7 in 7

Seven things I’ve learned in seven years designing...
I’m learning
Don’t Give Up
“Perseverance isn't always just a strong will...it's also a strong won't.”
“Slow and Steady”
Out-perfect.
Out-work.
Be A Professional
“It's your responsibility to demonstrate your competence and professionalism to your clients before you ever start designing for them. Otherwise you'll seldom be allowed to give them your best work.”

— Andy Rutledge
Perfect your craft.
Be honest, trustworthy, dependable.
Be responsible.
Do your best.
Demand respect.
Solve Real Problems
We are problem solvers.
We design for people.
Find a Problem.
Design a Solution.
“People who really want to make a difference in the world aren't determined to revolutionize the world all at once; they're satisfied with small changes.”

— Beth Clark
“They don't do anything to call attention to themselves, they simply pay attention to the everyday needs of others…”

— Beth Clark
DO.
Study Outside Your Sphere
When was the last time you studied something outside of the web?
“He approaches every problem with a willingness to do painstaking study and research and to perform exhaustive experimentation. He is equipped to work intelligently with the engineer, the architect, the physicist, the interior decorator, the colorist, and the doctor.”

— Henry Dreyfuss
“He must be part engineer, part businessman, part salesman, part public-relations man, artist, and anything else his client needs...”

— Henry Dreyfuss
Psychology
Architecture
Engineering
Industrial Design
Art
Civil Planning
Urbanized.
A documentary film by
Gary Hustwit
Write
First Misconception:

I have nothing to say.
Second Misconception:

Everything I have to say has already been said.
Design, Not Decorate
Design is not veneer.
Simplify
The problem with “noise” is it deadens your sense of hearing. When the noise is deafening, I become deaf to more important things.
“Never too much...hardly enough”

— Frederick Law Olmstead