

THE MOST IMPORTANT PART OF YOUR JOB

by *Inayaili de León*

Reasons to be Creative, Brighton, 2012

CANONICAL

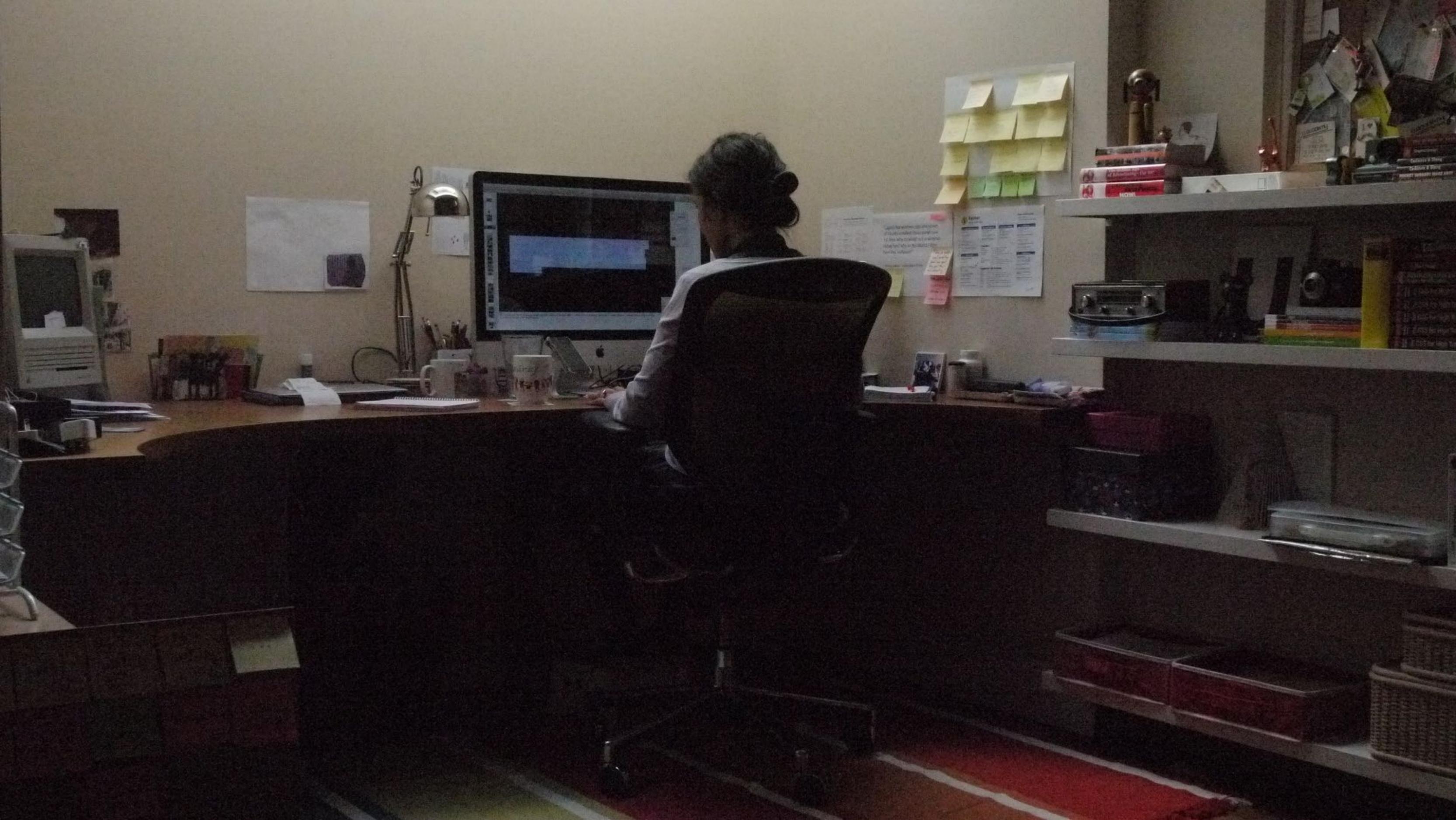
ubuntu[®]











check **IRC on!**

check **Check email**

check **Update Basecamp**

check **Call Peter**

check **Check Onotate**

check **Do some designing**

check **Redesign kickoff meeting**

check **Some more designing**























*It's crazy not to hire the best people just because they live far away. Especially now there's so much technology out there making it easier to **bring everyone together online.***

—37signals, "Rework"

Out of sight, out of mind











kiky anharisal

*The human moment, then, is a regulator: when you take it away, people's primitive instincts can get the better of them. Just as in the anonymity of an automobile, where stable people can behave like crazed maniacs, so too on a keyboard: **courteous people can become rude and abrupt.***

—Edward M. Hallowell, "The Human Moment at Work"

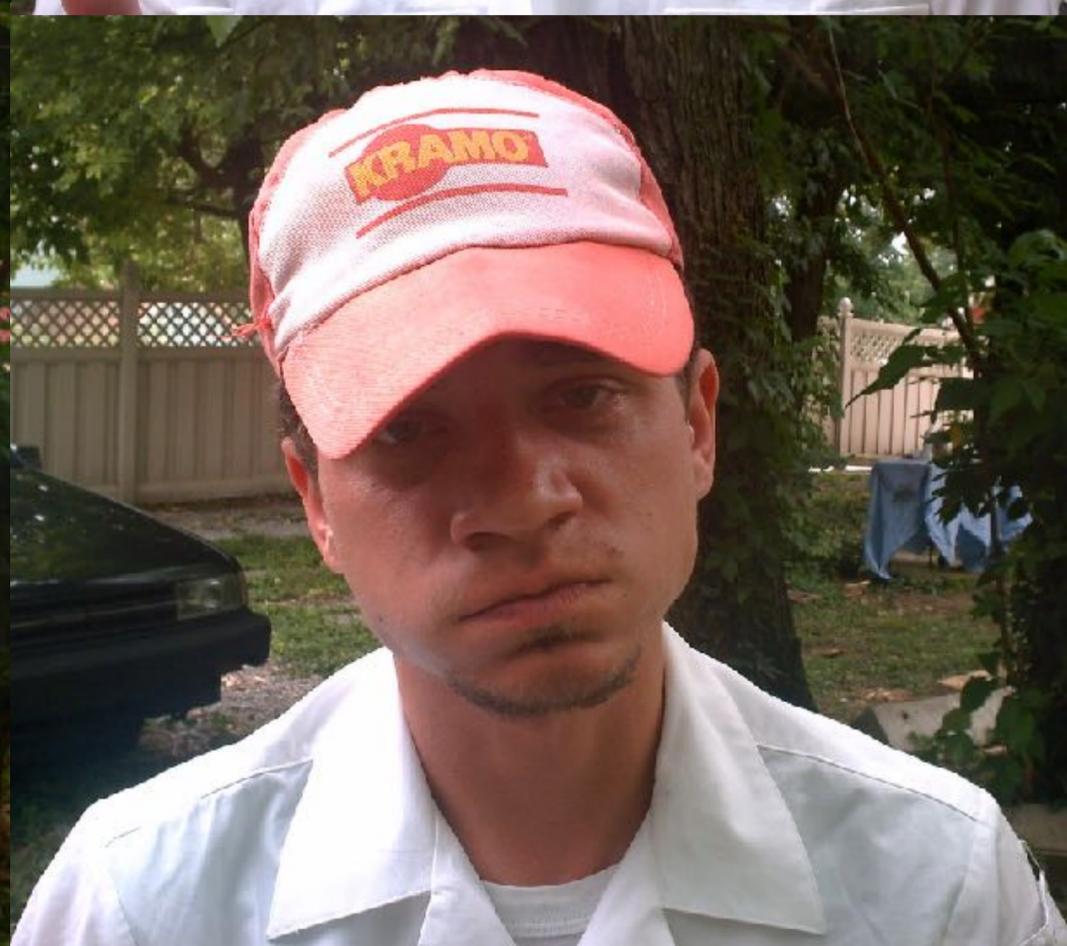






Challenge One

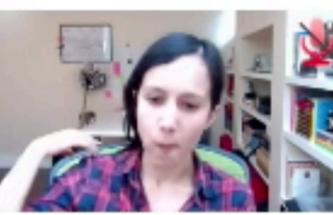
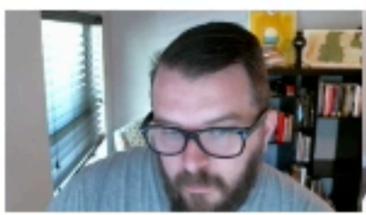
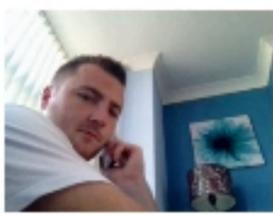
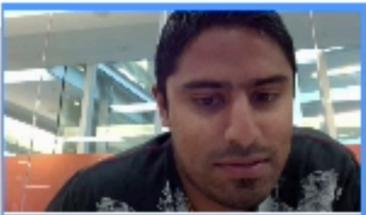
Create one human moment





