



Sweet-art

A surgeon who's drawn to graphic design.

>>“**We don't really create life;** we just sort of nudge it along,” says Dr. Craig R. Sweet of his medical practice, Specialists in Reproductive Medicine & Surgery. “But in my art, I'm creating from nothing.”

The 47-year-old reproductive endocrinologist is referring to his visual artwork, an interest he's held since high school. Sweet now spends his rare free hours doing graphic design for Web sites.

When he opened his Fort Myers practice 14 years ago, Sweet hired a public relations firm to come up with a logo, but nothing caught his eye, so his wife, Victoria, sat him down with a pencil and paper and said, “Do it yourself.” One of his three resulting sketches served as the practice's logo for seven years.

Work also helped lead him into Web design. “I had so much to do in my practice with writing, research, patient-education materials,” he says, so Sweet put together his own Web site, www.dreamababy.com, and then created sites for other people, including his wife, a nurse and medical consultant in legal cases.

In 2004, Sweet was “flabbergasted” when he won first place for his digital artwork, entitled *The Biologic Clock*, in a contest run by his alma mater, Southern Illinois University.

Making time for his art is a struggle, so he tries to incorporate it into his work and has found that to be an asset. He often draws pictures to explain things to patients, and he uses the drawings as surgical preparation for himself. “You try to work your hobby into your work. I think it's an important balance.” 