

2000

2000

2000

PowerPoint

CRITICAL THINKING



Wired Magazine



Wired Magazine



The New York Times



The New York Times

404

Oops! Rationality Not Found

**"A TOOL FOR
MAKING US
STUPID"**

Edward Tufte



THE PROBLEM

CHALLENGE

THREAT

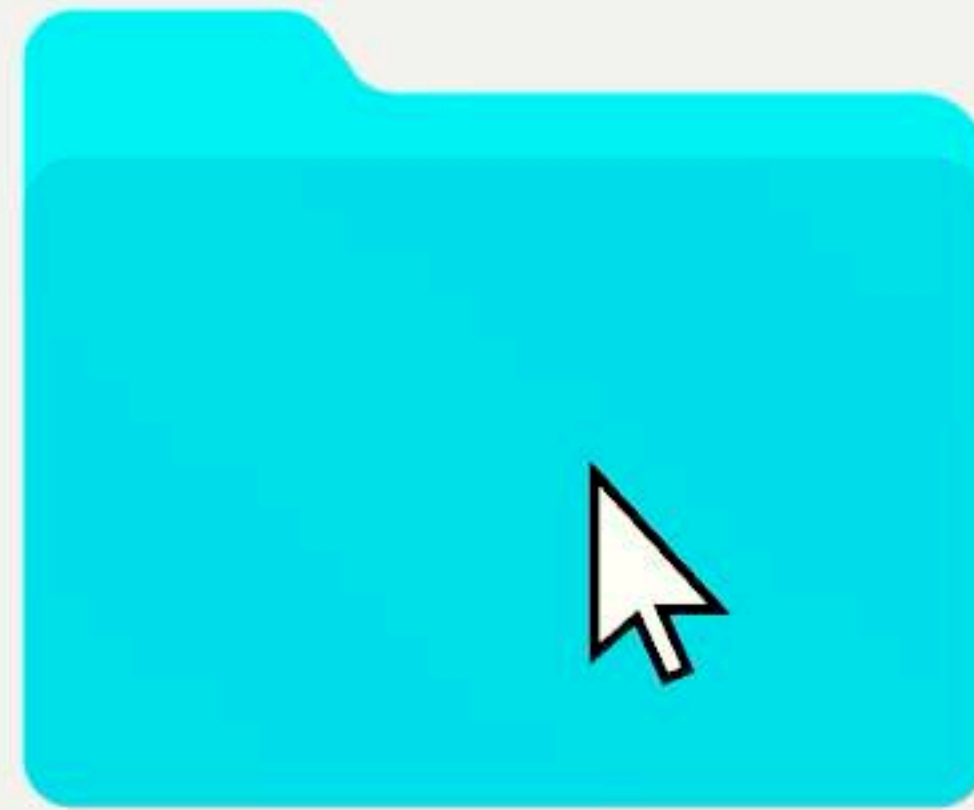
OLD FEARS

DEFINING TASTE

GE

CLEAR?





