

The Laws of Simplicity / John Maeda

Law 1: REDUCE

The simplest way to achieve simplicity is through thoughtful reduction.

Law 2: ORGANIZE

Organization makes a system of many appear fewer.

Law 3: TIME

Savings in time feel like simplicity.

Law 4: LEARN

Knowledge makes everything simpler.

Law 5: DIFFERENCES

Simplicity and complexity need each other.

Law 6: CONTEXT

What lies in the periphery of simplicity is definitely not peripheral.

Law 7: EMOTION

More emotions are better than less.

Law 8: TRUST

In simplicity we trust.

Law 9: FAILURE

Some things can never be made simple.

Law 10: THE ONE

Simplicity is about subtracting the obvious, and adding the meaningful.