

Dieter Rams

10 Principles for Good Design

Write out your own interpretation of the 10 principles of good design that include:

- a. Your interpretation of what each of the 10 principles mean
- b. An example of something you use that follows each principle as you interpret it
- c. How you would, have in the past, or would not apply this principle in your work

Good design is innovation

a. The point of a product is to be useful to the consumer and detachment from that is not good design.

b. My water bottle is exactly what I expect and nothing more.

c. For example the goal of a poster can be to tell the audience of an event, and this will have priority over other details. I have designed posters for an event and I made sure it was useful in explaining the details of the event.

Good design makes a product useful

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Good design is aesthetic

a. Good design is Aesthetics because they contribute to the consumers enjoyment of the product.

b. I think my laptop is pretty, and apple definitely considers aesthetic among other things.

c. I think this is always a goal of designers.

Good design makes a product understandable

a. The product must be simple to use for it to be good design. The best design allows for the product to instruct the consumer.

b. I use a toothbrush that has different setting and each setting has a button with an icon. I have never read the instructions but because of the buttons and icons I can understand the product.

c. I have designed a card game and I think I was able to distinguish the different suites using only 3 or 4 different shapes and patterns.

Good design is unobtrusive

a. Products that have a job should not be pretty for the sake of being pretty. Instead should look neutral and leave the expression to the consumer.

b. I use a pan for eggs, it is basically just a small pan. It is not some crazy device and I think it follows this principle.

c. I have not used this principle, a lot of the time for me I have designed things that want to attract attention.

Good design is honest

a. Good design does not over promise on the products capabilities.

b. A lot of the time we see over promising from companies from tech to clothing. So more companies should follow this.

c. I would never want to overpromise on my abilities as a designer and it is important for me to understand that I am learning and developing my skills.

Good design is long-lasting

a. It does not attempt to be trendy, so to never be outdated.

b. I'd say Apple headphones, I don't think the design has changed much over the years.

c. I think I'd like to think my designs are long-lasting, but usually after a week I cringe at my decisions.

Good design is thorough down to the last detail

a. Every small detail must be looked at and considered in the design process.

b. I don't really know, I'd like to think all my products I own went through a thorough design process.

c. I think with every typography project I had to think about

Good design is eco-friendly

a. Good design will not harm the environment, in the process of making the product and after the product is out of use.

b. I have a set of bamboo utensils that are a better alternative to plastic utensil.

c. I don't usually consider this principle or I haven't really had the chance to.

Good design is as little design as possible

a. Keep it simple and don't over design something.

b. I own this small speaker, it has two buttons and that's about it. I think they did a good job keeping the form simple and compact.

c. A lot of the time when I'm working with typography I like to think about this principle and remind myself to keep it simple.