

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**

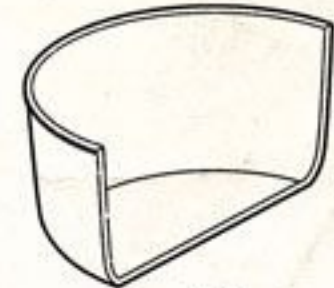
Ikéa, Älmhult 85

RAGU







4x




2x




2x




10x



3x

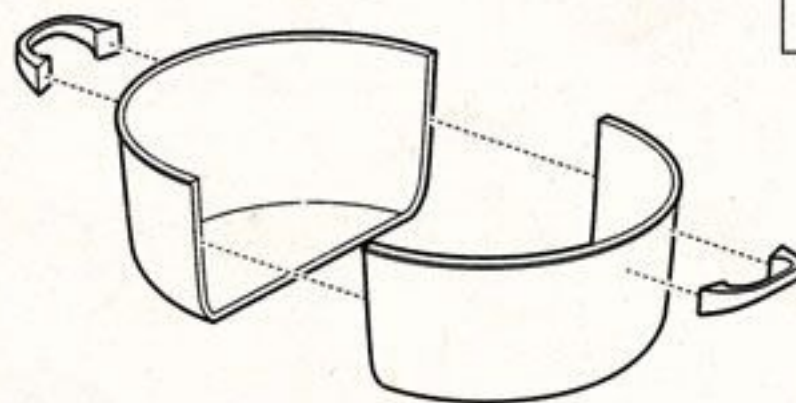


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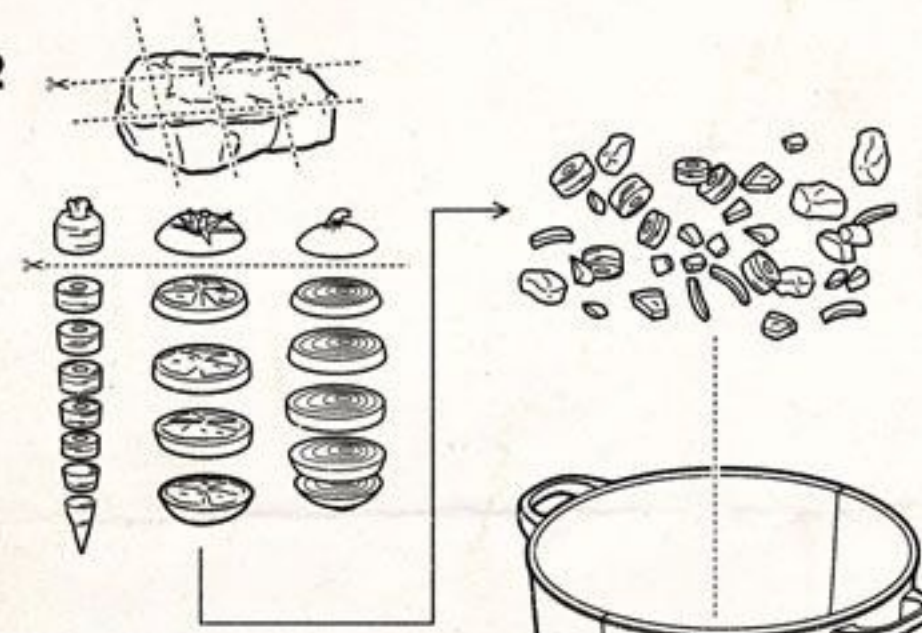


