

My DESIGN Manifesto (travelling in a bus for 10 hours straight edition)

THE REMAKE

From paper to digital - there is not much actually different. Just the media used.

DESIGN with purpose

Every design decision should have a clear purpose. Following Flusser's idea that design is inherently strategic, I believe that design is mostly intentional, with clear goals and outcomes in mind. It's not just about aesthetics, but about delivering meaning and function with intention. Although, it's important to keep in mind that sometimes the purpose is revealed only after the finish line.

A good example of design with purpose is creating a logo for a specific company or a product resolving a specific need. However then there are cases of design needed for storytelling, where you don't always know where the story will go. Just like the story, the design will progress and many times a small, at the beginning, meaningless attribute in a design becomes a big piece of a puzzle that the purpose ends up being.

DESIGN as a solution

Good design exists to solve real problems. It focuses on creating solutions that make a change in people's lives. It isn't just about creativity or expression, it's about addressing the needs and pain points of the users. Flusser's notion of design as strategy means that designers should be critical of the problems they are attempting to solve. Hypothetical design may look good in concept but lacks the tangible benefits that make a difference in people's lives. Great design takes the real user's experience into account and delivers solutions that work in practice.

DESIGN your worth

Design with confidence, knowing that each creation should and will speak for you and reflects your value. It's a representation of yourself. What you send out "there" is how people will perceive not just you, but your morals, ideas, work ethic and capabilities. So don't send out a sloppy job.

As the 37signals manifesto points out, design is a statement of who you are. So sloppy work sends a message of carelessness. In my experience, clients and users notice when a design has been rushed or lacks thought. So, it's vital that every design showcases the best of your ability, representing your worth as a designer. Your work should be a testament to your dedication, skill, and personal standards.

DESIGN to improve

You never stop improving. As both Flusser and 37signals highlight, design is not a one-time act but a process of constant refinement. User feedback, testing, and real-world application are essential for evolving any design into its best possible form. So is expanding your styles and tastes.

Moreover, as designers, we evolve too. Just as our skills and knowledge grow, our designs should reflect that growth. Design is an ongoing journey, and as we develop new techniques and perspectives, our designs should adapt and improve with us. Designing is a never ending process, always evolving to become better.

DESIGN for yourself

While designing for others, never lose sight of your own creative vision. Stay true to what inspires and motivates you. Believe in what makes you create while having fun with it, whether or not others find it silly or pointless.

Flusser's text reminds us that design has an element of playfulness, it's about making the world a little more engaging, and sometimes, tricking it into being a bit better, which is true, but that all starts with you. If a design brings you joy, or if it feels like a true expression of your creativity, that is reason enough to pursue it. The best designs come from passion, where function and personal expression intersect. If it makes you happy, and it's true to your vision, that's what truly matters. Do it.