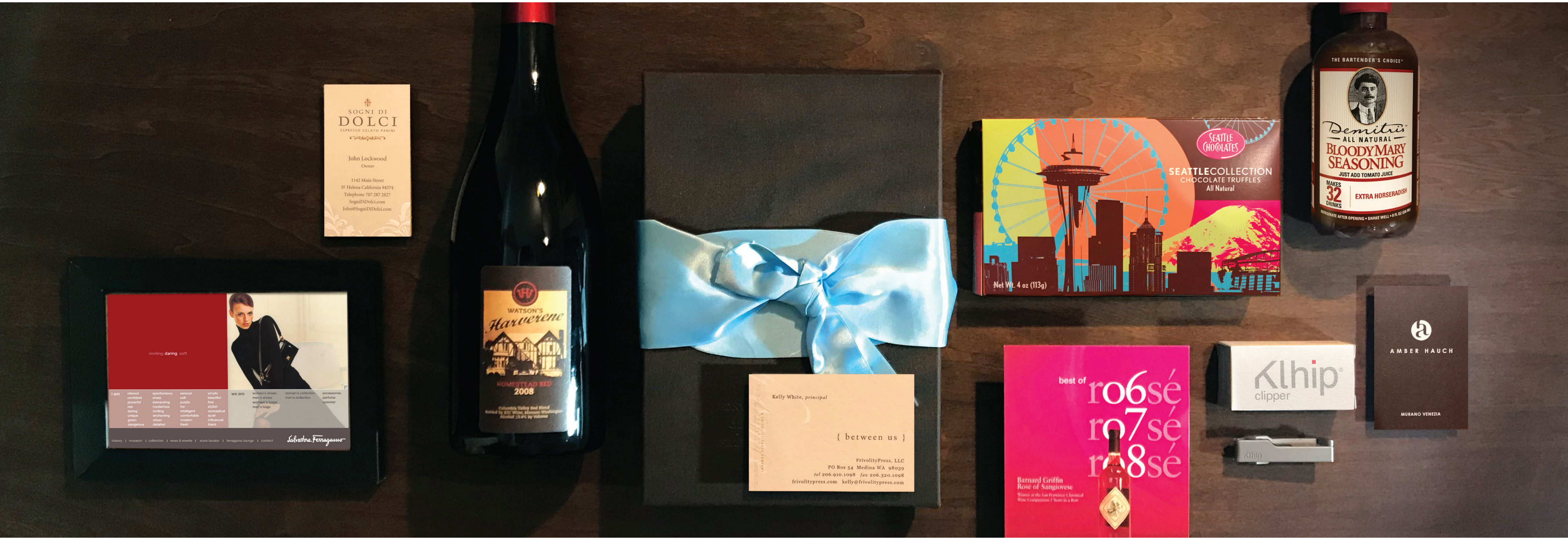
hovie

Welcome

Art 3205 - Applied Typography
Presented by Hovie Hawk
Owner / Creative Director
Design Hovie Studios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FrivolityPress, LLC
SEATTLE CHOCOLATES
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CHOCOLATE TRUFFLES
All Natural
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AMBER HAUCH
MURANO VENEZIA

Who is Hovie Hawk?

Founder and creative director of Design Hovie Studios, a local, international design boutique based in Seattle and Chelan

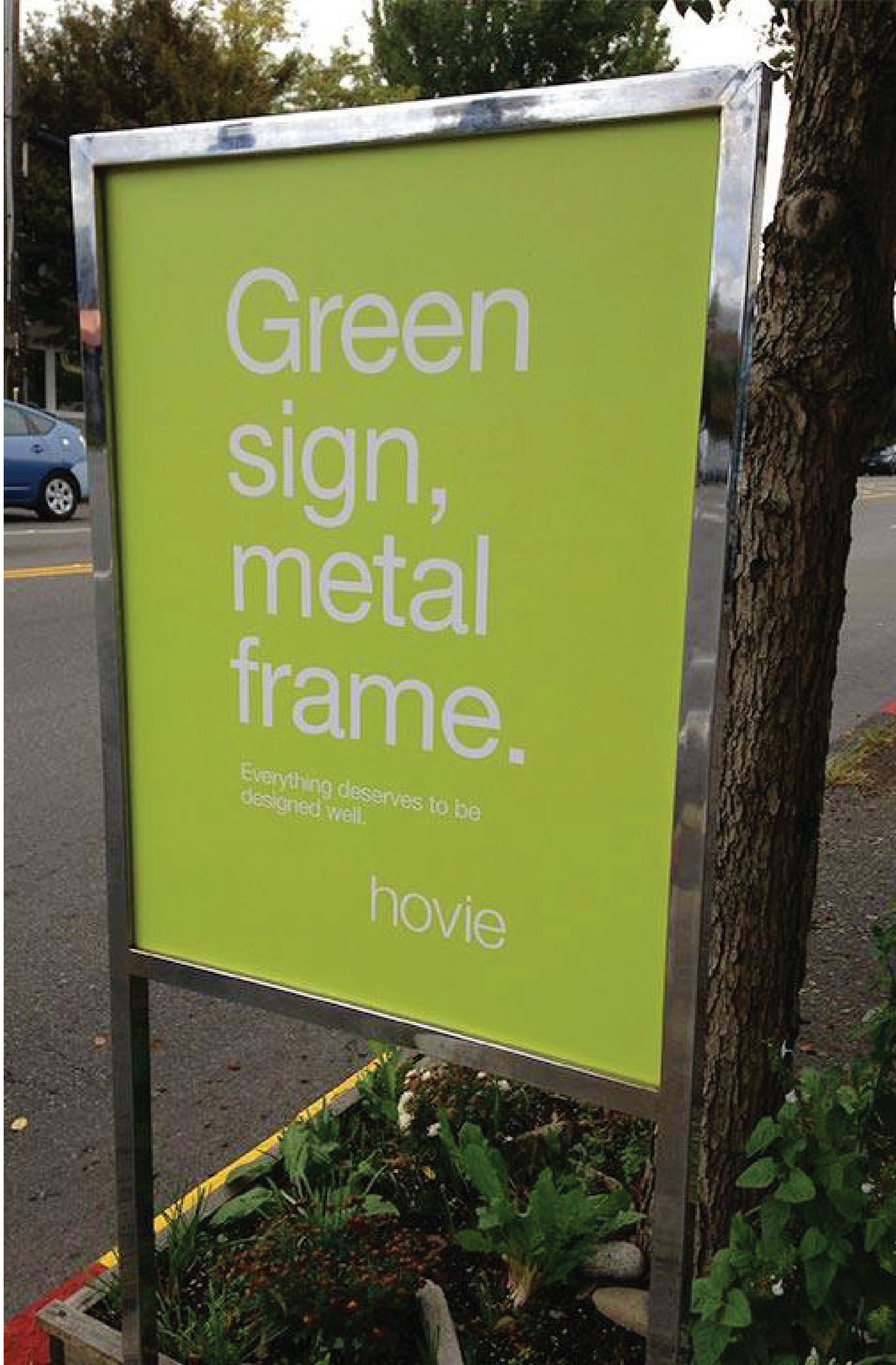
Since 1993, involved in the creation of over 200 web sites, 150 logos, and a multitude of print material for small and large companies from all over the world

Hovie's Style?

Clean, minimal designs influenced by the Swiss / International design style

My goal is to create the most visual impact with the minimum amount of elements

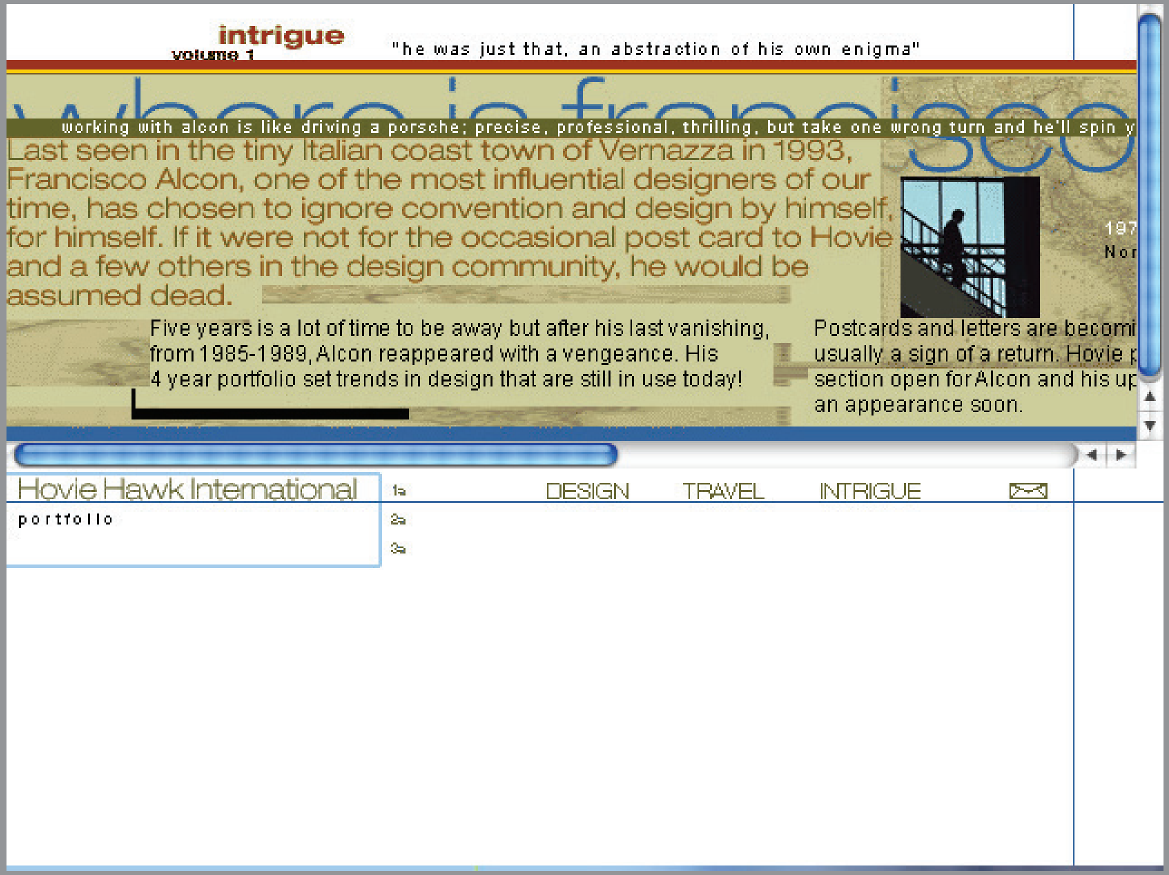
"Everything deserves to be designed well"


Green sign, metal frame.
Everything deserves to be designed well.
hovie

Design Evolution

Early work (1993-1999) was reflective of the Seattle 1990s scene with gritty, layered layouts

Work was exciting and energetic, but lacked a mainstream, commercial appeal for final solutions



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Hovie Hawk International
portfolio
1a
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3a
DESIGN
TRAVEL
INTRIGUE

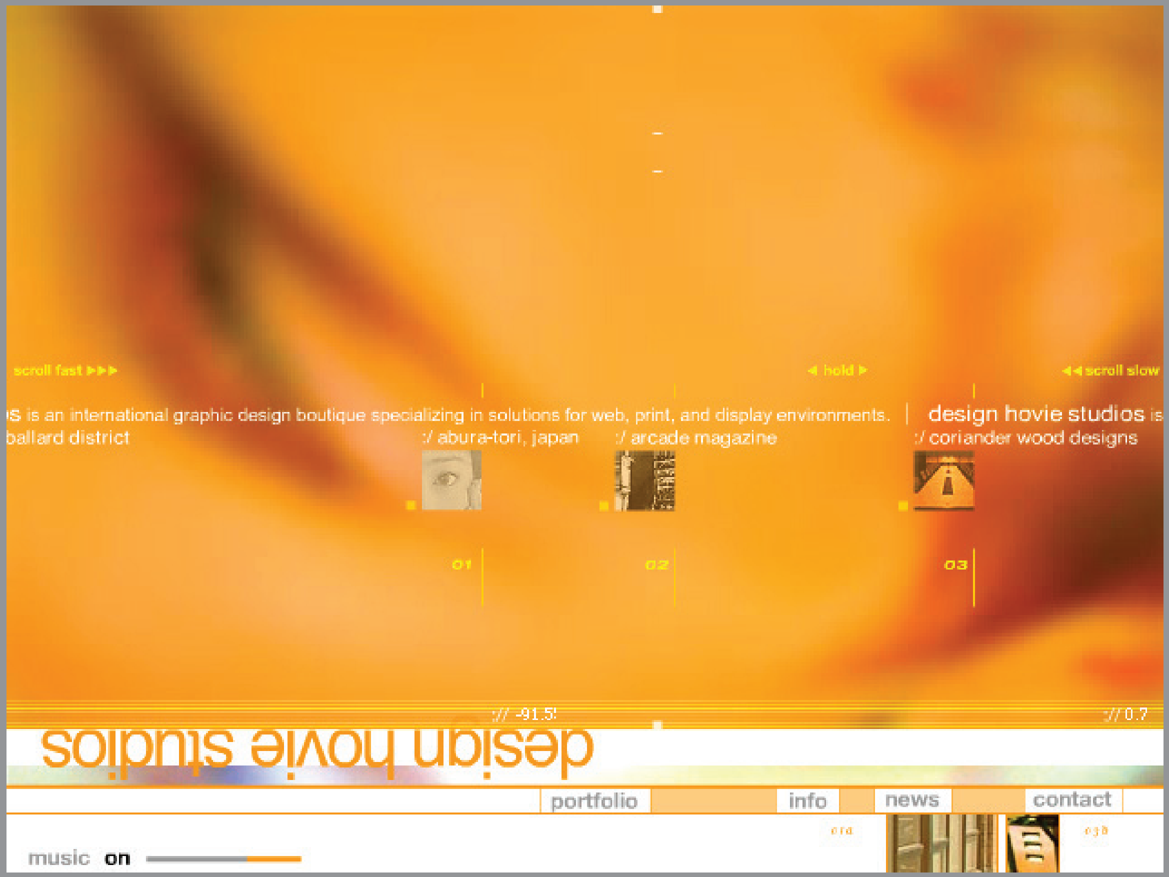
"he was just that, an abstraction of his own enigma"

working with alcon is like driving a porsche; precise, professional, thrilling, but take one wrong turn and he'll spin y

Last seen in the tiny Italian coast town of Vernazza in 1993, Francisco Alcon, one of the most influential designers of our time, has chosen to ignore convention and design by himself, for himself. If it were not for the occasional post card to Hovie and a few others in the design community, he would be assumed dead.

Five years is a lot of time to be away but after his last vanishing, from 1985-1989, Alcon reappeared with a vengeance. His 4 year portfolio set trends in design that are still in use today!

Postcards and letters are becomi
usually a sign of a return. Hovie p
section open for Alcon and his up
an appearance soon.



