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Cover Trail

How the cover gets made

1 "The cover is our fourth annual Design Issue."

"We can shoot someone young-looking with chunky rimmed glasses hunched over a drafting table, and there's a lightbulb over his head with rainbows shooting from the table. This would beautifully and succinctly communicate the concepts of hard work, ideas, and creativity."

"Speaking of ideas, that's probably the worst I've ever heard. Think about it this way: What is the fundamental job of a designer?"

"Solving problems."

"And what problems would you like to see solved?"

"In the entire world?"

"Let's narrow it down. What problems would you like to see solved within yourself?"

"Insecurity, pessimism, fatigue, loneliness, extreme physical weakness, depression, anxiety, overeating, paranoia, forgetfulness, chronic knee pain, sugar addictio joylessness, crippling fear of irrelevance, hypochondria, low IC oily skin, inability to grow hair whe there should normally be hair on : grown man, clumsiness, obsessiv compulsiveness, constipation, narcissism, aulophobia, boredom vacuousness, lack of empathy, bo dysmorphia, ineloquence, poor tal manners, difficulty hearing, Netfli binge watching, sexual inadequa overactive bladder, emotional dependence, shortness of breat after walking up a short flight o stairs, envy, insomnia, bad postu inner rage, shyness, ADD, cryin during every episode of *CBS Sun Morning*, apathy, impostor syndrome."

"Let's focus on a few that some of the designers in this issue mig be able to tackle."

