

# Welcome to the CIO Hour!

June 2026

## Pixels, Pages & Practical Magic: Website & Graphics Tools That Actually Work

# Today's Panel



**JIM FARIS**

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**Jim Faris** is the creative lead on design, UI and UX. With over 20 years of experience designing and developing web and marketing projects for large agencies, Fortune 500 companies, and small businesses, Jim brings a history of successful design and development projects that have won him many awards including; Clio, Mimic and Hatch awards for design, development and writing. When not in front of a computer, you can find him onstage playing the upright bass, in art studios painting or out of his Vespa... when the kids aren't climbing on his head.



**JAMES C. MARQUIS**

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**James C. Marquis** is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting for for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

# The CIO Hour: Pixels, Pages & Practical Magic

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit [www.theCIOHour.com](http://www.theCIOHour.com) for upcoming topics and events.

## Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

## Agenda

- In the News – A few highlights that might interest you
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

## In the News...

1. The world's biggest tech companies are betting big on computers that control themselves

<https://www.mercurynews.com/2026/06/03/the-worlds-biggest-tech-companies-are-betting-big-on-computers-that-control-themselves/>

2. European Union Launches Tech Sovereignty Initiative to Boost Chips, Cloud and AI at Home

<https://www.usnews.com/news/business/articles/2026-06-03/european-union-launches-tech-sovereignty-initiative-to-boost-chips-cloud-and-ai-at-home>

3. Claude's new model is more 'honest' when it messes up

<https://www.theverge.com/ai-artificial-intelligence/939094/anthropic-claude-4-8-opus-honesty-effort>

4. An Experiment Put LLMs in Charge of Radio Stations. You'll Never Guess How It Went

<https://gizmodo.com/an-experiment-put-llms-in-charge-of-radio-stations-youll-never-guess-how-it-went-2000759327>

# Today's Topic:

## Pixels, Pages & Practical Magic: Website & Graphics Tools That Actually Work

# The State of the Graphic Design Industry in 2026

## Key Findings on the Graphic Design Industry in 2026

- **Graphic design remains embedded in modern business strategy.** Nearly all (90%) companies rely on graphic designers in some capacity, reinforcing that professional creative support spans industries.
- **AI adoption is widespread, but replacement is limited.** Nearly nine in ten (88%) of businesses use AI design tools in some capacity, yet only 18% say those tools have reduced their need for designers.
- **Creativity outweighs speed and cost.** Creativity is ranked as the most important trait when hiring designers, outranking strategic thinking, reliability, speed, and affordability.
- **Design is directly tied to marketing performance.** Graphic design has the biggest impact on advertising performance according to 31% of businesses, while 30% cite social media engagement, highlighting its role in measurable outcomes.
- **Social-first creative is driving demand.** Half of businesses report increased demand for social media content in the past year, making it the fastest-growing design need.
- **Automation is focused on basic tasks, not strategic work.** One in three (32%) companies report that AI has replaced only simple design tasks, reinforcing that foundational brand work and higher-level creative strategy remain human-led.

Sources: <https://clutch.co/resources/graphic-design-industry-2026#key-findings-on-the-graphic-design-industry-in-2026>

