

FRANZ

KAFKA

# THE METAMORPHOSIS





## Artist Statement

Nick Morell

Every type of art has its unique sense of beauty that makes it stand out from all the others. For many people the beauty is seen through multiple colors and use of analog materials such as graphite, paint, colored pencil and much more. For me, I see a unique sense of beauty in the artwork of typography and photography in graphic design. What many may not realize is that with every typeface there are multiple weights to it creating multiple variations of thick and thin lines. Combined with imagery these typefaces come to life.

My artwork is heavily dependent on my use of typography and how it interacts to create an image or react with an image. Many people like to problem solve in art by creating a print, or drawing, but I solve my problems by strategically choosing what typeface works best for the message coming across. For example, nowhere in my work will you see a typeface that is a serif, which is one with tails on the ends of each letter. There are appropriate times to use that type of font but in my design I lean more towards using San Serif's, which are bold and hold a lot more expression.

One thing I enjoy the most about graphic design is that it is everywhere you go. It's projected that in a single day without even knowing it we are exposed to almost 5,000 advertising graphic messages a day. It's mind blowing that literally everywhere we look we are looking at a brand, logo, design, and advertisement. Art is meant to reach out to everyone and graphic design is no testament against that. If I can get someone to react to my work through its typography and/or imagery in any way than I have succeeded.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
<b>Figure 1:</b>	Beer of the Month	Graphic Design	11in x 17in
<b>Figure 2:</b>	Amy	Graphic Design	11in x 17in
<b>Figure 3:</b>	The Metamorphosis	Graphic Design	11in x 17in
<b>Figure 4:</b>	The Bulb (Logo)	Graphic Design	11in x 17in
<b>Figure 5:</b>	The Bulb (Packaging)	Graphic Design	11in x 17in
<b>Figure 6:</b>	The Bulb (Application)	Graphic Design	11in x 17in
<b>Figure 7:</b>	3X Tuesdays	Graphic Design	11in x 17in
<b>Figure 8:</b>	Look Beyond the Cup	Graphic Design	11in x 17in
<b>Figure 9:</b>	King Weenie Poster 1	Graphic Design	11in x 17in
<b>Figure 10:</b>	King Weenie Poster 2	Graphic Design	11in x 17in
<b>Figure 11:</b>	The Ampersand	Graphic Design	11in x 17in
<b>Figure 12:</b>	Sigma Chi Foundation	Graphic Design	11in x 17in
<b>Figure 13:</b>	Living Smaller	Graphic Design	11in x 17in
<b>Figure 14:</b>	Odell Brewery	Graphic Design	11in x 17in

A promotional poster for 'Beer of the Month'. The background features a stylized yellow sun with rays, a grey mountain range, and a field of golden wheat at the bottom. The text is arranged as follows:

# BEER OF THE MONTH

**COORS  
LIGHT<sup>®</sup>  
DRAUGHT  
\$2<sup>75</sup>**

**SOL<sup>®</sup>  
BOTTLES  
\$3<sup>75</sup>**

**BOULEVARD<sup>®</sup>  
HOPPY WHEAT  
BOTTLES  
\$3<sup>75</sup>**

MUST BE 21 TO BE SERVED ALCOHOL  
SIMULCASTING 7 DAYS A WEEK. OPEN 10:30 AM. FREE ADMISSION. FREE GENERAL AND VALET PARKING.  
MUST BE 18 TO WAGER AND ENTER CASINO. 21 OR OLDER TO ENTER OLD NO. 7 BAR. STAY ON TRACK. BET RESPONSIBLY. CALL 1-800-GAMBLER. SEE CLUB REMINGTON FOR DETAILS.

Figure 1: Beer of the Month





# WHAT DOES YOUR SIGMA CHI FOUNDATION DO FOR YOU?

PROVIDES  
ENHANCED  
BENEFITS  
— TO —

**63**

THOMAS  
COWAN  
— BELL —  
CHAPTERS

PROVIDES  
**100%**  
OF THE COST  
OF HORIZONS

— AWARDS —  
**\$320,000**  
IN ACADEMIC  
SCHOLARSHIPS  
ITS 9TH ANNUAL  
INCREASE OF  
— \$25,000 —

— FUNDS —  
**100%**  
OF THE NEW  
CROSSROADS  
— ALCOHOL —  
— AND DRUG —  
EDUCATION  
— PROGRAM —  
**\$80,000**

AWARDS  
**\$56,000**  
— IN —  
**GRAND  
PRAETOR  
LEADERSHIP  
— STIPENDS —**

— FUNDS —  
**100%**  
— OF THE —  
**JOURNEY  
CHAPTER  
RETREAT  
— PROGRAM —  
\$85,000**

**COVERS**  
**70%**  
OF COSTS  
— FOR THE —  
**BALFOUR  
LEADERSHIP  
TRAINING  
WORKSHOP**

— GRANTS —  
**\$25,000**  
— FOR —  
**MISSION**  
— 365 —

“Balfour Leadership Training Workshop has been an integral part of my personal and leadership development, as well as the key to the success of our chapter’s executive committee. We are so appreciative of the resources provided by the Foundation that make Balfour LTW possible.”

