

MALECHA: Most designers do not see words. They see images. So you can go up to our design faculty, our design students, and you can say, off the top of your head, what did you have for breakfast? They couldn't give you an answer.

But if you say to them, close your eyes and tell me what you had for breakfast, a picture will pop up, and they'll tell you right away. Because they're thinking in pictures. They're like Temple Grandin's book *Thinking in Pictures*. They think in video clips and pictures. They don't think in the sequencing of words.

So that's why they want to do a sketch for you, because they can give you so much more. So my answer to that is-- and we make them write in my class, but then we also make them visualize-- but my answer is, what you should do is visualize and then write. Because every poet that I-- I cannot imagine that there isn't a really great writer out there that isn't, in fact, doing exactly that. That's where that beautiful poetry comes from, is that they are creating a much larger kind of a context of the idea. And how else could you talk about an emerging mist, for example, unless you have that in your mind. And so the designers always want to think in pictures, so the challenge is, fine, think in pictures and then behave like a sports writer and record the event. You know, that's going to get it out of their heads.