

## THIS ISSUE

DESIGNERS TAKE ON DREAMWEAVER  
WORK SHOW JUDGE - ANN WILLOUGHBY  
AIGA:LV HELPS OUR FURRY FRIENDS

## UPCOMING EVENTS

- APR 23** WORK SHOW 08  
ENTRY DEADLINE
- MAY 3** HEAVEN CAN WAIT SANCTUARY  
PAINTING PROJECT
- MAY 15** WORK SHOW 08  
JUDGES SPEAK

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## MEMBERS

AIGA:LV WELCOMES **5** NEW MEMBERS:

- JOHN CAMPBELL**, MGM MIRAGE  
**KIM JACALONE**, ART INSTITUTE OF LAS VEGAS  
**JOHN ROMANOWSKI**, ART INSTITUTE OF LAS VEGAS  
**DENISE SCHNOSE**, MGM MIRAGE  
**KITRINA STRATTON**, BRIGHTMARKS, LLC

AND **1** RENEWING MEMBER:

**KRYSTAL HOSMER**, SPARK CREATIVE

Visit [www.aiga.org/membership](http://www.aiga.org/membership) for info on membership.



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[lasvegas.aiga.org](http://lasvegas.aiga.org)

## FEATURE:

# Get Prepped

## A Step-By-Step Guide To Getting Your Entries Ready For The Work Show

The deadline for Work Show entries is coming up fast – and since we know you're probably procrastinating, we're bringing you this handy guide to preparing your best work for the big show. Remember: **entry submission day is Wednesday, April 23.**

**1**

Register online at <http://lasvegas.aiga.org/forms/workshow08>.

Once you're registered, you can input information for each of your entries, and print out entry forms to attach to your work. Please be clear when completing your entry forms. Correction of typographical errors on an award due to an illegible entry or misspelling will be the responsibility of the entrant.

**2**

Mount your entries on blackboard.

You **MUST** mount all entries on a black board or submit them with an appropriate board. The acceptable sizes are 15" x 20" and 20" x 30". Oversized entries such as posters may be mounted to larger boards. Both horizontal and vertical presentations are acceptable. You may submit 3D entries as a finished piece attached directly to a black board or placed in a holder attached to a board, or as an 8 1/2" x 11" image mounted on a board.

**3**

Pay attention to rules for your category.

**Copywriting, Photography, Illustration, Mixed Media and Typography** must be a component of a

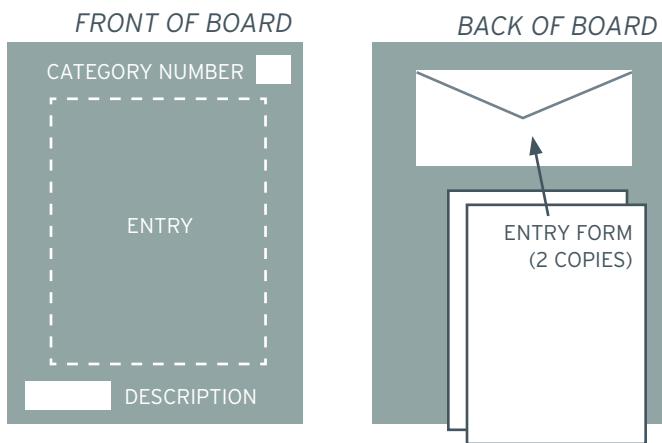
published piece. Judges may request to see these published pieces; entrants must include samples with their submissions.

**Billboards, Environmental Graphics, Duratrans and other non-publication entries** must include photographs of each work in its environment, attached to the backs of the boards.

**Web sites** must include three screen shots attached to a black board, plus the URL for each site.

**Interactive and Motion Graphics** must be submitted in either DVD or CD-ROM form. (Please include specific instructions for accessing entries in these media.)

**Television Spots** must be submitted in DVD form. Each of these entries must also include three screen shots attached to a black board. If your DVD, CD-ROM or URL doesn't work, the entry will be judged using the screen shots. Incorrect URLs or defective media may result in disqualification.



**4**

**Attach your forms.**

**Entry forms.** Make three copies of the entry form for each entry. Place two copies in an envelope attached to the back of the black board. Submit the third copy along with your printed manifest sheet and payment when you drop off your entries.

**Category number.** You **MUST** attach a label with the category number of your entry, no larger than 1" x 1", to the top right corner of the front of the blackboard. A list of category numbers is available on the online registration site.

**Description.** You may attach a descriptive label,

no larger than 4" x 2", to the bottom right corner of the front of the blackboard. **DO NOT** include your company name, logo, or any other indentifying information to this description (unless the entry is a self-promotion piece). If you do, the entire label will be removed before judging.

