



Jenna Ball

2021 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

Design is everywhere. As humans, we are constantly interacting with design whether we are aware of it or not. Our environments and the things that surround us shape who we are as people. Because of this, I strongly believe that good design can change the world.

Throughout my time as a design student, I have found that illustration is where my passion lies. For me, illustration is a way to capture the emotions that surround a specific moment in time. Through intimate perspectives, my illustrations seek to capture a sense of memory, placing the viewer directly in the scene. By combining illustration with typography and design work, I believe we can shift our perspectives and create a new, exciting look at life. I approach my illustration and graphic design in a methodical way, breaking down our environments into simplistic shapes and limited colors. This simplistic aesthetic evokes a feeling of nostalgia. Additionally, the simplicity of my work helps to convey its message in an efficient manner. Through my graphic design work with its focus on illustration, I hope to create exciting design that ultimately makes the world a more lively, engaging place.

Title	Original Format
Figure 1: Hues You Can Use Cover	Illustrator, 8.75 in x 10.75 in
Figure 2: Hues You Can Use Inside Spread	Illustrator, 17.5 in x 10.75 in
Figure 3: Taking It Back Magazine Design	Illustrator, 8.75 in x 10.75 in
Figure 4: Taking It Back Poster Series	Illustrator, 26 in x 34 in
Figure 5: Taking It Back Exhibition Book	Illustrator, Photoshop, 10 in x 16 in
Figure 6: Taking It Back Exhibition Book Intro Page	Illustrator, Photoshop, 10 in x 16 in
Figure 7: Taking It Back Exhibition Book Contents Page	Illustrator, Photoshop, 10 in x 16 in
Figure 8: Trailhead Brewing Label	Illustrator, 4 in x 3 in
Figure 9: Trailhead Brewing Packaging	Illustrator, 6 in x 8 in
Figure 10: CSU Alumni Mural	Adobe Fresco, 26 in x 34 in



Figure 1: Hues You Can Use Cover



Do you think you know all about color? Or all you want to know? London-based author Kassia St. Clair might change that preconception. The *Secret Lives of Color*—published in New York in 2017 and London in 2016—is a treasure trove of colorful history, science, and first-rate storytelling that fascinates on every page.

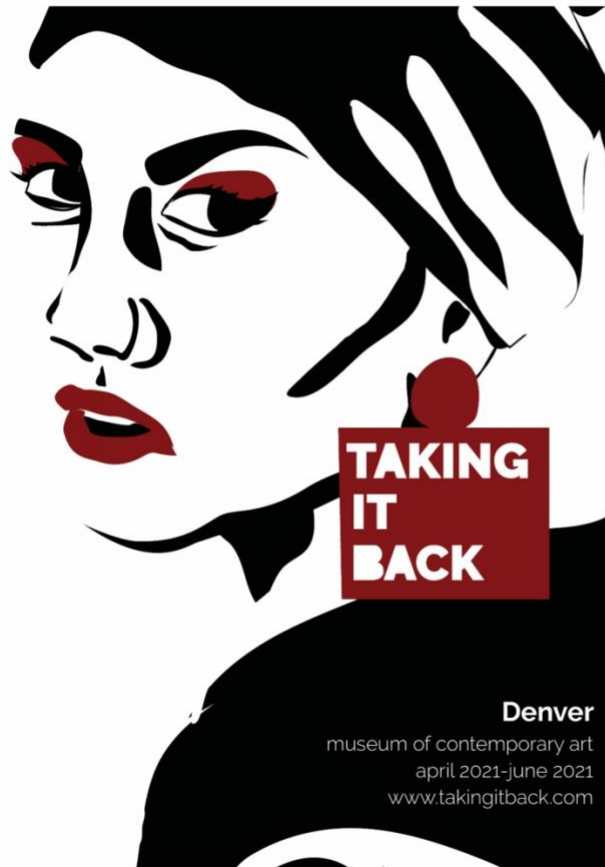
Every shade has a story

I delightfully discovered St. Clair's book late last year in the Delaware Art Museum shop, drawn to the volume's visually appealing binding (design by Britain's James Edgar) covered with dancelike, 3D-looking trompe l'oeil dots. *continued on page 35*

