

# Design

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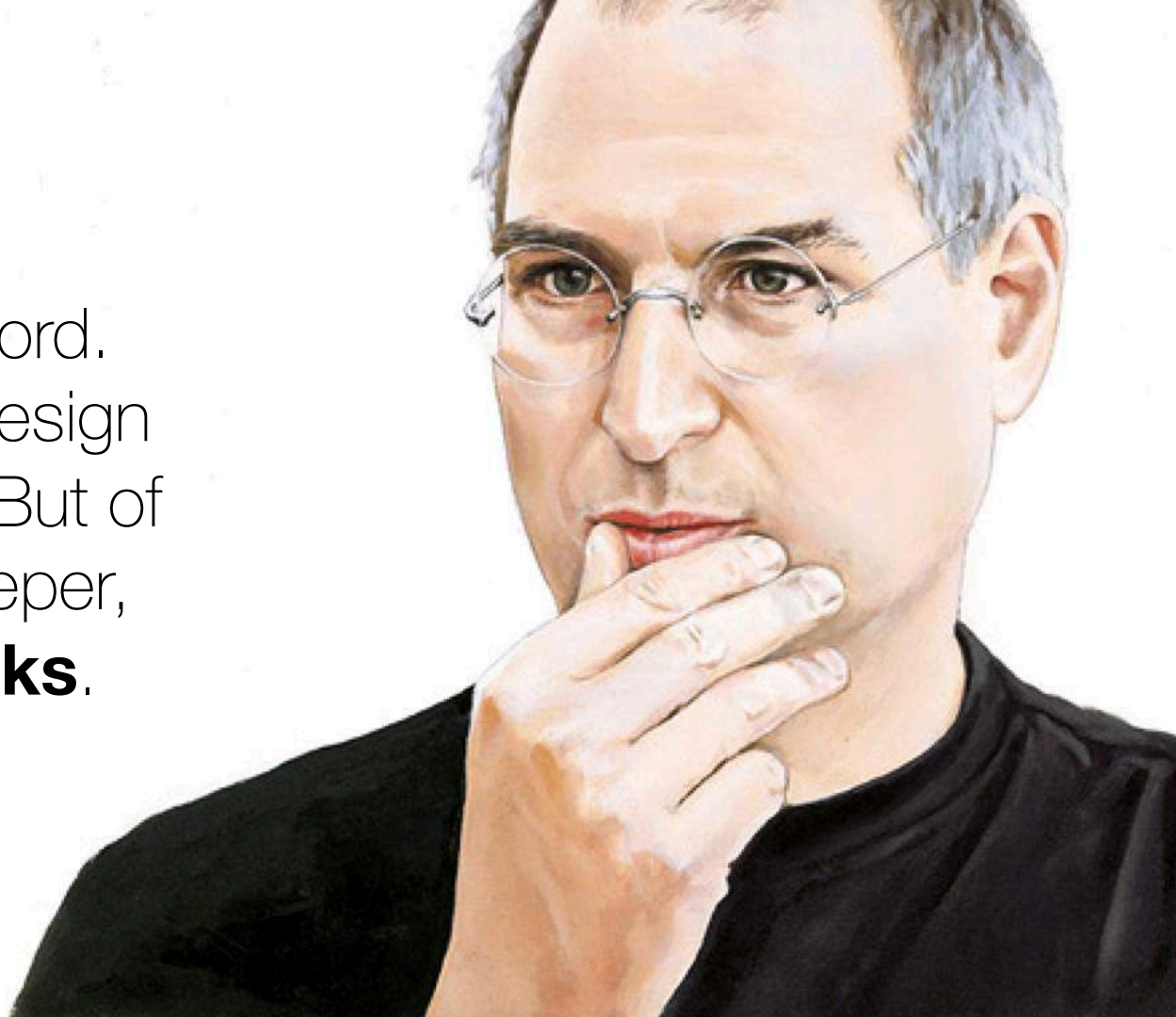
Understanding Design

