Review: Related Links

1. Presentation: Clean & Simple

Throughout this course I've read many articles that pertain to various aspects of new media design, starting with this Forbes (https://www.forbes.com/sites/carminegallo/2012/10/04/11-presentation-lessons-you-can-still-learn-from-steve-jobs/2/#6450d2f985bc) article on how to effectively present. It uses Steve Jobs as the primary example. The author focuses primarily on simplicity, narrative, and confidence. In regards to simplicity he highlights Twitter-friendly handles, rule of threes, and simple slides. When addressing narratives, he touches on creating a villain and simply telling a story. Finally, the rest of his lessons revolve around confidence, maintained by practicing excessively without notes, inspiring your audience, and being passionate.

2. Defining Brand

Seth Godin (http://sethgodin.typepad.com/seths_blog/2009/12/define-brand.html) defines a brand as *"the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another."* Point: the brand is not the design, but rather, the design represents the brand. Fast Company Design's article (https://www.fastcodesign.com/1662388/ideo-good-stories-make-good-brands-heres-4-%20tips-and-7-examples) about branding reflects the same sentiment–a brand is a full experience, not just an image or a design.

3. Paul Rand & Logo Design

Yet, logo design is still important as well, in that it must be clear & effective. Paul Rand (http://www.paul-rand.com) lists in his article titled "Logos, Flags and Escutcheons" (http://www.paul-rand.com/foundation/thoughts_logosflags/#.WX6McRjMzR1) the key components in the effectiveness of a good logo:

- distinctiveness
- visibility
- usability
- memorability
- universality
- durability
- timelessness

For me, it's very easy to get lost in the details of creating an image and I often forget the importance of usability. Rand puts it well in stating that *"Ultimately, the only thing mandatory, it seems, is that a logo be attractive, reproducible in one color and in exceedingly small sizes."*

In the end, as Rand expressed, a logo is a reflection of the brand, of the company, and as long as the company's reputation is strong, the logo will stand to represent that.

4. Facebook Tactics

The articles I viewed on Hubspot (https://blog.hubspot.com/marketing/get-more-facebook-likes), AdvertisingAge (http://adage.com/article/digitalnext/facebook-base-engage-superfans/238773/), and Hootsuite (https://blog.hootsuite.com/how-to-get-more-likes-on-facebook/) all pertain to the topic of likes on Facebook and the most efficient way to maximize your business's page.

I found that the articles gave similar advice throughout. Such as interacting with your costumers and fan, consistent posting and an understanding of the structures and workings of Facebook. The Hubspot article focused on a wide veriety of topics, while the AdvertisingAge primarily focused on interaction. Lastly the Hootsuite dived a little deeper into the workings of Facebook. I found that the articles can be summerized with three key ideas: consistency, interaction with fans and costumers, and the understanding of key Facebook and internet tools.

5. Webpage Layout Effectiveness

The last two (https://www.nngroup.com/articles/horizontal-attention-leans-left/) articles (https://www.nngroup.com/articles/logo-placement-brand-recall/?lm=horizontal-attention-%20leans-left&pt=article) from the Neilson Norman Group address the topic of structure pertaining to webset design. The first article was about logo placement, while the second article was about left to right viewing vs right to left viewing.
The conclusion from the first articles was simply that it is better to keep the logo on the left side of the screen. Even though companies may want to stand out by moving their logos, doing so would actually have a negative effect on the user experience.

The second article's conclusion concluded that sticking to a conventional layout is best, the reasoning mainly lies in how we are conditioned especially in languages that read left to right.

So, as the author said, "In any case, you deviate from conventional layout at your peril". Which, interestingly enough, is the essentially the same as the sentiment of the first article.

Overall I learned an incredible amount from the overview these articles provide.

July 31, 2017 sjychudnow