

DESIGNINGJOE

inspiration

Hello, this is Joe Pallister, and welcome to the August 2008 issue of the DESIGNINGJOE monthly newsletter! (click here for archives)
My skills are web design, graphic design and branding. Please call me to see how my services can help your business - 347.249.1690.
And visit DESIGNINGJOE for some examples!

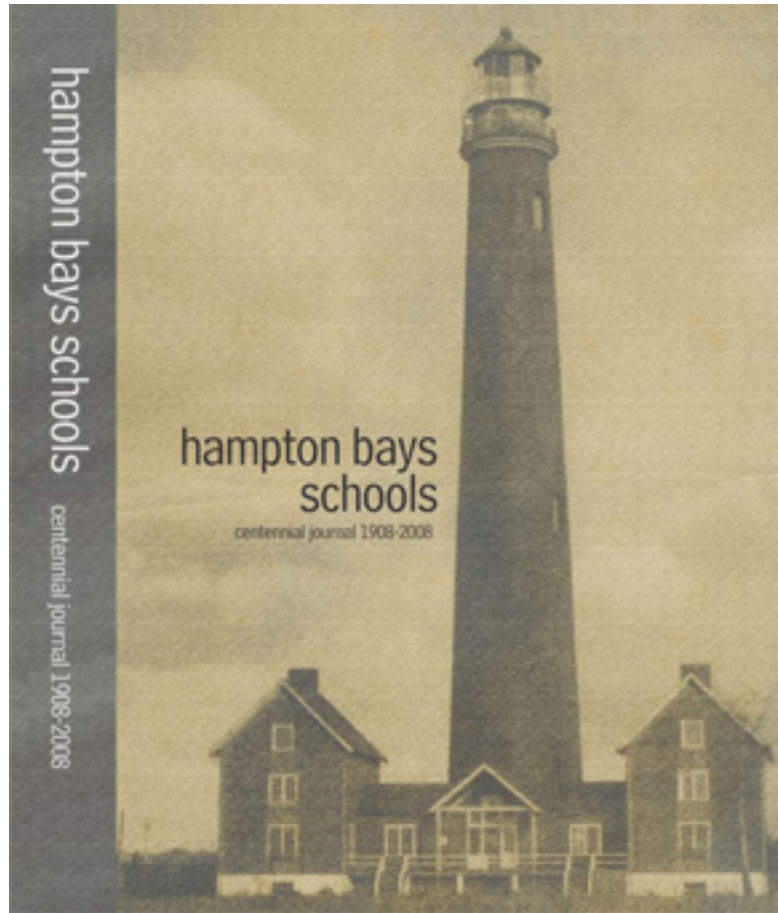
This edition highlights a graphic design sample, and explores the subject of inspiration. Once again, comments, ideas and suggestions are more than welcome!
(please submit here please submit here)

How do you want to be seen?

That's the challenge that drives good design. The right presentation of the details creates a dialogue that addresses the lifestyle and needs of your audience, resulting in a clear and powerful connection.

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 joeemail@joe.com



MONTHLY SAMPLE

I designed the above cover for the Hampton Bays School district's centennial journal. The left bar is not part of the cover, but serves as the spine. I chose the above lighthouse image for two reasons; Firstly, it went up in 1857 and was standing during the inception of the Hampton Bays School district in 1908 and was, at the time, an icon of Hampton Bays (actually, the town was then known as Good Ground and became Hampton Bays in 1922). Secondly, the lighthouse is the universal symbol of guidance, and guidance is the very thrust of education.
(click here or image for full spread)

DESIGN TIP

Once again, we have a design tip that's not really a design tip. Though, in a round-about way, it could be. I guess it depends on where you stand. Or sit.

Inspiration: the process of being mentally stimulated to do or feel something, especially to do something creative. - *Oxford American Dictionary*

Inspiration is all around us - A liquid orange sunset. An oversized yellow moon, scattered and

dancing across the surface of the ocean. Your favorite song. A meal you've had only once but still dream about. Someone's voice that lifts you to another level...

Everyone finds inspiration in their own way. *If* they are open to it. Unfortunately, too many people coast through each day without registering anything new. And who can blame them? Life is hard and it's only getting harder. Routine is comfortable. It's personal insulation. It's also the silent killer of inspiration. Under the warm blanket of routine, each day slips behind people and quietly grows into the wallper of their life. Are you somewhere in that repetitive pattern? Get out! Get out while you still can! It's easy. Just do what you don't normally or abnormally (*you know who you are*) do. Eat something new. See a movie that's the exact opposite of what you'd usually see. Listen to new music. Park in a different spot at work. Use your left hand insted of your right and vice-versa. Okay, okay...are you back from the gutter yet? Good. Now, dust the tired routine off of yourself and try something new. You never know what you'll find beyond the wallpaper!

Joe Pallister: 347.249.1690 • please email joe with any questions or comments please email joe with any questions or comments

click here to be removed from my email listclick here to be removed from my email list • click here to stay on my email listclick here to stay on my email list

email to a friend! • please enter recipient's e-mail:

mail this URL