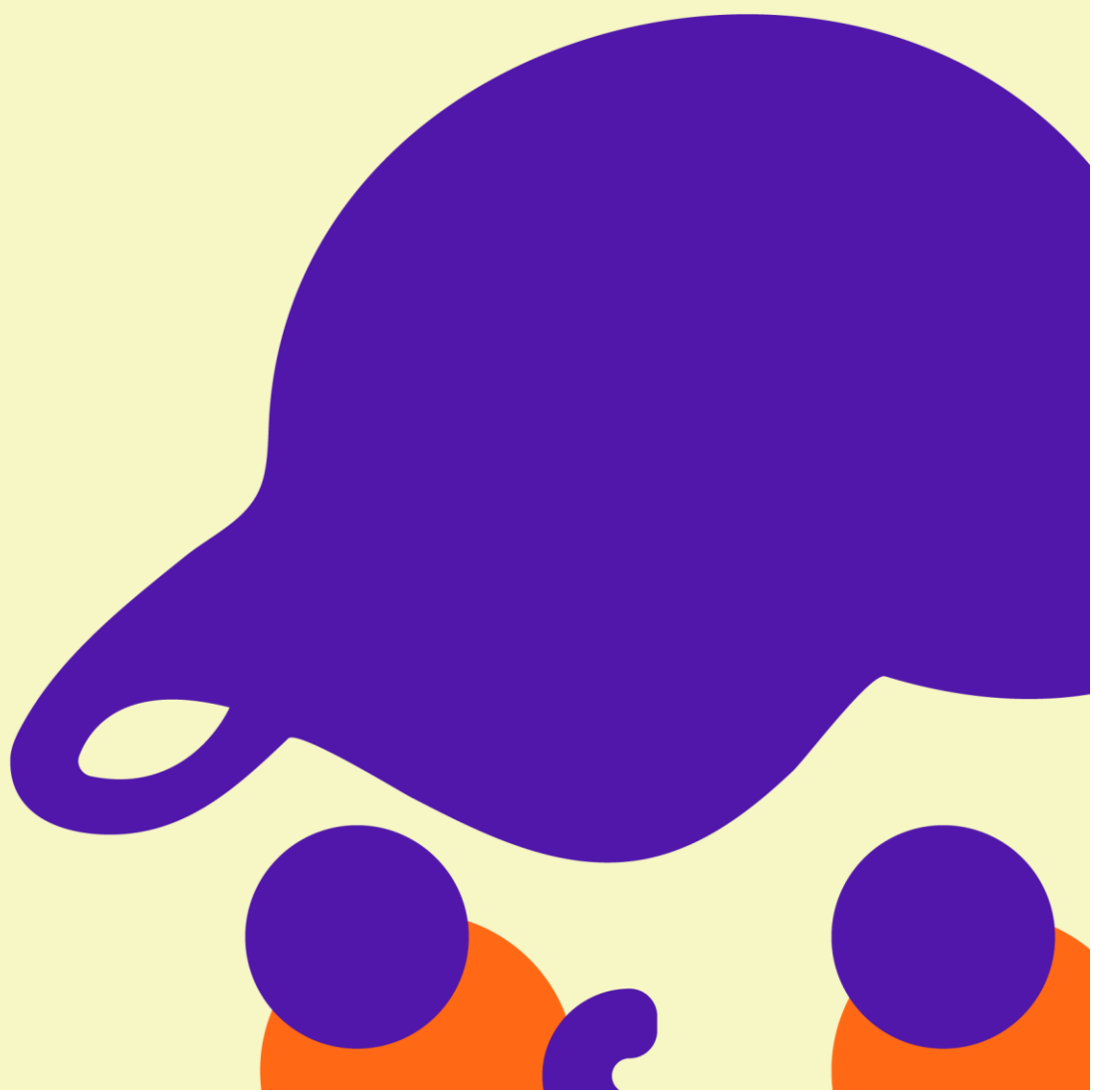hello.

