

JANUARY 2001

# Graphic Design USA

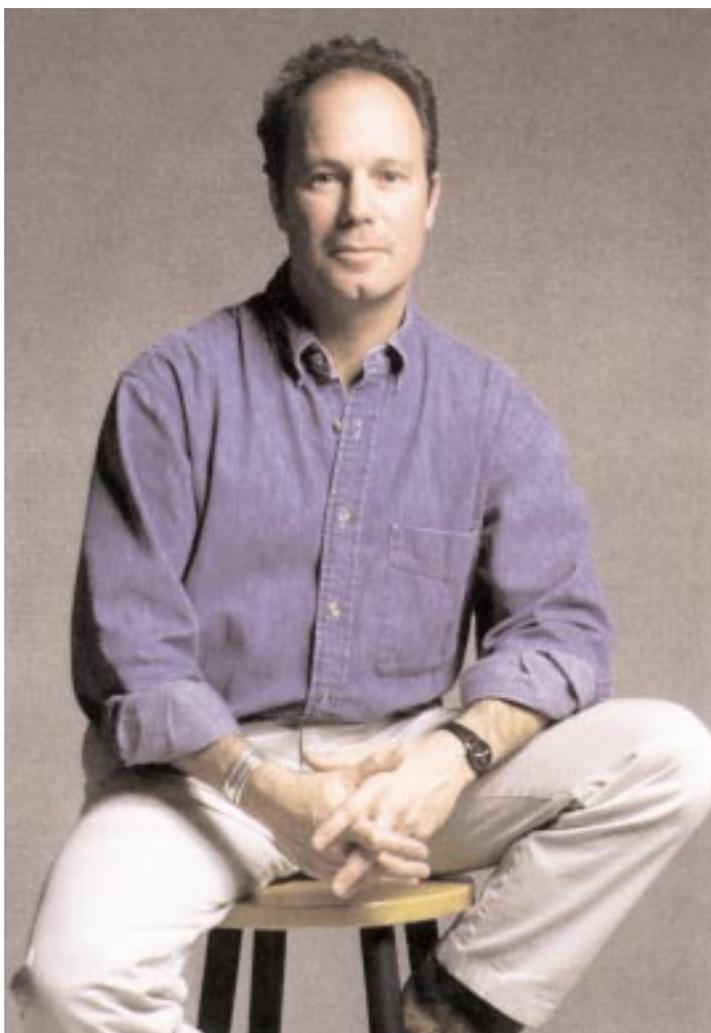


## FIFTY PEOPLE TO WATCH IN 2001

Graphic design is an increasingly valued asset in commerce and culture. This special report looks at people who are thriving in – and influencing the shape of – our communications-needy and visually-hungry society. Clearly there are thousands to watch in our talent-laden and personally-packed community. But we think you'll agree that these 50 are intriguing individuals who display a special mix of design talent, strategic capabilities, business acumen, joy of creation and, often, a commitment to professional and public service. As a bonus, each comments on the role and future of the creative business in the coming year.

### jonathan pite

Jonathan Pite is the Creative Director and Principal of Pite Creative Services, Inc, Boulder, Colorado. He has designed over 100 Annual Reports and more than 50 Web Sites for public corporations around the world. He is also Chairman of the Art Directors Club of Denver, board member of Design Coalition/USA and AIGA member. Awards have included regional and national competitions including the Potlatch Annual Report Show, the Strathmore Annual Report Show, Financial World, Art Directors Club, American Graphic Design, PRSA's Gold Pick, BMA's Gold Key, IABC's Gold Quill, AMA's Gold Peak, Nicholson and CIPRA as well as profiles in a variety of publications. He has held positions as Creative Director at Carl Thompson Associates in Boulder and Design Director at Deutsch, Shea & Evans Adv. in New York City. His background includes a decade of corporate/travel photography with assignments around the world for The New York Times, Forbes Magazine, General Motors, AT&T, Manufacturers Hanover Trust Bank, The Jamaican Tourist Board and Connoisseur Magazine.



#### MESSAGE HOLDS THE MEANING

Successful graphic design is communication. Technology and demand are not a substitute for creativity. Adobe and Macromedia won't replace the designer any more than photography replaced the painter or video replaced the filmmaker. Communication today hits us from every direction. The emerging information technology revolution and exponential population growth are fueling a booming business in graphic design. And with this onslaught, more than ever it's good design that determines what gets listened to. The packaging is crucial to the delivery of the message. But behind every messenger it is the message that holds the meaning. It is the substance that will touch your soul. What does the package hold in the long run if it's nothing more than an empty box?