

Evolving Media Chronicles

2025 EDITION | VOLUME ONE

WE'RE BACK

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- **STAYING SAFE ONLINE**
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- **RISE OF PDF EXPLOITATION**





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WE'RE BACK!

We're not just stepping back into the game—we're rewriting it. After years of juggling a business with a high-octane career, I'm here, reloaded with a renewed vision and a hunger to deliver like never before. This isn't a return; it's a revolution. Get ready!

WHERE I'VE BEEN?

For five years—December 2019, to December 2024—I enjoyed working as a Unit Media Specialist at Carleton University's Office of the Dean Faculty of Public Affairs in Ottawa, Ontario. Full-time, no half-measures. In my role, I had the pleasure of partnering with Chairs, Directors, program administrators, researchers, and powerhouse teams across diverse academic units, uncovering a need, turning bold ideas into reality. Anchored with experience as a self-employed creative practitioner, I managed the projects, collected content, scanned historical photos, photographed areas on campus, and filmed testimonials for use in the final projects. Think redesigning and launching cutting-edge websites like the Norman Paterson School of International Affairs (NPSIA), the School of Social Work, The War in Ukraine Observatory Portal (EURUS), and the Sustainable Energy Program. I filmed gripping interviews, captured massive events such as Black History Month 2024, MPM Pinning Ceremony 2022, the Chinese Canadian Conversation 2023, and produced promotional videos for Political Science, Migration and Diaspora Studies, and Sustainable Energy as an example.

I also designed sleek program magazines for Political Science, Masters of Political Management (MPM), NPSIA, and EURUS. I photographed students, professors, and guest speakers in action—to name a few.

Every collaboration was electric. Working shoulder-to-shoulder with program Chairs, Directors, and their tight-knit crews, I thrived on the rush of pre-planning, brainstorming wild concepts, and pinpointing the sharpest, most practical way to bring visions to life. The result? Seamless execution in a timely manner.

Working as a Unit Media Specialist wasn't just a job—it was another proving ground, working with academics. It strengthened my skills as a master of adaptability and versatility and a titan of teamwork. From university halls to corporate battlegrounds, I've got the chops to tailor solutions that don't just meet your needs—they exceed them. Collaboration? It's my superpower. Time management? My secret weapon. I've been sharpening my edge, and now I'm back to unleash it all—whether it's for your business, your organization, or your next big win. Let's make it happen.

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What can we do to help your business or organization prosper?

▶ Demo reels are available at:
[YouTube.com/@jefferypoissant](https://www.youtube.com/@jefferypoissant)

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Jeff Poissant, Unit Media Specialist,
filming the Director of Economics, Hashmat Khan,
at Carleton University.

Photo by Court Lindsay

Evolving Media Chronicles

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Unless stated otherwise, projects showcased within this journal are designed, photographed, written and developed, by Jeff Poissant, RGD, Senior Creative Director and Media Specialist. I also highlight my time working as a Unit Media Specialist in the Office of Dean, Faculty of Public Affairs at Carleton University.

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PUBLISHER
Evolving Media & Design Inc. 57 Gauthier Street, Alexandria, ON, K0C1A0
613.482.1159 thestudio@evolvingmedia.com evolvingmedia.ca

Illustrations within this magazine are created using various AI tools.

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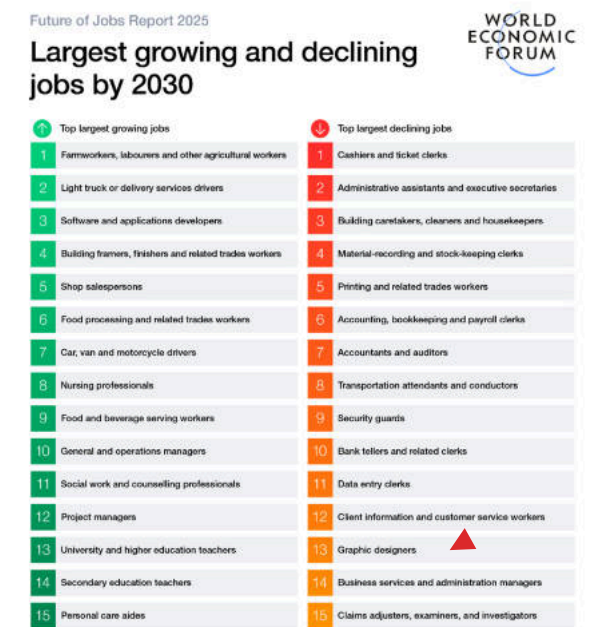
RUMOURS HAVE IT THAT GRAPHIC DESIGN IS DEAD

Written by Jeff Poissant, RGD

As with all theory and practical disciplines, graphic design remains highly relevant in 2025! It's evolved with technology, but its core purpose—communicating ideas visually—is as crucial as ever. With AI tools streamlining workflows, designers focus more on creativity, strategy, and user experience. Digital platforms, AR/VR, and immersive branding keep pushing the field forward. The explosion of content creation—think social media, virtual spaces, and personalized marketing—means strong visuals are in constant demand.

WHAT DO YOU THINK ABOUT HOW THE COMMUNICATIONS FIELD IS CHANGING?

