Joe’s Book

What Joe Does 02
Print, Photography and Illustration 03
Screen 04
Corporate Identity 05

Finding Joe

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What Joe Does

Joe Average Studio is a design firm that delivers cutting-edge Visual Communication, with a minimal amount of fuss and nonsense. Most of our clients come from the professional environment, where sleek, sharp intelligent design is integral to their corporate communication. Joe Average Studio responds to this by developing highly conceptualised elegant visual communication and graphic poetry.

Joe is your friend. We work hard to avoid wasting our clients’ time with the confusion and elitism that is often inherently built into the design process. We’ve abandoned the jargon and attitude that so many firms rely on, focusing instead on a more user-friendly approach. This allows clients to be as involved as they wish to be, to learn as much about what we do as they want and, hopefully, to feel increasingly comfortable and confident about the project they’ve entrusted to us.

In tune with this collaborative, creative process, we blend our expertise and knowledge, and your appreciation of the market place in which your business operates, to hunt down the perfect solutions for all sorts of problems.
Print

Joe Average Studio grew primarily from a love of the printed page. What’s that mean? Basically, we can design and produce anything that ends up on a piece of paper. Brochures, invitations, magazines, books and so on. We take clients through the management of printers and paper merchants, and the details of pre-press (all the fiddly work we do with photographs, illustrations and print files, so the printer doesn’t stuff things up).

Most print jobs involve some degree of collaboration, certainly with printers, and often with photographers and illustrators as well. Joe Average Studio prides itself on the broad range of external practitioners that we have employed for various projects. Additionally, we are always eager to track down new talent to suit a particular project.

This adds a new dimension to many of our projects. Furthermore, we deal with several paper merchants who provide fabulous stocks for a great range of applications.
Screen work at Joe Average Studio has included websites, interactive CD-ROMs and title sequences for film and television programmes. For corporate or small business needs, or for a personal project, we have an established screen and web division in the Studio and can handle such projects with ease.

Though Joe Average Studio began with print work, we are increasingly finding ways to translate our love of the tactility of the page into moving images and interactive design. Often, we find that treating the screen in a similar way to the page generates layered, unique work that makes a client’s project stand out from their competitors. Similarly, we feel that this approach makes us stand out as well. It’s an ambition, in part, to preserve a sense of personality within the screen and personality, at Joe Average Studio, is very important indeed.
Corporate Identity

Joe’s favourite thing. Generally, corporate identity packages start with the development of a brand identity: a sense of the values and ethos of our clients’ company. From this, we move into developing the brand identity into a logo or mark that reflects it, and then applying this to a range of stationery, a website and other collateral depending on the clients’ requirements.

We also take pride in conceiving quirky new places to put our clients’ brands, where their audiences will be surprised to see them. This sort of application tends to get people more engaged with an identity and starts them talking about the brand.