

Editorial Illustration

Project 3

Fall 2023

Lisa's Signature Mac & Cheese



- Pepper
- 2 tsp. Salt
- 4 Tbsp. flour
- 2 Cups milk
- 1 Cube butter
- Lots of cheese!

1. BOIL 4 cups elbow macaroni according to directions on box

2. MELT 1 cube butter

3. REMOVE from heat **STIR** 4 Tbsp flour

4. RETURN to heat **Slowly ADD** 1 Cup milk while stirring

5. ADD 4 tsp salt and pepper to taste **REMOVE** on low heat until sauce is heavily boiling

6. NEED Lots of cheese (we buy pre-shredded!)

7. LAYER in 9x13 inch pan:



8. PREHEAT oven to 300° **COVER** with foil and **BAKE** for 45 minutes or until cheese is bubbly, removing foil for the last 10 minutes

Serve and Enjoy!





RADAR GETS PERSONAL

TOP-END CARS USE RADAR TO AID PARKING, BUT THE TECHNOLOGY WILL SOON BE EVERYWHERE - FROM SMARTPHONES TO BURGLAR ALARMS AND BABY MONITORS. BY DAVID HANBLING

Radar is moving from expensive fridge-sized boxes to cheap, pocket-sized packages. In 2012, radar devices will start turning up in all sorts of unexpected places. It's not just about tracking aircraft any more. It's about cars, people and even trees.

All radar essentially involves bouncing radio waves off targets, measuring the reflected waves to calculate range, direction and speed. The challenge has always been expanding the useful signal from background clutter and noise. More computing power and improved algorithms mean that a clear signal can be extracted from even wildly noisy environments.

One widespread (SWR) radar shows promise for medical imaging. It uses waves that can pass through some solid objects, so it can see inside the body. SWR radar can monitor heartbeat and breathing without the need to attach wires or other sensors to the patient, making it especially good for newborns. It is also being developed as a quick, non-invasive way to measure blood pressure.

A team at the University of California is using SWR radar to identify breast cancer. They have shown that the radar image of a tumour can reliably be distinguished from the healthy tissue surrounding it. Radar offers an easier procedure than a breast X-ray, which involves uncomfortable compression, and is potentially quicker and cheaper - plus it does not expose the patient to radiation. The type of radar may also start to compete with ultrasound for other medical applications.

Radar does not require its own transmitter but can exploit radio waves that already surround us. Researchers at University College London have developed a mobile system using Wi-Fi signals to detect people, even through walls. A working person disrupts the Wi-Fi signal, and the system analyses these disturbances to locate them. A similar application will be to security at industrial installations.

Later in the book, Wi-Fi radar could drive a simple, reliable burglar alarm. It might be equally handy for continuously keeping track of babies or elderly people.

Top-range SUVs and other cars have radar that scans the driver ahead, blind spots and side impacts, as well as braking-distance radar, which maintains a safe distance from the car in front. Such devices are expensive, partly because of a lack of standards requiring radio manufacturers to share. New regulations, due in late 2012, will help resolve this. As with other features such as airbags, active radar will gradually become standard on all new cars. In the longer run, widespread in-car radar sensors will be a key element in driverless cars - from cruise control to "Car, take me home." Of course, the military are well ahead in this game, and have some of the most advanced sensors. It took a big push to create the technology into a \$100 package for Predator drones, giving them the power to pick out targets 2000 miles away. Since then, miniaturisation has continued, and in June 2010 the US Army commissioned a system for small drones which weighs less than 2kg.

You might even have your own personal radar shortly. IPCAST, the Institute for Development and Commercialisation of Advanced Technologies in Ohio, is leading a project to use smartphones as radar devices. This approach is based on the premise that the phone already includes the basic components needed for radar: a radio transmitter, a receiver, and plenty of processing power. One phone on its own is limited, but by linking several of them together, IPCAST researchers have effectively created a single large antenna. A whole range of apps - medical, security or sports - could follow.

In 2012 we can expect all sorts of radar to start showing the world in new ways. Some radar, like digital imaging, will become ubiquitous as engineers working it. David Hanbling is a London-based technology journalist and author.



