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 \Rightarrow 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

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- 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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