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HOW DO YOU MEASURE UP?



**GD
USA**

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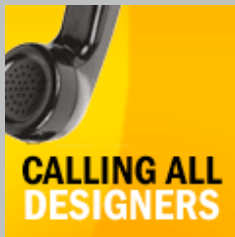
GRAPHIC DESIGN ENEWSLETTER / MARCH 17, 2009

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**HOW
DESIGN
CONFERENCE**
JUNE 24 THRU 27
AUSTIN TX

Register
by the April 1
Early-Bird
deadline and
save \$100!



PUBLISHERS NOTE: SIGN OF RECOVERY

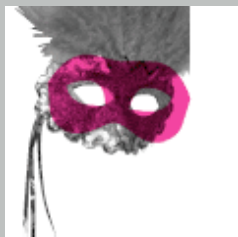


Mode Project, which collaborated on candidate Barack Obama's exuberant "O"-shaped campaign symbol, is now responsible for the official symbol of the American Recovery and Reinvestment Act. The logo will be displayed on signs for projects funded by the stimulus package. There are at least two positive aspects to this bit of news. First, use of the mark reaffirms the simple but profound role that graphic design can play in service to broader societal goals, and reflects a cool new president's understanding of the power of design. Second, this particular symbol is so generic in form and substance that it invites parody from the Photoshop-erati and, my goodness, do we all need a laugh! (Here's one of hundreds of spoofs, this by Tobias Becker on the Michelle Malkin blog.)

— Gordon Kaye

CALL FOR ENTRIES: AMERICAN INHOUSE DESIGN AWARDS

The deadline for the 2009 American Inhouse Design Awards is fast approaching. This is the original and largest showcase for outstanding work by inhouse designers. To download an entry form, please visit... <http://www.gdusa.com/contests/aida.php>



GRAPHIC DESIGN NEWS

Design Ignites Change



Worldstudio, together with Adobe Youth Voices, announces Design Ignites Change. The program encourages talented high school and college students to use the power of design to address social issues in their local communities through substantive public projects that stimulate thought, dialogue, action. To date, 17 colleges and universities are engaged. The program includes a strong mentoring component and helps introduce high school students to the creative professions. “The response from the education and business communities has been phenomenal,” says

Worldstudio’s Andréa Pellegrino. Advisors include: Marc Alt, John Bielenberg, Elan Cole, Steven Heller and Debbie Millman. GDUSA is a media sponsor. <http://www.designigniteschange.org> or www.worldstudioinc.com

Uncharted Territory

Ad agency Young & Laramore of Indianapolis IN has launched Here There Be Monsters. The new division is dedicated to “pushing the continually evolving boundaries” of digital design. It is led by Co-Managing Directors Bryan Judkins and Trevor Williams, who both maintain dual roles as Associate Creative Directors at Y&L. “Here There Be Monsters refers to the warnings sea captains and mapmakers placed on old maps to denote unexplored or uncharted territories,” says Judkins. Williams added, “Design spans words, pixels and paint, putting it at the heart of everything we do and making it the engine of every medium we touch.”

Goldstein Restages



“Supermarket seductress” Terri Goldstein is back. A co-founder of IQ Design, the well-respected New York branding firm, she now leads The Goldstein Group. Goldstein describes the firm as “a mid-sized team of packaging experts... specializing in restaging iconic brands for today’s everchanging market... and by consisting of eight employees rather than 80, we are well-equipped for these lean

times.” Darcy Bolker is creative chief. Restaged brands already include Cortizone 10, One-A-Day, Bayer Aspirin, Unisom, Heinz, and ACT; the firm recently won an American Package Design Award from GDUSA for Bayer Heart Advantage. <http://thegoldsteingroup.net>

New Leader At LPK

LPK names Nathan Hendricks Chief Creative Officer, succeeding Howard McIlvain. Hendricks has worked on global branding assignments at LPK for Samsung, Herbal Essences and Gillette. “Nathan is an exceptional person. He is enormously talented and has a singular passion for great design,” says McIlvain. “Through his eloquence and style, he has risen to the challenge in countless ways for our highest profile clients, and with determination, provided some of the best, most strategically creative work helping to shape the future of this company.”

OneWord One World



Air France has a new visual identity. Designed by Brandimage, the firm that resulted from the merger of Desgrippes and LAGA, the logo is now just one

word. The intention is to signal the carrier’s ambition to be an international brand since over half of the customer base is located outside of France. The national colors remain. “This new

identity, which is both elegant and contemporary, represents the fundamental changes Air France has seen over the past few years," says François Brousse, Air France Vice President, Corporate Communications.

