

# ADCNJ

Winter 2008

# NEW DIRECTIONS

THE OFFICIAL PUBLICATION OF THE ART DIRECTORS CLUB OF NEW JERSEY

# CREATIVELY THINKING

The Thinking Creatively Conference at Kean University

Friday, April 4 & Saturday, April 5, 2008

SEE PAGE 7 FOR MORE DETAILS!



visit [www.adcnj.org](http://www.adcnj.org)

## Full Steam Ahead!

A Message from James Smith, ADCNJ President

The winter sky is grey, the trees are bare, but harvest season is just around the corner. And where better to enjoy the fruits of the season than the 45th Annual ADCNJ Jersey Produce Show? Be sure to enter your outstanding recipes to be part of the best harvest of the year. Entry deadline is February 14. It's another reason to remember Valentine's Day. Do something for someone you love and for something you love to do. Enter today. Log onto [adcnj.org](http://adcnj.org) for more information.

Also this month, the first of two "Inside the ADCNJ" events, the Club's traditional affair, will be held at The College of New Jersey. Always an insightful, honest discussion for students, faculty, and all Club members. And it's FREE! Next month, the second session, with a whole new cast, will take place at Montclair State University. Look for the dates to be announced.

The blossoms should just be buds on April 4 and 5 when we convene for Thinking Creatively 5, BIG Ideas on an Intimate Scale, A Thought-Full Design Conference. This event just gets better and better every year. Rose Gonnella has prepared a two-day program of variety, enlightenment, interest, and mind expansion. Industry trend setters, design gurus, and printing and technology whizzes, all here for you. Coca-Cola, Richard Wilde, The One Club, Steven

Heller, Citigroup, breakfast and free parking, Essex Computers, Pearson Publishing, and a networking party. And be sure to see and hear some of Jersey's finest local talents. No, not Bruce. But we do have Brian Ganton of Brian J. Ganton & Associates (BGA), Tom McVey, CMYK Printing, Deb Rizzi of Rizco Design, type designer Ray Cruz, and Martha Seidner of Smith Design, just to name a few. Attendance is expected to top last year's crowd of 180 people, so register early, and hope to see you at Kean University. For more details, go to [adcnj.org](http://adcnj.org).

May 2 is the ADCNJ Annual Awards Dinner and Exhibition at The Birchwood Manor. That's when the best Jersey Produce will be in bloom, rewarded, and put on display. Hope you or your firm is represented. Keep an eye on the updated Web site for Club happenings throughout the coming year.

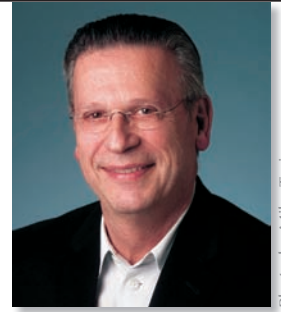
In the past year, I have seen an excellent influx of new sponsors, active new members, and spirit in the Club. Thank you to BGA for an updated and current Web site, to Carolyn Dacey and The Creative Group for the well attended panel discussion at the Morris Museum, to Christine Krus of Seton Hall University (new chair for the Education Council!), and to Chris Clarke for our updated logo. A special thanks to outside consultants,

Pat Hanley, Vivian Fransen, and Jody Jacobus.

Without this spirit of sharing talent and giving of already aggressive schedules, we would not exist and grow. You and many others have made this an organization I am proud to be part of. We look for bigger and better things in 2008. Only you, the members, can make it better. We have a great mixture of youth, talent, and experience in this Club. Become part of it.

On another note...would you like to show off your work space? The ADCNJ Board would like to take its show on the road. We meet the first Monday of every month and preferably would like to hold our meeting at your place. Can you accommodate 12 to 15 people around a table? We'll supply the food, you supply the space. Meetings are from 6:30 to 8:30 pm. In the past, Kean University, CMYK Printing, and Smith Design have shown their hospitality. If interested, please contact the ADCNJ office at 201-997-1212.

Let's all have a great 2008!



James Smith  
ADCNJ President

Photo by Mike Tesi

## UPCOMING EVENTS

### Tuesday, March 4, 2008

"Helvetica" movie plus panel discussion  
Morris Museum  
Morristown, New Jersey

### Friday and Saturday April 4-5, 2008

"Thinking Creatively" Conference  
Kean University  
Union, New Jersey

### Friday, May 2, 2008

45th ADCNJ Awards Show and Exhibition  
Birchwood Manor  
Whippany, New Jersey

More details on these events and other events will be posted at [www.adcnj.org](http://www.adcnj.org). Make it a habit to visit our Web site often!

Reminder: Got a letter design for the ADCNJ Designer's Alphabet? Visit [www.adcnj.org](http://www.adcnj.org) today and click on the "Designer's Alphabet" tab on the Home page to see letter designs that have been posted to date. This is NOT a contest. It's just for fun. Some letters are already spoken for, so check out the ADCNJ Web site first to see which letters of the alphabet are left for you to choose from to create your own design!

## Thank you to The Creative Group and Essex Computers as ADCNJ Sponsors!

ADCNJ members are invited to find out more about the work of these ADCNJ sponsors. Visit [www.creativegroup.com](http://www.creativegroup.com) and [www.essexusa.com](http://www.essexusa.com) today to discover how they can help you in your work!

 THE CREATIVE GROUP®  
MARKETING & ADVERTISING PROFESSIONALS



## Member News

### Graphic Color Is Now CMYK Printing

A new name and a new address showcase the expansion of services now available to meet the printing needs of New Jersey businesses and beyond.



