NEW METHODS TO MANAGE DESIGN FIRMS

In Partial Fulfillment
Of the Requirements for the Degree
Master Of Arts in Graphic Design
Indiana State University
Department of Art

By
Mohammed Yousaf

Advisory Committee:
Alma Anderson
Mary Sterling

May 2012
©Mohammed Yousaf 2012
Abstract

As a child, I lived in a small city in Jordan called Irbid, where a lot of people knew each other, and I would wake up to my family chatting in the morning. When I was 18 years old, I left my country for the first time to visit Syria. It was very nice to get to know a different culture; it gave me a new perspective on communication. After that I started travelling a lot.

One day I decided to follow my dream to study in the United States. I applied through Yarmouk University in Jordan and was accepted. At first, I felt very sad to leave my family and country. Chicago was the first place I saw in the U.S. When I stepped out of the plane I was able to see the skyscrapers and high towers. Walking through the airport was scary and I was looking at people as if they were strangers. When I was going through customs I was scared and my heart was racing like I was running in a marathon. When I left the airport and headed to Indiana, I was happy and anxious to finally be where I wanted to be.

My new life in Indiana taught me about the diversity of the American culture and that was an eye opener for me. As I learned more about the culture, my initial fears gradually faded, and I began to appreciate the United States as a home to me. Then, I started thinking about incorporating what I learned in my field of study as a designer. I decided to create a simple and visual process capable of bringing people from any culture closer together, and to reduce barriers among people by engaging everyone in a universally accessible form of communication.
Introduction

When I started my work as a designer, I felt the need to learn more about cultures, as well as to learn more about management and marketing. I believe that for any project, if the management and marketing are well planned, then there will be success. Marketing must be well thought out in order to have sales ideas that are unique and bring attention to the product.

After I began looking more into the areas of design, management, and marketing, I started thinking about creating a new project to integrate design, management, and marketing together into an interactive project. "Interaction Designers strive to create meaningful relationships between people and the products and services that they use, from computers to mobile devices to appliances and beyond. The practice typically centers on embedding information technology into the ambient social complexities of the physical world."  

Interaction is a concept that works on many different levels. Chemicals interact, and forces in nature also interact. For human beings, interaction occurs in many different ways: war is a form of interaction and so is music. From my point of view, interaction means integration of different things that can lead to the creation of something new. In other words, interaction is the essence of life, and being the active person that I am, I want to activate that concept in my life as much as I possibly can in order to feel alive and to create lively imagery.

---

1 "Interaction Design"
Project Detail

I learned about the concept of interaction, looked at interactive websites, and read about the idea behind some of them like Facebook. For example, “Facebook is the world’s largest social network, with more than 800 million active users around the world, and roughly 200 million in the United States, or two-thirds of the population.”

After reading about Facebook and how it works, through interaction among people I came up with an online company for designers from different countries who would work together to develop projects integrating different cultures.

Design Philosophy

A logo represents the essence and philosophy of a company. I wanted my company to integrate cultures and traditions of many countries. I started with the shape of the earth, represented in the central circle of the symbol. Since touch usually sharpens our experiences, I used different hands in the logo; each standing for a certain gesture from a different culture. The hands represent the touch of each designer. The symbol inspired me to come up with a name for my company: Circle Interaction Company. Circle is our Earth, and interaction is the integration of artistic talents to create a project of value.

I started to design my website in the Bauhaus philosophy. Its concept is to unify art, crafts, and technology, and achieve a harmonious and unified design. I used programs like Adobe Photoshop and Adobe Illustrator, with web languages like Adobe Dreamweaver and HTML, to create the website.

---

2 Facebook, The New York Times
I used curved lines and organic shapes in my website's background to make it look simple and easy to use, tokens the principle of simple lines from Art Nouveau. In my work, I applied the concept of Simplicity in Complication because I find it very successful in achieving things that look effortless but require a high level of skill and technique.

**How To Use The Website**

When the company launches, all employees will be trained for six months to work and gain experience in all three sections: graphic design, web design and animation. The reason behind that is to prepare employees to work and be able to complete each other’s work if necessary. For example: if there was a "design emergency," where a graphic designer wasn’t able to finish a project, a web designer would be able to fill in and keep the work going so that the project would be completed by the deadline. In that sense, employees would exchange positions
and experience on a cyclical basis. Also, one of the main goals of the company is to combine and meld together different cultural values and traditions. Since designers will be from different countries, they will be exchanging ideas and aesthetic values in the process of work, which will keep new idea and technique flowing into the company’s system and save it from falling into boring patterns and dull designs.

