

ALFRED HITCHCOCK'S

NORTH BY NORTH WEST

CARY GRANT

EVA MARIE SAINT

JAMES MASON

IN STUNNING
VISTA/VISION

CO-STARRING

JESSE ROYCE LANDIS

WRITTEN BY JESSE ROYCE LANDIS

ERNEST LEHMAN

DIRECTED BY ERNEST LEHMAN

ALFRED HITCHCOCK

ALFRED HITCHCOCK

Ethan Strong

Spring 2023

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

My name is Ethan Strong, and I am a Colorado-based graphic designer with a passion for the fantastic. My work emphasizes clear communication above all else, based on my belief that graphic design is itself a form of communication as natural and important as speaking. As such, my designs take many forms, but all emphasize clear theme expressed through color, typography, and distinct use of illustration or line. I usually work with Procreate, Adobe Illustrator, and Indesign, but am familiar with a broad suite of illustration tools and am always looking to learn more.

When designing for fun, most of my preferred subjects tend towards the wondrous and bizarre, with my favorite projects including design for TTRPG modules, fantasy book covers, and character designs. However, I have a broad portfolio of work, and I am happy to bring my fantastical flair to any project.

When working with a client, I prioritize clear communication and setting expectations from the outset. Designs bridge the gap between a creator or vendor and their audience, and being this bridge is not a small responsibility. That being said, it's also a place of joy, and I look forward to gaining more experience visually communicating one person's or team's vision to their future consumers and fans.

Title	Original Format
Figure 1: Flipped Myths Film Festival	Illustrator, 11" x 17" (series x3)
Figure 2: Spooky Celebration Party	Procreate, 8.5" x 11" poster 1080x1080p Instagram graphic 1080x1920p Snapchat graphic
Figure 3: Connect, Don't Compare	Illustrator, 11" x 17"
Figure 4: Visual Art Building Rebrand	Illustrator, 6" x 6"
Figure 5: Garden Project at Lee Martinez Park	Illustrator, 8.5"x11" 1080x1080p Social Graphics x4
Figure 6: What's News? Board Game and Cards	Illustrator, 11" x 11" Game Board, 2" x 3" Cards,
Figure 7: Go to Hell Travel Poster	Illustrator, 8.5" x 11"
Figure 8: North by Northwest Poster	Illustrator, 8.5" x 11"
Figure 9: Clue Adventures Rebrand	Illustrator and Procreate, 1.61" x 15.75" x 10.51" Game Box, 2" x 3" Game Cards, 20" x 20" Board
Figure 10: Fablehaven Book Cover	Illustrator, 11.5" x 8.5"

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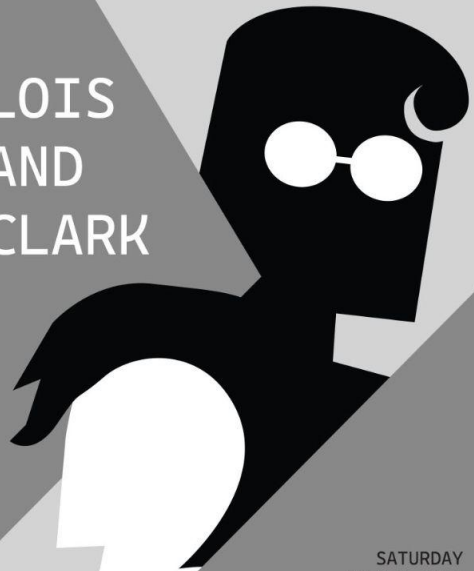
FRIDAY
AUGUST 13th
123 ANNADDRESS DRIVE

ENKIDU
FALLS

SUNDAY
AUG. 15th
123 ANNADDRESS
DRIVE



LOIS
AND
CLARK



SATURDAY
AUGUST 14th
123 ANNADDRESS
DRIVE



FLIPPED
MYTHS
FILM FESTIVAL

Figure 1: Flipped Myths Film Festival



Figure 2: Spooky Celebration Posters



Figure 3: Connect, Don't Compare



LOGOTYPE

The logotype is centered around two fonts: The more clear, professional, and friendly Azo Sans, and the more rough and expressive Rough Love. These two fonts were chosen to convey the dual levels of professionalism and of excitement and expression, as would be expected of the art building. Additionally, the blockiness of Azo Sans mirrors the borderline-brutalist nature of the art building, with Rough Love providing an exciting and off-the-wall foil to any of the rigidity that Azo Sans may otherwise express.

