### Design, Form and Chaos

Form and Content // Paul Rand

To understand the meaning of design is to sense the common thread that weaves its as well that design is prose into poetry. also commentary, a point of view and a social responsibility.

way through the arts To design is much more than of painting, architec- simply to assemble, to order, ture, and industrial or even to edit; it is to add and graphic design. It value and meaning, is also to understand illuminate, to simplify, to the part form and clarify, to modify, to dignify, context play in the to dramatize, to persuade intricate process of and perhaps even to amuse. design, and to realize To design is to transform

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.

To understand the meaning of design is to sense the common thread that weaves its way through the arts of in the intricate process of design, and to realize as well that design is also commentary, opinion, a point of yiew and a social responsibility.

To design is much more than simply to assemble, to order, or even to edit:

To design is much more than simply to assemble, to order, or even to edit:

To design is much more than simply to assemble, to order, or even to edit:

To design is much more than simply to assemble, to order, or even to edit:

To design is much more than simply to assemble, to order, or even to edit:

To design is much more than simply to assemble, to order, or even to edit:

To design is to all with a simply to assemble, to order, or even to edit:

To design is much more than simply to assemble, to order, or even to edit:

To design is to assemble, to order, or even to edit:

To design is to transform prose into poetry.

Tounderstand 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.

# DESIGN, FORM formation for

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 persuisive than design for good; seduction is of its many masks.

# DESIGN, FORM AND 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.

form and content by 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

responsibility. To design is much more than

view and a social

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.

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 ocial responsibility. To design is Τo nuch more than simply to unssemble, to order, or even to derby PAUL RAND dit; it is to add value and stand neaning, to illuminate, to h implify, to clarify, to modify, meaning o dignify, to dramatize, to of design is ersuade and perhaps even to sense the I form and content o amuse. To design is to common thread cansform prose into that weaves its oetry. Design broadway through the perception, arts of painting, agnifies experiarchitecture. and ice and enhances industrial and graphic DESIGN' FORM AND CHAOS sion. Design is design. It is also to e product of understand the part form eling and and context play in the vareness. intricate process of design, ideas and to realize as well that h a t design is also commentary, a iginate point of view and a social the responsibility. To design is much i n d more than simply to assemble, to f order, or even to edit; it is to add value e 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

To understand the meaning of design is to

## DESIGN

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 responsibilities in 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.

FORM CHAO

S

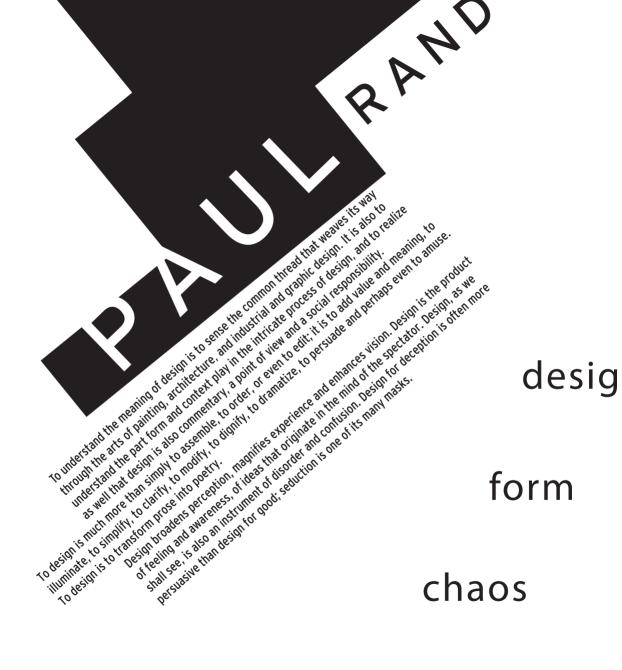
"Form and Content", Paul Rand

DESIGN, FORM AND CHAOS form and content.paulrand



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.



form and content