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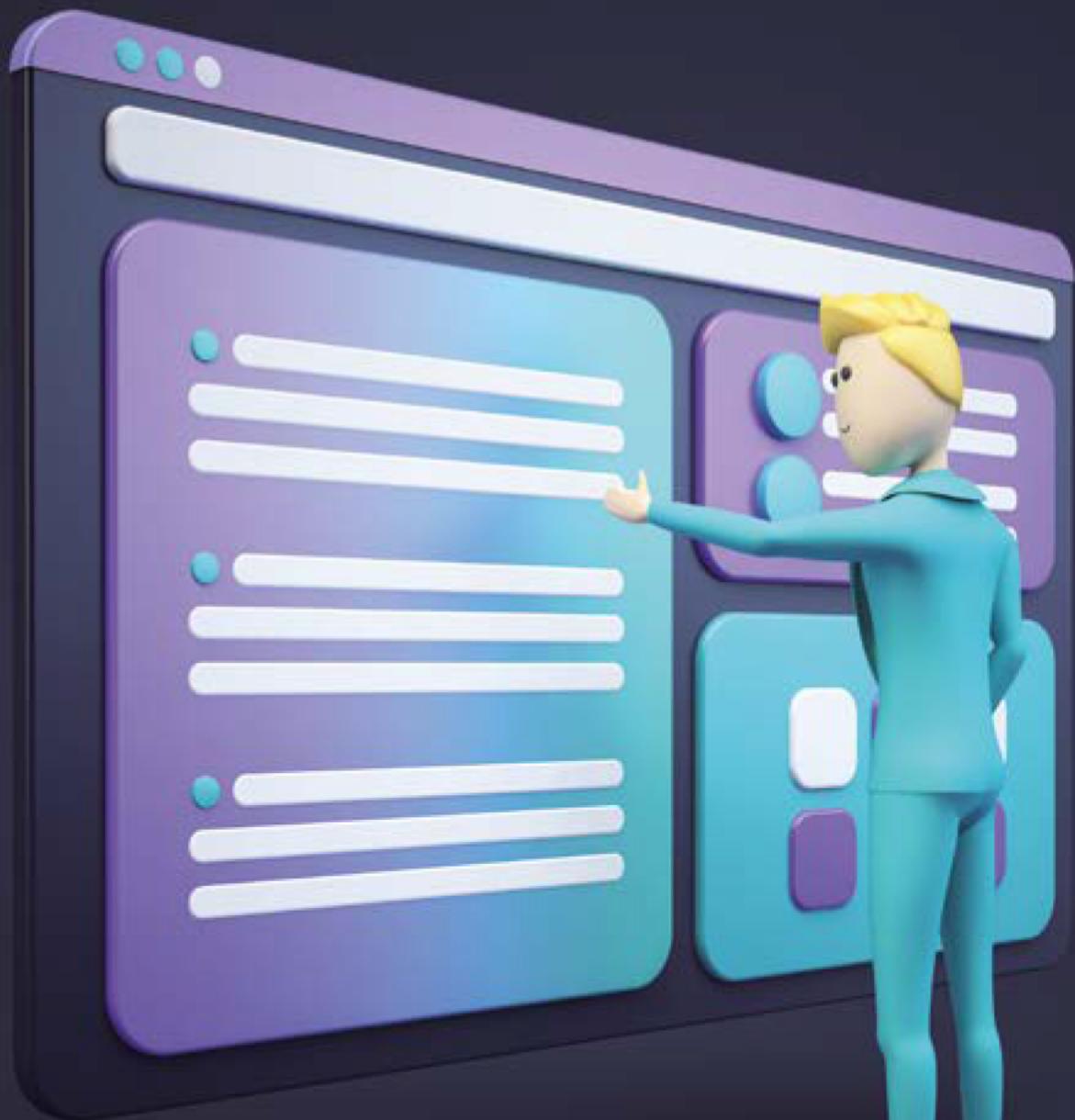
NOVEMBER, 24 2020

