# 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. Modularity & Hackability by Design (Projekte werden von Anfang an so gestaltet, dass sie erweiterbar, reparierbar und neu konfigurierbar sind: steckbare Module, standardisierte Schnittstellen, leicht zugängliche Schraub- statt Klebeverbindungen!)
2. Remix und Hack (Vorhandene Dinge werden umgebaut, „gehackt" oder kombiniert, um neue Funktionen zu erzeugen. Remix meint bewusste Weiterentwicklung existierender Projekte statt reinem Neuanfang.)
3. Community Impact & Empowerment (Projekte sollen nicht nur technisch „cool" sein, sondern Menschen befähigen: z.B. assistive Technologien, Bildungs-Tools, Reparaturinitiativen oder lokale Infrastruktur-Prototypen.)
4. Just talking is not enough
5. Learning through visualisation, hands-on experimentalism, and creating quick prototypes
6. Be integer
7. Have a spirit of goodness
8. Make a plan…
9. Stay focus on topic
10. Follow the Vitruvian Virtues (Utilitas, Venustas, Firmitas)…
11. …and Dieter Rams 10 principles for good design
12. Tell visual Stories (*Felix's PPiPP principle ⇒ Put Pictures into your ~~Power Point~~ Presentation*)
13. Work interdisciplinary
14. Be ready to say no
15. Stay open-minded
16. Make your workspace a Living Art Memoria (as a technique of remembering)
17. Structure your data
18. Name your files
19. Back-up
20. Practice design – not decoration
21. Break the rules only if you know them (ART+COM Studios)
22. The No Asshole Rule
23. Keep it simple, stupid (*the KISS principle*)
24. The unspectacular things are the important things (Dieter Rams)
25. Ask Why/reflect
26. Form teams
27. Be a hard worker
28. Create an atmosphere of debate and a culture of constructive controversy (ART+COM Studios)
29. Make the world a much better place, by design, in every moment
30. Encourage wild ideas
31. Have an eye on the future
32. Have a passion for change
33. Trust your colleagues, share challenge and responsibility (ART+COM Studios)
34. Share experiences, knowledge and results, internally and externally (ART+COM Studios)
35. Stay motivated to experiment
36. Build on the experience of others
37. Failing means learning
38. Venture outside the box ⇒ Forget about the box!
39. Play and Enquire
40. Enjoy collaborative Ideation
41. Create more value then you capture
42. Fail often to succeed sooner

43. Chaos can be constructive
44. Have the courage to fail (ART+COM Studios)
45. Rapid (!) prototyping
46. Have an identifiable attitude (ART+COM Studios)
47. Do things nobody has done before
48. DIY
49. Teach (ART+COM Studios)
50. Take risks
51. Have an eye on design
52. 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)
53. Develop your professional skills
54. Cross borders
55. Support and be supported
56. Network
57. If you can't make it good, make it big.
58. If you can't make it big, make it red.