



Creative/Art Director
Xfire

February 16, 2006

Dear Creative/Art Director,

As a rising senior graphic design major at Moravian College, Bethlehem, PA, I feel that I have the potential to add a great deal of personal style with attention to readability to the Xfire staff. If your are looking for a young, fresh, and enthusiastic graphic designer, then you should consider me.

With a background in gaming and graphic arts, I believe I have what it takes to be a great addition to your staff. I am a quick learner, and your department seems like it would be a great place for me to put my skills to good use.

Enclosed are some work samples for your consideration. I am available to work twenty hours a week and I would love the opportunity to work along with others at Xfire.

Thank you very much for your time,

Sincerely,

Theodore R. Colegrove

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2740 Fairview St. Bethlehem PA 18020

484-225-6095 primerx24@gmail.com

Xfire: primerx24

Education:

Bachelor of Arts concentration in the Graphic Arts and Design
Moravian College Bethlehem, Pennsylvania,
Expected Graduation: May 2007, current Major GPA 3.72/4.0

High School Diploma
George School Newtown, Pennsylvania
June 2003, GPA 3.0/4.0

Relevant Professional Experience:

Art Director and Designer
Siren Design Tech 2004-5, 2005-6
Bethlehem, Pennsylvania
<http://www.sirendt.com>
Founder and head of a small design company
out of the Lehigh Valley creating logos,
large format prints, websites and other business related materials.

Co-Manager and Designer
StudioSouth, 2004-5, 2005-6
Moravian College, Bethlehem, Pennsylvania
Designer of brochures, websites, print items,
departmental campaigns, and other related materials.

Assisted in the conversion of the art history slide library to digital images, Summer 2005
Freelance Designer 2003-6

Recent Work Experience:

Moravian College - Work Study, Academic Years 2004-5, 2005-6
Center for Information Technology help desk analyst.
Staffed the computer help desk as a computer and network troubleshooter.
Design Lab assistant concerning the printer, network, software and computer problems.

Circuit City, Whitehall PA – Computer, Cell Phone, and Accessories Sales Associate 2003-4

Activities:

Multicultural Club – Academic Years 2003-4, 2004-5, 2005-6
Head of Design and Marketing (2004-6) and Secretary (2004-5) –
Created pamphlets, flyers, banners and the club webpage:
<http://home.moravian.edu/students/org/mcclub>

Footlights Musical Theatre Company – Academics Years 2005-6
Design and Marketing – created pamphlets, flyers, and Programs for shows.

Skills:

Proficient in both MS Windows and Mac OSX Applications:
MS Word, MS Excel, MS PowerPoint, MS Outlook, MS FrontPage,
MS Entourage (Mac), and Internet.

Design relevant skills:

Proficient in Adobe InDesign CS2, Illustrator CS2, Photoshop CS2,
ImageReady CS2, GoLive CS2, Bridge CS2, Extensis Suitcase,
Adobe Type Manager, Quark XPress, and Macromedia Dreamweaver MX2004,
Fireworks MX2004, Extensions Manager.

Website Design: knowledge of HTML, CSS, PHP and MySQL
(using phpBB, phpNUKE, e107 and other Content Management Systems).

References:

Anne Dutlinger
Graphic Design Advisor
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Susan Herschlag
CIT Help Desk Manager
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Bethlehem, PA 18020
(610) 625-7668
herschlag@moravian.edu

Katherine Shear
CIT Help Desk Co-ordinator
Moravian College
1200 Main St.
Bethlehem, PA 18020
(610) 625-7929
kshear@moravian.edu

Gaming Resume:

Avid Computer (PC) Gamer, 1997-2006
Gamespot Complete Member, 2005-6

Games Played:

Day of Defeat: Source, alias: DeltaCo|Pr[i]meR
Team: Delta Company

Counter-Strike: Source, alias: [GDNK] Pr[i]meR
Team: Green Delta Ninja Knight

America's Army, alias: =WSE=_Pr[i]mer
Team: We Speak English

Counter-Strike 1.5 Team Leader
(first part of the season)/ Webdesigner
CAL-O Winter Season 2004
Team: [TFA] Two Fifths Asian, alias [TFA] Zildjian
<http://tfa.sirendt.com>

Relevant Skills:

Counter-Strike 1.5/Source Mapper

Using Valve WorldCraft/Hammer
Created "Subway" and "Room" Screenshots
and map (.bsp) files upon request.

