

Michael Young and Mike Cina intervene at an X media conference

I believe the computer is a tool...

-... I was art director for two years and then from there a short of freelanced and made up with Mike. And from there we've been a ruling part for the past year and a half. We've started collaborating and that's how we led up.

-And I've always been a freelanced designer and I talked to quit my job

- It was just the two of us and the relationship is a lot different than the rest of the companies. We usually have these firms, these huge megaplex of designers or advertising where we are putting much of the same as we've always did. That's the way we keep on working from them as we are not aiming to be like, not investors or anything like that. We are the total opposite of the hole business. And we do everything, over communication is on line. He's in Minneapolis which is a time on over in America and I'm in Baltimore which is on the coast. So, the communication we have is through messenger, ICQ, programs like that. that's how we're working most of the time. If you're in a usual work environment, where you have network and you go on there. We do everything as far as the mediums, we do print, we do clothing, we do web, we're getting into broadcast. We do everything and most of our print work was last year that the economy was in really bad states for web design. We had so much print work going on and it was funny because so many people know as the only new work to the web sides but they're going to the web sides. It was strange that it was happening but we need to do most of our work in the first part of our year as a company was all print work. And that's a really important thing to understand the media cause you keep bringing on back. And that's the thing we're going to talk today. To give an idea of how we mixed things up. What's customising and how we do icon systems, which is what we developed. When we're going into a project we try to keep everything a little back. And when we go into it, it would be like we're doing a CD for someone and we're trying to think of the main thing for it. So, what we do is what bust out like, a hundred different things icons and symbols and things that will work in the package. We go mad to make all these things and when we're ready to do the project it's just like grubs them. And these are some of the things of the huge system that we do.

- And we also make our own typefaces as well. They all balance of each other I don't know how to describe it but typefaces and icon systems and it's seems like a big funnel that leads up. It's really important of us to do everything by ourselves to have our hands in it and actually creating the media

- make sure that you cover every corner of what you're making like it's not our style, we're not advertising people. We want to have the control. We don't want to disapprove our funs. It's a good thing to know that. You cover everything even the fun. Everything is so original. We're going to talk a little bit about contributions, design communities and thins like that. That's how me and Mike met up. Through communities like those new porno sites out there. It's a good way to get to know other artists

- We also think have a more personal work you should probably have 75% personal work compare to the 25% whatever you really doing for clients

- when you're excited of your personal work that you go off. When the clients sees that, they will come to you for this style, because they've seen it in your work. I'm going to talk about this one because in the presentation here. It's a problem of concept and no concept. You've got to understand. It's always good to understand. Understanding all media, understanding all levels of it. And the thing with this project was, .. we had a client that came to us and he wanted sixty hour work developed and the strange thing was that they had no idea what they wanted. They just said a sixty hour work, no concept, nothing. There was no concept. But the concept came down to education.

- it's better get to our on line work. We both do personal sites. We do three personal sites. There's a bung of other ones but we have shell method, we have trues true, we have design graphic. Those are that we always have before we make a team and work for them. And now all became join projects. I'm going to start with some method. One method has started and from there we had one full version and every came to this which was lunged over a year ago. The idea was here is the visual artist, we have the audio artist that is the 19.5 collective and then we have a writer that's involves. Stanley is from London and I was in DC at the time Washington and we wanted to find a new way to collaborate on line but we wanted to do something a little bit more independent and then put it all together. What it was as we had a process that was the ten steps of the day.

So, you wake up and you brush your teeth and that's the first and then step ten is you go to sleep. So, you mark the most important things of the day. What we did was, we laid all together, so the visual is like 3-dimensional. I'm going to show you the first one really fast and then I'll show you a full one at the end. Just to give you an idea.

- (music)... That's giving you an idea. Here you have the title, it's not a title but it's actually a word but if you listen to the audio you get the idea that this is the first step of the day.

-(music)...that is the first one walking up and he's talking a piece.

-this is the last one..... (music)

- we actually lunged with the five movies.