People

Apps





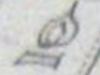




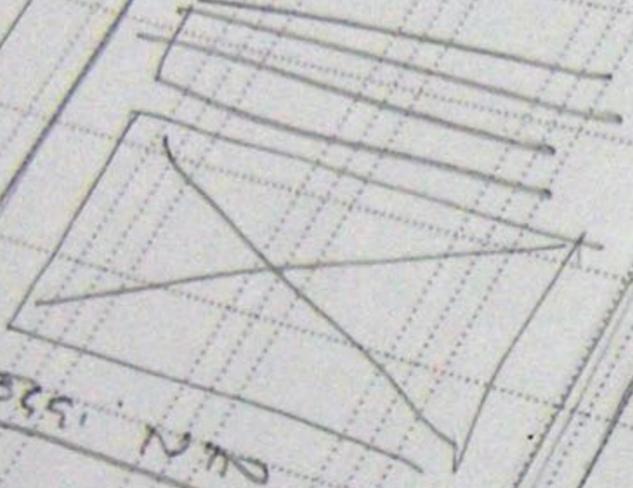
INFORMAZIONE
AL TITOLO?

Prometeo

GAS



TITOLO
TITOLO
TITOLO



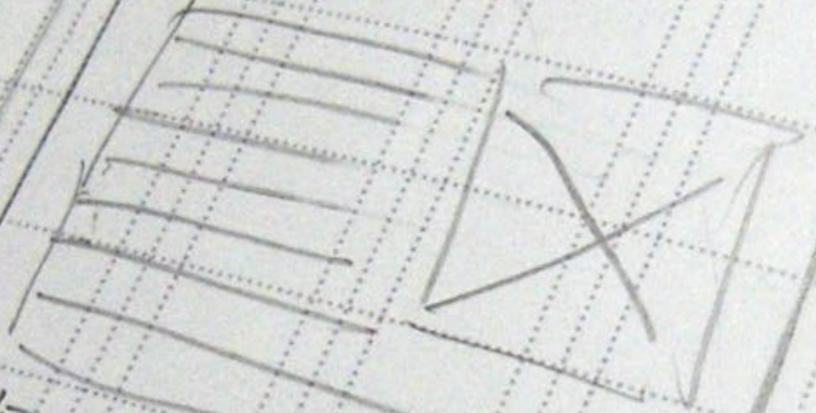
LEGGI TUTTO

CHI SIAMO | STATUTO | VOCE

ENERGIA



TITOLO TITOLO
TIT



LEGGI TUTTO

BOSS | VOCE

FOTO VOCE



TITOLO TITOLO
TITOLO TITOLO



VOCE

...

