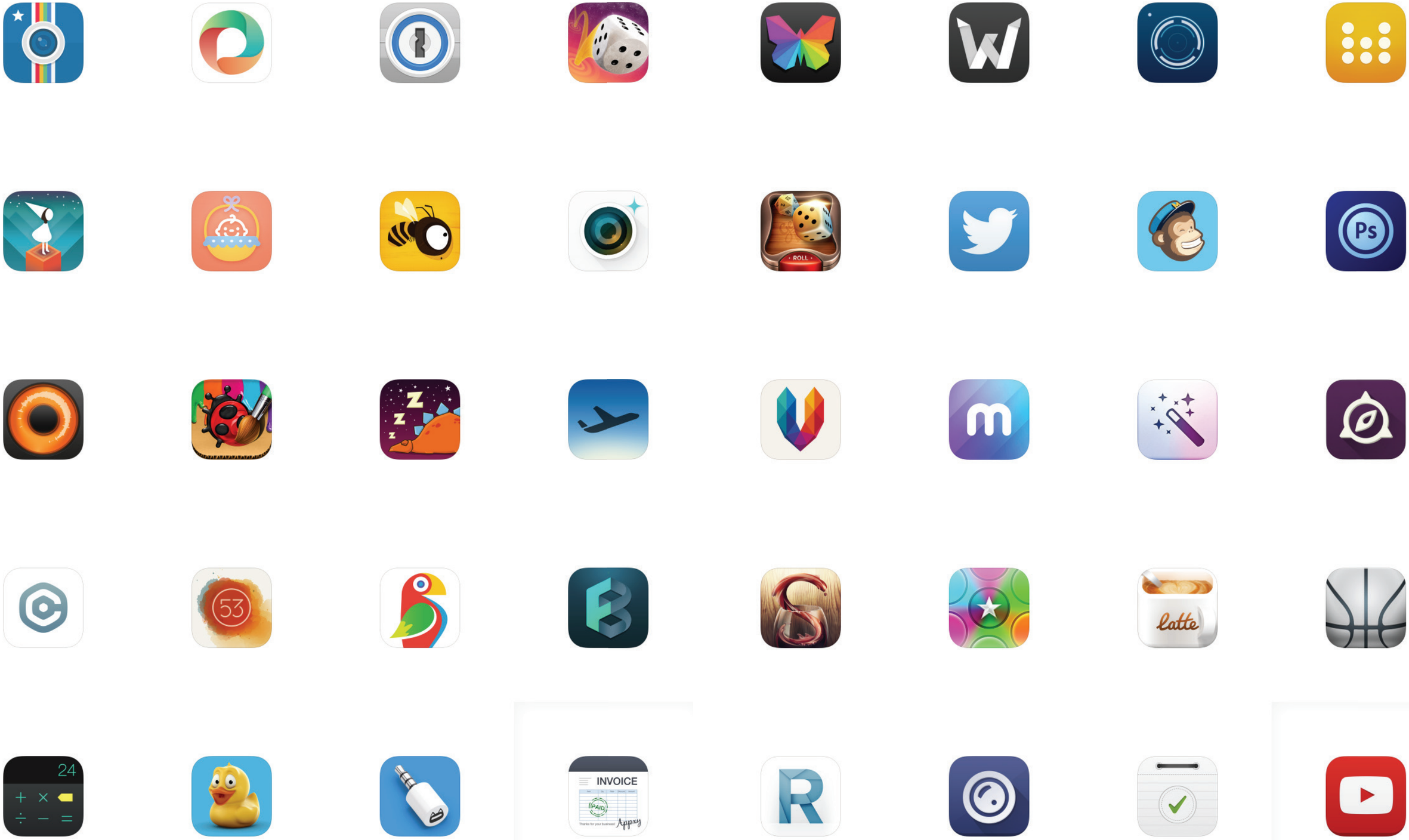
Icon design

What makes a good icon? Are there rules? Is it a matter of personal opinion?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