Your voice

More on information technology...

The recent articles by Ivan Trundle on web design are a wonderful read. The articles highlight how computer technology trends, design issues and innovations do influence information delivery and retrieval by our profession. Could I request that the magazine content include more articles on similar information technology issues/developments?

Jackie Devenish, Auburn Hospital and Community Health Service (NSW)

Share your funny stories...

I am writing a book about the funny things children get up to. The idea for the book came from a twin group I established in 2001, and the aim is to help mums and dads when they are having 'one of those days'. If the book sells well I plan to donate some of the proceeds to childrens' hospitals for research into childhood illnesses like cancer and cotdeath.

I am looking for tales about funny things said or done; words said or things done at the most inappropriate times and places; actions kids have done which they thought were innocent enough; even lessons to be learnt by both parents and children; whether the incident occurred this morning or 80 years ago.

For example, a story I received recently from a grandmother was about when she was applying her face cream in an upward motion, when her granddaughter asked her why she did it that way. She said to 'stop the wrinkles', to which the little girl replied, 'I think you're too late Granny!'

Send letters to Mrs Lexie Walker, 11 West Street, Sarina 4737, Queensland, or e-mail gandlwalker@dingoblue.net.au, with 'childrens' stories' in the subject line. All contributors' names will be acknowledged in the book unless otherwise requested.

Lexie Walker, Sarina Qld

The story of the star

We have just had a Library and Information Week function and someone enquired as to the symbolism behind the ALIA star on the tattoo. I was unable to answer the question with any surety.

Would you please advise if it has any specific meaning, and if so, what?

Cathie Nilon, Lismore Base Hospital Library

Initially, the star began as a paper-clip (or sorts). The paper-clip was formed into two opposing arrows, which took on the general shape of a 6-pointed star. The concept behind it all was that of 'two-way information transfer'. It required only a slight enhancement to reform the representation in a star-shaped object.

As part of the overall design (at the time), an element of the overall logotype included horizontal rules posed behind the logo, to underline (pardon the pun) the relationship between information transfer and a 'wheel' of information.

In 1991 we developed some alternative logotypes which would reflect the more contemporary aspects of the profession.

After a good deal of consultation, testing and redesign, it was decided by 1992 to retain the star logotype, but to refine it and to make it more streamlined and bolder. More colour was added (a warm red for the star), the name of the Association was included beneath (or sometimes alongside), and the horizontal background lines were dropped in favour of a cleaner, brighter, sharper look. An additional element became the acronym 'ALIA', written at a 90-degree angle in extra bold type and screened (or lightened) to act as an underlay.

To further emphasise the relationship between the organisation and the 'star', the star, the Association's name, and the letters 'ALIA' are now almost universally included together in any artwork, and with the 'ALIA' running vertically on the edge of the overall page layout.

The star has remained as a crucial and enduring symbol — if not quite immediately as identifiable as the Shell logo or the Macdonalds arch — of the profession.

Ivan Trundle, manager communications and publishing