

# SGD News

## Summer 2006

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### ///Mike's introduction

By the time you read this, most courses will have exhibited and the shows will have been dismantled. It has been another really successful year for the School and many visitors both from within the profession, as well as staff from other Schools and Colleges have commented on the excellent quality of the student work.

I have visited all the shows for completing students personally and it makes me very proud to see their achievements and the high standards of intellectual enquiry that many have exhibited in a subject that can often rely on the superficial look of product replication. You have all done a brilliant job in maintaining this demanding curricular approach that defines our School as a strong subject leader, with significant influence in the sector at all levels. Thank you.

By way of celebration and with a view to looking towards the future for the School, I hope to see you at our annual end of year 'All School' staff development event. This year I have changed the format in response to your requests for a more informal briefing, and in preparation for this I would like you to reflect on the positive aspects of the year and think about how we might build on this in the coming years.

I look forward to seeing you all and celebrating a year of really excellent achievements on the 7 July and wish you all a well earned break when it comes around.

Best,

Mike Bradshaw  
Dean, School of Graphic Design

### ///Staff News in brief

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## //Staff News

### //CLIP-CETL Fellowship awarded

Congratulations to Darren Raven, Lead Tutor FdA Design for Visual Communication, and Catherine Smith, Lead Tutor Personal and Professional Development, who have been awarded a CLIP-CETL Teaching and Learning Fellowship. These Fellowships provide recognition, reward and opportunity for staff who have a proven commitment to establishing and continuously developing high standards in their chosen professional field and who are able to act as exemplars of professional practice. Darren and Catherine's project is entitled 'Teaching Thinking Skills; Connecting the Units' which aims to enable students to investigate and acquire transferable thinking and reasoning tools to facilitate independent learning, reflective practice and to improve articulation and synchronisation across all course units.

For further information on the Fellowships please see the University of the Arts London Human Resources intranet site:  
<http://intranet.arts.ac.uk/hr/>

### //Talking Graphics

The Talking Graphics Open Lecture Series, organised by David Dabner, Letterpress Fellow, and Jenny Clarke, Marketing Administrator, was particularly well received this term. The talks by Per Mollerup, Nick Bell and Jonathan Barnbrook were all attended by packed audience made up of students, staff, and increasingly, industry professionals. The talks will continue in the Autumn term, with dates and speakers to be confirmed shortly.

For further information or to join the mailing list, please email Jenny Clarke: [j.a.clarke@lcc.arts.ac.uk](mailto:j.a.clarke@lcc.arts.ac.uk)

### //Handing Down the Memory Cloth

Students and staff from across the School of Graphic Design are organising an exhibition and activity day as part of the 'Memory Cloth' project, which explores the role of women in craft and design history. They have been working alongside the Women's Design and Research Unit and local community groups to produce a publication of their research findings, which will be on display at the exhibition. The activity day will take place on 26 July 2006; participants are asked to prepare a story about craft traditions in the family or any memories connected to living and working in the Elephant and Castle area. For further details please see the Events and Exhibitions listing.

### //University of the Arts London Summer Party 2006

Join colleagues from across the University for the annual summer party, 11 July 2006 from 3-6pm, held at Chelsea College of Art and Design, Millbank. Admission is £5, which entitles you to three alcoholic drinks, soft drinks, a veggie and meat BBQ, ice-cream and live music. RSVP by 7 July 2006 to: [rsvp@arts.ac.uk](mailto:rsvp@arts.ac.uk)

### //John Moores exhibition

Congratulations to Leigh Clarke, Lead Tutor Foundation Studies, Graphic Design pathway who take part in the prestigious John Moores painting exhibition, held at the Walker Art Gallery in Liverpool from 16 September-26 November 2006. He was one of 52 contemporary artists selected out of 2300 entries.

### //Catalog

Alex Williamson, Tutor in Moving Image, and Martin O'Neill, Associate Lecturer on the Diploma in Foundation Studies, Graphic Design pathway exhibited together recently. 'Catalog' is an exhibition of work which looks at the process of image making and the private world of the studio. Held at the Conningsby Gallery, 12-23 June 2006, the exhibition also showcased limited edition prints which reflect on the gathering and arrangement of material.



