

# CJO2



CREATIVE JUICE THE NEWSLETTER OF THE CHARLOTTE SOCIETY OF COMMUNICATING ARTS

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## .communication

We asked professional troublemaker and web entrepreneur Derek Powazek, CSCA speaker of the month for February, to tell us what inspires him. For more on Derek, see Upcoming, page 4.

Intimacy inspires me. Honest, true, personal stories inspire me. The goosebumps you get when someone reaches out to you and tells you a story that resonates with a story you have... that moment when you know that you can sit and listen and totally relate and know that when their story is done and over you can tell yours and they will get those goosebumps, too.. and that when it's all over and the

stories have been told, you both can sit back and know, without speaking, that maybe, in the end, when you strip away all the nonsense, we're all not so different from each other, after all.

That's what inspires me.

**Derek M. Powazek**, is a freelance web designer, writer, consultant, and professional troublemaker. Meet him at CSCA on February 15.

be inspired

## ADDY IT UP



What do you get when you mix the Charlotte Ad Club with CSCA? About 95 people found out January 18 when these two clubs co-hosted an Addy Preview Party.

Tall Tale Productions provided the space for the event. The entries were displayed in several rooms and down the

This year, 274 entries were submitted by 45 entrants in 70 categories (Newspaper, Broadcast and Mixed Media, and Direct marketing Business-to-Consumer Single, to name a few).

This is the second year CSCA has co-hosted the Addy Preview Party with

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long hallway. Spectators drifted from room to room, peering at, studying, and turning over pieces gingerly.

There were plenty of hors d'oeuvres, drinks, and networking opportunities for everyone, and as usual it was exciting to hear (and overhear) various comments about entries (and entrants).

The Charlotte Ad Club American Advertising Awards® competition is the first level in a three-round series of judgments. It's the advertising industry's largest competition. Pieces that win at the Charlotte level then proceed to be judged at the regional (third district) level, then on to the nationals. Previous national winners include the Martin Agency and BooneOakley.

the Charlotte Ad Club. Lori Antoniak of the Ad Club says it is a natural match, and this joint event is likely to be an annual thing.

Two CSCA promotional pieces were entered this year: a three-month poster by Billy Wilson of CP&W and CSCA's membership packet by Steve Fenton of Shook Design. Both pieces have served us well and naturally we're hoping they garner awards.

The Addy Awards will take place Feb. 2 at the Visulite Theatre.

**Jennifer Gaddy**  
Membership Director CSCA  
Art Director, Topics Education Group

## CSCA MEMBER PROFILE

### DIRECTOR'S CUT

**Dorne Pentes**  
Copywriter  
Corder Phillips and Wilson  
CSCA member since 2000

It's a well-known secret that hidden deep in the cluttered desks of many copywriters are ideas for screenplays, often developed as desperate tickets out of this business of client revisions and nagging deadlines.

But Dorne Pentes, of Corder, Phillips and Wilson is probably the only copywriter who can boast of writing three screenplays that have produced: *Confessions Of A Southern Punk*, *The Great Unpleasantness*, and *The Closest Thing To Heaven*. The films, which Dorne also directed, have won awards at film festivals across the country.

Originally from Charlotte, Dorne and his wife, Wendy Fishman, spent the latter part of the nineties in Los Angeles. There, he worked on the Lifetime network drama series, *Any Day Now* which starred Annie Potts. He also freelanced as a screenwriter/script doctor, while Wendy worked in production on *The X Files*.

After the birth of their son, Elias, in 1999, they decided to move home to Charlotte, though that meant giving up screenwriting as a full-time career.

Inspired by Luke Sullivan's book on creating ads titled, *Hey, Whipple, Squeeze This*, he developed a portfolio and began showing it around Charlotte agencies. After

freelancing for a few months in 2000, he was offered his current position at CPW.

Dorne contrasts advertising with the movie business, "The spirit of cooperation is a lot better in advertising. In the movie business, people pull the knife out the minute you walk in the door."

