

10 Design Principles for a Better World

01

Good design has a reason to exist

No more designing for design's sake, every product must have a valid reason to be brought into the world and we must consider the rationale for each aspect of that product throughout the design process.

04

Good design is thorough through to end-of-life

Design considers both the creation, use and destruction of products and works to minimise the impact of each stage of the life cycle.

07

Good design is people and planet-centred

Whilst we design for users, if we do not put the needs of our planet at the centre of our design process we are effectively putting those same people at risk.

10

Good design is considered down to the last detail

The level of care and attention to detail in an object is apparent and results in an affinity and an appreciation that builds a longer lasting relationship between user and product.

02

Good design is inclusive

A diverse design team produces better outcomes. A wider range of viewpoints is likely to identify more challenges and opportunities not just for improving sustainability, but for meeting the needs of a wider audience.

05

Good design is designed for appropriate lifespan

Design should be long-lasting where there is likelihood of it remaining relevant and desirable. In which case avoid trends, design for upgrade or adaptability. Otherwise design for a finite life and ensure the product does not remain on the planet forever.

08

Good design encourages positive behaviour change

The influence of our work should extend beyond its use, we should endeavour to affect positive behaviour change in our users.

03

Good design is built on honesty

Honesty and transparency is key, between manufacturer, designer, brand and consumer. We need to be able to understand the environmental implications of the decisions that we make in order to take responsibility for them.

06

Good design is intuitive

Over complicated design features and functionality which confuse the user, or require prior knowledge, prevent the user both using the product and passing it on to someone else.

09

Good design is beautiful

Designs should bring joy to the user both through aesthetic and user experience.

Based on Dieter Rams famous 10 Principles for Good Design written in 1976, this update has been created to better suit today's world, and emphasize the responsibility we have as designers to make the right decisions for both people and planet.