

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
Tuesday, May 20, 2014**

Design Aspects We Look For

- **Texture and pattern**
- **Thoughtfully balanced negative spaces**
- **Stylization**
- **Ethical 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**

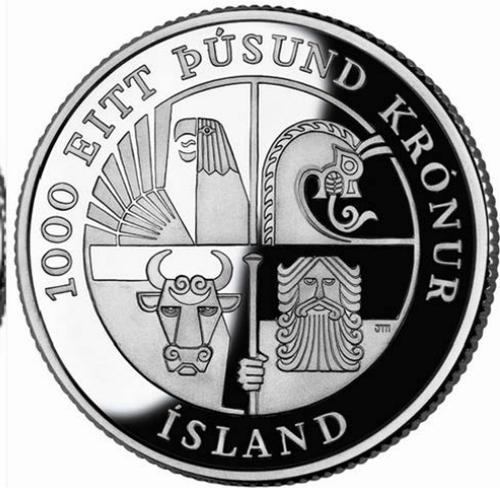
Texture and pattern



Thoughtfully balanced negative spaces



Stylization



Ethical Diversity



Allegory



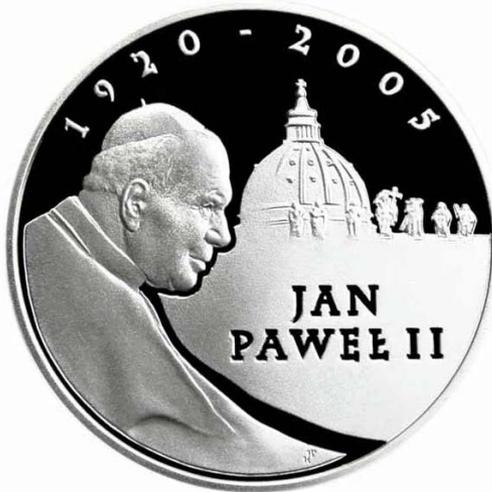
Symbolism



Details yes, overcrowding no



Creative Perspective & Atmospheric Perspective



Integrated Text



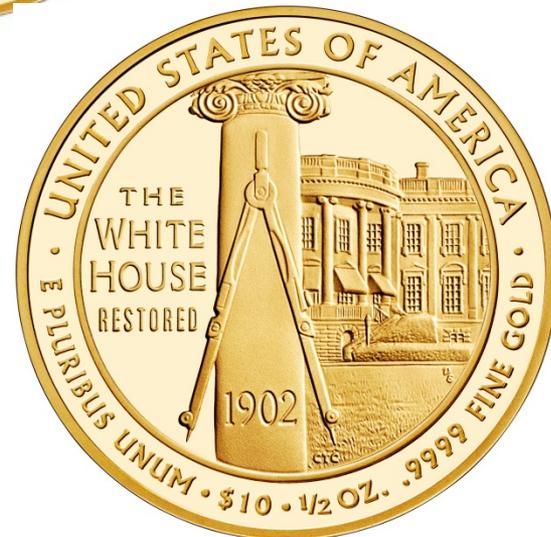
Clear typestyles



Clarity of message



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



Relevancy/unity of obverse to reverse



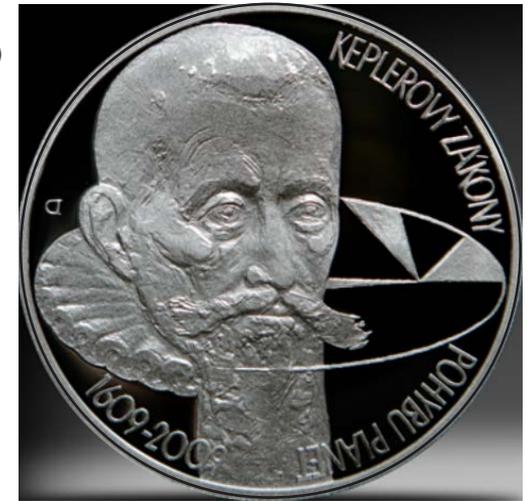
Designs, not pictures



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?