

# **Editorial Illustration**

## **Project 3**

**Fall 2025**

# Lisa's Signature Mac & Cheese



1. BOIL 4 cups elbow macaroni according to directions on box

- Pepper
- 2 tsp. Salt
- 2 Tbsp. flour
- 2 Cups milk
- 1 Cube butter
- Lots of cheese

2. MELT 1 cube butter



4. RETURN to heat Slowly ADD 1 Cup milk while stirring



3. REMOVE from heat STIR 2 Tbsp flour



5. ADD 2 tsp salt and pepper to taste SOMEONE on low heat until sauce is barely boiling



6. MIXED Lots of cheese (we buy pre-shredded)



7. LAYER in 9x13 inch pan



- Cheese
- Sauce
- Macaroni
- Cheese
- Sauce
- Macaroni

8. PREHEAT oven to 300° COVER with foil and BAKE for 45 minutes or until cheese is bubbly, removing foil for the last 10 minutes

Serve and Enjoy!











# THE SICK YETI

Illustrated by: Branche Coverdale

Written by: Cathy Olmedillas

"I don't feel well!" moaned The Yeti.

The Yeti had turned a strange shade of green in the last couple of hours.

His best friend Layla had no idea what to do. She didn't think yetis could get sick.

"How do you exactly feel?" , she asked, increasingly concerned.

"I feel like I am lying on a dinghy boat  
in the middle of a rough sea!"



"Let's try what Grandma gives me when I am sick," said Layla.

"Plenty of orange juice and some dry toast. 'Sunshine in a glass,' she calls it!"

Deep down, The Yeti worried drinking something of that colour may turn him for the worst. Still, he gulped it, too polite and too weak to argue. Layla grabbed a book and started reading it. Lulled by his friend's soothing voice, The Yeti had trouble keeping his eyes open.









## CAN BATL

M

# BCNMÉS



¿TOMAMOS LAS RIENDAS?

## CAN BATLLÓ







### NEDERLAND IN DE VERKEERDE RICHTING

IN 2007 ZAG MEN VAN DE  
JONGEREN DAT NEDERLAND  
TOEGE IN DE VERKEERDE  
RICHTING ONTWIKKELDE  
NA 67% IN DE LEREN, VOE IN  
DAT PHASIS WEDEROM

### WEINIG VERTROUWEN IN POLITICI

IN 2007 ZAG MEN VAN DE  
JONGEREN 'NIET ZO VEEL' DE  
'HELEMAAL NIET'  
VERTROUWEN IN HENNER IN  
POLITICI, MO IN DAT 74%.

### VERTROUWEN IN DE PERS KELDERT

IN 2007 ZAG MEN VAN DE  
JONGEREN 'NIET ZO VEEL'  
DE 'HELEMAAL NIET'  
VERTROUWEN IN DE PERS IN  
KAPPAE, IN 2007 WAS DAT  
NOM 67%.

TEXST  
THUIS BROEIJEN EN SANDER KLEIJ

ILLUSTRATIES  
AARON EN TUMMELWONK ARIJN

## Vernieuw de democratie!

*Jongeren zijn bang voor de toekomst, stemmen  
massaal op de PIV en hebben weinig vertrouwen  
in de kiezer: in grote getale pleiten ze voor een  
test voor je mag stemmen. Dat blijkt uit onderzoek  
van I&O Research in opdracht van Vrij Nederland.  
De boodschap: we moeten als de blikken op zoek  
naar nieuwe democratische vormen.*

ONDERZOEK





## Arm Yourself to Win

A new book by Jim Champy reveals how small, high-growth companies are creatively beating the competition in tough times.

**I**N THIS ECONOMIC DIP, THE LESSONS found in Jim Champy's new book, *Outsmart!* (\$22.99), should prove particularly apt for any business owner looking to grow. The management consultant who co-authored the bestselling *Reengineering the Corporation*, Champy introduces us to entrepreneurs who thrive amid chaos by outsmarting and outpacing their competitors. Here are a few of their stories.

ILLUSTRATIONS BY VON R. GLITSCHKA

### DO EVERYTHING YOURSELF

A RARE AND STUBBORN GROUP OF LEADERS HAS BUCKED THE outsourcing wave of the past two decades and outsmarted rivals by doing it all themselves. In theory, outsourcing is a positive—a firm can cut expenses while maintaining long-distance control and may benefit from its partners' expertise. But when a product must be tailor-made for each client or when it must meet exacting standards, outsourcing might be the wrong path.