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design hovie studios
portfolio
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music on

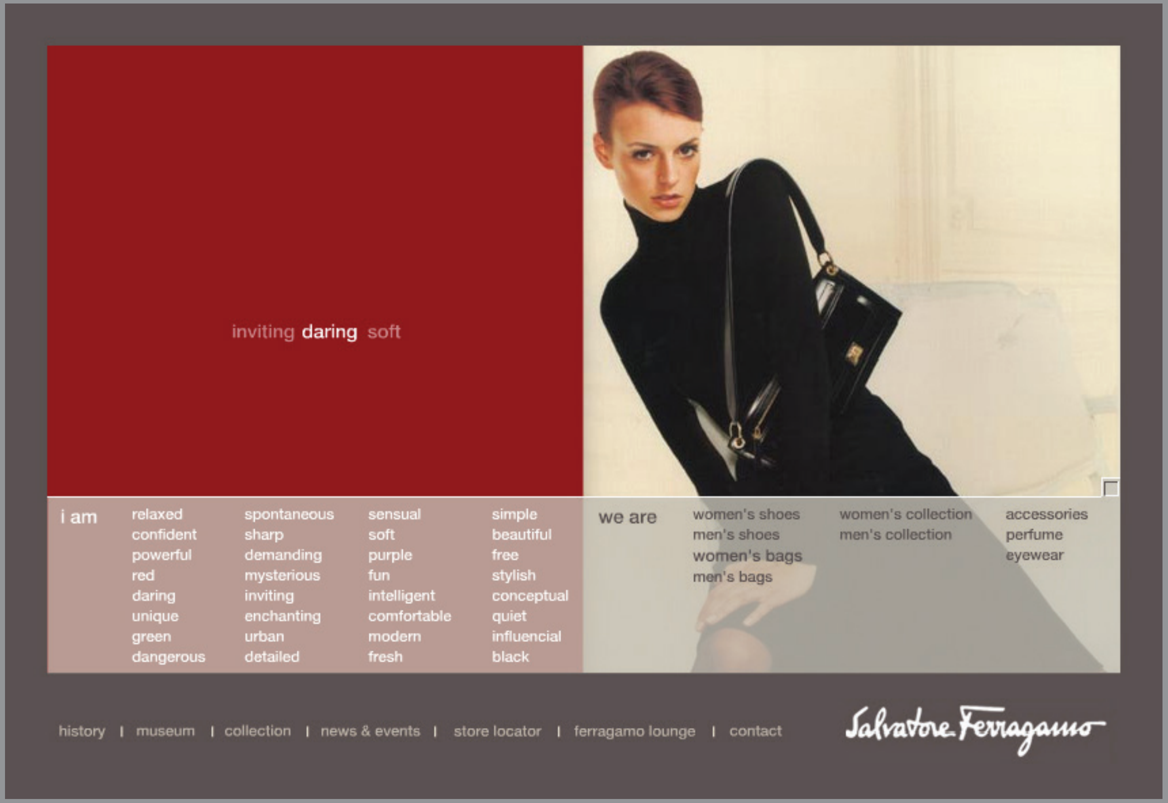
s is an international graphic design boutique specializing in solutions for web, print, and display environments. | design hovie studios is
ballard district

Design Evolution

In 2000, moved the studio to Milan and was forced to refine design style

Design became more polished, timeless, and marketable

Now I use aspects of both to craft my designs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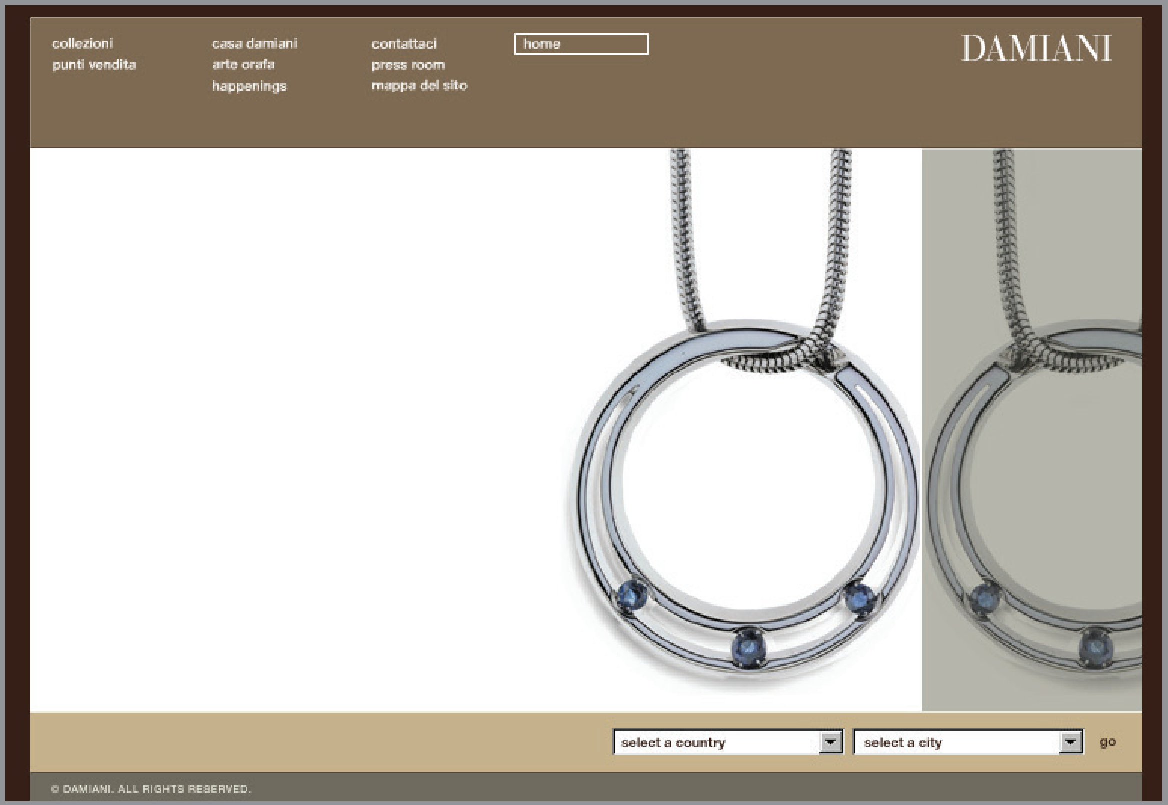
Salvatore Ferragamo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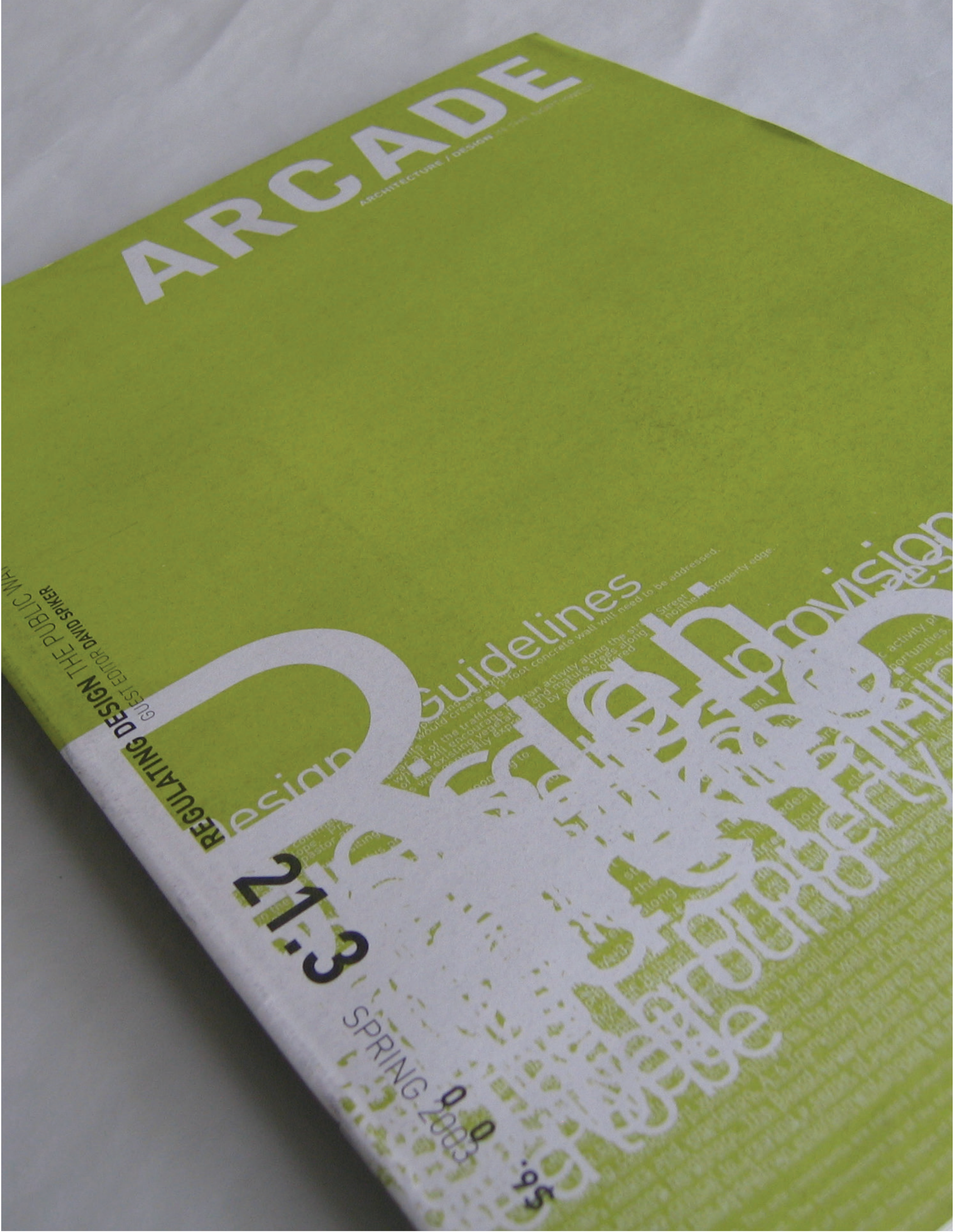
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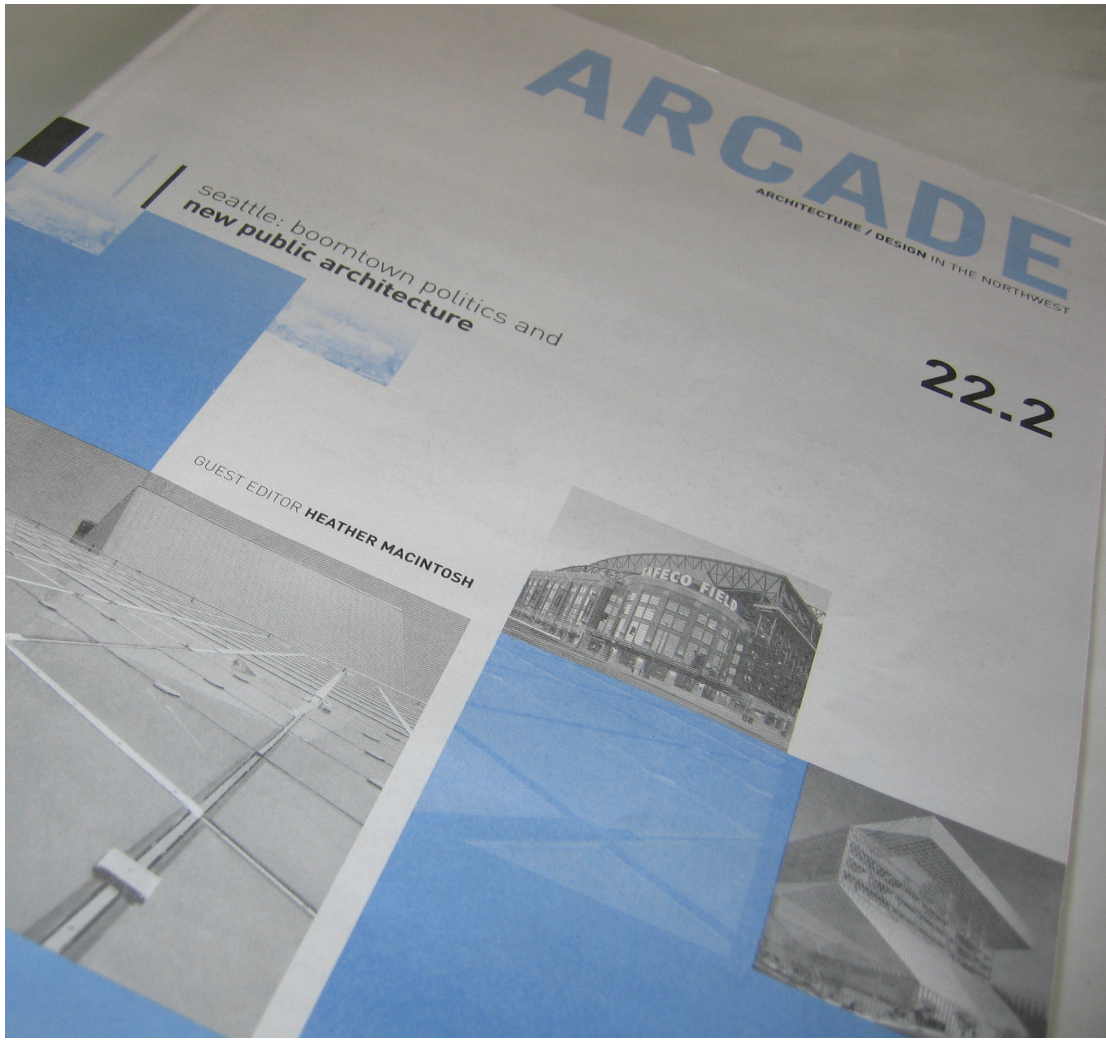
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seattle: boomtown politics and
new public architecture
22.2
GUEST EDITOR HEATHER MACINTOSH
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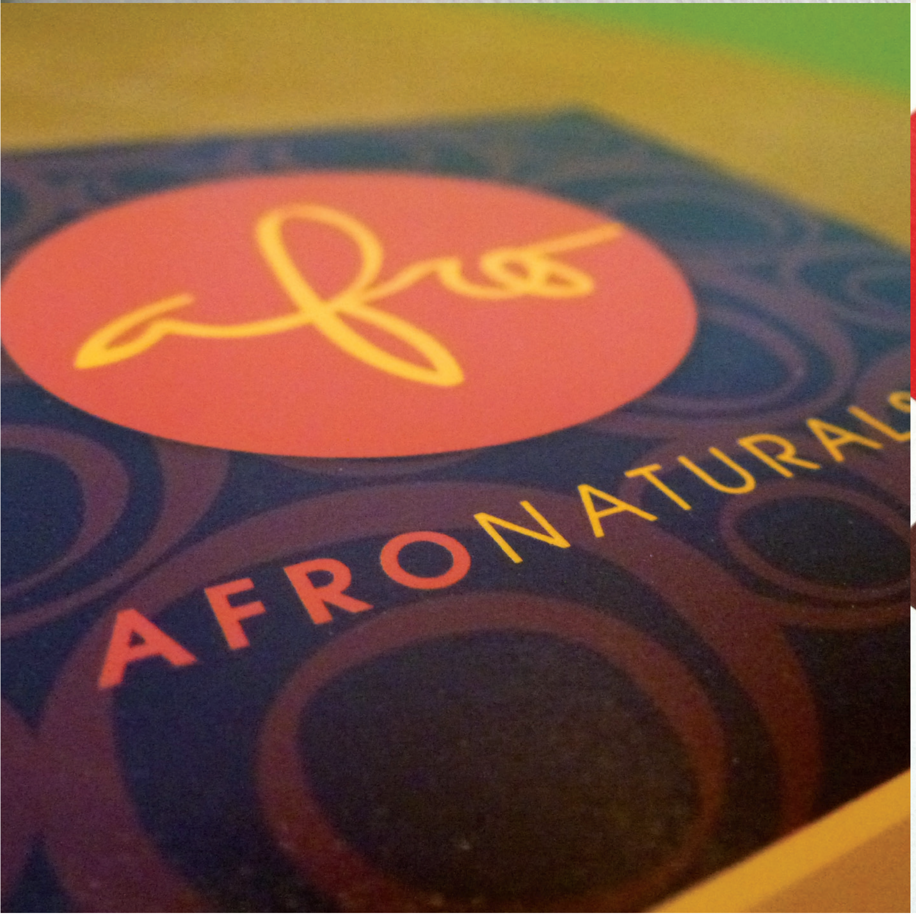
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+39 340 5653900

