

-Back's Against the Wall

-Hesitate

-Our Love

-Sweet Tennessee

-Seasons Colors

-Southern Ground



Artist Statement

Zachariah McElhoo

As a graphic designer my goal is to make beautiful market oriented designs that enhance the products they adorn and endorse. I am a firm believer that rules are meant to be broken and have sought to push the limits of graphic design through use of different mediums. Utilizing alternative production methods have also been a tool in which I have tried to push my comfort level with design.

I have always admired work that makes people stop and look further at the product it accompanies or at the design itself. This is the goal I have strived for in my own work; I want people to stop and examine and wonder about my work. I incorporate both typographical elements into my work as well as illustrative elements in order for a design to be realized to its fullest potential.

Some of the unique ways that I try to push my work is by utilizing digital fabrication production techniques. CNC milling machines, vinyl cutters, and laser engravers are the main machines that I have utilized during my undergraduate career. I have used these machines as tools to accomplish a graphical design that would have been impossible with traditional graphic design methods.

Good clean designing is essential for my designs to succeed and I will often whittle a design down to its bare bones decided what is essential to communicate the essential message and then build it back up. I am an extremely hard worker but having fun is an essential part of how I am and I try not to take myself too seriously. Both of these elements can be seen in my work with playful but precise elements incorporated into them. I always like my work to speak louder than my own words so I hope you enjoyed or enjoying looking at it.

| | <u>Title</u> | <u>Media</u> |
|-------------------|-----------------------|---------------------|
| Figure 1: | Goggles | Graphic design |
| Figure 2: | Spirograph | Graphic design |
| Figure 3: | Judah & The Lion | Graphic design |
| Figure 4: | Judah & The Lion | Graphic design |
| Figure 5: | Judah & The Lion | Graphic design |
| Figure 6: | Logotype | Graphic design |
| Figure 7: | Corporate type | Graphic design |
| Figure 8: | Meet Me | Graphic design |
| Figure 9: | Chromatic Acoustic | Graphic design |
| Figure 10: | Tag | Graphic design |
| Figure 11: | Caddy | Graphic design |
| Figure 12: | Miracle at Kitty Hawk | Graphic design |



