

Design DNA

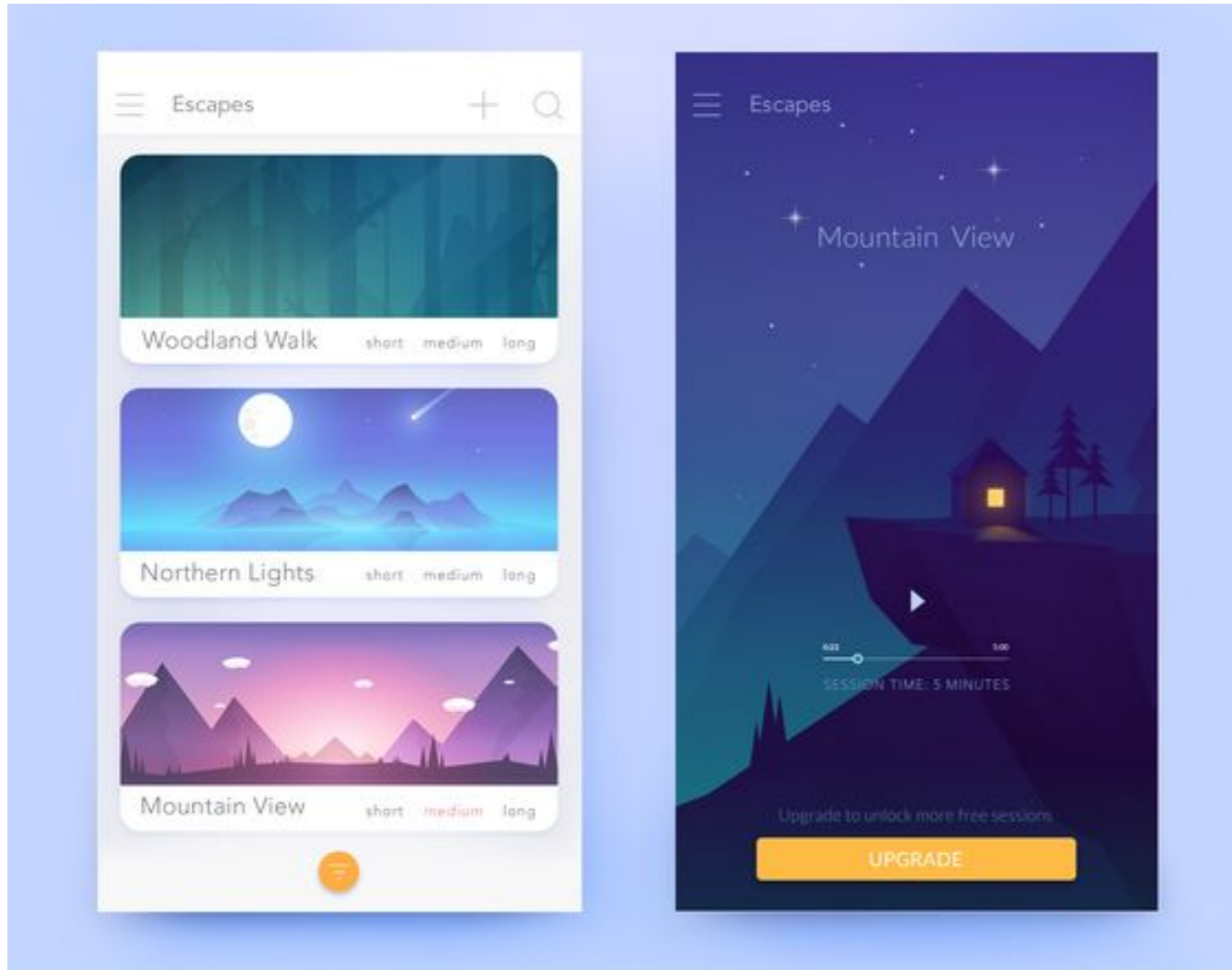
User Experience Design I (Interaction Design)
SoSe 2018

Design DNA

Goals for Today:

1. Get some inspiration
2. Define your own design identity for your own project

Design DNA - Vector Based

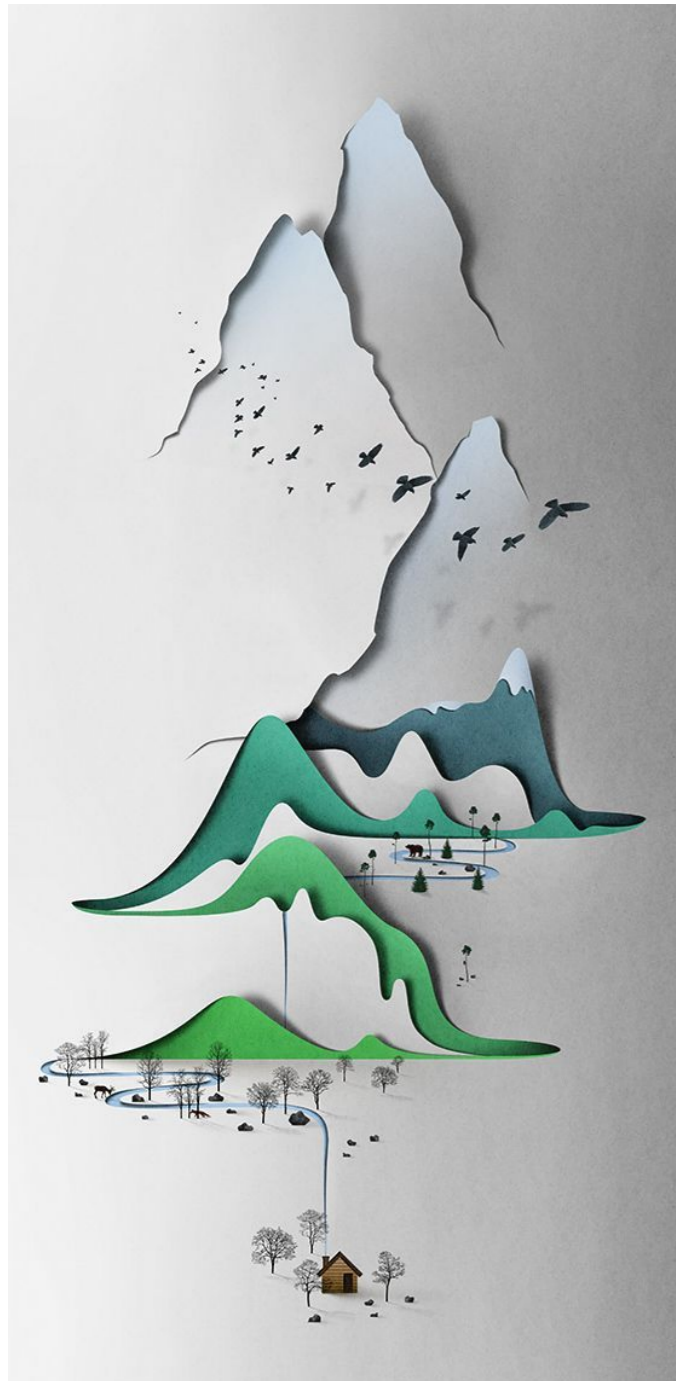


[pinterest.com](https://www.pinterest.com)



