

Steve Lovelace



Writer. Artist. Photographer.

Introduction

MY NAME IS Steve Lovelace. I am a writer, artist and photographer.

Beginnings

Born in St. Louis, Missouri, I grew up in Dupo, Illinois and Lansing, Michigan. After graduating from Michigan State University in 2004, I taught high school Spanish and middle school math on the island of American Samoa.

Design

I have always been creative, though it wasn't until I moved to Dallas that I realized my love of the graphic arts. In 2008, I started worked for a local nonprofit, raising money to help at-risk children. It was there I embarked on my graphic design career, teaching myself Adobe Creative Suite while working on event invitations, signage, and other marketing collateral (*see pp. 3–4*). After a couple of years, I got my own Creative Cloud subscription and moved into freelance illustration and design (*see pp. 5–6*).

Photography

In addition to graphic design, I am keenly interested in photography. I spend a lot of my free time exploring the city and taking pictures (*see pp. 7–8*). I am skilled with a camera and with Photoshop, and my photos enrich both my illustration and writing.

Writing

Long before I knew about graphic design, I wanted to be a writer. To this day,

I write as often as possible, mostly on my website, *steve-lovelace.com* (*see pp. 9–10*). Writing helps me think of new ideas for illustrations and photos, just as illustration and photography give me new things to write about. To me, this is the greatest part of being a writer, artist and photographer.

Table of Contents

1. Introduction
3. Layout
5. Illustration
7. Photography
9. Writing

New Projects

I am always open to new ideas and new projects. If you've got an idea, and you think I can help, drop me a line at *steve.lovelace@gmail.com*. Thank you for taking the time to look at my portfolio.



FIGURE 1-1: Steve Lovelace

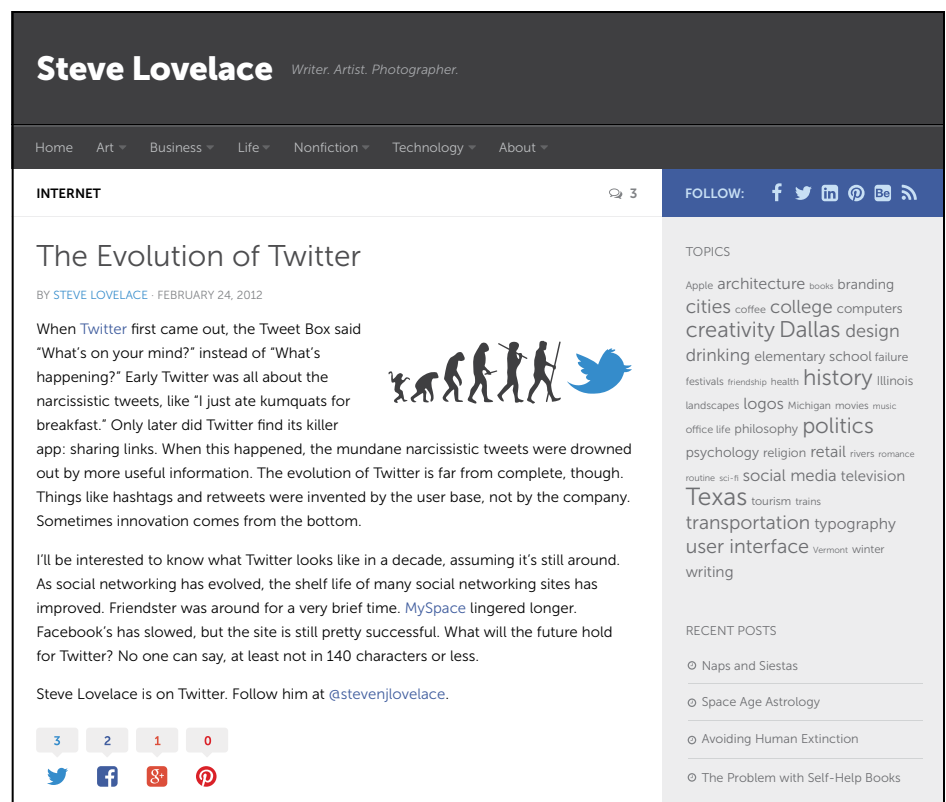


FIGURE 1-2: steve-lovelace.com



FIGURE 2-1 (above): The Corporate States of America. For this infographic, I selected a brand that I thought best represented each of the 50 states. My criteria were subjective, but in each case, I picked a brand that A) has ties to that state and B) is still in business. The map went viral in 2013, and was featured in the Huffington Post, BuzzFeed and many other media outlets.

