



My Spot

Anni Matsick

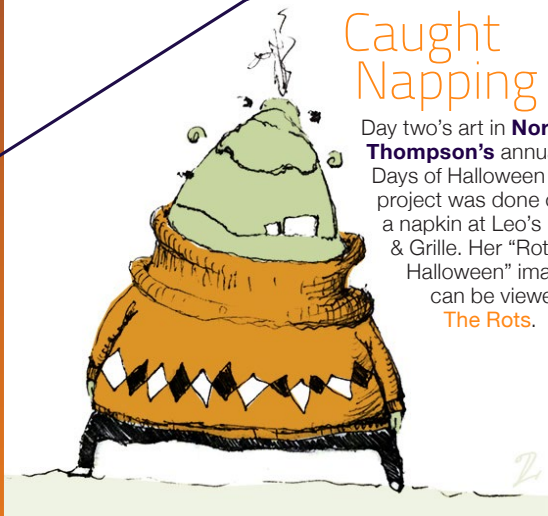
If you're feeling spooked by the cover, it's because we're up to our usual tricks with the annual Horrifying Halloween issue! October's Spotlight found the perfect subject, a PSI member whose menacing poster design is anticipated each year by horror fans gathering for a cult film series. Check out his fifth one along with the entire series on page

6. On page 5, see who knocked on the door for September's Business of Illustration meeting, a special treat for members wanting to learn about selling their work online. In Announcements, read about cash prizes handed out this month in PSI Scholarship Awards, given to another group of talented area students. See their work on page 4, along with details on PSI's annual holiday celebration set for December 13, with a link to its new location.

Set aside your fears and start reading, it's a tightly packed eight pages of delectable eye candy for you to gobble up!

Caught Napping

Day two's art in **Nora Thompson's** annual 31 Days of Halloween art project was done on a napkin at Leo's Pub & Grille. Her "Rotty Halloween" images can be viewed at [The Rots](#).



Dead Detectives

Moore Zombies: The Search for Gargoy, a 32-page children's book written by Wendy Knuth and illustrated by **Brian Allen**, features a whole family of creepy but fun zombie characters trying to solve a mystery. "I had a lot of fun drawing zombies, in a very different style than I typically do," Brian says. "Can't wait to read this to my six-year-old!" Purchase the book from [Amazon](#).



Candy Corny

George Schill created this arresting image as part of his open-concepting for American Greetings.



inside

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Editor: Anni Matsick

Reporters:
Rick Antolic
Fred Carlson
Molly Feuer

Design & Production:
Yelena Lamm

On Exhibit

The Past Presidents' Award went to **Ron Thurston** for "No Agenda" at Pittsburgh Watercolor Society's **2014 Aqueous Open**.

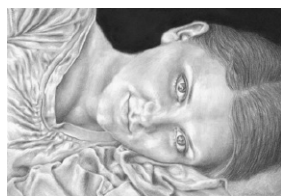
Juror for selection and prizes was Donna Zagotta. The show was on display at Spinning Plate Gallery October 4-25.



An unveiling of **Linda Barnicott's** latest portrait took place September 19 at the gala dedication of Pittsburgh Musical Theater's newly renovated Gargaro Theater in the West End. The 12"x16" painting was done in soft pastel. Dr. Ken Gargaro, retiring founder



and leader of Pittsburgh Musical Theater, has been a teacher and mentor to a great many musical theater performers. The evening was filled with tributes from theater pros and students. Mr. Gargaro's successor, Colleen Petrucci, is quoted in the **Pittsburgh Post-Gazette** article regarding Linda's work: "Linda said that while she was painting, she kept having a feeling like she wanted to sing. That's what you do for all of us," Ms. Petrucci said, directing her gaze toward Mr. Gargaro. "You make us want to sing."



Nora Thompson's graphite drawing done as a gift for her daughter's 30th birthday was accepted into the **19th Annual Regional Juried**

Art Exhibition at **Southern Alleghenies Museum of Art** at Ligonier Valley. The exhibit opens Friday, November 21 and closes Sunday, February 8, 2015. The opening reception will be held Saturday, November 22, 6-8 pm.

