

1. Designers are innovators and teachers.

We share perspectives and concepts that challenge and expand understanding. Innovation is essential because design must move society forward, not repeat what already exists.

2. Design requires imagining the bigger picture.

If the designer cannot see the project alive in the world, then they need a new subject. A concept must live in the imagination before it can carry a physical purpose.

3. Good design is defined by fulfillment.

Whether it is "good" is up to anyone. For the designer, if the project fulfills their values, then the design is good.

4. Design is art that emphasizes function.

Functional design must consider the user's physical, emotional, and social concerns. It blends creativity with responsibility to the audience.

5. Design should be intuitive.

Technology is a tool for refinement. Our hands and instincts guide us toward what feels real. This connects your design to the human experience in ways a computer cannot.

6. Personal values outweigh professionalism.

If a project feels draining or harmful, it does not need to be pursued. Values always come through in the work, honor them.

7. Good design is malleable.

Feedback is not a threat but an opportunity to create greater impact. Listening strengthens design, especially when creating for the masses.

8. Every element should aid the concept.

Less does not equal more. Every detail can be essential to the success of the work.

Framework