



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

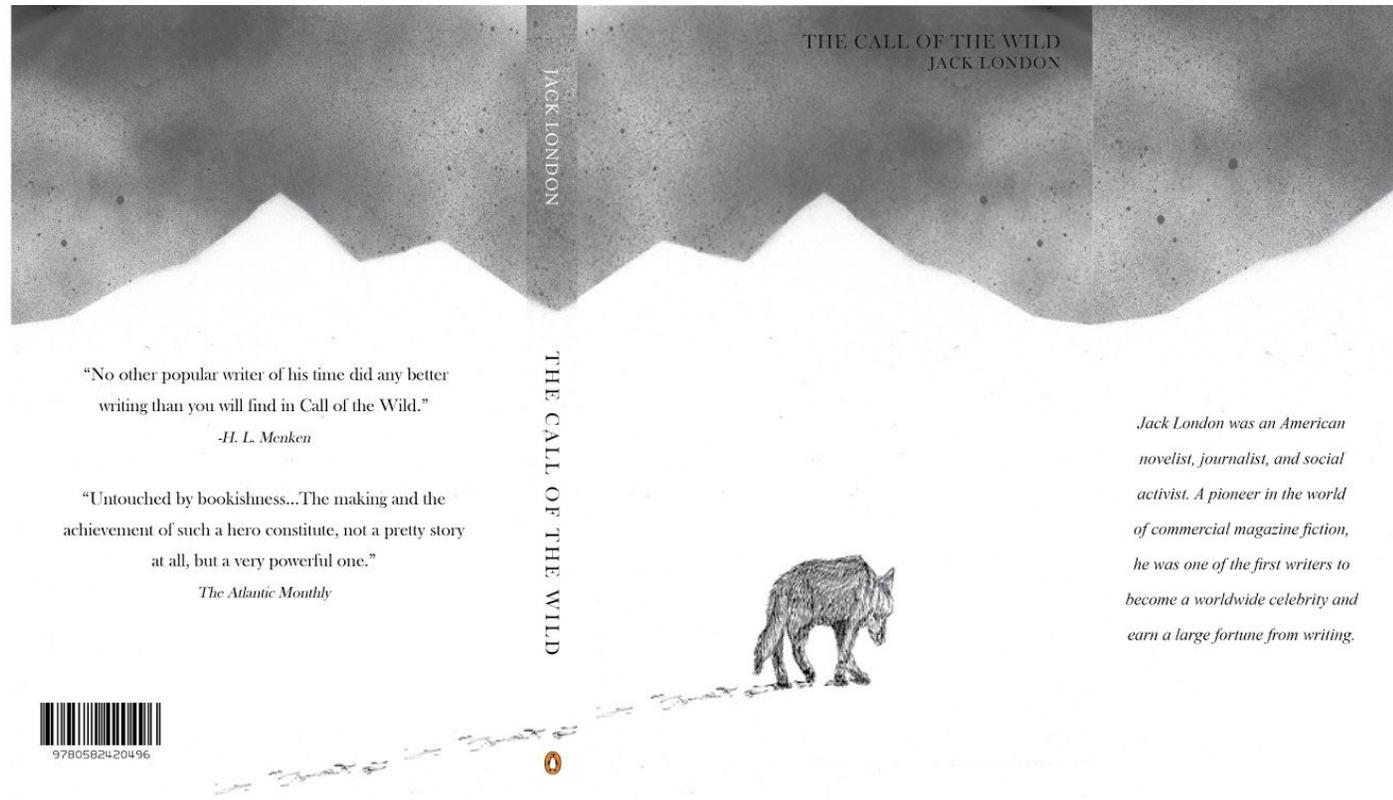


Figure 2: *The Call of the Wild* book jacket

BEYOND

THE FIVE SENSES

MATTHEW HUTSON - TECHNOLOGY

illustration by Hayden Miller

The world we experience is not the real world. It's a mental construction, filtered through our physical senses. Which raises the question: How would our world change if we had new and different senses? Could they expand our universe?

