



FOR THE SAKE OF THE

**EARTH**

**CUT YOUR MEAT**

CONSUMPTION IN HALF

## **Artist Statement**

### **Kacey Underwood**

I am dedicated to the presentation of information in the most effective way. I believe that a designed world, in which communication is clear and aesthetic is upheld, is our zenith to strive for. I find inspiration in great ideas, design, and beauty all around me. My most passionate work applies the tool of graphic design and typography to answering to environmental health and social concerns. Still, I find a joy in expressing the beauties of nature, love, music, and cuisine, paying a respect to their subtleties, tactility, and delicacy.

**Kacey Underwood**

**Graphic Design**

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► Roots Party of America | POLITICAL CAMPAIGN BRAND AND POSTER

Logo and recruitment poster for my conceptualized political party, Roots, which was inspired by the sustainability and integrated design of permaculture farming. The logo is meant to appeal to the American collective while alluding to agriculture and growth.

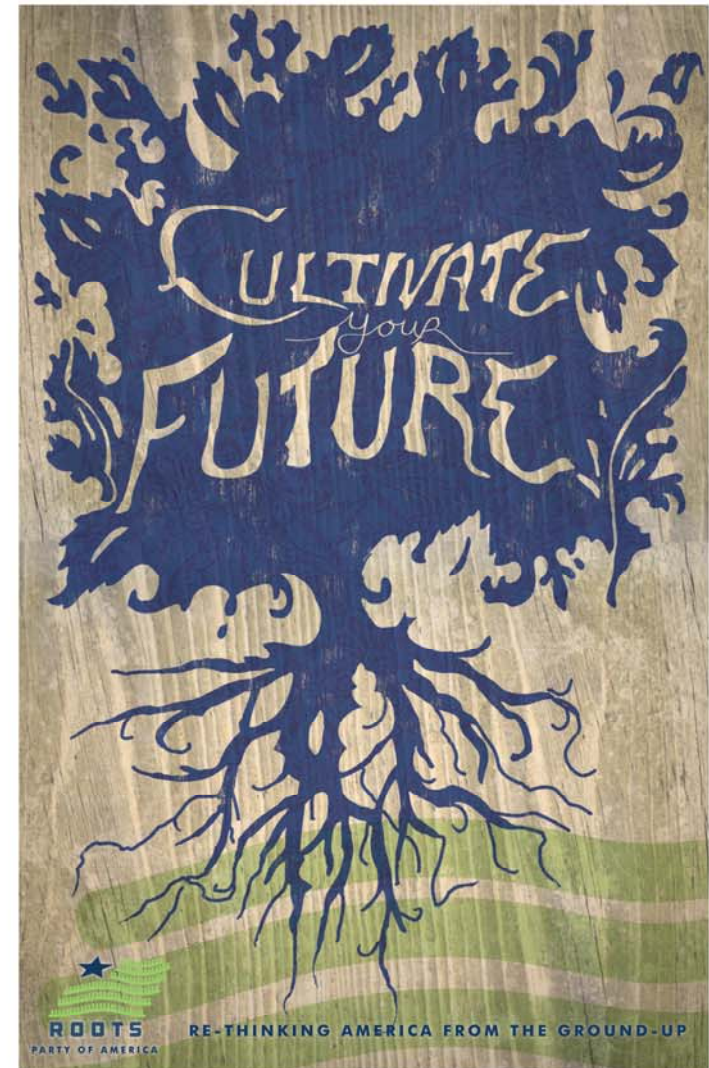


Figure 1: Roots Party of America: Cultivate Your Future



► Meat Consumption | POSTER

Poster raising a solution to a pertinent global issue — the environmental effects of the meat industry. Simply cutting our meat consumption in half would very positively impact the earth in a range of ways, from reducing greenhouse gas emissions to using water and nutrients more efficiently.



Figure 2: Poster: Meat Consumption



► Built for Comfort I.P.A. | HOME-BREW PACKAGING

Six-pack carrier and illustrative label for "Built for Comfort", an India Pale Ale crafted by my father and myself and inspired by one of our shared passions — the blues. This beer is a tribute to the artist Howlin' Wolf and encourages leisure and taste with its working-class design.

Figure 3: Home-brew Packaging: Built for Comfort I.P.A.



