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**Never use white type on a black
background : and 50 other
ridiculous design rules**

Editor : Anneloes van Gaalen

I love reading this book because I can learn a lot about the visual arts. I do not agree with the phrase on the book cover which is "And 50 other Ridiculous Design Rules". I do not think that these fifty design rules are ridiculous and useless. I was very impressed by the rules no. 22, 45 and 46.

Firstly, I would like to share the rule No.22 which is about LOGO. The title is "The logo must be recognizable". I think logo is like a flag. It is very important for a brand. Designers care about their brand logo very much. A good logo can attract many people and enable people to remember easily. A good logo has an iconic nature and becomes part of our life and memories. A good logo has cultural depth although it is simple. A good logo is surprising in its simplicity and freshness, even a hundred years after it was created. For example, when I talk about McDonald's, you can conjure the images of the McDonald's logo in the mind immediately.

Secondly, the rule No.45 is "Good design is for life". Design is for life, not just for Christmas or any festivals. Good designs can improve and change our lifestyles so I think the responsibility of the designers is very important. They are worthy of respect. And I like the saying from an Italian designer Massimo Vignelli which is "As designers, we have two kinds of responsibility, one to our clients and the other to society."

Thirdly, the rule No.46 is "Know your audience". Designers cannot design in vacuum. Design is used, seen, felt and experienced by people. In order to create good designs, they'd better know who these people are and what they want. With a clear audience, they can aim to serve or attract the target, and then to create.

I think the book is very meaningful and it is very useful for my designs. I would like to mark all the meaningful sentences and use them to remind myself when I do not have any good ideas for a good design. Besides, I would like to share this book with my friends who are interested in visual arts.

5D Chau Wing Ki

*Because, ultimately,
every rule related to, or governing,
design is ridiculous...*

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