



Henry Ray

Spring 2022

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My work aims to create effective visual communication with intriguing visuals and typography. I generate messages and visions through digital software alongside audience and subject analysis. I enable viewers to understand a message and explore topics through innovative and clever design. I focus on pushing the boundary of traditional typographic and visual elements in order to produce an original design.

I capture the essence of a message or subject matter and transform it into a visually effective and appealing work and I find this process to be incredibly profound

Title**Original Format**

Figure 1: Cottonwood Cruiser Visual Identity

Illustrator, 11 in x 17 in

Figure 2: Travel Posters

Illustrator and Photoshop, 3x 11 in x 17 in

Figure 3: Brisk Bowls Visual Identity

Illustrator and InDesign, 11 in x 17 in

Figure 4: Brisk Bowls Applications

Illustrator and Photoshop, 11 in x 17 in

Figure 5: Brisk Bowl Fruit Pun Stickers

Illustrator and Photoshop, 11 in x 17 in

Figure 6: Time Travel in Media Exploration

Illustrator and Photoshop, 3x 11 in x 17 in

Figure 7: Personal Experiments

Illustrator and Photoshop, 6x 6 in x 6 in

Figure 8: Retrofuturism Illustration

Illustrator and Photoshop, 3x 8.5 in x 11 in

Figure 9: Ski Mural

Illustrator and Photoshop, 11 in x 15 in

Figure 10: Type Fantasia

Illustrator and Photoshop, 3x 11 in x 17 in



Figure 1: Cottonwood Cruiser Visual Identity



Figure 2: Travel Posters



Figure 3: Brisk Bowls Visual Identity

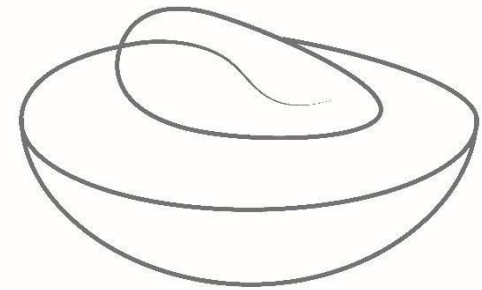


Figure 4: Brisk Bowls Application

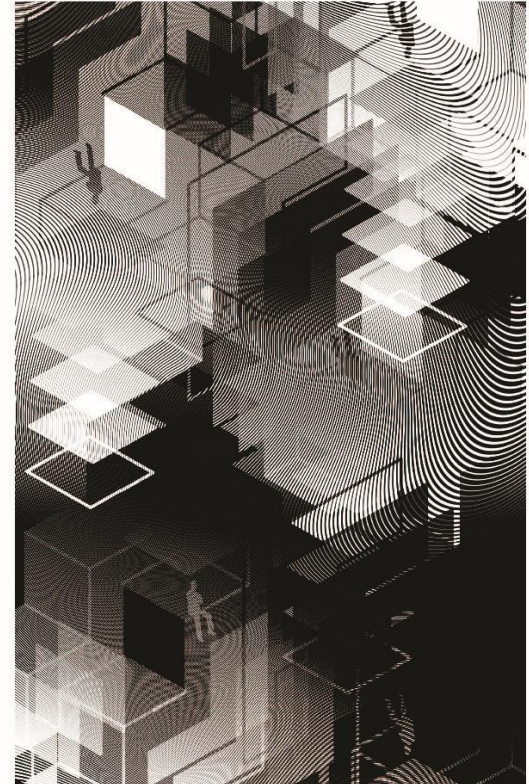
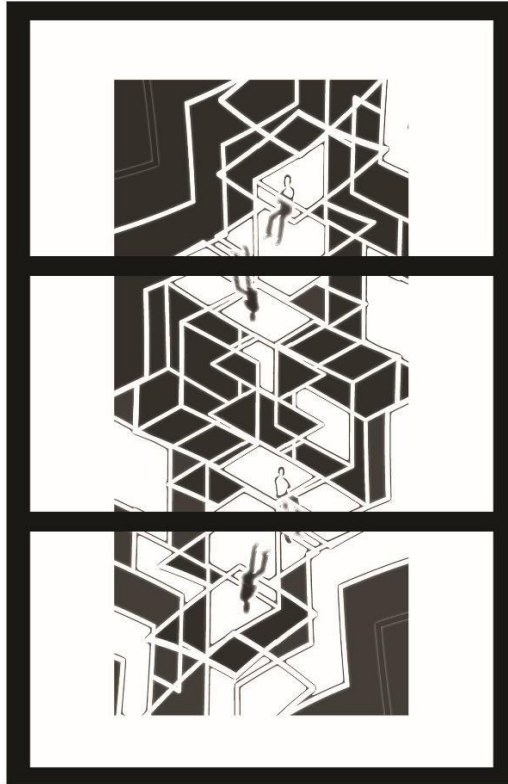
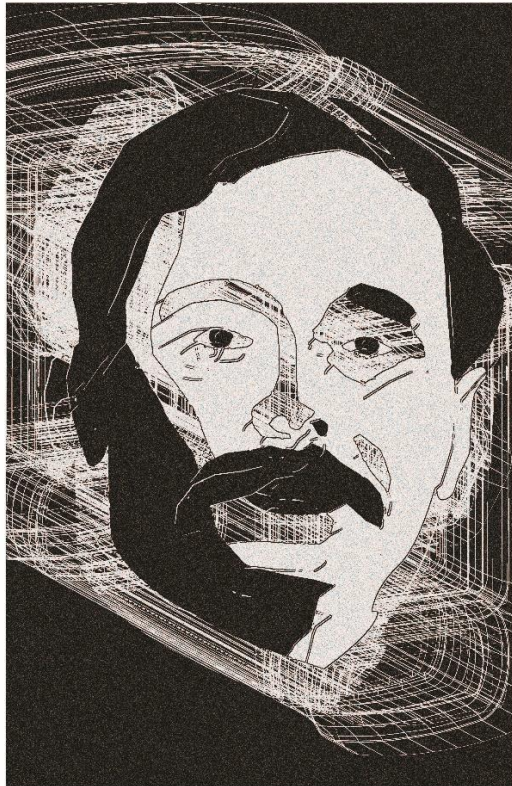


