THE SCENARIO:
You are in a design meeting with multiple attendees, some of whom make bad decisions.

THE RESULT:
Idiocy becomes multiplicative, not additive. Two half-wits do not equal a full-witted person. They equal a quarter-witted person.

1/2 x 1/2 = 1/4

This design just doesn’t “feel” right

Make the icons more DISRUPTIVE!

QR CODES!!

1/2 WIT

= 1/4 WITTED PERSON

TROUTIFICATION:
This idiocy is further multiplied by the duration of the meeting. Trying to elevate a group of half-wits by making a meeting longer is like trying to cook a trout by putting it in your underwear and running a marathon.

Avoid the death of good ideas. Avoid the troutification of decency.

IN SHORT:
Stupidity does not cancel out stupidity to yield genius. It breeds like a bucketful of coked-out hamsters.

Don’t let the hamsters win.

Sincerely yours,
-The Oatmeal.