5
2
3
4
5
6
7
8
9
10





$\int x y = \frac{1}{2} x^2 y + \frac{1}{2} x^2 y^2$
 $\int x y^2 = \frac{1}{3} x^3 y^2 + \frac{2}{3} x^2 y^3$
 $\int x^2 y = \frac{1}{3} x^3 y + \frac{2}{3} x^2 y^2$
 $\int x^2 y^2 = \frac{1}{4} x^4 y^2 + \frac{1}{2} x^3 y^3$
 $\int x^3 y = \frac{1}{4} x^4 y + \frac{3}{4} x^3 y^2$
 $\int x^3 y^2 = \frac{1}{5} x^5 y^2 + \frac{3}{5} x^4 y^3$
 $\int x^4 y = \frac{1}{5} x^5 y + \frac{4}{5} x^4 y^2$
 $\int x^4 y^2 = \frac{1}{6} x^6 y^2 + \frac{4}{3} x^5 y^3$
 $\int x^5 y = \frac{1}{6} x^6 y + \frac{5}{6} x^5 y^2$
 $\int x^5 y^2 = \frac{1}{7} x^7 y^2 + \frac{5}{7} x^6 y^3$
 $\int x^6 y = \frac{1}{7} x^7 y + \frac{6}{7} x^6 y^2$
 $\int x^6 y^2 = \frac{1}{8} x^8 y^2 + \frac{6}{4} x^7 y^3$
 $\int x^7 y = \frac{1}{8} x^8 y + \frac{7}{8} x^7 y^2$
 $\int x^7 y^2 = \frac{1}{9} x^9 y^2 + \frac{7}{9} x^8 y^3$
 $\int x^8 y = \frac{1}{9} x^9 y + \frac{8}{9} x^8 y^2$
 $\int x^8 y^2 = \frac{1}{10} x^{10} y^2 + \frac{8}{5} x^9 y^3$
 $\int x^9 y = \frac{1}{10} x^{10} y + \frac{9}{10} x^9 y^2$
 $\int x^9 y^2 = \frac{1}{11} x^{11} y^2 + \frac{9}{11} x^{10} y^3$
 $\int x^{10} y = \frac{1}{11} x^{11} y + \frac{10}{11} x^{10} y^2$
 $\int x^{10} y^2 = \frac{1}{12} x^{12} y^2 + \frac{10}{6} x^{11} y^3$
 $\int x^{11} y = \frac{1}{12} x^{12} y + \frac{11}{12} x^{11} y^2$
 $\int x^{11} y^2 = \frac{1}{13} x^{13} y^2 + \frac{11}{13} x^{12} y^3$
 $\int x^{12} y = \frac{1}{13} x^{13} y + \frac{12}{13} x^{12} y^2$
 $\int x^{12} y^2 = \frac{1}{14} x^{14} y^2 + \frac{12}{7} x^{13} y^3$
 $\int x^{13} y = \frac{1}{14} x^{14} y + \frac{13}{14} x^{13} y^2$
 $\int x^{13} y^2 = \frac{1}{15} x^{15} y^2 + \frac{13}{15} x^{14} y^3$
 $\int x^{14} y = \frac{1}{15} x^{15} y + \frac{14}{15} x^{14} y^2$
 $\int x^{14} y^2 = \frac{1}{16} x^{16} y^2 + \frac{14}{8} x^{15} y^3$
 $\int x^{15} y = \frac{1}{16} x^{16} y + \frac{15}{16} x^{15} y^2$
 $\int x^{15} y^2 = \frac{1}{17} x^{17} y^2 + \frac{15}{17} x^{16} y^3$
 $\int x^{16} y = \frac{1}{17} x^{17} y + \frac{16}{17} x^{16} y^2$
 $\int x^{16} y^2 = \frac{1}{18} x^{18} y^2 + \frac{16}{9} x^{17} y^3$
 $\int x^{17} y = \frac{1}{18} x^{18} y + \frac{17}{18} x^{17} y^2$
 $\int x^{17} y^2 = \frac{1}{19} x^{19} y^2 + \frac{17}{19} x^{18} y^3$
 $\int x^{18} y = \frac{1}{19} x^{19} y + \frac{18}{19} x^{18} y^2$
 $\int x^{18} y^2 = \frac{1}{20} x^{20} y^2 + \frac{18}{10} x^{19} y^3$
 $\int x^{19} y = \frac{1}{20} x^{20} y + \frac{19}{20} x^{19} y^2$
 $\int x^{19} y^2 = \frac{1}{21} x^{21} y^2 + \frac{19}{21} x^{20} y^3$
 $\int x^{20} y = \frac{1}{21} x^{21} y + \frac{20}{21} x^{20} y^2$
 $\int x^{20} y^2 = \frac{1}{22} x^{22} y^2 + \frac{20}{11} x^{21} y^3$
 $\int x^{21} y = \frac{1}{22} x^{22} y + \frac{21}{22} x^{21} y^2$
 $\int x^{21} y^2 = \frac{1}{23} x^{23} y^2 + \frac{21}{23} x^{22} y^3$
 $\int x^{22} y = \frac{1}{23} x^{23} y + \frac{22}{23} x^{22} y^2$
 $\int x^{22} y^2 = \frac{1}{24} x^{24} y^2 + \frac{22}{12} x^{23} y^3$
 $\int x^{23} y = \frac{1}{24} x^{24} y + \frac{23}{24} x^{23} y^2$
 $\int x^{23} y^2 = \frac{1}{25} x^{25} y^2 + \frac{23}{25} x^{24} y^3$
 $\int x^{24} y = \frac{1}{25} x^{25} y + \frac{24}{25} x^{24} y^2$
 $\int x^{24} y^2 = \frac{1}{26} x^{26} y^2 + \frac{24}{13} x^{25} y^3$
 $\int x^{25} y = \frac{1}{26} x^{26} y + \frac{25}{26} x^{25} y^2$
 $\int x^{25} y^2 = \frac{1}{27} x^{27} y^2 + \frac{25}{27} x^{26} y^3$
 $\int x^{26} y = \frac{1}{27} x^{27} y + \frac{26}{27} x^{26} y^2$
 $\int x^{26} y^2 = \frac{1}{28} x^{28} y^2 + \frac{26}{14} x^{27} y^3$
 $\int x^{27} y = \frac{1}{28} x^{28} y + \frac{27}{28} x^{27} y^2$
 $\int x^{27} y^2 = \frac{1}{29} x^{29} y^2 + \frac{27}{29} x^{28} y^3$
 $\int x^{28} y = \frac{1}{29} x^{29} y + \frac{28}{29} x^{28} y^2$
 $\int x^{28} y^2 = \frac{1}{30} x^{30} y^2 + \frac{28}{15} x^{29} y^3$
 $\int x^{29} y = \frac{1}{30} x^{30} y + \frac{29}{30} x^{29} y^2$
 $\int x^{29} y^2 = \frac{1}{31} x^{31} y^2 + \frac{29}{31} x^{30} y^3$
 $\int x^{30} y = \frac{1}{31} x^{31} y + \frac{30}{31} x^{30} y^2$
 $\int x^{30} y^2 = \frac{1}{32} x^{32} y^2 + \frac{30}{16} x^{31} y^3$
 $\int x^{31} y = \frac{1}{32} x^{32} y + \frac{31}{32} x^{31} y^2$
 $\int x^{31} y^2 = \frac{1}{33} x^{33} y^2 + \frac{31}{33} x^{32} y^3$
 $\int x^{32} y = \frac{1}{33} x^{33} y + \frac{32}{33} x^{32} y^2$
 $\int x^{32} y^2 = \frac{1}{34} x^{34} y^2 + \frac{32}{17} x^{33} y^3$
 $\int x^{33} y = \frac{1}{34} x^{34} y + \frac{33}{34} x^{33} y^2$
 $\int x^{33} y^2 = \frac{1}{35} x^{35} y^2 + \frac{33}{35} x^{34} y^3$
 $\int x^{34} y = \frac{1}{35} x^{35} y + \frac{34}{35} x^{34} y^2$
 $\int x^{34} y^2 = \frac{1}{36} x^{36} y^2 + \frac{34}{18} x^{35} y^3$
 $\int x^{35} y = \frac{1}{36} x^{36} y + \frac{35}{36} x^{35} y^2$
 $\int x^{35} y^2 = \frac{1}{37} x^{37} y^2 + \frac{35}{37} x^{36} y^3$
 $\int x^{36} y = \frac{1}{37} x^{37} y + \frac{36}{37} x^{36} y^2$
 $\int x^{36} y^2 = \frac{1}{38} x^{38} y^2 + \frac{36}{19} x^{37} y^3$
 $\int x^{37} y = \frac{1}{38} x^{38} y + \frac{37}{38} x^{37} y^2$
 $\int x^{37} y^2 = \frac{1}{39} x^{39} y^2 + \frac{37}{39} x^{38} y^3$
 $\int x^{38} y = \frac{1}{39} x^{39} y + \frac{38}{39} x^{38} y^2$
 $\int x^{38} y^2 = \frac{1}{40} x^{40} y^2 + \frac{38}{20} x^{39} y^3$
 $\int x^{39} y = \frac{1}{40} x^{40} y + \frac{39}{40} x^{39} y^2$
 $\int x^{39} y^2 = \frac{1}{41} x^{41} y^2 + \frac{39}{41} x^{40} y^3$
 $\int x^{40} y = \frac{1}{41} x^{41} y + \frac{40}{41} x^{40} y^2$
 $\int x^{40} y^2 = \frac{1}{42} x^{42} y^2 + \frac{40}{21} x^{41} y^3$
 $\int x^{41} y = \frac{1}{42} x^{42} y + \frac{41}{42} x^{41} y^2$
 $\int x^{41} y^2 = \frac{1}{43} x^{43} y^2 + \frac{41}{43} x^{42} y^3$
 $\int x^{42} y = \frac{1}{43} x^{43} y + \frac{42}{43} x^{42} y^2$
