



# *Sympathy* for the **ROBOT**

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Illustrated by: Laura Morrison Pibel

Westworld, HBO's new series, reframes the classic monsters-run-amok plotline: The audience watches androids become more human—as the humans become less so.

"You are my creator, but I am your master; obey!"

In the two centuries since Mary Wollstonecraft Shelley's monster first uttered these rebellious words to his maker in the pages of *Frankenstein*, this terrible reversal has captivated cultural imagination. What would happen if or when the day came that humankind created an intelligence so powerful that it turned against us? It's a scenario that's been visualized a thousand ways: with robots (*The Terminator*), with computers (*2001: A Space Odyssey*), with human-animal hybrids (*The Island of Doctor Moreau*)—even, in the case of Disney's (and yes, going further back, Goethe's) "*The Sorcerer's Apprentice*," with animated brooms.

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**Artist Statement:**

Laura Morrison Pibel

I approach graphic design projects akin to creating characters. Like a character profile, I consider the personality of the piece, the tone of the place, the audience it will interact with, and what mood I am trying to convey. These all influence what I see as the character of the design- whether the lines are rigid or free flowing, the colors vibrant or muted, the texture glossy or soft. This kind of development guides me in understanding the project deeper and how to justify my decisions. My focus tends to be on the illustration work as the primary communicator of the project and I challenge myself to experiment on the styles of my designs, the mediums, and the technical aspects.

A key part of my process is the audience. I am constantly thinking of the audience and how they will perceive the works. This means I approach designing from an introspective place, reflecting on what the designs communicate to me personally. I also view it as a collaborative effort where I value the feedback and perspectives of other people to develop and enhance the design. Viewing design from a character and audience standpoint guide my investigation of the project and further my understanding of design as a communicator.

Title	Original Format
Figure 1: Sympathy for the Robot	Photographic illustration and text, 16.65" x 10.75"
Figure 2: The Evolution of Bikes in Copenhagen	Colored pencil illustration and illustrator, 20.65" x 10"
Figure 3: Helios Hotel logo	Illustrator, standard dimensions
Figure 4: Helios Hotel poster series	Photoshop illustration, 11" x 17"
Figure 5: Helios Hotel brochure	Photoshop illustration, 8.27" x 11.69"
Figure 6: Rush film title cards	Illustrator, 1920 x 1080
Figure 7: Journey to the Center of the Earth app	Watercolor illustration, 4.85" x 6.5"
Figure 8: Zen and the Art of Motorcycle Maintenance	Watercolor illustration, page: 2.3" x 3.5" cover: 11" x 5.2"
Figure 9: King's Chef Diner food truck	Illustrator, standard dimensions





