Apple Design Guidelines

• What is in here?
The advantage and downfall of design guidelines

- Pro’s
- Con’s

Outstanding problems in design

- When to break with convention?
  - Innovation vs. leveraging conventions
What makes for good design?

• Dieter Rams
  Head of design at Braun for 30 years, many of his designs are currently on display at MoMa and other museums
Dieter Rams – Design Guidelines

- Good design is innovative
- Good design makes a product useful
- Good design is aesthetic
- Good design helps us to understand a product
- Good design is unobtrusive
- Good design is honest
- Good design is durable
- Good design is consequent to the last detail
- Good design is concerned with the environment
- Good design is as little design as possible

Good design is innovative

- Explores new ideas/possibilities
- Best designs sometimes based on what users didn’t know they needed
Good design makes a product useful

- Should meet a need, and meet it well

Good design is aesthetic

- Absolute functionality without compromising aesthetics
Good design helps us to understand a product

- Form should follow function
- Affordances built in to discover use

Good design is unobtrusive

- Keep it simple
Good design is honest

- Do what you do well, don’t embellish or detract

Good design is durable

- Design for durability
Good design is consequent to the last detail

- If you have a model or metaphor, stick to it religiously

Good design is concerned with the environment

- Concerned both with the user environment and sustainability
Good design is as little design as possible (1)

Good design is as little design as possible (2)