

#7: MC's The Designers Constitution Journal:

Part 1: Introduction

Welcome to You Matter to Me (YMTM).

A fun-filled way to spread the idea and message that someone you know (or even don't know) matters to you. They **are** important to you and you know what, they should and deserve to know that. They shouldn't have to question how much you care, they just know you do care. A connected *starous* life.

I, MC, would like to thank you for joining us on this awesome time of designing and helping to try and spread happiness. Is it the "instant fix for all the darkness of the soul?" No. But it's a fun start.

Whether you yourself or you know someone who has struggled with suicidal thoughts, anxiety, self-judgment, etc. or you just want to join in the movement started by yours truly because you *simply adore* the MC journal series, **YMTM** is ready for you.

We just hope you read through these tips, ideas and official guidelines as they may help you develop into a great designer. You will be surprised at how much fun it is, like seriously, it's pretty dang awesome!

Thank you again and always remember that you, my friend, truly matter.

But wait! HOLD ON A SECOND!

"What is a designer and what is my art?"

Great question!

So, to be a part of the YMTM Movement, a member really only needs to follow some guidelines (listed below) and then create art that spreads that incredibly simple message, “You (someone else) matter to Me (yourself).”

Wait... but who could I do it for?

Simple, it can be a friend, family member, teacher, girlfriend, boyfriend, early stage dating partner, child, coworker, boss, coach, wife, husband, beloved dragon master, lover, etc.

You Matter to Me (YMTM).

“Ummm... like neat and like totes simple enough... so like... what about like the like art?”

Great question! Well, this art can include but isn't limited too: holding You Matter signs, drawings, billboards, paintings, sculpture, music, dance, stories, books, movies **and more**.

Now, great!

You have an idea for what to do and why we are doing it... but how should you do it?

Let's read on.

Part 2: Things a Designer Shouldn't Do:

So, you are convinced. Done.

The maybe is gone. Yay!

The nerves are still there but that's okay, it adds to the excitement. Then, you do it. You join the movement and create a YMTM piece. You get permission to paint a mural but while doing so, you start a fight with a critic as they walk by. Your use of the Comic Sans irritated them. Their broken nose isn't the only thing left in disrepair now as your *nasty* left hook did its thing.

Taking the bait from a probably sad soul who can not understand you are merely trying to spread some joy so their immense sadness has them lash out at anyone, unaccepting of an unconditional love. Or they are a troll (probably not literally but who knows...). Or maybe they are just a jerk. Either way, mistakes on many sides were made.

Want to avoid this from ever happening?

Well, that's probably impossible to guarantee that but you can make it less likely if you follow some of the guidelines below:

1. Do not use abusive or obscene language or gestures in a harmful manner. Obvio.
2. Do not drink alcoholic beverages or use illegal drugs while designing or possess a "lack of sobriety" from a prior event whereas driving would be impaired or outside the lawful realm of drug use. Save for that celebration after, if you so wish.
3. Do not attempt to or actually fight with fellow designers or other members of the general population as a form of instigation or retaliation. Not worth it. Simple. Let your art do the flexing and then handle it like you would at your job or in your school.
4. Do not reside unlawfully in a particular place to design without expressed written consent to do so. Basically, be in public places and geewilickers champ, don't cause a ruckus.

5. Do not act in a way that is within the general sociological terms of being and/or acting in a racist, sexist, bullying, prejudice or an otherwise demeaning manner. Ask yourself, would I act this way in front of my 8 year old and 80 year old self? What about my grandmother? Favorite English teacher? *Batman*?! Hmmm... Probably not then.
6. Do not ask for gifts. It is up to the designer if they would like to accept gifts like free water or a hug. Asking for gifts or using them as leverage or payment is not okay. Be a voice of change and support! It's MUCH better and far LESS awkward.

Part 3: The Designers Dictionary:

Well... well... look at you! You are doing it!

You are designing and not causing a ruckus while doing it, niceeeeeeeee.

But... Now, you feel this strong feeling to be more closely related to your fellow designers and truly join the fun subculture inside of it. Because you know, subcultures are the cat's pajamas.

Well... here are some terms that you could throw around to probably help with this new goal:

- **All Four Corners** = When at a four-way intersection, it is fun to try to design on each corner to maximize exposure when doing something like sign holding.
- **"Pulling a Brady"** = When your art is upside down and you don't realize it. Oooof. The best way to combat this is to check. Take a gander at your art on occasion to make sure this sad yet funny fate doesn't happen to you.
- **"The Shoey Point"** = When you point in a happy way towards the crowd while designing. So, they can see and feel a one-on-one connection. A very useful strategy to connect. Simply showing off your art and smiling while looking at them will do the job as well.
- **VAOA (Vocal Announcement of Appreciation)** = This is a person who responds to your art in a positive and vocal manner. Usually something to the effect of, "You Matter too!!" or "Thank you." I have even heard before, "You're amazing!! This made my day."
- **You Matter Tour** - Want to tour but you aren't a musician, athlete or otherwise? Well, good news! To do this, it's designing in at least two different locations that are at least 25 miles/ km apart within a 24-hour span. They can range as short as a weekend, a month or even longer. As long as those stipulations are being met, it's a tour!

