

Berlin | November 20 - 21, 2018



The 7 pillars of design...

Raffaella Isidori



Guten Tag, Berlin!



raffaella isidori

A row of five colored squares: orange, green, purple, blue, and black.

**polymath, rulebreaker,
loud-laughing champion of diversity,
Mindfulness practitioner**

The 7 pillars of design

The 7 pillars of design

(and how they apply to your life)

The 7 pillars of design (and how they apply to your life)

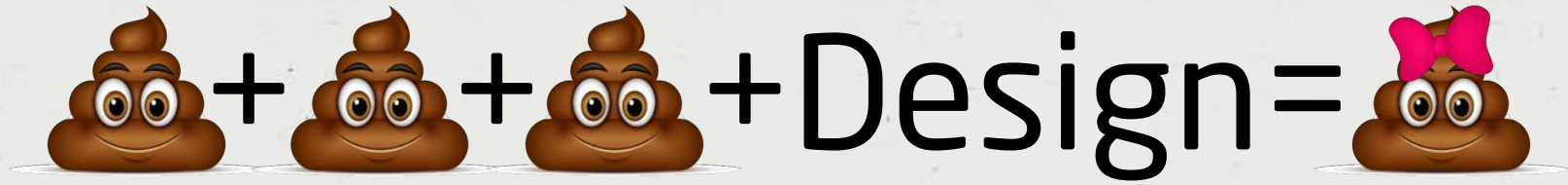
Inspired by Alex White's *"The Elements of Graphic Design"*

Design ≠ Aesthetics

Design is process

“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.”

Steve Jobs





**the general principles
that guide visual/graphic design
can relate to many aspects of the
design process. And of our lives**

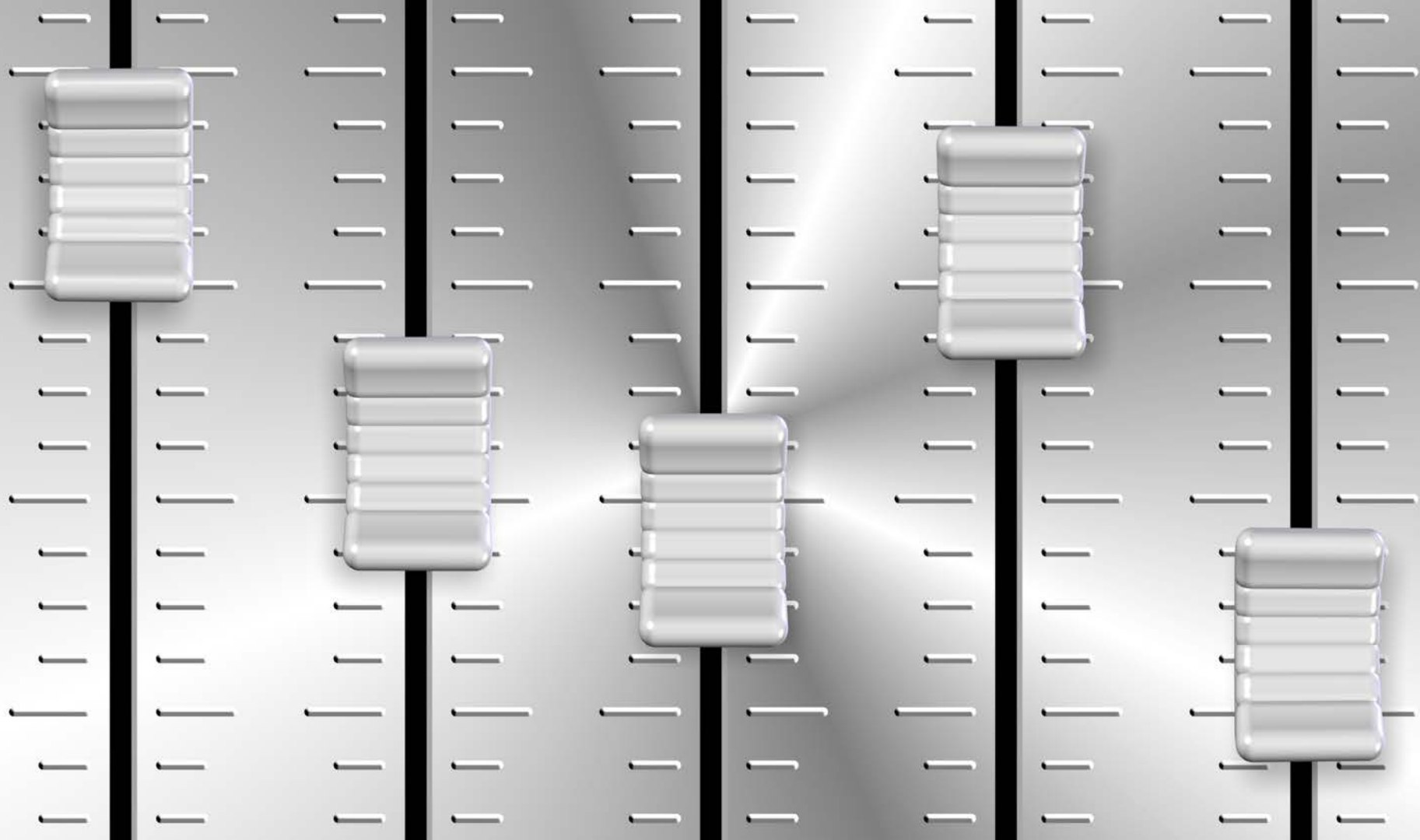
think of these principles
holistically

being aware and mindful
of them can help us **design better**

being aware and mindful
of them can help us **design better**
better products, and better lives

In design - as in life - these principles should be treated as **guides**

In design - as in life - these
principles should be treated as **guides**
not as imprisoning rules

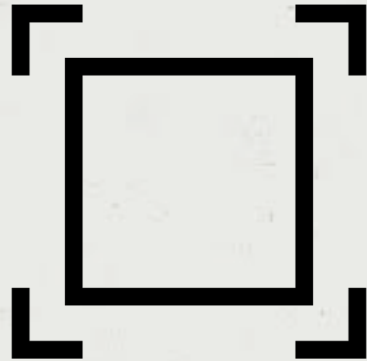


design and lives

1st PRINCIPLE

SPACE

**Space is the area within, around
above or below an object, or objects**







**← Space is the area within, around →
above or below an object, or objects**



April Greiman



Paul Rand

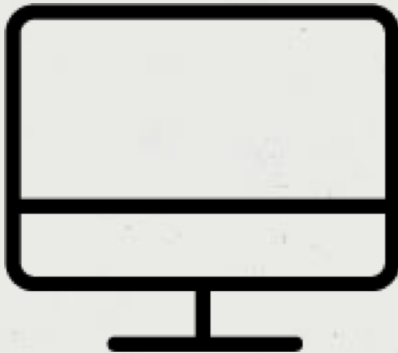


It is also **the area at our disposal**
for the task we are working on

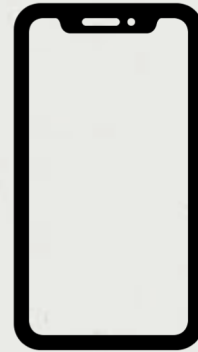
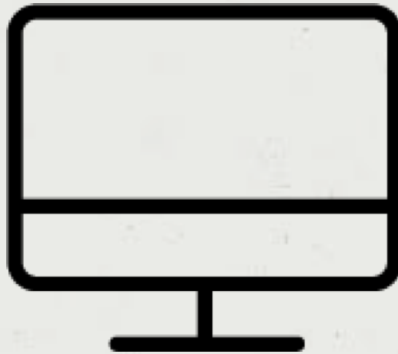
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It is also **the area at our disposal**
for the task we are working on



In life, **space** is what surrounds us
physically, spiritually, mentally

In design, **white space**
is especially important

white space is the space
“between” the elements, as well as
the space “within” the elements

white space is not “empty space”

Consider it like **the silent
pause that, when listening,
allows understanding**

Consider it like **the silent
pause that, when listening,
allows understanding**

Whitespace is the most important, subtle
and invisible kind of punctuation or punct
us: a point, a division of multiplicity, a som
ething out of everything

**white space is also,
a powerful element of design**



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The FedEx logo is centered on the page. It consists of the word "FedEx" in a bold, sans-serif typeface. The letters "Fed" are purple, and the letters "Ex" are orange. The letter "E" is a unique design, with a triangular cutout on its right side that creates a white arrow pointing to the right, which is a key element of the FedEx brand identity.