THE NEW YORKER





Web/Digital
Design

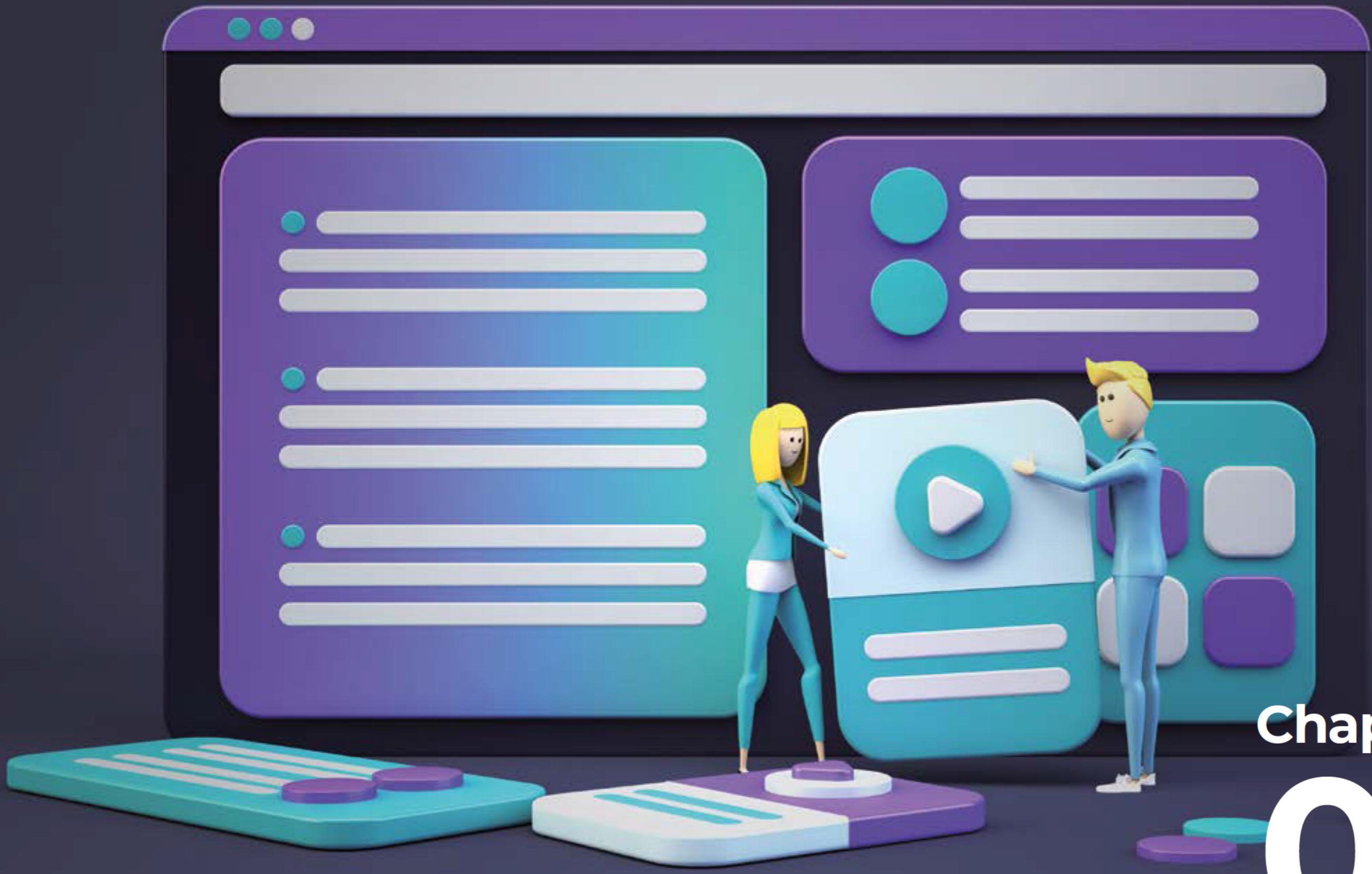


DIGITAL DESIGN

Thoroughly stepped on and in by

JIM
DUNNETT

Graphic Design in the digital realm is dynamic in nature when it comes to web design that is interactive and immersive. Modern technology has transformed and evolved the way we communicate and send and receive information.

