



Artist Statement:

Hayden Miller

My goal as a graphic designer is to meet the challenges and objectives I'm presented with by finding unique and innovative solutions. Regardless of the context I'm designing in, I strive to find the road less traveled in order to overcome challenges in an unexpected manner, which makes for a more involved experience for the viewer. I not only want to make the experience aesthetically pleasing for the viewer, but I also have the intent of making them contemplate how communication can be ambiguous by taking on many different forms.

My work is inspired by my love for skateboarding and the subculture that surrounds it. Like the act of skateboarding, graphic design in the skateboard industry is very "in-your-face" and eye-catching, and it is this kind of attention grabbing communication that I try my best to achieve when working towards an objective. There is also a mindset engrained in skateboarding that is constantly searching for the next new way to manipulate the skateboard, always looking to what's next and what's cool. I find myself thinking in a similar manner when working on a design project, because I want to discover new ways to utilize my skills and maximize my potential.

My designs feature both precise geometric forms and spontaneous naturalistic mark making. I enjoy exploring industrialized environments as well as my beautiful home in Colorado for sources of visual inspiration, and I often bring in visual content to my projects from unexpected places.

Title**Original Format**

| | |
|--|-------------------------------|
| Figure 1: Better Brand poster | Illustrator, 18 in x 25.5 in |
| Figure 2: The Call Of The Wild book jacket | InDesign, 22.45 in x 15.45 in |
| Figure 3: Beyond The Five Senses magazine spread | Illustrator, 11 in x 17 in |
| Figure 4: Science magazine cover art | Photoshop, 8.5 in x 11 in |
| Figure 5: MF DOOM record album cover | Illustrator, 12 in x 12 in |
| Figure 6: Zodiac Year of the Rat infographic | Photoshop, 11 in x 17 in |
| Figure 7: Into the Wild book jacket | Photoshop, 9 in x 19 in |
| Figure 8: David Carson biographical magazine | Photoshop, 8.5 in x 11 in |
| Figure 9: Pyeong Chang Winter Games mural | Illustrator, 33.5 in x 100 in |
| Figure 10: Raymond Loewy magazine gate-fold timeline | Illustrator, 11 in x 34 in |



Figure 1: Better Brand poster

While writing for only sixteen years, London produced an amazing body of work: nineteen novels, eighteen volumes of essays and short stories, and numerous other books, both sociological and autobiographical, and London's popularity has hardly ebbed over the years. *The Call of the Wild* has been translated into more than thirty languages, and it exists in millions of copies

