



AMBER WHEAT ALE



WHITE INDIA PALE ALE



BELGIAN STYLE DUBBEL ALE



INDIA PALE ALE

Artist Statement

Sarah Papke

The world of graphic design surrounds us in ways I never understood until I came to CSU. Successful design is not bright and shiny, nor is it plain and simple. Successful design is full of intention, creativity, ingenuity and care. Graphic design has allowed me to roam between my two loves: the arts and people. The space between business and customer, product and consumer, informer and receiver, can be made beautiful and practical through graphic design. At its core, the industry is visual communication and as a visual learner myself I have found that type of problem solving to be an absolute thrill.

I am endlessly inspired by illustration and typography. I love Earl Grey tea and independent films. You can find me exploring in the Rocky Mountains, sipping beer at a local brewery or hiding away in creative spaces. Design is my life and I sure do love it.

	<u>Title</u>	<u>Format</u>
Figure 1:	PUB ART Logo	Digital
Figure 2:	PUB ART Application	Letterhead, envelope, business cards
Figure 3:	Into the Wild - Trees	Book jacket design, 20.5 " x 9.25"
Figure 4:	Into the Wild - Bus	Book jacket design, 20.5" x 9.25"
Figure 5:	Gemini Poster	Poster design, 11 " x 17"
Figure 6:	Nathaniel Rateliff Album Cover - Front	Album artwork, 12" x 12"
Figure 7:	Nathaniel Rateliff Album Cover - Back	Album artwork, 12" x 12"
Figure 8:	Smithsonian Face Cards	Card design, 2.5" x 3.5"
Figure 9:	TEDxFrontRange Event Logo	Digital
Figure 10:	TEDxFrontRange Event Poster	Poster design, 24" x 36"
Figure 11:	Midtown Logo	Graphic design, identity design
Figure 12:	Midtown Application	Letterhead, envelope, business cards
Figure 13:	Midtown Infographic Poster 1	Poster design, 11 " x 17"
Figure 14:	Midtown Infographic Poster 2	Poster design, 11 " x 17"
Figure 15:	Midtown Brewery Beer Sampler 1	Package design
Figure 16:	Midtown Brewery Beer Sampler 2	Package design
Figure 17:	Midtown Brewery Beer Sampler 3	Package design
Figure 18:	Midtown Brewery Labels	Package design



Figure 1: PUBART Logo.

