# Thoughts on Design

*… or how to think about form*

# What is design?

*... and how do I approach it?*

*I can show you what not to do ...*

# How much $CO_2$ is created by...

5t
small wedding (100 guests)

720kg
to make a desktop computer

800kg
to make a mega desktop computer

5.1t
average car

1056kg
London to Tokyo (per person)

7t
average world citizen

400kg
a year of newspapers

397kg
reusable diapers 'extreme dried'

230kg
yearly waste per person

610kg
New York to London (per person)

438kg
New York to LA (per person)

210kg
a year of coffee

550kg
disposable diapers per child

3.3t
average person in China

228kg
disposable diapers (yearly)

500kg
incandescent bulb (yearly)

220kg
reusable diapers (yearly)

440kg
laundry (yearly)

1.3t
a small office of computers (yearly)

1,250kg
year of cellphone calls (1 hr per day)

enter CO2 tons go

1g 100g 1kg 100kg 1t 10t 100t 1kt 100kt 1mt

random

kilos lbs

# Tons Of Carbon I

Per year unless otherwise stated

1 TON

the amount a tree absorbs in its lifetime

0.26

mobile charger

0.57

breathing

11

the average Westerner

0.7

plasma screen

9

large car

0.18

laptop

0.14

kettle

2.5

medium car

0.5

small car

2.5

you on ten hour flight

4

the average world citizen

19

the average American

1.49

heating the average home

0.75

your facebook page

0.2

burial

0.4

cremation

17

to rear a child to age five

11

250-guest wedding

11

one ton of pork (50,000 slices of bacon)

12

one ton of shrimp

6

one ton of salmon

6.4

one ton of chicken (1,400 bargain buckets)

16

one ton of beef (1,100 Big Macs)

source: New York Times, Environmental Protection Agency, IPCC, Energy Information Administration, UNESCO

*http://tinyurl.com/6ym5yft*

*"Before you have focused your thoughts you are all over the place, because you are searching. You are feeling. You are looking for things. You do not know what you are doing. You are lost. You are in a maze. So thinking is the number one in the design process. The design is the product of your thinking"*

**– Paul Rand**

# Design is thinking!

*... not playing around in Photoshop*

# Yeah, okay

*... so what should I be thinking about?*

*“Design is relationships. Design is the relationship between form and content”*

**– Paul Rand**

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# You can learn it

*... if you start thinking before styling*

Danger

**DANGER!!!**

*Another kind of definition is that design is a system of relationships between all of the aspects of the problem, which means the relationship between you and the piece of canvas, [...] you and the eraser, you and the pen. The relationship between the elements proportions, which mean the relationship of sizes. I can go on all day. This is one of the reasons why design is so difficult to accomplish. Because every time you do something, the potential for making mistakes is enormous. The process of designing is from complexity to simplicity. The part of complexity if filled with all kinds of horrible problems."*

**- Paul Rand**

# The New York Times

Saturday, October 22, 2011 Last Update: 11:43 PM ET

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Home & Garden

## Tunisian Vote, Arab Spring First, Faces Financing Issue

By DAVID D. KIRKPATRICK 9:54 PM ET

Approaching its first national election since the ouster of Zine el-Abidine Ben Ali, the former strongman, Tunisia faces a fierce debate over the sources of political spending.

CAMPAIGN **2012**

## Battles to Shape Maps, and Congress, Go to Courts

By MICHAEL COOPER and JENNIFER MEDINA 9:44 PM ET

The once-a-decade process of drawing Congressional districts has prompted lawsuits in more than half the states over issues like partisan

THE WORLD SERIES

Ronald Martinez/Getty Images

◂ 1 2 3 4 5 6 7 8 9 10 ▸

Albert Pujols, center, celebrated a three-run home run in the sixth.

LIVE ANALYSIS

## Game 3: Cardinals 15, Rangers 7

By TOM SPOUSTA 3 minutes ago

In the sixth and seventh innings, the Cardinals widened their

**SundayReview**

*A new section of opinion and analysis.*

OPINION

### Men Are Shoplifters Too

By RACHEL SHTEIR

Contrary to stereotype, it's not just bored, lonely women who stuff steaks under their coats.

NEWS ANALYSIS

### The Right Moves Inward

By SAM TANENHAUS

Frugal and not so hawkish, post-Bush Republicans channel a legacy of isolationism.

**Bruni: Hollywood on Wall Street**

**Douthat: Mitt Romney**

**Dowd: Adel al-Jubeir**

**Friedman: I.T. Leap**

**Kristof: Sudan, My Home**

**Editorial: Peddling Fear**

**BUSINESS DAY »**

### Unreasonable, Maybe, but It's on a Mission

The Unreasonable Institute in Colorado offers a six-week course to entrepreneurs who want to make a profit while

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The New York Times NYTIMES.COM

The New York Times – Breaking News, World News & Multimedia

http://www.nytimes.com/

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[redacted]

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[redacted]

Ronald Martinez/Getty Images

[redacted]

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The New York Times – Breaking News, World News & Multimedia

http://www.nytimes.com/

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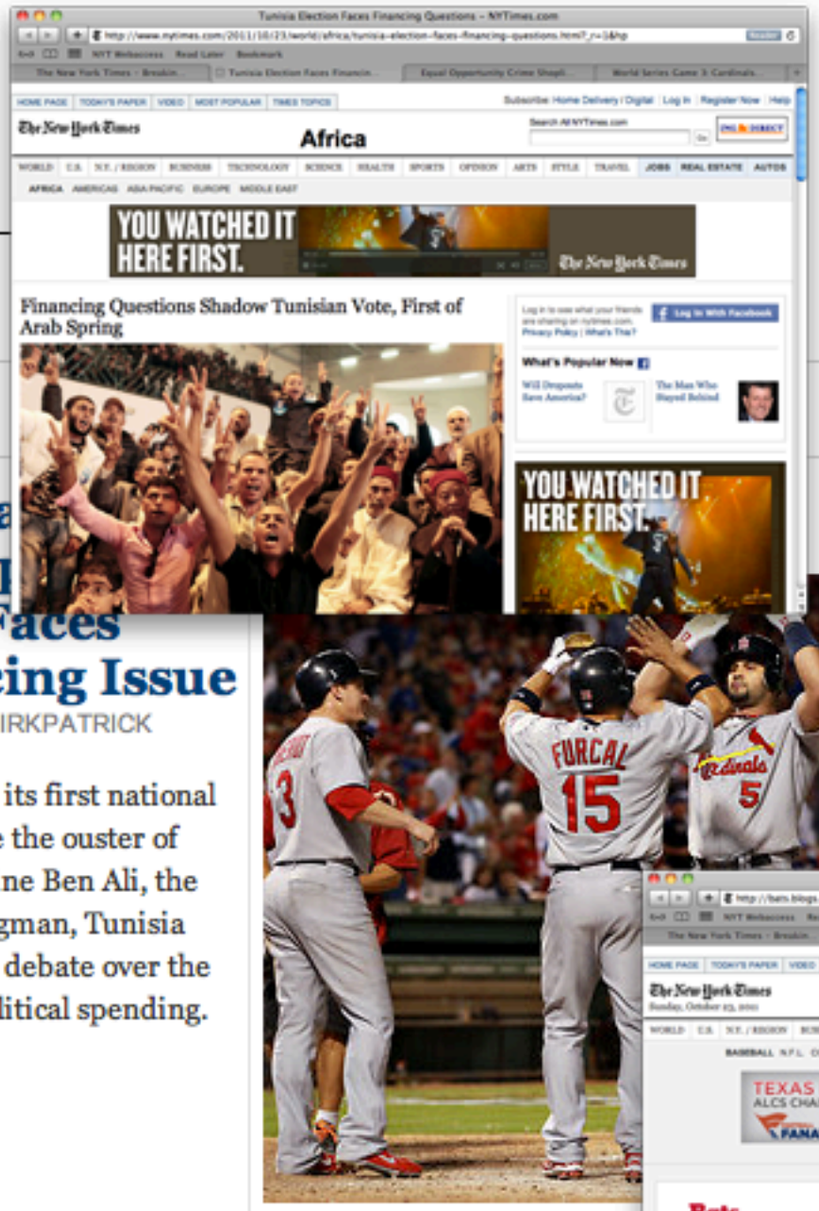
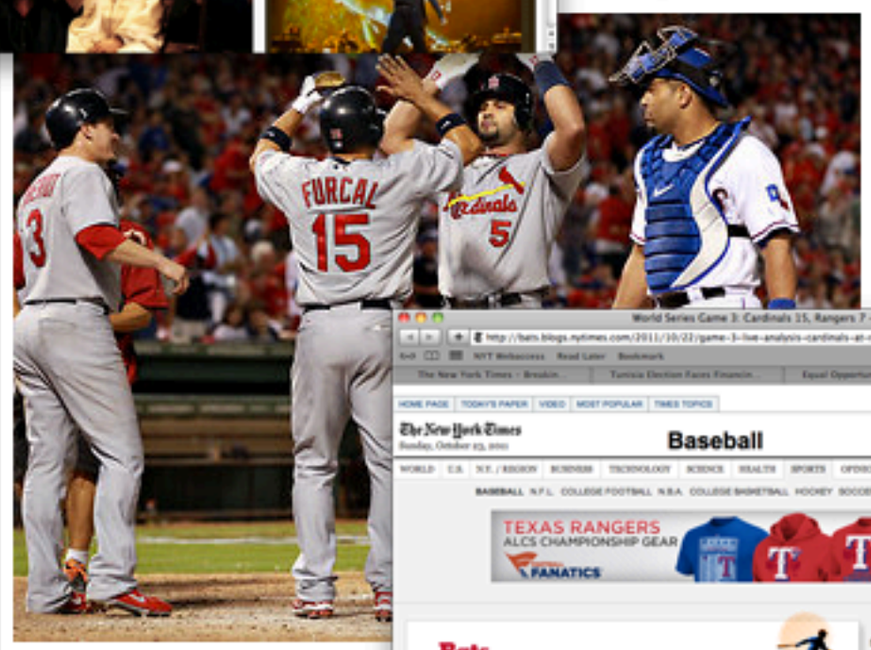
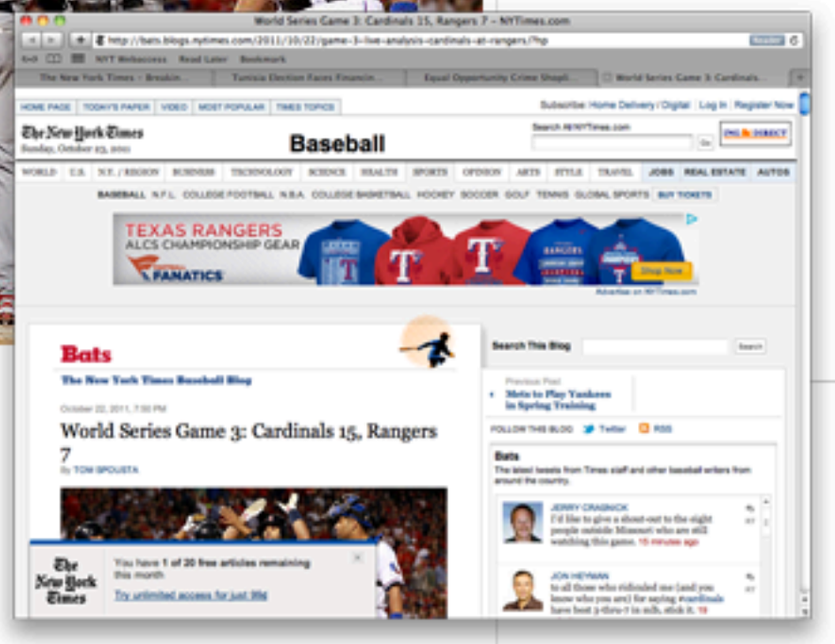


OPINI
Men
By RA

Contrary to stereotype, it's not just bored, lonely women who stuff steaks under their coats.

