Controversy Sheet

The author of "Logo Theory: How Branding Design Really Works" takes on "Artsy" designers

"Artsy" designers say:	Michael Says:
I want to design cool identities that will get me recognition from the design community.	A professional works in the best interest of the client, not for personal preference or benefit.
I want to design logos in a way that's never been done before.	Maybe the reason that approach was never used for a logo before is because it doesn't work well for a logo.
Designing logos in ways that have never been done proves my creativity.	"Never been done before" has been done before. Creativity is solving problems, not being different.
I want to break all the rules.	So adolescent! Grow up and learn to do timeless design.
We need new ways of making logos.	We need fundamental principles that don't change.
Good designers only work when they are inspired.	That's the slogan of the lazy and under-achievers.
If logo ideas don't pop up, you just have to wait for the muses to come up with good identity concepts.	Let the left side of your brain kick-start the right side of your brain; a whole brain is better than half any day.
When I come up with a good logo idea, I run with it.	If you only have one idea, you can't be honest about it.
Any visual element, image, or illustration can make a good logo.	That's like saying any fabric will make a good shirt or any biomass will make good food.
Sometimes you have to sacrifice some utility for a cool logo idea.	Do you really believe the operation can be a success if the patient dies?
But I've seen logos like this in a design annual.	That's like telling a highway cop "I saw another driver do the same thing."

To schedule Michael Shumate for an interview or speaking engagement call 902-326-5019

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