

Taylor Neve

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Senior Sem

Artist statement

I have never really thought of myself as an artist just someone who can create objects and designs that are cool. To me an artist is someone who can draw, paint or at the very least someone who wears a beret. I hope to one day see my designs on billboard or see people wearing my apparel as I walk down the street.

The process that I have developed is a combination of reworking and refreshing my ideas. In order to create a piece I usually go through a process of developing an idea to the point of disaster and having to restart. One of my professors told me that it is never our first idea that is the strongest, and I have seen this in my work time and time again. When I work in graphic design, I find it easier to be creative and really push my designs further because of the tools computers have programmed. I try to design my works as best I can in a simplistic style to be more like the designs of Paul Rand and Jan Tschihold. Both of these artist are masters of negative space. When I design I try to remember these artists and stray from cluttered and overfull spaces and bring in more negative space.

My current work is all graphic design in order to develop a portfolio. For my graphic design classes I am producing art that builds a larger style of work within graphic design from logo design to packaging design. When I notice repetitive patterns in my work, I try to use my class work to break out of that routine and push a boring assignment and try something new. Recently I have tried to stray from blacks and grays to make my pallet more colorful. I used an assignment to create an illuminated manuscript as an opportunity to try to combine watercolor and graphic design. Also I have tried to make my designs be less congested and have more negative space. My last piece for class was a simple poster assignment, and breaking from my normal about fifty percent negative space. I plan to keep making my artwork accelerating and ever changing even when projects are tedious.