



Nolan Ferrovicchio

2025 Spring

Capstone - Graphic Design

Department of Art and Art History

**Artist Statement:**

I am a graphic designer specializing in character design, brand illustration, and custom lettering. My work explores the intersection of visual identity and narrative, using bold color, stylized forms, and expressive typography to communicate both personality and purpose.

I approach every project as an opportunity to build connection through visual storytelling. Whether developing merchandise for organizations, crafting labels for consumer products, or creating illustrations for digital and print, I focus on crafting visuals that are both memorable and

meaningful. My design process is rooted in clarity, curiosity, and a strong sense of play. I'm particularly drawn to projects that invite humor, cultural relevance, or unexpected visual elements. I believe that great design not only serves a function, but also evokes emotion- and that thoughtful

aesthetics can spark lasting engagement. Ultimately, my goal is to create work that feels intentional, approachable, and alive — pieces that

resonate with audiences and stand confidently in their own visual voice.

**Title****Original Format**

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Figure 1: Hot Sauces

Illustrator, 11 in x 17 in

Figure 2: Black Flag Liquors

Live Mockup, 11 in x 17 in

Figure 3: UnCaged

Illustrator, 12 in x 16 in

Figure 4: Fraternity Merchandise

Live Mockup, 16 in x 16 in



Figure 1: Hot Sauces



Figure 2: Black Flag Liquors

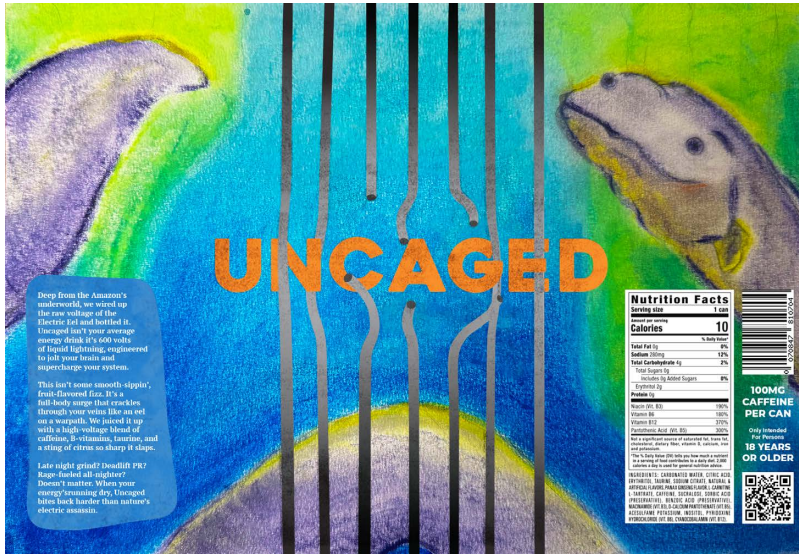


Figure 3: UnCaged



Figure 4: Fraternity Merchandise