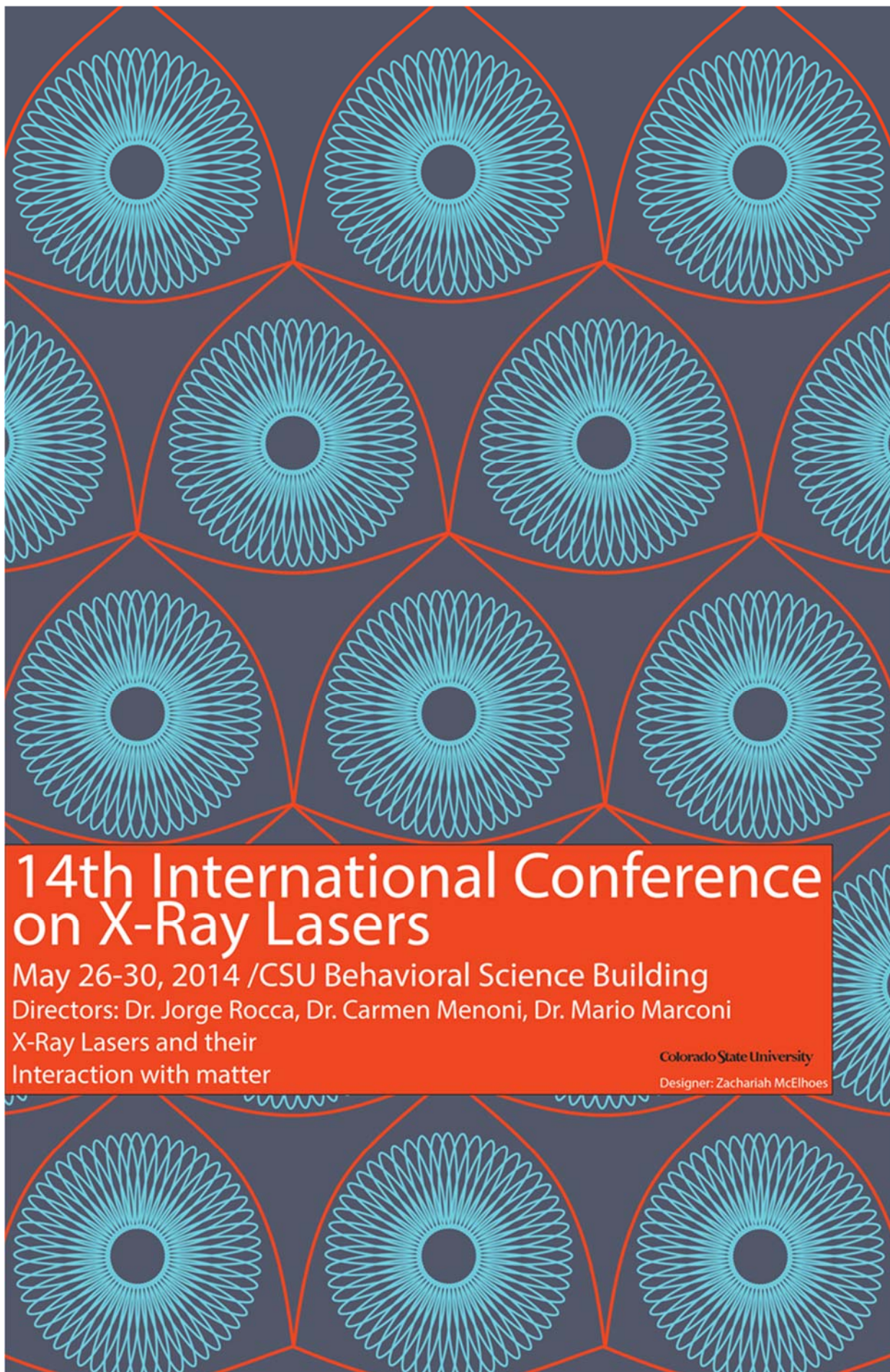
14TH International Conference on X-Ray Lasers

X-Ray Lasers and their
Interaction with matter

May 26-30, 2014 /CSU Behavioral Science Building
Directors: Dr. Jorge Rocca, Dr. Carmen Menoni, Dr. Mario Marconi

Colorado State University
Designer: Zachariah McElhoes

Figure 1: Goggles.



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Figure 2: Spirograph.



Figure 3: Judah & The Lion.



Figure 4: Judah & The Lion.



Figure 5: Judah & The Lion.

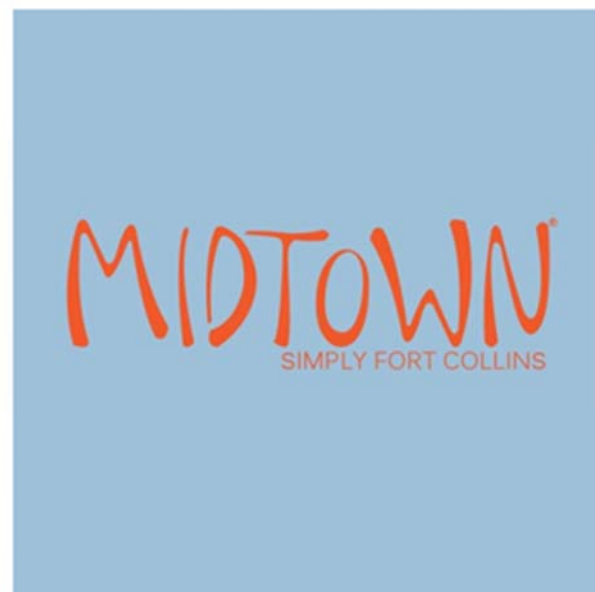
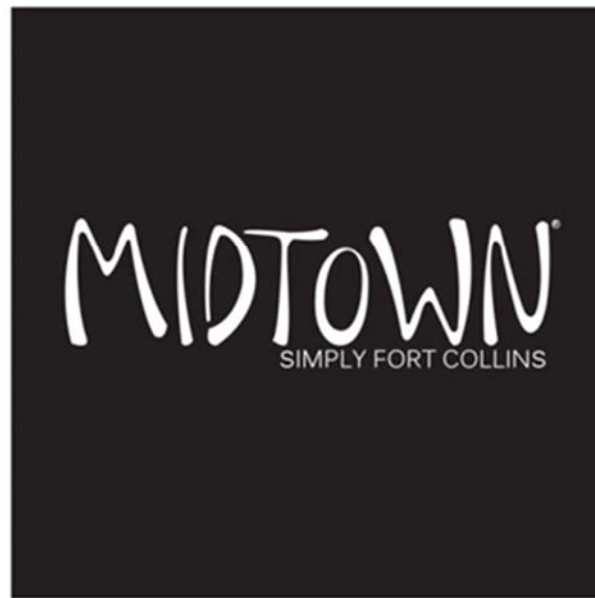


