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**Sean Adams:**

Good morning, and we're here at the Command X workstations. It's a little after 8 a.m. and we're gonna check in and see how everybody's doing, working hard throughout the night. So, moving on in. Hello, Ryan. How's it going?

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**Ryan Fitzgibbon:**

It's all right.

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**Sean Adams:**

Working hard?

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**Ryan Fitzgibbon:**

Yeah.

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**Sean Adams:**

Good. OK, so show me what you're up to.

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**Ryan Fitzgibbon:**

Right now I'm just kind of messing around and doing some hand lettering and seeing where it gets me. Because I've been doing a lot of thinking, and I need to do more making. So that has to happen today. It's down to the wire.

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**Sean Adams:**

And it looks like you have, kind of, a spoon fixation.

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**Ryan Fitzgibbon:**

Yeah. I'm researching spoons, trying to figure out their form and replicate them and seeing how it goes.

---

**Sean Adams:**

So can you reveal what the spoon concept is? The spoon — you don't —

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**Ryan Fitzgibbon:**

I'm not sure.

---

**Sean Adams:**

Say it quietly so they won't hear it because you don't want to spill the beans.

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**Ryan Fitzgibbon:**

I'm not sure yet.

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**Sean Adams:**

And I notice you're drawing the Captain.

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**Ryan Fitzgibbon:**

Yeah. I'm trying to figure out who this character is, trying to really get into, you know, Captain Crunch and see if I can get inspired.

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**Sean Adams:**

That sounds sort of dirty, you know? Yeah, OK. But, you know, it works.

---

**Ryan Fitzgibbon:**

Right.

---

**Sean Adams:**

All right. So we need to see more, though. I want — you know, we need to —

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**Ryan Fitzgibbon:**

Oh.

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**Sean Adams:**

— because, yeah, that — it's a minimalist approach.

---

**Ryan Fitzgibbon:**

You can tap into here, and then I'll show you. But basically I've been — I've just been collecting a lot of images. It's kind of how I research is grab a —

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**Sean Adams:**

Oh, that's a great one.

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**Ryan Fitzgibbon:**

— grab a bunch of images and then go from there. So, yeah.

---

**Sean Adams:**

Now you — now you told me earlier that you had never had Cap'n Crunch before today.

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**Ryan Fitzgibbon:**

No.

---

**Sean Adams:**

How could that be?

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**Ryan Fitzgibbon:**

My mother is a dental hygienist and —

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**Sean Adams:**

Yeah.

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**Ryan Fitzgibbon:**

— I'm trying to sell this product, but I don't know if she would allow me to eat it, so —

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**Sean Adams:**

But you've grown to love it.

---

**Ryan Fitzgibbon:**

I love it now, yeah.

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**Sean Adams:**

Uh-huh. He loves Quaker Oats and Cap'n Crunch. You know they sell it at Pinkberry.

---

**Ryan Fitzgibbon:**

Really.

---

**Sean Adams:**

Yeah, you can get it on your Pinkberry, which means it's really groovy. It is.

---

**Ryan Fitzgibbon:**

Oh.

---

**Sean Adams:**

Yeah.

---

**Ryan Fitzgibbon:**

I'll have to get some.

---

**Sean Adams:**

Yeah, get some at Pinkberry.

---

**Ryan Fitzgibbon:**

Yeah.

---

**Sean Adams:**

OK, all right. Well, I'm around, so bug me.

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**Ryan Fitzgibbon:**

Cool. All right, thank you.

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**Sean Adams:**

You know, I'll check in a little later.

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**Ryan Fitzgibbon:**

Yeah.

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**Sean Adams:**

See how it's going, OK? Good morning.

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**Katherine Walker:**

Hey.

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**Sean Adams:**

So you're here working hard.

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**Katherine Walker:**

Hi, Sean, how are you?

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**Sean Adams:**

Good. So how's it going?

---

**Katherine Walker:**

It's going all right. I think around 3:30 a.m. last night I finally got, like, a concept.

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**Sean Adams:**

Oh, good, good.

---

**Katherine Walker:**

So that was exciting, exciting moment for me.

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**Sean Adams:**

Uh-huh. So can you sort of reveal? You don't have to let anyone else see.

---

**Katherine Walker:**

Yeah — go right ahead and look.

---

**Sean Adams:**

We'll just — here, I'll shield so no one can see. OK? All right, like that.

---

**Katherine Walker:**

I think so far everything that I don't have yet is the words "Captain Crunch." But I think, at some point, those will come.

---

**Sean Adams:**

Right.

---

**Katherine Walker:**

I'm doing it — I'm doing what I guess reminds me of the Captain — his moustache, elements of the Captain —

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**Sean Adams:**

Uh-huh.

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**Katherine Walker:**

Sort of deconstructing him for the adults. So there's something that still makes you smile. It's kind of like if Whole Foods had Cap'n Crunch, what they would do with it.

---

**Sean Adams:**

They don't?

---

**Katherine Walker:**

Well —

---

**Sean Adams:**

Oh, I don't know.

---

**Katherine Walker:**

They probably have like their Whole Foods Captain —

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**Sean Adams:**

The Whole Foods Captain Crunch.

---

**Katherine Walker:**

Yeah.

---

**Sean Adams:**

Which is probably less tasty and rather bland.

---

**Katherine Walker:**

Yeah.

---

**Sean Adams:**

Like cardboard.

---

**Katherine Walker:**

So I think everything's sort of sitting on the pasteboard right now.

---

**Sean Adams:**

Oh, so it's all — the idea's all out here?

---

**Katherine Walker:**

Right, yeah. And you know, I'm also considering a prize inside.

---

**Sean Adams:**

Oh, I like that.

---

**Katherine Walker:**

Because I know that we're adults, but still!

---

---

**Sean Adams:**

What kind of prize?

---

**Katherine Walker:**

I don't know, like cash maybe.

---

**Sean Adams:**

Huh! Nice idea. And so what about the Captain part? What are you thinking about that?

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**Katherine Walker:**

It's gonna go over here somewhere.

---

**Sean Adams:**

Yeah.

