

What is Design



What is "design"?

1.2 What is "design"?

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Many different areas of design...



'Design' is a very common word in everyday use. But there are many different areas of design - website design, fashion design, graphic design, and so on.

You may have your own view on what design is from your studies or experience. It is quite likely that different people have different answers.

1.3 What is “design”?

What is “design”?

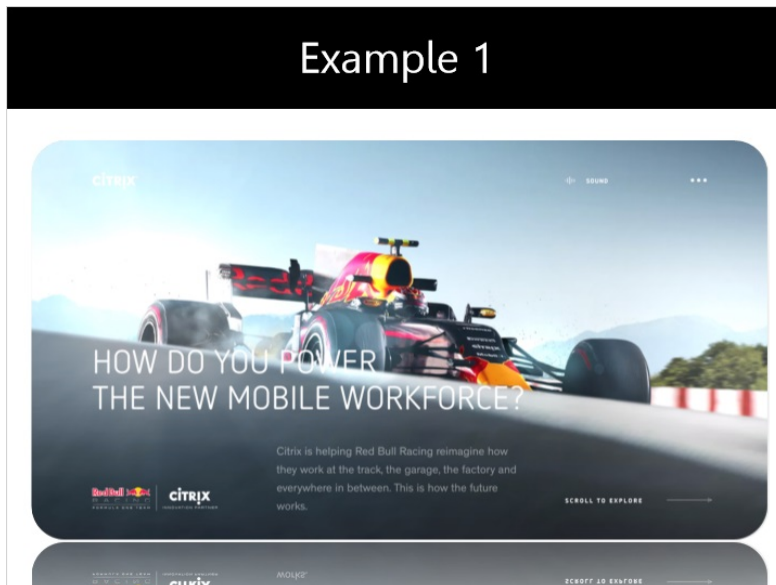
Consider the examples on the next few slides...

- What do they have in common?
- How do they differ?
- Can they help us identify what good design involves?

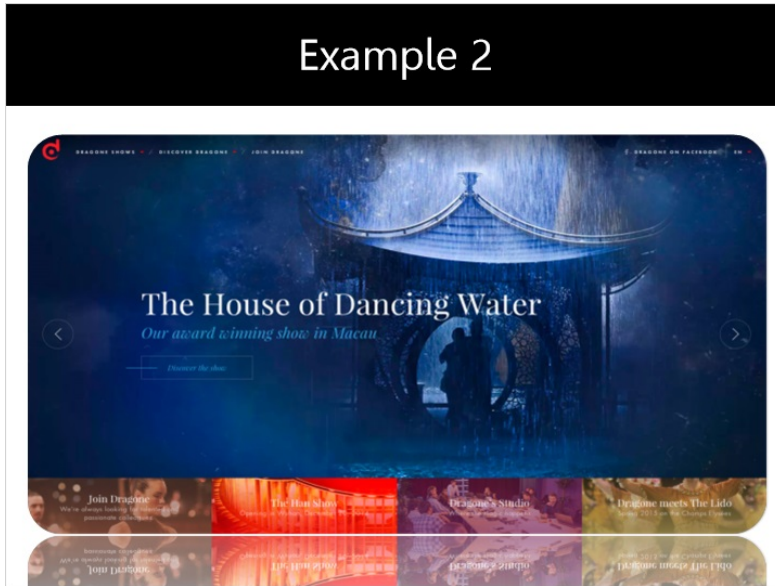
Notes:

Now consider the websites that follow on the next slides. They have all won awards for the quality of their design. What do they have in common? How do they differ? Can they help us identify what good design involves?

