10

diete**rams**

1

Good design is innovative

Although, I do believe technological deveopment is always offering new opportunities for innovative design, I also believe old and traditional processes of design can create an original, creative and innovative idea. I enjoy experimenting with different tools to create new ideas and definitely want to apply innovation in my future work.

2

Good design makes a product useful

I agree with this principle and want to strive to apply it in more of my work. My work process often times starts off on the experimental side but identifying primary functions and creating parameters for myself may lead to a more useful and intentional approach in my work.

3

Good design is aesthetic

I think the aesthetic quality of a work should be as integral as its overall usefulness. I most often incorporate this principle in my work by considering the emotional qualities of it on the viewer and how the compostion can have a unique and thought provoking aesthetic.

4

Good design makes a product understandable

Good design should be self-explanatory and speak for itself. I want to apply this principle in my future work by utilizing the knowledge I have in typographic elements and hierarchy to convey the message and information in an easy and understandable way.

5

Good design is unobtrusive

I agree that good design should be both neutral and restrained to leave room for the users expression, but I also feel like this doesn't and shouldn't always happen in the graphic design realm. I would like to apply this principle in my work process by organizing elements in a systematic way to create some restrain and organization.

6

Good design is honest

Good design is always honest and should not make a product seem more innovative, and valuable than it really is. I apply this in my work process by respecting the purpose of it and conveying the authentic qualities of it.

7

Good design is long lasting

I think good design should try to stir away from trends, and should put more focus on the functional and aesthetic expression in the body of work of the design. As far as my design work, I don't think I put enough emphasis on this quality but hope to change that and achieve it in my future work.

8

Good design is thorough, down to the last detail

Good design considers every detail of the compositional elements in a body of work as well as the compostion as a whole. I am not the best at applying this prinicple in my work but hope to apply it by considering the reasoning behind every detail of the design process and conceptualization.

9

Good design is environmentally-friendly

I think good design should make an important contribution to the preservation of the environment. I want to put a strong importance on this in my future design work, to conserve resources and minimise physical and visual pollution throughout the life cycle of it.

10

Good design is as little design as possible

I agree with the princinple that less is better, concentrating on the essential aspects makes no room for the non-essential. I try to apply this in my work by focusing on the simple aspects of the compositional and hierarchy elements.

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principles for good design

diete**rams**

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