



MA TANTO **NON** È UGUALE

Ovvero, cos'è il design e perché ti interessa. (Vero?)



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Designer

OurFires

Dinamo Coworking Space

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QUINDI, DESIGN?

...buon design...





OK, PROGETTAZIONE

...meglio eh!?





PROGETTAZIONE $\neq$ ARTE

tecnica, materiali e prodotto / autore, stile, moda





“

É un metodo per mettere assieme
forma e contenuto.

É relazione tra forma e contenuto.

-Paul Rand

“

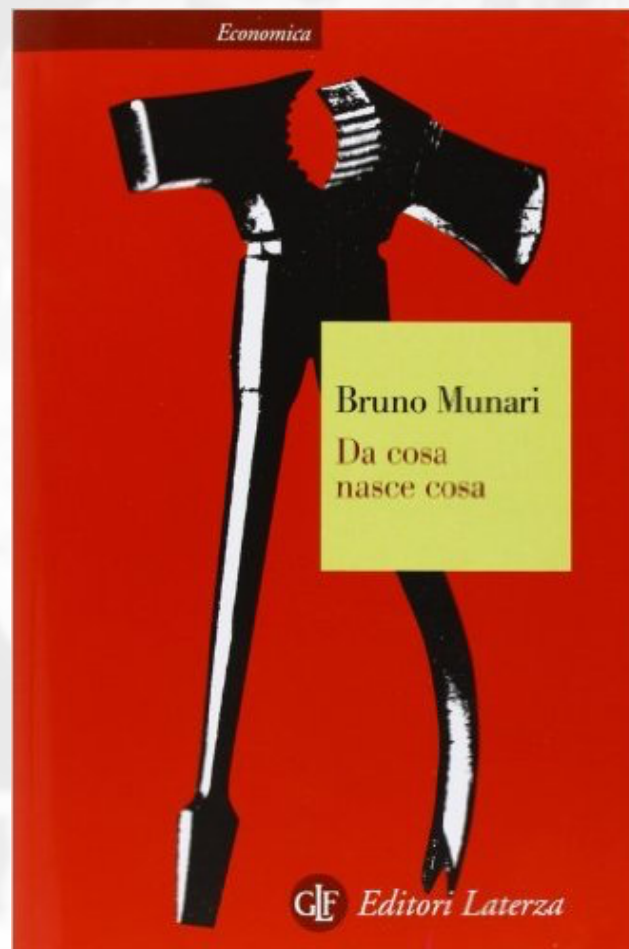
il designer è un progettista dotato di
senso estetico, che lavora per la
comunità

-Bruno Munari

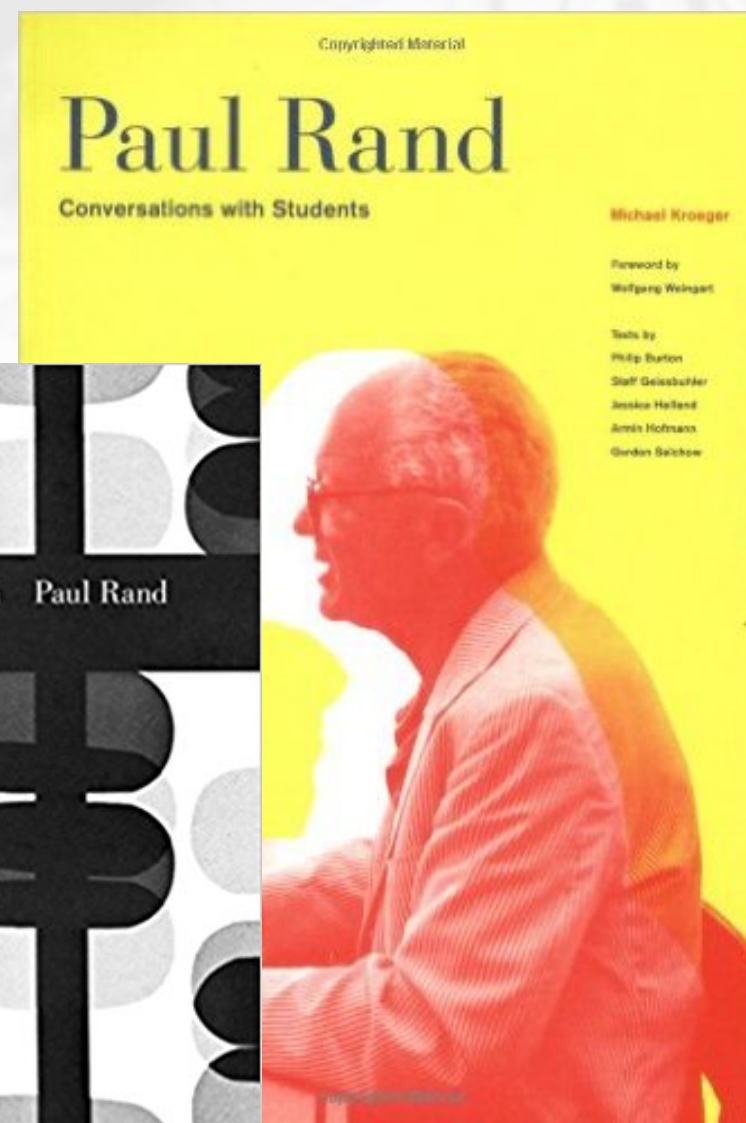
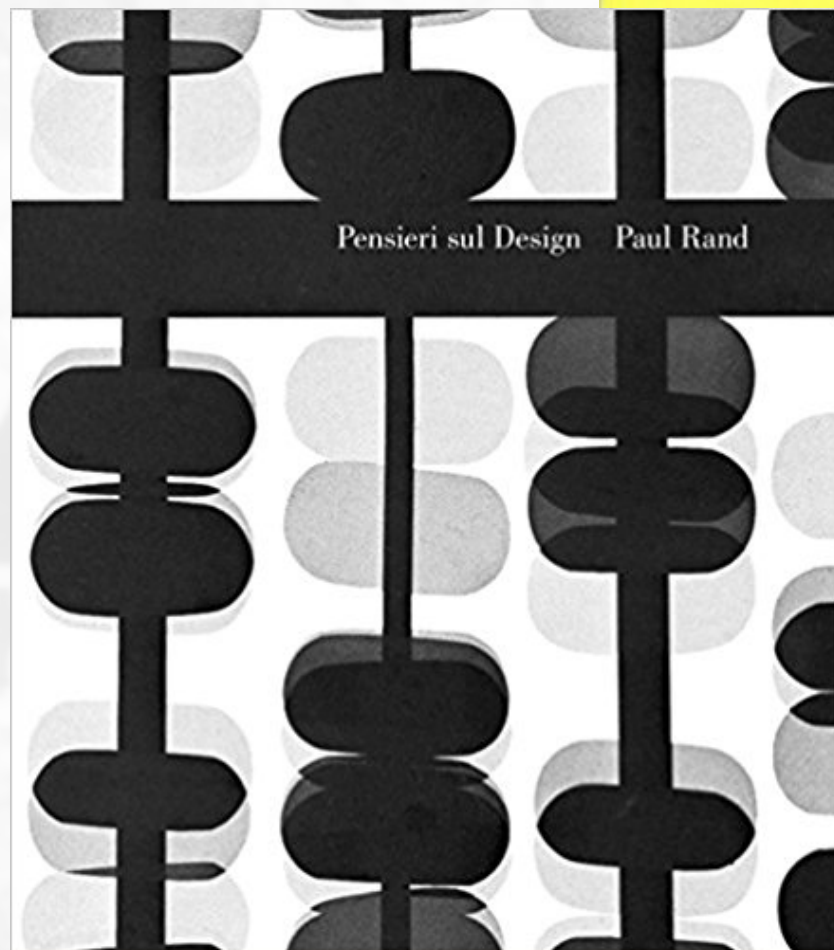
“

Un piano per disporre gli elementi
in modo tale da raggiungere un
particolare scopo

