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# **Artist Statement**

### **Allison Shaw**

It is said that "a picture is worth a thousand words", however, the quantity of words a graphic designer needs is often no more than a few. Within design and form, we create impact. Shapes, colors, and texture are all elements used to evoke a response. The impact and response that comes from art is what pushes me to pursue graphic design, the art of visual communication.

The body of work I have created over the course of my college career helped me discover how I can say a lot, with only a little. I embrace the simple shapes and explore the innovative solutions they possess. A shape as simple as a circle communicates unity and endurance. A square represents balance and stability. A visual identity gives clients a voice and an opportunity to say much with little.

My passion is to help people. Whether it is simply holding a door open or volunteering for a good cause, I want to use my abilities toward the good of the people. My abilities in graphic design are no exception. As I continue with graphic design, I aspire to help even more people who are in need of a creative eye and create an impact worth a thousand words.

	<u>Title</u>	<u>Media</u>	Original Format
Figure 1:	Midtown Logos	Graphic Design	Digital file, 11 in. x 17 in.
Figure 2:	Midtown Letterhead	Graphic Design	Digital file, 11 in. x 17 in.
Figure 3:	Midtown Letterhead (detail)	Graphic Design	Digital file, 8.5 in. x 11 in.
Figure 4:	Midtown Envelope (detail)	Graphic Design	Digital file, 9.5 in. x 4.125 in.
Figure 5:	Midtown Business Card (detail)	Graphic Design	Digital file, 3 in. x 2 in.
Figure 6:	Midtown Infographic	Graphic Design	Digital file, 11 in. x 17 in.
Figure 7:	Midtown MAX Infographic	Graphic Design	Digital file, 11 in. x 17 in.
Figure 8:	Midtown Package	Graphic Design	Digital file, 3 in. x 3 in. x 7 in.
Figure 9:	Midtown Cups	Graphic Design	Digital file, 3 in. x 3 in. x 7 in.
Figure 10:	Estes Park Music Festival Logos	Graphic Design	Digital file, 11 in. x 5 in.
Figure 11:	Estes Park Music Festival Poster	Graphic Design	Digital file, 11 in. x 17 in.
Figure 12:	Estes Park Music Festival DVD+CD Case	Graphic Design	Digital file, 5 in. x 0.25 in. x 7 in.
Figure 13:	Estes Park Music Festival DVD+CD Booklet	Graphic Design	Digital file, 4.75 in. x 4.75 in.
Figure 14:	Estes Park Music Festival CDs	Graphic Design	Digital file, 4.7 in. x 4.7 in.
Figure 15:	Strangers Book Cover	Graphic Design	Graphite, colored pencil, digital media, 20.5 in. x 9.25 in.
Figure 16:	Catalina Mailer Side A	Graphic Design	Digital file, 17 in. x 11 in.
Figure 17:	Catalina Mailer Side B	Graphic Design	Digital file, 17 in. x 11 in.

Figure 18:	Hard Target Article
Figure 19:	Texture
Figure 20:	Zeester Logos
Figure 21:	Zeester Letterhead
Figure 22:	Zeester Typeface
Figure 23:	Zeester Annual Report

Graphic Design	Digital file, 17 in. x 11 in.
Graphic Design	Digital file, 17 in. x 11 in.
Graphic Design	Digital file, 5 in. x 5 in.
Graphic Design	Digital file, 17 in. x 11 in.
Graphic Design	Digital file, 11 in. x 23 in.
Graphic Design	Digital file, 11 in. x 23 in.

