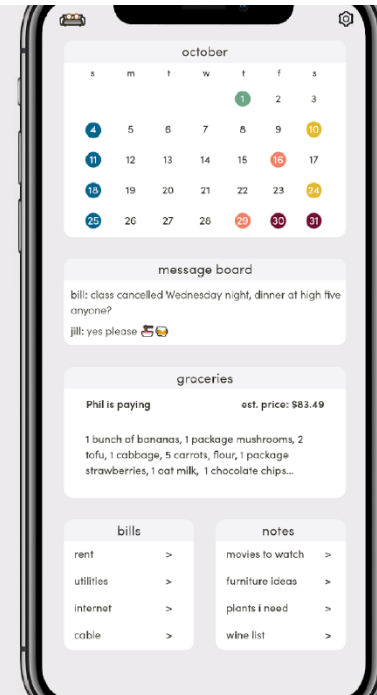




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Elliot Stemen

Spring 2021

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My design work is centered around the idea of being organic. I use the word organic because it relates to aesthetic qualities as well as having an environmental undertone. I achieve an organic design by treating text as a form that can be molded or shaped to best suit its environment. This results in a lot of hand-drawn illustration work paired with delicate typography choice. My background in painting has translated well to this portion of my design work. I put lots of thought into my compositions in order to achieve harmonious and informative graphics.

My design work also shares many similarities to my painting habits as I place a large emphasis on shapes of color and using a minimal palette. I believe that graphics are easiest to digest and understand when the information provided is straight-forward and to the point. I try to achieve this by forgoing strokes, ridged edges, and gradients in pursuit of imagery and text that can be easily identified and easy for the eye to move around. In a world so cluttered with information, I truly believe that the best design is the design that cuts through the noise. I am intrigued by design elements such as gestalt, negative space, and particularly alignment. There is so much communicative power that can be provoked when moving a particular body of text from one side of the page to another or putting text where you're not used to seeing it.

Graphic design is the language of our time. Whether it's a title, a body paragraph, an illustration, or logo, we are able to draw so much information from such little amount of substance. This relationship of communication and design is what motivates me to create work that can be best understood and appreciated by our increasingly attentive and observant global audience.

Title	Original Format
Figure 1: Roomies App Project Snapshot	Adobe Illustrator, 1200 x 480 pixels
Figure 2: Roomies App Project Introduction	Adobe Illustrator, 11 in x 8.5 in
Figure 3: Roomies App Mockup	Adobe Xd, 375 x 812 pixels
Figure 4: Frank Zappa For President Illustration	Adobe Illustrator, 11in x 17 in
Figure 5: D Brown Bag Coffee Table Book	Adobe InDesign, 11 in x 11 in
Figure 6: Spread from Fort Collins Recycling Magazine	Adobe InDesign, 10 in x 16 in
Figure 7: Spread 2 from Fort Collins Recycling Magazine	Adobe InDesign, 10 in x 16 in
Figure 8: Lulu Asian Bistro Rebranding Poster	Adobe Photoshop, 18 in x 24 in
Figure 9: Spread From Personal Painting Catalog	Adobe InDesign, 7 in x 7 in
Figure 10: WOXY.com Project Snapshot	Adobe Illustrator, 1200 x 480 pixels