*Reprinted by arrangement with Jim Champy, from his book Outsmart!, published by Financial Times Press © 2008 Pearson Education Inc.*



# Book Review

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## Suburban Suffering

By Geoffrey Wolff

**CHEEVER** A Life. By Blake Bailey. Illustrated. 770 pp. Alfred A. Knopf. \$35.

Following John Cheever's death from cancer in 1982, at the end of his life's work as a novelist and story maker, his reputation as a writer and human, despite his alcoholism — indeed abetted by his recovery from it — was at a zenith. But many more of Cheever's words were yet to be published. His letters appeared in 1988, and in 1990 and 1991 excerpts from his journals appeared in serial installments of the *New Yorker* — home since 1935 to 121 Cheever stories.

For a writer celebrated for his control of his characters' inner lives, for a husband and father notoriously prickly about his expression of the suburban proprieties — the crewneck Shetland sweater and khakis, the plummy faux-Brahmin accent, the adoring Labrador at his feet, the woodpile neatly stacked and grass hand-scythed — here was scandal in full spate, sludge flooding over his family and friends. Even Susan Cheever — who in "Home Before Dark" (1984) had detailed her father's alcoholism and sexual ambivalence and emotional cruelty — could not have imagined the character Cheever had been at pains to record in his journals (though Scott

Continued on Page 8







# Map the new freelance landscape

In an ever-shifting market it pays to move with the times. We look at how you can progress into 2011's key freelance growth areas



Illustration by Aaron Miller  
Can't you make a living what would you register for?  
All: Building ideas from concept to creative completion  
[www.aaronmillerillustrations.com](http://www.aaronmillerillustrations.com)

With budgets thin and multi-platform coming as standard, clients expect ever more from freelancers. Much talented is the order of the day, so it's worth considering how to expand your skill set to open up new opportunities. For many illustrators, the lure of the third dimension is both appealing and increasingly accessible. "I've not claim space for professional 3D type illustrators," says London-based freelancer Charles Williams. "I managed to create some good stuff in Illustrator and Photoshop, but proper 3D input would have been useful. I'm going to start with Cinema 4D, although the interface looks like a little. It looks like the cockpit of a fighter jet."

Many of Williams' clients have been forced through bad and error but he plans to invest in training to help overcome the steep learning curve for

CAD. "I'm looking forward to being able to create 3D works without the use of a million layers in Photoshop," he says. For Brighton-based business Neil Doolan, bringing his work to life through motion graphics is the goal for 2011. "I want a better understanding of After Effects," he says. "I'd like to set direct a whole project, creating the illustrations and sharing the technical aspects with a specialist animator." Based in Cologne, designer Magdalena Dzierżewicz is also fascinated with motion. "It's a whole other world," he enthuses. "I love to see illustrations animated into amazing clips, and have always dreamed of doing the same with my work. It's time to step up my game." Based in London, freelance designer Simon Williams envisions to sharpen up his design skills with a training course at book agency Confront. "Good training is

worth investing in," he believes. "It saves time and really sets you up properly." Specialising in children's book illustration, W&A Design has a stronger grasp of design and a stronger grasp of design. "I don't design, but I can help to expand my web design and type skills to take on more ambitious projects." Some opportunities have passed me by directly because of my limited technical know-how," he admits. "I don't design to diversify, I could and I'm standing still." It's a sentiment that rings true with Manchester-based Matt Smith, who built his freelance reputation on his Flash skills but now works across interactive digital media and keen to work on high-profile, recently ditched his slow Flash template in favour of using Mr Boom. "Getting out of my comfort zone in 2011 is key for me," he explains.

Although his main business of choice remains Flash, Smith intends to experiment with other technologies such as Processing and openFrameworks, as well as design projects. "A good working knowledge in a range of technologies makes you a more interesting prospect for clients," he points out. "The application skills that you need even to change with these demands," reflects fellow interactive specialist Paul Wyatt. "Now it's all about integrating social media." For Wyatt, emerging tools such as Fluid Casual and Acorn are already proving invaluable for prototyping and wireframing. "I always try to keep learning," he continues. "If you don't, you might as well stop working."

Getting out of my comfort zone in 2011 is key for me," he explains.

## Top 5 freelance skills for 2011

When time is tight, you need to select your training carefully. So which new skills are crucial, and which can retreat to the back burner?



**1. Start thinking interactively**  
For Paul Wyatt, mobile devices will be crucial in 2011 - from apps to digital magazines. "It's not a bandwagon, but a change in focus that every creative needs to embrace," he argues. "We'll hopefully see a convergence of skill sets: there's no better time for interactive designers to learn more about print, and vice versa."



