



Carlos Torres

Fall 2023

Capstone – Graphic Design

Department of Art and Art History

**Artist Statement:**

My name is Carlos Torres; a graphic designer, I am driven by a passion for transforming ideas into visually compelling narratives. My creative journey is guided by a commitment to seamless communication through design, where every element serves a purpose in conveying the intended message. I believe that design is not just about aesthetics but is a powerful tool for shaping perceptions and fostering connections. With a keen eye for detail and a deep understanding of visual hierarchy, I strive to create designs that not only captivate the audience but also guide them through a meaningful visual experience. Whether it's branding, print materials, or digital assets, my goal is to craft designs that resonate, leaving a lasting impression and contributing to a visual language that transcends the ordinary.

In my practice, I find inspiration in the intersection of art and functionality, blending creativity with strategic thinking. Each project is an opportunity to explore new concepts, experiment with diverse design elements, and ultimately deliver solutions that exceed expectations. I am dedicated to staying abreast of evolving design trends and technologies, ensuring that my work remains innovative and relevant in an ever-changing visual landscape. Through my commitment to excellence and a holistic approach to design, I aim to not only meet the client's objectives but also to elevate their brand and message through the impactful use of visual storytelling.

Title	Original Format
Figure 1: Scarlet Bar & Grill Brand board	Illustrator, 11 in x 17 in
Figure 2: Loose Moose	Illustrator, 11 in x 17 in
Figure 3: X&D Remodeling LLC	Illustrator, 17 in x 11 in
Figure 4: Renegade Fitness	Illustrator, 15 in x 20 in
Figure 5: Meso American Revival (MAR)	Photoshop, 20 in x 40 in
Figure 6: Travel-On	InDesign, 8.5 in x 11 in
Figure 7: Velosaty Blog post	Illustrator, 8.5 in 11 in
Figure 8: Electrix Concert Poster	Photoshop, 11 in x 17 in



Figure 1: Scarlet Bar & Grill Brand Board





Figure 2: Loose Moose Brand Board



Figure 3: X&D Remodeling LLC Brand Board



Figure 4: Renegade Fitness Brand Board



Figure 5: Meso American Revival (MAR)



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# TRAVEL/ON

## MAGAZINE



# HONDURAS



**12 MONTH**  
Events & Festivals

Central American  
**JOURNEY**

Figure 6: Travel-O Magazine Cover

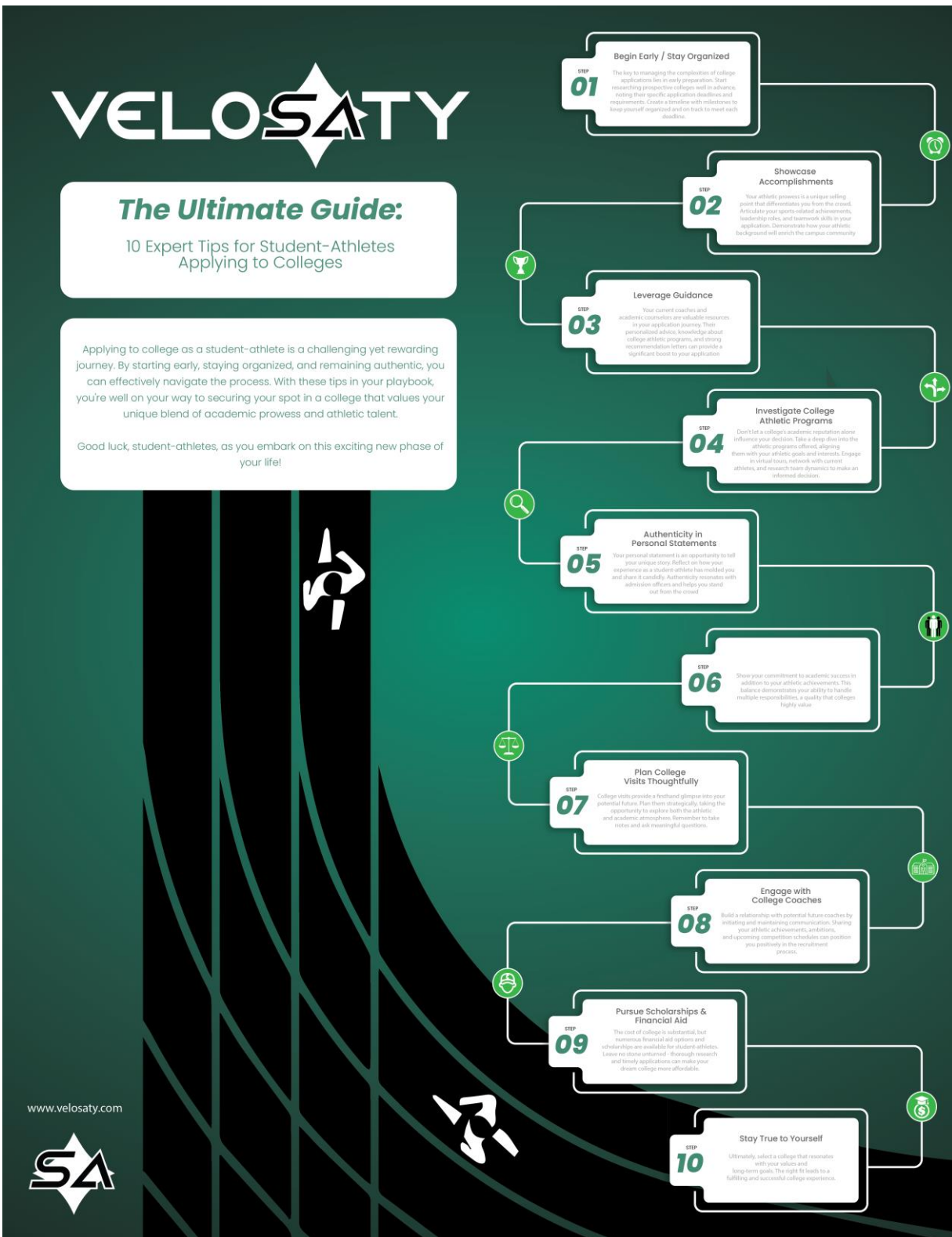


Figure 7: Velosaty Blog Post



Figure 8: Electrix Concert Poster