"We have relocated our commercial printing operations to a 33,000-square-foot facility in Saddle Brook – just 5 miles away from our previous location in Teaneck," said Robert Ryan, President of CMYK Printing and ADCNJ Board Member who does extraordinary volunteer work for ADCNJ.

Robert extends an invitation for ADCNJ members to stop by for a visit (as a courtesy, please call in advance) to see the wide range of capabilities, including digital, high speed envelope, and large format display. Be prepared to be amazed with such features as 4 ink jet display printers, 7 presses (including their new Mitsubishi 28 x 40 6-color press with extended delivery and tower coater), 2008 Kodak Trendsetter 800 Direct to Plate, Kodak Matchprint Digital proofing, and a complete commercial bindery/finishing operation. For more details, visit [www.cmykprinting.com](http://www.cmykprinting.com) or call 201-458-1300.

ADCNJ congratulates Robert and his team on their significant growth as a business, serving creative professionals throughout New Jersey!

### Spreading the Word About the Power of Personalized Promotions

Keeping up with the latest news about ADCNJ Member Harvey Hirsch, who works as Creative Director/President

of Media Consultants in Lyndhurst ([www.mediaconsultants.net](http://www.mediaconsultants.net)), requires a checklist.

On January 11, 2008, he was a featured speaker for the Mid Year International Event of the International Association of Printing House Craftsmen (IAPHC) Graphic Professionals Resource Network held at the Golden Nugget Hotel in Las Vegas, Nevada.

Coming up on February 29, 2008, Harvey will deliver the keynote address on "Creating Dynamic Variable Promotions" at the Design for Personalized Communications Conference to be held at the Miami Beach Convention Center in Florida.

If your schedule does not allow time for travel to see Harvey in action, you may discover some interesting reading by Harvey in an article posted at [OnDemandJournal.com](http://OnDemandJournal.com) in November 2007 entitled "Do You Suffer from Graphic Schizophrenia?" at the following link: <http://ondemandjournal.com/specialfeatures/hirsch13.cfm>

### Design Industry Reads About the Work of Steven Brower

ADCNJ Member Robin Landa has published an article in the November/December 2007 issue of *Step Inside Design* called "Hello, I Must Be Designing: The Work of Steven Brower." This 8-page article with lots of graphics – including a full page spread on various "Thinking Creatively" Conference designs – details "how passion, politics and 'a complete disrespect for rules' keep one designer's work relevant... and subversive." For more information on this publication, visit [www.stepinsidedesign.com](http://www.stepinsidedesign.com).

### Several NJ Design Firms Receive 2007 GDUSA Awards

In case you haven't had a chance yet to take a careful look through the November/December 2007 issue of *GDUSA*, you will be happy to learn that several New Jersey design firms are represented in this 350-page issue. If you don't have this issue, visit [www.gdusa.com](http://www.gdusa.com) today.



For starters, don't miss the award-winning work of *cinquino+co*, Brian J. Ganton & Associates, Rizco Design, Smith Design, Stephen Longo Design Associates, The Design Studio at Kean University, and Group RCI Visual Communications.

ADCNJ congratulates one and all on the recognition of their work through this American Graphic Design Awards initiative presented by *GDUSA!*

### Sharing Expertise With the Next Generation

ADCNJ Member Paul Gourhan of *PMW.net* based in Glen Rock, New Jersey, reports that he was honored to present a seminar in early December 2007 as part of the Prudential Young Entrepreneur Program 2007 Graduation & Vendor Showcase, which was held at the New Jersey Institute of Technology in Newark, New Jersey.

Funded by the Prudential Foundation, this program reaches out to young entrepreneurs in the greater Newark area.

Paul, thanks for sharing this news with ADCNJ colleagues!

### Two Design Students Benefit From Shadow Experience

The creative team at Smith Design ([www.smithdesign.com](http://www.smithdesign.com)) once again provided the opportunity for design students to gain real-life experience by spending the day observing the

*continued on page 4*

## Member News (continued)

### Two Design Students Benefit From Shadow Experience (continued)



James Smith and Matthew Shack

work that is done in their design studio. Matthew Shack and Alaina Vallecilla, both students at Kean University, recently participated in the ADCNJ Shadow Program.



Alaina Vallecilla and James Smith

Part of the experience was posing for a photo with James Smith, President of Smith Design, who encourages other ADCNJ members to open their doors for the day to a New Jersey design student.

### Three Brothers/Business Partners Named "People To Watch in 2008" by GDUSA



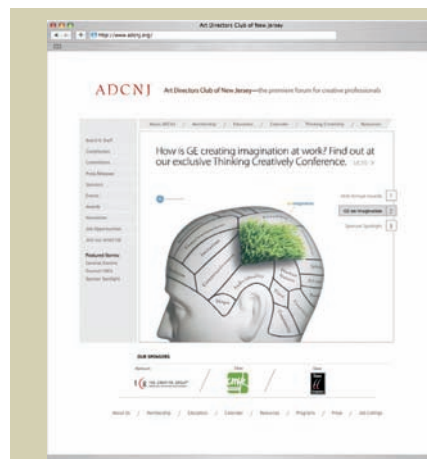
Photo by Mike Testi

"People to Watch in 2008" include Brian J. Ganton Jr. (standing) with Christopher Ganton (left) and Mark Ganton (right)

The creative team at Brian J. Ganton & Associates ([www.ganton.com](http://www.ganton.com)) pause to look back at their many achievements in 2007 -- including the package launch of Bella Vista ([www.oldcastle.com/architectural.htm](http://www.oldcastle.com/architectural.htm)), receiving three Creativity Annual Awards ([www.creativityawards.com](http://www.creativityawards.com)), recognition for outstanding achievement in Website Development by the Web Marketing Association ([www.webaward.org](http://www.webaward.org)), and the selection of ADCNJ Board Member Mark Ganton as a winner by NJBIZ Forty Under 40 ([www.njbiz.com](http://www.njbiz.com)).