-Charles Eames



Bruno Munari
Da cosa nasce cosa
Artista e designer
Arte come mestiere



Paul Rand

Pensieri sul design

Conversations with students

“

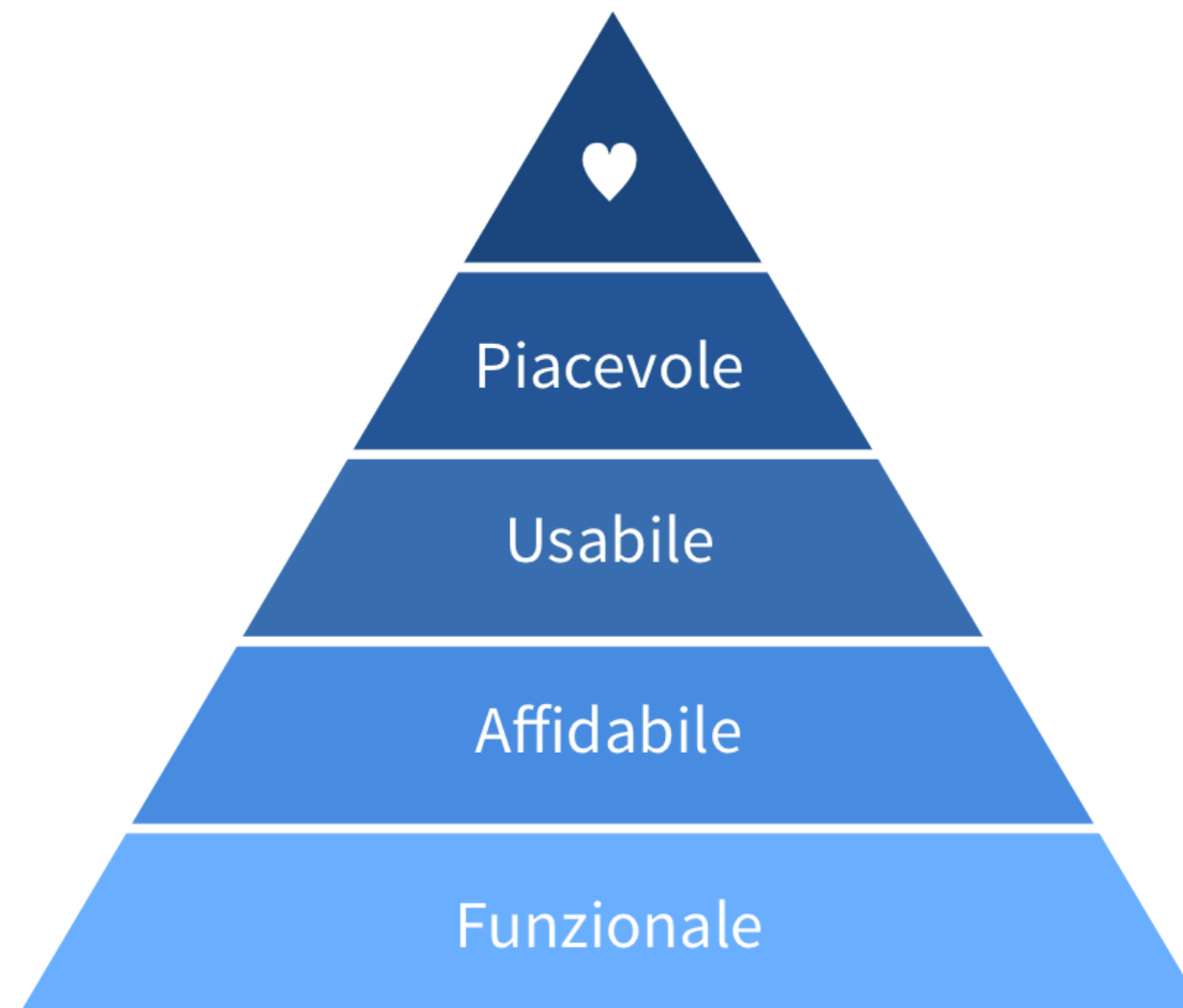
...ma io faccio siti in WordPress,
compro temi precotti e gli metto la
roba che mi dice il cliente... a me sta
storia del design non credo interessi
un granché

-Unounpo Confuso

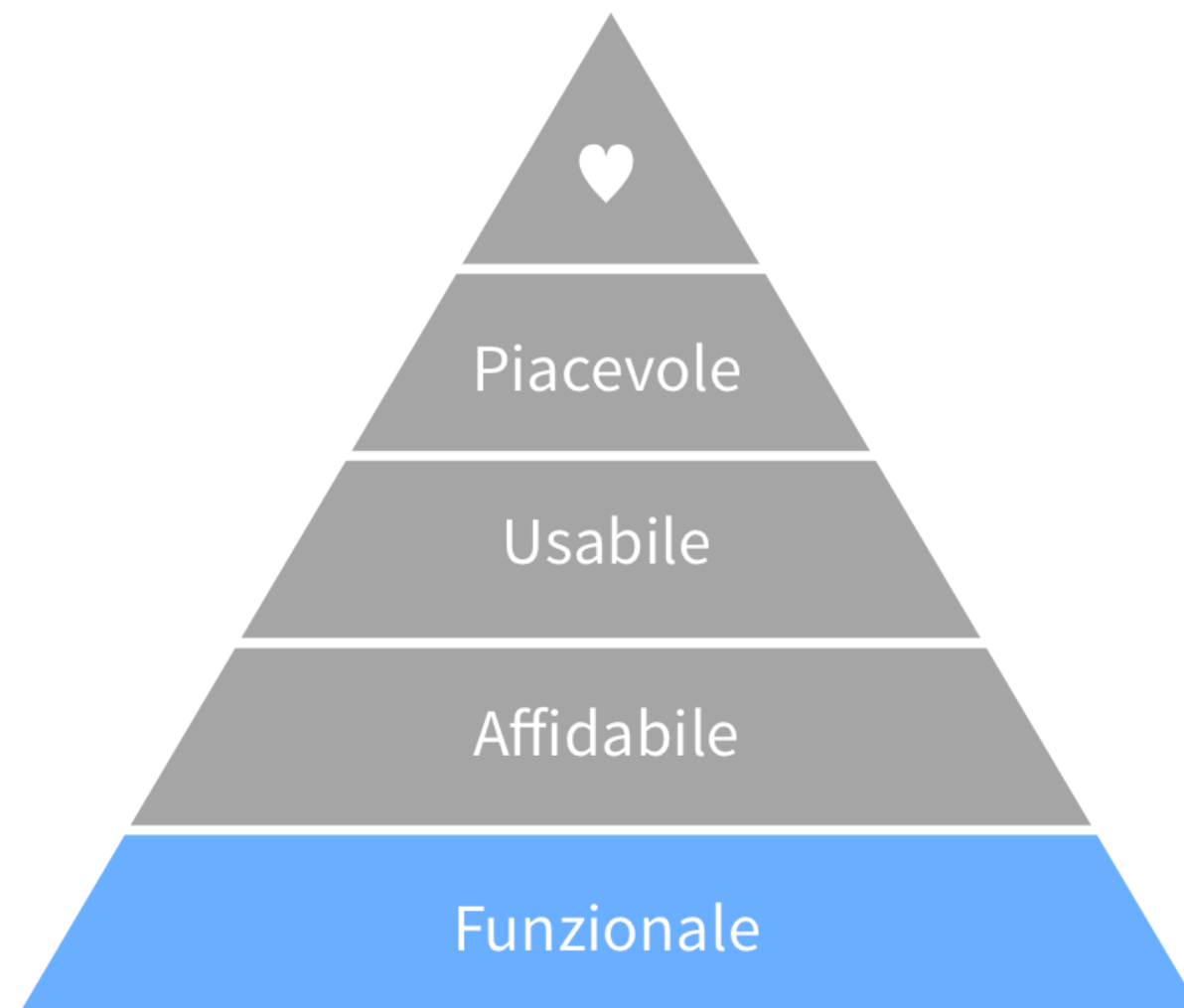
.... ma quindi, non ho capito,

A COSA SERVE UN DESIGNER?

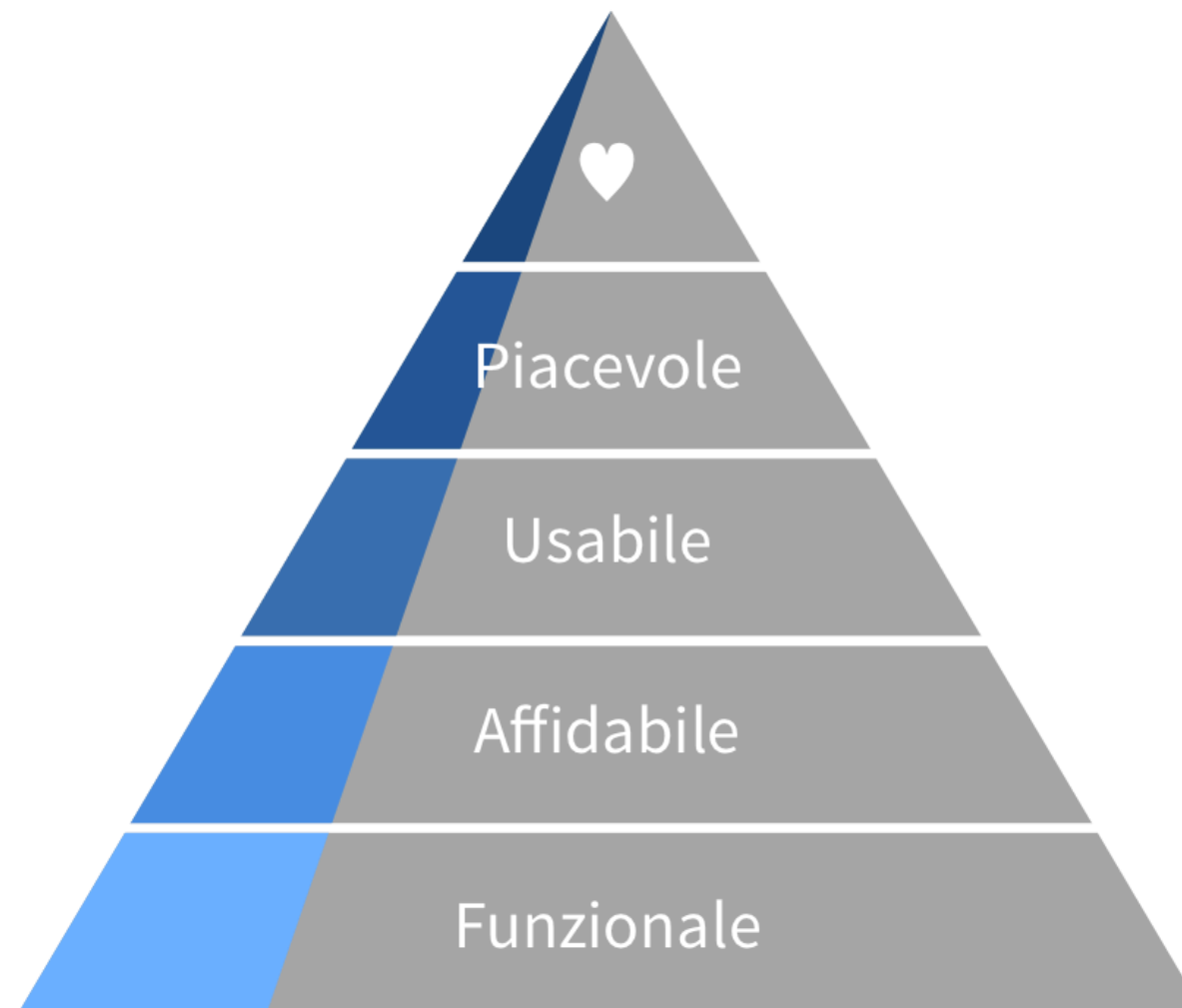
GERARCHIA DEI BISOGNI



GERARCHIA DEI BISOGNI...APPROCCIO MEH...

