

# DESIGNINGJOE

ensemble...

I'd like to welcome you to the February 2010 issue of the DESIGNINGJOE monthly newsletter. (click here for archives)

## Ensemble:

A contribute of unit group that or parts complementary effect to a single.

Wait...try this...

A unit or group of complementary parts that contribute to a single effect.

There, that's much better.

I'm Joe Pallister and my skills are web design, graphic design and branding. My services can and will 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 your services creates a dialogue that addresses the lifestyle and needs of your audience, resulting in a clear and powerful connection.

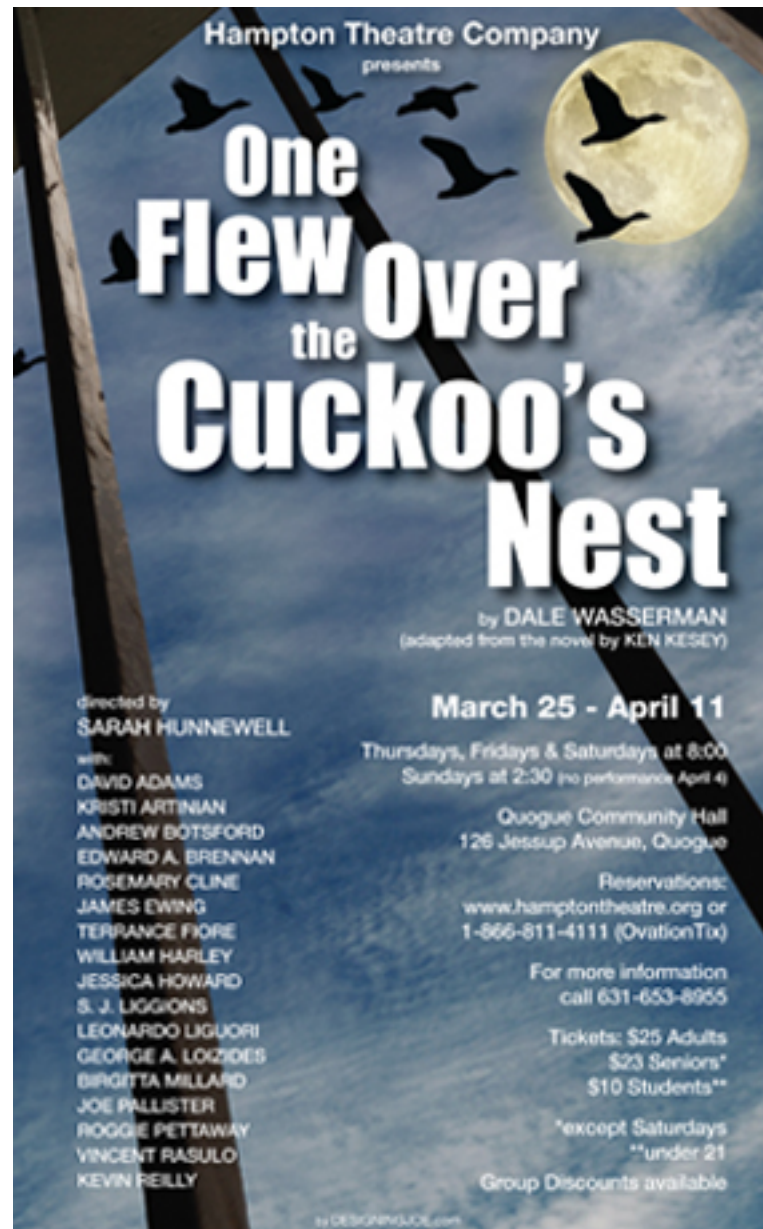
## Good Design = Good Business.

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

## DESIGN TIP/INSIGHT

### Ensemble

Unless you're in solitary confinement, you are a part of an ensemble - voluntarily, or involuntarily. I'm currently performing as Juror 8 in the Center Stage production of 12 Angry Men, and this has given me the opportunity to see what it truly means to be a part of an ensemble. If one of the



## MONTHLY SAMPLE

This is the latest poster I created for Hampton Theatre Company. The challenge was in creating something new to represent what is basically a cultural icon. The angled bars and aggressive type introduce a level of tension when set against the peaceful sky and freedom of the geese. "One flew east, one flew west, one flew over the cuckoo's nest..."

On another note, I've been cast in the role of Randle P. McMurphy...

characters was missing, the show would not work - period.

This has opened my eyes to how dependant we really are on the actions (or inactions) of others. From the kid who stocks the grocery shelves, to the presence of your partner in life. So many fundamental things need to be in place for us to exist, and most of these things are taken for granted. If something is not in place, like an internet connection (omg), our lives crash. Considering the number of variables involved, it's amazing to me that this kind of crash doesn't happen more often.

Design work is absolutely reliant on ensemble work, and not just in the physical production of a piece. The design, from images, to colors, to font choices, all add up to create a unit that has a specific meaning. For that meaning to be clear, the individual parts must play nicely together - or not, depending on what you're trying to convey.

Would love to know what's crucial in your ensemble - and I don't mean your wardrobe.

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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