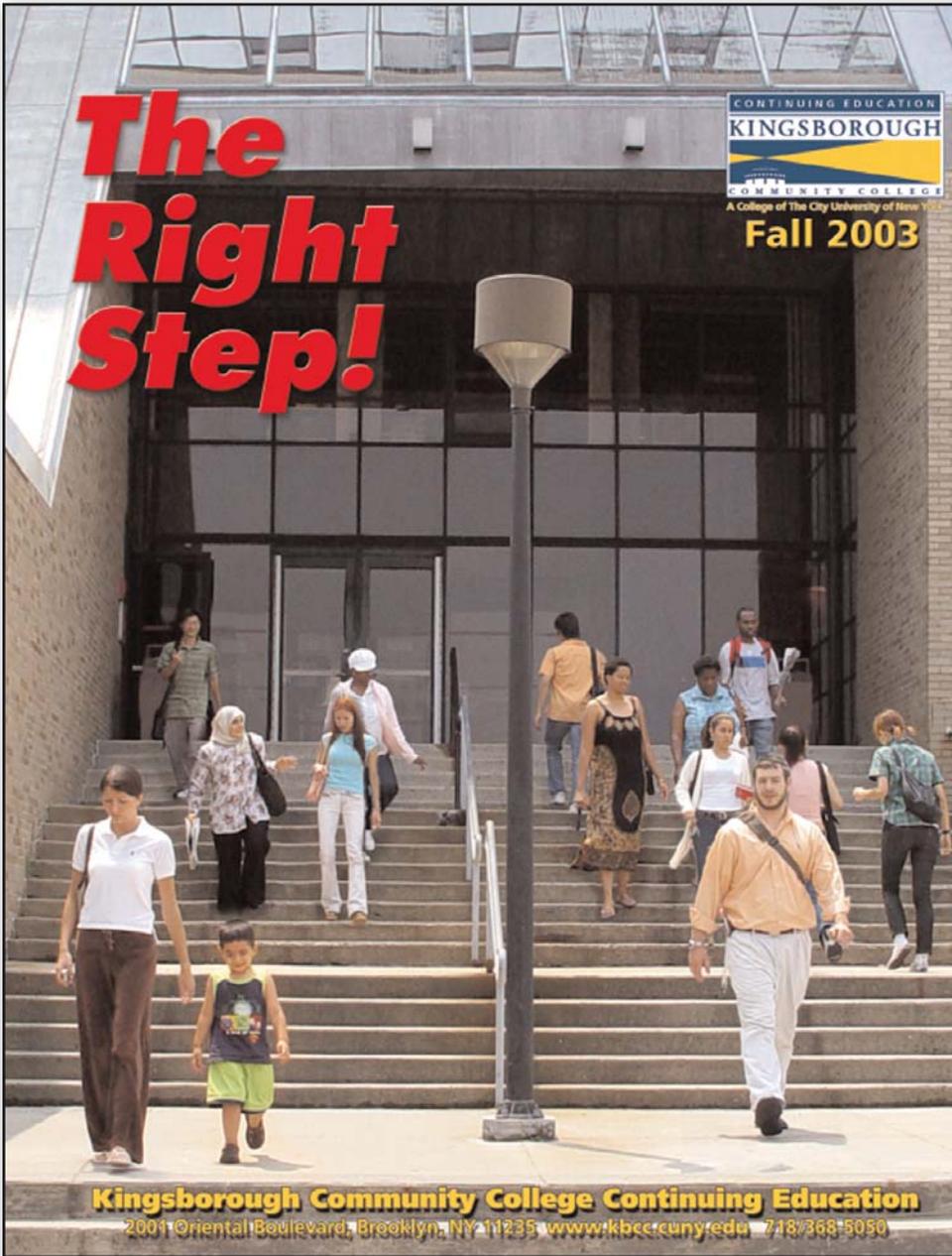




Bruce Wasserman

Kingsborough Community College Catalog



This catalog was designed to show the rich diversity of the student population at **Kingsborough Community College**. The cover consists of 15 separate shots that were put together with Photoshop. I took the photographs with my digital camera, fixed the perspective of building and merged the separate shots of the people into the final composite. In that way I was able to capture candid real life shots of people entering and exiting the library.

