

1. FORM AND FUNCTION

The two can live in harmony, the trick is to realize that pure function can be in beautiful form - like a txt msg.

2. INTERACTIONS SPEAK LOUDER THAN WORDS

You can talk all you want about something. But, just like show and tell, its only when you pass it around for others to see that it becomes more than a production.

3. BE AFRAID

“Fear is the beginning of all wisdom”. Always be afraid that you don’t know what you’re doing - have the confidence that you do. *And* pursue a healthy balance.

4. YOU CAN’T POLISH A SNEAKER

Don’t try to sell a hollow idea as something more. Start with something solid, something that’ll look good polished.

6. BEAUTIFUL SIMPLICITY

Designing *and* writing simple is difficult. Understanding this challenge is what makes concise so beautiful.

6. IF EVERYTHING IS IMPORTANT, NOTHING IS

A clear hierarchy and focus of information is a core principle in design. This is true in all areas of communication.

7. RETURN ON INVOLVEMENT

Some believe meetings are a waste of time - a lot of times they are. Although, including the people who will be involved is well worth the investment.

8. THE BEST IDEA IS BOSS

Ideas should be judged solely on their own merit. An amazing idea can come from anyone. Empower this by *letting go* of ego and title - its the best way to make the “boss” happy.

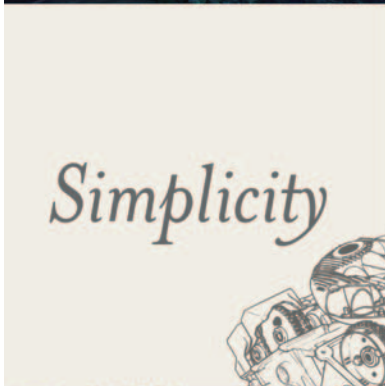
9. DESIGN IN 3s

This simple approach works well in aesthetics and communication. It hardly ever fails.

10. STAY FRESH

Read and learn. Experiment and explore. *Never* quit pursuing your passion and trade.





FedEx

1. Fed Ex Package
Influences you with a package that contains a pre-paid phone - something you know, someone you know and are all social sites.

2. Interactive
Users are prompted to share content with their friends and family.

3. Inactive
Users are prompted to get their phone recharged by the system. And they can use their phone to get their phone recharged.

Visual Damage
Users are prompted to get their phone recharged by the system. And they can use their phone to get their phone recharged.

Some things are not meant to be shared.

