

NC Review Gets Award For Design

A graphics designer at East Carolina University is getting regional and national acclaim for her working designing a statewide literary magazine.

Eva Roberts, a professor in the ECU School of Art, is the art director for the "North Carolina Literary Review" (NCLR).

Produced twice annually by the ECU Department of English and the North Carolina Literary and Historical Association, the magazine features stories and articles by and about North Carolina writers. While the articles are praised by readers, the overall look of the magazine, designed by Roberts, is garnering the respect of graphic designers throughout the country.

Earlier this month, "Aldus Magazine," a design publication, selected the "Literary Review" for the magazine December Design Contest issue.

The latest award brings the total number of design achievements to eight—a major accomplishment for a publication that started just over a year ago and has produced only two issues.

"The magazine is a hybrid between a scholarly academic journal and a contemporary consumer publication," said Roberts, a professor of graphic design.

She said the design reflects the content of "NCLR." The overall goal of its design, she added, is to "impart the content in a manner that is appropriate, sometimes challenging or provocative, and hopefully enticing."

Her efforts are paying off in critical praise. In addition to the "Aldus" award in September, "NCLR" was also chosen for the annual exhibition of the American Center for Design. The exhibit opened this month in Chicago and travels to other cities in 1994.

The first issue of the "North Carolina Literary Review" became a "merit" winner among 5,000 entries in the Society of Publication Designers national competition last February. It won three awards from the University and College Designers Association. It was also featured in the regional design issue of "Print," a graphic design magazine, and in "How," a magazine that showcases designs from international publications.

Michael A. Dorsey, dean of the ECU School of Art, praised Roberts as a trendsetter in publication design.

"The acclaim given to the design of the "North Carolina Literary Review" indicates the magazine is starting to set a benchmark for design in the United States," Dorsey said.

Roberts, however, said her efforts are simply to provide an attractive and interesting publication. "I want the publication to be beautiful and intriguing enough to make the public want to read the articles," she said.

Assisting Roberts with the design of the publication is Stanton Blakeslee, assistant art director, and Janssen Strother, design assistant. The magazine is edited by Alex Albright of the ECU Department of English.

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