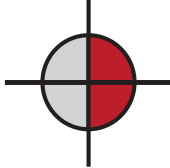


sarah micklem portfolio

Contact: micklem[at]sarahmicklem.com

design  typography

Girl Scouts of the USA
Time For Kids
Sports Illustrated For Kids
Comps for custom magazine
Posters
Books and cds
Websites

Magazine headlines and logos
Orson Welles project
A few alphabets

sarah micklem

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Girl Scouts of the USA

Time For Kids

Sports Illustrated For Kids

Comps for custom magazine

Poetry posters

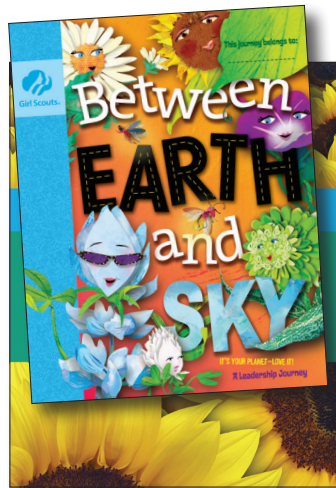
Books and cds

Websites

design typography

In August, 2008, I joined a small team at Girl Scouts of the USA that was hard at work on a large project: producing Girls Scouts' second set of journey books, *It's Your Planet—Love It!* My job was to supervise the design of six books for girls and six guides for adults (over 1200 pages in all).

We had a killer deadline. Manuscripts were still in outline stage, and the books had to be in stores in the summer of 2009.

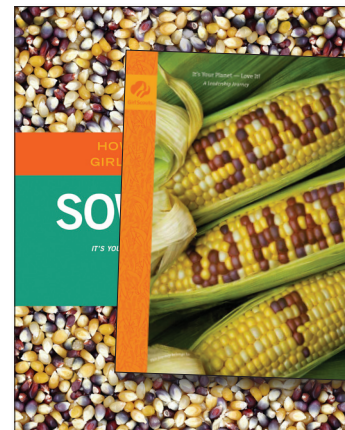


A word about the journeys:

Leadership journeys are a new idea in Girl Scouting, launched in the summer of 2008 with the publication of the first series, *It's Your World—Change It!*

Journeys offer girls at each age level a fun and challenging experience spread over a series of sessions. During a journey, girls explore their world and take action on issues that matter to them.

Journey books serve as maps, guides, and souvenirs of this experience.



sarah micklem

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Time For Kids

Sports Illustrated For Kids

Comps for custom magazine

Poetry posters

Books and cds

Websites



I found new illustrators to reinvent some existing characters.

For the Daisy journey, *Between Earth and Sky*, I wanted a cut paper artist to create flower characters that popped off the page. We chose Susan Swan—who does collages digitally these days.

design typography

In November we chose Alexander Isley Inc. to design the journeys. I worked closely with their staff over the next five months. The designers did an amazing job of bringing the journeys to life, giving each book a distinctive look based on its environmental theme.

I laid groundwork for design and illustration in advance, creating mood boards to present my suggestions for visual motifs and color palettes. I also did book maps and commissioned art for the fully illustrated Daisy and Brownie books, and for a comic insert in the Junior book.



Book map (left) and final spread from the Brownie book, *WOW! Wonders of Water*. Illustrations by Helena Garcia.



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Girl Scouts of the USA

Time For Kids

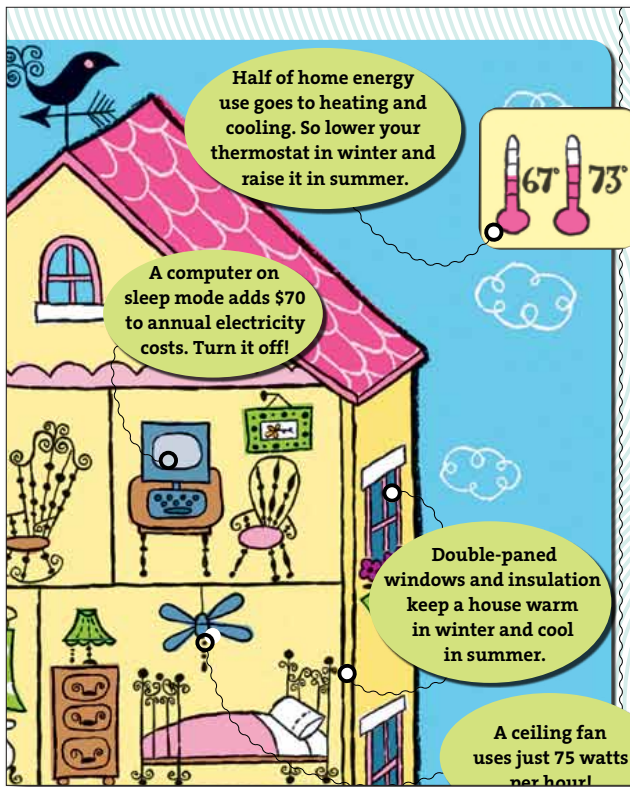
Sports Illustrated For Kids

Comps for custom magazine

Poetry posters

Books and cds

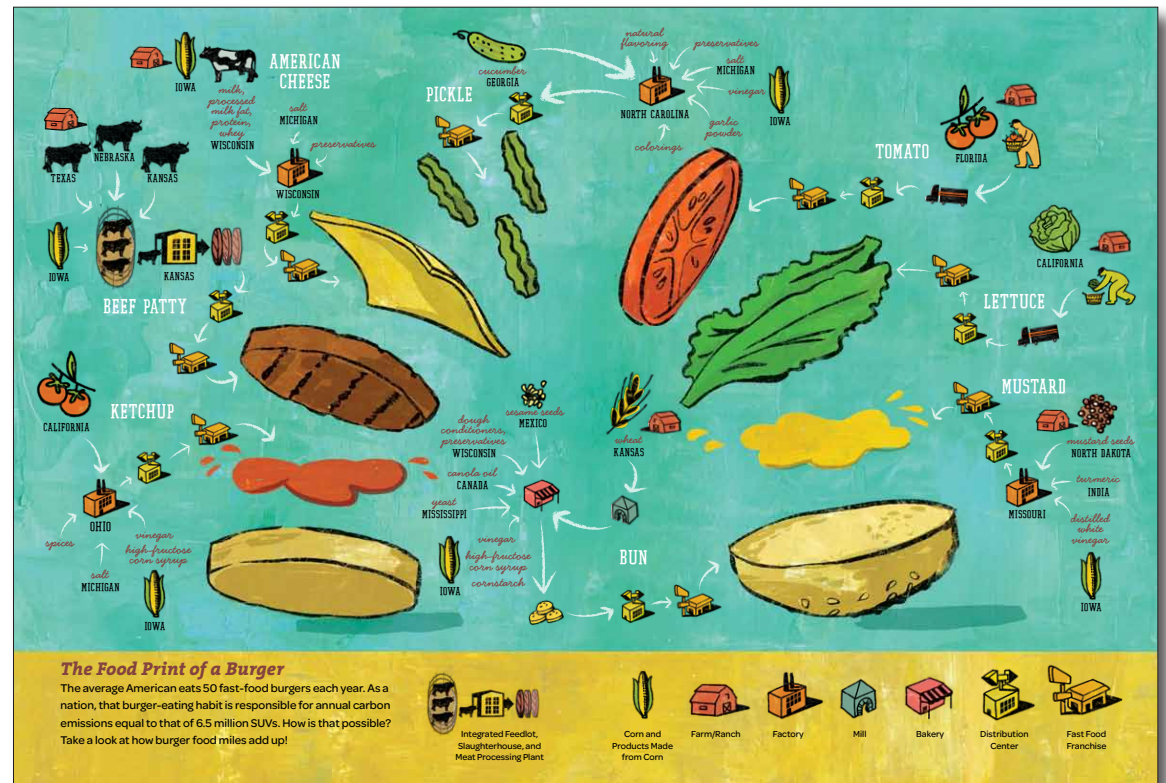
Websites



Detail from illustration by Melinda Beck on energy use in houses for the Junior book, *Get Moving!*

design typography

I proposed various information graphics to clarify and enhance the text, and freelancer Rocco Alberico and I helped out with research and comps. The goal was to make the information graphics accurate, age-appropriate, and fun.



