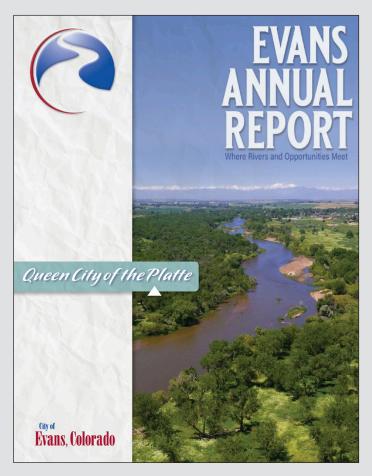


Craig McDowall

Perryville, MD 970-405-2160 craig@anvilgraphics.com

Graphic Design Portfolio



City of Evans Annual Report

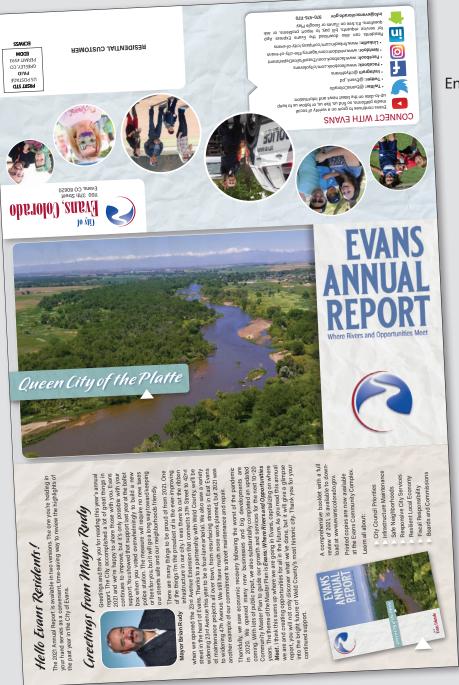
24 page booklet, letter size. Cover and representative pages.







Hot off the Press



City of Evans Annual Report

11x17 tri-fold brochure This is an EDDM mail piece

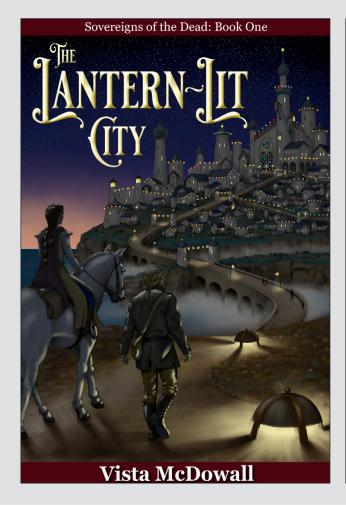
The 24 page booklet is available for pickup at the Evans City Complex. The brochure is a simplified quick overview of major city accomplishments and was mailed to all Evans residents. Project completed May 2022.

Annual Report

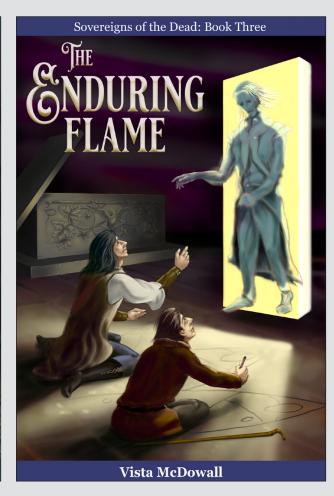
English Version

Spanish Version







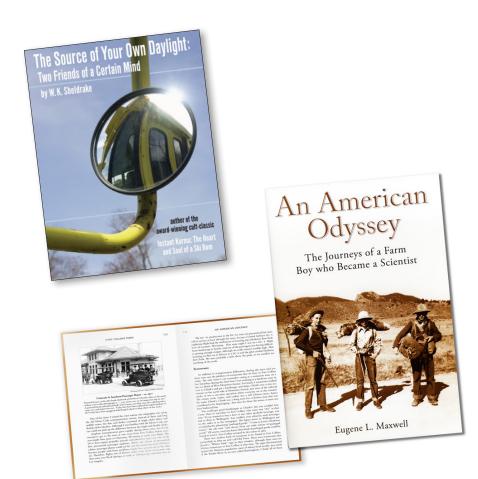


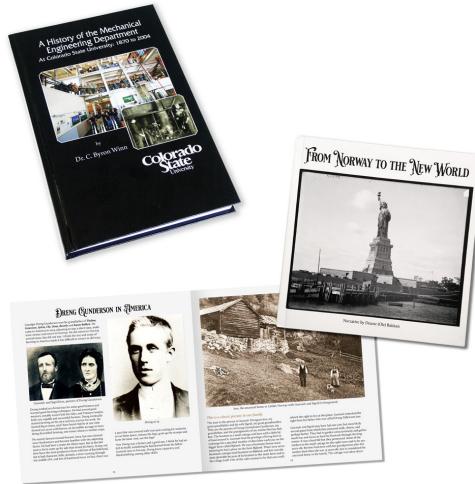


Book Cover Illustration and Layout

This trilogy by my brilliant daughter Audrey is available on Amazon. These are original art created in Photoshop. The final book was published in December, 2021

