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July/August 2004

guildlines

Bimonthly newsletter of the Albany Chapter of the Graphic Artists Guild



Chapter Revving up for DESIGNathon

SEPTEMBER 11 / 9 am / SAGE COLLEGE OF ALBANY

Excitement is building for the Albany Chapter's first annual DESIGNathon, due to the driving force behind the event, chapter vice-president **Joanne Beckmann**, who is also serving as its coordinator. Five non-profit organizations will be participating in the event, which will take place **Saturday, September 11**, at 9 am, in the Graphic Arts Building at the **Sage College of Albany**. Organizations that will be receiving donated services from Guild members and Sage graphic design students are **Advocates for Children of NYS (CASANYS)**, **Capital District Community Gardens**, **Family Planning Advocates of New York State**, **Food Pantries for the Capital District**, and **Peppertree Rescue**, an animal welfare organization.

Guild members who have volunteered to help organize the event are **Joanne Beckmann**, **Dan Kittay**, and **Lianne Webster-Kim**, client coordinators; and **Sue Gutbezahl**, public relations.

Chapter member and past president **Matt McElligott**, who is an assistant professor of graphic design and illustration at Sage College, has volunteered to be the student coordinator. It is through his efforts that Sage has generously agreed to the use of its facilities for DESIGNathon. As Sage's Art and Technology Coordinator, Matt will also serve as lab coordinator on the day of the event.

Guild artists who have signed on to donate their services are **Susan Mathews**, **Chrisine Quaglieri**, **Heather Rockwood**, **Bonnie Roll**, **Heather Swartz**, **Lianne Webster-Kim** and **Kim Rowan**, (graphic designers); **Matt McElligott** (illustrator/graphic designer); **Rachel Perls** (illustrator/production artist); **Bill Dhalle** (graphic designer/photographer); **Deborah Kantor** (photographer/writer/editor); and **Dan Kittay** (writer/editor).

In addition to receiving professional help to create their communication materials, the participating organizations will be able to attend two free seminars, both geared to the needs of non-profit organizations. *Buying Printing* will be presented by Dave Benny of **Printing Services of New York, Inc.**, and *Mailing Basics* will be given by Mailpiece Design Analyst Michael Kindlon of the **U.S. Postal Service, Albany District**.

All DESIGNathon participants—the five organizations, Guild members, Sage design students, and others who donate their time, talent, or services to the event—will receive a free DESIGNathon t-shirt, designed by **John MacDonald** and generously donated by **JCB Specialties, Inc.**

To volunteer at DESIGNathon or for further information, contact **Joanne Beckmann** at designathon@nycap.rr.com or 518-439-0859.

InDesign Workshop

SAGE COLLEGE OF ALBANY

Graphic designer **Lisa Casciotti** of the Albany Chapter will conduct a workshop, *Transitioning to InDesign*, at the Sage College of Albany in August. The exact date has not been set yet, so please watch your e-mail for details. Lisa will lead participants through a project to cover the basics from document setup to print readiness. While creating the project, the group will learn the unique design, typesetting, and production features of *InDesign*. The workshop will be particularly helpful to designers participating in DESIGNathon, since Sage's computer lab is equipped with *InDesign*, not *Quark*, software.

The workshop is free for DESIGNathon participants and full-time Sage students with ID; \$20 for Guild members, and \$40 for non-members. For more information, contact Lisa at lcasciotti@nycap.rr.com.



Bird Watching at the Beach, ©2004 Barry Batinkoff, Custom 'Signature' Photographic Art.

Insights on Freelancing from Guild Artists

Part 2: Web Designer Bill Dhalle

Reported by Lianne Webster-Kim/Written by Deborah Kantor

This is the second in a three-part series on artistic freelancing, featuring three successful Guild artists who presented their work and insights at the Three-Artist Panel held on March 31, 2004. The final installment, to appear in the September/October issue, will feature illustrator Matt McElligott.

Bill Dhalle of Troy, NY, specializes in web design, but his diverse design background encompasses print, video, and photography as well. Possessing a passion for technology, Bill is also a Macintosh consultant and a member of the Apple Consultants Network.

Having a lifelong interest in transportation as well as art, Bill worked for seven years as a train dispatcher for Conrail before *continued on page 2*

*president's letter



PHOTO BY JOSEPH SCHUYLER

Play with people who are better than you. —Karen Salmansohn

Dear members and friends,

This being my last letter as Albany chapter president, I considered writing a long and eloquent thank-you to all who have been instrumental in the chapter's success. The thank-you would take far more room than I have here. And I think you all know who you are and what you do to further the Guild's mission of advocacy for graphic artists—whether you get listed in the newsletter or not. More importantly, I'd like to use the allotted space to share some last words:

