

dsgd 111

# universal design

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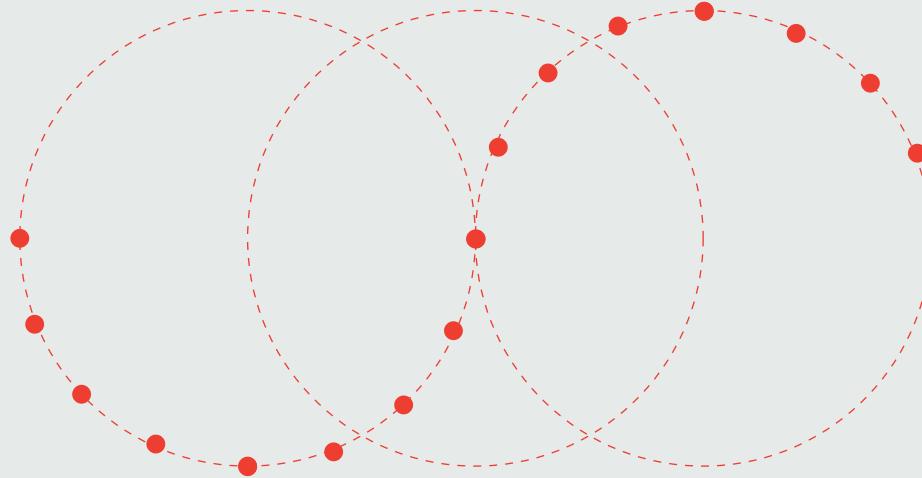


# table of contents

- 1 ..... introduction
- 2 ..... understandable design
- 3 ..... innovation in design
- 4 ..... empathy in design
- 5 ..... experience design
- 6 ..... sustainable design
- 7 ..... Conclusion

# introduction

In order for design to be considered good it must be understood; honest to itself, to the designer and of course honest to us. A well-designed product must be able to see into the future not literally of course, but it must anticipate what is to come in order to outlive its predecessors. Good design implies a good experience and it should understand the problems that it intends to solve. Good design is all around us, it is universal.





# understandable design

Design is successful when it is understood. What that means is that it must be honest to the consumer, the designer and itself. A design is honest when it does not shape itself into something that it is not, nor does it bring false hope. Dieter Rams says it best, "It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept." The design must be self-explanatory, no gimmicks, gadgets or gizmos to over compensate its true functionalities and intentions.

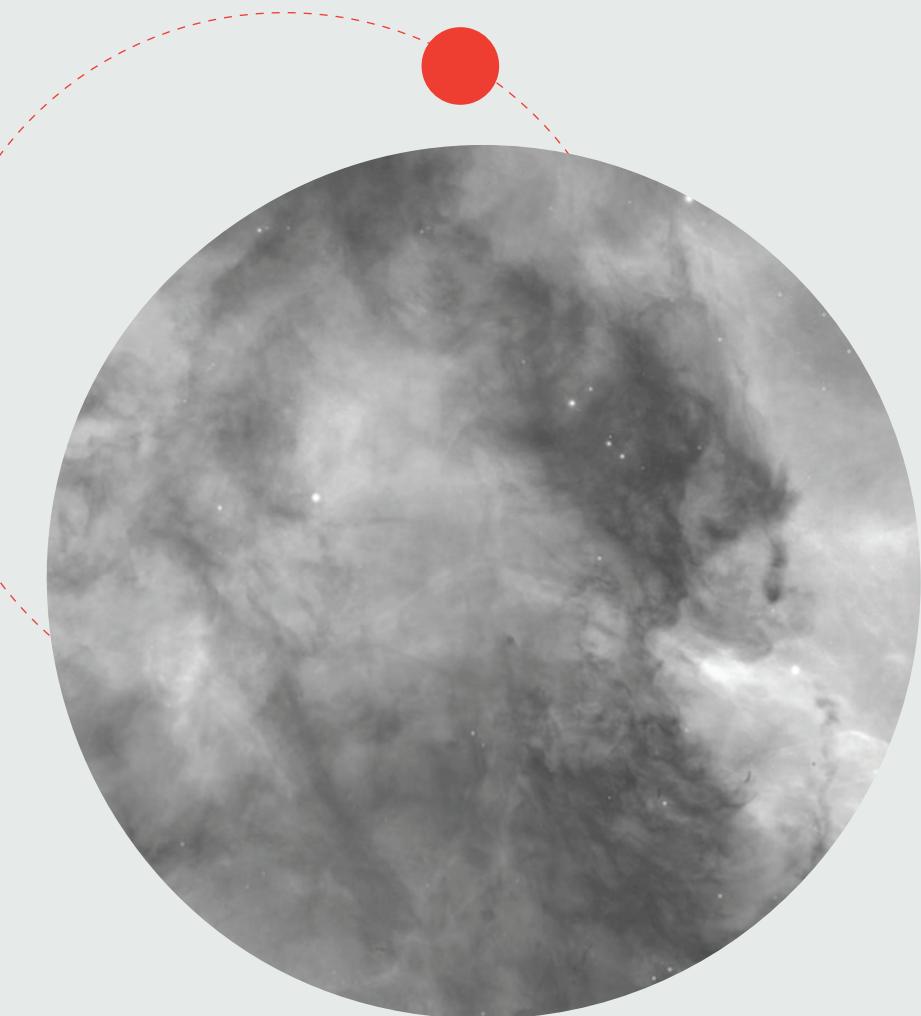
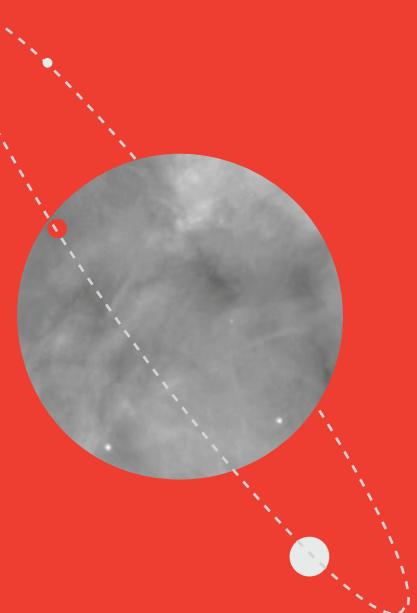
**it clarifies the product's structure.  
Better still, it can make the product  
talk. At best, it is self-explanatory**

