Hack-A-Thon II: A Sequel That Tops The Original

by Brent Brotine
photos Stan Kotecki

Every good sequel moves the story forward, and the second session of C3’s four-part Hack-A-Thon did just that. Held in partnership with the Chicago Web Professionals Meetup Group, 19 contributors plus leaders Steve Starr and Francine Ziev met on February 21 at the Superior Street Rehearsal Facility.

Facility host Karen Woodbury welcomed everyone to the space, followed by Mike Tanimura with an update from the first program. The Creative Brief developed in November was reviewed, and a handout of a wireframe structure for the site and home page priorities was distributed.

Agreed priorities include a vertically scrolling site with the most important material “above the fold,” a top navigation bar, and consideration given to the size of navigation links so they are easy to hit with thumbs.

Steve showcased three useful online tools for the group:
- **Web Fonts**—available from such sites as Google, Fontsquirrel and Typekit, allowing much more freedom in font choices that work well in browsers and across platforms.
- **Kuler**—an Adobe site that allows you to view colors as they will appear on the web and make your own palettes: kuler.adobe.com.
- **960.gs**—a site with grid systems that can be downloaded and placed on a layer in Photoshop, Illustrator or InDesign to guide placement of web elements.

Using the wireframe as a guide, the group developed visual concepts for the site design. Steve presented a Mood Board including the current logos, colors and fonts to aid in the process. Attendees were split into four groups; each was given a drawing pad and box of crayons so they could present their ideas for home page layout.

Jeff McNear from Chicago Web Professionals, with Becky Davis and Dennis Deacon, will be leading Part 3 of the Hack-A-Thon at 900 Chicago Ave in Evanston on April 18. This portion will be on developing a plan for technical development.
The Basics of Bartering  

Once again I am indebted to the members of C3 and the ages-old system of barter. I have successfully bartered with two longtime members, Marilyn Markle and Cathy Van Wert, to help produce a new cookbook promotional piece. The book, entitled *Hot*, will feature recipes by my stylist of 17 years, Lisa Bishop, and will be a sister book to our last cookbook, *Lime*.

*Hot* will be divided into three sections: temperature, spice, and aphrodisiac. We are in the middle of the shooting schedule and hope to have a book out soon.

I previously bartered with Marilyn and another C3 member, Susan Marx, to design and produce the *Lime* book, and it turned out terrific! I am sure Marilyn and Cathy will do the same great job.

I would like to give thanks to APA Director Stephanie Graham for twice getting us a room at Harrington College for C3 programs—last year’s Maria Piscopo lecture and the Nature of Creativity program, which takes place in March. For my end of the barter, I let APA hold its annual Peer Review Night at my studio. There were 25 up-and-coming photographers congregated in my kitchen eating, drinking, and networking as they waited eagerly to get a chance to talk with one or two of the professional photographers APA had on hand.

When we talk member benefits, the bartering system is one of the best. These two examples are not the only times I have bartered with C3 members to cut costs for both parties, and I hope to continue to do so. I like the fact that I can tap into the great talents we have in our organization.
UPCOMING PROGRAMS

Get to Know Your Creative Peers

by Nate Marks

This year’s wine and cheese social mixer for members of C3, CanDo, and guests will be held on Thursday, April 26, 6–8 pm, at Superior Street Rehearsal Studios, 2744 West Superior Street in Chicago.

Join us and we’ll compare notes on who’s working on what, who has great ideas and who knows whom. In these challenging times, you can’t be too connected, so come on by and bring plenty of business cards. Last year we had a great turnout at The Irish American Heritage Center and we’re expecting an even greater turnout this year at Superior Street. And, by the way, it is a free event and there is plenty of parking.

RSVPs will be necessary, and be sure to bring plenty of business cards.

Please RSVP to CanDo@chicago creative.org and check the C3 website for more information.

Mark your calendar
Wine and Cheese Social Mixer
Thursday, April 26
6–8 pm
Superior Street Rehearsal Studios, 2744 West Superior Street, Chicago

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CanDo Dinners

Mark your calendars for upcoming CanDo 2012 dinner dates.

April 19
May 17
June 21

Time 6 pm
Location New China Buffet, 3246 West Addison Street, Chicago

For more information visit www.ChicagoCreative.org. or contact Nate Marks at nate@AD-BIZ.BIZ.

How to join C3

The easiest access to a C3 membership application is through our website: www.chicagocreative.org/member app.php. Pay online through PayPal or contact mike@sicreative.com for a membership application to fill out 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@Chicago Creative.org or to the Membership Director: mike@sicreative.com
ANNUAL HOLIDAY PARTY

Just the Climate for Holiday Fun

by Michael Tanimura
photos T. J. Hine

There was no discontent voiced about the winter at C3’s annual holiday party, held on December 10 at T. J. Hine’s studio (the veg-o-matic of spaces—he shoots, C3 meets, we party!). Not only had the weather been mild—Chicago still had not felt a measurable snowfall—but who could complain amidst such holiday spirit?