1. The chapter's new leaders are very promising, and I encourage you all to participate in the Albany Chapter's future. Officers Lianne, Joanne, Heather, and Kim are a dynamic group, and with our dedicated committee chairs, this chapter is bound for success and further growth.
2. If you look on the chapter web site, you will see that many Guild members do not have a web site listed. Having an attractive, focused web site and letting your current and potential clients and colleagues know you have one is critical to success in today's business climate. People have come to expect the immediacy they can only find on the Internet. Your web site can show your unique talents and provide valuable information. If you don't know how to create your own site, consider contacting a colleague in the Guild for help.
3. This is the age of design and creativity. The predominance of manufacturing by machines has freed us to dedicate more time to design. And, as our world gets bigger through globalization, it is necessary to see and synthesize the bigger picture—another form of right brain activity.
4. Copyright is sexy. It is now a topic on talk-shows as well as the Guild radio panel on WAMC. Now is the time to push back against detractors (yes, there IS an anti-copyright society!!!) and make our needs known. Use it or lose it.

Thanks again to everyone who challenged and supported me as president over the past four years. I can honestly say you are all better than I am.

—Susan

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Insights *continued from page 1*

deciding he needed a change. At SUNY Oswego, computer art/design was never presented to him as a career path. He learned to make computer art by experimenting and teaching himself how to use a Mac, *Photoshop 4*, and *Canvas*. An early adopter of the Internet, he made his first site using the free page compositor in Netscape. Much to his surprise, he discovered people needed his talent and were willing to pay for it!

At Bill's first design job, a broadcast designer for WTEN-TV, he learned to work under very tight deadlines. Forever experimenting, he did a lot of the work on his own laptop, since the station's computers couldn't do what he wanted them to. He later moved on to Sundazed Music, a 1960s reissue record label, where he redesigned album *continued on page 3*

Guild Disaffiliates from UAW

On May 12, 2004, the members of the Graphic Artists Guild voted overwhelmingly to disaffiliate from The International Union, United Automobile, Aerospace and Agricultural Implement Workers of America (UAW). This was an important decision that will have a profound effect on the future of our organization. Thanks to a phone campaign conducted by our board urging members to vote, the Albany Chapter's voting rate on this issue was unusually high; about 2/3 of the Chapter's eligible voters cast their ballots—twice the national Guild average. Despite disaffiliation, the Graphic Artists Guild will continue, as an independent union of creative professionals, to provide the strongest voice for visual artists in North America. Watch for more details about the impact of disaffiliation in the *Guild News*.

THANKS!

Please join us in our appreciation of the following persons and businesses whose generosity and good service enhance our chapter experience:

Guildlines—*May/June Issue*
Digital Imaging Technologies
(518.885.4400) for donating the printing.

Lianne Webster-Kim for printing coordination.

Jeanne Benas and Lisa Casciotti for fulfillment and mailing.

Chapter Retreat
Sue Gutbezahl for hosting.

Ad Facs Business Expo
Todd Mosher and Mike Burrows of Zone 5 Graphic Services for donating, setting up, and taking down our display booth.

Lianne Webster-Kim for coordinating our participation in the Expo and producing our ad for the *2004-05 Guide to Marketing Resources*.

Joanne Beckmann, Sue Gutbezahl, Dan Kittay, Bonnie Roll, Heather Barclay Smith, and Lianne Webster-Kim for staffing our information booth.

Susan Mathews for coordinating our seminar speakers.

Rick Kessler of Digital Imaging Technologies and Chapter members **Doug Bartow, Polly Law, and Susan Mathews** for preparing our *Why Hire a Graphics Professional* seminar.

RETRACTION

In the May/June issue, the following statement was erroneously attributed to Susanne Murtha: *For non-profit projects with tight budgets, try to find free images wherever you can, such as newspapers and historical archives.* Ms. Murtha did not say this; she promotes hiring and adequately compensating professional artists to create original images. This oversight occurred due to the failure of the editor to have the copy verified prior to publication. The editor regrets causing Ms. Murtha any embarrassment or offending any Guild members.

*member news and benefits

::welcome::

Please welcome our newest members:

Meiji Chen, a student graphic designer from Troy, NY

Robin Snyder Dailey from Delmar, NY

Jan C. Ellstrom, a graphic designer from Troy, NY

Susan Hester, a graphic designer from Hyde Park, NY

Colleen Mairead Hughes, a web and graphic designer from Cornwall, NY

Daniel M. Kittay, a web designer/ animator from Niskayuna, NY

Joshua Rassin, an artist from Albany, NY

Heather Swartz, a graphic design student from Poestenkill, NY

::changes::

Effective July 1, **Lianne-Webster Kim** started her term as our new chapter president and **Joanne Beckmann** became vice-president. Former president **Susan Mathews** has become an at-large member of the international Guild's Executive Committee.

During Susan's four years as chapter president, she exemplified the best in leadership qualities—calm, efficient, professional, and unafraid to tackle tough issues. Able to motivate and encourage others, she was especially good at welcoming new members and getting them actively involved in the chapter. A pleasure to work with, she always responded promptly to our questions and problems—no matter how busy she might have been. And, she always pitched in good-naturedly to help whenever needed; much of the work she did for the chapter was behind-the-scenes. The chapter's reputation for excellence in programming has been largely due to her efforts. Susan's shoes will be difficult ones to fill, yet before moving up, she made sure there was someone on board capable of growing into them—another demonstration of her dedication and thoroughness.

