



guildlines

Bimonthly newsletter of the Albany Chapter of the Graphic Artists Guild



Insights on Freelancing from Guild Artists

Part 3: Illustrator Matt McElligott

Reported by Lianne Webster-Kim
Written by Deborah Kantor

This is the final of a three-part series on artistic freelancing, featuring successful Guild artists who presented their work and insights at the Three-Artist Panel held on March 31, 2004.

The evening's highlight was illustrator/author **Matt McElligott** reading his latest children's book, *Absolutely Not*, the story of a pessimist and an optimist whose opposite views of the world are portrayed visually by Matt's optical illusions. He also explained the process he used to create the illustrations, a combination of traditional media and digital enhancement in *Photoshop*. Matt's favorite projects have been illustrating children's books because they allow him to be very creative. He finds inspiration and models everywhere, including personal experiences and family members. He enjoys imagining, "What if this had happened instead?" and looking at things from different angles.

Matt, who runs his own business as well as teaches in the Graphic Design Department at Sage College of Albany, started drawing at age 4. While at Alfred University, he realized how much he loved to draw, especially humorous illustrations and pictures that tell a story. After college, when he found it difficult to find work, he invented assignments for himself to keep in practice and round out his portfolio. He worked for a while as a technical illustrator and later created storyboards for TV commercials, a tough job with tight deadlines that didn't pay well; however, it taught him how to draw quickly and use new techniques.

continued on page 2

New Members/New Officers Dinner

MONDAY, SEPTEMBER 13 / 6 pm / ALBANY PUMP STATION

Join us when the Albany Chapter kicks off its "new year" with the New Members/New Officers Dinner on **Monday, September 13** at **6 pm** at the **Albany Pump Station**. Come meet several new members who have joined during the past year. We will also be introducing our new President **Lianne Webster-Kim**, who took office over the summer, as well as new

board members. All members attending will have the opportunity to introduce themselves and give a short description of their specialties.

The evening will begin with a half hour of socializing while enjoying C.H. Evans Brewing Company's famous beers and ales or other beverages from the cash bar. A buffet dinner will follow at 6:30 pm. The menu will include a Crudites Platter, the House Salad, Mediterranean Tortellini, Pasta Primavera, Chicken Stir Fry with Peanut Sauce on the side, and Sorbet.



Corning Preserve. ©1990 Roberta Lawrence.

The price of the dinner is \$22 for members and \$27 for non-members and covers food, tax, and gratuities. Guests are responsible for their own bar tabs. Dinners must be **pre-paid** by **September 8**, either by using PayPal at the Chapter Web site, www.albany.gag.org, or by mailing a check (made payable to *Graphic Artists Guild*) to **Heather Rockwood** at 1122 Sumner Ave., Schenectady, NY 12309. Driving directions to the Pump Station can also be found on the Web site.

DESIGNathon Event Postponed

President **Lianne Webster-Kim** has announced that the chapter's first ever DESIGNathon, scheduled for Saturday, September 11, 2004, will be postponed until some time in 2005. She and Joanne Beckmann made this decision so that questions about non-profit clients reusing materials created expressly for DESIGNathon projects could be thoroughly explored and answered.

"I truly appreciate the time and effort put forth by several volunteers, especially **Joanne Beckmann**,

John MacDonald, and **Matt McElligott**," she says, "and hope that we can build upon the foundation they've set to make this event not only happen, but also be enjoyable and educational for everyone involved."

If you have any questions, concerns, or are interested in participating in the event's planning, please contact Lianne at lmw@alum.rpi.edu. Watch your e-mail and future issues of *Guildlines* for more details about the rescheduling of the event.

*president's letter



Photo by Deborah Kantor

Dear Members and Friends:

I am pleased to announce that the International Board approved its 2004 operating budget during its teleconference on July 23 and that the Albany Chapter will receive nearly \$2,000 in financial assistance by the end of the year. This is in large part due to the meticulous efforts of our Treasurer, **Heather Rockwood**. I'd like to take this opportunity to publicly thank Heather for the valuable work she does for our chapter.

We've had three personnel changes at the local and International levels. First, on behalf of the entire chapter, I'd like to thank **Bill Dhalle** for serving as our Webmaster for the last two years and for spearheading the redesign of our Web site. Second, I'd like to welcome our new Webmaster, **Dan Kittay**, to the board. Third, **Staciellen Heasley** has resigned as the Guild's Executive Director. Although many of her efforts have gone unseen and unsung, she has done a tremendous job in getting our organization back into financial stability. I am pleased to report that our own **Susan Mathews** is on the search committee to hire the new executive director. Based on her past leadership locally, I am confident in her ability to help select the right candidate to oversee the Guild.

