

## Quotes (choose one)

"Design is a mix of craft, science, storytelling, propaganda, and philosophy."

— *ERIK ADIGARD*

"Never fall in love with an idea. They're whores. If the one you're with isn't doing the job, there's always, always, always another."

— *Chip Kidd*

"I prefer design by experts — by people who know what they are doing."

— *Don Norman*

"Curiosity about life in all of its aspects, I think, is still the secret of great creative people."

— *LeoBurnett*

"The narrow gauge mindset of the past is insufficient for today's wicked problems. We can no longer play the music as written. Instead, we have to invent a whole new scale.."

— *Marty Neumeier*

"Don't worry about people stealing your ideas. If your ideas are any good, you'll have to ram them down people's throats."

— *Howard Aiken*

"Opportunity is missed by most people because it is dressed in overalls and looks like work."

—*Thomas Edison*

"Design is content with intent. Content without intent is noise. Intent without content is decoration."

— *Joe Spano*

"Most processes leave out the stuff no one wants to talk about: magic, intuition, and leaps of faith."

— *Michael Beirut*

"Be culturally literate, because if you don't have any understanding of the world you live in and the culture you live in, you're not going to express anything to anybody else."

— *Paula Scher*

"The difference between good design and great design is intelligence."

— *Tibor Kalman*