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The title is a joke. Please don't be offended.



(a) **FAIL.
BUT
DO IT
BRAVELY**

(b) **Slow down.**
You'll enjoy it
more. Really.

(e) *Maintain **critical distance** on all
change-minded design activity.*

RUMINATION #97

Over-execution can kill a good idea

(f) *Yellow and black always look good together. Always.*

(g) "Communication does not
begin by being understood,
but by understanding others."

– *Unknown, but clearly someone wise*

(c) **Don't marry your plans for the future.**
Instead, court them calmly, steadily and without such
unrelenting promises, avoiding the use of such words/
phrases like "forever," "until death...", and "this is it."

(d) The addition of this
striking typographic
element on the page
means nothing. -->
**Remember to design
with a purpose.**



(h) *So sorry to report: It really is all about who you know.*

CHAD REICHERT'S RUMINATION DU JOUR

**Juxtapose the strange
and seemingly unnatural**

RUMINATION #105

**Always pretend to know exactly
what you're talking about**

(i) **Use metaphor liberally** but don't:
(1) use plant life to imply growth,
(2) light bulbs to signify ideas OR
(3) speech bubbles. Ever. Period.

(j) **Don't always try so hard.**

RUMINATION #20

Write more letters by hand

(k) **Style < Approach**

Yet, *another* guide intended to
IMPROVE YOUR INEXPERIENCE*
or for subtitle's sake: *Advice for Your Future, VOL II*

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