

# BEHIND THE SCENES

Prepress • Printing • Bindery • Mailing



"In the late 80's I was doing prepress the old fashioned way with film and a light table, when digital prepress was starting to emerge.

I found out I had a knack for dealing with the idiosyncrasies of computers and networks and learned quite a bit about them through the years. In an effort to keep things running and dealing with faster turnaround times, I like to get ahead of jobs during after hours. I've been told I'm driven by an overdeveloped sense of responsibility. To me, success is when the pressman doesn't come into prepress." ~David Young, Prepress/IT Manager

## Production Notes

Each issue of *The Complete Spectrum* is a unique production designed to illustrate various printing terms, techniques and attributes.

Printed 4/4 on 100# Flo Gloss Text, scored, folded & sealed with fugitive glue.

Printing: Spectrum Production Team

Mailing List Processing:  
Spectrum Mailing Dept.

Design: Julie Gard

Concept & Content:  
Heather Strong Bremppell

# 1ST IMPRESSIONS

## Latest Signature Seminar Success

Our April seminar participants were inspired by Elaine Walsh of E Comm International, the guest speaker of our free educational Signature Seminar, "Proud as a Peacock: Strut Your Plumage with a Small Business Budget" for Southern Arizona companies who create retail products. Many "Aha!" moments were made with the realization of who small business owners truly are as they tell their unique stories about their businesses—and how they're perceived by their customers. To stay informed about our next seminar that you could learn from, subscribe to our monthly VIP Email Updates: [www.SpectrumPrintingCompany.com/VIP-email-subscription](http://www.SpectrumPrintingCompany.com/VIP-email-subscription)

## Success Spotlight: Coming Soon

They say in business, innovation comes first. We strive to create winning solutions for you with our utmost creativity. But what we want to know is... what successful project have YOU completed & been proud of lately? Tell us your story and we'll feature you and your business/organization in one of our upcoming newsletters (& website) as a "Success Spotlight." With Spectrum, YOU come first. Simply tell Heather@SpectrumPrintingCompany.com all about your success and we'll take it from there. **Next Issue: Kittle Design & Construction**

## SmartValue Program

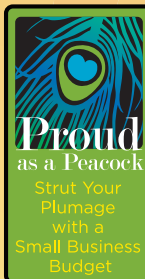
If you happen to be a current loyal client of ours, ask us about our SmartValue Program – just one additional way we love to serve you best.

**Hint:** Whether you're a local non-profit organization or a small business, this program is a valuable way to get your next event, or public service announcement noticed all around town – at no extra cost to you.

**Curious?** Contact your Spectrum Customer Service Representative and she'll help you get started: (520) 571-1114.



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# The Complete Spectrum

May / June 2014



"The brochures were absolutely beautiful! We love them & we can't believe how quick the turnaround was. You guys did a really wonderful job."

~A.D., school administrator

# KAPOW!

**C**reativity: Imagination and original ideas expressed as works of art (or solutions to problems). This edition of *The Complete Spectrum* discusses both!

Our panel of judges had a very difficult time trying to select just 12 winners of our annual calendar contest because of the large number of quality art pieces submitted. Take a look at how creative young minds transformed their thoughts on that topic into visual art with this year's "Entry Ways" theme.

Creativity, in business, also takes imagination and original ideas mixed with process knowledge to result in innovative ways to help organizations solve functional and marketing needs. Spectrum Printing prides itself on being at the forefront of new products and techniques. More importantly, Spectrum has knowledgeable and creative people to help translate all of that into bright, new ways to enable you to manage, promote, and communicate with your constituency.

Contact us today and let's get started working with you on your print, mail, and marketing wishes.

*George E. B. Stewart*

## SUPER STATS

15%

Marvel Comics integrates their physical comic books with the digital world, leading to a 15% increase in print sales over the last couple of years.

Data source: Econsultancy.com

# CRUSHED IT!

## Winners of Our Annual High School Calendar Art Contest

This year, 110 high school students hope to start building a name for themselves within Southern Arizona's art community by participating in Spectrum's 11th Annual High School Calendar Art Contest with the theme of "Entry Ways."

Approximately 700 calendars printed by Spectrum will feature artwork from over 130 submissions representing 16 local high schools and will be circulated throughout Tucson and Southern Arizona.

The top three winners and nine other student artists were selected to be featured in our annual calendar.



