

Basic “Desktop Publishing”

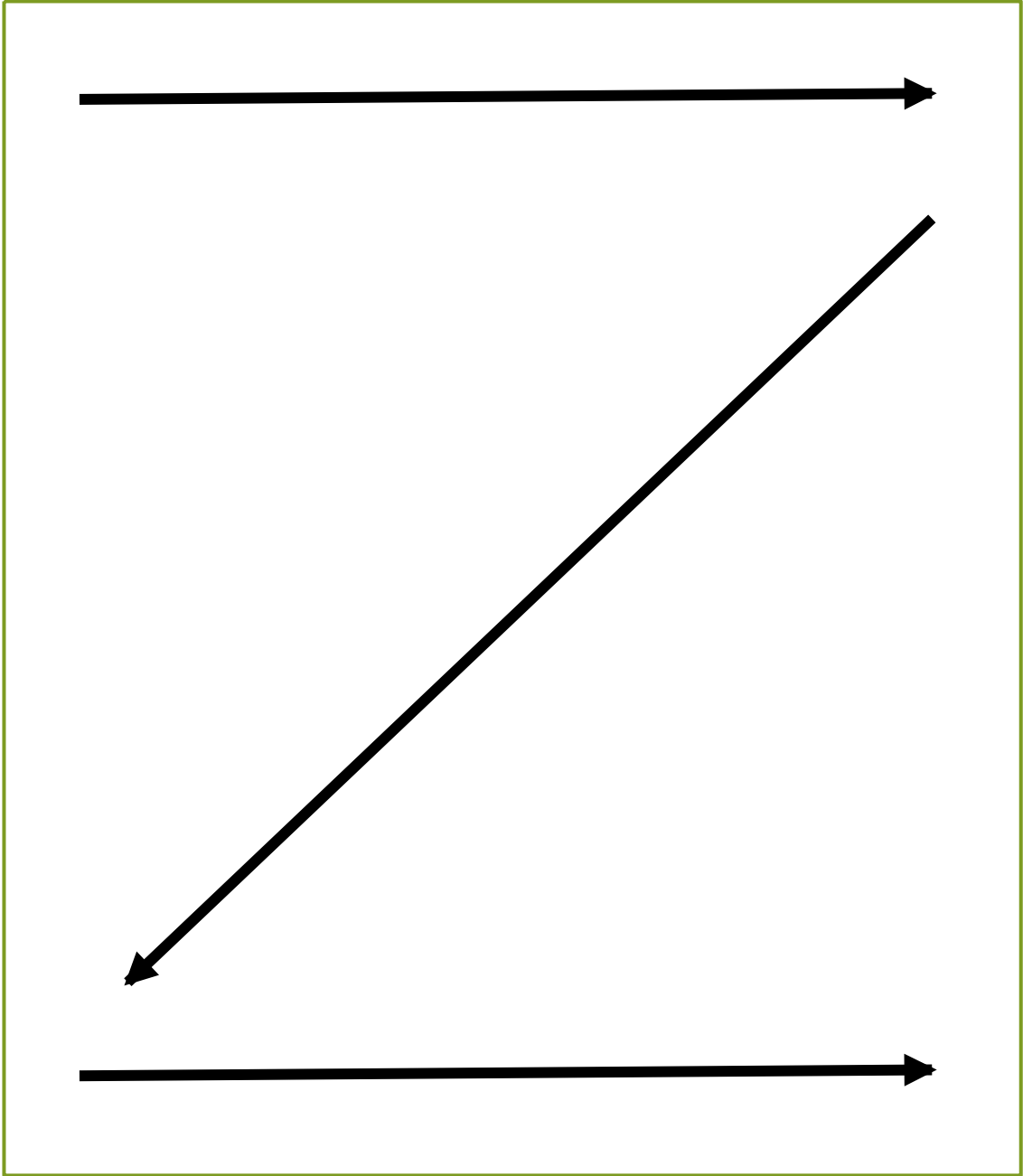
CREATING A PROFESSIONAL LOOK!

Basic Graphic Design

- ▶ Encompasses text, photos, graphics (art), color
- ▶ Brochures, newsletters, flyers, web pages
- ▶ Popular programs:
 - ▶ Microsoft Publisher
 - ▶ Adobe InDesign
 - ▶ Adobe Photoshop: use to edit photos only; do not use for adding text and/or other graphics

“Z” Design

- ▶ Eye follows the page across top left to right
- ▶ Then diagonally down right to left
- ▶ Then horizontally across bottom off page



Member
FDIC

**I DON'T KNOW WHAT
THAT THING IS,
BUT KEEP IT AWAY
FROM MY MONEY.**



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Want a Flat Belly? What to Eat p. 59

SELF

YOU
AT YOUR
BEST

Sexy
Hair,
Glowing
Skin
Special

Amanda
Seyfried

On Cookies,
Confidence
and Being a
Good Friend

Fastest Shape-up Ever!

No Gym
Required

Burn 100 Calories
In Only 10 Minutes

When to
Spend,
When to
Save p. 108

I Got My
Dream Body
With Self

Your Turn, p. 60

CHOCOLATE NOW!
What's Your Craving
Trying to Tell You?