'Catalog' by Alex Williamson and Martin O'Neill

## //Staff News continued

### //The Big(ger) Picture

Graham Diprose, Lead Tutor in Photography in the School of Graphic Design has been working with Martin Langfield and some of his Graduate Certificate students on a project call the 'The Big Picture'. They have recently broken the previous world record for a digital image from a single lens position, (formally 150 million pixels) with an image of Gas Street Basin in Birmingham, comprising of around 230 million pixels. This followed on from an earlier record image of Canary Wharf and a new image as a practice run, of Little Venice, in West London. British Waterways have assisted throughout with the project, while Leaf and Apple have loaned equipment.

Both companies plan to use the image for promotion by exhibiting it throughout the UK and Europe over the coming months, and at Photokina in Cologne next September. One of Graham's Graduate Certificate Digital Lens-based Image-making students, Mike Topping also used his professional skills as a journalist to write up an article for Waterfront, the British Waterways magazine.

### //In the Footsteps of Henry Taunt

Graham Diprose and Jeff Robbins, Associate Lecturer in Photography have been collaborating on a photographic book 'In the Footsteps of Henry Taunt', to be published by Francis Lincoln in 2007. The subject of the book is a series of 'then and now' photographs, retracing the steps of Victorian photographer Henry Taunt, who produced the first photo guidebook to the Thames. An exhibition is also being planned for the Thames Gallery and Rowing Museum in Henley, to run from October 2007 to January 2008. Actor David Suchet, who is also Chairman of the River Thames Alliance, has agreed to open the show. English Heritage, one of the sponsors, would then like it to go on tour to venues such as The Victorian Gallery in Bath, The Ashmolean in Oxford and the Museum in Docklands; they also intend to place the whole project in their archive in Swindon at the National Monuments and Records Centre.

### //Research in Progress: Selected Works from the School of Graphic Design

Proposals have been requested from all staff currently working in the School of Graphic Design, LCC, for works that engage in research and fall under the broad definition of 'visual communication'. This is an opportunity for staff members to showcase their work and varied research talents. Proposals are being considered for work that has already been completed, published or exhibited from 2001 to the present, as well as for work in progress. The exhibition committee includes Joel Karamath, Martin O'Neill, Sheila Sloss, Hamish Muir and Teal Triggs and the exhibition will run 6-18 November 2006.

For further information please contact Teal Triggs:  
[t.triggs@lcc.arts.ac.uk](mailto:t.triggs@lcc.arts.ac.uk)

### //Italian Exchange

From May to June, Graduate Certificate in Digital Design students were involved in an exchange programme with students from the Faculty of Architecture at the University of Reggio Calabria in Italy.

Course Director Peter Cannings led the collaboration by acting as keynote speaker at a conference in Italy (which also included Angus Hyland was a guest speaker) and by co-ordinating the students' project of establishing a brand identity for the island group, Archipelago Eolie.

The project has received huge regional media coverage, both in print and television, and has had the strong backing of the local authorities of the region. When the Graduate Certificate students went to visit these islands, they focused on conducting primary research and building a good working relationship with the Italian students.

On their return to London, they established a communication network with Italy and developed their project proposals. The finale of this phase was an intensive workshop, with the Graduate Certificate students acting as hosts to the Italians and bringing together the project solutions. The students are now looking forward to making their final presentation to the regional authorities, as well as producing a book and exhibition based on the collaboration.

Peter Cannings described the programme as 'very exciting and productive' and there are discussions underway with the University of Reggio Calabria with regards to future projects.

## //Press Coverage

### //Eye

In the spring issue of Eye magazine included several articles written by staff from the School of Graphic Design.

'Part of the Process' was written by Monika Parrinder and Colin Davies (Tutor and Lead Tutor of Visual Culture and Theory respectively) based on the work of French art critic and curator, Nicolas Bourriaud. They discuss how his theory of relational aesthetics (which addresses the lack of spontaneous social relations in the information age) can be applied to the field of visual communication: 'A unifying principle of relational aesthetics is that they are open-ended, negotiating relationships with their audience in a way that is not prepared beforehand.' As an example of this type of work, they refer to the 24-hour show, 'Cracked', organised by students of LCC at the La Vianda gallery where people were invited to come and present everyday problems from their work environment to a team of graphic designers who provided them with immediate solutions.

'Wayfinding marks from the French Pyrenees' by Jamie Hobson, Undergraduate Programme Director for the School of Graphic Design, was an image-led feature using his photographs of signs and marks on mountain routes in the Pyrenees-Orientales: he discusses the endurance of a wayfinding system that once helped allied pilots on their journey from France to Spain during the Second World War.

