

Hello

My name is Owen Crocker

Owen Crocker

Spring 2024

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

I am a Colorado based Graphic Designer. I work primarily in layout design and typography, I use the adobe suite to create my designs. I have experience with product design, layout design, typeface design, poster design, and illustration. I primarily work on the creative side of graphic design but I have experience with layout design work.

Title**Original Format**

Figure 1: Blueprints of Typography Book	InDesign, 11 in x 17 in
Figure 2: Modular Typeface & CI/PE Poster	Illustrator, 24 in x 30 in
Figure 3: Nature's Own Rock Shop Rebrand	Illustrator, 11 in x 17 in
Figure 4: Poster Series – Escape from the City	Photoshop, 24 in, x 36 in
Figure 5: Aesteria - Greek Alphabet Typeface	Illustrator, 11 in x 17 in
Figure 6: Mae Might – Fictional Music Event Poster	Adobe Suite, 24 in, x 36 in
Figure 7: CSU Design Week Branding	Illustrator, 11 in x 17 in
Figure 8: Tosca – Fictional Opera Show Poster	Illustrator, 24 in, x 36 in
Figure 9: Constructed Radial – Playing Cards Design	Illustrator, 11 in x 17 in

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Numerical Figures

Designing numerical figures from the industrial to the elegant, it's the designer's task to create a set of figures that are both functional and aesthetically pleasing. The designer must consider the figure's form, its weight, its balance, and its relationship to the other figures in the set. The designer must also consider the figure's readability, its legibility, and its overall appearance. The designer must also consider the figure's use in a variety of contexts, from the most formal to the most casual. The designer must also consider the figure's use in a variety of media, from print to digital. The designer must also consider the figure's use in a variety of cultures, from the most traditional to the most modern. The designer must also consider the figure's use in a variety of environments, from the most formal to the most casual. The designer must also consider the figure's use in a variety of situations, from the most formal to the most casual. The designer must also consider the figure's use in a variety of contexts, from the most formal to the most casual. The designer must also consider the figure's use in a variety of media, from print to digital. The designer must also consider the figure's use in a variety of cultures, from the most traditional to the most modern. The designer must also consider the figure's use in a variety of environments, from the most formal to the most casual. The designer must also consider the figure's use in a variety of situations, from the most formal to the most casual.

Living Quarks

Living Quarks are the building blocks of typography. They are the individual letters and symbols that make up a font. They are the foundation of any type design. They are the raw material that the designer uses to create a finished piece of text. They are the tools that the designer uses to communicate with the world. They are the language of the visual arts. They are the building blocks of the written word. They are the foundation of any type design. They are the raw material that the designer uses to create a finished piece of text. They are the tools that the designer uses to communicate with the world. They are the language of the visual arts. They are the building blocks of the written word.

Sans Serif

Modern: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 Modern Italic: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 Modern Bold: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Slab Serif

Modern: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 Modern Italic: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 Modern Bold: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Script

Modern: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 Modern Italic: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 Modern Bold: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Decorative

Modern: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 Modern Italic: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 Modern Bold: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Font Classification

Font classification is the process of categorizing fonts based on their visual characteristics. It is a way of organizing fonts into groups that share common features. This helps designers choose fonts that work well together and that are appropriate for their project. Font classification is based on a variety of factors, including the font's weight, style, and overall appearance. It is a complex task that requires a deep understanding of typography and a keen eye for detail. Font classification is a key part of the type design process, and it is essential for creating a cohesive and professional-looking design.

Weight

The weight of a font refers to its thickness or boldness. It is a key factor in determining the font's overall appearance and its readability. There are a variety of weights, from light and airy to heavy and bold. The weight of a font can be adjusted to create different effects, from a subtle and elegant look to a strong and assertive one. The weight of a font is also an important consideration when choosing fonts for different contexts, such as headlines, body text, and calligraphy.

Style

The style of a font refers to its overall appearance and the way it is designed. It is a key factor in determining the font's personality and its suitability for different projects. There are a variety of styles, from classic and traditional to modern and experimental. The style of a font can be adjusted to create different effects, from a timeless and elegant look to a bold and contemporary one. The style of a font is also an important consideration when choosing fonts for different contexts, such as headlines, body text, and calligraphy.

Character Set

The character set of a font refers to the range of characters it includes. It is a key factor in determining the font's versatility and its suitability for different projects. There are a variety of character sets, from basic and simple to extensive and complex. The character set of a font can be adjusted to create different effects, from a clean and minimalist look to a rich and detailed one. The character set of a font is also an important consideration when choosing fonts for different contexts, such as headlines, body text, and calligraphy.

