

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

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

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.

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.



sarah micklem

Contact: micklem[at]sarahmicklem.com

Girl Scouts of the USA

Time For Kids

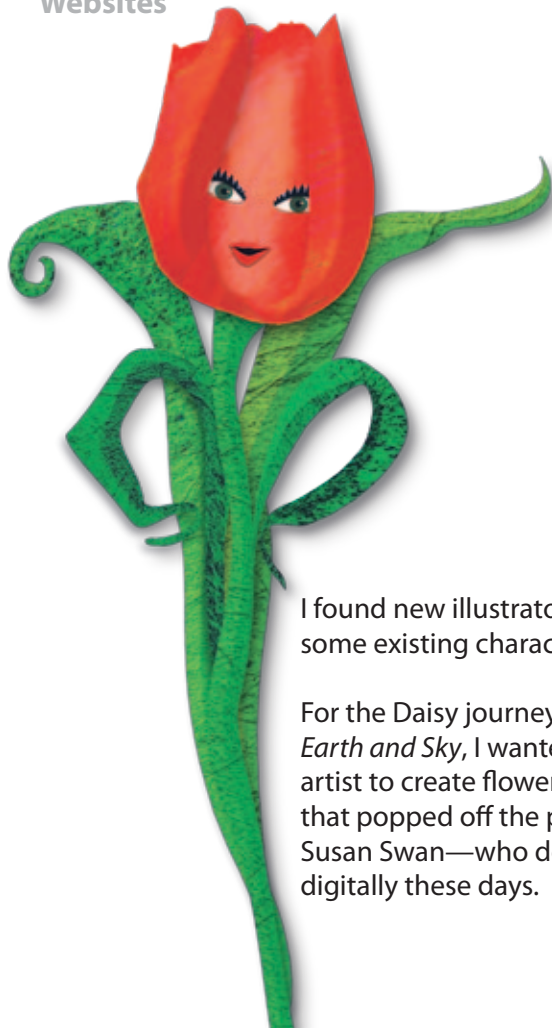
Sports Illustrated For Kids

Comps for custom magazine

Poetry posters

Books and cds

Websites



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.



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



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

Contact: micklem[at]sarahmicklem.com

Girl Scouts of the USA

Time For Kids

Sports Illustrated For Kids

Comps for custom magazine

Poetry posters

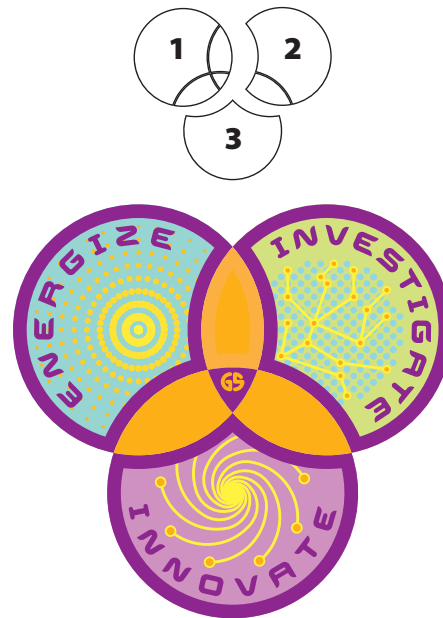
Books and cds

Websites

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.

