



INTERNATIONAL
CONFERENCE ON
X-RAY LASERS | MAY 26-30
2014

WWW.ENGR.COLOSTATE.EDU/LPOL/

Artist Statement

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After the Industrial Revolution our world experienced a massive increase in the amount of physical information that we experience around us today. Graphic design was a development in response to this influx. The modern practice of graphic design was born out of the need to facilitate effective communication, and I believe that nothing has changed in this respect.

My work strives for clarity through simplicity, a seemingly effective method in the realm of visual communication. My work also strives to create unique connections between content and form, if done correctly, I believe that a piece will operate as both a work of art and an avenue in which effective communication occurs. More specifically, when content and form are effectively balanced, I believe that a piece is more likely to be successful. It is my job as a designer to clearly communicate while consistently bringing a creative edge. I am influenced and inspired by designers such as Stephan Sagmeister, Paul Rand, Paula Scher, AM Cassandre, and Milton Glaser.

	<u>Title</u>	<u>Media/Original Format</u>
Figure 1:	CSU Triathlon	Design for 2014/15 CSU Triathlon team jersey sets, digital media, 11x17"
Figure 2:	Flume Vinyl Record, back	Concept design for vinyl record packaging, digital media, 11x17"
Figure 3:	Flume Vinyl Record, front	Concept design for vinyl record packaging, digital media, 11x17"
Figure 4:	Foodie-ism as Youth Culture	Magazine spread, digital media, 16x17.75"
Figure 5:	Mind Webs, Brittany	Concept design for iPad application, 10x15"
Figure 6:	Mind Webs, Logan	Concept design for iPad application, 10x15"
Figure 7:	Mind Webs, Mike	Concept design for iPad application, 10x15"
Figure 8:	Mind Webs, Tower	Concept design for iPad application, 10x15"
Figure 9:	Student Gratitude Poster, green	Poster design for annual student gratitude event, 11x17"
Figure 10:	Student Gratitude Poster, orange	Poster design for annual student gratitude event, 11x17"
Figure 11:	Student Gratitude Poster, white	Poster design for annual student gratitude event, 11x17"
Figure 12:	Student Gratitude Poster, yellow	Poster design for annual student gratitude event, 11x17"
Figure 13:	The Secrets of Color	Magazine spread, digital media, 16x17.75"
Figure 14:	X-Ray Lasers	Poster design for 14 th Annual X-Ray Laser Conference, digital media, 11x17"
Figure 15:	X-Ray Lasers	Poster design for 14th Annual X-Ray Laser Conference, digital media, 11x17"



Figure 1: CSU Triathlon.



Figure 2: Flume Vinyl Record, back.



Figure 3: Flume Vinyl Record, front.

