

WHAT DESIGN REALLY IS

**Design is communication,
not decoration.**

People sometimes think graphic design is making things look pretty. A huge part of my job is taking information, opinions and objectives - and somehow turning all of it into one clear message. So instead of explaining that, I'm going to let you experience it.

THE BRIEF

**Everyone at the
table is a stakeholder.**

You are now a creative team. Your client needs a Promotional flyer for an important upcoming event. It needs an attention-grabbing headline, a visual, a call to action and something memorable.

Use ...whatever you want that is provided.

TIME TO CREATE

What kind of event is it?

The client wasn't very specific.

CLIENT FEEDBACK #1

Can you make it POP?

The client saw the first draft.
They need it more exciting.. but still sophisticated.

Please incorporate the feedback.

CLIENT FEEDBACK #2

Social media has notes.

This also needs to work on social.
Someone scrolling should understand the
main message in about two seconds.

Simplify it.

CLIENT FEEDBACK #3

- **Make the type bigger.**
- **There is too much type.**
- **I don't like that color.**
- **Someone else loves that color.**
- **And can the logo be bigger?**

Everyone's feedback needs to be considered.

(A FINAL 'SMALL, TWEAK')

ONE LAST CLIENT CHANGE...

THIS ISN'T AN EVENT FLYER.

**IT'S PAULINA'S
BIRTHDAY CARD.**

60 seconds to save the project
and make it work as a birthday card

LIGHTNING SHOW-AND-TELL

**30 SECONDS
TO PRESENT DESIGN:**

Show your card, give the headline,
then explain the “creative rationale.”

Please give your finished card to Paulina.

In a few minutes you dealt with a vague brief, multiple opinions, conflicting feedback, a platform requirement and a complete change in scope.

Welcome to marketing & design.

When you make a flyer or social post,
stop asking only, 'Do I like it?'

Ask: Who is it for?

What should they notice first?

What should they do next?

On social, beautiful is not enough.

If the right person doesn't stop, understand
and act the design did not do its job.

**DESIGN ISN'T ABOUT
WHAT YOU LIKE.
IT'S ABOUT WHAT WORKS.**

And sometimes, after all that strategy and planning,
the client tells you it's actually a birthday card.

Happy Birthday, Paulina.

