

ARTH **3311**

Kyasia Brown

**KEEPING IT SIMPLE WITH**  
**JOHN MAEDA**

# JOHN MAEDA

John Maeda is the former President of the Rhode Island School of Design, he delivers funny and charming Ted Talks that spans a lifetime of work in art, design and technology, concluding with a picture of creative leadership in the future.

In his fascinating career as a programmer and an artist, he's always been committed to blurring the lines between the two disciplines.

As a student at MIT, studying computer programming, the legendary Muriel Cooper persuaded him to follow his parallel passion for fine art and design.

When computer-aided design began to explode in the mid-1990s, Maeda was in a perfect position at the MIT Media Lab to influence and shape the form, helping typographers and page designers explore the freedom of the web.

His work explores the area where business, design, and technology merge to make space for the "human-ist technologist."



**“ SIMPLICITY IS ABOUT SUBTRACTING THE  
OBVIOUS AND ADDING THE MEANINGFUL.”**

John Maeda, *The Laws of Simplicity: Design, Technology, Business, Life*

## THIS QUOTE MEANS

01

Pay attention to detail; if a design is truly good, it can stand on it's own no matter how 'simple' it is. Beauty is in every aspect of the design of course.

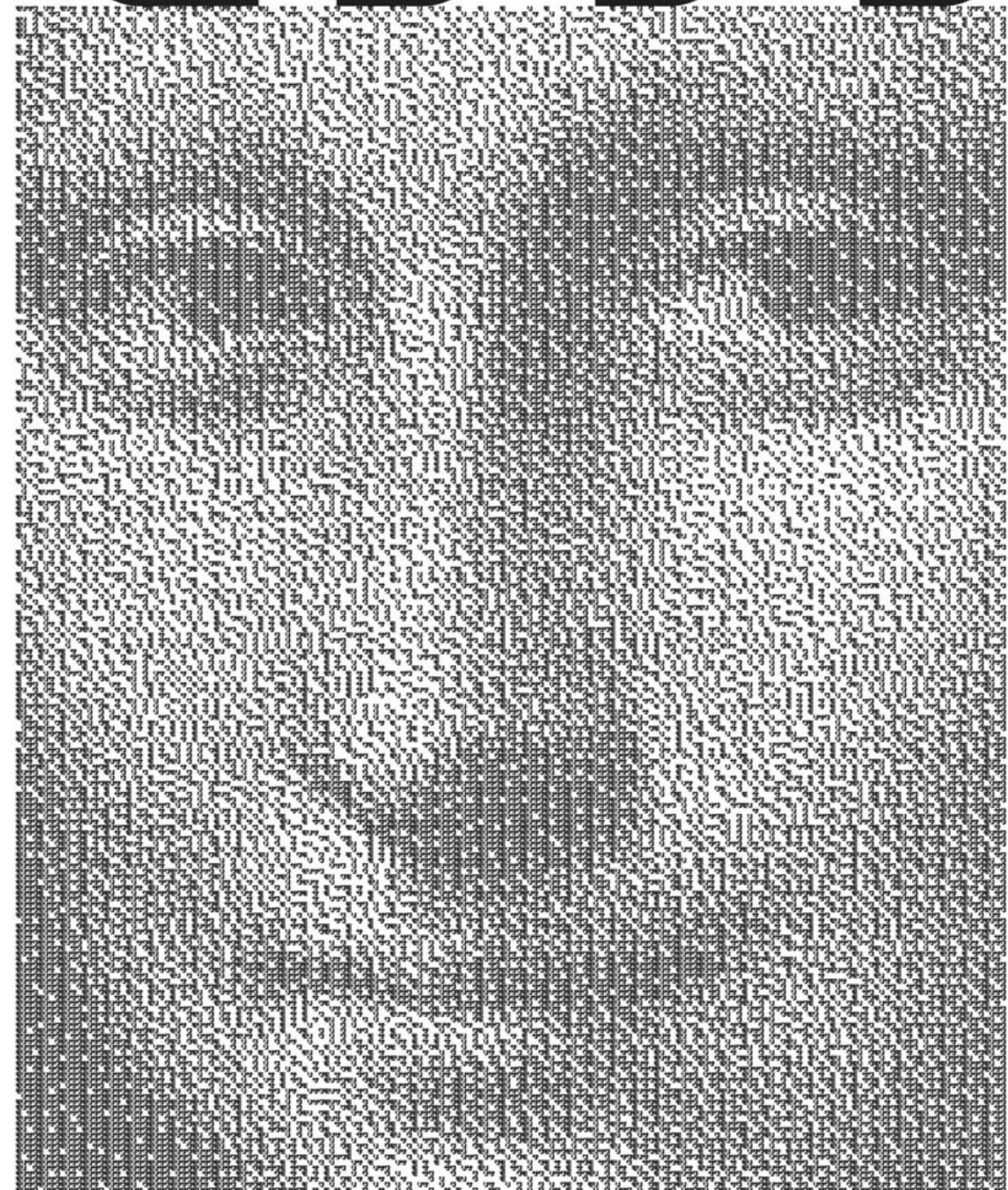
02

Subtract the obvious; for example, if you're creating a burger company logo, maybe you don't need to stamp on a burger logo there, how about adding something more meaningful.

03

Don't get turn up over what's simple or what the little things, like what's complex or what's simple. Feel the design as it is and add what you may. Don't think you have to fix one particular style.