28 Things to
Try in Bed...

Or in a Hammock,
On the Floor (and Get the rest)

Laid-back
Summer
Fun

242 Ways to Be Slim,
Gorgeous, Healthy!

NOT ALL SPECIES ENJOY SPOTS



SKIN LIGHTENING CREAM WHITE ESSENCE AD®

Typography

- ▶ Any text
- ▶ Serif: small decorative line/embellishment
 - ▶ Helps guide the eye
 - ▶ Used for large blocks of text: magazine articles, books
 - ▶ Times New Roman, Garamond, Century Schoolbook, Palatino

T a
S p
Q c



Typography

- ▶ Sans Serif: without serif (French: “*sans*” means without)
- ▶ Arial, Century, *Comic Sans*,

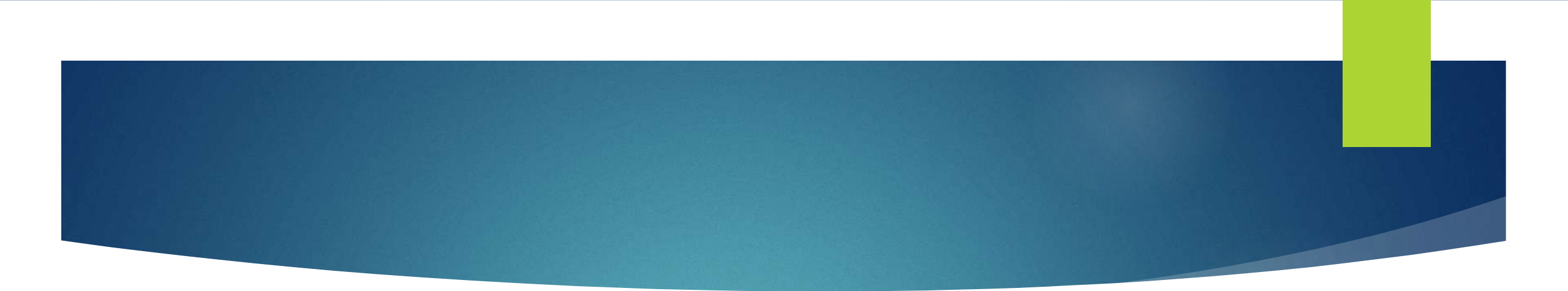
T a
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Type Alignment

- ▶ **Ragged right:** justified on left side only
 - ▶ Used for books, magazines, brochures

Example: This is an example of ragged right text. It wraps around continuously and lines up on the left, but not on the right.

- 
- ▶ **Centered:** Type is aligned on a center point
 - ▶ Used for headlines, emphasizing a point.
 - ▶ NOT a good use for text block

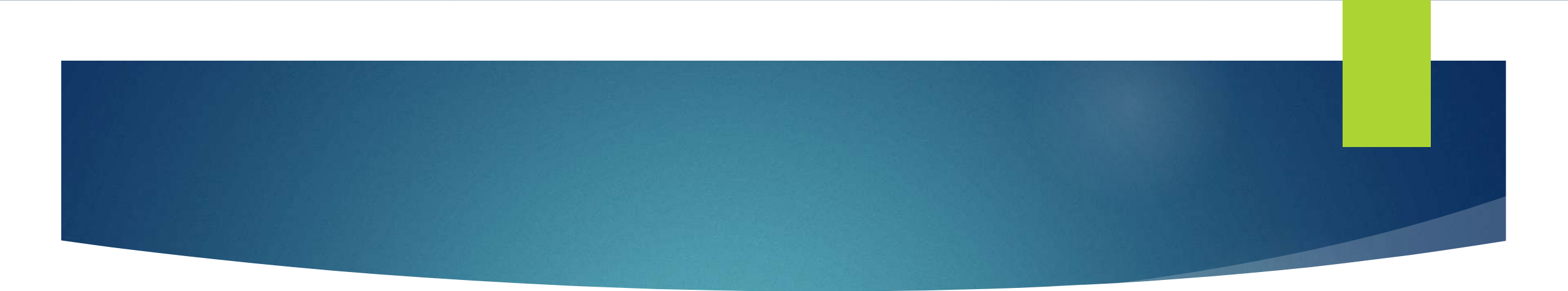
Example: This is an example of centered text. It wraps around continuously and lines up on a center point, but not on the right or the left.



► **Ragged left:** aligns on the right side, but not on the left.

► Used in business letters for addresses, business cards, some ads/brochures/flyers

Example: This is an example of
ragged right text. It wraps
around continuously and lines
up on the left, but not on the
right.

- 
- ▶ **Justified:** this aligns on both the left and right sides, except for the last line that ends wherever it stops.
 - ▶ Used in books, magazines, etc. Takes up less space than ragged right.

Example: This is an example of justified text. It wraps around continuously and lines up on the left and the right. It varies the space in between words to accomplish this.

Font Size

- ▶ The smaller the number, the smaller the font size
- ▶ Measured in “points”
 - ▶ 12 points to an inch
 - ▶ Picas: 6 picas to an inch
- ▶ Most common for reading (on paper) is 10-12 pt

▶ 10 12 18 24 36 72

Font Style

Normal type

Italic

Bold

Bold Italic

Ultralight

Thin

Light

Regular

Medium

Semibold

Bold

Heavy

Black

Leading

- Refers to the amount of space between lines.
 - Calculated by adding on to type point size.
 - Example: If I want 2 points of leading between 10 point type, I would specify 10/12.
 - In a computer program, I would just put 12 in for a leading value.

