

inside

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PSI



PITTSBURGH
SOCIETY OF
ILLUSTRATORS

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Editor: Anni Matsick

Reporters this issue:

Fred Carlson
Genevieve Barbee-Turner
Hanna Luoni Garrison
Amanda Zimmerman

Design & Production:
Yelena Lamm



Assembly Required

Jim Mellett submitted this artwork to **White Mountain Puzzles** back in July, with spot art of the two presidential candidates. The winner's image was inserted and "Presidents" will be released as a 1000 piece jigsaw puzzle in January.



Pittsburrrrh

George Schill likes to execute his own ideas, but when **Pittsburgh Quarterly** magazine's art director, Jen McNulty, suggested "Pittsburgh wearing winter hats" for the cover of their Winter issue, he couldn't wait to get started. Prints are available [here](#).



Note-able!

The Music in George's Head, a picture book written by Susan Slade and illustrated by **Stacy Innerst**, has been awarded a Parents' Choice Gold Medal and a California Reading Association Eureka! Gold Medal. It was named A Booklist Top 10 Arts Book for Youth, and has received 4-starred reviews from Booklist, School Library Journal, Publishers Weekly and Kirkus. One interior piece was included in the New York Society of Illustrators *Original Art Show* exhibit in October (see page 2). This snowy scene depicts the Aerolian Theatre where Gershwin first performed "Rhapsody in Blue" on February 12, 1924. The book was published by Boyds Mills Press with Barbara Grzeslo as art director.



My Spot

Anni Matsick

It's an exciting end of year with newly elected officers enthusiastically taking charge! Next issue will tell more about those who were handed the symbolic giant

brush in a ceremony at PSI's annual Saturnalia celebration. More excitement brews as we finish entries for our major

exhibit at the Heinz History Museum, with one member's painting of a Pittsburgh personality ready to share. You'll recognize subjects another member has chosen to paint for a project covered in this month's Spotlight. It's been a long stretch since the last issue so Member News and Behind the Brush sections are loaded, showing results of a busy streak. It's sure to continue as our postcard campaign effectively draws interest to PSI's new website. Add to that the timely advice from a major conference collected by a former PSI president and we're all happily on the path of continued success!

On Exhibit

Bill Vrscak's watercolor painting, "The Alley"

was awarded First Place in Landscape in *The Artists Magazine Annual Competition*. It appears with other winners in their January/February 2017 issue, available on newsstands or for download at [North Light Shop](#).



Bill received the Silver Medal for "Can You Hear Me Now?" in the *Adirondacks National Exhibition of American Watercolors*.

The show ran August 6 through October 9 in Old Forge, New York.



He also was awarded First Place Medal for "End of Summer" in the *Pennsylvania Watercolor Society's 37th Annual International*

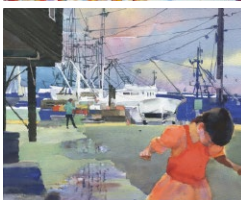
Juried Exhibition on display July 5 – August 27 at the Ned Smith Center for Nature and Art, Millersburg.

Fred Carlson pitched his retail tent at 2016 *Fur Peace Ranch Arts & Minds Festival* July 15-17 in Meigs County, Ohio, near Athens. Fred notes, "All the P's were present: Posters, Placemats, Postcards... and Profits and Pickin' in abundance!"



Kit Paulsen and **Ron Thurston**

displayed their work in a show titled *One Foot in Reality* at the Sewickley Gallery and Frameshop. It opened September 23 for the Sewickley Gallery Walk and a reception was held October 15. Shown are Kit's "Midway" and Ron's "Puddle Jumper."



"Morning," an 8"x11" watercolor by **Anni Matsick** was accepted in the *Richeson75 International Figure & Portrait 2016* exhibit displayed in Kimberly, Wisconsin October 28-December 3. The 75 pieces can be seen [online](#).



Anni's watercolor, "Waiting," is included in the Southern Allegheny Museum of Art's 40th Biennial 2017 exhibit. The show opened in Loretto October 28 and runs through

January 28. Anni's career in art was the topic of The Clinton County Art Association's **November Spotlight**.

Stacy Innerst's "City Rhapsody" painting from *The Music in George's Head* (see page 1) was included in the New York Society of Illustrators *Original Art Show* exhibit in October.

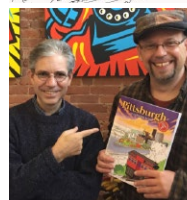
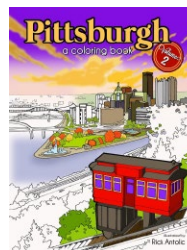


"Pearl", a 20"x24" oil painting, is one of three new pieces by **Yelena Lamm** currently on display at BockTott Gallery in Sewickley. All 3 paintings were started during the 3-hour Long Pose Sessions held Mondays at Panza Gallery and finished later in the studio.

Books

Following the success of book one, Pittsburgh: A Coloring Book, Volume 2, designed and illustrated by **Rick Antolic**, is now available through [Amazon](#). Rick has teamed with Markowitz Communications to help promote it. He and owner Saul Markowitz have known each other since their student days at CMU.

Rick is also working with WQED on creating a new Pittsburgh coloring book for their upcoming fund drive. Their plan is to include a few images from each of Volumes 1 and 2



to be combined with a few new WQED-specific images in one book.



Signed copies and premium items have been sent out to supporters of **Vince Dorse's** fundraiser for the print version of his award-winning online comic *Untold Tales of Bigfoot*. Vince is shown accepting the shipment at his curb. You can still order a signed copy in his [online store](#).