Illustration

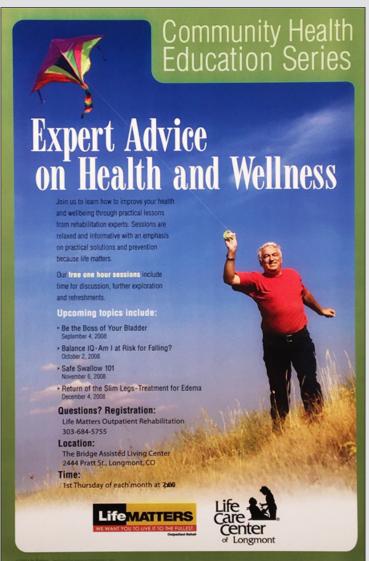


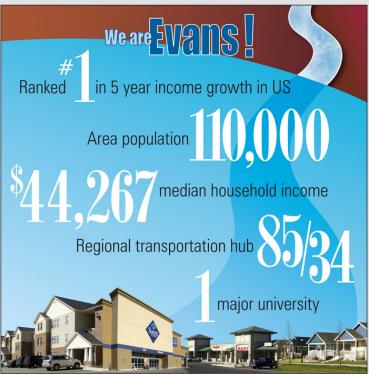




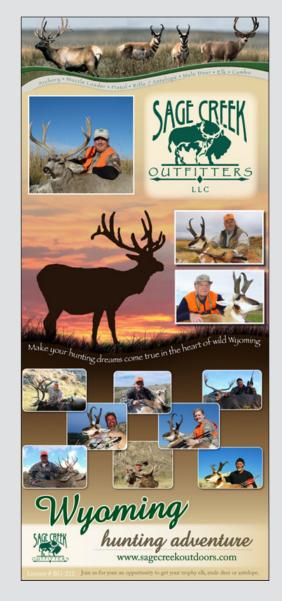








Theater Posters





Posters as part of direct mail

The Sage Creek brochure is an unusual half-fold tri-fold. The ALPS Publishing promotion is an oversized tri-fold mailing brochure.

Lyrics and Music by Lionel Bart

ENCORE THEATER COMPANY

Written by William Gibson

October 5, 6 • 11, 12, 14 • 19, 20 7:30 pm

Matinee: October 6, 7, 13, 14 1:30 pm Union Colony Civic Center 1215 Pikes Peak Avenue

Box Office: 970-346-0208

ENCORE THEATER COMPANY

ing Karen Sanders

encoretheater.org



March 12, 13, 14 • 19, 20, 21 7:30 pm Matinee: March 14, 20, 21 1:30 pm Union Colony Civic Center 1215 Pikes Peak Avenue Box Office: 970-346-0208 encoretheater.org

Photography

I did the photography for both the theater posters and the ALPS Publishing brochure, plus other projects in this portfolio.





Trade Show and Events

Envision Display and brochure

Custom design for trade show exhibit and matching promotional handout, a die-cut folding brochure.



Modern Golf pop-up display

In addition to these samples, I have done quite a bit of design for large format printing, table throws, banner stands and similar event promotional material.

Knickknacks







• CD-ROM and sleeve • • Photo Illustration • • Box insert for product •



• Newsletter Masthead •





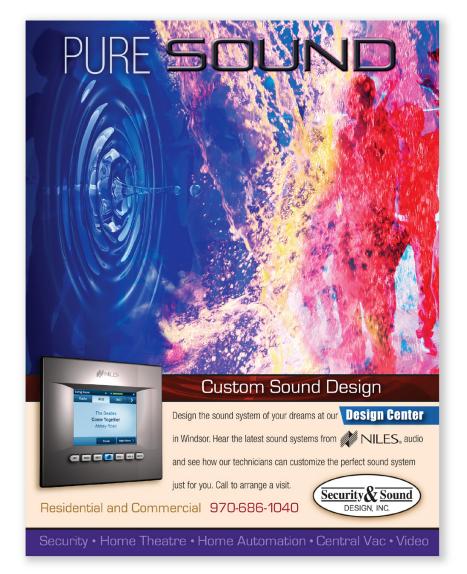


Magazine Advertising

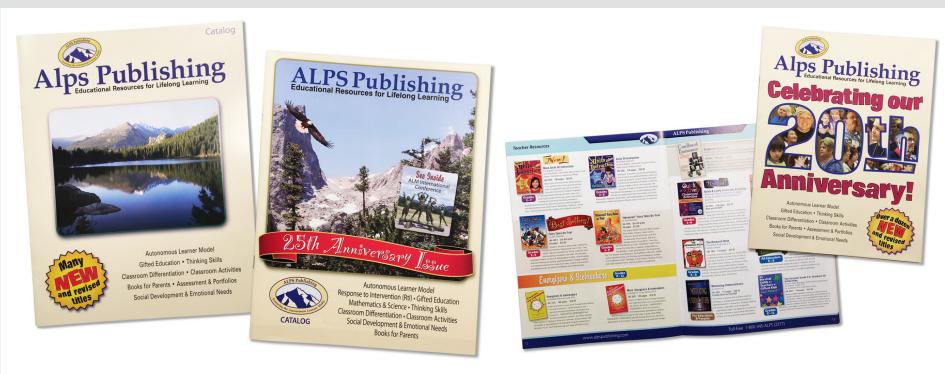








Catalogs



I helped ALPS Publishing transition from a two color catalog to several full color versions with more pages.



