



Artist Statement:

Tanya Kaufman

My graphic design pieces speak out to a large part of who I am as an artist. I have always had a fascination with the written word as well as art from the time I was an adolescent. I always loved to write stories as well as create artworks, mainly paintings in my youth. Therefore, many of my works have a typographical element within them. My aesthetic style lends toward the abstract, and therefore, a large of my works maintain abstract elements within them. Many of the artworks which are displayed within my portfolio have an combination of letters and abstraction. My artworks also portray the cultural identity that I have as being Russian-American. My artwork represents the passion in which I have for both typography and image through the merge of typography and images. I love to stitch elements of typography throughout the images that I create, so the viewer might find hidden letters within my works if they search hard enough.

For the majority of my projects, I used the programs of Adobe Illustrator, Photoshop, and InDesign. There were a few projects where I used traditional materials, such as pastels and photography. For each of my projects, I started out with producing around 50 sketches for initial ideas. After I had done this, I went to small critique groups that my teacher had placed us in and narrowed down on my ideas from there, based on the feedback that my professor and others had given me. Then for a few projects, I went into the phase of playing with various traditional materials, such as pastels and paints, to produce something within a different medium. I took photographs of the sketches I wanted to concentrate on and uploaded them onto the computer. From there, I re-produced the sketches I had chosen into illustrations on Illustrator, and sometimes went to Photoshop or InDesign, depending on the project. At this point, we had critique to receive further feedback on our progress, and then turned in our final projects.

Artists such as Kandinsky, Muro, and Picasso, have been major inspirations for my work. As I have said, my aesthetic style has become more abstract as I have further delved into studying these artists through my studios and art history courses. I have always had a passion for letters, but my passion for typography has deepened as the semesters have gone.

Title	Original Format
Figure 1: Winter Olympic Series (Skiing)	Illustrator, 11 in x 17 in
Figure 2: Winter Olympic Series (Snowboarding)	Illustrator, 11 in x 17 in
Figure 3: Winter Olympic Series (Figure Skating)	Illustrator, 11 in x 17 in
Figure 4: Final Poster Fantasia	Illustrator, 4 in x 4 in
Figure 5: Menu (Pages 1-4)	Illustrator, 11 in x 17 in
Figure 6: Menu (Pages 5-9)	Illustrator, 11 in x 17 in
Figure 7: News Infographic	Illustrator, 11 in x 17 in
Figure 8: Retail Space	Illustrator, 22 in x 34 in
Figure 9: CSU Public Space Mural	Illustrator, 17 in x 11 in
Figure 10: Food Truck Rebranding Project	Illustrator, 17 in x 11 in



Figure 1: Winter Olympics Series (Skiing)



Figure 2: Winter Olympics Series (Snowboarding)



Figure 3: Winter Olympics Series (Figure Skating)



Figure 4: Final Poster Fantasia



Figure 5: Menu (Pages 1-4)



Figure 6: Menu (Pages 5-9)