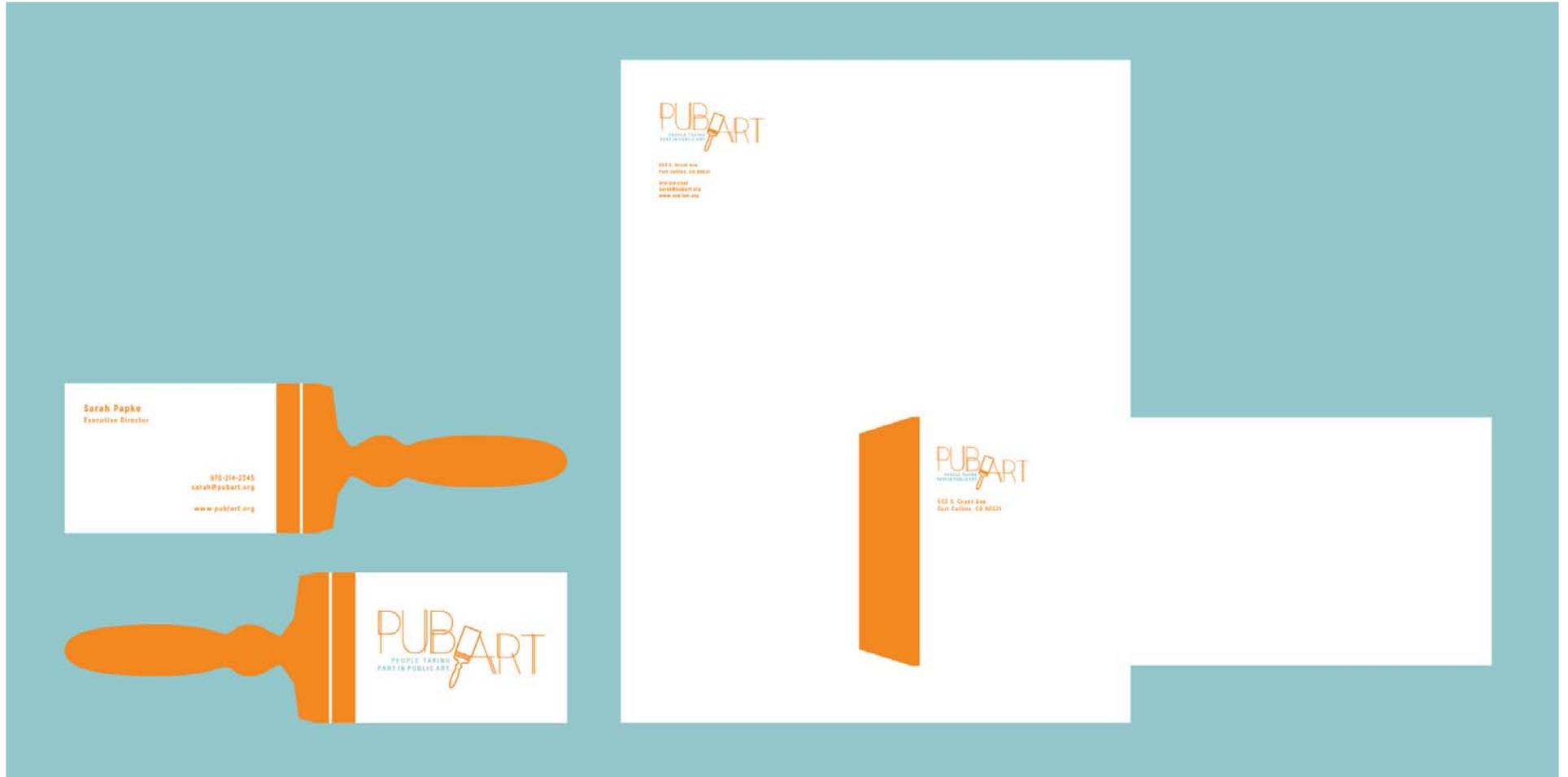


Figure 2: PUBART Application.

