

### 10 principles of good design





- Good design is innovative
- 2 Good design makes a product useful
- 3 Good design is aesthetic
- 4 Good design makes a product understandable
- 5 Good design is unobtrusive
- 6 Good design is honest
- Good design is long-lasting
- 8 Good design is thorough down to the last detail
- 9 Good design is environmentally-friendly
- 10 Good design is as little design as possible



Dieter Rams | 1 — Good design is innovative

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

ready to create



Dieter Rams | 2 — Good design makes a product useful

A product is bought to be used. It has to satisfy not only functional but also psychological and aesthetic criteria. Good design emphasizes the usefulness of a product whilst disregarding anything that could detract 

ready to create

3 - G000 design is aesthetic



Dieter Rams | 3 – Good design is aesthetic

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.

ready to create

# Good a product under-



Dieter Rams | 4 — Good design makes a product understandable

### It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.

ready to create



Dieter Rams | 5 — Good design is unobtrusive

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.

ready to create



Dieter Rams | 6 — Good design is honest

It does not make a product cannot be kept.

ready to create

## more innovative, powerful, or valuable than it really is. It does not attempt to manipulate the consumer with promises that



Dieter Rams | 7 — Good design is long-lasting

It avoids being fashionable and therefore never appears design, it lasts many years society.

ready to create

# antiquated. Unlike fashionable - even in today's throwaway

8 - Good design is thorough down to the last detail



Dieter Rams 8 — Good design is thorough down to the last detail

### Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.

ready to create

9 - Good design is environmentallyfriendly



Dieter Rams 9 – Good design is environmentally-friendly

Design makes an important resources and minimizes physical and visual pollution procuct.

ready to create

## contribution to the preservation of the environment. It conserves throughout the lifecycle of the



Dieter Rams | 10 — Good design is as little design as possible

aspects, and the products are not burdened with nonessentials.

ready to create

## Less, but better – because it concentrates on the essential