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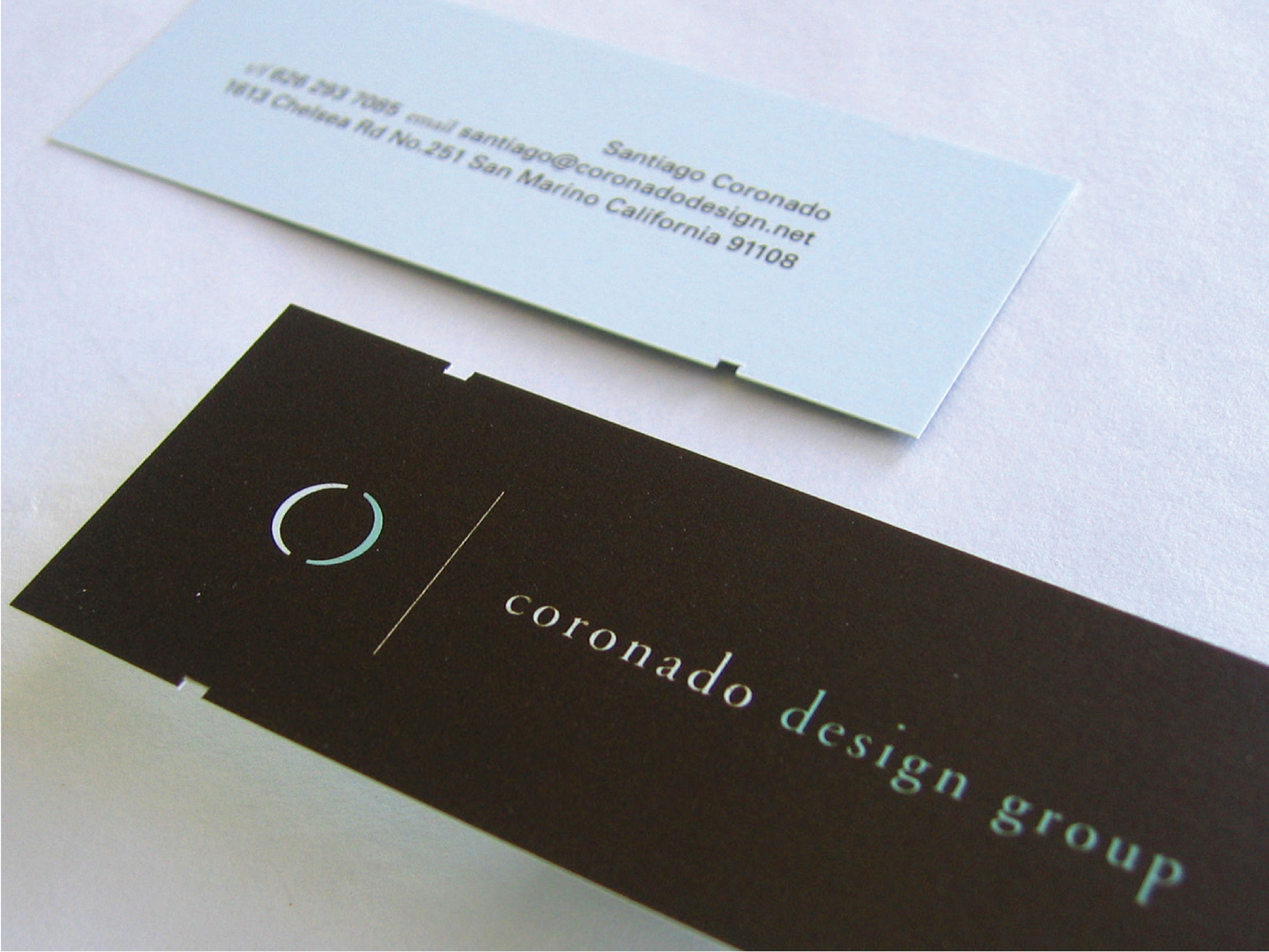

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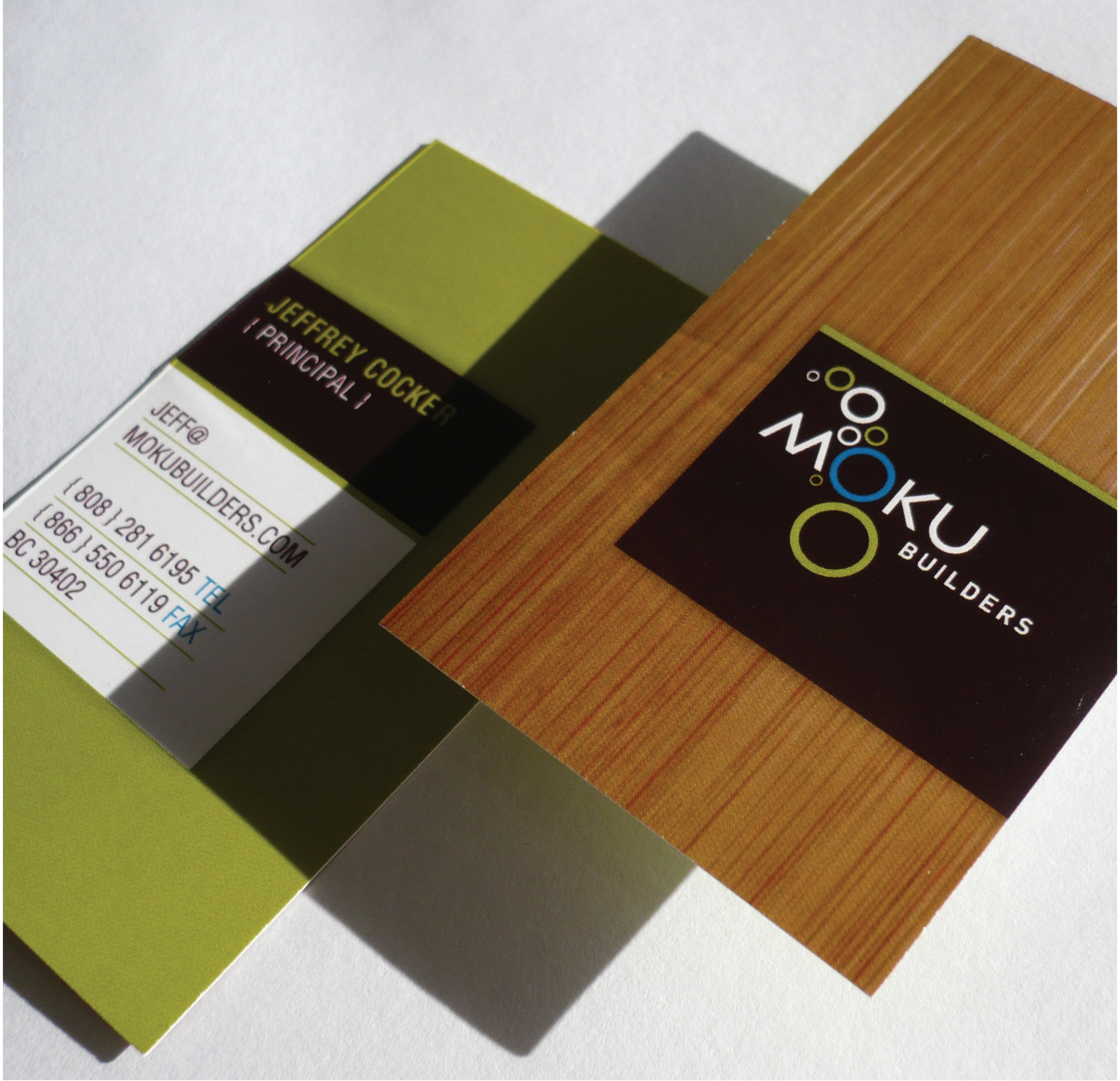
t1 626 293 7085 email santiago@coronadodesign.net
1613 Chelsea Rd No.251 San Marino California 91108

coronado design group



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JEFF@
MOKUBUILDERS.COM

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BC 30402

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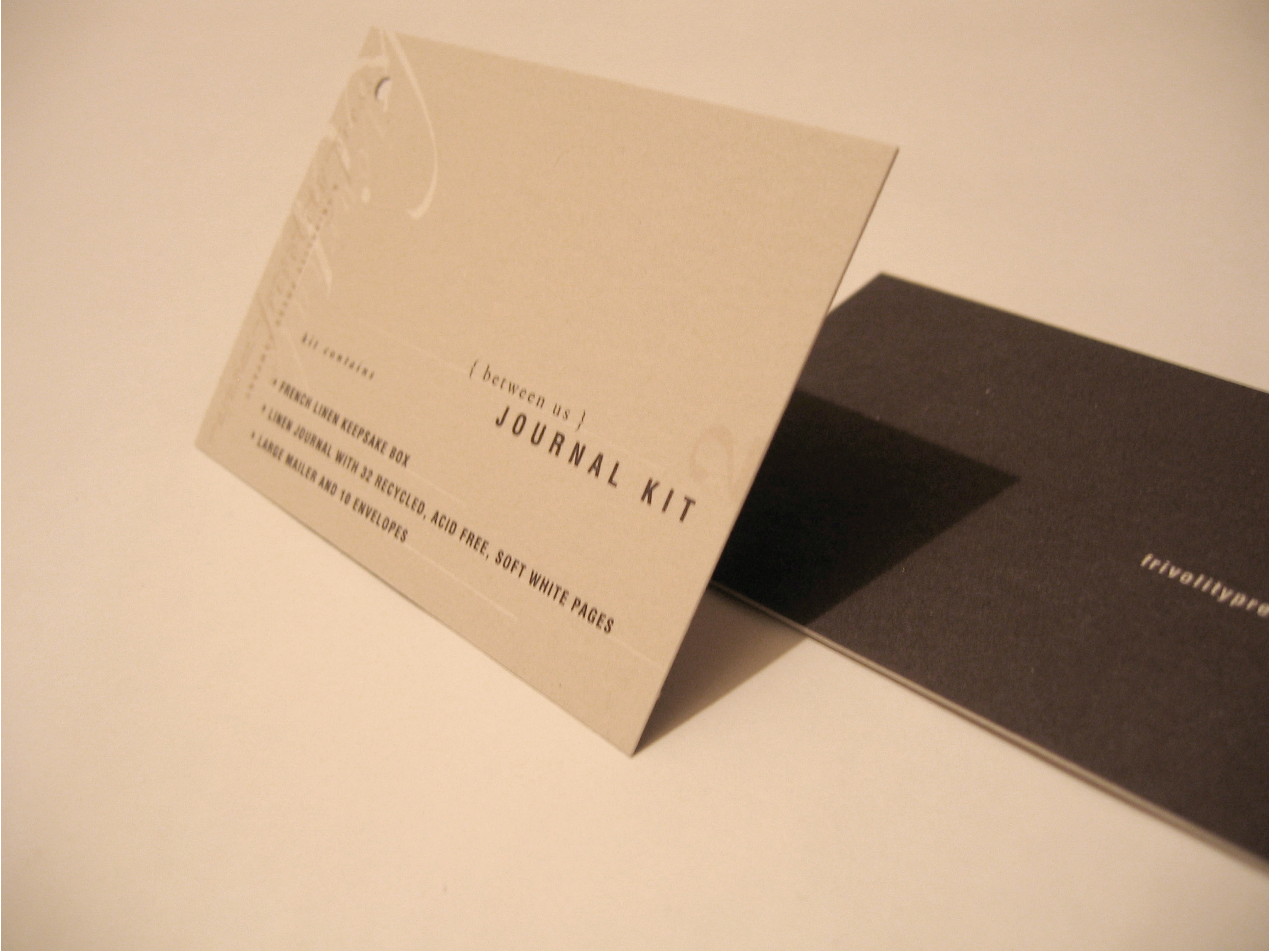

kit contains

- FRENCH LINEN KEEPSAKE BOX
- LINEN JOURNAL WITH 32 RECYCLED, ACID FREE, SOFT WHITE PAGES
- LARGE MAILER AND 10 ENVELOPES

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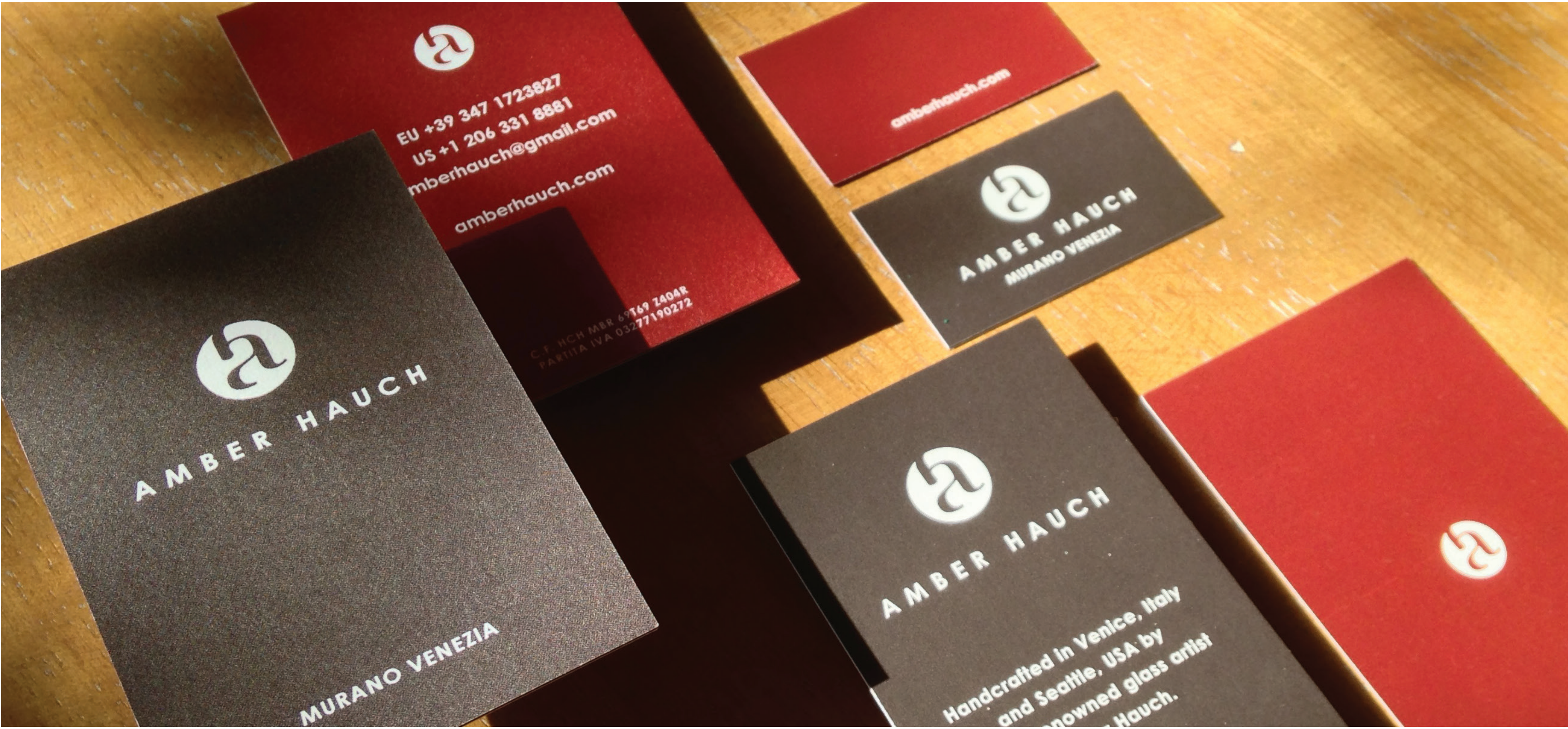
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welcome

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inside

04
Avoid the 7 Most Costly Mistakes of Importing
Proper Expectations and proper planning are the real keys to contracting manufacturing in China. See where the difference between your success and potential failure is defined.

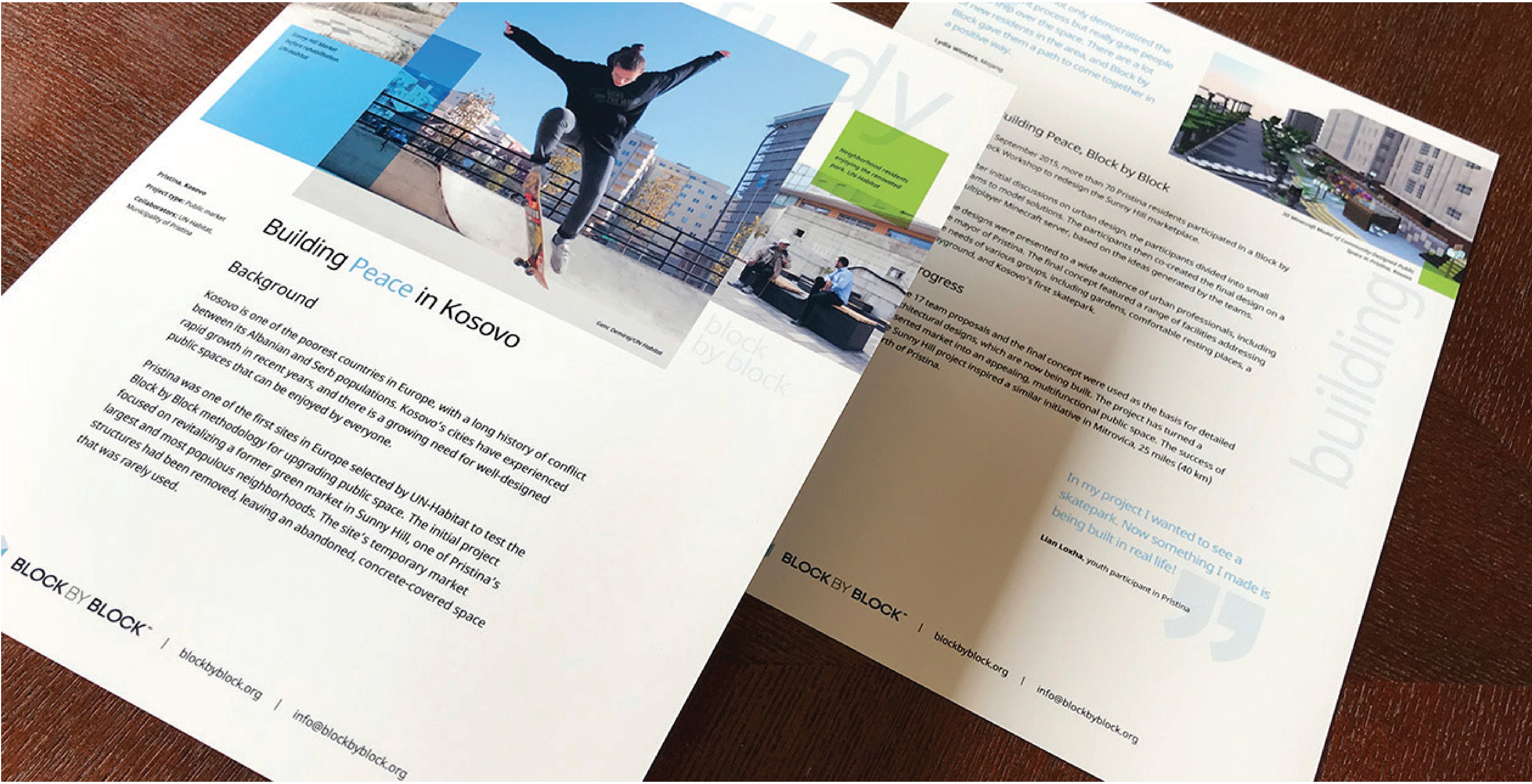
06
Secrets Revealed: The Exclusive 15-step Development Process Used by Greater China on Every Project
Working with Greater China is different than other importers. For the first time, here is a detailed explanation of how Greater China manages your import projects from design through delivery.