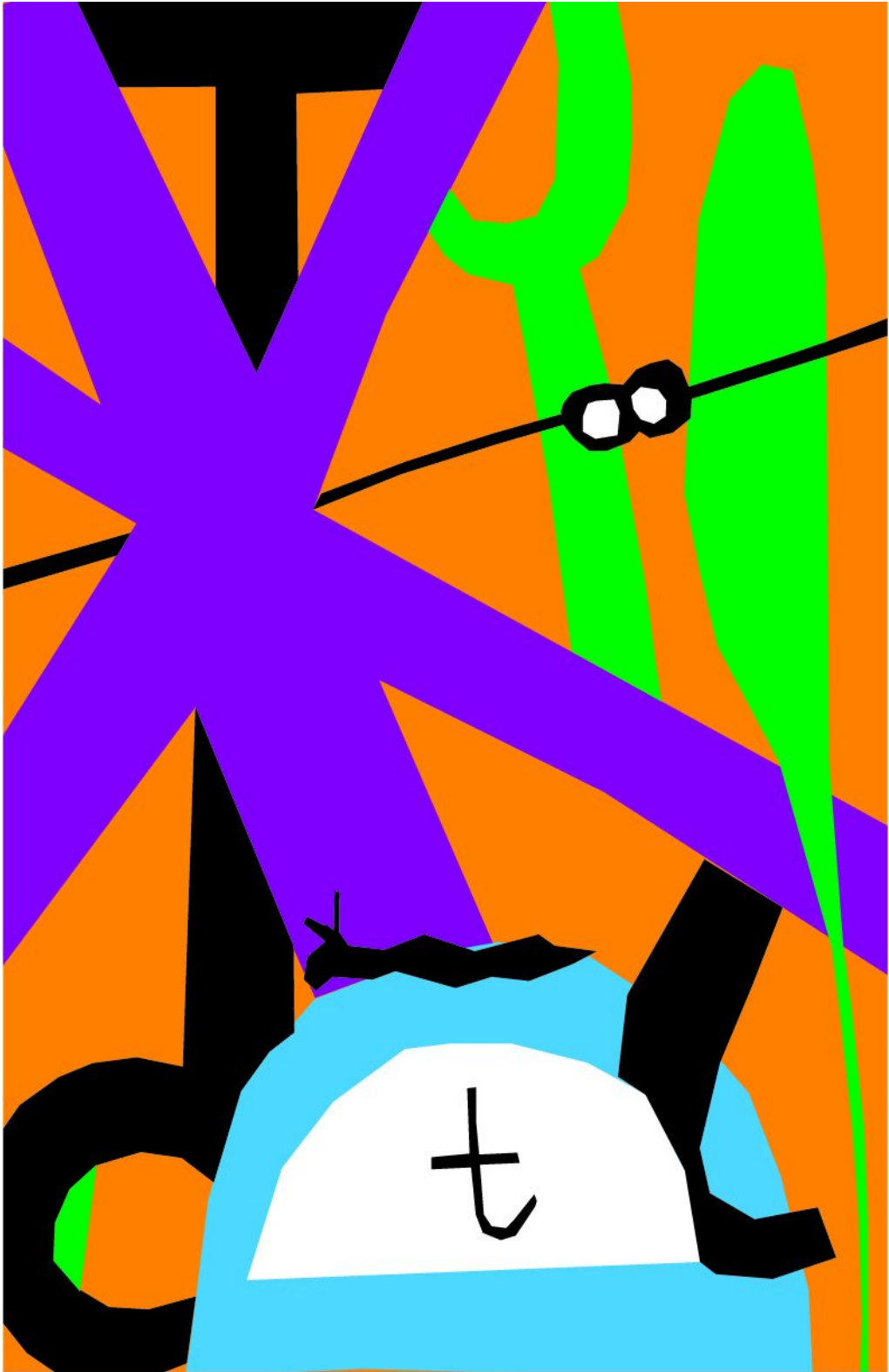


Figure 7: News Infographic



Figure 8: Retail Space

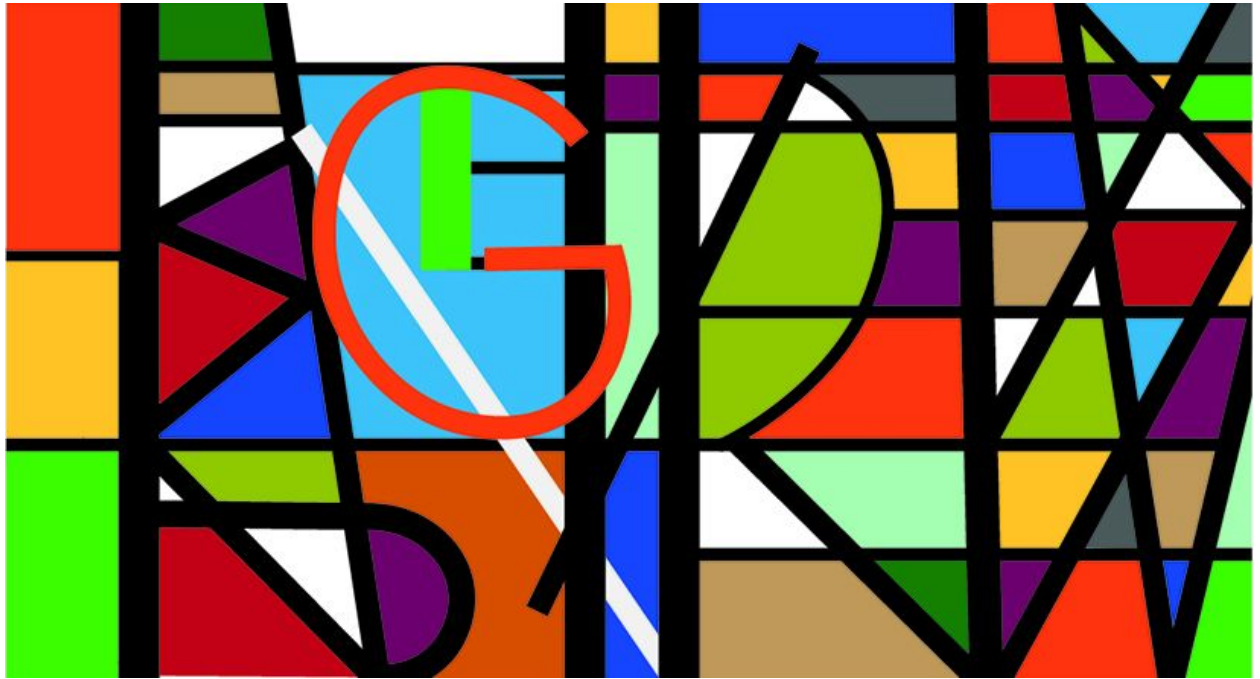


Figure 9: CSU Public Space Mural



Figure 10: Food Truck Rebranding Project