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**USA**  
GRAPHIC DESIGN USA

**PEOPLE  
TO WATCH  
STUDENTS  
TO WATCH**

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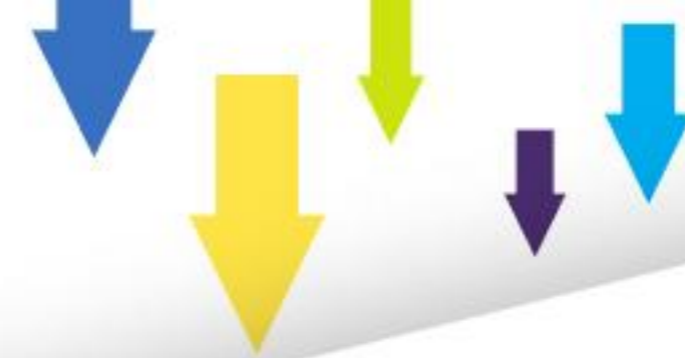
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## LETTER FROM THE PUBLISHER | THE MEANING OF LIFE IN SHORT FORM



GORDON KAYE IS THE  
PUBLISHER OF GDUSA

Comments, suggestions and letters  
can be sent to [gkaye@gdusa.com](mailto:gkaye@gdusa.com).

Can all of life's complexity can be reduced to a slogan, a bumper sticker, or a tweet? I hope so.

It would make things much easier than personally taking stock of decades of personal experience, analyzing and making sense of it, and then developing a nuanced understanding of the meaning of life. I'm a busy person, and what with work, family, exercise, and a new Hulu subscription, it's not as though I have a lot of free time to philosophize.

Thus, each year, as a small part of our People To Watch and Students To Watch special features, we ask the participants to offer a maxim or mantra by which he or she lives. My hidden agenda is to find the truth, or at least my truth, in a simple, digestible and (this is increasingly important as I get older) an easy-to-remember format. When I hear just the right gem, my plan is embrace it as my own and cling to it as an all-purpose guide.

Once again this year, the plan failed. The mantras and maxims are witty and wise and many of the "words to live by" sort of hit home, but none was a home run for me. Still, I'd like to share a few in case you are also searching for the meaning of life and also have a new subscription to Hulu.

Generally, the 2016 mantras divide into a few major categories. Advice about designing ("Make art, don't design" or "Think first, design later"). Advice about creativity ("If you don't enjoy creating it, no one will enjoy using it"). Advice about effort and hard work ("Try harder" or "When it's hard and you are in doubt give more" or "Put on your big girl panties and deal with it"). Spiritual advice ("Soli Deo Gloria" and "Too blessed to be stressed" and "Power of flow"). An observation that speak to designers year after year ("Perfection is the enemy of good"). Exhortations and encouragements ("The only thing that can stop you is you" and "Stay hungry stay foolish" and "Be the person your dog thinks you are"). And even one my grandma Fanny would uncork whenever an undateable in our family found a date ("There's a lid for every pot").

My favorite comes from Drexel University student Jermaine Boca: "Every pizza is a personal pizza if you try hard enough and believe in yourself." I think what Jermaine means is that life is fleeting, so set your goals high and your vistas wide, and take your very best shot. This resonates because I am currently struggling with whether my goals were too narrowly drawn earlier in my career, and whether there is still time to pursue old sidetracked dreams.

On the other hand, it is possible that Jermaine just likes pizza. I know I do. But in that case I am back to square one and maybe worse because now I am hungry as well as confused. At least my dinner plans have now come into focus.

I hope you enjoy the 53rd anniversary edition of GDUSA. The content touches three pillars of our community: creative professionals as represented by the designer profiles; education as represented by promising students chosen in collaboration with leading institutions; and designer-friendly resources, a deliberate and mindful compilation of manufacturers, makers, marketers and more who appreciate and serve the creative community. It was a pleasure to prepare it and an honor to serve you all.



Register for Spring 2016 Semester Today!

# Create Your Own Path

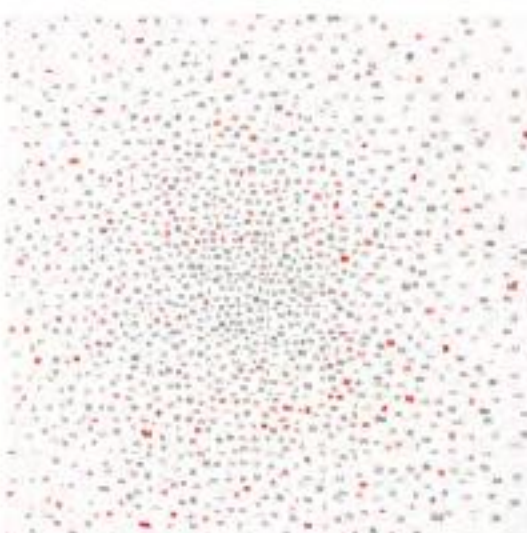
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Student design by Katie Tonkovich, named one of GR USA's "Students to Watch" in 2015, from her thesis "Blaze"

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## 8 PEOPLE TO WATCH

GDUSA starts each year by profiling a group of People To Watch who embody the spirit of the creative community and have a track record of talent, leadership, newsworthiness, insight, business savvy, community involvement. In a field awash with accomplishment and brimming with brilliance this is a purely subjective process. Still, we think you'll find this year's group interesting, inspiring and worthy of a half-century of predecessors.

## 58 STUDENTS TO WATCH

With the help of many of America's leading schools, we identify 50 of the top art and design students in the land. It's a win-win for everyone: the students get recognized and we get energized. Heartfelt thanks to The Creative Group, the specialized staffing firm, for helping make this feature possible. Next month, we'll print a roundup of the extraordinary schools from whence these rising stars come.

## 90 DESIGNER-FRIENDLY GUIDE

Companies and institutions that understand the creative mind are rare and, Lord knows, it's getting rarer. Every year, we spotlight a selection of designer-friendly companies and resources who provide first rate products, services, resources, information, value. From papermakers to image providers to manufacturers to distributors to associations and event organizers, they stand with the creative community.

## 106 COLOR OF THE YEAR

Let's be honest: we live in scary times. Pantone has an antidote of sorts. The 2016 Color of the Year projects calm, confidence peace and reassurance just when we need it — and, by the way, works well in applications for graphic, package, fashion, beauty, and interior design.

## 110 WWW.GDUSA.COM

Our popular website currently carries two features that promise to enhance this print edition of GDUSA. First is our complete roster of past People To Watch. It's a remarkable array of legends, legends to be, and almost legends with names like Bass, Chase, Glaser, Hische, Kidd, Lois, Sagmeister, Vignelli. Second is our 2016 selection of leading design schools, with names like RISD, SCAD, SVA, MICA, AAU and two dozen more.

# Akzidenz-Grotesk

Type Width

**Normal**

Condensed

Extended

FULL COLLECTION

Normal, Condensed & Extended

Package

**PRO+**

PRO

STANDARD

BQ

BE

! Package Info

Akzidenz-Grotesk® Pro+ (WGL)

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OVERVIEW

OT FEATURES

CHARACTER SET

Languages: Western Latin 1, Central European, Turkish, Baltic, Cyrillic, Greek

Designer: Günter Gerhard Lange

PostScript OTF \$450.00

**PURCHASE**

TrueType TTF \$450.00

**PURCHASE**

Type Style: Sans Serif

Design Date: 1898 - 2001

! View EULA

TYPE YOUR TEXT:  FONT SIZE: 74PX SIZE TO FIT:

▼ Samples A  A  [Reset](#)

Akzidenz-Grotesk Pro+ Light | [View Specimen](#)

Berthold's quick brown fo

Akzidenz-Grotesk Pro+ Light italic | [View Specimen](#)

*El veloz murciélagó hindú*

Akzidenz-Grotesk Pro+ Regular | [View Specimen](#)

Τάχιστη αλώπηξ βαφής

Akzidenz-Grotesk Pro+ Italic | [View Specimen](#)

*Жълтата дюля беше щ*

## THANKS TO THE SPONSOR

A special thank you to The Creative Group (TCG) for its perennial sponsorship of our Students To Watch report. The Creative Group is a leader among marketing and creative staffing agencies. The firm specializes in connecting talented, creative professionals with companies looking to hire interactive, design, marketing, advertising and public relations talent. As the marketing and creative staffing division of Robert Half, TCG offers flexible staffing solutions to meet companies' project, contract-to-hire and full-time employment needs.

Through the parent company, TCG also has the resources to support organizations' temporary and full-time staffing needs in the areas of technology, accounting, finance, administrative and legal.

In addition, TCG is well-connected to the communities it serves. It has built valuable relationships with the top industry organizations, including AIGA, HOW, the American Advertising Federation (AAF) and, of course, Graphic Design USA. It also has an exclusive relationship with The Wall Street Journal. For this reason, working with The Creative Group gives companies and individual professionals a unique advantage over other creative and marketing staffing agencies.

With offices located in major markets across the United States and Canada, TCG is proud to serve as a respected community partner in the cities where the agency lives and works. The Corporate Citizenship Report has information about efforts with the environment, recruitment, diversity, supplier diversity and philanthropy.

Contact: 1.888.846.1668 or [creativegroup.com](http://creativegroup.com)

### ABOUT THE COVER

Responsible for some of today's most talked-about identities, including Instagram, Oculus, and Luxe, Mackey Saturday is a new principal designer at Chermayeff & Geismar & Haviv. Our 53rd anniversary People To Watch section starts at page 8.



**COVER PAPER CREDIT:** The cover of this special edition of GDUSA is printed on FSC-certified Kallima Coated Cover C2S 8pt, part of the Kallima Paper family of FSC-certified coated cover paperboard, manufactured by the Tembec Paper Group. A leading advocate of sustainability, Kallima has a distinct low-density high-bulk construction resulting in less trees used and significant cost savings to the customer.

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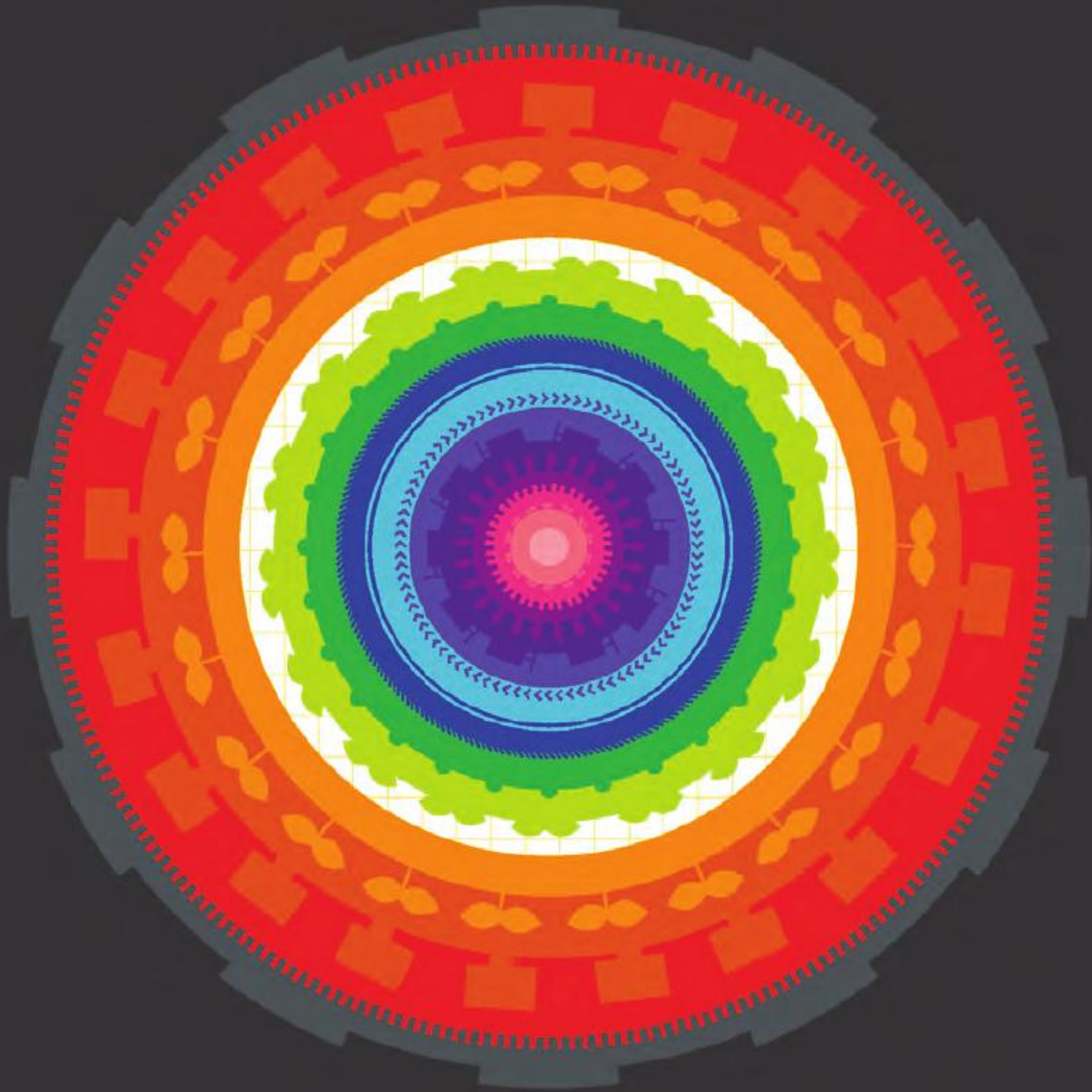
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# — DESIGNED FOR — EXCELLENCE



Savannah College of Art and Design graphic design students explore new and emerging media using the latest technology, and have earned awards from many of the world's most prestigious organizations, including these recent accolades:

**18** 2014 STUDENT  
AWARD WINNERS  
APPLIED ARTS

**11** 2014 AMERICAN  
GRAPHIC DESIGN  
AWARD WINNERS  
GDUSA

**5** 2015 STUDENT  
AWARD WINNERS  
APPLIED ARTS

**8** 2015 AMERICAN  
PACKAGE DESIGN  
AWARD WINNERS  
GDUSA

Nancy Ryan Nix, M.F.A., graphic design, McDonough, Georgia

# PEOPLE TO WATCH



# 2016

## | THE CRITERIA |

### GDUSA STARTS EACH YEAR BY CHOOSING A GROUP OF PEOPLE TO WATCH WHO EMBODY THE SPIRIT OF THE CREATIVE COMMUNITY.

Individuals we have come to know and respect for a combination of talent, leadership, success, newsworthiness and community service. In a field so deep in talent and broad in numbers, this is clearly a subjective process. Still, for five decades, it has seemed to work out pretty well: the roster of past participants is star-studded, to say the least. The 2016 group adds to the glow.

## ◀ TOBIAS VAN SCHNEIDER

DESIGNER & MAKER, FOUNDER, SEMPLICE, NEW YORK NY

Tobias van Schneider is a German multi-disciplinary maker of useful, curious and beautiful things, and just completed a stint as Art Director and Lead Designer at Spotify where he helped it emerge as the leading music streaming service in the world. Born in Germany, and raised in Austria, he now lives and works in New York City. Tobias' journey is different than most. He dropped out of high school at 15 and made grand plans to become a software engineer. After realizing he "sucked at it," Tobias began teaching himself design at 16. Fast forward a few years and through "a whole lot of ass-busting," Tobias is now a designer, founder, speaker, mentor and maker. After opening his own design studio, Tobias helped develop products and services for companies such as Red Bull, Google, BMW, Wacom, Sony, Fantasy Interactive, Stinkdigital, Toyota, Ralph Lauren, and Bwin. Tobias has been honored with the net magazine Designer of the Year & Awwwards Art Director of the Year award. He also serves on the Board of Directors at AIGANY and is involved in a variety of programs including Cannes Lions, HyperIsland, Art Directors Club & the FWA. At Spotify, he helped build new products and, during his time, Spotify grew from 15 million users to 70+ million. Tobias is also the co-founder of Semplice, a portfolio system and community used by thousands of leading designers who represent brands such as HUGE, BBDO, Tumblr, Disney, Apple, Firstborn, Unit9, R/GA and Razorfish. In addition to his mentoring work, Tobias is advisor and creative director at memomi. He's played a crucial role in creating the brand and overseeing the user experience to help establish the world's first digital mirror software platform called Memory Mirror. Memomi aims to revolutionize the interactive shopping experience and recently launched with selected partners such as Intel, IBM, Sony and Panasonic.

#### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

While this sounds like a cliché, I found most of my inspiration outside of the design field. Most of my inspiration comes from traveling, talking to people who are outside of the design world and seeing new places.

#### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

Absolutely! I was born and raised in Germany and I'm sure this contributes to how I design, how I think about design, and my overall design sensibilities. Currently living in NYC this hasn't changed much, but I know there is a certain appreciation for "European Design" in the U.S.

#### FAVORITE COLOR? Black

FAVORITE TYPEFACE? Maison Neue

FAVORITE TV SHOW? Black Mirror

#### FAVORITE BOOKS?

David and Goliath, The Giver, The Richest Man in Babylon, Outliers, Lying, The Power of Habit, Hatching Twitter, MalcolmX, Mastery, #GirlBoss, The Art of Choosing, Essentialism

FAVORITE MOVIE? The Truman Show

#### FAVORITE MUSICIANS OR BANDS?

See [www.vanschneider.com/mixtapes](http://www.vanschneider.com/mixtapes)

FAVORITE SOCIAL MEDIA? What?

#### FAVORITE FINE ARTISTS?

I don't think I have any.

#### GREATEST STRENGTH/WEAKNESS AS A DESIGNER?

Strength: Curious/Weakness: Incredibly lazy

#### TALENT YOU WISHED YOU POSSESSED?

I wish I could time travel.

#### ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?

There is only hard work. Showing up is more than half of the deal.

#### IF NOT A DESIGNER, WHAT WOULD YOU BE?

Elon Musk

#### A MANTRA OR SAYING YOU LIVE BY?

The best way to complain is to do something.



## MEGAN FLOOD

CEO/FOUNDER/CREATIVE DIRECTOR  
MARINE LANE, NEW YORK NY

Marine Lane is an award-winning NYC graphic design studio opened by Megan Flood in 2013. The firm has continued to build on its reputation of helping position America's political narrative. Client work for bi-partisan political group, No Labels, has been prominently featured on Capitol Hill and the firm designed lapel pins worn by 100 members of Congress at the 2013-2016 State of the Union Addresses. Marine Lane's client roster encompasses Fortune 500 clients like Mercedes-Benz, American Express and Verizon; nonprofit clients include Sohn Conference, New York Center for Autism Charter School and Untold News. Over the past three years Marine Lane has been recognized with awards from GDUSA, HOW, Print, and an AIGA Justified award. Megan's project on homelessness has been twice featured on NPR's The Takeaway. She is a graduate of University of Michigan's Terry W. Stamps School of Art & Design.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

Inspiration is derived from traveling, reading, and from my colleagues at Marine Lane. I am fortunate to work with a team of passionate designers who are as obsessed with all things art and design as I am. I'm also fortunate to live in NYC, the greatest city for inspiration.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

My education was fostered at the dinner table growing up — listening, laughing and learning from parents and siblings in my hometown, Old Tappan NJ, thirty minutes north of NYC. My education at University of Michigan Art & Design was fulfilling, invigorating and challenging. After graduation, NYC called me back. My heart and soul is in this mighty city — the most wonderful place for constant inspiration and stories on every street corner.

### FAVORITE COLOR?

Green

### FAVORITE TYPEFACE?

My mom's handwriting, followed by National by Klim Type Foundry

### FAVORITE TV SHOW?

Seinfeld, Fargo, Bloodline ... when the Mets aren't playing.

### FAVORITE BOOKS?

Every Person in New York by Jason Polan; This is New York by Miroslav Sasek; Humans of New York by Brandon Stanton. As I'm writing, I now realize the theme.

### FAVORITE MOVIES?

Manhattan Murder Mystery

### FAVORITE MUSICIANS OR BANDS?

Tallest Man on Earth, Simon and Garfunkel, Adele

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTISTS?

Right now I'm loving the work of mixed-media artist Heather Day.

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

Strength: Creating the idea, the story. Weakness: Saying yes to every new project.

### TALENT YOU WISHED

### YOU POSSESSED?

Singing, for the sake of my husband's eardrums.

### ADVICE TO A YOUNG DESIGNER

### JUST STARTING OUT?

Seek out your idols, and see how you can help them.

### IF NOT A DESIGNER,

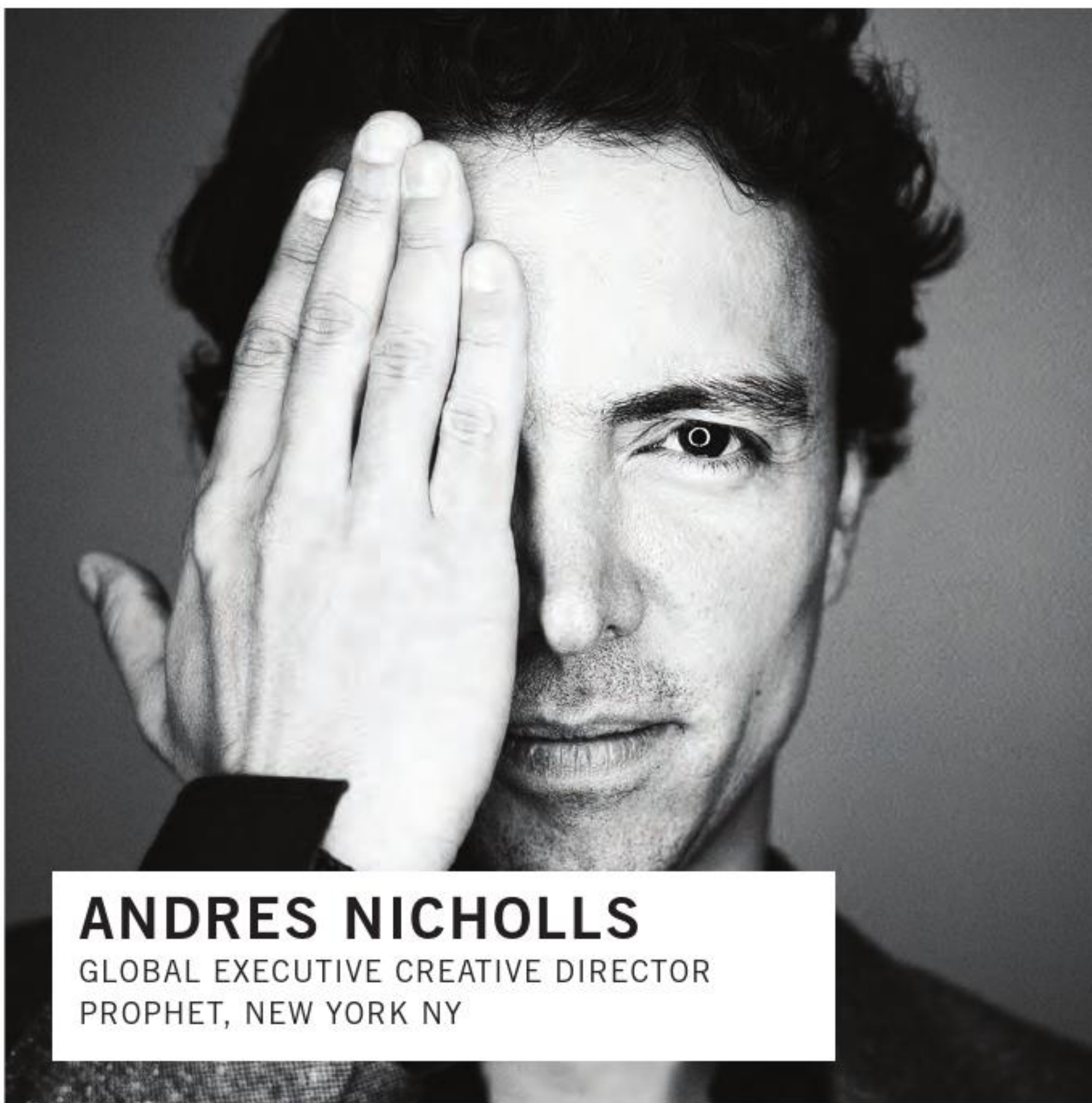
### WHAT WOULD YOU BE?

Anything involving food.

### A MANTRA OR SAYING

### YOU LIVE BY?

It's worth the struggle.



## ANDRES NICHOLLS

GLOBAL EXECUTIVE CREATIVE DIRECTOR  
PROPHET, NEW YORK NY

Andres Nicholls leads the Global Design Practice at Prophet. With over 15 years of experience, he brings to life his passion for design and engaging brand experiences with some of the world's greatest brands, such as Abbott, AbbVie, Destination Hotels, Emart, Vitamin World, Target, Harley Davidson, UBS, Scholastic, Orbis and Caradigm. Previously a design partner at Lippincott, Andres' work there included brand engagements with Citizens Bank, Gore-Tex, RadioShack, Walmart, Vale, Samsung and Taca Airlines. A native of Colombia, he began his career as an architect, and with a breadth of experience in retail, he later joined Interbrand as a Design Director for the Environmental Design Group. There, he was able to transition from architect to well-rounded creative brand consultant by combining his multidimensional thinking from architecture with his acute sensibility for brand design. A frequent world-traveler and popular keynote speaker at brand conferences, Andres is always on the lookout for new inspiration and experiences to keep ideas fresh and innovative. When he's not spending time with his clients and Prophet's multiple design studios, which include Chicago, San Francisco, Atlanta and Richmond, he can be found sharing time with the loves of his life: his family and his motorcycle.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

Inspiration is everywhere, we just need to learn how to look for it. Lately I spend more and more time in planes and that time allows me to disconnect for a bit, be inspired, think, create and dream.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I was born in Medellin, Colombia, and since my early years I had the good fortune to have parents who allowed me to see the world, explore it and open my mind to life. I now live in New York and believe those early experiences definitely shaped my personality and approach to design as I believe design needs to be multi-faceted and open as well.

### FAVORITE COLOR?

Depends on the day, but black is on the top of my list (and my wardrobe)

### FAVORITE TYPEFACE?

Whichever is perfect for the design

### FAVORITE TV SHOW?

The Blacklist

### FAVORITE BOOKS?

I'm a big fan of biographies and historical novels. Life from Keith Richards was awesome!

### FAVORITE MOVIE? Star Wars by far

### FAVORITE MUSICIANS OR BANDS?

Too embarrassing to reveal

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTISTS?

Richard Serra

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

Heart, and sometimes too much heart.

### TALENT YOU WISHED

### YOU POSSESSED?

Patience to teach my son math (btw, he is pretty good at it)

### ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?

A great friend and mentor once gave me a little metal plaque with the inscription: What would you attempt to do if you knew you could not fail? Best advice ever.

### IF NOT A DESIGNER, WHAT WOULD YOU BE?

A Bonsai artist

### A MANTRA OR SAYING YOU LIVE BY?

Enjoy every minute like if it was your last one.

## Why Publishers Choose Print:

Reason #4:

# PRINT

## *Is Alive & Well*

Studies show that over 90% of U.S. adults read print magazines<sup>1</sup>, and the ads in these publications motivate 35% of readers to take action.<sup>2</sup> In the magazine world, print is very much alive and well.

L.A. Parent's experiences reflect this. "Our website and e-newsletter viewership numbers are healthy, but they're nothing compared to print," explains Publisher Ron Epstein.

"Print for us is the driver," Epstein adds. "Each month we connect with 200,000 parents, and 80% of these connections are through print."

To get the facts about

## PRINT

visit [ChoosePrint.org](http://ChoosePrint.org).



To learn more about why publishers choose print, scan the code or visit <http://tiny.cc/PrintIsAlive>.



<sup>1</sup> The Association of Magazine Media, "Magazine Media Factbook 2015"

<sup>2</sup> GfK, Starch Syndicated Research, "Print Magazine Ads Motivate 35% of Readers to Take Action - Unchanged Since 2010," April 2014



## MACKEY SATURDAY

PRINCIPAL DESIGNER

CHERMAYEFF & GEISMAR & HAVIV, NEW YORK NY

Mackey Saturday is a new principal designer at Chermayeff & Geismar & Haviv. Responsible for some of today's most talked-about identities — including those for Instagram, Oculus, and Luxe — Mackey has become a definitive source for trademark design to the leading brands of Silicon Valley as well as other progressive companies. With a life-long history of pursuing art and design, he focuses on idea-driven strategy and graphic design to create and advance steadfast identities.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

My inspiration is usually accumulated via exposure to different activities, locations, and individuals — rather than directly found. These experiences culminate in ideas coming to the surface. Accordingly, my focus is more on finding the proper balance of both timeless and stimulating intake paired with exhilarating and inspiring experiences to produce the best solutions.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I was born and raised in California, with stints in Wyoming and Colorado. It's hard to reference the magnitude of influences besides to say that the more time I have to deeply engage with people and environments, the better I become at listening, which always leads to more appropriate and effective work.

### FAVORITE COLOR?

Blue, Red, All, None

### FAVORITE TYPEFACE?

Akzidenz Grotesk

### FAVORITE TV SHOW?

Sherlock

### FAVORITE BOOKS?

White, Essentialism, Blink

### FAVORITE MOVIES?

The Grand Budapest Hotel, Her, The Art of Flight

### FAVORITE MUSICIANS OR BANDS?

Efterklang, Son Lux, Tussilago

### FAVORITE SOCIAL MEDIA?

If I said anything but Instagram it would be blasphemous right?

But really, Instagram

### FAVORITE FINE ARTISTS?

Lawrence Weiner, Wassily Kandinsky, Eddie Martinez

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

Dedication

### TALENT YOU WISHED

### YOU POSSESSED?

Photography. More specifically, the magical ability to capture and convey the essence of a moment in time.

### ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?

Diversify your time and focus your skills

### IF NOT A DESIGNER, WHAT WOULD YOU BE?

The realistic answer, an architect.

The aspirational answer, a pro surfer.

### A MANTRA OR SAYING YOU LIVE BY?

When it's hard and you are doubtful, give more.



## RODRIGO CORRAL

PRESIDENT, RODRIGO CORRAL DESIGN  
CREATIVE DIRECTOR, FARRAR, STRAUS & GIROUX  
NEW YORK NY

Rodrigo Corral creates conceptual design and art for print, brands, interior spaces and film. In addition to running the Rodrigo Corral Studio, Rodrigo is the Creative Director for Farrar, Straus & Giroux and Creative Director at Large for New Directions. Known for delivering some of the most iconic visuals in publishing, he has designed covers for the Pulitzer Prize winning author Junot Díaz and bestselling authors Jonathan Franzen, Chuck Palahniuk and John Green, among many others. He also designed the New York Times bestselling books Decoded by Jay-Z, Classy by Derek Blasberg, and Influence by Mary-Kate Olsen and Ashley Olsen. Rodrigo has taught at SVA in New York City and lectured around the country.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

Lately I get a lot of inspiration from playing with my kids. They're all about figuring things out, and it's such a pleasure to watch them. In a way, there's something analogous in what I do in my design work and personal projects. I'm continually trying to solve these visual riddles. I don't think of it as work, but about figuring out the next puzzle, playing the next game, imagining another world.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

The kids I grew up around in Long Island pretty much had their lives set up for them. I didn't have that and the fear of uncertainty impacted me greatly. The ground beneath me always felt unsteady. I spent my life trying to get away from this anxiety by working as hard as I could to be successful, but I never really escape the the feeling. I've learned to live with that feeling and let it drive me.

Today I live off Wall Street, in the heart of what was once New York's financial center. The stockbrokers are mostly gone because so many financial companies have left the area. Even the New York Stock Exchange is slowly giving up its lease. So the city's Financial District is imaginary now, invented, just like the value of money always has been. This inspires me greatly. Everything in our commercial lives has been invented and this idea gives me freedom to create and invent at work.

### FAVORITE COLOR?

Coral

### FAVORITE TYPEFACE?

Don't have one

### FAVORITE TV SHOW?

Good Times

### FAVORITE BOOKS?

Too Many

### FAVORITE MOVIE?

2001 Space Odyssey

### FAVORITE MUSICIANS OR BAND?

Mos Def

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTISTS?

Felix Gonzales Torres

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

My greatest strength and weakness is that I'm not an expert at Photoshop. It hurts when I need to create something quickly, but it helps because it allows me space from my designs. It allows me to look at them from a distance on someone else's computer, instead of concentrating on pixel by pixel.

### TALENT YOU WISHED YOU POSSESSED?

Play the drums

### ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?

Be honest with yourself and find what you love. It will just get harder later on.

### IF NOT A DESIGNER, WHAT WOULD YOU BE?

A professional sports psychologist

### A MANTRA OR SAYING

### YOU LIVE BY?

Make art, don't design



**Five** Tungsten Rounded *Quarto* Idea

*ing* **GOTHAM** Archer **Knockout**

MARK IDLEWILD TUN

y **DIDOT** **Sentinel** REQU

**STEN** *Verlag Compressed* FORZA **Vitesse**

ised **MERCURY DISPLAY** CHRON

Narrow Chronicle Display 1234

**W** CYCLONE VERLAG *SURVEYOR*

'890 *Sentinel* ARCHER *OBSA*



## DIAN HOLTON

DEPUTY ART DIRECTOR  
AARP MEDIA, AARP, WASHINGTON DC

During the day Dian is deputy art director at AARP and at 4am you may find her installing window displays and dressing mannequins for the GAP. A former military dependent and the oldest of two, she grew up in the U.S., Berlin and Seoul. In fact, her creative passion continues to be fueled by random jaunts globally to discover new social initiatives, meet intriguing artists and gather inspiration for future projects. Her professional background includes publishing (print/digital), integrated marketing, branding, retail visual display and styling. She is in her 8th year serving on the board of AIGA's Washington DC chapter, and in that time, she's paired more than 60 mentors with young designers, and has overseen efforts to raise funds for students with financial needs. Her passions include education, philanthropy, fashion and pop culture. Dian received a BS in Graphic Design/Print management from Florida A&M University and is pursuing a Fashion Marketing degree from Parsons The New School.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

I find inspiration EVERYWHERE. From fashions I see to nature I'm around or found objects I come across — I embrace colors, patterns, textures and silhouettes of all types.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I was born into a military family in Ft. Benning GA which meant I was exposed to a variety of cultures and beliefs that required routinely adapting to various scenarios. As an adult and now working with publications and media, I learned that editorial could change at the drop of a hat. My background has allowed me to remain cool under pressure.

### FAVORITE COLOR?

Pink. Don't ask me the PANTONE color because I like them all.

### FAVORITE TYPEFACE?

Publico

### FAVORITE TV SHOWS?

Law & Order, Dateline

### FAVORITE BOOKS?

The Stinky Cheese Man and Other Fairly Stupid Tales, The Day the Crayons Quit

### FAVORITE MOVIES?

Tim Burton's Alice in Wonderland, J.J. Abram's Star Trek, Steven Soderbergh's Oceans 11

### FAVORITE MUSICIANS OR BANDS?

Jay-Z, Rihanna, Sia, BeeGees, Shirley Bassey

### FAVORITE SOCIAL MEDIA?

Instagram, runner up is Twitter

### FAVORITE FINE ARTISTS?

Kara Walker, Kehinde Wiley, Donald Robertson, Yinka Shonibare, Yayoi Kusuma

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

Strength: I can concept 100+ creative solutions to solve a problem or visually tell a story.

Weakness: I have trouble editing down those 100+ solutions.

### TALENT YOU WISHED

### YOU POSSESSED?

The ability to speak multiple languages.

### ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?

Research. Network. Implement.

Also, always be prepared. You never know when or where your next opportunity will come.

### IF NOT A DESIGNER, WHAT WOULD YOU BE?

A retail buyer, social worker working with PTSD vets, back-up dancer. What can I say, I have a lot of interests.

### A MANTRA OR SAYING YOU LIVE BY?

Keep it moving.



ericksonstock.com

IMAGES & VIDEO



## STEWART DEVLIN

CHIEF CREATIVE OFFICER  
RED PEAK, NEW YORK

From Stewart Devlin's perspective, design is a valuable, if often underestimated, asset in business. Throughout his career, Stewart has demonstrated that the thoughtful application of design principles, executed well, can have a massive impact — whether the product is fresh-baked bread, the chip inside a computer, or a nonprofit's services. After graduating from the University of Central Lancashire in Preston, Stewart has honed his skills first in London and now, New York. He has worked as a creative director at a variety of agencies, from packaging (Lewis Moberly, Williams Murray Hamm and Desgrippes Gobe) and advertising (TAXI) to branding (The Partners and Red Peak). Along the way, he's branded islands and created identities for companies in media and retail; he has packaged oils and hard liquor and tackled 21st-century typographic dilemmas with the creation of a global, proprietary font. As Red Peak's Chief Creative Officer, Stewart oversees a design studio staffed with teams expert in disciplines from graphic design and brand strategy to photography and art direction. His work has been widely honored.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

For me it's about becoming completely absorbed and obsessed with trying to solve the problem. I surround myself with stuff — research, books, magazines and I sketch. This process allows inspiration to come from anywhere, at any time.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I grew up on a farm in Northern Ireland. Simplicity and story telling were a big part of my upbringing. As a kid I never got bored. I was a tinkerer, always making something. I now live in Soho NYC, in a building exclusively for people who work in the arts. The similarities are striking.

### FAVORITE COLOR?

Changes a lot, but at the moment, Green

### FAVORITE TYPEFACE?

I don't have one

### FAVORITE TV SHOW?

Blackadder, a BBC series from the 80's, still brilliant

### FAVORITE BOOKS?

I've been obsessed with books since childhood. I'm a big collector of art, design and photography books. I could open a bookstore. My last purchase was Herb Lubalin: American Graphic Designer (1918-81)

### FAVORITE MOVIES?

Scenes from movies stay with me: the opener of Once Upon a Time in the West, the chariot scene in Ben Hur, and the final scene of Raging Bull, are a few I love.

### FAVORITE MUSICIANS OR BANDS?

I went to college in the North of England, near Manchester. I still love the bands from that time and place: The Smiths, The Stone Roses, Joy Division, The Chemical Brothers.

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTISTS?

Richard Serra, James Turrell, David Hockney Saul Steinberg

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

Strength is seeing the big picture. Weakness is not concentrating on the details.

### TALENT YOU WISHED

### YOU POSSESSED?

I wish I could write like Samuel Beckett.

### ADVICE TO A YOUNG DESIGNER

### JUST STARTING OUT?

Identify the best in the business, then do whatever it takes to work with them.

### IF NOT A DESIGNER,

### WHAT WOULD YOU BE?

Furniture maker

### A MANTRA OR SAYING

### YOU LIVE BY?

If it's for you, it won't go past you

OF ALL THE TOOLS  
*you can use  
on press with*  
**ACCENT<sup>®</sup>  
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*these may be the*  
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**LISA SMITH**  
HEAD OF DESIGN  
WOLFF OLINS, NEW YORK NY

Lisa Smith is an award-winning Creative Director with expertise across a variety of design disciplines, from branding, print and advertising to exhibition design. After starting her career in London, she joined Wolff Olins New York in 2011. Lisa led the firm's creative team in the execution of the highly acclaimed re-brand of USA Today garnering a coveted Silver Lion at the Cannes Lions Awards as well as a Fast Company Innovation by Design Award. She has worked across a range of categories including fashion, retail, hospitality, museums, media, healthcare and technology, for clients including The Metropolitan Museum of Art, Zocdoc, Grubhub, Expedia, Microsoft and Getty Images. Lisa is a high-energy design leader with a strong vision and skill in inspiring and motivating teams.

**WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?**

I'm pretty much inspired by everything around me. Even after being in New York for so long it can still feel new and exciting, from things I see on my journey to work to signage, fashion, and food to the people I meet. I love art, too, so whenever I can visit museums and galleries I'm in my happy place.

**HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?**

I was born in New York, but grew up outside of London in the countryside in a little village called Wendens Ambo. I spent my teenage years escaping and traveling into London so I could go soak up the arts and culture. This all had a huge influence on the places I wanted to work for and the work I've created. Browns, where I got my career start, was very much inspired by pop culture across time, not only in London but also in New York. The founder Jonathan Ellery would always share bits and pieces with us from his trips there, until we both went together to work on one of his exhibitions. After that, I was hooked and found myself taking a job there years later. I've been in New York for eight years now and still have no intention of leaving.

**FAVORITE COLOR?**

A spectrum, I could never choose just one!

**FAVORITE TYPEFACE?**

I love old letterpress and wood type fonts

**FAVORITE TV SHOW?**

At the moment American Horror Story

**FAVORITE BOOKS?**

I love any music biography that can transport me to another time: Marianne Faithfull, Janis Joplin, Patti Smith, currently reading Kim Gordon Girl in a Band

**FAVORITE MOVIES?**

True Romance, Almost Famous, In the Mood for Love, The Royal Tenenbaums, Frances Ha, the list goes on

**FAVORITE MUSICIANS OR BANDS?**

It's eclectic ... Velvet Underground, Björk, Saint Etienne, Daft Punk, The National, Grimes

**FAVORITE SOCIAL MEDIA?**

Instagram

**FAVORITE FINE ARTISTS?**

Andy Warhol, Martin Parr, David Hockney, Bernd and Hilla Becher, Paul Davis

**GREATEST STRENGTH/**

**WEAKNESS AS A DESIGNER?**

It's two-fold, having high energy and high ambitions, not knowing when to slow down

**TALENT YOU WISHED**

**YOU POSSESSED?**

I wish I could sing ... in tune!

**ADVICE TO A YOUNG DESIGNER**

**JUST STARTING OUT?**

Be humble, not an asshole

**IF NOT A DESIGNER, WHAT**

**WOULD YOU BE?**

Either something in fashion and textiles or a chef.

**A MANTRA OR SAYING**

**YOU LIVE BY?**

Design is a crooked path, who knows where it's going to lead you.

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## JOHN CLIFFORD

OWNER/CREATIVE DIRECTOR  
THINK STUDIO, NEW YORK NY

John Clifford loves to create something out of nothing. He also loves transforming the average into something exceptional, making the complex clear, and turning the ugly into something beautiful. Starting his career in marketing for the music industry, John went back to school to study design, and worked at Chronicle Books and Doyle Partners. Now he's an award-winning designer/creative director/owner of NYC's Think Studio, focusing on identity, digital, print, and book design. Clients include Melcher Media, The World Financial Center, mark./Avon, PepsiCo, Second Stage Theatre, and The Monacelli Press. John is the author of *Graphic Icons: Visionaries who Shaped Modern Graphic Design*, which Fast Company's Co.Design called one of the best design books of the year. He has also written for 99U, AIGA, Core77, Success, and ArtDesk magazine. He teaches graphic design history and typography.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

Almost anywhere: nature, art, architecture, books, printed ephemera, friends and family, and, of course, the internet. But consistent sources are other graphic designers throughout history — not to copy their styles, but to be informed by their ways of thinking and creative approaches to solving problems.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I have lived in Boston, Chicago, San Francisco, and New York. This helps me understand regional differences and similarities, and appreciate great food and funny accents.

### FAVORITE COLOR?

Blue. No, gray. No, blue. Gray.

### FAVORITE TYPEFACE?

Whichever one solves a particular design problem best

### FAVORITE TV SHOW?

I'm not hooked on anything right now

### FAVORITE BOOKS?

Mine! For design education and inspiration, anything by Ellen Lupton or Steven Heller. For humor, David Sedaris. For fiction, Paul Auster, Lorrie Moore, and J.M. Coetze.

### FAVORITE MOVIES?

It's based on what I watch with my six-year-old. Right now, *Inside Out* and *Cloudy with a Chance of Meatballs*. And *Xanadu*, best film ever, but I can't blame that on the kid.

### FAVORITE MUSICIANS OR BANDS?

Tom Waits, Beach House, old Bossa Nova, Pixies, Real Estate, Portishead (still), The Xx

### FAVORITE SOCIAL MEDIA?

Twitter

### FAVORITE FINE ARTISTS?

Kurt Schwitters, Donald Judd, Olafur Eliasson, William Eggleston, Jenny Holzer, Tom Friedman

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

Strength: my marketing background helps me create designs that work in the real world. Weakness: optimism about how much I can accomplish in a day.

### TALENT YOU WISHED

### YOU POSSESSED?

Playing the trumpet like Herb Alpert. Can't be in a bad mood when the Tijuana Brass is playing.

### ADVICE TO A YOUNG DESIGNER

### JUST STARTING OUT?

Push yourself — your first idea is probably not your best. Get out of your comfort zone. Don't end your statements with question marks. Stop looking at your phone. Look around. Listen.

### IF NOT A DESIGNER, WHAT WOULD YOU BE?

A writer. I'm lucky, because I get to do some of that now.

### A MANTRA OR SAYING YOU LIVE BY?

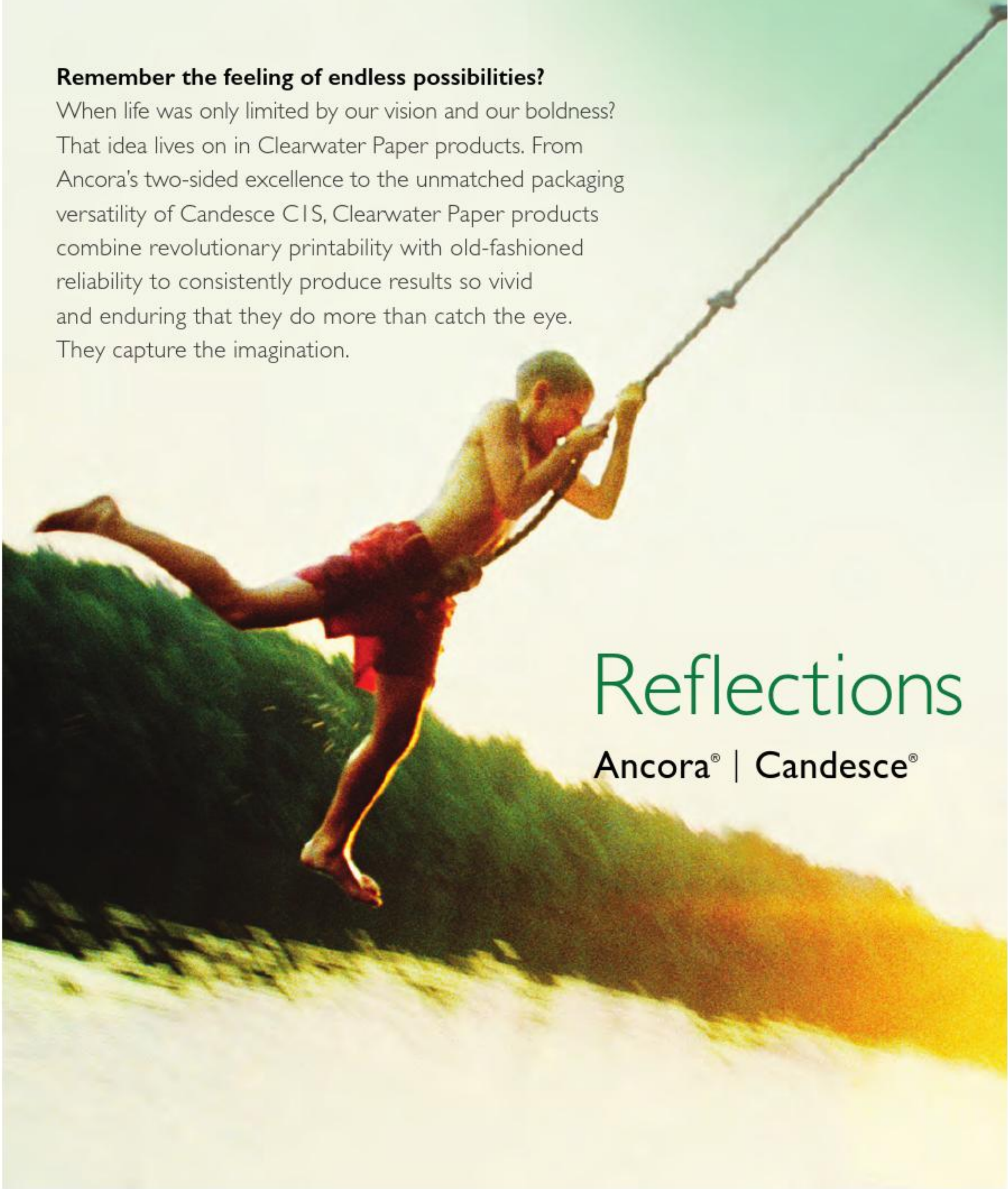
Think first, design later.

— Ladislav Sutner



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**SHARYN BELKIN LOCKE**  
VICE PRESIDENT, CREATIVE DIRECTOR  
JOHN PAUL MITCHELL SYSTEMS, LOS ANGELES CA

Sharyn Belkin Locke has spent the past 20 years leading creative teams to help transform businesses and motivate consumers. She is currently the Vice President Creative Director of John Paul Mitchell Systems and is responsible for the conception and execution for all visual communications including global campaigns, photo shoots, package design, print collateral, and digital assets for all of the JPMS brands. These include Paul Mitchell, Tea Tree, Awapuhi Wild Ginger, MITCH, MarulaOil, Neuro, Paul Mitchell ProTools, Professional Haircolor, and Paul Mitchell Schools. Prior to joining JPMS, she has worked with several leading brands including Condé Nast, Mercedes-Benz, Virgin Records, and Universal Pictures. Her work has been recognized by Communication Arts, Graphis, Type Directors Club, HOW, and Graphic Design USA. Sharyn's approach to work mirrors her approach to life: listen to your inner voice, notice the details, and surround yourself with great people. When not working she enjoys cycling, slow food, and traveling the world for inspiration.

**WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?**

Inspiration can strike anywhere, anytime :) I love to travel and experience new places and cultures, which always infiltrates into my work. Whether it's a wall color, a textile pattern, or even the decoration of a french pastry — it's all catalogued in my brain for future use!

**HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?**

I was born and raised near Venice not far from where I live now. Growing up in the 1970's beach culture of L.A. has definitely shaped my vision of the world, personality and design aesthetic.

**FAVORITE COLOR?**

Green (because it's the color of life)

**FAVORITE TYPEFACE?**

Futura

**FAVORITE TV SHOW?**

I don't watch TV

**FAVORITE BOOKS?**

The Fountainhead, One Hundred Years of Solitude

**FAVORITE MOVIES?**

The Big Blue, Love Actually, Slumdog Millionaire, The Intouchables

**FAVORITE MUSICIANS OR BANDS?**

Jobim, Vinicius de Moraes, and of course Joni (Mitchell)

**FAVORITE SOCIAL MEDIA?**

Pinterest

**FAVORITE FINE ARTISTS?**

Dustin Yellin, Sebastião Salgado, Yves Klein, Gustave Klimt

**GREATEST STRENGTH/**

**WEAKNESS AS A DESIGNER?**

Attention to detail and attention to detail

**TALENT YOU WISHED**

**YOU POSSESSED?**

Hip hop dancer with a voice like Adele

**ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?**

Don't have an ego

**IF NOT A DESIGNER, WHAT WOULD YOU BE?**

Photographer

**A MANTRA OR SAYING YOU LIVE BY?**

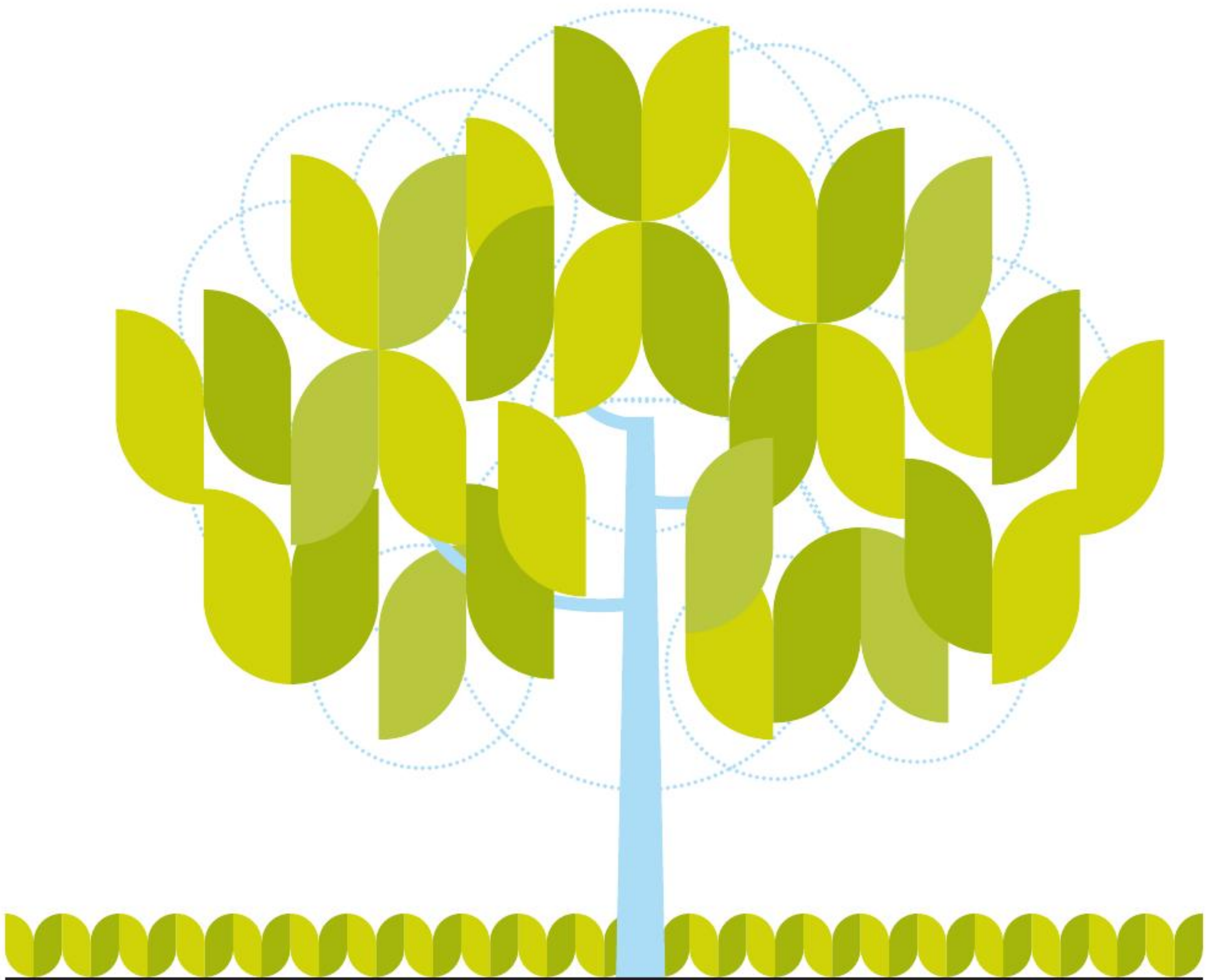
When one door closes, another door opens

# EVERY TIME WE PLACE TALENT IT'S LIKE PLANTING A SEED.

---

Then we carefully nurture them along the way, providing the resources they need to blossom.  
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and the clients we serve. Join us in growing something extraordinary.





**SETH SIRBAUGH**

PRINCIPAL  
TRIBE, FREDERICK MD

Seth Sirbaugh is a designer, creative director and the principal of Tribe branding and design based in Frederick MD. He has taught at the Corcoran School of Art and Shepherd University, and often lectures at other universities sharing his expertise and experience with aspiring designers. With more than 15 years of industry experience, he has led award-winning teams in creative art direction, branding, marketing collateral, and interactive design. His work has won numerous awards and recognition from the American Advertising Federation, ADSC, SPD, Print, HOW, and GDUSA.

**WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?**

People inspire me. Other designers, sure ... but people in general, definitely. Everyday, I'm awed by their crazy stories, amazing accomplishments, physical prowess, and their creative genius. People are truly inspiring.

**HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?**

I was born in the beautiful small town of Berkeley Springs WV. I consider myself lucky to have grown up in such a great place with the kind of family support that both pushed me to grow and kept me grounded to things that truly matter — things I do in our studio everyday. Currently, I live and work in Frederick. It is an up-and-coming young city — attracting young chefs, artists, designers and entrepreneurs. It's the kind of place that can inspire you on the daily.

**FAVORITE COLOR?**

Black & Blue

**FAVORITE TYPEFACE?**

Like picking your favorite child

**FAVORITE TV SHOW?**

True Detective (well...use to be)

**FAVORITE BOOKS?**

Anything by Dan Brown

**FAVORITE MOVIES?**

Shawshank Redemption

**FAVORITE MUSICIANS OR**

**BANDS?** Everything

**FAVORITE SOCIAL MEDIA?**

Instagram

**FAVORITE FINE ARTISTS?**

Michelangelo

**GREATEST STRENGTH/**

**WEAKNESS AS A DESIGNER?**

My greatest strength is my ability to constantly push the envelope.

I persistently ask how a project can it be better and push it to happen.

However, this can also work against me, as it is a strain on both budget and time.

**TALENT YOU WISHED**

**YOU POSSESSED?**

Patience

**ADVICE TO A YOUNG DESIGNER**

**JUST STARTING OUT?**

Always push yourselves to do better.

Work harder. And make as many connections inside and outside the industry as you can.

**IF NOT A DESIGNER, WHAT WOULD YOU BE?**

Veterinarian

**A MANTRA OR SAYING**

**YOU LIVE BY?**

I want to do amazing work for amazing people.



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PHOTO : NATHAN KEAY

**SUSAN CHUN**  
CHIEF CONTENT OFFICER  
MUSEUM OF CONTEMPORARY ART CHICAGO, CHICAGO IL

Susan Chun is a researcher and cultural heritage professional. Her work focuses on publishing; information management and collections aggregation; cultural data analysis and visualization; intellectual property policy and open content initiatives; and advanced search strategies. She has led a number of pioneering multi-institutional research and development projects in the museum and library community including Project Audience, an interdisciplinary collaboration of arts and culture organizations founded by the Andrew W. Mellon Foundation, and Steve: The Museum Social Tagging Project. She researches, writes, teaches, and lectures regularly on a range of topics. Susan is currently Chief Content Officer at the Museum of Contemporary Art Chicago, where she and her team — the Design, Publishing, and New Media group — tell the museum's stories in print and digital media. Past positions include work as an editor and publications manager at the Philadelphia Museum of Art, Alfred A. Knopf, and the Asia Society, as well as 15 years at The Metropolitan Museum of Art. As The Met's first Senior Editor for New Media, she served as editorial advisor for the launch of [www.metmuseum.org](http://www.metmuseum.org), helped to plan its award-winning Timeline of Art History, and managed the earliest electronic publications. Later, as General Manager for Collections Information Planning, she was responsible for developing museum strategy on IP, asset management and archiving, digital imaging and licensing, cataloguing, and standards.

**WHERE AND HOW DO YOU FIND INSPIRATION IN YOUR WORK?**

I am devoted to the idea that culture is redemptive. My work is focused on how to make art and ideas available and appealing to as many people as possible, regardless of location, language, training, or background.

**HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?**

I was born and raised in Hawaii, and worked for much of my life in New York. Both cities are blenders for people, art, and ideas from around the world. The things I embrace in design are a product of living in places where cultures collide.

**FAVORITE COLOR?**

I'm fickle. Right now, pink.

**FAVORITE TYPEFACE?** Garamond

**FAVORITE TV SHOW?**

The Sunday talk shows, especially The McLaughlin Group.

**FAVORITE BOOKS?**

Haruki Murakami's books, except the last few. All of Ray Carver. I read Don Quixote every couple of years because I identify with Quixote.

**FAVORITE MOVIES?** Woody Allen's movies, when he acts; Werner Herzog's films, when he narrates.

**FAVORITE MUSICIANS OR BANDS?**

These genres I love almost without discrimination: 70s punk rock, 80s grunge, J-Pop, French chanson. We attend Chicago Symphony Orchestra concerts 2-3 times a month in season.

**FAVORITE SOCIAL MEDIA?**

Telephone. I'm also a Twitter lurker.

**FAVORITE FINE ARTISTS?**

I love art that is built around language, so many of my favorite artists make word-based art: Hans Haacke, John Baldessari, Adrian Piper, Bruce Nauman, Marcel Broodthaers, Joseph Kosuth, Xu Bing, Mel Bochner, Jenny Holzer, Carey Young, graffiti artist Stephen Powers (ESPO).

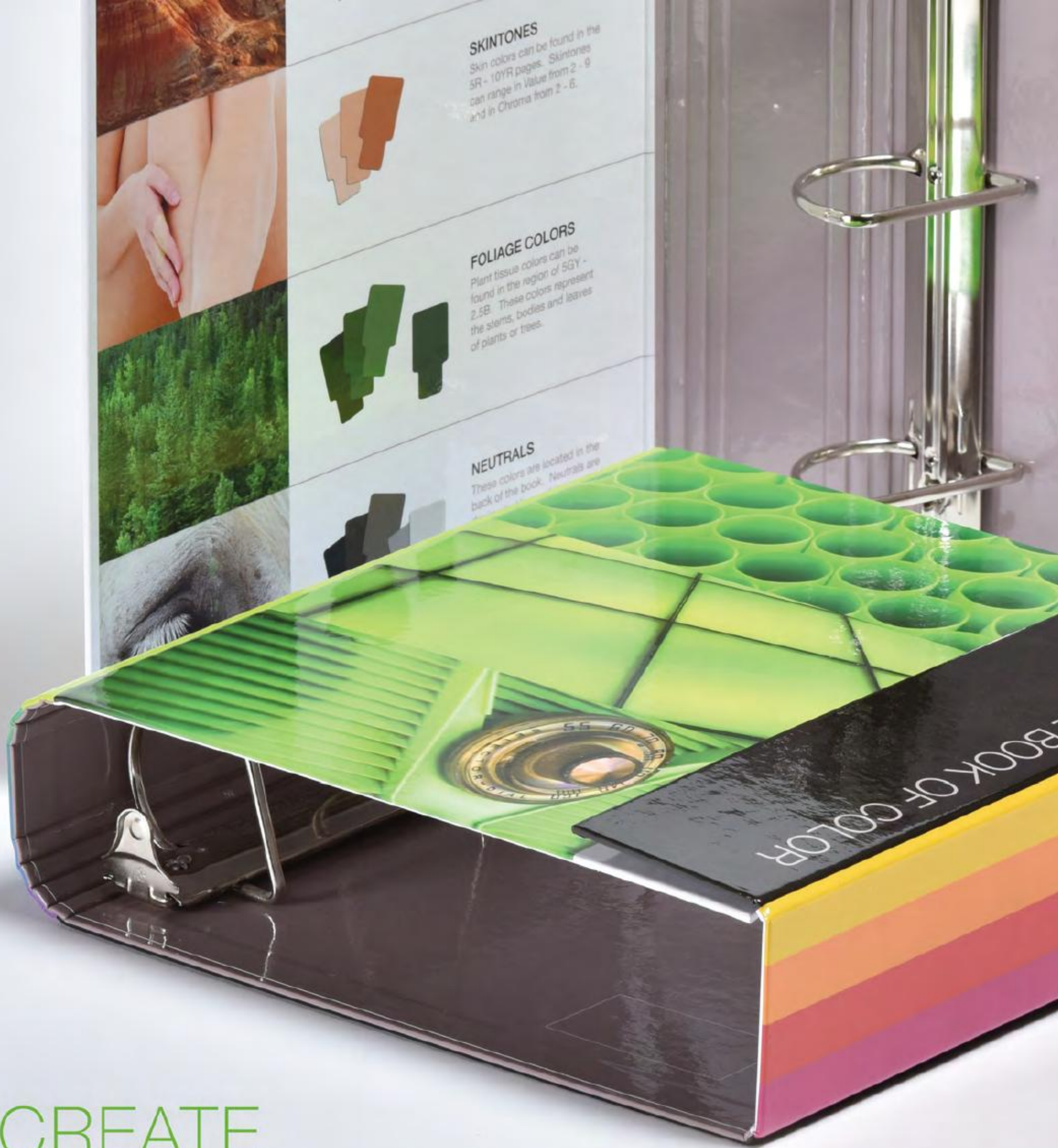
**TALENT YOU WISHED**

**YOU POSSESSED?** Perfect pitch

**ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?**

Spend as much time reading and writing as designing. These skills will make you a better advocate for your work. Even the best design is useless if you can't convince someone to produce it.

**IF NOT A DESIGNER, WHAT WOULD YOU BE?** Social Worker  
**A MANTRA OR SAYING YOU LIVE BY?** Be fair



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## PAUL STECHMESSER

CREATIVE LEAD, DESIGN, COCA-COLA STUDIOS  
THE COCA-COLA COMPANIES, ATLANTA GA

Paul Stechmesser is a visual communicator with 15 years experience in global brand strategy and development, creative direction, strategic design and motion graphics for marketing and advertising. He is currently the Creative Lead for design at Coca-Cola Studios, within The Coca-Cola Company. Prior to refreshing the world at Coca-Cola, Paul earned his BFA in Graphic Design from The University of Tennessee and later worked for a small, now-defunct design shop. From there, he spent several years working for the Lockheed Martin Aeronautics Company. He earned his MFA in Graphic Design from the Savannah College of Art and Design and lives in Atlanta GA with his wife and two children. Outside of design, he loves college football, golf, tennis, and bicycling.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

I've always felt like I've been surrounded by extremely smart people. I just try to keep up with them!

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I was born and raised in Centerville OH, and currently live in Atlanta GA. I think there's a profound elegance and sophistication to southern style and design that you're hard pressed to find anywhere else. I hope it rubs off on me.

### FAVORITE COLOR?

Blue

### FAVORITE TYPEFACE?

Vitesse

### FAVORITE TV SHOW?

Silicon Valley

### FAVORITE BOOKS?

Creativity, Inc., by Ed Catmull,  
What If? by Randall Munroe

### FAVORITE MOVIE?

The Big Lebowski

### FAVORITE MUSICIANS

#### OR BANDS?

Anything that reminds me of  
the beach

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTIST?

Dr. Seuss

### GREATEST STRENGTH/

#### WEAKNESS AS A DESIGNER?

Talent

### TALENT YOU WISHED

#### YOU POSSESSED?

I wish I could play a musical  
instrument really, really well, and I  
wish I was a mathematical genius.

### ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?

Wear your passion on your sleeve

### IF NOT A DESIGNER, WHAT

#### WOULD YOU BE?

Something that would put  
me outdoors

### A MANTRA OR SAYING

#### YOU LIVE BY?

Try to out-serve each other





# FINALLY!

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**MICHAEL LEMME**  
CHIEF CREATIVE OFFICER AND PARTNER  
DUNCAN/CHANNON, SAN FRANCISCO CA

Designer turned Chief Creative Officer of [gasp, pearls clutched] an ad agency, Mike's background is equal parts brand strategy, brand identity systems, UX design and marketing. He has led rebrands for, among others, StubHub, Esurance, Autodesk, Blurb and Hard Rock International. Prior to D/C, for these many years, Lemme was CD at the design firm Method, leading efforts for Autodesk, Reuters and American Apparel. In addition to the Rebrand prize, his third (the first was for Autodesk in 2006), he has been recognized in CA's Advertising Annual, CA's Interactive Annual, and was a One Show Interactive winner for SFMOMA's "Making Sense of Modern Art" interface. As CCO at D/C, he is responsible for continuously elevating the agency's creative standards, if not its morals.

**WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?**

Virtually anywhere. From peers' work — constantly — but also in entirely unlikely places. When a design problem is stewing in the background, the spark of a solution or a different way of approaching it conceptually will inevitably come while reading about or thinking about something with no obvious connection.

**HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?**

I've lived in Chicago, Dallas, Denver, Taipei, Pittsburgh, St. Gallen, San Francisco, in that order, more or less. But we are who we are pretty thoroughly and perpetually, it seems to me. Despite where I've been, I come from Midwest farm people, teachers. I think more than anything, those things affect who I am as a designer and a person.

**FAVORITE COLOR?**

#009900

**FAVORITE TYPEFACE?**

Oy. How many can I list? I fall in love so easily and often. Have you seen the 4 of ARS Maquette?

**FAVORITE TV SHOW?**

Sealab 2021

**FAVORITE BOOKS?**

Cosmos by Carl Sagan exploded my brain as a young adult. Still a fave. And every aspiring type nerd should read The Elements of Typographic Style.

**FAVORITE MOVIES?**

Jaws, Fargo, There Will Be Blood, Rosencrantz & Guildenstern are Dead, Adaptation

**FAVORITE MUSICIANS OR BANDS?**

David Byrne, Mos Def, Tim Seely, Radiohead

**FAVORITE SOCIAL MEDIA?**

GeoCities

**FAVORITE FINE ARTISTS?**

Marcel Duchamp, Dieter Rams

**GREATEST STRENGTH/**

**WEAKNESS AS A DESIGNER?**

See below.

**TALENT YOU WISHED YOU POSSESSED?**

I'd love to be a better, less stilted writer.

**ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?**

Find a place where you'll be surrounded by people whose work you admire and who won't let you coast. Repeat forever.

**IF NOT A DESIGNER, WHAT WOULD YOU BE?**

Well-rested.

**A MANTRA OR SAYING YOU LIVE BY?**

I just bought the P98a/Erik Spiekermann poster, "Better done than perfect" [sic], but primarily as an admonition to myself — not a sentiment I've yet managed to live by, or ever will. Who am I kidding?



**MARTIN SCHOTT**

DIRECTOR, CREATIVE SERVICES  
LINCOLN CENTER FOR THE PERFORMING ARTS  
NEW YORK NY

Martin Schott is Director, Creative Services at Lincoln Center for the Performing Arts where he is responsible for developing creative visual strategies to support Lincoln Center's brand identity, including programming, fundraising and education. Prior to his current role, Martin worked at Christie's, where he served as Vice President and Creative Director of the Americas, developing marketing initiatives for some of the most expensive fine art, jewelry, furniture and decorative arts ever sold at auction. He studied Communication Design at Art Center Europe in La Tour-de-Peilz, Switzerland and transferred to Art Center College of Design in Pasadena CA where he graduated with a BFA in Graphic and Packaging Design.

**WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?**

The visualization and ideas for a project often come instantly. Otherwise I go through the obvious solutions at first, remaining alert to my environment "looking for visual clues" that pop up in unexpected places. I let the ideas "simmer" for a while to see if they still remain captivating and how to go beyond that first thought. I find inspiration in architecture, magazines, photography and travel.

**HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?**

Born in Basel, Switzerland I spent many summers of my youth at my grandparents' house outside Warsaw, Poland. I was always drawn to American culture and lifestyle. 20 years ago I came to Pasadena, California and now live on Roosevelt Island in New York. I have been influenced by the simplicity of Swiss design and the iconography of Polish poster design. Less is more.

**FAVORITE COLOR?**

Red

**FAVORITE TYPEFACE?**

Univers

**FAVORITE TV SHOW?**

Nashville

**FAVORITE BOOK?**

Paulo Coelho

**FAVORITE MOVIES?**

Breathless, Desperado, Rockstar

**FAVORITE MUSICIANS**

**OR BANDS?**

Kiss, Rod Stewart, Lifehouse,  
Alicia Keys, Sia

**FAVORITE SOCIAL MEDIA?**

Instagram

**FAVORITE FINE ARTISTS?**

Thomas Demand, Franz Kline,  
Julian Opie, Christoph Schrein

**GREATEST STRENGTH/**

**WEAKNESS AS A DESIGNER?**

Perfectionist

**TALENT YOU WISHED**

**YOU POSSESSED?**

Play an instrument

**ADVICE TO A YOUNG DESIGNER**

**JUST STARTING OUT?**

Work hard

**IF NOT A DESIGNER,**

**WHAT WOULD YOU BE?**

Soccer Player

**A MANTRA OR SAYING**

**YOU LIVE BY?**

Power of Flow



## TERESA MERSHON

CREATIVE DIRECTOR  
HEARST MAGAZINES DIGITAL MEDIA, NEW YORK NY

For over 15 years, Theresa Mershon has been designing web and mobile products for publishers. As Creative Director of Hearst Magazines Digital Media, she is responsible for the visual and interaction design of some of publishing's most well-known titles, including Cosmopolitan, ELLE, Esquire and Harper's Bazaar. Currently she leads a team of designers building a flexible publishing platform that delivers a billion page views to over 150 million users each month. Her team's work has received recognition from the Webbies, Adweek, Digiday and Min. Theresa holds a BA from Sarah Lawrence College and completed graduate studies in artist's books and fine press printing at SUNY Purchase College.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

Primarily my work is focused on building tools, systems and experiences that liberate and extend storytelling in digital spaces. A major inspiration is the stellar journalism and visual content produced by Hearst's many editors, photographers, video producers, and designers.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I was born in Los Angeles, and grew up shuttling between New York and California. I attended college near New York City and then spent a few years in Amsterdam before settling in Brooklyn. Moving around a lot directly influenced my interest in publishing and editorial design: from pen pals to zines, usenet, web and apps, I have always been interested in the ways we can communicate with each other outside the limits of space and time.

### FAVORITE COLOR?

Hologram

### FAVORITE TYPEFACE?

Avenir Next (at the moment)

### FAVORITE TV SHOW?

I do not have TV

### FAVORITE BOOKS?

Beautiful Evidence, Tufte; The Laws of Simplicity, Maeda; The Elements of Typographic Style, Bringhurst

### FAVORITE MOVIES?

2001, Blade Runner, Metropolis

### FAVORITE MUSICIANS OR BANDS?

La Monte Young, Roedelius, Voices from the Lake

### FAVORITE SOCIAL MEDIA?

Dump.fm, Snapchat, Instagram, Vine, Line ... I love all social media!

### FAVORITE FINE ARTISTS?

Sara Ludy, Yayoi Kusama, John Whitney

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

Strength: Lack of Boundaries

Weakness: Overcommitted

### TALENT YOU WISHED

### YOU POSSESSED?

A better dancer.

### ADVICE TO A YOUNG DESIGNER

### JUST STARTING OUT?

Whatever your field, make sketching and prototyping a part of your process. Ignore anyone who tells you your interests are irrelevant. If you like to procrastinate (I do!), spend your procrastination time learning and trying new things.

### IF NOT A DESIGNER,

### WHAT WOULD YOU BE?

Doctor

### A MANTRA OR SAYING

### YOU LIVE BY?

If you don't enjoy creating it, no one will enjoy using it.

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## LUIS M. GONZALEZ, JR.

DESIGNER

SQUARESPACE, NEW YORK, NY

Luis M. Gonzalez Jr. is a Designer on the Brand Design team at Squarespace in New York City. Ever since joining the team two years ago he has worked on showcasing the brand across many channels. Whether it's commercials, a print campaign, or a city wide takeover, Luis has been a part of the process. If you've seen the brand, then you've seen his work. Born on the West Coast, raised on an island in the Caribbean then moved to the sunshine state, Luis always had a love for the arts. It wasn't until high school when he took a summer course in graphic design that he made the decision to pursue it as a career. He attended Flagler College in St. Augustine FL. where he graduated magna cum laude in 2012 receiving a BA in Graphic Design with minors in Fine Arts and Illustration. Immediately after graduating college Luis moved to Tampa where he worked at local ad and branding agencies. Having set his eyes on New York City, Luis saved up and made the big move six months after graduating. He currently lives in Cobble Hill, Brooklyn with his wife Erica and their sweet dog, Maple.

### WHERE AND HOW DO YOU FIND INSPIRATION IN YOUR WORK?

To jumpstart I grab one of my sketchbooks and I begin writing or drawing. I think it really helps to dive in before finding inspiration. I like knowing and understanding what my challenge is and how I can solve it. Once I begin to understand what I'm trying to design I start sourcing a mood board for the general feeling that I'm trying to achieve.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

Living in New York has inspired my design sensibilities. There are so many people to meet, different styles to take in, and so many opportunities to do big things. Everywhere I go I'm submerged in design, beautiful architecture, and art. Everyday I'm refueled with excitement and curiosity.

### FAVORITE COLOR?

Gray

### FAVORITE TYPEFACE?

Didot and Gotham Bold

### FAVORITE TV SHOW?

Breaking Bad and The Wire  
(Friends is a close second)

### FAVORITE BOOKS?

Just Kids

### FAVORITE MOVIES?

Casino

### FAVORITE MUSICIANS OR BANDS?

Phoenix, The Strokes,  
Billie Holliday

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTISTS?

Ed Ruscha, Donald Judd,  
Richard Serra, Marina Abramovic,  
Sol LeWitt, Dan Flavin

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

Strength: Determined, detail  
oriented, patient

Weakness: Critical, overthinker

### TALENT YOU WISHED

### YOU POSSESSED?

Being able to keep a beat and play  
the drums

### ADVICE TO A YOUNG DESIGNER

### JUST STARTING OUT?

Don't compare yourself to others  
and get discouraged. Be curious  
about design, never stop learning,  
and stay humble.

### IF NOT A DESIGNER, WHAT WOULD YOU BE?

A carpenter or sculptor

### A MANTRA OR SAYING

### YOU LIVE BY?

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**JASON B. COHEN**

CHIEF CREATIVE OFFICER  
THE O GROUP, NEW YORK NY

Team leader. Luxury branding expert. Creative director. Design advocate. Jason turns big thinking into tangible assets through every phase of The O Group's branding, campaign and project work. A graduate of Penn State, he's a car lover, foodie and snowboarding enthusiast. An admirer of Mid-Century Modern architecture, he resides in a 1959 "never-ending work-in-progress" with his wife and son in New Jersey. Jason has overseen and personally developed creative direction for a multitude of high-end clients including Acqualina Resort & Spa in Miami, Artistic Tile, Belvedere Vodka, Ciroc Vodka, Chef Michael White's Ai Fiori and Vacluse Restaurants, Donald J. Pliner, Glenmorangie Scotch Whiskey, Godiva Chocolatier, the Guggenheim Museum, Hennessy Cognac, Lacoste USA, Moët & Chandon, Piaget, Rémy Martin Cognac, Robert Marc Eyewear, Salvatore Ferragamo, The Pierre Hotel, VOSS Water and more.

**WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?**

I really try to bring together Category, Culture and Consumer to influence and inspire my work. I love to create dynamic tension between disparate ideas and contextual elements to drive big design ideas forward. I love the energy and power of New York City and I see things everyday that relate directly to the projects I work on.

**HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?**

I was born, raised and continue to reside in suburban New Jersey less than an hour from NYC. For as long as I can remember, I knew I'd work in Manhattan, so it's been a part of me and my life for (what feels like) ever. Again, the contrast of my city workdays with my suburban lifestyle is a great source of inspiration and information. The 40-minute train ride into work everyday is some of the most productive time I spend all week.

**FAVORITE COLOR?**

Black

**FAVORITE TYPEFACE?**

I can do anything with Futura

**FAVORITE TV SHOW?**

I don't really watch episodic TV but I think Seinfeld is one of the most creative pop-culture properties ever.

**FAVORITE BOOKS?**

Zag! by Marty Neumier, Me Talk Pretty One Day by David Sedaris

**FAVORITE MOVIES?**

Star Wars

**FAVORITE MUSICIANS**

**OR BANDS?**

Bob Marley, Phish, Beastie Boys

**FAVORITE SOCIAL MEDIA?**

Instagram

**FAVORITE FINE ARTISTS?**

Adam Malamut, Pablo Picasso

**GREATEST STRENGTH/**

**WEAKNESS AS A DESIGNER?**

I care too much

**TALENT YOU WISHED**

**YOU POSSESSED?**

I wish I was quicker with numbers

**ADVICE TO A YOUNG DESIGNER**

**JUST STARTING OUT?**

Figure out what you want to do and do it. Don't wait.

