

None of those things

stressed

anxious

mad

frustrated

pissed

upset

Less cars, less of this. Take the bike.

Fletcher Ayres

2024 Fall

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

As a graphic designer, I am deeply inspired by the interplay between perception and meaning. The objects and forms around me are not things I just observe; they are methods of understanding, rich with personal interpretations. My work acts as a translation of these perceptions, making the invisible visible, the mundane extraordinary. By embracing brutalist and architectural aesthetics, I uncover the skeletal structures of our environment—the building blocks that shape our everyday but are seemingly never missed.

Brutalism resonates with me because of its honesty and unapologetic nature. It mirrors my approach to communication: bold and direct. Whether creating for myself or a client, I remain true to these principles. Each piece of work becomes a narrative about connection—how influences interweave in digital spaces, forming a continuum of shared and personal meaning. My work does not seek to persuade or dictate; instead, it offers a mirror, inviting viewers to reflect on the structures that define their lives and relationships. Through this lens, I spark curiosity about the often-overlooked aspects of the world and ourselves. By presenting forms stripped to their concept, I challenge others to see beyond the obvious, to contemplate the underlying framework of the world.

Title**Original Format**

Figure 1: Take the Bike	Photoshop, 18 in x 24 in
Figure 2: 17 Goals, Rebuilding	Illustrator/Photoshop, 18 in x 24 in
Figure 3: Octopus Time Spread	Illustrator
Figure 4: Golden Hour Meadery Label	Illustrator/Photoshop
Figure 5: Annihilation Title Credits	Krita/Illustrator
Figure 6: Noir Collar Magazine	Photoshop/InDesign