Circle Design Company

The website will achieve reach a universal reputation via advertising and “a word of mouth.” When Facebook started in 2004 it was not popular. Shortly after, people started to learn more about Facebook through media and authors of Facebook. It took a long time for Facebook to become public and popular.

The website combines design and management to create an online company with new the methods to guarantee successful experience for employees and clients. Employees will be able to
use all of the company's design programs (Illustrator, Photoshop...etc.) online if they wish. There will be seven targeted groups in navigation bar:

1. About
2. Application
3. Employees
4. Clients
5. Subscribers
6. Portfolio
7. Contact

1. About

We are called Circle Interaction Design Company, created by designer Mohammed Yousaf in 2012. Our goal is to integrate cultures and traditions from many countries, to unite the world through interaction between people, to create new values and to provide new ideas.
Circle Interaction Design offers:

- Online marketing, sales strategies, and advertising campaigns.
- Web design and development.
- Interactive presentations and media (animation).
- Graphic design, illustrations, and 3-D modeling.
- Logos and corporate identity.
- Direct mail campaigns.
- Public Relations (PR).
- Technology services.

2. Application

2.1 Employees without account.

- Once the application is viewed, the designer must send sample projects with a thorough explanation of each.
- The next step will be meeting online with the manager. The meeting consists of two parts:
1) Personal Interview.

2) Skill Test (using shared screen and cameras with sensors to ensure that the designer is not getting help from others).

- After one week, the designer will receive the result of his/her interview. If approved, they will receive six months training with the company.

- If a designer fails to complete a certain task, there will be an "emergency designer" who will take up the task and be paid for it while the other designer will lose a certain percentage of his/her salary.

Every employee in the Circle Interaction Design Company will download a copy of the company’s website system and save it on a flash drive.

**How The Flash Works?**

Employees will use a flash drive (8GB at least) and save all the information from the company’s website on it. They will be updating it on a weekly basis using their username, password, and a code “renewed on weekly basis” to guarantee the safety and security of their accounts. This process will help employees get their work done at any place and any time since they have all of the information they need on the flash drive.
2.2 Clients Without Accounts.

Clients without an account must fill out an application, then a Company Registration Code must be provided. The code is to be checked with the Chamber of Commerce in order to assure the clients' validity.

Once approved, the client can view the services, which include:

- Advertising for new companies.
- Providing computers and network services for new companies.
- Services are listed in Registered Client Section.

2.3 New Subscribers.
Once the application is filled out and the fee is paid, users will be able to benefit from the many services provided by the company. Based on their interests, they will be updated on the subjects they choose. Subscribers should have a basic knowledge about design and art. In order to make sure that this person has a good background I am going to test him/her online to evaluate his/her skills.

3. Employees.

Employees with an account are authorized to log in. Once they do, they can see their account (finance and hour count). When the employee starts work, they will be seen online by the design manager and they will be given work from the “Work Pool” (as shown in the plan). Once the designer is finished with his/her work, they submit their work to the manager. The website will automatically send a message to all employees one hour before their shift starts. They must reply confirming that they will be on time, by saying Yes. If they can’t, they must reply with a No, then a message will be sent to the
emergency center for backup. The time on the website will be set according to GMT as a standard for people in different countries.


There will be a $20 Application Fee. Clients with an account using the Circle Interaction's website can log in. After that, they can view the services offered by the Circle Interaction.

5. Subscribers.

Returned Subscribers will be updated on the latest news in the world of graphic design, interior design, and interactive communication. Subscribers will also benefit from the "Brainstorming Zone"; a place for people to contribute ideas and concepts to help designers solve problems. The ideas will be sent to the manager, who will send a code back to the user to ensure the security of his/her creation. Once approved, the user will be paid a percentage of the profit as well as gain points which will be traded in for payment, using a certain scale. For example: 20 points will be worth $100.

There will be a 10$ Application Fee. Subscribers must have a background in graphic design in order to participate.
6. **Portfolio.**

All of the company’s projects will be posted on the website’s portfolio so that subscribers and designers can share them, and subscribers can leave comments and evaluations to help us improve the quality of the work.

7. **Contact us.**

Contact Information about every department in the company:

- Department of Graphic Design.
- Department of Web Design.
- Department of Animation.
End Note


Bibliography