**IF NOT A DESIGNER,**

**WHAT WOULD YOU BE?**

Chef? Snowboard instructor? Both?

**A MANTRA OR SAYING**

**YOU LIVE BY?**

If you always try your hardest, you never have anything to regret.



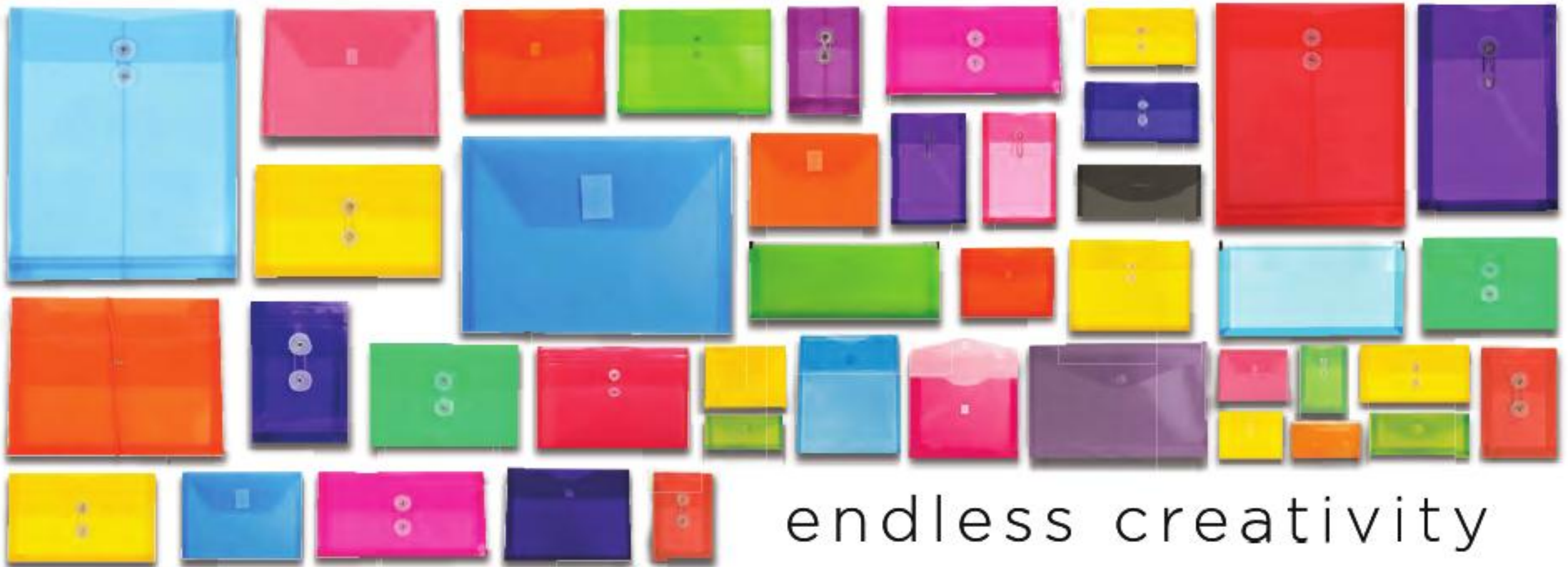


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## ROSS PATRICK

CO-CEO/CREATIVE DIRECTOR  
DDW, SAN FRANCISCO CA

Ross Patrick grew up on the prairies of Canada, studied painting and printmaking at Gonzaga University and graduated from Art Center College of Design with a degree in graphics/packaging. He cut his teeth as a designer at Nike in Portland OR and ended up landing his dream job in Hollywood at Capitol Records. He got to work with bands like Radiohead, Foo Fighters and Paul McCartney as well as the notorious Butthole Surfers. He was SVP of Design at Deutsch Los Angeles, working with Mitsubishi Motors, Tesco, and DIRECTV. He also headed up Venu Interactive in LA, and spearheaded branding projects for Nike as well as computer giant Lenovo. He ran the global inhouse design department for The Coffee Bean & Tea Leaf in Los Angeles servicing 28 countries with over 1000 retail outlets. Ross now heads up DDW in San Francisco, a strategic branding and packaging firm with a stellar background and an A-list of clients including Anheuser-Busch, Campbell's Soup and Sprint. Ross lives close to Napa and loves motorcycles, playing the drums, tasting wine and playing backyard bocce ball with friends and family.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

I'm blown away with the things people do with Instagram, Facebook, Twitter and even Snapchat. I also love looking at the ever evolving retail scene. I love looking at store concepts. I can spend hours in Whole Foods or Target looking at products and displays.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I grew up in Edmonton, Alberta and even though we were landlocked, we travelled around the world. I was exposed to fine art, fashion and foreign culture at an early age. I was fascinated by European retail stores. It was all weird and cool to me. I've lived in Italy, Seattle, Portland, Los Angeles and now San Francisco.

### FAVORITE COLOR?

Orange Pantone 114C

### FAVORITE TYPEFACE?

Avenir

### FAVORITE TV SHOW?

Transparent

### FAVORITE BOOKS?

Fear and Loathing in Las Vegas

### FAVORITE MOVIES?

The 40 Year Old Virgin

### FAVORITE MUSICIAN OR BAND?

The Red Hot Chili Peppers

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTISTS?

Andy Warhol

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

I like to move quickly to solve a problem. I move too quickly.

### TALENT YOU WISHED

### YOU POSSESSED?

Patience

### ADVICE TO A YOUNG DESIGNER

### JUST STARTING OUT?

Have an opinion and stick to it.

### IF NOT A DESIGNER,

### WHAT WOULD YOU BE?

A rockstar

### A MANTRA OR SAYING

### YOU LIVE BY?

Make it amazing!



## KIRSTEN MODESTOW

CREATIVE DIRECTOR  
BRIGADE, BOSTON MA

Kirsten Modestow is in her ninth year as Creative Director at BRIGADE. In that time, she's helped her creative team navigate national and international assignments and produce award-winning work. Prior to BRIGADE, Kirsten's work on Electronic Arts, helped to gain her national recognition. She was the leading force behind the advertising for The Sims – advertising that helped to make it the #1 best selling PC game of all-time. Her agency experience includes Hill Holiday, AKQA, See:, Odiorne Wilde Narraway + Partners and BRIGADE. And she has created memorable campaigns for brands including Target Stores, CMT Networks, Dunkin' Donuts, Electronic Arts, SVEDKA Vodka, Burgerville, YesTo and most recently, Kim Crawford. As a former All-American swimmer, Kirsten thrives on intense situations, including tight timelines, working with celebrity talent, demanding clients, renovating houses, and controlling (with varying degrees of success) a giant dog and husband and two not-so-giant-yet children.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

Often I find myself turning to interior design, the way space and line can create both subtle and striking effects. You can juxtapose old and new, modern and classic, clean and simple with detailed and fussy to create tension and energy. Color, textures and shape create personality. Great design is eclectic and borrows some of the same ideas.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I was born north of Boston in Topsfield where I was dying to leave my small town behind for the big city. After a stint in Boston and later in San Francisco I have settled back in a small town not at all unlike where I grew up. Today, I bring the big city to my small town — I love the contrast and I think it's a key component in my work, my work ethic and my life.

### FAVORITE COLOR?

Too hard to pick one. I like neutrals with a pop of color.

### FAVORITE TYPEFACE?

Mrs. Eaves. Though you'll rarely see it in our work, I think it's impeccable.

### FAVORITE TV SHOW?

Veep

### FAVORITE BOOKS?

Ready Player One by Ernest Cline, Tolkein's The Hobbit, Children Make Terrible Pets by Peter Brown, Flotsam by David Wiesner, Post Office by Charles Bukowski

### FAVORITE MOVIES?

Hedwig and the Angry Inch, ET, Cecil B. Demented, The Incredibles

### FAVORITE MUSICIANS OR BANDS?

Macklemore

### FAVORITE SOCIAL MEDIA?

Snapchat for silliness.

Instagram for style.

### FAVORITE FINE ARTISTS?

Travis Louie, Jim Henson, Mark Ryden

### GREATEST STRENGTH

#### AS A DESIGNER?

Problem solving, guidance, and attention to detail. Being likeable helps, too.

### GREATEST WEAKNESS AS A DESIGNER?

I wish I wasn't such a focused, intense person. I would love to absorb more and get more outside influence.

### TALENT YOU WISHED YOU POSSESSED?

Illustration

### ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?

Tuck away your ego. Learn, absorb, work harder than everyone else, want it, compare yourself to others and keep yourself in check. Every opportunity is an opportunity, from the smallest to the largest assignment — tackle everything with the same intensity.

### IF NOT A DESIGNER, WHAT WOULD YOU BE?

A mathematician. Or a comedian.

### A MANTRA OR SAYING YOU LIVE BY?

Try harder.



## JASON ALLEY

PRINCIPAL

JACKALOPE, RAPID CITY, SOUTH DAKOTA

Jason Alley's marketing and communications firm, Jackalope, draws inspiration from the most unlikely of places — a dusty record, South Dakota back road, or a flea market's hidden gem. He set out to create an agency built on the notion that consumers are real people and actions speak louder than words. This raw authenticity has delivered a portfolio of products that stands without peer in South Dakota. But it's not just products that find a voice under Jason's direction — it's the silenced too. His management of Lakota Voice Project empowers Native American at-risk youth to capture images of hope, helping to stem the tide of mounting suicide rates on reservations. He has also immersed himself in service, on the AAF board and on committees throughout the region including Special Olympics, Cornerstone Rescue Mission, South Dakota Wild Grasslands Coalition, and in helping recently form Rapid City's East of 5th District. Six years and countless accolades later, Jackalope is thriving. And Jason is just getting started. He's collecting art, traversing the great outdoors and exploring any place worth it's salt — waiting for inspiration to strike with a pint-sized sidekick, his daughter Aubrie.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

Flea markets, antique stores, South Dakota landscapes, ghost signs, Road trips, Bad taxidermy/ Good taxidermy, Wall Drug billboards

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I was born and raised in Allerton IA. I currently live in Rapid City SD. I approach the work from the lens of my farm upbringing. There will be people with more talent, more resources, and better equipment. But at the end of the day, I will outwork and out hustle everyone. I choose to live in Rapid City. I'm inspired by the history, the landscape, and the people. I'm also motivated by a sense of place. Most agencies can slap their name on the front door and it is interchangeable

with any place across the country. I'm proud to be here. I'm proud to create work here. And I'm proud that what we create and the way we speak is truly born out of this place.

**FAVORITE COLOR?** PMS 151

**FAVORITE TYPEFACE?** Garamond

**FAVORITE TV SHOW?**

High Maintenance, Workaholics, Narcos, Longmire, House of Cards, The Impossibilities

**FAVORITE AUTHORS?**

Frank Stanford, Poe Ballantine, John Trudell, William Burroughs, Richard Brautigan, Jack Kerouac, Hunter S. Thompson, Lakota traditional storytellers

**FAVORITE MOVIES?**

Dances with Wolves, El Norte, A Cowboy In Sweden, World of Tomorrow, The Wild Bunch, No More Smoke Signals

**FAVORITE MUSICIANS OR BANDS?**

Lee Hazlewood, Neil Young & Crazy Horse, Mason Jennings, Daniel Romano & The Trilliums, Buddy Red Bow, Buck Owens, Dwight Yoakam, Leadbelly, Hank Williams, John Lennon, Gram Parsons, Rolling Stones, Jerry Lee Lewis, Brian Wilson

**FAVORITE FINE ARTISTS?**

Bad Art Press (Doug and Mike Two Bulls), L.A. Huffman, Altman Studeny, Jack Delano, George Andrus, Keith BraveHeart, Andy Warhol, Sam Peckinpah

**GREATEST STRENGTH/**

**WEAKNESS AS A DESIGNER?**

Strength: Work ethic.

Weakness: Inability to say no

**TALENT YOU WISHED**

**YOU POSSESSED?**

Coding/Programming Skills

**ADVICE TO A YOUNG DESIGNER**

**JUST STARTING OUT?**

You don't have to abide by criticism, but avoiding it is a mistake.

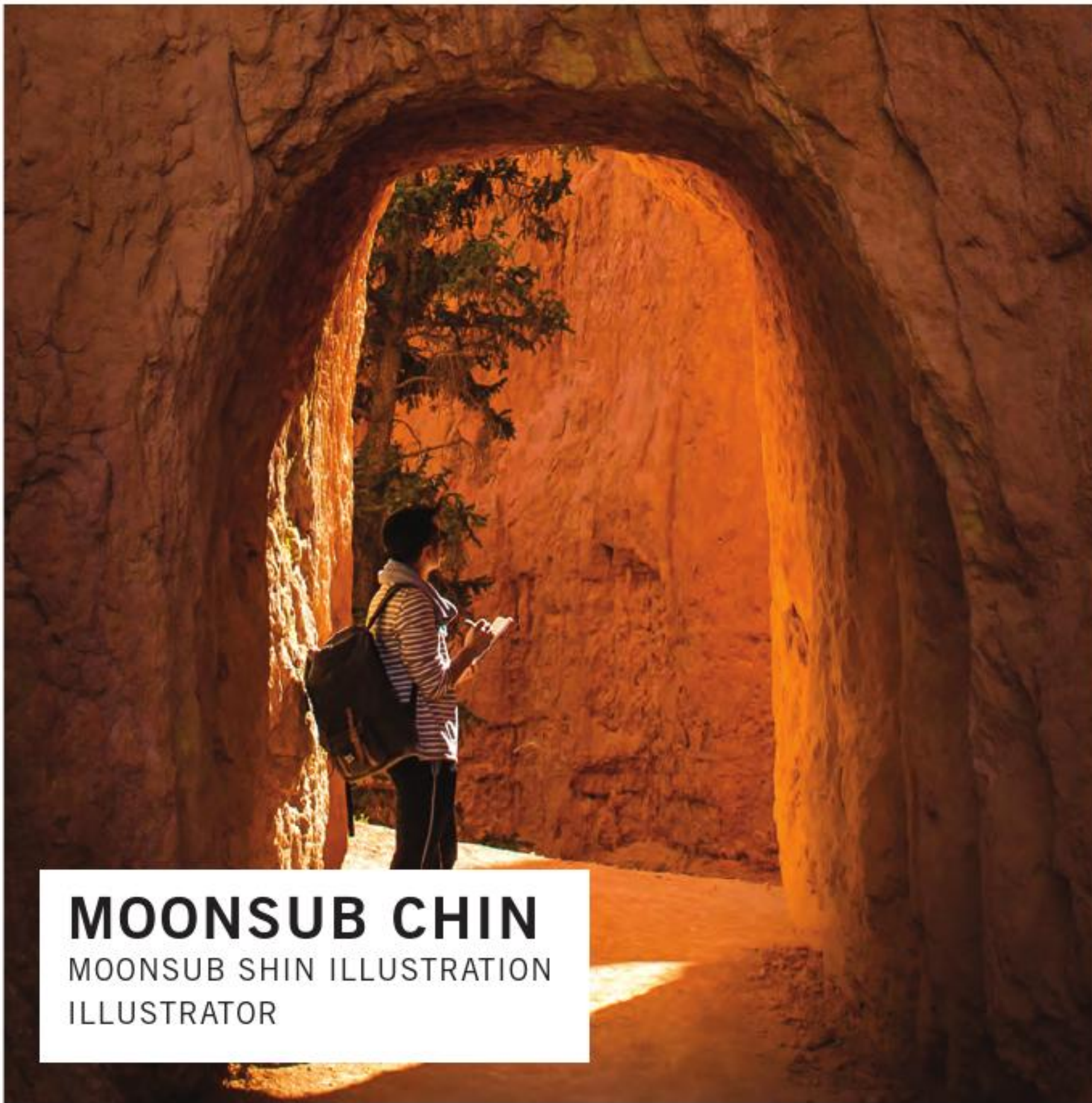
**IF NOT A DESIGNER, WHAT**

**WOULD YOU BE?**

Travel writer

**A MANTRA OR SAYING YOU LIVE**

**BY?** The most contrarian thing of all is not to oppose the crowd but to think for yourself. — Peter Thiel



**MOONSUB CHIN**  
MOONSUB SHIN ILLUSTRATION  
ILLUSTRATOR

MoonSub Shin graduated from Keimyung University in 2007 with a Bachelor of Advertising and Publicity, and then graduated from the School of Visual Arts, MFA Illustration as Visual Essay in 2014. Since graduation, he has worked as an illustrator for many companies, including Scholastic. Some of his representative works include the annual “Scholastic Summer Reading Challenge,” Scholastic’s mission statement and reading initiative “Open a World of Possible,” and the Scholastic 2013/2014 Annual Report. MoonSub’s work is regularly seen in gallery shows, and he recently published an art book about his journey in Europe titled “Moon’s Diary: Adventures in Europe.” He currently teaches illustration at an art studio in New York City.

**WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?**

I do not have a specific method when discovering inspirations for my work; however, it’s the range of my personal experiences, stories I have heard, images and videos that drive my work. It is probably what gives my work a sense of familiarity and friendliness.

**HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?**

I was born and grew up in Daegu, South Korea until 25 years old. Since then I have been living in New York for about 8 years now. Living across the Eastern and Western cultures, I am able to incorporate the two worlds into my work, which I like to think gives it a unique taste.

**FAVORITE COLOR?**

Navy or Deep Blue

**FAVORITE TYPEFACE?**

Helvetica Neue Light

**FAVORITE TV SHOW?**

Newsroom

**FAVORITE BOOK?**

Slam Dunk

**FAVORITE MOVIES?**

Wall.E and Inception

**FAVORITE MUSICIAN OR BAND?**

Sarah Mclachlan

**FAVORITE SOCIAL MEDIA?**

Facebook

**FAVORITE FINE ARTIST?**

Jean-Jacques Sempe

**GREATEST STRENGTH/**

**WEAKNESS AS A DESIGNER?**

I like my ability to visualize the vast world of imagination into an image. My weakness is to visualize the vast world of imagination into only one image.

**TALENT YOU WISHED**

**YOU POSSESSED?**

Working on speaking English like a native speaker.

**ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?**

Don't give up! Great work does not necessarily always give you money.

**IF NOT A DESIGNER,**

**WHAT WOULD YOU BE?**

A comic artist.

**A MANTRA OR SAYING**

**YOU LIVE BY?**

Soli Deo Gloria



## CHAD THOMPSON

ART DIRECTOR  
EMC, SAN DIEGO CA

Chad Thompson is an Art Director for tech giant EMC and leads a team of designers that help shape the digital face of the EMC brand. He focuses on projects that elevate brand engagement on mobile platforms and events, innovation and community initiatives, and sales enablement (tools and experience). Drawn to commercial art at an early age, Chad was making logos in art class instead of still life, and perpetually painting surfboards and murals for local shapers and businesses. The intersection of art and commerce led to a BFA in graphic design from Flagler College. Soon after, he cut his teeth on the East Coast in a small design studio with local and national clients before swapping coasts and sharpening his craft with small businesses and global brands in southern California. Grateful that passion met profession, he works to cultivate both while building “white space” into life. Surfing, traveling and beach days with his family keep perspectives in check while drawing, painting, and photography feed the creative drive.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

The way a fine artist reinterprets their subject in surprising ways gets me fired up and eager to find new ways to communicate an idea visually. Also, nature and its own forms of artistry.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I grew up on the water and live near it now, fishing, shrimping, surfing and exploring first the Atlantic in Jacksonville Beach FL and now the Pacific off Encinitas CA. Being immersed in nature and not just observing it has a profound effect, feeding style, driving creativity, and amplifying life.

### FAVORITE COLOR?

Midnight blue, a dark, dark blue with a trace green

### FAVORITE TYPEFACE?

Fatslab & Futura

### FAVORITE TV SHOW?

Rake (the Australian version), Planet Earth, and Top Gear (the British version)

### FAVORITE BOOKS?

Re-work, Barbarian Days, Ben Franklin's autobiography

### FAVORITE MOVIES?

Kill Bill, Moonrise Kingdom

### FAVORITE MUSICIANS OR BANDS?

The Vaccines, Chuck Berry, Spoon, The Clash, Herb Alpert and the Tijuana Brass

### FAVORITE SOCIAL MEDIA?

Face-to-face high fives

### FAVORITE FINE ARTISTS?

Digging Phil Noto, Spencer Reynolds, Pat Perry

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

Saying no/ Saying yes

### TALENT YOU WISHED

### YOU POSSESSED?

Sustainable insomnia

### ADVICE TO A YOUNG DESIGNER

### JUST STARTING OUT?

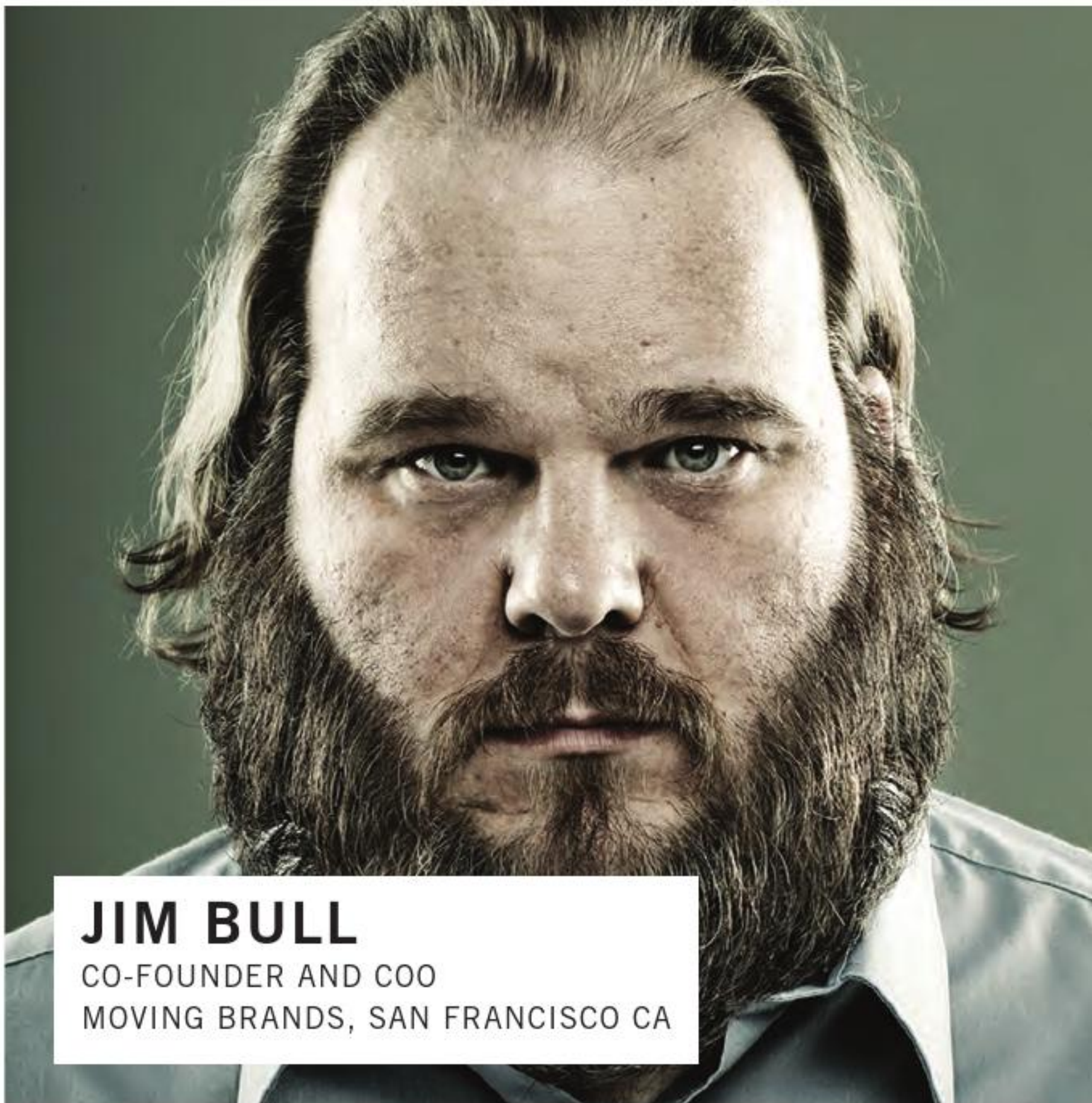
Put down the pixels and pick up the pencil. Don't let what's hot now influence you. Understand it, file it away, look beyond. Take a business class.

### IF NOT A DESIGNER, WHAT WOULD YOU BE?

Probably a commercial fisherman with an art and design compulsion.

### A MANTRA OR SAYING YOU LIVE BY?

Perfect is the enemy of good



## JIM BULL

CO-FOUNDER AND COO  
MOVING BRANDS, SAN FRANCISCO CA

Jim Bull co-founded Moving Brands® in 1998. He was instrumental in developing the firm's innovative Moving Brands approach to branding, storytelling and experience design which has seen the company become the leading independent, global creative company it is today. As Chief Creative Officer, Jim is responsible for the creative output of the business across its studios in London, Zurich, San Francisco, and New York. He is based in San Francisco where he has creatively led engagements with Moving Brands clients such as Microsoft, Google, Sony, Apple and DeviantArt. Jim is a regular keynote speaker and interviewee for creative, design and business publications.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

I don't have go-to design inspiration. I prefer free association and link seemingly irrelevant objects or moments. It sounds a little lofty, but it really isn't. I simply focus on the challenge, stare into it, then shift focus to a completely different object, person or visual. Continuing to stare reveals new perspectives to the challenge — I trust in that free association more than design inspiration.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I was born on the Isle of Wight, off the south coast of the UK. I studied in London and then set up Moving Brands there in 1998. I then came to live in San Francisco in 2011. Having lived in multiple cities and countries, I can absolutely say that it gives you an advantage and unique perspective — I use it all the time in my work.

### FAVORITE COLOR?

Black

### FAVORITE TYPEFACE?

I do not have a favorite typeface — they all have their place in the world

### FAVORITE TV SHOW?

Right now it has to be  
Toast of London

### FAVORITE BOOKS?

My current sketch book

### FAVORITE MOVIES?

Magnolia, The Village, Raging Bull,  
The Shining, The Double Life of  
Veronique, Dumbo

### FAVORITE MUSICIANS OR BANDS?

Depeche Mode, Bruce Springsteen,  
Tori Amos

### FAVORITE SOCIAL MEDIA?

Twitter

### FAVORITE FINE ARTISTS?

Gerhard Richter, Jean-Michel  
Basquiat and Christina's World by  
Andrew Wyeth

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

My greatest strength is self-belief.  
My greatest weakness is self-belief.

### TALENT YOU WISHED

### YOU POSSESSED?

Real empathy

### ADVICE TO A YOUNG DESIGNER

### JUST STARTING OUT?

Don't wait, get on with it

### IF NOT A DESIGNER, WHAT

### WOULD YOU BE?

Film Director

### A MANTRA OR SAYING

### YOU LIVE BY?

It's easy for tinfoil to shine in shit



PHOTO: EDWIN TSE

**CHARLOTTE STRICK**  
**CLAIRE WILLIAMS MARTINEZ**  
 PARTNERS, STRICK&WILLIAMS, NEW YORK NY

In March 2014 Charlotte Strick (left) and Claire Williams Martinez (right) formed the multi-disciplinary design firm Strick&Williams. The partners bring to the studio fifteen years of experience working for publishers and design agencies, respectively. Strick&Williams collaborates with clients in education, the arts, books, non-profits and everything in-between. Clients include Abrams Books, Cambridge University Press, Catapult, Chelsea Market, Columbia Global Reports, Columbia University, Farrar, Straus and Giroux, Fig Tree Books, The French Institute Alliance Française, Houghton Mifflin Harcourt, Jewish Lives, Yale University, MoMA, The New York Times, The Paris Review, Penguin Press, Random House, Simon & Schuster and W.W. Norton.

Charlotte believes in the collaborative nature of the design process, and to that end builds strong relationships with her clients, her team, and her dedicated circle of illustrators, photographers, editors and printers. In addition to the firm, Charlotte is the current Art Editor for The Paris Review literary magazine. From 2000-2014 Charlotte was a designer turned Art Director at Farrar, Straus and Giroux, where she designed book covers for much-loved authors like Jonathan Franzen, Roberto Bolaño, and Lydia Davis. Her work has won many awards, and she holds degrees from Wheaton College and Parsons School of Design.

Claire has had a diverse background serving corporate, cultural, and non-profit clients. Previously, she designed for Studio Blue and VSA Partners in Chicago, where clients included The Newberry Library, The University of Chicago, Harley Davidson, and Western Union and projects included branding initiatives, annual reports, website design, and print communication collateral. She also served as President of AIGA Chicago. Claire's work has been recognized widely, and she holds degrees from Vassar College and Parsons School of Design.

**CHARLOTTE STRICK**

**WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?**

Fine art and writing are great sources of inspiration to me. Because I worked in-house at the esteemed literary publisher, Farrar, Straus and Giroux for fourteen years and because Strick&Williams continues to design books, much of the work I've produced in my career has been inspired and driven by the words of authors. In this way it's been wonderful to have so many outside and unexpected collaborators whose own work triggers new thinking within me.

**HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?**

I was born in Manhattan in the 1970s, and my parents moved house to the Connecticut suburbs when I was seven years old. My early memories of the city appear in technicolor for me; I remember both the glitter and the grit. Today I live in Brooklyn, the borough my great grandparents settled in when they arrived from Eastern Europe through Ellis Island. It's a powerful and energizing feeling to be making my way on the same soil (cement) that they did. Today's Brooklyn is a true design capital, and I feel lucky to live here in this time when there is so much interest in reviving old techniques in everything from handcrafted cheeses, chocolates and hot sauce (!) to letterpress printing and engraving.

**FAVORITE COLOR?**

Warm and gorgeous shades of orange

**FAVORITE TYPEFACE?**

I remain in awe of Vinter, designed by Monokrom

**FAVORITE TV SHOWS?**

Freaks and Geeks,  
 The Dick Van Dyke Show

**FAVORITE BOOKS?**

Oh, too many! Here are some: Just Friends by Patti Smith; Ways of Going Home by Alejandro Zambra; Disgrace by J. M. Coetzee; The Collected Stories of Lydia Davis by Lydia Davis; Slouching Towards Bethlehem by Joan Didion (which I suspect Claire will also choose).



**FAVORITE MOVIES?**

I dream of sharing binoculars with James Stewart in "Rear Window" and to have Grace Kelly's wardrobe from the film.

**FAVORITE MUSICIANS OR BANDS?** All time favorite is Patsy Cline

**FAVORITE SOCIAL MEDIA?** Currently Tumblr

**FAVORITE FINE ARTISTS?**

Richard Diebenkorn, Sonia Delaunay, Fairfield Porter, Marlene Dumas, Marisol Escobar, Antoni Tàpies, William Eggleston, Tauba Auerbach, Mariska Karasz, Kurt Schwitters, I could really go on and on . . .

**GREATEST STRENGTH/WEAKNESS AS A DESIGNER?**

Strength: A rich imagination. Weakness: A tendency towards procrastination.

**TALENT YOU WISHED YOU POSSESSED?**

To magically transport myself from one location to the next with just a twitch of my nose, like Samantha, a good and sassy witch, from the fabulously kitsch 1960's TV show Bewitched. I'd be far better rested if this were possible.

**ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?**

Keep your eyes open, but don't just look to other graphic designers for inspiration — remember that anything and everything can spark a good idea.

**IF NOT A DESIGNER, WHAT WOULD YOU BE?**

An art restorer or a child advocate

**A MANTRA OR SAYING YOU LIVE BY?**

There's a lid for every pot. It's an old adage derived from Balzac that my British mother has always used. It explains so many odd and wonderful match-ups.

**CLAIRE WILLIAMS MARTINEZ**

**WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?**

My clients inspire me. An understanding of what makes people and organizations distinct leads to unique visual representations.

**HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?**

I was born in Geneva, Switzerland, to a British mother and an Australian father, but I was raised mostly in New York state. My sense of humor is affected by my family's European roots, as is the way I speak. Word choices and intonations are sometimes different from my peers, which has led to some funny, embarrassing situations. The great exception here is my business partner, Charlotte, who also has a British mother. So we understand each other.

**FAVORITE COLOR?** Green, all shades of it

**FAVORITE TYPEFACE?** An impossible question to answer

**FAVORITE TV SHOW?** Recently, Top of the Lake directed by Jane Campion

**FAVORITE BOOKS?** Slouching Toward Bethlehem by Joan Didion

**FAVORITE MOVIES?** For pure camp value, Strictly Ballroom

**FAVORITE MUSICIANS OR BANDS?**

Nina Simone, The Pixies, Johnny Cash

**FAVORITE SOCIAL MEDIA?** Instagram

**FAVORITE FINE ARTISTS?** Urs Fischer, Julia Margaret Cameron, Auguste Rodin, Hiroshi Sugimoto

**GREATEST STRENGTH AS A DESIGNER?**

A fascination with figuring out what makes people tick

**TALENT YOU WISHED YOU POSSESSED?** Speed reading

**ADVICE TO A YOUNG DESIGNER JUST STARTING OUT?**

Consider the kinds of problems and organizations you want to work with. It is just as important to have a perspective, as it is to have design expertise.

**IF NOT A DESIGNER, WHAT WOULD YOU BE?** Actor

**A MANTRA OR SAYING YOU LIVE BY?** Embrace complexity

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**TANJA POHL**  
CREATIVE DIRECTOR  
ANGIE'S LIST, INDIANAPOLIS IN

Tanja Pohl is a Creative Director for Angie's List, a member based online review site. With more than 10 million online reviews and more than three million consumers nationwide, Angie's List connects consumers directly to its marketplace and member-reviewed providers in more than 720 categories of service, ranging from home improvement to health care. Tanja is responsible for the monthly Angie's List magazine, created in 125 versions per month in print and digital formats and boasting a circulation of almost 2.5 million readers. Using strategic planning, the content of the magazines reflects the company's objective to educate and inspire its members about how to be the best home owner and well-informed consumer of home and health services. Tanja has over twenty years of publication design experience having worked with brands such as Weekly Reader, Scholastic, Sony and Macmillan. At Angie's List, Pohl has been in charge of launching a digital version of the magazine, revamping online graphics, and creating a branding and internal visual language strategy. To promote inspiration and growth, she has organized a monthly guest lecture series for designers and creatives working at the List called Design Lab. Pohl has been recognized by the Society of Professional Journalists of Indiana, Green Eyeshade, Chicago SPJ/Peter Lisagor award, GDUSA, Communicator, APEX and The Rx Club Show. She graduated from Herron School of Art with a BFA in visual communication, and studied computer graphics and interactive media at Pratt. Tanja remains active in the design community as a mentor and teacher, she loves to travel, cook and paint, and lives in Avon IN with her partner Dave, daughter Zoey, and a wily cat named Lucky.

**WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?**

As a designer I find inspiration everywhere: music, fashion, movies, art, the grocery store.

**HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?**

I was born in Germany, spent my formative years in Indiana and the early 2000s in New York, and I am now back in Indianapolis. Being German gives me my work ethic and intuitive design style, but it was my time in NYC that has been the biggest influence on my design sensibility. There was a feeling that anything was possible and that my funky, subversive style could be molded into a viable design style.

**FAVORITE COLOR?** Black

**FAVORITE TYPEFACE?** Helvetica

**FAVORITE TV SHOW?** Walking Dead

**FAVORITE BOOKS?**

Oh, The Places You'll Go! by Dr.

Seuss, Naked Lunch by

William Burroughs

**FAVORITE MOVIES?**

Anything by Neill Blomkamp

**FAVORITE MUSICIANS OR BAND?**

Dead Can Dance

**FAVORITE SOCIAL MEDIA?**

Facebook

**FAVORITE FINE ARTIST?**

Jenny Holzer

**GREATEST STRENGTH/**

**WEAKNESS AS A DESIGNER?**

Greatest Strength: I am visceral designer and my gut tends to be right.

Weakness: Drawing Skills

**TALENT YOU WISHED**

**YOU POSSESSED?**

Singing (I sound like a dying cat)

**ADVICE TO A YOUNG DESIGNER**

**JUST STARTING OUT?**

Take chances

**IF NOT A DESIGNER, WHAT**

**WOULD YOU BE?** Fashion Editor

**A MANTRA OR SAYING**

**YOU LIVE BY?**

Put on your big girl panties and deal

with it!



## KANAN F. WHITED IV

ART DIRECTOR, CITY FURNITURE, MIAMI FLA

Kanan F. Whited IV is the Art Director of the internal advertising agency at City Furniture in sunny South Florida. A New York City-trained Art Director, his work has focused on the fashion and home lifestyle industries: he's directed award-winning photo shoots with Chad White, Othilia Simon, Clark Bockelman and Irina Shayk; he's developed the brand identities and websites for Scoop NYC, Fashion Delivers Charitable Foundation and The Echo Design Group, where he also worked on marketing accessories for Ralph Lauren, Brooks Brothers, Coach, The Metropolitan Museum of Art and the MoMA; and he has worked on four installations for the Architectural Digest DIFFA Dining By Design event and a pop-up shop in Hong Kong. In his spare time, he volunteers on the Contemporaries Steering Committee at the Perez Art Museum Miami and enjoys traveling with his partner.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

I love magazines, especially L'Officiel Paris, Love, Glint and Industrie.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

My design sensibility has been directly effected by the fast-paced corporate lifestyle of New York City. I am passionate about working efficiently and streamlining workflows to create more and more.

### FAVORITE COLOR?

Black. It goes with everything.

### FAVORITE TYPEFACE?

It's impossible to choose. Everything has a place. It's all about context.

### FAVORITE TV SHOW?

Happy Endings, 30 Rock, Golden Girls

### FAVORITE BOOKS?

Working' It! RuPaul's Guide to Life, Liberty, and the Pursuit of Style

### FAVORITE MOVIES?

Manhattan, Grey Gardens, Showgirls, Zoolander

### FAVORITE MUSICIANS OR BANDS?

Britney, Scissor Sisters, The Faint, Yeah Yeah Yeahs, Of Montreal, Fleetwood Mac, Malcolm McLaren, Serge Gainsbourg, Miles Davis

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTISTS?

Botero, Rothko, Helmut Newton, David LaChapelle

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

My greatest strength is that I can easily see through a clutter of information and find the core of a message. My weakness is that I can be uncompromising with my vision for that message.

### TALENT YOU WISHED

### YOU POSSESSED?

I wish I had more time to paint.

### ADVICE TO A YOUNG DESIGNER

### JUST STARTING OUT?

You have to know the rules before you can break them.

### IF NOT A DESIGNER,

### WHAT WOULD YOU BE?

If I wasn't a designer, I always imagined that I would be renting Jet Skis on a beach somewhere ... But I know I'd just end up marketing it.

### A MANTRA OR SAYING YOU LIVE BY?

The only real elegance is in the mind; if you've got that, the rest really comes from it.