Looking ahead, the spotlight continues to shine on their work. *GDUSA* has recently named Brian J. Ganton Jr. (President), Christopher Ganton (Vice President Creative Director), and Mark Ganton (Vice President Strategy and Planning) as "People to Watch in 2008."

ADCNJ congratulates this award-winning branding and advertising firm that serves a wide range of national and international clients on these achievements!



#### CHECK IT OUT

Our ADCNJ Web site has a new look and plenty of enhancements. Visit [www.adcnj.org](http://www.adcnj.org) today!

Concept/Design/Art Direction  
Site Architecture and Animations  
Brian J. Ganton & Associates

Technology and Programming  
webheadesign

All ADCNJ Members are encouraged to share news with their friends and colleagues through the ADCNJ newsletter. Have you achieved a professional or personal goal? Have you landed a new job or important assignment? Do you need to hire staff or are you looking for a new job? Please submit your news items to Vivian Fransen via e-mail ([vfransen@rcn.com](mailto:vfransen@rcn.com)) or by phone/fax at 908-232-9538.

## Staying Fresh in One's Work

Member Profile: Martha Seidner

Building a solid reputation as a high-performance, strategic design firm with staying power requires a clear understanding of each client's needs, superlative creative thinking and talent, a track record for achieving return-on-investment (ROI) results, and a strong work ethic to deliver the very best.

That's part of the magic of how Smith Design "delivers compelling visual solutions that work for the brand and the consumer," according to ADCNJ Member Martha Seidner, Vice President at Smith Design ([smithdesign.com](http://smithdesign.com)), with offices in Glen Ridge, New Jersey, and Carmel, California. Martha knows all about the challenges of working on tight deadlines in a fast-paced brand identity design firm specializing in packaging consumer brands. She works in a fiercely competitive industry that demands excellence and professionalism every step of the way, from concept development to production. And she has served a vital role with others at Smith Design in developing effective brand identities and package design systems, as well as handling new business and account management work, for 17 years.

Born and raised in northern New Jersey, Martha has always been interested in design, art, drawing, painting, and graphics. She credits her grandfather – a European immigrant who was a shoe designer and later established his own shoe company and factory in New York City – for inspiring her early interest in design.

the window, the pencil, the desk, the painting on the wall – was designed by someone; design is all around, and there is so much opportunity in design."

Martha received her formal education at Skidmore College (majoring in business) and the Fashion Institute of Technology (for additional studies in design). She started her career working for Bottega Veneta (the Italian luxury leather goods brand) and later held design management positions with the leading marketer of fashion hair accessories before joining Smith Design in 1991.



Martha Seidner

"I have had the privilege of working directly with James Smith and Laraine Blauvelt at Smith Design for many years, first as their client," said Martha, noting that their values, unmatched business ethics, and focus on delivering exceptional branding and design services are extremely important to her. "I have great respect for their achievements. They built this business from the ground up, and it continues to grow and prosper today."



ECO Trends: A new electronics brand. Visual Identity, package design & ads developed by Smith Design.

"I was fascinated with my grandfather's ability in sketching shoe designs and started drawing images I saw in fashion magazines as a young child," she recalls.

She also is grateful for the encouragement she received from her high school art teachers. She remembers one teacher pointing out that "every single thing in this room –

for a brand or product to delivery and shipment of printed/packaged goods. "There's always a lot going on, the days are always full and multifaceted, and it's never dull."

"I often quote the saying that 'the only certainty in life is change,' and that's true about our business and work," she added. "As a firm, we continue to evolve – via new technologies, new clients, new industries and categories to serve, and new design disciplines, talent, and ideas."

So how does Martha stay fresh in her work? "Every day is a unique challenge," she said, explaining that their work has recently expanded to include many structural design projects, design of interior spaces for offices and residences, and exploring partnerships offering "pure buys" to clients, which involves handling the entire process from design concept

## Speaking Out About ADCNJ

### Key Findings of Member Survey

The anonymous results of a 12-question survey sent to 255 ADCNJ members as an e-mail blast during June and July 2007 have been compiled. Generally speaking, the majority of ADCNJ members did not take the time to respond to this survey. [Does anyone have any ideas on how to reach out to all ADCNJ members for feedback other than a brief e-mail survey?] In some cases, ADCNJ does not have a current e-mail address for some ADCNJ members. NOTE: Please send an e-mail to Pat Hanley at [info@adcnj.org](mailto:info@adcnj.org) today to confirm that the ADCNJ office can reach you by e-mail. ADCNJ wants to keep you "in the know" about all ADCNJ news!

Based on a response rate of 16%, those members who did respond expressed candid opinions about the value of their ADCNJ membership. Several findings will be of interest to all ADCNJ members:

- Approximately 50% of the respondents pay for their ADCNJ membership on their own and 50% of the respondents indicated their employer pays for their membership.
- The majority of respondents first heard about ADCNJ through a colleague in the design world or through their college/university.
- Nearly 70% of respondents stated they do visit [www.adcnj.org](http://www.adcnj.org), noting that information about ADCNJ events is considered the most helpful part of the Web site.

• The vast majority of respondents indicated that "networking with creatives" is the most important aspect of their ADCNJ membership.

