Brad Breslin

Artist Statement

My style in graphic design revolves around geometric shapes and utilization of a grid. My ideas are also very clean, precise, with bold graphic lines and shapes. My technique is similar among all media from graphic design, to drawing, to painting. I aim for clean crisp lines that pop out at the. Though my design systems may be somewhat abstract they do have an underlying connection with my work in other media. That tends to be very abstract making the user look at it to figure out what it really is or what they can potentially interpret it as.

No matter what medium I use my approach to my work always begins the same way. I begin work with a sketchbook, drawing my ideas out on paper first. As a graphic designer I spend a lot of time in front of a computer, the hand drawn work is almost as important as the work done on the computer. Being a designer has not restricted me in ways I approach work, if anything my knowledge of other media has contributed to my current solutions. Painting, drawing, and printmaking have all helped me form the way I approach all my ideas.

My work often relates to real life issues, political and social, as well as different underlying meanings, which may be personal to myself that I draw from within. I feel as an artist I have found my specific niche in graphic design. My inspiration comes from early successful graphic designers and painters such as Paul Rand, Paula Scher, and painters Joan Miro, and Jackson Pollock, Paul Rand and Paula
Scher for their strict design skills which produce very clean and successful work and Joan Miro and Jackson Pollock inspire my abstract work and helping push the boundaries in other media. My skills are not strictly limited to graphic design and I often produce work out of my primary medium. With or without a particular aim in mind I always find myself drawing on the computer and in a sketchbook.