

DESIGNINGJOE

humor

Welcome to the August 2009 issue of the DESIGNINGJOE monthly newsletter.

(click here for archives)

Check out my latest website:

www.skychloz.com

Humor:

Eighteenth-century German author Georg Lichtenberg said that **"the more you know humor, the more you become demanding in fineness."**

I'm Joe Pallister and 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!

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.

DESIGN TIP

Humor

yet another observation...

Humor is a big part of my life (I'm not kidding) and it has not only fine tuned my problem solving tools, but it has also sharpened my sense of navigating life. I've always felt strongly that some issues in the Middle-East would benefit greatly from the application of humor, but I digress...

Evolutionary theorist Alastair Clarke's Pattern Recognition Theory is an evolutionary and cognitive explanation of how and why an individual finds something funny. Effectively it explains that humor occurs when the brain recognizes a pattern that surprises it, and that this recognition is rewarded with the experience of the humorous response." The theory further identifies the importance of



MONTHLY SAMPLE

I created this brochure cover for Cornell Cooperative Extension. I was limited to using two colors, but still wanted to convey a sense of depth and balance.

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!

pattern recognition in human evolution: "An ability to recognize patterns instantly and unconsciously has proved a fundamental weapon in the cognitive arsenal of human beings. The humorous reward has encouraged the development of such faculties, leading to the unique perceptual and intellectual abilities of our species."

This could help explain why when some women are asked, in magazines such as Cosmopolitan, to rate the most desirable traits in a male, a sense of humor is at the top of the list.

Flash back to the cave-man days and we see a big guy, covered in pelts, with the roaring fire and the wheel, all alone, scratching his head, peering out of the shelter he handily constructed at the skinny guy out in the cold cracking up the ladies.

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

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