



featuring  
**KNEWN**  
and  
**GUTTEN**



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2021 Fall

Capstone - Graphic Design

Department of Art and Art History

**Artist Statement:**

Good art will always make the viewer think. Whether it's about the creative process or the meaning behind the imagery, good art will stay in the viewer's mind long after viewing. This also applies to the elements of design. While there may be more constrictions in design compared to fine art, a good design should lurk in the back of the consumer's mind. I use this idea to give direction to my design work. Every element needs a purpose and, whether it be informative or illustrative, it needs to stick with the viewer.

Much of my design work tends to be on the simpler side because it is easier to remember. Fewer colors and bold strokes catch attention and are easier to recognize when viewed multiple times. Brands with simple iconography and minimal use of colors are more likely to be instantly recognizable to a consumer. Simplicity also helps to make a message clear and direct, preventing the viewer's thoughts from drifting off erroneously. Advocacy posters work best when the imagery is vivid and dramatic with little to no background details to distract the viewer.

Though simplicity tends to be more memorable, some instances of controlled complexity can be enduring, especially if it creates an emotional response. A music poster may require dense imagery and messaging, but inside jokes, callbacks, or humor can cause a viewer to create a personal connection to it. Emotional responses can go a long way when creating an unforgettable design.

With these ideas in mind and the proper execution of said ideas, I aim to create striking and memorable designs at the same level as the most influential graphic designers in the industry.

**Title****Original Format**

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Figure 1: Save the Bees Poster	Poster, 36 in x 24 in
Figure 2: Greeting Card 1	Bifold Card, 7 in x 5 in
Figure 3: Greeting Card 2	Bifold Card, 7 in x 5 in
Figure 4: Greeting Card 3	Bifold Card, 7 in x 5 in
Figure 5: Cloy's Brand Items	Photoshop, 4900 x 3260 px
Figure 6: Cloy's Reception	Photoshop, 1740 x 1080 px
Figure 7: Shims Candy	Candy Package, 1.25 in x 4.5 in x 1.25 in
Figure 8: Flamin' Winnebagos Poster	Poster, 36 in x 24 in
Figure 9: Typographics Store Merchandise	Photoshop, 6250 x 4830 px
Figure 10: Space Exploration Posters	Posters, 20 in x 14 in (4 total)
Figure 11: Camp Waterfowl Digital Stickers	Photoshop, 5400 x 3600 px
Figure 12: Ski Colorado	Poster, 14 in x 11 in
Figure 13: Konstrukt Magazine	Magazine, 11 in x 8.5 in x 0.125 in



