



SCIENCE of DESIGN

Denys Mishunov • @mishunov

DESIGN = communication

"We are designers, not artists;
the main difference being that
we produce things that solve
problems."

Paul Boag

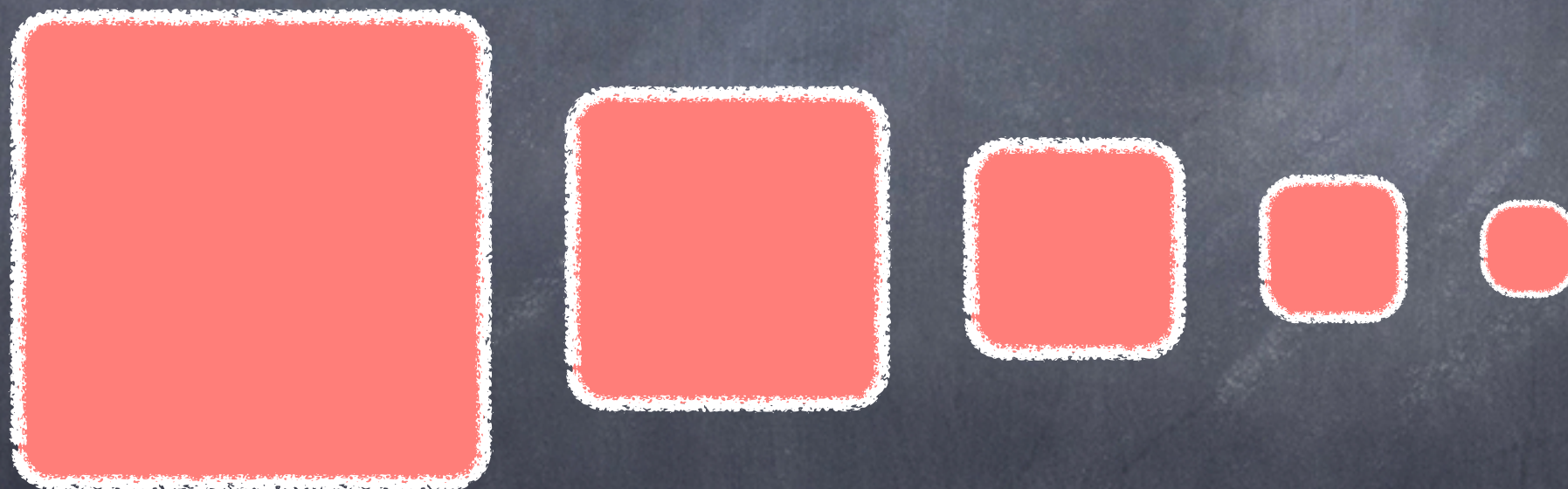
