

# An Introduction to Design Concepts in Everyday Experience: Required Reading

Design is all around us. It's in the products we use, the spaces we inhabit, and the experiences we have. Good design can make our lives easier, more enjoyable, and even more meaningful. But what exactly is design? And how can we understand the design concepts that shape our world?



## Visual Communication Design: An Introduction to Design Concepts in Everyday Experience (Required Reading Range Book 75) by Jamer Hunt

★★★★☆ 4.5 out of 5

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Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 209 pages



This article will provide an to some of the most important design concepts, with examples from everyday life. By understanding these concepts, we can become more aware of how design affects our lives and how we can use it to create more positive experiences.

### Form follows function

One of the most basic design concepts is form follows function. This means that the design of an object should be driven by its intended purpose. A

well-designed object will be both aesthetically pleasing and functional.

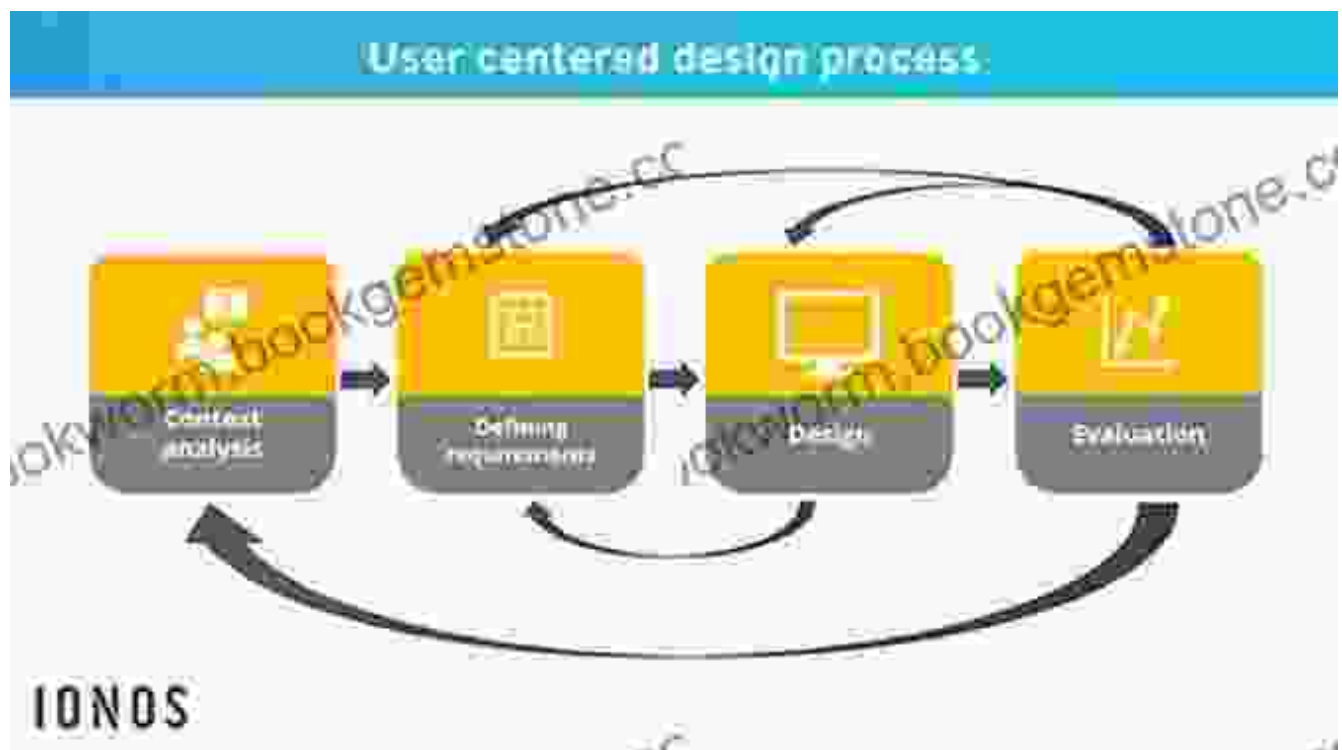
For example, a chair should be comfortable to sit in and provide good support for the back. A knife should be sharp and easy to use. A website should be easy to navigate and find the information you need.



**User-centered design**

User-centered design is a design approach that focuses on the needs and wants of the user. This means that designers involve users in the design process from start to finish, to ensure that the final product meets their needs.

User-centered design can be applied to any type of product or service, from physical products to digital experiences. For example, a user-centered design approach might involve conducting user interviews, creating user personas, and testing prototypes with users.



User-centered design: Involving users in the design process from start to finish.

## **Aesthetics**

Aesthetics is the study of beauty. In design, aesthetics refers to the visual appeal of an object or space. Good aesthetics can make an object or space more pleasing to the eye and more enjoyable to use.

Aesthetics is subjective, and what one person finds beautiful another person may find ugly. However, there are some general principles of aesthetics that can be used to create more aesthetically pleasing designs.



## **Ergonomics**

Ergonomics is the study of human factors in the design of products and spaces. Ergonomics aims to create products and spaces that are comfortable and safe to use.

Ergonomics is important for any type of product or space that people will use, from furniture to tools to vehicles. For example, an ergonomic chair

will be designed to support the back and prevent discomfort. An ergonomic keyboard will be designed to reduce wrist strain.

