

2013



ANNUAL



REPORT

ESTANCIAS Y CONSERVACION

## **Artist Statement**

**Cierra Lorenz**

Graphic designers are situated within a peculiar niche within society. Lodged between art and feeling and information, designers have the seemingly impossible charge of synchronizing these elements in a perfect, simple union. Such interdisciplinary tasks are not for the faint of heart or for those who simply see graphic design as easily digestible computer art.

I try to consider myself gifted with not just a singular skill, but with this interdisciplinary craft that allows me to work with depth and varied artistic goals. I seek to reclaim graphic design as a craft and push past the current notion of it being singularly skilled with software and computer-generated graphics. Those, while essential to modern design, are not the limits to design and I push to look to both new, innovative new techniques like 3D printing and modeling to traditional, venerated design techniques such as printmaking and letterpress.

Graphic design is a social and evolving craft, and its artistic goals must be considered from a very socially aware lens. I like to think that I have a very distinct and unique perspective on life and people; I am very passionate about equality and diversity, and as a Women's Studies Minor and a feminist, I have a unique approach to how I treat people and different situations. As a designer and a critic of society, I am uniquely capable to lift my interpretation of modern graphic design back to the level of fine art and craftsmanship that it once previously occupied.

Design is my craft and I am the craftswoman of my design. In my work, I purposefully work to combine mediums by incorporating elements of drawing, painting, photography, etc. Some pieces of my portfolio are entirely

digitally generated, yet rely on a multidisciplinary approach by incorporating research and knowledge from history, women's studies, and geography, etc. I find that it is extremely important to examine design from this multidisciplinary framework instead of a singular viewpoint to create the most authentic (or inauthentic) artwork possible.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
<b>Figure 1:</b>	FeminismPoster	Activism Poster	11in x 17in
<b>Figure 2:</b>	GardenOfBeasts	Event Poster	8in x 17in
<b>Figure 3:</b>	MidtownBikePoster	Poster	11in x 17in
<b>Figure 4:</b>	MidtownFoodPoster	Poster	11in x 17in
<b>Figure 5:</b>	MidtownTypeface	Corporate Typeface	10in x 20in poster
<b>Figure 6:</b>	Pata.GO.niaAnnualReport	Annual Report Cover	8.5in x 11in
<b>Figure 7:</b>	Pata.GO.niaTypeface	Corporate Typeface	11in x 23in poster
<b>Figure 8:</b>	Pata.GO.niaWordmark	Corporate Identity	5in x 5in print
<b>Figure 9:</b>	QWERTYMoviePoster	Movie Poster	7in x 11in
<b>Figure 10:</b>	ThinkEatSavePoster	Activism Poster	26in x 40in

FUCK

THE OLD F-WORD

FEMINISM

THE NEW F-WORD

ERASE THE STIGMA  
FEMINISM STILL MATTERS

Figure 1: FeminismPoster.

FORT COLLINS READS PRESENTS

# IN THE GARDEN OF BEASTS

lecture by erik larson

Bestselling author of  
"Devil in the White City"



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Figure 2: GardenOfBeasts.

