



## [Ep 1 | Chloe Arielle Design](#)

Hey there, I'm Hope from Unicorn Marketing Co. I'm your host and welcome to the Magic Hour. Hi. Welcome to the Magic Hour after a brief hiatus, we're back and I'm so excited today to be a guest. Chloe Arielle. She's from, I think north. I'm very excited to chat with her today. Um, for those of you who are new to the Magic Hour, uh, this is a space that I like to create that's about slowing down on a Friday afternoon and meeting new people, talking about creative things and just getting in touch with each other.

Um, so welcome Chloe to the Magic Hour. Thank you. I'm excited to be here. So excited and very soon this is going to be a podcast. So if you're listening now on Instagram Live, you're very lucky. And if you're listening later, we're so excited that you're here. Um, Chloe, tell us all about yourself and your company.

Sure. Um, so my name is Chloe. Um, I grew up in northern Michigan. Um, moved to Charlotte, North Carolina ear earlier this year actually. Um, so live in the city life now, . Um, I do brand and web design for kind and conscious businesses. So basically I help people who are helping, other people are helping make the world a better place in some way.

I love that kind and conscious businesses. How did you first get started in design? . So it actually goes way back to junior high. Oh. I worked on the yearbook staff as a little 12 year old, um, and yeah, so I got really into it then. And then I continued, um, through high school working on the yearbook and then the newspaper.

Um, and in one of my classes we watched the, there's a movie about the font Health etc. It's a documentary and very good. If you wanna check it out. I have not heard this. , I watch it. It's a quality film, . Um, but in the film they talk about how impactful design is and how like everything that you see every day has been designed by someone to influence you in some way.

So like, even just the street signs, like they tell you which way you're go. And I was like, holy cow. Like design is so freaking powerful. Yeah. And I wanted to be able to wield that power for good and to make a positive difference in the world. So that's, I kinda set the goal in high school to have, oh my God studio to do that.

So yeah, just been working towards it since then. That's amazing. I am so proud of you for knowing your truth so early in life. That's beautiful. You're welcome. So you're here now, I'm sure you've been out of junior high high school for quite a while, a minute. What is the, what was the process behind building your company and what are some of the things that you've learned along the way?

Sure. Um, learned a lot. . I, I did go to school for design. Um, I went to MSU and then, . I started my business while I was working at corporate job, um, which

it was definitely in the days where like hustle culture was like the thing. And so I was like, yeah, I'm hustling. I'm working my 40 hours a week and then I'm coming home and working my own job. And then, you know, early, early, getting up early in the morning to work with clients and working on the weekends.

I mean, it worked . Um, but it was, it led to burnout. Um, of course, but yeah, so that's how I kind of got my own business started going from corporate to my business. I don't know that I would necessarily recommend that nowadays. I probably would maybe go down to part-time in a corporate job while building clients on the side just to, you know, take care of my physical and mental wellbeing.

Mm-hmm. . Um, yeah, so that's kind of how I ended up starting. Cool. I had the same experience. I started, uh, like in a corporate job and I didn't really love it. And so I started freelancing on my own doing that. And then I started to get bigger and bigger and I was like, wow, this is great, except I'm really tired,

And yeah. Um, and then I decided to go part-time. I left that job and found a part-time job in between. And then I only had kept that job for like maybe six or eight. And then I went full-time for myself. So that felt really exciting and empowering. But it's also a scary experience leaving your set income and wondering what's gonna come from that.

Yeah. Yeah. Um, looking back, how, are there any things, anything that you would've done differently really, other than maybe time management letting go of that yucky space? ? Yeah. I, I probably should have done what you did in like, the timeline made it smaller at least. Um, cuz I did it for two years. Holy.

Molly knew us a lot. . Um, yeah, definitely would not recommend doing two jobs for two years. Um, but here we are. . Here we are. So you've had your own company for how long now? Um, I think it officially was in 2018, so four years. Oh, amazing. Congratulations. And we met each other through the socially conscious social Club, which is, uh, hosted and owned by totally Terence Social.

I said that right? Right. I think so. , um, I love her monthly, her meetups and her calendar. Are you using that a lot in your business? . Um, yeah, I try to, whenever I am actually posting consistent content, fair . I, I, it's very handy, um, to know those important dates. Yes, for sure. Uh, so please tell me more, what do you love about design?

