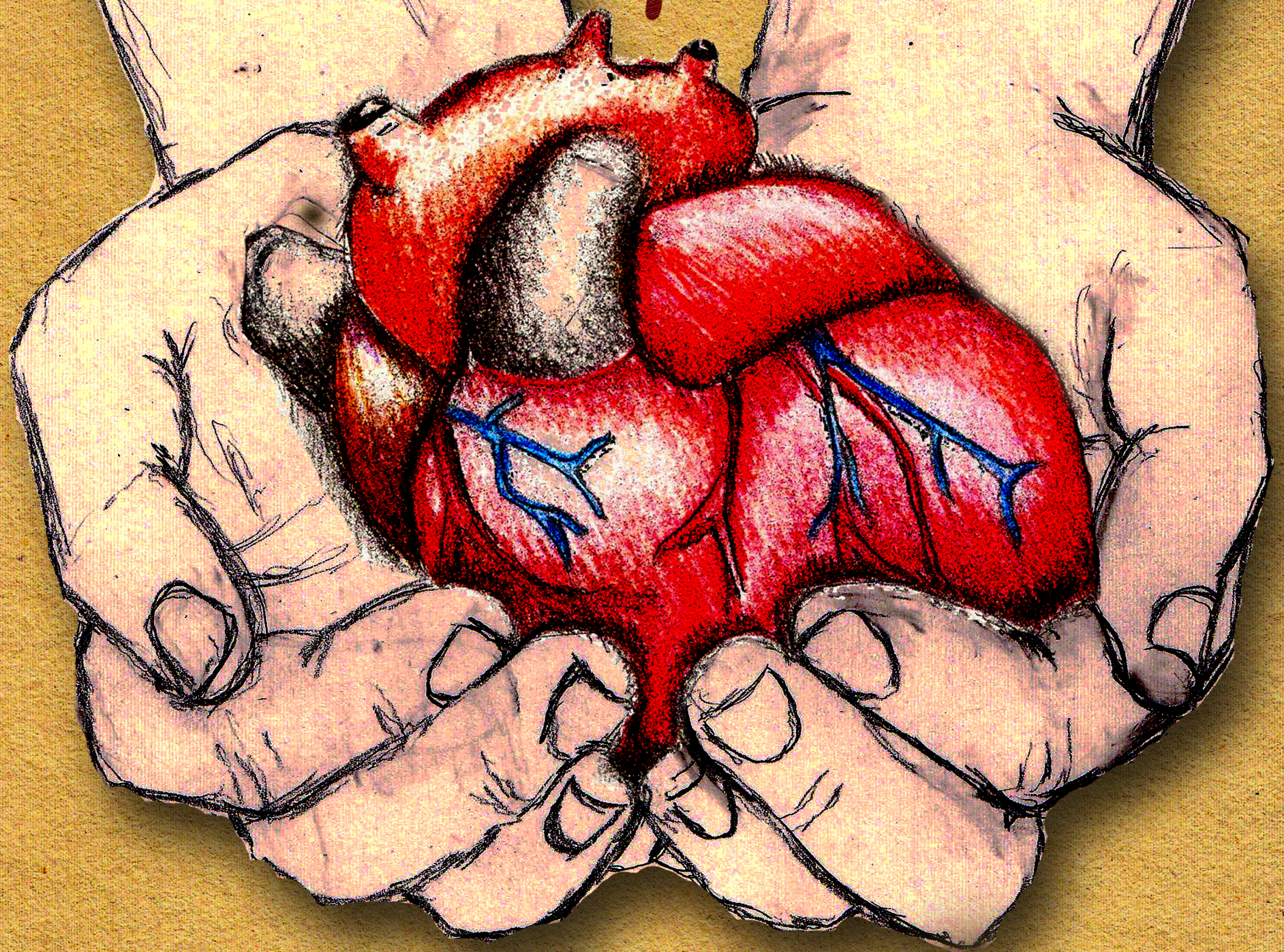


12th Annual Research Colloquium
Program Directors: Frank Dinunno & Scott Earley

Your Heart is a Work of ART



Cardiovascular Research at CSU: Molecules, Models & Mankind

April 4-5, 2013
Hilton Fort Collins
Fort Collins, CO

www.vpr.colostate.edu

Colorado
State
University

Taylor Cleveland
Graphic Designer

The approach I take with my artwork is very fluid and always changing. Much of my design work reflects my growth not only as a graphic designer but also as a person. I'm not the kind of person who sketches out numerous ideas until I find something that works. If I sit there and overthink it, it forms a road block and nothing is getting through. I find my best work comes from trial and error of actually working on the computer and most of the time, those errors or accidental mistakes, turn out to be what is most interesting and eye-catching about the piece.

