

Edward Tufte

Quotes

*Design, Thinking, Information, Beautiful, Ideas, Simple, World, Law, Computer,
Nature, Art, Practice, Tools, Space, Numbers, Audience, Goal, Technology,
Truth, Simplicity*

Only drug dealers and software companies call their customers 'users'

~Edward Tufte

It is straightforward for me to be ethical, responsible, and kind-hearted because I have the resources to support that.

~Edward Tufte

Graphical excellence is that which gives to the viewer the greatest number of ideas in the shortest time with the least ink in the smallest space.

~Edward Tufte

Design isn't crafting a beautiful, textured button with breathtaking animation. It's figuring out if there's a way to get rid of the button altogether.

~Edward Tufte

If the statistics are boring, you've got the wrong numbers.

~Edward Tufte

The essential test of design is how well it assists the understanding of the content, not how stylish it is.

~Edward Tufte

Good design is a lot like clear thinking made visual.

~Edward Tufte

Design cannot rescue failed content.

~Edward Tufte

Clutter and confusion are failures of design, not attributes of information.

~Edward Tufte

The world is complex, dynamic, multidimensional; the paper is static, flat. How are we to represent the rich visual world of experience and measurement on mere flatland?

~Edward Tufte

Simple design, intense content.

~Edward Tufte

If your words or images are not on point, making them dance in color won't make them relevant.

~Edward Tufte

There is no such thing as information overload, just bad design. If something is cluttered and/or confusing, fix your design.

~Edward Tufte

In general, I think audiences are a lot smarter than people think. So, it's not "know your audience", it's "respect your audience, and really know your content".

~Edward Tufte

The commonality between science and art is in trying to see profoundly - to develop strategies of seeing and showing.

~Edward Tufte

Great design is not democratic; it comes from great designers. If the standard is lousy, then develop another standard.

~Edward Tufte

The idea is that the content is the interface, the information is the interface, not computer-administrative debris.

~Edward Tufte

What gets left out is the narrative between the bullets, which would tell

us who's going to do what and how we're going to achieve the generic goals on the list.

~Edward Tufte

There are only two industries that refer to their customers as 'users'.

~Edward Tufte

Make all visual distinctions as subtle as possible, but still clear and effective.

~Edward Tufte

The best graphics are about the useful and important, about life and death, about the universe. Beautiful graphics do not traffic with the trivial.

~Edward Tufte

The world is much more interesting than any one discipline.

~Edward Tufte

Above all else show the data.

~Edward Tufte

Good design is clear thinking made visible, bad design is stupidity made visible

~Edward Tufte

An open mind but not an empty head.

~Edward Tufte

The most common user action on a Web site is to flee.

~Edward Tufte

The minimum we should hope for with any display technology is that it should do no harm.

~Edward Tufte

PowerPoint presentations too often resemble a school play - very loud, very slow, and very simple.

~Edward Tufte

What this means is that we shouldn't abbreviate the truth but rather get a new method of presentation.

~Edward Tufte

A curious consequence is that I have become a minor celebrity.

~Edward Tufte

If you like overheads, you'll love PowerPoint.

~Edward Tufte

We've drifted into this presentation mode without realizing the cost to the content and the audience in the process.

~Edward Tufte

A metaphor for good information design is a map. Hold any diagram against a map and see how it compares.

~Edward Tufte

The point of the essay is to change things.

~Edward Tufte

Public discussions are part of what it takes to make changes in the trillions of graphics published each year.

~Edward Tufte

My father worked for governments all his life as an engineer and public works director.

~Edward Tufte

Beautiful Evidence is about the theory and practice of analytical design.

~Edward Tufte

I was writing a chapter of Beautiful Evidence on the subject of the sculptural pedestal, which led to my thinking about what's up on the pedestal - the great leader.

~Edward Tufte

The leading edge in evidence presentation is in science; the leading edge in beauty is in high art.

~Edward Tufte

Clutter is not a property of information. Clutter is a failure of design.

~Edward Tufte

The idea of trying to create things that last-forever knowledge-has guided my work for a long time now.

~Edward Tufte

I think it is important for software to avoid imposing a cognitive style on workers and their work.

~Edward Tufte

I hope that I am generous and tolerant, but certainly on the intellectual side I think that there are discoverable truths, and some things that are closer approximations to the truth than others.

~Edward Tufte

The world is generally multivariate

~Edward Tufte

That is to say, nature's laws are causal; they reveal themselves by comparison and difference, and they operate at every multivariate

space, time point.

~Edward Tufte

A practical part of my teaching is to provide demonstrative, hands-on experiences.

~Edward Tufte

PowerPoint is like being trapped in the style of early Egyptian flatland cartoons rather than using the more effective tools of Renaissance visual representation.

~Edward Tufte

Science and art have in common intense seeing, the wide-eyed observing that generates empirical information.

~Edward Tufte

The speculative part of my work is that these particular cognitive tasks - ways of thinking analytically - are tied to nature's laws.

~Edward Tufte

Audience boredom is usually a content failure, not a decoration failure.

~Edward Tufte

The goal is to provide analytical tools that will last students a lifetime

~Edward Tufte

If you're told what to look for, you can't see anything else.

~Edward Tufte

It is not how much empty space there is, but rather how it is used. It is not how much information there is, but rather how effectively it is arranged.

~Edward Tufte

There are many true statements about complex topics that are too long to fit on a PowerPoint slide.

~Edward Tufte

Clutter is not an attribute of information, clutter is a failure of design...fix the design rather than stripping all the detail out of the map.

~Edward Tufte

Allowing artist-illustrators to control the design and content of statistical graphics is almost like allowing typographers to control the content, style, and editing of prose.

~Edward Tufte

I am certainly not an intellectual relativist, nor a moral relativist.

~Edward Tufte

If your words aren't truthful, the finest optically letter-spaced typography won't help.

~Edward Tufte

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