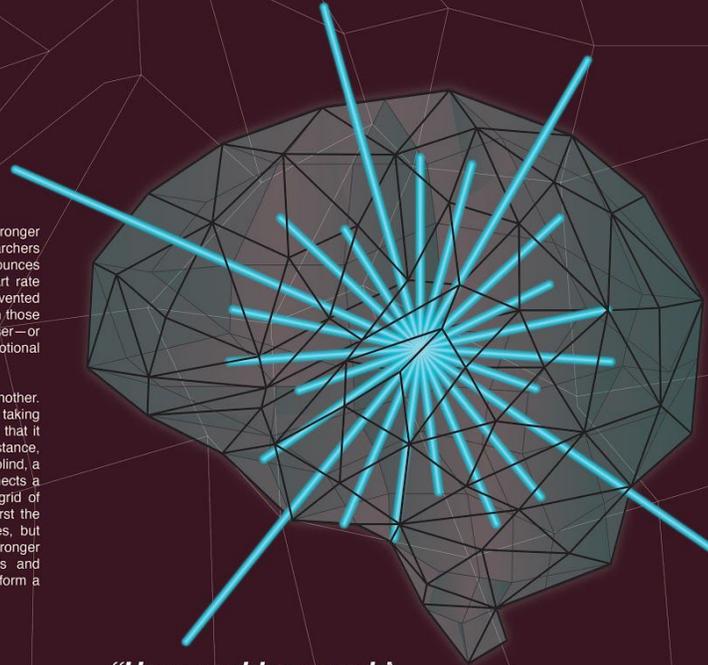
Technology has long been used to help people who have lost, or were born without, one of the five natural primary senses. More recently, researchers in the emerging field of "sensory enhancement" have begun developing tools to give people some additional senses—ones that imitate those of other animals, or that can add capabilities nature never imagined. Here's how such devices could work, and how they might change what it means to be human.

For decades, some deaf people have worn cochlear implants, which use electrode arrays to stimulate the auditory nerve inside the ear. Researchers have been working with other technologies that could restore sight or touch to those who lack it. For the blind, cameras could trigger electrodes on the retina, on the optic nerve, or in the brain. For the paralyzed or people with prosthetic limbs, pressure pads on real or robotic hands could send touch feedback to the brain or to nerves in the arm.

Autistic people might even gain a stronger social sense. Last year, M.I.T. researchers revealed the EQ-Radio, a device that bounces signals off people, detecting their heart rate and breathing patterns. A yet to be invented device might infer a target's mood from those data and convey it to an autistic user—or anyone who wants to improve their emotional intuition.

We can also substitute one sense for another. The brain is inconceivably adept at taking advantage of any pertinent information that it receives, and can be trained to, for instance, "hear" images or "feel" sound. For the blind, a device called the BrainPort V100 connects a camera onto a pair of glasses, to a grid of electrodes on a person's tongue. At first the effect just feels similar to tiny bubbles, but eventually users can learn to read stronger points of stimulation as bright pixels and weaker points as dark ones, and can form a mental picture.

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“How would our world change if we had new and different senses?”

