



## **Artist Statement**

**Chris Finlayson**

As a graphic designer in the modern world, I strive to be as versatile as possible. I want to be able to excel whatever situation a client may desire of me. I feel that my portfolio demonstrates my skillsets, from typography, layout design, vector artwork, hand-drawn work, as well as Photoshop work. When it comes to design, I aim to make pieces that are clean, deliberate, easy to read, fun to look at, and above all else, functional.

My artwork shown here consists of two branding projects, one for a political party, "The Anarchist Party" and the other for "Pueo Hawaiian Coffee Plantation." They contain: logos, stationary, posters, ads, brochures, games, packaging, and website design; they show my ability to create a cohesive and consistent brand. In between the branding projects, I have what ranges from an iPad app, to posters, a magazine article, an email marketing campaign, and even a 12" vinyl record album cover.

I have loved my time at CSU and am anxious to begin my career in graphic design/marketing. I hope you enjoy my work.

Thank you for your time,

Chris Finlayson

<b><u>Title</u></b>	<b><u>Media</u></b>
<b>Figure 1:</b> Anarchist Logo	Graphic Design
<b>Figure 2:</b> Anarchist Posters	Graphic Design
<b>Figure 3:</b> Anarchist Magazine Ads	Graphic Design
<b>Figure 4:</b> Anarchist Game Board	Graphic Design
<b>Figure 5:</b> Anarchist Website	Graphic Design
<b>Figure 6:</b> War of the Worlds iPad App	Graphic Design
<b>Figure 7:</b> Frankenstein 12 inch Record	Graphic Design
<b>Figure 8:</b> Contempt and Sadness	Graphic Design
<b>Figure 9:</b> CSU Online MBA Email Marketing Campaign	Graphic Design
<b>Figure 10:</b> Cardiovascular Research at CSU	Graphic Design
<b>Figure 11:</b> Unity Poster	Graphic Design
<b>Figure 12:</b> The Places We'll Go-Magazine Article Spread	Graphic Design
<b>Figure 13:</b> Pueo Hawaiian Coffee Plantation Logo	Graphic Design
<b>Figure 14:</b> Pueo Hawaiian Coffee Plantation Stationary	Graphic Design
<b>Figure 15:</b> Pueo Hawaiian Coffee Plantation Poster	Graphic Design
<b>Figure 16:</b> Pueo Hawaiian Coffee Plantation Brochure	Graphic Design
<b>Figure 17:</b> Pueo Hawaiian Coffee Plantation Packaging	Graphic Design
<b>Figure 18:</b> Pueo Hawaiian Coffee Plantation Website	Graphic Design



Figure 1: Anarchist Logo.

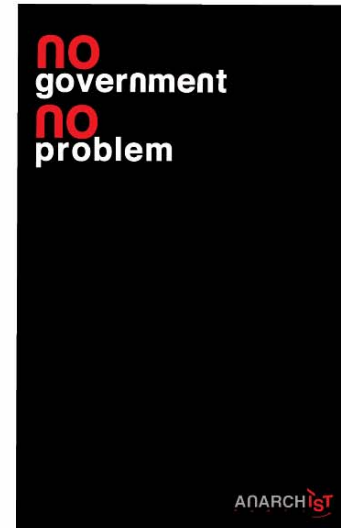


Figure 2: Anarchist Posters.



Figure 3: Magazine Ads.



# MONEY HUNGRY HYPOCRITES



Figure 4: Anarchist Game Board.



