

SPECIAL ISSUE: 20 YEARS OF DESIGN

20 Client Meeting No-No's • 20 Creativity Tips • 20 Brands Due for a Redesign

DESIGN IDEAS AT WORK

HOW

HOW MAGAZINE'S 20th Anniversary



PENCILS TO PIXELS »

The Evolution of Design

HOW THEY STARTED

Margo Chase,
Ed Fella, James Victore,
Rick Valicenti

GREAT ADVICE FROM

David Lemley,
Rick Tharp, Judy Kirpich,
Michael Osborne,
Michael Bierut,
David Lai, Tim Hale,
Terry Marks, Milton Glaser,
Petrula Vrontikis,
Ann Willoughby,
Nigel Holmes, John Sayles,
Sonia Greteman

PLUS

Special Typography Section

FEBRUARY 2005

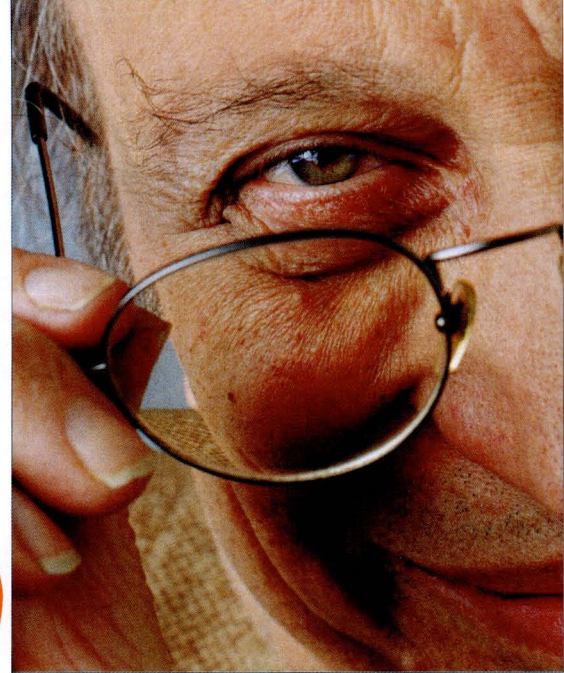


DISPLAY UNTIL 2/28/05
U.S. \$9.95 / CANADA \$14.95

20 life lessons

You can only work for people that you like. This is a curious rule, and it took me a long time to learn because, in fact, at the beginning of my practice I felt the opposite. Professionalism required that you didn't particularly like the people that you worked for, or at least maintained an arm's-length relationship to them, which meant that I never had lunch with clients or saw them socially. Then some years ago, I realized that the opposite was true. I discovered that all the work I had done that was meaningful and significant came out of an affectionate relationship with a client. And I'm not talking about professionalism—I'm talking about affection. I'm talking about a client and you sharing some common ground. That, in fact, your view of life is in some way congruent with the client; otherwise it is a bitter and hopeless struggle.

Milton Glaser *Milton Glaser Inc., New York City*



PHOTOGRAPH BY ATTHEW KLEIN: WWW.ATTHEWKLEIN.COM

You should never let your clients see you drive a more expensive car than they drive.

Rick Tharp *Tharp Did It, somewhere near San Francisco*

All you need is love.

Michael Osborne *Michael Osborne Design, San Francisco*

You've got to have passion for your work and surround yourself with people who are as passionate as you are.

John Sayles *Sayles Graphic Design, Des Moines, IA*

Staying on top takes as much work, if not more, as getting there in the first place.

Sheree Clark *Sayles Graphic Design, Des Moines, IA*

Surrounding myself with good friends, smart clients, energetic and talented staff, and fair competitors keeps me passionate about design.

Tim Larsen *Larsen Design + Interactive, Minneapolis*

If you don't truly enjoy what you are doing, you can't pour your heart into it.

James Victore *James Victore Inc., Brooklyn, NY*

Design is powerful. Use it for good.

David Lai *Hello Design, Culver City, CA*

Glory, choice projects and all the awards in the profession will not keep you warm at night.

David Lemley *Lemley Design Co., Seattle*

The best design provides value by getting people thinking, opening their minds and enriching their lives.

Earl Gee *Gee + Chung Design, San Francisco*

Look if you like, but you will have to leap.

— W.H. Auden

Petrula Vrontikis *Vrontikis Design Office, Los Angeles*

No one is very young for very long.

Ann Willoughby *Willoughby Design Group, Kansas City, MO*

Designers need to be more than a skilled pair of hands. We need to be marketers, business partners, strategists, diplomats, showmen and entertainers.

Robert Louey *Louey/Rubino Design Group, Santa Monica, CA*

Design can transform problems into pure possibility and opportunities into eye-opening outcomes. It is a force mighty enough to reckon with reality, malleable enough to form the future, and humble enough to help us care for both.

Lauralee Alben *Alben Design LLC, Santa Cruz, CA*

Designers, and illustrators too, should shape their portfolios to indicate a clear interest in one area, however narrow, and not try to be generalist jacks-of-all-trades.

Nigel Holmes *Explanation Graphics, Westport, CT*

If you get frustrated by client demands/constraints, you can express yourself by working on projects for nonprofit and community-based clients.

Tony Gable *Gable Design, Seattle*

The relevance and understanding of design as a vital part of business communication has come a long way since I first started in the industry 20+ years ago.

Tim Hale *Fossil, Richardson, TX*

The reasons young people go into graphic design have little or nothing to do with solving business problems for clients, and everything to do with making "cool" things. The key is understanding. What is the truth of the relationship and how can I reconcile that with myself as a "creative" designer?

John Bielenberg *Bielenberg Design, San Francisco*

We will recover from this recession, and there will be another one right behind it!

Judy Kirpich *Grafik Marketing Communications, Alexandria, VA*

Trend is often tomorrow's painful memory.

Terry Marks *tmarksdesign, Seattle*

20 ILLUSTRATORS WE LOVE

Elliott Golden

Brian Cronin

Gary Baseman

Chris Sickels

Nick Dewar

Melinda Beck

Hadley Hooper

Gary Taxali

Serge Bloch

Gordon Wiebe

Lino

Caroline Hwang

Isabelle Arsenaault

Rachel Ann Lindsey

Devon Bowman

Alison Seiffer

John Ritter

David Wheeler

Aaron Leighton

Billy Renkl