

Designing for digital and print



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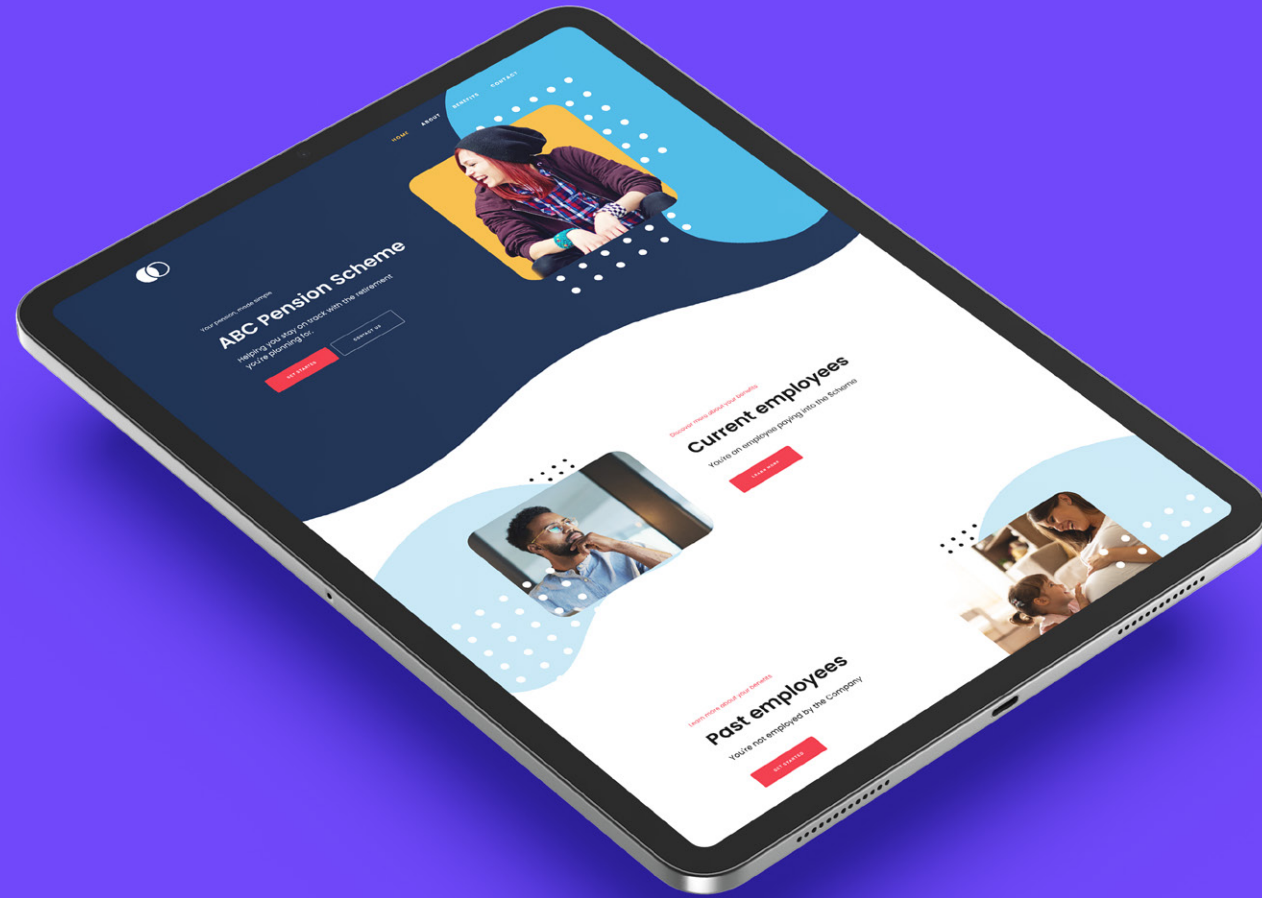
Why digital?

