VISUAL DESIGN HACKING

Purin Phanichphant
One Goal:

To equip you with simple and actionable techniques to kick ass at visual design.
VISUAL DESIGN IS AN EXTREMELY VALUABLE SKILL. IT GOES A LONG WAY.
VISUAL DESIGN HACKING

VISUAL DESIGN IS 1% GIFT, 99% LEARNABLE SKILL.
**VISUAL DESIGN HACKING**

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**Analyst: Product As A ? Box**

**Input**

- Electricity
- User’s “setting-up”/programming

**Output**

- Visual presence
- Visual “time”
- Alarm sound
- Radio sound

*Form follows function: changes in aesthetics will follow changes in interface.*

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**Velcro Modeling**

Key findings from this exercise:
1. Users identify that the flat circular type jog dial is the most preferable type of button.
2. The jog dial button is likely to be placed on the top, either at the center or towards the right side of the body.
3. The menu button is placed on either the same surface, or on the front, next to the screen.
VISUAL DESIGN HACKING

AHA!

I'M GOOD

I'M AWESOME

2003  2004  2005  2006  2007  2008  2009  2010  2011
VISUAL DESIGN HACKING

JUST LIKE MUSIC

JUST LIKE BIKING

JUST LIKE PUBLIC SPEAKING

Photo credits: Google Images
VISUAL DESIGN HACKING

THERE ARE SHORTCUTS AND TRICKS TO GREAT VISUAL DESIGN.

SPECIFICALLY:

1. Line things up
2. Leave breathing room for the eye
3. Use designer fonts
4. Be consistent
5. Pick only a few colors
6. Copy good examples
7. Use Keynote
1. LINE THINGS UP
Microsoft Business Division Revenue

Q4 Summary
- Revenue increase of 15%
  - 51% consumer growth
  - 8% business growth
- Double-digit growth for SharePoint, Office Communications Server, and Dynamics CRM
- Increasing pace of cloud deployments

Office 2010 off to a great start

*Adjusted for the Office 2010 Tech Guarantee
Microsoft Business Division Revenue

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Office 2010 off to a great start

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BALANCEPASS
SERVICE SYSTEM FOR A HEALTHY COLLEGE LIFESTYLE

RESEARCH

SERVICE DESIGN

USAGE SCENARIO

INTERFACE DESIGN

This is a diagram showing the interface design of the BALANCEPASS service system. The diagram includes various elements such as icons, text, and visual representations of the system's features. The interface design is intended to support a healthy college lifestyle by providing balanced information and tools for students.
Movie posters from *Objectified* and *True Grit*
2. LEAVE BREATHING ROOM FOR THE EYE
VISUAL DESIGN HACKING

2. LEAVE BREATHING ROOM FOR THE EYE
VISUAL DESIGN HACKING

US-CERT

US-CERT and the Multi-State ISAC are working together on a number of programs, including this webcast series, to help

أشختت نوال نسيان اليومية نسيان اليومية

The Multi-State ISAC has recently become a member of the US-CERT portal, which provides a central mechanism for

sharing information between and among partners, improving

US-CERT also hosts a public website, at www.us-cert.gov,

which provides a wealth of information regarding cyber

security — helpful tips for protecting against cyber security

threats, cyber security alerts and bulletins, as well as the

ability to sign up to receive free cyber security alerts via

email.

Design for Social Change

- Structure new business models to diversify
  ownership and manage assets
- Gravitate to situation-oriented business models
- Find new eco-friendly methodologies for
  entertaining consumer-oriented byproducts

Weird Assets

300
200
100
100
0

In the YURT! for FREE! or whatever you put in the hat
Milgi's Cafe-Bar City Rd, Roath, Cardiff CF243BJ
WISHING YOU A VERY MELTY CHRISTMAS

Slides courtesy of hwwwtosondesign.blogspot.com
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Poster by Dutch graphic designer Wim Crouwel

Poster from 2008 JVC Newport Jazz Festival
VISUAL DESIGN HACKING

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3. USE DESIGNER FONTS
3.5

DO NOT USE THESEFonts FROM HELL
100 Awesome & Best Typography Tips -- From PROFESSIONALS

Big Al's Harley-Davidson Riding Club

BE VERY VERY CALM. NOW.