SPECIAL OFFER EXTENDED

Modern Postcard is the designer's ally in today's economy, offering GDUSA readers 30 percent off printing on any product, any size or any quantity. This dramatic offer was originally scheduled to end in February, but grew enormously in popularity and has been extended until the end of March. In addition to the big savings, GDUSA readers who place orders by March 31 will receive a one-of-a-kind t-shirt created specifically for this event by the Modern Postcard design team.



http://www.modernpostcard.com/gdshirt/?cid=vendor_email_gdusa_lp_GDEMAIL09

MORE GRAPHIC DESIGN NEWS

Move To Softer



A new corporate logo and brand identity for Kraft features an upward, red smile exploding into an array of flavor bursts and bears the slogan or mission statement "Make today delicious." Kraft worked with

graphic design agency Nitro on the launch. The new logo will not completely supersede Kraft's current blue, white and red brand identity; the latter will still remain on Kraft-branded products. Christopher Nurko of Nitro is quoted in Brandweek as observing: "People have looked for softer, more organic shapes... There's this movement in art and design that's a lot softer."

Coupons Are Cool, Again

Coupon usage has risen about 10% in the past four months, according to a study by Inmar, and shoppers are increasingly getting them online. Stores are jumping further into this couponing, Timothy W. Martin reports, with text messaging and other digital-driven programs. Online coupons account for only 1% of all coupons offered nationwide but redemptions jumped 140% last year. Still, coupon use has a long way to go to regain its former glory. In 1992, 7.9 billion coupons were redeemed; only 2.6 billion were in 2008

Circle of Life



GDUSA is a major direct mailer. Last year, we put our experience in this area to use, declaring Jam Paper & Envelope's extraordinary collection of color paper clips as "The Official Color Paper Clips of Graphic Design USA." Now we are pleased to let you know about their newest entry, the Circular Shape clips. They are now in stock in Red, Yellow, White, Pink, Purple, Dark Blue, Lime Green, Green, Black, and Fuchsia.

<http://www.jampaper.com>

Hall of Famer

Broadcast and Media Professionals of Wichita KS has inducted honor Sonia Greteman, President and CEO of Greteman Group, as the newest member of its Hall of Fame. "We reserve our Hall of Fame award for the top professionals in the industry," says Julie Eddy,



BWPW president. "Sonia joins a prestigious group." Says Greteman, who opened her firm 20 year ago: "I have a great deal of respect for broadcasters and the role they play in an informed, educated society. I am humbled and honored to be judged worthy of this award."

Not Too Serious



Alphabet Arm of Boston MA created the brand identity for NRG Bar. The energy bar program includes logo, business cards, marketing materials, merchandise, tent graphics, and product packaging. The mark employ an unexpected color pallet to update the look and to keep the design from taking itself too seriously. Alphabet Arm clients include the Dave Matthews Band, American Express, Counting Crows, Harvard Medical School, L'Oreal, and American Idol winner Taylor Hicks.

TAKE FIVE! CAREER TIPS FROM THE CREATIVE GROUP: REFERENCE CHECK



Ready for a Reference Check? Finding a job in the current economy is no easy feat, especially if your references are less than glowing. Here are five tips for creating a solid reference list:

- 1. Identify your biggest fans.** Always ask permission before using someone as a reference. Pay attention to how quickly and enthusiastically people respond to your request; this "self-reference check" can help you pick the best options.
- 2. Offer a few extras.** When short-staffed, many hiring managers are pressured to move quickly, and if your contacts are unavailable, you may miss out on the job offer. Consider providing more references than are requested.
- 3. Make it easy on the employer.** Provide clear contact information, including names, titles, daytime phone numbers and email addresses, for your references along with a brief explanation of the nature of your relationship with each person.
- 4. Give references a heads up.** Each time you submit a reference list to a prospective employer, let your contacts know so they are well-prepared. Provide them with an updated copy of your resume, and describe the company and position you have applied for, as well as the name of the person who might be calling them.
- 5. Express appreciation.** Always thank those who agree to speak on your behalf, even if they aren't contacted by hiring managers.

The Creative Group is a specialized staffing service placing creative, advertising, marketing and web professionals on a project basis. Find more information at www.creativegroup.com

GRAPHIC DESIGN EVENTS

Now Through April 26. San Francisco CA. Museum of Craft+Design. San Francisco Graphic Design 2009, an exhibition presenting leading edge work from the likes of Philippe Becker, Josh Chen, Barbara Vick, Christopher Simmons, Cinthia Wen, and many more. Michael Osborne is the curator and exhibition designer.
<http://www.sfmcd.org>

March 12. Ann Arbor MI: Renowned designer and architect Richard Saul Wurman is the speaker at this Penny Stamps Lecture Series, co-sponsored by AIGA Detroit, University of Michigan School of Art and Design and the Penny Stamps series.
http://www.art-design.umich.edu/ev_lectures.php

March 12-13. Boston MA. Managing any employee presents challenges, and special

challenges are encountered when managing creative staff. This seminar sponsored by Design Management Institute and presented by Dr. Leonard Glick of Northeastern University deals with the common and classic issues.

