

Fear Baltimore

Exclusive

**WE WORK FOR THEM
FEATURE**

WeWorkForThem

**PHOTO
GALLERY**

Interview With

**MICHAEL
YOUNG**

+

**FONT CRITIQUE
IN DEPTH LOOK AT WE WORK FOR THEM**



\$5.99 US / \$7.99 CAN
Issue A - Spring 2006

The logo for the publication, consisting of the lowercase letters 'f' and 'b' in a stylized, lowercase font, positioned on an orange square background.

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For updates and information: fearhollywood.com

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INTERVIEW WITH MICHAEL YOUNG

WE WORK FOR THEM

What do Hewlett Packard, MTV, ESPN, Mercury Vehicles, MSN, VH1, Adobe, American Express and the Sci-Fi Channel all have in common? They've all called upon the talent of Michael Young and his business partner, Michael Cina, collectively known as WeWorkForThem. Formed in 1999, the duo decided to pursue their creative passions by starting a commercial firm. The only business they needed was from internet giant MSN and from then on business has been steady ever since.

Growing up in the Midwest, Cina began his artistic pursuits as a DJ. It was this combining of many elements to create something new in music that would later fuel his creativity in graphic design. Michael Young was born in the grand state of Tennessee in 1978. He eventually spent two years studying at Roane State Community College in Tennessee, and one year at Minneapolis College of Art and Design.

After the one year at MCAD, Young got a job offer and dropped out of school. Young began his major career at a company called Vir2L, working with mostly 2D pop icon illustrations mixed over 3d renderings. Meanwhile, Cina spent three years working for religious icon Billy Graham's Evangelic Association. Cina got a handful of experience in the branding department and it was through this that he met Young.

In 1999, Michael Young and Michael Cina came across eachother's work online and found a mutual respect for one another. It was then that they started bouncing innovative ideas off of one another and talked about an idea to create a store. Neither had the financial resources to do so. Instead, they formed WeWorkForThem - a client based company that allowed them to pay the bills and fund their dream of opening an online store for designers. Their vision was to create





a place that designers like themselves could contribute and buy typefaces, books, stock art and multimedia projects.

This endeavor took the shape of YouWorkForThem, founded in 2001 and has been bringing in success ever since. Young and Cina recently announced that they would be stopping all client work for the time being to focus on the development of the store. Which obviously says something about their financial success as designers. Young, based in Baltimore and Cina, based in Minneapolis have overcome the strain of the post 9/11 economy, the trials of major corporate work, and the task of creating a credible store geared towards designers.

In a recent interview with Fear Baltimore magazine, 27-year-old Michael Young took some time to talk about dropping out of art school, his career as a designer thus far, and the company's plans for the future.

Be sure to check out Young & Cina's latest work on the YouWorkForThem store, and visit designgraphik.com for a collection of Michael Young's personal work & multimedia projects.

Fear Baltimore: Thanks for taking the time to interview with us. First of all, who is WeWorkForThem?

Michael Young: WeWorkForThem is myself and my business partner Michael Cina. But at the same time, WeWorkForThem isn't Michael Cina and Young. WeWorkForThem is larger than the both of us. WeWorkForThem is not about recognition of self, but more about outcome and client focused.

FB: When did you first become formally interested in design as a career?

Michael Young: I guess right after high school, it all seemed it was actually a real career. That is, being interested literally doing doign wierd things on computers and such, and actually being paid for it.

FB: Where did you begin your education in design? What prompted you to drop out?

MY: I did 2 years at a small school in Tennessee, then moved on to MCAD for a design degree. After one year, got a job offer to be an Art Director in DC, so left school and haven't looked/been back.

FB:Have there been any major setbacks in your career to this point?

MY: In 2001, the economy went to nothing and like everyone else there was some tight times. Since then things have been on the up.

FB: What has been the high point of your career so far?

MY: Dont think there has been a "high - peak" or anything. But I think so far one the best things (in the entire spectrum) has been the creation of our store, YouWorkForThem.

I DID 2 YEARS AT A SMALL SCHOOL IN TENNESSEE, THEN MOVED ON TO MCAD FOR A DESIGN DEGREE. AFTER ONE YEAR, GOT A JOB OFFER TO BE AN ART DIRECTOR IN DC, SO LEFT SCHOOL AND HAVEN'T LOOKED/BEEN BACK.

FB: What is your favorite typeface to work with at the moment? What YWFT typeface are you most proud of?

MY: We have been stuck on Bell Centennial

for many years now. On youworkforthem, I am a big fan of MadType's Brauhaus.

FB: Who has been most influential in your progress as a designer?

LEARN ALL THE MEDIUMS, TOOLS, AND THE BUSINESS SIDE OF THE INDUSTRY TO REALLY ACHIEVE WHAT YOU WANT TO AND BE ABLE TO KEEP IT GOING

MY: Id say my business partner Michael Cina, because we have been colloboarting now for so many years.

FB: When approaching new projects, either commercial or personal, where do you find yourself going as a starting point?

MY: It is always a little different each time. Whatever feels right or starts to work.

FB: What is one medium you haven't yet touched that you would like to work in?

MY: Film, while I have "touched" it, I don't yet really consider what I have done to be much of anything yet. So im really into filming more of my ideas, but still in a non traditional fashion.