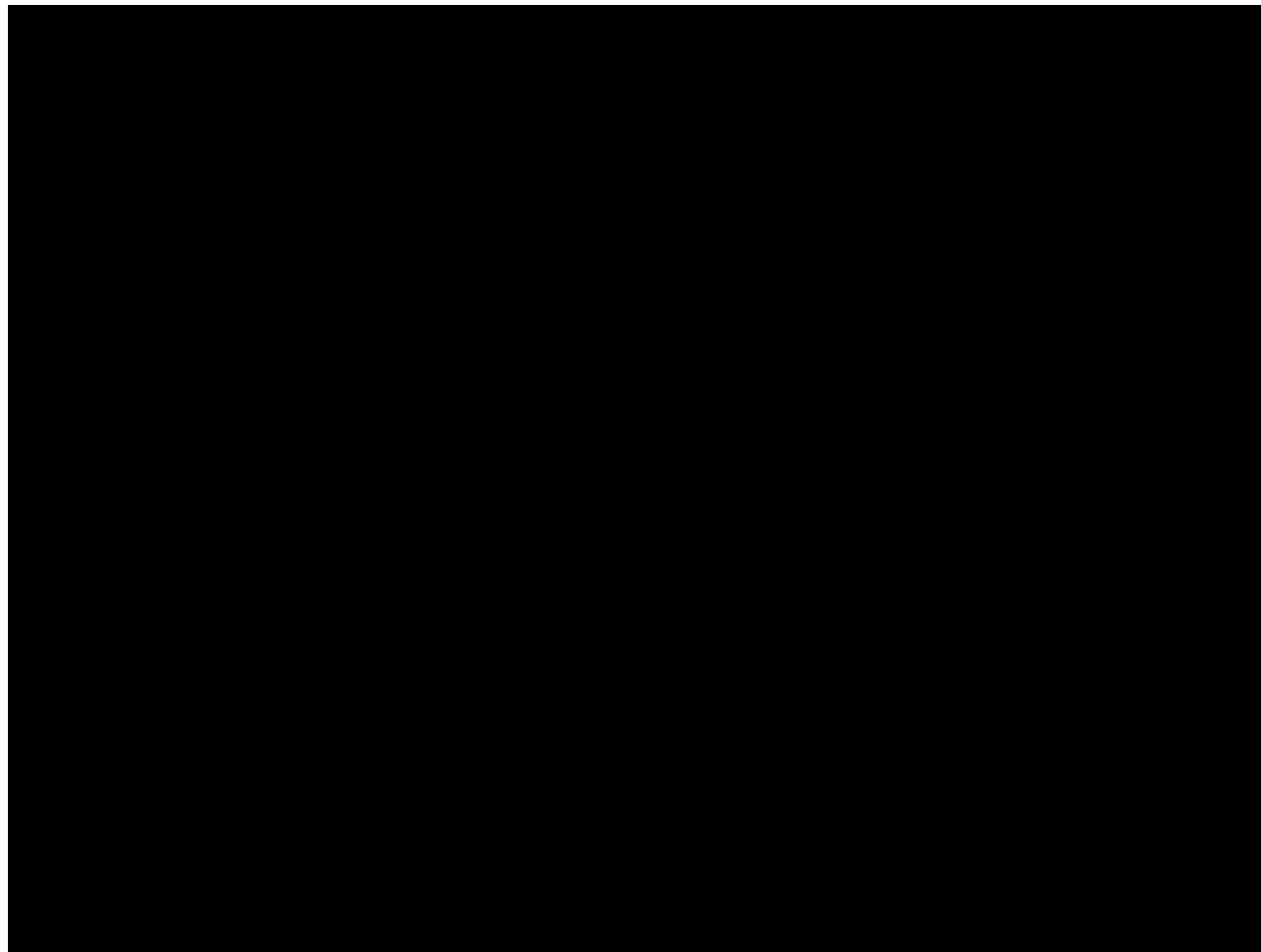


GERARCHIA DEI BISOGNI... MEGLIO!

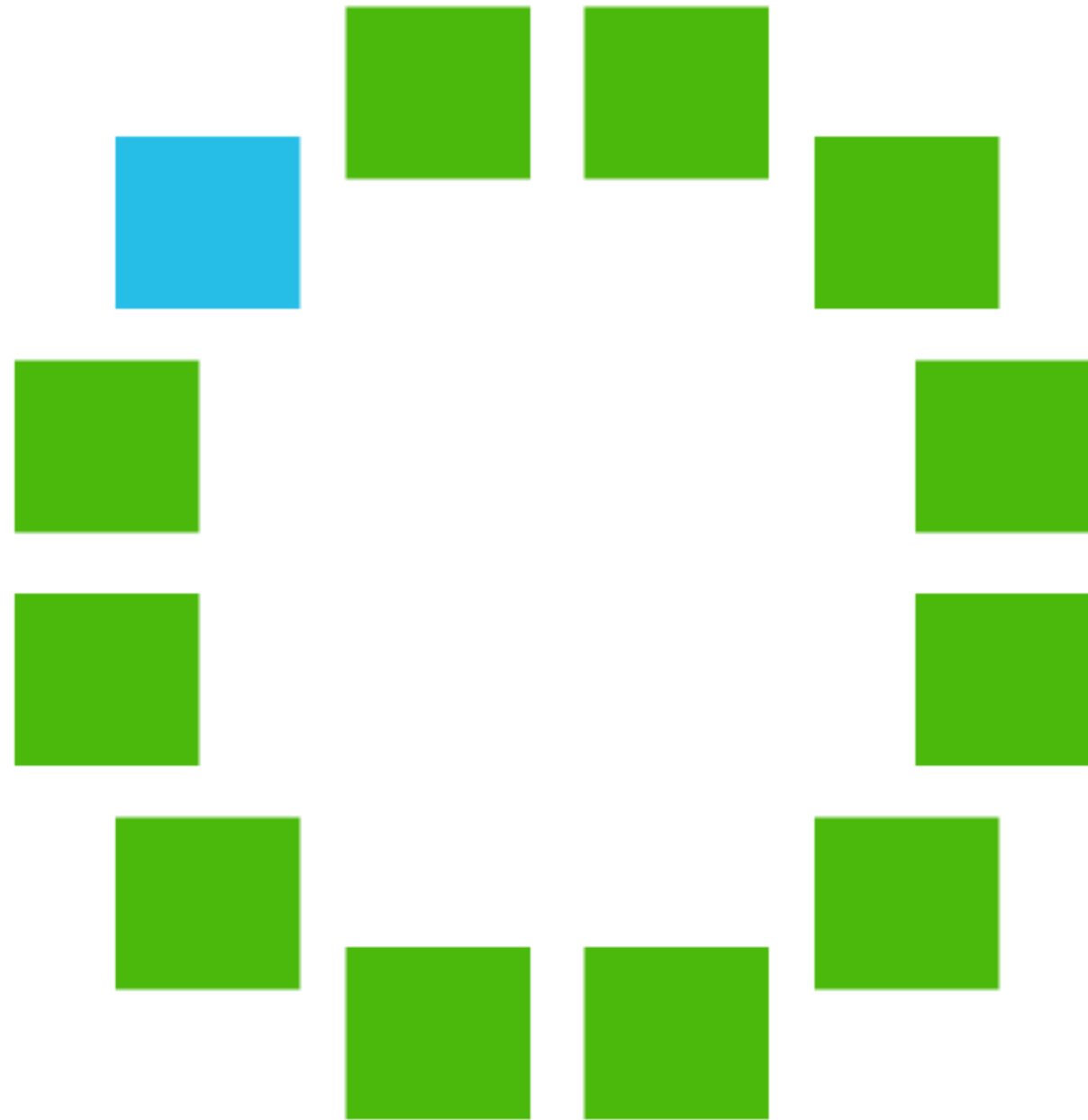


PARLIAMO DI PERCEZIONE E ATTENZIONE

- Quanti passaggi fa il team con la maglia bianca?