 $\int x^{42} y^2 = \frac{1}{44} x^{44} y^2 + \frac{42}{22} x^{43} y^3$
 $\int x^{43} y = \frac{1}{44} x^{44} y + \frac{43}{44} x^{43} y^2$
 $\int x^{43} y^2 = \frac{1}{45} x^{45} y^2 + \frac{43}{45} x^{44} y^3$
 $\int x^{44} y = \frac{1}{45} x^{45} y + \frac{44}{45} x^{44} y^2$
 $\int x^{44} y^2 = \frac{1}{46} x^{46} y^2 + \frac{44}{23} x^{45} y^3$
 $\int x^{45} y = \frac{1}{46} x^{46} y + \frac{45}{46} x^{45} y^2$
 $\int x^{45} y^2 = \frac{1}{47} x^{47} y^2 + \frac{45}{47} x^{46} y^3$
 $\int x^{46} y = \frac{1}{47} x^{47} y + \frac{46}{47} x^{46} y^2$
 $\int x^{46} y^2 = \frac{1}{48} x^{48} y^2 + \frac{46}{24} x^{47} y^3$
 $\int x^{47} y = \frac{1}{48} x^{48} y + \frac{47}{48} x^{47} y^2$
 $\int x^{47} y^2 = \frac{1}{49} x^{49} y^2 + \frac{47}{49} x^{48} y^3$
 $\int x^{48} y = \frac{1}{49} x^{49} y + \frac{48}{49} x^{48} y^2$
 $\int x^{48} y^2 = \frac{1}{50} x^{50} y^2 + \frac{48}{25} x^{49} y^3$
 $\int x^{49} y = \frac{1}{50} x^{50} y + \frac{49}{50} x^{49} y^2$
 $\int x^{49} y^2 = \frac{1}{51} x^{51} y^2 + \frac{49}{51} x^{50} y^3$
 $\int x^{50} y = \frac{1}{51} x^{51} y + \frac{50}{51} x^{50} y^2$
 $\int x^{50} y^2 = \frac{1}{52} x^{52} y^2 + \frac{50}{26} x^{51} y^3$
 $\int x^{51} y = \frac{1}{52} x^{52} y + \frac{51}{52} x^{51} y^2$
 $\int x^{51} y^2 = \frac{1}{53} x^{53} y^2 + \frac{51}{53} x^{52} y^3$
 $\int x^{52} y = \frac{1}{53} x^{53} y + \frac{52}{53} x^{52} y^2$
 $\int x^{52} y^2 = \frac{1}{54} x^{54} y^2 + \frac{52}{27} x^{53} y^3$
 $\int x^{53} y = \frac{1}{54} x^{54} y + \frac{53}{54} x^{53} y^2$
 $\int x^{53} y^2 = \frac{1}{55} x^{55} y^2 + \frac{53}{55} x^{54} y^3$
 $\int x^{54} y = \frac{1}{55} x^{55} y + \frac{54}{55} x^{54} y^2$
 $\int x^{54} y^2 = \frac{1}{56} x^{56} y^2 + \frac{54}{28} x^{55} y^3$
 $\int x^{55} y = \frac{1}{56} x^{56} y + \frac{55}{56} x^{55} y^2$
 $\int x^{55} y^2 = \frac{1}{57} x^{57} y^2 + \frac{55}{57} x^{56} y^3$
 $\int x^{56} y = \frac{1}{57} x^{57} y + \frac{56}{57} x^{56} y^2$
 $\int x^{56} y^2 = \frac{1}{58} x^{58} y^2 + \frac{56}{29} x^{57} y^3$
 $\int x^{57} y = \frac{1}{58} x^{58} y + \frac{57}{58} x^{57} y^2$
 $\int x^{57} y^2 = \frac{1}{59} x^{59} y^2 + \frac{57}{59} x^{58} y^3$
 $\int x^{58} y = \frac{1}{59} x^{59} y + \frac{58}{59} x^{58} y^2$
 $\int x^{58} y^2 = \frac{1}{60} x^{60} y^2 + \frac{58}{30} x^{59} y^3$
 $\int x^{59} y = \frac{1}{60} x^{60} y + \frac{59}{60} x^{59} y^2$
 $\int x^{59} y^2 = \frac{1}{61} x^{61} y^2 + \frac{59}{61} x^{60} y^3$
 $\int x^{60} y = \frac{1}{61} x^{61} y + \frac{60}{61} x^{60} y^2$
 $\int x^{60} y^2 = \frac{1}{62} x^{62} y^2 + \frac{60}{31} x^{61} y^3$
 $\int x^{61} y = \frac{1}{62} x^{62} y + \frac{61}{62} x^{61} y^2$
 $\int x^{61} y^2 = \frac{1}{63} x^{63} y^2 + \frac{61}{63} x^{62} y^3$
 $\int x^{62} y = \frac{1}{63} x^{63} y + \frac{62}{63} x^{62} y^2$
 $\int x^{62} y^2 = \frac{1}{64} x^{64} y^2 + \frac{62}{32} x^{63} y^3$
 $\int x^{63} y = \frac{1}{64} x^{64} y + \frac{63}{64} x^{63} y^2$
 $\int x^{63} y^2 = \frac{1}{65} x^{65} y^2 + \frac{63}{65} x^{64} y^3$
 $\int x^{64} y = \frac{1}{65} x^{65} y + \frac{64}{65} x^{64} y^2$
 $\int x^{64} y^2 = \frac{1}{66} x^{66} y^2 + \frac{64}{33} x^{65} y^3$
 $\int x^{65} y = \frac{1}{66} x^{66} y + \frac{65}{66} x^{65} y^2$
 $\int x^{65} y^2 = \frac{1}{67} x^{67} y^2 + \frac{65}{67} x^{66} y^3$
 $\int x^{66} y = \frac{1}{67} x^{67} y + \frac{66}{67} x^{66} y^2$
 $\int x^{66} y^2 = \frac{1}{68} x^{68} y^2 + \frac{66}{34} x^{67} y^3$
 $\int x^{67} y = \frac{1}{68} x^{68} y + \frac{67}{68} x^{67} y^2$
 $\int x^{67} y^2 = \frac{1}{69} x^{69} y^2 + \frac{67}{69} x^{68} y^3$
 $\int x^{68} y = \frac{1}{69} x^{69} y + \frac{68}{69} x^{68} y^2$
 $\int x^{68} y^2 = \frac{1}{70} x^{70} y^2 + \frac{68}{35} x^{69} y^3$
 $\int x^{69} y = \frac{1}{70} x^{70} y + \frac{69}{70} x^{69} y^2$
 $\int x^{69} y^2 = \frac{1}{71} x^{71} y^2 + \frac{69}{71} x^{70} y^3$
 $\int x^{70} y = \frac{1}{71} x^{71} y + \frac{70}{71} x^{70} y^2$
 $\int x^{70} y^2 = \frac{1}{72} x^{72} y^2 + \frac{70}{36} x^{71} y^3$
 $\int x^{71} y = \frac{1}{72} x^{72} y + \frac{71}{72} x^{71} y^2$
 $\int x^{71} y^2 = \frac{1}{73} x^{73} y^2 + \frac{71}{73} x^{72} y^3$
 $\int x^{72} y = \frac{1}{73} x^{73} y + \frac{72}{73} x^{72} y^2$
 $\int x^{72} y^2 = \frac{1}{74} x^{74} y^2 + \frac{72}{37} x^{73} y^3$
 $\int x^{73} y = \frac{1}{74} x^{74} y + \frac{73}{74} x^{73} y^2$
 $\int x^{73} y^2 = \frac{1}{75} x^{75} y^2 + \frac{73}{75} x^{74} y^3$
 $\int x^{74} y = \frac{1}{75} x^{75} y + \frac{74}{75} x^{74} y^2$
 $\int x^{74} y^2 = \frac{1}{76} x^{76} y^2 + \frac{74}{38} x^{75} y^3$
 $\int x^{75} y = \frac{1}{76} x^{76} y + \frac{75}{76} x^{75} y^2$
 $\int x^{75} y^2 = \frac{1}{77} x^{77} y^2 + \frac{75}{77} x^{76} y^3$
 $\int x^{76} y = \frac{1}{77} x^{77} y + \frac{76}{77} x^{76} y^2$
 $\int x^{76} y^2 = \frac{1}{78} x^{78} y^2 + \frac{76}{39} x^{77} y^3$
 $\int x^{77} y = \frac{1}{78} x^{78} y + \frac{77}{78} x^{77} y^2$
 $\int x^{77} y^2 = \frac{1}{79} x^{79} y^2 + \frac{77}{79} x^{78} y^3$
 $\int x^{78} y = \frac{1}{79} x^{79} y + \frac{78}{79} x^{78} y^2$
 $\int x^{78} y^2 = \frac{1}{80} x^{80} y^2 + \frac{78}{40} x^{79} y^3$
 $\int x^{79} y = \frac{1}{80} x^{80} y + \frac{79}{80} x^{79} y^2$
 $\int x^{79} y^2 = \frac{1}{81} x^{81} y^2 + \frac{79}{81} x^{80} y^3$
 $\int x^{80} y = \frac{1}{81} x^{81} y + \frac{80}{81} x^{80} y^2$
 $\int x^{80} y^2 = \frac{1}{82} x^{82} y^2 + \frac{80}{41} x^{81} y^3$
 $\int x^{81} y = \frac{1}{82} x^{82} y + \frac{81}{82} x^{81} y^2$
 $\int x^{81} y^2 = \frac{1}{83} x^{83} y^2 + \frac{81}{83} x^{82} y^3$
 $\int x^{82} y = \frac{1}{83} x^{83} y + \frac{82}{83} x^{82} y^2$
 $\int x^{82} y^2 = \frac{1}{84} x^{84} y^2 + \frac{82}{42} x^{83} y^3$