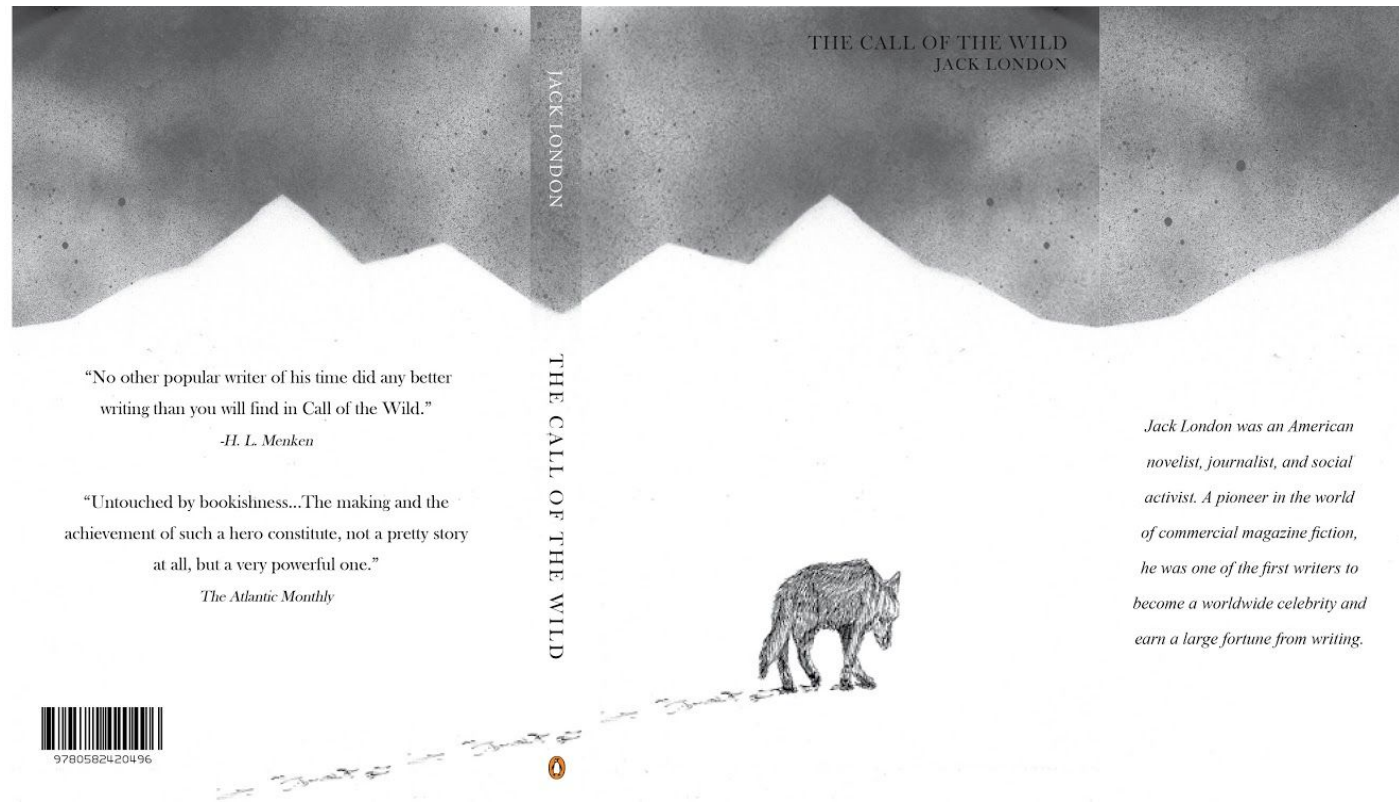


Figure 2: *The Call of the Wild* book jacket

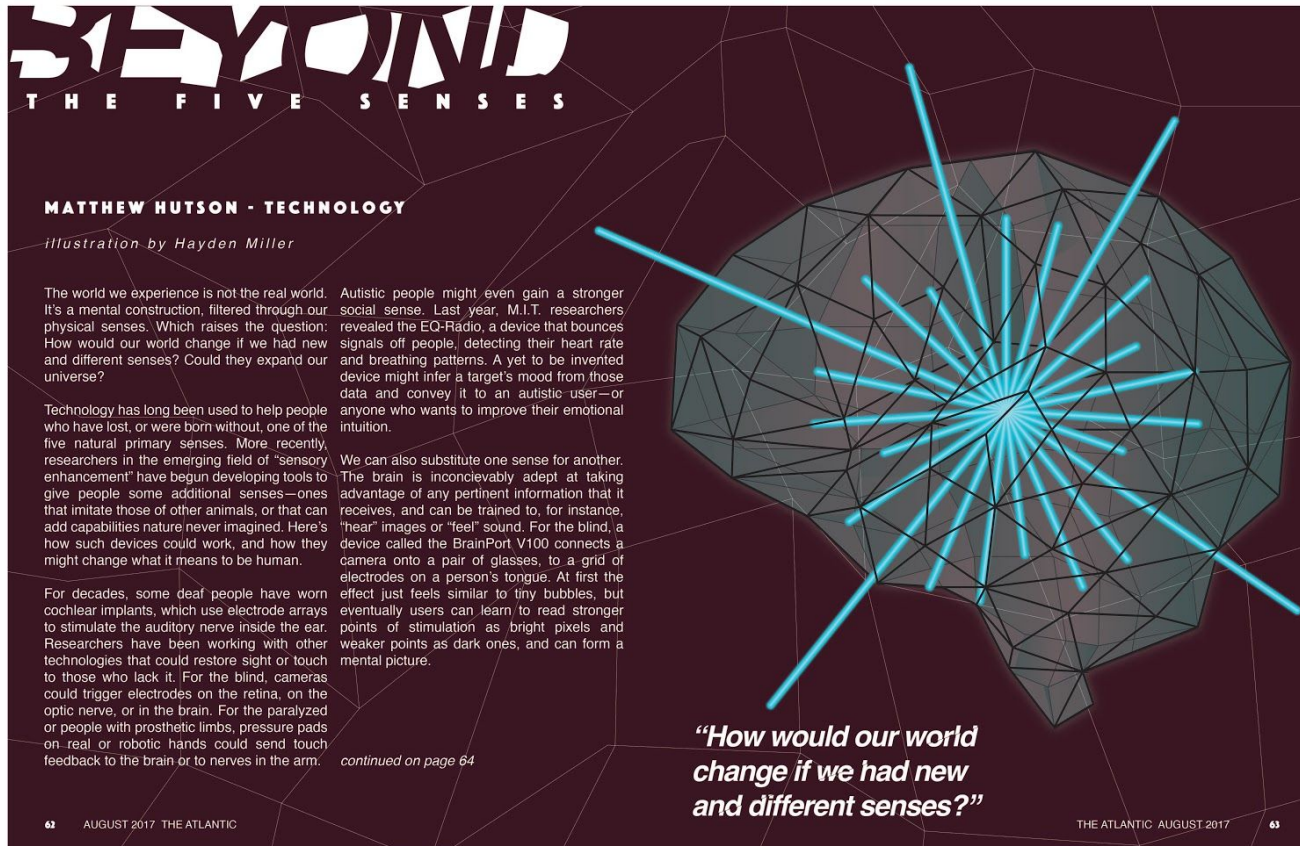


