

Company's values don't measure up to new logo

Rock Rega delayed the unveiling of its new logo today because of non-adherence to their corporate standard. Sonia Previato, a spokesperson for the company, announced the decision. "We wanted an image that was bold and innovative and that had integrity," she explained. "The logo produced by Into Graphics is too bold, too innovative... and has too much integrity."

Report: All domain names with vowels taken

ICANN, the international organization responsible for assignment and oversight of Internet domain names reported yesterday that all domain names featuring vowels have been assigned. Asked how they would address this problem, spokesman Chris Klimowicz proposed a simple solution. "Just take a number," he said. "Plenty of domain names with numbers are still available."



Designer stumbles on 4th dimension

In trying to develop a special effect by combining stereogram and lenticular images, designer Kevin Brunn ended up developing a precise way of modeling the fourth dimension. "It's an incredible achievement," exclaims Eric Hoffstein director of the applied graphics program at the M.I.T. Media Lab. "It's a representational model that has eluded us for decades."



Art Director Falls From Window, Lands Better Job

Art Director Nancy Gelson's attempt to view her proofs in "natural light" almost turned ugly when she held the proofs out her window to better catch the day's fading light. A loss of balance resulted in her tumbling out the

window, proofs in hand, onto the stoop below. Fortunately Gelson had been working on the first floor of a brownstone, and the fall was more a source of embarrassment than injury. Even more fortunate was that Gelson's proofs landed at

the feet of passerby Jim Kikuoka, account executive at the graphics agency CMYNot. The proofs portrayed a coordinated set of graphics for a client's upcoming event, and featured invitations, signage, and collateral material that made

use of a full range of printing methods, including embossing, foil-stamping, and laser-die-cut packaging. "Even as I rushed over to help," recounts Kikuoka, "I was already noticing 'these designs are good!'" Kikuoka had

been looking to hire an Art Director, and hired Gelson on the spot. Asked about the coincidence, Kikuoka conveyed his belief in the karma of his growing agency: "the universe is tossing designers at my feet."

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ics we produce fully convey the spirit of your project and that your project gets noticed."

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produced for Segal Savad, for People Español

Gangsters line up for identity kits, go to jail

An unemployed designer's clever domain name was the key to unraveling a counterfeiting ring whose reach extended across the country. It all started when designer Byron Jakel registered the domain "Omer-taDesign.com" in the hopes of generating some freelance work. The word 'omerta' represents, in mafia lore, the 'code of silence.' "I just thought it was a funny name," Jakel reflects, "and was surprised when people started bringing me their jobs!"

Jakel was quick to point out that his clients weren't petty criminals cutting letters out of newspapers to compose ransom notes. "My clients were asking for watermarks, holograms, specialty papers and color-shifting ink... We're talking about some high-end stuff!"

Jakel sensed opportunity when he realized his clients were all freelancers who lacked formal business credentials. He quickly got to work providing them with daring logos, snazzy identity kits, media-rich websites, and captivating brochures. This

is what ultimately led to their downfall. Local law enforcement agencies tracked down the criminals based on contact information published on their business cards, and swooped in to make arrests.

Jakel views his involvement in the arrests with some regret. "They were ideal clients, really," he recalls. "They paid top dollar and always paid cash. It's a shame to see them go."



Event graphics outshine event

The graphics produced for the Sixth Annual Actuarial Association Conference far outshone the actual event. Designer Nubia Sena recounts the creative inspiration that went into her work. "The jobs of these people are so boring! Their lives are spent calculating to the nearest decimal point how many insurance claims people will make. I wanted to give them some joy!" With this in mind, she designed vibrant invitations, jazzy evites, intricate media kits, innovative promotional items, elegant menus, compelling signage, and captivating digital displays. "Someone's got to look out for these actuaries," Sena emphasizes. "There's more to life than just numbers!"



Designer awaits perfect media

Designer Winston Young's job may seem leisurely, but the pressure is building up. Much to the consternation of his boss, he is holding off on producing anything until the advent of the perfect medium through which to express his creative ideas. "It is astonishing," he reflects, "that in this day and age there are still colors that print out of gamut and that no format exists that will deliver consistent output on all devices. How am I supposed to work under these conditions?"

Contact has been made!

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Not familiar with ethnic idiom, designer produces 'scroll' media kit

The fourteen foot scroll of parchment that comprises Perspyrus.com's media kit is the result of a tight deadline, an unreachable client, and a designer who is not familiar with idioms used by one of New York's ethnic populations. Designer April Chan sums up the circumstances, say-

ing "I only talk to client once, he say he want 'whole megillah.' I find on internet 'megillah' mean 'scroll.'" Evidently Chan wasn't aware that while the word Hebrew word "megillah" means scroll, the expression 'the whole megillah' is regularly used by New York's

Jewish population to indicate that something is to be 'very comprehensive.'

In keeping with the traditional look of a scroll, the media kit is printed in black ink, and the type is set in a small calligraphic font.



Unable to agree on promo, company sends 'box of air'

When product, marketing and event teams were unable to agree on how to best promote their forthcoming product, executives at Running Interference settled on a 'box of air.' "All kinds of ideas were floated, including branded pen sets, tool kits, business card holders and mouse pads, but we

had reached an impasse," recalls art director Brandon Twine. On the decision to send an empty box, Twine continued, "our team had already designed some very attractive die-cut, foil-stamped packaging, and it would have been a shame to let it go to waste."