**2. Move into the third dimension**  
With a passion for illustrated typography, Scottish freelance Steven Bower is keen to tackle 3D in 2011, starting with Cinema 4D. "I've dabbled in 3D using the limited engine that Illustrator has, and it whetted my appetite for more control," he explains. "It's about creative progression, and adding value for clients. If we stand still, we'll lose out."



**3. Bring your creations to life**  
For London-based illustrator Jason Devine, mastering After Effects is top of his list. "I hope that being able to animate my work will give me an advantage, opening more doors," he explains. "I'm lucky enough to share a studio with two great directors, who've kindly been helping me with the learning process."



**4. Brush up on your legalities**  
Based in London, Yang Fan plans to cover himself with better contracts after a recent dispute over stock photos. "I assumed the client knew I needed to be compensated for them, but they assumed the pictures were mine," he says. "I paid the price: my fault for not underlining it in the contract."



**5. Find new ways to spread the word**  
With over 18 years of experience in the design business, Chicago-based freelancer Dave Behr plans to start his own web broadcast in 2011 to spread awareness of his brand, Electric Line Studio. "I'm starting with a Popcam and seeing what happens," he says. "Nowadays, not only do people want to see your work, but they want to know the person behind it."













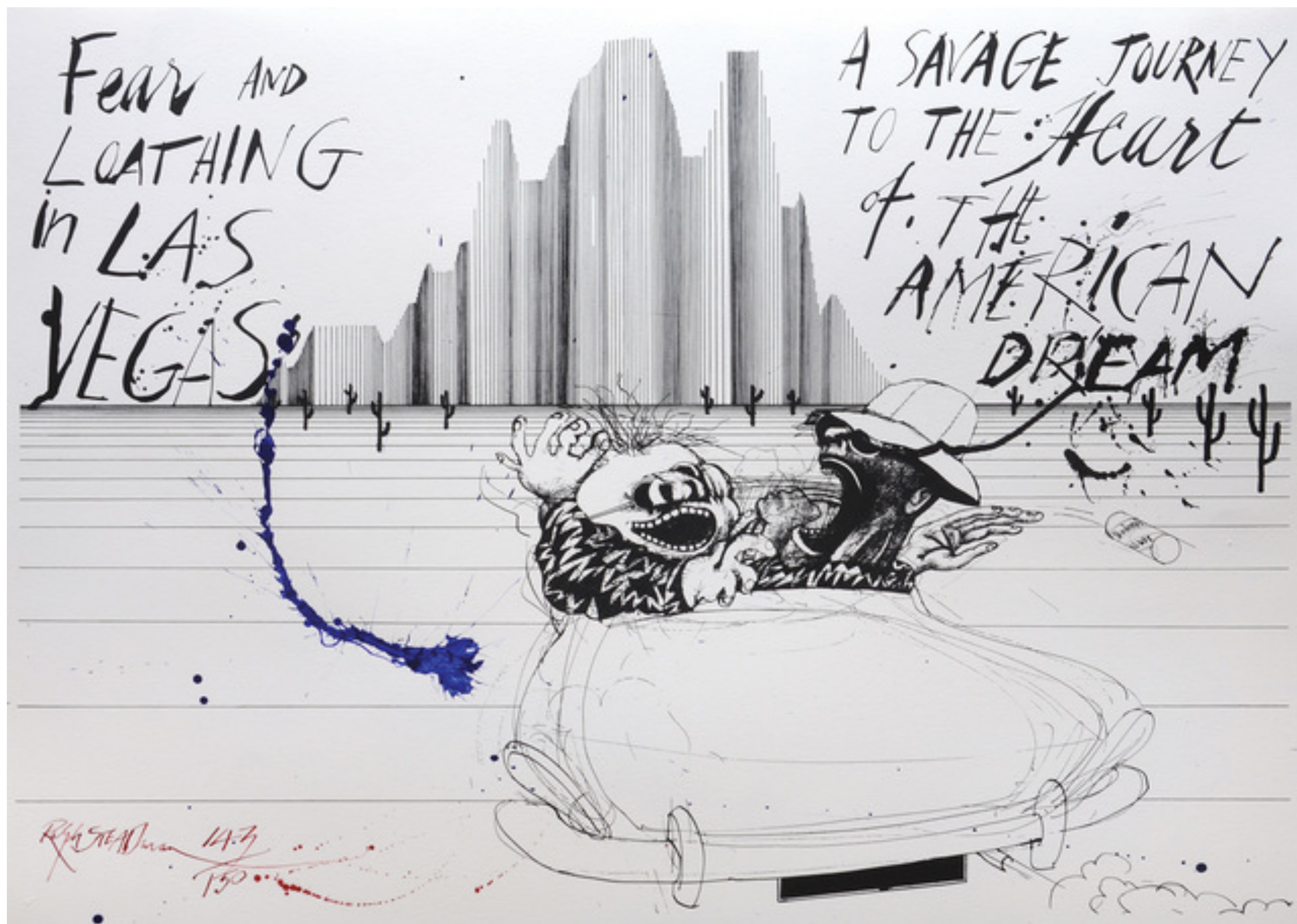
# THE BIKE ISSUE!