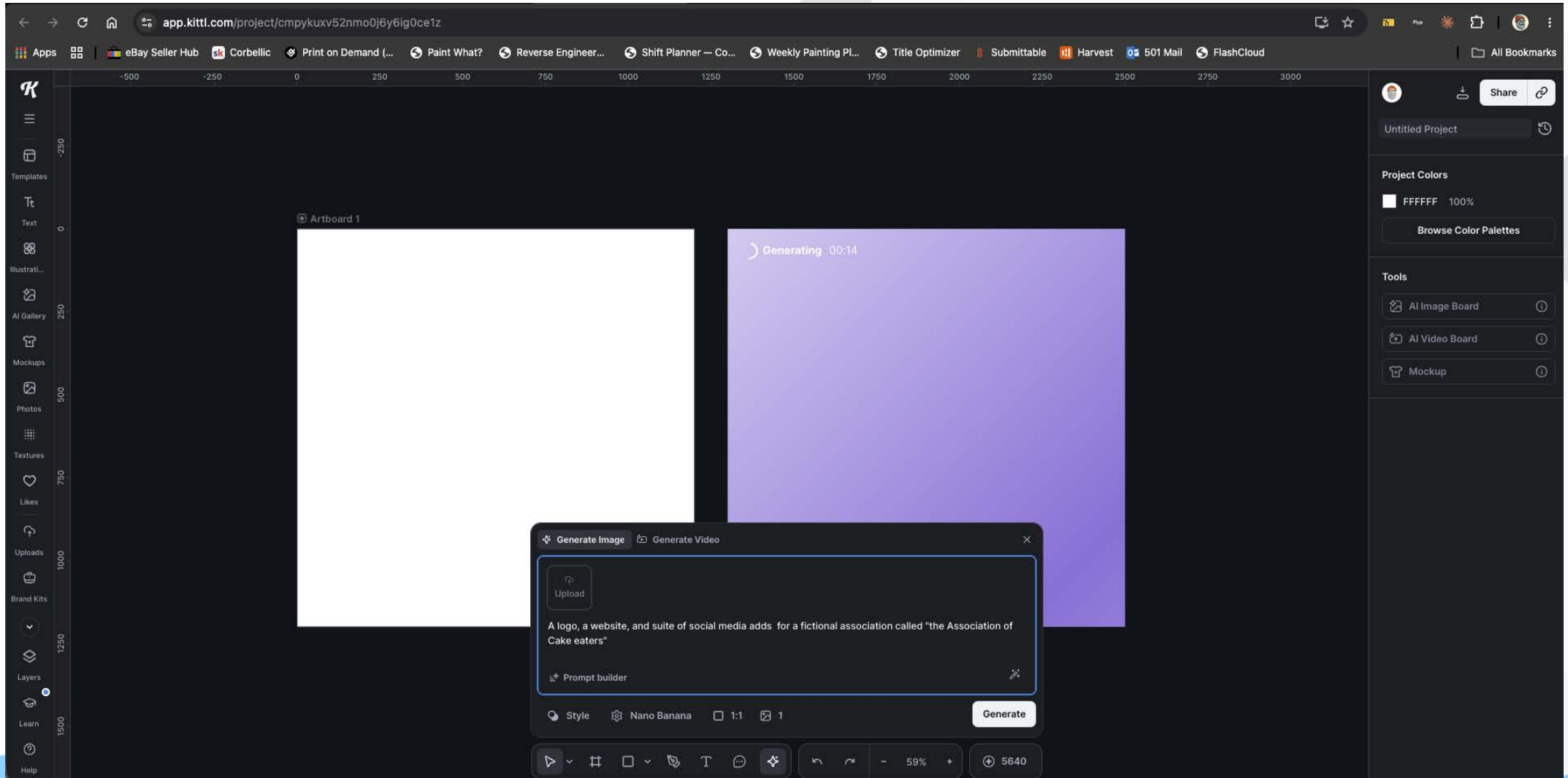
# On to Your Questions...

What can your two-person communications team do that used to require five people?