---

**Katherine Walker:**

I'm not sure exactly how it's gonna happen yet. I'm probably — it's probably gonna be a script like they have now, just not as 3-D.

---

**Sean Adams:**

Right.

---

**Katherine Walker:**

I'm thinking of bringing that in more with the color.

---

**Sean Adams:**

Maybe there's a way that you can actually let the Cap'n Crunch sort of help your illustration.

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**Katherine Walker:**

I think so too.

---

**Sean Adams:**

Like be part of the illustration.

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**Katherine Walker:**

Yeah.

---

**Sean Adams:**

So it's not just a separate item, but somehow integrated into it?

---

**Katherine Walker:**

Mmm-hmm. I agree with that.

---

**Sean Adams:**

Which could be kind of fun. It sounds — but, of course, I mean, you'd have to, like, make more things with your Cap'n Crunch, but —

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**Katherine Walker:**

Which I have. I have an entire Captain Crunch face made, but I haven't—

---

**Sean Adams:**

But, yeah. I think that could be really interesting. I love where you're going with that.

---

**Katherine Walker:**

I don't know if I can show you guys the entire face. Oh, yeah. Here he is. I made him last night. [Laughs]

---

**Sean Adams:**

Wow!

---

**Katherine Walker:**

Oh, he doesn't— this one doesn't have the mouth.

---

**Sean Adams:**

No.

---

**Katherine Walker:**

But, you know. You can see, kind of— OK.

---

**Sean Adams:**

OK. Well, we get the idea. That's great. And did you eat any of it?

---

**Katherine Walker:**

Yeah. It's almost all gone.

---

**Sean Adams:**

Oh, no, really?

---

**Katherine Walker:**

Except for the parts that I crushed for shading.

---

**Sean Adams:**

And you're here.

---

**Katherine Walker:**

Yeah.

---

**Sean Adams:**

And you look healthy.

---

**Katherine Walker:**

Thank you. You, too.

---

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**Sean Adams:**

Yeah, so [laughs]. That makes it clear. Cap'n Crunch is good for you.

---

**Katherine Walker:**

Yes.

---

**Sean Adams:**

Fortified with vitamins. Ready to go.

---

**Katherine Walker:**

And iron — iron.

---

**Sean Adams:**

Yeah, yeah. Well, I think you're on the right track.

---

**Katherine Walker:**

Thank you.

---

**Sean Adams:**

It's good, yeah. Figure out how to get that type in there and I think it's gonna be fantastic.

---

**Katherine Walker:**

Yeah, figure out how to put the title in, and we'll see what happens.

---

**Sean Adams:**

Yeah, you'll figure it out. I know you'll do a beautiful job.

---

**Katherine Walker:**

Thanks a lot.

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**Sean Adams:**

My pleasure. Good morning.

---

**Monina Velarde:**

Good morning.

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**Sean Adams:**

How are you?

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**Monina Velarde:**

I'm doing great, thank you.

---

**Sean Adams:**

Good, good. So how's it going?

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**Monina Velarde:**

It's going pretty — pretty well, I think.

---

**Sean Adams:**

Uh-huh?

---

**Monina Velarde:**

Yeah. Didn't get much sleep, but I think this is what all the excitement is all about —

---

**Sean Adams:**

What, from working? Or —

---

**Monina Velarde:**

Uh —

---

**Sean Adams:**

Or going to parties?

---

**Monina Velarde:**

Oh, no! Not parties.

---

**Sean Adams:**

Oh, good, good, OK.

---

**Monina Velarde:**

From working and — it was just like — it was really exciting. So I couldn't really get much sleep. But I started working, and I think I have a few ideas just going right now. And I think they'll just be refined throughout the day, hopefully.

---

**Sean Adams:**

Right. Uh-huh.

---

**Monina Velarde:**

Yeah.

---

**Sean Adams:**

So what do you think? What's your — what's the big idea?

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**Monina Velarde:**

The big idea is —

---

**Sean Adams:**

Monina, tell us the big idea.

---

**Monina Velarde:**

Yeah, sure, I'll tell you the big idea.

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---

**Sean Adams:**

OK.

---

**Monina Velarde:**

My big idea is that since this is gonna be marketed towards adults, I want to really totally rebrand it as a healthy product.

---

**Sean Adams:**

Uh-huh.

---

**Monina Velarde:**

And so I want to emphasize this. We've got corn and oat and cereal and anything I can squeeze out of there that's, like, health related.

---

**Sean Adams:**

Right.

---

**Monina Velarde:**

So that's what I really want to rebrand this cereal as.

---

**Sean Adams:**

Uh-huh. Are we gonna see the Captain in there anywhere?

---

**Monina Velarde:**

Yeah, I'm trying to incorporate the hat, like, loosely right now. But, so I want to—

---

**Sean Adams:**

Oh, I like that. I like what you've done there.

---

**Monina Velarde:**

Yeah, yeah.

---

**Sean Adams:**

Oh, that's very cute, yeah.

---

**Monina Velarde:**

So I mean, I'm just starting to, like, quickly sketch out, like, how the hat and the Captain can be incorporated within this.

---

**Sean Adams:**

Right, right.

---

**Monina Velarde:**

But that's— I'm not too far yet on that, but at least I have an idea and a concept.

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**Sean Adams:**

Well, it looks like you're on the right direction. I love your color palette.

---

**Monina Velarde:**

Thank you.

---

**Sean Adams:**

That looks like it's working really well. Can I give you one tiny piece of advice?

---

**Monina Velarde:**

Sure. I would love it.

---

**Sean Adams:**

Which is my own bizarre issue.

---

**Monina Velarde:**

Yes, yes.

---

**Sean Adams:**

If you go through life and you tell yourself there's no such a thing as a bold serif font, your life will be better.

---

**Monina Velarde:**

OK.

---

**Sean Adams:**

So.

---

**Monina Velarde:**

All right.

---

**Sean Adams:**

Yeah, it'll be better, believe me.

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**Monina Velarde:**

OK, thank you. Thank you very much.

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**Sean Adams:**

It's my useless piece of advice for the morning.