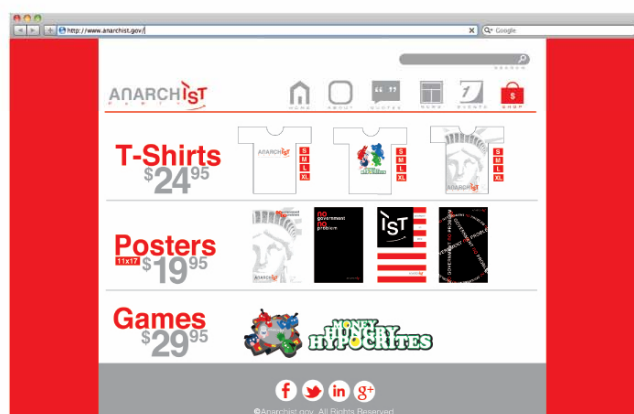
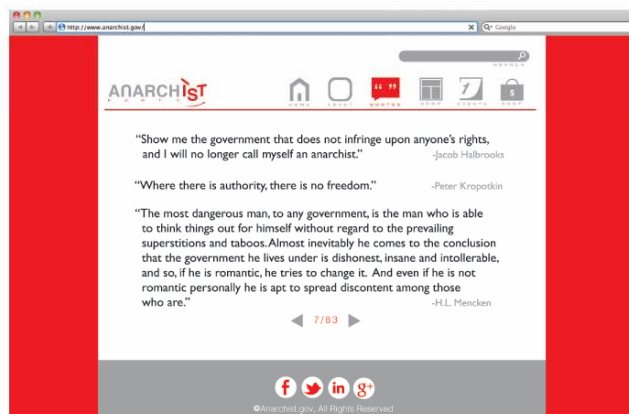
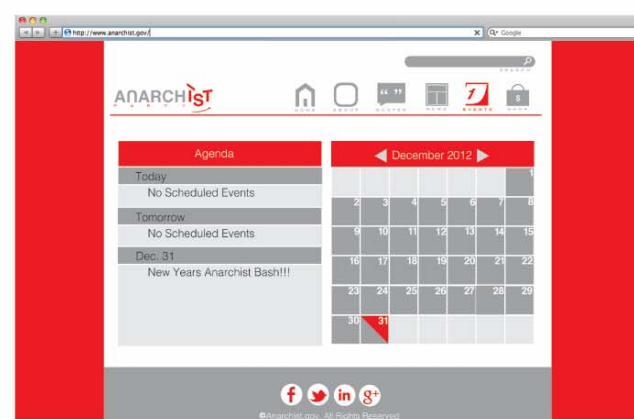
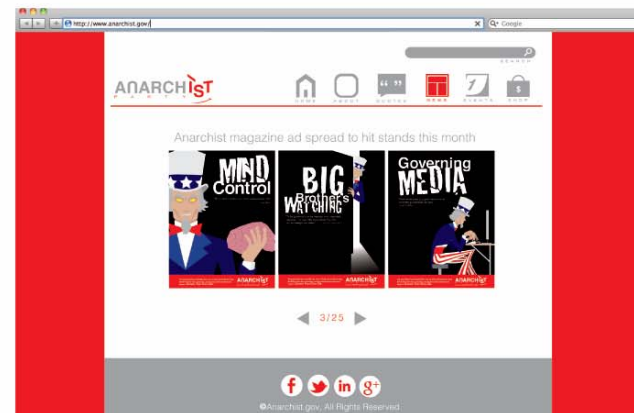


Figure 5: Anarchist Website.