The Academy offers certified courses for holistic therapy.
This is a 24 page catalog with class listings.



Plnnacle offers specialty equipment to the concrete industry.









Brochures

The Road Ahead

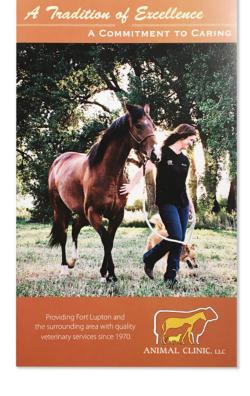
This is a direct mail piece for the City of Evans to help explain the current conditions of the road infrastructure, and the proposed tax to fix the streets.

Student Outreach

This pocket sized folding brochure was prepared for the youth group of Journey Christian Church for students to use in outreach.

The Animal Clinic

Super cute brochure to introduce small and large animal care and the services.









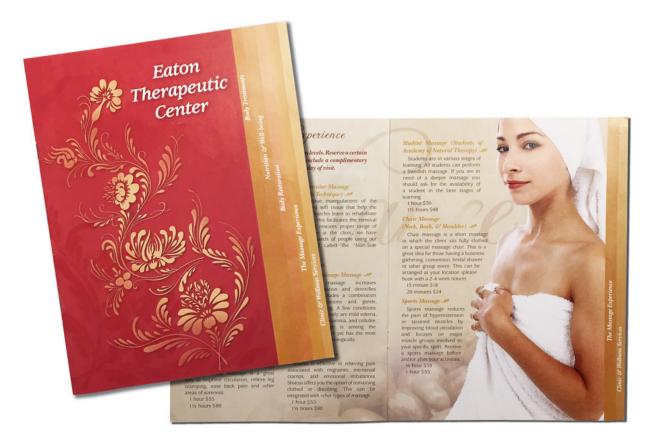
Goodwinol Products

A letter sized single fold veterinary product catalog with fun animal collage.









Medical Center

Developed for Family Physicians of Greely, this brochure introduces new patients to the center.

Spa Menu

A small tabbed booklet made this unsual spa menu really standout. High quality stock photos completed the look.

Brochures

International Conference

The direct mail piece includes incredibly detailed info for the ALM conference. Previous years included an additional mail-in registration panel.

A Big Shovel

This brochure explains the capabilities and a history timeline of this very large industrial excavator.







Community Profile In a canada grant In a rest 3.4 Input to be a manner In a rest 3.4 Input to be a manner Input to be a manner

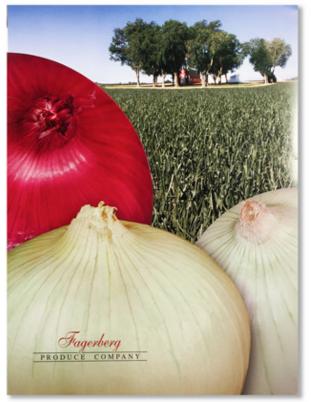


Booklet

Community Profile

The Evans Economic Development team asked for a 20 page booklet to promote the city to manufactures and business leaders.

Die-cut Folder







Presentation Folder (and photography)

Fagerberg Produce is a premier onion grower.

This custom die-cut pocket folder helps them stand out.
I did the photography and built the folder around thier existing logo.

Di-cut Booklet









community have significant benefits for everyone.

Attractive streets foster safer neighborhoods, crime. The city of to doing our part public property and junk.

this task. Please

Evans is committed to keep parks and clear of trash We ask each landlord and to help us with take a few your property can be improved

homeowner pride, create and see less graffiti and

Uncluttered and clean properties... Increase ownership pride Encourage others to tidy up Attract service businesses to

- · Look and feel larger
- Increase in value
 Sell quicker
- Increase "street appeal"
 Have fewer rodents
 Attract less graffiti

- locate nearby

 Create a healthier environment Attract more good customers

Simple ideas to help get started ...

- items to a non-peofit group

 Donate old building materials
 to Habitat for Humanity

- Sell old cars, appliances and scrap metal at Anderson Steel
 Have a big garage or estate sale
 Dispose of hazardous waste free at Weld County facilities.
- · Host a friends and family clean-
- Prior a friend and family clean-up party and BBQ afterwards
 Bring in a dumpster or large debris containers
 Start small and clear one area at
- a time, like a porch

 Take cut trees, and bags of leaves
- to a green cycle center.

 Borrow a pick-up or trailer

Code Enforcement Booklet

The City of Evans code enforcment people asked for something they could leave with residents which extolled the virtues of code compliance, without the treatening language. This booklet did the trick.

Web Sites



















While my web design skills have not kept pace with current advancements, I do have a solid working knowledge of the basic concepts and creating graphics for the internet and email. These are all sites I developed in the mid 2000s.