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**Monina Velarde:**

Thank you. I totally appreciate it [laughing].

---

**Sean Adams:**

Oh, good [laughing]. OK. Well, looks good, keep going. Have fun with it.

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**Monina Velarde:**

Thank you.

---

**Sean Adams:**

But yeah, enjoy it, and you know.

---

**Monina Velarde:**

Thank you so much.

---

**Sean Adams:**

My pleasure. Good morning. How's it going?

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**Bobby Genalo:**

Good morning.

---

**Sean Adams:**

You found your cable.

---

**Bobby Genalo:**

Yes, sir.

---

**Sean Adams:**

You're, like, connected here.

---

**Bobby Genalo:**

Yes, it's my — it's my power cable. I've got my headphone cables.

---

**Sean Adams:**

Uh-huh.

---

**Bobby Genalo:**

And I've got my keyboard and my mouse cables.

---

**Sean Adams:**

You're ready. So what are you thinking? How's this moving along?

---

**Bobby Genalo:**

It's going really well, I think.

---

**Sean Adams:**

Uh-huh.

---

**Bobby Genalo:**

Meaning that I'm not too stressed right now. I mean, the concept is —

---

---

**Sean Adams:**

Oh, you need more coffee. We've gotta do something.

---

**Bobby Genalo:**

I don't like coffee, actually.

---

**Sean Adams:**

Well, that's the problem. You know, we've got to get stimulants in you in some way.

---

**Bobby Genalo:**

Well, I don't know. I'm OK.

---

**Sean Adams:**

OK, OK. All right, well — you know, I appreciate a high stress level for people, but that's all right.

---

**Bobby Genalo:**

Yeah.

---

**Sean Adams:**

And so what's your idea? Can you share any of it with us?

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**Bobby Genalo:**

I can, I can.

---

**Sean Adams:**

What—

---

**Bobby Genalo:**

This is—

---

**Sean Adams:**

Wow!

---

**Bobby Genalo:**

—pretty much what I was thinking about.

---

**Sean Adams:**

Yeah, that's nice.

---

**Bobby Genalo:**

And I'm thinking that obviously a logo would be helpful.

---

**Sean Adams:**

Useful there, yeah.

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**Bobby Genalo:**

So that's what I'm kind of sketching down over here. I'm just thinking of maybe like a neon, like, lights kind of logo.

---

**Sean Adams:**

Oh, I see. Yeah, yeah. That's sort of fun, yeah. So he's sort of standing in a vat of Cap'n Crunch? Is that the idea?

---

**Bobby Genalo:**

Yeah, or a bowl.

---

**Sean Adams:**

Oh, a bowl. OK, OK. I didn't see that. I was kind of getting that *I Love Lucy* vat of grapes kind of concept.

---

**Bobby Genalo:**

Oh, right, right, right, yeah.

---

**Sean Adams:**

Uh-huh. And is it Captain's — oh, I see. His head's just cut off on the top.

---

**Bobby Genalo:**

Yeah. I still have some work to do with the moustache —

---

**Sean Adams:**

Right.

---

**Bobby Genalo:**

— and the nose. But yeah, I think the concept is pretty much there.

---

**Sean Adams:**

Uh-huh.

---

**Bobby Genalo:**

I just need to hone in on a logo.

---

**Sean Adams:**

Yeah, I like — yeah. I think that could work. Maybe you need a little bit more of the Captain — because this is a little confusing up there.

---

**Bobby Genalo:**

Yeah.

---

**Sean Adams:**

So maybe we need a little more, just a little refinement in there because it's, you know, a little hard to read quickly.

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**Bobby Genalo:**

Right, yeah.

---

**Sean Adams:**

And — but I love your tag line. I actually thought — when I first saw it, I thought it said, “You and the Captain will make you happy,” which seemed appropriate in this setting.

---

**Bobby Genalo:**

Well, it’s not really about the Captain so much, you know? It’s about you.

---

**Sean Adams:**

You are being made happy.

---

**Bobby Genalo:**

You — no, well. You’re making something happen.

---

**Sean Adams:**

I like that.

---

**Bobby Genalo:**

Yeah?

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**Sean Adams:**

Yeah, yeah. With the help of the cereal.

---

**Bobby Genalo:**

Of course.

---

**Sean Adams:**

I think that works really well. That’s sort of fun. Yeah, I would just sort of monkey around with his head a little bit, and you know, and make it work. But maybe don’t — I wouldn’t — I wouldn’t go overboard with the type. You know, just my little piece of advice, because you’ve got so much happening here that’s kind of interesting. And I would sort of clarify that a bit. And I think if you got a whole other thing happening with the type that — you don’t want the design to do everything but take you to lunch. You want it to be what it is, and just let it happen that way.

---

**Bobby Genalo:**

Gotcha.

---

**Sean Adams:**

Yeah, but, yeah. Well, that looks like fun. I’m sure there’ll be many people chompin’ on the bit to get a hold of that at a certain point [laughs].

---

**Bobby Genalo:**

We’ll see.

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**Sean Adams:**

OK [laughs]. Good job. Have fun working on it. So Alison, you have a wonderful solution planned for us, right?

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**Alison Yard Medland:**

I had a wonderful morning.

---

**Sean Adams:**

And this is kind of your trick to, like, surprise everybody.

---

**Alison Yard Medland:**

Shouldn't somebody feel bad for me that I look like this this early?

---

**Sean Adams:**

You look gorgeous, as always.

---

**Alison Yard Medland:**

Thank you.

---

**Sean Adams:**

And I'm impressed by the dramatic late entrance.

---

**Alison Yard Medland:**

It's fashionably —

---

**Sean Adams:**

That was good.

---

**Alison Yard Medland:**

[ Inaudible ].

---

**Sean Adams:**

That's good. Yeah.

---

**Alison Yard Medland:**

Um, yeah.

---

**Sean Adams:**

But next time, throw a tantrum or something, so —

---

**Alison Yard Medland:**

I'm super excited about my solution.

---

**Sean Adams:**

Good.

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**Alison Yard Medland:**

So—

---

**Sean Adams:**

So you're ready?

