

THE WAY OF THE DESIGN SCOUT



ENTRIES DUE

by 6:00 p.m., Friday, March 20, 2009

JUDGES PROGRAM

5:30 p.m., Thursday, March 26, 2009

PROFESSIONAL DESIGN EXHIBITION

6:00 p.m., Saturday, April 18, 2009

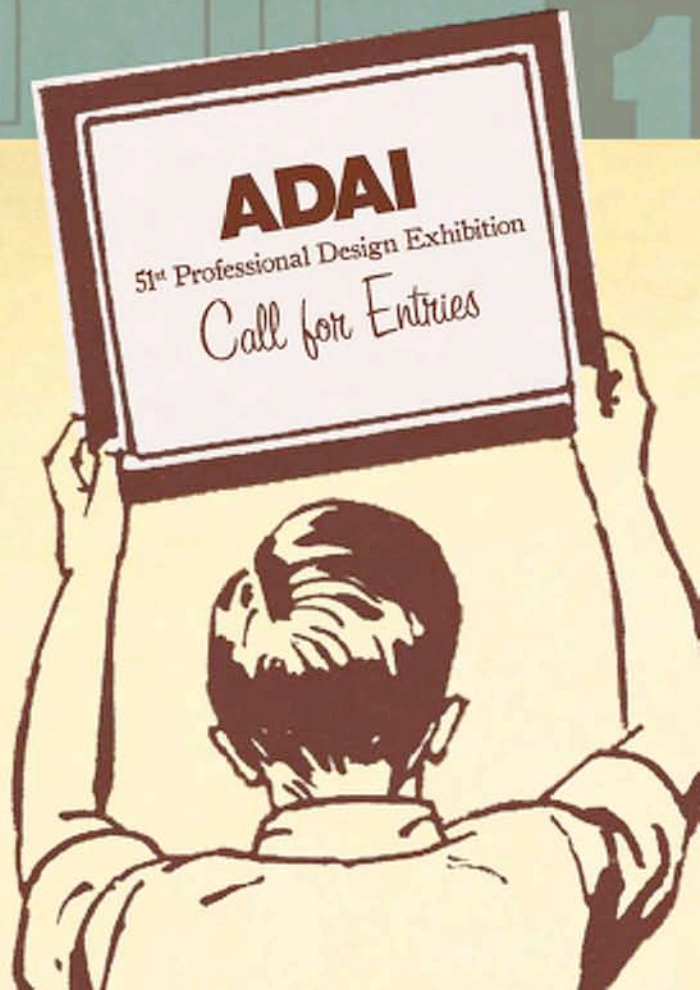
ADAI

Art Directors Association of Iowa
PO Box 1741
Des Moines, IA 50305-1741

www.artdirectorsiowa.org

Special thanks to:

The judges for their support of our organization, Relief Writer – Bill Zahren
(bill@reliefwriter.com) for writing the copy, and to Garner Printing.



The Design Scout Oath

On my honor I will do my best

To do my duty to the design gods and advance my "art"
and to obey the Design Law;

To help others at all times — even copywriters and
others who seriously annoy me;

To not be moody and give in to rage for random,
goofy changes;

To make the logo just a little bigger if that will help
everyone move on;

To strive to preserve some shred of integrity and

To find common ground in which everyone can at least
be somewhat happy;

And to not gloat and talk trash when my
genius is finally recognized.

What it means to be a Design Scout



A Design Scout is . . .

Faithful to the beauty and power of good design.

Helpful in working toward common ground.

Not married to any one design no matter how super-amazing it is.

Tactful in finding ways to tell people they are completely insane when they
don't recognize the brilliance of a design.

Brave in presenting the best possible option even when the odds of it
prevailing make hitting the lottery look like a sure bet.

Humble when we are eventually proven right.

Reverent to the art form.

Perseverant in faith that good design does matter and is worth fighting for.

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- Design Scouts are ever-vigilant for opportunities to improve design in communities.
 - Design Scouts go the extra mile to help other tenderfoot scouts achieve their full potential by mentoring, encouraging, supporting education and celebrating great design.
 - Design Scouts are always faithful, ever-ready and infatigable in their pursuit of profitable beauty.



