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.