Lily Horvat Illustration 2023 BFA Process Book

Fall Semester Thesis Project Thesis:

People, specifically in alternative subcultures, use clothing as a way to express their emotions- this collection of shirts conveys an arc of self discovery and cathartic experiences reflected in visual art rather than written or spoken word.

Style Inspiration









Style Inspiration







@violette.imagine

@vewn

@norihiro_yamauchi_umio



Application Inspiration

We Are Nice Humans

Time Change Generator









uninspired logo ringer tee

\$30.00



Uninspired

YukFun



Research: Poll Results - "How do you reach catharsis?"





Early Ideation

-Uncertain aesthetic and conceptual direction

-Initially focusing on the mundane, continuing into basing on emotions, and eventually becoming about "catharsis"































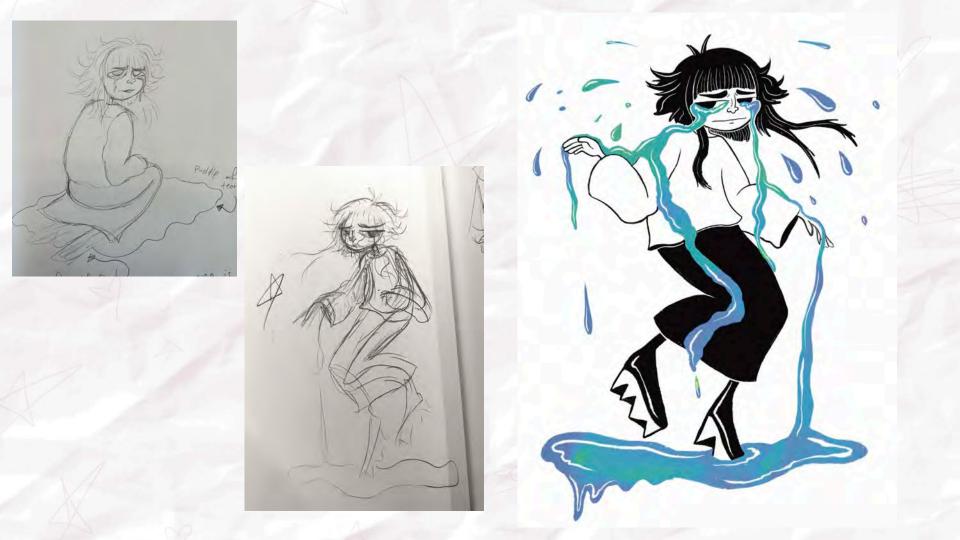












The at home screen printing process



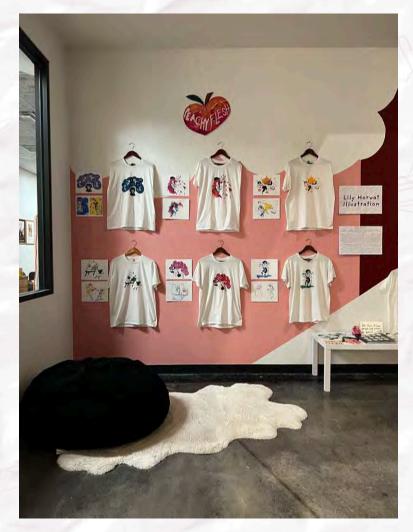






Final Product Examples





GOtHiC TeNdEnCieS

Spring Semester Thesis Project Thesis:

Visceral, stark, yet cohesive imagery creates a memorable impression with a viewer. Taking aesthetic inspiration from punk, goth and other alternative music subcultures, this body of work serves as a merchandising proof of concept intended to visually represent a musician's style.

