



GOOD DESIGN CAN UNITE THE MOST UNLIKELY PEOPLE.

My work is driven by a desire to help people understand each other. The world isn't so large and people aren't so different, it's just that we're often speaking different languages. And by that, I don't just mean verbal language. Messages can be communicated in a variety of ways. Colors, sounds, shapes, textures, and feelings all hold different meanings for different people. A designer's job is to work as a translator by controlling every means possible to communicate a message. That being said, an effective designer must be extremely detail oriented and eager to research and learn new things in order to ensure they are "speaking" the correct language to their audience.

When used successfully, design can create common ground between polar opposite groups. And that's where the difference between good and bad design comes in. The standard of good design isn't judged by how "nice" it looks. Trends come and go, but good design takes the form of whatever is needed at that moment, in that specific situation to clearly communicate and build understanding. The final product might be uncomfortable, disturbing, tacky, or beautiful depending on the message being communicated and the language needed to speak it.

Milton Glaser often speaks about how making things beautiful creates a commonality between humans so that they don't kill each other. If you like Mozart and I like Mozart, then we are much less likely to kill each other. Kanye West shares a similar view. In an uncharacteristically calm interview this year, he stated that "the world can only be saved through design" because "Design is to fix."

These two very different creatives both echo my desire to unite. As a designer, I have a mission. I am a communicator. I am a translator. And I work to promote understanding between different groups of people.