Nicholas O'Dell

2021 Spring Semester

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

With an artist and avid painter for a mother and a father with a passion for world travel, becoming an artist might not sound like an unlikely career choice, but art is just one of the many possible career paths I could have followed in life. From an early age, science and space exploration, the nature of human consciousness, and the variety of landscapes and cultures that make up our natural world have all fascinated me. It wasn't until my college studies in psychology and an examination of my own existence and place in this world, that I was led back to the subject of art and realized its vast potential as my chosen professional path in life.

When people ask why I became a graphic designer, I usually tell them it is because design is an opportunity to creatively blend all of these diverse subjects. My work is a reflection of these varied interests and my captivation with the natural and man-made visual world that surrounds me. This integration of our collective story as humans, transcribed through visual art, enhanced by today's technology, and building on the influence of the talented artists that came before me, is the aim of my work and what gives it so much possibility for the future.

I used to believe that I needed to find my own artistic style to set myself apart from others and establish my own identity as an artist. Yet I've since realized that this artistic flexibility is one of my biggest strengths and my appreciation for such a wide variety of arts from throughout time and across the world is exactly what I bring to the table with my designs. The art that I create draws from my repertoire of diverse influences and work experience and will continue to explore any mediums and methods at my disposal. Whether through the use of typography, illustration, branding materials, or product design, my skill set as a designer will continue to evolve by utilizing both traditional and cutting-edge techniques to expand what is possible with modern design. I strive to create the best design solutions possible, both for myself, the team I work with, and our customers in the community and around the world.

Title	Original Format
Figure 1: LifeCAL Application Design	Adobe XD, Mobile and Desktop Platforms
Figure 2: LifeCAL Application Design	Adobe XD, Mobile and Desktop Platforms
Figure 3: Space Cards – Greeting Card Design	Adobe Illustrator and Photoshop, 5” wide X 7” tall
Figure 4: Space Cards – Greeting Card Design	Adobe Illustrator and Photoshop, 5” wide X 7” tall
Figure 5: British Invasion Posters	Adobe Illustrator and Photoshop, 18” wide X 24” tall
Figure 6: British Invasion Posters	Adobe Illustrator and Photoshop, 18” wide X 24” tall
Figure 7: Powder and Pines Brewing Co.	Adobe Illustrator and Photoshop, 16” wide X 9” tall
Figure 8: Powder and Pines Brewing Co.	Adobe Illustrator and Photoshop, 16” wide X 9” tall
Figure 9: Pretty Lights Poem and Book Design	Multimedia and Adobe Photoshop, 8.5” wide X 11” tall
Figure 10: Pretty Lights Poem and Book Design	Multimedia and Adobe Photoshop, 8.5” wide X 11” tall