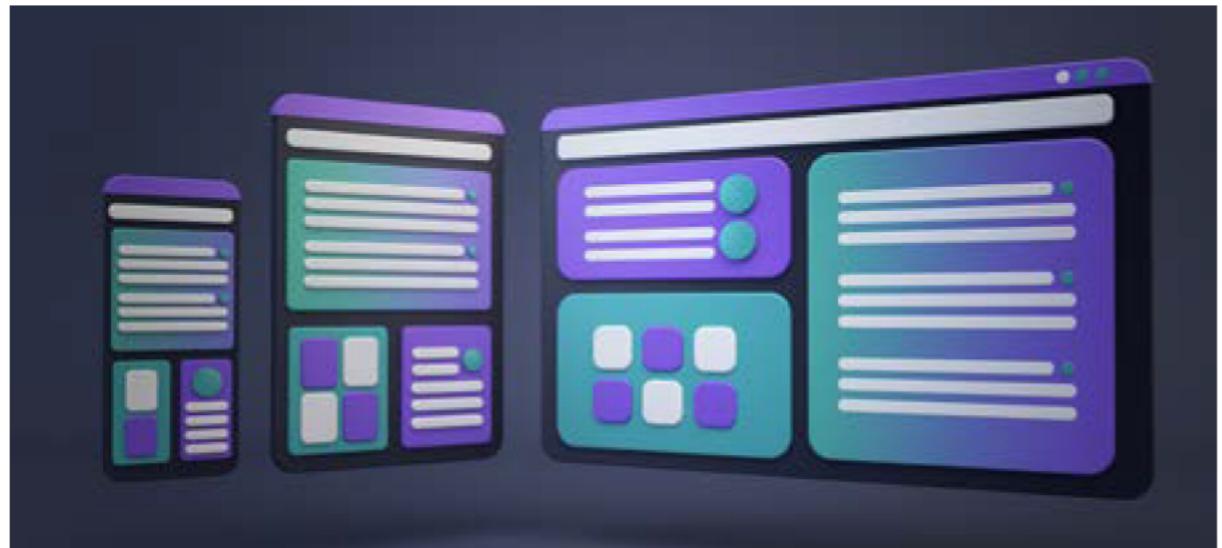


Chapter 01

The Final Chapter

LOSER INYERFACE DESIGN

When you are confronted by some smelly sack of Bodoni and they are all up in your face, their design is to upset your artistic flow. Their wattage is low and impedance is high, output is slow and sly.



SERIOUSLY THOUGH

I'm confused, is this supposed to be an educational exercise wherein I teach you the topics of Digital Design and User Interface Design or is it sufficient that I just mention them and let you go look it up yourself? Is it better to entertain you with my inability to type a paragraph without hyphens or will my words leave victims behind with sad references metamorphosized by circumstantial neglect, narrowly saved by punctuation? No, a well placed comma.



FIRST THINGS FIRST

I don't suspect you will read all of this ramble but if you do, you should know that what matters most in life is that this is the best thing that has ever been written in the history of all mankind and you will have the distinct honour of being able to say that you knew the brilliant person who magically cast the spell before you in such a convincing way as to trick you into believing that the opposite was true because such perfection is simply too much for the human mind to comprehend!

STAY FOR THE CAKE

User interface design (UI) or user interface engineering is the design of user interfaces for machines and software, such as computers, home appliances, mobile devices, and other electronic devices, with the focus on maximizing usability and the user experience. The goal of user interface design is to make the user's interaction as simple and efficient as possible, in terms of accomplishing user goals (user-centered design). From Wikipedia, the free encyclopedia



“

To design is much more than simply to assemble, to order, or even to edit: it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade, and perhaps even to amuse. To design is to transform prose into poetry.

- Paul Rand

APPS YOU RECOGNIZE

Around 12 million of your fellow Canadians use the App that this man helped grow into a worldwide success with over a Billion monthly subscribers.

As Instagram has grown its user base, the company has also increased its number of staff designers tenfold, jumping from seven to 70 since Ian Spalter, the new head of design, took over the job in 2015. Spalter arrived from YouTube, and before that Foursquare, with the objective of developing a suite of tools for users so Instagram could continue to evolve from its photo booth roots to a visual hub for all kinds of shared experiences.