**Manifest sheet.** Print your Manifest Sheet from the online system. This form must accompany your submitted Entry Forms and payment.

**5**

**Calculate your entry fees.**

**AIGA members** - \$50 per single entry/ series up to eight entries (after the eighth entry each single entry/series is \$30)

**Non-members** - \$80 per single entry/series up to eight entries (after the eighth entry each single entry/series is \$60)

**Students** - \$10 per single entry/series, with \$40 cap. Students may enter as many pieces as they want, and will be charged a maximum of \$40.

**Non-members and former members: receive two free entries when you start or renew your membership.** Please bring your receipt of renewed membership when you drop off your entries.

Please make your check or money order payable to AIGA Las Vegas. We also accept Visa, MasterCard and American Express. Include your credit card account information on the manifest form.

**6**

**Drop off your entries.**

Bring your entries, a printed manifest form, a copy of each completed entry form, and your payment to the drop-off site. Artists' representatives who submit work on their clients' behalf must sign each entry form. Failure to follow these rules may result in disqualification without refund.

**DROP-OFF DETAILS**

**DATE:** Wednesday, April 23, 2008; 8 am - 7pm

**LOCATION:** ARC Paper 5277 S. Cameron Street, Suite 160, Las Vegas, Nevada 89118

**CONTACT:** Joslynn Anderson; 702-262-9901 (office), 702-521-2655 (cell)

## RECAP:

# Weaving A Better Website

## AIGA, Adobe and MacTek unlock the mysteries of Dreamweaver and Photoshop

About 50 people gathered at the Atomic Testing Museum last month to hear Adobe Certified Trainer Paul Trani go over how to set up your Photoshop web layouts for a smooth work flow with Dreamweaver.

Audience members were treated to a light dinner and prizes as well. Congratulations to our big winner, Bob Burch, of Bob Burch Design who won a full copy of Adobe Creative Suite 3 from our main sponsor, Adobe Systems. Bob says his wife will be thrilled, as she does not have the latest version on her computer and has been asking ever so sweetly that he get it for her. Congrats also to Julia Lauer from Ambush Graphics who won a day's training class from MacTek, which she can use for an intensive Leopard training class or towards any other class that MacTek offers. Robert Connelly, a student at UNLV Continuing Ed., and Charlene West from the Water District both went home with AIGA Las Vegas T-shirts.

Thank you to Maggie at the Atomic Testing Museum for the GREAT service her team provided and to our event volunteers, Jessica Kennedy of Spark Creative (speaker transport) , Hernan Valencia from UNLV ( registration), Ann Petit of Suede Studio (registration), Brian Felgar from CDI Studios (speaker transport) and Christopher Bullard from Beanpaste (event cleanup). We'd also like to thank Christy Barton



*Adobe trainer Paul Trani took the audience through the fine points of moving files between Photoshop and Dreamweaver.*



*Stacie Frazier and Arnold Delacruz were among the nearly 50 designers who turned out for the workshop.*

from Mohawk for the gift bags and as always, our wonderful sponsors Jan Wingad at Adobe and Veronica Hanley at MacTek Consulting, who make our events possible.

This workshop is part of Adobe's national partnership with AIGA. To request another Adobe workshop or suggest a program idea, please contact **Krystal Hosmer**, our Programing Director, at [programming@lasvegas.aiga.org](mailto:programming@lasvegas.aiga.org).



Interested in volunteering at an AIGA:LV event? Send us an e-mail at [volunteers@lasvegas.aiga.org](mailto:volunteers@lasvegas.aiga.org) and tell us how you can help!

## JUDGES SPEAK 2008:

# Ann Willoughby

*This is the second in a series of three profiles of this year's Work Show judges.*

Ann Willoughby is the President and Creative Director of Willoughby Design Group, a brand innovation and identity design firm she founded in 1978. Willoughby Design Group has developed brand identity systems for groundbreaking retail start-ups and recognized national brands including Three Dog Bakery, Einstein Bros. Bagels, Noodles & Co., SPIN! Hallmark, Playtex and Nestlé.

Each year more companies turn to Ann and her collaborative team of 18 to help them create innovative products, communications and brand experiences that bring heightened beauty, emotion, simplicity and meaning to new generations. Willoughby's holistic approach to design and business is reflected in the company's unique studio environment

— a collaborative space where designers work alongside entrepreneurs, strategists, writers and specialists to innovate. The Willoughby studio, complete with a meditation room and off-site Design Barn retreat, helps attract and retain top creative talent and brings blue-chip clients to Kansas City.