Much of my own creations stem from research along with inspiration from the places I've been, the people I see, or just my own personal experiences. I need to be able to understand the client's needs and the message they want to portray with their company in order for me to design a concept that is accepted by both the client and their target audience.

One thing I find myself struggling with when approaching various projects is overthinking that what I have is too simple. Less isn't always more but it is something that has deemed effective in my work. When people view my design work, I want it to read like a story, having their eye move easily through the piece. I want each aspect of it to have a purpose and meaning, in addition to having the audience take notice of that as well. Each line, text, and design element is in its place for a reason.

One of my greatest inspirations for many of my works derives from American Designer, Paula Sher. Her typographical designs are so elaborate, that looking forward into my design career, I hope to constantly challenge myself with new ways in approaching design solutions. My goal is to create something that is not just aesthetically pleasing but also unique all in its own.

Statement

Portfolio Image List

<u>Title</u>	<u>Media</u>	<u>Dimensions (WxH)</u>
Figure 1: Web Design 1	Photography/Illustrator	12x8
Figure 2: Web Design 2	Photography/Illustrator	12x8
Figure 3: Fort Collins Reads Logos	Scanned in drawings/Illustrator	N/A
Figure 4: Sample Logos	Illustrator	5x5
Figure 5: Fort Collins Reads Letterhead	Illustrator	8.5x11
Figure 6: Beasts Poster	Illustrator/Photoshop	11x17
Figure 7: Beasts Poster #2	Illustrator	11x17
Figure 8: Roosevelt Ad Design 1	Illustrator/Photoshop	8.5x11
Figure 9: Roosevelt Ad Design 2	Cut Paper/Illustrator/Photoshop	8.5x11
Figure 10: Roosevelt Ad Design 3	Illustrator/Photoshop	2.75x11
Figure 11: Plasma Poster	Photoshop	11x17
Figure 12: Heart Poster	Color Pencil/Photoshop	11x17
Figure 13: Yeti Discoveries Logo	Illustrator	5x5
Figure 14: Yeti Discoveries Letterhead	Illustrator	8.5x11
Figure 15: Yeti Type face	Scanned in drawings/Illustrator	11x17
Figure 16: Magazine Spread	Photoshop/InDesign	11x17

