DESIGNING**JOE**

time

Welcome to the December 2008 issue of the DESIGNING**JOE** monthly newsletter! Have a Merry Everything! (click here for archives)

December is a time for no time. A fine example is the late arrival date of this newsletter. Didn't we just get over Thanksgiving? Maybe the Earth is spinning faster, though it's more likely that because I'm older, my relative time scale is shorter. 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 DESIGNING**JOE** 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.
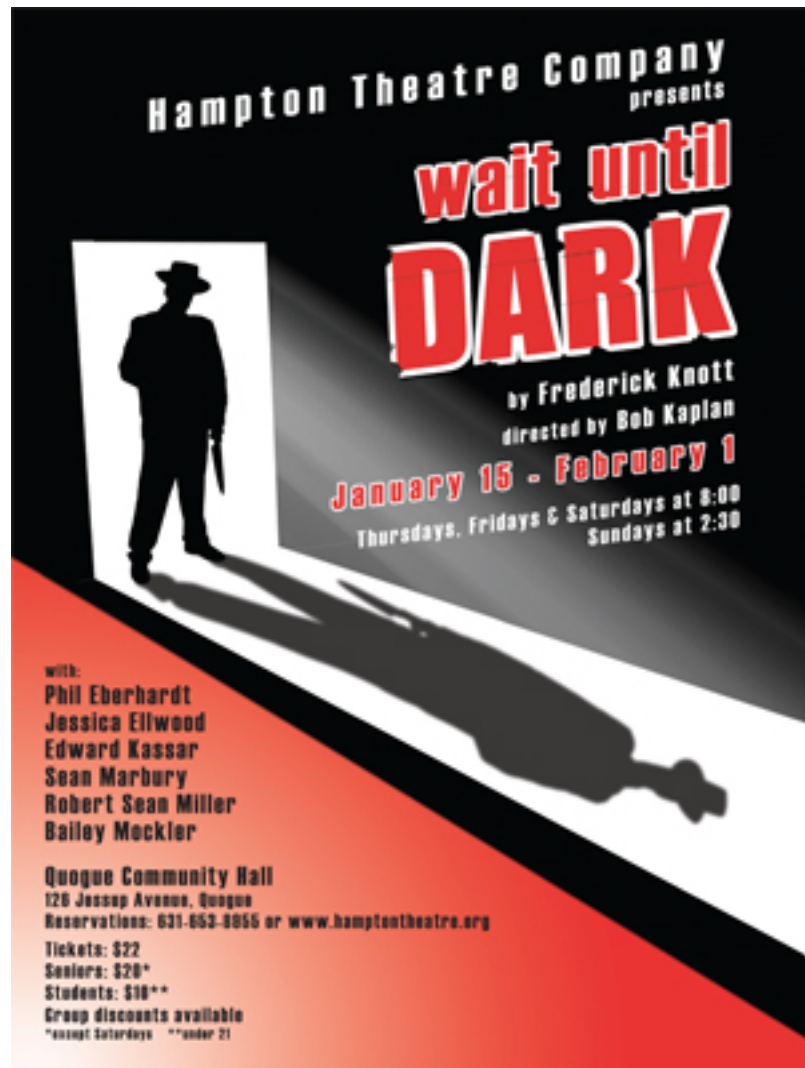
Good Design = Good Business.

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

Hampton Theatre Company presents

wait until DARK

by Frederick Knott
directed by Bob Kaplan

January 15 - February 1
Thursdays, Fridays & Saturdays at 8:00
Sundays at 2:30

with:
Phil Eberhardt
Jessica Ellwood
Edward Kassar
Sean Marbury
Robert Sean Miller
Bailey Meckler

Quogue Community Hall
126 Jessup Avenue, Quogue
Reservations: 631-653-8955 or www.hamptontheatre.org

Tickets: $22
Seniors: $20*
Students: $10**
Group discounts available
*except Saturdays **under 21

MONTHLY**SAMPLE**

Film Noir. How come you never hear Theatre Noir? The Hampton Theatre Company needed a poster for their upcoming production of the 1966 play "Wait Until Dark." which, in the following year was made into a film starring Audrey Hepburn. The poster needed to reflect the old style noir posters of that era.

DESIGNTIP

Time.
You can spend it. You can save it. You can lose it and you can keep it. You can also waste it. You can buy it. You can even sell it. But do you really know where it all goes? On average, we spend 73 minutes per day eating and drinking, over 4 minutes with our eyes closed (blinking sum), 6.5 hours sleeping, 2.3 hours watching TV. We can keep track of just about everything.
The point is, how long does it take to design a poster? A website? A brochure? There are too many variables to nail down a set time for this kind of work. So how do you charge? As a designer, it is our responsibility to track our time so we can have a clearer understanding of the actual time spent doing a particular project. This way, when someone asks how much a website costs, you can give

them a reasonable estimate based on past jobs. There's plenty of free time tracking software out there, so treat yourself! A place to start.

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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