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# THE OVERFLOW

Maiden Edition. First published January 2012. A publication from the Pishon Design Studio

YOUR #1 NIGERIAN  
WEB-DESIGN  
MAGAZINE

BEAUTIFUL  
**PHOTOSHOP**  
POSTER DESIGNS

WHAT  
MILLIONAIRES  
ARE MADE OF

INTERVIEW:

**MICHAEL LANE**

SENIOR USER INTERFACE DESIGNER  
IN MINNEAPOLIS WITH 15 YEARS  
EXPERIENCE IN CREATIVE & GRAPHIC  
DESIGN.

APPLYING NEWTON'S  
LAWS IN  
WEB DESIGN...

10 FACTS ABOUT  
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# REMEMBERING STEVE JOBS

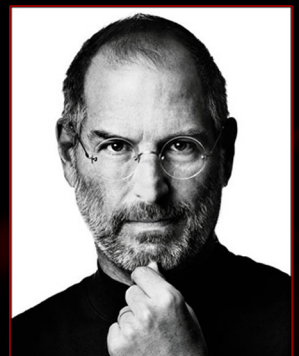
APPLE CO-FOUNDER AND CHAIRMAN STEVE JOBS WAS ONE OF THE WORLD'S MOST INNOVATIVE TECHNOLOGY LEADERS. OVER THE COURSE OF JOBS'S TENURE AS CEO, APPLE ROSE FROM THE BRINK OF ITS DEMISE TO BECOME, BY SOME MEASUREMENTS, THE MOST VALUABLE COMPANY IN THE WORLD. WE TAKE A LOOK BACK AT THE ACCOMPLISHMENTS OF ONE OF TECH'S MOST VISIONARY VOICES. JOBS STEPPED DOWN AS CHIEF EXECUTIVE OFFICER OF APPLE INC. ON AUGUST 24TH OF THIS YEAR, AFTER 14 YEARS AT THE HELM OF THE COMPANY. HE DIED OCTOBER 5.

**Bite that Apple.**



Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. While some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.

- Apple Inc.



**STEVE JOBS**  
1955-2011

**Think different.**





WELCOME

# Editor's note...



Earlier in 2011 I had the idea that I wanted to do something special for Pishon, my alter-ego. I wasn't sure what it was going to be, exactly - I just knew it had to be something completely off the hook. Mouth watering. Cool.

We had just turned 5 years old as a fully registered web design firm and we needed to make a statement that we were here to stay. This is the product of 5 years intimacy with Photoshop.

**This is the first ever Pishon Studio Web Design Magazine - The Overflow.**

This Magazine is for you - the web designer wannabes, the techy geek, the curious average cybercafe browser, the uninformed client, and everyone who has a stake in design and Information Technology.

This Magazine is the product of endless writings, web research and sleepless nights designing with Adobe Photoshop - and countless hours away from my guitar with the intent that after one hour with "The Overflow", your design life will have improved greatly.

So, enter the world of Pishon Design Studio - the world of graphic design, web design, photoshop showcases and signage ideas. I'm sure when you're done, your concept of how magazines should be done in Nigeria will have a facelift.

As always, your feedback is invaluable to me. Please feel free to get in touch with any comments, thoughts, suggestions or requests.

I have just one motto; and it governs everything I do - and that is to be extra-ordinary. Different. Unique.

Have fun reading.