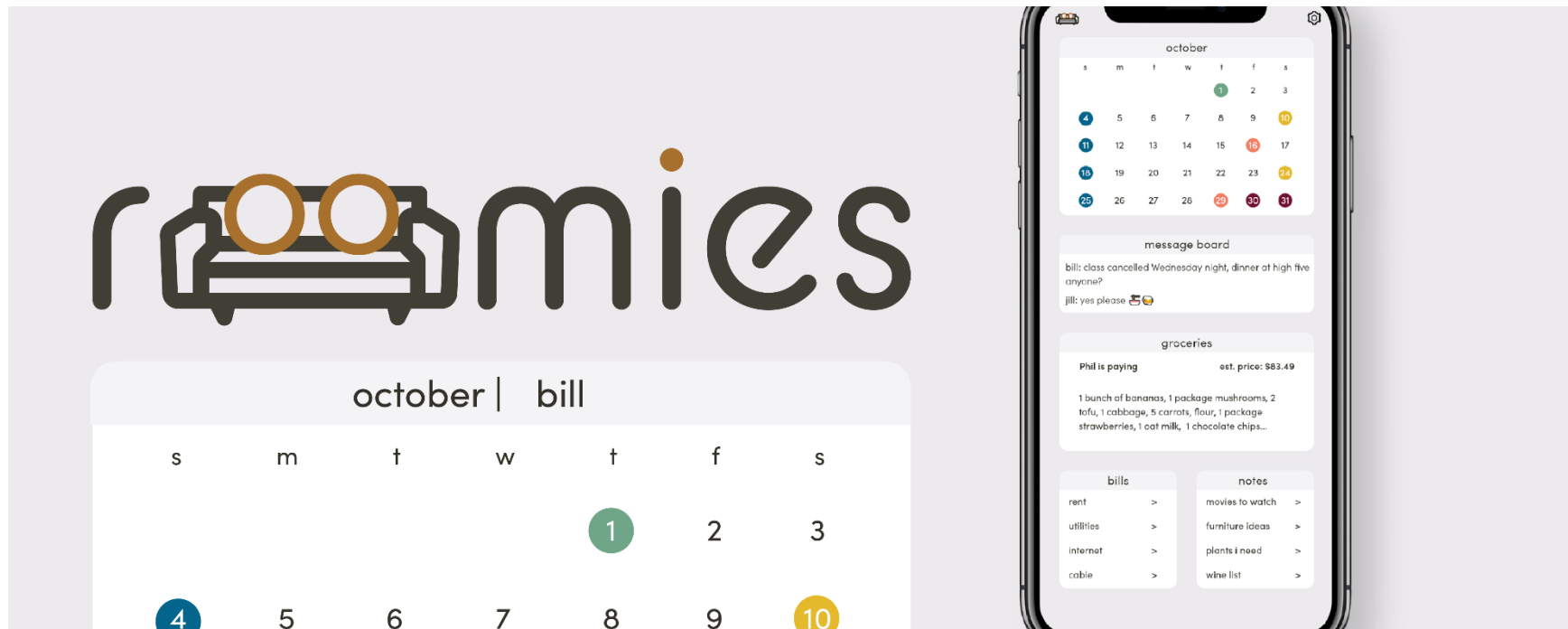


Figure 1: Roomies App Project Snapshot



Roomies, a roommate aid app, is a mobile tool designed to help roommates best manage their daily lives. Features like shared calendar and shared grocery list let each roommate add their own input to create a more harmonious and accountable living experience. Having peace of mind about your living situation allows you to spend more time thinking about matters that are more important in life.