Ninety Nine U sat down with Spalter at Instagram's new office to discuss his strategy behind building out the design team, the importance of a logo when customer-brand interactions are starting to take place beyond a screen, and how he nurtures his own creativity, for a special interaction-design version of our magazine powered by our friends at Adobe XD.

What impact has the user growth over the last two years had on the design team?

I inherited a small team of talented people, so my job was to not screw that up. When you have a really small team, folks can work on lots of things. And as you get bigger, you have to create areas of focus but you still want to enable people to solve different parts of the problem spaces. You have to define those problem spaces fairly broadly. An example would be growth. We have a team that is just focused on growth, but within that you've got everything

from helping users get in the door, registration, helping users get set up and orientated with what Instagram is, and then if people fall off Instagram, actually helping them come back in. Then we have a team that is focused on giving you the tools for expression: posting to your feed, Stories, or using direct messaging. Then we have a team that's thinking about connecting you with interests and passions and surfacing that stuff. How you do find new, great stuff on Instagram? These are fairly broad problem spaces that you can build entire teams around to obsess about outside of any one feature, because we want people thinking about the features we haven't developed yet.

How important is a logo in this day and age?

It would depend on what the brand is and what you mean to people. What was interesting about [the new Instagram logo] is that no matter what we launched, we had hundreds of millions of people tapping it every day, making an association between that mark and the experience known as Instagram. And so you have a tremendous responsibility to get it right. On the other side, people are going to use Instagram regardless of what the doorway looks like. The importance of having this one kind of mark or moment will start to fade and the brand experience will be the thing, more so than a particular symbol. I think it will take time for that to really change.

I think what matters most is figuring out what you feel passion about to grind hard on and begin making work

DESIGNER SPOTLIGHT

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IAN SPALTER

*Head of Design at Instagram.
Head of Instagram Japan.
Abstract Season 2 Episode*



INSTAGRAM

Head of Instagram Japan



HEAD OF DESIGN

Abstract Season 2 Episode

Welcome to Instagram! Step right up and take a selfie! Tucked right inside the front door of Instagram's new office building on Facebook's Menlo Park campus is an on-brand, magenta-shaded installation where visitors can snap a photo of their beautiful mugs – make sure to get the Instagram logo in the background! – and post them on Instagram, naturally, for a meta social media moment.

The entire three-story building is a real life interpretation of the app. From wall-sized picture frames displaying Instagram images from around the world to its own Blue Bottle Coffee outpost to an offering of free candy-colored toothbrushes in the bathroom. If Instagram is a platform for sharing fairy tales, then this physical manifestation of that digital world seems to check many of the boxes for a nice, happy existence.

ADOBE 99U

This excerpt is from Adobe 99U
<https://99u.adobe.com/>
By Matt McCue
Photography by Jeff Springer

PRIME EXAMPLE

- *User Interface Design epitome*
- *User Experience success*
- *Attributes success to Jim Dunnett*
- *Last statement is another lie by the Author*

THE YEAR OF DESIGN

Never has there been a more memorable year than when Jim Dunnett became a Designer



- 2020
Will be a memorable decade
- 2020 •
August came to prove earth is hotter than hell and Jim is a funny devil and it's still 2020 after 6 years
- 2022
July came 2 years later
- 2020 •
May was hot and people thought they were in hell when they found out it was still 2020
- 2024
April took four years instead of the usual four months
- 2020 •
January was when it was to start



Chapter 02

Bitch Please! I got nothin'

WORLD IS FLAT

Only in this graphic, but that doesn't matter because you are not paying attention anyway are you?

RECOGNIZABILITY

- Icons have a universally recognizability that are recognized in all universes.
- I should write something in latin like semper pi or veritas personas dimentis
- Margarita por favor
- I lost my number, can I have your's?



WORLD WIDE

Language of the world,
free of words, like pee in
the snow, everyone knows



CRACK IS BAD

Most cracks are bad news,
you better recognize Mr.