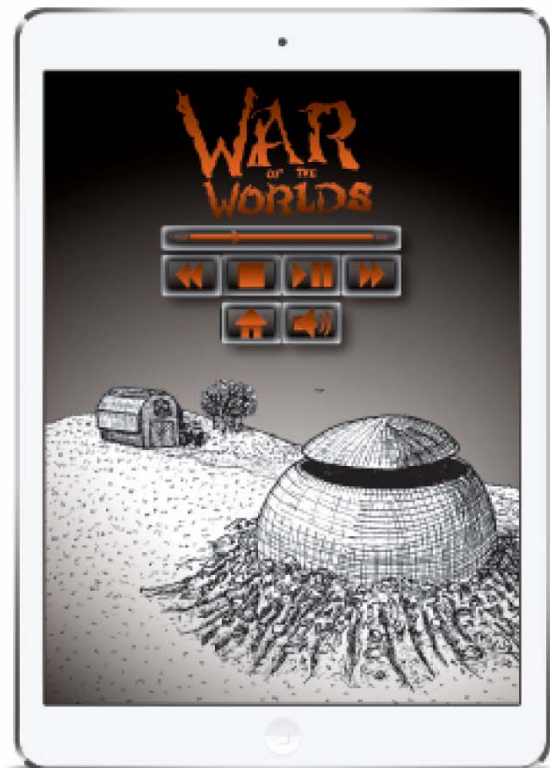
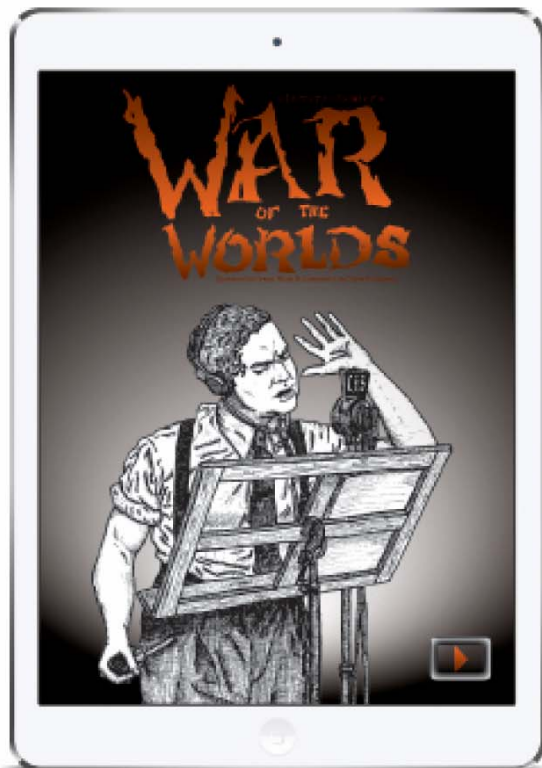


Figure 6: War of the Worlds iPad App.



Figure 7: Frankenstein 12 inch Record.



Figure 8: Contempt and Sadness.



John Smith,  
As a prospective student, pursuing an MBA degree, we are excited to invite you to



Colorado State University  
COLLEGE OF BUSINESS

An  
**ONLINE  
MBA  
PROGRAM**  
that  
**FITS  
your  
LIFE**



**ACCREDITED  
DEGREE**

**ENGAGING  
EXPERIENCE**



**FLEXIBLE  
SCHEDULE**

**PROVEN  
VALUE**



**WORTHWHILE  
INVESTMENT**

With an Online MBA from Colorado State University you receive more than just an education from an internationally accredited program. You also get the means to differentiate yourself in a competitive work environment, the network and resources of the collaboration built throughout the program and the tools you need to propel your career – all within an online format completely flexible with your schedule

**FOLLOW US**



**FOLLOW US**

Unsubscribe from emails

Figure 9: CSU Online MBA Email Marketing Campaign.



**MOLECULES, MODELS & MANKIND**  
**CARDIOVASCULAR**  
**RESEARCH AT CSU**  
**CSU RESEARCH COLLOQUIUM**

**4-5**  
**APRIL**  
HILTON FORT COLLINS  
425 WEST PROSPECT RD

Colorado State University

Figure 10: Cardiovascular Research at CSU.