Geometry

Psychology

DESIGN

Neuroscience

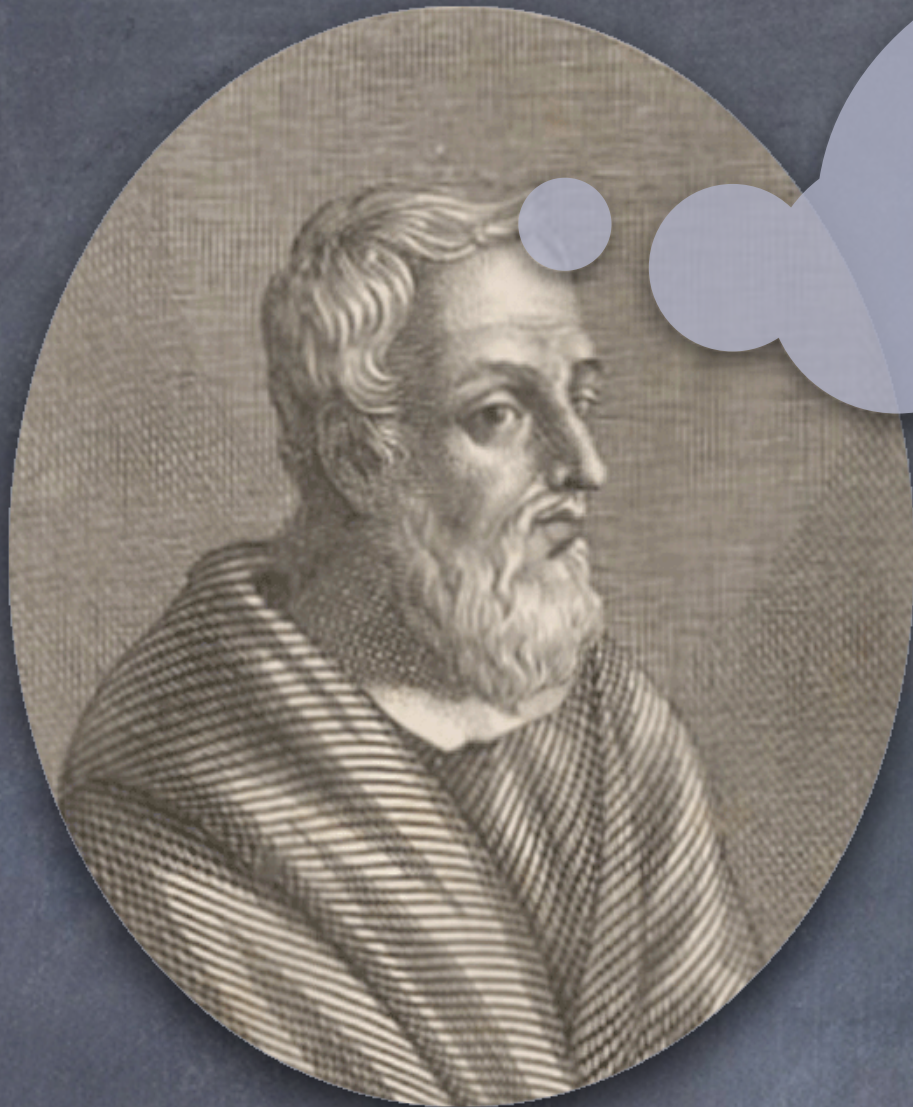
PROPORTION



Charles Seife

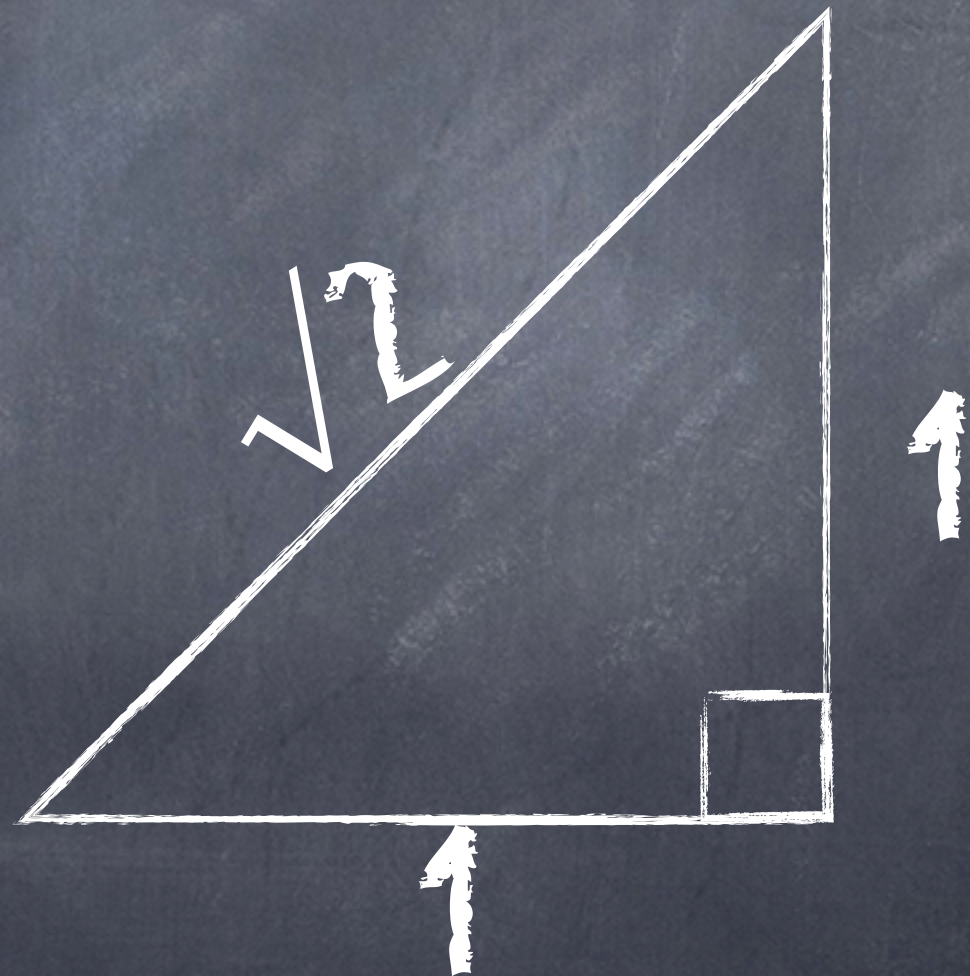
"Zero: The Biography of a
Dangerous Idea"