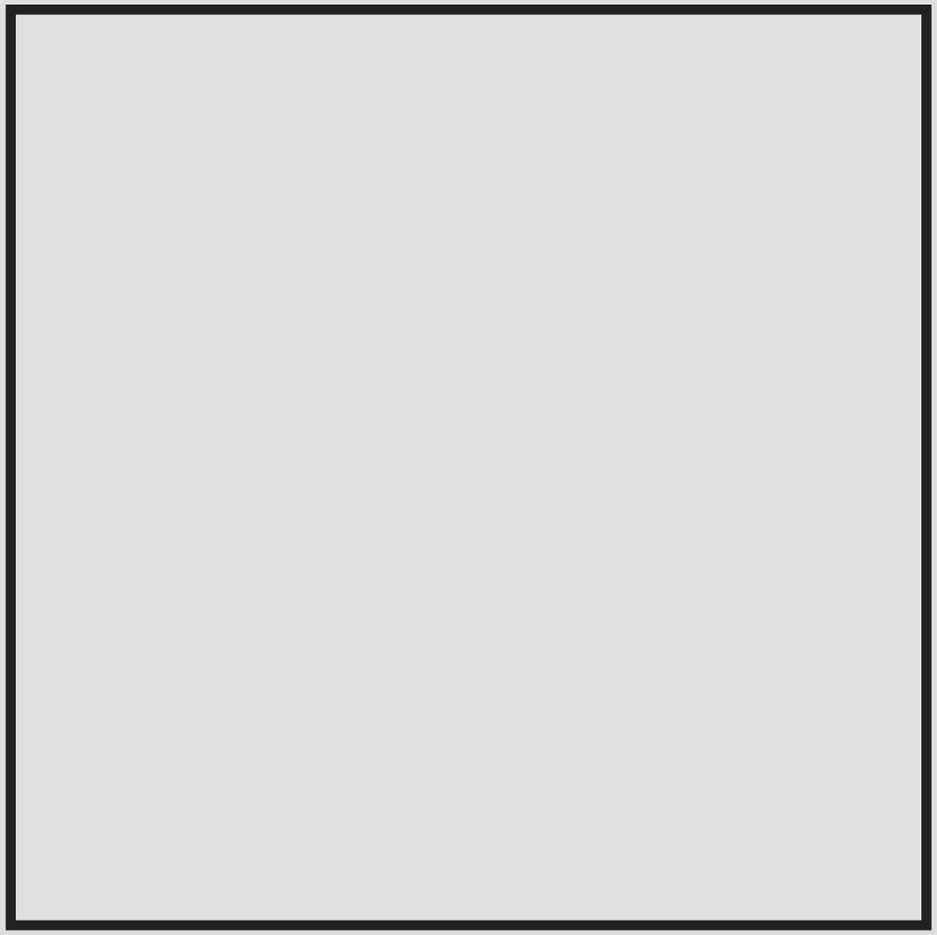


# Don’t worry

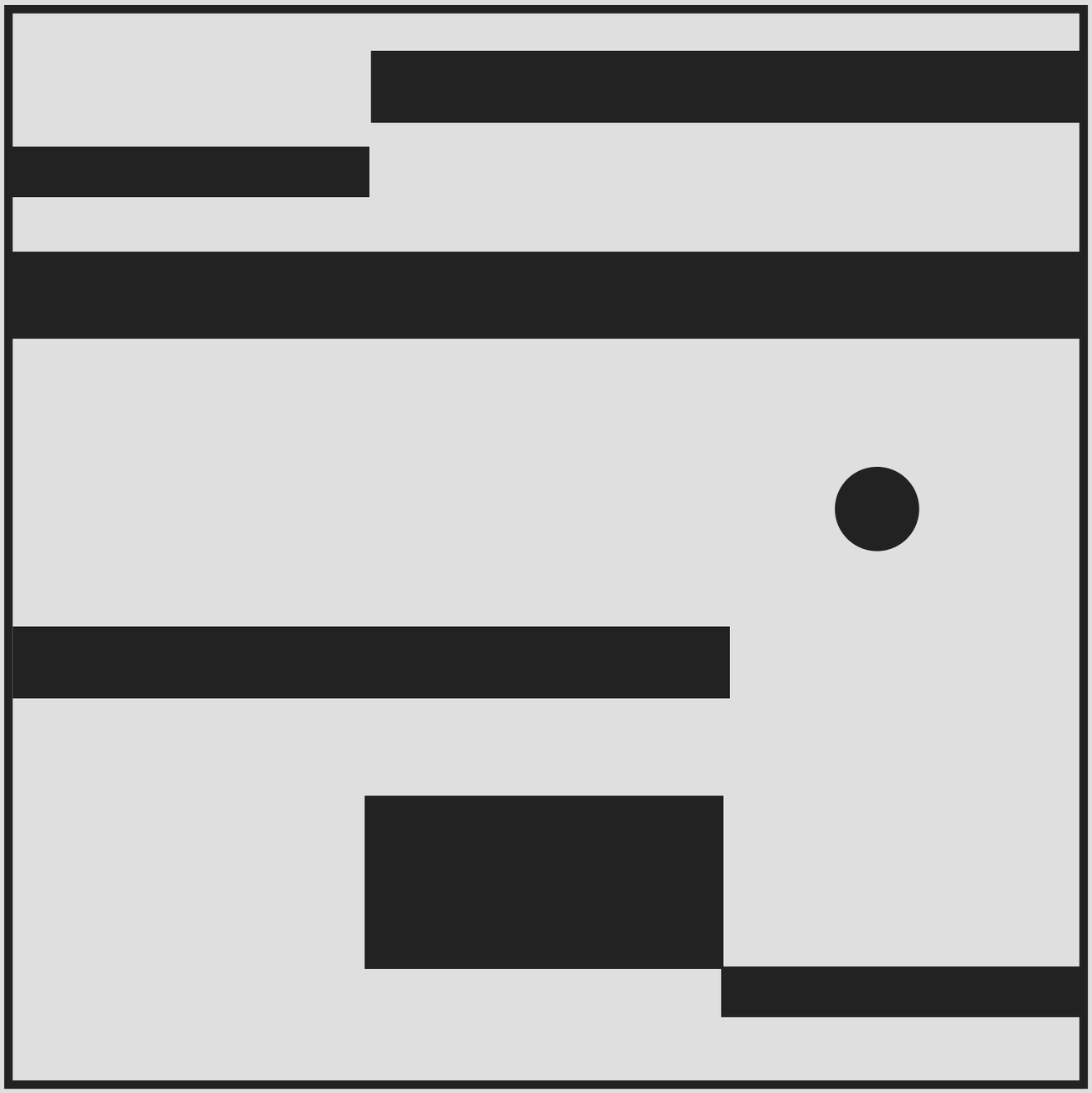
*… just don’t put stuff in to be trendy*

# One relationship

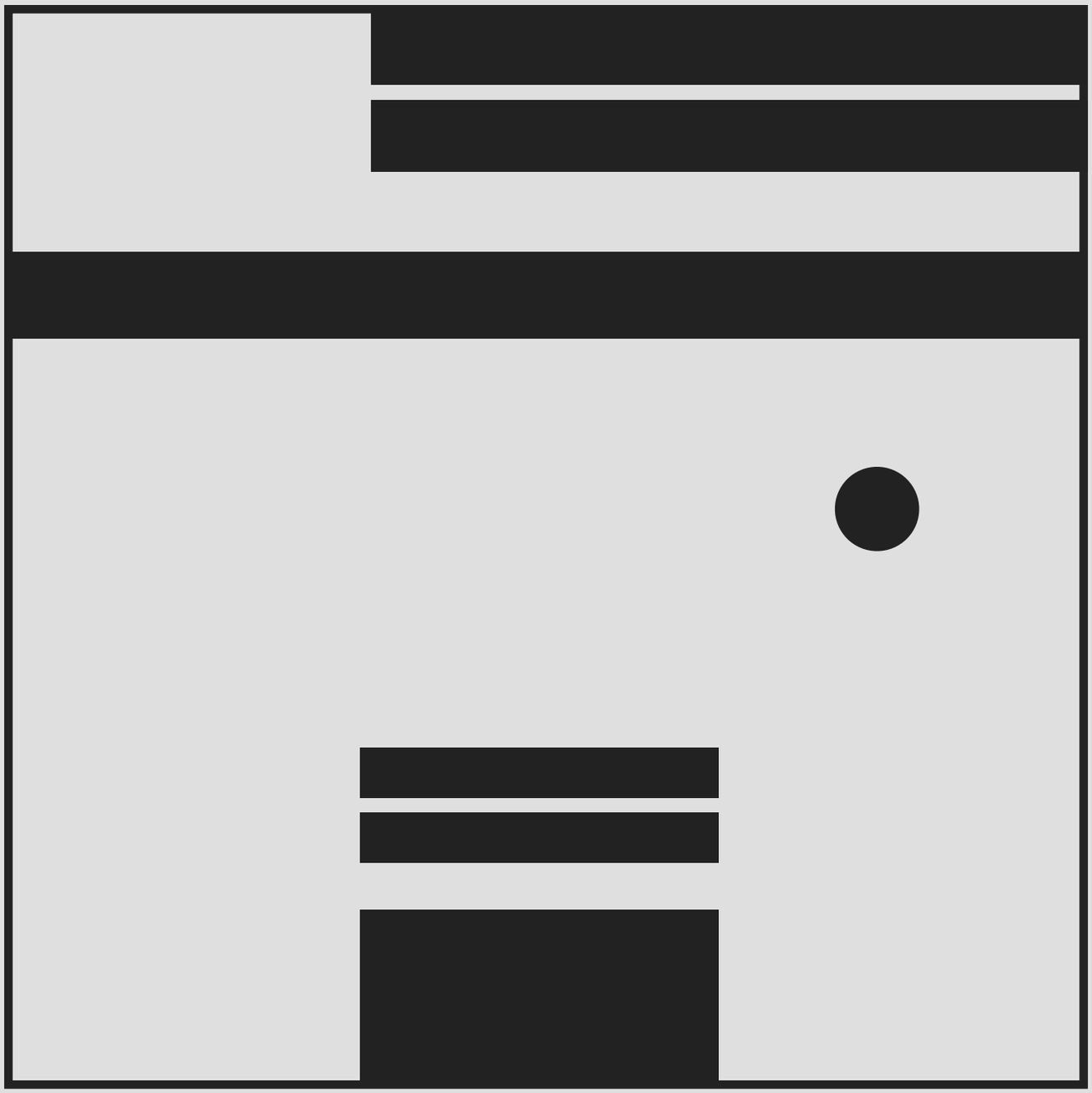
*... is between the content and the shapes*