35
How to Speak Import—4 Acronyms You Must Know
It's critical that you learn to speak some of the language. Not Chinese, but the language of import—beginning with these four frequently misunderstood expressions.

Other IMPORTant Information
No use waiting, here is the fine print on projects with Greater China. Answers to other questions are always available from your Greater China account manager.

08 Electronics
12 Plastics
16 Paper
20 Metals
24 Cut & Sew
28 Drinkware
30 Writing

The Hong Kong airport is just the first stop when working in China. The real manufacturing takes place in emerging cities like Shanghai, where one of three Greater China offices in Asia is located.



Sunny Hill Market before rehabilitation. UN-Habitat

Neighborhood residents enjoying the renovated park. UN-Habitat

Genc Demiraj/UN-Habitat

Pristina, Kosovo
Project type: Public market
Collaborators: UN-Habitat, Municipality of Pristina

Building Peace in Kosovo

Background

Kosovo is one of the poorest countries in Europe, with a long history of conflict between its Albanian and Serb populations. Kosovo's cities have experienced rapid growth in recent years, and there is a growing need for well-designed public spaces that can be enjoyed by everyone.

Pristina was one of the first sites in Europe selected by UN-Habitat to test the Block by Block methodology for upgrading public space. The initial project focused on revitalizing a former green market in Sunny Hill, one of Pristina's largest and most populous neighborhoods. The site's temporary market structures had been removed, leaving an abandoned, concrete-covered space that was rarely used.

BLOCK BY BLOCK™ | blockbyblock.org | info@blockbyblock.org

…ot only democratized the …process but really gave people …ship over the space. There are a lot …of new residents in the area, and Block by Block gave them a path to come together in a positive way.

Lydia Winters, Mojang

…uilding Peace, Block by Block

…September 2015, more than 70 Pristina residents participated in a Block by …ock Workshop to redesign the Sunny Hill marketplace.

…ter initial discussions on urban design, the participants divided into small …ams to model solutions. The participants then co-created the final design on a …ultiplayer Minecraft server, based on the ideas generated by the teams.

…e designs were presented to a wide audience of urban professionals, including …e mayor of Pristina. The final concept featured a range of facilities addressing …e needs of various groups, including gardens, comfortable resting places, a …yground, and Kosovo's first skatepark.

3D Minecraft Model of Community-Designed Public Space in Pristina, Kosovo

…rogress

…e 17 team proposals and the final concept were used as the basis for detailed …chitectural designs, which are now being built. The project has turned a …serted market into an appealing, multifunctional public space. The success of …e Sunny Hill project inspired a similar initiative in Mitrovica, 25 miles (40 km) …rth of Pristina.

> In my project I wanted to see a skatepark. Now something I made is being built in real life!
>
> **Lian Loxha**, youth participant in Pristina

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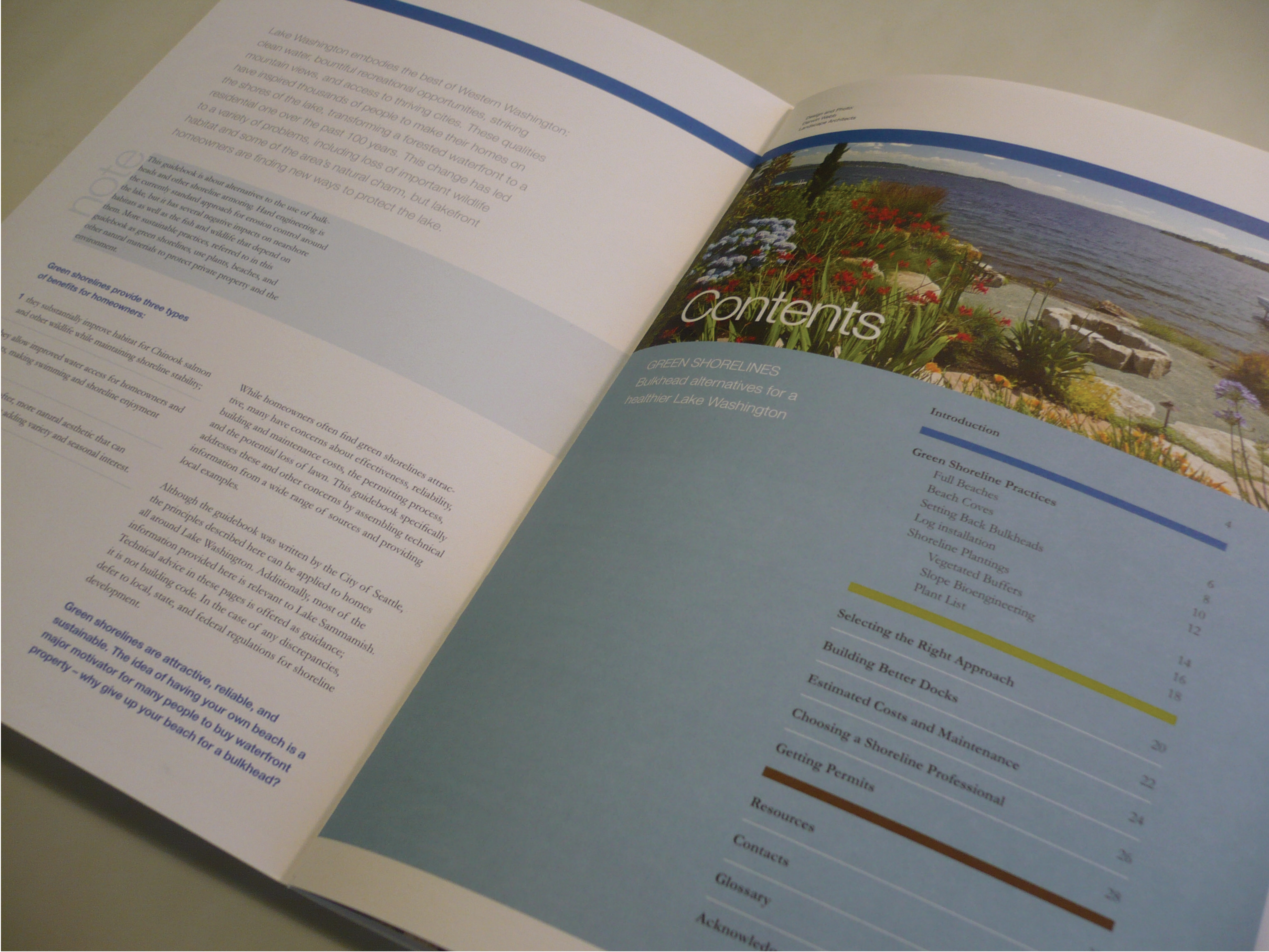

Lake Washington embodies the best of Western Washington: clean water, bountiful recreational opportunities, striking mountain views, and access to thriving cities. These qualities have inspired thousands of people to make their homes on the shores of the lake, transforming a forested waterfront to a residential one over the past 100 years. This change has led to a variety of problems, including loss of important wildlife habitat and some of the area's natural charm, but lakefront homeowners are finding new ways to protect the lake.

note

This guidebook is about alternatives to the use of bulkheads and other shoreline armoring. Hard engineering is the currently standard approach for erosion control around the lake, but it has several negative impacts on nearshore habitats as well as the fish and wildlife that depend on them. More sustainable practices, referred to in this guidebook as green shorelines, use plants, beaches, and other natural materials to protect private property and the environment.

Green shorelines provide three types of benefits for homeowners:

1 they substantially improve habitat for Chinook salmon and other wildlife while maintaining shoreline stability;

hey allow improved water access for homeowners and ts, making swimming and shoreline enjoyment

fter, more natural aesthetic that can adding variety and seasonal interest.

While homeowners often find green shorelines attractive, many have concerns about effectiveness, reliability, building and maintenance costs, the permitting process, and the potential loss of lawn. This guidebook specifically addresses these and other concerns by assembling technical information from a wide range of sources and providing local examples.

Although the guidebook was written by the City of Seattle, the principles described here can be applied to homes all around Lake Washington. Additionally, most of the information provided here is relevant to Lake Sammamish. Technical advice in these pages is offered as guidance; it is not building code. In the case of any discrepancies, defer to local, state, and federal regulations for shoreline development.

Green shorelines are attractive, reliable, and sustainable. The idea of having your own beach is a major motivator for many people to buy waterfront property – why give up your beach for a bulkhead?

Design and Photo:
Darwin Webb
Landscape Architects

Contents

GREEN SHORELINES
Bulkhead alternatives for a healthier Lake Washington

Introduction
Green Shoreline Practices
  Full Beaches
  Beach Coves
  Setting Back Bulkheads
  Log installation
  Shoreline Plantings
  Vegetated Buffers
  Slope Bioengineering
  Plant List
Selecting the Right Approach
Building Better Docks
Estimated Costs and Maintenance
Choosing a Shoreline Professional
Getting Permits
Resources
Contacts
Glossary
Acknowled

4
6
8
10
12
14
16
18
20
22
24
26
28

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The 2011 Annual Report of the Petitions Committee's activities marks a new development in the history of the Committee itself, as the deployment of our strategic communication comes into bloom and encompasses several different channels to reach out to our natural audience: the European citizen.

I remain fully aware that this result could not be achieved without the involvement of every active Member of the Committee, with the support of the Secretariat-General of the Parliament, but we also have the past Members of our Committee to thank as well. It was the on-going effort to reach out, initiated and promoted by those Members and their commitment to the European peoples, that today allows me to fulfil the greater project and chair a Committee capable of better analyzing, engaging, and delivering a response to each petition received.

The challenges Europe faces everyday are gargantuan and symptomatic of the dire straits we are all called upon to walk through. But Europe has met and overcome challenges in the past and can do so again — the honour of having been recently attributed the Nobel peace Prize testifies to this. Solutions to so many critical issues, in the economic or environmental field for example, are not obvious and may not be as straightforward as many would have us believe, but if Europe pulls together with its citizens, solutions are within reach. If member states try to go it alone, they are generating a cruel illusion for their people and undermining the essential solidarity that Europe requires.

That the citizens and residents of Europe enjoy the fundamental right to petition the Parliament, which the fathers of the European project included in the Treaties, is something utterly relevant for today's challenges. European

citizens seem to share this sentiment and the steadily growing numbers of petitions with which we deal would seem to testify to that.

Oftentimes, and our readers will be able to find clear examples of that in this very publication, citizens come to us for solutions, in the form of non-judicial remedies, and at the end of the petition's process they may find precisely what they were hoping for, reinstating confidence and faith in a European project which can at times intimidate the citizen but which must always work to protect and promote their interests. The petitions process is an additional reality check for the Parliament in that respect. I am very proud that this kind of activity is happening on my watch and feel honoured to address each and every one of our European citizens with a publication that aspires to inspire and engage more people in the interaction between the Parliament and civil society, local communities and everyone who has a contribution to make.

We are all very aware that the road to reach the European constituency is a long and winding one, with pitfalls and trials aplenty. However, it is our duty to work without hesitation and with the enthusiasm that only the Committee on Petitions — the democratic interface par excellence of the European Institutions — can engender and usher. The petitions process in the European Parliament is a very simple and non-bureaucratic one. Yet the Petitions Committee is nevertheless engaged at the moment in the creation of a more contemporary and more effective internet portal to further enhance the petitions process in terms of efficiency and transparency and I hope that by 2013, the year of the European Citizen, this new facility will be operational and allow even more of you to become active Europeans.

Thank you to all petitioners!

ERMINIA MAZZONI

onsible sourcing

thoughtfully crafted from farm to
l good about eating the bars and
ttle Chocolates because every aspect
m the origin of our cocoa beans to the
r inclusions – is carefully curated and
t our rigid quality standards.

ttle Chocolates began sourcing cocoa
orest Alliance Certified™ farms. Our core
ttle Chocolate Truffle Bars now feature
orest Alliance Certified™ seal, with other
to follow.

est Alliance certification offers a robust and
ehensive approach to sustainable agriculture
ocuses equally on social equity, environmental
ection and long term economic viability. Rainforest
ance certification strictly prohibits forced labor
d the employment of children under the age of 15
n certified farms; additionally, children of workers on
tified farms receive access to education.

We continue to adopt other sustainable
practices including eliminating palm
production is associated with
impact; all of our products now use
coconut oil. Our packaging is also
on sustainability; we use recyclable
and vegetable-based inks and coatings.

In addition to our ethical trade practices,
Chocolates creates small batch chocolate
using only the highest quality all natural
with no preservatives, additives or
Chocolates is also moving toward 100%
ingredients. Less than 1% of Seattle Chocolates
than one hundred products, currently
GMO ingredients, and we are working with
our suppliers to verify each new ingredient.

All of our products are Kosher certified. Seattle
Chocolates, led by Jean Thompson, is also
certified by SQF (Safe Quality Food) Program
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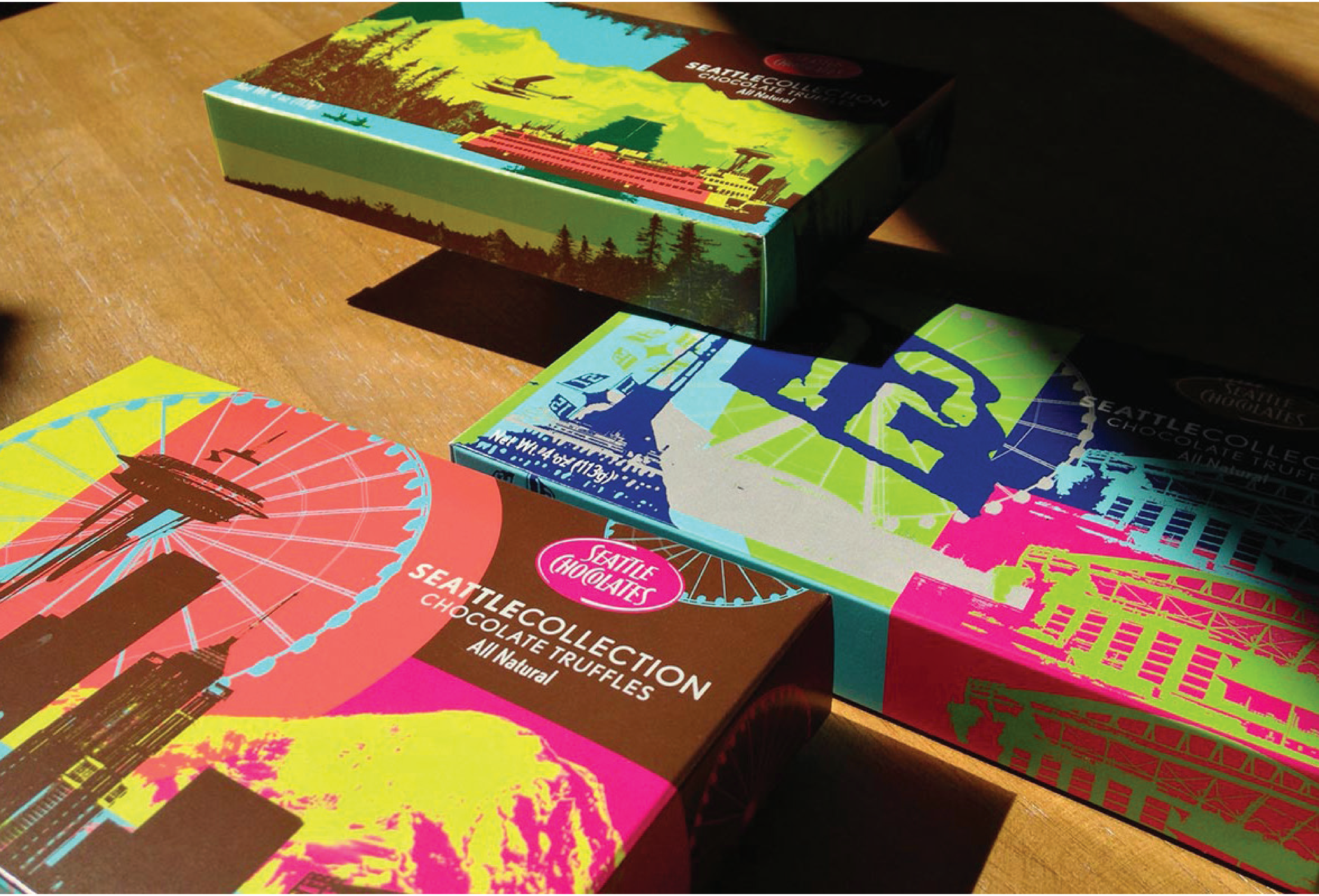