THE PROBLEM



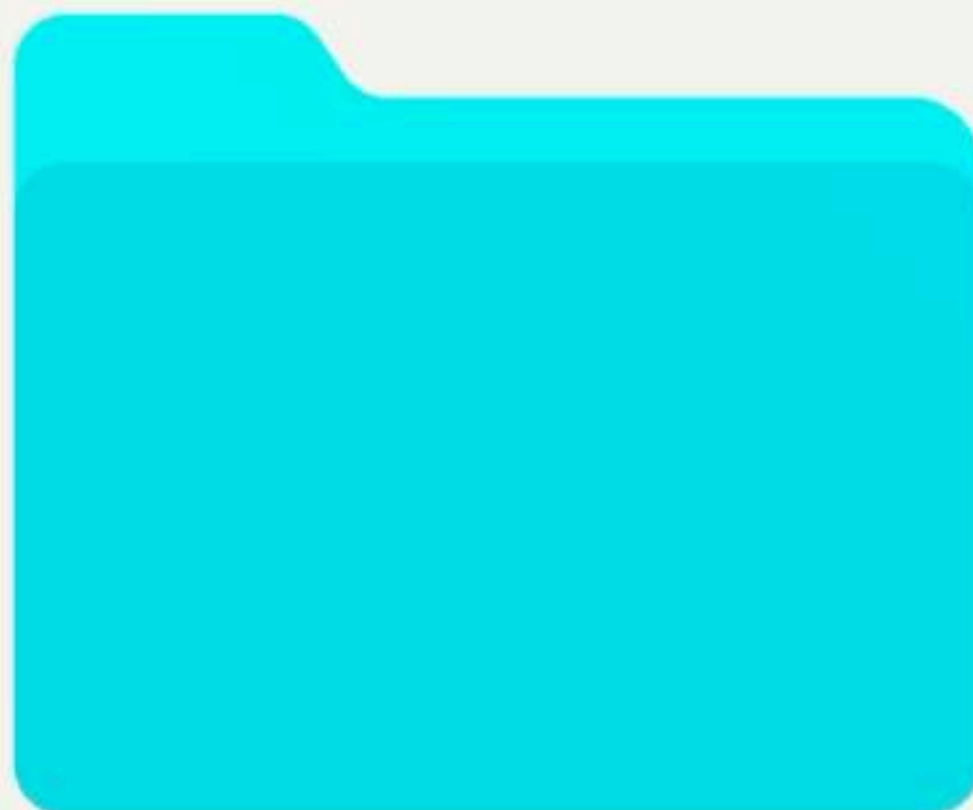
ARCHIVE



CHALLENGE



THREAT



GEN



2025





**TOOLS
CHANGE**

⊕ AI ⊕ TECH

What happens when AI comes for our fonts?

'It's happening fast' - creative workers and professionals share their fears and hopes about the rise of AI