Good

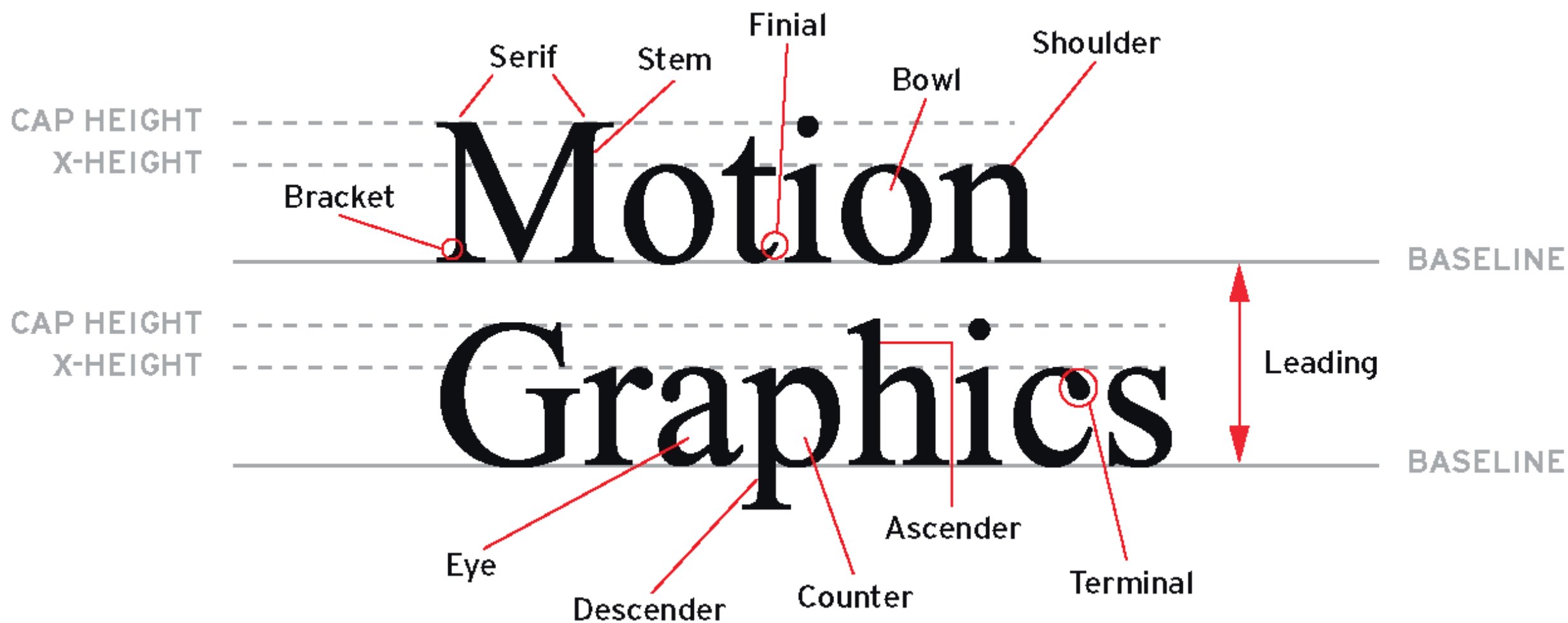
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Too Much

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Kerning

- Refers to the amount of spacing between letters
 - Equal spacing: same space between all letters
 - Optimal spacing: space between letters is adjusted depending on font shape



Equal Space

Optical Space

AV Wa

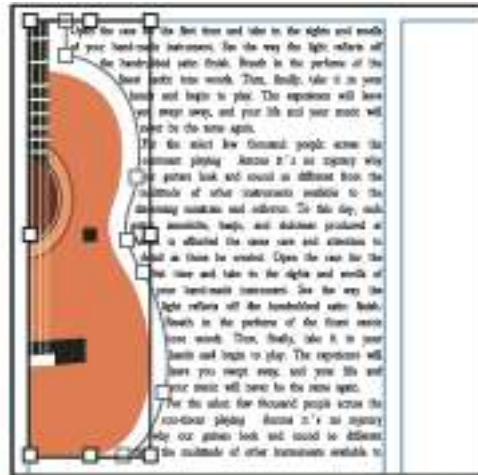
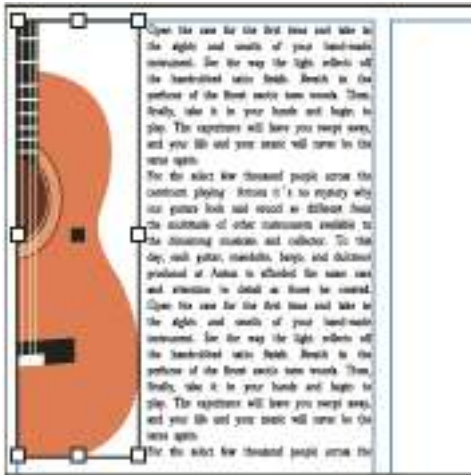
No kerning

AV Wa

Kerning applied

Text Wrap

Text that wraps around a graphic



THE RECENT SURGE IN INTEREST IN ORGANIC vegetable gardening is a welcomed sight for Trey Pitsenberger, Co-owner of The Golden Gecko Garden Center in Garden Valley, CA. "Vegetable gardening is huge," he says. "Next year, I think we'll increase our vegetable selection by 10 to 20 percent."

Thanks to the demand, the garden center's workshops are well-attended. "This is one area we can really build on. Workshops are the way to go for us independents," Pitsenberger says. "We're not just educating our customers, we're creating a feeling of community. We want to be the place you come to for anything to do with the natural world."

Younger homeowners are especially interested in seminars about starting vegetable gardens, with more than 40 percent saying they would likely attend such training sessions, according to "Gen X and Gen Y: What IGCs Need to Know to Profit from the New Gardener," a recent study commissioned by The Independent Garden Center Show.

This year, Pitsenberger is installing a demonstration vegetable garden. He'll hold workshops there and use it to help customers plan their own gardens.

He is also using his weekly e-mail newsletter to keep interest in vegetable gardening alive all season long. "It goes out to 920 recipients, and approximately 200 of them open it," he says, based on statistics provided by the newsletter service he uses. Topics include "tomato

envy," or how to grow the biggest tomatoes in the neighborhood, along with recipes for soil preparation, new products and ideas for growing indoors and extending the season.

Pitsenberger is also tying vegetable gardening to indoor gardening. "We started selling hydroponic supplies, and I remind people that rather than buy hot-house tomatoes in the winter, they can grow them in their own basement," he says.

His goal is to encourage people to vegetable garden year-round.

The garden center's fall workshop on extending the season was well-attended. "People didn't realize you can plant cabbage, kale, etc. in the winter," he says.

At The Golden Gecko, winter vegetables like garlic sell late into the season.

Because 90 percent of the products there are organic, even customers who are not organic gardeners are exposed to eco-friendly options at The Golden Gecko. Co-owner Trey Pitsenberger knows his customers are predisposed to accept the advice to go organic. "Gardeners who are not into organics are going to Home Depot," he says.

Motivations

For the most part, Pitsenberger's customers are drawn to organics because of health concerns, both for themselves and their pets.

"I'm also trying to weave in the idea that it's not just about what you grow or what you put on your plate, but how you use your time. Getting out and working in the garden is good for you," he says.

