

# GRAPHIC DESIGN

"Design is not just what it looks like and feels like. Design is how it works." - Steve Jobs

"Good design is all about making other designers feel like idiots because that idea wasn't theirs." - Frank Chimero

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

"Venture forth towards the unit that cools, where the numbers three-one-one rule. Seek the treasure that's hidden near, where you can feel the excitement draw near." - Scavenger Hunt Organizers

"Design is the silent ambassador of your brand." - Paul Rand

"Good design is a language, not a style." - Massimo Vignelli