DESIGNINGJOE

half a glass

Welcome to the November 2009 issue of the DESIGNINGJOE monthly newsletter. (click here for archives)

List:
- check Facebook
- read DESIGNINGJOE's newsletter
- email him about typos
- check Facebook
- get more coffee
- check Facebook
- work
- check Facebook
- wor...check Facebook

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 details creates a dialogue that addresses the lifestyle and needs of your audience, resulting in a clear and powerful connection.
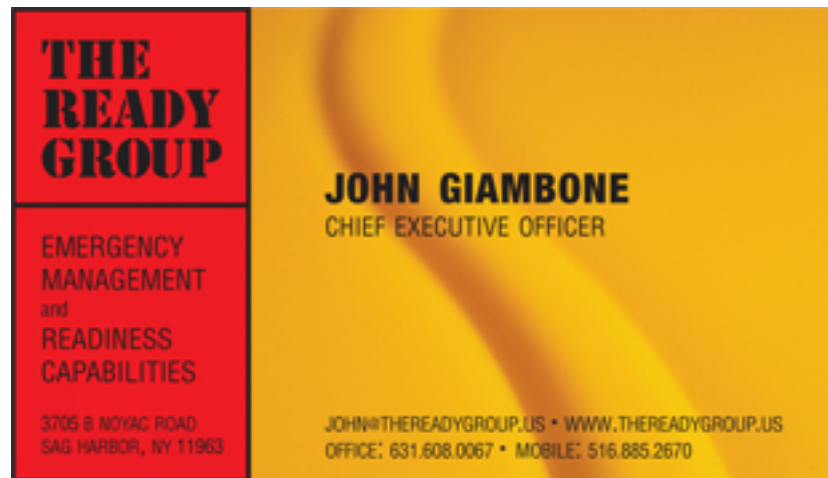

MONTHLYSAMPLE

I created this business card for The Ready Group. The art work on the card is a close-up of their Emergency Prepardeness Kits and the black type on the red background is in tune with the international flag for a hurricane. I also created their website using a flash intro which then jumps to a css layout. Check it out at: thereadygroup.us

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!

DESIGNTIP/INSIGHT

List

Almost everything we do can be boiled down to a list. Some lists are mental, like our morning routine, which we usually follow to the letter. Others are on little pieces of paper that we rarely follow, like our groceries list folded up in our pocket. Putting together a piece of furniture or setting up the flat-screen tv is all about following a list of instructions, and usually, they're not good but we follow them anyway. The comfort of a list.

Like anything else, design and especially web projects start with a list. Lists vary from project to project but they all need to have the basics: the project's content, the target audience and the goal. This creates the need for yet another list - the necessary steps to execute (seems like the wrong word for a creation, doesn't it?) the project. Lists are all about solving a problem or reaching a goal.

We all have lists that keep us on the right track - or the wrong track, depending on your list. The one year plan, the life plan, today's plan, things we should do before it ends and things we should

never do again.
Would love to know what's on your list!

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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