FB: On the WWFT website you mention that you will not be pursuing commercial work in the future. What made you decide to step away from commercial design and what can we be expecting from WWFT/YWFT in the coming years?

MY: YWFT was always our main goal. We started WWFT to make money to begin YWFT. So, now that YWFT finally is stable enough to feed us now, we are trying to run with this 100% now to really achieve our ultimate goal.

FB: What advice would you give to student designers out there? Would you change anything about the way you have approached pursuing design as a career?

MY: Learn all the mediums, tools, and the business side of the industry to really achieve what you want to and be able to keep it going. No, I wouldnt change anything.

Interview by Stephen Greenwood

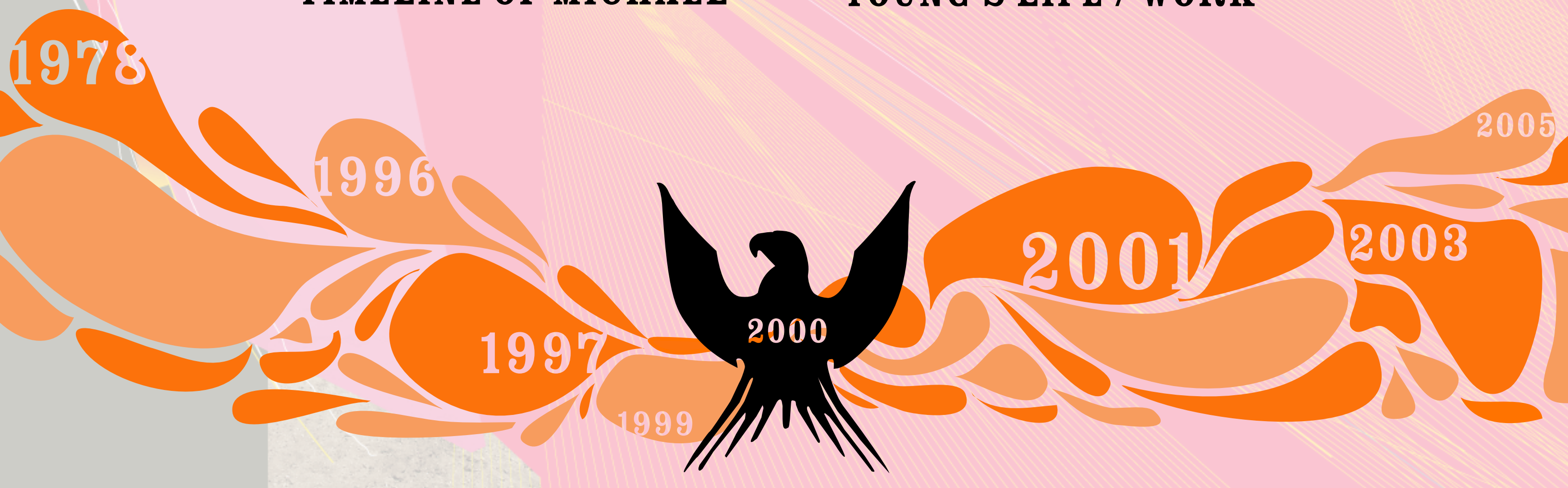
Online:

youworkforthem.com
youworkforthem.com
designgraphik.com



WE WORK FOR THEM

TIMELINE OF MICHAEL YOUNG'S LIFE / WORK



1978 Born in Tennessee, USA. Grows up with musical influences of Nashville and finds passion for design in high school.

1996 Attends college in Tennessee. Hones skills as an artist but becomes restless with the program and leaves for MCAD.

1997 Drops out of MCAD to pursue job in D.C. Realizes potential in the industry and begins to pursue career as a designer.

1999 Meets Michael Cina through Internet. Young and Cina decide to drop current jobs and team up to create a design firm.

2000 Forms WeWorkForThem with Cina. The first major client for the company is the Microsoft Network (MSN). After this work, client work comes in easily from companies like Mercury Vehicles and Harley Davidson. On the side, Young and Cina visualize a marketplace for the designer, offering font, books, posters and DVDs.

2001 Forms YouWorkForThem as a side project. Continues client work with moiton graphics and broadcast media for TV and DVD.

2003 Lands major corporate work with HP, MTV, and Best Buy. Watches as the popularity of YouWorkForThem grows.

2004 Expands client list with big companies like American Express, VH1, Kodak, DC Shoes, and Apple Computer.

2005 Announces end of client based work to focus on YouWorkForThem. Releases the DVD *Finding Eutaw and North*

2006 Continues to develop experimental work. Uploads videos onto WeWorkForThem website showcasing new animations and audio / visual work. Expands the YouWorkForThem store with new fonts, DVD releases, and personal work. The store is able to sustain both companies and WeWorkForthem.

Aa1 Typography

FEATURED PIECE:

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ULTRAMAGNETIC TYPEFACE



It's been used to attract the rough rider crowd of Harley Davidson. Its also been used on the cover of a pop-culture Christian magazine. Best Buy uses it as the headline of their new slogan. So what is it? How about one of the most popular fonts on the YouWorkForThem website - designed by Michael Young and Michael Cina of WeWorkForThem. The font, titled Ultramagnetic has inspired and attracted many designers that are working to grab a wide range of audiences.

