



Ava Kerzic

2023 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

I am passionate about using visual communication to bring my ideas to life.

My goal is to tell captivating stories with visually appealing designs. My process as an artist is simple. I start every project by sketching out my ideas after doing research and planning and then turn my ideas digital. Once I have made my idea digital, I experiment with different color options and compositions. I believe it is important to experiment with my ideas as much as possible before reaching my final piece, whether an illustration, a logo, a package design, etc. No matter the project, experimentation is key to my design process. Through this process of trial and error, I can develop creative solutions that are functional and well thought out. I draw inspiration from multiple sources, and I am constantly seeking new ways to keep my work fresh and innovative.

My work is driven by a desire to create favorable designs and effectively communicate the intended message to my audience. I work closely with clients to understand their needs and end goals and am always open to feedback and suggestions. By working together, we can collaboratively create designs that exceed your expectations.

Title**Original Format**

Figure 1: Stephen King Poster Designs 1	Illustrator, 11 in x 17 in
Figure 2: Stephen King Poster Designs 2	Illustrator, 11 in x 17 in
Figure 3: Stephen King Brochure	Illustrator, Sizes vary
Figure 4: Among the Trees Book Spread and Cover	Illustrator, 11 in x 17 in
Figure 5: Target Christmas Poster Designs	Illustrator, 11 in x 17 in
Figure 6: Tech vs. Brain Poster	Illustrator, 11 in x 17 in
Figure 7: Stickers	Procreate, Illustrator 8.5 in x 5.5 in



Figure 1: Stephen King Poster Designs 1

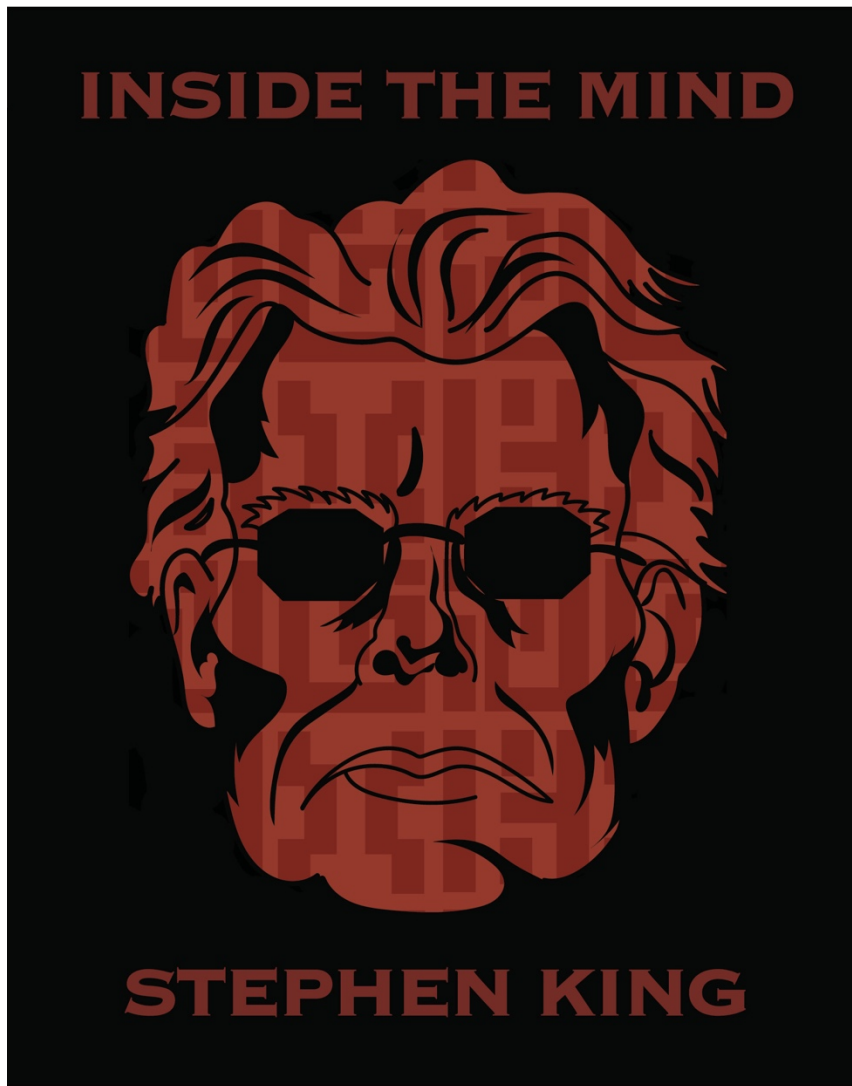


Figure 2: Stephen King Poster Designs 2



NEGATIVE SPACE



Figure 3: Stephen King Brochure



Figure 4: Among the Trees Book Spread and Cover



Happy Holidays 



Merry Christmas 

Figure 5: Target Christmas Poster Designs

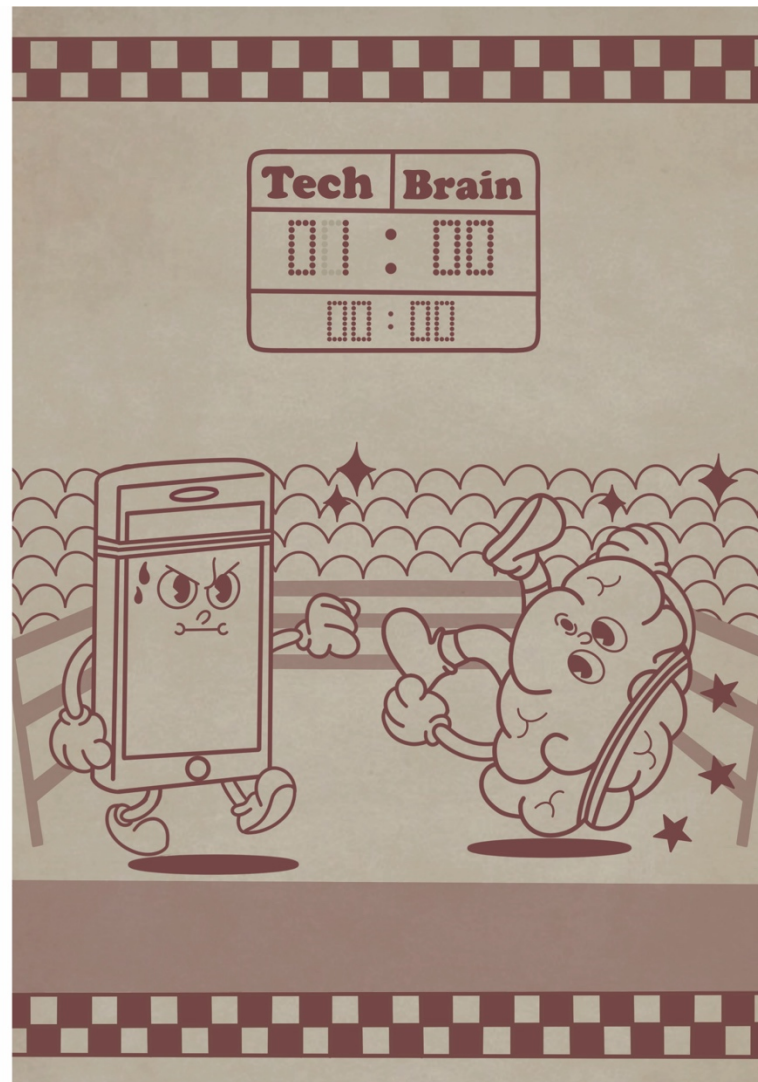


Figure 6: Tech vs. Brain Poster



Figure 7: Stickers