



The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)

By John Maeda

Download now

Read Online 

The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda

Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In *The Laws of Simplicity*, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design -- guidelines for needing less and actually getting more.

Maeda -- a professor in MIT's Media Lab and a world-renowned graphic designer -- explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on.

Maeda's first law of simplicity is "Reduce." It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "Failure: Accept the fact that some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products -- how it can drive both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "The One," tells us: "Simplicity is about subtracting the obvious, and adding the meaningful."

 [Download The Laws of Simplicity \(Simplicity: Design, Techno ...pdf](#)

 [Read Online The Laws of Simplicity \(Simplicity: Design, Tech ...pdf](#)

The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)

By John Maeda

The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda

Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In *The Laws of Simplicity*, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design -- guidelines for needing less and actually getting more.

Maeda -- a professor in MIT's Media Lab and a world-renowned graphic designer -- explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on.

Maeda's first law of simplicity is "Reduce." It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "Failure: Accept the fact that some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products -- how it can drive both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "The One," tells us: "Simplicity is about subtracting the obvious, and adding the meaningful."

The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda Bibliography

- Sales Rank: #34215 in Books
- Brand: Maeda, John
- Published on: 2006-08-21
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .60" w x 5.38" l, .63 pounds
- Binding: Hardcover
- 117 pages

 [Download The Laws of Simplicity \(Simplicity: Design, Techno ...pdf](#)

 [Read Online The Laws of Simplicity \(Simplicity: Design, Tech ...pdf](#)

Download and Read Free Online The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda

Editorial Review

From Publishers Weekly

In this breezy treatise, graphic designer and computer scientist Maeda proposes ten laws for simplifying complex systems in business and life-but mostly in product design. Maeda's upbeat explanations usefully break down the power of less-fewer features, fewer buttons and fewer distractions-while providing practical strategies for harnessing that power, such as SHE: "Shrink, Hide, and Embody." The first three laws, based on principles of reduction, organization and efficiency, form the foundation for increasingly complex and self-referential concepts like the importance of context and the potential for failure in simplification (by the end of the book, Maeda is chiding himself for using too many acronyms). Combined with trust and emotional engagement (laws 7 and 8), Maeda demonstrates how complex systems can become downright lovable: Maeda recalls "the Tamagocchi craze of the late 1990s... showed that anyone could fall in love with a small electronic keychain," drawing a corollary to the almighty iPod (an iconic example referred to throughout). Emphasizing the delicate balance-work involved in simplifying the complex, Maeda admits the process isn't easy, and that his ten laws don't necessarily provide all the answers-in numerous places, he directs readers to the web site where his theories continue to develop. Despite that, this slim book feels complete in itself; not only will it stimulate ideas, it will keep readers thumbing back for a second and third look at Maeda's deceptively simple advice.

Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Review

If brevity is the soul of wit, simplicity is the soul of design. John Maeda uses the concept of simplicity to get at the nature of human thought and perception while drawing out tangible applications for business, technology, and life in general. *The Laws of Simplicity* is thoroughly optimistic, entertaining, and erudite, just as you would expect from Maeda. It is also the most compelling one hundred pages of design writing I have read this year.

(Rob Forbes, Founder, Design Within Reach)

Abstract recommends this book particularly to marketing people, product designers and technical writers.

(*GetAbstract*)

Our lives and our businesses are faster and broader than ever. As such, they are also more complex and difficult to manage, for both customers and managers. Therefore, achieving simplicity in both our products and our organizations will be crucial for securing market share. No one has seen this more clearly than John Maeda, the Master of Simplicity. *The Laws of Simplicity* is a clear and incisive guide for making simplicity the paramount feature of our products; it's also a road map for constructing a more meaningful world.

(Andrea Ragnetti, Board of Management, Royal Philips Electronics)

FINALLY, a book about simplicity that is not too academic to read.... At the book's heart is the Shinto belief in animism, the spirit in all objects. Nicholas Negroponte, one of Maeda's mentors, once told him to become

a lightbulb, not a laser beam. This he has done; all this and more.

(Susan Salter Reynolds *The LA Times*)

I planned to skim/sample John Maeda's book, then decide to endorse it -- or not. I quickly found myself mesmerized -- and thence the only issue was deciding what were the strongest words I could muster in support of *The Laws of Simplicity*. The book is important; and Maeda has made an absurdly complex subject -- simplicity -- approachable and usable. Bravo! I hope the people who design the products I'll acquire in the next ten years take this book to heart.

