1) PENPUSHER

medieval Europe is quite lovely
every grove and heath touched by the young sun
green and glorious as far as the eye can see

a divine life for a PENPUSHER
lettering the Lord's word by hand
silently, line by line, page by page
in the scriptoriums, in the monasteries

Golden God-given sunshine illuminates their work day
no candlelit night shift in this paper tinderbox

the weave of their robes, heavy and warm
they roam these plentiful lands
pen for hire
onward, where their biblical narrative leads,

the sun will be darkened
the moon will not give its light
the stars will fall from heaven

(weakling voice)
I cannot write any faster, my Lord.



2) FULL-SERVICE GRAPHIC DESIGNER

birdsong greets a second enlightening
sunrise over gorgeous Europe

sparks fly in the scriptoriums
printing machines catch on, surpass the feeble output of a thousand disciplined PENPUSHERs

tailored velvet waistcoat and jacket
with concealed coin pocket

self-taught and self-employed
plying their trade with mastery

paying rent on a workshop
never, not once, falling into debt

breeches in a cotton/silk blend
fine, for a self-made upstart entrepreneur
not a landed gent

walking idyllic country lanes
horizons unspoiled by factory chimneys
visions stirring in them
visions of a full-service graphic design
reporting rural life and natural law
by the people for the people
in text
and image

delegating more and more to apprentices
they devote themselves to this venture with capital
collecting, drafting, sketching, until

strap this on
it will be disorienting at first
metal type text and wood engraving image
textimage, everything all at once
on a single page from a single printing forme in a single printed impression

with awesome wing span
ungodly graphic design takes off
inescapable informational range
it's out of hand now

(weakling voice)
But master, am I to polish copper plates for the rest of my life?
My hands are swollen like a blacksmith's!
I can hardly hold my fine graver.



3) PRINCIPAL DESIGNER and PRESS MINDER

inside textimage simulation
Europe industries rocket flying close to the sun
looking down on the whole earth
catalogue of networks, factories, warehouses, highways, ports, and hubs

down there, desiring machine divides labour
devours sub-optimal FULL-SERVICE GRAPHIC DESIGNER
spits body parts onto bullshit jobs orgchart

ears are Business Development Managers
fingers are Senior Artworkers (Part-time)
legs are Customer Representatives (Off-site)

no complaints though
graphic designers flying high and feeling very very good
portfolios boast global airlines and big pharma

smooth skinned PRINCIPAL DESIGNER
stand up white collar
shimmering nylon lightweight
takes the cultural temperature of the markets
storms into corporate board rooms
preaching, persuasive universal communication science
ruthlessly reductive
cuts all graphic ornament
never pastes

backed by champion PRESS MINDER
no collar blue cotton overalls
polyester kitted out for West Germany 1990
powerhouse number 10
dynamo on the factory floor
presses, running 24 hours for the team

(weakling voice)
Four back four and two metallics. They'll never dry in time.







