

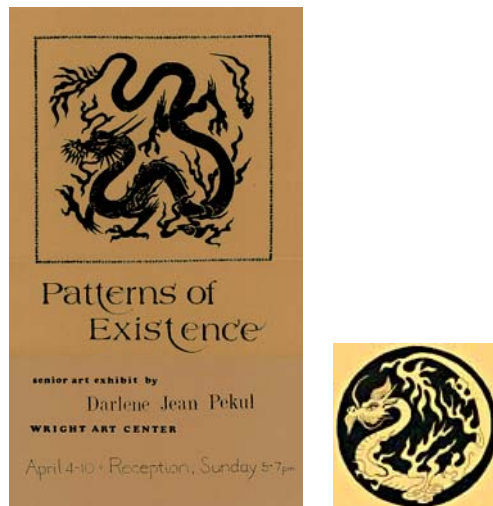
The Story of DARLENE's DRAGON ICON

From the very beginning, DARLENE identified her work with a woodcut she carved of a sinewy Chinese dragon produced for a college art class in print-making. The original wood carving has not survived but a matted print on rice paper still exists. This print was publicly exhibited in April of 1976 at DARLENE's Beloit College Senior Art Show entitled, "*Patterns of Existence.*"



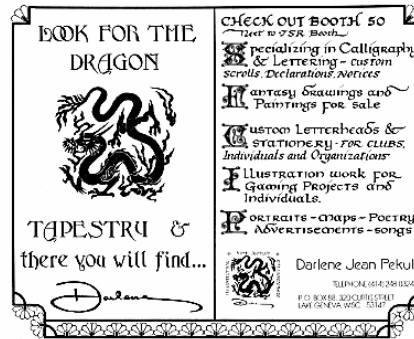
*The block-printed dragon image measures 11" x 11"
and the matted dimensions are 18" x 21"*

DARLENE chose to reproduce her dragon print design on her Announcement for the show. This Announcement was printed with black ink on legal-sized stock on different earth-toned papers. In the Announcement, DARLENE placed the dragon within a bordered square composed of tiny circlets. She printed a round dragon on the reverse side of the announcement to complement the inside square, positioning it to fit neatly on a panel when folded and used for mailing. Two folded, printed announcements survive, one on brown stock, one on ivory.



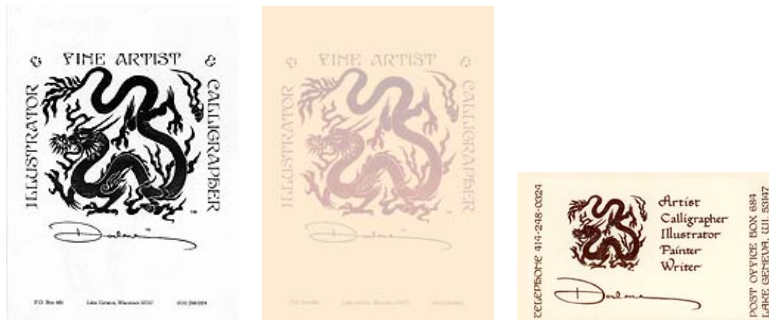
Senior Show Announcement with the dragon design printed on reverse.

After her graduation from Beloit College, DARLENE moved to Lake Geneva, Wisconsin. Sometime between 1977 and 1979, she sewed and embroidered a large cloth banner (measuring 18" x 38") of her dragon using brown velvet, brown silk, and white satin and incorporated both round and square elements.



In 1979, DARLENE prominently featured her cloth-made Dragon Tapestry at Gen Con XIII where she first became an Exhibitor. In her Gen Con Exhibition Booklet advertisement (shown above, right), DARLENE referred to "The Dragon Tapestry" by name and proudly displayed it at her booth.