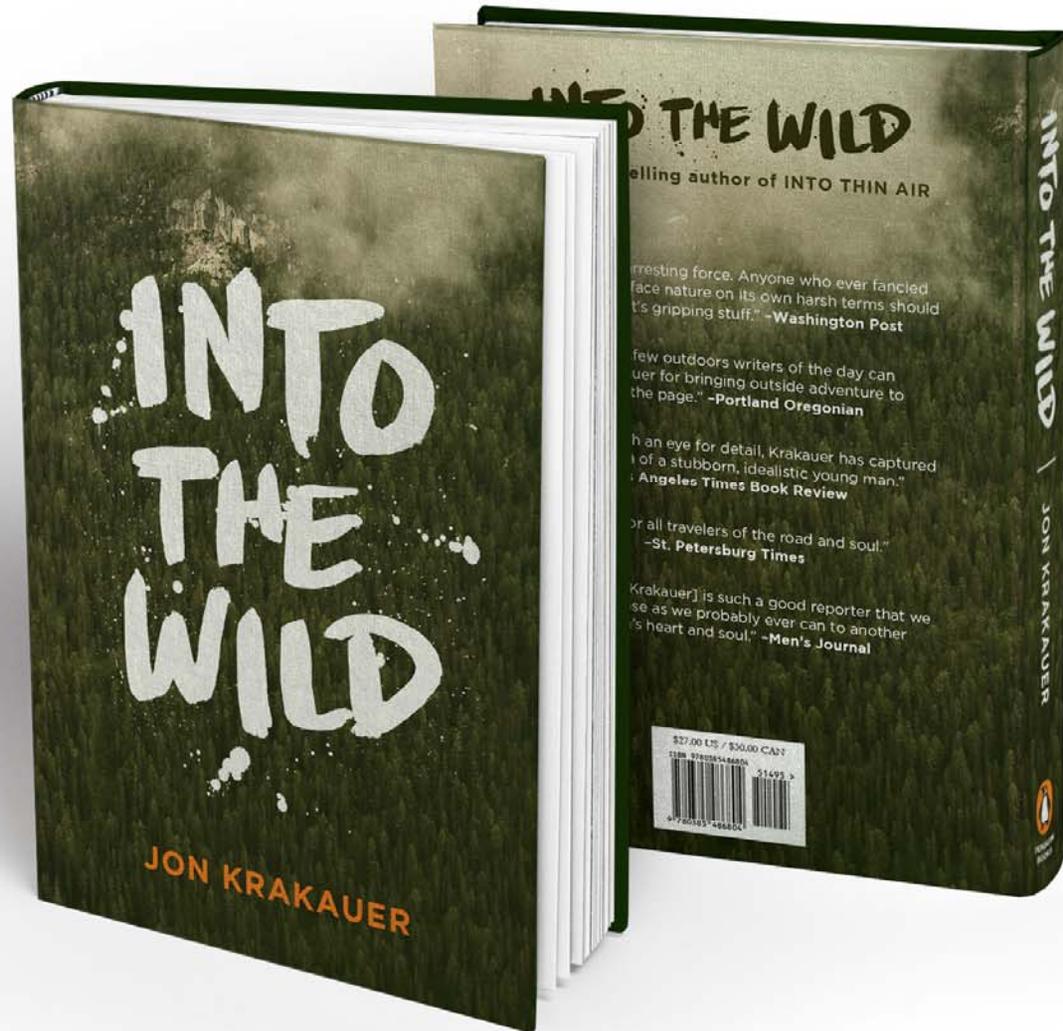


Figure 3: IntoTheWild - TREES.