Anna Gerber, Associate Lecturer in the School of Graphic Design, has written a review of '8vo: On the Outside' by Mark Holt and Hamish Muir; in which she gives a detailed account of the design group's history as well as a glowing appreciation of the book: 'Muir and Holt opt for showing 8vo's work via its process. We are treated to multiple spreads documenting mock-ups and varied layouts of the same piece of work; the effect is illuminating and fascinating.'

In her account of the LCC symposium 'New Views: Repositioning Graphic Design History' held in October 2005, Alice Twemlow describes the conference as 'well conceived and invigorating' and gave a special mention to 'the redoubtable Teal Triggs [who] has helped to energise the field both with her own research and the spaces she makes available for that of others'.

### //Grafik

Ian Noble's article in Grafik about the BA Graphic Design and Media's Information Design pathway outlines the direction behind the course: 'This focus has continued to produce designers who are less concerned with graphic design as a form of self-expression than with the exploration of the effective communication of complex information.' Martin Ashley, Hamish Muir, David Phillips, David Sudlow, Graham Twemlow and Gulizar Cepoglu also contribute their comments and Ian summarises that: 'Course tutors have been known to encourage their students to 'try to fail'. This concentration on research and the importance placed on thorough and wide-ranging investigation is about helping students to embrace the idea that asking the right question is a more significant aspect of being an information designer than producing slick, polished graphic design.' Examples of student projects are reproduced in the article and Hamish describes prospective information design students as needing to show qualities of "organization and clarity" in their work.

### //International Publications

There are also feature-length articles relating to the School of Graphic Design in the spring issues of the Korean Art and Business Magazine 'Design' and in the Middle Eastern edition of 'Academix'. The latter refers to LCC as having a 'vibrant cultural mix' and being 'one of the top institutions located in the hustle and bustle of a global centre of graphic design'.

It also includes an interview with Mike Bradshaw, who explains LCC's approach to design as placing an emphasis on process and idea development: "Branding is not about logos, but understanding what the organization is about [...] What values a company has is more important than being clever with an Apple Mac." He also discusses the structure of the Foundation Degree course and the way the college helps students in making the leap between academia and working life.

### //Press Clippings and Staff Notices

There is now a staff noticeboard outside the School Office with Press Clippings and Staff Notices. If you would like to add anything to this, please contact Jenny Clarke or Adele Murray:  
[j.a.clarke@lcc.arts.ac.uk](mailto:j.a.clarke@lcc.arts.ac.uk)  
[a.murray@lcc.arts.ac.uk](mailto:a.murray@lcc.arts.ac.uk)

## //Student News

### //D&AD Student Awards

BA Hons Graphic and Media Design students Simon Connor, Stephen Cross, Bali Engel, Johanna Lundberg and Linnea Mahlen were all commended in the recent D&AD Student Awards and will feature in the Student Annual. The D&AD Student Awards are the most prestigious of their kind and students compete with around 2500 entrants across the 29 categories.

For further information please see the D&AD website:  
<http://www.dandad.org/>

### //ISTD Student Assessment Scheme

This year's ISTD (International Society of Typographic Designers) Student Assessment Scheme was successfully completed by FdA Design for Graphic Communication students Suchita Agarwal, Arberor Hadri, Jamal Kalan Dhruv, Candace Lockley, Isabelle McLoughlin, Marlene Soulier, Ben Wordsworth and BA Hons Graphic and Media Design, Typo/Graphic Design pathway student Claire McManus. The Scheme's average pass rate was 29% while the pass rate for LCC students was an amazing 66%.

For further information on the ISTD please see:  
[http://www.istd.org.uk/flash\\_content/index.htm](http://www.istd.org.uk/flash_content/index.htm)

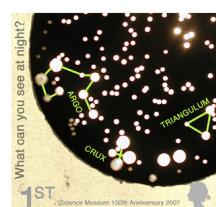
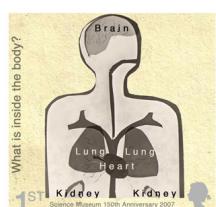
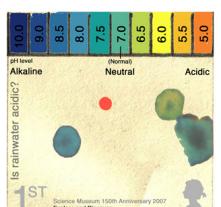
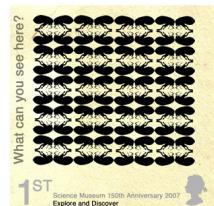
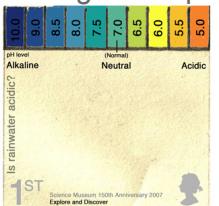
### //Chartered Society of Designers

Congratulations to Nicola Kemp and Shahrzad Madani from BA Hons Graphic and Media Design, Design for Advertising pathway, and Jiyoun An, Heather Sharp, and Ban Lee Too from the Typo/Graphic Design pathway were awarded student membership of the Chartered Society of Designers. Ban and Shahrzads' received Commendations by the Society.