# MIDTOWN, BIKETOWN

CYCLING & MIDTOWN FORT COLLINS

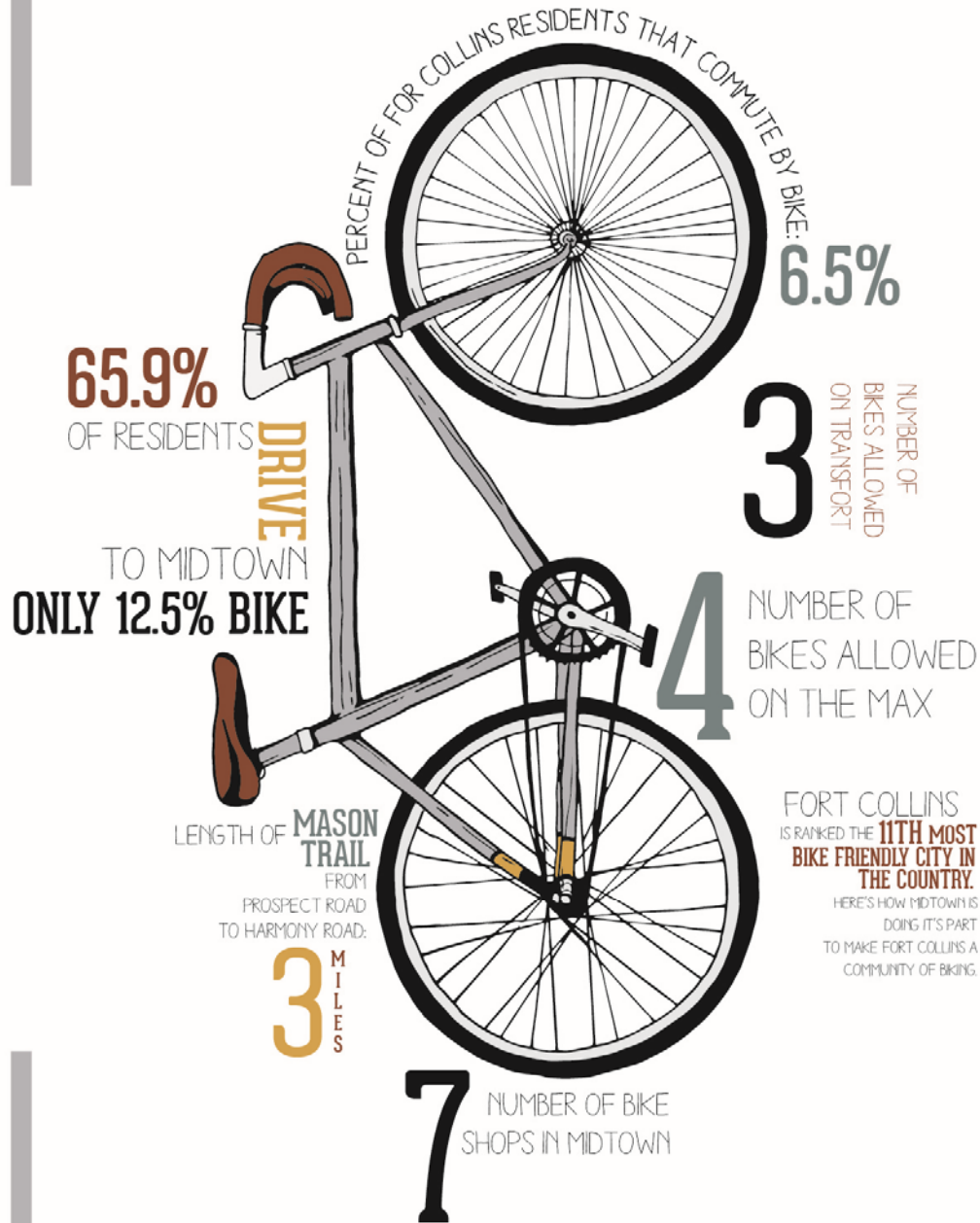


Figure 3: MidtownBikePoster.

