

# Dieter Rams: Ten Principles for Good Design

## 1. Good design is innovative

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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.



El buen diseño es innovador

## 2. Good design makes a product useful

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



El buen diseño hace **útil** un producto

### 3. Good design is aesthetic

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



El buen diseño es **estético**

## 4. Good design makes a product understandable

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



El buen diseño hace un producto **comprensible**

## 5. Good design is honest

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It does not make a product more innovative, powerful, or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.



El buen diseño es **honesto**.

## 6. Good design is unobtrusive

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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 in order to leave room for the user's self-expression.



El buen diseño es **discreto**

## 7. Good design is long-lasting

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It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years—even in today's throwaway society.



El buen diseño hace que un producto sea **duradero**

## 9. Good design is environmentally friendly

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Design makes an important contribution to the preservation of the environment. It conserves resources and minimizes physical and visual pollution throughout the life cycle of the product.



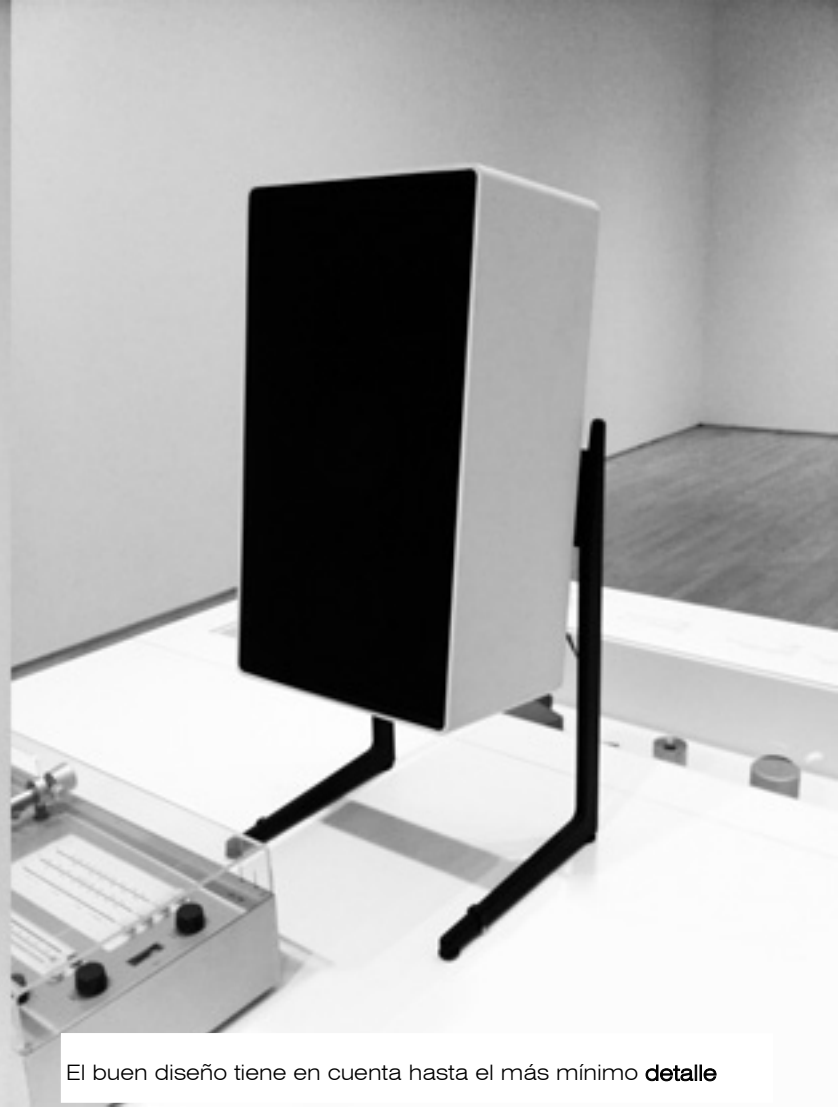
El buen diseño respeta el medio ambiente



## 8. Good design is thorough down to the last detail

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*Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect toward the consumer.*



El buen diseño tiene en cuenta hasta el más mínimo **detalle**

## 10. Good design is as little design as possible

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Less but better—because it concentrates on the essential aspects, and the products are not burdened with inessentials. Back to purity, back to simplicity!



El buen diseño es el menor diseño posible