Recent charts posted by members on LinkedIn highlight that graphic design is a dying field. It is number 13 on the top declining jobs of the WEF Future of Jobs Report 2025, which is reasonably up-to-date. We need to counter this narrative by educating the client. Read on!



Note: The jobs for which employment figures are expected to increase or decrease the most in real terms by 2030. Source: World Economic Forum. (2025). Future of Jobs Report 2025.

Reference:
www.weforum.org/press/2025/01/future-of-jobs-report-2025-78-million-new-job-opportunities-by-2030-but-urgent-upskilling-needed-to-prepare-workforces/

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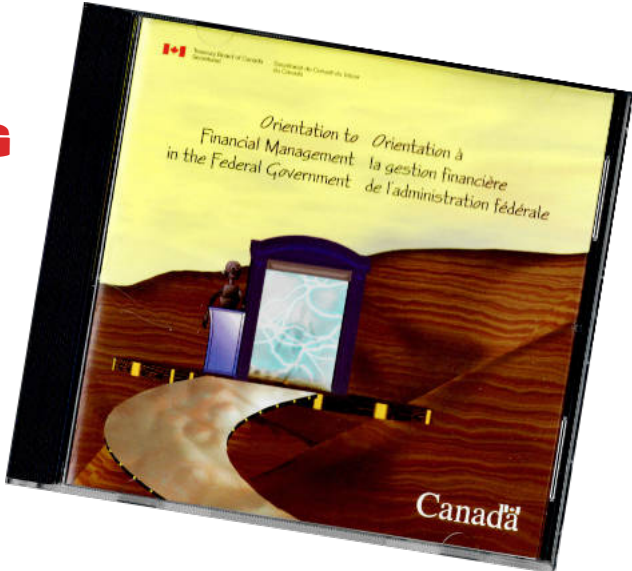
Blue Mountain Resort
Photo by Jeff Poissant, RGD
Personal Portfolio

COGNITIVE DISCIPLINES LIKE GRAPHIC DESIGN ARE NOT DYING

Cognitive disciplines like graphic design are not dying; I'd like to counter this perception, which often stems from misunderstandings about the industry and its practitioners who, like any industry, have a range of skill sets depending on whom you hire. While it's true that automation and AI tools are handling some repetitive design tasks, the demand for skilled graphic designers who can bring creativity, strategy, project management, budgeting, and human insight to the table is far from fading.

I'd argue it's history repeating itself—the year when the design and printing community was first introduced to personal computers, the advent of Aldus PageMaker, QuarkXpress, CorelDraw, and Macromedia Freehand, to name a few software applications. At the time, creatives had to adjust, retool, learn new workflows, invest in expensive equipment, purchase typefaces from a service bureau for their electronic layout, and, let's not forget, sneakernet.

Having to save the artwork to a SyQuest Drive or a CD-ROM. After the transition, graphic designers were much better off and emboldened, as they had greater control over the creative process.



In 1998, I was part of a team that developed, created and produced a CD-ROM application for the Treasury Board Secretariat, Government of Canada. My part of the puzzle is to design, make, and prepare all of the graphics and user interface, UX Design by today's acronym, for the learning application.

I enjoyed working with Asymetrix Learning Systems, McCurdy Ridge Multimedia, SkillsPlus Training, and Adams Heritage Consultants. We were five companies working together to achieve a common goal.—It is possible.

“ Sneakernet is an informal term for the physical transfer of electronic information between computers. It's a play on the word "network" and the sneakers someone wears to carry the data. This term was used before High Speed Internet. Remember dialup, CompuServe?



INTRODUCTION OF COMPUTER-TO-PLATE

The next evolution was the introduction of CTP computer-to-plate technology, which affected designers and offset printers alike.

“In 1993, Agfa claims to have introduced the first Computer-to-Plate (CTP) imaging technology, eliminating the need for darkroom processes. Early CTP systems were predominately large and expensive, largely limiting market adoption to large-scale printers. CTP technology, however, has continued to evolve. Today CTP systems have become the go-to standard in the pre-press and printing industries. CTP solutions have also made printing more affordable and print production more productive.

As a result of CTP technologies, the market trend among graphic arts demands faster turn-around-times and shorter run-lengths. “Print on demand” has become a common phrase in the digital world. Last-minute changes — which used to be cost prohibitive — aren’t given a second thought anymore. The flexibility CTP solutions offer is critical for printers to survive marketplace demand today. It is also expected from consumers who want speed, quality and affordability when it comes to their printing needs.” — platesetters.com

Next, the advent of the Intranet and the global Internet introduced websites and portable document formats (PDF), which, at the time, the media preached the end of print, which resulted in the mass consolidation of offset printing companies. The small press owners pushed aside.

The advent of AI is not a threat to graphic designers but an opportunity. With AI, graphic designers can become creative heroes in other industries, leveraging technology to enhance their creativity and produce innovative designs—another tool in our arsenal.

Branding in the Digital Age

Companies like Airbnb and Spotify continue to invest heavily in unique visual identities. Airbnb’s 2023 rebrand, with its custom typeface and cohesive design system, wasn’t churned out by AI—it required designers to craft a narrative that resonates emotionally with users, showcasing graphic design’s role in creating memorable, human-centric branding.