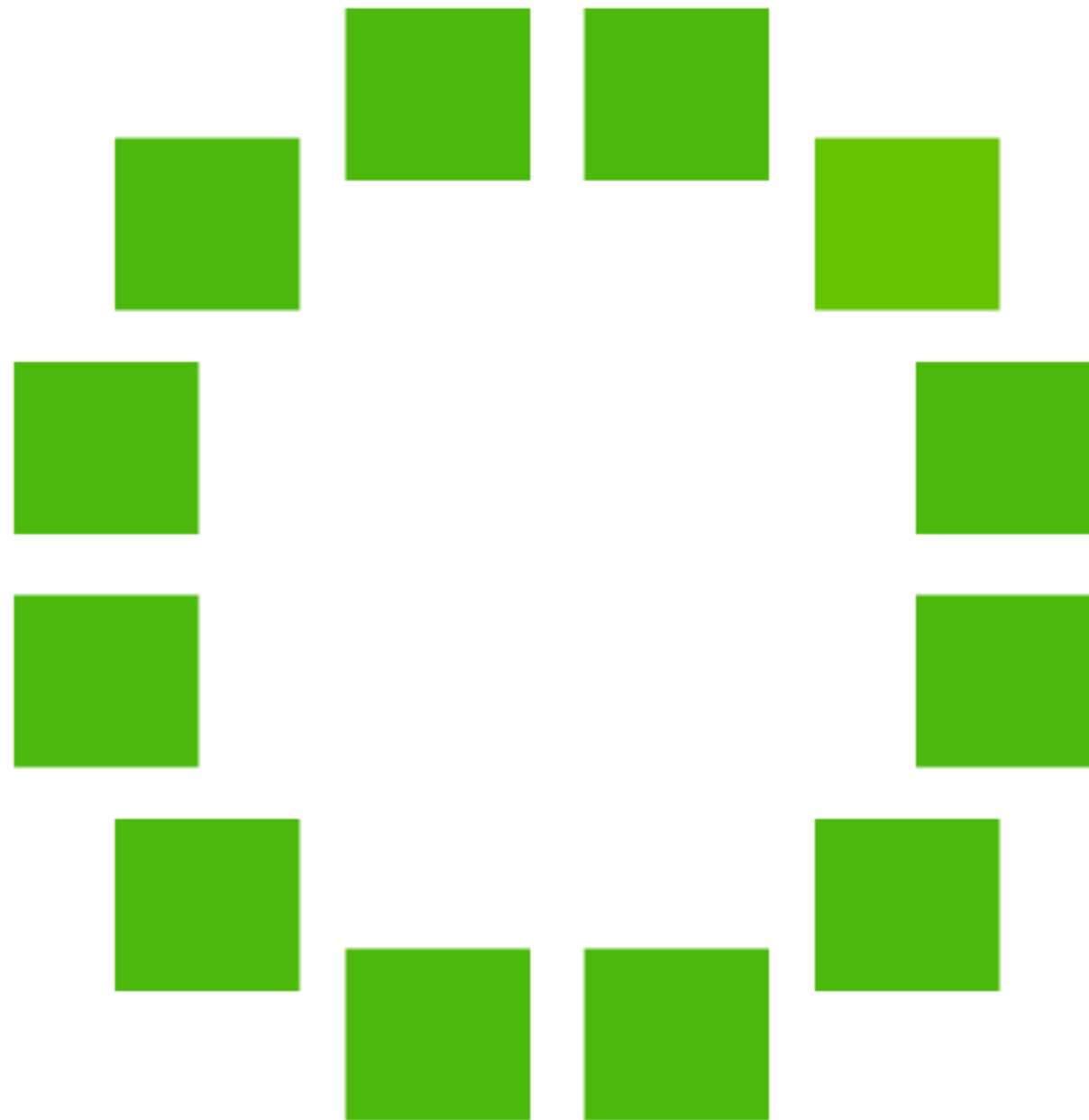
QUAL'È QUELLO DIVERSO?



PER LEI È UN PO' PIÙ DIFFICILE



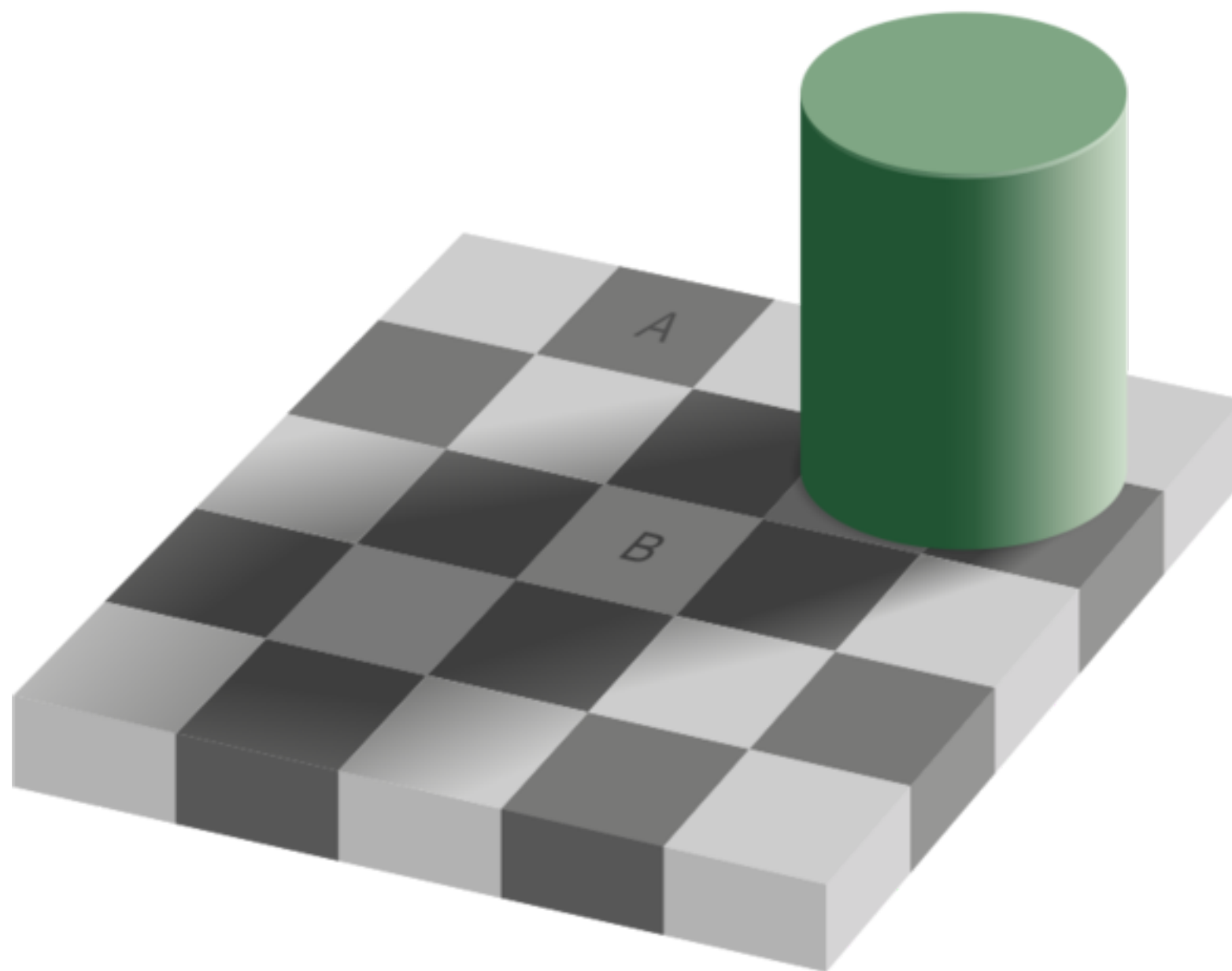
E ADESSO ?



