



**Artist Statement:**

Leif Blessing

I use my art to say what I want to say because it the best way I know how. Visual communication has always been the most natural way for me to connect to others and can say so much more when done right. That is why I make simple, polished work that is easy to absorb and clear in its message. My influences include music, the world around me, and other artists whose work speaks to me similar to how I want mine to speak to others.

My process usually starts with a lot of research. When working with clients I research who they are, what they do, and what their current visual brand so I can do my best to understand what they like and what they want me to say with the work I make for them. Then I sketch my ideas and develop my favorites into cleaner drawing before switching to digital to bring it to life. I have always loved experimenting with many different mediums, but I believe I have found my calling with digital art.

**Title****Original Format**

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Figure 1: Campus West Connections Mural	Illustrator, 342 in x 114 in
Figure 2: <i>House of Scorpion</i> Book Cover	Illustrator, 15.315 in x 6.5 in
Figure 3: <i>That's the Way of the World</i> Album Cover	Photoshop, 12.5 in x 12.5 in
Figure 4: Izze Can Re-Design	Illustrator, 7 in x 5 in
Figure 5: <i>Woods</i> Book Cover	Illustrator, 4.5 in x 6.5 in
Figure 6: "Devil" Type Face	Illustrator
Figure 7: ElectroLabs Logo and Business Cards	Illustrator, 2 in x 3.5 in
Figure 8: ElectroLabs Brochure	Illustrator, 16 in x 4 in (x 2)
Figure 9: ElectroLabs Infographic	Illustrator, 16.5 in x 23.4 in
Figure 10: Grandoozy Standing Signs	Photoshop



**Figure 1: Campus West Connections Mural**



Figure 2: *House of Scorpion* Book Cover



Figure 3: *That's the Way of the World* (Earth, Wind & Fire) Album Cover



Figure 4: Izzе Can Re-Design



Figure 5: *Woods* Book Cover

A B C D E F G H I J  
K L M N O P Q R S T  
U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

Figure 6: "Devil" Type Face



**Figure 7: ElectroLabs Logo and Business Cards**



Figure 8: ElectroLabs Brochure



Figure 9: ElectroLabs Infographic

