

The Rationale for Professional Design

Our business involves providing high-quality graphic design services. It is a venerable activity whose effectiveness can't be easily quantified and measured. Yet, in today's economy, everyone of our clients must look for ways to economize. We are often asked to reexamine our quality approach, and the traditional ways we address our clients' problems and opportunities. So, we'd like to share a few thoughts with you:

What professional graphic design can accomplish, and what its true value is.

COMMUNICATION

Asked to define jazz, Louis Armstrong once said, "*You'll know it when you hear it.*" We feel the same way about good design. What we can say, authoritatively, is this: good graphic design is not about style or fashion.



First and foremost, it is about communication.

And it should always have a direct, bottom-line effect on any organization's business. Like it or not, we live in a world that is over-communicated, and we must use media that are excessively cluttered. The only way to combat this condition is through communications design that not only distinguishes an organization, but that quickly communicates its many messages well.

IMAGE

Over time, all products and organizations develop personalities, just as do individuals. Positive personalities ("images") are often among the most important properties any organization possesses. Being constantly attentive to image building is one of the ways smaller organizations get to be bigger ones, and bigger ones get to stay on top. Our training and experience tells us that it is a business function far too important today to trust to chance, or to just anyone.



Creating strong, visual identities—images—is what we do.

It is the essence of our business.

COST EFFECTIVENESS

As with any talented and trained professional, our work does not come cheap. **But don't confuse cost with value.** Perhaps it is a cliché to say you get what you pay for, but that doesn't make it any less true. Consider this: except for the very smallest of jobs, design fees are usually a fraction of total job costs (printing, media, etc., are the big costs). Thus, the incremental difference of opting for outstanding design versus a mediocre equivalent typically only increases costs 5% to 7% on a small brochure or ad, or less than 1% on an annual report. Viewed from a bottom-line perspective, a small additional investment in design quality usually produces an ROI to warm the heart of the toughest comptroller.



FLEXIBILITY

Our business is changing rapidly, due to the strong ties to technology.

The primary benefit of technology to graphic design is new flexibility.

We can now provide even more options and ideas. For some straight-forward, repetitive work, we can now also establish electronic formats or templates. This may even allow some work to be done more productively in-house. If so, we would be happy to consult on when and how.



For all these reasons, we are excited about what graphic design can accomplish. And we are particularly excited about making it happen for you.

