

Vari(us)

63 Audubon st, New Haven, CT | February 19 – March 15, 2026

[Project Overview Presentation](#)

Vari(us) was a 2026 student art exhibition in downtown New Haven showcasing student works from University of New Haven students in the Art and Design department. The exhibition was held at a community art space at 63 Audubon, where it showcased 24 student artworks from across multiple creative disciplines. The entire exhibition was planned, promoted, and designed by University of New Haven Art & Design students, including the naming, presentation, and show identity. The premise of the show was to “examine a cacophony of ideas and media tethered together by 13 students from the University of New Haven” and the brand identity was created and tuned to reflect the many minds and ideas that brought the show to life.

The Posters and Motion Graphic submitted were part of the Vari(us) promotion campaign, created by a small group of appointed project leaders who created unique graphics to complement the shows aesthetics and promote its opening on February 19th, 2026. They were created leading up to the opening of the show and utilized concepts and imagery from featured student works as visual references.

The Posters were created using a Static Text and Image layout and a library of textures and color pallets. A library of close-ups from select works in the show were collected and implemented into the poster designs, arranged and blended with a curated selection of color pallets, creating an expansive and customizable visual system that allowed from exploration of many different designs. The result of this system was 5 unique poster designs with a variety of color and image options, that would be adapted at many scales and printed to promote the show. One version of each design was printed at 36" x 55", to be displayed outside the gallery, serving as the face of the student show.

The motion graphics created for the show sought to find an intriguing way to feature the works, while continuing the visual language established in the printed posters. By utilizing the same digitized textures and bright color palettes, two motion graphics were created to advertise and announce the show. The first was made to just feature the textures of the works, as a stricter motion graphic version of the posters. The second motion graphic had a slightly different process; it was created to literally show the gallery. By utilizing 3D spatial scanning technology and digital tools, an animation of the space was created as the final motion graphic to be posted for the show.