

Rachel Griffith

## Design Statement

My work is inspired by the bold lines and bright colors characteristic of comics and cartoons. I incorporate this style in my own design through the use of dramatic line weight and graphic color schemes, which creates a unique dichotomy between design and illustration. When working on projects, I find that digital programs give me the most control in selecting certain hues and manipulating the form of the image. I also tend to work with ink pens and Copic markers because they offer a similar amount of control in a more hands-on fashion. While this method may not be as precise when compared to working digitally, I still feel that it is necessary in figuring out the look and feel of a design. Once I have an idea of how it will look on paper, I can go digital to clean up lines and adjust the color more accurately.

Fine art and graphic design have always been a large part of my life. With my process, I merge the two to create work that is both functional and artistic. I accomplish this by thinking of each project as an illustrated message and determining what imagery will best convey that message in a creative and interactive way. It is also my goal to create work that means something to both my client and their viewing audience. I take into account the what they want and need, and use their own passion as inspiration for the work I do for them.