

MANIFESTO OF A DESIGN STUDENT

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1. **Say yes to everything.** Any opportunity is an adventure that could be more important than you realise. You can say no later, but you can only say yes when asked.
2. **Nothing is beneath you.** Everything is worth doing and everyone is worth listening to. Don't let your ego shut doors in your face.
3. **Be present.** Every second costs a breath so make it count - you paid for it.
4. **Fall.** Nobody is watching and nobody cares.
5. **Relinquish control.** Know when you need other people and trust them to do their job.
6. **Leave a sweet aftertaste.** People forget what you've said and done, but they remember how you made them feel.
7. **Strip.** Take away all the excess and leave the bare bones. Excess is cost and waste.
8. **Demand.** Ask and it shall be given if deserved.
9. **Choose function over form.** Ideally, choose both but, realistically, you'll have to prioritise.
10. **Go big to small.** Sketch out the bigger picture first before shading the details. Going the other way restricts your vision and flexibility, leaving you stuck with a bad picture.
11. **Stand for something.** Your actions should have a point. If you're talking, say something. Otherwise, you're not contributing to society; you're just wasting everyone's time.
12. **Reflect in past tense.** Pretend you're on a talk show a decade from now and ask yourself if you regret today's actions. Let fake hindsight give you emotional detachment and objectivity.
13. **Ask "why" five times.** If you don't have an answer for each level, your idea is unneeded or your user is undefined.
14. **Bounce your idea.** Ideas are cheap so don't be afraid to bounce them off as many walls as possible. The more feedback/bounces, the more defined and toughened the idea/ball.
15. **Predict your own trends.** If you hear it everywhere, you've already missed the bus.
16. **Break your baby.** Test the limits of your work/belief and don't get too attached.
17. **Measure success in happiness** - both yours and your users'.
18. **Change** before you have to.
19. **Don't wait.** The things worth having don't wait for anyone.
20. **Embrace constraints.** You can't think outside of the box if there is no box.

21. **Live, don't survive.** Let your passion dictate your life, not your life dictate your "passion".
22. **Relax.** Even the adults don't know what they're doing.