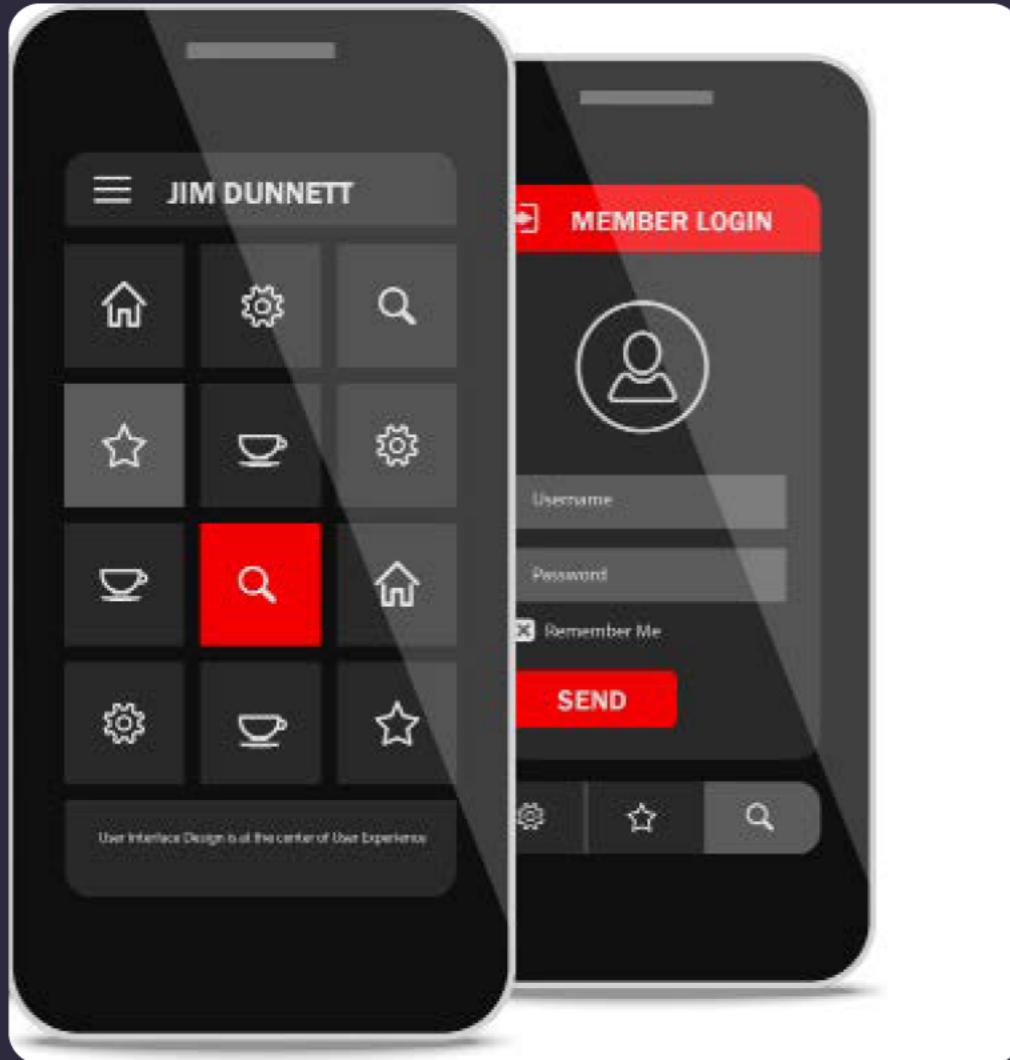


MY A IS A LOCK

I Love you, you are the
best and my goal is to
be more like you or Will
Ferrell.



USER INTERFACE FUELS USER EXPERIENCE



“

User Interface is the opposite of outerface, it is the face that hides behind the fake facade. It is the author's definition of being two-faced. It is not relevant! ;)

USER INTERFACE DESIGN

It can be as simple as a light switch, the dials on your stove, the steering wheel of your car. The translation between our inputs and the objects outputs have existed long before such phrases have been spun into subjects that previously did not exist, but are becoming buzz words of the new era.

It should be no surprise to anyone that the main focus of Interface Design relate to computers, tablets and smartphones, after all, even remote tribes of indiginous people have cell phones.

PUSH MY BUTTONS BABY

One of the most obvious examples of User Interface Design are the Icons on our phones and tablets. The brightly coloured squares that provide a satisfying portal to a vast array of convieniences allow and also dominate our free time. Overall, a well designed product enriches our lives by combining utility and uniformity.

