



WHO'S INSIDE?

Cymone Wilder
Joanna Muñoz
Andrea Pippins
Gabriela Namie
Gabrielle Smith
Paula Cruz
Tim Belonax
Ty Mattson

Zipeng Zhu
Alex Center
Gail Anderson
Ignacio Serrano
Rich Tu
Claudia Rubín
Flavio Carvahlo
Rachel Denti

discover design industry giants within

DESIGNED BY KATERINA CLASEN

D BROWN BAG

Katrina Clasen

2022 Fall

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My passion for print and publications explores innovative visual storytelling through human-centered design—focusing on balance and producing vibrant pieces of the human experience. Through design investigation, I bring to the forefront the importance of how in a digital age, we engage and resonate more with that which is tangible.

I design with the intent to impact readers with user experience rather than simply washing over the viewer much like the rest of the virtual world of graphic design. I compel readers to contend with the amount of content we absorb through a screen by stressing the tactile experience when engaging with something material. Whether it is the drama when turning a page, or the way a publication is presented to the viewer, my practice emphasizes the dynamism that comes from the construction of printed materials.

Vibrancy and polished design direct the aesthetics of my work. Bold colors and stark contrasts are a large part of my repertoire, as the vividness persuades the viewer to look further while the balance promotes readability. I pull inspiration from the simplicity of International Typographic Style, or Swiss design, and the Bauhaus Movement where functionality and aesthetics align. I look to artists like Irma Boom and Frank Lloyd Wright, who successfully work with architectural form to enhance the viewer experience while at the same time creating an object of beauty, with quality and permanence.

My practice evolves as the world does—as new virtual realities perpetuate our vision, my physical narratives breathe new life into traditional, consumer-driven design where I explore inventive ways to make an impact.

Title**Original Format**

Figure 1: D Brown Bag, Design Industry Giants	InDesign, 17 in x 5.5 in
Figure 2: D Brown Bag, Design Industry Giants (detail)	InDesign, 17 in x 5.5 in
Figure 3: Who We Eat, 1	Photoshop, 8 in x 8 in
Figure 4: Who We Eat, 2	Photoshop, 8 in x 8 in
Figure 5: Who We Eat, 3	Photoshop, 3 in x 6 in
Figure 6: Local Color	Illustrator, 1366 px x 768 px
Figure 7: Local Color (detail)	Illustrator, 1366 px x 768 px
Figure 8: Yogi Rebrand, 1	Photoshop, 2500 px x 1666 px
Figure 9: OpenStage Publication Design	Indesign, 10 in x 10 in
Figure 10: OpenStage Publication Design (detail)	Photoshop 3000 px x 2250 px



Figure 1: D Brown Bag, Design Industry Giants



Figure 2: D Brown Bag, Design Industry Giants (detail)



Figure 3: Who We Eat, 1



Figure 4: Who We Eat, 2

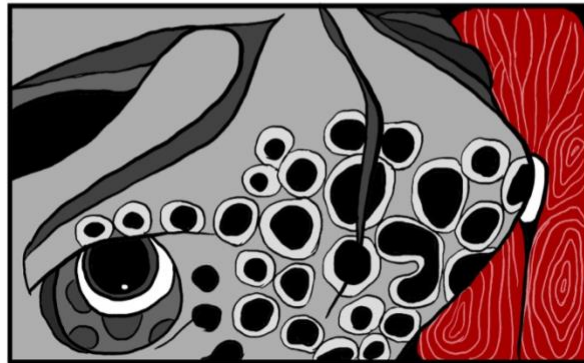
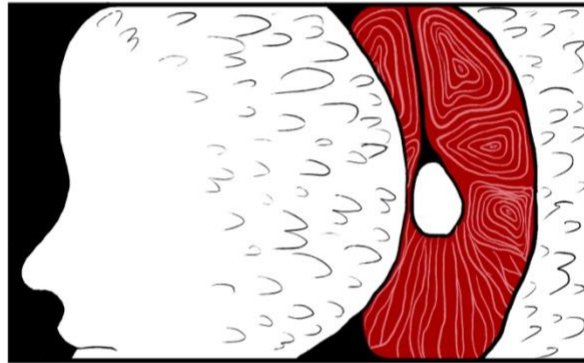
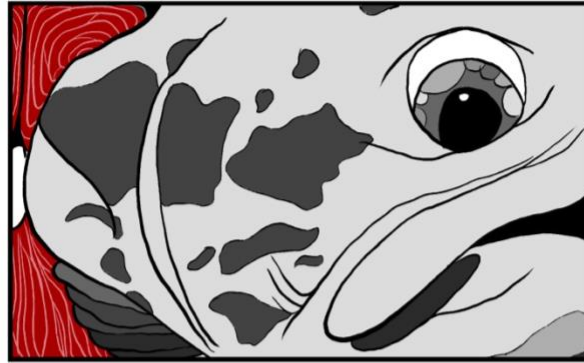


Figure 5: Who We Eat, 3



Figure 6: Local Color



Job Board

Welcome to the only Northern Colorado Creative Job Board, where you can post, apply for and search the site for the perfect job. Thanks for visiting, and happy hunting!

Designer, Rooster Magazine

September 14, 2022

Job Description: Rooster seeks a passionate and talented full-time Magazine Designer to join our Fort Collins team. The position will collaborate with the creative team on its weekly magazine and extra editions. The ideal candidate will work primarily on designing front and back of book sections, features, perform minor retouching, assign illustration, and collaborate with editors. We seek energy and intelligence in the candidate's work, which is key to our book and lends itself well to our editorial team's in-depth news and creative approach. Attention to detail and working knowledge of Adobe Creative Suite is required. This position is in Fort Collins, CO.

Job Responsibilities:

- Designing front and back of the book pages
- Works on Variety's supplemental Award issues
- Designing features
- Perform minor photo retouching
- Assigning illustrations
- Working with editors on content generation for print, social and digital
- Creative desire to evolve the Variety brand

Type of Job: Design

Duration: Full-Time

ABOUT ROOSTER

Rooster is the seminal voice in the entertainment industry. After 117 years of award-winning breaking news reporting, insightful award-season coverage, must-read feature spotlights, and intelligent analysis of the industry's most prominent players, Rooster is the most trusted source for the creatives of entertainment. Read by a highly engaged audience of industry insiders and passionate entertainment enthusiasts, Rooster's multi-platform content coverage expands across digital, mobile, social, print, podcasts, branded content, events, and summits.

How to Apply: <https://recruiting.rooster.com/DESIGNERFORHIRE/jobBoard/>

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Figure 7: Local Color (detail)



Figure 8: Yogi Rebrand



Figure 9: OpenStage Publication Design



Figure 10: OpenStage Publication Design (detail)