New member **Jason Ballard** exhibited work in **Axis**, a multi-faceted showcase presented by RAWartists Pittsburgh. Each RAW event features a film screening, musical performance, fashion show, art gallery, performance art and a featured hairstylist and makeup artist. It took place October 22, 7 pm - midnight, at 1630 Smallman Street.



"Red Shoes and Brass Clock," a 16"x20" oil on canvas by **Kurt Pfaff**, is paired with "Self-Portrait

in Feathered Hat," 1927, oil on canvas, by Jerome Myers as part of **Westmoreland Museum of American Art's Peddling Personalities: Portrait and Still Life Pairings**



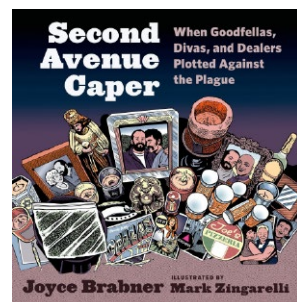
Exhibition, which opened October 25. Kurt is one of **twelve**

regional artists invited to choose a portrait from the museum's permanent collection as a match to hang with one of their still life works. Kurt's recent work is part of what he has titled a "Red Shoe" series. The artists were asked to consider how the objects in their still life might reflect the person in the portrait and explain their selections in writing for the labels. The show is one component of a multi-school project, **Self-E**, exploring "Selfies": self-portraiture, self-exploration and self-expression. Students will have an opportunity to create still life installations that they think reflect the people in the portraits. An exhibition of that work will go on display in the museum on November 15. The museum is in a temporary home in the former Stickley-Audi furniture store on route 30 between Greensburg and Latrobe during its renovation and expansion, dubbed Westmoreland @rt 30. Hours are Tuesday - Sunday 11 am - 5 pm.

Joe Winkler's "Gettysburg Tribute" is 22"x35", done in oil, pencil and digital. Joe did the initial version as three separate pieces last year for the 50th anniversary of the battle then recently redesigned it combining the separate pieces. He used Photoshop for the distressed grunge paper look. It will be on display at the **Galleria Fall Art Exhibit** through October 19.



Out and About



review from Robert Newman, creative director of Newmanology and former design director of *Entertainment Weekly*, Details, New York,

The renowned graphic-book author Joyce Brabner's **Second Avenue Caper** is filled with artwork by **Mark Zingarelli** that has already garnered high praise on its own. A

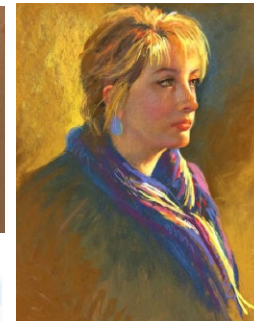
and Vibe states: "...Mark Zingarelli's artwork is nothing short of spectacular. There's a brilliant cinematic quality to his work, and the drawings delight with exceptional detail and sympathetic portrayals. Zingarelli is a master craftsman, and this book shows him at the top of his form. **Second Avenue Caper** really is the perfect blend of words and pictures." The story is about a group of artists and activists in New York City in the early 80s who devise a unique scheme to finance treatment for those caught in the first wave of AIDs. The hardcover, 160 page book will be released November 18 by Hill and Wang/Farrar Straus Giroux. The line drawing is a self-portrait done for the jacket flap.



Check out **Nora Thompson's** Illustration

Ale label in the latest issue of **BeerAdvocate**. Thanks to **East End Brewing** for the photo.

Christine Swann shares the result of a demo done over two days at her "Power of Pastels" workshop in Cumberland, MD, October 15-17. She used Sennelier La Carte Sienna Brown paper.



Striking an artful pose is **John Hinderliter** in his "side job" as model/actor for a recent Highmark ad campaign. The print ad goes along with a television commercial currently airing.