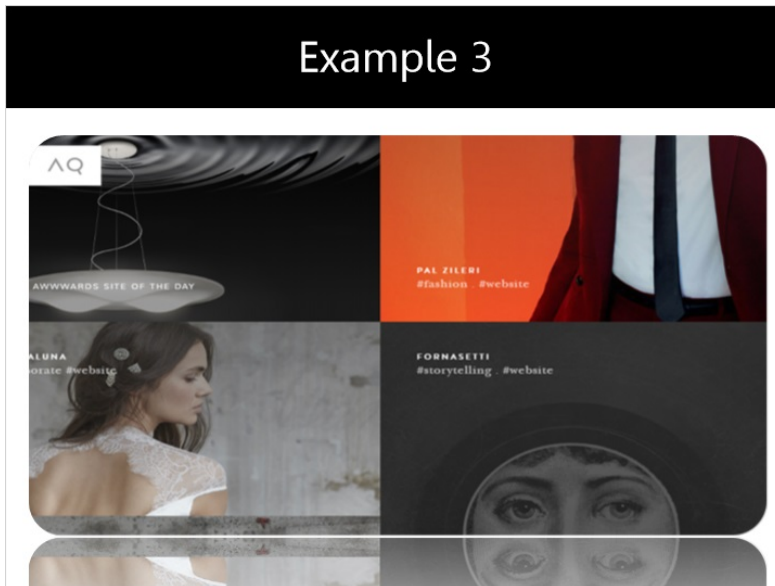
1.4 Example 1



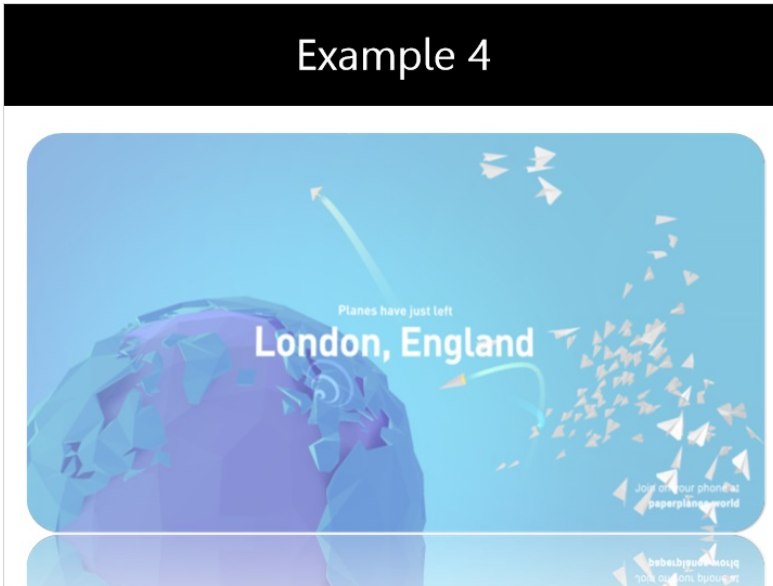
1.5 Example 2



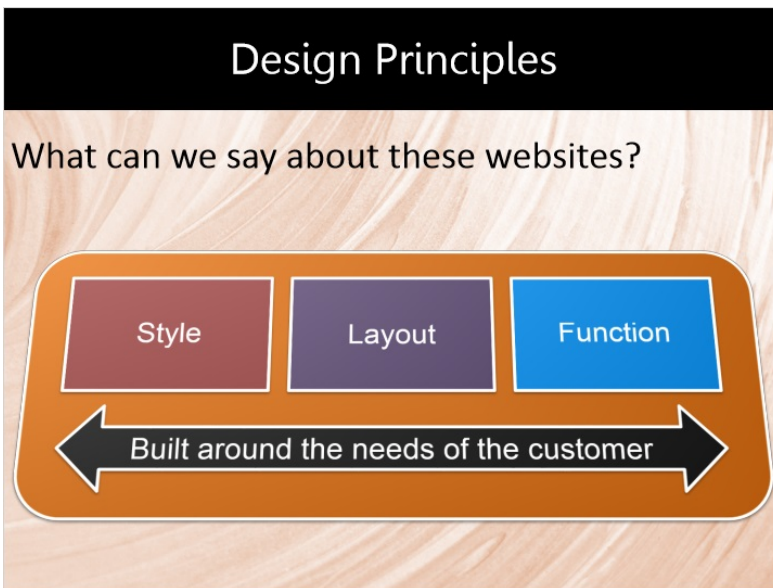
1.6 Example 3



1.7 Example 4



1.8 Design Principles

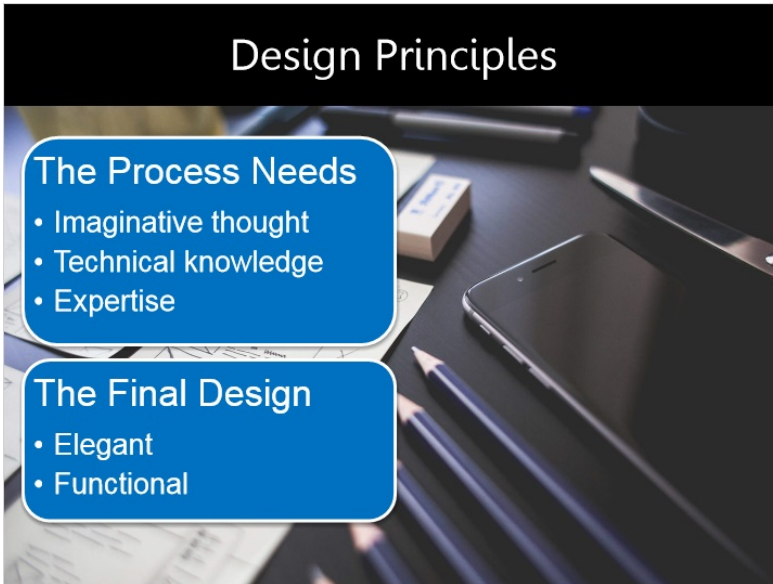


Notes:

When we look at these examples, we can see they all very different. The examples vary in terms of style, layout and function. But what they have in common is that the design is built around the needs of the customer. And they resolve those needs by applying a lot of imagination and originality It helps their work - their website - to stand out from their competitors. And helps them build loyal customer base.

