

THIS IS AN EXAMPLE OF A GOOD DESIGN



Good design is complicated enough to be intriguing to a target audience but simple enough to be understood. **Form follows function.**

The image I chose represents the above definition of a good design because although the initial look of the product (a bike rack) is both modern and simple almost to an extreme, it is still fully functional and at a first glance appears to be more complicated than it actually is, holding the viewer's attention and leading them to think.