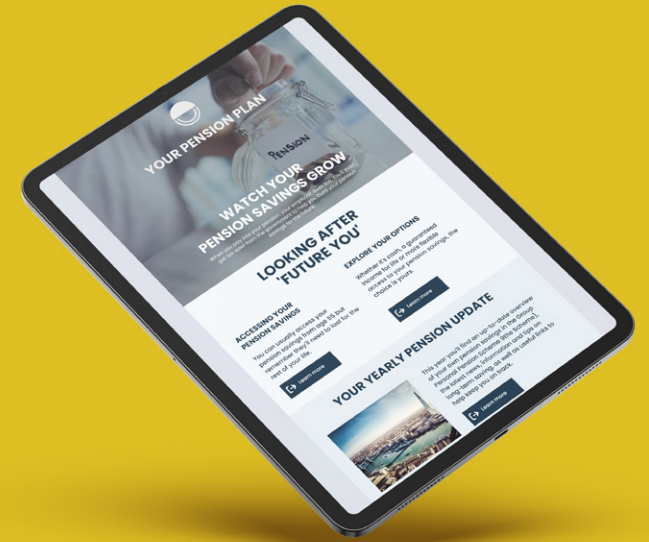
Digital design has transformed the way we create and interact with visual content. We benefit from enhanced efficiency and productivity in the digital space – with software and tools that allow for quick, precise adjustments. This speed reduces time and effort, provides designers with freedom to experiment with multiple concepts and helps them meet those increasingly tight deadlines.

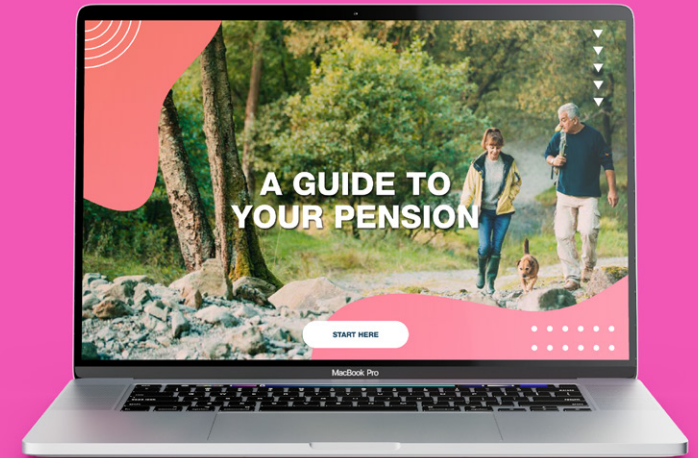
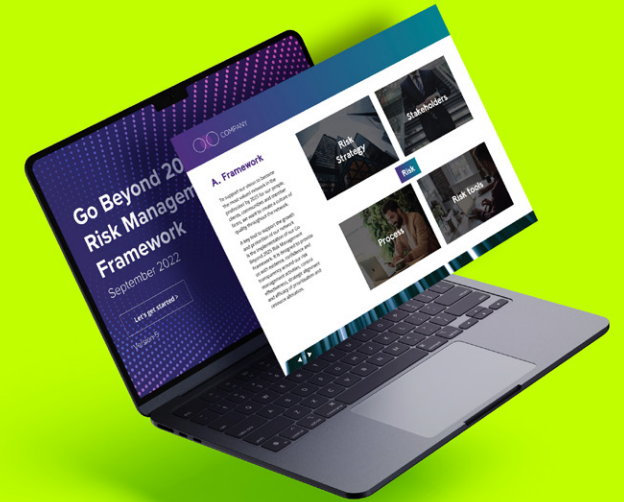
It's also incredibly versatile. Spanning everything from web design and animation to graphic design and 3D modelling, digital design is often the go-to tool for artists and professionals across a spectrum of industries. Add in the ease of collaboration and sharing in the digital realm, it's clear that keeping teams and clients connected across the world is a distinct advantage.

Before digital, there was no way to edit a piece of work without permanently altering it – for good or bad! Editing in the digital space is limitless – fostering greater creativity and the opportunity to take bigger artistic risks. And from an eco friendly perspective, digital design is the hero – reducing paper consumption and eliminating waste.









