



Sierra Lammers

Spring 2025

Capstone - Graphic Design

Department of Art and Art History

**Artist Statement:**

Graphic design is my voice—an expression of my inner self. Through design, I can communicate what I often leave unsaid, using loud colors and emotive typography to boldly claim my voice. This body of work represents my approach to self-expression through graphic design. Each piece is a reflection of this, allowing me to articulate myself in ways that contrast my sometimes reserved first impression. Design often serves as a counterbalance to my introspection, creating a place for my true self to play, as well as the bold color and typography I often turn to. Ultimately, my work is an exploration of identity—a bridge between who I am and how I express it.

Using evocative colors and emotive typography, I create visual narratives that are both personal and universal. I often turn to these elements to convey emotions or ideas that might be difficult to express through traditional means. The loud, vibrant colors in my work act as an extension of my personality—often more outspoken and extroverted than I tend to present. My modular typeface symbolizes this opportunity, as each character exists independently, yet can be rearranged and combined in endless ways.

Each piece is a moment of self-reflection, offering insight into my personality, values, and inner conflicts. For me, design is not just an aesthetic pursuit—it's a deeply personal process. It is a journey of self-discovery through visual communication, where I challenge the boundaries of my own perception and invite others to engage with and interpret my personal narrative. Every time I engage with my work, it brings my inner world out, creating a space where my voice can be heard in a way that feels authentic and powerful.

**Title****Original Format**

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Figure 1: Cyrano de Bergerac Opera Poster

Illustrator, 24 in x 36 in

Figure 2: Net Zero Neighbors Illustrated Book

inDesign, 7 in x 9 in

Figure 3: Emerge! Beer Brand

Illustrator, 11 in x 17 in

Figure 4: Joe Blake Center Brand

inDesign, 7 in x 9 in



8pm, Saturday, July 19, 2025

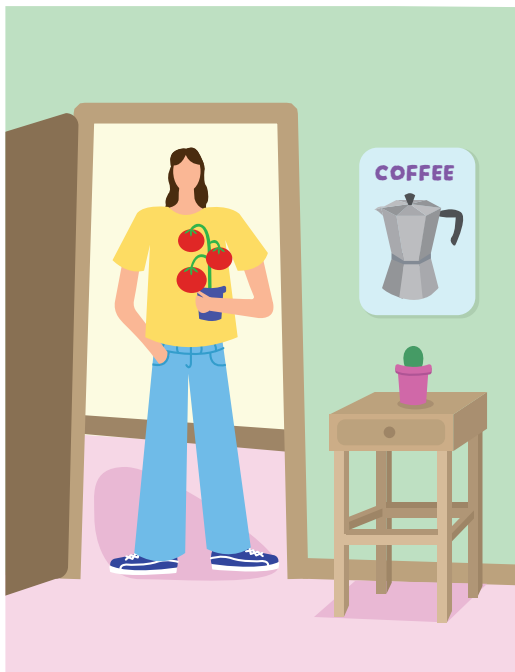
Dear Roxanne,  
every night, beloved, and  
let my soul heavy with love  
untold. I die! No more, as in  
days of old, my loving, longing  
eyes will feast on your least  
gesture--ay, the least! I mind  
me the day you touch your  
cheek with your finger, softly  
as you speak! Oh me! I know  
that gesture well! My heart  
cries out! I cry "farewell!"  
My life, my love, my jewel,  
my sweet, my heart has been  
yours in every beat! Here, dying,  
and there, in the land on high,  
I die!

of my life. I know  
that gesture well! My heart  
cries out! I cry "farewell!"  
My life, my love, my jewel,  
sweet, my heart has been  
yours in every beat! Here, dying,  
there, in the land on high,  
I die! He who loved, who loves,  
you,--O. To be struck down,  
pierced by sword in the heart,  
from a hero's hand! That I  
had dreamed. O mockery of  
fate! Killed, I! of all men  
an ambush! Struck from  
behind, and by a lackey's hand,  
I die!

# Cyrano de Bergerac

314 East Mountain Avenue  
Fort Collins, Colorado  
fcooperahouse.com  
970.555.4008

Figure 1: Cyrano de Bergerac Opera Poster



The next morning, Ellen woke up to a knocking sound. Groaning, she squinted through the morning light in the direction of the sound. Sighing, she got up, taking 8 heavy steps to the front door. Opening it, she found a woman, about her age, standing with a suitcase and holding a wilted tomato plant. The woman looked about as rough for wear as the plant, with dark circles lining her eyes.

