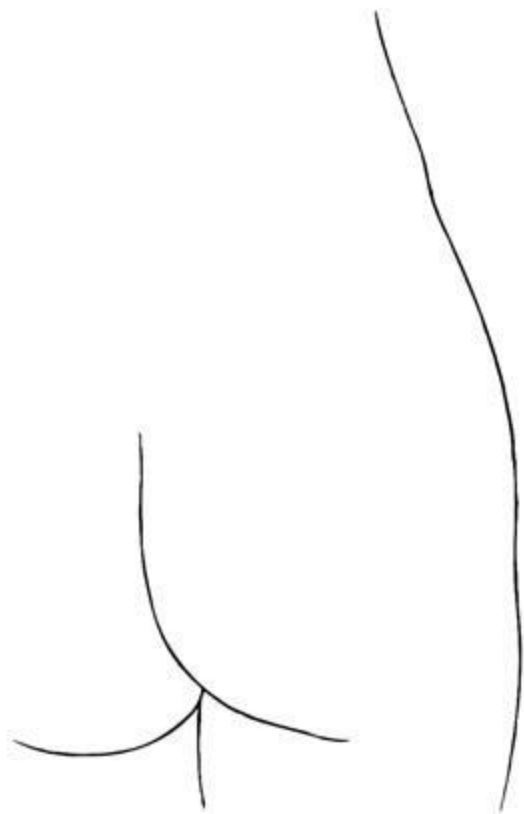


**1975  
NEW CARS**



**LESS IS MORE**





PICASSO

Simplicity is nature's first step, and the last of art.

**Philip James Bailey**












A simple product inhabits **fitness**, it is suited for its **purpose**.

Simplicity is the key to happiness in the modern world

Dalai Lama



Dictionary: **simplicity** (sĭm-plĭs'ĭ-tē) 

---

*n., pl. -ties.*

1. The property, condition, or quality of being simple or uncombined.
2. Absence of luxury or showiness; plainness.
3. Absence of affectation or pretense.
4.
  - a. Lack of sophistication or subtlety; naiveté.
  - b. Lack of good sense or intelligence; foolishness.
5.
  - a. Clarity of expression.
  - b. Austerity in embellishment.

[Middle English *simplicite*, from Old French, from Latin *simplicitās*, from *simplex*, *simplic-*, simple.]

Simplicity goes beyond a term like “good user interface,” which has become so broad, it has little clear meaning. Simplicity is a goal with precision. *Simplicity* means streamlining, pruning clutter, cleaning up presentation, and improving the initial experience with a product. But Simplicity is more than just making a cute product for technophobes. Simplicity streamlines and optimizes use, as well. Power users don't want to follow a complex sequence of steps any more than the novice user: Simplicity has value for everyone.