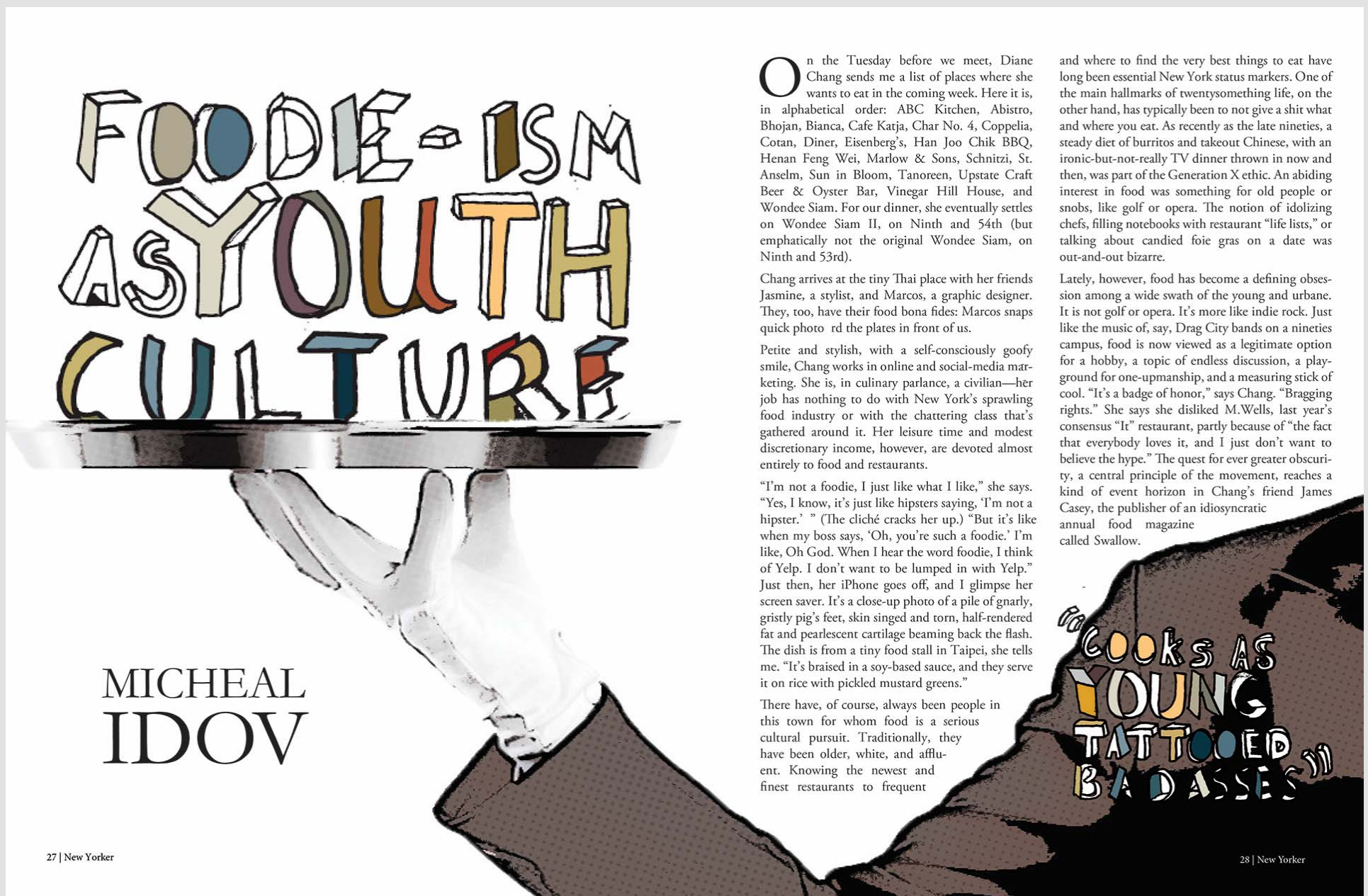


Figure 4: Foodie-ism as Youth Culture.

