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Artist Statement

Andy Hua

My art tends to be less spontaneous and more process based. I start with an initial concept and plenty of research. I often also reframe the design solution to find new points of entry into my projects. After finding direction, I begin to explore alternate variations and iterations with relevant text and imagery. I try to find simple and overlooked connections between ideas, while playing with creative limits and parameters.

My work is driven by the desire to explore how concepts can ultimately manifest themselves into visual expression through playing with imagery. The concept begins as a spark... a creative impulse, igniting a framework of ideas that begs to be played with. From there, I push the idea forward by prototyping the ideas and iterating until I reach a solution that feels well resolved and integrated as a whole.

This concept-oriented process overcomes boundaries imposed by media. By focusing on the idea, the solution can take many forms across various media. Even though the choice in media does have an effect on how a piece is received, it will inherently still have a strong impact because of the nature of layered meaning that is inherent in substantial design concepts.

	<u>Title</u>	<u>Media</u>
Figure 1:	Colloquium Poster 1	Digital Illustration
Figure 2:	Colloquium Poster 2	Digital Illustration
Figure 3:	Elysium Logos	Digital Illustration
Figure 4:	Elysium Travel Poster 1	Digital Illustration
Figure 5:	Elysium Travel Poster 2	Digital Illustration
Figure 6:	Mars Ecesis Ad 1	Digital Illustration
Figure 7:	Mars Ecesis Ad 2	Digital Illustration
Figure 8:	Mars Ecesis Ad 3	Digital Illustration
Figure 9:	Mars Ecesis Logos	Digital Illustration
Figure 10:	Mars Ecesis Stationary	Digital Illustration
Figure 11:	Mars Ecesis Website: About Us	Digital Illustration
Figure 12:	Mars Ecesis Website: Contact Us	Digital Illustration
Figure 13:	Mars Ecesis Website: Home	Digital Illustration
Figure 14:	Mars Ecesis Website: Landing Page	Digital Illustration
Figure 15:	Mars Ecesis Website: Policy	Digital Illustration
Figure 16:	Mars Ecesis Website: Support Us	Digital Illustration
Figure 17:	Rolling Stones: Ashton Mocked	Digital Illustration
Figure 18:	Rolling Stones: Ashton	Digital Illustration
Figure 19:	Rolling Stones: Cobain Mocked	Digital Illustration
Figure 20:	Rolling Stones: Cobain	Digital Illustration
Figure 21:	Rolling Stones: Marley Mocked	Digital Illustration
Figure 22:	Rolling Stones: Marley	Digital Illustration
Figure 23:	Sustainable Economy Poster	Digital Illustration
Figure 24:	Undersea Colonies Spread	Digital Illustration