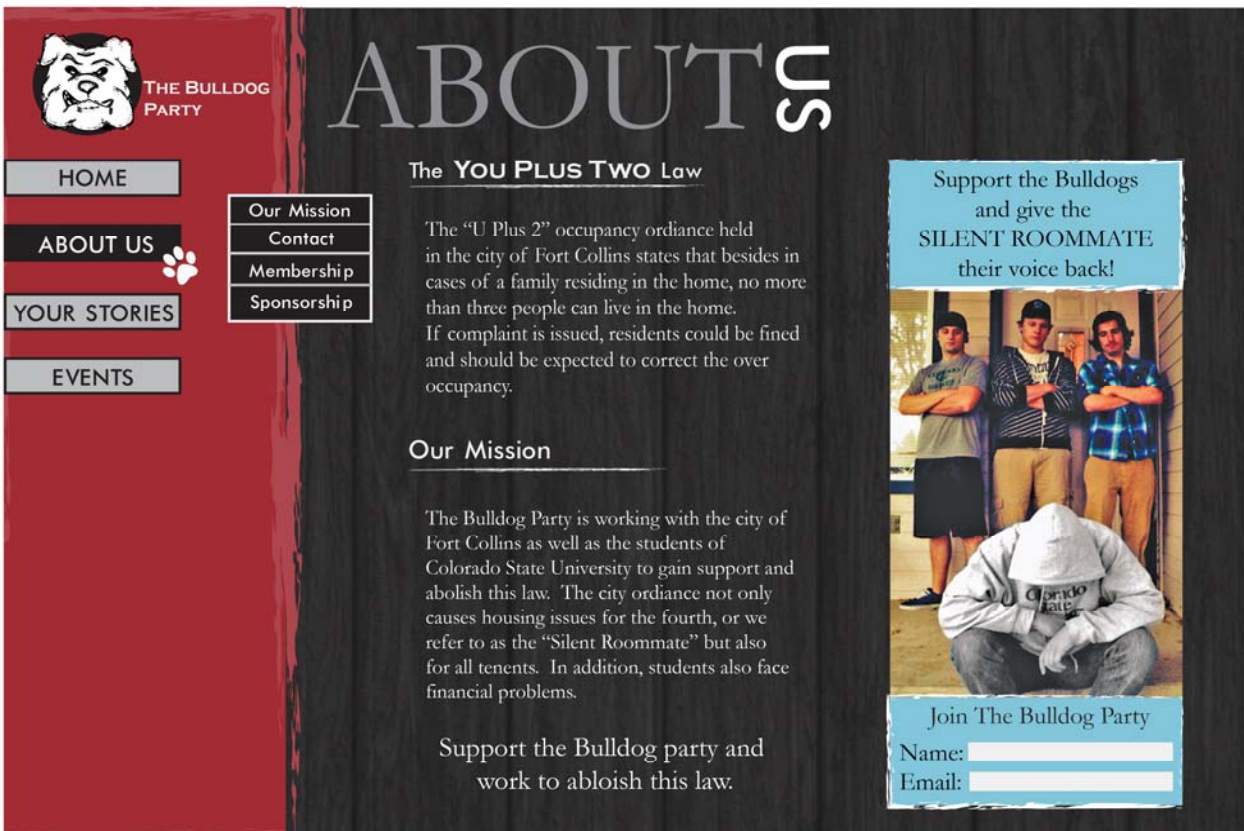
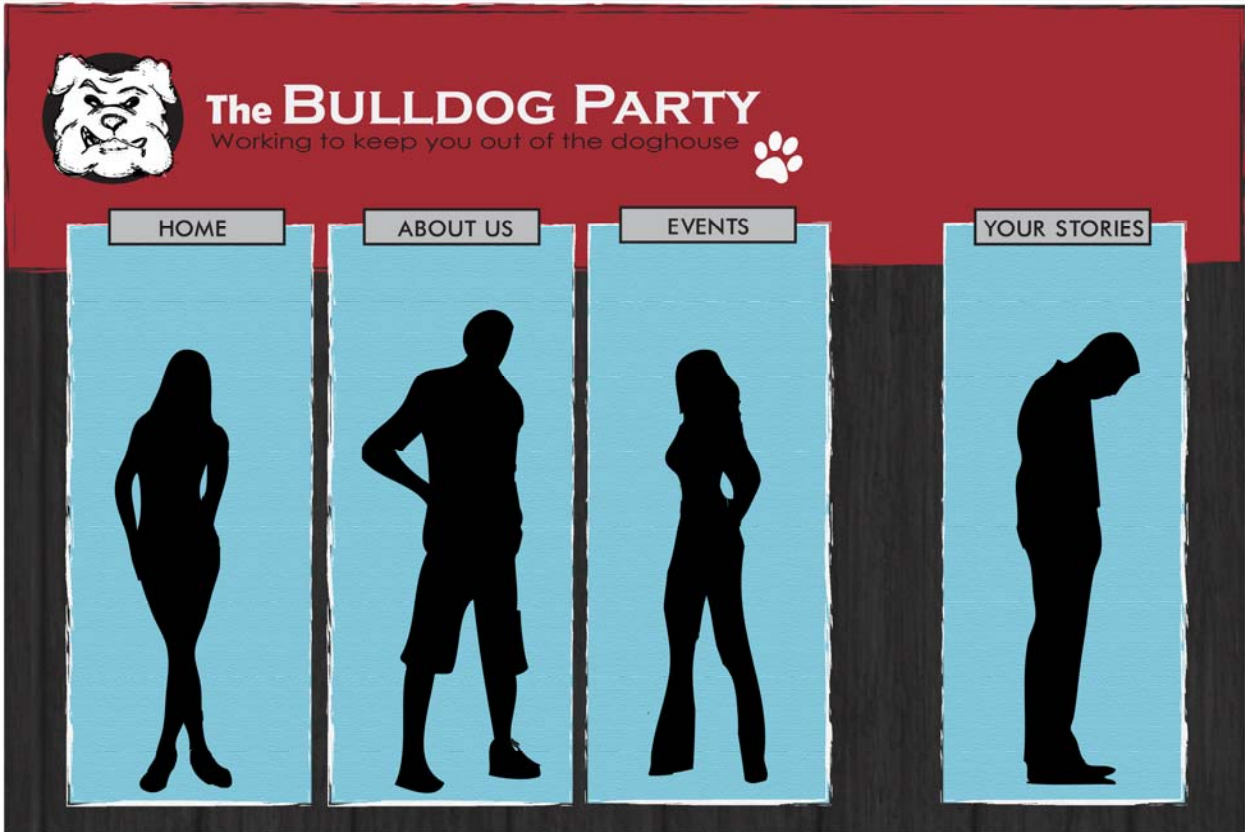