There is no doubt that 1979/1980 marks the period DARLENE adopted this Dragon image as her identifying artistic icon. She used it on the cover of her 8-page artistic brochure, bordering the dragon image with the text "Illustrator & Fine Artist & Calligrapher" along with her signature at the bottom. She used the same cover design for her letterhead, printing it lightly at 10% on parchment paper to function like a background watermark. She thermograph-printed (printing with raised ink) her business cards with brown ink on ivory classic laid paper. Eight artistic brochures and three business cards still exist.



DARLENE also used the dragon icon alongside her name when she created her Art Label (below) to identify her art work. The label's paste-up, created on stiff grid paper, measures 1.5" x 5". Also, a reduced copy of DARLENE's Art Label had been "ganged" with eight other designs for Gen Con Ex Libris Paste-up #1 and therefore printed with them on water-activated gum-backed paper stock.



DARLENE also had a rubberstamp made of the above Art Label along with a tiny .5” rubber stamp of her Dragon Icon alone. The Dragon Icon appears in her first ad published in May 1980, in *The Dragon Magazine* #33, where she advertised “ART for Gamers.”



DARLENE’s second Gen Con ad, 1981

When DARLENE began to seriously consider “The Story of Jasmine,” as something greater than an illustrated fantasy-adventure, she starts working under the company name Jasmine Publications. In the resulting literature her Dragon Icon becomes replaced by the icon of a maiden.



By 1982, a Maiden icon replaces the Dragon Icon

Around this time, DARLENE started the process of trademarking the dragon icon, along with her signature and the logos associated with *Jasmine: The Battle for the Mid-Realm™* collector card game. To conform to the specifications set down by the Trademark Commission, DARLENE had to carefully prepare all her artwork submissions. Just to obtain one copy acceptable to send with her trademark application, DARLENE offset printed a minimum number of copies of each. Today, only 16 letter-sized prints remain of her Dragon Icon trademark print run.

For DARLENE’s second printing of her business card (below) she redid the card’s calligraphy and changed the signature to conform to the one she was in the process of trademarking. Two cards remain of this design.



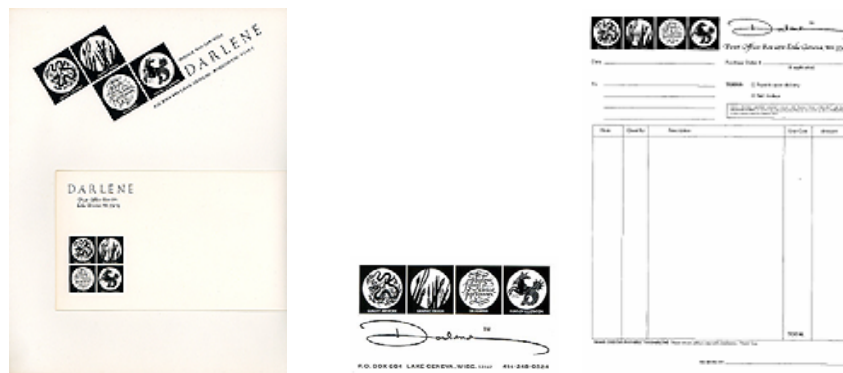
Also in 1982, DARLENE designed a new device (see top of next page) that incorporated the Dragon Icon to illustrate the first of four artistic services: Quality Artwork, Graphic Design, Calligraphy, and Fantasy Illustration. The original

paste-up for the new oversized (8" x 8") emblem is on illustration board. DARLENE designed her new artistic brochure around this change in emphasis.



New Emblem created sometime in 1982 and front of DARLENE's Art Flier utilizing it.

DARLENE becomes creative with these four blocks in her new re-design of her identifying image. She lays them out horizontally for her business card and statement and applies a more dynamic diagonal layout with the design of her letterhead. And instead of brown ink on classic laid, she has it thermographed with black on linen-textured paper. Today, little remains of this stationery but one printed letterhead and one envelope.



DARLENE's new stationery was thermographed (raised black ink) on colonial cambric paper stock and the statement was printed as a 2-part form.