

Song Pak

Spring 2024

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

Whether it be an event poster, a product, or an illustrated book, I like to create a work that engages the audience. Whatever my illustration is for, I hope it brings the viewer into a little world of their own. Whimsy, imagination, and playfulness are all words I would use to describe my style. If you love brands such as Sanrio, Pokemon, or any other brands that have cutesy characters, I am the illustrator/designer for you.

I work mostly digital. My main mediums with the computer are Procreate, Indesign, and Illustrator. Color, composition, and typography are very important to me in creating a cohesive brand and narrative.

Title**Original Format**

Figure 1: It's Not That Spicy Hot Sauce

Procreate & Indesign, 1920 x 1080 px

Figure 2: Space Cookies

Procreate & Indesign, 11 in x 8 in

Figure 3: Modern Typeface for Theban

Procreate & Indesign, 11 x 17 in & 10 x 5 in

Figure 4: Marine Biology Magazine

Indesign, 5.5 x 8.5 in



**IT'S NOT THAT SPICY!
HOT SAUCE**

It's Not That Spicy Hot Sauce is small business which curates hot sauces to put your spice tolerance to the test! How long will you be able to say, "It's not that spicy?"



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**IT'S NOT THAT SPICY!
Hot Sauce**



MILD

Nutrition Facts

1 Serving (2 oz) per container
Serving size 2 oz

Amount Per Serving		% Daily Value*
Calories	0	
Total Fat 10g		20%
Sodium 100mg		20%
Total Carbohydrate 10g		20%
Total Protein 10g		20%
Total Sugar 10g		20%
Total Fat 10g		20%
Total Protein 10g		20%
Total Sugar 10g		20%
Total Fat 10g		20%
Total Protein 10g		20%
Total Sugar 10g		20%

INGREDIENTS:
 40% Vinegar, 30% Water, 20% Sugar, 10% Salt, 10% Citric Acid, 10% L-Ascorbic Acid, 10% Potassium Sorbate, 10% Sodium Benzoate, 10% Calcium Lactate, 10% Potassium Sorbate, 10% Sodium Benzoate, 10% Calcium Lactate, 10% Potassium Sorbate, 10% Sodium Benzoate, 10% Calcium Lactate.

Figure 1: It's Not That Spicy Hot Sauce

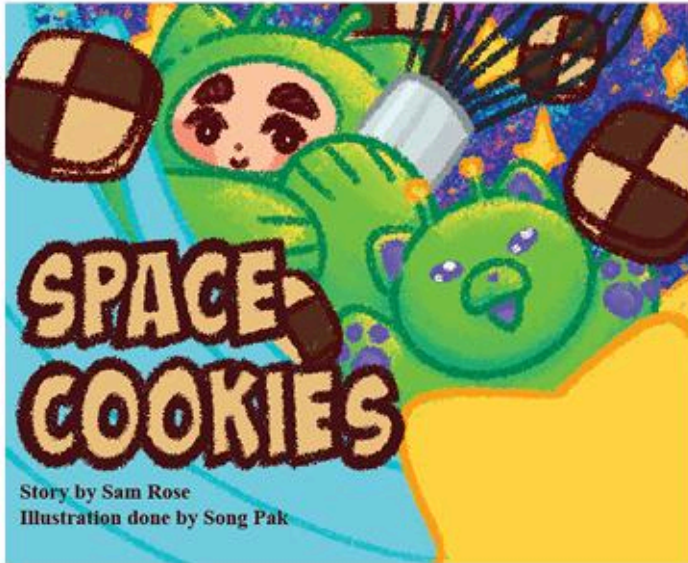


Figure 2: Space Cookies



Figure 3: Modern Typeface for Theban



Figure 4: Marine Biology Magazine