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Communicating visually is commonly referred to as graphic design in which the artist problem solves to economize complex ideas into enjoyable bite sized hors d'oeuvers for the viewer. Visual communication capitalizes on colors, typography, and language through a medium. The graphic designer absorbs information from the world around them, from the client and from personal influences, in order to animate an idea. Welcome to graphic design but...

I want to inspire. I want to communicate with a purpose and for a purpose. After receiving a design challenge, I explore the idea by writing down words that relate to the problem. Some of these words like nouns can be easily represented visually and others are intangible ideas and emotions that seep into the deisgn through style and color. Dull design hits the mark of cohesive colors, focal points, and messages, but elevated design unites these visual decisions. Choices intertwine with ideas which begins to hit on great design–touching the intangible and plucking the strings of the heart, making them reverberate like a harp played in a grand hall. Adding a pinch of passion and purpose to fundamentals elevates design. Design begs the audience to dig deeper.

Will you take the journey into deeper design with me?