

What is Web Design? – Part 2

What is design?

Design for web content

“Design is the method of
putting form and content
together.”

Paul Rand

“Good design is not
decoration. Good design is
problem solving.”

Jeffrey Veen







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Whatever happened to the term New Man?

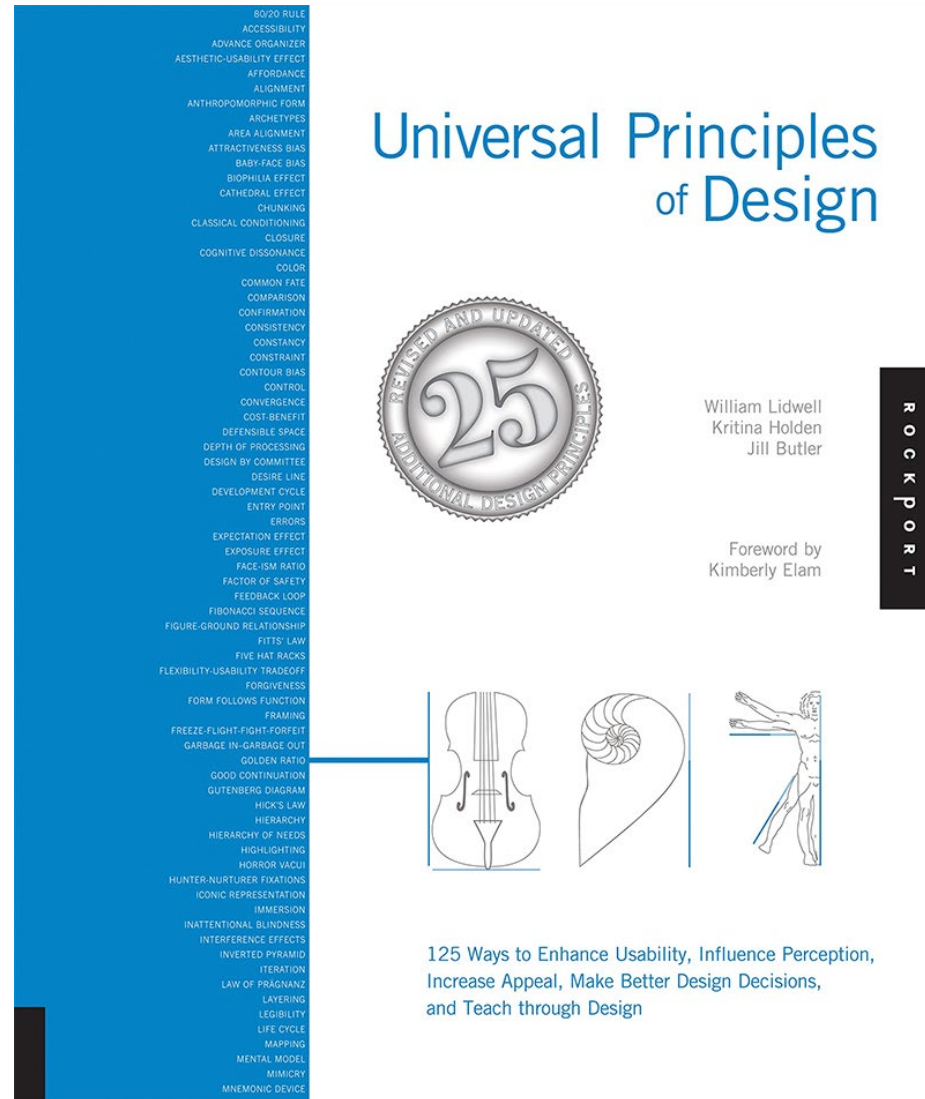
🕒 30 January 2014



“The New Man rose to prominence in the 1980s like an exotic new species, happy to do the washing up or change a nappy.”

