



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

HND / BA COMPUTER GAMES DESIGN / ANIMATION & VFX

EVOLVING YOUR CREATIVE CRAFT

Dieter Rams – Ten Principles of Good Design



DIETER RAMS: 10 Principles of Good Design

Lecture Contents

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Introduction



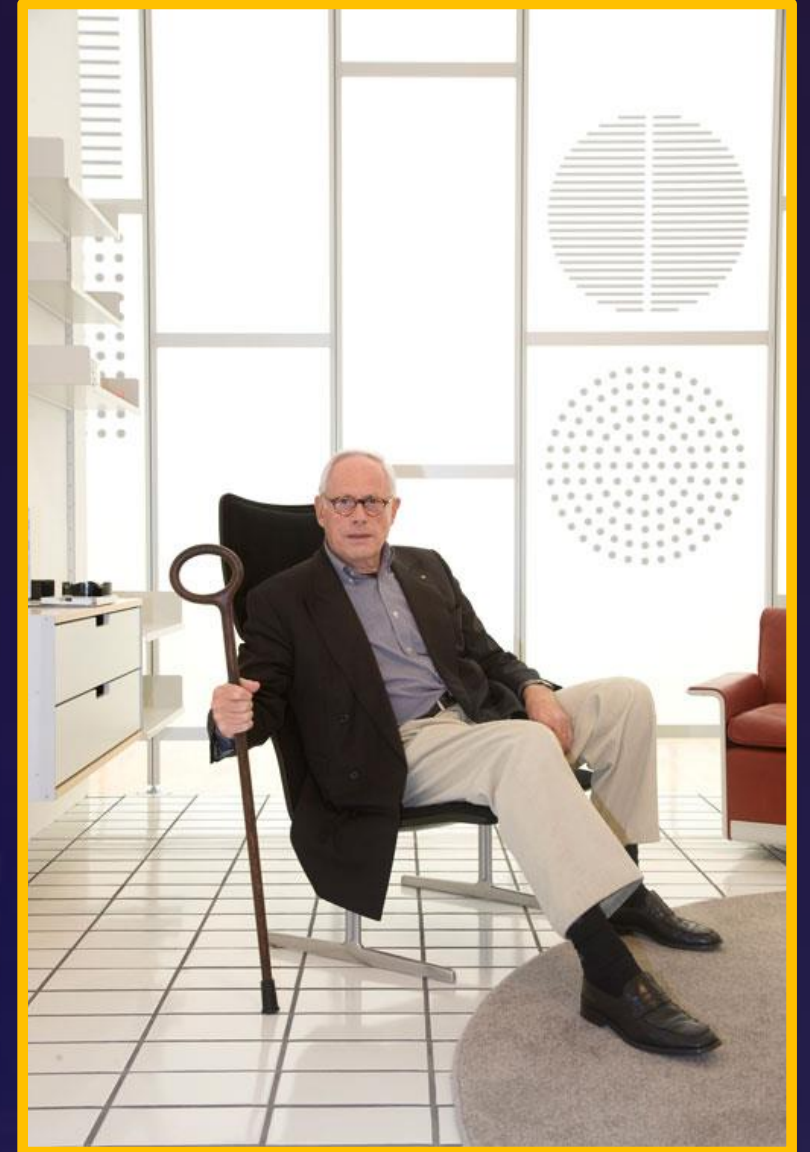
EVOLVING YOUR CREATIVE CRAFT

Dieter Rams – Ten Principles of Good Design

Introduction

Dieter Rams, also **popularly known as the "godfather of design"** is a German industrial designer who found his love for design from his grandfather who was a carpenter. In the 1950s he trained as an **architect**.

