

What is Design?

Design is not just the look and feel of an item. It is not just the color palette and fonts on a website.

Design is everywhere. It focuses first and foremost on human behavior and their experience with the design, the product, the process.

The single word 'design' encompasses an awful lot, and that's why the search for a single definition can lead to a lengthy debate. Good Design is based on tried and true, demonstrated design principles.

Graphic Design

...visual communication
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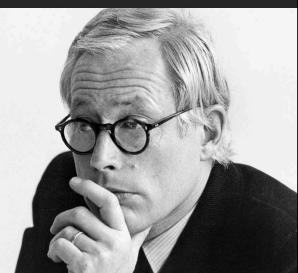
Interaction Design

Designing for the entire interconnected system: the device, the interface, the context, the environment, and the people. Interaction designers strive to create meaningful relationships between people and the products and services that they use, from computers, to mobile devices, to appliances, and beyond.

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"My heart belongs to the details. I actually always found them to be more important than the big picture.
Nothing works without details. They are everything, the baseline of quality"

- Dieter Rams



Dieter Rams - Good design transcends aesthetic purpose.

A trained architect and carpenter, Rams was influenced by the Bauhaus movement, which brought art and industry together and suggested good design was about achieving both beauty, and utility.

His *10 Principles of "Good Design"* are not the only way to look at design, but they work well for interaction design.

Dieter Rams' 10 Principles for Good Design

1. Is innovative
2. Makes a product useful
3. Is aesthetic
4. Makes a product understandable
5. Is unobtrusive
6. Is honest
7. Is long-lasting
8. Is thorough down to the last detail
9. Is environmentally friendly
10. Involves as little design as possible

1. Tech development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.

2. A product is bought to be useful. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasizes the usefulness of a product whilst disregarding anything that could detract from it.

3. The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.

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

5. Products fulfill a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained to leave rooms for user's self-expression.

6. 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.

7. It avoids being fashionable and therefore never



This painted line optimized roads' functionality for two way traffic. Considered the single most importation device in the history of auto transportation.

- Edward Hines, 1909/1911 – built first paved road in Michigan. Inspired to add lines to roads by a leaking milk truck on a dusty road.
- Received a posthumous design award (Paul Mijksenaars) for his design of bright centerlines on streets and motorways in 1911.
 - https://en.wikipedia.org/wiki/Road_surface_marking
 - <https://vimeo.com/paulmijksenaaraward> (photo source)
 - https://i.vimeocdn.com/video/450643886_780x439.jpg (photo URL)



Steal like an artist.

Dietrich Rams, Braun Transistor Radio - 1958

First iPod: October 23, 2001

Black Mp3 player: May 1998, "Diamond Multimedia Rio PMP300"

Steal like an artist: a book by Austin Kleon and a Picasso quote: "Good artists copy, great artists steal." Originality does not necessarily mean it is a better design. Originality can be over-rated - and that statement does NOT contradict Ram's first rule of Good Design. You want to be original, or innovative when there is a value to it.



Milk frother: Easy way to make lattes at home

- Simple.
- Reliable.
- Easy to Use and upkeep.

Competitors to this product:

- Coffee makers
- Coffee shops
- Flavored creamers (or partner)
- Diets (no dairy, no fat ...) (or partner)

Looking at competitors while designing a product:

- Look beyond the obvious
- You are designing for anything that will take away your customer or your user's attention and money

PROBLEM SOLVING



Back to the question: What is Design? Design is Problem Solving.



"To design is much more than simply to assemble, to order, or even to edit; it is to add **value** and **meaning**, to **illuminate**, to **simplify**, to **clarify**, to **modify**, to **dignify**, to **dramatize**, to **persuade**, and perhaps even to **amuse**

Paul Rand

Paul Rand: well-known American graphic designer, best known for his corporate logo designs.



What it means to be a Product Designer is constantly evolving.



From David Kelley's Creative Confidence video.

Worried you many not be "The Creative Type" ?
Is it Fear of judgement - there is no judgement here! We're learning here!!!

David Kelley talked about "Guided Mastery" from Psychologist Bandura's self-efficacy practice

A PROCESS does not limit creativity, it opens opportunities to be creative and innovative.

