



## Artist Statement

Max Ratkai

Design is in everything. Everything from physical structures to visual compositions to hierarchy of information is design. I create visual designs to solve problems for business and aesthetic harmony. To me beauty is the ability to create a system that influences how the viewer will react or think, especially when they are not even aware of it. I love how complex ideas can be translated into the simplest solutions. Design can be seen in almost every aspect of our world, a series of carefully considered decisions. Good design is invisible, and most people won't even think about it. My goal is to create design systems that are seamless, innovative, and effective.

<b><u>Title</u></b>		<b><u>Media</u></b>	<b><u>Original Format</u></b>
<b>Figure 1:</b>	Ocean Plastic	Digital Illustration	Illustrator
<b>Figure 2:</b>	Intermissions	Digital Photography	Illustrator
<b>Figure 3:</b>	Geometric Animals	Digital Illustration	Illustrator, Photoshop
<b>Figure 4:</b>	Heels & Palms Brand Package	Digital Mockup	Illustrator, Photoshop
<b>Figure 5:</b>	Feast for Crows Book Cover	Print	Multimedia, Photoshop, 8 in x 10 in
<b>Figure 6:</b>	Art & Art History Rebrand	Digital, Print, Web	InDesign, Photoshop, Illustrator
<b>Figure 7:</b>	Colab Invitation	Print	InDesign, 6 in x 14 in
<b>Figure 8:</b>	LSC Signage	Physical Signs	Photoshop, Illustrator, InDesign
<b>Figure 9:</b>	D.C. Tomacs Football Rebrand	Print	InDesign, Illustrator, Photoshop
<b>Figure 10:</b>	MLK 2015 Marketing Campaign	Print, Digital	Photoshop, Illustrator, InDesign

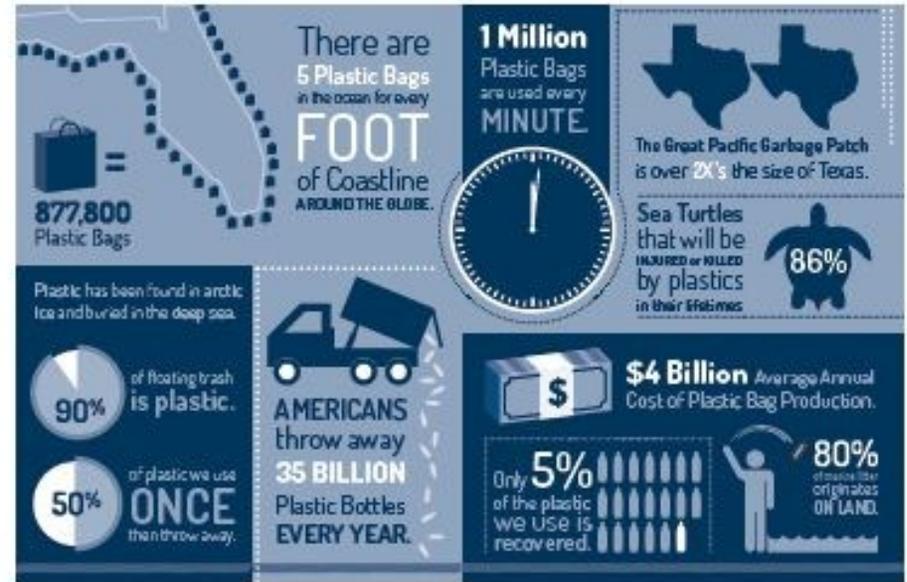


Figure 1: Ocean Plastic

# Intermissions



Figure 2: Intermissions

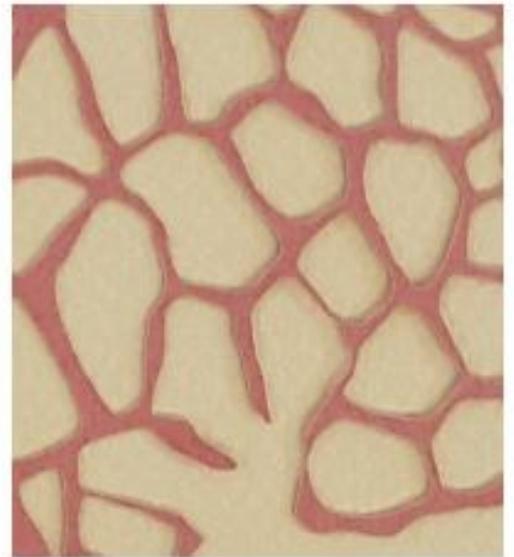
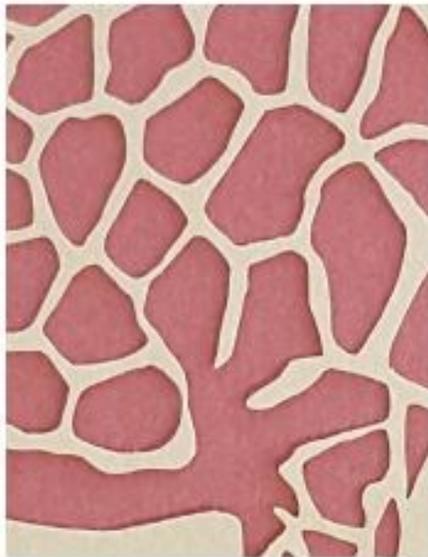


