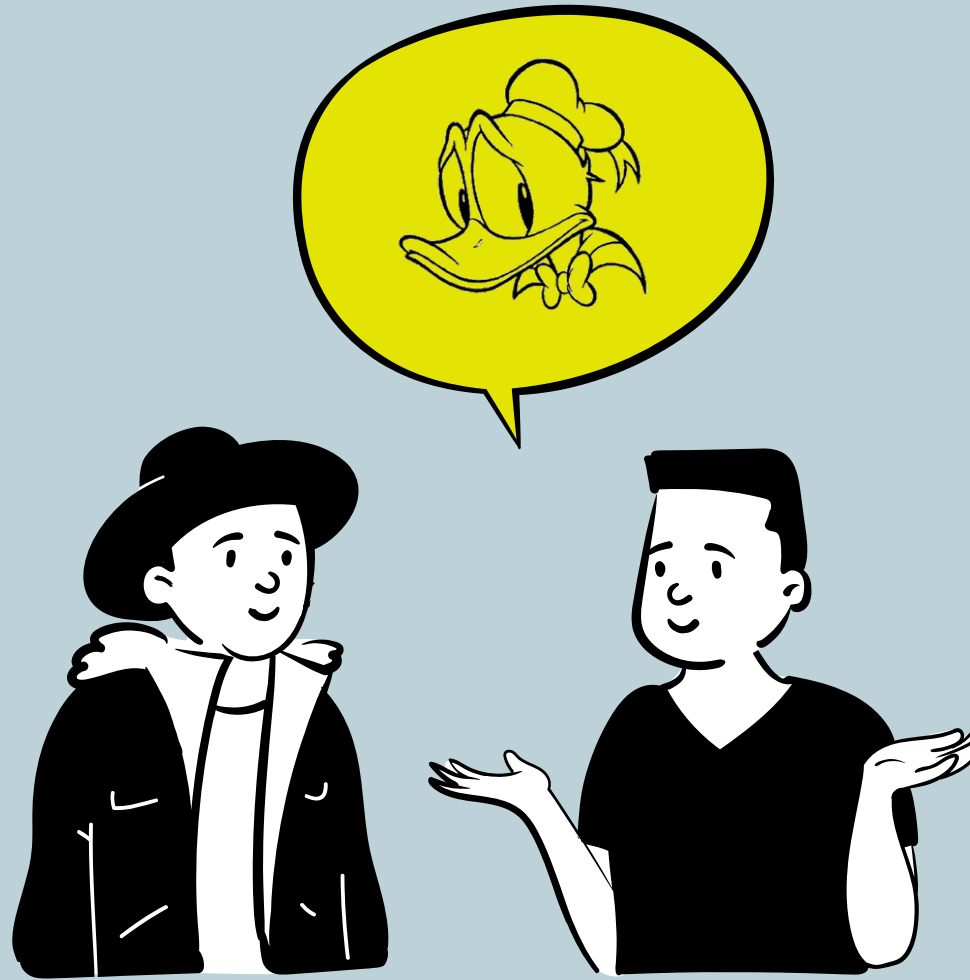


# Get your Ducks in a row

A  
SUMMARY  
OF ALL  
THINGS  
DESIGN

BY  
RENOOH S



# Have we discussed the term **Design?**



How would you define design?

( Noun / Verb )



To create something. Almost like a language, translating what's in your brain...



Design is the process of creating solutions that solve problems, meet needs, or fulfill desires in a visually and functionally effective way  
-ChatGPT

Listen  
Research  
Shape  
Develop  
Deploy  
Review

Iteration is key, as is User Feedback.

### DESIGN PRINCIPLES

a set of rules designers can follow when creating a composition

(codependent)  
Balance  
Contrast  
Emphasis  
Movement  
Proportion  
scale  
Repetition

### DESIGN ELEMENTS

the building blocks, to create visual compositions.

Line  
Shape  
Form  
Color  
Value  
Texture  
Space

GRAPHIC DESIGN

ARCHITECTURE

FASHION DESIGN

INDUSTRIAL DESIGN

INTERIOR DESIGN

Technology is moving fast. You know this. But be aware and absorb.

