



Robin Roth
CREATIVE
DESIGNER

robin@
RobinRothDesign
.com



Project Name: Personal Identity

Project Description: Create look and feel for Robin Roth Design. Process—passionate about typography, aspen tree leaves and trunks, fall leaves, color existing in leaves in all seasons, craftsman style. Illustrator and InDesign

Project Role: Designer





Project Name: "Norse Roots Across the Fjord" Playing Card Deck and Box

Project Description: Self-promotion project based on my Norwegian roots. Pattern was created with Norse symbol and color palette based on logo. King and Queen are my children, Jack is our Norwegian Forest cat, and I am the card back and box back with Norwegian rosemaling design. The Joker is my guitar-playing husband who isn't Norwegian—enough said. Illustrator and InDesign

Project Role: Designer



Project Name: Logo and Business Card design for Light Rhythms© photography studio

Project Description: Client was preparing for a solo photography exhibit and wanted to establish her studio's look and feel. The images for her show were printed on metallic finish paper and aluminum. The cards were designed and printed featuring the photographer's work and printed on a metallic card stock.

Project Role: Designer



Project Name: Ice Princess Logo

Project Description: New business identity logo design

Project Role: Designer, art work, copy writing

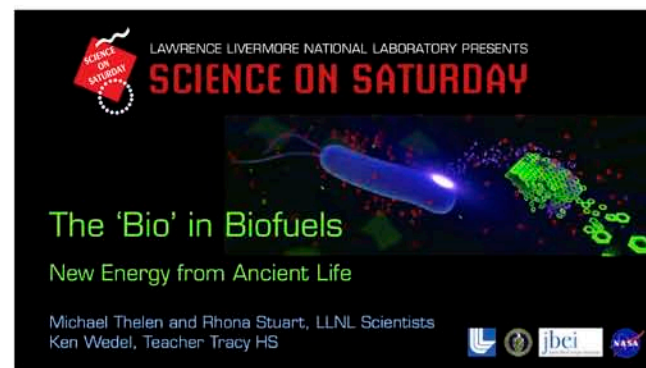
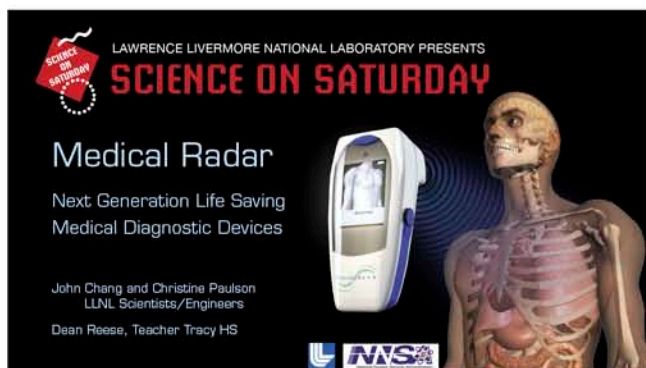
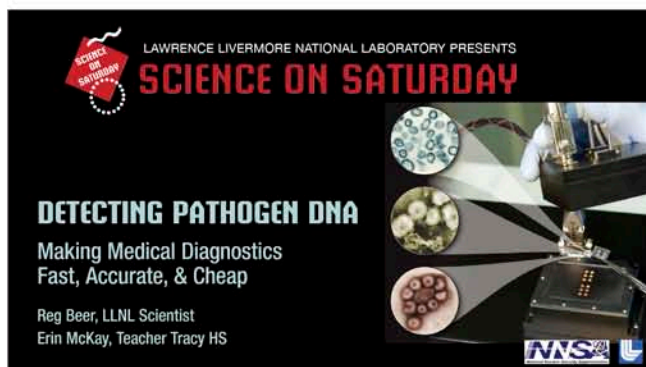
The Marketing Continuum



Project Name: Powerpoint marketing presentation graphics

Project Description: Created graphics for a series of slides conceptualizing a marketing continuum as a roadmap.
Illustrator, InDesign

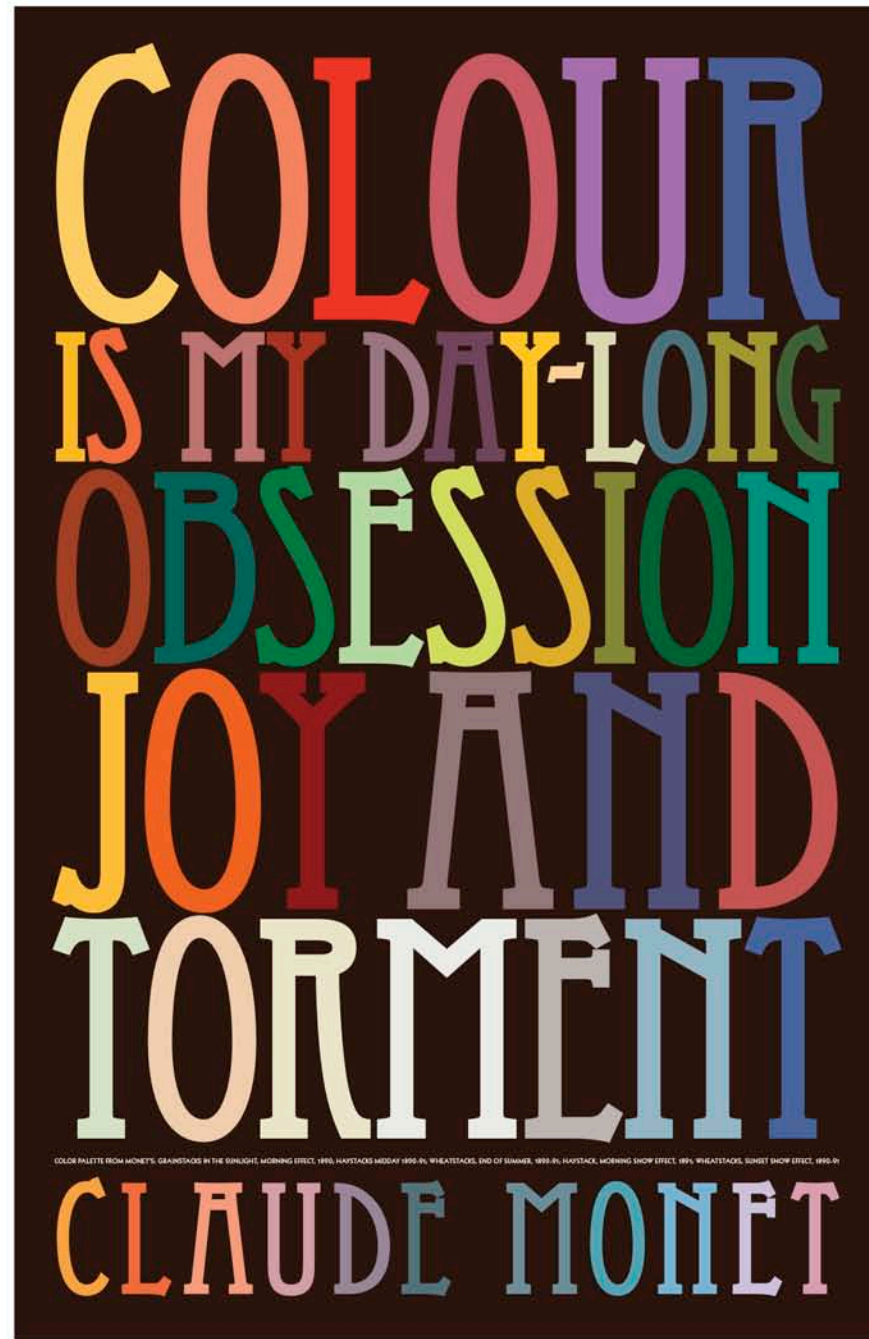
Project Role: Designer



Project Name: Lawrence Livermore National Lab's "Science on Saturday" video presentations for the Bankhead Theater

Project Description: Work with 4 teams of LLNL scientists to develop one hour presentations on their science. Presentations over 4 weekends and are geared to middle and high school students. Project to include coordinating with LLNL video group for final presentation at Bankhead Theater.

