

EASY ON THE EYES

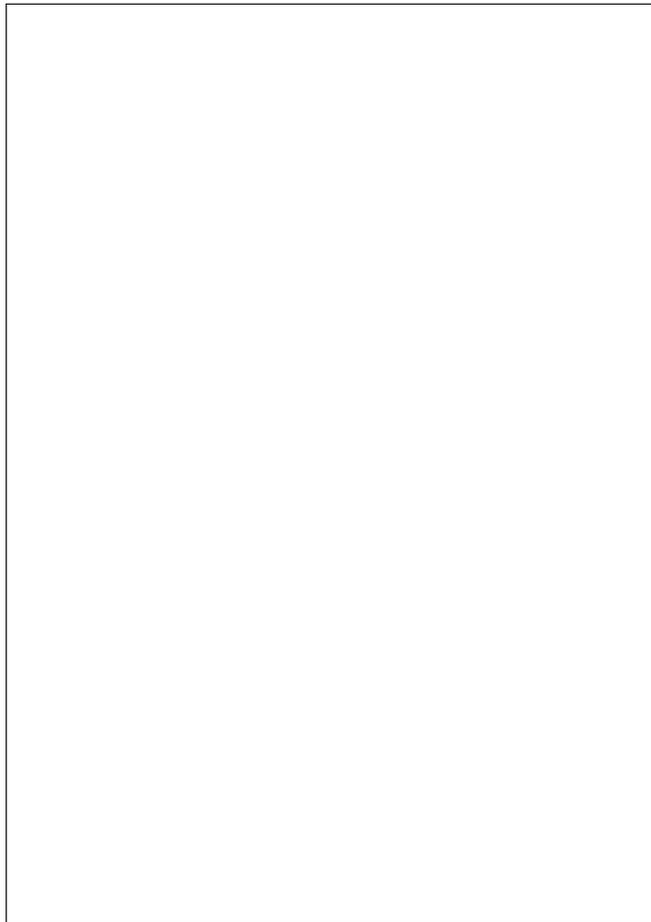


Jennifer Coombes
Editor

SINCE YOU'VE MADE IT TO PAGE 6, you've probably already noticed some radical changes in our look. It's all part of a long-planned redesign to improve the readability and overall appeal of *Engineering Dimensions*.

You'll discover Stephanie Katchmar's new design for yourself as you flip through, but I'd like to point out a few elements that we hope will be of benefit to you.

First off, we've switched to a glare-free paper that is not only easier on the eyes but contains a minimum of 10 per cent post-consumer waste and is Forest Stewardship Council (FSC)-certified. The FSC is an independent, non-profit organization that was established to promote the responsible management of forests worldwide.



This move is fitting for PEO. After all, if Ontario's engineering regulator can't show leadership concerning the environment, who can?

So, even if you haven't switched to the digital edition (more on that later), just by reading this issue you will have reduced your personal environmental footprint (see www.ontario.ca/additup for more ways to decrease your impact on the planet).

From a design point of view, we've increased white space and use of photos, put fewer words on each page, increased the font size slightly, eliminated right-justified text, loosened the tracking (space between letters) and upped the space between each line—leading (rhymes with heading), in magazine parlance.

I'll spare you the technical terms from now on but, suffice to say, we think your strain-free eyes will be happier. I know the dryly humorous former president, Bob Goodings, P.Eng., will be. He once made me laugh by commenting that he thought *Engineering Dimensions* contained just too many words.

Seriously, we know that people are hard pressed to find time to read a billboard, let alone page after page of long stretches of text. And, admittedly, we have tended to be a bit long-winded in the past. With that in mind, we're reigning ourselves in and, except for feature articles, we'll keep the extraneous information to a minimum and focus on what you really need to know.

You'll notice also that letters to the editor have been moved to the last pages of the magazine. We thought it only appropriate to give members the last word.

If you want to receive future issues in electronic form, there's still time to switch over to the digital edition and get in on the iPod touch contest (see www.peo.on.ca). But hurry. The contest closes on September 30.

I hope you enjoy the new design as much as we enjoyed putting it together. Σ