The flower girl posed at a recent wedding where **Vince Ornato** worked doing caricatures.

More caricatures were sent by **John Manders**, done at Franklin's *AppleFest 2014* held October 3-4-5.



Pat Lewis was one of over 30 artists invited to participate in an educational and inspiring weekend (Sept. 26-28) in Boyds Mills, where he attended the Highlights Draw With a Purpose illustrators workshop. All in attendance began working for the corporation in the last year or two. "The hospitality was overwhelming: I only had to get myself there, and everything else – food, lodging, Highlights-branded tote bags and assorted swag – was all provided free," Pat reports. "I made the six-hour drive from Pittsburgh on Friday, arriving just in time to enjoy a wonderful dinner and plenty of face time socializing with the other illustrators as well as many members of the Highlights staff. Saturday there was a full day-long program of



events: a video overview of Highlights' history and core values, a creativity workshop, and a lesson on creating Highlights' trademark Hidden Pictures puzzles. There was also time to share portfolios as well as a tour of the grounds from Kent Brown, grandson of the Highlights Founders, Editor Emeritus and current Director of the **Highlights Foundation**. Pat rates it as one of the high points of his career. "By the time I left for home Sunday morning, I had made a bunch of new friends and connections, learned a ton, and really felt like a part of something bigger than myself. It was an honor to be invited, and an excellent reminder of why I got into this business in the first place. Also, I saw a bear!"

Tattoo artist **Sarah Miller** has ventured into comics with *The Valkyrie's Wode*, a tale of a

Valkyrie-fighting Viking girl thrown into a whirlwind of Nordic mythological power. Sarah devised the story and concept and did the penciled art and lettering. She and writer Anthony Moreci were interviewed this month by Natasha Van Duser for **Inked Magazine**.



Fred Carlson reports that his large piece originally done for the Pennsylvania Department of Natural Resources and Bally Design, entitled "PA Wetlands" picturing 34 animal and 15 plant species has been used for a third time in another new setting educating visitors to the Harrison Hills Park in the



Photo © 2014 Pat Kopnick



northeast corner of Allegheny County near the Allegheny River. It's in Natrona Heights/

Highlands School District area just before Freeport. Each usage has entailed a new rights usage fee. The first use is at the Jennings Environmental Education Center off Route 8 near Moraine State Park, the second use is as a mural at Grove City College.

The original 8"x15" artwork painted by **Fred Carlson** for the CD/cassette project originally done for Yazoo Recordings (#2006) Mississippi Sheiks Stop and Listen was just purchased by the Blues Foundation in Memphis for placement in the new Hall of Fame Museum on the main drag in Memphis set for opening in May 2015. Fred thanks Stefan Grossman and Richard Nevins for the original commission and to Nora Tucker of Design 500 (galleries architect) and Jay Sieleman (President and CEO of the Blues Foundation) for making the move on the purchase and inclusion in this important new museum.



PSI's Vice President, **Ashley Cecil** blogged on June 20 about her opportunity to meet our nation's top official and has now summarized it for us: "Randomly one day in June, the events coordinator at TechShop Pittsburgh (where I'm a member and textile department regular) called to ask a very unexpected question, 'Would you like to be at the TechShop on Tuesday when President Obama is visiting?' Clearly, I said 'yes.'"

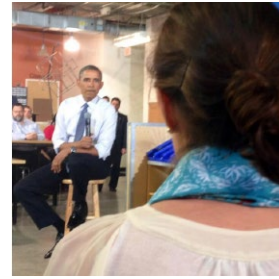


Photo © billpeduto

After a thorough vetting by the White House, I was given the go ahead to report to the TechShop on a Tuesday to join other TechShop members to meet the most powerful man in the world. As he made his way to his stool to