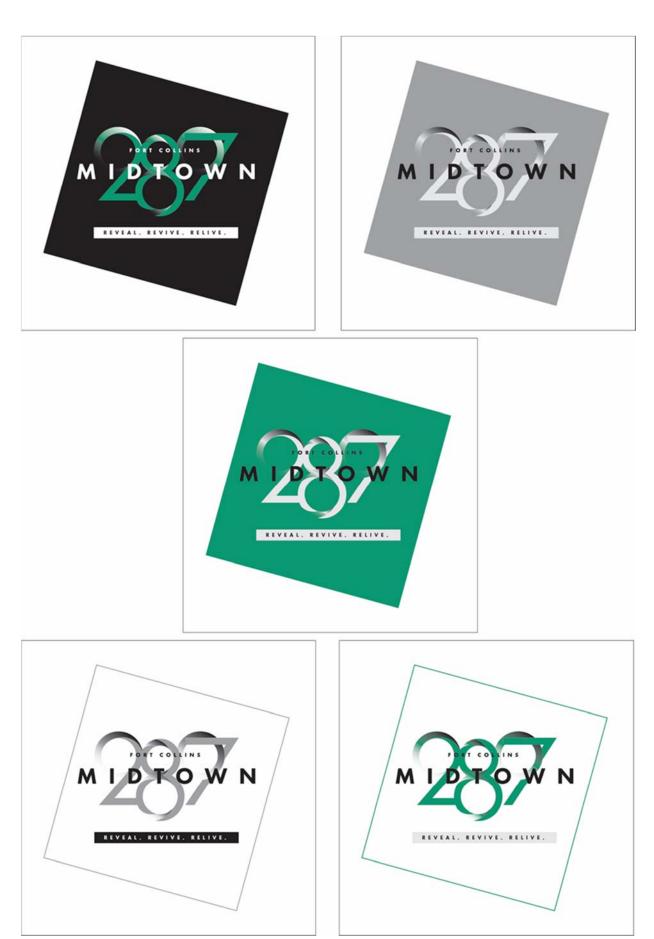


Figure 1: Midtown Logos.



Figure 2: Midtown Letterhead.



Figure 3: Midtown Letterhead (detail).

#### REVEAL. REVIVE. RELIVE.

Fort Collins Planning, Development and Transportation 281 N. College Ave. Fort Collins, CO 80524



Figure 4: Midtown Envelope (detail).



# **Allison Shaw**

Director Fort Collins Planning, Development and Transportation 281 N. College Ave. Fort Collins, CO 80524 970.221.6601 www.fcgov.com **FORT COLLINS** 





Midtown plans on using alternative, environmentally-friendly building materials.

60% of all Fort Collins jobs are located within one mile of the Mason Corridor.

Be sure to check out the excitment in Central Midtown including local festivals and Public Art features.

> Northern Midtown's gardenthemed area intersects with Spring Creek Trail connecting to various wonderful parks.



Emerging businesses in Lower Midtown reflect the city's innovative energy and growth economically.



The addition of new sidewalks and bike paths will provide safer mobility conditions for all who visit Midtown.

Updated landscaping will include many low-water, native shrubs, and perennials along sidewalks.

Busing to work in Midtown is now easier with the addition of the MAX Bus Rapid Transfort Service.

Popular chain grocery store Trader Joe's will be making its debut in Midtown soon. Figure 6: Midtown Infographic.

