

A collection of black squares of various sizes scattered across the top left corner of the page.

10

Principles of Design

Dieter Rams

Good design is innovative

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.

A large, stylized number '1' in white, set against a green background that is shaped like a right-angled triangle.

Good design makes a product useful

I always try to make my designs intentional. I don't like including unnecessary things that distract from the main message.

A large, stylized number '2' in white, set against a red background that is shaped like a right-angled triangle.


Good design is aesthetic

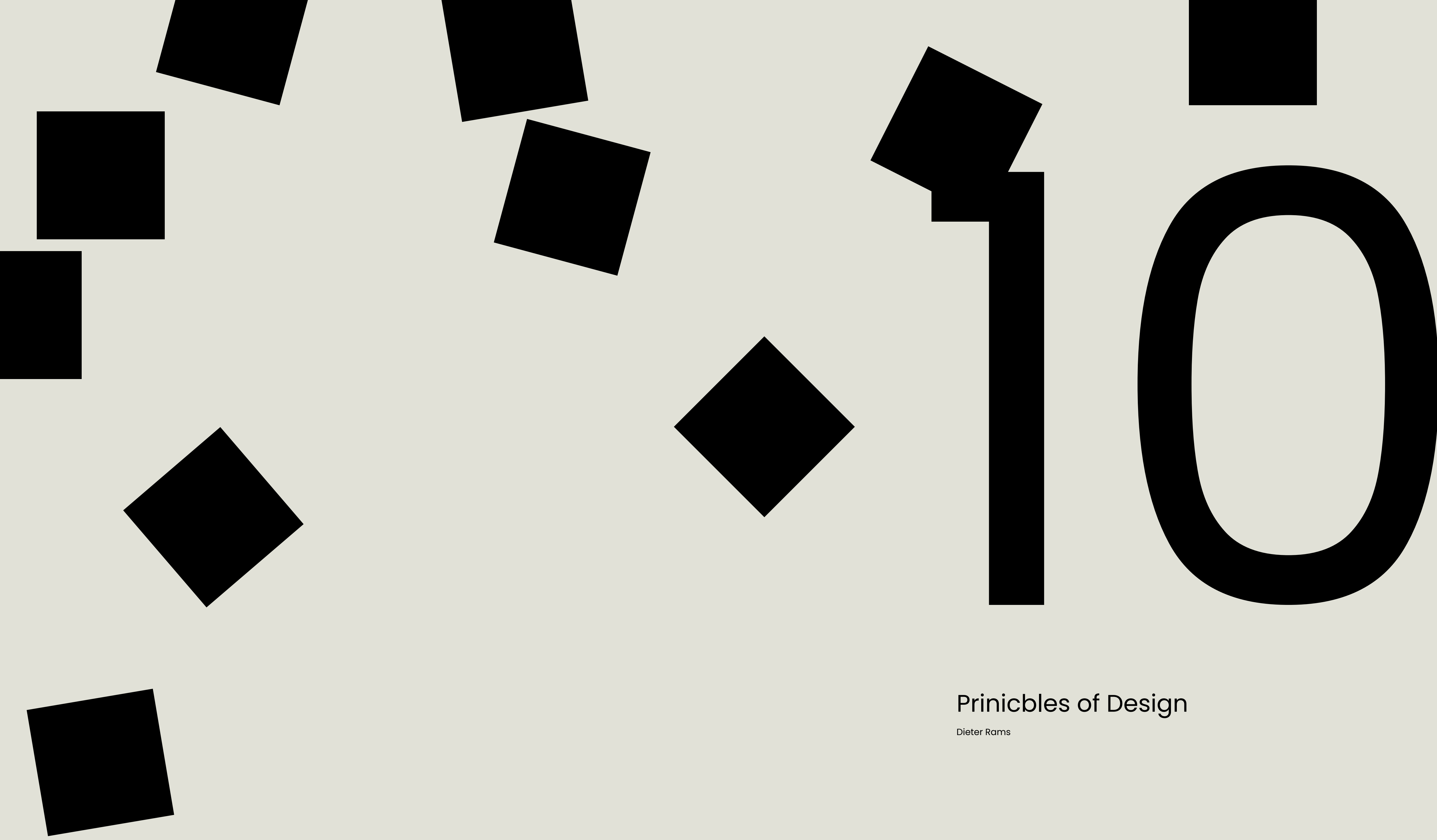
Ah yes, the aesthetic, that's the whole point right? No but really, good design should be attractive. It should make the someone want it. Aesthetics are something I always enjoy doing.

A large, stylized number '3' in white, set against a blue background that is shaped like a right-angled triangle.

Good design makes a product understandable

If a product or interface or anything else is not clear or is hard to understand, the design should aid the user. I try to make my designs as concise as possible.

A large, stylized number '4' in white, set against a yellow background that is shaped like a right-angled triangle.



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