

THE NEXT TEN YEARS: CHOOSE KAT'S ADVENTURE

PROLOGUE: You are Katarina Countiss. A graphic designer with a penchant for blogging and internet surfing.

Year 2012.

You are in school for Graphic Design.

YOU DO: **A. WELL** **B. OKAY** **C. POORLY**

A. Year 2013. You have an amazing job, the career you've always wanted: You are a creative technologist. What do you do with your salary? **A.** travel? **B.** start a family? **C.** work really really hard

C. Year 2021. You are famously hard-working. You work at Sagmeister & Walsh like you've always dreamed. You give TED Talks. You are one with the Design Universe. Your portfolio is finally complete. And then you die and go to Designer Heaven where everything is typeset in your favorite font: Garamond.

C. Year 2014. You have done poorly in school. No one will hire you. Your mom says "I'm disappointed in you." You work at a Tully's for a while and take up painting. But, it isn't enough. You lose the will to live. You are dead.

B. Year 2013. You end up working for a local, small design firm that makes stationary. You, however, are a computer nerd and want them to get into the new Millenium. You **A.** Insist on Hackathons each month. **B.** Set-up their website and social media. **C.** Suppress your instinct to improve the company and accept your meager salary as recompense for your anguish.

A. Year 2014. Your Hack-a-thons are a complete success.

You transform the company into the next 3M corporation. Everyone is happy because they are innovating the industry and making beaucoup bucks doing it. You spend the next 8 years building leadership skills and creative experience.

A. Year 2014. You travel to France and decide that you really like living there and you get a job at an Advertising firm in France. The Euro is tanking, and this time, it's for good. What do you do knowing that your economic situation is getting worse? **A.** fuck it. You're French. You just want to enjoy your baguette. **B.** You are getting homesick anyways. Go back to USA. **C.** You lead a social media revolution that somehow generates an income for the whole European Union.

C. Everyone hails you as being the genius of your generation. You get the Nobel Peace Prize.

B. Year 2016. You live in San Francisco get involved in a tech startup.

You all innovate the shit out of a website thingy. It takes a lot longer than you thought. Year 2022. You are successful and spend a lot of time looking at the Golden Gate Bridge.

You are happy where you are with the job you can live with.

B. Year 2015. You're back in the US but no one understand your thick French accent.

They ostracize you and you become a designer hermit. What do you end up creating? **A.** A new blogging/interactive platform **B.** A series of paintings no one understands. **C.** You are blocked creatively and don't think of anything.

B. Year 2021. Your paintings confuse and delight. You are sought out by publishers to illustrate children's books. Your art confuses a whole generation. This leads to learning impediments and ultimately a dysfunctional ruling class in the upcoming decades.

A. Year 2016. You're back in the US but no one understand your thick French accent. They ostracize you and you become a designer hermit. What do you end up creating? **A.** A new blogging/interactive platform that allows people to share their thoughts faster and easier than before. **B.** A series of paintings no one understands. **C.** You are blocked creatively and don't think of

C. Year 2018. Your baby resents its knowledge and commits suicide.

Damn it, Baskerville!

A. Year 2018. Your blogging platform takes off. You are renown for your abilities in creating systems. Three tantalizing job offers come your way. You accept the one from **A.** the Government. **B.** Amazon. **C.** Japan

B. Year 2022. Amazon is a great place to work.

You are a creative director and feel in control. You are a top dog. You have amazon emblazoned on your chest when you work, sleep and even shower. Your favorite thing to do is smile because that's what the logo is doing. You are happy. Sure, you are.

C. Japanese representatives offer you a job working with their existing systems to better engage their students. Year 2022. The already academically exhausted boys and girls kick into overdrive with the Educational Software you create. Japan leads the world in education and creates a smart bomb that makes everyone in the world more efficient and subservient to Japanese interests.