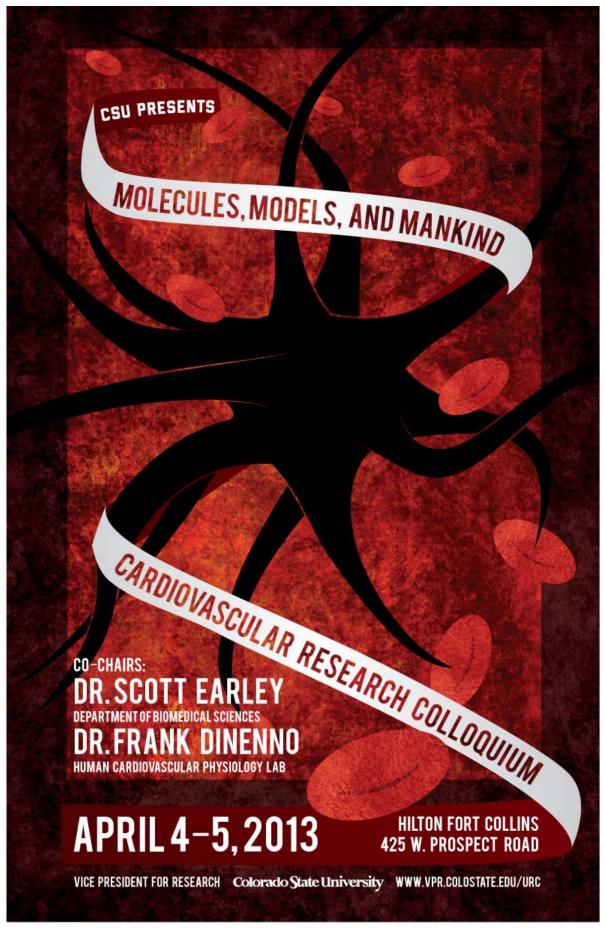


Figure 1: Colloquium Poster 1.

CSU PRESENTS: MOLECULES, MODELS, AND MANKIND CARDIOVASCULAR RESEARCH COLLOQUIUM APRIL 4-5, 2013 HILTON FORT COLLINS 425 W PROSPECTROAD VICE PRESIDENT OF RESEARCH WWW.VPR.COLOSTATE.EDU/URC Colorado State University

Figure 2: Colloquium Poster 2.



Figure 3: Elysium Logos.



Figure 4: Elysium Travel Poster 1.

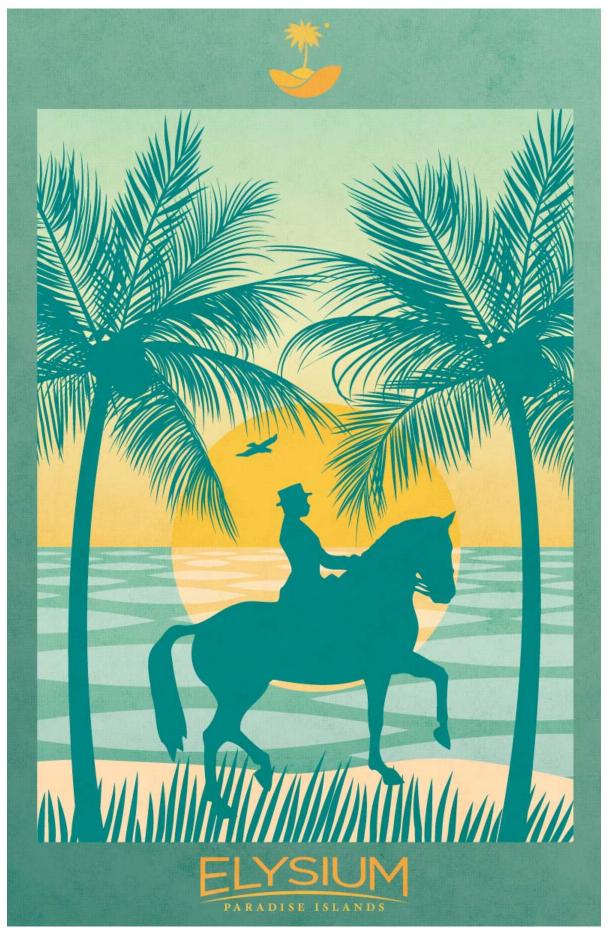


Figure 5: Elysium Travel Poster 2.

