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## Familiarity Breeds Content (Work Station One)

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Roland R. Hegstad

**M**y professional relationship with *PD*'s graphic designer, Harry Knox, goes back more than 30 years. Unexpectedly named editor of *Liberty* magazine and distressed by its outdated design, I sought professional help to bring its graphics into the 20th century.

I examined the portfolios of several design professionals in the Washington, D.C., area. Out of them, I selected Harry's firm for the project even before becoming aware that he was an Adventist!

Though his portfolio was certainly competitive with the other applicants, it was his ability to clearly explain the creative process that impressed me to choose him over the others.

What was to become a 20-year partnership produced more than a hundred graphic design awards for *Liberty*.

Harry says he was destined for an art career from the time he could hold a pencil. A drawing he made of

## Familiarity Breeds Content

Mickey Mouse when he was 6 years old appeared in the newspaper in his hometown, Chattanooga, Tennessee, with an article describing his talents.

After graduating from Takoma Academy in Maryland, he attended the Corcoran School of Art, part of George Washington University, in Washington, D. C., where he studied illustration and graphic design.

Later, while working as an illustrator in a local commercial art studio, he realized that the quality of a Harry Knox illustration didn't measure up to the standards of a Harry Knox design. From that point, his illustration duties decreased as his design responsibilities increased.

Harry soon become the art director of this small firm, beginning a career that, in 1969, culminated in the formation of his own design office in Washington.

His staff grew to four designers and offered a full range of graphic services. He has also been called upon to judge national design com-



**Harry says he finds relaxation in flying after a hard day of attempting to meet impossible deadlines.**

petitions.

His specialty of corporate identity design brought him such higher-profile clients as the Penn Central Corporation and the National Space Institute, where he got to work with Chairman Wernher Von Braun.

Harry has also designed many corporate annual reports as well as brochures and multimedia displays. His work with *Liberty* brought assignments from other departments of the General Conference. Among them: stage backdrops for four General Conference world sessions and many graphics projects, including covers for *Ministry* magazine.

Harry taught graphic design at Columbia Union

College, where, he says, he probably learned more than the students because of his need to define the basic design structure at the heart of a concept.

*Perspective Digest* brought its own challenges. He explains: "I was given the *Reader's Digest*-size format, with a very limited budget

for extra art elements and two-color printing. I wanted the article headings to be strong but tasteful—in most cases, they are the only graphic element in the article. There should be call-out quotes from the text on every two-page spread to break up the possibility of looking like a textbook. The two colors are used to make duotones (where art or photos run on

both the black and color plates, and the dot patterns are blended). The typefaces are classic and don't get in the way of the message."

Harry's wife, Barbara, contributes to the business as office manager, bookkeeper, and even pours the text into the digital format for publications, including this maga-



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zine—no small accomplishment.

And speaking of small accomplishments, Barbara is a craftsperson of the highest order when it comes to the world of miniatures.

She has built entire furnished rooms and crafted the the most intricate of flower arrangements—where she takes photos of flowers and leaves, scans them, and prints out greatly reduced, high-resolution ink-jet prints for cutting, shaping and placement in tiny vases. (See page 8 inset.)

She has also become proficient in using the artistic capabilities of the computer—as seen in the family Christmas card below.

Harry's hobbies include cycling and flight simulation—an activity that grew out of his love of all aspects of flight and the availability of a powerful computer.

Harry and I looked at computers as a way to produce *Liberty* magazine back in 1984, and now he tells me there is no publishing done without them.

Occasionally, when I visit his office—22.4 miles from mine—I find him flying anything from a Piper Cub to a Boeing 747 on his computer. I, too, love planes and have soloed a few. Inevitably, we come back to Earth and the challenge of a new edition of *PD*.