FedEx

In life, **white space** is quiet,
a time to rest and recharge









White space can be **mental**

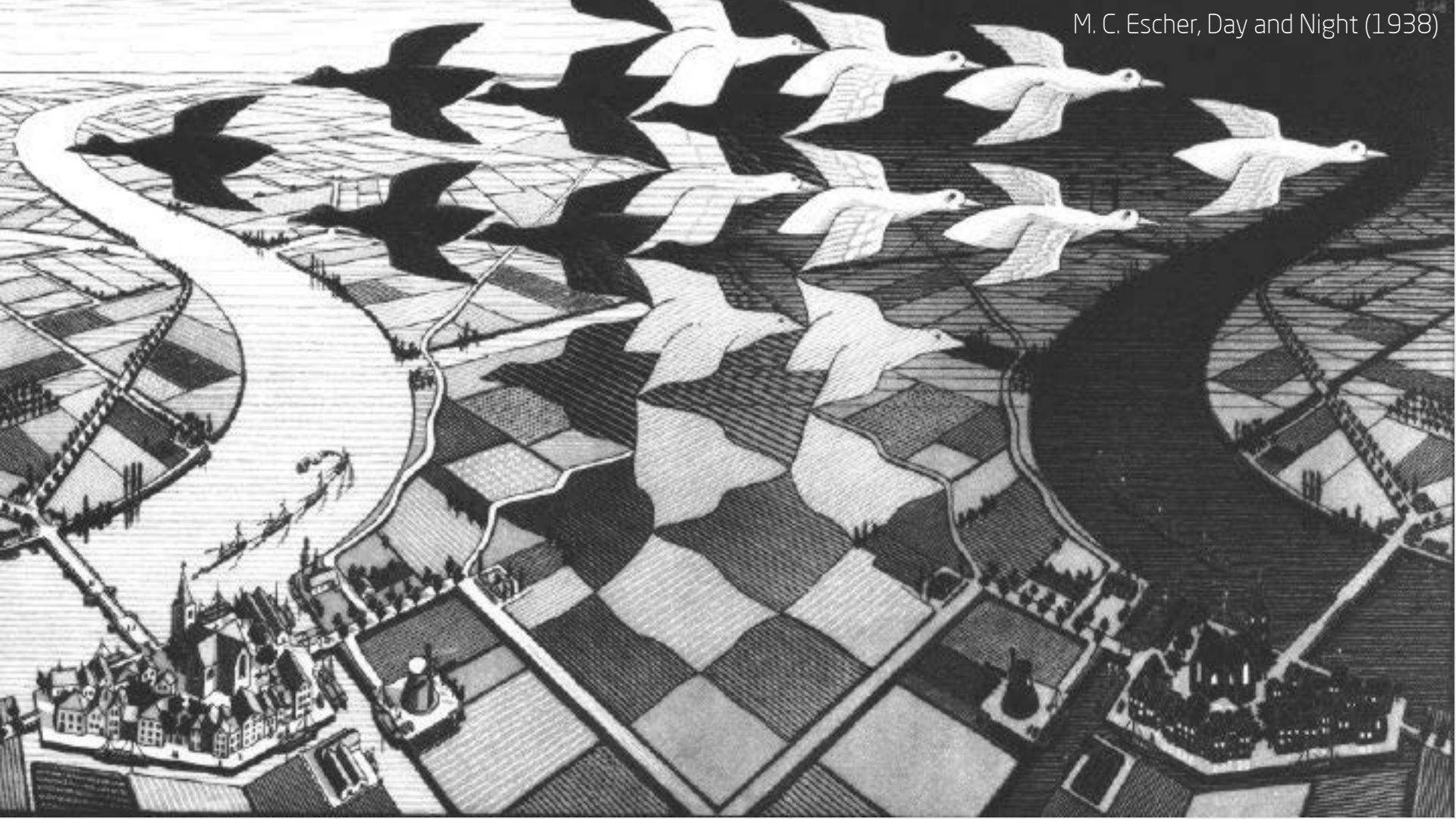






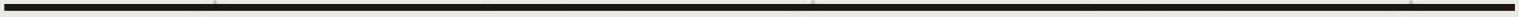
We need **white space** in life
to better see, feel and appreciate
the “filled space”

M. C. Escher, Day and Night (1938)



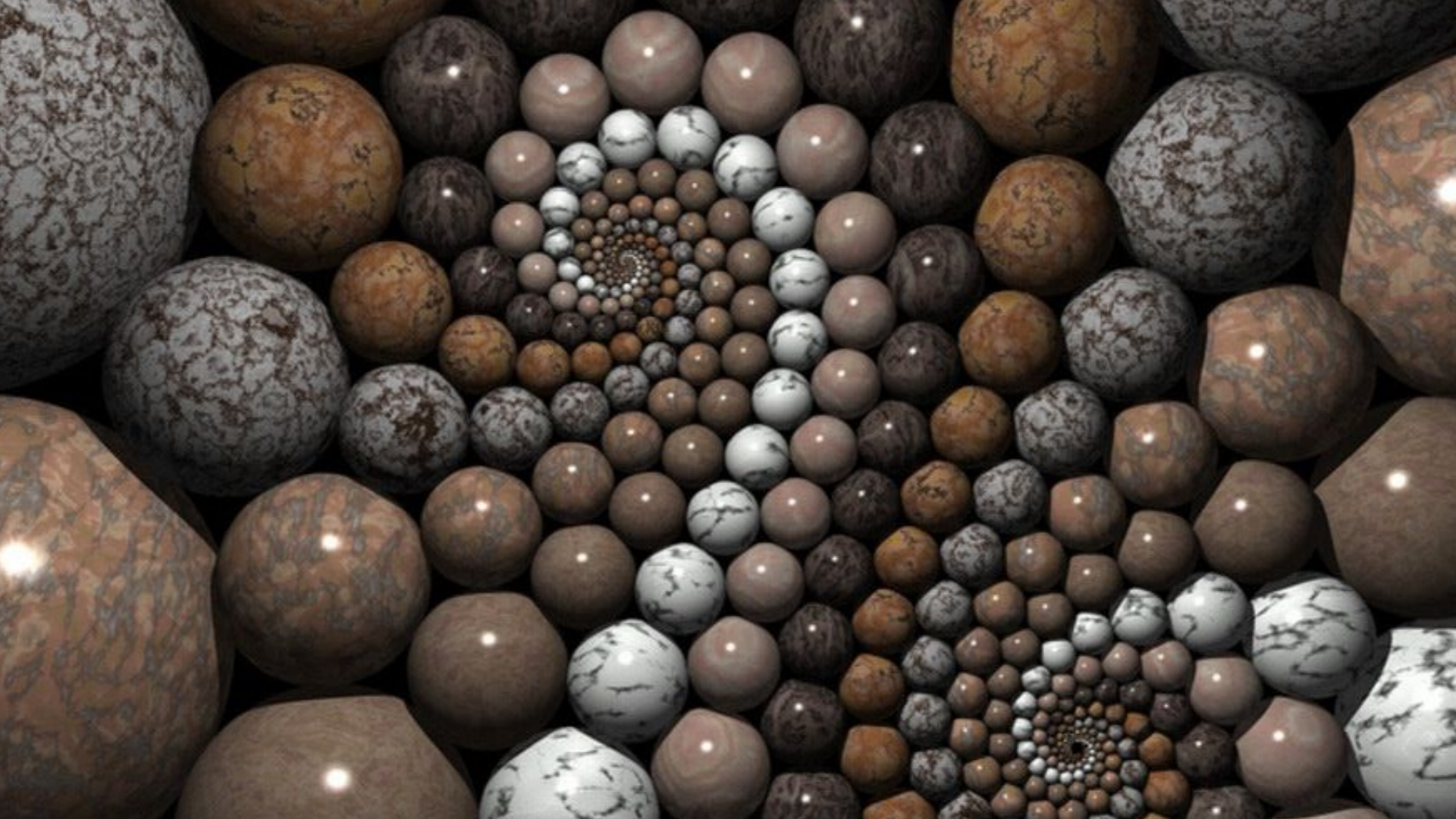
2nd PRINCIPLE

UNITY



HARMONY

**When all elements
in a design are in harmony,
no individual part is perceived
as more important
than the whole.**



**achieving harmony
is a main goal of good design**

**When all elements in our lives
are in harmony, our quality of life
is superior and richer**

To avoid chaotic [or lifeless]
design, we need a **good balance**
between unity and variety

and to avoid boredom or stress
we need a **good balance** between
the known and the new,
the safe and the exciting