– Diana Vreeland



## LISA CAIN

PRINCIPAL + CREATIVE DIRECTOR  
LISA CAIN DESIGN, CHICAGO IL

Growing up, Lisa Cain always knew she would do something creative in life. Before she was old enough, she entered those kitschy “draw-the-pirate” art school promos in the TV Guide. Those early days inspired her to explore creativity of all kinds. Now with 20 years of professional experience, Lisa has led the design and development of branding, identity, publications, interactive media, and promotion for a variety of healthcare, wellness, and research organizations. Over the years, Lisa’s fresh, results-driven design has earned several GDUSA American Graphic Design Awards. Her design firm has enjoyed steady growth since its start in 1996, cultivating lasting relationships with clients like the American Society of Nephrology, Drexel University, Organization for Autism Research, American Association of Neurological Surgeons, and Society of Critical Care Medicine. Lisa’s special focus is an assortment of projects impacting the autism community — a cause she holds near and dear. She supports this effort by designing eye-opening projects like an autism “curriculum in a box” to promote peer acceptance, awareness campaign logos and websites, and the graphic identity for Drexel University’s Life Course Outcomes Research Program. When she’s not busy creating innovations, Lisa Instagrams her family dog (@Bear.Dood) and enjoys photography.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

I find inspiration through everyday life – looking at billboards, TV commercials, my kids’ art projects and my husband’s jokes. Yes, I’ve even found inspiration in the pediatrician’s waiting room. Ultimately, I am open to inspiration wherever it comes from.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

I was born in Chicago. I spent my teenage years in a Chicago suburb where I still reside. Chicagoland holds so many gems: great architecture, diversity, and wonderful opportunities. I feel fortunate to live amid such inspirational surroundings. They definitely influence my design style, which I consider clean and contemporary.

### FAVORITE COLOR?

Glitter

### FAVORITE TYPEFACE?

Gotham

### FAVORITE TV SHOW?

Svengoolie, Orange is the New Black

### FAVORITE BOOKS?

Virgin Cure, Heft

### FAVORITE MOVIES?

Dope, Breakfast at Tiffany’s

### FAVORITE MUSICIANS OR BANDS?

Mitsuko Uchida, Sia

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTISTS?

Picasso, Klee

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

Strength is spinning 20 plates at once. Weaknesses are chocolate and illustration skills.

### TALENT YOU WISHED

### YOU POSSESSED?

Teleportation

### ADVICE TO A YOUNG DESIGNER

### JUST STARTING OUT?

Master your style

### IF NOT A DESIGNER,

### WHAT WOULD YOU BE?

Art Teacher

### A MANTRA OR SAYING

### YOU LIVE BY?

Do everything in love



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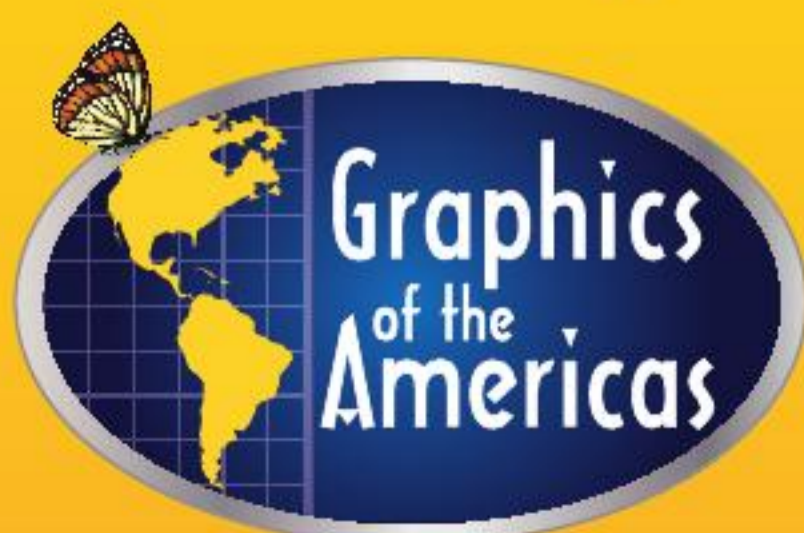
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## MATT SCHWARTZ

FOUNDER AND DIRECTOR OF STRATEGY  
CONSTRUCTIVE, NEW YORK NY

Matt Schwartz is the Founder and Director of Strategy of Constructive, a specialized branding and design firm dedicated to helping nonprofits and educational organizations achieve greater social impact. For 20 years, Matt has combined expertise in developing strategy, design, and messaging to create brand strategies and experiences that strengthen organizational identity and cohesion, and increase capacity and impact. Matt is a frequent writer and presenter for industry publications and events who currently writes Cause-Driven Design®, a bi-weekly column with Philanthropy News Digest. His work has been awarded and profiled by GDUSA, The Webby Awards, Communication Arts, Print Magazine, The International Academy of the Visual Arts, and others. Matt earned his B.A. from Sarah Lawrence with a dual concentration in Writing and Visual Studies; then pursued post-graduate design studies at the SVA, RISD, and Parsons.

### WHERE OR HOW DO YOU FIND INSPIRATION FOR YOUR DESIGN WORK?

Design is a strategic and creative discipline for solving problems, so I find inspiration first in understanding the issues our clients are trying to address, and then in the rich history and fundamentals of communications design we apply to help them do so.

### HOW DOES WHERE YOU WERE BORN, GREW UP OR LIVE NOW EFFECT YOUR DESIGN SENSIBILITY OR STYLE?

Born in NYC, raised in New Jersey and New York. Every designer's work is shaped by their surroundings but if I had to pick the two biggest influences on my design sensibilities, they are mid-20th century design and typography — particularly Swiss, Dutch, and American — and contemporary interactive design.

### FAVORITE COLOR?

Bluish Green or Greenish Blue

### FAVORITE TYPEFACE?

Freight Sans/Serif/Micro Family

### FAVORITE TV SHOW?

The Wire

### FAVORITE BOOKS?

Confederacy of Dunces,  
A Friend of the Earth

### FAVORITE MOVIES?

Raging Bull, The Royal Tenenbaums,  
Birdman

### FAVORITE MUSICIANS OR BANDS?

Alice Donut, Jawbox,  
The Pretenders (original lineup only!),  
Courtney Barnett

### FAVORITE SOCIAL MEDIA?

Personal: Facebook

Professional: Twitter

### FAVORITE FINE ARTISTS?

Picasso, Chuck Close

### GREATEST STRENGTH/

### WEAKNESS AS A DESIGNER?

An obsessive focus on details.

### TALENT YOU WISHED

### YOU POSSESSED?

Organizational Planning

### ADVICE TO A YOUNG DESIGNER

### JUST STARTING OUT?

Never be satisfied with your work,  
but know when to wrap things up  
and move onto the next challenge.

### IF NOT A DESIGNER,

### WHAT WOULD YOU BE?

Broke

### A MANTRA OR SAYING

### YOU LIVE BY?

Design is the act of changing  
existing situations into ones that  
are preferred.

# GROWTH

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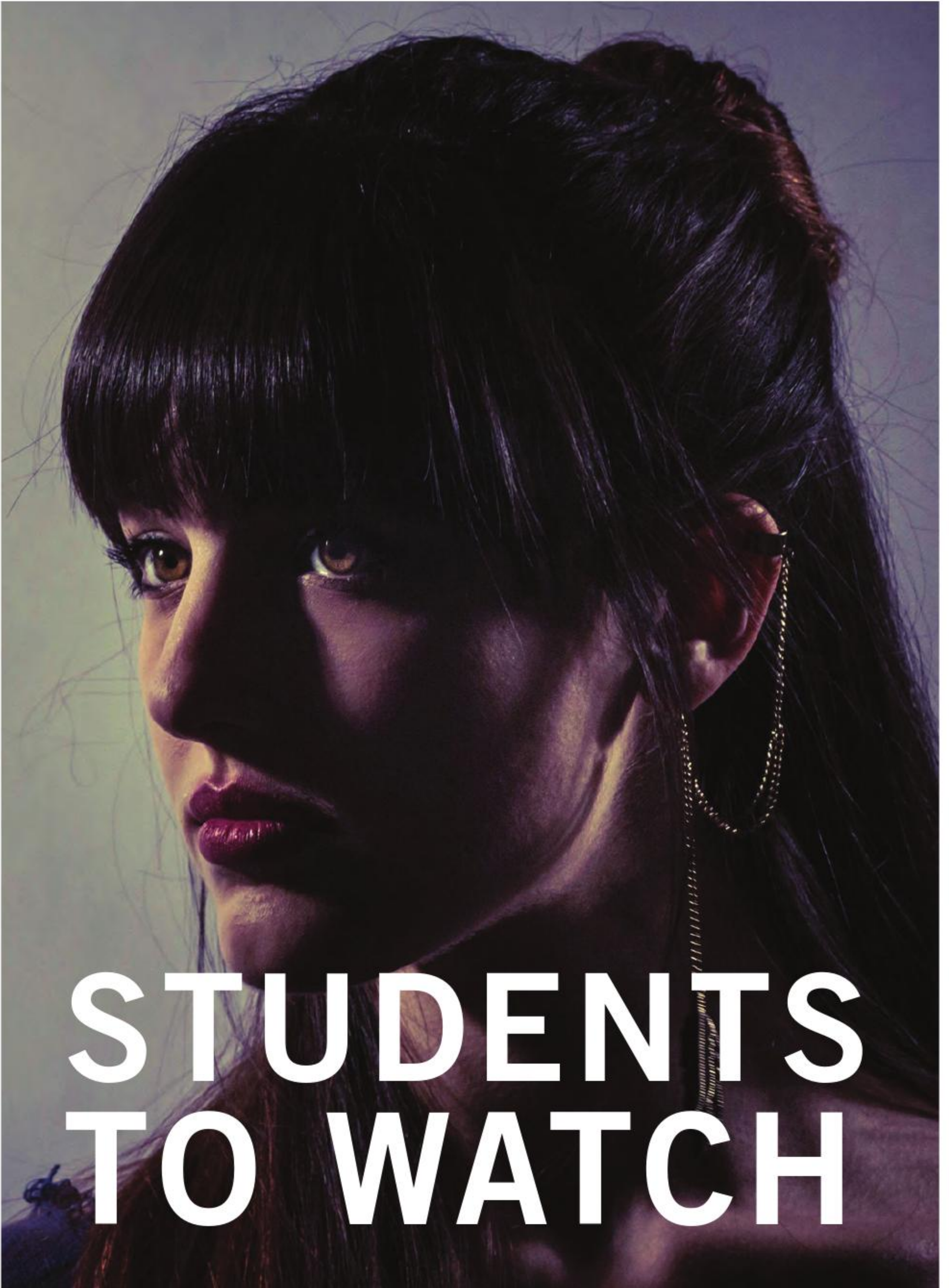
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# STUDENTS TO WATCH



# 2016

| STUDENTS TO WATCH |

## SPONSORED BY THE CREATIVE GROUP

With the help of several of America's leading art and design schools, we once again identify top students ready to burst on the design scene. Some are undergrads, others are graduate students, all have found personal and professional growth through their programs. Our Students To Watch feature has become a tradition that resonates and renews: the students get recognized and the professional creative community gets refreshed. On our website, and in next month's GDUSA magazine, the wonderful institutions (and others) from which these students come will themselves get the spotlight.



**THANKS TO THE CREATIVE GROUP FOR  
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This specialized staffing agency is an energetic supporter of the creative community and very welcoming to young designers. In this competitive job market, creative professionals — including those just starting their careers — often turn to staffing firms for advice, information and assistance. The Creative Group is an outstanding resource, with a strong track record of placing interactive, design, marketing, advertising and public relations professionals with a variety of firms. For more information, please visit [creativegroup.com](http://creativegroup.com) or connect at [facebook.com/thecreativegroup](https://facebook.com/thecreativegroup) or [twitter.com/creativegroup](https://twitter.com/creativegroup)

# GOOD NEWS FOR RECENT AND SOON-TO-BE GRADUATES

Here's some good news for recent and soon-to-be graduates: You're in the right industry at the right time. Demand is often outpacing supply when it comes to top creative talent.

In fact, according to The Creative Group's latest hiring survey, 58 percent of advertising and marketing executives said it's challenging to find the professionals they seek. This is the highest it's been since The Creative Group started tracking the figure in 2010.

At the same time, the unemployment rates for certain creative positions — including designers and web developers — are well below the national rate. This means companies have to work harder to attract and retain these professionals. Some are even hiring junior talent who they can train if the candidates have strong soft skills and fit in with the workplace culture.

When we asked advertising and marketing executives in which areas they plan to add staff in the first part of the year, creative/art direction and print design/production ranked high on the list. Companies are also recruiting individuals with digital and mobile expertise, as well as hybrid talent who have a mix of skills — designers who can code, for example.

Are you ready to take advantage of the job opportunities that are available today? Here are three things you should do right away:

## 1. GET YOUR DIGITAL PORTFOLIO IN ORDER

No matter what type of creative role you're pursuing, a digital portfolio is a must — it's how you back up the skills on your resume. You can create your own website or use portfolio sites like Behance, Coroflot or Carbonmade to display your work. And be sure to test the site before promoting it to potential employers.

## 2. POLISH YOUR ONLINE PRESENCE

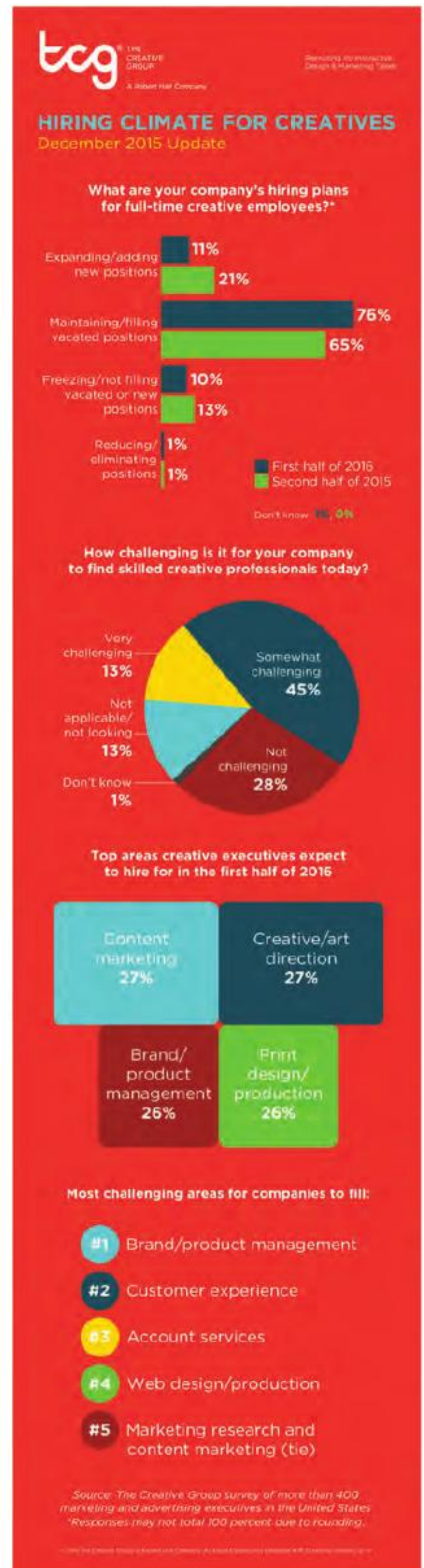
In a survey by The Creative Group, 68 percent of executives said they are likely to review job candidates' LinkedIn profiles; another 65 percent search for information on the Web using candidates' names. Make sure the information you post about yourself online showcases not just your personal interests and hobbies, but also your expertise, dedication to your field and ability to communicate effectively.

## 3. GET OUT THERE

Aside from your online presence and technical skills, you will want to be seen and make connections. Join industry and alumni associations and meetup groups, and partner with a specialized staffing firm, to expand your network.

It's a great time to be entering the creative industry, but it's also a competitive job market. Hiring managers are being inundated with resumes and you have to work hard to stand out and prove you're a good fit.

Diane Domeyer is Executive Director of The Creative Group, a specialized staffing service placing interactive, design, marketing, advertising and public relations professionals with a variety of firms. For more information, visit [creativegroup.com](http://creativegroup.com).





## FERNANDO CAPETO

SCHOOL OF VISUAL ARTS

MFA Design candidate Fernando Capeto is pursuing an MFA in Design from SVA. Capeto was born and raised in São Paulo. He holds a degree in public administration from one of South America's most prestigious business schools, and he worked for São Paulo's state government and for a food bank NGO before pursuing his long-held interests in art and design. He worked in publishing, for Internet startups and as a senior designer at a digital agency, all while continuing his design education before moving to New York in 2015.

### FAVORITE COLOR?

The absence and the sum of all colors: black and white.

**FAVORITE TYPEFACE?** Futura

**FAVORITE TV SHOW?**

South Park and a bunch of stuff from History Channel

**FAVORITE BOOK?**

The one that I'm reading now: A Field Guide to Lucid Dreaming.

**FAVORITE MOVIES?** Zeitgeist, Enter The Void, The Zero Theorem, Pi, Elite Squad (1 and 2), The Godfather (all), Fear and Loathing in Las Vegas, Snatch, to name a few.

**FAVORITE MUSICIAN OR BAND?**

Sabotage, Raul Seixas, Cartola (all from Brazil) Boards of Canada, Modeselektor, Orbital, Justice, Rancid, among others.

**FAVORITE SOCIAL MEDIA?** StumbleUpon

**FAVORITE FINE ARTIST?** M.C. Escher, Jasper Johns, Ron Mueck, David Cerny, Steve Lambert, Jo Seub, Joana Cesar

**YOUR DESIGNER HERO?** Even harder: Piet Zwart, Kurt Schwitters, Ladislav Sutnar, Otl Aicher, Paul Rand, Wim Crowel, Karel Martens

**TALENT YOU WISHED YOU POSSESSED?**

I wish I had the ability to only sleep when I wanted to.

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

I would be a very sad man and probably do something bad for people like a human organs dealer. That is why I say: let me design, world!

**A MANTRA OR SAYING YOU LIVE BY?** A vida só se dá pra quem se deu. Life only gives itself to those who gave themselves.

– Vinicius de Moraes



## CLAUDINE ERIKSSON

SCHOOL OF VISUAL ARTS

BFA Design candidate Claudine Eriksson is a multidisciplinary designer living in Brooklyn NY and pursuing a BFA in Design from SVA. Originally from Helsingborg, Sweden, Eriksson moved to New York City to study design. After completing her Associate degree at Parsons, she worked in branding, print and digital design at places such as Martha Stewart Omnimedia, Wajskol Design & Communication, S Magazine and Ahl & Co. In 2014, she resumed her education at SVA to explore new mediums, such as film and installation, and further develop her skills in typography, illustration, print design and collage. Her motion graphic, print and installation work has been exhibited at the Art Directors Club, and her first film, Enigma, won Best Short Film at SVA's Written in Stone screening. She is a co-founder of the design collective 3xStudio.

**FAVORITE COLOR?** Gray. It's so underestimated.

**FAVORITE TYPEFACE?**

All typefaces from Commercialtype, Colophon and Linto.com

**FAVORITE TV SHOW?**

Watching TV is not really my thing, but I do love film!

**FAVORITE BOOK?** Anything written by Haruki Murakami

**FAVORITE MOVIES?** All films made by: Gaspar Noé, Lars von Trier, Stanley Kubrick (twisted and beautiful).

**FAVORITE MUSICIAN OR BAND?**

Bai Bang (dad), Kaaze (brother), Elias Meister (partner in crime)

**FAVORITE SOCIAL MEDIA?** Pinterest (less talking, more looking)

**FAVORITE FINE ARTIST?** Sol LeWitt (he is genius)

**YOUR DESIGNER HERO?** The list is endless — but I'm currently taking a class with Paula Scher, and she is wise beyond words!

**TALENT YOU WISHED YOU POSSESSED?**

I wish I could make music and write long insightful stories.

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Wallow in self pity and wish that I was a designer.

**A MANTRA OR SAYING YOU LIVE BY?**

Enjoy the process!



## ABBY EDWARDS

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

Abby Edwards is currently a senior Graphic Design student at SCAD. She enjoys creating fully immersive experiences for viewers that harmonize form and function. Exploring and experimenting in the concepting stages allows her to have a broad view for executing more compelling final products. Her experience growing up in the Deep South has left her with a unique perspective and a distinct drawl when presenting work. Abby likes to collaborate with students, professionals, and clients who are willing to take risks to create bold solutions.

**FAVORITE COLOR?** Any shade of Blue

**FAVORITE TYPEFACE?** Futura

**FAVORITE TV SHOW?** Conan

**FAVORITE BOOK?**

Literature of the American South: A Norton Anthology

**FAVORITE MOVIES?**

School of Rock, O Brother Where Art Thou,  
Willy Wonka & the Chocolate Factory

**FAVORITE MUSICIAN OR BAND?** Jimi Hendrix

**FAVORITE SOCIAL MEDIA?** Instagram

**FAVORITE FINE ARTIST?**

Jean Michel Basquiat, Janine Antoni, Van Gogh

**YOUR DESIGNER HERO?**

Woody Pirtle, James Victore, Jessica Walsh

**TALENT YOU WISHED YOU POSSESSED?**

The vocal chords of a Soul singer

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Fine Artist or Musician

**A MANTRA OR SAYING YOU LIVE BY?**

A little nonsense now and then, is relished by the wisest (wo)men.



## PETER GARVIN

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

Peter Garvin is senior design student at SCAD currently planning his next steps into the field. With a foundation in graphic design, his goal is to pursue a career path that allows him to explore his love for both UX/UI design and motion graphics. He enforces a strong emphasis on concept in his creative problem solving and finds inspiration in the intersection of art, science and technology. After growing up in Nashville and living briefly in Savannah, Peter hopes to find work near the West Coast post-graduation.

**FAVORITE COLOR?** Blue

**FAVORITE TYPEFACES?** Neutraface 2, Din

**FAVORITE TV SHOW?** Dexter

**FAVORITE BOOK?** Death by Black Hole

**FAVORITE MOVIES?**

Interstellar, Back to the Future

**FAVORITE MUSICIAN OR BAND?**

I feel obligated to say my dad

**FAVORITE SOCIAL MEDIA?**

Reddit, if that counts

**FAVORITE FINE ARTIST?** Len Lye

**YOUR DESIGNER HERO?**

Kyle Cooper

**TALENT YOU WISHED YOU POSSESSED?**

The ability to sing (well)

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

I'd (try to) be an astronomer

**A MANTRA OR SAYING YOU LIVE BY?**

Be the person your dog thinks you are.



## CAITLIN WEBER

MARYLAND INSTITUTE COLLEGE OF ART (MICA)

Caitlin Weber is a Social Design masters student in the Center for Social Design at MICA. Her current work includes a team project to address perinatal HIV in Baltimore City, thesis work identifying points of intervention in a complex system of urban water pollution, and issues of climate change as the Civic Works Climate Action Fellow. As an undergraduate in design at Western Washington University, Caitlin aimed to understand the power of messaging and branding in a political context, and apply it to social and environmental issues. Through her work with sustainable building, government transparency and public arts mapping organizations, Caitlin has evolved from a print designer to a web designer working in user experience design, project management and front-end development. Right now, Caitlin is considering scale. Climate change, where global buy-in and sweeping behavioral change are necessary to make an impact, is dependent on scalability.

**FAVORITE COLOR?** Green

**FAVORITE TYPEFACE?** I try my hardest not to pick a favorite, but I'm currently enamored with Ashbury.

**FAVORITE TV SHOW?** Mozart in the Jungle

**FAVORITE BOOK?** Cradle to Cradle

**FAVORITE MOVIES?** The Court Jester, A Town Called Panic

**FAVORITE MUSICIAN OR BAND?** Oh boy. Junip, Bon Iver, Busman's Holiday, Kishi Bashi, Lens Jekman, Peter Bjorn and John

**FAVORITE SOCIAL MEDIA?** Twitter

**FAVORITE FINE ARTIST?** Alexander Calder, Joan Miró

**YOUR DESIGNER HERO?**

Terry Irwin on systems thinking and transition design

**TALENT YOU WISHED YOU POSSESSED?**

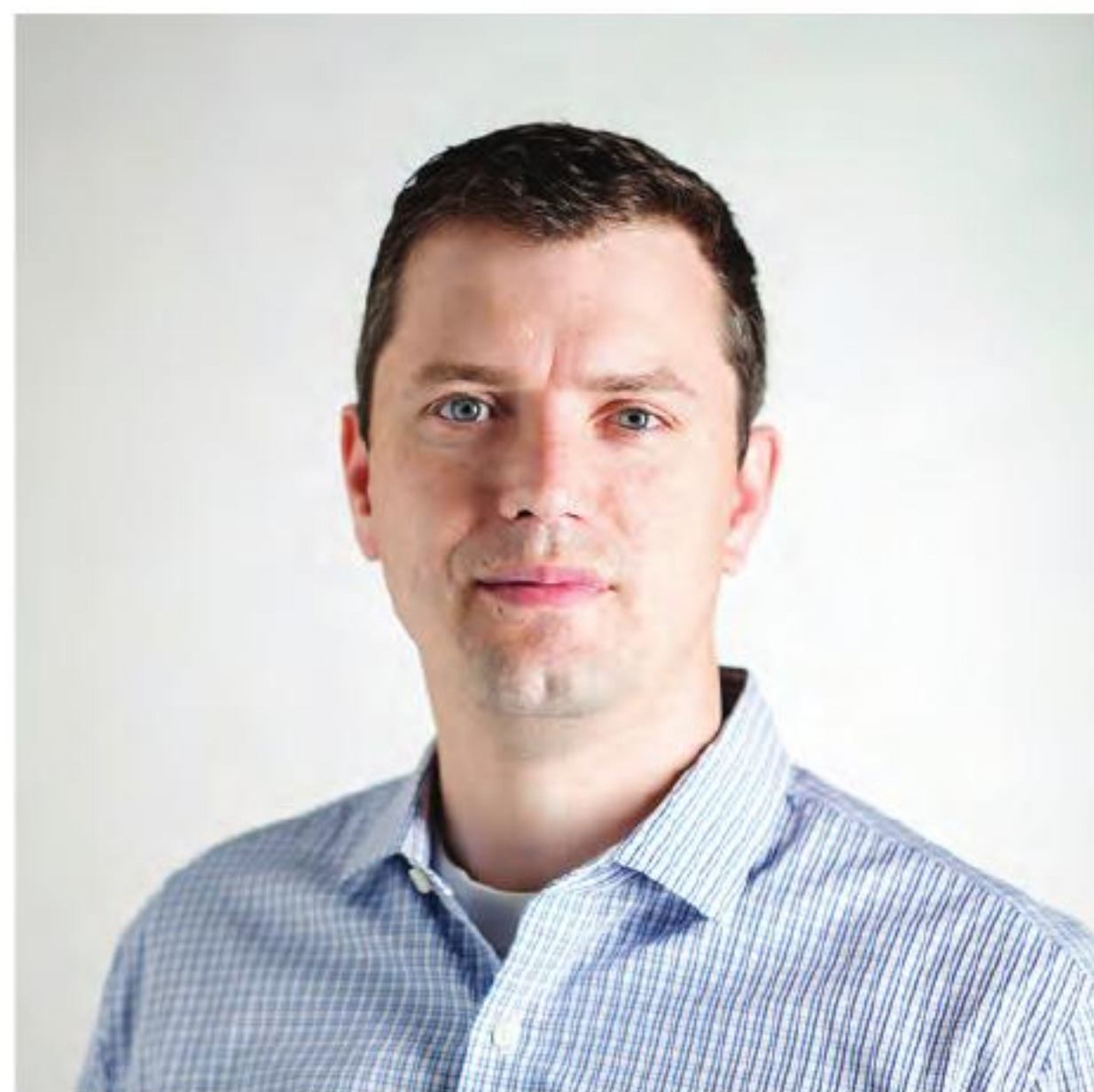
A memory for facts, everything sticks as concepts and stories.

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Wake up in the 1930s and build a career as a sound effects person on a radio drama.

**A MANTRA OR SAYING YOU LIVE BY?**

Use your powers for good, not evil.



## DOUGLAS THOMAS

MARYLAND INSTITUTE COLLEGE OF ART (MICA)

Douglas Thomas is a graphic designer and type historian. He believes that research and strong conceptual thinking create the best design. Testing that theory, he holds a MA in History from the University of Chicago and is completing a MFA in Graphic Design from the Maryland Institute College of Art. He has taught graphic design at Brigham Young University and the Maryland Institute College of Art. His design work has been featured in CA, Print, and Graphis. He is the author of "Recasting Franklin as Printer" in Benjamin Franklin's Intellectual World, (Fairleigh Dickinson University Press). He is currently writing/designing a book, "Never Use Futura, Unless . . ." to be published by Princeton Architectural Press, which will explore the full constellation of typographic meanings embodied in the historical and contemporary uses of Futura.

**FAVORITE COLOR?** Prussian Blue

**FAVORITE TYPEFACE?** It's impossible to name just one, but I love reading Fournier when printed from metal foundry type.

**FAVORITE TV SHOW?** The West Wing, Sherlock

**FAVORITE BOOKS?** Brothers Karamazov by Dostoyevsky, Who Owns the Future? by Jason Lanier, Ill Fares the Land by Tony Judt.

**FAVORITE MOVIES?** All the Presidents Men, Lawrence of Arabia

**FAVORITE MUSICIAN OR BAND?** John Adams

**FAVORITE SOCIAL MEDIA?** Instagram

**FAVORITE FINE ARTIST?**

John Heartfield, Wassily Kandinsky, John Singer Sargent

**YOUR DESIGNER HERO?** Peter Mendelsund

**TALENT YOU WISHED YOU POSSESSED?** Painting

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Hard to imagine not designing — but I would either be in film or politics.

**A MANTRA OR SAYING YOU LIVE BY?**

Nothing can come of nothing. He who has laid up no materials can produce no combinations — Joshua Reynolds



## GABRIEL MELCHER

RHODE ISLAND SCHOOL OF DESIGN (RISD)

Originally from Santa Fe NM, Gabriel Melcher is a graphic designer based in Providence RI. He is currently a MFA candidate at the Rhode Island School of Design. After receiving his BFA from the University of New Mexico in 2011, he worked with artist Andrea Polli and the Social Media Workgroup developing projects focused on social and ecological advocacy. His work has been exhibited nationally and he recently co-directed and co-curated Dimensions Variable — the 2015 RISD Graphic Design Triennial. Gabriel's practice explores issues of authorship in mediated contexts and methodologies at the intersection of art, graphic design, and curation.

**FAVORITE COLOR?** Red\*

**FAVORITE TYPEFACE?** Plantin\*

**FAVORITE TV SHOW?** Star Trek\*

**FAVORITE BOOK?**

Antonin Artaud – The Theater and It's Double\*, Sharp Tongues, Loose Lips, Open Eyes, Ears to the Ground – Hans Ulrich Obrist\*

**FAVORITE MOVIE?** Wings of Desire\*

**FAVORITE MUSICIAN OR BAND?**

Shannon and the Clams\*

**FAVORITE FINE ARTIST?**

Lucas Blalock, Martha Rosler, Oliver Laric, too many to list here!\*

**YOUR DESIGN HEROS?**

Metahaven (research), Experimental Jetset (language), Mevis and Van Deursen (process), Michael Rock (writing)\*

**TALENT YOU WISHED YOU POSSESSED?**

The ability to quickly pick up new languages\*

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

A printmaker or a writer\*

**A MANTRA OR SAYING YOU LIVE BY?**

\*Subject to change



## LUKAS EIGLER-HARDING

RHODE ISLAND SCHOOL OF DESIGN (RISD)

Lukas Eigler-Harding grew up in Washington DC and Berlin. In studio, he spends his time organizing vector-beziers, letters, objects, and people. IRL, Lukas spends his time obsessing over lenticulars, lifestyle brands, lavender, rubber eggs, instamemes, bootcut denim, and the alphabet. He currently studies at RISD and will graduate this Spring with a BFA in Graphic Design.

**FAVORITE COLOR?**

BurlyWood

**FAVORITE TYPEFACE?**

Berthold Akzidenz Grotesk, Vladimir Yefimov's Lazurski Italic

**FAVORITE APP?**

FindMyiPhone

**FAVORITE TV SHOW?**

Most recent binge is Mr Robot

**FAVORITE BOOK?**

The Grand Inquisitor by Dostoevsky, Oblivion by David Foster Wallace

**FAVORITE MOVIES?** Fifth Element

**FAVORITE MUSICIAN OR BAND?**

Currently ... Andras Fox, Grace Jones, Bjork, Talking Heads

**FAVORITE FINE ARTIST?**

Jean Arp

**YOUR DESIGN HERO?**

Johannes Gutenberg

**TALENT YOU WISHED YOU POSSESSED?**

Turn my eyelids inside out

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

A motivational speaker

**A MANTRA OR SAYING YOU LIVE BY?**

Turn off the lights before leaving the apartment.



## BARRON WEBSTER

RHODE ISLAND SCHOOL OF DESIGN (RISD)

Barron is an artist/designer/whatever who graduates from RISD Graphic Design in 2016, after which he plans to live in a city and hopefully exchange labor for money. He's both skeptical about the future and optimistic that he'll probably be dead before it gets too bad. He grew up in the South, and plans to return only sparingly. In the past, he's been attacked by a bear and almost drowned in the Indian Ocean. As a designer, he's worked on the RISD Design Guild, had a few brief stints at Google, and most recently worked with Metahaven on a few radical (in all meanings of the word) projects. He is a cat person.

**FAVORITE COLOR?** Rainbow

**FAVORITE TYPEFACE?** FF Beowolf

**FAVORITE TV SHOW?** Ninja Warrior

**FAVORITE BOOK?**

Chicka Chicka Boom Boom

**FAVORITE MOVIES?**

Shortest Video on Youtube

**FAVORITE MUSICIAN OR BAND?**

Electric Light Orchestra, Enya

**FAVORITE FINE ARTIST?** @dril

**FAVORITE SOCIAL MEDIA?** Twitter

**YOUR DESIGN HERO?** Jon Rinker

**TALENT YOU WISHED YOU POSSESSED?**

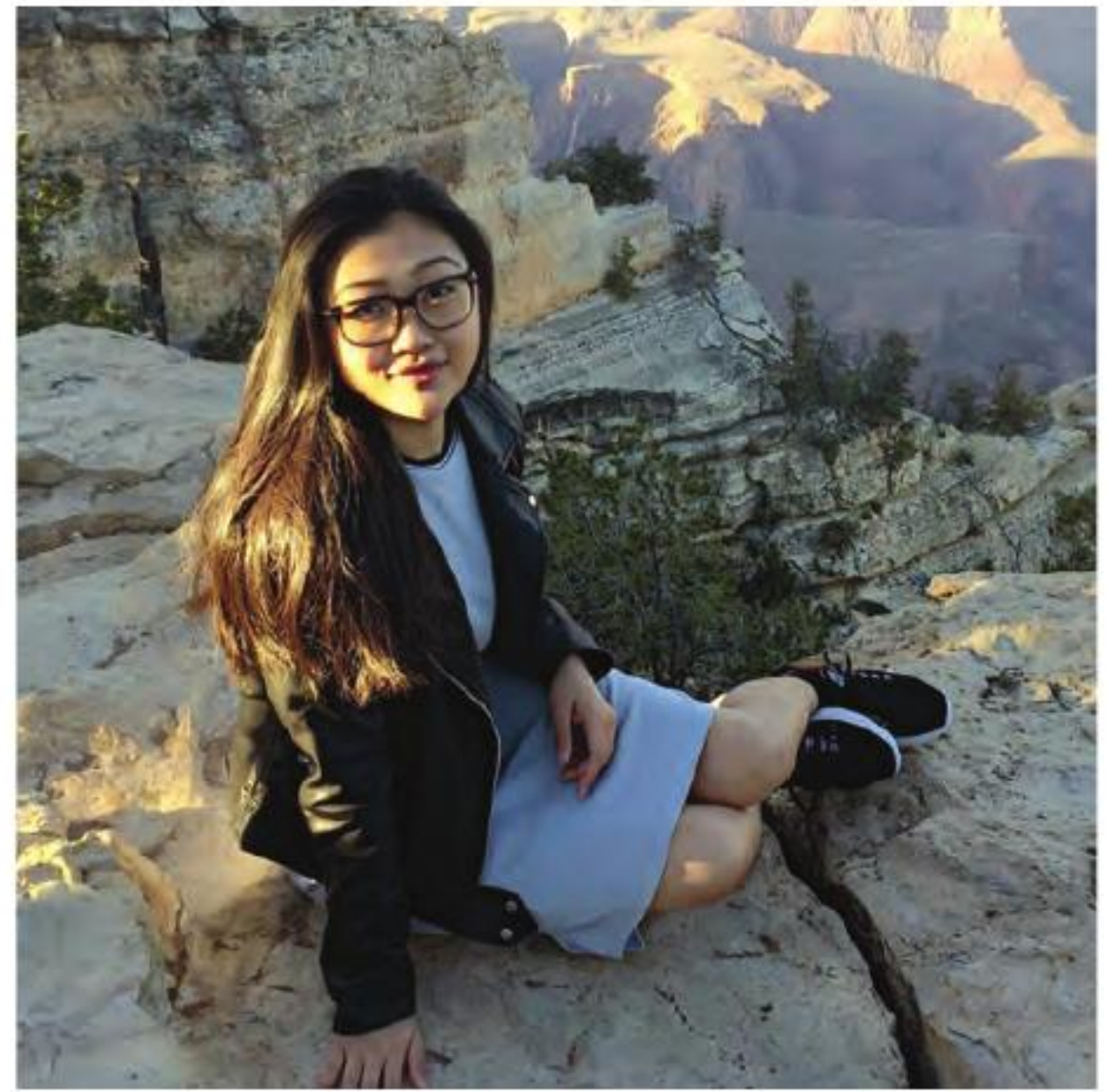
The ability to whistle really loudly

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Probably cry myself to sleep

**A MANTRA OR SAYING YOU LIVE BY?**

It's the things that count



## NYEIN THU

BOSTON UNIVERSITY

Nyein Thu was born and raised in Myanmar (Burma) and is currently a senior studying abroad at Boston University. She is pursuing a BFA in Graphic Design and a minor in Printmaking. Nyein Thu believes that graphic design is a powerful tool for social change and admires those who use design to make people's lives better. Traveling is a huge aspect of her life because she strongly believes that not only does it help a person to grow personally, but it is also a great source of inspiration as a designer. She is currently deciding which country she should move to next after graduation.

**FAVORITE COLOR?**

None! I love them all!

**FAVORITE TYPEFACE?**

Replica by Lineto

**FAVORITE APP?**

Spotify, Uber

**FAVORITE TV SHOWS?**

Sherlock, Game of Thrones

**FAVORITE BOOK?**

The Alchemist

**FAVORITE MOVIES?**

Fight Club, The Godfather, LOTR

**FAVORITE MUSICIAN/BAND?**

Diplo, Ed Sheeran

**FAVORITE FINE ARTIST?**

John Singer Sargent

**TALENT YOU WISH YOU POSSESSED?**

I wish I could sing or rap!

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Perfumer

**A MANTRA OR SAYING YOU LIVE BY?**

Good Vibes Only



## SAMANTHA WATSON

ROCHESTER INSTITUTE OF TECHNOLOGY

Samantha Watson is a designer finishing her senior year at RIT's School of Design. An expert napper and award-winning pie baker, she can often be found practicing calligraphy or staying up past her bedtime working on freelance projects. She is also a firm believer that print is not dead, and loves experimenting with typography. In the past, she has interned at CP+B and Adcade.

### FAVORITE COLOR?

Is denim a color?

### FAVORITE TYPEFACE?

Recently, it's been Harriet Series by Okay Type

### FAVORITE TV SHOWS?

Mad Men, Chopped

### FAVORITE BOOK?

Le Petit Prince by Antoine de Saint-Exupéry

### FAVORITE MOVIE?

Lord of the Rings

### FAVORITE MUSICIAN OR BAND?

Why? (whywithaquestionmark.com)

### FAVORITE SOCIAL MEDIA?

Snapchat

### FAVORITE FINE ARTISTS?

Niels Shoe Meulman, Alan Sonfist

### YOUR DESIGNER HEROS?

Martin Venezky, Jessica Walsh

### TALENT YOU WISHED YOU POSSESSED?

Hand-eye coordination

### IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?

I'd be a food critic, so I could write, travel, and eat for a living.

