



DESIGN STATEMENT

Jesse Wulfman

It is both a blessing and curse to be a designer. As I have progressed through my design education, it has become increasingly more impossible to walk through the world unaware of the design of every poster, menu, package, advertisement, website and space. My design practice is informed by investigating how things are made, deciphering the creative minds behind the billions of designs that comprise our visual world. I see the world through layout, leading, typography, hierarchy and color while creating, impart, to be a part of a collective contemporary design dialogue.

Beyond training, skill and experience, I see passion as the root of extraordinary design. It is obvious to see through one's creations if they found passion, excitement and happiness in the things they have created. I have always believed that creative minds have an amazing power to shape and enhance the world around them. Effective design harnesses the beauty, creativity and intricacy of the world both natural and manmade, finding new ways to excite, intrigue and impact its audience. Graphic design is unique in that it must simultaneously be personal and respond and adapt to the needs and desires of others. Creating work that is both personally fulfilling and effective in its given purpose is what I strive for above all else.

While I am a graphic designer, I also see myself more broadly as a creator. Be it printmaking, collage, painting, drawing, digital arts, writing or photography, my time outside of graphic design is filled with creating in other ways. The role of the designer is to create something original, effective and profound, utilizing every resource at their disposal and to be open to finding inspiration in unlikely places. For me this means exploring the project and subject matter both technically and analytically as well as artistically and experimentally. It means collaboration and utilizing the brilliant minds around me. It means stepping back from the computer to paint, write, draw, build, and then to readdress the project and incorporate these creative endeavors, either conceptually or literally. I find it authentic when designs push beyond the digital world and incorporate mixed media and hand-crafted elements. In my design, I explore the interplay between structure and experimentalism, accessibility and unpredictability as mechanisms that have the capacity to create curiosity and excitement for those who view my work.

My approach to design varies in response to the context, content and purpose of what I am creating but any chance to indulge in playfulness in regards to color, structure, material, layout and the overall visual and tactile experience of my creations, presents itself as an exciting opportunity for creativity. I find joy in the details of what I do, in making every moment of a visual experience as compelling and intriguing as possible and striving to achieve both functionality and beauty in my work.