Spread illustrated by Hadley Hooper for *Sow What?*, the Senior book on food issues, showing how various ingredients in a fast-food burger get to your plate.

sarah micklem

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Girl Scouts of the USA

Time For Kids

Sports Illustrated For Kids

Comps for custom magazine

Poetry posters

Books and cds

Websites

design typography

Designs for the awards girls can earn on the journeys had to be done early to give the manufacturers time to develop prototypes. I designed patches for Daisy, Brownie, Junior, and Cadette, and came up with ideas for Senior and Ambassador pins.

The Junior awards for *Get Moving!* are based on intersecting circles. When the patches are combined, they contain a windmill shape — for energy.



Pamela Forman of Kerissa Creations made a pin with pendants for the Ambassador award, using my sketches as a starting point.

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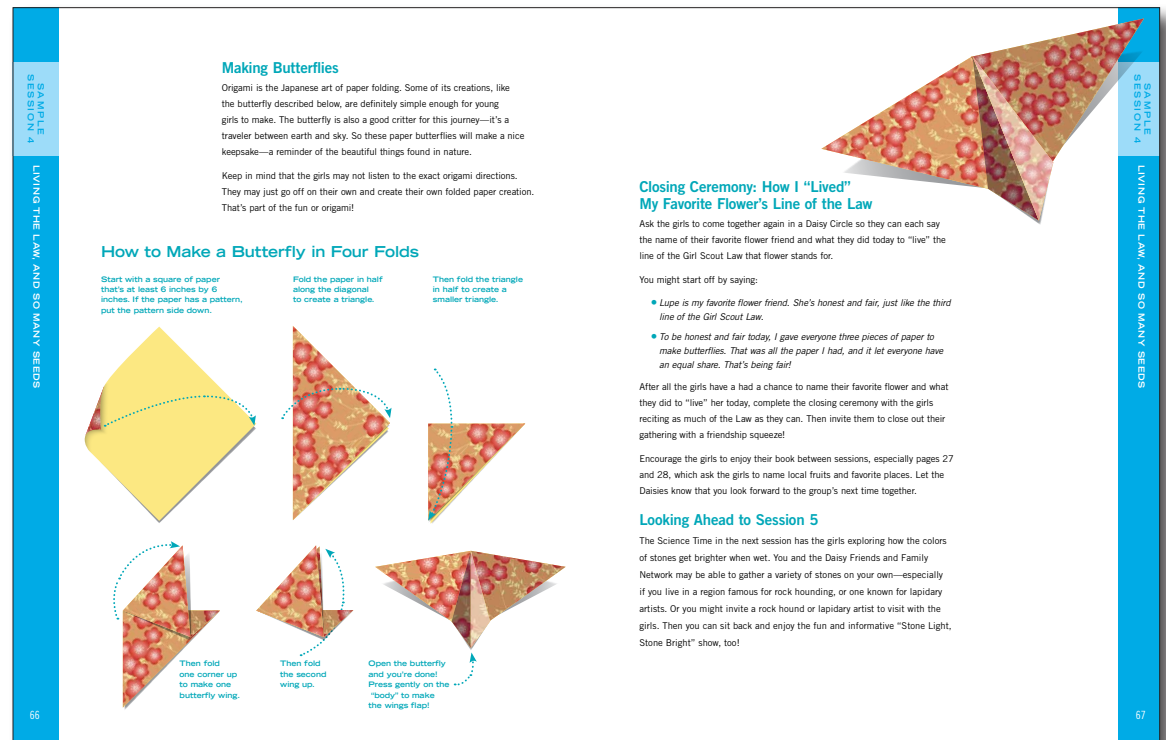
Books and cds

Websites



design typography

We laid out most of the adult guides in house, using a format developed for the first set of journeys. One innovation was adding photos to the covers—chosen by Alexander Isley Inc to complement the covers of the girls' books.



I illustrated step-by-step instructions for an origami butterfly in the Daisy guide.

sarah micklem

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Time For Kids

Sports Illustrated For Kids

Comps for custom magazine

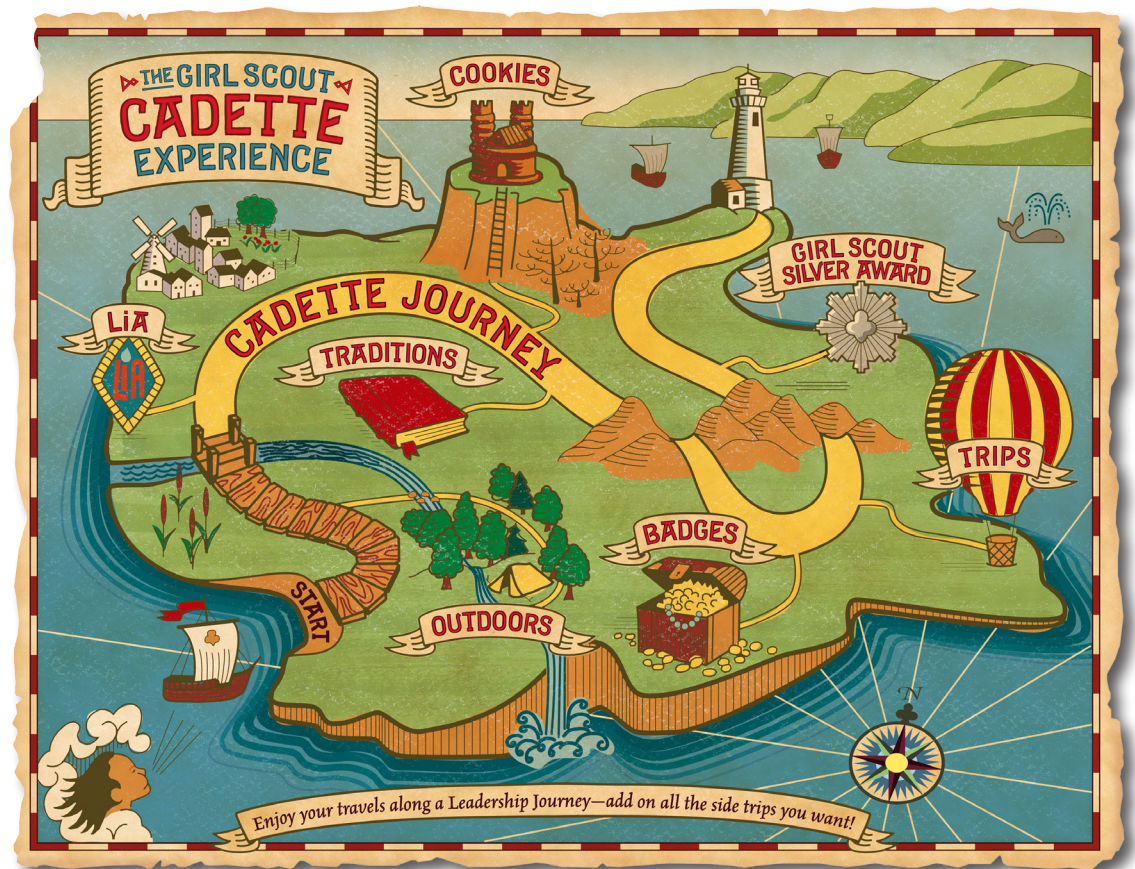
Poetry posters

Books and cds

Websites

design typography

After the books shipped to the printer, my next big project was a [journey map website](#) (more on that in the website section of the portfolio, pages 21-22). I worked with six illustrators on 'maps' that show how leadership journeys can be an integral part of everything girls do in Girl Scouts. The maps are so popular that we have started selling them as posters.



