



PRIMARY LOGO

SECONDARY LOGO



TYPOGRAPHY

Hand-drawn Custom Typeface
Roboto - Medium



ALTERNATE LOGO COLOR



ICONS



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2024 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My work as a graphic designer highlights the interplay between the user or viewer and the object which I have designed. The end goal of all my work is to create something which communicates a message efficiently and effectively but does so in a way that stands out to the audience. The interplay of typography, color, layout, and many other aspects are the building blocks which I use to blend creativity with purpose. I design to create community and to create change. The process of design is what excites me, I enjoy discovering which interplay of elements allows for the best interaction between the design and the viewer. Ultimately, my goal as a graphic designer is to forge connections between ideas, between brands and their audiences, and between myself and the viewer. Through my designs, I work to create experiences that are not only visually stunning but also create lasting connections between the client and the consumer.

Title	Original Format
Figure 1: Haight-Ashbury Brand Board	Illustrator, 11 in x 17 in
Figure 2: Haight-Ashbury Campaign Board	Illustrator, 11 in x 17 in
Figure 3: Dementia Poster Zine – Main Poster	Photoshop, A1
Figure 4: Dementia Poster Zine – Cover, Intro, and Interview pages	Photoshop, A4-A2
Figure 5: Pigeons on the Roof	Illustrator, 18 in x 24 in
Figure 6: “MEOW!” Illustration Series	Procreate, 7 in x 10 in (each)

