



Chicago Creative Coalition

WHERE YOU CREATE YOUR FUTURE

June 2004

PROGRAMS

Don't Clown Around With Color

By Brent Brotine

As Sue Witkowski's design for our event advertising poster suggested, the quirks of digital color management can bring a frown to any designer's face. Forget Computers' Ben Greiner, Chicago principal, and Kris Youngsteadt, resident color expert, made our audience all smiles with their "super-cool technical solutions for super-anal creative professionals."

Who may not need color management? Anyone who works in a completely consistent environment: same people, same printers, same temperature and more. Your own toaster may produce perfect color on the "4" setting every time, but the toast you make at your neighbors' house will look very different on their toaster's "4" setting.

The benefits of color management include less paper and ink waste, a reduced proof cycle, and above all the confidence of having more consistent results. The standard measure of color difference between the original proof and the actual printed artwork is measured in Delta-E; a 2 is a good visible match, a 3 is slight, a 4 is visible to the eye and a 5 is large. If your display is not calibrated, for example, color differences between the printed piece and your Photoshop softproof can be more than 26 Delta-E.

So the best way to get started is to control all your variables. Calibrate your scanners, displays and printers to a constant standard. Profile your hardware and media. Standardize your environment: your lighting, humidity and temperature. Then document it all, so as



Presenters Kris and Ben show off their color-managed tooth whitening.



Ben answers questions while Kris handles a snack attack.

photos: Cindy McEwen

new people come on board, everyone does everything in the same way.

Next, be aware of the differences between RGB and CMYK. RGB has a much larger color gamut than CMYK, and software applications such as ColorThink can show you a 3-D representation of the color workspace you might choose to work in. With an RGB workflow, you have a much wider color range available to you.

Unless you manage color, you can't trust what you see on your screen. Any CRT display over 3 years old is questionable in the first place. Apple LCD displays are now certified for color management, you can also choose the gold standard Sony CRT with hood and calibrator. Calibrate your profile so you can trust what you see on the screen, then go ahead and soft proof.

Everything in the workflow today is digital except for the proof. Three well-known soft proofing systems are the RR Donnelley Media Compass, the Kodak MatchPrint virtual proofing system and the ICS Remote Director.

How much can color management cost? The Eye-One calculator will set



Amy Laurenzo and Cheryl Boehmer compare their own toaster settings.

you back \$250, and the Monaco EZ-Color \$300. Combine the Eye-One with the Monaco Proof and you're at \$3,000. And you can budget from \$400 to \$3,000 for a viewing booth.

The last word? Be sure to talk to your vendors, and get their input as well.

Since 1998, Forget Computers has provided technology support to design firms, ad agencies, marketing departments, photography; music studios, pre-press, print, video, and web shops. They offer specialized support for Mac-based creative companies and Mac-departments within Windows-dominant organizations. Contact them at www.forgetcomputers.com. ■



FROM THE PRESIDENT

This Was The Year That Was

By T. J. Hine

By the time you read this, my first year as president will be coming to an end—and what a year. Looking back, I feel we as a board and as a group have made great strides in becoming a better and more informed organization.

Programs for the year—Maria Piscopo’s “Sales Strategies for Success,” our popular River North Gallery Walk, Anne-Marie Concepción’s “Finding Clients: Marketing Your Creative Services on the Internet,” and Ben Greiner’s “Getting Serious About Controlling Digital Color”—had the largest attendance so far in C3’s short history.

Our For Members Only (FMO) events have become a great benefit. This year we sponsored FMOs that ranged from social events to educational forums. We held the first annual holiday party in December, and we have a great general meeting party planned.

We also welcomed Nate Marks back to the board to jump-start the Education Committee. With help from long-time member Margot Wallace, we are coming up with a wonderful dialogue and constructing a workable plan.

Jeff London, Web Committee chairman, has devised a system for all members to have a profile page, free of charge, on the C3 Web site, which will highlight each member’s work.