⊕ NOTEPAD ⊕ TECH ⊕ MICROSOFT

Microsoft's design chief on human creation in the AI era

THINKING

PHOTOGRAPHY

ORIGINALITY



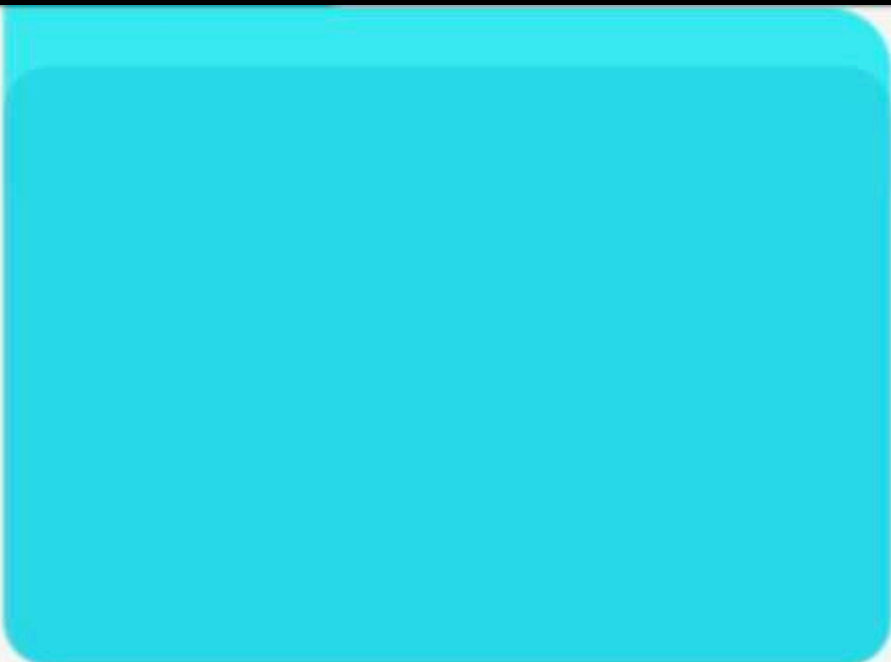
PHOTOGRAPHY

ORIGINALITY

