

Simplicity

- Perfection is achieved not when there is:
 - nothing more to add, but when there is
 - nothing left to take away. (Antoine de St-Exupery)

Simplicity

- Simplicity does not mean the absence of any décor but
 - the decor should belong intimately to the design proper
 - anything foreign to it should be taken away. (Paul Jacques Grillo)

Simplicity

- Keep it simple, stupid. (KISS)
- Less is more.
- When in doubt, leave it out.



What you should take from the previous slogans

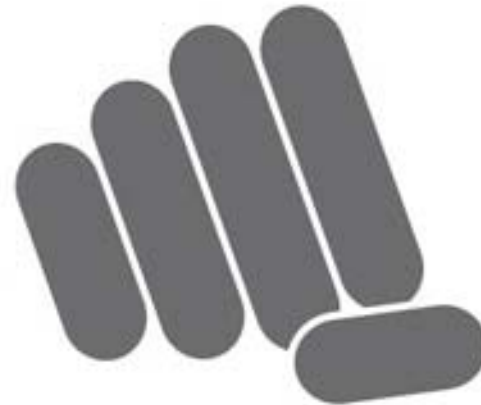
- is that designing for simplicity is a process of *elimination*
- We often have a tendency to pile more and more elements into a design, just in case
- Simplicity forces you to have
 - a good reason for everything you add
 - to take away anything that can't survive hard scrutiny



<http://dryicons.com/blog/2009/02/28/logo-design-process-tutorial/>



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Reduction

- means that you eliminate whatever isn't necessary:
 - decide what essentially needs to be conveyed by the design
 - critically examine every element (label, control, color, font, line weight) to decide whether it serves an essential purpose
 - remove it if it isn't essential
- Even if it seems essential, try removing it anyway, to see if the design falls apart.

Ikons

- Demonstrate the principle of reduction
- A photograph of a pair of scissors can't possibly work as a 32x32 pixel icon
 - it has to be a carefully-drawn picture which
 - bare minimum of details that are essential to scissors:
 - two lines for the blades
 - two loops for the handles
 - No element remains that can be removed from it without destroying its meaning



Contrast

- Perceivable differences along a visual dimension:
 - size or color
- Contrast is the irregularity in a design:
 - communicates information
 - makes elements stand out

Contrast

- Simplicity says we should eliminate **unimportant** differences.
 - choose the important dimension
 - degree of contrast
 - difference has to be
 - salient
 - easily perceptible
 - appropriate

Great, so how I do it?

- Research
 - use found images as sources only
 - never copy them
- Drawing
 - It is a technical, or information drawing, neither artistic nor rendering
 - draw what you know more than what they see

And more drawing

- build in the illusion of dimensionality
- wherever one form overlaps another is indicated in the contour
- make diagrammatic drawings using right angle lines for placement and perspective elements
- Some sketches are volumetric, drawing through the forms to accentuate better understanding the illusion of dimensional imagery



To establish shape and dimensionality through contour:

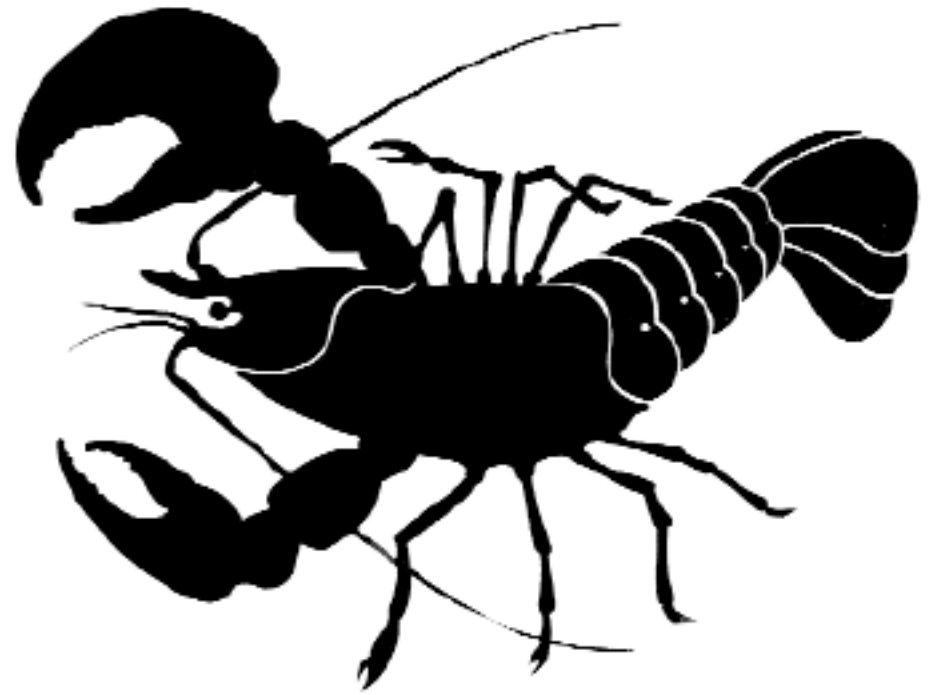
- Most sketches quite small
- When the major decisions are made, the drawing is enlarged to size and work begins on contours
- These drawings are then tested by filling them in as black shapes with no internal details.
- After defining shapes, introduce some reversed internal lines to define details
 - these are minimal
 - be selective about how much, where, and weight of white lines



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Draw in the intangibles

- intangible qualities such as a fox being *sly*, antelope as *graceful*, etc.
- create an interpretive, symbolic image with high communication value
- not an image that is technically correct
- exaggeration of elements and artistic license