### A MANTRA OR SAYING YOU LIVE BY?

Orville Wright did not have a pilot's license.



## NATHAN GAMSON

ROCHESTER INSTITUTE OF TECHNOLOGY

Nathan is a fourth year Graphic Design student at RIT. Originally hailing from the Washington DC area, he was drawn to Rochester because of its creative, productive, down-to-earth culture and unique music scene (and garbage plates). He has always had an interest in making cool things for himself and for other people, and coming to RIT has helped him significantly hone his craft. Nathan works at a marketing communications firm in Pittsford NY on top of his busy schedule as a Design Director for Positive Negative Magazine, lab assistant, and senior design student. A whole pot of hand-poured coffee every morning (even on off days) certainly helps.

### FAVORITE COLOR?

PMS 320 U

### FAVORITE TYPEFACE?

Tossup between Kommissar & DIN 1451 Engschrift

### FAVORITE TV SHOW?

Archer

### FAVORITE BOOK?

Hitchhikers Guide to the Galaxy and sequels

### FAVORITE MOVIES?

Enter the Void, Se7en

### FAVORITE MUSICIAN OR BAND?

Billie Holiday, Arcade Fire, Grizzly Bear, Diplo, etc. It's very hard to name a favorite.

### FAVORITE SOCIAL MEDIA?

dump.fm

### FAVORITE FINE ARTIST?

James Turrell

### YOUR DESIGNER HERO?

Beeple

### TALENT YOU WISHED YOU POSSESSED?

Juggling

### IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?

I would own and operate a boutique coffeehouse and roastery somewhere in an upscale rural area with a lot of natural beauty and decent amount of tourist traffic.

### A MANTRA OR SAYING YOU LIVE BY?

Do what you do because you want to, not because you have to.





## LAURA HOERNER

ROCHESTER INSTITUTE OF TECHNOLOGY

Laura Hoerner is a fourth year Graphic Design student at the School of Design at Rochester Institute of Technology. She has a passion for design and says that she is “a self-proclaimed type-geek” and that she is always looking to learn and expand her design skills.

### FAVORITE COLOR?

Nothing beats a juicy black pen

### FAVORITE TYPEFACE?

This is tough. I'm very much enjoying Neutraface at the moment.

### FAVORITE TV SHOW?

Scooby Doo forever

### FAVORITE BOOK?

The Last Lecture by Randy Pausch, such an inspirational story

### FAVORITE MOVIES?

You've Got Mail. A classic. Tom Hanks and Meg Ryan are destined to be together.

### FAVORITE MUSICIAN OR BAND?

Constantly changing! I do love The Avett Brothers.

### FAVORITE SOCIAL MEDIA?

Theron Humphrey. It follows his adventures with his coon hound Maddie.

### FAVORITE FINE ARTIST?

Claude Monet. When I take off my glasses, I imagine I am him.

### YOUR DESIGNER HERO?

Tom Haugomat is probably the coolest designer but I also love Anna Hurley. Too many to choose just one!

### TALENT YOU WISHED YOU POSSESSED?

All of them!

### IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?

Save dogs. All of them. But I am going to do that regardless.

### A MANTRA OR SAYING YOU LIVE BY?

Be silly. Be honest. Be kind - Ralph Waldo Emerson



## HENRIQUE EIRA

CALIFORNIA INSTITUTE OF THE ARTS (CALARTS)

Henrique Eira is a graphic designer from Brasilia, Brazil, and currently a candidate in the Graphic Design MFA program at CalArts. Between 2012 and 2014, he ran a collaborative graphic design studio with two friends he met during his undergraduate studies at the University of Brasilia. The work done in Estudio Marujo included brand identities, websites, books, magazines, posters and illustrations for clients ranging from local independent artists to the Brazilian Ministry of Social Development. During that time, Henrique also worked as a freelance graphic designer and illustrator. At CalArts, his research has revolved around the themes of poetic interfaces, storytelling, expressive typography, the internet and social media, digital and analog hybridization and collaborative processes.

### FAVORITE COLOR?

Yellow

### FAVORITE TYPEFACE?

Antique Olive

### FAVORITE TV SHOW?

Project Runway

### FAVORITE BOOK?

Blindness, by Jose Saramago

### FAVORITE MOVIES?

Kill Bill, Before Sunrise, The Second Mother

### FAVORITE MUSICIAN OR BAND?

Caetano Veloso, Criolo, Beirut

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTIST?

Athos Bulcao

### YOUR DESIGNER HERO?

Wolfgang Weingart

### TALENT YOU WISHED YOU POSSESSED?

Infinite Memory

### IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?

Photography or film

### A MANTRA OR SAYING YOU LIVE BY?

Enjoy the process and the path more than the end result.



## CHRISTIANA THEOPHANOPOULOS

PRATT INSTITUTE

Christiana Theophanopoulos was born in Paris and raised in Athens. She studied in New York and holds a BFA in Advertising and Art Direction. After graduating, she returned to Greece and worked as an Art Director at Ogilvy & Mather. Currently living in New York, Christiana is a graduate packaging design student at Pratt Institute. This year she won Project Wild Rabbit, an ongoing collaboration between Pratt and Hennessy V.S that challenges students to create original artwork inspired by Hennessy's "Wild Rabbit" campaign and its mantra of "Never stop, Never settle," with her piece Meraki. When Christiana is not designing, she can be found living a simple lifestyle on a remote Greek island.

**FAVORITE COLOR?** Does black count as a color?

**FAVORITE TYPEFACE?**

I think of a typeface as a voice specific to a word - you can't have a favorite one.

**FAVORITE TV SHOW?** Fargo

**FAVORITE BOOK?** Villa Incognito by Tom Robbins

**FAVORITE MOVIES?** All Wes Anderson movies

**FAVORITE MUSICIAN OR BAND?**

I am very open to music and that changes all the time

**FAVORITE SOCIAL MEDIA?** Instagram

**FAVORITE FINE ARTISTS?**

Maurizio Cattelan, Edward Hopper

**YOUR DESIGNER HERO?**

Stefan Sagmeister

**TALENT YOU WISHED YOU POSSESSED?**

Creative coding

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

I'd be a chef!

**A MANTRA OR SAYING YOU LIVE BY?**

Always do the best you can



## ANDREW DIEMER

PRATT INSTITUTE

Andrew Diemer crash landed in Earth in 1994. While his home planet and age are unknown, one thing is for certain, he came to planet Earth on a mission to become an International Graphic Design professional. Pursuing a BFA in Graphic Design at Pratt Institute, Andrew enjoys skateboarding, listening to music, and drawing. He enjoys working with video, performance, and environmental design, but has a fondness for books, typography, and lettering. Lately his work examines themes of death, space/time travel, childhood, and identity. He likes his work to be subversive, humorous, and unconventional. His goals for the future include becoming an ADC Young Gun, designing skateboard graphics, and post-grad at Type@Cooper.

**FAVORITE COLOR?** Pink (the brighter the better)

**FAVORITE TYPEFACE?** At the moment GT Sectra

**FAVORITE TV SHOW?** Star Trek The Original Series

**FAVORITE BOOK?** The Hobbit by J.R.R. Tolkien

**FAVORITE MOVIES?**

Alien, Akira, Lord of the Rings, any basketball documentary

**FAVORITE MUSICIAN OR BAND?**

At the moment Slayer, Death, Keyboard Cat & MF Doom

**FAVORITE SOCIAL MEDIA?**

Face-to-face communication

**FAVORITE FINE ARTIST?**

Raymond Pettibon and that guy who punched a Monet painting

**YOUR DESIGNER HERO?**

Storm Thorgerson, Oswald Cooper, Stefan Sagmeister

**TALENT YOU WISHED YOU POSSESSED?**

One handed slam-dunks

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Dog-walker/Super-villain

**A MANTRA OR SAYING YOU LIVE BY?**

I'd rather be a swiss army knife than a shiv



## NICOLE MEYER

PHILADELPHIA UNIVERSITY

Nicole Meyer is a senior in the Graphic Design Communication program at Philadelphia University. Nicole truly loves to work through the design process and to think creatively to solve design problems. Last spring she studied abroad in Rome, where she was greatly influenced by the culture around her, shaping her design aesthetic. After Rome she was an art director intern for CDM NY, which established her desire to work in a collaborative environment and solidified her post graduation plans of pursuing a career in advertising in NYC. When Nicole is not designing, you can find her horseback riding or hanging out with friends.

### FAVORITE COLOR?

Olive Green

### FAVORITE TYPEFACE?

Currently, Gotham and Didot

### FAVORITE TV SHOWS?

Grey's Anatomy, How I Met Your Mother

### FAVORITE BOOKS?

Paper Towns, Lord of the Flies, Harry Potter series

### FAVORITE MOVIES?

The Blind Side, Classic Disney Movies

### FAVORITE MUSICIAN/BAND?

I listen to a variety of music, from Luke Bryan to Halsey

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTIST?

Vincent van Gogh, Jackson Pollock

### DESIGNER HERO?

Cipe Pineles, Milton Glaser

### TALENT YOU WISHED YOU POSSESSED?

I wish I could sing

### IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?

Biochemistry

### MANTRA OR SAYING YOU LIVE BY?

Everything happens for a reason



## CAROLINE NOEBELS

PHILADELPHIA UNIVERSITY

Caroline Noebels is currently a senior at Philadelphia University, pursuing her B.S. in Graphic Design Communication. She is the secretary of PhilaU's AIGA Student Chapter and a four year member of PhilaU's Varsity lacrosse team. What motivates her as a designer is the simple reward that comes from completing a project, and the creative process of working with people. Caroline also explores interest in textiles and printmaking, and hopes to be working as a designer in Philadelphia after she graduates in May.

### FAVORITE COLOR?

Lipstick Red

### FAVORITE TYPEFACE?

Orator, Trade Gothic

### FAVORITE TV SHOW?

Shameless, Breaking Bad

### FAVORITE BOOK?

The Nancy Drew Series

### FAVORITE MOVIES?

The Shining, Lady In The Water

### FAVORITE MUSICIAN OR BAND?

Elton John, Lord Huron, Allen Stone

### FAVORITE SOCIAL MEDIA?

Snapchat!

### FAVORITE FINE ARTIST?

Kara Walker, Charmaine Olivia

### DESIGNER HERO?

Aaron Draplin

### TALENT YOU WISHED YOU POSSESSED?

Playing the piano

### IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?

Professional napper

### A MANTRA OR SAYING YOU LIVE BY?

Leave it to the breeze



## JERMAINE BOCA

DREXEL UNIVERSITY, ANTOINETTE WESTPHAL  
COLLEGE OF MEDIA ARTS & DESIGN

Jermaine Boca is completing her senior year at Drexel University and pursuing her BS in graphic design with an architecture minor. Inspired by her diverse taste in music and her native Philadelphia region, she channels her creativity into both print and web layout. As a process-driven designer, Jermaine believes in the importance of the iterative hand-sketching process as a precursor to her designs to the screen. During her 6-month co-op at AWeber, an email-marketing company, she worked on their inhouse design team doing visual branding for both print and web, along with front-end coding e-mail templates. If you're ever at a Philly food truck festival, look out for Jermaine, likely you will find her simultaneously eating tacos and petting someone else's adorable dog.

**FAVORITE COLOR?** Registration Black

**FAVORITE TYPEFACE?** Foundry Gridnik

**FAVORITE TV SHOW?**

Orange is the New Black, That's So Raven

**FAVORITE BOOK?**

Hand-Lettering Ledger by Mary Kate McDevitt

**FAVORITE MOVIES?** Hayao Miyazaki's Spirited Away

**FAVORITE MUSICIAN OR BAND?** Flume, Odesza, Jai Wolf

**FAVORITE SOCIAL MEDIA?** Snapchat

**FAVORITE FINE ARTIST?** Yayoi Kusama, Mike Perry

**YOUR DESIGNER HERO?**

Massimo Vignelli, Jessica Walsh, Violaine & Jeremy

**TALENT YOU WISHED YOU POSSESSED?**

Mixing and producing music

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Full time dog sitter or food critic

**A MANTRA OR SAYING YOU LIVE BY?**

Every pizza is a personal pizza if you try hard enough and believe in yourself

## ERIN CHAN

DREXEL UNIVERSITY, ANTOINETTE WESTPHAL  
COLLEGE OF MEDIA ARTS & DESIGN

Erin's Kryptonite includes naps, doughnuts, and '90s pop music. Despite succumbing occasionally to these soft spots, she has worked hard in creative media from an early age. Initially, Erin pursued architecture before realizing her true passion is graphic design, a program from which she will graduate with a BS in March 2016. She is a strong advocate of concept driven design, developed through ample research, and realized with hand-sketching. She will continue to pursue these skills after graduation as she begins a career in user experience design at EY Intuitive. The user centered design firm based in Philadelphia is where Erin completed her six month co-op and had the opportunity to collaborate with cross-discipline teams to deliver delightful experiences to clients. When not heavily caffeinated in the design studio, Erin enjoys sublime culinary experiences, concerts, and the company of her plump feline Kelli.

**FAVORITE COLOR?** White

**FAVORITE TYPEFACE?** Gotham, Gravur

**FAVORITE TV SHOW?** Breaking Bad, True Detective S1

**FAVORITE BOOK?** Johanna Basford's coloring books

**FAVORITE MOVIES?** Fight Club, The Aristocats

**FAVORITE MUSICIAN OR BAND?**

Lydia, Flume, Childish Gambino, Oh Wonder

**FAVORITE SOCIAL MEDIA?** Instagram

**FAVORITE FINE ARTIST?** George Seurat

**YOUR DESIGNER HERO?** Armin Hofmann, Lotta Nieminen

**TALENT YOU WISHED YOU POSSESSED?**

Being able to freestyle rap

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Sleep a lot, definitely, and maybe teach art or study biology

**A MANTRA/SAYING YOU LIVE BY?**

Hey now, hey now, this is what dreams are made of



## LAUREN LANDES

SCHOOL OF ADVERTISING ART (SAA)

Lauren Landes's life can be described in different shades of blue. It began brilliantly, a phthalo blue, filled with art classes, scrap-booking, and basement-wall graffiti. Enter Cambridge Blue, the blue that grows wonder and curiosity. This is when Lauren pretty much became a total nerd. (Full-on NERD. Loud, big ole glasses, social ineptitude; the whole nine yards.) Fortunately, the poor girl grew out of this sad stage, but she never discarded a gregarious sense of humor. This Cambridge blue, the blue of curiosity, one day exploded into neon indigo. This electrified into a love for her college, SAA, and created a passion for typography, illustration, and branding. Currently, Lauren affirms that she DEARLY loves cooking with curry, Iceland, screen-printing, and colorful socks. She stretches her brain through a myriad of freelance projects and wants to do something good with her passion to benefit others. Most of all, Lauren loves the people in her life, her faith, and Jesus. Her instructors are her inspiration, and her family is pretty cool.

### FAVORITE COLOR?

When you accidentally invert your screen, those colors.

**FAVORITE TYPEFACE?** Today, Ana Surface's handwriting

**FAVORITE TV SHOW?** Sherlock, of course. What else?

**FAVORITE BOOK?** How on earth can I pick. Vilette? Jane Eyre?

**FAVORITE MOVIES?** Whistleblower? Moneyball?

**FAVORITE MUSICIAN OR BAND?**

Young Oceans, Tenth Avenue North

**FAVORITE SOCIAL MEDIA?** Twitter. I'm addicted. It's quite sad.

**FAVORITE FINE ARTIST?**

Atelier Bingo, Ronald Searle, Rien Poortvliet, Vermeer

**YOUR DESIGN HERO?** Tom Froese, Meg Lewis, Andy J. Miller

**TALENT YOU WISHED YOU POSSESSED?** Multilingualism

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Private chef, maybe? Or an incredibly artistic waitress.

**A MANTRA OR SAYING YOU LIVE BY?**

The only rule is work. If you work it will lead to something.



## CAITLIN MCCURDY

SCHOOL OF ADVERTISING ART (SAA)

Caitlin McCurdy is a 19-year-old from Sylvania OH and she loves her hometown. She believes that friends and family are what help us all get through life. She has a strong support system from home, but believes that SAA has given her the opportunity to find a family of friends who will help her continue to grow not only as a designer, but as a human being. As a designer, Caitlin feels she has the freedom to make the world look the way she wants it to. She loves designing packages, but has an even greater love for concepting and designing magazine print ads. Photography is also close to her heart. This road to becoming a graphic designer is a crazy one that has been filled with lots of stress, laughter, and learning, but Caitlin wouldn't want it any other way, and she is incredibly excited to see where it takes her.

**FAVORITE COLOR?** I'm a designer. I don't have a favorite.

**FAVORITE TYPEFACE?** You can really never go wrong with Comic Sans. Just kidding. Helvetica Neue all the way.

**FAVORITE TV SHOW?** The Office

**FAVORITE BOOK?** Anything by Mary Higgins Clark. She rocks.

**FAVORITE MOVIES?** Remember the Titans, the 2011 version of Footloose with Julianne Hough

**FAVORITE MUSICIAN OR BAND?**

Carrie Underwood is my go-to girl.

**FAVORITE SOCIAL MEDIA?**

Isn't Pinterest every designer's favorite?

**FAVORITE FINE ARTIST?** Jackson Pollock

**YOUR DESIGNER HERO?** Tony Neary

**TALENT YOU WISHED YOU POSSESSED?** I wish I could cook a big breakfast perfectly. I always end up burning something.

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Teach art or math

**A MANTRA OR SAYING YOU LIVE BY?**

Stay true to you and you will end up incredibly happy.

Be inspired by others' success, not defeats.



## RILEY ANDREW DONAHUE

PRATTMWP

With a handful of drawings and a beat up '76 Subaru coupe — Old Riley Artworks was born in Vancouver WA. From drawing every insect dug up in the backyard to doodling skulls and snakes in church, Riley spent his early years mastering his craft and discovering his artistic voice, while maintaining an equally heavy interest in music. Inspired by his mother, an art teacher and head of a top art gallery, and his father, a decorated marine and nationally ranked swimmer, Riley learned that hard work was the key to his dreams. Old Riley Artworks has been featured in 18 exhibitions with several national honors along the way. Despite his title, Old Riley is just a teenager taking his first steps into the art world as a creative soldier, armed and ready to speak to the world.

**FAVORITE COLOR?** Teal

**FAVORITE TYPEFACE?** Orator STD

**FAVORITE TV SHOW?** SNL

**FAVORITE BOOK?** Lady Sings the Blues

**FAVORITE MOVIES?**

O Brother Where Art Thou?, Exit Through the Gift Shop

**FAVORITE MUSICIAN OR BAND?** Billie Holiday, Screamin'

Jay Hawkins, Lou Reed, The Flaming Lips, Tame Impala

**FAVORITE SOCIAL MEDIA?** Facebook, Behance

**FAVORITE FINE ARTIST?** Jenny Morgan

**YOUR DESIGNER HERO?** Shepard Fairey

**TALENT YOU WISHED YOU POSSESSED?**

I wish I were a talented runner, I'm slowly working on it.

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Music aside, I'd study Geology or Meteorology.

**A MANTRA OR SAYING YOU LIVE BY?**

I don't make art to make change; I make art to make people think. I'm not pushing my own beliefs, I am creating an instant where a viewer can remove themselves from all prior beliefs and be free for just a moment. In a moment of freedom comes growth, and with growth comes change. Observe. Think. Live.



## HERMAN AWUKU

PRATTMWP

Herman Awuku is an aspiring designer/art director from Stavanger, Norway. He got a brief introduction to graphic design at Berghs School of Communication before attending Pratt Institute's Utica campus to get a Fine Arts foundation. He is a firm believer that form follows function and strives to master various mediums and techniques in order to create visuals that translate the concept effectively and appropriately. His aim for the future is to create holistic and meaningful work with a high aesthetic quality. Currently, his biggest interests within design are experimental letterforms, branding and illustration.

**FAVORITE COLOR?** Blue

**FAVORITE TYPEFACE?**

The one that best suits my current project

**FAVORITE TV SHOW?** Psyche

**FAVORITE BOOK?**

Harry Potter and the Sorcerer's Stone, Damn Good Advice

(For People With Talent)

**FAVORITE MOVIES?**

I Love You Man, Adventureland

**FAVORITE MUSICIAN OR BAND?**

Freddie Mercury, Prince, Michael Jackson, Ben Howard, Daniel Adams-Ray, Oscar Linnros, Kanye West, etc.

**FAVORITE SOCIAL MEDIA?** Pinterest

**FAVORITE FINE ARTIST?**

Caravaggio, Vermeer, Barnett Newman

**YOUR DESIGNER HERO?** Massimo Vignelli

**TALENT YOU WISHED YOU POSSESSED?**

Being able to play the piano

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Play hockey or be a struggling musician

**A MANTRA OR SAYING YOU LIVE BY?**

You miss 100% of the shots you don't take - Wayne Gretzky



## MANUELLA BONOMI

PRATTMWP

Manuella Bonomi is a Nigerian art student currently studying Communication Design at PrattMWP. In Nigeria, she lived close to a local arts and crafts village for most of her childhood. There she discovered how much she loved art and design at an early age. Growing up in such a vibrant culture inspires Manuella to create colorful, rich designs and patterns; her work reflects a variety of Western and African influences. Beyond graphic design, Manuella is also passionate about painting, illustration and jewelry. She believes that design is a strong platform that can affect change, therefore she aspires to create designs that can resonate deeply with people!!

**FAVORITE COLOR?** Purple

**FAVORITE TYPEFACE?** Futura

**FAVORITE TV SHOW?** Scandal, The 100, Prison Break

**FAVORITE BOOK?**

Blink of an Eye, If Tomorrow Comes, A Woman of Substance

**FAVORITE MOVIES?**

3 Idiots, Stardust, The Green Mile

**FAVORITE MUSICIAN OR BAND?**

Asa, Lana Del Rey, Florence and the Machine

**FAVORITE SOCIAL MEDIA?**

Pinterest

**FAVORITE FINE ARTIST?**

Todd Shorr, Thomas Cole

**YOUR DESIGNER HERO?**

Michael Bierut, Alex Trochut

**TALENT YOU WISHED YOU POSSESSED?**

I really wish I could play the cello

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

I'd oil paint and make Jewelry full-time and probably start a bakery

**A MANTRA OR SAYING YOU LIVE BY?**

To live a creative life, we must lose our fear of being wrong.



## FLAVIO VINCENTI

RINGLING COLLEGE OF ART AND DESIGN

Flavio Vincenti is a designer and student from Italy, descendant of renaissance artists and pizza makers. At the age of 17, driven by a passion for baseball, he traveled across the globe to pursue his dreams. Even while playing, design already had a place in Flavio's heart and one day, due to a bad injury, he transitioned to it full time. Since he was a child, Flavio was meticulous and attentive, had strong observational skills and a natural sense of composition. Flavio will graduate in the spring of 2016 with a BFA in Graphic and Interactive Communication and hopes to continue to grow and learn, experiment with new design ideas and technologies that simplify human-machine interaction, and create meaningful connections while having an impact on the present and future society.

**FAVORITE COLOR?** I have a secret crush for blues and love white space and minimalism, therefore I'd have to also choose white, black and all the shades in between.

**FAVORITE TYPEFACE?** Akzidenz Grotesk

**FAVORITE TV SHOW?**

Brain Games, American Horror Story, Shark Tank

**FAVORITE BOOKS?**

Outliers, Maximize Your Potential, Il Canone Vignelli

**FAVORITE MOVIES?**

Ladri di Biciclette, Pleasantville, Interstellar, The God Father

**FAVORITE MUSICIAN OR BAND?**

Different genres to help my mood: Focus - Classical and/or Electronic; Fun - Electronic, Reggae, Pop Others - Michael Bubl 

**FAVORITE SOCIAL MEDIA?** Instagram, Facebook

**FAVORITE FINE ARTIST?** Andy Warhol

**YOUR DESIGNER HERO?** Tobias van Schneider

**TALENT YOU WISHED YOU POSSESSED?**

Natural - Solve all the world's problems. Supernatural - Fly.

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Professional baseball player

**A MANTRA OR SAYING YOU LIVE BY?**

Stay hungry stay foolish - Steve Jobs



## SIERRA CLARK

COLUMBUS COLLEGE OF ART & DESIGN

Sierra Clark is a junior Advertising & Graphic Design major at Columbus College of Art & Design. Her work at CCAD includes building brand languages and a drone for General Motors, the brand expansion of Pelotonia, and creating packaging projects for E. & J. Gallo Wine. An award-winning designer, Clark received recognition from General Electric for her work on a baby monitor prototype conceived and created in a 24-hour hackathon event. Future projects include partnering with Airstream to develop a new trailer and Point of Purchase experience, and working with a central Ohio-based coalition to reduce human trafficking. Clark, a 24-year-old from Newark OH will also spend time in Germany to collaborate with Interbrand. Clark, who loves sugar-free frozen vanilla lattes and rap music, hopes to live in a large city and make a career out of her passion for design and strategy.

**FAVORITE COLOR?** Pink, black and gold (and polka dots)

**FAVORITE TYPEFACE?** Neue Haas Unica

**FAVORITE TV SHOWS?** Empire, Breaking Bad

**FAVORITE BOOK?** The Great Gatsby

**FAVORITE MOVIES?** Legally Blonde, Straight Outta Compton

**FAVORITE MUSICIAN OR BAND?**

Drake, 50 Cent, The Notorious B.I.G

**FAVORITE SOCIAL MEDIA?** LinkedIn

**FAVORITE FINE ARTIST?** Monet

**YOUR DESIGN HERO?** Jessica Walsh

**TALENT YOU WISH YOU POSSESSED?** Singing!

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

I would be an astronomer. I love space!

**A MANTRA OR SAYING YOU LIVE BY?**

If you work really hard and are kind, amazing things will happen.



## CAITLIN MULHALL

COLUMBUS COLLEGE OF ART & DESIGN

Caitlin Mulhall is a future Advertising & Graphic Design graduate of Columbus College of Art & Design with minors in Business and Industrial Design. She is an outspoken extroverted designer who needs to learn how to use more color (black is her safe place). She is constantly experimenting and striving for new unique design solutions. And she's strongly influenced by the '90s. Mulhall has made the President's List every semester and has a cumulative GPA of 3.9. She has worked with clients including Airstream and E. & J. Gallo Winery. She was a part of a group of students who went to Alabama for Shift Design Camp this past summer. And she will be part of a design class traveling to Germany over spring break to work with international design firms. She has also worked and interned with companies in central Ohio. She hopes to move to New York after graduating in December 2016.

**FAVORITE COLOR?** All black every day

**FAVORITE TYPEFACE?** Orator Std

**FAVORITE TV SHOW?** Friends, I've seen every episode in order

**FAVORITE BOOK?**

Hello World: Where Design Meets Life by Alice Rawsthorn

**FAVORITE MOVIES?**

Spice World: The Spice Girls Movie

**FAVORITE MUSICIAN OR BAND?**

The Pixies, The Black Keys

**FAVORITE SOCIAL MEDIA?** Snapchat

**FAVORITE FINE ARTIST?** Mark McCoy

**YOUR DESIGNER HERO?** Karim Rashid

**TALENT YOU WISHED YOU POSSESSED?**

I wish I could sing, badly.

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

PR agent

**A MANTRA OR SAYING YOU LIVE BY?**

Don't let your dreams be dreams, just do it! – Shia LaBeouf





## ZAINAB ALIYU

CARNEGIE MELLON UNIVERSITY SCHOOL OF DESIGN

Zainab Aliyu is a junior Communication Design student at Carnegie Mellon University's School of Design. By nature, she is a very curious person, and is interested in the way things work and the way people interact. An avid learner, she constantly asks questions in order to better understand things; this helps her grow and embrace new challenges. Her interests primarily lie within the understanding of people's experiences with various types of products, both on a digital and physical level. Based on that gained comprehension, she aims to design different kinds of experiences that completely take into account the human condition. Zai spent her past summer interning at IBM Design in Austin TX, and is excited to be spending next summer at Facebook, a place that values an open and connected world as much as she does.

### FAVORITE COLOR?

Black, however, turquoise is a color that makes me happy

### FAVORITE TYPEFACE?

Currently, Chaparral Pro by Carol Twombly

### FAVORITE TV SHOW?

Arrested Development

### FAVORITE BOOK?

Animal Farm

### FAVORITE MOVIES?

Pulp Fiction, Fight Club

### FAVORITE MUSICIAN OR BAND?

Odesza

### FAVORITE SOCIAL MEDIA?

Facebook and Snapchat

### FAVORITE FINE ARTIST?

Victo Ngai

### YOUR DESIGNER HERO?

Tibor Kalman, Stefan Sagmeister

### TALENT YOU WISHED YOU POSSESSED?

Fluency in several languages

### IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?

Forensic science because I really enjoy the problem solving aspect.

### A MANTRA OR SAYING YOU LIVE BY?

All work and no play makes Jack a dull boy.



## ROBYN LAMBERT

CARNEGIE MELLON UNIVERSITY SCHOOL OF DESIGN

Robyn is currently a senior studying Communication Design with a second major in Human Computer Interaction. She grew up in Portland OR and made the shift to Pittsburgh to attend school. She has interned with two design agencies, Deeplocal and Citizen inc, and freelanced for local startups. Robyn believes that design can change individuals perceptions of the world around them and has the power to change their own beliefs and values, and this can be done through both the physical and digital world. As a designer, she believes in embracing complexity. As Bruce Mau said "Love your experiments (as you would an ugly child). Joy is the engine of growth." Her time in school has taught her to find the beauty in extremities and to be playful as a person and designer. To help do this, her world consists heavily of music, the outdoors, and politics.

### FAVORITE COLORS?

Warm reds

### FAVORITE TYPEFACE?

Taz & GT cinetype by Gilli Type

### FAVORITE TV SHOW?

Gilmore Girls, Mad Men, Buffy the Vampire Slayer

### FAVORITE BOOK?

Just Kids by Patti Smith, Massive Change by Bruce Mau, As I Lay

Dying by William Faulkner

### FAVORITE MOVIES?

SLC Punk, Rosemary's Baby, The Heathers

### FAVORITE MUSICIAN OR BAND?

Courtney Barnett, The Breeders, Joan Baez, Bratmobile

### FAVORITE SOCIAL MEDIA?

None!

### FAVORITE FINE ARTIST?

Yoko Ono, Marina Abramovic

### YOUR DESIGNER HERO?

Irma Boom

### TALENT YOU WISHED YOU POSSESSED?

The ability to not need sleep

### IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?

I would be a genetic psychologist or a national park ranger

### A MANTRA OR SAYING YOU LIVE BY?

Social responsibility is the duty of anyone who gives a damn.

– James Victore



## KEVIN YANG

FULL SAIL UNIVERSITY

Kevin Yang is a recent graduate of Full Sail University's Digital Arts and Design Bachelor of Science degree program, who has a passion for beziers, grids and caffeine. Former Mathematics major turned Visual Designer who has a bit of an obsession with pixels. Currently operating out of sunny Orlando FL. Kevin is the Super Smash Bros. Champ at your local GameStop. You can find out more about him and his work at [eatsleepvector.com](http://eatsleepvector.com)

**FAVORITE COLOR?** Coquelicot

**FAVORITE TYPEFACE?** Proxima Nova

**FAVORITE TV SHOW?** Game of Thrones

**FAVORITE BOOK?**

Zen and the Art of Motorcycle Maintenance

**FAVORITE MOVIE?** Fight Club

**FAVORITE MUSICIAN OR BAND?**Weezer

**FAVORITE SOCIAL MEDIA?** Dribbble

**FAVORITE FINE ARTIST?** Salvador Dali

**YOUR DESIGNER HERO?** Nick Slater!

**TALENT YOU WISHED YOU POSSESSED?**

Cooking

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Fail at being a chef

**A MANTRA OR SAYING YOU LIVE BY?**

Chase Perfection



## SARA TINNICK

FULL SAIL UNIVERSITY

Hailing from the land of the Three Rivers, Sara Tinnick is a graphic design superhero who uses knowledge to thwart typographic tyranny and catch color-space criminals. By day she is a mild-mannered college instructor, trading in her cape for business casual at the Bradford School. She believes a solid foundation in graphic design history and theory, combined with sound technical skills, will help students fight graphic design misdeeds. Sara began her graphic design crime-fighting career in 2003 at Seton Hill University. After graduation, she worked as a design professional in Pittsburgh before returning to the classroom as an educator. As the primary instructor for her college level program, she has been responsible for program content, technical advancement, and student development. Sara hopes to continue to fight the good fight by remaining an educator and focusing on curriculum development that combines graphic design, marketing, and social media. Sara is currently a grad student in the Media Design MFA degree program at Full Sail University.

**FAVORITE COLOR?** Pantone 806 Hot Pink

**FAVORITE TYPEFACE?** ITC Avant Garde

**FAVORITE TV SHOW?** CNBC's The Profit

**FAVORITE BOOK?** 14 by Peter Clines

**FAVORITE MOVIES?** ¡Three Amigos!

**FAVORITE MUSICIAN OR BAND?**

Coheed and Cambria

**FAVORITE SOCIAL MEDIA?** Pinterest

**FAVORITE FINE ARTIST?**Jules Cheret

**YOUR DESIGNER HERO?** Erik Spiekermann

**TALENT YOU WISHED YOU POSSESSED?** Glassblowing

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Author

**A MANTRA OR SAYING YOU LIVE BY?**

Art has to move you and design does not, unless it's a good design for a bus. – David Hockney



## LISA FERKEL

CALIFORNIA COLLEGE OF THE ARTS (CCA)

Lisa Ferkel hails from Los Angeles and is currently living in San Francisco, finishing her final semester in Graphic Design at California College of the Arts. Her interest in graphic design stems from a background in printmaking and illustration. Apart from design, she has an affinity for plant life, spaghetti, sunshine, and silk screen.

### FAVORITE COLOR?

Yellow

### FAVORITE TYPEFACES?

Domaine Display, Warnock

### FAVORITE TV SHOW?

Seinfeld, Twin Peaks, X-Files

### FAVORITE BOOK?

The Stranger by Albert Camus, Lunch Poems by Frank O'Hara

### FAVORITE MOVIES?

Butch Cassidy and the Sundance Kid, There Will Be Blood, Mrs. Doubtfire

### FAVORITE MUSICIAN OR BAND?

Sonny and the Sunsets, Thee Oh Sees, Of Montreal, Frank Sinatra

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTIST?

EI Noodler, Geoff McFetridge, Tauba Auerbach

### YOUR DESIGNER HERO?

My peers and mentors. Apart from that, Martin Venezky, Jon Sueda, MacFadden and Thorpe, Experimental Jetset

### TALENT YOU WISHED YOU POSSESSED?

Wheelies!

### IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?

Work on a farm

### A MANTRA OR SAYING YOU LIVE BY?

Too blessed to be stressed



## FLAVIE LIU

CALIFORNIA COLLEGE OF THE ARTS (CCA)

Flavie Liu is a senior in Graphic Design and Photography at California College of the Arts. She was raised in Shanghai, China and has been exposed to different cultures through traveling, reading, and web browsing. She utilizes a combination of digital and physical media and pursues elegance and uniqueness in her work. She worked for CCA's Sputnik Design Studio and will ideally continue working in a design studio where she can explore new ideas and approaches to create compelling designs. Her passions other than design include marine life, musicals, and road trips.

### FAVORITE COLOR? PANTONE 7436 CP

### FAVORITE TYPEFACE? Centaur

### FAVORITE TV SHOW? Sherlock

### FAVORITE BOOK?

Invisible Cities

### FAVORITE MOVIES?

Wes Anderson films

### FAVORITE MUSICIAN OR BAND?

S.E.N.S

### FAVORITE SOCIAL MEDIA?

Instagram

### FAVORITE FINE ARTIST?

Jo Ann Callis, Hiroshi Sugimoto, Masao Yamamoto, Go Segawa

### YOUR DESIGNER HERO?

Kenya Hara

### TALENT YOU WISHED YOU POSSESSED?

Classical calligraphy and music composition

### IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?

Photographer/Theatre-related/Mushroom expert

### A MANTRA OR SAYING YOU LIVE BY?

Life is a one-way street



## VICTOR CHIEN

CALIFORNIA COLLEGE OF THE ARTS (CCA)

Victor Chien is a senior Graphic Design major at California College of the Arts. He was born and raised in Taiwan and came to San Francisco in 2012. Prior to CCA, Victor studied advertising design in Taiwan. Last summer, he interned at MetaDesign San Francisco, an international design consultancy specializing in branding and brand strategy. Victor loves solving design problems and creating meaningful work through impactful visual experiences. He has a strong interest in motion graphics, branding, typography, and UX/UI design. His work is inspired mostly by observing his surroundings, as well as human behaviors and interactions. Music also plays an important role in his life. Although he's not a musician, his sensitivity to beats and rhythm helps him make his design more dynamic. Victor never stops exploring and is excited about what is coming next.

**FAVORITE COLOR?** Pantone 032C

**FAVORITE TYPEFACE?** GT Walsheim

**FAVORITE TV SHOW?**

Mr. Robot, Breaking Bad

**FAVORITE BOOK?**

The Happiness Hypothesis by Jonathan Haidt

**FAVORITE MOVIES?** Inception, Her

**FAVORITE MUSICIAN OR BAND?**

RAC, Kygo, Goldroom, Tesla Boy

**FAVORITE SOCIAL MEDIA?** Twitter, Instagram

**FAVORITE FINE ARTIST?** Piet Mondrian

**YOUR DESIGNER HERO?**

Ash Thorp, Paula Scher

**TALENT YOU WISHED YOU POSSESSED?**

Become multilingual

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

A pilot

**A MANTRA OR SAYING YOU LIVE BY?**

Do something today that your future self will thank you for



## MEGAN LOTTER

CALIFORNIA COLLEGE OF THE ARTS (CCA)

Megan Lotter is a senior Graphic Design student at California College of the Arts, where she is pursuing her second degree. From an early age, her family had a hunch that she would eventually grow up to become some kind of creative. As a child, she was already an avid fan of the communication arts, scrawling words and pictures onto the walls of her childhood home (sometimes with the additional flare of glitter glue). Years and one technical theater degree later, Megan now finds herself pleasantly occupied and engaged in the constant back and forth between thinking and her tactile style of making.

**FAVORITE COLOR?** Various shades of teal

**FAVORITE TYPEFACE?** Steile Futura

**FAVORITE TV SHOW?** Currently, Bob's Burgers. Historically, Nova and Nat Geo Documentaries.

**FAVORITE BOOK?** Yes Please by Amy Poehler, Live Through This by Sabrina Chapadjiev

**FAVORITE MOVIES?** My Best Friend's Wedding, The Birdcage, Mrs. Doubtfire, Sister Act

**FAVORITE MUSICIAN OR BAND?**

The Ting Tings, Janelle Monae, RAC, Tycho

**FAVORITE SOCIAL MEDIA?** Rdio

**FAVORITE FINE ARTIST?**

Hung Liu

**YOUR DESIGNER HERO?**

I don't have a definitive hero, but I am currently fascinated by Kate Moross and Alvin Lustig.

**TALENT YOU WISHED YOU POSSESSED?**

Higher tolerance for spicy food

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

An archaeologist or a National Park Ranger!

