

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.

Edit 2 - I threw the text into ZeroGpt and Hemingway Editor.

DESIGN with purpose

Every design decision should have a clear purpose. Following Flusser's idea is that design is strategic. Design is usually intentional, with clear goals and outcomes in mind. It's not about aesthetics, but about delivering meaning and function with intention. Although, it's important to keep in mind that the purpose may reveal itself only after the finish line.

A good example of design with purpose is creating a logo for a specific company or a product with a specific need. Yet then there is design needed for storytelling, where you don't always know where the story will go. Like the story, the design will progress. Meaningless attributes in a design become 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 about creativity or expression, it's about addressing the needs and pain points of the users. As Flusser talks about, designers should be critical of the problems they are trying to solve. Your design could look good in theory but could also lack the benefits that make a difference in people's lives. Great design takes the real user's view into account and creates solutions that work in practice.

DESIGN your worth

Design with confidence, knowing that your creations will speak and reflect your value. It's a representation of yourself. What you send out "there" is how people will perceive not "you", but your morals, ideas, work ethic and skill. 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 say, design is not a one-time act but a process of constant refinement.

User feedback, testing, and actual use are essential for evolving any design. So is expanding your styles and tastes. Moreover, as designers, we evolve too. As our skills and knowledge grow, our designs should reflect that growth. Design is an ongoing journey. As we develop new skills 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 others find it silly or pointless.

Flusser reminds us that design is playful, it's about making the world a little more engaging. Which is true, but that all starts 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 matters. Do it.