

LIVING THE DREAM



THE LIFE AQUATIC BY WES ANDERSON

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Artist Statement

Rachel Fernandez

As a graphic designer, I am faced with a variety of complicated aspects to consider as I develop a project. Among those issues are the evaluation of the client's requirements, the actual composition of the designs and maybe most challenging, finding a way to preserve and fulfill my artistic freedom.

The actual process of development of the theme and design plays is a big part of creating the final product. In order to create a successful piece for someone, I first have to do background research to get a full understanding of what is needed and how I plan to complete a design. Not only is it important for me to recognize what the client wants, but also to find inspiration from others. My father is an artist and always told me, "Ideas are everywhere, you just have to pay attention." During my research, after listening carefully to what the client is requesting, I often look to see what other designers have created. This process allows me to help develop the direction I'll take the project while looking at what's already been done successfully. Since design is everywhere, inspiration can easily be found.

Some of my best design solutions have combined a variety of mediums. I am particularly interested in experimenting with the fusion of physical creations and digital media. I always try to explore different techniques to use while I look to find a solution to the challenge. Finding the balance between the tools on a computer while incorporating other disciplines such as sculpture, drawing, or painting is an ongoing process of creativity and skill that I will continue to develop.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
Figure 1:	Beer Packaging	Digital Illustration	11"x 17"
Figure 2:	Beer Bottles	Digital Illustration	11"x 17"
Figure 3:	National Plant Germplasm Rebrand (Logo & Addendum)	Digital Illustration	11"x 17"
Figure 4:	NPGS Letterhead	Digital Illustration	9"x 10"
Figure 5:	U.S. Postal Stamps	Digital Illustration	10.5"x 10"
Figure 6:	CSU Department Letterhead	Digital Illustration	11"x 9"
Figure 7:	CSU Department Catalog	Digital Illustration	11"x 8"
Figure 8:	CSU Coffee Cup	Digital Illustration	10" x 9"
Figure 9:	Steve Zissou Layout	Digital Illustration	Clay, 12" x 8"
Figure 10:	Steve Zissou Close Up	Digital Illustration	Clay, 8.25" x 11.75"



Figure 1: Beer Packaging.



Figure 2: Beer Bottles.

np g's



Figure 3: National Plant Germplasm Rebrand (Logo & Addendum).

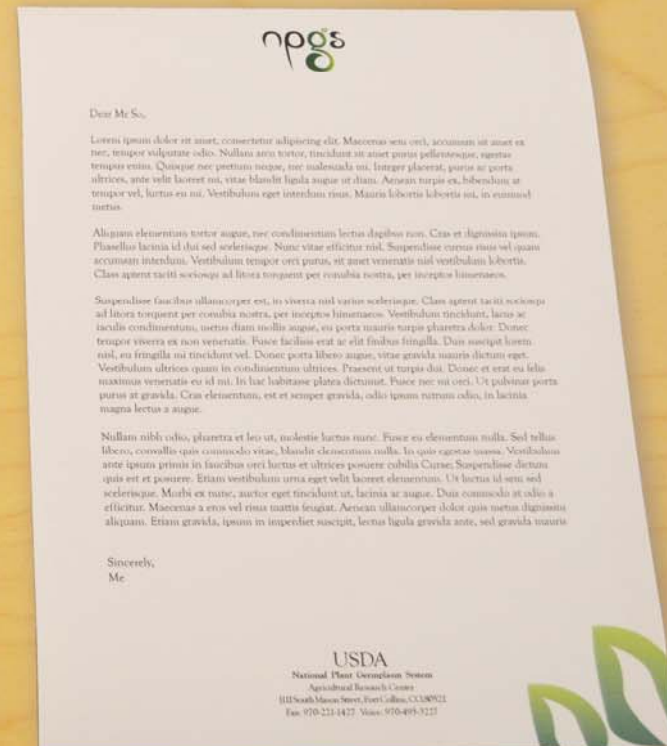
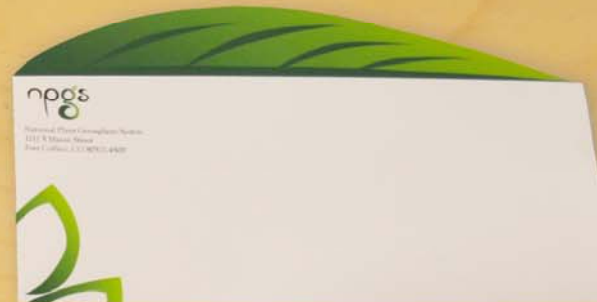
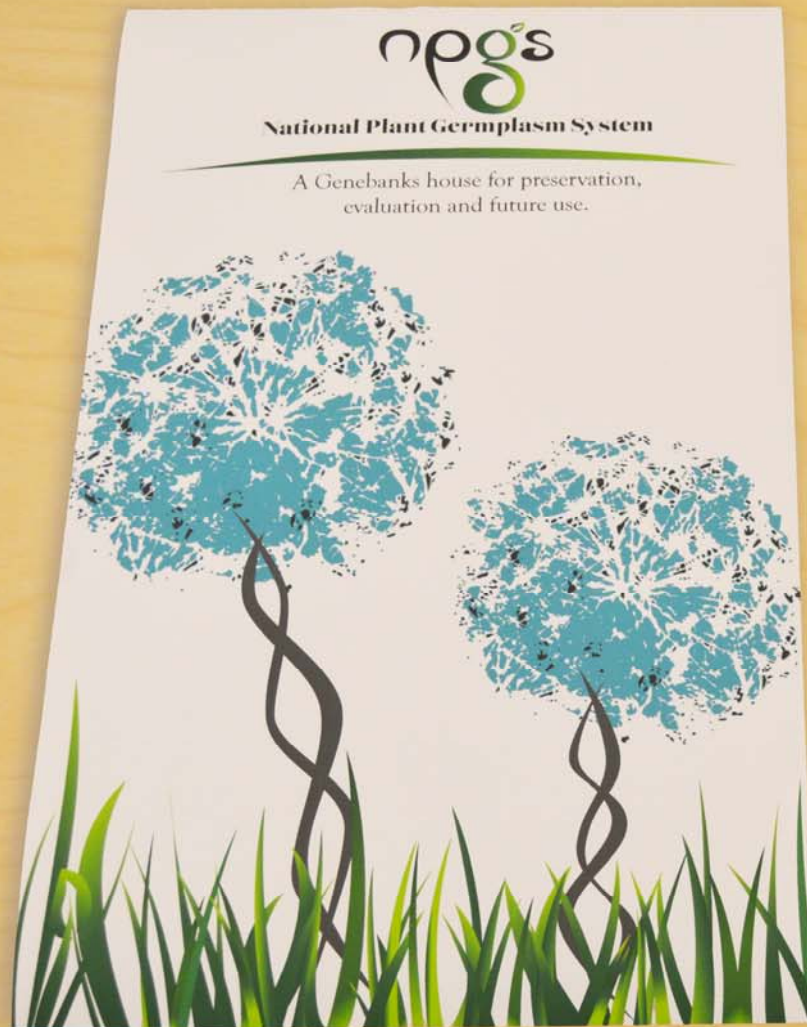


