“Graphic design will save the world right after rock and roll does.”

- David Carson

As a designer, I am a firm believer in creating a bold statement. In order to create a clean design, you must “un-design” it as well, removing any elements that are unnecessary. Many of my images are based on an underlying grid, where every element finds itself aligned with another shape on the page. My foundations are inspired by the work of Jan Tschichold and Herbert Bayer; I believe that mixing their strong design fundamentals with modern techniques creates compelling images. I often make graphic silhouettes or simplify objects into their most basic elements in order to create an interesting, uncluttered design.

I utilize type in a large amount of my work. I enjoy typography as an art as well as a means of communication. By contrasting bold type with thinner alternatives one can lead the viewer’s eye throughout the page. Highlighting important information in a contrasting font can create an interesting design element to designate a bold focal point on the page to draw the viewer into the piece.

Before I take anything to the computer, I sketch out some basic layouts by hand. That helps me to get an idea of the best way to align the information in an eye-catching way while remaining legible and easy for the viewer to follow. After I have worked out these ideas manually, I bring them to life on the computer. During this process I will often find that my original idea on paper does not perfectly translate when the exact proportions are presented. The layouts are adjusted to the needs of the design. My favorite software is Adobe Illustrator because it allows an infinite amount of space to spread out ideas and stimulate endless inspiration and possibilities.

When creating my designs I begin with establishing which piece of information should be the focal point of the piece. I then place the other elements on the page asymmetrically aligning with specific points on the focal point, as well as aligning
with the other images and text used throughout the piece. I believe that the best designs appear to have their components distributed randomly throughout the page; but one finds that every element is specifically aligned to another found in the piece.

My work describes me as an artist as well as a person. As a stubborn perfectionist, my designs reflect my personality by carefully placing components in relation to one another while maintaining an edginess that makes them unique. I have always attempted to add an element of my eccentricity into my work to show a piece of myself through my designs. In something as simple as my magazine spread, although it is extremely precise and technical, I tried to use bold and colorful photos to liven the design and show my personality. If I feel strongly about a piece I will never be afraid to fight for its integrity. However, I believe that a design must ultimately speak for its self to be considered truly successful. If I have done a good job on my work, my personality should be able to shine through the typography and reflect me as a designer.