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DESIGNMAKEOVER

JAKE WIDMAN

CLIENT

Blickman Health Industries, Inc. / www.blickman.com

[BEFORE]



“THE WEBSITE IS ‘MORE INFORMATIONAL THAN ADVERTISING.’...‘IT’S NOT A RETAIL SITE; IT’S A B2B RESOURCE.’”

website surgery

▶ Blickman Health Industries literally started in a garage. Back in 1898, Sophia Blickman started making pots and pans in her garage, using an alloy that was a sort of early version of stainless steel. The S. Blickman Company, as it was then known, was so successful and grew so fast that during World War I, it won a contract to supply mess kits to the U.S. Army.

The company also expanded its product line beyond cooking utensils. “In the company’s heyday,” says company president Rob Freedman, “they had five divisions: food service, coffee urns, laboratory equipment, industrial equipment, and hospital equipment.”

In 1975, Freedman’s father and a partner acquired the medical/surgical division from the S. Blickman Company and set it up as an independent company, Blickman Health Industries. They retained the Blickman name because of the firm’s strong reputation. Blickman primarily makes “ancillary operating room furniture,” in Rob Freedman’s words: carts, cabinets, operating room tables, trays and stands, stools, and so on.

The website is “more informational than advertising,” says Rob Freedman. “It’s not a retail site; it’s a B2B resource.” Most of the traffic comes from hospital materials managers, hospital supply companies, contractors, and so on. “Our products have a well-earned reputation for strength and durability and are recognized and respected in the industry,” says Rob Freedman’s brother, Paul. Since the company’s name is well known, some traffic comes from searches on the term “Blickman,” but the company also shows up near the top of the list in a search for “stainless steel hospital equipment.”

The company is looking for a fresh appearance for its website—“something new for a company that is over 100 years old,” says Paul Freedman. Such a project raises the conundrum that many such well-established firms face: that of projecting an image of longevity and durability but at the same time modern, progressive thinking. We asked three designers to polish up the Blickman website.

MAKEOVER SUBMISSIONS

WE’RE LOOKING FOR PRODUCT PACKAGING OR LABELS, PRINT ADVERTISEMENTS, WEBSITES, AND MAGAZINE COVERS THAT ARE CURRENTLY IN THE MARKETPLACE FOR FUTURE “DESIGN MAKEOVERS.” SO IF YOU OR SOMEONE YOU KNOW HAS A DESIGN THAT YOU’D LIKE US TO CONSIDER MAKING OVER, OR IF YOU’RE A DESIGNER AND YOU’D LIKE TO BE CONSIDERED FOR A FUTURE “DESIGN MAKEOVER,” SEND US AN EMAIL AT LETTERS@PHOTOSHOPUSER.COM.

DESIGNER
 Scott Richards / www.facelesstechnologies.com

[AFTER]



“ I WOULD HAVE A JAVA SLIDE SHOW ON THE INDEX PAGE THAT POINTS OUT ALL OF THE BENEFITS OF PURCHASING A BLICKMAN BUILT PRODUCT. ”

► Reading the information and history on Blickman and understanding the core ideas they wanted to convey to their target market was essential in the redesign of their website. I wanted to maintain a clean yet efficient site that has enough information to confirm that this is the proper choice when looking for quality stainless steel hospital equipment. I also wanted it simple for returning clients to log in and be able to place orders.

I used the current “Blickman Built” stamp they place on all their products, slightly redesigned for greater impact. I kept font choices relatively simple and went with a sans serif (Century Gothic) for all the buttons on the site, from the navigation bar to the “OK” to opt in to the email and newsletter list. I chose a serif (Times New Roman) for the rest of the text throughout the site. I used these fonts because I felt it was important to have easy reading for all using the site. B2B is tricky sometimes because you want to give them all the information they might need to make the best decisions without a distracting hard sell.

I would have a Java slide show on the index page that points out all of the benefits of purchasing a Blickman Built product. The primary slide (shown) is one that I feel is an important feature: the Lifetime Guarantee. I also kept the slogan they’ve been using prominently on the site (“Our Reputation Is Stainless”). It’s a great slogan, and I would continue using it on all marketing opportunities, internally and externally.

I kept the color scheme on the lighter metallic side, maintaining the different hues of blue they currently use so that as they make the transition to the new look, they can upgrade their marketing material gradually as they run out.



ABOUT THE DESIGNER

SCOTT RICHARDS

Scott began designing through commercial art at a young age, made the transformation to digital design in 1991 with Adobe Photoshop 2, and has not looked back since. He has always enjoyed the art and intelligence behind design and advertising. Over the past 20 years, Scott has progressed from graphic design to marketing and advertising. Currently, he is the founder and owner of Faceless Technologies, a full-service marketing firm with offices across the U.S. and headquarters in Denver, Colorado.

As a cancer survivor, as well as a survivor of life, Scott continues to donate time and energy to many philanthropic programs. Stopping to smell life’s roses will never be an obstacle again.

Scott is currently writing his first book, titled *This Is Not My Life*, which will give him another title to add after his name. The title author will now follow son, friend, mentor, teacher, motivator, husband, father, and survivor.

APPLICATIONS USED: Adobe Photoshop CS3 and Adobe Illustrator CS3 ■ CD