



EQUINOX
- BREWING -

O'Rion
IRISH RED ALE

est. 2010
Fort Collins, CO

EQUINOX
- BREWING -

*Dream
Away*

HAZY IPA
est. 2010
Fort Collins, CO

EQUINOX
- BREWING -

*Lunar
Tripel*
IMPERIAL IPA

est. 2010
Fort Collins, CO

Carly DiFraia

Fall 2024

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My approach to design is heavily influenced by my background in painting. I strive to merge the objectivity of design with the subjectivity of fine art. This duality pushes me to explore and question the established “rules” and parameters imposed by design. Through my skepticism of these norms, I aim to create work that not only meets functional design needs but also pushes outside of those boundaries.

I also recognize the significance of design history and its relationship to our contemporary context, understanding that design is a mirror reflecting where we are positioned within that history. This also informs my creative process, which always begins with traditional tools—paper and pencil. This initial process helps me to think beyond the constraints of the digital realm, in order to have a deeper understanding of how design interacts in physical spaces.

Title**Original Format**

Figure 1: CSU Design Week

Illustrator, 11 in x 17 in

Figure 2: Equinox Brewing Branding

Illustrator, Dimensions Variable

Figure 3: Science Article Cover and Graphical Abstract

Illustrator, 8.3in x 11in, 560 × 1100 pixels

Figure 4: "Harold and the Unexpected Friend"

Hardcover Book, illustrated in Procreate, 12in x 15in

Figure 5: "BierHausle"

Illustrator, Dimensions Variable

Figure 6: "Paper Poetry"

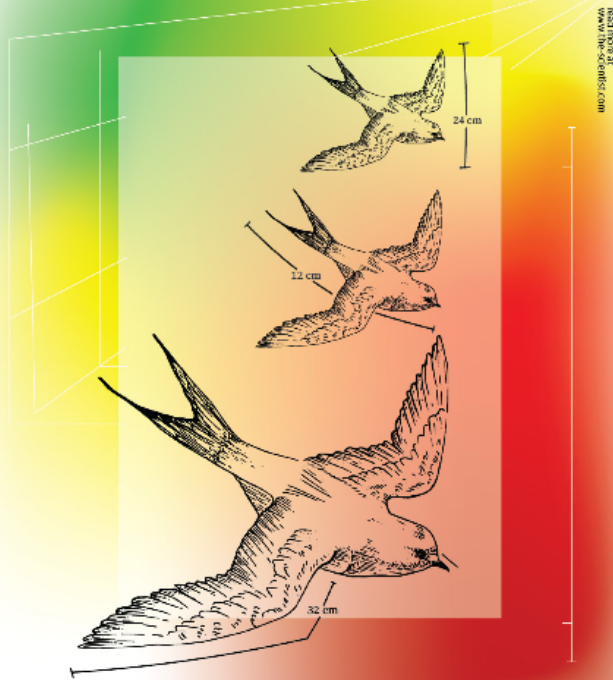
Illustrator, Dimensions Variable



Figure 1: CSU Design Week



Figure 2: Equinox Brewing Rebrand + Packaging



WING SPAN: 24 CM
22 CM
32 CM

Animals are Shape-shifting in Response to a Warming World.

- Forced to respond to a climate that's changing faster than it ever has, it remains unclear whether species' adaptations can keep pace.