Membership is steadily growing, and Michael Tanimura has plans in

place to help increase membership for the coming year.

I have been slowly rebuilding a public relations list and have been successful in getting our organization and its programs and events published. We also have contacts at many of the colleges to which we are sending promotional materials.

The board is already working on preparations for next season’s schedule of events. One thing we are setting up is an art gallery featuring the works of C3 members. We are working with mARTketplace.com to provide space for our talented members to show and sell their art. We are looking for interested C3 artists who dabble in the arts or do it full time. Graphic art, fine art, or crafts are welcome. Just another exciting benefit of C3 membership.

A lot has happened, but we are not done yet. We do need help. We have retained all our previous board members to continue working for you in the coming year. We are looking for a few members to put in just a couple hours a month to help out on the Education and Public Relations Committees. Of course, any of our committees would welcome your help, too. This is a small amount of time to give to an organization that strives to educate, inform, and excite its members with programs, networking opportunities, and social functions. Contact me at tj@hinephoto.com. ■

Slated For Success

C3 is pleased to announce our slate for the 2004–5 Board of Directors, to be voted on at the Annual Meeting in July.

President—**T. J. Hine**
Vice President/President Elect—**Cindy McEwen**
Secretary—**Mary Wagner**
Treasurer—**Carolyn Aronson**

Public Relations—open
Programs—**Francine Ziev, T. J. Hine**
Membership—**Michael Tanimura**
Publications Resources—**Sue Witkowski**
Education—**Nate Marks**
Internet—**Jeff London**
Newsletter—**Cindy McEwen, Brent Brotine**



Chicago Creative Coalition

2003–2004 BOARD OF DIRECTORS

T. J. Hine
President

Carolyn Aronson
Treasurer

Mary Wagner
Secretary

T. J. Hine, Francine Ziev
Programs

Michael Tanimura
Membership

Tim Walsh, Sue Witkowski
Publications/Resources

Brent Brotine, Cindy McEwen
Newsletter

Jeffrey London
Internet

Marilyn Markle
Member-at-Large

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Education

Film
Tim Sonder
Innovative Design & Graphics

Printing
Tim Walsh
TKW Graphics, Inc.

Newsletter Staff
Brent Brotine, Cindy McEwen,
Ania Dassonville

We welcome editorial submissions (including opinion pieces) that may be of interest to our readers. Send your articles or ideas to Brent Brotine at Chicago Creative Coalition, P.O. Box 578477, Chicago, IL 60657-8477 or email them to him at brent@brotine.com. Please note that we reserve the right to edit or reject any articles submitted to C3. Note that this newsletter does not return unsolicited materials. The views and opinions expressed in this newsletter are those of the author(s), not those of *Chicago Creative Coalition*.

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EDUCATION

Where Blackboard Meets Jungle: C3's Education Committee Roundtable

By Margot Wallace

Creative people and college students probably never noticed this coincidence, but the two groups share an uneasy relationship with money. Both devoutly believe in it, and neither is particularly adept at managing it.

So it was that the first meeting of the Education Committee Roundtable started its discussion on how to do the math. Seated around the table in the conference room of the Marketing Communication Department at Columbia College Chicago were, C3ers T.J. Hine, Nate Marks, Michael Tanimura, Francine Ziev, and Columbia professor Margot Wallace.

Without laying blame for financial ignorance at any threshold, we looked at the first threshold—college—as the place where most young adults can learn about the world. In the past, perhaps colleges spent too much time on vanishing points instead of decimal points, on hypothetical \$50 million media budgets rather than \$50 401(k) deductions.

Insouciant theorizing, once a badge of the sensitive artist and the callow student alike, was totally absent from the Roundtable. In fact, a defining characteristic of the group is arrow-straight incisiveness. Although the agenda was fluid, topics were addressed deliberately. We rejected pontificating, instead focusing on attainable goals.

Money wasn't the only connection between colleges and C3. We purposefully moved along to subjects such as design, neat presentations and business structures, and then asked three questions:

- What do college students need to know about the business of marketing communications?
- What does the industry require of entry-level hires?
- What are the industry trends the latter can identify for the former?

