

# DESIGNINGJOE

focus

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

## Focus:

It's still summer, technically, but "...the times, they are a-changin'."

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.

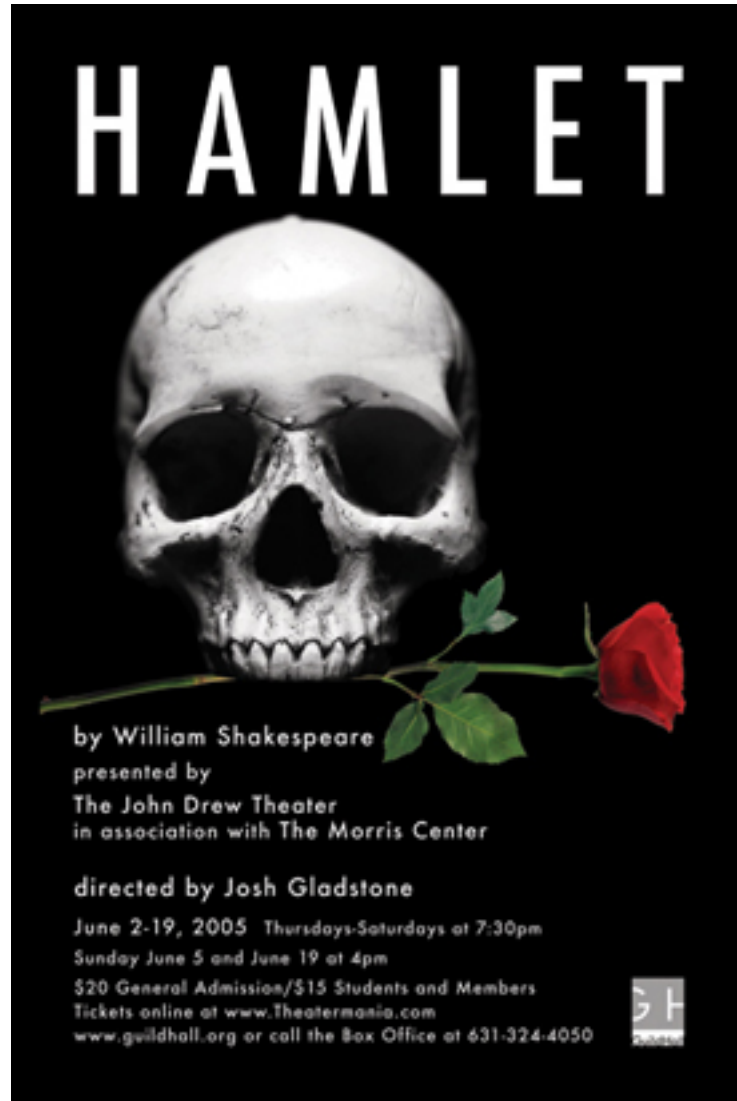
So ask yourself: How do you want to be seen? DESIGNINGJOE can create your answer.  
phone: 347.249.1690 or email me!email me!

## DESIGN TIP

### Focus

Summer is like the ultimate reset button for the brain. It seems that serious focus begins to take hold in the fall, reaches a peak in the winter and starts to slip in relation the climbing temperature of the spring. By the time summer sets in, our focus is scattered like sunlight dancing on the surface of a pool. It makes sense, the kids are home and need something to do (every day), then there's the barbecues, fishing, going to pool parties, moving to the pulse of a drum circle on the beach at sunset, and so on...

Sure, we manage to square up with our responsibilities, but usually not much beyond that. It's important to have that time of lost focus. That's why kids get summers off. Imagine if they had to maintain that school-focus year-round? They are the future. Reset, please.



## MONTHLY SAMPLE

I created this poster in the early rounds of design for Guild Hall's production of Hamlet.

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