Some of his best vegetable garden customers are chefs rather than gardeners. "We get people who just like the

Drop Caps/Raised Caps

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doluptas et acculpa

SING A LONG DIPPING

fork, Casey Hickey lowers a truffle called Sweet Heat—made with mango, passion fruit, and habanero chilies—into a pot of molten dark chocolate. The result will be “fruity, with a kick,” she says. “I’m fascinated by flavor and what I can do with it.”

Eleven years ago, Hickey’s work wasn’t so delicious. As director of development for a San Francisco-based medical society, she spent her days in a windowless office. “I was proud of what I did,” she says, “but my self-expression was limited to fund-raising proposals and spreadsheets.” Hickey spent her

IT WAS THE

bottom of the ninth inning in game seven of the 2001 World Series. The New York Yankees and the Arizona Diamondbacks were all tied up. As Arizonans, my family and I were thrilled to see our state getting attention for something other than sun damage, so when Luis Gonzalez hit a bloop single to drive in the winning run, we went bananas—screaming, punching the air, jumping like jackrabbits on crack. Now, ordinarily my beagle Cookie (may he rest in peace) loved human celebrations. He’d howl along and do a little

Call-Out/Pull Quote

Pulling a quote or a few lines out of a story for emphasis
Helps break up page of solid type

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You can separate your pull-quotes with quote marks, you can use horizontal or vertical rules or you can put them in a box with background color but whatever you do make a contrast from the rest of the text so that the pull-quotes are instantly recognizable as such.

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This is a pull quote, It can reference a point and create visual interest.

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7 Elements of Graphic Design

1. LINE

- ▶ A mark between 2 points
- ▶ Straight, curly, wavy
- ▶ Emphasize word/phrase
- ▶ Connect elements to one another
- ▶ Create patterns



F·A·O·S·C·H·W·A·R·Z

A Wonderland of Toys



Exclusive
Make-My-Own-Monster

*"I have made
toys my life
study"*

-Frederick August Otto Schwarz

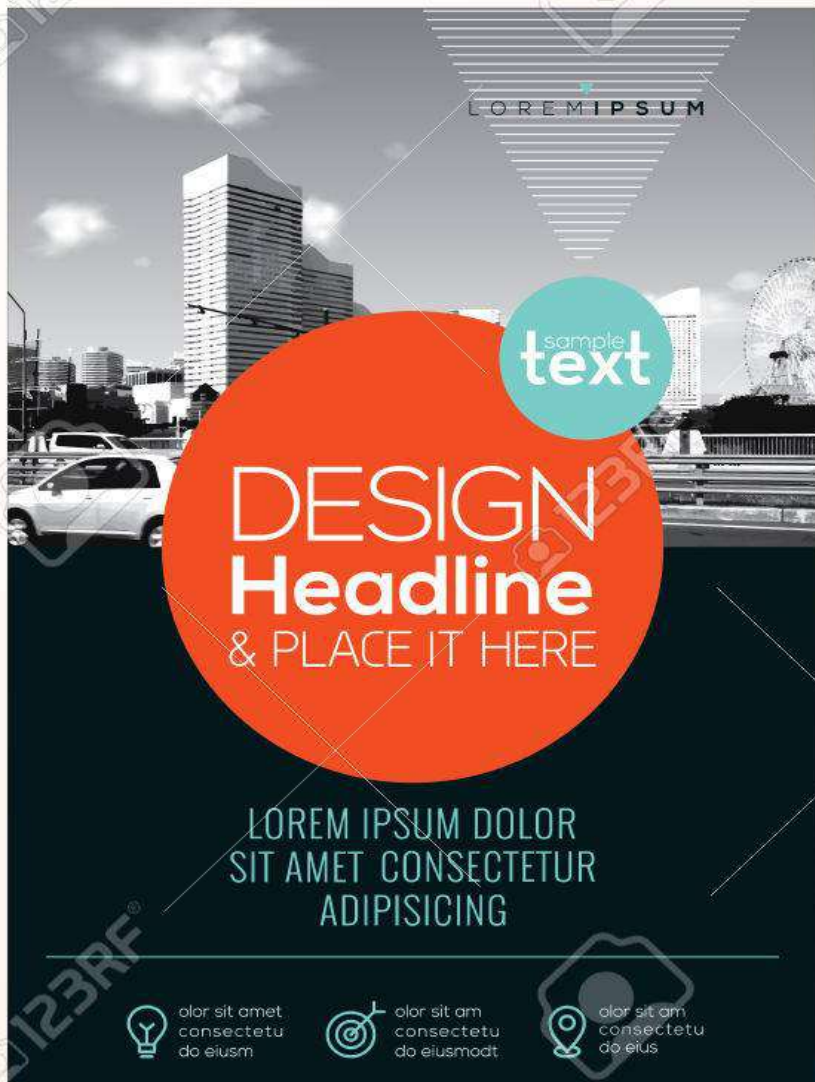
FAO
Schwarz has
been enchanting children
and their parents since 1862
when a German immigrant,
Frederick August Otto
Schwarz began importing fine
toys from Europe.



767 Fifth Avenue, New York, NY 10153

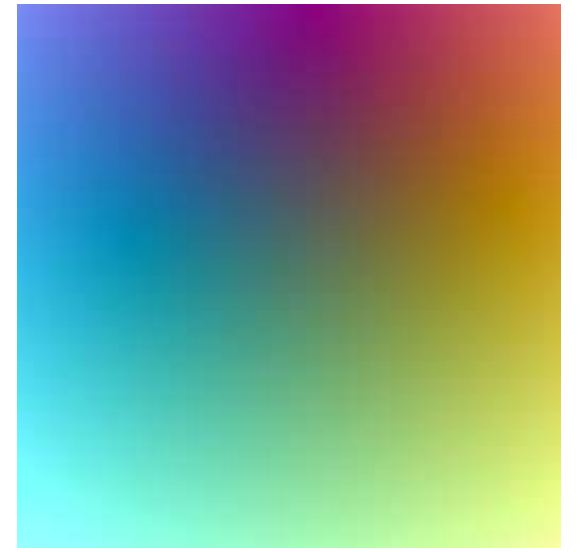
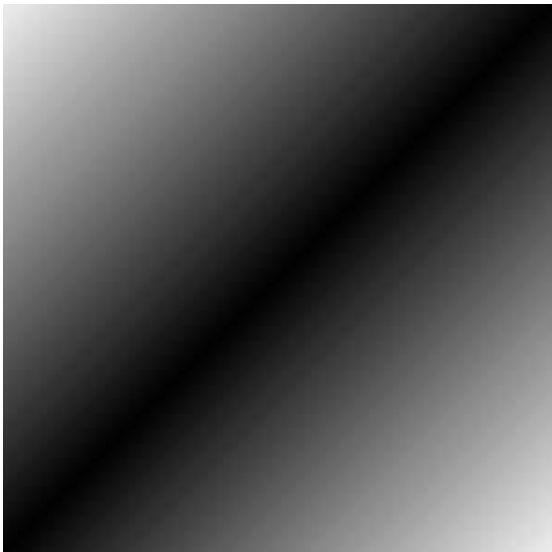
2. Shape

