

HOW CONFERENCE SUPER HANDOUT

"JUST A LITTLE EXTRA BULLSHIT TO ENHANCE OUR MULTIMEDIA PRESENTATION"

DDC PRESENTATION CHECKLIST:

Check them off as you travel through our halfwit presentation with us.

- MICHIGAN ORIGINS.
- WIENER DOG REFERENCES.
- DRIFTER TENDENCIES.
- ABSOLUTE BAD-ASSERY.
- I HATE THIS GUY, ALREADY.
- DELUSIONAL HOARDING.
- VECTOR GRAPHICS.
- SOME BAND I'VE NEVER HEARD OF.
- WHO LET HIM IN HERE?
- OBAMA IN 2012!!!
- CUSS WORDS.
- ABSOLUTE DISDAIN FOR THINGS.
- TEAR JERKING MOMENTS.
- EXISTENTIAL GRATITUDE.
- MAKING DO WITH NOTHING.
- BEST TALK OF THE WHOLE SHOW.

THE FINE PRINT:

LET'S GET REAL HERE FOR A SECOND... Like anyone's gonna read this shit, right? If you are, be glad. You've got a good set of eyes, and, a sense of adventure to tear into our brand of "4 pt loose talk." So while we've got yer attention, let us start on a high note and thank you for choosing our talk out of the sea of exciting, informative, professional talks at the Boston HOW Conference. I mean, hell, you are ROLLING THE DICE by coming to the DDC speaking fiasco. There's NO DOUBT WHATSOEVER that the other folks up on the main stage OUTSHINE our so-called, halfwit career. We're bringing up the low end of the roster, and we know it. And, on some weird level, WE LET THAT FUEL US. We might not be smart. We might not be good looking. Hell, our two cents might not inspire you in the least, but take heed of these here words: WE ARE HERE to LAY WASTE to all BRAVE ENOUGH to SHOW UP for the DDC multimedia traveling roadshow speaking engagement. You had many choices, and you ended up here, and we'll just go ahead and APOLOGIZE for any rolled eyes, guffaws, embarrassing statements, vulgar profanities and/or examples of a ferocious existence that has allowed us to operate and thrive in an environment COMPLETELY FREE of all the shit SMARTER DESIGNERS love to lament about. Things like: Jobs that come down the pipe they completely hate. Creative compromise. Co-workers you'd like to kill. E-mails about e-mails. Meetings about meetings. Bottom line politics. Tucked-in anything. Thank for coming to the show, and buy a wicked DDC Boston poster already.

SIX OF OUR FAVORITES LOGOS:

- 01.  "Suburban Blend"
Thick lines!
- 02.  "Union Bindings"
From Italy.
- 03.  "Cobra Dogs"
Food cart.
- 04.  "Little Gary"
Gross breath.
- 05.  "Serious Electronics"
Movie effects.
- 06.  "My Lookout"
Reduces well.

WAKE UP.

IF YOU SLEPT THROUGH OUR RAMBLING SPEAKING FIASCO:

SORRY.

OUR PATH ON THE WAY UP WAS PRETTY DIRTY and we take the time to show you all the twists, turns, triumphs and pitfalls that we had to navigate to get ourselves to a working environment we could "actually live with." More or less, we don't have to wear pants these days when we are on the clock, and for that, we sure are thankful. You gotta be free, you know?

WE SHOWED UP WITH PROOF OF DESIGN EXISTENCE and yeah, it whipped by pretty quick, but that was sort of the idea. We just wanted to show you a smidge of our favorite designs from the last decade or so. That's just the tip of the iceberg. Sure, we cherry-pick the fun shit, but hey, we worked just as hard on the napkins, download cards and banner ads.

THIS STUFF SHOULD BE FUN! C'mon people, loosen up! Maybe, go AWOL and hit a liquor store and get an ass pocket of something nasty to enhance yer speaker schedule a bit? We don't take ourselves too seriously, and we extend the same looseness to you. Trust us, there's enough design turkeys out there who'll be tight and right. Kick back. Get loose. Go pantless.

WHO GIVES A SHIT ABOUT AWARDS? You do? Well, good for you. We don't. We let our work sell ourselves—not some lacquered hunk of plastic with chintzy engraving on it.

GET OUT THERE AND GET DIRTY. Something we say, and live by. Books are cool and all. Design web sites are fun, too. But DO NOT forget the wealth of design gems at yer local flea market, seedy pawn shop, haunted estate sale, junk drawer, garage sale circuit or overpriced antique mall patrolled by nasty old geezers. It's out there for the taking. Share it with us! We do.

WE REMIND OURSELVES HOURLY HOW GREAT THIS STUFF IS. We are a lucky bunch to do what we do. Think about that for a second. Think about yer accountant or insurance salesperson. Suddenly, those changes the client requested in the 25th hour aren't so bad.

NOTES:

ANY OVERFLOW SHOULD BE DIRECTED TO YER FIELD NOTES BRAND MEMO BOOK. THANK YOU.

SPECIAL ADVERTISING SECTION:

RETIRE AND BE HAPPY



Why are we working so much? And why the fuck are we working with people we hate? We've asked these hardball questions a couple times in our life, made the right arrangements, and split. Our solution: Do whatever it take to save a shitwaack, and then up and quit. Self-starters only.

DDC FINANCIAL PLANNING DEPT.

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HOW CONFERENCE STORE Not actual size.

COMPLAINTS?
Gripes? Laments? Snarky Quips? Using the space below, let us hear what you've got:

CLIP THIS SECTION OUT AND SEND IT TO:

DRAPLIN DESIGN CO.
"LIKE WE CARE" DEPT.
107 SE Washington St., Unit 540
Portland, Ore. 97214 U.S.A.



YOU BET, WE'RE ON THE WEB:

DRAPLIN.COM / FIELDNOTESBRAND.COM