



inside  
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Editor: Anni Matsick

Reporters this issue:  
Fred Carlson  
Vince Dorse

Design & Production:  
Yelena Lamm



## Cats Care!

**Pat Lewis** created a sheet of 6 stickers (approx. 2.5" diameter) reminding you to take care of yourself as well as cats do. Contact him at [patnlewis@yahoo.com](mailto:patnlewis@yahoo.com) if you'd like to purchase a set.

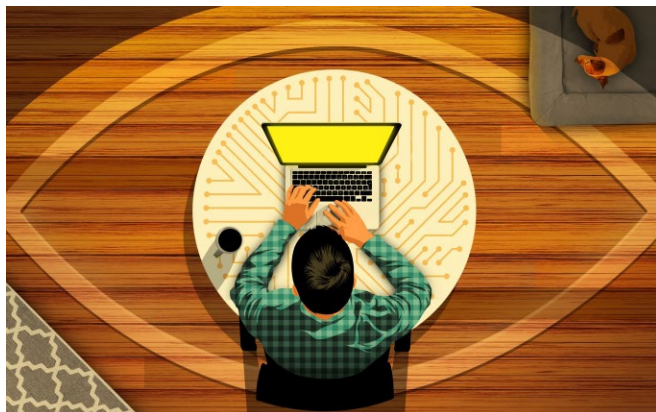


## Ducky Dosage

Baby Tiny Cold Syrup Duckling is one of 30 characters **April Hartmann** designed for Hyland's, the national pharmaceutical brand, for their new package designs. The assignment included concepting of characters that best represented each children's remedy. "Very fun project!" More appear on page 10.

## Hard Knocks

**Taylor Gallery** did this cover for Education Week, "Devastated Budgets and Widening Inequities: How the Coronavirus collapse will impact schools."



## My Spot

**Anni Matsick**



Lots of sunshine but no beach time this year, so take that Pittsburgh folding chair "aht back" for some laptop reading! It's another mega-issue of 13 pages, all packed

with news and latest work from PSI members who were already good at self-isolation.

Most gallery shows have shifted to online presentations only, which means you can enjoy a virtual stroll from your comfortable seat. In some, you can even cast a vote for your favorite!

The Spotlight shines its beam on a member who is enjoying a surge of interest from buyers (including some celebrities) all eager to acquire his work...piece by piece!

Business of Illustration meetings, summarized on pages 6 through 8, were held via Zoom in recent months, allowing for wider participation. Future events are being considered but a schedule has not been set due to current health concerns. Watch for Basecamp messages and emails to your personal box for notices on upcoming events.

So, alas, it's not the same as a PSI Social at The Abbey, but the issue offers a way to stay in touch until we can gather again. The items are loaded with hyperlinks for further reading, so plan to order take-out for delivery to your shady spot, you'll be there a while!



## On Exhibit



**Christine Swann's** painting, *Impact*, has won the "Prix des Pastel" best in Show Award at the International Association of Pastel Societies (IAPS) 36th Juried

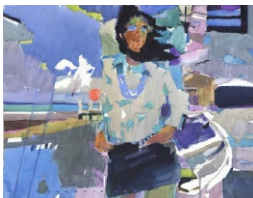
*Exhibition* in Dunedin, Florida. Jury of Selection were Anna Wainright, Charles Peer and Myles Johnston View the show online [here](#). Watch a video of the awards [here](#). 1900 entries were received from all over the world and 95 pieces were hung at the Dunedin Fine Art Center in Florida before the quarantine. Read more on Christine's [blog](#).



**Ron Thurston's** *Docksider* (19"x25") won Second Place in The Fallbrook Art Center's 11th annual *Signature American Watermedia International Exhibition*. It

features up to 120 watermedia works by artists who have been honored with signature level status in one or more U.S. watercolor and watermedia societies. The show was cancelled and shown virtually, where Ron's painting found a buyer.

Ron's painting *Pier Happy* (19"x25") was accepted into the 2020 *American Watercolor Society's 153rd Annual Exhibition*. An online exhibition featuring all the paintings from the cancelled show in New York can be seen [here](#).



**Jeanine Murch's** painting *Make Your Own Kind of Music* was included in the North Hills Art Center's Art for Animals show. Proceeds from the show benefited

Pigsburgh Squealers and Hello Bully animal rescues. Jeanine's piece is 8.5"x11, gouache and metallic ink on paper; inspired by the song lyrics of Mama Cass.

*Stripes*, a 13"x11" watercolor by **Anni Matsick**, was accepted to Pennsylvania's 53rd Art of the State. Open to Pennsylvania artists and craftspeople, the annual juried exhibition is held at The State Museum in Harrisburg. Three jurors chose 109 works from over 2,000 pieces submitted in 5 categories. The show is set to open September 13 during Harrisburg's annual



Gallery Walk, and will run through January 3.



Anni was awarded Best-Of-Show in the Art Association Harrisburg's 92nd Annual Juried *Exhibition* for her 12"x15" watercolor, *Dreamscape With Wading Pool*. Juror was Joel Daniel Phillips.

