



Chicago Creative Coalition

WHERE YOU CREATE YOUR FUTURE

March 2005



Steven and Kristin display those "we always win" lawyer smiles



Jacki Gelb does her impression of Vicki Lawrence on TV's Win, Lose or Draw



Attendees took home this keep-away-from-small-children, do-not-ingest, may-stain-clothing souvenir from C3

Forty people simultaneously wonder, "Oh, #%@!, am I going to be sued?"



photos: Cindy McEwen

programs **Hot Property**

By Michael Tanimura

Intellectual Property Law was a hot topic for the C3 meeting held on Wednesday, February 16th at the Portage Park Center for the Arts. 42 attendees — including guests from Prairie State College and the American Society of Picture Professionals — were held spellbound by the testimony of attorneys Steven L. Baron, Partner, and Kristin L. Lingren, Associate, of the Chicago-based law firm Mandell Menkes & Surdyk LLC.

The question of the evening was "Who Really Owns Your Creative Work?," and Steve and Kristin expertly led the audience through the major topics of concern. Here's just some of the useful information members and guests took away:

Trademarks can be applied to words, product shapes (a Coca-Cola® bottle), sounds (the three-note NBC signature), colors, and even smells. While anyone can put the terms "TM" or "SM" (service mark) after a word, the ® mark can only be used once the trademark is officially registered with the U.S. government. Tarnish someone else's registered trademark, and you do so at your own risk — as lewd cartoonist "King Velveeda" found when Mandell Menkes & Surdyk stepped in on behalf of Kraft Foods.

Copyright law covers original, tangible works of authorship: pen to paper, music notes to sheet, a digital image. While creation itself automatically protects your rights, without formal registration you cannot sue and collect damages. It's recommended that works be registered with the U.S. Copyright Office (online at www.copyright.gov), and that all works be released with either © or the word "copyright" along with the year and owner's name. C3 member Jacki Gelb demonstrated this by creating a copyrighted illustration of Steven and Kristin on the spot!

Work For Hire is the exception to the ownership rule; the employer is considered the author of the work. This generally covers work done by an employee within the scope of employment. Independent contractors, however, can retain authorship rights if the work is not created explicitly as a work for hire.

Fair Use Doctrine allows the use of names and images for teaching, commentary, editorial, criticism and parody. Yet people have rights to their own likenesses (although celebrities and other public figures have less control) — and can sue for invasion of privacy or right of publicity. So in the spirit of legality, everyone in attendance agreed to C3 shutterbug Cindy McEwen's oral-announcement photo release.

We also heard about patents, internet domain names, photo ownership issues and licensing rights. The best advice from Steven and Kristin was that everyone should take measures to stay out of potential trouble; intellectual property battles are expensive to prosecute or defend, and often the only people who winds up winning are — as we all know — the lawyers. ●



president's letter

Decisions, Decisions

By T. J. Hine

Happy New Year! I hope this year brings us all the prosperity we deserve.

As I sit trying to ward off the cold of the winter, I am contemplating where my business is going. I am elated to say I have had the busiest January in five years. That means I have a little income to spend, and being poor my whole life, I hate to have any excess money lying about. So I am looking to expand, although I'm torn on what to do. I would like to move to a larger studio, get a second camera set-up, produce a new web site, and pursue other photographic avenues.

Not only would moving help deplete my funds, but it would give me the added work and headaches of packing a million pounds of "stuff" and carting it somewhere else and then unpacking it. I like being in new places, but is it really worth it?

I need some new equipment. I do have some on order, although what I really need is a second digital set-up. But if I get this second station, how will I make it pay off? If anyone has priced a new digital set up, you know how expensive it is. (For those who don't know the cost, a complete set-up runs around \$40K). A new web site is pretty reasonable. Who do I hire? What do I look for in a design? What is the best way to optimize the site for its full potential? Expanding also means looking for new avenues to create new photographs. I could do more tabletop, shoot portraits, or maybe people with food.

