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Maya Fritzler

Fall 2021

Capstone - Graphic Design

Department of Art and Art History

**Artist Statement:**

As a Graphic Designer, my goal is to convey information in a visually striking manner. In this capstone class, I created the logo and branding for a proposed railway line which would run from Cheyenne to Colorado Springs. I created the name “Greenback Express” after the Colorado State fish, since the railway exists mostly in Colorado. As such, the material to advertise and sell products was themed around fishing. Each item was an experiment for what I could push myself to do with color and composition, while still keeping a theme across everything.

**Title****Original Format**

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|  |                              |
|--|------------------------------|
| Figure 1: Greenback Express Logo           | Adobe Illustrator, 5" x 10"  |
| Figure 2: Guidebook (Front and Back Cover) | Adobe InDesign, 4" x 8 1/2"  |
| Figure 3: Guidebook (Table of Contents)    | Adobe InDesign, 4" x 8 1/2"  |
| Figure 4: Guidebook (Interior Layout)      | Adobe InDesign, 4" x 8 1/2"  |
| Figure 5: Poster Series (Left)             | Adobe Illustrator, 11" x 17" |
| Figure 6: Poster Series (Center)           | Adobe Illustrator, 11" x 17" |
| Figure 7: Poster Series (Right)            | Adobe Illustrator, 11" x 17" |
| Figure 8: Brown Paper Bag                  | Adobe Photoshop, 13" x 17"   |
| Figure 9: Canvas Tote Bag                  | Adobe Photoshop, 13" x 17"   |
| Figure 10: Reusable Grocery Bag            | Adobe Photoshop, 13" x 17"   |



Figure 1: Greenback Express Logo

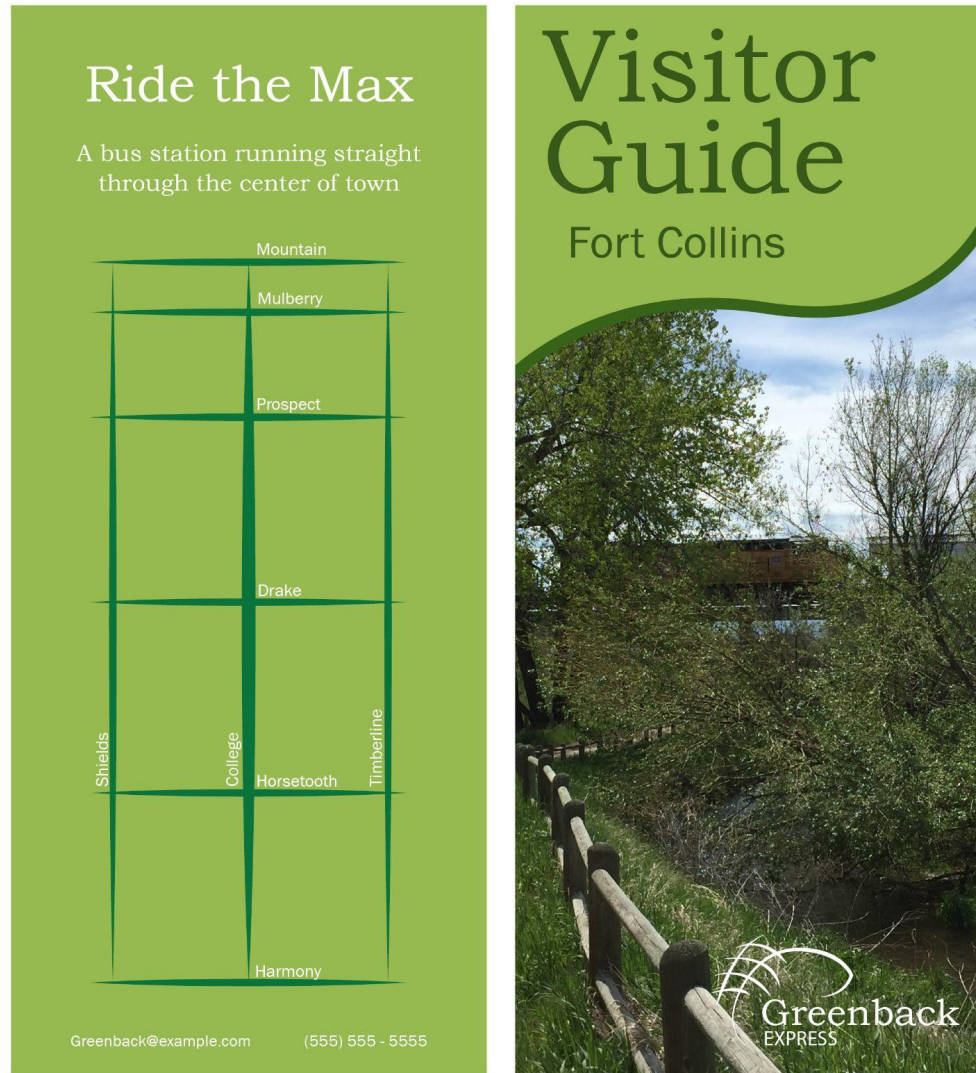


Figure 2: Guidebook (Front and Back Cover)