Her 14"x12" painting *Passing Through* received the M. Graham & Co. award from juror Linda Baker in the Baltimore Watercolor Society *Mid-Atlantic Regional Exhibition*.

**Bill Vrscek, Anni Matsick, Gina Judy and Yelena Lamm** are among the 41 artists showing *New Works in the Time of Corona* on the [Pittsburgh Watercolor Society's website](#).

Vote for your favorite of the 88 watercolors by sending an email by July 31 to [exhibitions@pittsburghwatercolorssociety.com](#) with "People's Choice" as the subject and the artist's name and title of work in the body.



Bill Vrscek, *Mostly Sunny*, High 76 (18"x24")



Yelena Lamm, *Star Magnolias* (18"x13")



Anni Matsick, *New Specs* (8"x8")



Gina Judy, *Bubbling With Joy* (24"x22")

The *Rittenhouse Square Fine Art Show* virtual edition was live on June 5-7, opening with a visit to **Yelena Lamm's** 905 Studio on Facebook at 11am on Friday, June 5. This was her first year to participate in the show, held annually in downtown Philadelphia. Her 45 minutes long live presentation can be viewed [here](#).



**Kurt Pfaff** held a gallery show, combining artwork by his daughter Cassandra Pfaff, was held during March at Ketchup Creative in Sharpsburg.

The Westmoreland Arts & Heritage Festival's annual *Westmoreland Art Nationals*, a juried fine art and photography competition featuring art from across the country includes work from 4

PSI members and can be viewed online here. The July festival has been canceled. Included are works by PSI members **Gina Judy, Keith Bastianini, Yelena Lamm, and Kurt Pfaff**.



Yelena Lamm, *Tribute to Dr. Salk* (40"x40") oil



Kurt Pfaff, *Forgotten Store Window* (36"x36") oil



Gina Judy, *Fit, But Tired of Exercising* (34"x25") water soluble pencil



Keith Bastianini, *Trust the "Kid"* (22"x14") 3D/modeling/digital

Yelena's oil painting, *Girlfriends*, won the Executive Director's Award at Westmoreland Art Nationals WCCC Exhibit and Painting Award at Westmoreland Art Nationals WAHF Exhibit.



Yelena Lamm, *Girlfriends* (30"x12") oil

**Keith Bastianini, John Blumen, Christie Biber, and Anni Matsick** have works among the 62 pieces by Pennsylvania residents chosen for Images 2020, the fine art show presented annually by Central Pennsylvania Festival of the Arts, all held virtually this year. Anni's painting received an Award of Merit from juror Emily Burns View the show [here](#). Cast a vote for your favorite by July 31.



*Dreamscape With Rabbit*, Anni Matsick



Michael, John Blumen



*Orange Teapot*, Christie Biber



*Drawing Down the Moon*, Keith Bastianini

[Continued on next page](#)



## On Location



Illustrator and author **Mark Brewer** (*Brewology: An Illustrated Dictionary for Beer Lovers*) presented the February program at The Artist Guild at Sweetwater Center for the Arts in Sewickley. Mark spoke on his work for numerous magazines and ended the night with free beer samples.

**Gregg Valley** completed this 8'x9' triptych in acrylic on wood panels, titled *10th Street Bridge*. The work was a private commission for a client who had just built an ultra-modern condo on Pittsburgh's South Side and wanted the view from his balcony to be painted in Gregg's style. The 3 sprouts on the bottom left are representative of his 3 sons.



In February, a Meet the Illustrator event featuring **John Manders** was held at the Grove City Community Library, sponsored by All Good Things Thrift Shop. Attendees learned about the process of illustrating a children's book and watched as John painted "Gorm the Viking Goat" by popular request. The character will be framed for display in the library.



GCCL Children's Programer Heather M. Baker and John with "Gorm."

PSI members l-r: George Gaadt, Judith Lauso, program coordinator Christine Swann, George Schill, speaker Mark Brewer, John Blumen, Ron Thurston, Jim Mellett, Phil Wilson, Gregg Valley. Front: Vince Ornato.

## Kudos

Two New York Times covers done by **Taylor Gallery** were chosen for *Illustrators 39: the Society of Illustrators 39th annual of American illustration*. He thanks ADs Jennifer Ledbury and Minh Uong "for the terrific and meaningful assignments."

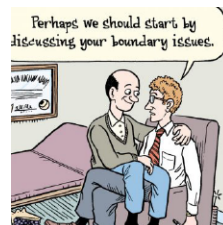


The Central Park 5, Sunday Arts & Leisure cover



Grind Culture, Sunday Business cover

Taylor's Book Review cover of Courtney Maum's *Costalegre* for The Boston Globe was given an Award of Excellence from The Society For News Design. Taylor thanks AD George Patisteas "for always providing such interesting topics and assignments."



Two PSI members have been nominated as finalists in various categories for the 2019 Reuben Award:

**Wayno**, for his work on Bizarro, is listed in the Newspaper Panels division.

**Nathan Mazur** is nominated in the Online Animation category for *Pancake Rocking*.



See the list of nominees [here](#).

