

watch your step
#MOVETHEDATE

www.footprintnetwork.org

Anna Hood

Spring 2023

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

When beginning my designs, I ask myself what story or idea am I trying to share with others. I take a concept and try to look at it from every angle. At the start, the important part is not the one idea I chose to elaborate more on. It's all the research that got me there and helped me better understand my project's goals. My work is like starting and finishing a puzzle. I start by choosing the puzzle, then study the goal and work hard until it all fits together. By testing a variety of different layouts and styles, eventually finding the perfect fit for my project's tone.

I take my inspiration from my surroundings and everyday life. Whether it's emotions, looking at solutions to problems, or designs in nature, they all help me develop unique concepts for projects. I believe my style is minimalist, I take a simple approach that will appeal to all crowds. My goal for my projects is creating a way to share ideas and information in a way that will last in others mind.

Title**Original Format**

Figure 1: Watch Your Carbon Step	Illustrator, 70 cm x 100 cm
Figure 2: Reconnect with Nature	Illustrator, 70 cm x 100 cm
Figure 3: Film Festival Poster	Illustrator, 17 in x 11 in
Figure 4: Talk With Me	Illustrator, 11 in x 17 in
Figure 5: Pill Abuse Awareness	Illustrator, 11 in x 17 in
Figure 6: Environmental Justice Poster	Illustrator, 11 in x 17 in
Figure 7: Savor Mocktails – Branding	
Figure 8: Girls, At Play	