**Design Applications**

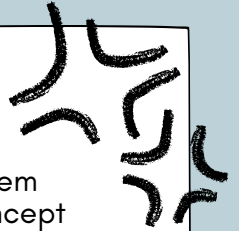
# Refine. Design.



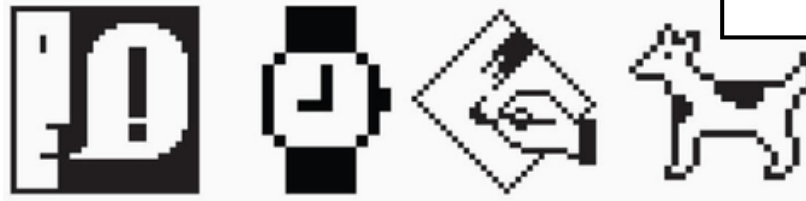
Circular Design

Design methodologies are structured approaches that guide the entire design process from conception to completion. They ensure designers follow a systematic path, fostering efficiency and better outcomes

Design principles : your set of rules; reusable standards that u can set yourself.



Define problem  
Ideation n concept  
Prototyping n testing  
Iterative refinement  
Comms n collaboration  
Final deliverable



**STEAL LIKE AN ARTIST**

Principles = WHY  
Methods = HOW



Waterfall → **NASA**

UCD →

Agile → **Spotify**

Design Thinking → **airbnb**

Lean → **TOYOTA**

Sustainability → **patagonia**

Six Sigma →

Systems Engg → **BOEING**

珍道具

### CHINDOGU

the practice of inventing ingenious everyday gadgets that seem to be ideal solutions to particular problems, but which may cause more problems than they solve

COLOR THEORY

COMPOSITION

GRID

LAYOUT

HIERARCHY



OLIVIA O/NEIL

**Light  
Foot**  
ATHLETICS



All clients are different  
Nothing ever goes smoothly  
Allow your process to develop naturally  
Things can change on a dime  
Don't fall in love with your ideas  
You have to be able to sell your ideas  
Reflect often on the outcomes

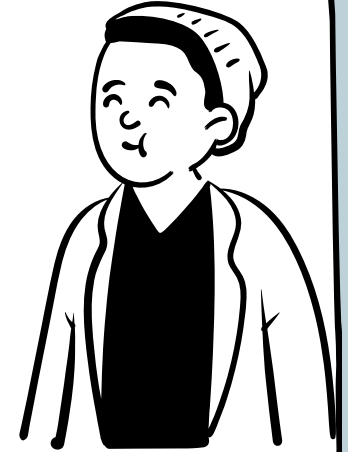


## Design for Print

RGB Vs. CMYK  
Resolution  
Layout & Bleed  
Materials  
Typography  
Proofing

## Design for Production

Design for production refers to the process of designing products with production, assembly and manufacturing in mind.

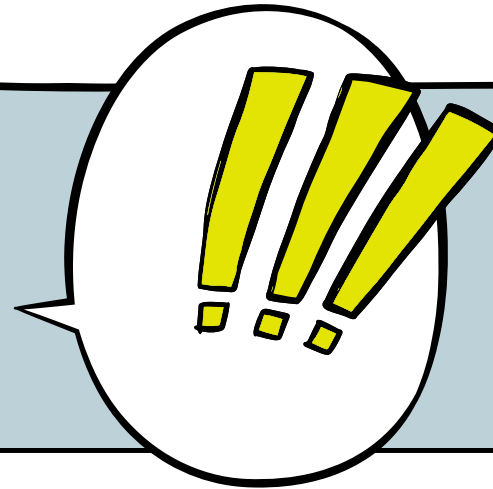


## CHALLENGES IN PRINT PRODUCTION

Color Discrepancy  
File Format  
Interaction of materials  
post print processing  
Longevity  
durability

## CHALLENGES IN PRODUCT MANUFACTURING

Material Constraints  
Cost Implications  
Technical Limitations  
Scalability  
Time  
Quality Control