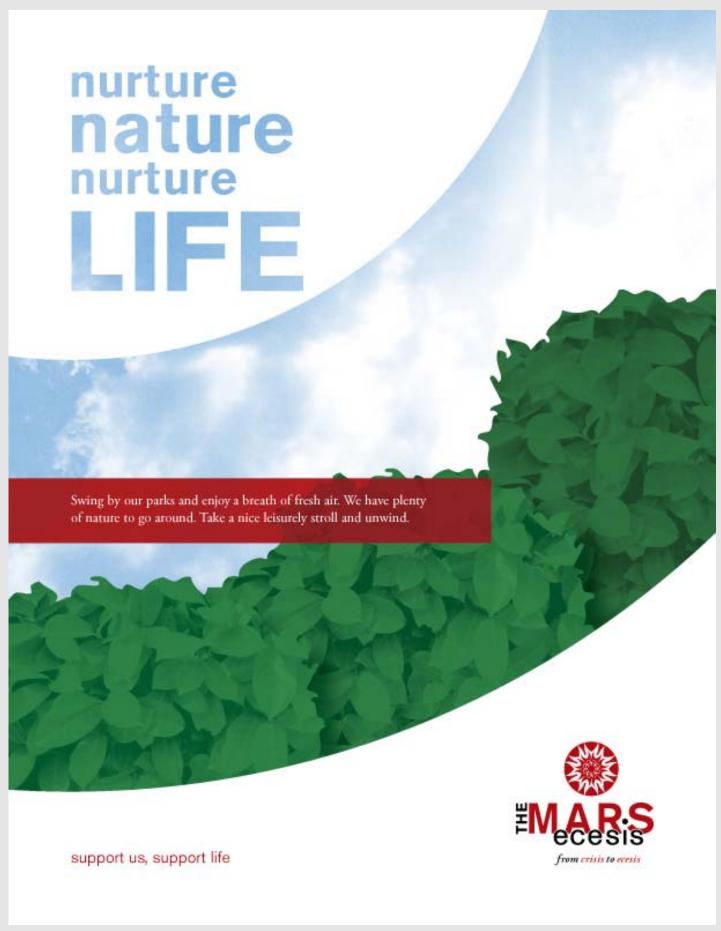


Figure 6: Mars Ecesis Ad 1.

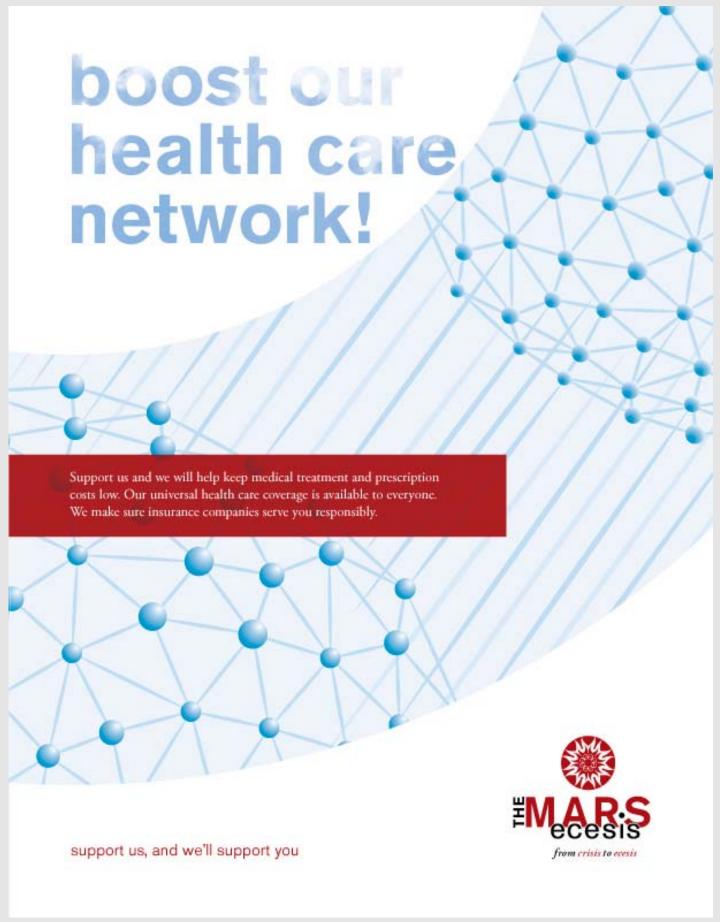


Figure 7: Mars Ecesis Ad 2.

