

DESIGN IS DESIGN IS DESIGN

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- treat design like a problem solving discipline which stems from human behaviours and reactions.
- The same principles have guided designs for hundreds of years

design is **solving problems**. Not drawing pictures.

At Kent State University, I was taught design as a problem-solving discipline:

- does the design **serve the purpose of its existence** (communicating brand message, informing, educating, etc.)?
- how should it be **perceived** (and received) by the viewer/audience?
- why does that **matter** to anyone?

“ If you don’t have a good solution, you don’t have a good problem.
EVERY PROFESSOR I EVER HAD ”

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GIVE GOOD UX

- if you don’t have a good solution(design), that means you haven’t spent enough time figuring what you’re hoping to accomplish with your design

- if design was just suppose to look good, that will be decoration, not design

the principles of good graphic design

are the same principles that dictate

good UI design

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- all design are based on the same principles
- colour schemes are on purpose they have meaning. Lower case most times symbolizes human, friendliness, ease. Fonts have feel and meaning; slants and italization most times suggest movement, all visual representations should be purposeful, and all illustration also have meaning
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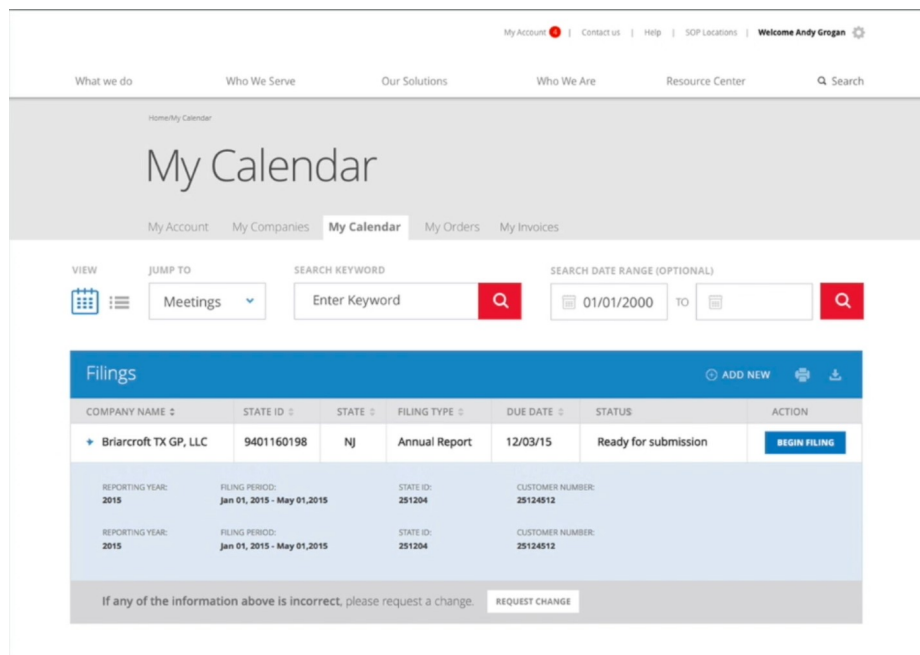


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- All the visual decisions in the above logos are all purposeful, there were all chosen on purpose
- There has to be purpose in the visual decisions we make, and that holds true for all design

- Think of what you wanna convey, and think of how you wanna convey that, the logo, the colour, etc, while making sure the design is unique to that brand
- Make things visually interesting enough to feel interactive, enough to keep eyes moving, and keeping engagement with the content
- In a digital age static design is viewed as boring
- color, contrast and typography affects the emotion of a design
- you can get all the colour for your design from the different colors in the photograph, everything in UI design is purposeful, nothing is wasted, even color
- The little details matter, and how and why they are the way they are matters a whole lot more, as wasteful design wouldn't most times promote engagement
- the size in the graphics, the organization, the relation, colour, even the hierarchy of the colour scheme all matter
- everything in design is based on cognitive response, how it will be received, why they'd react to what they see, and in what order they would
- When things touch there's tension, and it draws attention



- this design is data heavy, and as such it needed a clean airy feel, with only a few colours drawing attention to what mattered, as well as the colour hierarchy in relation to what needed most attention
- **Design mantra 01: design is design is design**