

# Visual Communication & Print Layout

J202

Week 9

# How does your mind work?

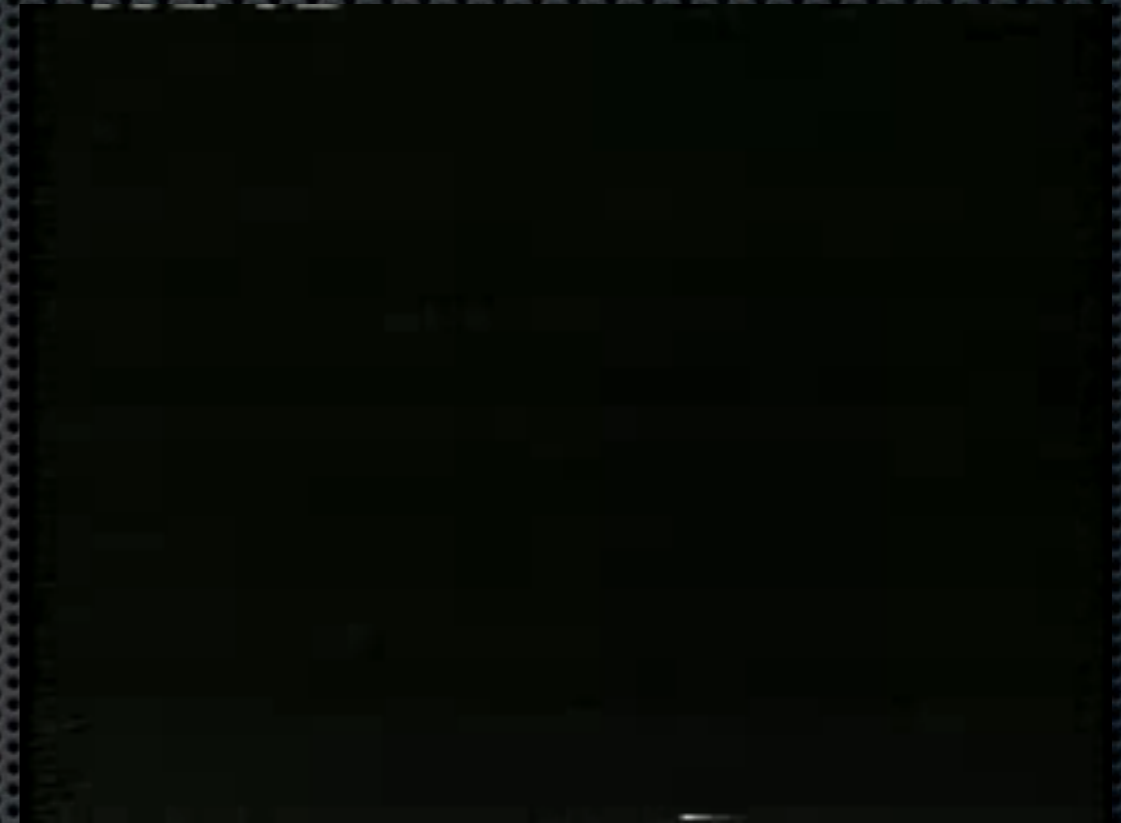
- ✦ see more than we process
  - ✦ what do I attend to?
- ✦ sight vs. attention
  - ✦ Passive attention (I see it by design)
  - ✦ Active attention (I search for it)
- ✦ attention > attraction
  - ✦ attach meaning
  - ✦ Triggers memory

# How does your mind work?

- ✦ eye drawn to key elements
  - ✦ bigger
  - ✦ bolder
  - ✦ irregular
- ✦ mind moves to content
  - ✦ skimming
  - ✦ understanding

# How does your eye work?

- ✦ Visual fields
- ✦ focus
  - ✦ wide
    - ✦ big picture
  - ✦ medium
    - ✦ mid-range detail
  - ✦ tight
    - ✦ close-up



Tahoe ad

# How does your eye work?

- ✦ focus
- ✦ vary from dead center
- ✦ rule of thirds



# How does your eye work?

- ✦ angles
  - ✦ vary from straight on
  - ✦ left and right
  - ✦ up and down



Dog Jog ad  
Gun ad

# Universal principles

- ✦ uncluttered
  - ✦ Because you can does not mean you should
- ✦ dominant attraction
- ✦ Z
- ✦ shapes
- ✦ oval
  - ✦ triangle
  - ✦ rectangle
    - ✦ used the most in media

**Society**

## An Abortion Foe's End

Paul Hill is slated to die for the killing of an abortion doctor. Why his death worries advocates on both sides of the divide.