4) KNOWLEDGE WORKER

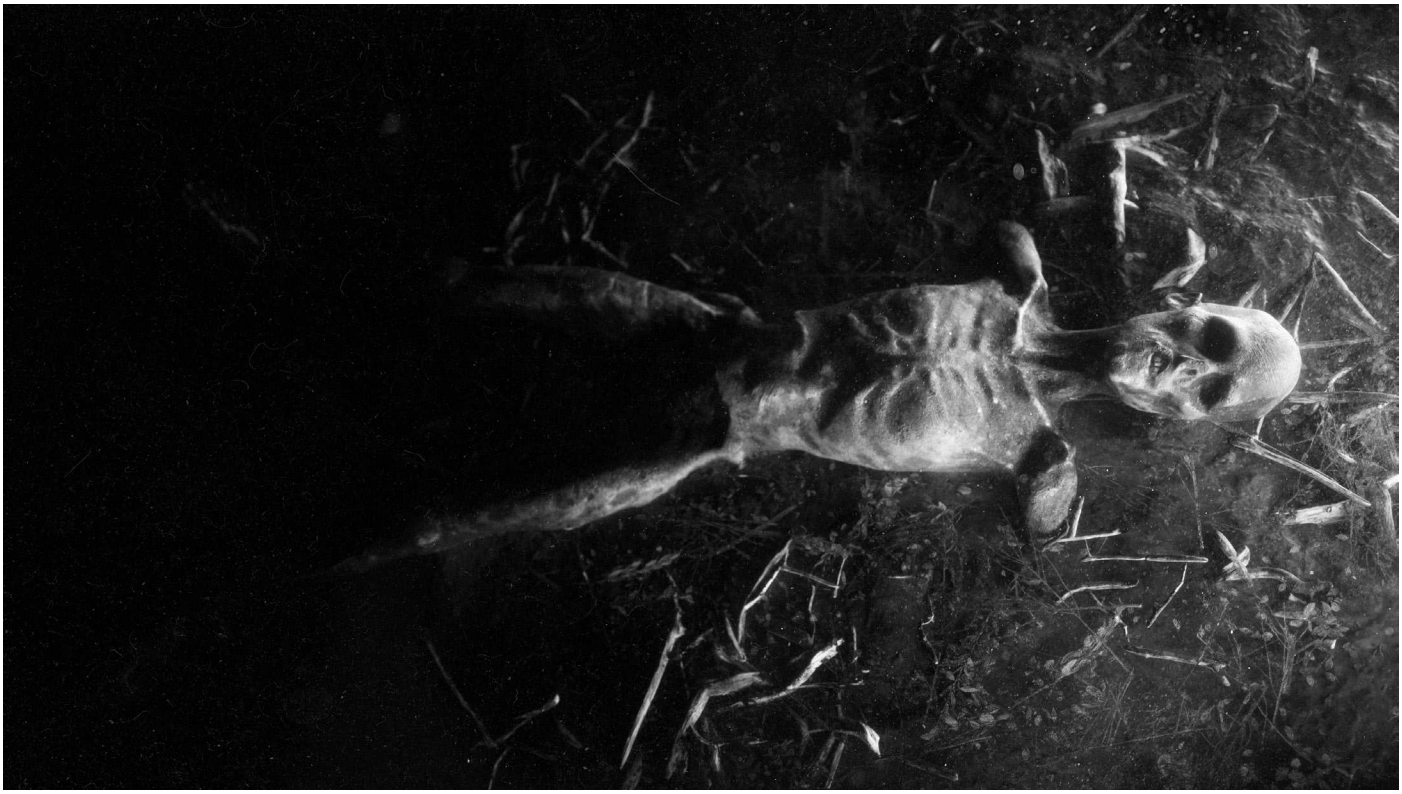
skies cloud over ominously
as the PENPUSHERs foretold
zero visibility, virtually
graphic design fleet down bad

tempted into computers
simulation in a simulation
work flows in there
desktop publishing easy to do and addictive
becomes second nature, like, practically automatic

those with real pedigree gladly deskill
dot dot dot they are KNOWLEDGE WORKERs now
plotting in the low countries
ascending to the alpine
practice-based PhD know-how, peaking out above the clouds

precarious, exposed up high
if they are to survive they must take hold of, dismantle, and rewire the abusive structures of capital with their bare hands

(weakling voice)
I'm just a designer, a graphic designer, and that's okay.



5) DRAWSLAVE

post-digital terrain of reformed megacontinent
patrolled by a freelance DRAWSLAVE
self-initiator, aggressive, not waiting to be asked
what you see is what you get
béziers for hire, if you can shape them to your will

3L Gore Tex hardshell pants
labyrinthine storage subsystem
articulated fit block craft, optimised for manoeuvres
full vector studio in the field

synthetic tank top sports prehistoric lifeform depiction
caught between generations
boom, zoom, escapes the dust of this planet
only to fall back to earth, mid-journey

promising career cut short
final ambush in carpal tunnel
corruption, compression, cropping
last of their kind, fossilised

(weakling voice)
Full bleed Pantone 485.
Our PSDs turned black.



6) MOODBOARD ARTIST

yet another fine day, late in Q4
sensational painterly landscapes
draw distances sublime as ever
colours, scripts, images, sentiments, safely set to auto renew

a mid-weight MOODBOARD ARTIST
100% organic garment dyed cotton sweats
eternal glacier and private sunset colourway
beloved premium smart pen logs working hours and inspires

graphic design game newly liberating
conjuring activation decks
going up on Figma jams
setting down brand guidelines
training reps and sets
no roll-outs, mind, just for the good memories
terrabytes and terrabytes

legacy techniques of persuasion not supported in this version
went obsolete at one point