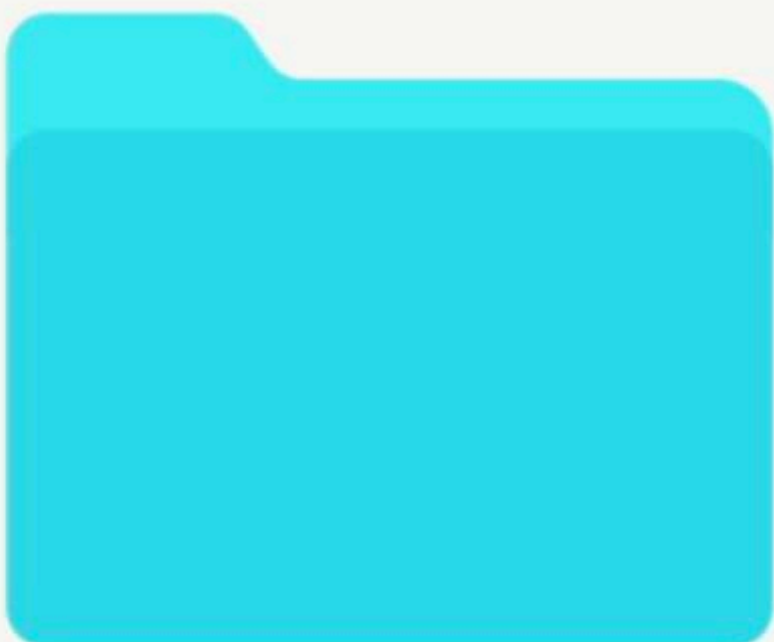
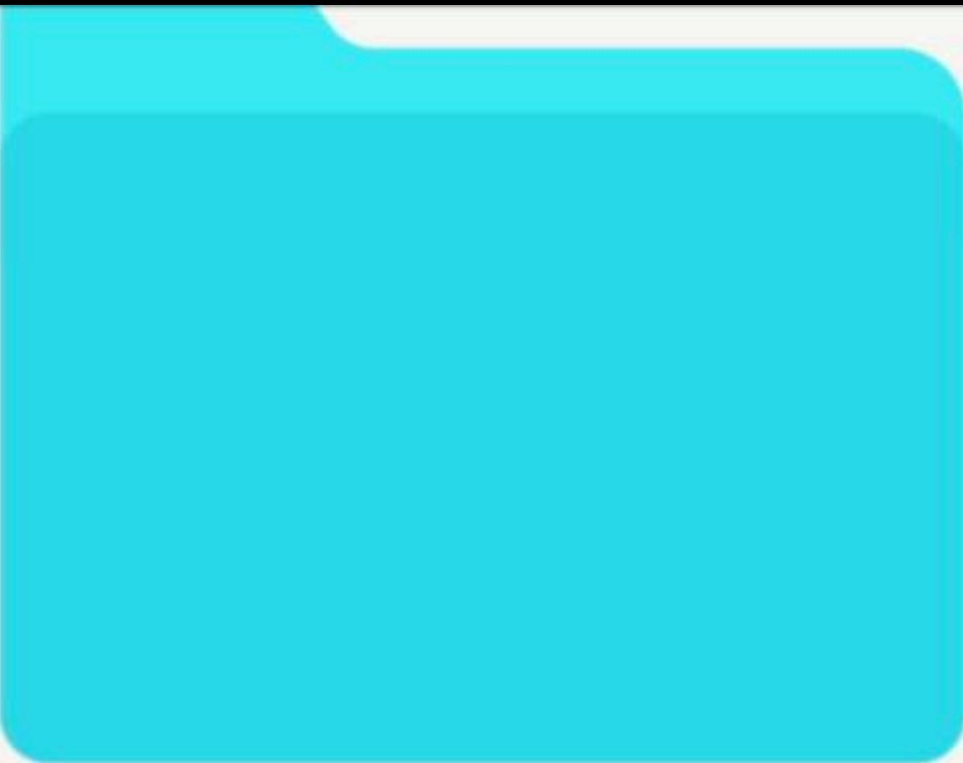


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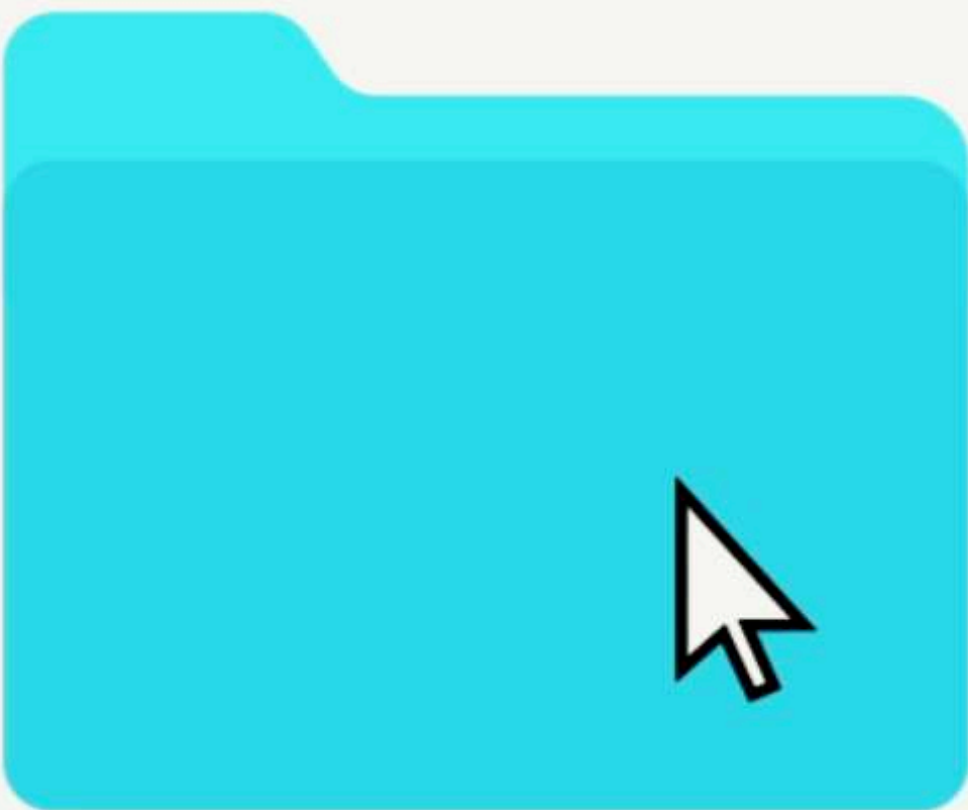