Although there was no roaring fire (didn’t need it: nice weather, remember?) there was no time to mark its lack as all guests (and hosts) fell to creating holiday gift wrap with brushes, fingers, acrylics and mayhem. At evening’s end some 60 running-feet of abstract, patterned and representative art was split up amongst the party-goers to take home and use as they saw fit. Who knows? Some may yet be hanging on a wall or appear on eBay.

There were many holiday highlights to mark in memory. One surely was the arrival of a guest on bicycle so enwrapped in balaclava, scarf, hat and hood and helmet (yeah it was mild for winter, but still cold to ride a bike five miles, you know?), that it took minutes of undressing before we found that George Berlin was in the house.

The food was as as varied as the guests themselves, but almost all agreed that the hit of the evening was Danielle (by way of Leah and Kevin) Kadamian’s Dutch apple pie. Ahhh … butter and sugar were never put to such good use.

Much fun was had at the White Elephant Gift Swap, where re-gifting met laughter, and all presents went to a new, if not a better, place. In a perfect example of one person’s trash being another one’s fodder, the most sought-after item was a plastic pig with wings. This effigy of an old saying changed hands five times before being won by David Atwood (Blanca Robledo’s husband), who we hope hasn’t been permanently banished (pig in hand) to their unfinished Iowa homestead.

In all, it was a wonderful evening, and a great way to start the holiday season. The only way to make it better next year? Get more C3ers to attend, so there will be more variety in food, art and laughter.

C3 Newsletter Advertising Opportunities

The C3 newsletter is published quarterly from September to July and reaches a wide range of communication arts professionals. Display and classified ads are available to members and non-members.

For more information contact Cindy McEwen at macindy@aol.com.

Like what you see?

Ink Printed digitally on Xerox 700.

Paper This newsletter is printed on Mohawk Options 80# text, 100% PC white. A 100% PCW paper with an exclusive Inxwell process to give the color of ink more pop without having to print on a coated paper.

Process The digital press uses waste-free toner and no fuser oil. The process is 100% chemical free—printed courtesy of Consolidated Printing.

Sponsorship Programs

C3 offers both members and non-members an opportunity to place products and services before of our membership through two Sponsorship Programs: an Individual Program Sponsor and an Annual Sustaining Sponsor. For more information, contact Nate Marks, Sponsorship Director, at nate@AD-BIZ.BIZ
Making Your Work Fit You and Your Studio

by Brent Brotine
photos Stan Kotecki

Most of us know Lou Russo as an accomplished commercial photographer, but as we learned on January 26, he’s now looking at people from an orthopedic point of view. Lou is now in his third year working as a Physical Therapy Assistant at Swedish Covenant Hospital, licensed to treat people in need of rehabilitation from surgeries, strokes, pain, weakness and injuries.

At our January FMO program, Ergonomics for Creatives, Lou explained to 14 eager C3 members how to improve their work habits, reduce fatigue, and enjoy greater creativity and productivity. Lou covered how to arrange our workspaces, maintain good body posture, avoid discomfort, and do simple exercises that combat fatigue.

Some of Lou’s tips included:

- Poor work habits like slouching, typing with bent wrists, resting wrists on the desk edge, or turning your head to the side to view your monitor can cause repetitive strain injuries.
- Don’t dangle your feet; keep them flat on the floor or a stable footrest.
- Sit at arms length from a monitor positioned at eye level.
- Make small adjustments to your posture every 15 minutes, and stretch and walk around for one to two minutes every hour.
- Don’t just move a mouse with your wrist; allow your forearm, wrist and hand to move together.
- Avoid eye strain by getting up to look down a long hallways for seven minutes every hour.
- And most important of all, consult a qualified health professional if you feel any aching, numbness, or tingling in your arms, wrists or hands.

Thanks and Appreciation to...

Francine Ziev and Steve Starr for coordinating the C3 Web Redesign Hack-a-thon series. And to Mike Tanimura, Jeff London, Jason Feinberg, Marilyn Markle, Lila Stromer, Jeff McNear, Dennis Deacon, and Becky Davis for their contributions and participation.

Karen Woodbury for arranging space for the Hack-a-thons and the upcoming CanDo Social Mixer.

Susan Marx for coordinating the Ergonomics for Creatives program.

T. J. Hine for the use of his studio for our board meetings and programs.

Membership Top Ten

The top ten reasons to join C3 (or renew your membership):

10. Social events and outings.
9. Reduced rates for C3 Program events.
8. For Members Only workshops at a special $5 rate.
7. Members-only e-mail list for exchanging ideas.
6. Profile Page on the C3 website for promoting your business.
5. Professional exposure with your free listing in the C3 On-Line Directory.
4. Quarterly printed newsletter with free and discounted advertising space.
3. Mentoring opportunities.
2. No-cost job postings plus Premium Listing at the Big Shoes Network website.
1. It’s easy! Just go to www.chicago creative.org/memberapp.php and pay online through PayPal.
Web design • Site overhaul • Training

- logical content organization
- clear intuitive navigation
- structural and visual balance
- fluid expansion
- ease of maintenance
- vector illustration
- site owner support

Jeff McNear
Plasterdog Productions
847.849.7060
jeff@plasterdog.com
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Michael Tanimura served as a member of the 2012 Japanese American Leadership Delegation in early March. He was one of ten Japanese American leaders from across the country selected to travel to Japan to meet with top officials to further develop the U.S.–Japan relationship and establish a meaningful role for Japanese Americans.

