How to make friends and influence the Committee

(*aka How To Get Picked*)

Citizens Coinage Advisory Committee (CCAC)

Presented by Heidi Wastweet and Gary Marks

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Design Aspects We Look For

- Texture and pattern
- Thoughtfully balanced negative spaces
- Stylization
- Ethnic Diversity
- Allegory
- Symbolism
- Details yes, overcrowding no
- Creative perspective & atmospheric perspective
- Integrated Text
- Clear typestyles
- Clarity of message
- **Subtlety; not literalism or storyboard**
- Relevancy of obverse to reverse
- Designs, not pictures
- Fluidity of line
- Edge variety

Texture and pattern

Thoughtfully balanced negative spaces

Stylization

Ethnic Diversity

Allegory

UNITED STATES OF AMERICA
$100
1OZ. .9995 PLATINUM

UNITED·STATES·OF·AMERICA·
E·PLURIBUS UNUM
HALF·DOLLAR

MONROE DOCTRINE CENTENNIAL
1823
1923
LOS ANGELES

Symbolism

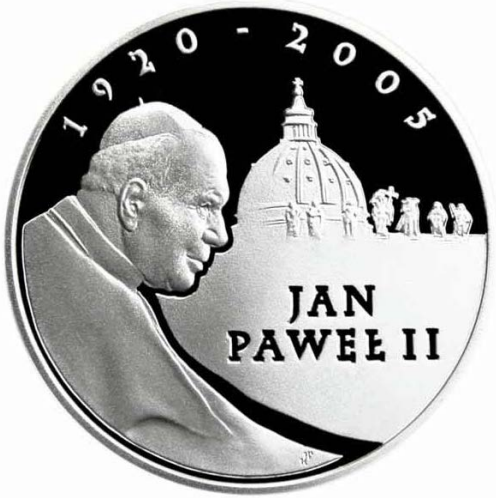
ALWAYS REMEMBER
2001-2011

DEDICATED TO PROMOTING FREEDOM AND DEMOCRACY IN BURMA
ACT OF CONGRESS
2008

20
DOLLARS
FINE SILVER
9999
ARGENT PUR
9999
2011
JB
CANADA

Details yes, overcrowding no

Creative Perspective & Atmospheric Perspective



Integrated Text

Clear typestyles

Clarity of message

Subtlety; not literalism or storyboard (as if live actors playing out a complex scene

Relevancy/unity of obverse to reverse

Designs, not pictures

Fluidity of line

Edge Varieties

American Numismatic Iconography

- Olive branch – Peace
- Oak leaves – strength
- Bundle – unity
- Fasces – Civil governance
- Liberty Cap - Emancipation
- Eagle – freedom
- Torch – enlightenment; welcoming immigrants
- Oil lamp – knowledge; education
- Female figure – liberty
- Arrows – military strength
- Cornucopia – abundance
- Union shield – production in unity, preservation
- USA Flag - stars = 50 states; stripes = 13 colonies
- Minerva shield – goddess of war (Roman)
- Minerva with owl – education, wisdom
- Scales/blindfolded female figure – justice
- Sword – justice
- Wheat – prosperity
- Wings – freedom of movement; liberty
- Rising sun – positive future
- Laurel leaves/wreath – victory

Questions?