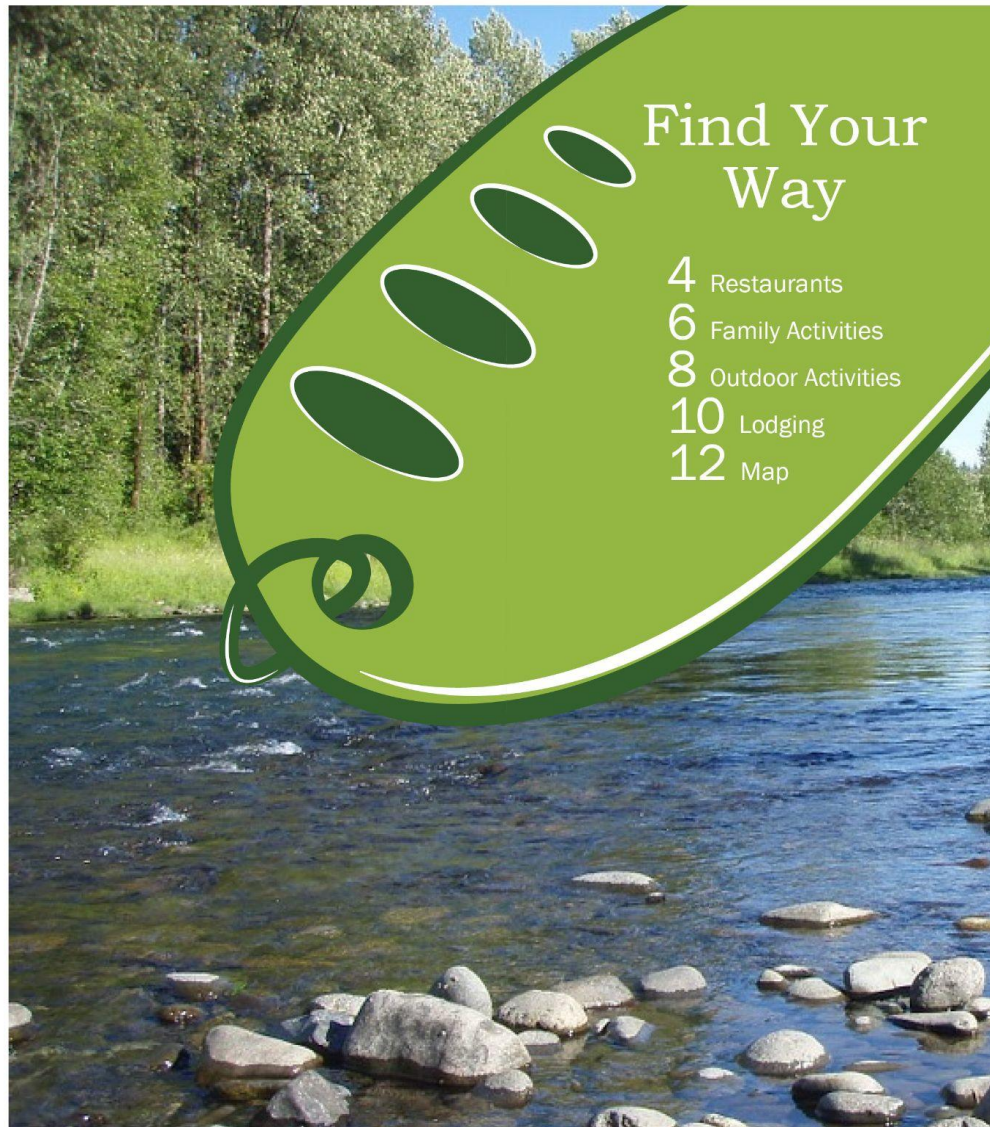


Figure 3: Guidebook (Table of Contents)





Figure 5: Poster Series (Left)





Figure 6: Poster Series (Center)