• The top response to the question, "What would motivate you to become more involved with ADCNJ?" was "Events."

• The majority of respondents stated that dinner evening meetings worked best for them, with a few members noting a preference for Saturday meetings or early morning meetings.

• Only about 50% of respondents stated that they attend the annual ADCNJ Awards Show; however, more than 50% of respondents stated that they submit work for judging in the ADCNJ Annual Awards Program.

• Approximately 70% of respondents stated that they belong to other organizations besides ADCNJ.

• More than 50% of respondents said they would recommend ADCNJ membership to a friend.

Specific suggestions included encouragement to redesign the ADCNJ logo, to provide more frequent events with speakers who have expertise in technology/computers and Web/interactive design, to organize smaller groups to foster business relationships and business building, and to help members learn about job opportunities. One respondent suggested: "Teach me something - keep things brief."

This feedback has received serious attention by the ADCNJ Board of Trustees, who welcomes the input of all ADCNJ members on an ongoing basis. Whether or not you responded to this anonymous survey, feel free to communicate your ideas for making ADCNJ an even stronger organization by contacting ADCNJ President James Smith at [james@smithdesign.com](mailto:james@smithdesign.com). Every member counts at ADCNJ! Speak out and be heard today!

**HOLIDAY CHEER** - More than 250 people attended the Joint Holiday Networking Event of MARCOM (a consortium of New Jersey marketing and communications organizations) on December 12th at Mayfair Farms. From left to right, Rose Gonnella of Kean University, Debra Rizzi of Rizco Design, Tom McVey of CMYK Printing, and Susan Raphael of CMYK Printing spread holiday cheer on behalf of ADCNJ.



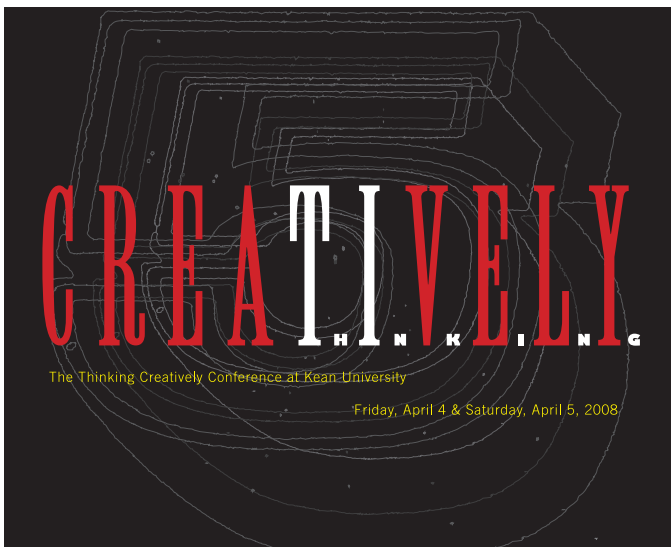
Photo by Susan Raphael

## Five Years of Inspiration

"Thinking Creatively 5" Conference Is Coming in April 2008!

Individuals who describe themselves as creative professionals are making it their business to attend the 5th "Thinking Creatively" conference to be held on Friday, April 4, 2008, and Saturday, April 5, 2008, at Kean University in Union, New Jersey. All ADCNJ members are encouraged to be part of this creative extravaganza, which celebrates and promotes the value of creative thinking in the workplace and beyond.

Moira Cullen (Design Director at Coca-Cola) will provide the main stage presentation on Friday morning (starting at 10 AM) and Richard Ting (Vice President, Executive Creative Director at R/GA) will provide the main stage presentation on Friday afternoon (starting at noon).



On Saturday, Louise Fili (President of Louise Fili Ltd) will showcase her work with a main stage presentation at 10 AM. Anyone who has a passion for logo, package, and book design — as well as doing world-class design work for restaurants — will find inspiration from her award-winning work. (Visit [www.louisefili.com](http://www.louisefili.com) for a sampling of her work.) Steven Heller and Mirko Illic will share their work as designers and authors on the main stage (starting at noon). Kevin Swanepoel (President

of The One Club) will provide the main stage endnote presentation (starting at 3:40 PM on Saturday).

Other speakers include Brad Jakeman, Allan Haley, Stephanie Travis, Essex Computers, Debra Rizzi, Martha Seidner, Tom Clark, Shashi Caan, Terri Edelman, Peter Leeds, James Montalbano, Richard Wilde, Roger Whitehouse, Barbara Pagano, Margaret Cusack, Mike Tubbert, Martin Holloway, Tom McVey, Joe Scorsone, Alice Drueding, Brian Ganton Jr., Janet Slowik, and Ray Cruz. A detailed description of all conference sessions (27 in all!) and speakers (a total of 30!) is posted at [www.adcnj.org](http://www.adcnj.org). Grab a cup of your favorite beverage and take a look at this year's lineup of inspiring topics.

"Thinking Creatively is an exuberantly vibrant and professionally far-reaching conference," declared Rose Gonnella, Professor at Kean University and ADCNJ Board Member who has taken a leadership role in working with others to orchestrate this conference. "We believe it's important to hold a major event for the creative thinkers in New Jersey (and the New York City/Philadelphia areas) that is on par with other world-class conferences of its type. We want to deliver an interactive, thoughtfully rich, and professionally focused conference to inspire us all."

"This conference is an excellent opportunity for professional enrichment," added James Smith, ADCNJ President. "This event brings together the best and brightest innovators and thinkers in our industry. You will find talented people with interesting ideas as speakers and in the audience. The ADCNJ is delighted to work with The Design Center at Kean University to make this conference a reality."

