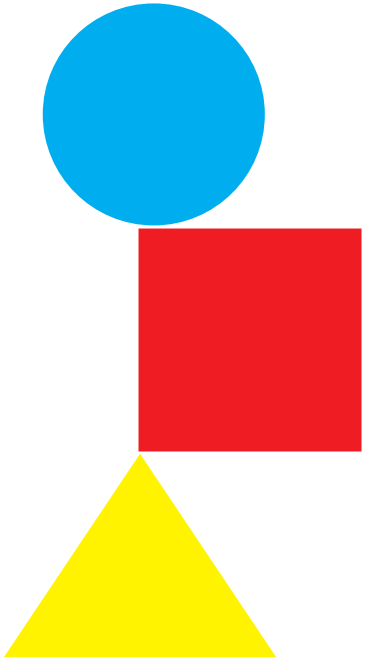
REFLEXIONS

On graphic design

jay menon



...a small war has raged in the design press. The outcome could determine whether or not **the ideas of a young geberation will supersede** that of an older one, and whether so-called theory-based graphic design born in academic hothouses is really a viable alternative to the more or less dominant practice.

-Steven Heller

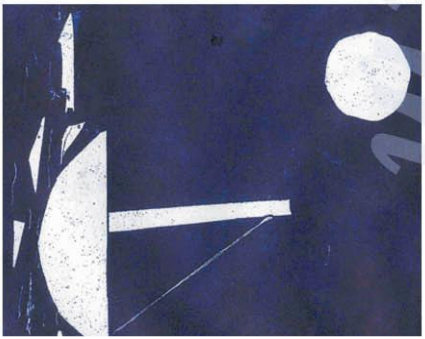
Seeing comes before words. The child looks and recognises before it can speak.

- John Berger

A picture is worth a 1000 words.

-anonymous

The word and image are one. - Hugo Ball



As a process, design must be allowed to evolve and change its identity, as all conscious beings do... We must be aware of the changing positions of design in culture.

- Edward Mc Donald

Design is what happens between conceiving an idea and fashioning the means to carry it out. An intelligent equation between purpose and construction.

- Allan Fetcher

(Design is) meaningful intervention in
process. Function (of design) is to give
meaning to form.
form to ideas and
- Brian Sadgrove

What makes a **design** work is its substance... Design is similar to a human face; it **mirrors personality** and is full of expression.