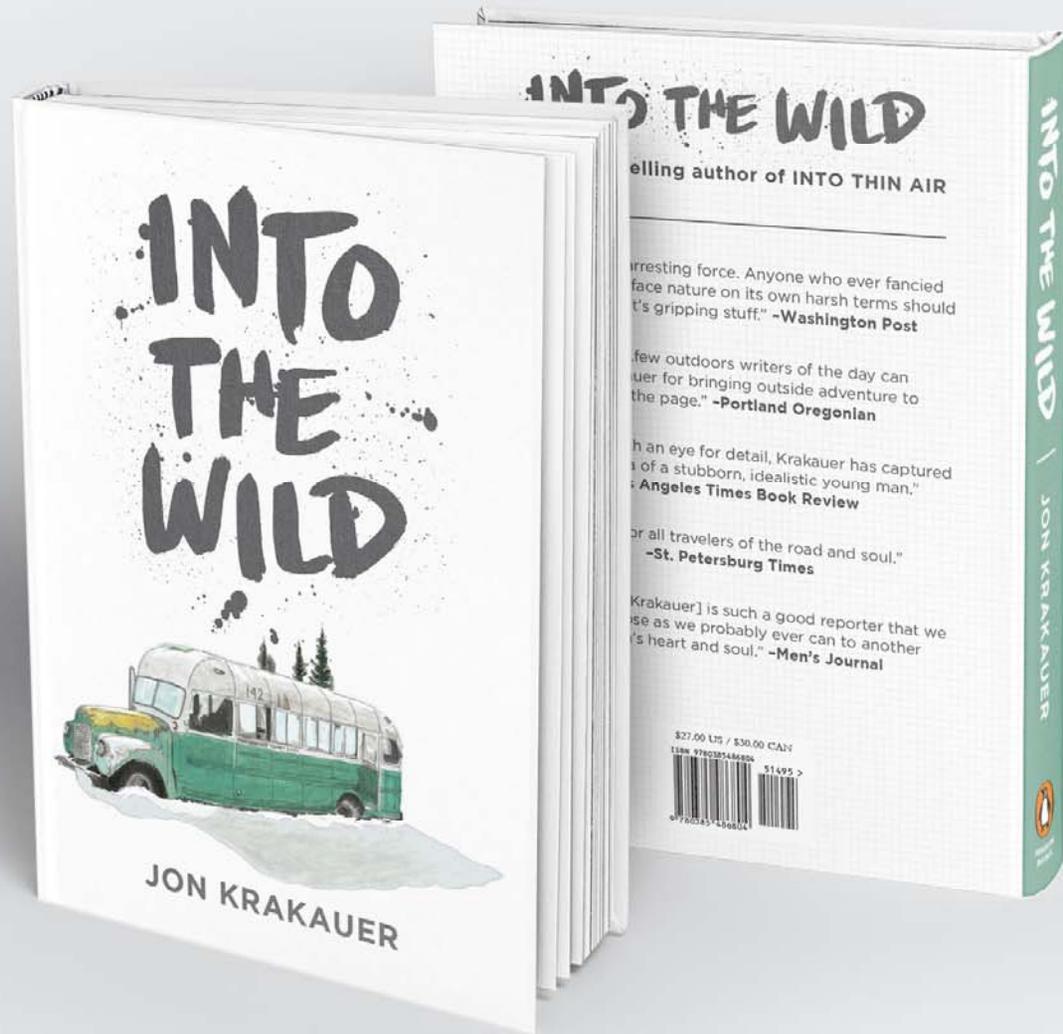


Figure 4: IntoTheWild - BUS.

"After you have exhausted what there is in business, politics, conviviality, and so on - have found that none of these finally satisfy, or permanently wear - what remains? Nature remains."

WALT WHITMAN May 31, 1819

"I've been afraid of changing cause I built my life around you. But time makes you bolder, children get older and I'm getting older too."

STEVIE NICKS May 26, 1948

"Art hurts. Art urges voyages - and it is easier to stay at home."

GWENDOLYN BROOKS June 17, 1917

"Life is very short and there's not time for fussing and fighting, my friend."