National Abortion Federation, violence against clinics typically increases in the months following an extremist's conviction. Facilities nationwide are on high alert, authorities in Florida have ratcheted up security at clinics and the FBI is monitoring known extremists. "We're going to see more [violence]," says Hill supporter C. Roy McMillan. "I think it's inevitable."

Such sentiments have prompted a diverse chorus of protest against Hill's execution. Opponents span the political spectrum—from ultraconservatives who applauded his killings, to liberal death-penalty foes, to mainstream anti-abortion activists intent on depriving him of martyr status. Yet few options remain for Hill, who says he's ready to die. Last week the Florida Supreme Court quickly rejected an appeal his former lawyers filed without his approval. Despite his Roman Catholicism, Governor Bush hasn't been swayed by bishops' entreaties to commute Hill's death sentence to life in prison without parole. "I will not yield to a threat" from extremists, he told *The Orlando Sentinel*, and Hill "won't be a martyr."

Until now, most had assumed that the abortion battle's bloodiest days had passed. After the 1998 killing of an abortion doctor (there have been seven abortion-related murders and 17 attempted ones so far, according to Saporta), Attorney General Janet Reno established a task force to combat such violence, and it abated. Tough laws enacted in the mid-1990s curbed protesters who tried to block access to clinics. The legal crackdown persuaded many to migrate from the streets to the legislatures, where they've become potent lobbying forces. They've struggled to insulate their cause from any association with Hill's fanaticism. Even those still in the streets mostly draw the line at nonviolent civil disobedience—like Flip Benham, director of Operation Save America, who says he's urged members not "to join that circus" in Florida. On the eve of his scheduled execution, Hill is planning a final appearance on the national stage with a press conference from death row. Once he falls silent, activists on both sides can only hope that his most ardent admirers do so as well.

**BY ARIAN CAMPO-FLORES**

**O**N THE DAY IN 1994 THAT HE says God commanded him to kill an abortion doctor, Paul Hill rose at 4 a.m. and prayed fervently as he clutched his Bible. He drove to a women's clinic in Pensacola, Fla., where he regularly brandished a sign with the exhortation EXECUTE MURDERERS, ABORTIONISTS, ACCESSORIES. When Dr. John Britton arrived at 7:30 a.m. with his bodyguard and his wife, Hill approached them, raised his shotgun and killed both men. He then laid down his weapon and awaited arrest. At his subsequent trial, Hill, now 49, tried to argue that his act was "justifiable homicide"—imperative to protect the unborn. When the judge barred that defense, Hill remained silent and unrepentant for the rest of the trial, until a jury convicted him and sentenced him to death.

Hill's scheduled execution on Sept. 3—the nation's first involving the killer of an abortion doctor—has convulsed both sides of the abortion debate. Opponents of the practice worry that the political progress they've made could be set back by a reminder of the movement's violent extremists. Abortion-rights proponents fear that fringe activists—several dozen of whom plan to descend on Florida this week—will hail Hill as a martyr and unleash a new wave of attacks against clinics and doctors. Those concerns escalated two weeks ago when four Florida officials, including the judge in Hill's case, received envelopes with live bullets and threatening letters—at least one of which reportedly named Gov. Jeb Bush. (The latest issue of the radical *Abortion Abolitionist* features Hill on the cover and a quote by antislavery crusader John Brown: "Let them be shown bullets.") According to Vicki Saporta of the pro-choice



**KILLER'S FINGERPRINTS:** Investigators examine Britton's bullet-riddled truck

PHOTO BY AP/WIDEWORLD

PHOTO BY AP/WIDEWORLD

52 NEWSWEEK SEPTEMBER 8, 2003

WITH DEBRA ROSENBERG

# CRAP

- ✦ Contrast

- ✦ **Big Contrasts,** don't go for subtlety

- ✦ Repetition Repetition Repetition

- ✦ Alignment

- ✦ Shows how things are connected

- ✦ Proximity

- ✦ Close means related



# A CRAP Example

## Science

Is this mysterious and sometimes devastating condition just an extreme version of normal male intelligence? That's one provocative new theory. Behind autism's gender gap.

