Design DNA
User Experience Design I (Interaction Design)
SoSe 2018
Design DNA

Goals for Today:

1. Get some inspiration

2. Define your own design identity for your own project
UXD – SS2017

Design DNA - Vector Based

Svenja Dittrich (svenja.dittrich@campus.lmu.de)
Design DNA - Paper Cut

Craig Dimond

Noelia Lozano

Svenja Dittrich (svenja.dittrich@campus.lmu.de)
Design DNA - Hand Drawn

everywhere you go - design & illustration

Svenja Dittrich (svenja.dittrich@campus.lmu.de)
Design DNA - Photography

Karina Tarhoni

Svenja Dittrich (svenja.dittrich@campus.lmu.de)

Simply Gum
UXD – SS2017

Design DNA – Iconography

Wild Lines

Summer Holidays

Adam Quest.

Svenja Dittrich (svenja.dittrich@campus.lmu.de)
Design DNA - Iconography

Design DNA - Iconography

Konstantin Vorotsov

Spotify

Svenja Dittrich (svenja.dittrich@campus.lmu.de)
Design DNA
UXD – SS2017

Design DNA

InvisionApp

Svenja Dittrich (svenja.dittrich@campus.lmu.de)
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dandad.org

https://i.pinimg.com/originals/ac/3f/ac/ac3fac9d61b5c004f743b71125ec5007.jpg

Restroom

Bedroom

Restroom

Blowing Window Rinse

Svenja Dittrich (svenja.dittrich@campus.lmu.de)
Tool recommendations:

1. Inkscape und Illustrator creating vectorgraphics
2. Gimp and photoshop for image manipulation
3. Color, paper, pens and your hands!
Design DNA

TODO

TASK TODAY:
Start deciding/ defining your own Design DNA

HOMEWORK:
Create high fidelity design elements for your prototype. These elements should be included in our workshop on the 26.06.18