sarah micklem

Contact: micklem[at]sarahmicklem.com

Girl Scouts of the USA

Time For Kids

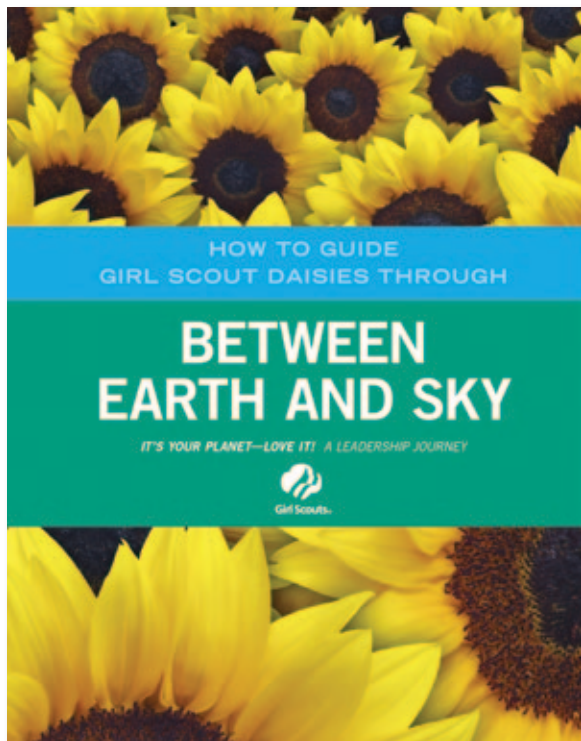
Sports Illustrated For Kids

Comps for custom magazine

Poetry posters

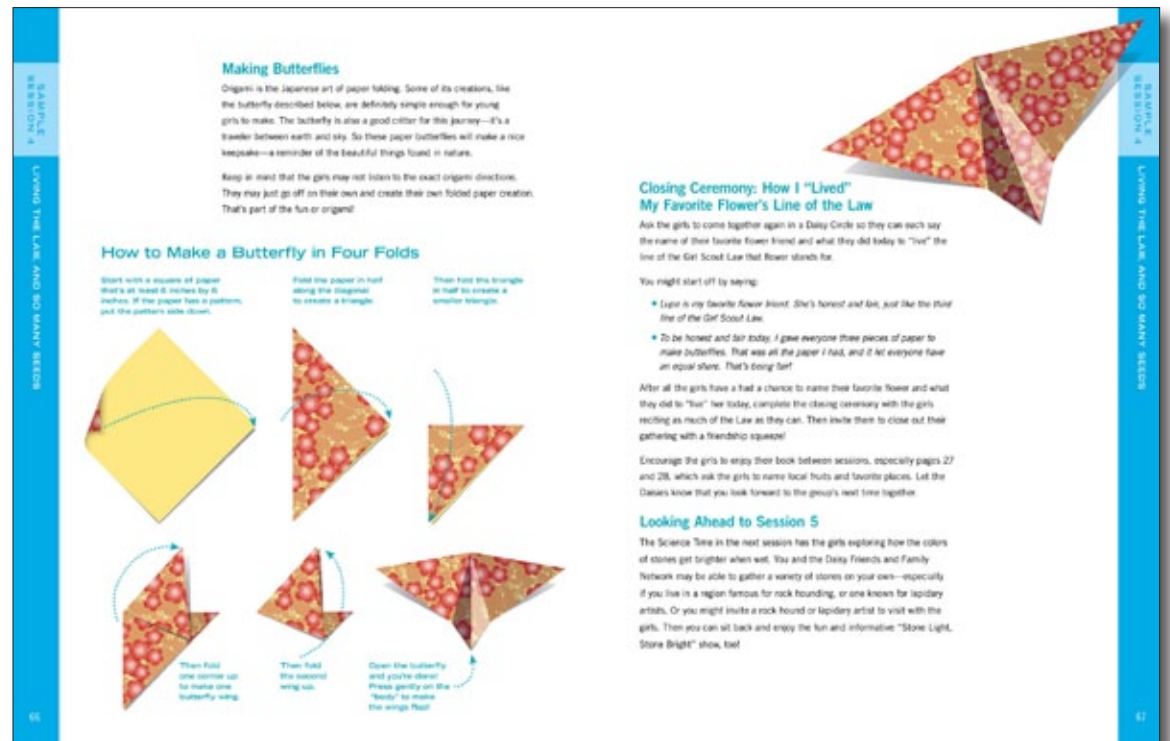
Books and cds

Websites



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

✦ 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

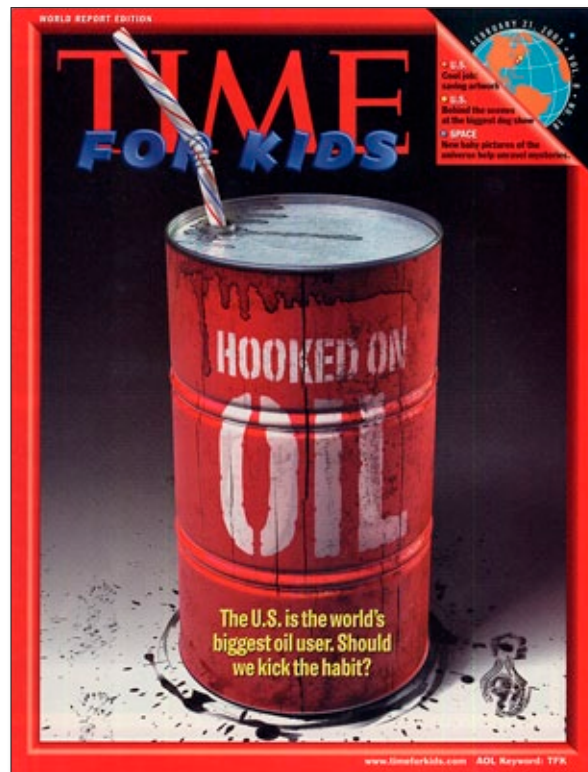
design typography

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.



