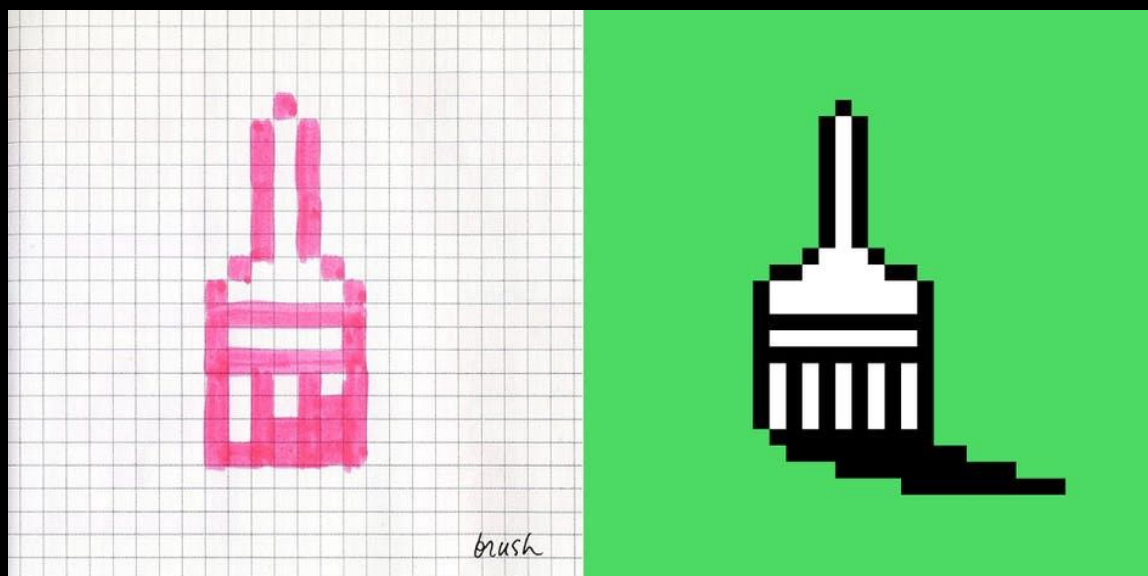


SUSAN KARE

“I learned a lot about the cumulative value of attention to detail from Steve Jobs, and about pushing the limits of a medium. I still think about his philosophy of not showing too much information at once and the value of simplicity in visual messaging.”

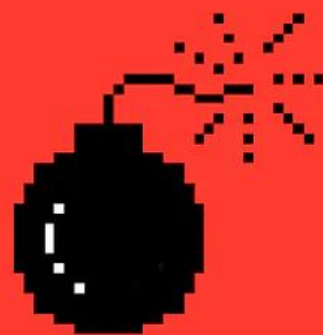
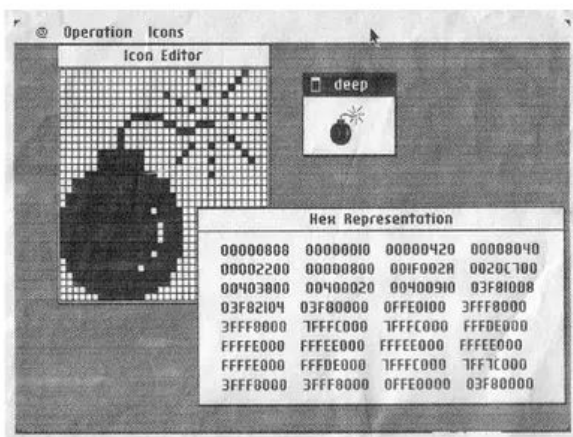
Susan Kare is an American artist and graphic designer best known for her interface elements and typeface contributions to the first Apple Macintosh from 1983 to 1986.



The original “Happy Mac” as Apple Face ID today



“The happy Mac came from my love at 14 years old of those buttons with the smiley face. We had permission to be friendly. That was part of the brief. I love to make things friendly and humane- I find that so pleasurable.” — Kare



Kares work stood out to me in particularly because of it's innovation. Simple composition is really effective. I love these icons, they just don't age. They looked good then and they work just as well now. Shows me that it's good to keep things simple, no need for overcomplicating it. I will use Kares work as inspiration for my own.