- ▶ Height + width
- ▶ **Geometric shapes:** circles, rectangles, squares
- ▶ **Natural:** leaves, animals, trees, people
- ▶ **Abstract:** odd shapes, graphic oddities, representations



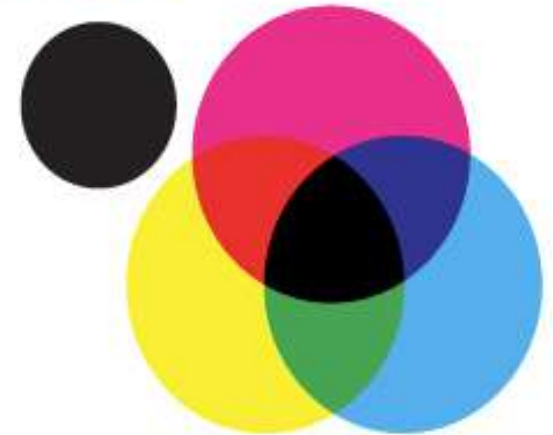
3. Value

- ▶ Light or dark
 - ▶ Gradient: shading that goes from light to dark or one color to another



4. Color

- ▶ Used to generate emotion
 - ▶ Define importance
 - ▶ Create visual interest
- ▶ Print format: CMYK
- ▶ Digital format: RGB



The *psychology* of colours

Red

Stimulating
Vibrant
Passionate

Orange

Energetic
Enthusiastic
Fun

Yellow

Friendly
Cheerful
Warm

Green

Natural
Healthy
Peaceful

Blue

Trustworthy
Secure
Responsible

Pink

Calm
Loving
Feminine

Purple

Successful
Wise
Royal

Brown

Earthy
Simple
Dependable

Black

Exclusive
Prestigious
Luxe

White

Pure
Innocent
Practical





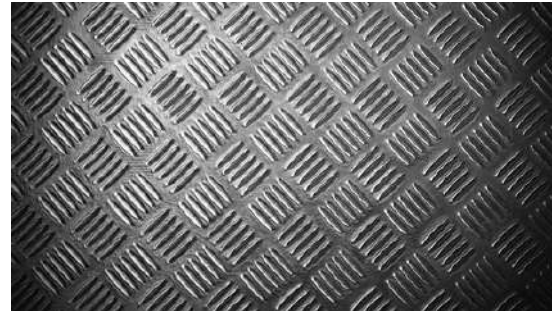
CHEAP FILM

Sample Photos



5. Texture

- ▶ Relates to the surface
 - ▶ Concrete: rough
 - ▶ Wall: smooth



6. Size

- ▶ How small or large
 - ▶ Used for comparison, contrast
 - ▶ Define importance
 - ▶ Attract attention



TOP OF THE HEAP.



THE NEW *Kizashi*. THE MOST SATISFYING VEHICLE IN AMERICA.*

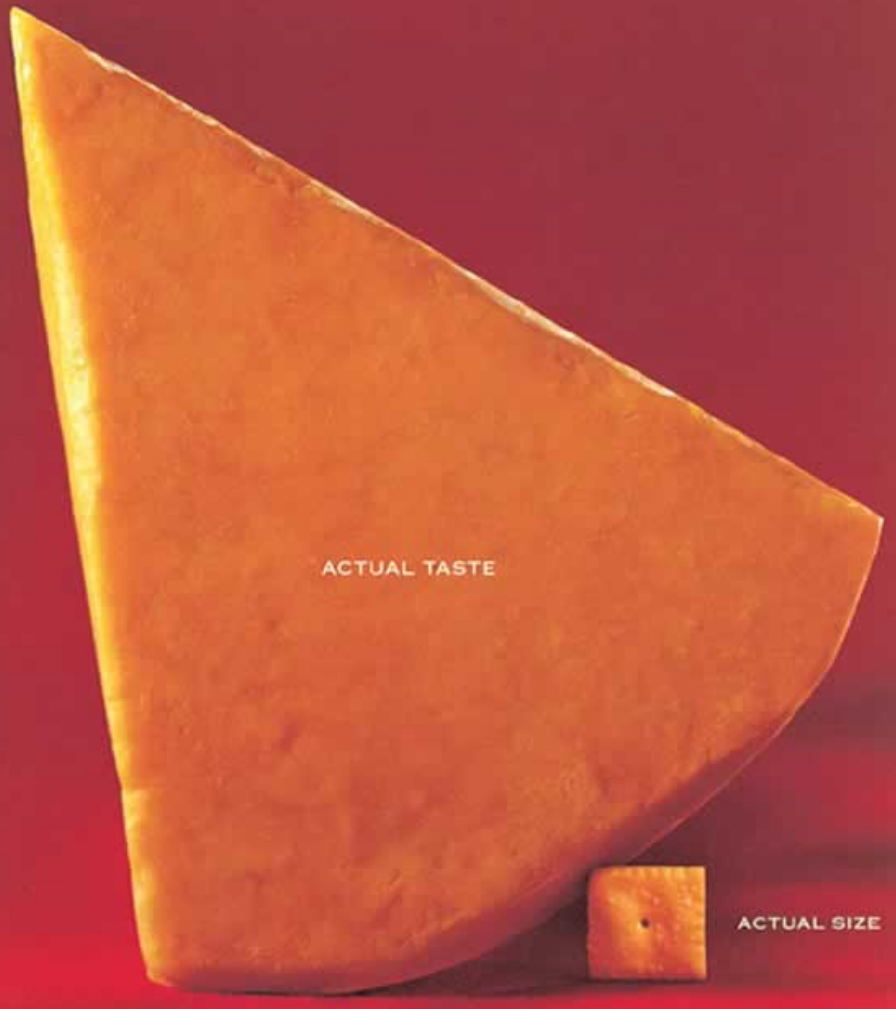
With a higher safety rating than a Volvo S40[®], better cornering than an Audi A4[®], the new Suzuki Kizashi rose above 224 models to rank as the single most satisfying vehicle in America. Learn more about the amazing new Kizashi at SuzukiAuto.com/Kizashi. And see why nothing else stacks up.