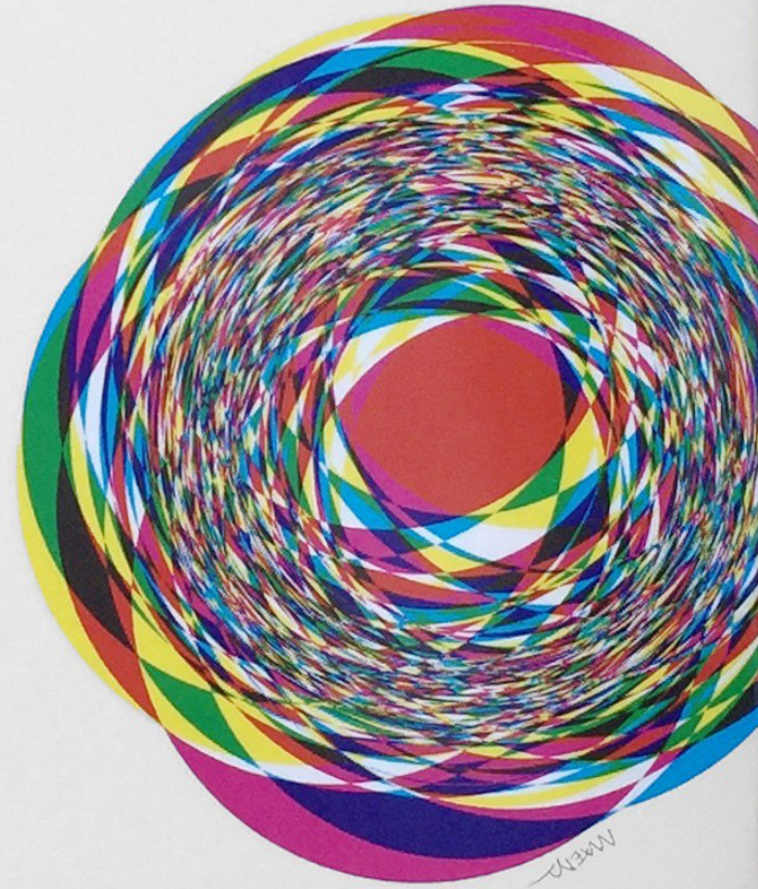
# BEYOND



# HIS PIECES

THE LAWS OF  
SIMPLICITY

DESIGN, TECHNOLOGY, BUSINESS, LIFE



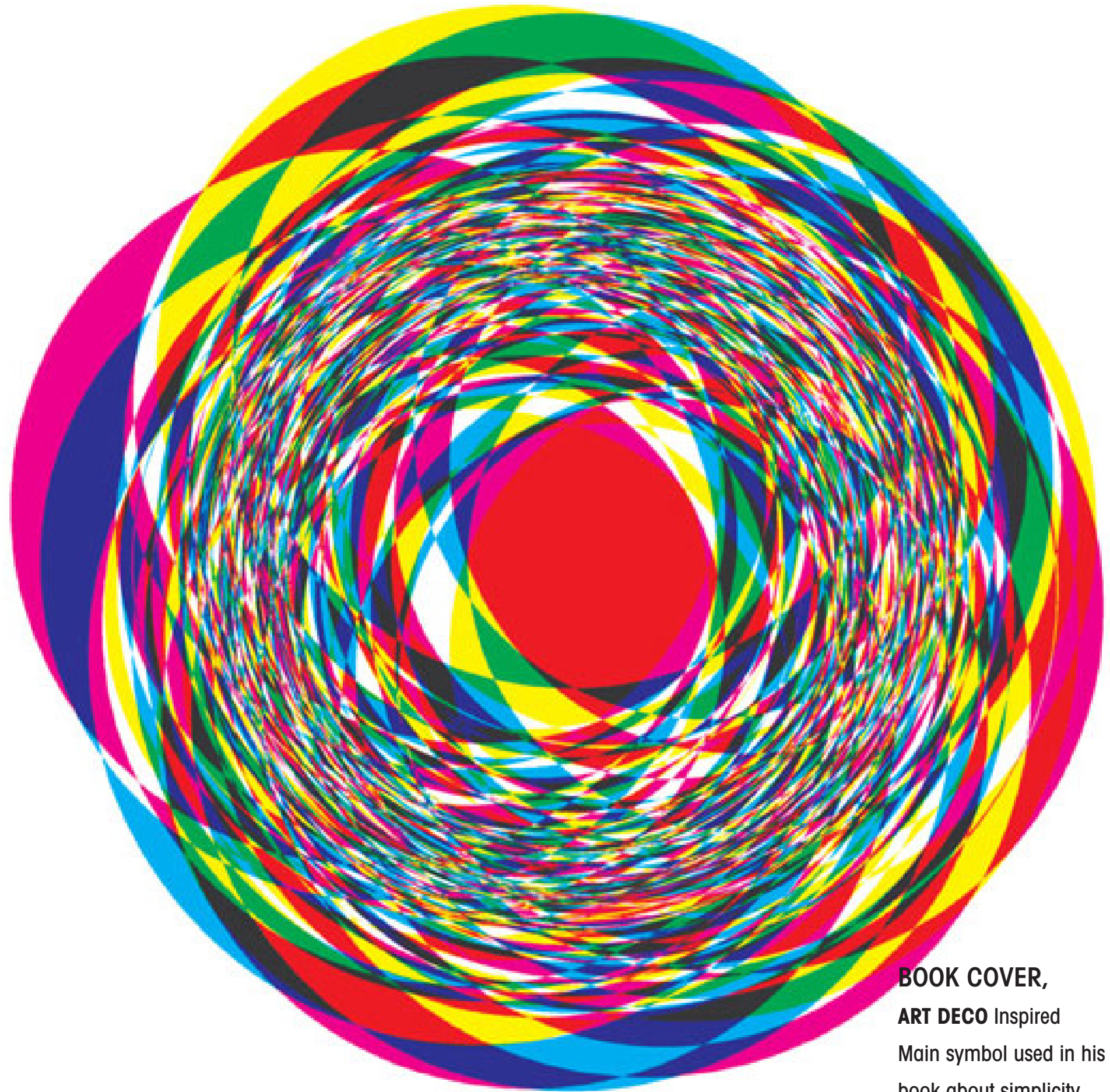
John Maeda

*"Maeda is the Master of Simplicity."*

—Andrea Ragnetti BOARD OF MANAGEMENT, ROYAL PHILIPS ELECTRONICS

BOOK COVER,  
ART DECO Inspired

# HIS PIECES



**BOOK COVER,**  
**ART DECO** Inspired  
Main symbol used in his  
book about simplicity

# HIS PIECES



Poster,  
Art Nouveau Inspired  
Patterns and curvy floral  
elements poster

# HIS PIECES



**Logo**

**Modernism**

Very abstract piece. Not  
much information on it.



