FAMOUS DESIGNERS



"Inherent quality is part of absolute quality and without it things will appear shoddy. The users may not know why, but they always sense it."

- Erik Spiekerman

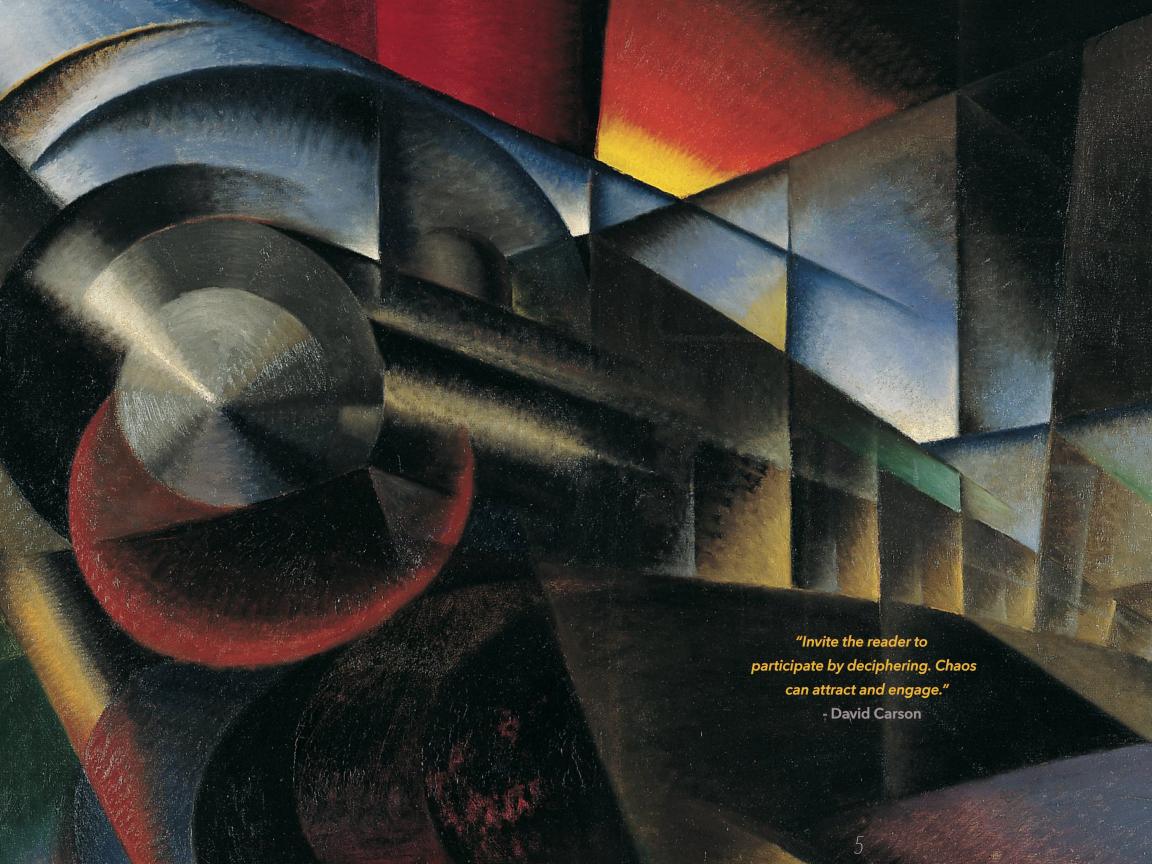


Design is a response to a specific problem.

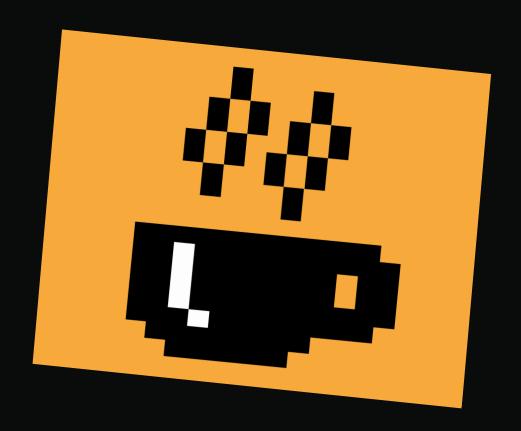
You are given a problem to solve, and then you let

the problem itself tell you what your solution is."

- Chip Kidd







"In Design, there is not one right answer, there is a range."

- Susan Kare