Register today at [www.adcnj.org](http://www.adcnj.org) and spread the word to everyone in your circle of friends and colleagues. You will be amazed at all the creative minds interacting in one location!

Special appreciation is extended to the supporters of the 5th Annual "Thinking Creatively" Conference, including CMYK Printing, Essex Computers, The Creative Group, Mohawk Paper, Rizco Design and BeLeaf, and Smith Design.

## Helvetica: The Movie

*Helvetica* is a feature-length independent film about typography, graphic design, and global visual culture. It looks at the proliferation of one typeface (which celebrated its 50th birthday in 2007) as part of a larger conversation about the way type affects our lives. The film is an exploration of urban spaces in major cities and the type that inhabits them, and a fluid discussion with renowned designers about their work, the creative process, and the choices and aesthetics behind their use of type.

*Helvetica* encompasses the worlds of design, advertising, psychology, and communication, and invites us to take a second look at the thousands of words we see every day.

The film was shot in high-definition on location in the United States, England, the Netherlands, Germany, Switzerland, France, and Belgium. It is currently screening at film festivals and special events worldwide.



## Eco-Friendly Spotlight on Rizco Design

Award-Winning Design Firm Sprinkles A Bit of Green on ADCNJ's 45th Annual Awards

"Jersey Produce: Organic Design Grown to Perfection" is the theme of the upcoming ADCNJ Awards Show. And the talented creative team at Rizco Design, an award-winning graphic design firm based in Manasquan, New Jersey, is walking their talk about "going green" with respect to this year's celebration of creative spirits.

Although this year's ADCNJ Awards Show Committee follows a long tradition of keeping the creative details of the evening a secret until May 2008, *New Directions* recently interviewed ADCNJ Board Member Debra Rizzi, who serves as Chair of the ADCNJ 45th Annual Awards Show, for a sneak preview of the inspiration for this year's celebration.

Why is it important for creative professionals to adopt environment-friendly practices in their work?

"Creatives need to know that 'small changes can make a big impact' on the environment, especially in an industry where the end result relies heavily on natural resources such as paper," said Debra Rizzi, who along with her husband, Keith Rizzi, is a founding partner of Rizco Design. "Once designers realize that they don't have to sacrifice quality in order to be green, the progression falls into place."

Debra explains that their firm has taken the initiative to encourage both their clients and their peers in the design world to become part of the solution -- not part of the problem -- in adopting more eco-friendly practices.

They have introduced BeLeaf, a three-tiered model that measures environmental decision making throughout the creative process in the firm -- starting with how the office operates to how the design is established, and finally, to how projects are printed. Some of the major changes include converting the office to 100% green power, restructuring their vendor base to include Forest Stewardship Council (FSC)-certified printers, specifying certified and recycled paper stocks, and avoiding using substrates such as lamination, which affect the recyclability of an end product. The goal is to reach 70% sustainability on each project. After a project is completed, the end result is rated through a measurable, Web-based, electronic report card that is distributed to clients to showcase the sustainability of their job, enabling them to witness the impact firsthand. More details are available at [www.rizcodesign.com](http://www.rizcodesign.com).

The BeLeaf program has received recognition by Re-Nourish.com, How.com, and Graphic Design USA's Green eNews ([gdusa.com/enews.php](http://gdusa.com/enews.php)), and has won gold awards from both ADCNJ and the Jersey Shore Public Relations and Advertising Association. Debra will be one of the featured speakers at the upcoming "Thinking Creatively" Conference at Kean University starting at 1:15 PM on Friday, April 4th.

"It is rewarding to educate others on this topic and visibly see how 'small changes make a great impact,'" adds Debra. "It's a win-win scenario."

Speaking of winning, mark your calendars now to attend the Annual Awards Exhibition on Friday evening, May 2, 2008 -- to be held at the Birchwood Manor in Whippany, New Jersey -- and find out for yourself the award-winning work of creative professionals in New Jersey that will be showcased at that time.



*New Directions* is a publication of the Art Directors Club of New Jersey  
199 Prospect Avenue  
PO Box 7250  
North Arlington, NJ 07031-7250  
Telephone: 201-997-1212  
Web site: [www.adcnj.org](http://www.adcnj.org)

### Newsletter Editor

Vivian Fransen  
(e-mail: [vfransen@rcn.com](mailto:vfransen@rcn.com))

### Newsletter Designer/Art Director

Christopher J Clarke

### Contributing Writers

Christopher J Clarke  
Vivian Fransen

### Photographers

Susan Raphael  
Mike Tesi

### ADCNJ Officers 2007/2008

#### President

James Smith  
Smith Design

#### First Vice President

Christopher Navetta

#### Second Vice President

Christopher J Clarke  
Group RCI / [clarke graphic design]

#### Secretary

Kenneth Riola  
Riola Design

#### Treasurer

Rose Gonnella  
Kean University  
Department of Design

#### 2007-2008 Trustees

##### John Baker

Group RCI

##### Carolyn Dacey

The Creative Group

##### Mark Ganton

Brian J. Ganton & Associates

##### Elaine Gelato

EPG Digital Media/EPG Group Inc.

##### Dilek Katgi

DK Graphic Design Studio

##### Christine Krus

Seton Hall University

##### Agnieszka "Nikki" Orzel

Phoenix Studios LLC

## Insights for Inspiring Creativity

Passion for Design Is the Prime Mover

Finding inspiration, as well as feeling inspired, is a challenge that all creatives face every day. This reality provided the motivation for an ADCNJ event on the topic, "Bringing Out the Best in Designers." Drawing a crowd of 75 creative professionals, this panel discussion was held on October 25, 2007, at the Morris Museum in Morristown, New Jersey.