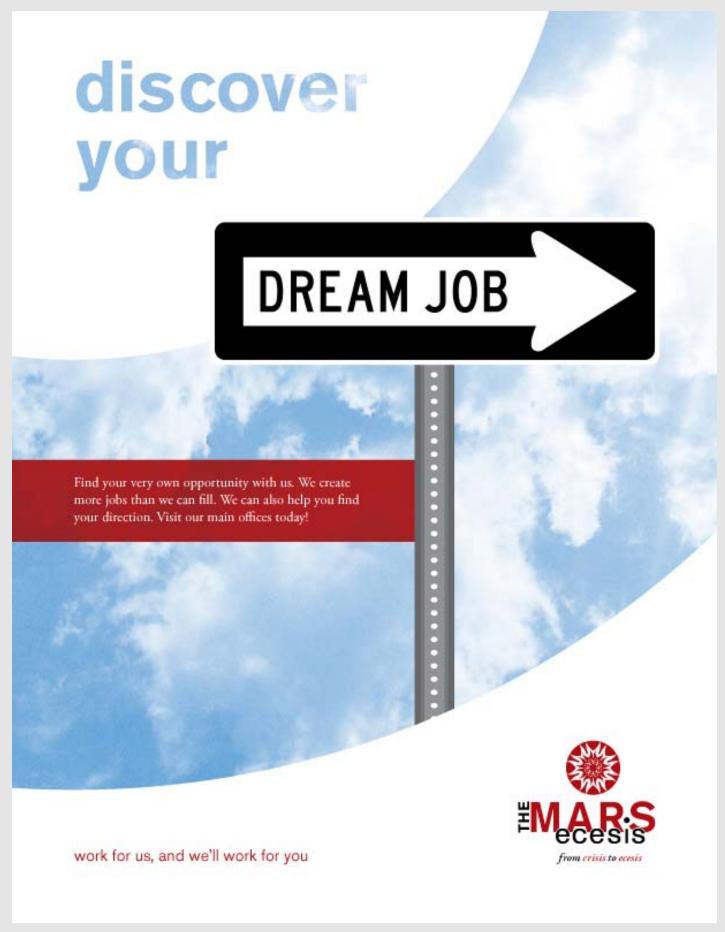


Figure 8: Mars Ecesis Ad 3.







Figure 9: Mars Ecesis Logos.



Figure 10: Mars Ecesis Stationary.



Figure 11: Mars Ecesis Website: About Us.

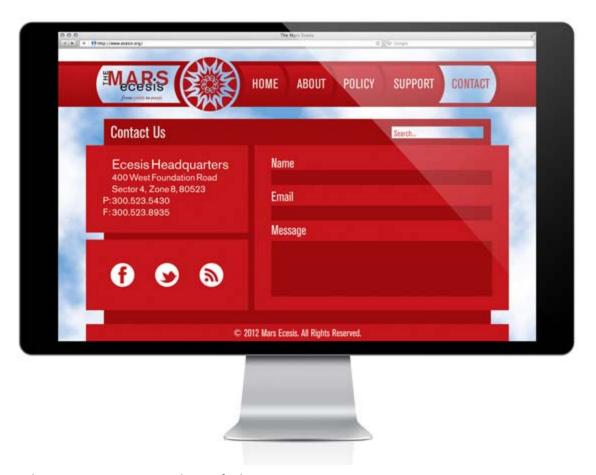


Figure 12: Mars Ecesis Website: Contact Us.