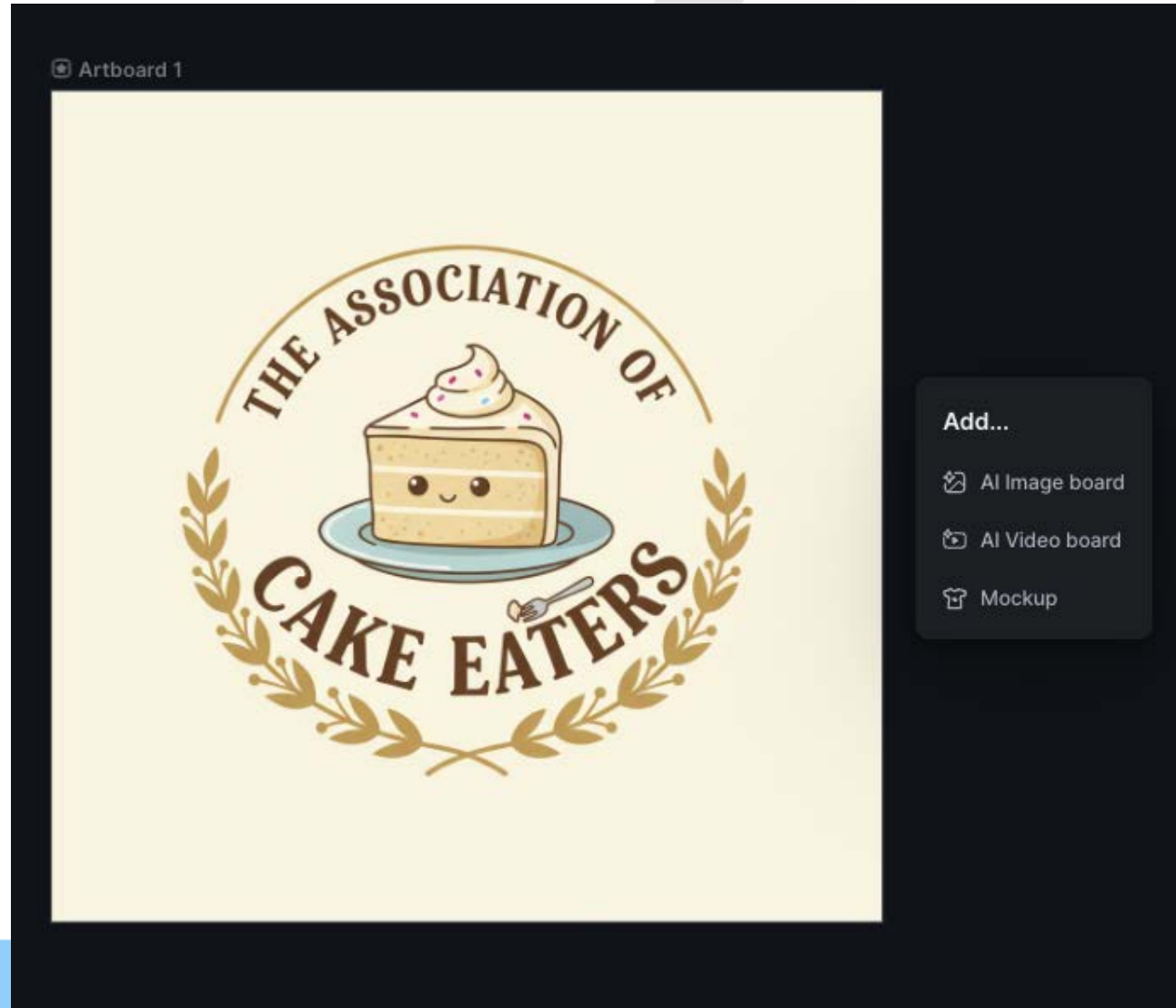
# How is the use of stock photography shifting in modern design?

