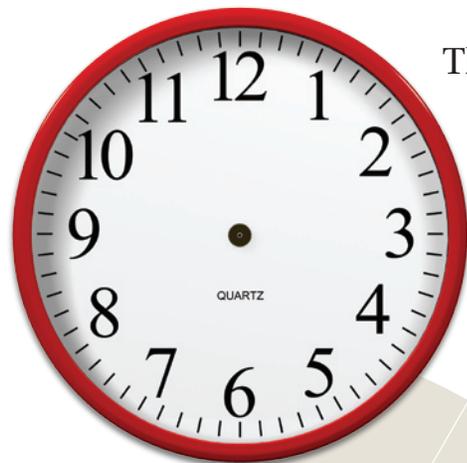# Design a
$10 clock

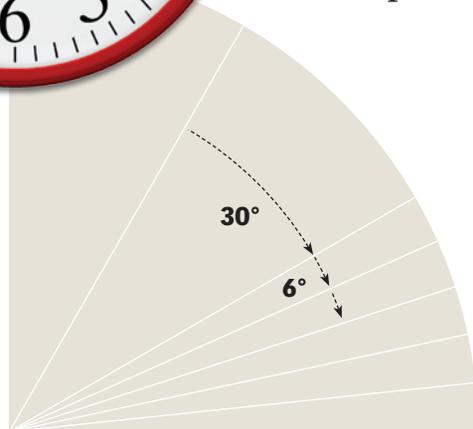## Pop off the hands, pop in your design, and snap it together. *Continued* ▶

Design a $10 clock

With a desktop printer, it's easy to transform a nice *ordinary* clock into a *very* nice *one-of-a-kind* clock

Those battery-powered $10 clocks are light, accurate and easy to read. They're equally easy to take apart and redesign; just pop off the plastic faceplate and hands, pop in your design, and snap it back together.

This ease means you can make clocks for your office, for friends, for marketing messages and even to help you track time zones. Surprise your clients by including a design-coordinated clock in your next presentation; it's inexpensive and original. Make a clock for every occasion! Ideas:

30°

6°

Start by dividing a circle
To fit a letter-size sheet, you'll need a clock face 8 inches or less (be sure to measure before you buy). A tabloid sheet can print a 10.5-inch clock. Clock numbers are 30 degress apart, seconds are 6 degrees apart. Just draw a circle, bisect it with a line, and rotate the line. You'll place your numbers by eye.

Signature clock
- An artistic signature makes a beautiful clock
- Make your signature *big!* Crop if necessary
- Use numbers sparingly

ITALIANO

9 · 12 · 3 · 6

ITALIANO

spago

70%

Be bold! Be BIG!
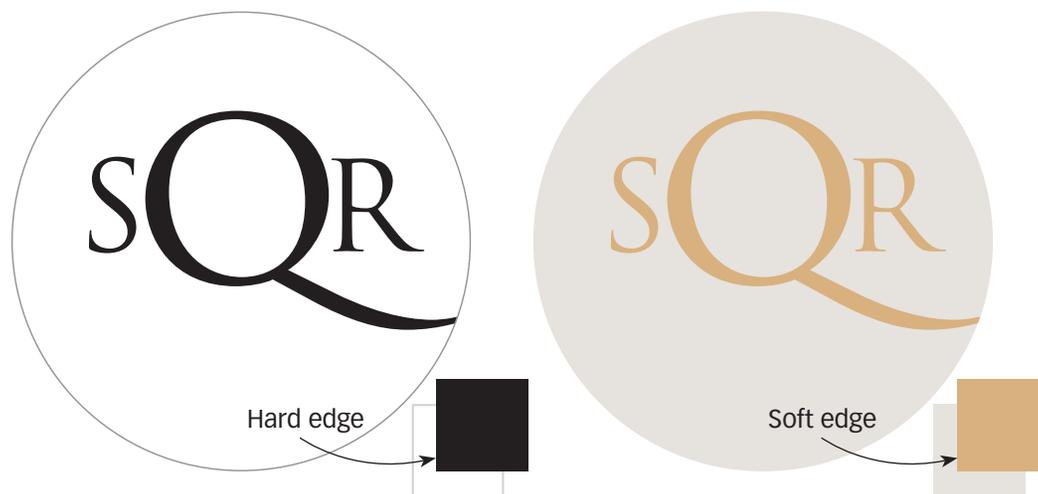Make your signature a graphical element. Extend your name "outside the lines" for artistic impact.