speak, he approached a few of us (myself included) for a moment of direct eye contact and a strong handshake. Why did I get to shake his hand you ask? Because I was seated in the first row, in front of Pittsburgh Mayor Bill Peduto, Allegheny County Executive Rich Fitzgerald and Senator Bob Casey. My head was literally obstructing their view, which is how Mayor Peduto got this shot of me asking the President a question. How did I get the photo? Bill Peduto tweeted it, of course. I can't make this stuff up. The question I posed to the President was about today's environment for mothers who are entrepreneurs. In a nutshell, he said it's difficult for moms, and more broadly for families, to run businesses in the US where the support systems for them is among the worst of all developed countries. However, he's seeing a shift where employers are acknowledging the need for flexibility for parents, and in turn they get happy employees who give 110%. For entrepreneurs, he basically agreed that it's a challenge and hopes that people continue to evolve their thinking about professionally penalizing businesswomen with families. It was certainly an unexpected opportunity of a lifetime, one I won't soon forget."

NEXT PSI SOCIAL



Photo Jeff Swenson for The New York Times

Tuesday, October 14
Beginning at 6:30 pm

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3525 Liberty Avenue, Strip District
*Featured in the *New York Times*

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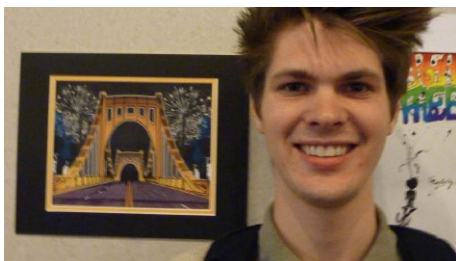
2014 PSI Bradford Student Awards



PSI's Scholarship Committee Chairperson **Rhonda Libbey** juried the student show at **Pittsburgh's Bradford School** and presented the awards to the students at noon on Friday, October 24. Organizers **Sarah Tinnick** and Richard Coble are thankful that our organization offers the awards which they say are helping their program overall and providing additional encouragement to the students. They say it's really helping their program overall, and provides additional encouragement to the students.



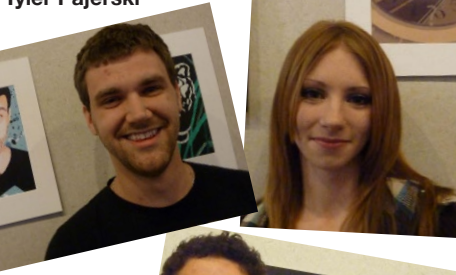
Tom Ruddy (\$250) – **Brittany Wieland**



1st place (\$150) – **Blake Evans**

2nd place (\$125) – **Alicia Richmond**

3rd place (\$75) – **Tyler Pajerski**



Honorable Mention (\$50) – **Sam Finnegan**



Saturnalia 2014: SAVE THE DATE!

Saturday, December 13, 7pm

Brew Gentlemen
512 Braddock Avenue, Braddock 15104

Circle the date on your calendar and plan to join everyone for PSI's annual holiday celebration!

PSI has reserved a new private event space to accommodate our party. Each member will receive two free drink tickets followed by cash bar. Please plan to bring food to share (but not alcohol).



New Member

Jason Ballard, Ambridge
<http://jasonballard.daportfolio.com/>
<http://www.rawartists.org/jasonballard>
<https://www.facebook.com/sntoter>

Jason is a Pittsburgh native and 2005 Edinboro University graduate in Applied Media Arts. He comes from a long line of artists, including his dad who is a stained glass artist. "My grandmother was a sculptor. My aunt is a graphic designer and my grandmother on my mother's side is a watercolor artist. The list goes on," he says. After schooling, Jason built a career in corporate sales before focusing on art again in 2012. His work is done almost exclusively on an iPad with a variety of apps, mostly Procreate. As of 2013 he has established himself in the gaming industry and has work published by various companies.



my national counselor certification, and worked at a few Residence Life and Housing programs until 2012 when I saved enough money to quit and pursue illustration full time," she reports.