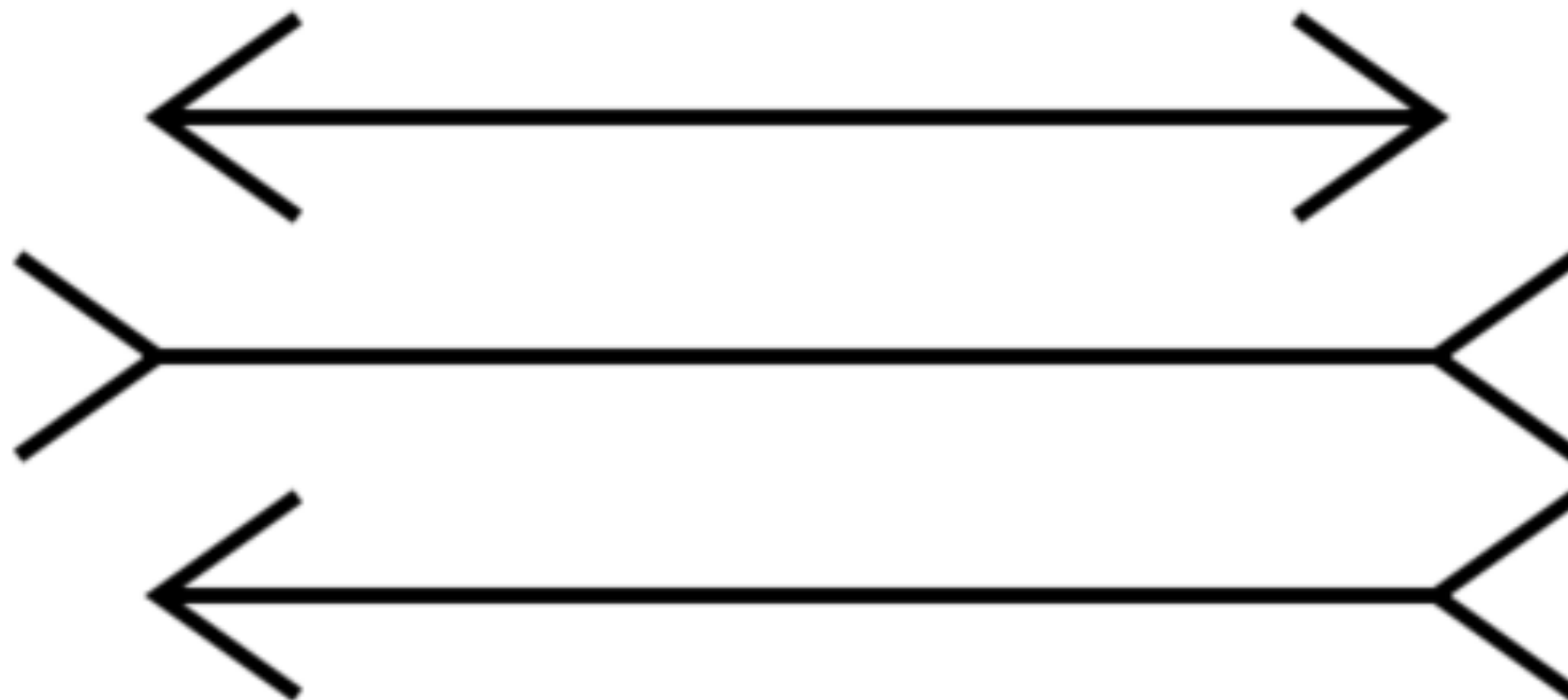
CON QUESTA VINCE LEI



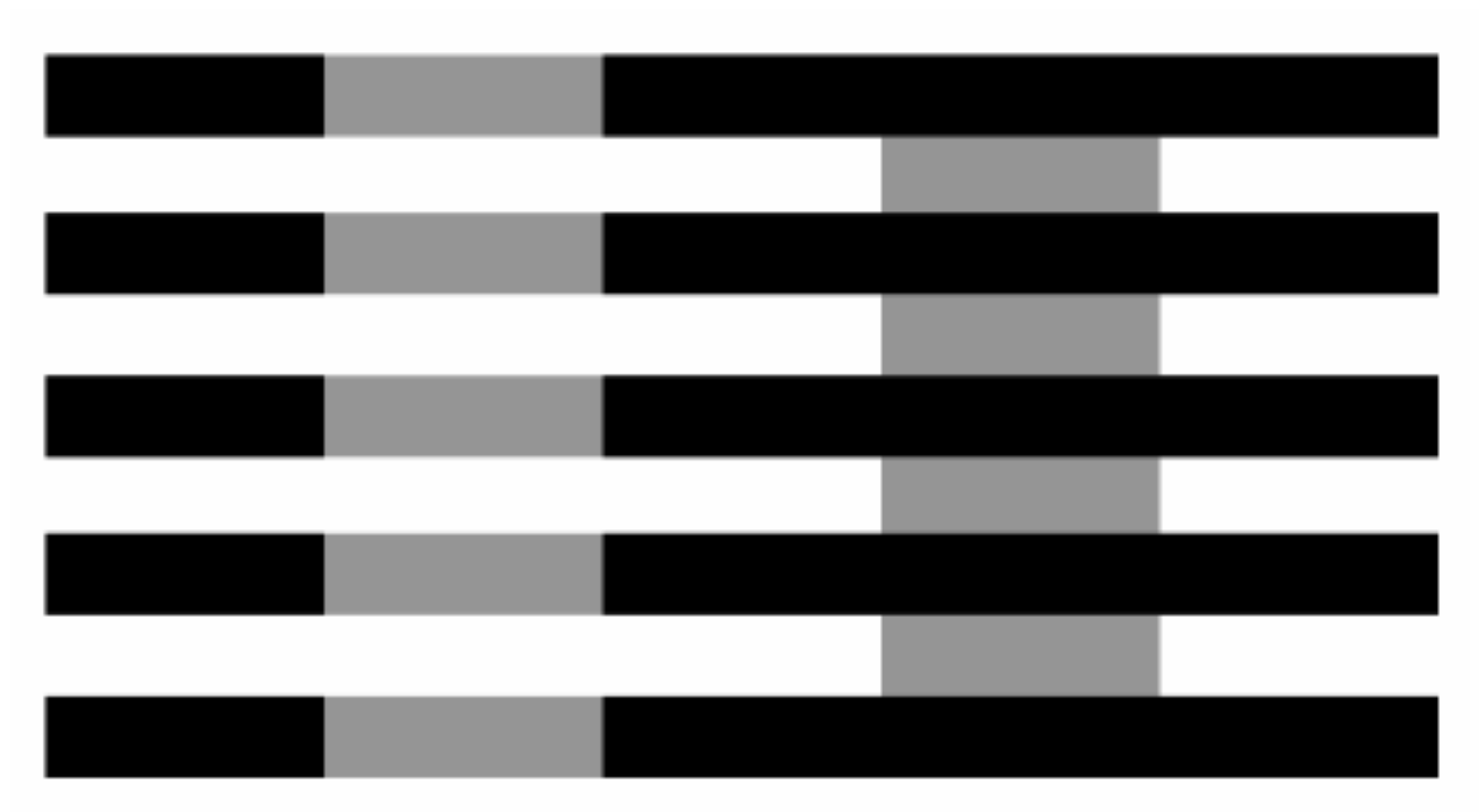
É PIÙ SCURO IL QUADRATO “A” O IL “B”



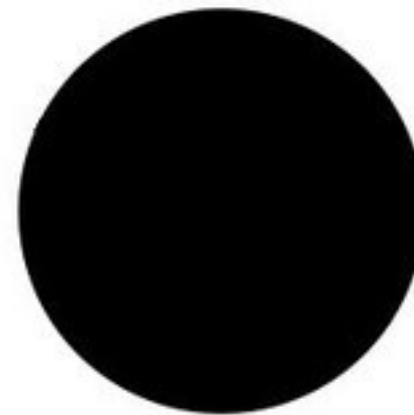
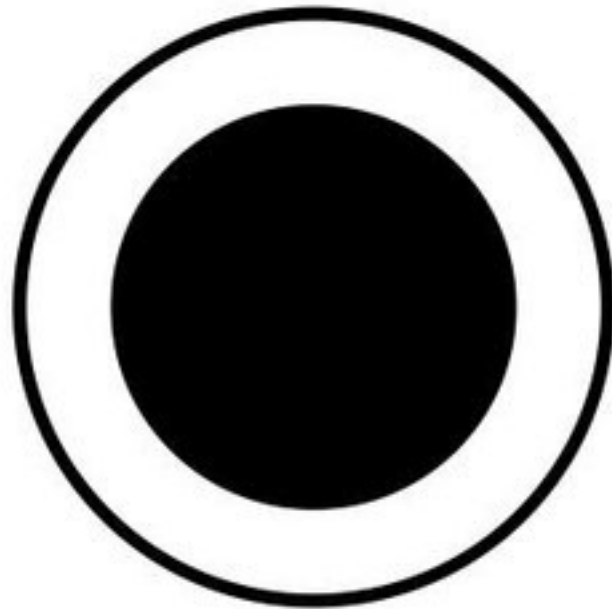
QUAL'È LA LINEA PIÙ LARGA?



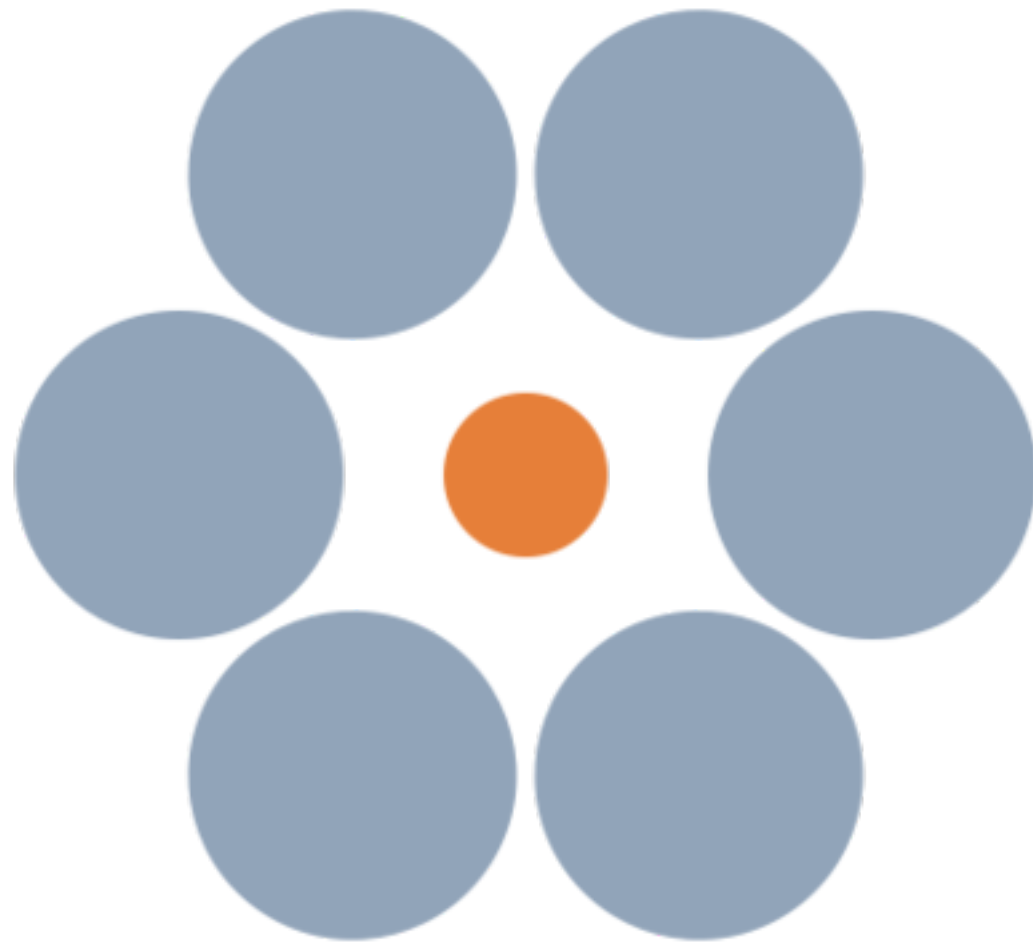
QUALE DEI DUE GRIGI È PIÙ SCURO?

