

GRAPHIC Design :USA

September 1997

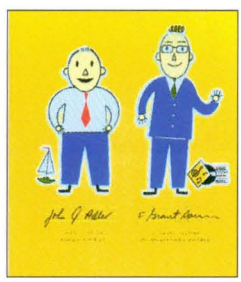
Inside GD:USA

Show Preview: Seybold SF

The program for the 12th annual Seybold/San Francisco show affirms that designers are a potent force in shaping digital technology. Our preview includes exhibitors, events, educational opportunities, and interviews with Seybold executives.

52

In late 90s, annual report rejuvenated as a forward looking marketing tool in print, web



USA: "In your struggles with the world," wrote Franz Kafka, "bet on the world." Recognizing that the world has made financial data instantaneously and broadly accessible — diminishing the traditional role of the annual report — corporate communicators are taking Kafka's advice to heart. Indeed, they are reinventing the annual as a powerful marketing tool in print, and embracing digital media to extend the reach. These trends are borne out in 25 case studies and comments from leading designers and recent projects for the likes of Dow Jones, McGraw-Hill, Microsoft, Haggar, Chase, Adaptec (shown here) and many more. Starts page 66.

Boston: *Graphic design firm LoConte Goldman has updated the two decade old 'Nightline' logo as part of a broadcast design package for the venerable late night show. Shown here: part of a multilayered opening that debuts this month with streaks of bright light shooting across the frame in front of a rotating globe, while the logo comes full screen with animated text moving underneath. Partners Patrice Goldman and Maria LoConte clients include A&E, ESPN, HBO, USA and other letters.*



Seattle: *As a part of a brand packaging redesign for all its wine lines, The Hogue Cellars is debuting a new category of wine, Genesis, that includes nine different varieties of 'characteristically exotic' tones positioned as unusual varietals and blends in small quantities and limited availability. The Leonhardt Group created labels for each of the nine wines, featuring a "G" created by well-known artists such as Ed Fotheringham and Jeffrey Fisher.*

Illustrations humanize Oracle's vision of the information superhighway

As a leading manufacturer of database software, Oracle's goal for its annual report was to provide their "vision" of the information highway and its impact. Oracle's strategy: tell the complete story of the highway from beginning to end, to better convey the company's asserted importance in the middle of the highway; in database management. The design firm chosen for the project: Gee + Chung Design.

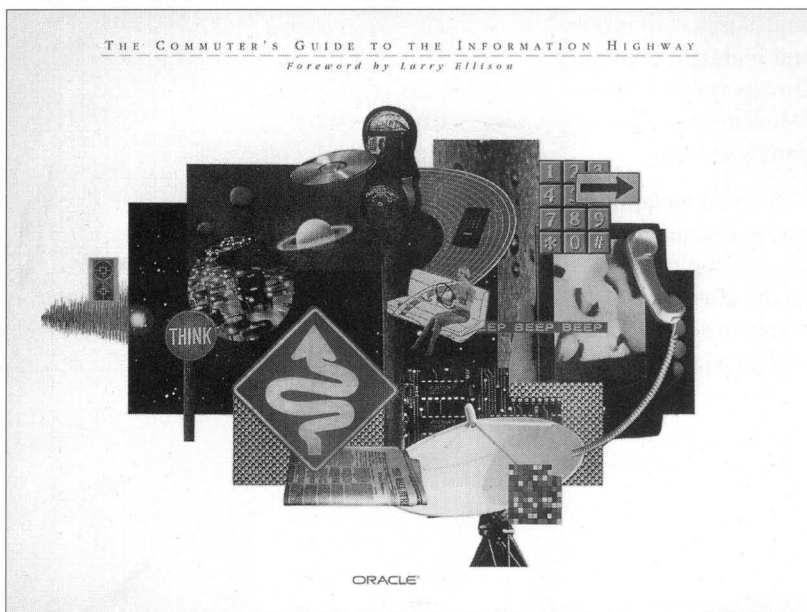
In the report, the first five spreads discuss the ways that the information superhighway affect users — entertainment, education, medicine, news and shopping. The remainder of the report expands upon the technological achievements of Oracle in developing and supplying information management software. A technological timeline on each page provides historical perspective.

To humanize the highly technical information and make it more approachable, the design firm used an eclectic mix of illustration.

Drawing on Oracle's reputation as sleek, efficient, professional company, a glossy #1 coated sheet with an overall aqueous coating was used. The print project was developed in conjunction with a video presentation, and graphics were placed on Oracle's server for use worldwide.

The 28-page report was designed and produced in 3½ weeks, an especially fast pace considering the complexity of the content. Oracle officials say they consider the book one of the most important pieces it has published as it serves as a reference point for their technology offerings.

"As the best design will always be in the service of the idea," writes Earl Gee, "we see a trend in the best annual reports toward content-based design decisions, utilizing appropriate effects to convey specific ideas, and less use of effects for the sake of effects. As companies consider web-based solutions, annual reports may be reduced in scope but not in purpose. The annual report remains the most important corporate communications piece, serving as the 'yearbook' documenting the company's activities..."



CLIENT:
Oracle Corporation

CREATIVE FIRM:
Gee + Chung Design

CREATIVE DIRECTOR:
Robert Kastigar (Oracle Corporation)

ART DIRECTOR:
Earl Gee

DESIGNERS:
Earl Gee, Fani Chung

ILLUSTRATORS:
*Jamie Hogan, Philippe Weisbecker, David Wilcox,
Darrel Kolosta, Steve Campbell*

PHOTOGRAPHERS:
Henrik Kam, Geoffrey Nelson