The woman stood nervously, adjusting her grip on the plant. Finally, she said, "are you Ellen?"

"Yeah, I'm Ellen, is there something wrong with the garden?" She gestured at the plant in the woman's arms.

The woman's face twisted in confusion, then looked at the plant and back to Ellen, then shook her head.

"I didn't know there was a garden here, they didn't mention that in the lease. I'm your new roommate, is it okay if I come in?"

Ellen paused, she had been expecting a new roommate, but the Central Denver housing board had never sent word on who had been placed in her apartment. Her last roommate had left for a project in Seattle, and she had been alone in the small space since. She smiled and gestured for the woman to come inside.

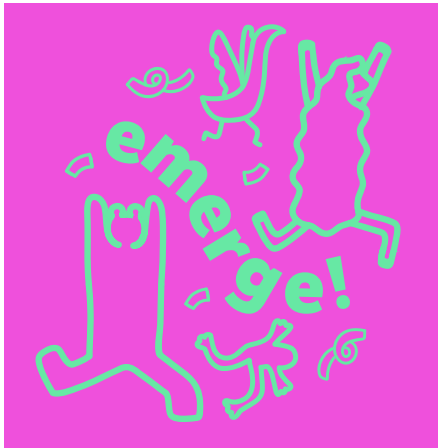
"I'm excited to have a new roommate! It's been a little too quiet around here," she said with a chuckle. "Make yourself at home."

Giving a weak smile in return, the woman stepped into the apartment. "Thanks," she said. "I'm Maria, by the way."

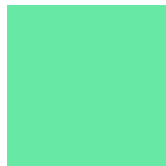
"It's nice to meet you, Maria. Your room is over here," Ellen said, pointing towards one of the bedrooms. Maria nodded and headed towards the room. After setting her suitcase down, she returned and sat at the kitchen table, still holding the tomato plant close to her chest. Ellen sat too.

"Where are you from?" Ellen asked.

**Figure 2: Net Zero Neighbors Illustrated Book**



color palette:



c = 20 m = 35 y = 0 k = 0

c = 50 m = 0 y = 50 k = 0

primary font:

**Quick Brown fox jumps  
over the lazy dog.**

Motiva Sans Black

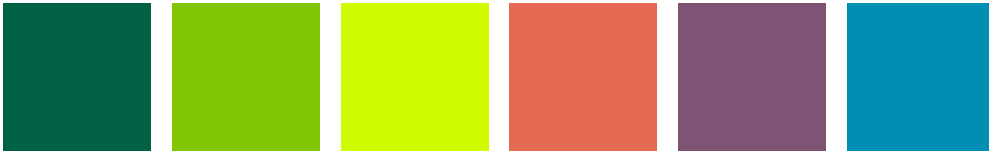
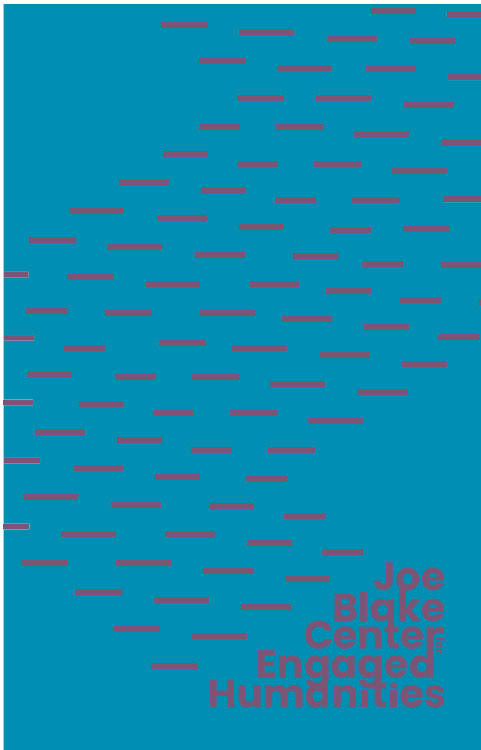
secondary font:

**Quick Brown fox jumps  
over the lazy dog.**

Acumin Variable Concept Semibold



Figure 3: Emerge! Beer Brand



Joe  
Blake  
Center  
Engaged  
Humanities

Joe  
Blake  
Center  
Engaged  
Humanities



Figure 4: Joe Blake Center Brand