

Think Big Workshop

App your idea!

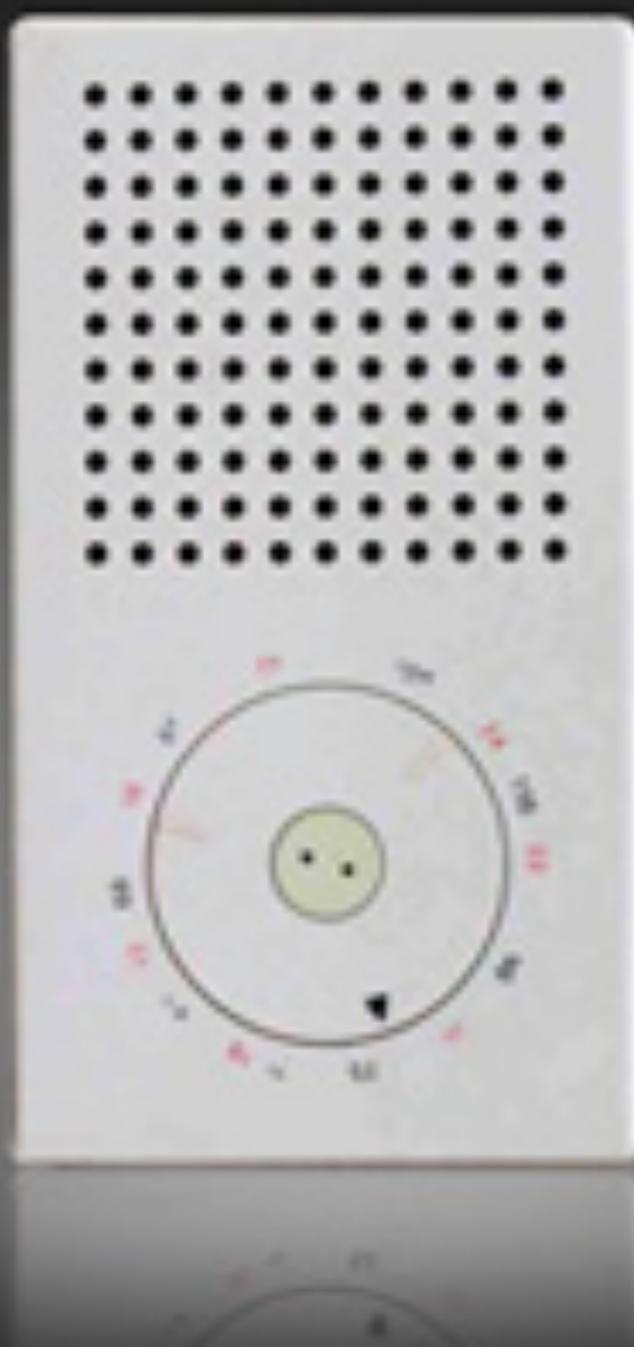


The Design

What is good design?









Rules to good design...

by Dieter Rams

Good design makes a product understandable.

Good design makes a product understandable.

Good design is honest.

Good design makes a product understandable.

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Good design is subtle.

Good design makes a product understandable.

Good design is honest.

Good design is subtle.

Good design is as little design as possible.

Good design makes a product understandable.