THE SICK YETI

Illustrated by Branche Coverdale Written by Cathy Olmedillas

"I don't feel well!" moaned The Yeti.
The Yeti had turned a strange shade of green in the last couple of hours.
His best friend Layla had no idea what to do. She didn't think yetis could get sick.
"How do you exactly feel?" , she asked, increasingly concerned.
"I feel like I am lying on a dinghy boat
in the middle of a rough sea!"



"Let's try what Grandma gives me when I am sick," said Layla.
"Plenty of orange juice and some dry toast. 'Sunshine in a glass,' she calls it!"
Deep down, The Yeti worried drinking something of that colour may turn
him for the worst. Still, he gulped it, too polite and too weak to argue. Layla
grabbed a book and started reading it. Lulled by his friend's soothing voice,
The Yeti had trouble keeping his eyes open.

BELIEVE IT

OR NOT

THEY CAN BE SPOOKY. THEY CAN SOUND RIDICULOUS.

THEY CAN BE REAL. THEY CAN BE PLAIN ODD.

WHETHER YOU BELIEVE IN THEM OR NOT, SUPERSTITIONS HAVE STRANGE POWERS OVER US. HERE ARE SOME OF OUR FAVORITE ONES...

ITCHY NOSE? REJOICE!

IT MEANS YOU WILL HAVE NICE VISIONS REGARDING TO LOVE, OR YOU WILL RECEIVE MONEY, ACCORDING TO ANTS. WHOSE IT WILL BE VISIONS WITH MONIES!

SUFFERING FROM A FEVER?

TAKE AN ONION, CUT IT IN HALF AND PLACE IT UNDER YOUR BED. YOUR FEVER WILL BE GONE. BOSH. JUST LIKE THAT. MIGHT FIND YOUR ROOM IS A BIT SMELLY THOUGH.

APPLES HOLD THE SECRETS OF YOUR FUTURE.

CUT ONE IN HALF, COUNT HOW MANY SEEDS YOU SEE INSIDE AND THAT WILL TELL YOU THE NUMBER OF CHILDREN YOU WILL HAVE. SEVENTY-FIVE? ARE YOU THERE?

IF YOU ARE THINKING OF GOING TO BED STRAIGHT AFTER DINNER, DON'T. UNLESS YOU WANT TO TURN INTO A COW.

YOU ARE WALKING DOWN THE STREET, WAVING YOUR OWN BUSINESS WITH SARDINES. SPLAT!

A FISHMANS DECIDES TO ARREST HIMSELF IN YOUR HEAD. DON'T WORRY, AND DO WEAR YOUR FISHMAN TOWEL WITH PRIDE. IT AND LOVE YOU SARDINE!

WHAT A BAGUETTE. DO NOT THROW IT AWAY BECAUSE AFTER YOU'VE EAT A SLICE OF IT, JANE BELIEVE IT MAKES THE VIRGIN ROAD LONG.

IS YOUR MUM WAGGING YOU TO CUT YOUR FINGERNAILS?

WELL, YOU CAN'T. WHY? BECAUSE IT IS JANUARY. CUTTING FINGERNAILS ON A FRIDAY AT A NUMBER 11 BAD LUCK.

WANT TO KNOW A TRICK HOW TO PASS AN EXAM?

USE THE SAME PENCIL YOU REVISED WITH AND IT WILL REMEMBER THE ANSWERS. REALLY?

THE NUMBER 13 STRIKES TERROR IN SOME PEOPLE'S HEARTS.

FOR OTHERS, IT'S A LUCKY ONE. THOSE WHO HATE THAT NUMBER ARE CALLED **TRITHRIDENPHOBES**. THOSE WHO LIKE IT ARE CALLED **TRITHRIDENPHOPHILES**. (THIS LAST BIT MAY BE A JOKE.)

CATCH A FALLING LEAF IN THE AUTUMN AND YOUR LUCK WILL NEVER RUN OUT.

OH DEAR OH DEAR, HAVE YOU SPILLED SALT?!

NO LUCK THEN. BUT, TAKE PURE SALT AND THROW IT OVER YOUR SHOULDER. PHEW! NO LUCK AHEAD. A PHEW IS ENOUGH BY THE WAY, WE NEED TO THROW THE WHOLE POT OF SALT!