Figure 1: Sympathy for the Robot

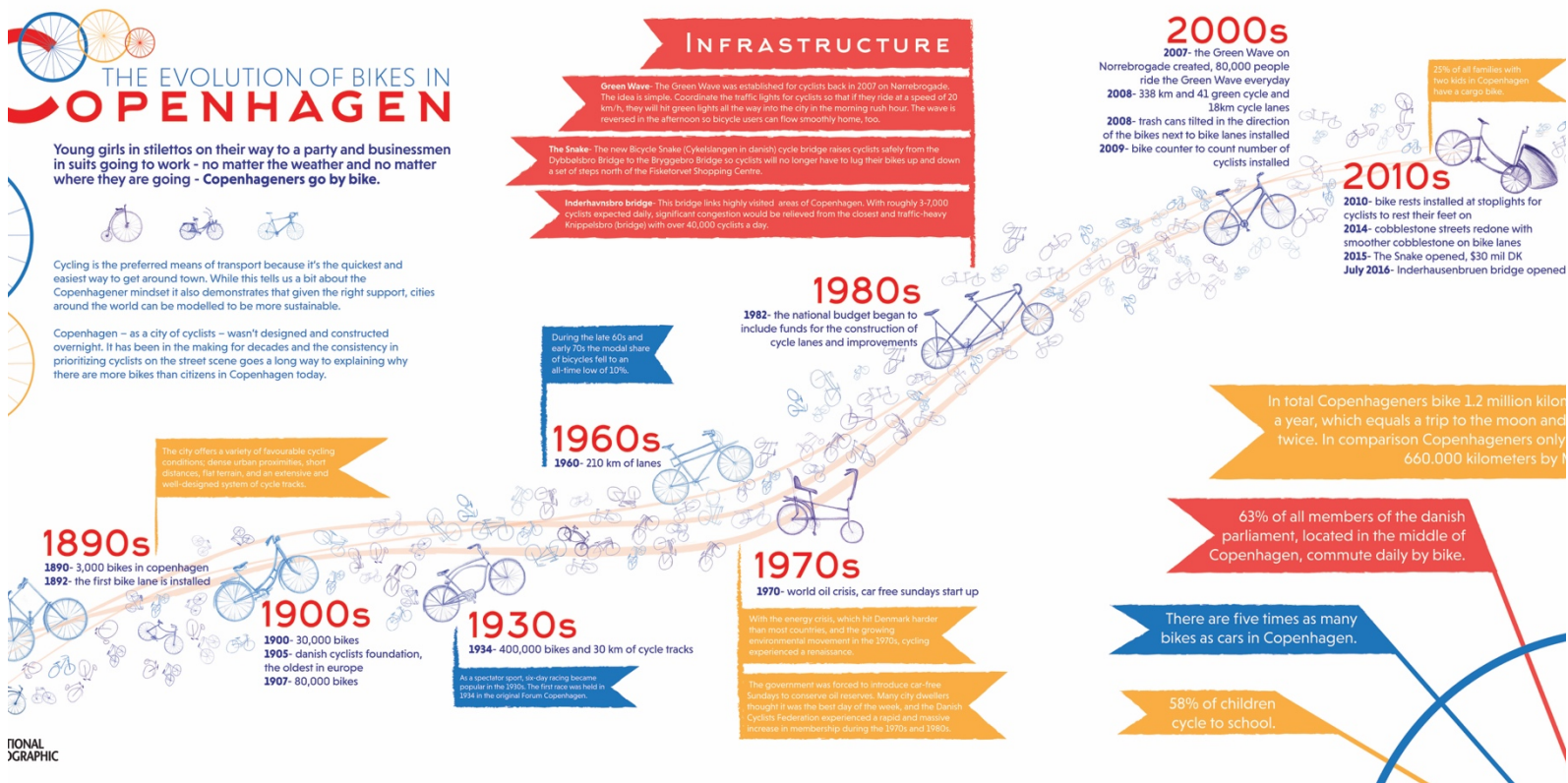


Figure 2: The Evolution of Bikes in Copenhagen



Figure 3: Helios Hotel Logo



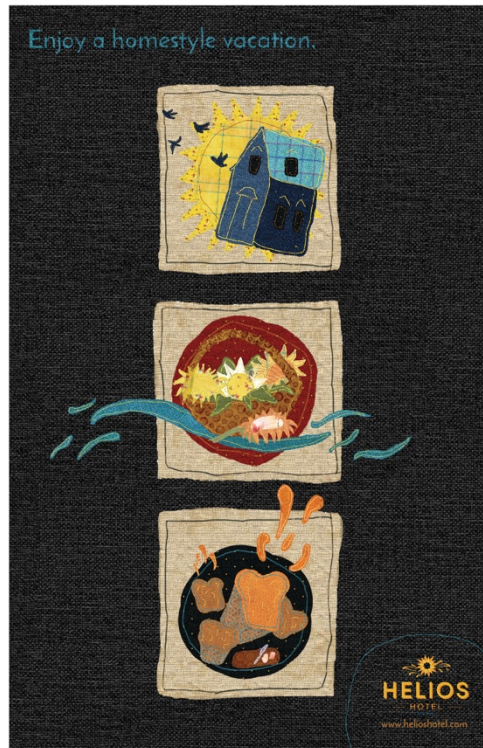


Figure 4: Helios Hotel poster series



Figure 5: Helios Hotel brochure





Figure 6: Rush film title cards



Figure 7: Journey to the Center of the Earth app

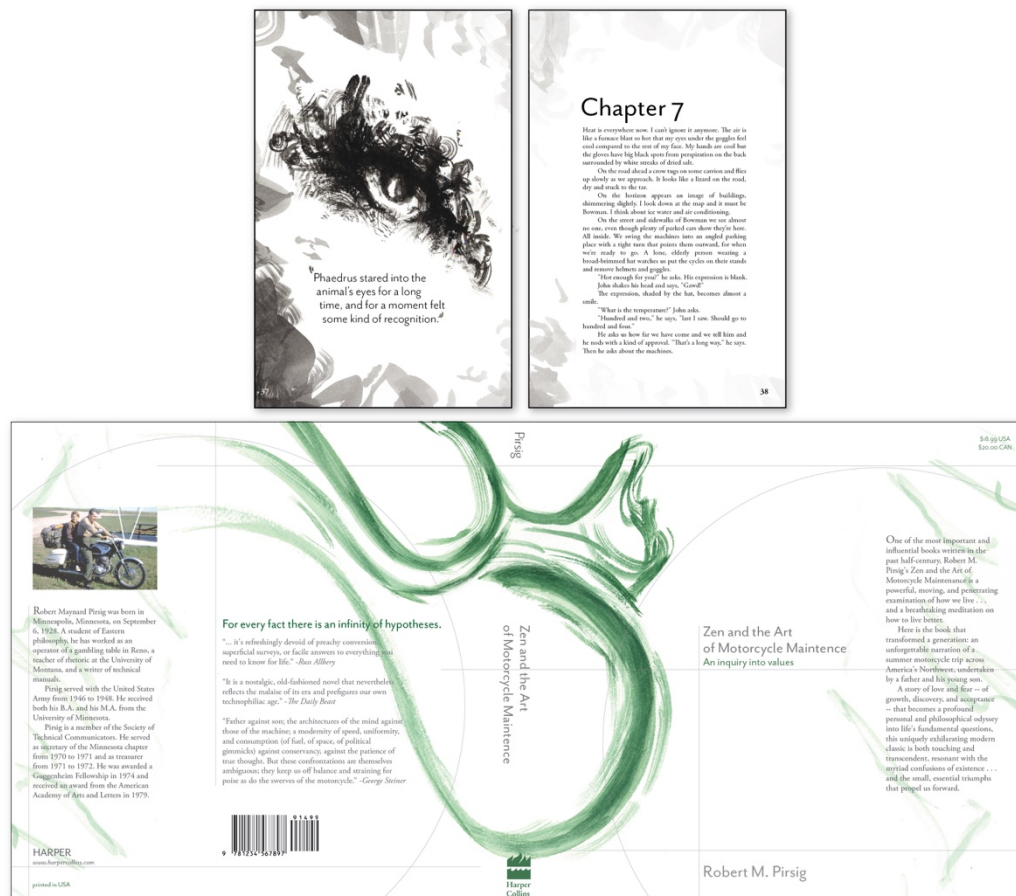


Figure 8: Zen and the Art of Motorcycle Maintenance book design





Figure 8: King's Chef Diner food truck