

THE METAMORPHOSIS



FRANZ KAFKA

Artist Statement

Amanda Hogen

As a graphic designer, I find my work to incorporate a traditional message of producing images and text that catches the audience's eye. At first, I didn't know where my work as a graphic designer was going. I then was fortunate enough to receive real world experience within advertisement, marketing, and social media. My completed work ranges throughout marketing, packaging design, rebranding, creative work, and social media. With each piece, I am able to produce clear information out to the audience through typography and imagery. As a designer, my desired work remains in the field of marketing.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
Figure 1:	Poster	Digital Illustration	11in x 17 in
Figure 2:	JR Logo Design	Digital Illustration	11in x 17in
Figure 3:	JR Packaging	Digital Illustration	11in x 8.5in
Figure 4:	Social Media	Digital Illustration	1200px x 364px
Figure 5:	Night @ the Rec Poster	Digital Illustration	11in x 17in
Figure 6:	Night @ the Rec Digital Banner	Digital Illustration	790px x 590px
Figure 7:	Night @ the Rec Website Banner	Digital Illustration	1200px x 364px
Figure 8:	Postcard	Digital Illustration	4.25in x 6in
Figure 9:	Email Header and Footer	Digital Illustration	700px x 500px
Figure 10:	Fitness Digital Banner	Digital Illustration	1250px x 214px

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Figure 1: Poster.



Figure 2: JR Logo Design.



Figure 3: JR Packaging.

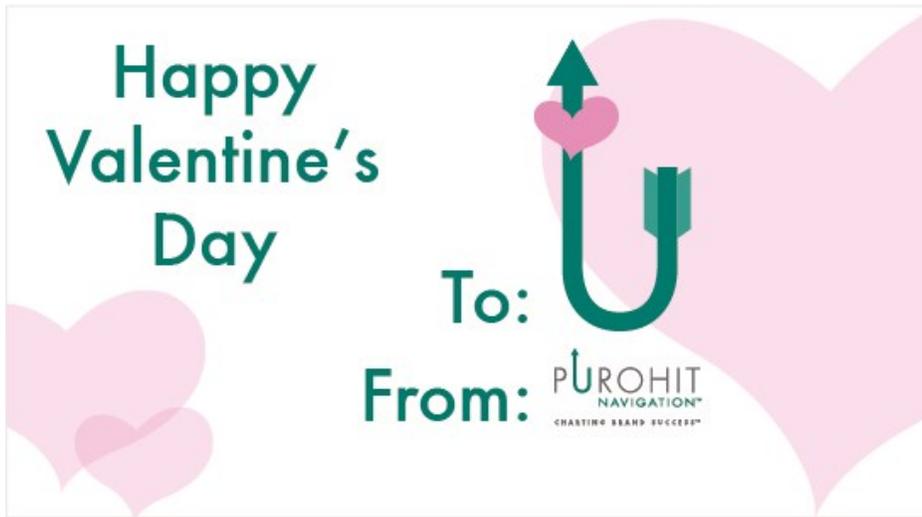


Figure 4: Social Media.



Night @ The Rec



August 22

8:30-11:00 pm

Student Rec Center

Intramural Fields

Fitness Classes



Intramural Sports



Swimming



Climbing



T-Shirt Giveaways



Games



Fantastic Prizes!



(Including 3 Fitbit bracelets)

Colorado State University

For more info visit: csurec.colostate.edu

Figure 5: Night @ the Rec Poster.



Figure 6: Night @ the Rec Digital Screen.



Figure 7: Night @ the Rec Website Banner.

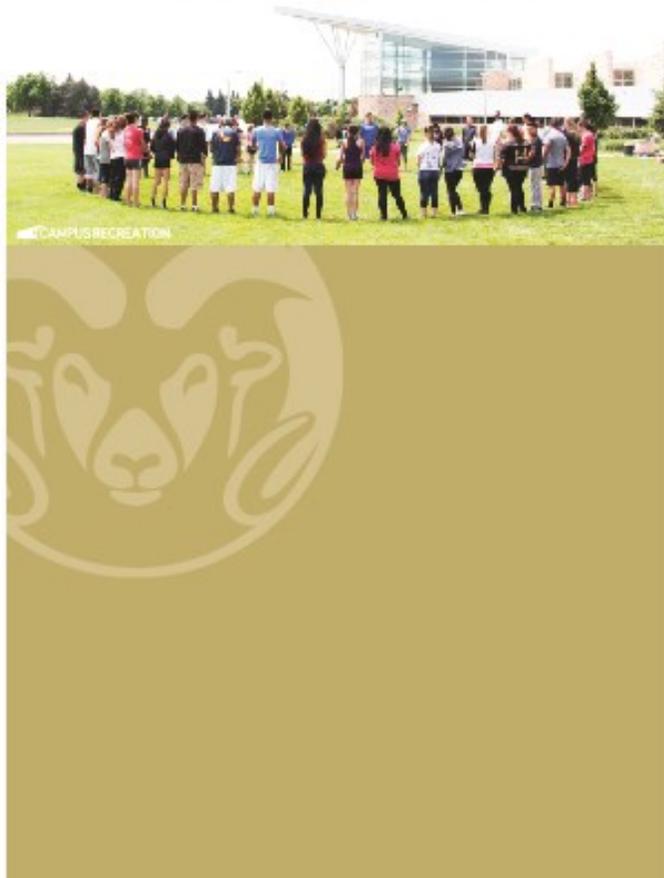


Figure 8: Postcard.

Campus Recreation
Team Building
...where individuals become community



“Team Building exists for the development of human potential through experiential challenges, reflection, and transference of that experience to everyday life.”

Colorado State University

Figure 9: Email Header and Footer.



Figure 10: Fitness Digital Banner.