2008-09 ADAI Design Scout Jamborees

May 7, 2009 | Hatch Design

Check www.artdirectorsiowa.org for upcoming event details.

April 18, 2009 | Professional Design Exhibition

Pappajohn Education Center, Des Moines

6:00 p.m. – 10:00 p.m.

See who takes home the design awards and prizes!

March 26, 2009 | Judges Program

Meredith Conference Core, Des Moines

5:30 p.m.

Meet the Professional Design Exhibition's judges.

March 28, 2009 | Student Design Exhibition

Des Moines Public Library, Central Library Meeting Rooms

Portfolio viewing starts at 2:00 p.m.

ADAI strives to maintain and further the design profession by assisting others interested in entering the field and by encouraging high standards of competence. In keeping with that philosophy, an annual design exhibition is held to recognize the outstanding work completed by students around the state.

February 12, 2009 | Design Ranch

Meredith Conference Core, Des Moines

January 15, 2009 | Steve Walters, Screwball Press

The Gallery at the Elings-Wood Gallery Center for Art & Design
Rasmussen Center at Grand View University

December 4, 2008 | Jason Munn, The Small Stakes

DeWany Conference Center, Clive

November 13, 2008 | Bill Neilans, Photographer

East Court Atelier, Des Moines

October 23, 2008 | Clint Runge

Meredith Conference Core, Des Moines

September 24, 2008 | Eric Rickabaugh

Hoover High School Cafeteria, Des Moines

September 24, 2008

Kick-Off Tailgate Party

Kelley's on Beaver Ave., Des Moines



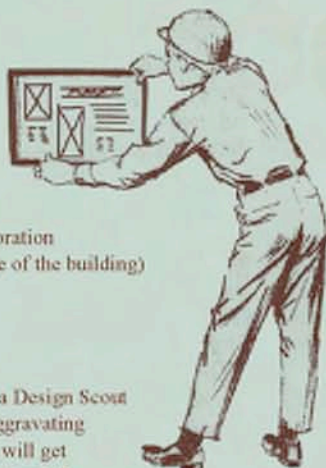
Judges Program

Meet this year's judges!

Thursday, March 26

Meredith Conference Core, Meredith Corporation
1716 Locust St., Des Moines, IA (south side of the building)
5:30 p.m., Social
6:30 p.m., Program

Attending this event is your last chance to earn a Design Scout merit pin! Besides impressing your peers and aggravating your enemies, every Design Scout pin you earn will get your name into a drawing for door prizes to be awarded throughout the evening at the Professional Design Exhibition on April 18.



Professional Design Exhibition Judges:

Marty Amsler, Bailey Lauerman

Omaha, Nebraska | www.baileylauerman.com

The year was 1995. Following a record contract, two albums, and a European tour with his band, Marty Amsler was seeking a change. The question, "Is this what life is all about?" crept into his mind. The world of rock and roll had taken its toll and he realized it was time to hang up his bass and take a bath. With this change of direction, Marty began to see things more clearly and the answer to his question became obvious. Life... is about advertising.

Thirteen years later, Marty has filled the spaces on his mantle previously reserved for Grammys with a slew of national and international advertising and design awards.

Fans can currently find him performing as VP/Creative Director at Bailey Lauerman in Omaha. He accepts requests.



Shawn Hazen, Hazen Creative Inc.

Chicago, Illinois | www.hazencreative.com

Shawn Hazen is an award-winning brand communications designer. While living in California, he was an art director at **Apple Computer**, the founding designer for **Dwell Magazine**, and a designer for renowned publisher **Chronicle Books**. After moving to Chicago in 2006, he was Design Director at branding agency **Remedy** before opening his own studio, **Hazen Creative, Inc.** His work includes identity, editorial, packaging, retail, advertising, and interactive design, has been recognized by prestigious design competitions and magazines, and has been featured in numerous books. In addition, Shawn has taught courses in publication design, advanced typography, and identity design.



