

Laws of attraction.

Amongst the various requirements of assignment work lies the most difficult—to make the drawing interesting. In fact, quite often we are asked to make uninteresting topics interesting to those who aren't typically interested. It's a mind-bending exercise at the core of almost every assignment that lands on my drawing board.

What is interesting? One person's interesting is another's boring. One person's mundane is another's stimulating. It's profoundly subjective. It's not taught in schools, nor is it typically brought up by clients, but they all want it in the end. It's intangible, which makes it undefinable, yet it's the linchpin of a good piece of work.

What's interesting is often the very reason we like something. It's the invitation to a conversation. If we're not interested, the conversation never starts. The entire business of design relies on our ability to create interest. It's ironic that making something interesting can appear so elusive, and that the punishment for failing to do so can be so dramatic. Pages are turned, ads passed by, books unopened,

emails scrolled past, websites clicked through, images tarnished and money lost—all due to lack of interest. Dismissal is a light that doesn't get turned on.

Time is limited and we can't afford to be uninterested. Conversely, being interested is the gatekeeper for our attention, our time, and our quest to learn. It's like chocolate for the curious—the reward is coming back for more. I have always believed intuitively that for my work to be successful, I had better make it interesting.

Ad agencies and marketing firms often take the pulse of their intended audience's interest through polls and focus groups, then build design and products to fit the bill. All in the effort to calculate and program creativity. Great companies work inversely. They make interesting, often genius products, and turn customers on to them.

I've never tried to second-guess my clients or their audiences. My job is to interest you in what I'm interested in drawing.

