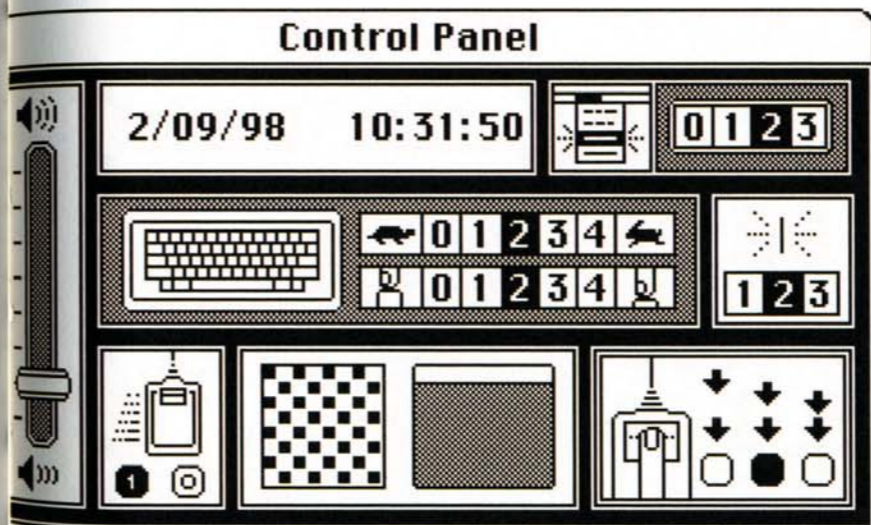
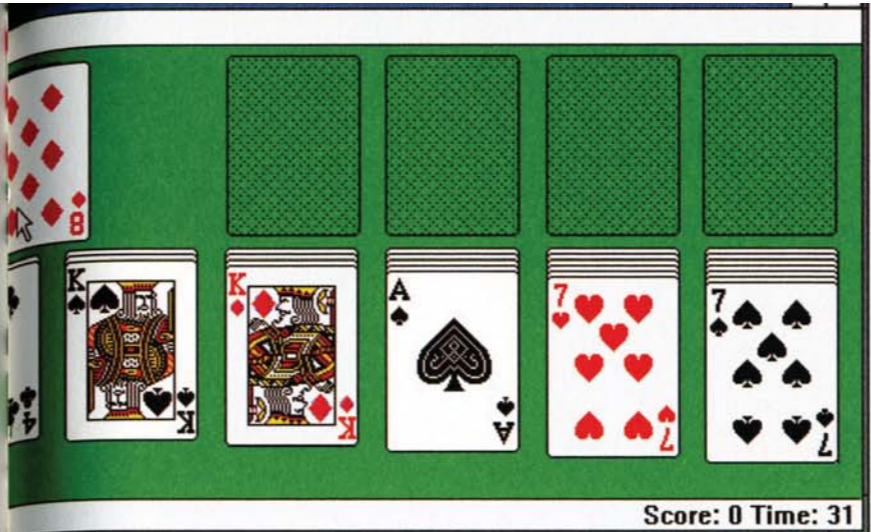


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CHRYSLER DESIGN AWARDS

A DECADE OF DESIGN





RIGHT Kare Mac Icons Graphics, 1983-1984.  
 OPPOSITE TOP Microsoft Solitaire, 1988.  
 OPPOSITE CENTER Mac Control Panel, 1983.  
 OPPOSITE BOTTOM Autodesk Icons, 2000-2002.

**MAJOR EARLY INFLUENCES?**  
 Working with Steve Jobs and the Macintosh team in the early 1980s. Working with Paul Rand on various graphics projects for NeXT starting in 1987.

**ADMIRE ANYONE OUTSIDE YOUR FIELD?**  
 I very much admired Paul Rand and learned a lot from him. His knowledge and understanding of art history was tremendous, and so much of his work was clear, memorable and timeless.

I also admire inspired software designers who look beyond what exists and find joy in trying to make something better.

**KEY COMPONENTS OF A DESIGNER'S EDUCATION?**  
 I don't think there is a formula. In my own case, I am grateful to have received an excellent undergraduate and graduate liberal arts education. It is impossible to overstate the importance of learning clear thinking and problem solving. My advice

is that any educational path should lead designers to do the following:

- Communicate to be understood.
- Meet deadlines—don't just promise this.
- Do more than is expected—underpromise and overdeliver.
- Don't worry about doing a "perfect" job—get something down and refine and refine.

**WHEN IS A DESIGN FINISHED?**  
 I'm not sure anything is ever finished! Design is not an exact science and there are multiple solutions to problems. I provide a range of options to my clients, yet seize every opportunity to go back and change a few pixels.

**ACHIEVEMENTS THAT GIVE YOU THE MOST SATISFACTION?**  
 I've been lucky to collaborate with creative and talented people on many interesting projects. It is satisfying to see fonts and icons still in use after almost 20 years, and to see work that evolves from one's own.

**ABOUT KARE**  
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