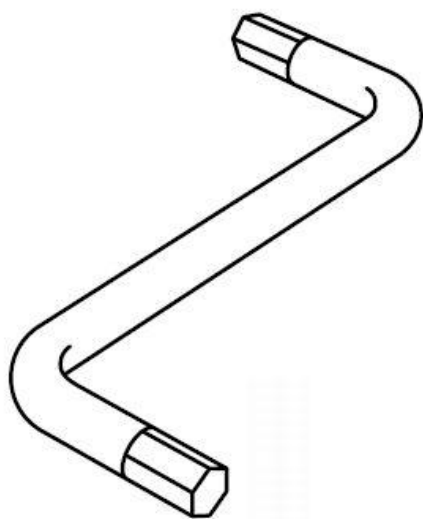
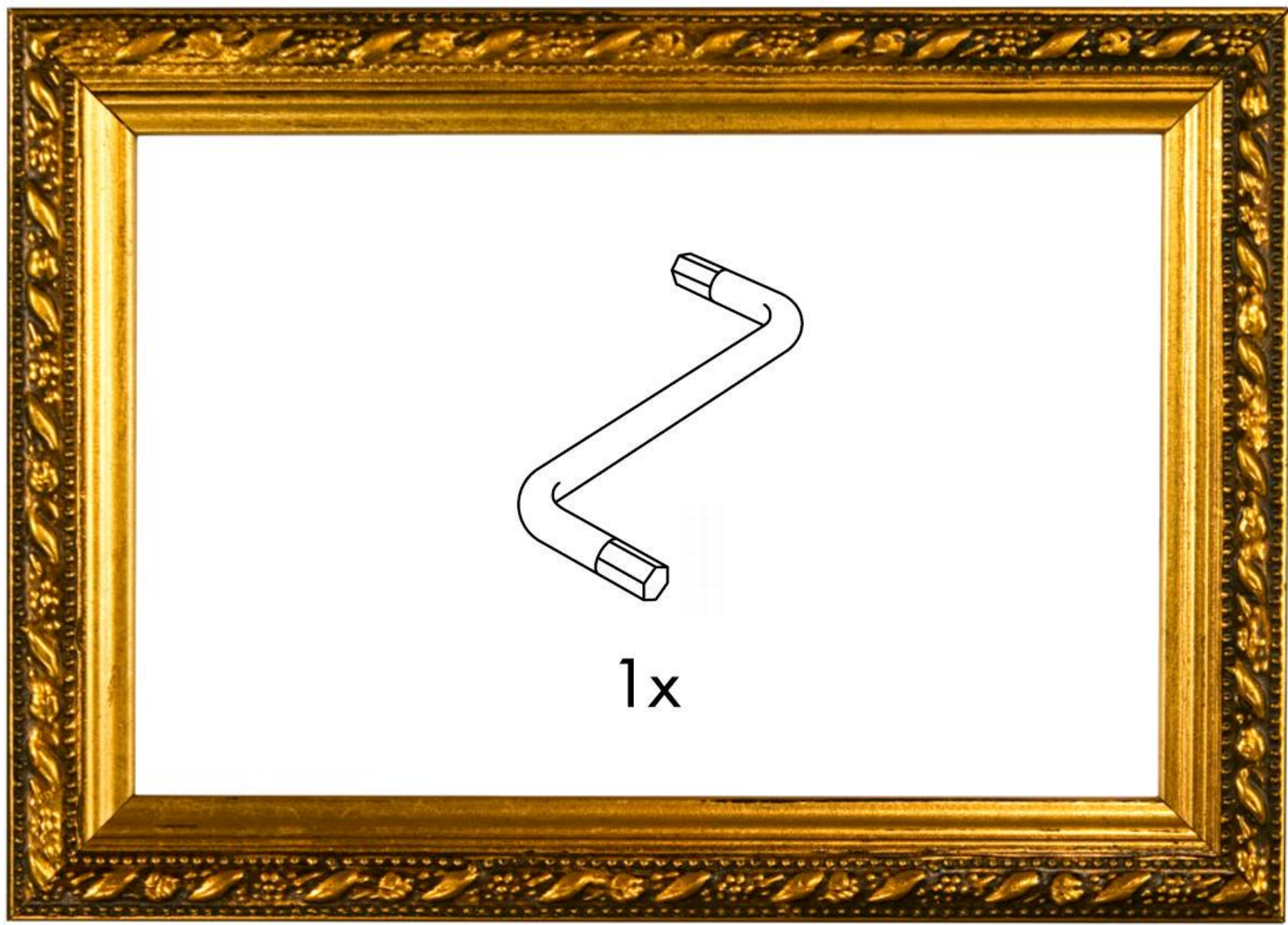
Divide each difficulty into as many parts as is feasible and necessary to resolve it.

**René Descartes**









1x



Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity.

**Charles Mingus**



A simple product has all the **properties** that are needed for its specific purpose.





Simplicity requires serious **thought** and **effort**.

Designing for simplicity is a real balancing act.





less is more.





Simplicity is not  
just a matter of  
reduction.





form follows function.



*Ceci n'est pas une pipe.*



Simplicity means the achievement of maximum effect with minimum means.

