

Paul Rand Quotes

*Design, Artist, Art, Death, Technology, Simple, Ideas, Inspiring, Different,
Ingredients, Subordinates, Arrows, Design Process, Caves, Problem, Long,
Goal, Boys, Gestalt, Inspirational*

Design can be art. Design can be aesthetics. Design is so simple, that's why it is so complicated.

~Paul Rand

Design is everything. Everything!

~Paul Rand

Simplicity is not the goal. It is the by-product of a good idea and modest expectations.

~Paul Rand

Don't try to be original; just try to be good.

~Paul Rand

Providing, meaning to a mass of unrelated needs, ideas, words and pictures - it is the designer's job to select and fit this material together and make it interesting.

~Paul Rand

The public is more familiar with bad design than good design. It is, in effect, conditioned to prefer bad design, because that is what it lives with. The new becomes threatening, the old reassuring.

~Paul Rand

Everything is design. Everything!

~Paul Rand

You will learn most things by looking, but reading gives understanding. Reading will make you free.

~Paul Rand

I never did calligraphy... But handwriting is an entirely different kind of thing. It's part of the syndrome of modernism... It's part of that asceticism.

~Paul Rand

The reason I always insisted on signing my work was not to be subordinate to anyone.

~Paul Rand

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