OpenType

OpenType is a font format that allows for a wide range of typographic features and effects. It is a key factor in determining the font's flexibility and its suitability for different projects. There are a variety of OpenType features, from basic and simple to advanced and complex. The OpenType features of a font can be adjusted to create different effects, from a clean and minimalist look to a rich and detailed one. The OpenType features of a font are also an important consideration when choosing fonts for different contexts, such as headlines, body text, and calligraphy.

Headline

Headlines are the most prominent text in a design, and they play a crucial role in capturing the viewer's attention. They are typically larger, bolder, and more stylized than the rest of the text. The design of a headline is a key part of the overall design process, and it is essential for creating a strong and memorable message. The design of a headline should be clear, concise, and easy to read, while also being visually appealing and engaging. The design of a headline is also an important consideration when choosing fonts for different contexts, such as headlines, body text, and calligraphy.

Body Text

Body text is the main content of a design, and it is the most important part of the message. It is typically smaller, simpler, and more functional than the headline. The design of body text is a key part of the overall design process, and it is essential for creating a clear and readable message. The design of body text should be clean, consistent, and easy to read, while also being visually appealing and engaging. The design of body text is also an important consideration when choosing fonts for different contexts, such as headlines, body text, and calligraphy.

Calligraphy

Calligraphy is a style of writing that is characterized by its fluid, elegant, and often decorative appearance. It is a key part of the overall design process, and it is essential for creating a unique and memorable message. The design of calligraphy should be clear, concise, and easy to read, while also being visually appealing and engaging. The design of calligraphy is also an important consideration when choosing fonts for different contexts, such as headlines, body text, and calligraphy.



Figure 1: Blueprints of Typography Book

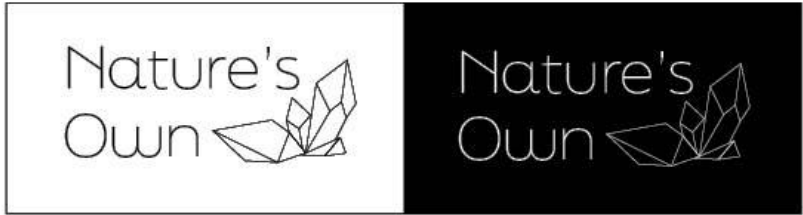
Modular Typeface

A typeface created from modular parts of a simple circle cut into fourths and modified for smaller curves in letters. Made primarily to be used as a display typeface. Using the typeface I designed, I created posters to advertise the return of the CIPE poster competition back in 2022.



the quick	the quick
brown fox	brown fox
jumps over	jumps over
the lazy dog	the lazy dog