Koichi Kawana



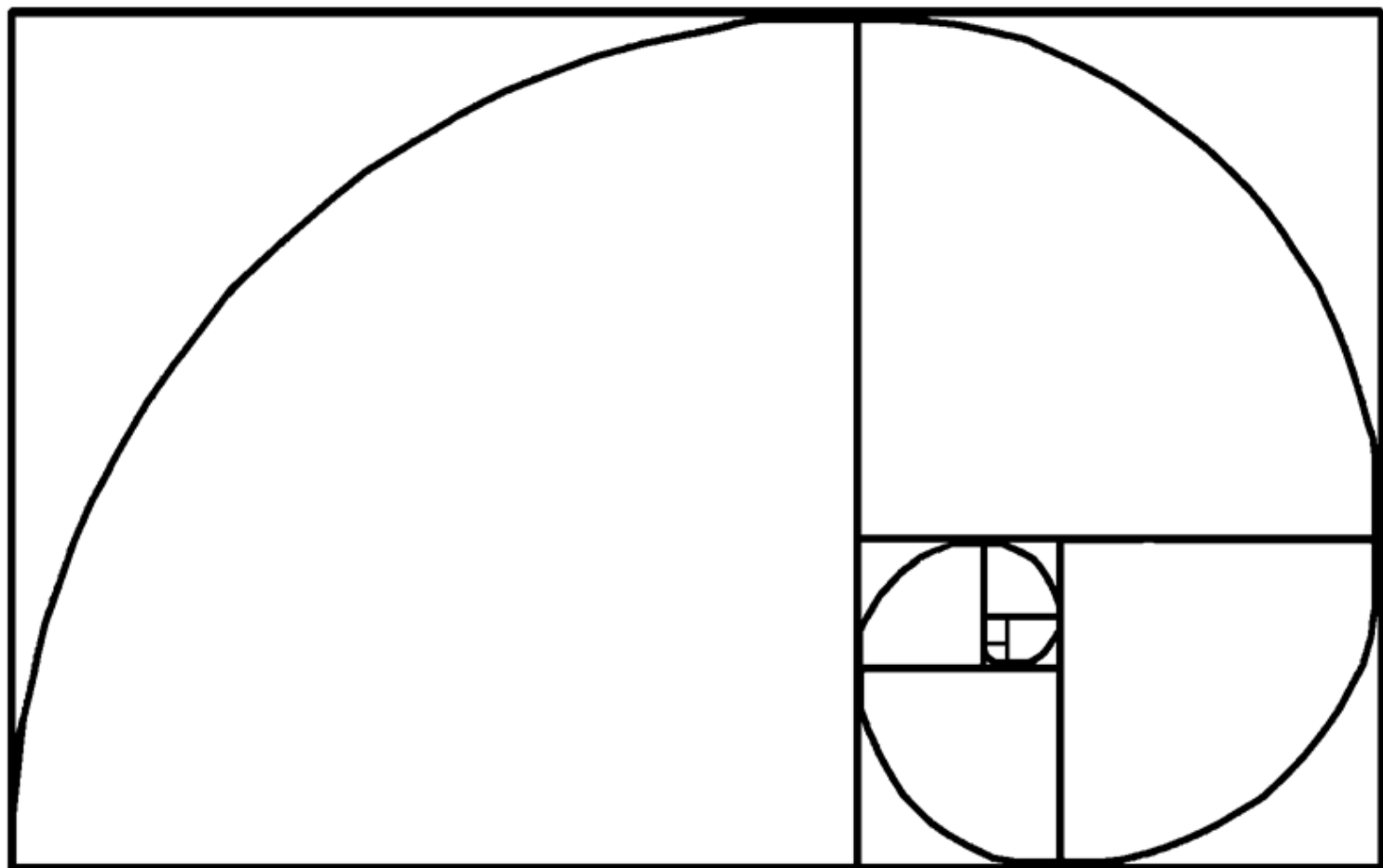
Simplicity is about unifying, to make something meaningful out of separate pieces.

