

2019

'DEERMORGANDESIGN' (Artist Highlight)

Morgan Ibarra

Follow this and additional works at: <https://digitalcommons.calpoly.edu/raw>



Part of the [Art and Design Commons](#)

Recommended Citation

Ibarra, Morgan (2019) "'DEERMORGANDESIGN' (Artist Highlight)," *.RAW Journal of Art and Design*: Vol. 4 : Iss. 3 , Article 10.

Available at: <https://digitalcommons.calpoly.edu/raw/vol4/iss3/10>

This Article is brought to you for free and open access by the Journals at DigitalCommons@CalPoly. It has been accepted for inclusion in *.RAW Journal of Art and Design* by an authorized editor of DigitalCommons@CalPoly. For more information, please contact digitalcommons@calpoly.edu.

DRAW

ARTIST HIGHLIGHT

MORGAN IBARRA • DEERMORGANDESIGN

We recently sat down with Morgan Ibarra, a third year graphic design major, to discuss school, embroidery, her sustainable clothing company deer.morgan design, and more!



"SWEET SNAKE"

So I know you are currently in the Graphic Design concentration but you started in photo. Have you always known you wanted to do creative work?

When I first applied to Cal Poly my senior year I was leaning towards physical therapy because I felt like I had to do something safe job-wise but my parents wanted me to do something that I was always passionate about as long as I went to a four-year college. I didn't know specifically what I wanted to do artistically which is why I started out in photography. I started with photography since I took photographs in high school but it wasn't too hard to switch once I was in.

What caused you to switch?

I really liked my photo classes so I wasn't in a hurry to switch into graphic design plus freshman year there was a lot of overlap within foundation classes. I switched going into winter quarter sophomore year.

How was the transition from Photography to Graphic Design?

Since I had a lot of the same classmates and professors I had taken foundation classes with it didn't really feel that much different. It just took another portfolio review.

What would you tell someone who is also thinking about switching?

Do it sooner than later because a lot of art classes are only offered in certain quarters.

For example, Graphic Design 1 is only offered in the fall so if you miss it freshman year than you have to take it your sophomore year which is when Graphic Design 2 is so it can catch up to you if you're not on top of it.

Do you feel that your background in photography has helped you in your graphic design work?

I think just creativity in general, I was really into conceptual photography so I would take photos and then manipulate them with Photoshop, so already knowing those programs and how to work with images in a way that was less photography and more digital art overlapped in that way.

I know for me that taking these design courses has changed the way I look at everything. Would you say the same?

Definitely, especially with typography which is something I had never noticed before. Now any sign or film credits it is the first thing I notice and I'll notice it if it's off but I'll also notice it if it's really good. I like to geek out over type stuff in that way.

How did you get into embroidery?

I was really into sewing when I was little and would make clothing for my dolls since my mom taught me how to sew. I used to make these little pouches that I would sell in elementary school. However, I didn't touch fabric for a while until senior year of high school when I had thrifted these pair of jeans.



"HEY BUD"



"EITHER OR"



"BLUE BOY"

I had seen this Gucci pair of jeans with a flower and hummingbird on the back and was obsessed with it. I decided I wanted to do that so I got some thread and embroidered a flower onto my jeans. It took a really long time so I didn't do too much embroidery until freshman year of college when I decided to embroider some thrifted things to get back into it. But I didn't start deermorgandesign until this past summer since I had more free time. I had posted on Instagram a design I made to cover up a stain and since it got really positive feedback, it inspired me to embroider more. It's also a nice way to occupy my free time creatively and productively.

Could you give us a rundown on why you started deermorgandesign?

With the thrifted stuff I was getting and the amount of embodied designs I created—I knew that other people were interested in it so it was fun to share my art. Nothing makes me happier to see other people wearing it.

It seems like you like to work with your hands. Do you often get frustrated with the constant hunching over your laptop for graphic design?

Yeah totally, I think that's a good portion of the reason why I started embroidering again because I was also taking a graphic design class over the summer so for six hours a day I was staring at a screen and then the next six I was at work constantly socializing, so when I got home I would want to do something creative. Since it would be too dark and messy to paint, embroidering was easier to pick up. It's definitely nice to take a break from a screen while still being able to do something artistic that ties into it.

Have you found any creative ways to incorporate using your hands into graphic design pieces?

Yeah, in fact we had a project for Typography 2 where we had to design a Griffith Park Shakespeare festival poster. I was really inspired by the DIY start-up they had with

only eleven people and a small stage so I embroidered Shakespeare's face onto a t-shirt, scanned that, and then editing it into a poster with type — it was fun to be able to use my hobby in an actual school project.

If you could only work in one medium for the rest of your life what would it be?

It's hard because I consider myself the jack of all trades. I like a lot of different art mediums equally but I think that if I had to choose one it would be graphic design so that I could find ways to incorporate other mediums into it, like the Shakespeare project for example.

I sell all my embroidered pieces on Instagram at @deermorgan.design and on my etsy account @deermordWgandesign!