Primary Color Palette



Secondary Color Palette

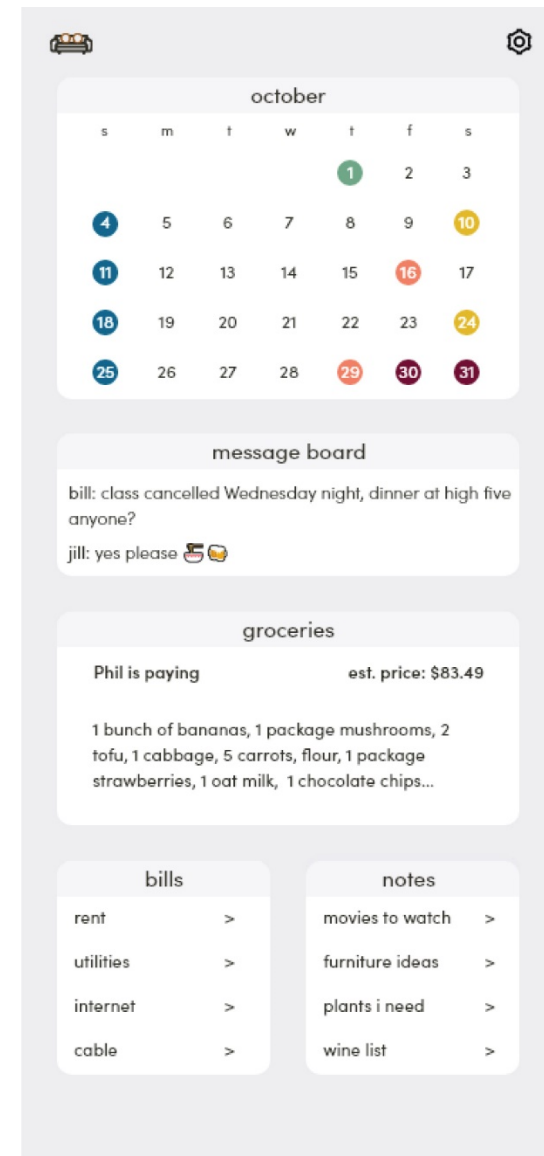


Figure 2: Roomies App Project Introduction

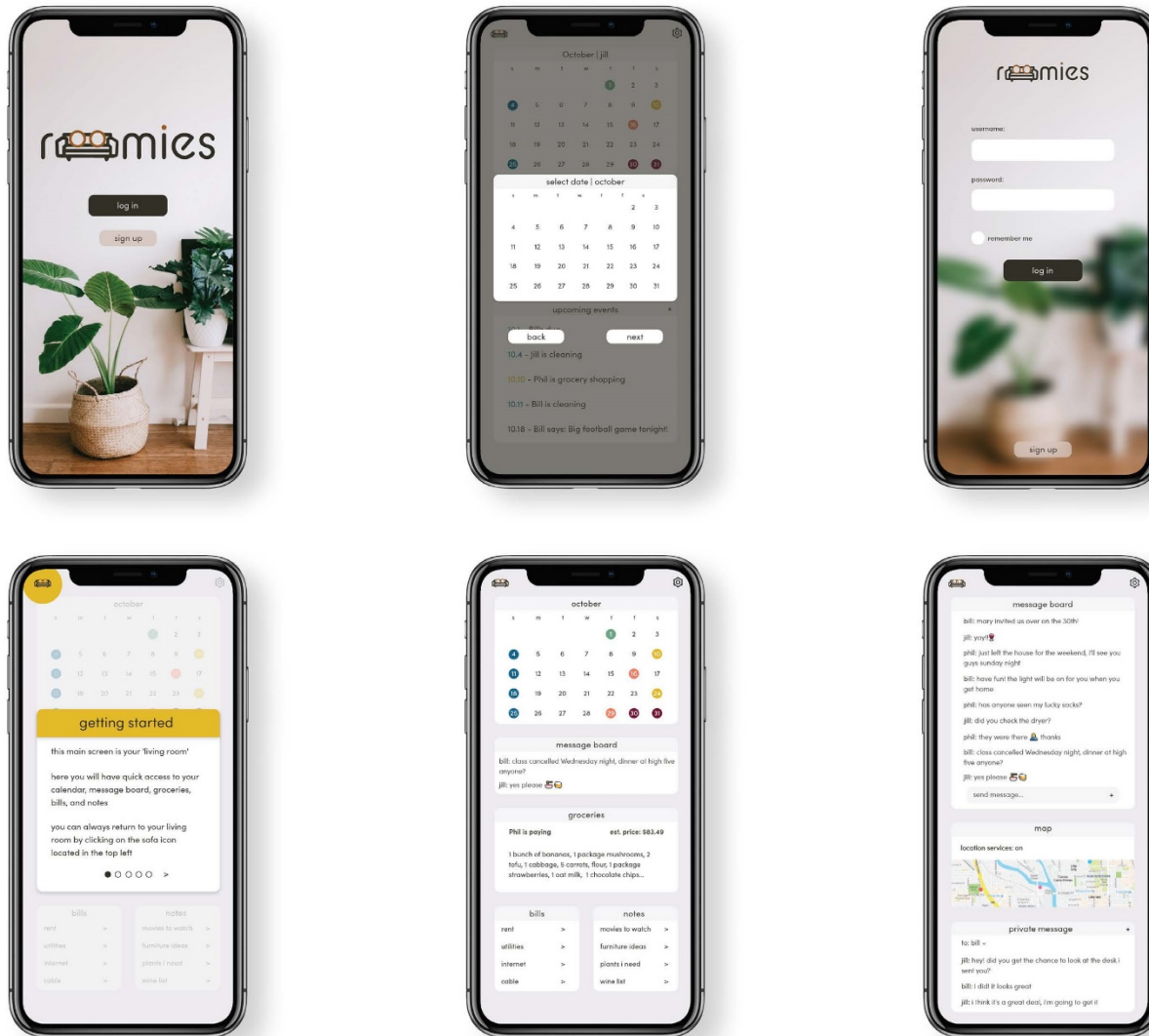


Figure 3: Roomies App Mockup



Figure 4: Frank Zappa For President Illustration



Figure 5: D Brown Bag Coffee Table Book

American Cities Confront Recycling Crisis

Published on March 20, 2019 by Jina Iwanwa

One year ago, China stopped accepting most American scrap plastic and cardboard, throwing a wrench into U.S. recycling programs. Now, cities and towns across the U.S. are dealing with piles of homeless plastic with no clear destination.

