



Chapter

7 Design

Why me?

I'm not a designer.

Ah! But your eye went right to what you hoped would be the answer. By the end of this chapter, you'll understand and appreciate why your eye traveled as it did and be able to answer the question, Why me?


Why Every Creative Needs to Be a Designer

Or at least understand design. Whether your talents lie with the written word or visual expression, if you want to get a job, an internship in the creative department, or even a foot in the door, you'd better learn how to put your concepts into visually interesting layouts. Copy doesn't exist in a vacuum. You need to marry copy with design in an engaging layout. Mind you, we didn't say *perfect*—we said *interesting* and *engaging*.

Just what makes a layout interesting? We'll get to that a bit later. First, let's consider why all creatives need to understand design basics and, for that matter, why everyone on the advertising team should. We begin with a discussion that centers around two-dimensional design or print, but the same principles generally apply across all media. They have nuances depending upon the medium, but good design is good design.

- Words and visuals do not exist in isolation.
- Design visually expresses the Big Idea and sells the product.
- Good creative should engage the audience visually and verbally.
- Portfolios are important, and presentation matters.
- Multiple skills increase your value.
- Knowledge is power.

This last one deserves a little more discussion, even if you're never going to be a creative. Fine. Now, imagine yourself as an account executive who speaks the language of creative and clearly articulates design concepts to the client. Think you'll climb the ladder quicker?



Words of Wisdom

*"Start your layout knowing that it's a problem to be solved as an integral idea. Treat it as an advantage, not a problem."*²

—Paul Arden