Figure 1: LifeCAL Application Design

Figure 2: LifeCAL Application Design

Figure 3: Space Cards – Greeting Card Design Outside

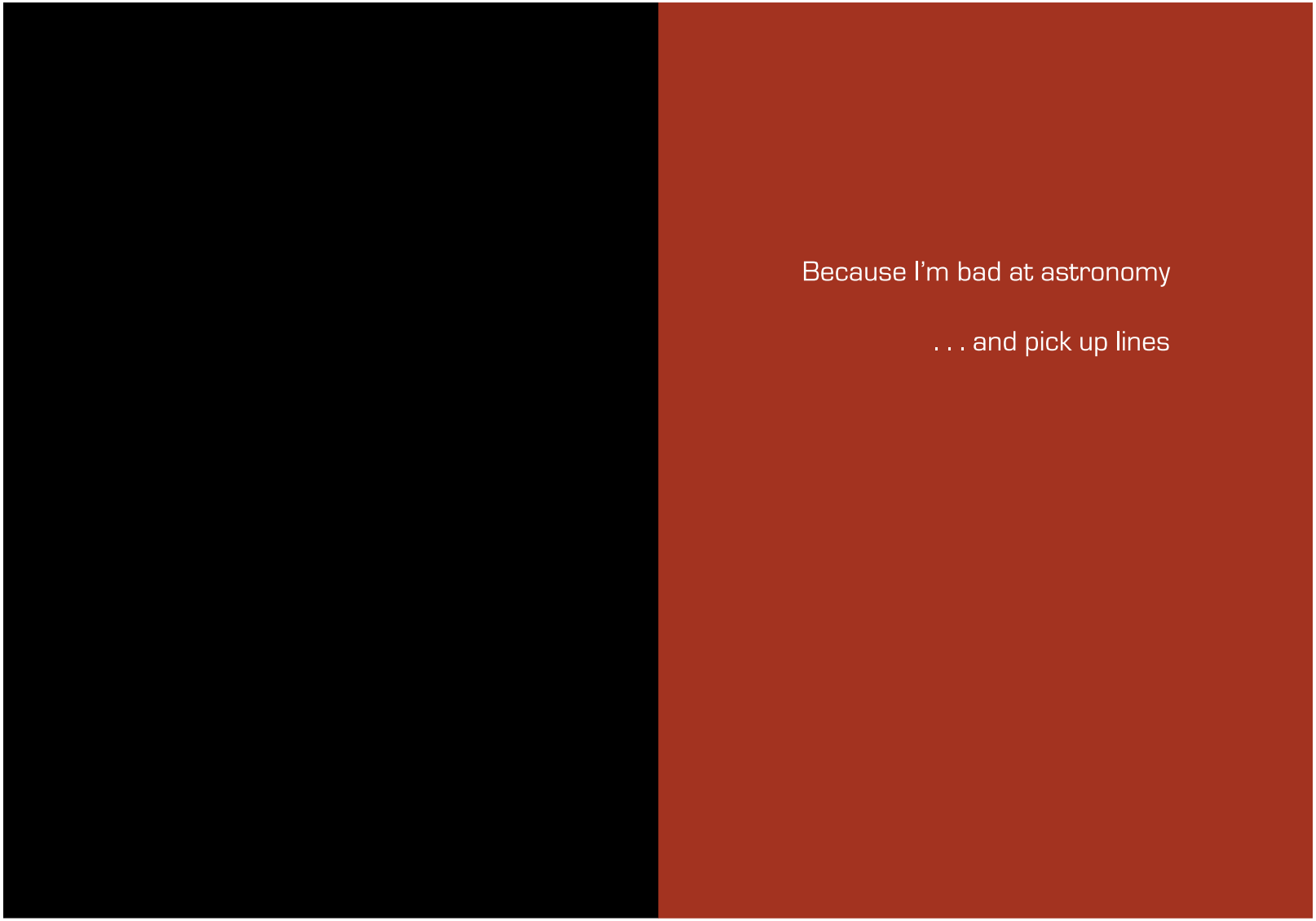

Figure 4: Space Cards – Greeting Card Design Inside