# HIS PIECES

## REDESIGNING LEADERSHIP

DESIGN, TECHNOLOGY, BUSINESS, LIFE

John Maeda  
*with Becky Bermont*

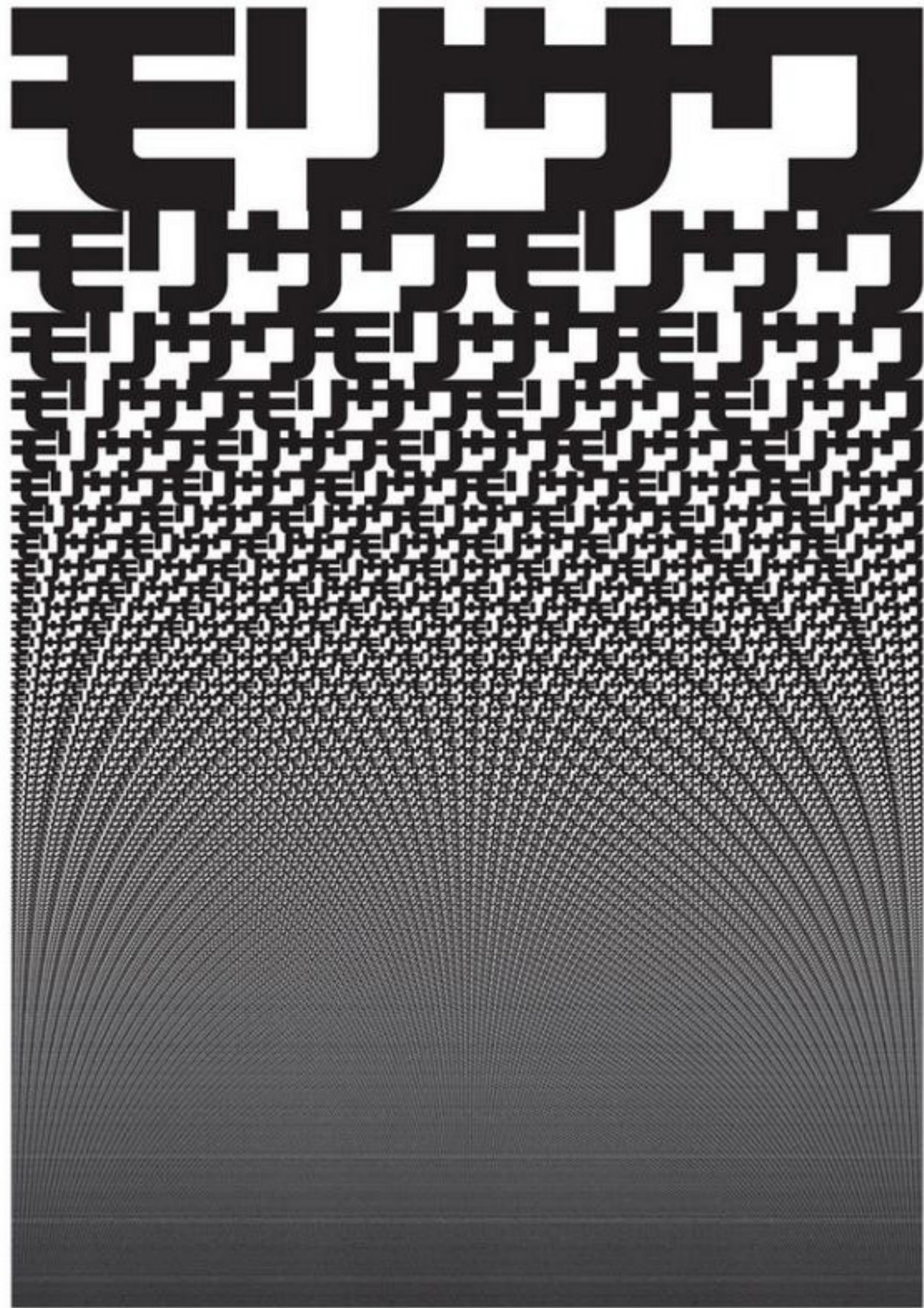
“No one but John Maeda can give us the secrets of simplicity and the power that comes through simply leading. This is a contemporary leader’s handbook.”