The font, which has a thick body to begin with is simple enough to maintain a clean design but bold enough to grab the reader's attention and make a strong statement. Among the list of other users are Starbucks, Wired Magazine, Architecture Magazine, and Nike. This diverse group of clients proves just how versatile the font can be with its 10 styles and various weights. Personally i like this font, because it manages to carry the cleanliness of a sans-serif font but still be rounded enough to stand out from the traditional san-serifs like Arial and Helvetica.

The reason that I chose this piece to feature, is because of its wide draw of different clients and its appeal to all different types of audiences. This is the classic example of a very successful homemade font from Cina & Young. Not only did I choose it because of its wide use in many publications, but also because of how it was presented in the You WorkForThem store. Their example images of the font in use made the typeface very attractive and showed off its best features. I like the ability to use something that is very clean and not too fancy but at the same time be able to convey a strong message in between the lines of the text.

I think what makes this font effective is its rounded edges. It gives it a very bold style that almost resembles a stamped image. One of the letters that most catches my eye is the 'Q' - for its vertical tail. On most typefaces that I have been exposed to, I see a slanted tail moving from right to left. But this Q definitely stands out. I also enjoy the lower case letters alot - which is unusual for me because I usually just like either the upper case or just the lower case letters. The thing that i like about the lower case letters is that the curves in them have been very well designed to not be too distracting, but still add a little bit of character to the letters. So for it's strong face and curved edges/figures I have chosen the Ultramagnetic font as my favorite typeface from YouWorkForThem.

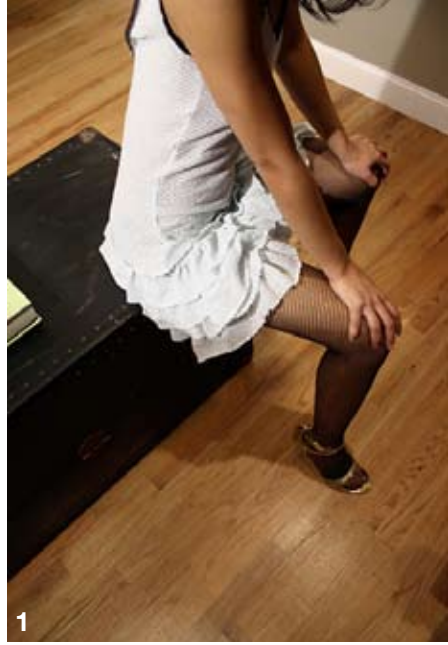


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
wxyz

PHOTO GALLERY

A Collection of Photos From Michael Young

- 1. Breakfast
- 2. Duckpin Bowling Birthday
- 3. Mr. Caesar



- 4. Car Dealership, Knoxville, TN
- 5. Preparing for Thailand
- 6. Snow, Baltimore, MD



- 7. Roland Park, Baltimore, MD
- 8. The Desert, AZ
- 9. Grand Canyon, AZ
- 10. HD Shoot for DesignGraphik



YOU WORK FOR THEM

(But We'll Give You The Tools)