Insights *continued from page 2*

covers for CDs—a task that frequently forced him to make something from nothing. In 2000, American Express featured Bill's redesign of Sundazed's web site in a national TV commercial. Increasing freelance work and a growing clientele led to the decision to start his own business, SUBLEVEL 3 Design Works.

The designer and web master of the Albany Chapter's web site, Bill offered helpful advice to would-be web designers:

- Easy navigation is the key to good web design—especially if the site is meant to help generate revenue;
- Sites need to be able to work on any type of computer;

- Avoid lots of bells and whistles; and
- Before starting a site design, learn about your client's business and its site's target audience.

If you are designing your own business site, he recommended that you list your clients, show other projects you've worked on, and create links to client work.

If you are a graphic designer who doesn't have any clients yet, Bill suggested doing projects for yourself or for imaginary clients to build a portfolio. And finally, never stop learning, even after you get the design job of your dreams!

When he's not working, Bill enjoys making scale models, a hobby that often incorporates both industrial and graphic design.

Susan has been a strong and vocal advocate for our chapter both locally and nationally. In her new role, she will continue advocating for all graphic artists in the Guild. It's comforting to know that we will have a familiar face looking out for our best interests at the national level—it's even more reassuring that it will be Susan's.

::wet paint::

Roberta Lawrence of Albany started a new job in June as graphic designer at the Glenmont, NY office of the National Association of Professional Insurance Agents (PIA), an organization that serves and advocates on behalf of independent agents. She is also continuing her freelance business, RobertaDesign.com, utilizing the assistance of production artists from the Guild. RobertaDesign.com provides design services for print and web, creating pleasant environments for work and play.

A Conversation with Our New Chapter President

by Deborah Kantor

On a brisk May afternoon—between rainstorms—**Lianne Webster-Kim** and I sat on my front porch and talked about her soon-to-be job as our chapter's new president. From this conversation emerged several initiatives she would like to implement during her presidency, as well as some existing ones she would like to see expanded.

One of her foremost goals is to collaborate with other local creative organizations. "We could be sharing our knowledge and resources with other groups of professionals. For example, co-sponsoring events would provide us with more educational opportunities."

Lianne would also like the chapter to be more informed and involved at the advocacy level. A start would be to better educate members about protecting and getting fair compensation for their work—to expand on such initiatives as the chapter's copyright panel on National Public Radio. She would like to push the chapter to a new level of involvement on advocacy issues. "Located in the state capital, the Albany Chapter is positioned to be more pro-active—to take our concerns to our legislators."

She also has some ideas for enabling members to get more work. One is developing a widespread campaign to promote the chapter's Hotline to area businesses as a resource for obtaining professional creative services. Another is to sponsor a seminar on how to successfully bid for government work.

As president, Lianne wants to do what's right for the chapter as well as for the Guild as a whole and promises to lead with honesty and integrity. Somewhat apprehensive about being younger than most past presidents, she plans on drawing upon the wealth of knowledge and experience that the more senior members possess. She is excited about working with our new vice-president, **Joanne Beckmann**, whose energy and innovative ideas, already evident in the creation of DESIGNathon, will be real assets to the chapter. Should she be worried about filling **Susan Mathew's** shoes? Not according to Susan: "Lianne and I have talked frankly and she is fully aware my shoes are small. Seriously, I am completely confident in Lianne's ability to lead the chapter."



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::mission statement::

The Graphic Artists Guild promotes and protects the economic interests of its members. It is committed to improving conditions for all creators of graphic art and raising standards for the entire industry.

Check out the new

Featured Artists
on our web site,

<http://albany.gag.org>

mid-July to mid-August Matt McElligott

mid-August to mid-September Chris Valcik

*calendar

July 5, Monday. No Chapter Meeting.

July 9, Friday. Newsletter Submission Deadline.
September/October issue.
Contact dkantor@nycap.rr.com.

July 15, Thursday. Midsummer Mixer, 6:00 pm.
Bailey's Café, Saratoga Springs.
Contact lmw@alum.rpi.edu.

August 2, Monday. Chapter Meeting, 6:00 pm.
Sage College of Albany, Room 101.
Contact lmw@alum.rpi.edu.

August (date TBD). *Transitioning to InDesign.*
Sage College of Albany. Free workshop for DESIGNathon participants (see page 1) and full-time Sage students with ID, \$20 Guild members, \$40 non-members.
Contact lcasciotti@nycap.rr.com

September 11, Saturday. DESIGNathon, 9:00 am.
Sage College of Albany, Graphic Arts Building.
Contact designathon@nycap.rr.com or 518-439-0859.

September 13, Monday. New Members/
New Officers Dinner, 6:00 pm.
(Watch web site and e-mail for details.)