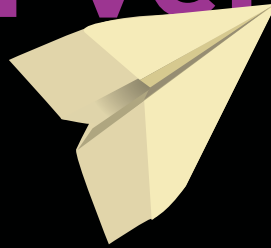


Design is a Verb.



Why Should I Brand?

Khia Jackson

WHAT IS DESIGN?

DESIGN IS A VERB.

Many people believe that design's only purpose is to make 'things' more attractive.

This is true, but that is only part of the picture. There are so many

graphic hacks out there (*and I wish them all well on their respective journeys*), but

from the point of view of an *invested*

designer, every aspect of design -

from the spacing of the font to

the image choice - is a part of a

guided plan. Everything that

is man-made is designed.

Therefore every aspect

of good design is a

Working, Thinking,

Evolving series

of solutions

to the world

around us.



**Design
Hits Its Mark.**

BULLSEYE.

Have you ever driven down a busy street and seen the red corner of a commercial building? You couldn't see anything but that corner and a bit of color, and you'd never driven down that street before, yet you knew *without much thought* that you were staring at your favorite retail store?

That recognition you feel and the assurance of good quality are by Design.



**A Well Designed brand is so visually distinct, it needs no introduction.*

YOU PROBABLY DIDN'T KNOW...

that their brand color red is always a coded mix of 4% cyan, 100% magenta, 85% yellow and 6% black. You may not have realized that the logo mark is always a proportional distance of 0.89" from the company's name. A designer made all of these elemental decisions. The designer's job is to translate the concept of *'quality items at a low cost'* into a brand that you know and trust at a glance.

-

And to also make you visually aware that there is a sale on men's boxers.

**Design
is Good for
Business.**

THE BUSINESS OF DESIGN.

1

1) Graphic Design Makes the Message Clear.

A study by 3M Corporation found that people process visual images 60,000 times faster than text. That's not such an off-the-wall concept when you take the time to think about it. When you sleep you may dream about a floating tiger wearing lipstick. It is only with time (and possibly a well-trained professional) that you come to realize that the tiger visually represents Mrs. Byrne, the math teacher that picked on you as a child. The picture makes an impact first, and the message follows. This is how the human brain works. The task of a designer is to effectively marry a business message with an image.

Take a look below. Which of the following makes an impression on you first; the tiger or the text? Which is more memorable?



=

Your 3rd
Grade
Teacher was
Mean.

Note: The graphic of the tiger is likely the first thing that you noticed on the entire page.

THE BUSINESS OF DESIGN.

2

Graphic Design Increases the Consumer's Memory.

Consumers can't request or look for a service or product that they can't even remember. Studies have shown that people pay closer attention and have a more positive reaction when graphics are used. A visually appealing graphic increases the likelihood that someone will remember a product or service by upwards of 40%. If two companies create the exact same product, and put them on a shelf side-by-side, almost every customer will pick the product they remember the most.

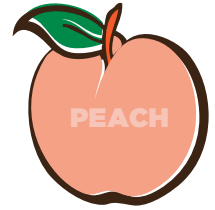
3

Graphic Design Helps Consumers Emotionally Relate to a Product.

The correct colors increase brand recognition by over 75% and improve prospect motivation by 80%. It's a professional designers job to KNOW which series of colors create which emotional response and use them well. How much do you want to eat that mud brown peach on the right?

Yum!

Only one of the graphics to the right suit the concept of "Peach" what do you think these color palettes might work best for? See the answer key below.



(good)
**Design
Promotes
Trust.**

CONSISTENCY IS KEY.

4

Good Design Supports Brand Consistency.

Every single living organism—from a tomato seed to your pet dog – responds positively to consistency; a consumer is no different. The value of a regimented design plan is the most undervalued aspects of design by both a new business and anovice designer. A reliable message is the foundation of trust in every type of relationship.

Hi, I'm Mary.

Hi, I'm Mary.

Hi, I'm Mary.

Hi, I'm Mary.

Hi, I'm Mary.

Hi, I'm Greg.

hi, i'm greg!

Hi, I'm Greg.

Hi, i'M Greg.

Hi, I'm Greg.

Imagine meeting the people above. Everytime you saw one, she appeared to have a consistent personality. The other one—not so much. Which one would you feel most comfortable splitting a beer tab with? Which one would you believe was a serial killer. I'm kidding...but not really. Inconsistency screams unprofessionalism and it fosters distrust. **An inconsistant brand image can kill a business.**



In today's world, information needs to move and exist far beyond any one person's lips. A message must travel some distance in order to make an impact. Design isn't just a finished creation. It is a movement; a dynamic ebb and flow of organized thought. **Design is a Verb.**



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