
CH 5: Omit needless words

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**Sentences should contain
no unnecessary words,
as machines should contain
no unnecessary parts**

**Remove half the
words on each page**

~~**Intro text**~~

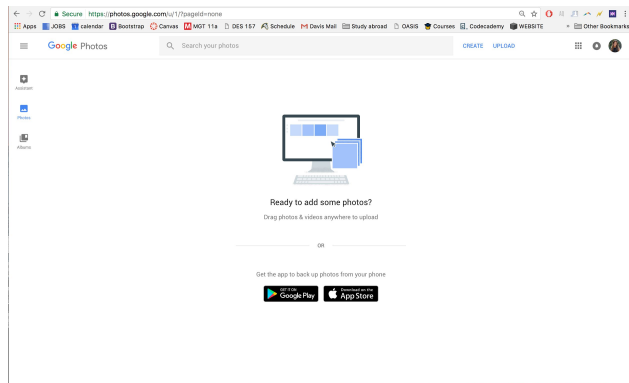
~~**Instructions**~~



Why be concise:

- Highlights content
- Shorter pages
- Reduces noise

Homepage of Google Photos



- no intro text
- self-explanatory "instructions"

- focus on content
- icons with text

