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Haley Kropp Senior Art Portfolio

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Haley Kropp

Artist Statement

As a designer, my goal is to convey emotion through experience whether it is viewing a piece of fine work or using a product. Everything has a unique vibe that is being portrayed. My work explores things that matter in my life or ideas that I want to share with others such as my interest in nature, daily routine, or reflective thoughts.

I would like viewers to experience new perspectives when they look at my work. Much of my work is a combination of both abstraction and realism. For example, in my painting, “Nature Mashup,” I paint in a more realistic style while it is also abstracted by the way two images are deconstructed and reconstructed into a new image. These combinations are key because it creates wonder in my work.

The color choices in my artwork have a relaxing feel, with very earthy tones and pastel colors. I use contrast often by choosing a very bold color with tonal colors. For example, in my skull “Occhiolism” piece, I have a bold navy background color with softer pastel colors on top in the triangle shapes. I also use negative space, shape, and typography consistently in my work. These appear in the “Occhiolism” piece, as well as the Lotea package and “The Paper Bag Collection.” I use a lot of shape and typography to present Lotea, while “The Paper Bag Collection” uses a lot of negative space.
The Paper Bag Collection
13 x 17 ”
Oil on paper bags
Nature Mashup
Oil on canvas
18 x 24”
Two Different Paths

Studio Art Sequence

Graphic Design Sequence

Art History

“The history of art is the history of revivals”
- Samuel Butler

Art 110: History of Western Art
This course will advance the belief that art is an inseparable way of understanding and expressing the world — to both the arts and other methods of inquiry and curation. By charting the emergence of unique and continuous traditions of visual imagery from Chauvet to the last works of the Post-Reformation era, this course will highlight canonical paintings and sculpture from major periods of Western culture, focusing on the key innovations, personalities and styles of Western art. This general survey class will encourage a basic appreciation, analysis, recognition and interpretation of art.

Art 112: History of Modern Design
This course will explore how humans interact with everyday products, environments and visual elements that we encounter on a daily basis. This course is a survey of design history beginning with the Arts and Crafts movement (1860-1920) through Post Modernism.
Lotea Package
Package design
2.5 x 3.5 x 2.5”
Occhiolism
11 x 17 "
Screen Print
Breakfast Sandwiches
- Ham & Cheese Panini
- Mozzarella & Tomato Panini
- Tuna Melt

Snacks
- Bagel or English Muffin
- Eggs, Bacon, Sausage, Veggie Sausage

Sweets
- Chocolate Chip, Sugar, Oatmeal Raisin
- Blueberry, Lemon, Poppy Seed, Banana Nut, Chocolate Chip
- Carrot Cake

Hot
- Americano
- Espresso
- Chai Latte
- Cappuccino
- Macchiato
- Spiced Lattes
- Special: Bamboo Latte
- Tea
- Green Tea, Chamomile, Oolong, Peppermint
- Hot Chocolate

Cold
- Iced Coffee
- Iced Lattes
- Iced Tea
- Smoothies
- Banana, Strawberry, Berry, Coconut
- Water (with lemon)

Special: Bamboo Latte

Tea
- Hot Chocolate

Elle's Brand
Graphic design and illustration