



FULL TIME
ARTIST PART
TIME
BIRD

Sasha Beran-Hughes

Spring 2023

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

If I told my teenage self that I would be a graphic designer, I would have rejected the idea immediately. Interested in mediums such as painting and drawing, I had little regard for graphic design. In truth, I didn't have the knowledge about the world of design because I had only been educated on mediums that weren't technology-based. I soon came to realize that design has monumental impacts on the world around us. Graphic design can create a doughnut craving or help a shampoo brand sell one bottle over its competitors. It influences large numbers of people on very crucial parts of society, politics, culture, and identity.

For me, graphic design isn't just a digital process. It starts as sketches on paper and evolves to the screen. I love that it isn't a lonely process either. Publication design in particular has provided me with the qualities I've always hoped for in a profession: friendship, collaboration, and inclusivity. I can work closely with other creatives such as writers, photographers, and other designers in order to create a collective piece of art that best showcases everyone's work to the world. This not only helps me gain different perspectives, but I'm also able to gain expertise in other creative fields.

I began as an illustrator, and I still consider that my niche as well as publication design. My illustration style tends to be very detailed with lots of varied values and color. I have become a lot more familiar with simplifying compositions and shapes in order to challenge what I am most comfortable with. Through the last few years, I have grown to love nearly every aspect of design by learning new skills and trying new styles, and I am so thankful for everything this career path has taught me so far.

Title**Original Format**

Figure 1: Target Holiday Campaign

Illustrator, 5.5 in x 8.5 in

Figure 2: Brown Bag Artist Sticker Sheet

Procreate, Illustrator, 5.5 in x 8.5 in

Figure 3: Robert Frost Poem Book Spread

Procreate, Illustrator, InDesign, 12 in x 9 in

Figure 4: Posters from Technology Addiction Museum Exhibit

Illustrator, Photoshop, 11 in x 17 in

Figure 5: What a Beautiful Day!

Illustrator, Photoshop, 70 cm x 100 cm



Figure 1: Target Holiday Campaign



Figure 2: Brown Bag Artist Sticker Sheet

The Sound of Trees

By Robert Frost

I wonder about the trees.
Why do we wish to bear
Forever the noise of these
More than another noise
So close to our dwelling place?
We suffer them by the day
Till we lose all measure of pace,
And fixity in our joys,
And acquire a listening air.
They are that that talks of going
But never gets away;
And that talks no less for knowing,
As it grows wiser and older,
That now it means to stay.
My feet tug at the floor
And my head sways to my shoulder
Sometimes when I watch trees sway,
From the window or the door.
I shall set forth for somewhere,
I shall make the reckless choice
Some day when they are in voice
And tossing so as to scare
The white clouds over them on.
I shall have less to say,
But I shall be gone.