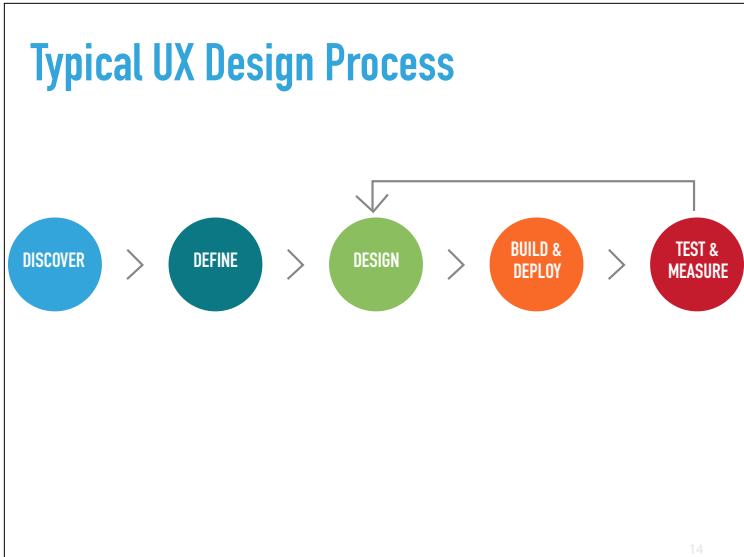
Software Development Life Cycle (SDLC)



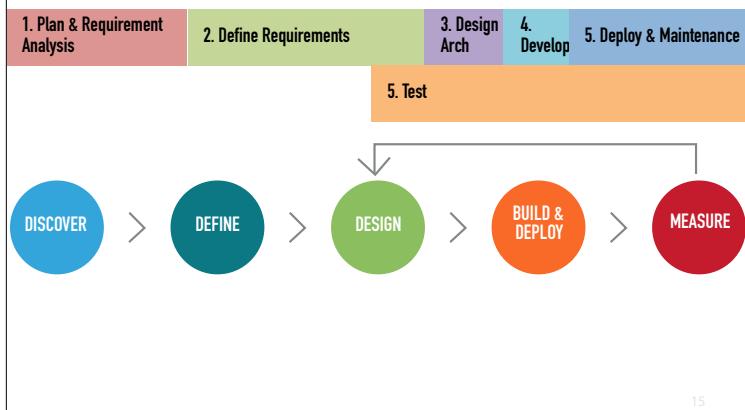
Mother of all Process Models: **Software (System) Development Life Cycle** (also called as Software Development Process)

- SDLC is a framework defining tasks performed at each step in the software development process.
- ISO/IEC 12207 is an international standard for software life-cycle processes. It aims to be the standard that defines all the tasks required for developing and maintaining software.
 - System Engineers (Tech Leads)
- There are many (slight) variations on the labeling of the steps in the cycle.
- Good, quick overview of SDLC: https://www.tutorialspoint.com/sdlc/sdlc_overview.htm

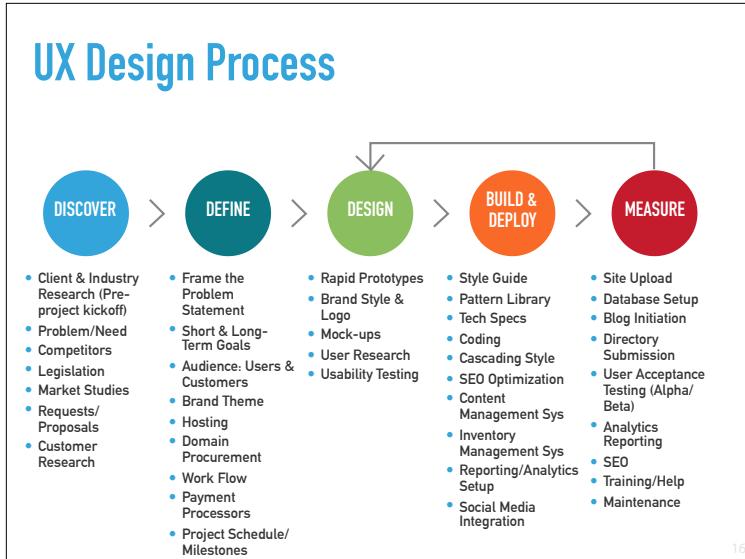
Typical UX Design Process



UX Design vs. SDLC



UX Design Process



People - Customers and Users