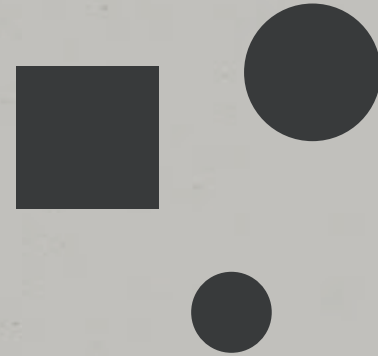
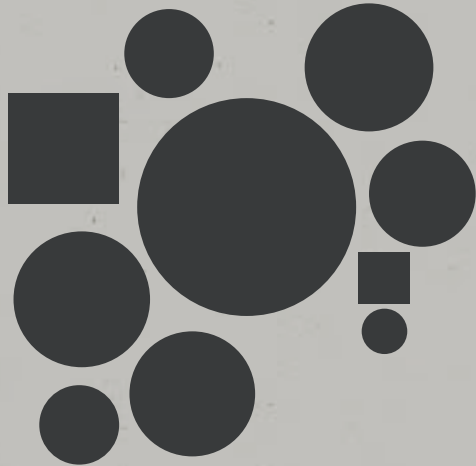
We can achieve unity in 4 ways:

Proximity

Proximity

elements that are physically close
are seen as related.





Proximity, in life, is community

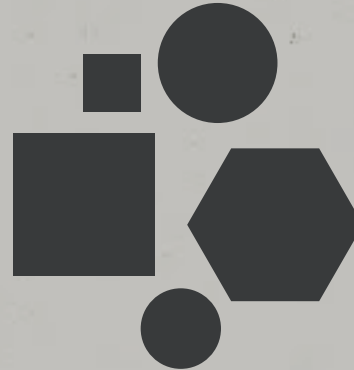


It satisfies our need to **belong**
And pacifies our **fear of void**

Similarity

Similarity

elements that **share similar position,
size, color, shape,
or texture** are seen as **related**





Similarity, in our lives,
makes us feel safe and belonging

Similarity, in our lives,
makes us feel safe and belonging
[like, here, now]

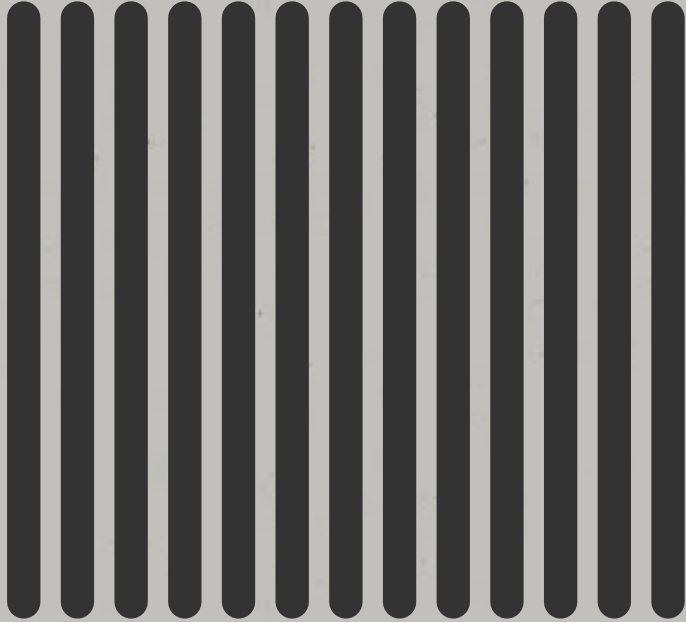
The opposite of similarity
is **Diversity**



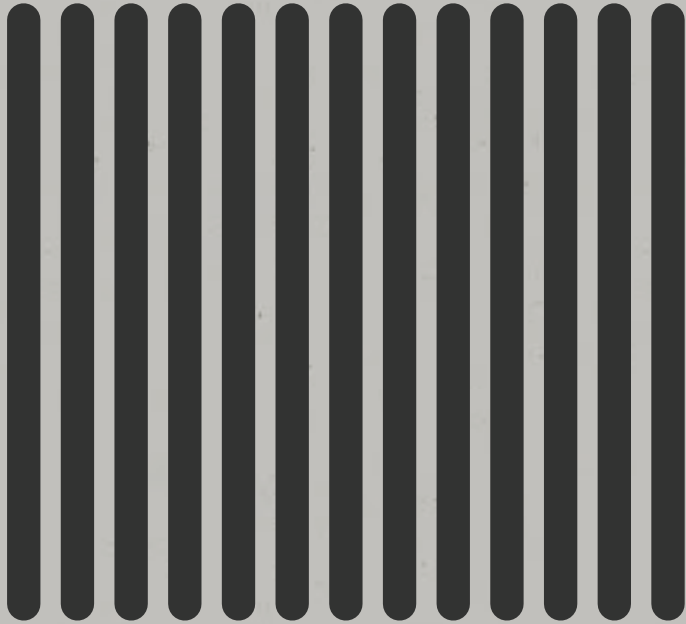


Repetition and rhythm

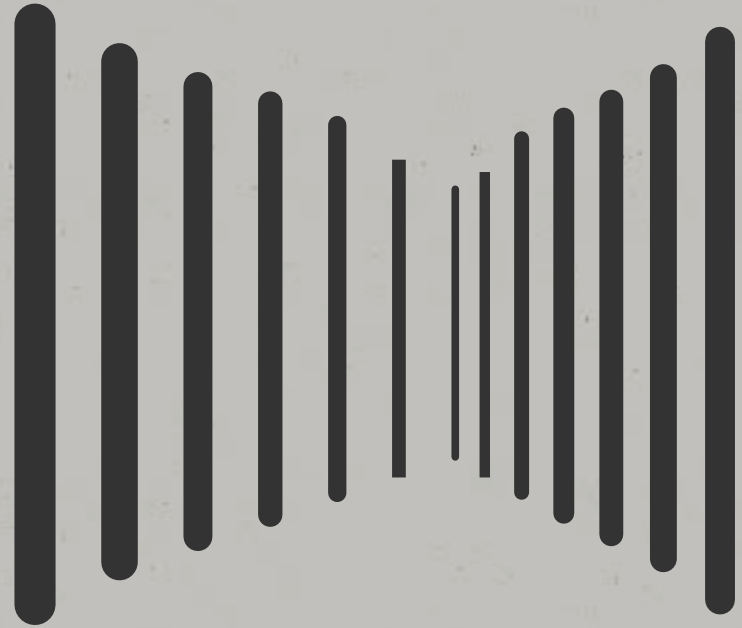
Repetition and rhythm
recurring position, size, color, or use
of graphic elements creates unity