The 74th Annual Reuben Awards will take place online, sometime later than the originally-scheduled June date. Watch for updates [here](#).

## Notable



A statue of Pittsburgh native and journalist Nellie Bly will be joining those of Franco Harris and George Washington on display at Pittsburgh International Airport's airside terminal. Prints of **Kathy Rooney's** drawing, done for PSI's 20th Anniversary Show *Art of Facts / Uncovering Pittsburgh Stories*, at Heinz History Center in 2017-2018, will be available for sale at the airport and at HHC's Museum Shop. Staff members contacted Kathy during the statue's construction to ask if she knew her hair and eye color since she had done extensive research for her drawing. Kathy was able to confirm her eye color as green/hazel.

An interview with **Cindy Strosser** was posted in the Armstrong Libraries [blog](#). The article written by Anita Bowser is based on her show of artwork displayed at the Kittanning Public Library during March and April.



The March 6 Pittsburgh City Paper Animal Issue cover features an illustration by **Laura Garvin**. For this year's *Animal Issue*, the focus is on working animals who have jobs just like us. Read the artist interview [here](#).



**Howard Bender** made the list of the April 22 Pittsburgh City Paper's "20 Reasons to keep smiling" during pandemic restrictions. His \$5 caricatures are listed [here](#).

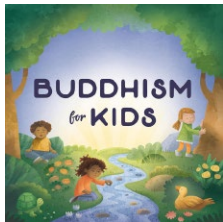
The news of his "special" he calls a Skype/FaceTime party reached New Jersey,




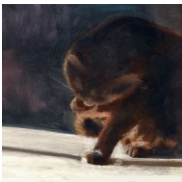
Continued on next page




A sample by the freelance cartoonist.

[illegible]

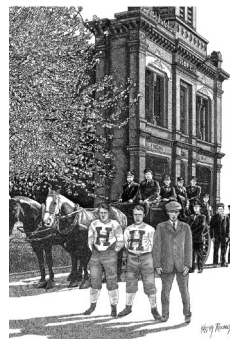
A painting of a ginger and white cat lying on a piano keyboard. The cat is positioned horizontally across the keys, looking towards the viewer. The piano is a light-colored, possibly white or cream, with a dark wood finish on the top and sides. The background is a soft, out-of-focus interior space.



*Three Rivers*  
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THE ASSOCIATION OF GENTLEMEN PITCHERS/JOURNALISTS



## A woman with brown hair, wearing a black short-sleeved shirt and bright orange pants, is sitting on a wooden chair. Behind her is a wooden sign that reads "Pull up a chair" in a stylized font, with "You are invited" written in smaller text below it. The setting appears to be an indoor event space with other people and structures visible in the background.



A cartoon illustration of a ghost with a pale, greenish face and a wide, toothy grin. The ghost is wearing a dark, flowing robe and is holding a large, glowing comic book titled 'CREEPSHOW' in its right hand. The comic book cover features a horror-themed illustration. To the left of the ghost is a lit torch with a bright yellow flame. The background is dark and atmospheric, with a green, arched doorway visible behind the ghost. The overall style is reminiscent of classic horror movie posters or comic book art.





## Coming Soon: PCP's Coloring Book!

Available for pre-sale  
at Pittsburgh City Paper's  
**website store!**

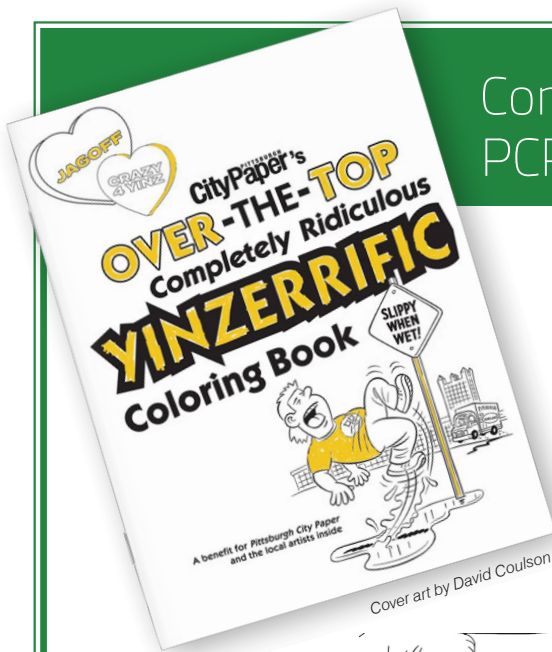
**Digital issue: \$20**  
**Print issue: \$25**

Featuring pages by 35 Pittsburgh  
artists, including these PSI members:

**Vince Dorse**  
**Pat Lewis**  
**Wayno**

**\* David Coulson**  
**Sophia Pappas**  
**Nathan Mazur**  
**Kim Fox**  
**Howard Bender**  
**Emily Traynor**

*\* cover art*



Cover art by David Coulson



Pat Lewis



Emily Traynor



Nathan Mazur



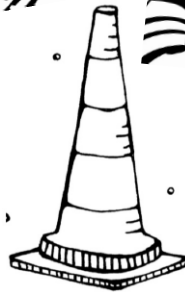
Wayno



Vince Dorse



Howard Bender

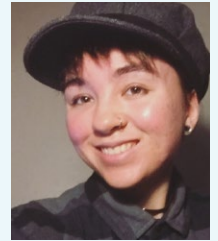


Kim Fox

## New Member

**Kaiga Ayasi**  
Pittsburgh  
[illustrationsbykaiga.com](http://illustrationsbykaiga.com)

Kaiga is a freelance graphic  
designer and illustrator.  
Her interests include  
posters, mural art, portraits,  
T-shirt designs, and tattoo  
designs.