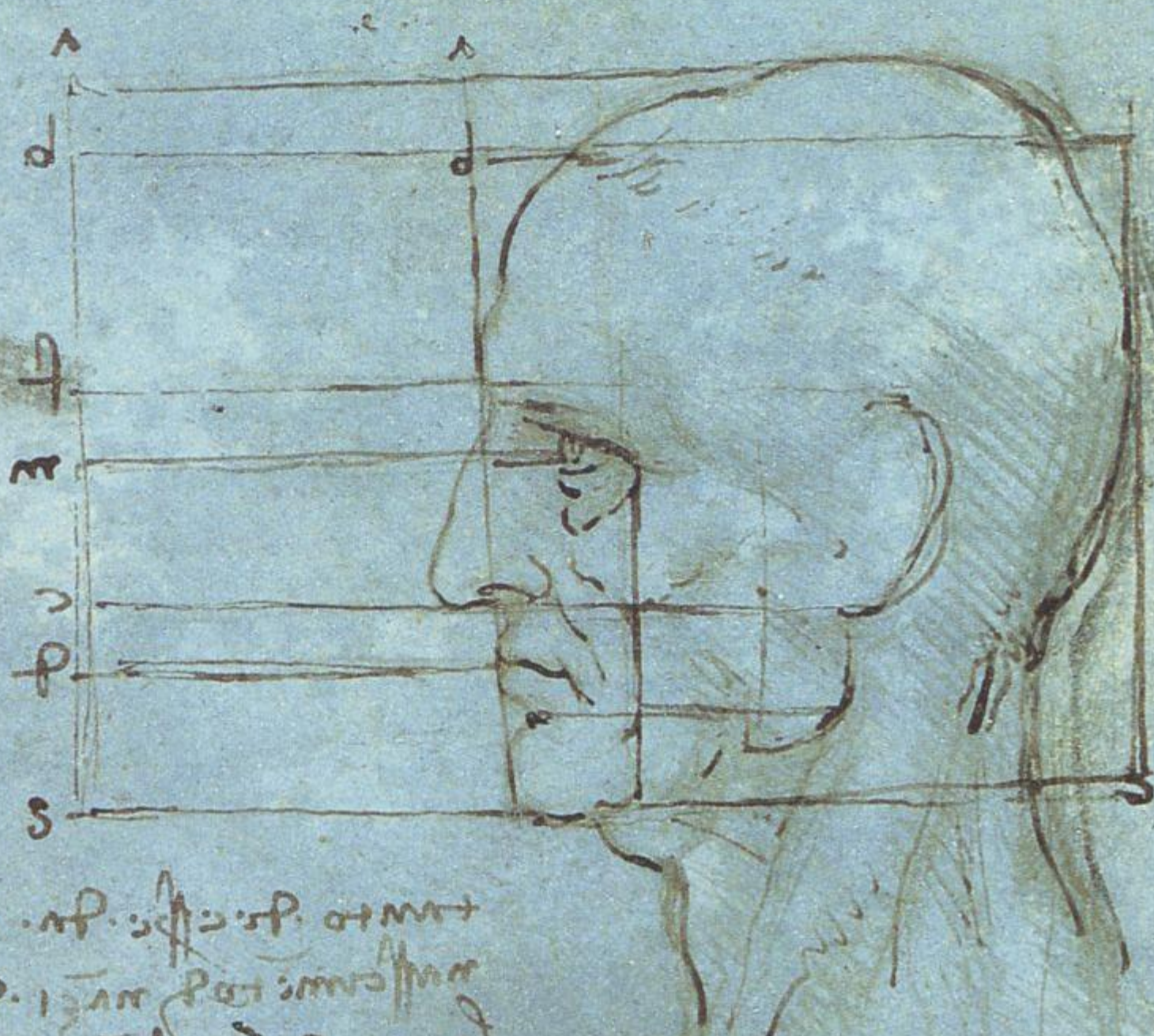


Complexity is the necessary  
input to a creative process,  
simplicity is the output.