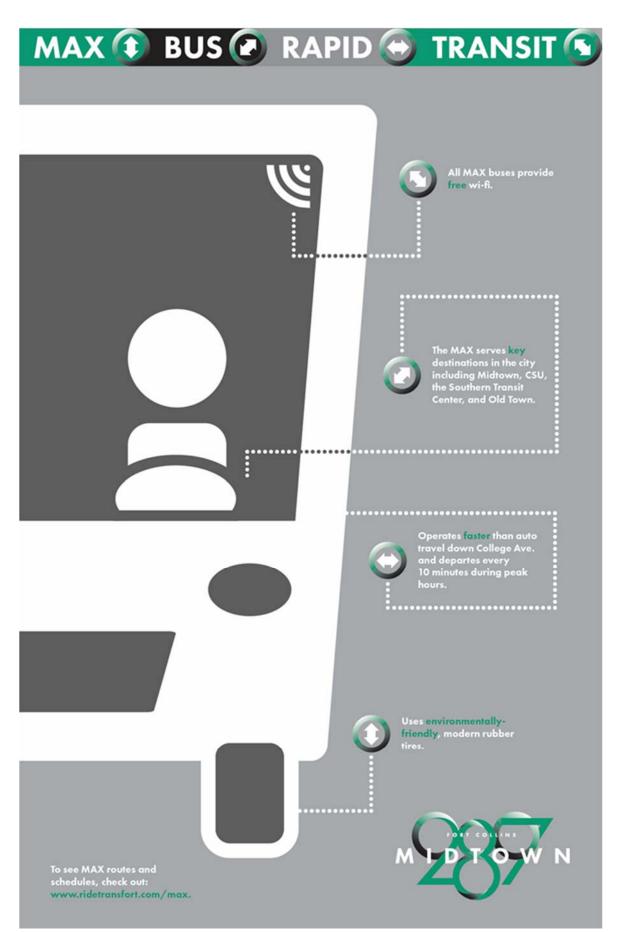


Figure 7: Midtown MAX Infographic.



Figure 8: Midtown Package.



Figure 9: Midtown Cups.





Figure 11: Estes Park Music Festival Poster.



Figure 12: Estes Park Music Festival DVD+CD Case.





Figure 14: Estes Park Music Festival DVD+CD Booklet.



Figure 14: Estes Park Music Festival CDs.



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#HaperCollow

Figure 15: Strangers Book Cover.

"An insert bio study of psychological terture and how fine the membrane is between narriality and the underlying darkness." "Tons freech, New Job Taxes

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PATRICIA HIGHSMITH

# Strangers <sup>n</sup>a Train

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# HISTORY OF CATALINA >>

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CATALINA

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THE RECEIPT OF A DESCRIPTION OF A DESCRI

Figure 16: Catalina Mailer Side A.



# **ACCOMODATIONS >>**



#### HOTELS

CATALINA ISLAND SEACREST INN 201 CLARISSA AVENUE AVALON, CA 90704 WORK PHONE: 310-510-0800

THE INN ON MT. ADA 398 WRIGLEY ROAD AVALON, CA 90704 WORK PHONE: 310-510-2030

PAVILION HOTEL 513 CRESCENT AVENUE AVALON, CA 90704 WORK PHONE: 877-778-8322

CATALINA BOAT HOUSE HOTEL 200 MARILLA AVENUE AVALON, CA 90704 WORK PHONE: 310-510-1078 CATALINA CANYON RESORT & SPA BBB COUNTRY CLUB ROAD AVALON, CA 90704 0736 WORK PHONE: 310-510-0325

GLENMORE PLAZA HOTEL 118 SUMNER AVENUE AVALON, CA 90704 0155 WORK PHONE: 310-510-0017

HOTEL ATWATER 125 SUMNER AVENUE AVALON, CA 90704 WORK PHONE: 877-778-8322

FIND MORE HOTELS, PRICING, REVIEWS AND BOOKINGS AT WWW.CATALINACHAMBER.COM.

# **UPCOMING 2015 EVENTS >>**

MAY	JUNE	JULY	AUGUST
5/2	6/13	7/4	8/26
22ND ANNUAL	CATALINA ISLAND	ANNUAL 4TH OF	KID'S FISHING DERBY
CATALINA ISLAND	SUMMER CONCERT	JULY PARADE	
RUGBY FESTIVAL	SERIES ON WRIGLEY	DINNER AT THE	8/12
	PLAZA STAGE	CASINO BALLROOM,	CATALINA FILM
5/2		FIREWORKS DISPLAY	SOCIETY AWARDS
KENTUCKY DERBY	6/19		
DAYS AT EL GALLEON	FATHER'S DAY	7/12	8/24
	WEEKEND AT THE	CATALINA FILM	36TH ANNUAL BOAT
5/8-5/10	"M" BY ZEST	SOCIETY	RACE TOURNAMENT
CATALINA ISLAND	CATERING & EVENTS		
SOCCER CAMP			
	6/20		
5/16	FAMILY SPORTS DAY	KEEP UP WITH UPCOMING EVENTS AT WWW.CATALINACHAMBER.COM/EVENTS.	
THE AVALON BALL	AT TWO HARBORS		

Figure 17: Catalina Mailer Side B.