Since then, Autumn has enjoyed a career as a freelance illustrator. Most of her commissions are from parents who want a portrait of their children or their pets. She has sold paintings of other subjects as well. Recently, she has been shifting focus toward children's book illustration, working on a dummy to submit to editors and directors of various houses. Autumn plans to attend the WPA SCBWI conference in November and SCBWI Winter Conference in New York City in February 2015.

Autumn adds, "There are lots of reasons to want to join PSI. There's a commitment to art here, to keep working, learning and developing as an artist. Most importantly to me, there seems to be a strong community, a positive group of people who understand the joys and frustrations of being an artist and can share those experiences with one another."

William Watson, Pittsburgh
will.watkins@new-fangledpictures.com
www.new-fangledpictures.com

William graduated from the Art Institute of Pittsburgh in 2002 with an Associates in Computer Animation and Media Arts. While there, he focused on traditional hand-drawn 2d and 3d animation. A job at a Fox television affiliate in Corning, NY soon followed, where he made commercials, graphics, overlays, print ads, and filmed and edited multiple local interest shows and live events. William moved back to Pittsburgh hoping for more opportunities and ended up working in computers. He began doing freelance animation, graphic design, and web design work on the side to "get back into art." He has done a few marketing jobs for the computer related companies and hopes to make that role full time.

New Affiliate Members

Autumn Seibert, Saxtonburg
<http://autumnseibert.wordpress.com>
seybertah@gmail.com

Autumn graduated in 2004 from Edinboro University with a BA in Applied Media Arts: Animation. "At that time, it was difficult to find an artist job and stay in Pittsburgh, so I got an MA in college counseling,



Molly Feuer reports on:

September BOI Meeting



The September 26 Business of Illustration meeting was held at **Kathy Rooney** and Ray Sokolowski's beautifully decorated home in Mt. Lebanon, where Kathy gave an overview of her own experience as an Etsy seller. Additionally, Vice President **Ashley Cecil** and new-member contact **Fred Carlson** presented some impressive figures and updates for our continual growth in membership and the expanding volunteerism that keeps our calendar active and organized. Regrettably, I had to miss this meeting, but the reports I received detailed a wonderful, informative tour of **Kathy's shop**, Etsy facts and tips and best practices to protect our artistic work.

Etsy is an online marketplace for artists selling a wide array of hand-made and vintage items, including jewelry, prints, crafts, furniture and more. It's currently one of the largest and most popular online stores for individual buyers and sellers of unique art, with easily customizable store fronts and opportunities for a more personable sales process. With a robust database and free educational tools, the format allows artists to be easily found by keyword searches and there are always new tips to improve exposure and sales.

Kathy has been diligent in her research and preparation of her store, so she easily covered

the basics with the group and took questions. Etsy's prices for listing sale items, the duration of those listings, the fees for sales and the sales tax were all disclosed. There are also many options for selling multiple print sizes and packaging, storing and shipping items to give buyers the best possible experience with a product that arrives on-time in perfect condition. Great tips for marketing were given, such as using keywords ("Pittsburgh" is a plus!), best practices for titling items for sale, posting quality product photos and cross-marketing with other shops with similar target markets. Keeping an email list of buyers is a smart and friendly way that Kathy stays in touch with her fans and notifies them of new listings. And she stressed the importance of connecting to buyers with engaging About and Profile pages that are interesting and authentic. Sellers love to learn about the creators they buy from, and they enjoy communicating directly to ask questions or give feedback. Kathy has graciously invited others to search for her Etsy shop and take a look at her About and Profile pages to get ideas about creating their own and posting helpful copyright notices, etc.



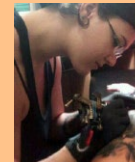
There was some group discussion about issues surrounding art sales online, including the protection of intellectual property and best practices to avoid infringing the work of others. There are useful tools available to track your images online and look for illegal uses, but unfortunately there are copyright violations that happen even with low resolution or watermarked images. There was an alarming example of an artist's work being copied and sold at Walmart! Being copied is an old problem that shouldn't necessarily stop artists from making their work public, but the online world means we all need to be more vigilant. And we can't forget there are others being vigilant, too, so images of trademarked products or public figures may need additional consideration before being posted for sale.