Project Role: Project Manager and Graphic Designer



Project Name: Color study poster

Project Description: Color palette selected from Claude Monet's "Haystacks" studies and represented in each line of text.
InDesign

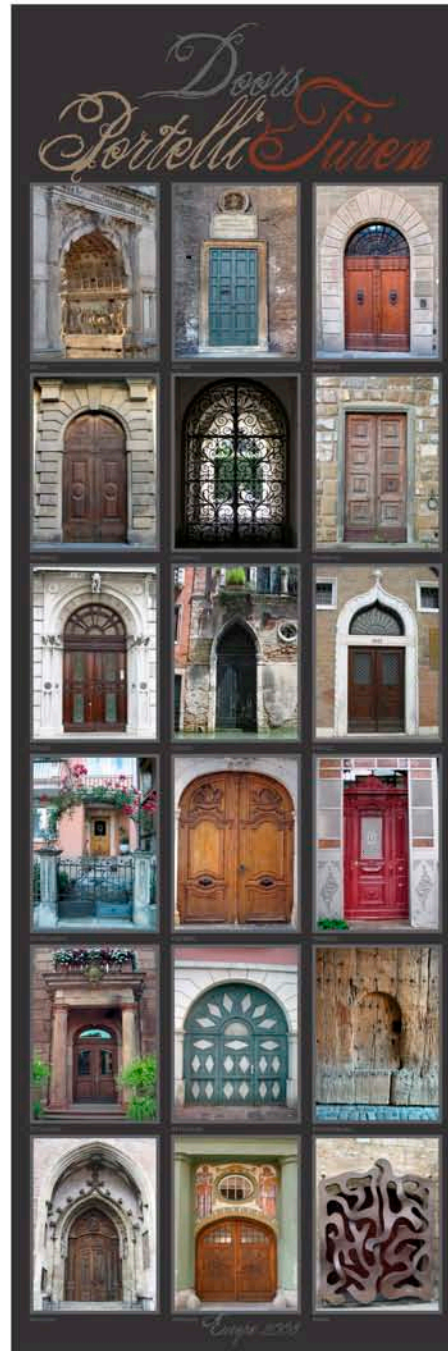
Project Role: Designer



Project Name: Poster comp for Las Positas College play, "The Diviners."

Project Description: Clients were Director and Producer. Requested "Farmer's Almanac" look and feel. Photoshop, Illustrator, and InDesign

Project Role: Designer, Illustrator



Project Name: Doors 2008

Project Description: Chronicle of trip through Italy, Switzerland, and Germany. Photoshop and InDesign

Project Role: Designer, photographer



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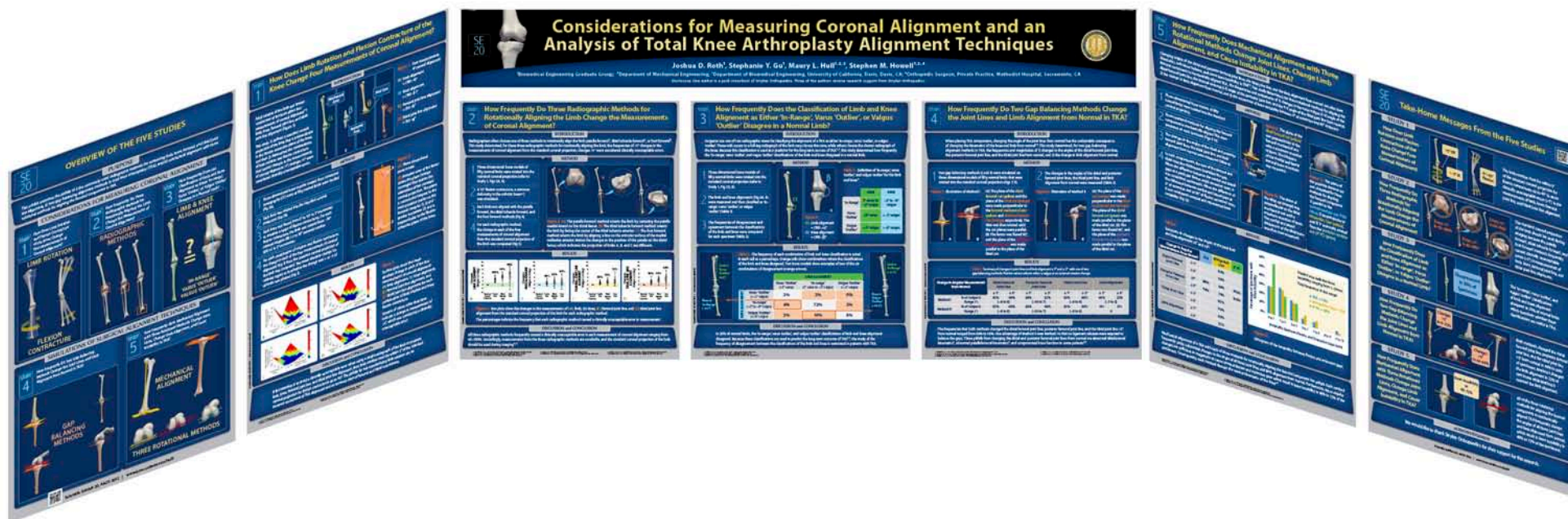
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Project Name: Hertz Foundation Fellowship Application poster comp

Project Description: Design informational application, self-mailing poster for delivery to university grad school offices.
InDesign and Photoshop

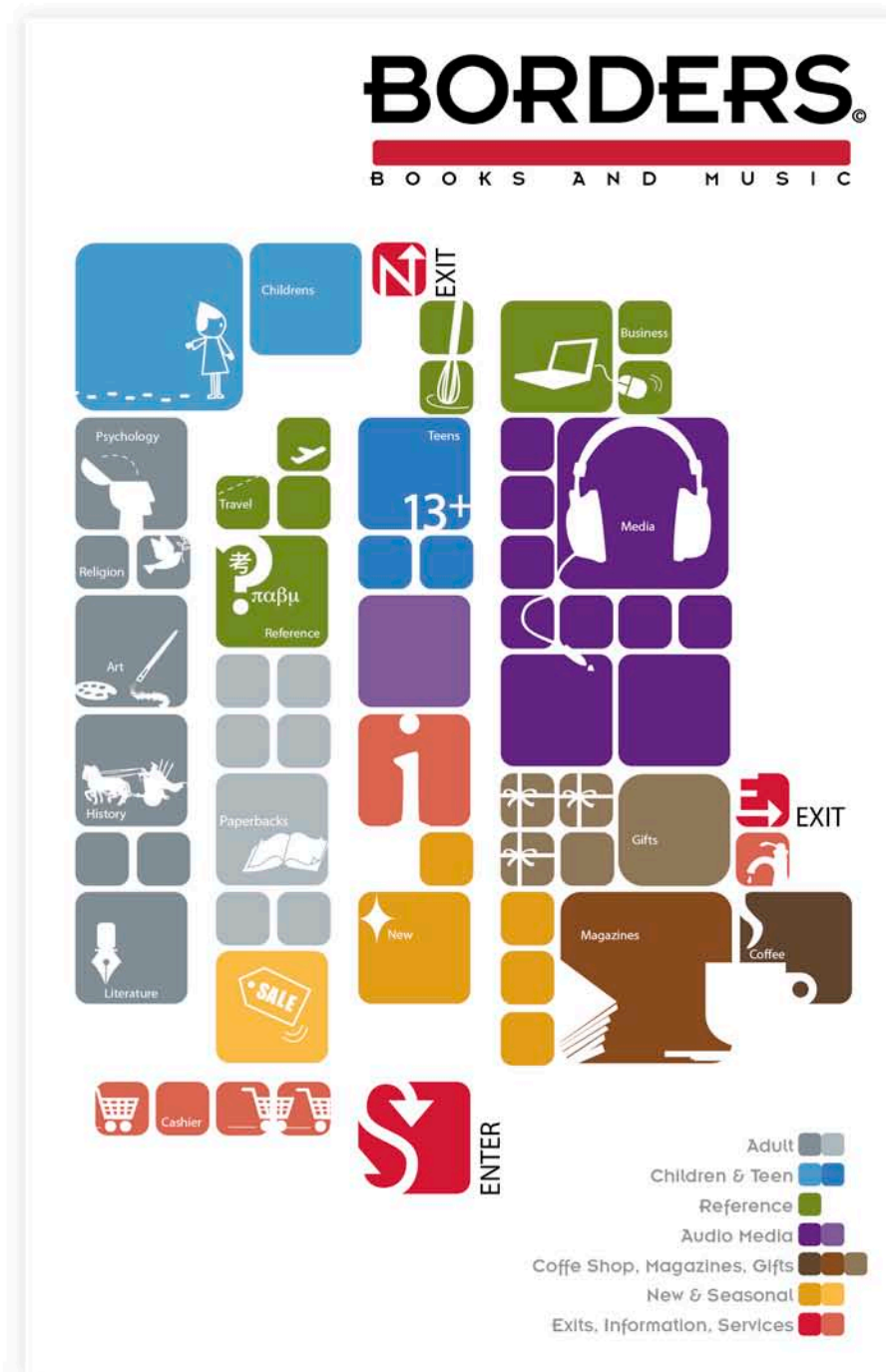
Project Role: Designer



Project Name: Scientific conference booth posters

Project Description: Design and graphic representation of a biomechanical engineering research study to fill 6' x 10' booth walls at an AAOS conference in San Francisco, CA.