Figure 6: Logotype.

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

! : ; ? &

0 1 2 3 4 5 6 7 8 9

81 Point Typeface

MIDTOWN
SIMPLY FORT COLLINS

Design: Zach McElhoes

Figure 7: Corporate type.



Figure 8: Meet me.

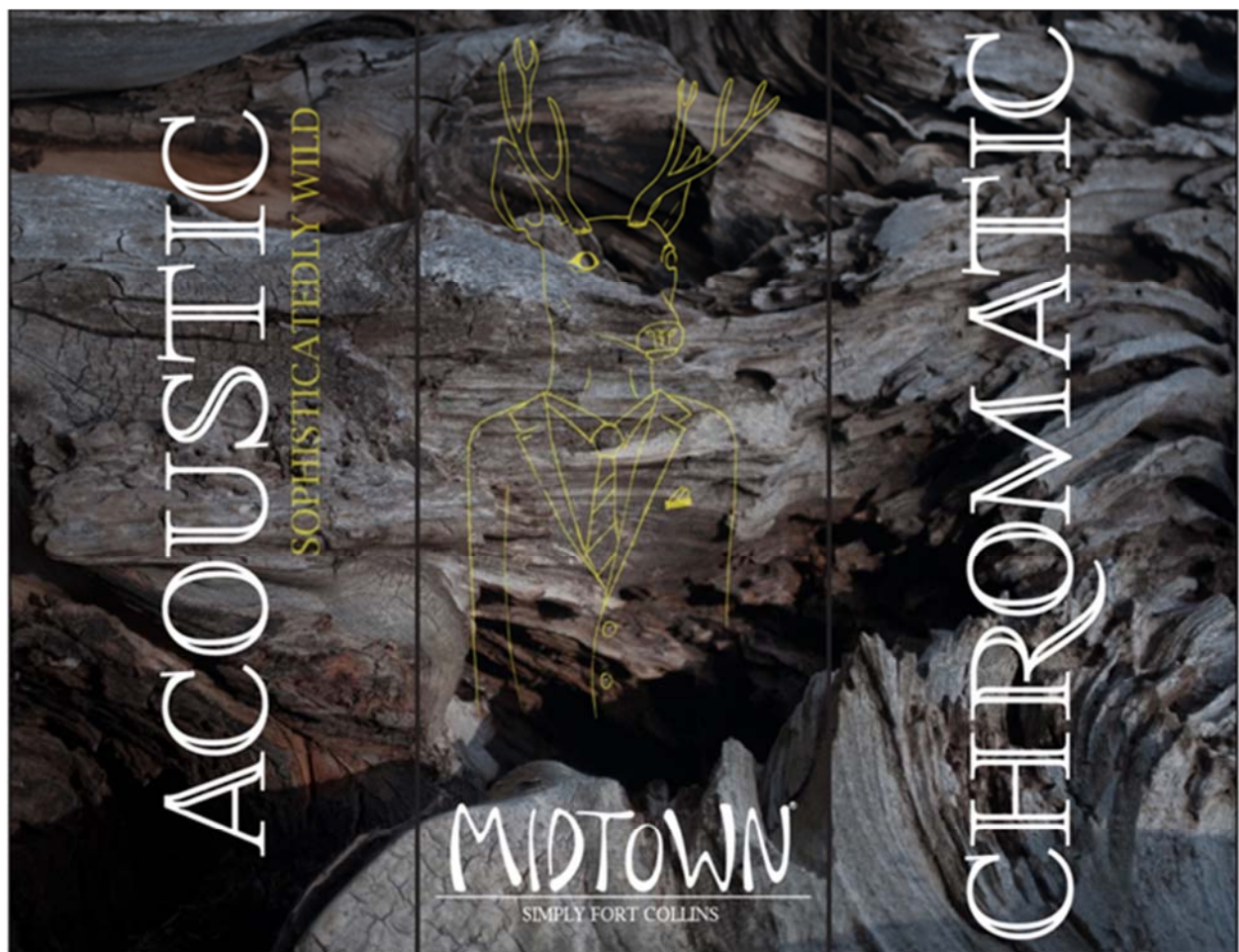


Figure 9: Chromatic Acoustic.

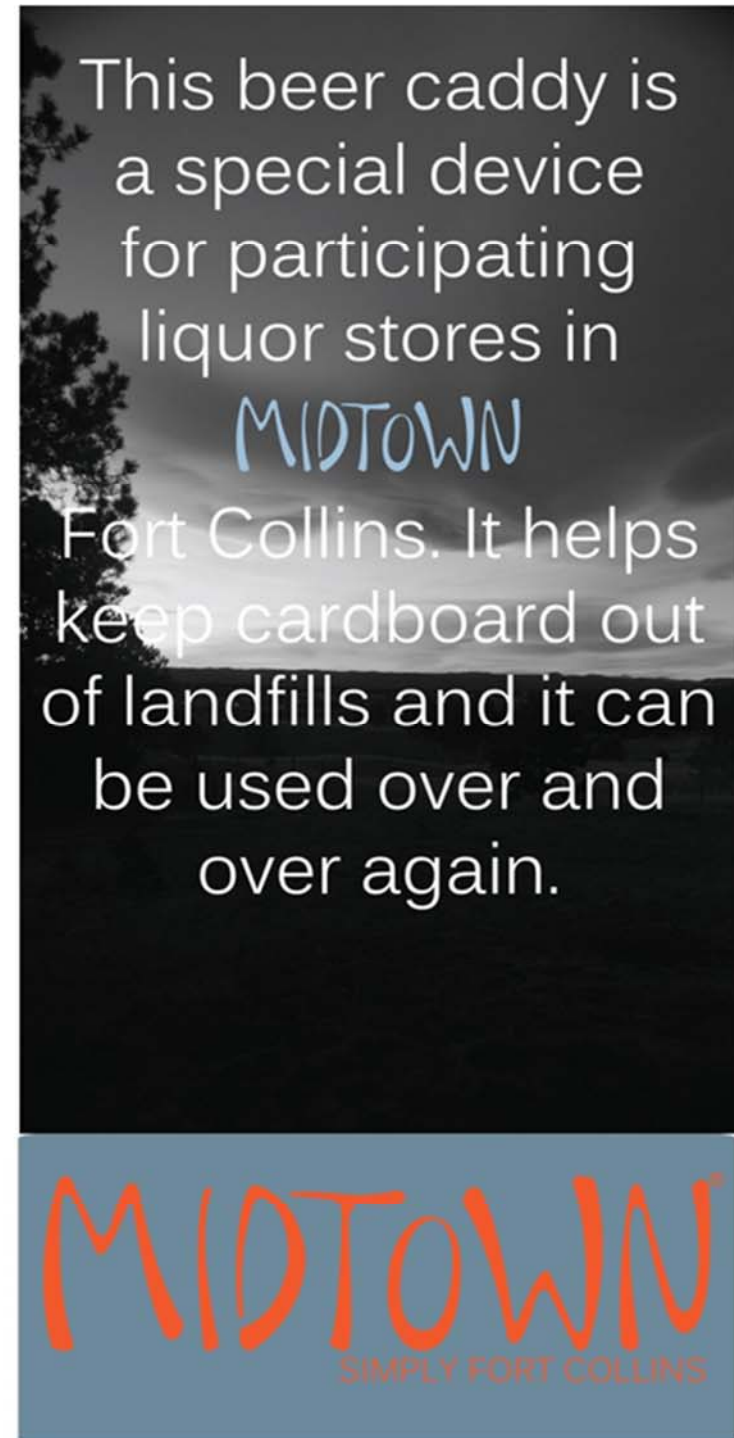


Figure 10: Tag.