# GIRLS, BOYS AND AUTISM

BY GEOFFREY COWLEY

**A**NDREW BACALAO has a good, sharp mind. At 13, he's a decent pianist, a devotee of Frank Lloyd Wright, a master at video-games and jigsaw puzzles.

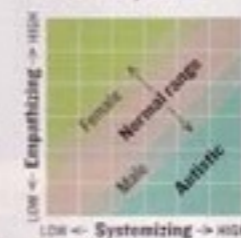
He remembers phone numbers like a Pocket PC, and he can dismantle a radio or a flashlight in the time it takes some people to find the power switch. But drop in on Andrew at home in Oak Park, Ill., and you quickly sense that something is amiss.

"Can you look at her?" his mom, Dr. Cindy Mears, prompts, as a NEWSWEEK correspondent greets him in the living room. He stays on the couch, feet up, mesmerized by a handheld game called Bop It Extreme. Soon he's making soap bubbles and running outside to bang on the windows. Andrew does eventually talk, but conversation doesn't come easily. When his mom asks him not to burp, he tells the guest, "I'm going to unbutton your outfit." He's merely offering to take her jacket—and he seems to think his choice of words is just fine.

What do you make of such a kid? A generation ago, he might have been written off as a discipline problem or a

### A SPECTRUM

In general, females relate more to feelings, and males to facts. Autistic kids fit an extreme male pattern.



#### THE EMPATHIZER

Nonautistic girls, like 5-year-old Octavia Burgel, often draw people, houses, animals and domestic environments. Octavia's drawing is clearly 'happy.'



#### THE SYSTEMIZER

Nonautistic boys often draw machines or equipment: ships, cars, trains or weapons, for example. Here, Ari Gellat, 7, shows off his picture of a robot.



#### THE EXTREME

An autistic child like 7-year-old Pepper Mike-Kripenstapal often draws in detail what he actually sees, with a natural grasp of perspective.

# Universal principles

- ✦ grid systems
  - ✦ breaks into chunks
  - ✦ emphasize alignment
  - ✦ transparent to eye
  - ✦ central to organized feel
  - ✦ establish hierarchy

**AppStoreGems.com**  
Add some sparkle to your iPhone.

**Where To?**  
Make any iPhone or iPod touch behave more like a real GPS device.  
\$2.99

**FileMagnet**  
Copy Office docs, PDFs and images from your Mac and view them on your iPhone.  
\$4.99

**Flickbook**  
Create dazzling animations on your iPhone and iPod touch.  
\$4.99

**Pennies**  
Stylish personal budget tracking for iPhone and iPod touch.  
\$2.99

**Sketches**  
Create notes, colorful drawings and have fun annotating your pictures!  
\$5.99

**Groceries**  
Make grocery shopping fun and easy and maintain your shopping lists with style and elegance.  
\$4.99 Coming Soon

**EXIT**  
Where To?

**\$4.20**  
Pennies

**FileMagnet**

**Sketches**

**Flickbook**

**Groceries**

# Text-focused layouts

- ✦ newspaper, magazine newsletter, brochure
- ✦ page elements
  - ✦ text
  - ✦ headlines
  - ✦ art
  - ✦ cutlines



# Concept-focused layouts

- print ads, outdoor, direct mail
- key display element
- headline relates concept
- visual supports concept
- aimed at target
- single message

**THE SIGNS OF AGING ARE WRITTEN ALL OVER YOUR FACE.**

Start to visibly reduce every one of them in one week.

DULL SKIN  
BLOTCHINESS  
SUN DAMAGE  
LINES  
ROUGHNESS  
UNEVEN SKIN TONE  
DRY SKIN  
WRINKLES

Neutrogena  
**HEALTHY SKIN<sup>®</sup>**  
ANTI-WRINKLE CREAM  
SPF 15  
A Retinol Facial Treatment with Multi-Vitamins

Josie Bissett

**Neutrogena<sup>®</sup>**  
DERMATOLOGIST RECOMMENDED  
www.neutrogena.com  
© 2007 Neutrogena Corp.



# Units

- ✦ dominant image
- ✦ 33% art
- ✦ white space
- ✦ clean lines
- ✦ logical structure
- ✦ productive color



From top: The new American Hospital features a lobby, patient rooms and colorful.