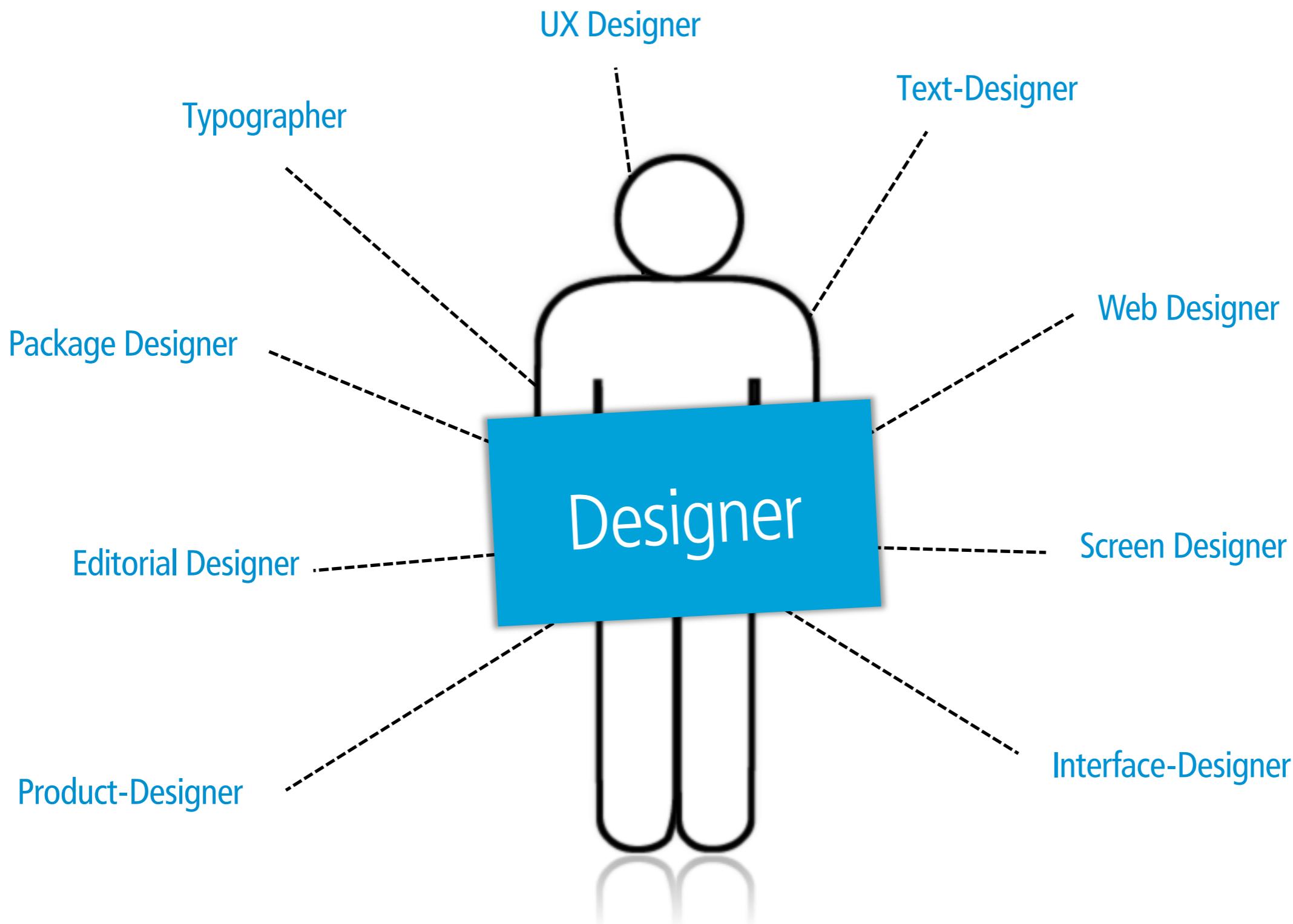
Good design is honest.