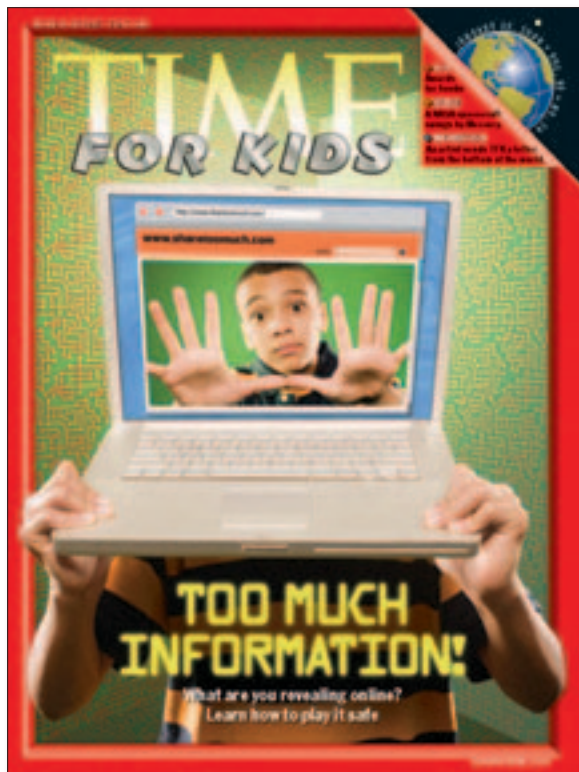
I suggested the concept and Lane du Pont did the illustration combined with a news photo.

sarah micklem

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

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.



Websites



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

design typography



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

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

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).



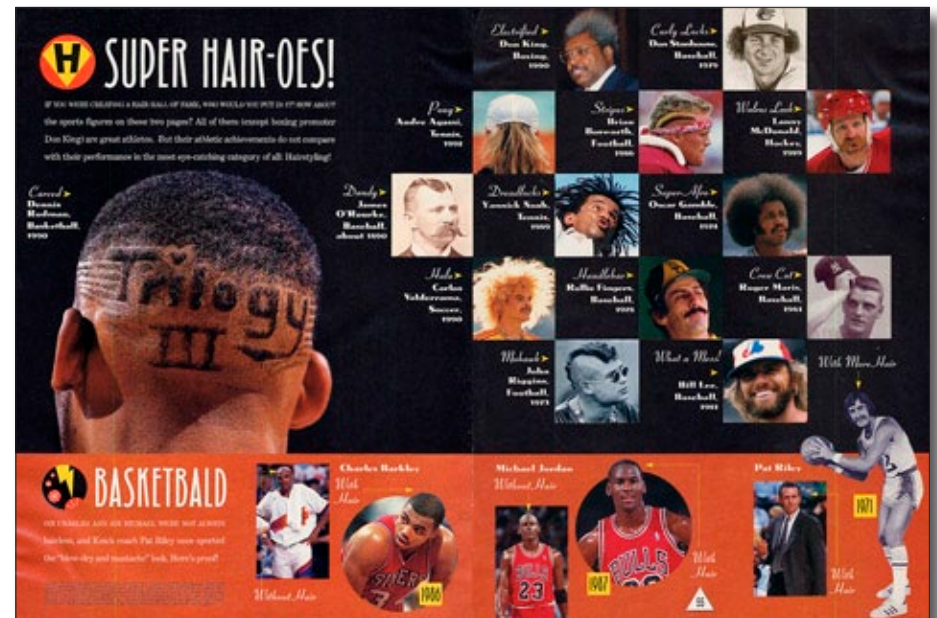
Feature design inspired by the trompe l'oeil paintings of William Harnett. This layout won an award from The Type Directors Club and was featured in a book, *Street Smart Design*.

