



Artist Statement:

Molly Gustafson

My work as a graphic designer explores typography and illustration. Graphic design is such a large world. It is the first piece of art when you go somewhere or read something. How messages are created to be shown to a large or small audience can make or break first impressions of a brand. Bringing artwork alive through a computer screen is the reason I became interested in becoming a graphic designer.

What inspires me about graphic design is how the present world is surrounded by art and advertisement without even realizing it. I find it so enjoyable when I find my favorite art in a place without even looking for it. Magazines, books, albums, packaging, branding and so much more are full with art and design without it being their main purpose. It is subtle and unexpected in a way that could affect every person differently. One of my favorite things is watching movies, but what gets me more excited is looking at the movie posters before hand. These pieces of art describe so little and so much of a bigger story. A digital design that stops you and makes you think about what could happen in the movie. That feeling of excitement when looking at movie posters is the foundation of my love for design and illustration.

Within the digital design world, I have found myself loving illustration and typography the most. This may have some influence from my obsession with movie posters, but being able to create my own type and images together is something I am proud of. Recent projects I used these skills in were posters promoting vaccinations, creating greeting cards, and hand drawing logos for local businesses. Typefaces are so beautiful and inspiring, but creating my own typeface also with illustrations allows my work to branch out and be more original.

Title	Original Format
Figure 1: & today	Illustrator, 11 in x 17 in
Figure 2: Switch Logo	Illustrator, 11 in x 17 in
Figure 3: Switch Brochure	Illustrator, 11 in x 17 in
Figure 4: Switch Business Card	Illustrator, 3.5 in x 2 in
Figure 5: Switch Website	Illustrator, 11 in x 17 in
Figure 6: Tilla App	Adobe XD, 24 in x 30 in
Figure 7: Land of the Free	Illustrator/ Installation, 8 ft x 12 ft
Figure 8: Greeting Cards	Illustrator, 7 in x 5 in
Figure 9: Music Poster	Illustrator, 8.5 in x 11 in



Image 1: & today



Image 2: Switch Logo



Image 3: Switch Brochure



Image 4: Switch Business Card



Image 5: Switch Website



Image 6: Tilla App



Image 7: Land of the Free



Image 8: Greeting Cards



Image 9: Music Poster