**A MANTRA OR SAYING YOU LIVE BY?**

High five



## ALVINA LANG

CALIFORNIA COLLEGE OF THE ARTS

Alvina Ng is a senior in Graphic Design at the California College of the Arts. She was born in Los Angeles and raised in Hong Kong. She remembers when she first moved to the states at the age of 18, everything was legal back at home but suddenly everything is underage. Alvina loves challenges and is not afraid to fail. She works conceptually and experimentally with visual communication in different media. She currently works as an in-house, award-winning designer at CCA's Sputnik Studio. Last summer she interned at BBDO Asia working directly with some of the agency's main clients, including VISA, FedEx, and MetLife Insurance. She works hard and plays harder. Last summer she used 25 days to travel to 13 European cities. She believes traveling is the only thing she buys that makes her richer.

**FAVORITE COLOR?** Navy Blue!

**FAVORITE TYPEFACE?**

Neue Haas Grotesk, Huxley Vertical

**FAVORITE TV SHOW?**

The Returned, Lost, Project Runway

**FAVORITE BOOK?**

Palette 01 Black & White by viction:ary

**FAVORITE MOVIES?** Begin Again, Harry Potter

**FAVORITE MUSICIAN OR BAND?** The Script, Eason Chan

**FAVORITE SOCIAL MEDIA?** Instagram

**FAVORITE FINE ARTIST?** Francoise Nielly

**YOUR DESIGNER HERO?** Jessica Walsh, Martin Venezky

**TALENT YOU WISHED YOU POSSESSED?**

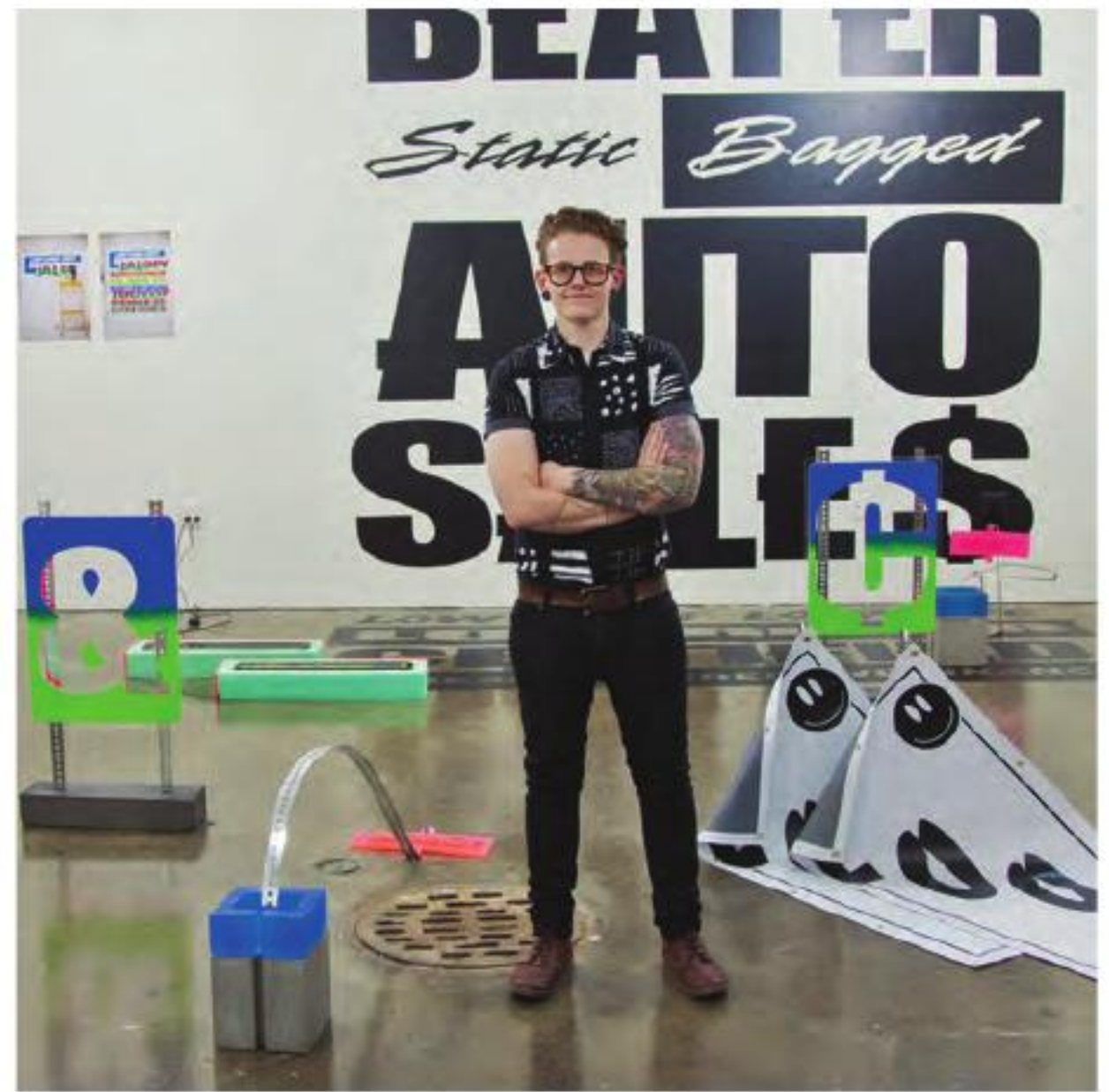
I wish I could sing

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Anything other than a mathematician

**A MANTRA OR SAYING YOU LIVE BY?**

You only live once. Why not?



## KELSEY ELDER

CRANBROOK ACADEMY OF ART

Kelsey Elder is a MFA candidate in the 2D Design Department at the Cranbrook Academy of Art and is working towards a thesis for graduation this spring — a typographic family called Varnish. Hailing from the true North (Minneapolis MN), Elder's studio work combines a lifelong participation and knowledge of lowrider car culture with an emphasis on typography and language. Through commercial vernaculars and materials, Elder's work addresses automobility as a compulsory ritual of contemporary 'Americanism.' After graduating with a BFA in Graphic Design from the Minneapolis College of Art and Design, Elder incorporated a small clothing company focused on supporting the European car modification community, Lowered Values. Now in its fourth year, Lowered Values runs a website and travels the country during the summer to sponsor car shows — where it has a pop-up shop with merchandise for sale.

**FAVORITE COLOR?**

Fluorescent (burn your retinas, high visibility, day-glo) yellow

**FAVORITE TYPEFACE?** I have a soft spot for Antwerp by Village

**FAVORITE TV SHOW?**

Top Gear, specifically the (OG) original BBC version.

**FAVORITE BOOK?** House of Leaves by Mark Z. Danielewski

**FAVORITE MOVIES?** the 'Fast and the Furious' franchise—if only for the pull quotes!

**FAVORITE MUSICIAN OR BAND?**

Doomtree, Aesop Rock, GRRRL Party, Hippo Campus

**FAVORITE SOCIAL MEDIA?** Instagram! (@loweredvalues)

**FAVORITE FINE ARTIST?**

That's tough — Ed Atkins, Isa Genzken, Lawrence Weiner

**YOUR DESIGNER HERO?** Emigre

**TALENT YOU WISHED YOU POSSESSED?** 20/20 vision!

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Working as a auto mechanic at a specialty/performance shop.

**A MANTRA OR SAYING YOU LIVE BY?**

Hustle, hit, never quit – Nicole Killian



## TREVOR MCHUGH

WOODBURY UNIVERSITY

Trevor McHugh is a senior at Woodbury University studying Graphic Design, with a focus in Branding/Identity Design. His design experience includes interning at Eclipse Advertising, an entertainment design firm that handles key art for very large accounts within the film industry. Through Trevor's professional experience and education, he has been motivated to help create design solutions for people and organizations that better mankind.

**FAVORITE COLOR?** Green

**FAVORITE TYPEFACE?** Archer

**FAVORITE TV SHOW?** The Walking Dead

**FAVORITE BOOK?**

The Hitchhiker's Guide to the Galaxy, Douglas Adams

**FAVORITE MOVIES?**

Pulp Fiction, The Goonies, Shaun of the Dead

**FAVORITE MUSICIAN OR BAND?**

Nils Frahm

**FAVORITE SOCIAL MEDIA?**

Facebook

**FAVORITE FINE ARTIST?**

Roy Lichtenstein

**YOUR DESIGNER HERO?**

Aaron Draplin

**TALENT YOU WISHED YOU POSSESSED?**

Dancing

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Musician

**A MANTRA OR SAYING YOU LIVE BY?**

It's done when it's due



## NATALIE KRAKIRIAN

WOODBURY UNIVERSITY

Natalie Krakirian is a senior working towards a BFA in Graphic Design. She has interned at One+K Design, Soothe Inc, and Starmen Design Group where she helped design websites, marketing collateral, and ad campaigns. She has also worked with HYPE Los Angeles on creating a brand identity that encompasses the heart of the non-profit organization. She believes that design is a vehicle for change that shapes the world around us. A recipient of numerous awards, Natalie was named the Emerging Graphic Designer of the Year in 2015 by the IDA (International Design Awards).

**FAVORITE COLOR?** Mint Green. The mintier the better.

**FAVORITE TYPEFACE?** Gotham

**FAVORITE TV SHOW?**

Bob's Burgers, Rick and Morty, Game of Thrones

**FAVORITE BOOK?** Can't Buy My Love: How Advertising Changes the Way We Think and Feel by Mary Pipher

**FAVORITE MOVIES?** Anastasia, Memento, Zoolander, The Room

**FAVORITE MUSICIAN OR BAND?**

Currently stuck between James Bay, Passenger and Sia.

**FAVORITE SOCIAL MEDIA?** Instagram

**FOR INSPIRATION?** Pinterest

**FAVORITE FINE ARTISTS?**

Malcolm Liepke, Motoi Yamamoto, Simon Prades

**YOUR DESIGNER HERO?** I admire collaborative companies. I hold Landor Associates in high regard.

**TALENT YOU WISHED YOU POSSESSED?** Either be able to sing or be able create typographic artworks like Seb Lester.

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

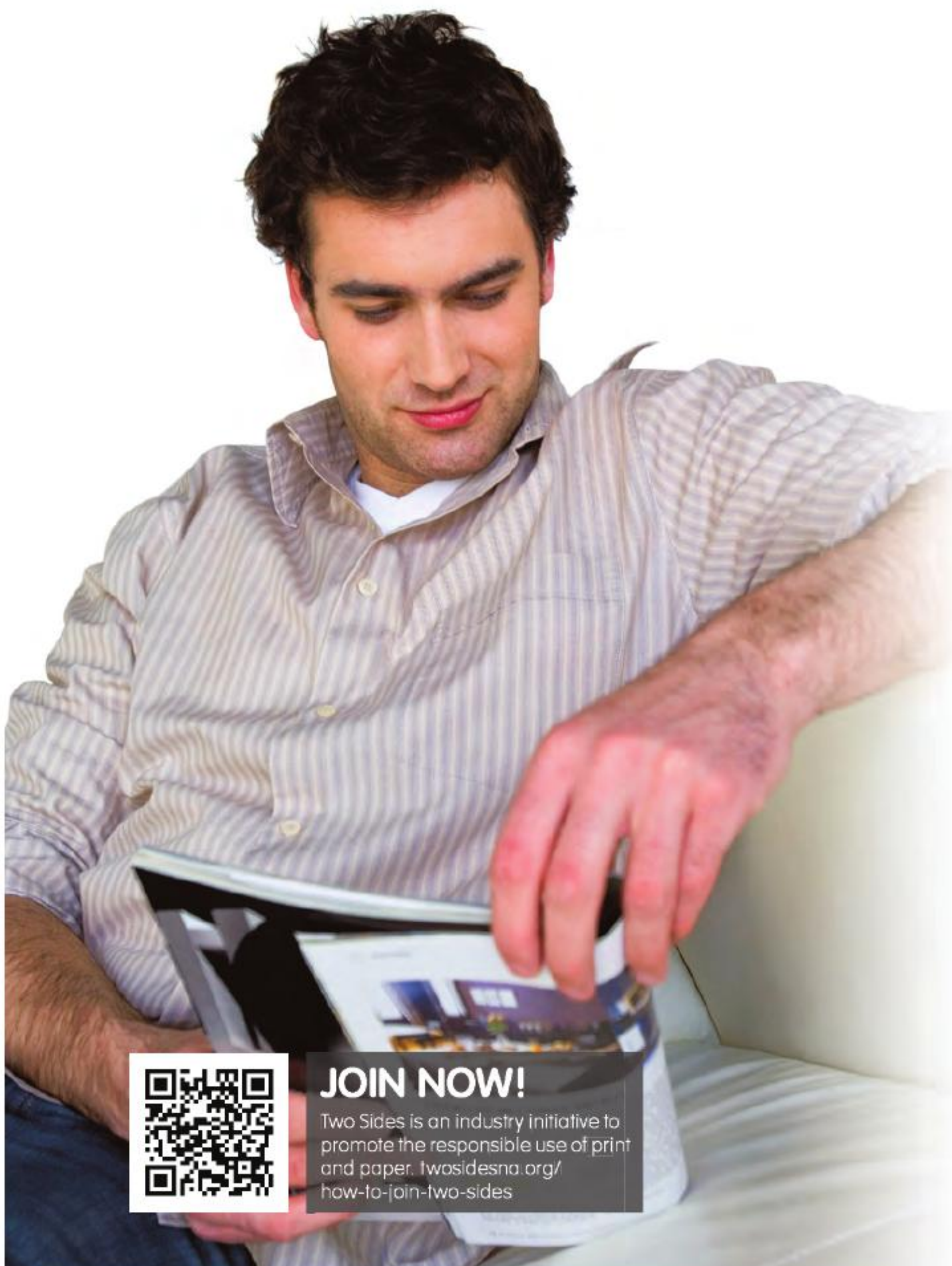
Design follows 15 years of working towards a professional career as a ballet dancer.

**A MANTRA OR SAYING YOU LIVE BY?**

Like success, failure is many things to many people. With Positive Mental Attitude, failure is a learning experience, a rung on the ladder, a plateau at which to get your thoughts in order and prepare to try again - W. Clement Stone

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58% more trees

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you ♥  
paper



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†U.S. Department of Agriculture, 2012

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Print and Paper.  
The environmental facts may surprise you





## EMIKO HIGMAN

THE ART INSTITUTE OF TUCSON

Emiko Higman is an international hybrid of Japanese, German and Irish extraction who was born in Atlanta GA and experienced multiple lifestyles. She lived in Japan at a young age and moved back to the states when she was 5 years old where she lived in Florida, Alabama and Arizona. Starting early, Emiko had a strong interest in fine arts and later developed a passion for graphic art. Now she attends The Art Institute of Tucson, pursuing her studies to receive a BFA in Graphic Design. After her studies, she hopes to design for many companies and one day create her own design firm with her vision.

**FAVORITE COLOR?** Aquamarine

**FAVORITE TYPEFACE?** Helvetica

**FAVORITE APP?** Spotify

**FAVORITE TV SHOW?** Empire

**FAVORITE BOOK?** Design: Logo

**FAVORITE MOVIE?** The Fast and Furious Series

**FAVORITE MUSICIAN OR BAND?**

Trey Songz, Jacquees, Elijah Blake, The Weeknd, Jhene Aiko

**FAVORITE FINE ARTIST?** Jackson Pollock

**BOOKMARKED WEBSITE?** Amazon, Craigslist, Pinterest

**YOUR DESIGN HERO?** Shintaro Tsuji

**TALENT YOU WISH YOU POSSESSED?**

Read animals' minds

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Be a industrial designer, fashion designer, interior designer, business woman, cosmetologists, massage therapist ... everything.

**A MANTRA OR SAYING YOU LIVE BY?**

Never give up



## XAVIER RIOS

THE ART INSTITUTE OF TUCSON

Xavier Rios grew up in Rio Rico AZ and is currently pursuing a BFA in graphic design at The Art Institute of Tucson. Xavier chose to become a designer during high school when he was amazed by the artworks that were done in skateboard decks. School has helped him discover his potential as a designer. He has used his abilities to create the very first school newspaper at The Art Institute of Tucson. Outside of designing, he likes to take the time to be social with friends and skateboard whenever possible. Xavier focuses on making his work the same way he wants things in life to be: simple.

**FAVORITE COLOR?** Red

**FAVORITE TYPEFACE?** Code Bold

**FAVORITE APP?** iMovie, Spotify

**FAVORITE TV SHOW?** Breaking Bad

**FAVORITE BOOK?** Forged By Fire

**FAVORITE MOVIE?**

Scott Pilgrim Vs. The World, Godzilla (2014)

**FAVORITE MUSIC OR BAND?**

Deftones, Nirvana, Beastie Boys

**FAVORITE FINE ARTIST?**

Roy Lichtenstein

**BOOKMARKED WEBSITE?**

Reddit, Behance.net

**YOUR DESIGN HERO?** Brian Lotti

**TALENT YOU WISH YOU POSSESSED?**

I wish I was Spider-man

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Probably focus into skateboarding

**A MANTRA OR SAYING YOU LIVE BY?**

Do what you love and try not to look at what other people occupy themselves with.





## SARA HAGALE

AUBURN UNIVERSITY,  
SCHOOL OF INDUSTRIAL + GRAPHIC DESIGN

Sara Hagale is a design student one semester away from completing her BFA in Graphic Design at Auburn University. She is a horror film fanatic from Huntsville AL who likes coffee (especially if accompanied by donuts) and drawing strange things. She loves getting away from the computer and creating images ranging from illustration to photography. Experimentation is a key element in her creative process, and she enjoys exploring the limits of typography. One day she hopes to inspire others as much as she has been inspired by those around her.

**FAVORITE COLOR?** Red-Orange

**FAVORITE TYPEFACE?** Letter Gothic

**FAVORITE TV SHOW?** Friday Night Lights

**FAVORITE BOOK?** Mary Shelley's Frankenstein

**FAVORITE MOVIES?**

Good Will Hunting, Halloween, Wet Hot American Summer, Dallas Buyers Club

**FAVORITE MUSICIAN OR BAND?**

Active Child, Devonte Hynes, Moondog, She Wants Revenge

**FAVORITE SOCIAL MEDIA?** Snapchat

**FAVORITE FINE ARTIST?**

Daehyun Kim, Henry Wessel, William Eggleston, Matisse

**YOUR DESIGNER HERO?**

Tibor Kalman, David Carson

**TALENT YOU WISHED YOU POSSESSED?**

The ability to skateboard or play the drums

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Breed pugs

**A MANTRA OR SAYING YOU LIVE BY?**

Why not?



## KRISTEN HARLIN

AUBURN UNIVERSITY,  
SCHOOL OF INDUSTRIAL + GRAPHIC DESIGN

Kristen Harlin grew up in Jacksonville FL. Her approach to design is empirical and reflects a passion for typography, research, and thinking both two and three-dimensionally. She believes strong, process oriented design leads to effective communication. She also enjoys exploring the connection between science/mathematics and design, and is a firm believer in the power of grid systems. In the future, Kristen hopes to travel, further her education, and explore photography as well as digital media. Upon graduation in May, Kristen will return to Florida to work towards a career as an art director in packaging and branding.

**FAVORITE COLOR?** Pantone 337

**FAVORITE TYPEFACE?** Caslon, Univers

**FAVORITE TV SHOW?** Seinfeld, Breaking Bad

**FAVORITE BOOK?** Kafka's Metamorphosis

**FAVORITE MOVIES?**

It's a Wonderful Life, Office Space

**FAVORITE MUSICIAN OR BAND?**

Two Door Cinema Club, Santana

**FAVORITE SOCIAL MEDIA?**

Instagram

**FAVORITE FINE ARTIST?**

Corita Kent

**YOUR DESIGNER HERO?**

Michael Bierut

**TALENT YOU WISHED YOU POSSESSED?**

Dancing, specifically Salsa and Bachata

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Learn chemistry and open a bakery

**A MANTRA OR SAYING YOU LIVE BY?**

Whatever you are, be a good one.



## LARISA MARTIN

COLLEGE FOR CREATIVE STUDIES

Larisa is a graphic design student currently studying at College for Creative Studies in Detroit MI. Last summer, Larisa participated in a study abroad program, De Program, where she traveled to The Netherlands and took part in workshops led by influential Dutch designers. Larisa also is just about to start a motion design internship at Lunar North while she finishes up her last semester at CCS. When she is not doing homework, Larisa likes to binge watch TV with her cat, as well as spend time with her family and friends.

**FAVORITE COLOR?** Stripes

**FAVORITE TYPEFACE?** Too hard to pick! My go-to's are Brandon Grotesque, Archer, and Eames

**FAVORITE TV SHOW?** The Office, Survivor, Project Runway, Game of Thrones, Keeping Up With The Kardashians, Fargo ... I could go on forever, I watch a lot of TV

**FAVORITE BOOK?** Harry Potter and whatever I read last, which was The Curious Incident of the Dog in the Nighttime

**FAVORITE MOVIES?**

Depends on my mood. I love Little Miss Sunshine, Across the Universe, Rear Window, Crazy Stupid Love, anything Pixar... again, I could go on forever

**FAVORITE MUSICIAN OR BAND?**

Haim, The 1975, Disclosure, Beyonce

**FAVORITE SOCIAL MEDIA?** Instagram, Snapchat, Tumblr

**FAVORITE FINE ARTIST?** Roy Lichtenstein

**YOUR DESIGNER HERO?** Charles and Ray Eames, Alvin Lustig, Ed Fella, Paula Scher, Hansje van Halem, Liza Enebeis, Fraser Davidson, Danny Yount, Pengatram, Buck, LUST ... Hard to pick because it changes everyday and from project to project

**TALENT YOU WISHED YOU POSSESSED?** I wish I could sing

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Honestly, I can't imagine not being a designer

**A MANTRA OR SAYING YOU LIVE BY?** None



## AVERY ROSE

PENNSYLVANIA COLLEGE OF ART AND DESIGN

Avery Rose is a senior Graphic Design Major at the Pennsylvania College of Art and Design in Lancaster PA. His interests include art, tattoos, elephants and writing in the third person. Avery recently completed an internship with Neo-Pangea, which gave him a taste of the craziness and creative productivity of a small studio. Avery is also an active part of PCA&D; he is the president of the Student AIGA Chapter as well as the school's Graphic Design Ambassador. When not working on freelance or academic work he enjoys reading and listening to new music.

**FAVORITE COLOR?** HEX #000000 and #FFFFFF

**FAVORITE TYPEFACE?**

Currently obsessed with Lingerie by Moshik Nadav

**FAVORITE TV SHOWS?**

Rick and Morty, Star Trek: Next Generation

**FAVORITE BOOK?** The Girl with the Dragon Tattoo Trilogy and anything by Edgar Allan Poe

**FAVORITE MOVIES?**

Mad Max: Fury Road, Bronson, The Lion King

**FAVORITE MUSICIAN OR BAND?**

Every Time I Die, City and Colour, Letlive, Florence and the Machine

**FAVORITE SOCIAL MEDIA?** Instagram

**FAVORITE FINE ARTISTS?** Ai Wiewie, Malcolm T. Liepke

**YOUR DESIGNER HERO?** Sagmeister

**TALENT YOU WISHED YOU POSSESSED?** Flying

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Be a lot less happy.

**A MANTRA OR SAYING YOU LIVE BY?**

Question Everything



## MYLES THOMPSON

KANSAS CITY ART INSTITUTE

Myles Thompson is a versatile graphic designer and creative thinker from Brooklyn NY. Growing up in NYC, Myles was surrounded by a plethora of cultures and color which inspires his design work. He attributes skateboarding as a reason for becoming a designer; skateboarding and design share interesting parallels in terms of progression and possibility. Myles is currently a senior at KCAI where he strives to strengthen his overall design sensibility. Myles writes: "Everyday we as designers look to create visual syntax that creates an unspoken connection with our audience. In addition, we look to attribute something to a greater conversation with a purpose. Design has allowed me to think differently and change the way I communicate an important message to the audience." Recently, Myles acquired a full-time job as a UX product designer in San Francisco. For his final semester at school, he plans to break away from the UX world and design a unisex clothing collection that disrupts structures and binary oppositions.

**FAVORITE COLOR?** Navy Blue

**FAVORITE TYPEFACE?**

Gotham, Akzidenz Grotesk, Stempel Garamond

**FAVORITE TV SHOW?** The Fresh Prince of Bel-Air

**FAVORITE BOOK?** The Gay Science, Friedrich Nietzsche

**FAVORITE MOVIES?**

Poetic Justice, Juice, Straight Outta Compton, Interstellar

**FAVORITE MUSICIAN OR BAND?** Sango, Pro Era, Thelonious

Monk, Travis Scott, Spooky Black, Gorillaz, Frank Ocean

**FAVORITE SOCIAL MEDIA?**

Instagram, I've met a lot of wonderful creatives

**FAVORITE FINE ARTIST?** The Gonz! (Mark Gonzales)

**YOUR DESIGNER HERO?** Wolfgang Weingart

**TALENT YOU WISHED YOU POSSESSED?** Free-throw line dunking

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

I've always thought It would be fun to produce music, and perform.

**A MANTRA OR SAYING YOU LIVE BY?**

The only thing that can stop you is you.



## KRISTEN ASHTON

KANSAS CITY ART INSTITUTE

Kristen Ashton is a Graphic Design student in her junior year at The Kansas City Art Institute. As a mother of two, she works diligently to balance motherhood, work, school, and design. Growing up on a dairy farm, Kristen learned the value of hard work early in life. Her dedication to detail and strong work ethic have made for a successful student career thus far. Focusing also in sound design and production, Kristen enjoys merging her skill set into animations with kinetic typography and interactive sound and light sculptures. Graduating in May 2017, Kristen will pursue a career that combines her love for sound production, motion graphics, and interactive design.

**FAVORITE COLOR?** Black

**FAVORITE TYPEFACE?** Avenir

**FAVORITE TV SHOW?** King of the Hill

**FAVORITE BOOK?**

Right now Franz Kafka's Complete Stories

**FAVORITE MOVIES?**

Amelie, The Big Lebowski, Everything Is Illuminated, Eternal Sunshine of the Spotless Mind, The Shining

**FAVORITE MUSICIAN OR BAND?**

The Black Angels, The Impossible Shapes

**FAVORITE SOCIAL MEDIA?**

Behance, I really dislike social media, blogs are fine

**FAVORITE FINE ARTIST?** Mark Rothko

**YOUR DESIGNER HERO?** Bruno Munari

**TALENT YOU WISHED YOU POSSESSED?** Virtuoso

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

I'd probably be a musician. Before I went back to school I was a medical assistant.

**A MANTRA OR SAYING YOU LIVE BY?**

A problem is a chance for you to do your best. – Duke Ellington



## VALERIE DURAN

ART INSTITUTE OF TAMPA

Valerie Duran is a United States Air Force veteran and a Graphic Designer with over fifteen years of experience. She began training as a Visual Communications Specialist and graduated from the Defense Information School in Maryland. Upon separation from the Air Force, she continued to serve her country as a civilian-government contractor with a leading information technology company. She obtained a top-secret security clearance and provided outstanding support to the United States Central Command and the Defense Intelligence Agency at MacDill Air Force Base in Tampa. With a continued desire for knowledge and growth as an artist, she began her pursuit of a BFA degree in Graphic and Web Design from The Art Institute of Tampa. At the Art Institute, Valerie has developed a unique eye for design and a passion for copy writing, brand identity, publication and web design. Her eclectic style has allowed her to choose the optimal medium to effectively communicate information through visual means. Valerie continues to be passionate about design and cultivate her creative skills. She is looking forward to obtaining an internship and is thrilled to be graduating this summer.

**FAVORITE COLOR?** Raspberry

**FAVORITE TYPEFACE?** Optima

**FAVORITE APP?** Pandora

**FAVORITE TV SHOW?** Shark Tank

**FAVORITE BOOK?** The Power of Now

**FAVORITE MOVIES?** Big, Forrest Gump, Sleepless In Seattle

**FAVORITE MUSICIAN OR BAND?** Norah Jones

**FAVORITE FINE ARTIST?** Claude Monet, Jackson Pollock

**YOUR DESIGN HERO?** Paula Scher

**TALENT YOU WISHED YOU POSSESSED?** Telepathy

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Psychologist ... I like to know why people behave the way they do.

**A MANTRA OR SAYING YOU LIVE BY?**

Be silly, be honest, be kind – Ralph W. Emerson



## JAREL COLON

ART INSTITUTE OF TAMPA

Jarel Colon is a soon to be graduate of The Art Institute Tampa with a Bachelors of Fine Art in Graphic Design. Born in Cuba, his family faced many struggles, however he and his parents were eventually allowed to leave the island and move to the United States. It is here they could create a brighter future for themselves. Jarel brands himself as a versatile and organic designer with a diverse skillset consisting of branding, publication, packaging, illustrations, and motion graphics. Craving the early exploration phase at the beginning of each project, Jarel allows himself to set his creativity free while removing any possible guardrails that might hinder him from discovering a potential solution. He currently is the AAF Student Chapter president, as well as a member of aTrueFace.org, a student operated homeless awareness organization. During his free time Jarel dedicates himself to sharpening his illustrative abilities, which he tries to implement in his design work whenever he finds appropriate.

**FAVORITE COLOR?** Green

**FAVORITE TYPEFACE?** Adonis, Franklin Gothic

**FAVORITE TV SHOWS?** Breaking Bad, Invader Zim, Vikings

**FAVORITE BOOK?** Anything by Dan Brown

**FAVORITE MOVIES?** The Emperor's New Groove, Fearless

**FAVORITE MUSICIAN OR BAND?**

Metallica, The Offspring, Stone Sour

**FAVORITE SOCIAL MEDIA?** Facebook

**FAVORITE FINE ARTIST?** Gian Lorenzo Bernini

**YOUR DESIGNER HERO?** Paula Scher

**TALENT YOU WISHED YOU POSSESSED?**

The ability to create clones of myself so I can get more work done

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Architect

**A MANTRA OR SAYING YOU LIVE BY?**

Trial and error



## MERADITH KILL

SAGE COLLEGE OF ALBANY

Meradith Kill is a senior Graphic and Media design student at Sage College of Albany. She received her initial degree for Illustration in 2005 and accidentally started working in insurance soon after. Eight, long, painful years later, she returned to college. At Sage, she enrolled in the Graphic Design program, and hasn't looked back once (though she occasionally finds herself answering insurance questions on the sly). She shares a home in rural New York with her long-suffering, patient husband and their two not-so-patient dogs. Meradith enjoys drawing on bananas, trying to find people who play Pinochle, and saving the world of Azeroth with her undead warlock. In her sophomore year, she discovered e-book design and it was love at first sight. She hopes someday to work in a dark, cave-like cubicle and create e-pub masterpieces. Some windows would be acceptable, if they had blinds and there was a cappuccino maker.

**FAVORITE COLOR?** Turquoise and light blue

**FAVORITE TYPEFACE?** You can tell more about a person by their least favorite typeface – the answer to that is Copperplate.

**FAVORITE TV SHOW?** Babylon 5, Psych

**FAVORITE BOOK?** Warbreaker by Brandon Sanderson,  
The Dragon in Lyonesse by Gordon R. Dickson

**FAVORITE MOVIES?** Aladdin, Tangled, Pirates of Penzance

**FAVORITE MUSICIAN OR BAND?** I can't pick!

**FAVORITE SOCIAL MEDIA?**

None, though I do have a terrible addiction to text messages.

**FAVORITE FINE ARTIST?** Alphonse Mucha

**YOUR DESIGNER HERO?** W.A. Dwiggins

**TALENT YOU WISHED YOU POSSESSED?**

In a perfect world, I wish I could fly or turn invisible. Since we live in an imperfect one, I'd like to instantly create superb color combinations that bring about world peace.

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Write amazing stories for lonely kids ... or steamy romance novels.

**A MANTRA OR SAYING YOU LIVE BY?** Be a duck.



## MARIELA ABREU

SESSIONS COLLEGE OF PROFESSIONAL DESIGN

Mariela Abreu is a graphic designer at BIC Graphic in Clearwater FL. Born in Cuba, Mariela is a Caribbean at heart with a love for traveling and the arts. A Liberal Arts graduate from Havana University, Mariela worked as a scriptwriter in Spanish until she came to America, where she found her true passion in graphic design. In the last 15 years she has worked for a wide variety of companies, ranging from printers to design studios, where she learned about branding and advertising. For her, the beauty of graphic design is that it combines colors, figures, typefaces and intangible ideas in the designer's mind to create physical pieces that can really touch people's lives and affect their way of thinking. Mariela went back to school to earn her Associate Degree in Graphic Design at Sessions College, an experience that she says enriched her knowledge and upgraded her capabilities. Outside of her work, Mariela can frequently be found collaborating with freelance designers on digital projects or at outdoors activities with her family.

**FAVORITE COLOR?**

Green, in a lighter hue

**FAVORITE TYPEFACE?**

Currently Bebas Neue ... but it changes depending on the project

**FAVORITE TV SHOW?** Scandal

**FAVORITE BOOK?** The Alchemist by Paulo Coelho

**FAVORITE MOVIES?** Cast Away

**FAVORITE MUSICIAN OR BAND?** Imagine Dragons

**FAVORITE SOCIAL MEDIA?** LinkedIn

**FAVORITE FINE ARTIST?** Romero Britto

**YOUR DESIGNER HERO?** Milton Glaser

**TALENT YOU WISHED YOU POSSESSED?** Playing the Piano

**IF YOU WERE NOT A DESIGNER, WHAT WOULD YOU DO?**

Writer

**A MANTRA OR SAYING YOU LIVE BY?**

If you can't raise the bridge, lower the water.

# DESIGNER FRIENDLY COMPANIES + RESOURCES



In this edition, we spotlight 100 companies and organizations providing first-rate products and services to creative professionals, adding value and finding solutions, communicating and standing behind our community and, more often than not, taking their social responsibility seriously.

Companies who understand the creative mind have always been rare but, in more than a half-century of publishing, it is hard to remember a time when they have been more scarce. Changing technologies and tightening economics are creating dislocations, established brands are dropping faster than oil prices, certain segments of design are growing and others are shrinking, and many companies who once embraced the magnificent — and still robust — graphic design market have lost their focus. That makes the 2016 roster even more selective and deserving of recognition.

In the current listing, you will find treasures: paper mills and distributors, commercial and digital printers, stock agencies and type houses, hardware and software companies, recruiters and consultants, trade shows and industry associations, myriad goods and service providers. These are smart and motivated organizations who “get it” — that your success is their success — and who have the commitment and resources to invest in the creative community.

Included are company and organizational overviews, new developments of note, and contact information for buyers and specifiers. Not included are schools: they receive their own spotlight in the March/April edition.

Why does all this matter? Because in an age of interdependence, collaboration and the blurring of design and production, you are only as good as your tools, your technologies, your services, your vendors, your knowledge and your information.

## 123RF

This is a leading global provider of high quality yet budget-friendly commercial and editorial photos, vector illustrations, video footage and audio clips. 123RF.com provides localized content solutions to over 3 million users across the globe, working closely with many well-known brands, which include local and international top players in the creative industry comprising mainly of advertising agencies, graphic designers, publishers, freelance designers and bloggers. The site is updated with fresh content daily.

[www.123RF.com](http://www.123RF.com)

## 4OVER

4over is the industry leader in print order fulfillment for resellers and industry professionals. With state-of-the-art print production facilities and superior color quality, 4over has established itself with a tradition of product consistency and innovation powered by operational excellence. The largest trade-only printer in North America, its facilities offer a broad range of in-demand offset, digital and large-format printed products, with a wide variety of production turnaround and shipping options. Continually investing in top-of-the-line equipment enables 4over to maintain a robust pipeline on new product introductions brought to the market from eight locations across the U.S. and Canada. Customers realize that they can expand the breadth of their product line by trusting 4over with their print while keeping their core competencies in house. [www.4over.com](http://www.4over.com)

## ADMORE

Admore® is the largest manufacturer of premium presentation folders and related items such as binders, portfolios and other presentation products. Admore products are sold only through qualified distributors and the product line features hundreds of standard design pocket folders, portfolios, report and tax covers, binders, computer packaging, key and gift card holders, plastic cards, totes and boxes. Customization of all products is available. There's also a large selection of inhouse stocks, including recycled and certified papers, and sales tools and art templates are available on the website. Founded in 1947, the company's cornerstone is quality. Hence the mission statement: "We promise to present the best: passionate service, incredible quality and commitment to each other." Admore is part of the Ennis family, one of the largest private-label printed business product suppliers in the U.S.

[www.admorefolders.com](http://www.admorefolders.com)



111983049 by Morgan Phillips Photography

## 500px

Launched in 2009, 500px is a global online photography community for sharing, discovering and licensing photos. All of the inspiring and evocative photography is directly sourced from the world-class 500px community. Images represent the work of over 6 million professional and hobbyist photographers. Through its marketplace, 500px works with thousands of agency and brand creatives who use 500px images in their campaigns. 500px is venture backed by Andreessen Horowitz, Visual China Group and ff Venture Capital. It is headquartered in Toronto with offices in San Francisco and New York City. [www.500px.com](http://www.500px.com)

## ADOBE

Adobe is changing the world through digital experiences. The company has redefined business, entertainment and personal communications by setting standards for producing and delivering engaging content. Its portfolio contains many of the most respected and recognizable software brands such as Photoshop, Illustrator, InDesign, Dreamweaver and Acrobat. In 2015, Adobe made news with a milestone release of its flagship Adobe Creative Cloud tools and services. This included major updates to Photoshop CC, Illustrator CC, Premiere Pro CC and InDesign CC; as well as new connected mobile apps for iOS and Android. Among the company's proud moments in 2015: #3 Greenest Company in America in Newsweek Green Ranking; 15 years on Fortune's 100 Best Companies to Work For list; and a Top 100 Best Global Brands on the new Interbrand list.

[www.adobe.com](http://www.adobe.com)

## ADOBE STOCK

The Adobe Stock collection includes roughly 45 million high-quality images, videos, illustrations, and graphics. Most unique, designers can launch Adobe Stock directly within Creative Cloud desktop software, add watermarked images to their Creative Cloud Libraries, and then access and work with images across multiple desktop tools. When creatives are ready to license the image for

finished work, they can do it directly within the desktop software they are working in. All edits made on a watermarked image are automatically applied to the newly licensed image. Adobe Stock is also available as a standalone service where designers can download, purchase and sell stock images. [www.stock.adobe.com](http://www.stock.adobe.com)

## AGFA GRAPHICS

Agfa Graphics has long been a proponent of green printing technologies. Its solutions are designed to maximize renewable resources, eliminate toxic chemicals, reduce waste, lower ink and water consumption and save energy. As part of its corporate strategy, the company is working to support customers who, through their actions, have demonstrated environmental responsibility. GreenWorks™, an Agfa Graphics initiative, accredits customers in the graphic communications industry in North America, who achieve greener outcomes through technology, products, services and practices. To date, Agfa has recognized hundreds of printers for their green printing efforts and communicated that message to thousands of graphic designers and other print buyers; you can learn more about the program on the GDUSA website. [www.gdusa.com/agfa](http://www.gdusa.com/agfa)

### AIGA

Founded in 1914, the American Institute of Graphic Arts remains the oldest and largest professional membership organization for design and is now known simply as "AIGA, the professional association for design." AIGA today serves more than 25,000 members through 70 chapters and numerous student groups. Su Mathews Hale is currently president of the national board of directors of AIGA and Julie Anixter is the new executive director, following the retirement of long-time head Ric Grefé. A vocal advocate for the power of design for over 20 years, Anixter's career has spanned business, education, and the public sector. The 2016 AIGA Design Conference is planned for "Vegas, Baby" at the Mirage in October 17-19. [www.aiga.org](http://www.aiga.org)

### APPLE

Apple ignited the personal computer revolution in the 1970s and revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, the Mac and Apple Watch. Apple's software platforms provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay and iCloud. Apple's 100,000 employees "are dedicated to making the best products on earth, and to leaving the world better than we found it." Despite a symbiotic history between graphic design and Apple's origins, the company's focus is now in the consumer market. Fiscal 2015 was Apple's most successful year ever, with revenue growing 28% to nearly \$234 billion. That is Billion with a "B". [www.apple.com](http://www.apple.com)

### AQUENT

Aquent is a global staffing company dedicated to creative, marketing and digital roles. It offers a broad range of staffing services that help companies add technical expertise to their team, increase the bandwidth of their in-house employees and focus on solving digital, creative and marketing challenges. With a notable client list, generous benefits, and leading-edge training opportunities, Aquent, along with its sister brand Vitamin T, attracts and places thousands of in-demand talent worldwide. Aquent originated the concept of specialized temporary staffing for high-end creatives and web experts. Today, it offers a range of services including: temporary and contract-to-hire staffing, employer of record, studios, web applications, and online classes. [www.aquent.com](http://www.aquent.com)



### BERTHOLD TYPES

Berthold is an historically important designer source for high-quality, classic typefaces. Founded in 1858 in Berlin, the H. Berthold foundry was renowned for crafting high-quality typefaces and was one of the largest and most successful type foundries in the world. Berthold Types continues this tradition offering design professionals the quality typefaces comprising the Berthold Exklusiv Collection. Berthold exclusively offers the Akzidenz-Grotesk typeface: the original sans and most influential grotesque. Berthold also exclusively offers other classic typefaces such as AG Book, Barmeno, Block, City, Delta, Formata, Imago, and many other new and long-time favorites. Berthold font software is available in the Open Type format with many font families available with extended language support. Berthold offers a variety of licensing options from basic end user licenses for individuals and small companies to flexible corporate extended licenses for use with the latest technologies.