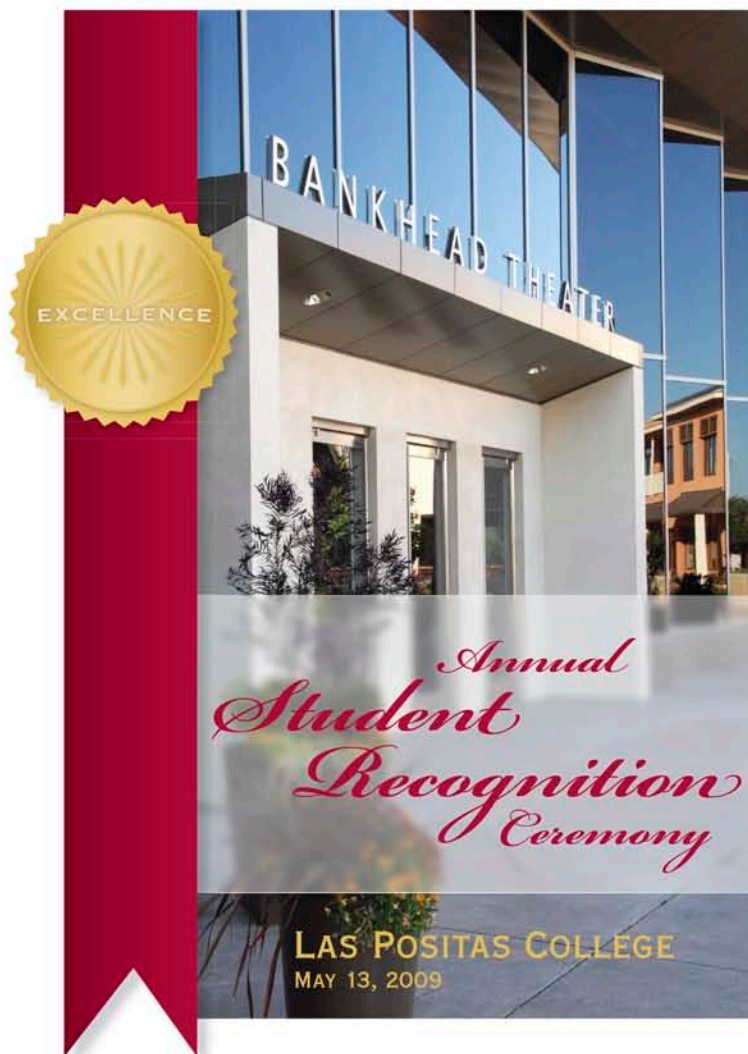
Project Role: Graphic Designer



Project Name: Wayfinding

Project Description: Created graphic representation of spatial layout of Borders bookstore from blueprints. Illustrator

Project Role: Concept design and collaboration with second designer on Icon design and color palette.



Project Name: Las Positas College Recognition Ceremony Program cover.

Project Description: Client requested redesign of cover using photo of ceremony's location and copy updates.
InDesign, Photoshop, and Illustrator

Project Role: Designer. Art directed photography of building. Typography of program and members pages.

YOUR TRI-VALLEY COMMUNITY ASSET: WHERE STUDENTS COME FIRST **LAS POSITAS COLLEGE** PRESIDENT'S NEWSLETTER TO THE COMMUNITY SPRING ISSUE 2009

WELCOME TO THE INAUGURAL ISSUE OF OUR NEWSLETTER TO THE COMMUNITY! I am honored to have joined Las Positas College one year ago, and I am so grateful for the opportunity to lead this phenomenal institution into its undoubtedly bright future. Here at Las Positas College, we hold firm to the belief that each of us makes an astonishing difference. Indeed, astonishing differences are just what community colleges are about; we bring richness and value by providing access to higher education for a diverse student body and, in turn, we take pride in our actions to transform individual lives, families, communities, and the world.



Connecting with Community Leaders

In order to strategically address the issues facing Las Positas College, President DeRonne Pollard created the Las Positas College Presidential Advisory Council. The group of community leaders share their insights and counsel concerning trends, under-served populations, collaborative program efforts, educational opportunities, and strategic directions within the Tri-Valley region.

Vicely interested in the future of Las Positas College, the Advisory Council consists of high-level advisers who provide the President with knowledge and guidance from positions of diverse experience and tremendous success in their fields. Additionally, as a resource to the President, they help to develop strategies and resources to strengthen the College within the context of its mission and traditions. The Council meets quarterly, rotating locations within the Tri-Valley.

To learn more about the Council and the President's vision for the community, please visit our website at: www.laspositascollege.edu/president/PresidentialAdvisoryCouncil.php

PRESIDENTIAL ADVISORY COUNCIL MEMBERS

- Dr. Carl Bellone, Assistant Vice President, Academic Programs and Graduate Studies, California State University, East Bay
- Ms. Amy Blaschka, Chief Executive Officer, Tri-Valley Connection & Visitors Bureau
- Mr. Jim Caldwell, Executive Director, Workforce Incubator
- Ms. Chris Chandler, Executive Director, University Valley Winegrowing Association
- Mr. Gina Charnell-Alen, President, Pleasanton Weekly
- Mr. Mike Conold, Associate Publisher, San Francisco Business Times
- Reverend Ron Culmer, Pastor, St. Clare's Episcopal Church, City of Dublin
- Ms. Chris Fols, Economic Development Director, City of Dublin
- Mr. Tim Hunt, Media Consultants, Hunt Enterprises
- Mr. David Kerr, Chief Executive Officer, The Wine Group
- Dr. Suzanne Lawless, Director, Strategic Initiatives, Tri-Valley Community Foundation
- Ms. Nancy Mueller, Marketing Director, Livermore Valley Performing Arts Center
- Ms. Pamela Ott, Economic Development Director, City of Pleasanton
- Mr. Tim Strangi, Mayor, City of Dublin
- Mr. John Sponba, Attorney, Ireland San Filippo, LLP
- Mr. Tim Silva, Senior Vice President, Community Relations, Wells Fargo Bank
- Dr. Neil Sol, Vice President, Outpatient Services and Program Development, Valley Care Health System
- Ms. Sheri Souza, Editor, Alan Ford Reports
- Ms. Jennifer Thayer, Attorney, Abraham & Thayer, LLP
- Mr. Rob White, Director of Economic Development, City of Livermore
- Ray, Doctor Martha A. Williams, Pastor, United Christian Church
- Ms. Jaqueline Williams-Courtright, Owner, Alden Lane Nursery

TRI-VALLEY ONE-STOP CAREER CENTER

Since 1998, Las Positas College has provided leadership in the operations of a very unique employment and training program called the Tri-Valley One-Stop Career Center. The overall purpose of the One-Stop Career Center is to provide resources and services in support of employers and all job, education, and training seekers. Located at the Chabot-Las Positas Community College District office in Pleasanton, the One-Stop welcomes employers and job seekers from Dublin, Livermore, Pleasanton, and San Ramon.

The One-Stop Career Center is comprised of partner organizations, including Las Positas College, the Department of Rehabilitation, the Employment Development Department, the Alameda County Workforce Investment

Board, local cities and other community based agencies. The benefits of the partnerships is to leverage federal and local resources to provide a more comprehensive and less duplicative program. Examples of the resources and services available to the College's students and the Tri-Valley community include:

- job search assistance and referrals
- resume development
- computers with internet access, Microsoft Office, and career development software
- telephones and fax machines
- resource library of job search videos and books
- numerous job search workshops (i.e., resume writing and video-taped mock interview sessions)
- job fairs



The Tri-Valley One-Stop Career Center has additional support services for those who qualify under specific requirements of the Workforce Investment Act, which may include:

- case management services
- paid training
- transportation assistance
- book fees
- mental health services
- testing fees

On average the Tri-Valley One-Stop Career Center serves over 100 customers per day. The staff also provides numerous services in the local community, such as going on-site at various locations to work with employers engaged in large lay-offs. They also provide workshops at local libraries and deliver presentations at area high schools.

For more information on the Tri-Valley One-Stop Career Center, please visit www.trivalleyonestop.com or call 925-485-5262.

ONLINE LEARNING KEEPS GROWING AND GROWING

If records are meant to be broken, then the continued growth of online learning at Las Positas College (LPC) must sound like...well, a broken record.

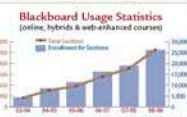
Since the debut of online learning at the College in 1999, each year has seen an increase in the number of sections that are either fully online, partly online or enhanced with online content.

In Fall 2009, LPC offered 81 online sections, 24 hybrids and 449 web-enhanced sections. Furthermore, this semester 157 instructors are using Blackboard, the College online learning and course management system.

What's driving this increase? Student demand, that's for sure. Not only do online classes fill up very quickly, but instructors often report that students in face-to-face classes tell them that they want resources, such as handouts and presentations, posted to the web for easy access.

Faculty also recognize the educational benefits of students learning online—an environment in which many students feel comfortable.

"The level of work in my class was very high," said Jeremiah Bodnar, who taught Humanities online for the first time this past summer. "I have my students write a lot of papers,



and most of them—not just in terms of thought, content, but also research, grammar, citations—were at least as high quality as my regular on-ground class. "The availability of the course being online helped, and I think the students also benefited from the resources being online. I posted video presentations of my lectures, so the students were able to pause a lecture and go back over it. They really digested the content of the lectures."