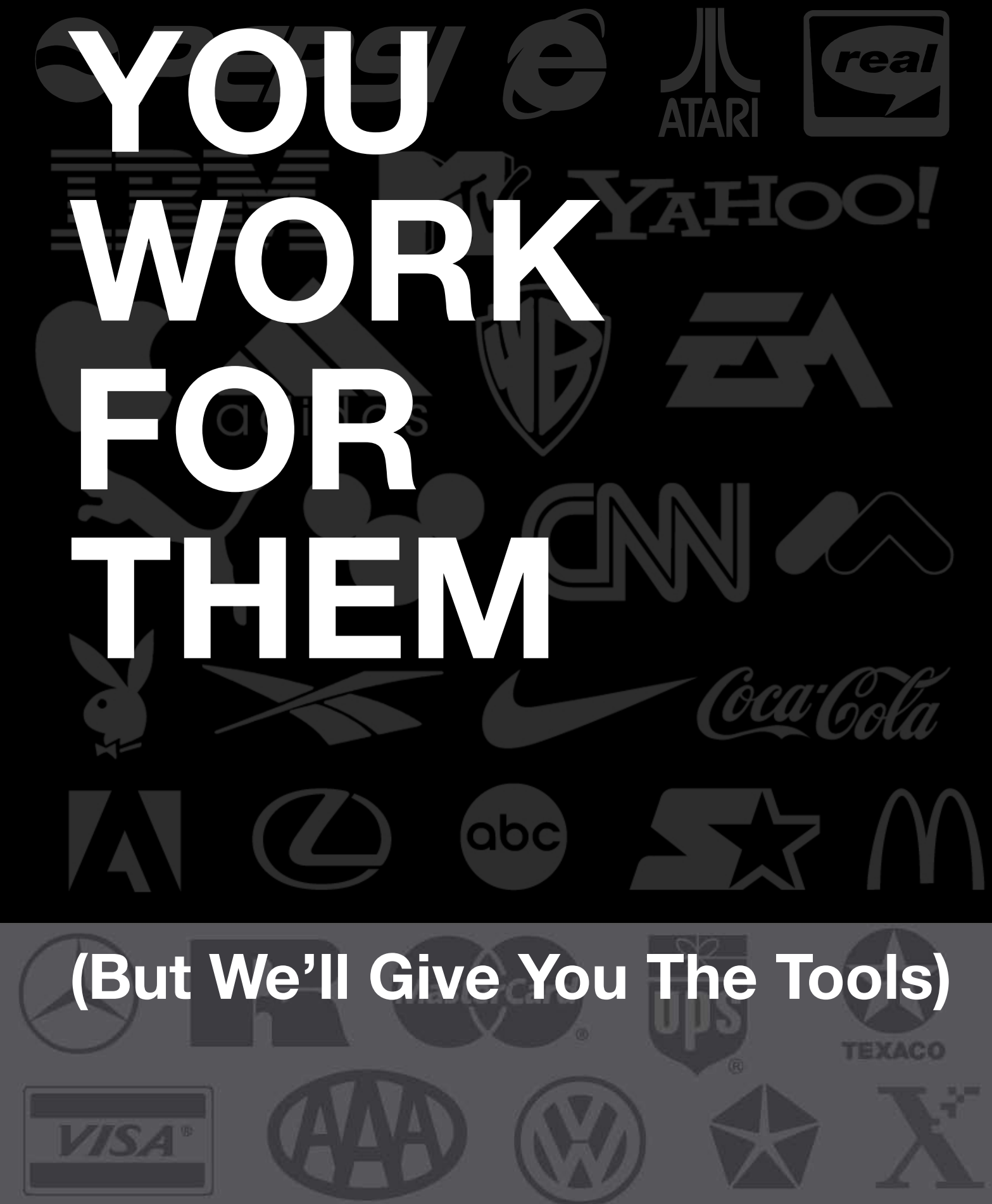


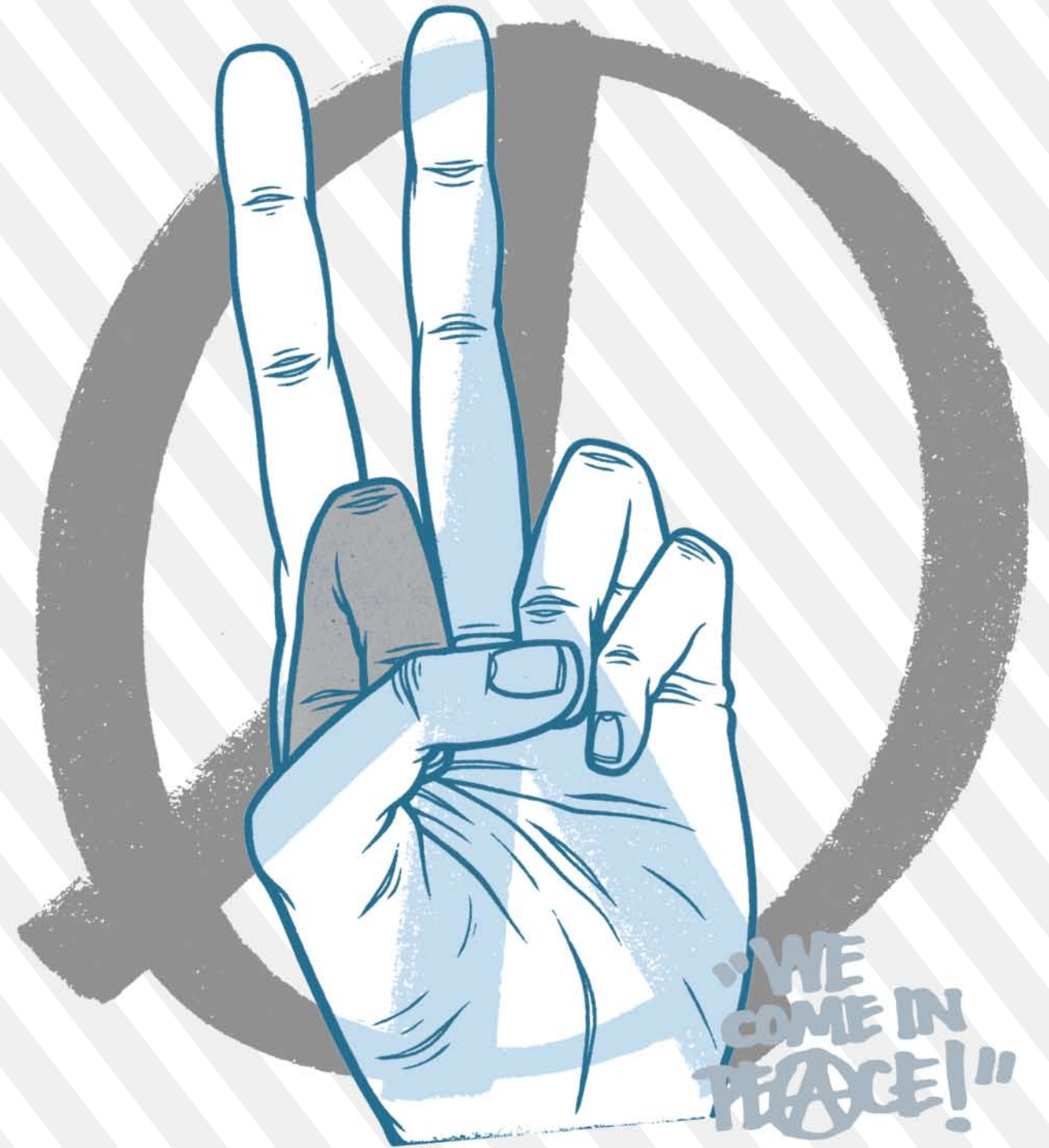
PHOTO GALLERY

Winter 2006

- 1. 7th Heaven, Blackcomb, B.C
- 2. Blackcomb Glacier, Blackcomb, B.C
- 3. Amsterdam Pub, Whistler, B.C