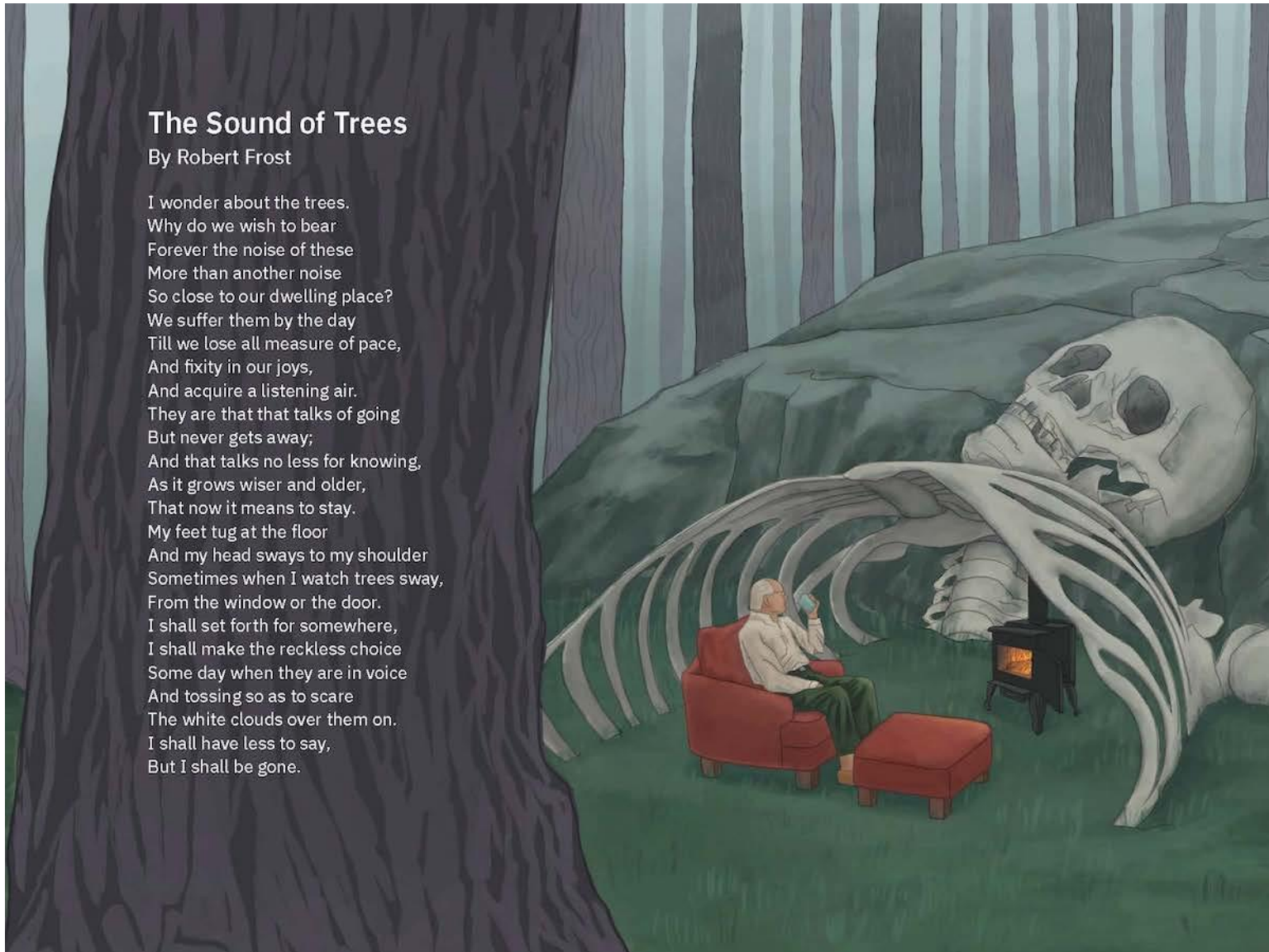


Figure 2: Robert Frost Poem Book Spread

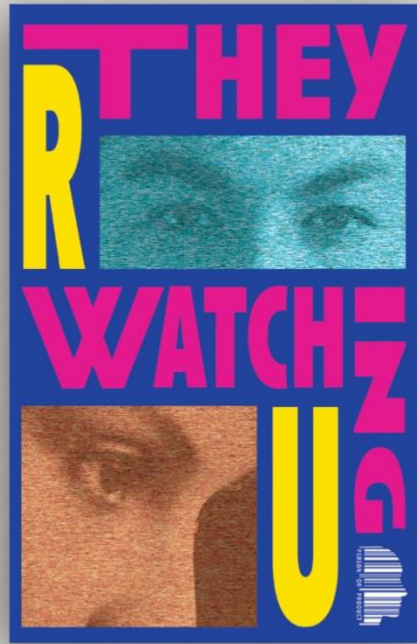
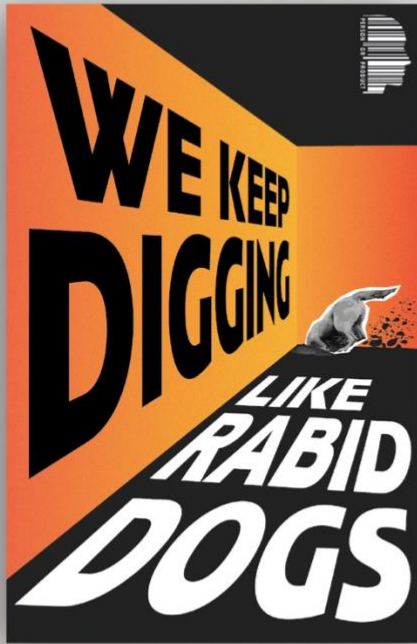


Figure 2: Posters from Technology Addiction Museum Exhibit

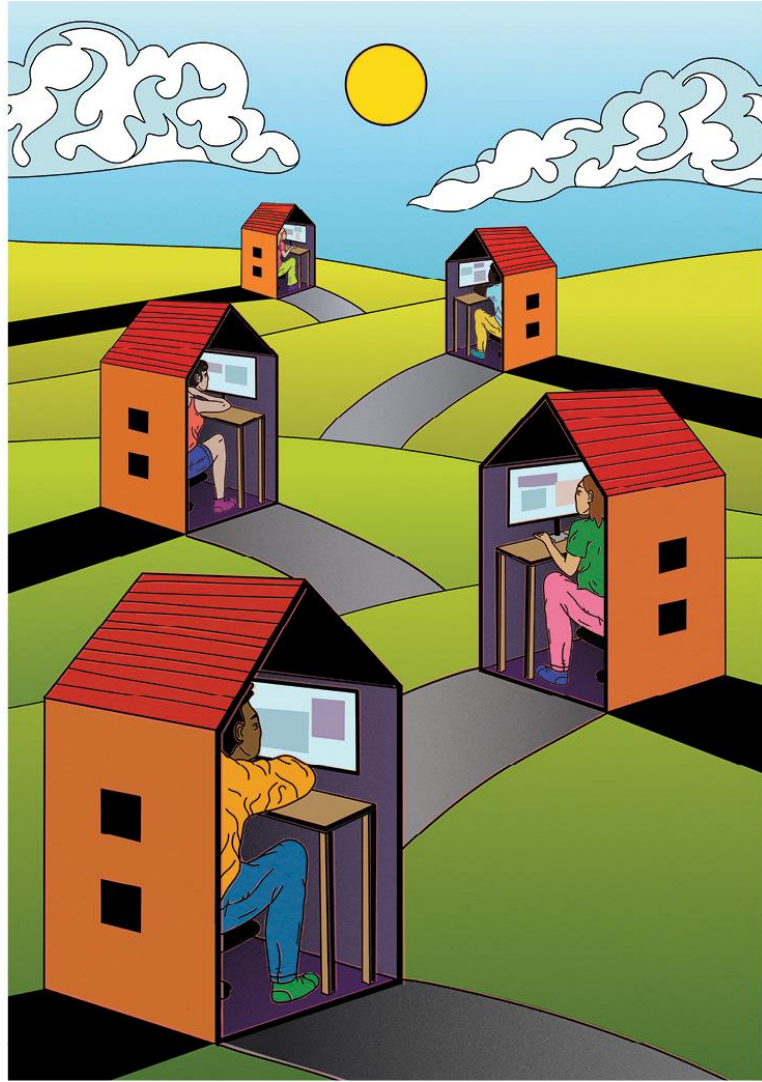


Figure 2: What a Beautiful Day!