

Buyer has choice

Ultimate option — condo or 1-family

Options, as long as there aren't too many of them, have always had an appeal for buyers — even house buyers — or maybe especially house buyers.

Now, the Herman Frankel Organization, which has developed and built 10 percent of the houses in West Bloomfield, has what may be the ultimate option.

Frankel's newest model, "The Park Villa," can be either a condo or a single-family house.

"There are definitely two life styles accommodated with this plan," Frankel said. "And we're covering all the bases when we give our customers the choice. Our present buyer for single homes is the growing family."

"With the option of this plan as a cluster condo, we will be appealing to the family whose children are grown, who no longer wish the maintenance chores of a single-family home."

And while the Park Villa, with its broken roof lines, staggered elevation, even a picket fence, bay windows and a covered porch, has exterior warmth and charm, it is designed for contemporary living.

THE CLUSTER condominium version of it will be built in a new section of The Park at Bloomfield Lake, called Woodcliff. This secluded wooded section is open now.

As single-family houses, they will be in The Park at Bloomfield Lake.

Within the 3,322 square feet of living space, there is a great room, three bedrooms and a library and space for two more bedrooms. Typical of Frankel houses, it is the luxury treatment and attention to detail that make them popular.

The kitchen is large and bright with lots of storage space. A Thanksgiving dinner for a large family and informal

suppers for two or 20 could be managed with hardly a care.

The European-style cabinets and counters are devoid of sharp corners and edges. Coupled with the informal eating area that flows from it, it becomes today's version of the country kitchen.

The master bedroom suite with studio ceiling and fireplace is like a world unto itself.

THE THREE walk-in, walk-around, closets are ample and then some. Two of them are in the dressing room area with built-in large vanity and basin.

The 11-by-18-foot bathroom has an elevated oval tub and a surrounding floor of tile, along with a separate stall shower. Windows over the tub give an open, light feeling to the attractive area. There is a second full bath plus a powder room.

The 24-by-24-foot great room has an

expanse of window wall, a fireplace and a built-in bar.

The vaulted ceiling of the library gives this room both dignity and beauty. The lines are clean and yet, pleasantly traditional.

Interior designer Richard Tolbert did the model, which, with landscaping, is \$249,900. Base price for "The Park Villa" is \$229,900.

The model is open noon to 6 p.m. every day except Thursday. The information center for The Park is on Rolling Ridge, south off Lone Pine between Middlebelt and Orchard Lake. For information, call 628-3502.

The library, with an identity all its own, provides for casual relaxing away from the formal living room and dining rooms.



Commercial art: the goal or a chance to pay bills

By David P. Messingstaff writer

In the last Artifacts column, I listed some of the qualities and contents of a good portfolio. When I speak of a portfolio, I am primarily thinking of commercial art.

Of course, there are different types of portfolios. A water colorist may have a much different portfolio than an architectural designer. Your portfolio is merely a selection of art work you have done in the past.

If, for example, you were asked to illustrate something technical or cartoon a job safety manual

(whether you were paid for it or not) these are things that are valuable in your portfolio. If someone else thought you were capable to do these illustrations, then the next person might feel easier about commissioning you.

I am reminded of Wayne, a friend who trims and cuts down trees. When he is on a job he is usually approached by people in the neighborhood who ask him to do work for them too. Because their neighbor trusted him and felt he was capable, they are more likely to give him a job.

If your portfolio consist of pastel puppies and watercolor barns then you should seriously think of building a commercial portfolio. One reason is money. In commercial work, a fee is expected.

LET'S SAY a man opens up a sporting goods store. Let us also say that he hires your neighbor as a stockboy. Now one day he mentions his need for an artist to design a logo and a symbol for his new business. So your neighbor says, "I have an artist neighbor who could do the job."

So now what do you do? Show the man who needs a logo your pastel puppies or watercolor barns? Of course not. This is one case where you leave your portfolio home. Simply meet the man and ask pertinent questions about his business and what the name signifies. "Logo" simply means name. So ask him if he wants to look like he has been in business for years, or if he wants something clean and modern looking. Ask about his ideas.

If he wants a symbol, what are the feelings he wants to convey? Then go home and sketch out five or six "roughs" and meet with him again to gain some feedback. Assume him also that this is the point to be outspoken. If he doesn't like any of your roughs, he should say so. Roughs are just samples of possibilities and they are disposable. If he likes one or two, then you can proceed with the job.

How much do you charge? This question should be dealt with before any finished work is begun. Which leads me back to my statement about money.

Artifacts

SINCE I also own a store, I know that the cost involved for operating a business is sometimes staggering. As a matter of fact when a customer asks if I own the Art Store, I usually say, "No, I owe on the Art Store. The bank owns it."

I know a cheap cash register is about \$600, store fixtures are one or two thousand dollars and an outdoor sign is anywhere from \$500 to \$3,000. So what business owner is going to drop over when you tell him you want one or two hundred for a design that is going to represent his business for years to come? That's not a lot when you consider how important a logo is to a business.

LET ME help you start something commercial looking in your portfolio. Contests are fun and this one is good incentive to try your hand at commercial art. What we will do is have a first prize of a \$25 gift certificate (big deal huh?) at the Art Store and More. We will print your design in the Artifacts column.

Since commercial art most often has restrictions, here are ours: The artwork must be on a 9x12-inch illustration board. The art is to be camera ready, black ink with grays done in ink wash, halftone screens, or ink ink shading.

Design a stylish logo and symbol for a fictitious designer jeans company. Let's say the jeans are called "Cricketers."

Be sure to show the design of stitching which is so regular on the back pockets. This should resemble an ad, that you might see in the paper. I will judge this by how you design and position the logo, smybol and pocket design within the 9x12 inch area.

