

a.] // / SUBJECT : **RESEARCH STATEMENT**

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CARRIE A. DYER / RESEARCH STATEMENT :

The natural order of human existence exposes the mind and body to a sequence of conflicts. Our internal and external systems seek understanding, resolution, and stabilization. Experiential visual metaphors that define these obstacles offer the mind and body stability. My practice includes conducting research that seeks to analyze and develop visual spaces that simulate awareness and/or balance. The trajectory of my research is anchored around two oscillating areas, Graphic Design and Fine Art.

The current focus of my research considers the daily making process as a primary methodology utilizing art and design techniques. Within my practice, a secondary focus is based on the duality of opposing systems and structures. "Breaking The System", is a daily making ritual that involves the juxtaposition of analog and digital processes using media like handmade drawings and digital editing using mobile phone applications. The intersection of what can be seen; what is visible, and what can't be seen; what is hidden, is a tertiary method of analysis. This experience has created a window into the way others establish rituals, or a shared heritage, and how we react to visual stimuli using social media.

The graphic design field includes a wide range of media used as visual communication tools. Contemporary designers are crossing boundaries on all fronts using artistic tools and devices to create functional design work. Examples of these contemporary designers include Elliot Earls, Paula Scher, Stephan Sagmeister, Jessica Walsh, Ed Fella, David Carson, Isidro Ferrer, etc. These designers work to explore both practical and expressive communication strategies to interact with the public in different venues. Considering ideation, innovation (conceptual & visual) creativity and risk-taking are critical for these design methodologies. Especially considering that embracing innovative design creates industry-leading results where companies that invest in creative design out-perform competitors by an average of 210%. Examples of these companies include Target and Nike.

Over the next three years I will implement visual research that will allow for daily creative investigation and will question aspects of the human condition. The investigation will study aspects of communication, language, memory, perception, hidden versus visible, analog versus digital, and other dueling systems. The analysis of these dilemmas and the daily ritual of process for input and output juxtaposed with digital and analog processes creates a formula for understanding.