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A collection of Rules for and from Design Practice

The following rules are a collection of statements that I worshipped over the years. Sometimes pretty challenging but I strongly believe in those:

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. The No Asshole Rule (see also picture below)
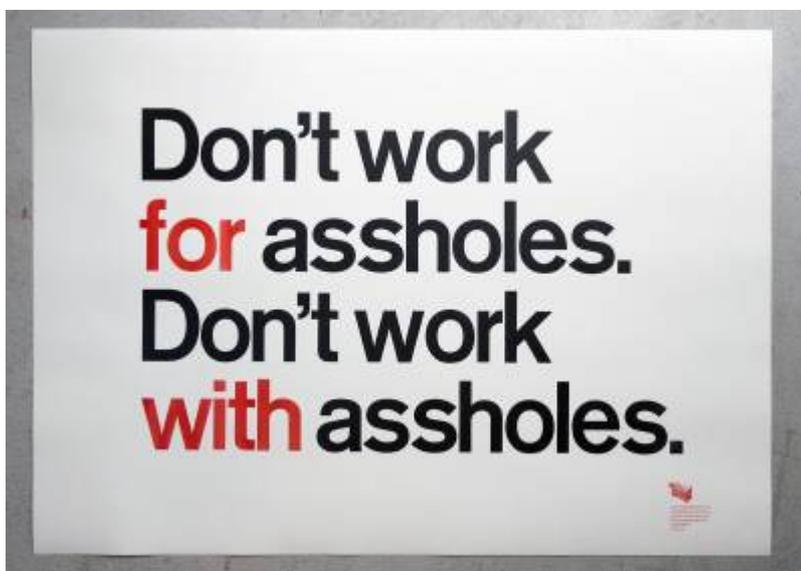
Don't work for assholes. Don't work with assholes. Poster by Erik Spiekermann. 98€.

The list below shows a collection of rules that I heard/read more than two times at least. I agree with most of them…

- Keep it simple, stupid (*the KISS principle*)
- The unspectacular things are the important things (Dieter Rams)
- Ask Why/reflect
- Form teams
- Be a hard worker
- Create an atmosphere of debate and a culture of constructive controversy (ART+COM Studios)
- Make the world a much better place, by design, in every moment
- Encourage wild ideas
- Have an eye on the future
- Have a passion for change
- Trust your colleagues, share challenge and responsibility (ART+COM Studios)
- Share experiences, knowledge and results, internally and externally (ART+COM Studios)
- Stay motivated to experiment
- Build on the experience of others
- Failing means learning
- Venture outside the box ⇒ Forget about the box!
- Play and Enquire
- Enjoy collaborative Ideation
- Create more value then you capture
- Fail often to succeed sooner
- Chaos can be constructive
- Have the courage to fail (ART+COM Studios)
- Rapid (!) prototyping
- Have an identifiable attitude (ART+COM Studios)

- Break rules only if you know them (ART+COM Studios)
- Do things nobody has done before
- DIY
- Teach (ART+COM Studios)
- Take risks
- Have an eye on design
- 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)
- Develop your professional skills
- Cross borders
- Support and be supported
- Network

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