HOW TO GET TO KINGSBOROUGH

By Subway Check our website: www.kbcc.cuny.edu for additional instructions

By Bus Take the #1 or #2 to the Brighton Beach Station, then transfer to the Eastbound #1 Bus to KCC. Take the #1 or #2 to the 25th Avenue Station, then transfer to the Eastbound #1 Bus to KCC.

By Car Take the 2, 4, or 5 to the Franklin Avenue Station, transfer to the 5 Line to Prospect Park Station, transfer to the #1 or #2 to the Brighton Beach Station, then transfer to the Eastbound #1 Bus to KCC.

By Taxi Take #1 or #2 to last stop, Oriental Boulevard and Mackenzie Street, then walk east on Oriental Beach directly to the entrance of Kingsborough Community College. Connecting buses are: #10 from Ave A to KCC, #11 from Ave A to KCC, #12 from Ave A to KCC, #13 from Ave A to KCC, #14 from Ave A to KCC, #15 from Ave A to KCC, #16 from Ave A to KCC, #17 from Ave A to KCC, #18 from Ave A to KCC, #19 from Ave A to KCC, #20 from Ave A to KCC, #21 from Ave A to KCC, #22 from Ave A to KCC, #23 from Ave A to KCC, #24 from Ave A to KCC, #25 from Ave A to KCC, #26 from Ave A to KCC, #27 from Ave A to KCC, #28 from Ave A to KCC, #29 from Ave A to KCC, #30 from Ave A to KCC, #31 from Ave A to KCC, #32 from Ave A to KCC, #33 from Ave A to KCC, #34 from Ave A to KCC, #35 from Ave A to KCC, #36 from Ave A to KCC, #37 from Ave A to KCC, #38 from Ave A to KCC, #39 from Ave A to KCC, #40 from Ave A to KCC, #41 from Ave A to KCC, #42 from Ave A to KCC, #43 from Ave A to KCC, #44 from Ave A to KCC, #45 from Ave A to KCC, #46 from Ave A to KCC, #47 from Ave A to KCC, #48 from Ave A to KCC, #49 from Ave A to KCC, #50 from Ave A to KCC, #51 from Ave A to KCC, #52 from Ave A to KCC, #53 from Ave A to KCC, #54 from Ave A to KCC, #55 from Ave A to KCC, #56 from Ave A to KCC, #57 from Ave A to KCC, #58 from Ave A to KCC, #59 from Ave A to KCC, #60 from Ave A to KCC, #61 from Ave A to KCC, #62 from Ave A to KCC, #63 from Ave A to KCC, #64 from Ave A to KCC, #65 from Ave A to KCC, #66 from Ave A to KCC, #67 from Ave A to KCC, #68 from Ave A to KCC, #69 from Ave A to KCC, #70 from Ave A to KCC, #71 from Ave A to KCC, #72 from Ave A to KCC, #73 from Ave A to KCC, #74 from Ave A to KCC, #75 from Ave A to KCC, #76 from Ave A to KCC, #77 from Ave A to KCC, #78 from Ave A to KCC, #79 from Ave A to KCC, #80 from Ave A to KCC, #81 from Ave A to KCC, #82 from Ave A to KCC, #83 from Ave A to KCC, #84 from Ave A to KCC, #85 from Ave A to KCC, #86 from Ave A to KCC, #87 from Ave A to KCC, #88 from Ave A to KCC, #89 from Ave A to KCC, #90 from Ave A to KCC, #91 from Ave A to KCC, #92 from Ave A to KCC, #93 from Ave A to KCC, #94 from Ave A to KCC, #95 from Ave A to KCC, #96 from Ave A to KCC, #97 from Ave A to KCC, #98 from Ave A to KCC, #99 from Ave A to KCC, #100 from Ave A to KCC.

By Car Take the Southern State Parkway to the Bell Parkway and follow the directions for **Brooklyn from the East**. Take the Brooklyn Bridge or the Brooklyn Express Tunnel and follow signs to the Brooklyn College Expressway (J02 2785). Then follow the signs to the Bell Parkway and follow the directions for **Brooklyn from the West**.