Figure 3: Beyond The Five Senses magazine spread

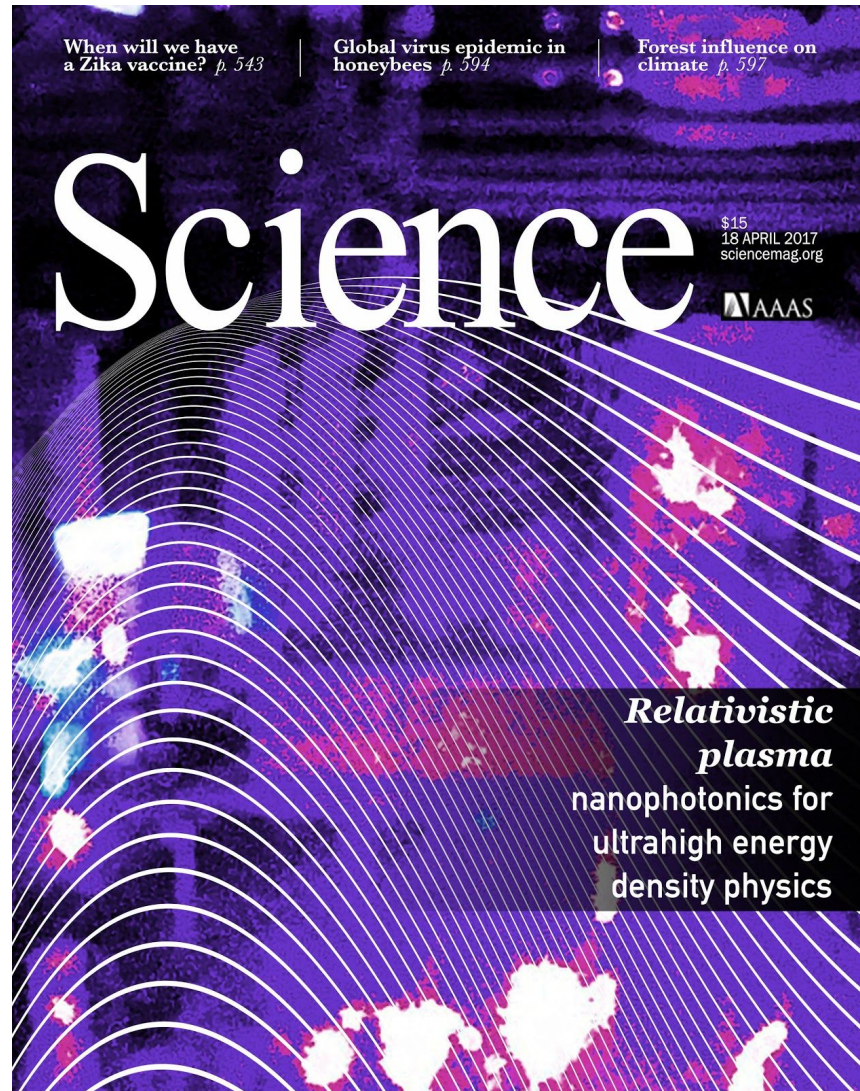


Figure 4: Science magazine cover art