Many have stopped recycling altogether or dramatically scaled back their recycling programs. Douglas County, Oregon, stopped accepting plastic and glass recycling this summer. Phenix City, Alabama, curtailed its recycling program. Philadelphia is still picking up recyclables but is burning as much as half of the materials. Small materials processors in communities from Hancock, Maine, to Kingsport, Tennessee, are shutting down, unable to support the higher costs of recycling programs. Some cities are choosing to continue recycling, but they're paying much more for it. In Fort Worth, Texas, the recycling program earned the city \$1 million two years ago. This year, it's projected to lose \$1.6 million.

Domino effect

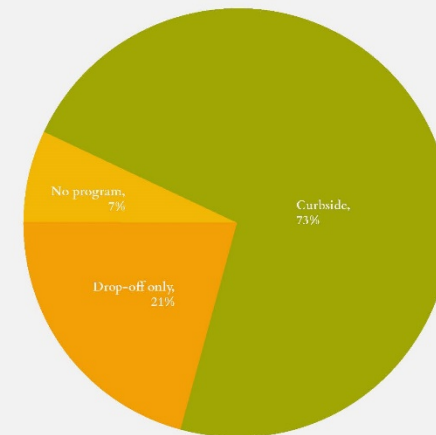
Historically, the U.S. has shipped about half of its scrap plastic and cardboard overseas. In 2016, 740 million tons of our scrap plastic went to China, but that figure plummeted by 93 percent last year after China tightened its standards for the recycling materials it would accept. It imposed drastic new rules for the level of "contamination," or non-recyclables, acceptable in a shipment. The most a plastic bottle can contain is one-tenth of 1 percent.

U.S. processors responded by shifting exports south a few degrees, to Southeast Asia. But the sheer scale of the scrap led many of those countries to impose their own plastic bans. Thailand, Vietnam and Malaysia and most recently India have all banned scrap plastic imports since last fall. Bales of recycling floating around the world searching for a buyer have created a massive crunch for U.S. cities -- even for communities that don't send their stuff to China. California, where the high cost of land has made it

cheaper to recycle than send trash to the landfill, is one of the hardest-hit states. "A year ago we were getting paid \$100 a ton for mixed paper, and sending it to landfill would have cost \$50 or \$60," said Borque. "Now, good paper pricing is \$20 a ton, and some people are having to pay to get rid of it." Many parts of the Midwest often recycle materials locally. They're still doing that, even though they can't sell the scrap products for any more. "Now that local supply [of recyclables] is up and demand is down, we're not making as much money, and we're paying money for recyclables to be processed," said Kelly Kish, recycling coordinator for Minneapolis.

Was recycling ever happening?

Minneapolis recently changed the types of plastics it will accept for recycling. No. 8 plastics, found in many hard food containers, and black plastic of any type, is no longer acceptable in bins. However, "it's unlikely they were ever getting recycled," said Kish. The city got a new waste processor in December 2017, and the new company, a zero-waste nonprofit, "is very open with us that there are no markets for that type of plastic," Kish said.



Availability of recycling services in America

Information provided by Vangel Inc.

In comparison to other countries around the world, the U.S. comes in at a very mediocre nationwide recycling rate of just 34%. While many factors affect recycling in the U.S., one large cause for our "middle-of-the-road" rate is the lack of uniformity among recycling facilities. There are approximately 9,800 incompatible recycling systems in the U.S., all of which follow different rules and regulations.

Because the US does not have a nationwide recycling program, some states are contributing for more than others to the 34% rate. For states like California and Oregon, which have very strong recycling rates, it's clear that it's their rigorous recycling laws and fines which are driving the public to recycle.

In addition to the lack of laws in the states, the non-uniformity of recycling facilities does not allow for a maximum recovery rate. With each local government in charge of their recycling efforts, infrastructure has become outdated and can't handle the change to the nation's waste stream, including the decline in newspapers and the increase in plastics. Additionally, there just aren't enough laws or incentives for the general public, or public education needed to motivate citizens to recycle correctly. These factors working together

have led us to this low rate of recycling.

