

**DECOMMODITISING**  
**DESIGN**

**OWEN JONES    DIGITAL PLYMOUTH MARCH 2016**

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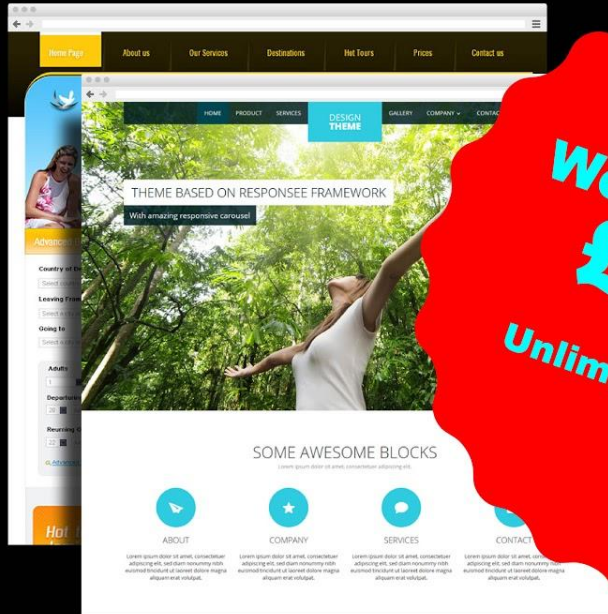


# What is a commodity?

...an economic good or service when the demand for it has no qualitative differentiation across a market...



**IS DESIGN A COMMODITY?**



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**£200!**  
Unlimited revisions





1

**KNOW YOUR  
VALUE**

**2**

**TALK ABOUT  
VALUE**

**3**

**LIVE YOUR  
VALUE**

# Owen Jones Design

**Creative ideas,  
well executed**

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