..... dieter rams



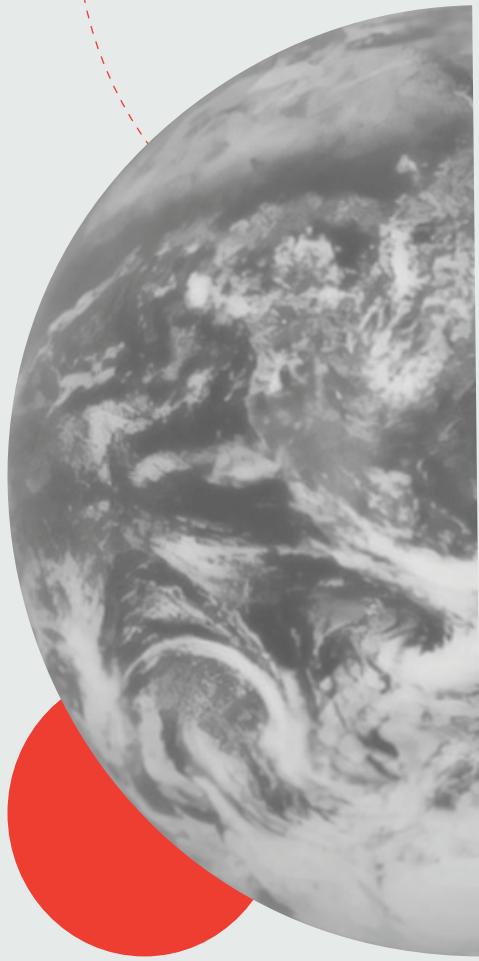
# design is intelligence made visible

..... alina wheeler



## innovation in design

There is no excuse for design to not be innovative. It is only good if it grows and evolves into something both familiar and new. As designers we have constant access to developing technology. We need to use that technology to solve the difficult problems that force us to be innovative.



