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## GRAPHIC DESIGN USA NEWSLETTER | JANUARY 07

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### EDITORS NOTE YOU ARE HIP, I IS HAPPENING

More than ever consumers want to participate in the creative process, and crave the ability to create personal brand statements and personal media platforms. Designer and consultant Kenneth Hirst notes that customizable products forge a close bond among consumer, product, brand and company. Concoct-it-yourself perfumeries, snap-it-on-cell-phone faceplates, create your own sneakers, and other do-it-yourself design opportunities represent just the tip of this gigantic iceberg. And Time Magazine named "You" as the Person of the Year — congratulations, by the way, we're very happy for you— because consumers are now shaping and controlling information flow via sites like Wikipedia, MySpace and the ubiquitous YouTube. Yup, there's no denying it: you are definitely in right now. Incidentally, I is quite hip, too. Not "I" as in the pronoun, but "I" as in the letter. Or "i" to be exact. From iPods, to iMacs, to iBooks and now to the Wii (Nintendo's latest game console), it seems that new technology is all about making it personal, making it about you ... or i as the case may be.

— Sasha Kaye



### LATE BREAKING NEWS



Seattle WA/New York NY: Tim Girvin, who created memorable campaigns for Bloomingdale's in the 1980s, returned to the creative fold for thematic design in holiday advertising and merchandising promotion for the 2006 Christmas campaign. Working with current Bloomingdale's CD Audrey Nizen, Girvin created a Celebrate! campaign based on a starred/compass theme featuring a constellation of hand-drawn languages.  
[www.girvin.com](http://www.girvin.com)



Chicago IL: Studio Blue recently helped the School of the Art Institute of Chicago launch a new website that fosters an online sense of community. Rae Ulrich, director of Electronic Communications at the School says: "Department heads are asking me how they can further develop their portion of the site; and students and alumni are asking me how they can put their work up. It's a complete success."  
[www.saic.edu](http://www.saic.edu)

New York NY: Lisa Herbert, executive vice president of Textile, Home & Fashion for Pantone is to be honored at the Fashion Institute of Technology Alumni Association Star Salute Dinner on