repetition



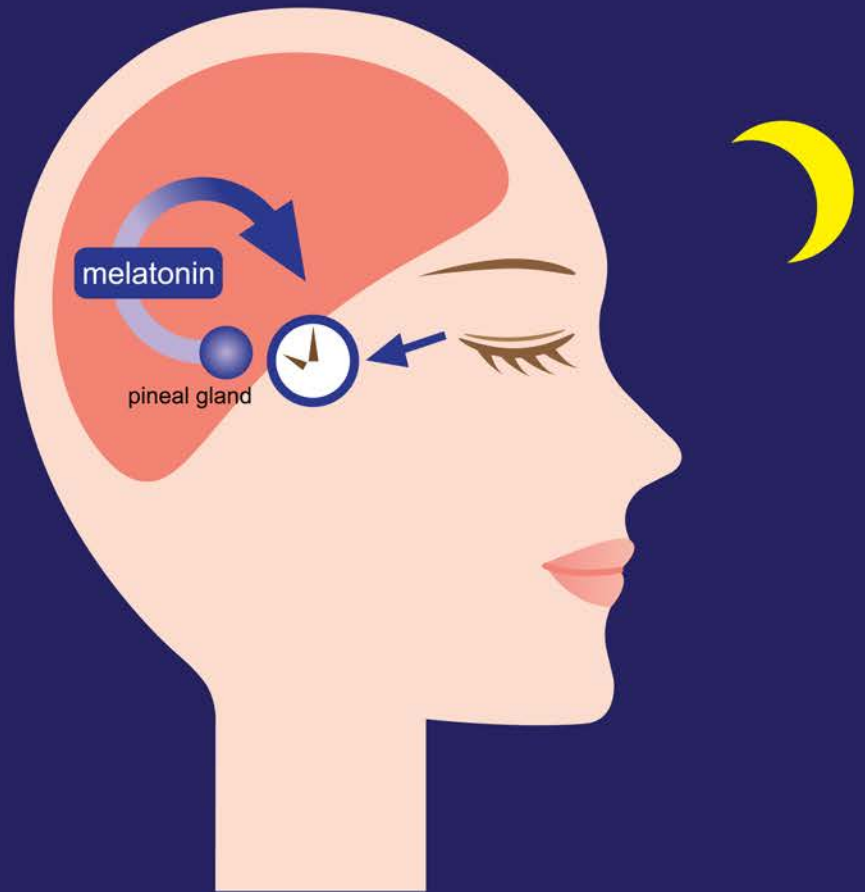
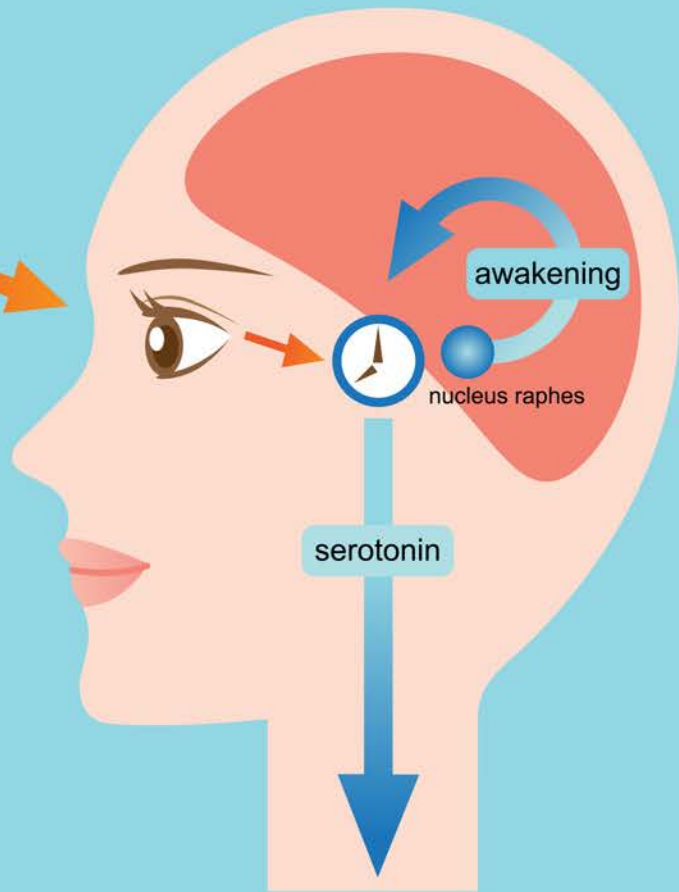
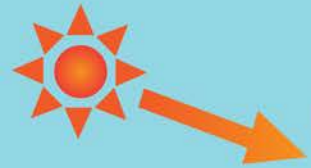
repetition



rhythm



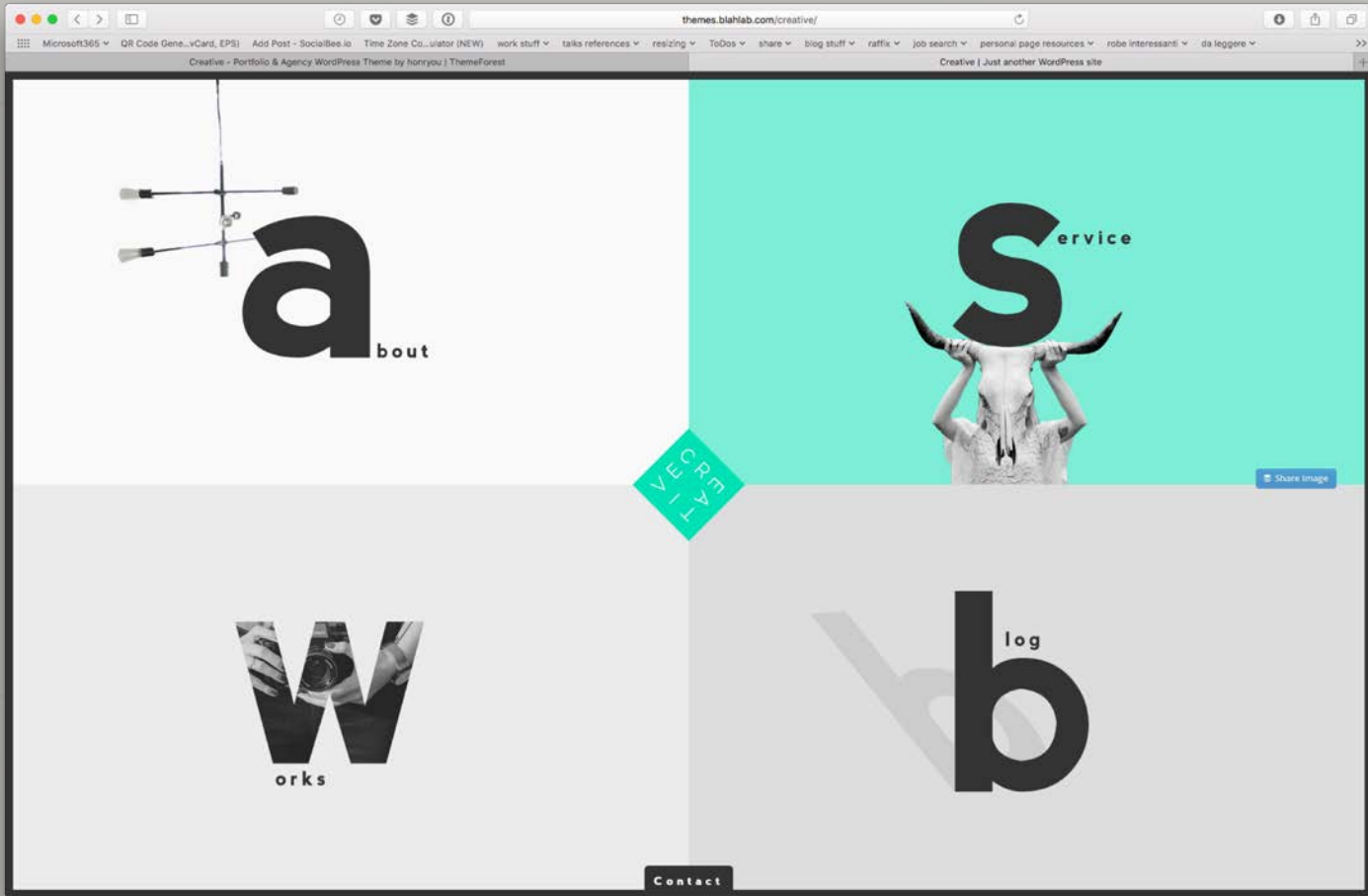
**Having routines
and breaking routines.
Appreciating comfort, and
breaking out of comfort**