[09ui.com](https://www.09ui.com)

Design DNA - Paper Cut



Craig Dimond

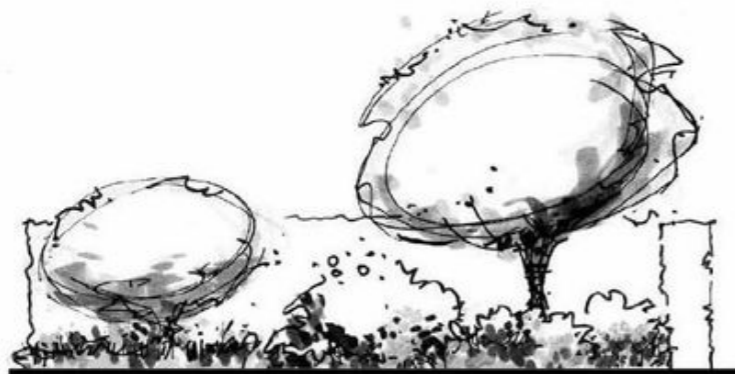


Noelia Lozano



Noelia Lozano

Design DNA - Hand Drawn

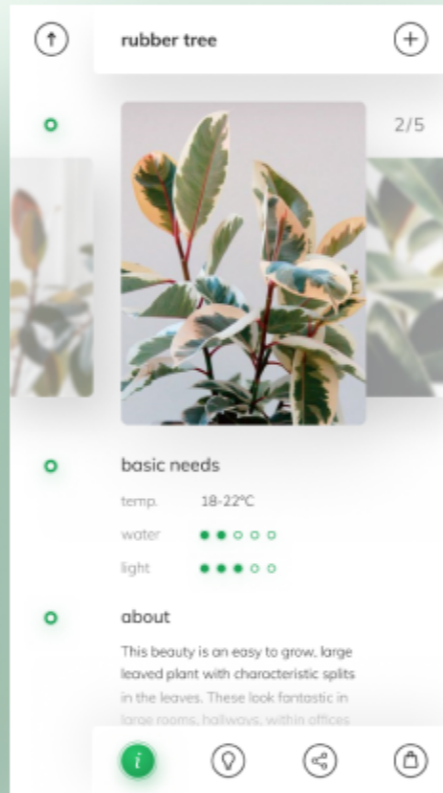
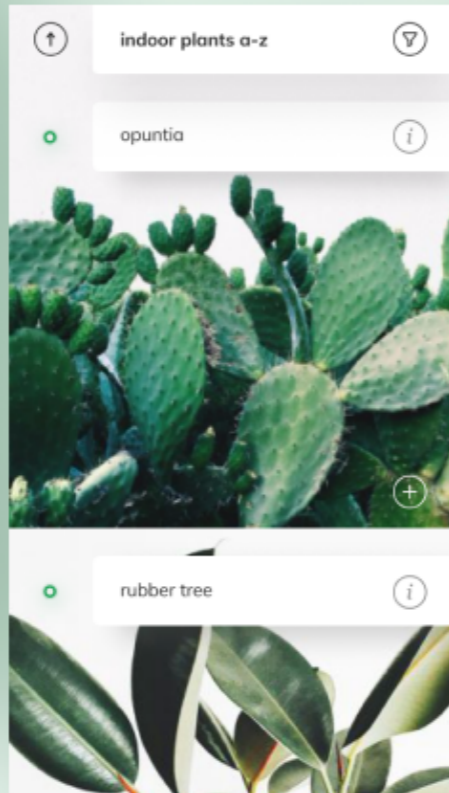
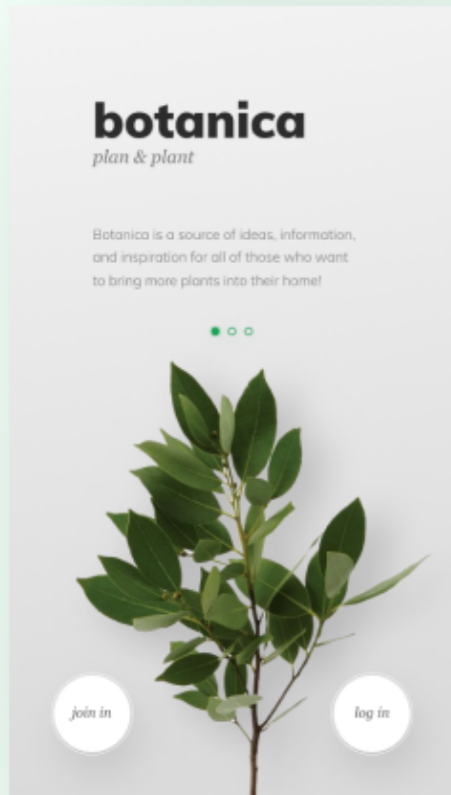


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everywhere you go - design & illustration