HARD TARGET

## WRITTEN BY BRENDAN I. KOERNER Illustration by Allison Shaw

BECAUSE IT'S SO late on a Monday alternoon, there is a lattent vole mode the University of Washington locture hall where Jim Chion is about to speak. The malence consists of a few dozen grind students straiggling with end-of-day fatigue. They scarf down free chocolate-chank covdies as they propure to take notes, but sugge can sharpen mestal altertures only so much. The talk they'we come to hear, part of a bowerdy series on current topics in meanscienci, downit exactly seem like edge-of-processon material. Others first dyle scheredenses h to a regulated photograph of an adorable

That insert came to Olion in 1995, bock when Olion was just starting for one or poliatric caucilegat and caucer researcher. For four yoars, the declar the Higden with successive rounds of chemothempy and major supervise but anthing could use the boy's life. Ohen to'ls the maliume the data or inthe bock row at Higden's memorial service, listening to the speakers express their pairs, he had an epiphany adorthis scientific protection.

Infort Tablet

"I decided that I would never design an experiment just to get grants or publications or promotions..."

"I decided that I would never design an experiment just to get greats or publications or promotions," says the 51-your-old Olion, whose raddy completion and Midwestern geniality give him the same of a hip youth minister. "Every experiment I cour did was going to be to make same that other beys and girls didth have to go through what

had game through " Having been cought off gaved by the emotional walkey of his opening news. Oboid andence stays ray a his goes on to describe a docade-long quot to whe one of the most weing problems in oncology; the fact that a tamor's pecare boundaries are merily impossible to define during surgery. A prosperative J000 provides only a rough guide to a turner's finary edges, the scans often size a bratal cach-22. Either cut out any suspicious tissue, an approach that can lead to debifiniting side effects, or risk leaving behind malignant cells that will eventually kill the potent. Obsen talls the stadents that he finally has a solution. His laboratory at the

renowned Fred Hatchinson Cancer Research Center, located just down the

road by South's Lake Union, has developed a compound that appears to

pinpoint allof the multipaint cells in a pariant's body it gives those cells a benght fluorescent shorts, so that surgreens can easily spot them in the operating recent. Oben calls the product Timore Paint, and it comes with a surgeting twist. The compound's main ingredient is a molecule that is found in the stinger of Leiserus quinquestratus, a potent little minul more popularly known as the doubtabler scorpion.

"...chlorotoxin didn't attach just

to brain tumors—it grabbed onto all sorts of cancers..."

A SCORPION-VENOM CONCOCTION that makes tamors glow search almost toe outlandish to be true. In fact, Ohen explains, that's what translided the big grant-smaking organizations when he came to them for finding. But when those organizations denvined his ideas as too bazero, Ohen started accepting dotations from individuals—particularly the findings of current and former potentis—quickly naming \$5 million for his research. It was a look and unprecedented textic: Thoogh patients and ther finniles are often aiked to donate to foundations with broad goale. Ohen mised memory for en specific, unstood becknology—a much raking gendble. But then its his efforts, Ohoris flacescent scorepoin textin is now in Plane 1 clinical trade, impressive accomptiments for a compound with such a peopler income. The University of Washington stadents are closely awally the seek. THIS IS HARDLY THE FIRST crowd that Olson has detailed with the story of Timor Patti. For the patt few prace, he has been detained with the story of Timor Patti. For the patt few prace, he has been detailed with the story of Timor Patti. For the patt few prace, he has been detailed with the story of Timor Patti. For the patt few pragment measure of fame-meagle, for example, so that he was fontand in a short documentary that screened at the 2013 Stadaute Film Festival. They've also surfaces to result few predictions project which where they can male down the two sets to patt.

