Hello

Catherine Smith

2023 Spring

Capstone - Graphic Design

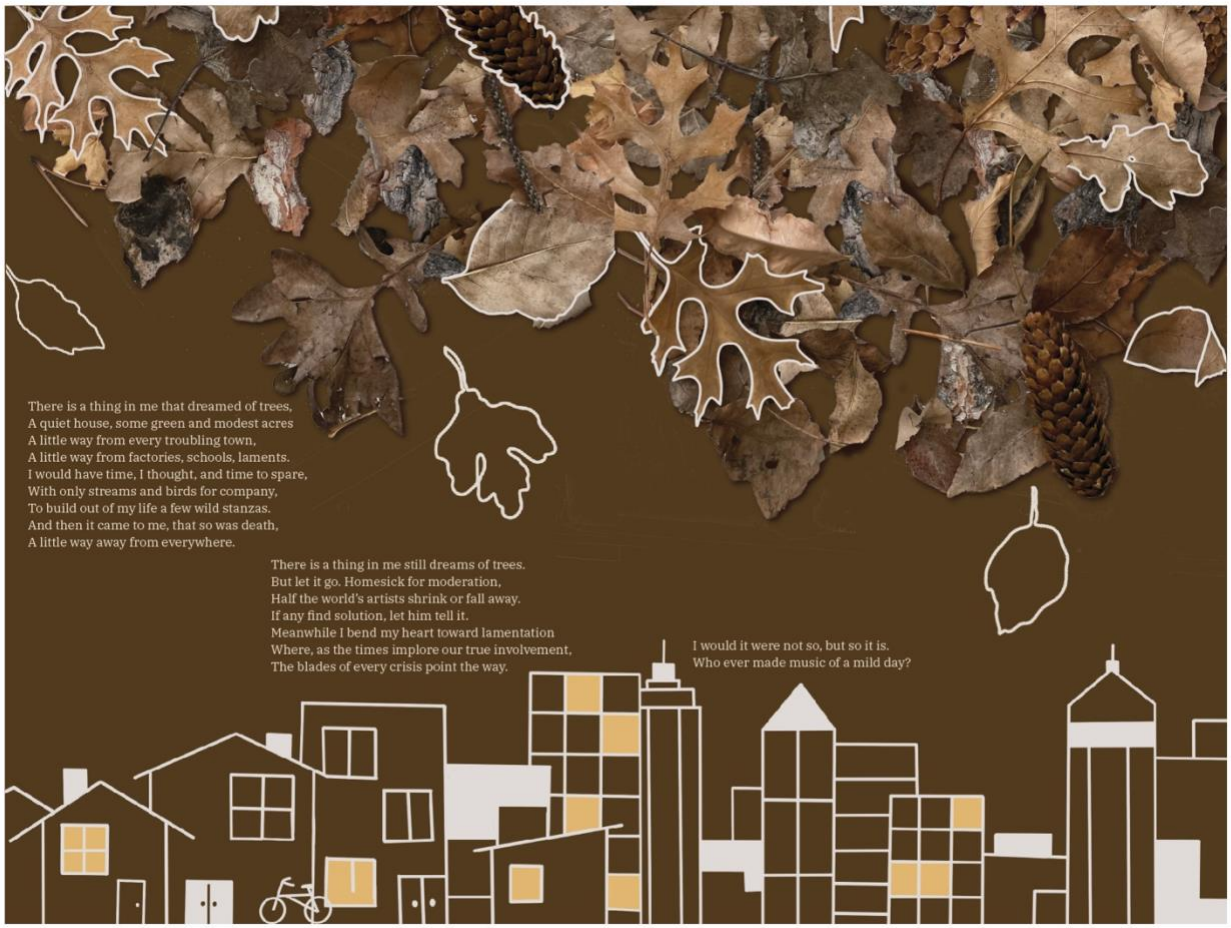
Department of Art and Art History

Artist Statement:
My name is Cat Smith. I focus my work mainly on graphic design, but I also do printmaking and drawing. Because of my multiple interests, I tend to lean towards the more illustrative side of design. I often begin every project with sketches on paper. I feel that I can generate ideas quicker and get more creative results doing it that way. Once I'm out of the ideation stage, I usually gravitate towards a fully digital approach to my work.

My process includes a lot of experimentation. I tend to have projects that look very different from my initial sketches. My ideas may be fully formed when I'm beginning a project, but they almost always change. The final product is always influenced by experimenting throughout the creative process. My design work is usually inspired by learning. With each project, I try to use a new technique or learn how to use a new tool that I haven't done before. I feel that expanding my abilities while still in school will better prepare me for whatever design job I end up getting in the future. Because of my experimentation, I have a broad range of work. I have some pieces made fully on my laptop, some that are all hand drawn with my iPad, and some that incorporate both digital and analogue work. I believe this exploration has made me more well-rounded as a designer, and as a creative.

Title	Original Format
Figure 1: Angsty Animal Stickers	LaserJet sticker sheet, 8.5 in x 5.5 in
Figure 2: Poem Book Spread	InkJet on paper, 12 in x 9 in, 6 in x 9 in
Figure 3: Poem Book Cover	InkJet on paper, 12 in x 9 in, 6 in x 9 in
Figure 4: Target Christmas Branding	Digital PDF, 11 in x 17 in
Figure 5: Move the Date	InkJet on Poster paper, 100 cm x 70 cm
Figure 6: Hello	Digital JPG, 6.5 in x 7.8 in

Figure 1: Angsty Animal Sticker



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