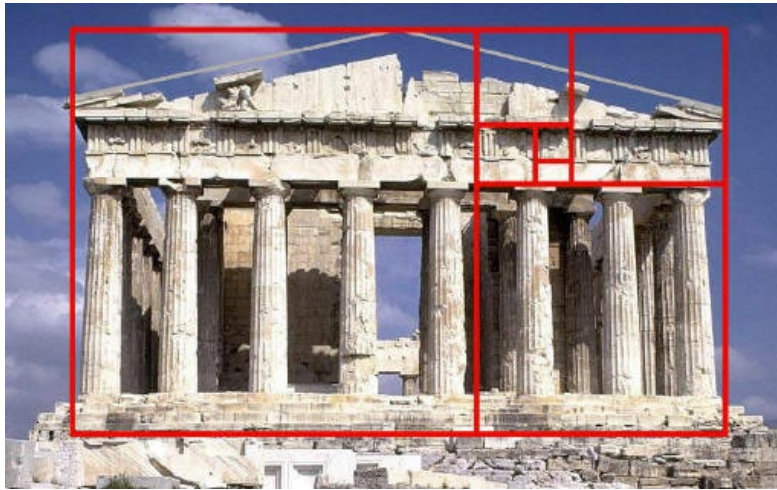
Design Principles

Universal Principles of Design



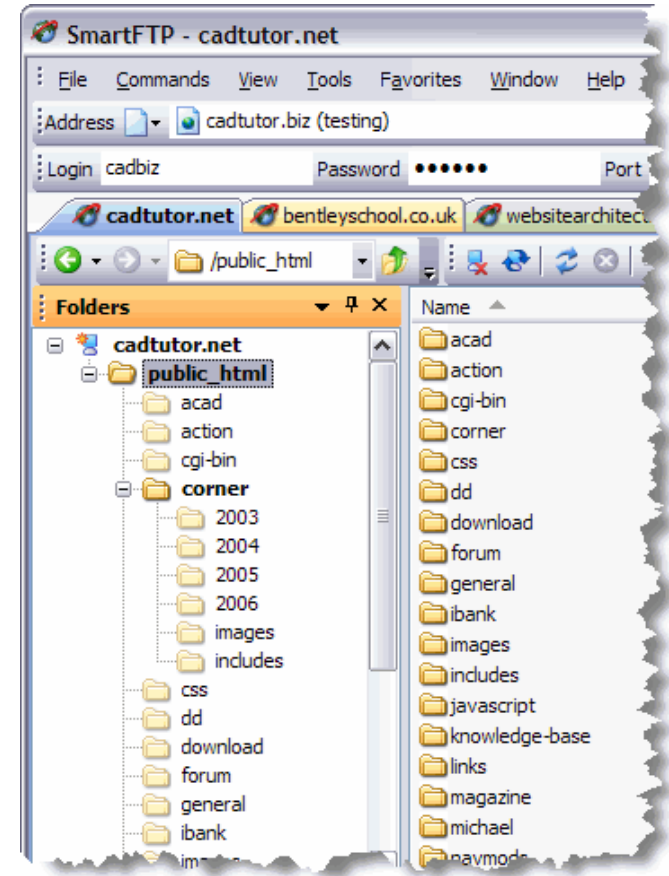
Golden Ratio

A ratio within the elements of a form, such as height to width, approximating 0.618.



Hierarchy

Hierarchical organization is the simplest structure for visualizing and understanding complexity.



Hick's Law

The time it takes to make a decision increases as the number of alternatives increases.



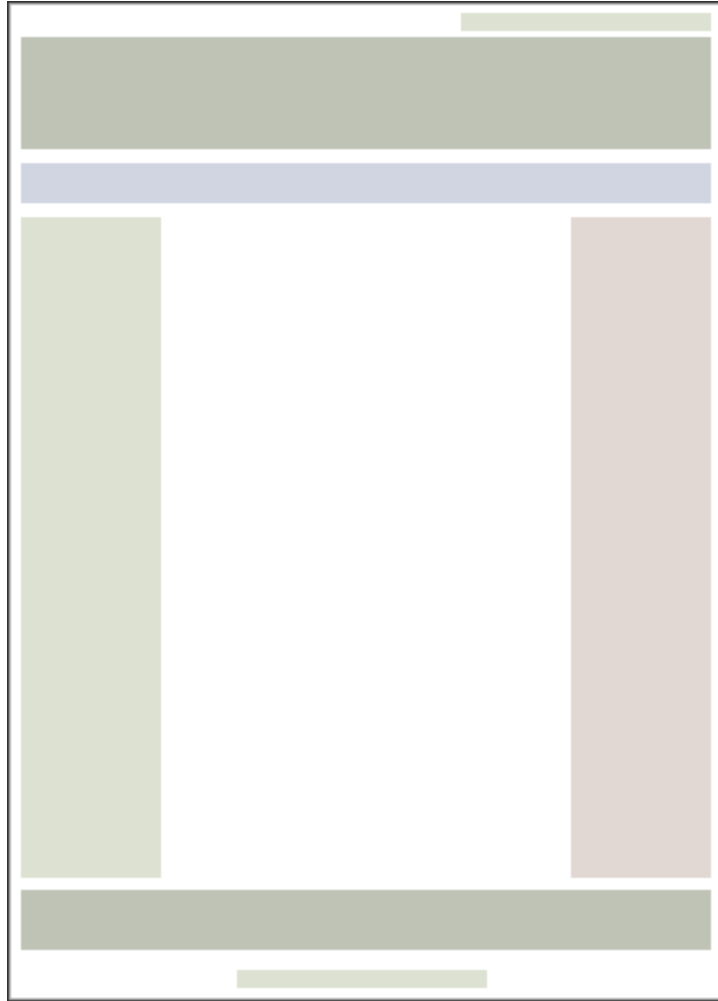
Ockham's Razor

Given a choice between functionally equivalent designs, the simplest design should be selected.



Expectation Effect

A phenomenon in which perception and behaviour changes as a result of personal expectations or the expectations of others.

