



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.



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.



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.



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.



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