

The  
**ICON**

Official Publication of Ad Society at the  
University of Florida



# THE COUNCIL IS COMING!



The Council is coming! Want help finding a job or internship? Want resume or career advice? Looking for answers from people who know what they're talking about? Our next general meeting, October 8th, is your chance to get advice from the professionals.

Help Ad Society welcome Ad Council to campus! One-on-one interviews, a panel discussion and a Swamp social. More information to come via email and be on the lookout around campus!

Questions? Contact Public Relations Director, Sierra McGill - [sierramcgill@gmail.com](mailto:sierramcgill@gmail.com)

# JACKSONVILLE TRIP

When? Thursday, October 22nd (day trip) 7am-7pm  
Where? Jacksonville! We will be visiting: Robin Shepard Group, Dalton, Brunet Garcia and maybe the marketing dept. at the Jaguars  
Cost? \$10  
Signups: Email [sashajoz@gmail.com](mailto:sashajoz@gmail.com) (trips director) THIS SUNDAY starting at 6pm. There are a limited number of spots, it will be first come, first served.

# ADV 101: GETTING INTO GRAPHIC DESIGN

By: Travis Damon

## Making Photoshop Your Friend

This week in ADV 101 is about how to get into the creative side of advertising. I'll preface by saying I'm absolutely in no way an expert, but I'll try my best to offer as much information as I can about how I got into creative design.

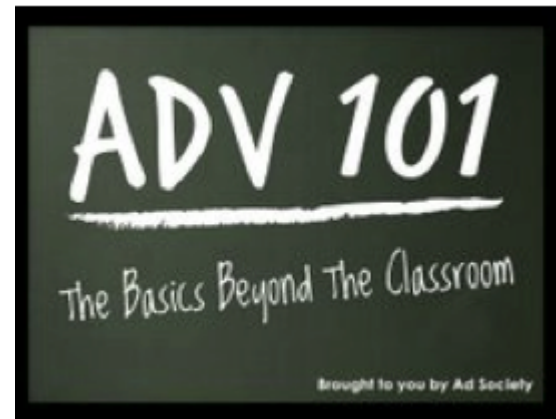
## Step 1: Take advantage of all resources

Somehow my high school had a graphic arts department and I knew I wanted to get into Photoshop. It was a pretty easy decision. I signed up for Graphic Arts, 6th period. Then I signed up my junior and senior years.

Moral Here: Find a way to use Photoshop on a regular basis. The computer science building on campus has a whole row of Macs with Photoshop ready to go. Use your resources!

## Step 2: Spend time at task

Find what you like to do on Photoshop and spend time getting better

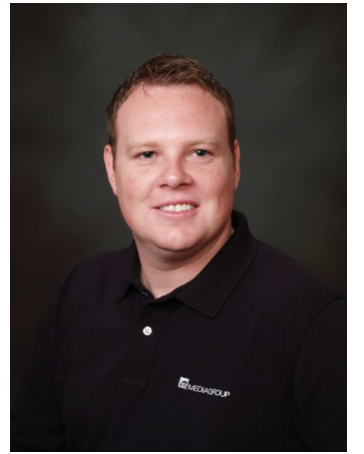


at it. I'm really into poster design. I want to make a movie poster for a major motion picture someday. Whatever, it's a dream; we'll see what happens. Anyways, it's all about finding what you like to do in Photoshop. My first posters were terrible, but I had a purpose: I wanted to get better. I started making concert posters for friends who were in bands. This led to making album art when they recorded, and making band shirts when they started to actually have people like them.

Moral Here: Find what you like to do and then work on getting better at it. It could be editing photos, designing calendars, making shirt designs, crafting websites, creating logos. (cont'd back page)

REMEMBER TO PICK UP A MENTOR/MENTEE FORM FROM DAYANA!

# SPEAKER SPOTLIGHT: PETER VANRYS DAM



As a Telecommunications major at the University of Florida, Peter met 352 Media Group CEO Geoff Wilson in 1996 and the two became fast friends. Shortly thereafter, Peter was asked to bring his sales experience to the 352 Media Group team while it was still in its infancy. Peter helped the company quickly grow into a significant player in the Web Design and Development market by landing several of the company's larger accounts including newspaper publisher Knight Ridder, Monterey Boats, and Microsoft.

Peter has worn many hats in his tenure with the company, and is now Chief Marketing Officer. In this role Peter sets the direction for and manages all aspects of the company's marketing efforts including everything from search engine marketing to viral campaigns to 352's own Web site. In addition, Peter still manages a handful of 352 Media Group's significant client relationships including Microsoft in Seattle, Washington. He is currently working to expand the company's presence

in the market with Microsoft and other businesses. Peter is also responsible for identifying other potential markets for expansion, as the company has successfully done in both Atlanta and now Seattle.

