

An introduction to design concepts in everyday experience

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- PREFACE INTRODUCTION: AN EVOLVING
- From artifacts to experiences
- Today's design problems are increasingly complex

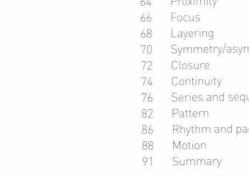
CONTEXT FOR DESIGN

- 10 Individual or single disciplines rarely solve complex problems
- 10 People as producers
- 11 The rapid evolution of technology changes its influence in our lives

- 12 DESIGNING FOR **EXPERIENCE**
- 14 Making sense of experience
- 15 Experience and time
- 17 Experience and media
- 18 Denotation and connotation
- 19 Summary

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- 20 THE VOCABULARY OF VISUAL MESSAGES
- 21 Elements
- 24 Composition
- 28 Code
- 30 Style
- 33 Summary





34 GETTING ATTENTION

- 36 Perceptual and cultural experience
- Contrast
- Figure-ground
- 48 Color
- 54 Size constancy
- 56 Scale
- Proportion 60
- Proximity 64
- Symmetry/asymmetry
- Series and sequences
- Rhythm and pacing

92 ORIENTING FOR USE AND INTERPRETATION

- 94 Principles for orienting readers to the interpretation of information
- 98 Affordances
- 100 Channel
- 104 Medium/format
- 106 Feedback
- 108 Wayfinding
- 110 Mapping 112 Hierarchy
- 116 Reading pattern
- 120 Grouping
- 124 Edge relationships
- 128 Direction
- 132 Point of view
- 133 Summary

134 INTERACTING, INTERPRETING, AND **EXPERIENCING**

- 135 The nature of signs
- 138 The nature of interaction and interpretation
- 140 Legibility/readability
- 144 Denotation and connotation
- 146 Framing
- 148 Abstraction
- 150 Icon, index, and symbol
- 154 Materiality
- 158 Substitution 162 Metaphor
- 164 Appropriation
- 166 Ambiguity
- 168 Cognitive dissonance
- 169 Summary



170 RETAINING AND **EXTENDING MEANING**

- 171 Memory and categorization
- 173 Extending the impact of form
- 174 Stereotypes
- 176 Archetypes
- 178 Narrative 180 Mnemonics
- 182 Chunking
- 184 Redundancy 186 Graphic identity
- 190 Branding
- 193 Summary



195 CONCLUSION

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