---

**Alison Yard Medland:**

Yeah.

---

**Sean Adams:**

OK, all right.

---

**Alison Yard Medland:**

I'm confident.

---

**Sean Adams:**

We'll trust you. It'll be a surprise for all of us then, right?

---

**Alison Yard Medland:**

Right. I'm excited to see what everybody else has done, too.

---

**Sean Adams:**

They're doing great stuff.

---

**Alison Yard Medland:**

Cool.

---

**Sean Adams:**

You have stiff competition.

---

**Alison Yard Medland:**

All right.

---

**Sean Adams:**

OK, get in there and work.

---

**Alison Yard Medland:**

Later on.

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**Sean Adams:**

Well, that was Command X this morning. And everyone's doing some really interesting, exciting work. So we will see what happens down the road, and I doubt that we'll be doing any tying of the hands behind the back. But that's up to Michael, of course. OK. Thanks. Catch you later.

[ Music ]

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**Michael Bierut:**

Ladies and gentlemen, we're back. It's Command X: Season 2, the graphic design reality show, which will select for you the next top graphic designer. I'm your host, Michael Bierut. We are presented, as always, by the fine people at Neenah Paper, as well as our friends at Fonts.com by Monotype Imaging, and iStockphoto.

You know our panel of judges. Let's welcome them to the stage. A round of applause for Bonnie Siegler, Chip Kidd, Paul Sahre.

[ Applause ]

And say hello, please, to our guest judge for today from last season's Command X, the first runner up and fan favorite's, 160over90 in Philadelphia, Kelly Dorsey.

[ Applause ]

Are you judges ready to play? Ready to be nice? Bring 'em on. That was a bad sign. Let's just move along. Let's bring out our five remaining contestants and see how they did with today's challenge. I invite you to welcome Ryan Fitzgibbon, Bobby Genalo, Alison Medland, Monina Velarde and Katherine Walker.

[ Applause ]

As you know, the challenge was to redesign Cap'n Crunch, to make it a little bit more appealing for an adult audience. A substantial challenge. You caught a little bit of work in progress this morning. You know how much designers hate showing work in progress. The client says, Can we see how you're doing so far? We know the presentation's at 4:00. Do you mind showing us a little bit at 9:00? They don't like that, but they were good sports. And they played along, thanks to the help of our charming interlocutor, Sean Adams.

But let's see exactly what happened since yesterday afternoon — since this morning. And we're gonna invite each of our contestants to present their proposal, starting with Ryan.

[ Applause ]

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**Ryan Fitzgibbon:**

So I wanted to challenge myself this time around to really actually make something using hand lettering and illustration, which is something I never do. My concept highlights the intent of the original Cap'n Crunch recipe. I wanted to speak to adults that wanted to treat themselves, but feel guilty about buying the current cereal packaging. They need a friendly reassurance that it's OK to eat the cereal that they love every morning. It's also important to note — you can tell the size change in the box because of all the — there's a lot of studies done around cereal aisle marketing. So just condensing it — which is a trend that a lot of cereal packaging companies are doing now for sustainable reasons — but just condensing it will actually prompt a new placement in the shelves, away from the current sugary kids' cereals, where it is, so —.

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**Michael Bierut:**

So, Ryan, in the spoon at the very top there, is that a reference to the Captain?

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**Ryan Fitzgibbon:**

Yeah, it's extractive, so —

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**Michael Bierut:**

Subliminal and subtle —

---

**Ryan Fitzgibbon:**

Very subliminal. Yeah.

---

**Michael Bierut:**

— but persuasive one hopes. Questions from the judges?

---

**Ryan Fitzgibbon:**

It's — oh, sorry. It's hard to make out, but I guess, so at the bottom, it's milk. Looks really terrible —

---

**Michael Bierut:**

Yeah, that little splash at the bottom is appetizing and wholesome milk.

---

**Bonnie Siegler:**

And is it shredded at the top?

---

**Ryan Fitzgibbon:**

And that's brown sugar, because that was from the original recipe. But — yeah, it looks bad up there.

[ Audience laughter ]

---

**Bonnie Siegler:**

It looks — it definitely looks crunchy, you know? Like in a Whole Foods way, it looks very crunchy —

---

**Ryan Fitzgibbon:**

Right, right.

---

**Bonnie Siegler:**

— which I guess is appropriate. I love the handwriting, and I love the message and that you spelled it all out. I don't love the drawing of the spoon, even though I love the little Captain in it. I sort of feel like if it was a photograph of a spoon, it would link the brown sugar with the cereal and the milk.

---

**Ryan Fitzgibbon:**

Mmm-hmm.

---

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**Bonnie Siegler:**

And, yeah, it's a little — it's a little dry [laughs]- looking. But I really like the handwriting and the explanation.

---

**Michael Bierut:**

Anyone else? Kelly? Comments?

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**Chip Kidd:**

What's your name, again?

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**Michael Bierut:**

Ryan.

---

**Ryan Fitzgibbon:**

Ryan.

---

**Chip Kidd:**

Oh, Ryan.

---

**Ryan Fitzgibbon:**

You don't love it, this time?

---

**Chip Kidd:**

How far thou hast fallen.

[ Audience laughter and jeering ]

---

**Ryan Fitzgibbon:**

Really? Constructive criticism, maybe?

---

**Chip Kidd:**

Um —

[ Audience laughter and cheering ]

Nice T-shirt.

[ Audience laughter and applause ]

---

**Ryan Fitzgibbon:**

I also wanted to reflect my wardrobe with my — this is very, just rough, you know. I'm working on an hour of sleep and then yesterday was my flashy, you know, Elvis.

---

**Chip Kidd:**

I appreciate — I appreciate all the hard work that you've done.

---

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**Ryan Fitzgibbon:**

Thanks.

---

**Chip Kidd:**

[Laughs] I do. I do. I heard — a little bird told me that you put the most amount of work into this, but — I just —

[ Audience laughter ]

I don't — I have to imagine, like, coming upon this in a cereal aisle when I don't know anything about it. Like, what is it? Is this — why do I want to eat this? And I just don't feel like this conveys, you know, that this is, like, a grown up, really sophisticated thing that grown-ups eat. I just don't know. Like, the hand lettering, it does — [clears throat] it just doesn't do it for me.