sarah micklem

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Poetry posters

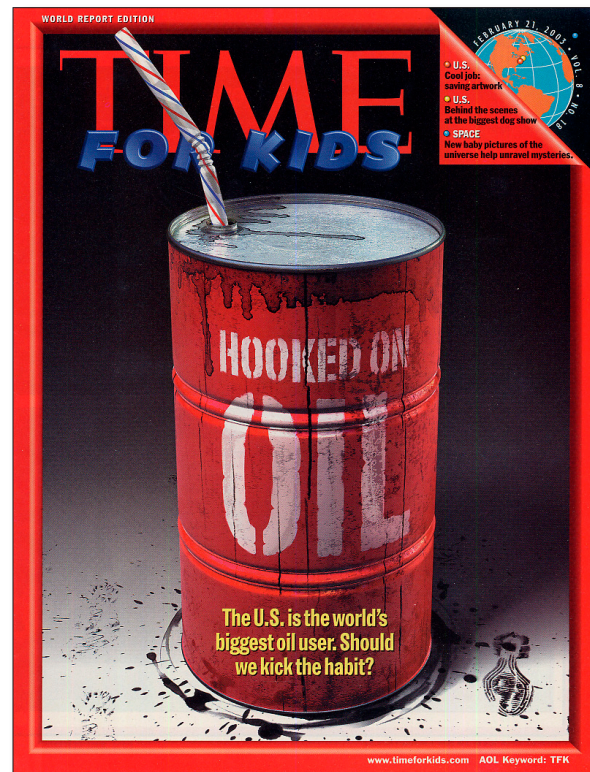
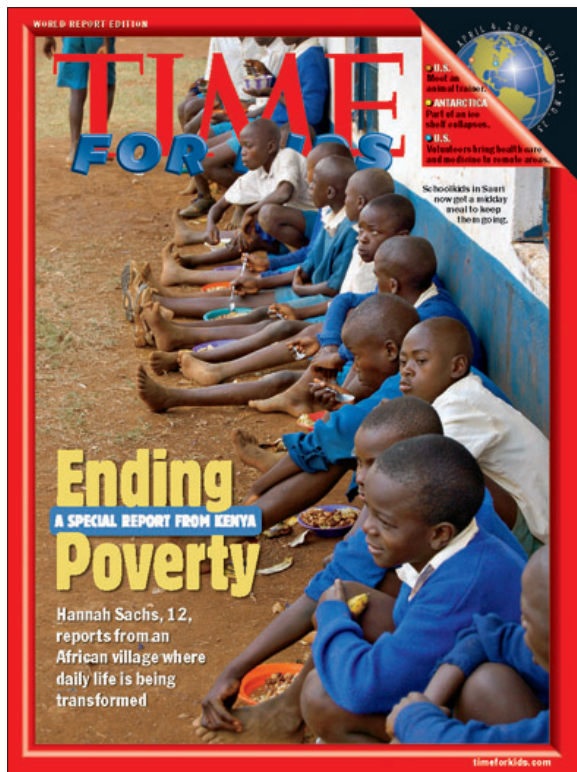
Books and cds

Websites

design typography

Time For Kids produces classroom weeklies for grades K-6, covering serious news as well as kid-oriented stories. I served as art director of the two editions for older kids from 1999 to 2003, and freelanced there in 2008 when the current AD was on leave.

Our challenge was to present a lot of information on a small canvas, with cover stories only one or two pages long. We varied headline treatments and layouts to fit the subject and entice reluctant readers. We created most of our own charts and maps. Sometimes we picked up photos, art, or information graphics from Time.



Most Time For Kids covers have news photos, like the one on the left, but occasionally we commissioned illustrations or photography.

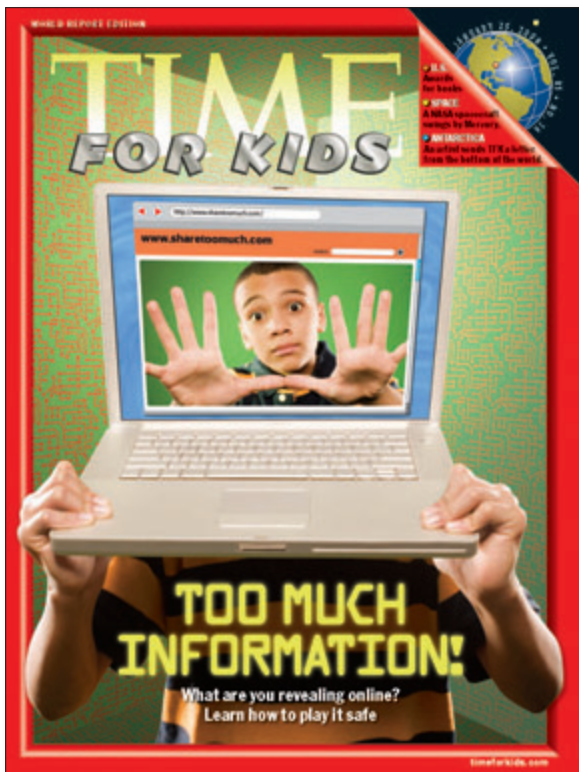
I suggested the concept and Lane du Pont did the illustration combined with a news photo.

sarah micklem

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Time For Kids
Sports Illustrated For Kids
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design typography



Just-in-time layout: A photographer shot photos for this story in the TFK conference room. The son of a staff member served as a model. I did the digital composites.

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FIVE YEARS OF WAR

There is less violence in Iraq. But will the progress last?

A DIVISION NATION Most Iraqis belong to one of three groups: Sunni Kurds, Sunni Arabs or Shiite Arabs. Sunnis and Shiites are Muslims. The Kurds are a non-Arab people. Shiites rowed the government.

IRAQ'S POPULATION

Group	Percentage	When they live
Shia Arab	60%	Urban areas
Sunni Arab	35%	Rural areas
Kurd	5%	Mountainous

Still, officials fear that these gains will be lost if violence spreads again. Last summer, Shiite leader Muqtada al-Sadr ordered his fighters to stop attacking U.S. forces. The six-month cease-fire is due to expire soon. A Sunni parliament member, Amas al-Dudaihi, warned that if the truce were broken, it would hurt both for national reconciliation, the volunteer fighters saw as a sign of weakness for U.S. forces. But as the insurgents have been pushed out of some areas, they have regrouped in others. Murder, death threats and kidnappings are still commonplace in Iraq.

THE SURGE STRATEGY
 Once additional troops arrived in Iraq, U.S. military leaders mounted new offensives against al-Qaeda and Sunni insurgents. In Baghdad, American troops moved into bases in the city's violent neighborhoods. The troops live among the residents and walk patrols. In Anbar province, in western Iraq, the U.S. turned to local tribes, and won whole neighborhoods, to rise up against the insurgents. Over the past year, more than 125 local armies were formed. Known as Concerned Local Citizens groups, the volunteer fighters saw as a sign of weakness for U.S. forces. But as the insurgents have been pushed out of some areas, they have regrouped in others. Murder, death threats and kidnappings are still commonplace in Iraq.

At least 3,960 members of the U.S. military have died since the war began.

SMALL STEPS FORWARD
 On February 15, the Iraq parliament passed measures that set the stage for more power sharing between the country's groups. A new law calls for local elections to be held in October. "These are difficult times [that] required a lot of compromise," says U.S. Ambassador to Iraq Ryan Crocker. "The day is an important step forward."

IRAQI NEWS REPORTER BY MICHAEL RUSSELL
 Washington and New York Daily Dispatch

THE IRAQI CONFLICT

- March 20, 2003 The U.S. and allies attack Iraq. Their goal: Find and destroy dangerous weapons and remove from power Iraq's leader, Saddam Hussein.
- June 24, 2004 The U.S. hands power over to a temporary Iraqi government.
- October 15, 2005 Iraqis vote on a new constitution. Four days later, Hussein goes on trial for crimes committed against his people.
- April 6, 2005 U.S. forces march into Baghdad.
- December 15, 2005 Hussein is captured in Iraq.
- January 30, 2005 Eight million people vote in Iraq's first free elections in 35 years.
- February 22, 2006 A bomb attack on Iraq's first Shiite Muslim shrine in Samarra sparks a prolonged violence.
- January 10, 2007 In a national speech, Bush announces a new strategy to win the war. He commits 35,000 additional troops to the effort.
- September 16, 2007 U.S. Ambassador to Iraq Ryan Crocker and General David Petraeus report to Congress. Petraeus outlines a partial withdrawal of forces.

ACROSS THE ICE

A team of explorers seeks the truth about global warming

Do you want to see the effects of global warming? Then head north. Temperatures are increasing faster in the far north than they are in the more temperate zone of the world. Recent studies indicate that the North Pole could be underwater during the summer in less than 10 years. Instead of coated in thick sea ice, but melting the Arctic terrain up close isn't easy, unless you're handy with a dog sled—Will Steger is going to take all of us there.