# Latest Edition

Northbrook Public Library

March / April 2008



## 2 Piano/4 Hand Concert Series

This spring we will host our 2 piano/4 hand concert series featuring international piano virtuosi. Concerts co-sponsored by the Northbrook Arts Commission & Covenant Village.

**Sunday 3/2 Georgia & Louise Mangos**  
works by Liszt and Schubert

**Sunday 3/9 Svetlana Belsky & Jennifer Maxwell**  
works by Poulenc, Rachmaninoff and Stravinsky

**Sunday 3/16 George Lepauw & Maureen Zoltek**  
works by Beethoven and Rachmaninov

**Sunday 3/30 Special Concert Performance of Beethoven's "Emperor" Concerto No.5** performed in a very rare salon arrangement featuring Charlie Pikler, concert master of the NSO, leading the string quintet on violin and George Lepauw on piano.

Sundays at 2:00 p.m. in the Auditorium

## Edward Hopper

Claire Copping Cross examines the work of Edward Hopper, whose paintings captured classic images of American life and made him one of the most popular artists of the twentieth century. This program is cosponsored by the Friends of the Library and the Northbrook Historical Society.

Tuesday, March 11 at 7:00 p.m. in the Auditorium



## The Dances of Sybil Shearer on Film

Among Northbrook's notable personalities of the past are dancer Sybil Shearer and photographer Helen Balfour Morrison. A glimpse of their artistic legacy will be seen when the Northbrook-based Morrison-Shearer Foundation presents this program of rare performance footage, co-sponsored by the Friends of the Library and the Northbrook Historical Society. The first volume of Sybil Shearer's autobiography, *Without Wings the Way is Steep: Within this Thicket* will be available.

Friday, March 14 at 7:00 p.m. in the Auditorium

## Hidden Treasures: The Large Type Collection

Our third floor contains a distinct and increasingly heavily used section: the Large Type Collection, which is located near the Reader Services Desk. It contains over 8,000 fiction and non-fiction titles, from classic to the popular. These books are printed in the 16-point type recommended by the National Association for Visually Handicapped. Large Type publishers are increasingly making best selling authors and titles available simultaneously with regular print editions. Rotating collections of our large type books are sent to Northbrook senior residences and nursing homes, and can be delivered to homebound residents upon request.

## Content

- 1-3 ADULT PROGRAMS
- 2 BOOK NEWS
- 3 CALENDAR
- 5 THE FRIENDS
- 6 FILMS
- 7 YOUTH SERVICES
- 8 TEEN SCENE

# Text

- ✦ 2" to 10" deep
- ✦ 1.75" to 3.25" wide
- ✦ effects in small doses
- ✦ 10 pt average
- ✦ leading + 20%
- ✦ serif vs. sans serif

n n n

hj hj hj

# Text

- ✦ 1 serif, 1 sans
- ✦ jumps
- ✦ 4" before
- ✦ 6" after
- ✦ once per story

### ABANDONING OUR mentally ill

## City, county officials team up

**C**rews of city and county officials are joining forces to form a group that will develop clean, safe housing for people with mental illness.

Such a collaboration of city and county departments is highly unusual, Mayor Tom Sawyer and County Executive Jean Walker said.

The intergovernmental group is expected to have a plan in place by Feb. 5.

Federal officials have provided technical assistance.

The plan came out of a summit Tuesday at City Hall, called by Sawyer. It included officials from the national and local offices of the U.S. Department of Housing and Urban Development, as well as Walker, several local and representatives of the Urban Rader Foundation, a Milwaukee-based philanthropy.

"It was an outstanding meeting," said Walker.

Sawyer agreed.

"We're done having money on the table," Sawyer said. "We're working together to get this thing figured out."