Still, Dorne hasn't abandoned his screenwriting career. He has a film in development with Visionbox Pictures, called *The Happiness Project*. The feature will be comprised of three short films about life, liberty and the pursuit of happiness. Each will be simultaneously shot with four cameras, and no cuts.

Even with the demands of a family and two careers, Dorne still finds time to attend the CSCA meetings. "I've met a lot of good, creative people. And I learn a lot from the broad range of speakers."

So look for Dorne at the next CSCA meeting. Who knows, you just might be the inspiration he needs for his next film.

If you're interested in seeing any of Dorne's films, contact him at DPentes@cpwadv.com.

**Kevin McIntosh**  
Kevin McIntosh is a freelance copywriter. See his portfolio at [www.kevinmcintosh.com](http://www.kevinmcintosh.com)

## visit [cscasonline.org](http://cscasonline.org) today

### TOOL TIME

## FIREWORKS 4 OR PHOTOSHOP 6?



Photoshop



Fireworks

Oh no... it's happened again. The heavy hitters in the web graphics industry have given us new versions, Adobe Photoshop 6 and Macromedia Fireworks 4. A common question I get in my web design classes is, "Should I be using Adobe or Macromedia products?" I wish I could

ing towards Adobe Photoshop 6 for your solution. The latest version of Photoshop gives you the ability to work with images that are going to be used for print, and then, using ImageReady 3, export them out as JPEG, GIF or PNG format – ready for the web. What it comes down to is

is the ability to add masking layers, which up until this point has been a major weakness of this software.

Second, what are you using for your web layout program – Macromedia Dreamweaver or Adobe GoLive? Each of these programs have additional features

sets, either program would be an appropriate tool for web content creation. However, changing applications midstream would probably be a waste of time.

Finally, what tool do you feel comfortable with? If you are coming from a print background, the Adobe line of software might suit you better. If you have multimedia experience, you may want to look toward Macromedia products to ease the transition to the web. There are several questions to think about when selecting web design tools. No matter what you decide, both Fireworks and Photoshop are solid tools that will get the job done when it comes to web graphics creation.

### Price Comparison. Adobe Photoshop 6: \$578 or upgrade for \$180 Macromedia Fireworks 4: \$270 or upgrade for \$140

MACZONE.COM 01/15/01.

come right out with a simple answer, but it's not that simple. Let's take a look at some of the points you should consider before you making a commitment to learning either of these new products.

First, consider the delivery methods of the media you are creating. If it involves both web and print, you should be look-

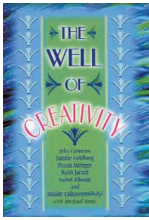
the ability use CMYK color separations in Photoshop – you can't do that in Fireworks 4. In defense of Fireworks, it has better features for creating web artwork with JavaScript integration. One of my favorites is the ability to create fly out menus with graphic rollovers – a JavaScript nightmare. Also, another key feature in Fireworks 4

that will integrate them with their graphic counterparts. Both programs enable seamless updates of artwork site wide and editing of artwork from within the application. In future versions of these programs, you will see tighter integration between GoLive/Photoshop and Fireworks/Dreamweaver. With such similar feature

**Josh Cavalier**  
Josh Cavalier is the director for Interactive Fun! [www.i-fun.com](http://www.i-fun.com)

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# DRINK FROM THE WELL



As I stated in my last book review, I am all about the quick read. I love books that allow me to read a little bit now and come back later to read a

bit more and not feel like I have missed out on the big picture. The Well of Creativity is a collection of interviews by Michael Toms with several renowned practitioners, authors, teachers and researchers of the creative process.

Each chapter offers a unique view on the nature of creativity and inspired me to take a closer look at myself and my own creative processes. I found myself more motivated to step out of my comfort zone and commit to being more creative which is what we all aspire to do. A few of the interviewees get a little too deep and long winded at times but the benefit I received far out weighed the bla blas...

**Tricia Snead**

*President CSCA*

*Creative Director for Concentric Consumer Marketing*

3AM

# CONVERSATIONS WITH MY BRAIN INTERVIEWED BY MY HEART

Heart: So brain, what's going on with you and this need to achieve thing?