— Tyler Fowler, Western Illinois 2014




Figure 2: Sigma Chi Foundation





Figure 3: The Metamorphosis



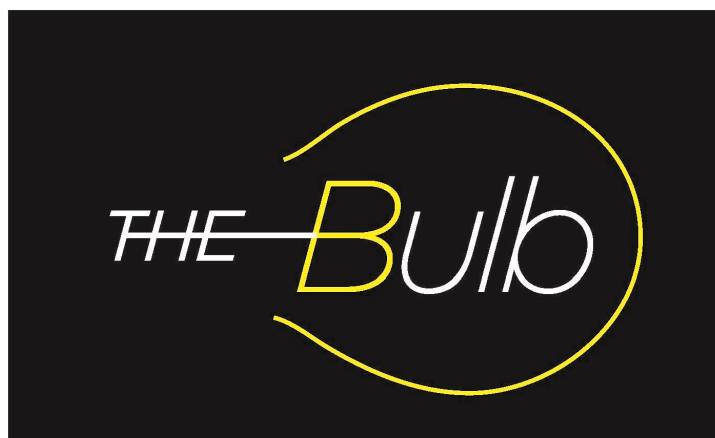
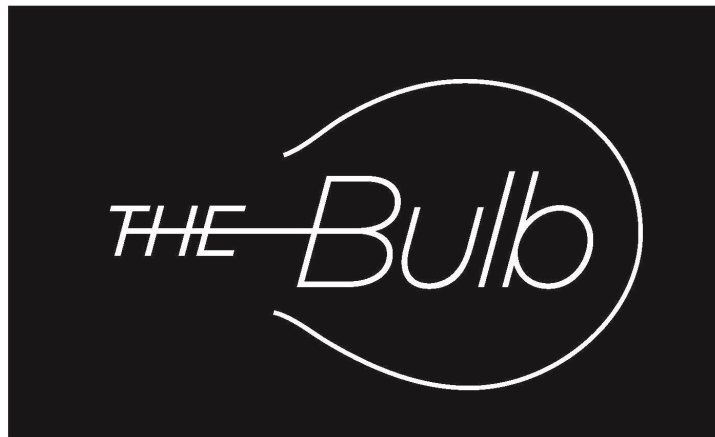
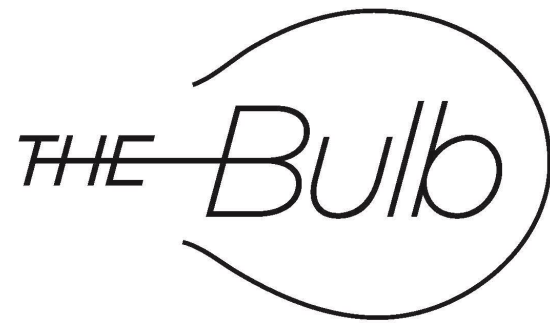


Figure 4: The Bulb (Logo)





Figure 5: The Bulb (Packaging)



Figure 6: The Bulb (Application)





