

The designindustry Design Principles:

<p style="text-align: center;">↑</p> <p style="text-align: center;">PROCESS PRINCIPLES</p> <p style="text-align: center;">↓</p> <p style="text-align: center;">↑</p> <p style="text-align: center;">QUALITY PRINCIPLES</p> <p style="text-align: center;">↓</p>	<p>Enhancement</p> <p>Design changes the status quo for the better by addressing an opportunity or need</p>
	<p>Expansion</p> <p>Design throws open the possibilities and 'disrespects precedent' to generate creative alternatives</p>
	<p>Eclecticism</p> <p>Design effectively draws on complementary disciplines such as psychology, fashion, technology and art</p>
	<p>Contraction</p> <p>Design filters alternatives by considering the constraints of the real world such as cost and organisation capacity, goals and values</p>
	<p>Contextuality</p> <p>Design considers internal contexts such as production cost and manufacturability and external contexts such as market environment and culture</p>
	<p>Simplicity</p> <p>Design is logical, restrained and focused on core purpose</p>
	<p>Functionality</p> <p>Design ensures appropriateness for getting the 'job done right'</p>
	<p>User-focus</p> <p>Design empathises with the user, and seeks to empower and make an emotional connection</p>
	<p>Prescience</p> <p>Design predicts and delivers on what will be demanded tomorrow, not just today</p>
	<p>Sustainability</p> <p>Design's use of resources caters to present and future needs</p>

