



Ashley Simon

Spring 2025

Capstone - Graphic Design

Department of Art and Art History

I create in the hope of provoking thought and emotions to the viewers through my intentional, refined and high quality pieces. Many of my works reflect the collision of beauty and stillness, creating a sense of timeless designs. Embracing the opulence within, my designs are carefully crafted to invoke an experience of exquisiteness and elegance. My work is heavily inspired by luxury brands, highlighting a sleek high-class taste. This style developed over time as my previous work was very bright, color heavy, and represented the younger parts of life and human experience through color. As I developed my own style, I found myself to be heavily inspired by my surroundings such as fashion, photography, architecture, people, and everyday life.

Personally, I feel that materials are more than just an object or physical piece, as I see materials as a language. Using materials that work together can speak volumes, making the whole work of art come to life. Many times my art speaks for itself, as the process of layering materials and techniques is highlighted. Using organic materials that can collide with modern design elements, where multimedia meets multi medium. My work represents passion and beauty through youth welcoming people to be still through the chaos of life. My main goal is to invoke a sense of emotion from the colors, the typography, and the design itself. Having the sample be representative, while holding tangible attraction.

Title	Original Format
Figure 1: Illustrated Book- Net Zero	InDesign, 7 in x 9 in
Figure 2: Opera Poster- La Bohémé	InDesign, 24 in x 36 in
Figure 3: Environment/SocialPoster	Illustrator, 16 in x 22 in
Figure 4: Logo- Buona Vigneto	Photoshop, 4.5 in x 4.5 in
Figure 5: Brochure- Buona Vigneto	Illustrator, 11 in x 17 in
Figure 6: Logo- The Blue Bearry Cafe	Logos vary in size
Figure 7: Menu- The Blue Bearry Cafe	Illustrator, 9 in x15 in
Figure 8: Branding and Packaging- Amore	Illustrator, Photoshop, InDesign Packing and Logo vary in size
Figure 9: Magazine- CHIC	Illustrator, 8.5 in x 11 in



# La Bohémé

Giacomo Puccini



8:00 PM  
Saturday, July 19  
2025

314 East Mountain Avenue  
Fort Collins, Colorado  
80524

970.555.4008  
fcoperahouse.com



Figure 2: Opera Poster- La Bohémé



Figure 3: Environment/SocialPoster



*Buona  
Vigneto*



**Figure 4: Logo- Buona Vigneto**



Figure 5: Brochure- Buona Vigneto



Figure 6: Logo- The Blue Bear Cafe



**Figure 7: Menu- The Blue Bear Cafe (Front and Back)**



# AMORE



Figure 8: Branding and Packaging- Amore