Color contrasts create depth
Make the most of color contrasts—in this case black, white and two tints of green. Put BIG elements in low contrast, small elements in high contrast. Note how easily small black and white numerals show up against mid-value green, while the big signature is soft.

Monogram clock

- Everyone has initials! Make them beautiful
- Simple dots mark the hours
- Full name in matching typeface

SALLY QUAYLE ROLLINS

REALTOR OF THE YEAR
2005

Hard edge

Soft edge

Soften the contrasts

(Above, left) High-contrast black & white amplifies the huge initials but is somewhat stark. To soften the look, use low-contrast colors—colors with a soft edge when placed next to each other. Silver (gray) and gold convey richness.
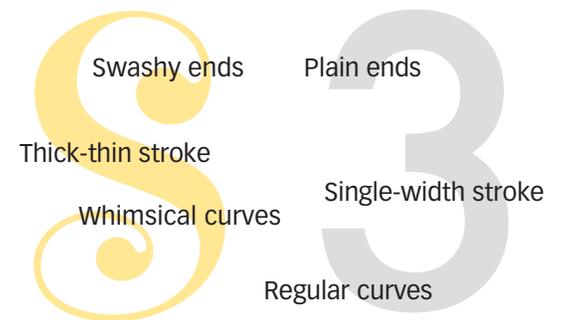
Personal clock
- Brighten any room!
- Use a playful typeface!
- Use clear, easy-to-read numbers

Tighten and shift
(Above) Reinforce the playful character of the letters and colors by tightening the spacing and shifting the letters up and down.
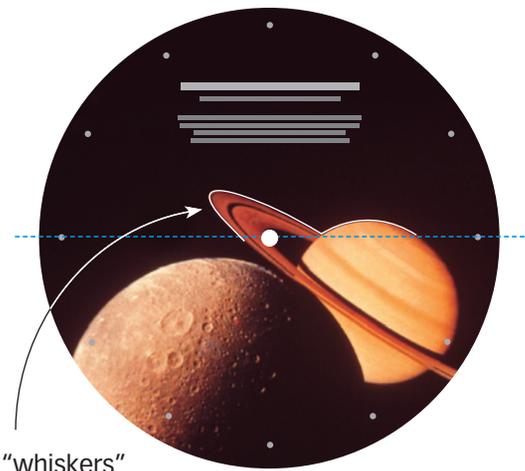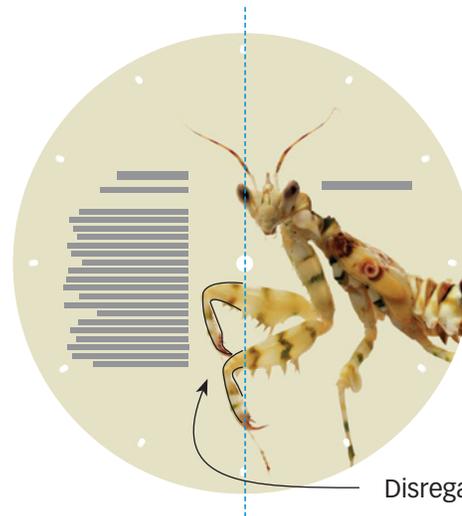
Swashy ends   Plain ends

Thick-thin stroke

Single-width stroke

Whimsical curves

Regular curves

Use contrasting typefaces
A plain, bold typeface makes a good contrast to a light, decorative face, because everything about it is different.

