



FEBRUARY/MARCH 2011

Design with Ethics



Do you put a price on your morals and values?

As Graphic Designers, we actually have the choice to design for the greater good. These opportunities, for the most part, only rise in the form of pro bono work for non-profit organizations. However, our income depends on new projects from the corporate world which may not have the same agenda. How do we determine what is and isn't acceptable and where do we draw the line?

I interviewed local Graphic Designer Rachael Trani to help gain some perspective on this sensitive topic.

Sean Mullins: A lot of times a designer may accept a project with a questionable agenda. Do you take the paying job even if you morally oppose?

Rachael Trani: I think that artistic integrity goes hand in hand with personal ethics. Creativity can be suppressed if you're working with someone your life is against. Essentially your art and your work is an extension of yourself, and what it comes down to is are you willing to sell yourself for money? Or ultimately... is there a price high enough?

SM: When you say 'Creativity can be suppressed if you're working with someone your life is against.' Does that mean when your working on a project you don't 100% believe in, then your creativity goes down? Like creativity is stifled due to conflict of morals?

RT: Or it can be a fuel. I guess it depends on what drives you. If it's anger, discomfort or pain than it might be the kind of work you're seeking.

SM: What about you? Is there a time when you had to quit a job or turn down a project due to moral reasons?

RT: No, not really. I've never done anything I was really morally opposed to. But I know there are scenarios where I can see where my creativity would be incredibly stifled if what I were made to do something that I wasn't behind. I would just put my rage behind it and my rage can be suppressing. I think if you can get enthusiastic about your task or job than you can allow yourself to be open to the creative process. You can be vulnerable.

In conclusion, it may become necessary to take a paying job with a questionable agenda. After all, we can always offset the gap in morality by producing good, pro bono work for non-profits.

Vacation Time
Hiking without snowshoes. Photo taken at Tooele, UT on 1/07. Next stop: Breckenridge, CO



UPCOMING DATES

- 2/08 Rebus @ Paradowski Creative
- 2/11 Interpol & SVIIB @ The Pageant
- 2/13 Fiery Pool: The Maya and the Mythic Sea @ SLAM
- 3/10 Menomema w/ Maps and Atlases @ The Gargoyle
- 3/5 2011 Mardi Gras Parade
- 3/16-19 2011 SCG International Conference @ various galleries

Design Line

Get the scoop

In order to communicate effectively, research your subject matter thoroughly before you begin designing. Completely understanding the problem will enable you to create the best solution.

Music Aisle

Buy this: The Strokes: Angels on 3/22

New York based alternative band The Strokes have finished recording their fourth studio album *Angels*. The new EP will feature 10 songs with 'Under Cover of Darkness' as the first single.



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|----------------------------|---------------------------------|----|
| 01 Machu Picchu | Games | 06 |
| 02 Under Cover of Darkness | Call Me Back | 07 |
| 03 Two Kinds of Happiness | Gratification | 08 |
| 04 You're So Right | Metabolism | 09 |
| 05 Taken for a Fool | Life Is Simple in the Moonlight | 10 |

My Top 5 Most Desirable Design Studios to Work in St. Louis



Getting paid to do what you love is everyone's goal in life. But it's even better when you can do it in a trendy, urban studio. From Zen patio gardens to industrial rehabs, here are my top 5 picks for St. Louis' best design studio spaces. Click on the company's name for more photos.



2

Paradowski

'We Are Fearless'

1

Atomic Dust

'Makes Creative Matter'

3

Switch

'Liberate Your Brand'

4

Toky Branding + Design

'Award Winning Creative Across All Media'

5

Group 360

'Strategy/Creative/Execution'

