

# MacWEEK

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## SCREEN TEST

### Artistic brochure gives a hand to medical diagnostics

San Francisco — An oversize medical brochure produced on the Mac has won design awards and injected an artistic element into traditionally dry medical promotions.

"The approach is unusual; it's bold to go to this level of artistry in the medical field," said designer Earl Gee, based here. "It sets Greenleaf Medical above its competition."

Gee, a graduate of the Art Center College of Design in Pasadena, Calif., with 10 years of design experience, used Aldus PageMaker to create the brochure. He said he chose an oversize layout so that it would stand out "in an industry inundated with letter-size literature."

This was Gee's first attempt at designing a project completely on the desktop. Until two years ago, he was designing traditionally but moved to the Macintosh when he went into business on his own. "When you start up a design business, the first thing you do is purchase a Mac," he said.



The brochure illustrates a component-based system for evaluating hand and arm injuries. Greenleaf's EVAL Examination System uses a Mac linked to four precision-measurement devices to conduct tests, collect data, generate reports and analyze results.

Gee used a script typeface design, Adobe Systems Inc.'s Kuenstler Black, willingly sacrificing "a bit of legibility," to emphasize "handlike writing and distinctiveness."

Photographer Geoffrey

Nelson provided the photos of the EVAL system that Gee scanned in at low resolution and placed on PageMaker pages. The final photos were separated and stripped in at AR Lithographers of Hayward, Calif.

When Greenleaf used its initial 2,000 copies of the brochure, Simpson Paper Co. of San Francisco reprinted an additional 50,000 copies for free. Simpson did this to use the brochure as part of its own sample promotional materials that go to designers and printers. — By Stuart Silverstone