

DESIGNINGJOE

Hello, this is Joe Pallister, and welcome to the May 2008 issue of the DESIGNINGJOE 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. Once again, 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

DESIGN TIP

This month's design tip is more along the lines of a pre-design Q & A. When you put something representing your business out in public; a post card, business card, poster, brochure, flyer, etc., you have to first answer several questions. Some basic questions would be: Who are you communicating to? What's important to them and what motivates them? What separates you from your competition?

The more detailed you can get with the answers to these types of questions, the more focused your material will be. Everyone loves clarity. Be clear on who your audience is and more importantly, be clear on who you are. Is that clear? I hope so! Enjoy the oncoming warmth!



MONTHLY SAMPLE

I created the above logo for Laraine Gordon's not-for-profit organization which focuses on the needs of teens related to bereavement and loss, through education and counseling (www.time4teens.org).

The rounded logo was used to establish a round-the-clock presence and the word "teens" was made to appear awkward and ill-fitting. A sense many teens have, especially those struggling with loss.

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