- Shin Matsunaga

Conju-

ring

up a

dish

of

spagatti

on a

computer

is not

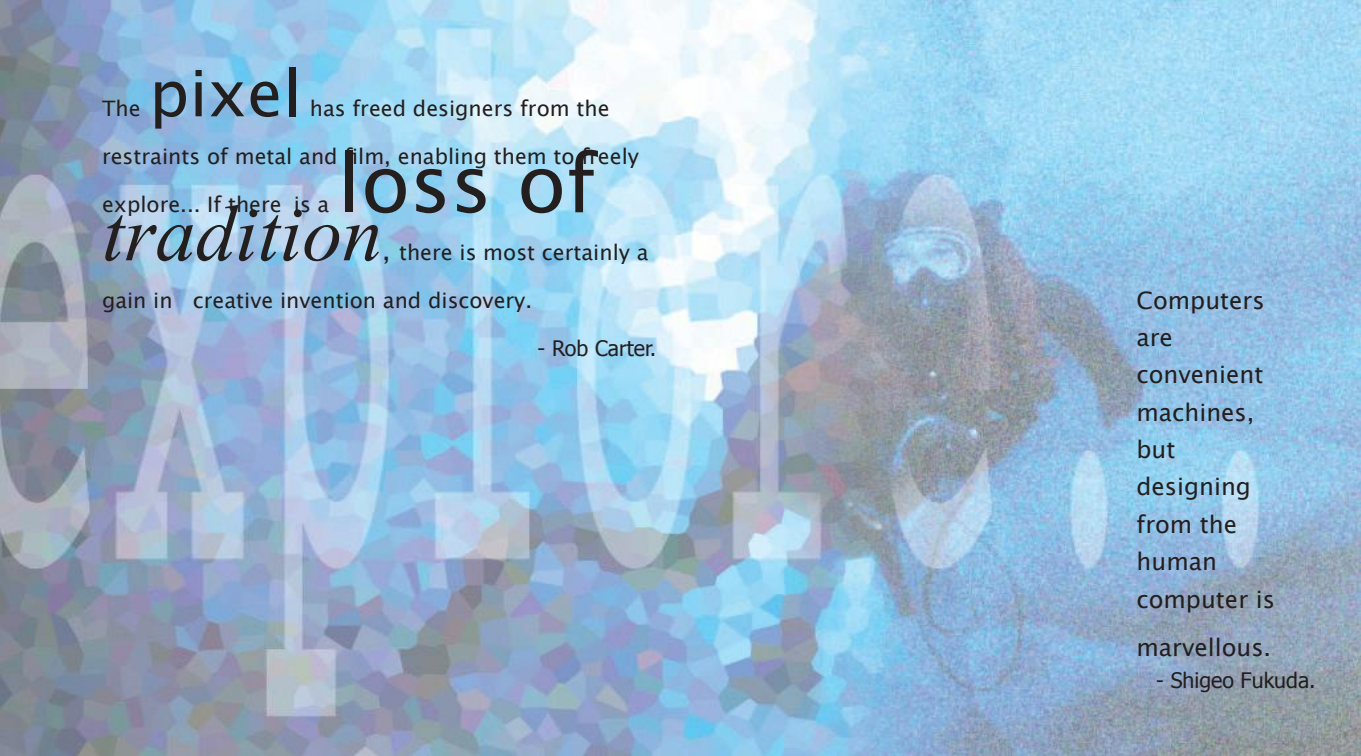
what I call design...

It is a discipline you perform with your brain, your heart and only then with your eyes.

- Anthon Beeke

The pixel has freed designers from the restraints of metal and film, enabling them to freely explore... If there is a loss of *tradition*, there is most certainly a gain in creative invention and discovery.

- Rob Carter.



Computers are convenient machines, but designing from the human computer is marvellous.

- Shigeo Fukuda.

You cannot have an interesting solution to a boring problem. You must first turn the boring problem to an interesting one

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- Bob Gill

The designer's role is to restate his problems in terms of ideas, pictures, forms and shapes. He unites, simplifies and eliminates superfluities. He abstracts from his material by association and analogy.

- Paul Rand

Creativity comes from nowhere. You have to be an empty room waiting for accident or inspiration .