- **Picture Index** = When trying to count pictures for the basic stats, it is wise to put a +/- 1 (Plus or minus one) to your number of pictures. There are always a few that could have been missed or weren't actually pictures. Maybe they were just checking their diversified investment portfolio (which, side note, I would totally recommend doing if you don't already do).
- **Token Overly Excited Person** = It is very common that while designing, you'll meet and find the people who REALLY appreciate you. It is shown through waving arms and a big smile. Or maybe a grin and a head nod. Occasionally, people will get out of their car and talk to you. Or a person will shake your hand and tell you how amazing you are. Just be sure to return the compliments!
- **Wrap Up Signal** = Your crew should develop a signal that determines that you are ending. It makes it easier in case the traffic gets loud and you are on opposite corners. Typically, most groups end when the sun sets, due to the fact that it's harder to see at night. Unless you are in fact some sort of bat people or likewise, in that case, carry on. :)

Part 4: Translations

Are you not a bilingual person but want to say YMTM in someone special's native language?

Are you feeling bored of English designing and want to try something new?

Or just curious because you are one of those cool people who is totally the bee knee's and likes to learn more about our neighbors (in a local or grand sense) around the world?

Well... here are a few translations from some people I know:

Kat3nili bezzaf in **Darjian** by Anas

Kat3nili bzaaf in **Darija** by Snoopy

انت مهم in **Arabic** by Hamza B

Você importa

Você importa para mim

In **Portuguese** by Ana

আপনি আমার কাছে গুরুত্বপূর্ণ | ... That means you are important (to me). It's pronounced as - Aapni amar kache guruttopurno. In **Bengali** by Druhin

Hmm, "you matter" in **German** would be - "Sie mir egal" (Druhin)

Tu importas para mi in **Spanish** (Mike)

You could just say "aapni guruttopurno"

Which would mean - you are important in **Italian**
(Druhin)

You Matter - Ты имеешь значение in **Russian**

You matter to me - ты имеешь для меня значение in **Russian**
(Albina)

Part 5: Chill Instructions/ Guide

Well, well... lookie who is looking like a true YMTMer!!

You learned terms, my friend! AND translations! Yay!

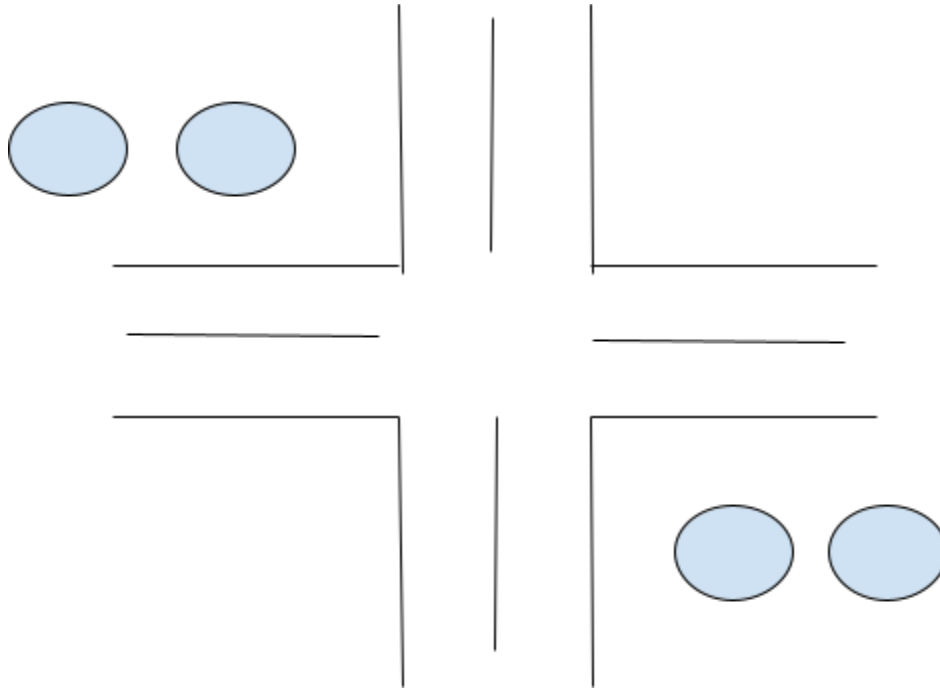
But now that is out of the way, let's get to designing shall we?! So, basically, it's actually not that hard like we highlighted in the introduction. You mainly just need to get your creative juices flowing and put those big ole brain cells of yours to work for the justice of the human experience over the evils of self-hate and self-doubt.

So, on that note... let's rock.

Now, speaking from experience here but making a sign that says something like "You Matter to Me," is something totally doable and pretty dang easy. You literally just buy (or find) some cardboard of a size at least from your shoulder/ collarbone level down to your gut/ belt-buckle, get a permanent marker and you know... do it. Like you do that writing thing that people/ humans sometimes do. Boom. That's it. Make it fun with colors, glitter or whatever if you want. But you do it. Then... ummm... yeah... that's kind of it.