When observing the habits of other countries such as Sweden, which is very close to "Zero Waste," it becomes clear that the U.S. is not putting enough of an emphasis on this growing epidemic. It is true that part of Sweden's success toward Zero Waste is their Waste to Energy program. However, before anything is sent to the incinerator, the maximum amount of recyclables are recovered and given a new life. This is attainable because of Sweden's way of separating recyclables:

"Swedish households keep separating their newspapers, plastic, metal, glass, electric appliances, light bulbs and batteries. Many municipalities also encourage consumers to separate food waste. And all of this is reused, recycled or composted."

In the U.S., most municipalities have adopted a single stream system of collecting recyclables. Through various case studies, single stream has proven to be less than satisfactory with undesirable results. Sweden puts recycling first, and not just at a residential level. According to Swedish law, corporations are held accountable to encourage and enable recycling for the public. Producers are required to handle all costs relevant to the collection, recycling, or appropriate disposal of their products.

Figure 6: Spread from Fort Collins Recycling Magazine



Figure 7: Spread 2 from Fort Collins Recycling Magazine

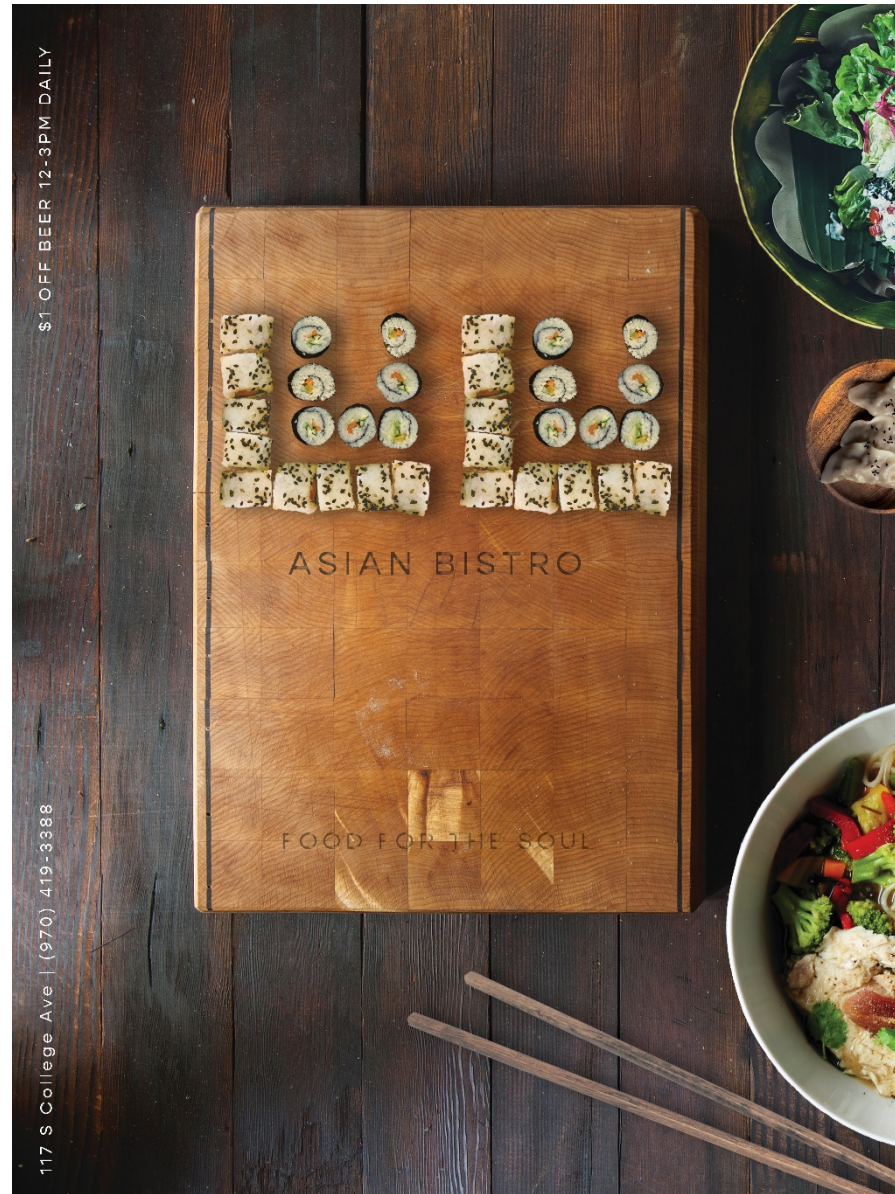


Figure 8: Lulu Asian Bistro Rebranding Poster

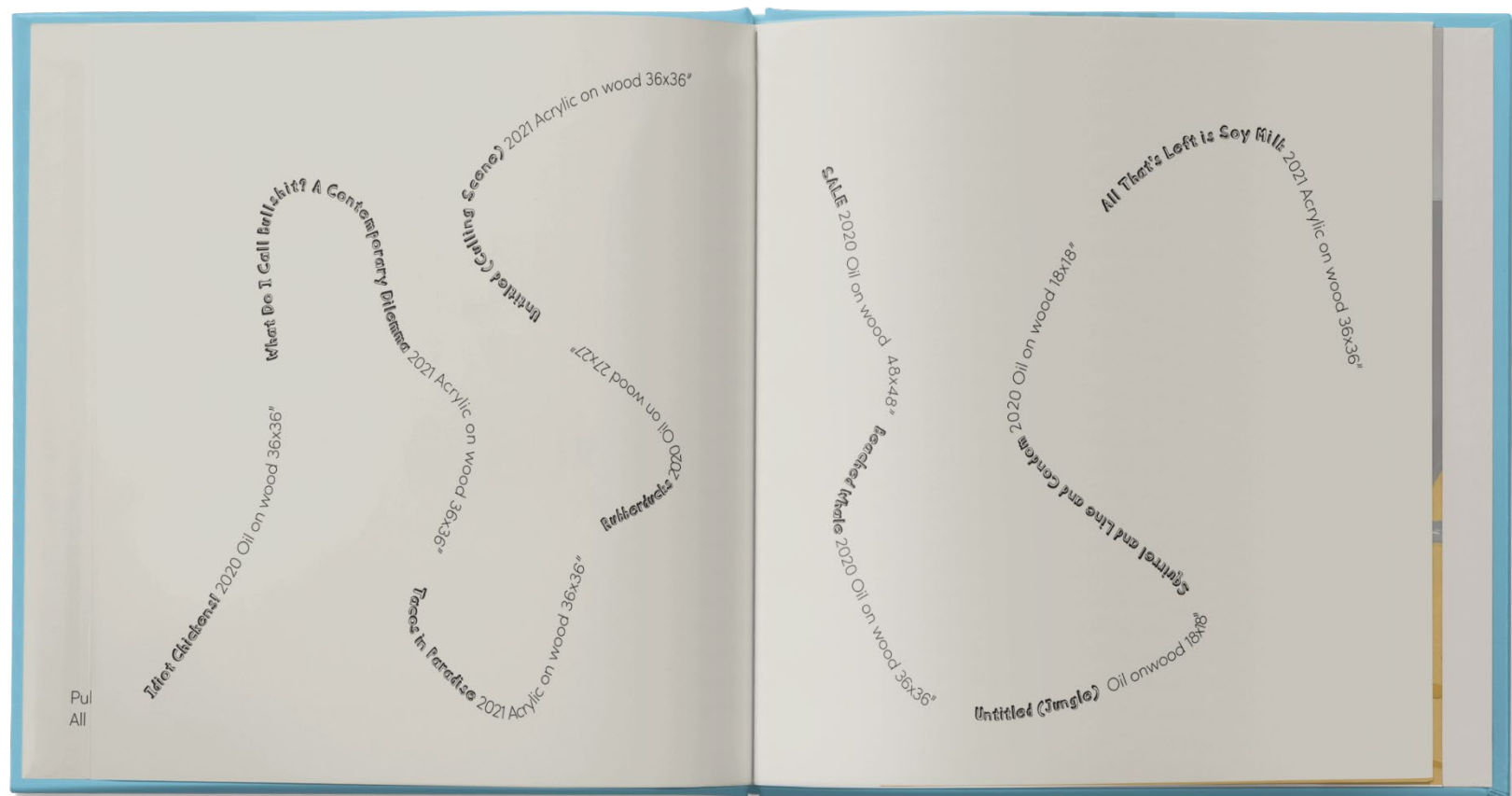


Figure 9: Spread From Personal Painting Catalog



Figure 10: WOXY.com Project Snapshot