Figure 2: Hues You Can Use Inside Spread



Figure 3: Taking It Back Magazine Design



New York
the new museum
january 2021-march 2021
www.takingitback.com



Figure 4: Taking It Back Poster Series



Figure 5: Taking It Back Exhibition Book



Figure 6: Taking It Back Exhibition Book Intro Page



Figure 7: Taking It Back Exhibition Book Contents Page

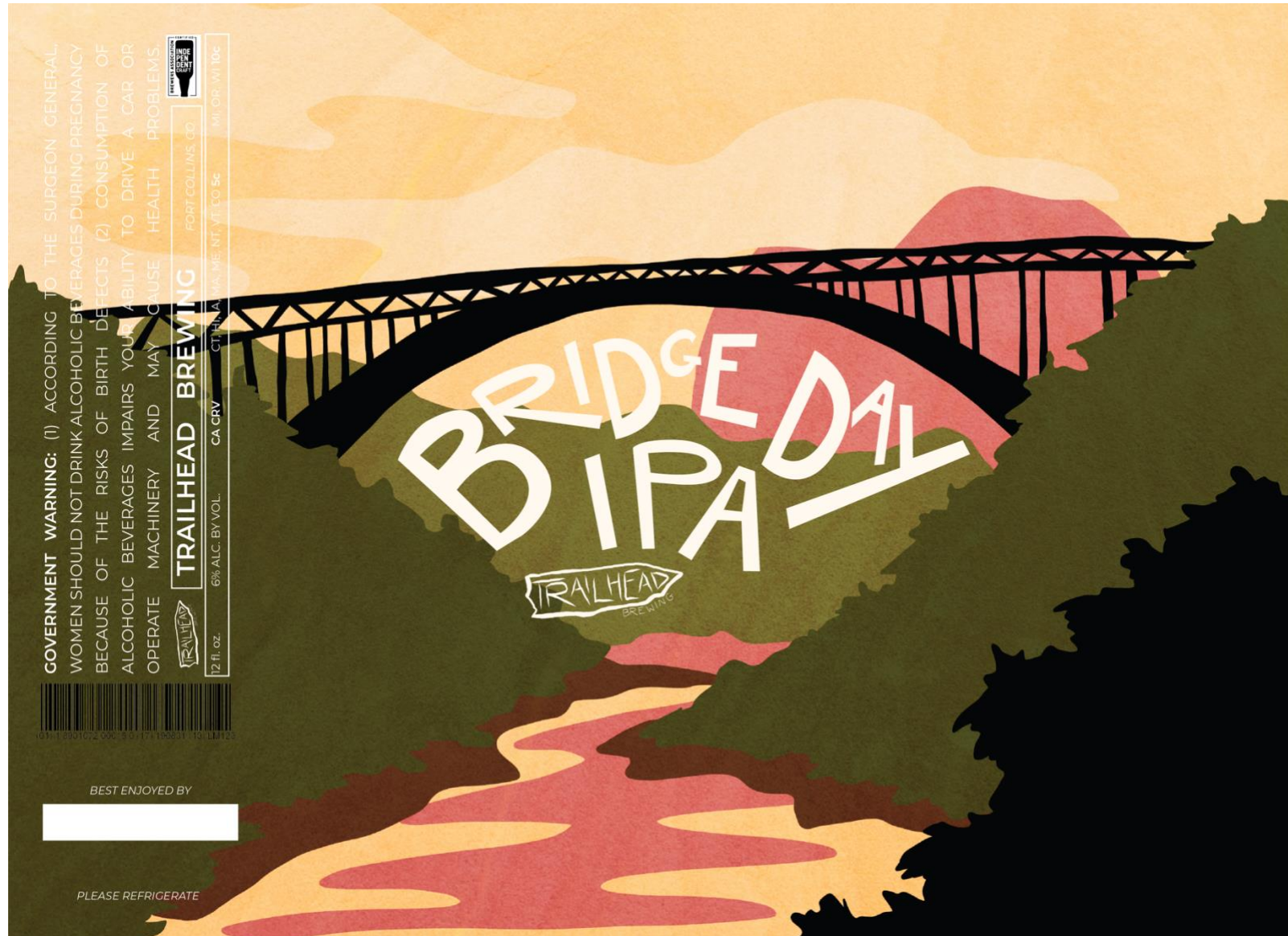


Figure 8: Trailhead Brewing Label



Figure 10: CSU Alumni Mural