

## Quotes

“Like all forms of design, visual design is about problem solving, not about personal preference or unsupported opinion.”

—Bob Baxley

“Beauty and brains, pleasure and usability—they should go hand in hand.”

—Donald Norman

“Design is so critical it should be on the agenda of every meeting in every single department.”

—Tom Peters

“Design is not just what it looks like and feels like. Design is how it works.”

—Steve Jobs

“When you take technology and mix it with art, you always come up with something innovative.”

—Robert Rodriguez

“Problems with visual design can turn users off so quickly that they never discover all the smart choices you made with navigation or interaction design.”

—Jesse James Garrett

“A picture is worth a thousand words.”

This “proverb” describes the goal of visualization: quickly absorbing large amounts of data.



This quote is sometimes attributed to Napoleon Bonaparte, who said, “A good sketch is better than a long speech.” The phrase originated from

Fred R. Barnard who promoted the use of images in advertisements that appeared on the sides of streetcars. The December 8, 1921 issue of Printer’s Ink carried an ad entitled, “One Look is Worth A Thousand Words.” The Russian writer Ivan Turgenev wrote in 1862, “A picture shows me at a glance what it takes dozens of pages of a book to expound.”

Reference: *The Dictionary of Clichés* by James Rogers (Ballantine Books, New York, 1985).

## Conference

Some designs SIG members were involved with for this year’s conference:



## Diversified

Many disciplines and job titles are involved with visual design, as shown in the list below.

- |                          |                        |
|--------------------------|------------------------|
| Graphic Design           | Illustration           |
| Information Design       | Technical Illustration |
| Web Design               | Multimedia             |
| Interface Design         | Video                  |
| Desktop Publishing       | Audio                  |
| Typography               | Instructional Design   |
| Information Graphics     | Architecture           |
| Logos and Logotype       | Industrial Design      |
| Brand Identity           |                        |
| Graphics Visualization   |                        |
| Marketing Communications |                        |
| Visual Image Development |                        |

## Discussion List

Have a graphical question, a problem that is perplexing you, or an inquiry about tools and standards? Find some really good resources that you'd like to share? Join our SIG discussion list and get your questions or information out to our members.

The list is a real-time low-volume forum. Sign up on our Web site (see below).

## On the Web



Last year we overhauled our Web presence and this year one of our goals is to greatly enhance the content, including resources, member sites, samples of member work, and so on.

- Visit our Web site, [www.stcsig.org/ivd/](http://www.stcsig.org/ivd/).

## Join Our SIG

To join the Illustrators and Visual Designers SIG, download the form from the Society site: [http://stc.org/PDF\\_Files/membershipChangeForm.pdf](http://stc.org/PDF_Files/membershipChangeForm.pdf).

Or, from the stc.org menu select **STC Members | Membership Services | Upgrade/Change**

“When you think of something, you think in pictures. You don’t think a thought in words. You think a picture that expresses your thought. Working with this picture will produce it into your experience.”

—Grace Speare

Society for Technical Communication  
901 North Stuart Street | Suite 904  
Arlington, Virginia 22203  
+1 703-522-4114 :: P  
[stc@stc.org](mailto:stc@stc.org)



**Illustrators and Visual Designers**  
Manager: Tom Barnett  
602-236-6914  
[tom.barnett@srpnet.com](mailto:tom.barnett@srpnet.com)  
[www.stcsig.org/ivd/](http://www.stcsig.org/ivd/)

Designed by Tom Barnett, May 2007



## Illustrators and Visual Designers SIG

The I-SIG assists technical communicators involved in the production of illustrations, video, multimedia, and other visual forms of technical communication.