

Falyn Sebastian

2023 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

Graphic design consistently inspires me to connect with people. Growing up in Hawaii has taught me many things about language, as well as culture and symbolism. I was always surrounded by a deeply rooted history, as well as captivating story tellers. Being able to visualize these narratives for myself was great, but it always urged me to create the beauty I saw for others. My passion for art was ultimately the gateway to graphic design and the potential that visual communication holds.

I love the idea of being that bridge for individuals to express what they want to say through design. With a devotion to branding and digital illustration, I strive to offer my skillset and cater my personal style to great purposes. I enjoy learning about new concepts and adapting to the variety of projects that are out there. Brewing new ideas through meaningful conversation and the input of others are pivotal pieces of the bigger picture. As I curate unique typography and eccentric illustrations, I know that experimentation creates some of the most original works. The process of creation through various materials extending from graphic design grows my curiosity and passion for bringing stories to life.

Title	Original Format
Figure 1: Through & Through; Book	Illustrator, InDesign, 9 in x 6 in
Figure 2: Through & Through; Interior	Illustrator, InDesign, 9 in x 12 in
Figure 3: Timely Tasks; Logos	Illustrator, InDesign, 3840 x 2160 px
Figure 4: Timely Tasks; Applications	Illustrator, InDesign, 3840 x 2160 px
Figure 5: Carmen Opera Poster	Fresco, Illustrator, 16 in x 22 in
Figure 6: Stephen's Rebrand; Brand board	Illustrator, InDesign 11 in x 17 in
Figure 7: Stephen's Rebranding: Applications	Illustrator, InDesign 11 in x 17 in
Figure 8: Halloween Party; Poster	Illustrator 11 in 17 in
Figure 9: Halloween Party; Postcard and Socials	Illustrator 11 in x 17 in



