

HOW

INTERNATIONAL AND INTERACTIVE 2011 DESIGN AWARDS

272 WINNING DESIGNS IN PRINT & INTERACTIVE

TRADING PLACES
HOW YOU COULD
WORK ABROAD AND
KEEP YOUR JOB

5 SAVVY TACTICS
FOR CHOOSING
YOUR TARGET MARKET

THE 90-DAY PLAN
TIPS TO SUCCEED
AS A NEW MANAGER



fw media US \$14.95

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Display until April 18, 2011

Here's what's new in paper and stock photography.

PAPER

APPLETON COATED'S "U2 Throwdown—Battle of the Finishes" promotion demonstrates the attributes that make each finish ideal for certain types of imagery and printing applications. Showcasing the best finish for the job, Utopia Two (U2) and U2:XG Gloss, Dull, Matte and new U2:XG Ivory Matte are featured along with the other finishes in a head-to-head comparison. www.utopiapaper.com

MOHAWK'S new Via Printing and Paper promotion represents the best of Americana with a mix of cultures, open spaces and travel. It was designed by AdamsMorioka. www.mohawkpaper.com

PAPERSPECS has launched a gallery that highlights paper and printing at its best in six categories: annual reports, brochures and marketing collateral, invitations and cards, letterhead and identity, packaging and "uncategorically good stuff." www.paperspecsgallery.com

SAPPI'S "The Standard 4: Scoring & Folding," was designed by Kit Hinrichs of Studio Hinrichs, in collaboration with Trish Witkowski of FoldFactory.com. The spiral-bound book includes examples of different folds with instructions for production. www.sappi.com

STOCK PHOTOGRAPHY

SHORPY.COM is a free online resource for vintage high-res photos. Most of the photos on the site were extracted from reference images from the Library of Congress research archive. www.shorpy.com

OOPS!

The following contributors were omitted from the credits for "Holiday 2009—Permission to Wish," an Outstanding Achievement winner featured on page 58 of the January 2011 issue: Angela Reid, Ethan Johnson and Steve Murray.

On page 56 of the January 2011 issue, Rachellynn Schoen's name was misspelled in the credit for the Merit winner Project Tour Books.

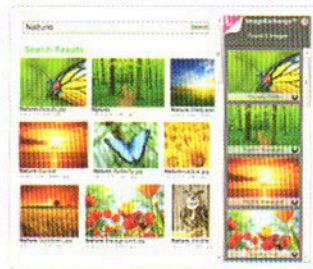
Image Sleuthing

Do you ever stumble upon an online image that would be perfect for your current project and wish you could find out who owns it and how to purchase it? With ImageExchange from PicScout, you can. ImageExchange is a free web browser add-on that helps you identify the source for 70 million royalty-free and rights-managed images. And more images are added every day.

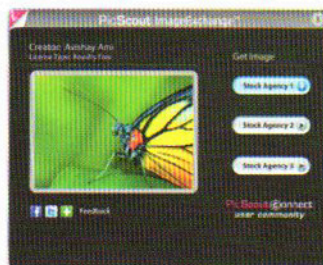
The latest version of ImageExchange features a new interface that prominently displays a right-hand panel in your web browser that instantly identifies and filters licensable images and each image's license type. This allows you to access the exact image you want and connect to the image's licensing information. It also includes social media buttons so you can instantly share images you like with clients and co-workers.

For more information on ImageExchange and to download the latest version, visit www.picscout.com/imageexchange.

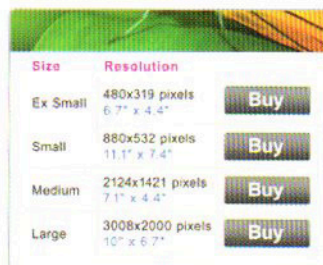
1 Search/Find



2 Connect



3 License



CALENDAR

MARCH

MARCH 5

HOW's Promotion Design Awards

Submit your best promotional work in categories such as client, designer, pro-bono, personal and student.

Winners will be showcased in HOW's 2011 Self-Promotion issue, and Best of Show will win a trip to the 2012 HOW Design Conference.

FEES \$65 per single entry; \$90 per campaign entry; \$35 per student entry; \$55 per student campaign

FOR MORE INFORMATION (715)445-4612, ext. 13430; self-promo-competition@fwmedia.com; HOWdesign.com/promotiondesignawards

APRIL

APRIL 1

HOW's In-HOWse Design Awards

This competition is just for in-house designers, allowing you to compete within your specific industry. Winners will be showcased in HOW's January 2012 issue. Best of Show wins three registrations to your choice of the 2012 HOW Design Conference or the 2012 InHOWse Managers Conference.

FEES \$65 per single entry; \$90 per campaign entry

FOR MORE INFORMATION (715)445-4612, ext. 13430; HOW-competition@fwmedia.com; HOWdesign.com/in-howse-designawards

JUNE

JUNE 22-24

HOW Design Live: Creative Freelancer Conference & The Dieline Package Design Conference

The Creative Freelancer Conference is for designers, copywriters, illustrators, photographers and other creative solopreneurs. And new for 2011, The Dieline Package Design Conference addresses challenges and opportunities for packaging designers.

WHERE Hyatt Regency, Chicago

FEES varies; group and multi-event discounts available
FOR MORE INFORMATION www.howdesignlive.com

JUNE 24-27

InHOWse Managers Conference

As an in-house design manager, you know that juggling your myriad roles can be tough. Come join fellow designers who understand your unique challenges at the conference where design and management meet.

WHERE Hyatt Regency, Chicago

FEES varies; group and multi-event discounts available; early bird deadline April 1
FOR MORE INFORMATION www.howdesignlive.com

JUNE 24-27

HOW Design Conference

This year's event covers creativity, technology, production, career development, business and in-house advice. The conference will run back-to-back with HOW's Creative Freelancer Conference and The Dieline Package Design Conference, and concurrently with the InHOWse Managers Conference, all in Chicago.

WHERE Hyatt Regency, Chicago

FEES varies; group and multi-event discounts available; early bird deadline April 1
FOR MORE INFORMATION www.howdesignlive.com