Benjamin Levitz, Studio on Fire

Minneapolis, Minnesota | www.studioonfire.com

Studio On Fire founder Benjamin Levitz received his BFA in Communication Design from the College of Visual Arts in 1998. After graduation, he went on to work at several design firms and agencies, honing his skills on national branding projects.

Feeling an intense drive to bring a tactile sensibility and unique design vision to his creative work, he began the letterpress business in 1999 with a Chandler & Price platen press in the basement of his home. In 2006, Ben left the agency world forever to run the much expanded and fully staffed studio full-time.

Studio On Fire's current client list includes premier agencies, firms and individuals across the U.S. and world, with print and design work consistently appearing in award shows and publications of **AIGA**, **Communication Arts**, **Graphis**, **Print magazine** and **Type Directors Annual**.

Ben has served as an adjunct faculty member at the College of Visual Arts teaching advanced typography course work. He lives in St. Paul, MN with his wife, three children and beloved bull terrier.



How to Enter

Rules, Entry Fees and Awards

Rules

All work entered must have been created after March 1, 2008. All work must have been created within the great state of Iowa. (Refer to the last letter in ADAI.) Forms A and B are required for every entry. These forms are to be downloaded from artdirectorsiowa.org, completed electronically and printed. (Design Scouts try to avoid writing longhand.) Deliver all entries to Trilix Marketing Group at 9105 Northpark Dr., Johnston, IA by:

6:00 p.m., Friday, March 20, 2009.

Credits and awards will be compiled from the information submitted exactly as listed on the entry form. Information must be complete, accurate and legible. ADAI is not responsible for incorrect information. All entries must be accompanied by a high resolution PDF of the artwork on CD. The exhibition presentation and catalog will be created using these files. No photography will be taken by ADAI. All submissions from one firm/entrant can be provided on the same CD. Members and nonmembers of the same place of business must enter work separately and pay the appropriate entry fee(s). A campaign consists of two or more ads, editorial units of more than a two-page spread, direct mail, collateral, illustration, or poster series. All entries in all categories except "UNPUBLISHED" must be submitted in published form. This includes ads, illustrations and photography. Entries in the "IDENTITY" category may be submitted as digital prints if a sample of published use is included. Entries must be mounted as indicated (see categories).

Entry Fees

ADAI Members: Single Entry \$25, Campaign \$35

Non-Members: Single Entry \$45, Campaign \$55

Make all checks and money orders payable to Art Directors Association of Iowa. NO cash please.

Awards

Awards of Excellence will be given to every entry accepted into the exhibition. Only one entry per category may be recognized with the Best of Category Award. One Best of Show Award will be given to one entry selected from all Best of Category entries. The Best of Show Award will only be awarded to published work. ADAI provides one award trophy to each entry accepted into the exhibition. Additional awards will be available for an additional fee.

Questions?

Kelly Bittner – kbittner@trilixgroup.com or Melissa Carlson – melissa@melissacarlsongdesign.com



Categories:

- 01 Advertising Design * – single print ad or campaign
- 02 Announcements / Invitations – published announcement or invitation
- 03 Book Cover * – cover wraps or bound book unit covers
- 04 Book Design – complete bound book units
- 05 Collateral – brochure, booklet, folder or catalog
- 06 Company Literature – annual report, internal corporate pieces or newsletter
- 07 Editorial Design * – single page or spread as a single entry; multiple pages or spreads as a campaign
- 08 Environmental Graphics^b – billboard, bus boards, signage, exhibits or vehicle graphics
- 09 Identity Mark * – symbol, logotype and/or trademark
- 10 Identity System – application of a symbol, logotype or trademark in a business system, form or other related materials
- 11 Illustration (not fine art) – drawing, painting, cartoon, fashion art, hand lettering, calligraphy or digital illustration
- 12 Interactive Media ** – computer graphics, games, immersive environments or applications
- 13 Photography * – photography for advertising, editorial or institutional use
- 14 Poster Design
- 15 Sales Promotion – package design, point-of-purchase or direct mail
- 16 Self-Promotion
- 17 Web Site Design ** – sites must currently be online
- 18 Miscellaneous – published work that does not fit into one of the categories outlined
- 19 Unpublished * – unpublished work created with a graphic design application in mind

^a Entries must be mounted on black mat board — 18" x 12" or 9" x 12" as appropriate. Unmounted entries will be disqualified.

