PRINCIPLES OF DESIGN
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DESIGN IS NOT JUST WHAT IT looks like and feels like

DESIGN IS HOW IT WORKS

STEVE JOBS
DESIGNING for the WEB
Purpose
Communication
Typeface
Colors
Images
Navigation
Layouts
Pattern Design
Load Time
Mobile Friendly

Who
What, why
Can you read this? or this?
What feelings do the colors convey?
do these add value to the content?
structure
where
how we actually see the web

I'm not waiting for this
on the go, everywhere
GRID BASED LAYOUTS

PURPOSE
COMMUNICATION
TYPEFACE
COLORS
IMAGES
NAVIGATION

“F” PATTERN DESIGN
LOAD TIME
MOBILE FRIENDLY
<table>
<thead>
<tr>
<th>Unfurl</th>
<th>Subnature</th>
<th>Acorn Paper</th>
<th>The Hub</th>
<th>The Snow Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>A spasmodic posting of books, books, books + articles of admiration. Perhaps you'll find an item of interest among them? --- P.K. I love hard-boiled eggs.</td>
<td>I suspect even the most Winter-devoted of us have grown somewhat impatient with its drizzling sky, frustrated with the appearance of an occasional sunny day, only to be betrayed once again by the return of the now all too familiar series of rainy days? Perhaps this architectural...</td>
<td>(Victory!) This intriguing cover featuring an unvarnished Leigh Bowery captured my attention months ago. Also, its prohibitive online shipping rate forbade my curiously's satisfaction, till I finally came upon it recently at a local newsgate. Perhaps you might also enjoy scrutinising its interior?</td>
<td>Winter can be arduous on one's pocket-book, particularly when one's boyfriend's birthday inconveniently falls in mid-January. All the same, I couldn't pass up this premiere issue of 'The Hub'. In the grand tradition of idiocy in the face of cruel providence and 'Othello'...</td>
<td>This most ethereal art exhibition found its inspiration from the Scandinavians' perception of snow, which they behold as an opportunity for joy and celebration rather than as an inconvenience or an obstacle to bear. With our current Winter season nearing its end, perhaps...</td>
</tr>
</tbody>
</table>

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**Unfurl ♦ 22 ♦**

Doodad cast

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Annotated Nibs

Thank you for visiting. Return soon, won't you?

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Persistently requires

- clocks / timers / globes / magnifiers
- all manners of print
- Derwent 6B pencils
- Pentel sign pens
- General pencil sharpeners
- brown adhesive tape
- A plain spiral notebooks: #20
- #500, #501 paper: tiny objects littering me into their great expanse

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Unfailingly admires

- Kimya Dawson's Reneware
- Teisgeir Yoshikawa
- Cornelia Parker
- Tomas Saraceno
- Tara Donovan
- Kyle Cooper
- Walter Niedermayr
- Sanas
- Junya Ishigami
- Dietram Rams
- Stephen Toddson
- Anika Hesiker
- Rian\_ Ishigami
- Sigur Rós

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About

Sonia Chan
sonia@area-22.com
Facebook: sonia chan
Instagram: the little lab coat
RSS: subscribe
VISUAL HIERARCHY: how we actually see the web
Your life’s work
For everything you do, Evernote is the workspace to get it done.
SIGN UP NOW
or Sign in

ONE WORKSPACE

**WRITE**
Press short cuts to lengthy research, no matter what form your writing takes. Evernote keeps you focused on turning those ideas from conception to completion.

**COLLECT**
Easily gather everything that matters. Clip web content, capture handwritten notes, and keep choose to keep the paper and digital details of your project with you at all times.

**FIND**
Your words, images, and documents are always at hand. Evernote’s powerful search and discovery features make everything you’ve collected easy to find.

**PRESENT**
Present fast, effective meetings by presenting your work as it evolves. No need to build slides. Just one click and your notes are transformed into a beautiful screen-friendly layout.

EVERNOTE
Free

EVERNOTE
Premium

EVERNOTE
Business
Hello, I am going to make a better world!

Like in a bee hive, each person is born with specific skills that are essential for a healthy global ecosystem. Because of that, it is important for you to ask yourself: "What is my call? What makes me feel happy and fulfilled?". You can be anything, a farmer, a teacher, an engineer, a creator, even a spiritual guide, all types of existence are important to the creation and preservation of a healthy community and the consequent advancement of the human race. Whether you want it or not, your actions will have consequences, and each consequence can have a positive or negative value. In the end, the value of your existence will be the sum of the value of all your actions. So consequently, every person will make a change in the world. I have decided to make a better world!

Lastest projects

as Designed
A proof of concept to show the current limitations of responsive design and how it can be solved. asDesigned gives back the power to the designers so that they can make their design to be asDesigned.

Unit Grid System
A Unitless, Fluid, Elastic, Semantic, Responsive, Scalable, Debuggable, Declarative, Simple to use Grid System! And... HTML5 and CSS3 Ready!
Le Graphoir est un studio de création digitale.

Basé à Montpellier, dans le sud de la France, nous sommes spécialisés dans le design et la conception interactive.

Nous attachons une très grande importance à la pertinence ainsi qu'à la qualité graphique de nos réalisations.

Nous écoutons, pensons, relevons les défis apportés par les nouvelles technologies et les supports de communication.

N'hésitez pas à jeter un coup d'œil à nos travaux.
I help brands connect with their customers — compelling them to act
FS Millbank

A wayfinding typeface
Considered design for creative thinkers

We create distinctive identities, websites and animations that help brands thrive
Et digitalt designbureau

Med 16 ildsjæle der går gennem begav og slud for at lave smukke, innovative og brugervenlige hjemmesider og intranets.
what feelings do the colors convey?
WHAT I’VE DONE WITH MY LIFE SO FAR

WEB DESIGN
HYDRAULIC FRACKING

INTERACTION DESIGN
JOYRIDE MUSIC PLAYER

PHOTOGRAPHY
SIMPLE SCIENCE

GRAPHIC DESIGN
SPECIMEN

OMMATIDIA IN A COMPOUND EYE
AND EACH INDIVIDUAL UNIT FORMS THE FINAL IMAGE.
My name is Lorenzo Verzini, Italian designer & art director living in London, working in the field for more than 9 years. I create digital branding experiences for small and big companies.
LIKE THERE IS NO TOMORROW

FRAGIL EVE PARTY


Nantes
PLAN

root folder

index.html

personal-site

index.html

css

style.css

images
PLAN

index.html

- personal-site-index.html
- interest-site-index.html
- cause-site-index.html
- cv.html
- photoshop
- responsive
- web
- bootstrap
- svg