

PHILOSOPHIES 2021

APRIL 12-13, 2021
UNIVERSITY OF KENTUCKY SCHOOL OF ART & VISUAL STUDIES
LEXINGTON, KENTUCKY

Curator & Bradlee Sexton

WEL
COME
TO

PHILOSOPHIES 2021!

What is your design philosophy? Artists and designers have values they cherish, guidelines which give direction and purpose within their creative practices. Be it philosophical or applied, this conference aims to highlight the diversity of opinions and practices in the design community. At Philosophies, we aim to create a space for discussion, realization, and action.

Whether you are an emerging or established designer, we hope this conference helps you to uncover new insights and create new connections. We would like to extend a special welcome to those new to Kentucky and our campus. In addition, we would like to extend a special thanks to our sponsors, presenters, and student volunteers.

Enjoy!

— The Philosophies organizing team
Kendall Baron, Lily Turner & Bradlee Sexton

APRIL 12TH

MONDAY

AM SPEAKERS

- 8A.M. **MEGAN ANDREWS**
Intentional Design
- 9A.M. **MARIAH BEEGLE**
Design to Delight
- 10A.M. **KENDALL BORON**
Influence & Persuasion
- 11A.M. **EMILY JOHNSON**
Enjoy the Journey

12 — 1:45 LUNCH

PM SPEAKERS

- 2A.M. **SYDNEY JANDA**
Finding Your Voice
- 3A.M. **CASSIDY FLATT**
Making the Puzzle
- 4A.M. **AURORA LEWIS**
One Pixel at a Time
- 5A.M. **JULIA MEYER**
It's in the Details

APRIL 13TH

TUESDAY

AM SPEAKERS

- 8A.M. **ASHLEY POORE**
The Joy in Design
- 9A.M. **EMILY MUDD**
Order to the Chaos
- 10A.M. **STUART RICE**
Keep It Simple
- 11A.M. **BRADLEE SEXTON**
Evolving Over Time

12 — 1:45 LUNCH

PM SPEAKERS

- 2A.M. **JACOB SPENCER**
Getting Lost
- 3A.M. **LILY TURNER**
Do Your Research
- 4A.M. **BAILEY WHEELER**
The Value in Versatility
- 5A.M. **HAPPY HOUR**
Bolivar Art Gallery



KENDALL BORON

INTEGRATED STRATEGIC COMMUNICATION
MINOR: DIGITAL MEDIA & DESIGN

INFLUENCE & PERSUASION

Design to influence. Before I started design classes, I was creating strategic campaigns that would influence an audience to think a certain way. Because of this, the same mission of influencing emotions and opinions have flowed over to my design hypothesis. Design can speak without even using words if each decision is intentional. Whether your design is trying to convey a specific emotion or persuade a decision, each designer has the power to change the way people think.

One designer I recently met and admire is Michael Braley. His design of the EFFEN® Vodka bottle says premium vodka just by the design and the branding. Every design decision was well considered and researched in order to successfully convey this message, and let a consumer know if they buy this bottle, they too will be sophisticated. This is one example of how design can change how a person thinks or feels.

When designing, I have to think about each decision and what it will say to the person experiencing it. What feeling will it evoke? What message do I want to send? Color choice, composition and typefaces all contribute to the final message. I do believe there is never a correct way to design or a best design solution, but each choice still plays a factor in what your audience will gain or experience. So when working, always keep in mind what you want the end goal of your design to be.

ENJOY THE JOURNEY



EMILY JOHNSON

DIGITAL MEDIA & DESIGN

ENJOY THE JOURNEY

As I design and create artwork, I always keep in mind that everything is a work in progress and my time is spent not only creating, but enjoying the journey as well as the destination. I used to have a hard time expressing myself through my art; I would create studies and paintings of objects, animals, and people rather than (what I considered) making "art" with meaning and emotions. However, I've come to realize that studies of what is is just as much it's own piece of work as if I had come up with something entirely from my imagination. I now try to appreciate the lines, shapes, movements, and values as they are created, rather than picking everything apart at the end.

The fact that I wholeheartedly enjoy creating is what is important to me. For a while I denied myself the option to design professionally, to appease other people and (I thought) myself with a "more stable" future. However, I never was as truly happy as I am now that I'm doing what I enjoy. Like my artwork, I am always a work in progress, too. Just because I'm not perfect doesn't mean I'm not ready to make art or try to design something. Of course I'll grow and become better with time, but that absolutely does not mean I shouldn't try now, because practice is the only thing that helps us grow. Everything is a work in progress, and fear of failure will not stop me from trying.