### //RSA stamp design competition winner

Glenn Dane, final year BA Hons Graphic and Media Design, Illustration pathway student, was a winner of the RSA's Design Directions (annual student awards scheme) Postage Stamp category. Glenn's designs, which celebrate the 150th anniversary of the Science Museum, are interactive so that hidden layers of meaning can be revealed through curiosity and testing, which would appeal to any age group, and could help to inspire interest in people for whom this would not normally be of interest. Glenn won the Royal Mail Award of £2500.

#### Postage Stamps by Glenn Dane



## //Avenue magazine design

Ben Wordsworth, graduating from the FdA Design for Graphic Communication, is the designer of a Cambridge student magazine 'Avenue' which includes a mixture of features, fashion and lifestyle articles. He has already designed the first two issues and is now working on the next publication, due out in September 2006.

### //Graduating student working for Graph in Japan

Elizabeth Williams, a final year BA Hons Graphic and Media Design student, has been offered a full-time position with the Japanese design company, Graph. She first met the group when they gave a lecture at LCC and arranged to become their first foreign intern. Elizabeth stayed in Japan for six months as part of her Industrial Diploma year and found the experience very rewarding: 'I didn't want to leave, learning many things from the printing process to much about design itself. After returning to London, I kept in touch with Graph throughout my final year and this is when they offered me a position in their company as a full-time employee, I was ecstatic!'

### //Friends of the Elephant branding competition

Madhu Amodia, studying on the Creative Media Programme, has had her designs for a visual identity accepted by the Friends of the Elephant/Futurescape group. Her designs will be used for the group's website and stationery to promote the regeneration of the Elephant and Castle area. The group acted as a client in the Corporate Identity and Branding course. The project was co-ordinated by tutor Ian Barracough.

## //Student News continued

### //From Here to Here nomination

From Here to Here, last year's LCC collaboration focusing on the Circle Line, was nominated for the Arts and Business Awards under The Ogilvy Group category; the award ceremony took part at the Barbican Centre on 3 April 2006. In collaboration with London Underground staff, Platform for Art, writers from the organisation 26 and publisher, Cyan Books, LCC students worked on making posters for the Underground, an exhibition and a book.

For further details about the project please see:  
[www.fromheretohere.com](http://www.fromheretohere.com)

### //Second year exhibitions

Students from the second year of the BA Hons Graphic and Media Design, Design for Advertising pathway have recently organised two separate exhibition, 'Give Me an Idea' and 'Off the Wall'. First and second year BA Hons Graphic and Media Design, Illustration pathway students also held an exhibition called 'Grass Roots' at part of the 'Free Range' series of student exhibitions at The Old Truman Brewery in Shoreditch.

For futher details on the Design for Advertising pathway exhibitions please check the exhibition websites:  
[www.londonoffthewall.com](http://www.londonoffthewall.com) and [www.gavemeanidea.com](http://www.gavemeanidea.com)

### //5oup.com student website

James Chambers (first year BA Hons Graphic and Media Design, Information Design Pathway) has recently launched a website to showcase the best art student talent from around the world. The website is a collaboration with Tom Judd, a student at Manchester Metropolitan University. Run by students for students, 5oup.com provides each successful applicant with a profile page that includes a personal introduction and four images of their best work. It also features news, inspirational links and current art and design competition details. Bianca Zen, editor of TAXI Design Network commented: 'This creative initiative of 5oup is very commendable and entrepreneurial. 5oup has very sharp foresight for the future [...] TAXI Design Network hopes to work closely with 5oup to build this young nation of talents.'

### //Head of College buys student work

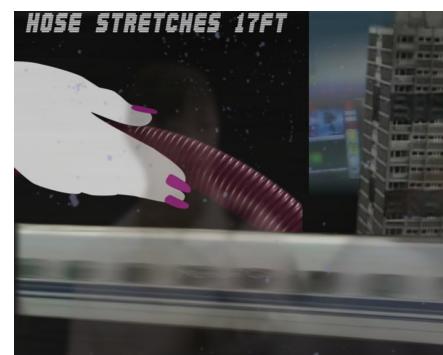
Following the Summer Show, Dr Bridge has bought art work from Foundation Studies, Graphic Design pathway student Lisa Edoff. Dr Bridge described it as one of the 'highlights' of the show and plans to display it within the College.