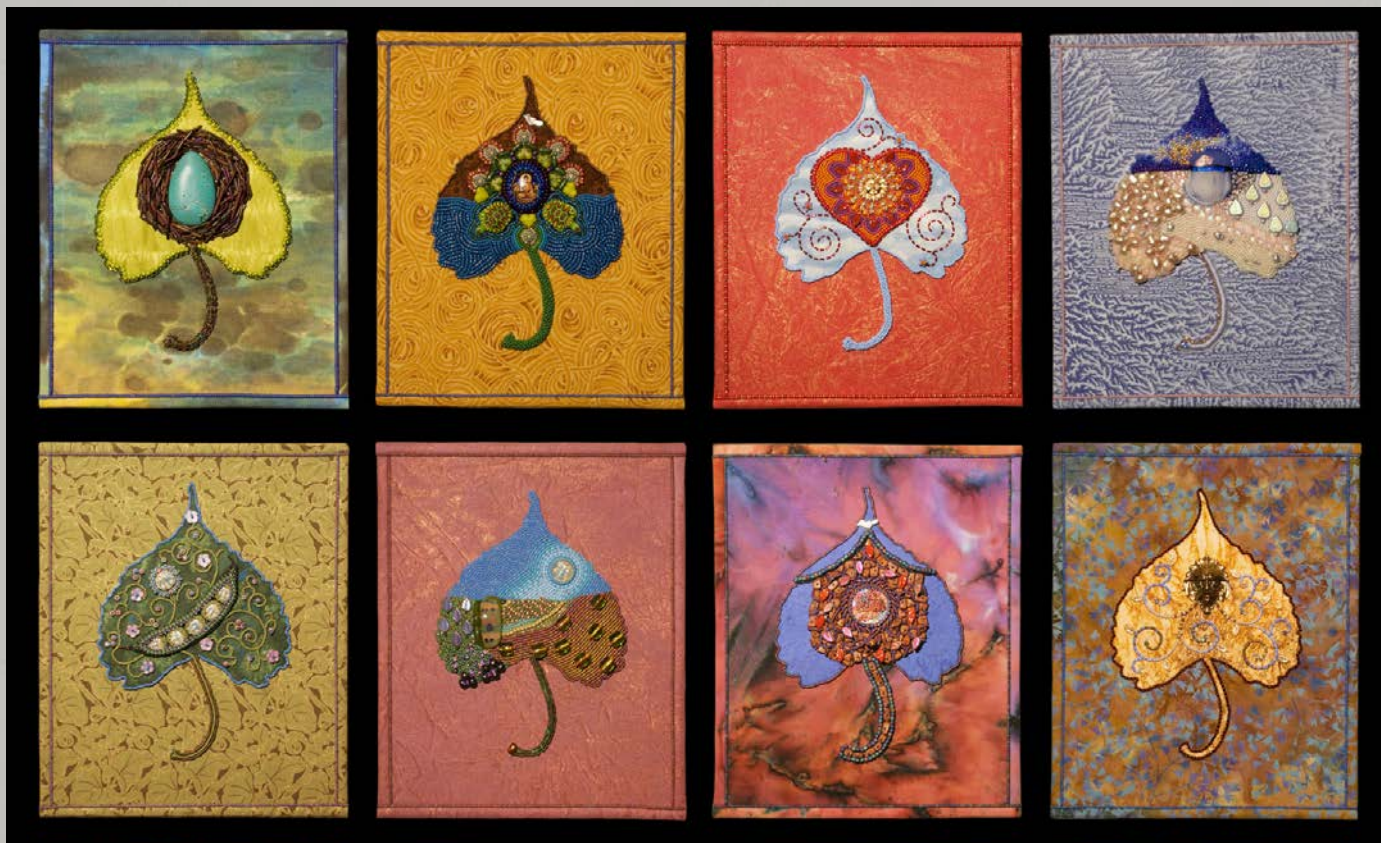




Variations on a theme

**Variations on a theme
provide continuity
while retaining interest**





Neutral Colors



Buttons



And in life?





3rd PRINCIPLE

GESTALT

**something that is made of
many parts and yet is somehow
more than or different from the
combination of its parts**

The fundamental principle
of **Gestalt perception**
is the law of **Prägnanz**

**It states that humans tend to
order their experience in a manner
that is regular, orderly,
symmetrical, and simple**

And that minds perceive
external stimuli as a whole
rather than a sum of parts



In design, this means that
**all the elements that are part of
a whole are affected by what
surrounds them (each other)**

Gestalt principles are key to **well-applied web accessibility**

**In life, gestalt means that
natural systems, and their properties,
should be viewed as wholes,
not as collections of parts**

In fact, we
perceive experiences holistically





In digital design, this is particularly important, and the reason why a **good user experience** is at the base of a successful product

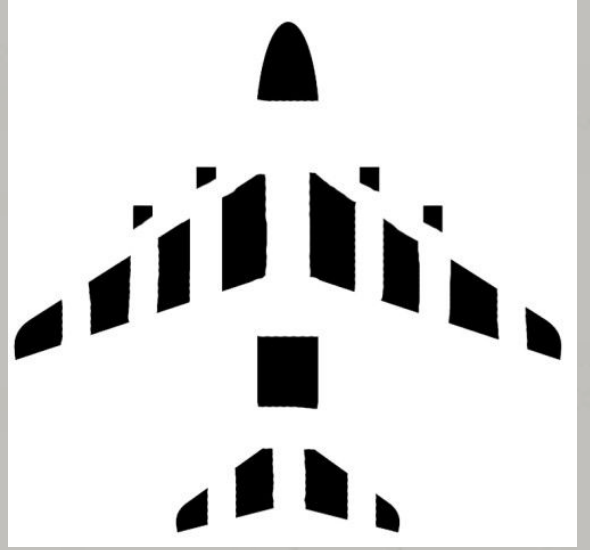
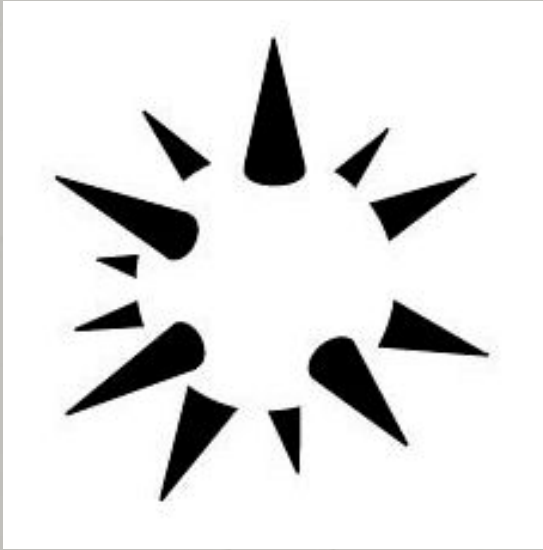
Gestalt psychologists argue that **these principles exist** because the mind has an **innate disposition to perceive patterns** in the stimulus **based on certain rules**

These rules are organized into various principles, which include:
Proximity, Similarity, Closure, Continuity, and Simplicity.

We have already seen **proximity**
and **similarity** as ways to achieve
harmonious unity

Closure

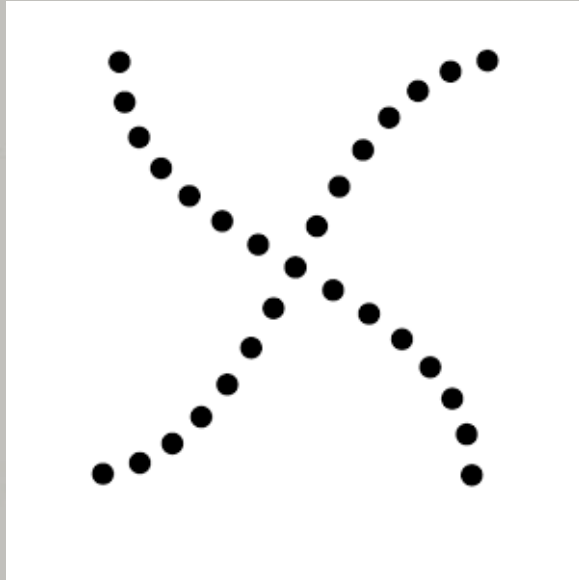
the mind tends to see a
"complete" figure even when it is
shown only parts of it



In life, closure may lead us to
jump to conclusions

Continuity

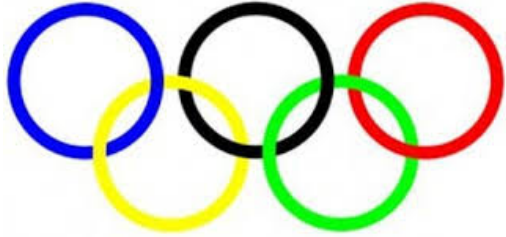
minds perceive objects on a path
as being grouped together



A close-up photograph of a person's face, with their eyes completely covered by a white cloth. The person's mouth is slightly open, and their expression is neutral. The background is a solid, warm orange color. The text is overlaid in the center of the image.