- Michael Wolff

(In case of an ideas-block) visit a museum,

ponder by a pool,

escape to nature, tread foreign land,

or, when all else fails,

wait until the last minute,

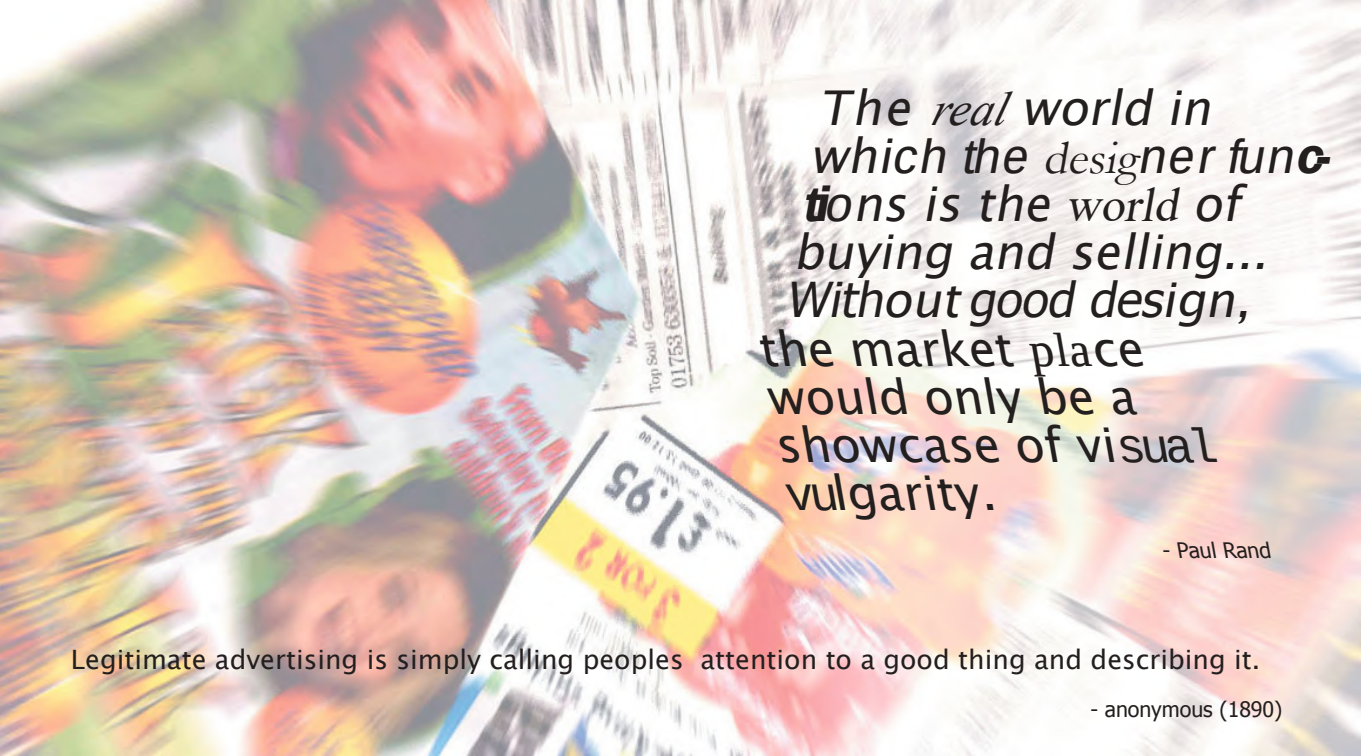
– that always does the trick!

– Jenifer Morla.

Copyright of ideas never works.

- Massmo Vignelli

Good ideas belong to mankind.



The real world in which the designer functions is the world of buying and selling... Without good design, the market place would only be a showcase of visual vulgarity.

- Paul Rand

Legitimate advertising is simply calling peoples attention to a good thing and describing it.

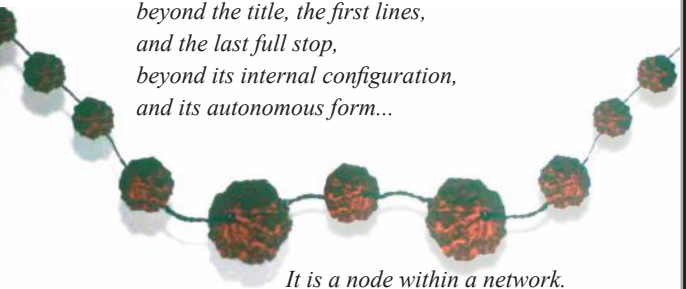
- anonymous (1890)

Truly serious books should bulk at least an inch and three quarters(?!).

- anonymous

Postscript...

The frontiers of a book are never clear cut;
beyond the title, the first lines,
and the last full stop,
beyond its internal configuration,
and its autonomous form...



It is a node within a network.
The book is not simply an object
that one holds in ones hands...

Its unity is variable and relative.

- Michel Foucault.

The editor would like to acknowledge the following sources used in the preparation of this collection:

Eye, nos.12 & 13, 1994; *Experimental Typography*, Rob Carter, 1997; *Design Writing Research*, Ellen Lupton and Abbott Miller, 1999; *Hindsight*, ed Ken Cato, 1998; *Ways of seeing*, John Berger, 1972.