FIGURE 2-2 (left): The Corporate Provinces of Canada, created as a graphic for my website and available as a 18×12" poster

Layout

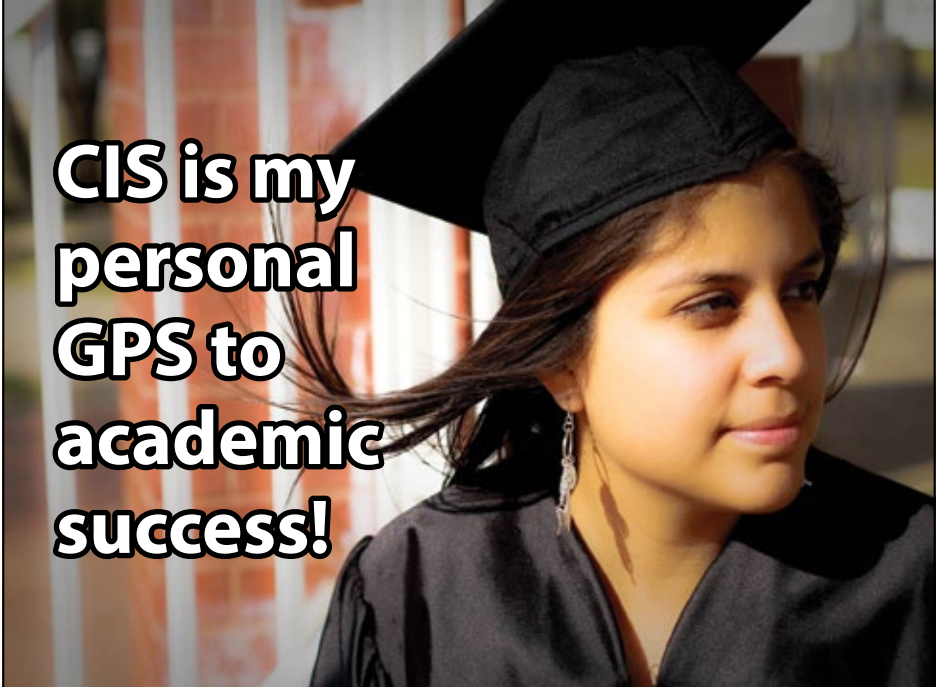
IN JULY 2008, I started working for Communities In Schools, a local non-profit that works to keep at-risk kids in school. I was hired to work in their fundraising/development department, but I was recruited to help out with their marketing and communications as well. They had a copy of Adobe Creative Suite lying around, and soon I started teaching myself Photoshop, Illustrator and InDesign.

In 2010, my agency planned out a comprehensive ad campaign for their 25th anniversary. I was heavily involved in this campaign, designing magazine ads, event invitations and a pair of billboards along US-75 and I-30. I spent my free time reading about graphic design theory and execution. I fell in love with the graphic arts, and I dedicated myself to it wholeheartedly.

After the 25th anniversary campaign, I worked on a series of fundraising events and campaigns for the organization, including a breakfast with local community leaders, a luncheon with the manager of the Texas Rangers, and a holiday food and toy drive. With so many different campaigns and events going on, I was able to gain a lot of experience in aesthetics and design that has helped me in my freelance career. Eventually, I branched out to other nonprofits, such as the Christian Care Hospice, the National Council for Jewish Women and the Texas Association for the Protection of Children (TexProtects).

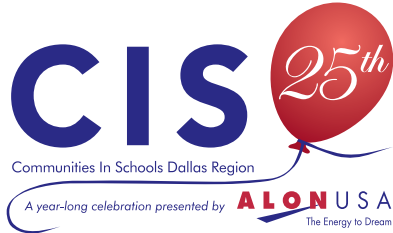


Special Advertising Section



CIS is my personal GPS to academic success!

Communities In Schools Dallas Region



Communities In Schools Dallas Region

A year-long celebration presented by **ALON USA**
The Energy to Dream

Do you have a GPS to get you to a place you've never been before? I have one too, right in my school, every day: Communities In Schools Dallas Region (CISDR). CIS is my personal GPS to academic success. This year, 12,250 students like me in the Dallas region had CIS to individually guide, support, tutor and help us through the school year. For 25 years, CIS has been the personal GPS for over 124,250 students, changing their destination to graduation and guiding them along the road to get there! CIS provides the traction students need, putting them on the road to success in school and in life.

