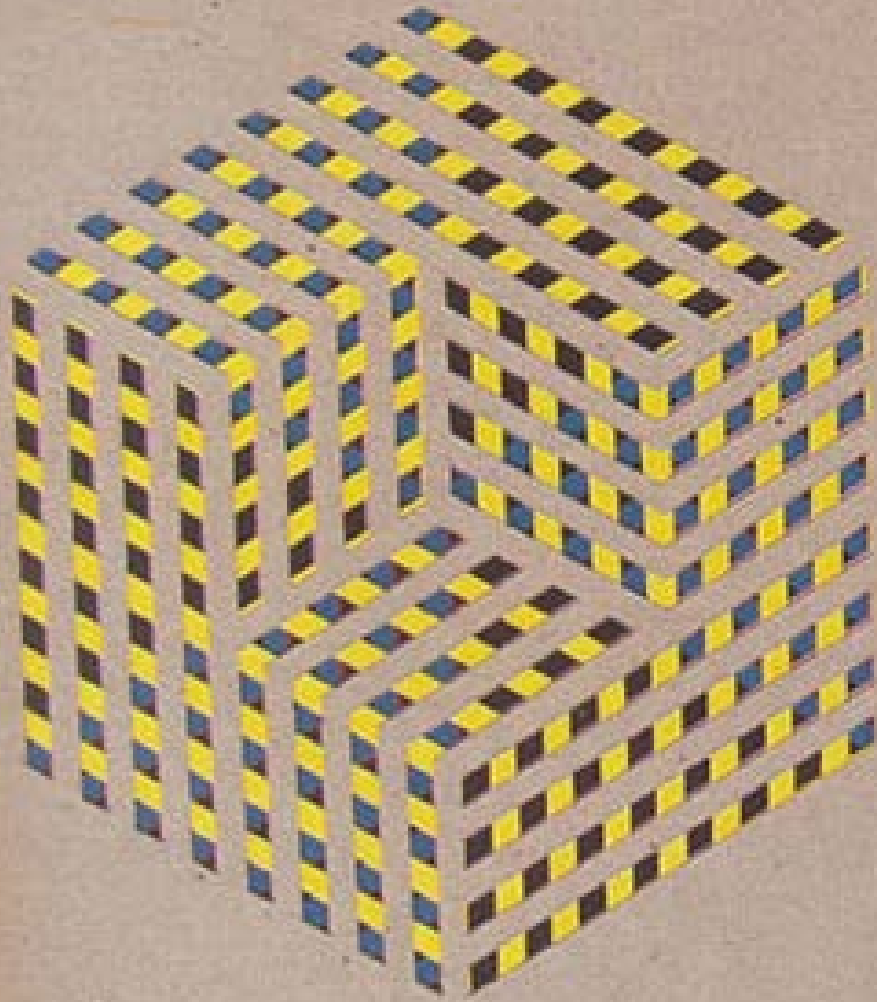Karel Martens
What Design Means For Me

Dutch typographic designer Karel Martens is one of the most influential and enduring designers alive in the Netherlands today.

His body of work spans over 50 years and manages to maintain a freshness and timeless appeal. In 1996 he was awarded the Dr. H.A. HeinekenAward— the top graphic design award in Holland. He is the founder of theWerkplaatsTypografie, a post-graduate graphic design school in Arnhem, NL, as well as a lecturer at theYale School of Graphic Design, and the JanVan EyckAcademy in Maastrict, NL.

Karel Martens work is often regarded as defining "dutch design" and many of the aesthetic and conceptual characteristics he employs have been widely appropriated by the design community in NL and abroad.

"Form is the condition through which common life becomes possible: through which a relationship between people comes about. Design determines the quality of our common life." (Karel Martens, pg. 1)

Stedelijke
formatie &
collectieve
ruimten

Urban
Formation &
Collective
Spaces

"...the designer should see the import of the job and be alert to those to whom it is directed, to come to the right choices. Because - like much in life - designing is making choices.... Each choice alwasy shuts out other possibilities." (Karel Martens, pg. 1)

