

DESIGNINGJOE

Hello, my name is Joe Pallister, founder of DESIGNINGJOE and I'd like to welcome you to the March 2008 issue of my monthly newsletter! (click here for archives)

Each edition will highlight a new web or graphic design sample, as well as provide a helpful design tip. Comments, ideas and suggestions are more than welcome! (please submit here please submit here)

In 1989 I graduated from The School of Visual Arts in New York City with a BFA in advertising and design and have been doing design work ever since. (see resumé)

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

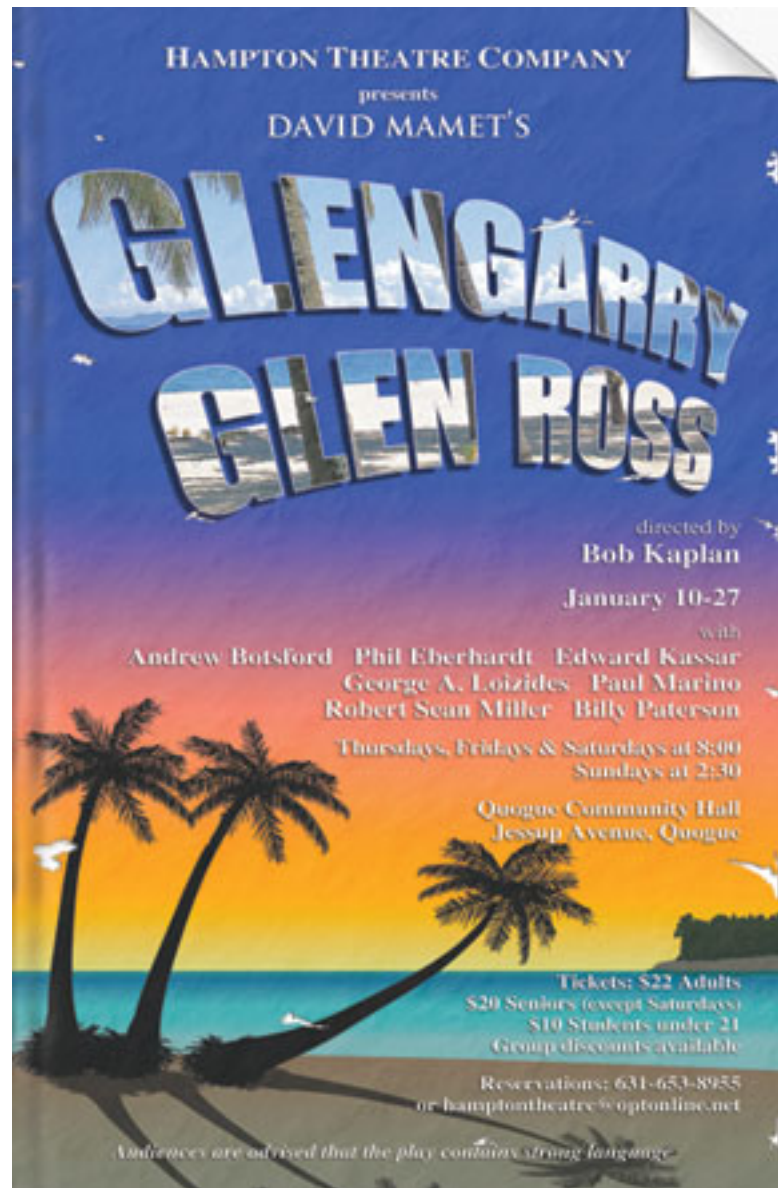
DESIGN TIP

This month's design tip is a brief note on DPI.

What the heck is DPI? It's an abbreviation for Dots Per Inch. In a nutshell, web images are commonly 72 dpi (often called low-resolution), whereas most printed images are 150 dpi and up (high-resolution). They say size doesn't matter. Ha! It sure does when you're printing! A low-resolution image (72 dpi) may look fine on your screen, but your printer can't add pixels to an image. Instead, it takes the existing 72 dpi and enlarges them to fill the space reserved for 150 dpi, or more, resulting in blotchy, muddied images.

A good rule of thumb is:

- Web images can be low resolution (72 dpi).
- Printed images should be high resolution (150 dpi and up).



MONTHLY SAMPLE

The above poster is the latest in a long line of successful marketing work done for The Hampton Theatre Company. I have been designing their posters for the last four seasons. For more samples, please visit: www.designingjoe.com/posters

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