Ilene Winn-Lederer's new book, *Bestiary: An Imaginary Menagerie*, is a collection of unique

drawings depicting real and imaginary creatures inspired by medieval era illuminated manuscripts. The book is 8"x10" and its 42 pages are organized with reference to a calligraphic alliterative alphabet. It includes a Preface & Artist's Notes to interpret the imagery for each letter. To order please visit: <http://bit.ly/2ejkCPO> Giclee prints of the illustrations are available at The Magic Eye Gallery.



New member **Ashley Teets** was recently honored by the West Virginia SADD Organization with their Contributor Award. SADD is a youth-based, peer-to-peer organization that promotes youth empowerment and encourages youth to spread messages of positive decision making. Ashley illustrated the *Gracie's Guide* series of 5 activity books, written by award winning author Angie Wilson, purchased by SADD for distribution

in schools across the state as part of their programming. The state conference was held November 14 where the award was presented to Ashley, shown here with the author.

Worthy Efforts

The studio of **Elizabeth Rose** in Radiant Hall was part of the *12th Annual Lawrenceville Artists' Studio Tour* held Saturday, November 19. Included were over 50 artists at numerous venues.

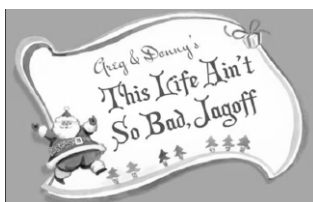


Greg Valley spent about 2 months creating this mural at the Miracle Field of Cranberry, sponsored by The Childrens Institute of Squirrel Hill. The Miracle Field is specially designed for kids with disabilities so they can experience the game of baseball. He painted all 4 sides of the building, a combined length of approximately 70 feet long by 8 feet high. In addition to Greg's mural a large playground was constructed with apparatus geared toward disabled kids.



Howidee Episode

Anni Matsick did the period style artwork for opening credits of this year's **Greg & Donny Christmas Special**, a parody on the classic film "It's a Wonderful Life." The online comedy series is set in Johnstown. Read articles in the **Pittsburgh Post-Gazette** and **Pajiba**.



The new boy version Lammily doll, **Animal Rescuer**, is now being shipped to more than 2500 people who preordered the toy during a crowdfunding campaign in April.

Tutorial

Brian Allen created a new volume of brushes for Clip Studio Paint and has showcased them in a 3-part tutorial. He decided to do fan art of one of his favorite animated movies, "Wizards," by Ralph Bakshi. Here are the links:

[How To Draw in Clip Studio Paint \(Manga Studio 5\) Tutorial Part 1 of 3](#)

[Clip Studio Paint Inking Tutorial Part 2 of 3](#)

[Clip Studio Paint Coloring Tutorial Part 3 of 3](#)



New Ventures



The new boy version Lammily doll, **Animal Rescuer**, is now being shipped to more than 2500 people who preordered the toy during a crowdfunding campaign in April.

Yelena Lamm designed and illustrated the doll's packaging and



story pamphlet. This time, all illustrations were created digitally, using Photoshop and Astropad, a software which connects Photoshop running on a Mac computer to an iPad Pro. **Lammily** is a venture of Yelena's son, Nickolay, who successfully crowdfunded the initial production run of his first "normal

Barbie" doll — a fashion doll made according to real average human body proportions — in 2014 and, since then, keeps developing new toys and accessories promoting positive body image.

A **Kickstarter campaign** for the newest Lammily product is underway right now, set to bring back a wheelchair for fashion dolls discontinued by Mattel in 1997. Yelena helped with designing a prototype. A colorful pattern designed by **Jane O. Popovich** was used for the seat cushion.



New Members

Ashley Teets

Morgantown, WV
ashleyteetsillustration.com

Ashley specializes in children's art and illustration and has been illustrating books since her junior year of college in 2011. The books she illustrated have won the following awards: New York Book Festival Honorable Mention for Best Children's Book; (7) Gold Mom's Choice Awards; (2) Silver Mom's Choice Awards; (2) Indie Excellence Awards; (2) Creative Child Magazine Awards. She has a traveling school show program that allows her to speak with students of all ages about art and the opportunities in the industry. Four of her books were released this year and she has 6 book projects in the works, planned for 2017. Ashley would like to thank **Fred Carlson** for the referral to PSI, they met at the ICON conference in Austin this past summer.



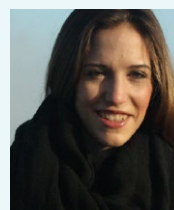
Sophia Pappas

Pittsburgh
sophiamariapappas.com

Sophia is a graduate of the College for Creative Studies in Detroit where she majored in illustration. She works in a variety of mediums and enjoys the intersection of traditional and digital work. Sophia has worked as a letterpress printer, children's art teacher, and designer. Currently she is focused on her illustration career from her home studio in Pittsburgh.

Ashley Kenawell Aliquippa
www.ashleykenawell.weebly.com
Blog: www.goodmutt.com

Ashley is an illustrator with a mind for interactive storybooks and computer games. Her tech-savvy background has led her to be involved in indie game titles, combining her skills in traditional



drawing, digital painting, and 3D illustration to create engaging worlds and characters. Ashley is always looking for new ways to combine her artistic abilities with interactive outlets.

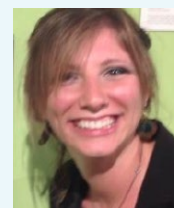
Lindsay Wright

Pittsburgh
Lindscience.com

Lindsay is a science illustrator with a Bachelor's of Studio Arts and minor in Biology from the University of Pittsburgh (2011) and a graduate certificate in Science Illustration from California State University, Monterey Bay (2014). Currently living Squirrel Hill, Lindsay shares her artwork with the community through fairs and festivals, and works as a freelance science illustrator for such clients as the Smithsonian Science Ed. Center.

