

SCHAFERHUND.COM

ARTIST STATEMENT

I created schafershund.com due to my love for the shepherd breed. This love led me to create it as an elite global brand that focused specifically on every aspect of the breed's life. I created a process book and website using Adobe InDesign, Illustrator, Photoshop and a bootstrap template from Envato Elements. I used a quartet color scheme that consisted of a soft and pure black, white and a deep orange that helped me achieve a sophisticated look. I used high-resolution photography, graphic elements, and creative copy to help me achieve a company that appears to have been in business for years.