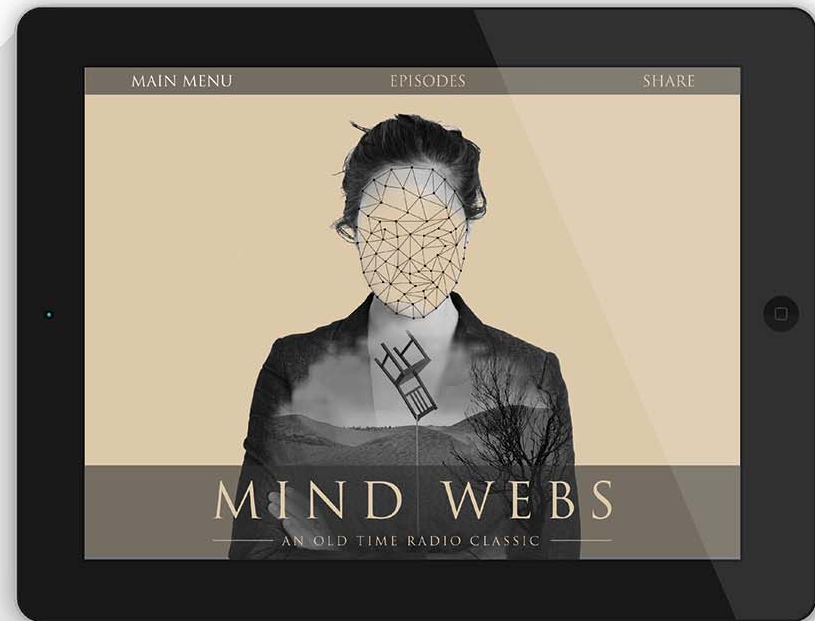
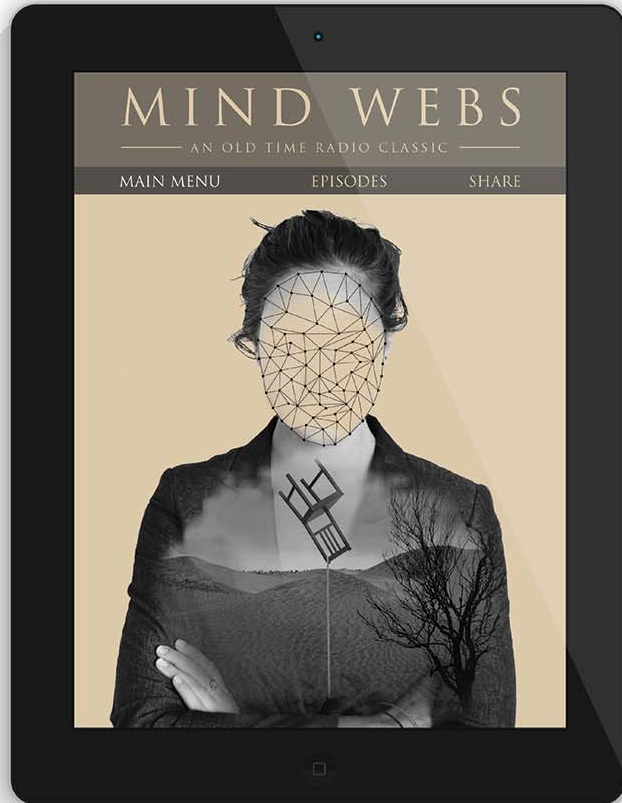


Figure 5: Mind Webs, Brittany.

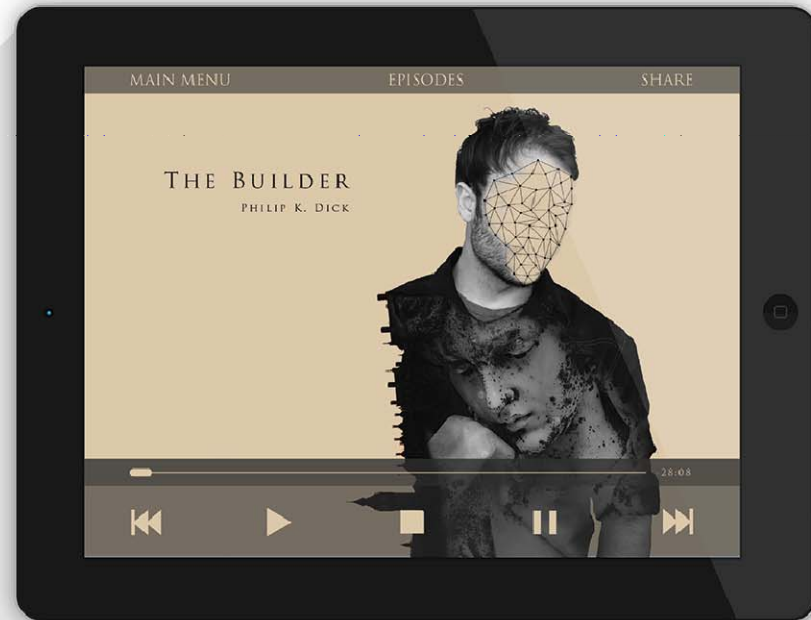
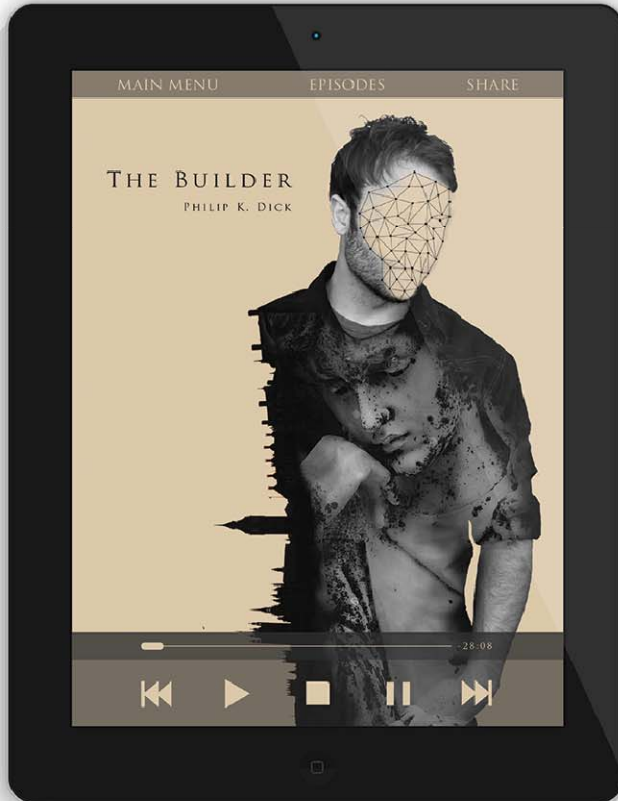


