Design Quotes: 100 Killer Lines to Look Sharp, Think Smart, and Build Authority.

1. **Steve Jobs** — "Design is not just what it looks like and feels like. Design is how it works."

2. **Michael Hyatt** — "Nothing is more expensive than a cheap design that doesn't work."

3. **Joe Sparano** — "Good design is obvious. Great design is transparent."

4. **Frank Chimero** — "Good design is all about making other designers feel like idiots because the idea wasn't theirs."

5. **Lee Alexander McQueen** — "Nature is the best designer."

6. **Milton Glaser** — "There are three responses to a piece of design — yes, no, and WOW! Wow is the one to aim for."

7. **Paul Rand** — "The public is more familiar with bad design than good design. It is, in effect, conditioned to prefer bad design because that is what it lives with."

8. **David Carson** — "Graphic design will save the world right after rock and roll does."

9. **Paula Scher** — "It's through mistakes that you actually can grow. You have to get bad in order to get good."

10. **Michael Bierut** — "If you do good work for good clients, it will lead to more good work for other good clients."

11. **Antoine de Saint-Exupéry** — "Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away."

12. **Chip Kidd** — "Never fall in love with an idea. Ideas are whores. If the one you're with isn't doing the job, there's always another."

13. **Neville Brody** — "Digital design is like painting, except the paint never dries."

14. **Joshua Brewer** — "Know your users. They don't think like you do."

15. **Saul Bass** — "I want to make beautiful things, even if nobody cares, as a response to the ugly things."

16. **Lindon Leader** — "I strive for two things in design: simplicity and clarity."

17. **Jeffrey Zeldman** — "Content precedes design. Design in the absence of content is decoration."

18. **Charles Eames** — "The details are not the details. They make the design."

19. **Massimo Vignelli** — "The life of a designer is a life of fight against the ugliness."

20. **Tom Waits** — "Fast, cheap, and good... pick two."

21. **Jack Trout** — "Packaging is just as important as the product itself."

22. **Steve Jobs** (quoting Picasso) — "Good artists copy, great artists steal."

23. **Eileen Gray** — "To create, one must first question everything."

24. **Charles Harrison** — "Design is the method of putting form and content together."

25. **Scott Adams** — "A well-designed stupid idea will go further than a poorly designed brilliant idea."

26. **David Berman** — "Design offers an opportunity to influence society's psychology. It's up to the designer's integrity."

27. **George Bernard Shaw** — "Don't let fashion own you. Decide who you are."

28. **Dieter Rams** — "Good design is as little design as possible."

29. **Peter Maly** — "Every designer is a perfectionist. You must be immersed in solving the problem."

30. **Daniel Pink** — "Design is a classic case of form following function."