Comic Sans

Curlz

IMPACT
4.

BE CONSISTENT
Laser Microscopy Study of Live Cells (normal and cancer) Subject to Uniaxial Stress in a Microcavity

Anisha Jain, Org 8331
Supervisor: Paul Gourley
Sandia National Laboratories
Albuquerque, NM 87185
VISUAL DESIGN HACKING

5.

PICK ONLY A FEW COMPLIMENTARY COLORS
"13 Signs You’re a Bad Graphic Designer"

Volcanoes
- Volcanoes are usually found near cracks in the Earth.
- Magma from below erupts as lava.
- Cooled lava makes good soil.

Smile!
VISUAL DESIGN HACKING
6.

COPY GOOD EXAMPLES
In order to design beautiful things, you have to surround yourself with beautiful things.

— Dan Boyarski
VISUAL DESIGN HACKING
My name is Purin Phanichphant. I am currently a graduate student in the Joint Program in Design at Stanford University.

With a thorough understanding of the design process, ability to sketch and prototype rapidly in various media, and my love for experimentation, I want to create a world that is happier, healthier, and full of laughter.

From the design process to the launch, I want to bring creative ideas and solutions to the marketplace. I believe in human behavior for the better. Ultimately, I wish to create a world that is happier, healthier, and full of laughter.

HELLO!

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STANFORD UNIVERSITY
Joint Program in Design
Candidate for Master of Fine Arts, Class of 2011

CUT
FOLD & GLUE
VOILA

ADDITIONAL EXPERIENCE

INTERACTION DESIGNER
Office-Off Brand
2006-2008

EDUCAIION

STANFORD UNIVERSITY
Graduated May 2006 with College and Human-Computer Interaction Interdisciplinary Program in Industrial Design
Candidate in Master of Fine Arts, Class of 2011
Joint Program in Design
VISUAL DESIGN HACKING

http://pinterest.com/purincess/graphics/

http://pinterest.com/ash/design-pr0n
VISUAL DESIGN HACKING


http://pinterest.com/hugo/graphic-design/
7. USE KEYNOTE
VISUAL DESIGN HACKING

COME TO OUR
“Happy Hour”
sponsored by
Product Design
Friday Feb. 25

4:30pm
in the Atrium
(building 550)
refreshments and music
will be served

2 minutes

HAPPY HOUR!
Sponsored by Product Design
Friday Feb. 25 4:30pm
building 550 Atrium
refreshments and music will be served
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PRODUCT STORY

THE DEATH WHEEL 3000dd
ME 203 FALL 2009
PURIN PHANICHPHANRT

Despite his superior design and engineering skills, Nathan is not a very brave person. At the age of eight, he was the only one on the team who refused to try the Death Wheel. His friends all dared each other to step on the wheel, and Nathan was always the one who backed out. However, as time went on, Nathan realized that he needed to face his fears if he wanted to advance in his career.

The Death Wheel is a high-tech device that simulates the experience of flying on a motorcycle. With its powerful engines and advanced control systems, it provides an exhilarating ride for those brave enough to try it. However, there is also a risk of injury or even death if the device malfunctions.

At the age of 13, Nathan went on his first date with his high school crush, Jessica, at a roller skating rink. Shy didn’t seem to scare him, but he managed to fall face down, broke his nose and teeth, and pretty much embarrassed himself in front of the entire high school population. It was then that Nathan realized that he needed to step up his game.

Towards the end of their senior year of high school, both Nathan and Jordan were competing in the Purine Northwest. Near the ramp, two men with a long gliding wings, downwind biding, with beating — you know.

In the more conventional series of events, Jordan managed to till himself and injured the instructor during the long gliding lessons. According to the investigation, it appeared that Jordan was intoxicated with alcohol before and while gliding, was cut of the program, and later, after a large gale, was injured by an eight-foot female giant bear in the dungeon. The instructor, a father of three boys and four girls, lost all arms and legs also to the bear.