Cheers! 🙏

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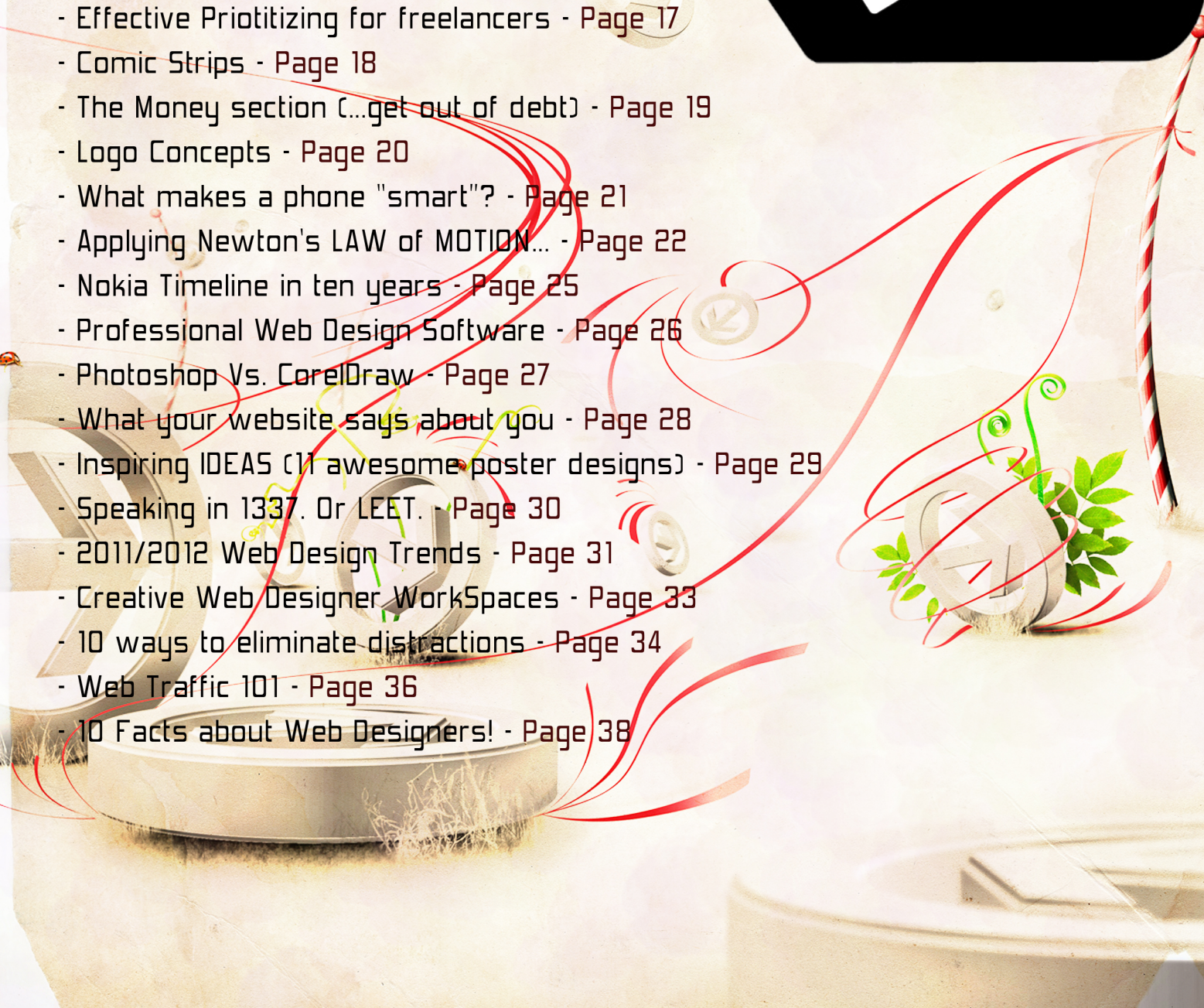
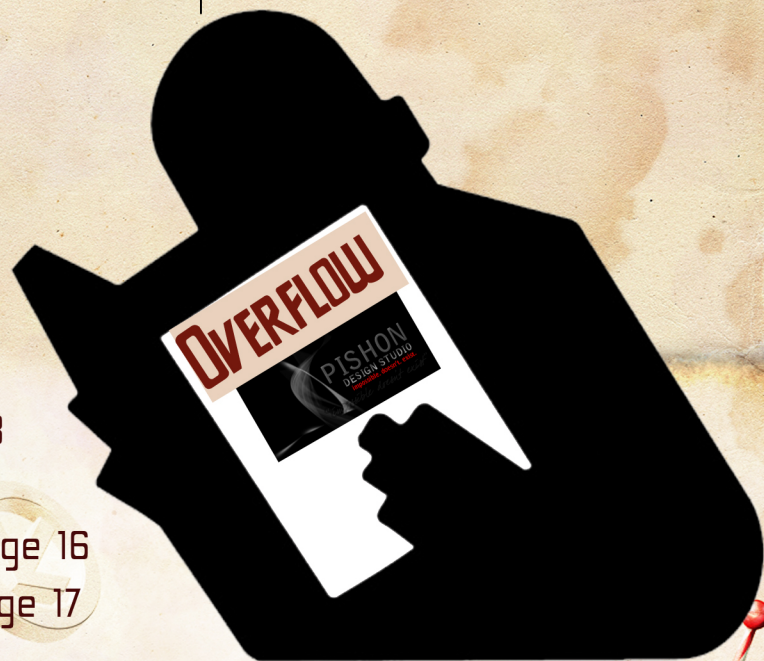
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# WHAT MILLIONAIRES