Figure 1: Web Design 1.



THE BULLDOG PARTY

HOME

ABOUT US

YOUR STORIES

EVENTS



Calendar

Upcoming

Get Involved

EVENTS

Bulldog Events Calendar

FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

JANUARY 2013

Date	Time	Event	Location
Jan 7	7:30 am	Bulldog Party President Seminar	Lory Student Center
Jan 7	11:00 am	Meet and Greet Members	The Plaza
Jan 8	7:30 am	Bulldog Party President Seminar	Lory Student Center
Jan 8	11:00 am	Meet and Greet Members	The Plaza
Jan 9	5:00 pm	Sign Up Info Session	Lory Student Center



Join the Bulldog Party and claim your free Survival Kit at the Lory Student Center today!



THE BULLDOG PARTY

HOME

ABOUT US

OUR STORIES

EVENTS



Share YOUR story

Read about your fellow Bulldogs and their experiences being the SILENT ROOMMATE.



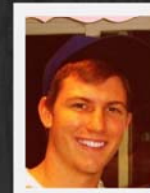
Torrey Cleveland
Colorado State
Junior

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Anna Harrison
Colorado State
Senior

[READ NOW](#)



Sean Price
Colorado State
Junior

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Text input area for submitting a story.

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Figure 2: Web Design 2.

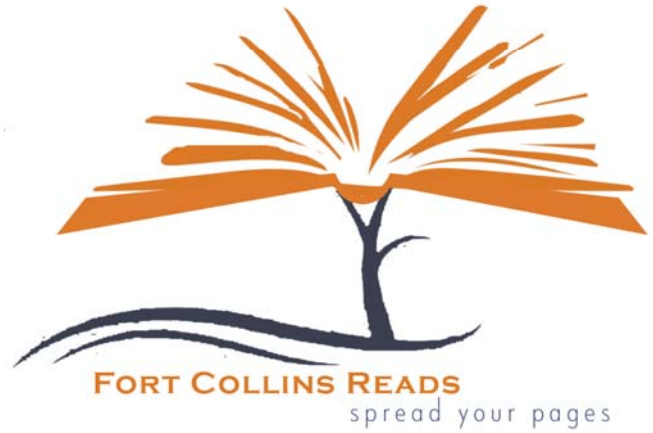


Figure 3: Fort Collins Reads Logos.



Figure 4: Sample Logos.