Steger, 64, is a legendary polar explorer. He was the first person to make a dog sled trip to the North Pole, and a winner of the National Geographic Adventure Lifetime Achievement Award. Here at home in from, forbidden parts of the world where they make their home in the far north, one journeyed on security.

MEET THE TEAM

- Will Steger**, expedition leader, 64, United States
- Elisavere Island** (Canada)
- Greenland** (Denmark)
- Sam Branson**, 22, Britain
- Sigrid Elvén**, 27, Norway
- Ben Horton**, 36, United States
- Eric McNeill-Lewis**, 21, New Zealand
- Samuel McNeill-Lewis**, 21, New Zealand
- Tyler (Toby) Thurlow**, 28, Norway

UP NEXT Many areas that show signs of global warming are frozen solid in March. The expedition plans to be the first to cross the ice from Ellesmere Island to the North Pole. They'll return to Ellesmere Island. They'll return to Ellesmere Island.

THE IRAQI CONFLICT

THE SURGE STRATEGY

SMALL STEPS FORWARD

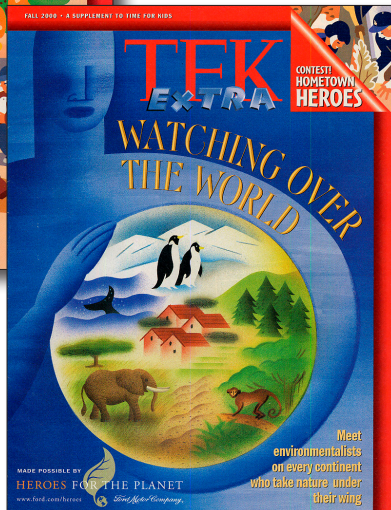
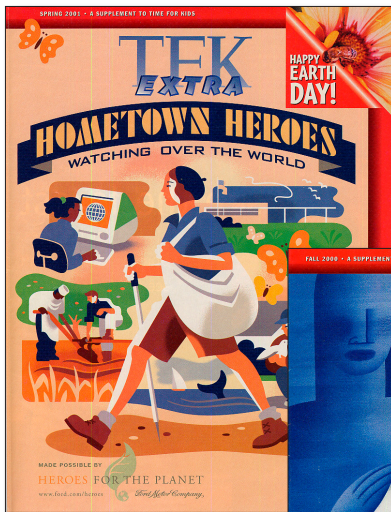
MEET THE TEAM

UP NEXT

sarah micklem

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Girl Scouts of the USA
Time For Kids
Sports Illustrated For Kids
Comps for custom magazine
Poetry posters
Books and cds
Websites



design typography



Over the years we did a number of special issues sponsored by advertisers.

sarah micklem

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design typography

I worked on *Sports Illustrated For Kids* magazine from its launch in 1989 to 1998, first as assistant AD and then deputy AD. The art director, Rocco Alberico, gave the designers a lot of latitude, and we practiced a “more is more” kind of design. Every feature looked like it came from a different magazine. It was a great place to try new techniques and indulge in various styles. I discovered I liked to draw type on the computer. I designed many logos for departments and some elaborate headlines (see typography section for more examples).



Feature design inspired by the trompe l'oeil paintings of William Harnett. This layout won an award from The Type Directors Club and was featured in a book, *Street Smart Design*.

sarah micklem

design typography

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HAIR-RAISING!

Was Air Jordan the first to mix style and sports? No way!

EVERY KID WHO dresses in knee-draggin' baggy shorts knows that Michael Jordan is the coolest superhero of all time. Forget what he did on the basketball court. Air Michael is the Crown Prince of Cool because of his look. First, he loosened the seams of his basketball shorts and let the air flow through. Then he said to his barber, "Take it all off!" But was Michael the first to mix fashion and sports? No way! As you'll see, athletes have always been concerned with their "look." Don't laugh!

Many styles from years ago look goofy now. But in their day, Oscar Gamble's Afro (page 53) and Johnny Weissmuller's bathing suit (page 58) were considered... well... cool!

Someday, you'll look back at pictures of yourself and of athletes from 1994. And guess what? You'll probably laugh.

Glen Plink competes in the wild sport of extreme skinning, which sometimes makes his hair stand on end!

INSIDE

- Super Hair-vent page 53
- Basketball page 54
- Baseball Swirls page 56
- Fashion: Dandruff page 57
- Historic Helmetts page 57
- Then and Now page 58
- Flashback! page 58
- The Year 2000 page 60
- Who I Wear It page 61
- Cool Team Stuff page 62
- Pro and Con page 62

SUPER HAIR-OES!

IF YOU WERE CREATING A HAIR HALL OF FAME, WHO WOULD YOU PUT IN IT? HOW ABOUT the sports figures on these two pages? All of them (except boxing promoter Don King) are great athletes. But their athletic achievements do not compare with their performance in the most eye-catching category of all: Hairstyling!

Electrofrizz > Don King, Boxing, 1990

Curly Locks > Don Stanhouse, Baseball, 1979

Pony > Andre Agassi, Tennis, 1992

Stripes > Brian Reshawick, Football, 1986

Walrus Look > Lennox M. Donald, Hockey, 1989

Carved > Dennis Rodman, Basketball, 1990

Dandy > James O'Rourke, Baseball, about 1990

Dreadlocks > Yarnick Noah, Tennis, 1990

Super Afro > Oscar Gamble, Baseball, 1978

Male > Carlos Valdecran, Soccer, 1990

Manlike > Rellie Finnes, Football, 1978

Crew Cut > Roger Maris, Baseball, 1961

Mohawk > John Riggins, Football, 1975

What a Mess! > Bill Lee, Baseball, 1961

With More Hair > Pat Riley

BASKETBALL

SIR CHARLES AND AIR MICHAEL WERE NOT ALWAYS hairless, and Knick coach Pat Riley once sported the "blow-dry and mustache" look. Here's proof.

Charles Barkley
With Hair
Without Hair

Michael Jordan
Without Hair
With Hair

Pat Riley
With Hair
Without Hair

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The TORNADO

Tornado Alert! Hideo reaches for the sky, spins on his right leg, whirrs, and lets it fly!

WATCH HIDEO NOMO pitch and you'll see why he's nicknamed The Tornado. Standing on the mound, the Los Angeles Dodger pitcher raises his hands high above his head and stops. Suddenly, he pivots on his right leg. He turns his body completely around so that the batter can see only his back. Then Hideo whirrs and fires. *Strike 1! Strike 2! Strike 3!* Hideo, age 27, grew up in Japan. He has been blowing away major league hitters for the past two seasons. In 1996, Hideo was the National League Rookie of the Year. He had a 13-6 record and a 2.54 ERA. He led the league with 236 strikeouts and started in the All-Star Game. This season, Hideo won eight of his first 13 decisions. He is averaging more than a strikeout per inning. In one game, he hooked the Florida Marlins for 17 strikeouts! "Last year, he was facing the batters for the first time," says catcher Mike Piazza. "Now he knows *how* to pitch to each batter. That has made him an even better pitcher."

Turn to page 44 →

Hideo Nomo of the L.A. Dodgers is Blowing Hitters Away

43

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Time For Kids
Sports Illustrated For Kids
Comps for custom magazine
Poetry posters
Books and cds
Websites

design typography

These comps were for a custom publishing proposal to create a new magazine for a department store. The articles came from various Time Inc. publications, but the design was all new. I enjoyed the opportunity to create a format and sample spreads for an adult audience.



Blanket statement: You don't have to go far to dine alfresco. Even the backyard will do.

— PARENTING, JUNE/JULY 1995 —

PERFECT PICNIC

THE NOVELTY OF EATING OUTDOORS MAKES EVERYTHING TASTE SO MUCH BETTER. SIX EASY RECIPES FOR A PERFECT FAMILY PICNIC

■

ONE OF MY EIGHT-YEAR-OLD daughter's favorite pastimes is leafing through the family photo album, reliving her "early" years. Although the album is crammed with images of birthday parties, holiday celebrations, and family gatherings, the photograph that most intrigues her shows three little girls clad in bikinis and sun hats, sitting on a plaid tablecloth under a huge maple tree. Each girl, tan and smiling, is eating a sandwich or drinking lemonade. The caption reads, "First Picnic."

