



iMAGINATION | January 2017 NEWSLETTER



iMAGINE
WHERE IDEAS TAKE YOU

THE POT OF STONE SOUP

Nadia Zerka, Account Director

You may remember a story from your childhood about stone soup. There are many variations, but the basic gist is that a traveler stumbles upon the town square. He's hungry and has no food. He decides to make "stone soup" by placing a stone in a large pot of water. The townspeople are curious and, one by one, start coming out to ask what he's making. Each time he responds with "A delicious stone soup but it's missing ..." and then names an ingredient. The townspeople exclaims, "Oh, I have some ...," fetches the ingredient and adds it to the pot. This goes on all day until the soup is full of everyone's delicious contributions and the town gathers for a communal meal.

I thought about this story recently and how it relates to our online community. We are flavoring an online stone soup with each post we make. Online communities can be a great source of support and joy in times of stress and uncertainty. They can also be a place where cynicism and judgement reign. As we start a new year and a new era, it's a good time to reflect on what we each contribute to our pot of stone soup. Is it savory and aromatic or something sour and bitter? I challenge each of you to bring something positive to your online community this week. Let's make something delicious and enjoy a bowl of stone soup together.



VIDEO GAMES HELP MY GRAPHIC DESIGN MIND

Meagan McCall, Junior Graphic Designer

I have loved video games since I was a little girl playing Pokémon Leaf Green on my Game Boy Advance. There is just something about them that has always had my attention. Even now that I'm older and have less time on my hands, I can't help but spend some of my day on my PS3. When I decided I wanted to become a graphic designer, I didn't realize how much video games had actually helped my perception of design. You see, graphic design is part design and part problem-solving - working with clients, trying to figure out what their vision is and how to make that a beautiful reality. Video games actually promote both sides of graphic design.

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THEWORK

COMPANY NEWS

Brian Rouff, Managing Partner

Last year, whenever a client engaged us to create a new logo, we began assigning the job to all four of our graphic designers. Previously, we picked the artist we thought was most suitable for the task.

We like the new way better. Not only does it make the process more efficient, it's fascinating to see how each individual filters it through his or her own perceptive prism. And then it's fun to watch everyone collaborate on the next phase.

It must be working. Our clients seem delighted. And so are we.

Take a look at some of the recent logos we created below.



IS YOUR WEBSITE SAFE?

Cynthia Carbajal, Art Director/Graphics & Webmaster

The beginning of the year always seems to begin with a whole lot of malware cleanup. During the holiday season, there is a huge spike in malware attacks due to the larger volume of online shopping (thank you, Christmas commercialization). More online shopping means a higher possibility of gaining access to valuable personal information. One might think that this would mean that your site would only be at risk if it gathered personal information, but unfortunately, they don't focus that specifically. This means that, no matter what your site involves, it is at risk of being a target.

What can you do to make sure your site is safe? Sadly, there is no 100 percent solution to NEVER getting attacked. However, having a strong firewall is a good start, although no firewall is totally unhackable. A good pairing for a strong firewall is a scanning service; these can monitor your site and alert you if any malicious activity is happening (which allows us to attend to it quickly).

Here are a few things that can give you peace of mind:

1. Firewall
2. Site scans
3. Regular backups
4. Strong passwords

With these safety precautions, you can rest assured that your site is in good hands - not necessarily bulletproof, but quick response equals quick cleanup and less downtime

UPCOMING EVENTS

Every month, each Imagine branch shares an upcoming event in its area.

NEVADA | **LV Craft Shows Extravaganza Craft & Gift Show in Las Vegas** | *February 12*

FLORIDA | **Zora Neale Hurston Festival of the Arts and Humanities** | *January 20-29*

MICHIGAN | **Young Professionals Monthly Meet-Up** | *February 2*

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