SYSTEM_ARCHITECTURE // STRATEGIC_THESIS

TARGET PROSPECT: @TY200641

The 800-Day Discipline of Daily Design: Scaling Ty Kawabe on YouTube

Ty Kawabe has accomplished one of the most extraordinary creative feats on social media: designing a unique, high-fashion cyber-grunge poster every single day for over two years without missing a beat. But right now, this generational craft is trapped in 15-second Reels that disappear from the feed after forty-eight hours. This strategy transforms his creative habit into permanent, high-retention YouTube flagships.

- 184K+ INSTAGRAM AUDIENCE
- 800+ DAY DAILY POSTER STREAK
- Y2K ALBUM ART & PHOTOSHOP

CREATOR_PROFILE // VERIFIED_IDENTITY



Ty Kawabe

@ty200641 • BORN 2006

Visual artist & graphic designer known worldwide for his gritty cyber-Y2K album covers, photocopy halftone mastery, and unshakeable daily poster discipline.

PILLAR_01 // CREATIVE_ODYSSEY

HIGH-RETENTION DOCUMENTARY

The 800-Day Discipline Odyssey

Documenting the mental stamina, physical fatigue, and exponential creative compounding of designing 800 posters without missing a day. Transcends graphic design into a universal human discipline documentary.

OUTLIER MULTIPLIER:

20x – 60x Baseline Channel Reach

PILLAR_02 // LAYER_BREAKDOWN

SEARCH & PRODUCT ENGINE

Cyber-Y2K Album Cover Masterclass

Tactical, high-utility layer breakdowns showing exactly how ordinary phone photos become high-fashion album covers using displacement maps, halftone dots, and chrome typography. Converts viewers into asset bundle customers.

MONETIZATION LEVER:

Digital Texture Packs & Brush Presets

PILLAR_03 // HUMAN_MANIFESTO

CULTURAL AUTHORITY ESSAY

The Human Imperfection Manifesto

Drawing from his viral "IN THE AGE OF 'AI'" statement, Ty takes an authoritative stand on why synthetic AI image generation lacks the tactile friction, paper tears, and soul of authentic human art.

VIRAL CONVERSATION HOOK:

Generative AI vs Tactile Print Culture

STRATEGIC_JUSTIFICATION // CONCEPT_01

The 800-Day Daily Poster Odyssey

Establishes Ty as an indisputable generational authority on creative discipline. Viewers watch his skill compound visually across 800 consecutive days.

FIRST 10-SECOND RETENTION HOOK:
"High-angle ceiling shot looking down onto Ty lying exhausted on a floor covered in over 100 printed posters, cutting straight into 800 Photoshop export folders."

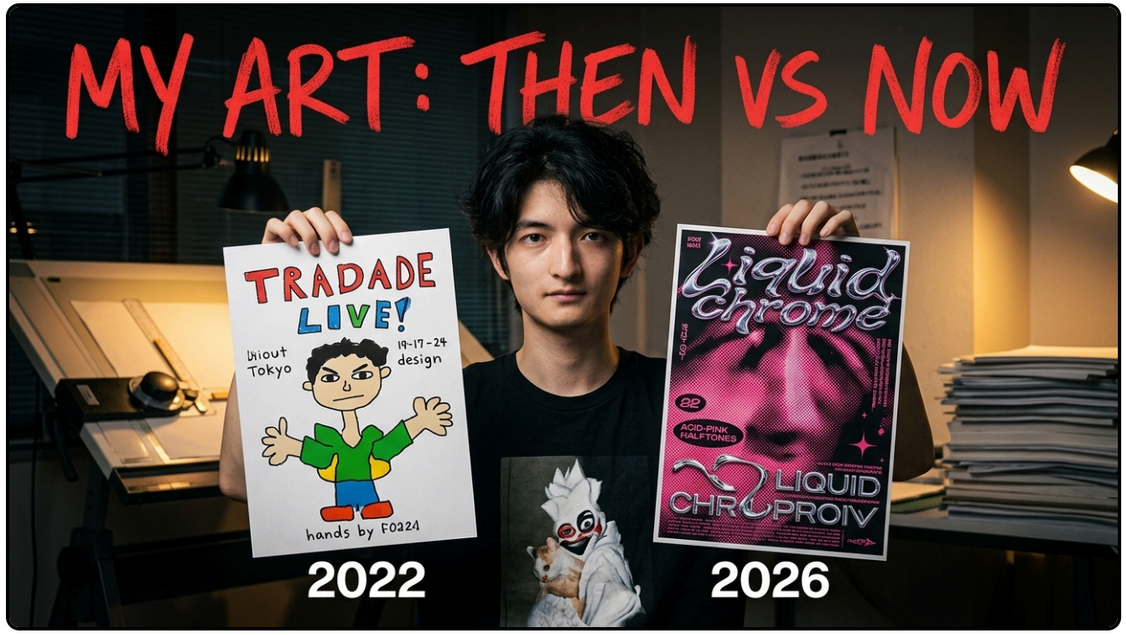
VARIATION_1A // TIME & EFFORT HOOK



"I Designed a Poster Every Single Day for 2 Years (What Happened to My Art)"

> High-angle floor ocean of prints with Ty lying exhausted next to glowing MacBook. Open floor typography: '800 DAYS OF ART'.

