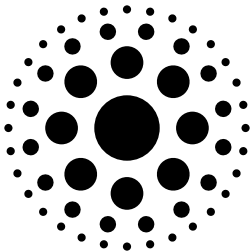




**INPUT**

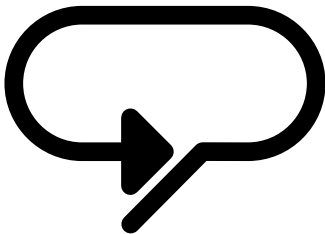
DESIGN METHODS

# ORGANIZING



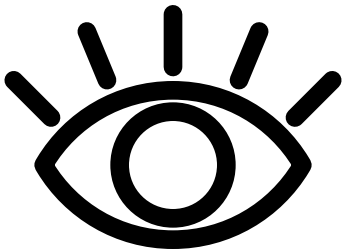
Integrating information, messages, and motivations into a wholistic system requires organization. Each part must contribute to the whole in order for the system to function optimally. This attention to detail in relation to the big-picture ensures that a coherent and consistent statement is made, and that contextual relationships are considered.

# COMMUNICATING



Communication in design is a process that encodes organizational motivations into messages, creates appropriate transmission plans, and optimizes response channels. It is the mediation of interaction for mutual benefit. A well designed strategy ensures consistent, efficient and effective communications.

# STYLING

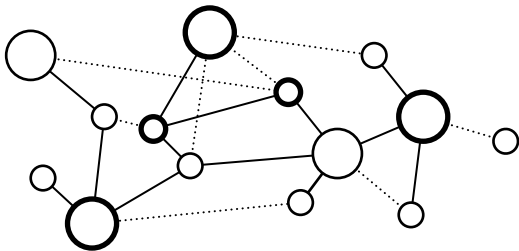


Aesthetics go beyond the superficial. The attitude and personality that organizations express is formed as much by how they speak as what they say. By giving life to communication materials, a successful aesthetic qualitatively and by extension quantitatively improves the user experience. Form should both follow and fulfill function.



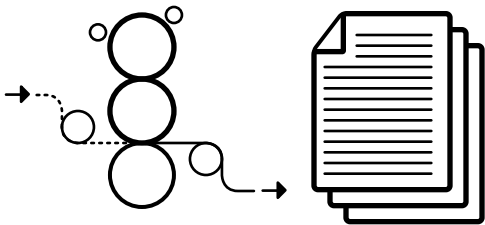
**OUTPUT**  
DESIGN FORMS

# ONLINE



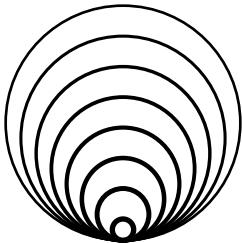
The internet is a vital communications media that can greatly enhance internal and external relationships by facilitating local and global interactions 24/7. These interactions are further strengthened when the identity and personality of the organization effectively mediates the user experience.

# PRINT



Print media is a time-tested format for communication. It can be adapted to nearly any use and application imaginable, from documents, books and magazines, to food, skin, buildings and more. Print can make communication materials immediate, lasting, and tangible.

# IDENTITY



Identity isn't about logos and letterheads. A systematic identity design forms an expressive and appropriate organizational personality in order to perpetuate values and facilitate engaging relationships. It depends on a continuing commitment to creating and maintaining consistent, high-quality communications at all levels.