Figure 6: Mind Webs, Logan.

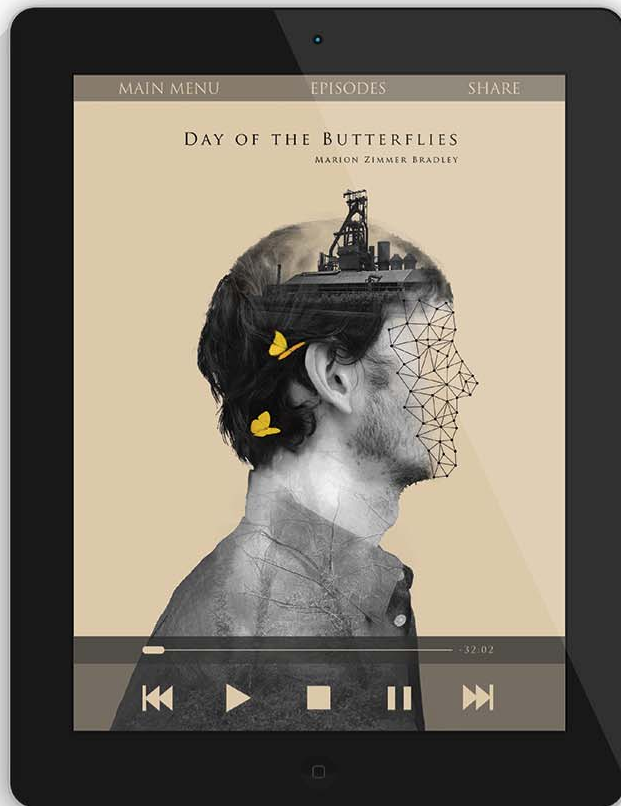


Figure 7: Mind Webs, Mike.