Figure 1: Save the Bees Poster



Figure 2: Greeting Card 1

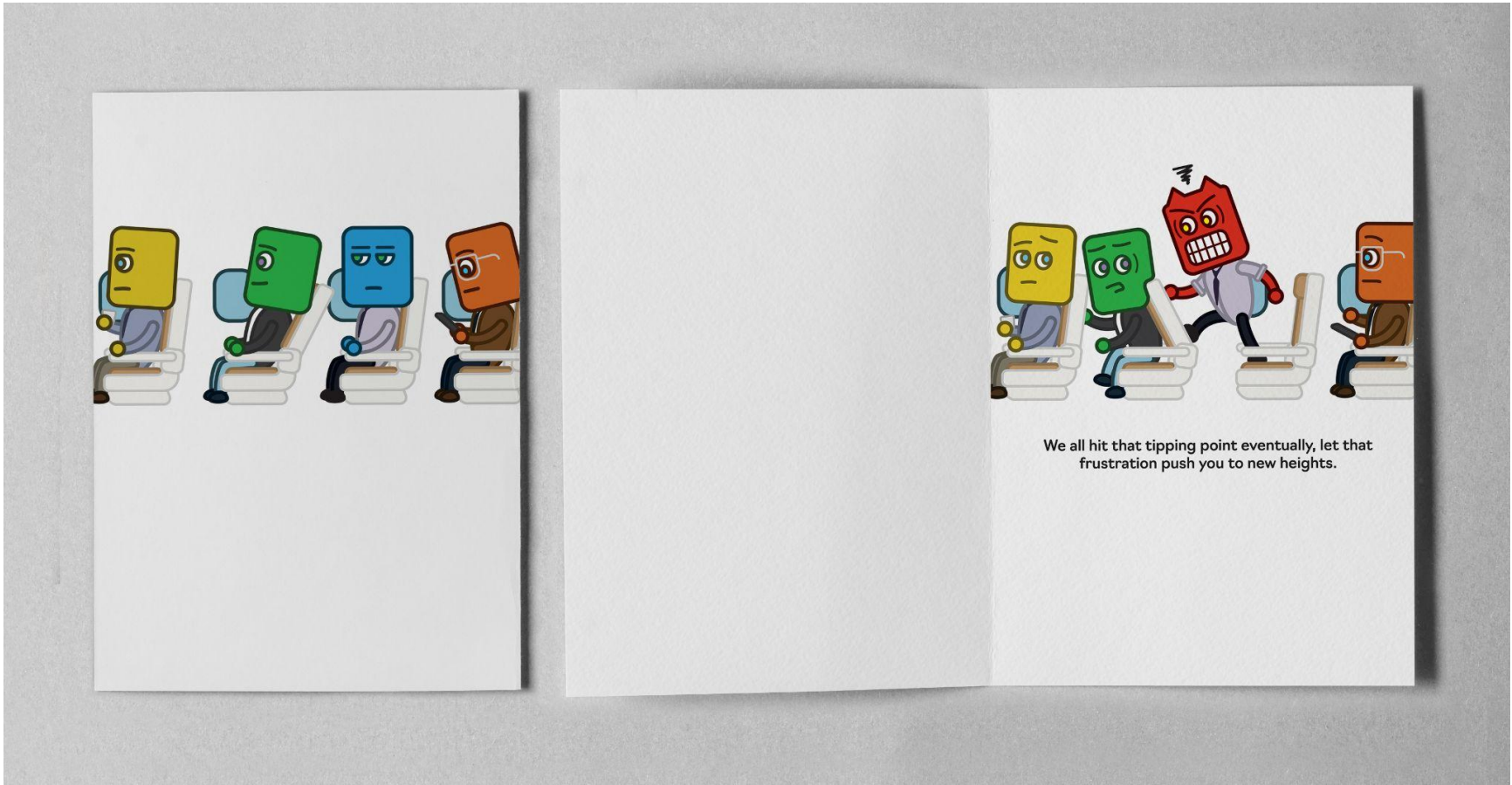
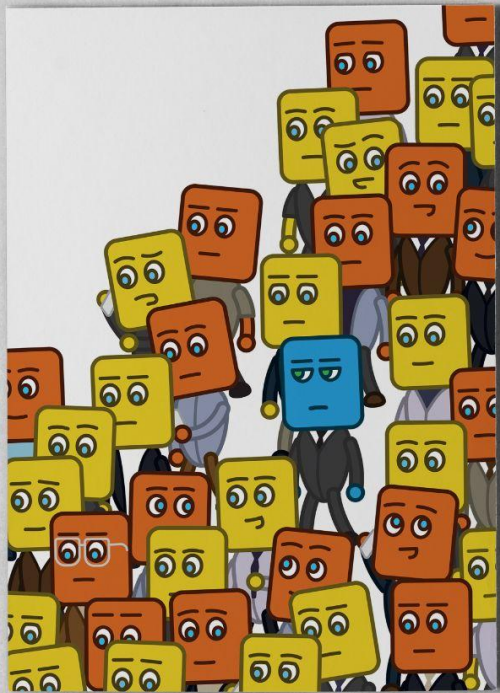


Figure 3: Greeting Card 2



We all hit that tipping point eventually, let that frustration out with some group therapy.