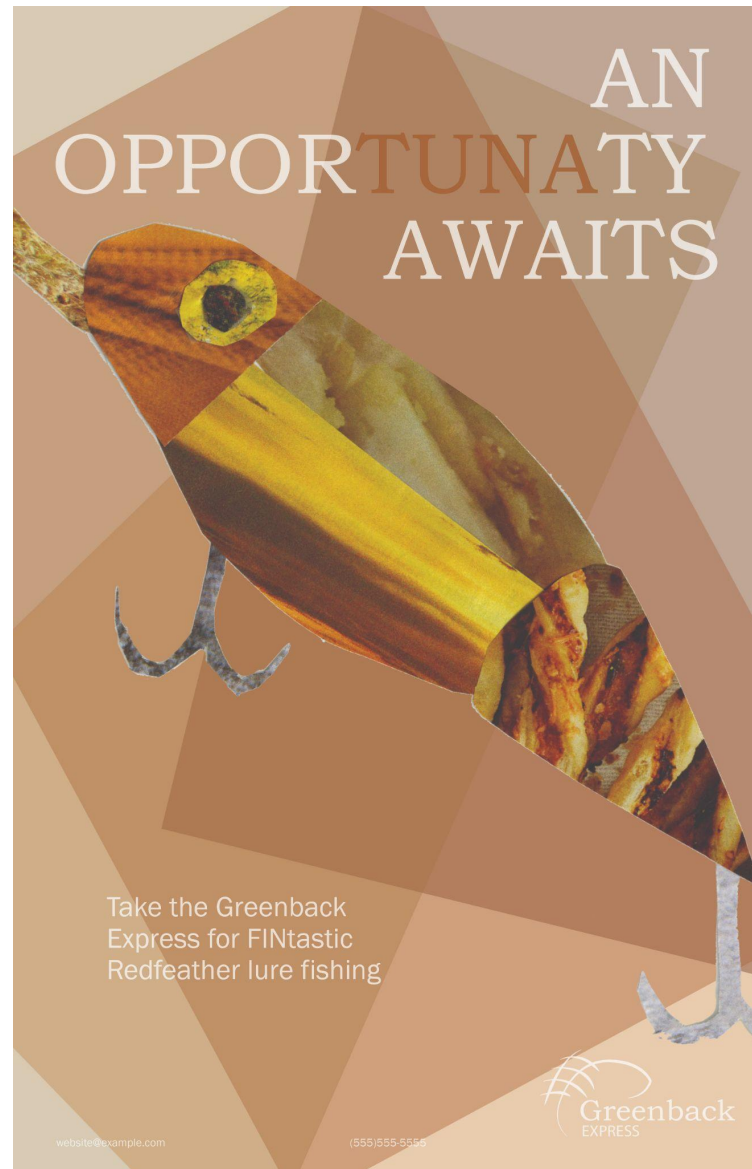


Figure 7: Poster Series (Right)



Figure 8: Brown Paper Bag



Figure 9: Canvas Tote Bag



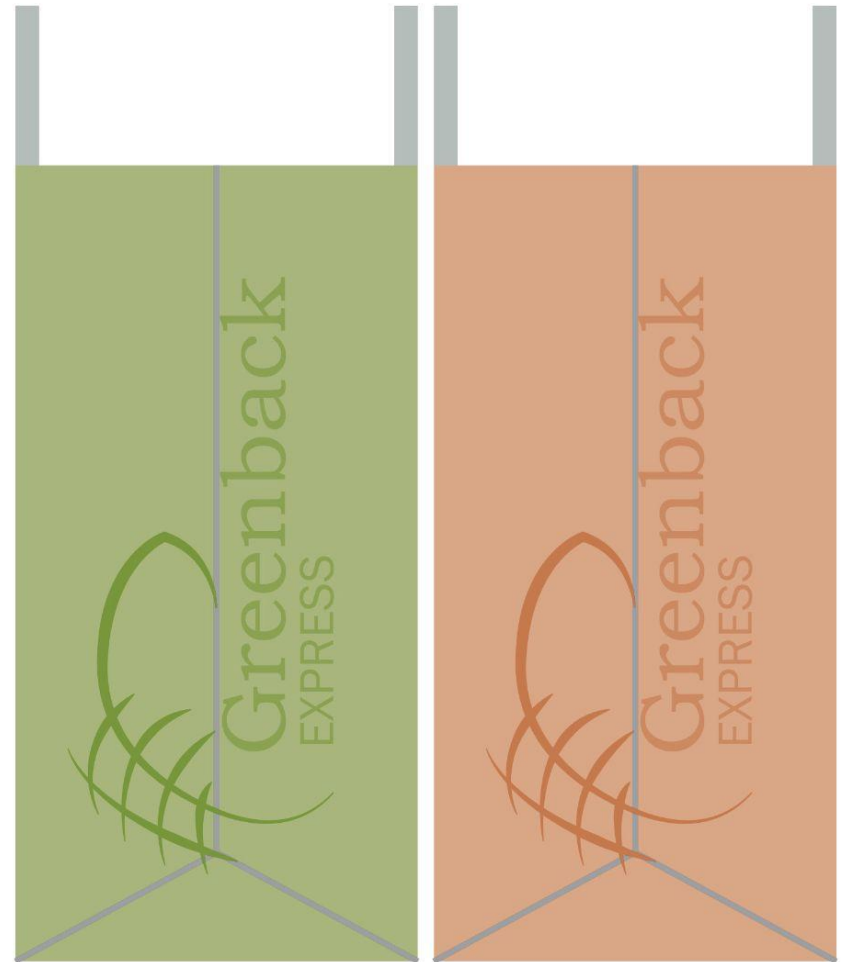


Figure 10: Reusable Grocery Bag