So, their success is very much linked to their design

1.9 Design Principles



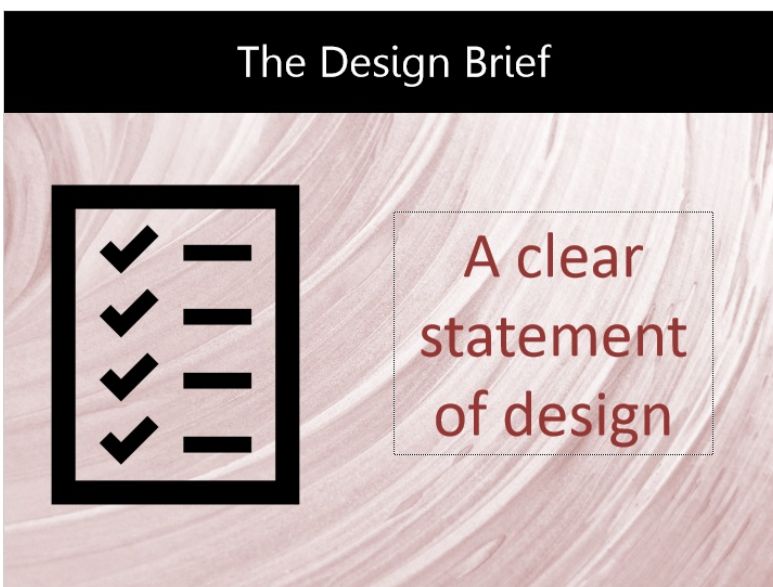
Notes:

We can say that design is ultimately about finding a solution to a problem. And that solution solves the problem in an elegant way that customers enjoy using. To do this, designers must apply a lot of imaginative thought, technical knowledge and expertise.

As designers the process of making our websites easy for customers to use, requires us to do a lot of work in the back ground. The tradeoff is always - if we make things easy for ourselves, the result will be harder for customers to use.

So, we must take that hit - make things harder for ourselves - to make things easy for our customers.

1.10 The Design Brief

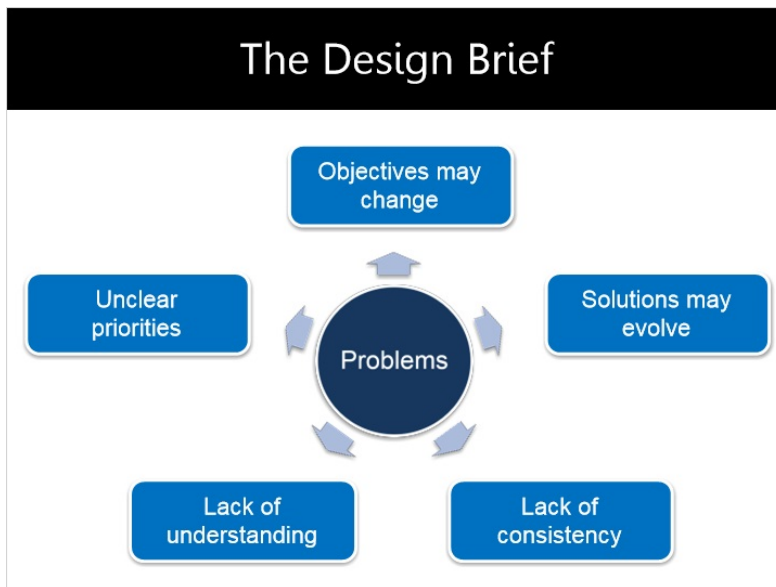


Notes:

When working for a client, a design brief is often used to document requirements. A good brief must contain a clear statement of design objectives and is normally agreed between the client and the designer.

A good brief does not necessarily equal a good design, but a bad brief is likely to lead to a bad design.

1.11 The Design Brief



Notes:

There are some common problems with the briefing process. For instance, objectives may change as the client becomes more aware of what is possible. And solutions may evolve as the design develops, moving them away from what was first imagined.

And larger projects can suffer because of the lack of consistency among various design teams. Sharing the objectives and ensuring everyone has a clear understanding of them is a challenge.

Finally, priorities of different tasks may not always be clear.