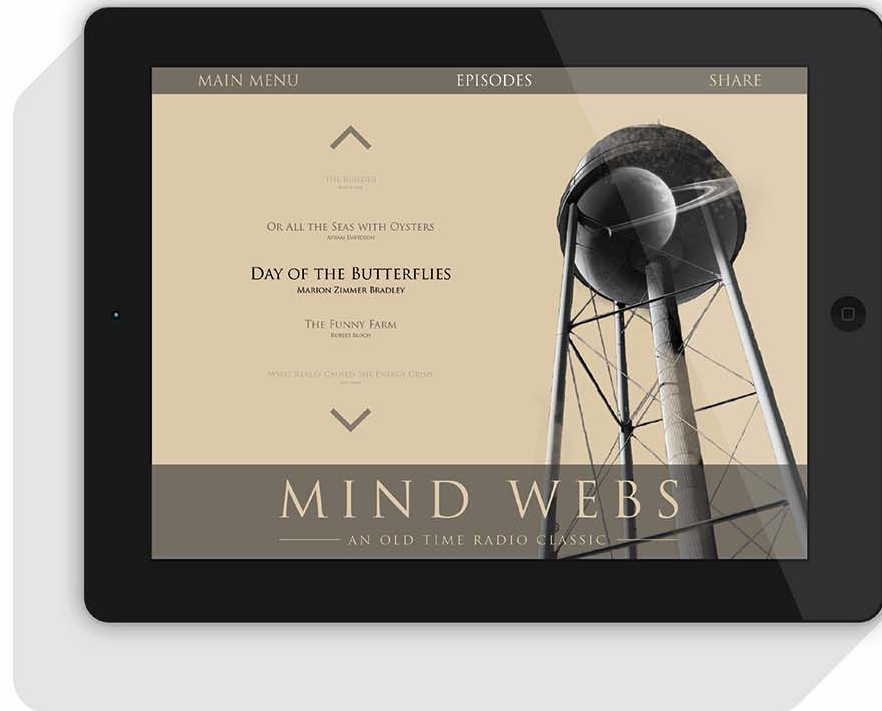
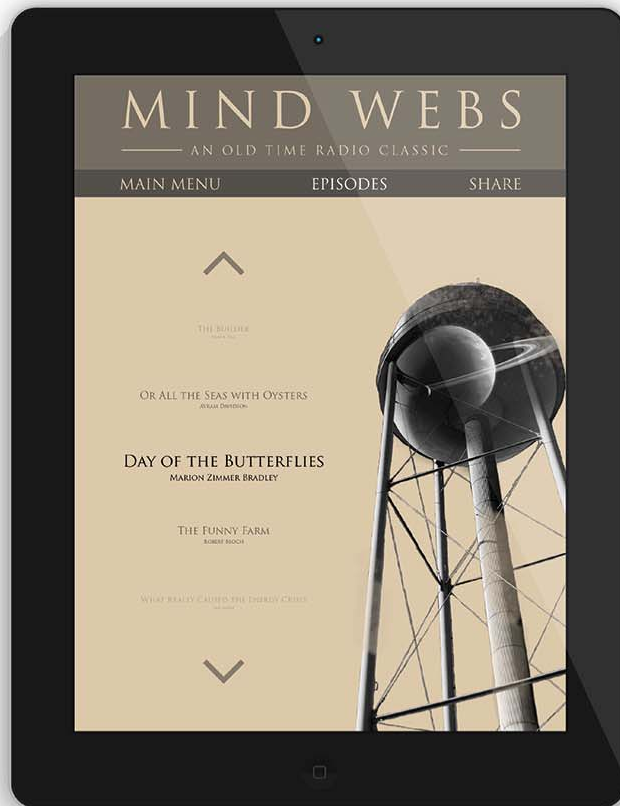


Figure 8: Mind Webs, Tower.



PIECES OF OUR SUCCESS

***AMAZING WHAT WE CAN MAKE...
WHEN SOMEONE PICKS UP THE PIECES.***



11.6.13 ON THE PLAZA

facebook.com/CSUPresidentialAmbassadors

Colorado
State
University

Figure 9: Student Gratitude Poster, Green.



PIECES OF OUR SUCCESS

**NO ONE
GETS ANYWHERE**

**WITHOUT A
HELPING HAND**

11.6.13 ON THE PLAZA

facebook.com/CSUPresidentialAmbassadors

Colorado
State
University

Figure 10: Student Gratitude Poster, orange.



PIECES OF OUR SUCCESS

 *LITTLE*



BY LITTLE,



A LITTLE



MAKES



A LOT



11.6.13 ON THE PLAZA

facebook.com/CSUPresidentialAmbassadors

Colorado
State
University

Figure 11: Student Gratitude Poster, white.



PIECES OF OUR SUCCESS



***WILL YOU
PICK UP THE BRICK?***

11.6.13 ON THE PLAZA

facebook.com/CSUPresidentialAmbassadors

Colorado
State
University

Figure 12: Student Gratitude Poster, yellow.