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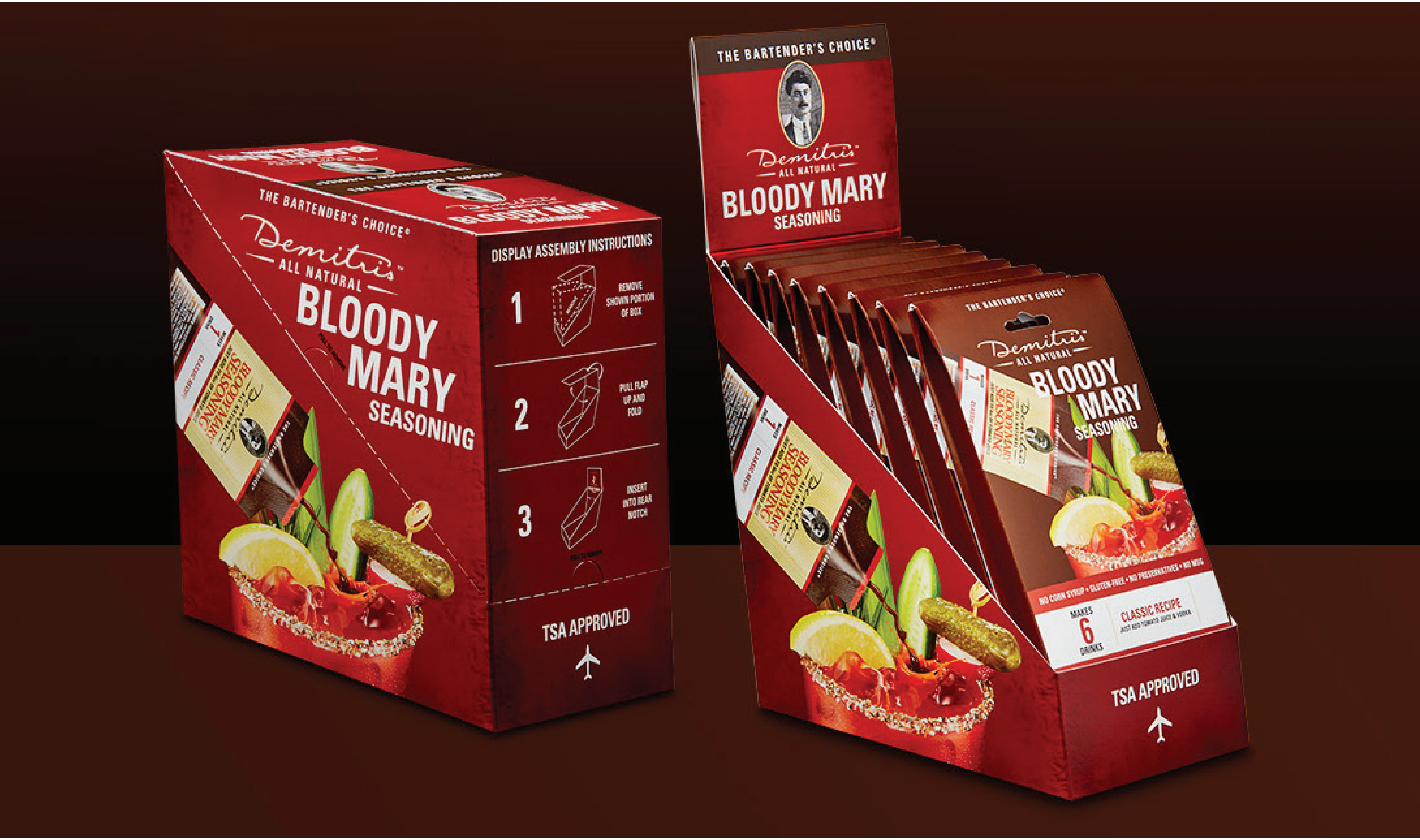
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PULL FLAP UP AND FOLD
3
INSERT INTO REAR NOTCH
TSA APPROVED
THE BARTENDER'S CHOICE®
Demitri's™
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BLOODY MARY
SEASONING
THE BARTENDER'S CHOICE®
Demitri's™
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BLOODY MARY
SEASONING
NO CORN SYRUP • GLUTEN-FREE • NO PRESERVATIVES • NO MSG
MAKES
6
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CLASSIC RECIPE
JUST ADD TOMATO JUICE & VODKA
TSA APPROVED

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from SEATTLE,
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NET WT 16 OZ (453g)

Brown Eggs
GRADE A
PASTURE RAISED
12 Large Grade A Brown Eggs | No Hormones or Antibiotics
Raised with care in America on Local Family Farms.
Blue Sky Family Farms
PASTURE RAISED
12 Brown Eggs
12 BROWN EGGS
PASTURE RAISED
Free Roaming Hens.
On Green Grasses.
Under Blue Skies.
CERTIFIED HUMANE

Blue Sky™
Family Farms
EST. 1913

blue sky™
CLEANERS

Why Swiss Style?

Clean, minimal design is like a rich, gourmet, vanilla ice cream... it goes with nearly everything and can be the base for countless amazing desserts.

die gute form

Neue Grafik
New Graphic Design
Graphisme actuel
3-19
v.1
Illustration, Poster and Architecture

blue
blue
a journal for the new traveler
premiere issue

Why Swiss Style?

The more you expose yourself to, and learn the fundamentals of designing in, the design style, the more successful you will be as a designer.

Key Elements of Swiss Style

A. Uniformity and geometry

B. Small, medium, large layout dynamic

C. Whitespace

D. Grid

E. Simple, clean, minimal

F. San-serif

G. Font size as tool, impact, rhythm

H. Photography, bold, clean, white space, etc.

Minimal, Not Easy

Minimal, well thought out, well designed business cards stand out in a crowded world of designers, many of whom overdesign.

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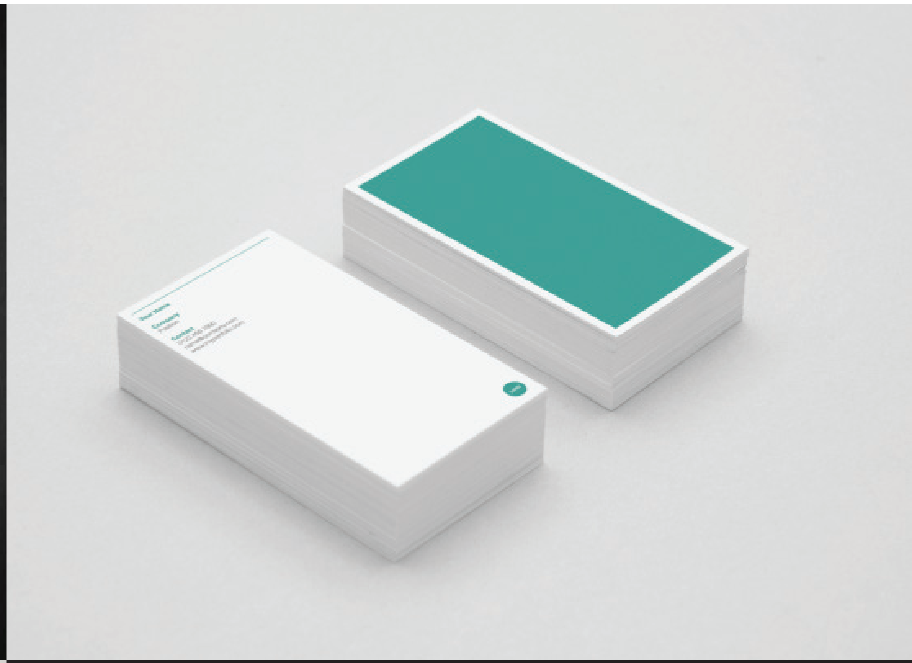
contact@alexandruvita.com



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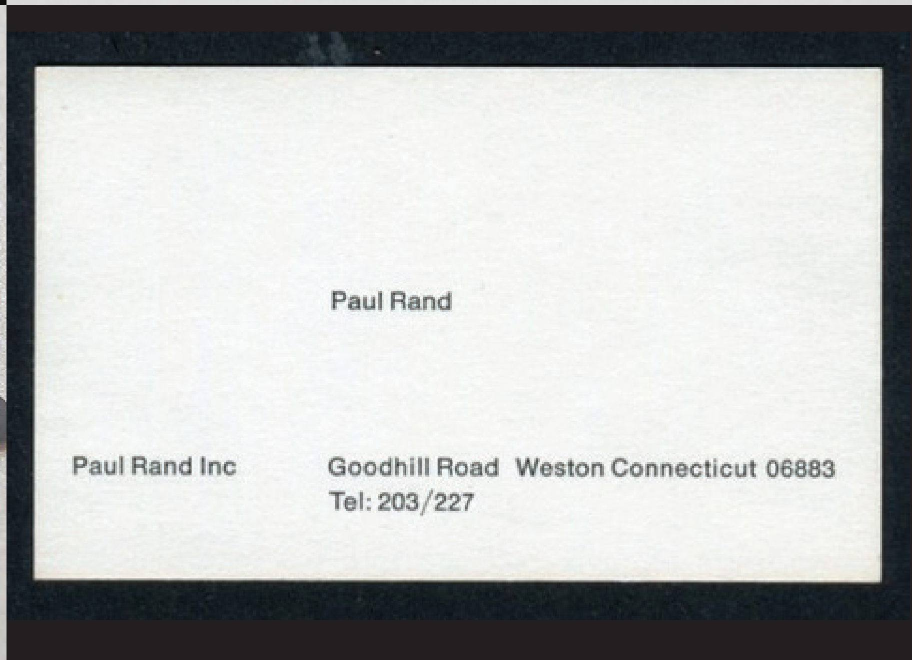


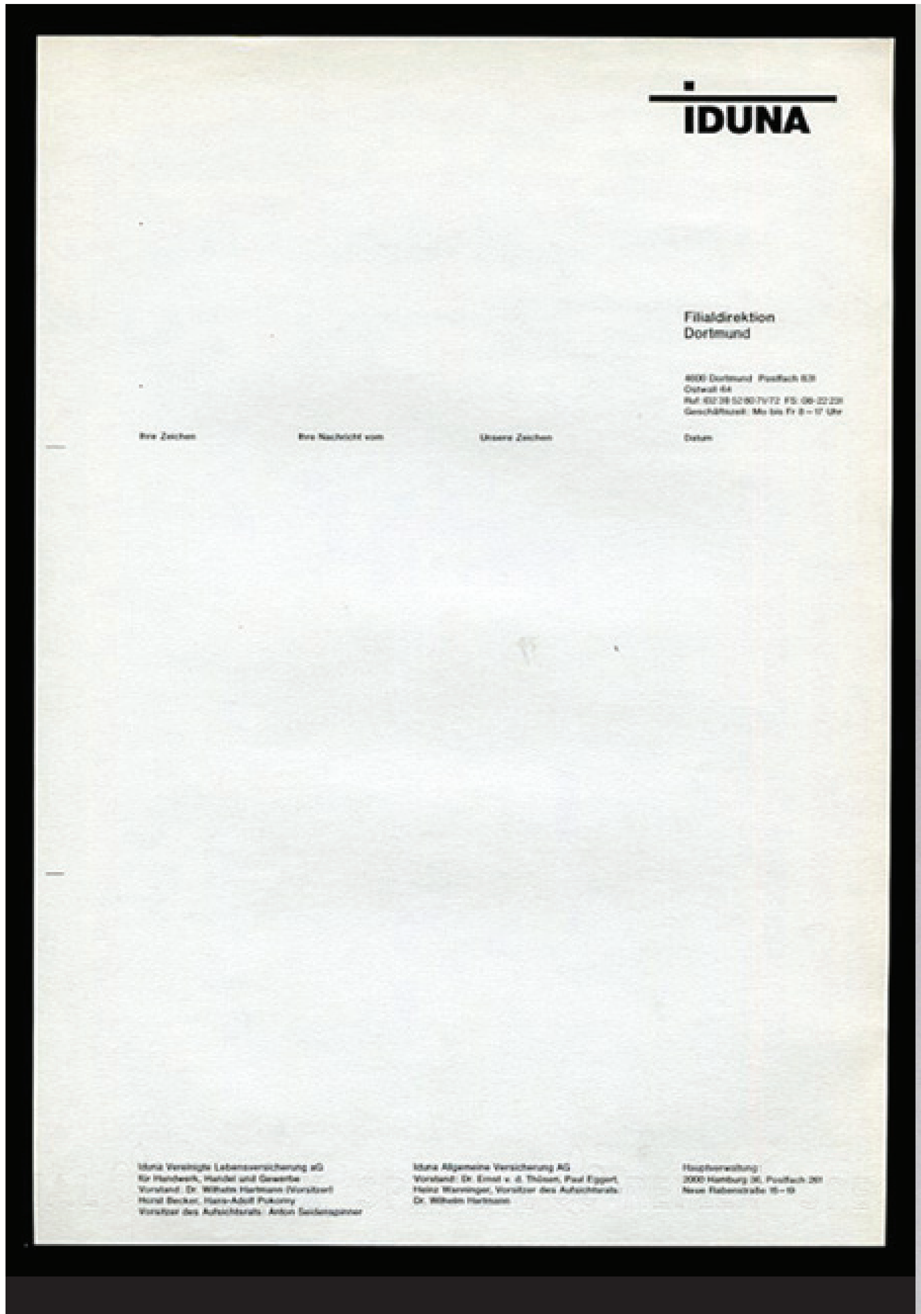
Paul Rand

Paul Rand Inc

Goodhill Road Weston Connecticut 06883
Tel: 203/227

Minimal is Engaging

A well designed letterhead and resume stands out more today than ever due to our increasingly digital world.