Figure 5: MF DOOM record album cover

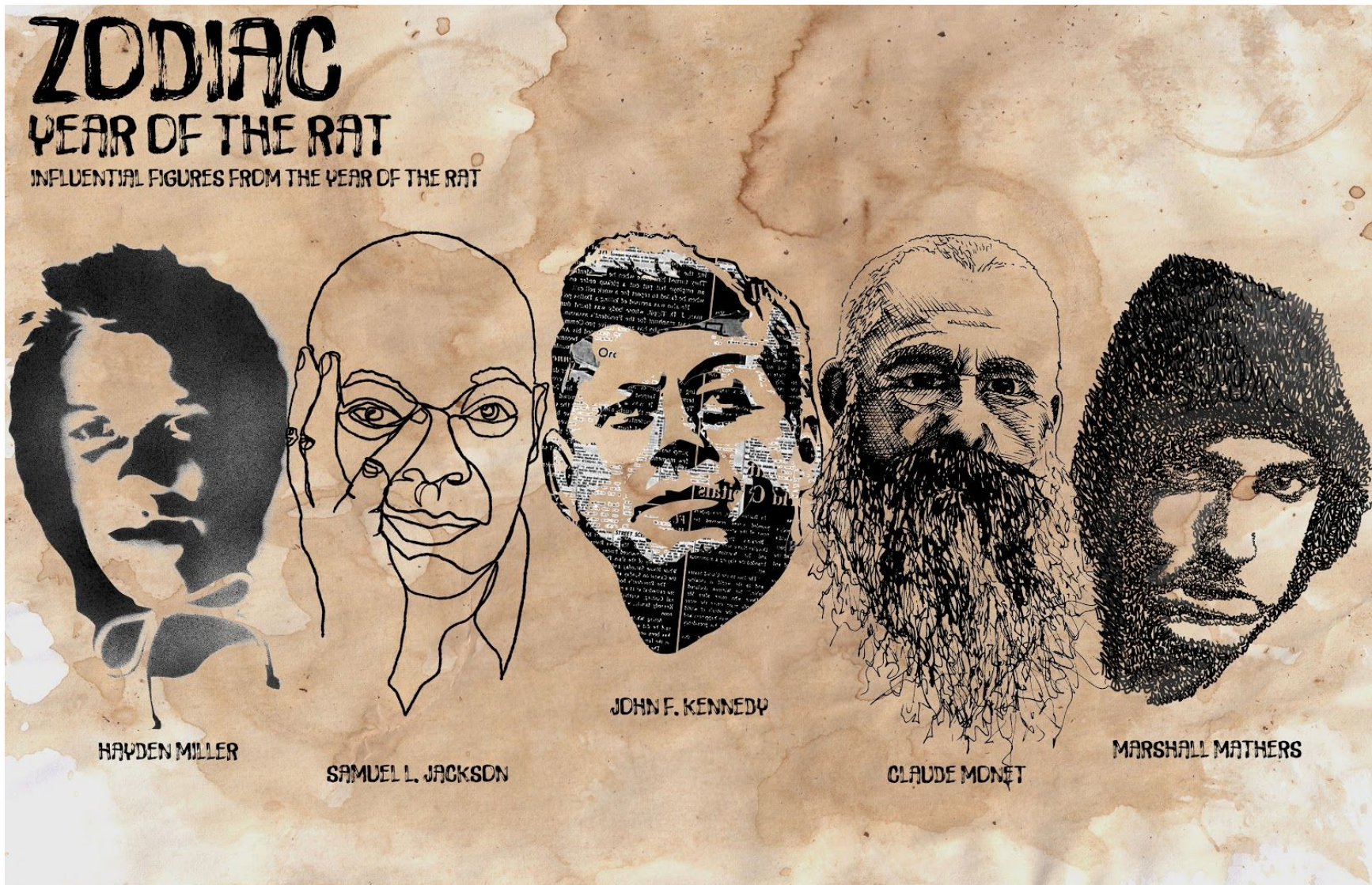


Figure 6: Zodiac Year of the Rat infographic

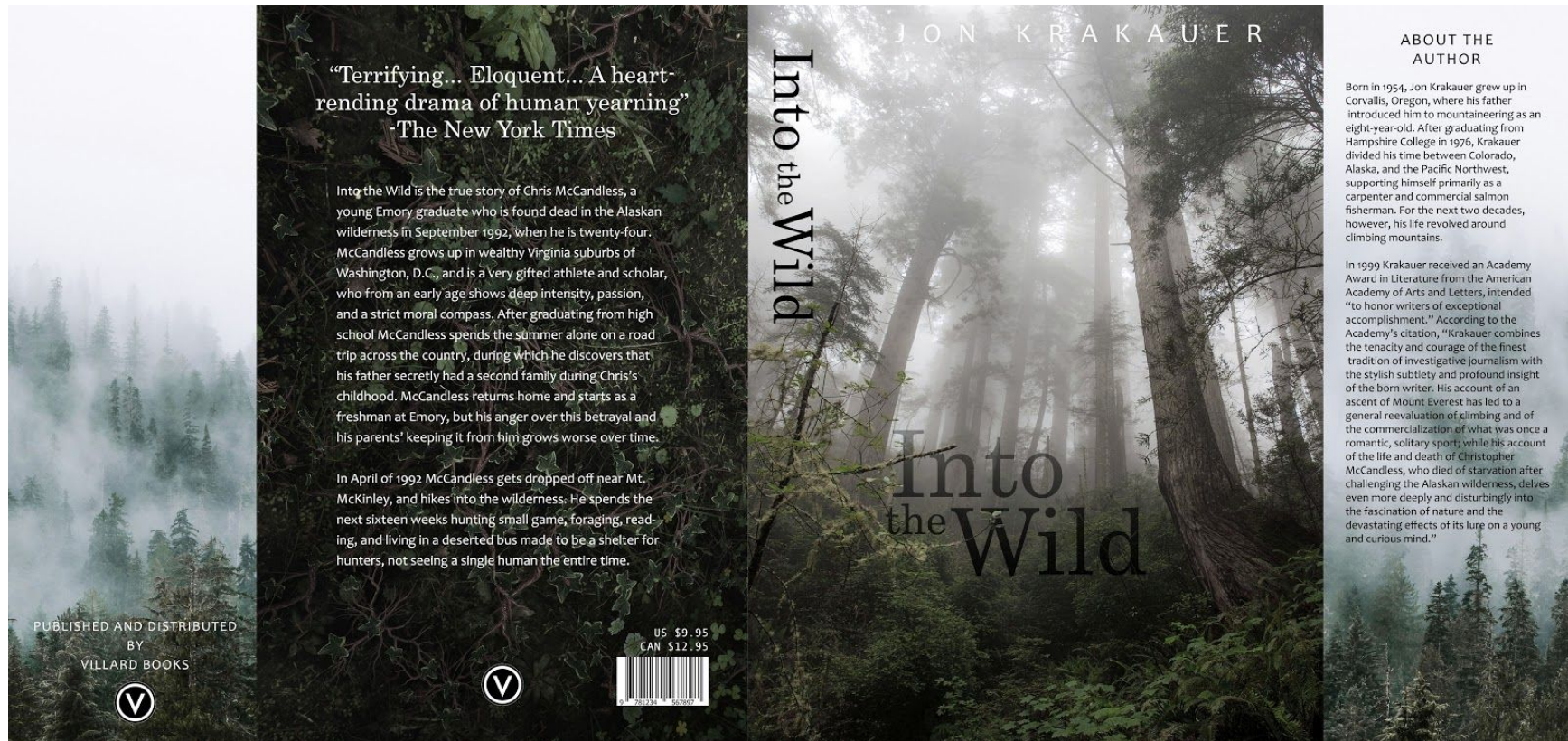