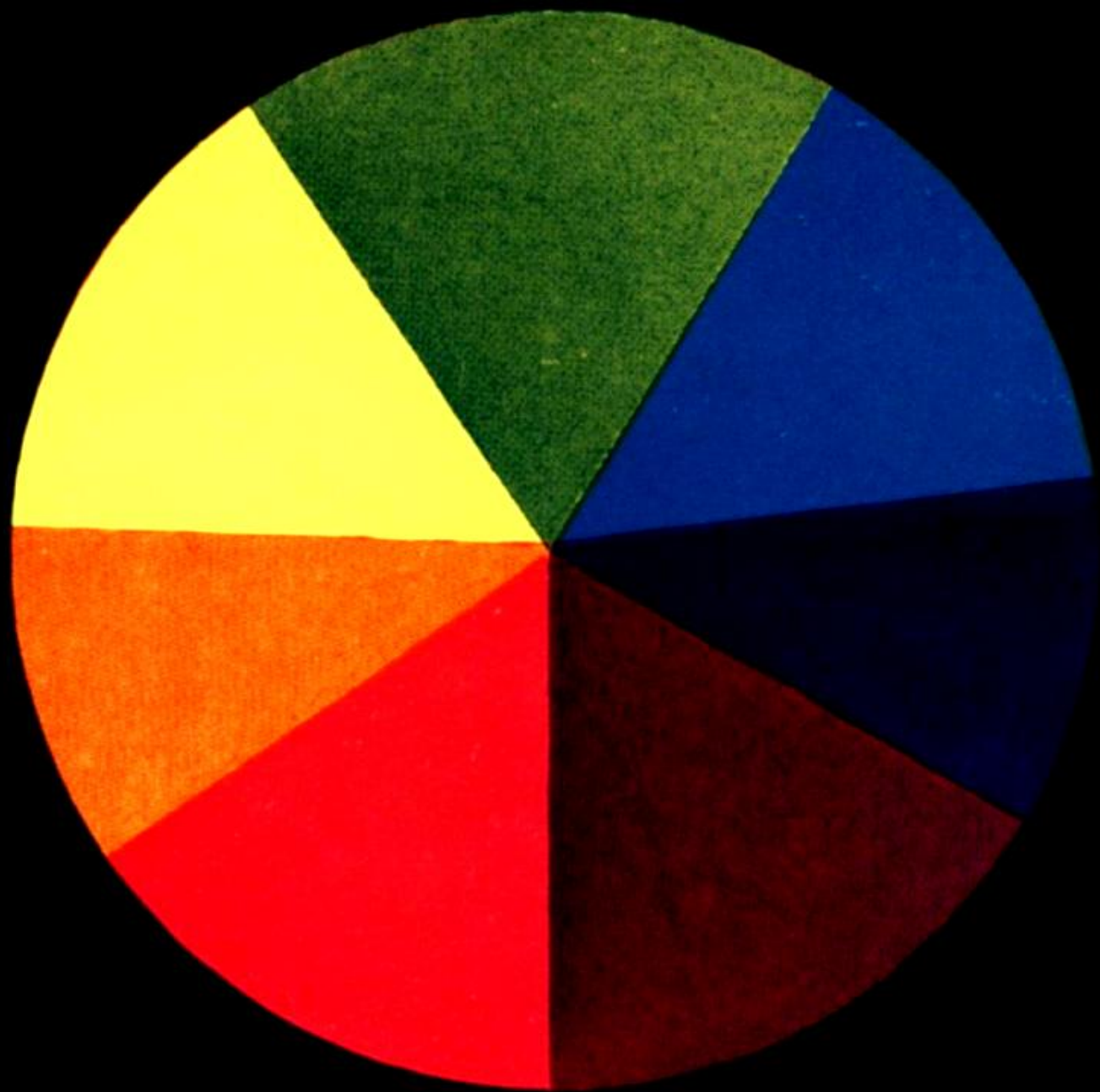
Here are some clues where to start.