Um, a lot of things. It's, I mean, it's been kind of my passion thing since I was a kid, so, um, okay. I, it's easy when you're, when it's your job to like lose track of. , the fun elements of it. Um, so I like to take a step back and have fun, , um, cuz design can be really fun. Um, I like just the transformation of taking, cause I do branding, so taking probably someone's old brand or if they don't have a brand yet, and then transforming it into something that it's just so them.

Um, that's really satisfying. Um, to see and to see the look on like the client's face when you present the, their brand. That just feels like them. Yeah. One my favorite things. I love that. How do you find that process? This is not part of the pre-programed questions, but how do you help a brand find their true, authentic self?

What is that process like for you? Um, so I'm a pretty intuitive person. Um, I'm a highly sensitive person. I so. , I'm able to pick up on people's like vibe really well. Um, so I usually have a strategy call to start any project, uh, where we talk about their challenges, who their audience is, get really clear on all of those things, and I'm able to just kind of help them with their vision.

Um, through usually just a, a strategy call at the start. Cool. I feel like your intuition really helps curb your design, your creativity, just like flow in the right ways. Yeah. Ah, amazing. Um, so what does a day in the life of clothing look like? All over the place. . It's different every day. Um, I started using Notion to plan my days now, which has been a game changer.

Um, I used to, I jumped around from like Trello to a sauna to all the things. And I, I'm really liking notion cuz it can be, it's like customizable. This is not pro promoted by notion. Um, But sponsored by Notion, , maybe one day. Um, so I just, I kind of plan everything out in there and then go off of the list so I have like a master list in there.

Mm-hmm. . And then I'll assign different things to different days. So it depends on the load of each day. Um, Mondays are my CEO days. the best choice I've ever made. Um, so on

Mondays I don't do client things. I don't email. Mm-hmm. , I don't go on like client calls. I just work on the business instead of in the business

Mm. That's so important because it can be really hard to find that time. And if you're not carving out that time or making the space for your business, how are you going to grow? Right. Yeah. And now I don't dread Mondays cuz there's like nothing scary or weird that I am too. Mondays are fun now. I love

Awesome. I've heard really good things about Notion. Um, I haven't really played around with it. What would you say it's like compared to Asana, Archello? Um, so there definitely is a learning curve. Um, if you're not super technically savvy, it's kind of tricky. Um, , but I, I just like that cuz cello and asana are kept very like, specific things that you do with them.

You can't customize them a lot. Mm-hmm. , um, and notion, I, you just can't, it's, there's just so much customization and you can filter things however you want. It's just, honestly, I think you should make a reel of your notion. I. Show us the behind the scenes . Oh yeah, that is a good idea. I would love it. I would kept link account over that.

what wouldn't you say your creative process is like? How do you tune in, start drawing and find that inspiration? Um, so. . As I said, I grew up in northern Michigan, um, in a house surrounded by woods. Uh, so nature is a big one for me. Um, you know, feeling grounded, connected to the earth is important. So I like to go for walks, things like that.

If I'm not feeling super inspired, um, just to get out of the, the space. I'd like to also look at like old, I don't have, be old, like graphic design textbooks, like older designs and like do a throwback. Mm-hmm. fun. Um, those are super fun. Oh, of course. Like Pinterest , is it always a classic place to live?

Love it. Um, absolutely. I try not to doom scroll on Instagram for inspiration because then it's, You don't come up with original stuff too much? No. It's very crowded sometimes. Yes. Um, and then your, your own voice isn't coming through or maybe your client's voice is getting Hmm. I can totally understand that.

We have a lovely listener who says that she has hated Trello and has used a asana, but she's gonna look into trying notions. Yeah. That's cool. Try it. Let us know what you think. Yeah. Also, please sponsor us Notion. Thank you.

uh, , the one you're outside or in your office space. What kind of process are you looking for when you're looking for that design inspiration? You are on Pinterest, you're, you're searching around. What do you find? Um, oh, it really depends on what the project. Um, it can vary

greatly. It could be anything from like a random street sign or like a painting or it can vary a lot

Cool. What kind of, and how would you define a kind conscious brand or business that you most likely work with? What does that look? Yeah, so it's basically anyone who's helping the world or helping other people in some ways. So like an example would be, and it's usually a lot of service providers, um, coaches, consultants.