FINDING YOUR VOICE



**SYDNEY
JANDA**

DIGITAL MEDIA & DESIGN

FINDING YOUR VOICE

In a fast-growing design industry, it is critical to establish an artistic voice in a unique way. It is easy to design like everyone else, but the beauty of being a creative professional is being able to put your own twist on those designs. Good design is simple and my work fits a very minimalist mold. However, through certain design elements, I can create an artistic voice that is specific to me. There is nothing more challenging than stripping something down to its most simple form and still being able to get your point across.

Skills I can utilize in creating my brand is combining photography and design. My main goal when taking a photo is capturing images that will make a viewer feel something. This is what most designers strive to do as well. Looking at art is simple, but creating a design that invents an experience for the viewer, is something I strive to achieve. Training my eye to see these elements and moments has aided in establishing a style early on and I am able to continually build upon it. Good design takes patience, which I found early on in photography and has allowed me to translate that dedication into all my designs.

Overall, I want to make art that is memorable. On a holistic level, my work, whether through design or photography, portrays a minimalist voice that is thought provoking and impactful.



**CASSIDY
FLATT**

DIGITAL MEDIA & DESIGN

MAKING THE PUZZLE

In my experience with design, I view every task I'm given as a challenge: it's up to me as the designer to take the information I'm given and find a creative solution. It's kind of like a puzzle where I get to experiment with the pieces of information and designs until I find the composition that fits.

I personally love working for clients.

Watching a list of typed information in an email transform into a beautifully designed piece of art is incredibly satisfying—as is being able to create something that the client is completely in love with. Working one-on-one with others allows me to get to know exactly what they're looking for, and I can then go on to make something that I feel will best suit their needs. Of course, things aren't always perfect on the first try, so I make sure to take the client's feedback into account and revise my project from there on. Using creative problem solving in these design scenarios makes me feel like my skills and qualifications are really being put to good use.

My number one hope for the work that I make is that it serves its purpose well by both communicating whatever message necessary and looking clean and professional. You often hear a lot about form and function when talking about design, and my desire for my work is that it is able to prioritize both. I consider the information in the work and the design of the work to be equally important, and I don't believe that one should be sacrificed for the other.

MAKING THE PUZZLE

ONE PIXEL AT A TIME



**AURORA
LEWIS**
DIGITAL MEDIA & DESIGN

ONE PIXEL AT A TIME

As a Creative Professional I hope to be able to help shape the future of this world, a pixel at a time. Through my art I hope to solve problems for clients and to bring joy to the different kinds of creators who I am working with because they need my help presenting their passion in the best way possible. I hope in my more personal endeavors to be able to create a world for people to fall into and spend hours in. I hope to create artwork that is relatable and applicable in a deep way to those who view it.

When it concerns design, I find that the best design is that which makes me feel something, whether that is excitement or a deep calm, or something else entirely. Good design is also clear and concise, it lets you know what is happening as it captures your attention and makes you hear the client's message. On the other hand, I would consider good art to be able to pull you into a world all of your own that relates to the work. Good art becomes a canvas for the viewer to project into, to see themselves within and to better understand who they are as an individual because of the experience. Good art to me is also intriguing in a new way every time someone looks at the art.

My goals and aspirations for my work are grand, and I strive to live up to them every day.



**JULIA
MEYER**

INTEGRATED STRATEGIC COMMUNICATION
DIGITAL MEDIA & DESIGN

IT'S IN THE DETAILS

As both a designer and an individual, I am someone who has an advanced attention to detail and who is bothered by things that are slightly out of place. I have been told that I am an OCD designer, in a good way. I have also been told that my design style is very clean, well considered, and pleasing. This personal nature that I embody plays itself into my own personal design style, setting me apart from other designers, as each designer has something that makes them unique. First, I believe that the smallest details are the most important aspect of any given design. For example, in design, the slightest shift right of text to line up perfectly with an image will make the overall design immensely more successful. These details are also highly important for pairing different typefaces together, picking a cohesive color palette, constructing an orderly layout, and more.