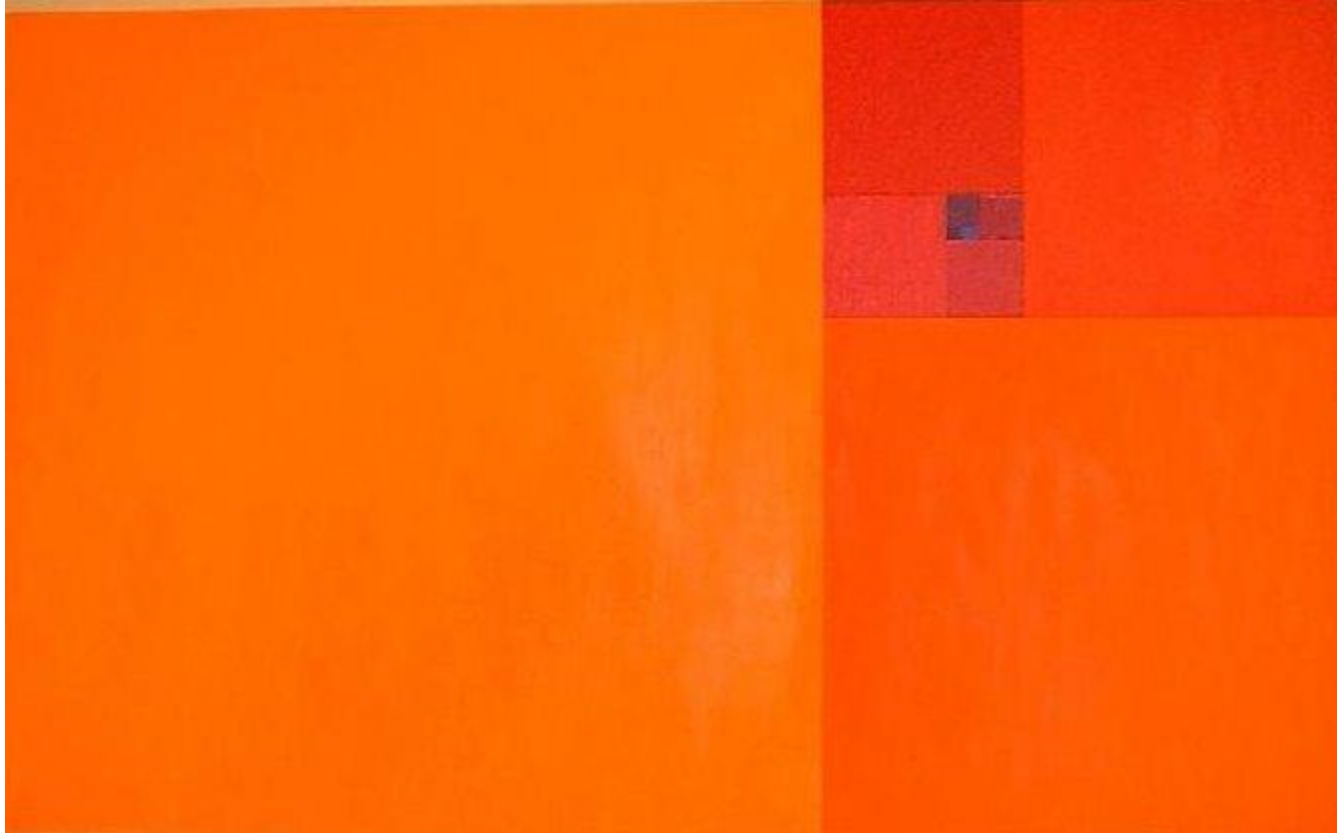




Handwritten text in a cursive script, likely a historical or medical record, located below the diagram. The text is written in brown ink and appears to be a list of names or descriptions, possibly related to the anatomical study shown above.









a.

*pentatonic scales*

This musical notation shows two pentatonic scales. The first scale is in the treble clef, starting on G4 and ascending: G4 (quarter), A4 (quarter), B4 (quarter), C5 (quarter), D5 (half). The second scale is in the bass clef, starting on G3 and ascending: G3 (quarter), A3 (quarter), B3 (quarter), C4 (quarter), D4 (half). Both scales are marked with fingerings: 1, 2, 3, 4, 5. The notation includes a key signature of one flat (Bb) and a common time signature (C).

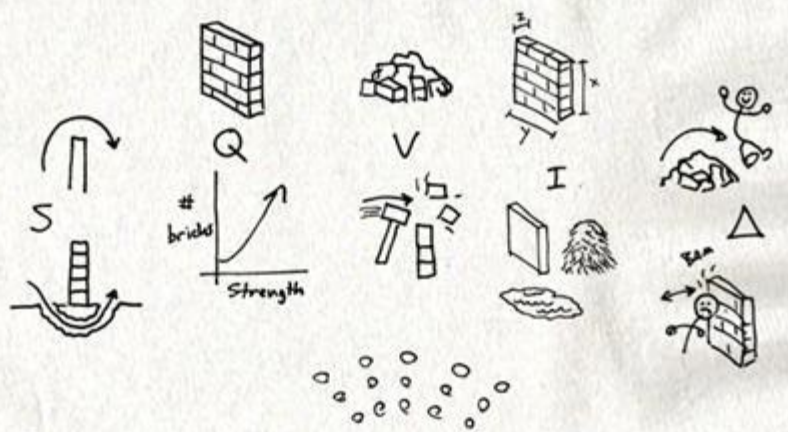
b. *Sonata for 2 Pianos & Percussion*

*Dance Suite*

This musical notation shows a Dance Suite. The first part is in the treble clef, starting on G4 and ascending: G4 (quarter), A4 (quarter), B4 (quarter), C5 (quarter), D5 (half). The second part is in the bass clef, starting on G3 and ascending: G3 (quarter), A3 (quarter), B3 (quarter), C4 (quarter), D4 (half). Both parts are marked with fingerings: 1, 2, 3, 4, 5. The notation includes a key signature of one flat (Bb) and a common time signature (C).

Ideas often benefit from  
simplicity.





BEFORE  
SQVIΔ



AFTER  
SQVIΔ

Where the internet is concerned,  
betting against ease of use,  
conceptual simplicity, and  
maximal user participation, has  
always been a bad idea.

**Clay Shirky**



Google Search

I'm Feeling Lucky

[Advanced Search](#)

[Preferences](#)

[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#) - [Go to Google Sverige](#)

©2008 - [Privacy](#)



