

3.10 Jennifer Morla Graphic Designer



Jennifer Morla
Photo by Jock McDonald.

After earning a Bachelor's in Fine Arts, Jennifer Morla's first job out of college was in television, creating logos and turning them into "on-air" opening titles and animated sequences for shows. She then became an art director for Levi's, designing posters, catalogs, and

hangtags for the iconic jeans company. She started her own graphic design company when she was 28 years old and has been recognized by virtually every organization in the field of visual communication.

Describe what your company provides to its clients. What is your role?

Morla Design is a multidisciplinary design firm, meaning we create branding (logos, typographic systems, and color palettes) and apply that visual brand language to clients' websites, packaging, print materials, signs, and retail environments.

Did you have particular designers or artists that you loved as a child? What about illustrators, artists, or designers that inspire you today?

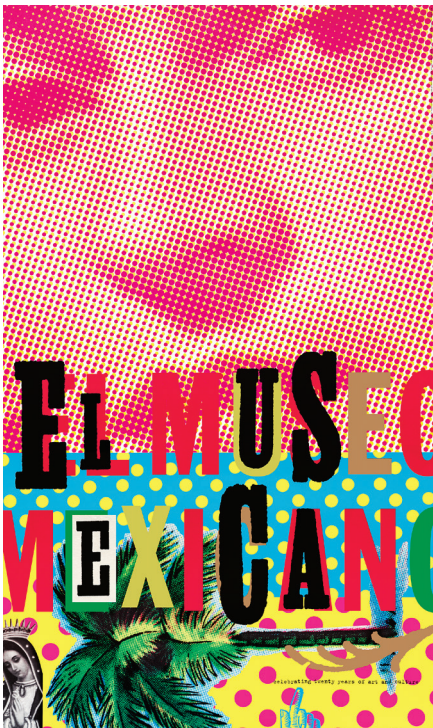
I was very influenced by the work of Charles and Ray Eames for their playfulness, their ability to make complex ideas simple to understand, and their expertise in creating everything from furniture to magazines to films. I admire Milton Glaser, Seymore Chwast, and the PushPin group for their ability to merge social consciousness with beautiful illustrations and graphics.

How would you describe your work process?

1. *Research.*
2. *Analysis*—How does this research inform the problem, and what is the relevance of the resulting data?
3. *Ideate*—Concepting hundreds of ideas based on your research. Ask yourself, how would I express this concept in every medium: interactive, web, print, video, or installation? How would I design it if I was limited to type only, photography, or illustration? Or only black-and-white?
4. *Strategize*—Identifying the best medium based on your best idea.
5. *Fabrication*—Making the final piece. This is perhaps the most exciting part of the process.

Describe a particular project that you really enjoyed.

My Mexican Museum work, in particular, the poster I designed for them. While the museum had an impressive collection, they were having difficulty engaging the younger Latinx community. To better reach this audience, I set the museum's name in Spanish using type inspired by 19th-century woodblock, then posterized a photograph of a young Frida Kahlo and layered it with Mexican Lotería images and an iconic illustration of Our Lady of Guadalupe.



3-40 Jennifer Morla, *Mexican Museum 20th Anniversary Poster (El Museo Mexicano)*, 1995.
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3-41 Jennifer Morla, *Levi's Poster*, 1998.
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