Why print?

Print design remains a powerful and enduring medium in our digital age, offering a multitude of benefits that make it a valuable communication tool. Here are some of the key advantages of print design:

A tactile experience: Feeling the weight of a book and smelling the print creates an emotional response. Printed material is tangible, allowing the reader to physically interact and form a memorable connection with the content.

A trusted source: Brouchures, magazines, newsletters and business cards convey trust and a sense of authority that can be missing from digital communications.

Targeted audience: Printed communications can be distributed in a very specific way which means they'll reach the right audience at the right time without the distraction of online advertising.

Brand consistency: Easy to maintain brand identity through the consistent use of colours, fonts and layouts which ultimately reinforces brand values and helps enhance recognition.

Permanence: Printed materials have a longer lifespan than digital content, remaining in circulation for an extended period.

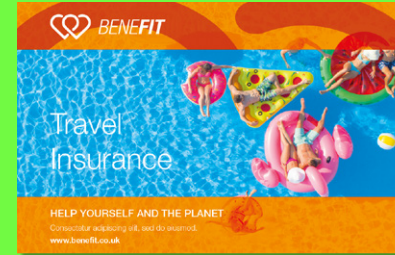
Engagement: A well-designed print piece can captivate and engage readers in a more meaningful way, promoting deeper levels of understanding and leaving a lasting impression.

A break from the screen: A printed communication that exists in the real world offers a welcome rest from the constant digital bombardment.

Artistic expression: Print design encourages and supports a broad range of creativity, from typography to illustration, making it the cherished medium for designers.



Posters, postcards,
z-folds and desk drops



DON'T LET LONG JOHN STEAL YOUR SILVER



HIGH-PRESSURE TACTICS?


You're put under pressure with a 'time-limited offer', or a courier is sent to your door to wait while you sign documents.

Beware! A legitimate company will always give you the time and information you need to make a fully informed decision about your pension.


To find out more, visit: www.fca.org.uk/consumers/pension-scams




BE PENSION SCAM SAVVY


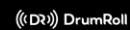


DON'T LET A SCAMMER STEAL YOUR LOOT


-  Make sure any adviser is FCA regulated.
-  Be on your guard with texts, emails, websites and phone calls.
-  Never give personal information to someone you don't know.
-  Check who you're dealing with before making any decisions about your pension or finances.

To spot the signs of a pension scam, visit: www.fca.org.uk/consumers/pension-scams
www.thepensionsregulator.gov.uk/en/pension-scams

To report a pension scam, visit: www.fca.org.uk/contact or call 0800 111 6768
www.actionfraud.police.uk or call 0300 123 2040

HOLD OF YOUR PRETTY PENNIES





EARLY ACCESS?

You receive an offer to release funds from your pension, even though you're under age 55.

Beware! This could be a scam as it's very unlikely you'll be able to access your pension before age 55.

To find out more, visit: www.fca.org.uk/consumers/pension-scams

POULLY WANTS YOUR PENSION!




AN AMAZING DEAL?


You're offered an amazing deal with better returns on your pension savings.

Beware! It sounds too good to be true, it probably is.

To find out more, visit: www.fca.org.uk/consumers/pension-scams

DON'T LET YOUR PENSION SAIL AWAY





UNSOLICITED HELP?


You've contacted one of the above, offered a free pension review and persuaded to make money.

Beware! Cold calls on pensions are illegal and professional advice on your pension isn't free and it could be a scam.







To find out more, visit: www.fca.org.uk/consumers/pension-scams

NAVIGATING THE STORMY SEAS



PENSION SCAMS - SOME THINGS TO LOOK OUT FOR

-  Free pensions advice
-  Early access to your pension
-  High pressure tactics
-  An amazing deal
-  Unsolicited help
-  Contacted out of the blue

To find out more about pension scams, visit: www.fca.org.uk/consumers/pension-scams

