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The client asks you to design a business card

You respond that the problem is really the
client's logo

Michael Beirut, 'You're So Intelligent', Design Observer, 9 May 2007

designobserver.com/feature/youre-so-intelligent/5917/

The client asks you to design a logo

You say the problem is the
entire identity system

The client asks you to design the identity

You say that the problem is the
client's business plan

The client asks you to design a business card

You respond that the problem is really the
client's logo

The client asks you to design a logo

You say the problem is the
entire identity system

The client asks you to design the identity

You say that the problem is the
client's business plan

One or two steps later, you can claim whole industries and vast historical forces as your purview

**The problem isn't making
something look pretty, you fool,
it's world hunger!**

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