**Read a design**

* **Challenge type: Introduction**
* **Duration: entire day**
* **Deadline**: end of the day
* **Team challenge** : groups of 2 / 3

# Objective

The objective of this day is to observe and understand a design and define what you like and why.

# What is a good design ?

Design is everywhere. But it has to be well thought.

During this day you will do an analysis about what is a good design for :

* A logo
* A website or an app
* Some specific elements: button, search bar, menu, etc.

**For each topic choose one example relevant to you.** At the end of the exercise give a presentation about your work.

The analysis of the **logo** is divided in two parts :

* **Pure Description:** Describe only what you see, don't do any hypothesis. Example => “White logo on red background, Sans serif font, the first letter of each word is capitalized…”
* **Interpretation**: There you can guess, and try to imagine the intention behind the logo. What have you learned from observing? Example => “Bright background color to catch the eye and white font, like a Stop sign. Retro font to accentuate the age of the brand”

Regarding the **website:**

* 2 pages: the homepage and one other page of your choice.
* How do you think this is a good or bad design? Do we see the important information? Is it pleasant to navigate in it?
* **NB**: you can read [this article](https://www.artonicweb.com/learn/what-good-website-design-looks-like/) for some help. If you have other resources, share them.

You will then present your work to the group

***Bonus:*** do some research aboAnalyze ut current and past chart trends, with some explanations and examples

***Discussion:*** what are the recurring elements that make us like or dislike a logo, a website or an app? Do you find recurring colors, fonts, trends?

# Pedagogical objectives

:

* Find relevant elements given a topic
* Be able to explain why we like or not a certain design
* Develop visual acuity

# Ressources

List of cognitive biases : <https://thedecisionlab.com/biases>

Gestalt : <https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965>