



Guide to the Dave Melton Graphic Design Papers

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**University of Nevada, Las Vegas. University Libraries. Special
Collections and Archives.**

Box 457010

4505 S. Maryland Parkway

Las Vegas, Nevada 89154-7010

special.collections@unlv.edu

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Melton, Dave, 1946-
Title:	Dave Melton Graphic Design Papers
ID:	MS-00896
Date [inclusive]:	1972-1990
Physical Description:	1.25 Cubic Feet (3 boxes)
Physical Description:	1.85 Linear Feet
Language of the Material:	English
Abstract:	The Dave Melton Graphic Design Papers is comprised of Las Vegas, Nevada graphic designer David Melton's papers relating to his graphic design work from 1972 to 1990. The papers include mock-ups and finalized projects from Las Vegas hotels and casinos as well as local businesses. The casino material is primarily from the Dunes Hotel and Country Club and the MGM Grand Hotel.

Preferred Citation

Dave Melton Graphic Design Papers, 1972-1990. MS-00896. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Biographical Note

Dave Melton (1946-) is a longtime Las Vegas, Nevada resident and graphic designer who worked with a variety of Las Vegas businesses. Melton was born in Madison, Indiana in 1946. He graduated from the Herron School of Art and Design at Indiana University-Purdue University with a Bachelors of Fine Arts in Visual Communication in 1970. After receiving a draft notice Melton joined the Air Force in 1970 and was stationed at Nellis Air Force Base for four years. At Nellis, Melton worked as an art director for *The Fighter Weapons Review Magazine*. After the military, his first graphic design position in Las Vegas was at Joe White's Graphic Design Studio where he

produced his first color newspaper advertisement for the Holiday Casino. Melton married Terrie Snow Fisher in 1972 and has one son, Brian.

Melton continued to work as a graphic designer in Las Vegas until his retirement in 2008. Melton did design work for major Las Vegas companies such as Caesar's Palace, the Dunes Hotel and Country Club, and KVVU-TV5. He also worked with Las Vegas entertainers such as Wayne Newton, Tom Jones, and Mac Davis among others. Melton has also taught college level courses about graphic design at the Community College of Southern Nevada, now the College of Southern Nevada and worked with Las Vegas companies outside of the entertainment industry such as Southwest Gas and home developers.

Source:

Melton, Dave. Supplied biographical note from creator. 2018.

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Scope and Contents Note

The Dave Melton Graphic Design Papers (1972-1990) is comprised of Las Vegas, Nevada graphic designer David Melton's designs of advertisements, marketing material, brochures, invitations, stationery, company letterhead, media kits, and other various visual materials for Las Vegas hotels and casinos. The materials also pertain to other local Las Vegas businesses, including real estate companies and a television station. The Dunes Hotel and Country Club, and the MGM Grand Hotel make up the majority of the hotel and casino designs, and include advertisements for Minsky's Follies showgirls and party invitations. Also included are project mock-ups with sketches and polaroid photographs done for local businesses. These papers highlight Las Vegas advertising themes and trends.

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Arrangement

Materials remain in original order.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were donated in 2018 by Dave Melton; accession number 2018-044.

Processing Note

In 2018, Maggie Bukowski accessioned the collection and created box level summaries of the materials. In 2018, as part of an archival backlog elimination project, Douglas Emery rehoused the materials and revised the collection description to bring it into compliance with current professional standards.

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Names and Subjects

- Tourism -- Marketing
- graphic design
- photographs
- Advertising
- Casinos -- Marketing
- MGM Grand Hotel (1973-1986)
- Dunes Hotel and Casino (Las Vegas, Nev.)
- Dunes Hotel and Casino (Las Vegas, Nev.)

Collection Inventory

Title/Description	Containers
MGM Grand Hotel anniversary invitations, 1976-1977	box 01

KVVU-TV5 Las Vegas and Carson Broadcasting promotional material, 1980s	box 01
	box 03
Real estate developers advertisements, marketing materials, and stationary, 1980s	box 01
	box 03
Dunes Hotels and Casinos Inc. annual reports, 1978-1981	box 01
Dunes Hotel and Country Club company advertisements, 1980s	box 01
Assorted publications, 1972-1990	box 01
Letterheads, media kits, and business brochures, 1980s-1990s	box 01
	box 03
Entertainers booklets and press kits, 1980s	box 02
Various casinos advertisements and gaming guides, 1980s	box 02
Advertising and design mock-ups for Las Vegas businesses, 1980s	box 02
Designs for Las Vegas businesses, 1980s	box 02
The Dunes Hotel and Country Club advertisements, 1980s	box 03
Designs for Las Vegas businesses, 1970s-1990s	box 03