While online learning—particularly online courses—is certainly not for every student, many are appreciative of the opportunity it provides.

"I LOVE online courses," wrote one student in a recent survey. "I was able to complete my AA degree primarily through online courses. I am now using online courses to complete core requirements for transfer to the University of San Francisco Applied Economics program."

STUDENT LIFE IS ALIVE AND WELL AT LPC

In the last few years, the growth of student life at Las Positas College (LPC) has been incredible, and speaks to the institution's commitment to providing a full "college experience" for students. There are almost 30 active student clubs that sponsor numerous educational, cultural, service, and social events. LPC clubs have held activities such as a Native American Pow Wow; a bone marrow donor drive; concerts; toy, coat, and food drives; guest speakers; and film showings, just to name a few.

In addition, the College holds two RUSS Wednesdays each semester. Clubs set up tables in the Quad to talk about their activities, and music and food are provided for students. These student organizations have seen growth in their memberships, and more and more students seem interested in extra-curricular activities.

The members of the Associated Students of Las Positas College (ASLPC), the student body government, are active and effective leaders. There are seven officers, nearly 20 senators, and one student who serves on the Chabot-Las Positas Community College District Board as a Student Trustee. The ASLPC represents students on College committees, and at the local, state and federal levels. The members of the ASLPC gain valuable leadership experience, which benefits them as they continue their education and as they move into their professional lives.

This vibrant student life, and the opportunities it affords students, demonstrates how Las Positas College is dedicated to offering a wide array of learning experiences, both inside and out of the classroom.



Also Blue casts his ballot in the ASLPC special election.

CLUB DAY—SEPTEMBER 16, 2009



Student Trustee, Anthony Leason (left) and ASLPC Senator, Jennifer Hines (right) pose with an LPC student (center).



Daniel Hesse, Helen Nguyen, Mario Jaramila in front of the Public Safety Club's fire engine.

JOIN US AT THESE LPC EVENTS!

December	January	February
1-4 La Sarmas Culture Cuban Culture Week	1-16 Winter Retreat	Men's Basketball
Holiday Concerts	Women's Basketball	vs. City College of San Francisco 5:30 pm
2 Music Department Recital 12:30 pm	vs. Chabot College 5:30 pm	13 vs. Foothill College 3:00 pm
3 Orchestra & Band Concert 7:30 pm	vs. Cal State College 3:00 pm	20 vs. Cal State College 3:00 pm
4 Chamber & Concert Chorus 8:00 pm	vs. San Jose State College 5:00 pm	Women's Basketball
11 Visual/Jazz & Combo Concert 8:00 pm		2 vs. City College of San Francisco 7:30 pm
12 Instrumental Jazz Concert 8:00 pm		13 vs. Foothill College 3:00 pm
3 High School Senior & Parent Night "Seniors Switching Gears" 7:00 pm		5 Forensic Parliamentary Debate Tournament
4 Speech Tournament 1:00-3:00 pm		6 Talk Back Invitational Speech Tournament
4 2nd Annual Student Film Festival 7:00 pm		10 RUSS Wednesday ASLPC-Club Day
4-5 Chorus Performance 8:00 pm		11 Presidential Advisory Council Quarterly Meeting
Men's Basketball		27 Early Music Concert Series 7:30 pm
5 vs. San Joaquin Delta College 3:00 pm		Featuring Judy Livermore
17 vs. San Jose City College 7:00 pm		
Women's Basketball		
8 vs. Cal State College 5:30 pm		
11 CalWORKS/CARE Student Recognition Holiday Celebration		
14-19 Finish Week		
21-31 Winter Retreat		

* These events will not be held on the Las Positas College campus. Please check the LPC website for locations.

Be well,
DeRonne
DeRonne P. Pollard, Ph.D.

www.laspositascollege.edu

YOUR TRI-VALLEY COMMUNITY ASSET: WHERE STUDENTS COME FIRST

www.laspositascollege.edu

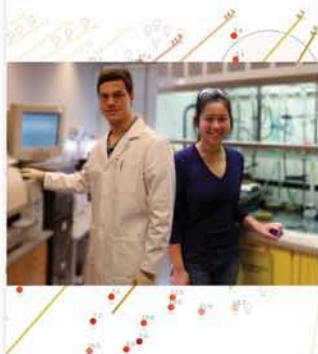
Project Name: Las Positas College President's Newsletter, three editions as of Spring 2010

Project Description: 4 page newsletter for College's President to be inserted in local newspaper for distribution to Tri-Valley area. Received extremely positively by community as informative and raising the perception of the College in the community's eyes. InDesign, Illustrator, Photoshop

Project Role: Design concept, layout, prepress

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The 2009 Hertz Fellows



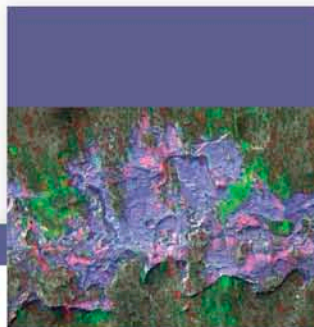
Paul Abel
University of Texas at Austin
Chemical Engineering—Advanced Materials
Paul's interests lie in electrochemical energy storage and the fundamental chemical and physical properties that make such storage possible. He says, "The most important resource in supporting a standard of living is energy; access to inexpensive energy leads to a higher standard of living." It's Paul's career goal to improve the energy storage capacity, the power capacity, and the safety of commercially available batteries by developing better electrode materials. As an undergraduate at MIT, he worked to develop a high sensitivity, time resolved spectrometer with a continuously tunable wavelength to measure the reaction rates of microsecond timescale chemical reactions. Paul has also presented his work at the Northwest regional meeting of the American Chemical Society and has published papers in the *Journal of Physical Chemistry* and the *Proceedings of the Combustion Institute*. He is an amateur machinist; a hobby which often proves useful in the design and construction of his laboratory instruments and equipment.



Alan Deckelbaum
Massachusetts Institute of Technology
Applied Mathematics—Theoretical Computer Science
Alan is fascinated by theoretical computer science in areas such as complexity, cryptography, and finite automata and is also intrigued by aspects of discrete and applied mathematics such as graph theory and additive combinatorics. He envisions that computer science theory will have multiple applications in emerging areas such as cryptography and quantum computation, and can potentially yield insights into the algorithmic problems which abound in scientific and engineering applications. Alan believes that in this era of global communication, "a truly secure communication pathway must use a robust physical implementation based on solid theoretical framework." Alan's academic interests lie at the intersection of mathematics and computer science and much of his research has dealt with the application of techniques from discrete mathematics to computer science theory—having already published two single-author academic papers in this area. Alan is a competitive chess player and is certified as an Expert by the US Chess Federation.



Eric Eason
Stanford University
Physics—Experimental Condensed Matter Physics
In pursuit of a PhD in condensed matter physics, Eric plans to study advanced materials such as high-temperature superconductors, which he believes will lead to breakthroughs in developing new superconductive materials. "Superconductors have direct technological applications, such as electromagnets, power transmission cables, and magnetic levitation systems," Eric



Fellowship Impact...

Leading the world's most successful robotic search for exploding stars, Professor Alex Filippenko and his team discovered that the universe is expanding at an accelerating rate, propelled by mysterious "dark energy."

—Alexei Filippenko, Hertz Fellow 1984, California Institute of Technology.

Member of the National Academy of Sciences; Distinguished Professor in the Physical Sciences, Department of Astronomy, University of California, Berkeley; 2006 Carnegie/CASE National Professor of the Year among doctoral institutions.

...and designing nanoscale devices for biomedical applications. Amit's research on an alternative mechanism of molecular transport that exploits asymmetrically cooperative dynamics on a track to drive motion was recently published in *Physics Review Letters*. He has also enjoyed a wide range of research experiences over the years ranging from neuroimmunology to genetics/genomics to X-ray astrophysics, a varied background that has shaped his perspective on science. Amit plans to apply his research to the most pressing problems of biomedicine—"the treatment of novel" pathogens, discovery and detection of pertinent biomarkers, unique challenges in organ or tissue transplantation, or any of the vast spectrum of clinical challenges facing even the most advanced segments of American medicine." Amit is a founding Advisory Board member of Cogito, a Johns Hopkins University based effort to provide enrichment for gifted young science students.



Our Mission...

To build America's capacity for innovation by nurturing remarkable applied scientists and engineers who show the most promise to change the world.



Daniel Roberts
Marshall Scholar
Applied Physics—Metamaterials & Transformation Optics
Dan is fascinated by practical innovations potentially derived from the frontier research fields in Physics. He is a graduate of Duke University with a double major in Physics and Electrical & Computer Engineering. A Goldwater Scholar, Duke University Faculty Scholar, and Marshall Scholar, Dan conducted research in the emerging field of transformation optics, in which coordinate transformations are used to create unconventional electromagnetic devices, such as invisibility

INSPIRED. BOLD. INNOVATIVE.

cloaks. As a Marshall Scholar at the University of Cambridge, Dan will pursue the Certificate of Advanced Study in Mathematics and then intends to conduct research in transformation optics at Imperial College, London, under Professor Sir John Pendry. Dan will activate his Hertz Fellowship in 2011. He is also a serial entrepreneur, with two start-ups to his credit—a company Dan co-founded and hopes will revolutionize the database industry, Lanxet LLC, and then after developing some of the core algorithms of their database system, he facilitated the launch of SkillTM.com, a skills-based networking social platform.