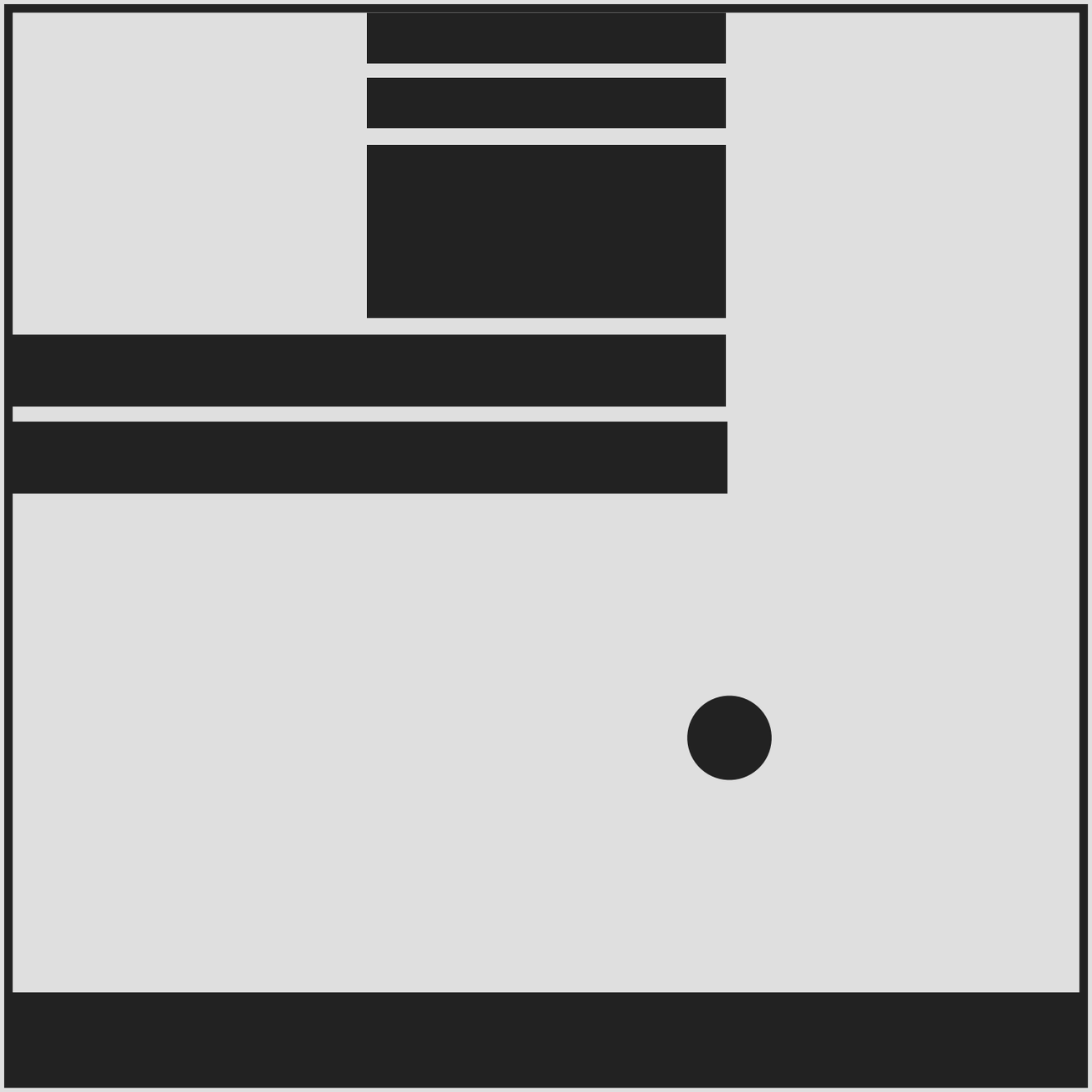
# *Random Positioning*



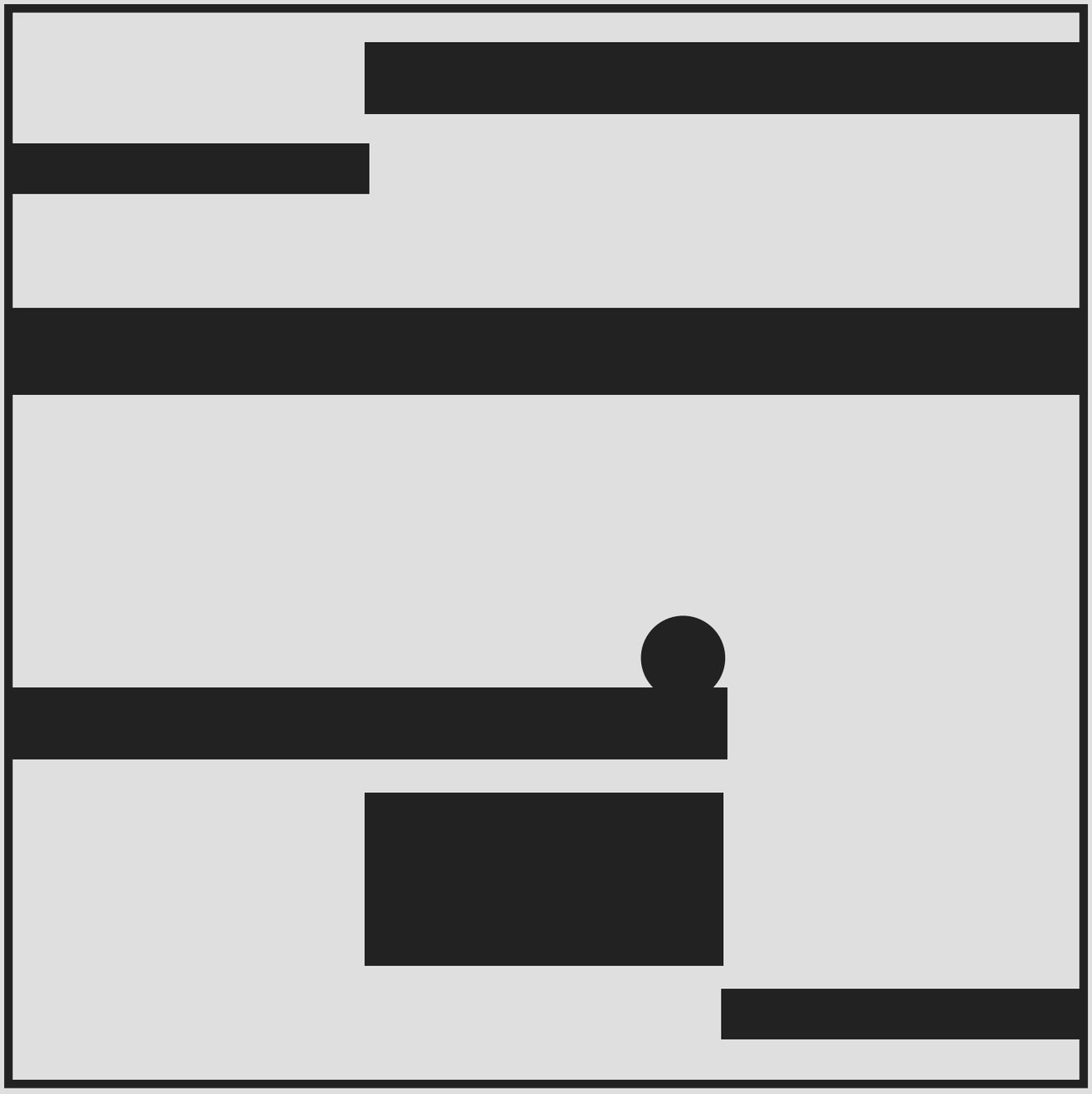
# *Grouped*



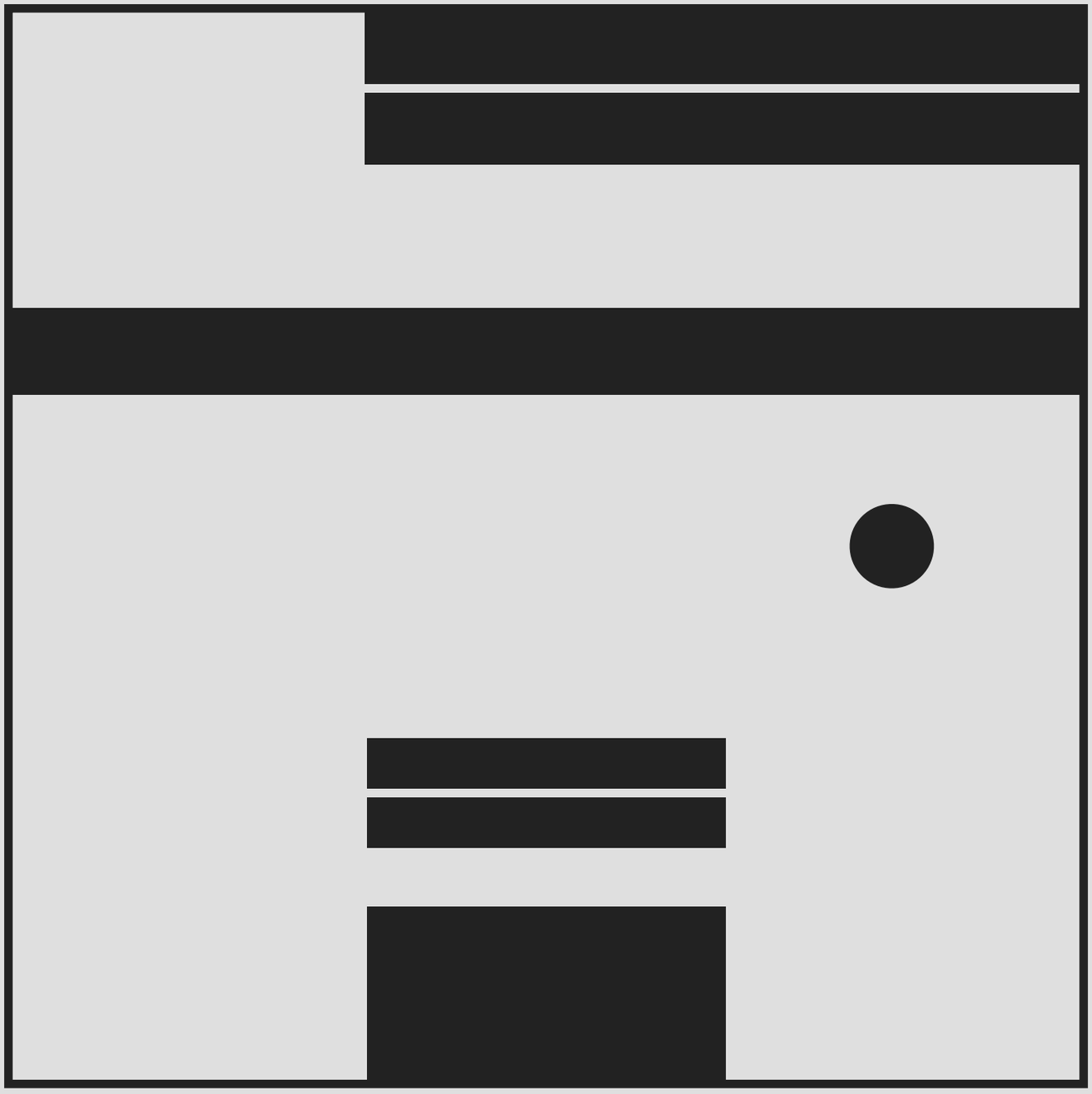
# *Grouped Similar*



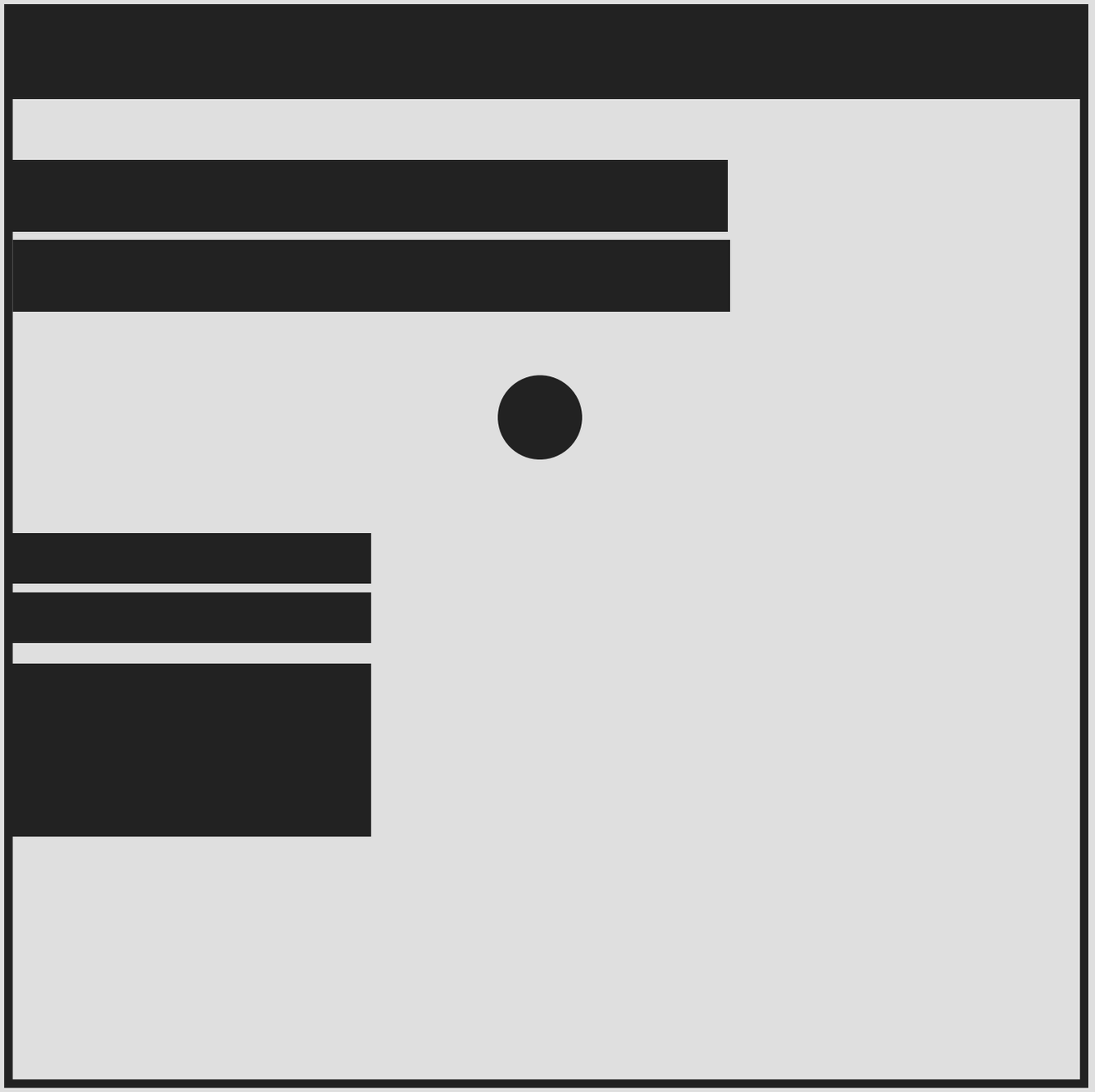
# *Complex Negative Space*



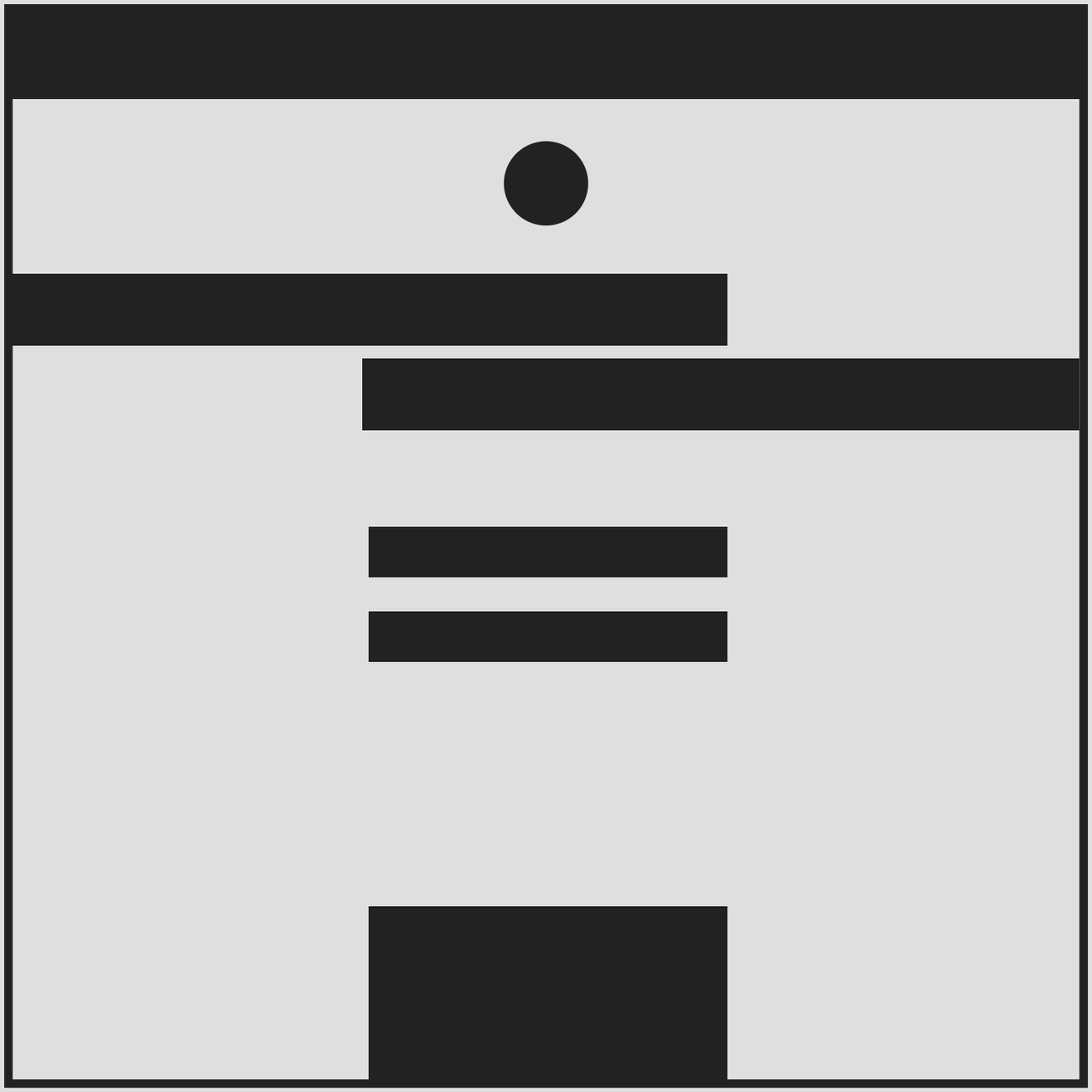