 $\int x^{83} y = \frac{1}{84} x^{84} y + \frac{83}{84} x^{83} y^2$
 $\int x^{83} y^2 = \frac{1}{85} x^{85} y^2 + \frac{83}{85} x^{84} y^3$
 $\int x^{84} y = \frac{1}{85} x^{85} y + \frac{84}{85} x^{84} y^2$
 $\int x^{84} y^2 = \frac{1}{86} x^{86} y^2 + \frac{84}{43} x^{85} y^3$
 $\int x^{85} y = \frac{1}{86} x^{86} y + \frac{85}{86} x^{85} y^2$
 $\int x^{85} y^2 = \frac{1}{87} x^{87} y^2 + \frac{85}{87} x^{86} y^3$
 $\int x^{86} y = \frac{1}{87} x^{87} y + \frac{86}{87} x^{86} y^2$
 $\int x^{86} y^2 = \frac{1}{88} x^{88} y^2 + \frac{86}{44} x^{87} y^3$
 $\int x^{87} y = \frac{1}{88} x^{88} y + \frac{87}{88} x^{87} y^2$
 $\int x^{87} y^2 = \frac{1}{89} x^{89} y^2 + \frac{87}{89} x^{88} y^3$
 $\int x^{88} y = \frac{1}{89} x^{89} y + \frac{88}{89} x^{88} y^2$
 $\int x^{88} y^2 = \frac{1}{90} x^{90} y^2 + \frac{88}{45} x^{89} y^3$
 $\int x^{89} y = \frac{1}{90} x^{90} y + \frac{89}{90} x^{89} y^2$
 $\int x^{89} y^2 = \frac{1}{91} x^{91} y^2 + \frac{89}{91} x^{90} y^3$
 $\int x^{90} y = \frac{1}{91} x^{91} y + \frac{90}{91} x^{90} y^2$
 $\int x^{90} y^2 = \frac{1}{92} x^{92} y^2 + \frac{90}{46} x^{91} y^3$
 $\int x^{91} y = \frac{1}{92} x^{92} y + \frac{91}{92} x^{91} y^2$
 $\int x^{91} y^2 = \frac{1}{93} x^{93} y^2 + \frac{91}{93} x^{92} y^3$
 $\int x^{92} y = \frac{1}{93} x^{93} y + \frac{92}{93} x^{92} y^2$
 $\int x^{92} y^2 = \frac{1}{94} x^{94} y^2 + \frac{92}{47} x^{93} y^3$
 $\int x^{93} y = \frac{1}{94} x^{94} y + \frac{93}{94} x^{93} y^2$
 $\int x^{93} y^2 = \frac{1}{95} x^{95} y^2 + \frac{93}{95} x^{94} y^3$
 $\int x^{94} y = \frac{1}{95} x^{95} y + \frac{94}{95} x^{94} y^2$
 $\int x^{94} y^2 = \frac{1}{96} x^{96} y^2 + \frac{94}{48} x^{95} y^3$
 $\int x^{95} y = \frac{1}{96} x^{96} y + \frac{95}{96} x^{95} y^2$
 $\int x^{95} y^2 = \frac{1}{97} x^{97} y^2 + \frac{95}{97} x^{96} y^3$
 $\int x^{96} y = \frac{1}{97} x^{97} y + \frac{96}{97} x^{96} y^2$
 $\int x^{96} y^2 = \frac{1}{98} x^{98} y^2 + \frac{96}{49} x^{97} y^3$
 $\int x^{97} y = \frac{1}{98} x^{98} y + \frac{97}{98} x^{97} y^2$
 $\int x^{97} y^2 = \frac{1}{99} x^{99} y^2 + \frac{97}{99} x^{98} y^3$
 $\int x^{98} y = \frac{1}{99} x^{99} y + \frac{98}{99} x^{98} y^2$
 $\int x^{98} y^2 = \frac{1}{100} x^{100} y^2 + \frac{98}{50} x^{99} y^3$
 $\int x^{99} y = \frac{1}{100} x^{100} y + \frac{99}{100} x^{99} y^2$
 $\int x^{99} y^2 = \frac{1}{101} x^{101} y^2 + \frac{99}{101} x^{100} y^3$
 $\int x^{100} y = \frac{1}{101} x^{101} y + \frac{100}{101} x^{100} y^2$
 $\int x^{100} y^2 = \frac{1}{102} x^{102} y^2 + \frac{100}{51} x^{101} y^3$
 $\int x^{101} y = \frac{1}{102} x^{102} y + \frac{101}{102} x^{101} y^2$
 $\int x^{101} y^2 = \frac{1}{103} x^{103} y^2 + \frac{101}{103} x^{102} y^3$
 $\int x^{102} y = \frac{1}{103} x^{103} y + \frac{102}{103} x^{102} y^2$
 $\int x^{102} y^2 = \frac{1}{104} x^{104} y^2 + \frac{102}{52} x^{103} y^3$
 $\int x^{103} y = \frac{1}{104} x^{104} y + \frac{103}{104} x^{103} y^2$
 $\int x^{103} y^2 = \frac{1}{105} x^{105} y^2 + \frac{103}{105} x^{104} y^3$
 $\int x^{104} y = \frac{1}{105} x^{105} y + \frac{104}{105} x^{104} y^2$
 $\int x^{104} y^2 = \frac{1}{106} x^{106} y^2 + \frac{104}{53} x^{105} y^3$
 $\int x^{105} y = \frac{1}{106} x^{106} y + \frac{105}{106} x^{105} y^2$
 $\int x^{105} y^2 = \frac{1}{107} x^{107} y^2 + \frac{105}{107} x^{106} y^3$
 $\int x^{106} y = \frac{1}{107} x^{107} y + \frac{106}{107} x^{106} y^2$
 $\int x^{106} y^2 = \frac{1}{108} x^{108} y^2 + \frac{106}{54} x^{107} y^3$
 $\int x^{107} y = \frac{1}{108} x^{108} y + \frac{107}{108} x^{107} y^2$
 $\int x^{107} y^2 = \frac{1}{109} x^{109} y^2 + \frac{107}{109} x^{108} y^3$
 $\int x^{108} y = \frac{1}{109} x^{109} y + \frac{108}{109} x^{108} y^2$
 $\int x^{108} y^2 = \frac{1}{110} x^{110} y^2 + \frac{108}{55} x^{109} y^3$
 $\int x^{109} y = \frac{1}{110} x^{110} y + \frac{109}{110} x^{109} y^2$
 $\int x^{109} y^2 = \frac{1}{111} x^{111} y^2 + \frac{109}{111} x^{110} y^3$
 $\int x^{110} y = \frac{1}{111} x^{111} y + \frac{110}{111} x^{110} y^2$
 $\int x^{110} y^2 = \frac{1}{112} x^{112} y^2 + \frac{110}{56} x^{111} y^3$
 $\int x^{111} y = \frac{1}{112} x^{112} y + \frac{111}{112} x^{111} y^2$
 $\int x^{111} y^2 = \frac{1}{113} x^{113} y^2 + \frac{111}{113} x^{112} y^3$
 $\int x^{112} y = \frac{1}{113} x^{113} y + \frac{112}{113} x^{112} y^2$
 $\int x^{112} y^2 = \frac{1}{114} x^{114} y^2 + \frac{112}{57} x^{113} y^3$
 $\int x^{113} y = \frac{1}{114} x^{114} y + \frac{113}{114} x^{113} y^2$
 $\int x^{113} y^2 = \frac{1}{115} x^{115} y^2 + \frac{113}{115} x^{114} y^3$
 $\int x^{114} y = \frac{1}{115} x^{115} y + \frac{114}{115} x^{114} y^2$
 $\int x^{114} y^2 = \frac{1}{116} x^{116} y^2 + \frac{114}{58} x^{115} y^3$
 $\int x^{115} y = \frac{1}{116} x^{116} y + \frac{115}{116} x^{115} y^2$
 $\int x^{115} y^2 = \frac{1}{117} x^{117} y^2 + \frac{115}{117} x^{116} y^3$
 $\int x^{116} y = \frac{1}{117} x^{117} y + \frac{116}{117} x^{116} y^2$
 $\int x^{116} y^2 = \frac{1}{118} x^{118} y^2 + \frac{116}{59} x^{117} y^3$
 $\int x^{117} y = \frac{1}{118} x^{118} y + \frac{117}{118} x^{117} y^2$
 $\int x^{117} y^2 = \frac{1}{119} x^{119} y^2 + \frac{117}{119} x^{118} y^3$
 $\int x^{118} y = \frac{1}{119} x^{119} y + \frac{118}{119} x^{118} y^2$
 $\int x^{118} y^2 = \frac{1}{120} x^{120} y^2 + \frac{118}{60} x^{119} y^3$
 $\int x^{119} y = \frac{1}{120} x^{120} y + \frac{119}{120} x^{119} y^2$
 $\int x^{119} y^2 = \frac{1}{121} x^{121} y^2 + \frac{119}{121} x^{120} y^3$
 $\int x^{120} y = \frac{1}{121} x^{121} y + \frac{120}{121} x^{120} y^2$
 $\int x^{120} y^2 = \frac{1}{122} x^{122} y^2 + \frac{120}{61} x^{121} y^3$
 $\int x^{121} y = \frac{1}{122}$