- 4. Highway 395, Mammoth, CA
- 5. Mt. Whitney, High Sierra, CA
- 6. Canyon Express, Mammoth, CA

- 7. Chair 25, Mammoth, CA
- 8. Highway 395, Mammoth, CA



theGallery

The Gallery is dedicated to furthering artists and their message. The culture that we are a part of has been dominated by name brands that lead the consumer to buy not for the message or artistic value of the commodity, but rather for a name that endorses the piece. We aim to serve as the middleman between the artist and the consumer. By selecting works from all types of artists the network will become a community in which the artists will support each other based on the viewers that they bring forth and in turn thrive on the success of one another. As we build the network, we want to celebrate all forms of creativity and advance the intellectuals who continue to create and inspire. To learn more about The Gallery and to join the network, visit whatisthegallery.com - Enjoy.

Artist: Dave Kinsey
Home: Los Angeles, CA

Piece: "We Come In Peace"
Series: The Gallery - Love & Fear

Website: KinseyVisual.com
Company: BLK/MRKT INC.

30 GOALS

For Spring 2006

1. Refine Organization

- * Make lists
- * Be dedicated

2. Build a Portfolio

- * Design free art
- * Compile

3. Launch The Gallery

- * Complete art & site
- * Print/publicize

4. Travel More

- * Camp yosemite
- * South america

5. Arrange Kenya trip

- * Find agency
- * Book flight

6. Earn 5k

- * Build portfolio
- * Send out EPK's

7. Read More Books

- * Tidewater morning
- * Travel stories

8. Co-write/Produce 'Boarder'

- * Push Sean
- * Read more

9. Complete TFT Application

- * Buy briefcase
- * Be passionate.

