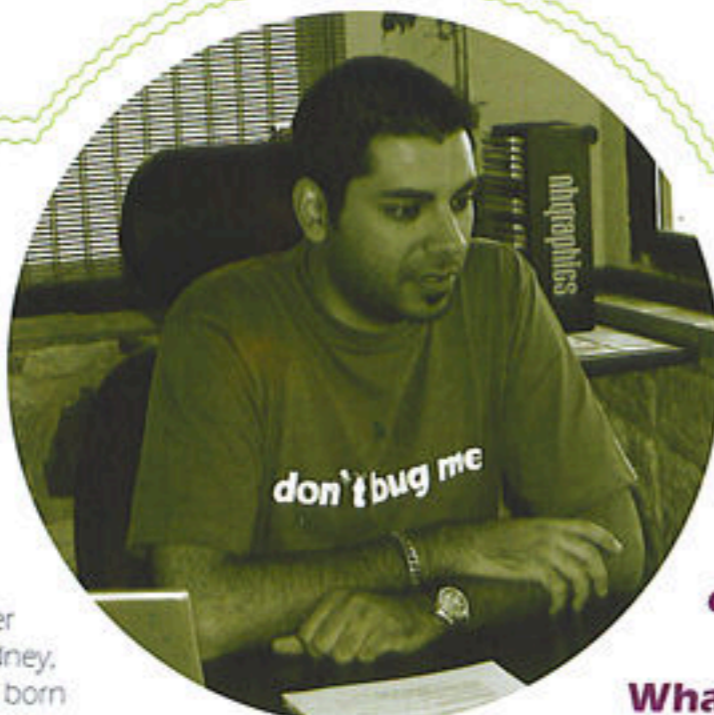


1-Who is Nassib Haddad?

I'm a Graphic Designer and Web Developer, and the proud owner of my own design business titled "nhgraphics". I obtained my bachelors degree in Graphic Design from the Notre Dame University in Louaize, Lebanon (2002) after having moved here from Sydney, Australia (1992) where I was born and raised.



3-You mention in your website: "If it's anything that we are not is just another design agency".

What do you mean by that?

What distinguishes you from other agencies?

This is a great question. By this I mean that what we offer is much more than just "pretty design". It's a whole process; where creativity, client satisfaction, and honesty with the client are major factors in that process. As my background has taught me, our word is everything. If we say we're going to deliver in X amount of time, we WILL deliver. No delays, no excuses. Furthermore, our prices are extremely competitive. Sure you'll find cheaper in the market, but if that's all that you're looking for, then in all honesty I say that nhgraphics is probably not your best choice. However, if you're

business, I had an opportunity to work for a great British design agency, FITCH, in Doha Qatar, which I took. Unfortunately due to my incompatibility with the extreme weather conditions there, I returned soon after and decided to enter the project of taking nhgraphics to the next level. So that's basically how we came about.

As for the services we offer, basically, we do anything under the "graphic design and web development" roof. I.e.: Websites, corporate identities, branding, packaging, magazine publications, advertisements, software-interfaces, animations, presentations, and much much more.

2-Tell us more about your company. History of nhgraphics. What do you specialize in?

Basically, nhgraphics started out in April 2002 as an interactive portfolio of my freelance work as a graphic designer. At that time, I was working for a great software-developing company called "Layout Ltd", where I grew and developed my skills as an art director, production manager, and web designer for over six years. One freelance job after the other, nhgraphics grew into something serious, and something worth devoting more time and effort into. However, before I could take that leap into establishing my own



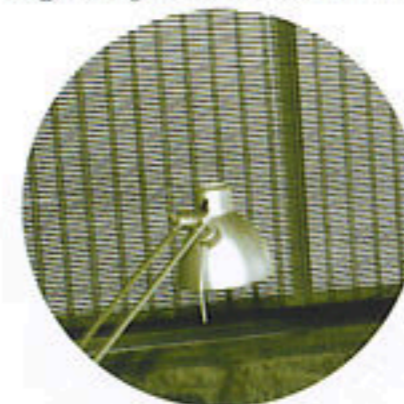
the kind of client that likes to go the extra mile and invest more time into research, creativity, and a strong approach to your marketing needs, all at very affordable prices, then as far as I see it, why would anyone NOT want to work with us.

4-How did you learn to design documents for the web?

Although during my academic years we were introduced to the web design domain, most of my education came through personal devotion to learning the web through trial and error. I'm the kind of person who likes to discover the unknown, especially when it's something that truly interests me, as was the case for web design. Yet, many aspects seemed vague to me, however during my work experience with koein technologies in Beirut for over a year, a lot of those uncertainties were eliminated, and it's now with full confidence and certainty that we approach any web project.

5-Does a designer use different skills to create a design for a web document than for a traditional print-based document?

I wouldn't say it's skill that distinguishes the two, but more of a different rationale behind the approach to satisfying the design brief. With print, the limitations are much less. From a creative stand-point, you're much more free to do as you please. With the web, however, it takes more planning into how you're doing to get the job done. Bare in mind



you need to satisfy hundreds or thousands of monitors around the world, each has its own screen resolution, each could be a Macintosh or Linux or Windows system possibly running Internet Explorer, Opera, or any other modern-day browser. You need to make sure that the design is viewed the same on each system with no deformities or malfunctioning on any level. It can be quite a challenge sometimes, but nonetheless, one that I love tackling time and again.

6-when creating graphics, what do you feel is the most important aspect: planning, design or implementation?

Definitely the planning phase. It is the research that you put behind the design that makes the output significant and meaningful. The rest flows easily at that point. This is the key that distinguishes true designers from "operators" of the same software that we use. Anyone can open Adobe Photoshop, create a design, post it on a billboard or whatever and call themselves a "graphic designer". There's much more to it than that. This is something I feel very strongly about, and one that I find myself battling with potential clients when I am told "I know someone who can do it for a fraction of the price".

7-What software do you use?

For print, I mainly work with the Adobe Creative Suite (Photoshop, Illustrator, Acrobat Professional), and QuarkXPress. For the web, definitely Macromedia Studio (Dreamweaver, Fireworks, and Flash).

Interviewed by:
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Pros-services