Um, like a therapist is a good example of someone. Mm-hmm. , um, or like a photographer that works with, uh, health conscious, um, food brands would be a good one. Um, I'm working with a nonprofit that I can't talk about too much yet, which actually is with Taran. Um, oh, cool. We're working on a little project to, uh, raise money for orphaned animals in Ukraine.

Um, . Yeah. So people who are just, you know, trying to make a, a positive difference in the world. Amazing. Mm-hmm. . Um, what kind of software or forms kind of stuff do you use when you're designing in, in your everyday business other than notion, ? Oh, yeah. Um, I use a lot of Adobe things. Mm-hmm. as one does. Um, , mostly just three of them.

I use Illustrator in Design and Photoshop the most in design, probably the least, um, illustrators where it's at, especially logo design. Um, I don't need, don't need to go into the detail. No, you don't have to go into, but I could, um, love about that stuff. . Um, sometimes they use like Adobe Premiere or Rush, um, to edit videos.

Rush is kind of handy. If you have the Adobe Suite on your phone, you can add other videos on there. Um, and Canva of. Has become an integral part of, I think everyone's business these days. Um, back in a lot. Back, back in my day, I swear Campo was not as good as your, it was not. And like I was in university being like, I wish I could remove the background on this logo.

And nowadays it's like a whole new world. Yeah. . I remember the early days of Canva and I, yeah, people would try to use it and I was like, what are you doing? Just use Adobe. But now it was, I know, it's, it's so handy for people who, like, Adobe's expensive. If you're not a designer, campus free, like ski camp

Yeah, sure. It's very accessible for like different people or nonprofits and I think a lot of people are using it, which is great. Yeah, definitely has changed so much. So kudos to them too, for listening to their audience and tuning into what we need. That's awesome. Awesome updates lately. Yeah. Um. . So we know that you love old school design practices.

Can you tell us a little bit about print media and typewriters and how these influence your designs? Sure. Um, I actually have like a little letter press, uh, machine that I use sometimes. It's kind of out of commission now because we moved and it's. Far away.

The, the thing that I like most about kind of the old school, um, methods is the tangibility. Like with all, everything being so digital all the time, you lose track of like, what it feels like to make something with your hands. Um, and it's just, it's really, it's more, even more satisfying. Um, yeah. And, and it's also going back to like grounding yourself.

Like it's just, there's something. holding, like actually holding a physical thing that you've created. That's really nice. I love that. So do you use your, your letter press often or have you in your designs that you turn digital? Um, not the letter press. I don't think I've used that too much. Um, I usually start designs, um, on pencil or sharpie and paper.

Mm-hmm. , um, Sometimes use my iPad just to skip a step. , you still, it's digital, but you still have the hand feeling. Um, yeah, the letter press is tricky because mine is really tiny. It's a three by five, is like the sign plate on it. Um, so all of the type I have is. Really, really tiny. Mm-hmm. , it's like, I think it's pointy garand, like very small.

Um, very cool. Really tricky to scan for fun. . Yeah. I bet it would be tricky to scan too, or to like blow it up and make it work. Yeah. But it sounds really cool to play with and to get your creative skills flowing. Yeah. Can you tell us a little bit more about some of your favorite companies or campaigns that you've worked on?

Sure. Um, so there's the one I'm working the secret project that I'm working on, , which that one's just so exciting right now because it's just like such an important thing to be helping abandoned, orphaned animals. Um, and so there's that one that's really not. Fun but fulfilling and mm-hmm. important. Um, and then I work with Michigan State University, their museum every year.

I design the identity for, um, they have like a specific, uh, it's called the CoLab, um, exhibit, where they, the exhibit kind of challenges. , different topics. So this year's was called, um, 1.5 Celsius because it was all about climate change. Mm-hmm. and, um, different exhibits on, you know, the positives and the negatives.

Can we save ourselves, can we not? Um right. And so I did the identity for that and that is always really interesting, um, to see what different people come up with. And then recently I also did. Alyssa Boyer, she is an H S P, um, mentor on Instagram. And, um, life by Alyssa is her handle. Alyssa with an I. Uh, and I just did her website, uh, fairly recently, which was really, really fun to do.

Ooh, cool. I love your designs. I feel like we're very similar. Like we love Yeah, we . Just go ball in the corner of the room right now. . I wish I have like this little, like this little light piece that kind of brings it in. Yes. When I saw your brand photos and they had the confetti everywhere, I was like, oh my gosh.

