Iterature review ondieter rams: 10 principles of good design essay

The first principle Rams gave was that innovation is a principle of good design. According to Utterance and Abernathy (1975), innovation is " a new technology or combination of technologies introduced commercially to meet a user or a market need. " Which in itself is fundamentally what design is about, creating a piece that fulfills what it's required to perform or communicate in it's respective environment (Ralph, P. And Wand, Y. 2009). Indeed, innovation has led to highly successful designs, such as in novel forms of media today.

Many of the wildly popular contemporary advertising campaigns on social media platforms, a relatively new technology in advertising, such as the Old Spice 2010 campaign and Sunroofs extensive online campaigns (Richards, 2011), are forms of innovative in design. However, good design need not necessarily be innovative per SE. Don Norman writes on how design research is the antithesis of innovation. It focuses on refining and improving existing design rather than conceiving a novel product or concept.

Hence, designs which rely on extensive design and marketing research are unlikely to be innovative but can still be highly effective or communicative pieces. An example would be contemporary form of the Digital Single-Lens Reflex camera (DSL). Since early models in the sass, the physical form of DSSSL have make little progression. Mere improvements and tweaks in hardware have allowed the DSL to become increasingly more competent in image-capturing (Ways , M. , & Saw, K. 2011).

While good design is innovative, innovative for innovation's sake is unnecessary; tried and tested designs do prove their merits. Good design

makes a product useful The second principle Rams asserted was that good design makes a product useful. A product has to be designed for the use of somebody, therefore it's essential for the need to think for that somebody point of view, his or her needs, desire and wants. In essence, ' What works for project 17, probably won't work for project 27, even though the two may be similar in scope. " (Scarred, 2009).

When design is done on the note of purposeful, that makes it a good design, be it for one consumer, or a thousand or million consumers. Therefore it works in cycle, you design for a purpose, which sakes a good design for somebody in use, and it goes to show that good design makes a product useful. For instance, designing an info graphics, the purpose of designing an info graphic, priority goes to translate the boring information into graphics to make the audience understand the situation and content, if its done well on that note, your design appears good to the audience because they found it useful.

But in contradictory, if the info graphics was design on the note to make it visually appealing and cool, it only works as a good design that doesn't deliver the purpose, once it appears as a ' badly designed' info graphics to the audience that's reading it, because beside the fact that the were attracted to look at the info graphic at the first place, they wouldn't be able to get any information out of it. As said, All three dimensions of design; form, function and fit, must be considered. That one seems lacking from your perspective, does not mean it wasn't considered. " (Scarred, 2009). DOD design is aesthetic The importance of a design's aesthetics from the graphic designer's point of view is best explained by designer Paul Rand. Without

aesthetic, design is either the humdrum repetition of familiar click©s or a wile scramble for novelty. Without aesthetic, the computer is buy a mindless speed machine producing effects without substance. From without relevant content, or content without meaningful form. " it sets one thinking that aesthetic is of extreme importance, which I agree, be it through the eyes of an appreciate or a businessman, if not, a common human as well.

Furthermore, psychological studies (Anderson, 2009) have also shown that the aesthetics of an item affects the emotions connected to decision making regarding it's SE. (David and Glory, 2010) Design is ultimately a way to solve problems. An additional twist of meaningful art infused with the design would be a catalyst to communicate with the right audience. People tend to be attracted to beautiful things, thus making them think that they're user-friendlier (Clansman, 2010). " We saw a cultural trend rising and heading towards a direction where people would pay more for better looking of the same thing.

A good example would be Struck coffee, where coffee is not of the highest quality, but is one of the more expensive coffee house around. Despite it's big price-tag, the customer flow escalates through out the years. This is, although not wholesomely due to the beautiful interiors that makes people want to be there. " (Rene, 2008) good design is understandable How understandable a design directly translates to it's functionality. As mentioned by Rams, in the ideal case, a design that is ' self-explanatory' or intuitive. Intuitive design is very important as it can be understood or used at a fast pace.

Unintuitive design is known to cause excessive frustration and lower productivity. (Spool, 2005) It seems undeniable that being understandable is of utmost importance to good design. However, there are cases of intentionally designing a system that is not easily understood. Spool has found that the " designers at Amazon have deliberately made the process of calling them very unintuitive to encourage customers to find another way to resolve their problems, [via email]. Spool's studies, "[have shown that] users have much more difficulty finding a phone number to call Amazon's customer service center. Hence, while understandability is an important factor of good design, moieties an intentionally bad design is a useful strategy, business-wise, to channel users to a better designed system the business has invested more into. 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. ' (Richard, 2009) This could be applied to different designs, depending on what is the purpose or function of the design.

