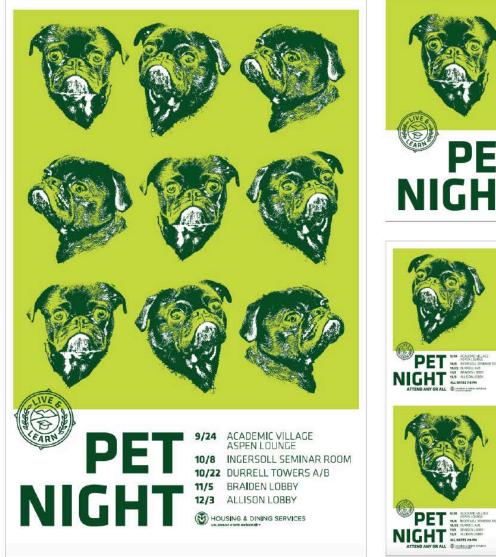


Artist Statement:

Abby Cohen

Graphic Design provides diversity in product and content. It asks you to solve a problem creatively and to communicate visually and effectively. In my work I strive to create design solutions that are both clear in function and are aesthetically pleasing. I like to employ my skills of illustration and hand lettering to create unique pieces.

Title	Original Format
Figure 1: Pet Night (poster, digital sign, table cards)	11 in x 17 in
Figure 2: Mural for 2018 Winter Olympics	
Figure 3: Card Cover for University Housing	3 in x 5 in
Figure 4: Internal postcards for Housing & Dining Services	11 in x 4.25 in
Figure 5: Logo for RocketPress publishing company	
Figure 6: Logo, app design, and environmental design for Rad	io Lab
Figure 7: Figure 7: Book jacket for Animal Farm	
Figure 8: Bag design for Housing & Dining Services	
Figure 9: Invitation for Triple Crown Sports	
Figure 10: Magazine fold-out	







NIGHT TAY ALLER

Figure 1: Pet Night (poster, digital sign, table cards)