---

**Audience member:**

You lie!

[ Audience laughter and applause ]

---

**Bonnie Siegler:**

The audience has turned.

---

**Paul Sahre:**

Hey now, come on.

[ Audience laughter and applause ]

That was uncalled for. No respect.

---

**Chip Kidd:**

You know, and this is what Obama should have done. He said — No, you lie!

[ Laughter ]

---

**Michael Bierut:**

Kelly, please say something.

---

**Kelly Dorsey:**

OK. Ryan —

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**Ryan Fitzgibbon:**

Yes.

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**Kelly Dorsey:**

I know this is really hard standing up here from personal experience, especially when someone's giving you a hard time, one of the judges. I think this is a really interesting redesign. I mean, you totally took it in a new direction. It's definitely more adult-like. I think it's cool that you tried some hand-done typography. I kind of agree about the spoon. I think it might be stronger if it was, like, a photograph. But I kind of feel like if I saw this in the cereal aisle, I'd be, like, confused why it says "new." I'd be like, is it the same Cap'n Crunch? I don't know. Is it just new packaging? But I don't know. I think it's really cool. I like it.

---

**Michael Bierut:**

Ryan, thank you.

---

**Ryan Fitzgibbon:**

Thank you.

[ Applause and cheers ]

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**Michael Bierut:**

OK. Bobby.

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**Bobby Genalo:**

Hi.

[ Audience laughter and cheers ]

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**Bobby Genalo:**

All right. I mean, I know. Well, I mean, really, let's think about this. I mean, not on my piece. Let's think about of — let's think about Cap'n Crunch. You either buy it because you like to eat it; that's fine. Or you buy it because your kid or your neighbor or your grandma likes to eat it; and that's fine, too. But we're talking about adults, and not all adults are parents. So just adults.

---

**Bonnie Siegler:**

You misinterpreted the — like, I didn't mean adult entertainment.

[ Audience laughter ]

---

**Bobby Genalo:**

It was a very, very vague brief [laughs].

[ Audience laughter and cheers ]

Thank you, thank you. I mean —

---

**Michael Bierut:**

Why didn't you go all the way and just rename it Captain Crotch?

---

[ Audience laughter ]

---

**Bobby Genalo:**

That's good.

---

**Paul Sahre:**

A question. Is this — that's — that is the Captain, right?

---

**Bobby Genalo:**

Oh, yeah. He's makin' it happen, yeah.

---

**Paul Sahre:**

Well, somebody's been working out. Someone's been working out. The Captain's been working out.

---

**Bobby Genalo:**

He's got, you know, the gluts. I mean, I don't have those, but — he's got the anchor tattoo and everything.

---

**Chip Kidd:**

So you're saying that the Captain has big massive sturdy penis. Is that what we get from this?

---

**Michael Bierut:**

I think the nautical term is dinghy.

[ Audience laughter ]

Bonnie, what do you think of the cursive type at the top?

---

**Bonnie Siegler:**

I think there are a lot of — I think the drawing, the cursive type, the thin san serif, the photograph of the cereal — they're all really disparate elements to me. I don't know if they're all coming together [laughs].

[ Audience laughter ]

---

**Bobby Genalo:**

She did say that. I mean, she just did.

---

**Michael Bierut:**

Bonnie, some of those kids might still be around. The gospel kids.

---

**Bobby Genalo:**

Anyway, for what it's worth, the text, the cursive and the "You and the Captain make it happen," it's a gradient meant to imply a silver, kind of, reflective type. I don't know if that's evident or not. I guess that's all I have to add, really.

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**Michael Bierut:**

I hate to see Chip reaching for that microphone. It really scares me.

---

**Bobby Genalo:**

No, no, that's fine. I mean.

---

**Michael Bierut:**

Oh, Kelly, say something.

---

**Kelly Dorsey:**

Is he standing in the cereal?

---

**Bobby Genalo:**

He's —

---

**Kelly Dorsey:**

What's happening?

[ Audience laughter ]

---

**Bobby Genalo:**

He's standing in a bowl of Cap'n Crunch.

---

**Kelly Dorsey:**

OK, OK.

---

**Bobby Genalo:**

He's so elated about the cereal.

---

**Kelly Dorsey:**

Elated, OK.

---

**Bobby Genalo:**

You know, I don't need say that.

---

**Bonnie Siegler:**

And his head is cut off at the top.

---

**Bobby Genalo:**

His head is cut off because, I mean, for a couple of reasons. He doesn't have his hat anymore, on his head — or well, maybe. I don't — you know.

[ Audience laughter ]

---

And to draw those bug eyes — those really weird elliptical eyes — it was just — you know, it wouldn't be appropriate without the hat next to the eyes. So that's the reason I just had to cut the head off and plunge him into a vat of Cap'n Crunch.

---

**Kelly Dorsey:**

OK, one more question.

---

**Bobby Genalo:**

Yeah.

---

**Chip Kidd:**

Let me know when you're done.

---

**Kelly Dorsey:**

Oh. What's the free toy inside?

---

**Bobby Genalo:**

What's up with this guy?

[ Audience laughter ]

Like the whole competition. I mean, is this his schtick or something? I don't get it.

---

**Michael Bierut:**

Now, what's the free toy?

---

**Kelly Dorsey:**

Free toy, what is it?

---

**Bobby Genalo:**

What's that?

---

**Kelly Dorsey:**

What's the free toy inside?

---

**Bobby Genalo:**

Well —

[ Audience laughter ]

---

**Michael Bierut:**

Bobby, thank you very much.

---

**Bobby Genalo:**

There you go.

---

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[ Audience applause and laughter ]

---

**Michael Bierut:**

OK. Alison, it's up to you.

---

**Alison Yard Medland:**

OK. So—

---

**Michael Bierut:**

Restore a little decorum to the proceedings here.