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Horst Becker, Hans-Adolf Pokorny
Vorsitzer des Aufsichtsrats: Anton Seidenspinner

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Vorstand: Dr. Ernst v. d. Thüsen, Paul Eggert,
Heinz Wanninger, Vorsitzer des Aufsichtsrats:
Dr. Wilhelm Hartmann

Hauptverwaltung:
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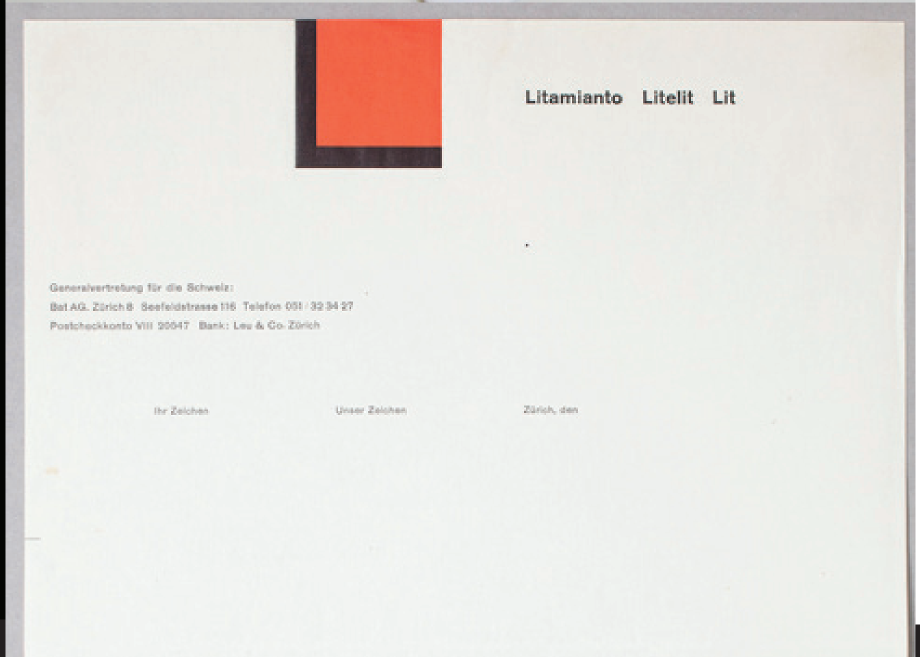
Neue Rabenstraße 15 – 19



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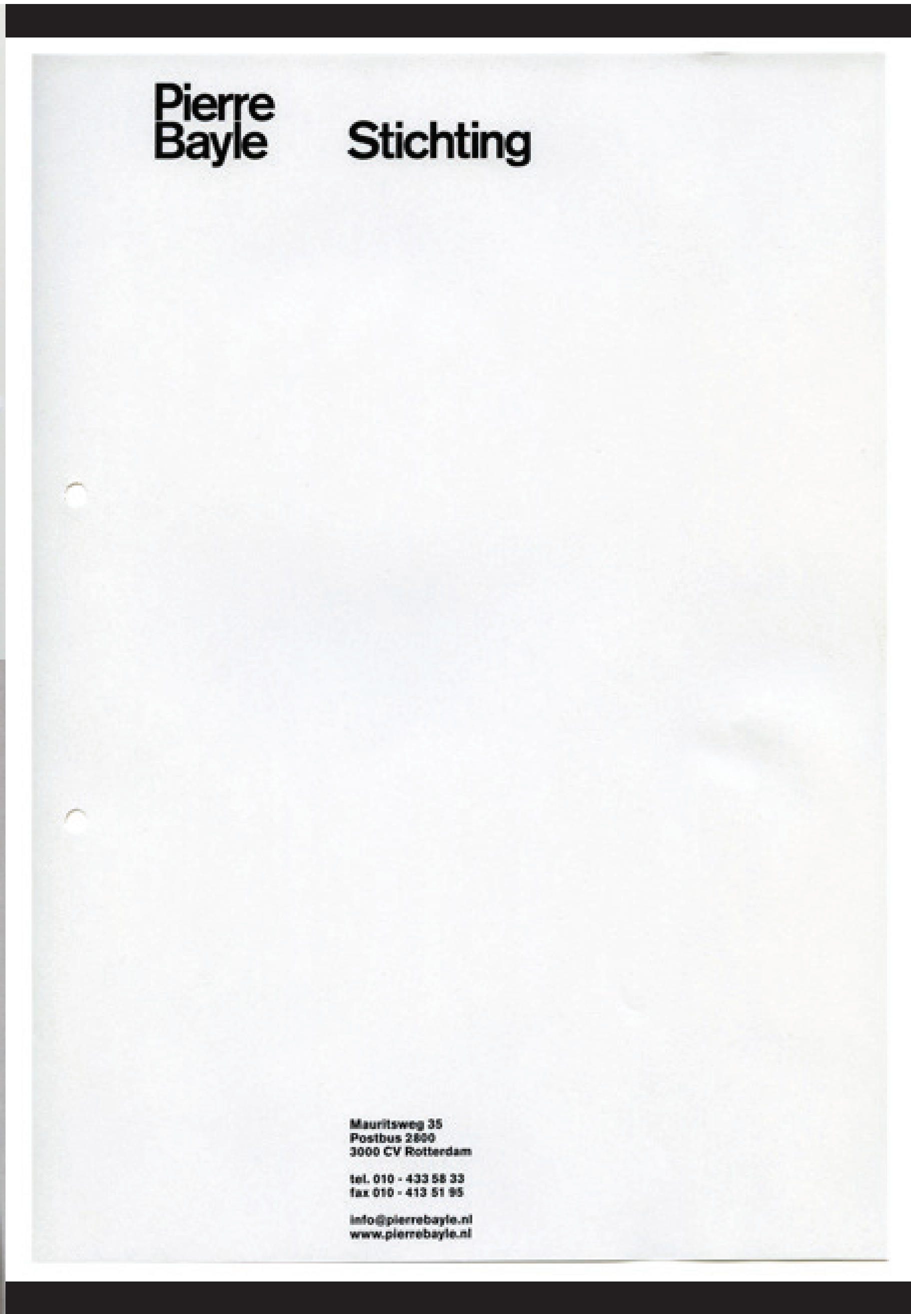

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info@pierrebayle.nl
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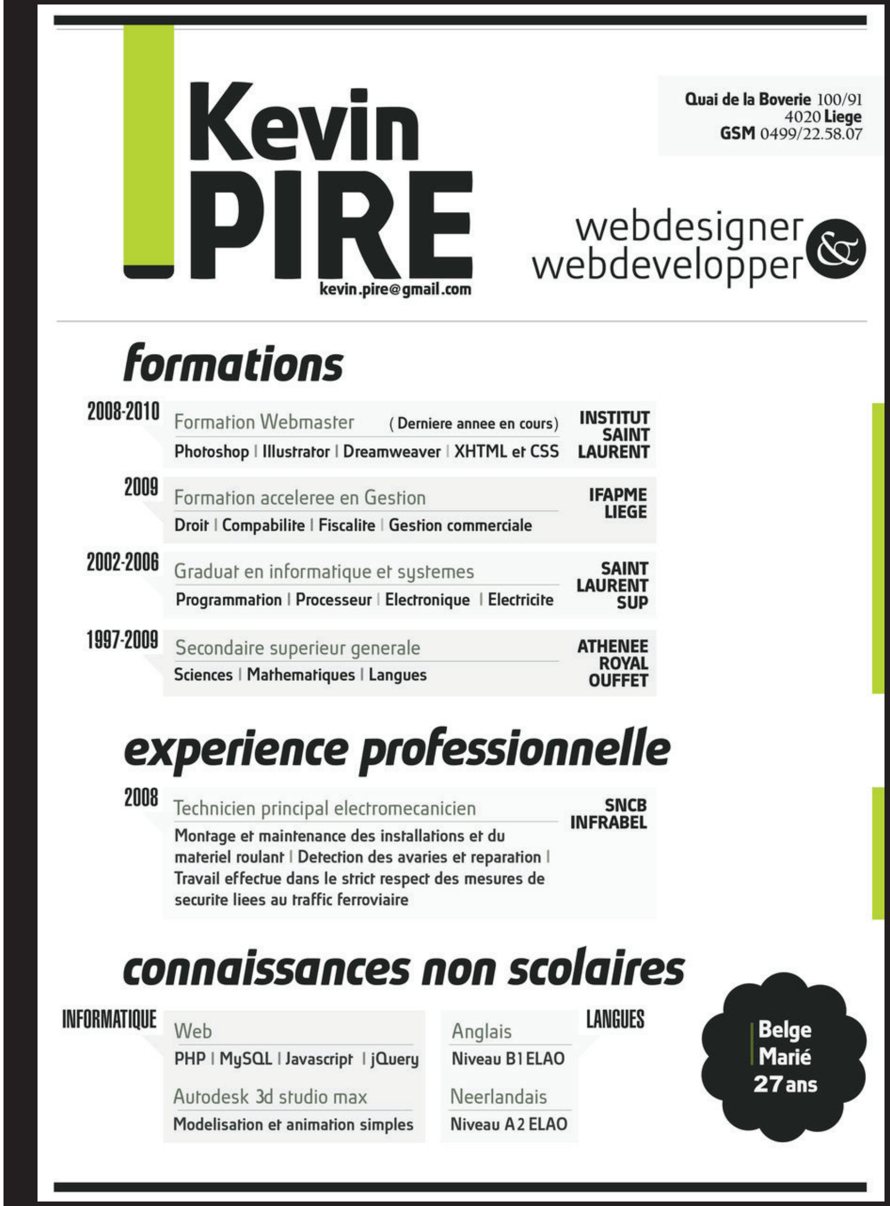
Over Designed is Common

An over designed resume stands out in the wrong way. Minimal, clean, organized speaks much louder in the right way.



Kevin PIRE

kevin.pire@gmail.com

Quai de la Boverie 100/91
4020 **Liege**
GSM 0499/22.58.07

webdesigner & webdeveloppper

formations

2008-2010 Formation Webmaster (Derniere annee en cours) — **INSTITUT SAINT LAURENT**
Photoshop | Illustrator | Dreamweaver | XHTML et CSS

2009 Formation acceleree en Gestion — **IFAPME LIEGE**
Droit | Compabilite | Fiscalite | Gestion commerciale

2002-2006 Graduat en informatique et systemes — **SAINT LAURENT SUP**
Programmation | Processeur | Electronique | Electricite

1997-2009 Secondaire superieur generale — **ATHENEE ROYAL OUFFET**
Sciences | Mathematiques | Langues

experience professionnelle

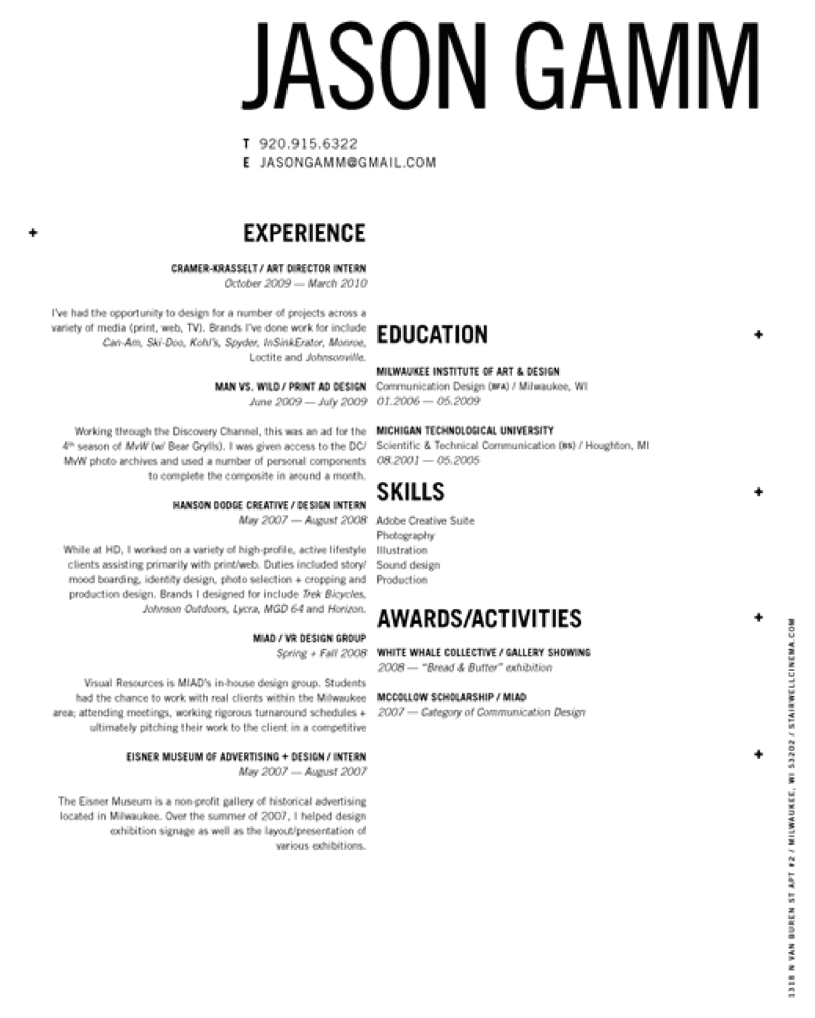
2008 Technicien principal electromecanicien — **SNCB INFRABEL**
Montage et maintenance des installations et du materiel roulant | Detection des avaries et reparation | Travail effectue dans le strict respect des mesures de securite liees au traffic ferroviaire

connaissances non scolaires

INFORMATIQUE
Web
PHP | MySQL | Javascript | jQuery
Autodesk 3d studio max
Modelisation et animation simples

LANGUES
Anglais
Niveau B1 ELAO
Neerlandais
Niveau A2 ELAO

Belge
Marié
27 ans



JASON GAMM

T 920.915.6322
E JASONGAMM@GMAIL.COM

EXPERIENCE

CRAMER-KRASSELT / ART DIRECTOR INTERN
October 2009 — March 2010

I've had the opportunity to design for a number of projects across a variety of media (print, web, TV). Brands I've done work for include *Can-Am, Ski-Doo, Kohl's, Spyder, InSinkErator, Monroe,* Loctite and *Johnsonville.*

MAN VS. WILD / PRINT AD DESIGN
June 2009 — July 2009

Working through the Discovery Channel, this was an ad for the 4th season of *MvW* (w/ Bear Grylls). I was given access to the DC/ MvW photo archives and used a number of personal components to complete the composite in around a month.

HANSON DODGE CREATIVE / DESIGN INTERN
May 2007 — August 2008

While at HD, I worked on a variety of high-profile, active lifestyle clients assisting primarily with print/web. Duties included story/ mood boarding, identity design, photo selection + cropping and production design. Brands I designed for include *Trek Bicycles, Johnson Outdoors, Lycra, MGD 64* and *Horizon.*

MIAD / VR DESIGN GROUP
Spring + Fall 2008

Visual Resources is MIAD's in-house design group. Students had the chance to work with real clients within the Milwaukee area; attending meetings, working rigorous turnaround schedules + ultimately pitching their work to the client in a competitive

EISNER MUSEUM OF ADVERTISING + DESIGN / INTERN
May 2007 — August 2007

The Eisner Museum is a non-profit gallery of historical advertising located in Milwaukee. Over the summer of 2007, I helped design exhibition signage as well as the layout/presentation of various exhibitions.

EDUCATION

MILWAUKEE INSTITUTE OF ART & DESIGN
Communication Design (BFA) / Milwaukee, WI
01.2006 — 05.2009

MICHIGAN TECHNOLOGICAL UNIVERSITY
Scientific & Technical Communication (BS) / Houghton, MI
08.2001 — 05.2005

SKILLS

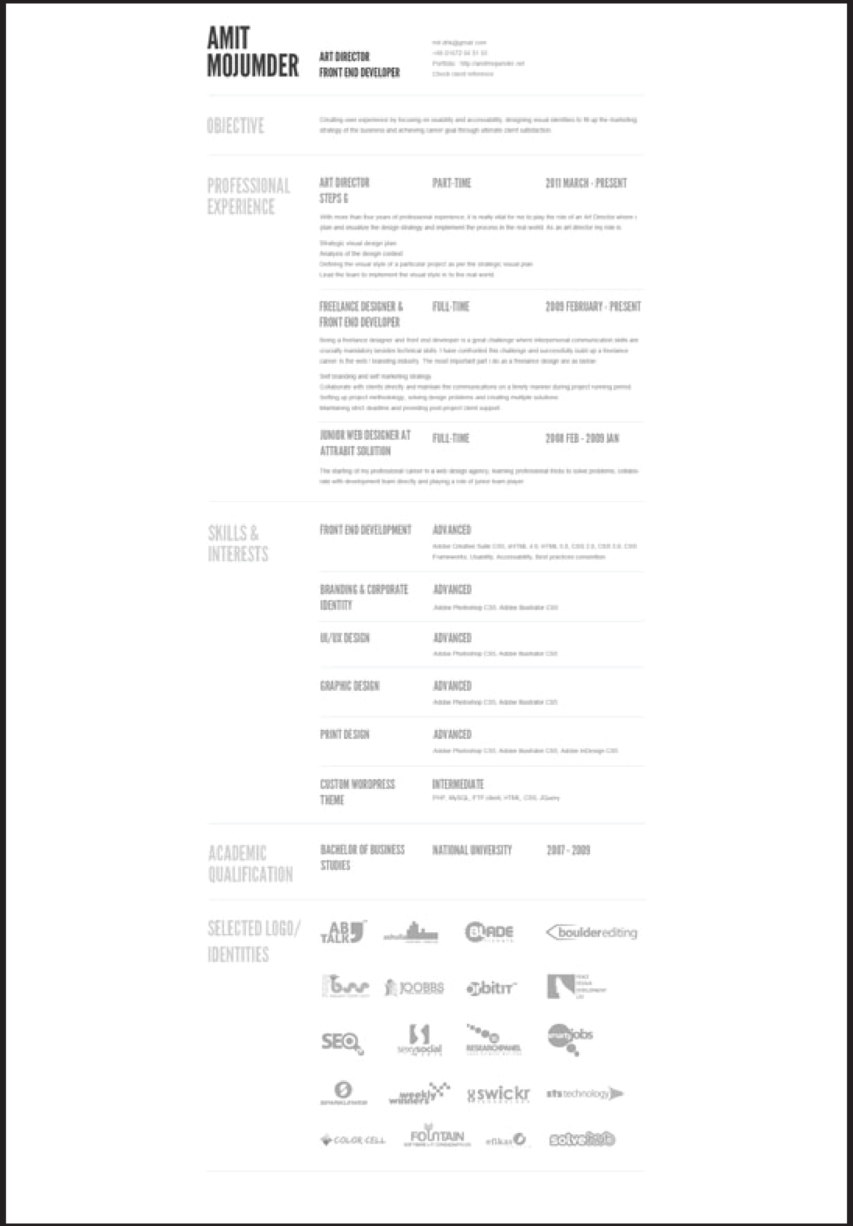
Adobe Creative Suite
Photography
Illustration
Sound design
Production

