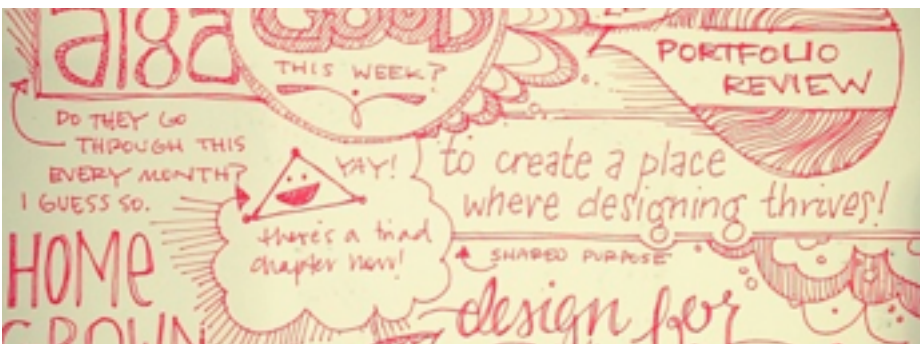


**REASONS WHY
PEOPLE GET
INVOLVED WITH
AIGA RALEIGH**



- **network**



- **inspiration**



- **learn new skills**



- **contribute to the creative community**



WHAT IS A GOOD WAY TO EXPERIENCE ALL 4?



join the

AIGA RALEIGH CONTENT TEAM



● network

- AIGA opens doors, request interviews
- make connections online and in person

● inspiration

- fuel your creativity
- discover new talent
- inspire others

● learn new skills

- writing
- research
- best way to learn new skills is to write about it

● contribute

- share your knowledge
- share your ideas
- share your work

WE'RE HERE TO PROVE DESIGN IMPACT

FEATURED

< || >

NEWS



Three Tea Collective



July 1, 2013 / By Amy Lyons

Meet Heather Hefner

RECAP: Homegrown |
Content Matters: Create
Meaningful Sites with
Content Strategy

June 14, 2013 / By Amy Lyons

This month's Homegrown featured Michael Gowan, of Gowan Communications. Michael is a content strategist, writer, and editor with more than 15 years of experience creating web content. His expertise was evident throughout his presentation. He began with a little humor in demonstrating things that are

JOIN US

THE PROFESSIONAL
ASSOCIATION FOR DESIGNReady to join? Find out [how](#).

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Email Address

GO

VOLUNTEER

Join the [Volunteer List](#)
View [Volunteer Opportunities](#)

SPOTLIGHT



Meet Heather Hefner

DESIGN FOR GOOD

Design For Good is a movement to ignite, accelerate and amplify design-driven social change. Check out our [Design For Good](#) projects.

STUDENTS & ED'S

CHAPTER EVENTS

AIGA Raleigh
Community Meeting
| July 2013

When:

Wednesday, July 10, 2013 from
6:00pm - 7:00pmJuly Town Square at
Cocoa Cinnamon

When:

Wednesday, July 17, 2013 at
7:30pm - 8:30pm[View our full Event Calendar](#)

AREA EVENTS

The Raleigh-Durham Web
Design Group Monthly Meetup

July 9 | 7:00 pm

TIMA: WordPress Doctors

July 10 | 6:00 pm

HUB: How to Build a
Value-Based Company

July 11 | 12:00 pm

TRIUXPA: UIE Webinar:

