

Spring 2017

# Emily Olsen Senior Art Portfolio

Emily Olsen  
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EMILY OLSEN

*graphic designer*



## ARTIST STATEMENT

I strive for simplicity and clarity. I use basic elements and treat my work as a puzzle where each and every element has a specific place and it's my job to find the right fit. To do so, I use clean design, presenting order and control. To communicate effectively, a conscious decision about placement and spacing is prevalent in every design.

My creative process begins with sketching. With any inspiration I put pencil to paper and dive right in. I find that sketching allows me to discover multiple possibilities before taking my designs to the computer, resulting in my most successful work. Choosing a color palette follows the sketching process. A neutral, monochromatic color palette is frequently seen in my work.

Design allows me to express and explore my ideas and interests visually so I aim to make work that is visually appealing to the eye. Promotional work is my forté. I love branding, manipulating typography and creating graphic illustrations. I start with a bold focal point to draw the viewer in followed by simplistic detail to create a balance. The integration of vector illustration within design can be seen throughout my work, where graphics commonly precede typography. Manipulation of the positive and negative space creates contrast in the work, which often results in the negative space playing a large role in the design itself. I intend to create work that speaks for itself, work that needs no explanation. I believe communication is primary in all work.

One of my favorite aspects of design is that it is limitless. There are an infinite amount of possibilities combined with endless inspiration from the world around me. As an artist I absorb each and every fine detail and look for inspiration everywhere. There is always more work to be made which means I am constantly growing and learning as a designer. When looking forward, I know this is only the beginning.



IAN  
NELSON

NATALIA  
DYER

KARL  
URBAN

LESLIE  
MANN



Laces

*Third Ward*  
BREWERY







BALANCE



ELEVATE





# The Coop

Family Style Restaurant

Name



Color Palette



Logo Variations



Brand Elements

Haydon Brush  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 A B C D E F G H I J K L M N  
 O P Q R S T U V W X Y Z

Avenir Next  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Typography



The Coop Branding  
 Graphic Design and Illustration

Emily Olsen



Installation  
Godschalx Gallery



Installation  
Godschalx Gallery



Installation  
 Godschalx Gallery

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Family Style Restaurant

Name



Color Palette



Logo Variations



Brand Elements

Haydon Brush  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Avenir Next  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Typography



Personal Promotion

