

Design & “C*R*A*P*ify”



design

Daniel Pink calls *O Magazine* one of his “three favorite magazines of any kind. Period. Read it, know it, live it.” Look through a recent copy of *O* magazine as well as other magazine options. What design elements do you think would make Pink lavish such praise? What evidence do you see of any of Robin Williams’ “CRAP” principles of design?

- * **Contrast:** *if the elements (type, color, size, line thicknesses, shape, space, etc.) are not the same, then make them very different.*
- * **Repetition:** *Repeating visual elements “helps develop the organization and strengthens the unity of your brochure, newsletter, or letterhead.*
- * **Alignment:** *Nothing should be placed on the page arbitrarily. Every element should have some visual connections with another element on the page.*
- * **Proximity:** *Items relating to each other should be grouped close together.*

Starka Clark County Office of Education
Adapted from *A Whole New Mind* | D. Pink



Channel your annoyance

- * Choose a household or classroom item that annoys you in any way
- * Think about how you might improve this poorly designed item.
- * Sketch your new design using the pens and paper available.
- * Do not worry about financial constraints in your design. Let beautiful efficiency (and effectiveness) be your guide and inspiration.

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Join the “Third Industrial Revolution”!

In the future, customers will expect original objects. What I call the third industrial revolution will give people the opportunity to have a unique piece.

~ Gaetano Pesce, Italian designer

- * Be the customer of the future. Using the computer at your table, go to http://shop.vans.com/webapp/wcs/stores/servlet/category_10001_10101_44120_-1#/selectShoe Click on the internet tab marked “Vans Custom Shoes”.
- * Design your dream pair, and share it with your group.