For the first time in program history, the delegation visited the city of Sendai in the Tohoku region to show support for the region devastated by the Great East Japan Earthquake and learn from those living there. In Sendai, the delegates participated in a symposium sponsored by the Japan Foundation Center for Global Partnership and the U.S.-Japan Council focused on empowering civil society in Japan. The delegation also visited Tokyo for a variety of exchanges with high level leaders.

Marilyn Jones welcomed Senator Richard Durbin, Alderman Mary O’Connor, and staff members Lisa Ryan and Jason Hernandez to Consolidated Printing Company in February. Their tour focused on the toxicity and pollution of printing and how Consolidated’s Printedgreen® process eliminates all forms of air pollution, petroleum, heavy metals, phthalates and carcinogens.

Cindy McEwen has two jewelry pieces featured in a new Lark book publication Showcase 500 Beaded Jewelry: Photographs of Beautiful Contemporary Beadwork. One features her Shanghai Impressions beads and the other highlights her Cinderella Night beads. The book will be released in August but is available now through Amazon at a discount price. http://amzn.to/z6tZH2

Victor Powell of Powell Photography, Inc. was awarded a project for Kraft Foods to shoot video profiles of four suppliers for use on the company’s new diversity web site. Working as producer/director/editor, Victor and his team so impressed Kraft’s in-house producers that he is now a preferred vendor for future opportunities.

Claudia Hine and two partners have formed YTC Media Inc. to purchase the shuttered Paper, Film & Foil Converter magazine, which the new corporation is reviving as an entirely online resource for its readership of package printers.

George Berlin kicked off the “Monsters of Art” tour at the Belmont Luxury Residences on Sheridan. This monstrously huge and monstrously awesome monster-themed art extravaganza of acrylic works included a huge watercolor, 12 feet of video art and a sculpture.

Kathleen Kearns, Principal of Kearns Design Group was a judge at the 2012 IPRA/IAPD Agency Showcase. The Agency Showcase is a spirited competition spotlighting bright ideas exhibited by park, recreation and conservation agencies. This professionally judged competition recognizes Illinois agencies for their marketing and communication efforts ranging from print to multimedia.

David Tanimura’s artwork was included in a February show benefitting Uncanny Terrain—a documentary film project by Junko Kajino and Ed M. Koziarski (www.uncannyterrain.com). The filmmakers spent the 2011 growing season filming the organic farmers of Fukushima, Japan who are battling to reclaim their land and livelihoods after the earthquake, tsunami, and subsequent fallout from the meltdown of Fukushima Daiichi, a nuclear power plant that continues to threaten the lives and livelihood of area farmers.


Lila Stromer will be showing her photographs at “Arts In The Park” this spring at Bridgeview Bank’s Lincoln Park branch. The exhibit also features a painter and a mixed-media artist, and opens April 12.
C3 Talks with Dennis Deacon

Name  Dennis Deacon
Company United Airlines (Contractor); Freelance as well
Occupation Web ‘of all trades’ Designer/Developer/Marketer
Current Project  Contract work at United Airlines
Dream Client  Clients who know their business (not delusional), can effectively communicate their business benefits, weaknesses and audience, and let me earn my money by providing solutions to solve their online problems
Family/Kids/Pets  Happily married (20+ years), no children or pets
Hobbies/Interests  Besides the web, photography, travel, history (personal nostalgia), cycling, food (can’t you tell?)
Three Words that Best Describe Me  Passionate, Spoiled, Fun
Gadget I Can’t Live Without  My Android Phone. Has almost replaced my iPod. Does everything (almost)
Favorite CDs/Recording Artists  Oy, very diverse. Chicago, Lenny Kravitz, Creed, Chuck Mangione (Live at Hollywood Bowl), Maynard Ferguson, Count Basie, Dean Martin, Van Halen, James Taylor, Kenny Rogers, Bach, Tchaikovsky, anything 80s, baroque
Favorite Movie  What Lies Beneath, It’s a Mad Mad World, Airplane, Night at the Opera, anything Hitchcock
Favorite Food  Italian, comfort food (did someone say grilled cheese sandwiches?), Thai
Favorite Restaurant  Home. Most restaurants have disappointed me in consistency. My wife is the best chef around
Favorite TV Show  Who’s Line is It Anyway (Improv)
Favorite Radio Station(s)/Air Personalities  NPR (Scott Simon). For music, I just go with some Internet radio feed or iPod
Favorite Way to Chill Out  Going for a photo walk with my wife at the Chicago Botanic Gardens

New C3 Members

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