Yes. We need to go to North Carolina right now. . Yes. . Um, so working with your super secret project and kind conscious businesses, you have probably come across a lot of accessibility in design. Mm-hmm. , can you tell us what that is? First there's more questions. . Um, so to start, there are different kinds of accessibility.

So there's digital accessibility, physical accessibility. Um, I focus on digital, on the internet. Um, but an example of physical access, accessibility is like making sure that there's a ramp for people who use wheelchairs or like making sure the doorways are wide enough or things like that. Mm-hmm. . Um, and then digital accessibility is a whole different ballgame.

Um, with so many components. Um, so, uh, around 20% of people, uh, have a disability. So I don't know where the location's at, that's just United States or the whole population. Um, but still it's a huge number, um, of people who have some kind of a disability. Mm-hmm. in basically accessibility practices, make it so.

people with disabilities can consume your content. And the best part about it is that when you make it easier for people with disabilities to consume your content, you also make it easier for everyone to consume your content. , that's a win-win. . ? Yes, I am working with a client, um, and we're building on her brand and her business, and she is a EDI consultant and we were just talking this week.

how the word accessibility makes people's brains turn off. They, they hear the word and they're like, okay, yeah, I know what that is. Mm-hmm. . But I think that we all really need to dig deeper when we hear those kinds of terms and look inward and think about like maybe what you need compared to somebody else.

And it's, that's the start of the process. It's not about, yeah, it's not about profit or. Any of those kinds of things. It's really so much more than that. Yeah. It's pretty much a necessity at this point. Yeah. It's like, it's not, it's not a fun, cool thing to do. It's something you need to be doing. This is not a trendy thing.

Yeah. This is necessity. I totally agree. Um, so in digital design, what are some of the common ways that you've seen designs be very inaccessible, and what are some ways that we can correct. . Mm-hmm. . Um, so color contrast is a big one. I talk about that a lot. Um, so what color contrast is, is the amount, there's a way to measure the amount of contrast between a background and the text that's on top of it.

Mm-hmm. . Um, so if you think about colors and if, if you were to turn them to gray scale, like what, how close would they be in shade to each other? That kind of is what contrast is. So people with visual disabil. Um, can still see your content, even people without visual disabilities. It can be really tricky sometimes.

Um, so like for example, one of my brain colors is pink, and pink is notoriously difficult, um, for passing color contrast. Um, so. , I, you can't always use white text on pink. Um, because if you were to turn them both to grade scale, the contrast just isn't high enough. Most the, mm-hmm. , um, the scale kind of shifts if you have large text versus small text.

Um, but essentially the higher the contrast the better. Except , there are some people who are sensitive to too high of contrast. So, that would be black and white would be the most contrast that you could ever get. Um, and some people have a hard time viewing that. It's hard on their eyes. So something you can do to prevent that is instead of using, um, like a full black, you can use a dark gray or like a darker color of one of your brand colors.

That's great to know. I was so grateful that you had a look at our rebrand before we went live and you had some wonderful points and I was like, oh my goodness. I had never thought about that before. And again, a necessity. So thank you for your beautiful mind on that. Thank you. Yeah, course. Um, what about content like flashing videos and quick gifts?

Can these be hard for people to see? Can it trigger something like an Apple app leisure? . Yeah, it definitely can. Um, if you are going to include FLA flashing graphics, um, there are some things to watch out for. Mm-hmm. , um, basically try to avoid it if you can, but like, if it's, if it's necessary, try to make sure that, um, it doesn't flash.

I think it was three times in one second. Okay. That's like too fast. Um, also try to avoid red. Red apparently. More, um, of a trigger. Yeah, it's more of a trigger, um, for whatever reason. Mm-hmm. . Um, and then something you can do instead of doing like flashing would be to have something that. , it's hard to describe like changes size, you know, like it goes like bigger and smaller, kind of slowly.

So it kind of like bounces instead of like fully flashing. Mm-hmm. . Um, and avoid having like the full screen flashing of the smaller it is the banner. Right. So a section maybe of an email or, yeah, not a whole banner. Okay. Okay. That's good to know. That's good to know. . Um, and how are color and topography important aspects of accessibility?