This logotype's thick, friendly typeface is meant to emphasize the approachability of the Visual Arts program, while the variety of high-intensity colors evoke the variety of artistic disciplines and the excitement of seeing them.



THE MARK

Three versions of the mark are to be used, in magenta, green, and cyan colorations, to emphasize the variety of arts within the Visual Art building.

A white-background mark may be used, but only when absolutely necessary; otherwise, a black background must be used.



SPACING

When using the logotype, make sure to include spacing greater than that built into the logotype itself - space the edges of the logotype based on its square background, and not based simply on the type.

Spacing should be kept even around the square, as demonstrated.

Figure 4: Visual Art Building Rebrand

COLORS

One primary color per work with black and either white or cream. Only use woodboard texture behind titles and with cream-colored background.



LOGO SPACING

Logo Spacing



Beet Spacing



TYPOGRAPHY

ARCHER BOLD - HEADERS

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Archer Medium - Content

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz



Gardeners of all ages
welcome starting May 5th!



GENERAL FARM INFO

For use for garden or general Farm events



Gardeners of all ages
welcome starting May 5th!



PHOTO SHOWCASE

For general farm showcasing; Garden logo can be hidden.



EDUCATION INFO

For use for educational blurbs



PHOTO SHOWCASE

For farm-specific photo displays and announcements



Figure 5: Garden Project at Lee Martinez Park



Figure 6: What's News Board Game and Cards

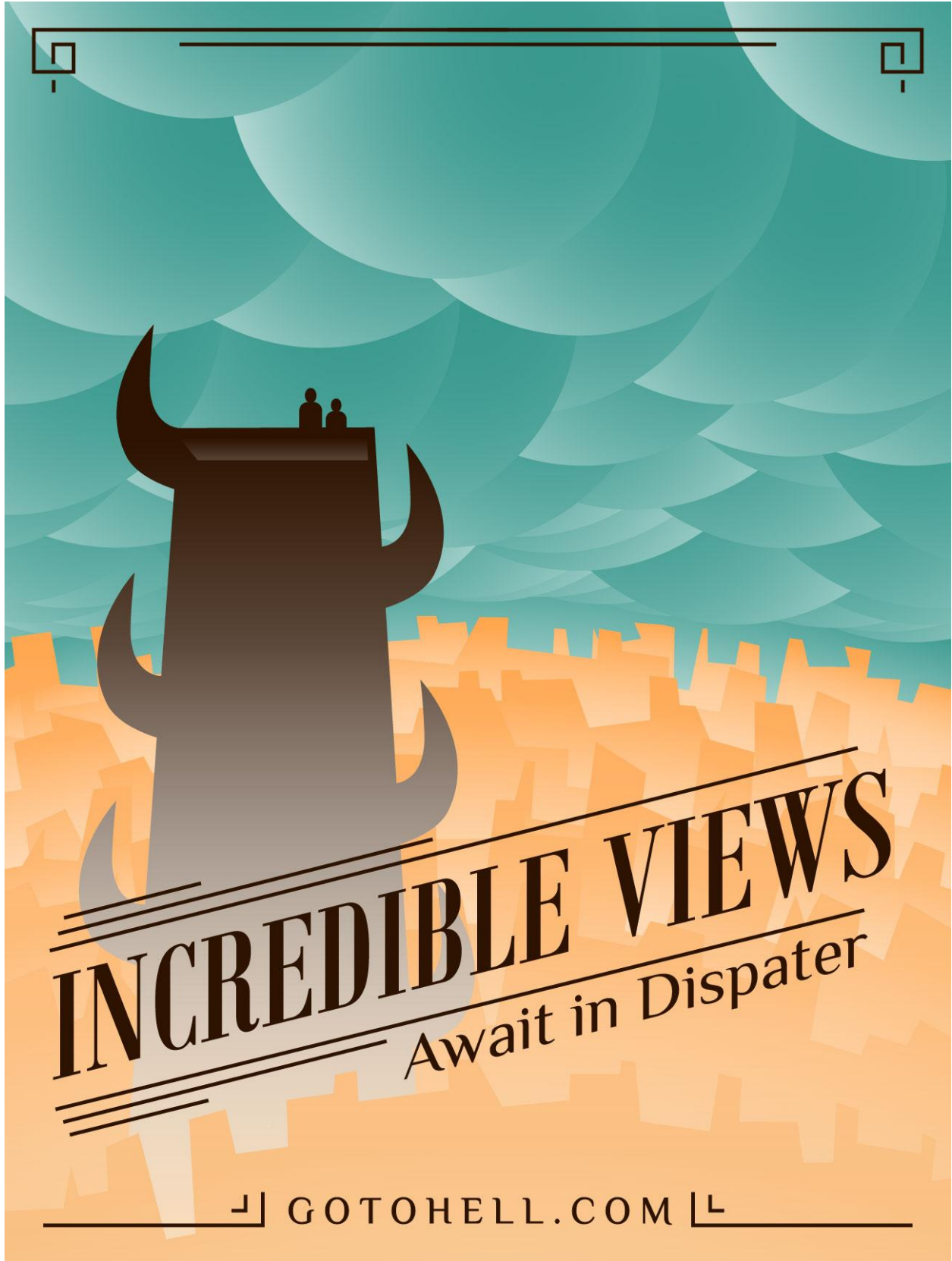


Figure 7: Go to Hell Travel Poster

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Figure 8: North by Northwest Poster