[www.bertholdtypes.com](http://www.bertholdtypes.com)

### ARTARENA

ArtArena is a virtual marketplace for digital imagery where graphic designers and other creative professionals have access to a diverse selection of high-quality stock photos, videos and illustrations. The goal is to help creative people bring their projects to life with photos, illustrations and footage clips. Company officials describe the new service as "easy to use, super affordable and since we already have a database of carefully selected, licensed media, you'll save on one of the things you value most - time." The company is also actively encouraging photographers and designers to post their images on the site for sale, and gives artists freedom to price their own work. [www.artarena.com](http://www.artarena.com)

### ART DIRECTORS CLUB

The Art Directors Club, based in Manhattan, is one of the most concentrated groups of creative talent in the world, as well as a gathering place for leaders in visual communication. ADC members share the vision of founder, Louis Pedlar, who brought colleagues in advertising together in 1920 to dignify their profession and judge ad art by the same stringent standards as fine art. For over ninety years, ADC members have taken up the challenge by funding programs for creative professionals, celebrating the winners of the Annual Awards and Young Guns competitions, helping students through the National Student Portfolio Reviews and Saturday Career Workshops, and honoring the achievements of Hall of Fame inductees and GrandMasters recipients.

[www.adcglobal.org](http://www.adcglobal.org)

### ARTISAN

Artisan Talent is an interactive, digital, marketing and creative staffing agency. The company advocates for the best talent, including graphic designers, web and mobile developers, UX designers, interactive learning consultants, project managers, and more. And it nurtures relationships with the best clients, from interactive agencies to small non-profits to major corporations. Artisan was founded by Bejan Douraghy in 1988 as a creative haven for Chicago's top talent. By 1993, Artisan had tripled in size and was cited in Inc. Magazine as one of the fastest growing companies in the nation. Now a respected authority and leader in the staffing industry, Artisan has continued to evolve into an influential and award-winning interactive, technical, and creative staffing agency with offices throughout the country.

[www.artisantalent.com](http://www.artisantalent.com)

### ART RESOURCE

Art Resource is the world's largest fine art stock photo archive, with more than a million fine art images available for licensing to all media, hundreds of thousands of which are keyword searchable online. This includes high quality images of works of painting, sculpture, architecture and the minor arts from most of the world's major museums, monuments, and commercial archives. The range of offerings run the gamut from pre-historic times to the present. Art Resource carries the works of almost every major museum in Europe, and functions as the official rights and permissions representative for many institutions in the U.S. and abroad. A complete (and stunning) list is available on the site. [www.artres.com](http://www.artres.com)





**BRIDGEMAN IMAGES**

Bridgeman Images is a leading archive of fine art, cultural and historical stills and footage available for licensing and reproduction. Founded in 1972, Bridgeman Images works with museums, galleries, collections and artists to provide a central resource of fine art and archive footage for reproduction to creative professionals. Every subject, concept, style and medium is represented, from the masterpieces of national museums to the hidden treasures of private collections. Spanning centuries of visual communication, photographic reproductions of paintings, sculpture, textiles, maps and anthropological artefacts can all be found in the collection as well as newer forms of media including early photography, newsreels and documentaries. High res images and clips are accessible for users all over the world; each one has been meticulously catalogued with metadata and key-word functions for ease of search. [bridgemanimages.com](http://bridgemanimages.com)

**BLURB**

Blurb® is a self-publishing platform and creative community that enables individuals to design, publish, share, sell, and distribute photo books, trade books, and magazines in both print and digital formats across the globe using its free, innovative book creation and layout tools. Founded in 2005, Blurb has nearly 2 million independent book authors worldwide, resulting in 3.9 million unique book titles, with more than 14 million units shipped to 80 countries around the world. The company is headquartered in San Francisco. [www.blurb.com](http://www.blurb.com)

**THE BOSS GROUP**

The BOSS Group is an interactive creative and marketing staffing agency. The company has been supplying temporary, temp-to-hire and direct hire professionals to leading organizations across virtually every industry sector for 25 years. The BOSS Group has local offices in many major metropolitan areas — such as Atlanta, Baltimore, Chicago, Dallas, New Jersey, Philadelphia, and Washington DC — and is a certified Women’s Business Enterprise and a member of the BLR Holdings family of companies. Founded in 1988 by two principals of a graphics production house, the company has focused exclusively on human capital solutions for the creative profession since the beginning. It attributes its success to a strict focus on creative staffing and adherence to its values: employee centricity, service excellence, entrepreneurial spirit and passionate performance. [www.thebossgroup.com](http://www.thebossgroup.com)



**CANON USA**

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. With approximately \$31 billion in global revenue, it is one of the most admired and innovative companies in the world. Canon U.S.A. is committed to the highest level of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all of the products it distributes. Canon is dedicated to its Kyosei philosophy of social and environmental responsibility. An interesting new product for graphic designers and photographers: Canon’s imagePROGRAF PRO-1000 Professional Inkjet Printer, which complements Canon’s professional line of EOS DSLR cameras and lenses for an ideal pairing to produce high-detail, high-quality prints on a variety of media. This 17-inch, large format solution includes significant technological advancements, including a new print head, new ink and a new image processing engine. [www.usa.canon.com](http://www.usa.canon.com)

**CHOOSE PRINT**

In January 2011, Printing Industries Association of Southern California (PIASC) launched its Choose Print campaign to promote the effectiveness and environmental credentials of print on paper. Since then, Choose Print has spread nationwide, with the support of Printing Industries of America (PIA) and its regional affiliate associations. Choose Print has an exciting story to tell — a story of print’s resilience which can be traced to its unique qualities: It is enduring, versatile, credible, inviting, popular, beautiful, personalizable, recyclable, and renewable. The hub of the campaign is the Choose Print website, which acts as a clearinghouse for recent research and links to credible websites that tell the story about print’s marketing power and environmental record. The campaign also includes direct mail, printed brochures, reprintable articles, news releases, YouTube videos, social media, an advertising campaign, and vehicle wraps. [www.chooseprint.org](http://www.chooseprint.org)

**CLEARWATER**

Clearwater Paper is recognized worldwide for its quality paperboard, consumer tissue, and wood products, enabling customers to compete in the highest ends of their markets. Of particular note to print and packaging professionals: Clearwater is North America’s largest nonintegrated producer of bleached paperboard. Their Ancora® and Candescence® lines of premium SBS paperboard both have ultrasmooth surfaces for printing clear images and sharp text. Both stand up to demanding and advanced print jobs, making varnishing treatments, foil stamping, and embossing simple. In addition, Ancora and Candescence are available with either FSC or SFI certification in a full caliper range, and the company adheres to rigorous standards on greenhouse gas emissions and energy use. [www.clearwaterpaper.com](http://www.clearwaterpaper.com)





**CORPORATE IMAGE**

Corporate Image is a leading provider of sustainable 3-ring custom binders and promotional presentation materials, including folders, boxes and multimedia packaging. The company is an FSC Certified printer, and remains committed to improving its production processes and introducing new eco-friendly materials that maintain a high level of quality while reducing waste. The company states: "We transform outstanding graphic design into beautiful presentation products. Our goal is to help you promote and differentiate your customers and products. When you are successful, we are successful." Catalogs and samples are available online or can be requested via the website, and website, promotional materials and eblasts represent a constant source of ideas and inspiration. Affiliated companies include LBS, book-binding industry for more than 80 years; Archival Products, innovative solutions for preservation and conservation of printed materials; and Naked Binder, which makes what may be the most eco-friendly binder on the planet. [www.Corp-Image.com](http://www.Corp-Image.com)

**COLOR MARKETING GROUP**

Color Marketing Group, founded in 1962, is a not-for-profit, international Association of color design professionals involved in the use of color as it applies to the profitable marketing of goods and services. CMG provides a forum for the exchange of non-competitive information relating to all phases of color marketing; color trends and combinations; design influences; merchandising and sales; and education and industry contacts. Members interpret, create, forecast, and select colors in order to enhance the function, saleability and quality of manufactured goods. [www.colormarketing.org](http://www.colormarketing.org)

**COOPER HEWITT**

Cooper Hewitt, Smithsonian Design Museum is the only museum in the nation devoted exclusively to historic and contemporary design. The institution presents compelling

perspectives on the impact of design on daily life through active educational and curatorial programming. The mission is to advance the public understanding of design across the thirty centuries of human creativity represented by the Museum's collection. Founded in 1897, the museum has been a branch of the Smithsonian since 1967, and is housed in the recently renovated landmark Andrew Carnegie Mansion on Manhattan's Fifth Avenue. A notable initiative: the Design in the Classroom program, which introduces classes K-12 to design thinking and learning, generously supported by Ellen DeGeneres. [www.cooperhewitt.org](http://www.cooperhewitt.org)

**CORBIS**

Founded in 1989 by Bill Gates, Corbis is a leading digital content and worldwide entertainment rights company. Corbis empowers agencies, brands, publishers, and other media producers to capture the attention of audiences worldwide by integrating premium and timely content into their communications. From exceptional creative, documentary, and breaking entertainment content, to product and media integration services, Corbis helps elevate projects, amplify brands, and captivate any audience. Through its branded websites Corbis Images, Corbis Entertainment, Corbis Motion, and Veer, the company helps the creative community produce distinctive work for websites, magazines, newspapers, books, television and films. Breaking news: Corbis Images and Veer have been sold to Visual China Group. [www.corbisimages.com](http://www.corbisimages.com)

**CREATIVE CIRCLE**

Creative Circle is a Los Angeles-based specialized staffing agency that connects advertising, marketing, creative, digital, and interactive professionals with companies seeking talent on a full-time or freelance basis. The agency has more than two dozen offices throughout the U.S., and places professionals in more than 125 job titles in a variety of fields, including advertising, design, web development, copy writing, and marketing. [www.creativecircle.com](http://www.creativecircle.com)

**CTI PAPER USA**

CTI Paper USA offers an eclectic ensemble of specialty papers and envelopes. Elegant, sophisticated, fresh and fun, The Fine Paper Collection® includes first-rate translucent, cast coated, and metallic printing papers. CTI continually strives to develop, manufacture and source innovative papers and envelopes for annual reports, birth announcements, brochures, business cards, covers, greeting cards and wedding invita-

tions, among other things. This exquisite collection is readily available through nearly 200 local paper merchants, converters and online at The Paper Mill Store, an online resource for papers of all kinds. CTI's corporate offices are situated on a beautiful 5-acre campus in Sun Prairie WI and its converting and distribution center is in the heart of the "Paper Valley" in Neenah WI.

[www.thepapermill.com](http://www.thepapermill.com),  
[the.papermillstore.com](http://the.papermillstore.com)

**THE CREATIVE GROUP**

The Creative Group is a leader among creative and marketing staffing agencies. The company specializes in connecting talented, creative professionals with companies looking to hire interactive, design, marketing, advertising and public relations talent. As the creative and design staffing division of Robert Half, TCG offers flexible solutions to meet companies' project, contract-to-hire and full-time employment needs. Through the parent company, they also have the resources to support staffing needs for technology, accounting, finance, administrative and legal. TCG is well-connected to the communities it serves, having built valuable relationships with the top industry organizations, including AIGA, HOW, GDUSA, and AAF. They also have an exclusive relationship with The Wall Street Journal. For this reason, working with The Creative Group gives companies and individual professionals a unique advantage. With creative and design staffing agencies located in major markets across the U.S. and Canada, TCG "is proud to serve as a respected community partner in the cities where we live and work."

[www.creativegroup.com](http://www.creativegroup.com)



## DOMTAR

Domtar is a major manufacturer and marketer of uncoated freesheet paper in North America and globally. The company designs, manufactures, markets and distributes a wide range of business, commercial printing and publishing grades. The Domtar Collection of Fine Papers are well-known to graphic designers and printers, and include the Cougar®, Lynx®, Husky®, and Domtar EarthChoice® brands. There is lots of information about products, samples, sustainability, service and more at Blueline by Domtar, a content-rich site for graphic designers, printers and print buyers. [www.domtarblueline.com](http://www.domtarblueline.com)

## DMI

The Design Management Institute seeks to connect design to business, to culture, to customers — to the changing world. It brings together educators, researchers, designers, and leaders from every design discipline and industry, encouraging design that delivers competitive advantage. Over the decades, DMI has been a place where “the world’s most experienced, creative, and ambitious design leaders gather to share, distill, and amplify their knowledge.” [dmi.org](http://dmi.org)

## EMERALD EXPOSITIONS

Emerald Expositions is a leading operator of large business-to-business tradeshows in the United States, producing more than 80 tradeshows and conference events per year, connecting hundreds of thousands of buyers and sellers across ten diversified end-markets. The company’s shows are typically the most prominent and important within their various industries. Coming up for graphic designers is SURTEX®, the global B2B marketplace dedicated to the sale and license of original art and design where artists, agents and licensors connect with manufacturers and retailers to create the next best-selling products. Surtex dates: May 15-17 at the Javits Center in New York City. Big news for the creative community: Emerald Expositions has acquired HOW Design Live and the HOW Interactive Design Conference series from F+W Media (see more below). [www.emeraldexpositions.com](http://www.emeraldexpositions.com)  
[www.surtex.com](http://www.surtex.com)

## ENVELOPES.COM

Headquartered in Amityville NY, with distribution facilities strategically located throughout the U.S., Envelopes.com products range from standard sizes and styles of mailing envelopes to unique, hard to find, specialty envelope products. Most are available both plain or printed, and in ranges running from small quantities to one million and up. A second generation family-owned and operated business founded in 1971; the



## ERICKSON STOCK

Erickson Stock is a treasure: it is a premier source for high-quality, emotional lifestyle stock photos and video footage. With a range of collections and over 75,000 “unique moments” the agency delivers a consistent look and feel which allows designers to quickly build and easily manage successful communications and campaigns. Erickson Stock is the work of renowned assignment photographer Jim Erickson. For decades, Erickson and his teams have generated thousands of images and stock video clips in order to supply clients who demand super-consistent, assignment-quality, stock photography and video content. Among the popular categories: Business, People & Lifestyle, Travel & Leisure, Landscape & Nature, and Architecture. The company is the exclusive sponsor of GDUSA’s American Health + Wellness Design Awards™ because of its authentic collection of health-related imagery that, like the rest of the collection, so well captures the human spirit.

[www.ericksonstock.com](http://www.ericksonstock.com)

company’s mission is to provide every customer with high-quality products, the best envelope value and the most comprehensive service. Today, Envelopes.com has grown into a leading online supplier of envelopes, paper and coverstock products. Customers can now easily purchase hard to find products such as digital sheet sizes or made to order items. A user-friendly online design tool allows customers to customize just about anything from invitations to personalized notecards.

[www.envelopes.com](http://www.envelopes.com)

## EPA GREEN POWER PARTNERSHIP

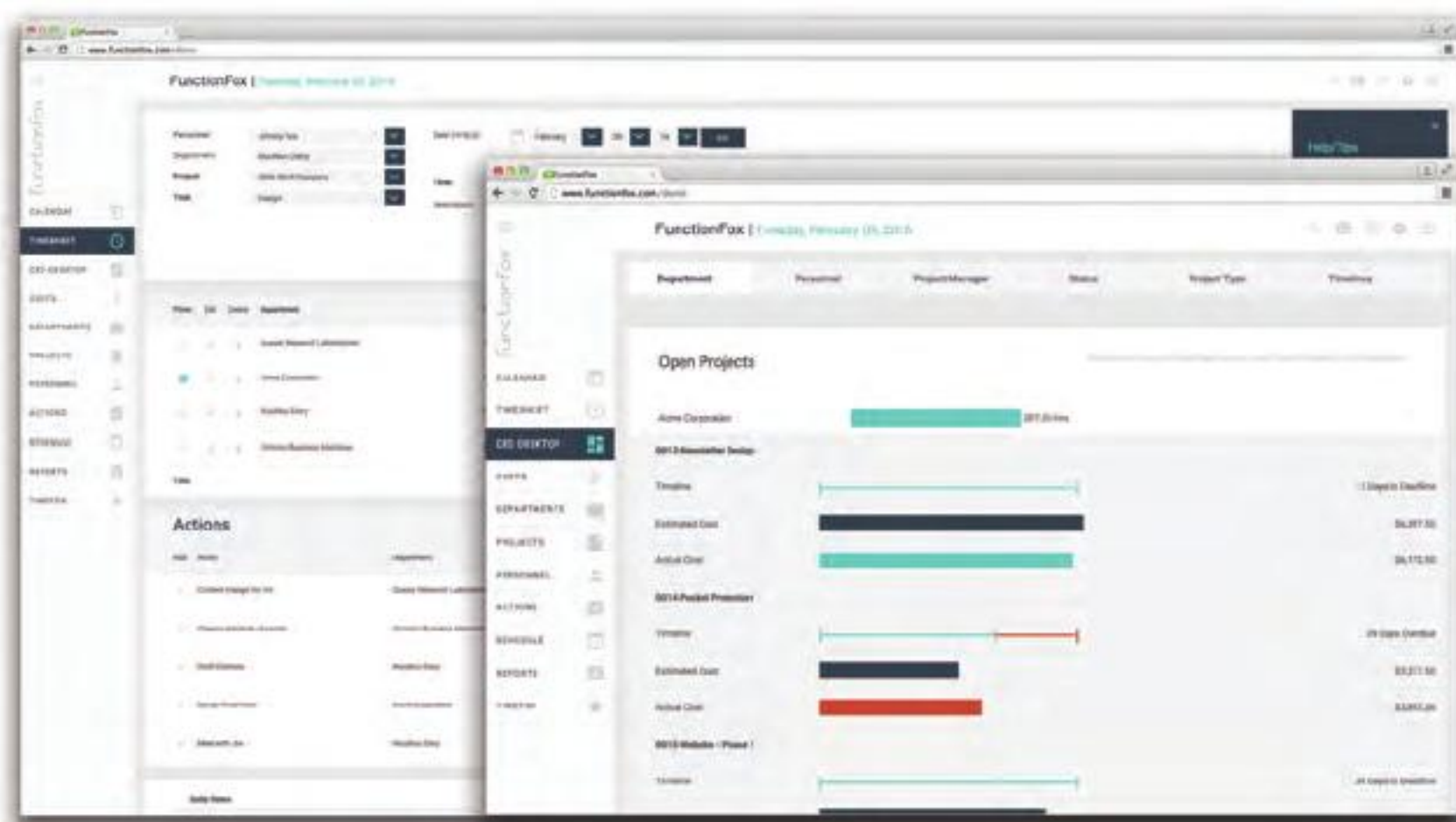
Green Power Partnership is a voluntary program that encourages organizations to use green power to reduce the environmental impacts associated with conventional electricity use. The Partnership currently has more than 1,300 Partner organizations voluntarily using billions of kilowatt-hours of green power annually. Partners include a wide variety of leading organizations such as Fortune 500® companies, small and medium sized businesses, local, state, and federal governments, and colleges and universities. Green power is defined, for this purpose, as electricity generated from renewable sources, including solar, wind, geothermal, biogas, and hydroelectric sources.

[www.epa.gov/greenpower](http://www.epa.gov/greenpower)



## EPSON AMERICA

Epson America is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global technology company at the forefront of technological revolutions in imaging, robotics, precision machinery and electronics. Epson offers an extensive array of image capture and image output products for the consumer, photographic, business and graphic arts markets. It is the company’s vision to drive innovation by providing cutting-edge imaging solutions, focused on the fields of imaging on paper, imaging on screen, and imaging on glass. Supporting this vision are continued emphasis on core devices that provide value-added solutions. Epson America is headquartered in Long Beach CA. [www.epson.com](http://www.epson.com)



**FUNCTIONFOX**

FunctionFox is a leading provider of time and project tracking software for creative firms, companies, and departments. The company provides simple, secure, web-based tools to help creative organizations improve productivity and profitability. TimeFox, its web-based timesheet and project management software, is the number one ranked time-tracking system in North America. Graphic design, advertising, communications, marketing, multimedia, public relations, and interactive firms all choose TimeFox as their web-based time and project management application. It is currently used by thousands of customers in the US, Canada, Europe, Asia, Australia and New Zealand. Product options include TimeFox Classic for small creative firm time and project management, TimeFox Premier for more advanced project management needs, and TimeFox Inhouse to help streamline internal processes and keep multiple projects on deadline. [www.functionfox.com](http://www.functionfox.com)

**FOLDEDCOLOR**

FoldedColor is seeking to redefine the folding carton marketplace. As a web-to-carton solution, the company offers attractive packaging with custom designs at competitive prices. FoldedColor arms customers with a browser-based interface that combines an intuitive design editor and 3D proofing system with an online storefront. Cartons are manufactured on premium solid bleached sulfate (SBS) paperboard that is SFI® certified and fully recyclable. FoldedColor's proprietary extended color gamut printing technology employs a seven-color offset process that produces brilliant colors and graphics on all folding cartons. The website was built with designers in mind so creativity and innovation are encouraged. Its boxes "are ideal for one-time-use packaging for promotional purposes, companies who frequently change their look or colors by season, and everything else in between. Even if you are looking for small quantities as low as 50 pieces, FoldedColor never wants you to settle for 'good enough.'" The firm recently introduced a new Reseller Program offering discounts of up to 20 percent for designers, agencies, marketers and others who source packaging for customers.

[www.foldedcolor.com](http://www.foldedcolor.com)

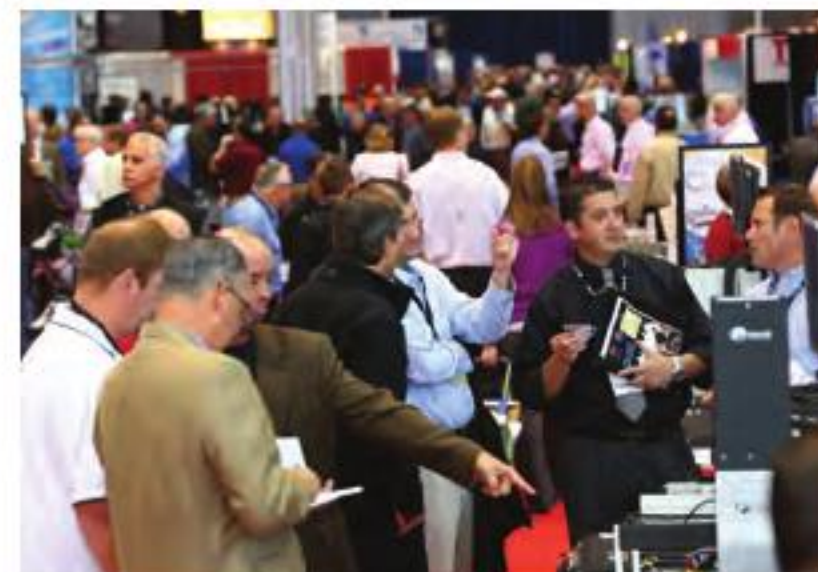
**FOREST STEWARDSHIP COUNCIL**

FSC was created to change the dialog about and the practice of sustainable forestry worldwide. The group sets forth principles, criteria, and standards that span economic, social, and environmental concerns. Its standards represent a strong system for guiding forest management toward sustainable outcomes. The FSC system includes stakeholders with a diverse array of perspectives on what represents a well-managed and sustainable forest. As a multi-stakeholder organization, FSC applies the directive of its membership to develop forest management and chain of custody standards, deliver trademark assurance and provide accreditation services to a global network of businesses, organizations and communities. [www.fsc.org](http://www.fsc.org)

**GETTY IMAGES**

Getty Images is the largest creator and distributor of award-winning still imagery, video, music and multimedia products, as well as other forms of premium digital content, available through its premium content site, [gettyimages.com](http://gettyimages.com), and its leading content site, [istock.com](http://istock.com). With its advanced search and image recognition technology, Getty Images serves business customers in more than 100 countries. Its best-in-class photographers and imagery help designers

produce inspiring work which appears every day in the world's most influential newspapers, magazines, advertising campaigns, films, television programs, books and online media. Mark Getty and Jonathan Klein founded Getty Images in 1995 with the goal of turning a fragmented stock photography market into a modernized industry. It was the first to license imagery online, moving the entire industry online. Getty Images has introduced several apps for desktop, phones and tablets. [www.gettyimages.com](http://www.gettyimages.com)



**GRAPH EXPO/ GRAPHIC ARTS SHOW COMPANY**

The Graphic Arts Show Company (GASC) is the producer of GRAPH EXPO and PRINT, the largest and most comprehensive graphic communications trade shows and conferences in the Americas. GASC's continuing mission is to bring industry buyers and sellers together in a highly productive and cost-effective way. GASC is owned by Epicomm; NPES-The Association for Suppliers of Printing, Publishing and Converting Technologies; and the Printing Industries of America. GASC is managed and directed by NPES from their headquarters in Reston VA. The next major event for GDUSA readers to anticipate is GRAPH EXPO 16, coming September 25-28, to the Orange County Convention Center-North in Orlando FL. Here they will discover the latest graphic communications technologies in live equipment demonstrations across the exhibition floor, plus education on in-demand products and new profit-making opportunities. GRAPH EXPO is recognized as the most innovative and comprehensive exhibition in the Americas of inkjet, digital, offset, flexo, gravure and hybrid technologies, products, and services for the commercial and transactional printing, converting and packaging, publishing, mailing, marketing, and industrial printing industries. Traditionally based in Chicago, the 2016 move to Orlando is expected to expand the show's already huge U.S. audience and by building its international contingent, particularly from Latin America. The following year's show, PRINT 17, will return to Chicago.

[www.graphexpo.com](http://www.graphexpo.com), [www.gasc.org](http://www.gasc.org)



## **HOEFLER & CO.**

For more than 25 years, this firm has helped the world's foremost publications, corporations, and institutions develop unique voices through typography. The body of work includes some of the world's most famous designs, typefaces marked by both high performance and high style. Hoefler & Co. works with brand leaders in every sector, developing original typefaces for print, web, and mobile environments, and licensing fonts from a library of more than one thousand designs. Innovation abounds with recent introductions including App.typography, a simple font licensing solution for digital publishers. It enables publishers, developers and designers to use popular Hoefler & Co. fonts to publish apps, digital publications, eBooks, and more. An App.typography subscription covers all the fonts you've purchased for your computer, and all the fonts that you buy in the future. This extends to the entire library of more than 1,100 styles, including the sixteen families of ScreenSmart fonts specially designed for the screen. [www.typography.com](http://www.typography.com)

## **GRAPHICS OF AMERICAS/PAF**

The Printing Association of Florida (PAF) is a trade association for the printing and graphic arts industry in Florida. It is a member-driven organization serving the needs of Florida's graphic arts companies since 1937. It also sponsors the Graphics of the Americas tradeshow — now celebrating its 40th anniversary as one of the printing industry's largest, annual combined exposition and education events in the U.S. This year's event takes place February 18-20 at the Miami Beach Convention Center. With worldwide attendance, GOA is a unique international event that attracts thousands of printers, designers, and creative professionals from over 80 countries, with concentration on North, South, Central America and the Caribbean.

[www.goaexpo.com](http://www.goaexpo.com)

## **GREEN-E**

Green-e is an independent certification and verification program for renewable energy and greenhouse gas emission reductions in the retail market. The Center for Resource Solutions, the national nonprofit that administers Green-e, works to increase the amount of renewable energy used worldwide. Organizations that buy Green-e® Certified renewable energy (or generate their own electricity) can apply for Green-e logo use; the logo is a simple, nationally recognized symbol that communicates a commitment to renewable energy.

[www.green-e.org](http://www.green-e.org)

## **GREEN SEAL**

The original "Green Seal of Approval" was founded in 1989 to help safeguard the health of people and the planet. As an independent, science-based standards developer and certification body, Green Seal identifies products and services that are environmentally responsible, and provides public education for creating a more sustainable world. The organization's website and blog are designed to share lessons learned and helpful habits developed over Green Seal's more than 20 years of ecolabeling and environmental work. [www.greenseal.org](http://www.greenseal.org)

## **HLP KLEARFOLD**

For over 40 years, HLP Klearfold has been the clear plastic packaging specialist. Clear plastic packaging from HLP Klearfold is a brand communications tool that connects consumers directly with products by, among other things, providing three-dimensionality and a clear view of the package contents. HLP Klearfold is currently the world's largest producer of clear plastic boxes as well as a leading provider of custom thermoforming and clear plastic tubes and rounds, and the developer of clear packaging innovations like Klearfold® Keeper and InSight® packaging systems. The company employs the most advanced printing, decorating and converting technologies, and its proprietary technology ensures that Klearfold plastic boxes set up quickly and easily in both hand and machine-fill applications. It is also known for exceptional service, continuous research, and timely new product development.

[www.hlpklearfold.com](http://www.hlpklearfold.com)

## **HOW DESIGN LIVE**

HOW Design Live, recently acquired by Emerald Expositions, is the largest graphic design conference and expo in the nation, combining five separate conferences into a single event focused on creativity, business and inspiration for designers. The 2016 conference and trade show, scheduled for Atlanta on May 19-23, includes the

traditional HOW Design Conference plus programs in In-House Management, Vision & Leadership, Branding & Packaging, Creative Entrepreneur, and Interactive Design. Gary Lynch, former vice president/community leader for the HOW Media Brands, has been named vice president of Emerald Expositions. "I expect Emerald's acquisition of the HOW Design Events to benefit the graphic design market enormously," Lynch said.

[www.howdesignlive.com](http://www.howdesignlive.com)

## **IMAGERS**

Imagers opened in 1947 and has built a national following of professional designers and production people for its fast, reliable and affordable digital prepress, production and short-run printing services. As Joe Edwards, Vice President of Sales, explains: "Our goal is to provide a simple method for you to order quality printed products and services, quickly and cost effectively. We realize your time is valuable, and your expectations for quality are high." The company is a single source for digital offset printing, large format posters and banners, banner stands and portable displays, color laser printing, business cards, brochures, invites and postcards with special new low rates. Imagers is also an environmentally conscious company, and is a certified chain of custody FSC. A key to Imagers' continued success: the knowledge and expertise to be a single source for its clients' graphic needs and to serve as a true extension of the clients' marketing departments. A constantly updated and improved website keeps the company at the cutting edge. [www.imagers.com](http://www.imagers.com)

## **INDESIGN CONFERENCE**

Creative Publishing Network is a global community of designers and publishers that hosts a series of events. Perhaps the best known is the InDesign Conference, produced by InDesign experts David Blatner and Anne-Marie Concepción, and dedicated to providing a great learning experience. The InDesign Conference brings together leading experts in InDesign, DPS, EPUB, and PDF for three days of inspiration and education. Next up: the 2016 Indesign Conference on November 7-9 in Washington DC. Other 2016 events on the CPN schedule include PePcon on June 5-8 in San Diego CA and the Photoshop Conference July 11-13 in Minneapolis MN.

[www.indesignconference.com](http://www.indesignconference.com), [www.cpn.co](http://www.cpn.co)

### INGIMAGE

Ingram Publishing, based in London, is a top-flight provider of European content. Images are available by subscription, DVD/CD or singly online. Working with professional photographers throughout the world, Ingram has created a unique resource with hundreds of thousands of royalty free images. Additionally, it offers royalty free vector art, fonts, clip art, logos and vehicle outlines. Ingram's Ingimage.com, the firm's subscription service, reflects this heritage. Ingimage provides nearly 3 million carefully edited professional royalty free images, vector graphics and stock videos. Ingram's photographers work to high production values and each shoot is professionally curated. [www.ingimage.com](http://www.ingimage.com)

### INMOTIONNOW

inMotion gives creative teams the tools they need to ease the launch of new projects, solve visibility and accountability issues during project execution, end the chase for approvals, and surface actionable insights. Its inMotion creative work management application is used by teams at Verizon, Staples, Pep Boys, and more. With inMotion, teams can automate administrative tasks that typically distract creatives from doing the work they love.

[www.inmotionnow.com](http://www.inmotionnow.com)

### INSOURCE

InSource provides the network for collectively sharing professional experiences, knowledge and best practices that help empower inhouse creative leaders to run their business most effectively. Started in 2002 by two managers of creative services, the organization aspires to be the global network for inhouse creative business leaders connected by common professional experiences, knowledge and best practices. Since those early days, roundtable discussions on topics relating to real life challenges and best business practices have been at the heart of the organization. Today, InSource has expanded it's reach to thousands of creative professionals through online channels and events. Andrew R. Brenits of Arizona Public Service is currently President and Robin Colangelo of the White & Case law firm is currently Vice President. GDUSA is a Global Partner and Creative Director Ilana Greenberg recently addressed the group about "designing for designers."

[www.in-source.org](http://www.in-source.org)

### INTERNATIONAL PAPER

International Paper is a global leader in the paper and packaging industry and supplies a wide range of products that people rely on every day. The company produces uncoated papers and industrial and consumer packaging. Key brands for graphic artists include Accent Opaque, Carolina Coated Cover, Hammermill, Springhill and Williamsburg. A new offering of note for creative professionals is Accent Opaque Super Smooth, an opaque for designers that "that redefines smooth." IP partners with customers and environmental, academic, civic and governmental organizations, as well as landowners and harvesting professionals, to encourage responsible forest stewardship, improve the health and productivity of forestlands, and increase recovery of recyclable products.

[www.internationalpaper.com](http://www.internationalpaper.com)

[www.AccentAGame.com](http://www.AccentAGame.com)



### ISTOCK BY GETTY IMAGES

iStock by Getty Images is the web's original resource for crowd sourced royalty-free stock images, media and design elements, offering millions of hand-picked photos, illustrations, videos and audio tracks. A site "by creatives, for creatives," iStock started in 2000 as the pioneer micropayment photography site, "freeing creatives everywhere to create beautiful communications on a budget." The site has become one of the most successful and profitable user-generated content sites in the world. Indeed, millions of people now turn to iStock. All iStock files are royalty free and the company offers a Legal Guarantee that content used within the terms of the license agreement will not infringe on any intellectual property rights or violate any right of privacy or publicity. [www.istock.com](http://www.istock.com)



### JAM PAPER

A proudly family-owned and operated company for over 55 years, JAM Paper & Envelope has retail stores and offices in New York and New Jersey — including locations in Manhattan and Northvale NJ. ("JAM" stands for Janet, Andrew and Michael Jacobs, a tight-knit family who heads the company's operations day-in and day-out.) Its robust website carries a wide range of envelopes, plastics, paper, folders, bags, portfolios and boxes to help businesses and individuals look professional, creative and smart. With stores and offices in New York City and New Jersey, JAM Paper is in the center of the fashion, media, public relations, design, marketing, event planning, and photography industries. Named The Village Voice's "Best Stationery Store (2015)" JAM manufactures a large percentage of the products that they carry in order to ensure the highest quality product.

[www.jampaper.com](http://www.jampaper.com)

### KALLIMA PAPER

Kallima® FSC Certified Coated Cover paper-board line is proudly manufactured by Tembec. The Kallima Paper family, with its outstanding blue-white shade, is very popular among commercial print, graphic design and end-user customers because of its print gloss and brightness. In addition to being a leading advocate of sustainability, the company has the know-how to back it up: Kallima Paper has a low-density, high-bulk construction resulting in less trees used and significant cost savings to the customer. The company is excellent at teaching and entertaining specifiers and buyers; its lively and fun blog, Kallima Storyboard, shares stories about papermaking, printing and design, environmental responsibility and more. And its Cost Savings Calculator is a great tool that translates Kallima's basis weight advantage into real dollar and cents savings. GDUSA magazine covers are printed on Kallima Coated Cover C2S 8 Pt.

[www.kallimapaper.com](http://www.kallimapaper.com)

## KODAK

Recently emerged out of bankruptcy, Kodak positions itself as a technology company focused on imaging. It provides – directly and through partnerships with other innovative companies – hardware, software, consumables and services to customers in graphic arts, commercial print, publishing, packaging, electronic displays, entertainment and commercial films, and consumer products markets. States the company: “With our world-class R&D capabilities, innovative solutions portfolio and highly trusted brand, Kodak is helping customers around the globe to sustainably grow their own businesses and enjoy their lives.”

[www.kodak.com](http://www.kodak.com)

## LIVING4MEDIA

living4media is a premium image agency specializing in home and living. The fast-growing collection brings together images and features on the themes of homes, gardens, furnishing and lifestyle. The substantial collection includes both single images (rights-managed and royalty-free) and ready-to-use features on a range of related themes: Interiors – home, furnishing, design, style, period décor and colors; Decorating – ideas for interiors and exteriors, crafts, fabrics, flowers and materials; Do-it-Yourself – renovation, restoration and home improvement; Gardens & Outdoor – architecture, furniture, flowers, patios, balconies, borders and plants; and Lifestyle – health and well-being, beauty and mood.

[www.living4media.com](http://www.living4media.com)

## MASTERFILE

Masterfile features millions of premium rights managed and royalty free photos and illustrations by world class artists covering a wide range of subjects. The company acquires, organizes, distributes and licenses images for commercial use in media ranging from editorial publications to print advertising to websites. Images are acquired under exclusive contract from professional photographers and illustrators who are paid a royalty every time an image is licensed. The images are stored digitally, showcased, licensed and delivered instantly worldwide. The site highlights new additions, subscription offers, and a free image of the week.

[www.masterfile.com](http://www.masterfile.com)

## MINGO PRESS

This “designer’s friend” is a full service online printer with 35 years of printing experience. As the company states: “We’re here to help you put what’s in your head on



## MOHAWK

Mohawk is North America’s largest privately-owned manufacturer of fine papers and envelopes which are preferred for commercial and digital printing, photo specialties and high-end direct mail. Mohawk fine papers and envelopes include the signature brands Mohawk Superfine® and Strathmore®, as well as proprietary treatments Inxwell® and i-Tone®. (Superfine is celebrating its 70th anniversary!) As a leader in environmentally and socially responsible business practices, Mohawk was the first U.S. manufacturer of commercial printing papers to match 100% of its electricity with wind power renewable energy credits and the first U.S. premium paper mill to shift toward carbon neutral production. Mohawk’s portfolio of recycled papers is certified by Green Seal and FSC. Mohawk is a fourth-generation, family-owned and operated business based in Cohoes NY with global sales and operations worldwide. The award-winning Mohawk Maker Quarterly honors the creative industry and the maker community, and brings the power and pleasures of print and paper to a new generation.