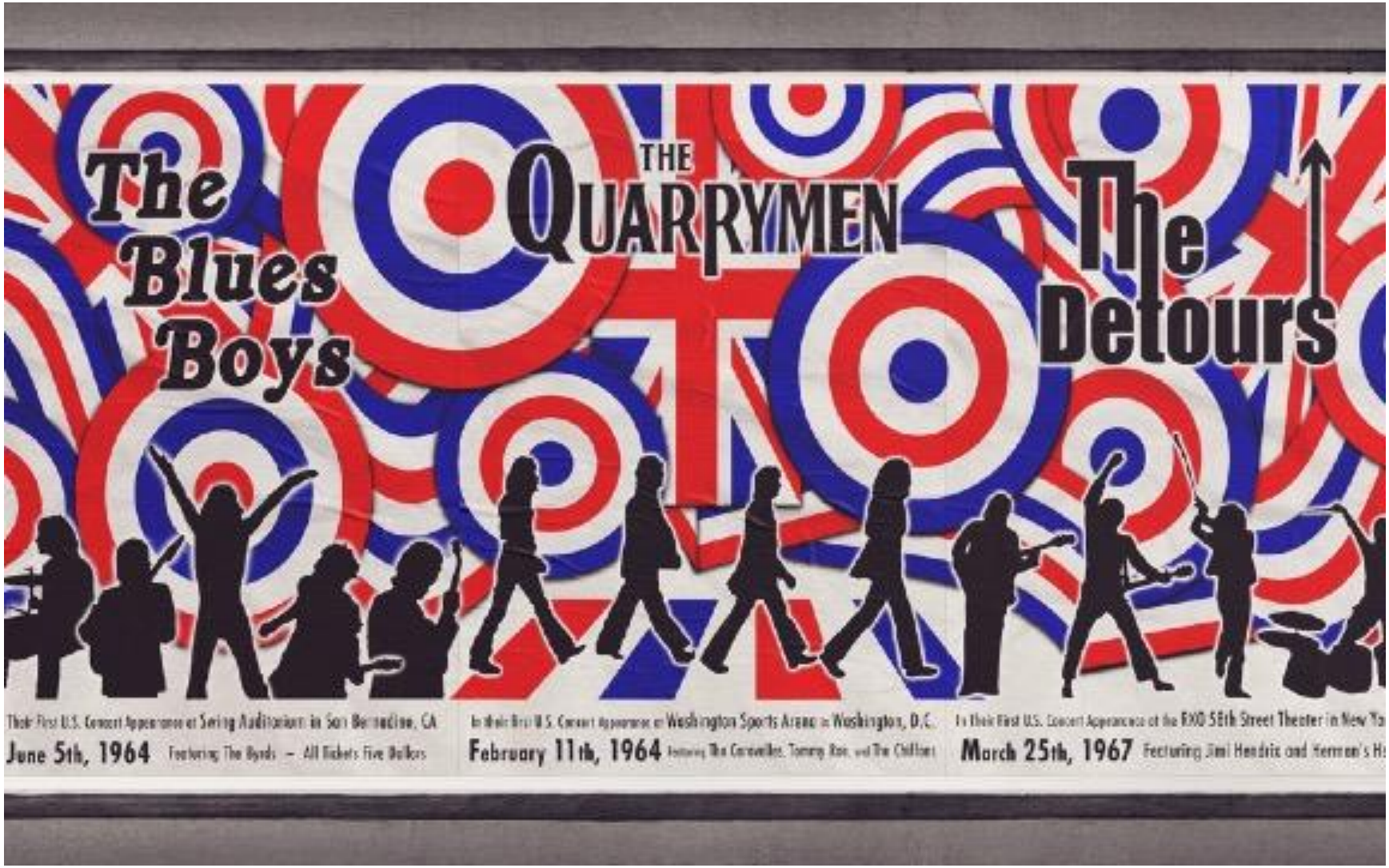

Figure 5: British Invasion Poster Series

Figure 6: British Invasion Poster Single

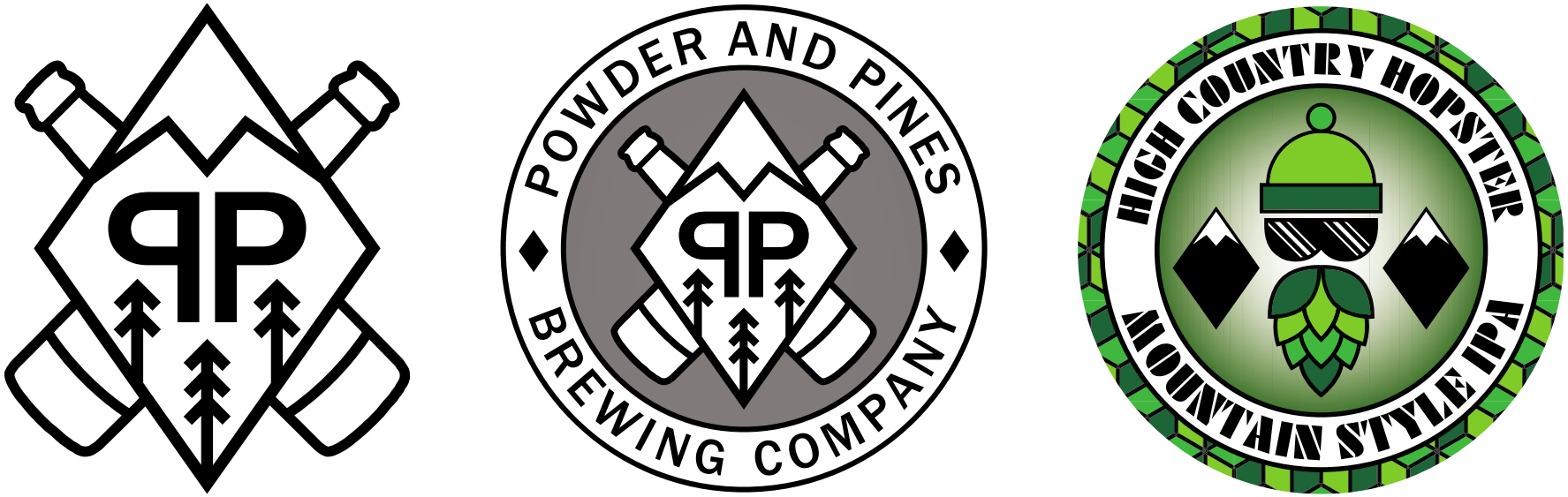

Figure 7: Powder and Pines Brewing Co. - Logo Designs