HUD officials were not available for comment Tuesday but have said previously that HUD assistance could be made more available as getting available funds for people with chronic

68 NEWS

With food allergies, it's children who are most at risk, and cases appear to be rising

## THE DANGER IN DINING

By LEE BERENSON  
leeberenson@journal.com

NEW GROUND: CHIEF PHOTOGRAPHER



Colleen Pfall: 7-year-old Colleen Pfall uses a placemat she made to remind her of her food allergies — milk and eggs — during lunch. The placemat lists her against any food crumbs that may have been left on the table. The placemat on the table lists foods she can eat.

## 7 years later, Dow Jones surges to new height

But record close doesn't prompt investor euphoria

By PAUL GORDES  
pgordes@journal.com

The Dow Jones Industrial Average set a record Tuesday, a hard-earned milestone in a nearly seven-year journey over the crash of technology stocks, recession, accounting scandals and the Sept. 11, 2001, terror attacks.

The Dow's record close of 13,727.34 — topping the high of 13,721.96 set in January 2000 — illustrates the resiliency of American businesses and investors, financial experts said.

"I think it shows that you have to be patient, that stocks are a long-term investment," said Samuel Hirsch, director of mutual fund research for Morningstar Inc. in Chicago.

Nevertheless, the news that a major U.S. stock index finally recovered the dizzying losses experienced from 2000 to 2003, after the tech bubble burst, isn't prompting investor euphoria, most investment advisers said.

68 NEWS

## Labeling Law

In 2004, Congress passed the labeling requirement requiring manufacturers to disclose in plain English the presence of the eight most common food allergens (shown above). It went into effect in January. The law also sets the standards for processing facilities regarding cross-contamination and coordination of research into food safety.

By KAREN HENNING  
khenning@journal.com

When Colleen Pfall was a toddler, her father forgot to wash his hands after handling blue cheese for a salad, and 13-year-old Colleen ate the fish to give her a bath.

Hand-shaped welts immediately appeared on Colleen's body. Her immune system had reacted to milk protein still on his hands.

The welts subsided after washing with soap and water. But it was a painful lesson in how little it can take to trigger an allergic reaction to food.

"My brother-in-law is a doctor," said Colleen's mother, Jane Pfall of Wauwatosa. "He said if he had known then that night and seen the welts himself, he never would have believed it."

For a large number of Americans with food allergies, meals and snacks are a minefield of allergens — some easy to spot, others not.

Food allergies are taking on a higher profile with efforts to educate the public about their serious risks and with new food labeling laws designed to make

68 NEWS

## Ash trees to be cut to look for beetle

State will topple 6,000 in pursuit of emerald ash borer

By LEE BERENSON  
leeberenson@journal.com

Wisconsin officials announced a major bid Tuesday to cut down nearly 6,000 ash trees, including trees across metropolitan Milwaukee, to fight the threat of the highly destructive emerald ash borer.

State agriculture officials said crews this fall will cut down 1,400 ash trees in 17 counties, including Milwaukee, Waukesha, Outagamie and Washburn counties.

The workers also will slash back from 4,000 other ash trees in the same counties — a task called girdling that allows for early detection of the tiny Asian beetle. Those trees will be cut down next fall or early 2008, officials said.

There are an estimated 100 million ash trees in Wisconsin for sale. Officials said they will target small trees — those with a diameter of 10 inches or less — or trees that appear to be in declining health.

The bark on the trees that will be cut down this fall will be peeled back and inspected for the pest, which is believed to have arrived

EMERALD ASH BORER

The beetle was first detected in Michigan in July 2002. It has since been found in Illinois, Indiana, Maryland and Ohio.

In Michigan, the beetle has been blamed for the loss of 15 million ash trees.

68 NEWS

## Bush defends Hastert in Foley scandal

Congressman's lawyer says he was abused but denies sex with pages

By CRAIG DEBETZ  
cdebetz@journal.com

Washington — With the uproar over a Florida congressman's sex with teenage pages from threatening Republican election progress, President Bush and GOP lawmakers defended Speaker Dennis Hastert against calls for his resignation Tuesday.

In his first comments on a scandal that has rapidly consumed Washington, the president said he was "disgusted by the revelations" about Mark Foley, the 41-year-old Republican who resigned Friday.

But Bush said he was "convinced" in the leadership Hastert will provide to the investigation.

