

No apologies for 'Cricket' contest winner

This is another in a series of lessons on art and drawing by special columnist David Messing. He has taught for eight years and operates an art store, Art Store and More, 18774 Middlebelt, Livonia. Messing encourages questions and comments from readers. You may write him at his store or c/o Observer Newspapers, 23352 Farmington Road, Farmington MI 48024.

By David Messing
special writer

A month or so ago I announced that I was having a contest. Anyone could enter. You were supposed to come up with a logo and symbol for a fictitious jean company called "Cricketts."

I asked that the art work be camera-ready. The entries were to be in by Oct. 23.

Well, it's over. After looking carefully at each entry, I have put the results in today's Artifacts. I hope you enjoy reading about the contest, even if you didn't enter.

Art contests are like learning patience. You don't gain patience until you are pushed to the end of the patience you already possess. There you have the choice to re-evaluate and grow in patience or simply lose your patience and become upset.

When you win an art contest you possess the winning prize and enjoy the moment greatly. But it seems to me that you learn more from losing than you do from winning.

Of course, everyone is different, but when I win or do well in a contest I think "yeah! For my next painting I will do..." On the other hand if I lose or show poorly, I ask myself, "Did I over-paint, or under-paint, did I over-express or understate, was I too bold or too vague, etc.?" So the art contest is like patience — if you win, you are happy. If you lose, you can win by learning to re-evaluate yourself.

BUT LET'S TALK about a winner. David Brichford is a winner. David is 25 years old, tall and sports a handsome beard (of course, his beard isn't as nice as mine, but it looks good on him). David has (take a deep breath) a bachelor of science degree in architecture from Lawrence Institute of Technology, 1980.

He must be pretty versatile because he is doing engineering drafting for



Diclemante-Siegel Engineering firm. David admits that drafting is rather boring and wishes to move more into the area of design in architecture. However, with the building trade depressed as it is, David's architectural goals are temporarily on hold.

But the Lord never closes a door without at least opening a window somewhere. So David is finding a new love, which is commercial design. He told me that in architectural design, you are constrained by codes, and in advertising design you are free to do whatever looks good.

So David is attending classes at the Center for Creative Studies in Detroit. There he hopes to make his already-excellent portfolio a little more commercial looking.

Let's look at the winning design. The stitching bordering the pocket breaks to form the outline of the grass, and on the tallest blade of grass sits a very clean and stylized cricket. It is no accident that the shorter blade of grass slowly leads your eye towards the symbol.

"SOMEWHERE BETWEEN..."

cept and rendering, the logo shrunk to become a little too small on the pocket design," David admits.

But what a logo! In designing a logo you try to capture the feeling or cognition of the name. To me David's cricket logo looks somewhat oriental, which conveys a "kung-fu in blue jeans" feeling. Or at the risk of being too biological, the strokes comprising the letters make me think of an insect's legs.

The execution of the lettering is excellent. Notice that the first C and the second C are identical. The illustration accompanying the pocket design is done with halftone screens, pen and ink. Truly a piece of (camera-ready) art. If a picture is worth a thousand words then I will take a break and let you look at David Brichford's art work.

Now before some of you get severely bummed, I know what you are thinking: "It's not fair to compare my work to David's because he has a degree in design."

If I have learned anything in business it is to apologize. I say "I'm sorry" all the time. If I am out of certain stock or late framing a picture or even be-

hind in my work, I always must say "I am sorry."

I even apologize for things I have no control over, like unemployment, inflation and poor weather. "I'm very sorry."

But I am really sorry about not dividing this contest into age groups. Some middle schools made the cricket contest part of their lessons. I had some entries from high schools and some from adults or young adults. So I will offer another contest in a couple of weeks and there will be three divisions. Again, I'm really sorry.

I WOULD LIKE to mention, however, when it comes to ideas, Central Middle School in Plymouth is loaded with 'em. Greta Schurstein wasn't content to use bugs for the symbol. She chose to use the game for her symbol. Her pocket design was two cricket paddles crossed. Below she added copy reading "... it's not just a game anymore."

Joann Bitale came up with a pleasing and usable design. Joann's design was four diagonal lines with a little cricket on one of them, but it worked well.

Tammy or Tommy Brown had a good concept with a cricket jumping into a folded pair of jeans with the copy underneath reading, "Jump Into Cricketts." This kid has got to become an artist because the signature is already illegible.

In designing a logo, sometimes the type face that best fits the name is unexplainable. It just looks good. So it is with Laura Zolowski's cricket logo design. It is kind of angular and pointy and sort of straightish yet it conveys a feeling... a cricket feeling.

Carrie Calhoun came up with a convincing looking "CJ" stitch design and a nice placement of the logo.

Brenda Barne came so close to what I imagined for this contest that I would like to award her a \$10 gift certificate and an Art Store & More T-shirt.

Her design has a cricket jumping onto the pocket from the left and off to the right. Here the lines of his bounce become small as he comes to rest on the sewn tag on the right pocket. Very good, Brenda.

ASIDE FROM the winning entry, the three best illustrated designs would be those of Diane Gels of Northville, Barbara Gosney of Garden City and Grant Carmichael, a student at Central. Also, thank you for the many good entries from Ladywood High School. The students of Ladywood had very interesting designs and clever copy to go with them. Now don't forget to look for the next contest.

Artifacts

One last note I would like to end this article on. I once golfed with my uncle... once. His ability in the game is too far above mine.

When I drove the ball I had the sometimes-good, sometimes-bad aspect of seeing where the ball landed. When Uncle Clair drives the ball, his tee usually lands somewhere in the vicinity of my ball. His ball, though out of sight, will assuredly be in the middle of the fairway.

After a few holes with my uncle, I feel like my clubs are those giant fluorescent plastic golf clubs for little kids. Instead of reaching for, and learning from, his excellence, I quit trying. Don't let this happen to you in art.

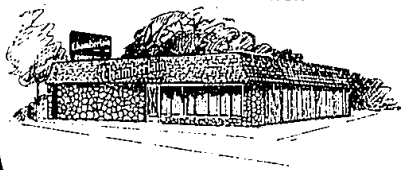
Quitting is a decision only you can make. It is not forced on you. So look at David's design and illustration. Even if he is more educated or shows greater ability than you, this is an opportunity to grow.

Instead of running, start reaching. Instead of quitting, keep competing. As a matter of fact, I'm even going to try golfing with my uncle again... so long as he buys and goes halves on the cart.

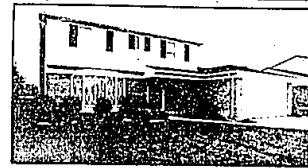
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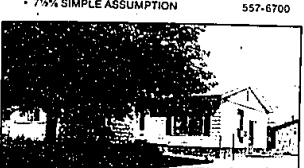
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