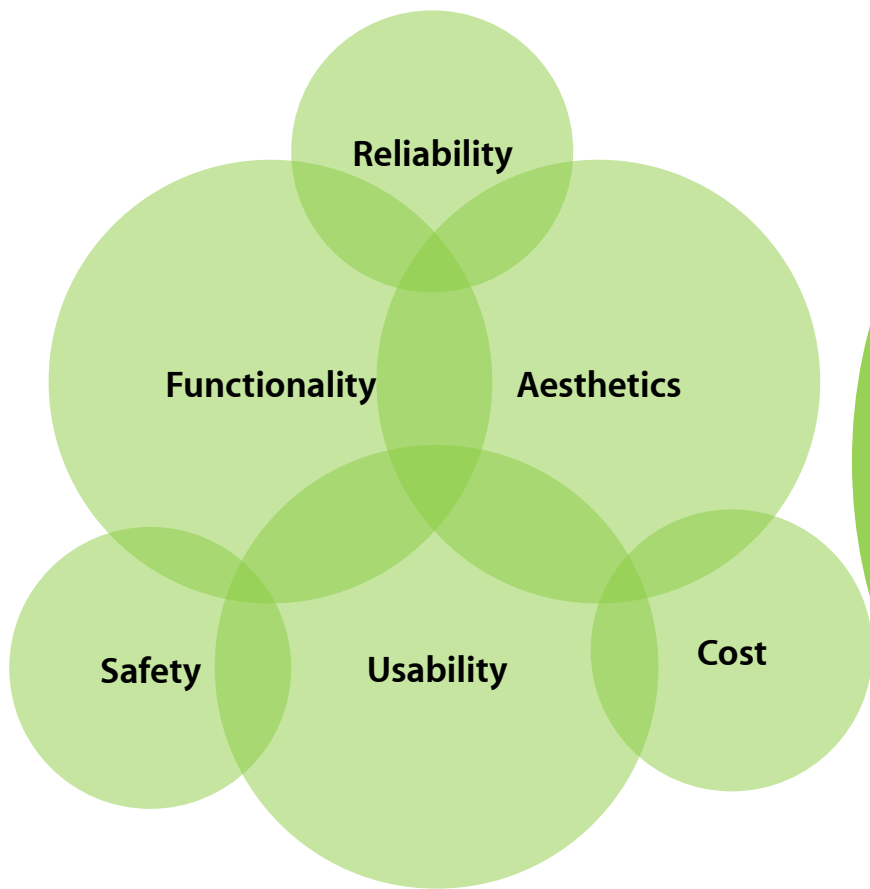
What is Design?

The best design?



**Design is** a funny word.  
Some people think design  
means how it looks. But of  
course, if you dig deeper,  
it's really **how it works.**





# **Good Design**

**should have aesthetic pleasure, art,  
creativity—  
and at the same time be usable, workable,  
and enjoyable.**

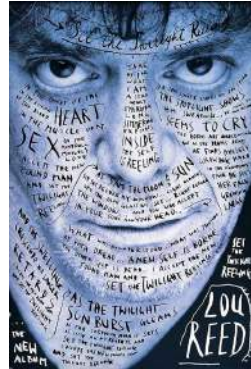
# Design Disciplines

# Graphic Design

Working with graphical images, illustrations, typography, or images, and on a variety of media including print and web. Graphic design is typically rendered in 2D – printed on a physical surface or displayed on a screen.



Mike Parker



Stefan Sagmeister



Alan Fletcher

# Industrial Design

Designing physical products designated for mass-consumption. It's the study of both function and form, and the connection between product, the user, and the environment.



Yves Béhar



Jonathan Ive



Marc Newson

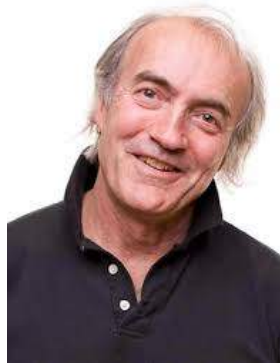


# Interaction Design

Interaction design helps humans experience or manipulate software or interface with screen-based hardware in order to achieve specific goals – checking email, withdrawing money from an ATM, or shopping online on smartphone.