Upgrade to Full Member:
Autumn Seybert

Rejoining Full Member:
Jeff Brunner



CMNH Sketch Trip

After the 4th of July holiday, **Ashley Cecil** began a six month artist residency at the Carnegie Museum of Natural History. The grant funded project entails creating artwork that 1. Depicts the museum's specimen collections, and 2. Visualizes scientific research conducted by CMNH scientists about our natural world. The residency included exhibiting some of Ashley's artwork in CMNH galleries of thematic relevance; adapting these art+science ideas for museum summer camp workshops that she will facilitate for kids and teens; exhibiting the work outside of the museum at Boxheart Gallery (November 15 - January 6), the Center for Sustainable Landscapes at Phipps Conservatory and Botanical Gardens (October 14 - January 8), and other venues still in the works. Read about Ashley's residency in updates on her [blog](#).

For the second time this year, PSI members were treated to an exclusive behind the scenes



tour of the CMNH with Ashley and **Amanda Zimmerman**, museum volunteer and nature illustrator. They helped coordinate the event with Steve Rogers, the Collections Manager of Birds. Attendees **Elizabeth Rose, Ashley Kenawell, Robert Sage, Rachel Arnold Sager, Sara Cary, Sophia Pappas** and **Rhonda Libbey** sketched for about 90 minutes from study skins and mounts, seeing just a fraction of the museum's collection.

If you're interested in helping the museum in their bird conservation efforts, you can sign up [here](#) to volunteer as a citizen scientist,



PSI Store Open for Business

Drawing Under the Influence:

An Illustrator's Guide to Mixing Drinks

only \$5

Spiral bound, soft cover, 128 pages. PSI's 2011 Directory featuring 59 illustrated recipes.

Introductions by mixmaster Craig Mrusek, Kathy Rooney and brief history by George Schill. Concept: George Schill & Ron Magnes. Design: Steve Cup

Sales benefit PSI general treasury.

Please contact Fred Carlson
412.856.0982 or fred@carlsonstudio.com

which entails:

1. Monitoring your home for window collisions and report your findings, and/or
2. Walking designated routes throughout Pittsburgh looking for birds that have collided with windows. Dead birds are brought to the museum to be added to their collection. Captured live birds can be taken to the Animal Rescue League's wildlife center in Verona, PA to be rehabilitated and released.

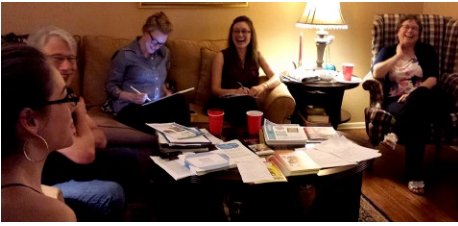
For the Birds

Learn more by watching KDKA-TV's **Kristine Sorensen** interview **Ashley Cecil** and see more of her art done for the BirdSafe Pittsburgh Project.



Ashley Cecil designed this repeating pattern of six species of birds native to Pennsylvania that are most heavily impacted by window collisions. Her work was inspired by research provided by BirdSafe Pittsburgh, a CMNH conservation project.

July BOI Meeting



Members met on July 29 at the home of **Frances Halley**, where there were lots of print materials to look over, with PSI's new postcard campaign in full swing. A critique session at the end of the meeting was judged to have gone extremely well. A few pieces for the upcoming **Art of Facts** show at Heinz History Museum were shown for feedback and suggestions, which spurred some new ideas and topics. Frances is shown describing her choice of materials for a historically accurate folk illustration in progress with members gathered around the table. **Leda Miller** shared some details of her show entry,



including the copper for her detailed miniature and a magnifying glass that will accompany it. Members had a great time discussing illustration conferences and getting to know one of our latest additions, **Ashley Teets**.



Among those attending, in addition to Frances and her husband, John, and Ashley and Leda were PSI President **Pat Lewis** and VP **Amanda Zimmerman**, Secretary and **Art of Facts** Chair **Molly Thompson**, Treasurer/Budget Chair-Exhibition **Fred Carlson**, former VP/ Core Exhibition team member **John Blumen**, former President **Rick Antolic**, Programming committee member **Danielle Amiano**, **Genevieve Barbee-Turner**, and **Vince Ornato**.

August BOI Meeting

PSI members gathered on **John Blumen's** back porch on Saturday, August 27, for an end of summer cookout. PSI provided burgers and hotdogs, grilled expertly by **Lisa Rasmussen**, and members brought a variety of drinks and



tasty snacks. PSI President **Pat Lewis** shared a review of the website analytics for the previous two months. Stats suggest that the postcard campaign is beginning to pick up steam and should continue to bump up visits and browsers to the PSI website. **Kathy Rooney** brought her piece for the **Art of Facts** show and there was continuing discussion on the plethora of local topics that would fit the show's theme. We adjourned indoors, as the sun went down and mosquitoes began to bite, for more conversation and talk. In addition to John, Lisa, Pat and Kathy, attending were VP **Amanda Zimmerman**, Secretary and **Art of Facts** chair **Molly Thompson** and her fiancé Vince, Programming committee member **Danielle Amiano**, former President **Rick Antolic**, former VP **George Schill**, **Hannah Luoni Garrison**, **Stephen Haynes**, **Frank Harris** and his guest Theresa, **Rick Henkel**, **John Hinderliter**, **Robert Sage III**, and **Gregg Valley**.