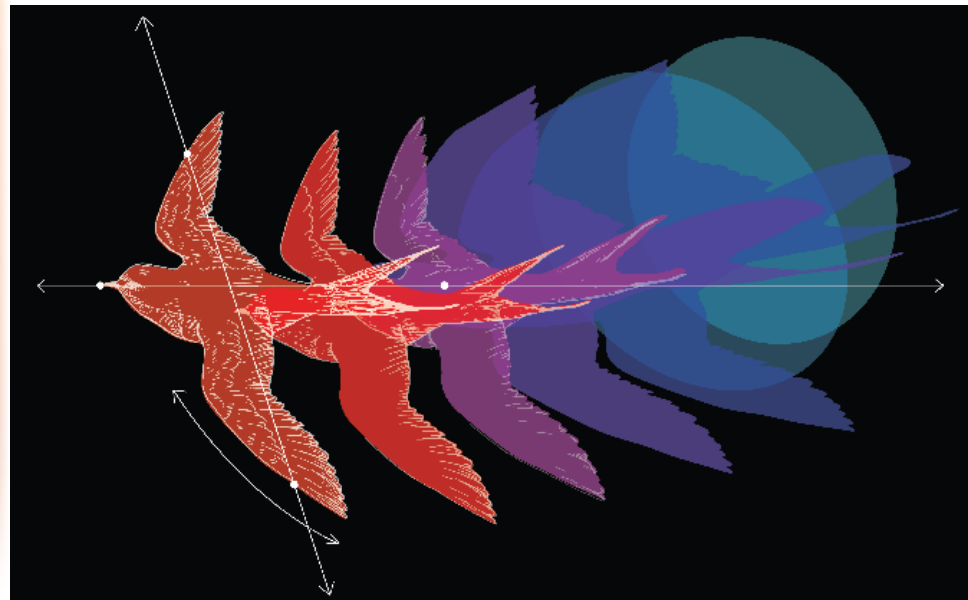


Figure 3: Science Article Cover and Graphical Abstract

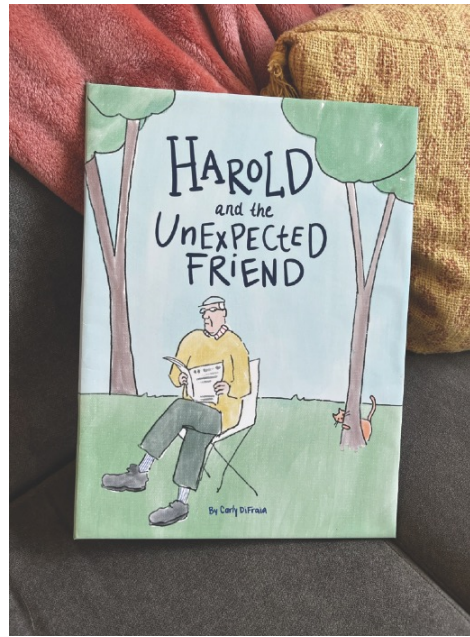


Figure 4: Harold and the Unexpected Friend

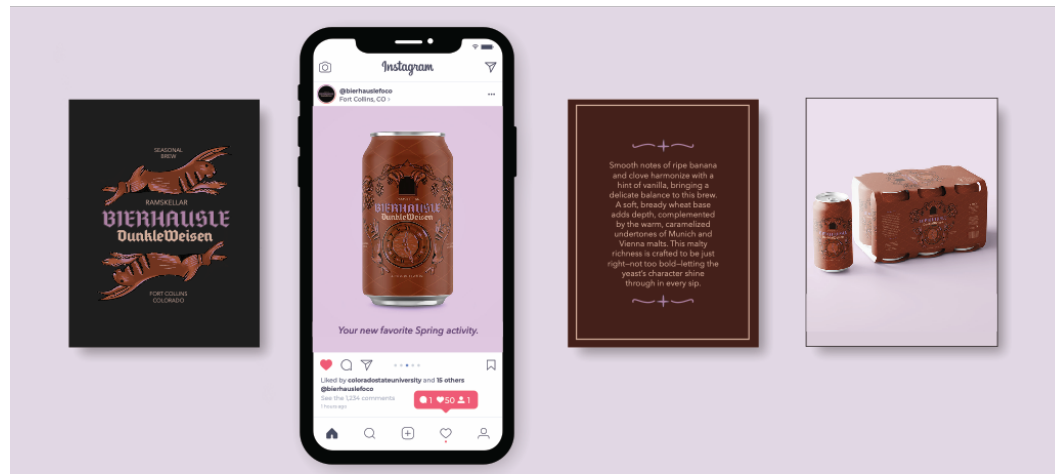


Figure 5: BeirHausle



Figure 6: Paper Poetry