Yeah, very. They're both very important. . Um, so I didn't really talk about topography yet. Um, dive in using legible. I love mon. I have the type the tape. I love it behind me. Um, uh, using legible font is very important. Um, especially like on Instagram where. graphic is



pretty small. Mm-hmm. . So you wanna make sure if you're making stuff for social, usually a good rule of thumb is make it a little bigger than you think it needs to be, because it can be tricky to read.

Um, and then when it comes to text on images of other thing to do is make sure that your images have. Instagram doesn't make it super easy to do that while scheduling. Um, but you can go in after and add it kind of a pain. But hopefully one day they will, you know, work with the auto publishing program.

That would be great. Um, and then something else you can do as well is provide image descriptions in your caption or, um, in the comments. I usually do it in the caption because then, um, a screen reader will read it out with the caption. Um, so you wanna make sure that you describe your images if they have texted them in the caption.

Um, cool. Yeah. . That's great. Uh, and I also know that like when you're adding the alt text, it's so good for the algorithm. It likes that. So that's it. Good. . That's good. Say, oh. Um, and the difference between an image description and alt text go on. So alt text, the way you want to write it is you don't need to say like, this is a photo of like, we know, right?

Yeah. Just, just jump right in. And if the alt text is gonna be a brief description, so like, keep it simple, just what people need to know. About what's in the image. The image description can be a lot more detailed. It can be like in your own brand voice. Um, you can go into more, more details in the image description.

Ooh, that's a good point. And that's a great way of using your brand voice too. It doesn't have to be boring. Like this is a woman sitting up fair talking to Chloe on Instagram, . It can be different. I like that. Right, good point. Um, is there anything else about fonts to consider? I'm sure. Um, I guess the, oh, well you don't wanna do like, um, script fonts are really tricky to read.

Yeah. So use them sparingly. Yes. Um, headings is the best place for a script font. Um, I would never do body copy in a script. Um, same goes for a lot of like the trendy, like wavy fonts. Um mm-hmm. , bigger, smaller amounts of text are good. and keep your paragraphs legible. ? Yes. A nice pan syrup or a syrup font.

Yes. . Um, I have a vendetta against script fonts. I think that can be very beautiful, but they can also be so hard to read and so annoying and it just doesn't make any sense to me. . Yeah. And script fonts are easier to be bad. Fonts, like just before they made, like if people are, cause the, there's so many d.

like ligature. Ligature is the, um, when two letters are next to each other, how they like connect, um mm-hmm and with script fonts, there are so many different combinations to consider that like, I mean, I think we've all probably seen a script font where the little loopy thing like. Weirdly crosses another letter where it's not supposed to.

Instead of ing, they just, they're iffy. You have to get a good one if you're a good, good one, . And it's so hard to find a good one. Definitely. Yeah. Or everyone's perception of good could be different. That's very true. . Um, so what are some of the main ways that we can, as designers and agencies and just general.

people in life that we can ensure and check that designs are accessible. Mm-hmm. . So the easiest things are, uh, the check your color contrast. Mm-hmm. . Oh, and how do you do that? Um, there are many, many websites, um, to check color contrast. So one of them is web aim. Um, and you can just Google Web, aim, color, contrast checker, and.

Comes up, it actually has a nice little side panel that explains what the heck the numbers mean. Mm-hmm. . Um, so when you're checking the color contrast there is, it grades it on a ratio level. So it's like a one-to-one ratio, to like nine to one ratio, whatever. Um, a higher the number, the better the contrast.

I think it has to be at least a 4.5 to one ratio to, um, pass the lowest level of access. . Um, so web aim is one for that. And then also the one that I use on my computer, I have a Mac. This is only a Mac, um, available thing, but it is called pick a, like pick a color. Um, oh yeah, I k a. Um, and that is really helpful.

It lives up in the top of my, um, computer bar. Nice. And I can just click on it and I drop colors and check colors super duper easily. Oh, I love that. That's really, it's quite handy. Yeah. Um, if you have, yeah, so we talk if you have texts in your images at alt texts, and that doesn't go just for Instagram.

That's like if you're sending emails out if it's on your website. Like alt texts and alt text is really good for ESCO too. Um, on websites. Mm-hmm. sometimes. Mm-hmm. that describe your images and with image descriptions, um, on, I. , if you do hashtags, you can do camel case so that screen readers don't just read a bunch of like, you know, nonsense

I've never heard that one. It will read it as like individual words. Okay. Um, I don't know if Instagram is being nicer now I for a minute. They were saying that like, hashtags only counted if they were in your caption, um mm-hmm. . But for accessibility, it's better to have them in the comments. Then when the screen reader is reading your caption, they don't have to read all of the hashtags.