Research and Design for the UX



TYPES OF CONTENT

INTERVIEWS

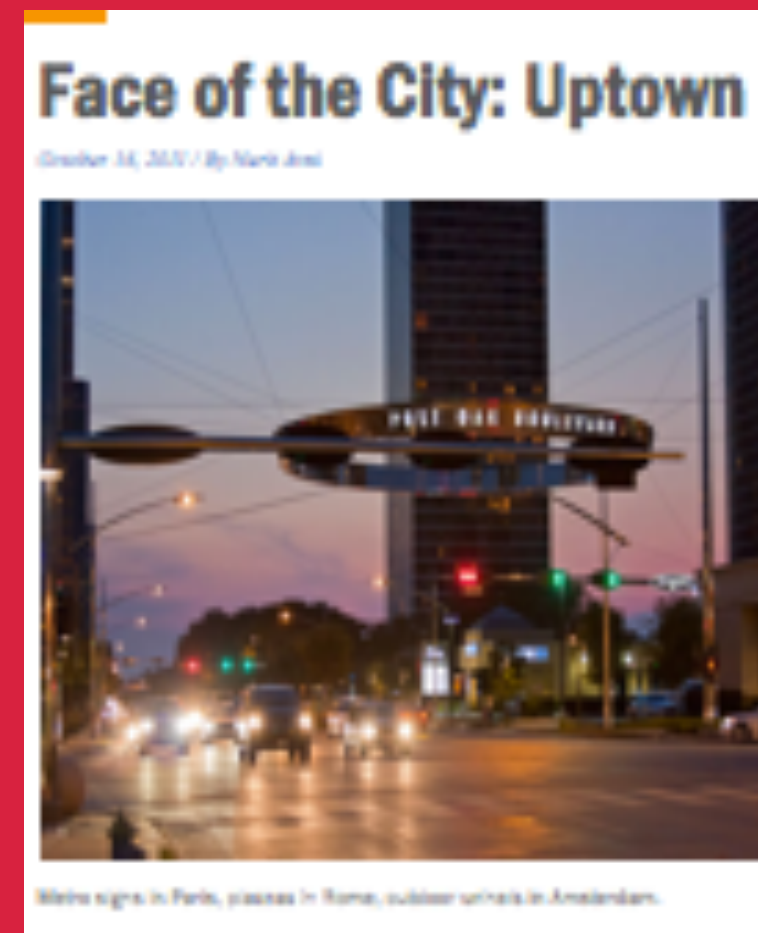
- studio spotlights
- local designers
- design heroes

INFORMATION

- hands-on techniques
- member tips & tricks
- design & business

INSPIRATION

- visual essays
- design for good
- design quotes



	Taylor Owens sharing his city cam...	405
	Design for good update on our pro...	131
	Resources for design for good and ...	121
	Partnership with Good magazine br...	62
	From the blog: Recap Designing B...	2,186






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 Raleigh, NC · raleigh.alga.org

