

Charlie Dillon

Spring 2022

Capstone - Graphic Design

Department of Art and Art History

**Artist Statement:**

My design process centers around what the specific project at hand needs, which typically involves research, moodboarding, sketching, and an iterative progression forward. This process keeps me curious and continually learning. I am always looking to find better solutions, and view design as problem-solving exercises in communication, rather than aesthetics. I am interested in branding projects and working with existing branding in packaging projects, poster series, and more to help clients find their market in today's visually saturated world. I believe that a sense of fearlessness and ability to take intentional risks is important to standing out in our current visual culture, and I am curious about these unpredictable design choices and visual spaces to grow.

I also have a fondness for creating illustrations, both traditional and digital, and incorporate illustration into my design work as well as doing illustration separately, such as with editorial illustration or cover illustrations. I believe that working with physical aspects, like pen and ink, especially in the early stages of my work, allows me to work through ideas quickly and intentionally imperfectly. There is a certain energy in a messy sketchbook page, and with it comes a lack of ego that is important to my design process. Each iteration has the potential to be significant, but can just as easily be recycled, thrown away, or morphed with a different idea or suggestion.

In illustration and visual design work, I believe a clear view on the world around us is more important than an aesthetic obsession over the things we create. As a maker, I've found it significant to my practice to stay up to date with the art world, but also with broad public topics, especially since much of my favorite personal work focuses on ongoing human issues. Recently, these pieces have

focused on things such as the Covid pandemic, the fight to keep voting rights in the US, and the political fights surrounding abortions in Texas.

As a designer, the intention and choice behind what I create is as important as the end product.

Title	Original Format
Figure 1: Oneiros Poster	Adobe Fresco, 60 in x 20 in
Figure 2: Oneiros Drink Packaging	Photoshop, 5 in x 8 in
Figure 3: Oneiros Drink Packaging II	Photoshop, 5 in x 8 in
Figure 4: Oreiros Red Wine Packaging	Photoshop, 12 in x 4 in
Figure 5: Santa @ Target Gift Cards	Illustrator, 3.375 in x 2.125 in each
Figure 6: Santa @ Target Wrapping Paper	Photoshop, 36 in x 6 in
Figure 7: Santa @ Target Tote Bag	Photoshop, 12 in x 18 in
Figure 8: Dangerous Dreams: Politico Cover	Ink on paper and Photoshop, 8.125 in x 12.875 in
Figure 9: The Influencer Poster	Adobe Fresco and InDesign, 18 in x 24 in
Figure 10: D Brown Bag Sticker Sheet	Adobe Fresco and Illustrator, 8.5 in x 5.5 in
Figure 11: D Brown Bag Instagram Posts	Illustrator, 5 in x 5 in per post



