



gacreative newsletter

ALIGNING SMART STRATEGY AND SHARP CREATIVE

October 2010

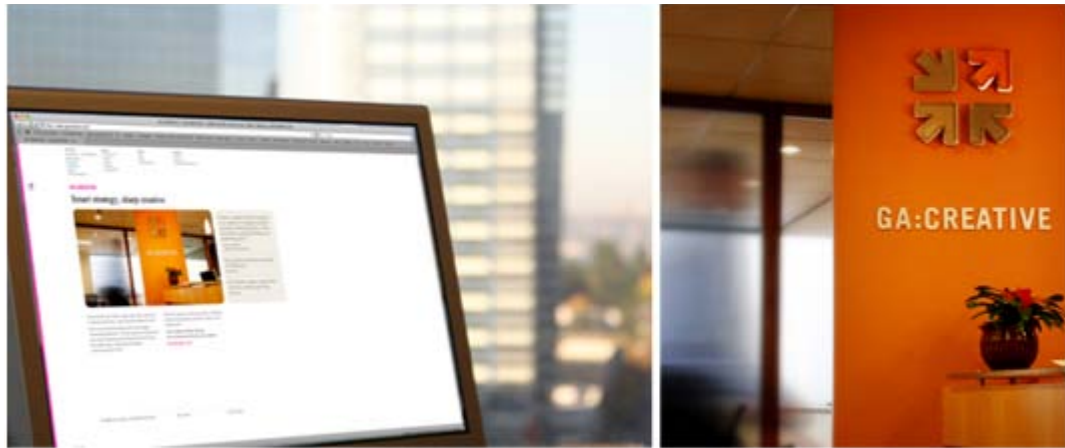
In this issue:

Top 3 GA Blogs

Client Spotlight: 3Sharp

GA Profile: Jamie Walters

Three Blog Favorites Posted on the GA Website



What's been on our mind for the past month? Find out on the GA blog! Read about what the staff at GA have been up to, leave a comment and join in the conversation!

1 **This Way, Please >** Mark Notermann

“My recent blog post on the ampersand inspired me to pursue a few other typographic oddities. This is the kind of historical rummaging that makes graphic design so interesting to me — all of our alphabet characters and typographic marks have a story to tell.”



[Read Full Entry on GA Blog](#)



2



The Top 10 Classic Visual Cliches

Marlice Gulacsik

“I’m not saying they’re good, bad or ugly, but these visual concepts just won’t die.”



[Read Full Entry on GA Blog](#)

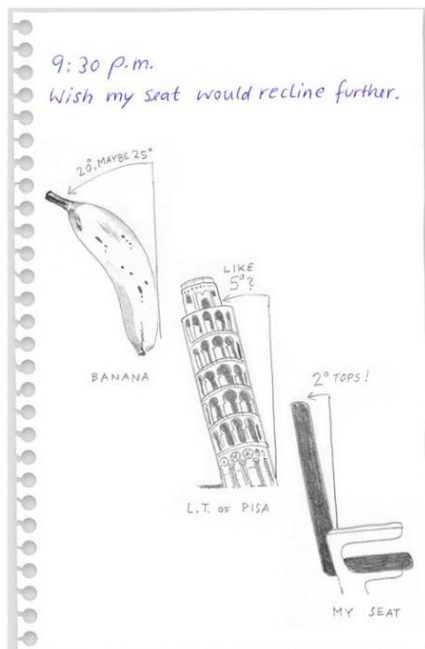
3



A Story Without (Many) Words

Karen Axtell

“Christoph Niemann’s visual blog for the New York Times does an amazing job of documenting life’s minutiae in an interesting way...”



[Read Full Entry on GA Blog](#)



Client Spotlight: 3Sharp



Redmond-based 3Sharp, a Microsoft Certified Partner, creates custom productivity solutions built on Microsoft SharePoint and Microsoft Office.

3Sharp turned to GA to help them reposition their services and demonstrate the value customers can get from their existing technology investments. Aiming to communicate 3Sharp's ability to help customers increase productivity and collaboration, optimize workflow and reduce costs, GA established the positioning framework, "Sharp Thinking. Sharp Approach. Sharp Solutions." and delivered website design and content for their newly launched website — built on SharePoint of course!

See more of GA Creative's work in the GA Portfolio!



GA Profile: Jamie Walters



Job Role: Copywriter

On the GA Team Since: November 2009

Clients: Microsoft, Franciscan Health System, 3Sharp

Philosophy: Hopeful realism

Talking about:

Picasso at the Seattle Art Museum ([info](#))

Alton Brown's newly released Good Eats 2: The Middle Years

Dexter

Inspiration: Finding beauty in the everyday

When not at work: Travelling, gardening, trying new restaurants, volunteering, reading, cooking/baking, attempting to run