September BOI Meeting

At the BOI meeting held at the Art Institute of Pittsburgh on September 30, a brief business meeting was followed by a live draped model session. **John Blumen** loaned the costumes for our model, Marie. The business meeting included treasurer and new member reports from **Fred Carlson**. Fred also talked about the 12-piece postcard campaign for the new PSI website and showed the set of cards that are being sent out to 1000 buyers each month. In attendance in addition to John and Fred was former President **Rick Antolic**, Programming committee member **Danielle Amiano**, **Hannah Luoni Garrison**, **Vince Ornato**, Programming committee member and event organizer **Lisa Rasmussen**, and **Robert Sage III**.

2017-18 Election Results

The Pittsburgh Society of Illustrators By-Laws call for elections of a new Board of Directors every two years, and current President **Pat Lewis**, VP **Amanda Zimmerman**, and Secretary **Molly Thompson** are stepping down while Treasurer **Fred Carlson** is willing to serve another term to cover 2017-2018. All Full Members are all eligible to vote and a link to the ballot was sent via email to full members only. The nomination procedure included an open call for nominations by email during November and outreach by the current Board.

The following members have agreed to serve for the next term and the Board of Directors endorses their nominations. A "Passing of the Brush" ceremony was held at the December 10 Saturnalia party. Photos of the new officials and their bios will appear in the next issue of PSInside.

President: **Emily Traynor**
Vice President: **Genevieve Barbee-Turner**
Treasurer: **Frederick H. Carlson**
Secretary: **Hannah Luoni Garrison**

Kurt Pfaff offers an early look at his *Art of Facts* submission...

Andrew Carnegie Never Anticipated Suzy

48" x 36" oil on canvas

Mr. Carnegie may not have anticipated head librarian Suzy Waldo, but she really isn't any different from all of the other dedicated women who have held the position. Andrew Carnegie gifted libraries all over the world. However, it was the commitment of countless individuals that caused them to prosper and grow. When the South Side in Pittsburgh, Pennsylvania received their library in 1909 it immediately became a vital hub of the community. Immigrants from around the world who poured in to work at the glass factories and steel mills made the library theirs. There were devoted hardworking women throughout the library's history that cared for and educated the children, as well as their parents. They provided services far beyond what was expected because even from the beginning this library

was more than just "a place to borrow books." Several head librarians throughout the history of this South Side institution were legendary with their deeds of compassion and thoughtfulness. Suzy simply continues that tradition. Yes, I'm sure Mr. Carnegie never anticipated this funny, creative, intelligent, sassy, tattooed woman when he was giving away libraries. Nor would he understand the state of the art equipment housed within the walls of the building he built so many years ago. He would recognize, though, the same passionate dedication. I'm sure Mr. Carnegie would be pleased that his library along the Monongahela



River thrives because of the remarkable women that have done their utmost to make it vital and relevant. Suzy is merely part of that lineage.

Promo Campaign in Progress

Bringing Art Buyers to PSI Website

The PSI volunteer marketing team charged with creating the monthly postcard campaign to promote the PSI website included **Jim Prokell** as designer, **Emily Traynor** in charge of mailing lists, and **Amanda Zimmerman**, **Judy Emerick** and **Hannah Garrison**. Printing and mailing services were handled by Raff Printing, South Side. The mailing list was purchased from Agency Access. Each mailing is sent to a select list of 1,000 art buyers that changes to another 1,000 every three months. At the end of the campaign 4,000 art buyers will have received three monthly mailings from PSI driving search traffic to the new website.

A header on each card reads: "Art for a Hire Purpose" and shows our PSI logo and web address. Copy on the back reads: "With over 150 members, www.pittsburghillustrators.org offers a rich resource of professional illustrators across a range of genre and styles. Visit our website today!" The website address, return address, and logo appear again.

The 3 cards sent in the first quarterly mailing are shown, with front art by **Lex Covato**, **Rich Kelly**, and **Phil Wilson**, and art on backs by **Anni Matsick**, **Ron Magnes** and **Rhonda Libbey**. The cards were mailed out on July 14, August 5, and September 1.

Quarterly mailing #2 included three cards mailed out in October, November, and December 2016 with fronts by **John Blumen**, **Ron Hill**, and **Mark Zingarelli** and backs by **George Schill**, **Frances Halley**, and **Barly Schonberg**.

Quarterly mailing #3 includes three cards to be mailed out in January, February and March 2017 with fronts by **Yelena Lamm**, **Rick Antolic**, and **Rick Henkel** and backs by **Ashley Cecil**, **Kathy Rooney**, and **Amanda Zimmerman**.

Quarterly mailing #4 includes three cards to be mailed out in April, May, and June 2017 with fronts by **Emily Traynor**, **Jim Prokell**, and **Lynne Cannoy** and backs by **George S. Gaadt**, **Bill Mitas**, and **Mark Bender**.

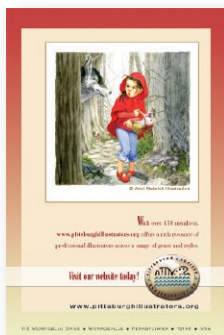


Illustration by Anni Matsick

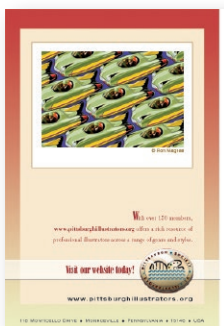


Illustration by Ron Magnes



Illustration by Lex Covato



Illustration by Rich Kelly

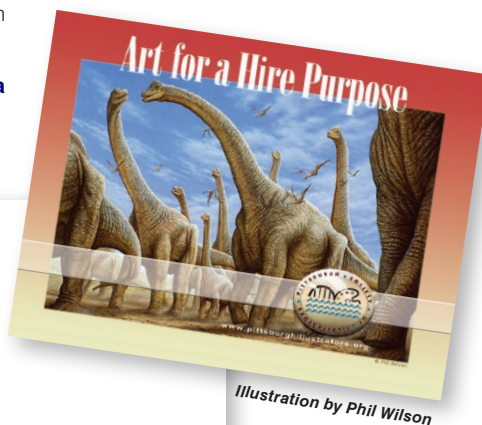


Illustration by Phil Wilson



Illustration by Rhonda Libbey

NEXT MEETINGS

PSI Social Gatherings take place on the second Tuesday of each month at 6:30pm. The meeting place for 2017 is TBA.