Figure 3: Beyond The Five Senses magazine spread

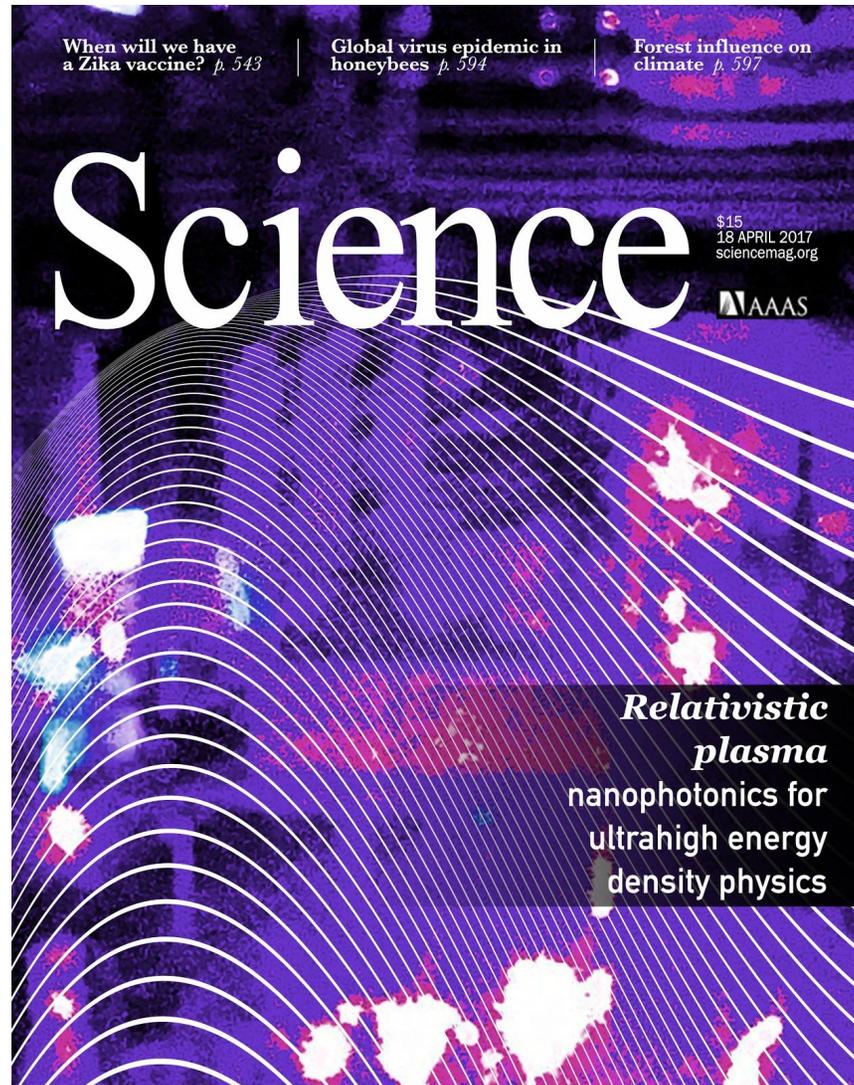


Figure 4: Science magazine cover art



Figure 5: MF DOOM record album cover

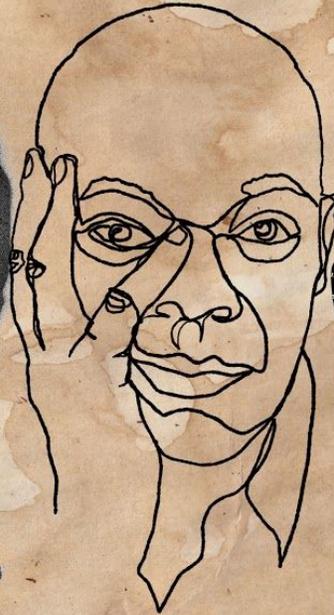
ZODIAC

YEAR OF THE RAT

