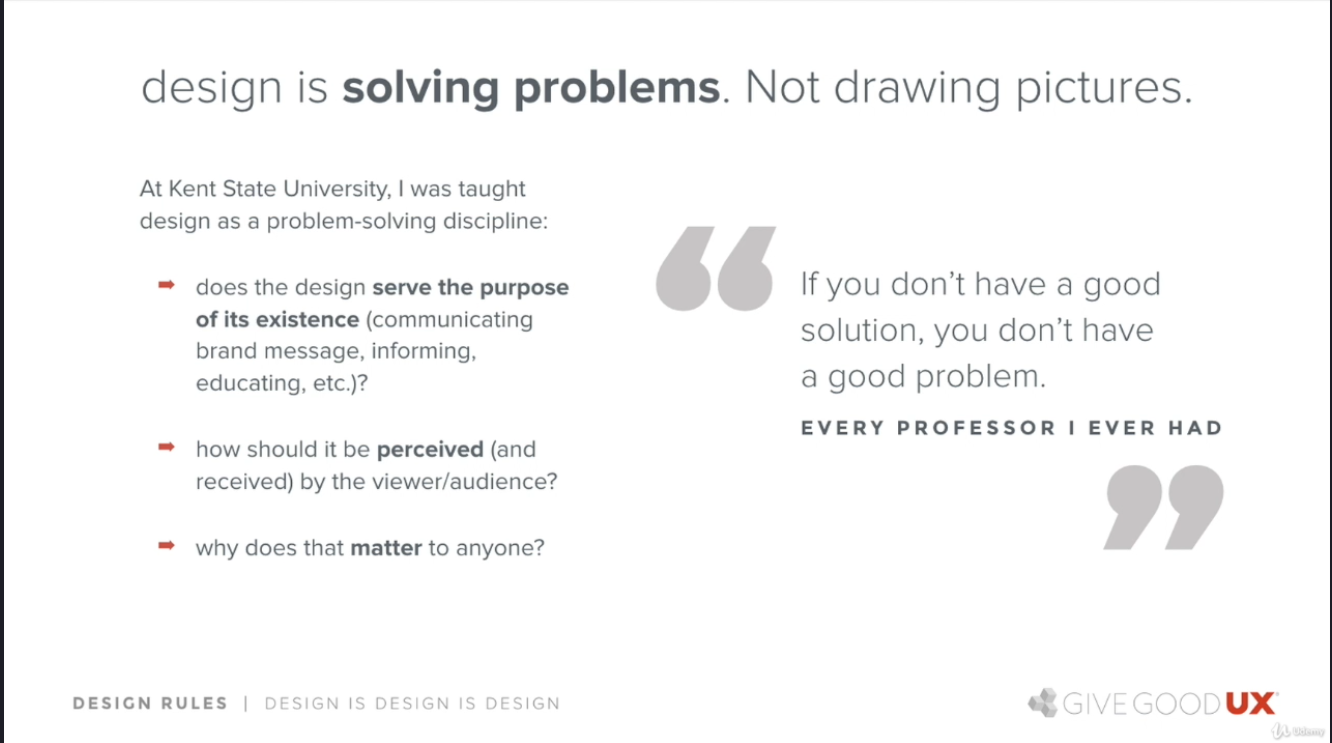
**DESIGN IS DESIGN IS DESIGN**

Instructor: Joe Natoli

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