



НАУЧНЫЙ ДИЗАЙН

Денис Мишунов • @mishunov

ВНИМАНИЕ

При подготовке доклада
ни один дизайнер не
пострадал.

10 августа 1903



2009







Photo © by Magnus Sandberg







“Ремесленник”

лицо (мастер или подмастерье),
обладающее определёнными навыками
(ремеслом), производящее на продажу и
на заказ изделия ручной работы

ДИЗАЙН

ДИЗАЙН

"Мы дизайнеры, а не художники;
основная разница в том что мы создаем
продукты, которые решают проблемы"

Пол Боат

ГЕОМЕТРИЯ

ПСИХОЛОГИЯ

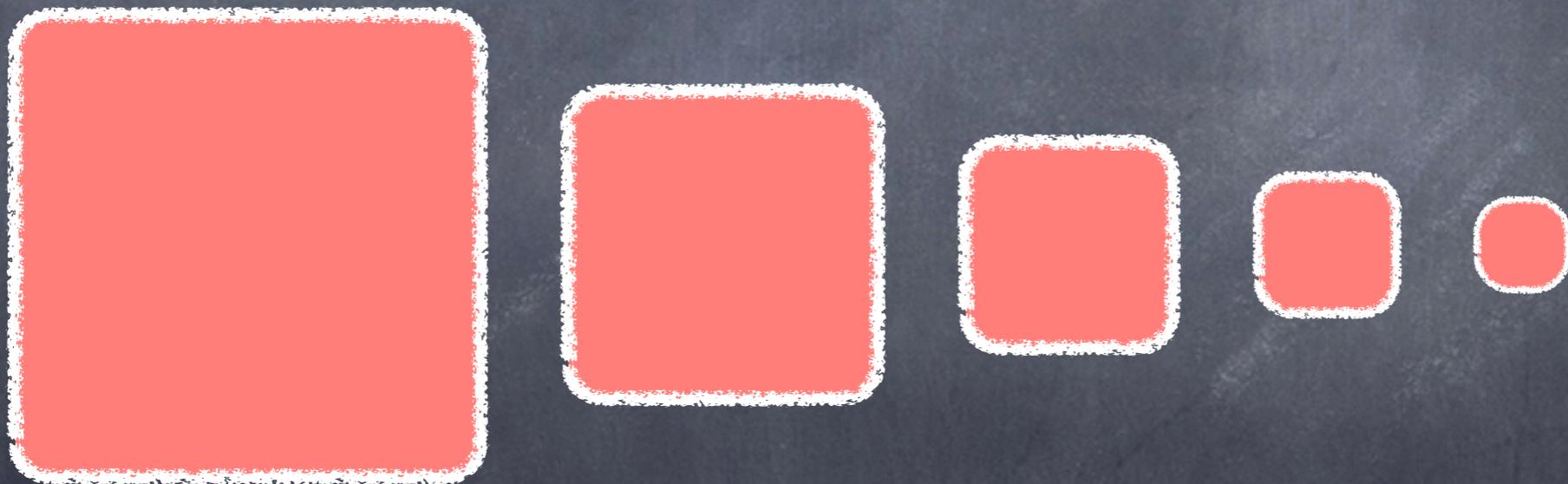
ДИЗАЙН

НЕЙРОБИОЛОГИЯ

ГЕОМЕТРИЯ

ДИЗАЙН

ПРОПОРЦІЯ

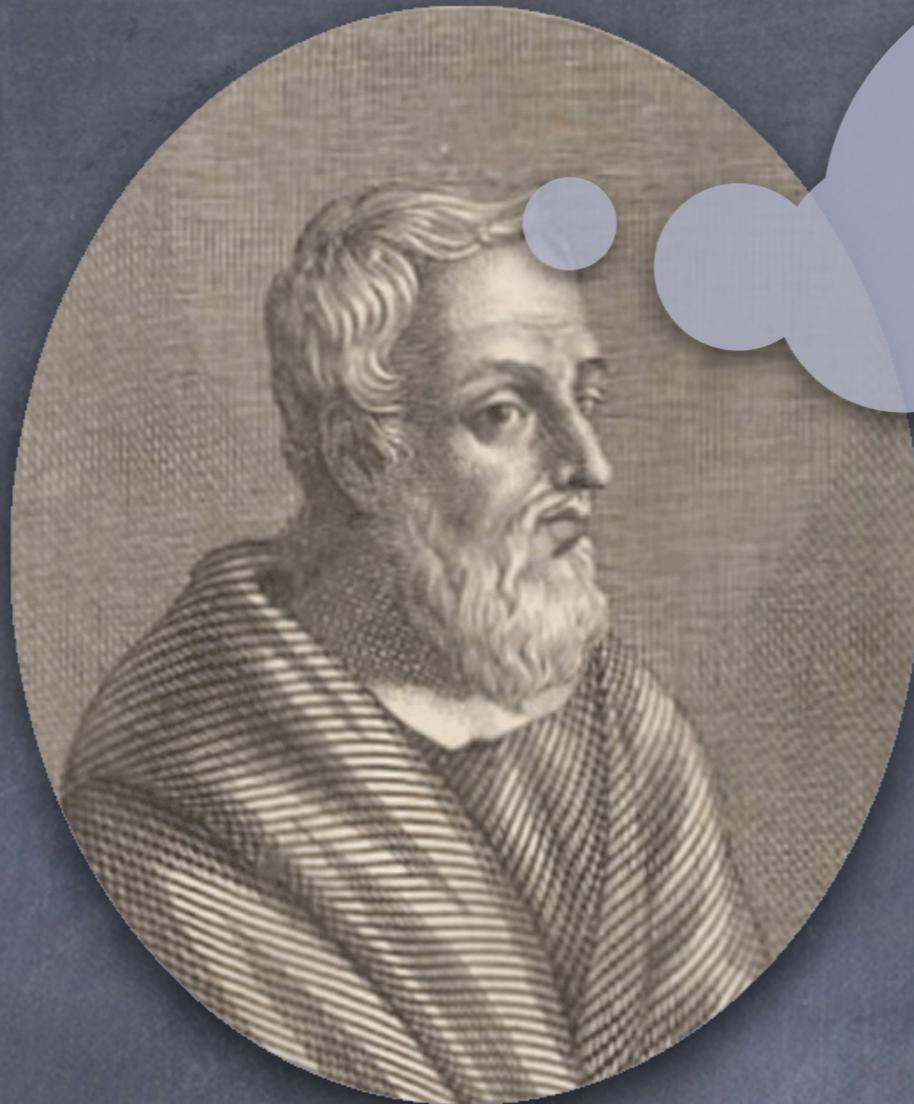


примерно 520 г. до н.э.

Чарльз Сейф

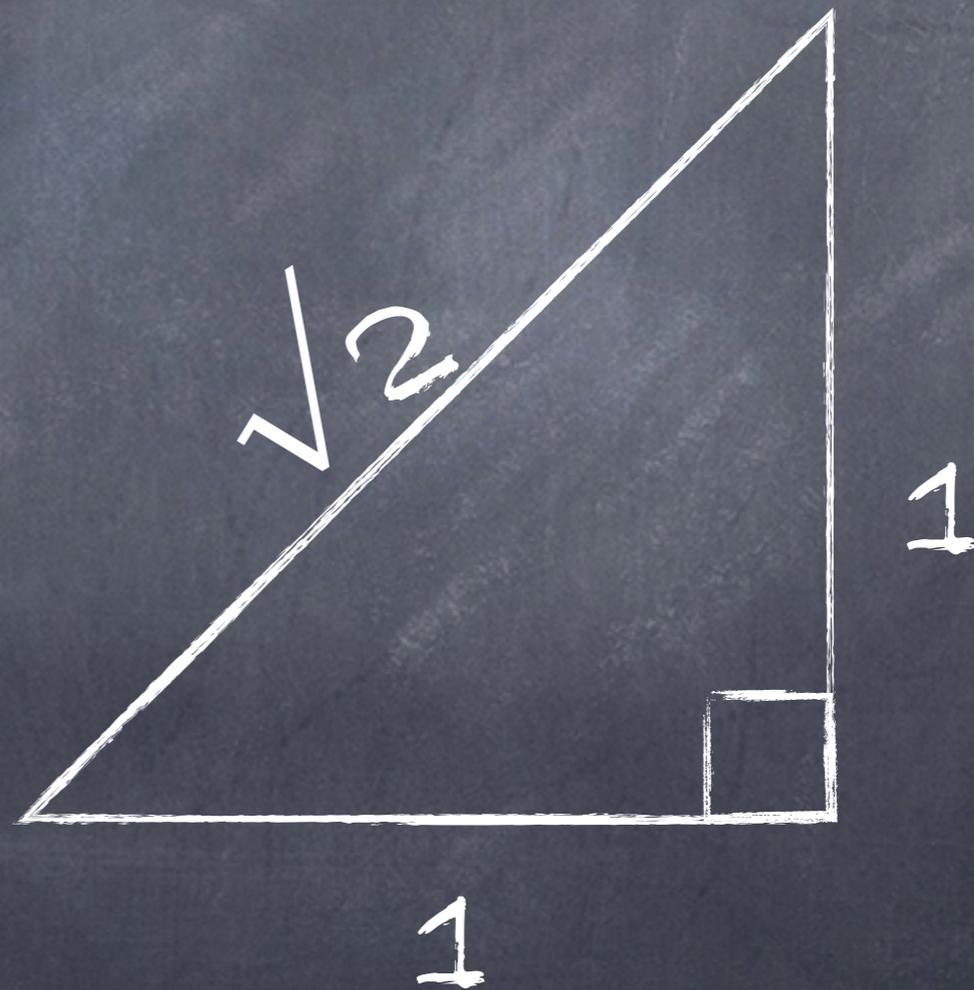
“Биография цифры ноль”

