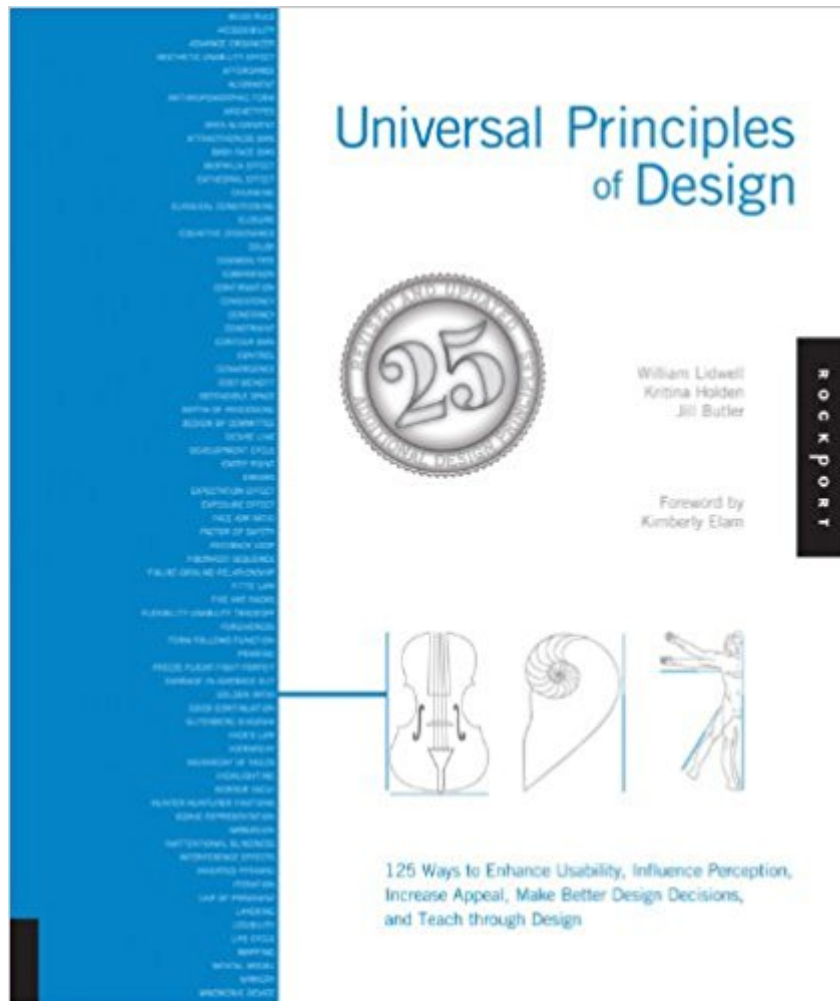


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# Universal Principles Of Design, Revised And Updated: 125 Ways To Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, And Teach Through Design





## Synopsis

Whether a marketing campaign or a 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. Because no one can be an expert on everything, designers have always had to scramble to find the information and know-how required to make a design work—until now. *Universal Principles of Design, Revised and Updated* is a comprehensive, cross-disciplinary encyclopedia of design. Richly illustrated and easy to navigate, it pairs clear explanations of every design concept with visual examples of the concepts applied in practice. From the "80/20" rule to chunking, from baby-face bias to Occam's razor, and from self-similarity to storytelling, every major design concept is defined and illustrated for readers to expand their knowledge. This landmark reference will become the standard for designers, engineers, architects, and students who seek to broaden and improve their design expertise.

## Book Information

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## Customer Reviews

William Lidwell is the Director of Design at Stuff Creators Design in Houston, Texas. He is author of the best-selling design book, *Universal Principles of Design*, which has been translated into 12+ languages; *Deconstructing Product Design*, a social deconstruction of 100 classic products; and lecturer of two video series on design: "How Colors Affect You: What Science Reveals" available from The Great Courses, and "The Science of Logo Design" available from Lynda.com. William Lidwell writes, speaks, and consults on topics of design and engineering. He is the author of multiple books including the best-selling design book *Universal Principles of Design*, which has

been translated into 16 languages. He lives in Houston, TX. William Lidwell writes, speaks, and consults on topics of design and engineering. He is the author of multiple books including the best-selling design book *Universal Principles of Design*, which has been translated into 16 languages. He lives in Houston, TX.

