



Logan Honea

2024 Semester 2

Capstone – Graphic Design

Department of Art and Art History

**Artist Statement:**

As a graphic designer, I see design as a way to communicate, create meaningful connections, and invoke emotional responses. To me, design sparks conversations by creating powerful images with engaging concepts. It is important to capture people's attention and invite them to dive deeper into the meaning behind the work. Each project I curate is done with creativity, intent, and clarity from start to finish. I start my process by creating preliminary sketches by hand or on Procreate, I then take it to a digital media like Adobe Illustrator to refine my ideas. After that, I add specific details and work on type, color, and perfecting visual components. Starting my designs by hand allows me to experiment and explore creativity while giving a personal touch to the project. I believe that attention to detail is a key factor in design, so I strive to make the small things count whether I'm working on branding, publication, or digital designs. For example, in my Target Christmas campaign, I focused on inclusivity and diversity of holiday traditions, making sure to include very specific elements for different holiday celebrations whether that meant making gingerbread houses, hanging stockings, lighting menorahs, or enjoying holiday dinners. Each window in this project was thought out and <sup>carefully</sup> crafted. My work is focused on crafting the right color palette and typography and bringing attention to small elements to bring my designs and the client's ideas to life. These little details and the thought behind them are what make my designs memorable. I strive to create designs that not only capture attention but also leave a lasting impression and make the audience think about why they were designed.

**Title****Original Format**

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Figure 1: Target Christmas Campaign	Illustrator, 11 in x 17 in
Figure 2: Target Gift Card	Illustrator, 11 in x 17 in
Figure 3: CSU Healthy Aging Posterzine	Illustrator, 23.39 x 33.11 in
Figure 4: ComFORT Subleasing App	Figma and Illustrator, 6000 x 4003 px
Figure 5: ComFORT Subleasing App Detail	Figma and Illustrator, 6000 x 4003 px
Figure 6: Livin' on a Prayer Calendar Cover	Illustrator, 12 x 12 in
Figure 7: Livin' on a Prayer Calendar Cover Detail	Illustrator, 12 x 12 in
Figure 8: Recipe Magazine Spread	InDesign, 17 x 11 in
Figure 9: Food Editorial Magazine Spread	InDesign, 17 x 11 in
Figure 10: Lucky Horizon Beer	Illustrator, 4,500 x 3,200 px
Figure 11: Lucky Horizon Beer Box	Illustrator, 4,500 x 3,200 px