sarah micklem

design typography

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



sarah micklem

Contact: micklem[at]sarahmicklem.com

Girl Scouts of the USA

Time For Kids

Sports Illustrated For Kids

Comps for custom magazine

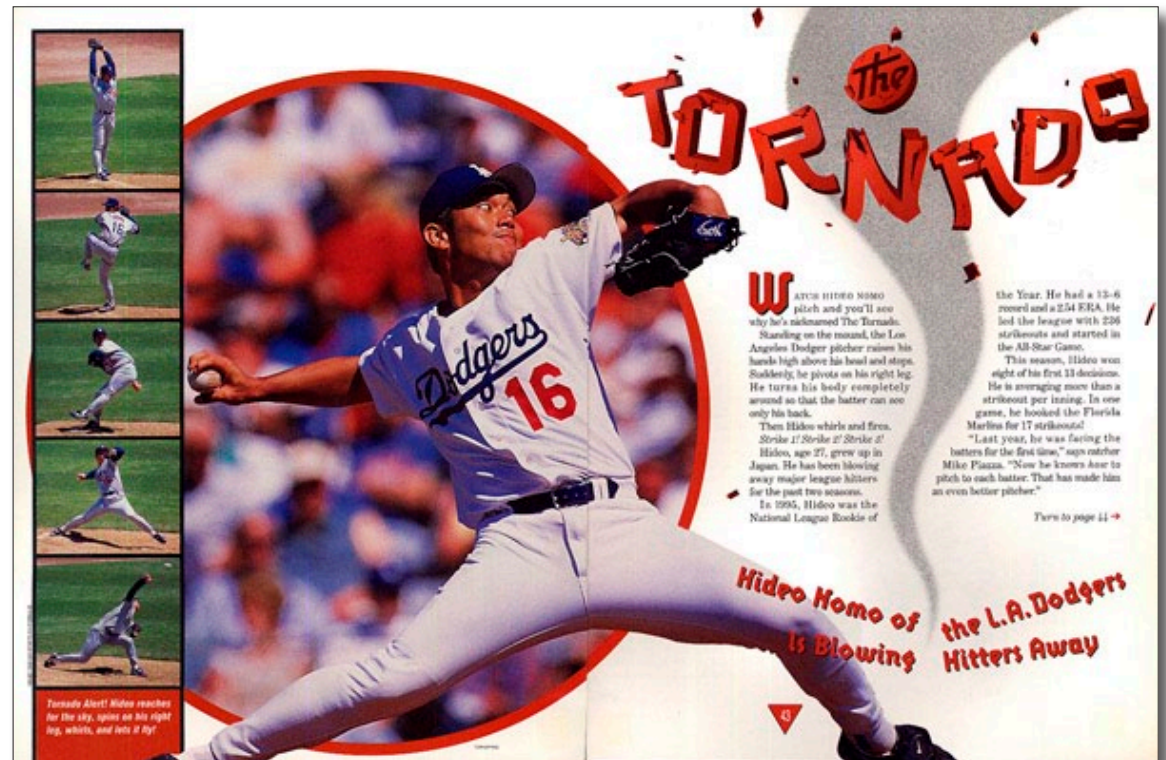
Poetry posters

Books and cds

Websites

design typography

The TORNADO



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

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.



