D.E.S.I.G.N.

Six qualities of good design

D — **Durable**
Long-lasting, reliable, robust, quality construction.

E — **Effective**
Useful, functional, innovative, fit for purpose.

S — **Simple**
Understandable, intuitive, unobtrusive, minimal.

I — **Innovative**
Original, purposeful, thoughtful, creative.

G — **Genuine**
Honest, authentic, transparent, considered.

N — **Nature-friendly**
Sustainable, resource-conscious, recyclable, environmentally responsible.

Dieter Rams' ten principles

Good design is...

01 **Innovative**
Opens up new possibilities, keeping pace with what technology allows.

02 **Useful**
Serves a purpose first; anything that gets in the way of function is left out.

03 **Aesthetic**
Beauty comes from well-made things; everyday objects shape how we feel.

04 **Understandable**
Structure and use are clear at a glance; the product explains itself.

05 **Unobtrusive**
A tool, not decoration: neutral and restrained, leaving room for the user.

06 **Honest**
Never exaggerates its value or manipulates the person using it.

07 **Long-lasting**
Avoids fashion and trends, so it never feels dated.

08 **Thorough to the last detail**
Nothing is arbitrary or left to chance; care and accuracy show respect.

09 **Environmentally friendly**
Conserves resources and limits pollution across its whole life.

10 **As little design as possible**
Less, but better: focused on the essentials, free of clutter.

Ten principles of good design by Dieter Rams, summarised by the D.E.S.I.G.N. acronym.