Walk us through how you use Kittl.  
<https://www.kittl.com/>

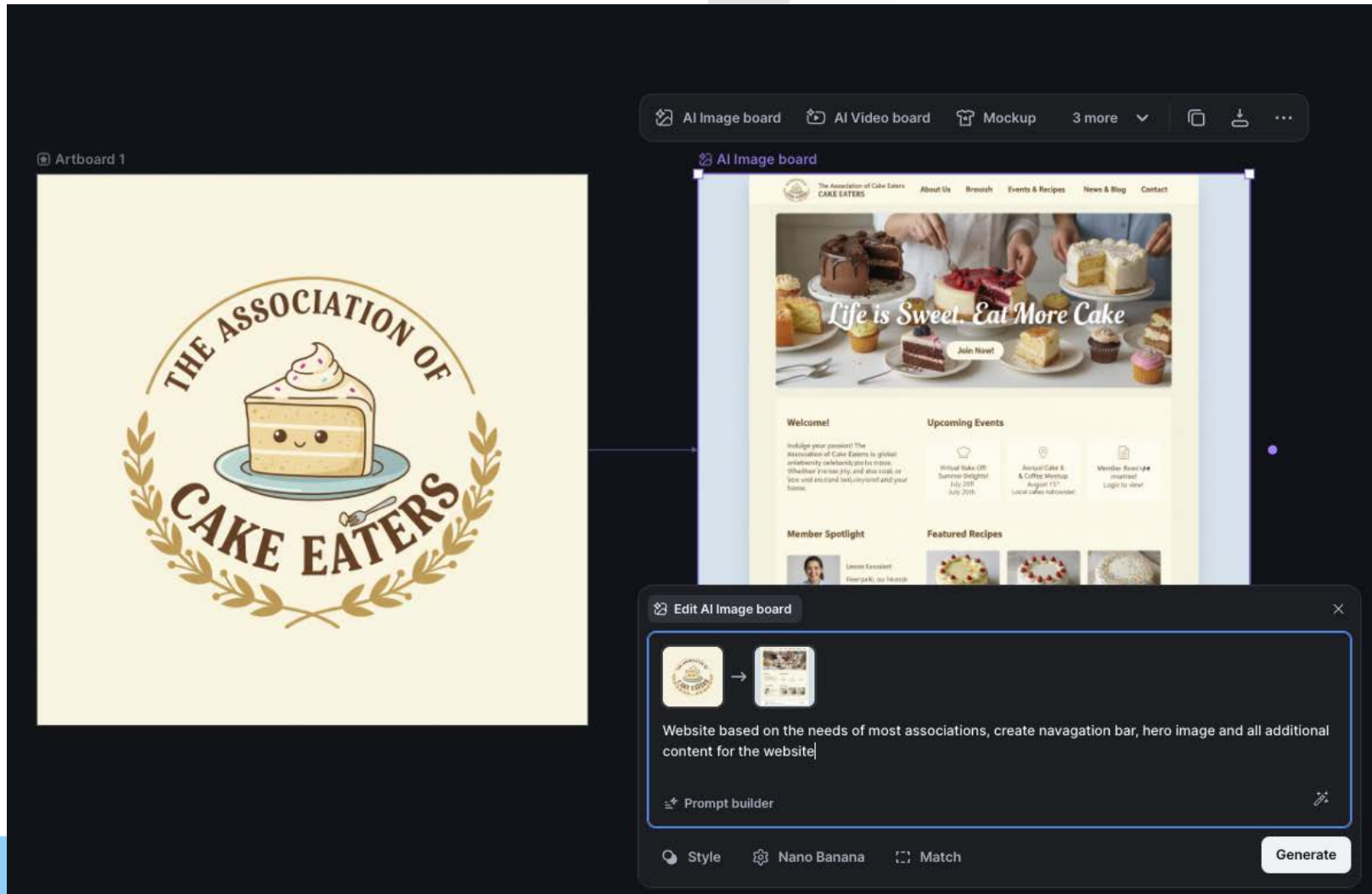
# Maybe a logo?