Deborah Polk
Director

301 E. Olive St
Fort Collins, Colorado
970-227-1665

djpolk@mail.com
fortcollinsreads.com



301 e. olive street
fort collins, co, 80524
fortcollinsreads.com
fortcollinsreads@gmail.com
970 224 6164

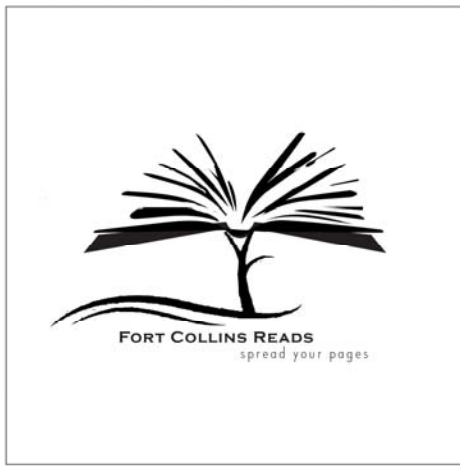



Figure 5: Fort Collins Reads Letterhead.

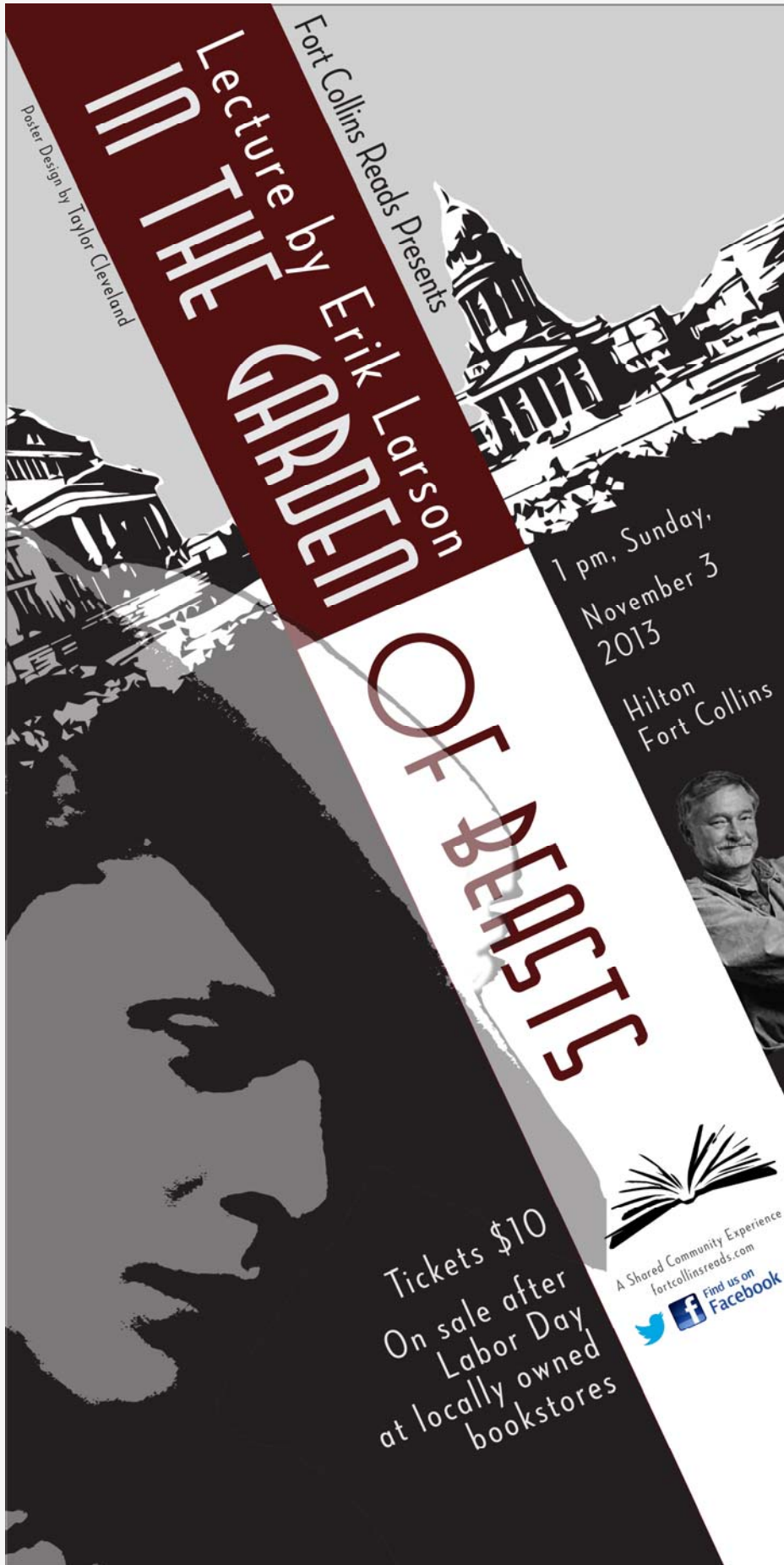


Figure 6: Beasts Poster.