INFLUENTIAL FIGURES FROM THE YEAR OF THE RAT



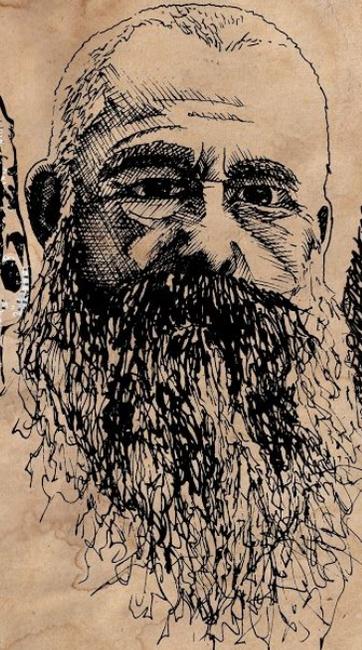
HAYDEN MILLER



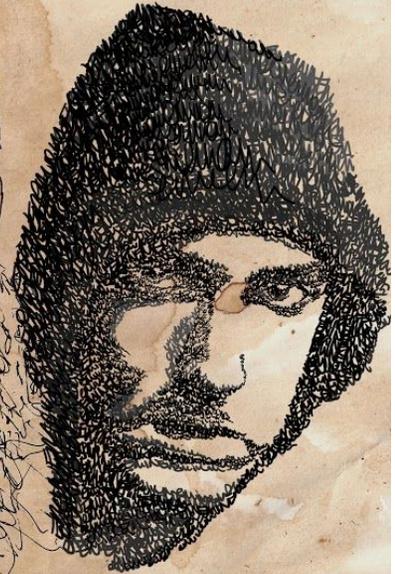
SAMUEL L. JACKSON



JOHN F. KENNEDY



CLAUDE MONET



MARSHALL MATHERS

Figure 6: Zodiac Year of the Rat infographic