Figure 9: Clue Adventures Rebrand

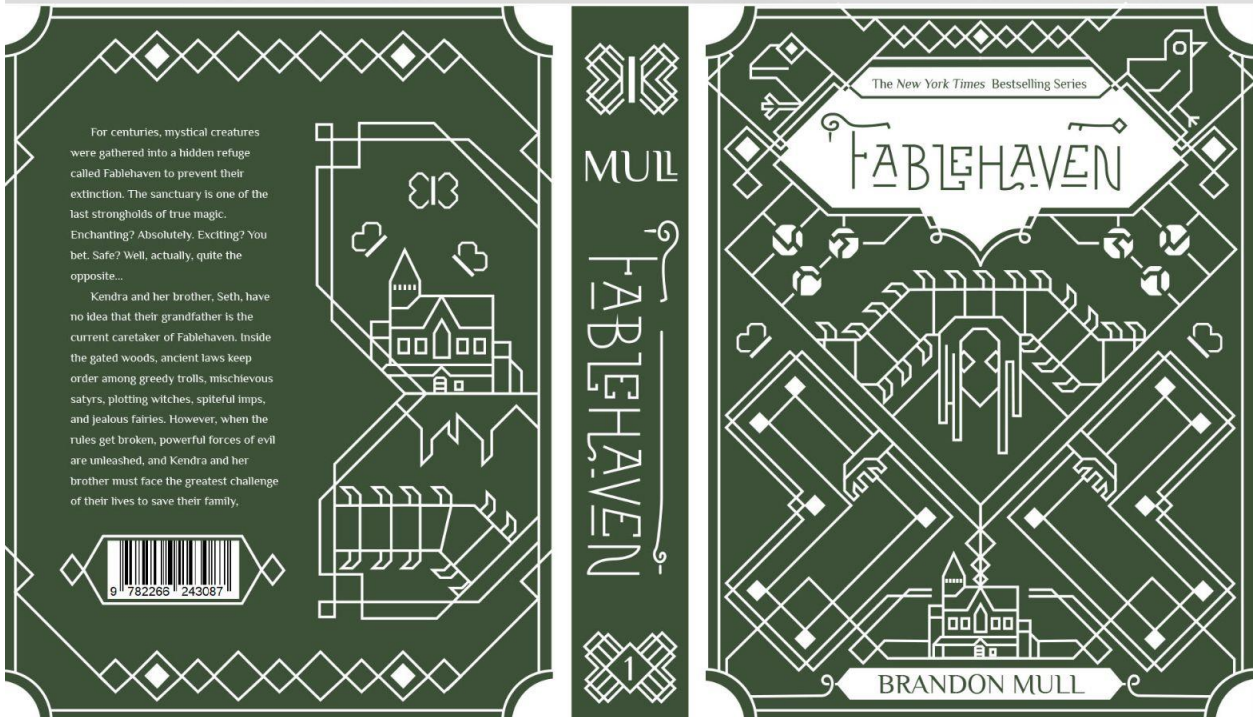