Figure 11: Caddy.

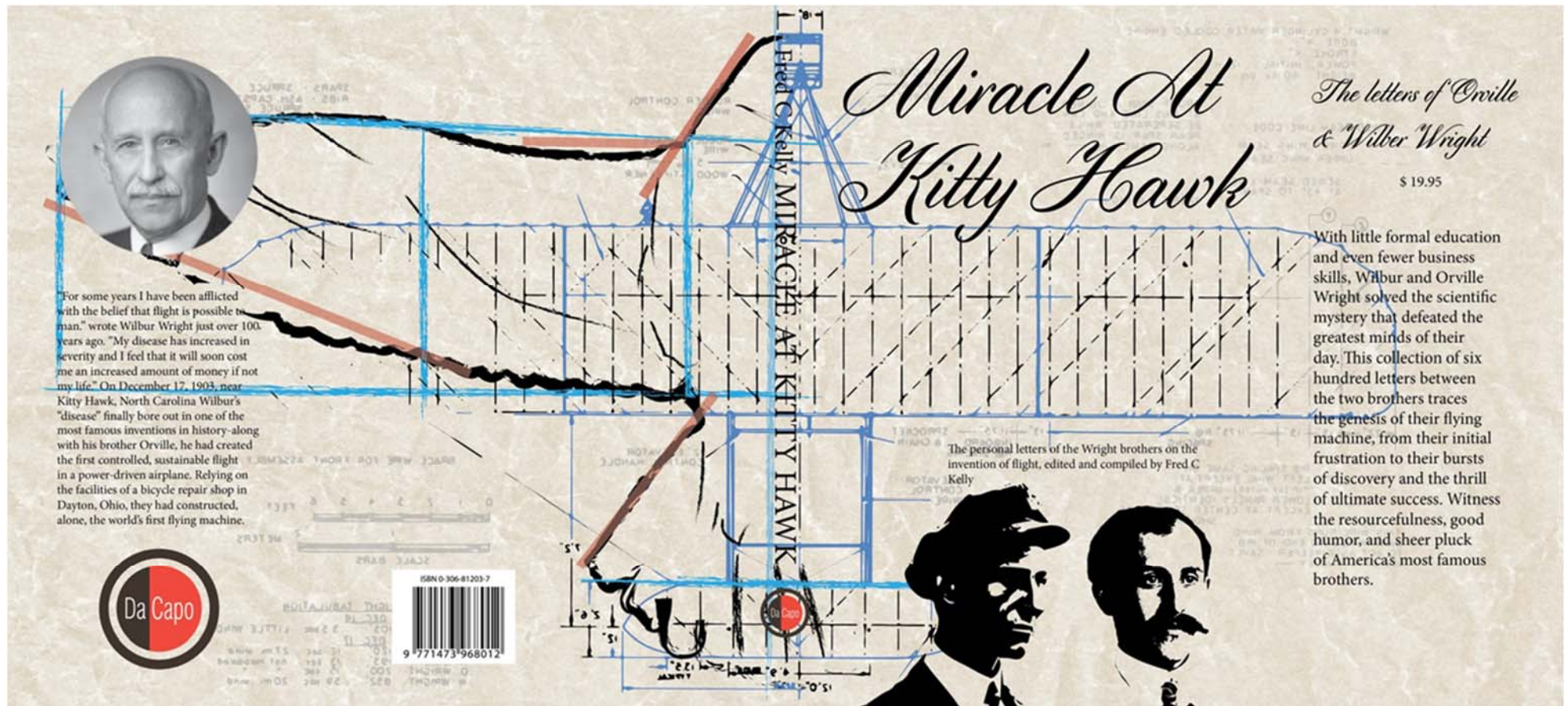


Figure 12: Miracle at Kitty Hawk.