

Graphic Artist featured in Design Book

Julie Bateman of *CADDGraphics* featured in *Graphic Arts Reference*

Congratulations to local graphic artist Julie Bateman, of *CADDGraphics*, for being featured in a modern graphic arts encyclopedia. Julie's design is one of 31 of the styles featured in the book, which displays some of today's most popular formats and styles.

Julie Bateman has been a graphic designer at *CADDGraphics* for the last four years. She works with clients on projects including logos, brochures, posters, web sites, letterhead and business cards.

"I became involved in the book by receiving a call for submissions by email from HOW magazine - a magazine about the business of graphic design," says Julie, "I submitted some work that was chosen, they sent me a questionnaire, and the rest is history."

Established in 1994 by Robert Jefferies, *CADDGraphics* originally focused on CADD drafting, plotting and copying services.



The company has since grown to include two other partners, Scott Lee and Julie Bateman. To accommodate large growth as the list of services grew, *CADDGraphics* since moved to a larger space near Barrie's lakeshore at 274 Bradford Street (Lakeshore and Tiffin).

It's all too often that designers leave a meeting with clients, feeling as if they've been speaking an entirely different language. "Graphically Speaking" solves such communication problems by breaking down client-designer dialogue into something both parties can understand.

Inside, author Lisa Buchanan provides readers with an A-Z progression of buzzwords related to

31 of the most-requested design styles. Each entry is defined both literally and graphically with designer commentary and visual reference materials, such as that provided by local artist, Julie Bateman.

No longer will vague, confusing, or sometimes misused terms - words like "innovative" or "powerful" or "kinetic"- keep readers from nailing a design. "Graphically Speaking" is really three books in one - a client communication guide, a designer reference, and an inspiring collection of top design projects. 📖

The book is available at all local booksellers, direct from HOW Design Books at 1-800-448-0915 or online at <http://www.howdesign.com>