Figure 1: Through & Through Cover

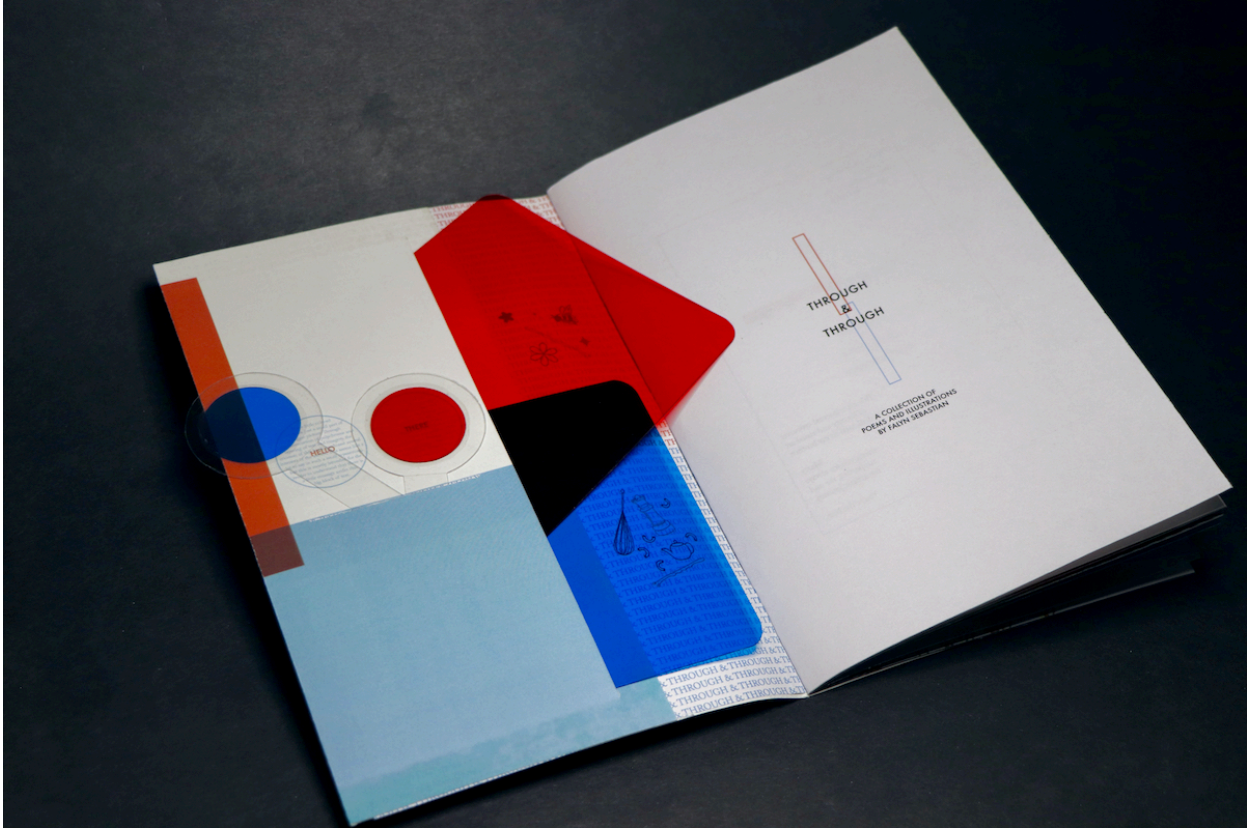


Figure 2: Through & Through

our logos.

timely
tasks

The mark for Timely Tasks is designed to display connectivity and balance. The straight edges and curves are meant to mimic the relationship of the rigid working world and the round style of personal life. The title of the 'i' is a symbol of a small time frame, quite like a clock. Time and clocks play a large role in whether or not one takes care of themselves.



The symbol for Timely Tasks is designed to represent the two 't's of the campaign's name, while incorporating the clock symbol. As both are represented in the classic logo, this is meant to be easily distinguishable for brief representation in projects and socials.

colors galore: symbol.

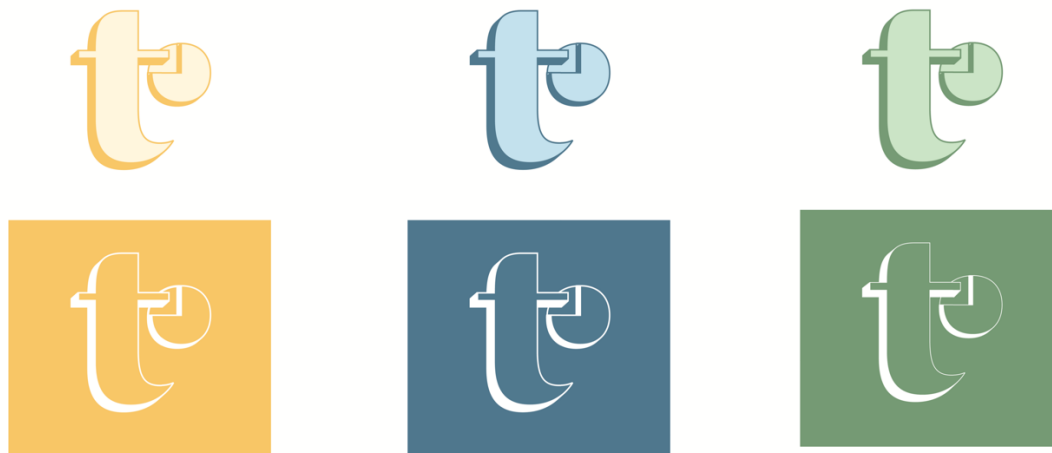
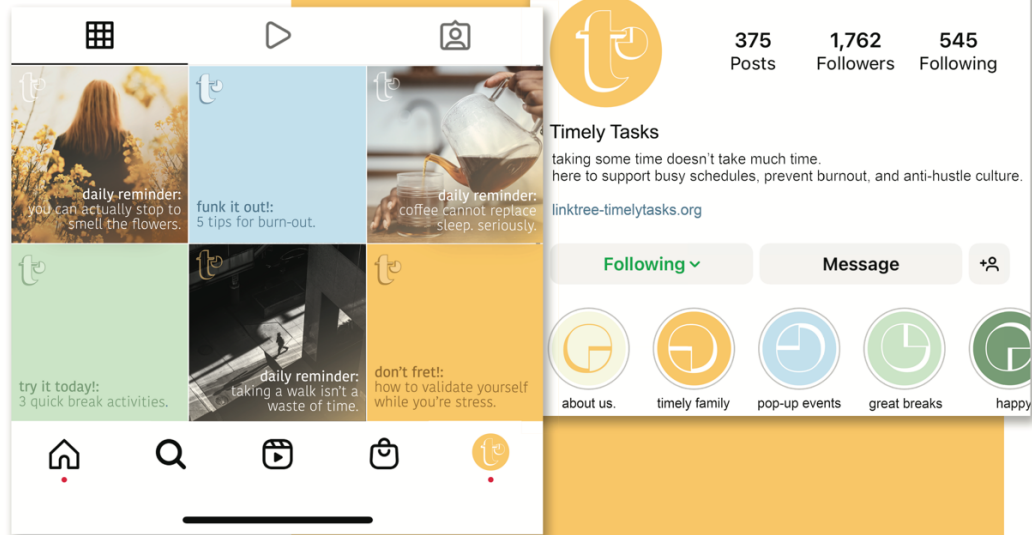


