

# Visual Media Digest



» Creative Edition

Communicating the most important industry information, programs, and events for our members.

**VISUAL MEDIA  
ALLIANCE**

**Program Manager:** Barbara Silverman + **Editor:** Noel Jeffrey

**FEBRUARY 2018**

## Lunar New Year Stamp Rings in 2018 »

The U.S. Postal Service has released the Year of the Dog Forever stamp, the 11th of 12 stamps in the Celebrating Lunar New Year series. Considered the most important holiday of the year for many Asian communities around the world, the Lunar New Year is celebrated primarily by people of Chinese, Korean, Vietnamese, Tibetan, and Mongolian heritage. In the United States and elsewhere, the occasion is marked in various ways, including parades featuring enormous and vibrantly painted papier-mâché dragons, parties, and other special events. **MORE**



## Top Marketing Trends in 2018 »



New Year — new resolutions. But usually this involves your personal or family life. But what about your business? Just like a fresh coat of paint, a new marketing strategy or two will give your brand a much-needed facelift, attracting new clients or re-excite old ones. Here's a few ideas that will inspire you this year. This article was excerpted from 10 Marketing Trends to Think About for 2018 - Huffington Post. **MORE**

## 2018 Is the Year of the Intangibles »

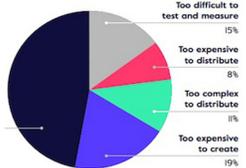
At the Stanford d.school we practice “design abilities” to navigate today’s incessant murkiness. April 12, 2017 was the first time I was accused of machine learning. It was mid-morning, mid-class at Stanford University’s d.school. Nine graduate students were taking shifts in front of a white board, moving and clustering sticky notes, scanning for connections amongst lessons scribbled upon each. Zoom in, circle a group of like ideas, and write a headline about how they’re related. Zoom out, read the headlines, zoom in, erase and explode a grouping that isn’t working, make a new one. We had a nice flow going. The students were focused. And then, one of my students said, “This is just like machine learning.” By Carissa Carter with Scott Doorley. **MORE**



## The Four Most Compelling Design Trends for 2018 »

Design trends are often the result of shifts in technology, pop culture, and the political climate; as we explore, we uncover themes indicative of larger cultural shifts. And, this year, there have been some doozies. By Pamela Webber. **MORE**

## The State of Video Marketing: Distribution, Topic, and Budget Trends »



Marketers say social media is the best distribution channel for digital videos, according to recent research from Magisto. The report was based on data from a survey conducted in July and August 2017 among 500 marketing decision-makers in the United States who work for businesses of various sizes. The most commonly used distribution channels for digital video being used for marketing are websites and social networks. By Ayaz Nanji. **MORE**

## Popular Colors in Business and What They Say About a Brand »

Remember those mobile phone carrier commercials that used colored balls to represent the four big carriers? It was red for Verizon, blue for AT&T, yellow for Sprint and pink for T-Mobile. Consumers didn’t need explanations about which color represented which brand, because we made the associations automatically. By Laura Forer. **MORE**



## MEMBER BENEFITS

### ORDER NOW — 2018 LABOR POSTERS



All California businesses must display up-to-date labor and safety notices where all employees can see them to be in compliance with federal

and state laws. Cost for the 2018 complete set is \$44.50 (member rate), which includes all-in-one posters and IWC # 1 (Manufacturers) or IWC # 4 (Professional, Technical or Clerical). The cost includes free shipping. Non-member rate is \$49.50 +cost of Shipping. Our posters are laminated on both sides and printed in high quality full color. To order your 2018 labor laws posters, contact Jessica Clark at [Jessica@vma.bz](mailto:Jessica@vma.bz) or 415.489.7601.

### SAVINGS THAT MATTER

The VMA/UPS Savings Program provides savings to members that you can see with every shipment. Savings that matter to your business’s bottom line. Savings that come with the know-how of UPS. If you aren’t taking advantage of this preferred partner of VMA, call us today for a free cost analysis of your shipping needs. Members save up to 30% on packages with UPS and customized pricing on heavy freight. Let us help you get started. Go to [savewithups.com/vma](http://savewithups.com/vma) or contact Sue Benavente, [sue@vma.bz](mailto:sue@vma.bz), 415.489.7622.

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### ENTRIES NOW OPEN • DEADLINE MARCH 30

You are invited to enter your best work in the VMA Showcase Award competition. This is your opportunity to gain recognition for the work that you produce. The benefits of participation include showcasing your effort to your customers and the community, and receiving recognition for your dedication to design and the quality of print production and design. **MORE**

## Upcoming Events & Activities »

- 02/01 Management Webinar: Is Inkjet for Me? | Online • 11am-12pm
- 02/06 AMASF: The Neuroscience of Being Memorable | SF • 6-8:30pm
- 02/07 Mentor Night: Winter 2018 (Ask a Designer) | SF • 5:45-8:45pm
- 02/20 Webinar: 8 Imperatives for Growing Your Printing Business | Online • 11am-12pm
- 02/21 AIGA: Lean Futurecasting: Building Products from the Future | SF • 6-8pm
- 02/25 The Earthscape Art Experience by Elemental Arts | SF • 11am-2pm
- 03/01 UX Design Summit | SF • 9am-6pm
- 03/08 Management Webinar: What Mama Never Told You About BHRs | Online • 11am-12pm

## Upcoming VMA Education & Training »

- 02/05 Acrobat Fundamentals | SF • 9am-4pm • 2 Days
- 02/07 CSS Fundamentals | San Jose • 9am-4pm • 2 Days
- 02/12 Access VBA | Sacramento • 9am-4pm • 2 Days
- 02/14 Salesforce for Sales Reps | SF • 9am-4pm • 1 Day
- 02/20 Illustrator Fundamentals | San Jose • 9am-4pm • 2 Days
- 02/26 Crystal Reports Fundamentals | SF • 9am-4pm • 2 Days
- 02/27 Dreamweaver Beginning: Build Your First Website | Online • 9am-4pm • 3 Days

**For more information or to register, please visit [vma.bz](http://vma.bz)**

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**Austin Frakt and Aaron E. Carroll**, *The New York Times*

## 10 Tips for Preventing Laptop and Mobile Device Theft »



For many people, the theft or loss of even a single laptop computer, cell phone or tablet can be devastating – unless you take some common-sense measures to mitigate the damage ahead of time. It's not just the cost of the lost device itself. You could risk seeing your identity stolen. **MORE**

## The Rise of Digital Printing »

There has been a steady rise in digital printing and is forecasted to keep doing so. A recent report by the Smithers Pira (UK) indicated that the global digital printing market will grow to €165 billion in 2018, almost 50 percent of the offset sector across the world and higher in the more mature regions. Since 2008, the volume of digital printing is said to rise to a 68% increase by 2018. **MORE**



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