

What makes the patent
difficult to navigate?

opacity

jargon

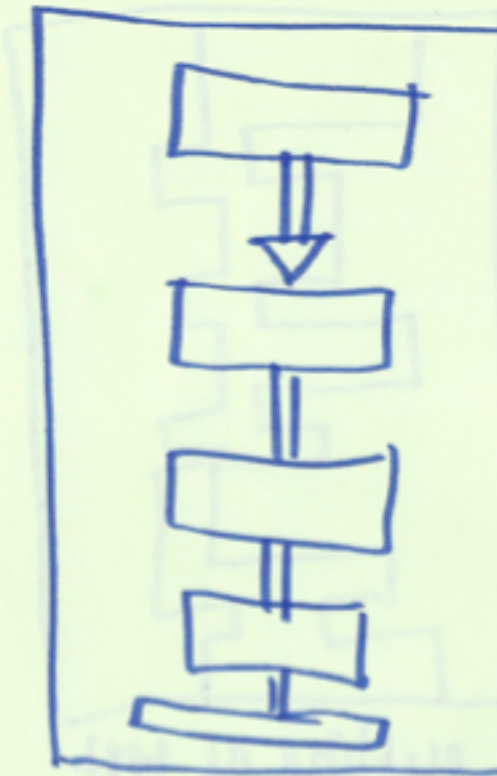
repetition

images far away
from text

dense text visually,
boring!



receipt
AI receipt
Snapchat is a transaction
this is a receipt of your
interaction



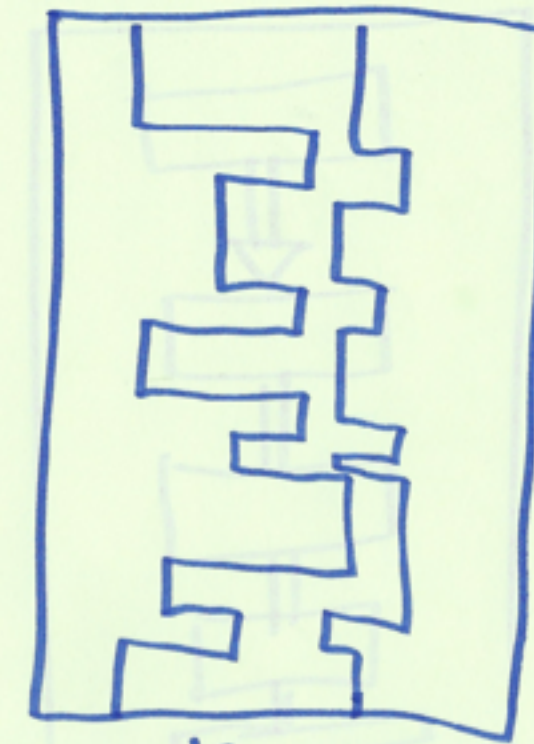
flow chart.



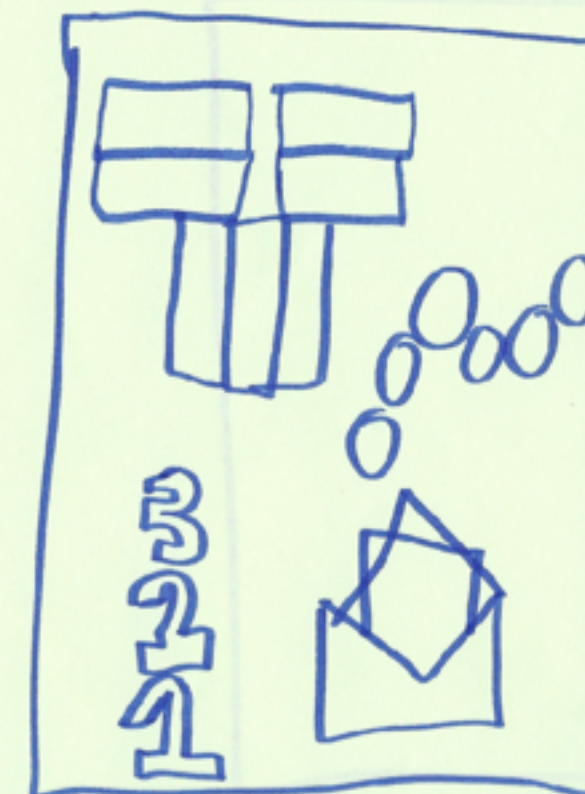
poster
↳ filter lets you become
the poster on Snapchat.



images in back
text over the
top.



outline of text
indents



simplified shapes
images

Democratic design

IKEA makes accessible design so how can I apply some of these principles to my design?