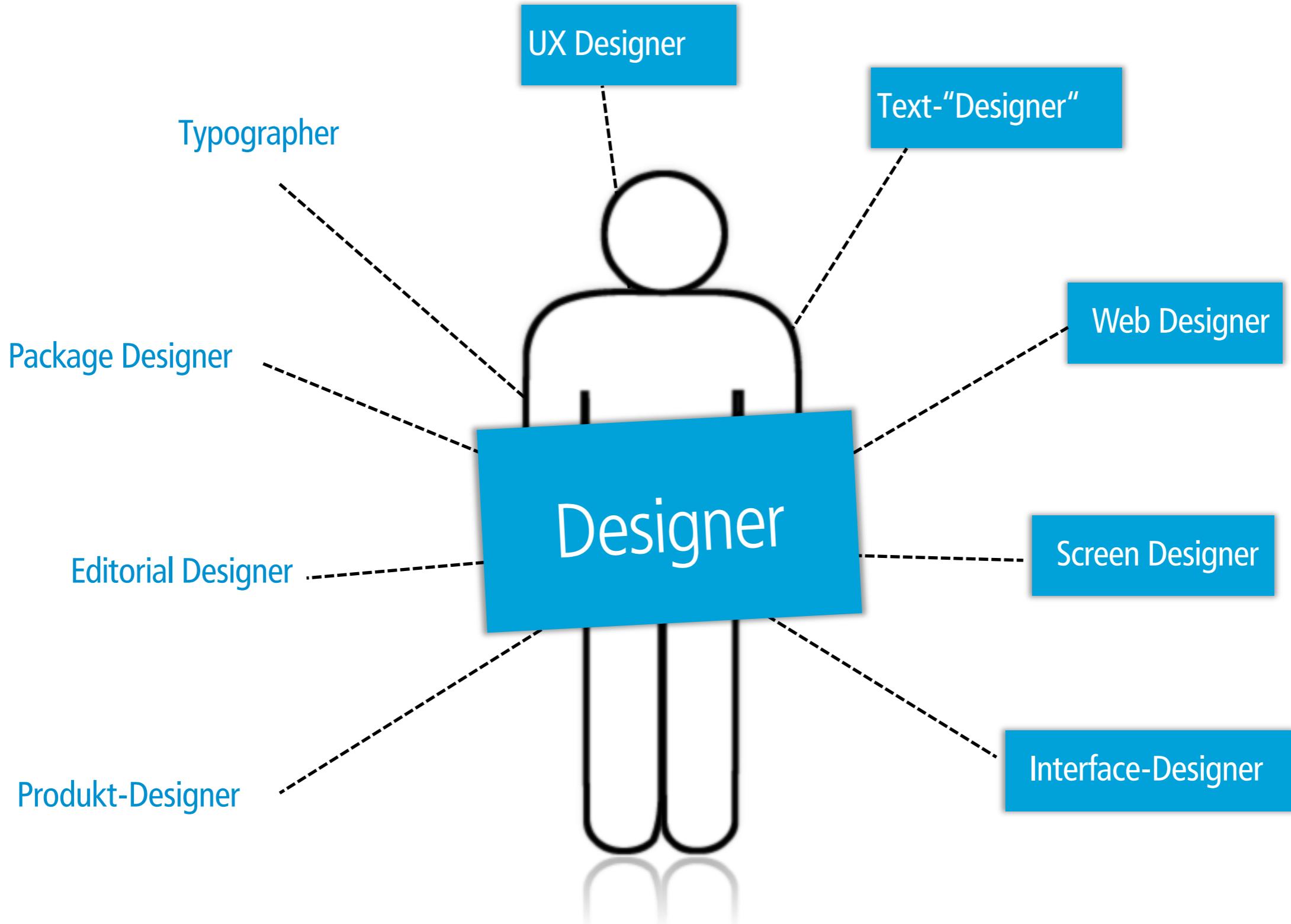
Good design is subtle.

Good design is as little design as possible.

Good design is aesthetic design.

Who's going to do it?





Station 03: The Design

Goal:

A COMMUNICABLE „PICTURE”
OF DESIGN.

We have 3 steps for this...



Research:

- What do I like?
- What fits the idea?
- What fits the concept?



Books to Read



The English Patient



Norwegian Wood



The Catcher in the Rye



Let the Great World Spin



Miss Smilla's Feeling for Snow



The Remains of the Day

Memoirs of a Geisha







Useful research links:

<http://www.1stwebdesigner.com/design/mobile-apps-designs/>

<http://www.topdesignmag.com/30-superb-examples-of-iphone-interface-design/>

<http://www.iosinspires.me/category/appinterfaces/>

<http://blog.desiign.de/design-und-ui/8-besten-iphone-app-designs-2011/>

<http://www.myinkblog.com/design-trends-25-awesome-iphone-ipad-app-website-designs/>