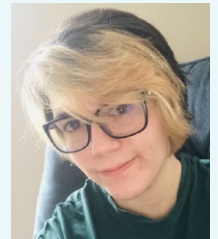


## New Affiliate Members

**Maria Bosetti**  
Coraopolis, PA  
[www.mariabosetti.com](http://www.mariabosetti.com)

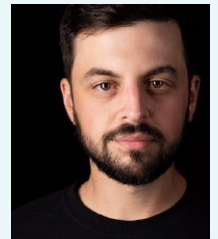


Maria is an illustrator  
based in Coraopolis.  
Since 4th grade, cartoons  
and comics have been her  
main source of inspiration.  
She decided on drawing as a career and went  
to Edinboro University to further her growth as a  
visual storyteller. Since graduation in 2017 Maria  
has done illustrating for books, merchandise,  
brand marketing, and many other freelance  
commission pieces. She enjoys using both  
traditional and digital mediums.



**Brandon Miele**  
Greensburg, PA  
[brandonmiele.artstation.com](http://brandonmiele.artstation.com)

Brandon is a 29-year old  
married dad employed  
at Spreadshirt graphics.  
He heard about PSI  
through **Dan Ekis** and  
**Ian Oz**. Brandon received  
a Associates of Fine Arts at Westmoreland  
County Community College in April 2017 and  
has taken advanced courses at University of  
Advanced Technology. He received the WCCC  
Distinguished Student Award and a Certificate for  
Excellence in Business Course work. Brandon  
signed up for volunteer work for social, PR, and  
exhibits committees.



Members, get your work on the  
PSI website home page by  
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and click on "My Profile" then  
"My Work Samples" to update.

"Flower Girl" by Monique Luck



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## 2020 Treasurer's & New Member's Report

by Treasurer/New Member Contact **Fred Carlson** (Figures good through July 25, 2020)

### Income 2020

Dues:	\$ 8,148.90
Ruddy Awards Donation for 2020:	\$ 1,500
Other Income	\$ 80
Dan Bridy Memorials	\$ 130
Total Income:	\$ 9,858.90

### Expenses 2020

Total Expenses:	\$ 1,350.64
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### 2020

**Net Proceeds or (-) Deficit:** + \$,8,508.26

### PSI Cash-On-Hand:

Total: \$ 20,018.81

### Membership

7/25/2020 163

### Full members

7/25/2020 131

### Affiliate or Affiliate Comp Members

32

### Dues still owed:

10 Full (\$75), 1 Affiliate (\$35), 1 Affiliate partial

Total expected budgeted: \$855.

### 2020 New Members

2 Full (Kaiga Ayase, Don Lilley)

2 Affiliates (B. Miele, M. Bosetti)

2020 New Member Inquiries Last 24 months: 13

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## FEATURES

Fred Carlson reports on...

### February BOI: Selling Art in Physical Form

Members met on February 27 at Assemble on Penn Avenue for a Business of Illustrators meeting all about local art markets, fairs, festivals, and conventions. Two PSI members experienced in those areas, **Vince Ornato** and **Rhonda Libbey**, shared details about selling your art. Topics included preparations, applications, costs, and much more. Vince advised setting up with "A big, high price 'grabber' that stops people going by. Then secondary images, down to the least expensive. This can be done with a full-blown big booth, like at Three Rivers Arts Festival, down to a tiny table, pulling off the same thing. There are exceptions, but that is the general visual concept." The speakers described the application process for juried shows through Zapplication, an online site that took over as a conduit to gather applications from artists, when the move went from slides to digital. There was time for questions before listeners departed, having absorbed a wide range of information on the topic.

Attendees (8): **Maria Bosetti, Jen Martino, Andrew Pappas, Alex Patho, Molly Thompson, Ray Tolbert, John Wiegand, Nina Zivkovic.**



Photos: Vince Ornato  
Meeting & booth shot: Alex Patho Jr.



▲ Vince Ornato:  
Three Rivers Arts Festival booth;  
Caricatures booth



Rhonda Libbey at her booth ▶





Fred Carlson reports on...

