



BadDesignKills.com: A Revolt Against the Revolting

Part prankster, part provocateur, BadDesignKills.com, a new site for professional designers, launched this year on January 12 to cajole an industry invaded by \$29.95 hack logos and cheap clipart collections. The incendiary yet humorous poke at poor design has dual motives: to make fun of the ignorance and cut-rate solutions professionals struggle against, and to generate awareness about the nature of good (and bad) design in the public arena.

BadDesignKills.com is a source for guerilla marketing and more. Cool propaganda-type art is available for design professionals to download and display in their sphere of influence. Industry talents such as Paul Howalt (www.howaltdesign.com), Chris Parks (www.updesignbureau.com), Keith Bowman (www.designbureauofamerika.com) and James Strange (www.gretemangroup.com) are among those who contributed free downloadable resources such as stickers and posters. Designers who visit the site are invited to create their own Bad Design Kills propaganda that can be shared with industry professionals globally.

Heavy site traffic shows the Bad Design Kills message hit a nerve. In the first month alone, it's recorded over 3000 unique visitors and 75,000 hits. Professionals from around the world (as far away as New Zealand, Portugal, the UK and Japan, as well as across the US) are contacting Bad Design Kills to get more info and to contribute propaganda. Visitors have downloaded over 3 GB of content, including Bad Design Kills skull and crossbones stickers, Muckie Yuckie tagging stickers and a poster with the tagline, "Practice safe design. Always use a concept."

The Bad Design Kills mantra and concept was created by Von Glitschka, of Glitschka Studios (www.vonglitschka.com). Glitschka Studios maintains and updates the site, and a core group of design professionals review all submissions to maintain the quality of Bad Design Kills propaganda.

Check it out at: www.baddesignkills.com