

Design is an art

An art that requires creativity

Expression through passion

If the design is lifeless then the project feels dead, unworthy of the standard set out for itself by the artist

As a designer it is your job to create the art, the product that will be consumed.

The product that will be appreciated, admired, and critiqued

To be made fast and efficiently, personal and interactive

The best designs stay in your head and leave you interested for more

The best designs are made by creatives for others enjoyment

The best designs are creative and innovative.

The best designers are creatives.

BUT WHAT IF DESIGN ISN'T ABOUT CREATIVITY?

WHAT IF DESIGN IS JUST A CORPORATE SHELL OF ART?

CREATIVITY ISN'T A NECESSITY, RATHER A STANDARD SET BY THE DESIGNER

Nobody is told to break the mold,

IT'S A decision TO leave comfort BEHIND

BUT WITH NO comfort WHAT WOULD A DESIGNER DO?

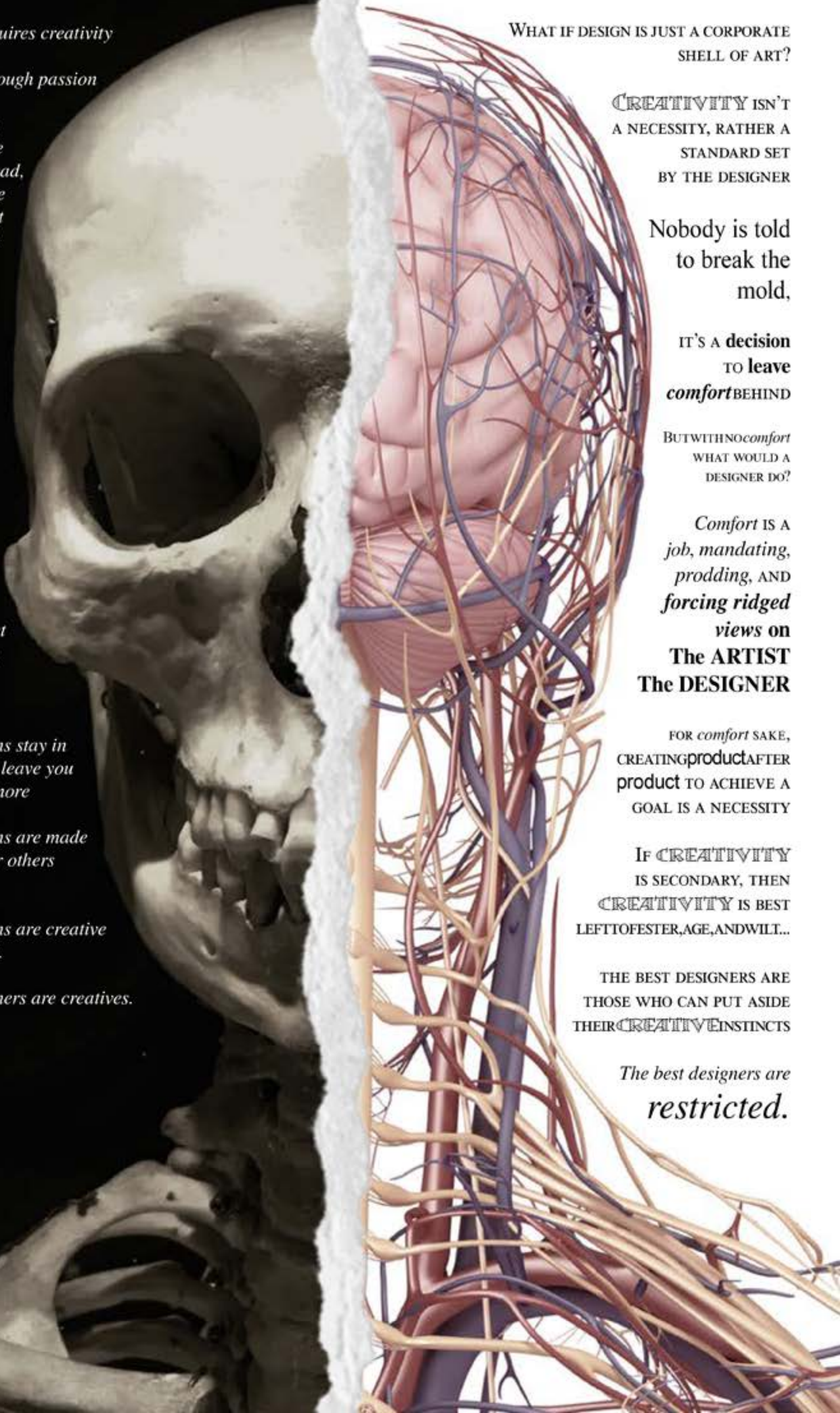
Comfort IS A job, mandating, prodding, AND forcing ridged views on The ARTIST The DESIGNER

FOR comfort SAKE, CREATING product AFTER product TO ACHIEVE A GOAL IS A NECESSITY

IF CREATIVITY IS SECONDARY, THEN CREATIVITY IS BEST LEFT TO FASTER, AGE, AND WILL...

THE BEST DESIGNERS ARE THOSE WHO CAN PUT ASIDE THEIR CREATIVE INSTINCTS

The best designers are restricted.



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