WHAT'S NEW

• *Last Call.* Let me know if you wish to continue to receive my newsletter in the mail. My newsletters are now available on my home page. The web is allowing me to reach a much larger audience and I can write more often. If I don't hear from you, this will be the last issue you receive by mail.

• *Pepsi Page.* I have been collecting Pepsi stuff since I was a tiny guy. Until I included a page on my web site dedicated to my Pepsi collection, I thought I was the only Pepsi nut out there. It turns out I'm not the only one consuming mass quantities of the world's best beverage! If you are a Pepsi nut too, let me hear from you!

• *1995 Indianapolis 500 Yearbook.* I had the extreme honor and privilege of providing the design for Carl Hungness' 1996 Indy 500 Yearbook. I grew up near the famed "Brickyard" and have been following the Indy 500 since I was born. Along with Carl, David Lord, (*world-class automotive illustrator*) and Debbie Berman coordinated all of the efforts necessary to produce another great yearbook! Thanks Carl!

Happy New Year!

We hope you all had a safe and happy holidays. It is always a wonderful time to take a few minutes to look back on the year and allow the highlights flash across our minds. We should be thankful for the most basic of life's blessings—each other.

Carry a smile wherever you go in 1996. I look forward to working with all of you with whom I have developed strong working relationships, and I am excited about all of the new relationships I will establish this coming year. I wish the very best for all of you in 1996.

No Need to wipe your feet at this door! I am getting quite a few visitors to my web page these days. I'm not sure whether it's the potato chip and cookie recipes (with a unique recipe added each month or so!), the Tips& Techniques page, or the building anticipation of the photos and listings on my Pepsi page. I have received many nice comments concerning the look and mechanics of my web pages. Using the latest HTML 3.0 extensions and a frames structure, the page incorporates three separate windows within one, quite effective. I have an online Guestbook providing you with an opportunity to leave any comments you wish, and a chance to share a little about yourself. Take a few moments and visit me at my virtual office. **http://www.sover.net/~hammer**.

Helvetica. Formerly known as Neue Haas Grotesk, Helvetica appeared in 1959. It was designed by for Haas by Max Miedenger and became one of the most dominate typefaces in the '60s. Do you know the most popular business typeface? Yep, Helvetica. Check out such logos as: McDonalds, JCPenney Microsoft, 3M, American Airlines, Sears, Amtrak, Arco, TWA, Panasonic, Ford, Pitney Bowes, Cessna, Hayes, Prudential, Kawasawki, Jeep, Agfa, . . .
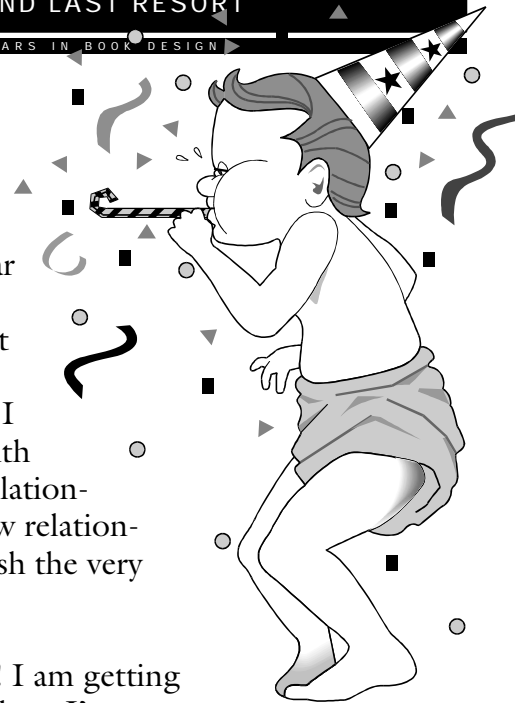
Webward Ho! I can already see the rapid exodus of "desktop designers" (a.k.a. DTP professionals) towards the ever-glittering world of web page design. Just look in any web index for designers and many of have added "web page design" to their list of offerings.

Putting together a basic web page is easy, requiring little or no knowledge of HTML,* thanks to an abundance of software that guides you through the production of pages. There are many "bells" and "whistles" available for use in developing a web page and it is the skilled designer that will know which and how many of these devices to use.

The printed word and the methods in which we use to read these words remain the same on the computer screen as they do for the printed page. Only the medium has changed, not the ingredients. Unlike a book, where the appearance is the same for everyone, the look of a web page can appear differently on each computer, depending on how the type of browser and the way in which the browser is configured. Type selection is no longer an option for the designer.

Designers need to acquire a thorough knowledge of the production of web pages much as they do now with typesetting and printing. A working knowledge is necessary in the types of browsers, operating systems, the effects of monitor size and resolution, and the "helper" applications that enhance the capabilities of the web page.

A designer's web pages serve as a powerful statement of their ability to handle the elements of design on the web. Just as the traditional storefront makes a first impression on a potential customer, so will one's web pages. The "store" now becomes part of the portfolio, much like a cobbler's shoes, the mechanic's car, and the builder's house.

The world wide web is an exciting medium and one in which the publishing industry will thrive. The number of publishers that have sites on the web increases daily. If you are not currently on the web, you should be! Gotta run, my Pepsi phone is ringing!

* HTML (Hyper Text Markup Language) is the current language used to define and create web documents.

CROSSWORD PUZZLE "*About Face*"

Across:

1. Typeface used in this newsletter
7. Did you see my ___ in Publishers Weekly?
8. Dash separating two consecutive numbers.
9. Most text type is set in this manner.
10. Upright type used for the text of books.
11. Part of your midsection (abbr)
12. Most common typeface
15. Typeface
16. 1996 is another one
18. Part of the country where I live (abbr.)
19. Long trays used to hold metal type
23. Composition/publishing on a personal computer (abbr)
25. Alternating current (abbr)
26. Pronunciation of the 6th letter of the alphabet
28. Editing mark meaning "let it stand."
30. ¶
33. Aldus Manutius is credited with this style of type
34. Typeface
35. "It's a Wonderful ____!"

Down:

1. Popular book face
2. Makers of PageMaker and Photoshop
3. Space between lines of text
4. The setting for the TV show "Newhart" took place at one of these
5. The mockup of a design with all elements in place or Declarer's partner in the game of Bridge
6. Optical Character Recognition (abbr)
12. The most commonly used book typeface (abbr)
13. Editor's mistake (abbr)
14. Generic typeface without serifs (spelling var.)
17. Concerning (abbr)

20. _____ Quarter. A section of Paris south of the Seine frequented by artists
21. Not caps (abbr)
24. PostScript (abbr)
27. Type_____
29. Teletypewriters (abbr)
30. "_____ Joey"
31. Greatest boxer of all time!
32. Author mistake (abbr)