Not all designs need to be unobtrusive; it should have a balance of both. If for example if its purpose is to send a message across by attracting someone's attention it has to be something loud. In advertising context, if the intention is to relay a message; be it selling something or creating awareness, designs should be conspicuous and it has to grab the attention of the target audience. In some cases, time is the limit as well, to speak to the consumer you only have a few minutes to convey the message, it has to be attention grabbing and straight to the point.

As an analogy consider driving, we mostly do it without having to think consciously about everything, but an unfamiliar odd sign would make us have to quickly process the information around us and decide a) whether we need to take action as a result and b) what that action is. In interior designing context, design should be unobtrusive; as it is playing with living conditions and actual spaces that people interact and live in. So it is only necessary to be unobtrusive; to only design what is necessary to what the consumer needs.

In product design context, designs should be unobtrusive to serve their purpose as tools and it has to be ergonomically friendly to suit all users. Good design is honest An honest object is essentially an object that is what you think and does what you think, based on first appearances (Sterne, 2010). Which is indeed a very important principle in that it builds the trust between the brand and the consumer. A good example would be the pad and phone designed by Apple Inc.. The smooth, clean form of the two products suggests an easy to use, fuss-free device, further reinforced by the absence of an array of complicated buttons studding it.

This first impression does hold water as their products are renown for being user-friendly (Austin, 2011). The strong impact of this honesty that has been proven by Apple Inc. Is testament to the importance of honest design. A brand will not last long if it produces products that aren't what consumers think they are and do not do what consumers think they do. Good design is long-lasting A long lasting design is like an " old friend", something that we have known for a long time and we will always remember even we have not seen it over a long period.

Good design is long lasting because the design is some how unique in a way that creates a unforgettable effects in the audiences' mind. However, a long lasting design sonnet always be a good design; it might not be the color, fonts, or graphic that make it good. Perhaps a bad design might work the same way, it might be the popularity of the product or the brand that create attention of the design and over a long time, it makes the design " long lasting". A long lasting design not only measure buy years, but in minds- not in how long an object persists but in how many people it changes. Nothing lasts forever, but some things last long enough. " Good design is thorough, down to the last detail. In the process of designing, designers have to be sensitive to details, based on the sign's purpose. It has to be complete with regard to every detail; not superficial or partial. If designing a poster or any artwork, details like color, font size, font type, visual image, logos must be paid careful attention to. It should not clash with each other, it must be readable and clear for everyone to understand.

For product design wise, take Mac mouse for example, it is ergonomically designed where it allows your hand to rest at a comfortable position; it encompass your hand and it's scrolling tool is positioned where it is easy to reach using your middle finger. When designing something, it also affects how you want the user to interact with your product. When designing interior spaces as well, the design should be sensitive to things like lighting, distance, spaces, material, colors catered to the living purpose of the user, and the living condition of each space and it's user.

Just like the function of any design, design should be sensitive in details catering to the audience or user. That extra thought really differentiates a

good design from a great one. Good design always have a purpose; it helps to address the issue, which is to provide or the consumer. As long as the intention is being executed and it's design purpose is fulfilled efficiently; it qualifies as good design. Good design is environmentally friendly Design makes an important contribution to the preservation of the environment.

It conserves resources and minimizes physical and visual pollution throughout the lifestyle of the product. Nowadays there is a lot of attention paid to saving the earth due global warming. More people are going green because they see the need and the urgency to help the earth and they want to the contribute their parts on doing so. When the users uses a product that is CEO friendly or it can be recycled, they will feel that they had do something good to the environment and therefore like the design of the product. However, being environmentally friendly isn't enough, it only forbid small group of people.

CEO friendly products are standing a small percentage in the society. Good design is as little design as possible Good design doesn't evolve around the need to be minimalist. There is a valid argument between a psychedelic and minimalist design, both very different but for the same purpose, if it's well delivered in their own tone. In my opinion, good design doesn't necessarily needs to be minimalist, and a minimalist design doesn't make a design good. For instance, designing a weeping could be done in a simple and clean way, with Just the use of black and white color.