SIR PAUL MCCARTNEY June 18, 1942

"I find solace in the small acts: a pot of tea, eye contact, extra nutella on my pancakes, listening comfortable silences, seeing movies by myself."

SARAH PAPKE June 10, 1993

GEMINI

THIRD ZODIAC
May 21 - June 21

Figure 5: Gemini Poster.



Figure 6: Nathaniel Rateliff Album Cover - FRONT.



Figure 7: Nathaniel Rateliff Album Cover - Back.

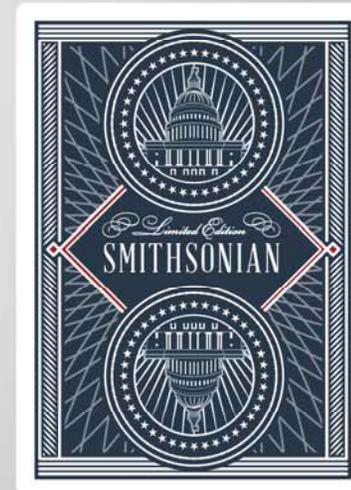
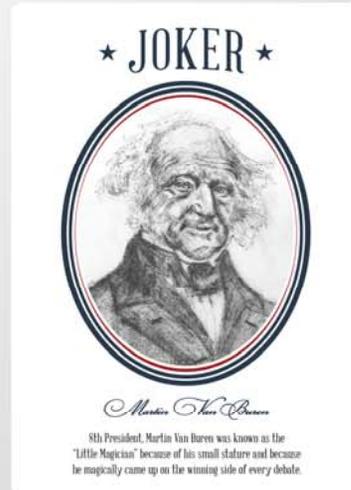
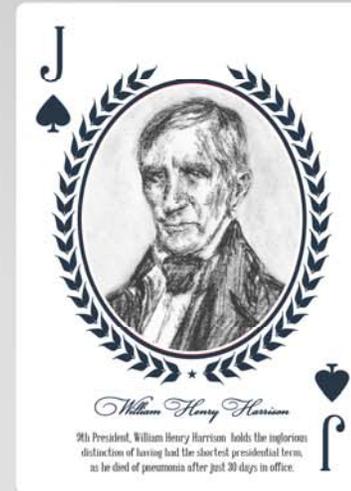
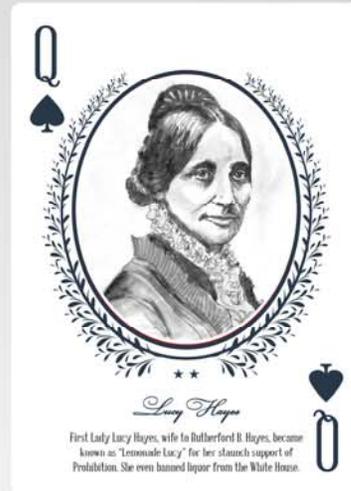
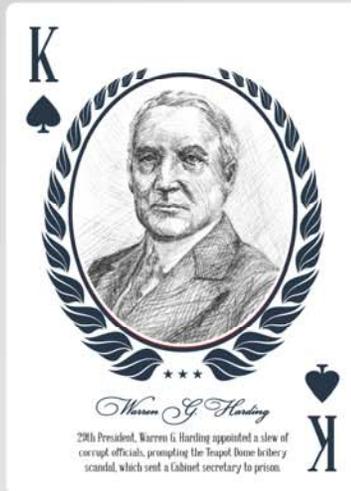
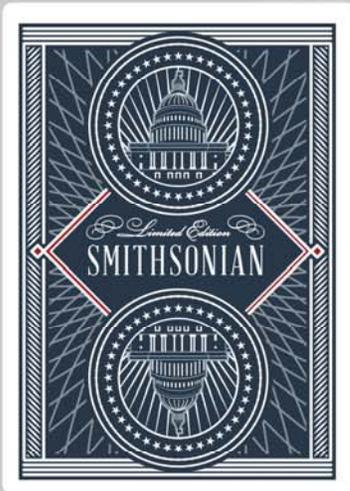