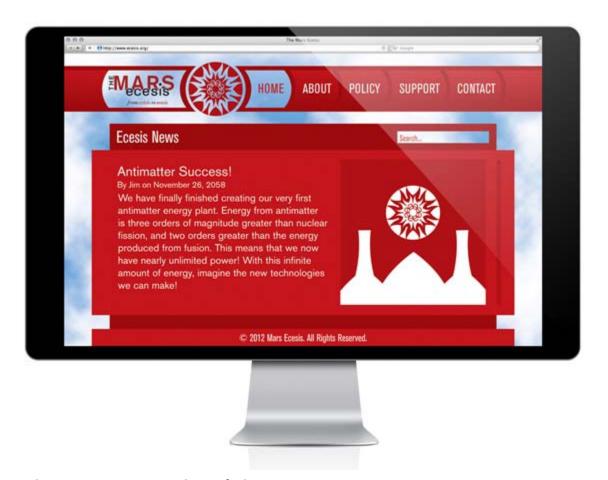


Figure 13: Mars Ecesis Website: Home.



Figure 14: Mars Ecesis Website: Landing Page.

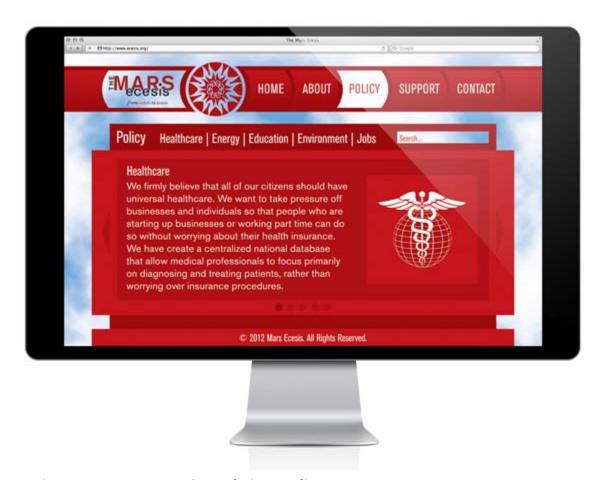


Figure 15: Mars Ecesis Website: Policy.



Figure 16: Mars Ecesis Website: Support Us.



Figure 17: Rolling Stones: Ashton Mocked.



Figure 18: Rolling Stones: Ashton.

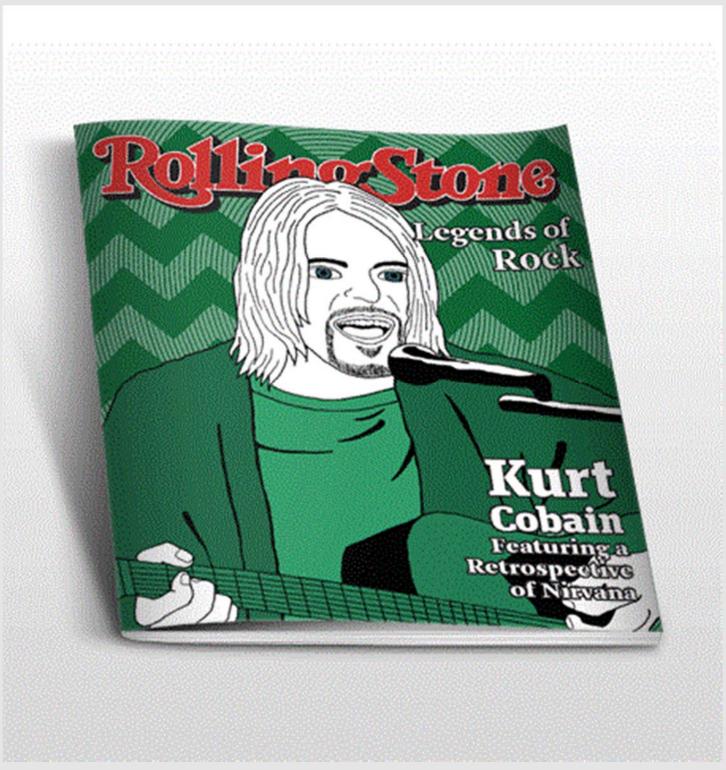


Figure 19: Rolling Stones: Cobain Mocked.



Figure 20: Rolling Stones: Cobain.

