

# Paul Rand:

**设计是什么**

**保罗·兰德给年轻人的第一堂课**

**Paul Rand**

**Conversations with Students**

**+**

**保罗·兰德**

**伟大的设计师与卓越的教师**

**Paul Rand**

**A Great Designer and Excellent Mentor**

[美] 迈克尔·克罗格 / 著

王敏 / 编著

朱橙 / 译

周子鉴 / 特约编辑

# Paul Rand

保罗·兰德给年轻人的第一堂课  
Conversations with Students



## 图书在版编目(CIP)数据

设计是什么：保罗·兰德给年轻人的第一堂课 / (美) 迈克尔·克罗格 (Michael Kroeger) 著；

王敏编著；朱橙译。—北京：世界图书出版公司北京公司，2016.12

书名原文：Paul Rand: Conversations with Students

ISBN 978-7-5192-2186-7

I. ①设… II. ①迈… ②王… ③朱… III. ①平面设计 IV. ①J511

中国版本图书馆 CIP 数据核字 (2016) 第 289790 号

PAUL RAND: CONVERSATIONS WITH STUDENTS by MICHAEL KROEGER

Copyright: © This edition arranged with PRINCETON ARCHITECTURE PRESS (Princeton Architectur through Big Apple Agency, Inc., Labuan, Malaysia. Simplified Chinese edition copyright: 2016 BEIJING WORLD PUBLISHING CORPORATION

All rights reserved.

第 001 页至第 112 页为原版内容

第 113 页至第 152 页为简体中文版增补内容

书名 / 设计是什么：保罗·兰德给年轻人的第一堂课

SHEJI SHI SHENME

著者 / [美] 迈克尔·克罗格

编著 / 王敏

译者 / 朱橙

特约编辑 / 周子鉴

策划编辑 / 德晓辰

责任编辑 / 德晓辰 张子祯

装帧设计 / 周子鉴

本书中文字体由方正字库授权使用。

---

出版发行 / 世界图书出版公司北京公司

地址 / 北京市东城区朝内大街 137 号

邮编 / 100010

电话 / 010-64038355 (发行) 64037380 (客服) 64033507 (总编室)

网址 / <http://www.wpcbj.com.cn>

邮箱 / [wpcbjst@vip.163.com](mailto:wpcbjst@vip.163.com)

销售 / 新华书店

印刷 / 北京卡乐富印刷有限公司

开本 / 787 mm × 1092 mm 1/16

印张 / 9.5

字数 / 152 千字

版次 / 2017 年 6 月第 1 版 2017 年 6 月第 1 次印刷

版权登记 / 01-2015-2910

国际书号 / ISBN 978-7-5192-2186-7

定价 / 88.00 元

---

版权所有 翻印必究

(如发现印装质量问题, 请与本公司联系调换)

设计是什么

保罗·兰德给年轻人的第一堂课

Paul Rand

Conversations with Students

[美] 迈克尔·克罗格 / 著

王敏 / 编著

朱橙 / 译

周子鉴 / 特约编辑

+

保罗·兰德

伟大的设计师与卓越的教师

Paul Rand

A Great Designer and Excellent Mentor

世界图书出版公司

北京·广州·上海·西安

# Paul Rand:

**“Everything  
is design.  
Everything!”**

**“Everything  
is design.  
Everything!”**

**“It is important  
to use your  
hands, this  
is what  
distinguishes  
you from a cow  
or a computer  
operator.”**



“It is important  
to use your  
hands, this  
is what  
distinguishes  
you from a cow  
or a computer  
operator.”

**“Design is also a system of proportions, which means the relationship of sizes.”**

“Design is also  
a system of  
proportions,  
which means the  
relationship of  
sizes.”

# Paul Rand

保罗·兰德给年轻人的第一堂课  
Conversations with Students



The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This not only helps in tracking expenses but also ensures compliance with tax regulations.

In the second section, the author provides a detailed breakdown of the company's revenue streams. This includes sales from various product lines and services. The data shows a steady increase in revenue over the past year, which is attributed to strategic marketing efforts and product diversification.

The third section focuses on the company's operational costs. It details the expenses related to manufacturing, distribution, and administrative functions. The analysis reveals that while production costs have remained relatively stable, distribution and administrative expenses have seen a slight increase due to inflation and higher operational demands.

Finally, the document concludes with a summary of the overall financial performance. It highlights the company's strong profitability and its ability to manage costs effectively. The author expresses confidence in the company's future growth and suggests areas for further optimization to enhance efficiency and reduce expenses.

保罗·兰德

1914.8.15 — 1996.11.26

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial statements. This includes not only sales and purchases but also expenses and income. The text suggests that a systematic approach to record-keeping is essential for identifying trends and managing the business effectively.

In the second section, the author addresses the common challenge of reconciling bank statements with the company's internal records. It provides a step-by-step guide to identifying discrepancies, such as timing differences or errors in recording. The importance of regular reconciliation is highlighted to prevent small errors from accumulating and causing significant issues at the end of the year.

The third part of the document focuses on budgeting and financial forecasting. It explains how a well-defined budget can serve as a roadmap for the business, helping to allocate resources wisely and anticipate potential financial challenges. The text offers practical tips for creating a realistic budget and adjusting it as the business evolves.

Finally, the document concludes with a discussion on the role of professional accountants and auditors. It stresses that while business owners can manage their own books, consulting with experts is crucial for ensuring compliance with tax laws and providing an objective assessment of the company's financial health. The author encourages business owners to view these professionals as partners in their success.

设计是什么：

保罗·兰德给年轻人的第一堂课

迈克尔·克罗格 Michael Kroeger / 著

沃尔夫冈·魏因加特 Wolfgang Weingart / 前言

菲利普·伯顿 Philip Burton

史蒂夫·盖斯伯勒 Steff Geissbuhler

杰西卡·荷芬 Jessica Helfand

阿敏·霍夫曼 Armin Hofmann

戈登·萨乔 Gordon Salchow / 撰文



