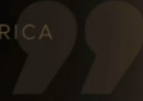


**EVERY FORCE EVOLVES FORM  
(SO DON'T FOLLOW THE  
PRESCRIPTION)**

# Every force **evolves** a form.

MOTHER ANN LEE | FOUNDER OF THE SHAKER MOVEMENT IN AMERICA



- Every force that influences our design(including bandwidth, time constraints, limitation in technology .e.t.c) evolves form

## what **really** drives form?

In any project, for any kind of product, there are **multiple forces** that affect the design and development process.

- ➔ audience **needs**
- ➔ client **desires**
- ➔ ethical **obligations**
- ➔ aesthetic **inclinations**
- ➔ technology **constraints**  
(or limitations)
- ➔ cultural **presuppositions**
- ➔ functional **requirements**
- ➔ material **properties**
- ➔ available **time**
- ➔ available **budget**
- ➔ available **resources**

## every force evolves form.

The form of a digital product is also the result of an elaborate **balancing act** between:

- ➔ UI design
- ➔ Information Architecture
- ➔ Front-End HTML/CSS
- ➔ Middle Tier Logic
- ➔ Backend Data Structures
- ➔ Programming and Processes



- don't use form follows function as a **prescription**.



Pure function is *rarely* the most important factor of success.

- ➔ Focus on the **relative importance** of form *and* function. When making design decisions, that criteria should inform the *balance* between the two.
- ➔ Remember that every force evolves form. The tradeoffs you'll have to make require you to be flexible — and mindful of how this affects your success criteria.

- allow the **description** of form follows function to guide your efforts.



Use the **descriptive interpretation** of “form follows function” as an aesthetic guide.

- ➔ Objects with different functions should also look **different** aesthetically.
- ➔ Beauty can and *does* come from function: a gaming app shouldn't look like an enterprise system.
- ➔ Each has a different function, and that function helps to define what makes it **successful**.

- **UI design mantra 4: Every Force Evolves Form**