

Michael Bierut

Quotes

Design, Thinking, People, Ideas, Character, Two, Designer, Logos, Australia, Circles, Real, Long, Goal, Comic, Media, Strong, Reading, Nike, Writing, Guy

Not everything is design. But design is about everything. So do yourself a favor: be ready for anything.

~Michael Bierut

No one loves authenticity like a graphic designer. And no one is quite as good at simulating it.

~Michael Bierut

Simplicity, wit, and good typography.

~Michael Bierut

BE PURPOSEFUL AND THOUGHTFUL IN THE CHOICES YOU MAKE WHEN THE OPTIONS ARE NEARLY INFINITE.

~Michael Bierut

If typography is calling attention to itself, it's taking that attention away from what the words are saying.

~Michael Bierut

If you do good work for good clients, it will lead to other good work for other good clients. If you do bad work for bad clients, it will lead to other bad work for other bad clients.

~Michael Bierut

Most processes leave out the stuff no one wants to talk about: magic, intuition and leaps of faith.

~Michael Bierut

Part of maturing as a designer is discovering what you're good at.

~Michael Bierut

Graphic design is the fiction that anticipates the fact.

~Michael Bierut

The problem contains the solution.

~Michael Bierut

Every little job counts. Design counts.

~Michael Bierut

Good typography, first, makes words readable. At its best, it does something more: it helps express the animating spirit of the ideas behind the words.

~Michael Bierut

It's a cliché, but typefaces are really just ingredients.

~Michael Bierut

I had a lot of enthusiasms that were very contradictory, I was never very doctrinaire in the type of design I wanted to do.

~Michael Bierut

I'm always conscious of the context, the history, the specific environment of anything that I design and what it is going to be operating within.

~Michael Bierut

I'm not sure about my design work every time.

~Michael Bierut

We get used to things, and we like reading the way we're used to reading.

~Michael Bierut

I think different designers have different points of view and different strong personalities can influence the way certain cities are perceived.

~Michael Bierut

If you can announce the Higgs Boson in Comic Sans, clearly anybody can do anything.

~Michael Bierut

I think once the artistic world of the type designer merged with the scientific world of the computer programmer, you began to see this crossover.

~Michael Bierut

The truth about logos is that they are not that hard to do.

~Michael Bierut

I actually don't think that brand new logos are worth that much or mean that much in and of themselves. So why not have a class of third graders compete to design your logo?

~Michael Bierut

A good cook can make something amazing out of even the blandest ingredients. Still, you don't want to eat the exact same dish every day.

~Michael Bierut

A lot of times, you design a logo to be timeless, but with something like the Olympics, timelessness is maybe not something you should be going for.

~Michael Bierut

If you look at the Olympic graphics for Mexico or Los Angeles, those programs don't look contemporary by today's eyes but they really look like they are of their place and time.

~Michael Bierut

A simple MS Word document, or a Powerpoint presentation, has its limits, particularly the unpredictability in how the page will actually display. With a PDF, you are locking down all those variables.

~Michael Bierut

I have a really shallow idea about what Australia is.

~Michael Bierut

Everyone can have an opinion on a logo.

~Michael Bierut

If you ask people in the US what logos they like and recognise, they'll name Target or Nike.

~Michael Bierut

I have half a dozen designers who work for me, they 'realise' most of the design work, and I act as the design director and the main point of client contact on each project.

~Michael Bierut

Australia seems to strike a balance between big and small. It's big enough to have that diversity, but not so big that it disintegrates into something that is not connected.

~Michael Bierut

People in the UK will say that the design community in the US is much more coherent than other countries. It has no government support at all, so it's really like a grass roots thing.

~Michael Bierut

I'm not an expert in typefaces that serve scientific writing, but I'd guess that's another dozen or two.

~Michael Bierut

I've never really acquired any facility for working on the computer, though one day I think I would like to. My generation just barely missed it, which I don't think is a good thing or a bad thing.

~Michael Bierut

I can see how some people get sentimental about how we used to do things in 'the good old days' but in a way I just think they are being nostalgic for the way they were brought up.

~Michael Bierut

Designs that have a whiff of complex impenetrability tends to suggest big, complicated ideas. Academic writing tends to work the same way, I understand.

~Michael Bierut

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