

DESIGN GOALS



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SYNTHESIS IS BASED ON THE PRINCIPLES OF GERMAN DESIGN.

SYNTHESIS begins each project with a briefing by the client and an examination of the defined objectives. The primary goal is to highlight the project's aims, shape, colour, materials and product construction. Parallel to this, SYNTHESIS always considers the following 10 rules set up by Dieter Rams:

- 1. Good design is innovative.**
If it is not new, there is no need to develop it again.
- 2. Good design makes a product useful and versatile.**
It must be understandable and safe to use, otherwise the product is meaningless.
- 3. Good design is aesthetic.**
We, mankind, are products of our environment. Just as the design of our environment has a major influence on our feelings and behaviour, the product design must also influence us positively in a sensual and meaningful way.
- 4. Good design makes the product understandable.**
Technical devices, in particular, tend to offer many hidden functions. People tend to act spontaneously and hence, the benefits of the product must be apparent and self-explanatory at a glance. The messages the brand wishes to deliver must also be apparent. If a brand aims to make a certain claim, the product itself should express this in nonverbal form.
- 5. Good design is unobtrusive.**
The product must wait in the background giving its user freedom and convenience until such time as it is needed.
- 6. Good design is honest.**
It shows what a product can and cannot do. A good product never promises more than it can deliver.
- 7. Good design is long-lasting.**
A good product is not only durable but its shape, colour, and design should be pleasing to the eye over time.
- 8. Good design is thorough down to the last detail.**
People are critical and the product will be examined very carefully before it is enjoyed. Products that are used often are also the most successful.
- 9. Good design is environmentally-friendly.**
As products are created from natural resources their production costs must be proportionate to the benefits offered by the product. With the number of potential users rising and because natural resources are limited, products must be created sparingly. They must be durable and easy to dispose of. The resources which are converted to products need to serve as many people as possible without becoming a burden to the environment.
- 10. Good design is as little design as possible.**
Design is only convincing if its meaning is clear. Excessive innovation and gimmicky illusion only frighten people and prevent the product from fulfilling its true purpose - helping people in their daily lives.

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