Jeff Thompson
Harvard University
Physics—Experimental Atomic Physics
Jeff is a graduate student in the physics department at Harvard University. His research focuses on engineering large quantum systems for technological and fundamental research applications. This interest began while working as an undergraduate in the lab of Jack Harris at Yale University on an experiment using lasers to cool mechanical oscillators to the quantum ground state, with the goal of studying fundamental properties of macroscopic quantum systems. He designed and built an apparatus capable of laser-cooling a silicon nitride membrane from room temperature to 7 millikelvin. This work was published in *Nature* and made Jeff a finalist for the American Physical Society's Leroy A. Apple Award for undergraduate research. After completing his undergraduate degree, Jeff received a Fulbright grant to work in Germany in the lab of Immanuel Bloch, studying the interaction of light and quantum many-body atomic states in optical lattices. At Harvard, Jeff is working with Mikhail Lukin on the first nanoscale atomic traps, which seem to be a promising route towards scalable quantum light sources and measurement probes.



Darcy Wanger
Massachusetts Institute of Technology
Physical Chemistry
Darcy Wanger relishes interdisciplinary work and thinking about how molecular-level phenomena affect material behavior. She is earning her PhD under the guidance of Professor Moungi Bawendi at MIT where she studies semiconductor nanoparticles for use in solar cells and photodetectors. Darcy has done scientific research to improve the efficiency of polymer solar cells both by making new molecules using organic synthesis and by fabricating and investigating solar cells using electrical and spectroscopic methods. Darcy attended college at the University of Puget Sound and the University of California, Los Angeles, where she concurrently earned a BS and MS degree in Chemistry/Materials Science and Physical Chemistry, respectively. Following her doctoral degree, she expects to continue doing work on nanostructured materials with applications to environmentally sustainable energy in an industrial or academic research position, with the final goal of a presence in academia.



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Susan Overman
VP Communications and Development
soverman@hertzfoundation.org

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Images: front cover—Christopher Looze, PhD, Hertz Fellow 2007 and Zhen Wang, current Fellow, UC Berkeley; The reverse view of electrical consultant Matthew Bawendi, PhD, Hertz Fellow 2009; Longitudinal microscopy of a single two-dimensional electron system; Matthew Pelliccione, current Fellow, Stanford; Inside Hertz, left—Spectroscopy of the singlet of a polaron; Hertz Fellow 2009; Lateral Linsen, PhD, Hertz Fellow 2008; Inside Hertz, right—A photograph of a neuron in a mouse; ancient Lute deposit on Mount James Way, current Fellow, Cornell.

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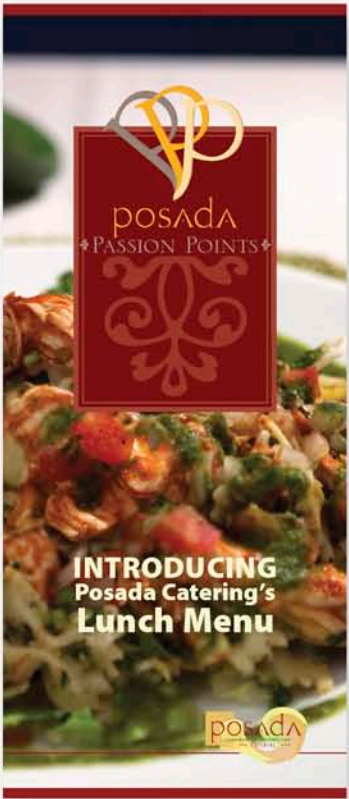
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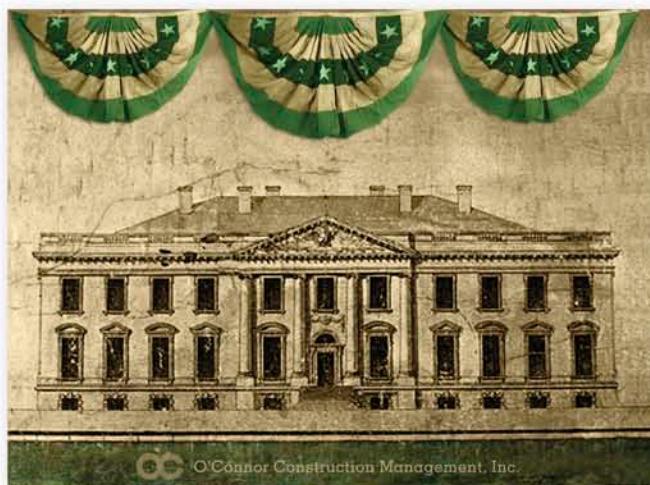
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Project Name: 2009 Development Brochure

Project Description: Double gate fold brochure for stuffing in standard size business #10 envelope for main fundraising mail campaign. InDesign and Photoshop

Project Role: Design concept, layout, copy writing





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Pismo Beach, CA 93449
Tel: 805.773.4500

Washington DC

1790 Lanier Place NW, 2nd Floor
Washington, DC 20009
Tel: 202.299.0530
Fax: 202.747.7510

james hoban the irish architect of the american white house

James Hoban, an Irish architect, designed the White House. Raised in County Kilkenny, Ireland, Hoban immigrated to Philadelphia shortly after the American Revolutionary War.

In 1791, Hoban's design won a competition organized by Thomas Jefferson. There were nine other proposals for the White House design, including one anonymously submitted by Jefferson himself. Hoban modeled his design after Leinster House in Dublin, which later became the seat of Irish Parliament.

Throughout the eight years of construction, Hoban became renowned for his efficiency, attention to detail and leadership. The exterior of the residence looked finished by 1800, but it would take two more years to complete the interior's monumental architectural details.

Much of the White House was burned during the War of 1812 and Hoban was asked to head-up the reconstruction. Hoban continued as the chief designer of additions and improvements well into his seventies.

happy st. patrick's day

from your friends at
O'CONNOR CONSTRUCTION MANAGEMENT, INC.

Project Name: O'Connor Construction Management, Inc. Annual holiday card 2009

Project Description: St. Patrick's Day card featuring original image of The White House in fun representation of Irish roots. Photoshop and InDesign

Project Role: Typography and cover concept and design



stone of eloquence

there is a stone there,
chat whoever kisses,
oh, he never missees
to grow eloquent.

Located 90 feet above the ground, the triangular Blarney Stone sits on the third story battlement of Blarney Castle, near County Cork in Ireland. True to its name, the Blarney Stone is surrounded by tall tales and myths. According to legend, kissing the Stone will endow you with the "gift of gab"—great eloquence and skill with flattery.

The kiss, however, is not casually achieved. First you must ascend to the castle's peak and sit down with your back to the wall's edge. Then, while your legs and feet are held, lean back and downward, grasping the iron rails, until your head is even with the stone.

The "gift of gab" lore and modern use of the word "blarney" stems from the time of Cormac McCarthy, owner of the castle in the 1800's. When asked to surrender his fortress, McCarthy was determined not to. For every demand from the English occupiers, McCarthy responded with eloquent letters that claimed undying loyalty but offering little else. Exasperated, they lost patience with the smooth-talking McCarthy and declared, "This is all Blarney talk, he never means what he says, and he never does what he promises."

happy st. patrick's day

from your friends at
o'connor construction management, inc.



O'Connor Construction Management, Inc.

