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John Maeda
laws of simplicity

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John Maeda is a Japanese- American executive, designer, and technologist. Maeda's work specialized in the fields of business, design, and technology all together to make space for the "humanist technologist." He was born in 1966, Seattle, Washington. His father owned a tofu factory and was devoted to craftsmanship. Growing up, John also was devoted in his own skills and wanted to take matters into his own hands of the world of technology then managed a small business paperwork on computer. John had an epiphany to the field of computer science and wanted to take it up a notch. He enrolled in Massachusetts Institute of Technology and partook in Electrical Engineering and Computer Science. During his studies, he was fascinated by the works of *Muriel Cooper* and *Paul Rand*. Along the lines, he later received his Master's in both fields and went for his PhD in Design Science at the University of Tsukuba in Japan.

Earlier in his career, Maeda produced unique work by bringing the face of fundamental landscape of design. His work is based off of electronic media, typography, and graphics using advanced programmes. His ideas were

THE LAWS OF
SIMPLICITY

DESIGN, TECHNOLOGY, BUSINESS, LIFE



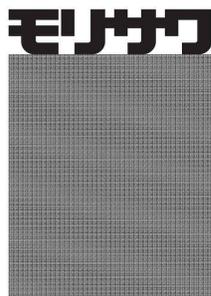
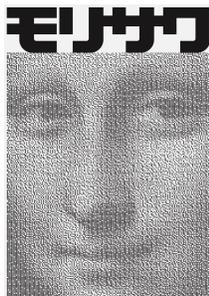
John Maeda

"Maeda is the Master of Simplicity."

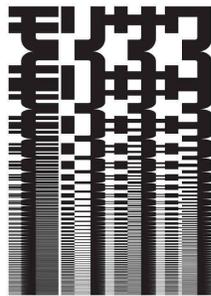
—Richard Rogers, BOARD OF MANAGEMENT, ROYAL PHILIP ELECTRONICS

always expressed with a pen and paper first before establishing it on computer. In 2006, he published a book titled: “*The Laws of Simplicity: Design, Technology, Business, Life.*” It discusses the necessity of simplicity and establishes ten laws for balancing simplicity and complexity in design, technology, and business. It also illustrates his admiration to Muriel Cooper and Paul Rand’s work. On the cover of the book, Maeda incorporated a graphic that utilizes many color and paths to create a spiral like object.

Maeda’s best classic series of work are his ten Morisawa posters. Each of these posters has the type “Morisawa” established on them in Japanese. Morisawa Inc.



is a software company in Japan that have been creating fonts and typefaces since 1924. This company took a toll on Maeda and he went ahead as to develop these concepts on the posters.



Nonetheless, each poster takes pleasure on the typeface using different remarkable senses of digital typography, landscaping in design, and graphics.

Maeda’s best one is the Mona Lisa which illustrates pixel size typefaces that take on the form of Mona

Lisa’s face. His works have been held worldwide including London, Paris, Japan, and New York. Today, John Maeda is a Design Partner at Kleiner Perkins Caufield & Byers after running President of the Rhode Island School of Design. He is also named one of the 75th most influential people of the 21st century.

Sources:

www.maedastudio.com

www.famousgraphicdesigners.org/john-ma

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