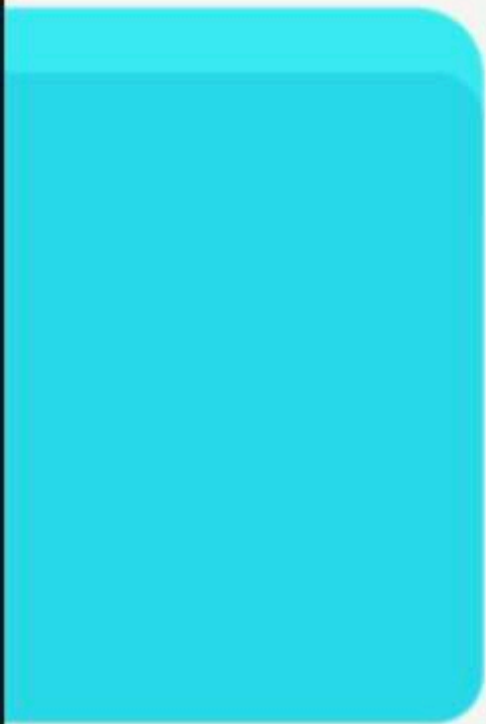
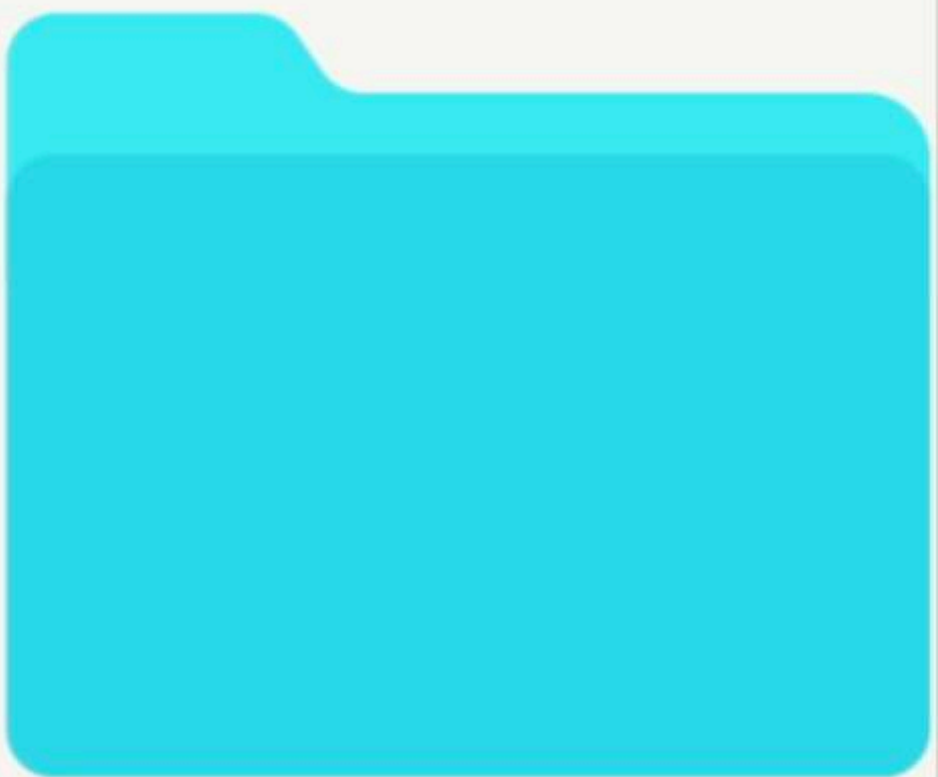
ARCHIVE



