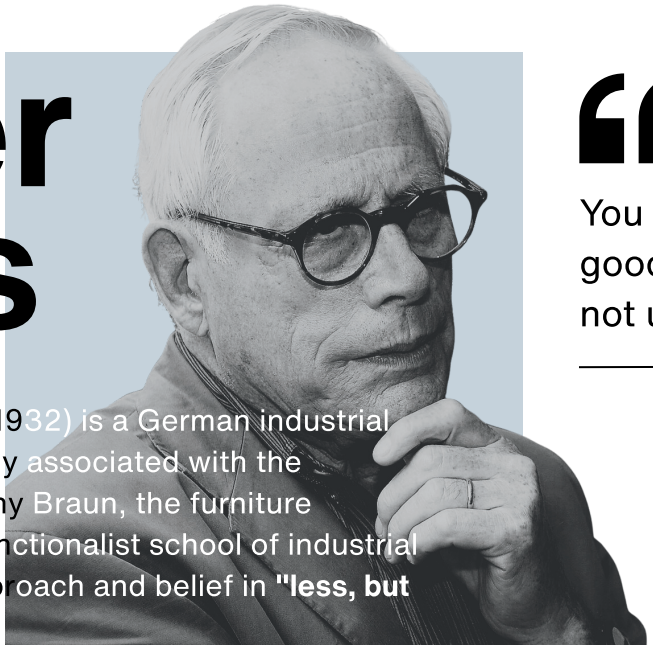
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Undrstanding

Dieter Rams



Dieter Rams (born 20 May 1932) is a German industrial designer who is most closely associated with the consumer products company Braun, the furniture company Vitsœ, and the functionalist school of industrial design. His unobtrusive approach and belief in **"less, but better"**

> You cannot understand good design if you do not understand people...

Undrstanding

10 Principles of Good Design

01.
Good design is innovative.



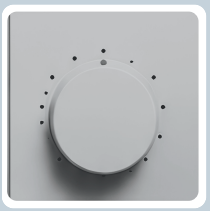
02.
Good design makes a product useful.



03.
Good design is aesthetic.



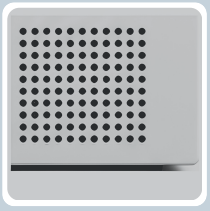
04.
Good design makes a product understandable.



05.
Good design is unobtrusive.



06.
Good design is honest.



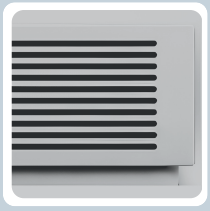
07.
Good design is long-lasting.



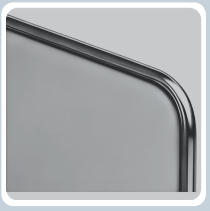
08.
Good design is thorough, down to the last detail.



09.
Good design is environmentally friendly.



10.
Good design is as little design as possible.



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