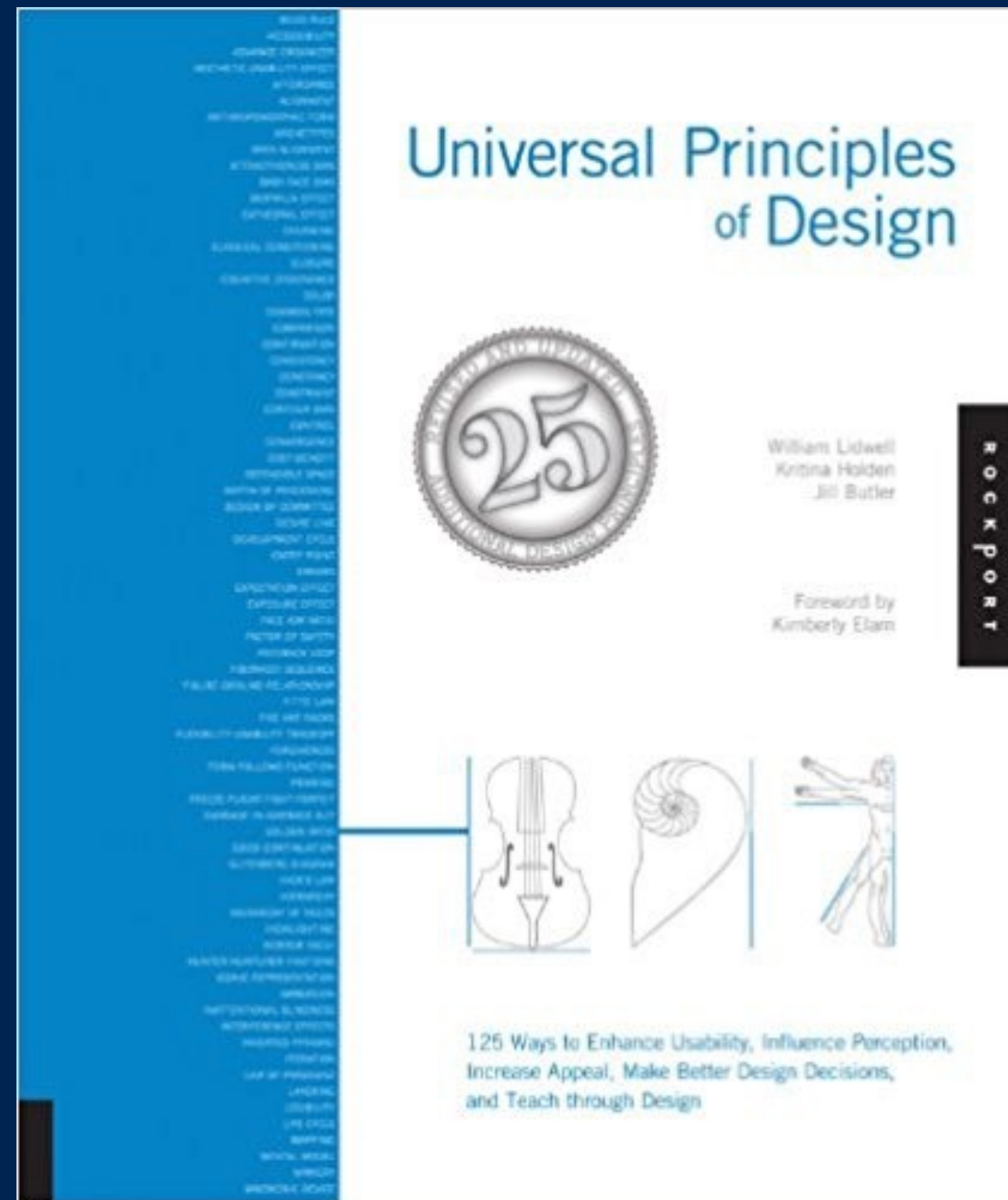


Universal Principles Of Design (2010)

by William Lidwell and Kritina Holden



Signal to Noise Ratio

Horror Vacui

Readability

Wayfinding