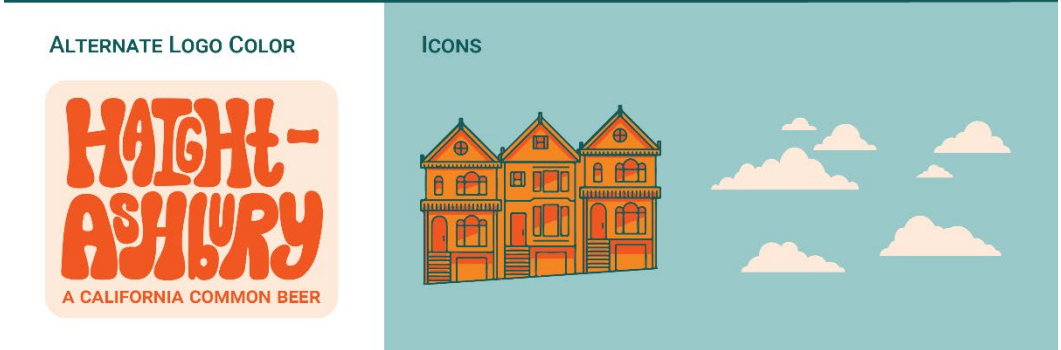


Figure 1: Haight-Ashbury Brand Board

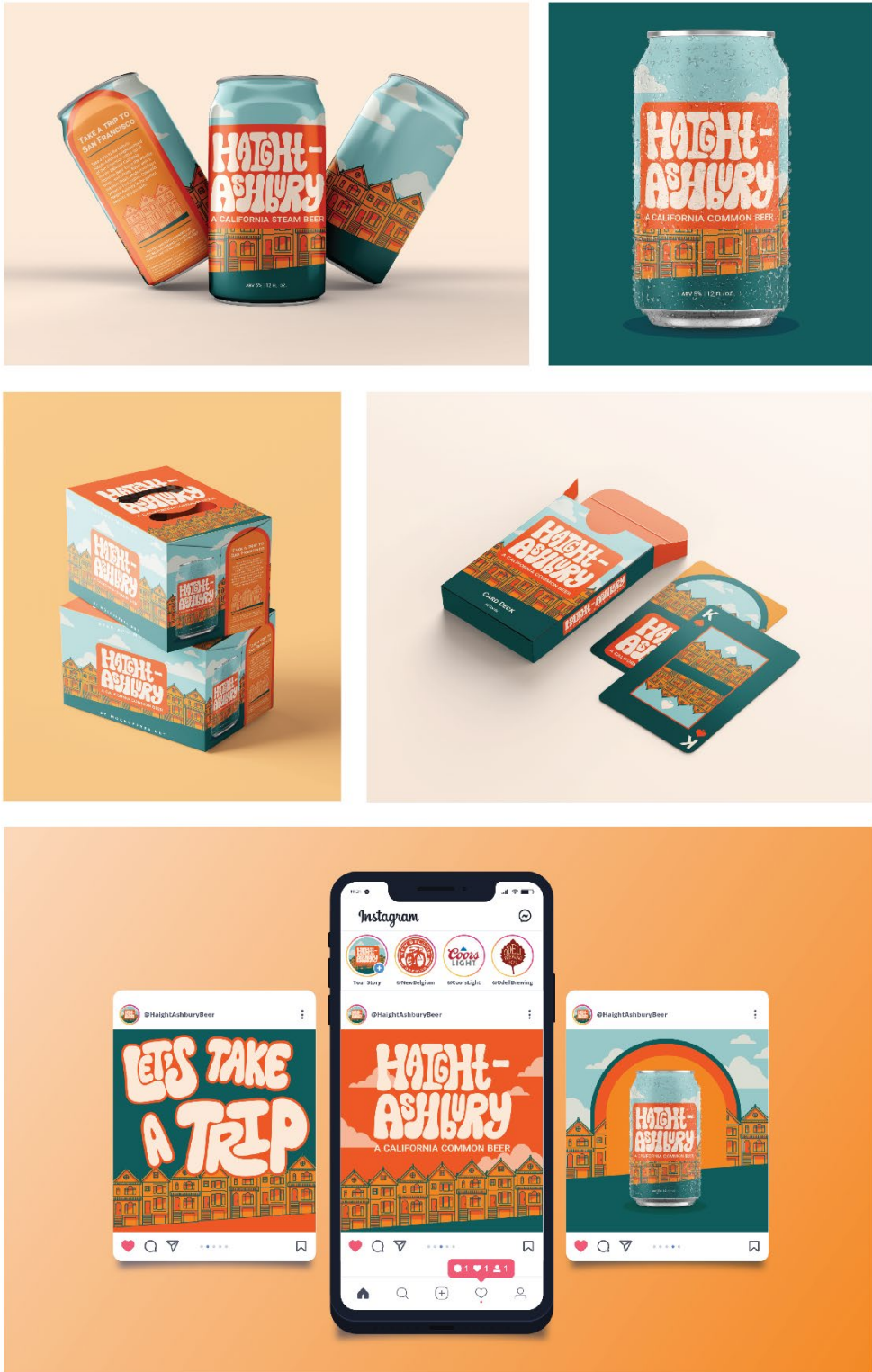


Figure 2: Haight-Ashbury Campaign Board



