

Sendit!

HISTORY • CONSERVATION • CLIMBING

Matthew Zaccaro

Fall 2022

Capstone - Graphic design

Department of Art and Art History

Artist Statement:

As an artist, I work hard to create work that in its making, is an extension of myself and how I see the world. The minimalist style that I use to create elegant, easy to understand designs is a product of my many passions and how they make me feel. Fashion is one aspect of my life that has always inspired me and how I make my work. I work hard to create work that displays the beauty and status that we portray to others through fashion. Whether it be through a Nike ad design, or a clothing brand that I create, fashion is at the center of most of my work.

My process has always varied for each project but I always start with the research aspect. Knowing every detail of the topic will make my ideas flow easier and give me a deeper understanding of something that I would otherwise not care for. Research is also a tool I use when I experience artist block. Researching the topic I am going to design gives me an understanding of what that topic is about and will give me ideas for aspects of design. Sketching is also part of my design process. Usually with sharpies I simply draw whatever I am thinking related to that topic and build off of those sketches. I have found that stopping the sketching process before i find an idea would correlate to my artist block

Title	Original Format
Figure 1: Sendit! Logo	Illustrator, 12 in x 14 in
Figure 2: Sendit! Conservation Poster	Illustrator, 17 in x 24 in
Figure 3: Sendit! Climbing Poster	Illustrator, 17 in x 24 in
Figure 4: Sendit! History poster	Illustrator, 17 in x 24 in
Figure 5: Catalog Front and Back Cover	Illustrator, 16 in x 12 in
Figure 6: Catalog Inside Front and Back	Illustrator, 16 in x 12 in
Figure 7: Catalog Inside Spread	Illustrator, 32 in x 12 in
Figure 8: Sendit! Climbing Shoe Mockup	Photoshop, 5.5 in x 4 in
Figure 9: Sendit! Billboard Mockup	Photoshop, 17.778 in x 10 in
Figure 10: Sendit! T-Shirt Mockup	Photoshop, 5.5 in x 4.75 in



Figure 1: Sendit! Logo



Figure 2: Sendit! Conservation Poster



Figure 3: Sendit! Climbing Poster



Figure 4: Sendit! History Poster



Figure 5: Catalog Front and Back Cover

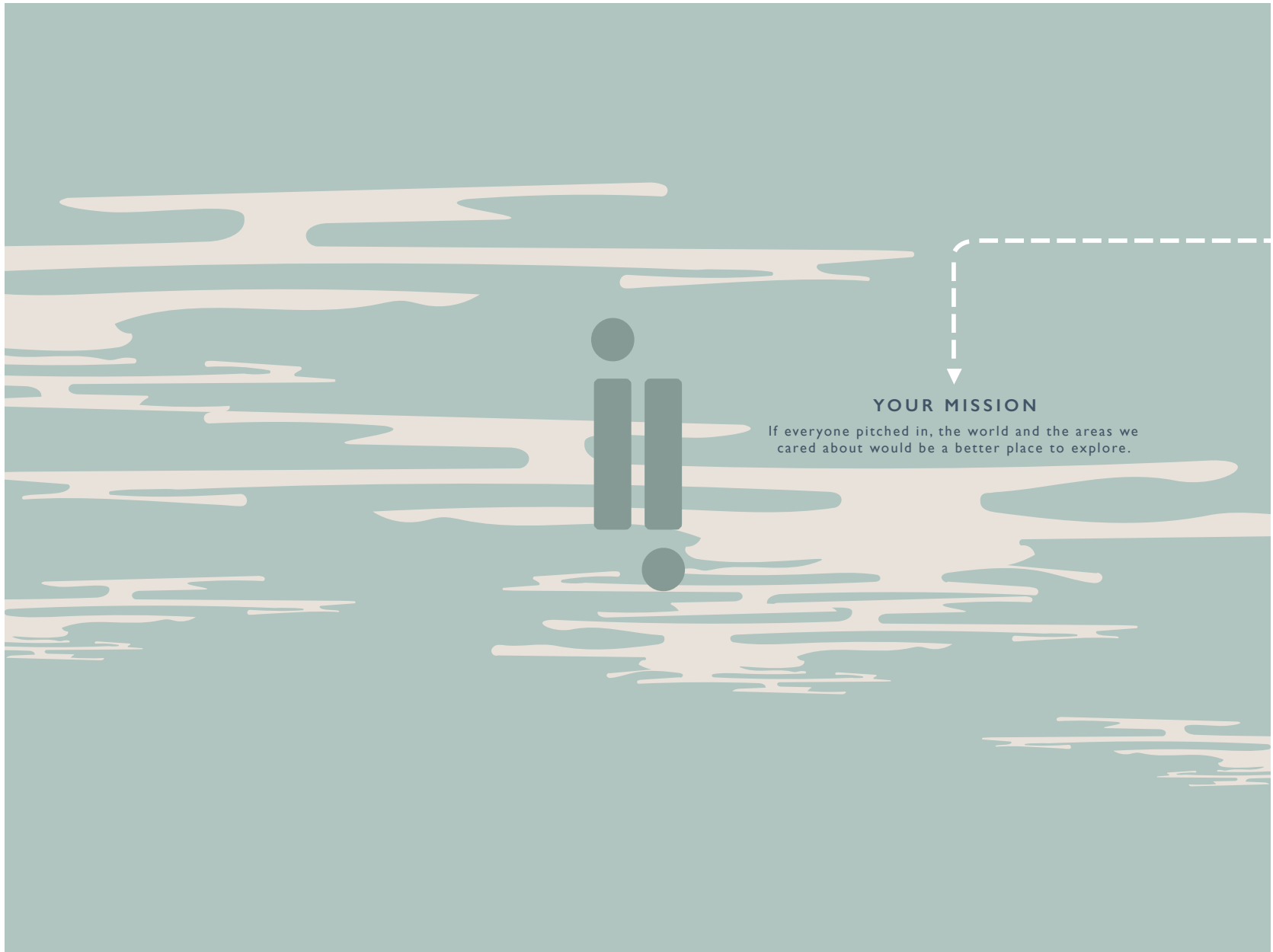


Figure 6: Catalog Inside Front and Back



Sendit! *Utah*

CLIMBING

Often called the Meca of climbing, Utah offers some of the highest and most beautiful rocks and boulders in the world, famous for its red Sandstone, Moabs WallStreet area contains lead and trad routes that stretch for multiple miles along the Colorado River. While youre there, check out two of the five national parks Utah has to offer, but remember, Climbing is prohibited in these areas!