## March BOI: ProCreate Demo

Originally planned to be held at the Assemble space in Friendship, the PSI March Business of Illustration program was held as an online event on March 26 due to the corona virus isolation protocols. This program had large member demand and was publicized on Basecamp and in e-blasts from President **Lindsay Wright**. Due to Governor Tom Wolf's orders asking all to avoid groups of greater than 10 people in the week between March 18 and March 25, VP **Gary Ritchie** created a member interface on Jitsy and You Tube that allowed PSI members to log into the presentation by PSI members **Nathan Mazur** and **Anna Wagstaff** on using ProCreate 5. Emails with Q&A were assembled in another window that emcee **Andrew Pappas** (Programs Chair) could refer to in the final segment of the presentation. Both Nathan's (45 minutes) and Anna's (28 minutes) tutorials were pre-created and run in order after the introduction by Andrew. Then Andrew circled back and hosted Anna and Nathan in the Q&A session.

We are unable to list every one of the 32 members who logged into the session, but those in addition to **Nathan Mazur**, **Anna Wagstaff**, **Gary Ritchie** (VP) and **Andrew Pappas** (Program Chair) who sent in questions and comments included **Vince Dorse**, Treasurer **Fred Carlson**, **Alex van Deusen**, **Patty Lipinski**, **Kathy Rooney**, **Jeanine Murch**, **April Hartmann**, PR Director **Anni Matsick**, **Leda Miller**, and **Judy Emerick**. We thank the other 8 for joining us!



Andrew Pappas, host



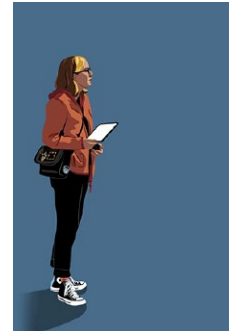
Gary Ritchie, technical producer



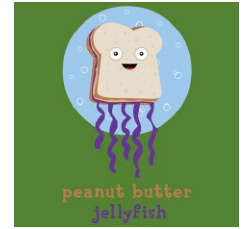
Anna Wagstaff, presenter



Anna Wagstaff self-portrait



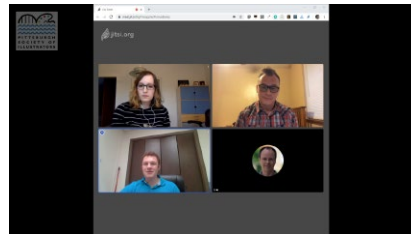
Anna Wagstaff illustration sample



Nathan Mazur illustration sample



Nathan Mazur self-portrait



## March Social

A mild but rainy evening brought out a small group of PSI Social attendees as we convened at The Abbey on Tuesday, March 10. New member **Maria Bosetti** talked about her recent activity seeking work in the animation realm and her year in LA after graduating from Edinboro University of PA in 2017. **Laura Garvin** celebrated her new City Paper cover and described her day job as a graphic design manager and photographer for an industrial company in Plum. **Gregg Valley** was celebrating his new installation of a mural piece in a South Side client's home. Signups for the "To the Point!" April crit series seem to be coming in nicely, reported by **John Blumen**. (Editor's note: April events were cancelled due to pandemic restrictions.)

Attendees included: VP **Gary Ritchie**, Treasurer **Fred Carlson**, Co-Exhibition Chair **John Blumen**, Program Chair **Andrew Pappas**, Full members **Gregg Valley**, **Maria Bosetti**, and Affiliate member **Laura Garvin**.

## Daniel Bridy

Longtime PSI member and friend Dan Bridy died on June 24 after a prolonged illness.

Bill Panos describes Dan as "an astonishing artist and for me, Ron Mahoney, and Lynne Cannoy, an old and cherished friend. He will be truly missed."

Kathy Rooney recalls, "When I was in my 20s, the very first illustrators' studio I ever visited was Dan Bridy's. He gave me a great review of my earliest work and encouraged me to pursue an illustration career. Dan made a wonderful and forceful impression on me that I will never forget."

Fred Carlson adds, "Dan had a sense of color, whimsy, and history drawn from his experiences with Rainbow Grinders studio, and the adventurous application of form and color from influences of the 1960s and the Pushpin generation. Dan's last time at a PSI event was his attending the Kim Fox/Workerbird studio visit last October 2019."

Dan's wife, Lorraine, has designated Pittsburgh Society of Illustrators as a recipient for memorial contributions. Those wishing to honor Dan in this way may use the Donate button on the PSI website home page or send a check made out to Pittsburgh Society of Illustrators and mail it to:

Fred Carlson, Treasurer, Pittsburgh Society of Illustrators, 118 Monticello Drive, Pittsburgh, PA 15146

Online obituary: <https://obituaries.post-gazette.com/obituary/daniel-francis-bridy-1079582768>



Seated l-r: Emily Traynor, Ron Panos, Hannah Garrison, Christie Biber, Andrew Pappas, Howard Bender; standing l-r: Dan Bridy, Danielle Amaro, Dan Wintermantel

Dan Bridy is shown standing in the center of PSI members at the 10/2019 Business of Illustration meeting.





Fred Carlson reports on...

