

Good design is

# 10 Principles of Design by Dieter Rams

## 1. innovative.

Technology changes rapidly, and with it, so does design. Technological advancements and innovative design depend on each other.

## 2. useful.

Everyone appreciates objects with a pleasing aesthetic as well as functionality. Good design stresses both of those aspects and ensures usability.

## 3. aesthetic.

We're all naturally attracted to beautiful things. Aesthetic quality of an object is more likely to encourage usability.

## 4. understandable.

The most important aspect of an object besides its aesthetic quality is the immediate understanding of its purpose. Something that is well-designed can stand

## 5. unobtrusive.

Objects that are meant to serve a function should be simple. If something is meant to be simple in purpose should physically resemble that quality.

## 6. honest.

Good design keeps essential function of an object as its focus; It doesn't unnecessarily add to the object. It doesn't look like more than it is.

## 7. long-lasting.

Well-designed things are timeless. They don't follow trends that come and go but keep their universal elements relevant despite the passing of time.

## 8. thorough down to the last detail.

Every aspect of an object should be considered. No small detail should be avoided. To consider absolutely everything with care is to show consideration to the user.

## 9. environmentally friendly.

Well-designed things should be lasting. Good design minimizes use of resources and avoids unnecessary visual and physical pollutants.

## 10. as little design as possible.

Less is more; avoiding adding things onto an object when they don't aid its function is key. Visually complicated design causes frustration. Keep It Simple, Stupid.

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