*It's your job as a designer, and a communication professional, to find the right language to communicate with your client. When you say a client doesn't "get it" you might as well be saying, "I couldn't figure out how to get my point across. I am a lazy designer. **Please take all my clients from me.**"*

—Mike Monteiro, "Design is a Job"







Challenge Two

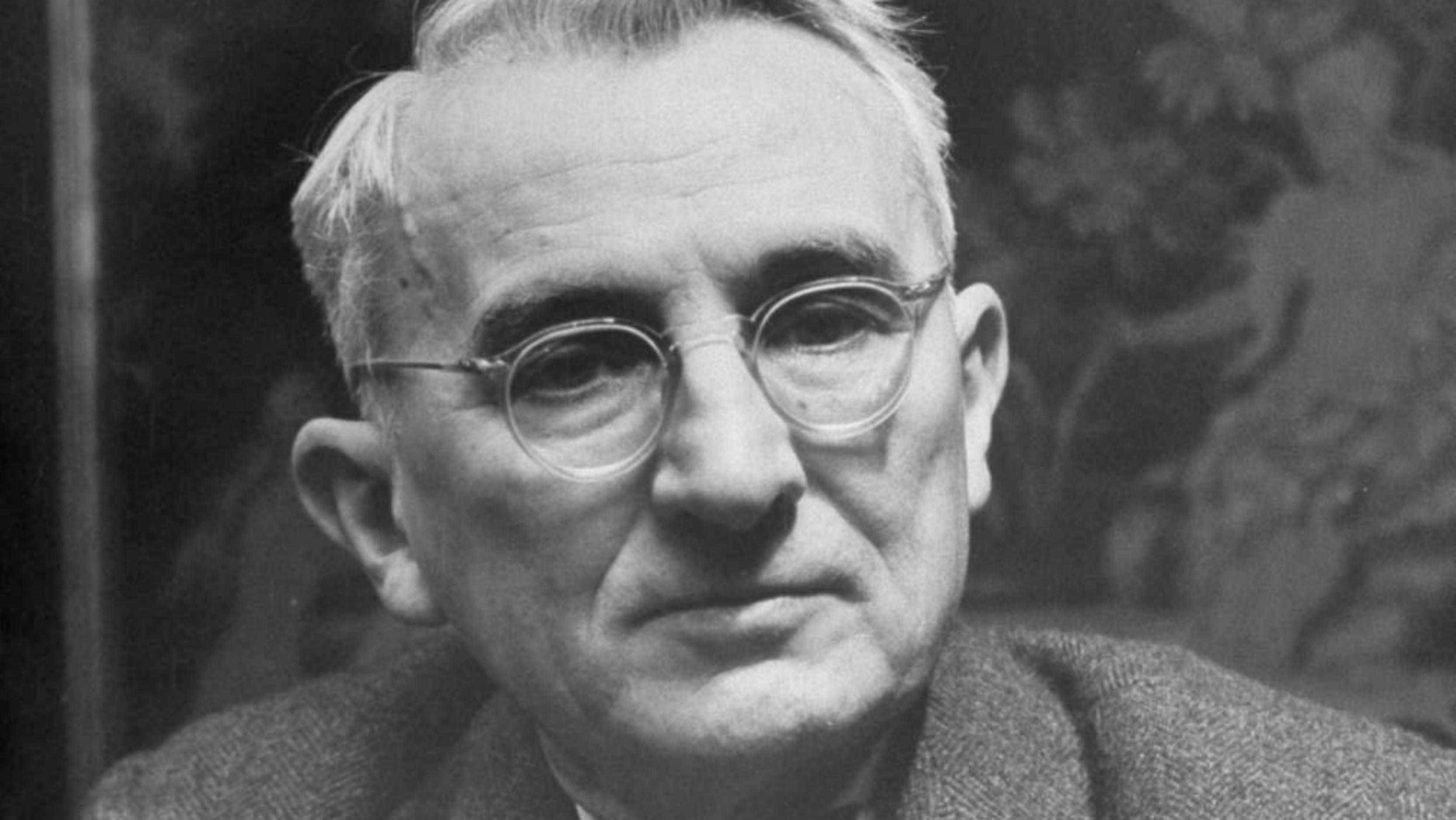
Get your point across











*When dealing with people, remember you are not dealing with creatures of logic, but with creatures bristling with **prejudice and motivated by pride and vanity.***

—Dale Carnegie, “How to Win Friends and Influence People”









Festival della Scienza









*I have spent the best years of my life giving people the lighter pleasures, helping them have a good time, and **all I get is abuse**, the existence of a hunted man.*

—Al Capone



*Perhaps most importantly, professionalism means, in every situation, wilfully **gathering responsibility rather than avoiding it.***

—Andy Rutledge, “Design Professionalism”

