



QUESTION ABOUT GX FONT

Great magazine. One of my favourites to read! I enjoy reading Nick Shinn, Bob Connolly and, well, I just can't name them all!

My favourite articles this edition were Ron Giddings' *PhotoRetouch Pro* and Bob Connolly's *mp4* article. The *OpenType* article is very interesting, too. You seem to choose subject matter that is always relevant to today's top issues for creative professionals. Keep up the good work!

By the way, what is the serif font you use for the body copy? I am interested in typography and it looks like it is based on Cartier but I am not sure exactly what it is.

MICHAEL RYZNAR
RYZNAR DESIGN
BURNABY, BC

[Nick Shinn elaborates: Electra, the standard body copy font used in Graphic Exchange, was designed for Linotype in 1935 by the person who invented the term "graphic designer", Boston illustrator, designer, lettering artist and puppeteer William Addison Dwiggins. Against the contemporary historicism of the types favored by the quality presses and the harsh modernism of those used in the mass media, W.A.D. designed something to please everybody, streamlining and "electrifying" the traditional forms—note in particular "the flat way the curves get away from the straight stems" as he put it.]

ANTENNAE ARE UP

There's something about GRAPHIC EXCHANGE that just doesn't quite add up. Half the ads seem to be rewarded with 'quid pro quo' editorial

copy—except for Adobe which, in the June 2002 issue, seems to have dispensed with display ads altogether and simply advertises through your editorial copy. Hmmm. I'd love to audit your books. My 'editorial integrity' antennae are on red alert. Your obvious bias against Quark was the tip off.

When GRAPHIC EXCHANGE first came out, I thought it might be a source of objective information about the rapid pace of development in graphic arts. What was I thinking? You were cagey for awhile but it's now clear you're just like the legions of other 'advertorial' publications polluting the cultural landscape.

DONNA LINDENBERG
NEWPORT BAY PUBLISHING LIMITED
VICTORIA, BC

[Editor's reply: We forwarded your letter to Adobe in the hope that it might spur them to write us a cheque, but we're still waiting. Darn.]

MISSING FROM ALBERTA

I was disappointed to note that The Northern Alberta Institute of Technology was not included in the *Directory of Canadian Graphic Schools* (GX August, 2002).

LARRY BUREAU, PROGRAM CHAIR
GRAPHIC COMMUNICATIONS PROGRAMS
NORTHERN ALBERTA INST. OF TECHNOLOGY
EDMONTON AB

[Editor's reply: Sorry for the omission, Larry, but better late than never: Northern Alberta Institute of Technology, School of Applied Media and Information Technology Graphic Communications Department, 11762-106 St, Edmonton AB T5G 2R1, website www.nait.ab.ca, telephone 780.491.3156, fax 780.491.3160. For more information, e-mail larryb@nait.ab.ca

GOT A COMMENT YOU THINK WE CAN PRINT?

E-MAIL
MAIL@GXO.COM
OR FAX
416-961-0941
OR SNAIL MAIL TO:
C/O THE PUBLISHER
GRAPHIC EXCHANGE
25 ELM AVENUE
TORONTO ONTARIO
CANADA
M4W 1M9

SHAKE CORRECTION

I just want to start off by saying that your magazine is great. It's informative and a great way for the staff to keep in touch with the latest trends and technologies.

I wanted to point out an error on page 29 of your latest issue [GX July/August]. In your Shake article you mention it is priced at \$200. I got excited for about three seconds and then realized it was impossible. It is in fact priced at US\$4950! That is actually a good price considering what this killer app is used for. Once again keep up the great articles.

RICO ANTONUCCI, WEB/GRAPHIC DESIGNER
VENTURE GRAPHICS
MONTREAL QC

[Editor's reply: Don't you hate when that happens? Yes, we spotted this error—alas, as it was being printed on press.]

SURVEY SNIPPETS

[Editor's note: In August, we sent out our annual reader survey. Here are a few of your comments.]