From the East Take the Bell Parkway (Brooklyn) East to change to Roosevelt Ave and go to first light. Make a left onto Kings St. Go west light and make a right onto Oriental Ave. Stop straight and make first left to Street Blvd which runs into Street Blvd Ave. Go to end and turn LEFT onto Oriental Blvd. Go straight into College entrance and parking lot.

From the West Take the Bell Parkway (Brooklyn) East to change to Roosevelt Ave and go to second light. Make a right onto Kings St. Go west light and make a right onto Oriental Ave. Stop straight and make first left to Street Blvd which runs into Street Blvd Ave. Go to end and turn LEFT onto Oriental Blvd and go straight to the college.

On-campus parking is \$2.00 per hour (per semester) and is available on a first-come, first-served basis. Please have your license plate number for your permit.

THE KINGSBOROUGH CAMPUS



Kingsborough Community College
Tel: 1-718/368-5050 Fax: 1-718/368-5200
Continuing Education
www.kbcc.cuny.edu

I created the *map* of the campus which was repurposed by other departments, designed, created the catalog and oversaw the web printing.

The 8 1/4" x 10 3/4" catalog cover was printed on 12 pt glossy cover, 4 colors over 4 colors with an aqueous coating. The inside was printed 2 colors on newsprint on a web feed press. The catalog was center stapled.



Bruce Wasserman

Hall China Trade Catalog



operations. These industrial plants in East Liverpool, Ohio, where it employs 400 people in the production of an unmatched selection of handcrafted, frost-free, even-heat cooking, serving and storage china in an equally unmatched review of distinctive colors.

The Process

From its inception, The Hall China Company has used a unique process to manufacture its china. By developing the first lead-free glaze that could be produced at a firing temperature of 2400°F, Hall revolutionized the ceramic industry. This single-lead process simultaneously fuses together the body, color and glaze resulting in a strong, durable, non-leaking porcelain that is extremely chip resistant, will not crack and is unsuitable for refrigerator-to-oven-to-table use.

The Hall Advantage

Since its early years, the Hall China Company has been a recognized world leader in the production of quality china. Locally thousands of shapes, sizes and colors have been created by Hall's designers and experienced craftsmen in serving the commercial foodservice industry. Over 80 years experience in manufacturing, design and research have contributed to Hall China's passion today... **THE WORLD'S LARGEST SINGLE MANUFACTURER OF FIRE-PROOF COOKING PORCELAIN.** Hall never brings all of this experience to the retail marketplace.

Products

Hall's retail program is designed to provide the retailer with exceptional product and marketing support. Invaluable product selection, price marking program, competitive pricing, extensive color selections, prompt delivery. Hall's full range of Ovenware, Beverage Ware, Serving Platters and Bowls provide a blend of fashion and function that will harmonize with and support any retail presentation.

Hall American Classics

During Hall's eighty-two years, some pieces have become collector's items. These unusual and elegant designs, now coveted by collectors of American ceramics, have been just back into production and are now available to the retail marketplace. It is a delight to see that items like the Ball Pitcher and the Art Deco inspired Rhythm Taper work as well in today's home as they did in the 1930s. These products are identified by this symbol: ■

The concept behind this trade catalog for the **Hall China Company** was that the trade buyer was in the dark about Hall and this catalog was intended to enlighten them about the rich history of the company.

The black cover represented the lack of knowledge about the company. As the buyer opened the first fold, they would be shedding light on Hall China Company and going away from all black. Each subsequent unfolding presented more information about the company product offerings which included a diverse line of products in range of wonderful standard colors along with a wide range of custom colors.



