

A SALUKI YOU SHOULD KNOW

Design is a Way of Life for Chris McFarland



of having his work published. And the 1992 communication design alumnus continues to receive opportunities. As the senior graphic designer for CommScope, an in-house marketing firm, he contributes to a corporate communications team. The team develops branding and messaging for a global communications solutions provider.

He also designs advertisements, catalogs, brochures and other communication vehicles to support company brand messaging.

Many people develop an interest at an early age. It's an avocation that intrigues them and it steers their career path well into the future.

Chris McFarland has enjoyed a love for art since his childhood days. His high school instructors and guidance counselors encouraged him to pursue this interest in college. He conducted research and discovered that SIU had a strong commercial art and design program.

"I was thrilled to discover that I could broaden my knowledge of art and design in college," he says. "My experience at SIU was well-rounded as I took drawing, painting, photography and graphic design courses. SIU presented me with ample opportunities to explore my passion. And the rural environment was timeless."

Chris was inspired by the possibility

"It has been enjoyable to delve into the advertising industry. I completed a graphic design externship at a small advertising agency (Words & Pictures) in Homewood my senior year," he says. "The experience was valuable and I've been consistently employed ever since."

And Chris continues to receive valuable experiences. He has taught courses for 10 years at Moraine Valley Community College in Palos Hills, mentoring students as they develop skills in Adobe InDesign, Illustrator, and PhotoShop. It's his way of paying it forward.

"Some great teachers and professors have influenced me. And my experiences at Southern got me into the workforce," he says. "I would like to continue growing as an artist. Everyone needs an extra edge in the workforce. Teaching keeps me on the cutting edge of new programs

and disciplines in the profession."

And Chris recently shared his talents on a new level. He was urged by friends to enter the Duvel Art Glass Design Competition, which was initiated to support the art community in Belgium.

Chris submitted his beer glass design to Duvel's website, and generated support by sharing it with his Facebook friends. Duvel's corporate team selected Chris as the winner of the 2012 beer glass design competition in Chicago. He also finished runner-up in the nationwide competition.

The New Lenox resident says he derived inspiration for the design from a trip he and his wife took to Europe several years ago. He was moved by the Belgium culture and architecture.

"The architecture was breathtaking. The tops of the buildings in Belgium were unique and decorated with their own style. That is what influenced me to create this glass concept," Chris says. "I took pictures; did pencil sketches; and developed drawings to overlay paintings I had created to generate the full color and vibrancy I experienced in Belgium."

"I had a neat experience with this competition. I'm proud that my work is displayed on a Duvel glass and that I had an opportunity to represent the State of Illinois and Chicago in this competition."

Some of Chris' work, including his beer glass design, is featured on the right. To see more, visit his website: <http://www.christophermcfarland.com>.