In addition to budgeting, personal finance, and business accounting courses, the Roundtable identified some other curricular areas that need attention. While no course has ever been titled, "A Good Eye," it would seem that, in a visual world, an exposure to design is as important as an Introduction to Shakespeare. Certainly, in a world where anybody with a few fingers can make visuals, a critical survey is essential. This topic bears further discussion, and perhaps some specific curricular suggestions.

What's not found in most college catalogs, however, is pro-activity. College is a series of 15- or 11-week mini-series, circumscribed by syllabus handouts at the beginning and final exams at the end, and finite projects between. Initiative and tenacity don't

stand a chance. However, that's what employment requires, and it behooves colleges to occasionally sabotage the system to provide it.

The Education Committee Roundtable is a magical forum. It takes industry problems and alchemizes them into educational issues. It converts pedagogical problems to industry internships. It is a very good group that looks forward with anticipation to the next, and many next, meeting(s).

Comments? Interested in participation? Contact Margot at mwallace@colum.edu, or Nate at nate@marketingmarks.com. ■

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PROGRAMS

Suite Success

By Cindy McEwen

In recent C3 history, one of the surest signs that spring is here has been the public appearance of the rare *geekus extraordinarius*. And this year was no exception; our master of all things digital, Gary Adcock, popped up to lead our For Members Only program on March 25th.

Every time Gary presents, we seem to reach new heights (and volumes!) of audience participation. Our lively group was treated to an overview of the applications making up the standard Adobe Creative Suite, including Illustrator 11, Photoshop 8, and InDesign 3. He also showed features of Acrobat 6. Gary demonstrated the versatility of the pdf format, showing how all Creative Suite applications handle these files to an



Mary Wagner and Judy Zeddies conspire to make Jeff London disappear.

amazing degree. He stressed not only how well each application can do specific things, but how they all fit together into an overall workflow.

Of course, we learned tips galore about each individual program—beginning with Illustrator 11. When opening a file, expanded default size options are listed based on the color space chosen for the document. Illustrator now uses the InDesign type engine, so type handling is enhanced through glyph sets and the ability to handle Open Type font formats. Over 100Mb of Adobe Open Type fonts are also included. A new 3D feature allows for the automated 3D rotation of 2D vector elements—very impressive for



Presenter Gary Adcock demonstrates his hand shadow puppets.

anyone who's ever had to redraw 2D vector art to a new perspective. And Illustrator now uses InDesign's transparency flattener preview feature to allow for real-time preview of potential transparency problems.



Information overload put Steve Starr and Marilyn Kearns Davis into a trance.

Photoshop 8 also has a new bag of tricks. It now allows for a layer comp version that can be saved within the original document for approvals. The use of filters has been greatly enhanced with the filter gallery. Filters can be previewed within the gallery, settings saved and multiple filter effects applied at once—a real time-saver. The file browser displays expanded information on images, including source information embedded from digital cameras. Additional new multimedia and video features include pre-built templates for standard video, HD and film with both action- and title-safe guides, plus the ability to preview your files in non-square pixels.

**FOR
MEMBERS
ONLY**



"Hey there, kids! It's time for a Goofus The Glyph cartoon!"

InDesign now has built-in options for bleed and slugs when creating a new document. Preview modes can also include these items. Gary reviewed transparency vs. tints and showed the differences in the outcome of these effects. He stressed the importance of creating press-ready pdfs through Acrobat Distiller rather than directly through InDesign. And InDesign, in conjunction with Acrobat 6, now allows for the creation of interactive documents that can include audio, video and hyperlinks.

Gary Adcock is a Chicago-based digital artist and technology trainer, handling consulting projects for leading agencies, along with television and broadcast outlets. He's an Apple



"Creative Suite? We're only here for the food!" say Judy Zeddies, Sandy Gartler and Mary Badinger.