AWARDS/ACTIVITIES

WHITE WHALE COLLECTIVE / GALLERY SHOWING
2008 — "Bread & Butter" exhibition

MCCOLLOW SCHOLARSHIP / MIAD
2007 — Category of Communication Design

3318 N VAN BUREN ST APT #2 / MILWAUKEE, WI 53202 / STAIRWELLCINEMA.COM



AMIT MOJUMDER

ART DIRECTOR
FRONT END DEVELOPER

OBJECTIVE

PROFESSIONAL EXPERIENCE

ART DIRECTOR STEPS 6 — PART-TIME — 2011 MARCH - PRESENT

FREELANCE DESIGNER & FRONT END DEVELOPER — FULL-TIME — 2009 FEBRUARY - PRESENT

JUNIOR WEB DESIGNER AT ATTRABIT SOLUTION — FULL-TIME — 2008 FEB - 2009 JAN

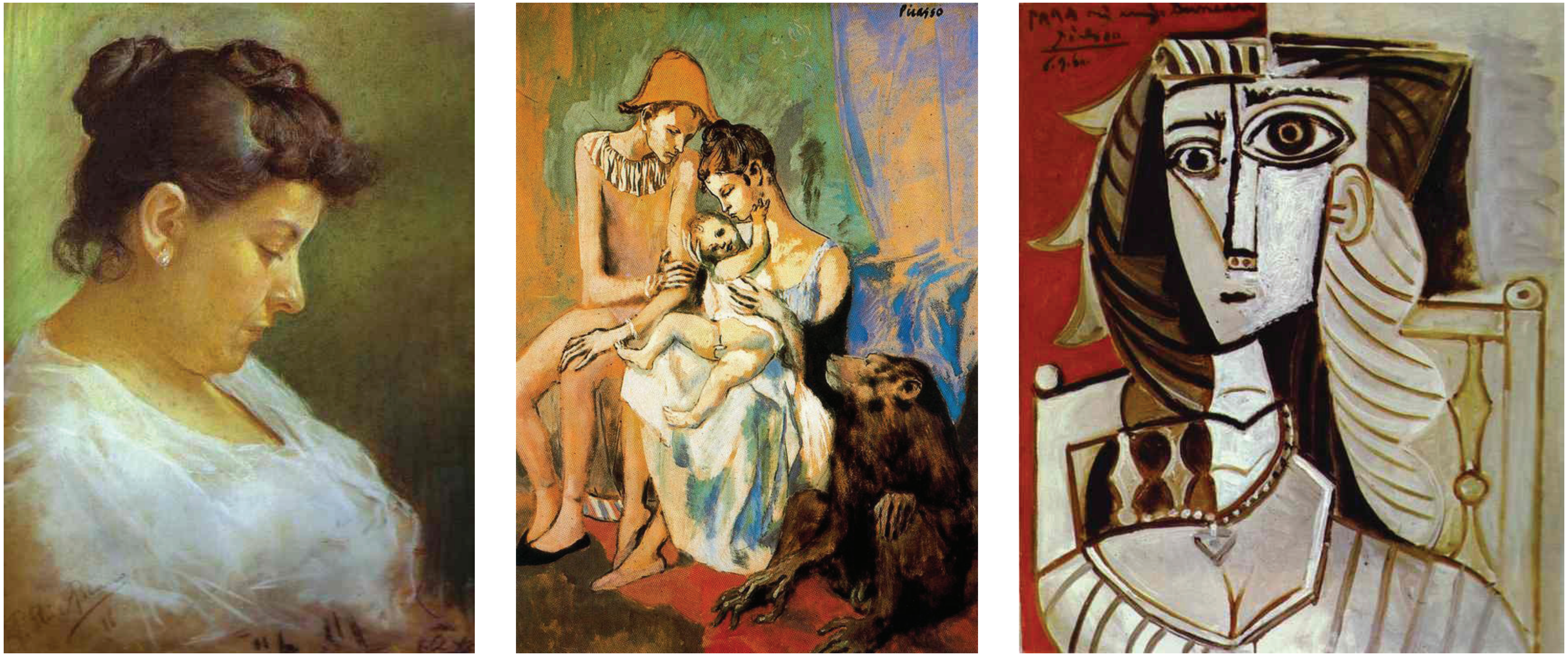
SKILLS & INTERESTS

FRONT END DEVELOPMENT — ADVANCED
BRANDING & CORPORATE IDENTITY — ADVANCED
UI/UX DESIGN — ADVANCED
GRAPHIC DESIGN — ADVANCED
PRINT DESIGN — ADVANCED
CUSTOM WORDPRESS THEME — INTERMEDIATE

ACADEMIC QUALIFICATION

BACHELOR OF BUSINESS STUDIES — NATIONAL UNIVERSITY — 2007 - 2009

SELECTED LOGO/ IDENTITIES



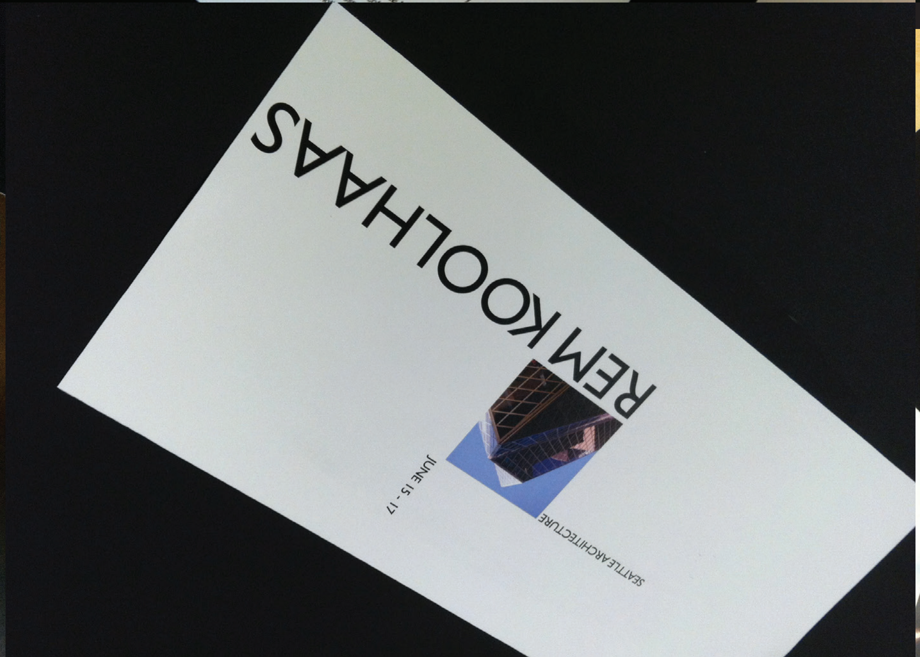
Build from a Solid Base

Knowing and understanding good basic fundamentals allows you to push beyond the ordinary.

Building on Type 1

Think back to projects you did in Type 1 and build upon those concepts you learned for organization and space.

W
THE NEW GUARD
DEPARTMENTS
COVER
FASHION + FEATURES
AN AFFAIR TO REMEMBER
HAIL PALE


REM KOOLHAAS

JUNE 15 - 17

SEATTLE ARCHITECTURE

SEATTLE ARCHITECTURE LECTURE SERIES

EXPERIENCE
MUSIC
PROJECT
6:00 PM

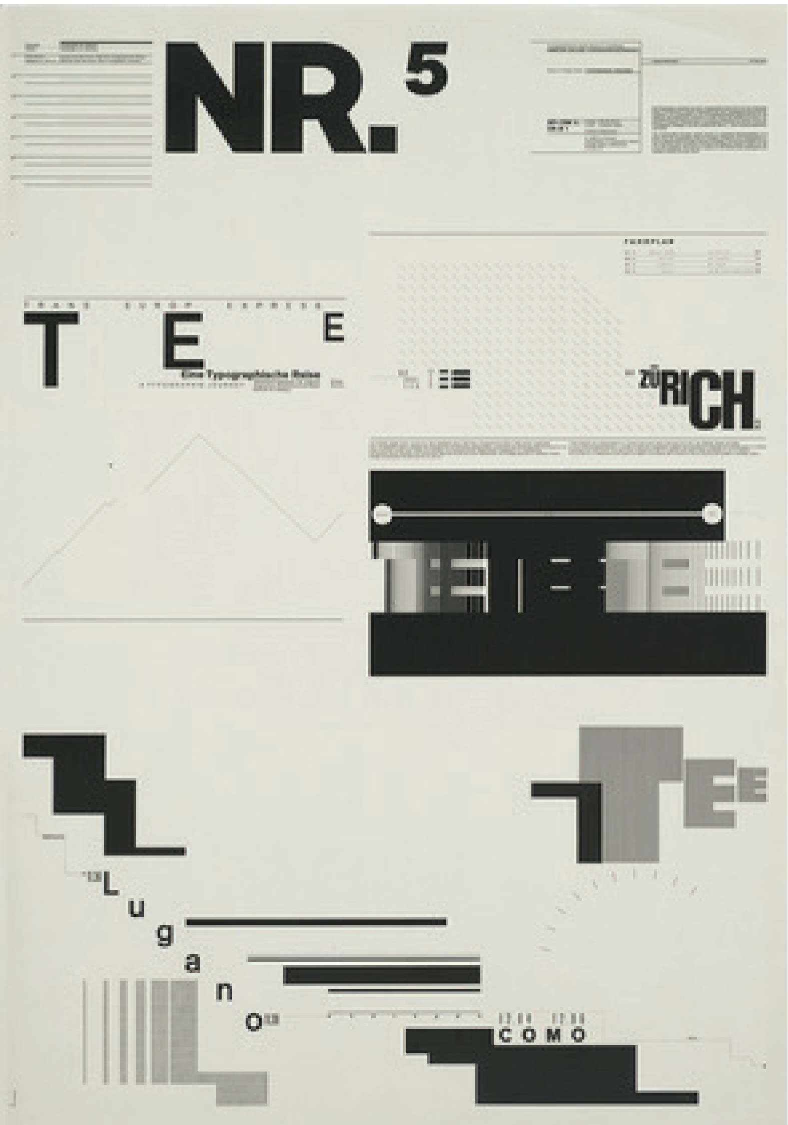
LECTURE HELD AT:
THE SEATTLE CENTER
325 5TH AVE N.
SEATTLE, WA 98109

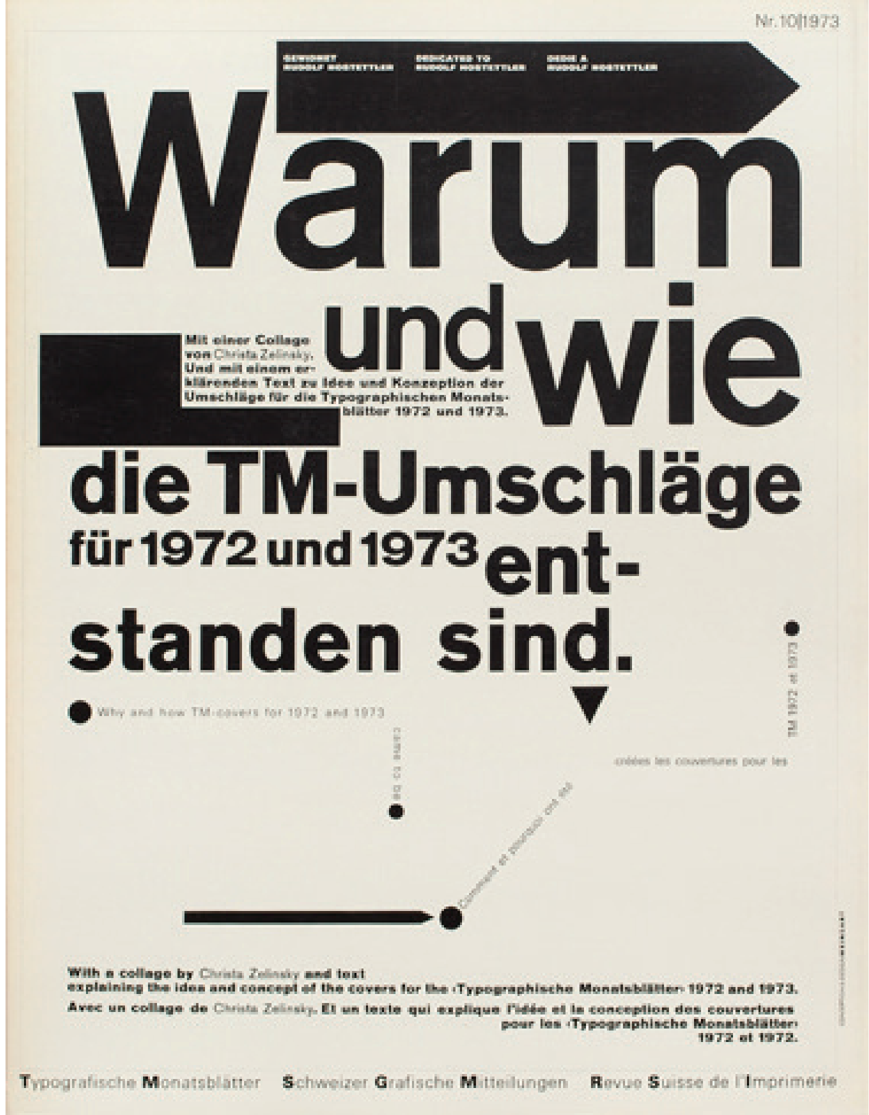
BY FRANK GEHRY

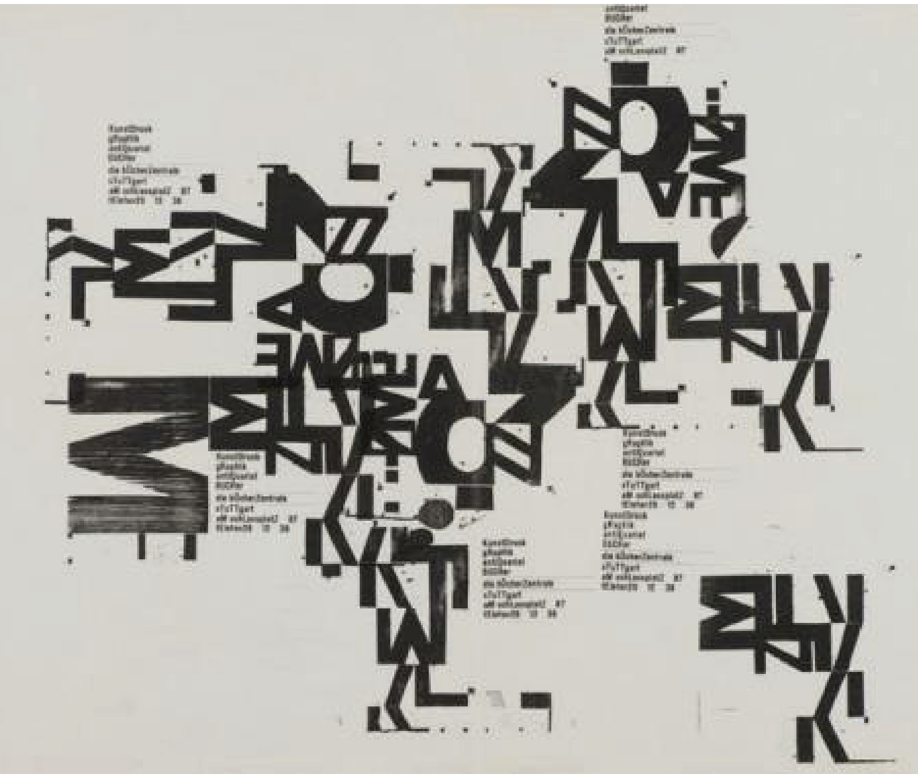
07.28.12

The architecture of Seattle has many different influences: tradition, available technology and materials, climate, economics and changing aesthetic considerations.

