

DESIGNINGJOE

foolish

I'd like to welcome you to the April 2010 issue of the DESIGNINGJOE monthly newsletter. No fooling. (click here for archives)

April Fools

Foolishness is certainly not limited to the first day of April, nor should it be.

A new feature:

THE INANE RANT

This month's rant has to do with ghosts. There are a lot of new TV shows about ghosts lately (so they must be true, right?), but not one of these shows addresses a "logistical" issue. If a ghost is somehow a manifestation of a once living thing, how come the ghosts are always dressed? Are the clothes also manifestations, or do the ghosts raid someone's closet? They probably don't, because the clothes appear and disappear with said ghosts. If clothing can come back, that means that my orange 1969 VW Bug should be drifting in and out of my driveway sometime soon, right? I'd have to be a fool to believe that.

Good Design = Good Business.

So ask yourself: How do you want to be seen? DESIGNINGJOE can create your answer.
phone: 347.249.1690 or email me!email me!

DESIGN TIP/INSIGHT

Direction

Enough can't be said about clear direction, and the key to clear direction is knowing where you want to go. Too many projects are started without knowing where they are going, and when you don't know where you're going, there can be no direction. So how do you start a project with no direction? You shouldn't. You should always sit with your client and ask for a specific direction, and if they don't have one, help them find it, or you will both be lost. Foolish.

What direction are you going?



MONTHLY SAMPLE

This is a logo I created for 41 North Board Corp. It's a new local business run by Roger Kunsemueller and is all about personalized instruction in wakeboarding, waterskiing, wakeskating and wakesurfing.

The logo needed to convey a sense of excitement, and at the same time, remain simple enough to be used across many areas, from business cards to wake-skates. I am designing 41 North's website and will announce the upcoming launch!

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