# MIDTOWN, CHOWTOWN

FOOD & DINING IN MIDTOWN, FORT COLLINS

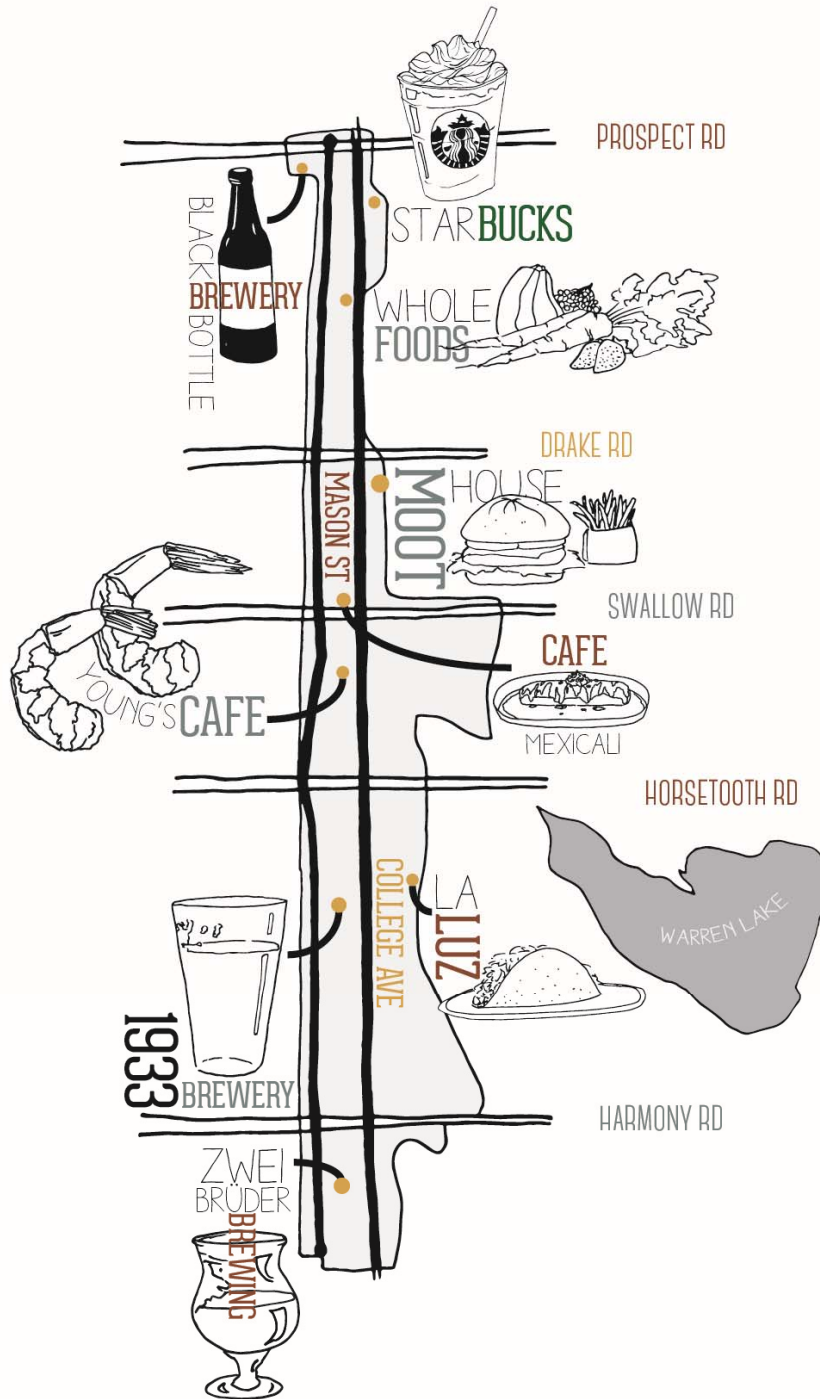


Figure 4: MidtownFoodPoster.

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K L M N O  
P Q R S T  
U V W X Y  
A N D Z

1 2 3 4 5  
6 7 8 9 0

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Figure 5: MidtownTypeface.



Figure 6: Pata.GO.niaAnnualReport.