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Fax: 702.892.9499

Phoenix

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Tel: 925.426.1578
Fax: 925.426.1587

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Washington DC

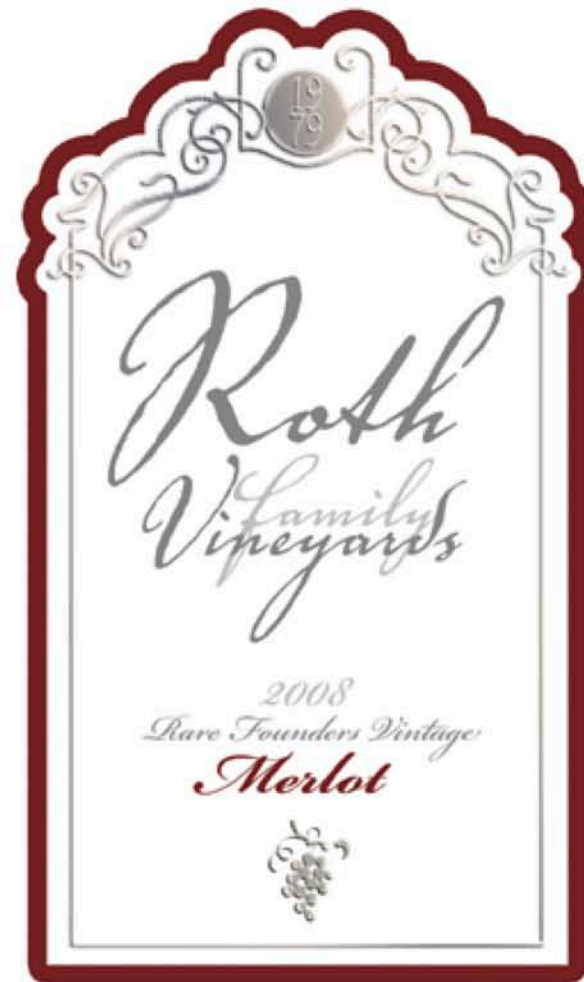
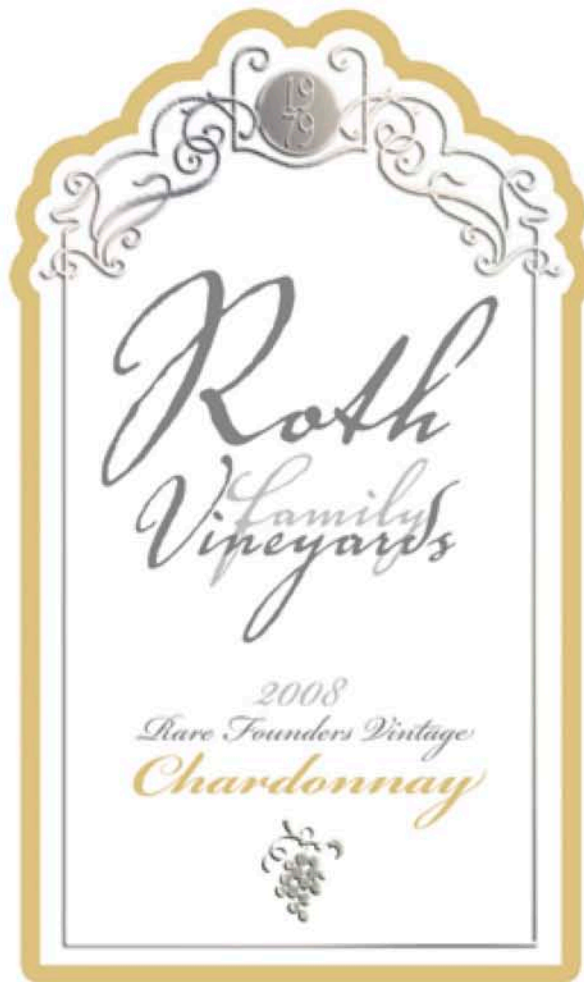
1790 Lister Place NW, 2nd Floor
Washington, DC 20009
Tel: 202.299.0530
Fax: 202.747.7510

www.ocmi.com

Project Name: O'Connor Construction Management, Inc. Annual holiday card comp

Project Description: St. Patrick's Day card illustrating Blarney Castle in style of old travel posters. The legend of the "Kissing Stone" told with typography design on inside cover. Illustrator and InDesign

Project Role: Typography and cover concept and design



Project Name: Wine label design

Project Description: Elegant high end wine label design. Photoshop and InDesign

Project Role: Designer



Project Name: Wine label design

Project Description: Elegant high end wine label design. Photoshop and InDesign

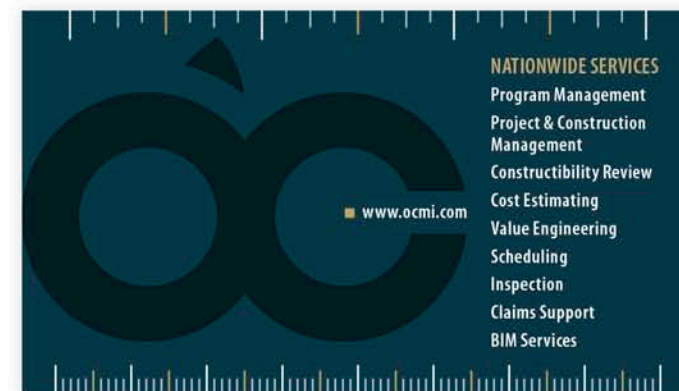
Project Role: Designer



Project Name: Moving Locations post card

Project Description: Researched cost effective way for non-profit to produce and distribute small number of post cards by mail on a print on demand program, Click2Mail, with the US Post Office. InDesign

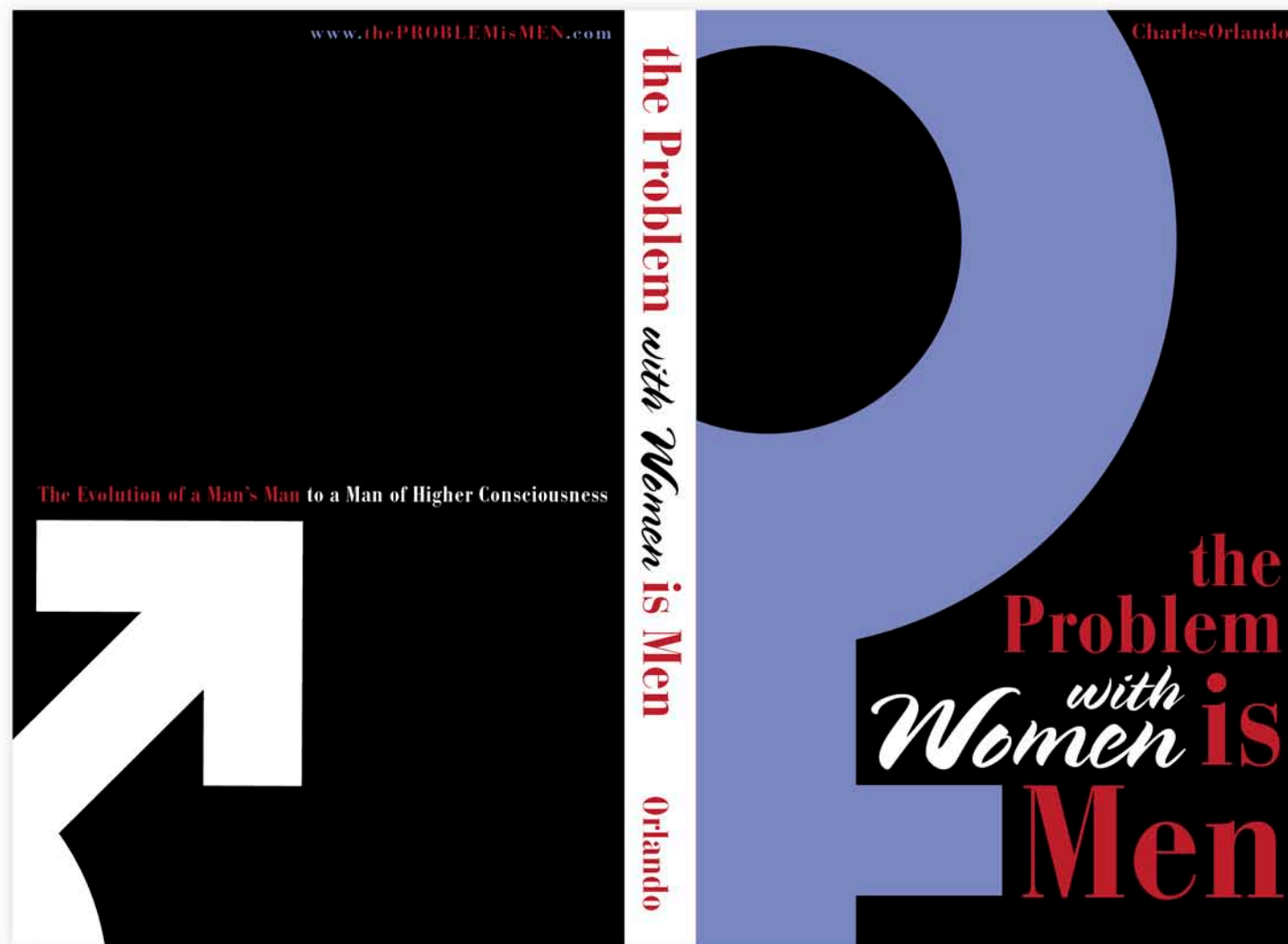
Project Role: Designer



Project Name: O'Connor Construction Management, Inc business card

Project Description: Client requested update to business card in horizontal format, white background, following current branding. In process of adding card back design. Requested logo color on back with "OC" logo in deeper tone. Client also wants to have accurate inches and metric rulers along horizontal edges of card back. InDesign

Project Role: Designer and Senior Creative Director for 30 students and client



Project Name: Book cover design comp

Project Description: Client was author of new book needing a cover design. Created playful typography with secondary messages. InDesign and Illustrator

Project Role: Designer



Project Name: Billboard design for Alameda County Fair

Project Description: After research, found that due to the economy, families are looking for "stay-cations" where they can get more bang for their buck. With a 3-5 second window to catch drivers, used humor, bold typography, and the color of caramel corn and buttered popcorn in simple, oversized scale to entice smiles, interest, and hunger.