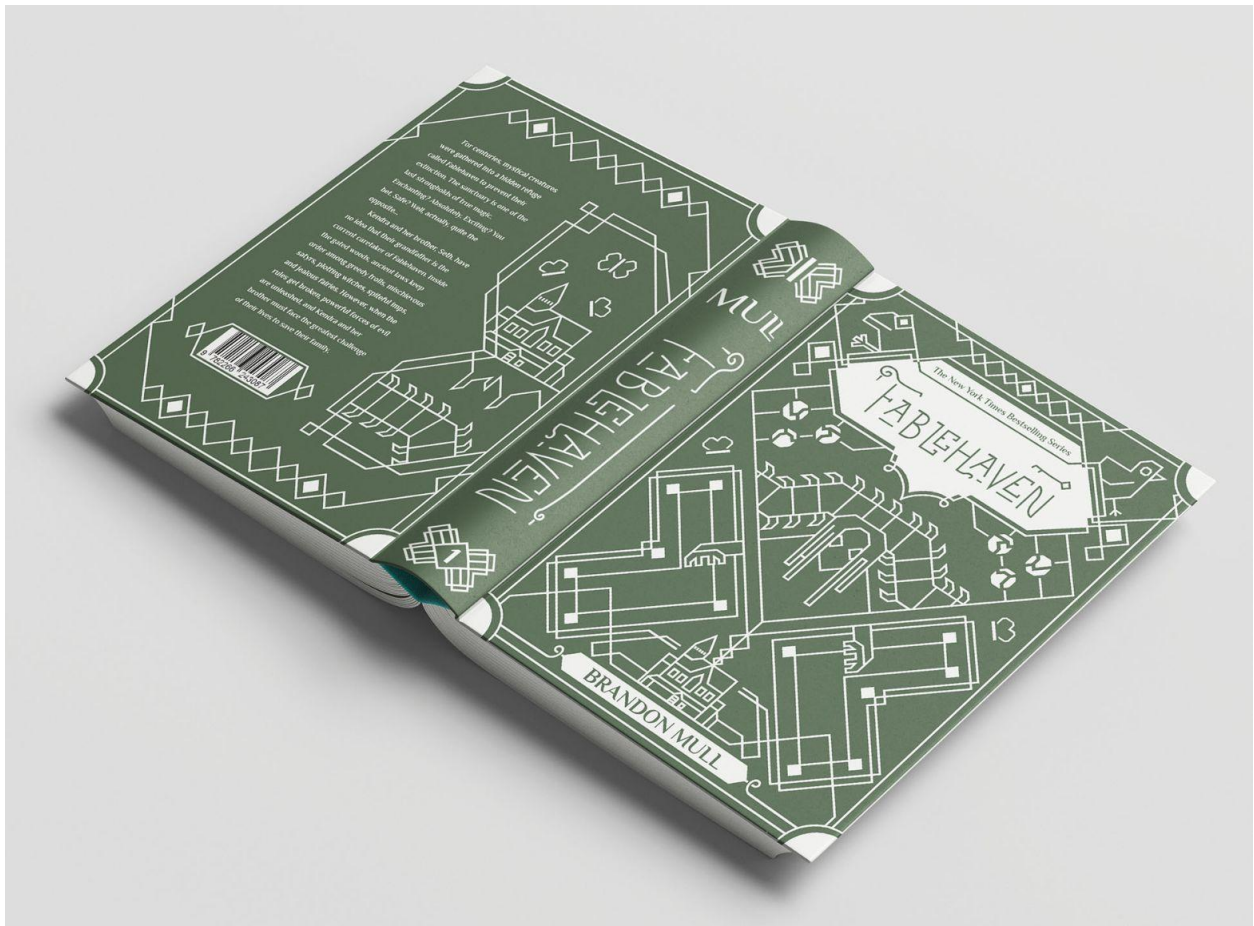


Figure 10: Fablehaven Book Cover