Design DNA - Photography

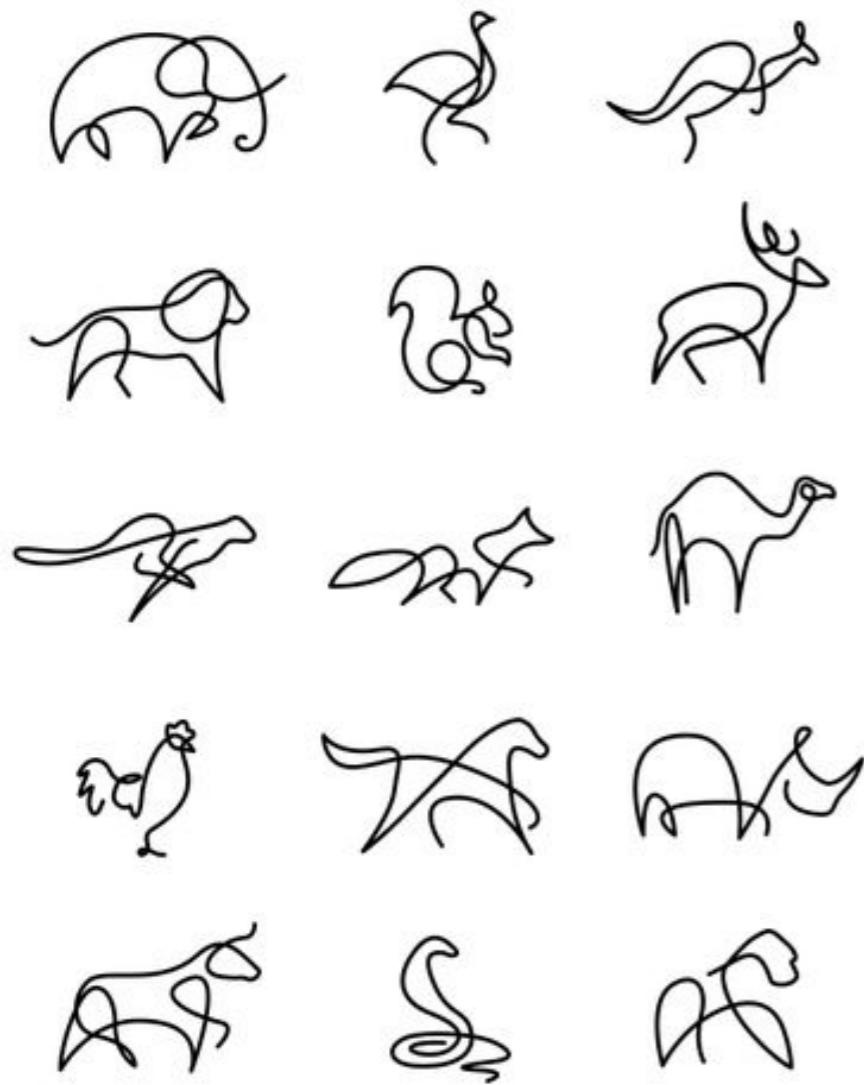


Karina Tarhoni



Simply Gum

Design DNA - Iconography



Wild Lines

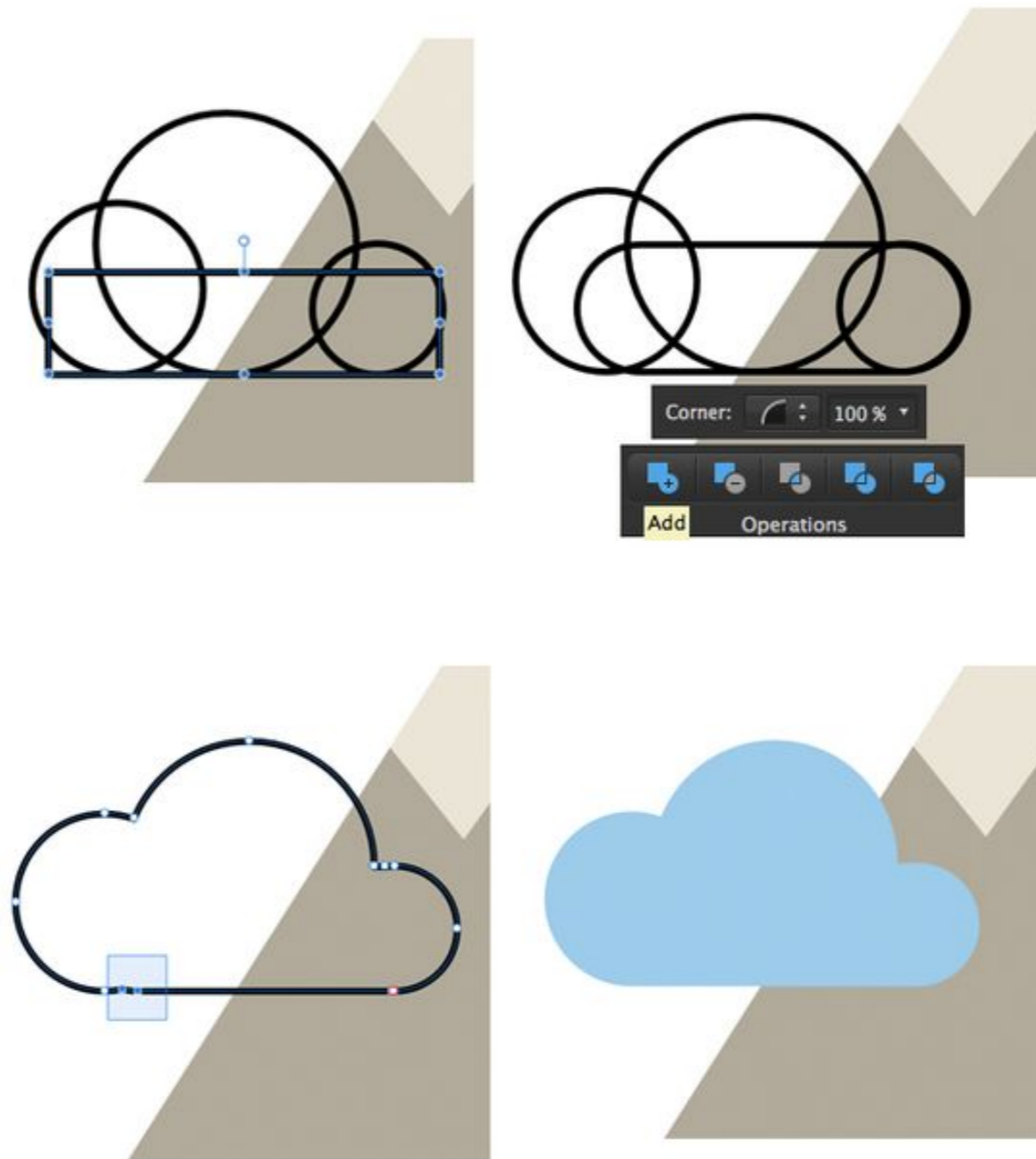


Summer Holidays



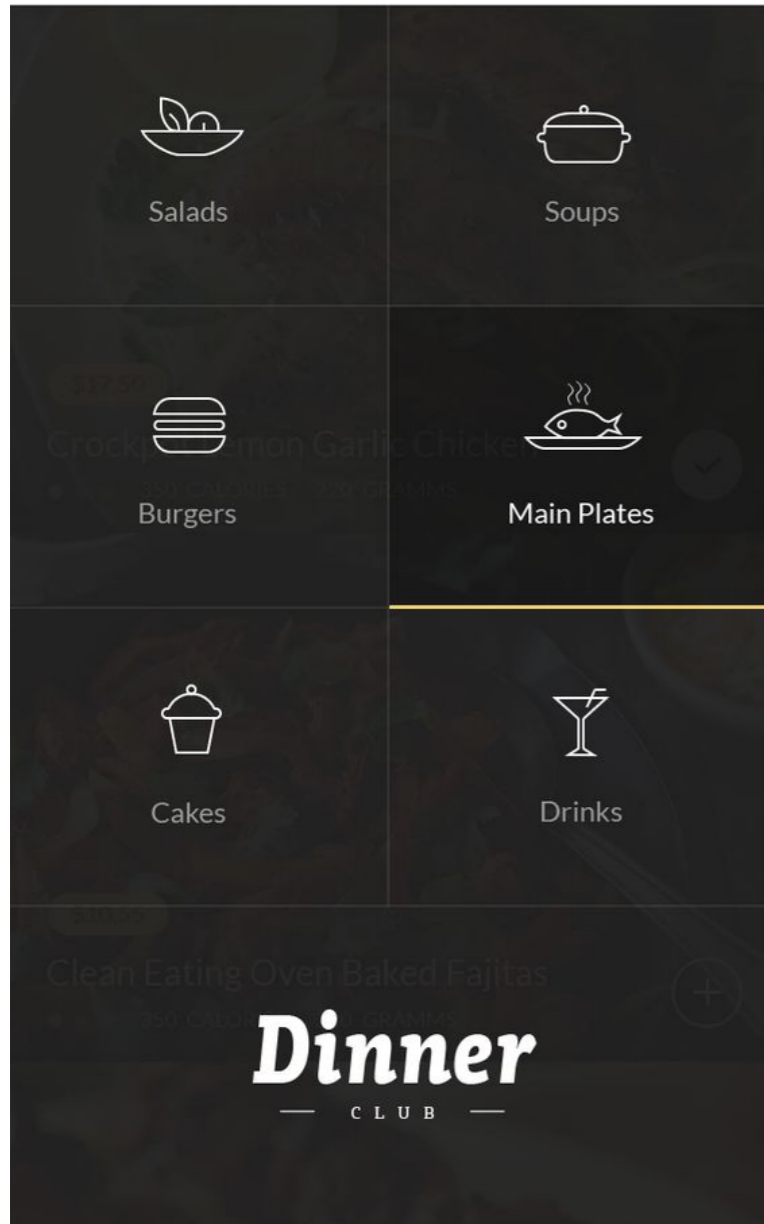
Adam Quest.