... Гиппас из Метапонта стоял на палубе в готовности умереть. Вокруг него стояли члены культа, секретного братства, которое он предал. Гиппас явил миру секрет, который был смертелен для Греческого восприятия мира. Секрет, который угрожал подорвать всю философию, которую братство строило с таким трудом. За разглашение этого секрета, сам великий Пифагор приговорил Гиппаса к смерти. Для защиты своей философии чисел культ мог убить...



IPPASO DI METAPONTO, FILOSOFO

Чё за
физня?





CANON ZOOM LENS EF-S 18-200mm 1:3.5-5.6 IS

Φ72mm

CANON INC.





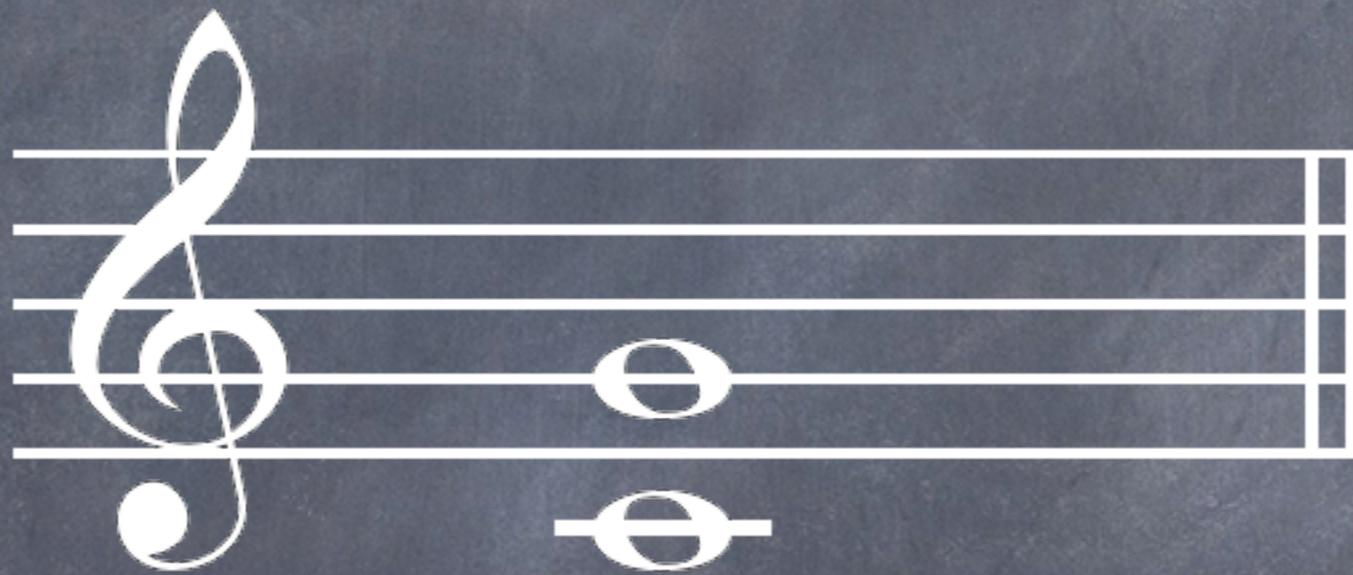
invisiblecity

<http://www.invisiblecity.co.uk/>

PRAVILLO

TRETE

КВИНТА



⚡ Auto

Options



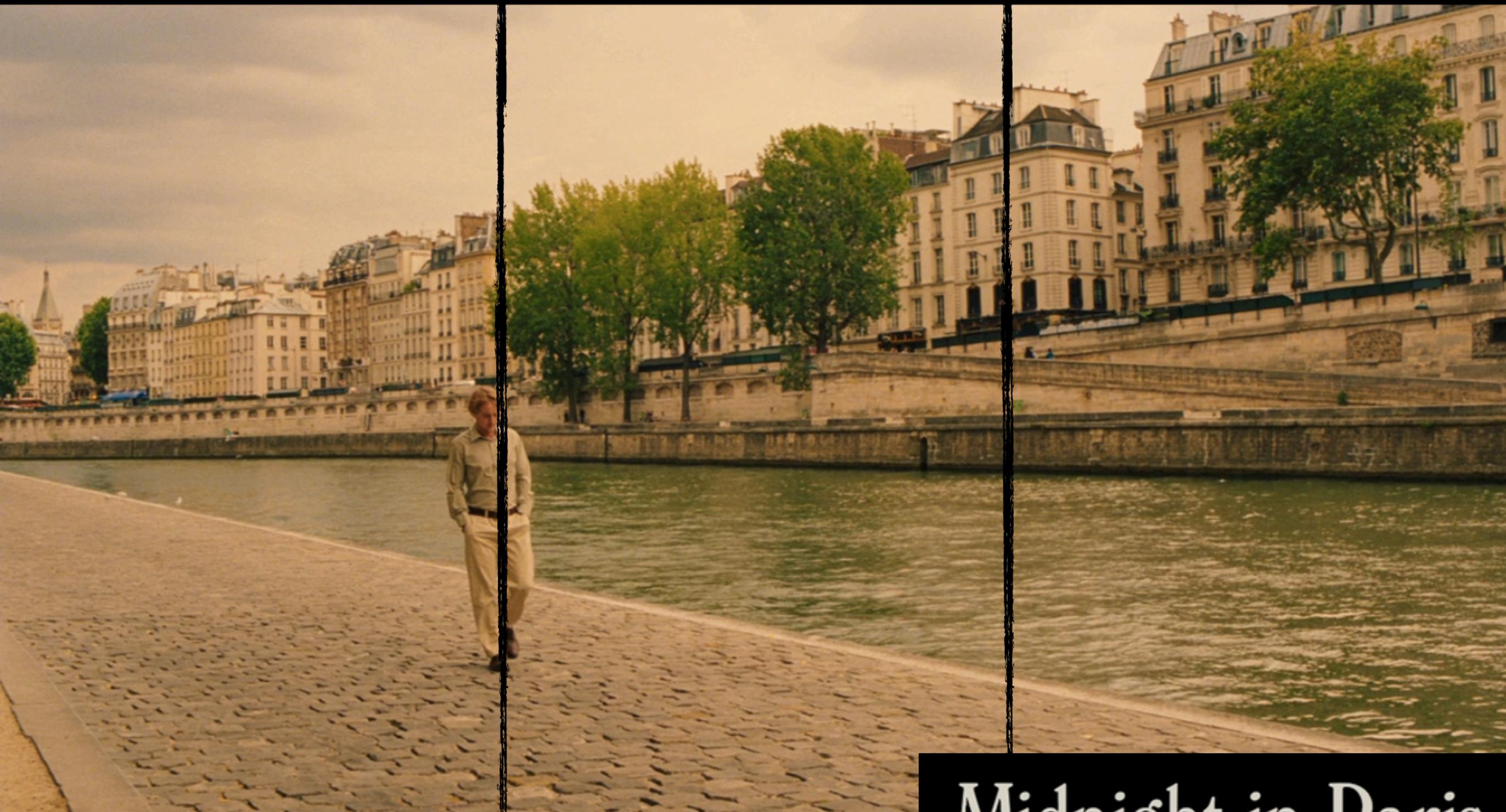
SCIENCE of DESIGN

Denys Mishunov • fastname.No • @mishunov





Midnight in Paris



Midnight in Paris



Midnight in Paris



Midnight in Paris

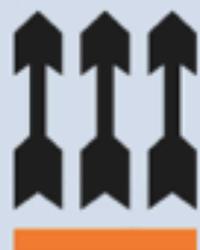


Midnight in Paris



Midnight in Paris



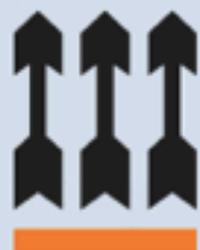


Studio AIRPORT

Creative Explorers

We are young designers who create books, identities, websites, films, campaigns, objects and type for various audiences.