Figure 3: Geometric Animals



Figure 4: Heels & Palms Rebrand Package

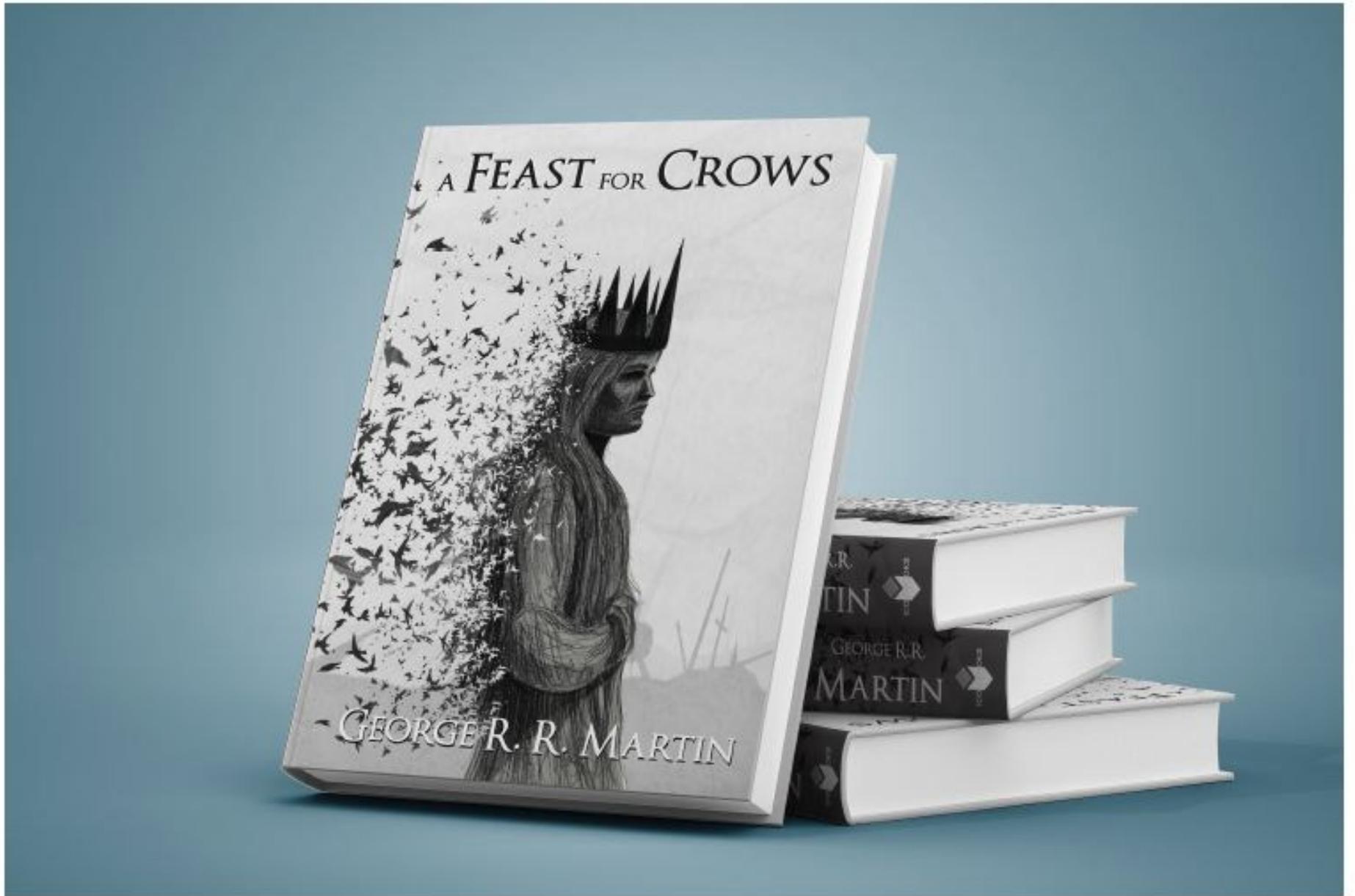


Figure 5: Feast for Crows Book Cover



Figure 6: Art & Art History Rebrand



Figure 7: Colab Invitation



