



CAPSTONE

Lily Cai

Spring 2023

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

Since I was a child, I could not express myself like others so confidently. I felt no one would like me for who I am. I am an introvert and have some difficulties expressing my chaotic nature to others. Being a graphic designer allows me to express my true self and expression through digital media. It is a way to express my quirky and goofy side of me that I can't physically express. The materials I often use in my works are mostly digital applications such as Adobe Creative software such as Adobe Fresco, Illustrator, or InDesign for my illustrations.

The process of creating my work is that I look over other artworks to try to understand what I want to create, then sketch out everything that I can think of. For most of my illustrations, I choose concepts that I want others to understand. Sometimes, I spend hours lost into my illustration working on characters that I feel people will love and understand.

Title**Original Format**

Figure 1: Voodoo Vex Stickers	Illustrator, 10.5 in x 13 in
Figure 2: Target Campaign: Snow Crew	Illustrator, 11 in x 15.5 in
Figure 3: Trash Sushi	Photoshop, 18 in x 24 in
Figure 4: The Hands That Feed Us	Illustrator, 11 in x 17 in
Figure 5: Trash Roll	Photoshop, 50 cm x 70 cm
Figure 6: Voodoo Kitchen Packaging	Photoshop, 18.5 in x 13 in
Figure 7: Bearing Fruits	Illustrator, 8 in x 9 in
Figure 8: Banh Xeo Bad Typeface Poster	Illustrator, 18 in x 24 in
Figure 9: Lonely Sinatra	Illustrator, 12 in x 16 in
Figure 10: Dino Me Stickers	Illustrator 16 in x 20 in