Figure 1: Target Christmas Campaign



Figure 2: Target Gift Card



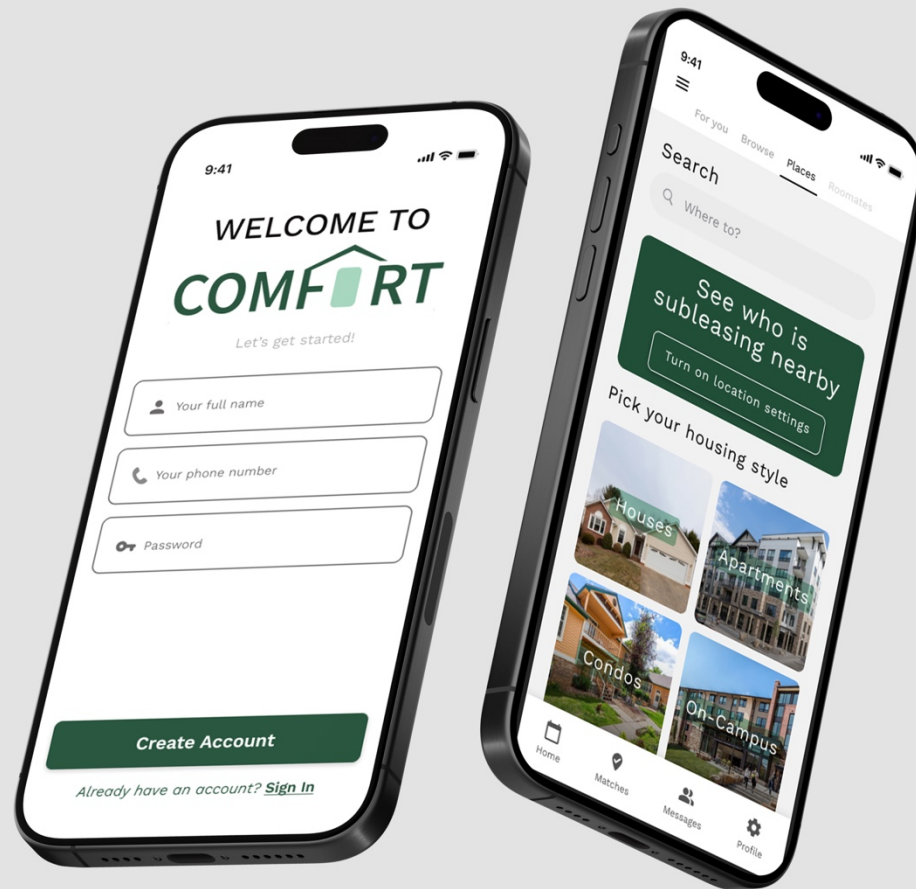


Figure 4: ComFORT Subleasing App

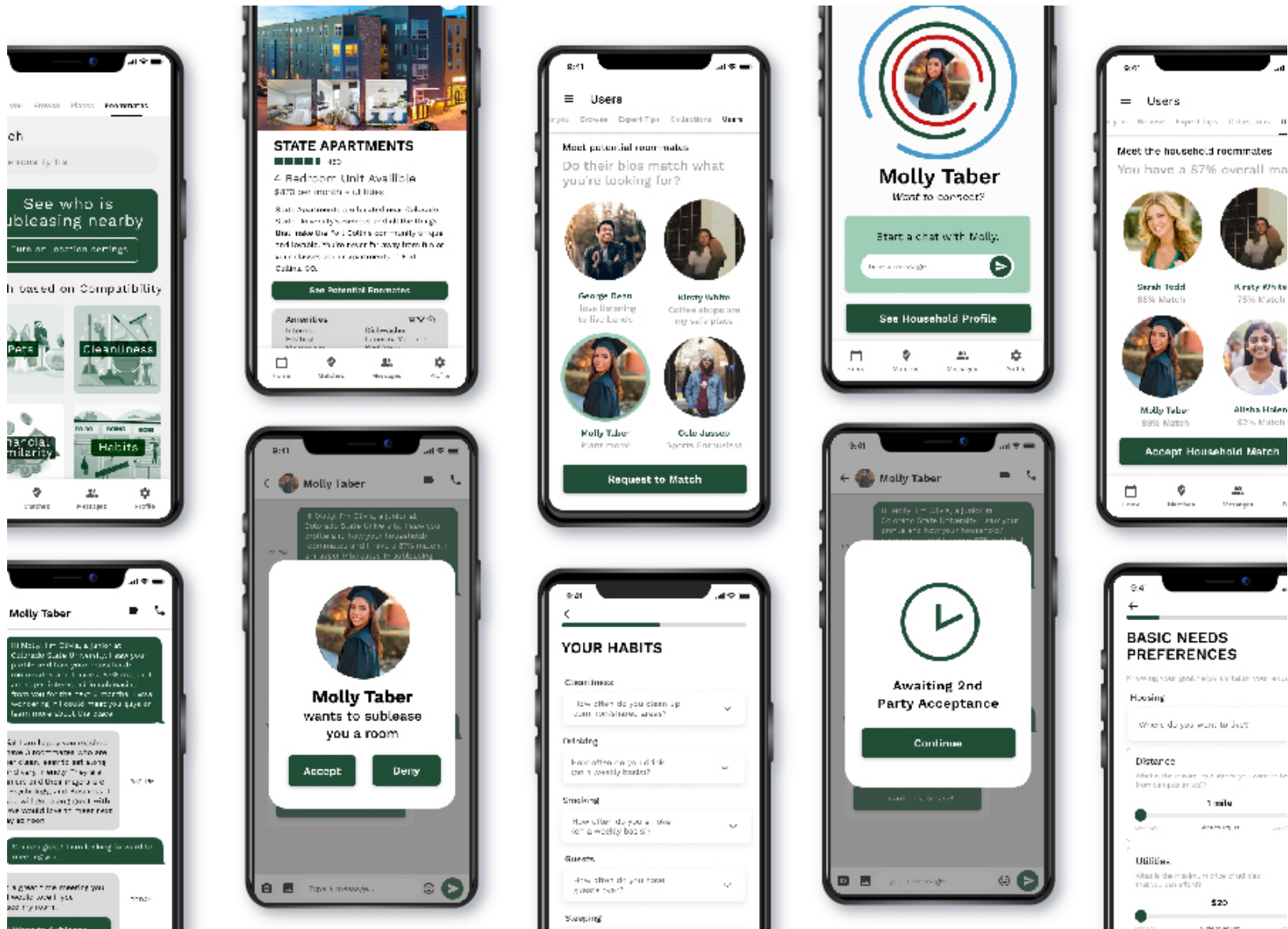


Figure 5: ComFORT Subleasing App Detail



Figure 6: Livin' on a Prayer Calendar Cover



Figure 7: Livin' on a Prayer Calendar Cover Detail



Figure 8: Recipe Magazine Spread



Figure 9: Food Editorial Magazine Spread



Figure 10: Lucky Horizon Beer



Figure 11: Lucky Horizon Beer Box