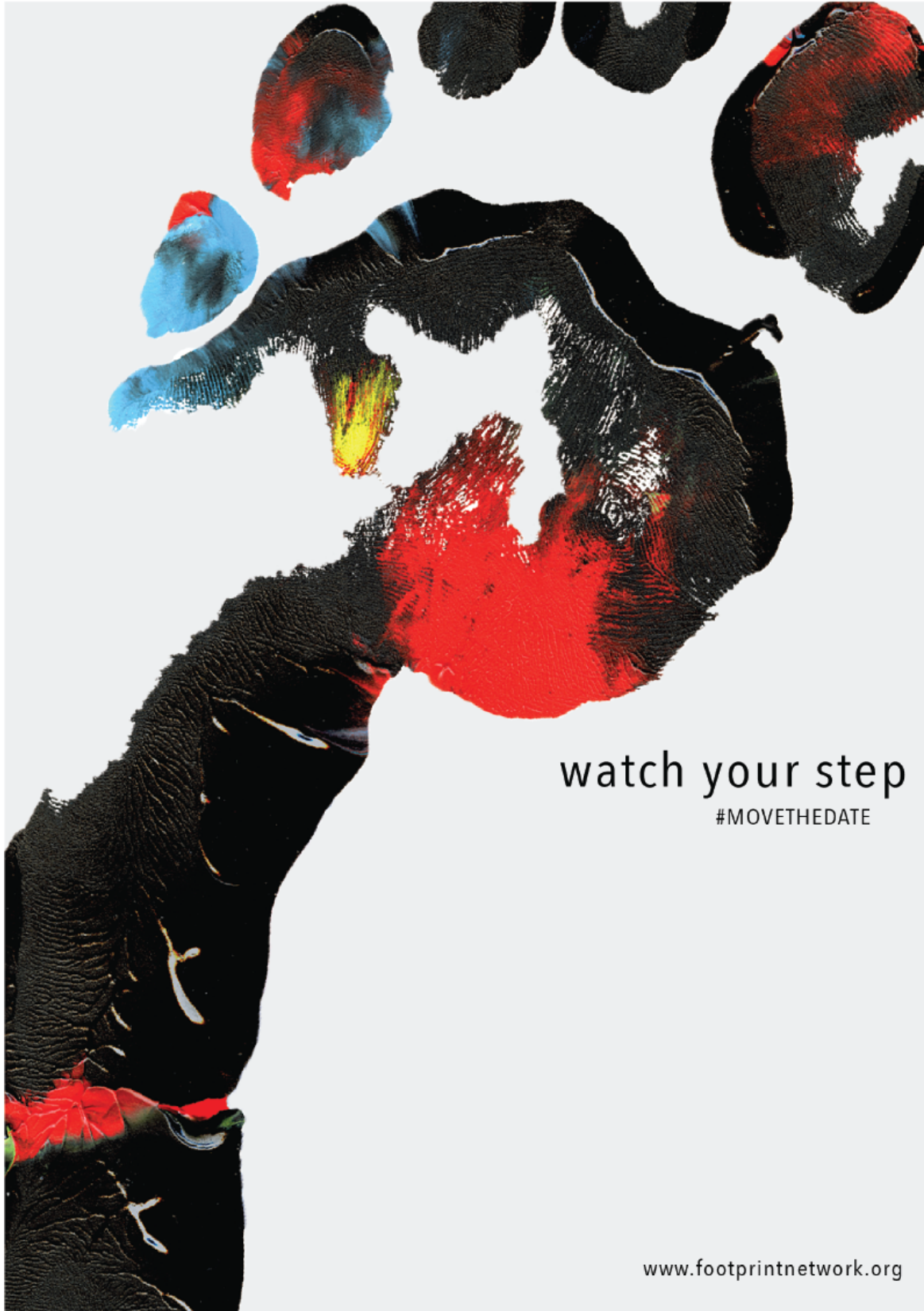


Figure 1: Hello

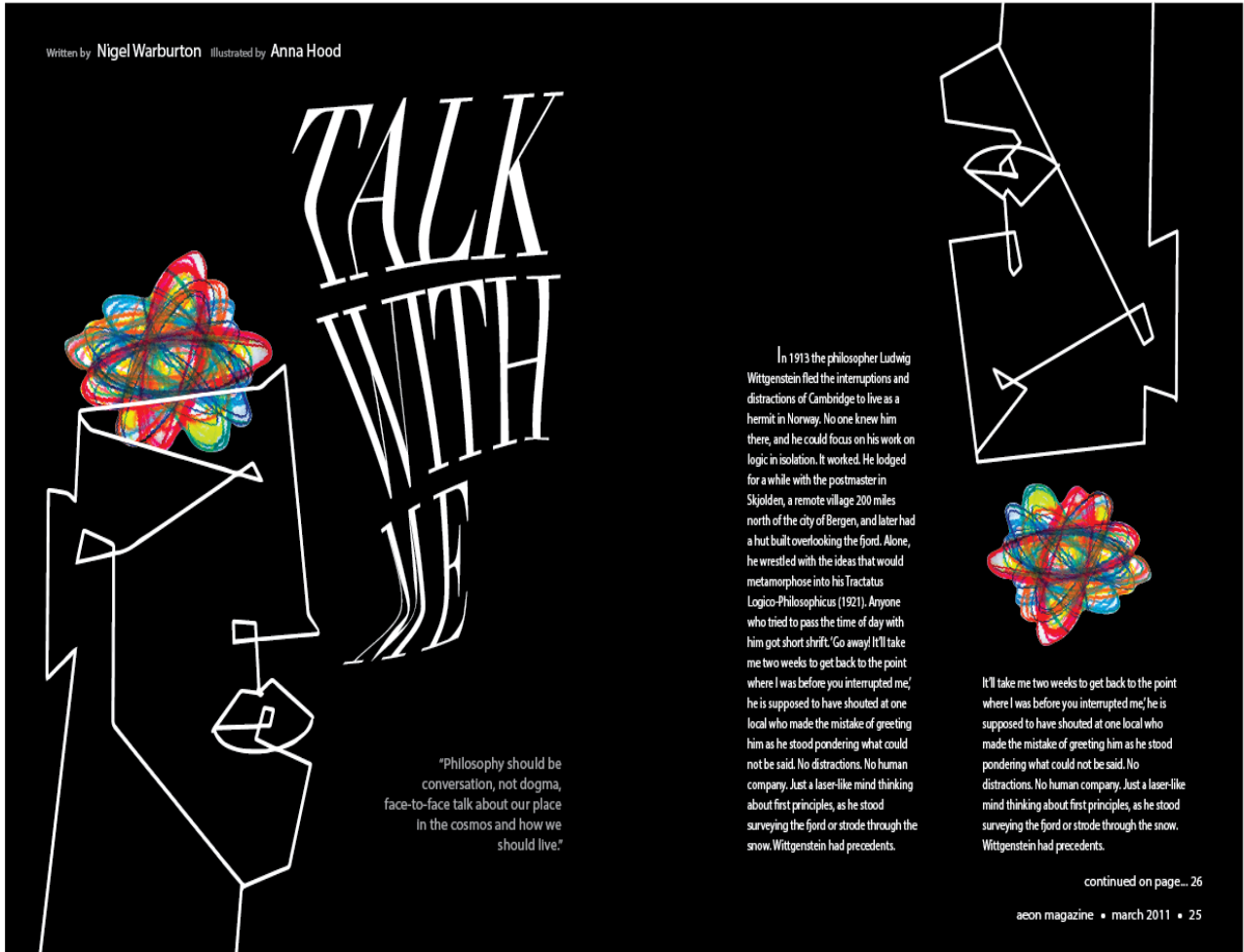


Figure 2: Be Their Voice



Figure 3: Film Festival

Written by Nigel Warburton Illustrated by Anna Hood



"Philosophy should be conversation, not dogma, face-to-face talk about our place in the cosmos and how we should live."