... Hippasus of Metapontum stood on the deck preparing to die. Around him stood the members of a cult, a secret brotherhood that he had betrayed. Hippasus had revealed a secret that was deadly to the Greek way of thinking, a secret that threatened to undermine the entire philosophy that the brotherhood had struggled to build. For revealing that secret, the great Pythagoras himself sentenced Hippasus to death by drowning. To protect their number-philosophy, the cult would kill...



IPPASO DI METAPONTO, FILOSOFO

ARRR you
kidding me?

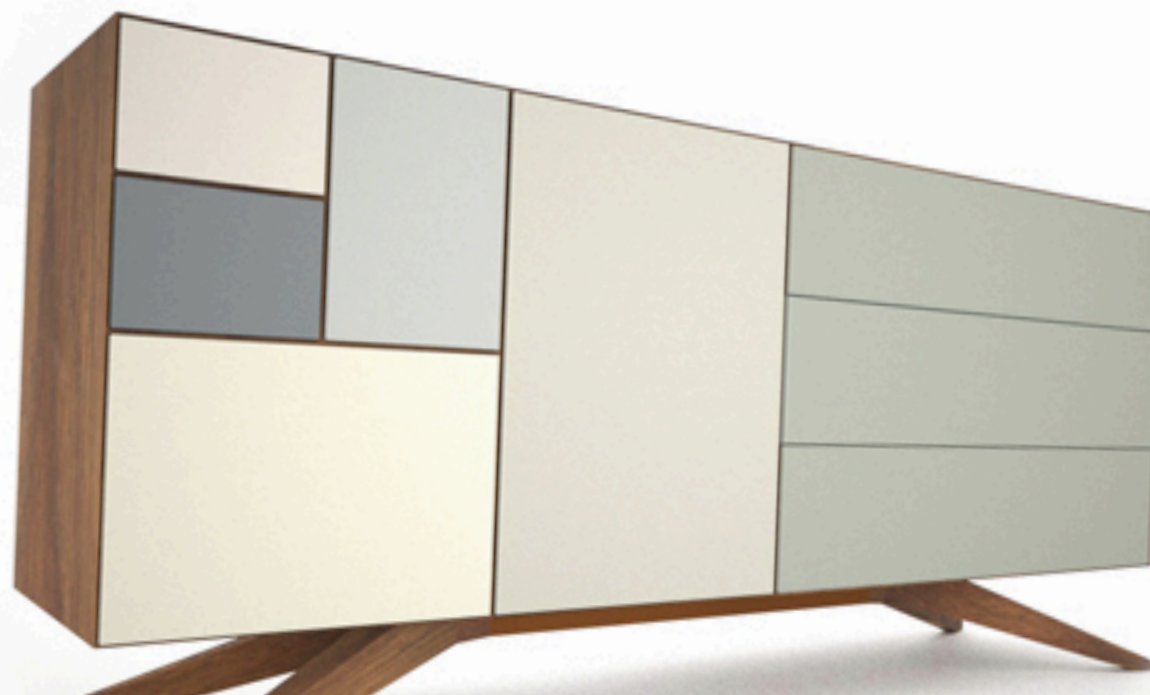




Pythagoras

6th century BC



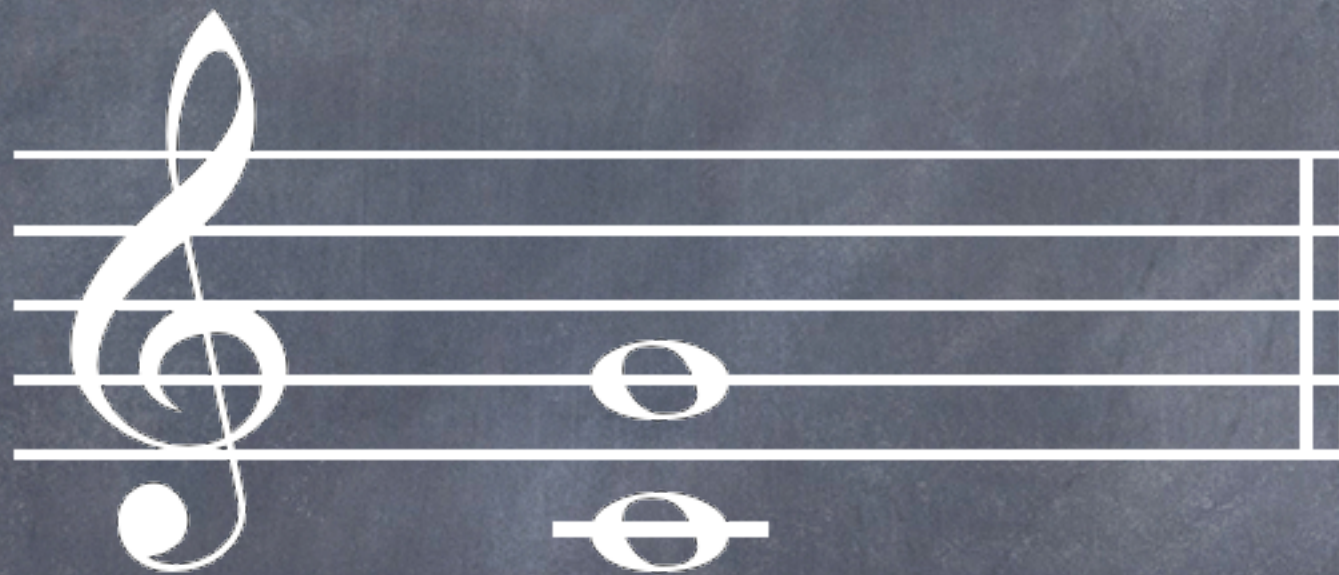


invisiblecity

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

RULE OF THIRDS

Perect Fifth



⚡ Auto

Options



SCIENCE of DESIGN

Denys Mishunov • fastName.No • @mishunov



On the Road
HD New Trailer



Mama
HD New Trailer



Lincoln
HD New Trailer



See featured HD Trailers >

Emmy Awards This Sunday!



This Sunday brings the [64th Primetime Emmy Awards](#), so get ready for the show with our [Road to the Emmys](#) section, featuring the [full list of major nominees](#), galleries of [this year's nominated actors](#) and [actresses](#), as well as [photos from last year's show](#), and more. We'll be taking over the homepage Sunday evening with tons of red carpet photos as they come in, live updates of the winners, and more! Get ready for it all in the [Road to the Emmys!](#)

NewsDesk

[Top News](#)[Movie News](#)[TV News](#)[Celebrity News](#)

General Hospital's John Ingle Dead at 84

2 hours ago | TVLine.com

[John Ingle](#), who played [General Hospital's](#) Edward Quartermaine for nearly two decades, died Sunday. Ingle's family announced his passing Monday on Facebook. Gh executive producer [Frank Valentini](#) later shared the news via Twitter, saying, "We love him and will miss him."