Alan Cooper



Bill Buxton



John Maeda

# Other Design Disciplines

Fashion & Apparel Design

Furniture Design

Multimedia Design

Interior Design

Communication Design

Games Design

System Design

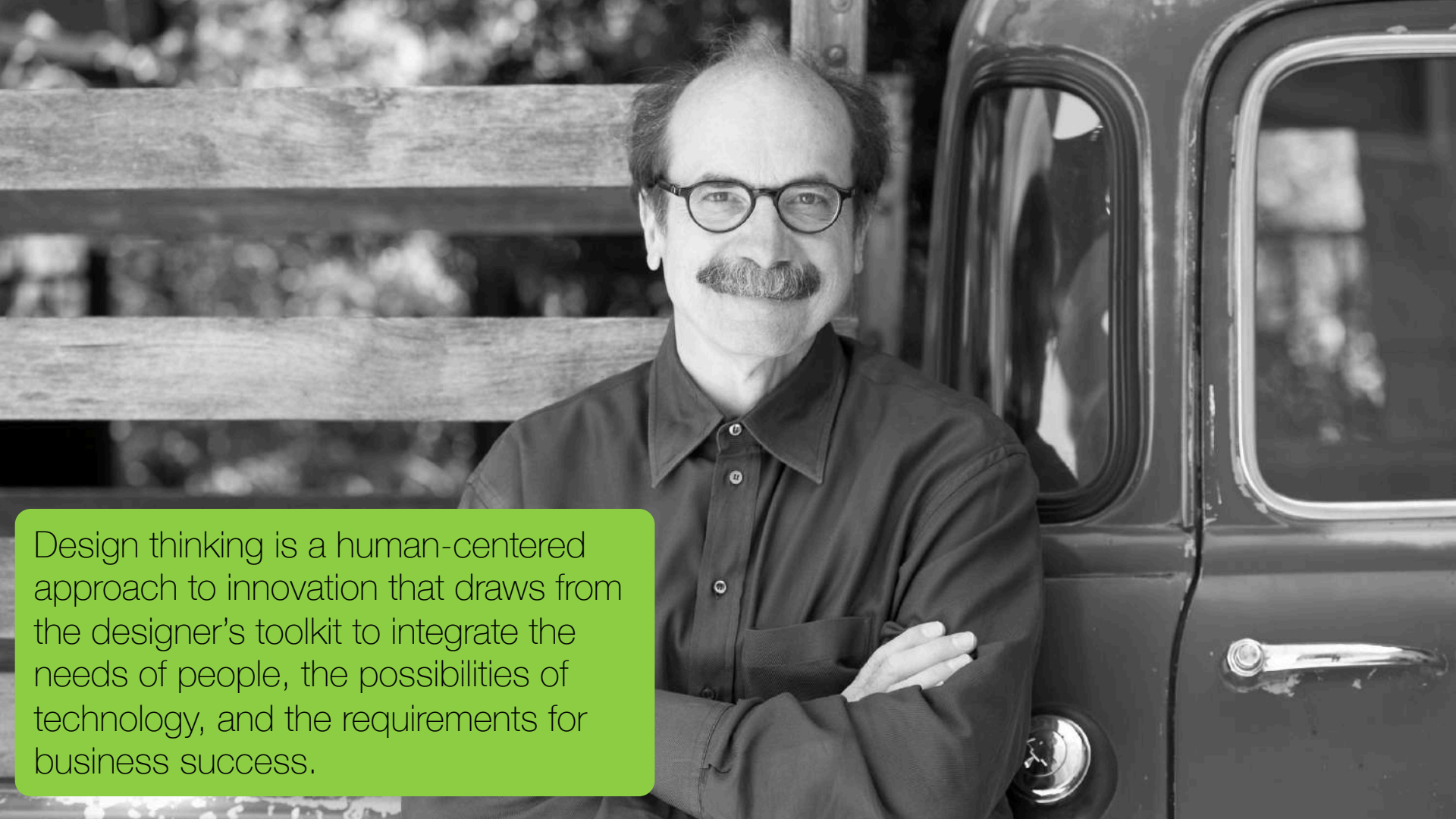
Instructional Design

Toy Design....