Design DNA - Iconography

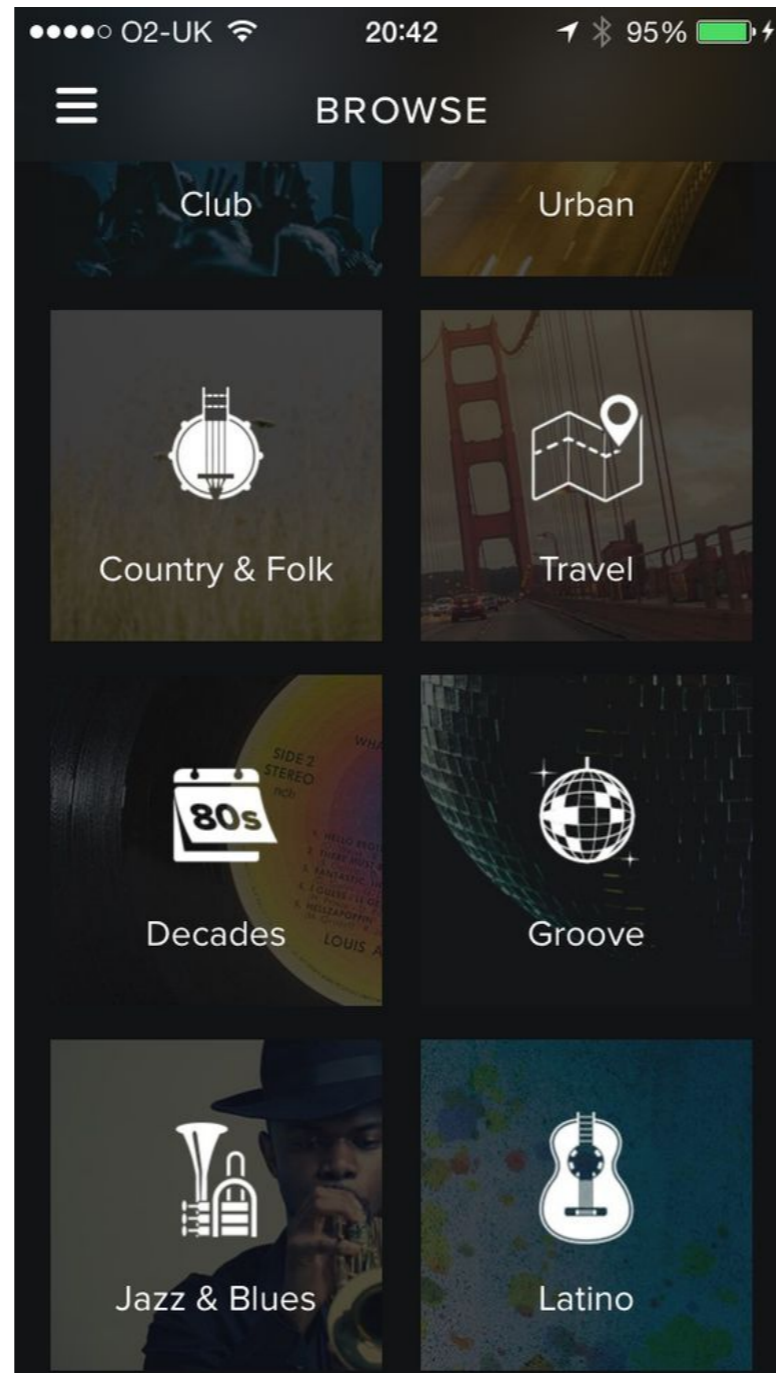


<https://design.tutsplus.com/tutorials/how-to-create-a-set-of-flat-hiking-icons-in-affinity-designer--cms-24202>

