

DESIGNINGJOE

process and purification

Welcome to the February 2009 issue of the DESIGNINGJOE monthly newsletter!
(click here for archives)
Check out the latest addition of a fun Flash- driven timeline in the WEB DESIGN section of DESIGNINGJOE (the astronaut image)

February comes from the latin Februare which refers to a means of purification. Purification of what, nobody knows...

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.

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

Process and Purification

This month's tip is all about Process. In a way, Process is a means of purification. Purification of the relationship between you and your clients.

When I say Process, I mean clearly defining a step by step guide to not only what you do, but what the client will also do to help you reach their stated goals. Just about everything involves some kind of Process - brushing your teeth, cooking, paying your bills, how you eat...

It's very important to have a well defined Process in place before the start of any design work, and it should be spelled out clearly in the proposal. This is the stage where any difference of ideas, goals and responsibilities can be fleshed out. Once both parties agree to the Process, it should be smooth sailing!

Stop laughing.

You feel purer already, don't you? I know I do.

Februare.



MONTHLY SAMPLE

This poster was designed for Skymaker Productions, promoting a cycle of four plays by local playwright, Stephen Kelleher.

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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