



Fatima Espin Labra

2024 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My name is Fatima Espin, and I am a senior student at CSU, majoring in graphic design with a business minor. I believe that designers have a significant role in society, and that is not only to create aesthetically beautiful and informative work but to also bring awareness to critical issues that capture people's attention. Moreover, I hope that I can inspire young generations of artists and Latinx individuals to pursue their dreams of making art as a living.

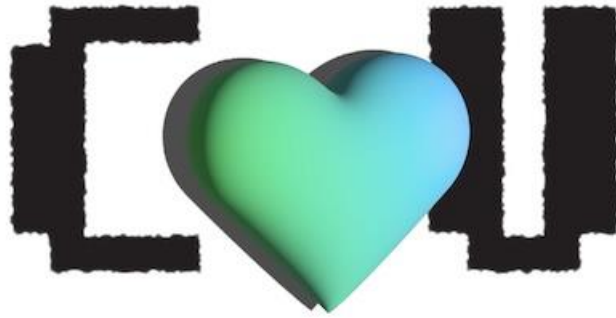
My art style is characterized by its bright and vibrant colors, which I use to express my creativity. I enjoy researching new topics that interest me and integrating them into my work, I like to push boundaries on what design could mean and try to create impactful design that resonates with viewers even after they've seen it. I am inspired by my community of first-generation students and my Mexican heritage to create work that can make a change and give art a new perspective so that it can be acknowledged as a powerful tool and a successful career. I believe that aesthetics are essential in design, but I believe that as designers, we have a broader task, which is to develop material that can make a difference.

Title	Original Format
Figure 1: TMOTA: Logo	Illustrator, 3 in x 2 in
Figure 2: I Love You See You Later	Illustrator, 24 in x 36 in
Figure 3: What Are You Doing? I Miss You	Illustrator, 24 in x 36 in
Figure 4: You Need To Look Up	Illustrator, 24 in x 36 in
Figure 5: TMOTA Catalog: Front & Back	InDesign, 11 in x 8.5 in
Figure 6: TMOTA Catalog: Front & Back	InDesign, 11 in x 8.5 in
Figure 7: TMOTA Catalog: Inside Spreads	InDesign, 11 in x 8.5 in
Figure 8: TMOTA Catalog: Inside Spreads	InDesign, 11 in x 8.5 in
Figure 9: TMOTA Catalog: Inside Spreads	InDesign, 11 in x 8.5 in
Figure 10: Eye of the Tiger Calendar Design	Illustrator, 12 in x 12 in
Figure 11: Target Holiday Campaign	Illustrator, 10 in x 7.5 in
Figure 12: Target Holiday Campaign	Illustrator, 19 in x 11 in



Figure 1: TMOTA: Logo

I L Y



L O A

TMOTA

I LOVE YOU SEE YOU LATER



Figure 2: I Love You See You Later



Figure 3: What Are You Doing? I Miss You

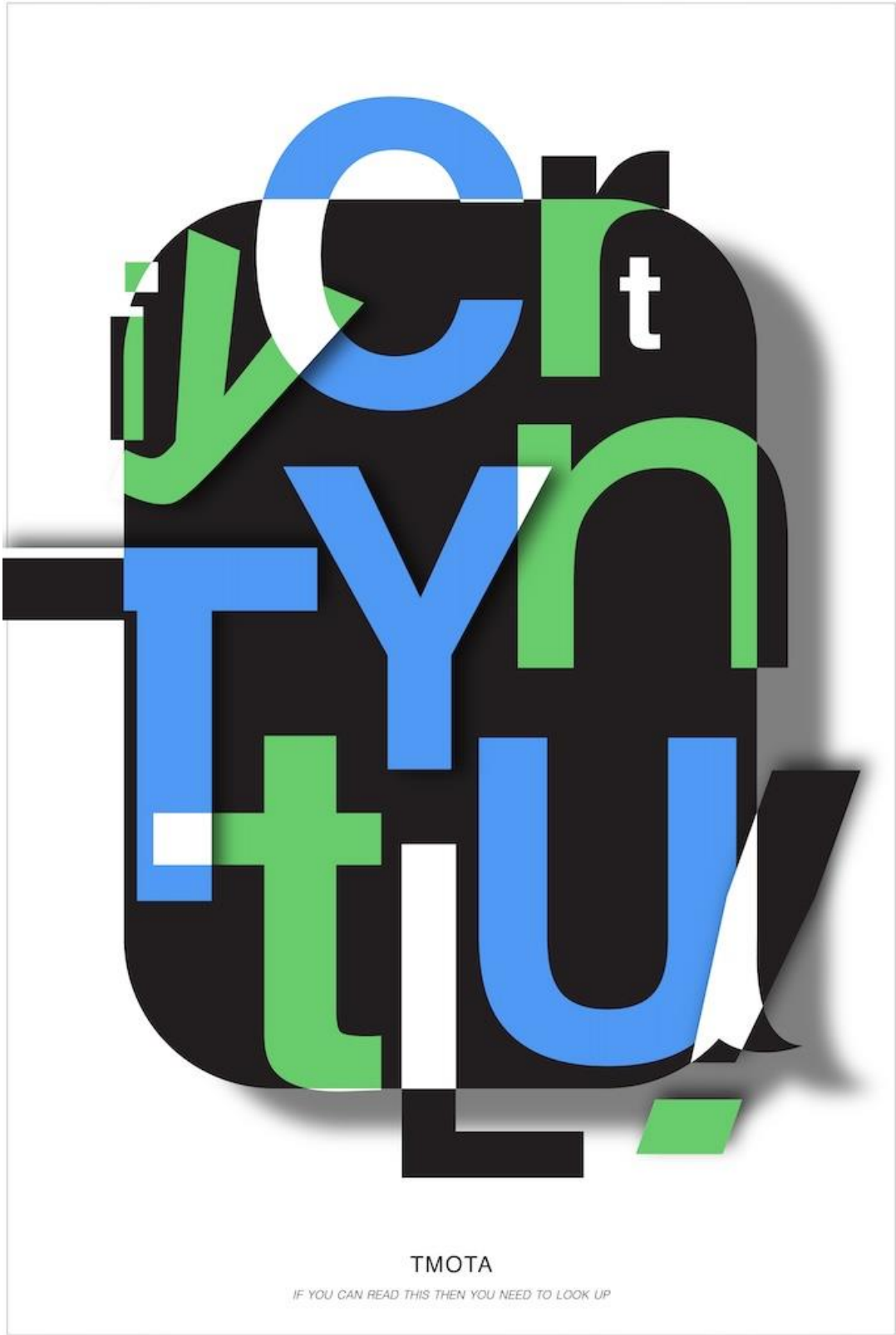


Figure 4: You Need To Look Up



Figure 5 and 6: TMOTA Catalog: Front & Back



Figure 7, 8 and 9: TMOTA Catalog: Inside Spreads



Figure 10: Eye of the Tiger Calendar Design



Figure 11 and 12: Target Holiday Campaign