Figure 8: Powder and Pines Brewing Co. - Packaging Design

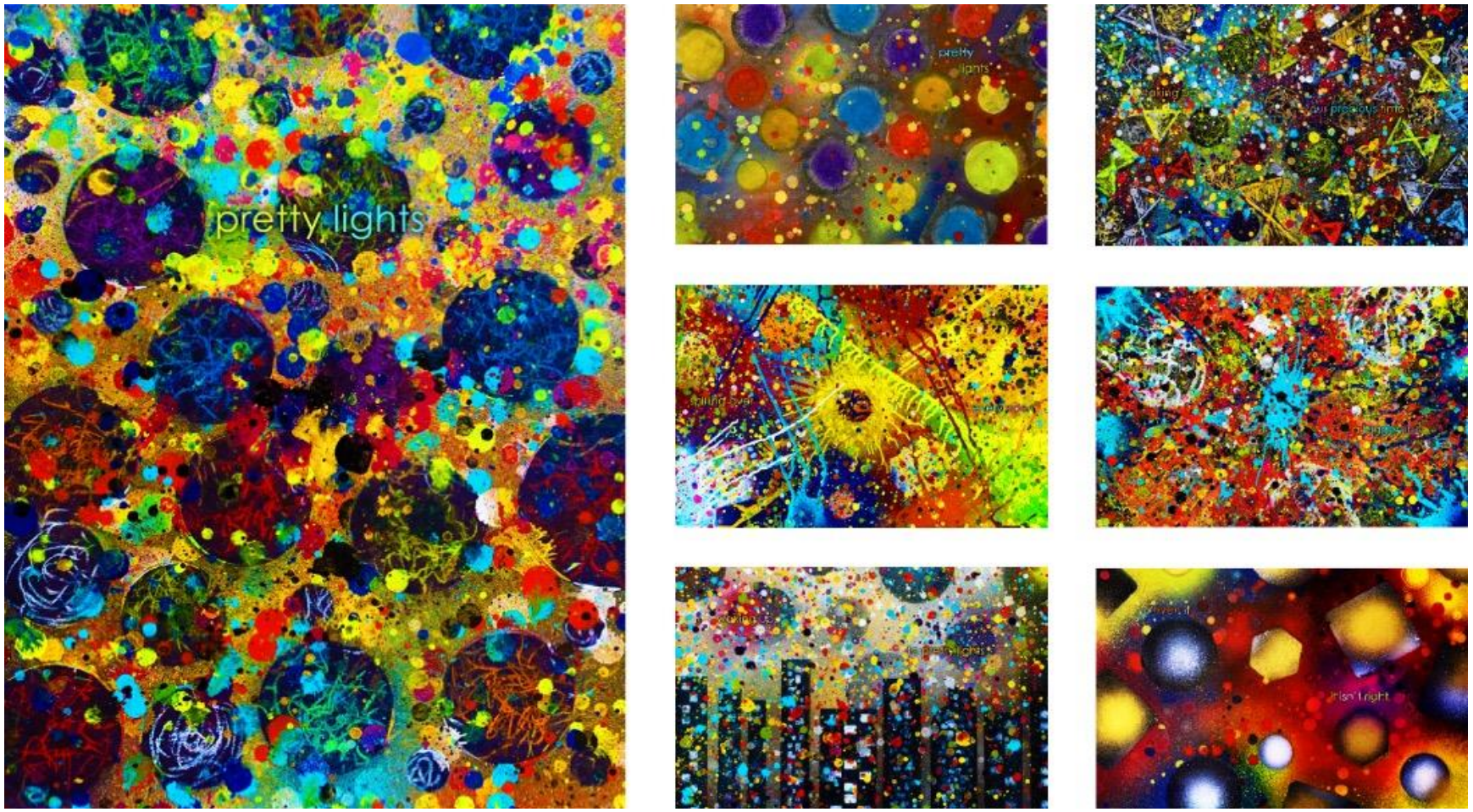

Figure 9: Pretty Lights Illustrated Poem and Book Design

Figure 10: Pretty Lights Illustrated Poem and Book Design