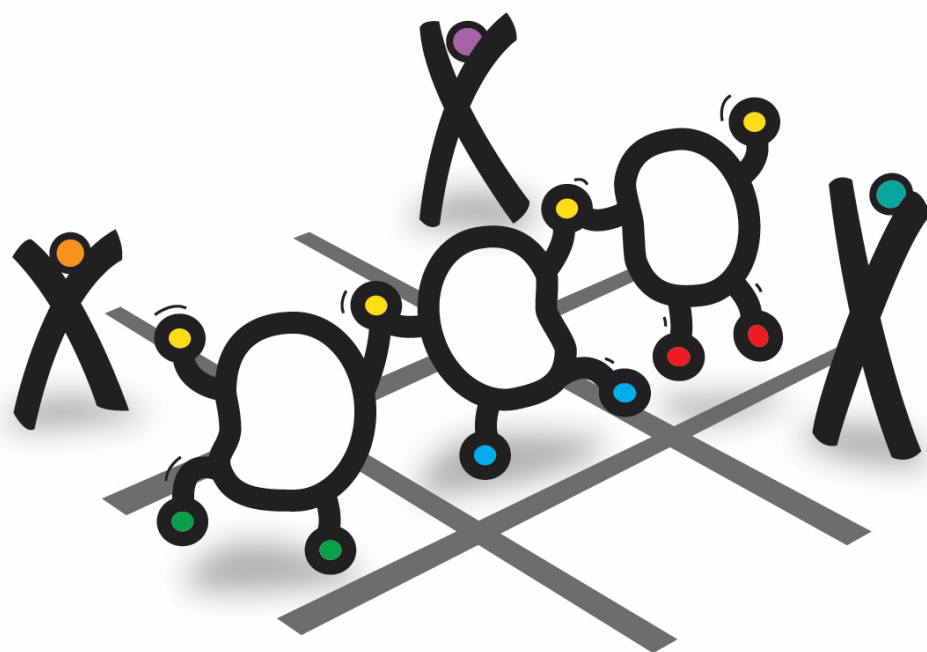
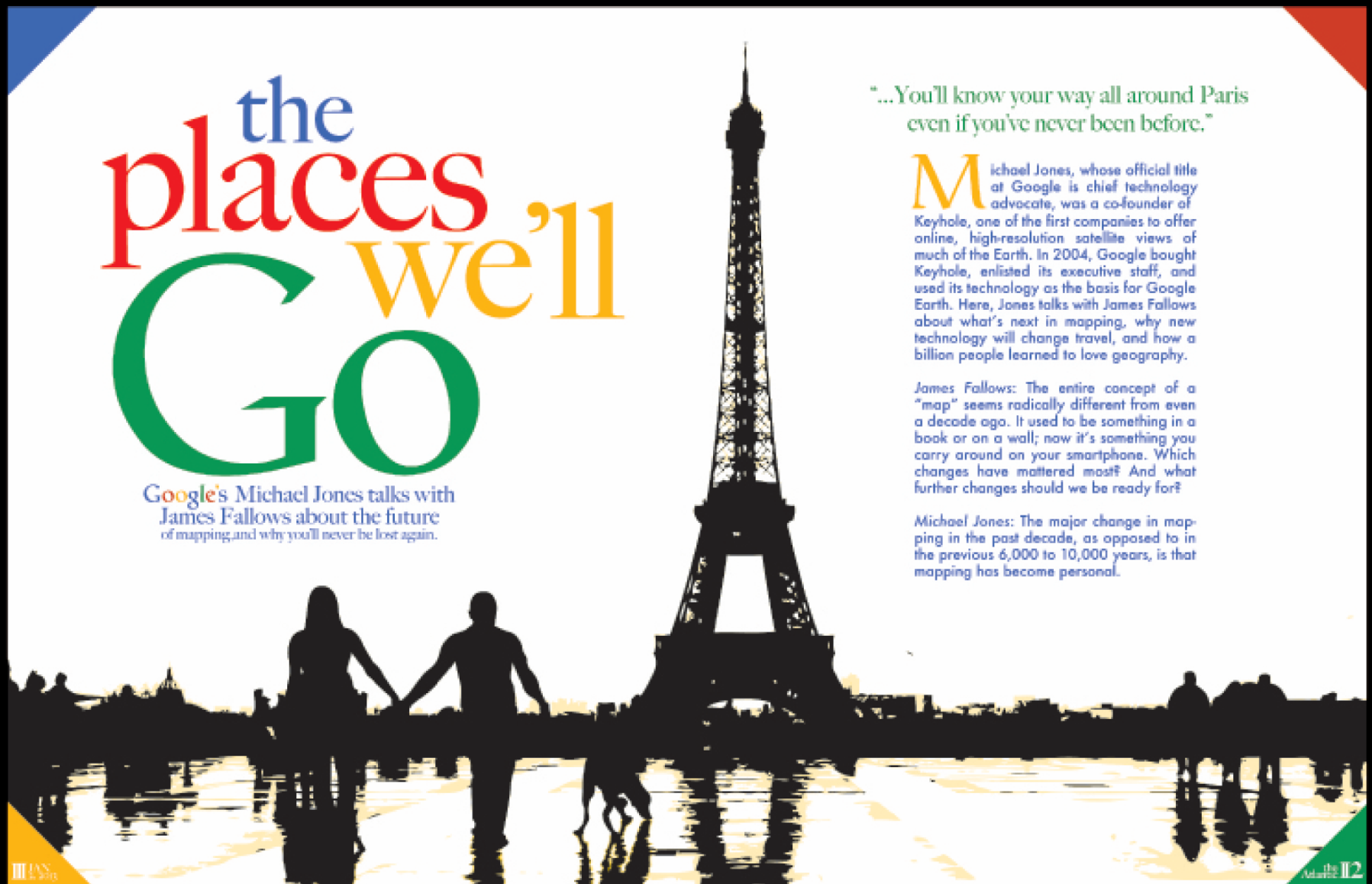