### //Elephant Proof

Printmakers for the Creative Media Programme's Printmaking courses will be holding an exhibition called 'Elephant Proof' at the Mall Galleries from 11-15 July 2006. This exhibition will showcase a year of successful printmaking. Artists will be showing a culmination of contemporary print originals in a variety of processes from silkscreen, litho, etching, lino and monoprint. For further details please see the Events and Exhibition listing.

### //Object React

Sarah Temple, Senior Lecturer in the School of Graphic Design recently worked with designer Johnny Hardstaff to co-ordinate Object React. This was a project collaboration between onedotzero, the V&A museum, LCC, Camberwell College of Arts and number of other colleges from across the UK. The students were lent an object and asked to give it a modern voice by making a short film; the most successful were then screened at the ICA on 7 June 2006. The students involved were: Naor Aloni and Abigail Norman from BA Hons Graphic and Media Design, Moving Image option, and Scott Allen, currently taking the Diploma in Professional Studies year out.



Still by Scott Allen

## //Alumni and Former Staff News

### //Bringing Colour to SE1

Pamela Ossola, recent graduate of BA Hons Graphic and Media Design, Illustration pathway, is collaborating with Graham Diprose to produce wholly original, real colour, liquid emulsion images. This groundbreaking work is an extension of trials Pamela began during her degree course and they have already formulated two techniques for introducing colour to liquid emulsion. Pamela is currently studying for a Graduate Certificate in Photography Practice in the School of Media.

### //Richard Eckersley 1941-2006

Teal Triggs, Head of Research for the School of Graphic Design wrote an obituary of Richard Eckersley which appeared in the Guardian newspaper and on its website, Guardian Unlimited. Eckersley (the son of graphic designer Tom Eckersley) studied at the London College of Printing from 1962-66 and was commemorated by Triggs as 'an award-winning book designer whose work on scholarly books set an industry standard'. Eckersley was included in the Making History exhibition at LCC, which showed a collection of work by past staff and students. For further details, please see:  
<http://books.guardian.co.uk/obituaries/story/0,,1765645,00.html>.

Richard Eckersley's friends gathered to remember him on 3 June 2006 at the Great Plains Art Museum in Lincoln, Nebraska. In addition an exhibition of his work was held there from 3-11 June 2006. Eckersley was senior book designer at the University of Nebraska Press from 1981 until he passed away this April.

### //After the Poet: A Retrospective of Works by Bob Britten

An exhibition of the work of Bob Britten called 'After the Poet' at LCC will run from 25 July - 26 August 2006. Bob Britten was a greatly respected former staff member at LCP. For further details on the exhibition please see the Events and Exhibitions listing.

### //Vault 49 exhibition

Jonathan Kenyon and John Glasgow, who met as students of the London College of Printing in 2002, formed Vault 49, a successful illustration agency that is now based in New York. Their third London exhibition: 'The Greatest Show on Earth' ran from the 4-16 April, 2006 at the Coningsby Gallery and also showed their collaborative work with Daryl Waller, Si Scott, Rinze van Brug, Michael Creagh and Stephan Langmanis.

### //Our Stories

Creative Media Practice alumni from the Darkroom Photography course will be holding an exhibition called 'Our Stories at the Camera Club in Kennington, 3-13 July 2006. For further details please see: [www.totetco.net/idea.htm](http://www.totetco.net/idea.htm)

### //Human Trafficking campaign

Emilio Cid, recent graduate from Graduate Certificate Design for Visual Communication, has been involved in a campaign to stop human trafficking. The project developed out of research material he compiled from his first elective and has been sponsored by Operation Reflex (the Metropolitan Police) and The Poppy Project (Home Office Charity Foundation) to raise awareness about the trafficking of women in Britain. He has designed two posters that will be published in various languages, including Russian, Lithuanian, Polish, Rumanian, Russian, Chinese and Vietnamese for Victoria Coach station and major ports.

### //Abolish the Forest

Henry Hobson, who graduated from BA Hons Graphic and Media Design in 2003, had a double-page spread in the March edition of Grafik. The book and poster he designed to complement the animated film 'Abolish the Forest' featured screenprints made using fine Portland cement. He decided on this technique because it related to the film's theme of deforestation: 'the new and untested printing solution seemed to convey the subject matter; concreting over virgin forests'.

### //The Art of Rebellion 2

Constantin Demner, who graduated from MA Typographic Studies in 2004, has had his final project accepted for publication in Christian Hundertmark's book on street art 'The Art of Rebellion'. The first volume sold more than 30,000 copies worldwide.