Background as merchandise creator for a local band









Early Ideation - "Bubble Brain"

-approached more light-hearted aesthetic

-attempt to create an identity for a fake band, but didn't feel quite connected to the theming





Early Ideation - "Bubble Brain"

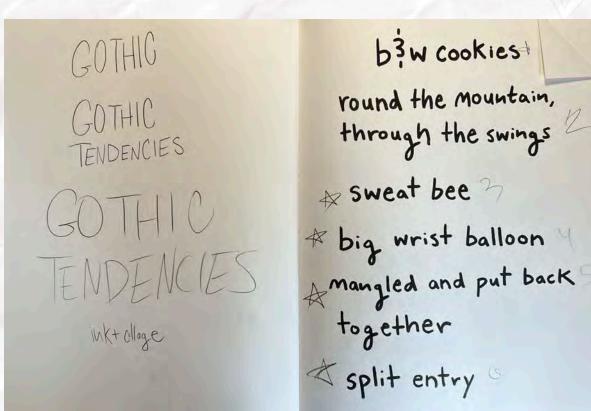




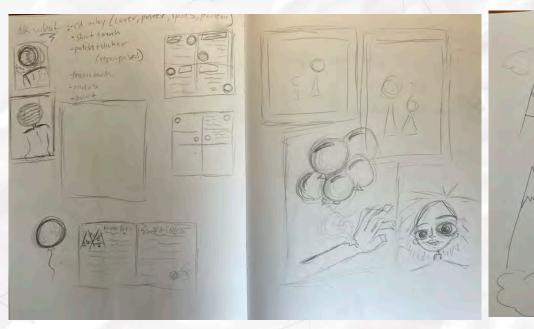
Project Shift

-took more inspiration from personal experience

-committed to a grittier, more tailored aesthetic

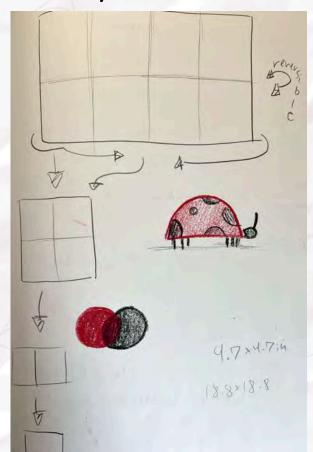


Early Ideation - Sketches





Early Ideation - Sketches





Album Cover Ideation







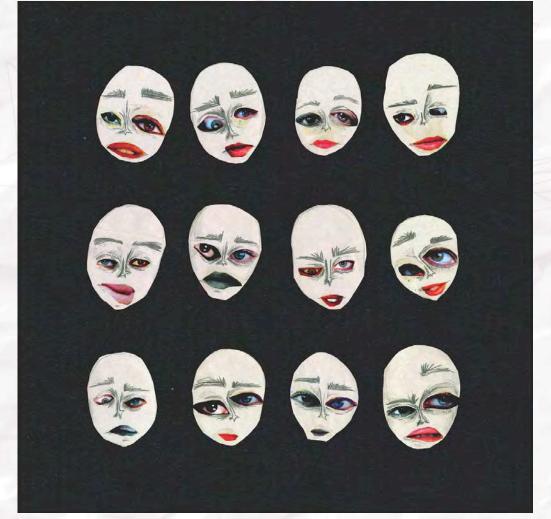


Album Cover

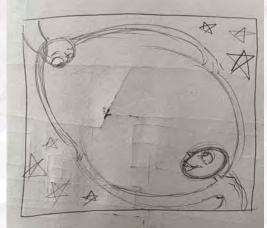




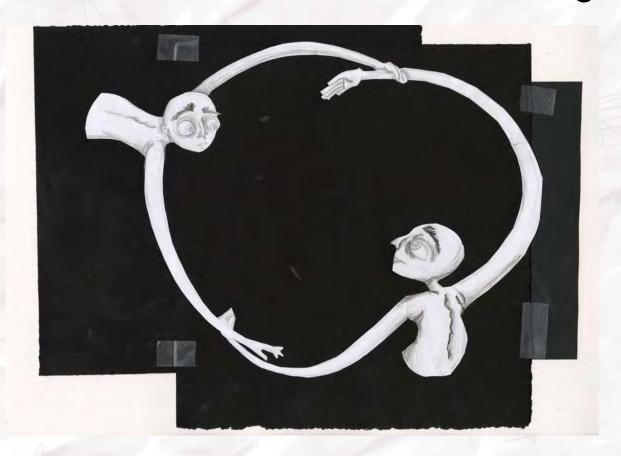








Album Insert-Intro Page



Album Insert-Intro Page

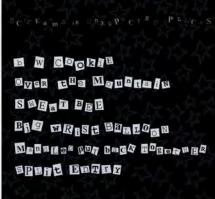






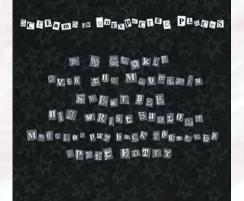
Back Cover - Initial Passes

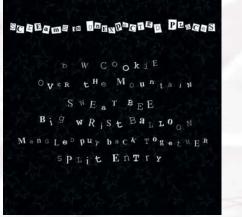