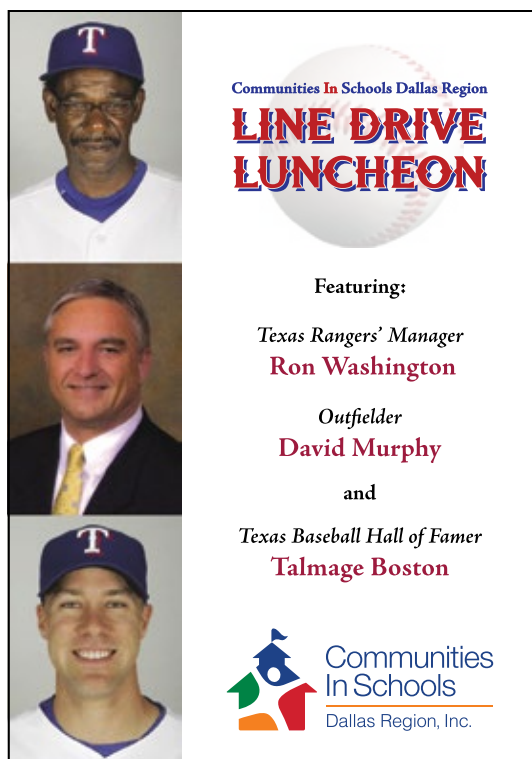
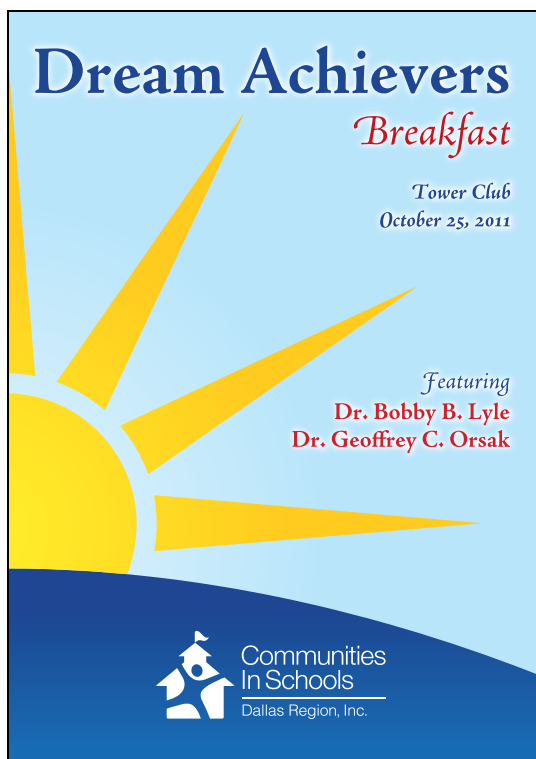


FIGURE 3-1
(opposite top):
Communities In
Schools billboard off
of us-75 and I-635
in North Dallas..

FIGURE 3-2
(opposite bottom):
Special advertising
insert in D CEO
Magazine, July-
August 2010

FIGURE 4-1
(top left): Event
program for the
Dream Achievers
Breakfast in
August 2010.

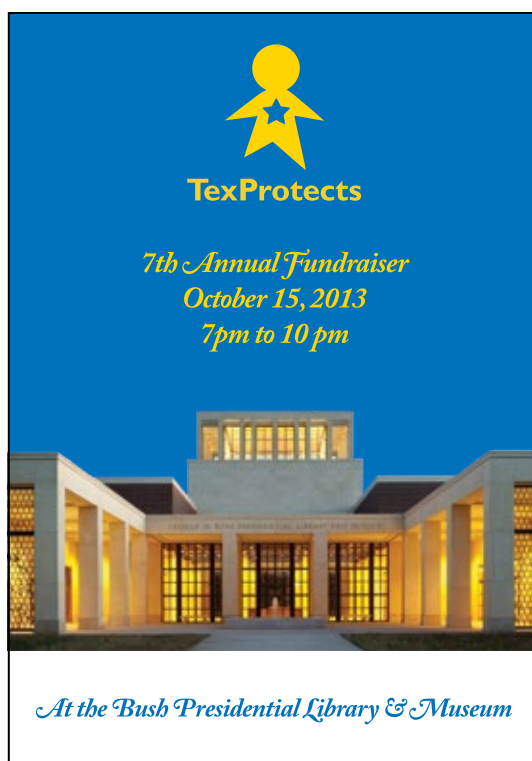


FIGURE 4-2
(top right): Event
program for the Line
Drive Luncheon
in January 2011

FIGURE 4-3
(bottom left): 24×33"
foamcore sign for a
holiday food drive
in November-
December 2010