# *Simple Negative Space*

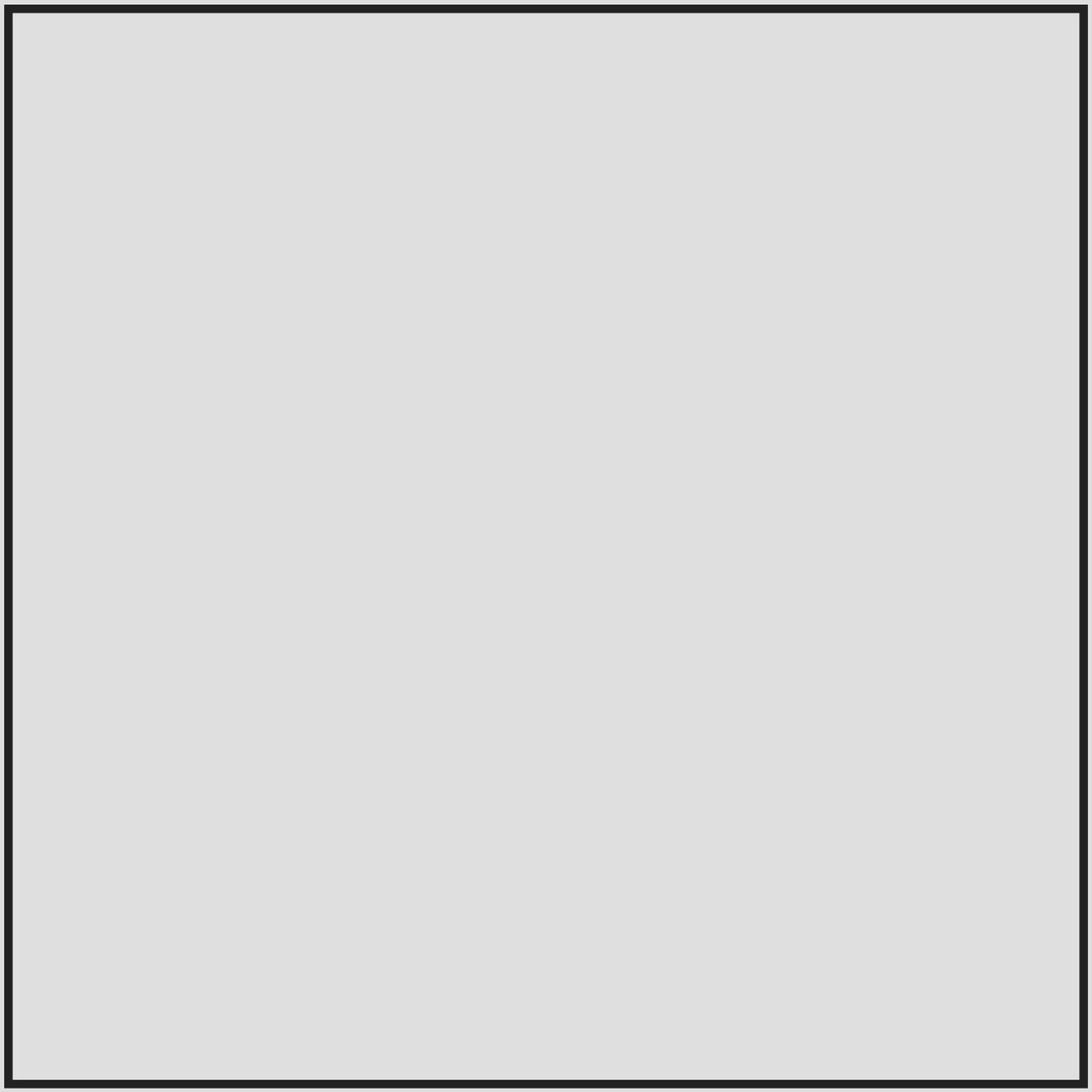


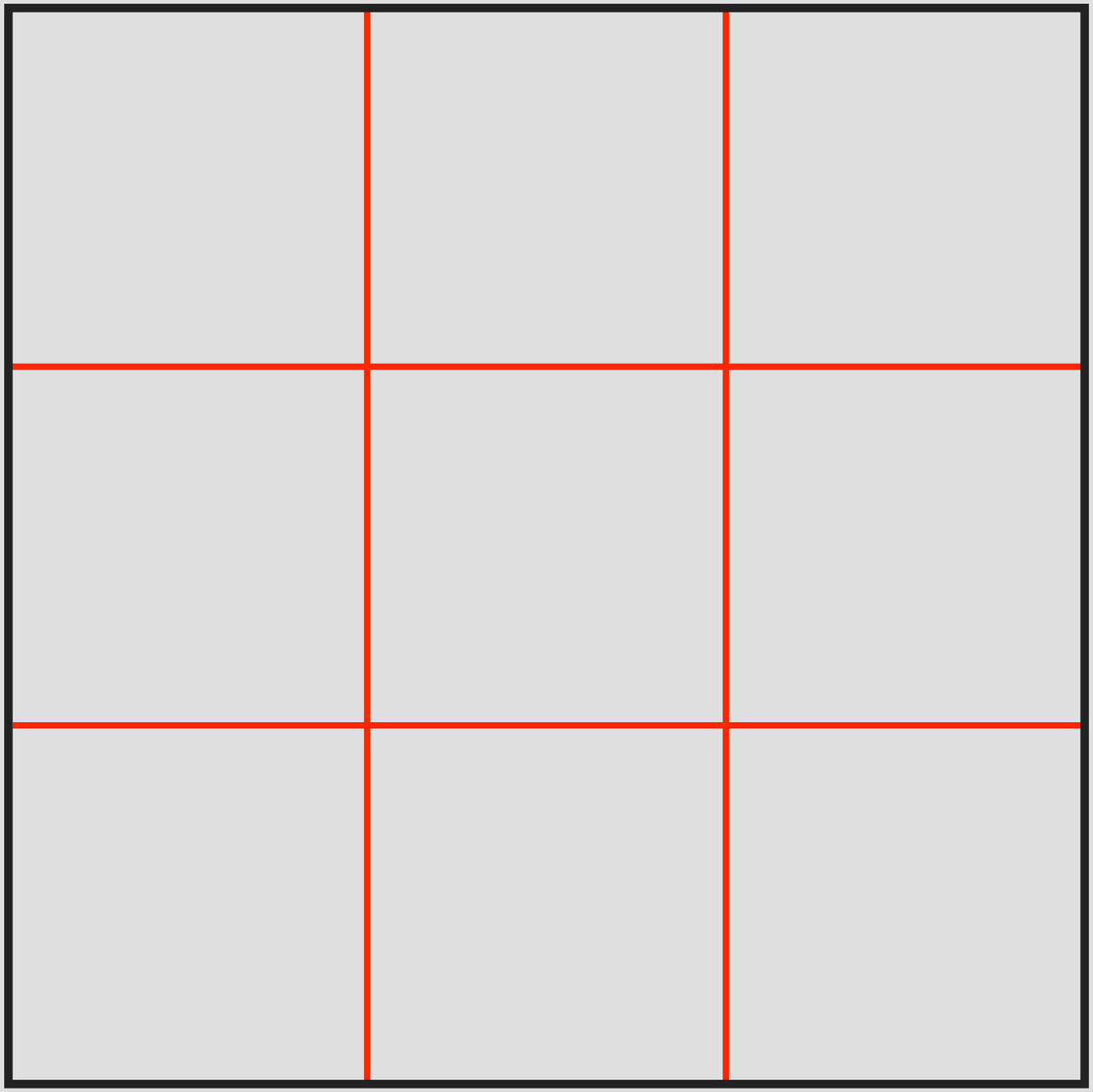
# *Align Left*

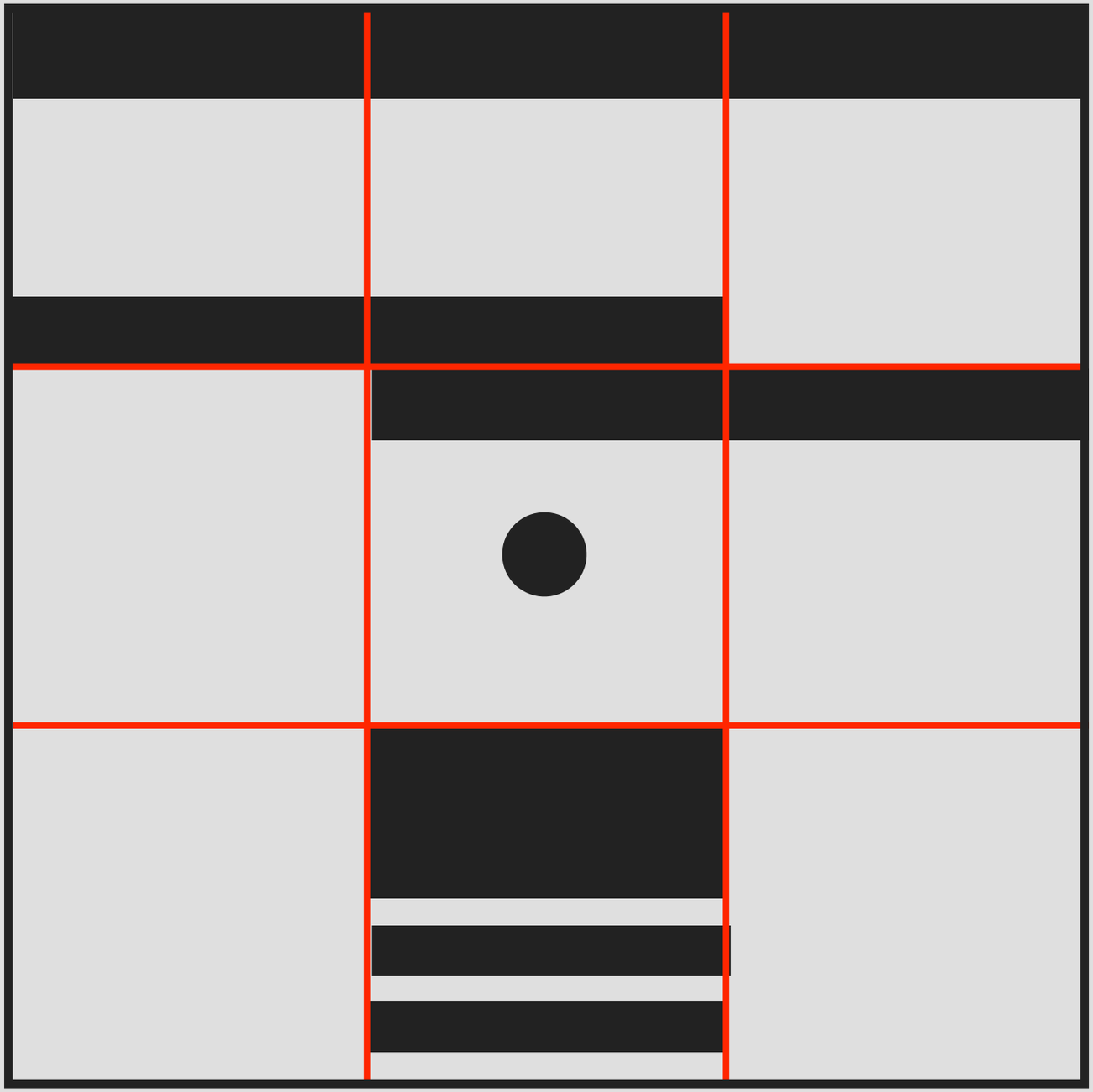


# *Align Center*









# Another relationship

*... is between the content and the fonts*

# NEXT

# NEXT

# NEXT

# NEXT

NEXT

# NEXT

NEXT

next

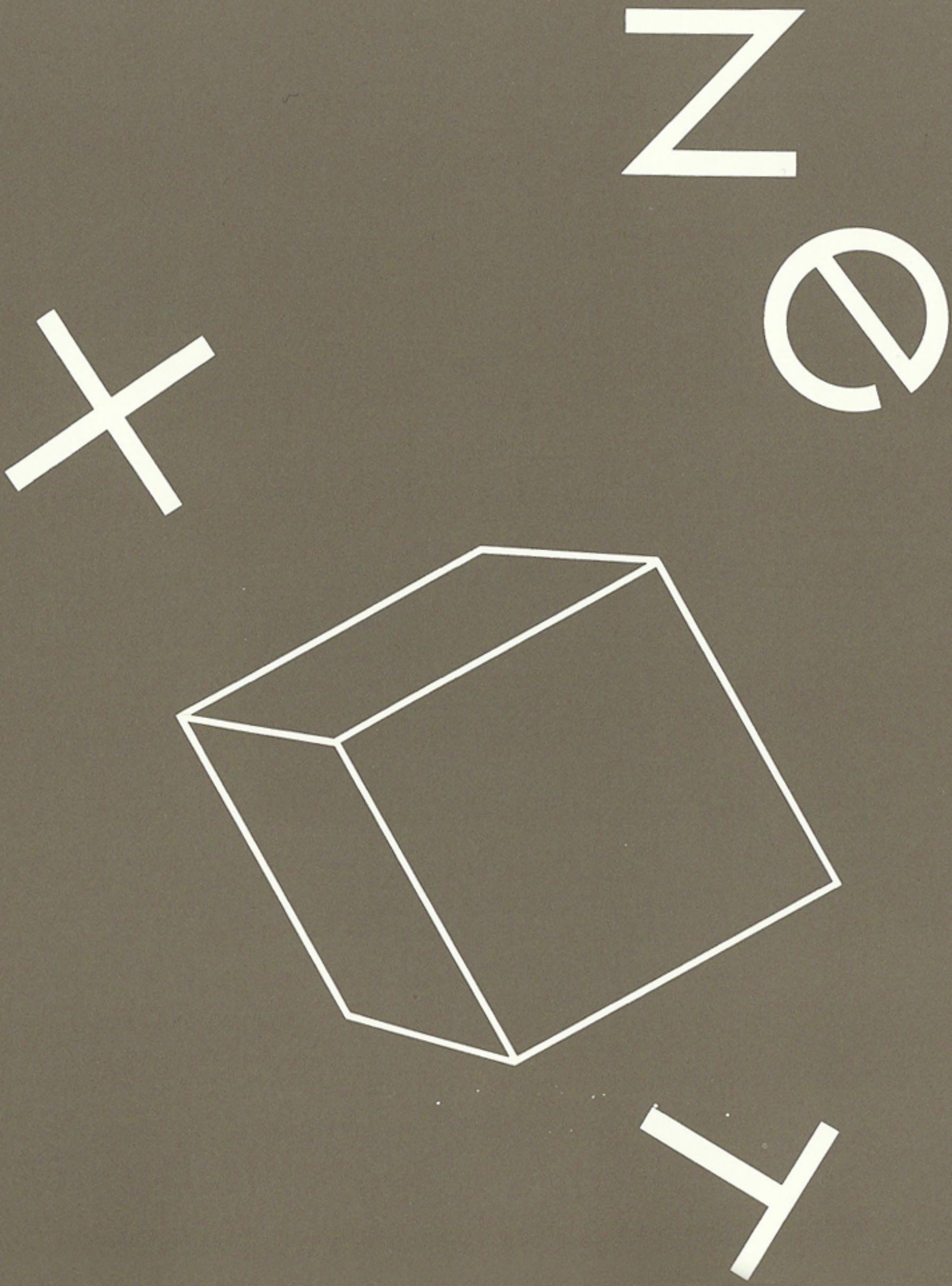
Next