I hope you've found time this summer to enjoy all the Capital, Catskill, and Adirondack regions have to offer. Some of you took a short break in July to attend our second annual Midsummer Mixer at Bailey's Café in downtown Saratoga. I think I can speak on behalf of everyone who attended that it was an evening filled with good food, stimulating conversation, and opportunities to network and learn from other creative professionals. If you missed it, I encourage you to attend our New Members/New Officers Dinner on Monday, September 13. Please, come and introduce yourself to the Chapter Board and meet some of our members. I look forward to seeing you there!

Sincerely,
Lianne Webster-Kim

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continued from page 1

Matt became involved with the Guild, where he met other designers and gained exposure for his work; one of his pro bono illustrations became a cover for the national *Guild News*. A past president of the Albany Chapter and its first Webmaster, Matt has used what he learned from the Guild to promote himself and his new book.

Matt escapes by traveling to such places as Scotland, Croatia, Zimbabwe, Venice, and Switzerland. Travel frees him to take the time to draw for the fun of it. In his sketchbooks, he captures the places he visits in a way that photography cannot.

Digital Page Tour to Be Rescheduled

The members' only Digital Page tour, originally scheduled for June 18, was postponed due to insufficient response.

We do plan to reschedule this event sometime this fall. Please keep watching for your invitation in the mail!



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THANKS!

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

Guildlines—July/August Digital Imaging Technologies (518.885.4400) for donating the printing.

Lianne Webster-Kim for printing coordination.

Jeanne Benas, Lisa Casciotti, and Sue Gutbezahl for fulfillment and mailing.

Digital Page Tour
Lianne Webster-Kim for coordinating the event.

E.R. Spada of Digital Page (518.446.9129) for printing and providing postage for the invitations.

Midsummer Mixer
Lianne Webster-Kim for coordinating the event.

Bailey's Café, Saratoga Springs, NY (518.583.6060) for great accommodations, food, and service.

Exhibits of Interest

Norman Rockwell Museum
Hometown Hero, Citizen of the World

The Norman Rockwell Museum in Stockbridge, MA, is featuring Rockwell's powerful later work that documents a changing America—from the civil rights movement to space exploration. Now through October 31. Details at www.nrm.org.

Opalka Gallery
Roy Kuhlman: The Grove Covers

The Opalka Gallery at the Sage College of Albany will feature a major selection of the 750 covers that graphic artist Roy Kuhlman designed for Grove Press books from 1954 through 1978. The exhibit runs September 9 through December 10, with an opening reception on Friday, September 17, from 4:30 to 7:00 pm. Details at www.sage.edu/SCA/opalka/.

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Guildlines is published every other month by the Graphic Artists Guild of Albany for the benefit of its members. The opinions in *Guildlines* belong to the contributor and may not be those of the International or Local Boards. All articles, letters, art, ad inquiries, complaints, and other editorial material should be sent to

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*member news and benefits

::welcome::

Please welcome our newest member: **Annamarie Gorcyca**, a graphic designer from Mechanicville, NY

::changes::

Bill Dhalle has resigned as chapter Webmaster, due to the demands of his new job. We thank Bill for his time, technical expertise, and especially for his redesign of our Web site, which gave it a crisp new look.

Dan Kittay, a Web designer and freelance writer, has generously volunteered to assume the duties of Webmaster. The owner of Kittay New Media, a Niskayuna-based Web development and freelance writing firm, Dan's Web clients include both large companies and sole proprietors. (Read more about Dan below.)

::introducing::

Dan Kittay (www.kittaynewmedia.com) has designed and developed Web sites for local and national companies and organizations. He considers his background in journalism to be helpful for his Web designing. After employing his interviewing skills to learn as much as possible about a client's work, he then uses that information to build a site that accurately reflects the client's business.

Dan also contributes articles to *The Business Review* and *New York State Bar News* and writes on technology for *Bar Leader* magazine, a publication of the American Bar Association. He is editor of the *Bar Executive*, an online newsletter for the National Association of Bar Executives. When not working on Web sites or writing, Dan is a musician and photographer. He is also an avid railroad buff and can often be found trackside watching the trains go by.

::wet paint::

Doug Bartow, a principal of id29 design & marketing in Troy, NY, announced that the firm was recently hired by Troy Pub & Uncle Sam Brewery to rename the company and overhaul its brand design. After working with President Garrett Brown to rename it Brown's Brewing Company, id29 developed an extensive toolbox of assets—a new company identity, marks for its facilities (The Taproom and Revolution Hall), ale and lager labels, menus, placemats, tap handles, environmental design and signage, and an array of marketing communications. id29's design and creativity have given Brown's Brewing the credibility, memorability, and

character it needs to secure a strong position in the competitive realm of American craft brewing.