CONCRETE EXAMPLES AND TRENDS AS OF FEBRUARY 20, 2025

Immersive Experiences (AR/VR)

The rise of augmented and virtual reality has opened new frontiers. Take the 2024 launch of Apple’s Vision Pro—its interface and marketing visuals relied on graphic designers to blend aesthetics with usability. As AR/VR grows (projected to hit a \$250 billion market by 2028), designers are essential for crafting intuitive, visually stunning experiences.

Social Media Evolution

Platforms like TikTok and Instagram are visual-first, and brands need custom graphics to stand out. For instance, Nike’s 2025 campaign featuring animated shorts and bold typography on Reels wasn’t generic—it was designer-driven, tailored to grab attention in a crowded feed. Posts on X from industry folks echo this, predicting a resurgence of design for physical-digital hybrid content.

Sustainable Design

With eco-consciousness on the rise, companies like Patagonia use graphic design to communicate values through packaging and campaigns. Their 2024 “Repair, Don’t Replace” initiative used striking infographics and minimalist layouts—work that demands creative problem-solving beyond what templates can offer.

Data Visualization Boom

Designers turn numbers into stories as businesses drown in data. Look at how The New York Times uses custom infographics to break down complex trends (e.g., their 2025 climate impact series). This niche is growing fast, with LinkedIn chatter showing demand for designers who can blend art and analytics—an area where AI is another tool within a designer’s creative arsenal.

The idea of graphic design “dying” ignores how it’s adapting. Basic logo makers exist, but they can’t replace the strategic thinking behind Coca-Cola’s 2024 heritage campaign, which used retro-inspired design to boost sales by 15%. The field’s not dying—it’s shifting toward higher-value, creative roles. Whether it’s offering photographic or video services, UX design, website development or project management for large assignments, a varied background in communication design is key; always learn new skills and adapt to new opportunities.



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TRENDS IN GRAPHIC DESIGN & VISUAL COMMUNICATIONS FOR B2B MARKETING

Design and Media Strategies



Here is a brief visualization identifying trends within the graphic design and visual communications industry—specifically for UX Design, Photography, Video, Web Design, Graphic Design, and Podcasts—in Business-to-Business (B2B) marketing. We tailored the trends to reflect how they apply across the varied communication and promotional vehicles available to us today: printed materials, websites, and social media as of February 25, 2025.

Start a conversation as you review your business's current marketing mix. Is there anything you wish to include?

CAN A GRAPHIC DESIGNER BE SKILLED AT OFFERING PROFESSIONAL PHOTOGRAPHY, VIDEOGRAPHY, AND UX DESIGN?

Yes, absolutely; a highly skilled graphic designer can develop skills in professional photography, videography and UX Design—and many do! These fields overlap in their focus on visual storytelling, composition, and aesthetics, making it a natural progression for a designer with the right mindset, discipline, and practice. Here's how it works and why it's plausible in 2025.

Shared Skill Foundations

Composition and Framing: Graphic designers already understand balance, rule of thirds, and visual hierarchy—core principles that translate directly to photography, videography, and UX Design.

Colour Theory: Mastery of colour palettes in design extends to choosing lighting and tones in photos or videos.

Software Synergy: Tools like Adobe Photoshop, InDesign and Illustrator pair seamlessly with other industry software such as BlackMagic's DaVinci Resolve, Adobe Premiere Pro, or Apple's FinalCut Pro. A designer comfortable working in a production environment can quickly adapt their skills to video timelines or RAW photo processing.

Real-World Examples

Branding Multitaskers: Take a freelance designer creating a brand identity for a small business in 2025. They might design the logo, then shoot product photos and a short promo video for Instagram Reels. Someone like Chase Jarvis, a designer-turned-photographer, built a career blending these skills—his work still inspires pros today.

Content Creators: On platforms like YouTube or TikTok, creators often handle design, photography, and video single-handedly. A graphic designer with a visual knack can easily shoot a polished thumbnail (photography) and edit a dynamic clip (videography) to match their aesthetic.

Agency Hybrids: Modern agencies value versatility. A designer at a firm like Pentagram might mock up a campaign, then grab a camera to shoot assets for it, streamlining production while keeping creative control.

How It Happens

Self-Teaching: It goes without saying that after immersing oneself in the creative communications industry for years, you're bound to learn something. Creatives thrive when learning new tasks, expanding their knowledge and skill set.

Practice Overlap: Designing a poster? Snap some original photos for it. Crafting a motion graphic? Shoot a quick video clip to animate. The skills build on each other naturally.

Client Demand: In 2025, clients love all-in-one creatives. A designer who can deliver a complete package—a logo, styled photos, a sleek video, and a modern website or landing page—stands out in a crowded market.

Limits and Strengths

A graphic designer's eye for branding and post-production often gives them an edge in cohesive project execution. Think of someone like Annie Leibovitz, whose work blurs art direction and photography—designers can follow that path.



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Imperfect AI-generated illustration of an apocalyptic, interconnected Internet with a cyber-locked tower be that tower!