NeXt

NeXT

# NEXT

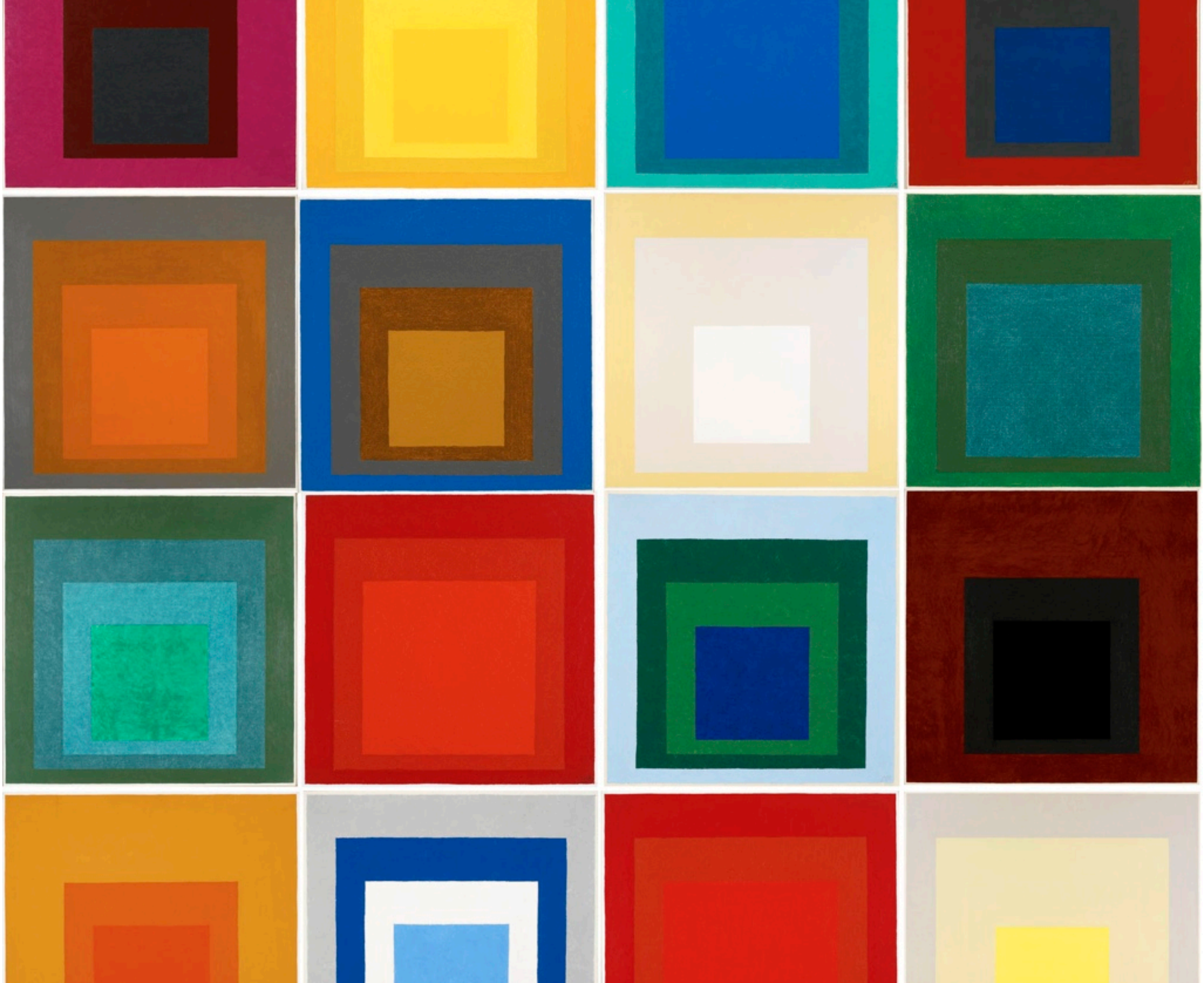
NEXT

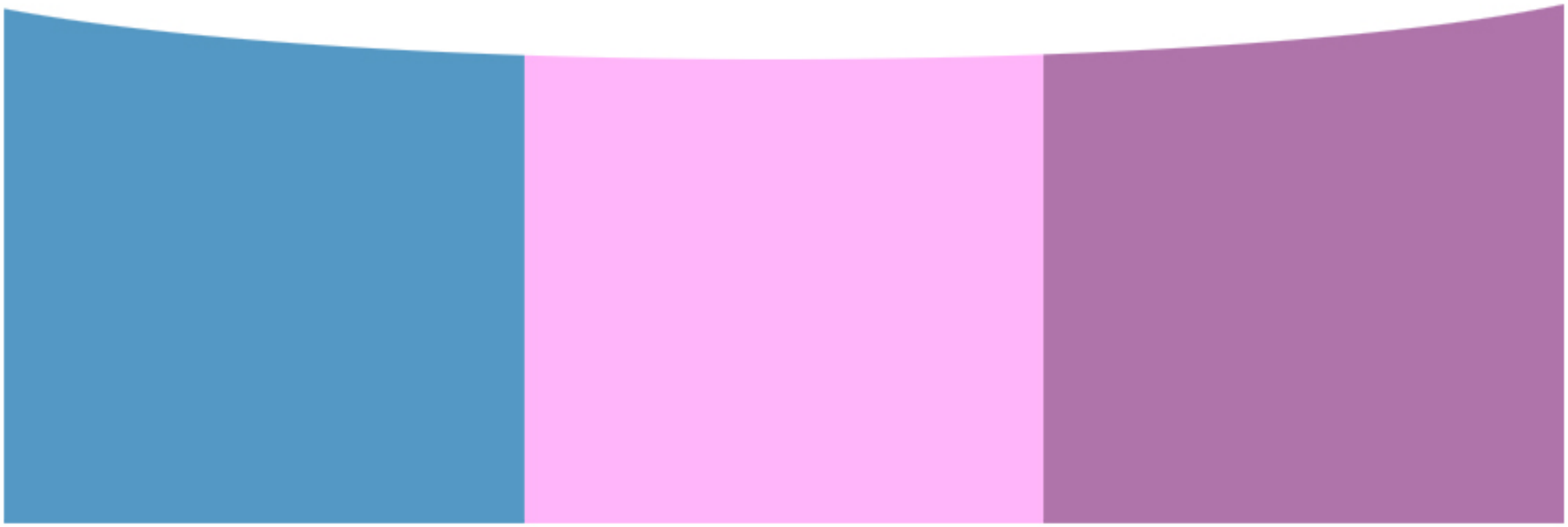

Z
O
X
Y

NeXT

# A third relationship

*... is between the content and colors*





*Young*

*Playful*

*Digital*

# The design process

*... for my new awesome menu*

Rune Madsen – Multimedia Artist

http://www.runemadsen.com/

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Web Design Tunbridge Wells, Graphic Design, Marketing & PR Agency | Torpedo Juice

http://www.torpedojuice.co.uk/

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Rune Madsen – Multimedia Artist | 76 Amazing Agency Websites – I... | Web Design Tunbridge Wells, Gra...