^b Any output larger than 26" x 37" must be submitted at a reduced size, mounted on 18" x 12" black mat board.

^c Entries in this category must be submitted on a Mac-formatted CD-ROM and must include four different screen shots as 8.5" x 11" printouts.

^d Entries in this category must include the complete site address (URL) and must include four different screen shots as 8.5" x 11" printouts.

^e Unpublished work is not eligible for the Best of Show award.

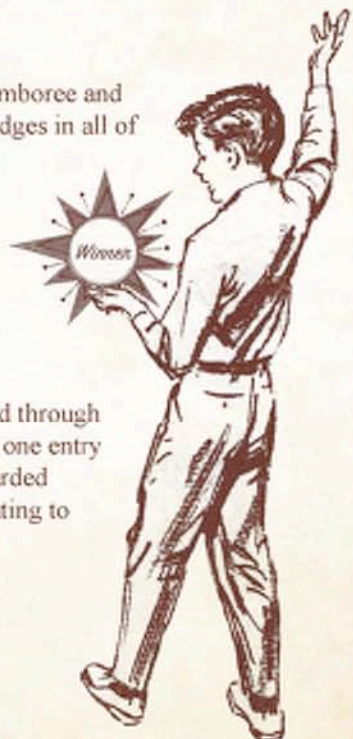


Join your fellow Design Scouts for this jamboree and learn who wins the most coveted merit badges in all of Design Scoutdom:

- Awards of Excellence
- Best of Category Awards
- Best of Show Award

MERIT AWARDS

Bring your Design Scout merit pins earned through the year! Every pin you have will get you one entry into the drawing for door prizes to be awarded throughout the evening. (Please limit gloating to two minutes or less per door prize won.)



Saturday, April 18

Pappajohn Education Center
1200 Grand Ave., Des Moines

6:00 p.m. – 7:30 p.m.