When he's not at 352 Media Group, Peter sits on the board of HOPE, an equine-assisted therapy non-profit in North Florida. In his spare time, he enjoys playing softball, playing music, and spending time with his wife Megan, daughter Abigail, and their two Jack Russell Terriers. The family often has a full house as they are active participants in the Alachua County Humane Society's foster program, as well as several other local pet rescues.

# INTRAMURALS

Volleyball started this week! We play on Tuesdays at 5:00 or 5:50 (each week is different)

- 9/29: 5:50 pm
- 10/6: 5:50 pm
- 10/13: 5pm
- 10/20: 5:50 pm

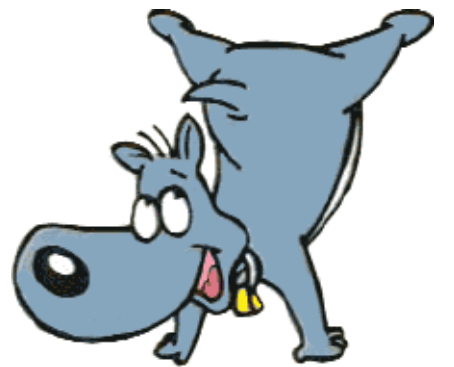
Soccer will be playing on Mondays (starting September 28) at 5:50 on courts 5 and 6 (by the weight area)

- 9/28: 5:50 pm
- 10/12: 5:50 pm
- 10/26: 5:50 pm

## IMPORTANT THINGS TO REMEMBER:

1. Please arrive 15 minutes early and leave enough time for parking. Construction has made the parking process a bit more difficult so plan accordingly.
2. BRING YOUR GATOR 1!! They will not let you play without a valid Gator 1 ID.
3. Wear non-marking tennis shoes.
4. Wear athletic/work-out attire.
5. No jewelry.

If you have any questions contact Lauren for volleyball at [lmaki@ufl.edu](mailto:lmaki@ufl.edu) or Mark Teague for soccer at [mpteague@ufl.edu](mailto:mpteague@ufl.edu)



JOIN US AFTER THE MEETING AT TIJUANA FLATS FOR FREE BEER AND CHIPS AND QUESO!



# CALENDAR OF EVENTS

- Meeting- October 8 (Ad Council)
  - Meeting- October 21
  - Meeting- November 5
  - Meeting- November 18
  - Meeting- December 2
- September 27- New Member Retreat @ Lake Wauberg
  - October 2- Ronald McDonald House
  - October 22- Jacksonville Trip
  - November 13-14 - AWNY Trip
  - November 14- Cystic Fibrosis Fundraiser

## YOU'RE INVITED!

To the Lake Wauberg New Member Retreat!

-First of all... the retreat is NOT for new members only! Anyone can come out to meet new people! :)

-Sept. 27 11:30 - 3:30

-Lake Wauberg South Pavilion II

-No need to bring anything other than your fun-loving self :)

-Wear comfy clothes. Tennis shoes are recommended but not required. We will be doing active activities!

-We will be carpooling! Meet at the Reitz Union car loop at 11:10am!

-Travis, Jaime, Karen and Monica will be driving.

(ADV 101 cont'd) The sky is the limit. Once you find your niche, model your work off of the work you idolize. I'm not saying copy it, but actually, I am. At first you should try to recreate your favorite shirt design. If you can't copy someone else's work, how will you make your work as good, then better? Caravaggio copied Michelangelo. Then he one-upped him with masterpieces of his own. It's part of the game and artists have been doing it since the beginning of time.

\*Note: In no way am I saying to copy someone's work and use it as your own. Instead you should strive to make your work as good as the work you idolize. Only then can you surpass it with your own talent.

Step 3: Learn Photoshop skills from friends, the Internet and Ad Society

If I didn't know how to blur a background, I'd type into Google: "How to blur a background." There are a million tutorials out there to help with Photoshop skills.

Moral Here: The Internet has a lot of information. Use it! Also, friends with more experience are a great resource for learning new ways to improve your work. And don't forget that Ad Society just

started the AdShop, yet another great place to expand on your Photoshop skills.

Step 4: Keep an ear open for creative opportunities

Once you gain some confidence in your quality of work, take advantage of chances to use it. I was lucky enough to intern at Universal Studios as a graphic designer for two summers. I got to make newspaper ads, magazine spreads, web banners, Publix aisle cards, park maps, and anything else you can think of. It was a unique opportunity that really expanded my experience in a field I already like, not a bad deal.

Moral Here: Don't bury your talents under a rock. There are always people in need of design work. Remember, I'm a Finance major, and I never felt like I couldn't run with the big dogs. Show some passion, have faith in your skills, and go for it!

When you're bored someday, take a look at my portfolio:

[http://web.me.com/travisdamon/Travis\\_Damon/Portfolio.html](http://web.me.com/travisdamon/Travis_Damon/Portfolio.html)



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