

You do realize that you people create the way we see the world, don't you? You create the visual language we use. You create desire. You create action. What incredible power you have. (You have no life, but think of the power!) That has just got to go to your head sometimes. Are you all just a bunch of masochistic megalomaniacs or what?

This issue was designed by one of University of Houston's junior design classes. JUNIOR design class. (Megalomania is a condition that can, in fact, begin quite early in one's development.) Pretty nice, eh? Did you know that less than 2% of the student body at the University of Houston is in the Department of Art? How many of those go on to get degrees in Graphic Communication? And of those – how many continue in the graphic communication field? They say that 10% of the people in the world control 90% of the money. What they haven't told you is that .02%* of the people in the world control 90% of our graphic communications.

You know what all that means? It means that there aren't that many of you out there in the grand scheme of things. It means that there aren't that many of you out there who understand each other, who can talk about the unique problems graphic communicators face, who can advise-support-collaborate-stimulate-invigorate each other. You need each other. So where are you?

I've met a handful of you at ADCH events and you've taught me a thing or two. (Salt, tequila, lime, right?) What about the rest of you sitting on the john reading this? Share your talent with us. Come to our events. Enrich our lives with your attendance. We'll make it easy for you. We'll feed you. We'll give you drinks. We'll introduce ourselves to you.

* .02% is a number I picked out of the air since I could actually find no statistic for this. I like to think of this as creative license in order to illustrate a point.

JoAnn Takasaki is a board member of ADCH and the editor of Slant magazine. She's aspiring. If you have contributions, send them to slant_editor@hotmail.com

** The Next to Last Word

** Cheeky but Late

I liked the cheeky attitude of page 3 and the Last Word. As always getting it out on time is key...mine came in the mail after many of the events had already happened...

Scott Kohn
Houston

** Policy

We love mail – especially from ADCH members, and especially if you're offering to contribute an article for future issues. If you're not, and you're not, that's ok. We'll take letters from any of our readers whether you have complaints, compliments or comments about what you've read here. Let us know if you don't want your name printed. Know that we reserve the right to not print your letters. Those that we do print, we reserve the right to edit them for length, clarity and taste. E-mail us at slant_editor@hotmail.com



** Explanations, Corrections, retractions

In the Winter Issue Page 3 article "Got concept?" by the Ad Hammer, no byline was provided and no explanation was given for the article or spread. "Page 3," of which the Ad Hammer article is a part, is intentionally a trashy, fun, opinion-based spread written under pseudonyms. Any opinions expressed in these articles do not reflect the opinion of the club or the ADCH Board.

Regarding timeliness of *Slant*. *Slant* is produced entirely by volunteers. 3rd class mailing alone can cause your issue to take 2-3 weeks to get to you! We are working hard to make sure it gets on your desk before all of the events in the calendar have passed. We apologize for any inconvenience this may cause you. To receive e-mail reminders of events BEFORE they happen, please send an e-mail to adcht@aol.com to get on our e-mail list.