ARE REALLY MADE OF.

In Nigeria, you ask a person how he's doing and he replies, "I de hustle o...!" I became so frustrated of hearing people say the phrase that I began conducting a personal research about hustling, about millionaires, billionaires, what they do, and in fact what made them so successful. You don't have to be a Port Harcourt boy or a PDP member to "hammer" as we like to say. There are other ways!

**"The biggest obstacle to wealth is fear. People are afraid to think big, but if you think small, you'll only achieve small things."**

## 1. IT STARTS WITH AN IDEA



One thing millionaires have, and that, in full abundance, are ideas. More than anything else, it all starts with a great idea. In the most narrow sense, an idea is just whatever is before the mind when one thinks. What is an idea? Google defines an idea as:

"A thought or suggestion as to a possible course of action: "the idea of linking pay to performance". "A plan, scheme, or method".

Millionaires follow an idea through and through...till the very end. It comes on like a light bulb and doesn't go off until they've executed it. When I decided to hand code and build my own blog from scratch, it was just an idea I had. But it never left. It kept nagging at me until I couldn't sleep, eat, until one day I just turned on my computer and started playing around with ideas. The result is what you see.

**Take home? Never let an idea go un-used.**

## 2. THEY ARE PERSISTENT

"You might be surprised at the number of times these people have failed. They have never stopped trying though.



Persistence is a very important virtue in achieving your goals in life. If you dream of becoming an internet millionaire, you should not let the failures stop you. Instead, it should be treated as challenges that will make you stronger. Failures will drive you to try harder until you get everything right."

**Take home? Keep trying. One day you'll get it right. After all, you haven't gotten up to the level of Thomas Edison.**

## 3. THEY WORK FOR THEMSELVES.

Call it whatever you want: "self-employment", "freelancing", or whatever; I believe no one can be a millionaire by working for someone else. Nope. It simply ain't done. Sure, you might make a million, but it ain't yours.

But long before reaching their goal, millionaires know they want to get there. Rather than looking forward to an annual 3% raise, millionaires dream of working for themselves. Rather than serving 100 customers, millionaires see tens of thousands of accounts.

**Take home? Zainab didn't tell you to quit your jobs o! Just add to your source of income!!!**

## 4. THEY ARE FOCUSED.

Millionaires don't jump from one thing to another; they know what they want and they go for it. Millionaires work feverishly towards their goals at all costs.



**Even Warren Buffet had to invest \$25 before he could make \$25 billion.**





## Set lofty goals, and then begin taking small steps to reach them.

The difference between dreamers and performers is not the number of ideas one has, but how one focuses on executing the best ideas.

The most inspiring success stories among all the people I know involve incredible sacrifice. From sleeping in cars between two jobs to forgoing personal relationships to get an education or build a business, millionaires don't simply delay gratification; millionaires endure pain. All for the sake of reaching their goal.

