

2.00B Lecture 11Design Aesthetic

Review: Estimation

Need baselines
 Order of magnitude
 No decimals
 Units

Does answer seem right?

*Play Testing @ MIT Museum

required [6-12 year olds
 3-5 pm (during lecture)

optional [15-18 year olds
 12:30-1:30 in PDL

→ Think of safety issues!

Aesthetic - sensory perception (all senses)
 - influences why we like things
 - somewhat subjective
 - some rooted in nature (reproduction, danger signs)

- People will tend to buy what looks good as long as it meets basic functional requirements
- Reflects self image
- First Impression of a product
 - * Sometimes people will buy things that look good even if they don't function

Symmetry

- Naturally aesthetically pleasing
- "Poor man's design tool" (easy way to make something look good)
 - Asymmetric balance is more thoughtful

Golden Rectangle

- $1:1.618$
- In architecture, humans, seashells, etc.

Simplicity

- Maximum gain, minimal effort

Complexity

- Depends on your audience — they must have some prior knowledge / expertise

- Consider flow (challenge matches skill level)

* You can't control audience's skill level

* You can control the challenge in order to avoid boredom or anxiety

- Consider "Most Advanced Yet Acceptable" (balance of typicality + novelty)

Color

- Color Pairing

Analogous = colors close on color wheel

→ calming effect

Complementary = opposite on color wheel

→ for balance or emphasis

- Color Branding

- You can get a message or product across with only two colors (John Deere, Ikea) or just one (Home Depot, Coca Cola)

Multi-sensory Design

- All products are multi-sensory & you (as a designer) can design/control the modes
- Product coherence is key so as not to surprise the user
- Senses are connected (ex. taste is 80% smell, McGurk audio-visual effect)

Assignment:

Read feedback for all ideas

Find two strong points, two weak points of each concept

Think of one way to improve each concept

* Write everything in your design notebook!