It is at this point in the book that the person typing these words had to start over and try to remember the inspired ranting of the night before when he was impressed enough by the voices in his head to use the primary extension of finger tip type interface otherwise known as the computer keyboard.

There were some utterings of bloggers and vloggers and floggers and loggers but take comfort in the fact that no trees were harmed in the filming of those memories. No orphans were left at the doorsteps of the paragraph's demise. No widows were made by the hatred of literary litigation. No laws were broken by and by but ill-gotten hyphenated words draw the eye of the beholder, giving false hope that they

may have discovered at long last a mistake had been made. Backspace, delete, select all, put me out of my misery in the name of all that is holy! I would have stopped there but screw you!

DESIGN DELERIUM

Now if you had made it this far you would have been delighted by the fact that there has not been used any place-holder text and disappointed once again to find the hyphen belongs between those two words. Pity. No? Two more sentences needed here to fill this paragragh, almost there, almost and done!

Oh wait, you crave more crazy, don't you? Well last night I said something along the lines of Design is the epitome of an existential enigmatic, esoteric evocation exaltation equation and hopefully not ephemeral in the existence of your mind or mine! May the limerics and laughter linger long.

I should have written a song, so many words don't belong. Am I wrong to believe that you will proceed to percieve that in your pursuit of the truth that you will concede to elevate me to the level that you're on or will you throw that hat on the ground, two bands on the grass don't tell me I'm the last, that's all in the past, no groans in the zone, toss this dog a bone , clap once to show you dig, clap twice you love the gig!

SPIN MY RAP DJ



DESIGN JOCKEY

Cringeworthy crap coalition

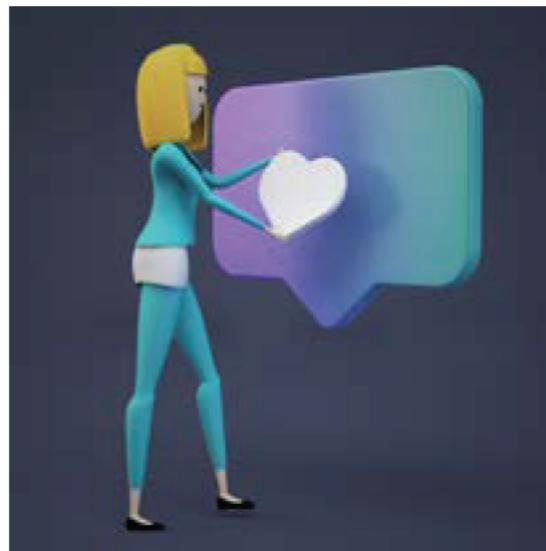


IS YOUR MIND SPINNING?

Make my straightjacket XXL please

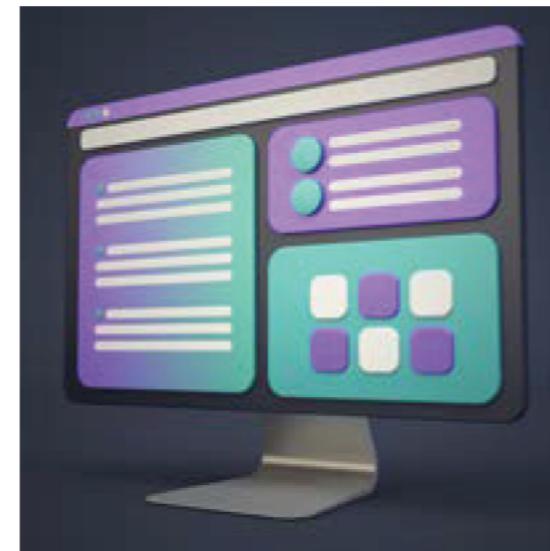
RIP IT OUT

Time to critique, criticize, conceptualize, demoralize, demonize, decimate, exorcise, emancipate, exonerate, figitate, facilitate, flatulate, glamorize, gratify, grandiose am I?



RIP MY HEART OUT

For you I was a chapter, for me you were a book.