With the field being as wide and diverse as it is, you're do-

ing a great job of hitting marks. Some issues are more relevant than others, but it's always a must read.

W. TYLER DEANE, DIRECTOR CLIENT SVCS
THE GDC GROUP
ST. CATHARINES ON

Very timely, current info. I also like the tone of your publication...doesn't take itself too seriously. Thanks.

LAUREL BROWN, PUBLICATIONS OFFICER
WESTERN CANADA LOTTERY CORP
STETTTLER AB

Most professional magazines have followed the trend toward allotting ever greater space to website design, digital video and games animation. Gladly, you have resisted this trend in large part. I am not interested in "popular" issues—I can find that type of info anywhere. I need assistance, insights, hints that will allow me to grow as an illustrator and print media designer, maximizing my time and my abilities, Photoshop use, page layout, innovative ideas, new software/hardware. I love your magazine. Keep it up.

IGNATIUS FAY, ILLUSTRATOR
PHACOPS PUBLISHING
SUDBURY ON

(continued)

LETTERS

Great publication with a very valuable and appreciated Canadian perspective. Great variety of material with excellent writers. Would like to see even more about smaller inkjet printers and digital still technology.

NORMAN HATTON, PHOTOGRAPHER
NRH PHOTOGRAPHY
TORONTO ON

GRAPHIC EXCHANGE is the only magazine that I read cover to cover religiously.

ANDRE LEDUC, MANAGER
ANDRE LEDUC ASSOCIATES
MISSISSAUGA ON

One of the single most influential publications that I read.

SAM JOHNSTON, REPRO COORDINATOR
CHINOOK HEALTH REGION
LETHBRIDGE AB

So glad you're Canadian based. The magazine keeps getting better and better.

KATHRYN DEL BORRELLO, DESIGNER
H.B. FENN AND COMPANY LTD.
BOLTON ON

It's great to have a graphics/digital era magazine with a Canadian slant.

MARK VIOL, PHOTOGRAPHER
RAVENSHOE GROUP
MARKHAM ON

It's great to see a fine magazine from Canada.

DARREN BERNAERDT, PRESIDENT
DARREN BERNAERDT PHOTOGRAPHY
RICHMOND BC

All of us at FreeFall Magazine find the content of GRAPHIC EXCHANGE enlightening and we refer to articles in back issues. Keep up the good work.

SHERRING AMSDEN, MANAGING EDITOR
FREEFALL MAGAZINE
CALGARY AB

Excellent Canadian magazine!

MARCO DELUCA
SWIFTPIXEL INTERACTIVE
LONDON ON

Love your content mix right now. More of the same would be great. But higher quality design and illustration throughout would not be unwelcome.

GREG WHEELER, ASSOC. CREATIVE DIRECTOR
MEDIAPLUS ADVERTISING
OTTAWA ON

Some interesting info and tips in GRAPHIC EXCHANGE that I don't get from other Mac-based publications (i.e. MAC-WORLD). Also good new product updates. Keep up the good work. Your covers are suitably "out there"...

STEPHEN WEED, PRESIDENT
TEMPO GRAPHICS INC
LONDON ON

The magazine is perfect as it is.

CHARLES CAMPBELL, COMMUNICATIONS MGR
WIC IDEAL GROUP
DRUMMONDVILLE QC

I read your magazine from cover to cover. And sometimes the topics of your articles are so timely I think you're reading my mind—keep up the great and useful mag.

ALICE KRECHOWICZ
GRAPHIC DESIGNER
TORONTO ON

Would like to see more diversity in terms of cover illustrations (different artists) and more imagery inside the mag.

DEREK LEA
TORONTO ON

I always look forward to reading your mag as soon as it arrives.

TRACY PARKER, GRAPHIC DESIGNER
CITY OF TORONTO
TORONTO ON

GRAPHIC EXCHANGE is my link to lost loops. I started too early, floundered in isolation, tried too many answers, achieved clutter, mastered nothing. An occasional feasting on GRAPHIC EXCHANGE awakens my appetite...to shake off the techno marvel of the fleeting moment, quickly...Thanks (often and again).