Photoshop and InDesign

Project Role: Designer



Project Name: Pallet cap for Safeway store display

Project Description: Design red background image with festive texture to represent holiday baking items

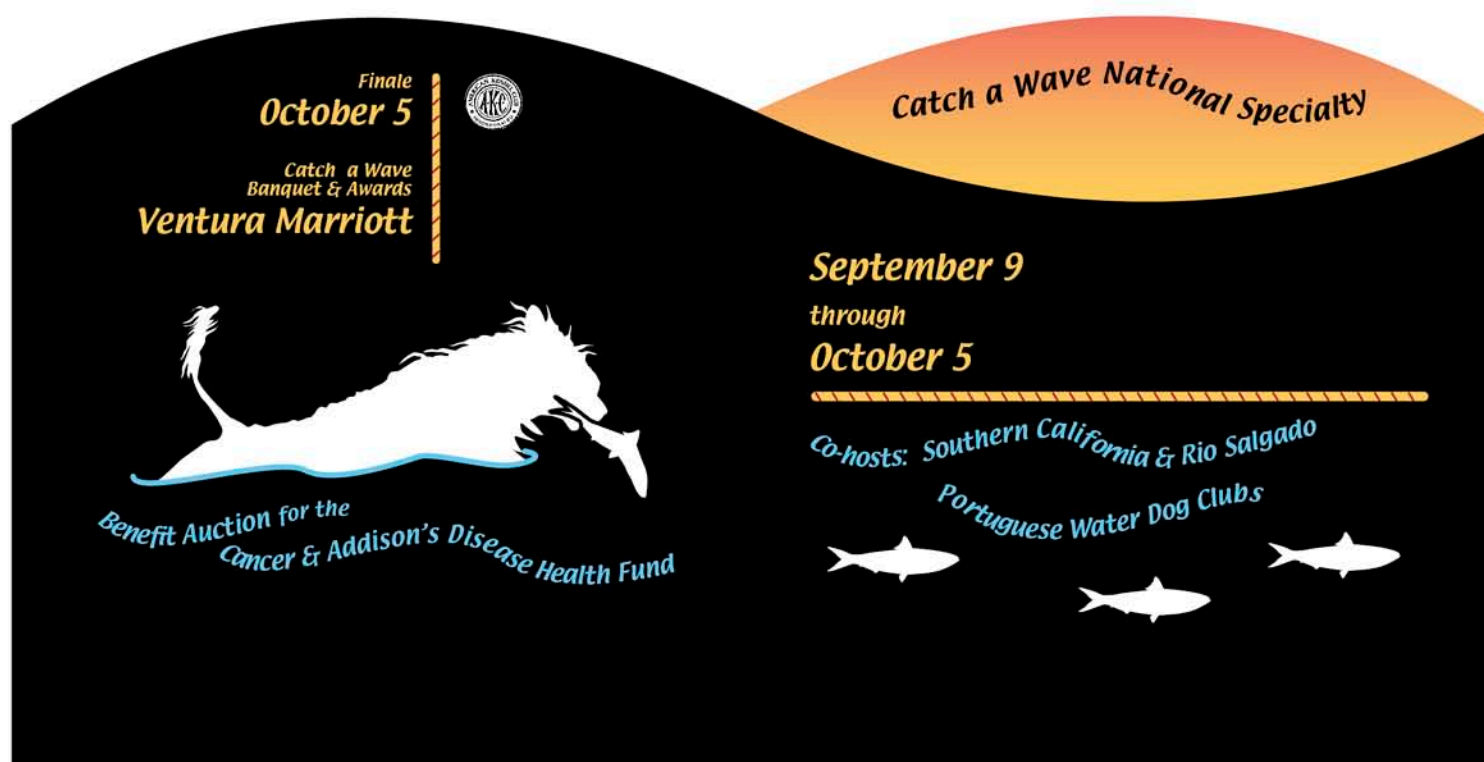
Project Role: Collaborative designer—concept design for snowflakes made out of baking implements



Project Name: Community Education Course Catalog

Project Description: Cover comps included interactive elements with questions to be answered inside the catalog. (The Ig Nobel prize for ART in 1996 went to Don Featherstone of Fitchburg, Massachusetts for his ornamentally evolutionary invention, the plastic pink flamingo.) Photoshop and InDesign

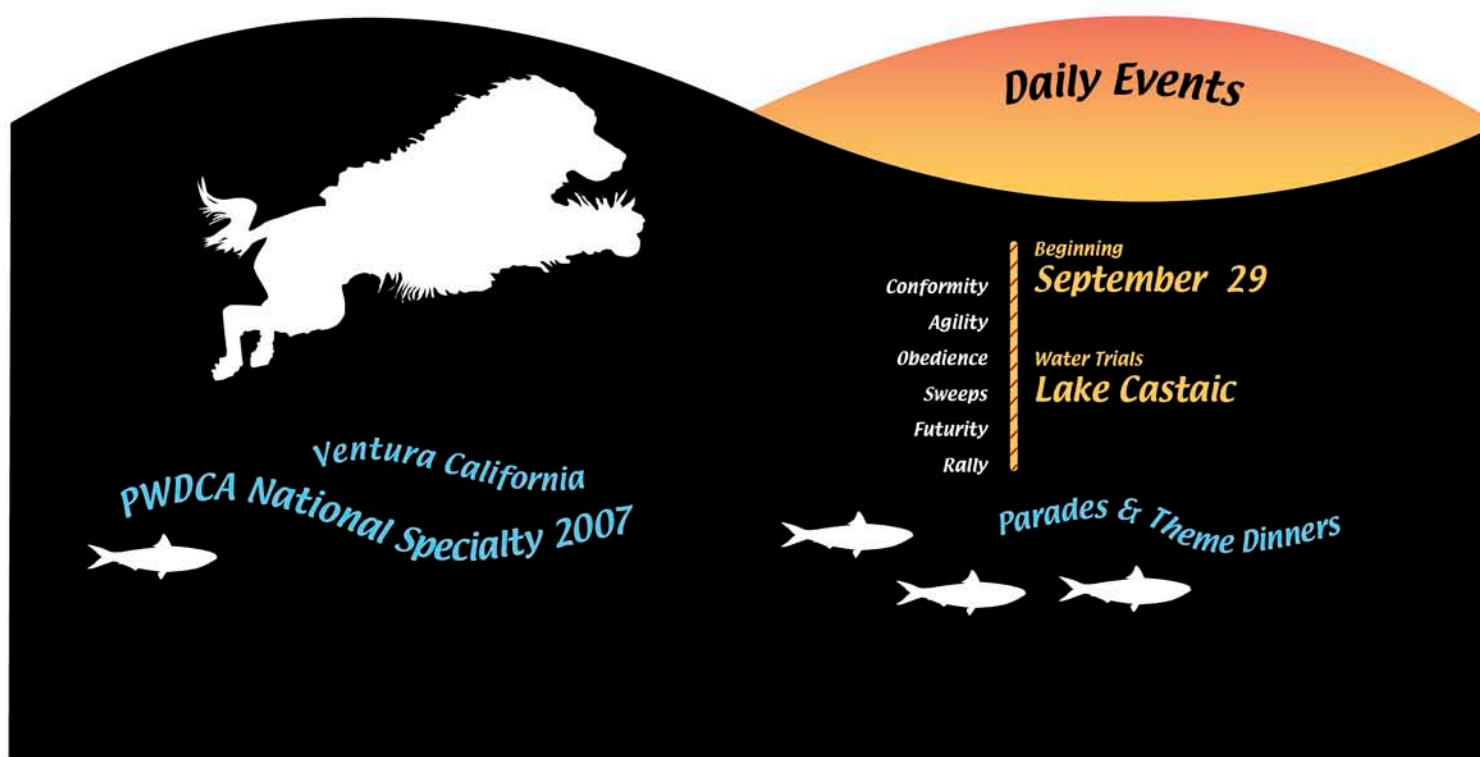
Project Role: Designer



Project Name: Kiosk for Portuguese Water Dog Club Show

Project Description: Created infinity symbol and wave edge 3 dimensional kiosk to represent features of the breed: Incredible stamina, fish retriever for fisherman, often black fur coats. White fish shapes at child's height on the front cut away to reveal surprise message for children to interact with.

Project Role: Designer



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Project Role: Designer

Zapf

HERMANN *Digital Technology Leader
Master Calligrapher*

More than 200 Zapf typefaces including *Palatino*, *Optima*, *ITC Zapf Chancery*, and *Zapf Dingbats* are used throughout the world and in many languages. They are often standard equipment on computers everywhere. Many of them were first created at a time when lead type was the standard.

Zapf, a German typeface designer born November 8, 1918, lives in Darmstadt, Germany and is married to calligrapher and typeface designer Gudrun Zapf von Hesse.