Logo |

Hawk Music Center



HAWK
MUSIC CENTER

T-shirt |

Hawk Music Center





ONLINE!

The Multicultural Club

CHANGING ONE MIND AT A TIME

Logo |

Multicultural Club of Moravian College
[logo was also made into a t-shirt]

Website |

Multicultural Club of Moravian College
<http://home.moravian.edu/students/org/mclub>

THEODORE R COLEGROV
VACEGROV R ODGOHII

The Multicultural Club
CHANGING ONE MIND AT A TIME

[Home](#)
[Bulletin Board](#)
[Meeting Minutes](#)
[Constitution](#)
[Events Calendar](#)
[VoM](#)
[Photos](#)
[Links](#)
[Submit](#)
[Contact Us!](#)
Date / Time

Events this Month: 1

S	M	T	W	T	F	S
			2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Our mission is to expand the knowledge that our peers have about one another's ethnic and cultural backgrounds...changing one mind at a time. We hope to achieve our mission by:

- Offering cultural awareness activities
- Sponsoring cultural celebrations and discussions
- Collaborating with other campus groups
- Hosting a diversity issues electronic bulletin board
- Participating in community service projects
- Participating in LVAIC programs

In addition, the club will outreach to the minority community at Moravian and help our peers with their transition. It is our desire to encourage one another to do their best. Our meetings are Thursdays at 11:30 AM in the HUB REC Room.

Now the club has branched into an online community! You don't have to be a member of Moravian College or the Multicultural Club, we welcome all!

To get started log in on the left, or if your new to our community please [signup](#).

Welcome to the new Mutlcultural Club Site!

Hi!
Ok, so I have put in a lot of time and energy into this new layout in hopes it will make your Multicultural Club experience better! So, please if you have any questions, concerns, or praise (haha) be sure to post it in the Drop Box on the Bulletin Board.

Things to check out! (and get used to):
[Bulletin Board](#)
[meeting minutes](#)
[Club Events Calendar](#)

-Ted aka. primer

Posted by [prilimer](#) on Saturday 04 February 2006 - 03:47:18

Conflict in the Middle East

There are several current events in the Middle East right now that could have strong implications for the regions future. Hamas won several representative seats in the Palestinian government, violence erupted in response to offensive cartoon drawings of Muhammad, and Israeli prime minister Sharon is in critical medical condition. For an area beset by conflict and turmoil, every change or incident can have serious consequences that are complicated and difficult to predict. I've started a forum thread for people to discuss any thoughts or opinions on this topic that in an expanding, interconnected world community, has relevance to all of us.

Submitted by Wanderer

Discuss this in the forums:

Posted by [prilimer](#) on Monday 20 February 2006 - 22:49:09

Tuesday, 14 March 2006 21:24

Online

Guests: 1
Members: 0
On this page: 1
Members: 14, newest: [tankillo](#)

Members Birthdays:

No birthdays today

Next birthdays
05/28 [Wanderer \(25\)](#)
09/06 [Jennifer \(21\)](#)
09/10 [PastrikParadise \(21\)](#)

Donate!

Please donate. This site takes a lot of hard work and it is not free.

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Go to page: 1 | [>>](#)

Forum the Bulletin Board!

Thread	Poster	Views	Replies	Lastpost
Tragedy in the Philippines (The HUB)	PastrikParadise	23	3	PastrikParadise Wed Feb 22 2006, 04:36PM
New Members! (Introduce yourself!)	prilimer	26	6	tankillo Wed Feb 22 2006, 09:06AM
Conflict in the Middle East (Question of the week!)	Wanderer	14	1	Anonymous Tue Feb 21 2006, 06:08PM

Threads: 5 | Replies: 12 | Views: 78

Welcome

Username:

prilimer

Password:

Remember me

[\[Signup \]](#)

[\[Forget password? \]](#)

Chatbox

prilimer
07 Feb : 14:32
w00t!

Anonymous
06 Feb : 07:06
good work, effective layout

Charles
05 Feb : 19:00
Awesome your site is up!
Congrats

Anonymous
04 Feb : 18:31
hey there

CJ
04 Feb : 12:34
nice looking site

prilimer
04 Feb : 04:38
I finished!!!! I'm so happy!

Elements Retail Profile: Targeting Design



About 18 months ago the New York Times Magazine ran a Target Stores ad showing an aloof model in a bathrobe, shirt (priced at \$9.99) doing something decidedly atypical to her hair—crimping it with a waffle iron (\$24.00). People took notice. That ad was soon followed by one showing a stylish woman wearing wrenches and another in a paper clip blouse. People noticed them, too, by the time Target rolled out a housewares line designed by world-renowned architect Michael Graves, the discount retailer had generated enough double-takes to give the entire country whiplash.

