# 10 Simple Secrets of Industrial Design

Avoid gallery books...

While nice to look at, aside from inspiration, they don't offer wisdom. Consider, instead, reading up on Donald Norman, Edward Tufte, and Henry Petroski.

If you insist on collecting gallery books, make them books of your own projects that catalog your experiences of each project and provide you memories of your successes!
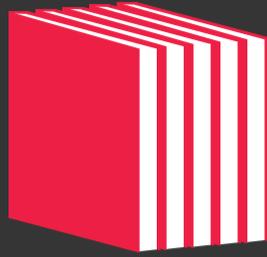
Pop that ego!

Don't let the idea of being a rock-star get in the way of doing a great job. Advance your career with hard work and humility and the attention will follow.

At the end of the day, you're hired to...

Embrace the 6 common goals...

Embrace the truth that the product you are working on is, in essence, striving toward one or more of these goals if the project is for a business:

- ✅ Establish a brand
- ✅ Help the world
- ✅ Help investors
- ✅ Make money
- ✅ Fill a niche
- ✅ Expand offerings

Solve and Communicate

At the end of the day, you're brought into a project do two very specific things:
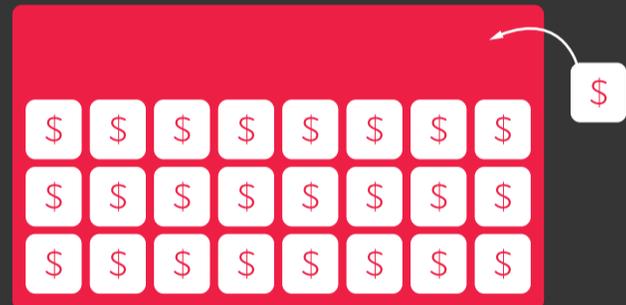
Solve the problem.

Communicate the solution.

"Stuff" isn't always "Solution"

Remember to always ask why a tangible product is the solution to the problem versus a system change. Sometimes, with good thought, the solution can be a change in how things are done!
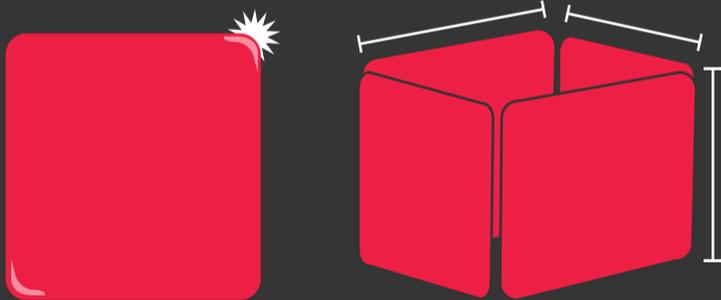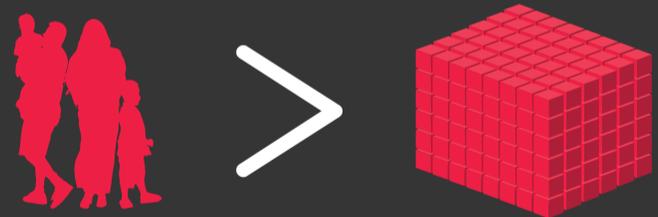
Infrastructures = Profits

Designing an infrastructure is ultimately more profitable than designing the things within it.

Don't just make it look good.

Whatever you sell visually, creates accountability and sets expectations. Be sure you can deliver what you promise!

Do projects that matter.

Dollar stores are never going to be hurting for inventory and people will never stop needing help. Choose the projects that can make a difference in peoples lives.

Spray prototypes black!

Spraying a model black will allow you to see any and all surface errors because the highlights will be easier to see and correct with sanding.

Invest in the right tools.

Explore the media that helps you most effectively communicate your ideas and avoid the tools that don't.

*If it works, buy the banana.