## April/May combined BOI//Social Videoconference:

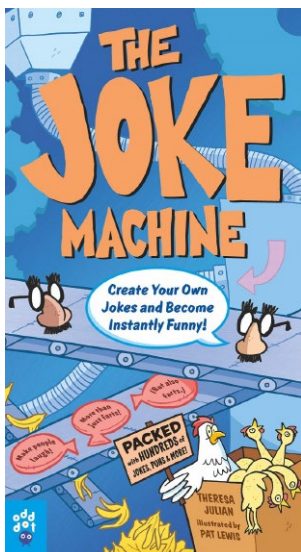
### Hand Lettering in Illustration: A PSI Survey



Due to covid-19 quarantine protocols we could not have the "To the Point!" crits on Thursday April 30, nor could we meet for the May 12 Social at The Abbey. The PSI Program team instead devised another videoconference, presented Thursday, May 7 at 7pm. This one gathered 6 of our busiest illustrators who often feature hand-lettering and presented them with these general questions:

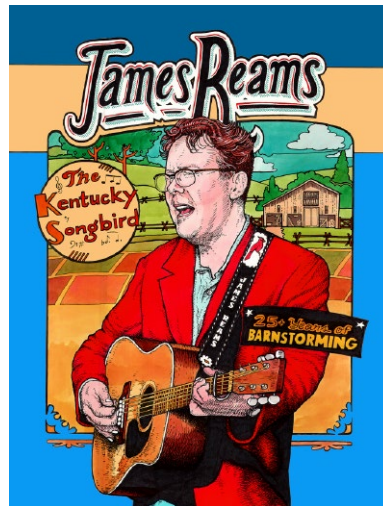
- When and why did you start using hand-lettering in your finished illustrations?
- What influences do you have in how you approach using hand-lettering in your finished illustrations?
- Do your clients depend on this feature in your work when they contact you for jobs?
- Any technical tips about your process that you can share regarding consistency and quality in your hand-lettering work?

On the panel (or, in the squares) were **Jeanine Murch**, **Sophia Pappas**, **Fred Carlson**, **Ilene Winn-Lederer**, **Pat Lewis**, and **George Schill**.



Attendees asked questions via the chat feature which were answered toward the end. The audience, seated in the comfort of their own chairs at home, discovered how bringing hand-lettering into your work adds new marketing possibilities and new client potential for your career.

Pat Lewis



Fred Carlson



Jeanine Murch



Sophia Pappas



George Schill



Ilene Winn-Lederer



## Spotlight on... James Mellett

Jim is working frantically these days to keep up with the new "age of COVID-19" demand for safe-at-home entertainment.

Jigsaw puzzles were a sellout during the pandemic shutdown and continue to be a hot item in retail and online sales. Jim Mellett's designs, already best-sellers, were ready and waiting when the surge in orders occurred. White Mountain Puzzles, suppliers of Jim's popular 1000-piece series, sold out their entire cache and have been struggling to meet the demand for reproductions. Meanwhile, a few of the older titles have surfaced at Amazon at more than twice their retail price. Prices on ebay are too outrageous to mention.

Fans fighting boredom include actress/singer Kristin Chenoweth, shown in a photo with her boyfriend, Josh Bryant, working on *The 1980s*. The image appeared widely in *People*, *Star*, and *US* magazines as a sign of the times. An article in the April issue of *Pittsburgh Orbit* tells more about that design and a few others, and includes a description of Jim's process.

In an April 1 Instagram post actress Melissa Gilbert showed an image of the assembled *Television Families* which includes her in the *Little House* spot.

Jim's most recent 24" x 30" composition, *Iconic America*, is due for release this summer. Smart followers will be on high alert. He has embarked on *The 2010s*, a greatly anticipated addition for collectors of his "Decades" series. Stay aware by signing up for e-mail alerts on the [White Mountain website](#).

Read Jim's earlier Spotlight in the [PSInside 2017 Summer Edition](#).

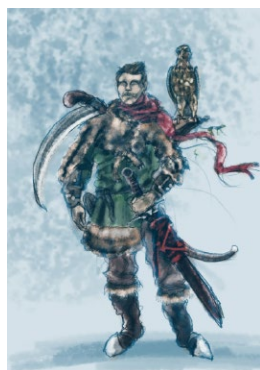


▲ Photo: Alex Patho Jr



Article: Anni Matsick  
Design: Yelena Lamm  
Photos: Kathryn Mellett





1. (From page 1...) Here are more of the 30 characters **April Hartmann** created for Hyland's pharmaceuticals new package designs. The assignment included conceptualizing of characters that best represented each children's remedy.

2. These images were all produced by **Ilene Winn Lederer** during the isolation period. All are traditional, ballpoint pen drawing with digital editing and color. Sizes are done according to print order, relative to 11"x14".

3. New affiliate member **Brandon Miele**

shared a recent work along with the comment, "I am very influenced by many contemporary, as well as classic artists, and draw much inspiration from different psychological and theological ideas in my work."

4. **Amanda Wicker** created this album cover digitally for *Inside Voices*, a collaboration album released April 24. The digital album is composed of 12 songs written and recorded in response to a COVID-19/social distancing prompt. The producer for the album is Benjamin T. Wilson. The recording artists who contributed to

this album are collectively known as "BENNTY and Friends." Purchase the digital album [here](#) or [bennty.bandcamp.com](#).