sarah micklem

design typography

✦ 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



sarah micklem

Contact: micklem[at]sarahmicklem.com

Girl Scouts of the USA

Time For Kids

Sports Illustrated For Kids

Comps for custom magazine

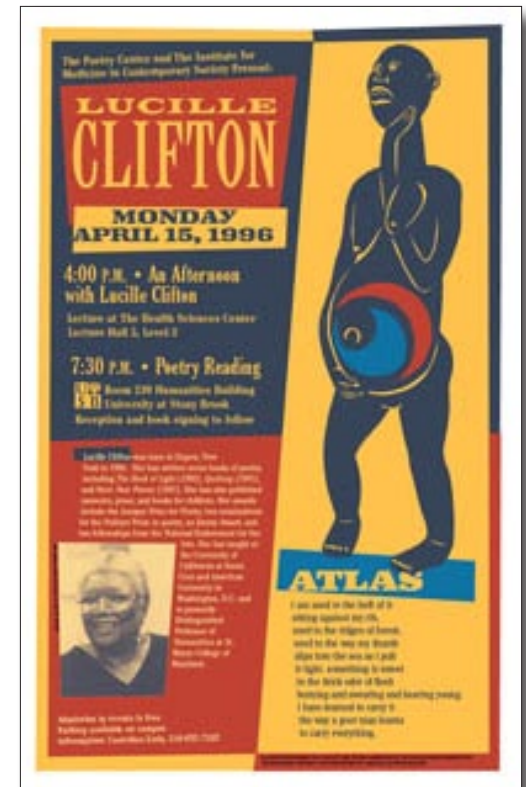
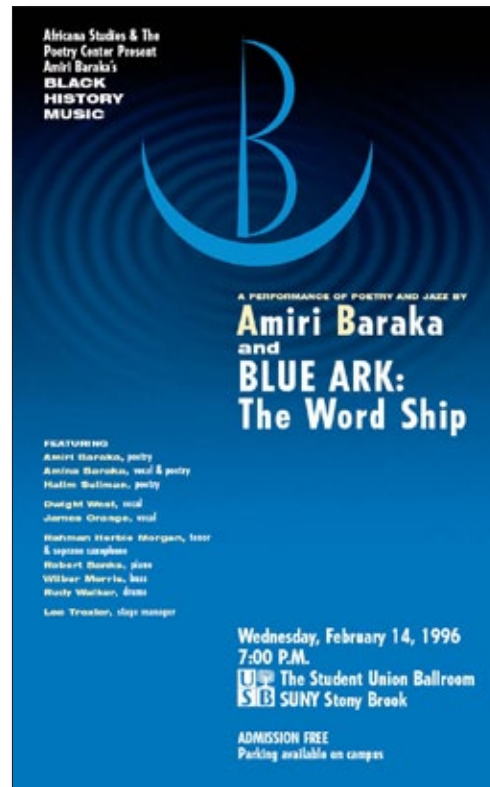
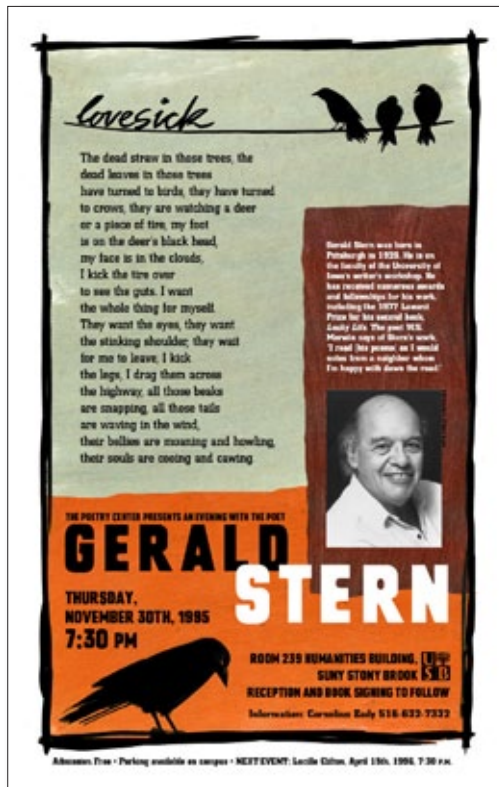
Poetry posters

Books and cds

Websites

design typography

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.



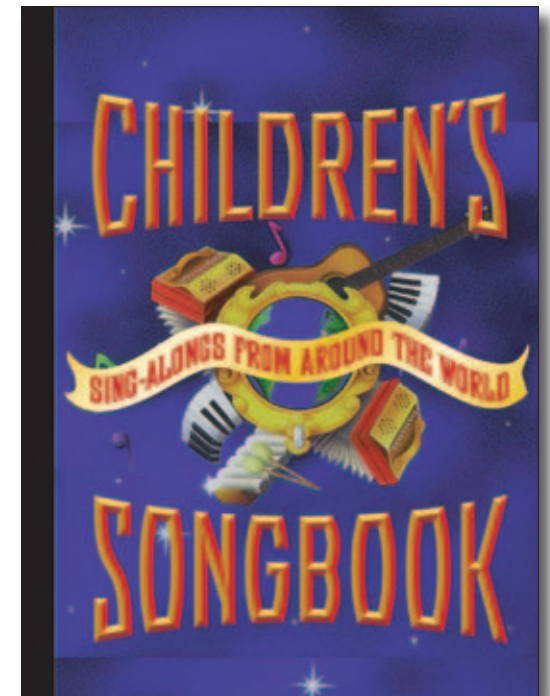
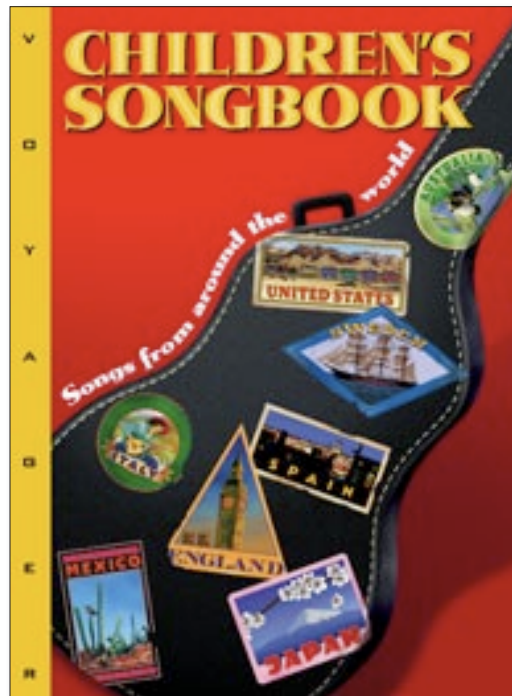
sarah micklem