Figure 7: *Into the Wild* book jacket

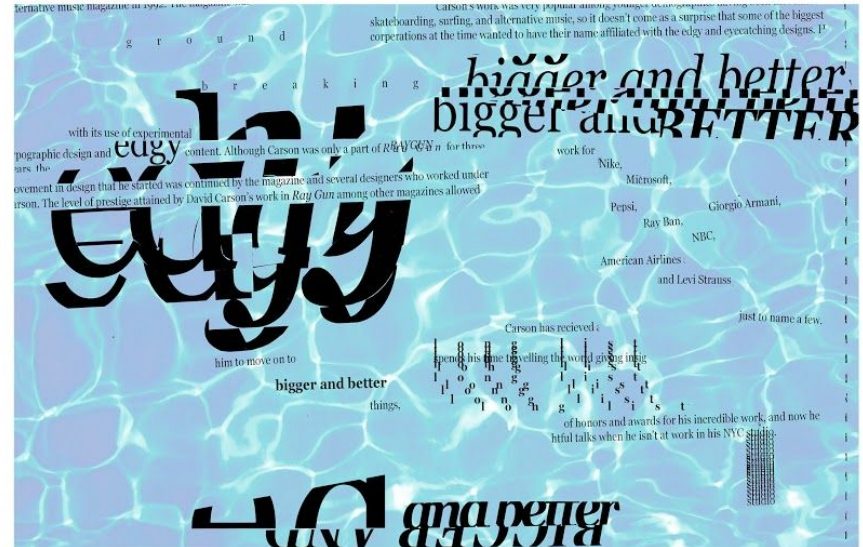


Figure 8: David Carson biographical magazine



