

THE CLUTTER

VOLUME 1

A QUARTERLY DIGEST OF THINGS THAT MAY MAKE YOU
A LITTLE SMARTER, A LITTLE COOLER, AND A LITTLE MORE EFFECTIVE.

NUMBER 1



www.wowFactor: Thoughts On Great Digital Work

Artists appear to show up about a decade after the inventors.

TV commercials appeared in the late 40s. Can you recall a TV commercial from the 50s? Me, neither.

It's not surprising that, in 2009, the first exceptional work for the medium is (arguably) just being produced.

Two examples suggest what great web work might look like.

A British creative once said that the secret to ten second TV spots is this: take a poster and make it move. Monoface suggests a corollary for web work: take a poster and let the reader poke it.

<http://mono-1.com/monoface/main.html>

At first, back in the old days, you had to actually leave the couch to avoid a commercial. Then you had waste .08 calories to click the remote. Now, with YouTube, you need to seek out the commercial.

That need to take action puts new demands on what we create. This video from Flow Creative in Chicago (now GyroHSR) meets those demands.

<http://www.youtube.com/user/thetreelessquirrel>

The old standard: will they turn it off? The new standard: will they seek it out?

Wish I Would Have Thought Of This Garfield Minus Garfield

When you cut the cat out of the strip, you get something very very odd—and a testament to the power of editing. The take-away: What can you add by taking something away?

<http://garfieldminusgarfield.net/>

Bubble Calendar

More proof that old media viewed through new eyes might be best solution.

<http://bubblecalendar.com/>

Can You Be 300 Million Dollars Worth of Annoying?

I get impatient when marketers think they can trick, cajole, bully, or order their clients to do anything. This link shows just what can happen when you try to force people to give up information.

http://www.uie.com/articles/three_hund_million_button

Department of Nifty

My friend Keith Moore makes these awesome clocks.

http://www.etsy.com/view_listing.php?listing_id=17171204

Twitter: From Trend to Tool

Is Twitter trivial? Not necessarily. In this white paper, I show how the medium of the moment might actually help your organization.

<http://141st.files.wordpress.com/2009/04/twitter-white-paper9.pdf>

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