STAYING SAFE ONLINE: HOW TO SPOT PHISHING ATTACKS AND AVOID SCAMS

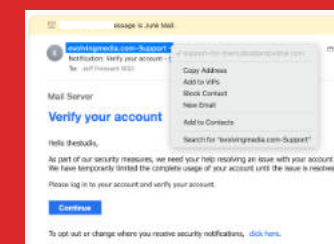
At Evolving Media, we use every opportunity to inform and educate our clients when working on a project or hosting any website. A skill I adopted after meeting with and being a patient of Dr. John Zielonka at the Ottawa Chiropractic & Natural Health Centre in 1996. At every visit, he discussed his actions, why, and how the procedure improved your health.

We're constantly connected— In today's digital world, checking emails, browsing websites, sharing social posts, posting images, and filling out forms. But with convenience comes risk. Cybercriminals are craftier than ever, using Artificial Intelligence for phishing attacks and online scams to steal personal information, money, or your identity. The good news? You don't need to be a tech expert to stay safe. You can protect yourself from these digital traps by being proactive and watching a few key warning signs. Here's what to watch for when handling emails, surfing the web, or submitting information online.

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Emails: The Bait in Your Inbox
Email remains a favourite tool for scammers. Phishing emails often masquerade as legitimate messages from banks, retailers, or coworkers. Here's how to spot the hooks:

Sender Address Oddities:
Check the sender's email address closely—not just the display name. A message from "Your Bank" might look legit, but if the email is from "support@yourbank-security.co" instead of "support@yourbank.com," it's a red flag. Scammers often use domains that mimic real ones with slight misspellings or extra characters.



When receiving email from what may seem a trusted source and you're not sure. Verify the email address by using your mouse contextual menu. In this case the original email is from support-for-thestudio@prdovdme.com

Report a cyber incident at:
www.cyber.gc.ca/en/incident-management



Urgency or Threats

“Your account will be suspended in 24 hours!” or “Click here to claim your prize now!” These tactics prey on panic or excitement. Legitimate organizations rarely demand immediate action via email. If it feels pushy, pause and verify.

Suspicious Links

Hover over (don’t click!) any link to see the real URL. If it’s a jumble of letters and numbers or directs to an unfamiliar domain (like “bank-login.xyz”), it’s likely a scam. When in doubt, go directly to the official website by typing the address.

Spelling and Grammar Slip-Ups

While some scammers are slick, many phishing emails contain typos, awkward phrasing, or inconsistent formatting. A reputable company won’t send you a sloppy message.

Pro Tip: If an email claims to be from someone you know but feels off (e.g., “Hey, send me \$500 ASAP”), call them to confirm. It could be a hacked account.

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Websites: Navigating the Wild Web

Browsing the internet can feel like walking through a digital jungle—most of it’s safe, but predators lurk. Here’s what to watch for to avoid scam sites:

HTTPS and Padlock Check

Look at the URL bar. Legitimate sites use “https://” and show a padlock icon, meaning the connection is secure. No padlock? Be wary—especially if you’re about to enter personal info. But beware: some scam sites fake this, so it’s not foolproof.

Domain Doppelgängers

Scammers love creating lookalike sites (e.g., “amaz0n.com” instead of “amazon.com”). Double-check the URL for subtle tricks like swapped letters (l for i, o for o) or extra dashes.

Too-Good-to-Be-True Offers

A website promising free iPhones or 90% off luxury goods is bait. If it seems unrealistic, it probably is. Stick to reputable retailers and avoid clicking pop-up ads that can lead to sketchy deals.

Design and Functionality Clues

Legit sites are polished, while scam sites often aren’t. Look for broken links, pixelated images, or outdated designs. If the site feels “off,” trust your gut and exit.

Pro Tip: Use a browser with built-in phishing protection (like Chrome or Firefox) and consider a reputable ad blocker to dodge malicious pop-ups.

Forms: Guarding Your Info

Online forms are a goldmine for scammers wanting your name, address, or credit card details. Before you hit “submit,” keep these in mind:

Who’s Asking—and Why?

Be skeptical if a form asks for more than seems necessary. A survey shouldn’t need your Social Security number; a retailer doesn’t need your mother’s maiden name. Only share what’s essential.

