My-ah

ART & DESIGN

Artist Statement:
Mia DeFore

As a graphic designer, my work is not just about visual communication. My work is about finding the perfect way to help a business visually show and express to their audience whatever it is they are trying to convey.

I like to start out by understanding the company I am working for. By finding out who they are, what they do, and what their core values are. In a way you can call it the "theme" of the company. I then start to brainstorm ideas, words and topics on paper, and start creating small thumbnails. I do this however many times I need to until I feel I have come up with a top design. This is when my brainstorming stops and my design process beings. Then I head off to the computer grab my tablet, open Illustrator, InDesign, Photoshop or Dreamweaver and get to work!

This is when my artistic style comes into play. That style is very icon-like with varieties of vector shapes, tight hierarchy and proximity, and on occasion loose sketch hand-drawn illustrations. This is the point where I add a bit of myself into the work. When I feel the work is complete, I then present it to the primary decision makers and or client and make any requested edits and revisions.

Finally however, it turns out at the end of the day the most important aspect of my work is that I have incorporated who the company is, whatever it is they wanted to convey and make sure a little bit of myself is within the design.

Title	Original Format
Figure 1: Simple Fox Stationary Design	Illustrator/Photoshop, Standard Paper Sizes
Figure 2: Jared and Mia's Wedding Announcement	Illustrator/Photoshop, 5in x 7in
Figure 3: Oh boy oh boy Oasiz Boba Flyers	Illustrator/Photoshop, 8.5in x 11in
Figure 4: UMS Underground Music Showcase Banner	Illustrator/Photoshop, 8ft x 4ft
Figure 5: CSU Bookstore Sell Back Rebrand TV Ad	Illustrator/Photoshop, 1920px x 1080px
Figure 6: Old Time Radio Famous Ladies Responsive Web Design	Illustrator/Photoshop, Varies Resolutions
Figure 7: CSU Bookstore Annual 2016 Pitch-book Inner Spread	Illustrator/Photoshop, 8.5in x 7in
Figure 8: What pet is best for you? Infographic	Illustrator/Photoshop, 704px x 4818px
Figure 9: MM Art and Design Website	Illustrator/Photoshop, Varies Resolutions
Figure 10: The Dead Philosopher's Society Poster	Illustrator/Photoshop, 24in by 36in

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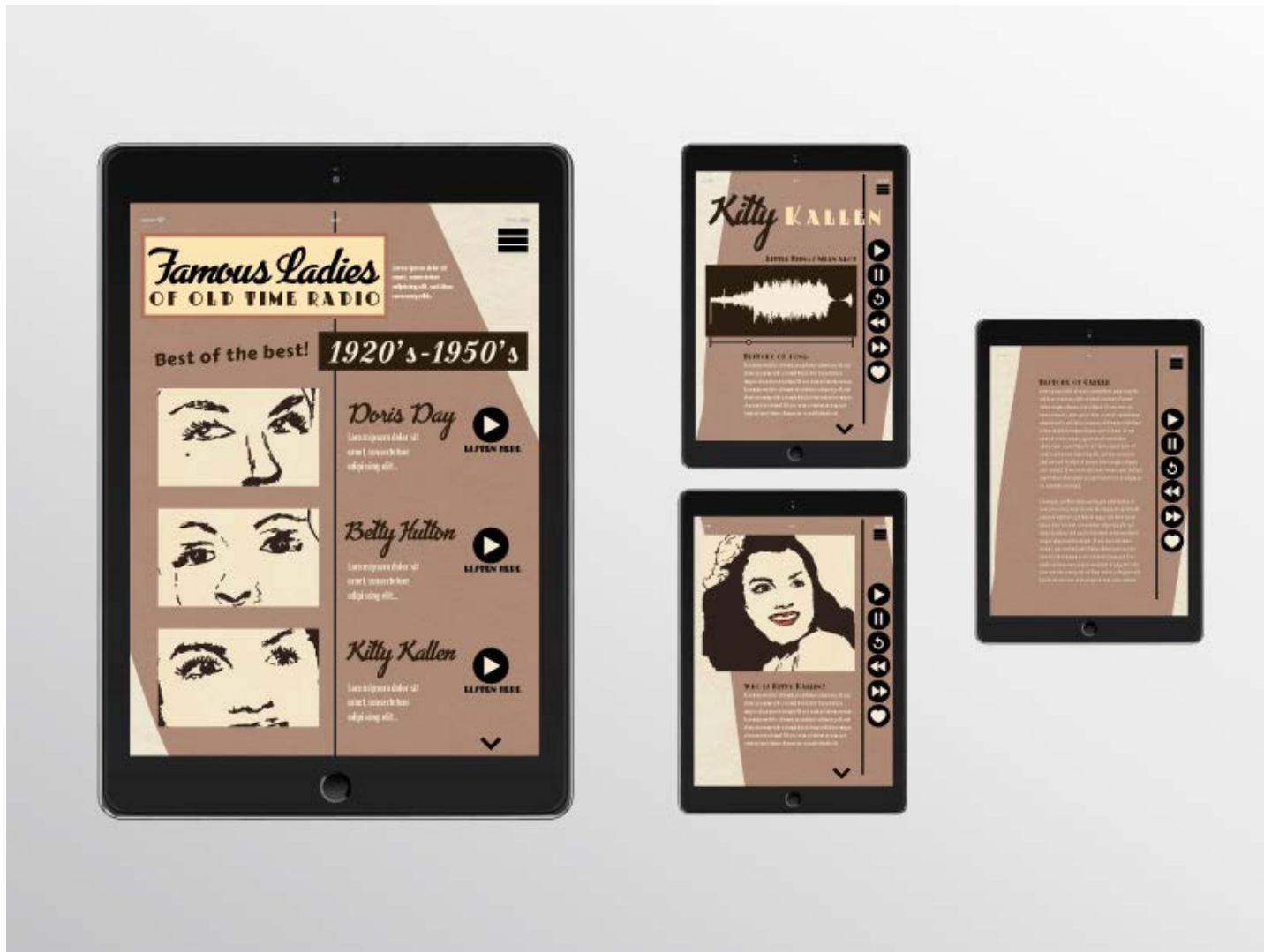
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