

DESIGNINGJOE

the end frame

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

The End Frame

When people presented an idea to Walt Disney, he would ask, "What's the end frame?"

A (relatively) new feature:

THE INANE RANT

Okay. Double doors. Many stores, diners, and so on have double doors. That's fine. My question is - why is one almost always locked? Crowd control? Safety? Though I'm not really sure why it might be considered safer. If a fire were to break out in any of these "one door must always be locked" places, it would probably be better to have both doors unlocked, right? I guess on the other side of that is the unimaginable chaos that would ensue if people were able to enter an establishment at the exact moment someone was leaving. Yikes. Why keep one locked? What is their End Frame?

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

The End Frame

The End Frame is always reached by following a central thread. But until you know the End Frame, you cannot spin the central thread.

So what the heck is an End Frame? Well, for any project, the End Frame can be found in the answer to the question - What do you want to happen? If you can answer that question clearly, your central thread will almost spin itself. So these places that lock that one door...what do they want to happen?

What is your End Frame?



MONTHLY SAMPLE

This is a poster I designed for Hampton Theatre Company's upcoming production of Bedroom Farce.

any questions or comments

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