In life it is important to be able to change and adapt to get the best results. This is certainly a quality I feel true of graphic design. What works for one project may not work for another, so it is important to work toward finding a unique visual solution for each project. When doing this I like to experiment with different techniques and design styles. This experimentation often leads to great growth and development and helps to bring the particular project in a new and exciting direction.

In graphic design it is essential for a design to stand out so that it can be noticed, but it needs to stand out for the right reasons. This process of development and experimentation leads to new visual solutions that would not normally happen if I was working only in a particular style. I do this with the hope that these new solutions will make my projects more noticeable. Though my style often changes and adapts, I always make sure a proper understanding of design fundamentals shows through. Each design should have a different kind of visual solution, but it is still important for it to be well done and properly made. I like to make sure that typography, layout and the grid are used properly. This shows mainly through my use of the Swiss international style in my arrangement of grids and type. I feel this is a style that lends itself to a variety of applications and makes the design easier to view and understand, allowing other parts of the design be the focus.

In the search for unique visual solutions it is good to be able to break the grid if the situation calls for it. For example some of my poster designs which are meant to look as photographs with the information placed throughout them. This unique visual solution as it catches the viewer off guard and
causes them to look more closely at the design. I also use Photoshop a lot in my work to create unusual or surreal imagery that will draw the attention of the viewer.

When making my work I like to consider both historical and contemporary works as reference. It is important to know what other work is out there to learn about different stylistic qualities and to make sure that the visual solution is unique. Looking at historical works can provide great inspiration and looking at contemporary works can help give an understanding what is currently working and not working in the design world.

Who I am as a person is a result of how I’ve reacted to a variety of influences, styles and experiences in my life. This is also how I feel in terms of my design work. I am always working to find new projects in order to grow and develop and these experiences help to shape me as a designer. I like to have a variety of different clients and design projects that I wouldn’t typically work on as a way to get different experiences. I feel it is important to constantly seek a variety in both life and design. These new experiences provide different perspectives and it is important to keep them in mind while to referencing a solid foundation of fundamentals. Growth and change are good, but it is also good to not forget one’s original knowledge and experiences. I let all the experiences be a part of what I do and let them work together to create a unique result. As my life is a unique combination of different experiences and influences, so is the work that I design.