

The Arts & Crafts of Web Design or What Would William Do?

I. Stay True to Nature and Materials.

“To make woolen substances as woolen as possible, cotton as cottony as possible, and so on.”

II. Unite Art (Design) and Hand Craft.

“You whose hands make those things that should be works of art, you must be all artists, and good artists too.”

III. Unite the Microcosmic and Macrocosmic.

“I had to consider chiefly the following things: the paper, the form of the type, the relative spacing of the letters, the words, and the lines; and lastly the position of the printed matter on the page.”

IV. Value Utility. Value Beauty.

“Have nothing in your house that you do not know to be useful *or* believe to be beautiful.”

V. Enjoy Work.

“Civilisation has reduced the workman to such a skinny and pitiful existence, that he scarcely knows how to form a desire for any life much better than that which he now endures perforce. It is the province of art to set the true ideal of a full and reasonable life before him, a life to which the perception and creation of beauty, the enjoyment of real pleasure that is, shall be felt to be as necessary to man as his daily bread.”

VI. Redesign the Whole World.

“To get mumbo jumbo out of the world.”