Brain: Yea, I know, It's this driving force to be prove something. But I'm haunted by this issue....I guess like a self doubt thing. Actually most of this got started when you came up with this "artist" idea.

Heart: Ouch, don't let me get you started. Why can't you just chill and love everybody like I do?

Brain: Kinda too buzzy for that trivial bullshit... I gotta survive dude. I got all this anxiety in me that has to become something big.

Heart: Oh I see. It's sounds like something's gotcha on the run.

Brain: Yea you got me there. All that doodling in high school is now paying off. I'm going big time now. Sometimes it get's a bit stressful, but I have no problem projecting onto the people around me.

Heart: Whadda you mean "projecting"?

Brain: It's easy. Day to day if some asshole pisses me off I can just project my self doubt onto them. You know, talk shit about them to others. That way I don't have to blame myself for my own self doubt. It makes me feel better. It allows

me to blame the external world for making me feel a certain way even though I really know it's me causing my own pain.

Heart: That sounds harsh. Doesn't that screw up your relationships ultimately?

Brain: Yea, but hey it's a cruel world and I gotta look out for you know who.

Heart: Well I can't sign up for that program but I can just try to get along and do the right thing. Oh yea and Brain...

Brain: Yes Heart? Heart: I Love You.

Brain: Okay Meltdown time. Dammit! your always friggin right.

**Anonymous typical artist type**



PHOTO ILLUSTRATION BY JIM MCGUIRE. Jim McGuire is a local photographer. See his portfolio at [www.jimmcguire.com](http://www.jimmcguire.com)

MARK THESE DATES

## THIRD THURSDAYS

**February 15, 2001**

Derek Powazek - Web Design

**March 15, 2001**

Jesse Hartland - Illustrator

**April 19, 2001**

The One Show

**May 17, 2001**

Photographer

**June 21, 2001**

Annual Reports

**July 19, 2001**

Packaging

**August 16, 2001**

Art Director

**September 20, 2001**

Technology

**October 18, 2001**

3rd Annual Pumpkin Carving

RESOURCE BOX

## FREELANCING IN CYBERSPACE



If you're a freelancer looking for clients or a manager seeking expert help for a project, you can now meet your match on eLance Inc.'s Web site, [www.elance.com](http://www.elance.com). This site posts opportunities for freelancers in fields such as web design, accounting, financial planning, tutoring, software development, writing, translating, photography, and even legal work. Online collaboration tools include a global billing and payment system, work space file sharing, and quality guarantee programs designed to maintain high standards of satisfaction.

Over 200,000 businesses and individuals from more than 140 countries are registered to conduct work using eLance;

40% of transactions are completed across international borders. From Bombay to Boston, from Singapore to Sweden, eLance is changing the way the world works.

To protect the intellectual property rights of the work done by freelancers (also known as "content creators"), eLance has teamed with Trymedia Systems ([www.trymedia.com](http://www.trymedia.com)), a company that specializes in secure transactions of digital goods. For instance, when you post your photography portfolio on eLance's Web-based marketplace, no one can print it out, copy it, or save it until it's been paid for.

HTTP://WWW

## INSPIRATIONAL WEB LINKS

- [nucifora.com](http://nucifora.com)
- [duncanchannon.com](http://duncanchannon.com)
- [webreference.com](http://webreference.com)
- [commarts.com](http://commarts.com)
- [howdesign.com](http://howdesign.com)
- [creativepro.com](http://creativepro.com)
- [shockwave.com](http://shockwave.com)
- [crumpledpapers.com](http://crumpledpapers.com)
- [design-agency.com/project](http://design-agency.com/project)
- [eyewire.com/magazine/gallery](http://eyewire.com/magazine/gallery)
- [coolhomepages.com](http://coolhomepages.com)

Do you have a web link that has inspired you? Share your favorite sites with other CSCA members.