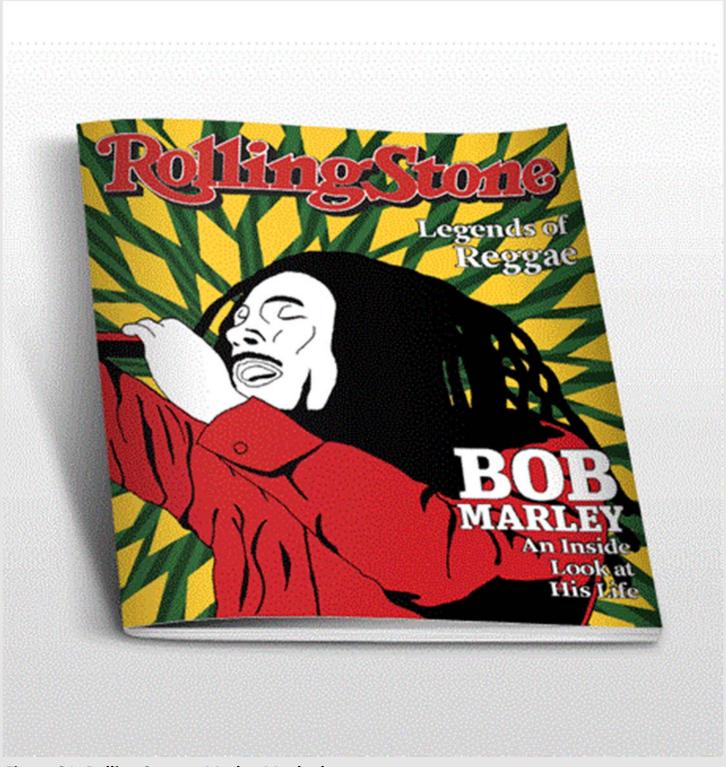


Figure 21: Rolling Stones: Marley Mocked.



Figure 22: Rolling Stones: Marley.

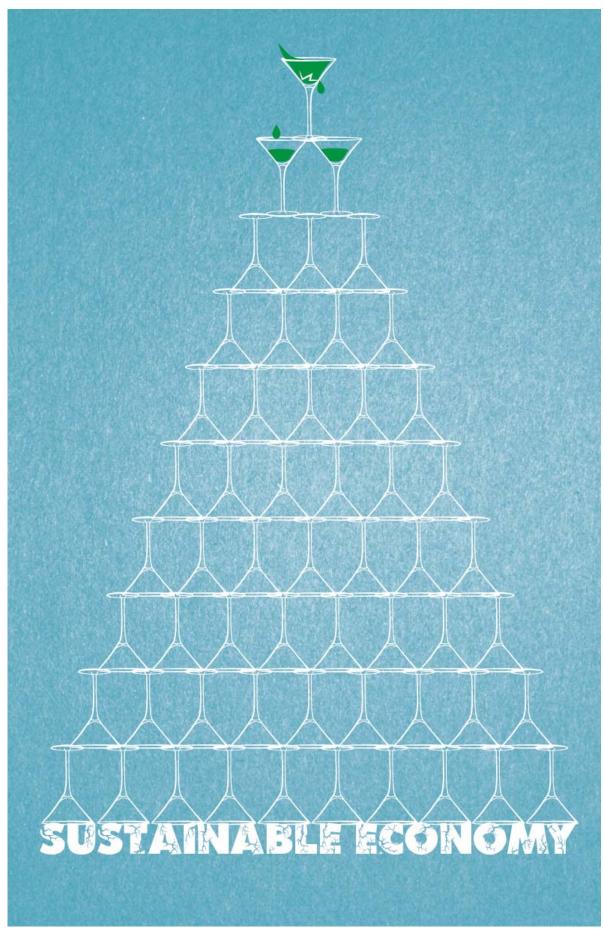


Figure 23: Sustainable Economy Poster.



Figure 24: Undersea Colonies Spread.