Photo clock

- Fun! Great for a product, hobby, classroom
- Paragraph of type adds instructional flavor
- Small dots replace numbers

Praying Mantis
Stagomantis Carolina

What is a Praying Mantis? The praying mantids, or praying mantises, are carnivorous insects that belong to the Mantidae family. There are about 2,000 species of mantids. The biggest praying mantises are the Tenodera and the Archimantis, which are six inches long! The smallest praying mantis is the Bolbe pygmaea, which is only 2/5 of an inch, or one-centimeter. Unbelievably, some scientists agree the mantis is closely related to the cockroach. The name "mantis" comes from the Greek word for 'prophet' or 'soothsayer.' The Carolina mantid is a common insect of Eastern United States. The European and Chinese species were introduced to the Northeastern United States about 75 years ago as garden predators in hopes of overtaking the native pest population.

The Nature Store
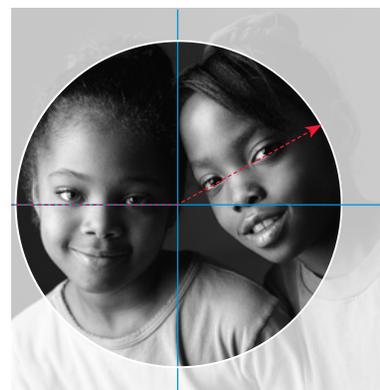
Disregard "whiskers"

Create space for type

Divide the space in half vertically, horizontally or diagonally; image goes on one side, text on the other. When you have an image without a straight edge, go by its overall mass, and disregard any "whiskers."

Portrait clock
- Makes a wonderful gift or memento
- Black & white is minimal and high-tech
- Hairlines mark the hours

Crop with intent—and dramatically!
(Above, left) In this symmetrical composition, each girl takes up the same space; note how the line of sight intersects the center. (Above, right) A highly off-center composition creates visual tension and interest.

Time-zone clocks

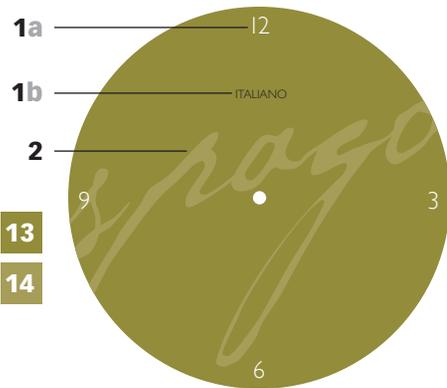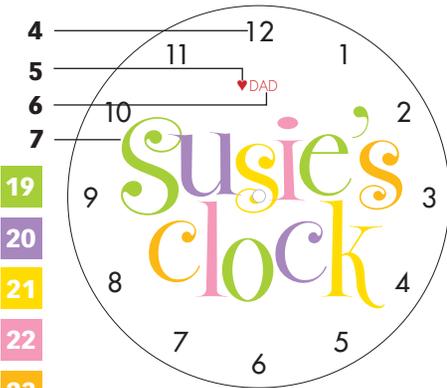- Functional and a great reminder
- Fun to personalize
- Send to family and friends abroad

"Does Paris have cactuses?
Of course not! Hurry up and come home!"
—Melanie—

SANTA FE, NEW MEXICO

NEW YORK

Brent Jones, USMC

Baghdad, Iraq
Eight hours forward

Keep up to date

Is someone you care about on an extended stay in a distant place? Keep up to date with side-by-side clocks set to each time zone.

Article resources

Typefaces

1 (a–b) Gill Sans Light | a) 16 pt, b) 32 pt

2 P22 Cezanne | 365 pt

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6 Futura Light | 22 pt

7 Gypsy Switch | 175/140 pt,

8 Utopia Italic | 12 pt

9 (a–b) Utopia Regular | a) 13 pt, b) 7/10 pt
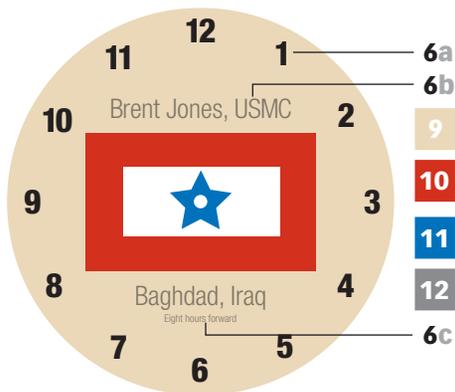
10 Utopia Bold | 11 pt