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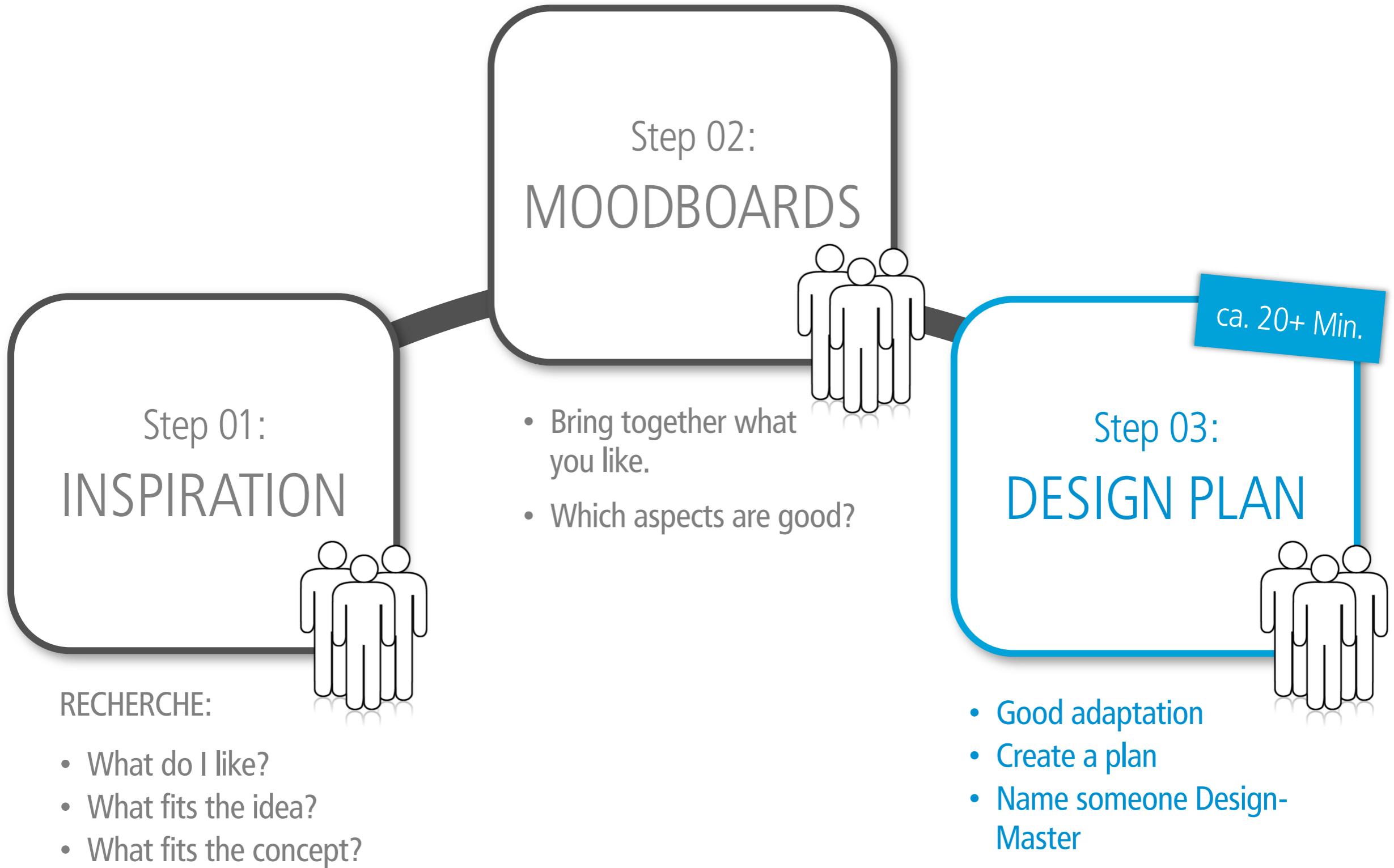
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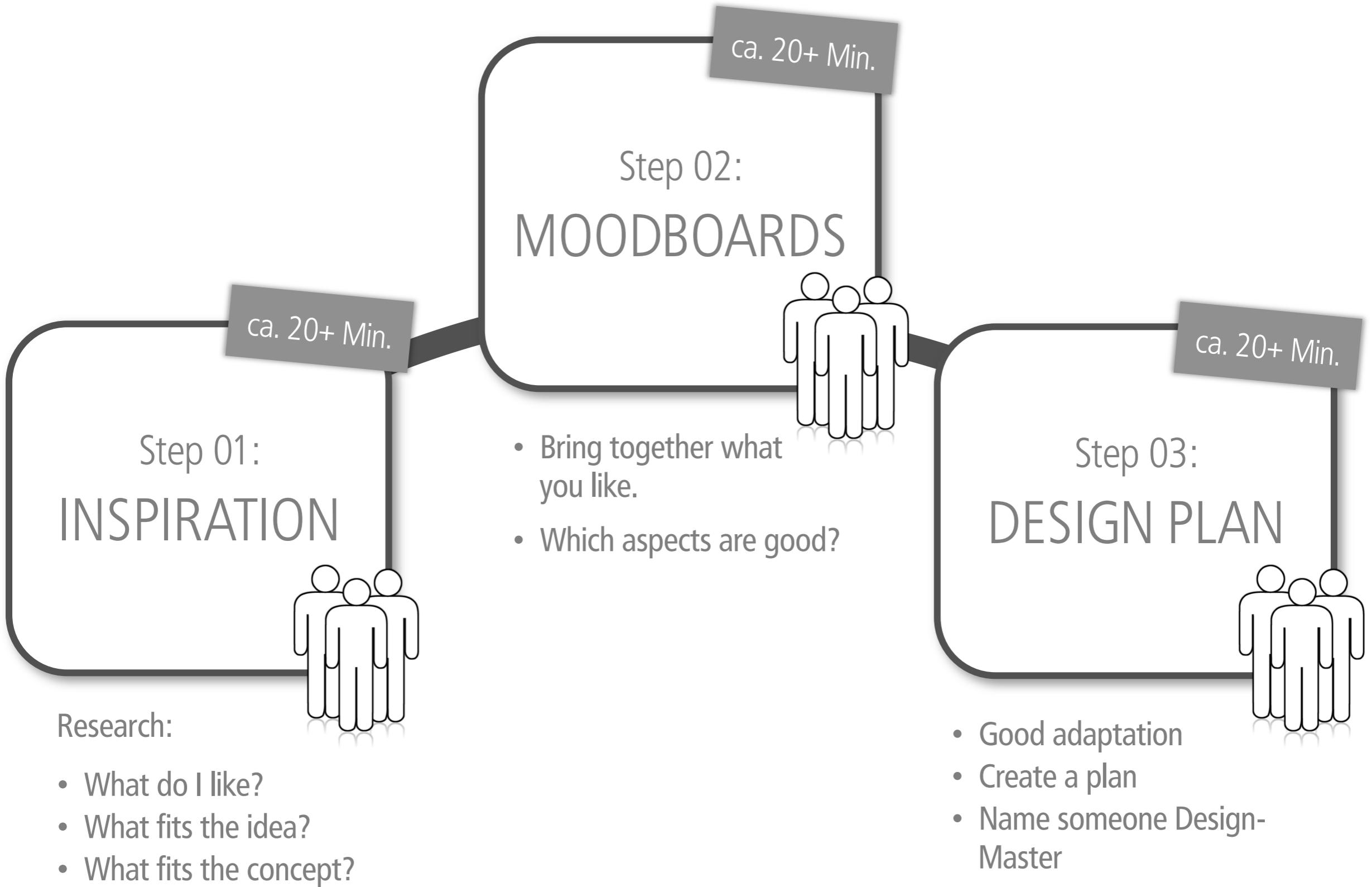
We have 3 steps for this...