Organized and facilitated by ADCNJ Board Member Carolyn Dacey of The Creative Group, this event brought together Gary Hilbert (Director, Creative Services at Anthem Worldwide), Enrique Heredia (Vice President Creative Director at Integrated Communications), and Martin Shova (Partner and Executive Director at One Flight Up Design) to share their insights on best practices to inspire creativity in the workplace.

Candid opinions were expressed about the mindset of creative professionals ("look for people who are already inspired," "learn from your experiences," and "you can find inspiration anywhere"); the need to "create a culture of teamwork, not cubicle city"; and the need "to fit in yet stand out."

Respect for brand guidelines must be given within the context that "guidelines should be a tool" and "our job as creatives is to build future brand equity." The driving force: be sure every design idea brings value to the brand.

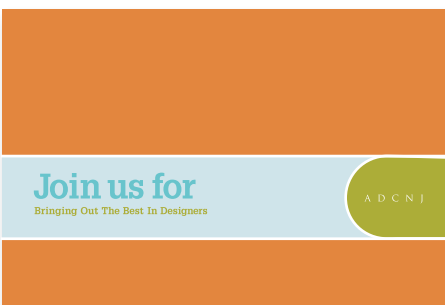


Photo by Mike Tesi

Panelists (from left to right) Gary Hilbert, Enrique Heredia, and Martin Shova shared their insights.

To achieve goals as a creative team, remember to "ask for input to get buy-in." Regarding the creation of career paths for individuals, the following advice was given: "Know yourself and ask for opportunities to grow" and "Don't be afraid to be fired."

The role of mentors was discussed, highlighting the value of working with someone who "lets you make mistakes and ask questions." Practical tips for design students and educators included "educators need to show a student's portfolio to others (for feedback) before releasing it to the world" and students need to make a PDF of their portfolio. Advice for everyone: Expose designers to production issues/techniques/details, recognizing that "the more you know, the more you can do."



Brainstorming ideas (also referred to as "creative aerobics") is viewed as a desirable process for generating creative ideas, noting that often "you need to jot down the first 20 to 30 obvious ideas to get beyond the cliché" but that sometimes "the first idea is the freshest one."

All attendees received a 16-page publication entitled "In-Spired! Bringing Out the Best in Your In-House Design Team" compliments of The Creative Group ([www.thecreativegroup.com](http://www.thecreativegroup.com)) and "80 for 50: 80 ideas you can do with your creative team for around or less than \$50 each" compliments of InSource ([www.in-source.org](http://www.in-source.org)).

Special thanks to Legion Paper and Precise Continental as sponsors of this event, as well as The Creative Group and Essex Computers for their support as 2007 sponsors of the work of ADCNJ.

**Jeffrey Perino**  
Sudler & Hennessey

**Susan Raphael**  
CMYK Printing

**Debra Rizzi**  
Rizzo Design

**Robert Ryan**  
CMYK Printing

**Mike Tesi**  
Mike Tesi Photography

**PAC Board Representative**  
Derwin Sierra

**45th ADCNJ Awards Show**  
Debra Rizzi, Chair

**Committee for Causes -  
Deeds for Needs**  
Mike Tesi, Chair

**Education Council**  
Christine Krus, Chair

**Membership**  
Robert Ryan, Chair

**"Thinking Creatively" Conference**  
Rose Gonnella, Chair

**Website**  
Mark Canton, Chair

**Please direct all newsletter  
submissions and inquiries to:**

Vivian Fransen  
Editor, *New Directions*  
PO Box 601  
New Providence, NJ 07974  
908-232-9538 (phone/fax)  
e-mail: [vfransen@rcn.com](mailto:vfransen@rcn.com)

The Art Directors Club of New Jersey is a statewide, nonprofit organization of art directors, graphic designers, illustrators, photographers, art educators, and other creative professionals dedicated to excellence in the communications arts. Its mission is to promote outstanding work in visual communications. For more information, visit [www.adcnj.org](http://www.adcnj.org) or call 201-997-1212

©2008 Art Directors Club of New Jersey. Proudly produced and printed in New Jersey

*New Directions* is printed with digital CTP technology by CMYK Printing in Saddle Brook.  
Web site: [cmkykprinting.com](http://cmkykprinting.com)

## "Amazing Ideas" From Design Students

### 18 Student Teams Compete in 2007 ADCNJ Design Derby

Each year the Art Directors Club of New Jersey Design (ADCNJ) organizes a statewide competition that is open to all design students enrolled at New Jersey colleges and universities.

Hosted by Seton Hall University on November 10th, the 2007 ADCNJ Design Derby welcomed a total of 99 students who formed 18 teams for an intensive competition of creative minds. Student teams participated from The College of New Jersey, County College of Morris, Kean University, Montclair State University, New Jersey City University, Ramapo College, Rider University, Rutgers University-Newark, and Seton Hall University.

The challenge for these student teams this year was to design a logo, tagline, business card, and stationery with envelope for a program called Special Angels. As part of Putting the Pieces Together, Special Angels organizes sports and other recreational events by age groups for children with special needs (including autism) who live in New Jersey. For more information, visit [www.puttingthepieces-together.org](http://www.puttingthepieces-together.org).

Following a three-hour work session, each team presented their designs for peer review and judging by the leadership of Special Angels. Judging resulted in a ranking of the top design, with two teams recognized with honorable mention status.

A team from New Jersey City University was selected as creating the top design for Special Angels. A team from County College of Morris and a team from Rutgers University-Newark received honorable mention for their branding concepts.