FIGURE 4-4
(bottom right):
Invitation cover
to TexProtects' 7th
Annual Fundraiser
in October 2013

Illustration

I am very proud of the years I've spent in the nonprofit sector. My work for Communities In Schools and other charities has helped a lot of people in the Dallas/Fort Worth Metroplex. But after a few years of working on marketing collateral, I decided to branch out on my own. I created my own website, invested in an Adobe subscription, and started creating my own illustrations. At first no one noticed, but after a year or two, my illustration called *The Corporate States of America* went viral. It was picked up on *BuzzFeed*, *Gizmodo* and *Mental Floss*, amongst other sites (see p. 2). While I set out to create art for the sake of art, it felt good to know that others appreciated my art. Every once in a while, it's nice to know that you're on the right track. The success of *The Corporate States of America* helped encourage me along the way.

While I am happy about the success of my map, I am not one to rest on my laurels. I am hoping that this is only the first of many successes I will have in my design career. Already I have created variations for clients in Germany and Canada. And I have been busy working on other kinds of illustrations as well. I spend a lot of my time working on designs that can be shared digitally and sold as print posters. In the 21st century, it is important to create versatile works of art that look good in both print and digital media.

FIGURE 5-1 (top right): Logo design for the Dream Achievers Luncheon, an annual fundraising event benefiting Communities In Schools.

FIGURE 5-2 (bottom right): Periodic Table of America tee-shirt, featured design on Woot.com on September 24, 2014.





FIGURE 6-1
(top left): An image commemorating the 50th anniversary of the John F. Kennedy's tragic death in Downtown Dallas.

FIGURE 6-2 (top right): A modern rendering of a World War I British Army recruitment poster, later used by an LGBT group in Dublin, Ireland.

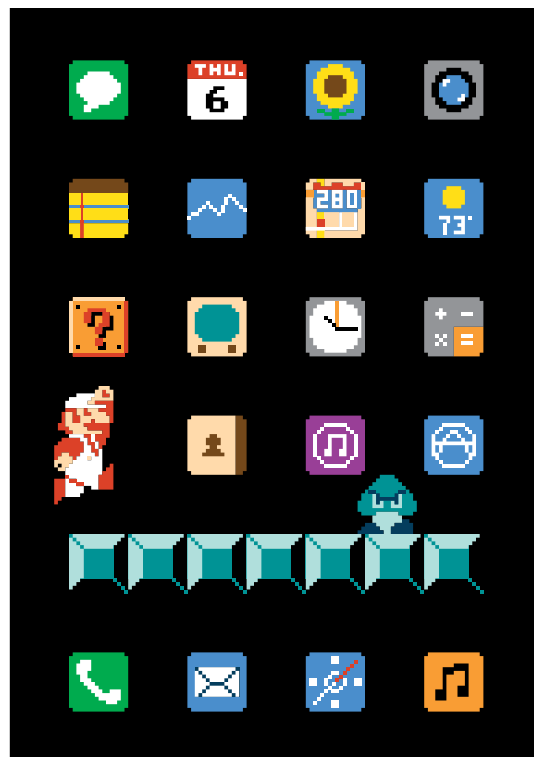


FIGURE 6-3
(bottom left): Poster in the style of Shepard Fairey's famous "Obey" poster, substituting the Starbucks siren for André the Giant.

FIGURE 6-4
(bottom right): The iOS Springboard reimaged as a level from the original Super Mario Bros. game.

Photography



FIGURE 7-1: Klyde Warren Park in Downtown Dallas

MY DAD GAVE ME A CAMERA when I was a kid. I think it was a 126. It used a big cartridge and took grainy little square photos, the kind of pictures that Instagram users try to mimic today. Even then, I tried to take artistic pictures. Instead of snapping photos of my friends, I took pictures of buildings, flowers and trees. My favorite photo at the time was one of a broken cinder block lying behind the library. It was the first time I realized that photography could be an art, rather than just a recording of the world.

Today I spend my weekends taking photos of buildings and landscapes. I love Photoshop, both for subtle retouching and outlandish works of art, and taking new photos inspires me to create new works of art.



FIGURE 7-2: The intersection of Hollywood & Vine in Los Angeles, California



FIGURE 8-1: A neon sign in Dallas' Deep Ellum neighborhood



FIGURE 8-2: Statue in Barre, Vermont



FIGURE 8-2: Jousting at Scarborough Renaissance Faire



FIGURE 8-5: A grackle on a post at the Fort Worth Zoo

IN AUGUST 2011, I started a blog, writing about subjects that interest me, such as history, technology and design. The topics are diverse, but for every article I write, I create a graphic to go with it. The blog posts I write help me brainstorm new designs, and the works of art I create inspire me to write about new topics. Some of my best designs have out of this process, including *The Corporate States of America*, which came out of an article I wrote about corporate feudalism (see p. 10).

