

# Ten principles of graphic design

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Summarized version, as a decalogue.

## **1. Conventionality**

The sign must be configured according to some combination of culturally active graphic codes. The concept of “new graphic languages” is absurd: if a language is new, it is not understandable.

## **2. Occurrence**

Occurrence compensates conventionality by giving relevance to the message. However, the level of atypicalness required isn't always the maximum possible. Each case requires a different level of occurrence.

## **3. Effectiveness**

The sign must fulfill, at least, all the functions it has been created for. Values, such as aesthetics, cannot subordinate the effectiveness of the graphic communicate and can, instead, empower it.

## **4. Property**

The sign must be inscribed in the sender's identity paradigm. The signature is not enough: the communicate itself must identify the sender. Identity isn't about talking about the sender, it's about talking like the sender.

## **5. Respect**

As it occurs with the sender, graphic must be adjusted to and respect the receiver's codes. It speaks for him, so he can understand.

## **6. Pertinence**

The sign must be adjusted to the registry of the communicational link established between sender and receiver. Only knowing that link it is possible to establish the proper tone for each occasion.

## **7. Density**

Between what's empty and what's full there must be a relation of meaning. The sign must be saturated, that is, lacking of zones deprived of meaning. If when eliminating an element nothing is lost, is because that element was unnecessary.

## **8. Economy**

Wasting is communicationally negative. The sign must not contain superfluous redundancy or graphic excess.

## **9. Transparency**

The sign must lack parasitary significations that operate as noise to its specific message.

## **10. Anonymity**

The sign must be autonomous, reference-free in regards of its production process or its author. The sign isn't its production process' story: it belongs to the sender and its creation must become invisible.

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