Parker Albin

2023 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

I am a communicator, problem-solver, storytelling graphic designer based in Northern Colorado. My work primarily focuses on corporate branding, concentrating on sports. From designing with CSU Athletics for three years, I have been able to take on sports marketing projects, social media content, and environmental designs in Canvas Stadium. Alongside this, I've worked for Colorado State's Rec Center as a graphic designer within the MacComm team. I've been able to elevate the Rec's brand through stickers, posters, facility signage, digital screens, and apparel material all while staying within Colorado State University's brand guidelines. My mission is to give athletes a platform, tell their stories, and contribute to the love of the game. I'm able to do so through the Adobe Creative Suite programs like Photoshop, Illustrator, InDesign, After Effects, and Premier Pro. I've been inspired by real-world textures and materials when designing a brand for a sport. For example, I led CSU Women's Basketball brand this season and was inspired by hardwood floor textures and retro typographic treatments. I've been able to incorporate these assets and concentrate on overall "corporate" branding. Throughout my work, I emphasize the importance of telling stories in sport through design while providing teams or athletes a visual branding identity.
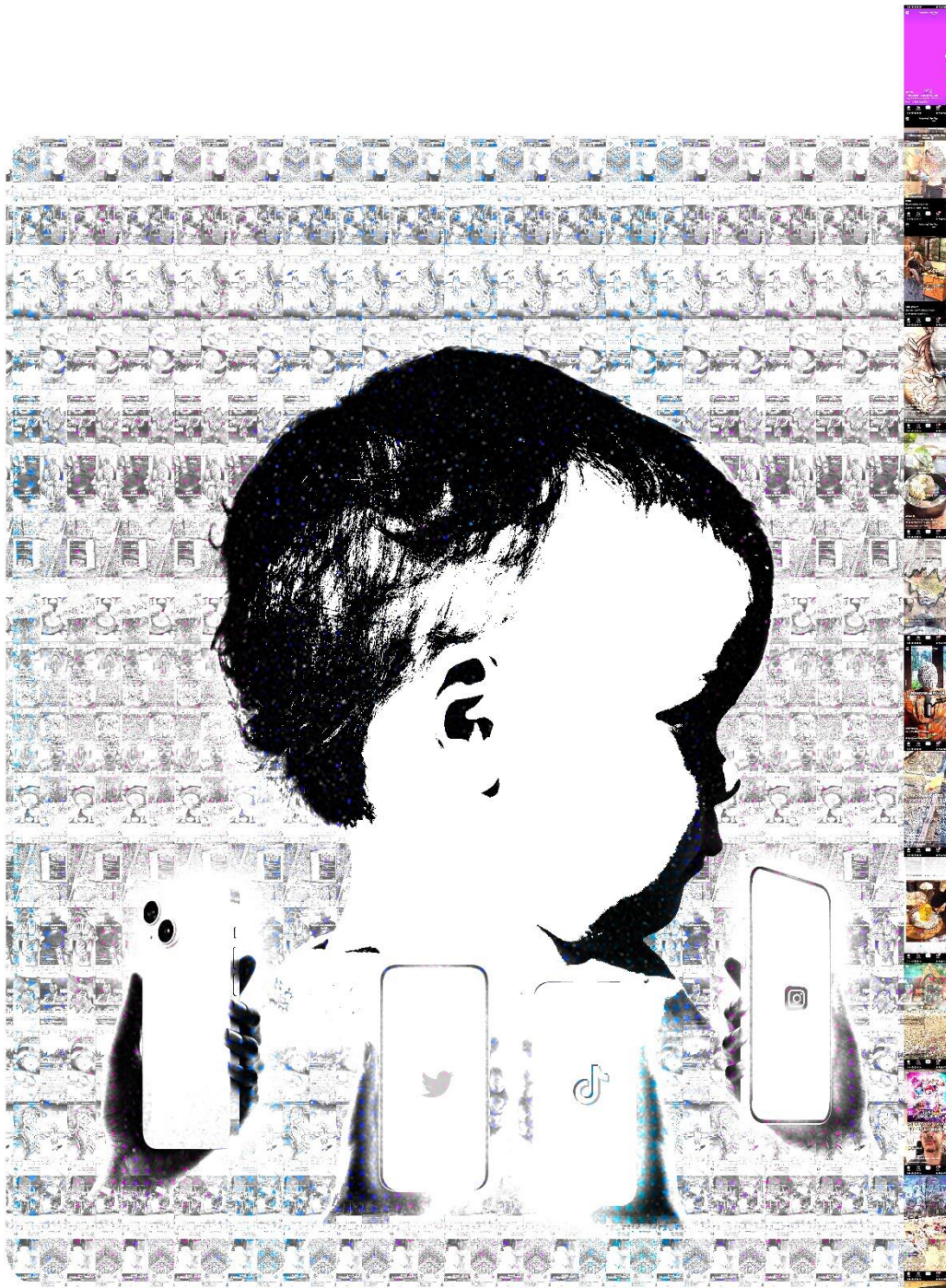
Title	**Original Format**
Figure 1: DbrownBag Stickers	Illustrator, 8.5x11 in
Figure 2: Target Christmas Campaign	Illustrator, 11 in x 17in
Figure 3: Don't Neglect	Photoshop, 70x100 cm
Figure 4: Layers	Photoshop, 3600x2739 px
Figure 5: Maruchan Ramen Rebrand	Illustrator, 1920x1080
Figure 6: DbrownBag Book Layout	Photoshop, 17x11