5. **Mark Brewer's** watercolor, pen & ink and color pencil drawing for a recent issue of Rhode Island Monthly Magazine accompanied an article about private clubs.

6. **Phil Wilson** has 4 new paintings of dinosaurs to share. All are 18"x24" and done in acrylic. First is *Acrocantanosaurus* with a pair of *Sauropelta*. *Deinoceratops* has 8-foot long arms! *Cryolophosaurus* is the only carnivore-

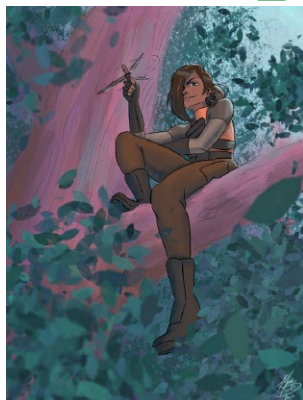
ous dinosaur found in what is now Antarctica. (Yes, Phil said Antarctica!) It was much closer to the equator and had a much more temperate climate back then. Phil's most recent painting is of the South American sauropod *Agustinia*.

7. **George Schill's** ONS Voice magazine cover depicts the understaffing of ambulatory care nurses. Another of his recent ONS Voice covers accompanies an article on nurses playing a role in opening doors to oncology care for the LGBTQ community.

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Home Portraits by Susan Castriota  
[www.Castriotadesigns.com](http://www.Castriotadesigns.com)



8. *Found You* by new associate member **Maria Bosetti** is a character study for a comic series that she and her husband are working on called "Prowess." Done digitally in Procreate.

9. This illustration by **Taylor Gallery** was done for an article in the Wall Street Journal that describes how companies are using software to track employees who are now working from home. "Always nice to have an opportunity to put my little studio mate and sunbather, Danny, in an illo - His cute meter is off the charts, and he will always make me think of home."

10. **Pat Lewis** wrote, "I don't do a

lot of drawing challenges, but the first prompt of Ashley Olinger's #drawathomeclub was 'your house,' so here's mine!"

11. Pat sends this topical reminder.

12. **Lorrie Minicozzi's** most recent 9"x12" pastel painting was done (using a Bill Gekas photo as reference) to spend her social isolation time.

13. **Vince Ornato** has a private commission from a client in New Castle. The 20"x40" oil painting depicts one of Andrew Carnegie's early U.S. steel mills, circa 1920, now gone. The site now houses Ellwood Quality Steels Co. Due to technology, this current

plant, with just 130 workers, has the capability of producing over 500,000 tons of new steel each year for old scrap steel. And, 100% of the pollution is rerouted into the mill and never enters the environment.

14. During quarantine **Dean Ferraro** got involved with a *Dungeons and Dragons* group and thought it might be a nice opportunity to brush up on his Procreate skills. Here's a piece he did of one of his friend's characters, titled *Vonda Falone*. "She's a bard and we thought it'd be fun to give her a saxophone," Dean says.

15. *Raleigh and Spencer* is a 20"x16"

graphite drawing on illustration board done by **Judy Emerick** as a 2019 Christmas gift for her son and daughter-in-law. "Raleigh and Spencer are our grand-dogs," Judy adds. Ginger Hill Patch (22" x 28") is a commissioned work done last November showing family generations and the Ginger Hill neighborhood, drawn from an assortment of heirloom family photos. Judy used graphite, sepia tone, and light blue pencil.

16. **Susan Castriota** has been using her lockdown time taking commissions for drawings of homes. More information is on her [website](http://www.Castriotadesigns.com).

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17. **Jim Prokell** did this cover art for the spring issue of McKenna International. The watercolor/acrylic painting illustrates the legal strategy benefits of being first.

18. Jim completed this 8.5"x13.5" watercolor as a commission.

19. This 6"x17" watercolor/acrylic was done by Jim for Managing Partners Legal Consulting.

20. New member **Mimi Albon** shares this recent work, titled "Alice."

21. Several months ago **Gregg Valley** was asked by his alma mater Carn-

egie Mellon University to design a commemorative piece of art celebrating the 100th anniversary of the Buggy races. Sadly, the races were cancelled but the posters and limited edition signed, numbered giclee prints will be made available for sale from CMU.

22. **Kit Paulsen's** latest watercolor is a 14"x18" painting of Ceci, the young daughter of Kit's niece and her husband. "I was entranced with this photo when I saw it on Facebook, and just couldn't wait to paint it. It's smallest, and was just so much fun."

23. The full-color montage was a recent

job **Fred Carlson** completed for a anti-new age Christian website/publication "Christian Answers against the New Age" Fred adds these details: The article speaks to the unfortunate popularity, even in large evangelical churches, of the Enneagram, a bogus number/geometric system designed by Gurdjieff—who was a borderline "Christian" mystic, and moved along into popularity over the past few decades by the other people in the piece, including "automatic writing" popularizer Naranjo and Catholic syncretist theologian Richard Rohr. The Enneagram is supposed to be useful in identifying Christian gifts

but it's basically a piece of nonsense and does not have any psychological veracity either in identifying personality types, such as other more credible career testing charts do. This piece is used on the horizontal banner of the website and in a spread across two pages in their publication.