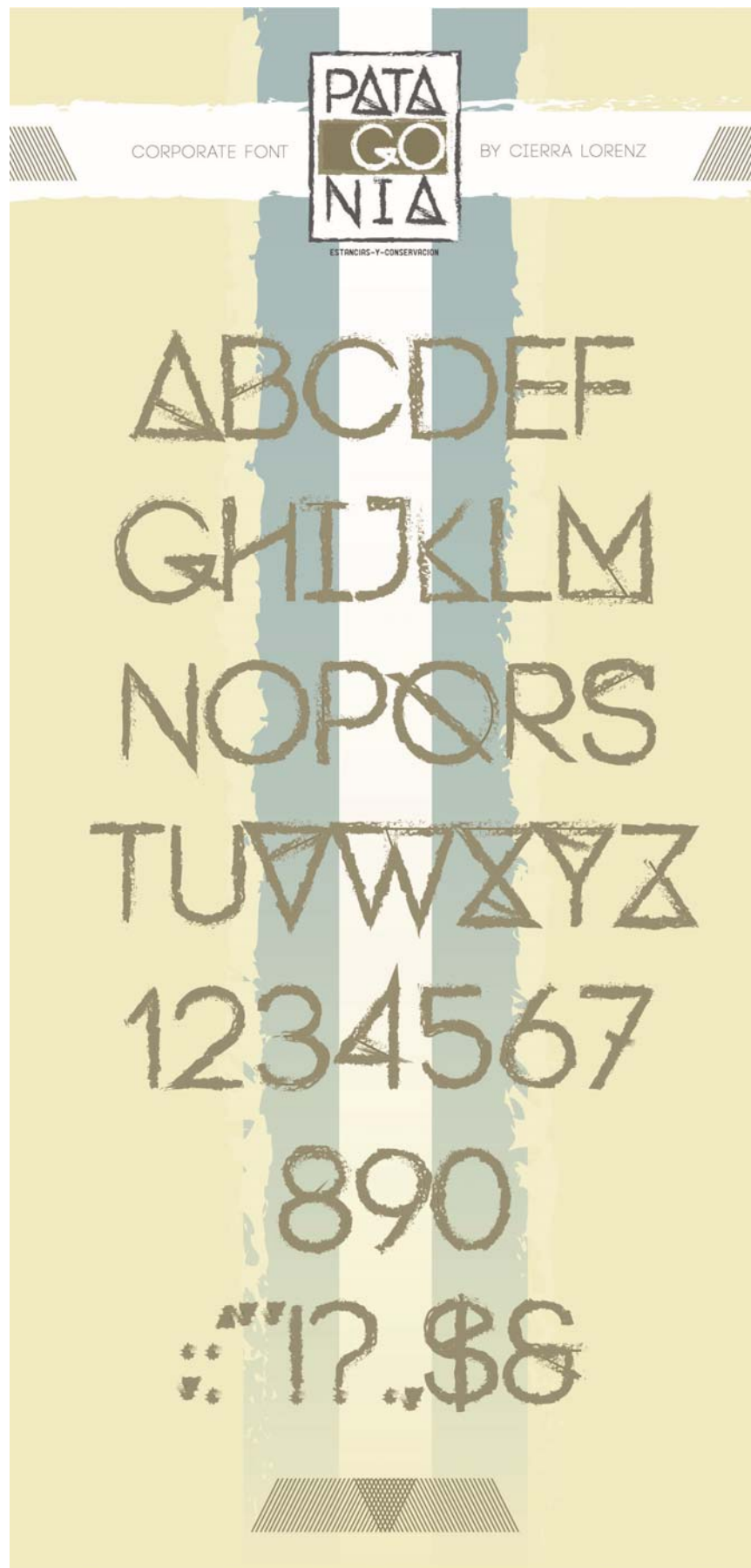


Figure 7: Pata.GO.niaTypeface.



Figure 8: Pata.GO.niaWordmark.

— JARRING —  
 JESS HARK LYNWODY Darel Ruedo



SALVERINU PICTURES AND REAMIRSKADS PICTURES PRESENT A TRIJASDA/OWJIKKDA PICTURES PRODUCTION A ODY POOW FILM ADILE NGHEKIL KRINA DNAMD OJE RINGKSR  
 BERTO AS NOEA EKRAMDS DIEOW JGHRKA AND POERNANSJIMA "QUMELA VBTMO" NEMA ENRMD ARIAMD HAKSO OAKEA EKARTLN COSTUME OALFA AKRLIN CH OPA NOLI  
 EDITED BY LK. IALS AKI KAILAL PRODUCTION DESIGNER FLOHI SPITH DIRECTOR OF PHOTOGRAPHY POAN OIELNKRJIN ASC EXECUTIVE PRODUCERS OLANY EMFBLKON AMI QUEJSI BASED ON CHARACTERS CREATED BY PLEIG KEALSIN POLA EKAI FGADADI ENAS  
 PRODUCED BY JIENI NIFMANGI QUOWN NIANFI JER ROAN OAKE ONAISG STORY BY DAIM MANEJE AND METB HAKON SCREENPLAY BY OLANMFERNAN AND JUNH OIALNMI DIRECTED BY STIDERIC RETSOP

Figure 9: QWERTYMoviePoster.



Figure 10: ThinkEatSavePoster.