Unexpected Requests

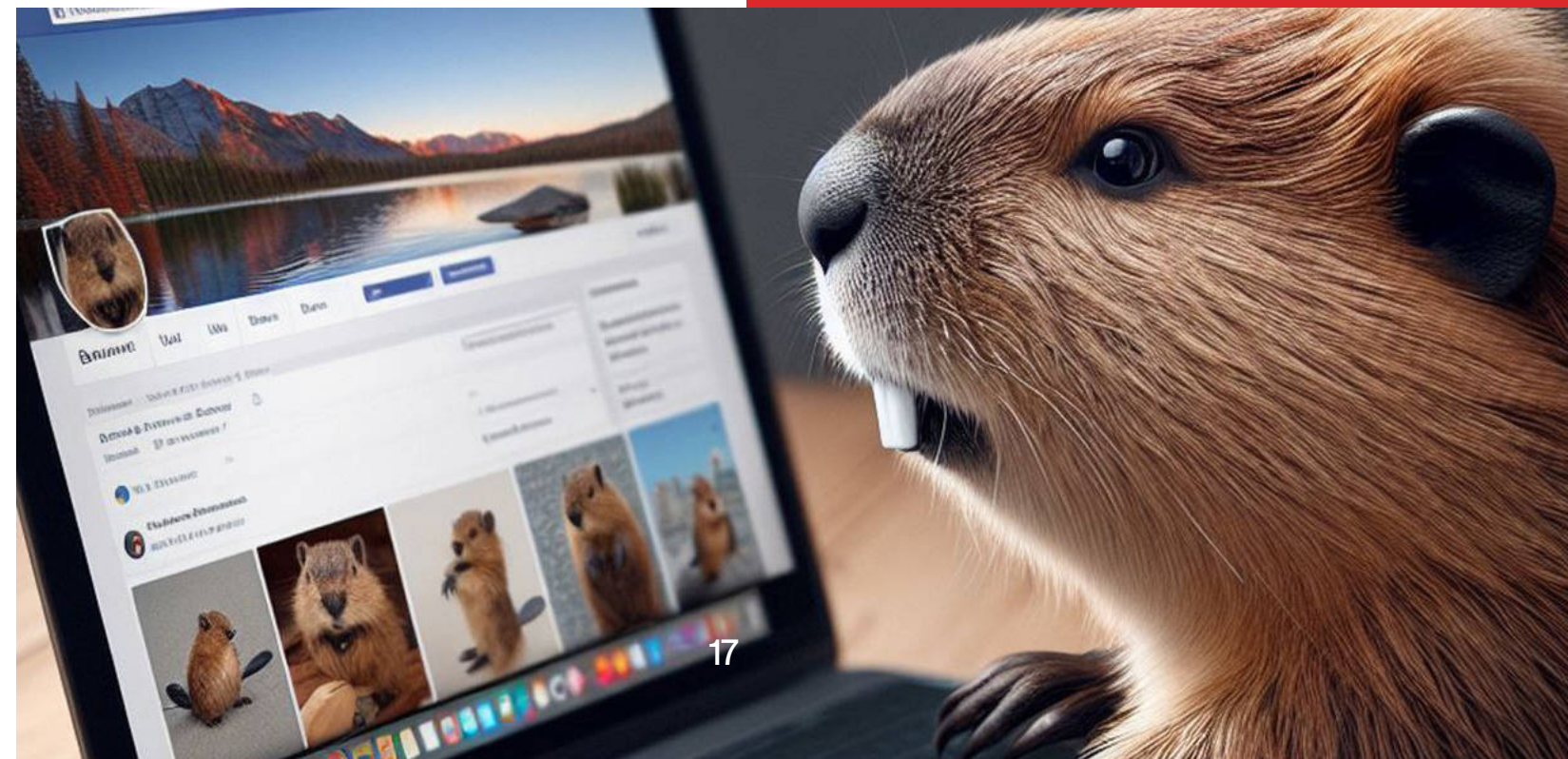
Did you get an email linking to a form claiming you need to “update your account”? Unless you initiated the process, don’t bite. Scammers use fake login pages to harvest credentials. Other odd requests could include a form asking for your credit card details when you’re just signing up for a newsletter, or a survey asking for your Social Security number.

Check the URL Before Entering Data

Ensure the website address matches the official source. A form on “paypa1.com” isn’t PayPal. Bookmark trusted sites to avoid landing on fakes via search engines or links.



With passion, a graphic designer can excel at photography, videography, and UX Design. With the tools available today, it’s less about “can they” and more about “how far can they take it?”



VIDEO AND AUDIO PRODUCTION



Evolving Media has captured life's moments through live event filming for over a decade. It wasn't until 2022, armed with cutting-edge gear, that we cracked the code to film all-day events without breaking the bank. Now, we deliver stunning 4K UHD (3840x2160px) footage, resulting in stunningly clear 4K videos to upload to YouTube—perfect for everything from keynote speeches and workshops to massive conferences.

Musicians, this one's for you: whether you're rocking out with a band or jamming solo, we can shoot your live gigs or help you craft a standout demo reel to get your music out there.

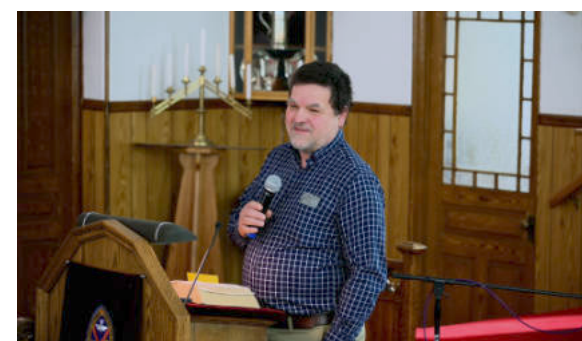
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Look for Privacy Assurances

Legitimate sites often have a privacy policy link near forms explaining how they use your data. No policy? That's a warning sign.

Pro Tip: Use two-factor authentication (2FA) or an Authenticator App on accounts. This means that even if scammers snag your password, they'll hit a wall without the second step (like a texted code). It's like having a second lock on your door—even if someone gets the key, they still need to get past the second lock to get in.

General Habits to Stay Safe

Across emails, websites, and forms, a few habits can bolster your defences:

Slow Down: Scammers thrive on haste. Take a moment to think before clicking or sharing.

