

The Laws of Simplicity – John Maeda

1. REDUCE
 - a. The simplest way to achieve simplicity is through thoughtful reduction.
2. ORGANIZE
 - b. Organization make a system of many appear fewer.
3. TIME
 - c. Savings in time feel like simplicity.
4. LEARN
 - d. Knowledge make everything simpler.
5. DIFFERENCES
 - e. Simplicity and complexity need each other.
6. CONTEXT
 - f. What lies in the periphery of simplicity is definitely not peripheral
7. EMOTION
 - g. More emotions are better than less.
8. TRUST
 - h. In simplicity we trust.
9. FAILURE
 - i. Some things can never be made simple.
10. THE ONE
 - j. Simplicity is about subtracting the obvious and adding the meaningful.

Three Keys

1. AWAY
 - a. More appears like less by simply moving it far away.
2. OPEN
 - b. Openness simplifies complexity.
3. POWER
 - c. Use less, gain more.