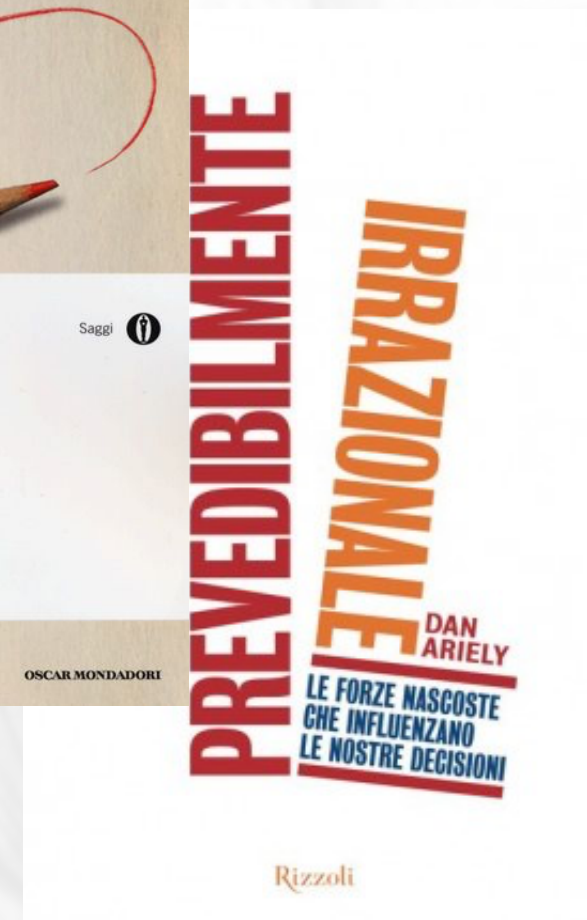
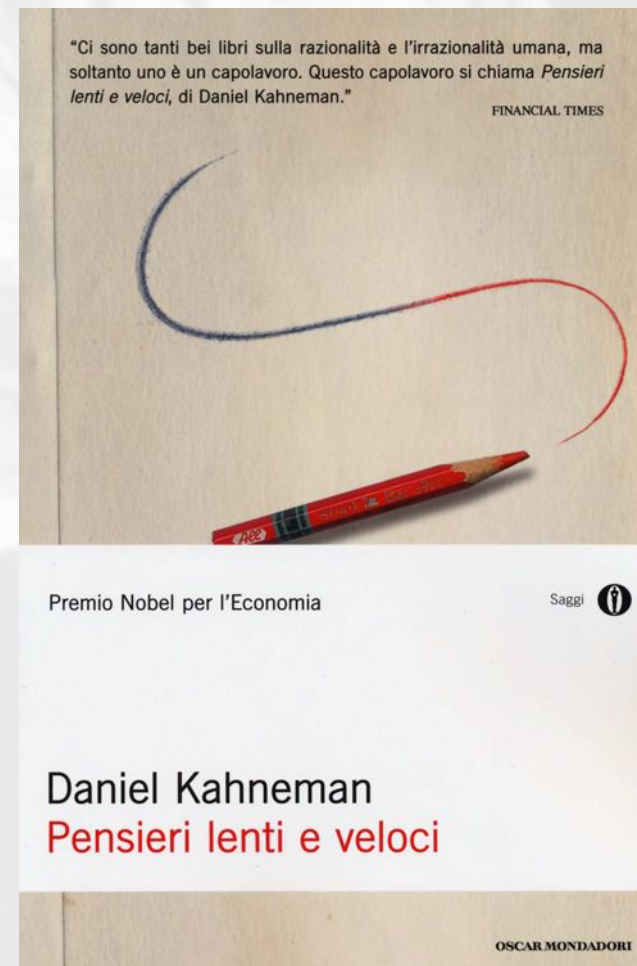
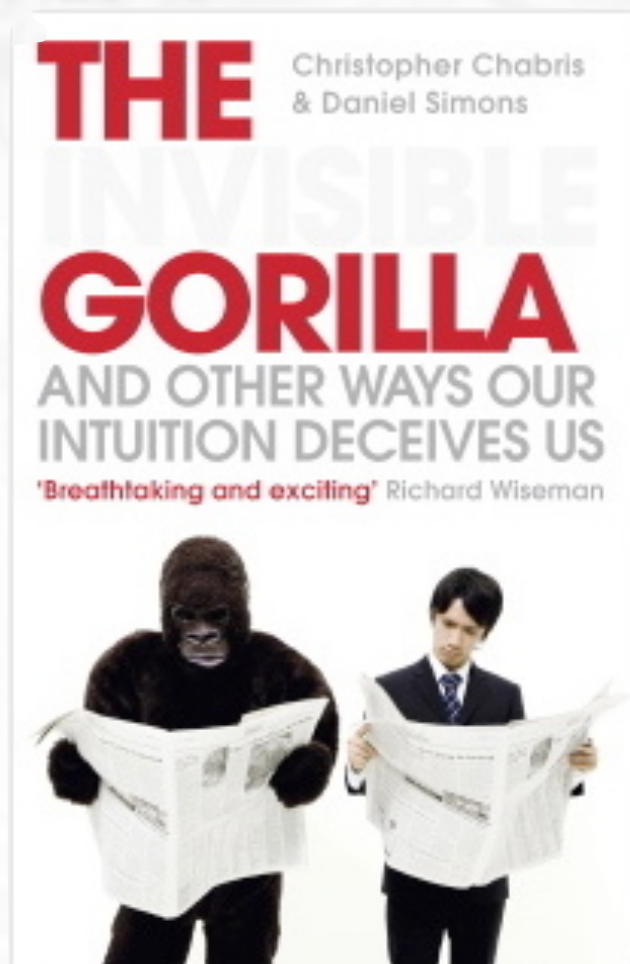


IL CERCHIO PIÙ GRANDE?



E QUI?





.... ok, ho capito. Qualcuno al design ci deve pensare

MA...

NON C'È BUDGET

NON C'È TEMPO

NON CONOSCO NESSUNO

NON MI FIDO

LO VOGLIO O DEVO FARE IO



Product Design

UX

UI

RICERCA

CHI

COSA

PERCHÉ

DOVE/COME

USER PERSONA



DEMOGRAPHICS

Name: Samuel
Gender: Male
Age: 40
Location: Upper East Side, NYC
Occupation: Sr. Executive
Income: \$70,000
Computing experience: Fine, mobile app savvy
Web behavior patterns: Music, Travel, Photography sites and Social networks

PSYCHOGRAPHICS

Attitude: Ready to try new things, even though he's not a geek

Values: He believes that technology empowers his life and simplicity is the best way to tackle a complicated subject

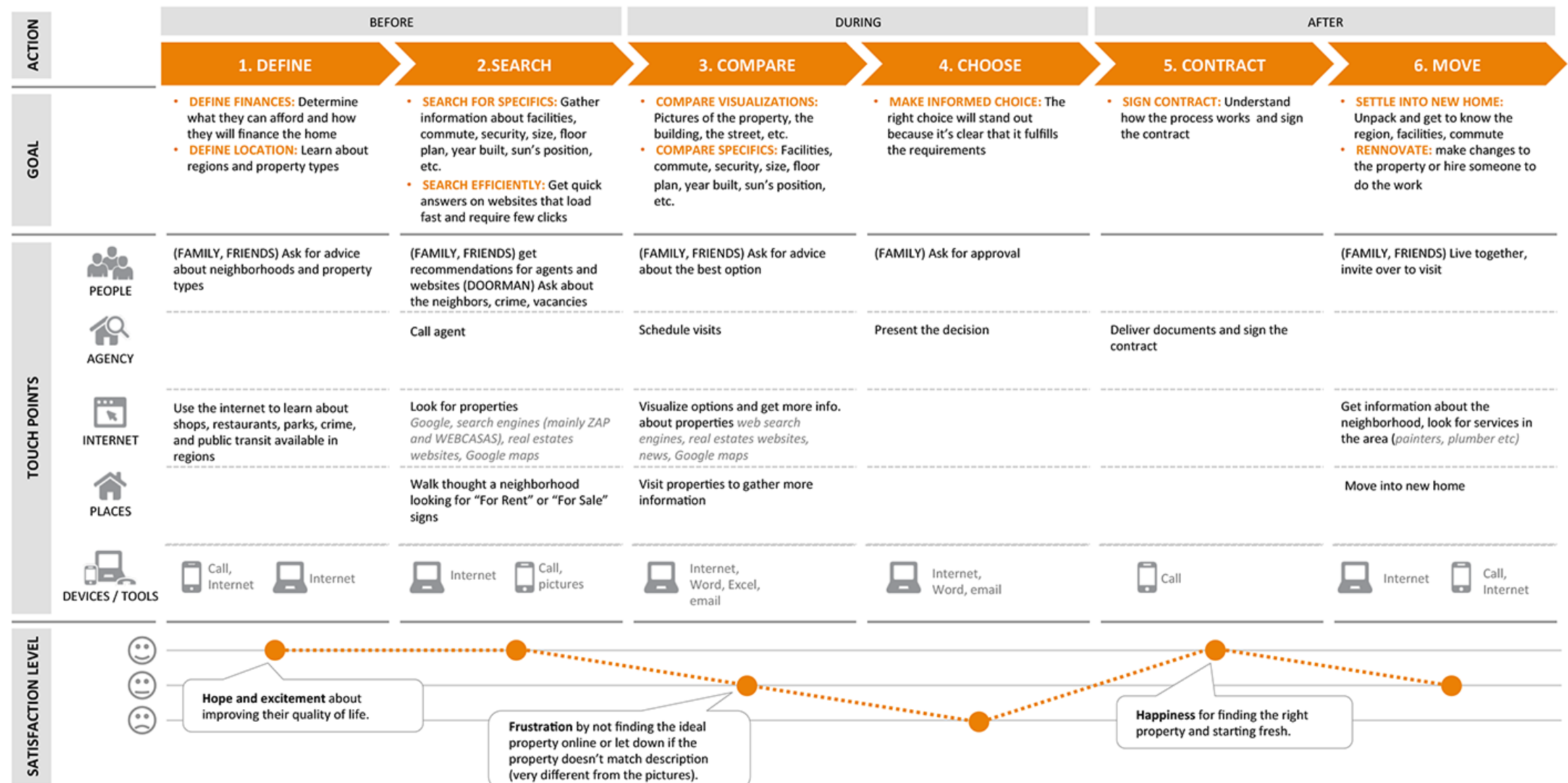
Fears: He will not be able to use a tech product at its full capacity. Also he's not comfortable with analytics and numbers

NEED/GOAL

Need: A service that will help him backup his data without him being worried about the nitty-gritty details.