In 1955, Rams was offered a job at **Braun**, a German consumer products company, and became involved in **product design**. [1] [2]





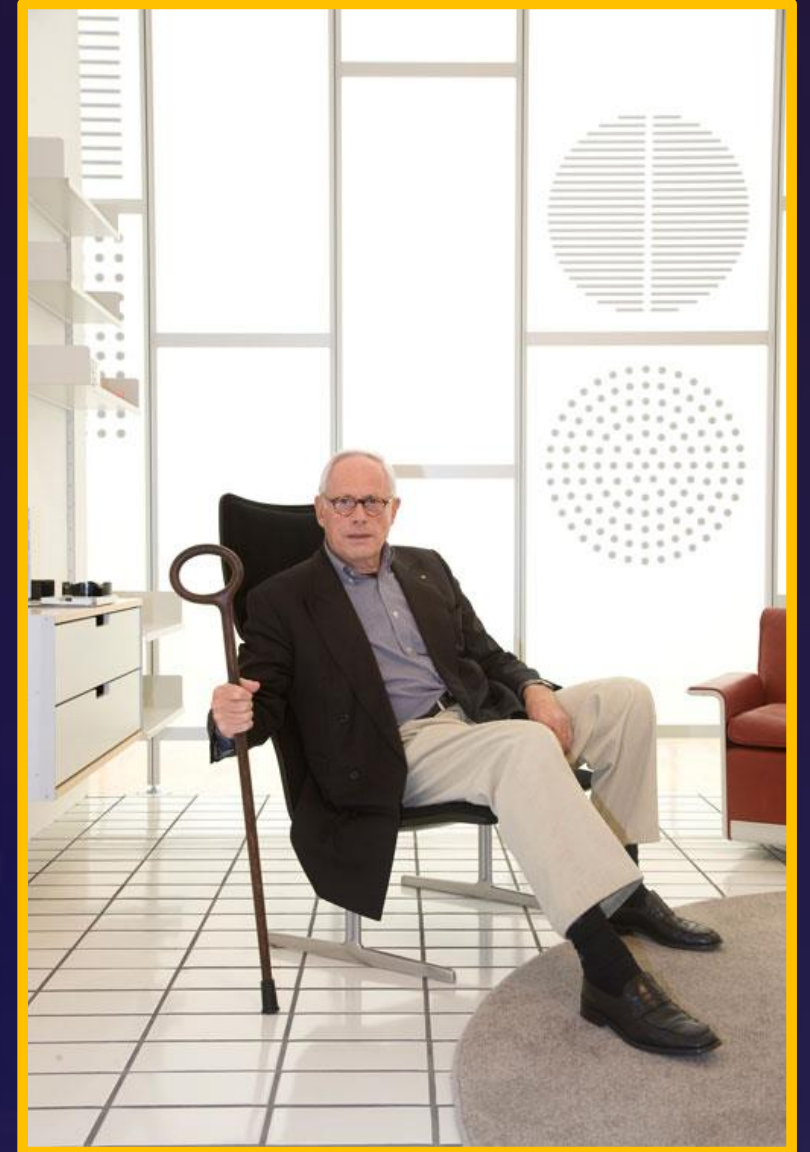
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Introduction

Rams later became the **Head of Design at Braun** and held the position for nearly **35 years**.

Together with his design team, he designed a number of **iconic electrical products and furniture** during the 20th century. [1] [2]