10. Diet / Exercise

- * Consult Nick
- * Make schedule

11. Quit the W

- * Email william
- * Get checks

12. Write podcast with drew

- * Call drew/ryan
- * Tell a funny story

13. Visit the Beach house

- * Write short story
- * Read more

14. Take up new sport

- * Intramurals
- * Boxing/climbing/kayaking

15. Attend religious meeting

- * Find local group
- * Research world religions

16. Invest 5k

- * Research finance
- * Learn stock market

17. Look into 2010 olympics

- * Hotels/tickets
- * Find Job in B.C

18. Take french

- * Download audiobooks
- * Practice speaking

19. Go See a Hockey Game

- * Kings v Ducks
- * Find schedule

20. Go to a Movie Premier

- * Make fake pass
- * Find event

21. Explore Tunnels of UCLA

- * Find entrance
- * Just do it

22. Find Apartment

- * Make down payment
- * Organize roomates

23. Watch Good Movies

- * Rushmore/Godfathers/Perdition
- * Oscar winners

24. Learn DVD Studio Pro 3

- * Complete portfolio
- * Earn 5k

25. Find new line of artists for the Gallery

- * Wooster
- * Website

26. Use portfolio to apply for jobs

- * Pixar/Bungie
- * Internships

27. Use journal

- * Routine
- * Be short and real

28. Find new music

- * iTunes
- * Online

29. Buy a new camera











- * Costco
- * Canon 30d

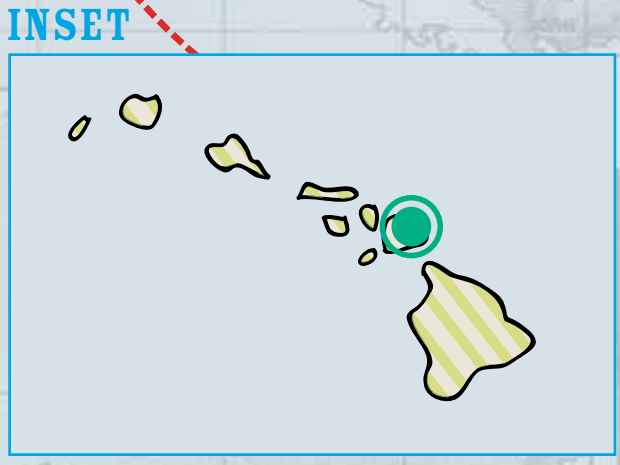
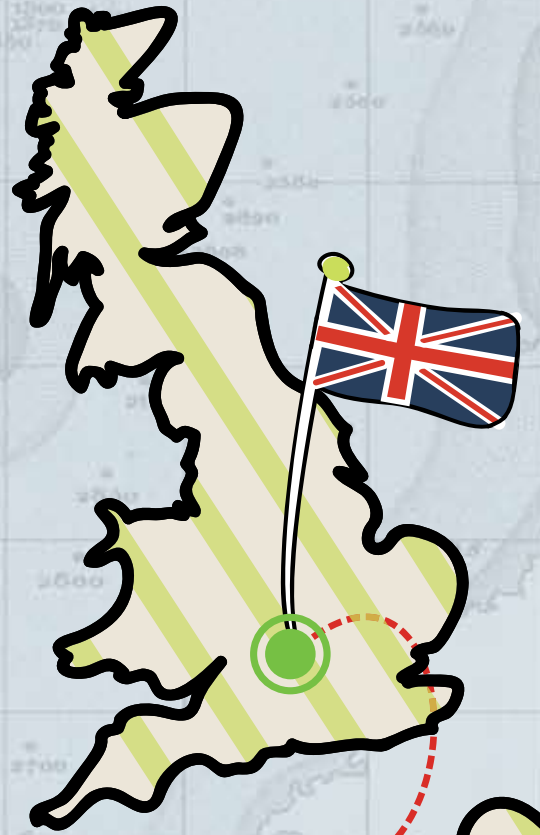
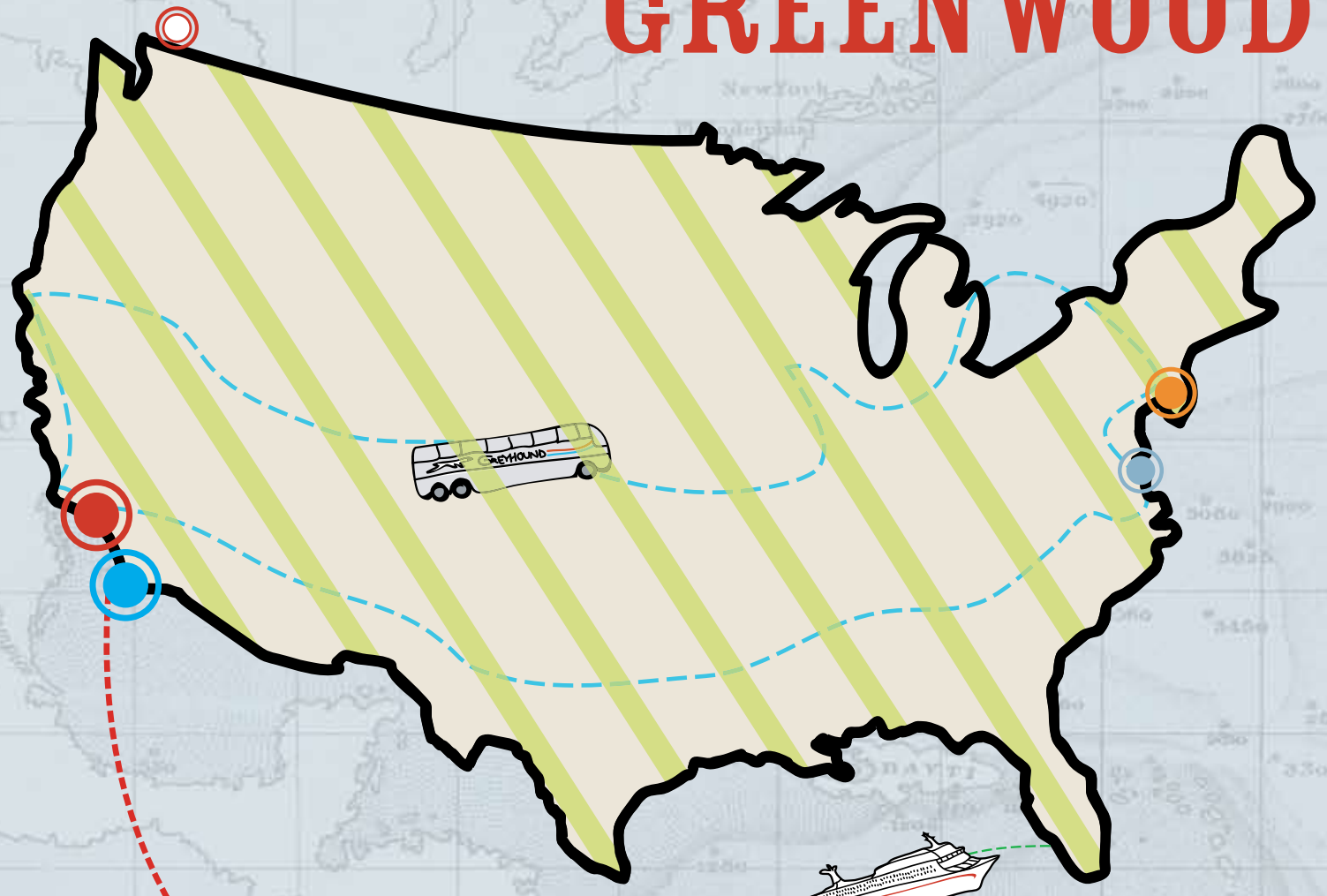
30. Plan next trip