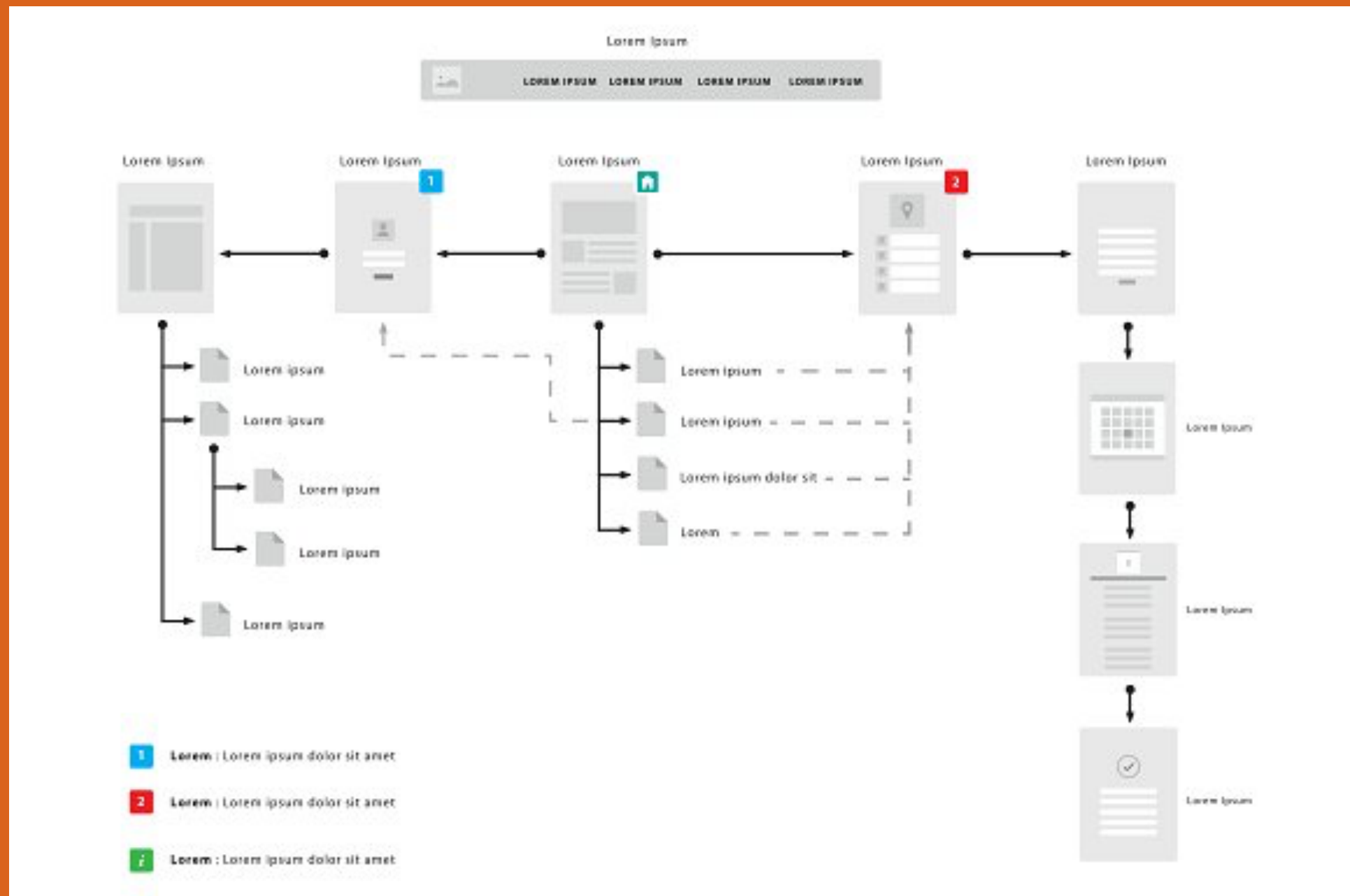
Goal: Helping a non-techie to backup his data, automatically and manually, sans a complicated process