Figure 8: Smithsonian Face Cards.



Figure 9: TEDxFrontRange Event Logo.

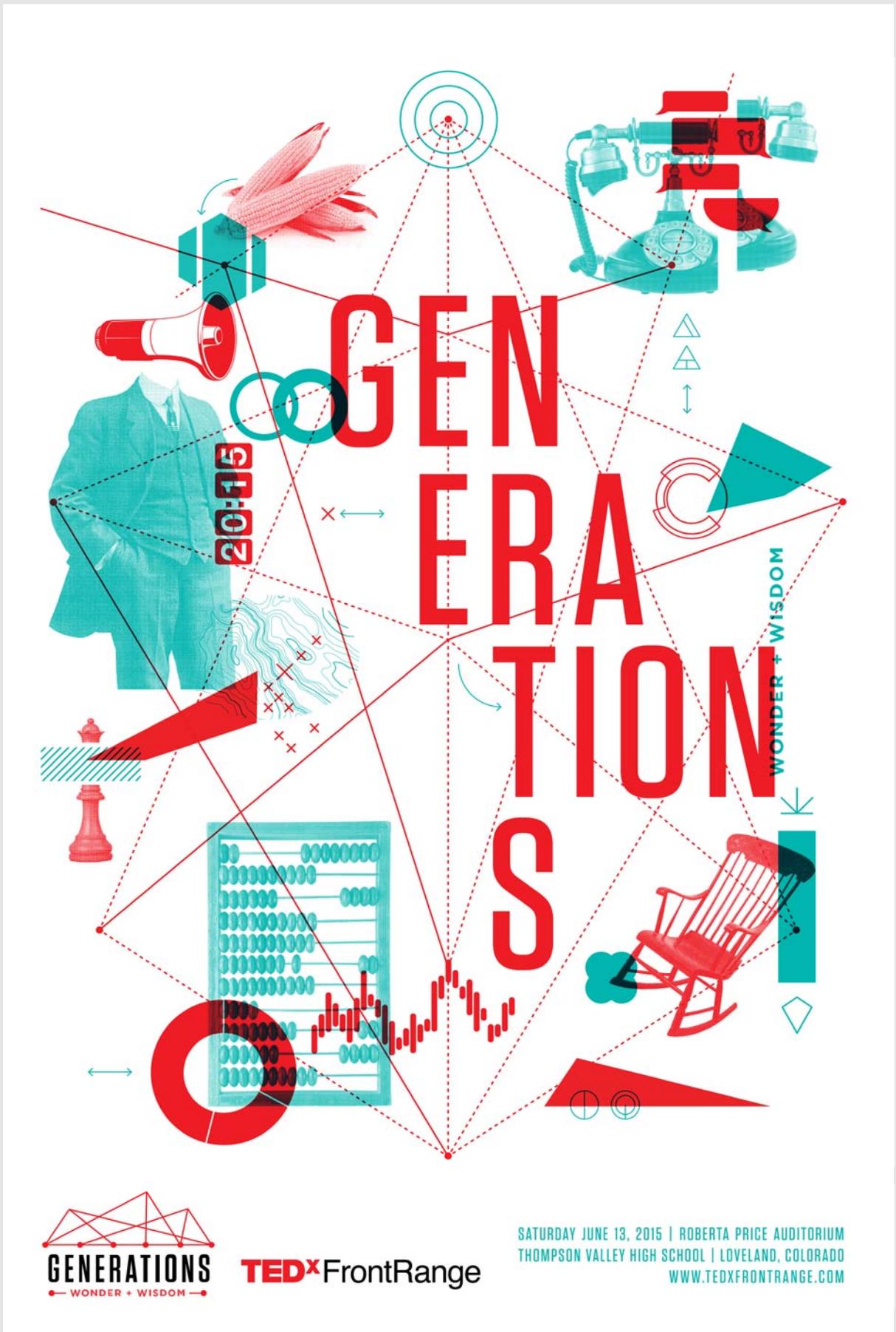


Figure 10: TEDxFrontRange Event Poster.



Figure 11: Midtown Logo.



Figure 12: Midtown Application.

Midtown

FORT COLLINS

WHO IS MAX?

MAX Bus Rapid Transit (BRT) serves major activity and employment centers throughout Midtown. MAX links with other Transfort bus routes, Park-n-Rides, the City's bicycle/pedestrian trail system, and other local and regional transit routes to provide seamless service for passengers.

THERE ARE FOUR TYPES OF BIKES IN MIDTOWN



PROSPECT

GET UP CLOSE AND PERSONAL WITH THE CSU CAMPUS, BLACK BOTTLE BREWERY, AND SUH SUSHI.

SPRING CREEK

ISN'T THIS A PRETTY RIDE? TAKE A WALK, RUN SOME ERRANDS AND ENJOY THAT VIEW.

DRAKE

TAKE A STOP AT THE CSU VET TEACHING HOSPITAL! IT'S ONLY THE THIRD BEST IN THE NATION.

SWALLOW

HELLO, SHOPPING! YOU MADE IT TO THE FOOTHILLS MALL. NOW GO CRAZY WITH MOM'S CREDIT CARD.

HORSETOOTH

SIERRA TRADING POST AND TRADER JOE'S. OH AND YOU HAVE TO GET YOUR STARBUCKS FIX!

TROUTMAN

TARGET. NEED WE SAY MORE?

HARMONY

WELCOME TO SURBURBIA. WATCH OUT FOR THOSE SOCCER MOMS IN THEIR MINIVANS.

BUT WHERE DO I LOCK MY BIKE?



ONE OF MANY BIKE RACKS
A DEEPLY ROOTED TREE
THE BACK BUMPER OF A CAR
LOITERING TEENAGERS
ANYTHING STATIONARY, REALLY



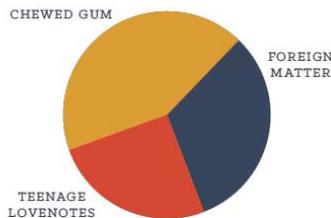
DID YOU KNOW?

FORT COLLINS IS A PLATINUM BICYCLE FRIENDLY COMMUNITY! SO PUT A HELMET ON THAT NOGGIN AND RIDE ON.

REMEMBER

WE GET OVER 300 DAYS OF SUNSHINE EVERY YEAR. SO WHETHER YOU TAKE A BUS, A BIKE, OR A STROLL, GET OUTSIDE AND SOAK UP THAT FORT COLLINS MAGIC EVERYONE KEEPS TALKING ABOUT.