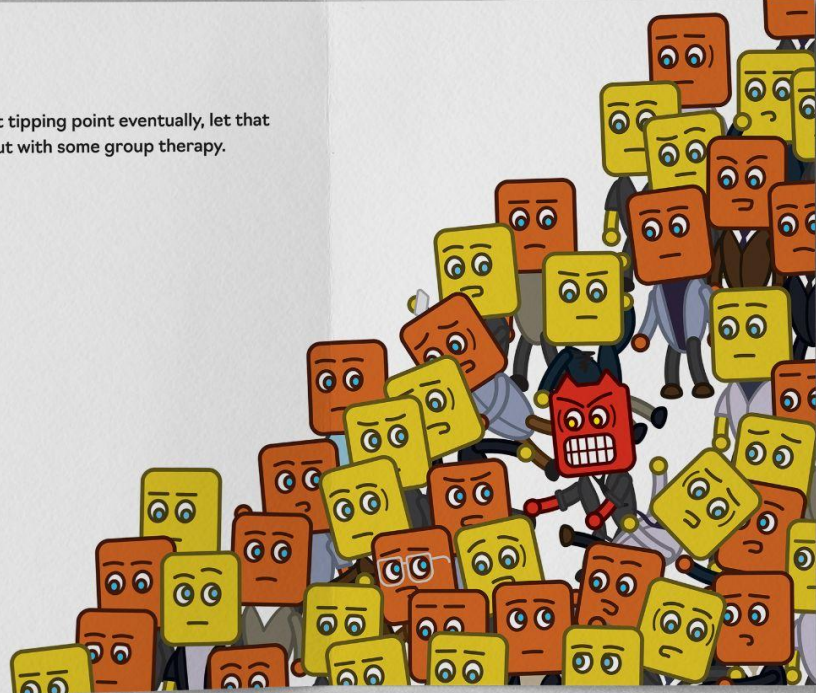


Figure 4: Greeting Card 3

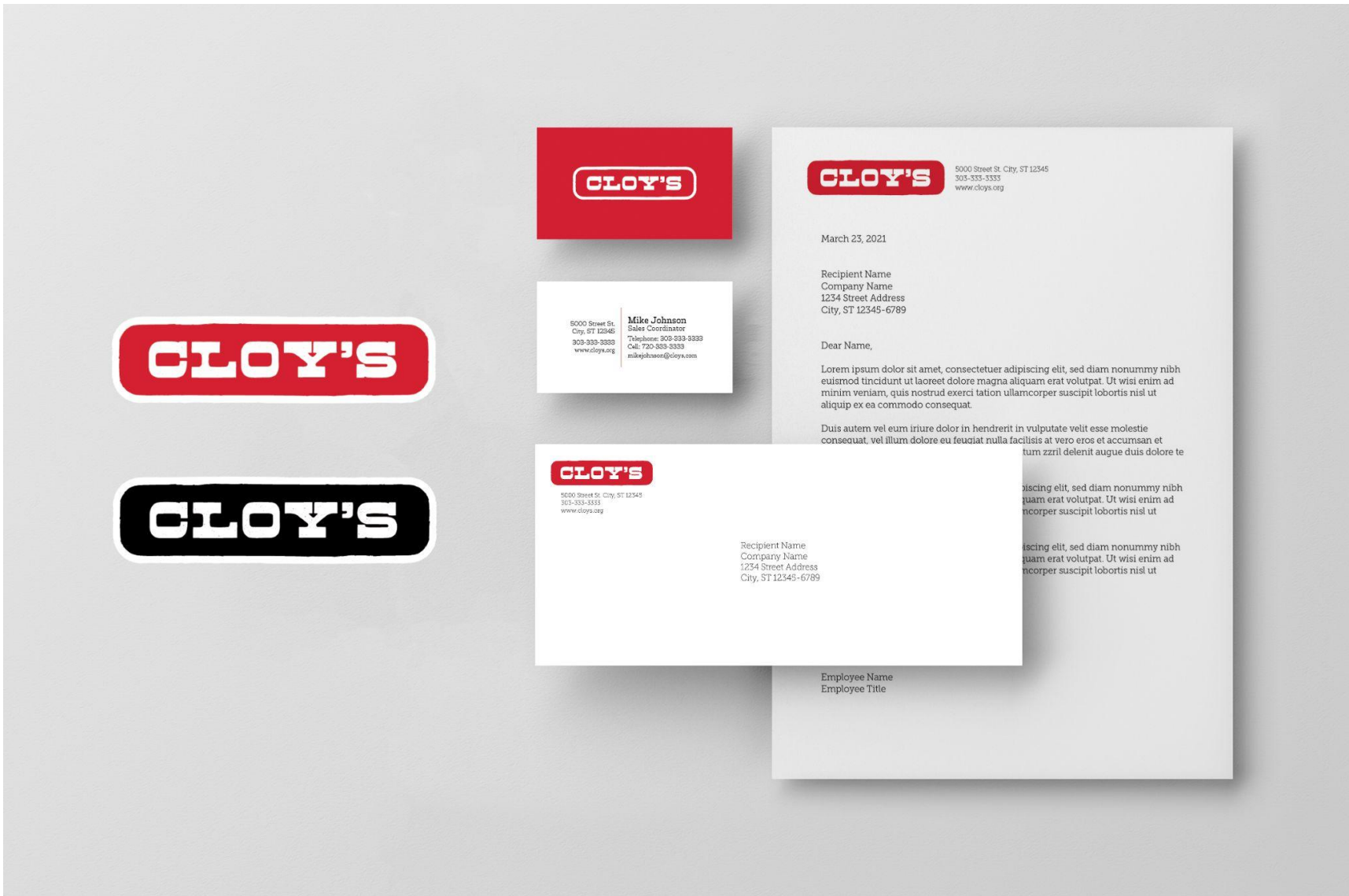


Figure 5: Cloy's Brand Items



**Figure 6: Cloy's Reception**



Figure 7: Shims Candy



Figure 8: Flamin' Winnebagos Poster



Figure 9: Typographics Store Merchandise



Figure 10: Space Exploration Posters

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Figure 11: Camp Waterfowl Digital Stickers



Figure 12: Ski Colorado Poster



Figure 13: Konstrukt Magazine