

Refinement → Iterative process

Small yet significant changes

5m / 10m 9 on way of refinement

Adaptation:

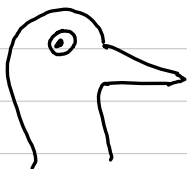
- Modifying original design to suit another purpose
- It allows a new design to benefit from the original design

Paradox:-

- An idea or statement that includes conflicting ideas
- Often inject humor or force viewers to question what they see.

Homage:-

- Designers can express their honor or respect for a particular work, artist or genre



Thinking in Signs

Semiotics → explanation of how people extract meanings from words

Denotation → literal meaning

Cognition → hidden meaning

Icon → minimalist graphic element

Index → direct link between sign & object eg road sign

Symbol → element communicating concept without logical meaning

Appropriation → Takes element from other design

Imitation

Adaptation

Parody

Paradox

Distortion

Homage

M

A

P

P

I

D

Thinking is Shapes

Harmony support one another

Balance every is equal

Drama

Type of prototype

- ① Sketching
- ② Model
- ③ Maquette
- ④ Printer Dummy (How booklet will look)

Scale is reduced

Modification

Transform text & images to instill them with meaning

Intervention eg highlight

Omission

eg work furniture

Opposition

Two is Ones

eg rabbit

IoT