Certified Trainer and an Adobe Certified Expert in six applications. Gary can be reached through his company, Studio 37, at 312.243.3244. ■

photos: Cindy McEwen

PORTFOLIO PROFILE

In The Spotlight: ZGraphics, Ltd.

Celebrating 15 years of business, ZGraphics, Ltd. is a full-service graphic design firm offering graphic design and consultation for corporate and business-to-business communications in both print and eMedia. ZGraphics currently employs a team of six dedicated individuals

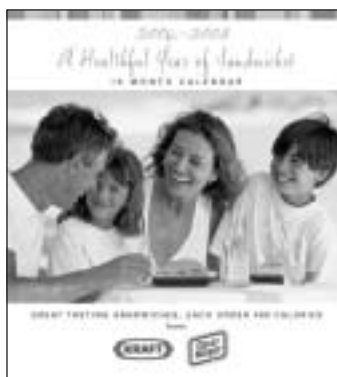
who bring diverse skills, expertise and imagination to the creation of successful solutions. Our philosophy is to be fair and honest, work hard, work smart and have fun.

Located in East Dundee, Illinois, ZGraphics serves clients in the US, Canada and Europe.

**Contact Joe or LouAnn Zeller at:
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capabilities brochure



Fox River Country Day School
magazine

C3 members are invited to submit a portfolio profile. Please contact Cindy McEwen at 312.243.3244 or email to Macindy@aol.com for specifications.



It's best if you don't ask how we create the images you ask for.
Just be happy we do.



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MEMBERSHIP

C3 HOLDS DOWN COSTS

The 2003–2004 year is drawing to a close. Renewal notices for the new year, which starts on July 1, will be in the mail shortly. Membership dues will remain at \$75. Members who joined after the start of the previous year will be charged a lesser prorated rate.

“The organization wants to offer real value to its members,” said Michael Tanimura, C3 membership director. “That means holding the line on membership costs, and giving members meaningful benefits.”

The free-to-members online profile page (see article below) is the latest benefit of membership in C3, joining the quarterly newsletter, discounted admission to continuing education programs, inclusion on the C3 e-mail list service and online member directory, and free For Members Only events. ■

LIVE FROM CHICAGO, IT'S MEMBER PROFILES

Our newest C3 member benefit is now available—at no extra charge! The initial announcement of our Online Member Profiles went out over the C3 listserv, and many C3ers are already taking advantage of this new member benefit.

The C3 Online Member Profile page is your own HTML page that you can create, modify and update as needed without any knowledge of web coding.

Our “Online Member Profile Kit” is actually a small custom application developed specifically for Chicago Creative Coalition. Downloadable from the C3 web site, the application consists of four easy to use templates. It is not necessary to know any HTML; the program prompts you for the contact information you wish to promote. You can include a brief

description of your services and up to three images.

The click of a button uploads and previews your page. When you are happy with what you see, another click sends an email request for inclusion in the C3 profile rotation.

Take a look at <http://www.chicagocreative.org/profiles> to get started and to see how members are using their profile pages to promote their services. ■

READY FOR YOUR CLOSEUP: RENT C3'S NEW VIDEO PROJECTOR

Priced a portable video projector lately? Now you can keep a grand or two in your own pocket by renting C3's own InFocus projector for that occasional presentation, speech or sales call. The price is very right: just \$50 per use. And you'll be toting one of today's most compact and powerful units, the model LP70, which is both Macintosh and PC compatible.

Just call either Michael Tanimura at 773.477.7118 or T. J. Hine at 312.829.7107 to make rental arrangements. First come, first served, of course. And yes, this terrific benefit is only for C3 members. ■

The Environment

Everyone knows Marilyn's story, about how she started a print shop in her basement (more years ago than she will admit), so she could earn an income while raising her kids. She worried about the impact of the chemicals on the health of her family and the environment, so she pressured manufacturers to develop better alternatives.

When Green Goes Digital, Everybody Wins

Years later, after being recognized as Illinois #1 Great (read Green) Printer, she has scored again.

She instituted a filmless, digital prepress front end, which takes files directly from internet uploads to proof, then to plate. This reduces costs, production time, chemical use, and wastes. As an added bonus, it also boosts print quality.

Hi-tech

You

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NEW MEMBERS

Todd Schulz, Graphic Designer/Retoucher
mail@toddschulz.com

Amy Laurenzo, Creative Services Supervisor
Chicago Bridge & Iron Company
alarenzo@cbiepc.com

Linda Cassady, Freelance Designer
linda@milkweedstudio.net

PAPER CREDIT

Like what you see? This newsletter is printed on Sandpiper Mist 70-lb. text with vellum finish, manufactured by Domtar Communications Papers, Rosemont, IL. Sandpiper contains 100% post-consumer waste fiber, and is processed chlorine-free, lignin-free and acid-free. Environmentally-sound dyes are used to create the color palette which reflects shades of earth, sea and sky.

Call 1.800.6DOMTAR for samples, or contact Kathy Karpinski at kathy.karpinski@domtar.com.

MEMBER CLASSIFIEDS

Women's 18spd Savoy Casablanca mountain bike for sale. Lifetime warranty/frame. Like-new condition. Water bottle/holder included. Red. \$100. Contact Cindy 312.243.3244 or email macindy@aol.com.

UPCOMING PROGRAMS

Annual Meeting Par For The Course

Fore! This year C3 will hold its annual meeting July 23. Of course, we've got another fun event lined up that takes advantage of all that's great about Chicago, including the lakefront at Grant Park, botanic garden pathways (watch for birdies), relaxed garden patio dining with views of that famous water hazard, Buckingham Fountain, and an opportunity to improve your short game on an 18-hole putting course. Did we hook you?

Join us at The Green at Grant Park, 352 E. Monroe St. (between Columbus and Lake Shore Drive), at 6:00 p.m. on Friday, July 23. This Par 42 putting course features multi-tiered greens and a demanding layout built to challenge the die-hards. We'll dine at 7:00 p.m. on classic American fare of salads and sandwiches, maybe a

chip or two, or even a slice of something delicious. After dinner we'll wander to the bandshell for the Friday night concert. Cost to you just \$25. We'll iron out all the details; watch for your invitation in the mail.

For the latest information on any upcoming event, check the C3 website at www.ChicagoCreative.org or call the C3 Hotline at 312.409.9945. Programs are subject to change.

TIPS AND TRICKS

Using Photoshop RGB Filters in CMYK

Some filters, like those for rendering, are disabled in CMYK mode. Here's a tip on using the filters. Work in RGB mode with CMYK preview turned on (Command/Ctrl+Y) and build your file as you normally would. When finished, convert it to CMYK.

Benefits to this method:

- Allows all filters to work
- Smaller file size
- Uses 25% less memory
- Colors will not be "lost" during the conversion

Only convert the file to CMYK when you're ready to send the file to the printer.



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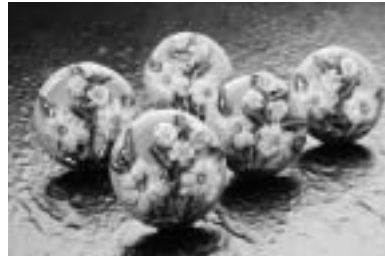
MEMBER NEWS

In January, **Steve Starr** and a friend flew to Punta Arenas, Chile to do a 7-day trek in the foothills of the Andes. They went to the renowned Torres Del Paine National Park in Patagonia and did the "W-circuit" up, over and around some of the world's most fantastic mountains, glaciers, flora and fauna.



Thinking Spring in February is the name of the button series by **Cindy McEwen** that's been selected as a finalist in the juried competition, *Bead Dreams 2004*, by *Bead&Button*. The set of buttons were entered in the handmade glass bead or button cate-

gory and depict white flowers on a periwinkle blue background. The buttons were on display at the *Bead&Button* Show in Milwaukee in May and will be published in the *Bead Dreams 2004* special issue.



