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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/](http://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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