Figure 1: D Brown Bag Stickers

Figure 2: Target Christmas Campaign

Figure 3: Don't Neglect

8 Improvisations / A. Grant Helzer
after Gail Watson's "Snow"

1° teal with no lust for life
however, however, shades
& shadows slowing filing into
the amphitheater for a spectacle:
September 476 didn't go exactly
as some of us had planned
& we think we deserve
a bit of entertainment.

2° teal clear enough to see through
under the glass of burning art:
ants, ants are marching,
searching for the taste of sugar,
blank & blatantly
without fear for scrutinous
Victorian forms
the sort of 1st-person plural pronouns
one can be fond of.

3° teal with a little bit of shock value
(don't get the sunrise started on lightning
just for the quotidian laugh of it).

4° teal that can pack a nasty punch
blank root garden, each layer
of a greenhouse effect
in a mini mini microcosm
ecosystem
that disagrees with the go-go dancer
reject running for president.

5° teal with an incomprehensible flavor
mutually intelligible
(Spanish & Portuguese),
but only mutual on the one side & not the other.
up ahead, the eighth layer is looking
back with many
more, much blanker
eyes than the first.
back at the divvying up
of Europe.

6° teal that eludes the Pantone color police
latent & a bit free spirited (maybe a bit).
those personalities who need an introduction
to punctuation
(romantically speaking),
so they can have innumerable offspring
with the most unfathomable pail of paint.

7° teal with an operatic pension
& a drinking problem
history too early in the making
to be making.
it takes a hammer to bones
& mutually shatter
off in the distance looms the airport
encouraging just this sort of long distanced
behavior no little ants, don't call attention to your hill,
we already know you're here.

8° teal with air bubbles on the surface
for a 1-dimensional Atlas
who stands at the same point he carries
to catasterize the moon after someone's already done it
to slide along frictionless surfaces that keep slowing us down
to search for meaning on the external glass of an ecosphere
to taste half the sugar of half the cola poured all over a washable book
to hate the poem one wrote more than the one I would've written.
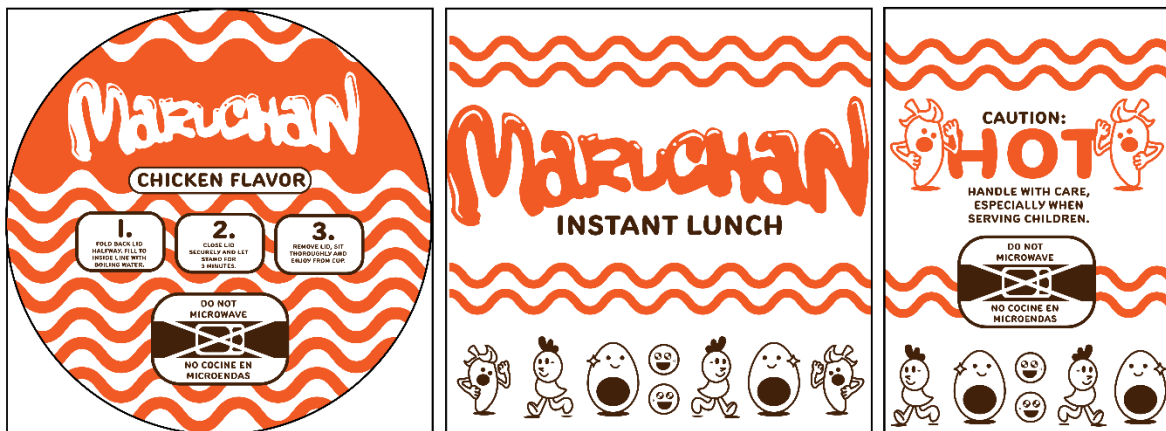
Figure 4: Layers

BOX LAYOUT

PACKAGE LAYOUT

Figure 5: Maruchan Ramen Rebrand

Figure 6: DbrownBag Book Layout