It is a place where one will find almost every style of architecture imaginable. In recent years, the city has seen an abundance of creative and thought provoking projects by top architects. This series focuses on three world renowned architects and their award winning projects in the city. As diverse as they are intriguing, these masters will give insight into their creative process and provide a backdrop for the thinking that went into their special, Seattle designs.


NR. 5
T E E
Eine Typographische Reise
ZÜRICH
Lugano
COMO


Nr. 10|1973
GEWIDMET RUDOLF HOSTETTLER
DEDICATED TO RUDOLF HOSTETTLER
DEDIE A RUDOLF HOSTETTLER
Warum und wie die TM-Umschläge für 1972 und 1973 entstanden sind.
Mit einer Collage von Christa Zelinsky. Und mit einem erklärenden Text zu Idee und Konzeption der Umschläge für die Typographischen Monatsblätter 1972 und 1973.
Why and how TM-covers for 1972 and 1973
came to be
TM 1972 et 1973
créées les couvertures pour les
Comment et pourquoi ont été
With a collage by Christa Zelinsky and text explaining the idea and concept of the covers for the ‹Typographische Monatsblätter› 1972 and 1973.
Avec un collage de Christa Zelinsky. Et un texte qui explique l'idée et la conception des couvertures pour les ‹Typographische Monatsblätter› 1972 et 1972.
Typografische Monatsblätter
Schweizer Grafische Mitteilungen
Revue Suisse de l'Imprimerie

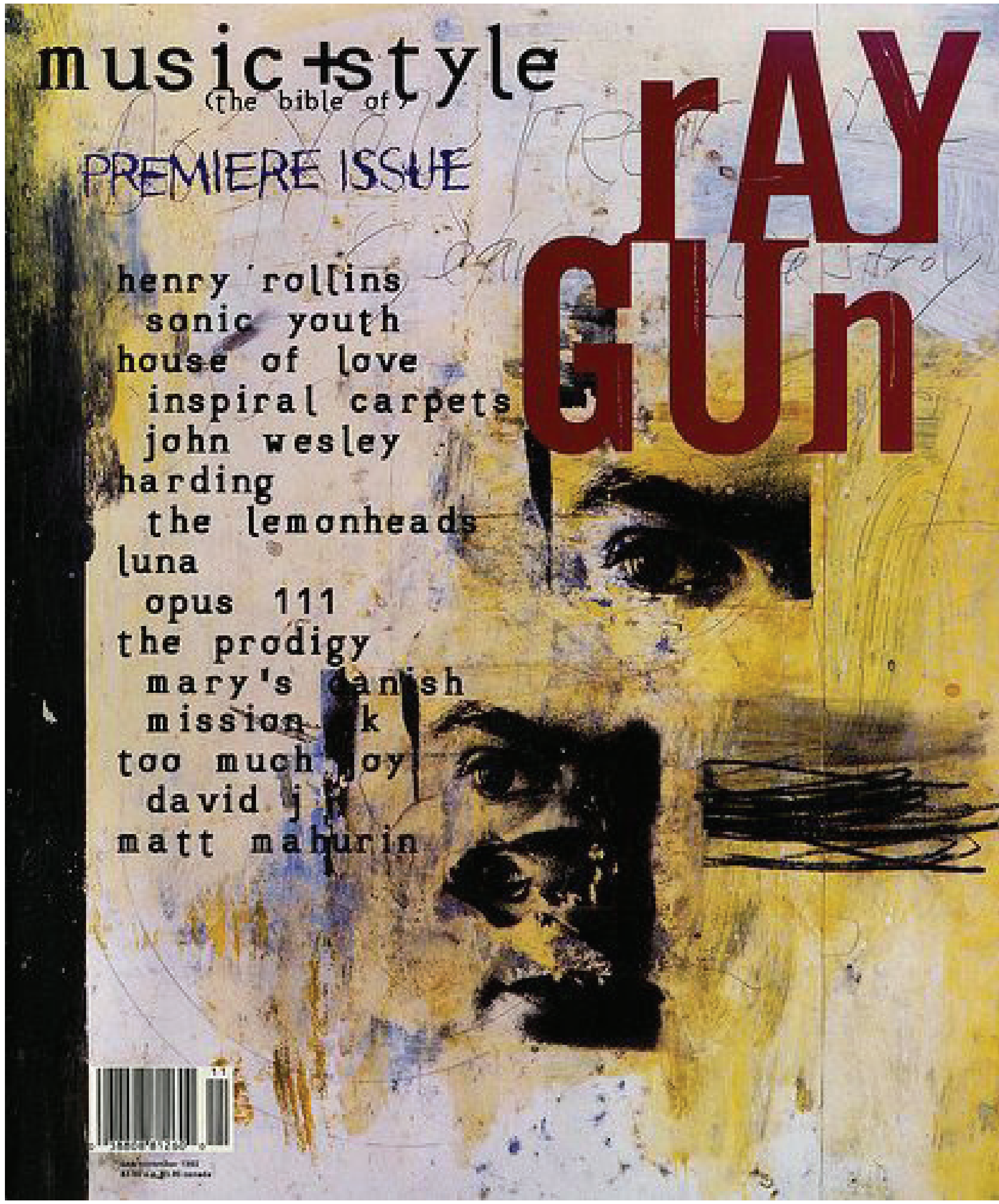


Organized Expression

Using a well organized, clean base allows for embellishments that enhance rather than distract. And, convey that you understand fine design.

55.SpringStyleSpecial.
RAYGUN
Pulp,
PhotographedByWolfgangTillmans.
Propellerheads.
Morcheeba.
RichardDavies.
VanHalen&Supersuckers.
Wire.
Superdrag.
Tortoise.
RufusWainwright.
DanielClowes.
Barcode.
71486 03510 7 04

Surf At Lisbon
SAL_
92
aloha
SalgAdo
Por Diogo Alpegare


music+style
(the bible of)
PREMIERE ISSUE
rAY GUn
henry rollins
sonic youth
house of love
inspiral carpets
john wesley harding
the lemonheads
luna
opus 111
the prodigy
mary's danish
mission uk
too much joy
david j
matt mahurin

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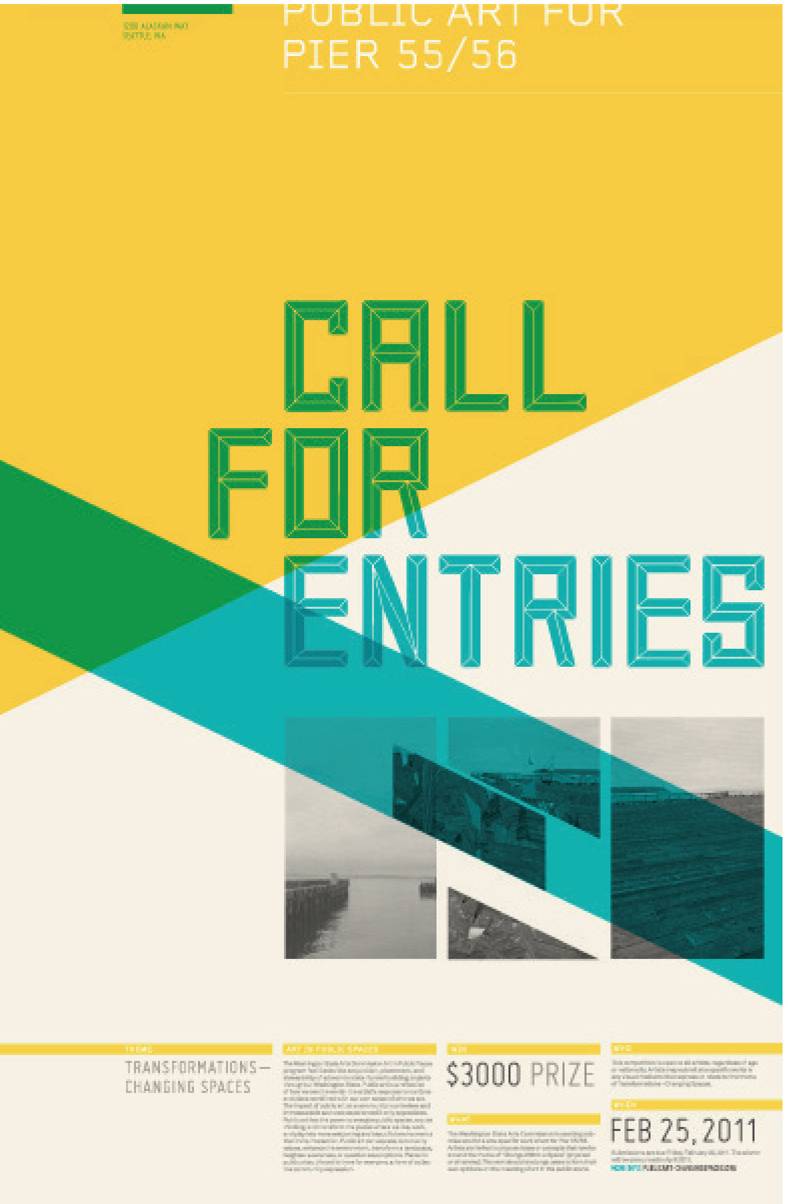
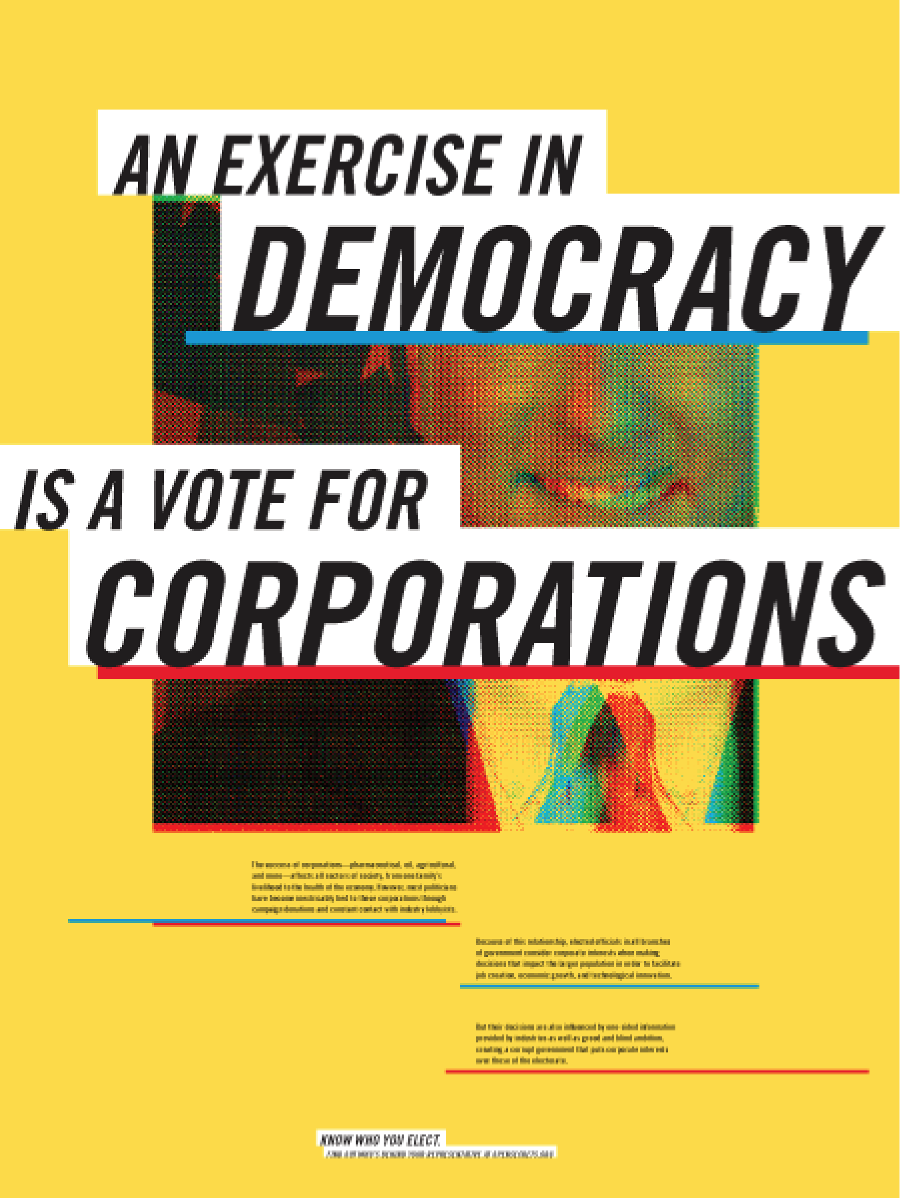
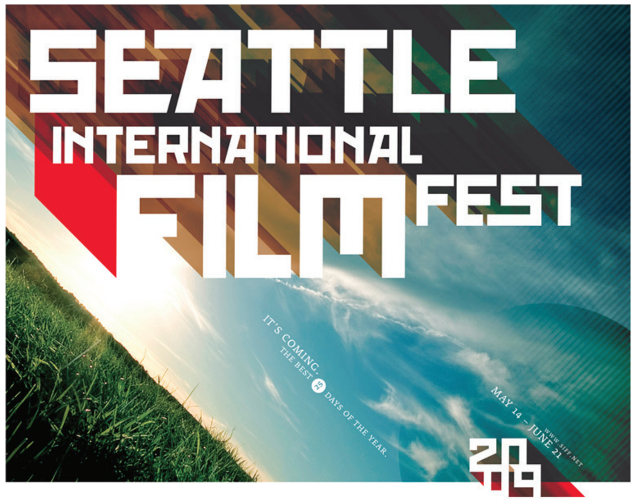

PUBLIC ART FOR
PIER 55/56
CALL
FOR
ENTRIES
TRANSFORMATIONS—
CHANGING SPACES
$3000 PRIZE
FEB 25, 2011


AN EXERCISE IN
DEMOCRACY
IS A VOTE FOR
CORPORATIONS
KNOW WHO YOU ELECT.


SEATTLE
INTERNATIONAL
FILM
FEST
IT'S COMING
MAY 14 – JUNE 6
2009

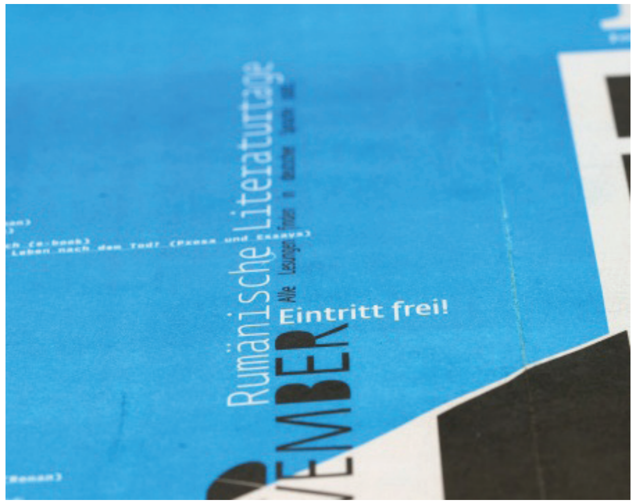
TED
THEMES
ENTERTAINMENT
TECHNOLOGY
SCIENCE
BUSINESS
CULTURE
ERSIVE ENVIRONMENT
CROSS-FERTILIZE
THIS IS THE MAGIC OF TED
TED stands for Technology, Entertainment,
Design — three broad subject areas that
are, collectively, shaping our future. In
fact, the event is broader still, showcas
ideas that matter in any discipline.

Organized Expression

Using a well organized, clean base allows for embellishments that enhance rather than distract. And, convey that you understand fine design.

GALO
DE BARCELOS
IPCA
NOVAS
ABORDAGENS
CRIATIVAS
21.05
04.06
INAUGURAÇÃO
21.05, 2ªF. 18H
LOCAL
POSTO DE
TURISMO
DE BARCELOS
MOSTRA DE PROJECTOS
DO CURSO DE
DESIGN GRÁFICO
DO IPCA

#002
Aug
2015
£10
Fashion
Industry
PAP
ILL
ION
1.Mango by CupfCouple
2.Enjoy my new outfit
in the blog
3.Gabriel Photography
Video - Dj Set
4.Gabriel Garcia
& Mike Madrid
5.OKIO TALENTS


Rumänische Literaturtage
Eintritt frei!
EMBER

YOUR HELP WILL ENA
US TO FURTHER OUR
DRUG EDUCATION GOAL
DONATE
8
Myths of Drug
Decriminalization

Organized Expression

Using a well organized, clean base allows for embellishments that enhance rather than distract. And, convey that you understand fine design.

Course Goals

Provide students the opportunity to explore and design in the Swiss / International graphic design style.

Help students to create the initial base for a successful personal design system that will set them apart upon graduation.

hovie

Green sign, metal frame.
Everything deserves to be designed well.
hovie