Business of Illustration meetings will resume in January, date, time and place TBA.

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Illustration: Kurt Plaff

Life Drawing at Panza Gallery

Long Pose Monday: Mondays 6-9pm \$10

Life Drawing: Thursdays 6:30-9:30pm \$10

Saturday Sessions: Saturdays 10am - 1pm \$10

Coffee, pastries & drinks served.
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Nora Thompson reports on:

WPaSCBWI Fall Conference 2016

On Friday and Saturday, November 11 and 12, the Western Pennsylvania chapter of the Society of Children's Book Writers and Illustrators held its regional conference at the Pittsburgh International Airport Hyatt. Eight faculty members were on hand to present conference-goers with insight into their work and how to make our own better. Illustrators attending were invited to bring their portfolios to include in our closed-faculty portfolio viewing where the art



Andrea Brown Literary Agency associate agent, Jennifer Soloway



Dial Books for Young Readers assistant art director, Jasmin Rubero

director, agents and editors browsed and marked the illustrations they thought had the most potential for publication. SCBWI members also had the opportunity to have their portfolios or picture book dummies critiqued by faculty.

Dial Books for Young Readers' Assistant Art Director, **Jasmin Rubero**, joined us for the weekend and gave presentations geared specifically toward the illustrators in attendance. Her morning workshop was titled, *How Illustrators Create Content*. In it, she addressed illustration revision, collaboration with a publishing team, pacing a scene, and using page turns, as well as giving an overview on creating an unspoken narrative. Her afternoon workshop was titled, *The Evolution of a Book Cover*, where she discussed what changes were made in design and illustration covers and why they were made.

Also on hand were three agents from agencies that not only represent authors, but illustrators as well. **Jennifer Soloway** joined us from the



Pippin Properties agent, Heather Alexander

Andrea Brown Literary Agency, and **Karen Grencik** from Red Fox Literary. Although **Heather Alexander** left her position at Pippin Properties days before the conference, she still shared her valuable insight with her *Illustrator Branding* workshop where she talked about how artists should share their work, how many styles they should have, and how to get work into the hands of publishing professionals.

A few PSI members contributed their talents and knowledge into helping make the conference happen. **Jeff Brunner** (Hey Beast Studio) illustrated our yearly bookmark to be distributed to those in attendance as well as to area schools and libraries. **Stacy Innerst** donated an illustration portfolio critique to an auction winner. And, as Illustration Coordinator, I (Nora) helped organize the event. In addition to Jeff, Stacy and myself, other PSI members in attendance were **John Hinderliter** and PSI President, **Pat Lewis**.



Illustration by Jeff Brunner

From Fred Carlson, PSI Treasurer and New Member Contact:

ICON9 Observations

Overview:

The 9th National Illustration Conference, *ICON9*, was held at the Austin (Texas) Hilton and surrounding venues on July 6-9, 2016 (Wednesday through Saturday). This author has been to 2 ICONs before including the 2003 *ICON3* in Philadelphia, when many PSI members were in attendance, and PSI presented a pre-conference program on building up a local illustrator's society. *ICON* is held every 2 or 3 years and moves around the country. The *ICON* Board of Directors are industry professionals of the highest achievement level and they present a survey conference of workshops, programming, creative interaction, and giant keynote presentations. There are social and exhibition opportunities that happen on the side. The conference is an



experience that any serious student, beginning pro, or established practitioner should make pains to attend. The next one will be held in 2018 at a city TBA, and typically the tickets become available about 6 months before the conference, so you have been alerted to this timetable! Start saving today!

I attended all 4 days of the conference with one day beforehand set aside in the beginning of the week for calling on new client prospects in the Austin market. Over the first 2 days of the conference, I attended 4 workshops that I will be summarizing for my PSI brethren in bits and bytes as space permits within the pages of PSInside. I also participated in the Road Show Artists' Marketplace presented on Thursday night of the conference. Some other observations about the main stage presentations, though sacrificing the hearty visuals accompanying some of these talks, I hope will inspire PSI readers to investigate the conference more fully and visit the *ICON9* Facebook site for some other visual assistance!

Topic One: Road Show Artists Marketplace

One feature of the *ICON* conference is a special evening Artists Marketplace where the design community of the host city, along with all *ICON* participants, are invited to sample, review, ask questions, and buy merchandise from the exhibitors. This year, the evening was a three-hour time slot offered on Thursday evening. The *ICON* conferences cut off their attending number at 550 participants (for space reasons) and the 60 artists selected for the Road Show are screened in advance by a jury assigned to the Road Show. I was selected to sell my posters, place mats, and postcards. In the months leading up to the conference, the web page promoting the Road Show featured my work and a description of my career highlights. The evening was a bustle of activity where I had constant traffic at my table, and was constantly talking about my clients, process, technique, and turnaround. The invited Austin graphics community was full of inquisitive art buyers! I actually received a job from one of the attending ADs (he was from Chicago) two days after he met me. Promotional handouts are encouraged and they flew off the table. The Road Show is a direct result of the move in the industry over the past two decades leading to all illustrators getting more entrepreneurial with their work output; designing work for retail sales as well as doing assignments. I was happy to have the three hours end because I have NEVER been so examined by art buyers at one time! Sales experience: good; marketing outreach: excellent; food provided by caterer: tremendous!

