



PmC Conference
2008

THE DIRTY DOZEN DOMINATUS OF DESIGN

Some dos and don'ts when designing or creating
by Chris Darway & Barbara Becker Simon

- 1 Do not copy from some one else's bad design. If you must steal, steal from the best!
- 2 Hand made is not an excuse for bad craftsmanship.
- 3 Do not make it bigger and paint it red. This only works with sculpture.
- 4 Do not pick subject mater just for shock value.
- 5 Beware of the one liner.
- 6 Nothing goes out of fashion as fast as fashion. Oscar Wilde?
- 7 Do not write, inscribe, or print your philosophy on a piece of work.
Not everyone understands your language and why bore those who do?
- 8 Do not design a piece to a price point.
- 9 Do not make a design you think people will like.
Design with honesty and they will come.
- 10 Thinking shiny is not a solution for designing badly.
- 11 Do not live by Horror Vacui / Cenophobia.
- 12 Liver of sulfur does not hide mistakes .High contrast reveals all.
- 13 Being published does not mean it is good.
- 14 Beware of the cult of the cute.
- 15 Try to be original.
- 16 It's OK to borrow from the past and make it your own.
- 17 A gem stone should not be an after thought.
- 18 Do not rely on texture to carry the piece.*
*Yes there are more then 12