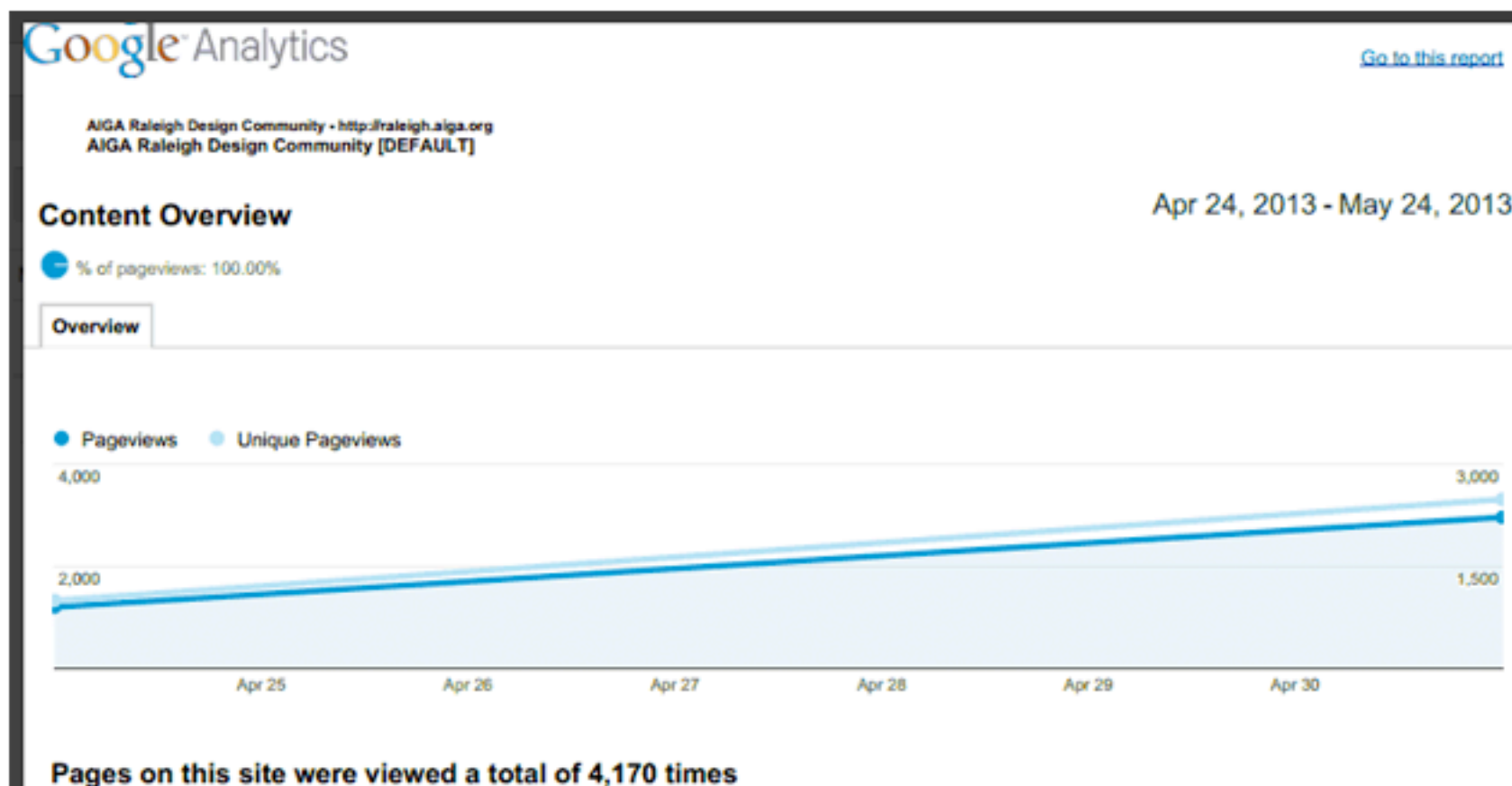
3,724
TWEETS

917
FOLLOWING

1,777
FOLLOWERS


Following

Total Likes? **596**  0.34%
 Friends of Fans? **247,444**  1.84%
 People Talking About This? **32**  -41.82%
 Weekly Total Reach? **1,426**  11.67%



AIGA, the professional association for design, is committed to advancing design as a professional craft, strategic tool and vital cultural force.

A PLACE WHERE I THRIVE

Member Contribution by [Amy Lyons](#) May 2, 2013



I've been an AIGA member since I moved to Raleigh in 2009, and in that time I have gained so much through what I have given to the chapter. As a chapter, our mission is to create a place where design thrives. What I found through my involvement with AIGA Raleigh is a place where I thrive, too.

Section: [Inspiration](#)

HAVE SOME
INSPIRATION
TO SHARE?

RECENT TWEETS

AIGAdesign (AIGA)
Curious about what goes on in-house at ESPN, Design Within Reach and LEGO? [#AIGAINitiative](#) panel video via [@aigact](#): <http://t.co/1plqDa14Cn>

1 hours ago

AIGAdesign (AIGA)
Swiss poster master [@FFeixen](#) is today's [#DesignEnvy](#) via [@_SterlingDesign](#). More poster: <http://t.co/XKz2sww5XF>

5 hours ago

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LUCERNE CULTURAL CENTRE SÜDPOL POSTER: FELIX PFÄFFLI

Curated by [Jennifer Sterling](#) on May 2, 2013



“Design is about
communication, and it
takes more than pixels
to communicate”

~Derek Powazek
Calling All Designers: Learn to Write, A List Apart

join the

AIGA RALEIGH CONTENT TEAM

blog@raleigh.aiga.org

Need ideas for content? I got 'em:

- Ask a mentor/designer series
- Designer Life Lessons (things learned on the job, advice to newbies)
- New Member Spotlight
- Student Spotlight
- Sponsor spotlight
- Design Trends
- Typography, handlettering
- Career Development series
- Rising Stars
- Leadership skills
- Your best work, case studies
- Design Doing Good (pro bono projects, impact of good design)
- Passion projects
- Green Design, Living Principles
- Printing Information - new/different techniques, trends, guidelines
- Design Disciplines

Need ideas for content? I got 'em:

- Design styles overview - characteristics, history, examples
- Design Entrepreneurship - designing products, selling works
- Hands-on techniques- incorporating into work
- Tips, techniques, tutorials
- Photography tips - shooting your own stock, textures, product shots
- Webinars, podcasts, resources for designers
- Studio Spotlights
 - profile a project
 - profile DFG efforts
- Interviews with local design related people/organizations
- Interviews with "design stars"
- Design for Good profiles
- Visual Essays, "Found Design" or "Design Discoveries" in the Triangle