

2013

## EXTEND (Cover Art)

Ruoshi Zhang

*Western Oregon University, Monmouth, rzhang11@mail.wou.edu*

Follow this and additional works at: <https://digitalcommons.wou.edu/pure>

 Part of the [Graphic Design Commons](#), [Illustration Commons](#), and the [Interactive Arts Commons](#)

---

### Recommended Citation

Zhang, Ruoshi (2013) "EXTEND (Cover Art)," *PURE Insights*: Vol. 2 , Article 2.

Available at: <https://digitalcommons.wou.edu/pure/vol2/iss1/2>

This Article is brought to you for free and open access by the Student Scholarship at Digital Commons@WOU. It has been accepted for inclusion in PURE Insights by an authorized editor of Digital Commons@WOU. For more information, please contact [digitalcommons@wou.edu](mailto:digitalcommons@wou.edu).

---

## EXTEND (Cover Art)

### **Abstract**

This design is part of a mural design proposed for the APSC entrance foyer as a part of A320 Graphic Design: Process & Theory, Fall 2012. It is a mural about WOU culture, a journey, pointing to the future and storing the hope. The whole campus is a natural environment, covered by flowers and plants, so a rose was selected for the center of the design. The main red line represents intention and guidance, the grid represents a web and connects the icons together, illustrating a rigorous attitude toward education. A butterfly is used as a metaphor for the beauty of the campus, our colorful lives, freedom, and hope. The wolf is a part of WOU culture, symbolic of power and sports. A tree and plant remind us of the natural environment, fresh air of campus and the growth of WOU students.

### **Keywords**

mural, poster, red, vector, plaid, logo, Gothic, Illustrator

### **Cover Page Footnote**

The whole mural design is a balanced combination of modern and classic, serif and abstract sharp shapes.

Program for Undergraduate  
Research Experiences



WOU

Spring 2013 » Volume 2

pure  
insights

Research » Scholarship » Creative Arts