

DESIGNER'S GUIDE TO SELF-PROMOTION

SMART & SIMPLE STRATEGIES FOR WINNING NEW CLIENTS & PROJECTS

DESIGN IDEAS AT WORK • OCTOBER 2008

SELF-PROMOTION

Design Annual

BOOST YOUR
BRAINSTORMING
SKILLS

RETHINK YOUR
PROMOTIONS
NEW WAYS
TO GET NOTICED

120 AWARD WINNING
DESIGNS
TO INSPIRE YOUR NEXT PROJECT



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MERIT WINNER
HELLO DESIGN
PAGE 79

PRO-BONO PROMOTIONS
MERIT



7

TITLE
Plein Air Past and Present Book

DESIGN FIRM
MiresBall, San Diego;
www.miresball.com

ART DIRECTOR
John Ball

DESIGNER
Beth Folkerth

PRINTER
Anderson Litho

CLIENT
Lux Art Institute

8

TITLE
Roland 500 Birth Announcement

DESIGN FIRM
Design Army, Washington, DC;
www.designarmy.com

ART DIRECTORS
Pam Lefebure, Jake Lefebure

DESIGNER/ILLUSTRATOR
Tim Madle

COPYWRITER
Kevin George

PRINTER/CLIENT
Fannon Fine Printing



8

9



9

TITLE
Raining Love Poster

DESIGN FIRM
Turnstyle, Seattle;
www.turnstylestudio.com

ART DIRECTOR/DESIGNER/ILLUSTRATOR
Jason Gómez

PRINTER
Clone Press

CLIENT
So-Cal Poster Project

10

TITLE
Debbie Millman & John Foster Poster

DESIGNER
Joe Napier, Cincinnati;
www.cincinnati.aiga.org

CLIENT
AIGA Cincinnati

11

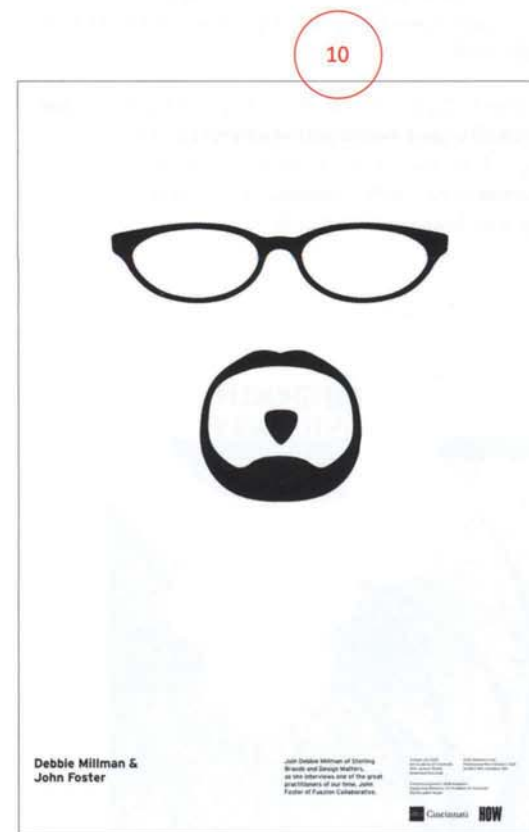
TITLE
Downtown Highland Gateway Sign

DESIGN FIRM
Keyword Design, Highland, IN;
www.keyworddesign.com

DESIGNER
Judith Mayer

SIGN FABRICATOR
Landmark Signs

CLIENT
Highland Downtown Association



10

11