House Republican leaders learned months ago of a

"Anyone who was involved in a cover-up of Mark Foley's despicable behavior should resign their position."

Rep. Mark Green, R-Green Bay

68 NEWS

### GOOD MORNING TODAY'S TOP NEWS

**WORLD & NATION**  
**Stronger throat by North Korea**  
North Korea triggers global alarm by starting clearly that it will conduct a nuclear test. **38**

**DETAILS ON ANISH SCHOOL GUNMAN**  
The gunman who killed five girls in an Anish schoolroom in Pennsylvania credited to his wife that he committed the act 20 years ago and was tormented by demons. **38**

**MICHIGAN**  
**Driver charged in death**  
The driver in an 184 crash that killed a teenager consumed 12 beers and two energy drinks up until with alcohol and smoked marijuana before the collision, a complaint says. **18**

**AGENCY WANTS BRAND**  
The Social Development Council

**A WORD**  
PROQUEST'S OFFER (with \$1) required, in its circumstances, Indianapolis. **18**

**TODAY'S TIME4 WEATHER**  
MAY FORECAST ON PAGE 2E

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Page 2E



# Headlines

- ✦ every story
- ✦ smaller down page
- ✦ size = importance
- ✦ 5-10 words
- ✦ subheads

**AS THEY GROW**

**pregnancy & birth**

## The Pregnancy Files

You thought your pregnancy was bad? A little nausea and clumsiness are nothing compared with the tales these readers shared.

**Michelle Larson, top, cut and sew; Joanne Garvey, bottom, cleaned up her act.**

**Michelle Larson, top, cut and sew;**  
**Joanne Garvey, bottom, cleaned up her act.**

**P**regnancy is supposed to be a blissful time when you can eat everything you want and your husband does all the housework. Trouble is, contentment is hard to come by when you feel at constant risk of losing your balance, your lunch, or your mind. The end result, of course, is worth all the agony—and you get great stories to tell friends. Here, some of the best we've heard.

**CASE#1 Mouthwatering Mess**  
Soon after I became pregnant, I began to feel queasy. I thought it was typical morning sickness, but it turned out to be hyperptyalism—a fancy name for excessive salivating! For the first ten weeks, I was constantly drooling and spitting, and it nauseated me horribly. I felt as if I was gagging all the time. One night,

my husband came to bed and found me lying there, weeping, with a washcloth stuffed in my mouth to soak up all the saliva.  
*Michelle Larson, Madison, Wis.*

**CASE#2 Soap Opera**  
I was on bed rest for most of my pregnancy with triplets and allowed to shower only twice a week. Those showers became the highlight of my week! One day, when I was six months pregnant, I dropped the soap in the shower. I was as big as a barrel and couldn't see my feet, let alone a tiny bar of soap. My only thought was, I can't wait another four days to be clean! After trying in vain to pick up the soap with my toes, all I could

do was rinse. The next day, I bought a liquid soap pump that fit securely in the shower caddy.  
*Joanne Garvey, Mokena, Ill.*

**CASE#3 Breathtaking Baby**  
Four days after finding out I was pregnant, I began hiccupping. An attack would last for three or four hours, go away for a while, and then come back. The only time I didn't hiccup was in my sleep. This continued for the whole nine months, but my doctor could find nothing wrong. Everyone but me thought that my chronic case of hiccups was pretty funny. I can laugh now, especially because when I held my daughter for the first time after the delivery, she had the hiccups—and mine had finally stopped!  
*Kelly Struble, Anokwa, N.Y.*

**BY NANCY KALISH**

# Headlines

- ✦ writing
  - ✦ present tense
  - ✦ short, descriptive,  
active, clear words
    - ✦ remember, readers are skimming
  - ✦ avoid passive, stilted, verb-less, noun-less, jargon,  
quotes, bad splits, errors
- ✦ SEO
  - ✦ Search Engine Optimization

# Cutlines

- ✦ every photo
- ✦ connect directly
- ✦ shape matches photo
- ✦ bolder
- ✦ ID major point
- ✦ photo credits
- ✦ law and ethics



**Colleen Pfaff**, 7, of Massachusetts uses a placemat she made to remind her of her food allergies — milk and eggs — during lunch. The mat protects her against any food crumbs that may have been left on the table. The pictures on the mat are foods she can eat.

