

ALEXANDRA CRACIUN

I AM A ROMANIAN GRAPHIC DESIGNER AND ASPIRING ART DIRECTOR. MOST OF MY WORK EXPLORES THEMES OF IDENTITY WHILE USING VISUAL STORYTELLING TO BRING CONCEPTS TO LIFE.

MY PROCESS STARTED BY LOOKING AT THE ARTISTS' INTERPRETATIONS AND POINTS OF REFERENCE. I THEN BUILT A MIND-MAP OF ALL THE WORDS THEY USED TO DESCRIBE THEIR APPROACHES AND FROM WHERE THEY TAKE THEIR INSPIRATION. THE WORDS HAVE BEEN THEN TRANSLATED INTO STRIKING IMAGERY, BOLD TYPOGRAPHY AND EXCITING VISUAL LAYOUTS.

FROM A GROUP PERSPECTIVE, IT WAS FASCINATING TO WITNESS EVERYONE'S CREATIVE PROCESS. COMING FROM DIFFERENT LIFE PATHS AND SHARING OUR PERSONAL EXPERIENCES THROUGH ALL OUR WORK, ENHANCED THE OVERALL COLLABORATIVE ASPECT FOR ME.

I WOULD WANT THE VIEWERS TO LEAF THROUGH THE PAGES OF THE PUBLICATION AND THINK OF EACH PAGE AS A REPRESENTATION OF THE ARTISTS THEMSELVES. WHILE DISCOVERING THEIR UNIQUE PERSONAL TRAITS AND EXPLORING THEIR ARTWORK.



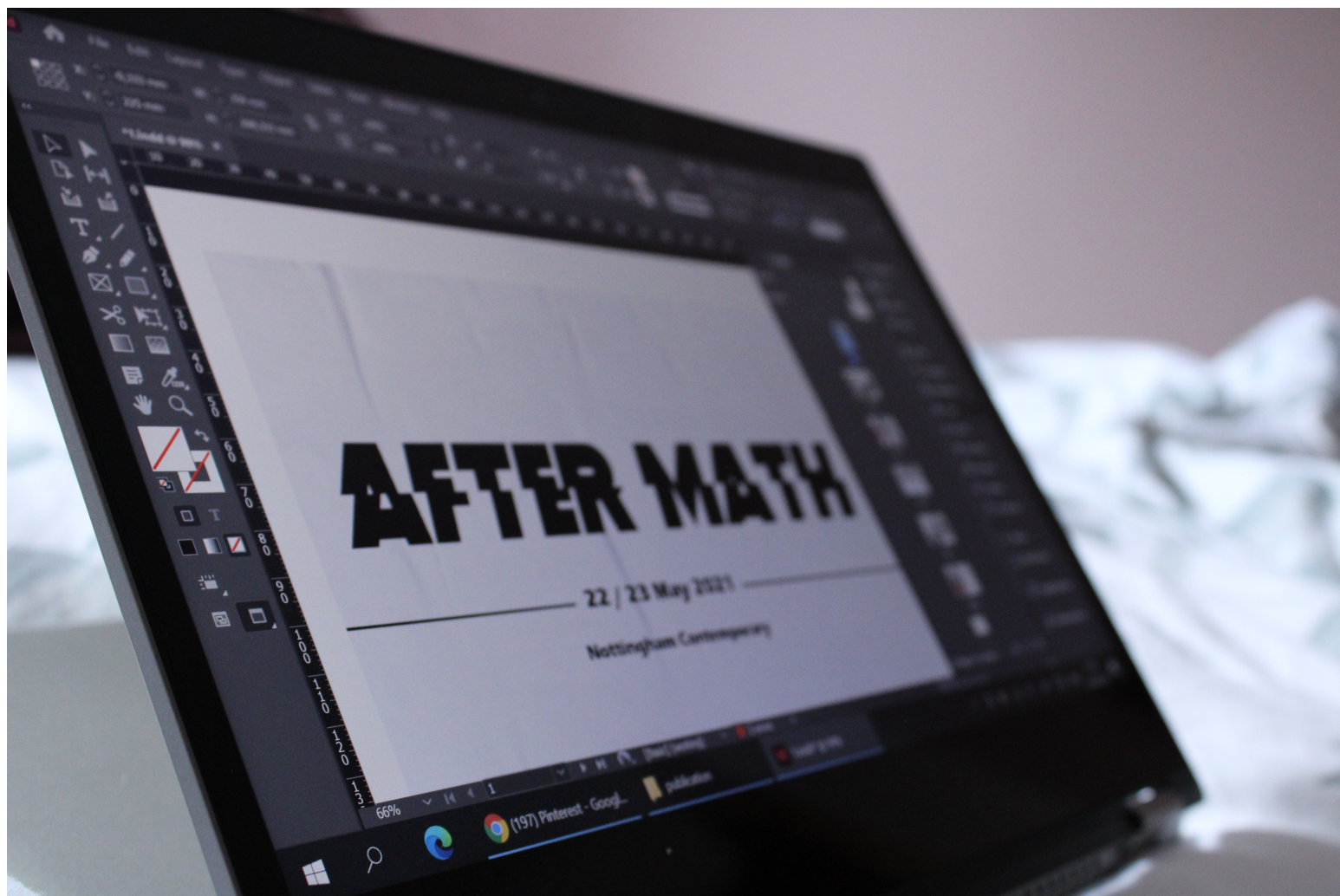




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