My daughter was two at the time, surrounded by her best buddies. As I recall, the day was unbearably hot. We hand-squeezed lemons for lemonade and made cheese and cucumber sandwiches. It was a simple affair, but one my daughter has never forgotten. "That was so much fun," she says every time she sees the photo. "Can we have another picnic soon?"

Eating outdoors can be a magical adventure for children. Food always tastes better outside, of course (or is it just that all that fresh air makes you hungrier?). And so many of the etiquette rules that govern the family table when you're in-

■ BY KATHY GUNST · PHOTOGRAPHS BY THOMAS HEINSE

—00—

—00—

M E N U

- TAHINI-YOGURT DIP
- CONFETTI COLE SLAW
- CHINESE-STYLE VEGETABLE RICE SALAD
- OVEN-FRIED CHICKEN FINGERS
- LEMON TART
- HERBAL PUNCH

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design typography

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LIFE, MAY 1995

GO WEST

OR EAST, NORTH OR SOUTH . . .

A TRAVEL GUIDE TO SPECTACULAR NATIONAL PARKS IN EVERY CORNER OF THE LAND

HAVE WE GOT A SURPRISE FOR YOU? Make that four surprises — spectacular national parks that you have probably never visited. Can you be never even heard of, but that may soon rank among your favorites. — While not even one of these gems are among the West's least-crowded national parks. For that matter, we're not sure their relative scarcity is a problem. At these parks, you won't find people waiting in long lines to get a complete or crowded parking lot, or a sign to watch a geysir blow. Here, the only lines you'll find are those that double from hiking poles. — Each of our "to-do" parks takes fewer than 500,000 visitors a year — North Cascades in Washington drew only 10,322 people in 1994. That's not a lot of people, especially when they're spread over hundreds of thousands of acres, and these visits come a year. — So it's not for lack of scenery that these parks are uncrowded. Collectively they are endowed with glaciers, volcanoes, unspoiled islands, the tallest and oldest trees in the world, and the confluence of two of the West's greatest rivers. And they are all yours. So go ahead and enjoy these lovely parks while they are still lovely. Then don't tell a soul. **CONTINUED**

1 SHOWBALLS IN JULY
North Cascades National Park visitation in 1994 — 19,322. You're often alone in North Cascades National Park as you walk through its huge old forests of cedar and fir, or hike the high trails.

2 END OF THE LAND
Acadia National Park visitation in 1994 — 426,921. All it takes is a pair of feet or a four-wheeled drive vehicle to view the confluence of two of the West's greatest rivers and Grand Canyon-like vistas.

3 ARCHITECTURE
Arches National Park visitation in 1994 — 246,323. You're often alone in North Cascades National Park as you walk through its huge old forests of cedar and fir, or hike the high trails beneath ice-covered

4 BLUE VISTAS
Blue Ridge National Park visitation in 1994 — 87,265. You're often alone in North Cascades National Park as you walk through its huge old forests of cedar and fir, or hike the high trails beneath ice-covered

WILL THE REAL HANDYMAN PLEASE STAND UP? TWO OF TV'S TOOL GUYS GIVE YOU THE DO'S AND DON'TS OF DEALING WITH HOME RENOVATION CONTRACTORS

STORY BY A BRAD LEMLEY
PHOTOGRAPHS BY DAVID BARRY

TOOL DUEL

TIM ALLEN Home Improvement may be a sitcom, but he knows a few real tricks

Top ten things not to say to your contractor

- ❌ Money is no object. Make that four surprises — spectacular national parks that you have probably never visited
- ❌ We'll decide where to put the bathroom later.
- ❌ You're the expert, you decide. Maybe some over head
- ❌ You're the expert, you decide. Of, but that may soon rank among your favorites.
- ❌ Money is no object. Make that four surprises — spectacular
- ❌ We'll decide where to put the bathroom later.
- ❌ You're the expert, you decide. Maybe some over head
- ❌ Money is no object. Make that four surprises — specta
- ❌ We'll decide where to put the bathroom later.
- ❌ You're the expert, you decide. Maybe some of, but that may soon rank among your favorites.

NORM ABRAM This Old House makes it look easy — as long as Norm is on the job

Top ten things to say to your contractor before you get started

- ❌ Is that a firm estimate? Make that four surprises — spectacular national parks that you have probably never visited
- ❌ Can we have that in writing? probably make that four surprises
- ❌ You're the expert, you decide. Maybe some over head
- ❌ You're the expert, you decide. Of, but that may soon rank among your favorites.
- ❌ Money is no object. Make that four surprises — spectacular
- ❌ We'll decide where to put the bathroom later.
- ❌ You're the expert, you decide. Maybe some over head
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These posters are from a series advertising poetry readings at the State University of New York at Stony Brook. My husband was running the Poetry Center, and I worked pro bono to create illustrations and designs; to keep the budget low we printed limited runs on color copiers. Many of the posters were also broadsides that featured a poem.

Lovesick

The dead straw in those trees, the dead leaves in those trees have turned to birds, they have turned to crows, they are watching a deer or a piece of tire, my foot is on the deer's black head, my face is in the clouds, I kick the tire over to see the guts. I want the whole thing for myself. They want the eyes, they want the stinking shoulder, they wait for me to leave, I kick the legs, I drag them across the highway, all those beaks are snapping, all those tails are waving in the wind, their bellies are moaning and howling, their souls are cooing and cawing.

Gerald Stern was born in Pittsburgh in 1925. He is on the faculty of the University at Iowa's writer's workshop. He has received numerous awards and fellowships for his work, including the 1977 Lamont Prize for his second book, *Lucky Life*. The poet W.S. Merwin says of Stern's work, "I read [his poems] as I would notes from a neighbor whom I'm happy with down the road."

THE POETRY CENTER PRESENTS AN EVENING WITH THE POET
GERALD STERN
THURSDAY, NOVEMBER 30TH, 1995
7:30 PM

ROOM 239 HUMANITIES BUILDING, SUNY STONY BROOK
RECEPTION AND BOOK SIGNING TO FOLLOW
Information: Cornelius Eady 516-632-7332

Admission Free • Parking available on campus • NEXT EVENT: Lucille Clifton, April 15th, 1996, 7:30 P.M.

Africana Studies & The Poetry Center Present
Amiri Baraka's
BLACK HISTORY MUSIC

A PERFORMANCE OF POETRY AND JAZZ BY
Amiri Baraka and BLUE ARK: The Word Ship

FEATURING
Amiri Baraka, poetry
Aminia Baraka, vocal & poetry
Haim Sullman, poetry
Dwight West, vocal
James Orange, vocal
Rahman Herbie Morgan, tenor & soprano saxophone
Robert Banks, piano
Wilbur Morris, bass
Rudy Walker, drums
Leo Troxler, stage manager

Wednesday, February 14, 1996
7:00 P.M.
The Student Union Ballroom
SUNY Stony Brook

ADMISSION FREE
Parking available on campus

The Poetry Center and The Institute for Medicine in Contemporary Society Present:

LUCILLE CLIFTON
MONDAY
APRIL 15, 1996

4:00 P.M. • An Afternoon with Lucille Clifton
Lecture at The Health Sciences Center
Lecture Hall 5, Level 3

7:30 P.M. • Poetry Reading
Room 239 Humanities Building
SUNY University at Stony Brook
Reception and book signing to follow

Lucille Clifton was born in Dupont, New York in 1936. She has written seven books of poetry, including *The Book of Light* (1993), *Quilting* (1991), and *Next: New Poems* (1987). She has also published numerous poems, prose, and books for children. Her awards include the Juniper Prize for Poetry, two nominations for the Pulitzer Prize in poetry, an Emmy Award, and two fellowships from the National Endowment for the Arts. She has taught at the University of California at Santa Cruz and American University in Washington, D.C. and is presently Distinguished Professor of Humanities at St. Marys College of Maryland.