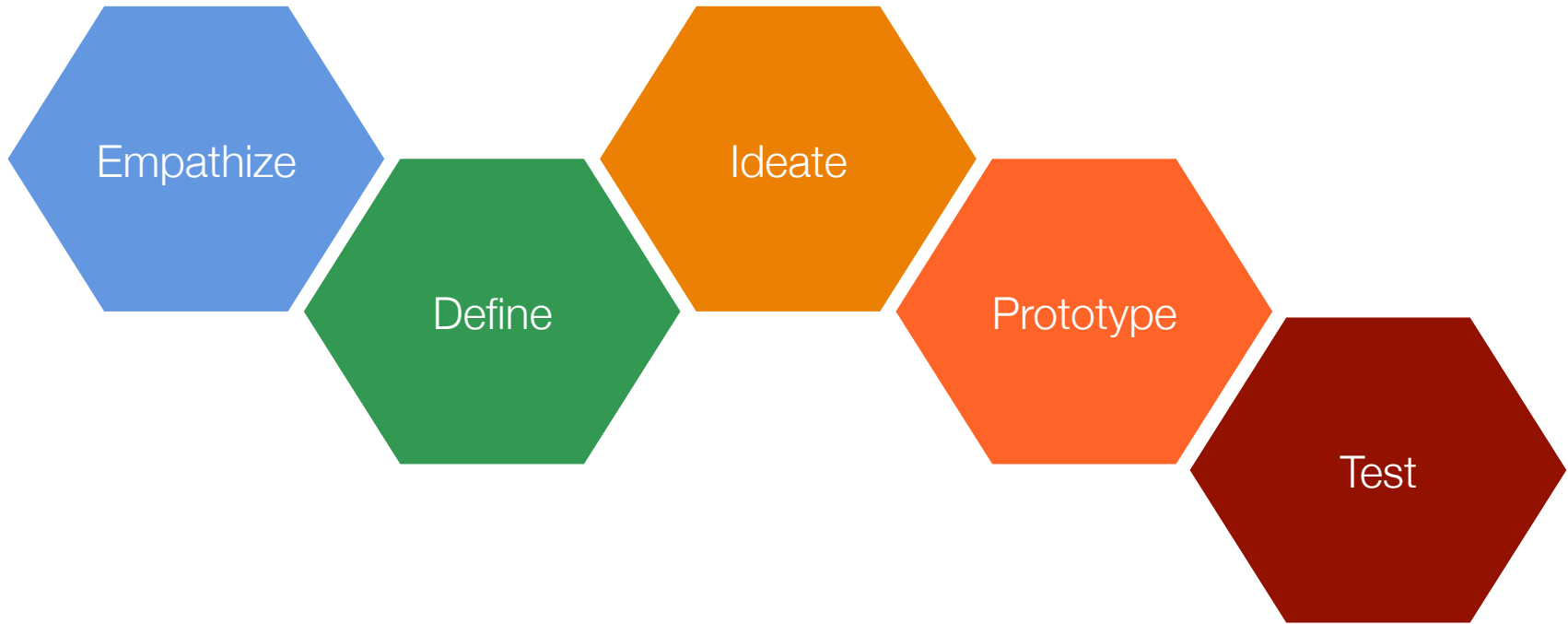
...& many more

# Design Thinking





Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.



EMPATHIZE: Fully understand the experience of the user through observation, interaction, and immersing yourself in their environments.

DEFINE: Process and synthesize the findings from your empathy work in order to form a user point of view that you will address with your design.

IDEATE: Explore a wide variety of possible solutions through generating a large quantity of diverse possible solutions

PROTOTYPE: Transform your ideas into a physical form so that you can experience and interact with them.

TEST: Try out high-resolution products and use observations and feedback to refine prototypes, learn more about the user, and refine.

# User Experience Design

& User Interface Design

# UX vs UI

**How UX  
is seen**

Field research  
Face to face interviewing  
Creation of user tests  
Gathering and organizing statistics  
Creating personas  
Product design  
Feature writing  
Requirement writing  
Graphic arts  
Interaction design  
Information architecture  
Usability  
Prototyping  
Interface layout  
Interface design  
Visual design  
Taxonomy creation  
Terminology creation  
Copywriting  
Presenting and speaking  
Working tightly with programmers  
Brainstorm coordination  
Design culture evangelism

**Field research**  
**Face to face interviewing**  
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**How UX  
wants to  
be seen**



# Digital Landscape



# Summary

- Design : solution to a problem
- Different Design Disciplines : industrial, graphic, interaction ...
- Design Thinking : a process for user centered design
- User Experience Design : designing digital experiences

**Thank You**

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