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Emily Brackett of Visible Logic to Present: "Graphic Design 101 for Marketing Professionals" at MMA's October 2009 Lunch & Learn

Emily Brackett, owner of Visible Logic, Inc., a Portland, Maine-based boutique graphic design firm, will present **"Graphic Design 101 for Marketing Professionals" at the Maine Marketing Association's (MMA) upcoming October Lunch & Learn on Wednesday, October 28, 2009.** The event will be held at TechMaine (formerly MESDA) at 506 Main Street in Westbrook from 11:50 a.m.—1:00 p.m.

This workshop will help marketing professionals understand design fundamentals, terminology and skills for both print and web design. Says Brackett, "With design being such a significant part of most marketing efforts, good clear communication between marketer and designer is critical. Whether you are looking to jump in and do some design work yourself, or you just want to be able to better communicate with an outside designer, understanding the fundamentals of design will make for a better end result." Emily adds that while the workshop is geared to marketing professionals, any business owner who does his or her own marketing will benefit.

Topics will include:

- What to look for when hiring an outside graphic designer or firm; questions you should ask and how to evaluate if you're getting the best service for your money
- Why it's so important to create consistent design, from print collateral to your web site
- How to communicate concepts that will create visual impact
- Understanding file types, such as jpeg, gif, and color systems such as rgb vs. cmyk
- Basic terminology; learn how to speak "designer speak"

To register

Networking and registration for the seminar, which is open to both MMA members and non-members, begins at 11:00 a.m. on Wednesday, October 28, 2009. The presentation starts promptly at 11:50 a.m. and ends at 1:00 pm. Lunch is included in the fee: \$15 members, \$35 non-members, \$10 students. TechMaine members may also attend at the MMA member rate. For more information or to register for the Lunch & Learn, visit www.mainemarketingassociation.org. This promises to be a well-attended event and space is limited, so be sure to register by Friday, October 23, 2009 to reserve your seat. Any attendees who join the MMA at the Lunch & Learn will qualify for the discounted \$15 fee.

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Established in 2001, **Visible Logic, Inc.** is a Portland, Maine-based graphic design firm that works with small businesses, not-for-profits, publishers, and entrepreneurs across the country. Rather than just work on one aspect of design, Visible Logic provides a breadth of services across all media, from web sites to logos to books. They serve small businesses, not-for-profits, entrepreneurs, and publishers who want to use high-quality design to compete with companies of all sizes. For more information on Visible Logic's services, go to www.visiblelogic.com or contact Emily Brackett at (207) 761-4230 or ebrackett@visiblelogic.com.