Figure 8: LSC Signage



Figure 9: D.C. Tomacs Football Rebrand

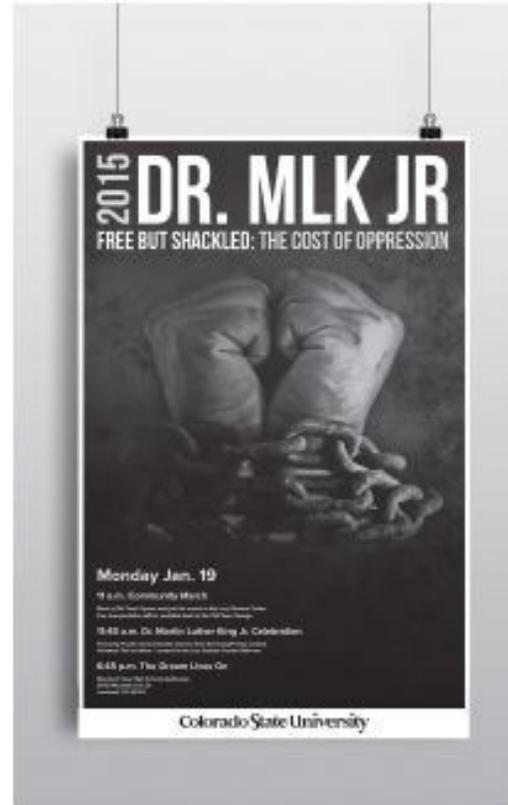
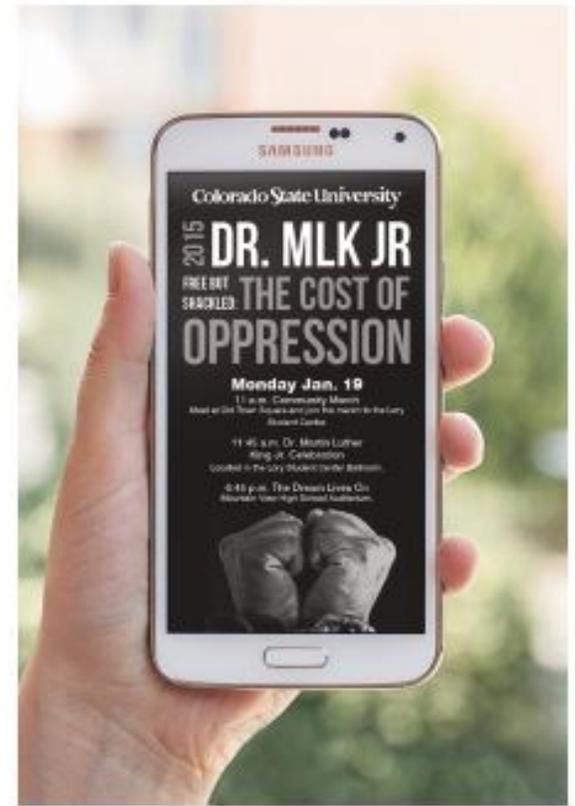
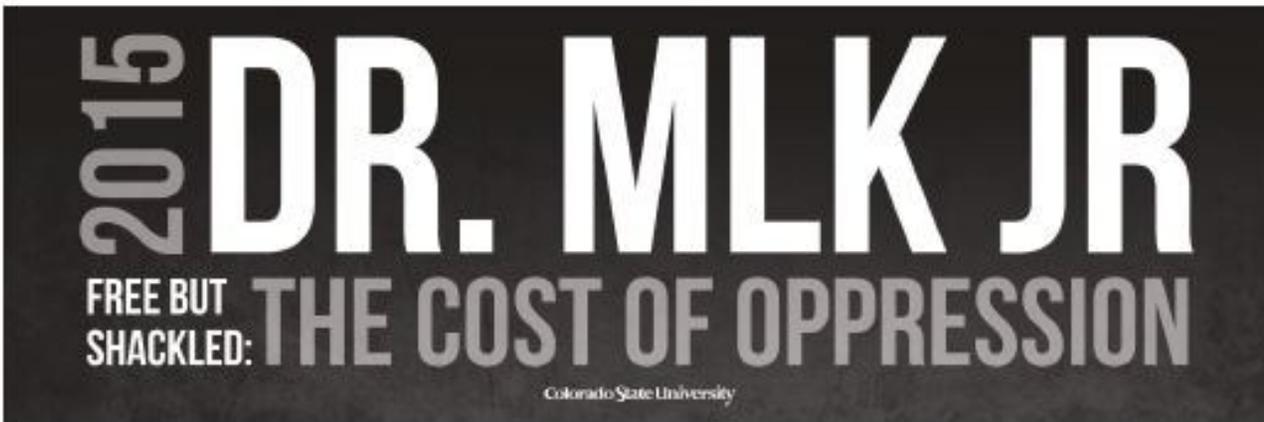


Figure 10: MLK 2015 Marketing Campaign