[www.mohawkconnects.com](http://www.mohawkconnects.com)

paper. We do things a little differently than most. You see, we’re not an online printer. We’re a printer that is now online. And we’ve taken the same philosophy to the web that we’ve had in our shop for 35 years.” This includes, among other virtues, an emphasis on personal service, no rush service fees, lots of paper choices, both digital and offset capabilities, flexibility on types of files, and “professionalism with a smile.”

[www.mingopress.com](http://www.mingopress.com)

## MOO

This online print and design company is passionate about great design and the difference it can make. Founded in 2006, MOO prints millions of cards a month and has hundreds of thousands of customers in over 200 countries. They believe great design work can work wonders for every business, no matter the size, and make it simple for customers to create beautiful, expertly crafted business stationery and promotional materials that start conversations and open doors with their online design tools. Their curated range of premium products includes Business Cards (including Letterpress), MiniCards, Letterhead, Stickers and Flyers, as well as the ability to print up to 50 different images across your stationery products through its patented Printfinity technology. MOO offers tools for professionals to upload their designs as well as a reseller program for designers looking to purchase products on behalf of customers.

[www.us.moo.com](http://www.us.moo.com)

## MPRESS LLC

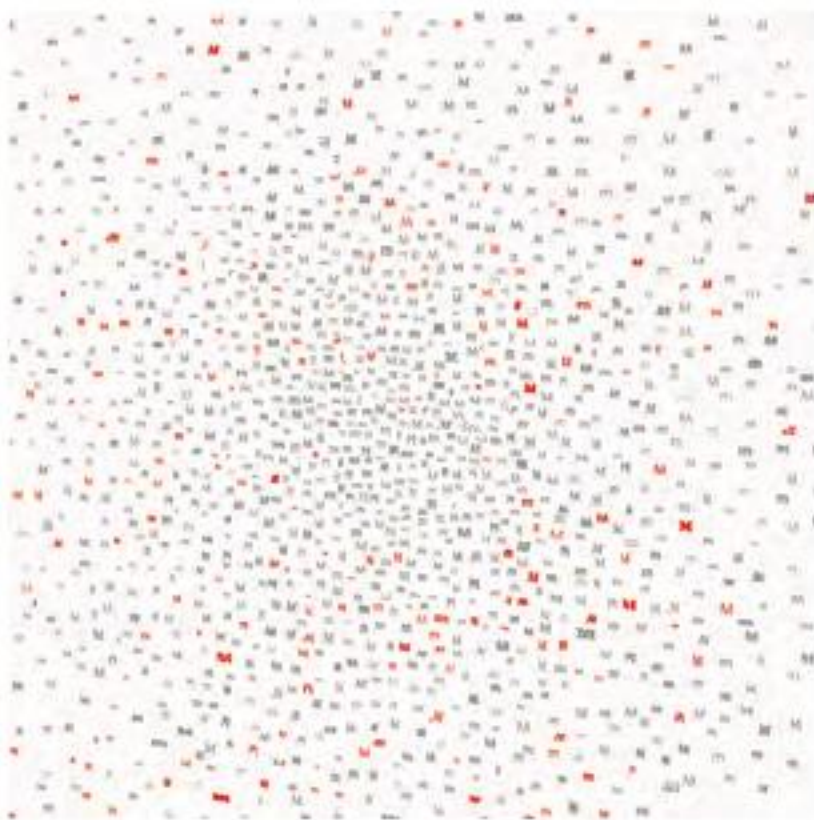
MPress Graphics, led by industry veterans Gerry Schneiderman and Maggie Black, has extensive experience working with top graphic designers and corporate end users in the New York metropolitan area. MPress’s business model is to align itself with leading production and manufacturing resources in the industry and to find exactly the right fit of capacity, capability and quality for clients. Offerings include engraving, offset printing, thermography, embossing, foil stamping and die cutting. The firm crafts GDUSA stationery and the Award Certificates for several GDUSA’s competitions, and has been a winner in the competition as well.

[www.mpressllc.com](http://www.mpressllc.com)

## MY1STOP

At My1Stop.com, the goal is to provide excellent customer service and superior quality products at competitive prices. The firm offers a wide range of custom printed and stock products with quick turn times. Overall customer experience is enhanced with a seasoned staff of printing experts who provide real time customer service. Services and capabilities include: marketing collaterals with photo quality printing; product labels stock and custom presentation folders; plastic applications such as cards, mailers, table talkers, and spin wheels; unique magnet applications; long run labels for distribution centers; healthcare forms and wristbands; short run checks for small business; distribution labeling solutions and more.

[www.My1Stop.com](http://www.My1Stop.com)



### MONOTYPE

Monotype is a leading global provider of typefaces, technology and expertise that enable the best user experience and ensure brand integrity. Based in Woburn MA and a favorite of art directors and graphic designers worldwide, Monotype provides customers worldwide with typeface solutions for a broad range of creative applications and consumer devices. Their fonts and technologies are designed to enable creative expression and give brands a distinct global voice. The company is “behind the text you read in newspapers and books, in the apps on your phone, in the websites you browse, on the dashboard you scan, on the goods you buy, and in the games you play. We bring the world’s words to the page and the screen.” Monotype has a library of over 20,000 typefaces, the product of celebrated and gifted type designers including famous and widely-used fonts, such as the Helvetica®, Univers® and Fruitger® typeface families, as well as innovative and experimental fonts from the newest type talent. Monotype is a leader in pushing out against the boundaries of type and technology. [www.monotype.com](http://www.monotype.com)

### NAKED BINDER

Naked Binder operates on the belief that good design incorporates function, aesthetics and sustainability. And is proud of the fact that it has designed what may be the most eco-friendly binder on the planet, one that is “durable, well-designed and 100% recyclable.” Company officials say that, while a 3-ring binder may not be able to save the world, it can reduce toxic landfill by about 40 million pounds a year, keep office and home air better, and preserve the forests and wild spaces. Naked Binder is a members of 1% for the Planet and supports local schools through donations and offer across the board discounts for educators. The products are made in the U.S. heartland, more specifically Des Moines IA. [www.nakedbinder.com](http://www.nakedbinder.com)

### NEENAH

Neenah is a world-class manufacturer of premium writing, text, cover, specialty and private watermark papers. Neenah is focused on the premium paper market, and is committed to producing only superior quality products and developing new technologies that meet the needs of designers, consumers, printers and merchants and ensure that paper remains a vital and vibrant medium of expression. Prime importance is also placed on offering recycled and alternative fiber products to customers, and a continuous focus on reducing its own environmental footprint. The Neenah signature portfolio includes market leading brands such as CLASSIC®, ENVIRONMENT®, and ROYAL SUNDANCE® Papers. The company also produces envelopes in thousands of unique colors, finishes and styles. Neenah Packaging provides unique and sustainable packaging papers and custom solutions for premium packaging. Its range of colors and textures — for bags, box wraps, gift cards, gift card carriers, hangtags, labels, folding board and fragrance strips — inspire visually and create a high touch tactile connection. The recent acquisition of FiberMark vastly increase its capabilities in this arena.

[www.neenahpaper.com](http://www.neenahpaper.com)

[www.neenahpackaging.com](http://www.neenahpackaging.com)



### ORGANIZATION OF BLACK DESIGNERS

OBD is a national professional organization of interior, industrial, architectural, fashion and graphic designers dedicated to promoting the visibility, empowerment, education and interaction of its membership and the understanding and value that diverse design perspectives contribute to world culture and commerce. OBD Founder and Chairman David Rice says: “The mission of the

Organization of Black Designers is to enhance and improve the totality of the American design professions by energizing them with creative diversity.” A current initiative: an Indiegogo campaign for scholarships and design school visits. [www.obd.org](http://www.obd.org)



### OFFSET BY SHUTTERSTOCK

Offset is a curated collection of engaging imagery from top artists and storytellers around the world. Conceived and developed by the people at Shutterstock, “Offset is authentic, premium licensable imagery, curated from artists all over the world. Born out of conversation with creatives who wanted a boutique source for licensable imagery built just for them, Offset combines a hand-selected and discerning approach with simple pricing and royalty-free licensing. It’s a truly unique collection offering images you want to use, at prices that allow you to do exactly that.” Sourced from a broad range of categories, Offset has offers a mix of photography and illustration, both commercial and editorial imagery from best-in-class artists who shoot for major advertising clients and renowned brands. [www.offset.com](http://www.offset.com)

### PHOTOSPIN

This pioneering agency provides annual subscriptions and single-image purchases at some of the best prices on the planet today. The company began in 1996 with the sale of images on CD ROMs, and has offered annual subscriptions and individual image purchases ever since. Started by creative’s who understand the cost of doing business in the design world, PhotoSpin’s mission is to provide an affordable solution to the high cost of stock images including several levels of annual subscriptions, and low-priced individual image purchases The library is refreshed with up to 50,000 new images per month. Customer retention and loyalty is extremely high.

[www.photospin.com](http://www.photospin.com)





## PANTONE

Pantone is the global color authority and provider of professional color standards for the design industries. Pantone products have encouraged colorful exploration and expressions of creativity from inspiration to implementation for more than 50 years. Through the Pantone Color Institute, Pantone continues to chart future color direction and study how color influences human thought processes, emotions and physical reactions. Pantone furthers its commitment to providing professionals with a greater understanding of color and to help them utilize color more effectively. Always a source for color inspiration, Pantone also offers designer-inspired products and services for consumers. The company recently declared Pantone 15-3919 Serenity and Pantone 13-1520 Rose Quartz as the (combination) Pantone Color of the Year selection for 2016. Pantone LLC is a wholly owned subsidiary of X-Rite, Incorporated, a global leader in scient and technology. [www.pantone.com](http://www.pantone.com)

## QUARK

Founded in Denver in 1981, Quark's vision was to create software that would lay the foundation for modern publishing. For over 30 years, Quark has striven to deliver on that promise, with intermittent success that has both riveted and confused the creative community. This year, the company released QuarkXPress 2015, the newest version of QuarkXPress that features fast 64-bit architecture, industry-verified PDF/X-4 output, fixed layout interactive (app-like) eBook production, the top most user-requested features, and more. Unlike many design suites, QuarkXPress is sold as a perpetual license. [www.quark.com](http://www.quark.com)

## THE RAINFOREST ALLIANCE

The Rainforest Alliance has more than two decades of experience developing environmental and social standards for the sustainable management of natural resources while helping companies and organizations of all sizes adopt sustainable practices. Central to the sustainable forestry efforts is independent third-party certification, which assures consumers that wood products come from well-managed forests. With the launch of SmartWood in 1989, the Rainforest Alliance developed the world's first global forestry certification program and the first to rely on market forces to conserve forests. It is a founder of the FSC. In addition to FSC

certification, the Alliance offers timber legality verification services and skills training. [www.rainforest-alliance.org](http://www.rainforest-alliance.org)

## RED PAPER PLANE

Red Paper Plane is a division of Structural Graphics, LLC, a dimensional direct mail company with over 35 years experience working with the Who's Who of marketers. Structural Graphics has created close to 40,000 designs for clients in almost every industry and holds many U.S. Patents for these mechanisms. A passionate group that loves to create and deliver experiences that surprise and delight, there is no other company in the world that has the depth of creative resources and paper engineers. Red Paper Plane is the result of an extensive development effort that provides clients with an easy and intuitive way to design the high-impact formats online. Designers can customize direct mail formats with the client's logo, photos and text using this online design tool in a fraction of the time it used to take to place art to offline templates. Among the formats available are the 4.25" Pop Up Cube, 3" Pop Up Cube, Telescoping Slider, The Flapper®, Pop Up House, The Extendo®, The Exploding Page and Polygon.

[www.redpaperplane.com](http://www.redpaperplane.com)  
[www.structuralgraphics.com](http://www.structuralgraphics.com)

## ROLLAND

Headquartered in Saint-Jérôme, Quebec, Rolland is the market leader in the production of specialty uncoated fine papers with the highest standards for environmental sustainability. Founded in 1882, Rolland recently became independent after 22 years as part of Cascades. The company produces fine papers with biogas energy and up to 100% recycled content for many sectors including the commercial, office, government and education markets. Rolland's facilities include the Rolland Mill and Converting Center in Saint-Jérôme, deinking facilities, Breakeyville Fibers in Breakeyville, Quebec and a sister mill Fox River Fiber in De Pere WI. The Rolland Enviro family is of particular note to the design community and includes Rolland Enviro Print, Rolland Enviro Copy, Rolland Enviro Satin, Rolland Enviro Jet and Rolland Enviro Book. GDUSA's September/October 2015 edition, featuring the annual "Sustainable Design" report, was printed on Rolland Enviro Satin, 60 lb. Text, which features a very smooth satin finish and excellent foldability for annual reports, promotions, and all documents requiring color and detail. [www.rollandinc.com](http://www.rollandinc.com)

## SAPPI

Sappi North America, headquartered in Boston and a subsidiary of global pulp and paper group Sappi Limited, is a market leader in converting wood fiber into superior products that customers demand worldwide. The success of our four diversified businesses – high quality Coated Printing Papers, Specialised Cellulose, Release Papers and Specialty Packaging – is driven by strong customer relationships, best-in-class people and advantaged assets, products and services. Of perennial interest to designers: the high quality Coated Printing Papers, including McCoy, Opus, Somerset and Flo, which serve as a key platform for premium magazines, catalogs, books and high-end print advertising. As a preeminent paper maker, Sappi has been proactive in reminding marketers, designers and printers about the power of paper to touch and connect with customers. A fascinating study — "A Communicators Guide to the Neuroscience of Touch" — is available from Sappi.

[www.sappi.com/na](http://www.sappi.com/na)  
[www.sappi.com/haptics](http://www.sappi.com/haptics)



**SHUTTERSTOCK**

Shutterstock is a leading global provider of high-quality royalty free licensed stock images, including photographs, vectors, illustrations, videos and music to businesses, marketing agencies and media organizations around the world. Working with its growing community, Shutterstock adds hundreds of thousands of images a month, and currently has roughly 70 million stock photos, vectors, videos and music tracks available. Headquartered in New York City, with offices in Berlin, Chicago, London, and San Francisco, Shutterstock has customers in more than 150 countries and 20 languages. The company also owns Bigstock, a value-oriented stock media agency, and Offset, a high-end image collections. Several subscription options are available for frequent users — GDUSA's creative department is a happy subscriber — as well as an on-demand option and one for special uses. And creatives can now search for images anywhere using Shutterstock's award-winning iPad, iPhone, and Android apps.

[www.shutterstock.com](http://www.shutterstock.com)

**SEASONS.AGENCY**

This new boutique photo agency has just opened its doors to the professional stock photography market. The collection introduces an exclusive portfolio of European beauty photography. Emerging from assigned productions of a variety of premium European publishers, the collection presents distinctive images with a focus on professional beauty photography. At the start, the offering includes around 100,000 rights-managed images. The collection also showcases the work of selected individual high-end photographers. Managing Director Martin Skultety states that "all our models are distinctive professionals with a strong character and an authentic, recognizable personality."

[www.seasons.agency](http://www.seasons.agency)

**SEGD**

Society for Experiential Graphic Design is a global, multidisciplinary community of professionals who plan, design, and build experiences that connect people to place. This includes graphic and information designers, fabricators, architects, exhibition designers, technology integrators, interaction designers, brand strategists, students, wayfinding specialists, teachers, and others who have a hand in shaping content-rich, experiential spaces. The membership includes over 1,700 members in more than 20 countries. The organization was formerly known as the Society of Environmental Design but changed its name to reflect the blurring of lines between reality and virtual reality. [www.segd.org](http://www.segd.org)

**SOCIETY OF PUBLICATION DESIGNERS**

The Society of Publication Designers is dedicated to promoting and encouraging excellence in editorial design. Members are art directors, designers, photo editors, editors and graphics professionals. Since 1965, the SPD remains the only organization specifically addressing the visual concerns of print and online editorial professionals. Activities promote the role of SPD members as journalists and partners in the editorial process, as well as foster new generations of publication designers through educational outreach and scholarship opportunities.

[www.spd.org](http://www.spd.org)



**STOCKFOOD**

StockFood is the world's leading food specialist among media agencies, providing the most wide-ranging, high-quality collection of food images and videos available anywhere. Offerings also include feature articles with images and text, and recipes in several languages. This includes a broad range of rights managed and royalty-free images, videos and features from thousands of renowned photographers and film producers. Expert recipe texts, created by an inhouse

team, are available for all images, videos and features. StockFood was established in Germany in 1979 and is now represented in nearly 80 countries. StockFood belongs to the corporate group CulinArts Holding, which bundles several media companies with the focus on food and lifestyle.

[www.stockfood.com](http://www.stockfood.com)

**STOCKSY**

Stocksy is home to a curated collection of royalty-free stock photography that is "beautiful, distinctive and highly usable." Because every photo is vetted, every shot has earned a place. "So," say the principals, "no filler, no cheesy poses ... and no more hours of searching for the right image." The company is committed to its photographers: the majority of revenues reach each photographers' pockets – 50% of standard license, 75% of extended licenses – and every single Stocksy contributor receives a share of the company. Headquarters are in historic Market Square, in the heart of downtown Victoria BC. [www.stocksy.com](http://www.stocksy.com)



**SUSTAINABLE FORESTRY INITIATIVE (SFI)**

SFI® is an independent, nonprofit organization that is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative® program. Creative professionals help ensure healthy forests, responsibly sourced products, and a generally healthier environment by looking to and asking for the SFI label for their paper and packaging projects. Across the United States and Canada, more than 250 million acres are certified to the SFI forest management standard, the largest single forest standard in the world. The SFI program's unique fiber sourcing requirements promote responsible forest management on all suppliers' lands. SFI chain-of-custody (COC) certification tracks the percentage of fiber from certified forests, certified sourcing and post-consumer recycled content. SFI on-product labels identify both certified

sourcing and COC claims to help consumers make responsible purchasing decisions. SFI is also a leader in supporting research to improve forest health, productivity, conservation understanding, and sustainable management of forest resources; more than \$1.5 billion has been invested since 1995. The organization is governed by a three-chamber board of directors representing environmental, social and economic sectors equally. [www.sfiprogram.org](http://www.sfiprogram.org)

### TRICORBRAUN

TricorBraun is one of the packaging industry's largest suppliers of glass and plastic containers, closures, dispensers and tubes in North America. The company sports an award-winning Design & Innovation center that combines package design and development, custom mold manufacturing and process engineering expertise within one organization. TricorBraun has earned a number of package awards including WorldStar, AmeriStar awards as well as GDUSA's American Packaging Design Award and American Graphic Design Awards. With over 40 locations, TricorBraun is the leader in the development of new package designs. [www.tricorbraun.com](http://www.tricorbraun.com)

### TWO SIDES

This independent, non-profit organization was created to provide members of the graphic communications supply chain as a forum to promote the responsible production and use of print and paper, improve sustainability standards and practices, share experiences and maximize customer confidence in these products. Companies behind Two Sides represent the forestry, pulp, paper, inks and chemicals, prepress, press, finishing, publishing and printing industries. An important role is to dispel common environmental misconceptions by providing users with verifiable information on why print on paper is an attractive, practical and sustainable communications medium. [www.twosides.us](http://www.twosides.us)

### TYPE DIRECTORS CLUB

The Type Directors Club supports excellence in typography, both in print and on screen. Founded in 1946 by leading practitioners, the TDC's earliest membership included Aaron Burns, Will Burtin, Freeman Crow, Louis Dorfsman, Gene Federico, Edward M. Gottschall, Herb Lubalin, Edward Rondthaler, Bradbury Thompson, and Hermann Zapf. TDC today represents the best of today's type design and type use. It holds two yearly competitions and its educational efforts have always been an important part of the Club's mission. The TDC is a physical meeting place and a strong professional affiliation. [tdc.org](http://tdc.org)

### UNIVENTURE

Univenture has been inventing and manufacturing consumer and industrial products for entertainment and publishing since 1988. Founded by Ross Youngs in Marysville OH, the company produces media packaging under several well-known brands, and is known for its growth and ingenuity. Corporate brands and divisions today include Univenture (world leader in disc packaging), EnvyPak (creative solutions for direct mail), PackZen (America's #1 clear envelope manufacturer), and PackZen (binders, cases, pouches, pockets and pages). [www.univenture.com](http://www.univenture.com), [www.packzen.com](http://www.packzen.com), [www.envypack.com](http://www.envypack.com)

### UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION (UCDA)

The University & College Designers Association inspires designers working in academia by delivering relevant programming and benefits in a personal and thoughtful way. The organization provides for the professional and personal growth of its members, and advocates for designer and educators roles within their institution. UCDA was founded in 1970 and, over the years, has grown to an organization comprised of more than 1000 members throughout the U.S. and Canada. From the very beginning, UCDA has been guided and directed through the volunteer efforts of members who have participated in the leadership of the association. [ucda.com](http://ucda.com)

### USER EXPERIENCE PROFESSIONALS ASSOCIATION (UXPA)

The User Experience Professionals Association supports people who research, design, and evaluate the user experience of products and services. The Association, established in 1991, holds yearly international conferences, publishes findings through a journal and a magazine, and has 50 chapters around the world. User experience professionals may do a broad range of work from interviews and observations to creating wireframes for a product or service. Backgrounds and emphasis are varied, but all members focus on the user, while taking into account the needs of the business and the constraints they must work in. [www.uxpa.org](http://www.uxpa.org)

### VERITIV

Veritiv Corporation, with corporate offices in Atlanta and Loveland OH is a North American leader in business-to-business distribution solutions. A little over a year ago, xpedx merged with fellow distributor Unisource Worldwide to create one company named Veritiv. The new organization helps businesses across the globe increase productivity and efficiency. Packaging, Paper and Print, Facility Solutions, Publishing, Print Manage-

ment and Supply Chain solutions span the entire lifecycle of business operations so these goals can be achieved. Shaping success and delivering excellence to each and every customer is what Veritiv strives to do every day. For graphic designers, Veritiv spotlights the flagship Endurance® family of papers which deliver high quality and reliability without compromise. This includes: Endurance Printing Papers, which offer a double-coated, smooth surface, have the exceptional brightness level, and are COC certified by the FSC; and Endurance Digital, papers which perform consistently under the rigorous demands and unique technical challenges of digital printing processes. All Endurance branded products are available nationally and delivered locally from an extensive network of distribution centers. [www.veritivcorp.com](http://www.veritivcorp.com), [www.enduranceforprint.com](http://www.enduranceforprint.com)



### VERSO CORPORATION

Verso Corporation, headquartered in Memphis TN, is a leading North American producer of Printing Papers, Specialty Papers and Pulp. Verso offer high quality printing papers with a broad selection of certified and recycled options for all types of printing applications, including commercial printing, media and marketing applications. For specialty papers, the company understands that paper performance and shelf appeal go hand-in-hand, and our wide range of specialty products are designed for high performance in demanding flexible packaging, technical and label and converting applications. With paper mills strategically located near top industry printers and converters across North America, products are available when customers need them, an customer support, on-press technical service and innovative product and service solutions are strong. Distinguished sheetfed, digital and web brands include Sterling®, Productolith® Pts., Anthem Plus®, Futura®, Blazer Digital®, Influence®, Liberty®, Balance™, Focus™, Voyager® and Superior Gloss®. Verso is perennially sponsor of GDUSA's Annual Print and Paper reader survey and of the American Graphic Design Awards issue. [www.versoco.com](http://www.versoco.com)



**VISUAL CONNECTIONS**

Visual Connections organizes the only events of their kind in the U.S. that bring together buyers and suppliers of photography, illustration and footage. These are intimate affairs, offering an opportunity for buyers to discover new sources of visual media, learn about the business of licensing and using visual media, and networking with people who matter. Working closely with Workbook, Visual Connections now attracts artist reps and production companies, becoming the meeting place for all visual creatives from stock users on a budget to high end producers. Entry is free but restricted to professional media buyers and researchers. Visual Connections also offers an online directory of visual media suppliers. The team behind Visual Connections comprises Deborah Free and Edward Leigh, both with over 20 years in the industry. The 2016 expos will be in Chicago at the Ivy Room at Tree Studios on May 5, and in New York at the Metropolitan Pavilion on October 27.

[www.visualconnections.com](http://www.visualconnections.com)

**VIDEOBLOCKS**

VideoBlocks offers a one-stop shop for stock video. It is the only subscription-based site that provides members with unlimited downloads of stock video, After Effects templates, motion backgrounds and more. With 100,000 clips and counting, VideoBlocks has become the largest distributor of stock video. GraphicStock, launched in 2013, takes the unique subscription model and applies it to the web and graphic design world and “is truly the front end designers best friend.” The site currently offers more than 250,000 graphics, vectors, icons, images, info graphics and more. The newest member of the family is AudioBlocks, with 100,000-plus music tracks, sound effects and loops. VideoBlocks is regular named to “fastest growing media company” lists.

[wwwvideoblocks.com](http://wwwvideoblocks.com), [graphicstock.com](http://graphicstock.com), [audioblocks.com](http://audioblocks.com)

**WACOM**

Founded in 1983, Wacom is the world’s leading manufacturer of pen tablets, interactive pen displays, and digital interface solutions. The advanced technology of Wacom’s intuitive input devices has been used to create digital art, films, special effects, fashion and designs around the world and provides business and home users with the leading interface technology to express their personality. Wacom, based in Japan, also supports designers and creators by organizing/participating in various activities to nurture new talents.

[www.wacom.com](http://www.wacom.com)

**WILLIAM FOX MUNROE**

WFM has been designing compelling consumer experiences for over 40 years. Opened in 1972 as a one man, one client shop, things grew quickly and accelerated even faster when employees Dan Forster, Tom Newmaster and Steve Smith purchased the business in 1998. Today, they continue that

legacy with a dedication to developing memorable, award-winning packaging and point-of-sale solutions. Services include graphic and structural design, online consumer insights, packaging prototypes and comps, point-of-sale and sales support materials. They have been listed among Fast Company magazine’s Fast 50 most innovative companies.

[www.wfoxm.com](http://www.wfoxm.com)

**XEROX**

For more than a half a century, Xerox has been a leader in document technology and services. It is morphing from a primarily manufacturing company to a leading enterprise for business process and document management, offering global services from claims reimbursement and automated toll transaction to customer care centers and HR benefits management. Centralized, managed and transactional print services are included in the list, hearkening back a bit to the company’s roots.

[www.xerox.com](http://www.xerox.com)



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## WHY PUBLISHERS CHOOSE PRINT, REASON #4: PRINT IS ALIVE & WELL

BY GERRY BONETTO

Each month L.A. Parent magazine reaches approximately 200,000 Los Angeles-area parents, primarily moms in the coveted 25 to 44 age group. Although many marketers assume that this demographic prefers digital, L.A. Parent has proven that these women obviously appreciate the joys of print.

### PRINT IS L.A. PARENT'S DRIVING FORCE

"There's a lot of ways that L.A. Parent connects with parents, and about 80% of them are through print," explains Publisher Ron Epstein. "I know how many people are going to our website. I know how many people are viewing our e-newsletter. They're all healthy numbers, but they're nothing compared to print. Print is the driving visibility force for us."

Because Epstein is not in the business of wasting copies of magazines, he has his distribution company complete a thorough audit every month. "We know that the print magazine has a 93% pick up rate across Los Angeles," Epstein states. "So if you want to tell me that print is not alive and well in the 25 to 44 demographic, I've got statistics to tell you otherwise. It's doing very well!"

In 2013 L.A. Parent launched a new annual publication for the special needs community. Epstein printed 50,000 copies, and the response served to reinforce the fact that parents still clearly want print. "We ran out of copies. We printed another 50,000, and this time they were gone in three months. In 25 years of publishing I've never had to print more copies. I had people coming into the office because they couldn't find the magazine at their market or library" — in spite of the fact that a digital version of the publication was available online.

### PRINT ADS GET RESULTS

While L.A. Parent's readers clearly love print, as a free distribution magazine the publication relies 100% on advertising revenue to pay the bills. Epstein's advertisers tell him that ads in L.A. Parent's print magazine work.

For example, one of the magazine's advertisers is Plaza El Segundo, an outdoor mall serving the El Segundo area. "They have told us that the reason they were able to grow their mom's group, bring people to their mall and help moms connect with one another was through their ad in L.A. Parent," Epstein says. "Not through our website, but through their ad in L.A. Parent."

Another advertiser, The Help Group, tells Epstein that they have measured their response on all of their ads, and their ad in L.A. Parent's print publication pulls the best for them.



Perhaps so many advertisers stick with L.A. Parent magazine month after month because, as studies have shown, print magazine ads motivate 35% of readers to take action.<sup>1</sup> After all, as compared to digital ads, physical ads trigger greater brain activity responsible for value and desirability for featured products, which in turn corresponds with a greater intent to purchase.<sup>2</sup> Print ads work.

### THE DEMAND FOR PRINT IS HIGH

"Every day we have another office call us to say they need more copies of the magazine because people are picking them up faster than ever before," Epstein adds. "People can tell me all day long that print is dying. But for us, not only is print not dying, print is thriving. And I see more of that to come!"

### NOTES

1. Gfk, Starch Syndicated Research, "Print Magazine Ads Motivate 35% of Readers to Take Action – Unchanged Since 2010," April 2014
2. USPS Office of Inspector General, "Enhancing the Value of Mail: The Human Response," June 2015

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GERRY BONETTO is VP Government Affairs for Printing Industries Association, Inc. of Southern California (PIASC) and a Choose Print content provider. PIASC is the trade association for the graphic arts community in Southern California. Founded in 1935 and incorporated in 1944, today, PIASC is the largest graphic arts trade association in the nation. Choose Print is an educational campaign designed to promote the effectiveness of print and to reinforce the fact that print on paper is a recyclable and renewable and thus a sustainable environmental choice. Choose Print is sponsored by PIASC. Contact: [ChoosePrint.org](http://ChoosePrint.org)

## 2016 | PANTONE COLOR OF YEAR CALMS AND REASSURES IN ERA OF STRESS



THE PANTONE COLOR OF THE YEAR SELECTION FOR 2016 IS, FOR THE FIRST TIME, A BLENDING OF TWO COLORS: SERENITY AND ROSE QUARTZ



FOR LOVE AND LEMONS

The selection is described as “a harmonious pairing of inviting shades that embody a mindset of tranquility and inner peace. As consumers seek mindfulness and well-being as an antidote to the stress of modern day lives, welcoming colors that psychologically fulfill the yearning for reassurance and security are becoming more prominent. Weightless and airy, like the expanse of the blue sky above us, Serenity comforts with a calming effect, bringing feelings of respite and relaxation even in turbulent times. Rose Quartz is a persuasive yet gentle tone that conveys compassion and a sense of composure.”

Explains Leatrice Eiseman, Executive Director of the Pantone Color Institute: “With the whole greater than its individual parts, joined together Serenity and Rose Quartz demonstrate an inherent balance between a warmer embracing rose tone and the cooler tranquil blue, reflecting connection and wellness as well as a soothing sense of order and peace.”

### CHALLENGING TRADITIONAL PERCEPTIONS

The combination also challenges some more traditional perceptions around color association. “In many parts of the world we are experiencing a gender blur as it relates to fashion, which has in turn impacted color trends throughout all other areas of design,” says Eiseman. “This more unilateral approach to color is coinciding with societal movements toward gender equality and fluidity, the consumers increased comfort with using color as a form of expression which includes a generation that has less concern about being typecast or judged, and an open exchange of digital information that has opened our eyes to different approaches to color usage.”

### GRAPHIC AND PACKAGE DESIGN

Pantone’s Color of the Year has long influenced product development and purchasing decisions in multiple industries, including fashion, home furnishings and industrial design, as well as product packaging and graphic design. With regard to Graphic Design, specifically, Pantone sees the 2016 combination as strong, yet calming, romantic yet subtle, consumers being immediately drawn to this combination, making it an enticing shade for a variety of products from food and beverage to cosmetics and accessories. With packaging becoming increasingly more tied into lifestyle color trends, the combination of Serenity and Rose Quartz is a natural fit for many kinds of packaging materials.





LEANNE MARSHALL

Pictured Top (clockwise from top left): West Elm, SEPHORA + PANTONE UNIVERSE Color of the Year 2016, Thomas Pink, Ted Baker, Alex and Ani

## COLOR OF THE YEAR PROCESS

The Color of the Year selection process requires thoughtful consideration and trend analysis. Pantone's color experts at the Pantone Color Institute seek new color influences everywhere. This can include the entertainment industry and films in production, traveling art collections and new artists, fashion, all areas of design, popular travel destinations, as well as new lifestyles, playstyles and socio-economic conditions. Influences may also stem from new technologies, materials, textures and effects that impact color, relevant social media platforms and even upcoming sporting events that capture worldwide attention.

### Past selections for Color of the Year include:

- PANTONE 18-1438 Marsala (2015)
- PANTONE 18-3224 Radiant Orchid (2014)
- PANTONE 17-5641 Emerald (2013)
- PANTONE 17-1463 Tangerine Tango (2012)
- PANTONE 18-2120 Honeysuckle (2011)
- PANTONE 15-5519 Turquoise (2010)
- PANTONE 14-0848 Mimosa (2009)
- PANTONE 18-3943 Blue Iris (2008)
- PANTONE 19-1557 Chili Pepper (2007)
- PANTONE 13-1106 Sand Dollar (2006)
- PANTONE 15-5217 Blue Turquoise (2005)
- PANTONE 17-1456 Tigerlily (2004)
- PANTONE 14-4811 Aqua Sky (2003)
- PANTONE 19-1664 True Red (2002)
- PANTONE 17-2031 Fuchsia Rose (2001)
- PANTONE 15-4020 Cerulean (2000)

Pantone LLC is an X-Rite company, and the global authority on color for the design industries.

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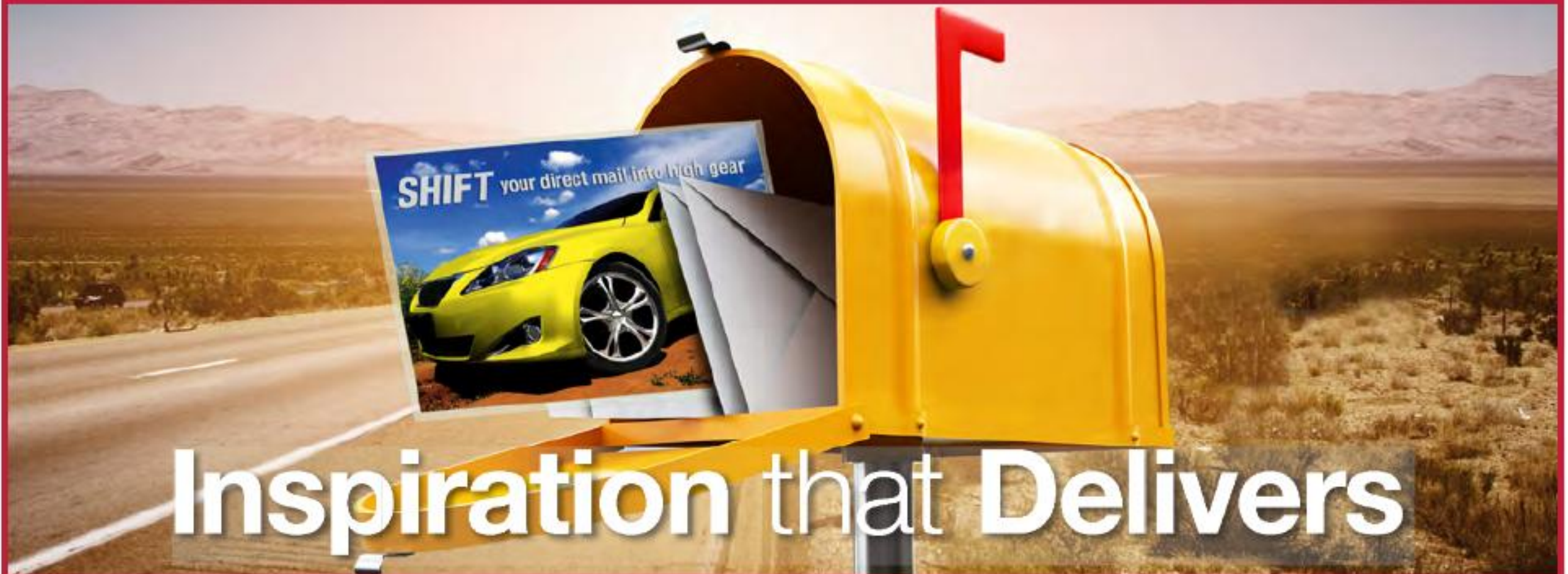
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# A PRIMER ON SUCCESSION PLANNING: HOW TO IDENTIFY AND COACH FUTURE LEADERS

BY DIANE DOMEYER

If you're like me, your days are filled with email correspondence, conference calls, project management, and staff and client meetings, which leaves little time for succession planning.

It's a common dilemma for many creative leaders. In fact, nearly one-quarter of advertising and marketing executives surveyed by The Creative Group said they were uncertain as to whether a current employee would be able to fill their shoes if they suddenly left their position. This is not a good situation to be in.

To ensure your creative department or agency isn't thrown into disarray when you or others step down, it's imperative to have successors on deck who can step in. Here are six tips for finding and training your organization's future leaders.

## ALLOW AMPLE TIME

So what is succession planning anyway? For one, it's not a task you can quickly check off a to-do list. Not only do you have to vet and winnow candidates, but you also have to build in time for imparting your knowledge to them. So start the process now.

## LOOK WITHIN

Promising successors are often found in-house as existing employees already have a good idea of your organization's objectives and how different departments contribute to its success. Assess your current staff to see who has the makings of an excellent creative leader. If there's no one internally you feel confident letting take charge, then it's a signal that you may need to bring in a more experienced individual who can serve as your right hand and help guide the team.

## HAVE A SKILL SET IN MIND

What is succession planning not supposed to be? For one, finding a carbon copy of current senior executives. And to lead a creative team, future managers must possess more than good design chops alone. Some of the key skills you should look for: Vision, or a sharp understanding of where the business is going; Innovation, or the ability to solve problems in novel ways; Positivity about tackling challenges, whether they're creative or more mundane, such as budgeting and staffing; soft skills, including excellent verbal and non-verbal communication; Organizational

skills, such as time and project management; Empathy for staff, which inspires loyalty and increases morale; Tech savvy, including a solid understanding of emerging technologies.

## TEST THE WATERS

After you've narrowed down the list of potential successors, check in with them regarding their future plans. How do they feel about staying with the company for the next five to 10 years? Do they eventually see themselves as managers? Not everyone is interested in a leadership role. Asking these and other questions allows you to gauge candidates' interest level and loyalty. You don't want to put time and resources into training someone only to have him or her leave a few years later or decline a promotion.

## INVEST IN CAREER DEVELOPMENT

What is succession planning but preparing the next in line for that big day? After you've vetted candidates and have their buy-in, your work has just begun. Offer professional development to your top picks to fill any skills gaps. They will also benefit from cross-training to get a better sense of the company's overall operations. Leadership seminars are useful in learning how to manage former peers and a mentor can also provide valuable guidance.

## PROVIDE TRIAL RUNS

Let future successors assume some of your responsibilities when you are out of the office or on vacation. In your absence, have them lead regular team meetings and take over client communications. This is a good way to ease them into the role and identify strengths and weaknesses.

What is succession planning? In short, it's an essential – not optional – responsibility of senior management. So do yourself and your company a favor and start laying the groundwork today.



**DIANE DOMEYER** is Executive Director of The Creative Group, a specialized staffing service placing interactive, design, marketing, advertising and public relations professionals with a variety of firms. For more information, visit [creativegroup.com](http://creativegroup.com). See also: <http://blog.creativegroup.com/managing-creative-people-and-projects>

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