(Tom Peters)

John Maeda's new book, *The Laws of Simplicity*, is simply terrific. It's exactly 100 pages, the illustrations are brilliant and the 10 Laws of Simplicity (plus Three Keys) are a canon to design one's entire life, much less specific products, services or business models. The subtitle is: Design, Technology, Business, Life.

(Bruce Nussbaum *BusinessWeek's* blog "NussbaumOnDesign")

"Keep it simple, Stupid" is an old piece of advice, so much so that it's often abbreviated as the "KISS principle." But it's advice that's often ignored, and MIT Professor John Maeda aims to change that.... Designers and marketers will find Maeda's book both interesting and useful....

(*New York Post*)

Maeda's Laws and Keys have an obvious practical application in everyday running of a busy life (and desktop); they also have the potential to translate into a productive methodology for any craft or design practice.... A very humble, enlightened and caring human, John's written a little bible.

(Liz Farrelly *Crafts Magazine*)

Maeda's upbeat explanations usefully break down the power of less-fewer features, fewer buttons and fewer distractions-while providing practical strategies for harnessing that power.... Emphasizing the delicate balance-work involved in simplifying the complex, Maeda admits the process isn't easy, and that his ten laws don't necessarily provide all the answers-in numerous places, he directs readers to the web site where his theories continue to develop. Despite that, this slim book feels complete in itself; not only will it stimulate ideas, it will keep readers thumbing back for a second and third look at Maeda's deceptively simple advice.

(*Publishers Weekly*)

Technology and life seem to be getting more complicated, yet two great success stories, Google and the iPod, both provide the antidote of simplicity. In *The Laws of Simplicity*, John Maeda uses humble prose to provide an accessible guide, business and life, observing the principle: 'Simplicity equals sanity.'

(David Smith *The Observer*)

About the Author

John Maeda joined Kleiner Perkins Caufield & Byers in 2013 as Design Partner, where he works within KPCB's ProductWorks program helping entrepreneurs and portfolio companies to build design into their company cultures. From 2008 to 2013 he was President of Rhode Island School of Design and before that was Associate Director of the MIT Media Lab. In 2008 *Esquire* magazine named Maeda one of the 75 most influential people of the twenty-first century. He is the author of *The Laws of Simplicity* (MIT Press, 2006) and other books.

Users Review

From reader reviews:

Christopher Price:

The book untitled *The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)* is the guide that recommended to you to see. You can see the quality of the publication content that will be shown to you actually. The language that article author use to explained their way of doing something is easily to understand. The author was did a lot of research when write the book, hence the information that they share for you is absolutely accurate. You also could possibly get the e-book of *The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)* from the publisher to make you much more enjoy free time.

Timothy King:

Do you one of the book lovers? If yes, do you ever feeling doubt while you are in the book store? Attempt to pick one book that you just dont know the inside because don't evaluate book by its include may doesn't work at this point is difficult job because you are frightened that the inside maybe not seeing that fantastic as in the outside seem likes. Maybe you answer could be *The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)* why because the fantastic cover that make you consider about the content will not disappoint anyone. The inside or content is fantastic as the outside or cover. Your reading 6th sense will directly show you to pick up this book.

Leslie Marcellus:

That publication can make you to feel relax. This book *The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)* was vibrant and of course has pictures around. As we know that book *The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)* has many kinds or style. Start from kids until teenagers. For example *Naruto* or *Private eye Conan* you can read and believe you are the character on there. Therefore not at all of book are usually make you bored, any it makes you feel happy, fun and relax. Try to choose the best book for yourself and try to like reading this.

Laura Thompson:

A lot of e-book has printed but it takes a different approach. You can get it by online on social media. You can choose the top book for you, science, comedy, novel, or whatever simply by searching from it. It is referred to as of book *The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)*. You can contribute your knowledge by it. Without leaving behind the printed book, it could possibly add your

knowledge and make anyone happier to read. It is most significant that, you must aware about reserve. It can bring you from one destination to other place.

**Download and Read Online The Laws of Simplicity (Simplicity:
Design, Technology, Business, Life) By John Maeda
#TW95KEL6HAN**

Read The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda for online ebook

The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda books to read online.

Online The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda ebook PDF download

The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda Doc

The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda Mobipocket

The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda EPub

TW95KEL6HAN: The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) By John Maeda