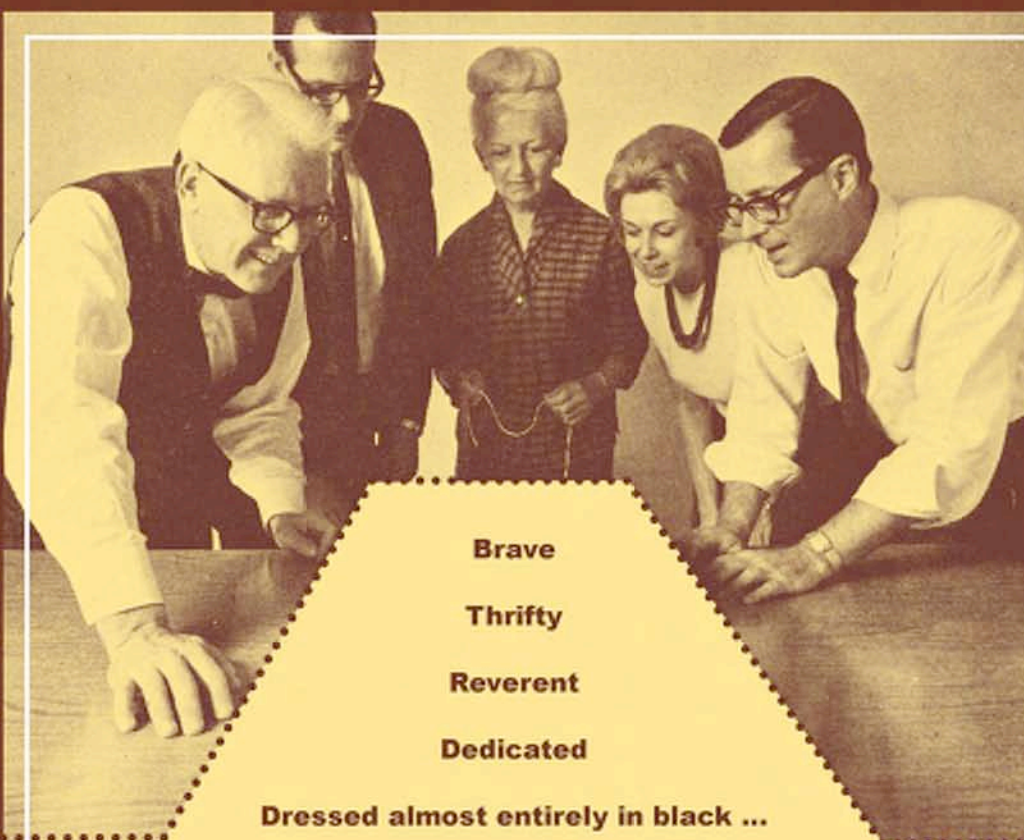
Appetizers/Drinks/Social

7:30 p.m. – 8:30 p.m.

Award Presentation

8:30 p.m. – 10:00 p.m.

Exhibition Display Viewing/Social



Brave
Thrifty
Reverent
Dedicated

Dressed almost entirely in black ...

ADAI

Art Directors Association of Iowa

Sharing the fun, fellowship and festivity of Design Scouting since 1957.

(or rejoin)

V

JOIN OUR STATE-WIDE DESIGN SCOUT PACK!

ADAI Design Scouts:

- Enjoy continuing education, professional development and socializing opportunities.
- Schmooze with many impressive people.
- Hear speakers who inspire and remind us why we got into this crazy business in the first place.
- Fight the stereotype that designers live in basements and fear sunlight (wait, that's copywriters).
- Master anger management tips!
- Avail themselves of many food and beverage opportunities.

**Work for truth, justice and
the well-designed American way!**
Join or renew your membership today at

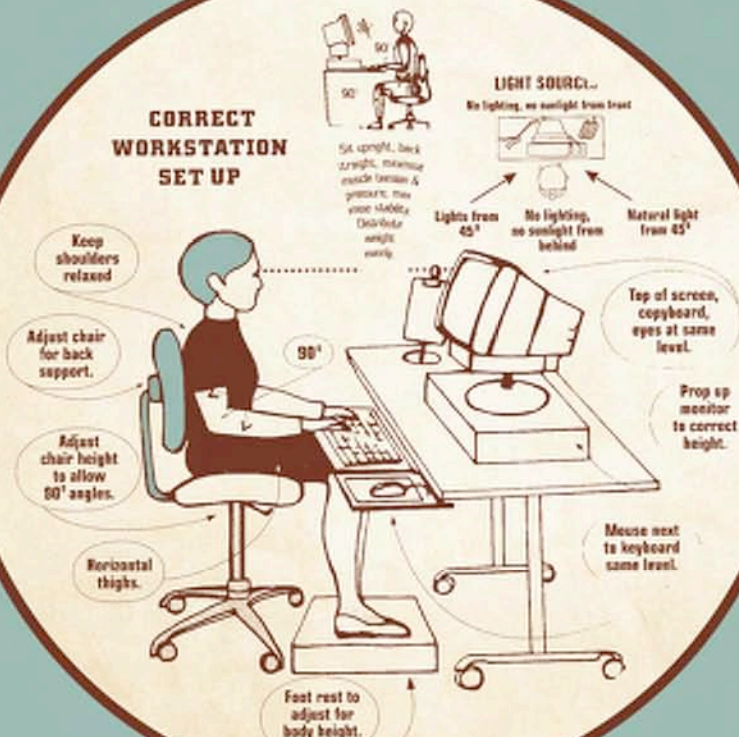
www.artdirectorsiowa.org

HEALTH AND SAFETY FOR THE DESIGNER

A Design Scout always puts safety first.

(WARNING: spray mounting huffing is an equal opportunity killer.)

CORRECT WORKSTATION SET UP



Recommended after every 80 minutes of continuous computer work. Remember not to stretch too hard or for too long. You should feel no pain, just a gentle stretch.



Hold hands in prayer position. Gently push to left, hold for 20 seconds, gently push to right, hold for 20 seconds.



Rotate hands downward. Keep fingers together and tips touching. Gentle stretch only.



Keep hands together and rotate freely 180° pointing outward.



Cross hands back to back and move up and down.

