# What Design Means for Me

Karel Martens

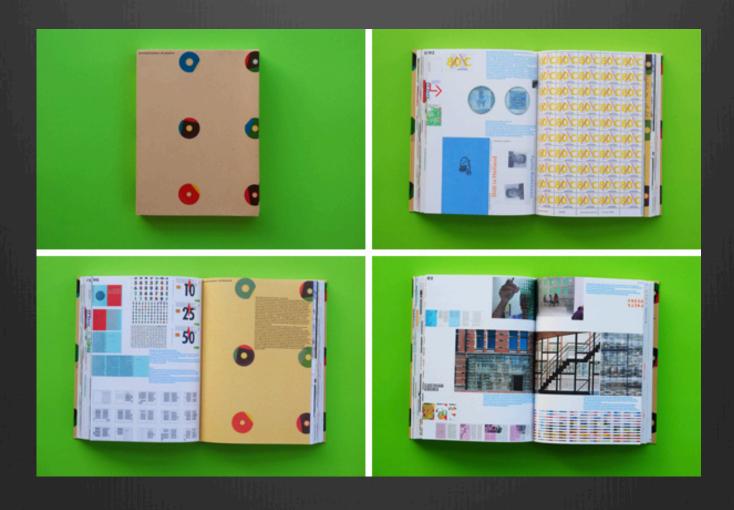
### Biography

- Born in the Netherlands in 1939.
- Studied fine arts at the Arnhem Academy of Art and Industrial arts and graduated in 1961.
- Didn't study graphic design because it was not a career at the time and therefore did not exist as a major.
- \* Dutch freelance graphic designer specializing in typography.
- Now he is recognized as one of the most influential graphic designers.
- \* Has designed coins, postage stamps, and telephone cards for the Dutch Government.

# Biography Continued

\* His work has a strong emphasis on typography and he enjoys incorporating optical illusions.

#### Printed Matter



#### Article

- Design determines the quality of our common life
- They maintain the relationship with the graphic industry.
- The client and designer both need to respect and understand each other.
- In good design, there is a harmony between the emotional and functionality of the piece.