

Jude Landry

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The written word and created image are two of humanity's most powerful forms of expression. Nowhere do these two forms work together more closely than through the medium of graphic design. It is a vehicle that carries the power to inform, influence, and change our world and culture. As a designer, I love what I do, and I believe my passion is reflected in the work I create.

As a design professional, I act as a problem-solver. Every work of design must be thoughtfully realized through a process of hard work and creativity. I make every effort to understand the client, the problem, and the audience in order to create designs that are both appropriate and captivating. Both the form and content of the piece must be given equal consideration. The two must work together to effectively communicate the given message.

Today, designers are increasingly exercising the dual roles of author and artist. Everyone has something to say, and that includes designers. I am constantly seeking new ways to incorporate these functions into my own life and work. Design is a potent means to express my own experiences and beliefs, as well as to raise awareness for relevant causes. I believe it is every designer's responsibility to use his or her talent for something more than selling a product. If design is a prominent voice in the conversation of society, then I believe that what it says is just as important as how it is said.

Design isn't just a job for me; it involves every aspect of my life. It affects how I see, how I think, and who I am. By crossing disciplines, seeking fresh inspiration, and constantly working, I hope to continue to learn and improve my abilities as a graphic designer.