

# 10 principles of design Deiter Rams



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## **Good design is innovative**

There is never an end to being innovative when technology is used to its fullest. As long as both work well hand in hand neither will become exhausted.



2

## **Good design makes a product useful**

Design should be functional and well understood in order to be useful. Making a confusing product with a design that feels lost creates a lack of inspiration and influence.



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## **Good design is aesthetic**

Aesthetic works with functionality. However finding something that is pleasing to the eye is different to each person. This goes along with appreciating an object visually and physically.

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