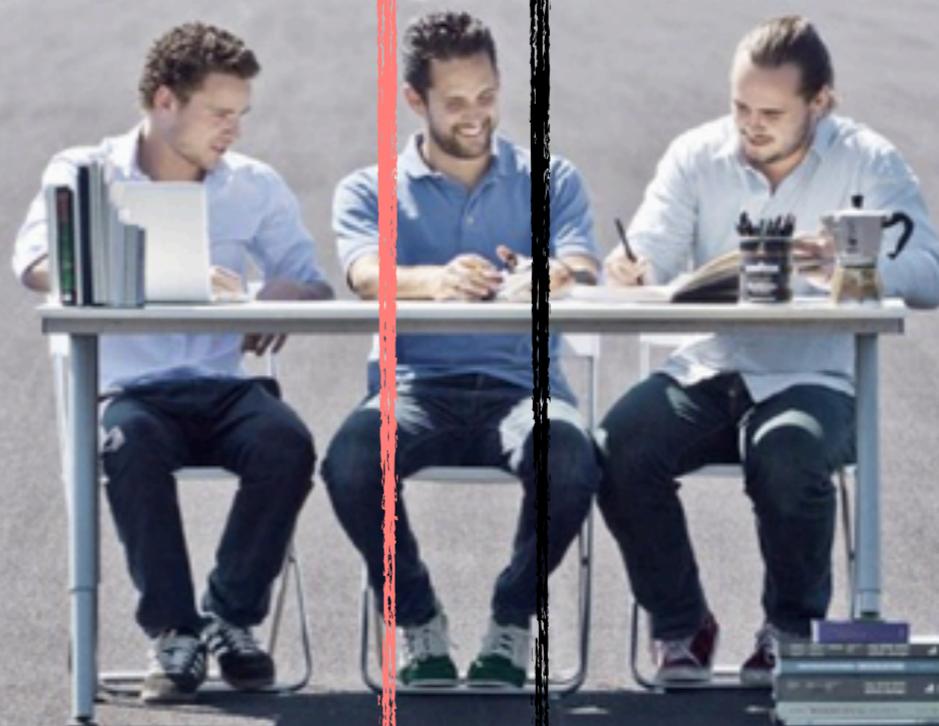


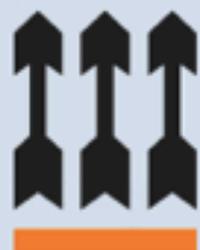


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Your Watchlist

The Lone Ranger
HD Theatrical VersionThe Hunger Games:
Catching Fire
HD U.S. Version #1Man of Steel
HD Version #3

See featured HD Trailers >

Spotlight: Top 10 Reasons Why We Still Love Tom Cruise



Tom Cruise gets a lot of flak for some of his eccentricities -- he'll never live down the Oprah couch-jumping incident -- but here at IMDb we still can't resist his charm. Ahead of the opening of his new sci-fi adventure *Oblivion*, which arrives in theaters nationwide tomorrow, we've compiled 10 reasons why we still think Tom is great.

[Read our Top 10 Reasons Why We Still Love Tom Cruise >](#)

NewsDesk

Top News

Movie News

TV News

Celebrity News



'Dexter' scoop: Showtime officially confirms final season

16 hours ago | EW.com - Inside TV

Box Office

1. 42	\$27.5M
2. Scary MoVie	\$14.2M
3. The Croods	\$13.1M
4. G.I. Joe: Retaliation	\$10.9M
5. Evil Dead	\$9.49M

[See more box office results >](#)

Opening This Week

Oblivion	800%
The Lords of Salem	121%
Filly Brown	200%
In the House	16%

[See more titles >](#)

Coming Soon

Pain & Gain	73%
The Big Wedding	37%
Mud	0%
At Any Price	17%
The Reluctant Fundamentalist	9%

[See more titles >](#)

Пропорции экранов

- HDTV, iMac, iPhone5 – 9:16 [0.56]
- Nexus S, Nexus 4 – 3:5 [0.6]
- MacBook Pro, Nexus 7, Nexus 10 – 5:8 [0.625]
- iPhone 3, iPhone 4 – 2:3 [0.66]
- iPad, Kindle – 3:4 [0.75]

"Страница – это кусок бумаги. Это так же
видимая и осязаемая пропорция,
безмолвно передающая гармонию книги. На
ней текст, который должен отпечатать
странице. Вместе они, страница и текст..."

Роберт Брингхёрст

"Основы стиля в типографике"

... создают прямо противоположную геометрию. Одна только эта геометрия может привязать читателя к книге. Или, наоборот, она может погрузить читателя в сон, или взвинтить нервы читателя до предела, или отвернуть читателя."

Роберт Брингхёрст

"Основы стиля в типографике"

A large red circle with a white outline is centered on a dark grey background. Inside the circle, the text 'Геометрия' is written in a brown, handwritten-style font. Below it, the word 'ДИЗАЙН' is written in a large, bold, white, sans-serif font with a slight drop shadow.

Геометрия,
ДИЗАЙН



Психологія
ДИЗАЙН

лето 1910г



+



Photo © Laszlo Bardos <http://www.cutoutfoldup.com/>

Макс Вертгеймер

Зоетроп

Mira com neda el tauró!

¡Mira cómo nada el tiburón!

Watch the shark swim!



