

# Visual Media Digest



» Creative Edition

Communicating the most important industry information, programs, and events for our members.

VISUAL MEDIA ALLIANCE

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DECEMBER 2017

## Canon Offers Vets Opportunities »

In November, Canon Solutions America, Inc., a wholly owned subsidiary of Canon U.S.A., Inc., announced its extended commitment to working with veterans through its first annual Veteran Outreach Open House. The event, which took place at Canon Solutions America's Park Avenue, New York office, offered veterans the opportunity to learn from executives and speak directly to Human Resources representatives about potential rewarding careers with the company. Canon Solutions America's event was held in conjunction with Wounded Warrior Project. Canon Solutions America plans to expand its inaugural open house event to other locations across the country in the coming months. **MORE**

# Canon

CANON SOLUTIONS AMERICA

## Entrepreneurship With Both Sides Of The Brain »



Dava Guthmiller

VMA Board Member Dava Guthmiller was recently featured in Forbes magazine in an article titled "Entrepreneurship With Both Sides Of The Brain" by Whitney Johnson, WOMEN@FORBES. Co-founder of Forty Women Over 40 to Watch. She writes, "Dava Guthmiller loves working at the intersection of art and entrepreneurship, or as she puts it, "blending creative brain with business brain." The Founder and Chief Creative Officer of Noise 13, a branding and strategy studio located in the Bay Area, Guthmiller got turned on to art in high school—"too much of a perfectionist for fine art; I was always throwing my stuff away." Her formal education is in design, but she was also honing her business savvy from early childhood. **MORE**

## Is the Museum of Ice Cream the Future of Culture? »



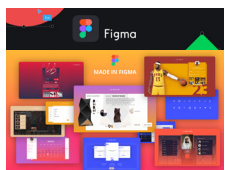
If Museums aren't careful, it might be, says a new study... The year is 2027. Your cousins are in town. You want to take them on an entertaining cultural excursion. So you pile into your self-driving car and head out, not to your local art museum—that would be so 2016—but to the Museum of Ice Cream, a grownup theme park custom-made for Instagram. Is this the future of American culture? A new study suggests that it might be. **MORE**

## When Websites Design Themselves »

Graphic design used to require physical work. To compose letterheads, business cards, brochures, magazines, books, and posters, you hunched over a desk or a light table. You cut and pasted paper or assembled metal type on a printing press. You processed 35mm film by hand, developing pictures in a darkroom with chemicals...In 1984, Apple's Macintosh arrived and changed everything...Today, we're on the verge of another revolution, as artificial intelligence and machine learning turn the graphic design field on its head again. By Jason Tselentis. **MORE**



## FIGMA Wants Designers to Collaborate Google-Docs Style »



Today's screens are far more advanced than the ones from 2007, but many of the tools graphic designers use to fill them with digital interfaces haven't changed much. In fact, a lot of designers still use Photoshop—the industry standard since before the iPhone days—to design the look of your Slack notifications and the layout of your Instagram feed. In the past few years, a crop of nimble newcomers has emerged to woo graphic designers away from Adobe's brawny graphics editor. The most popular is a tool called Sketch, which offers many of Photoshop's features but is easier to use and specifically made for interface designers. **MORE**

Sketch, which offers many of Photoshop's features but is easier to use and specifically made for interface designers. **MORE**

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### WHY LIVE ON THE EDGE

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### WHAT ARE YOU WAITING FOR?

**FedEx** Astounding FedEx Savings can help your bottom line, too. For VMA members who have taken advantage of VMA discounts with FedEx, the savings, especially in the Express service, have been dramatic. While some individual companies saved as little as \$4.95, many achieved \$1,000s—enough to cover their membership dues using only one program. On the high side, one member actually saved over \$80,000 in a single quarter. Contact Sue Benavente, [sue@vma.bz](mailto:sue@vma.bz), 415.489.7622.

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## Women in Business Communications Luncheon »



THU., DEC 07 • 11:30AM-1:30PM • SAN FRANCISCO

Do you feel steady and secure when it comes to your financial future? Although 78% of women say they have developed a retirement plan, for instance, only 29% say they are confident that they are doing a good job of planning for it. In a time when the future of retirement is uncertain, it's crucial to take a hold of your plan now. [MORE](#)

## Upcoming Events & Activities »

- 12/06 Management Webinar: Mastering the Consultative Sale | Online • 11am-12pm
- 12/07 Women in Business Communications | SF • 11:30am-1:30pm
- 12/07 Management Webinar: USPS Things You Didn't Know | Online • 12-1pm
- 12/08 Management Webinar: Employee Handbook 101 | Online • 10:30am-12pm
- 01/11 Management Webinar: Hiring, On-boarding, Managing Salespeople | Online • 11am-12pm
- 01/11 In/Visible Talks 2018 | SF • 8:30am-5pm
- 01/13 Color Conference 2018 | San Diego • 3 Days (**SPECIAL DISCOUNT**)
- 01/27 CrabFest 2018 | Oakland • 5:30-11pm
- 02/01 Management Webinar: Is Inkjet for Me? | Online • 11am-12pm

## Upcoming VMA Education & Training »

- 12/08 Responsive Web Design | San Jose • 9am-4pm • 1 Day
- 12/11 Camtasia Studio: Capture and Edit Screencast Movies | Online • 9am-4pm • 1 Day
- 12/13 Access Intermediate | SF • 9am-4pm • 2 Days
- 12/14 Illustrator Advanced | San Jose • 9am-4pm • 2 Days
- 12/15 Excel Expert Techniques | SF • 9am-4pm • 1 Day
- 12/20 After Effects Fundamentals | San Jose • 9am-4pm • 2 Days

[For more information or to register, please visit vma.bz](#)

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The implications aren't good  
**Ben Casselman**, *The New York Times*



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Most HR departments work as a tool of management  
**Rebecca Greenfield**, *Bloomberg*



#### A New Phone Comes Out. Yours Slows Down. A Conspiracy? No.

It's more about hungrier apps  
**Brian X. Chen**, *The New York Times*



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Lack of transparency creates lack of financing options  
*The Economist*

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## 14 Things Graphic Designers Say That Piss Clients Off... »

We don't intentionally raise the ire of the people we work with, but there are some realities about the business of marketing and graphic design that it seems a good number of inexperienced clients are particularly unresponsive to. For example: 1. "Low resolution web images don't change to high resolution when you print them on paper..." By Chuck Green at [Ideabook.com](#). [MORE](#)



## The 8 Biggest Typography Mistakes Designers Make »



The art of typography, at first, looks pretty straightforward: choose a typeface, fiddle with the size and perhaps alter the color, right? Wrong. The truth is, there's so much more to effective typesetting than that. Typography is an almost invisible art form; if successful, the care and attention put into setting type on a page will melt away effortlessly, leaving the content front and foremost in the eye of the reader. [MORE](#)

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