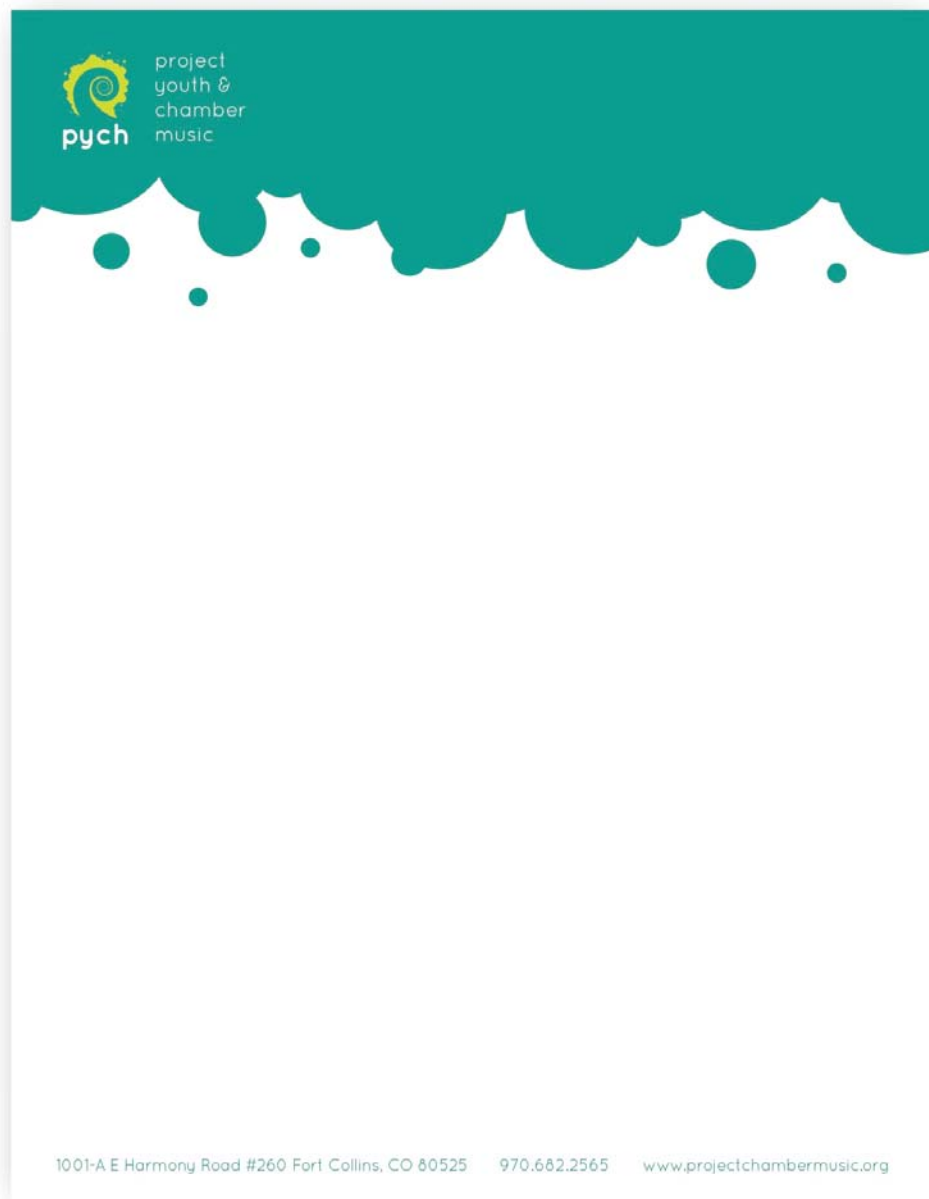


Figure 11: schuller_11, identity materials.

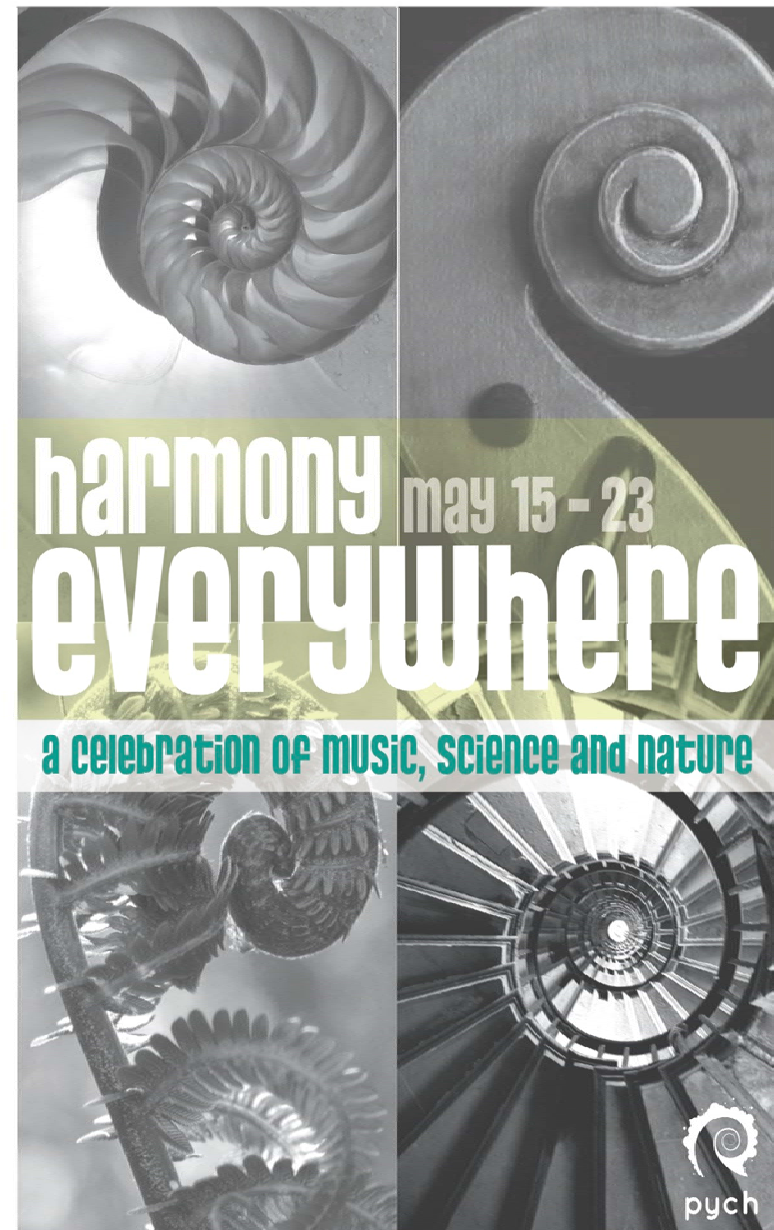


Figure 12: schuller_12, poster/mailer.



Figure 13: schuller_13, promotional film slides.



Figure 14: schuller_14, event poster.



Figure 15: schuller_15, website.