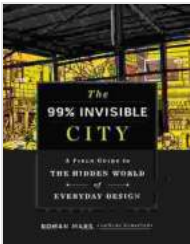


A Field Guide to the Hidden World of Everyday Design

Design is all around us, from the clothes we wear to the buildings we live in. But how often do we stop to think about the design decisions that have been made? In his book, A Field Guide to the Hidden World of Everyday Design, William Lidwell explores the design principles that shape our everyday lives, from the layout of our keyboards to the design of our cars.



The 99% Invisible City: A Field Guide to the Hidden World of Everyday Design by Roman Mars

★★★★☆ 4.8 out of 5

Language	: English
File size	: 64102 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 403 pages



Lidwell argues that design is not just about making things look good. It's also about making them functional, usable, and enjoyable to use. Good design can make our lives easier, more efficient, and more enjoyable. Bad design can make our lives more difficult, frustrating, and even dangerous.

Lidwell's book is a fascinating exploration of the hidden world of everyday design. He shows us how design influences everything from the way we

eat to the way we work. He also provides practical tips on how to improve the design of our own products and environments.

The Seven Principles of Everyday Design

Lidwell identifies seven key principles of everyday design:

1. **Visibility:** Good design makes things easy to see and find.
2. **Affordance:** Good design makes it clear how things are meant to be used.
3. **Feedback:** Good design provides clear feedback on how things are working.
4. **Constraints:** Good design limits the number of possible actions, making it easier to make the right choice.
5. **Mapping:** Good design makes it easy to understand the relationship between controls and their effects.
6. **Consistency:** Good design uses consistent elements throughout, making it easy to learn and use.
7. **Delight:** Good design is not just functional, it's also enjoyable to use.

These seven principles can be applied to any type of design, from products to environments to services. By following these principles, designers can create products and environments that are easier to use, more efficient, and more enjoyable.

Examples of Everyday Design

Lidwell's book is full of examples of everyday design, from the design of our keyboards to the design of our cars. Here are a few examples:

- The **QWERTY keyboard** is a classic example of good design. The layout of the keys is optimized for speed and accuracy, making it easy to type quickly and efficiently.
- The **iPhone** is another example of good design. The simple, intuitive interface makes it easy to use, even for first-time users. The rounded corners and smooth edges make it comfortable to hold, and the lightweight design makes it easy to carry around.
- The **IKEA furniture** is designed to be affordable, easy to assemble, and stylish. The simple, modular design makes it easy to mix and match pieces to create a customized look.

These are just a few examples of the many everyday designs that we use every day. Good design is all around us, and it makes our lives easier, more efficient, and more enjoyable.

How to Improve the Design of Your Own Products and Environments

If you're interested in improving the design of your own products and environments, Lidwell offers a few tips:

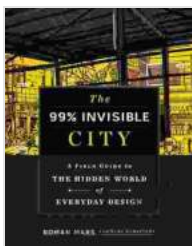
- **Start by observing people.** Watch how they interact with products and environments, and identify any areas where they struggle.
- **Think about the user experience.** How will people use your product or environment? What are their needs and expectations?

- **Apply the seven principles of everyday design.** These principles can help you create products and environments that are easier to use, more efficient, and more enjoyable.
- **Get feedback from users.** Once you've created a prototype, get feedback from users to see if it meets their needs.
- **Iterate and improve.** Design is an iterative process. Once you've gotten feedback from users, make changes to your design and test it again. Repeat this process until you're satisfied with the results.

By following these tips, you can create products and environments that are easier to use, more efficient, and more enjoyable for everyone.

A Field Guide to the Hidden World of Everyday Design is a fascinating exploration of the hidden world of everyday design. Lidwell shows us how design influences everything from the way we eat to the way we work. He also provides practical tips on how to improve the design of our own products and environments.

If you're interested in design, or if you're simply curious about how the world around you is designed, I highly recommend reading this book.



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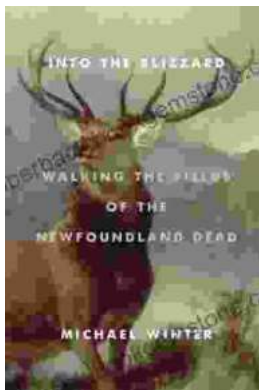
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