Figure 3: Timely Tasks; Logos

social campaign.

The essential part of Timely Task's mission is a social media campaign. These are examples of the format for which Timely Task's markets to their audiences virtually and most consistently. Daily posts include reminders of work-life wellness and tips on how to maintain a balanced life through digestible and enjoyable posts.



physical marketing.

In order to promote Timely Tasks, some physical marketing would be utilized. These are two examples of physical renders; a hopscotch and assorted sticky notes.

The hopscotch would essentially promote the idea of taking short, brain breaks throughout the day while walking on campus. The messages are meant to encourage students to be active and enjoy fun activities during their busy schedules.

The sticky notes have a similar purpose, but meant for work spaces. Each note would have a different memo that queues students to do something like writing a note to a coworker, or to even get up and stretch for a bit.



Figure 4: Timely Tasks; Applications

 Fort Collins
Opera House

CARMEN

8:00 PM, SATURDAY, JULY 15, 2023



314 EAST MOUNTAIN AVENUE
FORT COLLINS, COLORADO 80524
970.555.4008
FCOPERAHOUSE.COM

Figure 5: Carmen Opera Poster



STEPHEN'S



ELEMENTS & ICONS



TYPOGRAPHY: FUTURA - MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Figure 6: Stephen's Rebrand; Brand Board



Figure 7: Stephen's Rebrand; Applications



Figure 8: Halloween Party; Poster

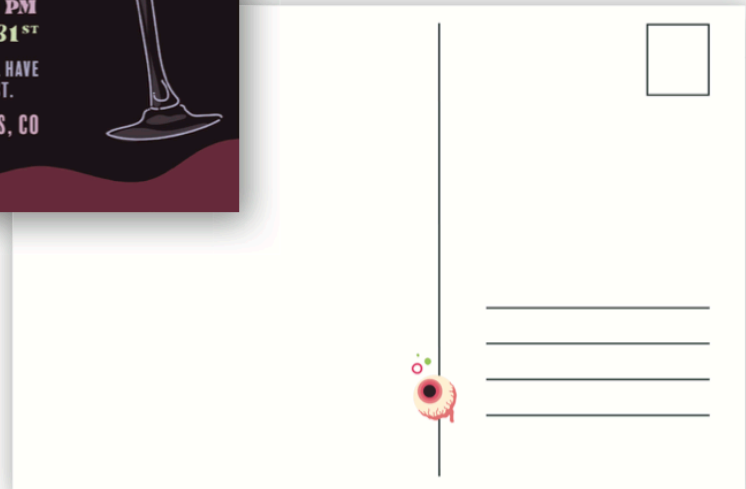


Figure 9: Halloween Poster; Postcard and Socials