"The students gain real-world experience while propelling a nonprofit organization forward," said Christine Krus, Assistant Professor of Graphic Design at Seton Hall University who serves as Chair of the ADCNJ Education Council.

"There is no question in my mind that these students are all winners," stated ADCNJ Education Council Member Nikki Pedersen, who created the ADCNJ Design Derby and has served a leadership role for all 13 Design Derby competitions to date. "With clients as worthy as Special Angels, this experience benefits all of us."

"Not only do these students have the opportunity to showcase their design talents to their peers from other New Jersey colleges and universities through this Design Derby, but they are making an important contribution to help a nonprofit organization in our state," said James Smith, President of ADCNJ.

"It's great to see what students can do without electricity," added James, referring to the fact that no computers are allowed in the ADCNJ Design Derby. Students use markers and paper to sketch their design ideas without computer-generated graphics.

"This artwork is truly amazing" said Deborah Wertalik, who established Special Angels with her daughter, Tara Banuls, in August of 2005, providing autism awareness, recreation, support, and education for children, their parents, and the community. "It was an emotional experience hearing each team

of students present their ideas, and it was amazing to see what they had created. They are extremely talented artists. This is a great program, and it is an honor to be a part of it."

Special thanks to ADCNJ Members Christine Krus, Nikki Pedersen, and James Smith, along with photographer Susan Pedersen, for volunteering their time to make the 2007 ADCNJ Design Derby a marvelous success!



Photo by Susan Pedersen

TOP DESIGN: The winning team from New Jersey City University included (from left to right) Ivan Petrovsky, Ivo Araujo, Luba Farbey, Olson Jean-Louis, and Shenella Cutting (not shown in photo)



Photo by Susan Pedersen

HONORABLE MENTION was given to the team from County College of Morris, which included Steve Elliott, Alex D'Angelo, Austin Bonelli, and Justin Bradford.

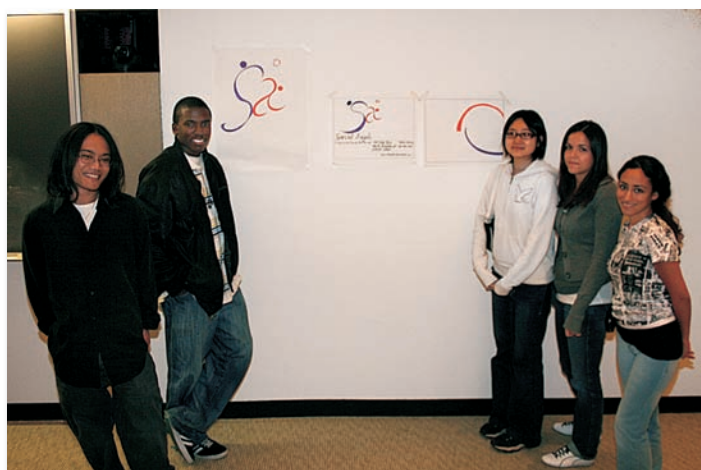


Photo by Susan Pedersen

HONORABLE MENTION was given to the team from Rutgers University-Newark, which included Dominic Katigbak, Rodney Landais, Ku Hsuan Tsui, Lina Rojao, and Saddy Munoz.

## Give A Helping Hand

Your Dollars Help Talented Art Students Achieve Their Dreams

Now is the perfect time to make a donation to the Art Directors Club of New Jersey Student Scholarship Fund.

This fund provides financial assistance to New Jersey students majoring in communications, graphic design, advertising and visual arts. By making a donation, you can help the next generation of young artists reach their goals.

Scholarships are awarded annually, based on creativity, execution, and presentation exhibited in their portfolios.

Contributions are made directly to the ADCNJ Student Scholarship Fund, which is administered by the Princeton Area Community Foundation (PACF) (a public charity with 501(c)(3) status as determined by the Internal Revenue Service). That means that 100% of each donation is distributed directly to students. Contributions to this fund are tax deductible to the fullest extent allowed by law. Your accountant will be glad to hear your charitable dollars are being given through PACF.

A contribution from you or your employer can help a talented student fulfill a dream or launch a career.



For more details, feel free to contact ADCNJ Members Christine Krus (e-mail: [christinekrus@aol.com](mailto:christinekrus@aol.com)) or Nikki Pedersen (telephone: 973-584-8604), who volunteer their time working with the ADCNJ Education Council. Or simply make your donation with a check payable to the "ADCNJ Student Scholarship Fund/PACF" and mail it to the Princeton Area Community Foundation, 15 Princess Road, Lawrenceville, NJ 08648. Thank you in advance for your generous support!

## Staying Fresh in One's Work (continued)

For example, Martha briefly described what she did at work the day before her recent interview with *New Directions*. In the morning, she and her colleagues participated in a 4-hour brainstorm session with a client to conceptualize a new product line targeting young families; Smith Design will now create presentation materials that fine-tune positioning, brand identity, and product concepts to make a strong case for approval by the client's corporate decision makers. In the afternoon, Martha and her colleagues presented new package designs for a client who markets premium Italian and French cheeses; these ideas were favorably received. And the day ended with a strategy discussion with another client about developing an early learning brand.

Among the most satisfying aspects of the firm's work these days are:

- handling the launch of a line of consumer electronics employing greener manufacturing, materials, and packaging for Sakar International, which involved the creation of the ECO-trends packaging, visual identity, image, product graphics, and color story ("using cool/funky designs"), as well as developing the concept and copy for packaging and an advertising campaign for its launch via the Consumer Electronics Show (CES);
- creating a 60-ounce packaging design for Bertolli dinners that features an image of a big skillet of food that evokes a rustic, homemade feeling for consumers when making purchasing decisions at club stores, which according to the client has flown off the shelf; and

- developing a new look for the Breyers brand, which will launch soon in 2008.