## Take home? A goal without a plan is simply a wish.



### 5. THEY SAVE.

I know I'm guilty on this one. Saving money is one of those tasks that's so much easier said than done. There's more to it than spending less money, and trust me I can relate to that. It seems each month I have a new set of stuff to buy. It takes discipline to put your foot down and say NO. Millionaires do that. They are frugal, that is, they avoid waste.

The wealthiest people I know are also the cheapest. They buy used cars for reliability, not image. (According to the book *The Millionaire Next Door*, the number one car brand among millionaires is Toyota—not Mercedes or BMW!) Millionaires pack their lunches. It takes money to make money, and you can't get the money you need to invest if you spend it.

Saving money and being more frugal is neither a science nor an art; rather it is somewhere in between and requires your commitment and hard work. Saving money takes time to develop, needs to be learnt, and brings benefits that will endure for the rest of your life.

**Take home? Dude...save. Bone that cinema. That "mama-put". Just save!**

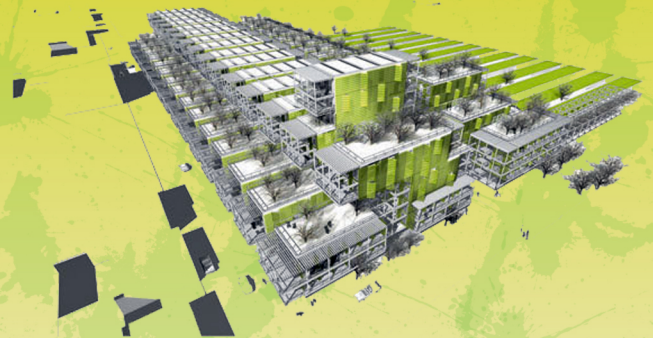
"For the rich, it's not about getting more stuff. It's about having the freedom to make almost any decision you want." - **T. Harv Eker**



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INFO



On average, Americans spend **2.7 hours** per day socializing on their mobile device



That's over **twice** the amount of time they spend **eating**, and over **1/3** of the time they spend **sleeping** each day



Zzz...



and...

**91%**

of mobile internet access is to socialize...



...compared to **79%** on desktops





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# Understanding SOCIAL NETWORKS



## OVERVIEW:

What would happen if there was a global internet outbreak and we lost our access to Twitter and Facebook? I'm seriously convinced that some people would go as far to commit suicide. That won't do. While I'm busy dying of addiction, I'm well aware that there are people who don't even know that there's anything called Facebook in the first place. This post happens to be for you.

## SOCIAL NETWORKING?

They are everywhere nowadays. Twitter, Facebook, Yahoo, Google, StumbleUpon, delicious, Reddit, Flickr, LinkedIn, YouTube, Digg, Blogger... <out of breath>, and so on. Why? Why this latest craze? Everybody is uploading stuff on Facebook, everyone's 'stumbling' an article, everybody is digging something or tweeting about it.

### Social Media: what is it?

The term social media describes media that is posed by the user and can take many different forms. Some types of social media are forums, message boards, blogs, wikis and podcasts. Social media applications include Google, Facebook and YouTube.

Google says its "A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn or Facebook, social bookmarking sites like Del.icio.us, social news sites like Digg or Reddit, and other sites that are centered on user interaction."

I'm sure at least 80% if us in the web world are familiar with social networking, but how many of us put it to good use? Ok, let me give you a few tips:

Ok. So we are all familiar with facebook, eh? Mark Zuckerberg, the founder of this great network sent a personal message to everyone's box, stating that Facebook has hit an all time high of 350 million people. wow! Even us in Nigeria ain't up to that! Anyways, using facebook is a great way to get in touch with long lost ones; every user of facebook can attest to this fact. I'm not a marketer or stuff, but the internet is a world where we need each other. So don't be stuck up. Visit Facebook. Sign Up. Let's get to know you!







## facebook



The reason why lots of offices have banned the use of social networks in the office is simply because it does not allow the workers do their job! See? People that actually have jobs to do don't spend 5-6 hours on Facebook. Research - I can't quote sources, but I did read it on a research blog - shows that the average Facebook user spends about 2 hours per day on his page. If you had real work to do, what on earth would you be doing uploading your latest pictures on your profile so your friends would comment?

