A collection of Rules and principles for and from Design Practice

Some people collect stamps, we collect rules: funny ones, stupid ones, useful, the best of the best…
like for example the Gestalt-rules. Break them only if you know them (*rule no. 18*).

1. Just talking is not enough
2. Learning through visualisation, hands-on experimentalism, and creating quick prototypes
3. Be integer
4. Have a spirit of goodness
5. Make a plan…
6. Stay focus on topic
7. Follow the Vitruvian Virtues (Utilitas, Venustas, Firmitas)…
8. …and Dieter Rams 10 principles for good design
9. Tell visual Stories (*Felix's PPiPP principle ⇒ Put Pictures into your ~~Power Point~~ Presentation*)
10. Work interdisciplinary
11. Be ready to say no
12. Stay open-minded
13. Make your workspace a Living Art Memoria (as a technique of remembering)
14. Structure your data
15. Name your files
16. Back-up
17. Practice design – not decoration
18. Break the rules only if you know them (ART+COM Studios)
19. The No Asshole Rule
20. Keep it simple, stupid (*the KISS principle*)
21. The unspectacular things are the important things (Dieter Rams)
22. Ask Why/reflect
23. Form teams
24. Be a hard worker
25. Create an atmosphere of debate and a culture of constructive controversy (ART+COM Studios)
26. Make the world a much better place, by design, in every moment
27. Encourage wild ideas
28. Have an eye on the future
29. Have a passion for change
30. Trust your colleagues, share challenge and responsibility (ART+COM Studios)
31. Share experiences, knowledge and results, internally and externally (ART+COM Studios)
32. Stay motivated to experiment
33. Build on the experience of others
34. Failing means learning
35. Venture outside the box ⇒ Forget about the box!
36. Play and Enquire
37. Enjoy collaborative Ideation
38. Create more value then you capture
39. Fail often to succeed sooner
40. Chaos can be constructive
41. Have the courage to fail (ART+COM Studios)
42. Rapid (!) prototyping

43. Have an identifiable attitude (ART+COM Studios)
44. Do things nobody has done before
45. DIY
46. Teach (ART+COM Studios)
47. Take risks
48. Have an eye on design
49. Anyone who has nothing to communicate looks for style, anyone who lives by materialism honours the spirit, anyone who does business is furthering culture. (Otl Aicher)
50. Develop your professional skills
51. Cross borders
52. Support and be supported
53. Network
54. If you can't make it good, make it big.
55. If you can't make it big, make it red.

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