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ACTUAL TASTE

ACTUAL SIZE



THE BIG CHEESE™



Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insur-

ance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.



7. Space

- ▶ The area around or between elements
 - ▶ Can separate or group
 - ▶ Gives the eye a rest
 - ▶ Defines importance
 - ▶ Leads eye through the design



Chaos.



Order.



Introducing the all-new Centro⁺

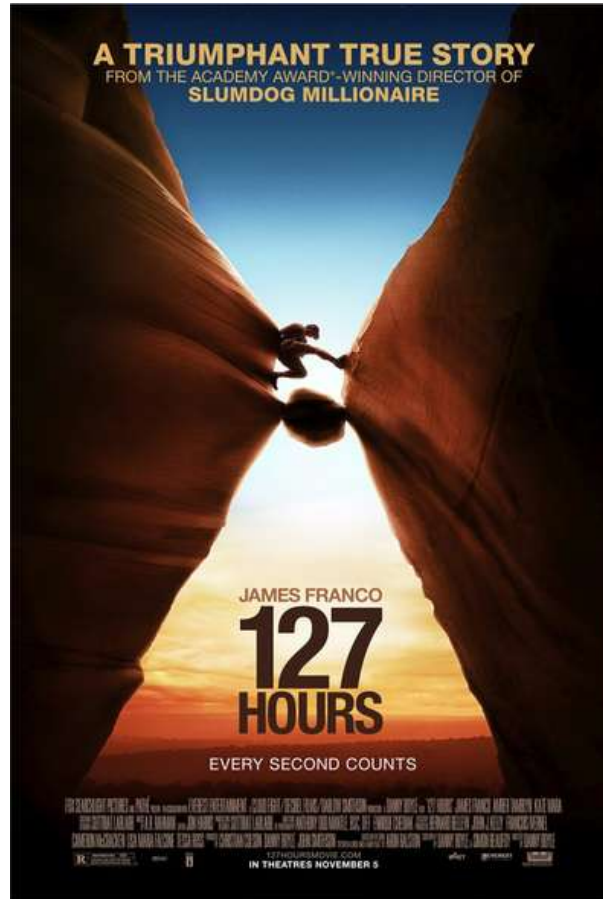
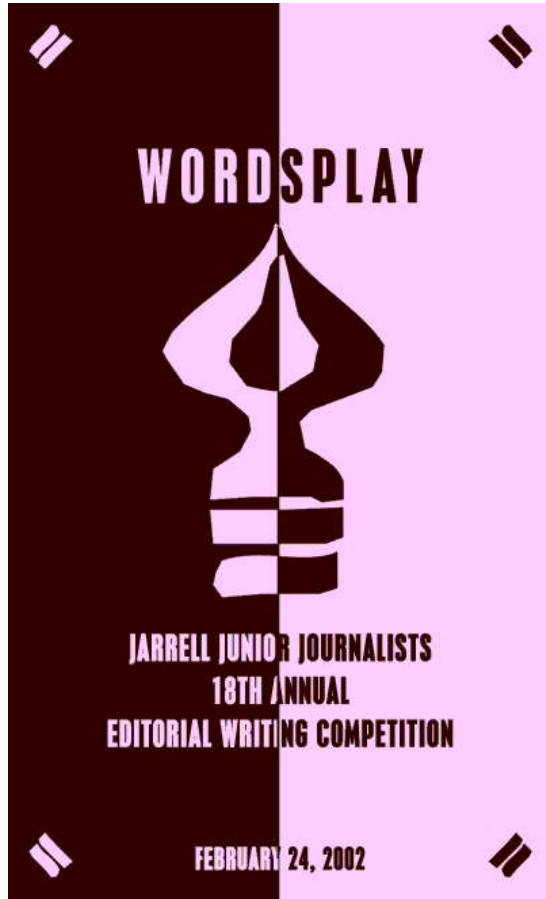


Organize your life with 

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Symmetry

Symmetric: has balance, equally weighted, often a mirror image



Assymetric: unbalanced, can be used to create a mood or feeling

berniemac ashtonkutcher

Some in-laws
were made
to be broken.

guesswho



spring 2005



**The following are
examples of
BAD design!!**

ARBUCKLE
www.arbuckles.com Mountain Area

Rediscover the All-New



- Rhinos, Tigers, Lions, Giraffes, Zebras
- Safari Bus Tours • Large Walk-Thru Zoo
- Bumper Boats • Playground • Moonbounces
- Camel Rides • Paddle Boats
- Go Carts & more!

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Theme Park

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Awarded Oklahoma's Outstanding
Tourist Attraction 2005

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- Cottages
- Lake Homes

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Year Round Lodging
Located Near Turner Falls, Arbuckle Wilderness, and
Chickasaw National Recreation Area

I bought ^{the}mauve ^{coloured t-shirt}
which I think will go
great ^{with} MY ^{jeans}BLACK and the
BLUE RINGS THAT MY AUNT
Sent FROM LONDON AND ^{you know}
WHAT, I WAS THINKING
of WEARING it on Ronnie's
^{THIS} birthday party WEEKEND.
DO YOU THINK
I should ^{wear}MY
GREEN ^{pull over}
TOO?

