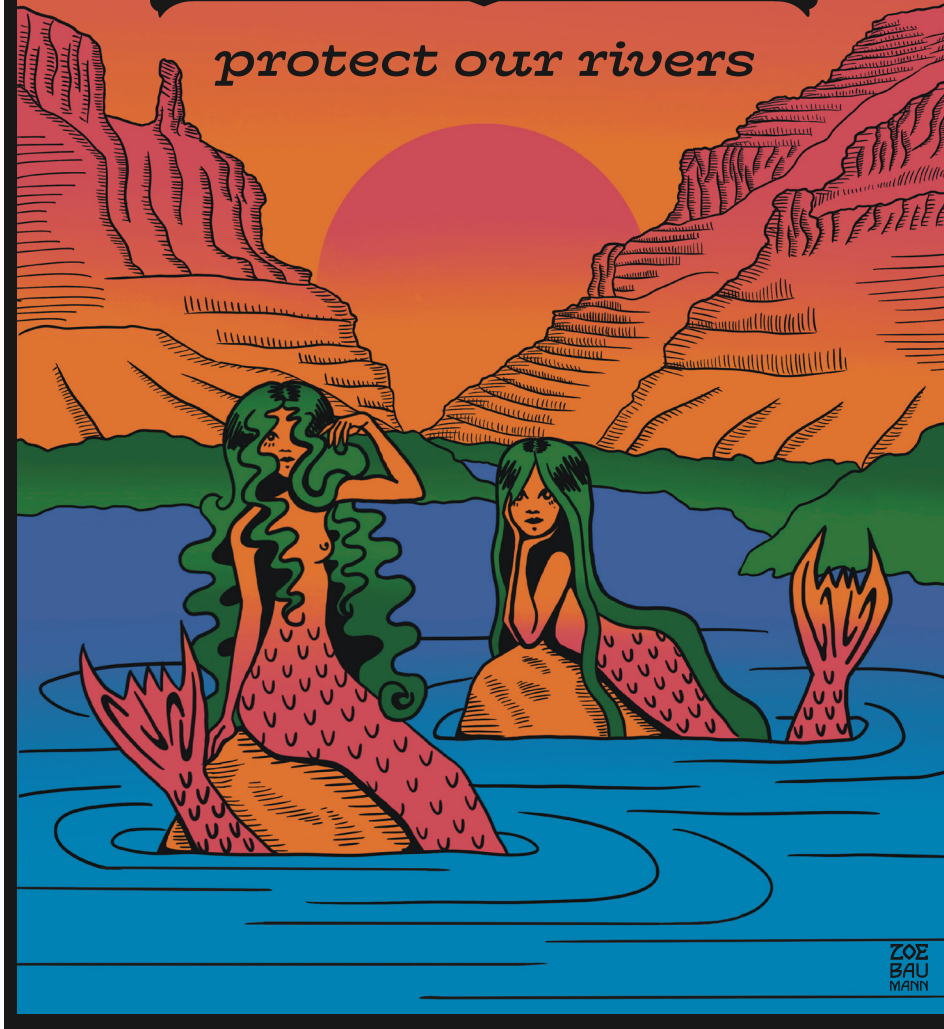


*COOL, CLEAR*  
**WATER**

*protect our rivers*



ZOE  
BAU  
MANN

Zoe Baumann

Fall 2022

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

Hi there! My name is Zoe and I'm a graphic designer and video artist based out of Fort Collins, CO. I am a lover of the intersection of art and music, specializing in band merchandise and branding as well as music videos and live video synthesis for concerts. I am interested in how the intersection of art and music comes together to create a visceral experience and community engagement for its viewers.

I take inspiration from art movements such as art nouveau, surrealism, folk art, op art, and many others to create my artistic lexicon. While my inspirations are centuries old, I strive to keep my work feeling contemporary and fresh through a high-contrast graphic style. It's important to me to pay homage to the long and beautiful history of design, as I feel a connection to its humanity and decorative elements.

My design methodology starts with the concept, where I first research to understand my aesthetic goals and historical references. I then consider the necessary steps to take for the final product, particularly the dimensions needed for web or print, the necessary information, and the compositional hierarchy. Throughout the design process, I keep an intuitive workflow while paying close attention to color theory, composition, and cohesive typography. When working with clients, I make sure to keep them involved throughout the process so that everyone is heard and on the same page. The last steps of fine-tuning, printing, and sending the work off are my favorite, as I get to see the final outcome and its eventual real-life applications.

My graphic design practice is guided by the intersection of art and music and modernizing vintage design movements. My methodology consists of intentional and well-researched decisions, informed by conversations with clients and my personal design sensibilities.