Update Software: Keep your browser, antivirus, and devices current to patch security gaps.

Trust Your Instincts: If something feels fishy, it probably is. Verify through official channels (e.g., call the company directly).

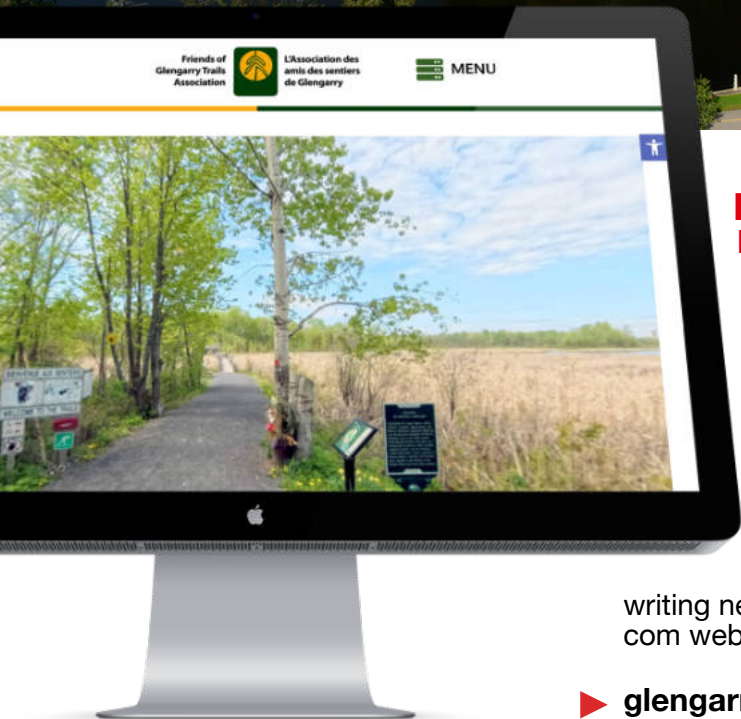
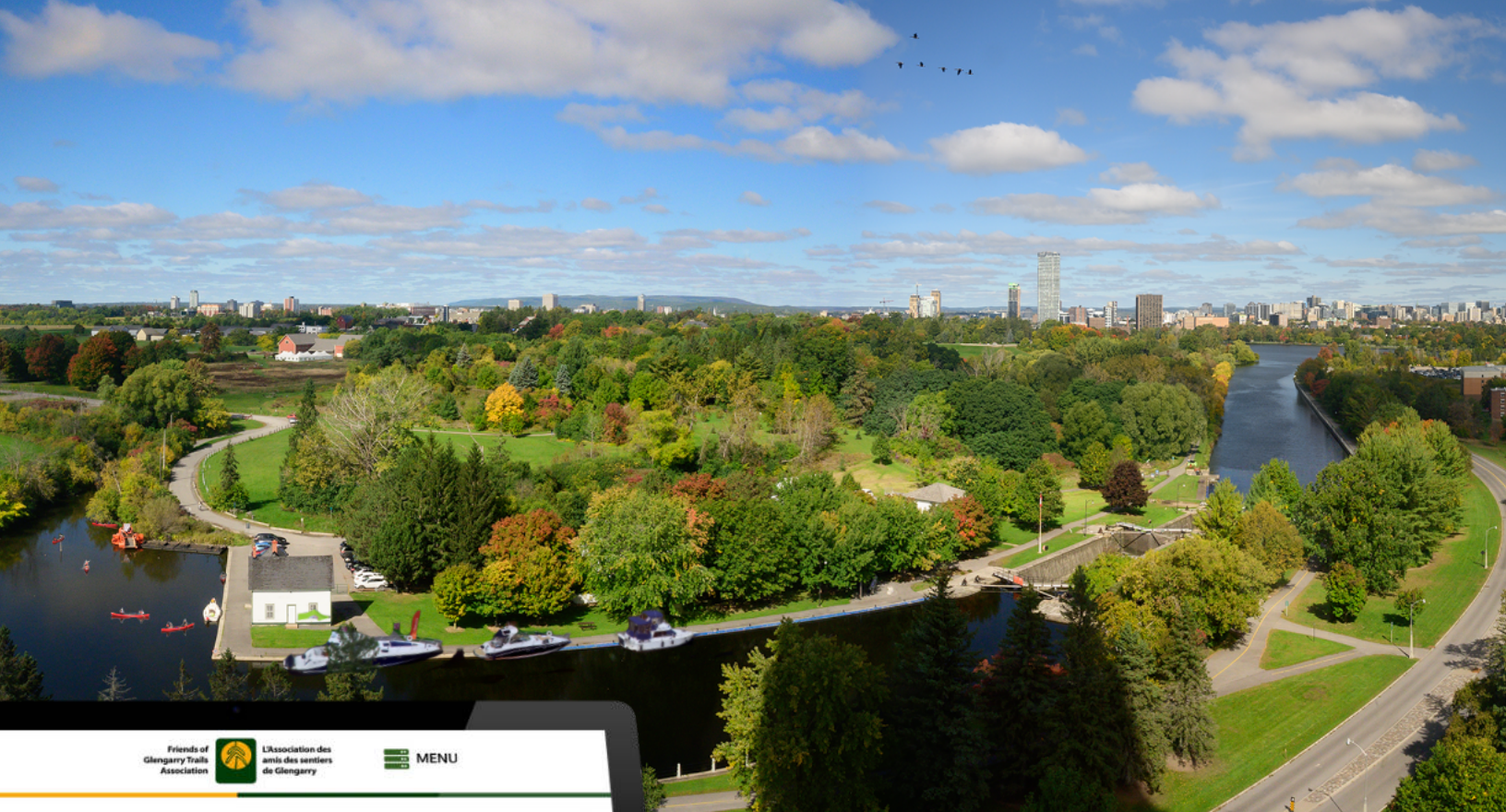
Use Strong Passwords: Unique, complex passwords (and a password manager) make stolen data less useful.

