



## INSPIRATIONAL DESIGN QUOTES

"Design it like you're right. Test it like you're wrong."

– *Jeff Patton*

"When you say 'edge case', you're really just defining the limits of what you care about." – *Eric Meyer*

"Form follows function—that has been misunderstood. Form & function should be one, joined in a spiritual union."

– *Frank Lloyd Wright*

"Criticize by creating." – *Michelangelo*

"When you don't know what you believe, everything becomes an argument. Everything is debatable. But when you stand for something, decisions are obvious." – *Jason Fried*

"Be willing to slaughter your material. The more you covet ideas, the more you think you'll run out of them eventually."

– *Chris Brogan*

"Listen hard. Change fast." – *MailChimp*

"Designers are only as good as their client." – *David Kelly*

"We're only going to be able to work our magic if we're allowed to find needs." – *David Kelly*

"If you really want to innovate you have to be allowed to understand what people value." – *David Kelly*

"Creation is in large part of merely the business of forgoing the great and small distractions." – *E.B. White*

"Empathy is a choice that becomes easier to make the more we practice it." – *Jason Ogle*

"The next generations of designers aspire to design a world that reimagines the status quo with empathy for their fellow human beings." – *John Maeda*

"Fight against something, we focus on the thing we hate. Fight for something, we focus on the thing we love."

– *Simon Sinek*

"Too little confidence, and you're unable to act; too much confidence, and you're unable to hear." – *John Maeda*

"Confidence says I can get this right. Ego says I can do no wrong." – *Todd Henry*

"Creativity sits within the absence of consumption." – *Joshua Fields Millburn*

"The mind is like the airplane which can only be kept aloft by going forward by the power of its propeller. To stop, is to crash." – *A.G. Sertilanges*

"You need not see what someone is doing to know if it is his vocation, you have only to watch his eyes: a cook mixing a sauce, a surgeon making a primary incision, a clerk completing a bill of lading, wear that same rapt expression, forgetting themselves in a function. How beautiful it is, that eye-on-the-object look." – *W.H. Auden*

"Dig deeper into your craft. You want to make sure that you're equally an architect and a mason. You've got to be able to simultaneously think at a high-level, and get your hands dirty." – *Gary Vaynerchuk*

"If it ain't broke, break it and make it better." – *Jason Ogle*