HISTORY

Archeological evidence suggests that the Moab area and surrounding country was inhabited by a tribe of ancient Indians, the Ancestral Puebloans (Anasazi), perhaps as early as 10,000 years ago. The present town of Moab sits on the ruins of pueblo farming communities dating from the 11th and 12th centuries. The Indians left in the middle of the 13th century for unknown reasons. Nomadic Ute tribes greeted the first Europeans to arrive in the Canyonlands area.

CONSERVATION

Before becoming a national park in 1971, Arches National Park was established as Arches National Monument by Presidential Proclamation on April 12, 1929, "to protect extraordinary examples of wind erosion in the form of gigantic arches, natural bridges, 'windows,' spires, balanced rocks and other unique wind-worn sandstone formations . . . because of their educational and scenic value." The park has the largest concentration of natural stone arches in the world.

Figure 7: Catalog Inside Spread

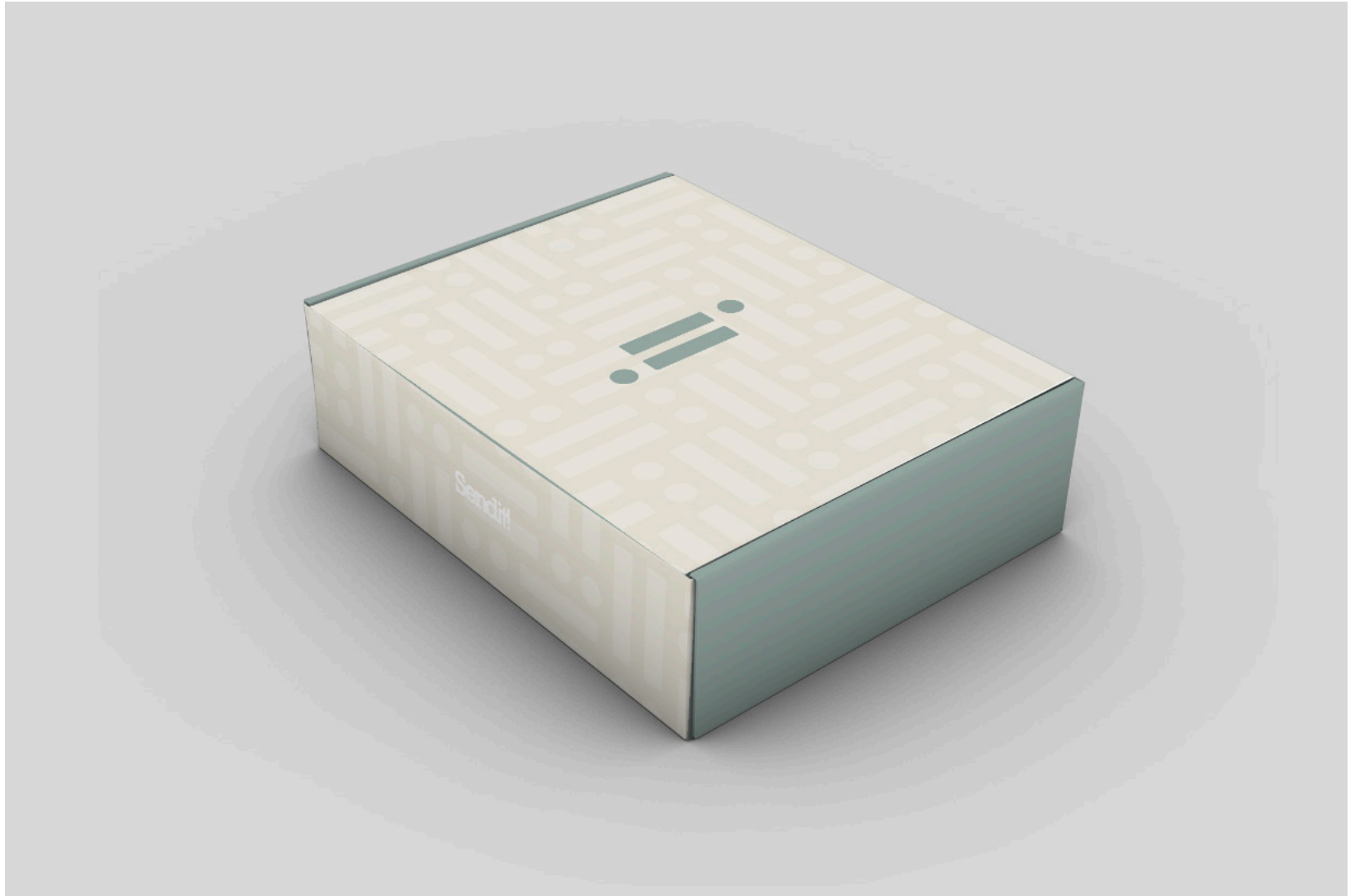


Figure 8: Sendit! Climbing Show Mockup



Figure 9: Sendit! Billboard Mockup



Figure 10: Sendit! T-Shirt Mock-