

# Dieter Rams Connections of Good Design

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for further information

Dieter Rams



Innovation



Usefulness



Aesthetic



Understandable



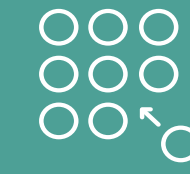
Unobtrusive



Honest



Long Lasting



Thorough



Environmentally  
Friendly



Minimalistic

Dieter Rams is a German Designer who founded 10 Conceptions of Good Design, which serve to articulate what good design means in Western Culture.

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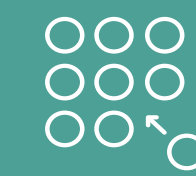
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It's important to note,  
different people, groups  
and cultures have their own  
conceptions. This is just  
one person's take on Good  
Design!



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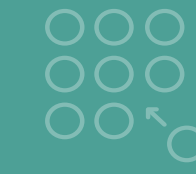
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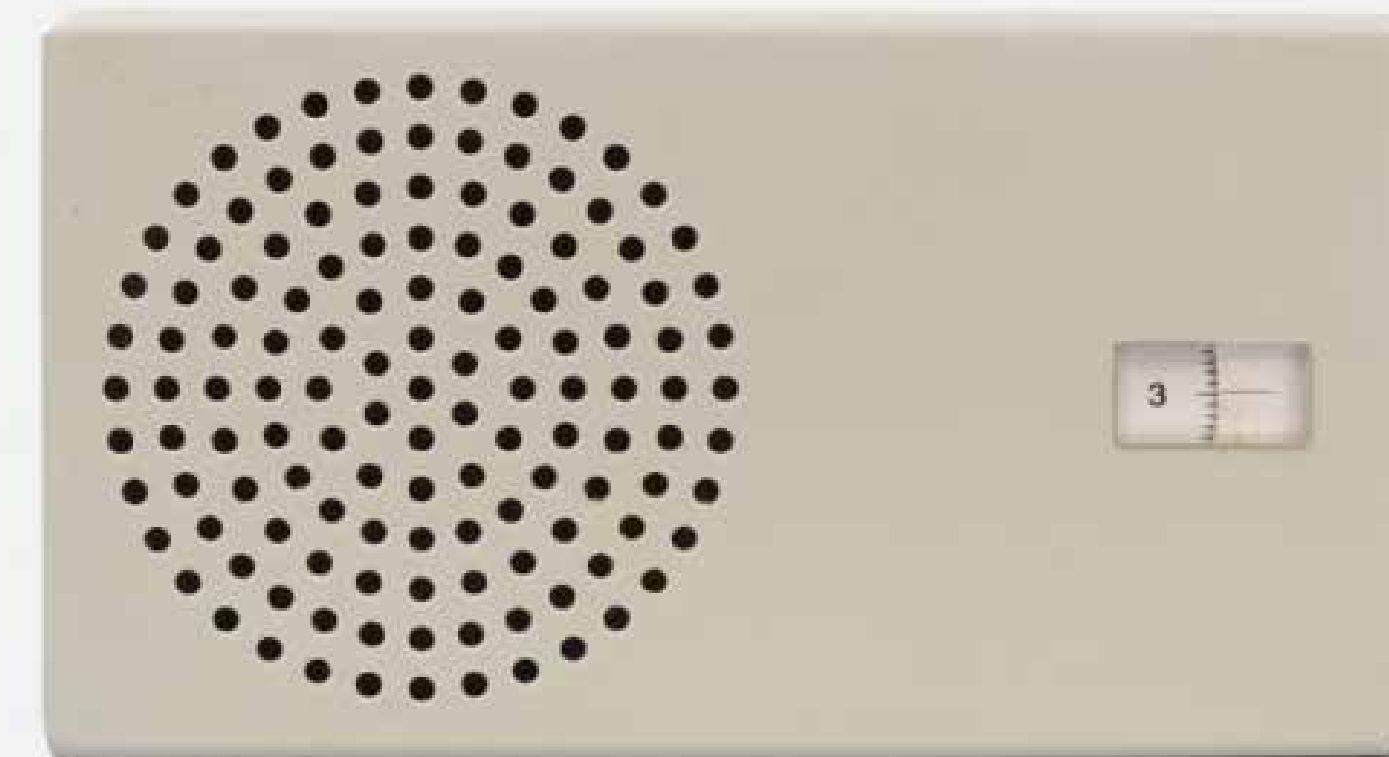


Environmentally  
Friendly



Minimalistic

Good design has to be new  
and novel.



1. Good design  
is innovative.



Innovation



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Good design needs to  
serve a function more than  
just look good.



2. Good design  
makes a product  
useful.

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...But it also does need to  
look good :)



3. Good design  
is aesthetic.



Innovation



Usefulness



Aesthetic



Understandable



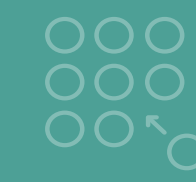
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Good design needs to be intuitive and easy to understand.



4. Good design makes a product understandable.

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Good Design shouldn't be  
over the top.



5. Good design  
is unobtrusive.



Innovation



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Aesthetic



Understandable



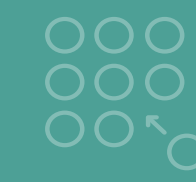
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Good Design should do  
exactly what it says it does.



6. Good design  
is honest.



Innovation



Usefulness



Aesthetic



Understandable



Unobtrusive



Honest



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Minimalistic

Good Design should be long lasting and hard wearing, as well as timeless in it's style.



7. Good design is long-lasting.



Innovation



Usefulness



Aesthetic



Understandable



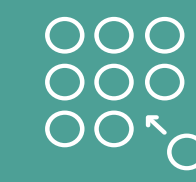
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Minimalistic

Every detail needs to  
be well thought out and  
resolved fully.



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



Innovation



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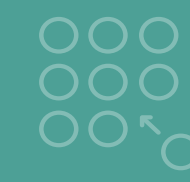
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Good design must consider and respond to environmental considerations.



9. Good design is environmentally friendly.



Innovation



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Minimalistic

Good design must be as simple as possible, with no unnecessary details.



10. Good design is as little design as possible.