"PRAYER" STRETCH EXERCISE



Do NOT rest on the wrist pad.



When typing, **LIFT** wrist above pad. Tilt keyboard slightly back.



Do NOT bend or stretch your hand to reach awkward key combinations.



Use both hands for key combination strokes. Some programs let you customise combinations.

TAKING CARE OF SMALL CUTS

Wash with soap and water. Cover with a clean dressing held in place with a bandage or adhesive tape. Always tell an older person right away about all injuries, even small ones like cuts and splinters.



An effective and easy exercise which can be performed several times a day. As with all exercises, do not overdo it. Stop if you feel pain or discomfort. If you are unsure, talk to a physical therapist or doctor.



Arms outstretched, palms up – hold.



Arms outstretched, palms out – hold.



Arms outstretched, make a fist – hold.

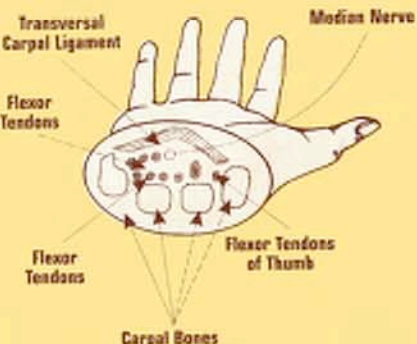


Bend fist down – hold.



Relax hands, shake hands loosely.

ARM & WRIST EXERCISE



UNIVERSAL PROOFREADING MARKS

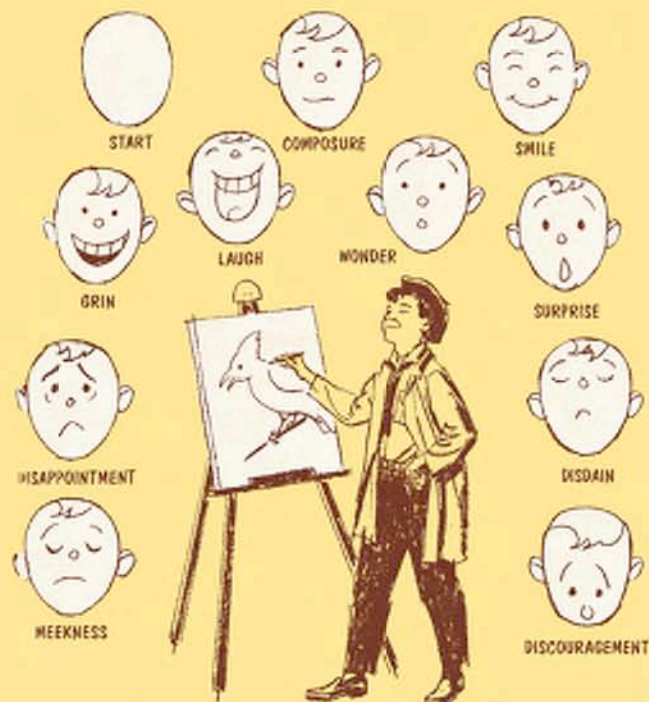
Eagle eyes can save you — and your hapless copywriter friends — from painful verbal and monetary bruises and lacerations from angry clients later. So not only should you READ the copy, but also MARK errors so they can be fixed before they slip through the cracks like cockroaches invading a brilliantly designed kitchen.



Insert at this point	/	Bold Face	Bf
Delete or take out	2	Superior character	^
Let it stand	<i>slat</i>	Inferior character	^
Left out, see copy	<i>out &</i>	Insert space	#
Period	○	Equalize space	eq #
Comma	/	Close up	○
Colon	:/	Move right]
Semicolon	;/	Move left	[
Apostrophe	↓	Flush left	fl L
Open quotes	⋈	Flush right	fl R
Close quotes	⋈	Align horizontally	==
Hyphen	=	Align vertically	
Dash (show length)	—	Transpose	tr
Parentheses	(/)	Paragraph	¶
Exclamation point	!	Flush paragraph	fl ¶
Question Mark	?	Indent (show number of ems)	□
Wrong font	<i>wf</i>	Run in	no ff
Lower case	<i>lc</i>		
Capitalize	<i>caps</i>	Broken type	x
Initial cap, then lower case	<i>ca lc</i>	Turn inverted letter	9
Small caps	<i>sc</i>	Push down	↓
Caps and small caps	<i>cs sc</i>	Spell out	sp
Roman	<i>rom</i>	See layout	<i>see lf</i>
Italics	<i>italic</i>	Query	? q
Light Face	<i>lf</i>	Ellipsis	...
Bold Face	Bf		

HOW TO DRAW.

