



Visceral Design

Functional Design

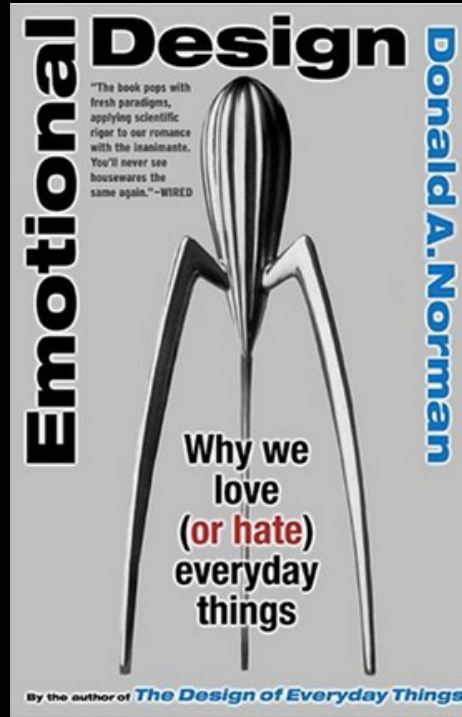
Art & Design



WORD OF THE WEEK

FEBRUARY 20, 2019

VISION



Chapter 3:
THREE LEVELS OF DESIGN
Pages 63-92

VISCERAL
FUNCTIONAL
REFLECTIVE

VISCERAL DESIGN

VISCERAL DESIGN

Visceral design is what nature does.

We are tuned to receive powerful emotional signals from the environment.

VISCERAL DESIGN

Nature's evolutionary process made the flowers attractive to birds and bees to spread their pollen.

VISCERAL DESIGN

Nature's evolutionary process made fruits more attractive to primates and other animals to spread their seeds.

VISCERAL DESIGN

Fruits and flowers tend to be symmetrical, round, smooth, pleasant to the touch and colorful.

VISCERAL DESIGN

The human love of sweets and saturated colors derives from the mutual dependence between people and plants.

VISCERAL DESIGN

The human preference for faces and bodies that are symmetrical, reflects selection of the fittest.

VISCERAL DESIGN

Some cultures favor lean body types.

VISCERAL DESIGN

Others favor larger ones.

VISCERAL DESIGN

Visceral design is found in advertising, folk art and crafts and children's toys.

VISCERAL DESIGN

Adult humans like to explore experiences far beyond the basic, logically, hard-wired experiences.

VISCERAL DESIGN

Adults have learned to drink and eat bitter things.

This is called “acquired taste.”

People have to learn to overcome their natural inclination to dislike them.

VISCERAL DESIGN

The principles underlying visceral design are wired in, consistent across people and cultures.

Design according to these rules and your design will always be attractive, if not simple.

VISCERAL DESIGN

At the visceral level —

LOOK, FEEL AND SOUND DOMINATE

FUNCTIONAL DESIGN

FUNCTIONAL DESIGN

The function of design...

IS TO ENABLE

FUNCTIONAL DESIGN

The function of design...

IS TO SERVE

FUNCTIONAL DESIGN

Functional design is both a process and an outcome.

FUNCTIONAL DESIGN

AS A PROCESS

A set of practices guided by the principles that produce that positive outcome.

FUNCTIONAL DESIGN

AS AN OUTCOME

It describes products that work well to perform their assigned tasks.

FUNCTIONAL DESIGN

**What characteristics
define a functional typeface?**

FUNCTIONAL
DESIGN

TIMES ROMAN + HELVETICA

FUNCTIONAL
DESIGN

TIMES ROMAN + HELVETICA

FUNCTIONAL DESIGN

FORM FOLLOWS FUNCTION

A principle associated with industrial design, product design and architecture in the 20th century.

FUNCTIONAL DESIGN

FORM FOLLOWS FUNCTION

The principle is that the shape of a building or object should be primarily based upon its intended function or purpose.

FUNCTIONAL DESIGN

FORM FOLLOWS FUNCTION

The American architect Louis Sullivan coined the phrase in his article, “The Tall Office Building Artistically Considered” in 1896.

FUNCTIONAL DESIGN

FORM FOLLOWS FUNCTION

In it, Sullivan actually wrote “form ever follows function.”

But the simpler (and less emphatic) phrase is the one usually recalled.

FORM FOLLOWS FUNCTION: THE FULL QUOTE

**It is the pervading law of all things organic and inorganic,
Of all things physical and metaphysical,
Of all things human and all things super-human,
Of all true manifestations of the head,
Of the heart, of the soul,
That the life is recognizable in its expression,
That form ever follows function. This is the law.**

FUNCTIONAL DESIGN

CLARITY

It is key to functional design.

FUNCTIONAL DESIGN: THE SEVEN CONSIDERATIONS

- 1. What is the goal of the design?**
- 2. Who will use it?**
- 3. What will the users do with it?**
- 4. Is it clear how it is to be used?**
- 5. How does the user know it's working?**
- 6. Does it engage the user?**
- 7. How does the design handle mistakes?**