When it comes to something like holding that aforementioned sign, I would recommend having a system where you divide up a small group among a few different corners of a busy street. I would **definitely** avoid residential neighborhoods for a few reasons but busier intersections have more people anyways so you know... yay more VAOA and Picture Index based fun!

Please gloss over Image A.1 to see how this could work in action:



Notice how there are two circles on one side or even (not shown here but you can probably picture how it looks) *the daring one circle on each corner?! Woah!* Notice how by going diagonal like that that you can cover people from any point of view? You are so right. A buddy system and a division of it like that are nice. They are indeedly do good points to think about!

Okay... cool. You did that and things are looking pretty good. People are feeling a bit inspired and you are doing *your sign based thing* but what if your movement is something like art or music? Well... adapt my friend. You got this! Just try to have maximum exposure in a place with maximum public space. Don't be a jerk who loiters or something. Ewwwwwww.

"But wait?! I can NOT hold a sign or stand on any street side with people looking at me. Eeeeeeeek... no way. No how, that is so *not* hip to my jive!!"

No worries, you rockstar! You don't have too. Another part of designing could be something like art or whatever like we talked about in the beginning/ introduction. If you are doing something like that, the location picking becomes more and less important. Because obviously, you can't mark something privately owned without permission because you know... you would lose your status within our "general guidelines," and be excommunicated from our beautiful ranks. Duh.

But we'll further cover one last time how to avoid that and create something better anyways later in Part 7. So, stay tuned.

Nevertheless, when you aren't holding a sign, it's also somehow less important too where you pick because you don't need to divide up to hit the "4 Corners" or anything. You just do your artistic thing and play that song, make that mural or whatever in the place where it is appropriate to do so, yo.

So, coooooooooool, we covered a lot so far and you are basically ready. Now... let's look at a few options for any and all of you who still need a little bit more guidance before you get out there and do your own YMTM brand awesomeness.

Part 6: Reference Diagrams/ Photos:

Curious how it could look with a fun font?

Look!

Here it is!

Woah!

y.m.T.m.

Or alternatively,

You Matter To Me

Part 7: Random Tips for First-Time Designing

Alright. Ideas, guidelines, terms, etc. - check. Now, do you need a few more random pieces of information from a person who has done this all MANY times before that might also be helpful?

Okay! Here it is:

- Try to pick the right corner/ location! - Too much traffic makes it hard to see the art but not enough is hard to get exposure. Typically, stoplights in business and commercial districts are better for sign holding. Good promotion for pictures. It's not a good idea to go into a mainly residential area for sign holding or something super serious online for art because it may be a disturbance. Those VAOA people tend to love their honking... Oh and also, stick to sidewalks/ edges of parking lots. Yards of any kind are an iffy territory because of the whole "private" part of it and I don't recommend it.
- Be energetic! - I am not gonna tell you how to live your life but try to smile, wave, dance, etc. This makes you seem approachable and fun!
- Take pictures but not too many! - You want to remember the moment but also, don't only sit on your phone/ camera. Enjoy the moment and the people around you.
- Develop a connection to the ideals of the group and if you feel comfortable with your fellow designers, go out for food or dessert with them. Develop a team mentality which will make designing even better next time you create together again. Gooooo team!

Part 8: Conclusion:

So, yeah, maybe you yourself have felt the cold breeze coming from the deep, dark abyss of loneliness or maybe you know someone who has. Maybe you just want to help brighten a random someone's day or maybe you are just really bored. Honestly, I originally started designing out of boredom. Literally, true story.

A bit of a lackluster origin story but such is life, I guess. Haha

Anyways, it frankly doesn't matter why you want to start doing it. It just matters that you do.

Like homie! You also matter!! And yet, by taking a few moments out of your life to remind other people that they also do, you can brighten lives in a way that you probably never even could have fathomed.

Because until you have a moment like I have had sitting in a Pizza Ranch with some good friends after designing, you can't *really* get it. When a nice young man that saw one of our signs showed us his arm tattoo symbolizing the day he tried to commit suicide then failed. Until you have a moment like that, bonding with a complete and random stranger about the powerfulness of hope and seeing the "light at the end of the tunnel," it's pretty hard to not just see it as all "fun and games" without knowing just how special it can really be.

Or that other time, when I was told unironically by a group of middle schoolers in California that it was "so cool." And I mean... c'mon! If you can get by impressing 12ish year olds with how unironically cool you are... maybe you are doing something right...

So, get out there and make those memories and connections of your own. The world, and your own personal world, will thank you. But that's not why we do it. It's not *really* about those moments of recognition, albeit being the fun anecdotes they are that make them great and cool stories.

It's actually all about those warm fuzzy feelings inside. Oh and THE PARTIES! Kidding. Well, kind of. It's not *not* about the parties, discos and clubs we go to... just like not entirely. Life is fun and wild like that.

Thank you for taking your time to read this.

Sincerely & You Matter to Me,

MC