Trust me, I'm also a victim. My internet connection isn't 24 hours, but 8 hours every day. And out of those 8 hours, 2 or 3 is dedicated in uploading pictures, tips, jokes, sayings and stuff that people just see and click 'like'! Outrageous! Once, I visited some friends and noticed they were all making up and getting dressed up as well. Curious, I asked what they were doing and where they were going. Guess the reply I got: 'Oh, nowhere, Zainab! We're just trying to change our profile picture for the week.' The week?!!! That's most def jobless. The week????!!! I still grimace as I remember.

As a musician, Facebook has helped me in meeting good promoters and advisors of my music life - and people have even bought some of the songs via my Facebook link. And as a Web Designer, I have gotten tweets leading to tutorials, lesson videos, pricing links and more. And I'm still sticking to my twitter and Facebook page! Pages like @mlane, @chrisspooner, CNN and others, they make sense. I'm always hooked up to their pages cuz I'm getting the news and Web Design gist per second. It's for these people that I'm on twitter.

**DIGG**
**digg**

Remember that slang, 'digg it?' Yea. I guess that's where the creators of digg.com got the name from. How does it work? You see an article that you love, digg it. As long as you see the 'Digg' Icon on the site, just 'digg' it. But you have to sign up first. The cool thing is that once you are logged on the digg website, you see other topics that people have digged and even get to read them. I ain't much for talking. **Sign up, and see!**



## Social Media: The List

**Twitter:** *One of the best, in my opinion.*

**Facebook:** *Facebook helps you connect and share with the people in your life.*

**MySpace:**

**Reddit:**

**Stumble Upon**

**YouTube**

**Google Buzz**

**Digg**

**Del.icio.us**

**LinkedIn**

**Flickr**

**Yahoo!**

and more than I can mention.

The possibilities that lie within these networks are endless. I have driven traffic to my blog (albeit not so much) through Twitter and Facebook plug-ins attached to each post. I have met very cool guys with whom I have exchanged ideas on Twitter, I've placed my videos on YouTube so it could be available for everybody to watch and comment on, I've had people digg my articles or stumble it because they liked it... Heights that I would never have reached in my small location have been made possible by my use of Networks, esp. Facebook and Twitter.

The fact is this, Social networking is here to stay. It's so bad that when buying a domain name, I see tiny Facebook, twitter and StumbleUpon logos beside the prices. Its annoying, but effective. My webhost, Siteground, even offers 1 month of free hosting to any customer who can bring them more customers by a single tweet.

## Guide to putting social networks to good use

- Of course, you must have a website or a blog
- Open a Facebook of twitter account
- Get Plug-ins for social networks for your website or blog
- Attach the code to your website that looks like: 'follow me on twitter', 'become a Facebook Fan', 'Digg This article', 'Stumble This Article'...and numerous others like you see around...
- Write Quality articles on your blog so people don't regret their move to 'follow you' and read gibberish.
- Have quality and relevant content on your website if you are going to have plug-ins to aid sales.

**Remember, social media can make or mar you!**





## TWITTER

Ah... I sigh. I am in love with twitter. Don't worry, I ain't got many followers yet, just about 300+ followers.

Twitter is not the same as facebook though there are rumors that facebook is taking some marketing tips from twitter. Whatever. With twitter, you can say your mind, or 'tweet' as we 'tweeters' call it. Marketing is far easier when you've gotten the hang of it. I could explain it, but it would end up being a boring post. Trust me, seeing is believing. I feel I interact more on my twitter than on facebook, though I use the two quite well. Downside is that you can't use pictures. Except of course, you use twitpic. For you to understand what I mean by #hash tags, trending topics, and @replies, you are just gonna have to do it for yourself.

