



RayAnn Garcia

2023 Fall

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

I always find it a bit typical when people say, “I was born to do this,” yet, I never felt more inclined to proclaim this statement than within my present situations. I feel that I was born to be an artist, a designer, a sister, a friend, a daughter, a student, and this list is constantly evolving and growing. I am passionate about who I am and who I aim to be. As a designer I am able to be expressive, compassionate, and providing. From a young age, I always found a purpose and love for the arts, and after taking my first multimedia technology course, the artistic passion within me grew, I became a sponge to the digital design world, soaking in everything that felt like I was merely blinded by from before. I was born to be a graphic designer, I found purpose and passion within the digital world of arts. Everything my eyes presently consume, I am called to attention by its design, justifications, typefaces, the color palettes, alignments, its identity and aesthetic, and the overall presence it contributes to the visual world.

As a graphic designer, I am a perfectionist and an intentionalist. Everything I produce is built upon the proposition of intentional and meaningful characteristics, a quality standard, and innovative perspectives. My strengths are typographic formulations and brand identities. I am fascinated with package design and how products interact with its graphic design counterparts. Creating a brand package that includes identity, logo explorations, color schemes, typography, social media toolkits, and product packaging is what I identify as my deepest passion. Design is not a cosmetic addition, rather, it is an essential to survival. There will always be a need and appreciation for good design, and I strive to fulfill that need.

Title	Original Format
Figure 1: Hot Sauce Branding <i>Tres Sietes</i>	Illustrator, 3 in x 9 in
Figure 2: Airport Identity & Merchandise <i>KOJ</i>	Illustrator, Varies
Figure 3: CSU Design Week Tech Campaign	Illustrator, Varies
Figure 4: Typographic Workbook	Illustrator, 7 in x 10 in
Figure 5: Playing Card Deck	Illustrator, 3.5 in x 2.5 in
Figure 6: Thai Tea Package Design	Illustrator, 2 in x 3 in
Figure 7: Chewing Gum Brand & Identity for DOY	Illustrator, Varies