Bruce Wasserman

Hall China Trade Catalog

(Continued)



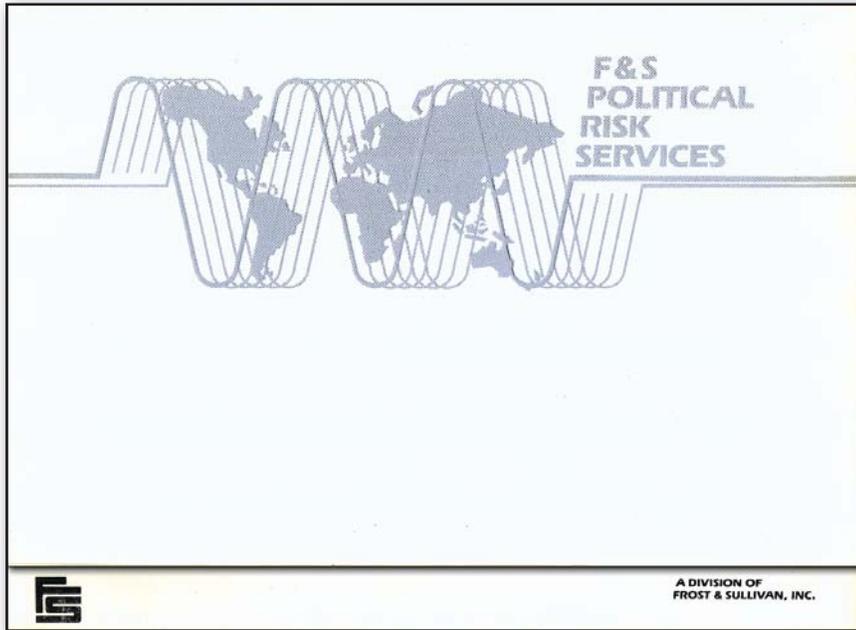
The *final opening* showed the entire product line in one fabulous composite shot along with a symbolic representation of the all of the products in line. This page, also printed on *poster stock* was designed to be used by retailers to promote the Hall line of products in their stores. The catalog was printed in four color process with matte and glossy varnishes to create highlights.

This catalog was printed on 12 pt glossy text stock, 4 colors over 4 colors with matte and glossy varnishes and folded 4 times from 18 1/4" W x 25 3/4" T to 18 1/4" W x 12 7/8" T to 9 1/8" W x 12 7/8" T down to 9 1/4" W x 6 1/2" T.



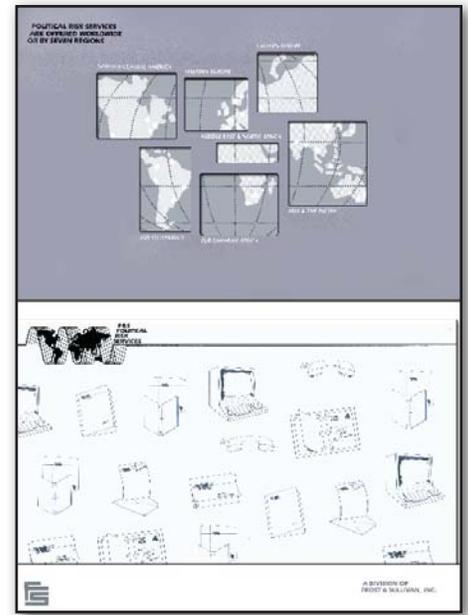
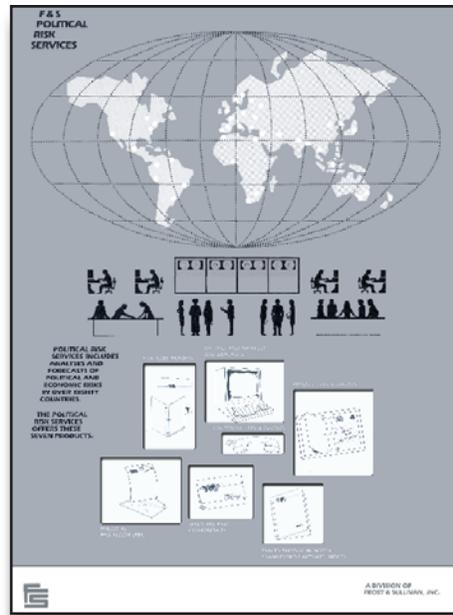
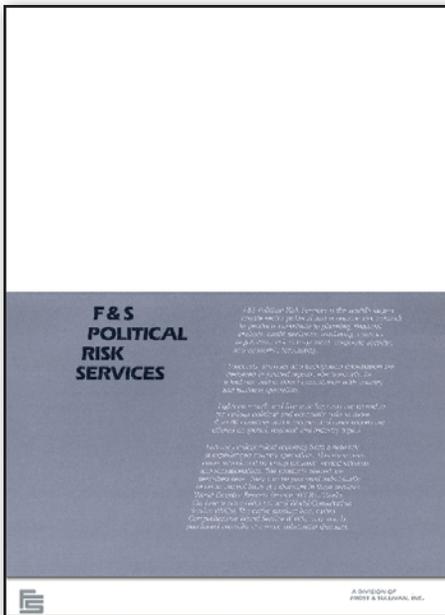
Bruce Wasserman