---

**Alison Yard Medland:**

Our very vague brief— I sort of hypothetically narrowed down a little bit. And I decided that this audience is, you know, a 40-something, 50-something adult audience. So my strategy is to entice them with some nostalgia and to take them back to a time with some iconic imagery that they might be eating this cereal, like late '60s. I know that it doesn't have anything to do with the cereal itself, but that was my strategy, and to do something that's definitely gonna stand out on a shelf. And if nothing else, is gonna be very curious to you because it's completely odd.

[ Audience laughter ]

I guess it's — it's not that readable on screen. But it's sort of, you know, Fillmore poster-esque.

---

**Michael Bierut:**

Yeah, I think it's a very skillful treatment of what the Fillmore style looks like.

---

**Alison Yard Medland:**

Thank you.

---

**Chip Kidd:**

I think this is cool.

---

**Alison Yard Medland:**

Thank you.

---

**Chip Kidd:**

I totally got it, and I think it's really fun. And —

---

**Alison Yard Medland:**

Yeah, I wanted to do something fun and mess around with type and —

---

**Chip Kidd:**

So there.

---

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---

**Alison Yard Medland:**

Thank you.

[ Audience laughter ]

---

**Michael Bierut:**

Aw.

---

**Alison Yard Medland:**

Is that what you really think or are you just trying to —

---

**Chip Kidd:**

No, it's what I really think. I think it's — I mean —

---

**Alison Yard Medland:**

I want the truth.

---

**Chip Kidd:**

— I instantly got it. It's —

---

**Michael Bierut:**

Alison, put —

---

**Chip Kidd:**

— it's Captain Crunch at the Fillmore East.

---

**Michael Bierut:**

Rockin' the Fillmore East.

---

**Chip Kidd:**

It wasn't — it's funny. Like it's not at all what I would have thought of, but for what we told you to do, it's pretty cool. I think it's cool.

---

**Alison Yard Medland:**

Thanks.

---

**Michael Bierut:**

OK, Paul.

---

**Paul Sahre:**

I hate to be a stickler here, but General Mills and iron and — and those were things in the vague brief that —

---

**Alison Yard Medland:**

Yes, iron —

---

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**Paul Sahre:**

Are they in there?

---

**Alison Yard Medland:**

— iron is in there.

---

**Michael Bierut:**

Yeah.

---

**Paul Sahre:**

Are they in there? OK.

---

**Alison Yard Medland:**

And Quaker is also in there.

---

**Paul Sahre:**

Quaker's in there? OK, I'm just checking. I couldn't read it.

---

**Alison Yard Medland:**

I didn't write that part of the brief by myself.

---

**Paul Sahre:**

I—I have to defend the vague brief. I like this direction too. I do think this really would benefit for some more work, you know, to get it really feeling more authentic. Because right now it does feel —

---

**Alison Yard Medland:**

Yeah.

---

**Paul Sahre:**

—like a, you know, you had 24 hours. But I kind of agree with Chip. I think it's an interesting way to get there. But — well, yeah.

---

**Kelly Dorsey:**

I really like it too. I think it's cool. I love poster art, and I totally got it, too, as soon as I saw it. I think it's really smart to go the nostalgia route, you know, with these adults and still keep it fun, but it's elevated and smart. I think it was a really good idea. Yeah.

---

**Michael Bierut:**

It's for Grateful Dead fans with the munchies.

[ Audience laughter ]

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**Alison Yard Medland:**

Yes.

---

---

**Michael Bierut:**

Correct?

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**Chip Kidd:**

So it's for all Grateful Dead fans.

---

**Michael Bierut:**

And there's a lot of them, too. Exactly.

---

**Paul Sahre:**

But this is where you were yesterday, right?

[ Laughter ]

---

**Alison Yard Medland:**

Yes.

---

**Paul Sahre:**

Doing hits and designing a cereal box.

[ Audience laughter ]

---

**Michael Bierut:**

Yeah, exactly. Thank you.

---

**Alison Yard Medland:**

Thank you.

[ Applause ]

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**Michael Bierut:**

Well done, Alison. OK, Monina.

[ Applause ]

---

**Monina Velarde:**

Hello. When redesigning this cereal box for adults, I wanted to maintain the essence of Captain Crunch's character, so I decided to distill his character to just, I think, the basic, which is the hat and the yellow stripes and the moustache. And I also wanted to promote this cereal as a healthier cereal, so I emphasized the corn and the oat cereal and that it's a healthy way to start your day.

---

**Kelly Dorsey:**

I think this is a really good balance of adult and kid, you know? It's, like, for an adult that's still a little kid inside. I think that's a hard balance to strike.

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**Bonnie Siegler:**

I really like the simplicity, that you've reduced it to the hat and the moustache, but it's a little boring for me.

---

**Chip Kidd:**

I think it's terrific. I was really, really hoping that somebody was gonna try and sell Cap'n Crunch as a health food. Seriously. I think that's really — that's really smart. I would — I would have gone even further to say, 80 percent less sugar [laughs].

---

**Michael Bierut:**

Than — than a candy bar.

---

**Chip Kidd:**

Yeah, right, exactly.

[ Audience laughter ]

Well — well, you leave that out. But good on you.

---

**Paul Sahre:**

This is the second time this has come up is I've never thought of Cap'n Crunch as a health food. Is it — do you really believe that this is good for you?

---

**Monina Velarde:**

Um —

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**Chip Kidd:**

But that's not the point.

---

**Paul Sahre:**

Well, why isn't it the point?

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**Monina Velarde:**

Well —

---

**Paul Sahre:**

It's a healthy and yummy way to start your day?

---

**Monina Velarde:**

Oh, I think it is. It has vitamin B and iron, so —

---

**Bonnie Siegler:**

It's fortified.

---

**Michael Bierut:**

It's fortified.

---

---

**Monina Velarde:**

Fortified.

---

**Paul Sahre:**

So it's health food.

---

**Michael Bierut:**

Yeah.

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**Paul Sahre:**

Who knew?

[ Audience laughter ]

---

**Michael Bierut:**

Quit while you're ahead, Monina. Thank you.

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**Monina Velarde:**

Thank you.

[ Applause ]

---

**Michael Bierut:**

And finally, Katherine.