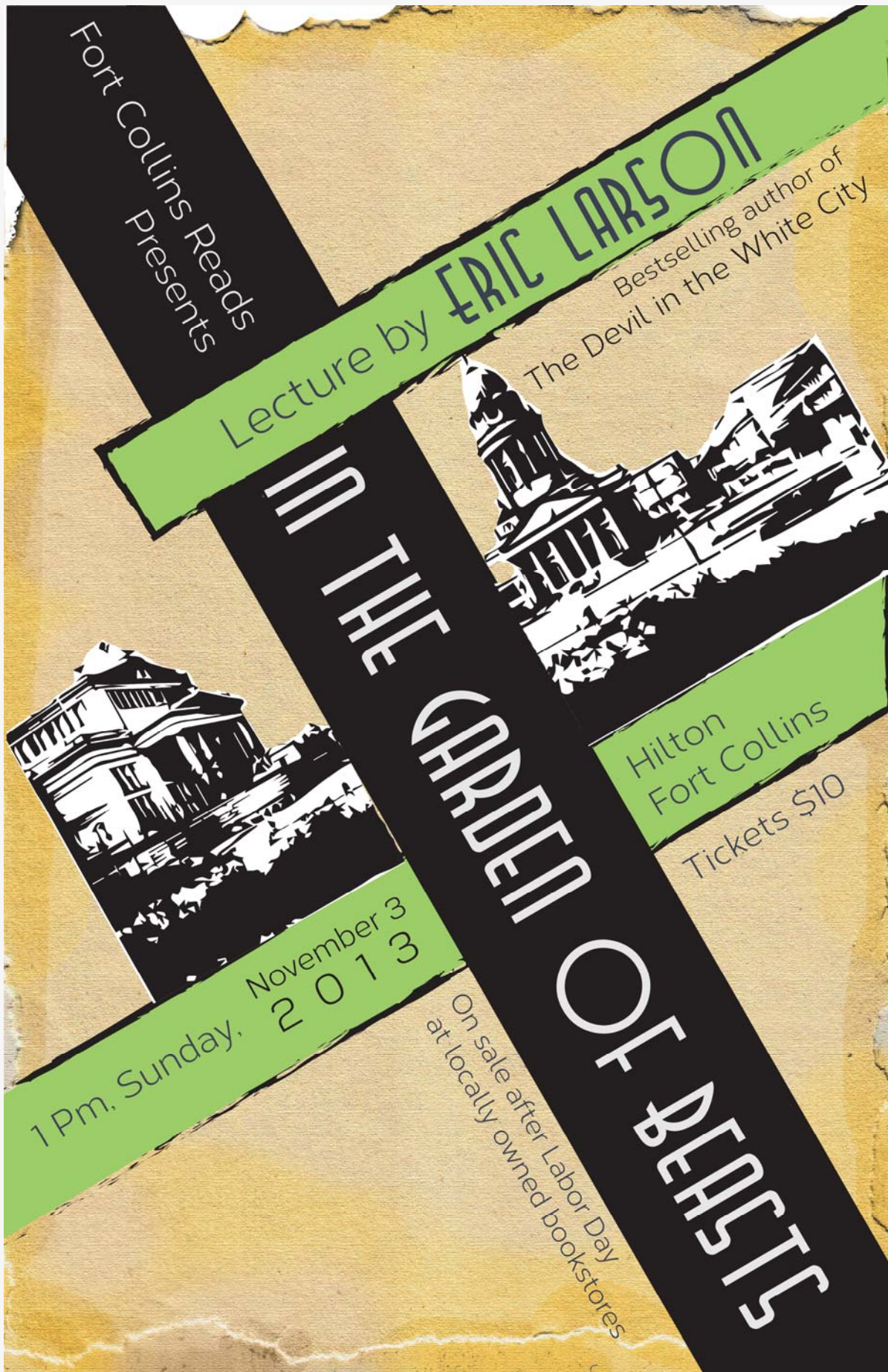


Figure 7: Beasts Poster #2.