THE SECRETS OF COLOR

SEBASTIAN SREE

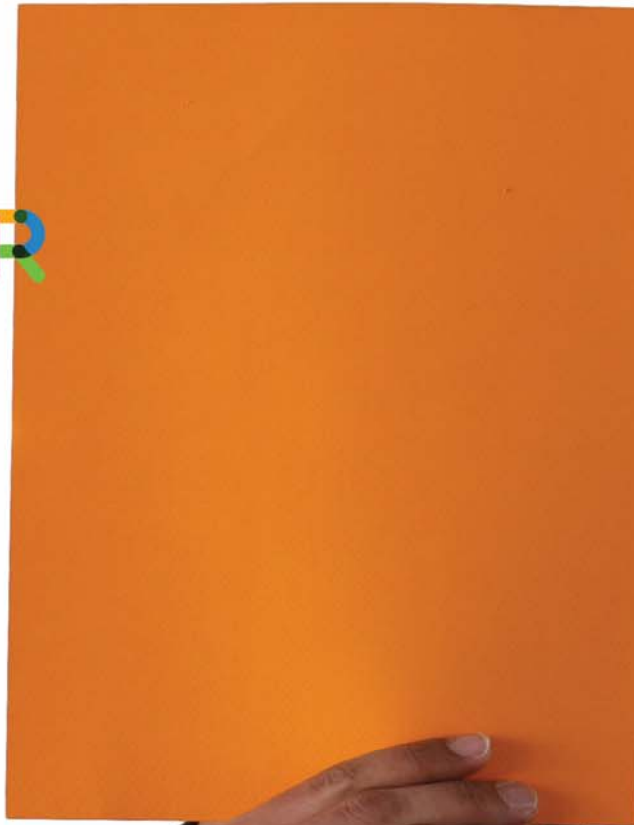


The orange rectangle is paired with an analogous color, high lighting their differences and muddying its color.

The orange rectangles in the right and left squares are the same color. The interaction with surrounding color causes them to look different from one another.



The orange rectangle is paired with its complimentary, bringing out its true color and making it seemingly vibrant.



A BAUHAUS ARTIST'S CLASSIC, WITH A NEW APP, IS EYE-OPENING.

At one end of our bathtub is a demolition derby of plastic ducks, a dinosaur, and a mermaid Barbie in a form fitting pink and blue outfit, her bright blond hair streaked with red and blue. The dinosaur is orange (what colors were dinosaurs?), with a tiger's black stripes fanning out from its backbone. The ducks are bright yellow—naturally—but also hot pink, shiny black, and in one case (because there should be no limit to a child's delight) a squeezable spectrum of green, purple, orange, yellow, and blue.

We grown-ups, of course, have our own "beautifully, potically keep getting "more capable and certainly more colorful." That hype came from Apple's design guru, flacking the leap beyond shades of gray and chrome in 2013: the iPhone 5c in white, blue, yellow, pink, and green, with mix-and-match cases "designed to add fun," not "just to add some protection" who isn't entranced by the vibrantly pleasing surfaces of

to add protection." Who isn't entranced by the vibrantly pleasing surfaces of things in an intoxicatingly colorful world—although who hasn't also been taken aback by the weird unreality of it? "Food-coloring pink, dead yellow," my wife sighed as she shopped for her new toy, settling on a dark-gray device with a white case.

As the American silk dealer Ward Cheney had already figured out back in the 19th century, "Color is one of the most

JOSEF ALBERS'S INTERACTION OF COLOR WAS HAILED AS A "GRAND PASSPORT TO PERCEPTION."

influential factors in the saleability of products." He had no idea what a neon surfeit of manufactured color—dyed, painted, digitized—lay ahead as the engine of consumerism amped up childish enchantment into churning desire for, as Apple puts it, "bright combinations," the more, the better. By now, the electrical and chemical industries, and the expert "colorists" hired by countless companies, have applied their magic to far

Figure 13: The Secrets of Color.