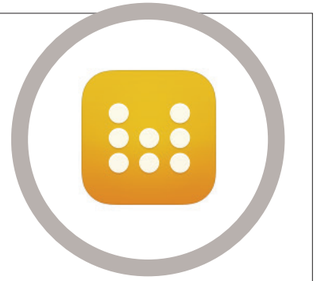

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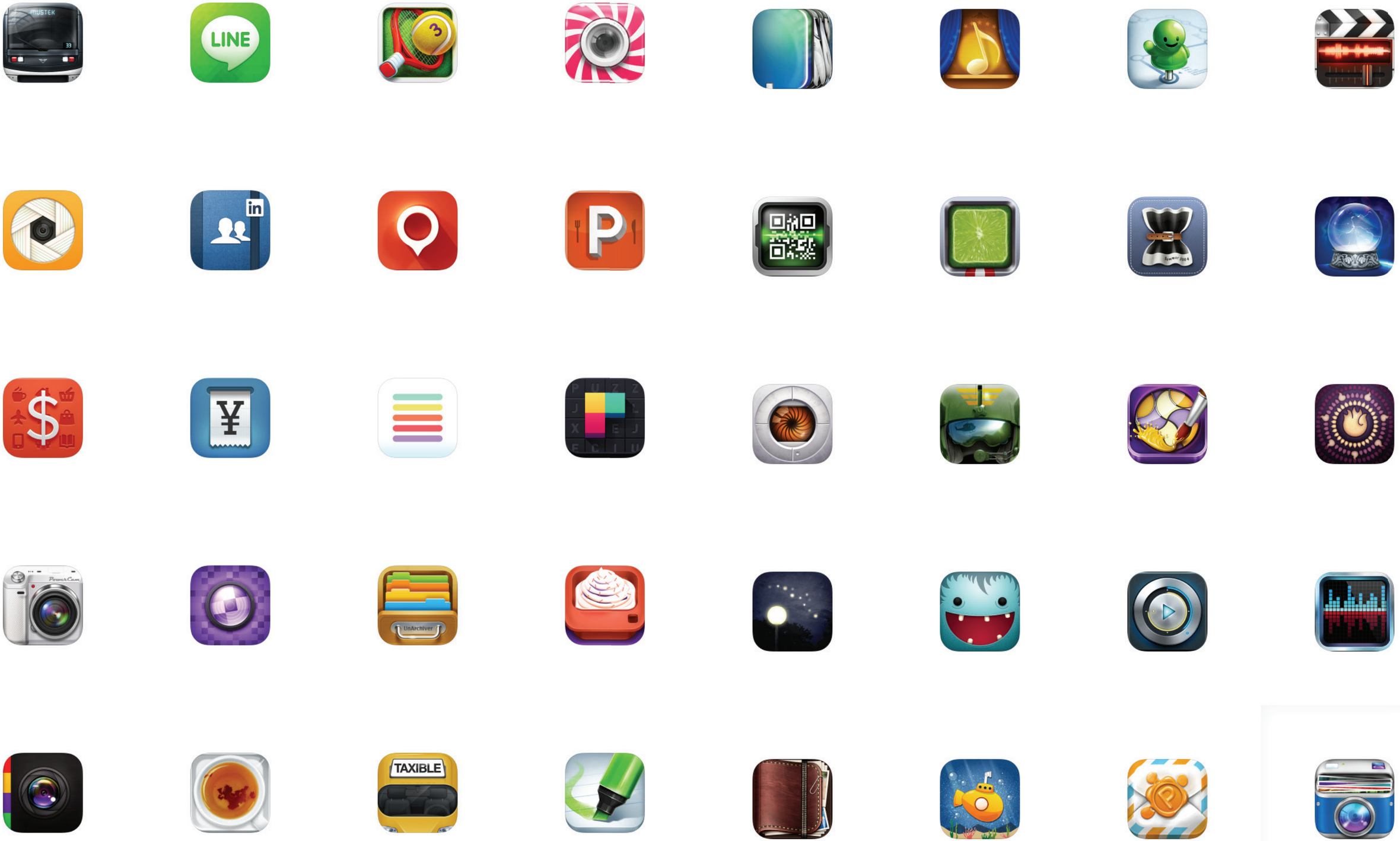
Simple ideas.
