



## **Artist Statement**

### **Daniel Christie**

As an artist I tend to focus my attention on color and story. I consider myself to be a lover of both. I try to find ways to fit one or both culture and story into my design. This works much better for culture in the graphic arts, as I look for ways to communicate cross-culturally throughout my work. Some of the design work that I have done is in Arabic or Serbian, and for the latter I have designed a Cyrillic typeface to accompany one of my projects. I love maps and look for ways to incorporate an international/global aspect to my work. When thinking about an international audience, I take into account colors, moods, ways of expression and communication that may have different effects upon viewers from different backgrounds. Of course I cannot tailor my designs to all cultures at once, but if I can gage my potential audience, I can make myself aware of different perceptions towards design, or advertising in their culture. This thought that goes into my work undergirds it and holds everything together, in thinking about the viewer, client, or user.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
<b>Figure 1:</b>	Apples are from Kazakhstan	Digital Image	Digital Design, 11 in x 17 in
<b>Figure 2:</b>	All the Tea in China	Digital Image	Digital Design, 11 in x 17 in
<b>Figure 3:</b>	Restoran Sindjelic Logo	Digital Image	Digital Design, 11 in x 17 in
<b>Figure 4:</b>	Srpski Azbuka Font	Digital Image	Digital Design, 11 in x 17 in
<b>Figure 5:</b>	Restoran Sindjelic Packaging	Digital Image	Digital Design, 11 in x 17 in
<b>Figure 6:</b>	Les Miserables App Design	Digital Image	Digital Design, 11 in x 17 in
<b>Figure 7:</b>	How is Russian Related to Arabic?	Digital Image	Digital Design, 11 in x 17 in
<b>Figure 8:</b>	Theeb Filmstills	Digital Image	Digital Design, 11 in x 17 in
<b>Figure 9:</b>	World Cup Beograd Logo	Digital Image	Digital Design, 11 in x 17 in
<b>Figure 10:</b>	World Cup Beograd Poster	Digital Image	Digital Design, 11 in x 17 in



**Figure 1: Apples are from Kazakhstan**



Figure 2: All the Tea in China

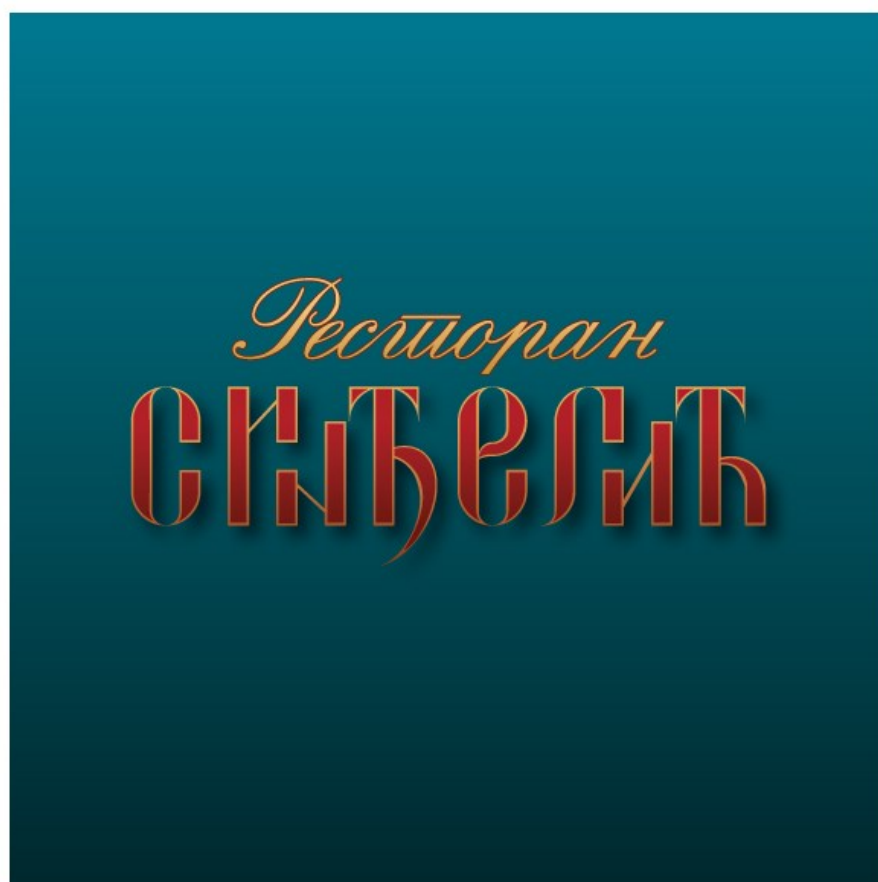


Figure 3: Restoran Sindjelic Logo

## АЗБУКА

А Б В Г Д Ђ Е Ж З И  
Ј К Л Љ Њ Н Њ О П Р  
С Т Ђ У Ф Х Ц Ч Ш

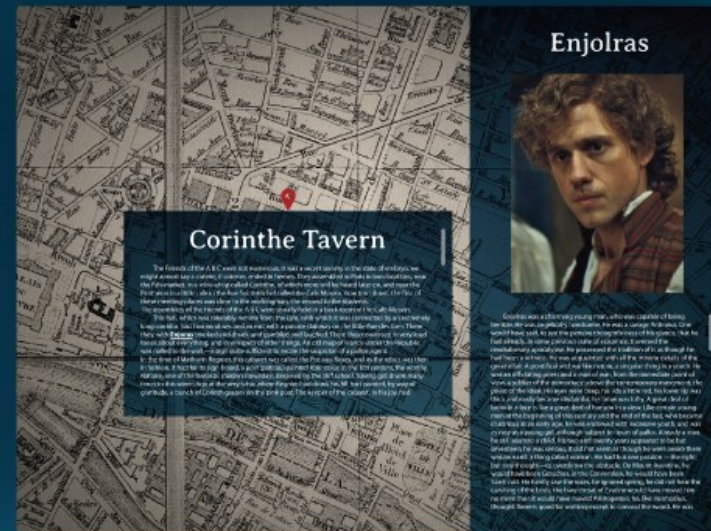
Figure 4: Srpski Azbuka Font





Figure 5: Restoran Sindjelic Packaging





## Figure 6: Les Miserables App Design



Figure 7: How is Russian Related to Arabic?





Figure 8: Theeb Filmstills

СВЕТСКО ПРВЕНСТВО 2022

**БЕОГРАД**



WORLD CUP 2022

**BELGRADE**

Figure 9: World Cup Beograd Logo



Figure 10: World Cup Beograd Poster