Figure 6: Time Travel in Media Exploration

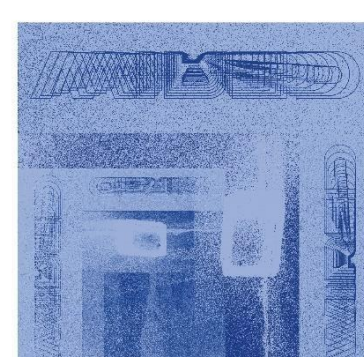
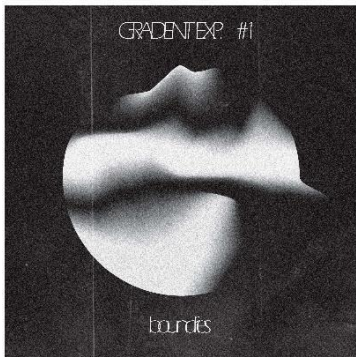
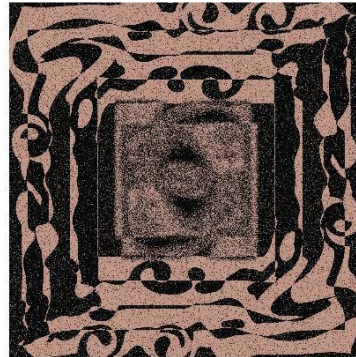