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

design typography

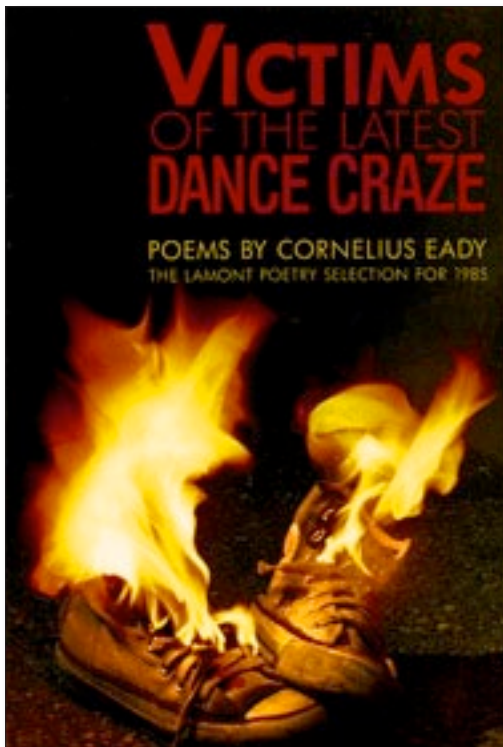
Cover for a CD-ROM, now an antique format. The finished cover is on the left; a rejected comp on the right. I liked the beveled type I drew for that comp so much that I finished the alphabet and called it Toy Type.



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



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.

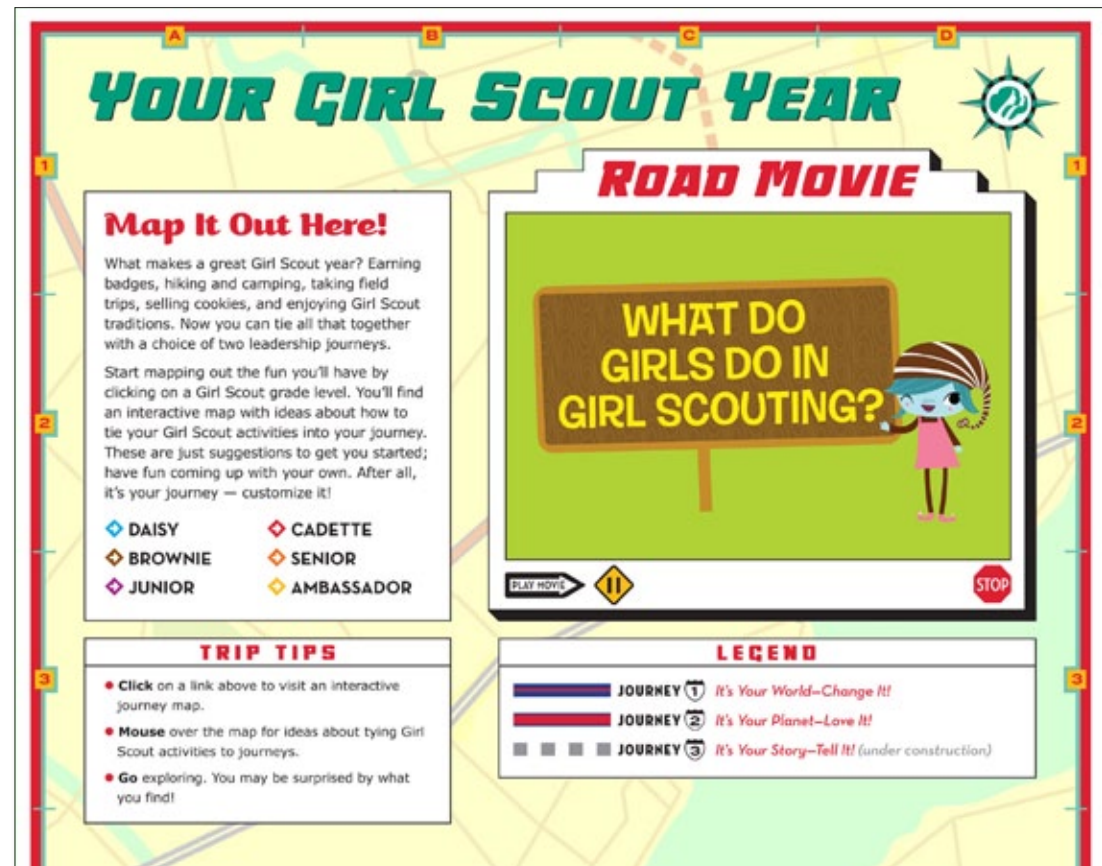
sarah micklem

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

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.)