We have 3 steps for this...



We have 3 steps for this...



Station 03: The Design

Goal: Giving your idea a „face“.

Approach:

Step 01 [20+ min. + open end] – Inspiration

- Collect ideas on the basic appearance of your app (bullet points).
- Get inspired (see links).
- Collect your inspirations (Copy-Paste, s. PSD-template).

Step 02 [20+ min. + open end] – Moodboard

- Create moodboards from your inspirations.
- Choose the best elements.

Step 03 [20+ min. + open end] – Sketches

- Select a key screen to sketch out.
- Sketch the elements on the screen (see PSD-template).
- Refine your sketch.

Central Questions:

- How should your app look?
- Does the look match the idea?
- Does it fit the target audience?

Elements of good design:

Good design ...

- makes your product comprehensible.
- is honest.
- is discreet.
- is as little design as possible.
- is aesthetical design.

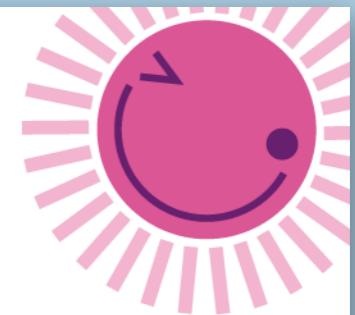
Hints:

- Merge the „good“. Work with copy-paste.
- Search for examples everywhere (!)
- Trust your gut feeling and make quick decisions.
- Getting the basic design right is more important than perfecting it.

Links:

You will find these links bookmarked in your browser:

- <http://www.1stwebdesigner.com/design/mobile-apps-designs/>
- <http://www.topdesignmag.com/30-superb-examples-of-iphone-interface-design/>
- <http://www.iosinspires.me/category/appinterfaces/>
- <http://www.fastcodesign.com/>
- <http://www.awwwards.com/>





Let's go! ☺