1x


1




2



3



4



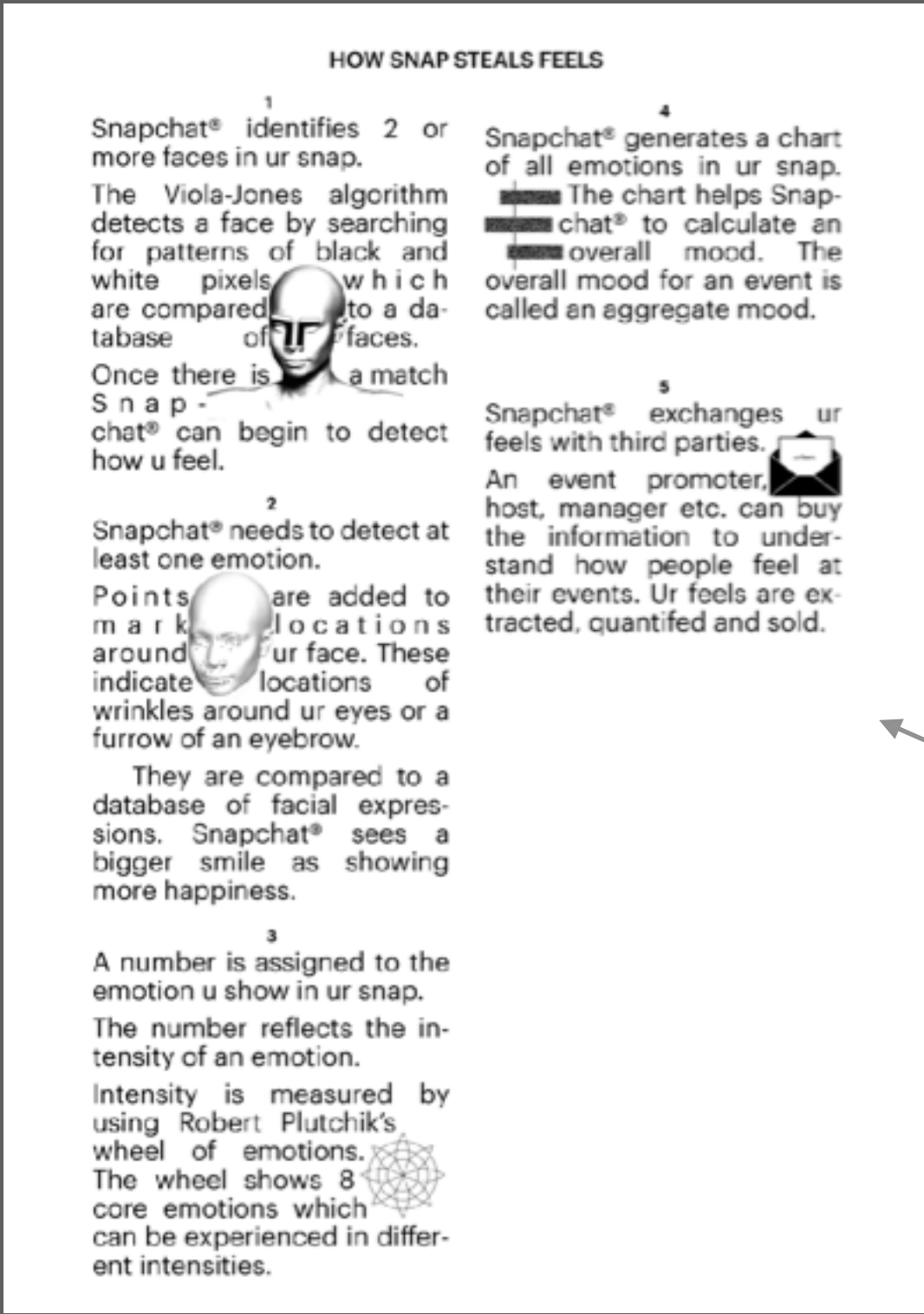
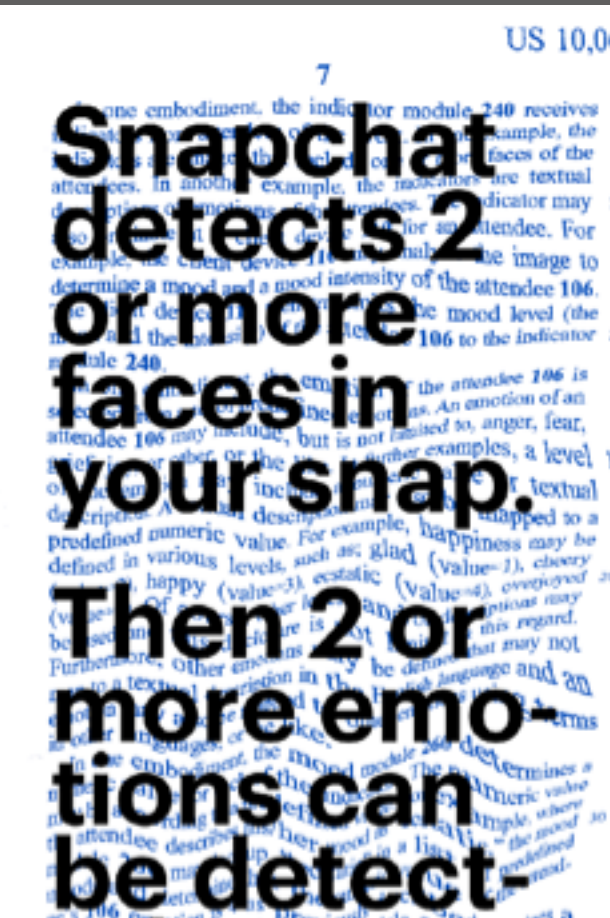
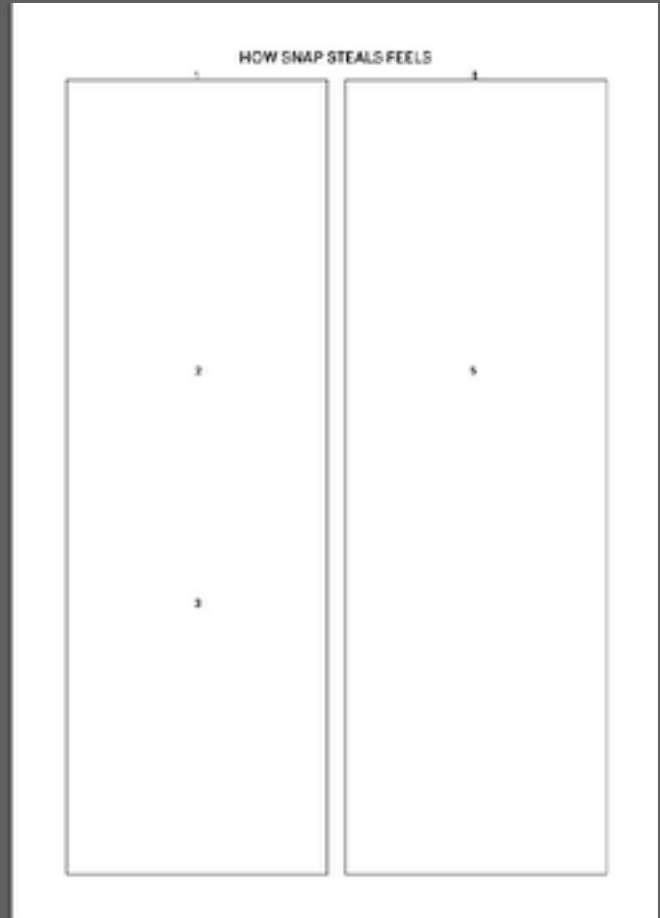
I began visualising the patent by emulating the two columns which is how the patent is typeset throughout.

I thought this was a good reference to the document. My aim was to reduce the patent onto one page, and explain the 5 step process.

I reworded the process but I found that it didn't sound right. The tone was off and the overall way it read didn't feel related to the patent.

I reworded the process but I found that it didn't sound right. The tone was off and the overall way it read didn't feel related to the patent.

I tried to make the poster navigable by placing relevant imagery in line with the corresponding text. The original patent was confusing to navigate as you'd have to flip through it to find the relevant image. This poster was an attempt to subvert that.



The imagery just blocks the text from flowing nicely so I decided to get rid of it all together.