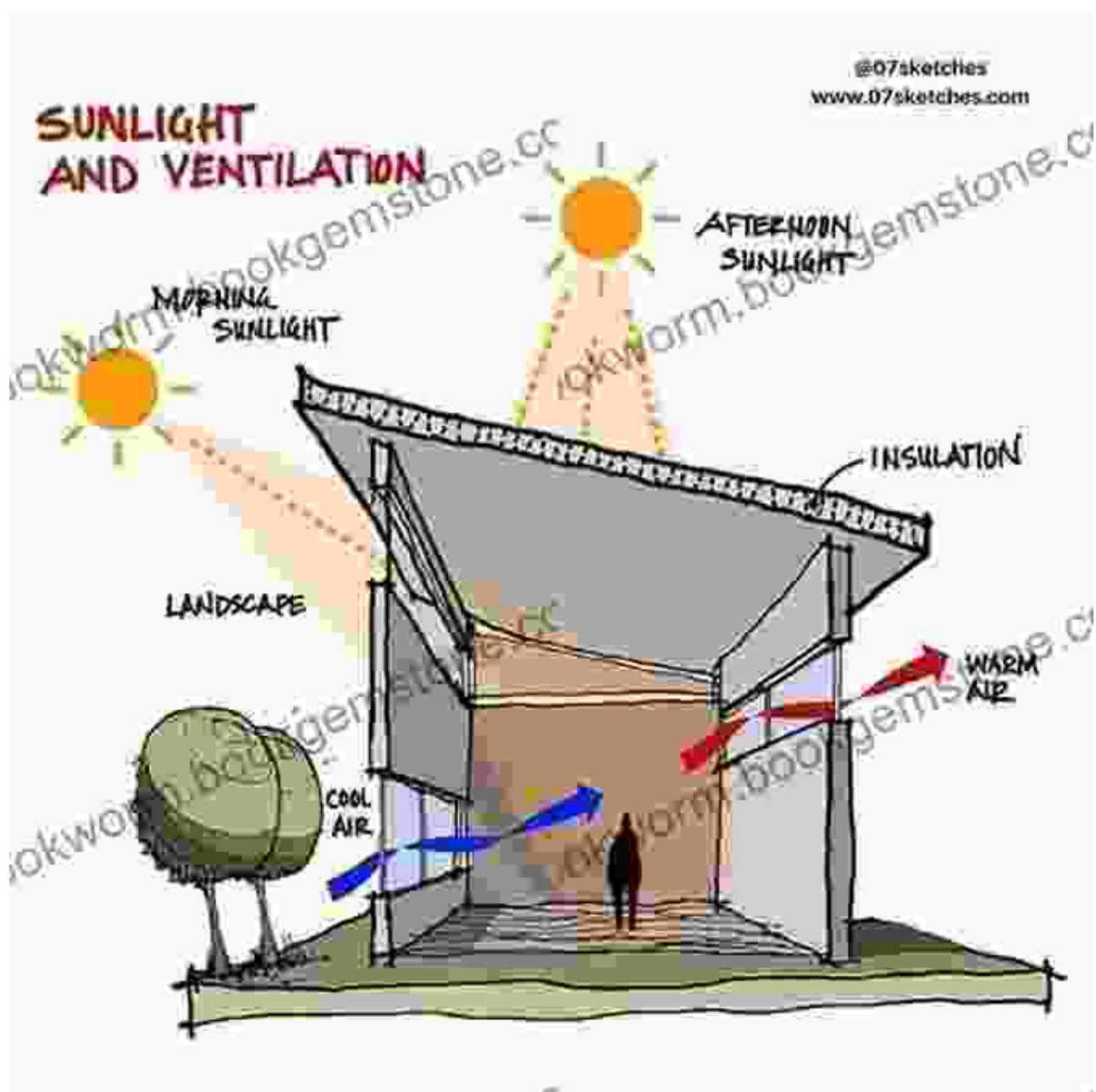


Ergonomics: An ergonomic chair is designed to support the back and prevent discomfort.

## **Sustainability**

Sustainability is the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs. In design, sustainability is about creating products and spaces that are environmentally responsible.

Sustainability can be achieved in a number of ways, such as using recycled materials, reducing energy consumption, and minimizing waste. For example, a sustainable building might be designed to use natural light and ventilation to reduce energy consumption.



These are just a few of the many design concepts that can be applied to everyday experience. By understanding these concepts, we can become more aware of how design affects our lives and how we can use it to create more positive experiences.

Design is a powerful tool that can be used to make our world a better place. By understanding design concepts, we can become more informed

consumers and more effective designers.



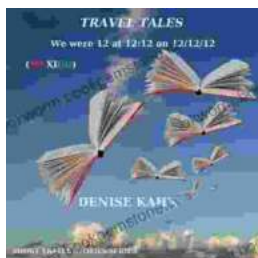
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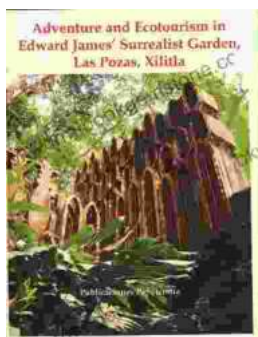
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