In addition, I believe in the power of orderly and clean design when it comes to layout. This is achieved through proper use of hierarchy, negative space, and muted colors. In the end, I find that I most enjoy designs that are overall aesthetically pleasing. Lastly, I also believe in designing for and with a purpose. I am someone who succeeds more in design when I am given specific assignment or task parameters to follow. And, I do not leisurely design or sketch like a lot of artists and designers do. I find that designing for a specific purpose, I then create designs that are purposeful, intentional, and successful.

IT'S IN THE DETAILS



ASHLEY POORE

DIGITAL MEDIA & DESIGN

THE JOY IN DESIGN

Always be proud, and always believe in the work you make. To make good work, you have to believe in the designs and the creations that you are making. In any work that I do, I want to make my clients happy. Nothing makes me more sure that being a creative individual is the profession I want to be in than seeing happy clients. But I also want the work that I create to make me happy as well. Designing and creating things has always brought me joy unlike anything else, and being able to share that joy with other people on a personal and professional level only adds to that joy.

I enjoy making work for other people, I enjoy being able to use my talent to bring joy to others. But an important aspect of design that I am still learning, is that my work won't be and isn't for everyone. And that's okay, because if my work has made at least one person happy, then it will all have been worth it. I am proud of the work that I have created and I can see the learning process that has occurred just in these few short years. Something that excites me and brings me the most joy is knowing that there is much more growth to come in my creative practice and that I get to learn and grow with my clients.

THE
IN DESIGN



EMILIE MUDD

DIGITAL MEDIA & DESIGN
MINOR: BUSINESS

ORDER TO
THE CHAOS

ORDER TO THE CHAOS

As a designer, my philosophy stems from my overall experience with design and layout. My philosophy is that as a designer I can bring order to the chaos that is presented to me. Many people you design for have a million ideas or different things that they want to have put together into a single piece, website, logo, etc. and it is my job as a designer to bring an order and a simplicity to the ideas that are given to me.

I feel strongly about making the best work that I can for my clients and bringing the ideas that they had for their business and marketing plan into a real, tangible thing. I have a knack for taking an overwhelming amount of type, information, and photos and creating a beautiful and simple layout that brings clarity to the information. Part of my reason for combining a business minor into my degree was to get the experience of what is expected in marketing a business and the needs that a firm may need from me as a designer in the future. I hope to be able to one day be in charge of branding and marketing for a company encompassing all of their design needs from logo, marketing materials, and websites.



STUART RICE

DIGITAL MEDIA & DESIGN

KEEP IT SIMPLE

Cleanliness and attention to detail are two of the most important aspects of design, as both of these are crucial for making a good end result. Cleanliness is an obviously important, as you do not want to have a rough or ugly design. However, it is not necessarily just the idea of making clean art and making sure everything is right, it can also be seen as having a level of self constraint. By this I mean that the best designers know when something is too much, or when they are overdoing it. It is easy to be carried away in a good idea you can implement into a project, but sometimes you have to see that what you may be doing is not necessary, or it simply just overcomplicates the whole thing. Sometimes you just have to keep it simple.

While cleanliness is important, it is my personal belief that having great attention to detail is what really separates you from the crowd. This is relatively self-explanatory, but having an eye for the little details really makes your work that much better. I like to take a mathematical approach towards my graphic design, for example. When using Illustrator or other design programs, I measure every single object and make sure it all lines up symmetrically (assuming the project is symmetrical, that is) by the thousandth of an inch. I am all about making sure everything matches and works perfectly, and even the slightest inconsistency bothers me. Maintaining the details is the most important part of design for me.

I feel that anyone can design, but the people who stand out are the ones who pay attention to even the smallest details and keep it clean. I have this same belief about photography and other art forms as well, it is all about the quality of the composition.

KEEP
IT SIMPLE



BRADLEE SEXTON

DIGITAL MEDIA & DESIGN
MINOR: MEDIA ARTS & STUDIES

EVOLVING OVER TIME

Design is something that I only got into my senior year of high school. I had taken all my core classes so I took graphic design just for fun. In that class I excelled. I was always done before everyone and getting good grades. My teacher noticed this and asked if I had thought about going into a design field.