Figure 11: Unity Poster.



# the places we'll GO

Google's Michael Jones talks with  
James Fallows about the future  
of mapping and why you'll never be lost again.

"...You'll know your way all around Paris  
even if you've never been before."

**M**ichael Jones, whose official title at Google is chief technology advocate, was a co-founder of Keyhole, one of the first companies to offer online, high-resolution satellite views of much of the Earth. In 2004, Google bought Keyhole, enlisted its executive staff, and used its technology as the basis for Google Earth. Here, Jones talks with James Fallows about what's next in mapping, why new technology will change travel, and how a billion people learned to love geography.

*James Fallows:* The entire concept of a "map" seems radically different from even a decade ago. It used to be something in a book or on a wall; now it's something you carry around on your smartphone. Which changes have mattered most? And what further changes should we be ready for?

*Michael Jones:* The major change in mapping in the past decade, as opposed to in the previous 6,000 to 10,000 years, is that mapping has become personal.

Figure 12: The Places We'll Go-Magazine Article Spread.





Figure 13: Pueo Hawaiian Coffee Plantation Logo.

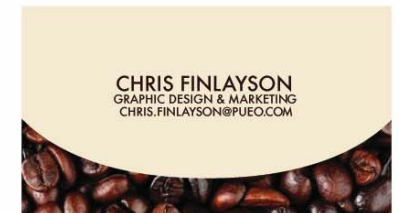
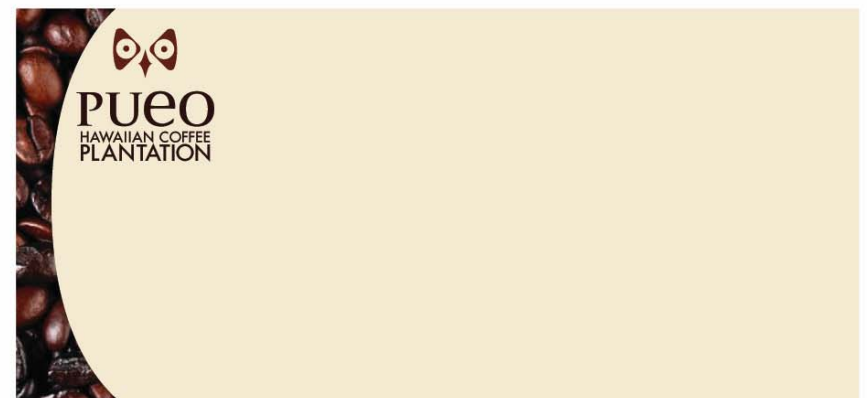
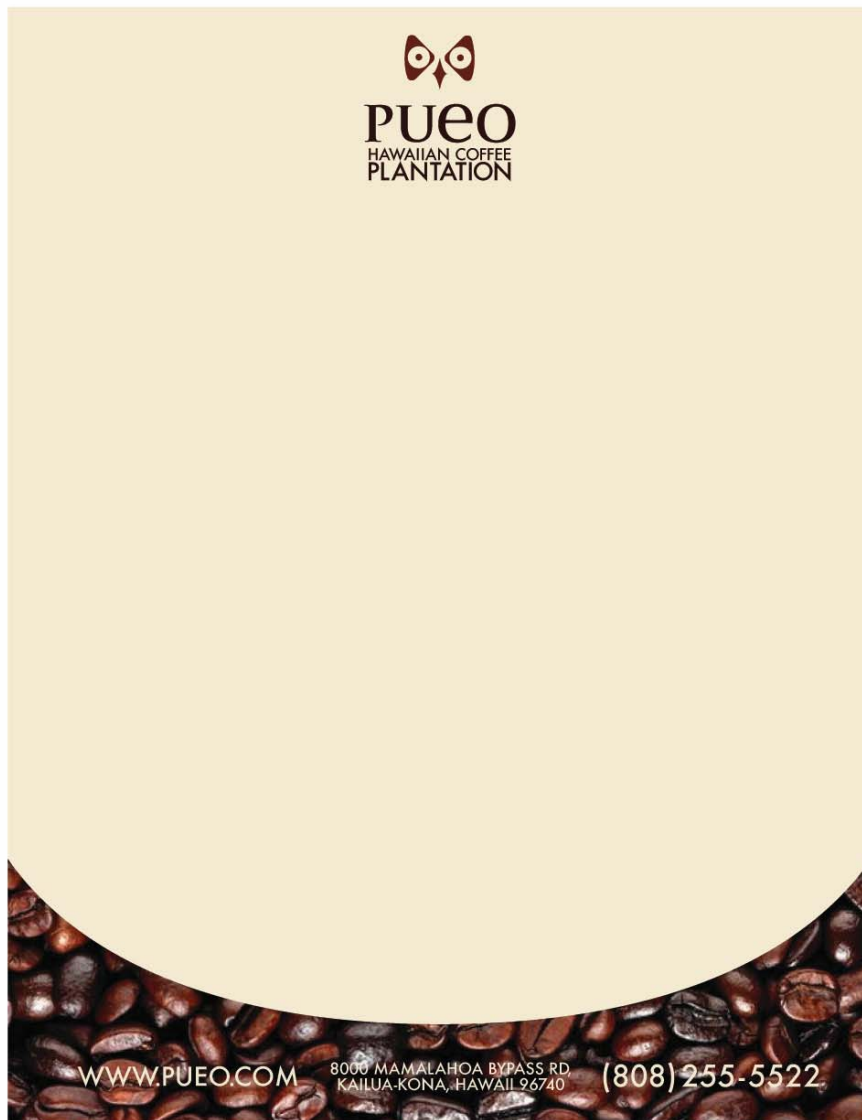