In life, this can lead us to
prejudice

Simplicity
elements of objects tend to be
perceived as grouped
if they form a pattern that is
regular, simple, and orderly



2096282925409171536. 03600113305305.
11953092 0 511'
75272489 9120'
'4737190 4370
7145263_ 577
7872140 090
5403441810
1690830
473035982_
388 3787593,
,680 5203530
1541' 9533116.
,0120' 766010,
,804' '1367700
34861 5024914
1920962829254091 59 036001133053054'

In life, this may lead us to
generalization and superficiality

**Gestalt principles applied to life,
should be reminders, that
perception and reality may differ**

And that things may not
be as simple - or as predictable -
as we might think (or like)

4th PRINCIPLE

HIERARCHY

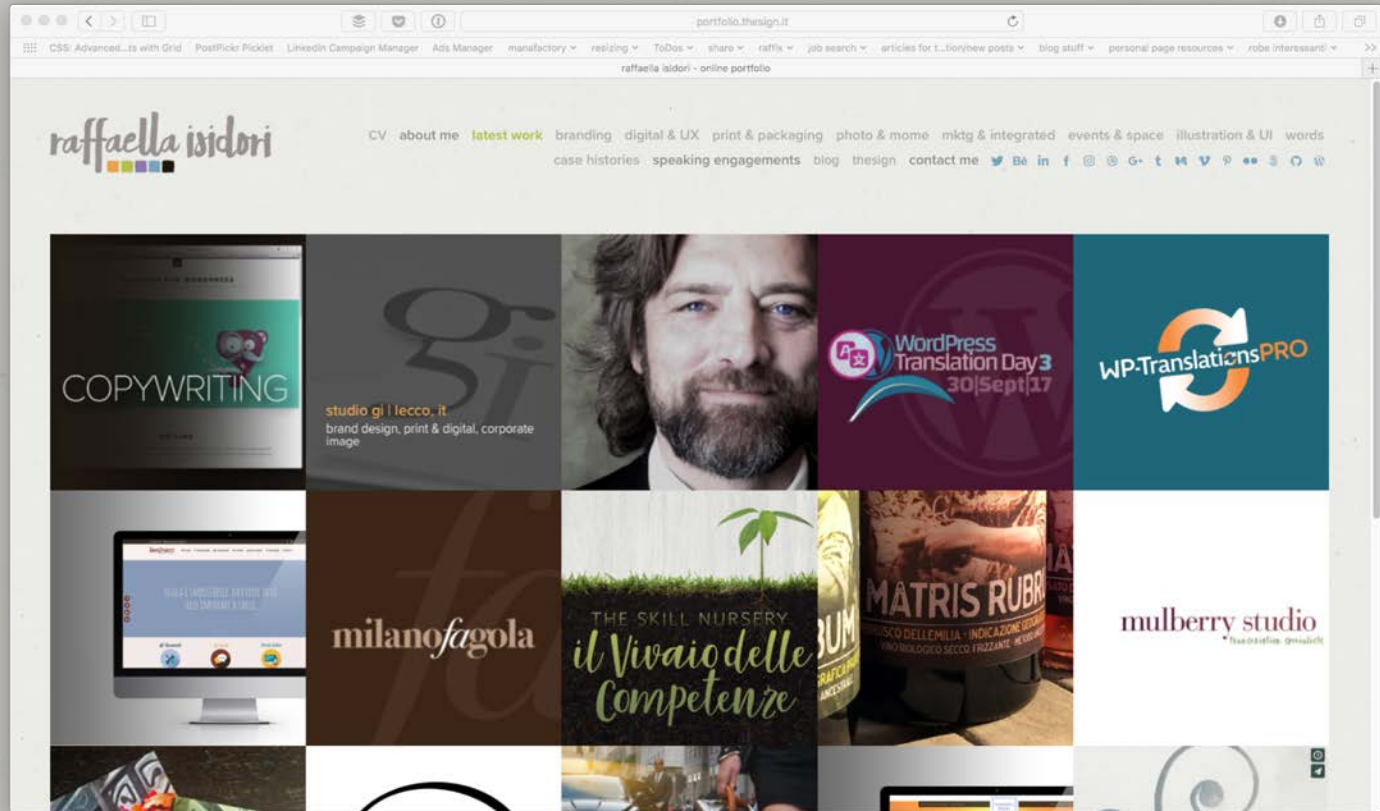
Is best expressed through
proximity and it is **necessary**
to **express priority**