1.12 Qualities Of A Designer



Notes:

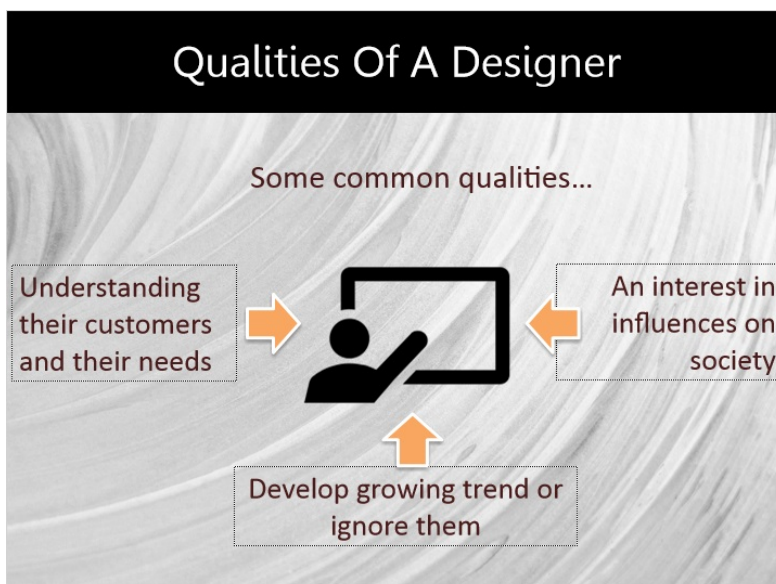
Designers must be able to visualize what they want to achieve. They can picture the end product and can imagine all the small steps they need to take to get there.

As we've discussed, this vision may change along the way. But it's good to have much certainty as possible before stating the design process. Sometimes the vision of the design stays the same, but the designer may take a different route to get there.

There may be technical problems or something unexpected. Designers must understand good design principles - page layout, colours, using text, images and videos to communicate your message.

Skills which you are developing as you move through this course. For designers it's important not just to be technically competent but also to be artistic and creative in their work.

1.13 Qualities Of A Designer



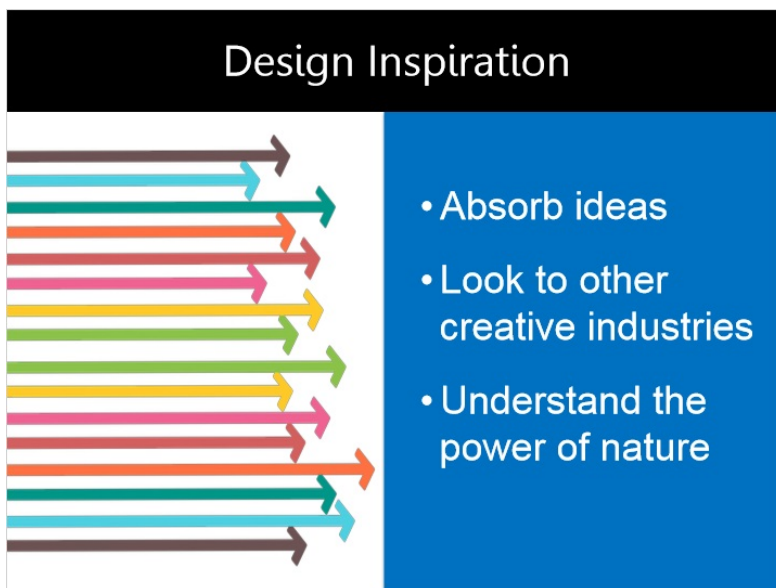
Notes:

Considering design is such a complex activity perhaps there can be no complete list of skills a designer requires.

But, there are some common qualities a designer will have. A designer must understand the nature of their customers and their needs. A customer may be the user of a website or a client the designer is working for.

Designers also need to keep up with the latest trends and influences impacting society. These could be cultural trends from social media or technical trends, such as new devices. The designer may spot a growing trend and seek to develop it or ignore a trend if they think it would be very short lived.

1.14 Design Inspiration



Notes:

So, where do designers find inspiration? This can seem extremely difficult one moment and surprisingly easy the next. Maybe the best approach is not to actively seek inspiration, but slowly absorb ideas that might be useful in the future.

Maybe you could keep a diary, voice memo or a photography of something that might give you inspiration later. And inspiration can come from many different places. Look to other creative industries like; art, literature, photography, architecture, advertising, fashion...

Think about design the next time something grabs your attention. Why is it successful and what can you learn from it? Consider how this can be applied to your own design work?

And never underestimate the power of nature. The living world is all around us with endless colours, textures and shapes. Keep your eyes open and put ideas to the back of your mind for later.