# Art

- ✦ line art, photos, infographics, boxes
- ✦ line art
  - ✦ sins of clip art
  - ✦ specific purpose
  - ✦ unobtrusive
  - ✦ consistency



## Stroke Support

Group helps stroke survivors and their families deal with changes

The physical and mental aftereffects of a stroke can be devastating. Life's complexities often become impossible to deal with. Even day-to-day activities we take for granted—the ability to get around or communicate with others—are laden with barriers for stroke survivors.

Meriter Hospital has found an effective way to help stroke survivors develop strengths to cope with problems such as these through its Madison Area Stroke Support Club. It meets the first Thursday each month, from 12:30-2:30 p.m., in Meriter's Community Health and Education Center. Alternatively, Meriter hosts a Young Adult Stroke Survivors Support Group to accommodate stroke survivors who work, have young children, or whose spouses or caregivers are employed; it meets the first Wednesday of each month from 6 to 8 p.m.

"People who have strokes sometimes tend to withdraw from life in general," says Louise Joyce, a recreation therapist at Meriter's Day Rehabilitation Center who also coordinates the support clubs. "In order to feel connected to the community, they need to get out and join a group like this. It can be a bit of a risk, but many people have felt it's been worthwhile when they see that others face the same barriers."

Stroke Support Clubs are open to persons who have had a stroke, their families and caregivers. Meetings center

on education. They also provide participants an opportunity to share concerns and problems they've encountered, and how they've coped with physical and emotional barriers. Perhaps most important is the social outlet it provides.

John DePriest of Sun Prairie has benefited from the club. John survived a heart attack and stroke in late 1997, and after completing Meriter's Day Rehabilitation joined the support club. In spite of his aphasia (difficulty finding words he needs to express himself) John does a great job of communicating. He says it has helped to meet others who have had similar experiences and frustrations, and appreciates finding ways to deal with depression he's experienced during his recovery. John also enjoys taking part in the stroke exercise group that meets twice a week at Meriter's Center for Health Promotion.

Louise Joyce urges anyone who has had a stroke to consider joining the club. "We don't want stroke survivors to feel alone. We offer them a way to get ideas and strategies from one another, and encourage and help them to look beyond their problems and see the richness that they bring to our lives."

For information on the Madison Area Stroke Support Club, or to join the group, call Louise Joyce at 267-6173.

Heart Center  
MERCER UNIVERSITY  
MADISON, WISCONSIN

4 • SPRING 1999

# Art

- ✦ photos
  - ✦ real people, real things
  - ✦ action
  - ✦ face accompanying text
  - ✦ dominant photo
  - ✦ varied shapes, sizes
  - ✦ delivers meaning
    - ✦ stock vs. shot



# Art

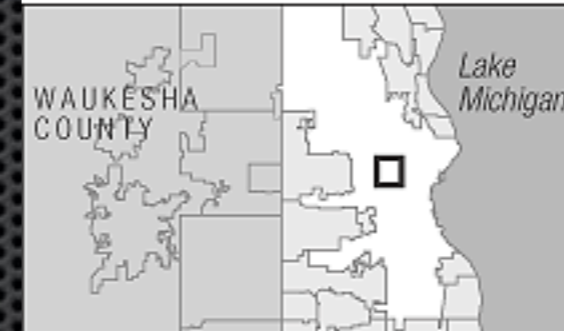
- infographics
- visual + text = meaning
- all elements contribute
- elements proportionate
- digestible

## VIOLENCE MOB BEATING

A 26-year-old Milwaukee man  
NEIGHBORHOOD PROFILE

### BEATING OCCURRED ON NEAR NORTH SIDE

A look at the demographics of the area where Charlie Young Jr. was attacked by a group of youths late Sunday and how that area compares with the entire city of Milwaukee.