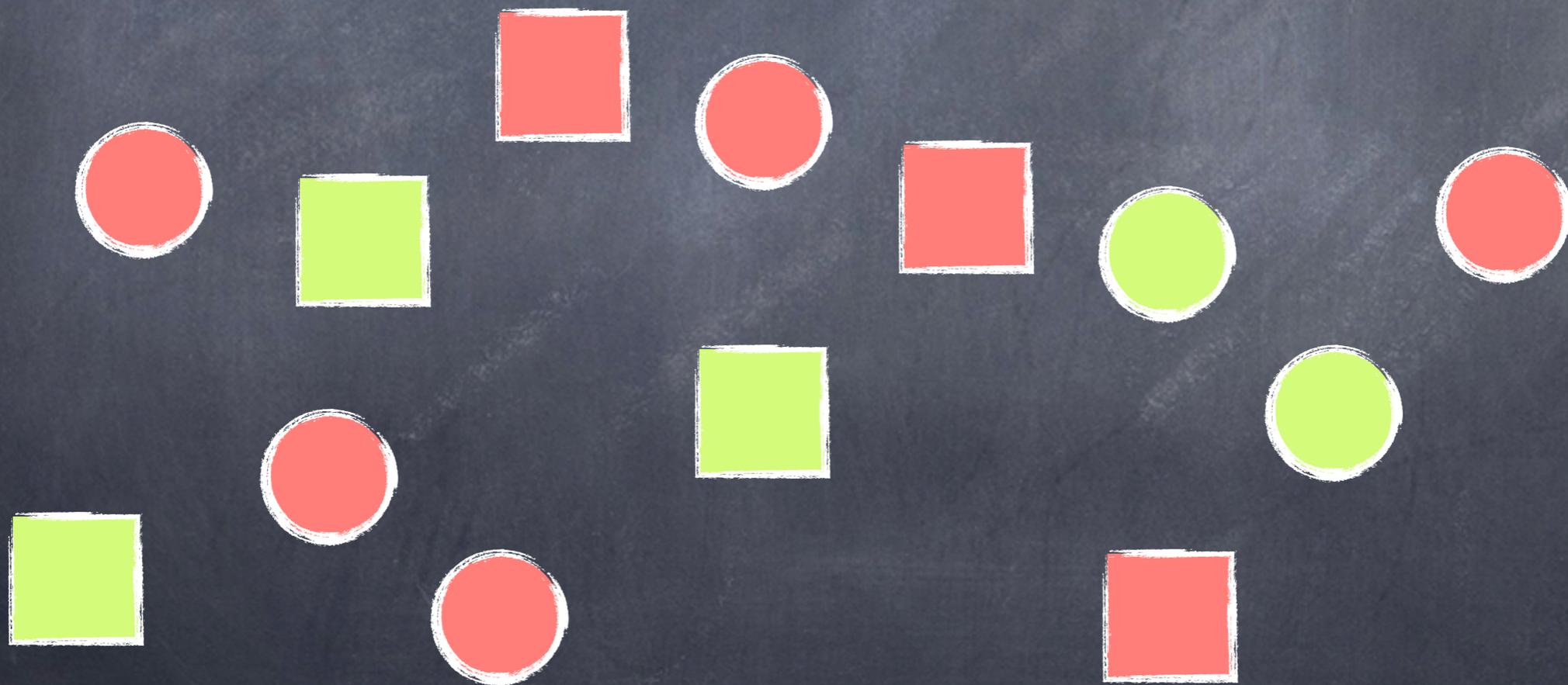
ГЕШТАЛТ

ПСИХОЛОГИЯ

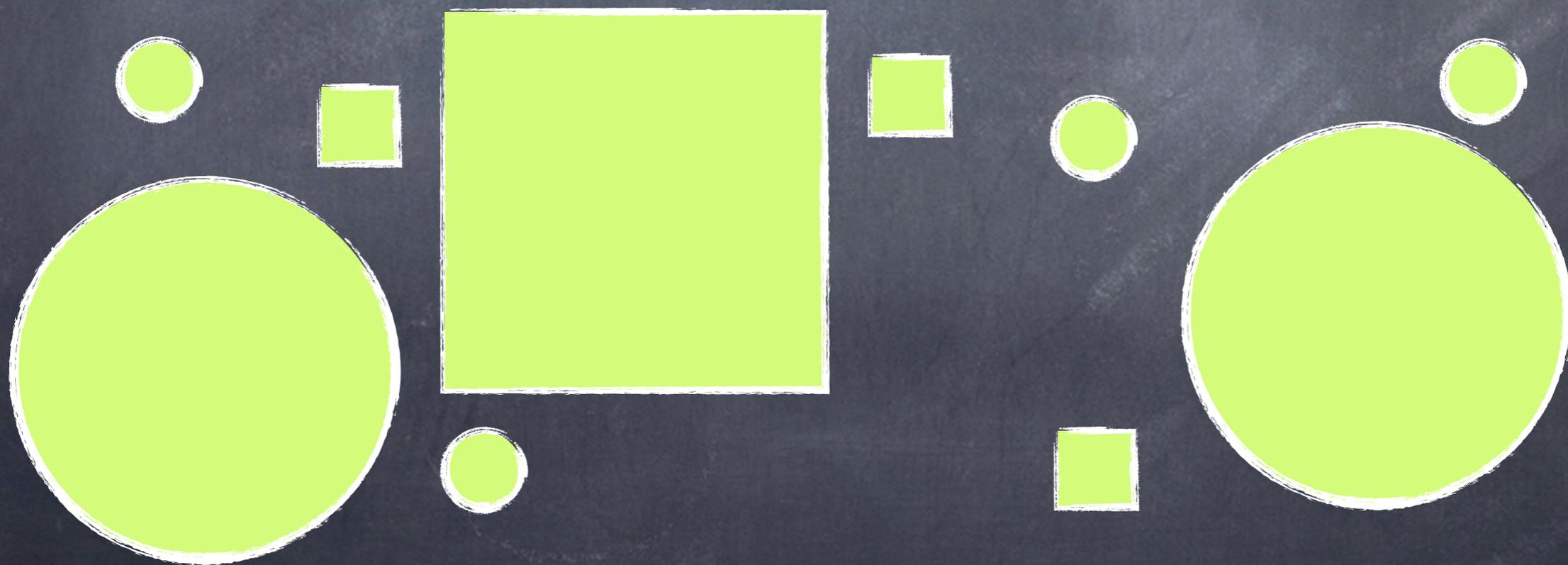
БЛИЗОСТЬ



СХОЖЕСТЬ ПО ЦВЕТУ



СХОЖЕСТЬ ПО РАЗМЕРУ



СХОЖЕСТЬ ПО ФОРМЕ





Photo from <http://kristoff.web.elte.hu/ANG102/ANG102.htm>



There's more than meets the eye in this little CMS

[Brandable Interface](#)

[Create forms](#)

[Develop locally, deploy live](#)

[Drop Perch into MVC](#)

[Frameworks](#)

[Edit with Confidence](#)

[Editors add new pages from](#)

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Try our online demo today and see how quick and simple editing content can be with Perch - the really little CMS.

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@davidlegendmc

I just get more and more impressed by @grabaperch Such a clever little CMS.

grabaperch.com

There's more than meets the eye in this little CMS

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[Create forms](#)
[Develop locally, deploy live](#)
[Drop Perch into MVC Frameworks](#)
[Edit with Confidence](#)
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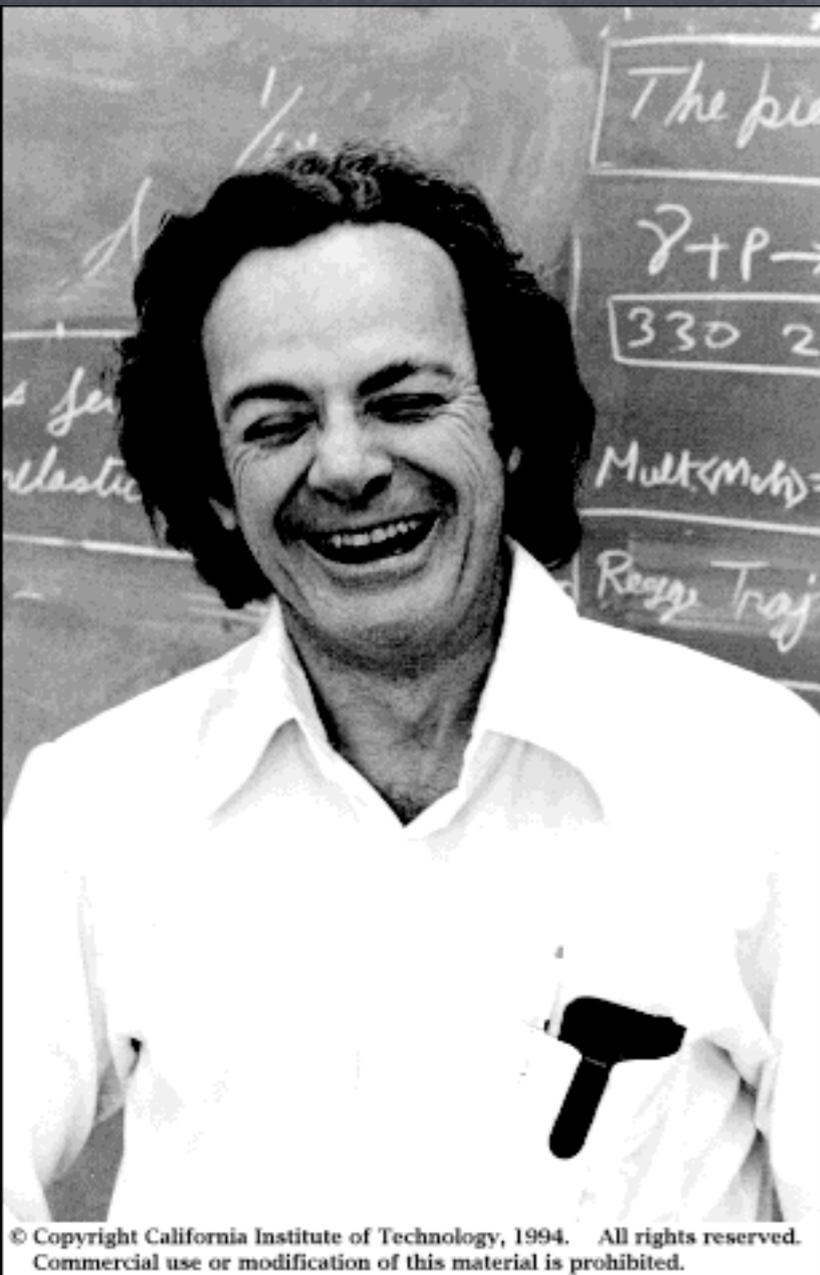
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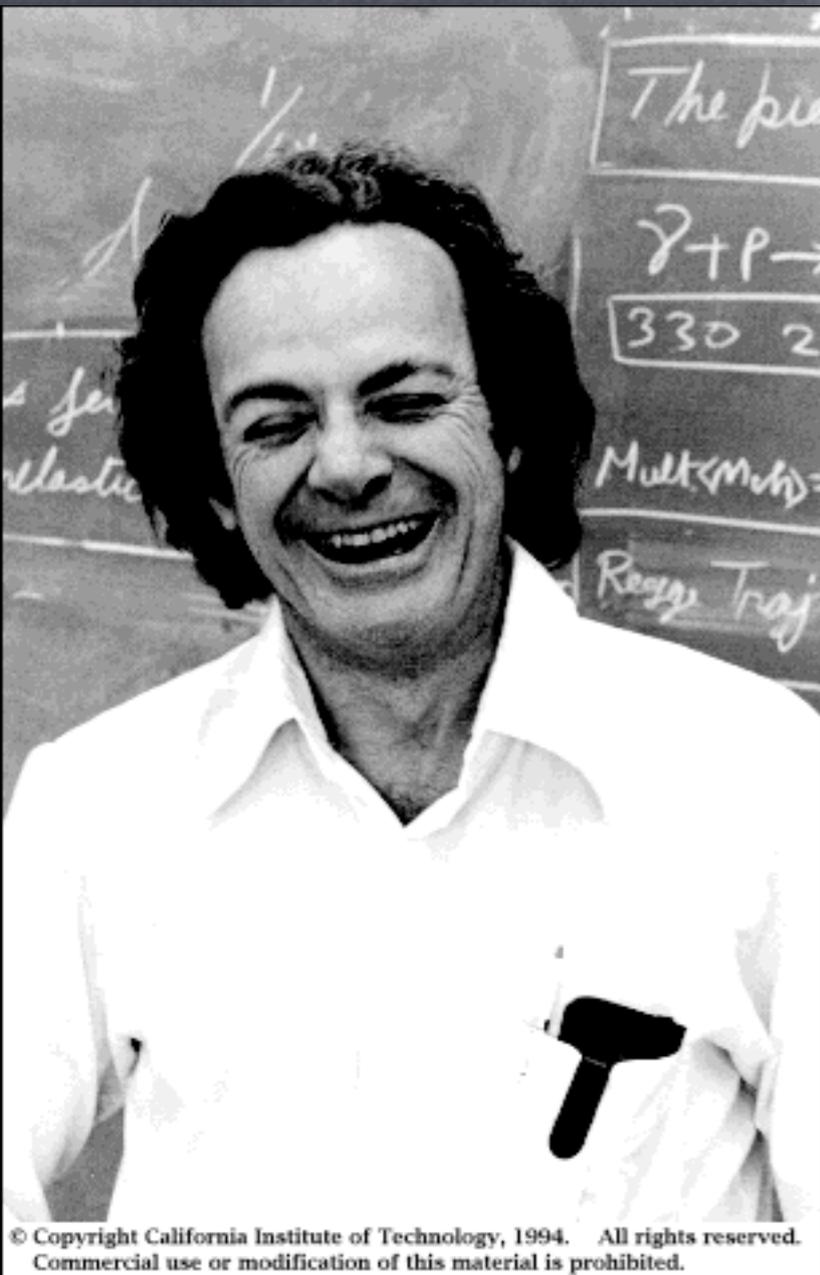
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grabaperch.com