Too many questions, too many options, too many uncertainties in the future. It is exciting to think of the possibilities of expansion and very scary at the same time. I will have to give it some thought to make an informed decision, and the only way to do this is to go on vacation. Warmest wishes from Mexico. ●



Chicago Creative Coalition

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Blade Runners

By Claudia Hine

A steady drizzle didn't dampen the spirits of those party-hardy C3 members who arrived December 10th at the Millennium Park ice rink prepared to "trip the light fantastic" on their ice skates — and trip they did.

Attendees at C3's annual Holiday Party enjoyed the chance to show off their athletic abilities, proving once again that arty types should stick to art.

At this family-friendly event, the kids even got to play in the rain and show up their parents, and nobody minded one bit.

Once sufficient calories were burned, the group headed indoors for food and drink and a chance to dry out and share their holiday plans. It was a great break from shopping malls and tension headaches, and a nice opportunity for C3 members to gather one last time before year end. ●



T. J. and Claudia Hine lead off the pairs competition.

photo: Michael Tanimura



Maret Thorpe shelters husband Tim, daughters Emma and Carola and Michael Tanimura under the world's largest umbrella.

photo: T. J. Hine

Film
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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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coming attractions

New Technologies and Marketing Tactics On Tap for Spring

By T. J. Hine

After a very successful and informative program on intellectual copyright, the spring program lineup continues.

April 14: Guerilla Marketing

On April 14 there will be a not-to-be-missed program on Guerilla Marketing. C3 will sponsor a panel discussion with Margot Wallace, faculty member at Columbia College; Kelly Womer of PR firm Carmichael Lynch Spong; and Valerie Denney, communications strategist and president of Valerie Denney Communications.

We will discuss and learn strategies and services to attract potential clients.

Guerilla Marketing, a term coined by author Jay Conrad Levinson, is defined as unconventional marketing intended to achieve maximum results from minimal resources. This program will benefit every business, small to large.

We're also working on our next **For Members Only (FMO)** program, in partnership with Jeff Taylor of Quality Color. We'll be focusing on exciting new printing technologies, such as digital workflow systems and advanced software solutions. Watch for an e-mail announcement on the C3 list for date, time and content (*and if you have any suggestions for additional presenters on this topic, please get in touch with me.*)

June

After all this, we'll take time to reintroduce ourselves to other members, meet new members, and create contacts — all in a social setting — with the upcoming general meeting in June. Stay tuned. ●

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.

education

Thinking Inside The Box

By Margot Wallace

In life there are the creative people, who take risks and like it. Then there are the others, logical and cautious people who don't think like you do.

The fact is, you don't think like they do and in the interests of world peace, you should try to think their language. It's called diversity, and it's very popular these days.

Take, for example, the client who tells you he loved the business card and letterhead you designed for his consulting business. Now he has a growing company and needs new stationery, "just like the other." Nevertheless, you open some windows in the box and introduce your client to fresh ideas in identity systems. But wait. Think about

Sometimes, starting from square one means starting from the other guy's square.

him. Truth to tell, your growing client has absorbed all the fresh air he can handle for the time being. Learn to be as satisfied in his box as he is.

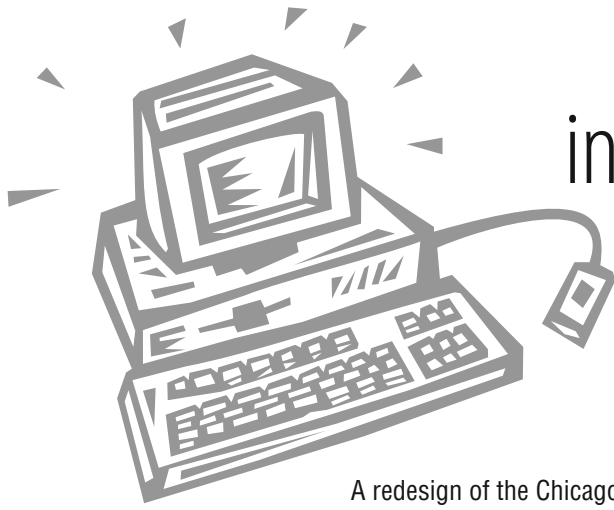
Then there's the client who asks for something you've never done before, like writing press releases or designing store displays. The challenge-ready person in you, unafraid of risks, says "I can do that." Think twice, and stay in your own box. There are times when other suppliers can do the job better. Maybe not with your unique slant, but very well. There's no need to reinvent the box.

