

A006 principles

The rational part of the creative process that is the basis of good design is based on the fundamental principles that we find in any good product of design, architecture and urbanism:

- form follows function
- simplicity
- strong and recognizable idea
- respect for energy
- use of the most suitable existing technology.

The application of these principles must respect the concept of coherence in the sense that their application should be coordinated in such a way as to allow the consistent affirmation and recognition of the idea on which the project is based.

SIMPLICITY

The KISS principle (Keep It Simple Stupid) is known and applied in various fields (from the military to marketing) for the elaboration of strategies.

The central concept behind this principle is that high quality design tends to make the product as simple as possible and intuitive to use. Simplicity should be a strategic goal of any creative enterprise.

TOUCH SCREEN DEVICES

What is more simple and straightforward than a touch screen? Just place it in the hands of a small child and he will begin to explore the hidden content in an intuitive manner.

After a short time, if the applications are designed in an intelligent way, the child is able to move at will in the new digital world, hobnobbing with the most disparate games, making it gush images and sounds, and in the same way giving orders to his house.