<http://www.dmi.org>

March 18. Designer, filmmaker and author Hillman Curtis speaks to the AIGA NY chapter as part of the Design Remixed series. He was GDUSA's Readers Choice selection as 2009 Person To Watch.

<http://www.aigany.org>

March 22-24. New York NY. American Forest & Paper Association's 132nd Annual Paper Week takes place at the Waldorf Astoria in Manhattan. It's the premier pulp and paper industry event, with most top papermakers and many distributors in attendance, to discuss trends and issues that ultimately effect paper buyers and specifiers.

<http://www.paperweek.org/>

March 24. Palo Alto CA. Come connect with other local creative professionals for a casual evening of stimulating and in depth conversation at Klvb WADC. Want to talk shop? Here's your chance. Get feedback on a logo or show us a video you cut together. Discuss trends in the creative industry, get some tips on interviewing or even a job lead.

<http://www.wadc.org/calendar.html>

March 26. New York NY. New Frontiers of Graphic Design, a panel including Heidi Dangelmaier, Doug Jaeger, Chris Rubino and Felix Sockwell. Tribeca Cinemas on Varick Street is the place. Stephanie Murg, editor of the design blog unBeige is the moderator.

<http://www.mediabistro.com> or 212.547.7890

March 26-28. Milwaukee WI. University & College Designers Association (UCDA) presents "The Big Brand Wolf." At this 'must attend' UCDA Summit, the focus will be on how to stay fresh and current in these changing times, to see the forest for the trees, and how to battle the wolf.

<http://ucda.com/summit.lasso>

March 28. Boston MA. AIGA Boston celebrates 25 years as a chapter with an all-day, two-pronged event: workshops during the day and a party at night at the Vloro Restaurant. Heather Shaw is the contact person.

<http://boston.aiga> or vicepresident@boston.aiga.org

April 3-4. Union NJ. "Thinking Creatively," a two-day, world-class conference for creative professionals and students, takes place at Kean University. Organized by the Art Directors Club of New Jersey (ADCNJ) and The Design Center at Kean University, the conference features 23 sessions and 24 speakers.

<http://www.thinkingcreatively.org> or <http://www.adcnj.org>

April 4. The Institute of Contemporary Art hosts a one day conference, Design As Social Agent, exploring the intersection of visual culture and social transformation. Presentations, interviews, gallery tours, author talks, and more, are planned. IGA Boston is a co-sponsor with the ICA.

<http://www.icaboston.org>

April 15. New York NY. Connect with the community, replenish paper samples and update your printing knowledge at the Art Directors Club Paper Expo an evening that includes food, drinks and friends. It takes place at the ADC Gallery in Manhattan.

<http://www.adcglobal.org/adc/events/calendar/>

April 16. Chicago IL. Picturehouse holds its fourth annual Chicago event, this year at the River East Art Center. Graphic designers and stock agencies meet in a friendly and intimate setting. New this year! A free lecture on Copyright/Copywrong in Image Licensing by attorney and author Nancy Wolff. Picturehouse Chicago is free, but you must register at...

<http://www.picturehouse-us.com/GDUSA>

May 1. Warren NJ. Hundreds of creative professionals are expected for the Art Directors Club of New Jersey, 46th Annual Exhibition. Location: The Stone House at Stirling Ridge. Theme: In Search of Shining Stars.

<http://www.adcnj.org>

May 4-5. Seattle WA. An Event Apart is a web design conference focusing on creating content, designing effective pages, and dealing with browsers and web gadgets. The events are lead by Jeffrey Zeldman and partner Eric Meyer. After Seattle, they go on the road to Boston, Chicago and San Francisco.

<http://www.aneventapart.com>

May 17-19: New York NY: SURTEX 2009 is set for the Javits Center in Manhattan. It is the only show dedicated to the sale and licensing of original art and design in industries such as home and apparel textiles, gifts, stationery, housewares and consumer products. Penny Sikalis is VP and Show Manager. Registration online is now open.

<http://www.surtex.com>

May 15. Madison NJ. The next In-Source event — Practice Makes Perfect — is scheduled for Friday, May 15 at Fairleigh Dickinson University. Speakers will include Shel Perkins and Steve Benfield, both on the topic of effectively managing creative services in today's corporate culture.

<http://www.in-source.org>

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