Torpedo Juice

*logo returns you to the homepage*

WEB DESIGN & DEVELOPMENT

LOGOS, BRANDING AND CREATIVE DESIGN

MARKETING AND OFFLINE AND ON

# WE DON'T JUST TALK A GOOD GAME, WE DELIVER!

**Torpedo Juice is a team of designers and marketing specialists who focus on delivering fresh and effective work for our clients.**

By listening to clients and researching their markets, we work together in implementing effective and imaginative solutions across all media.

We like to think our work speaks for itself. But don't just take our word for it. Take a look at **our portfolio** to see what we do.

## LATEST DELIVERY FROM TORPEDO JUICE

### VISIT OUR SHOP/G

Torpedo Juice has a vin
the Pantiles, Stuff & Goo
unique vintage items fro

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Rune Madsen Art and Computation

Blog Work Code Info Mail

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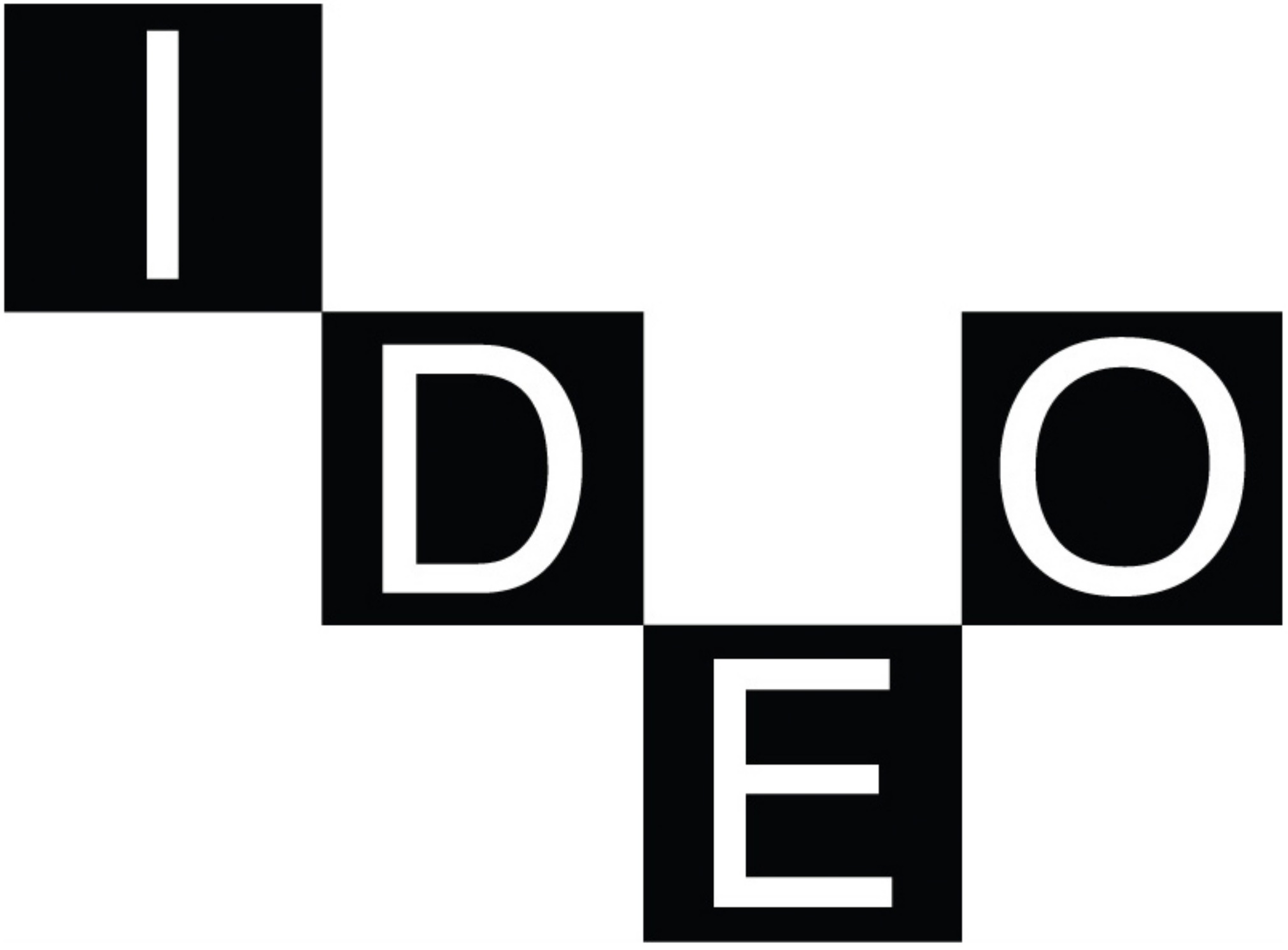
Rune Madsen Art and Computation

Blog Work Code Info Mail

# Judge it yourself

*… with examples of stuff I really like*


I
D
O
E

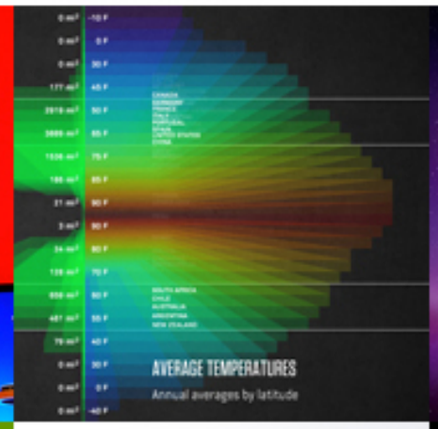
AIR CANADA

## November 12, 1951

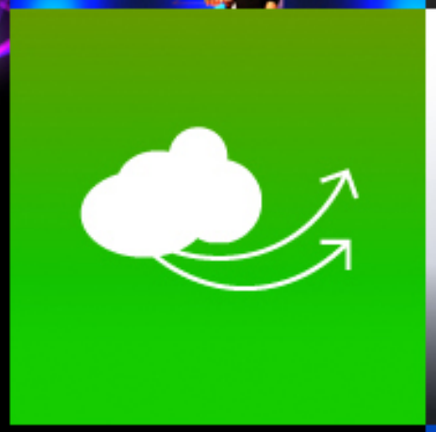
Sed ut perspiciatis unde omnis iste natus

