

ART CONFERENCE  
FIELD GUIDE  
KERN 20

# NAME CLIQUE TO RULE THEM ALL

AN OFFICIALLY UNOFFICIAL GUIDE TO IDENTIFYING DESIGNERS OF NORTH AMERICA



## the HIPSTER

Don't worry, this "long hair, don't care" generation only appears homeless. So ironic they're irrelevant.  
*Liking: anything you don't*



## the ROCK GOD

Amazes everyone with her safety pin collection and her ability to slip metal lyrics into any conversation.  
*Rocking: your face off 3 nights a week*



## the DIY WIZARD

More intimately involved with the new Bosch GTS1031 10 inch Table Saw than his own wife.  
*Smelling: like sawdust and accomplishment*



## the LARPER

The most accessorized defender of Middle Earth since the Dungeon Master defeated Loki at the Promethean uprising.  
*Living: in a van down by the river*



## the METABOLIST

No low-calorie-high-fiber-organic-recycled-wrapper-protein bar is left behind when they're around.  
*Teaching: yogalates is not a frozen dairy dessert*



## the WEB-GURU

Answers all personal questions with `<ahref="http://www.thewebguru.com">Check out my blog</a>`  
*Earning: right around 1172 likes per post*



## the ACTIVIST

Driven by the radical idea that minorities, animals and the environment actually deserve saving.  
*Driving: a light blue Toyota Prius*



## the DOMESTIC

Can solve world peace while driving to soccer practice & answering the question, "Where do babies come from?"  
*Eating: a honeybun found between the seats*

### WHAT EXACTLY IS A GRAPHIC DESIGNER?

**Graphic Designer [graf-ik dih-zahy-ner]:** a professional who assembles images, typography or motion graphics to visually communicate information in a way that is accessible and memorable. Though thrown together under one artist umbrella, the community is composed of a diverse group of people. After much investigation, using only the most current scientific methods, we have developed this field guide to help you identify these subjects. Please note that artists come in many shapes and sizes, possess varied feeding and nesting habits and are not evenly distributed throughout the population. Have fun as you go, but be careful to not disturb their natural habitats.

### KEY FIGURES

**84%** Could live the rest of their lives without hearing the phrase "can you make it pop?"

**65%** Roll their eyes when asked to include a photo of the client's child or pet on a design

**52%** Must be talked off the ledge when, after 12 revisions, client goes back to original version

**70%** Sigh loudly when the client starts a sentence with "Alright, my vision for this board is..."

**WARNING:** For your safety and the safety of others, never mention the word "starburst" around these creatures. No matter the question, a starburst is never the answer.