

GRAPHIC Design :USA

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Inside GD:USA

Special Focus: Annual & Corporate Reports

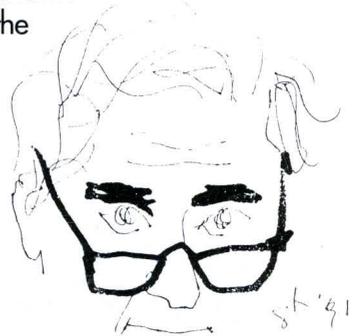
One thing is clear about today's annual and corporate reports: designers are doing a little more with a little less. This adds up to a fascinating look at recent work for IBM Credit, Price Waterhouse, Federal Reserve Bank of Cleveland, Collagen, Crystal Brands, Cracker Barrel, NASDAQ and many, many others. Also included: paper, printing and stock visual sources.



Dallas: *Zachow Design* was responsible for all the graphics for the 1992 Cattle Baron's Ball, the largest single fundraiser for the American Cancer Society in the nation. The project included development of a theme ("Lone Star State of Mind"), logo, catalog, invitation and collateral.

George Tscherny 'mastered'; joins Rand, Glaser, Vignelli and Dorfsman

New York: George Tscherny has been chosen by the School of Visual Arts as the recipient of its 1993 Masters Series Award. Tscherny will be honored at a reception on October 5, 1992 at the Visual Arts Museum, and a retrospective of his work for, among others, Mobil, Johnson & Johnson, Air Canada, IBM, RCA, and General Dynamics will be shown from October 6 through October 23. Tscherny is the fifth winner of the prestigious award: Paul Rand, Milton Glaser, Massimo Vignelli and Lou Dorfsman are the previous honorees. (George Tscherny — self-portrait)



Study shows print customers send more disks, less hard copy

Alexandria VA: In a tantalizing glimpse of where graphic production and prepress is likely headed, a new study has found that more than one-third of materials received by printers from their customers are now in electronic format. The study — conducted by the Printing Industries of America and sponsored by Fuji — shows that, at mid-year, 34% of the materials received by printers were in electronic format rather than hard copy, displaying a range of sophistication running the gamut from PostScript files requiring output only to desktop imaging files needing correction, assembly and output. According to PIA chief economist Dr. Ronnie H. Davis, the results suggest how much the electronic revolution is changing the prepress area, and how printers must adapt to the electronic design and publishing environment. The study found that nearly 90% of electronic materials were provided on diskette, 5.8% on a cartridge tape, and 2.3% each by telecommunications and optical disk. More information on the study is available from PIA headquarters in Alexandria, Virginia.

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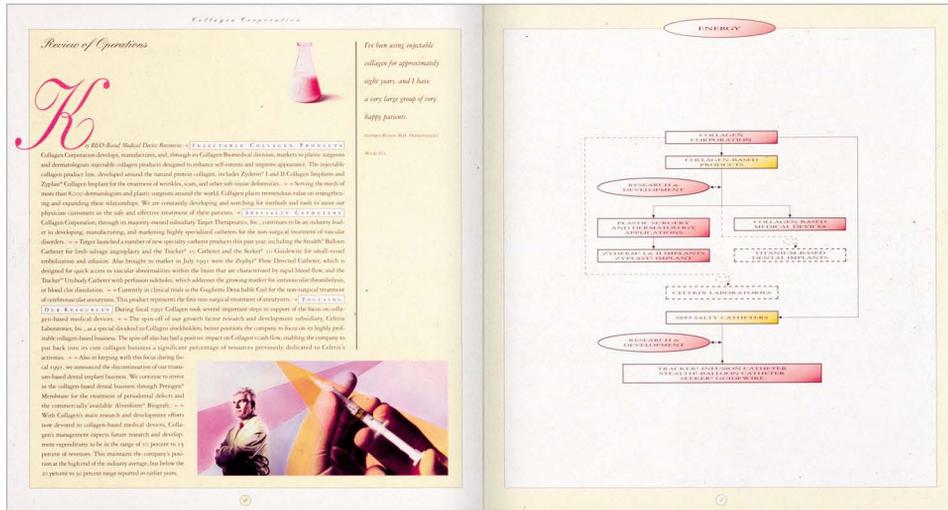
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Color helps convey transition

by Earl Gee



Collagen Corporation develops, manufactures and markets biomedical devices for the augmentation and repair of aged or damaged tissue. The company's 1991 message is summarized by the equation on the annual report cover: "Energy = Expansion + Expertise = Evolution." The objective was to communicate Collagen's strategic transition from a beauty and cosmetic orientation to a research-driven biomedical direction. The report sought to define the company's energetic approach to new markets, expansion into new medical device areas and expertise in maintaining strong financial performance. My partner, Fani Chung, and I designed a format in which each section of the report focused on a significant aspect of Collagen's "evolution," accompanied by a quote which reinforced the theme presented in each spread. The spread featured a full page diagrammatic flowchart which highlighted major goals and events of the year. The usage of light pastel colors throughout the charts, photography and visual spots created a clean, medical look while projecting the progressive nature of the

company. The flowcharts utilized soft color gradations which function as a metaphor for Collagen's transitional direction. Color was also used as an accent in the typography as well as the arrow devices signaling paragraph breaks. The alternating cream and white border and text areas creates a neutral background to enhance the report's light pastel palette. This alternating scheme is carried through to the financial text, utilizing a medium and light purple combination. Geoffrey Nelson's soft pastel hand-colored photography utilizes dramatic scale and intersecting beams of light to symbolize a sense of vision, direction and focus.