Spend an afternoon with *Eleanor*

As portrayed by actor, Susan
Marie Frontczak

Sunday, August 25
2-4 Pm
Avery House
328 W. Mountain Av.
Fort Collins, CO.

Tickets for Ice
Cream Sundae
Fundraiser
available
for \$15

Make an afternoon of memories with Eleanor Roosevelt
and Fort Collins Reads!

Tickets on sale at the door or at Old Firehouse Books • 232 Walnut St.
For more info visit www.fortcollinsreads.com



FORT COLLINS READS
spread your pages



Figure 8: Roosevelt Ad Design 1.

Come Visit Franklin D. Roosevelt

Free Admission

As portrayed by actor, Richard Marold.
Friday, October 18 at 7 PM
Old Town Library, Fort Collins, CO.



Don't Miss Out!
Arrive early. Seating is limited!

For more info visit www.fortcollinsreads.com



FORT COLLINS READS
spread your pages

Figure 9: Roosevelt Ad Design 2.

Come Visit
Franklin D. Roosevelt
 Portrayed by Richard Marold!

**Friday, October 18
 at 7 PM
 Old Town Library,
 Fort Collins, CO**

Free Admission


For more info visit
www.fortcollinsreads.com




FORT COLLINS READS
 spread your pages




**Ice Cream Sundae
 Fundraiser**
 \$15
 As portrayed by Susan Marie Frontczak



**Spend an
 afternoon with**
Eleanor

Sunday, August 25 2-4 Pm
 Avery House 328 W. Mountain Av.
 Fort Collins, CO



FORT COLLINS READS
 For more info visit www.fortcollinsreads.com




Figure 10: Roosevelt Ad Design 3.

Colorado State University



SHARE
the
SCIENCE

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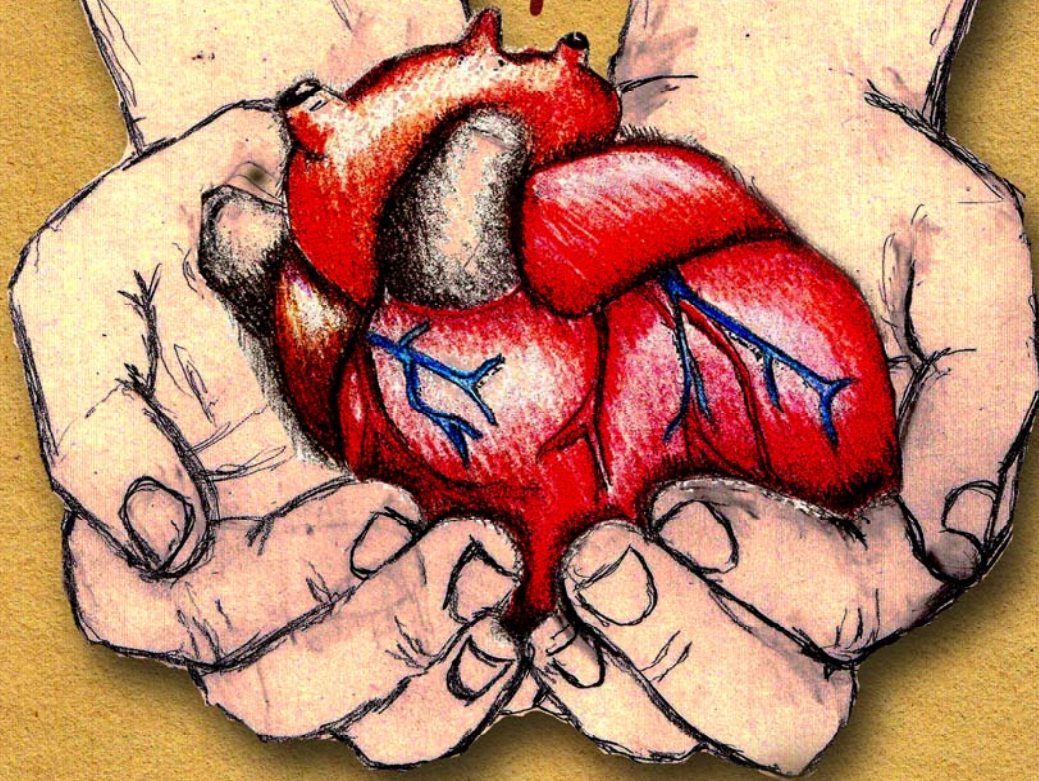
Program Directors: Frank Dinunno & Scott Earley