Figure 7: Personal Experiments

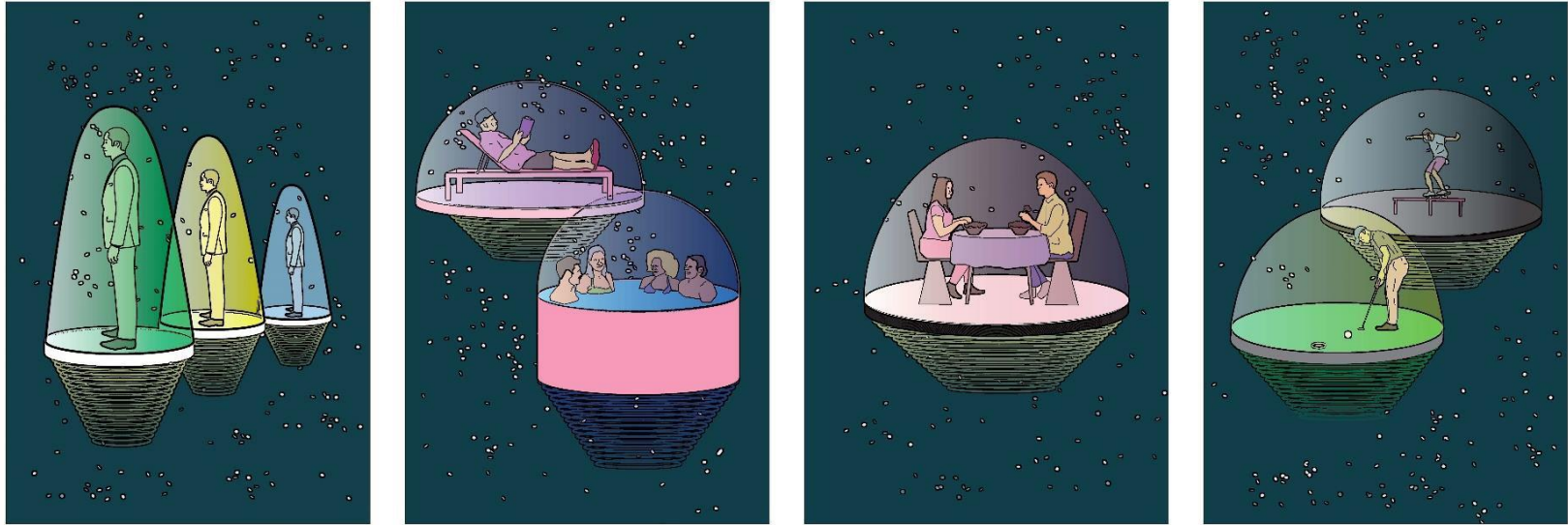


Figure 8: Retrofuturism Illustration



Figure 9: Ski Mural

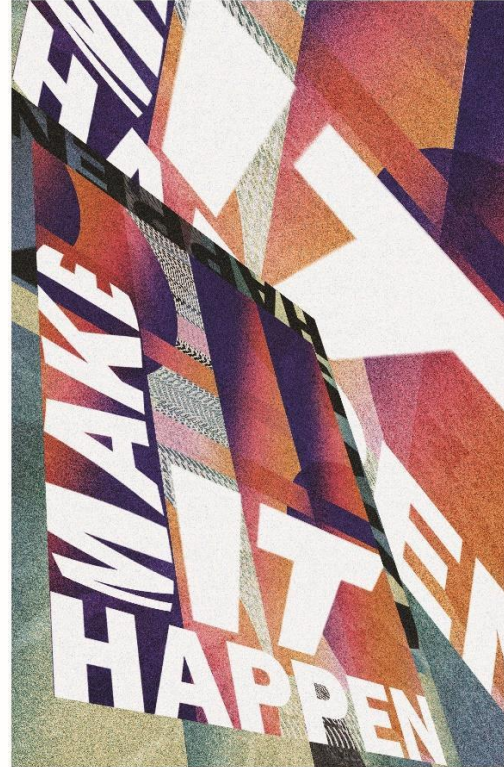
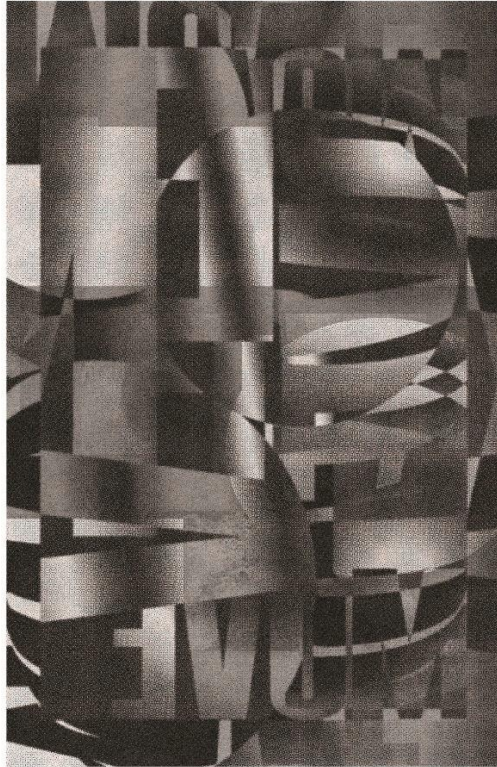


Figure 10: Type Fantasia