WHAT SOMETHING TO HAPPEN?

TRY THIS WITH OUT YOUR WHOLE TEACHING (OR MOUNTING ON) SWORD. THAT WILL APPARENTLY INCREASE YOUR CHANCES OF WORK WITH OTHERS THAT. THOUGH HOW YOU ARE LISTENING READING THIS HERE... WONDERS HOW... AYE, IT WORKS!

ARRANGING A FROG IS IN FOR

POWERS! NO MORE, THAT'S GOOD LUCK. ARRANGING A BIRD HAS ENTERED OUR HOUSE! DO FANG, THAT'S GOOD LUCK!



WANT TO KNOW HOW MANY CHILDREN YOU WILL HAVE? COUNT THEM. AND WANT OR DON'T WANT.





TEXST
 THUIS BROUW EN SANDER KLEIJ

ILLUSTRATIES
 TASSILO EN TUMMALINCHER KRIJGSLI

Vernieuw de democratie!

Jongeren zijn bang voor de toekomst, stemmen massaal op de PVV en hebben weinig vertrouwen in de kiezer: in grote getale pleiten ze voor een test voor je mag stemmen. Dat blijkt uit onderzoek van I&O Research in opdracht van Vrij Nederland. De boodschap: we moeten als de bliksem op zoek naar nieuwe democratische vormen.

ONDERZOEK



Arm Yourself to Win

A new book by Jim Champy reveals how small, high-growth companies are creatively beating the competition in tough times.

IN THIS ECONOMIC DIP, THE LESSONS found in Jim Champy's new book, *Outsmart!* (\$22.99), should prove particularly apt for any business owner looking to grow. The management consultant who co-authored the bestselling *Reengineering the Corporation*, Champy introduces us to entrepreneurs who thrive amid chaos by outsmarting and outpacing their competitors. Here are a few of their stories.

ILLUSTRATIONS BY VON R. GLITSCHKA

DO EVERYTHING YOURSELF

A RARE AND STUBBORN GROUP OF LEADERS HAS BUCKED THE outsourcing wave of the past two decades and outsmarted rivals by doing it all themselves. In theory, outsourcing is a positive—a firm can cut expenses while maintaining long-distance control and may benefit from its partners' expertise. But when a product must be tailor-made for each client or when it must meet exacting standards, outsourcing might be the wrong path.

Reprinted by arrangement with Jim Champy, from his book Outsmart!, published by Financial Times Press © 2008 Pearson Education Inc.

Book Review

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Suburban Suffering

By Geoffrey Wolff

CHEEVER A Life. By Blake Bailey. Illustrated. 770 pp. Alfred A. Knopf, \$35.

Following John Cheever's death from cancer in 1982, at the end of his life's work as a novelist and story maker, his reputation as a writer and human, despite his alcoholism — indeed abetted by his recovery from it — was at a zenith. But many more of Cheever's words were yet to be published. His letters appeared in 1988, and in 1990 and 1991 excerpts from his journals appeared in serial installments of the *New Yorker* — home since 1935 to 121 Cheever stories.

For a writer celebrated for his control of his characters' inner lives, for a husband and father notoriously prickly about his expression of the suburban proprieties — the crewneck Shetland sweater and khakis, the plummy faux-Braslin accent, the adoring Labrador at his feet, the woodpile neatly stacked and grass hand-scythed — here was scandal in full spate, sludge flooding over his family and friends. Even Susan Cheever — who in "Home Before Dark" (1984) had detailed her father's alcoholism and sexual ambivalence and emotional cruelty — could not have imagined the character Cheever had been at pains to record in his journals (though Scott

Continued on Page 8





Map the new freelance landscape

In an ever-shifting market it pays to move with the times. We look at how you can progress into 2011's key freelance growth areas



Illustration by Anne Miller
CA: You need a book, what about your laptop?
AK: Learning more, then contact us
www.computerarts.com

With budgets thin and multi-platform coming as standard, clients expect ever more from freelancers. Much is expected in the world of the day, so it's worth considering how to expand your skill set to open up new opportunities. For many illustrators, the lure of the third dimension is both appealing and increasingly accessible. "I've seen clients spend me for professional 3D type illustrations," recalls London-based freelancer Charles Williams. "I managed to create some good stuff in Illustrator and Photoshop, but proper 3D input would have been useful. I'm going to start with Cinema 4D, although the interface looks like a little. It looks like the cockpit of a fighter jet."