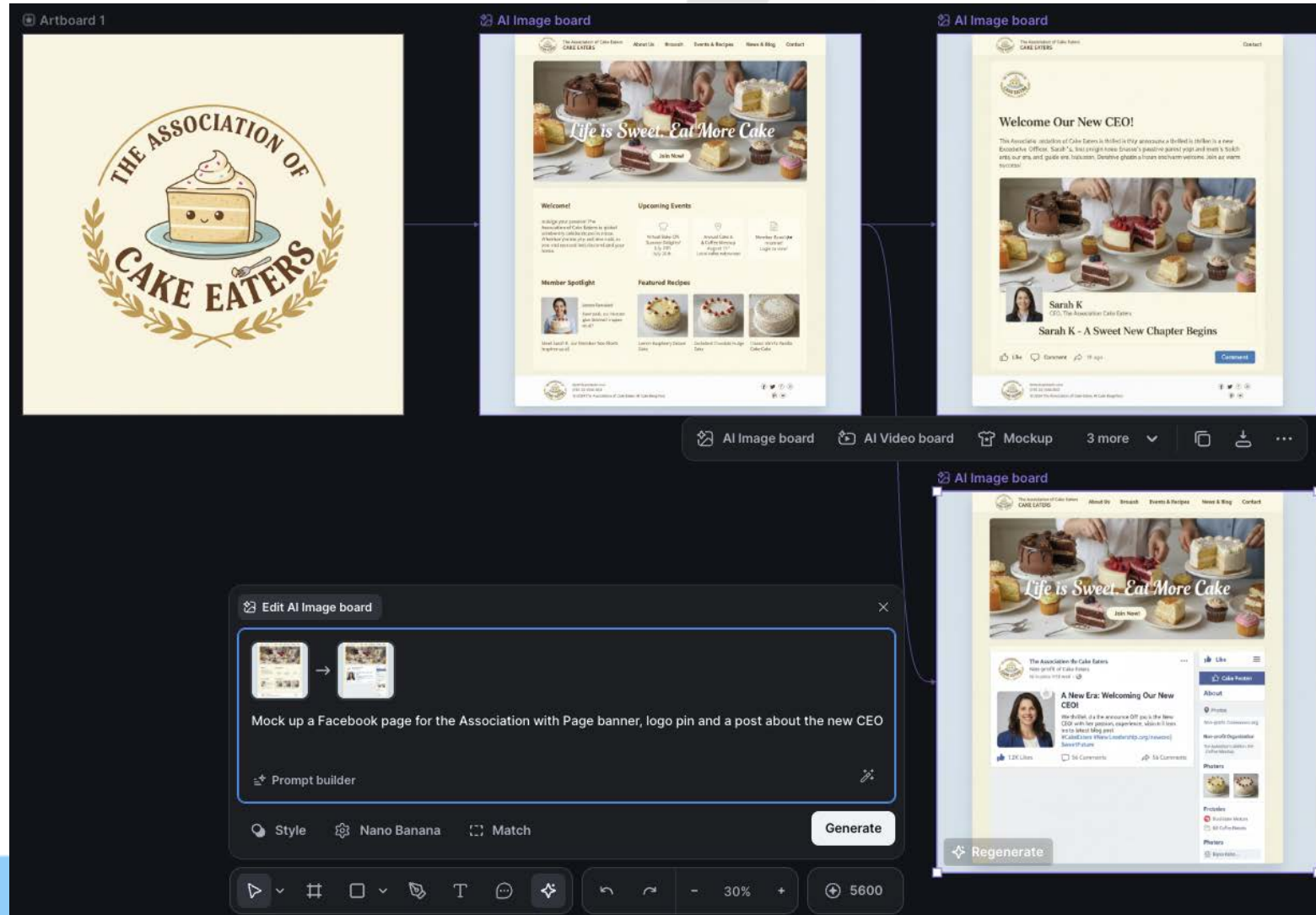
# And then add to it...