Every once in a while clients request something foolish, which can be defined as anything contrary to your marketing or creative judgment. Does this wrench your mind into new and unaccustomed shapes, extruding new and exciting thinking out of your brain? Or do you go blank when boxed in? Sometimes, starting from square one means starting from the other guy's square.

Several years ago, a young, inventive magazine designer actually got locked out of the box. In this case, the adventurer was the client, who goaded the designer into ever more exquisite layouts. Exhilarated by the freedom, she galloped off — off the path, off the radar, into irrelevance. And she couldn't get back. She ended up with a brochure unlike any other, which thrilled the client but was totally unintelligible to everyone else. It didn't even get into her portfolio. Just because someone throws open the door of the box doesn't mean you have hurl yourself out.

Boxes are traditional and safe, and work solidly for many people in many situations. You don't have to move in with them but, when they invite you over, admire the furniture and get comfortable. ●

Education Committee member Margot Wallace is Professor of Marketing, Department of Marketing Communication, Columbia College Chicago.



internet **It's All About You: C3's Website Redesign**

By Jeffrey London

A redesign of the Chicago Creative Coalition web site is in the works and the board is discussing your professional interests. While we are still working on the specifics of design and technology, I want to let members know where we're headed.

The goal for the redesign initiative is to provide both a unique perspective on the Chicago creative community and a useful resource for C3 members and prospective members. To keep a pulse on communication arts events and issues in Chicago, we want to encourage members to keep us aware of both your own activities and area events worth knowing. We plan not just to promote C3 programs, but those from other professional organizations.

Maintaining a robust, regularly updated web site is just part of the strategy for growing C3 membership. The C3 member profile pages are an important part of our web presence, and I urge you to participate and promote your talents on your **free personal page**.

The board's discussions have prompted some key questions and concerns:

- What information is of interest to folks in the communication arts fields of design, photography, writing marketing, fine arts, and publishing technologies, and how best to collect and publish this material?
- The site must be easy to maintain, so various technologies to keep the site current and relevant are under consideration.
- Your involvement will be crucial. I now officially deputize all C3 members as "Chicago Arts Correspondents"
- Formation of a committee to collect and edit web content.

Additional concerns for the redesigned site include the need to make the site search engine friendly. One way to do this is to encourage the exchange of links with other organizations and institutions. Site links that are specific to Chicago's creative community will contribute to C3's image as a growing, active, and knowledgeable group of creative professionals.

So, now that you are all "arts correspondents" please share your ideas about what you think would be appropriate material for the coming www.chicagocreative.org web site. What mailing lists do you currently receive, and what is it that you think is unique to Chicago's communication arts community? Any thoughts you pass on will be most appreciated. ●

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FOR MEMBERS ONLY

programs **The Unvarnished Truth**

By Brent Brotine

Varnish techniques help designers add depth and interest to printed surfaces. And on Tuesday January 25, C3 members were treated to an in depth presentation that held everyone's interest, courtesy of Sappi Fine Paper and hosted at Hine Photography.

Daniel Dejan, Sappi's National Creative Specialist, conducted this standing room only presentation — with the able assistance of Amanda Hyde, Sappi's Schaumburg-based Business Development Representative. With a background as an Executive Creative Director, graphic arts educator and in-demand technical consultant, Daniel was superbly qualified to lead this informative *For Members Only* event.

The presentation was based on the "Varnish Techniques" volume of the Idea Exchange. As Daniel said early on, "humans are like crows; we like shiny objects" — and varnish can help direct the eye to wherever the designer wants it to go first. Some of the how-to nuggets that C3 members took home included:

- Use gloss varnish to increase color saturation and hue
- It's better to put a dull varnish on a gloss sheet than to put a gloss varnish on a dull finish.
- Put dull varnish around a glossy image to increase contrast
- Putting dull varnish on top of reverse type can decrease glare and increase legibility and readability.
- Spot varnishes can help highlight key areas including photography, diagrams and charts.
- Water looks more real with you use a light hit of gloss varnish with a 5% cyan tint. This also works well with beer.
- Satin varnish is a good choice to enhance objects with a natural texture: sand, rock, leather, human skin.
- Standard varnishes will yellow over time; non-yellowing varnishes can be used on posters and other pieces exposed to light over long periods.
- Don't forget to specify imprintable varnishes if, for example, a distributor's name and address must be later printed on a catalog cover.

Kudos to Francine Ziev and T.J. Hine for arranging this exceptional program. If you missed out, and would like more information, visit Sappi on the web at www.ideaexchange.sappi.com. ●



photo: Cindy McEwen

Okay, Amanda and Daniel, say "varnish!"

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portfolio profile

In The Spotlight: Robert Tolchin, Photographer



Robert Tolchin is a photo student. Although an award winning commercial photographer for 20 years, Robert considers himself a lifelong student of the art of photography. Whether visiting museums and galleries, working in his conventional or digital darkroom, or shooting personal projects, Tolchin feels his skills are always growing. He also looks to his vast collection of photo books for inspiration,

citing books by Penn, Leibovitz and Cartier-Bresson among his most treasured.

A graduate of Columbia College, Robert considers his education in fine art photography an asset in his commercial work, particularly his current passion, fine portraiture. Although experienced in all facets of still photography, he finds that more than half of his current commercial assignments involve portraiture either on

location or at his Highland Park studio. Robert's personal work ranges from studio portraiture to street photography shot digitally or with his Holga, a plastic toy camera. Examples of his personal and assignment work can be found on his web site.

Whether shooting for himself or his clients, Robert's goal is to make pictures that stand on their own, pictures that he can take pride in. Collaborating with talented designers throughout

his career, he is proud to have seen his work featured in *Communication Arts Annual*, *Print Regional Design Annual*, *The Mead Annual Report Show*, and *AR100*.

Robert Tolchin Photography
847.945.9477
robert@roberttolchin.com
www.roberttolchin.com

member news

Debbie Vyskocil is not only creating photographs for menswear and advertising clients these days, but also treating patients with biofeedback. Curative Via officially opened in October, helping patients dealing with cancer, migraines, ADHD, ADD, fibromyalgia, chronic pain, depression and addiction. Call her for a copy of her new brochure, reflecting a team effort by fellow C3 members: Marilyn Markle for writing assistance, Leah Kadamian for design, and Marilyn Jones for printing at Consolidated Printing.

Barbara Counterman recently completed Digital Boot Camp's all-day intensive training class for Adobe InDesign, designed to help Quark Xpress users make the changeover. Barbara is looking forward to putting her new skills and advanced knowledge to work.

Nate Marks reports a new e-mail address, fax and phone number for DesignMarks Corporation:
773.327.6349 voice
214.279.8693 fax
nate@designmarks.com

Jacki Gelb Davidoff recently completed two licensing projects using her watercolor and pen-and-ink illustration. For Minneapolis-based greeting card company Gina B. Designs, she created a boxed set of four valentines, plus birthday and new residence cards — displayed at www.ginabdesigns.com. And for the Chicago-based American Library Association, she created original art for a nightshirt called "Nighty Night" with whimsical images of sheep, books, cookies and more. Come June, she'll be exhibiting at

the Licensing Show in New York.

T.J. Hine, Leah Kadamian, Jeff London, Stephen Starr and **Michael Tanimura** were judges for the 2004 Illinois Parks and Recreation Association Agency Showcase Awards. The awards are given annually to recognize the best marketing communication efforts — including program guides, annual reports, logos and web sites — produced by park districts, forest preserves and recreation agencies.

Michael Tanimura has been named to the board of directors of the Japanese American Service Committee of Chicago. This non-profit agency provides comprehensive social service such as adult day care and home support care throughout the greater Chicagoland area, and presents educational and cultural programming. Their web site, www.jasc-chicago.org, was created by Michael's design firm, Silver Image Creative.

Cindy McEwen is a showcased artist in *BeadDreams*, a special collector's issue of *Bead & Button Magazine*. Cindy's floral button set was selected as a finalist in the glass bead and button category of the magazine's 2004 competition. *BeadDreams* is available on newsstands until May. ●

How to Join C3

The easiest access to a C3 membership application is through our web site: www.ChicagoCreative.org/app.htm. Fill out and print a membership application and mail with a check to:

Chicago Creative Coalition
P.O. Box 578477
Chicago, IL 60657-8477
Attn: Membership Director
E-mail questions to: C3@ChicagoCreative.org
or e-mail the membership director at: mike@sicreative.com

New Members

Ted Gibbs
Freelance Graphic Designer
turtlefrog@Comcast.net

Gerta Sorensen
Creative Director/Designer
Sorensen/London Design
gerta@sorensenlondon.com

Beth Ruark
Freelance Art Director/Designer
blruark@yahoo.com

Michelle Crisanti
MC2 Communications
Principal/Owner
mc2design@ameritech.net



You've Got Mail

Need help with a software glitch? In the middle of a tricky design problem? Want to bounce an idea off your fellow members? That's what the C3 e-mail list is here for, and it should be the first place you turn when you have a question on virtually anything creative.

Some recent discussions have included:

- How do I pull this off in Illustrator?
- Who can help me fix my computer?
- Is there a program that can get me out of my jam?
- How about an easy way to make backdrops?
- What's the best format for this web video?
- Has anyone ever had this client problem?

Remember, this is a free benefit of your C3 membership, and there can be times it's worth its weight in gold. If for some reason you aren't on the C3 e-mail list, it's an easy situation to fix — just send an e-mail to c3list-subscribe@chicagocreative.org. ●

creative's corner

C3 Talks with James DiMambro

Name: James DiMambro

Company: JimmyVision LLC

Title: President/Creative Director

Current Project: Illustrating children's book, promotional kit and branding for a local event band, Corporate event signage, Lutheran church branding

Dream Project: To be a fulltime Illustrator

Family/Pets: Wife/Fish

Hobbies/Interests: Mountain biking, softball, snowboarding, going to the movies, dancing

Three Words that Best Describe Me: Determined, Passionate and Wacky

Gadget I Can't Live Without: Palm Pilot

Favorite Movies: Pink Floyd The Wall, Office Space, The Lord of the Rings, The Bad News Bears

Favorite CDs/Recording Artists: Cocteau Twins, U2, Doors, Led Zeppelin, Jet, the Brand New Heavies, Jane's Addiction, Sade, Beatles, The Smiths, the Gorillaz and Echo & the Bunnymen

Book I'm Reading Right Now: *Geek Love*

Favorite Web Sites: Anything that is simple, dynamic and readable

I'd Give Anything To Meet: The person who invents the cure for cancer

Prized Possession: My wife

My Inspiration Comes From: Living in Chicago



Favorite Foods: Italian, Thai and Mexican

Favorite Restaurant: Ben Pao

Favorite TV Show: Currently it's *Fear Factor* for the suspense and shock value

Favorite Radio Station: XRT

Places You've Traveled To: I have traveled most of the U.S. and recently went to Italy and Paris for my honeymoon

The One Thing Nobody Knows About Me Is: I am an illustrator/painter and a domestic freak!

My Personal Style Is: Bold

Way I'd Spend A Million Dollar Lottery Prize: Pay off my debt and my family members', donate to charity, buy a larger house to start a family, buy a commercial building, and travel

I Always Find Funny: Will Farrell

Favorite Way To Chill Out: Lying in bed with my wife watching TV

The C3 Mission

The Chicago Creative Coalition (C3) is a not-for-profit organization dedicated to supporting the professional growth of our communication arts members. We provide programs on business and technology plus social and networking opportunities; all in a noncompetitive atmosphere that encourages member involvement.

Like What You See?

This newsletter is printed on C3-purchased Domtar Sandpiper Mushroom 70-lb. text with vellum finish. Paper donations for future issues will be greatly appreciated!



Chicago Creative Coalition

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