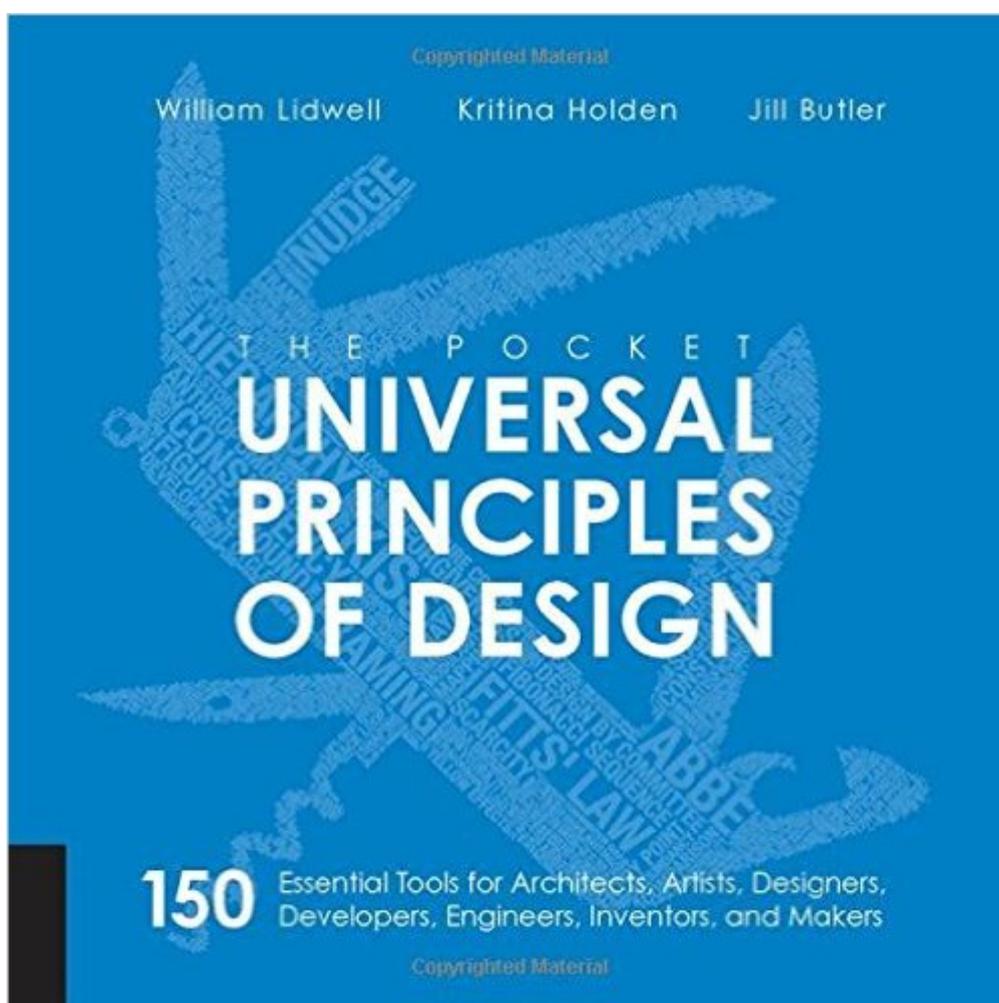


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# The Pocket Universal Principles Of Design: 150 Essential Tools For Architects, Artists, Designers, Developers, Engineers, Inventors, And Makers



## Synopsis

Whether a website, marketing campaign, museum exhibit, a video game or a complex control system, the design we see is the culmination of many concepts and practices brought together from a variety of disciplines. Now, there's a handy travel companion for any designer, so that you always have the essentials at your fingertips. Portable, condensed, and armed with 150 principles, *Universal Principles of Design, Pocket Edition* is like a Swiss Army knife of design knowledge. Richly illustrated and easy to navigate, it pairs critical need-to-know design knowledge with visual examples of the principles applied in practice. An indispensable field reference for designers of all types, this pocket edition of the best-selling *Universal Principles of Design* will sharpen your design thinking and expand your sense of the possible.

## Book Information

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## Customer Reviews

I received a free copy of this book through Goodreads First Reads in exchange for an honest review. What a neat little book! The book itself measures 5x5 inches and is about 1 inch thick! It is packed with information. I really didn't know what to expect with this book, or if I could decipher the information within it to give it a fair and accurate review. I have an interest in design, but, no connection professionally with it, or so I thought. The book is largely devoted to perception, and how to create it to get the desired perception. It covers subjects like the 80/20 rule, Classical Conditioning and Horror Vacui; (as a former retail manager of a clothing store, I now understand why store executives made certain choices based on price points). This is only a small list of the principles contained in the book. The book is illustrated for each subject explained. Which I found

extremely helpful and enlightening. I think this would be a valuable resource/ reference book for anyone who is interested in design on any scale. From creating electronics, retail spaces, to home design, the principles contained within the book could be used for any of these purposes. I think an artist working with anything from pencils to photography or even graphic design could gain a bunch of insight from the book as well. I know I did.

Lots of great practical design advice and knowledge contained in this compact book. The design principals are in alphabetical order, some that are included- Contour Bias, Fibonacci Sequence, Golden Ratio, Form Follows Function, etc...Recently, I've heard of a principal that NASA uses, basically starting with the premise of asking "What could go wrong"- and designing from the available answers. A quick glance reference and worth it- with it you will recognize the attention, or lack of attention, given to design.

Excellent book and reference for a "jack of all trades". I love that the book covers several areas of design, including both visual and functional aspects. It is conveniently sized, and of course...well designed. Personally, I play with everything from designing parts and tools to build/repair cars to graphic design to home organization/building projects. I outsource my "real" design work to professionals, but it is still great to understand some of these principles when reviewing their work.

As an architect, I purchased it thinking it would be a handy thing to have. I took one look in the book and immediately returned it. Maybe it would be good for someone without my background or training, but it is useless to me as an Architect. It is full of definitions and information that I already know. It wasn't at all what I was expecting.

This small yet thick book would make an excellent gift for anyone involved in designing things for a living or as an avocation, visually or otherwise, both as an introduction or refresher. These principles often concern issues of communication and persuasion, so I believe it could be very beneficial for anyone involved in marketing or advertising as well. It names a principle, gives illuminating visual examples, and clearly describes it in brief text. Each principle is described in a few paragraphs on each little two-page spread. I think that by reading (or revisiting) these well-described concepts, one would develop Depth of Processing (â œThinking hard about a thing improves the likelihood that it can be recalled.â •) and avoid the Dunning-Kruger Effect (â œA tendency for unskilled people to overestimate their competence and performance.â •). Even though Iâ™ve been designing

professionally for many years, I find myself turning to this exceptionally helpful book, over and over again.

If you loved the book, the pocket version is a great refresher. It gets right to the heart of what makes design, any design: graphic, mechanical, architectural, technological, programming work for the customer/user. Remember, if we are in a business, we must create and provide what they want in a way that they want, a way that is clear, a way that is inviting. This format allows you to leaf through 20 pages in 60 seconds to set you up to think in productive and efficient ways.

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