It's a big weekend for cycling in the District, so we've dedicated (nearly) our entire section to bikes. Read — and ride — on! 20

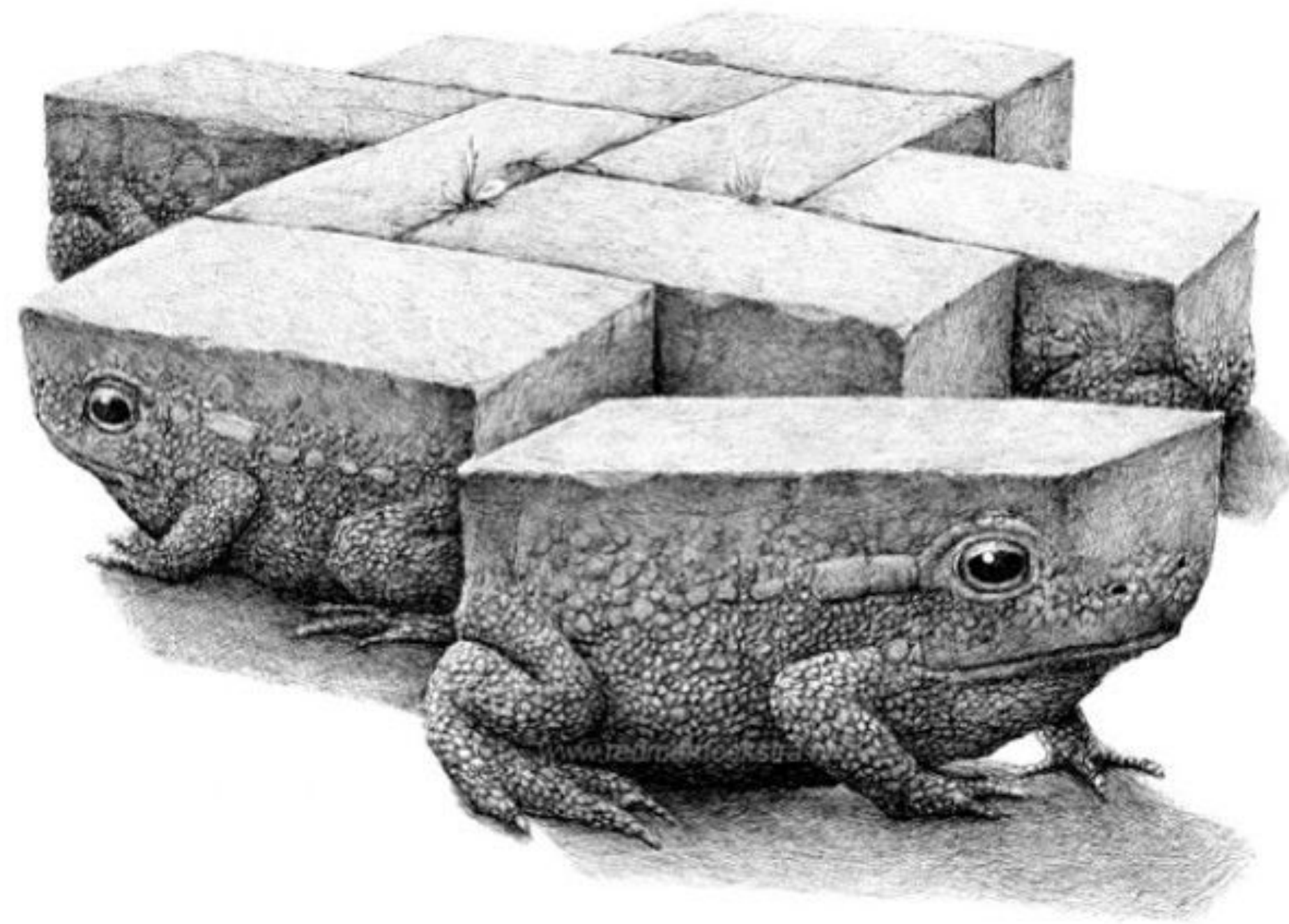


Fear AND  
LOATHING  
in LAS  
VEGAS

A SAVAGE JOURNEY  
TO THE Heart  
of THE  
AMERICAN  
DREAM







**Juxtaposition - placing two unlike elements together to form a new meaning, or combining elements**





**Juxtaposition - placing two unlike elements together to form a new meaning, or combining elements**





**Visual Analogy - This