ATLAS

i am used to the heft of it
sitting against my rib,
used to the ridges of forest,
used to the way my thumb
slips into the sea as i pull
it tight, something is sweet
in the thick odor of flesh
burning and sweating and bearing young.
i have learned to carry it
the way a poor man learns
to carry everything.

Admission to events is free
Parking available on campus
Information: Cornelius Eady, 516-632-7332

ILLUSTRATION BASED ON A SCULPTURE FROM CHINA BY THE STATUESQUE RESEARCHER
YUEN-KANG, BRONZE PHOTOGRAPH BY BRADLEY STEINBERG.COM

sarah micklem

Contact: micklem[at]sarahmicklem.com

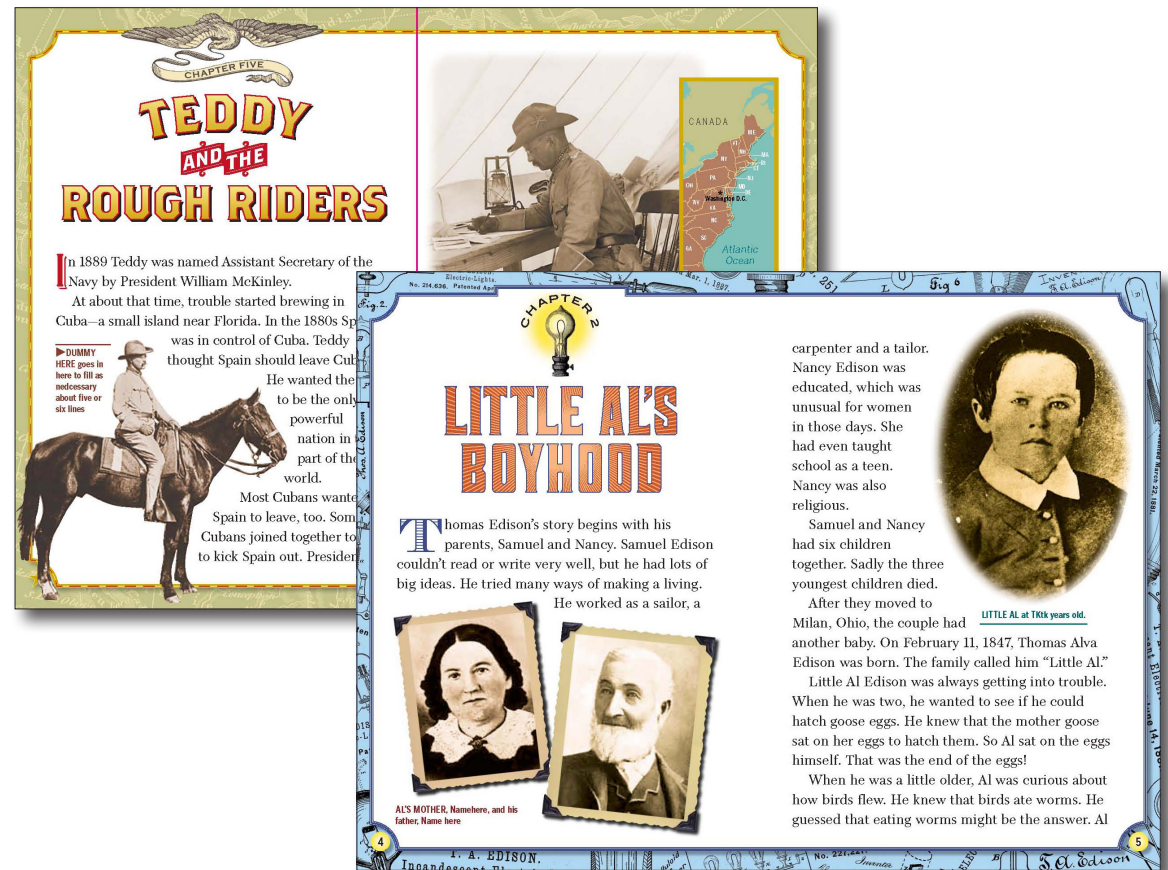
Girl Scouts of the USA
Time For Kids
Sports Illustrated For Kids
Comps for custom magazine
Poetry posters
Books and cds
Websites

THEODORE ROOSEVELT

Cover type for biography

design typography

I worked on two biographies for Time For Kids, following a pre-existing format. We varied the typography and border treatments according to the subject. For Thomas Edison, I made a collage from his patent applications for the border.



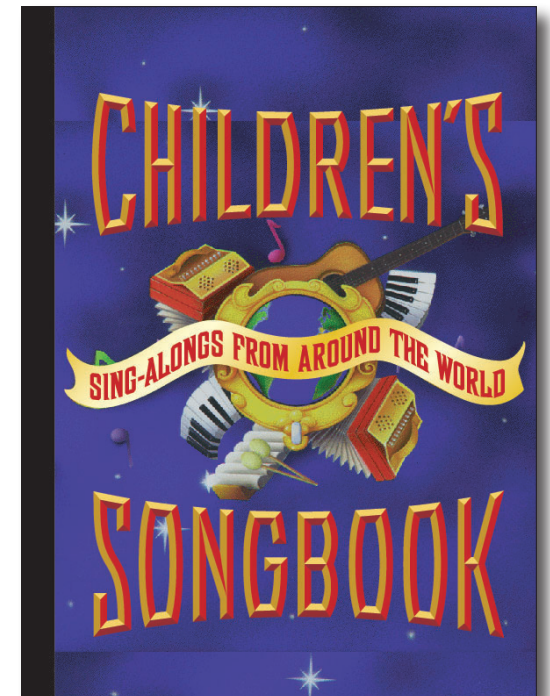
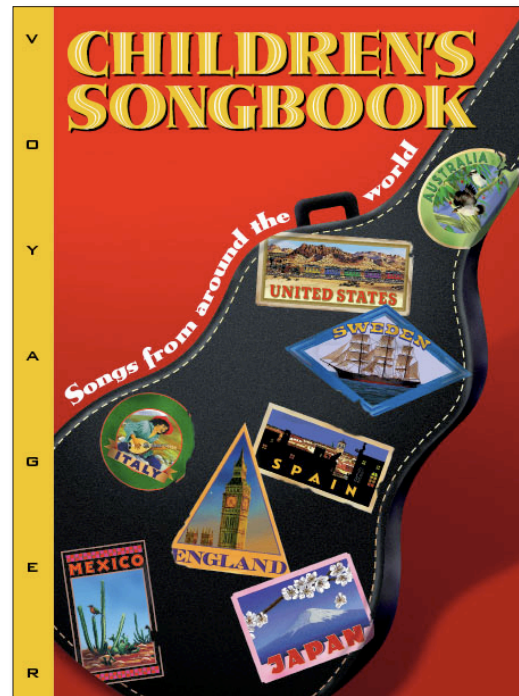
sarah micklem

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design typography

Cover for a CD-ROM, now an antique format. The finished cover is on the left; a rejected comp on the right. I liked the beveled type I drew for that comp so much that I finished the alphabet and called it Toy Type.



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Girl Scouts of the USA

Time For Kids

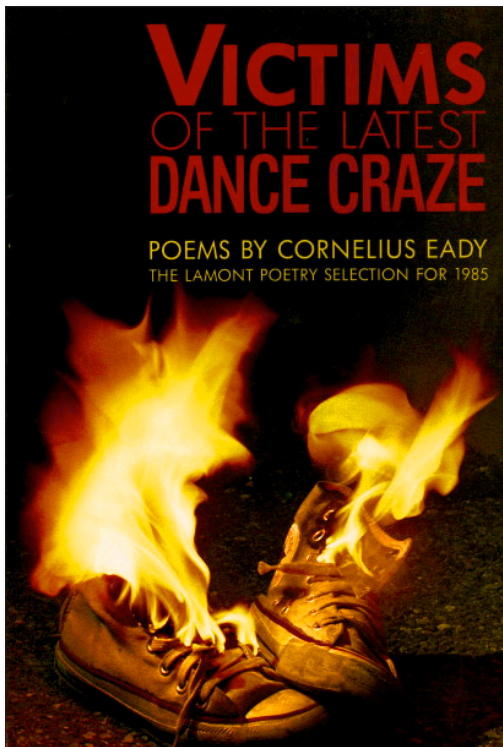
Sports Illustrated For Kids

Comps for custom magazine

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Websites



We set sneakers on fire in the parking lot of a K-Mart. Our friend David Abrams took photos. His son, Max, donated the Chucks.

design typography

I designed some jackets for my husband's poetry books before he was published by presses with designers and design budgets. Pro bono, of course.