CREATIVITY and cleanness of presentation are very important. All entries must be submitted by October 29th to the Art Store and More, 18774 Middlebelt Road, Livonia 48152.

Remember the logo means the name and how you write or print it. The symbol is what you choose to represent the name. Now I don't want to give any ideas but a good symbol for this contest might be a little black bug that goes... chirp... chirp.

Commercial art is a way to make a living, while waiting to sell paintings and drawings. When you are drawing and painting whatever you like, the chances of selling enough pieces of art to earn a living are slim. But when you paint or draw at the request of customers you can make a relatively good income.

I once had a very successful show at a local mall. To top off a great week I was asked to represent Michigan in the "Worlds Artist Guild" show coming to Michigan for the first time. I was so excited I couldn't even over-eat! (which is my usual mode of celebrating). The show came and they displayed my works under a large Michigan flag. I sold nothing in four days.

I was so embarrassed, I sent an apology to the governor. By the fifth day I was, as they say, "ready to die." Finally some little lady talked me down to \$35 on a painting and that was my sale of the week. Within a few days my bruised ego began to heal and I sold a design (which required little time) for \$200. As I watched this business man clutching my design and giggling with joy, I remembered haggling with that lady over a couple of dollars. It was then I began to really appreciate commercial art.

So whether you are a high school student, college student, housewife, or a business man, I would like you to try this "Cricketers" design contest. Remember I want to see the logo, symbol and a drawing of the back pocket design.

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.

Q. How do artists get such clean lines in their commercial lettering?

A. Most lettering is done by a computerized type setter. Highly stylized lettering is done with dry transfer type. What you might be referring to is lettering done with a long hair brush and ink, or even a felt tip pen. Draw or brush the word many times. When you find out you like, carefully ink it, and clean the lines. White-out or scrape off what you don't like. When it is reproduced the camera picks up the clean black lines.

The Peak of Perfection

Village

Coming soon
New and different condominiums
851-3500

Call: 851-3500
Herman Frankel



SPACIOUS RANCH
CUSTOM BRICK HOME WITH 2 full baths, remodeled kitchen, den, oversized closets, furnace 1 year, roof 8 years. Motivated seller. \$49,500. 559-2500.



BEAUTIFUL QUAD-LEVEL
FINISHED basement plus additional living space. Fully appointed kitchen, washer and dryer and excellent condition make it ready for you to move in. \$83,500. 559-2300.



GREAT COMMUNITY
LARGE LIVING ROOM with fireplace, refrigerator, stove, washer and dryer. Next door to school recreation. Library, etc. \$68,000. 559-2300.



IMMEDIATE OCCUPANCY
CHARMING 3 bedroom 2 1/2 bath ranch on a picture lot with a finished basement, central carpeting, refrigerator, stove. The covered porch lets you enjoy the summer sun while the fire keeps you cozy in winter. \$89,900. 851-1900.



OWNER TRANSFERRED
UPDATED kitchen, Jenn-Aire, formal dining room, cathedral ceiling in living room, 4 bedrooms, 2 1/2 baths, Colonial, priced to sell. \$94,500. 851-1900.



LARGE RANCH
FOUR BEDROOMS. Excellent location. Custom built for entertaining. Large den has private entrance and adjoins to home office. \$129,900. 851-1900.



LARGE COLONIAL
FOUR BEDROOM home with 1 1/2 baths, large kitchen, formal dining room, family room, new furnace and hot water heater put in 1978. Covered patio, large park-like lot backs up to woods. Shed. \$80,900. 477-1111.

Lathrup Village
559-2300

Westland
328-2000

Livonia
525-0990

Farmington
477-1111

Farmington Hills
851-1900

Livonia
261-0700

Plymouth
455-7000

Northville
348-6430

Real Estate
One, INC.

REALTORS

* 9 3/4 %

* One year adjustable rate mortgages. 10.17% annual percentage rate based on a \$60,000 mortgage balance at a term of 30 years. \$429.68 per month.

• It's available and we know where it is.
• Quality now for the house you want not the one you have to take with higher rates.
• Our "financing experts" can help you. Call us now. You'll be glad you did.

FARMINGTON
BANK FORECLOSURE offers special terms on this one bedroom Condo overlooking a wooded ravine in downtown Farmington area, community club house offers an indoor pool for year round activity. \$28,880. 851-1900.

BEAUTIFULLY MAINTAINED 3 bedroom brick ranch with 2 full baths. Finished rec room with wet bar, stove and refrigerator. Immediate occupancy. \$57,500. 477-1111.

FARMINGTON HILLS
CUSTOM BUILT 3 bedroom ranch in secluded area, 1/2 acre lot with lots of privacy. Super condition with Florida room and pool. Immediate occupancy. \$75,900. 477-1111.

NOVI
SPACIOUS 4 bedroom colonial with 2 1/2 baths, central air. Basement, 2 1/2 car garage. Big lot. Close to shopping and schools. \$114,900. 348-6430.



EXPANSIVE COLONIAL
FOUR BEDROOM home on the commons of Independence Commons. 27 x 15 family room with stove, fireplace, den, 2 car garage with extra storage room. Patio and close to shopping and expressways. \$141,900. 477-1111.



LAKE FRONT
IMMACULATE TRI-LEVEL Open, spacious. Brick patio, 3 bedrooms, den, dining area. Family room. 6HAPPI \$83,900. 348-6430.



EXECUTIVE RANCH
CUSTOM BUILT with beautiful country settings, heated in-ground pool. Very large family room, enclosed patio and finished rec room. Move in condition. Immediate occupancy. \$154,900. 477-1111.

Michigan's Largest Real Estate Company