



Jackson Fojut

Fall 2023

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

As a designer, my role and designs should go beyond just function and visual aesthetics but to create lasting impressions. I see and use design as a communicative tool with the ability to inspire people and elicit innovation. As such, process, progress, and creativity are key ideas in my work. I want to be able to go beyond just making "pretty pictures" but to go further and create pieces that can convey important and deeper messages to a greater audience. And be it through brand identity, illustration, photoshop, indesign, or other creative outputs I want people to learn and understand the important and amazing work people are doing today and inspire others to go out and create. For me, people and design go hand-in-hand. Where without an audience design doesn't have a platform to speak to, and without design, or another artistic practice, people won't get that creative uplift to enact change. Design is all around us, from our vehicles, devices, and the buildings we occupy design is a both subtle and outwardly driving force in society. And as graphic designers, we play a vital role in society through the visual experiences and languages we create, participating in a ripple effect that shapes our culture and the digital language we communicate in.

This mode of thinking was largely influenced from my parents and greatly influences the work I make today. Both therapists by trade, they've dedicated their lives to encouraging and improving the wellbeing of others, whether it be through their professional practice, volunteering, or small gestures of kindness. Additionally, they've instilled in me a mindset of being dedicated, motivated, and the idea of if you're going to do, then do it right. I've adopted this mindset, both in my personal life and design work, seeking to create pieces that can spur on conversations and spark creative thinking.

My process usually begins with multiple sketches on paper, at least 10, playing around with different ideas in form, color, and other elements, spewing if you will any idea I can think of onto paper. Finally after narrowing down which sketches/ideas are working best I'll transfer them digitally and begin the process of making sure the message I'm relaying is coming through properly. This step takes the longest as new ideas and attention to detail are constantly being revised and corrected. Lastly, I'll ask people about my design, getting input on what they think from an outside perspective is crucial to making sure everything is working conjunction, of course after a few more revisions.

Title	Original Format
Figure 1: Museum Poster Design	Illustrator, 11 in x 17 in
Figure 2: Museum Mock up Designs	Photoshop, 17 in x 11 in

Figure 3: Museum Book Guide

Illustrator, 8.5 x 11 in



Figure 1: Museum Poster Design

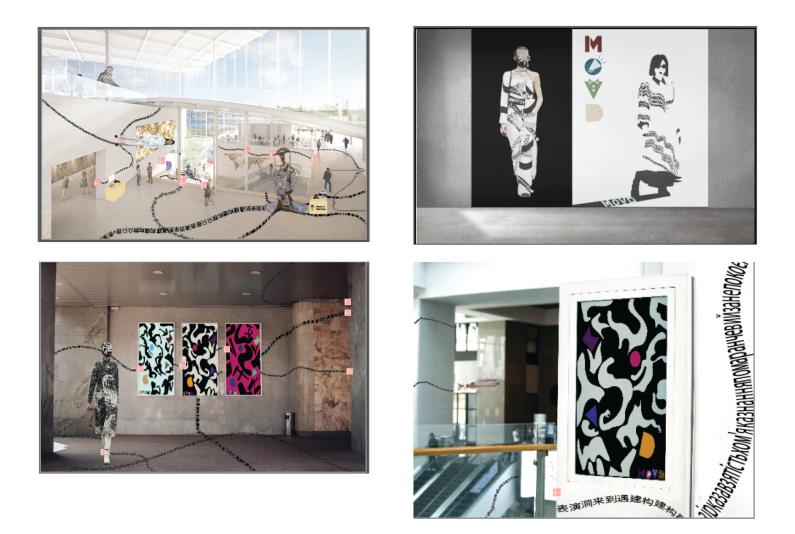


Figure 2: Museum Mock-Ups Design



Figure 3: Museum Book Guide Design