Challenge Three

Listen to the justifications

highandmighty.co.uk

Find us now on Facebook

BIG BRANDS
MANY IN SIZES
Exclusive
TO US
TALL: LT - 4XLT
MIGHTY: 1XL - 5XL







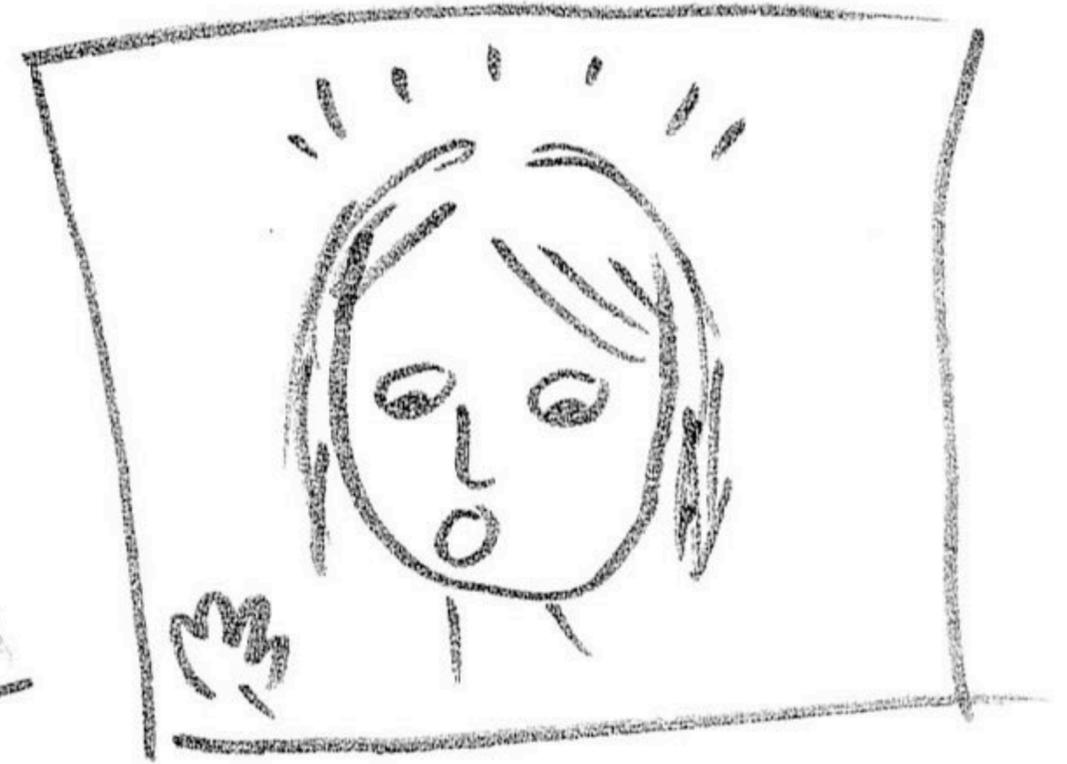
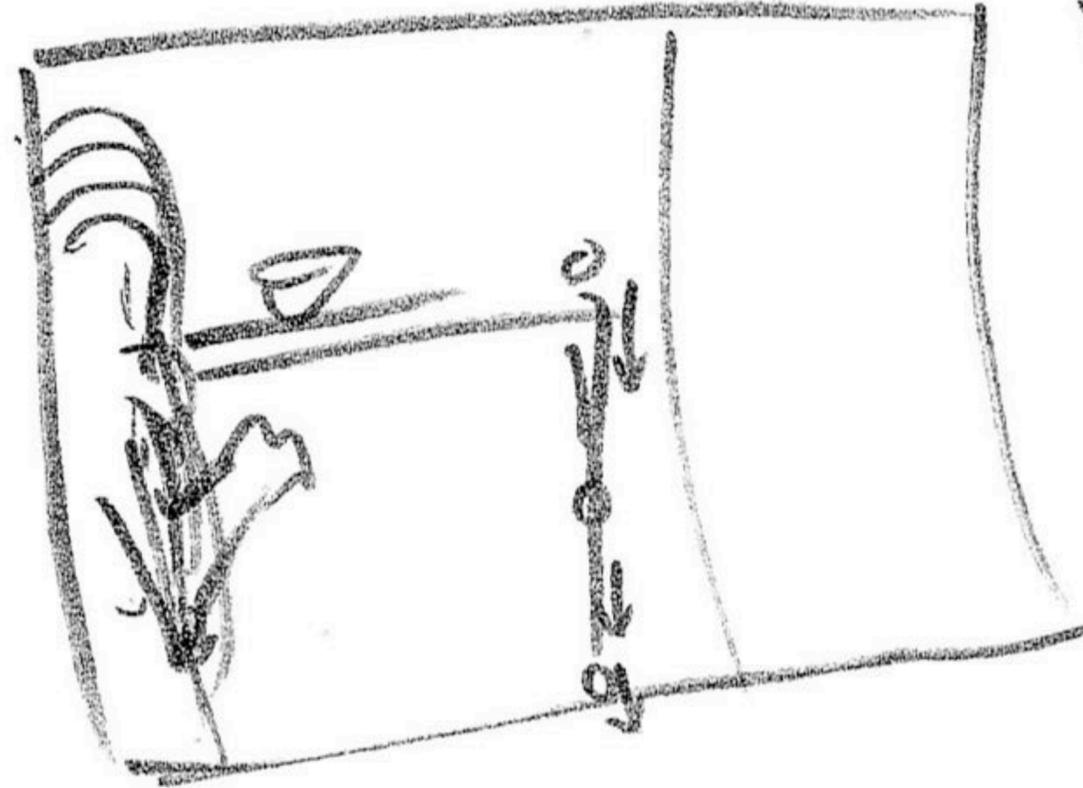
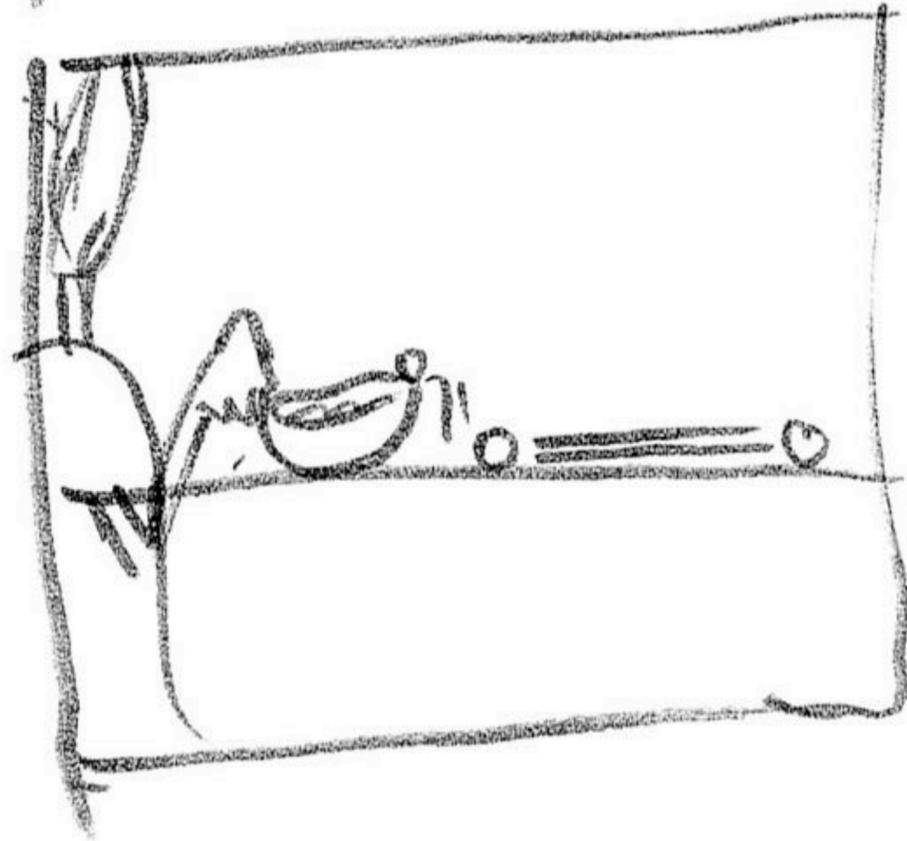
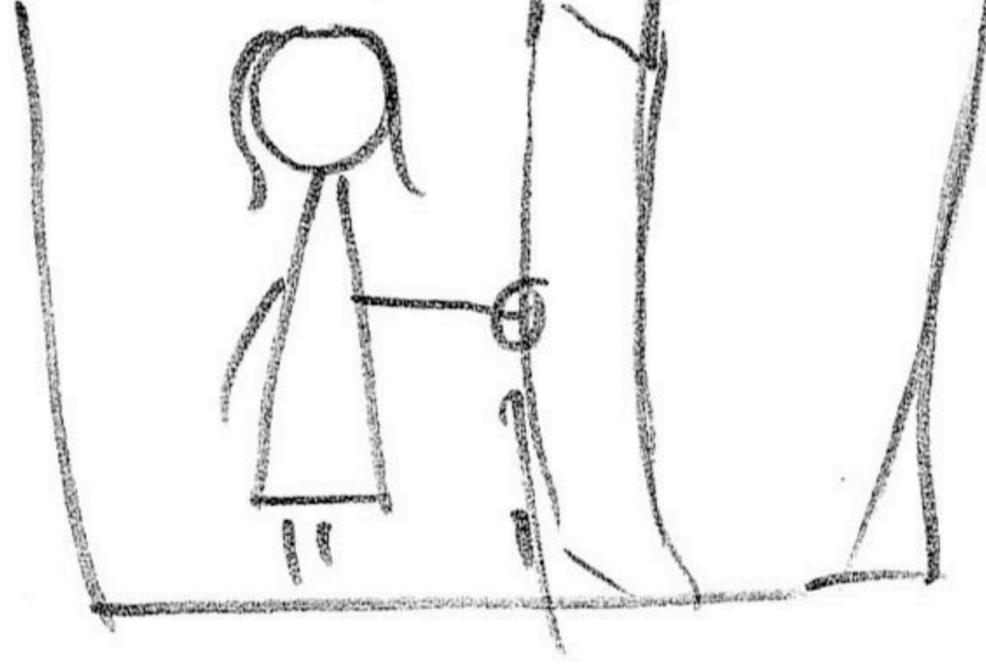
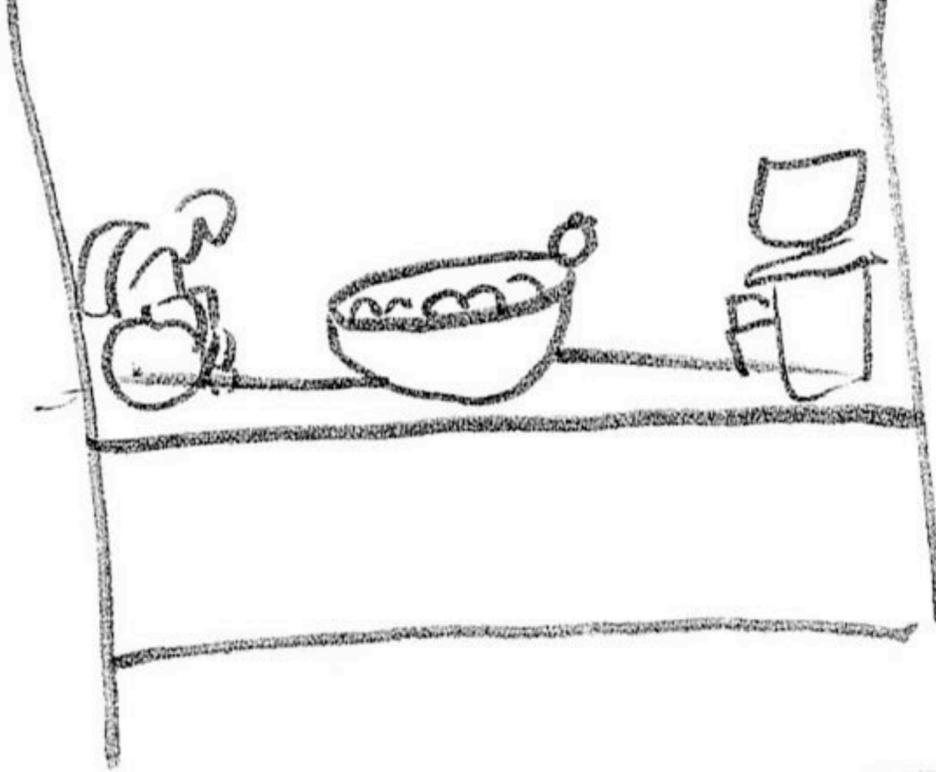