Figure 2: Mural for 2018 Winter Olympics

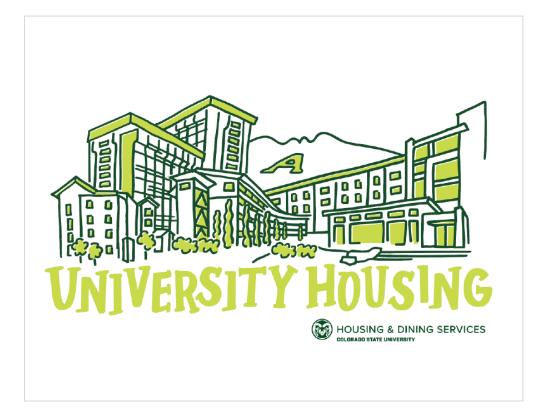




Figure 3: Card Cover for University Housing

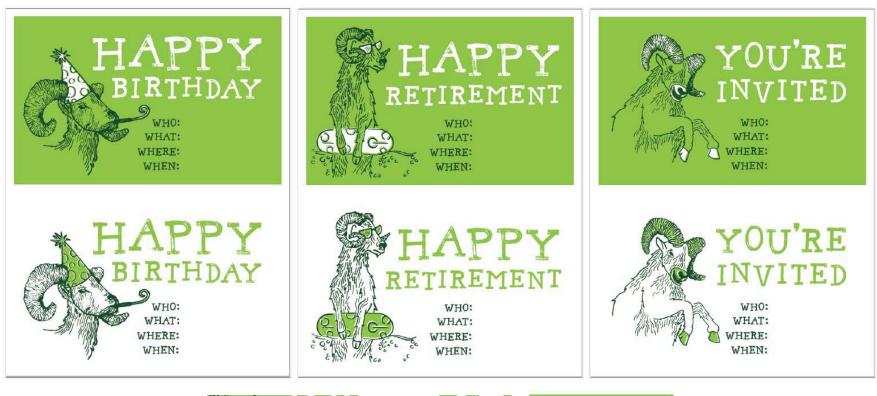




Figure 4: Internal postcards for Housing & Dining Services





Figure 5: Logo for publishing company

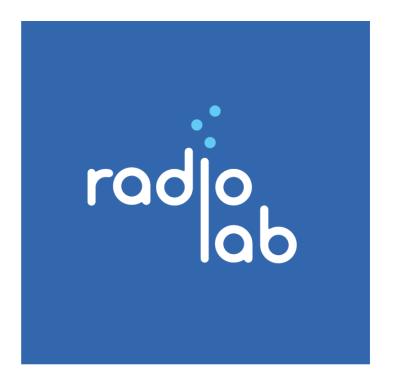




Figure 6a: Logo redesign for Radio Lab

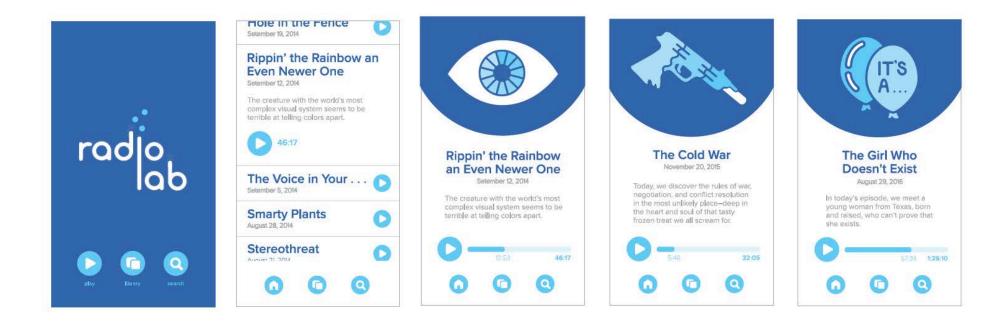


Figure 6b: App design for Radio Lab podcast



Figure 6c: Environmental design for Radio Lab recording studio

GEORGE ORWELL

Grwell was born Eric Anhur Blair on 25 June 1903 in eastern India, the son of a British colonial civil servont. He was educated in England and, after he left Eton, joined the Indian Imperial Police in Burna, then a British colony. He resigned in 1927 and decided to become a writer. He described his experiences in his first book, where he took the name George Orwell, shortly before its publication.

"ALL ANIMALS ARE EQUAL. BUT SOME ANIMALS ARE MORE EQUAL THAN OTHERS."

GEDAGE DAMELL

"ALL ANIMALS

ARE EQUAL.

BUT SOME

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equal than

OTHERS"

Mr. Jones of Manor Farm is so lazy and drunken that ane day he forgets to feed his livestock. The ensuing rebellion under the leadership of the pigs Napoleon and Snowball leads to the animals taking over the farm. Yowing to eliminate the terrible inequities of the farmyard, the renamed Animal Farm is organised to benefit all who walk on four legs. But as time passes, the ideals of the rebellion are corrupted, then forgatten. And something new and unexpected emerges.

Animal Farm - the history of a revolution that went wrong is George Orwell's brilliant satire on the corrupting influence of power.



BED ADE



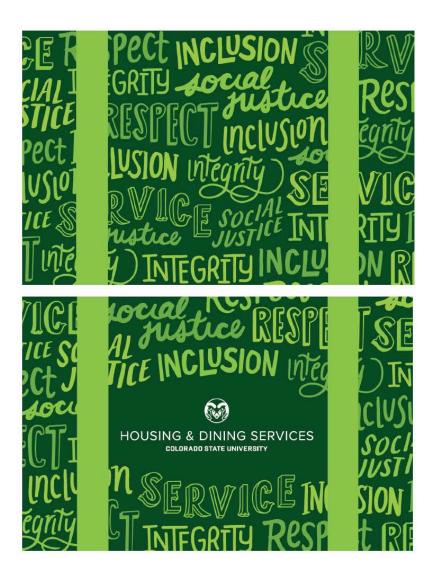


Figure 8: Bag design for Housing & Dining Services



Figure 9: Invitation for Triple Crown Sports

WHAT MAKES THINGS COOL

Derek

Thompson

TO SELL SOMETHING SURPRISING, MAKE IT FAMILIAR; TO SELL SOMETHING FAMILIAR, MAKE IT SURPRISING.