Figure 14: X-Ray Lasers.

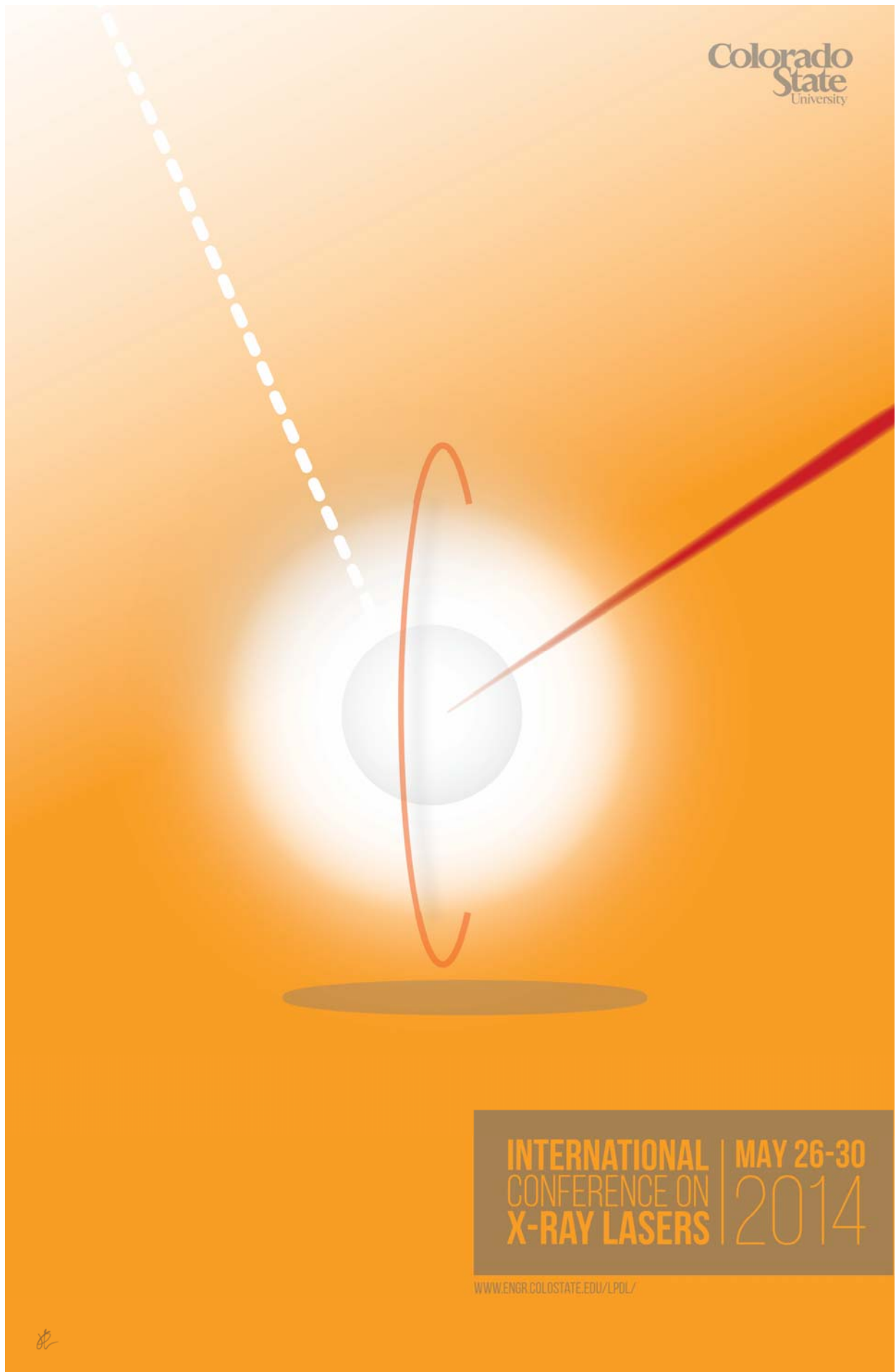


Figure 15: X-Ray Lasers.