

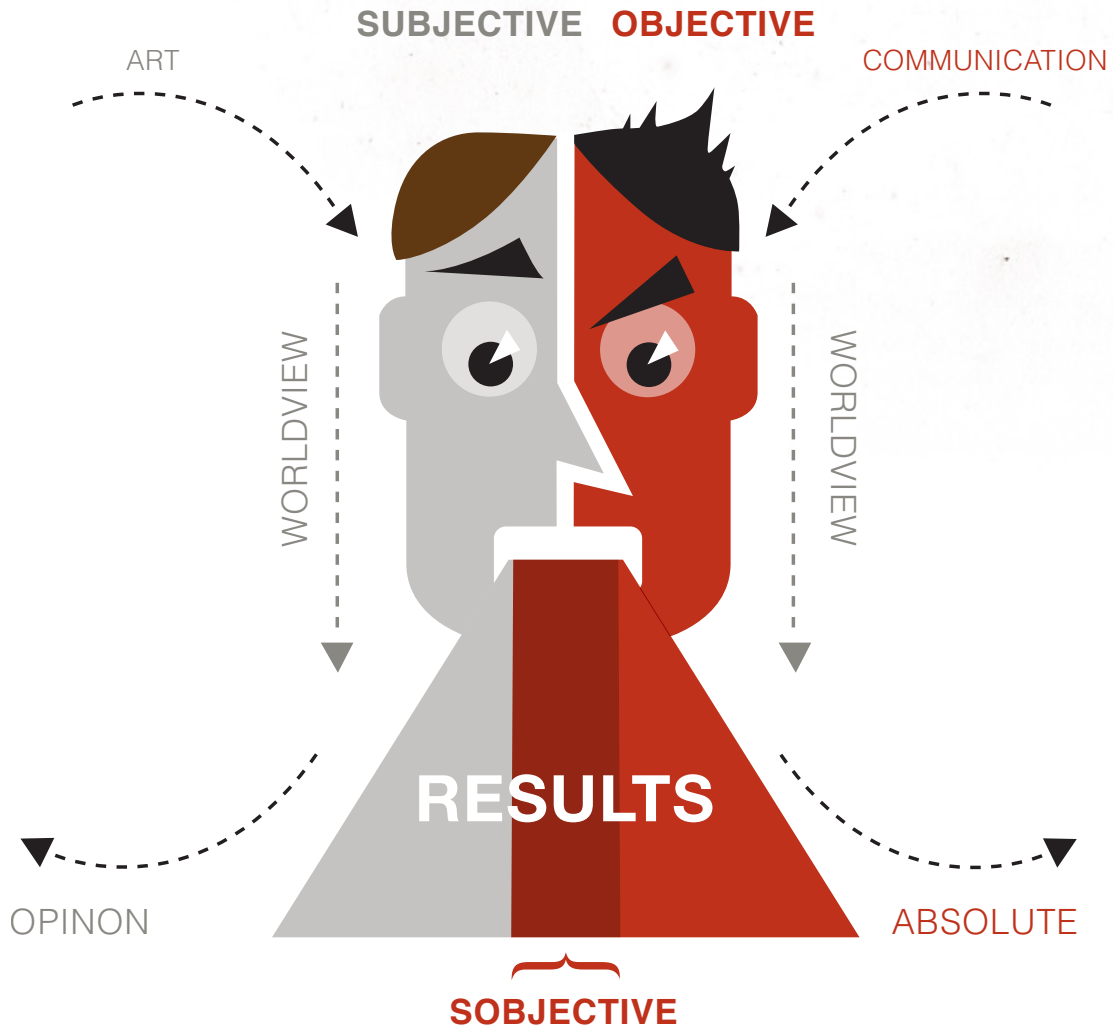
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BRAND MONSTER



Visual communication can be a monster.

The expectations of designers, project managers, and clients are a necessity for the success of any design project and oftentimes fall to the wayside. Some clients feel unheard, some designers feel restricted, but the part that most fail to explain up front is that design is both subjective and objective.

It is based on both opinions and facts. It is bipolar. It is a breeding ground for missed expectations, frustrations, and disappointment ,, and we want to avoid that!

If it's both subjective and objective, quite frankly it's "**SOBjective**".

Design is art. Art is defined as an internal idea manifested onto an external medium. Art is essentially any act of expression. That art or expression is then open to interpretation by anyone and everyone. The audience sees art and makes judgments based on their opinions, moods, and world view.

Since we all have a different collection of worldviews, art is always subjective.

Design is communication. The goal of design is to communicate an intended message. Person A says message B, and person C either gets message B or does not. Think of communication as morse code, either the beeps get through and are translated correctly or not. It's more absolute or factual.

Communication is always objective.

So how do we solve this conundrum? First, we have to set goals and objectives that we can reference once we get into more subjective territory. Second, we need to lay the foundation of what we are communicating. What's the story? What's the voice? What's the heart? What's the core message? What makes it truly remarkable? Once we understand the message, we can base all future, and potentially subjective, decisions on the story and arrive at a remarkable **SOBjective** result.