—Beth Comstock, Chief Marketing Officer, GE



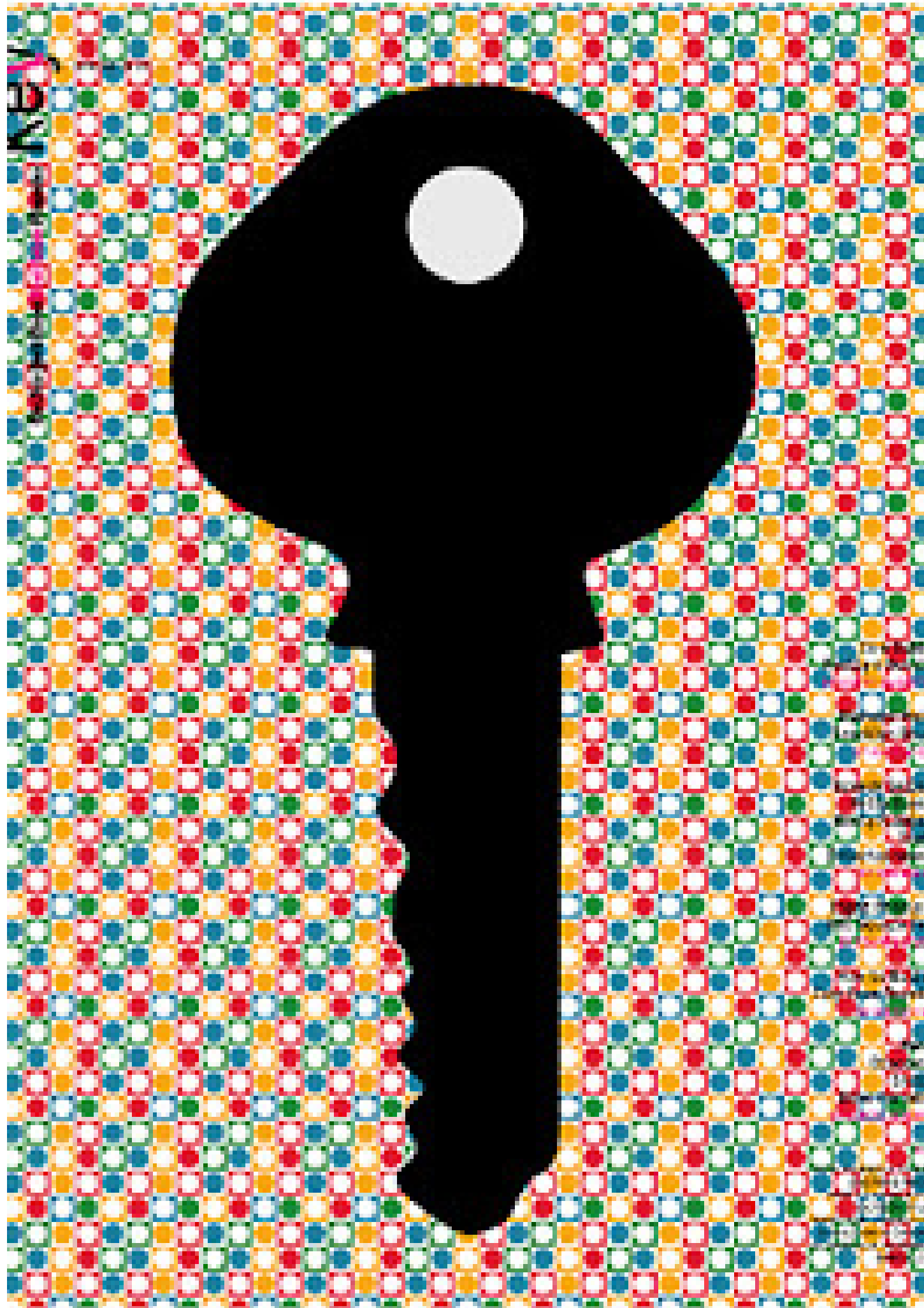
**BOOK COVER,**  
**Art Deco Inspired**  
He explains how simple  
designs are effective.

# HIS PIECES



POSTER,  
Modern Movement  
SWISS , in how ab-  
stract it is yet clean

# HIS PIECES



KEY POSTER,  
Modern Movement  
, more patterns, this  
time blanked off by the  
render of a simple key,  
letting the pattern be  
dealtied.