—— Dieter Rams[.]

Ten Principles of Good Design

Good

is

Good design makes a

design innovative

product useful

Good

design is <u>aesthetic</u>

Good design helps us to <u>understand</u>

Good design is unobstrusive

a product

Good design is

honest

Good design is long-lasting

Good design is consequent to the last detail

Good design is

concerned with the environment

Good design

is as little design as possible