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ow Cookie

Over the Mountain

SWEaTBEE

Big wRist Balloon

Mangle D& purback TogethER

SPlit Entry

Song Spot Illustrations - Sweat Bee





Song Spot Illustrations - Big Wrist Balloon









Song Spot Illustrations - Over the Mountain



Song Spot Illustrations - Split Entry, Mangled and Put Back Together, B&W Cookie



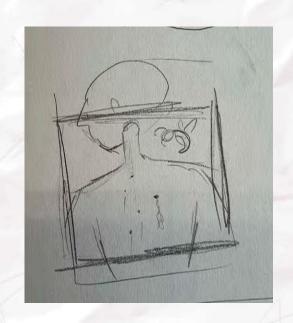
Album Insert-In progress



Album Insert- Finalized format



Album Insert - Back Poster





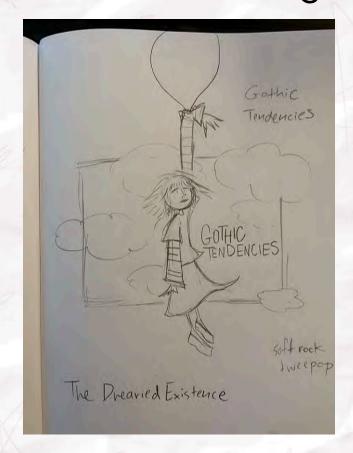








Poster/Shirt Design











Poster/Shirt Design - Shirt Bitmap Alternate



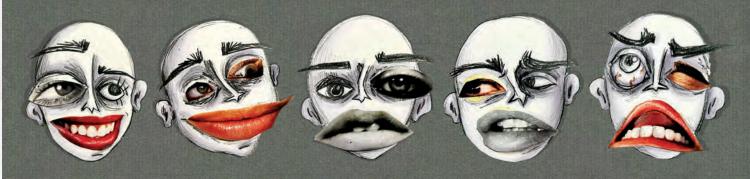


Poster/Shirt Design





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Poster/Shirt Design - Shirt Bitmap Alternate

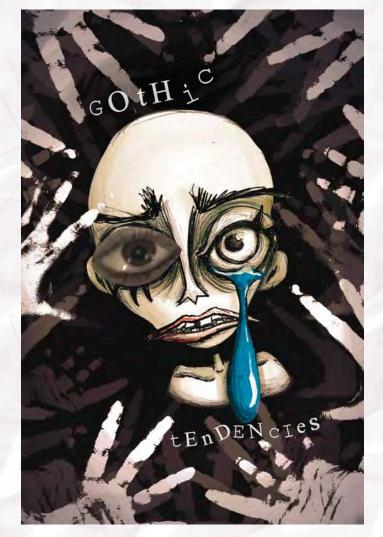


Poster/Shirt Design









Vinyl Sticker







BFA Installation Space - Ideation and Progress







BFA Installation Space