Figure 14: Pueo Hawaiian Coffee Plantation Stationary.



[WWW.PUEO.COM](http://WWW.PUEO.COM)

8000 MAMALAHOA BYPASS RD,  
KAILUA-KONA, HAWAII 96740

(808) 255-5522

Figure 15: Pueo Hawaiian Coffee Plantation Poster.

# PUEO

## ABOUT US

Over 50 years ago, Pueo started out as a small, local bean farm. Today we have blossomed into a beloved, world-wide coffee plantation. Even with our humble beginnings, we always had great aspirations. In an effort to help save the pueo owl, we are happy to announce the opening of the world's largest owl sanctuary. We have also just finished building a Five-star hotel and resort for our visitors to stay and personally interact with the endangered species. We hope you will come and experience the Pueo way of life.

With much gratitude, mahalo.



# PUEO

## HAWAIIAN COFFEE PLANTATION

# ENJOY THE VIEW DRINK OUR BREW SAVE THE FEW




WWW.PUEO.COM  
(808) 255-5522  
8000 MAMALAOHA BYPASS RD,  
KAILUA-KONA, HAWAII 96740

# ENJOY THE VIEW

Stay at our breath-taking, Five-Star, Ocean-side Hotel & Resort.

Dine at our nightly luas, where both entertainment and food are in great supply.

Daily tours given by locals.

# DRINK OUR BREW

Experience an array of flavors at our world class tasting garden.

Take lessons from our specially trained baristas.

See how it is all made with exclusive tours of our plantation.

# SAVE THE FEW

We Invest 5% of all profits to "The Pueo Owl Sanctuary," the world's largest owl sanctuary, located right on our very own plantation.

Work side-by-side with our Owl Specialists.






# PUEO

## HAWAIIAN COFFEE PLANTATION

Figure 16: Pueo Hawaiian Coffee Plantation Brochure.





Figure 17: Pueo Hawaiian Coffee Plantation Packaging.



Figure 18: Pueo Hawaiian Coffee Plantation Website.