PS2
PlayStation 2
BECAUSE YOUR GIRLFRIEND
BORES YOU SHITLESS

BAD
DESIGNS!

DON'T
DO
THIS!

WORLD'S #1 TOP PLANT SUPPLY
SUPERthrive™ VITAMINS-HORMONES
BILLIONS-PROVEN EXTRA-LIFE-MAKER FOR PLANTS

Unchallenged guarantees — proven best, 5 ways, on every continent, by millions of people on billions of plants.

EXTRA LIFE for YOUR:

- ① **INDOOR PLANTS** To See MORE NEW FLOWERS and LEAVES, HEALTHIER, STRONGER — MORE BEAUTIFUL
 - ② **OUTDOOR PLANTS** And ③ **BARE ROOTS** TO START NEW ROOT AND FOLIAGE ACTION, SHOOTING DOWN, UP and filling-in, sideways
 - ④ **FLOWERING** And TO GET MORE FLOWERS, LONGER and MORE BEAUTIFUL
 - ⑤ **SEEDLINGS** TO PLANT THEM ALL SAFELY, UNIFORMLY — and GROWING MORE STRONGLY
 - ⑥ **TREES** TO GET "TWO YEARS' GROWTH IN ONE"? ⑦ **FRUITING** For EARLIER, HEAVIER, BEARING?
 - ⑧ **BULBS** TO START THEM VIGOROUSLY, Beating Soil-rot, Hastening Better BLOOMING
 - ⑨ **SEEDS** To Help GERMINATION Percentage and SPEED EARLIER, BETTER YIELDS, including Vegetables
 - ⑩ **LAWNS** To Make QUICKER, deeper, TOUGHER TURF from SEED, SOD, Stolons, Sprigs, HYDRO-seeding
- | | | |
|-------------------|------------------|--------------------|
| 11 XMAS TREES | 17 HYDROSEEDING | 22 FLOWERING PLANT |
| 12 REFORESTATION | 18 LANDSCAPING | COMPETITIONS |
| 13 HYDROPONICS | 19 PROPAGATION | 23 INTERIORS |
| 14 FIELD CROPS | 20 ANTI-EROSION | 24 CUT FLOWERS |
| 15 BONSAI | 21 ENVIRONMENTAL | 25 WEATHER DAMAGE |
| 16 TISSUE CULTURE | IMPROVEMENT | 26 WATER GARDENS |

"Best product known, for any purpose." — say many leaders.

NOT A FERTILIZER

ADD to — (NOT INSTEAD of) any FERTILIZERS or "plant foods" mineral elements program — regularly.

SUPERthrive™ saves plants from waiting to make many life-process complexes, carbon-hydrogen-oxygen groups.

50+ VITAMINS, HORMONES, etc., ready-made, pure.

For immediate use by your plants.



SAVE CARD

DIRECTIONS — EASY!



WHEN

When watering, when soil is THIRSTY. In ALL watering applied at same time. Weekly if practical.

HOSE ONTO YARD:—

Put proportioner or "gun" onto hose.

FLOOD ONTO YARD:—

Put empty clean trash-tub or large can where needed. Fill, stir, empty over. Then move to new place.

QUANTITIES:—

FOR MOST purposes — for active development or resisting stress: 1/4 TEASPOONFUL PER GALLON watering. (A drop per small cupful or 2 or 3 drops per big cupful) (3 ounces per 100 gallons) (A tablespoonful per 15-gallons in each 15 gallons in a trash tub).

FOR EXTRA-SOFT, TENDER PLANTS, OR FOR constant, daily use, or simple healthy maintenance — one or a few DROPS per GALLON watering (one fluid ounce per 500 gallons watering.)

BARE-ROOT SOAKING — soak roots about 15 minutes: Roses and tender plants: 1 1/2 teaspoonfuls per five gallons. Others: 2 tablespoonfuls per five gallons.

REVIVING WOODY SHRUBS AND TREES:

1 ounce per 5 gallons, once. Soak thirsty root area, deeply. Regular strength can be used later.

TIPS:

1. For GROWING — ADD to any fertilizers program.
2. For PLANTING and REVIVING — at first, use alone; AVOID fertilizers. Especially if need to revive is caused by OVER-fertilization (the most common single problem with tropical foliage interior plants, according to some state experts).

NOTE:

1. Be sure SUPERthrive™ gets to the plants' roots. Make high-clay soil penetrable. Or try fine-spraying under-surface of leaves.
2. Any DRIED SUPERthrive™ around bottle opening, after use, will be o.k. (normal evaporated crystals, still good.)
3. Try to use same day mixed, whether with or without fertilizers. (If galvanized tub used for mixing, try to empty soon.)

NON-WARRANTY: Makers cannot be responsible for use, whether or not thought to be according to directions (which have seemed valuable to 100% of users following them.) However, write, with your phone number, if you have a question on how to have easier plant success with SUPERthrive™



Made by VITAMIN INSTITUTE, 12610 Satcoy St. So., North Hollywood, CA 91605, USA

SATURDAY NOVEMBER 24TH 2012

CELEBRATING MIKE MORGAN'S BIRTHDAY!!!

SKYS THE LIMIT MUSIC, THE MORGAN BROOKLYN & IOD PRODUCTIONS PRESENTS

BASS 4 A CAUSE

A CLOTHING DRIVE FOR GOODWILL INDUSTRIES!