The group socialization was indoor/outdoor as usual in Kathy and Ray's picturesque estate, with ample snacks and good conversation. It sounds like members are warming up to the idea of bringing work for review again, so let's keep it up!

In addition to our hosts, those present were **Danielle Amiano**, former President **Rick Antolic**, **Mark Bender**, former VP **John Blumen**, **Joel C. Boyer** and spouse Melanie, new-member contact **Fred Carlson**, VP **Ashley Cecil**, **David Coulson** and spouse Wendy Bennett, **Hannah (Luoni) Garrison**, **Fran Halley**, **Judy Lauso**, **Kurt Pfaff**, **Phil Wilson**, guest Linda Varos, and new affiliate member **Tammy Thompson**.

Photos provided by Kathy Rooney

If you'd like to read more about some of the members featured in this issue, look for their interviews and Spotlights in past newsletters, available on PSI's website. Click on a name to open.



Sarah Miller



Nora Thompson

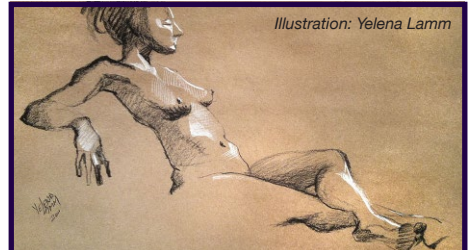


Illustration: Yelena Lamm

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Spotlight on... Mark Zingarelli

Each year, Mark delights in reinventing the face of horror for this annual funfest designed for fright fans.



Photo by John Gallone

Mark first started doing the poster/program/t-shirt designs for the *Telluride Horror Show* five years ago. He was contacted by Ann Reiser, an art director he'd worked with in Portland, Oregon years before. She had landed in Telluride and was offering her design services at a discount to the new festival director, Ted Wilson, and called to see if Mark could do the first year at a "discount". "I said that I could do that under certain conditions," he recalls. "Those being that I would do the first few years' posters at a discount IF I could have samples of all the swag each year, and IF I could raise the fee as the festival grew and that I would do the posters EVERY year. In other words, I would become the Horror Film Festival's poster artist. Ted said 'Absolutely!' and I've been doing them ever since." (Mark's friend **David Coulson** jumped in to ink and color the werewolf attacking a gondola image, when Mark was swamped the week it was due.)

The *Telluride Horror Show*, Colorado's first and longest-running horror film festival, returned for its 5th edition October 10-12. Every year, the festival

attracts the latest and best horror films from all over the world. It provides an intimate gathering for genre film fans from all over the country in the world-famous mountain resort town of Telluride, Colorado. Over three days and nights, attendees experience a mix of horror, suspense, thriller, dark fantasy, sci-fi and even comedy in Telluride's historic Sheridan Opera House and Nugget Theatre. An average of 20 feature films and 30+ short films are offered, along with special programs, guests, and events. It was named one of the "20 Coolest Film Festivals" by *Moviemaker Magazine*.

At the *Werewolves Unleashed* closing party held October 12, this year's festival poster came to life with everyone in masks at the Last Dollar Saloon, home of the "Puppy Parking" sign shown in the artwork. Mark is shown with Ted Wilson, both clearly enjoying the result of their efforts.

Find more on Mark's work at the [House of Zing](#).