Images

11 PhotoDisc/GettyImages.com

12 Photos.com

Colors

13	C**50** M**40** Y**100** K**0**
14	C**40** M**32** Y**80** K**0**
15	C**0** M**2** Y**4** K**10**
16	C**15** M**30** Y**55** K**0**
17	C**10** M**0** Y**45** K**40**
18	C**0** M**0** Y**0** K**100**
19	C**40** M**0** Y**100** K**0**
20	C**35** M**50** Y**0** K**0**
21	C**0** M**10** Y**100** K**0**
22	C**0** M**50** Y**5** K**0**
23	C**0** M**30** Y**100** K**0**
24	C**10** M**7** Y**24** K**0**

Article resources

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SANTA FE, NEW MEXICO

Christmas 2005
Naomi & Christina

NEW YORK

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6 (a–c) Helvetica Neue Light Cond

   a) 36 pt, b) 36 pt, c) 14 pt

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7 Rubberball.com

8 (a–c) Photos.com | a   b   c

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9	C**12** M**22** Y**43** K**0**
10	C**0** M**93** Y**100** K**13**
11	C**95** M**50** Y**0** K**0**
12	C**0** M**0** Y**0** K**55**

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For the current table of contents, click here. To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

For presentation format

Print: (Specify pages 1–11)
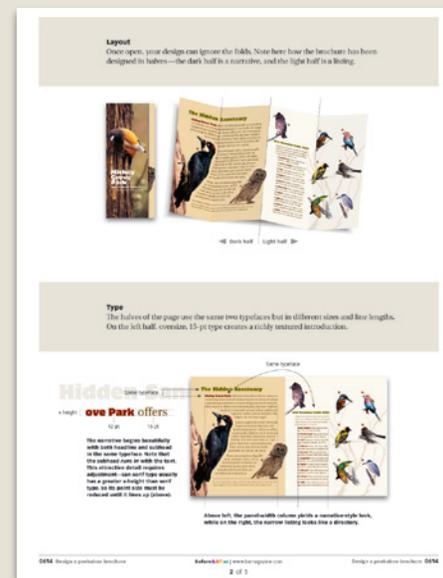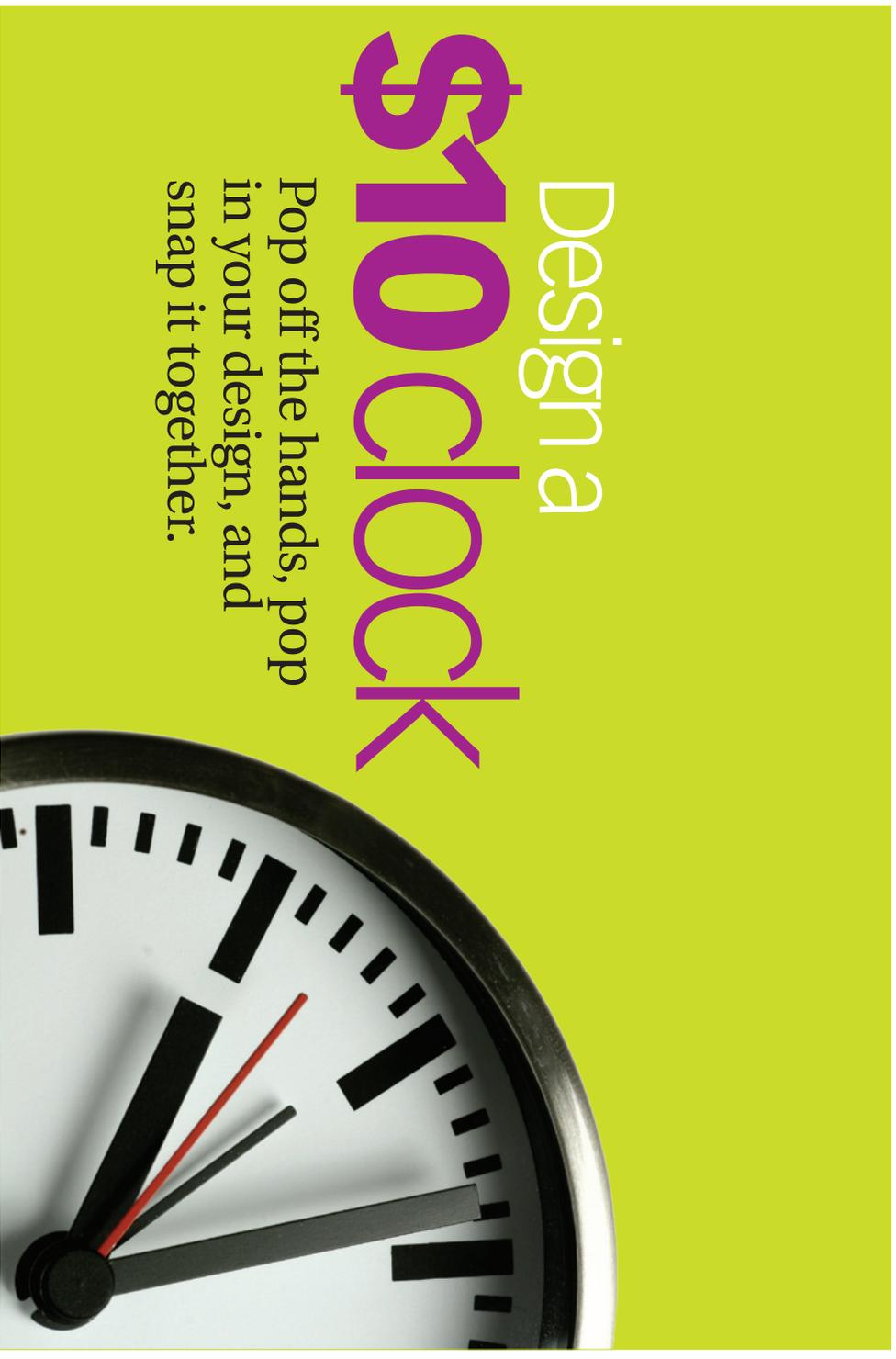

Print
Format: Landscape
Page Size: Fit to Page

Save
Presentation format or
Paper-saver format

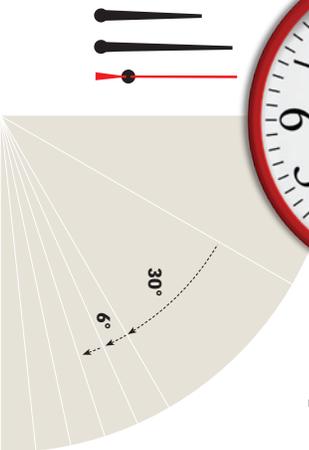## For paper-saver format

Print: (Specify pages 13–18)

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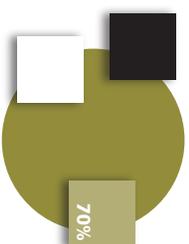
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12

ITALIANO
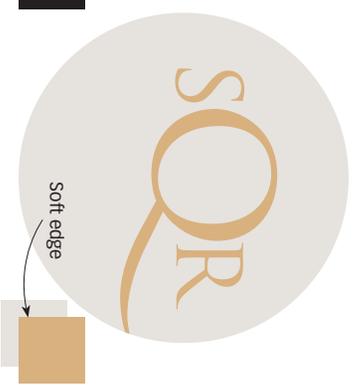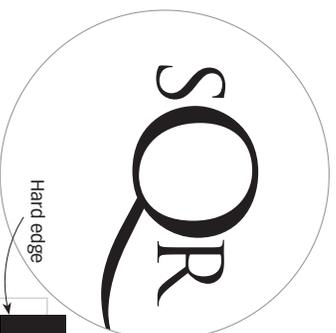
9