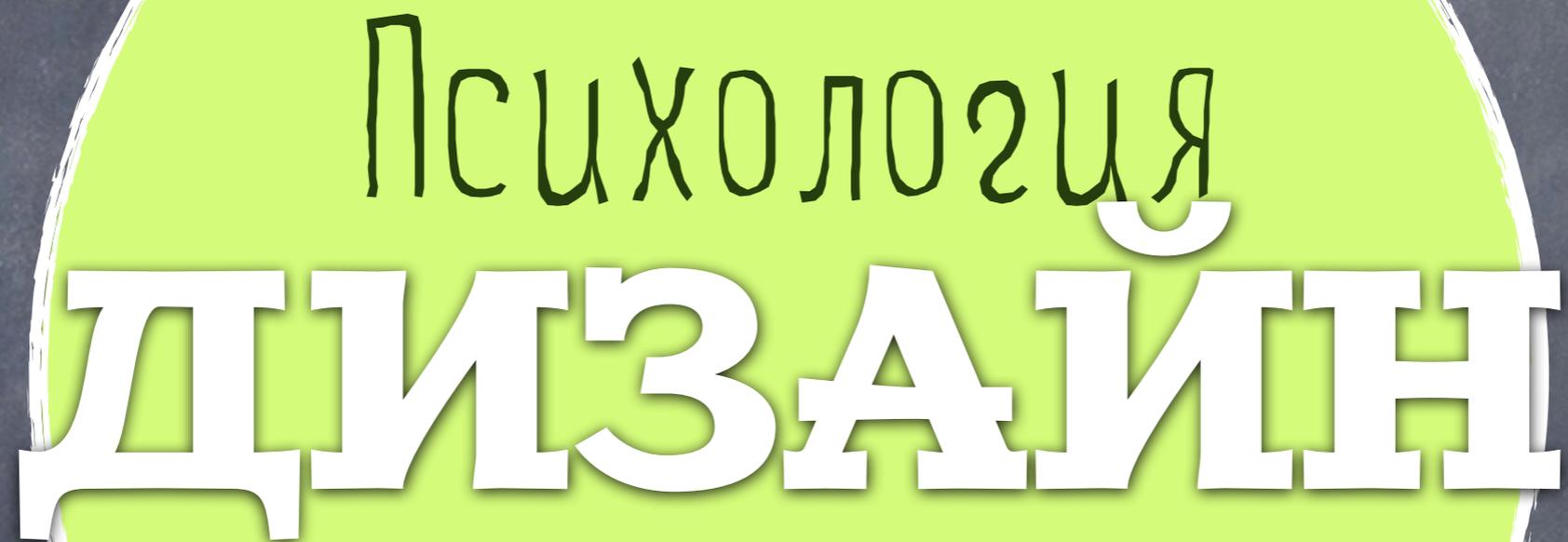
“Физика как секс: конечно это может и нести некоторые практические результаты. Но это не та причина, по которой мы этим занимаемся.”

Ричард Ф. Фейнман



“Физика как секс: конечно это может приносить некоторые практически результаты. Но это не та причина, по которой мы этим занимаемся.”