- * Make travel video
- * Make mammoth video

THE ADVENTURES & LIFE OF STEPHEN GREENWOOD

THE KEY

-  Born June 14th, 1986 in Crawley, England. Inherits British culture and natural european design skills.
-  Moved to America at 5 years of age in March of 1991. Inherits American culture and with it a natural love for extreme sports and learning. Begins education of the 'American Dream'.
-  Began education and early childhood in San Diego, California. Built legos, enjoyed the beach life of San Diego.
-  Visited Washington D.C in the Spring of 1998. Late Jr. High years brought fascination with roller coasters and surfing.
-  Spent time in the September 2001 on Maui. Stranded on the island due to the events of 9/11. Develops interest in writing.
-  Family cruise to the Carribean in Summer of 2003. In late high school years, focuses on design and short film-making.
-  Following High School graduation from Mt. Carmel in June of 2004, traveled to Paris, France. Inspired by art and culture.
-  Prior to leaving for college, traveled for three weeks on a series of Greyhound buses across America. Pivotal point: NYC on third anniversary of 9/11.
-  Start of education at America's finest learning insitution: UCLA. Begins to learn the art of storytelling and combines passions to create amazing art.
-  Trip to Whistler, Spring 2006. Recognizes passion for snowboarding and for travel.
-  In Summer of 2006, plans to spend three months in Kenya, Africa to do volunteer work. Would like to continue to develop storytelling abilities and design skills.



THIS IS BEAUTY.



fearhollywood.

hail norma, full of grace, our lord is with thee
 blessed art thou among women and blessed is the fruit of thy womb
 holy norma, mother of fame, pray for us sinners
 now and at the hour of our death
 amen.

PEER CRITIQUE



By Lenny Burdette

**“WORSHIPPING
BEAUTY IN
HOLLYWOOD IS
NOT A NEW THEME
EXPLORED IN ART
AND DESIGN, BUT
HE HAS A UNIQUE
TAKE ON IT.”**

I am definitely into this clean, vector style of illustration and design. At first glance, the starkness of the composition is quite striking. I would really like to see it as a full sized poster from a couple yards away.

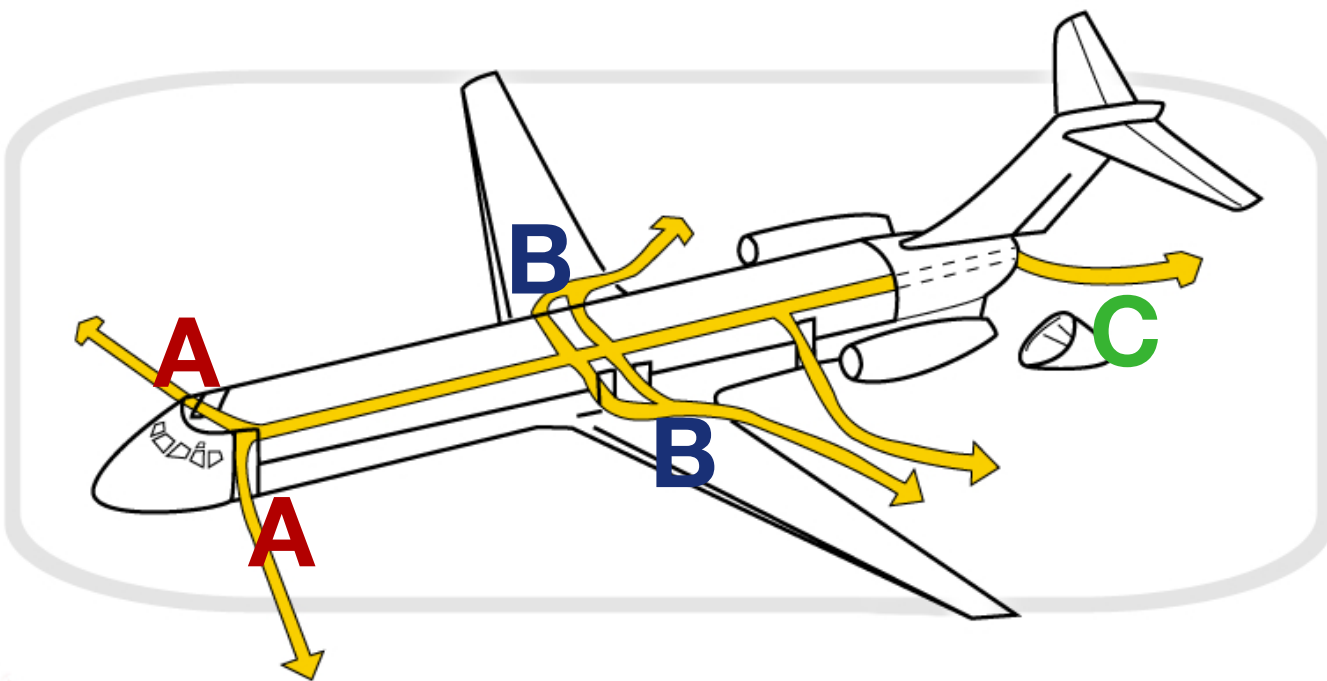
Having viewed the composition a few times now, I am almost surprised at how well I understood the silhouette to be Marilyn's image. The more I look at it the less I recognize it, but I think for a poster that is not meant to be scrutinized this is not a problem. It is a such a classic and iconic image that to use the original photograph would probably distract from the content of the piece. The silhouette is clever and functional use of a popular icon.

I like the typography a lot. It contributes the most to the starkness of the composition. Putting the period at the end of the title is a nice subtle hammer, turning the message away from the content of the statement to more about the finality and firmness of the statement.