In 1913 the philosopher Ludwig Wittgenstein fled the interruptions and distractions of Cambridge to live as a hermit in Norway. No one knew him there, and he could focus on his work on logic in isolation. It worked. He lodged for a while with the postmaster in Skjolden, a remote village 200 miles north of the city of Bergen, and later had a hut built overlooking the fjord. Alone, he wrestled with the ideas that would metamorphose into his *Tractatus Logico-Philosophicus* (1921). Anyone who tried to pass the time of day with him got short shrift. "Go away! It'll take me two weeks to get back to the point where I was before you interrupted me," he is supposed to have shouted at one local who made the mistake of greeting him as he stood pondering what could not be said. No distractions. No human company. Just a laser-like mind thinking about first principles, as he stood surveying the fjord or strode through the snow. Wittgenstein had precedents.

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Figure 4: Talk With Me

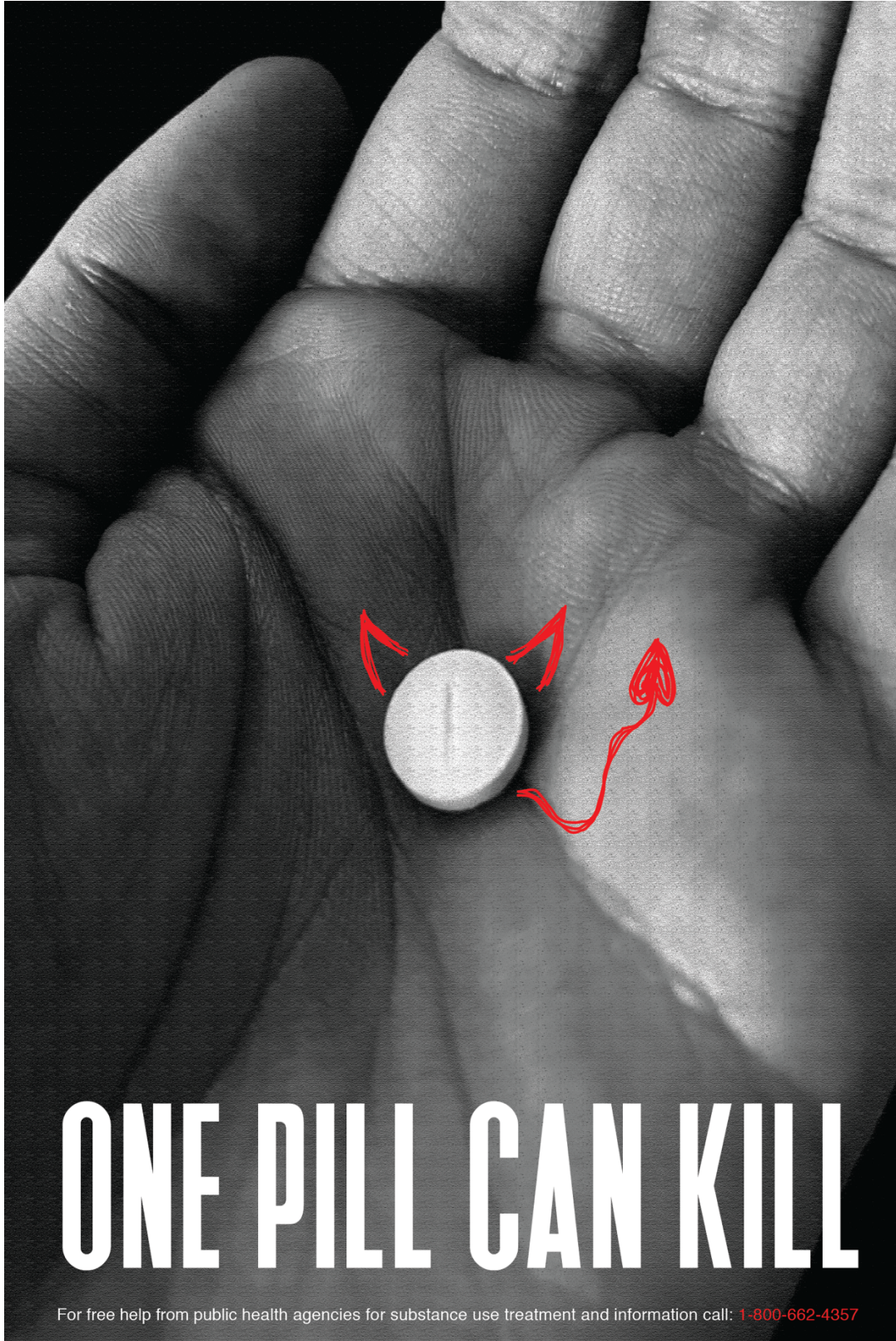


Figure 5: Pill Abuse



Figure 6: Environmental Justice Poster



Figure 7: Savor Mocktails





Figure 8: Girls, At Play

