



RACHEL STERN
DESIGNER

Artist Statement:

Rachel Stern

Design is everywhere to the point that it has become a necessity in any project, company, or experience. Yet, so often I find that design is treated as an afterthought. When I approach design I see it as more than just a pretty logo or nice colors quickly thrown on top to make something appealing, for the purpose of design is so much more. Design creates emotion, makes a mark on the world, and most importantly it tells a story. These aspects are what create a relationship with the user and ultimately it creates a brand people can trust. We as humans care more about our relationships with our friends and family than our things. I strive to create a strong brand so whatever I design can feel a part of the family.

It is that mindset that I always focus on in every project. No matter what is being designed, what makes it unique or relatable must be the focus. I see it as my job to encapsulate the emotion and the values and translate that into the design. I focus heavily on color and movement to convey and amplify that feeling to anyone who will interact with the piece. I focus on simplicity of the design first to create a feel that is easy to take in from the viewer's point of view and then tell the story in the details to keep their attention.

Relationships mean so much to us, and it is hard to create a relationship with something that has no story. Building these aspects creates loyalty and attachment from the viewer to the brand and that is what matters most to me. I became a designer to bring beauty to our world, but I also want to bring meaning to it. Too often do I buy something from the store that brings me little joy because it is just an object. However, when something has personality, meaning and a reputation, I am the first to share with those I care about. I have always loved telling stories, and in design I help others tell theirs.

<u>Title</u>	<u>Original Format</u>
Figure 1: Year Of The Rooster Cookbook	Illustrator, 11 in x 17 in
Figure 2: Colonize Mars Poster	Illustrator, 24 in x 36 in
Figure 3: Michael Salmond Poster	Illustrator, 13 in x 19 in
Figure 4: Other Worlds Poster	Illustrator, 13 in x 19 in
Figure 5: Yeti In The Desert	Illustrator, 11 in x 17 in
Figure 6: University Retiree Luncheon	Illustrator, 11 in x 17 in
Figure 7: CIIPE Website	Illustrator, 13 in x 17 in
Figure 8: Review Worm Logo	Illustrator, 5 in x 5 in
Figure 9: AOP Poster	Illustrator, 12 in x 17 in
Figure 10: Roy Rogers	Illustrator, 12 in x 17 in