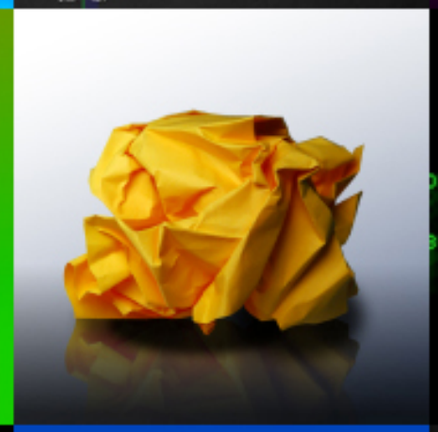
trans_actions

Stewart Smith
NYC › London
Stewdio
http://stewd.io


AVERAGE TEMPERATURES
Annual averages by latitude

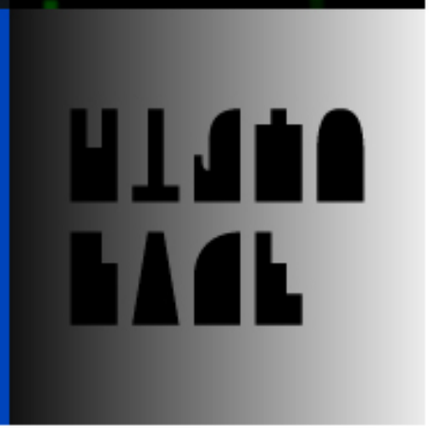
PONG





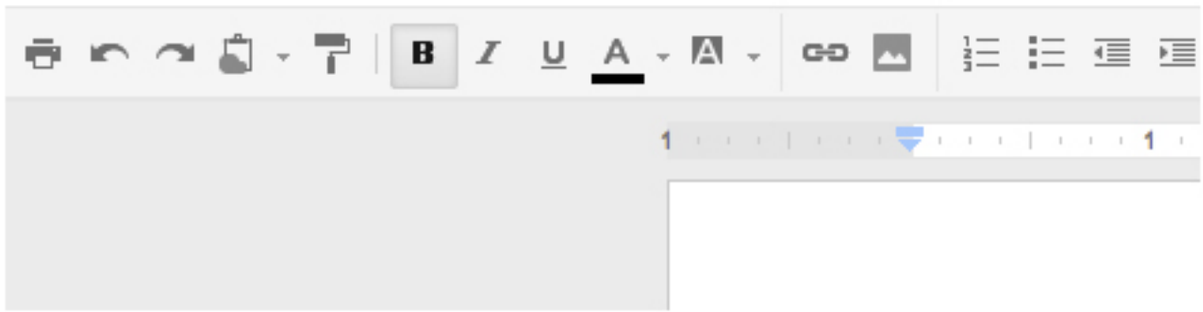
OF ALL OF THE HHHO
BUT NOT THE MOTELS
ESSS HERE

DRAFT
MONO

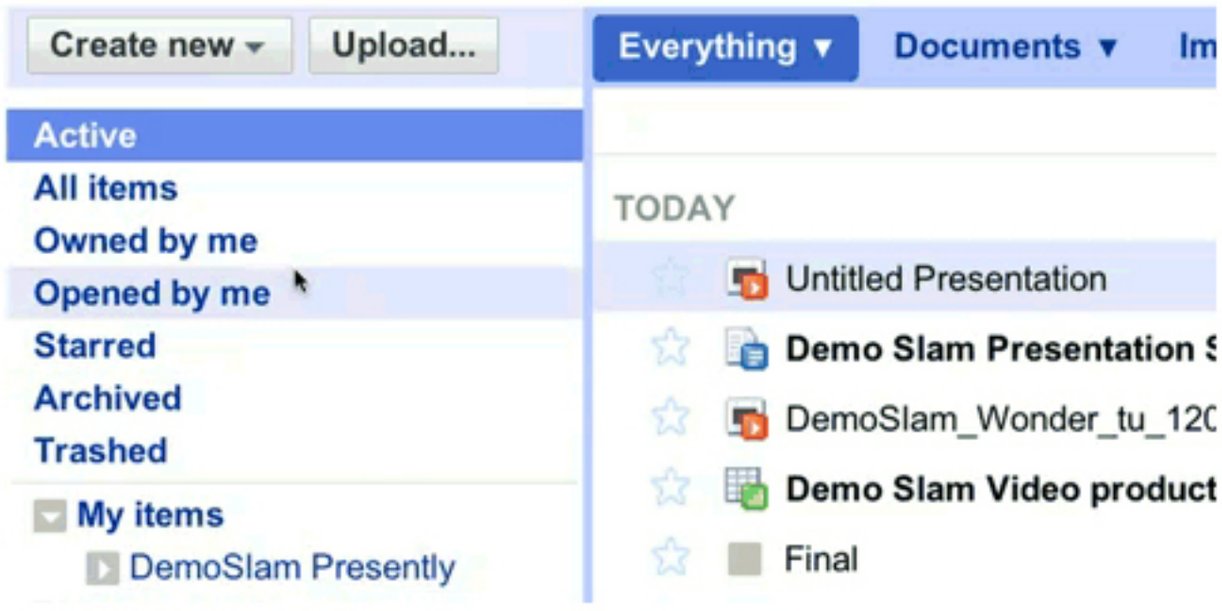


*http://stewd.io/w/jed*

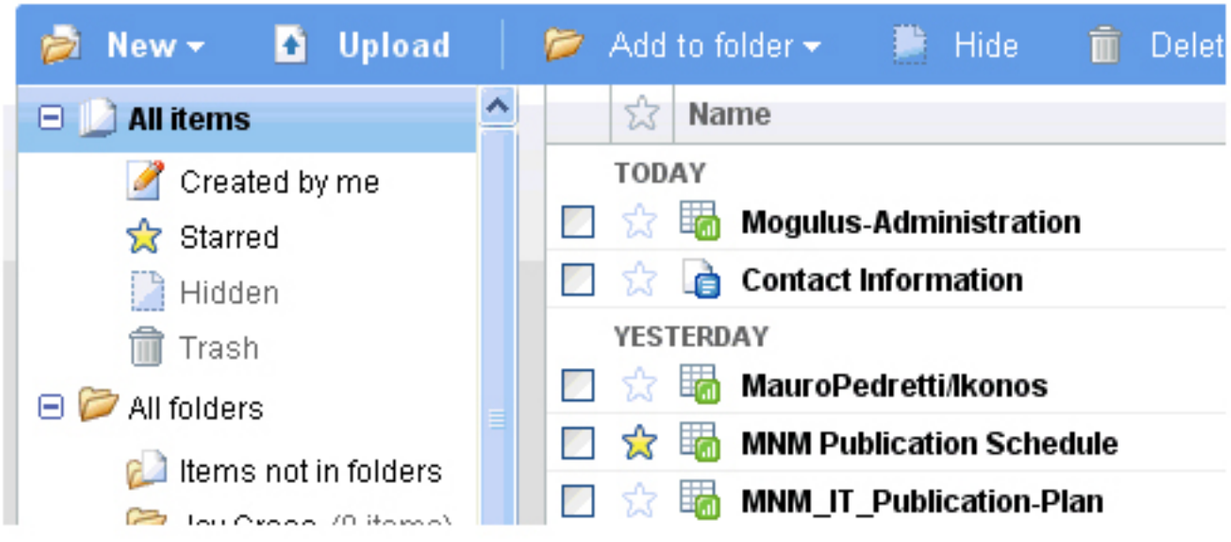
## Google, 2011



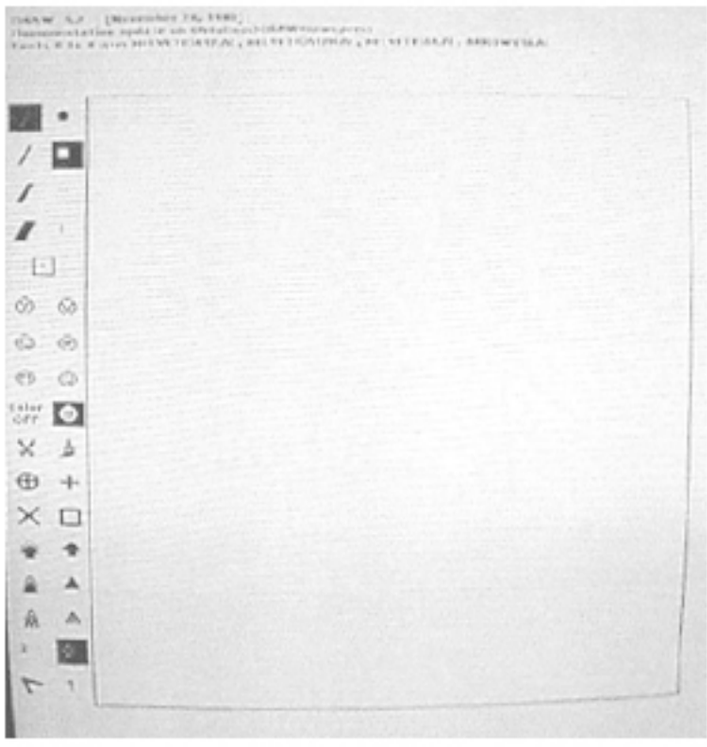
## Google, 2009




## Google, 2007



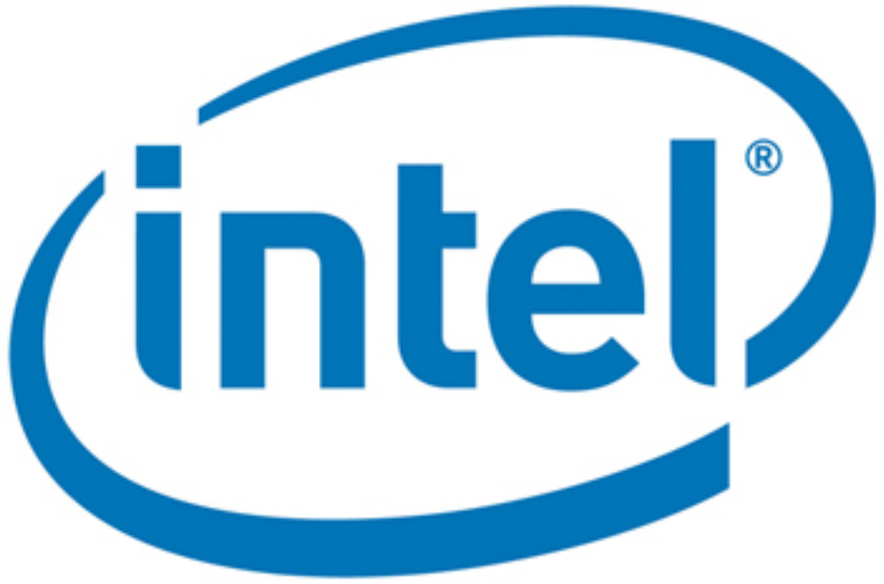

## Xerox Star, 1981



# Mistakes

*... or what happens when you don't think*

*Before*



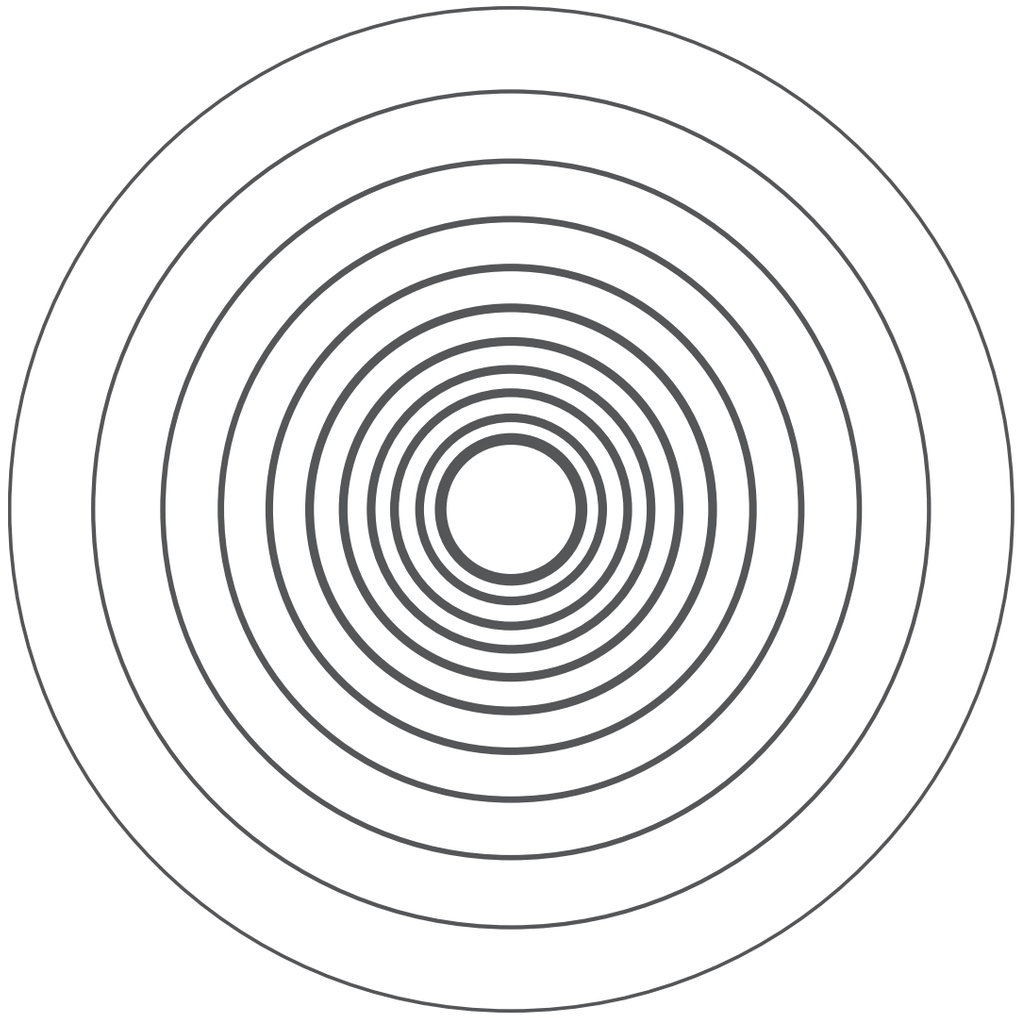
*After*

*Before*

*After*

ITP

ITP



# Trends

*... stay away from them*

*http://8020.com/*
*http://metalabdesign.com/*
*http://www.odopod.com/*
*http://erskinedesign.com/*
*http://kyanmedia.com/*
*http://agenda26.com/*

*http://www.inspira-uk.com/*
*http://blueskyskills.co.uk/*
*http://www.geotecsurveys.com/*

# Readings

*... a list of books you may want to read*

Paul Rand - *A Designer's Art*

Paul Rand - *Design, Form and Chaos*

Bulletins of the Serving library
*http://www.servinglibrary.org/*

Dot Dot Dot Magazine
*http://www.dot-dot-dot.us/*

Kimberly Elam - *Grid Systems*

Josef Albers - *Interaction of Color*

*Questions?*