Figure 9: Pyeong Chang Winter Games mural

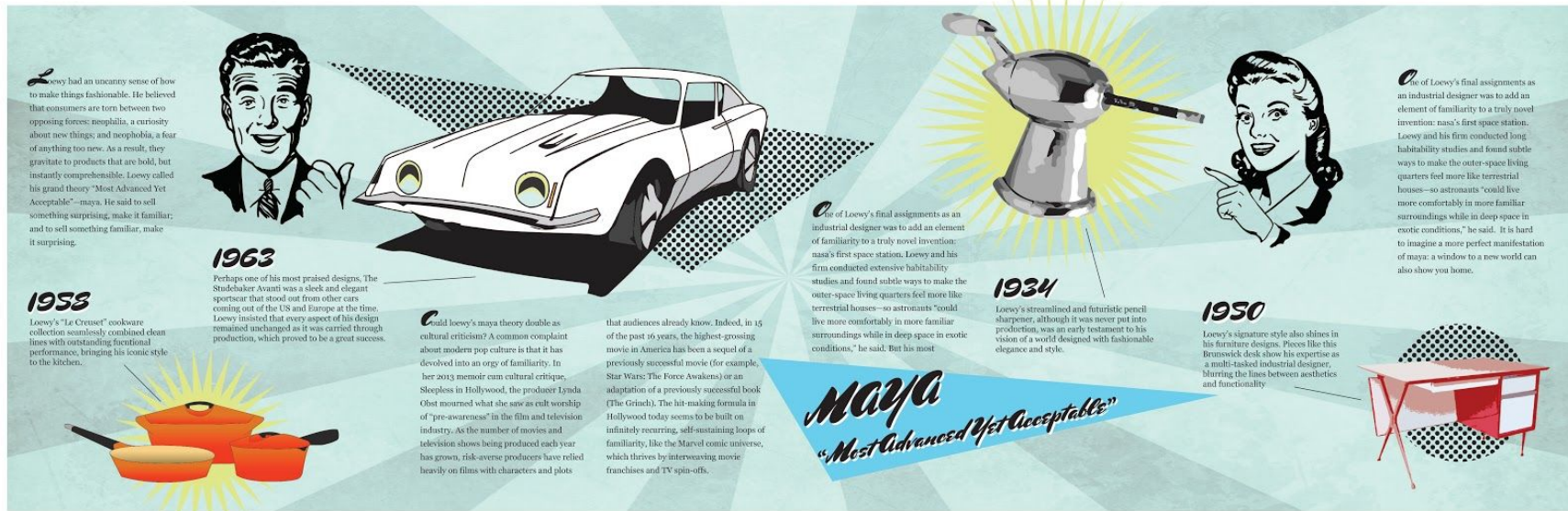


Figure 10: Raymond Loewy magazine gate-fold timeline