Figure 1: Year Of The Rooster Cookbook



Figure 2: Colonize Mars Poster

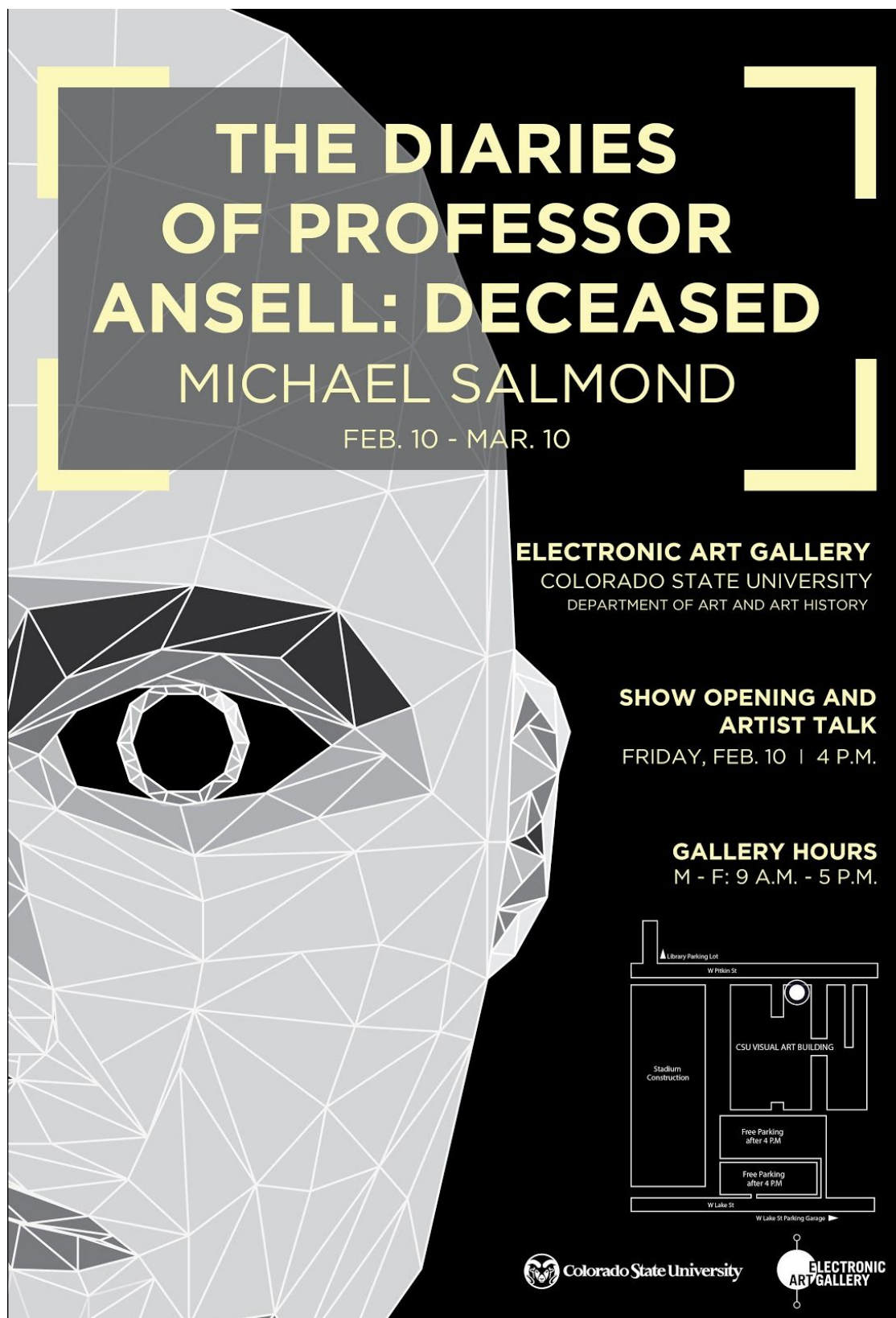


Figure 3: Michael Salmond Poster



Figure 4: Other Worlds Poster



Figure 5: Yeti In The Desert



Figure 6: University Retiree Luncheon

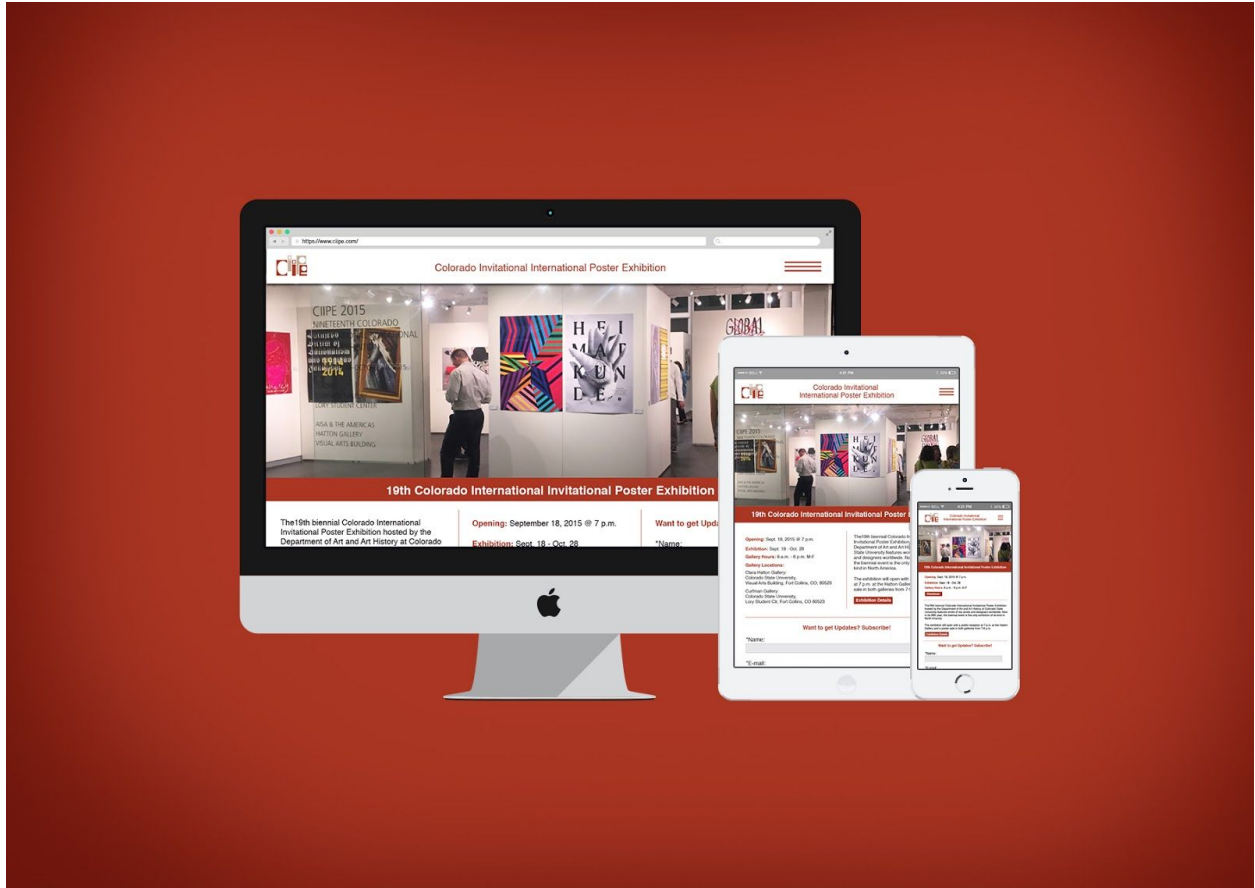


Figure 7: CIPE Website



Figure 8: Review Worm Logo



Figure 9: AOP Poster



Figure 10: Roy Rogers