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**Katherine Walker:**

Hi. I wanted to simplify the package and add some sophistication to it, but also keep some fun as well. I used vintage — oh, sorry. I used vintage type style and distinct features of the Captain, with his hat, I made out of the actual cereal. Because that's the first think I think of when I think of Cap'n Crunch is the bright gold cereal and his milk moustache. And you can also win a breakfast with Chip Kidd in this box.

[ Audience laughter ]

There's the possibility for it.

---

**Chip Kidd:**

You know nobody's gonna buy it then.

[ Laughter ]

[ Audience laughter ]

---

**Katherine Walker:**

No, but I wanted to make sure it could maybe stand on the same shelf at Whole Foods with something else but still have personality.

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**Bonnie Siegler:**

Wait, the moustache is — is that hair?

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**Katherine Walker:**

Oh, yes.

[ Laughter ]

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**Paul Sahre:**

Should we ask? From where?

[ Laughter ]

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**Katherine Walker:**

From his face.

---

**Paul Sahre:**

OK, oh.

---

**Katherine Walker:**

One person had a suggestion it should be a moustache you could actually peel off the box and wear yourself.

---

**Michael Bierut:**

Oh, that's one — that's what you should just say that's what it is. That could be fun.

---

**Paul Sahre:**

Well, the, you know, the reason we're asking, that you're making the face out of things that are in the box, so maybe it comes with a moustache.

[ Audience laughter ]

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**Katherine Walker:**

No.

---

**Kelly Dorsey:**

That's the prize inside.

---

**Chip Kidd:**

Yes.

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**Paul Sahre:**

I'm sorry. We saw this earlier, so I just have a question. I was liking what I saw just over Sean's shoulder earlier today. And my least favorite part of this is where it says "Captain Crunch." And I'm wondering how you felt — I mean, I'm almost wanting to put my finger

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over that part and saying I'm really loving everything about this. And was that a last minute thing, or — I mean, you know, how did you end up doing the dimensional type?

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**Katherine Walker:**

Well —

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**Bonnie Siegler:**

It's almost feels like a different person did the top part from the bottom part.

---

**Michael Bierut:**

Yeah, the bottom part's exquisite, isn't it?

---

**Chip Kidd:**

Yes.

---

**Paul Sahre:**

Yeah.

---

**Michael Bierut:**

And really surprising and adult-like to see on a grocery store shelf.

---

**Paul Sahre:**

And a little Graceland.

---

**Michael Bierut:**

Yeah, and a little Graceland, exactly.

[ Audience laughter ]

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**Katherine Walker:**

Bizarre.

---

**Michael Bierut:**

A little Memphis, yeah.

[ Audience laughter ]

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**Katherine Walker:**

Well, I will tell you the bottom part came first. But I did want to keep that fun feeling. And it's important that it, kind of, leaps off the box, too, because Cap'n Crunch is fun.

---

**Bonnie Siegler:**

There's just a level of sophistication at the bottom that gets lost at the top.

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**Katherine Walker:**

OK.

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**Michael Bierut:**

Well, you know, some settling of contents may occur during shipment.

[ Audience laughter ]

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**Michael Bierut:**

That's what they always say on these boxes. Thank you very much, Katherine.

[ Audience applause and cheering ]

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**Michael Bierut:**

With a big hand for all our contestants. Our judges will deliberate. And after the judges have finished their deliberation, we'll join you back, and let you know who has been deleted and who will play on for the next round of Command X. Thank you.

[ Applause ]

[ Music ]

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**Michael Bierut:**

Again, we've reached the moment of truth. Again, we've reached the point where this group of five designers will be reduced by two to three finalists, who will compete in the final stage of the competition. Judges, have you reached a decision?

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**Bonnie Siegler:**

Yes.

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**Michael Bierut:**

OK. May I have the —

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**Kelly Dorsey:**

Oh do — I just — I just want say something.

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**Michael Bierut:**

Kelly, I'll call on you.

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**Kelly Dorsey:**

Just really quick?

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**Michael Bierut:**

Stop, Kelly.

---

**Kelly Dorsey:**

OK, OK.

[ Audience laughter ]

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**Michael Bierut:**

This is such a — this is the suspenseful part. Let's slow it down, baby.

[ Audience laughter ]

So, Kelly—

[ Audience laughter ]

— as a former contestant yourself, you might have some observations you'd like to make —

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**Kelly Dorsey:**

I do.

---

**Michael Bierut:**

— about the deliberation process. Please share them with us.

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**Kelly Dorsey:**

Speaking from experience, there's nothing that I would have wanted more than to know what the deliberation process was like. And I now have that knowledge. You know, it wasn't as dramatic as I was hoping. There were no chairs being thrown or punches or anything like that. But I just want everyone to know we took it very seriously and really looked at everything from various points of view, and it was really difficult. But it was really interesting. And, I don't know, it was great. A great experience.

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**Michael Bierut:**

And a difficult choice. And I think a difficult, as it turned out, assignment. These things that look like just sheer fun... Sometimes, you know, sometimes, like, it's the hard ones that actually are satisfying and the fun ones that look like a walk in the park that actually end up being more grueling than you expected. Cap'n Crunch may have been the latter rather than the former.

And it is time for us bid adieu to two of our contestants. So if you'll all stand up. I have to ask the following contestants to leave with our thanks and continue now partying with the rest of you and commenting from the gallery, shouting things out from the audience, instead of sitting up here and taking it like an adult.

[ Laughter ]

So thank you, more or less, Bobby. Thank you for joining us.

[ Applause ]

Applause for Bobby.

[ Applause and booing ]

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We're all winners. I forgot to say the part about everyone being a winner. Everyone is a winner, and not everyone can win, somehow. But that's how life is. So, Bobby, fan favorite. Be nice to him when he gets out there in your midst, OK? Buy him a drink.

And our second eliminated candidate is Katherine Walker. Katherine, thank you.

[ Applause ]

Be nice to Katherine, too. Now, you guys also designated a winner among our three. Again, there's no extra prizes; there's no immunity. There's just a simple satisfaction of knowing that you, perhaps, displeased the judges the least.