24. As suggested by her friend, **Yelena Lamm** has titled this 12"x30" oil on canvas created during the quarantine, *Why Are You Still Home?*

25. Yelena's recent commissions include portraits of cats and dogs.

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## Tips on entering the musical genre . . .

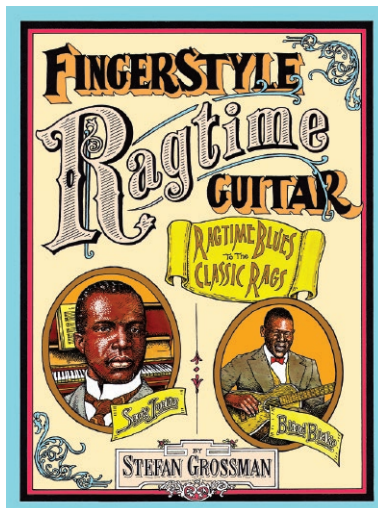
**Amanda Wicker** had a recent conversation with Fred, in which he answered her questions about finding potential clients, variables to consider when pricing work, and responsibilities for designing components of an album. From her notes:

"Fred advised that I first identify what genres of music I want to do work for and find the labels of musicians and bands within them. Then, get in touch with the label management and send physical samples of illustration work. The artists who are chosen to illustrate album covers have established relationships with music labels and even the musicians themselves, so the onus is on the artist to initiate contact with potential clients.

For determining how to price my work, Fred said to consider variables such as how many units are being sold (in the case of CDs), what deliverables are needed, and cost of production. If the album artwork is also going to be used for merchandise and promotional materials, that should be reflected in the price. If a musician or band starts out with a small budget, the end use of the artwork should be limited to the album cover alone. The musician or band can opt to purchase the rights to license artwork for their merchandise later on.

The additional design responsibilities for an album depend on whether the label or musician(s) has a graphic designer on board or not. Manufacturers will often provide design templates for CD booklets, jewel cases, etc., so the artwork can be laid out accordingly. Fred said he uses Adobe InDesign for layout and text.

Since this conversation, I have been researching artists who have done work for bands I like to listen to then looking at their client list in order to quickly find the labels and musicians they've worked under."



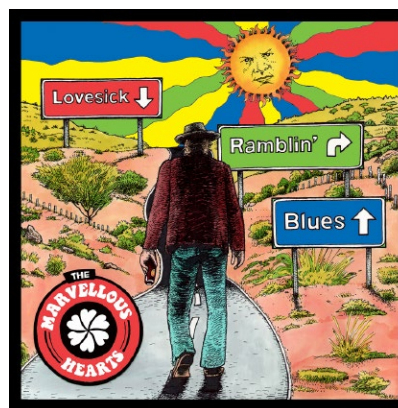
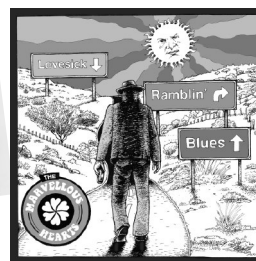
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**Fred Carlson has been busy non-stop with artwork for various projects in the field of music. On this page, he shares sketches and tells about his process.**

26. The Fingerstyle Ragtime Guitar book cover for Mel Bay Publications/Guitar Workshop began with 2 layouts done over a 2-day period. The finished tight final drawing was done in one day and approved May 15. The finished art was approved and placed into production on Monday May 18. AD: Stefan Grossman; client: Mel Bay Publications/Guitar Workshop. Media: watercolor, inks, gouache, digital flat colors in Photoshop.

27. The tight sketch and finished art were done for Troy Wilson's new single and the packaging and advertising. "Some Old day, I'll Be Waiting" to be released in Australia shortly.

28. The first 3 images here show quick sketches with dropped-in color; sketch C was chosen for direction. Client liked the more lonely solitary rambling figure, shown next in a b/w stage with grey scales suitable for inexpensive print production. After sketch C was chosen for direction, I finished the b/w and color finals within 2 days. Since the Marvellous Hearts hail from Sydney, Australia I made use of some typical Australian landscapes

for the side of the road in the final color version. The artwork is being used in conjunction with the release of the single "Lovesick Ramblin' Blues" in late March. Their previous single also used my work for promoting "Babble On!" released in December 2019. The art will be used on Spotify and other online download sites, posters, t-shirts, music trade ads. But not for packaging. That's an additional usage not covered in this agreement.

29. The 2 b/w sketches are for a newer blues monster talent from Jackson Mississippi named Jarekus Singleton. He's played at the Johnstown Flood Festival a couple years ago where I

first saw him. He has hired me to produce a new PR poster for release to the venues he plays for promoting his gigs. He saw my work on Facebook. These are 2 of my favorite reference poses of Jarekus. The job is currently on hold while he finishes a recording project but I thought the PSInside audience would like to see the stages. The space under the 'lightning bolt' graphic is where the venue would drop in their dates, address, cost, etc. This will also be used as the front page for his promotional website. I'm also developing a hand-lettered new logo for him which is dropped into this artwork.