FRANK DAVIES, GRAPHIC DESIGNER
UNIMUNDUS
TORONTO ON

No more naked women on the covers, cover art could be more contemporary. The inside information is great—we wish we had more time to read it.

ANNIC LAVERTU, DESIGNER
GRIFFINTOWN MEDIA
MONTREAL QC

Great publication, intuitive articles that stab the matter right to the point and influence present and future buying decisions. Go like a Mac truck...

LUIS BETTENCOURT
PRINT MAXIMUM LTD
TORONTO ON

I really appreciate your discussion of typographic issues.

DONALD STANTON, GRAPHIC DESIGNER
WAPLINGTON FORTY MCGALL
TORONTO ON

Great layout to the magazine. Love subjects on typography.

CAL BELBIN, PRESIDENT
BELBIN & ASSOCIATES
TORONTO ON

For a magazine with "graphic" in its name, and being sent to designers, this is possibly the ugliest magazine I have ever seen. The general design and typography is appalling.

STEVE MANLEY, GRAPHIC DESIGNER
OVERLEAF DESIGN LTD.
TORONTO ON

We use GRAPHIC EXCHANGE as a reference to creativity—new ideas and a guide for improvement.

JEAN JOLIN, SENIOR PHOTOGRAPHER
PARCS CANADA
QUEBEC QC

Nobody is doing anything on CorelDraw. I'd like to see a little more on that—maybe some tips and tricks—PC & Mac. Maybe a Canadian showcase of designs and designers. Thanks for the great mag.

DERRICK BUDGELL, GRAPHIC ARTIST
BLACK RAVEN GRAPHIC
CALGARY AB

Great magazine.

DARLENE DEWELL, ART DIRECTOR
THE TORONTO STAR
TORONTO ON

Excellent publication. As a photographer, not a graphic artist/designer, I need help in combining basic Photoshop and Illustrator knowledge into more professional self promos and client deliveries—it's a bit below your level.

DEREK LEPPER, PROPRIETOR
DEREK LEPPER PHOTOGRAPHER
WHITE ROCK BC

You rock harder than Hades!

TIMOTHY HUDSON, CREATIVE DIRECTOR
IDEALIZED IMAGE COMMUNICATIONS
TORONTO ON

Would like more focus on graphic applications in retail.

ANA FERNANDES, CREATIVE DESIGN MGR
THE BAY
TORONTO ON

Your magazine is great. Would you please do more articles on printing, prepress, and maybe a little more Windows-based information.

SHERI HULAN, PRESIDENT
FREELANCE GRAPHICS
GRANDE PRAIRIE AB

There is never too much Adobe Photoshop material, ideas and help. Tips and how-to's are welcomed.

GORD JOHNSON, OWNER
GORD OF EDMONTON
EDMONTON AB

Always been an excellent reference. I liked the "print shop" material that was in the earlier editions.

WILLIAM GELLARD, GRAPHIC DESIGNER
HALIFAX REGIONAL MUNICIPALITY
HALIFAX NS

Although I am a photographer and am interested in photography-specific issues, I enjoy reading and learning about all the issue covered by your publication. Keep up the great work.

HENRY GEORGI, PHOTOGRAPHER / OWNER
HENRY GEORGI PHOTOGRAPHY
FERNIE BC

Keep up the good work, guys. Like both PC and Mac sections.

DENISE BECKENSELL, MANAGER
DEEZ GRAPHICS
DAWSON CREEK BC

Being in an environment that uses both Mac and PC, this magazine has helped me tremendously. I need to know what both platforms are doing. I don't need to know which one out performs the other. So it's nice to just get the facts, not opinions. Thanks a bunch.

CRYSTAL COCHRANE, GRAPHIC DESIGNER
MOUNT ROYAL COLLEGE-PRINTING SVCS
CALGARY AB