



Who do you know?

It's not what you know, but who you know.

St. Louis is a city where everyone knows everyone. But what if you don't know the right people when it comes to finding work? Is networking really that important? Let's take a look at what two local designers have to say.

Amanda Gabbert and Megan Maher both agree that potential employers are more likely to hire a designer whom they have already met. Amanda explains, "I've lost a job because of this. I understand why they do it, but at the same time there could be someone out there that is twice as good but doesn't get an equal opportunity because of their social practices." Megan elaborates, "The downfall for the designer who didn't get the gig because they didn't know the right people, is they get brushed aside without a look. When in reality that designer who got brushed aside might be a better match for the position, but they never had a chance because they didn't know the right people. However, Megan describes the advantages of knowing your employer; "The benefit to knowing the potential employer is you were hired off the spot and you have a project to work on. And in the end, if all went well you are able to build a clientele because of it. And then starts the networking and getting your name out!" Of course the perfect way to advertise your skills is through referrals. Freelance designers rely heavily on referrals and word of mouth advertising to drum up business.

My best advice to any young designer is to polish up your portfolio, and get out there and start meeting new people. We really have to get out there and pursue our careers. More now than ever, job hunting has become an intensive process. This process of networking shows your hard work and also exhibits your personal traits.



UPCOMING DATES

12/2	The Dundeeds @the Way Out Club
12/3-30	Wild Lights @the Zoo
12/3	All that Glitters: Clayton's Holiday Celebration
12/4	Christmass on the Hill
12/11	Off the Wall Holiday Ball @2720 Cherokee
12/12	Chevelle @The Pageant
12/30&31	Yonder Mountain String Band @The Pageant
12/31	First Night St. Louis @Grand Art Center
1/11	Rebus @Paradowski
1/28	Island Press: Three Decades of Printmaking @Kemper Art Museum

Design Line

Playback Clothing

Check out these Eco-friendly threads at playbackclothing.com. Founder Adam Siskind stresses quality, innovation, and sustainability. They even have scientific research to back it up. A Yale laboratory conducted a life cycle analysis which resulted in a score of 23/25 for environmental friendliness. As a result, consumers can wear truly sustainable clothing constructed from cotton, plastic and/or glass.



Music Aisle

Buy this: Tapes 'N Tapes: 'Outside' on 1/11/11



Minneapolis-based indie rock band Tapes 'N Tapes are set to release their 3rd EP. Outside features edgy, danceable beats plastered against a solid rock ballad chassis. Pre-released song "Freak Out" features dynamic vocals and a simple melody which builds up to a climatic frenzy of energy. If you like Modest Mouse and Pavement, you will jam on Outside.

The Rise of HTML5

I attempted to conduct a poll to determine what percentage of the population is in favor of HTML5 over Flash. Several dumbfounded looks later I decided to run an informative piece on HTML5. Apparently the general public and even tech savvy professionals alike have no clue what HTML5 is. Well, I'm here to help shed some light on this evolving markup language.

In 1997 the W3C standardized hyper text markup language version 4.0 (HTML4) for displaying content on the web. HTML4 has, and still is performing very well. However, when it comes to displaying rich, interactive media it falls behind flash. So in 2004 the Web Hypertext Application Technology Working Group (WHATWG) began specifications for developing the next language. In 2007, the World Wide Web Consortium (W3C) adopted

the specs and published a draft form under the moniker of HTML5. Due to the open sourced, collaborative nature of web specifications, it will take some time before HTML5 can be fully implemented. According to chief editor Ian Hickson, it will reach full W3C Recommendation in the year 2022. However, designers can and should start using it today. As with all open source development, feedback is necessary.

So what's new?

Aside from shortened syntax and the addition of numerous elements, HTML5 can display new media types; also called MIME types. This means web designers can create extremely interactive user interfaces via APIs. Some of these include drag and drop, document editing, microdata, geolocation and canvas.

<http://diveintohtml5.org/>