I mostly write for my blog, but I have done guest posts on *dallasing.com* and *The Dallas Socials*. I am looking to expand my writing portfolio, and I encourage you to check out more samples at *steve-lovelace.com*. Thank you.

The End of the World

Every few years some fringe group declares that the world is about to end, even though they've all been wrong so far. Why are so many people obsessed with the apocalypse? I think it stems from narcissism and fear. People saying the end is nigh always seem to have the subtext of "Then I was born, and there was nothing left to do but end this whole experiment called the universe". Then there's the fear of death itself. No one knows for sure what happens when we die. Faith in some sort of afterlife can abate that fear somewhat. But it doesn't lessen the fear of missing out. People don't like to think that the world's going to go on without them, so they'd rather believe that everyone's going to die *with* them. That way, they don't have to miss out, and they don't have to accept that the world will be just fine when they're gone.



Drinking Coffee as a Kid

I invented Starbucks as a kid. Okay, not really, but I wonder if I could've. Back in the 1980s, before gourmet cafes became all the rage, I liked to mix up elaborate coffee drinks. Sometimes I wonder, if I had been older, would I have founded a major coffee shop chain? Probably not, but it's still fun to pretend.

I drank coffee from a young age. Very young. I can't remember the first time I tried it, but I remember enjoying it. Of course, it wasn't my parents who gave me coffee as a child. They were too responsible for that. No, it was my grandparents who got me hooked. I have fond memories of sitting at their kitchen table, with my grandma baking cookies and my grandpa smoking a cigarette and complaining about the weather. I liked sitting there making concoctions out of coffee, chocolate syrup and ice cream. (My mother claims that I once mixed coffee and root beer, but I don't remember that.) My time spent with my grandparents gave me a true appreciation for coffee. Not just for the flavor of the drink, but for the routine and ritual of coffee. It's an appreciation I hold dear to this day, even if I didn't make a million dollars selling elaborate coffee concoctions.



Corporate Feudalism: The End of Nation States

Have you ever read *Dune*? Set 20,000 years in the future, it tells of a universe controlled by a hodgepodge of corporate and feudal interests. There's an emperor balanced against a council of noble families. Then there are powerful interests that control trade, space travel and religious dogma. The interplay between these factions makes for a damn good story, but it also foreshadows a real-life future of corporate feudalism. Here in the early 21st century, we are witnessing the end of the nation state and the rise of corporations that control the world's resources like feudal lords.



Feudalism developed in the middle ages when communication and transportation were both scarce and unreliable. Kings had little control over the day-to-day affairs of the kingdoms, and most of the power was held by the lords and barons. Borders as we know them did not exist. Instead there was property and allegiances. For example, the Duke of Normandy, William the Conqueror, was a vassal of the King of France. Then he conquered England and became a king in his own right. But he still owed allegiance to the French crown, as did all of the kings of England for generations after.

Advances in technology allowed nation states to form. After the bloody battles of the Thirty Years War and the Peace of Westphalia, borders became much more rigid. With printing presses and railroads, kings and presidents could control large homogenized swaths of land. Printing allowed for a common language and religion. Improved travel allowed for strong political and military control across the land. And as time progressed, this idea spread across the face of the earth. European nation states divvied up the world into colonies. Then those colonies became nation states of their own. To this day, people still think in terms of nations and borders, but the times are changing.

The same technological advances that built the nation state are now leading its demise. The telephone allows companies to have employees and suppliers anywhere in the world. Container shipping allows goods to be made in the cheapest places possible. Air travel, internet and television allow people across the earth to have the same cultural backgrounds, the same points of reference. This means that a Delaware company can design goods in California, produce them in China, and ship them on a Norwegian ship registered in Liberia, and sell them all over the world. This kind of thing happens everyday, and the ramifications are just beginning to be felt. Ultimately, this will lead to the return of feudalism.

As the power of multinational corporations grows, you will find a weakening of nation states. Healthcare, public safety and national defense will be outsourced more and more to private contractors. There will still be government, of course, but its role will be diminished. Corporate oligarchy will be the new norm, and I'm not sure if we can stop it. Instead we just need to make sure that this new system functions as freely and democratically as possible. We may not be able to stop the rise of feudalism, but we can try to make sure our future is not as bloody and dramatic as the world of *Dune*.