Many of Williams' clients have been found through lead and word-of-mouth, but he plans to invest in creating his own website for more learning, such as CAD. "I'm looking forward to being able to create 3D works without the use of a million layers in Photoshop," he says.

For Brighton-based business and digital branding expert Paul Dutton, bringing his work to life through interactive games is the goal for 2011. "I want a better understanding of After Effects," he says. "I'd like to do a whole project, creating the illustrations and sharing the technical aspects with a specialist animator."

Based in Cologne, designer Magomed Dzhurkov is also fascinated with motion. "It's a whole other world," he enthuses. "I love to see illustrations animated into amazing clips, and have always dreamed of doing the same with my work. It's time to step up my game."

Search-based illustrator Simon Williams envisions to sharpen up his inDesign skills with a training course at book agency Confront. "Good training is

worth investing in," he believes. "It saves time, and really sets you up properly." Specialising in children's book illustration, W&A Types has a strong grasp of InDesign and open up opportunities in editorial design, where you can learn to expand his web design and type skills to take on more ambitious projects.

"Some opportunities have passed me by directly because of my limited technical know-how," he admits. "If I don't attempt to diversify, I could end up standing still."

It's a sentiment that rings true with Manchester-based Matt Smith, who built his freelance reputation on his Flash skills but now works across interactive digital media and keen to expand his skill set. "I've been in favour of using my Flash templates in favour of using my HTML."

Getting out of my comfort zone in 2011 is a key for me," he explains.

Although he mainly specialises in creative writing, Paul Booth intends to experiment with other technologies such as Processing and openFrameworks, an open-source programming language, in personal projects. "A good working knowledge in a range of technologies makes you a more interesting prospect for clients," he points out.

"The application skills that you need seem to change with their demands," reflects fellow interactive specialist Paul Wyatt. "Now it's all about integrating social media." For Wyatt, emerging tools such as Fluid Canvas and Avare are already proving invaluable to prototyping and wireframing. "I always try to keep learning," he continues. "If you don't, you might as well stop working."

Top 5 freelance skills for 2011

When time is tight, you need to select your training carefully. So which new skills are crucial, and which can retreat to the back burner?

- 1. Start thinking interactively**
For Paul Wyatt, mobile devices will be crucial in 2011 - from apps to digital magazines. "It's not a bandwagon, but a change in focus that every creative needs to embrace," he argues. "We'll hopefully see a convergence of skill sets, there's no better time for interactive designers to learn more about print, and vice versa."
- 2. Move into the third dimension**
With a passion for illustrated typography, Scottish freelance Simon Turner is keen to tackle 3D in 2011, starting with Cinema 4D. "I've dabbled in 3D using the limited engine that Illustrator has, and it whetted my appetite for more control," he explains. "It's about creative progression, and adding value for clients. If we stand still, we'll lose out."
- 3. Bring your creations to life**
For London-based illustrator Jason Devine, mastering After Effects is top of his list. "I hope that being able to animate my work will give me an advantage, opening more doors," he explains. "I'm lucky enough to share a studio with two great directors, who've kindly been helping me with the learning process."
- 4. Brush up on your legislation**
Beverly-based designer Yung Lee plans to cover himself with better contracts after a recent dispute over stock photos. "I assumed the client knew I needed to be compensated for them, but they assumed the pictures were mine," he says. "I paid the price - my fault for not underlining it in the contract."
- 5. Find new ways to spread the word**
With over 18 years of experience in the design business, Chicago-based freelancer Dave Scher plans to start his own web broadcast in 2011 to spread awareness of his brand, Diacore Line Studio. "By starting with a Flipcam and seeing what happens," he says. "Nowadays, not only do people want to see your work, but they want to know the person behind it."