Raymond Loewy was an industrial designer who did more than almost any person in the twentieth century to shape the aesthetic of American culture. His firm designed mid-century Icons like the Exton logo, the Luck Strike pack, the Greyhound bus, and even the iconic blue nose on Air Force One.

ARE TORN BETWEEN A CURIOSITY ABOUT NEW THINGS AND A FEAR OF ANYTHING TOO NEW.

Loewy's theory, "Most Advanced Yet Acceptable," states that customers are torn betwen a curiosity of new things and a fear of anything too noew and so they gravitate toward products that are bold, yet instantly comprehensible.

car style and color every year could get more consu to want more of the same product. To sell more stuff, American industrialists needed to work hand in hand with artists to make new products beautiful

1. 15

- even "cool"

"MERE-EXPOSURE EFFECT"

of experiments where he showed subjects nonsense words, rendom shapes, and Chinese-like characters and asked them which they preferred. In study after study, people reliably gravitated toward the words and shapes they d seen the most. Their preference was for familiarity.

It is one of the sturdiest findings in modern psychology. Across hundreds of studies and meta- studies, subjects landscapes, consumer goods, songs, and human voices-even for our own faces. The preference for familiarity is so universal that some think it must be written into our genetic code.

"ONE SHOULD DESIGN FOR THE ADVANTAGE OF THE LARGEST MASS OF PEOPLE."

In 1932, Loewy went to work with the Pennsylvania Railroad. Locardove besign at the unit instruction much, with the imagined something for solece-simple smooth molel, the shape of a bulket His first designs were met with considerable septitism, but lowery persisted. Threw (the proposed) would never be considered, but repeated exposure ... to this kind of advanced, unexpected stuff had a beneficial effect. It gradually conditioned than be accept more progressive designs."

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UNITED STATES OF AMERICA

Loewy's MAYA theory can double as cultural criticism. Author Lynda Obst has observed that as the number of movies and characters and place were and a sine harmonic of movies and lefevision shows being produced each year has grown, risk-adverse producers have relied heavily on films with characters and plots that audiences already know. In fifteen characters and poids that adulences already index in meeting of the past statent years, the highest-grossing movie in America has been a sequal of a previously successful movie or an adaptation of a previously successful book. The hit-making formule in Hollywood serves to be built on infinitely recurring, self-sustaining loops of familiarity.

new installments of old stories, TV acts more like narrative Trojan horses, in which characters are vessels containing classic themes-surprise serving as a doorway to the feeling of familiarity.

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UBER

In Silicon Welley, where venture capitalists sift through a surfet of proposals, many new cleas are promoted as a fresh spin on familier successes. The home-rental company Airbib were called "Beay for homes." The on-demand caleservice companies Uber and Lyft were once considered "Airbib for cars." When Uber took off, new start-ups began branding themselves "Uber for [anything]."

But the preference for "optimal newness" doesn't apply just to venture capitalists. According to Stanley Lieberson, a sociologist at Harvard, it's a powerful force in the evolution of our own identities. Take the popularity of baby names. Most

parents prefer first names for their children that are common but not too common, optimally differentiated fro

new things with familiar roots. This is

how culture evolves-in small

steps that from afar might seem like giant leaps.

KEEPS THE USERS HAPPY, THE MANUFACTURER IN THE BACK, AND THE AESTHETIC **UNOFFENDED.**"

"GOOD DESIGN

One of Loewy's final assignments as an industrial designer was to add an element of familiarity to a truby novel invention: NASA's first space station. Loewy and his firm conducted extensive habitability studies and found subtle ways to make the outerspace living quarters feel more like terrestrial houses—so astronauts "could live more comfortably in more familiar But his most profound contribution to the space station was his insistence that NASA install a viewing portal of Earth. Today, tens of millions 0 of people have seen this small detail in films about astronauts. 0 is hard to imagine of MAYA: a new world can also show you 0

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Figure 10: Magazine fold-out