Figure 4: NPGS Letterhead.



Figure 5: U.S. Postal Stamps.



Figure 6: CSU Department Letterhead.



Figure 7: CSU Department Catalog.



Figure 8: CSU Coffee Cup.

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Figure 9: Steve Zissou Layout.

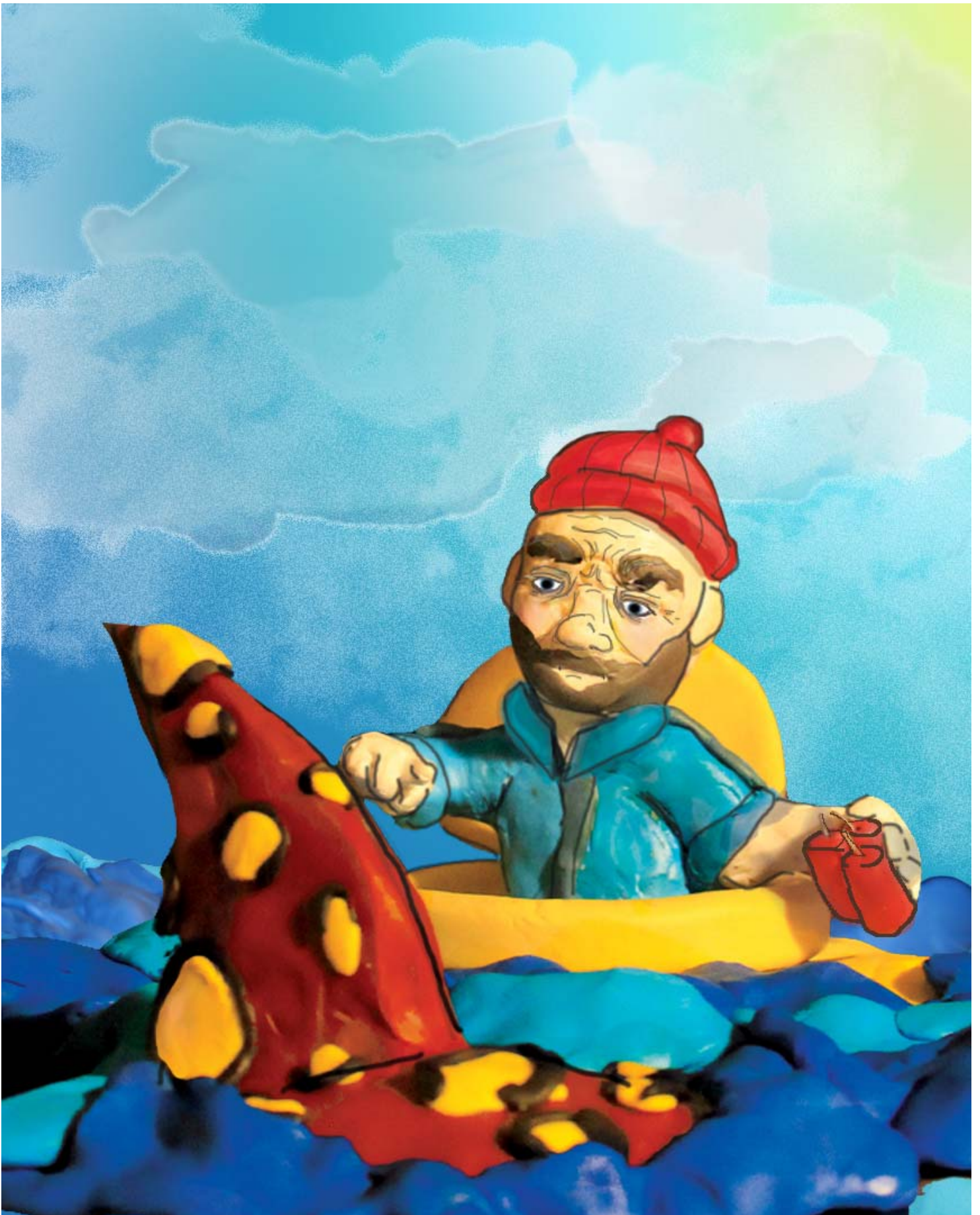


Figure 10: Steve Zissou Close Up