

# DESIGNINGJOE

perfection

Welcome to the May 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)

## Perfection:

the condition, state, or quality of being free or as free as possible from all flaws or defects.

Does that condition, state or quality actually exist anywhere? Maybe in a perfect world...

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

### Perfection

Another assessment...!? What happened to the design tip?

Well, nobody's perfect.

And speaking of perfect, how about this newsletter? Perfect? No. My designs? No. This list could go on forever and even *it* wouldn't be perfect.

Whatever it is I do, from design work, to interacting with strangers, I always ask myself a question that deserves as honest an answer as I can muster, and that question is: Was that the best I could do? Whatever the answer is, there is no going back. But, with either answer, I will be better equipped to move forward.



## MONTHLY SAMPLE

I designed this poster for Skymaker Production's run of Cindy Lou Johnson's "Brilliant Traces."

Some said the poster was "brilliant!"

Sorry, couldn't resist.

If you know of anything that is perfect, please send it along to me and I will post it (anonymously, if that is your preference) in the next newsletter! (click for perfect submissions) (click for perfect submissions)

Thank you.

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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