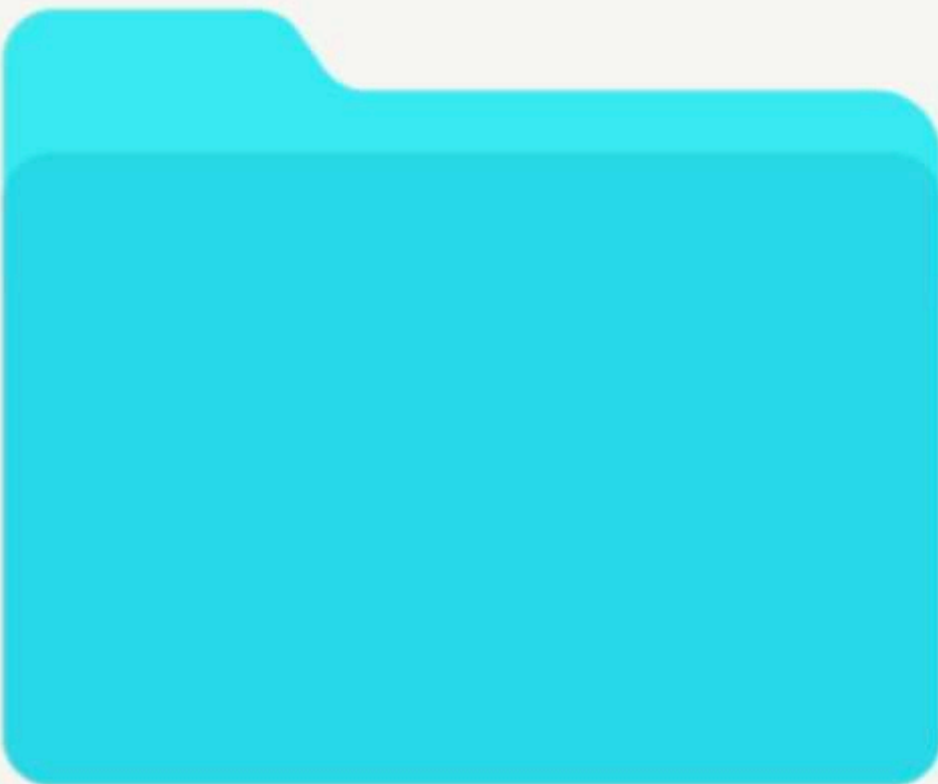
THE CHALLENGE



GENAI PANIC



EAT



THE SOLUTION



TASTE

TASTE



TASTE



WASIR



TASTE



TASTE



OUTPUT

OUTPUT

Let's get you set up to file with Texas

- 1

Check if you can file in Texas with QuickBooks

Answer 2 short questions about your business to see if you meet their requirements.
- 2

Add your Texas filing and payment details

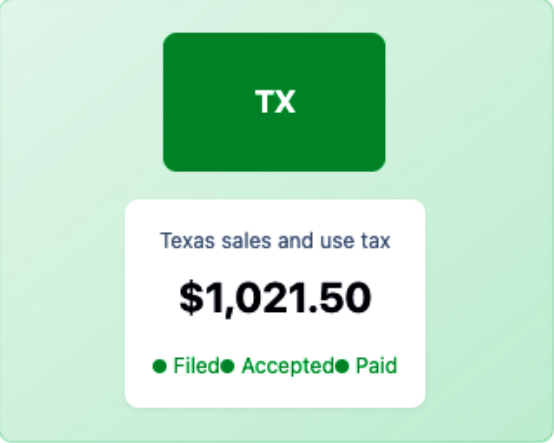
You'll only do this once.
- 3

We'll send your info to the state to verify

Texas will check everything matches their records.
- ✔

Once confirmed, you're all set to file with QuickBooks

We'll email to let you know.



Get started

Let's get you set up to file with Texas

- 1

Check if you can file in Texas with QuickBooks

Answer 2 short questions about your business to see if you meet their requirements.
- 2