Ричард Ф. Фейнман



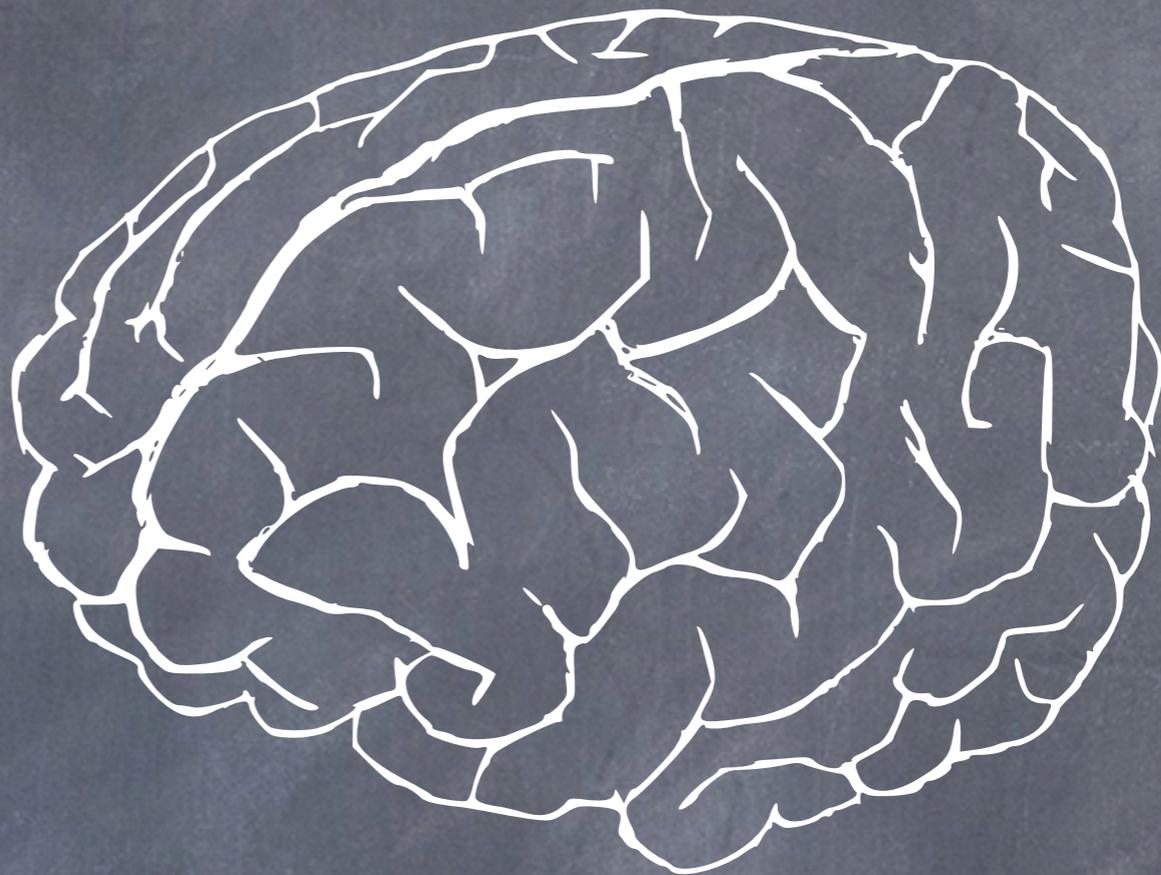
Психологія
ДИЗАЙН



ДИЗАЙН

Нейробиология

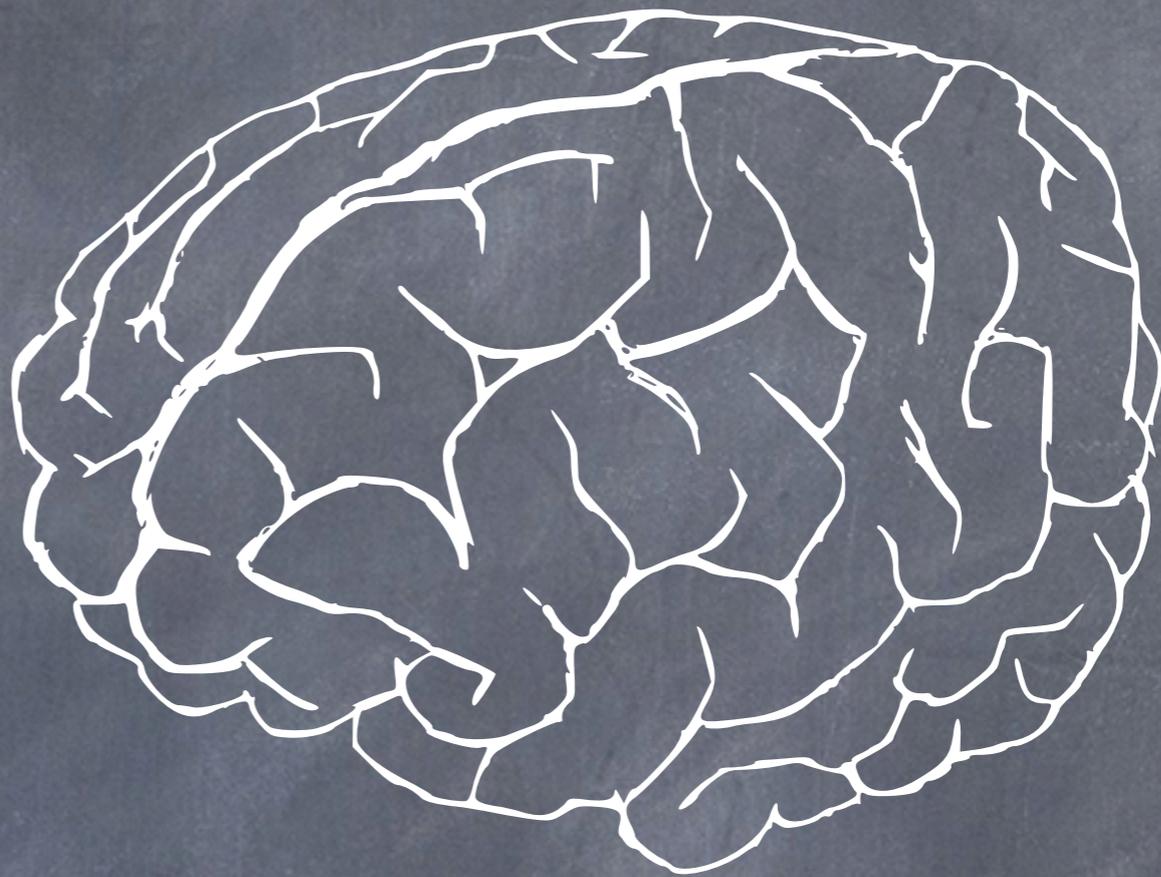
Зрение



Зрение



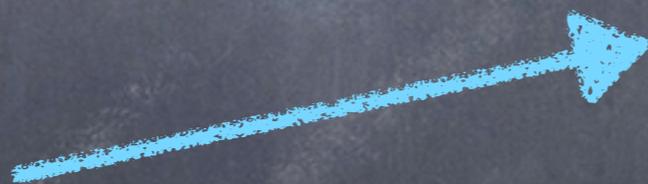
Глаза



Зрение

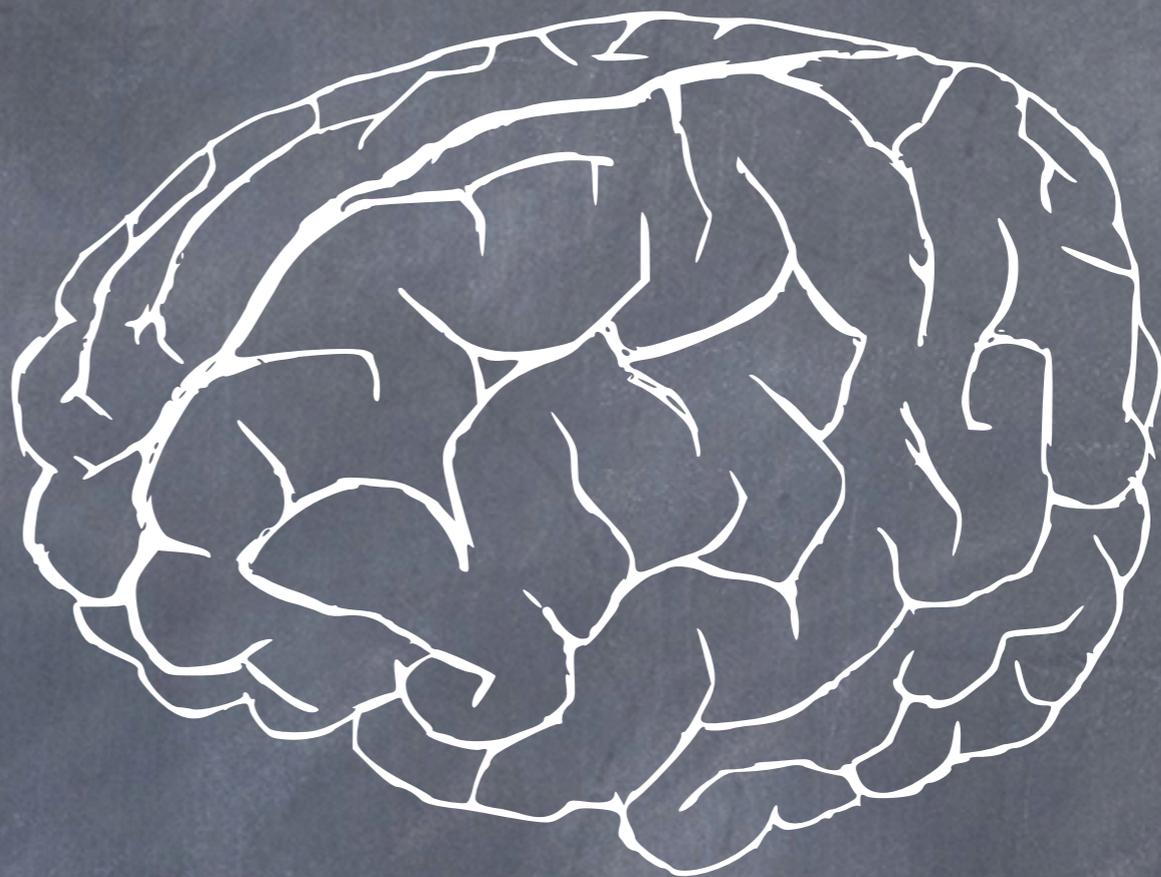


Глаза

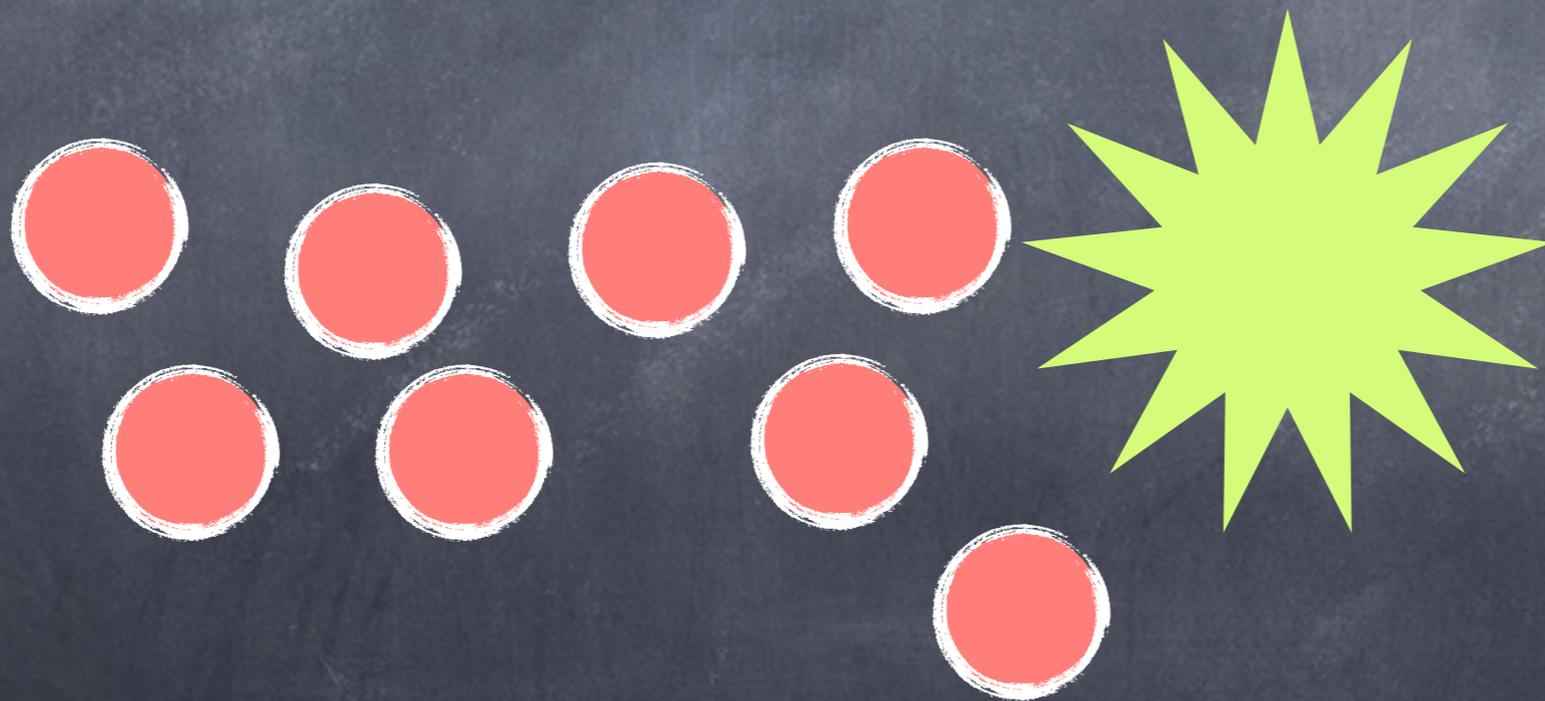


МОЗГ

(зрительная кора)



КОНТРАСТ



КОНТРАСТ

- ~~• Близость~~
- ~~• Схожесть~~
- ~~• Цвет~~
- ~~• что угодно~~

- Index
- Akvarium
- Alarm
- Alkotester
- ATV (el.)
- Bilde-Fliser
- Bil (elektrisk) gas
- Bilbane
- Conrad-elektronikk
- Digital-Kikkert
- Disko-Lys
- Dummy-Kamera
- DVD-Spiller
- Elektronikk & DAB
- EL-Scooter & B...
- Figurer
- Golf-biler (m/skilt)
- Hobby & RC
- Hoverpod
- HP-Måler (Bil)
- Isbitmaskin
- Kamera (trådløst)
- Kino (bærbar)
- Kompass (Bil/Bat)
- Laser-Jammer (Bil)
- Luft-Jekke
- Lykt (oppladbar)
- Mobil-telefon-1, 2
- Motorsykkkel-Mini
- Omformer (110V)
- Øversetter (44 språk)
- PC-mini (9") 2
- Rakett-Fly
- RC Produkter
- Robot-Hund
- Robot-Stevsuger
- Roboter
- Solcelle-Ryggsek
- Star Wars
- Sykkel-PC s.h.
- Togbane (til PC)
- Traktor (elektrisk)
- TV-Ur & Arm. Ur
- Walkie Talk

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RC 4ch Helikopter fra kr. 798,- Rakett-Fly

Avatar-Gunship
299,-

4-CH

el-jeep 9998,-

PC-9 Propell-fly 2.4 Ghz
kr. 1398,- fra Art-Tech

Nyhet

86 cm lang

Oppladbar-Lykt (15mill.)
Verdens Sterkeste
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Elektronikk Disko-Lys

4 mp

Kikkert med Digital-Kamera & LCD skjerm
kr. 1598,-

2.4Ghz

RC Helikopter Super Stabilt.
4ch. Metall
kr. 1099,-
Lyd, Røyk, Lys

Elektronikk

Jagerfly 4ch 100cm langt

m/ Jet-motor kr. 999,-

Helikopter 4ch 40cm 499,-

Elektronikk

Trådløst Mikro Farge-Kamera sett
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Styreenhet & Fordelere til Bil