Ever active with AIGA, Ann is a former board member of the AIGA National Board of Directors. She is a founding member of the board for the AIGA Center for Brand Experience and was co-chair of the 2004 AIGA Business & Design Conference in New York.



This year's Judges Speak event will be held on Thursday, May 15. For information, contact Joslynn Anderson at [workshow@lasvegas.aiga.org](mailto:workshow@lasvegas.aiga.org).

## SPOTLIGHT:

# V2 Creative Takes On Work Show Design

AIGA:LV is pleased to be working with V2 Creative on this year's Work Show collateral. As the winner of last year's AIGA Work Show Best Of Show, V2 Creative was offered the opportunity to lead the design and development of all of this year's materials. The theme for this year, "Seven Deadly Sins" is both intriguing and impactful in its execution.

V2 Creative, Inc., founded in 1998 by President/Owner Vic Miera, combines the creativity and resources of a larger agency with the cost savings and personal client service that comes from working with a smaller, more flexible creative studio.

The dynamic agency provides a range of services, from marketing analysis, strategy and media planning, to brand-based advertising creation and production, including print, broadcast, brochures/collateral,

direct mail, outdoor, logo/corporate identity programs, website design and creation.

The agency has served businesses in and out of Las Vegas, with clients including: Muckleshoot Casino, Auburn, WA; River Cree Casino, Edmonton, Alberta; Edgewater Casino, Vancouver, BC; Ellis Gaming/Ellis Las Vegas, Las Vegas, NV; Cherokee Casino Resort, Tulsa, OK; CMCI / Michael Jordan, Chicago, IL; Harrah's Entertainment, Las Vegas, NV; Clark County Library District, Las Vegas, NV; McGhies, Ski, Bike and Board, Las Vegas, NV; and Nevada Partnership for Homeless Youth, Las Vegas, NV.

The team at V2 is made up of professionals with a wealth of experience in all aspects of marketing. The creative team is led by Creative Director Vic Miera who has more than 30 years of award winning design experience and oversees all projects. The creative team includes Art Director Eric Mullen, Designers Stephanie Graf and Juan Pablo Sea and Studio Manager Pat Schoeb. The account services team includes Denyce Tuller, Paula Moran, Brandi Webb and Heather Baker. Lorri Payton handles media and Vice President Andrea Waller Miera handles the business side of the agency.

## VOLUNTEERING:

# Grab A Brush For A Furry Cause

AIGA is taking up paint and brushes to help fellow Las Vegas non-profit Heaven Can Wait Sanctuary ([www.hcws.org](http://www.hcws.org)). We're going to liven up their sanctuary building with a colorful new mural to decorate their cat viewing room and front entryway. HCWS works tirelessly to chip away at the astonishing figure of 25,000 companion animals that are euthanized in Las Vegas every year. Their programs focus heavily on prevention and responsible pet owner education as well as rehab and adoptions.

The mural design is being donated by local artist Laura Zollar (<http://www.laurazollar.com>) and her husband Ken Spencer of Larger Than Life, Inc (<http://www.ltlmurals.com>). We need 10-15 volunteers for our 2 day Paint-a-thon on May 3rd and 4th from 9AM to 6PM to assist in painting and decorating. Each volunteer will be given supplies and a printout of the area they are painting. Lunch will be served. You may volunteer for one or both days. Volunteers are also asked to bring cash or a gift card (PetsMart or PetCo) donation for HCWS the day of the event.

Contact event chair Norah Strebelt at [nstrebelt@](mailto:nstrebelt@)

[obuweb.com](http://obuweb.com) or 556-1205 if you want to volunteer.

AIGA Las Vegas will be donating \$1,000 to HCWS during this event in the form of cash and supplies. Your company can get involved, too. We are seeking a community sponsor at the level of \$500. Your tax-deductible donation will go towards feeding our volunteers and the HCWS staff during the event and buying supplies. Your company will be recognized in the mural design as well as being thanked by HCWS and AIGA in their materials. Please call Programming Director Krystal Hosmer at 767-3910 or email [programming@lasvegas.aiga.org](mailto:programming@lasvegas.aiga.org) for more information.

## SPECIAL THANKS:

The AIGA:LV board wants to give special thanks to **Ty Tomak and ARC Paper** for providing space for our monthly board meetings

We would also like to thank **Lou Oliver and Quality Impressions**, and **Thomas Wright and Neenah Paper** for their generous donations of printing and paper for our chapter stationery.

## NEXT ISSUE:

STARBUCKS'  
STANLEY HAINSWORTH

JUDGES SPEAK PREVIEW

GET READY FOR POKER NIGHT