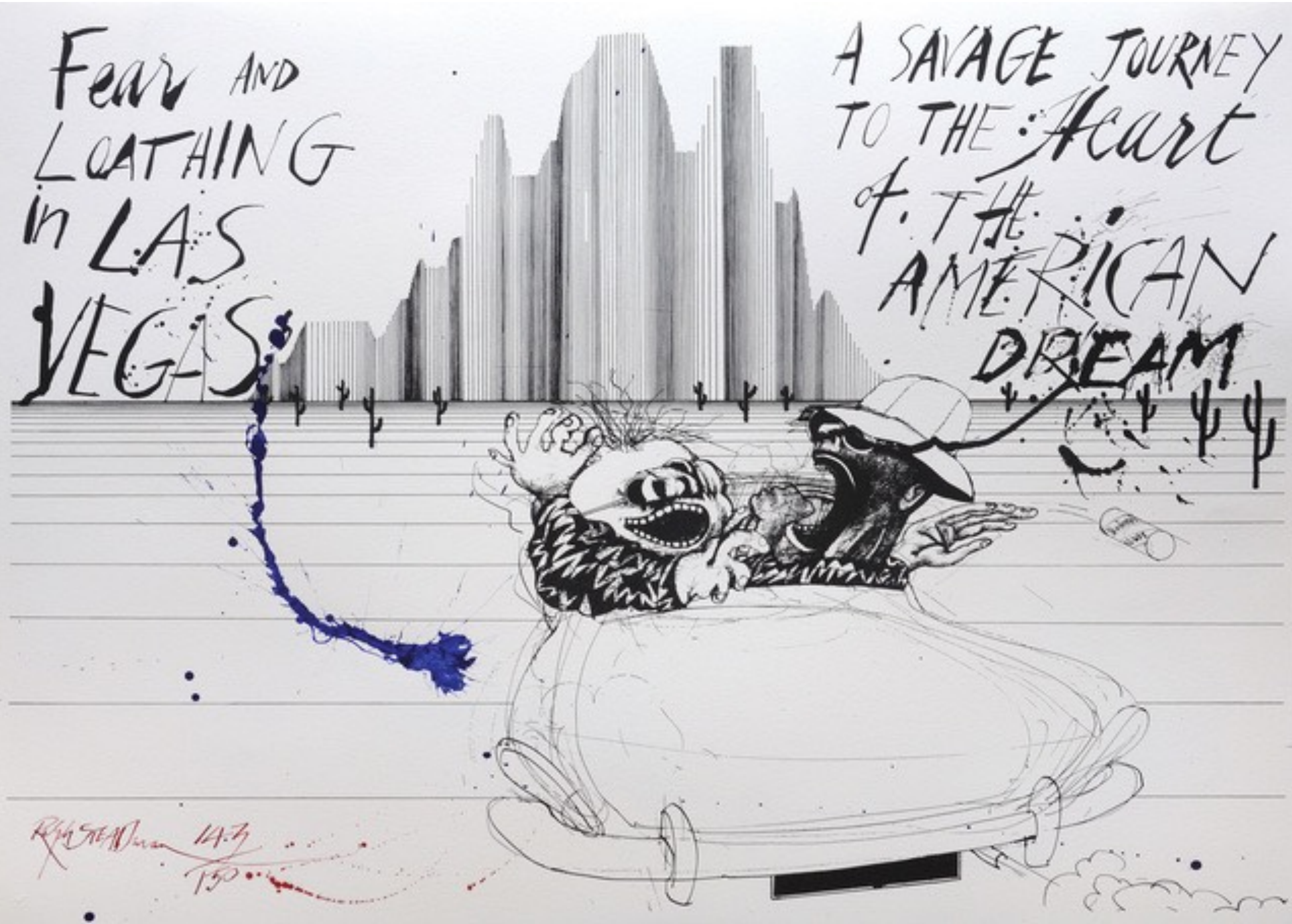


THE BIKE ISSUE!