WHAT'S STUCK TO THE BOTTOM OF MY BUS SEAT?



wow! MONEY

WHAT DO I DO WITH ALL THIS MONEY THAT I SAVED BY TAKING AN ALTERNATIVE MODE OF TRANSPORTATION?

- 1 GO BUY YOURSELF SOMETHING NICE! MIGHT WE SUGGEST THE SWALLOW STATION?
- 2 INDULGE IN SOME CHANTILLY CAKE FROM WHOLEFOODS, YOU'LL BE GLAD YOU DID.
- 3 TAKE A HOT YOGA CLASS AT COREPOWER. SOMEDAY YOU'LL BE ABLE TO ROCK TREE POSE...

Figure 13: Midtown Infographic Poster 1.

Midtown

FORT COLLINS

COLORADICAL



are you feeling...

I SPY WITH MY LITTLE EYE...
A COLLEGE STUDENT!

THRIFTY?

ARC THRIFT STORE

WHETHER IT'S YOUR HALLOWEEN COSTUME OR YOUR ACTUAL WARDROBE, ARC HAS EVERYTHING FROM UGLY SWEATERS TO USED SWIMSUITS!

+

CAFE MEXICALI

SMOTHERED. BURRITOS. FOR DAYS. \$8 CAN BUY YOU FOOD FOR A WEEK!

LOCAL?

MIDTOWN ARTS CENTER

EXPERIENCE BROADWAY CLOSE TO HOME. DINNER THEATERS ARE SOOO IN RIGHT NOW.

+

WILBURS

LOOKING FOR ALL OF THOSE LOCAL FOCO BREWS IN ONE PLACE? WELL, YOU FOUND IT!

GRANOLA?

WHOLEFOODS

COME FOR THE JUICE CLEANSE, STAY FOR THE CHANTILLY CAKE (WHICH IS HEALTHIER BECAUSE IT'S ORGANIC, RIGHT?)

+

REI

WHAT GOES BETTER WITH TRAILMIX THAN A NEW SUB-ZERO SLEEPING BAG? MAYBE A HAMMOCK, BUT WE'RE NOT PICKY.

GRANOLA? (ON A BUDGET)

TRADER JOE'S

DID YOU SAY WINE... FOR TWO DOLLARS? AND COOKIE BUTTER? BE RIGHT BACK...

+

SIERRA TRADING POST

EVERYTHING YOU COULD NEVER AFFORD AT REI. A COLLEGE KID'S DREAM.



SALE RACKS

FASHIONISTAS ON BLACK FRIDAY HAVE NOTHING ON A COLLEGE STUDENT'S ABILITY TO SMELL A SALE FROM A MILE AWAY.

EASY MAC

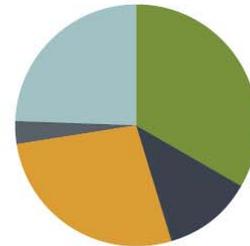
TOO BROKE AND TOO STRESSED TO COOK REAL FOOD. WHAT ARE THEY, ADULTS OR SOMETHING?

EMPTY TANKS

IT'S PROBABLY BEEN A MONTH SINCE THEY'VE HAD A FULL TANK OF GAS. THANK GOODNESS FOR THE MAX!

LOOK! A PIE-CHART ABOUT MIDTOWN!

- TREES
- MOUNTAIN VILLAGE VIBES
- MODERN LIVING VIBES
- MAGIC
- NICEST PEOPLE AROUND



SO YOU'RE LOOKING FOR LOVE IN MIDTOWN... TRY THESE FAIL-SAFE DATE DESTINATIONS.



CARMIKE CINEMA



CHIPPER'S LANES



SPRING CREEK TRAIL

COMMUNITY • CONVENIENCE • COMMERCE

Figure 14: Midtown Infographic Poster 2



Figure 15: Midtown Brewery Beer Sampler 1.



Figure 16: Midtown Brewery Beer Sampler 2.



Figure 17: Midtown Brewery Beer Sampler 3.



Figure 18: Midtown Brewery Labels.