Saddened by the tragedy and wanting to experience what Jordan felt like minutes before his death, Nathan designed and commissioned The Death Wheel 3000dd, a glider that simulates the experience of gliding on the Death Wheel.

The Death Wheel 3000dd is a high-tech device that provides an exhilarating ride for those brave enough to try it. It is powered by advanced engines and control systems, and it can simulate the experience of gliding on the Death Wheel. However, there is also a risk of injury or even death if the device malfunctions.
VISUAL DESIGN HACKING

KEYNOTE

DEMO
Cats are similar in anatomy to the other felids, with strong, flexible bodies, quick reflexes, sharp retractable claws, and teeth adapted to killing small prey. Cat senses fit a crepuscular and predatory ecological niche. Cats can hear sounds too faint or too high in frequency for human ears, such as those made by mice and other small animals.

Cats have a rapid breeding rate. Under controlled breeding, they can be bred and shown as registered pedigree pets, a hobby known as cat fancy. Failure to control the breeding of pet cats by neutering, and the abandonment of former household pets, has resulted in large numbers of feral cats worldwide, requiring population control.[8]

Since cats were cult animals in ancient Egypt, they were commonly believed to have been domesticated there.[9] but there may have been instances of domestication as early as the Neolithic from around 9500 years ago (7500 BC).[10]
The domestic cat[1][2] (Latin: Felis catus) or the feral cat[2][4] (Latin: Felis silvestris catus) is a small, typically furry, carnivorous mammal. They are often called house cats when kept as indoor pets or simply cats when there is no need to distinguish them from other felids and felines.[6] Cats are often valued by humans for companionship and for their ability to hunt vermin. There are more than 70 cat breeds; different associations proclaim different numbers according to their standards.

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DEMO 3: PICTURE FRAME + MULTITOUCH ZOOM & ROTATE
DEMO 4: COPY TO PHOTOSHOP & ILLUSTRATOR
DEMO 5: OPTION-DRAG TO DUPLICATE + DISTRIBUTE
DEMO 5: OPTION-DRAG TO DUPLICATE + DISTRIBUTE
THINK-ALOUD DEMO: REDESIGN A POSTER
CANTOR AFTER HOURS

THURSDAY FEBRUARY 23, 2012 7-10PM

Featuring live performances by
Andi Harrington,
David Rockwood,
Bent Spoon Dance Company,
Stephen Henderson & Tyler Brooks,
Ram's Head Theatrical Society,
Leilan Fusion Belly Dance,
Pat Kennedy & Susannah Poland,
Stanford Spoken Word Collective,
Ry-Man,
Stanford Bhangra,
MAA,
Krimzon,
Gabriela Farfan,
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7. Use Keynote
STORYTELLING WORKSHOP

THANKS!
A MINI-PARTY ON THE EDGE AT THE CANTOR ARTS CENTER.

THURSDAY FEBRUARY 23, 2012 7:10PM

Featuring live performances by
Andi Harrington,
David Rockwood,
Bent Spoon Dance Company,
Stephen Henderson & Tyler Brooks,
Don's Head "Youthful Boneyard",
Leban Fusion Belly Dance,
Pat Kennedy & Kathryn Poland,
Stanford Spoken Word Collective,
Ry-Elia,
Stanford Bhangra,
MIXA,
Kumen,
Gabriela Parfen,
and student art by
the 2011 Arts Grant recipients & the [your art here] program.

Event is free & open to all Stanford students. Please bring your SUID. If your parents are coming in for Parents' Weekend, feel the music and art! Refreshments from Coupa Cafe will be served.

Sponsored by the Cantor Arts Center, Student Arts Grant Creativity Fund Board, and SOCA, the Student Organizing Committee for the Arts.
Featuring live performances by
Andi Harrington,
David Rockwood,
Bent Spoon Dance Company,
Stephen Henderson & Tyler Brooks,
Ram’s Head Theatrical Society,
Leilan Fusion Belly Dance,
Pat Kennedy & Susannah Poland,
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