Something that I have always enjoyed about design is self-expression and the creativity. I believe that being creative and thinking outside of the box is one of the most important things in design. People are blown away by things that they have never seen before, not the same idea regenerated over and over. I find that I excel creatively and not being scared to express my feelings into my work, and I try to use that to my advantage. Many people are better at actually creating design itself, which can be frustrating, but I think my creativity helps push me forward. This leads into what my ultimate goal with design is. My long term goal is to be a Creative Director and ultimately lead a team with my ideas. This may be a stretch, but this goal is something that has helped me envision my future, whereas usually I am just lost.

One of my favourite design philosophies I have followed is that design is never perfect. "People's expectations and desires evolve over time. Sometimes design evolves to meet these changes, sometimes design is the driver of the change. Regardless, a designer's work is never done." This philosophy helps me realize that everybody struggles with the feeling that something is missing, or that their design feels incomplete.

EVOLVING
OVER TIME

GETTING LOST



**JACOB
SPENCER**

DIGITAL MEDIA & DESIGN

GETTING LOST

As a kid, I remember going to the dentist and sitting in the waiting room. I was always so excited to go in (partially because I loved the goody bags they handed out), but it wasn't because I liked getting my teeth cleaned. I loved going because of the magazines on the coffee table in the waiting room. The dentist was the only place where I got to look at TIME Magazine and the New Yorker. These magazines always stood out to me. I'd get lost looking at the variety of layouts, colors, and illustrations that took my breath away. From the powerful portraits of the TIME to the eye-popping illustrations of the New Yorker, something about well-designed magazines and thoughtful artwork made me want to be a designer and an artist.

Even as a kid, it gave me a sense of peace and a feeling of balance. I never wanted to be on the cover, but I always wanted to make it. The feeling of immersion in art has stuck with me throughout my life. In all my work, I strive for the feeling of getting lost in design. Marketers say you only have a second or two to grab the viewer's attention. Good design grabs your attention. Great design holds it and makes you lose track of time. I strive that my work can bring balance to those that view it and to be a professional that in every medium that I work in for harmony in my work to be the ultimate goal.



**LILY
TURNER**

DIGITAL MEDIA & DESIGN
MINOR ART HISTORY

DO YOUR RESEARCH

I have always thought that the process before designing is the most important. Brainstorming, researching, iterating, sketching is how creative people, in my opinion, make the best work. I find that the more research and brainstorming that I do for a project, the more successful it ends up. Normally, I give myself a few days, but no longer than a week, to organize my thoughts on what I want the outcome to look like. The more I am informed on a topic, the more I thrive on making my own decisions.

Personally, I feel that starting a new project is the hardest part. You can go in any direction you wish. The world, or in this case the project, is your oyster. This is why the research and brainstorming process is a great outlet for me. I figure out what I know and what I like and just start creating. Putting my ideas onto a digital canvas comes pretty natural to me, technicality speaking. Although it may not look that great put together at first. I appreciate the rate at which I grow when I work through an iteration process. I take my original idea that is about average and elevate it to be better. Working on a project in iterations brings my focused brain back to my research on why and how I want the finalized version. I can use this brainstorming knowledge when I enter the real business world and start working with clients. If they have the main concept of what they want their brand or product advertising to look like, we can collaborate to get to that perfect result.

DO YOUR
RESEARCH



BAILEY WHEELER

DIGITAL MEDIA & DESIGN

THE VALUE IN VERSATILITY

When I think about what I want to be and what I value in my creative work I believe that letting your work speak louder than the person creating it is essential. Stripping away credentials, education, race, gender, or anything else that entitles someone opens the door for work to be appreciated for what it is. We live in a world where who makes it matters, and while I don't want to discredit other people successes, I think there's something to be said about what makes work good.

This translates into why I hold a lot of value in versatility. Versatility is valuable when you are teachable and have a diverse skill set. I don't think that necessarily mean a brand-new medium, but rather being versatile in your creative style. This means being open to taking risks and being okay with not always making the best content, if it allows you to learn something along the way. For me personally having versatility is the ability to seamlessly flow between minimalism and complexity. Balancing between them in my opinion is what makes a good creator and is something I strive to do well.

All that to say, I hope my work is versatility and has the ability to stand alone. I want the work I make to be impactful, not because it has my name on it, but because of its depth and what it represents. Thus, the evaluation of good work isn't hinged on who specifically is creating it but rather allowing the piece to speak for itself.

THE
VALU
VERSILITY



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