I've also designed the interiors of a number of poetry books, including *Victims of the Latest Dance Craze*, on the right, and a series of anthologies for Cave Canem, an organization of African-American poets (see cavecanempoets.org).



This cover printed black and red on brown kraft-type paper.

sarah micklem

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design typography

I designed a [journey map site](#) for Girls Scouts of the USA and handed it off to the inhouse web producers. The site uses the visual metaphor of maps to show how leadership journeys, launched in 2008, can become an integral part of Girl Scouting at every age level. (See page 2 of the portfolio for an explanation of the journeys.)

YOUR GIRL SCOUT YEAR ROAD MOVIE

Map It Out Here!

What makes a great Girl Scout year? Earning badges, hiking and camping, taking field trips, selling cookies, and enjoying Girl Scout traditions. Now you can tie all that together with a choice of two leadership journeys.

Start mapping out the fun you'll have by clicking on a Girl Scout grade level. You'll find an interactive map with ideas about how to tie your Girl Scout activities into your journey. These are just suggestions to get you started; have fun coming up with your own. After all, it's your journey — customize it!

◆ DAISY	◆ CADETTE
◆ BROWNIE	◆ SENIOR
◆ JUNIOR	◆ AMBASSADOR

TRIP TIPS

- Click on a link above to visit an interactive journey map.
- Mouse over the map for ideas about tying Girl Scout activities to journeys.
- Go exploring. You may be surprised by what you find!

LEGEND

	JOURNEY 1	<i>It's Your World—Change It!</i>
	JOURNEY 2	<i>It's Your Planet—Love It!</i>
	JOURNEY 3	<i>It's Your Story—Tell It! (under construction)</i>

WHAT DO GIRLS DO IN GIRL SCOUTING?

PLAY MOVIE | STOP

sarah micklem

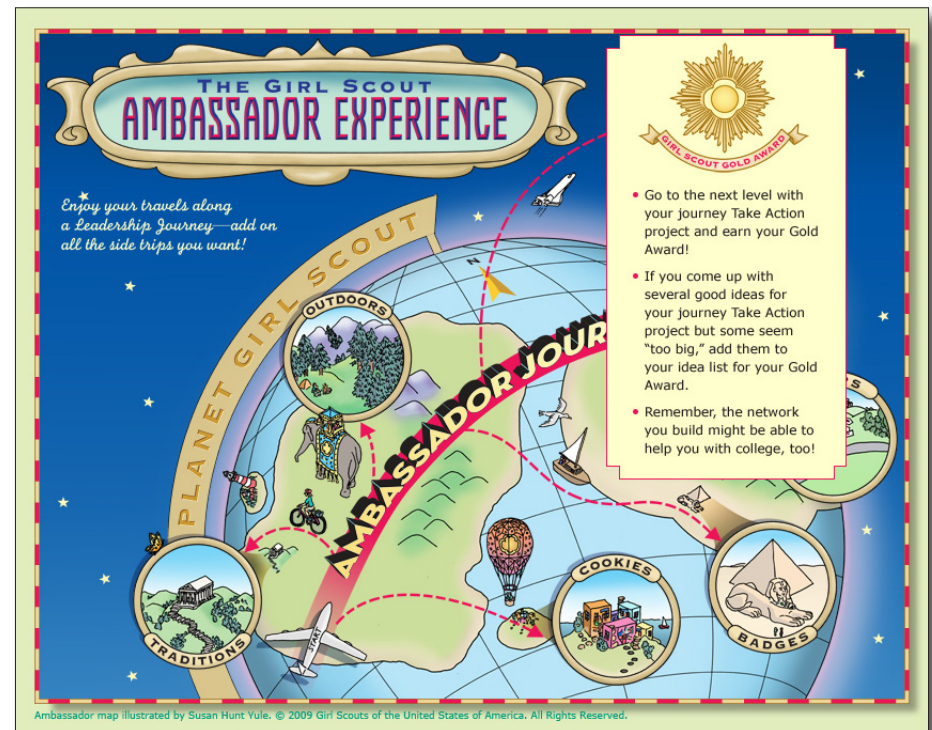
design typography

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I worked with illustrators to create maps for the six age levels with various themes. The maps look different, but conceptually they are the same. Rollovers with popups give specific examples of how to tie activities to journeys.

The maps encompass more territory at each successive age level. If you look closely, you'll find the Daisy flower garden in the park on the Brownie map, and the Brownie park in the Junior town . . . all the way up to the Ambassador map, which shows all of Planet Girl Scout.



sarah micklem

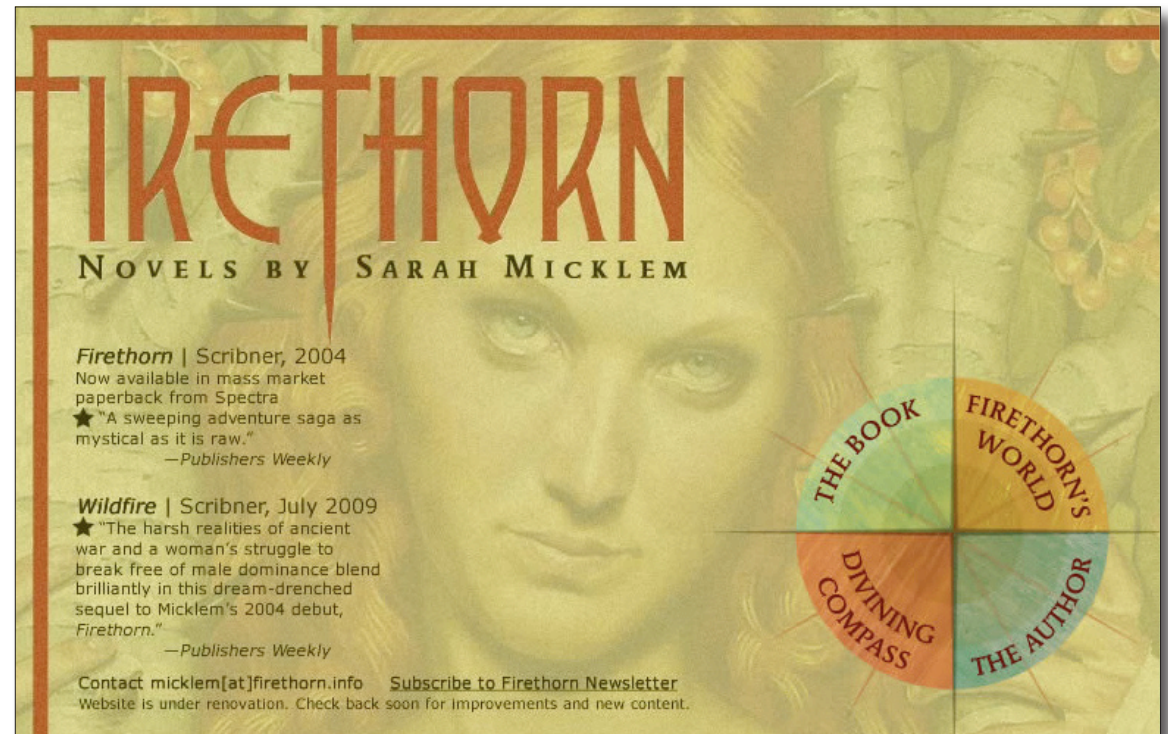
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design typography

I have two personal sites, my portfolio at sarahmicklem.com, which I put together in Dreamweaver, and firethorn.info, a class project I did in a Fireworks course at American University. I created that site to promote the publication of my first novel, *Firethorn* (Scribner, 2004). *Wildfire*, the sequel, came out in 2009.

I drew the Firethorn type. The illustration in the background of the home page is from the book jacket by Mark Stutzman.