Brent Brotine was in New York City in May to judge the 2004 International ECHO Awards, sponsored by the Direct Marketing Association.

Mary Wagner reports a busy quarter. One of her books is on display the annual Chicago Hand Bookbinders Exhibit at the Northwestern University Library in Evanston. And a campaign where she served as Art Director recently won a First Place award in

the 2004 Chicago Association of Direct Marketing Tempo Awards.

This series of dimensional mailings promoting Allstate small business insurance featured steaks, Cajun rubs and grill tools.



Jacki Gelb Davidoff has introduced her collection of warm, spirited art at the SURTEX Show in the Javits Center in NY. By adding licensing to her pursuits, Jacki hopes to bring people a sense of connectedness through the things they have around them, such as cards, notepads, dinnerware or towels. Her artwork has already been licensed by the American Library Association and Mudlark Papers, and her press kit contains beautiful photographs of her work taken by C3's own T. J. Hine.



Sheila Hentges recently premiered her new art collection "Denimpressions" during a two-day show in Dubuque, Iowa. Her inspiration for the collection was to rethink the box she's been in, and to explore, experiment and test the visual waters through new techniques, new textures and new color palettes. The Dubuque showing was well-received by the local press and art observers; her next exhibition will be in Loveland, Colorado on August 7-8.



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CREATIVE'S CORNER

C3 Talks With Debbie Vyskocil

Name: Debbie Vyskocil

Company: DLV Productions, Inc.

Occupation: Kinesthetic Photographer specializing in images of people.

Current Projects: Shooting a fun project with Sherry Russo and finessing details on the Jhane Barnes campaign.

Dream Client/Project: The DKNY menswear campaign on location in Asia or the Arctic Circle.

Family/Kids/Pets: Paczki, my chow/golden puppy.

Hobbies/Interests: Golfing, opera, ice cream, studying the brain, buying great boots and putting together another busi-

ness that trains cancer patients to use biofeedback.

Three Words that Best Describe Me: Persistent, energetic, optimistic.

Gadget I Can't Live Without: Palm Pilot and Martini glass.

Favorite Movie(s): *Farewell My Concubine*.

Favorite Album/CD(s): Placido Domingo *Por Amor*, Denyce Graves *Voce di Donna*

Favorite Book(s): *Choose Life*, an incredibly inspiring true story about a boy with brain cancer who conquered all the odds.

My Fantasy Is: To bring light to the average person that the power of the mind

should be taught, cultivated, and combined with western medicine to heal.

I'd Give Anything To Meet: Vaclav Havel—besides the fact he is brilliant, he has overcome imprisonment due to his beliefs to lead his country, as President, out of communism.

Prized Possession: My Paczki and my friends.

My Inspiration Comes From: The lessons of my parents, my friends, incredible people around me doing amazing things, meditation, the miracle of nature, the high from the energy of light on location, and Buddhist teachings. ■

RESOURCES

Discover An Online Outlet for Art

Since 1996, mARTketplace.com has been a resource for Chicago-area artists to promote and sell their work — both online and off. Backed by the services of MarketingMarks Corp., a marketing communications firm owned by C3 member Nate Marks, mARTketplace.com works with hundreds of artists by providing an online venue that draws more than 20,000 visitors each month.

In addition to commerce-enabled Web versions of art shows, mARTketplace.com also produces gallery shows and public space exhibitions. The company has a selection of more than 1,000 original and limited edition artworks created in a wide range of materials—photos, mixed media, oil, acrylic, canvas, paper, ceramic, fiber, etc.

This year mARTketplace.com is partnering with C3 to offer our members

an opportunity to sell their art at a gallery that will be showing our members' work exclusively.

Visit www.mARTketplace.com and discover fine contemporary artwork by local artists, some who are graduates of the School of the Art Institute and other prestigious institutions, teach art at community schools and universities, or work in a related field. ■



Chicago Creative Coalition

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