Taylor Cleveland

Figure 11: Plasma Poster.

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Colorado
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University

Figure 12: Heart Poster.



Figure 13: Yeti Discoveries Logo.



777 Israel Rd
Fort Collins, Co. 80524
303.777.7777
discoverthemyth.org
yeti-info.com



Give Life Back to the Myth



Figure 14: Yeti Discoveries Letterhead.

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
1 2 3 4 5
6 7 8 9 0
[{ ? & % ! }]

YETI
discoveries

Give Life Back to the Myth

Corporate Typeface
Designed by Taylor Cleveland

Figure 15: Yeti Type face.

By MATT RIDLEY ILLUSTRATED BY TAYLOR CLEVELAND

APOCALYPSE

...NOT

YET

When the sun rises on December 22, as it surely will, do not expect apologies or even a rethink. No matter how often apocalyptic predictions fail to come true, another one soon arrives. And the prophets of apocalypse always draw a following—from the 100,000 Millerites who took to the hills in 1843, awaiting the end of the world, to the thousands who believed in Harold Camping, the Christian radio broadcaster who forecast the final rapture in both 1994 and 2011.

Religious zealots hardly have a monopoly on apocalyptic thinking. Consider some of the environmental cataclysms that so many experts promised were inevitable. Best-selling economist Robert Heilbroner in 1974: "The outlook for man, I believe, is painful, difficult, perhaps desperate, and the hope that can be held out for his future prospects seem to be very slim indeed." Or best-selling ecologist Paul Ehrlich in 1968: "The battle to feed all of humanity is over. In the 1970s ["and 1980s" was added in a later edition] the world will undergo famines—hundreds of millions of people are going to starve to death in spite of any crash programs embarked on now ... nothing can prevent a substantial increase in the world death rate." Or Jimmy Carter in a televised speech in 1977: "We could use up all of the proven reserves of oil in the entire world by the end of the next decade."

Predictions of global famine and the end of oil in the 1970s proved just as wrong as end-of-the-world forecasts from millennialist priests. Yet there is no sign that experts are becoming more cautious about apocalyptic premises. If anything, the rhetoric has ramped up in recent years.

Echoing the Mayan calendar folk, the Bulletin of the Atomic Scientists moved its Doomsday Clock one minute closer to midnight at the start of 2012, commenting: "The global community may be near a point of no return in efforts to prevent catastrophe from changes in Earth's atmosphere."

Over the five decades since the success of Rachel Carson's *Silent Spring* in 1962 and the four decades since the success of the Club of Rome's *The Limits to Growth* in 1972, prophecies of doom on a colossal scale have become routine. Indeed, we seem to crave ever-more-frightening predictions—we are now, in writer Gary Alexander's word, apocalyptic. The past half century has brought us warnings of population explosions, global famines, plagues, water wars, oil exhaustion, mineral shortages, falling sperm counts, thinning ozone, acidifying rain, nuclear winters, Y2K bugs, mad cow epidemics, killer bees, sex-change fish, cell-phone-induced brain-cancer epidemics, and climate catastrophes.

"Indeed, we seem to crave ever-more-frightening predictions—we are now, in writer Gary Alexander's word, apocalyptic."

WIRED SEP 2012

Figure 16: Magazine Spread.