Review is for both the Kindle and hardcover versions of this book. An easy to use, high level reference of various design principles. A good reference for students, designers, user interface experts or anyone involved in creating, maintaining or managing a product. The language is concise, the principles are presented in an easy to understand manner. Each principle is summed up at the highest level in the subtitle with a more detailed description in the body. A list of related principles is included and in some instances visual aids. Footnotes are at the bottom of each section. The hardcover is an attractive book with the blue spine being a glossy finish and the white part being matt. The paper is a medium weight with a nice feel and a matt finish. The Kindle version faithfully follows the book but has the added benefit that e-books have such as search, contents viewable alongside page views, bookmarks, highlights, links, notes etc. which of course makes it much more effective as a reference. I generally use the Kindle version more often on my laptop where the reader is in color and there is greater viewing space for graphics. When reading it on the Kindle Paperwhite the experience is still enjoyable but not to the same level.

Pros:- Covers a wide range of design principles- Information is presented in an effective way- Text is concise and clearly written- Related principles are presented for further study- Graphics are informative and directly demonstrate the principle- Hardcover is attractive and has a nice feel to it

Cons:- For the hardcover there could be a quicker way to look up principles. The contents do a good job however something like tabs might help for quicker reference without having to return to the contents page- For the Kindle version, the graphics and illustrations often fall well below the text and so lose some of the effectiveness they have in the hardcover edition where they are easily viewed alongside the text.

I'm a college student majoring in interactive media and I bought this book for independent study. My degree courses often deal with specific aspects or applications of design, but I wanted to gain a better understanding of general design principles. I am happy to report that this book is rich with design information that can be utilized by all species of designers! Each topic is given two pages - one page is more text-heavy and the other has visuals that demonstrate or exemplify the design principle at hand. Despite the seemingly brief dedication to each principle, the book is dense, efficient, and favors minimalism so although you may be able to scan over a principle in seconds,

you need to take the time and study the information being presented in order to soak all of it in. Lidwell does a fantastic job at providing a survey of some of the most pertinent design principles. I foresee referencing this book throughout the rest of university studies and beyond.

I had a prior edition of this book for a college Art class dealing with Web Design for non-art majors. This was able to present to me the methodologies and vocabulary that I needed without being a Art Major. It is worth being a weird but awesome coffee table book for friends.

So here's the thing. I'm a UX/Web Designer. But I'm going to speak to designers of all trades. As a designer you have two options: 1) Keep doing what you're doing copying trends and following the crowd or 2) Get this book and be one unique badass mother fluffin design wizard. That's less than half-kidding. I was introduced to this book via a professor a couple of years ago. We had regular assignments where we had to use certain design principles for our assignments. We were using individual pages, so we were only exposed to around 30 of the 125 contained in this book. But man did it help me. It will really challenge your perceptions of design and encourage you to think critically and intentionally. Now by that, I don't mean this book is some informative how-to. It's strictly set up to give you a principle, the definition, and several clear examples. The best part is that these principles are not only universal, but also immortal. They aren't theories or things that can be disproven. They're principles that you'll be using 5, 20, 50 years from now (assuming you're still designing then...). So do yourself a favor and get this book.

There are many people more qualified to review, but as an enthusiast and novice, I found this book incredibly helpful for illustrating concepts I had previously been exposed to but was unable to fully conceptualize. An instant classic and highly recommended to anyone in technology, product, or marketing.

Beautiful book. This book is designed using all the principles of design and it's beauty is self-evident. Each principle is one page for description and another for an example. This is crack for designers.

The design principles covered are very interesting, very concise, and covers a broad range of principles with great real world examples. Each design principal is covered in two pages, left page for describing the principle and the right page for examples. I highly recommend this book for all

design students and enthusiasts.

The good: 125 principles, With many examples and lots of footnotes and external documentation. The bad: The illustrations. The problem here is that the "illustrator" tried to be creative, so expect A LOT OF CONFUSING illustrations, unclear, awkward, slow to decipher, painful illustrations :(Each page makes me want to yell at the illustrator.

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