fra kr. 3500,-

RC Tank i Metall (55 cm) med Luftkanon
fra kr. 998,-

RC Produkter

Avatar Nyhet

4CH New Design

4ch RC Avatar Heli.
48 cm langt
kr. 798,-

Bilde-Fliser
fra kr. 580,-

RC Race-Hovercraft
64 km/t
kr. 1998,-

RC Helikopter 4 & 6 ch
fra kr. 799,-

RC Fiskebåt med Fish-Finder
kr. 2999,-

Star Wars Sjakk
kr. 699,-

RC Produkter

24GHz

ArT-Tech

Elektrisk-ATV 6000 watt
kr. 59.998,-

EL-Scooter 5000 watt
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Kikkert-lengste & kraftigste.
kr. 1998,-

Hus-Alarm m/nr. sender
kr. 599,-

RC Produkter

Gratis Mobiltel.-Spill

3, 4 & 6 c

Airwolf Helikopter
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RC Fly-Båt
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fra kr. 1299,-

Star Wars : R2-D2, Web-cam, Projektor, DVD
fra kr. 1998,-

Elektronikk

2.4 GHz, 6ch

Nyhet

100 cm lang

Hobby

Norsk Sciens fiction Film

Mål Internet hastighet 1 .2









осень 2012...

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Easy Email Newsletters

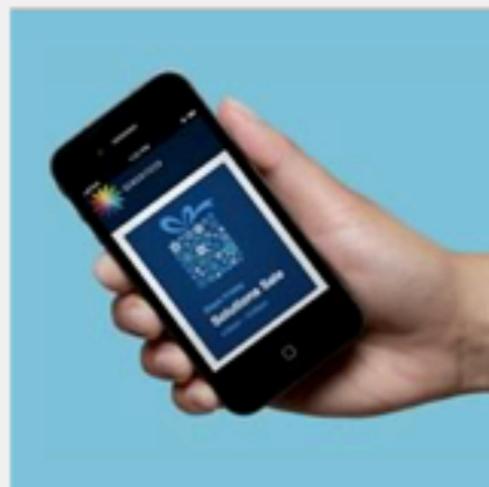
MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

2 million people use MailChimp. Join them today.

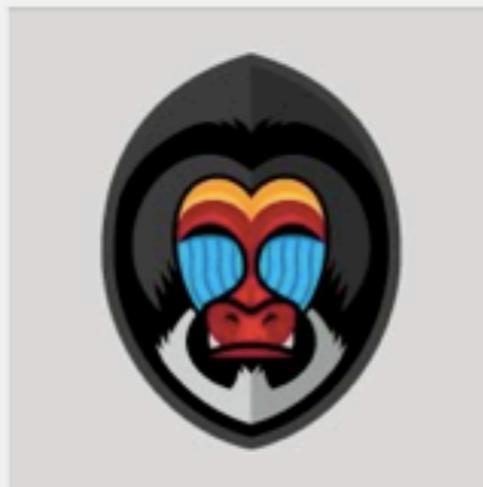
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What's New



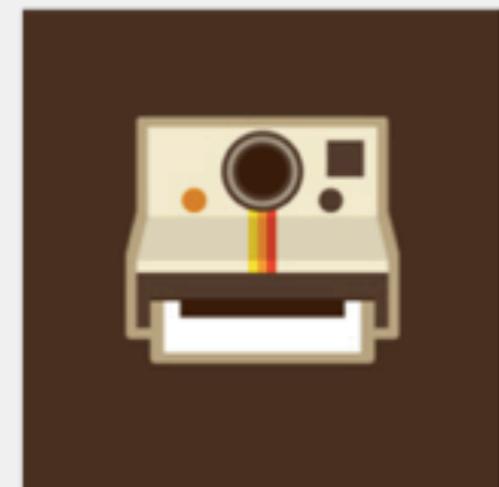
New Features:
Mobile Friendly Campaigns



New from MailChimp:
Transactional



Stories:
Michael



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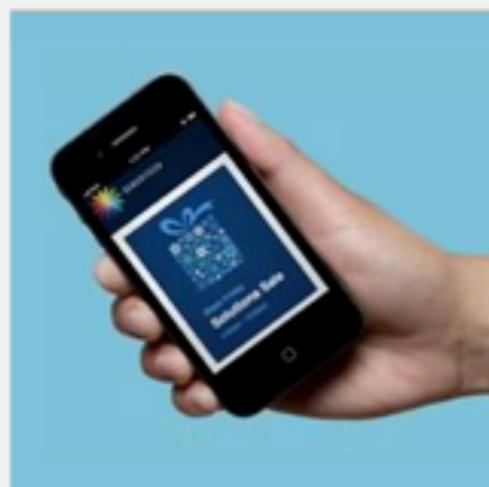
Easy Email Newsletters

MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

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What's New



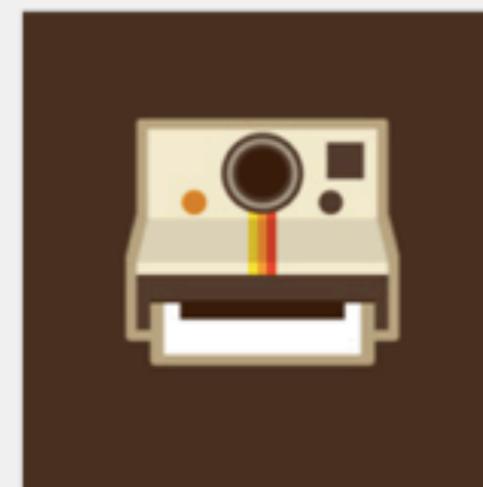
New Features:
Mobile Friendly Campaigns



New from MailChimp:
Transactional



Stories:
Michael



весна 2013...