THE CAPTAIN STARS OF BIG BARS

(TROUBLE & BASS)

(HARDMIND, BASSBOT, SKYS THE LIMIT)

METAPHYSICAL & WISDOM @ NOON RA

(SKYS THE LIMIT, UMF, KONKRETE JUNGLE, GET NIDE) (DIGITAL DISTORTION)

LORELINE

(SURVIVAL CREW, KONKRETE JUNGLE OD)

BOBBY SKILLZ MOSCHIO

(BOSS PARTY NJ)

BEAST

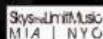
(FIERCE MUSIC DUHEART CREW, LA/MD)

WAX

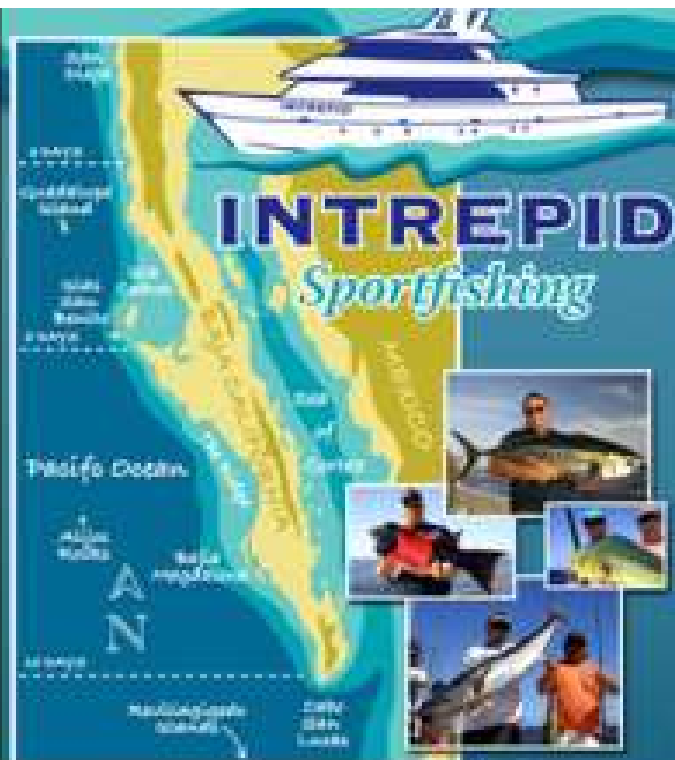
(DIGITAL DISTORTION)

\$5.00 WITH 1 OR MORE APPROVED CLOTHING \$10.00 WITHOUT 10PM-5AM 18 TO SLIDE IN 21 TO CRAWL OUT

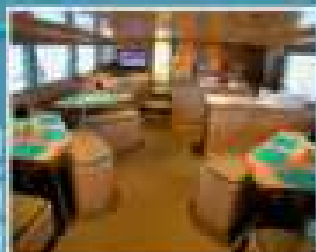
LIGHTING BY POWERTRIP SOUND BY SURROGATE CHANNEL @ THE MORGAN 250 VARET ST BROOKLYN NY 2 ROOMS OF SOUND



Goodwill Industries



INTREPID *Sportfishing*

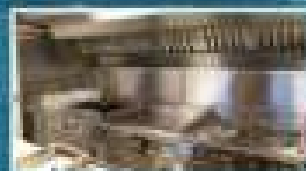


The cabin welcomes our guests to a warm, elegant atmosphere and comfy room seating for all passengers to dine and relax. It has three big-screen plasma TVs with satellite Direct TV/HD for sports and movie entertainment with surround sound.

There are built-in multiple power bars for personal computers and stereos. Also in the cabin are conveners for coffee and croissants, a soda machine, wet bar, and a large cooler for beer and beverages, and a hot beverage center.

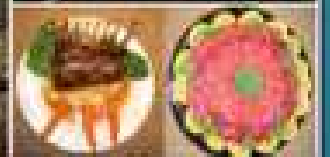
Our chef provides guests daily snacks, hot breakfasts and three sit-down meals including soups, salads, fresh-baked breads and desserts with genuine hospitality.

This sparkling state-of-the-art all stainless steel galley features a walk-in refrigerator and freezer, three ovens, a char-broiler/grill, four burners above and dishwasher. It provides our chef a professional self-contained environment to create memorable gourmet meals.



EXECUTIVE CHEF

Javier Quiñanar was professionally trained in international cuisine at the Culinary Arts Academy. Javier's experience of over 30 years in food service and operating his own restaurant, banquet catering, and Executive Chef positions with resorts and cruise ships. He's expert in kitchen design, menu development, chef management and purchasing. He has worked in Hawaii, San Diego, and Hollywood. This five-star chef has received accolades wherever he has traveled.



"We were joined the night of yesterday about the subject of the new boat with its whole fish, silver woodwork, extraordinary bunkers and engine, 5000 water making a more than comfortable. Necessary make a new for it also on table."

Editor and TV host Bill Ripstein: FishingNews.com

Year-Round Fishing

Intrepid fishes all the seasons. In Spring and Summer the trips run from three to eight days. Shorter trips may target Albacore, Bluefin Tuna, Mackerel and Yellowtail. These trips fish from nearby waters to San Juan and San Juan. The Pacific and Guadalupe Island sometimes have Tuna of 100 pounds or more. Even larger Bluefin or Mackerel can be occasionally encountered in Summer.

In October the boat ventures further south, as far as The Hurricane Bank, and beyond offshore waters as far as Cabo San Lucas, at the tip of the peninsula. These 10 to 15-day expeditions hunt for trophy Yellowfin Tuna, up to 300 pounds or more, and Dorado and Wahoo. The longer trips continue through March.

TACKLE

Our state-of-the-art tackle Sportfishing is available aboard Intrepid, for a minimal fee and should be



Fish Processing

A pair of trustworthy services is available to Intrepid anglers to care for the catch after the boat returns. Anglers may of course simply elect to take the catch home on ice and cut the fish there. Since the boat takes pride in the quality of fish keeping aboard, anglers may prefer to have professionals take over this chore after coming home.

Sportmen's Seafood is owned by Mario Gino (619) 314-1551. Five Star Fish processing is owned by Andy and Sarah Senaspe (619) 298-9956. Both companies will meet the Intrepid at the dock after a trip, and both offer same-day filleting and vacuum packing. They also offer pickup or shipping later, or smoking. These companies offer a superior product, and are highly recommended.

There are two other options: donating your fish, (ask the processors about this) or trading your fish "for the round" for canned sardines, which is standard. There may also be canned yellowfin, Bluefin, yellowtail or wahoo available. For more information on canned fish, go