**In design, we can express
hierarchy through:**

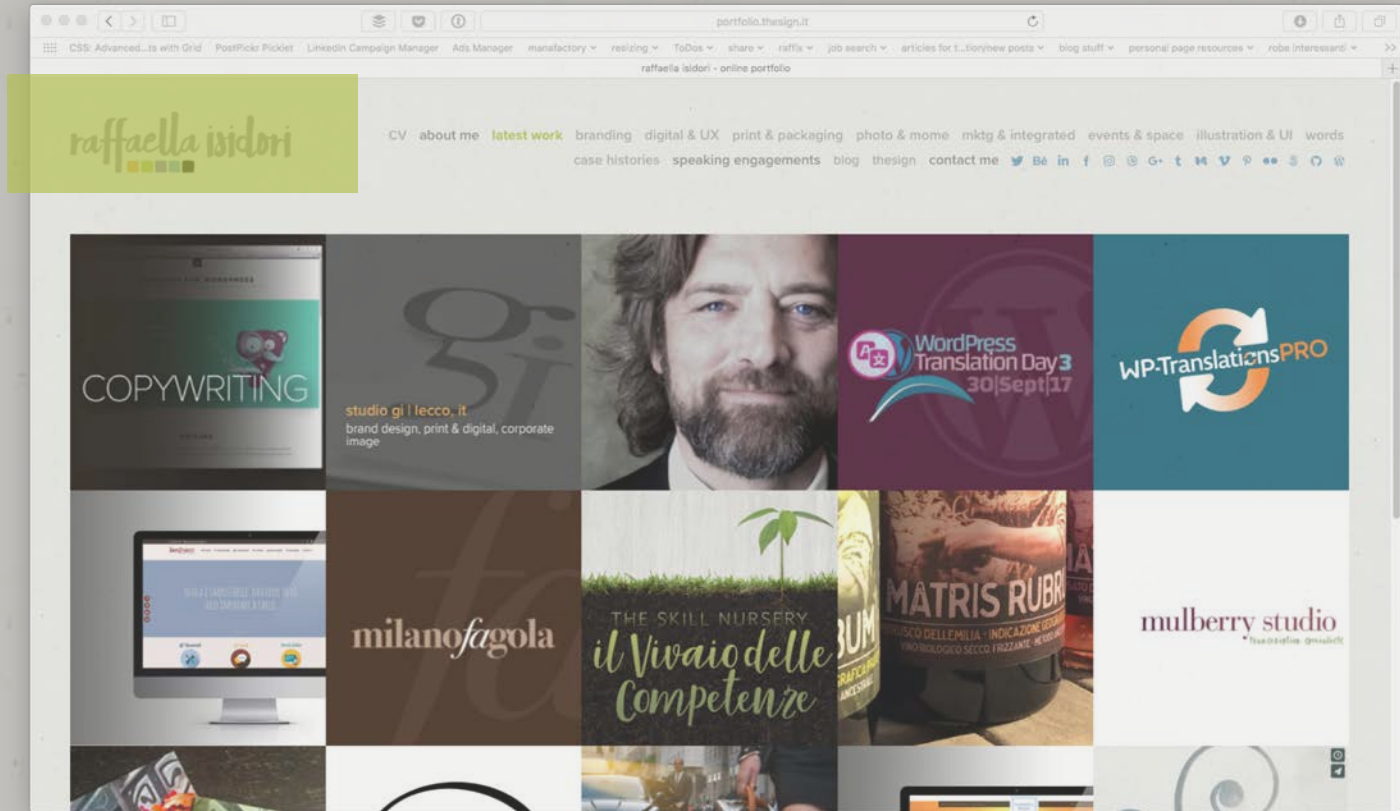
Size

Is an important concept in hierarchy

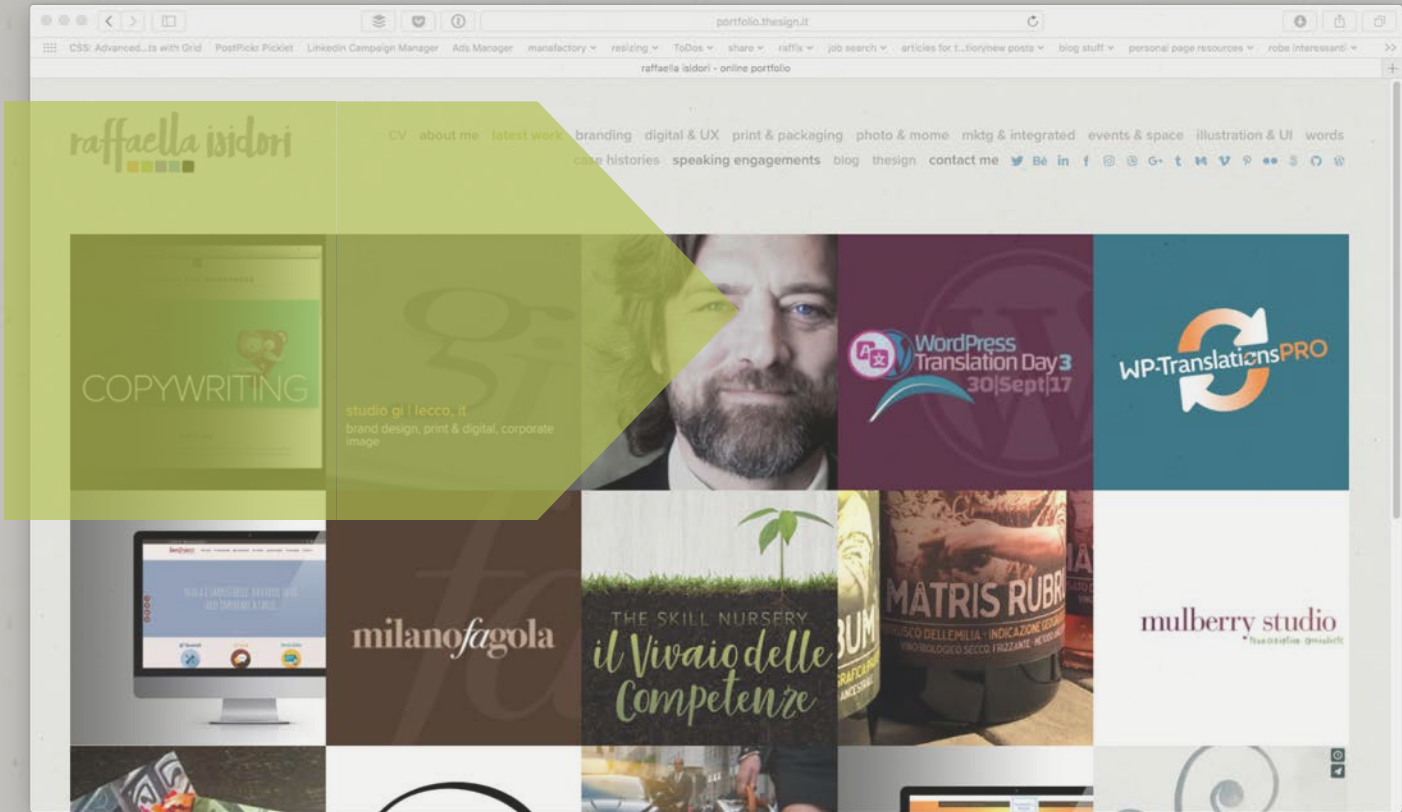
Position



Position



Position



Negative (or white) space

Negative (or white) space



42mm 18-Karat Gold Case
White Sport Band

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By manipulating the
relationship between the parts,
we can **change the cumulative
perception** of the whole

Color

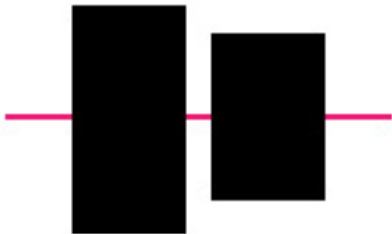
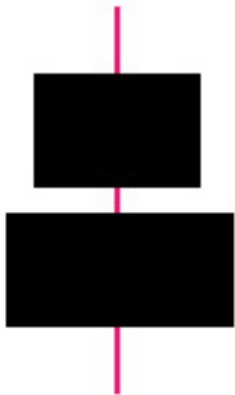
Contrast

Repetition

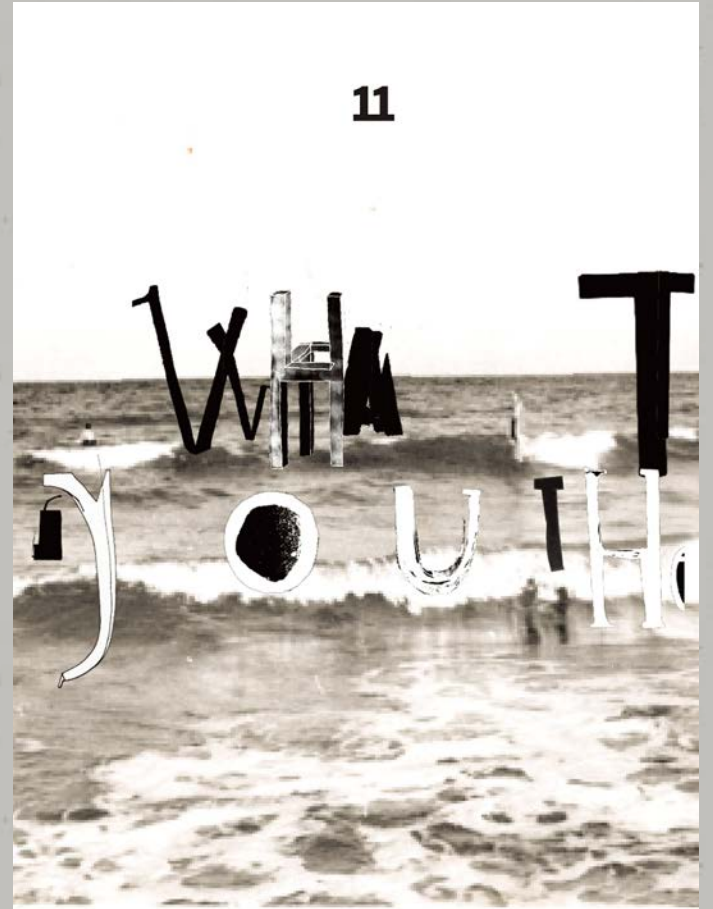


- **Banana**
- **Grapefruit**
- **Papaya**
- **Orange**
- **Lemon**
- **.....**

Alignment



cover for What Youth magazine



Toilette, Zoku Hotel, Amsterdam



In life, **hierarchy** can be **determined** - and can manifest - **in many ways** and can be **applied to many things**

Size is important,
negatively or
positively,
depending upon the
circumstances,
but it is often key





Position?
Especially in
social (and work)
relations can be
a determinant
factor



**QUICK,
HIRE ONE.**

What about color?

Contrast



Repetition

A photograph of a clothing rack filled with many identical grey hoodies. The hoodies are hanging in a row, creating a strong sense of repetition. The background is a warm, orange-brown color, and the lighting is soft, highlighting the texture of the fabric.

Hierarchy in life can be
an **asset**, a **goal**, an **imposition**,
a **privilege**, an **opportunity**
or a **penalty**

But it still boils down to **priorities**

5th PRINCIPLE

CONTRAST

DOMINANCE

These concepts are closely related
to each other, and to **hierarchy**

Lack of dominance in a group
of equally-weighted elements
forces competition amongst them