Born in Nuremberg at the end of World War I, into the turbulent times of the German Revolution in Munich and Berlin, Zapf's life as a child was shaped by the death of two siblings from the Spanish Flu epidemic and the resulting famine in Germany. During school, Zapf was mainly interested in technical subjects—experimenting with electricity, building a crystal radio and an alarm system for his

house, and inventing encrypted alphabets to exchange secret messages with his brother.

In 1934, he found an apprenticeship for the Karl Ulrich and Company printing firm. Four years later, he purchased two books on typographer, Rudolf Koch, using them to teach himself calligraphy. Years later after finishing his apprenticeship, Zapf went to the **Werkstatt Haus zum Fürsteneck**, a building run by Paul Koch, son of Rudolf Koch. He spent most of his time there working with hand press type and producing lettering for musical notation.

Through print historian Gustav Mori, Zapf came into contact with the type foundries D. Stempel AG

From Encrypted Alphabets to Calligraphy



ILLUSTRATION BY ANTHON MORI USING ITC ZAPF CHANCERY PRO

Project Name: Typography Book based on Fonts of Hermann Zapf (pg 1 of 2)

Project Description: Created Illustration with Zapf's fonts upper case, lower case, 0-9 and characters once only. Book layout and copywriting. Illustrator and InDesign

Project Role: Illustrator, Designer

and Linotype GmbH of Frankfurt. In 1938 at the age of 20, he designed his first printed typeface for them, the fraktur (blackletter type) called *Gilgengart*.

In 1939, as WWII began in Europe, Zapf was forced to serve in the German military and because of heart trouble, he trained as a cartographer. After the war he began teaching calligraphy and then in Frankfurt, 1947, the type foundry Stempel made him the printshop's artistic head. He worked for various publishing houses making most of his work as a graphic designer in book design. Printing technologies changed during his career from hot metal composition, to phototypesetting, and to digital typography resulting in desktop publishing.

Palatino, one of his most famous typefaces, was designed in 1948 in conjunction with August Rosenberger, with careful attention to detail. It was named after 16th century Italian writing master Giambattista Palatino.

Optima, released in 1958 by the Stempel printshop, is a sans-serif and fluted typeface. It is Zapf's favorite font and was used for the engraved names on the Vietnam War Memorial.

Germany did not embrace his work on typography in computer programs, so he moved to the United States in the mid-60s and spoke to major universities about his ideas in computerized typesetting. His wife influenced him to return to Germany and then in 1972, he finally accepted the first professorship in the world in typographic computer programming at the Rochester Institute of Technology. There he drew from companies such as IBM and Xerox, and computer specialists at Rochester, and further developed his ideas. He later founded two companies: Design Processing International,

Inc. with Aaron Burns and Herb Lubalin and Zapf, Burns & Company. Ultimately, his typesetting patents for the "hz-program" were purchased by Adobe Systems and used in the concepts of their InDesign program.

Zapf worked with Linotype to create four alphabets and various ornaments, flourishes, and other dingbats. *Zapfino* was released in 1998. Later versions of *Zapfino* using the Apple

Advanced Typography and OpenType technologies were able to make automatic ligatures and glyph substitutions (especially contextual ones in which the nature of ligatures and substituted glyphs is determined by other glyphs nearby or even in different words) that more accurately reflected the fluid and dynamic nature of Zapf's calligraphy. ❖

Hermann Zapf created fonts

Aldus
Aldus Nova
AMS Euler
Aurelia
Comenius BQ
Linotype Edison
Kompakt
Linotype Marconi
Medici Script
Melior
Michelangelo BQ
Linotype Noris Script
Optima
Linotype Optima Nova
Linotype Orion

Palatino
Palatino Italic
Palatino Nova
Palatino Sans
Palatino Sans Informal
Saphir
Linotype Sistina
Sistina
Linotype Vario
Linotype Venture
ITC Zapf Book
ITC Zapf Book (EF)
Zapf Calligraphic 801
ITC Zapf Chancery
ITC Zapf Chancery (EF)

ITC Zapf Chancery Roman
ITC Zapf Dingbats
Zapf Elliptical 711
Zapf Essentials Communication
Zapf Essentials Office 2
Zapf Humanist 601
ITC Zapf International
ITC Zapf International (EF)
Linotype Zapf Renaissance
Antiqua
EF Zapf Renaissance Antiqua B
EF Zapf Renaissance Antiqua H
Zapfino
Linotype Zapfino One
Linotype Zapfino Two

DESIGNED BY ROBIN ROTH / ILLUSTRATED BY ROBIN ROTH

Project Name: Typography Book based on Fonts of Hermann Zapf (pg 2 of 2)

Project Description: Created Illustration with Zapf's fonts upper case, lower case, 0-9 and characters once only. Book layout and copywriting. Illustrator and InDesign

Project Role: Illustrator, Designer



LUBALIN

Herbert F. (Herb) Lubalin, born in New York in 1918, was an American graphic designer, typographer, type designer, and teacher. He collaborated with Ralph Ginzburg on three of Ginzburg's magazines: *Eros*, *Fact*, and *Avant Garde*, and was responsible for the creative visual beauty of these publications. He designed the typeface, *ITC Avant Garde*, for the last of these magazines and it often described as a post-modern interpretation of art deco, and its influence is seen in logos created in the 1990s and 2000s.

Lubalin's work has been described as the "theory of meaning and how meaning is communicated—how an idea is moved, full and resonant, from one mind to another". Lubalin's influence pushed the boundaries of the "impact and

perception of design—from an ill-defined, narrowly recognized craft to a powerful communication medium that could put big, important ideas smack in the public eye."

Lubalin's typographics are words, letters, pieces of letters, additions to letters, connections and combinations, and a masterful manipulation of letters. He said, "What I do is not really typography, which I think of as an essentially mechanical means

"What I do is not really typography, which I think of as an essentially mechanical means of putting characters down on a page. It's designing with letters."

Project Name: Typography Book based on Fonts of Herbert Lubalin (pg 1 of 2)

Project Description: Created Illustration with Lubalin's fonts upper case, lower case, 0-9 and characters once only. Book layout and copywriting. Illustrator and InDesign

Project Role: Illustrator, Designer

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Lubalin entered Cooper Union at the age of seventeen, beginning his look at the possibilities presented by typography as a tool for communication. He was fascinated by the differences in interpretation imposed by changing from one typeface to another, always "fascinated by the look and sound of words (as he) expanded their message with typographic impact." In the 1940s, he landed at Sudler and Hennessey where he spent 20 years becoming a "brilliant, iconoclastic advertising art director," before starting his own firm.

In the early 1960s, *Eros* was a magazine described as "startling" and "devoted to the beauty of the rising sense of sexuality

EROS

and experimentation, particularly in the burgeoning counterculture." It quickly folded after an obscenity case was

brought against the magazine by the US Postal Service.

Fact, followed with in the mid-1960s and was an "intellectually and visually astringent" magazine designed in response to the treatment *Eros* received. The magazine was printed on a budget, so Lubalin stuck with black and white printing on uncoated paper, as well as using only one or two typefaces and a single artist to handle all illustrations. The result was an "elegant minimalist palette consisting of dynamic serifed typography balanced by high-quality illustrations." The magazine also folded in controversy.

Avant Garde was created six months later. Lubalin's solution, one which he hoped would meet Ginzberg's hope for an expression of "the advanced, the

fact:

**AVANT
GARDE**

innovative, the creative," consisted of "tight-fitting letterform combinations to create a futuristic, instantly recognizable identity."

Lubalin released *ITC*

Avant Garde from his International

Typeface Corporation in 1970 believing the design community

was demanding a complete typesetting

logo. Unfortunately, he soon realized

that *Avant Garde* was misunderstood

and misused and it eventually became a stereotypical 1970s font due to overuse.

U&Ic, (shorthand for Upper and Lower Case) founded in 1973, is described as the project when the "threads in Lubalin's life and career get pulled together." *U&Ic* served as both an advertisement for Lubalin's designs and a new means to experiment with type. He was quoted as

"I HAVE WHAT EVERY DESIGNER WANTS AND FEW HAVE THE GOOD FORTUNE TO ACHIEVE. I'M MY OWN CLIENT. NOBODY TELLS ME WHAT TO DO."



Fonts by Herb Lubalin:
ITC Avant Garde
ITC Lubalin Graph
Rhonda
ITC Serif Gothic

Document & illustrations by Robin Roth using
ITC Avant Garde
ITC Lubalin Graph
ITC Serif Gothic
Zapf Dingbats.

Project Name: Typography Book based on Fonts of Herbert Lubalin (pg 2 of 2)

Project Description: Created illustration with Lubalin's fonts upper case, lower case, 0-9 and characters once only. Book layout and copywriting. Illustrator and InDesign

Project Role: Illustrator, Designer



I Love

Color

Typography

Challenging
new graphic
techniques

Figuring out
how to make
it sing!



Skål!

R O B I N
Roth
D E S I G N