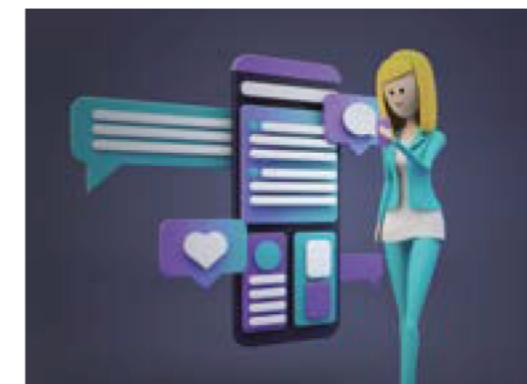


MY WORK LIVES ON

My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style.- Maya Angelou

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Lorem Ipsum Dolor

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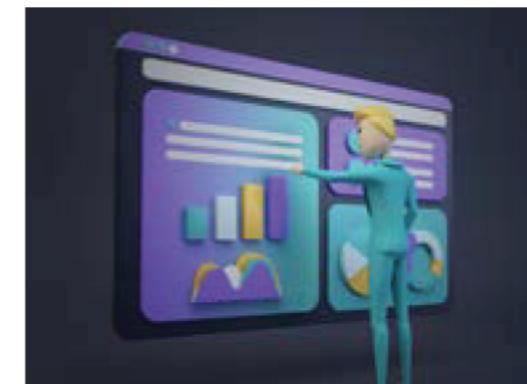


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DunnettDesigned@gmail.com



[https://www.pinterest.ca/
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Wildlife



