





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.

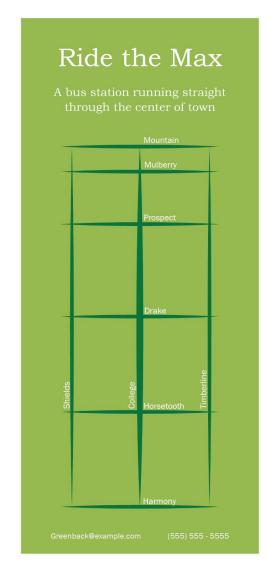
Title

Original Format

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



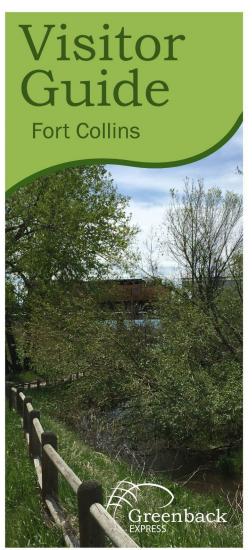


Figure 2: Guidebook (Front and Back Cover)

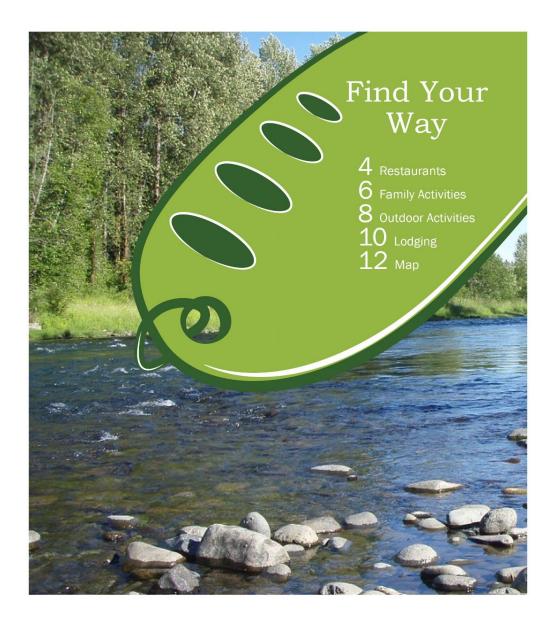


Figure 3: Guidebook (Table of Contents)

Family Adventure



Lee Martinez Farm 600 N. Sherwood St.

Lee Martinez Farm allows kids to pet and feed the animals such as pigs, sheep, and goats. Inside, they offer pony rides and a playground. This place is perfect for a younger, animal-loving audience. They also offer seasonal events like October's Treatsylvania during holidays. You can also enjoy the park the farm is located in.

Edora Pool and Ice Center (EPIC) 1801 Riverside Ave.

EPIC has several pools for any personal preference, from a hot tub to a kid's pool. On top of this, they also have an indoor ice skating rink.





Fort Fun 1513 E. Mulberry St.

From putt-putt to go carts, arcade games To laser tag. Fort Fun Is place to let kids get all of their energy out. They offer play packages and food.

Fort Collins Museum of Discovery 408 Mason Ct.

Unlike other museums, this one is hands-on. Kids can actively participate in the learning experience. The Museum of Discovery offers exhibits on ancient history, science, human history, and Colorado's history. And much like other museums, they host special events and traveling exhibitions, so there is something new each time you visit.





Find Your Adventure



Rocky Mountain National Park

This scenic National Park holds a wide variety of Native flora and fauna. You can appreciate its natural beauty by hiking, biking, and driving through the park.

Poudre River

Running through the north east corner of Fort Collins, this river offers a multitude of outdoor activities such as hiking, swimming, rafting, tubing, and picnicking.





Horsetooth Reservoir

This reservoir was created to help with irrigation, but it also acts as a lake. This area is perfect for boating, swimming, camping, fishing, and much more.



Downtown Fort Collins North College Ave.

Hosting a multitude of restaurants and shops, Downtown Fort Collins is a must see for any visitor. It was also the Inspiration for Downtown Disney.

New Belgium Brewing 500 Linden St.

One of the most famous breweries in Fort Collins, this is a must for any craft beer fan. They offer tours, tastings, events, and they host local food trucks.







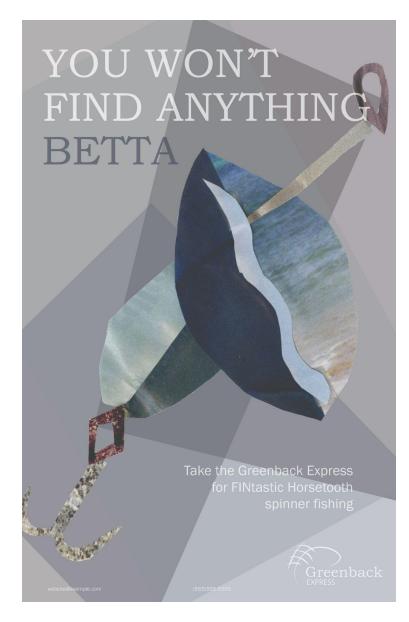


Figure 5: Poster Series (Left)

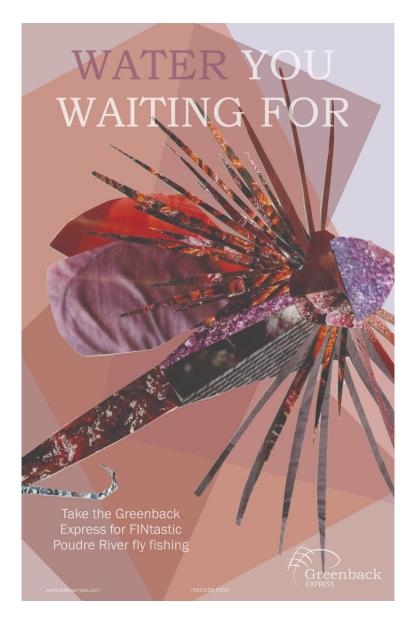


Figure 6: Poster Series (Center)

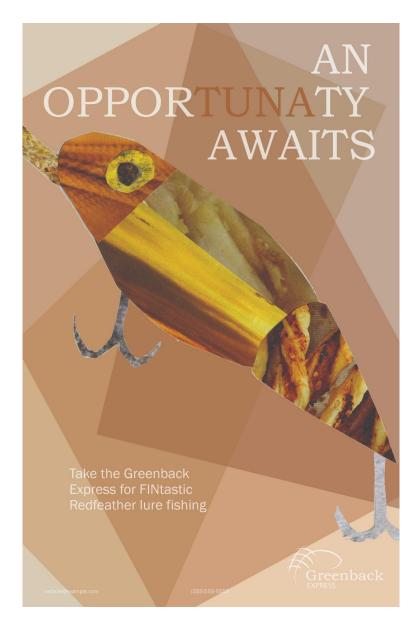


Figure 7: Poster Series (Right)



Figure 8: Brown Paper Bag



Figure 9: Canvas Tote Bag



Figure 10: Reusable Grocery Bag