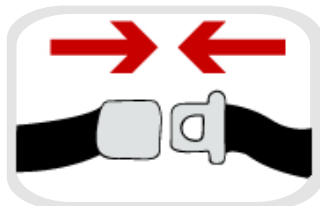
The use of red is a great way to pull focus down from the large title and larger silhouette image. I enjoy the play of words, manipulating the religious content. Worshipping beauty in Hollywood is not a new theme explored in art and design, but he has a unique take on it. I wonder if the type at the bottom is too small, but it is tough to tell without knowing the context of the piece.

If I had one suggestion, it would be to possibly heighten the religiosity of the rest of the piece. One suggestion to accomplish this simply would be to put the focus of the emanating rays behind Marilyn's head in a gesture similar to images of Jesus and his aura.

Greenwood airlines Safety Procedures



Greenwood



SELF REFLECTION



By Stephen Greenwood

Coming in to this interview, I was extremely excited that I even had the chance to communicate with someone that I had known about for several years. While I realize that Michael Young of WeWorkForThem is just the same as any of the other designers that I am classmates with right now, he has exceptional talent in his body of work and has done some amazing things for the world of design with his business partner Michael Cina. Michael Young has stretched himself to work with many varying mediums and has been able to dip into the corporate design pool only to realize that his other business, YouWorkForThem is more profitable and more enjoyable. I think anybody that is able to pursue their passion in life, become financially sustained by it, and continually challenges themselves is somebody to respect.

I was surprised to learn that Young dropped out of school at MCAD for a job offer as an art director in DC. Obviously Young displayed a large amount of talent from an early age and was able to sell himself as a designer before he had to leave school. Young also said that his biggest influence is his partner, Cina - which is understandable for two designers working together after so many years. I was also surprised to learn about WeWorkForThem's complete stoppage of all client based work. The fact that their online marketplace/homemade art at YouWorkForThem was enough to finance their endeavors, came as a shock and an inspiration as a designer. It gives me hope that I will be able to stay free from the perils of corporate design and that I will be able to fund my own projects and passions.

Michael also mentioned that he was hoping to move more into film and motion related mediums - a switch that is evident in the progression the work of WWFT. The new experimental videos and DVD that have been released show Young's interest in film, something that will be interesting to follow in the future. My last question to Young was a call for advice to designers that were still in college programs. He responded by advising to learn all the mediums and tools of the trade as well as to learn the business side of the industry. He also said that he wouldn't change anything about his approach to a career in design.

Basically this has taught me that if you work hard enough for anything and if you are good at what you do - by putting time, energy, and passion in to it - you will succeed and be provided with opportunities to flourish. Right now, this message especially applies to my life. I have put a lot of time, energy, and passion in to creating this magazine so that I would have something substantial in my portfolio to further my career as a designer. Even so, it has got me thinking about maybe starting a magazine and Young's example has definitely shown me that anything is possible in the industry.

The piece that I have illustrated here goes along with my passion for travel and my interest in how design communicates with society. I came across a book called *Design For Impact*, which was a study on

the progression of design on airline safety cards. Obviously, this focus deals with a very serious issue - one that could scare passengers away if presented in the wrong manner. I am fascinated by this attempt to depict the right actions in the event of an emergency. I illustrated my own piece based on a couple works that I had seen in the book. I also designed and illustrated the logo for the nonexistent airline, which I named after myself. I found this to be enjoyable and would even like to work on identity design for major companies further down the road.

As for what I would like to do in the future specifically, I have found myself being very interested in participating with the design for the Winter Olympics. After watching the recent games in Torino and realizing that the next games are only as far as Canada, it might be a possibility for me to join the design committee in the 2010 games. I think it would be a honor to be a part of such a big event. There aren't many places where the world comes together like the Olympics - and to be able to enhance the visitor's and viewer's experiences through design would be something that I could be proud of. I would also like to work more in magazines and print design, and start freelancing in the spring to make money and gain experience with real world design. This magazine will be a big part in helping me gain those positions and has also given me much needed experience in layout and design.

Furthermore, Michael Young's work applies to my career because I see myself moving in between the lines of business, design, and film. Young's career has taught me that you can move around and keep your interests in different areas and still be very successful. He has also taught me that you don't need a degree to make it in the design world. While it helps, and it is beneficial to get a background in theory, it is possible to work and to create amazing design without one. I am excited about the possibilities of the future and for the encouragement that studying Michael Young has given me.

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Fear Hollywood Magazine
Spring 2006 (March/April/May), Issue A
For updates and information: fearhollywood.com

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Contributing Writers: Lenny Burdette




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iPod AV. Introducing the new iPod. The world's best music device just got a lot more sophisticated. 5" Widescreen, Touch screen controls, Wi-Fi and 20,000 songs in your pocket. 40GB and 80 GB.  **iPod**



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Art. Design. Travel. Music.

First Look

**STUDENT
FEATURE**

Winter

**PHOTO
GALLERY**

Past Future and Present of

**STEPHEN
GREENWOOD**

+

ORIGINAL ART CRITIQUE

30 GOALS FOR SPRING '06

GREENWOOD AIRLINES?



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Issue A - Spring 2006

fh