Landscape



Waterfalls



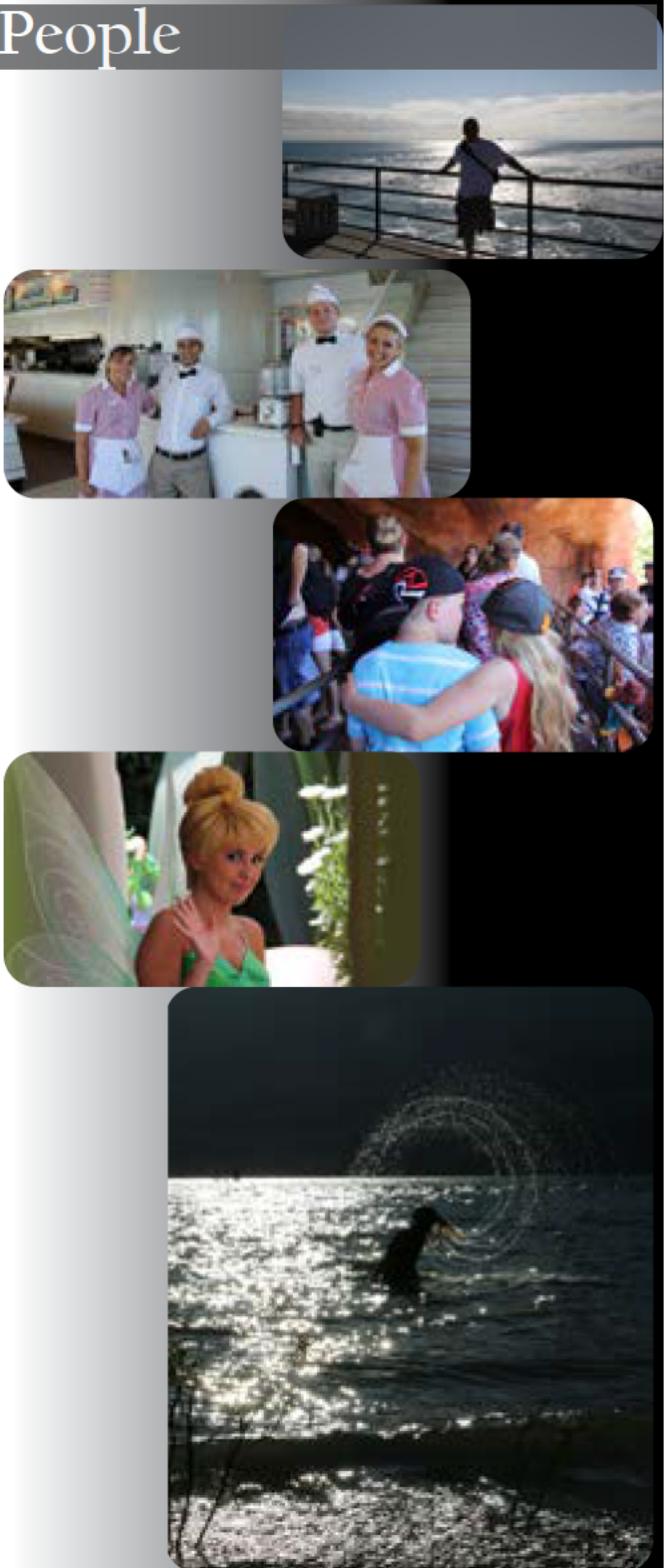
Dunnett
Digital
Photography



Jim Dunnett
DunnettDesigned@gmail.com

Web: 500px.com/Awe_Canada

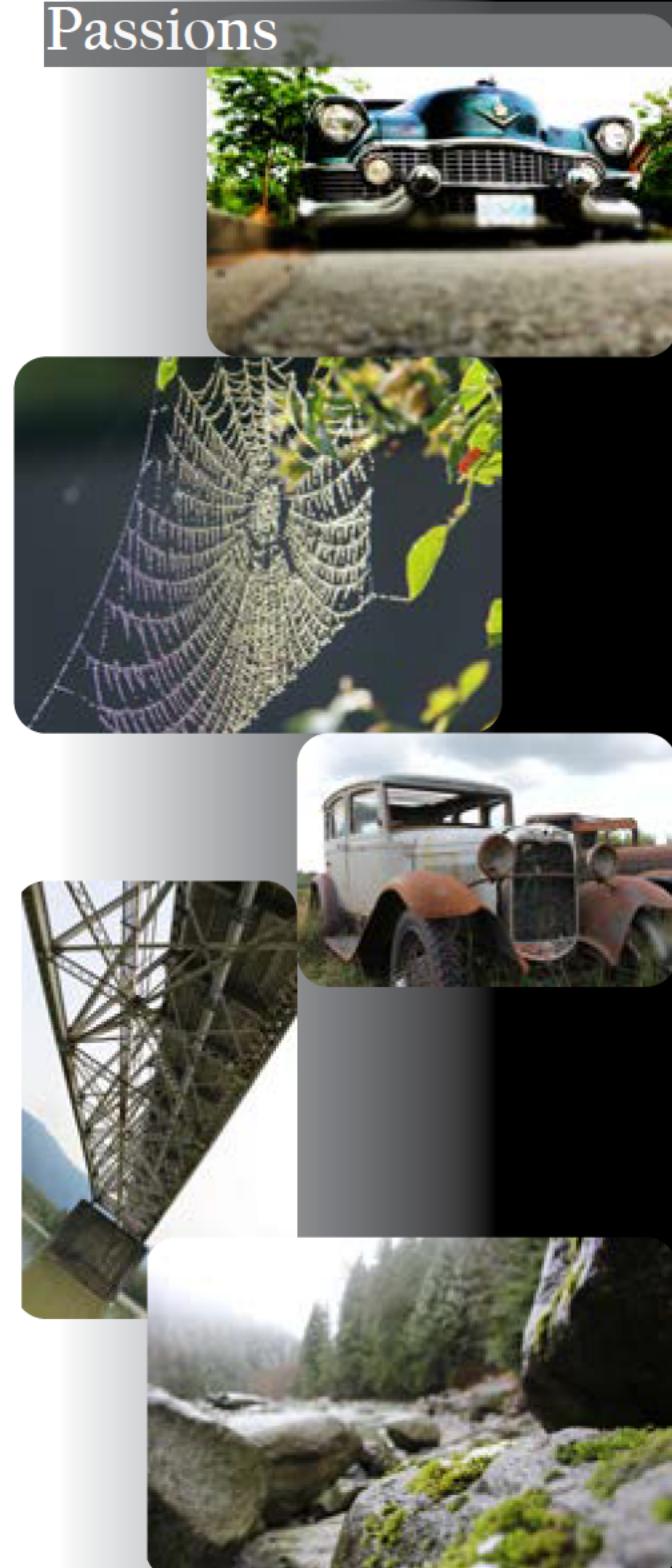
People



Places



Passions



TIME

To admit defeat!