[ Laughter ]

Correct, I assume. And so if you give me that, I'll let you talk a little bit about how you came to this decision.

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**Bonnie Siegler:**

Well, first you'll announce it.

---

**Michael Bierut:**

Oh, first I'll announce it. Thank God, I've got a stagehand up here in the form of Bonnie. The winner is Alison Medland.

[ Applause and cheering ]

Any observations as to what made her stand out?

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**Bonnie Siegler:**

OK. We thought it was a really great mash-up between two styles, and they both survived what you did. It was also a strong concept, well executed. I do want to offer one critique, if it's OK. They look a little like noodles. I wish it looked a little more like Cap'n Crunch, but we really loved it.

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**Michael Bierut:**

Chip, anything to add?

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**Chip Kidd:**

Well, I go last, I think.

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**Michael Bierut:**

Paul, anything to add?

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**Paul Sahre:**

No, yeah, we did have a plan backstage. It started to fall apart.

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**Michael Bierut:**

It wasn't — the plan was not communicated to me, unfortunately.

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**Paul Sahre:**

Yeah. I just want to say — touch on a point that I kind of touched on earlier. But Monina and Ryan's pieces, which were — at least in Monina's, I think earlier you were very much kind of in that world of, this is good for you, kind of. And Ryan, I think yours definitely — your box looks — it almost looks like granola or health — a health food of some kind.

Now, I really think that the issue comes down maybe to the way you presented it. But I think something you didn't say was something like — since we are redesigning a — hypothetically redesigning a hypothetical adult version of Cap'n Crunch hypothetically for Quaker, I would like to suggest, hypothetically, that they might, for an adult audience, want to make the stuff less lethal — or at least less sugar. But I think not saying that, you really get into a place where, you know, I just don't think the, you know, graphic design should be used to, well, this is a strong word, but lie, you know? Saying something that is good for you that's not, I think is a problem.

[ Applause ]

And just, you know — and again, I think you may have — I totally give — we totally give you the benefit of the doubt in this case because I saw you kind of — Monina, you graphically backed away from that, because I think earlier it totally looked, you know... So we just wanted to mention that as a group.

---

**Chip Kidd:**

OK. Ryan? I owe you an apology. Seriously, and this is serious. I think you're a great designer. And you're right, I didn't give you a coherent proper critique. I was thrown by Joe Wilson.

---

**Michael Bierut:**

[Laughs]

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**Chip Kidd:**

I want an apology later.

---

**Michael Bierut:**

[Laughs]

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**Chip Kidd:**

So — so here it is. I think the problem with it is that it doesn't know what it wants to be. You start at the top, and it's typeset and it's the full-color Quaker thing, which looks like it's stuck on. Then it's a photograph of brown sugar and then it's all illustration. And then we get a photograph of the cereal and more typeset at the bottom. I think what really could have made this work is if you hand-did the entire thing. And then it would have been all of a piece. So that's — that's the critique. And —

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[ Applause ]

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**Michael Bierut:**

And in Alison, we simply had a fully realized concept of cereal — psychedelic cereal for people who are stoned.

[ Audience laughter ]

OK? It's that simple, right? It's simple idea.

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**Paul Sahre:**

But — but I think with yours, too, I don't think it's done. Like, I totally feel like you could really push it. I mean —

---

**Michael Bierut:**

I think all these could use 20 or 25 more minutes of work, to tell you the truth.

[ Audience laughter ]

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**Paul Sahre:**

It should — I don't think it should be able to be read at all. Like, it would still work.

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**Michael Bierut:**

[Laughs]

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**Paul Sahre:**

It still looks like Cap'n Crunch, and you could beam off more authentic with this psychedelic poster thing, too.

Bonnie, did you want to mention deadline? Did you say you wanted to say something about that? Let me just say it, because I'm — I'll just say it because I've got the microphone here. But I think, you know, with the next challenge, I do feel like looking — I would — I personally would recommend that you try to think about the time you have as the time you have. And let that help you make decisions, you know?

I think deadline — it's ridiculous to ask you to redesign some iconic thing like this in 24 hours in front of people, of course. Or even a week for a logo is ridiculous. But that's how much time you have, you know? So — so I would just say, try to just think in terms of it not being something I wish I had two weeks for, but that it's — that should help you do it. Just do it.

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**Michael Bierut:**

Agreed. So take a seat. We'll talk about what the next challenge is now. This is the final challenge. We've had fun with sugary cereals and Elvis Presley, but we'd like to get a little bit more serious at this point for our final challenge. The final challenge is to make a statement about civil rights. And the form of that challenge is to visit the National Civil Rights Museum,

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a truly national treasure, an extraordinary place right here in Memphis that I recommend everyone visit tomorrow or whenever they get a chance here in Memphis.

Go to that museum and choose something from that experience that moved you or inspired you or angered you or that educated you — let you see something that you never knew before. Based on that experience, create a call to action — call to action about civil rights. It could be about how far we've come. You know, we have our first African-American president receiving the Nobel Peace Prize this morning, or for how far we have to go. And if any of you read President Obama's graceful remarks on accepting that award, he realizes that in the cause of world peace, there's obviously much left to do, and thus it also is with civil rights. Or it could be about both those things. It could be about heroes, it could be about historic moments. It's a ripe field to do things with. The key thing is that it should be emotional and compelling for whoever looks at it, reach different audiences their own way.

Now, what's this "it"? What is "it"? It could be a poster, it could be an exhibit, it could be a website, a performance piece, a product. Anything that best expresses your idea as a designer. So that's the assignment.

Now, you may say, I've never been to the National Civil Rights Museum. But luckily, although it's closed this evening, we've arranged for the three of you to get a private tour. And if you go right off stage now, they're waiting to take you away this minute to see the museum.

[ Applause ]

The rest of us don't get that private tour. But again, I encourage each of you to check out the museum. It's a great place, and we look forward to seeing what our three finalists do with their experience there. And I invite you to stay tuned to Command X, the graphic design reality show here in Memphis, Tennessee. Thank you. Thank you, judges.

[ Applause ]

[ Music ]