

Modern Superstition

Touraj Saberivand

Design Strategist



Modern Superstition

Touraj Saberivand Design Strategist

Superstition is generally resulted from one's mental laziness. It refers to the simplistic acceptance of everything that is easily accessed. Superstition can be defined as every basic command that we accept without any skepticism. It is interesting to note that unlike what we might imagine, the modern human being is way more superstitious than our ancient ancestors. We live in a world where anyone with zero talent can use some technical tricks to achieve hundreds of followers who have a thirst for insanely following and sharing contents. It has made the superstition market even hotter than the past. In this sense, the modern superstitions are way more mutated than ancient superstitions. However, what the modern superstitious people have in common with their ancestors is their resistance to accept superstition as superstition. In fact, they believe in superstitions in a way that they might consider any criticism sinful or even silly.

Many Twenty First century companies' MBA/DBA graduated managers are superstitious as well. They believe in some meaningless fictional ideas that are so common these days, some superstitious beliefs accepted by the whole society. Some of them are even taught in academies. Perhaps a few centuries later, the future human being would remember us disrespectfully as a generation who used to think ignorantly about issues like the effect of colors, words and ideas.

Superstition no.1 Creativity

In the present century, we as managers, advisors and employers are constantly trying to think of unprecedented ideas. We think about everything, from the very actions we do to the words we utter, the ideas we create and the mottos we can use for the first time in a history. We hold meetings, we share ideas and at the end what we hear are comments like these: but the same idea has been used by another company before, this is the color of such and such a

company, it's the commercial slogan of that brand in an unknown country, this logo is like that application's logo, and so on. Therefore nothing is creative these days. Just some tiresome meetings. But what is the result of all these obsessions? Let's take a look at the companies that are all alike these days because they think alike. In other words, nothing but some repetitive patterns would result from all those efforts to be as creative as possible.

Nobody in these companies knows that an idea needs to be proportionate to be right, not distinct. This proportion refers to the proportion in the whole company and its strategies. Why does having a creative motto should be important to a company that seeks credibility for an audience who would base their choices on the notion of credibility? A creative idea can play the role of an attack on the credibility of such a company. Actually, the strategy of forgetfulness has caused this willingness for creativity. Some companies lack a clear strategy, so they use these aimless creative ideas as a compensation for this ambiguity. Such companies act as people who are trying to find creative answers for nonexistent questions. Briefly, it could be argued that creativity is the biggest superstition of our age.

Superstition no.2: Attractiveness

Attractiveness is almost a meaningless issue.

Just ask someone who says "not attractive" in response to an idea to define the notion of attractiveness. For sure, those who say this is (not) an attractive idea, also confess that there are no meter or criteria for attractiveness. They even cannot provide you with a reason that could disqualify that idea. It is no surprise that some advisors and innovative people participate in meetings without getting enough appreciation for their ideas. People don't find these ideas attractive for different reasons. For instance, some ideas are not funny or persuasive enough and some ideas would leak the project information in the absence of a measurable criteria. Of course, it is not that shocking that there isn't any measurable criteria. But it's not normal if a company doesn't think about a measurable criteria before offering any ideas by the team members. These days, when the innovative people hear negative comments on their ideas, just look at other side and node to say: "alright, I will do my best". So they will bring new ideas next week. This process of idea formation would go on and on

until either the innovative person gets tired or the project time finishes. Sometimes, a team would agree on an idea and find it attractive, no matter how hollow it is. How can one find an attractive solution for a project that has no clear objective? It's like a mountain climber who doesn't have any idea about the peak, and yet tries to find an interesting path to get there. Actually, the best action in such situations is no action as it might be either meaningless or even harmful. Generally, work at a company is not about philosophy, art or discovering new paths through jungles. In fact, the main objective of any company or business is to be useful in a way that facilitates peoples' lives directly or indirectly. But creativity as a superstition would waste lots of time of the people. It could be argued that attractiveness is an uncertain characteristic for an uncertain objective that can simulate people

.Audience's analysis Superstition no.3

Companies think that the audience would analyze every detail- from the color, logo, and website address to the company's social responsibility and motto- about them as if they are movie critics.

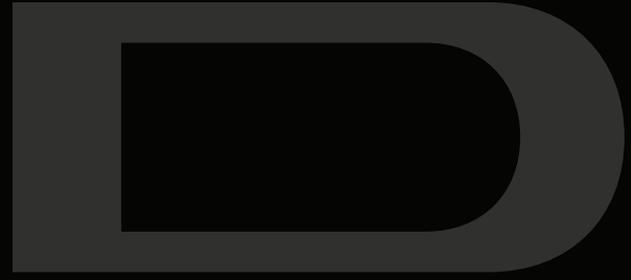
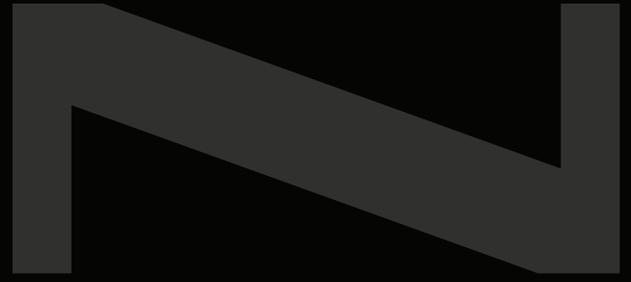
But the fact is, no one has got that much free time to spend on analyzing the company identity before buying something to eat, especially in these days that people are faced with infinite identities, ideas and details. However, the companies are very obsessive about the details like the darkness or lightness of the color they use for their brand. They don't know even if they use a single color in all touch points, the audience wouldn't pay attention at all. Interestingly enough, the team members wouldn't remember the color they had agreed upon in their future meetings. So how can we expect an audience who would see that color twice a year remember that?

In fact, the audience doesn't care about analyzing company's identity. The ultimate thing that matters is the function of that identity that can be used to refer to that company or brand for any possible recommendation. The audience doesn't even care if the brand's name is stemmed from a Greece mythology god who protects sun or not. It doesn't even matter if the logo is a silly combination of the letter M, a mountain or a shade. Nobody cares about the relationship between Greek gods or pre-historic Iranian myths and companies. The only thing that is important can be for example to find a proposal with the best price, or to find the healthiest products among others. The origin of the names or the color analysis in the presentation session aren't important at all. The audience wouldn't even take a look at these

details. Just like the way when managers, designers and innovators don't pay attention to the naming philosophy of a brand when they want to buy something like a car or a cellphone. Actually, the audience wouldn't even take a look at us, let alone analyzing our brand identity.

Conclusion

This article doesn't try to undermine every single things that happen during company meetings and regard them as superstition. It is indeed aimed at thinking clearly and finding ways other than popular criteria in order to find the reason behind each action and to take care of that action to function appropriately. A 2 centimeters logo cannot explain the complete strategy document of a business or company, just like a motto that cannot stand for the whole values of a company. A package cannot be considered as an epitome of everything that occur to the managers' minds. Certainly the audience doesn't look for such a thing at all. Whenever s/he needs a hammer, s/he looks for a hammer not the most creative hammer ever. S/he needs a nail that is functional and resistant enough, not the myth of promethean nails in Caucasian mountains. Nobody is interested in the attractiveness of nails and hammers. In fact, a business identity should be as functional as nails and hammer. Perhaps the best advantage of our modern age is the notion of functionality in identity.



World Class Designs



Company Number 12269395
United Kingdom Company House

Stay in Touch on LinkedIn & Instagram
vandint.co.uk