What HD is Known For

I have worked in the graphic design industry for 20 years now. I started Hester Designs in 2002. We consider ourselves a collective of creative people. We are known for helping start-up companies and marketing departments find success, by using Images Words and Ideas.

Trends are always subject to change

Now let me start with a story. I want to tell you about Oklahoma’s native son Mat Hoffman. Most people in Oklahoma have at least heard of Mat Hoffman. This is a photo of him in 1987 at age 15. What a lot of people don’t know about Mat is that he fought to push his sport even though it was all but off the map from 1989 to 2002. BMX Freestyle was very hot in the eighties, but died off in popularity.
Mat Record
In 2002 he resurrected the attention to the sport by setting the world’s record in highest air at an astounding 50 foot 6 inches off the ground. ESPN partnered with Hoffman and the X-Games were born. Now the X-Games is a sports and music festival broadcast all over the world. It sells out it’s advertising spots year after year. It’s sponsors are huge... including Nike, Mountain Dew, Taco Bell, Motorola, the Marines, and the White House. Mat’s personal biggest sponsor... Target.

Personality
So what does Mat Hoffman have to do with trends for 2009? His personality type is important. You see, Mat and his X-Game friends have what is known as a Type T personality.
Type T

Dr. Frank Farley, psychologist, Temple University in Philadelphia
- uncovered the personality traits
- coined the phrase Type T
- motivated by novelty and change
- high tolerance for uncertainty
- self-confident, optimistic
- show independence of judgement
- natural-born rule breakers
- creative and innovative
- They thrive on challenges.

They think a little differently. Thinking like a type t can get you thinking outside the box... outside the budget, outside the economy, outside the red tape, and take a resourceful approach

You don’t have to be a Type T
Let’s look at the Environment for Trends or the “trendscape”
- We Elected Change
- Our Economy is Low
- We are still at War
- Marketing’s world is changing
- Design is rapidly changing

We are experiencing a completely new marketing landscape. Communication is changing. Interaction is changing. Design is rapidly changing. Type T are thriving right now. They’re the ones keeping companies riding the changing waves, instead of being pulled under and bashed by the sea. (apply to business a bit better) We’re in the age of change or go extinct. (Embracing change, learning to love change.)

Can anyone else describe somethings that are part of next year’s environment?
the next wave of STYLES
Converse, Nike and Vans let you build your own custom shoes
Limited Edition

Artist Chris Mendoza paints 100 RayBan Wayfarer sun glasses
Mix It Up

- styles and graphics
- Colors
- Patterns
- 70s 80s
- Modern Traditional
Home Made

Objects & graphics that display low-budget improvisation
- Xeroxed
- Distressed
- Duct Tape
- Spray Paint
Motion Elements

- T-Mobile
- Fox Racing
Hot Colors for 2009
The number one color is Green!

Ok so we all know green is not just a color in today’s times. But everything green will be the trend for 2009. Green will have an effect on many trends. Entire TV channel dedicated to living a green lifestyle. Here are some to name a few...

a. Small - efficiency... downsizing cars, technology, office space, etc. Small is the next big thing.
b. Economy - saving time, money, fuel, do-it-yourself
c. Organic & Recycling - water reuse, clean energy, organics, trash into treasure
d. Health - Personal health, Fit food, Wellness

Note: If you plan on a “Going Green” approach as an advertising foundation, you should have done it in late 2007 and into 2008. Green based advertising is already considered overused. A survey by Burst Media showed 12.1 percent never believe, and 65.3 percent only sometimes believe a companies green claims.
Remember all those eighties neon colors? Add black
Sooner fans will be glad
Mat’s signature bike
Black and White

- Lack of color
- Economy driven
Grey

- Alpinestar
- Fox
- Banana Republic
Real People

Not real models
Embracing flaws
Don’t use the agency people

- Motorola
- Apple
Art

Illustration created for a specific purpose
Stock art is loosing traction
hot WEB trends
Horizontal
- Under Armor
- Fox Racing
Pedaling performance is enhanced by many things on the bike. And let’s not forget the rider. There’s that old adage about pedaling performance improving when riders lose weight — rather than when they shave grams from their bikes. That’s fine and all, but suspension design also plays a factor in superior pedaling performance. For example, the lower pivot location above and ahead of the BB shell creates a favorable angle of attack in the suspension motion ratio. This creates a bike with excellent pedaling performance and a suspension ratio curve with 160mm of true travel.
a broadcast medium that will eclipse broadcast television in the near future.
- Motorola
Personal Branding

- Seth Godin
- Dr. Burt
3 Tips for Success

- Listen
- Plan
- Focus
Listen to Your Audience

Get one on one with your customers. They talk, you listen. Create advocates, not customers. If you’re been wondering how to get the most out of a Blog, or social networking, here’s your answer. Classic marketing model with better communication channels if you’re talking to and listening to your customers or clients.
Plan with your Designer

Plan with your designer, rather than bring them a project. Involve them in the process. The more they know about your need or desired result, the more options you’ll get back for hitting your exact target. You get a lot more out of a designer by saying “I need to get younger customers into my business” than if you say “Build me a BLOG”.
Focus on Value and Transparency

Focus on “value” during this recession. Work towards marketing clearly the value of your products and services. Oklahoma is expected to weather this recession better than the rest of the nation, but people here are listing to national news. The issues are at the top of their minds. You may need to work harder to show that you’re business is stable, or to convince them of the value and necessity of your service.

Transparency. Tell the cold hard truth. If someone bashes your company, address it working with the basher.
In 2002 Mat realized the significance of making a mark on this planet.

If you ask me, that is the only trend worth following.

So you may wonder how I came to follow the Type Ts, or why I know so much about Mat Hoffman...
I've been known to hit a few ramps myself.