Cover Design by Lauri Baram

Lauri Baram's firm, Panarama Design of Clifton Park, NY, received a merit award in the 21st Annual Healthcare Advertising Awards from *Healthcare Marketing Report* for the design of MVP Health Care's *Healthy News*.

Lauri was also recently interviewed by *Violet*, a new publication in New York's Capital Region "empowering women with information on health, beauty and life issues." Read her answers to questions about her inspiration

and motivation, a typical day as a designer, and advice for others starting their own businesses at http://www.panaramadesign.com/Profile_page2.html.

Cecilia Hochmuth has been promoted to Senior Graphic Designer at the New York State Credit Union League in Albany, NY. Cecilia has received numerous design awards during her six years at the trade association and has been a member of the Guild since 2000.

For **Roberta Lawrence** of RobertaDesign.com, her summer fun in the sun included attending a weeklong workshop at Gordon College in Wenham, MA, on *Solarplate Printmaking*, a non-toxic intaglio process. Sponsored by CIVA (www.civa.org), an organization connecting religion and the visual arts, the workshop included dinner discussions on art, ethics, spirituality, and life, as well as an excursion to art museums in Boston.

Bill Dhalle has accepted a position with Palio Communications in Saratoga Springs as their new Macintosh Support Specialist. Bill will be spearheading the firm's transition to *Mac OS X* and *Quark 6* and will be directly supporting the creative staff as well as training them in using *OS X*. Bill will be putting his freelance design business, SUBLEVEL 3 Design Works, on hold for a while to give him a chance to work on projects that he otherwise has not had time for, such as the independently published technology magazine, *Binary Revolution*, for which he does the layout and design.

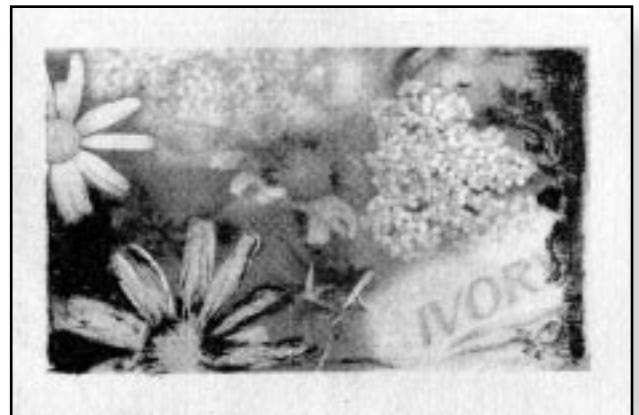
Digital Archives—Here Today, Gone Tomorrow?

by John MacDonald

With an increasing number of photographers, designers, and illustrators creating and storing their work in digital format, the trustworthiness of archival media, particularly CDs, has never been so important. Choosing the right CD today on which to archive your work could save you the unpleasant experience tomorrow of finding years of archived work unreadable and inaccessible. Two articles worth reading are available online:

<http://www.cbsnews.com/stories/2004/05/06/tech/main615911.shtml>

<http://www.luminous-landscape.com/columns/sm-05-09-04.shtml>



Solarplate Print. ©2004 Roberta Lawrence.

Get Featured!

Introduce yourself and showcase up to 10 images of your work on the Internet for a month, absolutely FREE! Sound too good to be true? It's not. Become a Featured Artist on the Chapter's Web site, where your bio and art will start on the homepage. Added bonus: increased exposure through a link to the international Guild site and archiving of your feature after a month. Spaces are open starting November 2004. For submission details and to reserve a month, contact the Featured Artist Coordinator, **Rachel Perls**, at rachel@perls.com.



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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>

September Chris Valcik

October Laura Ludwig Hamor

*calendar

September 13, Monday.

New Members/New Officers Dinner, 6 pm.

Albany Pump Station, Albany, NY.

Members, \$22; non-members, \$27.

Make reservation and payment by 9/8/04 (see page 1).

Contact: lmw@alum.rpi.edu.

September 14, Tuesday. Newsletter Submission Deadline.

November/December issue.

Contact: dkantor@nycap.rr.com.

October 4, Monday. Chapter Meeting, 6:00 pm.

Sage College of Albany, Room 101.

Contact: lmw@alum.rpi.edu.

November 1, Monday. Chapter Meeting, 6:00 pm.

Sage College of Albany, Room 101.

Contact: lmw@alum.rpi.edu.

November 5, Friday. Newsletter Submission Deadline.

January/February 2005 issue.

Contact: dkantor@nycap.rr.com.