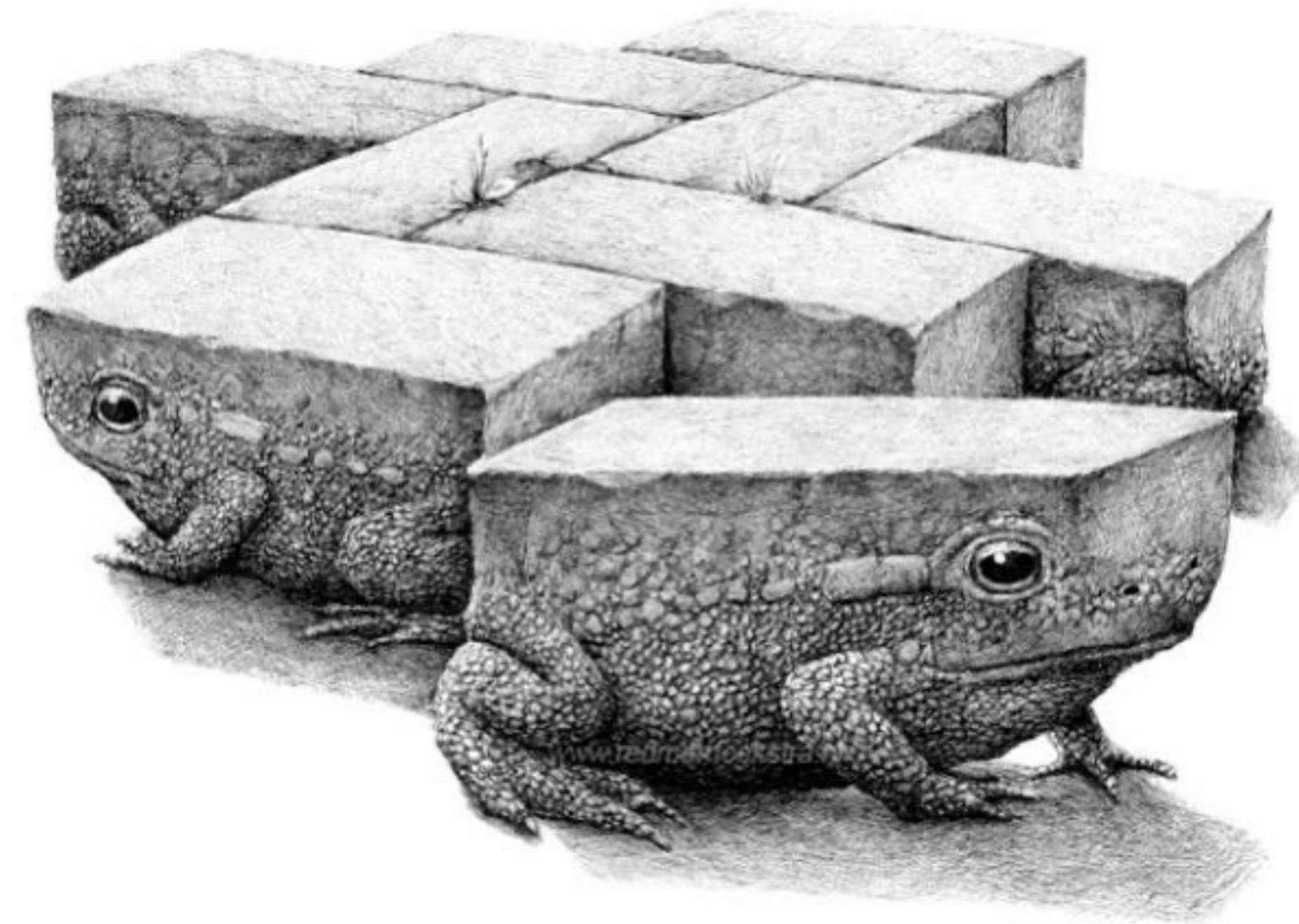
It's a big weekend for cycling in the District, so we've dedicated (nearly) our entire section to bikes. Read — and ride — on! 20

Fear AND
LOATHING
in LAS
VEGAS

A SAVAGE JOURNEY
TO THE HEART
OF THE
AMERICAN
DREAM



Rick Steadman 14.7
150



Juxtaposition - placing two unlike elements together to form a new meaning, or combining elements



