

10

principles of design

Deiter Rams

1

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.

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.

2

3

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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