"...the expression must exhibit a certain tension and/or harmony between functionality and the quality of attraction. The content of the message
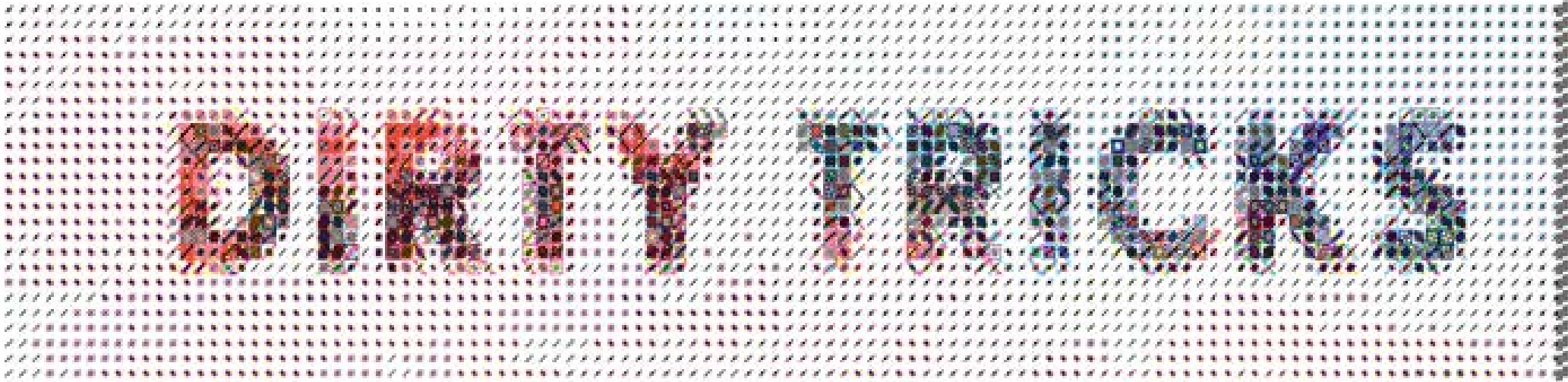
has to come over, but the way in which this happens - the melody - is important, not least because in itself it carries communicative value. It is through form that content comes to us." (Karel Martens, pg. 1)

"The content should come to expression in the form...a social style has to make way for a multiplicity of individual voices with expressions to match." (Karel Martens, pg. 2)
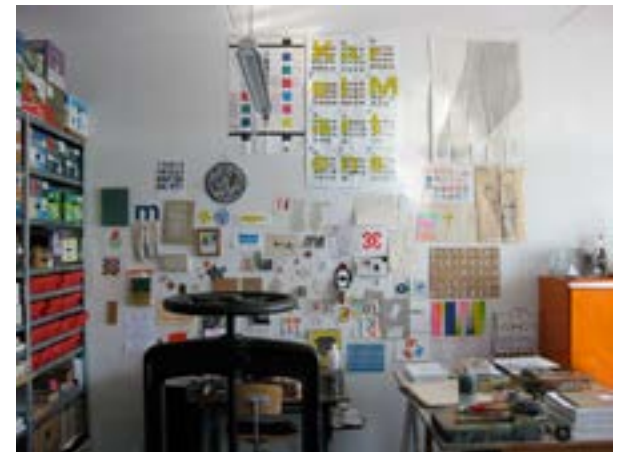
"...text is also deformed so that the readerbecomes a looker...the outer form gets imitated over and over again, a game with form is played, in which form is untied from content." (Karel Martens, pg. 2)

21e
Festival
international
de
l'affiche
et du
graphisme
de
Chaumont

29
mai
—
20
juin

21st
International
poster
and
graphic
design
festival
of
Chaumont

may
29
—
june
20

"Thus is seems good to me to formulate the premisses freshy and clearly, so as to reach a form that calues content and has respect for the reciever of the message. There is no recipe for this. It is a matter of mantality, It is a prcocess of repeatedly weighing up aims, means and method...'commodity, firmness and delight." (Karel Martens, pg. 2)

I think you should always do the things you think you should do.

Sandi Metz
Practical Object Oriented Design in Ruby

3   Metz is a programmer. She has written many applications in past 30 yrs and believes in
     simplicity, specifically in simple code and straightforward applications.

4

5   Metz is a teacher, author, and occasional consultant in the field of coding. She is biased
     towards the idea of creating practical solutions that produce easily changeable software; Metz
     works from the idea that yesterday's imperfections create opportunity for improvements tomorrow.

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```html
<p>

OOD requires that you shift from thinking of the world as a collection of predefined procedures
to modeling the world as a series of messages that pass between objects

It would be ideal if there is an app with set of requirements so code wouldn't fail

But change is bound to happen

Good apps are those that are adaptable to change

Every application is a collection of code.

Design is the art of arranging code.

Write code for a feature you plan to deliver today, and that is amenable to being changed later.

The purpose of design is to allow you to do design later and its primary goal is to reduce the
cost of change
</p>
```