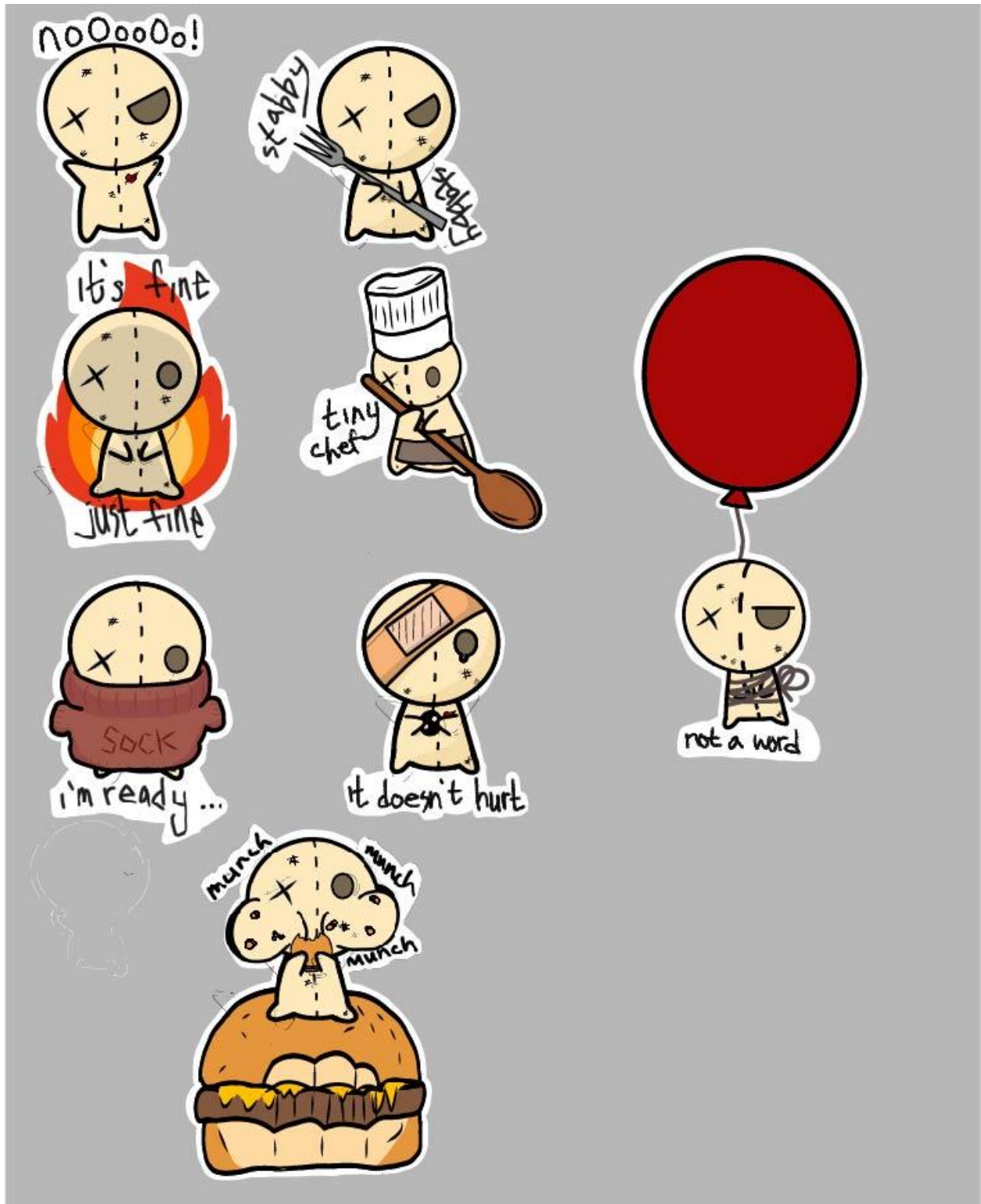


Figure 1: Voodoo Vex



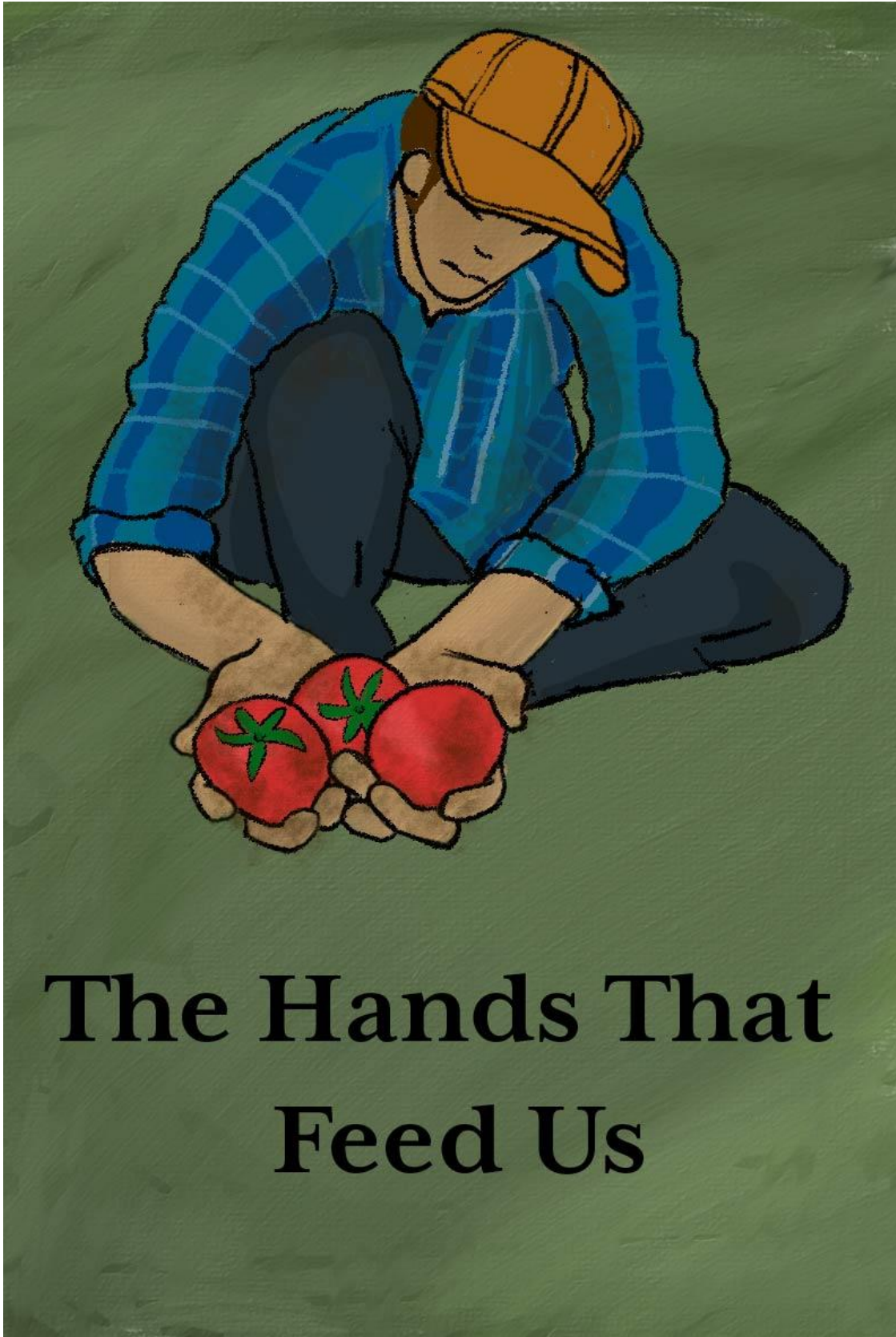
Figure 2: Target Campaign: Snow Crew

YOU ARE WHAT YOU EAT



A FISH CONSUMES LESS THAN 1000
MICROPLASTICS A YEAR
THAT'S 35,000 - 62,000 MICROPLASTICS
CONSUMED BY AN AVERAGE ADULT YEARLY

