



The College Student.

Ramand in Old Town
Square is his favorite
extracurricular activity on
Thursday nights. #SkoRams.

Sarah Weber

2024 Summer Semester

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

In our world of new mediums and tools of technology to create art, as a graphic artist I find that the nature of a computer can deter an artist's stylistic ability. That's why I begin with hand drawn designs and translate them digitally, to use the tool as an extension of my style and not flatten the vision of a client. In my process of creating, I rely heavily on the detail that comes from the mark of a pencil, or the flow of my marker to bridge the gap between the world around me and technology. A detail of a mark opens new avenues of ideas for a concept while others spark a different interest of execution, the exploration being a byproduct of hand drawing. There's something to be said about the varying thickness in the bleed of a marker and the imperfect precision of graphite lines that imply the uniqueness of maker and creation as one. The connection between the real world and digital is what my designs celebrate by experimenting and mending tangible mediums with the intangible.

Title**Original Format**

Figure 1: Editorial Layout: Geometry of Other People

Illustrator, 11 in x 17 in

Figure 2: Storyboard Series: The Personalities of Old Town Fort Collins

Illustrator, 8.5 in x 11 in

Figure 3: Poster Series: Sustainable Development Goals

Illustrator, 10x 10 in

Figure 4: Storyboard Credits: Midsommar

Watercolor, pen, paper, 9 x 12 in



Figure 1: Geometry of Other People Editorial Layout



The Brewmaster.

He knows his way around a good IPA. Born Belgium Brewery is his second home. #CraftBeerOnly.



The Biker.

He'll make it every year to the Tour de Fat. The local bike shop is his place of an ideal date. Bike is life.



The College Student.

Reborn in Old Town Square is his favorite microbrewery meeting on Thursday nights. #BottleUp.



The Granola Girl.

You can probably find her at Alley Cat watching an indie match to go. Thrift stores make her happy.



The Wizard.

Yeah, you're not the same when you're a wizard. (Just like the Old Town Wizard is not.)

Figure 2: The Personalities of Old Town Fort Collins



Figure 3: Sustainable Development Goals 13 and 15, Poster Series

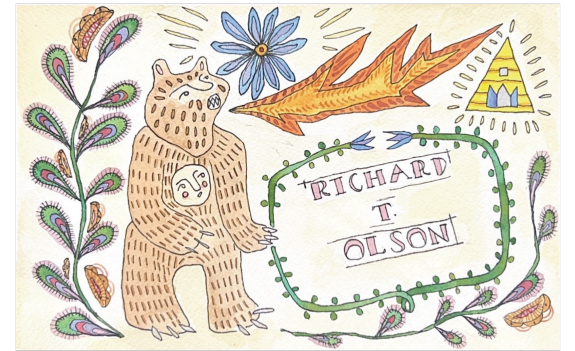
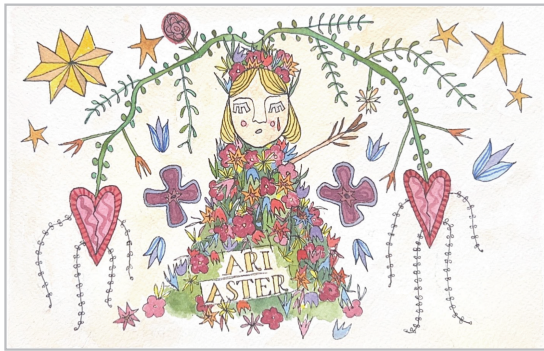


Figure 4: Midsommar, Storyboard