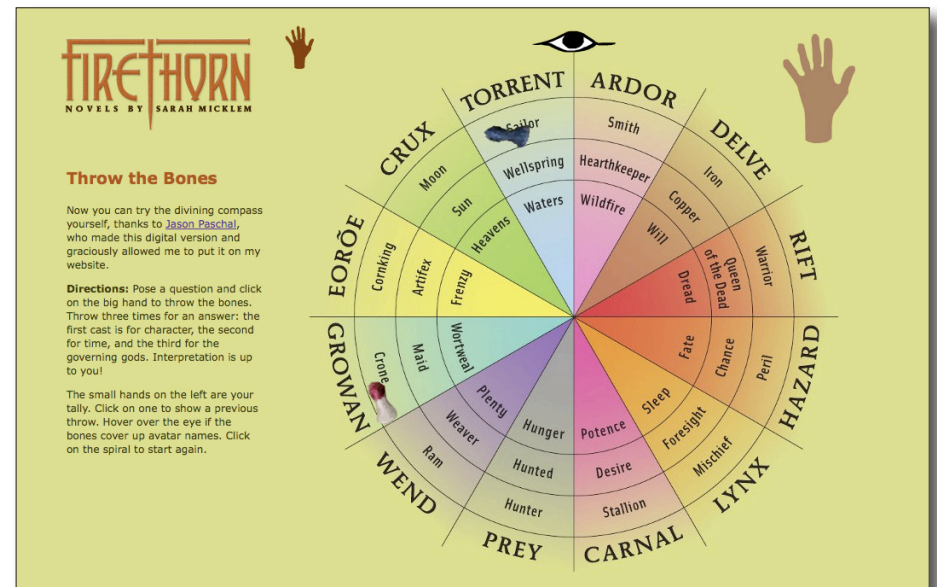
sarah micklem

design typography

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My protagonist, Firethorn, uses a divining compass in the novels, and I made one to show on my website from a scrap of leather, a few beads, and real human finger bones. I wanted an online compass that would function like the one in the books, but I had no idea how to create one. Then a reader, Jason Paschal, emailed me out of the blue that he had made such a compass. He let me upload it to my site. [Try it!](#)



sarah micklem

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Magazine headlines and logos

Orson Welles project

A few alphabets



design typography

I did this type and photo-montage for the end-of-the-century issue.



sarah micklem

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Magazine headlines and logos

Orson Welles project

A few alphabets

design typography

Here are a few collage headlines from a *Time For Kids* special report on issues of concern to kids.



sarah micklem

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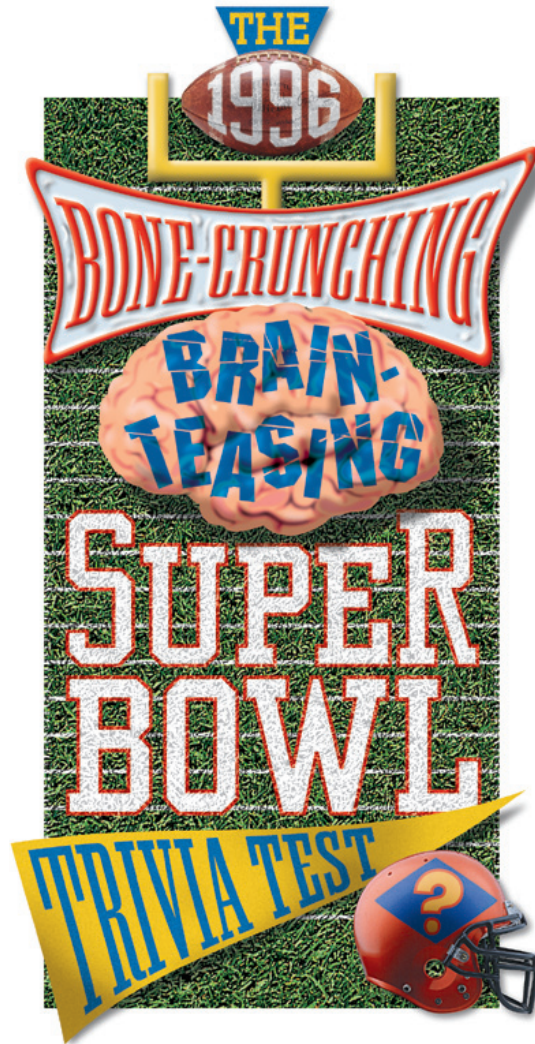
Magazine headlines and logos

Orson Welles project

A few alphabets

design typography

Some extra-elaborate headlines from *Sports Illustrated For Kids*.



sarah micklem

design typography

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Magazine headlines and logos

Orson Welles project

A few alphabets

I designed many logos for *Sports Illustrated For Kids* departments and special issues.

MYSTERY ATHLETE



sarah micklem

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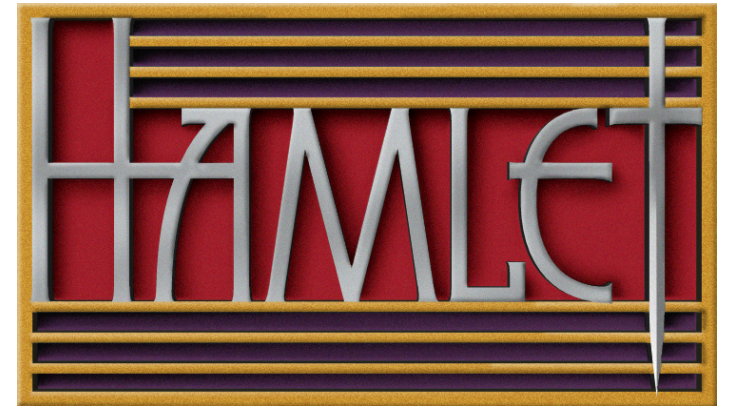
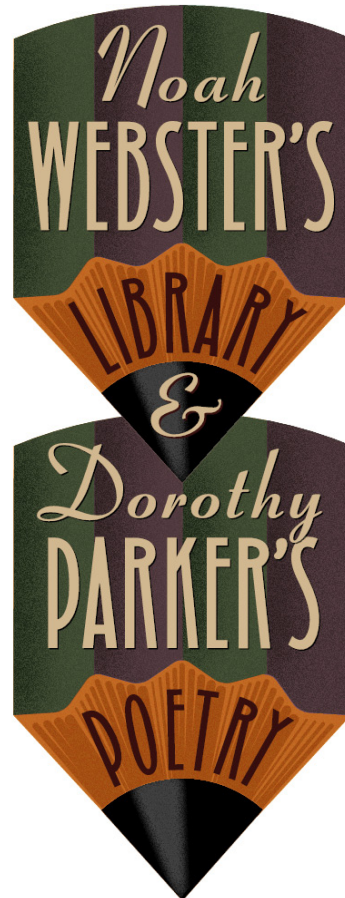
Magazine headlines and logos

Orson Welles project

A few alphabets

design typography

Here are a few of the 17 titles I designed for a CD-ROM of Orson Welles radio plays.



sarah micklem

design typography

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Magazine headlines and logos

Orson Welles project

A few alphabets



A number of the title treatments incorporated photos of Orson Welles.



sarah micklem

✦ **Contact: [micklem\[at\]sarahmicklem.com](mailto:micklem[at]sarahmicklem.com)**

Magazine headlines and logos

Orson Welles project

A few alphabets

Stuttgart Brass Rule, constructed

deconstructed

design typography

I'm not a font designer by trade, but every now and then I make a whole alphabet instead of just the letters I need for a headline or title.

I found this type in *Alphabets & Other Signs*, edited by Julian Rothenstein and Mel Gooding, and re-created it for my portfolio. The original alphabet was made using brass rules in the School of Decorative Art in Stuttgart, Germany, in 1930. Many variant letters are possible with the same few building blocks. It's in lower case only.

aaabccdeeeef
ghijklmmnnopqr
stuvwxyz

sarah micklem

design typography

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Magazine headlines and logos

Orson Welles project

A few alphabets

Toy Type

A B C D E F G H I J K L
M N O P Q R S T
U V W X Y Z !

sarah micklem

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Magazine headlines and logos

Orson Welles project

A few alphabets

design typography

Fast Alpha was designed to have racing stripes, but it works as a solid too. I created this for headlines and added letters as needed. I never got around to the Z.

Fast Alpha

ABCDEFGHI
JKLMNOP
RSTUVWY