

designs
BY SYD ★

Graphic Design Portfolio
Sydney Scruggs

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Fall 2023

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

I am a graphic design artist who works primarily with digital media and occasional printing/package design. While many of my class projects have had little creative restrictions, I also work strongly within set rules and guidelines of branding and marketing projects. I take special interest in branding identity and typographic work, which includes advertising and communication in posters, catalogs, pamphlets, and social media content.

My recent work in my upper division classes shows my ability to produce clean and finished designs that meet deadlines, as well as show my proficiency in digital applications such as Adobe Illustrator, InDesign, Photoshop, Lightroom, and Procreate. To me, my work is a way to solve design problems in a creative and visually pleasing way for a specific audience. My process includes an initial client meeting, plenty of thumbnail sketches, and finally, bringing the design into the digital landscape to further refine.

These projects not only represent the brand or solution I work towards, but also my style as a designer in the creative field. Looking at each completed project inspires me to expand my experience further by learning from both my peers and clients. I'm currently working towards experimenting with new forms of analog and digital media to diversify my portfolio and design work.

Title	Original Format
Figure 1: Entry for International Poster Exhibition	Illustrator, 11 in x 17 in
Figure 2: Tailored Collective Exhibition Poster Series	Illustrator, 11 in x 17 in
Figure 3: Tailored Collective Catalog	Illustrator, 8.5 in x 11 in (per page)
Figure 4: Mental Health Awareness Poster	Illustrator, 11 in x 17 in
Figure 5: Typeset Dialect Poster Series	Illustrator, 11 in x 17 in
Figure 6: Typeset Dialect Photographic Display	Illustrator, 4500 x 900 pixels
Figure 7: Typeset Dialect Pamphlet	Illustrator, 5.82 in x 8.26 in (per page)
Figure 8: Historia Magazine Cover Art	Illustrator, 8.5 in x 11 in (per page)
Figure 9: Historia Magazine Spreads	Illustrator, 8.5 in x 11 in (per page)

THE *nature of*
humanity,
it's essence is to
feel others' PAIN
as one's own & to
act to take that
Pain AWAY. John
Connelly

