

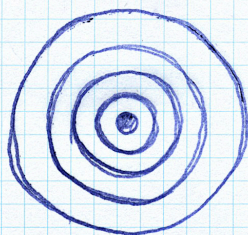
HOW DESIGN LIVE
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Chicken or Egg: Identity or Package?

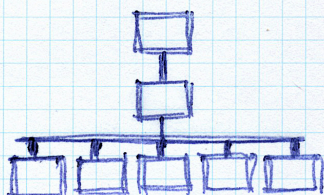
★ Matthew Clark / Subplot Design Inc.



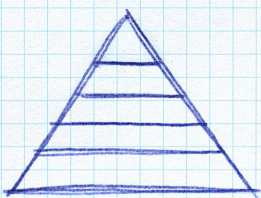
Q1: What kind of designer are you?



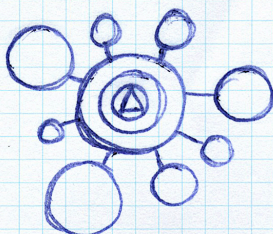
{fig 1.1}



{fig 1.2}



{fig 1.3}



{fig 1.4}



{fig 1.5}

Q2: Match the company type to its locus

GRAPHIC DESIGN
AD AGENCY
IDENTITY DESIGN
MARKETING FIRM
PACKAGING DESIGN

PRODUCT
CONSUMER
MARKET
COMPANY
CLIENT

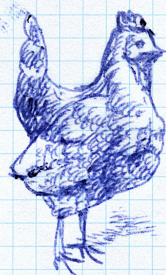
Q3: Find your way through the maze of terror!

★ ★ Find even more ANSWER AT:

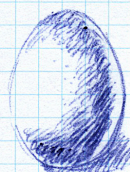
www.subplot.com



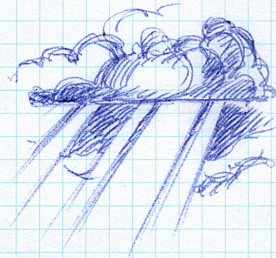
Q4: Which came first?



{fig 4.1}



{fig 4.2}

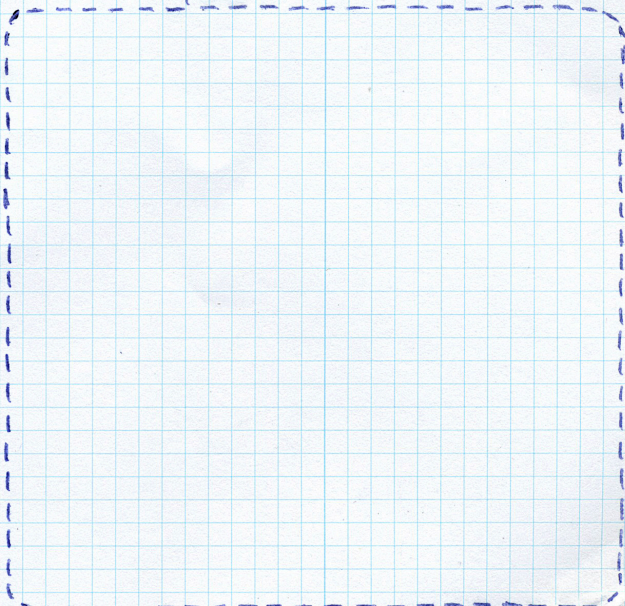


{fig 4.3}

Q5: Choose the optimum process

- a) Packaging System → Identity Platform
b) Identity Platform → Packaging System
c) ————— → Packaging System
Identity Platform

Q6: Doodle your summary here!



your drawing using #subplotdesign
AND WIN A PRIZE