Do you imagine scrolling through and just hearing like hashtag creative lady directory, hashtag magic hour. I would want to be over things that as like an able-bodied person. It's like you don't, you need to start thinking about, um, yeah. When you're creating your. . Yeah. That's fascinating. I wanna like test out my Instagram feed on a screen reader right now.

Yeah. Um, and where can people learn more about accessibility in design? Is there articles or courses that people can take? Any associations, databases of all this knowledge? How did you learn about all this ? Um, well I actually. One of my first like freelancing clients, um, when I was building my business just happened to be a digital accessibility company.

Um, and so I helped update their brand and, um, make it all accessible. I remember it being so bummed when I first learned about it that like I couldn't use bright colors because it wasn't accessible. And in design school they're like, oh, just use whatever colors you want. Like, it's fine, right? And I was like, ah, I can't.

I can't use any fun colors. And then I was like, oh, but wait, if people can read it. So that's more important. Um, but like making that switch is really important and design school doesn't talk about this stuff. Um, interesting. I wonder if they are in 2022. I hope they would be. I hope so. But you know, I don't have a lot of.

That's a whole other rant about how the educational system can be hard but far behind. Yeah. Yeah. Um, so you learned about it through your client and then did you kind of have an interest and start gaining all this knowledge over the years kind of vibe? Yeah, so I'm actually still work with them. Um, and I've just learned so much over the years and all the different ways that you can still have a fun brand, like, and have it be accessible.

it's not, it's not really a barrier. Like it's, you can do it. Um, awesome. But, oh, the, one of the websites where you can go to learn more is called [wthree.org/wai](http://wthree.org/wai), and they have a lot of free information on there. Um, if you just googled digital accessibility, a ton of stuff pops up. Um, a paid version is called dq Univers.

D E Q U E University. Okay. They have a lot of paid courses, um, that teach about accessibility. That's cool. Yeah. Neat. Um, so to you, in your personal opinion, what would you say are some of the most important aspects of design? So, B, like the story that you're telling, um, that's the most important thing, um mm-hmm.

And then that informs the actual design choices. So back to design school, when you're taught design, it's like they were always teaching like, oh, great, design is invisible. Like people don't even see it cuz it's so, it's so good at getting the message across that like they don't even know it's happening.

Okay. Which I mean, . I think that's kind of like an old school approach because I like to make sure people are having fun while they're Yes. Um, getting the information. So they do notice the design, um, as well. But, um, the, the story that you're telling is probably the most important part of design. . I agree.

And then it really filters into every aspect of your design too. Mm-hmm. . Yeah. Are there any trends that you are seeing nowadays out there on the interwebs that people need to be more aware of? So, I would say to be cautious with trends. Um, trends are fun, but trends come and go. Mm-hmm. . , I would just keep in mind like your brand and what is actually on brand for you, and then assess the trend with that in mind.

Um, because it, you don't wanna be the brand that's constantly switching and going with the trends because then, you know, you don't have a brand anymore. You just have like random friends that come and go. Mm-hmm. . Um, I guess some of the trends that are going around is like a less polished. Look to like video editing.

Mm-hmm. , um, and some design things like more, um, collage, things like that. Mm-hmm. . Thanks Megan. Yeah. Thanks Megan. That's so nice. . Um, one that's good for adapting to all brands is, um, digital stickers and badges. Those are one and adaptable, so you can have them created. To match your own brand and your own vibe, and then still be like participating in the fun trend and then make it part of your brand.

Mm-hmm. . Um, something that's really cool is, that's becoming more popular, I think is like AI generated art. Yes. Um, it's, have you tried it? I have seen it, and I think it is fascinating. It is w like you can lose so much time. It's a dark hole. . Yeah. There's the, I think the main website, um, it's called crayon.com and it's C R A I Y O N because it's like ai, you know, like mm-hmm.

Mm-hmm. . Mm-hmm. , artificial Intelligence, um, . But if you go to that website, and you can type in a prompt and be as detailed as you want, and then they'll come up with the most wild images. It's, it's really fun. Um, and cool to, but that's one thing. Um, see, retro stuff is popular. Um, as we were talking about earlier though, like I've seen this recently, so, and it's bothered me.

