

## Design Simplification for Enriching Product Form

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### Abstract:

There is an obvious trend to increase the competitive advantage of products by increasing the number of functions performed by one product to attract the consumer. The Shape of the final product, as well as distracting the user from the basic function of the product, the complexity of the external form of the product, the weight of the product, the increase in size, the difficulty of understanding and handling the product, and the exposure of its parts to breakage and damage easily and becomes a burden on the environment.

**Objective :** Determine the criteria for simplifying the design and derive the components of the simple form of a product (i.e. how to judge the product as being simple). What are the constraints of a simple product? This includes the trend of simplifying design within the design process procedures to reach ideas that result in a distinctive product that is easy to use. Combining the trend of simplifying design and the trend of sustainable design to reach design ideas that meet the real needs of the user and increase the efficiency and life of products . **Methodology:** Descriptive and analytical approach 2- Experimental approach. **Results:** Simplifying the shape or shortening the details is satisfying as it incorporates rhythm, harmony, balance and diversity in the form and structure of the product. The study also managed to employ simple curved and straight lines to serve the ability to transform and move and achieve the forces of attraction in the general body of the product. Curved lines have led to a smooth and perceptual design as well as an increase in harmony in the body. The design of the product on sound engineering ratios based on engineering theories leads to the arrival of a product balanced in design and visually, which is reflected in its performance. The exaggeration by focusing on the larger area in the element gives sovereignty in the design which causes visual tension to the recipient within the overall body of the product. Employ light and neutral colors to reduce the level of direct attention to other parts and here comes the intention of the designer to attract the attention of the recipient in full to the interface of job receipt . The use of modern materials has led to the possibility of eliminating certain requirements, which led to the provision of alternatives to the general form and to the parts that are added to the body for functional necessities through the use of a special binding technique such as the compression method of plastics material without the need for external binding methods. The use of color contrast techniques in increasing the excitement of the formal system, which reduced the speed of movement of the beholder in space, which led to an increase in the visual information received by the recipient. The use of neutral colors that led to the breaking of monotony and through the use of output techniques to give the material newly suggestive. The emergence of technological systems such as touch control system without the abundance of keys located in the functional receiving interface that in the shares of the formal enrichment of the product.

### Keywords :

**Simplification, Minimalism , Sustainable Design**

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