Please see their website for further information on the book: [www.the-art-of-rebellion.com](http://www.the-art-of-rebellion.com)

## //Random exhibition

In partnership with the London Design Festival, 'Random', opening in September, will show work by graphic designers and artists who completed the Creative Media Programme's course in Experimental Typography. Participants included Sarah Hyndman, Madhu Amodia, Andreja Brulc, Becky Chilcott, Zoe Daniels, Steven Gunner, Claire Mason, Dorit Pollard and Regina Toledo. This project involved the random selection of a number between 1-100, which corresponded to an unseen word cut out of a back issue of Time Out magazine. This word then became the basis of their project. For further details please see the Events and Exhibitions listing or contact Sarah Hyndman: [sarah@random-project.co.uk](mailto:sarah@random-project.co.uk)

## ///Events and Exhibitions Listing

3-14 July 2006 <b>Creative Media Programme summer show</b>	Lower Street Gallery, LCC 9am-6pm Monday to Friday 9am-4pm Saturday	
3-13 July 2006 <b>Our Stories</b>	Gallery 1885 Camera Club Kennington 16 Bowden Street London SE11 4DS	Creative Media Practice Darkroom Photography course alumni exhibition. For further details please see: <a href="http://www.totetco.net/idea.htm">www.totetco.net/idea.htm</a>
6-7 July 2006 <b>Certificate in Digital Design summer show</b>	Eckersley Gallery, LCC 9am-6pm	
11 July 2006 <b>University of the Arts London Summer Party 2006</b>	Chelsea College of Art and Design, 16 John Islip Street, London SW1P 4JU 3-6pm	Admission is £5. Please RSVP by 7 July 2006 to: <a href="mailto:rsvp@arts.ac.uk">rsvp@arts.ac.uk</a>
11-15 July 2006 <b>Elephant Proof</b> Creative Media Programme Printmaking student show	The Mall Galleries, The Mall, London SW1Y 5BD 10am-5pm Monday to Saturday Private View 10 July 2006, 6-8pm	For further information please contact Miranda Baxter: <a href="mailto:miranda.education@mailgalleries.com">miranda.education@mailgalleries.com</a>
13-18 July 2006 <b>FdA Design for Graphic Communication summer show</b>	Well, Atrium and Upper Street Gallery, LCC 10am-6pm Monday to Friday 10am-4pm Saturday Private View 13 July 2006, 6-10pm	
24-29 July 2006 <b>Handing Down the Memory Cloth</b> An exploration into cultural identity and the role of women in craft and design history	Eckersley Gallery, LCC 10am-6pm Monday to Friday 10am-4pm Saturday	
26 July 2006 <b>Handing Down the Memory Cloth Activity day</b>	Eckersley Gallery, LCC 2-7pm	The 'Memory Cloth' activity day will celebrate local craft and storytelling traditions from women and men who live and work in the Elephant & Castle community. Get involved in our 'Memory Cloth' fanzine workshop, learn more about knitting and embroidery, and hear more about local community organisations. In order to gain entrance to the exhibition and activity day please bring a story or 'memory' about craft traditions in your family or what it is like to live/work in the Elephant & Castle area.
25 July-26 August 2006 <b>After the Poet: A Retrospective of Works by Bob Britten</b>	Well, Upper Street and Atrium Galleries, LCC 10am-5pm Monday-Friday Private View 25 July 2006, 6-9pm	
15-21 September 2006 <b>Random</b> An exhibition of random words	Wagdas Gallery, Unit 3, 210 Cambridge Heath Road, E2 9LS	Creative Media Programme Experimental Typography Alumni exhibition, in partnership with the London Design Festival. For further information please contact Sarah Hyndman: <a href="mailto:sarah@random-project.co.uk">sarah@random-project.co.uk</a>
6-18 November 2006 Research in Progress: Selected Works from the School of Graphic Design	Eckersley and Lower Street Galleries, LCC	For further details please contact Teal Triggs: <a href="mailto:t.trigs@lcc.arts.ac.uk">t.trigs@lcc.arts.ac.uk</a>

## //Good Design, Good Karma

Matt Cooke, who graduated from MA Typographic Studies in 2004, gave a presentation at the Apple Store in San Francisco on behalf of AIGA, the professional association for design based in New York. He discussed the realities of working in the non-profit sector. For further details please see: [www.apple.com/pro/design/aiga/20060215.html](http://www.apple.com/pro/design/aiga/20060215.html)