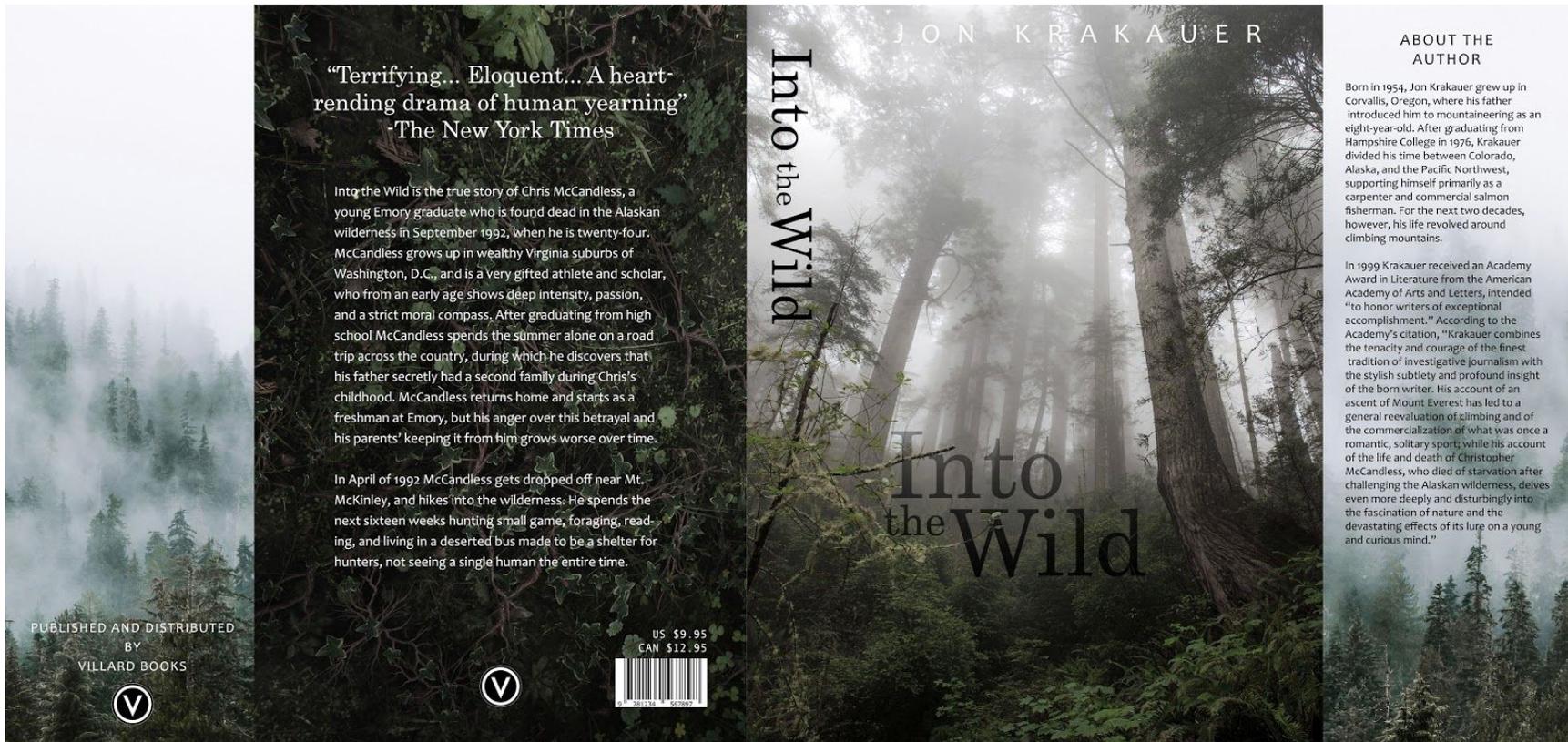


Figure 7: *Into the Wild* book jacket



Figure 8: David Carson biographical magazine



Figure 9: Pyeong Chang Winter Games mural

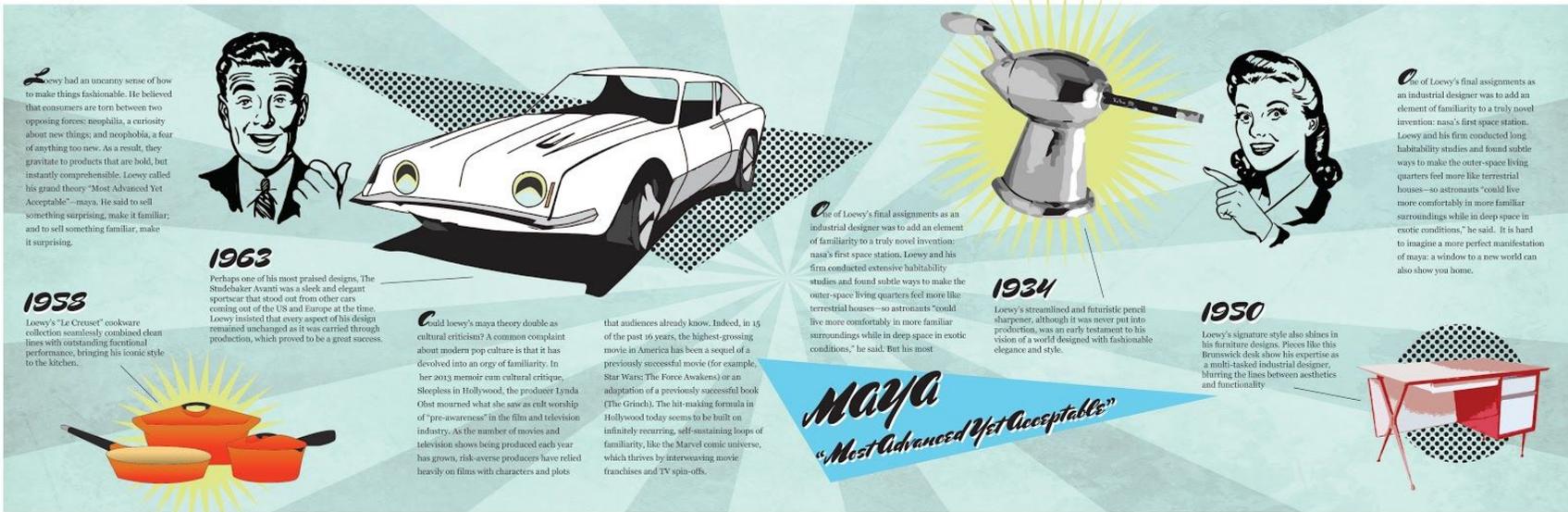


Figure 10: Raymond Loewy magazine gate-fold timeline