Figure 7: 3X Tuesdays

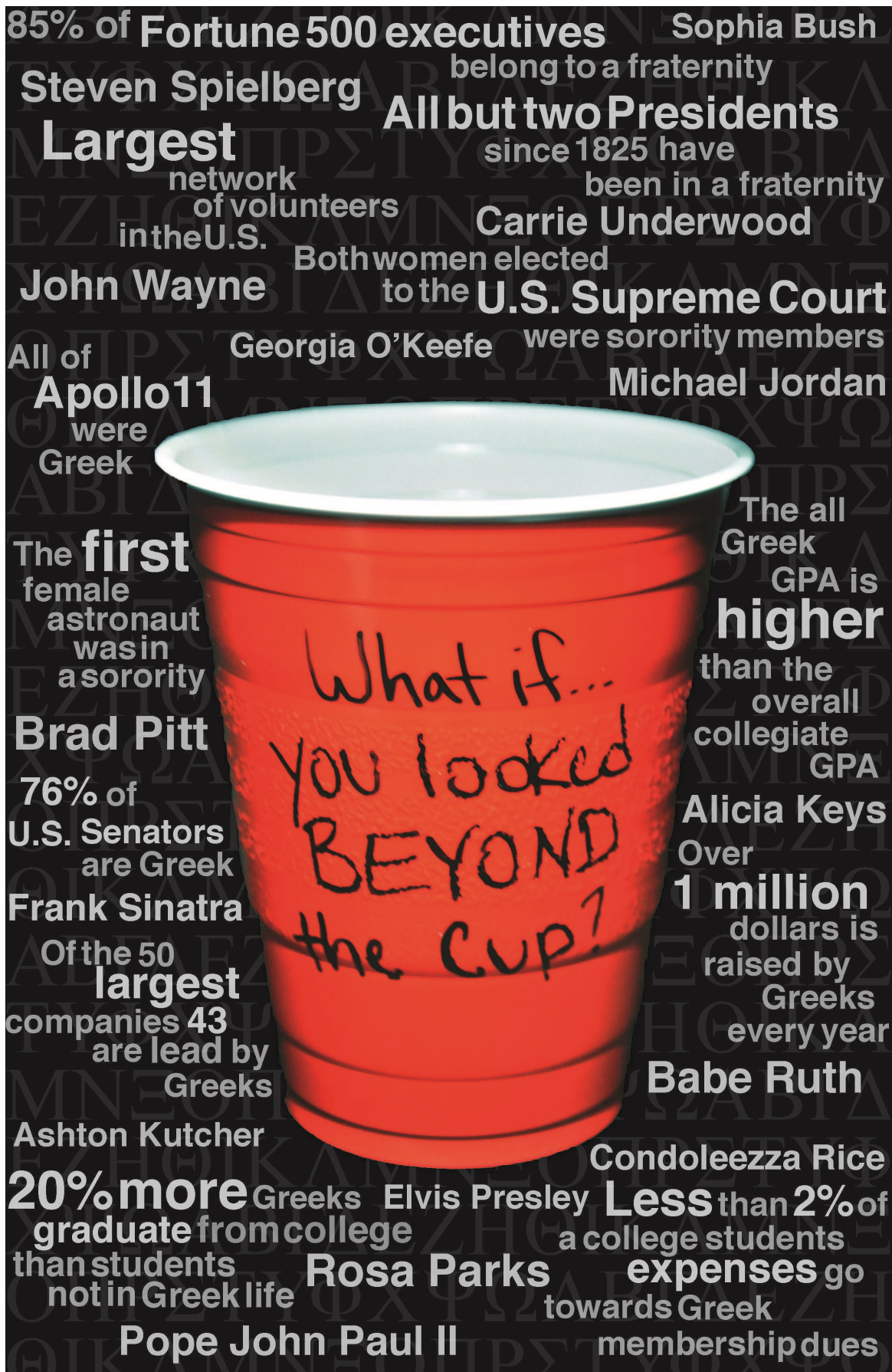


Figure 8: Look Beyond the Cup



**K**  
KING  
WEENIE

TO BE  
WEENIE  
IS  
TO BE  
**KING**

Figure 9: King Weenie Poster 1





Figure 10: King Weenie Poster 2





Figure 11: The Ampersand





# LIVING

## SMALLER

*"There is absolutely  
no room for error."*

Later this winter, a truck will pick up this prefabricated apartment from a former naval foundry in Brooklyn, carry it over the Manhattan Bridge, and deliver it to a construction site on Manhattan's East Side. A crane will hoist the unit—and 54 others like it, along with segments of stairways and elevator shafts—into the air and stack them together, creating a nine-story building.

In a city that's seen just about everything, the undertaking, a collaboration between the firm nArchitects, Monadnock Development, and the Actor's Fund Housing Development Corporation, will be a novelty twice over. For one thing, this will be the tallest building ever constructed out of prefab modules in Manhattan, and one of the first such apartment buildings in the entire city. The modules—each of which weighs the equivalent of a dozen Ford F-150s—will arrive on East 27th Street virtually move-in ready, with toilets, cabinets, and electrical sockets all in place.

*Continued on page 63.*

Figure 13: Living Smaller

## HAVE A DRINK WITH ODELL WHERE THERE'S A GLASS FOR ANY OCCASION



At Odell's we believe that there is a beer to fill a glass for any occasion. This year, we are releasing a new collectors glass series for those special days. On this sky lit occasion show us how you celebrate with Odell on social media by using #OdellOccasion for your chance to win our Red, White, and Brew collectable pint glass. Please drink responsibly and have a Happy Fourth!



## HAVE A DRINK WITH ODELL WHERE THERE'S A GLASS FOR ANY OCCASION



At Odell's we believe that there is a beer to fill a glass for any occasion. This year, we are releasing a new collectors glass series for those special days. This spooky season show us how you celebrate with Odell on social media by using #OdellOccasion for your chance to win our halloween collectable pint glass. Please drink responsibly and Happy Odelloween!



## HAVE A DRINK WITH ODELL WHERE THERE'S A GLASS FOR ANY OCCASION



At Odell's we believe that there is a beer to fill a glass for any occasion. This year, we are releasing a new collectors glass series for those special days. This winter holiday season show us how you celebrate with Odell on social media by using #OdellOccasion for your chance to win our winter holiday collectable pint glass. Please drink responsibly and Happy Holidays!



Figure 14: Odell Brewery