is like this because of this**





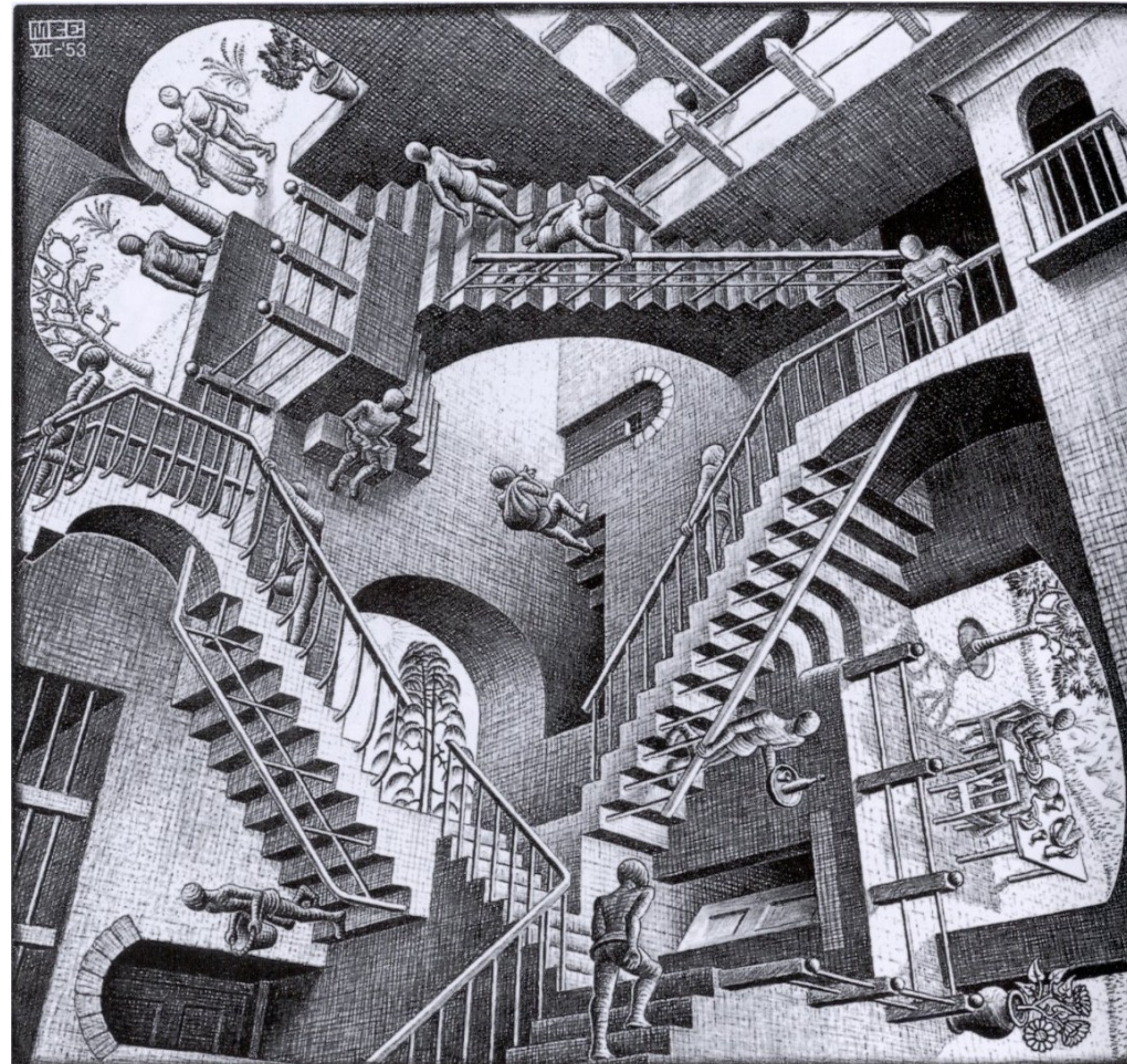
**Visual Analogy - “This” is like “this” because of “this”**





**Visual Paradox - Unnatural perspective or visual use of elements, optical illusion**





**Visual Paradox - Unnatural perspective or visual use of elements, optical illusion**





**Visual Metaphor - creates a visual equivalent to a concept to make an idea more clear**





**Visual Metaphor - creates a visual equivalent to a concept to make an idea more clear**