



Jackson Pierce

2023 Fall Semester

Graphics Design

Department of Art and Art History

Artist Statement:

As a Graphic Designer, my goal is to design something that stands out and pleases everyone involved in the project, including myself. This brings up the question of what I am looking for in a project personally. I prefer minimalist designs that are straight to the point, yet avoiding crossing the line between simple and bland. I am not shy to utilize color to my potential, and a lot of that inspiration comes from contemporary art as well as art in the psychedelic scene.

All of my work is done digitally, I am experienced in Adobe products such as Photoshop and Illustrator, and I am also proficient in video editing software such as Premiere Pro and After Effects. These tools are necessary for creating, but one of the most important things that I have learned in this field of study is that the creative mind is far preferred over knowledge of the digital tool, and I aim to prove my creative mind through my work.

With most projects being collaborative, communication is another major factor in the design field, not just technical skill and creative ability. I aim to gather ideas from my clients and hope to reach a finished product that meets all of the requirements and beyond, and the only way to reach that goal is through communication.

I am constantly learning how to be a better designer by communicating effectively, utilizing my creativity and research with my technical skills that will be represented in my work.

Title	Original Format
Figure 1: Dusk Brewing Co.	Illustrator
Figure 2: Target Christmas Campaign	Illustrator
Figure 3: Russell Wilson Posters	Photoshop, 8.5 x 11 in
Figure 4: West Coastal Brewing Co.	Illustrator
Figure 5: James and the Giant Peach Cover	Illustrator, 18 x 9 in
Figure 6: Josh Allen Posters	Photoshop, 8.5 x 11 in



Figure 1: Dusk Brewing Co.



Figure 2: Target Christmas Campaign



Figure 3: Russell Wilson Posters



Figure 4: West Coastal Brewing Co.

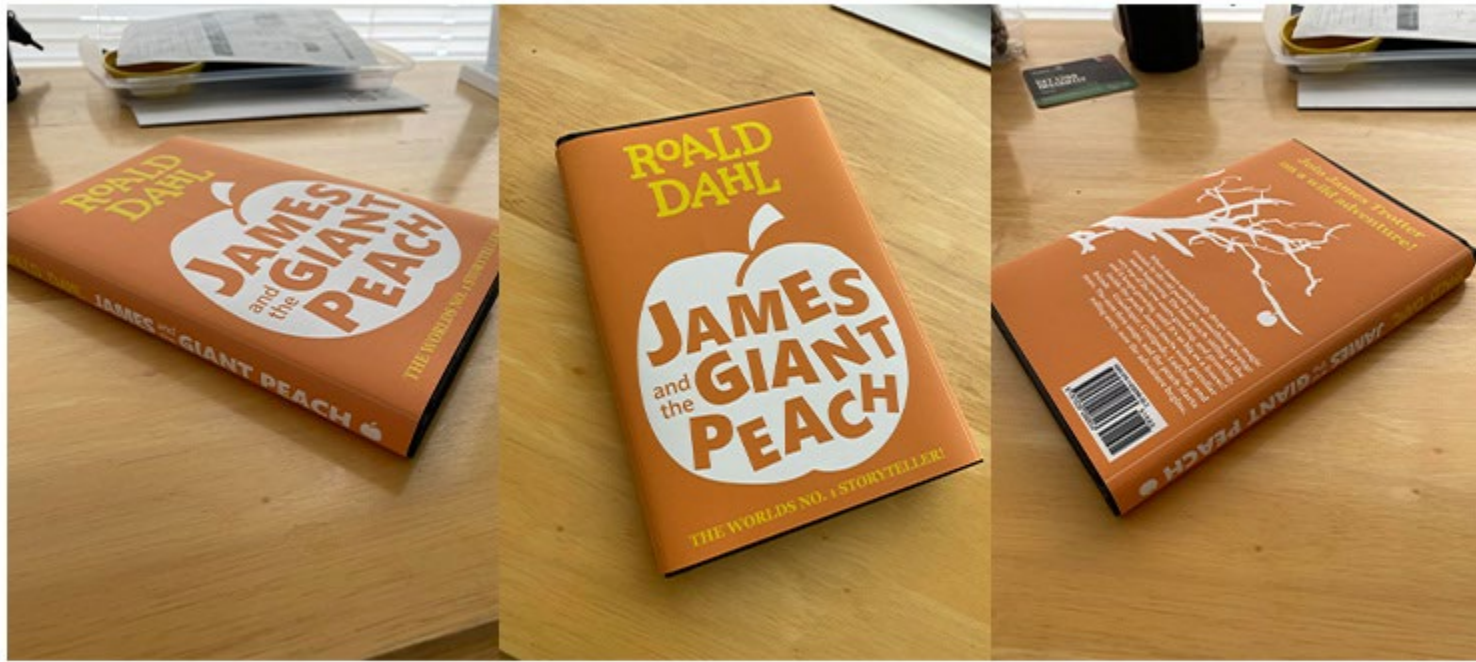


Figure 5: James and the Giant Peach Cover



Figure 6: Josh Allen Posters