

How the cover gets made

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"The cover is our second annual Good Business Issue."

"Since it's around the holiday season, I guess it's a good time for our one grudgingly positive issue. What are the stories?"

"It's a diverse set of features, covering how a fashion company is looking for responsible manufacturing, the business of solar energy in Africa, a process that turns sewage into drinkable water, a woman on the forefront of impact investing, and more."

"That's so much positivity it makes me uncomfortable."

"What are you thinking for the cover?"

"As I deeply contemplate the concept of 'good,' I'm reminded of a proud time in the history of the graphic arts. A time that dates back all the way to medieval times, when one could argue that the first 'good issues' were produced."

"What are you talking about?"

"I'm referring to illuminated manuscripts, the lost art of decorative hand-lettering and illustration. Long ago, in the sacred halls of monasteries, monks would painstakingly create prayer books for wealthy patrons. They'd spend months, sometimes years, handcrafting each book, covering page after page with gorgeously detailed motifs. The profound skill level of these early art director monks has been unmatched to this day, until now."

"You have three days."

"Oh, crap."

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