Figure 2: Modular Typeface & CIPE Posters



primary color palette

			
CMYK	CMYK	CMYK	CMYK

secondary color palette

			
CMYK	CMYK	CMYK	CMYK

PRIMARY FONT: FinaSix Thin
Quick Brown fox jumps
over the lazy dog.
Thin

SECONDARY FONT: Lust Sans
Quick Brown fox jumps
over the lazy dog.
Light

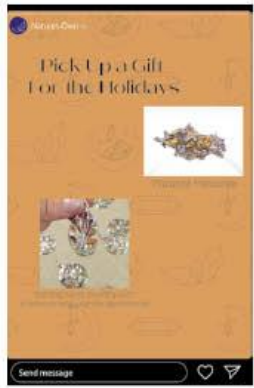


Figure 3: Nature's Own Rock Shop Rebrand

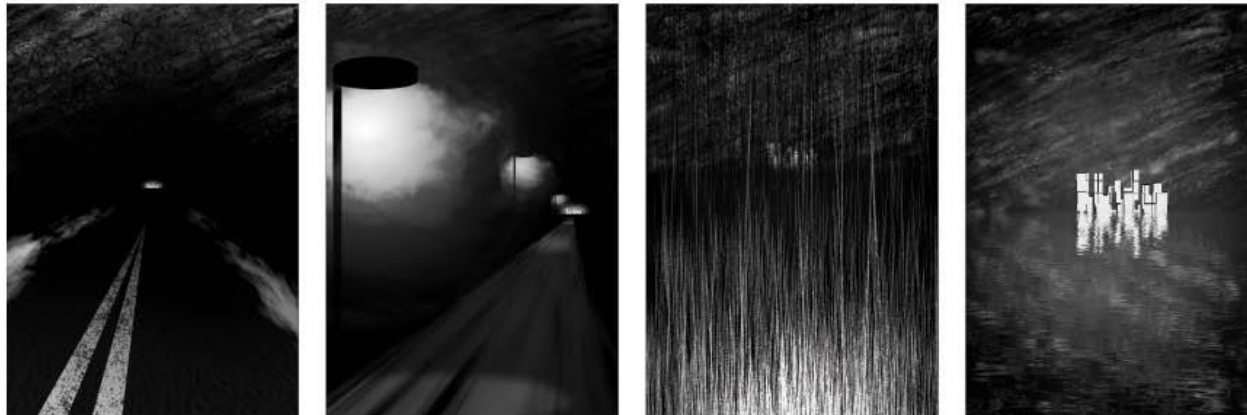
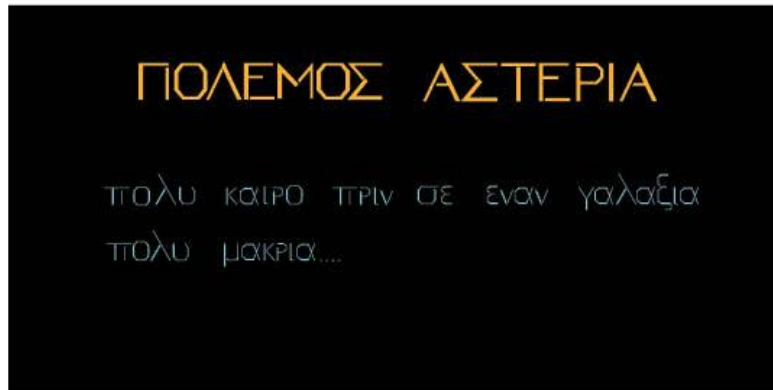