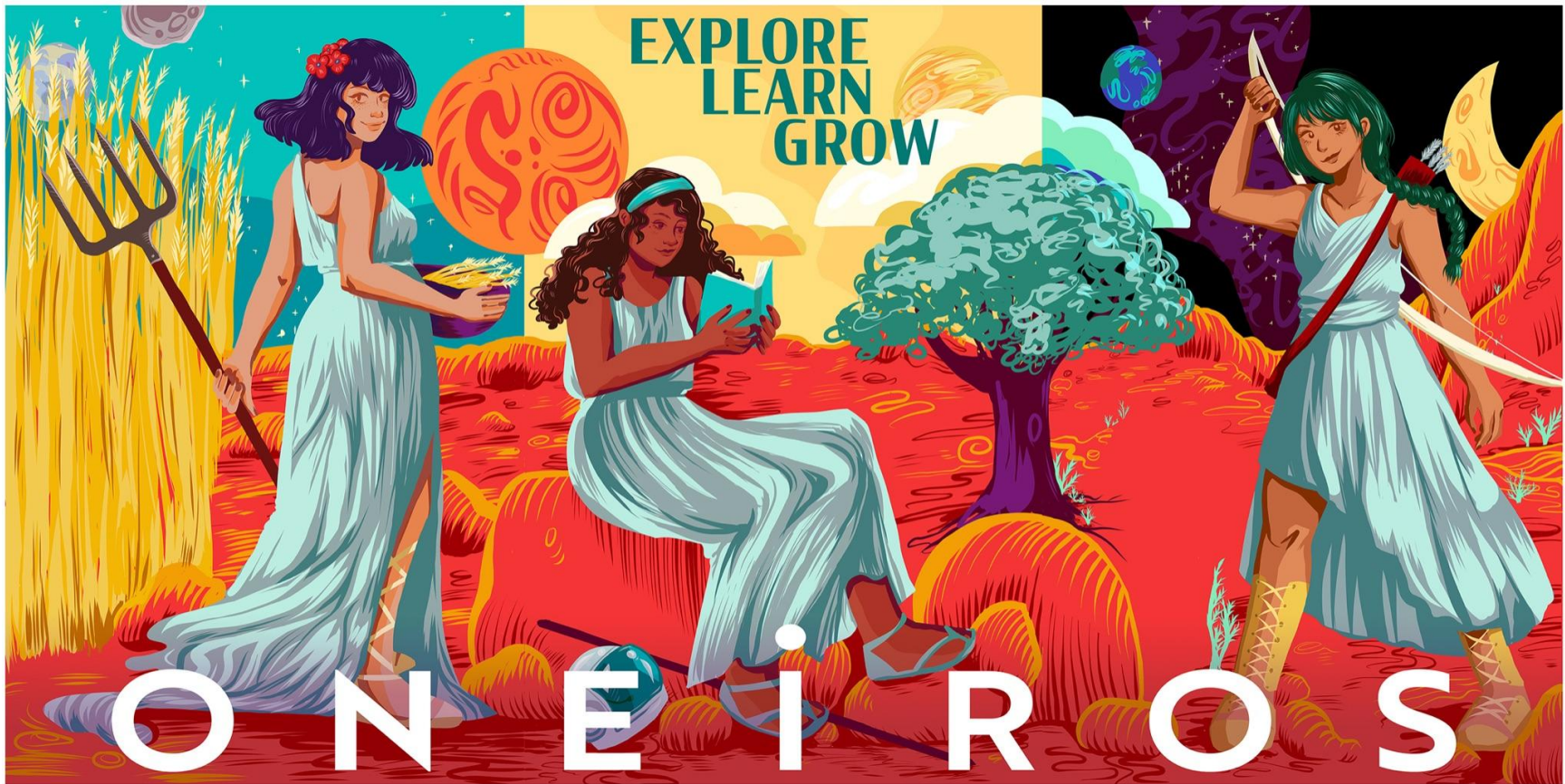


Figure 1: Oneiros Poster



Figure 2: Oneiros Drink Packaging





Figure 3: Oneiros Drink Packaging II



Figure 4: Oneiros Red Wine Packaging

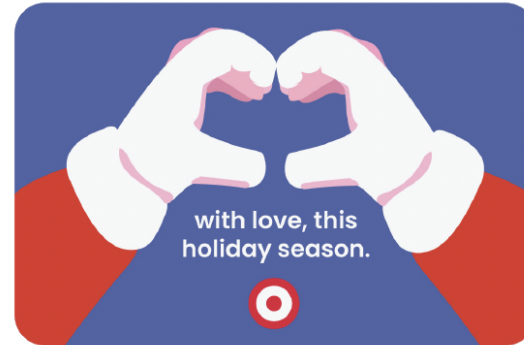


Figure 5: Santa @ Target Gift Cards



Figure 6: Santa @ Target Wrapping Paper





**Figure 7: Santa @ Target Tote Bag**

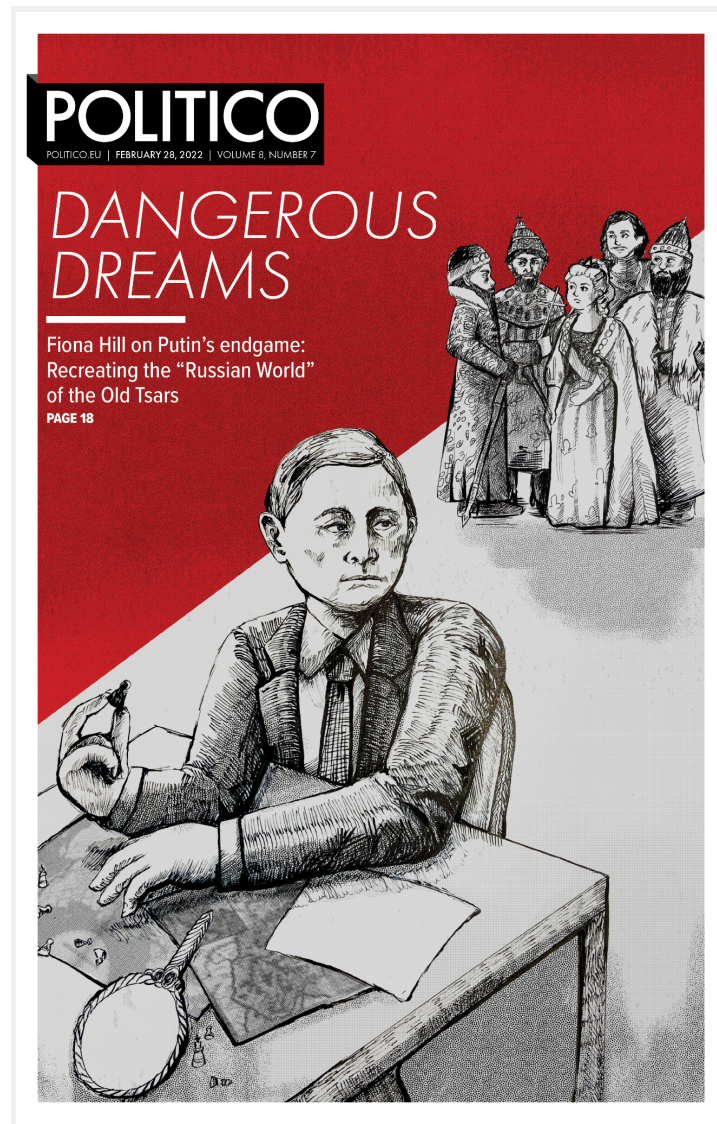


Figure 8: Dangerous Dreams: Politico Cover



### Figure 9: The Influencer Poster





Figure 10: D Brown Bag Sticker Sheet

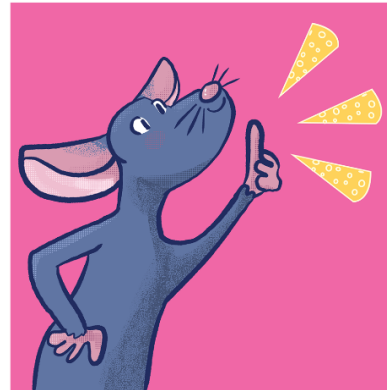


Figure 11: D Brown Bag Instagram Posts