Add your Texas filing and payment details

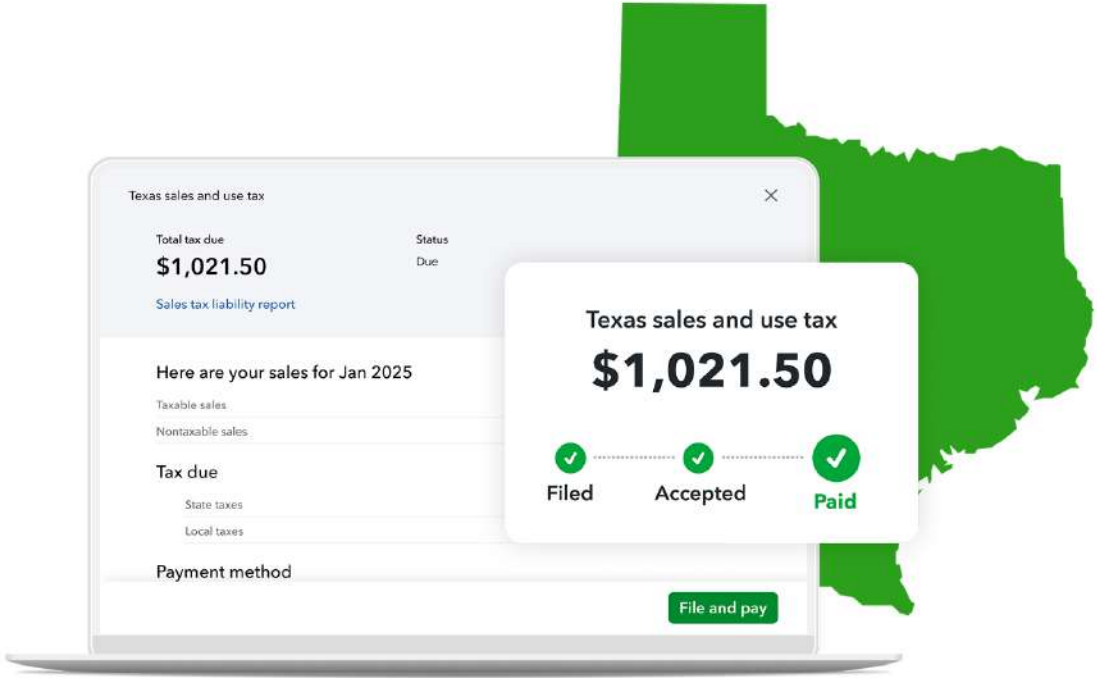
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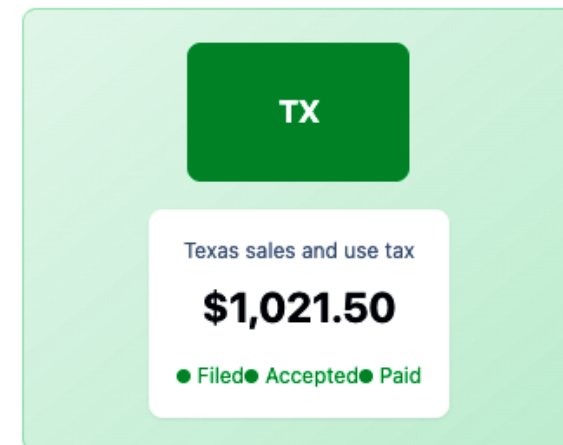


Close

Get started

Let's get you set up to file with Texas

- 1 **Check if you can file in Texas with QuickBooks**
Answer 2 short questions about your business to see if you meet their requirements.
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You'll only do this once.
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- 🕒 **Once confirmed, you're all set to file with QuickBooks**
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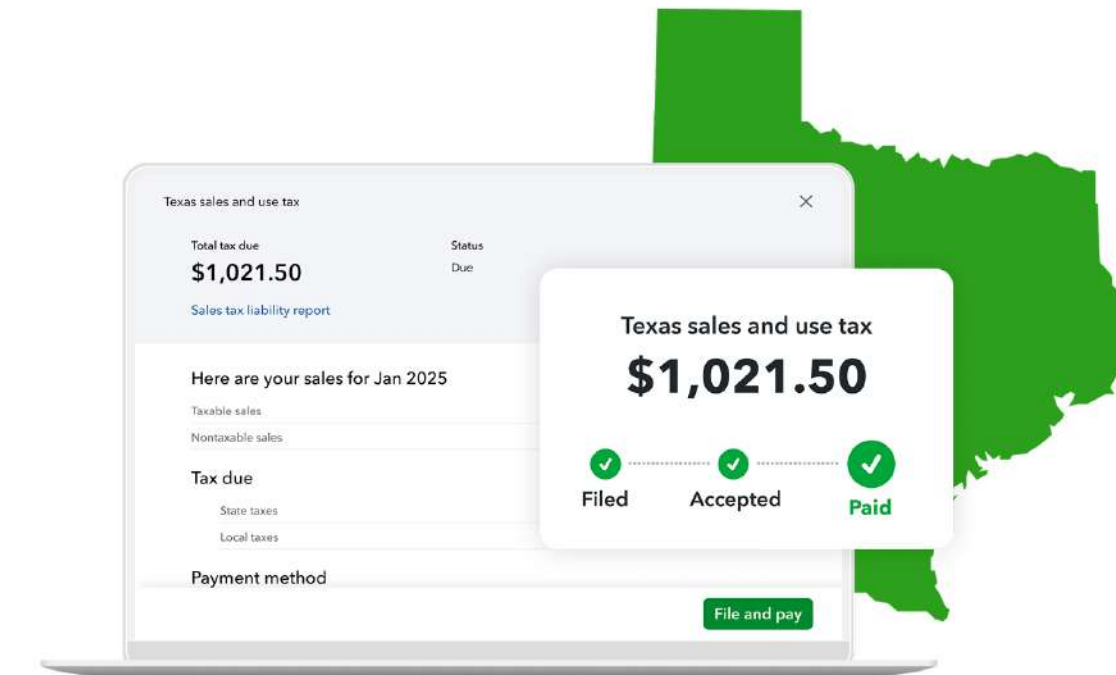


Get started

AI

Let's get you set up to file with Texas

- 1 **Check if you can file in Texas with QuickBooks**
Answer 2 short questions about your business to see if you meet their requirements.
 - 2 **Add your Texas filing and payment details**
You'll only do this once.
 - 3 **We'll send your info to the state to verify**
Texas will check everything matches their records.
- ✓ **Once confirmed, you're all set to file**
We'll email to let you know.



