

УДК 7.012

HOW DESIGNERS DESTROYED THE WORLD

Gavrysh Olga, Bachelor's Student, Department of Media Systems and Technologies
Kharkiv National University of Radio Electronics

Kolesnikova Tatyana, Associate Professor, Department of Media Systems and
Technologies Kharkiv National University of Radio Electronics

Annotation. *The combination of good observation skills and good design principles is a powerful tool, one that everyone can use, even people who are not professional designers. Why? Because we are all designers in the sense that all of us deliberately design our lives, our rooms, and the way we do things. Good design often appears invisible – it doesn't get in the way of the user. Now, what makes a design good or bad? And how to make design better than it is?*

Keywords: DESIGN, BIOMIMICRY, GOOD DESIGN, BAD DESIGN.

In today's world more and more things are being created. And on a daily basis we interact with these things. Good design simplifies our life but bad ones can make our life ever harder. So, we have to be aware about what bad design is and how to make it good.

But firstly, let's define what design is. Generally speaking, it is the process of envisioning and planning the creation of objects, interactive systems, buildings, vehicles, etc. It is user-centered. But what is "good" design?

Dieter Rams, a German industrial and functionalist designer, expressed in the late 70s his idea of good design through his famous "10 Principles for Good Design".

1. Good design is innovative. The takeaway: This means that there is simply no excuse to not innovate. As digital and product designers we have constant access to developing technology. We need to use that technology to solve real-world problems, not just create gadgetry.

2. Good design makes a product useful. The takeaway: A product should have a function, and a specific function.

3. Good design is aesthetic. The takeaway: We should be concerned with the impact that aesthetics have on a user and delight them with the visual effect of your product.

4. Good design makes a product understandable. The takeaway: It is acceptable that there are products that are going to require documentation or at least basic explanatory content to use due to inherent complexity, but if a product requires inordinate instruction to be usable, something's wrong.

5. Good design is unobtrusive. The takeaway: Create a product that gets out of the way of the user and allows them to do what they want to do, while guiding them into a productive, and delightful method of doing it.

6. Good design is honest. The takeaway: We should be honest with our users about what we're delivering to them.

7. Good design is long-lasting. The takeaway: Designing for the sake of fashion is a dangerous and generally unhelpful thing. What is fashionable today will at best be unfashionable tomorrow, and at worst, a piece of comedy in ten years.

8. Good design is thorough down to the last detail. The takeaway: This is where good designers are separated from excellent designers. Every input, every image and block of text, every workflow should be thoroughly thought out to aid the user in their endeavors.

9. Good design is environmentally friendly. The takeaway: We should be sensitive to our digital and logical environment.

10. Good design is as little design as possible. The takeaway: Design should always be intentional, never just filigree. Anything that doesn't serve the user should be eliminated. (Again, however, design can serve a user either directly or indirectly – visual design can indirectly serve the user just as much as an excellent feature set can directly serve a user.)

Inspired by Rams' principles, I tried to think about my experience with products I liked. As a result, we created our own list of 10 Design Principles.

1. Good design is intuitive. The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Keep information in a natural and logical order. Predictable interactions create trust in the product as well as the brand.

2. Good design gives freedom of control.

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process. Exits allow users to remain in control of the system and avoid getting stuck and feeling frustrated.

3. Good design prevents problems from occurring. Users should not have to wonder whether different words, situations, or actions mean the same thing.

4. Good design is easy. Avoid making users remember information.

5. Good design is flexible and efficient to use. Shortcuts – hidden from novice users – may speed up the interaction for the expert user such that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

6. Good design is minimalistic. Interfaces should not contain information which is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.

7. Good design takes inspiration from nature. Take inspiration from natural selection solutions adopted by nature and translate the principles to human engineering. There is a principle called "biomimicry", which is a technological-oriented approach focused on putting nature's lessons into practice.

8. Good design is thoughtful. Nothing must be arbitrary or left to chance. Show respect towards the user by accuracy and care in the design process.

So, whether you're planning the interface for your next Web design or mass producing teapots, keeping a few things in mind can help you avoid some common pitfalls.

References.

1. The Design of Everyday Things. Donald Norman. URL: <https://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbnxkZHN1bmxhbXxneDplZGRkMGFiODdhNmJiY2I>.

2. What Makes Good Design? Basic Elements and Principles // Visme. URL: <https://visme.co/blog/elements-principles-good-design/>.

3. Better Navigation: Easily Finding Categories You Want // Medium. URL: <https://awwwards.com/designing-with-color-contrast-for-improved-usability.html>.