Continued on next page

Topic Two: James Yang 'How To Set Up A Business (So You Won't Be Financially Ruined)'

Well, Fred, why would you go to this? You teach this stuff all the time and you've been afloat in the freelance business river for 35 years now! One of my reasons for attending ICON this time was to get ideas on how to setup and manage my new poster business profitably, and this workshop by the everbusy James Yang was a hearty refresher to some business basics which do not escape the peculiarities of our own illustration business. James' presentation was accompanied by the simple illustrated graphics that James has created for over 25 years. In bullet point talk, here is what James emphasized to us:

1. Make art that people want to buy.
2. Don't display weak spots to clients or desperation — have enough savings so you can walk away from a low budget with dignity.
3. Track jobs based on how much income you NEED (that means you have to figure out your annual income needs very specifically).
4. Don't bitch at the art director — they don't figure out the budgets they have to work with!
5. An agent can help (via experience) or ASK FRIENDS before you get stuck with a bad bid. (PSI is YOUR resource for this via our Hot Line!)
6. Keep records of your paperwork for quoting, saves time later when you have to make similar bids.
7. Have a late payment strategy ready for slow paying clients. (Remember agencies are ALWAYS slow-paying.)
8. Map schedules for jobs in advance (flag dates like sketches due, finishes due) so you can assist in moving assignment along.
9. In emailing with client, keep all replies and stages of the assignment in the same thread for convenience.
10. Use job jackets (folders) for reference, bids, client contact information with job numbers assigned. This saves a TON of time.
11. Keep all receipts: declare every cent of income, declare every legal deduction as well. Be honest with yourself and your bookkeeping.
12. Records of receivables, paid, job and year-end records: keep for 7 years (some say 3 years but James likes to watch his tracks!)
13. Taxes have to be budgeted into your gross income (and thus your budgets per job!), and it's best to be saving 15% of every job for the future. No savings = no career!
14. Budget money for promotion; no promotion = death!
15. James finished with some advice on saving in qualified asset accounts like IRAs, Keoughs, SEP IRAs, etc. that accumulate tax deferred funds over time.

James' whole presentation is [here](#).

Topic Three: Giuseppe Castellano, art director for Simon & Schuster, responsible for 9 imprints at Penguin, on '10 Mistakes Illustrators Make.'

Giuseppe oversees Grosset & Dunlap, Price Stern Sloan (Mad Libs), Penguin Young Readers, F. Warne (Beatrix Potter), and Cartoon Network books, among others. He supervises 230 titles per year. 75% of his product lines either have illustrated covers or illustrated inside content, and he surprised everyone by saying the book business is growing in the wake of the e-book fad! The sales stats prove it.

Giuseppe spoke about mistakes that happen

- a. when artists consider their promotional outreach and also
 - b. when they get assignments and mess up an important technical requirement for the job.
- He has been an art director for 17 years and blogs routinely at www.gcastellano.com.

Promotional/advertising mistakes:

1. Don't obsess about 'creating' a style — a style is your "brand." Your way of seeing the world. We DO want to see how you see the world.
2. Traditional or digital? It DOES NOT matter. If we want to use you we will use you!
3. Copycats? Forget it. We use the originals! Be yourself!
4. Drawing is understanding. (The inability to draw is NOT a style.)
5. Your art matters! Be the best you can be. And show us what you do.

Technical/creative mistakes:

1. Make sure the file type is right! (NO jpegs when eps or tifs have higher content!)
2. Make sure your work is tweaked for CMYK, not RGB! They are NOT the same on the eyes when they are printed!
3. Think OUTSIDE the 'crayon box' — don't use colors right out of the tube...
4. Make your point-of-view creative! (do not use DULL perspective)... interplay between reader and subject is SO important!
5. Cropping! (Do NOT crop a figure at the joints, e.g. at the knees, elbows, neck, etc.)
6. Composition — leave room on all 4 sides for expansion, crops, type, etc.
7. It's not ALL about you! (The AD works with manuscript editors, project managers, sales staff, designers, all for the future sales of the project to the public!) Take a breath before you get mad about changes!
8. SPECS! (The old saying "Measure twice, cut once!" speaks to this one!) FOLLOW dimensional directions completely!
9. Be consistent with the work that was picked for the job.
10. Surprises are NOT fun! (like telling the AD the morning something is due that it's not ready... be honest and communicative throughout the process)

ICON 9 Stats:

In the last 10 years of the newspaper industry, newspaper copy and layout editors have lost 27% of their jobs, reporters and writers have lost 32% of their jobs, and artists/photographers have lost 43% of their jobs!

72% of ICON 9 attendees report declining revenues vs inflation the past 5 years. And these are mostly SUCCESSFUL illustrators!

Topics to come next issue:

Topic Four:
Alex Mathers and Promotion

Topic Five:
Robert Hunt and **John Tobin** on Pricing

Topic Six:
Main Stage Reflections — **Kyle Webster**; **Anita Kunz**; **Hellen Jo/Calvin Wong/Paul Windel**: From Zines to Screens; **Henrik Drescher**; Design Activism: **Antoinette Carroll**; **Susan Cagle/Jamie Hibdon/Darryl Holliday**: Visual Journalism

To read more about some of the members featured in this issue, look for their Spotlights in past newsletters, available on PSI's website.

July 2012

October 2012



Stacy Innerst



John Blumen



Check out our
members' galleries on
PSI's new website!

SAVE 20%

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Spotlight on... John Blumen

John Blumen views his friends and family members from an artist's perspective, which can result in their being cast and transformed into a character from an alternate reality, depicted in his lavish style.

