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Fall 2003



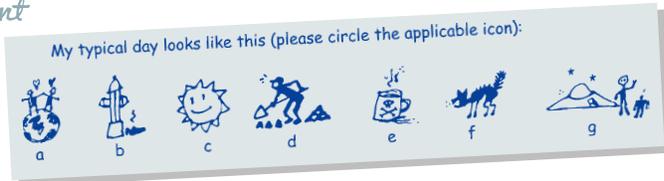
detail of
SOWA map

IT'S BEEN AN EXCITING and busy season at Stephen Burdick Design. We received numerous awards and selections for publication. New clients hired us (mostly via word-of-mouth, thanks!) and some old clients returned with expanded projects – including some interesting challenges! Many projects can be seen on our website: www.stephenburdickdesign.com.

YOU ARE HERE:
When we designed the March newsletter for GTI Properties – a real estate management firm – we created an illustrated map

of Boston's SoWa district (the South of Washington St. arts and media area in the South End). The map shows the SoWa district alongside maps of similar areas in London, Miami, NYC, and San Francisco. Due to its popularity, the client reproduced the map as a full-size poster for distribution throughout the area. See the graphics online at www.stephenburdickdesign.com/sowa.html

icons from
our recent
mailer



"ICON'T BELIEVE IT": We were impressed by the number of response cards we received to our summer mailer, revealing surprising insights to how our audience viewed a typical workday. Most replied that their day resembled an "alien encounter" (choice g), with a sunny day (c) as a close second. Few chose the dog-dirt by the fire hydrant (b). That's a good sign!

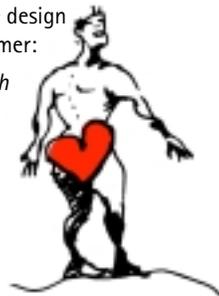
OUR LATEST CD: Two years ago, the Boston Parks Dept. asked us to design their *Open Space Plan*. The Plan is published every 5 years outlining the planning, improvement and protection of the parks and open spaces in the city. Initially 400 pages, it swelled to 500 pages (spiral bound for easy reference!) by press time this summer, and includes fold-out color maps. We created versions on CD and online for our technically-savvy friends. You can see the graphics and find links to downloadable sections of the Plan on our website: www.stephenburdickdesign.com/osp.html

WHAT'S UP DOC? Greater Boston Physicians for Social Responsibility asked us to design a promotion for pediatricians defining environmental toxins and their effects on child development. The project, an extension of the report *In Harm's Way* that we designed in 2000, includes reference guides, prescription pads and magnets with safety messages for patients. Color renditions of the materials – in English and Spanish – were instrumental in winning a grant this summer, and will be tested at pilot sites internationally next year. In the meantime, you can see a diagram we designed for the report at www.stephenburdickdesign.com/factory.html

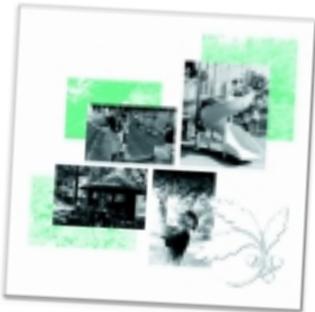


BURDICK IN THE BOOKS: *Creativity 33* selected some our projects for publication in their showcase of the best in advertising and graphic design of 2003, to be published next summer:

- Wainwright Bank's *Peace Through Pride* promotion
- Our 2003 Valentines' Day postcards (shown here)
- Boston Parks Dept.'s *Open Space Plan* CD



Parks Dept.
Open Space
Plan



EXCELLENCE IN COMMUNICATION AND DESIGN AWARD: for the Parks Department's *Open Space Plan*, from *Graphic Design:usa* magazine's American Graphic Design Awards 2003 competition



Pediatricians'
Guide Illustration

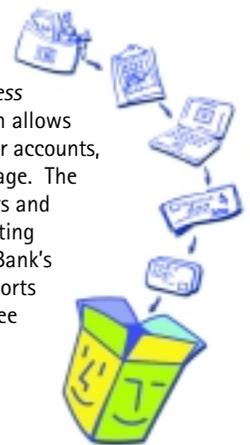


SILVER TROPHY: Summit Creative Awards for logo design for Urban Habitat Initiatives



NEW CLIENTS: MLS Messenger approached us with an interesting challenge: To design presentation materials for an investors' meeting with only 25 copies for distribution! Using the latest in digital printing, we produced the small quantity of full-color materials at a low cost – pocket folders, inserts, stickers and brochures – a complete corporate "makeover," to impress investors. The presentation was a success, and took them to the next level of negotiations. MLS Messenger provides customized news and productivity tools to the real estate industry.

WRAP IT UP!: Our friends at Wainwright Bank returned for design of materials for their *Business Relationship Package*. The program allows business customers to combine their accounts, loans and services in a single package. The project includes advertising, posters and brochures, using our attention-getting illustration. We also designed the Bank's 2002 Annual Report. (Previous reports for the Bank have won awards!) See their report and other annuals at www.stephenburdickdesign.com/annual.html



Business
Relationship
Package



AWARD OF DISTINCTION: Communicator Awards for the Project Place Annual Report

FAN MAIL: "I always thought that your work looked impressive, ... I rarely have to do anything to make your files work! You've got it creatively and technically, which is a rare find! (Trust me on this, you should see the stuff I get in every day.)" –Steve Hailson, Merrimack Valley Prepress

Read more client comments on our site:
www.stephenburdickdesign.com/gush.html

Stephen Burdick is a Graphic Designer with 20 years experience in the Boston area. Estimates are cheerfully provided by calling 617.695.1400 or toll free at 1.877.SBD.4ART (877.723.4278). All artwork copyright 2003.