First Place  
Ciana Cronin



Second Place  
Guadalupe Ochoa



Third Place  
Judy Zhang

## Congratulations to the 2015 winners!

### FIRST PLACE

Ciana Cronin, Freshman – "Old Hang-Ups" (painting)  
University High School, Suellen Roediger, teacher

### SECOND PLACE

Guadalupe Ochoa, Junior – "The Eye" (painting)  
University High School, Suellen Roediger, teacher

### THIRD PLACE

Judy Zhang, Sophomore – "Curiosity" (drawing)  
University High School, Suellen Roediger, teacher

### Runners-Up:

Jacob Codoner, sophomore – "Can't Escape the Fear" (mixed media)  
St. Augustine Catholic High School, Teacher: Lisa Imblum

Jero Delos Santos, senior – "Gate" (painting) & "Attic" (painting)  
University High School, Teacher: Suellen Roediger

Jenna Hurst, freshman – "Adolescence" (painting) & "Within Trial" (drawing)  
Canyon Del Oro High School, Teacher: Lacy Mendoza

Visit [www.spectrumprintingcompany.com/2015-contest-entry-ways/](http://www.spectrumprintingcompany.com/2015-contest-entry-ways/) to view all student entries.

Christina Kiel, junior – "Be Different, Go New Ways" (drawing)  
Palo Verde High Magnet School, Teacher: Heidi McPeak  
Shelby Klajian, junior – "The Odyssey of Space" (painting)  
University High School, Teacher: Suellen Roediger  
Ivan Lu, junior – "Golden Gate" (painting)  
Ironwood Ridge High School, Teacher: Danielle Mulleneaux  
Madeline Pott, sophomore – "Family Portrait" (painting)  
University High School, Teacher: Suellen Roediger

### Honorable Mentions:

Cristian Brunenkant, junior – "Iglesia de Guadalupe" (mixed media)  
University High School, Teacher: Suellen Roediger  
Yasmeen Chanes, junior – "Taj" (painting)  
University High School, Teacher: Suellen Roediger  
Hwie Her, junior – "Passage to..." (drawing) & "Morpheus" (drawing)  
University High School, Teacher: Suellen Roediger  
Caitlin Hicks, sophomore – "Open" (mixed media)  
Sabino High School, Teacher: Michael Speir  
Alexa Jaramillo, junior – "Blur" (drawing)  
University High School, Teacher: Suellen Roediger  
Alexander Krabbendam, junior – "Futureville" (drawing)  
Ironwood Ridge High School, Teacher: Danielle Mulleneaux  
Oria Lopez, senior – "Natural Ribs" (mixed media)  
City High School, Teacher: Jessica Melrose  
Adrianna Nitka, senior – "Door to My Soul" (painting)  
Palo Verde High Magnet School, Teacher: Heidi McPeak  
Ashley Rahman, junior – "Suit of Hearts" (drawing)  
Sonoran Science Academy, Teacher: Paula Hanson  
Sarah Schwartz, senior – "Through the Rabbit Hole" (mixed media)  
Sabino High School, Teacher: Michael Speir  
Sheshna Vinay, junior – "Transition" (painting)  
University High School, Teacher: Suellen Roediger

### Thank you to the 2015 Participating Schools:

Canyon Del Oro High School	Palo Verde High Magnet School
Catalina Magnet High School	Sabino High School
Cienega High School	St. Augustine Catholic High School
City High School	School
Flowing Wells High School	Santa Rita High School
Ha:San Preparatory & Leadership School	Sonoran Science Academy
Ironwood Ridge High School	University High School
Marana High School	Western Institute for Leadership Development
Mountain View High School	

A special thank you to our guest judge, Andrew Maghielse, senior graphic designer at UA Campus Health Service.

### Contest Judging

Artwork is judged on artistic merit, technique, originality, creativity, adherence to & depiction of theme, and suitability for a wall calendar. A panel of esteemed artists and Spectrum employees select winners. Judges' decisions are final.

If you're interested in being a guest judge next year, please contact [Heather@SpectrumPrintingCompany.com](mailto:Heather@SpectrumPrintingCompany.com).

## CREATIVE EXERCISES TO WAKE UP YOUR BRAIN

With the influx of super hero media lately, we thought it would be quite fitting to provide some thought-provoking and creative brain activities to strengthen your Spidey-senses.

### "Shoot, I Pulled the Door Off Again!"

What super hero possesses the greatest super power? What super hero possesses the super power YOU would most like to have? That's your task, to determine which super hero has the power you would most like to have, and then sketch or list what you would do with that one super power. Would it be flight? How about super strength? And what would that client meeting be like if you could have X-ray vision! You decide. What's the greatest super power?

### For Graphic Designers - "Red and Blue Dogs"

Professional sports leagues all seem to share similar graphic qualities in their logos. There are typically two or three colors and a negative space shape representing a player or a recognizable object from the game. Your task is to design a professional sports league logo for these five activities:

- hot dog eating
- kite flying
- tricycle racing
- painting
- car washing

[Excerpted from the book, "Caffeine for the Creative Mind: 250 Exercises to Wake up Your Brain" by Stefan Mumaw and Wendy Lee Oldfield.]