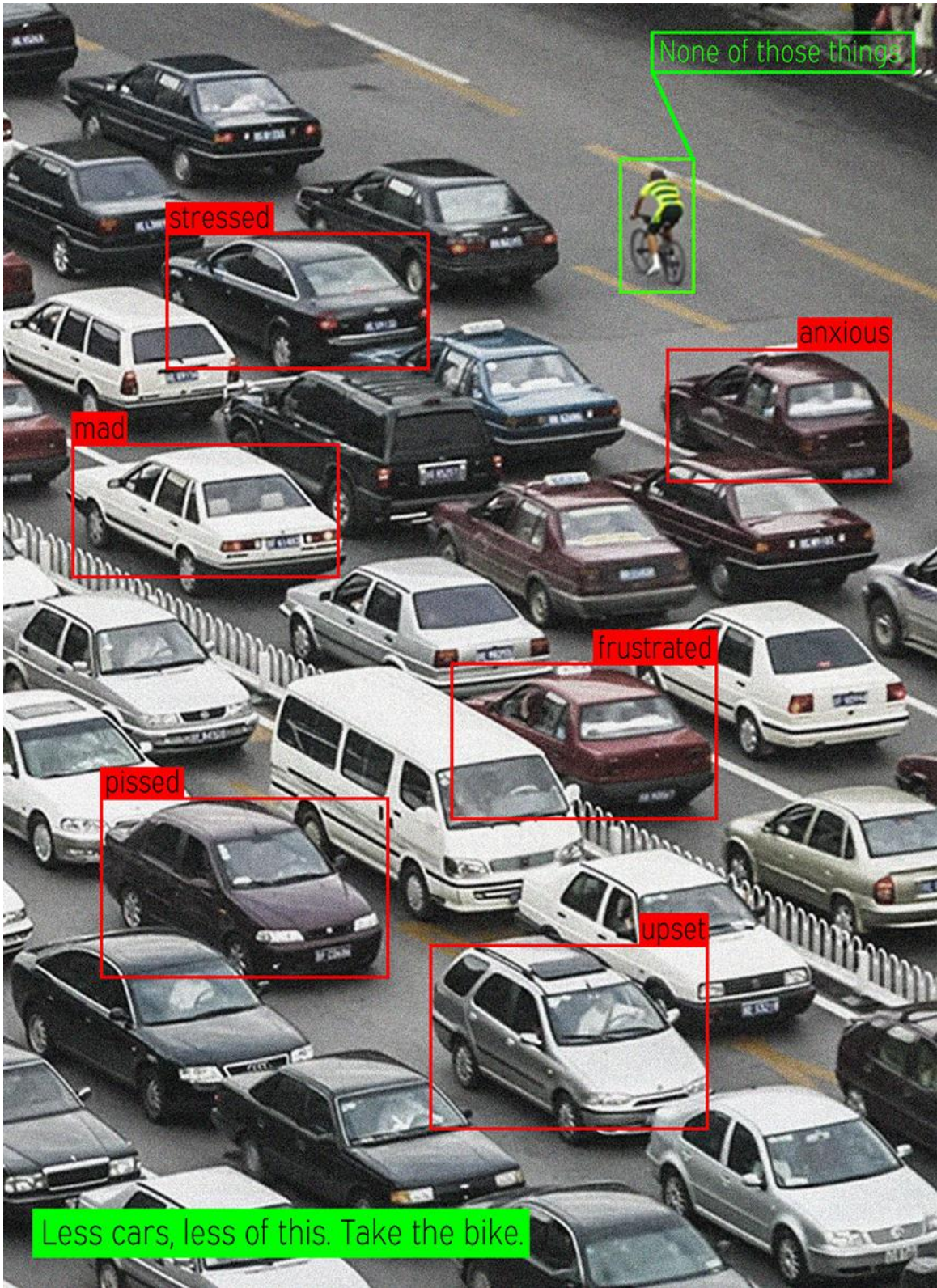


Figure 1: Take the Bike

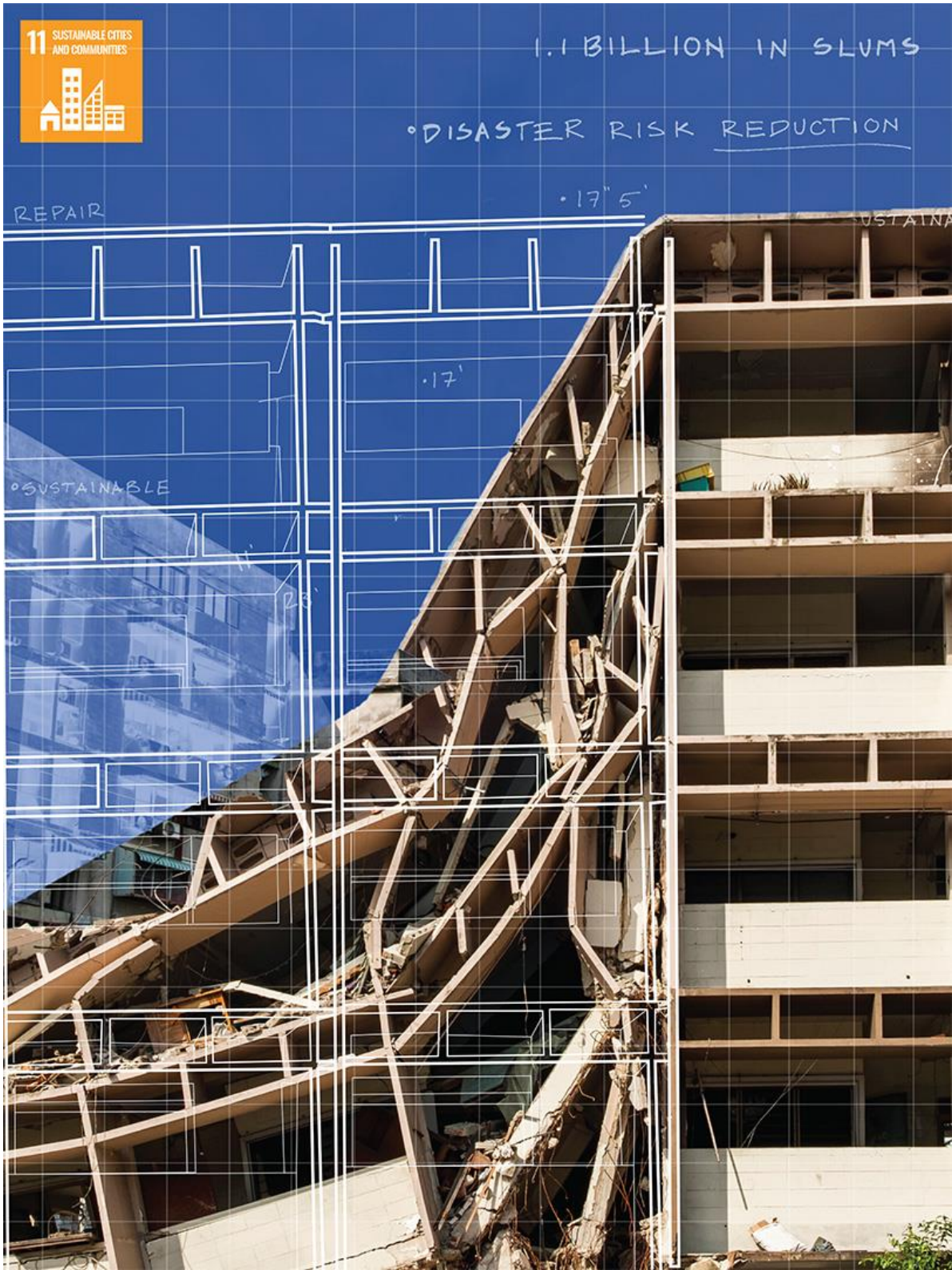


Figure 2: 17 Goals, Rebuilding Series

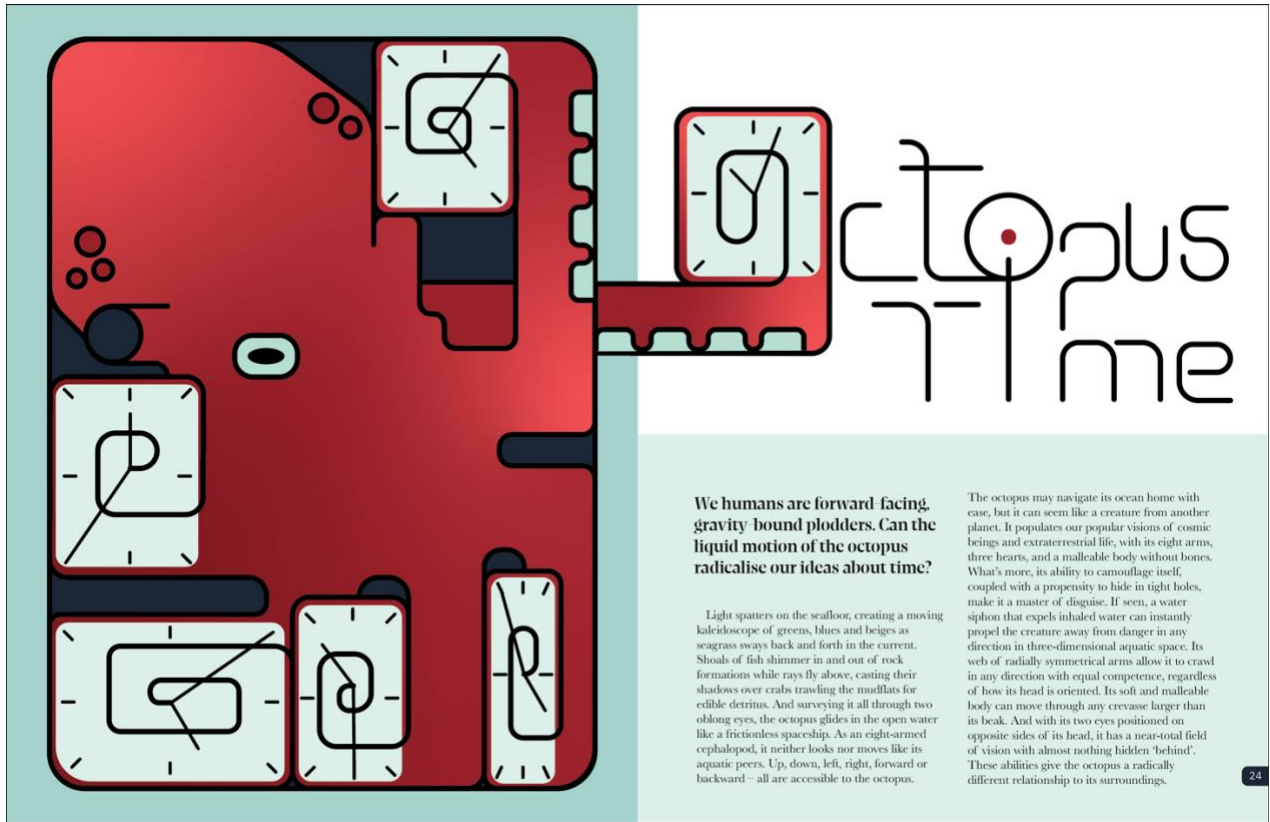


Figure 3: Octopus Time Spread



Figure 4: Golden Hour Meadery

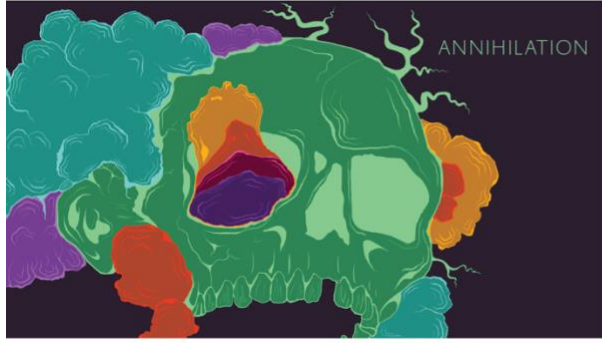


Figure 5: Annihilation Title Credits



Figure 6: Noir Collar Magazine