Since John began illustrating Llewellyn's annual Steampunk Calendar with the 2016 edition, a number of familiar local faces have been chosen for its pages — the latest of them being fellow PSI members **Molly Thompson**, **Danielle Amiano** and **Phil Wilson**. Molly posed as three characters for 2017, including the mysterious secretary on the cover.

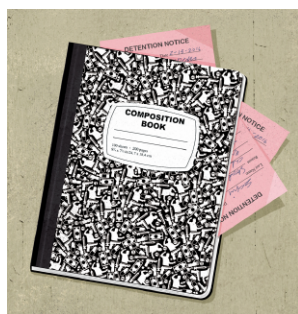
John began using models in his work when he was commissioned to do a tarot card deck consisting of 78 different illustrations, each featuring a different character. Before then, he made do by searching the Internet for visual references. That was time consuming, and what he found was never quite right. Lighting, angles, and poses always had to be reinterpreted. In order to make this project work within its budget and time frame, John decided it would be more time efficient and therefore more cost effective to shoot his own references using costumed models and props as much as possible. This started his practice of allotting a portion of each project's fee to cover the purchase of costumes and making props. With each new assignment his collection grows, and can be used again.

The calendar was released in July and can be found for sale at the Barnes & Noble Bookstore at the Waterfront in Homestead, as well as [online](#).

Buy one now and enjoy all twelve months of John's beautiful artwork!



Article by Anni Matsick
Design by Yelena Lamm
Photos by John Blumen



1. Recent work from **John Ritter** includes the November issue cover of Harper's magazine.

2. John's illustration of William Shatner on the topic of brats was done for GQ Germany.

3. And here is John's art for The New Republic.

4. **Jim Prokell's** cover illustration for an international Law magazine publication, The McKenna International Report, was done for an article titled, "Bringing Your Strategy Process Back

To Life".

5. **George Schill's** full page illustration for the Pittsburgh Quarterly Winter Issue accompanies an article describing how children growing up in poverty end up in prison at higher rates. The icons on the growth chart are key points mentioned in the story.

6. The story included this spot describing how one of the early indicators of trouble is multiple school detentions and suspensions.

7. Here is one of four illustrations **Hilary**

Schenker completed this summer for postcards promoting Whetstone Workgroup, a co-working space in Sharpsburg which includes drop-in childcare.

8. This opening slide for a skit promoting Evangel Heights Church men's retreat was designed in Adobe Illustrator by **Terri Adams**.

9. **Phil Wilson** sent two of several images he illustrated for the premier issue of the new children's educational magazine, ZooDinos. It is a subsidiary of the ZooBooks company, and will

feature a specific dinosaur species each issue. This first issue deals with Tyrannosaurus Rex and how it's believed that they were lightly feathered similar to an emu. The art was done in acrylic. ©Wildlife Education, Ltd./ZooDinos.

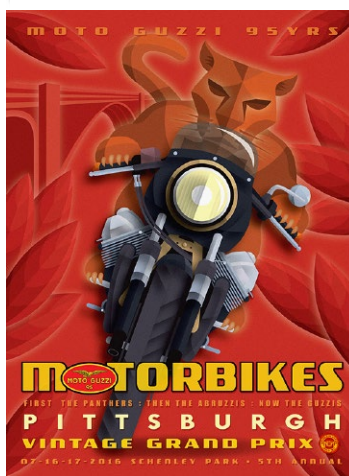
10. Phil's latest painting features a pair of Apatosaurus (formerly known as Brontosaurus), one of the all-time best known dinosaurs. It's 18"x24" and done in acrylic.

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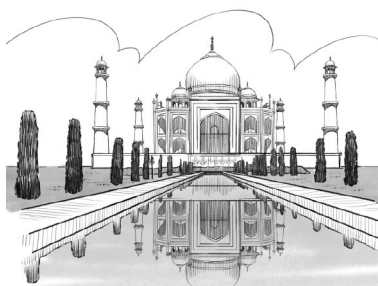
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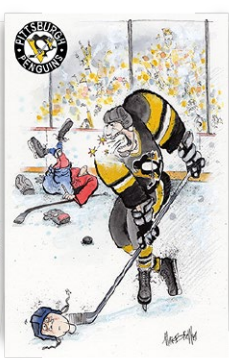


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11. **Ron Mahoney's** portrait of Antonio Brown of the Pittsburgh Steelers was done on a piece of linen illustration board. "Due to the texture, it took quite a while to finish, but I think it turned out kind of interesting," he writes.

12. Ron created this birthday gift for Art Rooney, Jr. and his wife, Kay, as a birthday gift for Mr. Rooney.

13. **Gregg Valley's** art appeared on the poster for the 2016 Motorbikes show

at Pittsburgh Vintage Grand Prix in July.

14. **Rachel Arnold Sager** ran a daily personal project where she experimented with feminizing and/or gender-neutralizing subject matter that is typically reserved for "boys" art and merchandise. A new piece in this series was shared each day on Facebook and Instagram throughout the month of August.

15. Here's a sample of the 80 illustrations **John Hinderliter** created for a book about the Taj Mahal for Penguin/Rand House.

16. John sold this 16"x8" oil painting, "North Forty," at the Pittsburgh AdFed Arts and Crafts Show.

17. John did this Harry Potter illustration as a promo sample.

18. **Mark Brewer** did these three

Pittsburgh sports illustrations for local establishment Bubba's Burgers & Beer.

19. Mark's art accompanies an article in the November-December issue of CraftPittsburgh magazine about how breweries are family friendly.