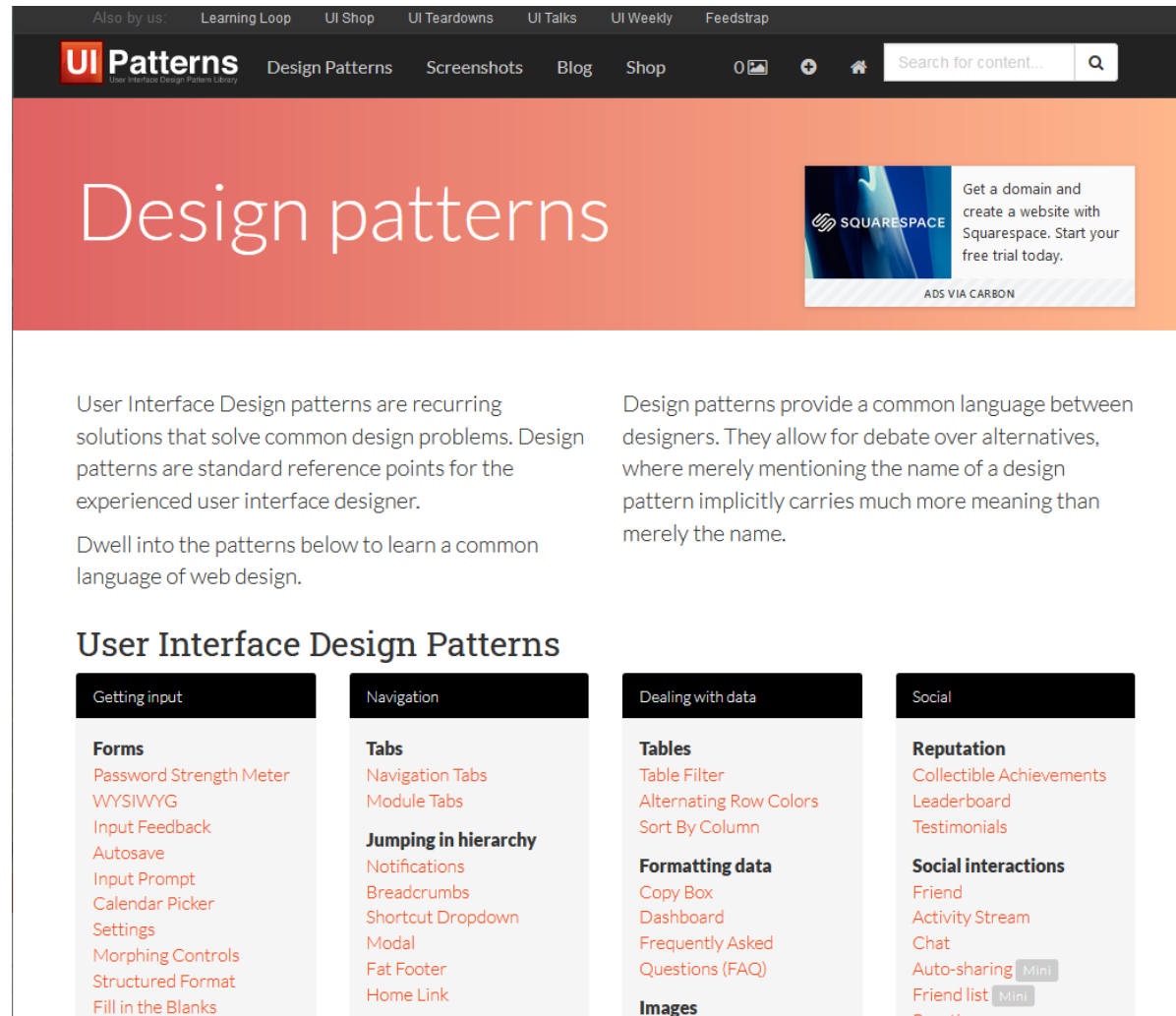




Design Patterns



Design Patterns for Web Design



<http://ui-patterns.com/>

What is *Good* Design?

“A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.”

Antoine de Saint-Exupery

Domestic consumables



Designer: Unknown

<https://www.ecover.com/mission/clean-design/>



Designer: unknown

[300 Clothes Pegs](#)

Architecture



Designer:
Christopher Wren
Richard Seifert
Normal Foster
and many others...

Consumer technology



Designer: Jonathan Ive

<http://news.bbc.co.uk/1/hi/entertainment/arts/3481599.stm>



Designer: Harry Beck

http://en.wikipedia.org/wiki/Tube_map

ABCDEFGHIJKLMNOPQRSTUVWXYZÀ
OPQRSTUVWXYZÀ
ÅÉÎÏÖØÜabcdefghijklm
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The Quick Brown
Fox Jumps Over
The Lazy Dog.

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abcdefghijklmnopqrstuvwxyz0123456789 [] () { } / \ < > ?

Designer: Eric Gill

http://en.wikipedia.org/wiki/Gill_Sans

Being a designer means
living in a world where
nothing is perfect and
where nothing exists that
cannot be improved.

NO

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designer, you must become
critical of every designed
object you see and use.



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