Kameron Mertz

Artist Statement

As a designer I believe my work should be diverse. Creative problems vary extremely and require flexibility. Having experience with traditional mediums is in my view one of the best assets a designer can have. Implementing various tools to create work is both my answer to the vastness of the design world and my personal need for change and excitement. Because of this my work does not have one particular visual language or style.

My design work is made with both traditional and digital mediums. I often combine the two. This usually involves drawings that are scanned and edited in software. Some of my work is made of pencil drawings that are turned into more impactful black and white images through editing. I make the images darker and bring out the detail while preserving the visual language created by my hand. I also design logos on paper and scan them in to perfect them digitally. Some of my design work is made entirely through digital processes. Examples include my works using vector portraits made on top of photographs. I then combine and arrange them into compositions with type, sometimes using Photoshop to create texture.

I create work using a basic creative process. I begin with brainstorming and initial sketching. I identify themes surrounding a design problem to use as a jumping off point. For example, I implemented a red, green, and blue color scheme in promotional pieces for Dartmouth’s digital arts exhibition. I designed around the idea of the RGB color model used by computer monitors. The second step is executing ideas, beginning with overall composition and ending with the smallest details. Lastly I review my work by asking myself questions. Is my solution effective? What could be better? Is it interesting? I repeat this process until I’m satisfied with the results.

While creating, I almost always reference other artists’ work. When I discover work by an artist I discover their techniques, which can be applied to future design problems. Design should be inspired or react from design that has come before. I believe artists should strive to be scholars and build an awareness of art of the past and present. For identity design my current inspiration is Emanuel Estrada’s animated simplicity. For poster design, I have recently studied Simon Page’s geometry and Eric Tan’s complex compositions.

My current body of design work does not have one unified style; this is why it represents me as an artist. I see this as one of my strengths. Different projects have come to me over the years and they have all demanded different solutions. Keeping myself open to other artist’s work and trying out different mediums has aided me immensely. Successful design is though of and executed best and with greater ease when a designer has many options and inspirations.