

LOYAL TO HIS ETERNAL VALUES: THE PRACTICAL APPROACH TO DESIGN METHODS AND PRINCIPLES*

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Though this world's media is filled with high quality graphics and design, there is an emptiness and hollowness in it all, which is very apparent to the perceptive believer in Christ. Many Christians, rightfully so, do reject the world's art, entertainment, and propaganda. However, sadly, the trend in Christianity today is not toward the things of God.

All designers who produce graphic images must use software to arrive at their product. When one goes out onto the internet to find companies that offer graphics and web-developer software, they are bombarded with many images (which were produced through the software being advertised) that are often new age, tied with witchcraft, demonic in nature, or simply images for the vain purpose of "beauty." Commonly, the same kinds of people who are producing these images for software sites also produce banner ads and other forms of graphic advertisement. We all, as consumers, are faced with these as well.

"...MEN LOVED DARKNESS RATHER THAN LIGHT, BECAUSE THEIR DEEDS WERE EVIL." THIS BIBLE TRUTH REVEALS TO US THE ROOT OF THE CORRUPT DESIGN PHILOSOPHIES...

We understand from the Bible that "men loved darkness rather than light, because their deeds were evil." This Bible truth reveals to us the root of the corrupt design philosophies that are present in the hearts and minds of business owners, advertising companies, and freelance or corporate designers. They think that the more they implement and embellish their graphics principles and techniques (which we believe are satanic in nature), the better the results will be for them. Whether they hope for great sales, they simply want their work to look "stylish" or they want to gain more popularity and drive "traffic" to their web-site, the root of it all is a love for darkness their deeds are evil.

As Christians, we ought to reject the principles of the world. The world calls good evil and evil good. It should grieve the child of God when we see other professing Christians follow the same path as the world, either in production of worldly

graphics or in the purchase and use of worldly media. For a more detailed look at our Biblical under girding for our designs and products, please read The Theological Approach to Business and Design Principles, also found on PrincipleDesigns™. At the end of this article, the reader will find a list of what we will and will not produce or promote, along with some helpful tips.

So, what should or shouldn't Christian designers do, especially if their heart's desire is to please the Lord? The primary purpose of this article is to give the position that PrincipleDesigns™ holds, in practical terms. In other words, what will we do and what won't we do in producing our own graphics, ads, and other forms of media? And, what will or won't we do for our customers?

First of all, we do not seek to "fit" the world. The apostles in the first century "turned the world upside down" for Christ. We, at PrincipleDesigns™, are seeking to turn the world's principles upside down for Christ. This is not to say that we are going to do the opposite of the world. This may in fact fall short of the Biblical approach that we have. Truly, we cast away their principles and allow the Scriptures to guide us in what is right.

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But how do we separate from the world, not only in our minds but also in our designs? Or, with what principles should a customer order a "Christian" business card or web-site? In response to this practical article and our theological article,

many readers may ask such questions. However, many who ask these questions also think it is impossible to produce godly media, because it appears that the world's design principles govern every designer's product. But is that true?

We, at PrincipleDesigns™, contend that such a view of media is corrupt. As designers, who have met many other designers, we can tell you that each designer has their own principles, practices and methods to produce their media. It is very evident that design principles are bound to one's belief system and influences their practices and methods accordingly.

IT IS VERY EVIDENT THAT DESIGN PRINCIPLES ARE BOUND TO ONE'S BELIEF SYSTEM AND INFLUENCES THEIR PRACTICES AND METHODS ACCORDINGLY.

Therefore, as graphics designers and web-developers who are believers in the Lord Jesus Christ, we are compelled and able to produce media that is not of the world. As believers, we have an absolutely different message to offer to the world the gospel. As designers, we also have an absolutely different message to produce in our media, and so, what we produce should reveal The One Who is in us.

We do not say that we are not able, nor willing, to produce high quality, pleasant media. However, what we produce must be in a style that pleases the Lord. We cannot, in good conscience, produce poor quality for our customers, because we are working as unto the Lord. We rely on Him to enable us in all that we do, including the design of our media.

So, with all of that in mind, here are our principles that are binding upon us and upon what we will or will not produce for our customers**:

- WE WILL work as unto the Lord and not as unto men

- WE WILL help to promote The Truth solely through Bible believing ministries and businesses

- WE WILL promote what we believe to be true, honest, just (righteous), pure, lovely, of good report, virtuous, and worthy of praise

- WE WILL NOT, as a general principle, produce any media which we deem as ungodly

- WE WILL NOT produce any New Age, demonic, or witchcraft media, including the following:

▶ Graphics that have an unexplainable glow or aura, whether it is an aura around a human, animal, building, or other object

▶ Graphics that have transparency affects, such as objects looking through other objects or half-transparent people (photographs or images of people that have a "ghost-like" quality to the image)

▶ Graphics which apply unnatural affects or "textures" to people or animals, such as applying an affect of the skin or hair of an animal to a human.

▶ Graphics which personify animals or objects, such as done in many modern cartoons and movies

▶ Graphics which glorify or animate death, such as ghosts, demons, mummies, "living dead," skeletons, or any such like

▶ Graphics that promote Halloween, or otherwise known as "All Hallow's Eve."

- WE WILL NOT produce media which promotes idolatry, false gods, or false worship.

- WE WILL NOT produce any religious "art," such as angels, images or likenesses of Christ (whether from His ministry on Earth, nor His death on the cross, nor His resurrection and ascension). (We firmly

believe in the truths of the death, burial, Bodily resurrection, and ascension of Christ, however, to produce such graphics images would be idolatry.)

- WE WILL NOT produce media that contains double-meaning(s) and contradictions. Nothing can be good and bad at the same time, nor true and false at the same time, nor real and unreal at the same time.

- WE WILL NOT produce any media which promotes anything sinful, or which may lead to sin, such as gambling, alcohol, tobacco, narcotics, fornication, adultery, or "unnatural affection"

- WE WILL NOT produce any media which promotes unbiblical movements, such as feminism, sexism, racism, Satanism, communism, new ageism, and Buddhism (and other false religions).

- WE WILL NOT produce any media which is violent in nature or would promote or encourage violence.

- WE WILL NOT produce any media which teaches, endorses, or employs the teachings of psychology and psychological techniques of manipulation either in ads, graphics, or otherwise.

- WE WILL NOT use or promote the world's music (i.e. rock, country, rhythm and blues, jazz, rap, reggae, techno, hip-hop, or anything else that we deem to be of the world) in media that we use or produce.

- WE WILL NOT use or promote worldly "Christian" (often referred to as Contemporary Christian Music) music in our media that we use or produce.

Finally, here are our practical recommendations, for choosing media, to any believer who reads this article:

- Stay close in your relationship with the Lord Jesus Christ

- Read your Bible regularly and pray often, according to the Word of God

- Seek His will and not your own

- Seek godly counsel from men in the ministry, who truly know the Lord and His Word

- Carefully examine your own motivations and desires, in light of God's Word

- Be willing to abandon ideas and desires which are not pleasing to the Lord, according to the Bible

- Always ask yourself, "In light of eternity, are my ideas, desires, and values pleasing to God?"

**This list is not limited, however, it provides enough framework of our principles for readers and customers to be helped and to understand our business convictions. We reserve the right to add to this list in time, if we see the need arise.

*PrincipleDesigns™ is in business to offer services to those Christian ministries and business organizations that want to honor the Lord Jesus Christ, with all that they are and all that they have.