NEW METHODS TO MANAGE DESIGN FIRMS

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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.

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1 “Interaction Design”