

Published every quarter by Western Art Directors Club to inform and inspire the West Coast design community

Studio

W A D C

WINTER/SPRING 2001



YETTIE SHREDDING!

A healthy rant by Carolyn Gerin

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The West Coast Show Opening Party

The night of November 17 saw a large portion of the membership turn out for the opening of The 35th Annual West Coast Show, to celebrate and examine all the fine work on display. This year the judges selected as Best of Show an identity system for People PC designed by Landor and Associates and gave a Gold Medal to Tesser for the Cinco de Mayo promotion they did for Chevy's Restaurants. Ten entries received Silver Medals, 20 were awarded Bronzes, and an additional 150 entries were selected for the exhibition, receiving Awards of Excellence. Pictured here are many of the happy winners, along with Rick Torreano of Fox River Paper (far left), who was emcee and is a big supporter of WADC events and programs, and Randy Cox (kneeling, far right), who chaired this year's show. Eric Gouldsberry, WADC's president, is standing right behind him.

West Coast Show Medalists and Luminaries on Opening Night.

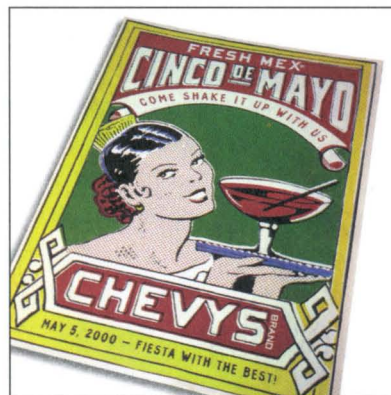
If you see your mug here, you were a winner. If not, perhaps you'll be showing this year.



Photograph: Andy Ross



Best of Show
People PC Identity System
Landor and Associates



Gold Medal
Chevy's Restaurants Cinco de Mayo Promotion
Tesser



Introductions

In this issue, we begin a regular feature where we ask new members to write a little bit about themselves as an introduction to the rest of the Club. If you've just joined and would like your bio printed, e-mail andyrosspictures@home.com.

Lila Aminian

I work in the medical industry, where I am the only graphic designer for five divisions at ArthroCare. My responsibilities there include all collateral marketing materials and everything we do for trade shows.

Lou Cobb

I am president of The Write Idea, Inc., which I founded in 1994. Our office is in San Jose, and we write copy for Web and print marketing materials. Our current clients include Hewlett-Packard, Lotus, and Jamcracker.

Jennifer Hoffman

I'm a Graphic Designer from Houston, Texas, seeking to know other art professionals. I studied graphic design at the University of Kansas, and this is my first time in California.

Dave Honholt

I'm a Graphics Guy and cartoonist and just plain good guy. It's been 10 years of DTP, Web work, and whatnot, though I think I prefer the creating and cartooning the most. (Oh, and I am about 6'1" when I stand up straight.)

Karol Kafka

As a writer with 18 years of experience in high-technology marketing and communications, I help clients convey key messages in a clear and persuasive manner. My work includes data sheets, brochures, customer success stories, newsletters, Web content, news releases, and backrounders.

Devin Muldoon

I am a design director at Michael Patrick Partners' San Francisco office, where I specialize in the area of start-up branding and brand revitalization.

Cheryl Roder-Quill

Job title: design junkie (I don't really care for traditional titles); *firm:* angry porcupine; *educated:* the Ohio State University, Department of Industrial Design; *how long in field:* forever (or so it seems); *special honors:* a few awards and praise from my parents!

Tricia McWhorter

I presently work as a graphic designer at Reactor, a strategic marketing design firm in Mountain View, where we specialize in the high-tech sector. I'm involved in creating dimensional mail programs as well as collateral and print ads. I think of myself primarily as a digital artist.

LEND US YOUR YEARS (OF EXPERIENCE)

WADC's Student Programs, which provide education grants, arrange classroom visits by working professionals, and connect students with mentors, play a key role in the Club's mission to nurture new talent.

Over the years, these programs have helped many students launch successful careers, but they succeed only with your participation. It doesn't take a lot of time or resources to make a big difference to our next generation of design professionals. If you can speak to a local college class, review a student's portfolio, help a first-time job seeker write a cover letter, or be an all-important mentor, we want to hear from you.

Please call Karlyn Neel, our Student Programs coordinator, at (415) 229-2476, and she'll hook you up with some useful ways to help that will fit your schedule.