MONTROSE  
GAY STRAIGHT ALLIANCE



#### ► Montrose Gay-Straight Alliance | IDENTITY

Identity for the first gay-straight alliance in the rural town of Montrose, CO. First, I developed a logo to support the group's birth, and then I came up with other materials promoting "Acceptance", including posters, letterpress items, and a stencil.



MAKE  
YOUR  
OWN  
STENCIL



ACCEPTANCE

Spread the word... accent your environment with color and an inspiring message: acceptance.  
How to use this stencil:

1. Using your x-acto knife, a cutting mat, and a ruler for the straight edges of the letter forms, cut the colored shapes of "Acceptance" (above) from the white paper to remove them. Leave all of the white intact.
2. Find your art spot. Any flat surface that you have permission to manipulate with paint is great. If you can, find a spot that others will see!
3. Spray or brush on three or more colors in translucent, vertical strokes to create the rainbow pattern of the "Acceptance" design. If limited to three colors, try to use a pink, yellow, and a light blue.



Try overlapping pink, then yellow, then blue, and finally pink once more.



The montrose gay-straight alliance  
Encourages acceptance of everyone.  
Make of a new friend!

Stencils: Kelli, Spray Paint: Designed by Matthew Brown, and Paint Brush: (designed by Kelli) from The Human Project

Figure 4: Identity: Montrose Gay-Straight Alliance





► Rolling Stone Cover series | ILLUSTRATION

Illustrated portrait series of musicians from separate decades, including Sly Stone and Keith Richards. The different illustration media included fabric, pen, and watercolor. The series originated as a school assignment.

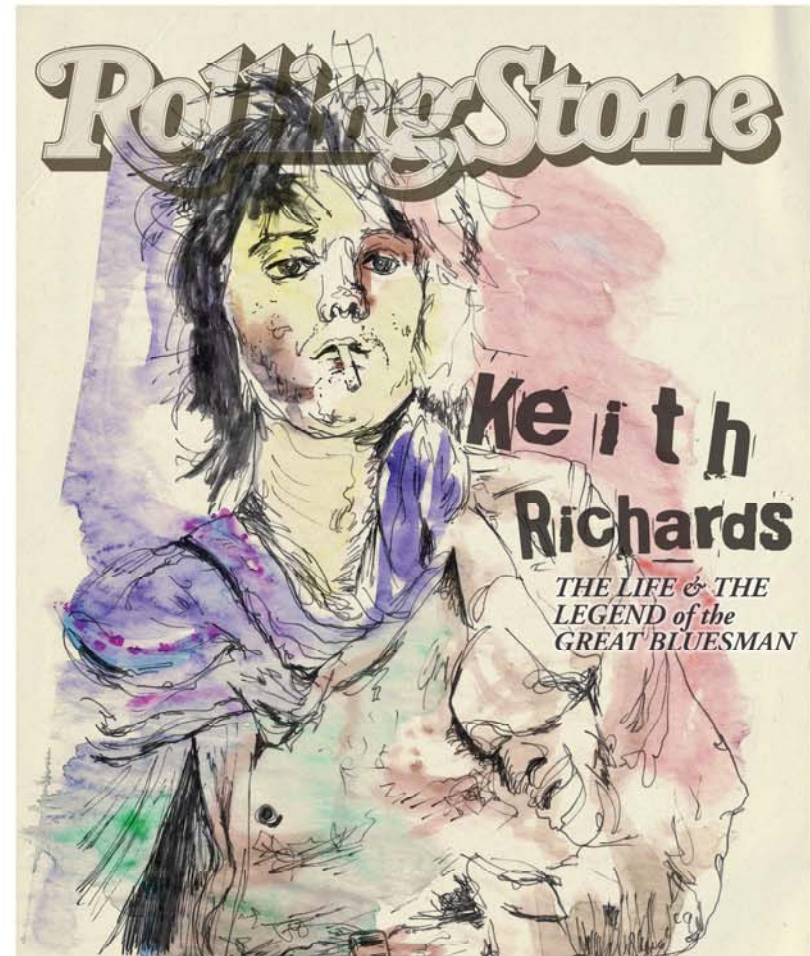


Figure 5: Illustration: Rolling Stone Cover Series