POINT OF VIEW

*If there is any **one secret of success**, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own.*

—Henry Ford



ACCESSABLE
ACCESS







قناع غيار السيارات

TOYOTA
لاند كروز

مقطع غيار السيارات اليابانية

SUZUKI
شيفروليه

جميع الملابس الداخلية للسيدات

٧٩٤٨١٩٧

سنة ٢٠١٤

سنة ٢٠١٤

تخفيضات
هائلة بالداخل

مواهب العبد
من الساعة ١٠ صباحاً
من الساعة ١٠ مساءً



iPhone 4



Challenge Four

Invite participation



UIS

8

UIS

11

UIS

4







Listen.



Le Pain Quotidien

Specials:

Whole Grain ...

(with ...)



Understand emotions.



Find a shared vocabulary.

WINTER 2004

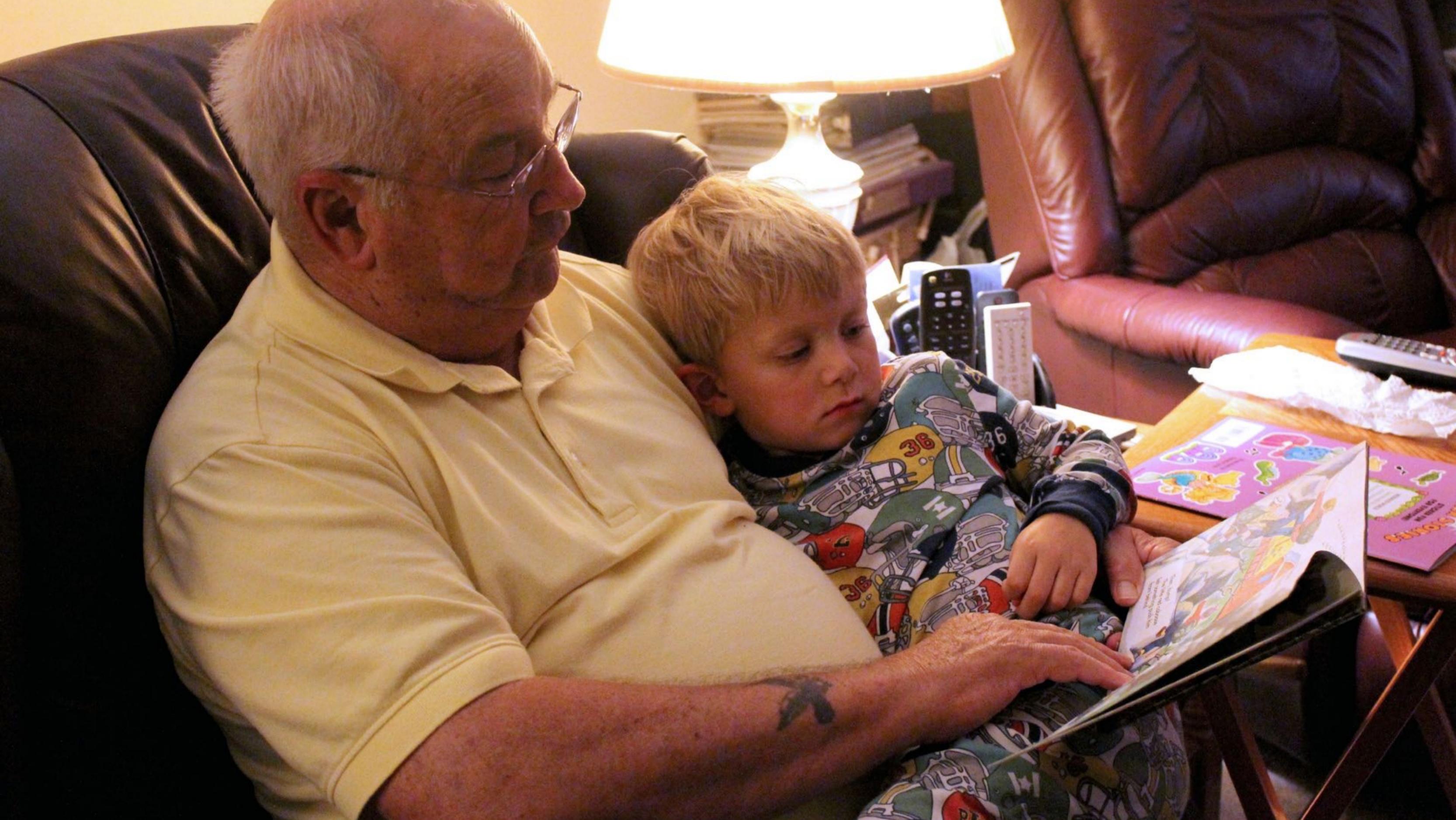
on thinking about
penmanship



*The man who does not read **has no advantage**
over the man who cannot read.*

—Mark Twain

Build a narrative.



*People fail to get along because they fear each other,
they fear each other because they don't know each other;
they don't know each other because they have not
communicated with each other.*

—Martin Luther King, Jr.

The end.

Thanks for listening,
Inayaili de León

[@yaili](#)

Image credits: delicious.com/yaili/reasons2012+credits

Books and papers: delicious.com/yaili/reasons2012+resources