Single ideas.
Good color contrast.
Stong edge definition.
No words.
Distinctive form.
No story-telling.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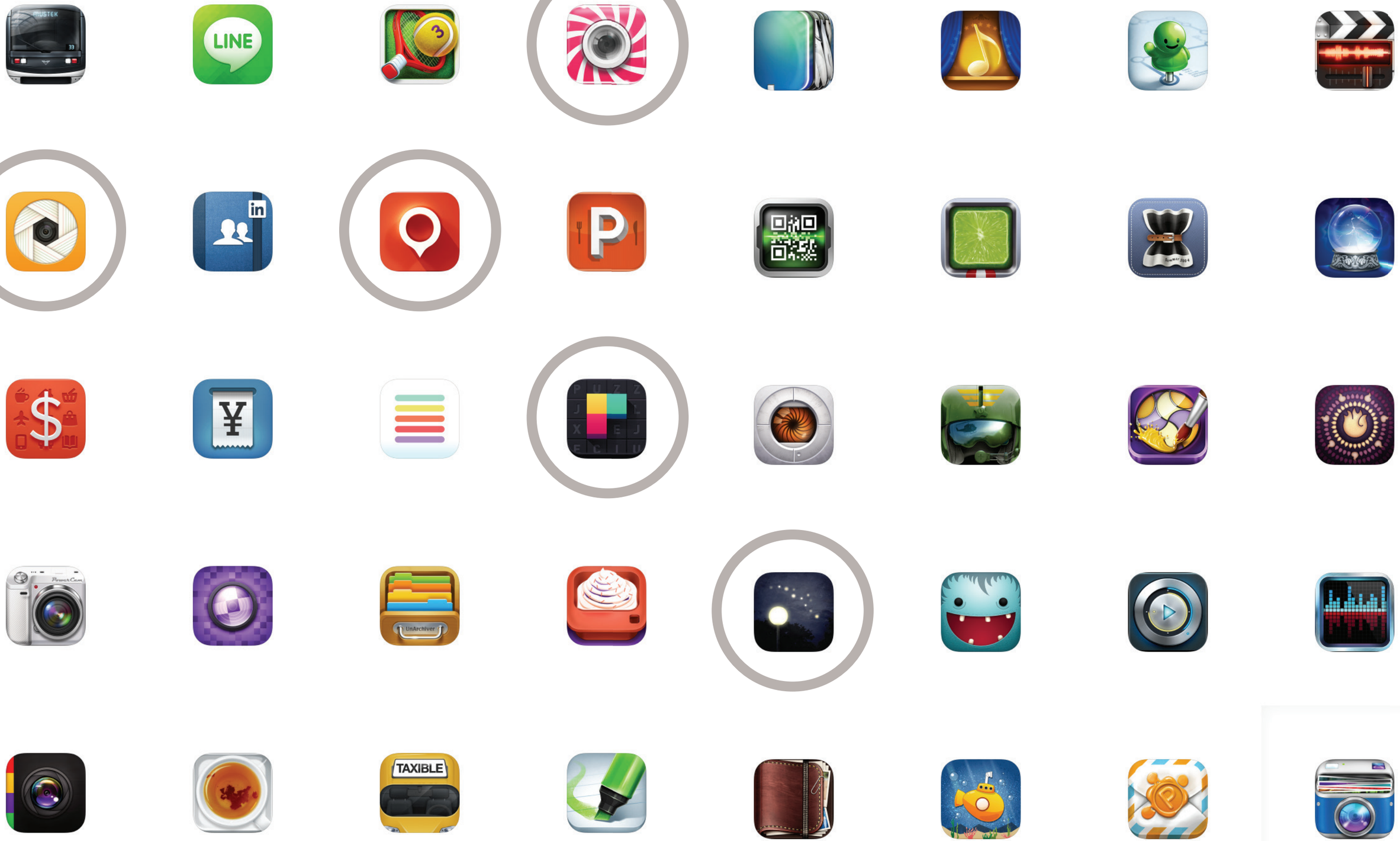
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