Frost & Sullivan Political Risk Brochure



This piece for **Frost & Sullivan Political Risk Services** was designed to serve two purposes. The fully composed piece, consisting of the embossed cover and die cut inside pages highlighted the seven regions of the world covered and each of the seven products being offered.

The *inside catalog* communicated more detail about each component of the service as well as the different packages that were available. In this way a complex offering matrix was easily communicated. The white embossed cover outside cover was also used without the die cut insert for proposal presentations.



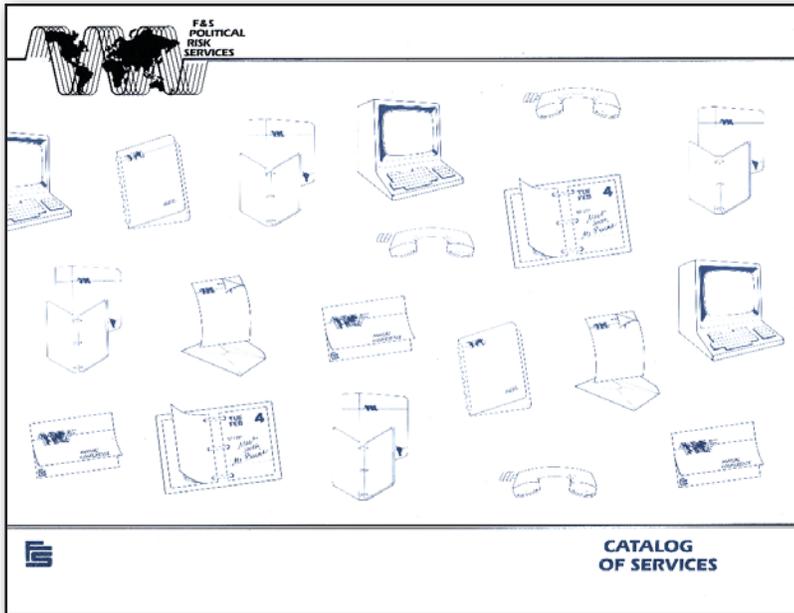
The folder was printed on 14 pt glossy stock with one PMS color and blind embossed. The die cut insert was printed in one PMS color and black and stapled inside. The cover was folded and glued to form a pocket to hold the catalog or a proposal. Piece is folded to **11 5/8" WX 8 1/8" T**.



Bruce Wasserman

Frost & Sullivan Political Risk Brochure

(Continued)



The catalog insert described all aspects of the program: **seven** basic services, **three** separate package deals and one **total deal** for the **86** countries in the **seven** regions of the world that were covered.

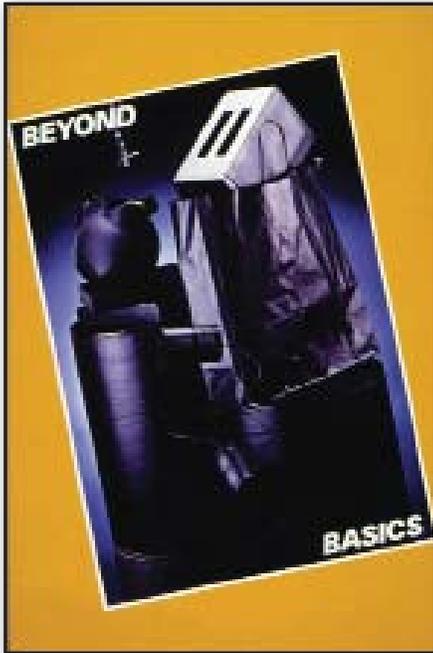


This catalog cover was printed on 12 pt glossy cover stock with one PMS color. The inside is printed on 10 pt glossy text stock with 2 PMS colors and stapled to the cover. Catalog is **11" wide x 8 1/2" tall**.

