

1. Record Nr.	UNICAMPANIAVAN00253748
Autore	landoli, Luca
Titolo	Elegant Design : A Designer's Guide to Harnessing Aesthetics / Luca landoli and Giuseppe Zollo
Pubbl/distr/stampa	London, : Bloomsbury Visual Arts, 2022
Descrizione fisica	82 p. : ill. ; 24 cm
Altri autori (Persone)	Zollo, Giuseppe
Soggetti	Product Design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>Visual information is everywhere. We are constantly immersed in a flow of visual data that reshapes our social and inner world. Companies and individuals are competing to conquer the public's scarce attention by inventing distinctive visual formats to stand out from the crowd. How can designers, inventors, and product managers create designs that are quick to process as well as meaningful, unique and memorable in an age characterized by constant information overload?</p> <p>The answer is to think aesthetically. Research insights at the intersection between cognitive science and art studies demonstrate that our minds can effectively process visual complexity by using aesthetic pleasure and judgement as a guide. Analysing the work of great artists and designers from the perspective of how our mind appreciates beauty, <i>Elegant Design</i> identifies actionable aesthetic strategies that will help you to design products and user experiences that are useful, beautiful and meaningful.</p>