Title	Original Format
Figure 1: Brown Bag Artist Sticker Sheet	Procreate, Illustrator, 10x5.6"
Figure 2: Target Holiday Campaign	Procreate, Illustrator, 10x5.6"
Figure 3: Daughters of Litema Museum Signage	Illustrator, InDesign, 1682x594 px
Figure 4: Protect our Rivers Poster	Procreate, Illustrator, 11x17"
Figure 5: Wildflower Underwear Branding and Packaging	Illustrator, Paper, 1080x1080 px

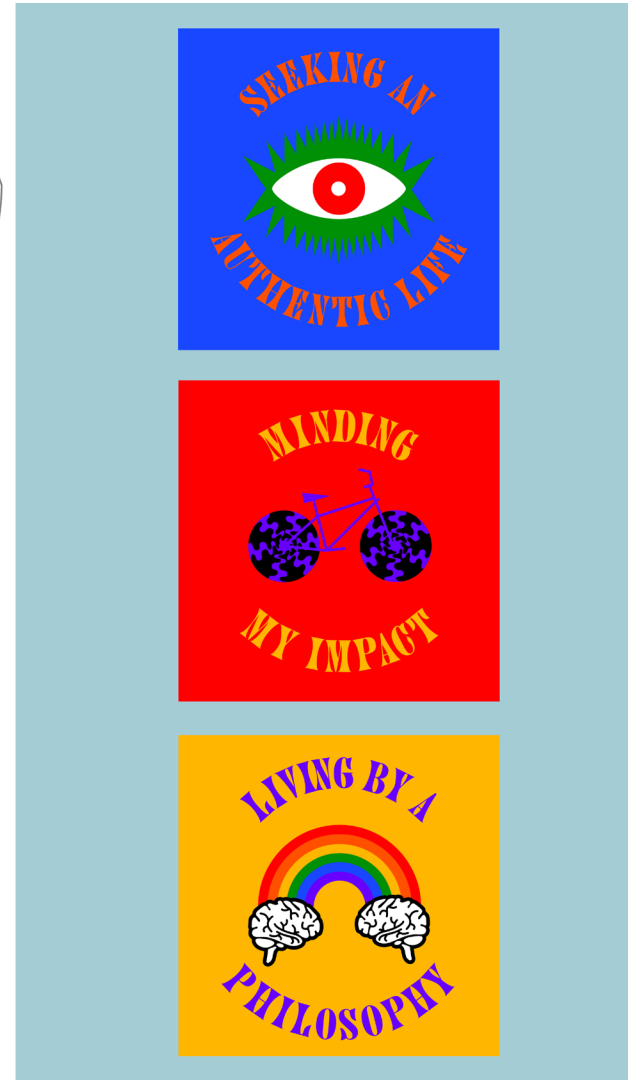
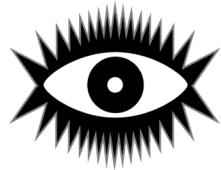