sarah micklem

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

Girl Scouts of the USA

Time For Kids

Sports Illustrated For Kids

Comps for custom magazine

Poetry posters

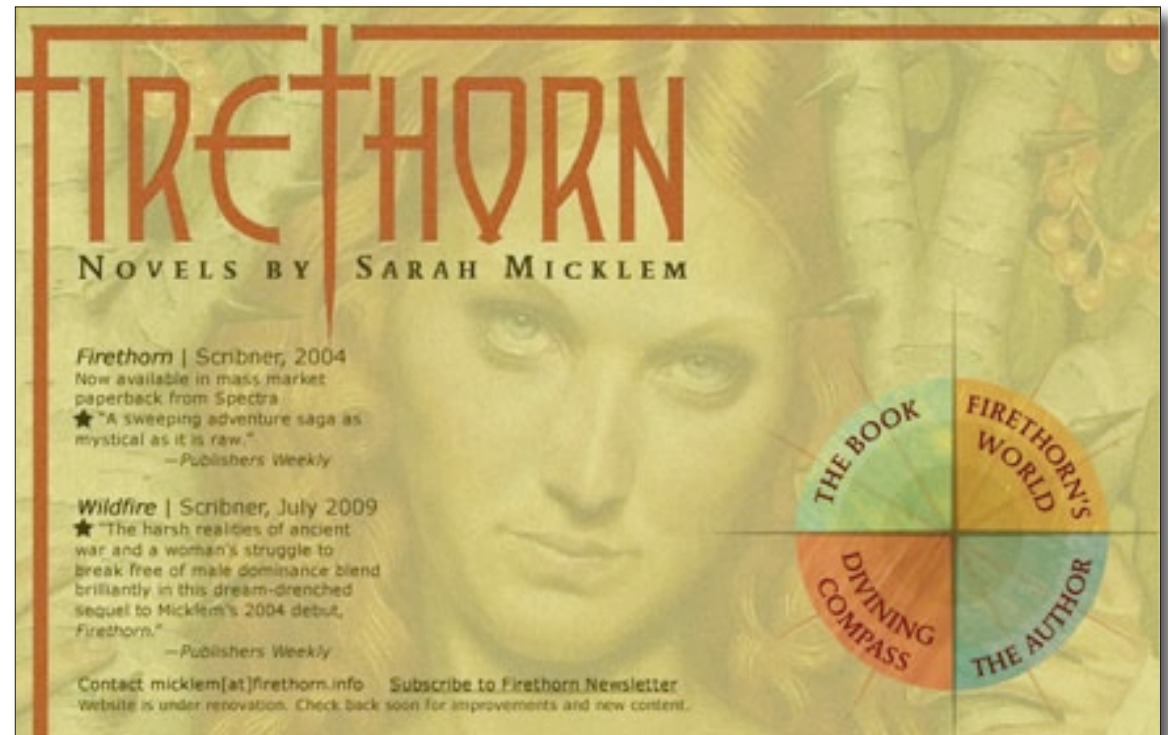
Books and cds

Websites

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

Contact: micklem[at]sarahmicklem.com

Girl Scouts of the USA

Time For Kids

Sports Illustrated For Kids

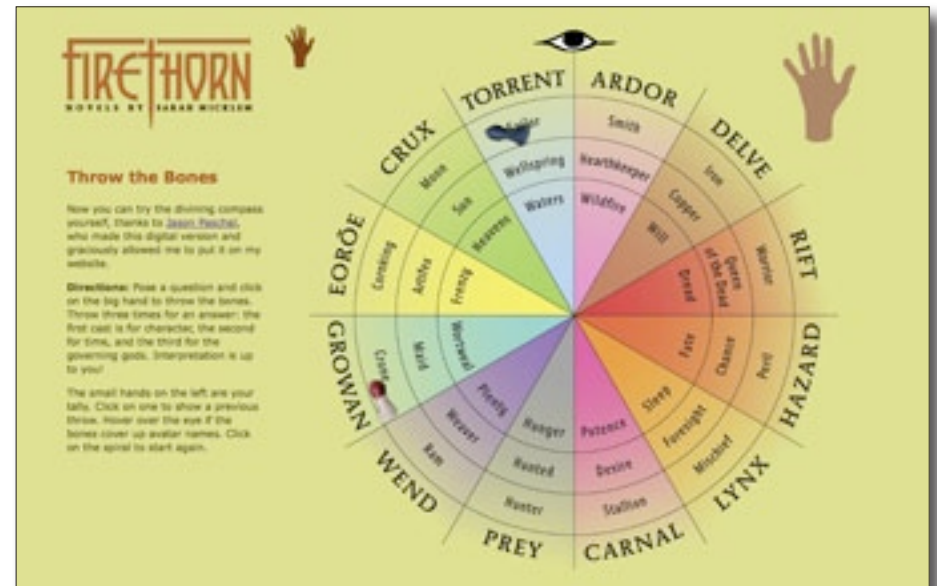
Comps for custom magazine

Poetry posters

Books and cds

Websites

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

Contact: micklem[at]sarahmicklem.com

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

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

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

Contact: micklem[at]sarahmicklem.com

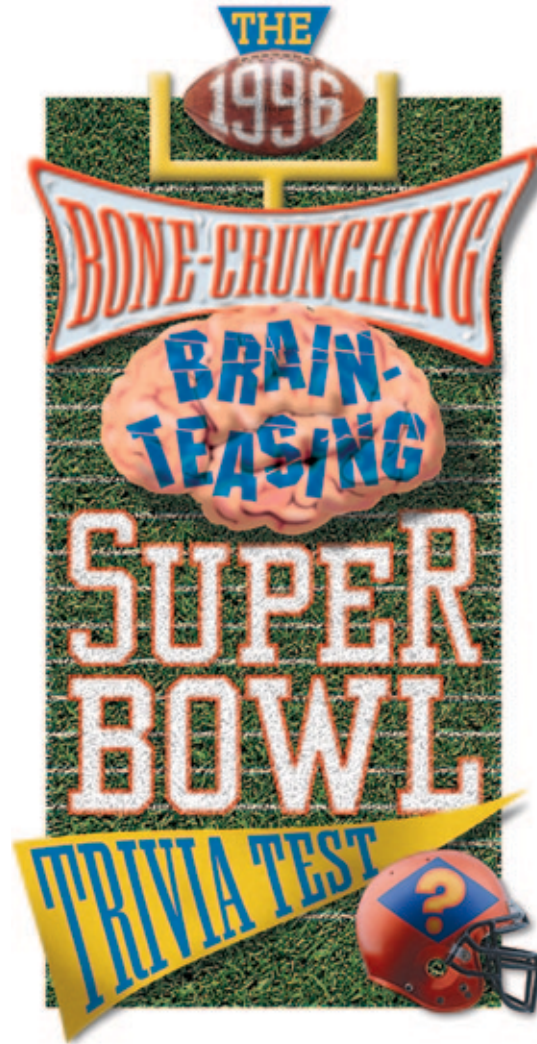
