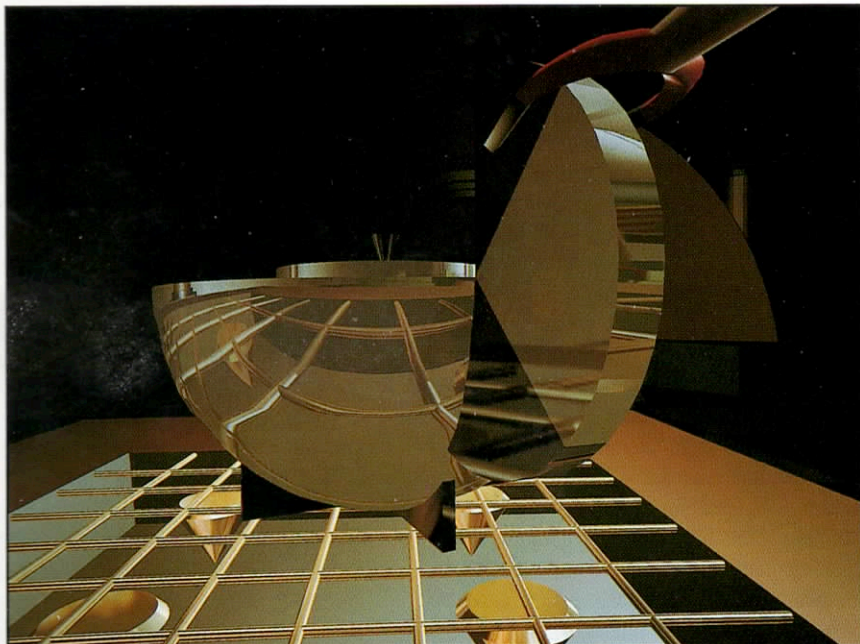


National Computer Graphics Assoc. Hosts Program, Apr. 27



Shelley Lake's "Teapot" —
1987 AT&T Truevision Award Winner

A clear trend in the design profession is the merging of video and print technologies.

The traditional methods employed by graphic designers are being challenged by an array of computer graphics products and services. Designers are under tremendous pressure to work in formats compatible with existing prepress standards. What is emerging is a seamless electronic mechanical containing text, page layout and halftone information. But can systems help designers to be more productive? Better designers? Or are the industry claims merely hype. Find out on April 27th, when the Arizona Chapter of the National Computer Graphics Association hosts "Innovations: Video to Print."

The first part of the presentation, which begins at 7:00 p.m., features Los Angeles-based graphic designer Ms. Shelley Lake. A three-time Clio Award winner, Shelley's been designing with computers for the past fifteen years. "In the early days, it was a lot more difficult. The hardware was available but the necessary software was still in the developmental stage. We had to wait for the technology to catch up with our imaginations." Catch up it did. Shelley's work on *The Last Starfighter* at Digital Productions won an Academy Award for Scientific and Technical Achievement in 1984. If you're interested in video animation for advertising or

broadcasting, you won't want to miss this exciting and accomplished speaker.

Following Shelley's talk will be a presentation by Graphic Trust, a Scottsdale design firm which specializes in the design and production of quality color printing. "A clear trend in the design profession is the merging of video and print technologies," explains James O'Brien of Graphic Trust. Using one of Shelley's images, the firm created a full color, high resolution page by developing an electronic link between an inexpensive IBM PC-based design system and a Scitex prepress system. This allows page layout and retouching to be performed at a much lower cost, while providing the designer the flexibility to look at many more design variations.

Packaging, catalog design, advertising and industrial design are key areas where the impact of these system is being felt. If you're responsible for equipment purchases or supervise a graphic design facility, plan to attend this informative presentation. Admission is \$8.00 for NCGA members, \$15.00 for nonmembers. It will be held at the Hilton Pavillion, 1011 West Homes Avenue in Mesa, across from the Fiesta Mall. Take the Alma School Road exit off the Superstition Freeway. For more details, call NCGA President Frank Harrison at 233-8635 during office hours.

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