Figure 1: Brown Bag Artist Sticker Sheet



Figure 2: Target Holiday Campaign

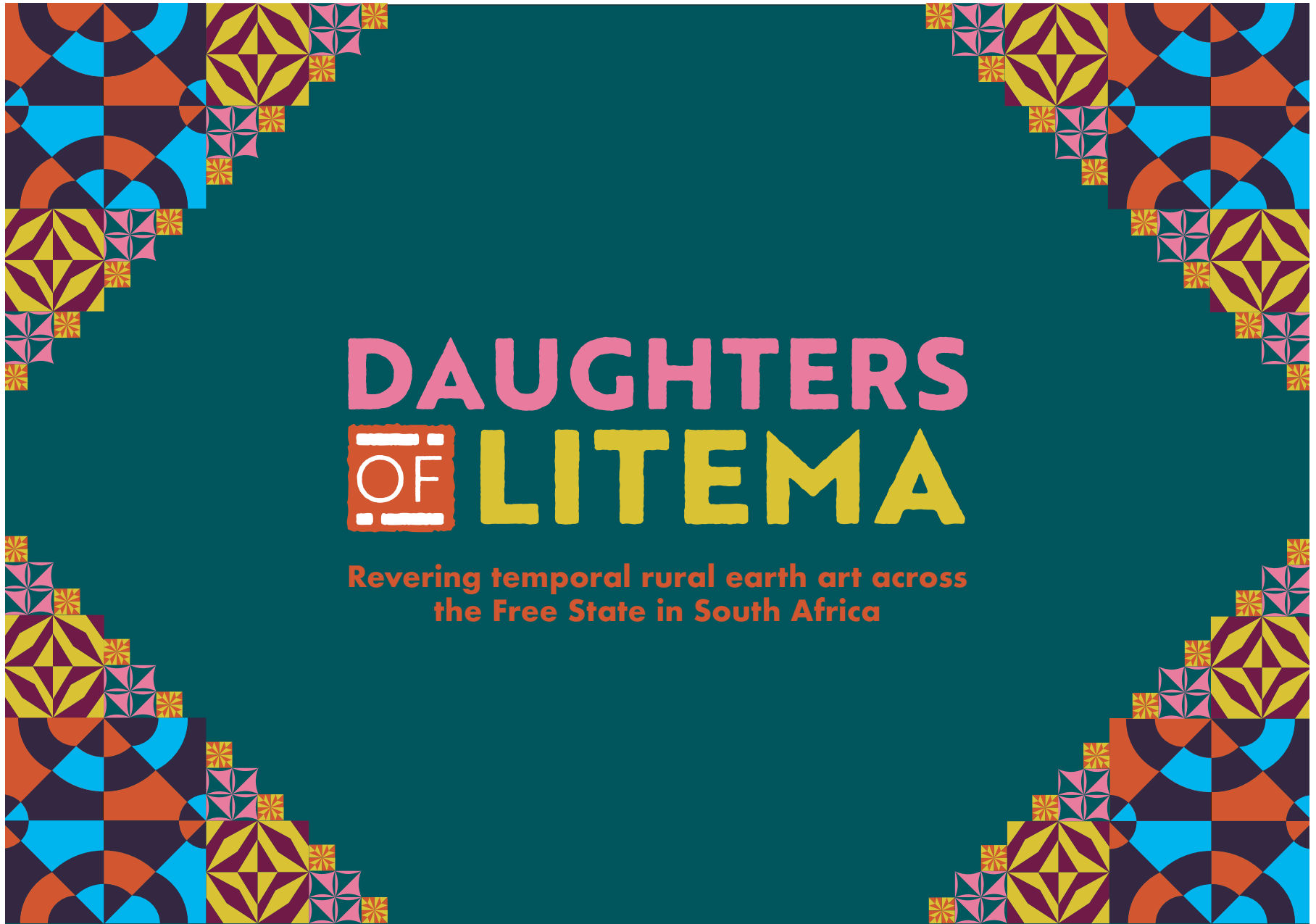


Figure 3: Daughters of Litema Museum Signage

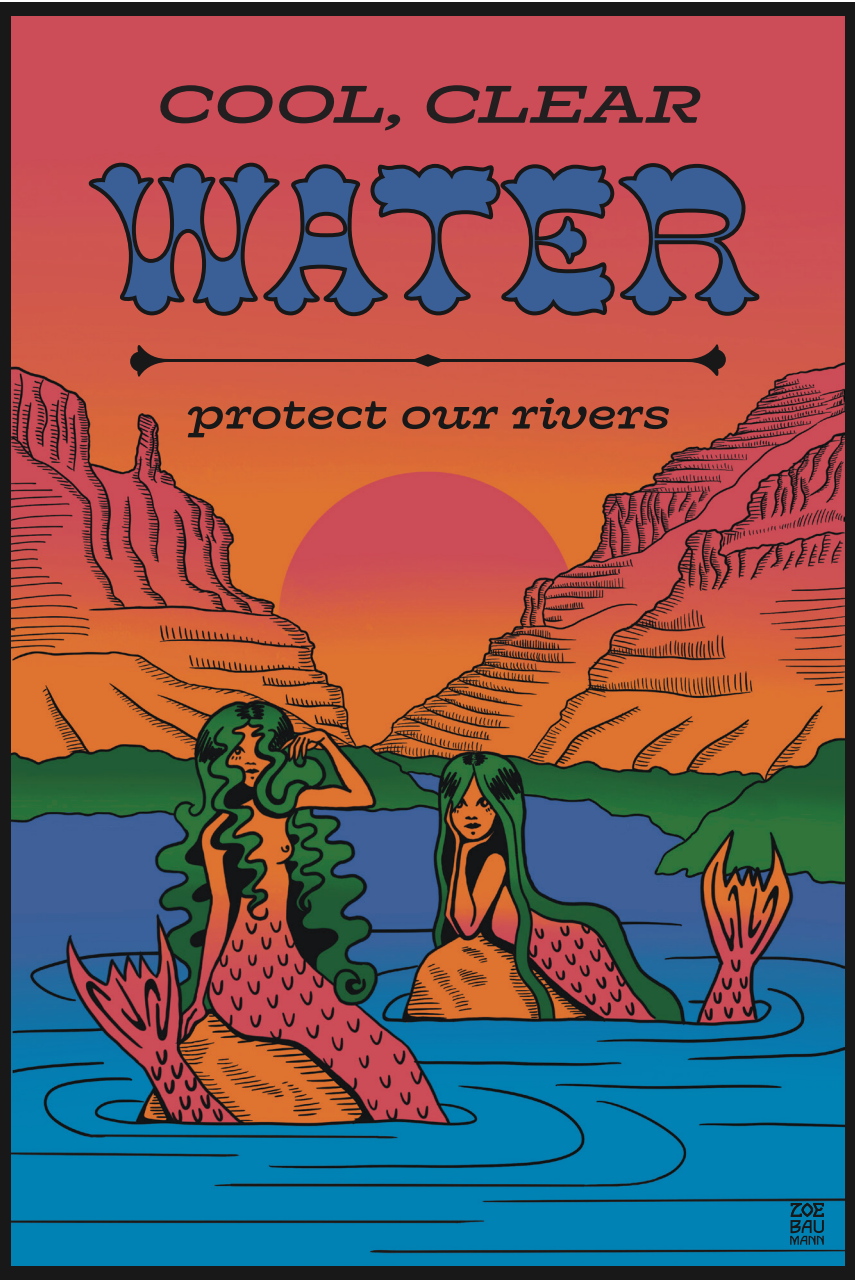


Figure 4: Protect our Rivers Poster



Figure 5: Wildflower Underwear Branding and Packaging