Design DNA - Iconography



Konstantin Vorotsov



Spotify



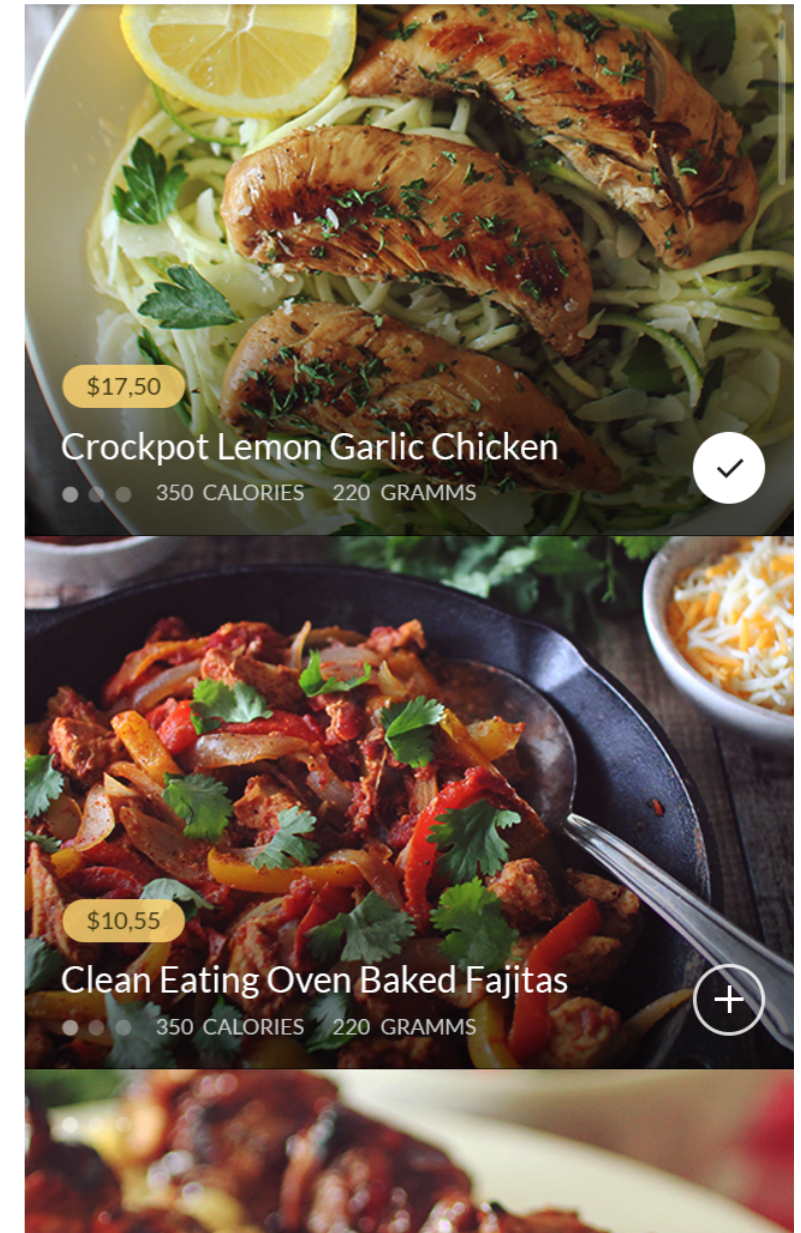
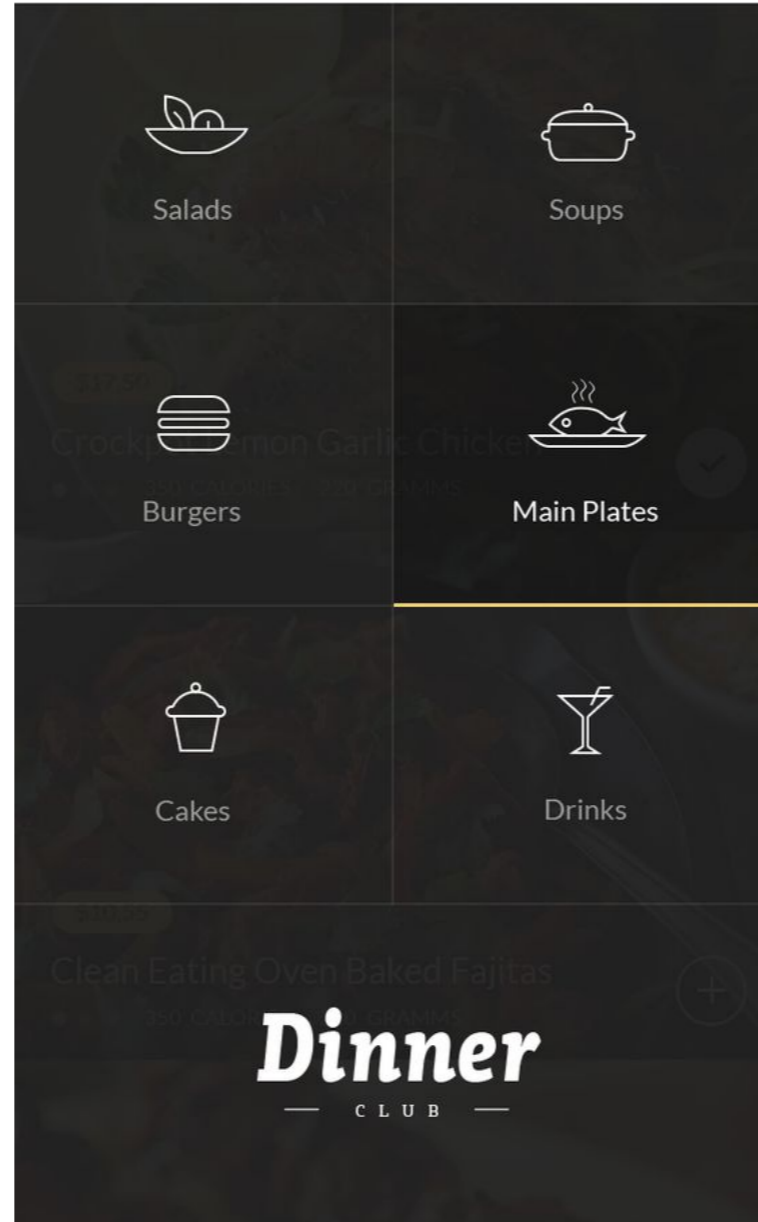
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Design DNA