Email them to: [shanes@charter.net](mailto:shanes@charter.net)

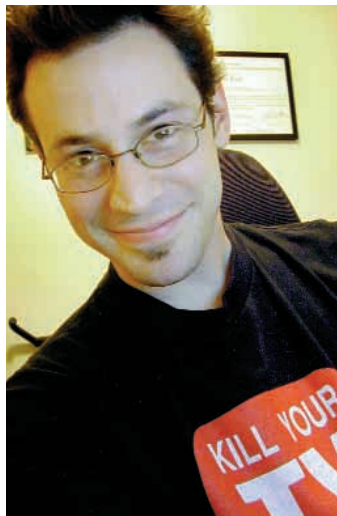
**Stay Tuned! CSCA is planning an incredible Web development hands-on workshop series – you won't want to miss it.**

UPCOMING

# DEREK M. POWAZEK

### Professional troublemaker

Derek M. Powazek is a freelance web designer, writer, consultant, and professional troublemaker. He's worked in the web biz since there was one as everything from a webmonkey to a creative director. Along the way, he created the Powazek Productions, including [fray.com](http://fray.com), [kvetch.com](http://kvetch.com), and [sfstories.com](http://sfstories.com). His experience over the last 6 years in the web have taught him a lot about the way communities form on the web and how design matters in that process. He's currently working on a book on that very topic called Design for Community, to be published by New Riders in April. For more on Derek, see [www.powazek.com](http://www.powazek.com)



### Thursday, February 15 Paradox Films and Design

2219 Freedom Drive, Charlotte  
704-333-5266  
[www.paradoxfilms.com](http://www.paradoxfilms.com)

6-7 pm - Eat, Drink, Network  
7-9 pm - Presentation, Q&A

Please RSVP 704-556-6511

Directions - [www.ciscaonline.org](http://www.ciscaonline.org)

Full-time student - \$5  
Non-members - \$25  
Individual membership - \$195  
Corporate membership - \$365



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INSIDE THE MIND OF DEREK M. POWAZEK

## Q&A

### What is your favorite cartoon character?

Linus from the Peanuts. You know, the one with the blanket. I still miss my blanket.

### Your favorite website?

Oh I couldn't possibly have a favorite. I have been spending a lot of time at [k10k.com](http://k10k.com) lately, though, and so should you if you're into design.

### The worst movie you've ever seen?

Battlefield Earth. I like Sci-fi. I even like bad Sci-fi. But Battlefield Earth wasn't even bad Sci-fi. Battlefield Earth was like removing your brain with a hook, running it over with a 16-wheeler, dragging it from Fresno to LA on Highway 5, and then putting it back in your head and walking out of the theatre. There should have been a class action suit against John Travolta by everyone who ever saw that movie to get our two hours and seven bucks back.

And really, I'm being nice about this.

### Who are your strongest influences?

I actually try to be influenced as little as possible. Over time, all of my heroes turned to clay and I realized that I can't

make anything for them anymore. It's better to just make things for the audience, or yourself.

But in my dark moments I still hope to someday make a magazine half as cool as David Carson, write a song with a quarter of the barnyard lust as Tom Waits, or captivate an audience one tenth as well as PT Anderson.

### The defining moment in your career?

Getting fired from HotWired for writing a personal story. <http://www.fray.com/work/stoked/>

That put me on the road I'm on today.

### Do you have a pet? If yes, what is it?

Yes, a cat named Spoo. She's ... well ... spooky.

### Your second choice as a career?

Web designer.

### What musical style inspires your creative juices?

DJ Shadow is my working music of choice. Anything he touches turns wonderful.

## CREATIVE JUICE

### CJ02 Credits

#### Editors

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Jennifer Gaddy

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[www.shookdesign.com](http://www.shookdesign.com)

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Shane Sellers

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Tricia Snead

#### Special Thanks

##### Printing

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Charlotte, North Carolina  
28206  
704-596-1800

##### Paper

Printed on Carnival  
Blue White  
80 text  
Smart Papers  
[www.smartpapers.com](http://www.smartpapers.com)  
For samples call  
1-800-443-9773

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