I thought I was addicted, but then I found people who tweeted like once every 1 minute. A recent survey claims that people's tweets have reached and exceeded 6 billion! That's the population of the world, peeps! Ha! What are they tweeting about? Lemme tell you:

- off to bed.
- need to pee.
- John broke his knee. (that even makes sense!)
- got laid today.
- puked today.
- I need to get high.



Think I'm making this up? Ok... visit some celebs pages and see what they tweet about. Everybody just talks. To the world. Anything. Reminds me of Drake's song with timberland: 'say something'. Anything. That's exactly what people do on twitter. What they are doing now.

By the way, do follow me on twitter with @zainabSULE. Let's interact.

## 10 Ways to Disrespect Your Work

1. Undercharge
2. Lack of contracts & policies
3. Poor background research on prospective clients
4. Poor organization
5. Accepting any project that comes your way
6. No boundaries in work limits
7. Lack of investment
8. Lack of professionalism
9. Inability to save
10. Unseriousness







## WORDS FROM PISHON

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**He that must strive must rise at five;  
he that has striven may sleep till eleven.**







## FEATURE:

MICHAEL LANE  
*interview with ZainabSULE*

EARLY THIS YEAR I INTERVIEWED MIKE LANE, SENIOR UX DESIGNER NEAR MINNEAPOLIS, MN WITH 15 YEARS EXPERIENCE IN CREATIVE WEB AND GRAPHIC DESIGN. SEEMS A LONG TIME AGO. BUT THANKS TO HIM, MY CSS AND HTML KNOWLEDGE IS OFF THE HOOK! HAVE FUN READING.

*Can we meet you?*

Hi, my name is Mike Lane and I'm a Senior User Experience Designer. I work both part-time freelance and full-time for a company in the professional Audio/Visual industry. It's a pleasure to speak with you and your readers today!

*How did you get into web design?  
How long have you been into web development?*

I've been working in commercial web design and development for about 15 years now. I was originally going to film school back in the early 1990's when I first discovered the Internet and desktop publishing. I got heavily into print design after that, which naturally progressed into CD-ROM and multimedia development. But when I first saw the early web, I immediately recognized the potential of design in this global medium and although it took a while for the technology to overcome previous limitations and support the creative capabilities we have today, it finally did happen and it's an extremely exciting field to be in today.

*How do you think web design fares in the world right now?*

I think the world of web design is faring quite well these days. We have so many creative options now that we simply did not have just a few years ago. Just about any interface to information imaginable can be developed using open standards now and requiring nothing more from a user than a simple web browser without proprietary technologies. HTML5 and CSS3 give us a new means to translate ideas and inspiration into usable experiences. And with social media and a smaller information gap, designers are able share resources with their peers and clients in real-time and gain immediate feedback. It's a very exciting time to be in web design with capabilities like nothing we've ever had before.

On the downside, there are a lot of web designers these days and not all may be doing enough to differentiate themselves. Trends are coming and going faster each day. At a time when innovation should be more ripe than ever, I worry about the same old ideas being rehashed again and again. I hope that designers embrace new standards and technologies and we see a new era of innovation in design that takes advantage of new methodologies.

*Where do you think web design will be in the next five years?*

Now that the browser has broken out of the computer, there will be far more emphasis on creating new interfaces for various devices. From mobile phones and to internet-connected televisions, cars and other devices. Along these lines, Augmented Reality will become far more popular and useful and will require a whole new set of design challenges to be met. Websites and applications will certainly almost all contain a social component. And I believe alternative clients and custom UI's to everyday sites and services, but created by third-parties, will also play a huge role in the coming years.

*What would you say to people who want to leave their regular nine-five jobs to become 'freelance'?*

Although I still freelance, my situation is kind of the opposite as after doing freelance-only for a dozen years, I finally settled down to dedicate more of my time and resources on a single brand. Freelancing offers incredible freedom and success, but it is not an easy road for everyone. You truly need to be dedicated to what you do and have a level of commitment and discipline far beyond what most people have in their nine-to-five jobs. But if you absolutely love what you do and are truly passionate about it - if you would be doing this kind of work even if you weren't getting paid for it - then you will be successful, at least on many levels.





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