Close

Get started

DESIGNER

TASTE

TASTE

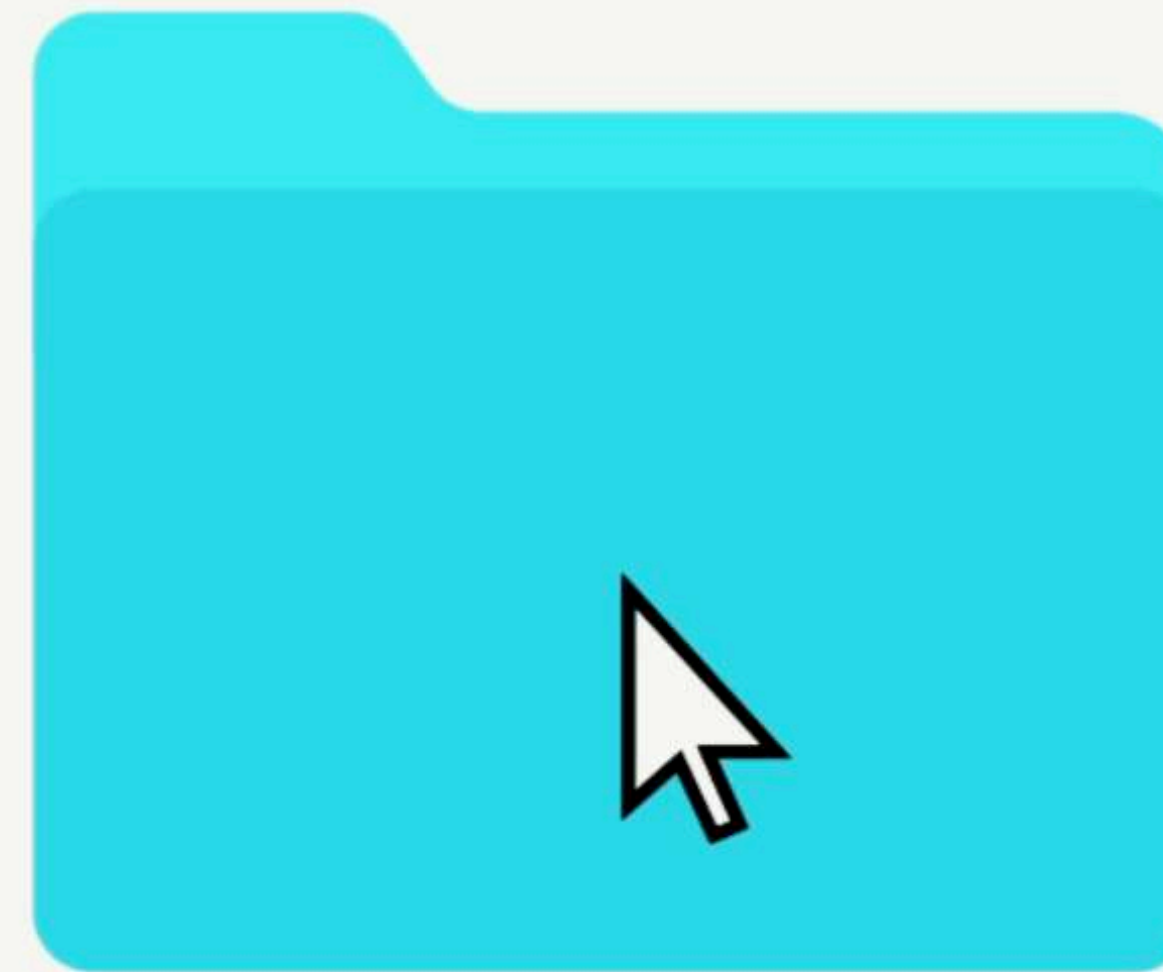


GENAI PANIC

THE CHALLENGE

THREAT

THE SOLUTION



DEFINING TASTE

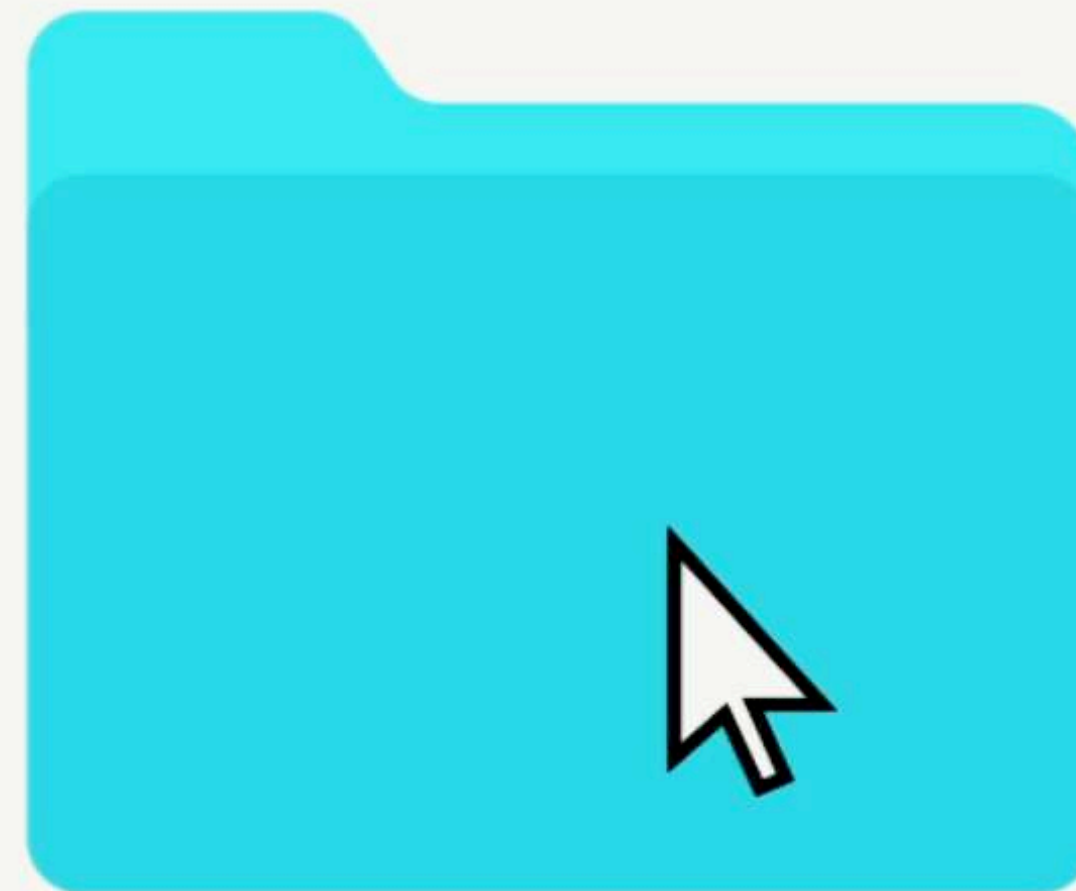
DESIGN

SHAPING BEHAVIOR

SHAPING BEHAVIOR

ENGINE

THREAT



THE GAP

DEFINITION

CDNFDE

EXPECTATIONS

MEDIOCRITY

THE PROBLEM

CHALLENGE

THREAT

RAISE YOUR BAR

RAISE YOUR BAR

RAISE YOUR BAR

RAISE YOUR BAR

RAISE YOUR BAR

BE CURIOUS

RAISE YOUR BAR

BE CURIOUS

RAISE YOUR BAR

BE CURIOUS

REFINE LIKE IT MATTERS

RAISE YOUR BAR

BE CURIOUS

REFINE LIKE IT MATTERS

RAISE YOUR BAR

BE CURIOUS

REFINE LIKE IT MATTERS

GIVE & GET BETTER FEEDBACK

RAISE YOUR BAR

BE CURIOUS

REFINE LIKE IT MATTERS

GIVE & GET BETTER FEEDBACK

LET AI POWER PRODUCTION

RAISE YOUR BAR

BE CURIOUS

REFINE LIKE IT MATTERS

GIVE & GET BETTER FEEDBACK

LET AI POWER PRODUCTION



THE CONSTANT EVOLUTION



THE CONSTANT EVOLUTION

THE CONSTANT EVOLUTION

TASTE

JUDGEMENT

CRAFT

**EMBRACE
CURIOSITY**



**STUDY SOMETHING
TIMELESS**

01



**STUDY SOMETHING
TIMELESS**

01

**EDIT SOMETHING YOU
SHIPPED TOO QUICKLY**

02

**GIVE FEEDBACK
THAT HELPS SOMEONE
GET BETTER**

03

POV!
BOΛi