Figure 4: Poster Series – Escape from the City



ΑΣΤΕΡΙΑ

Αα Ββ Γγ Δδ
 Εε Ζζ Ηη Θθ
 Ιι Κκ Λλ Μμ
 Νν Ξξ Οο Ππ
 Ρρ Σσς Ττ Υυ
 Φφ Χχ Ψψ Ωω

Ligatures

ο + λ 
omikron + lambda

η + ν 
eta + nu

ρ + ω 
rho + omega

μ + ω 
mu + omega

ι + ο 
iota + omikron

Figure 5: Aesteria - Greek Alphabet Typeface

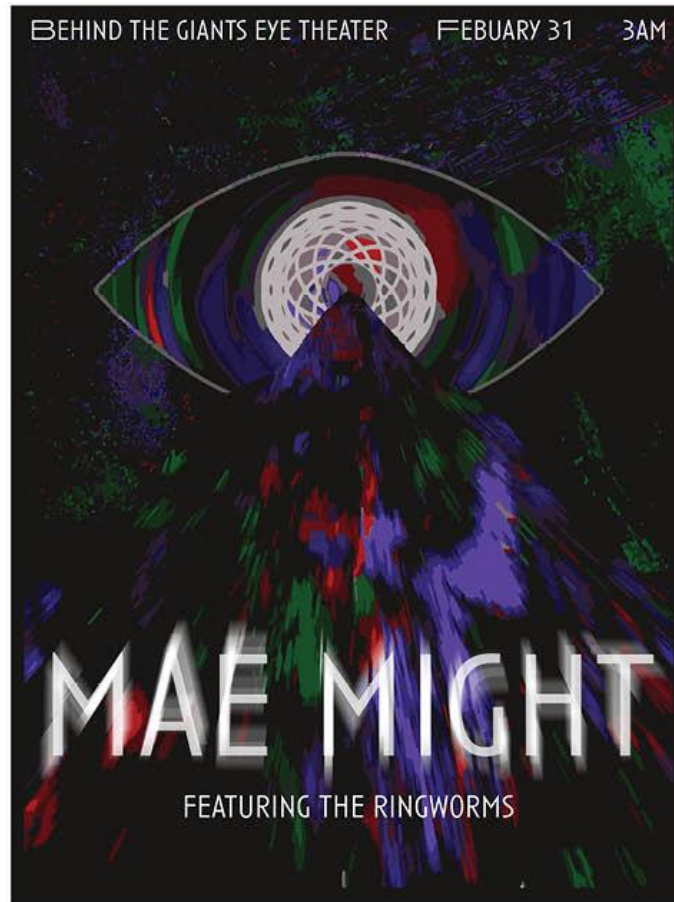


Figure 6: Mae Might – Fictional Music Event Poster

APPLICATIONS

WEBSITE DESIGN



INSTAGRAM POST/STORY



MERCH



ZOOM BACKGROUNDS



Figure 7: CSU Design Week Branding

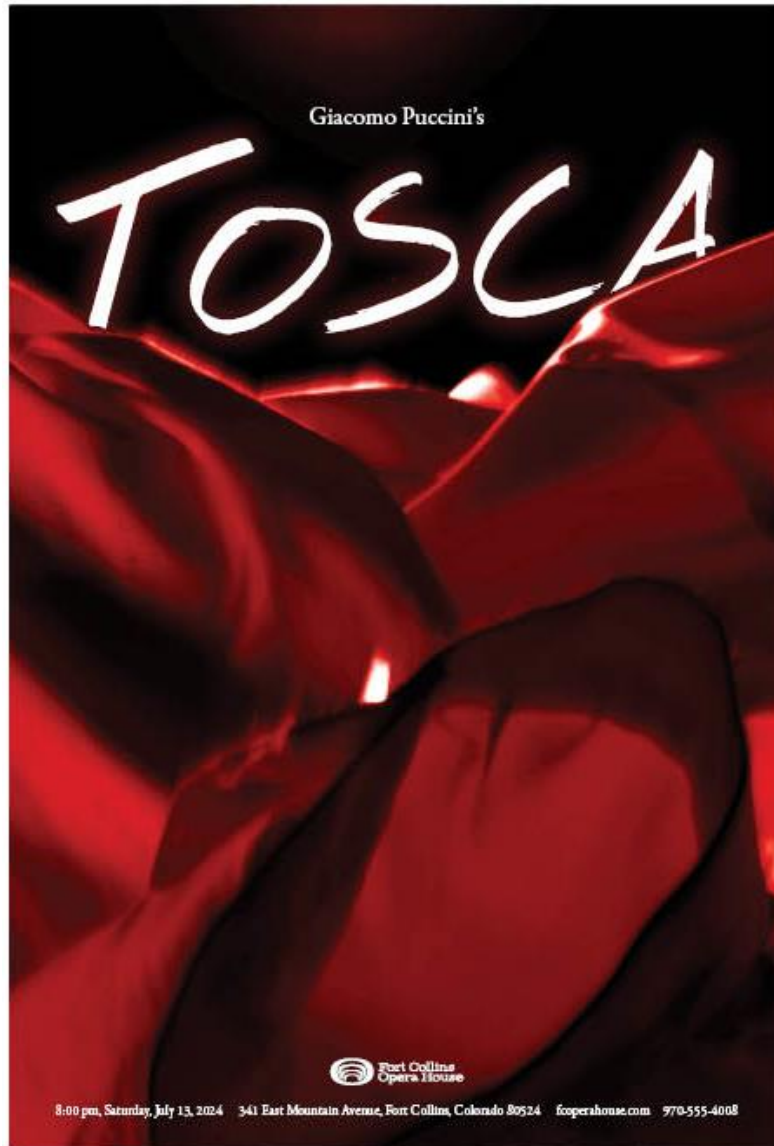


Figure 8: Tosca – Fictional Opera Show Poster

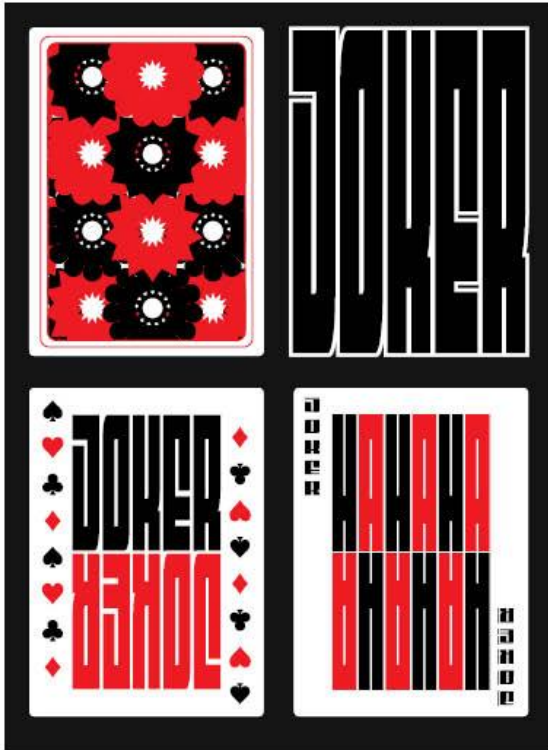


Figure 9: Constructed Radial – Playing Cards Design