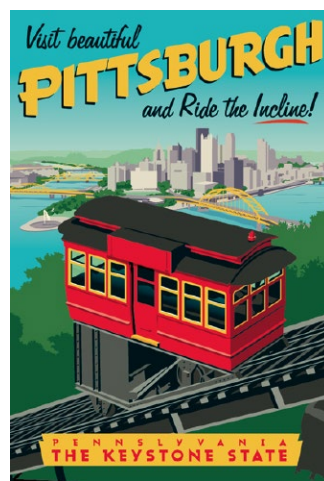
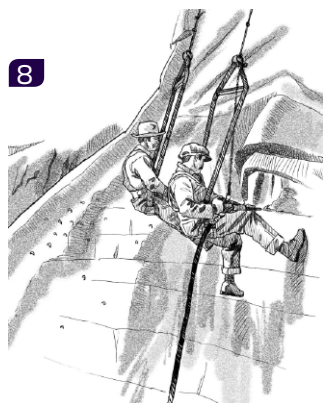
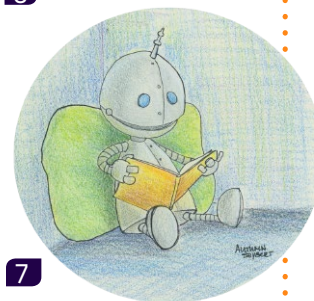
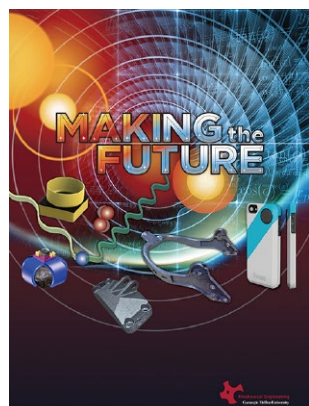
Article by Anni Matsick
Design by Yelena Lamm



Mark with Ted Wilson, festival director
Photo by Lynn Gumble



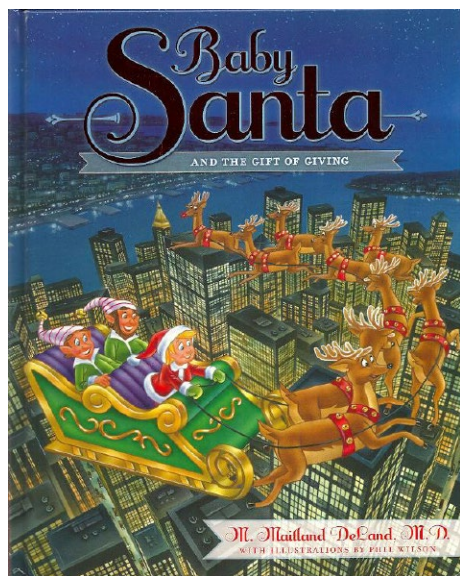
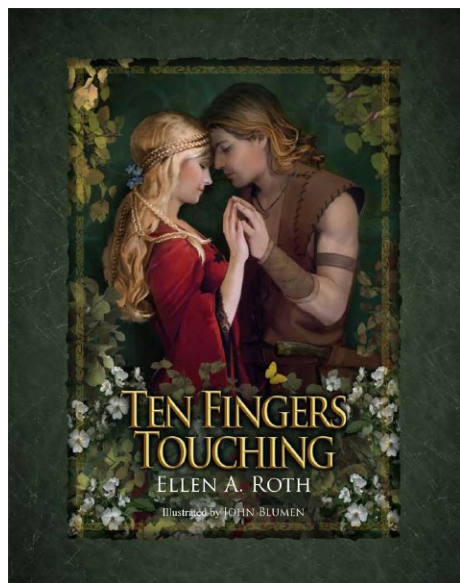
A steadfast scarecrow hopped off his perch, hoping to scare up some mischief.