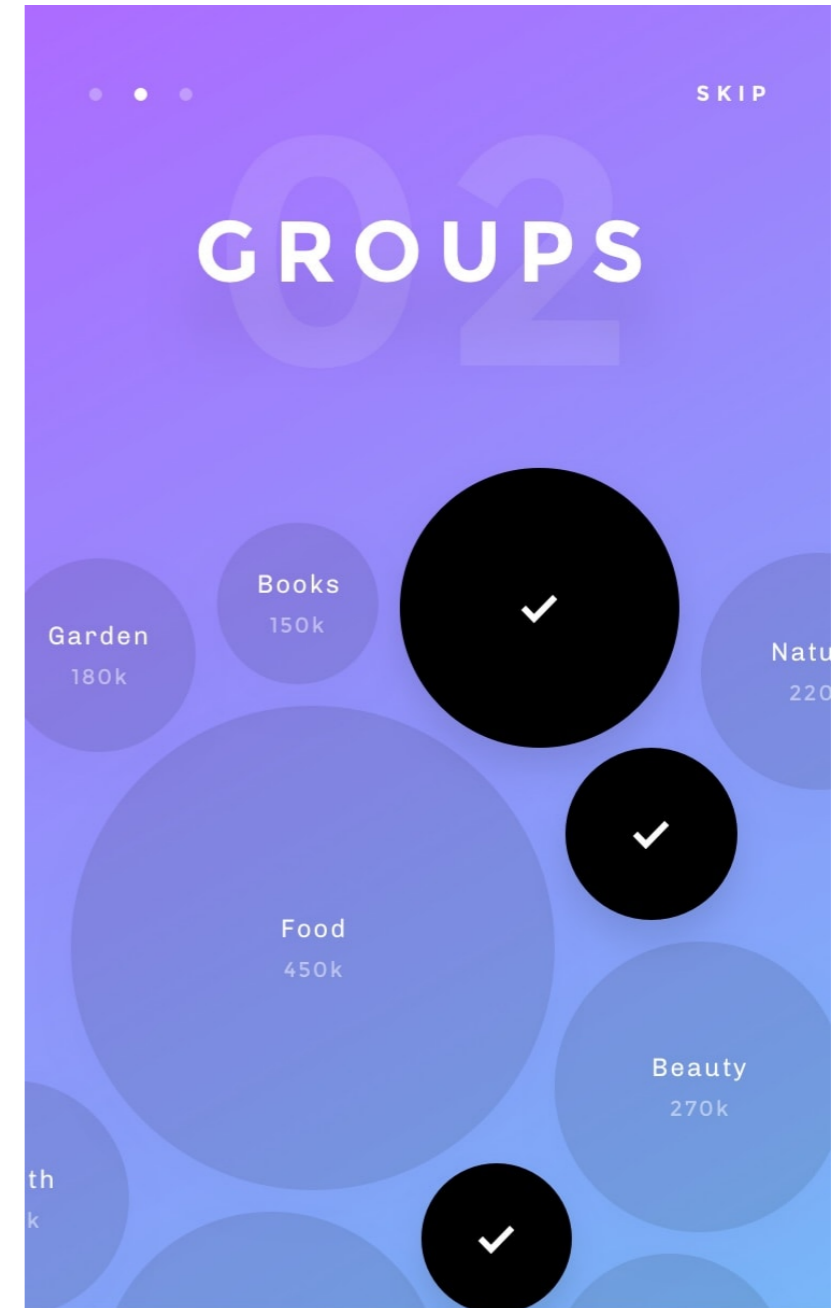
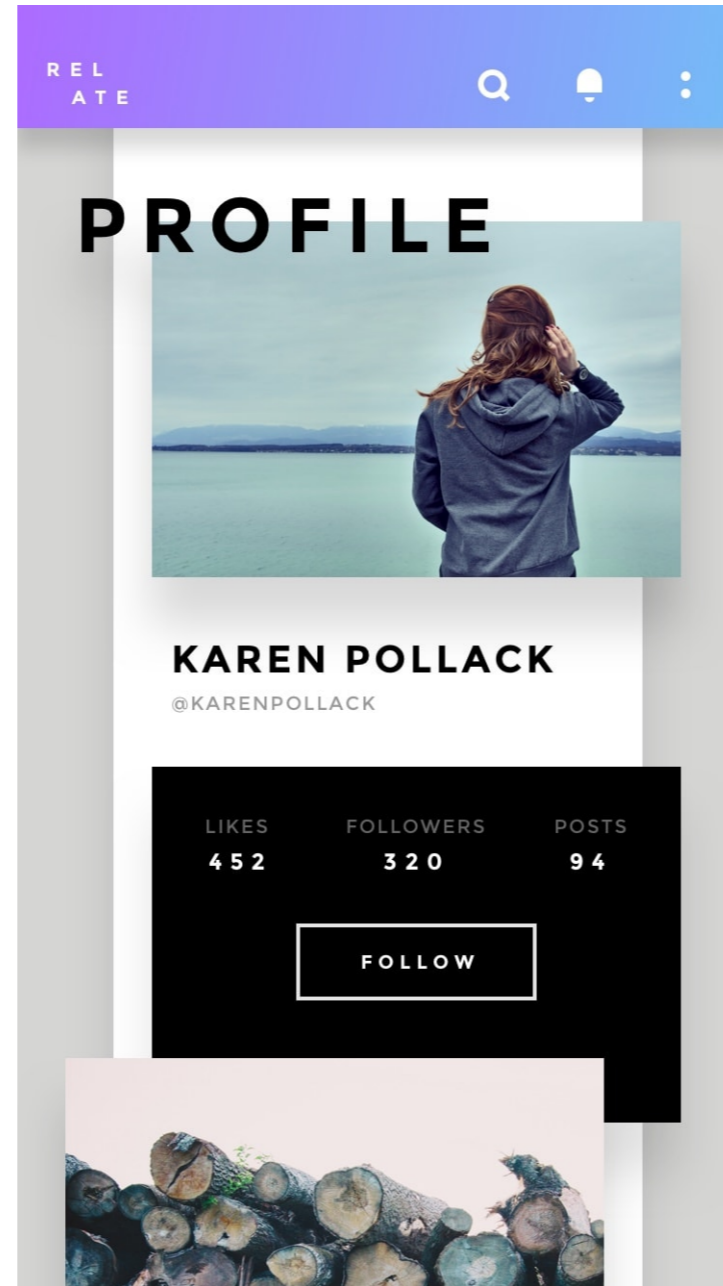
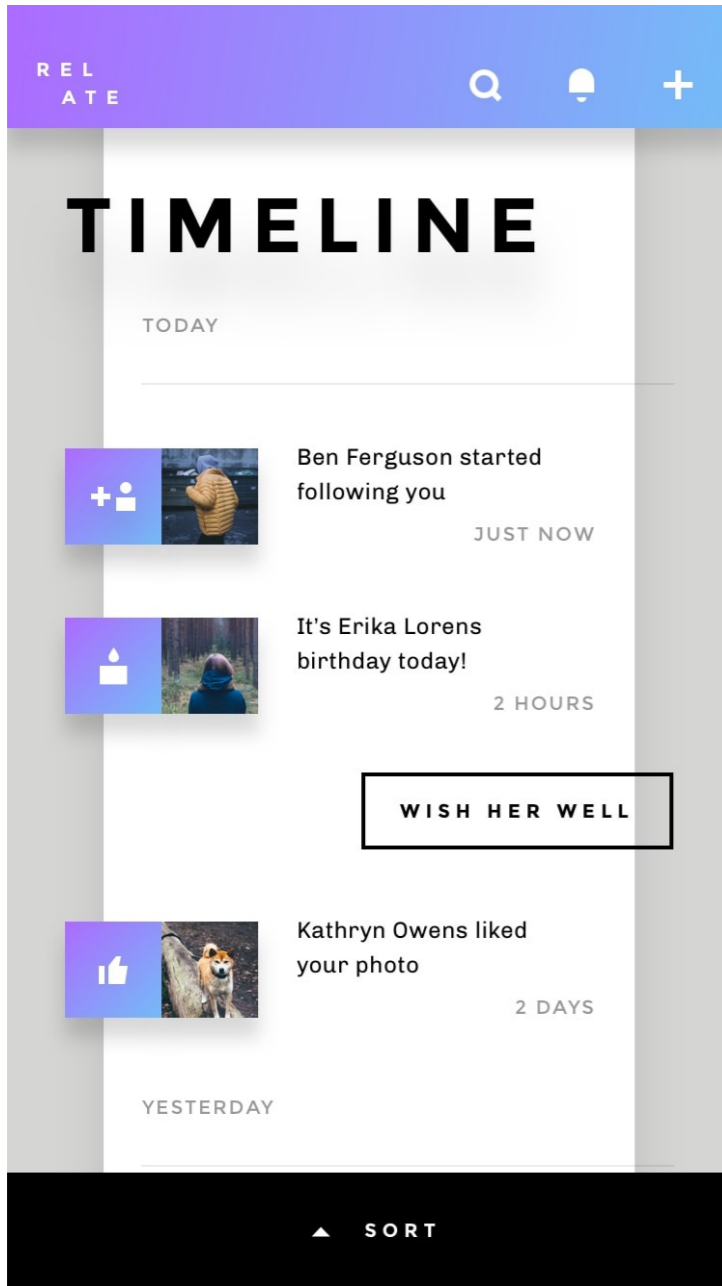
Sign Up