THE BOTTOM LINE

Phishing attacks and online scams evolve daily, but their goal is the same: to trick you into giving up something valuable. You can outsmart the scammers by staying vigilant—checking sender details, verifying URLs, and questioning odd requests. The internet's a powerful tool, but it's up to you to keep it safe. So next time you're online, keep your eyes open and your wits sharp. Your digital safety depends on it.

Jeff Poissant of Evolving Media & Design writes and curates articles to inspire and empower you with practical, everyday tips. Stay curious, stay cautious, and enjoy the Internet with confidence!





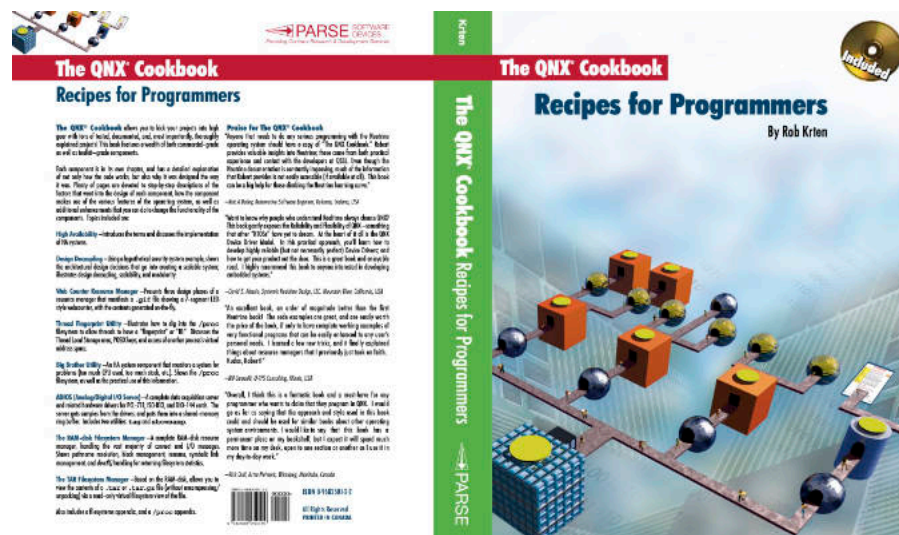
PROJECT HIGHLIGHT

Friends of Glengarry Trails Association

The Friends of Glengarry Trails website was due for a makeover, upgrading the overall experience. What was involved was working with their team; I redesigned the site from the ground up on a staging server. The redesign introduced a range of new features and challenges for trail users, significantly enhancing the user experience and turning the site into a comprehensive learning portal.

New 360° photos and videos were taken, along with writing new content for each section, making the glengarrytrails.com web portal, the go-to location in North Glengarry.

► glengarrytrails.com



THE RISE OF PDF EXPLOITATION: A CYBER THREAT TARGETING SMART DEVICES

In the digital age, where convenience is king and technology seamlessly integrates into every aspect of our lives, a new breed of cyber threat has emerged, exploiting unsuspecting users through a seemingly innocuous tool: the PDF document. Unscrupulous individuals have found a way to weaponize this ubiquitous file format, using it to gain control of people's smart devices, often leading to unauthorized access to bank accounts and financial devastation.

The proliferation of PDF documents across the internet and the increasing reliance on smartphones and other smart devices for day-to-day tasks has created a perfect storm for malicious actors to exploit. PDFs, typically viewed as harmless digital files for sharing documents, have become a vector for cyber attacks targeting individuals' personal and financial information.

One of the most common methods cybercriminals employ involves embedding malicious code within PDF files. This code, when executed, exploits vulnerabilities in the software used to view the document, allowing an individual or an AI Bot to gain unauthorized access to your device to install malware, spyware, or other malicious software. The attacker effectively takes control of the device and compromises the user's sensitive information.

One particularly nefarious tactic involves sending phishing emails containing seemingly legitimate PDF attachments. These emails often masquerade as official correspondence from banks, government agencies, or reputable organizations, luring unsuspecting users into opening the attached PDF file. Once opened, the malicious code hidden within the document springs into action, infecting the user's device and providing the attacker with a foothold to launch further attacks.

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Let's collaborate! Call Jeff Poissant at Evolving Media & Design, let's have coffee, or schedule a ZOOM call, and discuss your next assignment.