Legible typeface and clear typesetting.
Reducing the amount of words to read.
Keep the design simple.




Modell LÖVET


5545 Bord Lövet — en liten läcker tingest, ultra-modernt formad med svarvade steg i två satser. Skiva i vacker fylld jakaranda och svarta mässings-skodda steg. Ett bord som genast upptäckes av ”fin-smakarna” på utställningen i Älmhult. Skiva 78x39 cm, höjd 52 cm, vikt 5 kg. Monterbart.

Pris pr styck 45.00

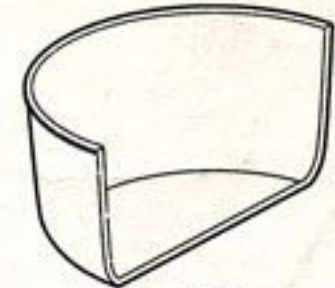
Ikéa, Älmhult 85

RAGU







4x




2x




2x




10x



3x

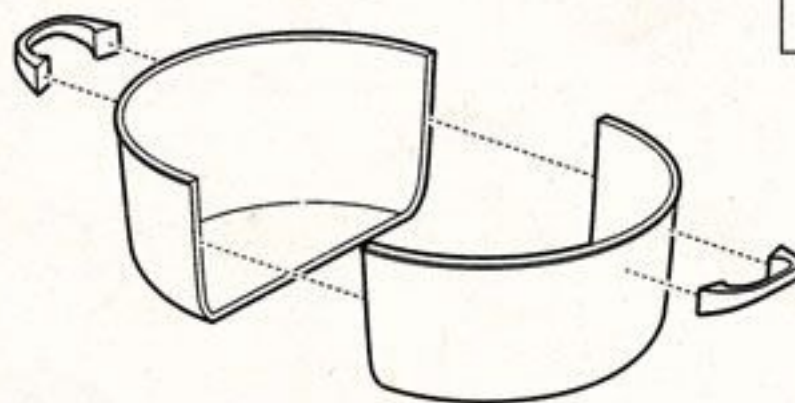


2x

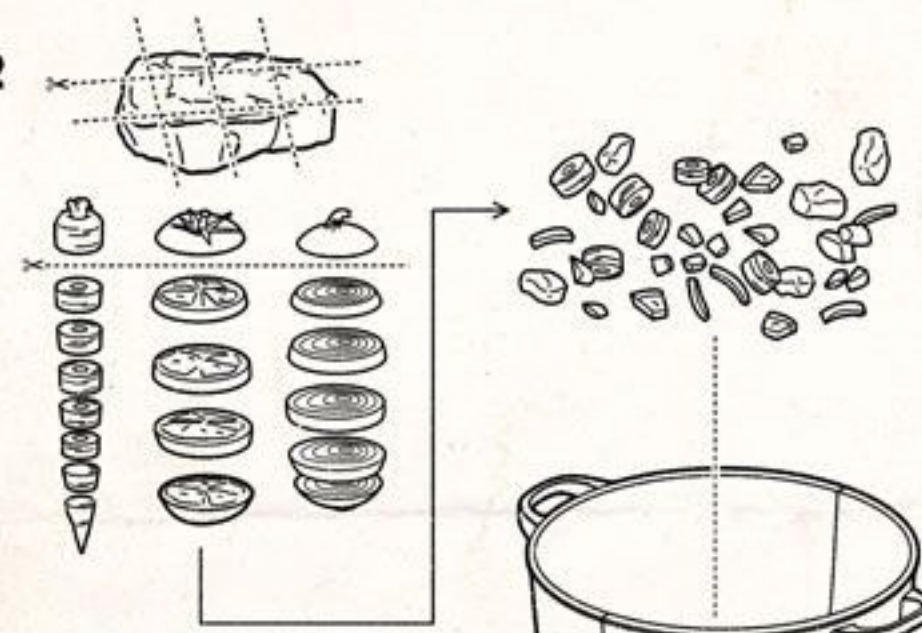


1x


1



2



3



4

