

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
- ⊗ Graphic designers are the intermediaries. 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.