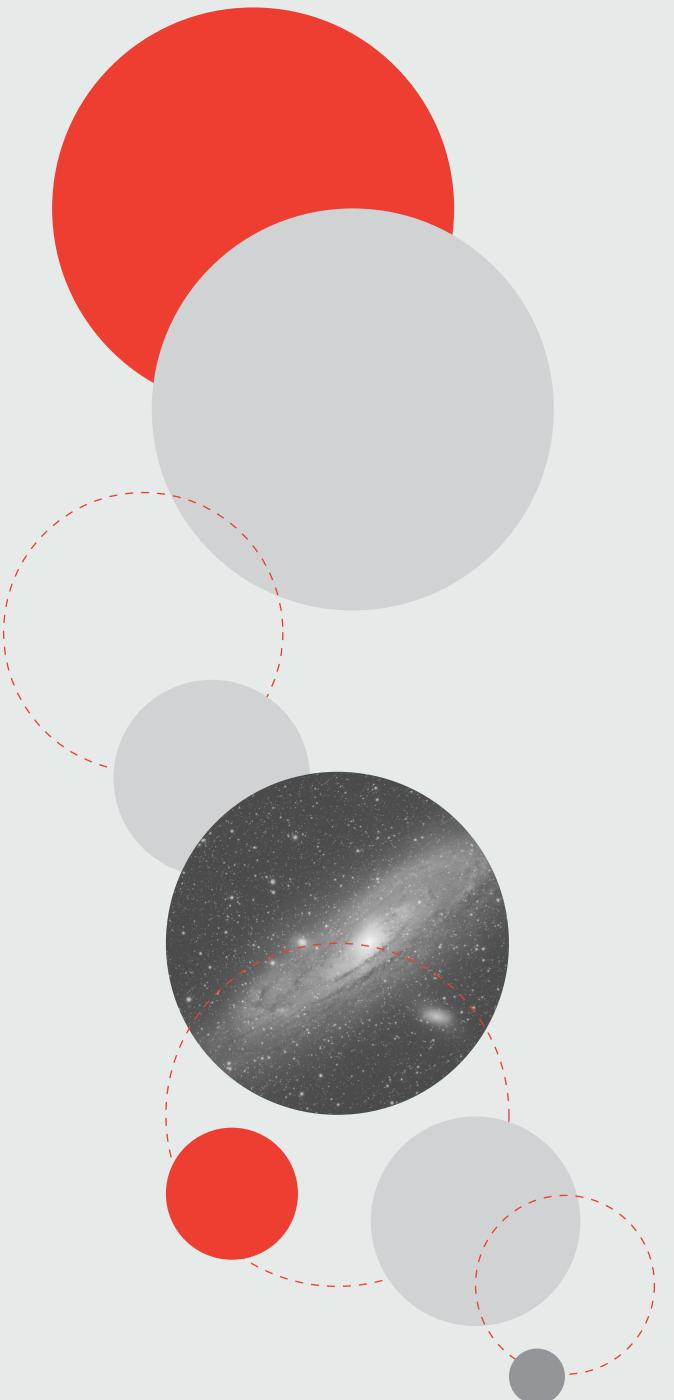
## empathy in design

For Design to show empathy it must have a user-centered approach that pays close attention to the feelings that a product induces. We should be concerned with more than just raw features and specifications, and consider how our design adapts to its environment.



we spend a lot time designing the bridge, but not enough time thinking about the people who are crossing it

..... dr. prabhjot singh



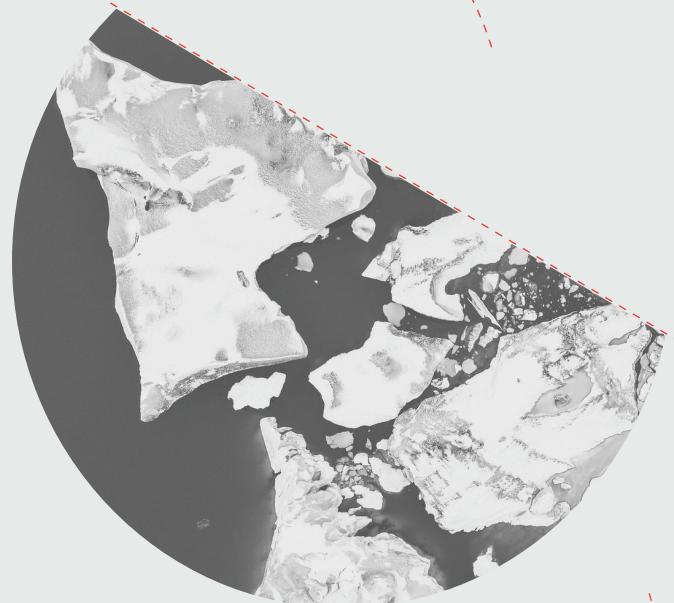
# experience design

Experience in design focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations. UX best practices promote improving the quality of the user's interaction with and perceptions of your design.



# sustainable design

As designers we must be more critically aware of the way our materials and their sourcing. By creating good design we must also be creating a better planet. Responsible sourcing is not exclusive to certain aspects of design, but all design. To be conscious of materials and how they are extracted, processed and supplied support sustainability and influences others to be more eco-conscious with their design thinking.



# it's universal

Good design is universal. We use objects and devices every day that make our lives simply better. Design is only good when it never settles. As technology improves and the way we develop solutions to the problems we face, what we design can be better than good; it can be great.



