



At the heart of all the talk about the visual world, connectivity, and the tremendous amounts of information available, is people's desire for the ultimate interaction - social interaction.

A designer has an important responsibility: to keep in mind that people need to communicate and express themselves. A designers' work must always be focused on the people who will experience the interactivity and on what is appropriate for a particular community; the technology employed is always a secondary consideration. The ultimate task of every designer is to create ways for people to communicate with each other and share common interest.

**THE  
DESIGNER'S  
TRUST**

Designing Business  
*Multiple Media, Multiple Decisions*