

PERSPECTIVES ON GOOD DESIGN

Form & function.

A little inspiration for your next publication.

READ. REFLECT. MAKE SOMETHING.

01 / A NEW PERSPECTIVE

Designed to be used

Good design begins with the person on the other side of the object. What are they trying to do? What is getting in their way? A useful answer comes from careful observation, followed by a willingness to make things simpler.

A sample publication created for your Folio studio.

02 / A NEW PERSPECTIVE

The space between

A page is made of words and the space around them.
An interface is made of decisions and the pauses
between those decisions. Give important elements
room to breathe. Remove details that compete with the
task at hand.

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03 / A NEW PERSPECTIVE

Details that hold up

The best details continue to work after the first impression. Text remains readable. Controls make sense. A mistake is easy to recover from. Test the everyday moments, because that is where a design becomes part of someone's life.

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