MILWAUKEE ▲

DETAIL ▲

	13-BLOCK AREA	MILWAUKEE
People younger than 18	43.3%	28.6%
Race: black	96.3	38.6
Race: white	2.3	52.1
Households headed by single mothers with children	33.8	13.9
Adults with at least a high school degree	56.0	74.8
Adults with at least a bachelor's degree	3.0	18.3
Unemployment rate (2000)	20.3	6.0
Living below poverty level	54.6	21.3
Households receiving public assistance	21.8	4.6
Median age	22.6	30.6
Median household income (1999)	\$15,192	\$32,216

Source: U.S. Census Bureau

BOB VEIERSTAHLER/Journal Sentinel

DAVID ARBANAS/Journal Sentinel

# Art

✦ boxes

✦ quote boxes

✦ lists

...on light run out. But every  
...gy white dog wandered in  
...Finally, Depp, in one of his  
...eyes with him, and began  
...Then he started barking at  
...  
...stories say about Johnny  
...more than this first, that  
...Johnny Depp bristled at  
...of man who possesses his  
...e mustaches and who also  
...le that somewhere in the  
...ries overlap lies the expla-  
...strangest—and perhaps  
...  
...OR MAKING MEMORABLE  
...opening moments of *Ed*  
...g director he stands in the  
...y watching one of his own  
... *Long Day's Journey Into*  
...de in *Before Night Falls* as  
...who smuggles book manu-  
...ertain body cavity.  
... *A Time in Mezzico* hits the-  
...pp enters a spacious hotel  
...making a beeline for a baby  
...are dog-eared; [Without saying a word, he  
...y devoured them a  
...of stretching his arms into  
...giving his tour he  
...if he's about to launch into  
...and dates like he's  
...Exhales. And finally low-  
...come a host on Tu-  
...ics. Excitedly going  
...able, Riddle says  
...ed that my ears were  
...actor. Then I found  
...had big ears too!"  
...idle continues his  
...his homemade w  
...this, of course, is  
...What a beauty!...  
...here is Joan Crawford  
...in silver rings, charm neck-  
...a young Liz Taylor!  
...le has a dozen of them. He  
...en Riddle finally p  
...is right bicep) and the 12th  
...is right forearm). When he  
...o out the pair of shiny gold-  
...e *Caribbean*—the biggest  
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...112

"You know, Eliu, 'He's ruining the movie! Why is he acting like that? What's he doing with his hand? Is the character a complete homo- sexual?' There was a lot of that going on for a solid month and a half. And I understood their worries, but I felt so in tune with this character and so confident that what I was doing was right that I



## DECONSTRUCTING DEPP

ANY HIGHLIGHT REEL OF JOHNNY DEPP'S QUIRKY 20-YEAR CAREER would draw heavily from his performances in these six films.

**Edward Scissorhands** (1990) In Depp's first collaboration with Tim Burton, he is an outcast with giant metal shears for hands. Fright- ened as a poodle at first, Depp's eyes turn to pure joy as he transforms suburban-mom hairdos into gravity-defying topiaries.

**What's Eating Gilbert Grape** (1993) What isn't eating Gilbert Grape (Depp)? His mother (Darlene Cates) is a 500-pound shut-in and he has to keep a constant eye on his retarded brother (Leonardo DiCaprio). Depp's face is a portrait of resigned claustrophobia.

**Ed Wood** (1994) The grinning, angora-clad Depp portrays the trans- vestite who's still considered the Worst Director of All Time. His per- formance is, to use a Wood expression, "Perfect!!!"

**Don Juan DeMarco** (1995) Is this psychiatric patient Johnny DeMarco from Astoria, Queens? Or Don Juan DeMarco, the world's great- est lover? Streaky Marlon Brando doesn't care either way once the Latin lothario manages to help re-spark the old doc's love life.

**Donnie Brasco** (1997) Depp is an FBI agent who goes undercover and hooks up with sad-sack wiseguy Lefty Ruggiero (Al Pacino). Check out the Japanese restaurant scene, where a panicked Depp (wearing a wire in his boot) has to think fast when he's asked to take off his shoes.

**Fear and Loathing in Las Vegas** (1998) Terry Gilliam's queasy voyage to America's neon Babylon is like an out-of-tune symphony that won't stop. As the symphony's mad maestro of mayhem, Hunter S. Thompson, Depp revels in the psychedelic dissonance.

# Ethics

- ✦ digital manipulation
- ✦ changing meaning





# Ethics



# Ethics



# Visual Communication & Print Layout

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