Cut and pasting, scanning, and tracing can only get you so far. Learn to draw and you can always become a caricaturist at a theme park!



Facial expressions are made by changing the eyes, nose, mouth, and eyebrows. Study the cartoons you like. Look at yourself in the mirror, make faces at it, and put down on paper with a few simple lines what you see in the mirror.



TYP0GRAPHY

USE YOUR MAGNIFYING GLASS

DESIGN SCOUTS

(Note: There are more colors than black. We swear. Explore!)



d - yellow
e - dark blue

INCHES TO PICAS TO POINTS

INCHES	PICAS	POINTS
1/16" (.0625)	0p4.5	4.5 pt
1/8" (.125)	0p9	9 pt
3/16" (.1875)	1p1.5	13.5 pt
1/4" (.25)	1p6	18 pt
5/16" (.3125)	1p10.5	22.5 pt
3/8" (.375)	2p3	27 pt
7/16" (.4375)	2p7.5	31.5 pt
1/2" (.5)	3p0	36 pt
9/16" (.5625)	3p4.5	40.5 pt
5/8" (.625)	3p9	45 pt
11/16" (.6875)	4p1.5	49.5 pt
3/4" (.75)	4p6	54 pt
13/16" (.8125)	4p10.5	58.5 pt
7/8" (.875)	5p3	63 pt
15/16" (.9375)	5p7.5	67.5 pt
1"	6p0	72 pt

CONVERSION FORMULAS

to convert	multiply by
inches to centimeters	2.54
centimeters to inches	.394
inches to millimeters	25.4
millimeters to inches	.039
feet to meters	.305
meters to feet	3.281

FRACTIONS TO DECIMALS

1/32	.03125	17/32	.53125
1/16	.0625	9/16	.5625
3/32	.09375	19/32	.59375
1/8	.125	5/8	.625
5/32	.15625	31/32	.65625
3/16	.1875	11/16	.6875
7/32	.21875	23/32	.71875
1/4	.25	3/4	.75
9/32	.28125	25/32	.78125
5/16	.3125	13/16	.8125
11/32	.34375	27/32	.84375
3/8	.375	7/8	.875
13/32	.40625	29/32	.90625
7/16	.4375	15/16	.9375
15/32	.46875	31/32	.96875
1/2	.5	1	1

METRIC CONVERSIONS

1 ounce	28.3495 grams
1 pound	0.4536 kilograms
1 metric ton	1000 kilograms
1 gram	0.0353 ounce
1 kilogram	2.20462 pounds
1000 grams	1 kilogram
1000 kilograms	1 metric ton

MAKE MATH PAINLESS

This guide will help you either avoid doing math entirely, or make the procedure as quick and painless as possible, similar to modern dentistry. Warning: numbers can hog up brain cells better devoted to conceptualization and pondering the brand implications of texture. Always use caution when deploying your iPhone's calculator function (as stylish as it is).



DETAILS DETAILS DETAILS

A good designer must have a good eye. Can you spot the three turkeys that don't match the others?!



SPĚCIÂL CHARÃCTÉRS

Even though type sometimes gets in the way of the design genius, these special characters can help you even inject some art into the blah blah blah.

Accent	Key Strokes	Available Characters
Grave `	option ` + the character	À È Ì Ò Ù à è ì ò ù
Acute ´	option e + the character	Á É Í Ó Ú á é í ó ú
Circumflex ^	option i + the character	Â Ê Î Ò Ù â ê î ò ù
Tilde ~	option n + the character	Ã Ñ Õ ã ñ õ
Umlaut ¨	option u + the character	Ä Ë Ï Ö Ü ä ë ï ö ü