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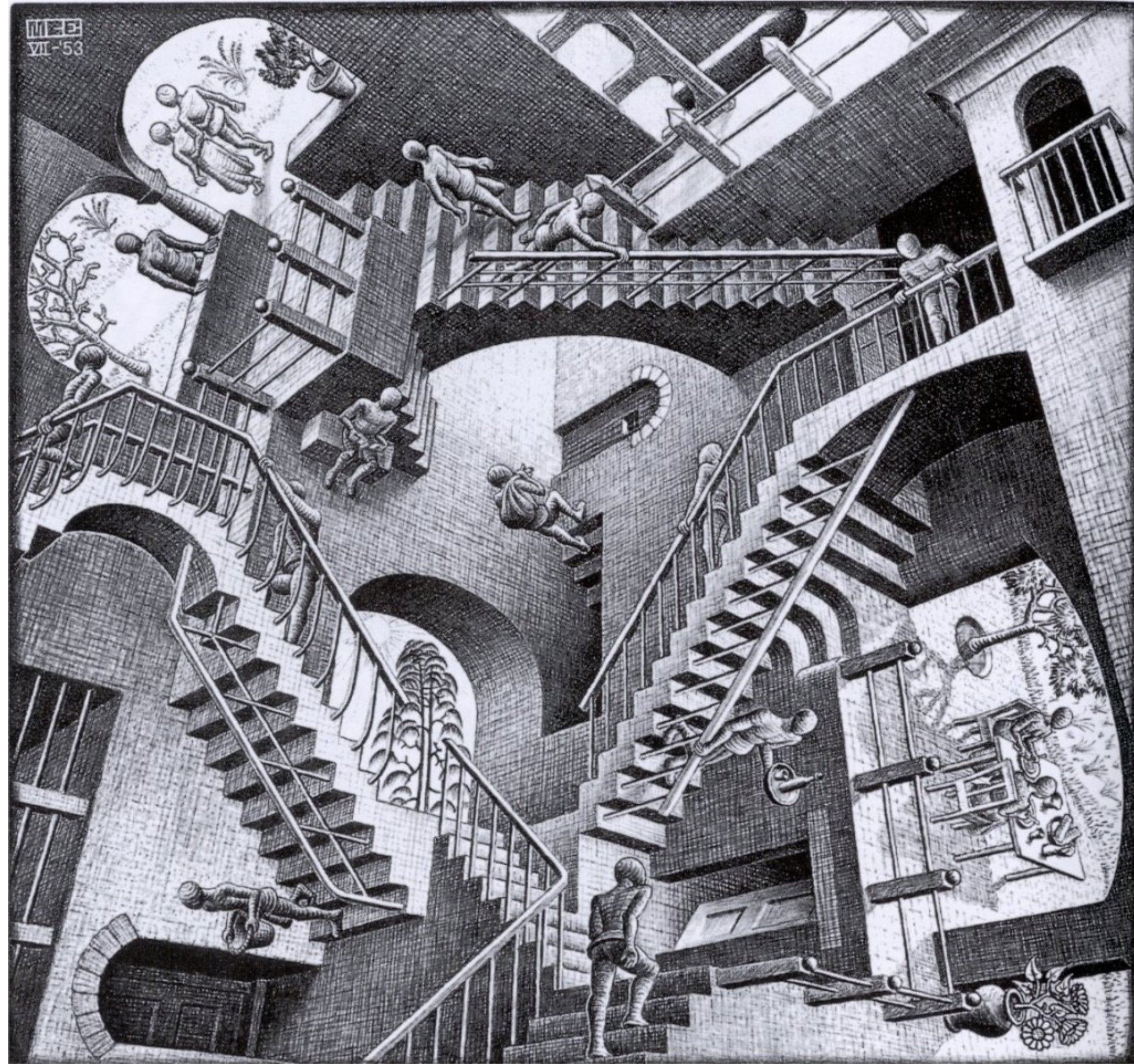
Visual Analogy - This is like this because of this



Visual Analogy - “This” is like “this” because of “this”



Visual Paradox - Unnatural perspective or visual use of elements, optical illusion



Visual Paradox - Unnatural perspective or visual use of elements, optical illusion



Visual Metaphor - creates a visual equivalent to a concept to make an idea more clear



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