And this is true in life as well

**In design, lack
of contrast/dominance creates
messages that are hard to
decipher and offer unpleasant
experiences**

**Contrast, in life, generally
manifests a need for change,
or for more balance**

6th PRINCIPLE

COLOR

**Color is partly artistry
but mostly science and
common sense**

Alex W. White

Attract attention

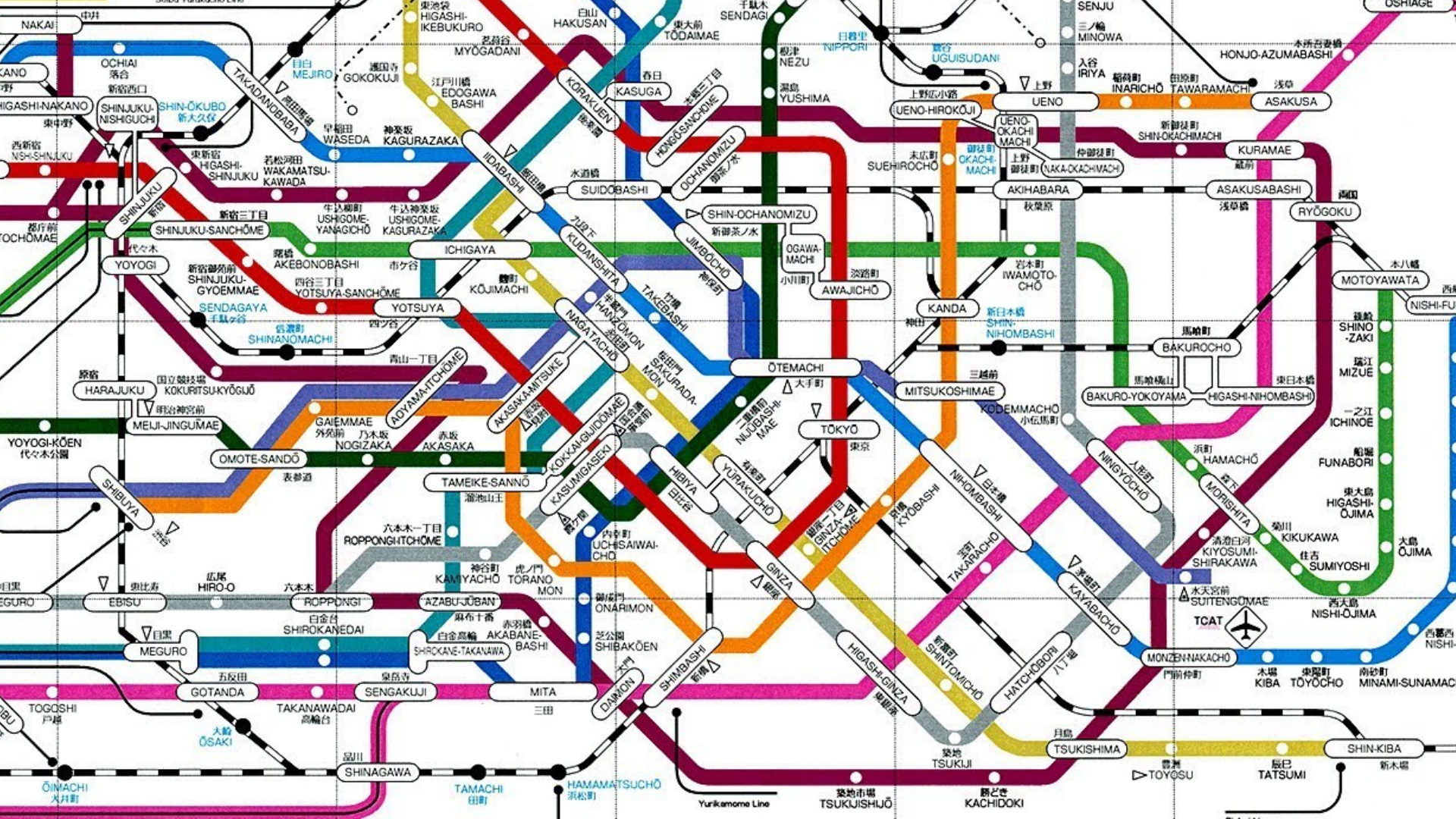
value on; app
valuation (val'yōō a sh
determining the value or price of
mined or es
worth, merit,



value

adv. (val'yōō) n.
strong, be worth <
1 a fair or proper equ
something sold or exch
money or good
th or v

Identify and group elements



Indicate meaning



DANGER

**An immediately hazardous situation.
If the hazardous situation is not avoided,
death or serious injury will occur.**



WARNING

**A potentially hazardous situation.
If the hazardous situation is not avoided,
death or serious injury could occur.**



CAUTION

**A potentially hazardous situation.
If the hazardous situation is not avoided,
minor or moderate injury could occur.**

NOTICE

**A property-damage-only hazard,
meaning no personal injury is possible.**

**SAFETY
INSTRUCTIONS**

**Indicates safety-related instructions,
procedures, or the locations of safety**

Create hierarchy

BEFORE



AFTER



Convey a mood











And in life?



Color is found in more than
chromatic expressions

People, emotions, friends,
lovers, family, pets, music, food,
passions, and dislikes...

This is color in our lives

7th PRINCIPLE

BALANCE

It may be the last,
but not the least important,
by any means

Balance can be defined as
the state of equalized tension

Balance can be defined as
the state of equalized tension
though not necessarily a
state of calm

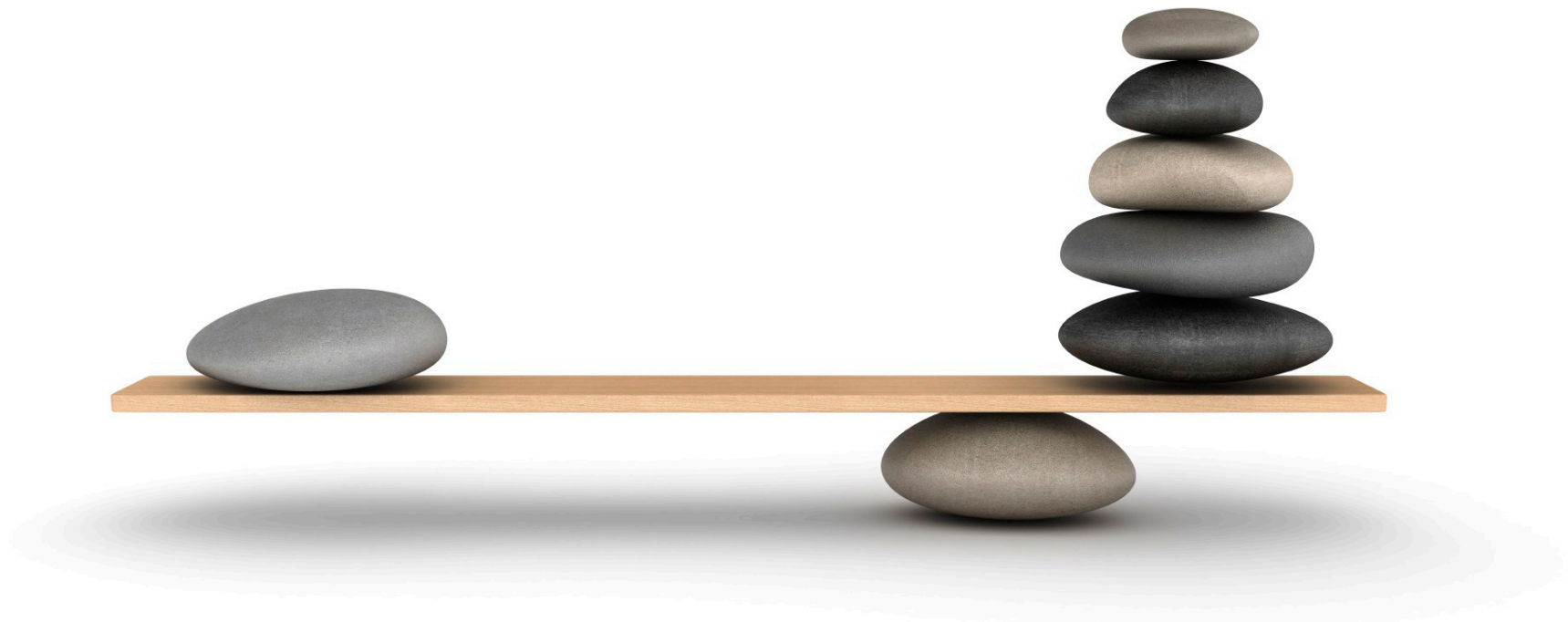
We define 3 types of balance

Symmetrical (or formal)



Static, Classic, Formal, Consistent

Asymmetrical (or informal)



Dynamic, Modern, Powerful, Vital

Overall balance (or mosaic)



Unfocused, Confusing, Noisy

Balance, in life, is harder
to achieve than in design, but we
should all strive for it

A good mix of **harmony, priorities,**
contrast and color

Combined with an **holistic vision**
and a wise use of **space**

Are the **key ingredients**
to design a desirable, valuable,
interesting, and worthy life



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slides here (tomorrow)

<http://thesign.it/Codemotion/Berlin2018.pdf>