Log In



Konstantin Vorotsov

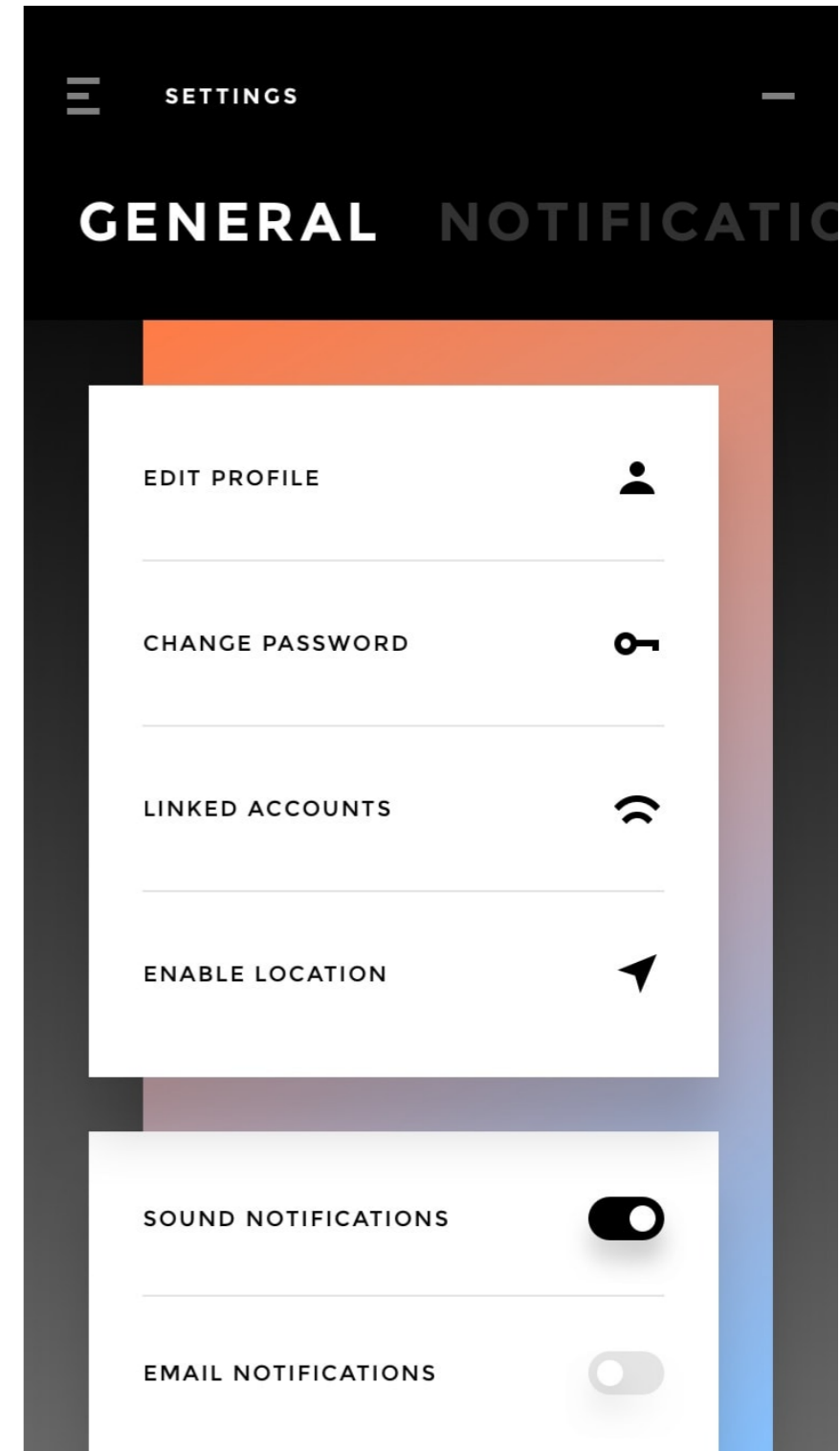
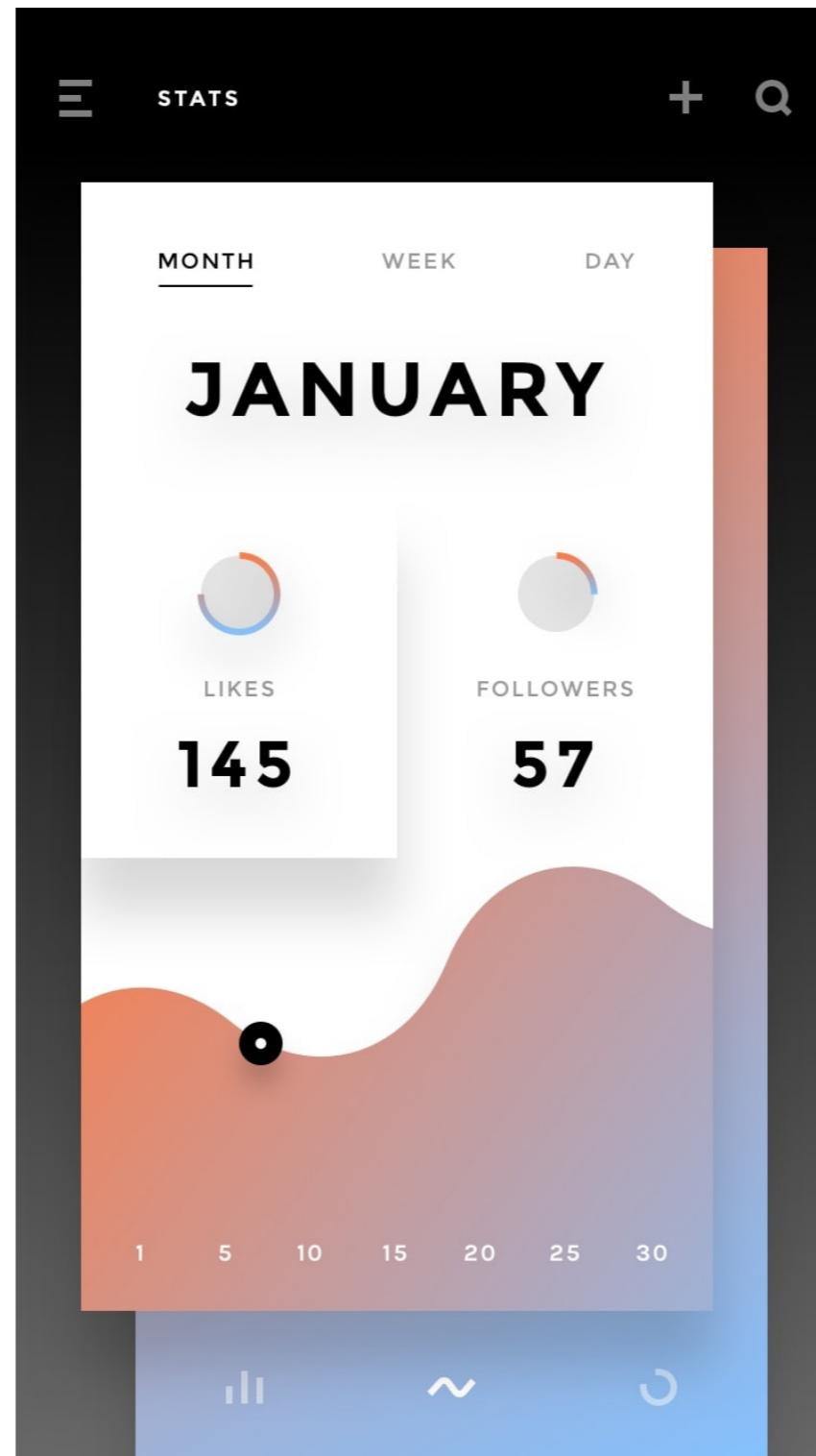
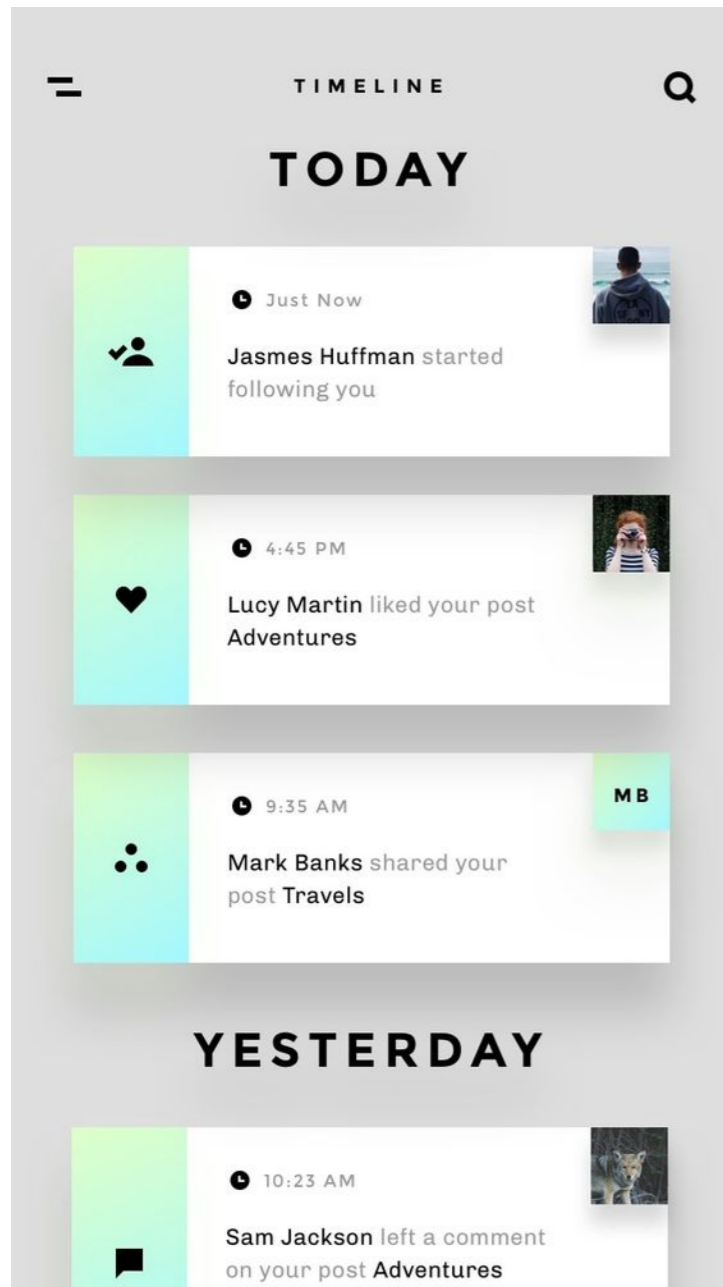
Design DNA