EXPERIENCE MAP



RICERCA

FLOW CHART



 **A BOOK APART**
Brief books for people who make websites

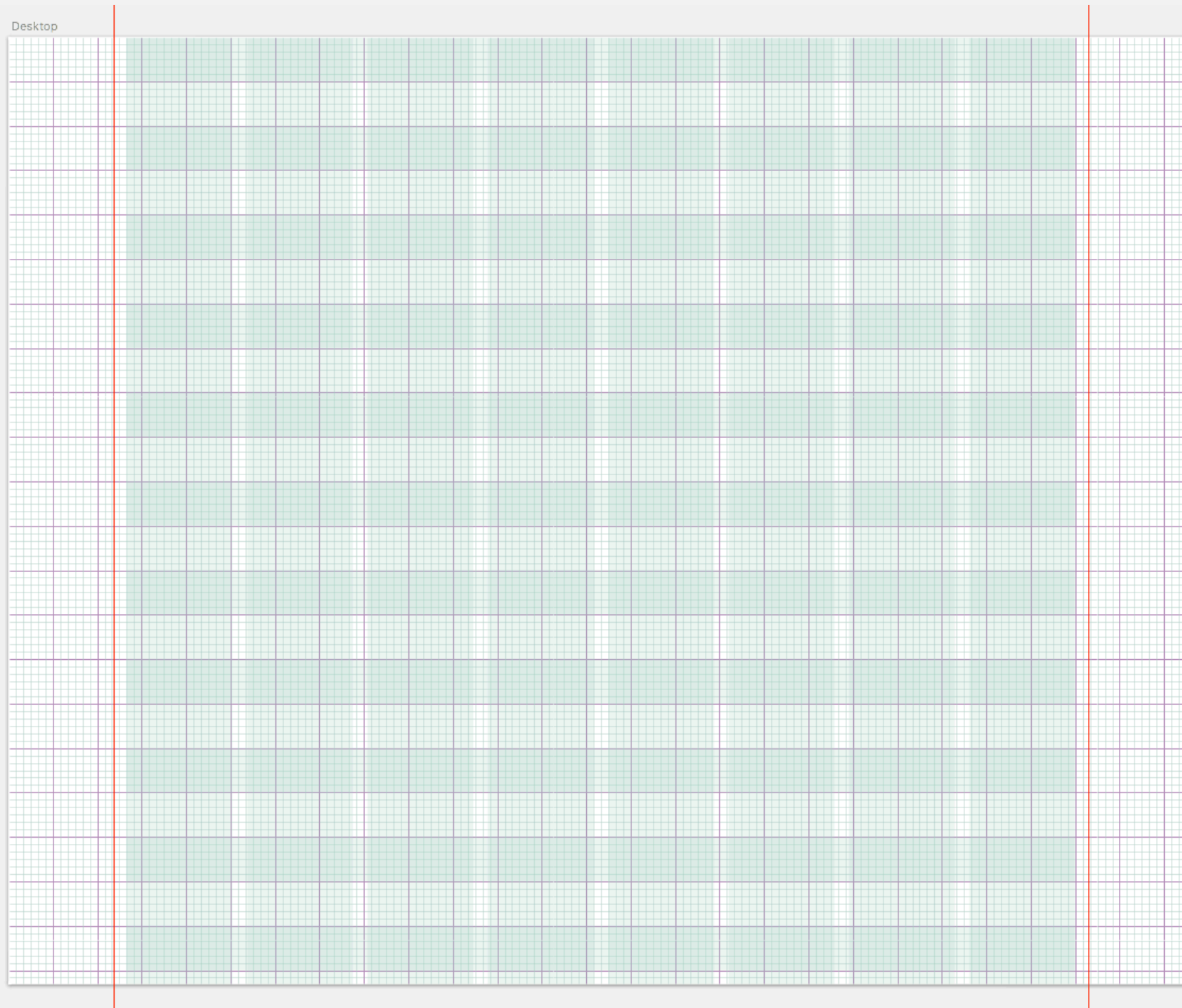
NO
9

Erika Hall

JUST ENOUGH RESEARCH

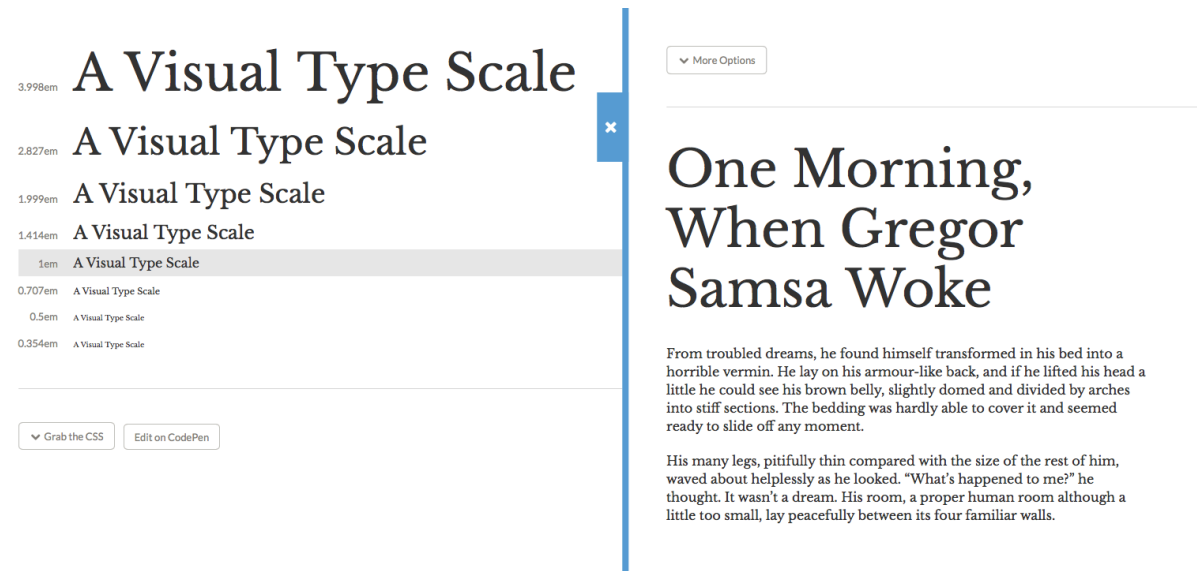
FOREWORD BY Jeffrey Zeldman

Define a grid



8 è un gran bel numero

Usa una scala tipografica



type-scale.com



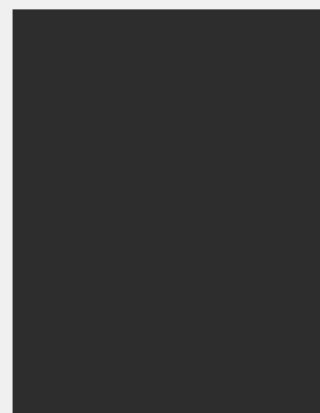
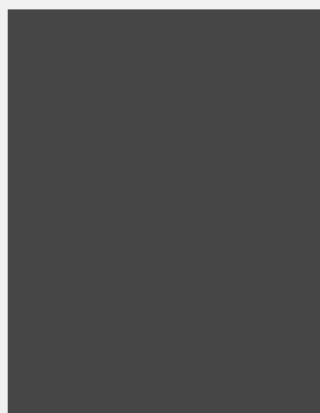
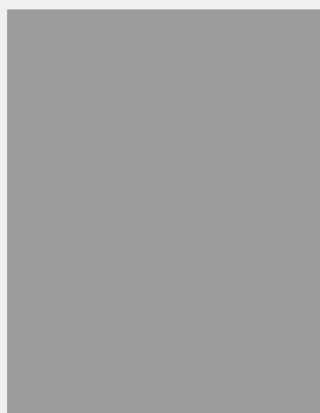
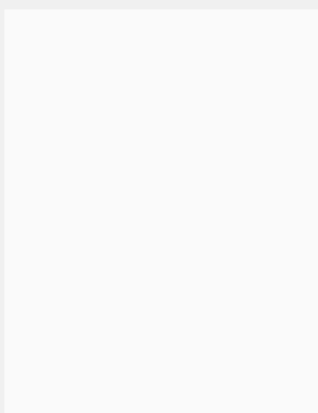
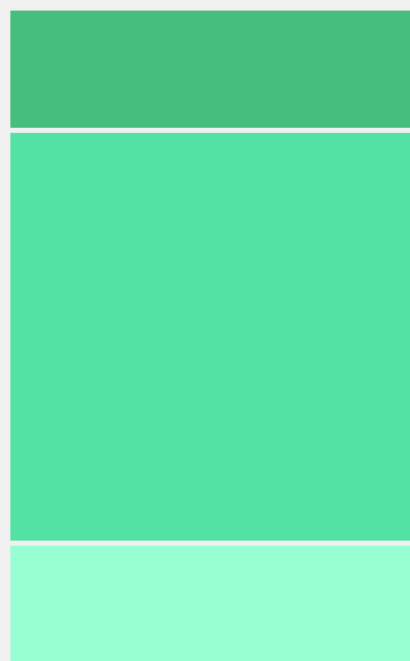
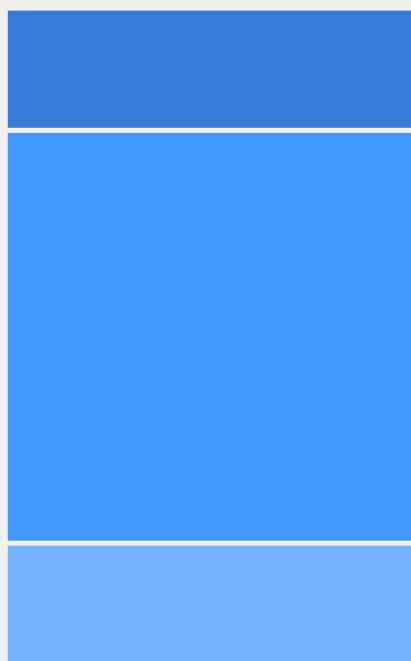
matejlatin.github.io/Gutenberg

Font Pair

fontpair.co

q

z



colors.co

#0C0A3E

MIDDLE RED PURPLE

#7B1E7A

MIDNIGHT

#B33F62

RASPBERRY ROSE

#F9564F

RED-ORANGE

#F3C677

TOPAZ

The Elements
of Typographic Style

second edition, revised & enlarged

Robert Bringhurst

Robert Bringham



Josef Albers Interaction of Color
50th Anniversary Edition





Typography

Header Title H1

Header Section

Date

Body Regular singol post

Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id [commodo mi consectetur](#). Curabitur at vestibulum nisi. Nullam vehicula nisi velit.

Body Regular [link](#)

Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id [commodo mi consectetur](#). Curabitur at vestibulum nisi. Nullam vehicula nisi velit.

Body Regular [link](#); [hover](#)

Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id [commodo mi consectetur](#). Curabitur at vestibulum nisi. Nullam vehicula nisi velit.

Body Regular **Bold**

Nam porttitor blandit accumsan. **Ut vel dictum sem**, a pretium dui. In malesuada enim in dolor euismod, id [commodo mi consectetur](#). Curabitur at vestibulum nisi. Nullam vehicula nisi velit.

Header Regular

Header Section

Header Wizard

Desktop / Article / Single view



Header Title

February 28, 2017

Vestibulum rutrum quam vitae fringilla tincidunt. Suspendisse nec tortor urna. Ut laoreet sodales nisi, quis iaculis nulla iaculis vitae. Donec sagittis faucibus lacus eget blandit. Mauris vitae ultricies metus, at condimentum nulla. Donec quis ornare lacus. Etiam gravida mollis tortor quis porttitor. Curabitur lobortis id lorem id bibendum. Ut id consectetur magna. Quisque volutpat augue enim, pulvinar lobortis nibh lacinia at. Vestibulum nec erat ut mi sollicitudin porttitor id sit amet risus. Nam tempus vel odio.

Header wizard

Part of what's important in what I'm bringing is also what I'm not bringing. Dill and cinnamon are great spices in general, but I don't plan on making anything with them, so I can leave out for now. (And I can always change my mind later.) If I've been running my food truck for a while, I know that some dishes will almost always get ordered, so I [can prep them in advance](#). I can start cooking rice. I can chop lettuce and cabbage. I can set up my mise en place so that it's ready for use when customers start ordering. I can get some headstarts too. I can throw a cup of salsa and a handful of chips into a bag and seal it; no more assembly required. I can also pre-cook beef with onions, spices, and marinade to be ready to throw into a taco or burrito. This one needs to be finished with a tortilla and some veggies, but I don't need to start from scratch everytime someone orders a beef dish.

Related Article



Mauris non Tempor Quam, et Lacinia Sapien...

February 28, 2017

Jonathan Gutierrez



Gary Barnes

In hac habitasse platea dictumst. Vivamus adipiscing fermentum quam volutpat aliquam. Integer et elit eget elit facilisis tristique. Nam vel iaculis mauris. Sed ullamcorper tellus erat, non ultrices sem tincidunt euismod.



ourfires



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Blog

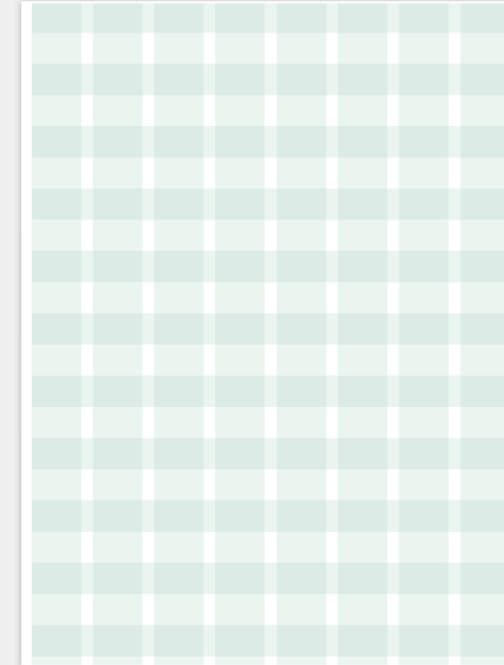
Portfolio

Lorem Ipsum
Integer et elit eget
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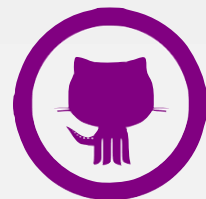
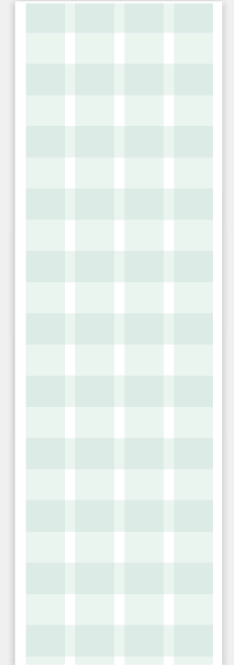
Header wizard

Lorem Ipsum
Integer et elit eget
Ultrices sem

Tablet



Mobile Portrait



<https://github.com/fhuel/Spark-WordPress>