Magazine headlines and logos

Orson Welles project

A few alphabets

design typography

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



sarah micklem

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

Magazine headlines and logos

Orson Welles project

A few alphabets

design typography

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

MYSTERY ATHLETE



sarah micklem

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

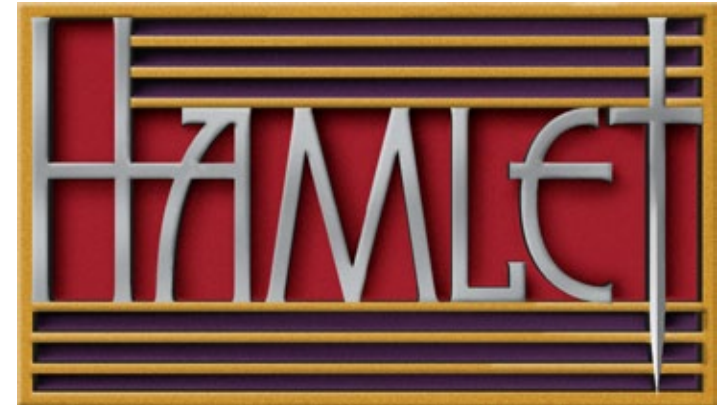
Magazine headlines and logos

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

Contact: micklem[at]sarahmicklem.com

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

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

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

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

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