Easy Email Newsletters

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“Во всем, не важно что это,
однородность нежелательна”

Ёсида Кэнко

“Записки от скуки” 1330 – 1332

“Во всем, не важно что это,
однородность нежелательна”

“Оставляя что-то незавершенным,
делает это что-то интересным и дает
человеку ощущение потенциального
развития.”

Ёсида Кэнко

“Записки от скуки” 1330 – 1332

20 июня 2012



**не
бойтесь
НОВЫХ
ИСПЫТАНИЙ**

“Если мы хотим лучшие сайты, лучшую работу, лучше информированных клиентов, необходимость обучения начинается с нас”

**Джеффри
Зельдман**

СПАСИБО

Шрифты

• “Five minutes”
Олег Журавлев

• “Zantroke”
GLUK

Музыка

• “A Necessary End”
Saltillo

• “Si Tu Vois Ma Mere”
Sidney Joseph Bechet

• “Star Wars: A New Hope (Main Theme)”
City of Prague Philharmonic (комп. John Williams)

[@mishunov](#)

СЕРИЯ МАСТЕР-КЛАССОВ

ЭТОЙ ОСЕНЬЮ



Денис Мишунов

FastName.no

**Адаптивный
Веб-Дизайн**



Сергей Спивак

ГК INTERNEST

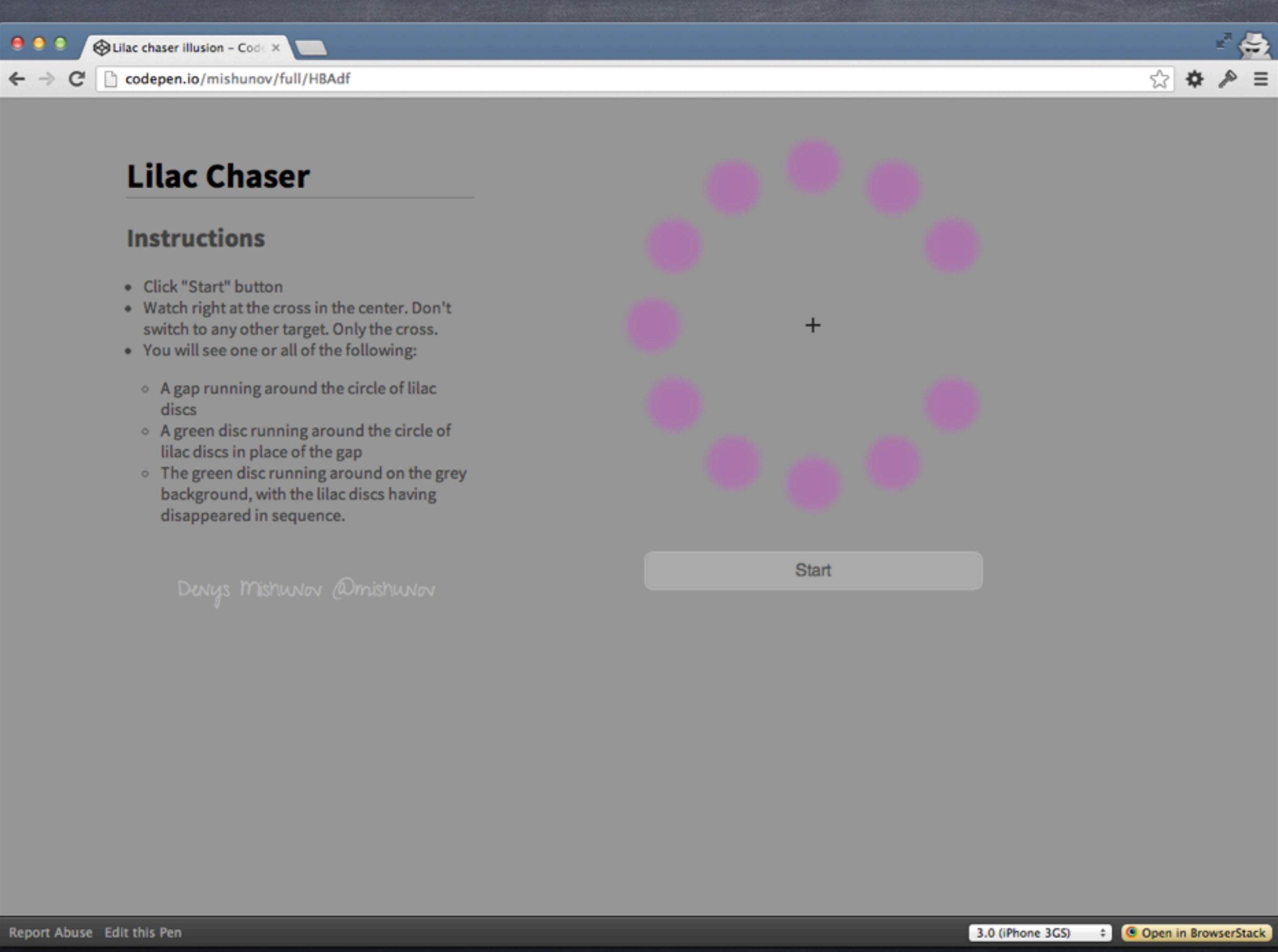
**Эффективная реклама +
продающий сайт.
Как обогнать конкурентов?**



Алексей Довжиков

TRINET/ eLama.ru

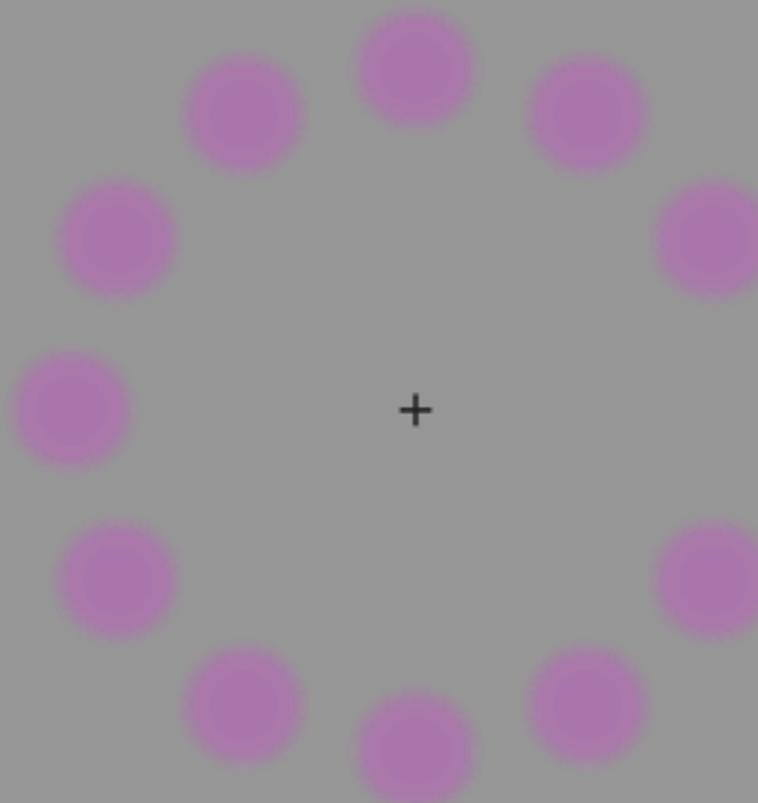
**Интернет-маркетинг
от А до Я**



Lilac Chaser

Instructions

- Click "Start" button
- Watch right at the cross in the center. Don't switch to any other target. Only the cross.
- You will see one or all of the following:
 - A gap running around the circle of lilac discs
 - A green disc running around the circle of lilac discs in place of the gap
 - The green disc running around on the grey background, with the lilac discs having disappeared in sequence.



Start

Denys Mishunov @mishunov