For others who are just starting their careers in design, Martha offers the following advice: Search for a job in the very best firm you can find and always aspire up to a higher level of performance. Follow the lead of the most respected talent in the company; they are easy to spot. Make yourself invaluable to those people, and always do more than what is expected. Don't be afraid of failure, as there is always something to learn from mistakes, yet strive for accuracy and excellence at every turn.

Expose yourself to the world – for designers, it's critical to grow beyond your own point of view. This doesn't mean you have to travel the world. Read, observe, listen, and know what's going on beyond your comfort zone.

On a personal level, Martha finds inspiration through her love for the arts. "I love and enjoy travel, culture, museums, contemporary dance, opera, all types of music, great food, wine, and people watching. As a visual person, I see so much beauty in the world around us."

To learn more about Martha and how the creative team at Smith Design stays fresh and ahead of trends to create work that stands out, come to the "Thinking Creatively" Conference in April 2008. Martha will be a featured speaker, sharing her insights on the topic of "Packaging: Visual and Structural Branding" starting at 2:40 PM on Friday, April 4th.

# Mac OS X Leopard

An Evaluation... So Far:

by Christopher J Clarke

On October 26th, 2007, Apple Inc. released Mac OS X 1.5 (Leopard) to much fanfare. People lined up at Apple retail stores to be the first to get their hands on Apple's 6th major release of their operating system. Was it worth the wait? Well...yes and no. Mostly yes.

The pros of this newest release far outweigh the cons, but there are cons. And being an Apple fanboy, I find it's very hard to admit that. First, let me start with the pros. It's faster on almost all machines I have upgraded.

Time machine is a great addition and makes backing up a no-brainer (permitted you have a large enough available external or internal drive). Pick the drive you want to use as a backup drive (Time Machine will offer to use any non-system disk it recognizes), choose any folder/files you don't want on the backup, and off you go. It backs up every hour, and when the drive is off, it will start backing up the next time you turn it on.

Next to Time Machine, I believe that Quick Look is the most significant addition to Mac OS X. Quick Look is a new feature that lets you preview most common files types by just highlighting the file and pressing the space bar. You don't have to open the original program to view it. The file will appear in a floating window that can be resized. This works with PDF (even multi-page files), TIF, JPEG, GIF, MOV, DOC, XLS, PPT, MP3, AAC files, and Apple's iWork. Quick Look has a plug-in architecture so eventually Adobe and Quark also can add their file types. This is great for when you are not sure if the file you are looking for is the correct one. Just highlight it and hit the space bar. No more waiting for the original program to open.

Spaces is a nice addition, but I personally have yet to have a need for it. What it does is let you create up to 16 spaces and put different applications windows in any of those spaces. For instance, you could put your Web browser and e-mail in one space, your graphics programs in another, games in a third, and DVD movies playing in the fourth. Just by clicking on the spaces icon in the dock, or by using keyboard shortcuts, you can instantly move between these spaces. This will help you keep from cluttering up your desktop with too many open windows.



Another new feature, which the jury is still out on, is Stacks. With Stacks, you drag a folder or Hard Drive icon to the dock, and it immediately changes into a group of icons representing what is in that folder/drive. With 10.4 and earlier, you could control-click on the icon and navigate all the way down into the enclosed folders through a hierarchal menu. That's gone as of right now in Stacks.

What happens is when you click on the icon, the contents will either spread out in a fan or grid, only showing the first level of files. This is great if you don't

have a lot of nested folders, but limiting if you need to go deeper into your drive. By the time you read this, 10.5.2 should be available for download, which is rumored to return the list view alongside the grid and fan options.



While not particularly useful at work, Front Row (Apple's media center software) and Photo Booth (a fun photo program reminiscent of the photo booths down the Shore) are now both included. Front Row will work from the keyboard, but it's a lot more useful when you have an IR remote. However, Photo Booth needs a Web cam (including Apple's iSight) to work.

There are many other changes but not enough space to write about them. Now I will point out the cons, based on how these affect machines that I have worked on. So your mileage may vary. Some are running smoothly while others encounter serious issues. The problems I am having affect only a few programs relevant to the graphics community, but they are important enough to mention.

First, the Adobe Creative Suite. Some people have had no problems with CS, CS2, or CS3. I couldn't get Illustrator CS to function properly so I had to upgrade to CS3, which Adobe said was compatible. Well, yes and no. Photoshop and Illustrator seem to be rock solid, no mysterious crashes. InDesign is a different matter. Three times out of five, if you try to place a file into InDesign, you will have no problem. But for the other two times, the program will hang and then crash. It's all over Adobe's InDesign forum, so it's not just me.

I don't really use Quark much anymore, but during the last time I had to (because the client uses Quark), I found that trying the align command (command-comma) hung the program and then quit. This is in Quark 6.5.

So, overall, Leopard is a great upgrade. Do I blame Apple for the problems? Partly, but most of the blame falls on the shoulders of the developers. They had the beta releases of 10.5 for many months, yet issues exist that shouldn't be there. I feel the software companies are using their customers as beta testers.

When Leopard was released, Adobe stated that fixes would be available in January. We'll see if they meet their deadline.

**Max OS X Tip:** When upgrading to new system software, do a full backup of your current drive (Carbon Copy Cloner is an excellent program) and then upgrade using the Archive and Install option.