# Great looking Website Template



# Don't forget social media!



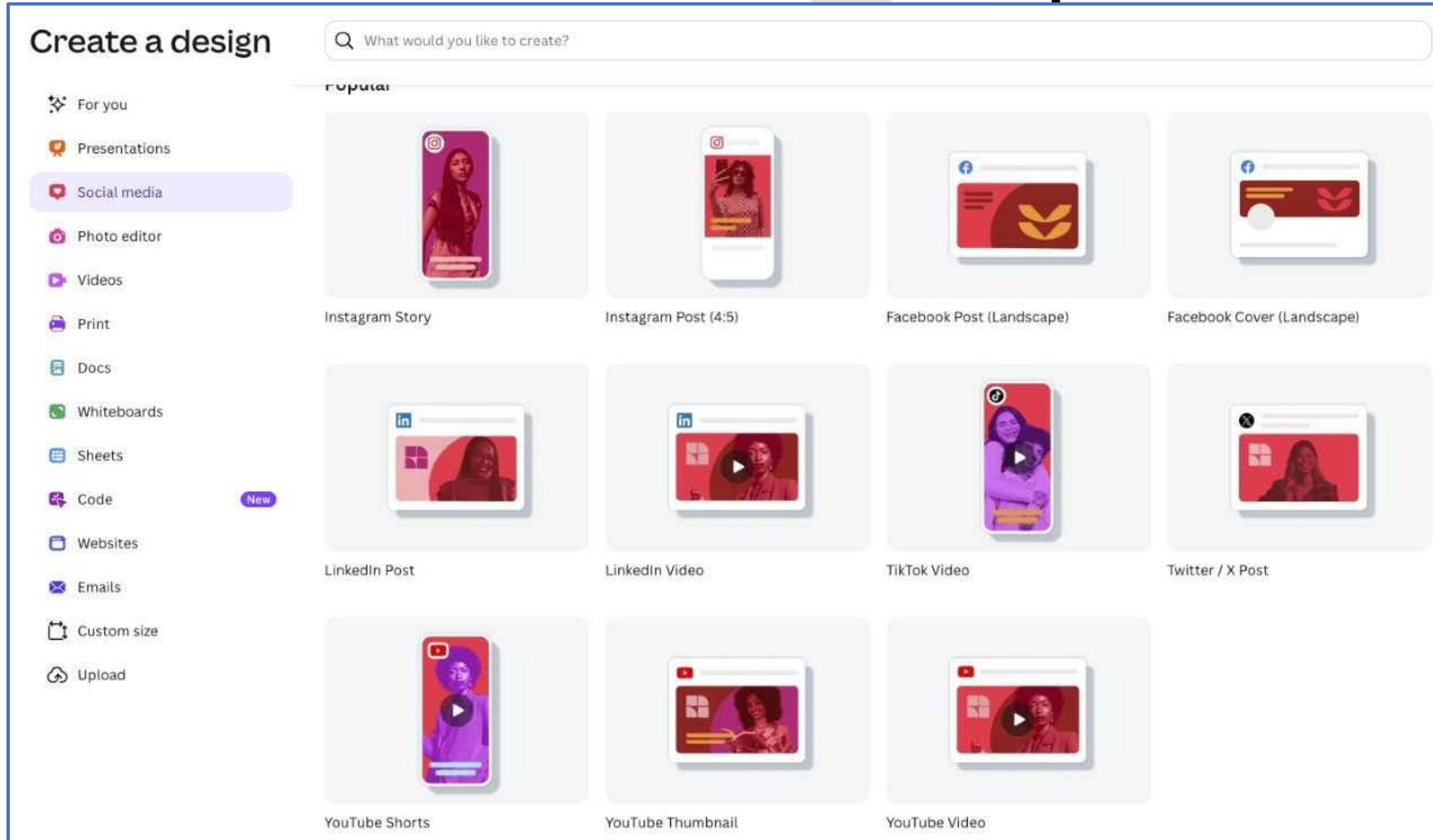
# What are some other image packages? Mid Journey & Nano Banana

# Mid Journey Example



Talk about how Canva is expanding their capabilities.

# Canava – Create a post...



# Does Claude still perform best for writing functions?

# What is your go to for a basic Website?

# Elementor inside WordPress



# How do you handle accessibility issues?

# Accessibility demystified...

- Start with accessibility first! WCAG Guidelines (<https://www.w3.org/WAI/standards-guidelines/wcag/>)
- It is important to be inclusive and that starts with accessibility.
- There are tools to help evaluate your accessibility like UserWay (<https://userway.org/>) and Accessibe (<https://accessibe.com/>) and WAVE (<https://wave.webaim.org/>).
- You can achieve good accessibility without compromising design.
- Try the W3C free online course to get started.

Any last parting advice,  
especially for smaller organizations...

# Other Questions?





Thank you to Jim for today's content expertise!

If you have additional questions, please contact Jim Faris:

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Just for attending today's webinar...

- **Free guide** –“Design to Dazzle”
- **Free 30-minute quick consult** to review your Website and consult our experts.



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## Final Thoughts

- Join us July 9th for the **July CIO Hour**
- An archive of this presentation and today's Webinar will be posted on [theCIOHour.com](https://theCIOHour.com) in a few days
- Any suggestions for future programs? Topics you would like to see covered? Please email us: [theCIOHour@501works.com](mailto:theCIOHour@501works.com)
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate