



Jeff Stevenson

Fall 2021

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

I am an artist and a graphic designer. Before getting into graphic design, I always loved to create, but as I gained I did not want to create works for the sake of creating works. I wanted to create art for a purpose. Graphic design gave me the avenue and direction to create something that is purposeful.

Like most graphic designers, I am a generalist, meaning I don't have a specific specialty. I dabble in all forms of design, including typography, branding, illustration, and editorial design. Although I work in all of these forms of design, I enjoy branding and marketing. The idea of creating purposeful and impactful items for a business or company is something I have a calling to do. Like branding, I also enjoy illustration. Illustration gives me the ability to be more creative, yet be purposeful.

Design gives me the opportunity to create for a cause. Not only just create, but create appropriately and impactfully. Getting the opportunity to provide a creative hand to someone is what drives me to be a designer.

Title**Original Format**

Figure 1: Squeaky

Illustrator, 3 in x 3 in

Figure 2: Apollotech

Illustrator, 3 in x 3 in

Figure 3: Everyday Collaborative

Illustrator, 3 in x 3 in

Figure 4: Flamboyant Flamingos

Illustrator, 18 in x 24 in

Figure 5: Bean

Illustrator, 18 in x 24 in

Figure 6: COVID Greeting Cards

Illustrator, 4 in x 6 in

Figure 7: Athletic Insider

InDesign, 8.5 in x 11 in

Figure 8: Wilt & Wilson

Photoshop, 10 in x 8 in

SQUEAKY

Figure 1: Squeaky

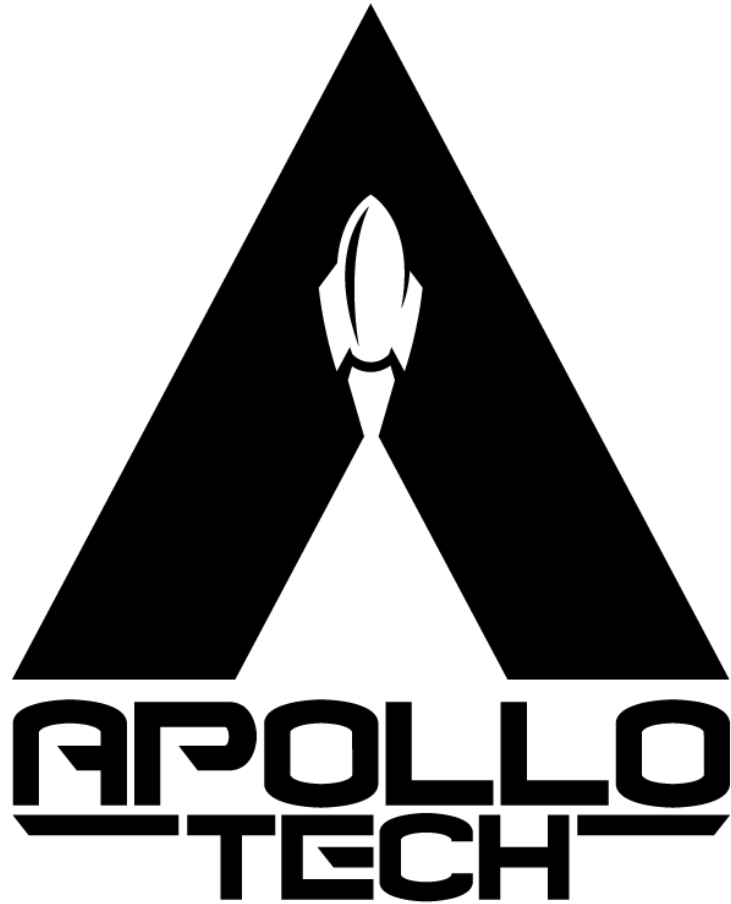


Figure 2: Apollotech



Everyday Collaborative

Figure 3: Everyday Collaborative



Figure 4: Flamboyant Flamingos



Figure 5: Bean



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