Once the attacker has gained control of the victim's device, the consequences can be devastating. From accessing sensitive financial information stored on the device to hijacking online banking sessions, the potential for economic loss is significant. Attackers sometimes drain victims' bank accounts, leaving them in financial ruin or stealing their identification to rack up credit card bills or unwanted loans.

Furthermore, the widespread adoption of smart home devices has expanded the attack surface, providing attackers with additional avenues to exploit. Attackers can access smart home systems through compromised smartphones or tablets, manipulating connected devices such as security cameras, thermostats, and door locks, posing a threat to the victim's privacy and security, and opening the door to physical break-ins and other real-world dangers. Or worse, broadcasting your daily activities online while in your home.

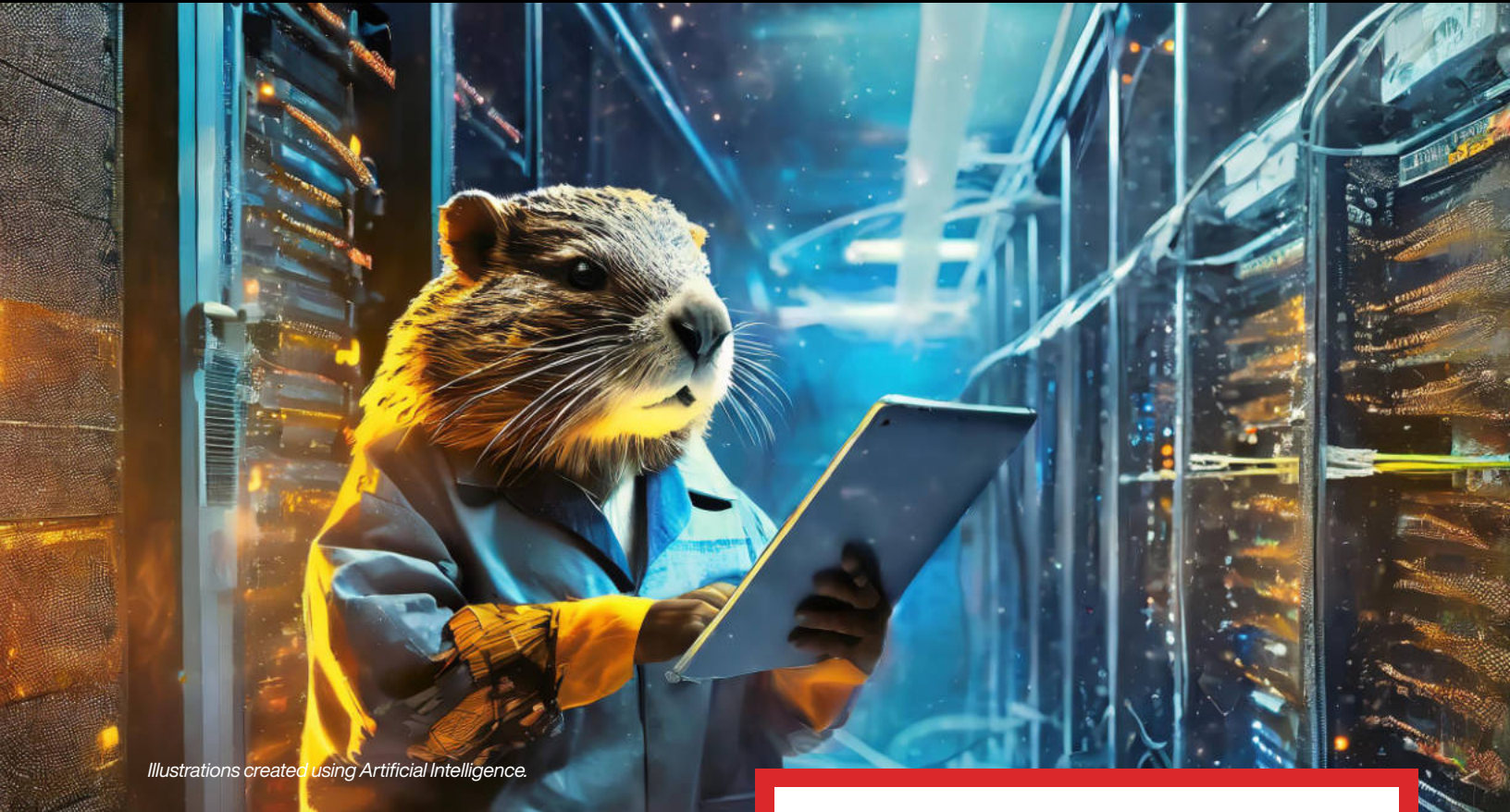
To protect against this growing threat, users must remain vigilant and adopt best practices for cybersecurity. Exercising caution when opening email attachments, especially those from unknown or suspicious sources. Additionally, regularly updating software and operating systems helps mitigate the risk of exploitation by known vulnerabilities.

In conclusion, using PDF documents as a tool for cyber exploitation represents a significant and growing threat to individuals' personal and financial security. By understanding the tactics employed by attackers and taking proactive measures to safeguard their devices and information, users can mitigate the risk of falling victim to these malicious schemes. However, as cybercriminals evolve their tactics, it is up to individuals to stay informed about the latest cybersecurity threats and best practices and secure their devices.



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