Figure 1: Hot Sauce Branding *Tres Sietes*

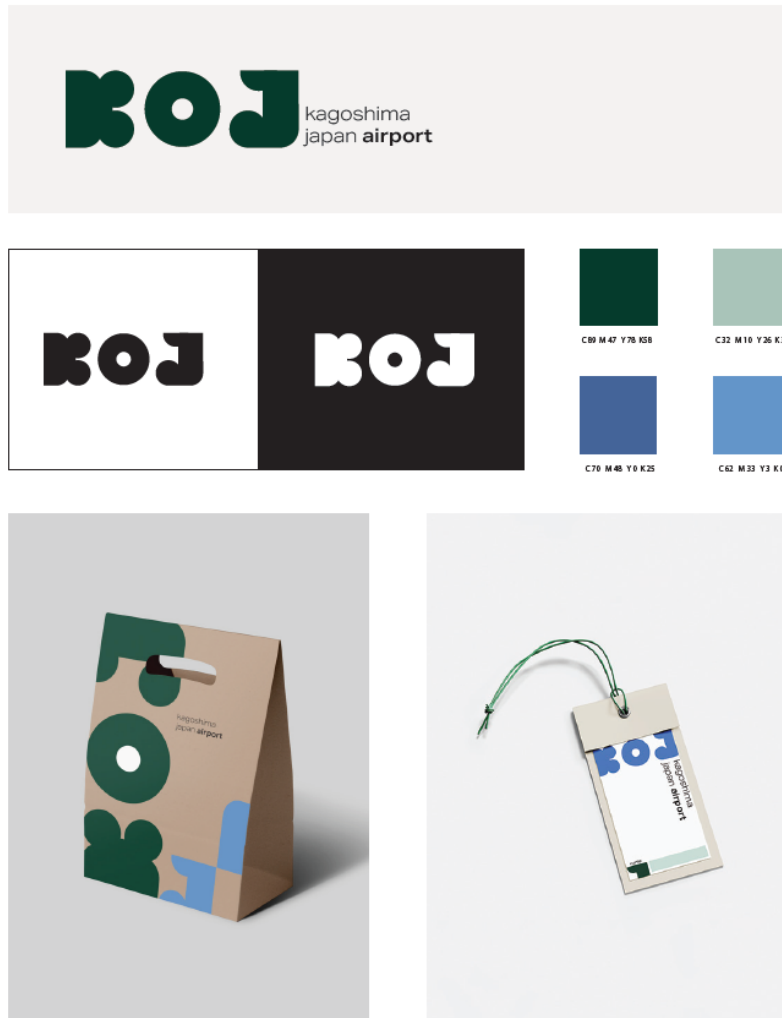


Figure 2: Airport Identity & Merchandise KOJ



Figure 3: CSU Design Week Tech Campaign

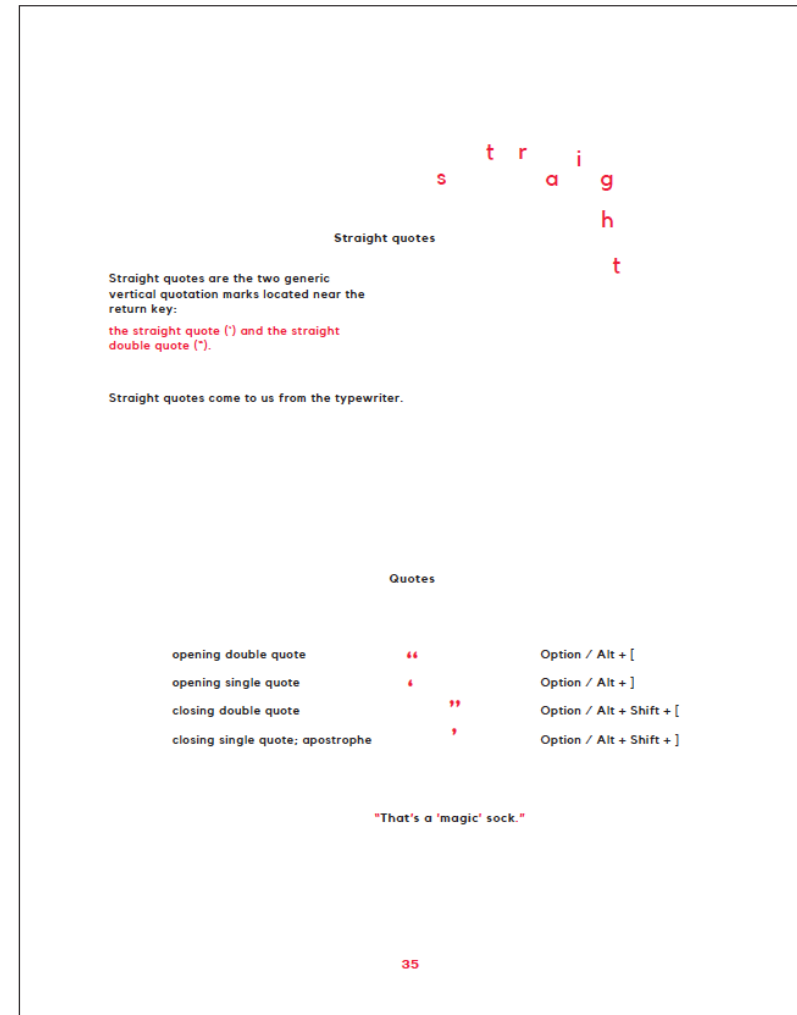


Figure 4: Typographic Workbook



Figure 5: Playing Cards Deck, Typography



Figure 6: Thai Tea Package Design

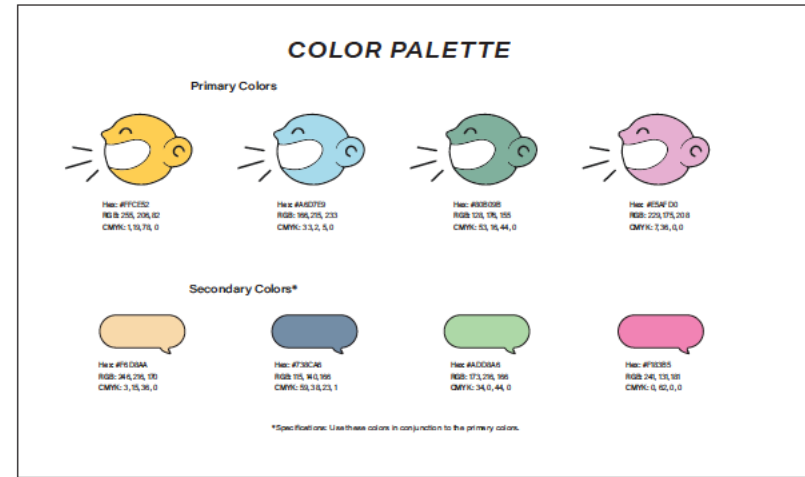


Figure 7: Chewing Gum Brand & Identity for *DOYU*