



# Principles of Fair Design

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A quick walk through working with honest design  
and achieving a better cooperation through a trust-based economy.

**Fair Design has been created as a way to push back against the waste of our lifetimes and toxicity in the workplace.**

Coming up with a creative solution to a business problem is hard. However, companies can spend nearly 50% of their project time on giving feedback. This is due, in no small amount, to the power play politics between companies pursuing their own agendas.

Lack of understanding of the other and no trust in a higher, common goal, results in frustration on both sides and lives wasted.

It can be done better. And here is how.

# No bullshit

Strategy aspect:  
Never hide your agenda.

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Don't cover up the internal politics that you are faced with.  
Allow your partner to understand your position and help to devise a solution with you.

Your agenda doesn't have to be grand. It can be a stepping stone to something larger. It works wonders when your partner knows what's really happening and can come up with solutions you would never have.

Let your partner know  
what you want.

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# No email footers

Communication aspect:  
A position is not a person.

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It is proper to adjust communication to a person. It makes your message more effective. But the moment a senior position pops-up in an email exchange everything changes.

A lot of great ideas have been killed just because a person, in the position of power, that has not been in the project flow from the start has feedback. A rule of thumb for any good project should be that no person that is not directly in the project has no vote on the final product.

Don't look  
at the hierarchy.

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# No competition

Execution aspect:  
Drink your own beer.

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Design file can not be opened in MS Word but a designed PPT presentation should be easy to use and not just a pretty set of graphics.

Agencies have a problem with testing the usability of their creations. And clients have a problem with admitting that they were wrong. Openly admitting to a problem while simultaneously not assigning the blame, but rather cooperatively coming up with a solution builds common understanding and avoids toxic situations that are wasting everybody's time.

If something is failing.  
Say it.

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# No witchcraft

Cooperation aspect:  
Say what you don't know.

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Clients usually lack the specific knowledge of formats and best practices needed to run a campaign or develop a website. They have a set of unformulated expectations, fears, and uncertainties. An agency should do everything to share its know-how and explain why and how something happens.

An educated client becomes an agent of the agency in his company and rises through his own structures. Fear of sharing from the agency side comes from uncertainty that the creative business has - we all dance on the edge of unsubstantiated hunches and creative flashes of brilliance.

You are not the only one  
that is still learning.

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If you can't do any of those things with your agency...  
What can you do?

You can start changing that. Set up a neutral place and talk this over with your agency. This is a gradual and organic process, not an ASAP task. So be plain about it and don't formalize it into a bunch of black-tie posh meetings. Just be human.

Or even better, visit our site and give us a call

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