Figure 4: Dementia Poster Zine – Cover, Intro, and Interview pages

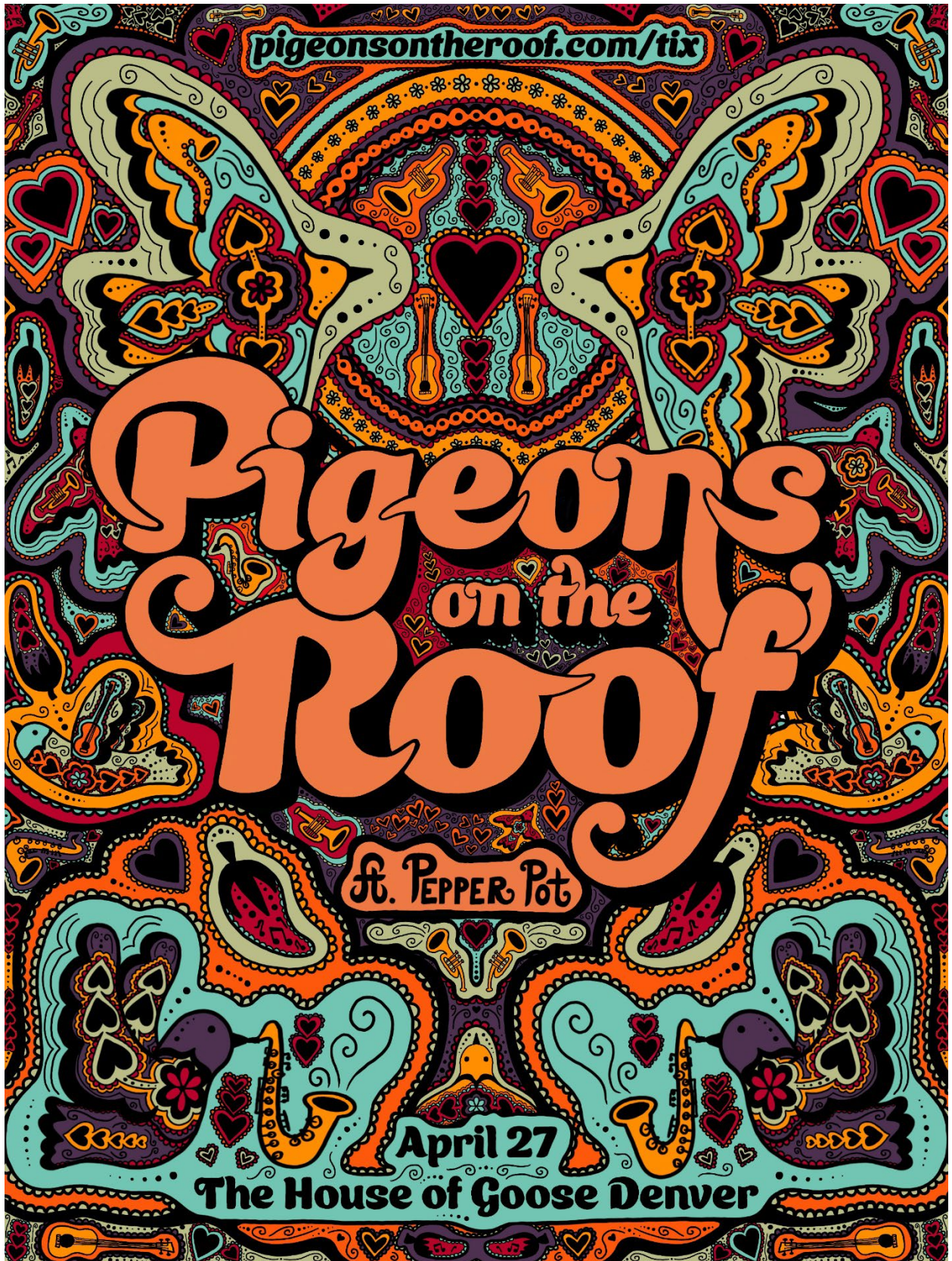


Figure 5: Pigeons on the Roof

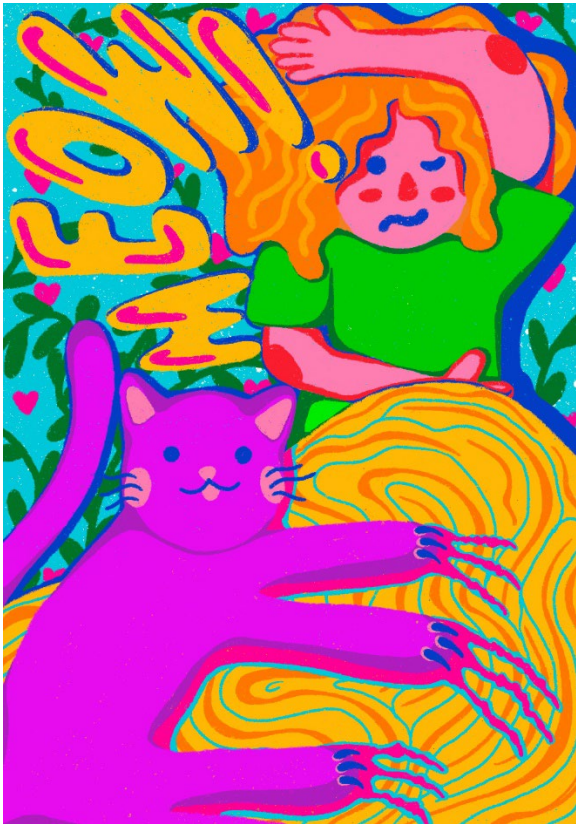


Figure 6: "MEOW!" Illustration Series