

Design, Form and Chaos

Form and Content // Paul Rand

To understand the meaning of design is to sense the common thread that weaves its way through the arts of painting, architecture, and industrial and graphic design. It is also to understand the part form and context play in the intricate process of design, and to realize as well that design is also commentary, a point of view and a social responsibility.

To design is much more than simply to assemble, to order, or even to edit; it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade and perhaps even to amuse. To design is to transform prose into poetry.

Design broadens perception, magnifies experience and enhances vision. Design is the product of feeling and awareness, of ideas that originate in the mind of the spectator. Design, as we shall see, is also an instrument of disorder and confusion. Design for deception is often more persuasive than design for good; seduction is one of its many masks.

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