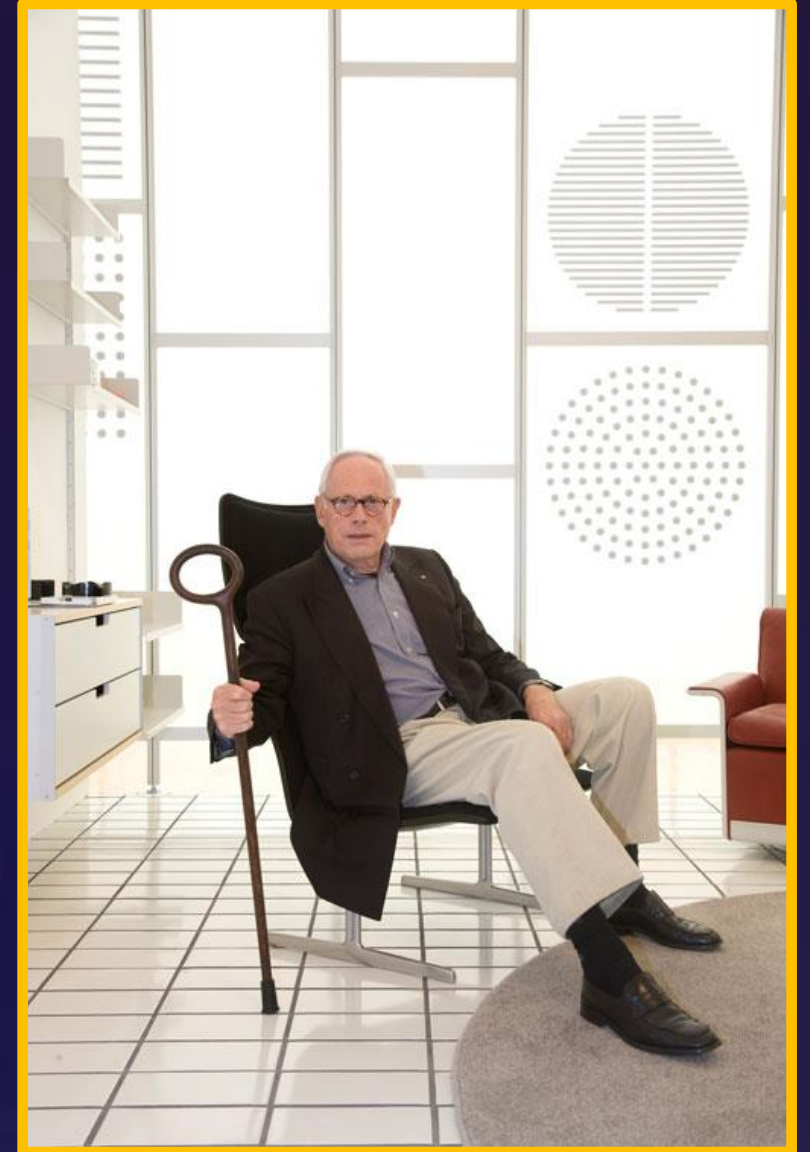
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Introduction

Dieter Rams' **design philosophy** continues to influence the future of design - His **10 Principles for Good Design** can be applied to almost anything you can create, from **physical objects** to **digital products**.

He has been so influential that brands like **Apple** use **his principles as guidelines**. [1] [2]





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The Ten Principles



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Dieter Rams: The Ten Design Principles

- 1 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
- 7 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: The Ten Design Principles

① Good Design is Innovative

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.



Dieter Rams: The Ten Design Principles

② Good Design Makes a Product Useful

A product is bought to be **used**.

It has to satisfy certain criteria, not only **functional**, but also **psychological** and **aesthetic**.

Good design **emphasises the usefulness of a product** whilst disregarding anything that could possibly detract from it.



Dieter Rams: The Ten Design Principles

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.



Dieter Rams: The Ten Design Principles

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**.



Dieter Rams: The Ten Design Principles

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 users **self-expression**.



Dieter Rams: The Ten Design Principles

⑥ Good Design is Honest

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**.



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7 Good Design is Long-Lasting

It avoids being fashionable and therefore never appears antiquated.

Unlike fashionable design, it lasts many years - even in today's throwaway society.



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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 consumer.



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9 Good Design is Environmentally Friendly

Design makes an important contribution to the **preservation of the environment**.

It **conserves resources** and **minimises physical and visual pollution** throughout the lifecycle of the product.



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10 Good Design is as Little Design as Possible

Less, but better - because it concentrates on the essential aspects, and the products are not burdened with non-essentials.

Back to purity, back to **simplicity**.



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Summary



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Summary

Rams' principles are offered here as **information to consider when developing ideas** and designs. As **we are not developing branded products in a real company** these should not be considered mandatory.

The beauty about fictional design is that **we can bend real-world rules** (resources, gravity, culture, purpose, aesthetic standards, etc) to suit our needs.

That said, **observing design principles** and **applying research and knowledge** can **enhance the quality and plausibility** of our creations, making them stronger and more effective.



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Exercise



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Exercise

Artefacts have been brought into the class for the **purpose of analysis** in this session. These props and items **may not be examples of Dieter Rams' design philosophies** at work but are all real-world items and as such:

- **Use real materials and resources**
- **Are designed with a purpose in mind**
- **Display some form of functionality or aesthetic**
- **Have some degree of affordance or innovation**



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Exercise

Feel free to study the items in class and **make note of any details, materials, shapes, purposes**, etc.

Try to link these (and other sources of research) to some of **your design ideas**.



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Any Questions?



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