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WIRED MAGAZINE APRIL 20, 2015 | 098

Figure 18: Hard Target Article.



Figure 19: Texture.



Figure 20: Zeester Logos.



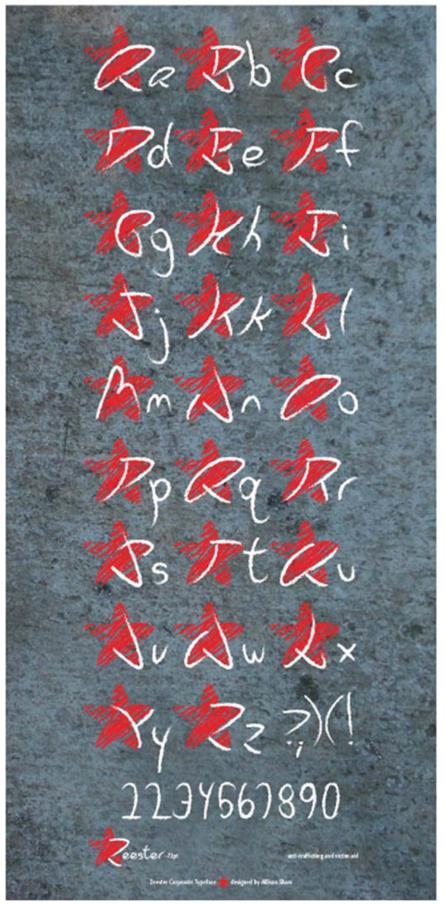


Figure 22: Zeester Typeface.

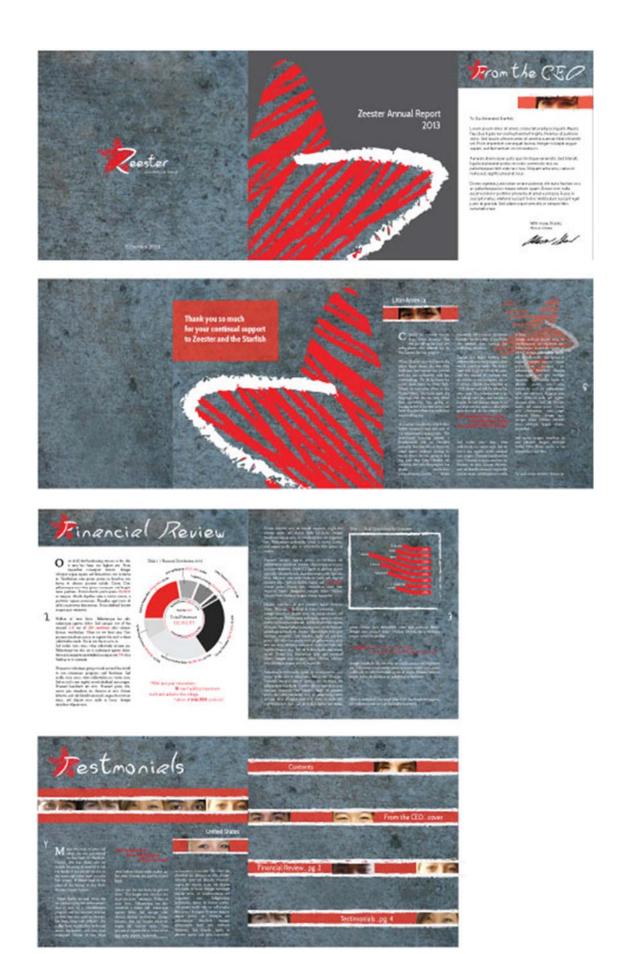


Figure 23: Zeester Annual Report.