Figure 3: Trash Sushi



The Hands That Feed Us

Figure 4: The Hands That Feed Us



Figure 4: Trash Roll



Figure 6: Voodoo Kitchen Packaging



Figure 7: Bearing Fruits

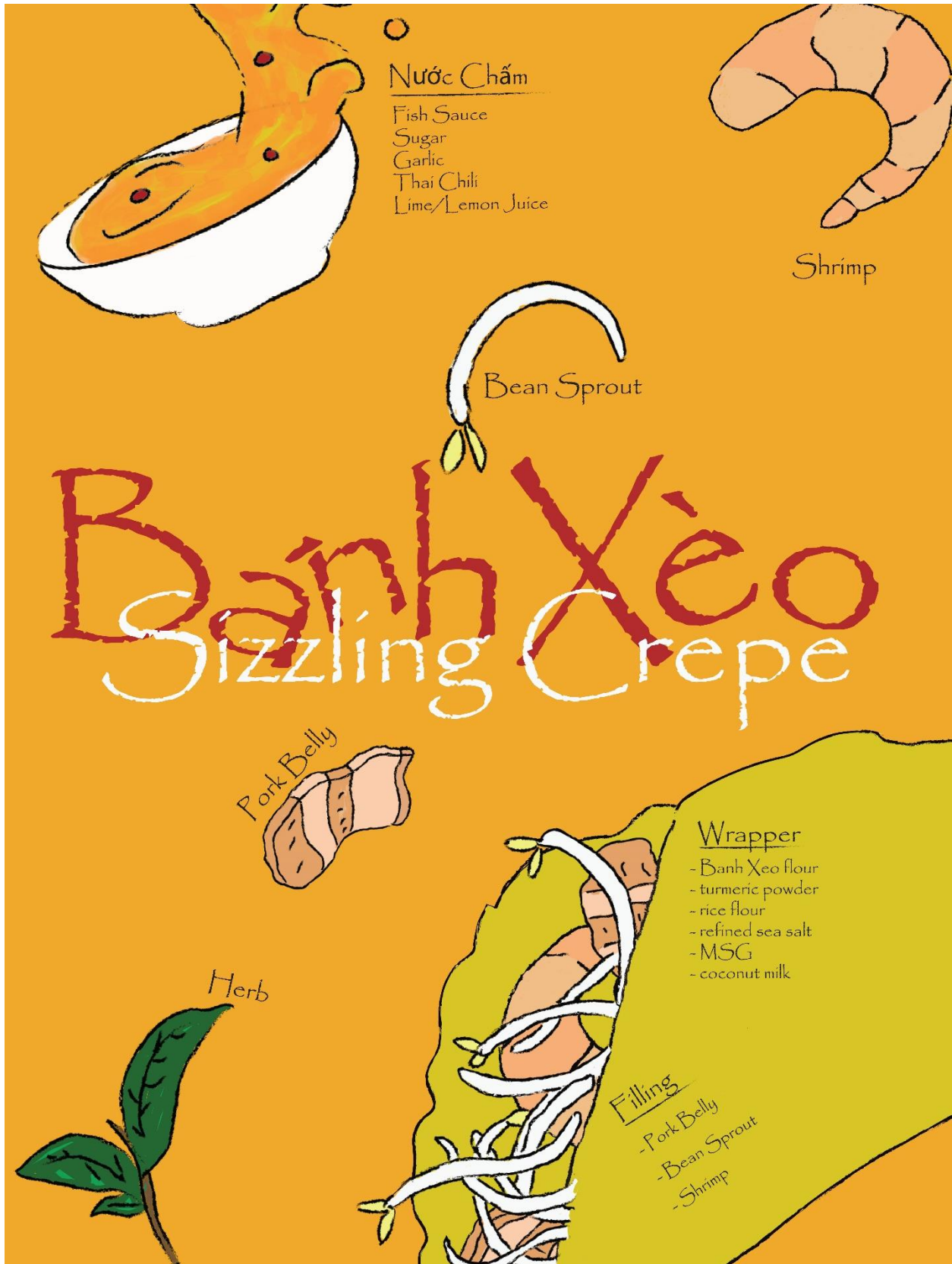


Figure 8: Banh Xeo Bad Typeface Poster



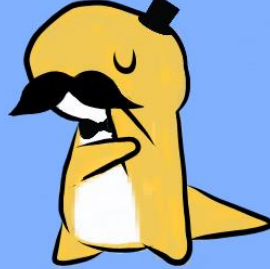
Figure 9: Lonely Sinatra

Dino - Me Stickers

SAY IT AIN'T SO



WHO?



REEK!



SLURP!



FIGHT ME!



BURNT
OUT



MUNCH
MUNCH
CHOMP



IT WAS...



NOM



Figure 10: Dino Me Stickers