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## Cover Trail

How the cover gets made

"So. The Design Issue. You feeling any pressure?"

"What!? No. Why?"

"You know... designers... design... covers... artwork... pressure..."

"Pressure?"

"Can you design a good design cover. For the designers?"

"Oh. I see."

"Well, can you?"

"Hmmm. To amend that Lincoln via Lydgate quote:

You can't please some of the designers all of the time with design, you can please all of the designers some of the time with design, but you also can't please any of the designers anytime with design."

"Think you got that quote a bit muddled."

"No, no. It's there. That's it. Every word is correct. It's a designer proverb."

"So... you can please designers sometimes, but then at the same time you can't please any of them ever?"

"Pretty much. We're contrarians even in aphorisms."

"So designers, as a rule, don't like design?"

"OH NO! We love design, we just don't like OTHER PEOPLE's design."

"OK."

"We also wear too much scent, wave our hands a lot, emote a lot about brand consciousness, and mumble in a crisis."

"Yes, I'd noticed that. Charming."

"This is the cover, by the way. The design is terrible."

(Sigh)