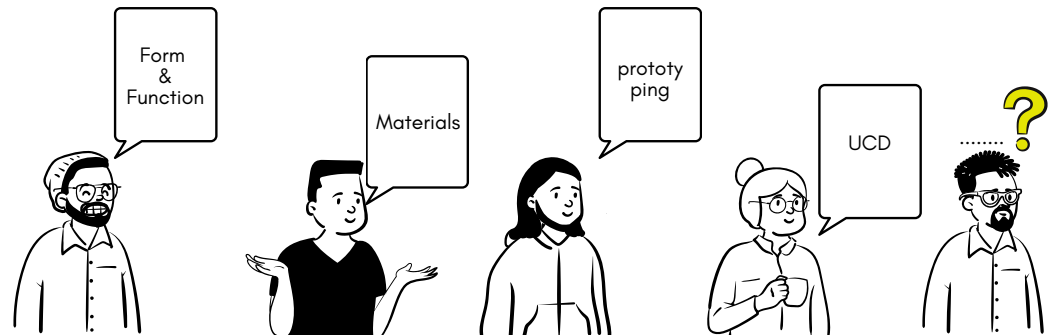


3D PRINTING

FEA

ADDITIVE  
MANUFACTURING

## Product design for Manufacturing



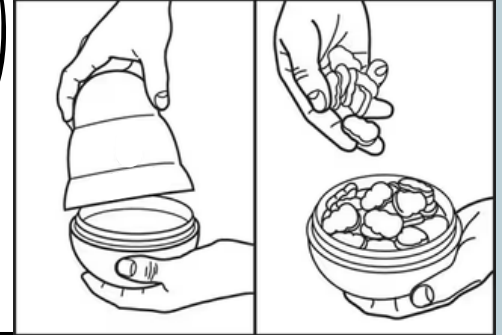
# Design for Digital Production

Companies with a cohesive digital design will have a competitive edge and build brand trust

DIGITAL ASSETS  
FILE FORMATS  
VERSION CONTROL



REVISIT  
PERSONAL  
BLUEPRINT



## Visual Elements

Color Palette  
Typography  
Imagery  
Logo Usage  
Icons  
Symbols

## Style

Language  
Tone  
Grammar  
Writing Style  
Spelling  
Usage  
Formatting

## Branding

Mission  
Values  
Target Audience  
Personality  
Analysis  
Usage Examples

TRENDS IN  
DIGITAL  
DESIGN

## Metaverse

Biometric and Emotion Driven

Cross Reality (XR)

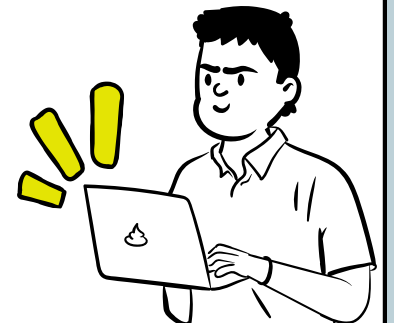
Haptic Driven

Artificial Intelligence



Augmented  
Reality

Motion &  
Animation



## REFLECTIONS AND RESPONSES

“

Chindogu is such an interesting topic as it only solves the sole user's problem. I think they are almost "Naive inventions", because the user doesn't think about anything else but the problem and its solution! no marketing, no demographic to please and no TAM graphs! To some people it may seem 'Over-Engineered', but if the world had infinite resources...Chindogu would be so much fun.

“

Prime  
Base  
Molding  
Polishing  
Testing  
Feedback  
iteration

“

Because at the end of the day we will all seem a bit cynical talking about sustainability while doing the damage that we do... whether we are aware of it or not.

“

ELVIS PRINCIPLE, to me, makes a lot of sense i.e where the juxtaposition of the good, the, sexy and all the humble gel into the perfect idea for a product.

“

You have to learn to say no to everything that's not aligned with your essential priorities, and prioritize what's important over what's urgent

“

Externalizing information organizes the mind and allows it to be more creative