20. This piece by Mark appeared in the November 9 Pittsburgh Tribune-Review.

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21. Pittsburgh City Paper's Health Issue in July included several illustrations by **Vince Dorse**, pointing out places around the city where you could get exercise while playing Pokemon Go. The cover called for a Pittsburgh city pigeon shown as a rare Pokemon, and the player wearing Pittsburgh gear. An interior spot shows the player on one of the Healthy Ride Cycles you can rent downtown.

22. The other spot illo was for a story about the history behind a local swimming event, showing George Washington swimming from his capsized boat past a modern day hipster/

swimmer.

23. Vince did the poster art being used to promote the Toonseum's show at Boldly Go: The Graphic Art of Star Trek. The exhibit runs through January 15.

24. The September-October issue of Pittsburgh City Paper ran Vince's art on the cover for a story on the anniversary of the inception of the 311 Help Line.

25. **Kurt Plaff's** portrait of John Riegert on display at this summer's show at Space Gallery led to a commission from a client who wanted him to paint his daughter in the same way, with reflected light, varied colors and overall

looseness. Kurt shot reference photos at his studio.

26. **Brian Allen** created concept illustrations of a steampunk family of adventurers for Bogardpress, shown on this 11"x17" poster. The character designs will be used to illustrate their educational materials and lessons. Each year the team uses a different theme and concept to tie their lessons together.

27. Brian's silk-screen poster illustration was created for the band Lochness Monster who gave him great freedom. The design was set up for silk-screen-

ing using around 5 colors, created primarily for promotional posters and apparel for the band.

28. Brian illustrated a promotional poster and album cover for the hip-hop artist Bukshot who partnered with Violent J from The Insane Clown Posse, Madchild, and JellyRoll. The album was a special edition in a DVD sized package, which allowed him to create a portrait orientation. Bukshot wanted the four artists illustrated as comic book characters, fighting a horde of zombies.

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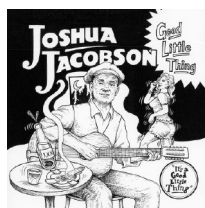
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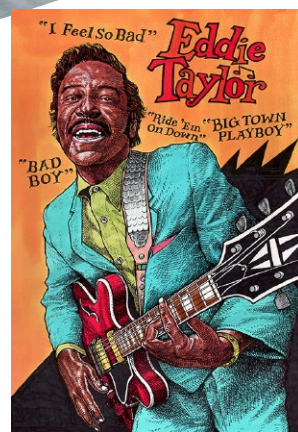
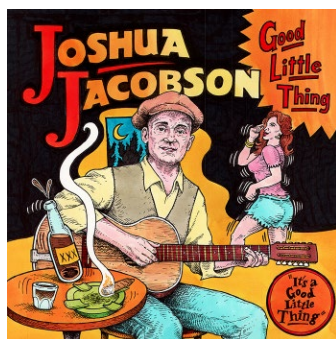
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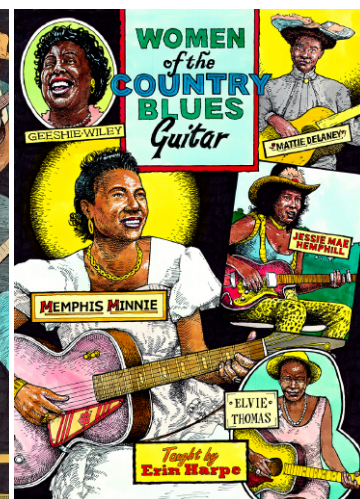
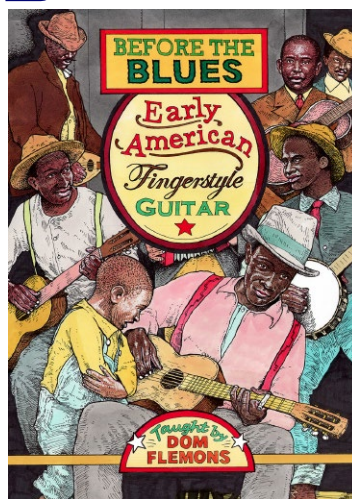
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29. And here is Brian's 3rd place winning tee-shirt design for the Rick and Morty design contest, available for sale in the official Rick and Morty outlets. In addition to the prize money, he got an autographed Rick and Morty comic book. In the TV series, Rick is a mad scientist who takes his grandson, Morty, on sci-fi adventures.

30. According to **Craig Mrusek**, one of the many perks of working for Bachelor Pad magazine is getting the opportunity to draw yeti bartenders.

31. "Politics" and "Made in USA" are 1000 piece jigsaw puzzles illustrated by **Jim Mellett**, available for purchase online at **White Mountain Puzzles**.

32. **Anni Matsick** designed the official tee-shirt for booth holders exhibiting at the **Central Pennsylvania Festival of the Arts Children & Youth Sidewalk Sale**, held July 13 in downtown State College.

33. The panda image by **Ashley Teets** is from *The Bamboozles*, one of the book projects she is writing and

illustrating.

34. Joshua Jacobson is a premier ragtime blues guitarist from the Atlanta, Georgia area. **Fred Carlson's** cover art for his "Good Little Thing" album was done with watercolors and gouache on a black & white underdrawing in Ultra-Fine Sharpee markers on Strathmore 3-ply paper, as one piece of art. This project is being produced by Allman Brothers legend Dickie Betts.

35. Here's poster artwork for a new client

from Chicago who found Fred at the **ICON9** national illustrator's conference in Austin TX. The assignment came in with reference 2 days after the client saw Fred's work at the **ICON9** Road Show artist's marketplace.

36. For Guitar Workshop, Sparta, NJ, 2 new DVD covers completed by Fred — "Before the Blues: Early American Fingerstyle Guitar" by Dom Flemons and "Women of the Country Blues Guitar" by Erin Harpe.