3

6

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ITALIANO

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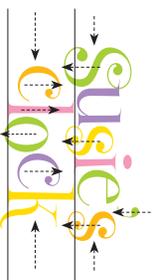
70%

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SALLY QUAYLE ROLLINS
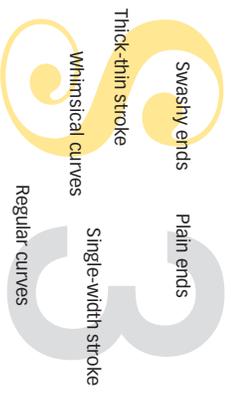REALTOR OF THE YEAR
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SQR

SQR

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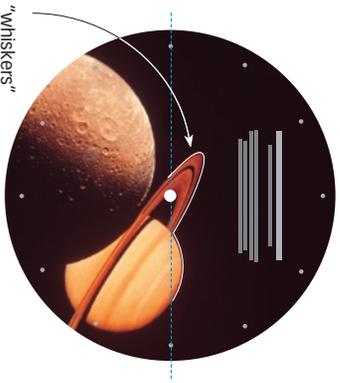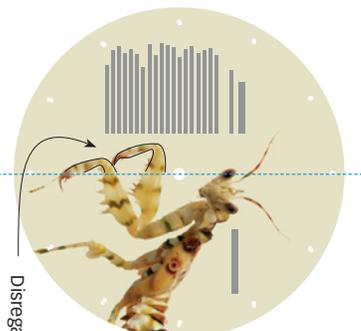
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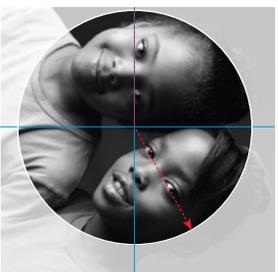
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Thick-thin stroke · Single-width stroke
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Stagomantis Carolina
The Nature Store

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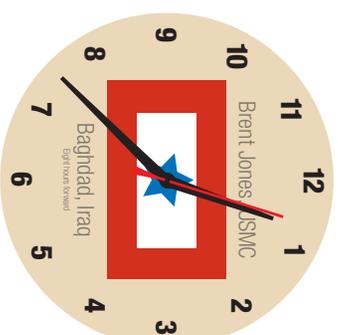- Hairlines mark the hours

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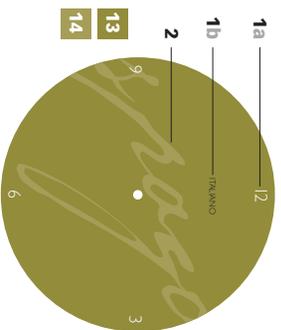
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12
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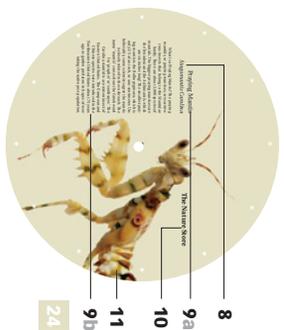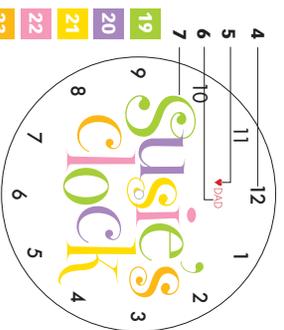
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10 Utopia Bold | 11 pt

Images
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12 Photos.com

Colors
13 C50 M40 Y100 K0
14 C40 M32 Y80 K0
15 C0 M2 Y4 K10
16 C15 M30 Y55 K0
17 C10 M0 Y45 K40
18 C0 M0 Y0 K100
19 C0 M0 Y100 K0
20 C35 M50 Y0 K0
21 C0 M10 Y100 K0
22 C0 M50 Y5 K0
23 C0 M30 Y100 K0
24 C10 M7 Y24 K0

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