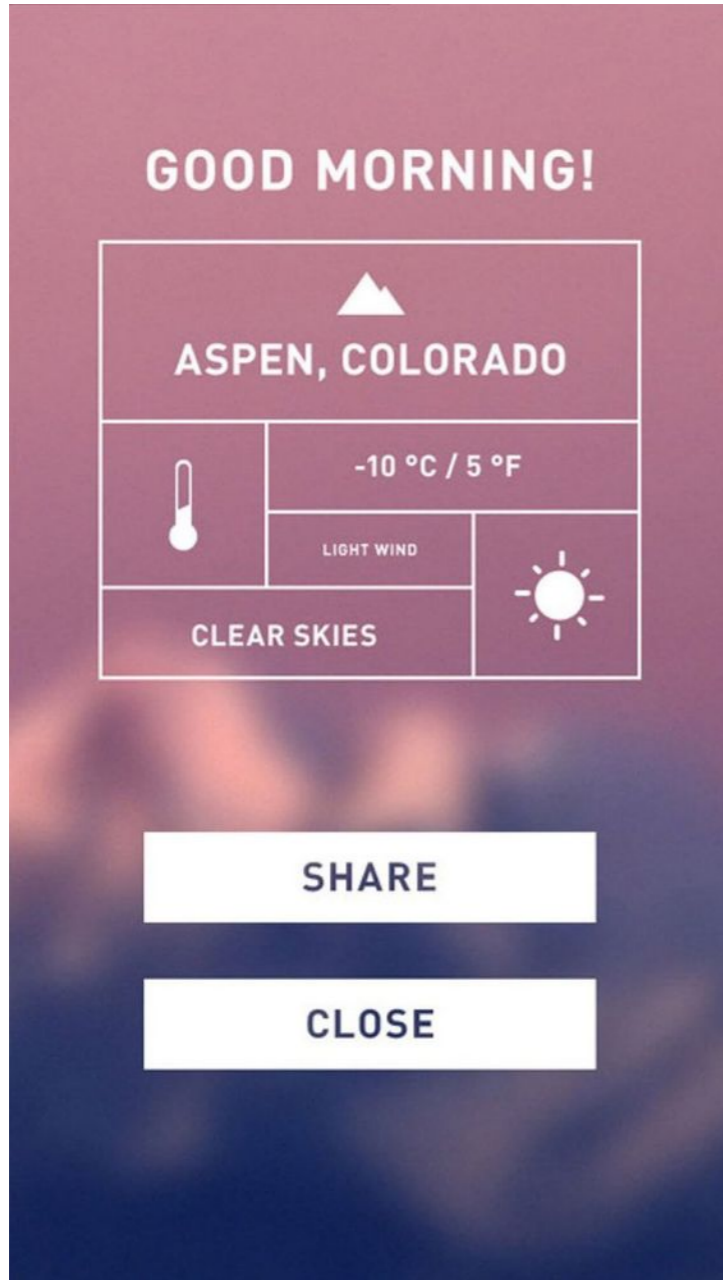
InvisionApp

NEXT

Design DNA



Design DNA



dandad.org

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



<https://i.pining.com/originals/ac/3f/ac/ac3fac9d61b5c004f743b71125ec5007.jpg>



shuishouge

Design DNA

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