1. **Angela Fullard's** "The Graveyard Shift" is done on 8"x12" paper in Prismacolor marker and ink and her own watercolor textures. Each piece of the image is hand-drawn and colored separately and then put together digitally as a collage. This is the first of 16 illustrations for a children's book Angela is writing and illustrating to eventually try to self-publish. The story features a skeleton who can't go out to haunt at night because he has to work the late-night shift.
2. Angela created these pieces for the *Halloween Art Show* at Utrecht Art Supplies on E. Carson Street, where they will be displayed this month through mid-November. "Ghostly Love" and "Boolong Tea" are both 10"x15" and rendered with watercolor, Prismacolor markers, white ink, and oil paints then altered digitally with Photoshop.
3. **Vince Dorse's** ink drawings were released in a continuing Page-A-Day-Story running every day of October and ending on Halloween. *Wish On A Halloween Moon* was posted daily, in order, at his Twitter account and also collected for easy viewing on [Facebook](#).
4. This tattoo by **Sarah Miller** recreates Vivinia, Wintry Wind Spirit.
5. This large poster **Dan Hart** just finished for CMU's Mechanical Engineering department was created entirely in Adobe CC.
6. Here's character art created by **Jason Ballard** start to finish on an iPad with the Procreate app. The client requested something dark; citing Morticia Addams, Dracula, and the dark ages as influences for the character and environment.
7. New Affiliate Member **Autumn Seybert** sent a favorite character of hers, drawn for International Dot Day.
8. **John Hinderliter** is working on a seventh book for Penguin/Random House. Each book has 80 line art illustrations. "So, in the past year, I've done just short of 600 illustrations like these," he reports.
9. **Jim Zahniser's** third Pittsburgh poster will probably will be his last for a while. "I've had enough of drawing bridges," he says.
10. The "monster battle" between gubernatorial candidates Corbett and Wolf is illustrated by **Rhonda Libbey** for the cover of Pittsburgh City Paper's Election Guide.

Continued on next page

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11. This cover for a new book, *Ten Fingers Touching*, written by local author Ellen A. Roth, was done by **John Blumen**. The 104-page book has nine full page illustrations and 18 spots. The "tale of true love, mystery and adventure... for women of all ages" will be available at local book sellers as well as online, in a hardback and as a soft cover edition in December. More information can be found on the [author's web page](http://www.ellenrothauthor.com).

12. This time last year, **Ilene Winn-Lederer's** Kickstarter-based blessings book was getting off to a good start. She is now pleased to note that the book, *An Illumination Of Blessings*, specially designed postcards and associated gicleé prints are now finished and delivered to all of her generous backers. The remaining books and individual gicleé prints are now available to the

public. Books may be ordered with PayPal [online](http://www.paypal.com) at the Magic Eye Gallery and prints may be seen and ordered there as well. Here is the [direct link](#) to those pages. Those interested in acquiring a copy may [contact](#) Ilene directly. She can sign and bring it to the next Church Brew Works social or mail it to you. Ilene has prepared a presentation on the making of this book that includes Q&A and book signings and has begun scheduling them over the next few months. "If your church or other organizations are interested, please let me know!" she says. "A little vacation is up next, then onward to my next project! Stay tuned for details!"

13. This is the fifth and latest release in the "Baby Santa" series of children's books illustrated by **Phil Wilson**. Phil just completed 40 illustrations for a

dinosaur book, and is currently illustrating two books simultaneously, with a third book project looming.

14. This 20"x24" illustration was just completed by **Fred Carlson** and has been scanned for posters, being shipped to a Wyoming collector soon. "Made possible by middleman Thom Flury... thanks for the commission!" Fred adds. The elements include the state flower, hummingbirds, antelope, a vista from Beartooth Pass, some Americana signage, trout, arrowheads, and references to the Sinclair oil company – a mainstay of the western gas and oil economy.

15. Here is Fred's third revision on a montage piece for the quarterly Phillips-Exeter Academy alumni magazine addressing how computer tablets are affecting life at this prestigious board-

ing school. "Quite the furor allowing them in the traditional classroom setting (or not!)," he says. The client finally approved this degree of interaction of the students. "Warts and all-xeroxed edges, etc. showing in this scan! This was approved and came out great," Fred adds. He will unveil the finished color piece next issue.

16. This is the finished front CD cover of the project Fred showed last month in the September PSInside. He showed guitarist Tom Feldmann four options; he selected this direction. The background graphics are based on old faux-inlay decals that the Stella guitar company used to place on their cheap guitar lines to dress them up.

17. **Pat Lewis** joined in the fun with lots of other artists at the [Inktober](#) challenge.