The effect was exactly what Target wanted. "When people go into Target, they don't expect to see that it is as great as it is," says Minda Galinek, Target's Fashion Creative Director. "They think of it as a discount store." Founded in 1961, the same year that K-Mart and Wal-Mart were born, the Minneapolis-headquartered company wanted to dispel the widely held belief that all three discount giants offered

identical merchandise. Entry into the New York metro area provided Target with the opportunity. "Our image campaign was launched because we were going into many markets where people weren't familiar with us or what they can get at Target. If you tell them it is a Wal-Mart or K-Mart, you aren't giving them the right description," Galinek explains. Hence, the ads created by Kierkebaum Bond & Partners in Manhattan, which now appear monthly in upscale publications as Texas Monthly, Elle and Mademoiselle.

That thinking led Target to pursue a strategy based on high-end yet affordable design. Historically, design has been the most important aspect of retailing. The great products of recent years—the VW Beetle and the revised Apple computers—were all about design. Target wanted the same impact and partnered with Michael Graves, to do it. With the common belief that good design doesn't have to be expensive, Target decided to create original designs.

With Michael Graves creations adorning its shelves and fashion nymphs modeling its air filters, Target is betting its brand on fun, unpredictable and affordable designs. Based on the results thus far, Americans appear to be buying it.

Company Profile

Parent Company:
Dayton Hudson Corporation
Business Line:
Mass merchandise
Revenues:
\$40.4 billion, fiscal 2005
Number of Stores:
860
Number of Employees:
Approximately 166,000

Target Article

Garden Furniture

The success of Graves' home décor products led Target to invite him to design for other merchandise categories such as garden furniture.



Classic Style

A simple, understated elegance in design and material is evident in this wine rack.



Culinary Utensils

Graves' nylon kitchen utensils pick up the oval theme in the easy-grip cushioned handles. The signature blue packaging reinforces the impression of high-end value.



Knife Set

The oval shape is captured in the Bakelite handles of this knife set, giving a comfortable fit for the hand. It is also echoed in the silhouette of the wooden block holder.



The choice of Michael Graves was a lofty one, however. A much-acclaimed architect and product designer and Princeton University professor, Graves is revered in elite design/museum circles. But Graves quickly adds that the product's price point doesn't affect how he designs; the design energy is the exactly the same whether the product is for Carter or Target.

But the kinds of products you find in a Target store are basic items that customers go back for all the time. The customers have the same lifestyle and privileges as those who shop at Nordstrom. If the same clever, bright ideas are offered with credibility or authenticity, then people will respond.

Even before Graves, Target sold trendy upscale merchandise such as Calphalon pans. However, unlike gourmet specialty shops, Target depends on volume to keep prices low, so display "real estate" is precious and restocking is a continuous chore.

The Graves products, however, are sold in specially designed boxes featuring Graves' signature blue color and clean contemporary graphics emphasizing they are exclusive Target originals—and ideal gift items.

Today Graves' designed originals have expanded beyond the housewares section and grown into a 200 product strong collection. In addition to chabby toasters, whimsical teapots, sleek, and dividers and egg handled utensils, Graves' signature can be found on garden furniture and decorative lamp pieces.

Made by Black & Decker

Graves transformed the utilitarian look of kitchen appliances such as toasters into a contemporary design statement. These appliances are manufactured exclusively for Target by Black & Decker.



Wit and Whimsy

The playful tilt of the cheerful yellow knob on the lid instills a bit of whimsy into this sleek, teakettle. The egg is a recurring shape in Graves' kitchenware product designs and the whistle on the end of the spout relies on American vernacular to indicate that red means hot.



Graves' House Logo

All Target products within the Michael Graves Design Collection bear the designer's distinctive house logo and wavy signature. To mark its move into originally designed products, Target launched its Graves collection at the Whitney Museum.

Identity Program

Target's identity program is made up of three key elements—its bull's eye logo, signature red and slogan, "Expect More, Pay Less."



Abstract Digital Art |

Personal manipulations



"Ninja" 1600px x 1200px



"Die by the sword" 15 in x 20 in 150dpi



"Fallen Angel" 21 in. x 27 in. at 150dpi

Signatures |

Personal signatures for online community members