VARIATION_1B // PHYSICAL EVOLUTION HOOK



"How Designing 800 Posters in a Row Rewired My Brain at 20"

> Direct physical comparison holding crude 2022 print in left hand vs 2026 cyber-grunge masterpiece in right hand. Red grease-pencil text: 'MY ART: THEN VS NOW'.

BOOKING: calendly.com/socials-peacemediacompany/new-meeting CONTACT: contact@peacemediacompany.com

STRATEGIC_JUSTIFICATION // CONCEPT_02

Cyber-Y2K Album Cover Masterclass

High-intent search query targeting aspiring designers and streetwear brands. Demystifies high-fashion album covers without gatekeeping tools or requiring expensive 3rd-party plugins.

FIRST 10-SECOND RETENTION HOOK:
"Snap cut from a dull, unedited iPhone street photo to the finished, glowing neon vinyl cover in full 4K, followed by Ty peeling back the top adjustment layer."

VARIATION_2A // PEELING LAYER STACK



"Designing a Cyber-Y2K Album Cover from Scratch in Photoshop"

Macro peeling-paper effect pulling back a finished chrome cat album cover to expose raw stock assets and Photoshop layer panel. Liquid chrome text: 'ALBUM ART BLUEPRINT'.

VARIATION_2B // RANDOM PHOTO TRANSFORMATION



"How to Get That 90s Photocopy & Halftone Grunge Look (No Plugins)"

Side-by-side split comparison of ordinary Tokyo convenience store snap vs finished acid-yellow high-fashion poster with Ty holding a stylus. Clean bold text: 'TURNING JUNK TO ART'.

STRATEGIC_JUSTIFICATION // CONCEPT_03

Why AI Will Never Replace Real Graphic Designers

Taps directly into the heated cultural debate on AI vs Human Art, drawing from his viral "IN THE AGE OF 'AI'" post. Establishes Ty as an authentic voice for physical print culture and tactile human imperfection.

FIRST 10-SECOND RETENTION HOOK:
"Ty physically ripping a sterile AI-generated character print in half with his bare hands right in front of the lens, holding the jagged paper fibers up to the light."

VARIATION_3A // MACHINE VS HUMAN TEAR



"Why AI Art Will Never Kill Real Graphic Designers (A 20-Year-Old's Perspective)"

Sterile AI portrait torn in half with raw paper tear fibers, revealing Ty's hand-textured ink-splattered halftone poster bleeding through. Stamped text: 'AI HAS NO SOUL'.

VARIATION_3B // THE HUMAN FACTOR GLITCH



"Can AI Really Replace Artists? Why Imperfection Is Our Only Weapon"

Dramatic split portrait of Ty with chromatic aberration and binary glitch dissolving into computer code while his hand holds a real stylus. Distressed text: 'THE HUMAN FACTOR'.

G.A.P.S_WORKFLOW // PRODUCTION_ENGINE

The Post-Production YouTube Engine

[G] GOAL CALIBRATION:
Pinpoint high-retention formats, asset pack download hooks, and audience acquisition.

[A] ARCHITECTURE & PACKAGING:
Custom 16:9 thumbnail packaging, validated title formulas, and intro retention roadmaps.

[P] POST-PRODUCTION & EDITING:
Cinema-grade narrative pacing, aesthetic sound design, and motion graphics. Creator only films 3h/week.

[S] SYNDICATION & REPURPOSING:
Optimized channel publishing and 4 short-form vertical cutdowns per long-form release.

NEXT_STEPS // PARTNERSHIP_OPTIONS

TWO COLLABORATION PATHWAYS

Build Your Permanent Media Asset

Option 1: 10-Day Pilot Workshop ($1,500)
Hands-on 10-day sprint building Ty's full production system, scripts, and packaging from scratch.

Option 2: $669 Paid Trial Video (DFY Revenue Engine)
Complete production of your first flagship video. 100% of the $669 credits toward Month 1 retainer.

📅 **Book 15-Min Strategy Session**

✉️ **Email: contact@peacemediacompany.com**