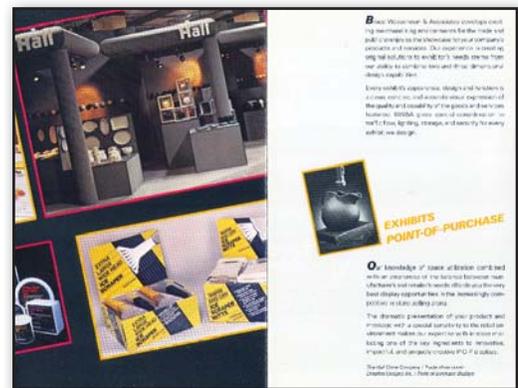


Bruce Wasserman

Beyond Basics Self Promotional Catalog



This self promotional catalog was intended to convey the thought that my design philosophy went **Beyond Basics**. The cover suggested that a *basic display* was to place an object on a stand and place a light over it; a *basic package* was merely a bag in which the product would be placed and a *basic telephone* was two tin cans connected with a wire. The inside reused the cover symbols as section heads for the categories (**Product Design, Packaging, Exhibits and Point-of Purchase Displays**). This piece was printed in four color process and glossy and matte varnishes. **Each fold** showed a portion of the design experiences with explanations.

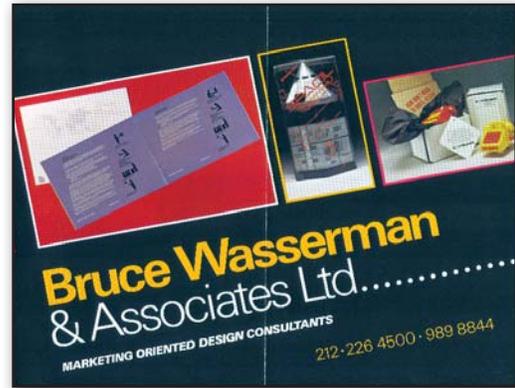




Bruce Wasserman

Beyond Basics Self Promotional Catalog

(Continued)



Fully opened, a full range of designed experiences ranging from product design to marketing and advertising to packaging to exhibit and point of purchase displays to corporate identity were highlighted against a matte background.

These are just some of the teams that we work with:

- Brunell Designs
- Clipper Industries Inc.
- Cellulada Corporation
- Cosmepak
- Detailed Designs Inc.
- Eagle Affiliates
- Enro Shirt Company
- Entire Magazine
- Frost & Sullivan, Inc.
- Gird International
- The Hall China Company
- HFD Magazine
- Homecraft Division of GRC Corporation
- Houze Glass Corporation
- Kaz Manufacturing
- Lumiscopie Corporation
- Ostow Products, Inc.
- Manton Cork Corporation
- Prestigeline Inc.
- Sanyo Electric Inc.
- Simac
- The Sperry Corporation
- Wallcamp Corporation
- Walter Kidde & Company

Credits:
 WW&A Design Team
 Beverly S. Friedman
 David G. Biegan
 Lauren A. Giler
 Alfred S. Schwartz

Photography:
 Jay Brenner Studio
 Jonathan Taylor Photography Inc.

Copy:
 Wayne A. Shealy

Typesetting:
 Madison Type

Separations:
 Fourstone Color Litho

Printing:
 The Litho Center Inc.
 emel 888&A LTD.

Bruce Wasserman & Associates Ltd.

Marketing Oriented Design Consultants
 568 Broadway / Suite 1107 / New York, NY 10012
 212 / 226 4500 / 989 8844

This catalog was printed on 12 pt glossy cover paper stock, 4 colors over 4 colors with matte and glossy varnishes and folded 6 times from 25 1/2" W x 7 3/4" T down to 5 1/4" W x 7 3/4" T.