Figure 1: Entry for International Poster Exhibition

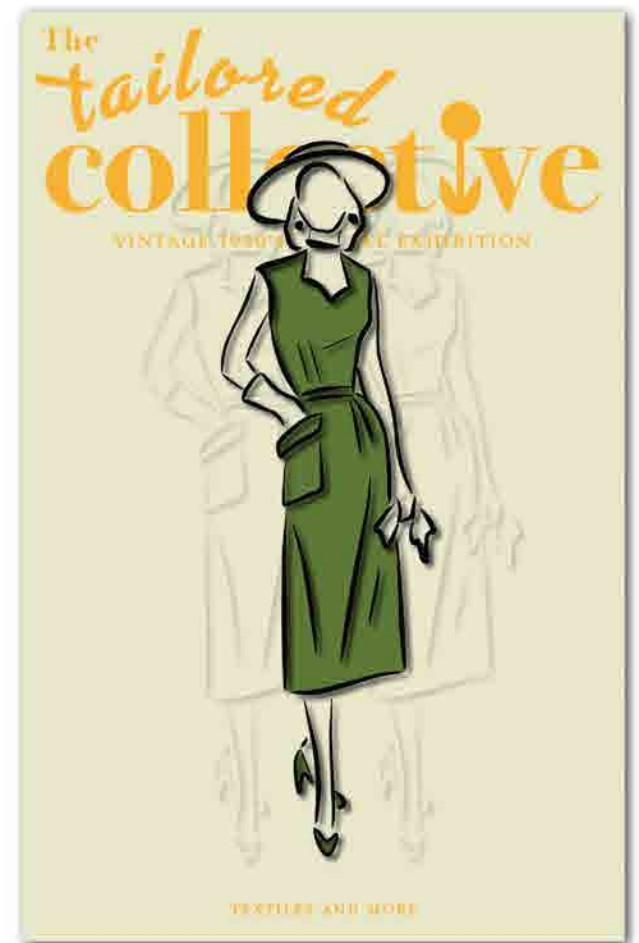


Figure 2: Tailored Collective Exhibition Poster Series



Figure 3: Tailored Collective Catalog

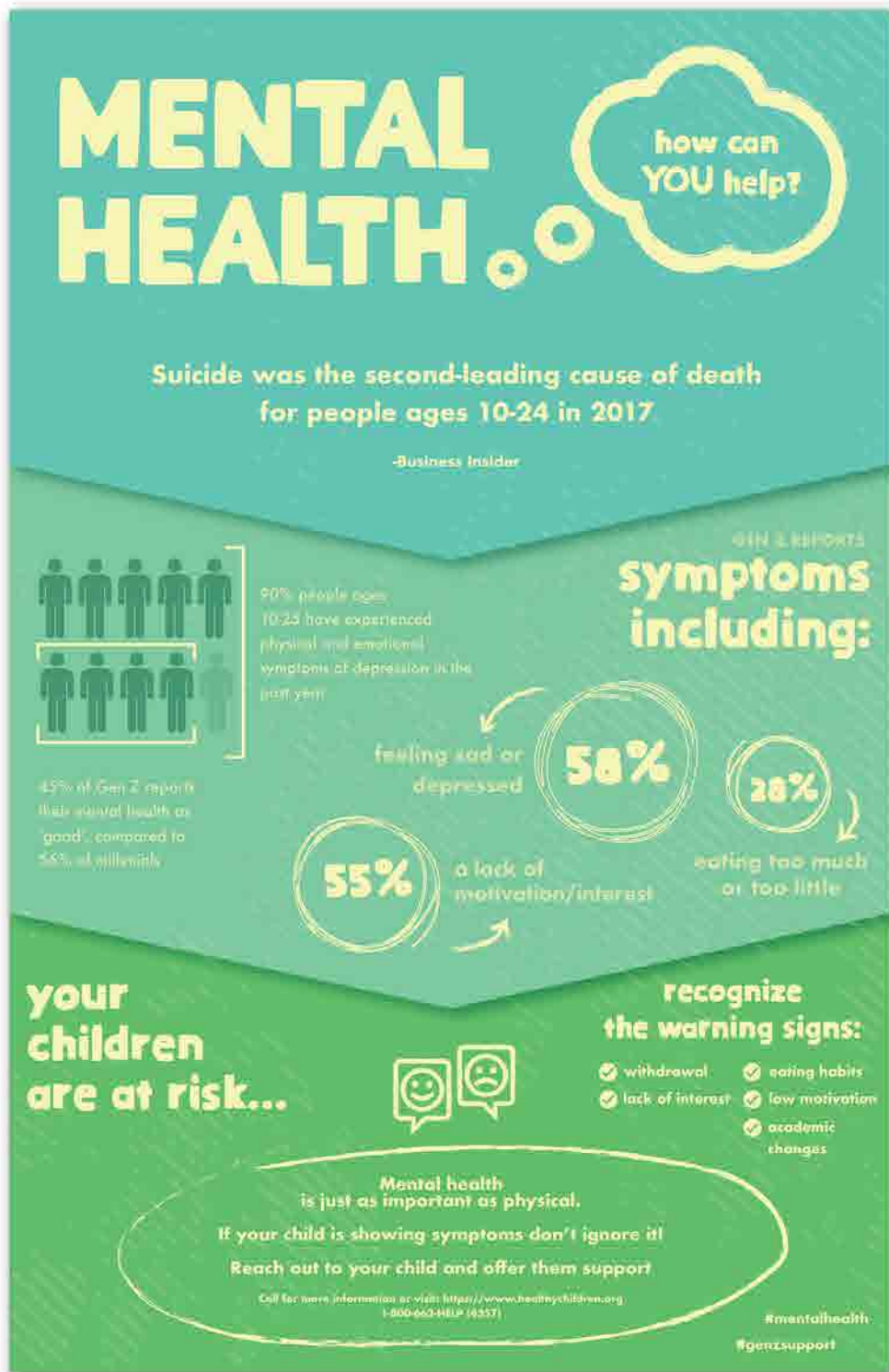


Figure 4: Mental Health Awareness Poster

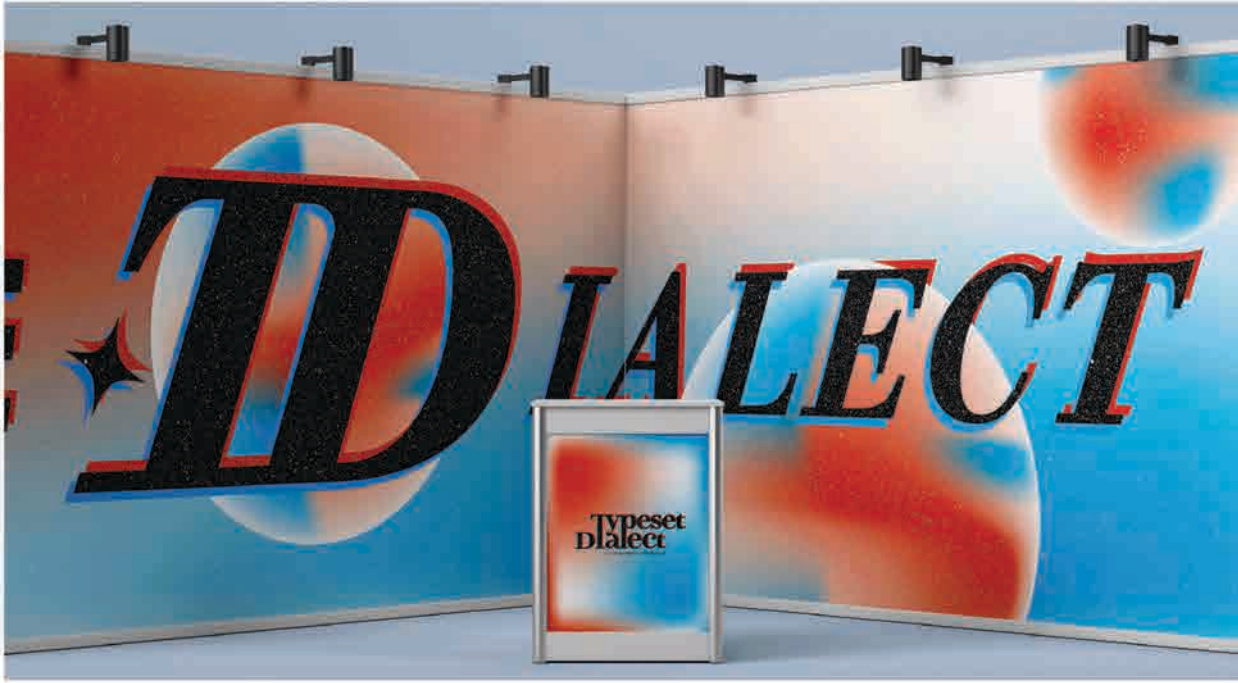


Figure 6: Typeset Dialect Photographic Displa



Figure 7: Typeset Dialect Pamphlet



Figure 8: Historia Magazine Cover Art

Figure 9: Historia Magazine Spreads

