



Joshua Chacon

Spring 2022

Capstone – Graphic Design

Department of Art and Art History

**Artist Statement:**

I plan to pursue graduating with BFA in Art Studio. When I was young, I was always interested in art, especially video games, how some characters had their style, and the environment around a character and the game itself. As soon as I got into high school, I was recently introduced to graphic design and the program at Morgan Community College. I learned a lot from that program, especially the applications I work with, such as Illustrator, Photoshop, Premiere Pro, and Dreamweaver. Jessica Edington was my instructor for the program, and she was terrific, especially with her work ethic. She was able to push my creativity and help me understand the process when creating projects such as logo designs, talking to clients, and making a name for myself. Most of my influence when creating new designs usually comes from designers posting on Instagram and the gallery at the Lory Student Center.

I have worked with many different clients, such as Kaiser Premiere, by creating an instructional video of how to use the equipment they provide and recording footage for the Latino Community Foundation whenever they have special events. I have also worked with other designers to create a product for the Brush Museum and won the Problem Gambling Coalition of Colorado Scholarship by creating a poster resembling the consequences of gambling. In the future, I plan to learn from the people around me to help me understand how to better my work and creativity and do something that I love with no regrets.

**Title****Original Format**

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Figure 1: Letting Loose	Illustrator, 11 in x 17 in
Figure 2: Regen Series 1	Illustrator, 8.5 in x 11 in
Figure 3: Regen Series 2	Illustrator, 8.5 in x 11 in
Figure 4: Regen Series 3	Illustrator, 8.5 in x 11 in
Figure 5: Kawaii Food	Illustrator, 11 in x 17 in
Figure 6: NAY Airport	Illustrator, 11 in x 17 in
Figure 7: Headache	Foam, pastel, and yarn, 11 in x 15 in
Figure 8: Headache (detail)	Foam, pastel, and yarn, 11 in x 15 in



FIGURE 1 - LETTING LOOSE

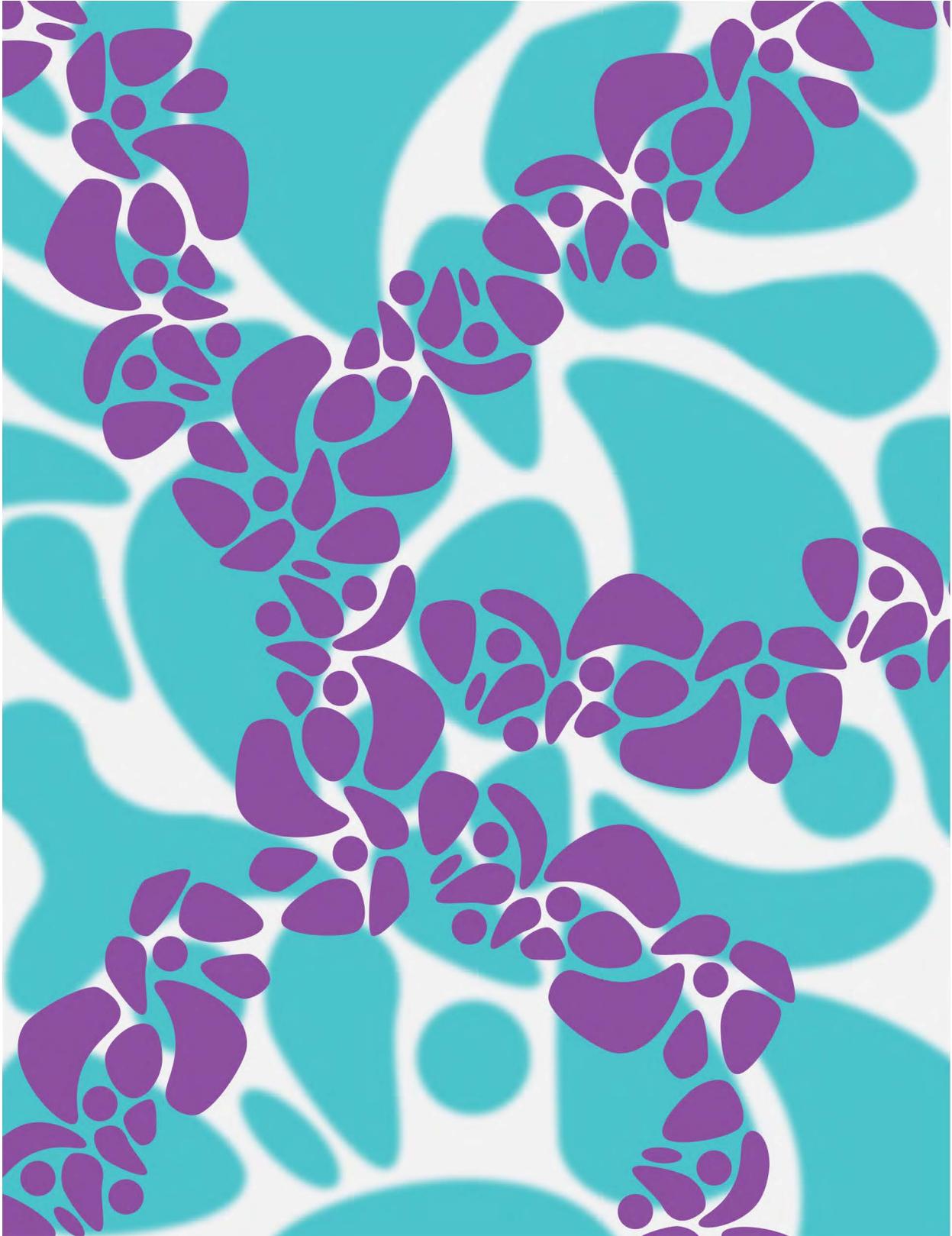


FIGURE 2 - REGEN SERIES 1



FIGURE 3 - REGEN SERIES 2



FIGURE 4 - REGEN SERIES 3

# KAWAII FOOD



FIGURE 5 - KAWAII FOOD



BRAND ATTRIBUTES

Elegance  
Modern  
Stern

SECONDARY FONT: Yu Gothic UI  
Quick Brown fox jumps  
overthe lazy dog.  
regular



FIGURE 6 - NAY AIRPORT



FIGURE 7 - HEADACHE



FIGURE 8 - HEADACHE (DETAIL)