Um, I, uh, read some articles that were talking about trends and they were ta talking about using inclusive visuals is a trend. Mm-hmm. And it showed me so upset because I was like, like as we were talking about before, like accessibility and making yourself accessible isn't just like this fun trend. It's like you need to do it.

Like using inclusive imagery is not a. It's No, you shouldn't be putting a bipo per, it's the bottom. The bar. Yeah. Just because, oh, it's trending now let's put someone in our campaign, or let's have a model or No. Right. That should be already happening. Just because you're a good person, . I know. It may so upset.

Oh, I can relate to that. Yeah. Are there any companies or brands out there that you would. , do you put an incredible job of accessibility in designing? Um, I'm sure there are a lot. I don't have a ton off the top of my head though. I mean, DQ does because they're in digital accessibility. Yeah. Um, I don't have a ton off the top of my head though, that Oh, no worries.

It's hard to tell because when something is super accessible, like you don't really notice it. Or especially as I don't have any disabilities. Um, so. , it's hard to know on the surface cuz when they're doing a good job, it's like everyone can access their information really, really easily. Mm-hmm. . Um, but yeah, I'm sure there are a lot out there.

Totally fair. Uh, we're almost at the end of the question. So exciting, . Um, how do you measure success as a designer? So, that's a tricky one. Um, my goal as a designer is to help people. If I'm helping people, I feel successful . Um, that's basically it. Yeah. Fair enough. Yeah. When you have a happy client, it's a good time,

Exactly. Yeah. Do you have any tips that you would like to share with anyone who is creating their own design work who might be listening? Sure. Um, don't be afraid of white. White space in the design world is basically any empty space where you don't have like an element in it. Mm-hmm. . Um, and it can be a game changer to have a lot of white space, um, especially with like minimal design things that are trending, um, and just making things clear.

So like, depending if you're a minimalist or a maximalist, sometimes when you're, if you're designing, so. Then you just take one thing away and it's better. Or, you know, you add, like do one thing at a time. If you're doing it in Canva, I always duplicate constantly. Um, every time I change something pretty much , I duplicate.

Yeah. And then I keep working on it. And then you can always go back to your previous thing. So like, iteration is really important. Um, never have I done something on the exact first try. No. . Yeah. Like brainstorm brain. Things like that are super duper helpful. Mm-hmm. , that's a great tip. I love making copies of everything

Except then I'll have a thousand images of something in my camera roll or screenshots on my computer. . Yeah. Um, and for anyone who is interested in becoming a graphic designer, do you have any advice to share with them? Um, I guess just start doing stuff. Campa and things like, it's so accessible these days.

Um, and easier, just easier to do. Um, there's a million YouTube tutorials, videos, classes, all for free. Um, there's a ton of paid courses. I love creatives, has a lot of like, really cool paid courses. Mm-hmm. , um, the Future Without an e has a lot of, um, free content on YouTube. There's. A ton. . There is the world is our oyster

There's so t. Amazing. Well, the very last question is, I think you should plug a little bit about yourself and make sure everyone is following you. Tell us where we can find your website and your socials. All the things. Sure. Um, so my website is chloe ariel.com. It is c h l o e a r i e l l e dot com. Um, I actually just launched a new offering doing a v i P day, um, for website design.

So it's called Dreamy website in a day, and it. Building your dream website in a day, um, on Squarespace, and I'm really excited about that. Um, the link to that currently is in my bio, depending on when the podcast comes out. It might not be there anymore, but my website, um, you should be able to find it. Um,

Yeah. If you need a new website going into the end of the year, I have two spots left for the end of this year, and then I'm already booking people for next year too. So. Perfect. Cut to that link. . And apply. . You have a busy year ahead. Yeah. Yeah. And did you tell us about your socials? Did we already do that part?

Yeah, I just, Instagram at Chloe Ariel. Uh, yeah, same thing. . Same spell. Yeah. Awesome. Are you on? . I am not on TikTok because I don't have that kind of self-control. . I love that answer. Would never not be on TikTok. Yes. So I'm not right now. Um, just do it. Just do in the gram , the gram's pretty great. Yeah. Well, thank you so much, Chloe, for coming on that hour.

I think this is a great way to kick it off again. And it has been an absolute pleasure to learn more about this with you. Yeah, it's been lovely. Thanks for having. , you are so welcome. Thanks everyone for listening and tuning in, and we'll see you later. . .

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