[See more >](#)

Box Office

1. [Resident Evil: Retribution](#) \$20.6M
2. [Finding Nemo](#) \$17.5M
3. [The Possession](#) \$5.8M
4. [Lawless](#) \$4.22M
5. [ParaNorman](#) \$3.04M

[See more box office results >](#)

Opening This Week

- | | |
|-------------------------------------------------------|--------|
| Dredd 3D | ★ 94% |
| End of Watch | ★ 168% |
| House at the End of the Street | ★ 31% |
| Trouble with the Curve | ★ 3% |
| The Perks of Being a Wallflower | ★ 162% |
| How to Survive a Plague | ★ 295% |
| Diana Vreeland: The Eye Has to Travel | ★ 9% |
| Unconditional | ★ 132% |

[See more titles >](#)

Coming Soon

- | | |
|--------------------------------------|-------|
| Looper | ★ 41% |
| Hotel Transylvania | ★ 82% |
| Won't Back Down | ★ 62% |
| Pitch Perfect | ★ 56% |
| The Other Dream Team | ★ 1% |

[See more titles >](#)

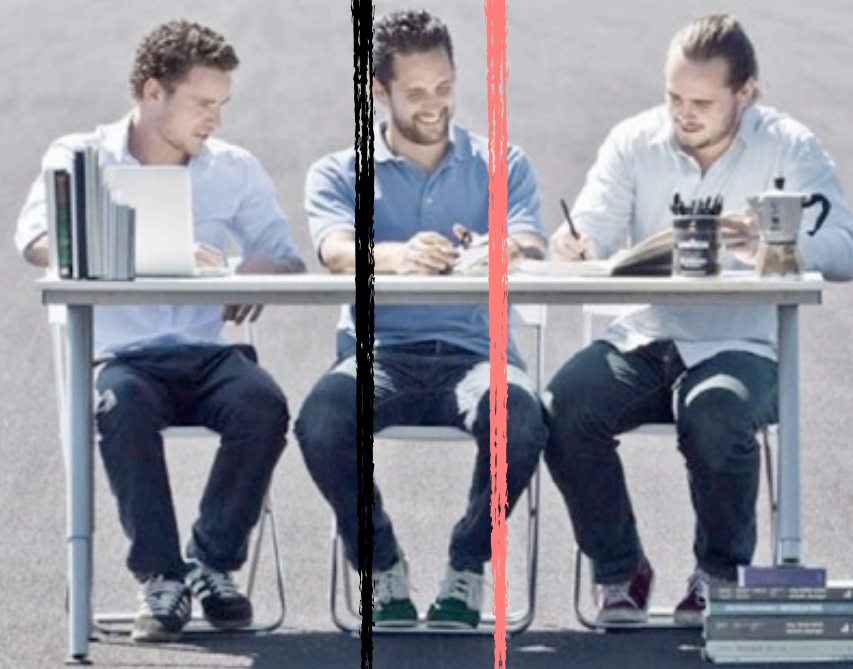


NL | EN

Studio AIRPORT

Creative Explorers

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



2012 © All rights reserved, StudioAIRPORT

<http://www.studioairport.nl/>

• Golden section

• 3:4

• Square root of 3

• 5:8

• 3:5

• anything:anything

Screens proportions

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

"The page is a piece of paper. It is also a visible and tangible proportion, silently sounding the thoroughbass of the book. On it lies the textblock, which must answer to the page. The two together - page and textblock ...

Robert Bringhurst

"The Elements of Typographical Style"

... produce an antiphonal geometry.
That geometry alone can bond the
reader to the book. OR conversely, it
can put the reader to sleep, or put
the reader's nerves on edge, or drive
the reader away."

Robert Bringhurst

"The Elements of Typographical Style"

Psychology

Geom

DESIGN



+



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

Max Wertheimer

Zoetrope

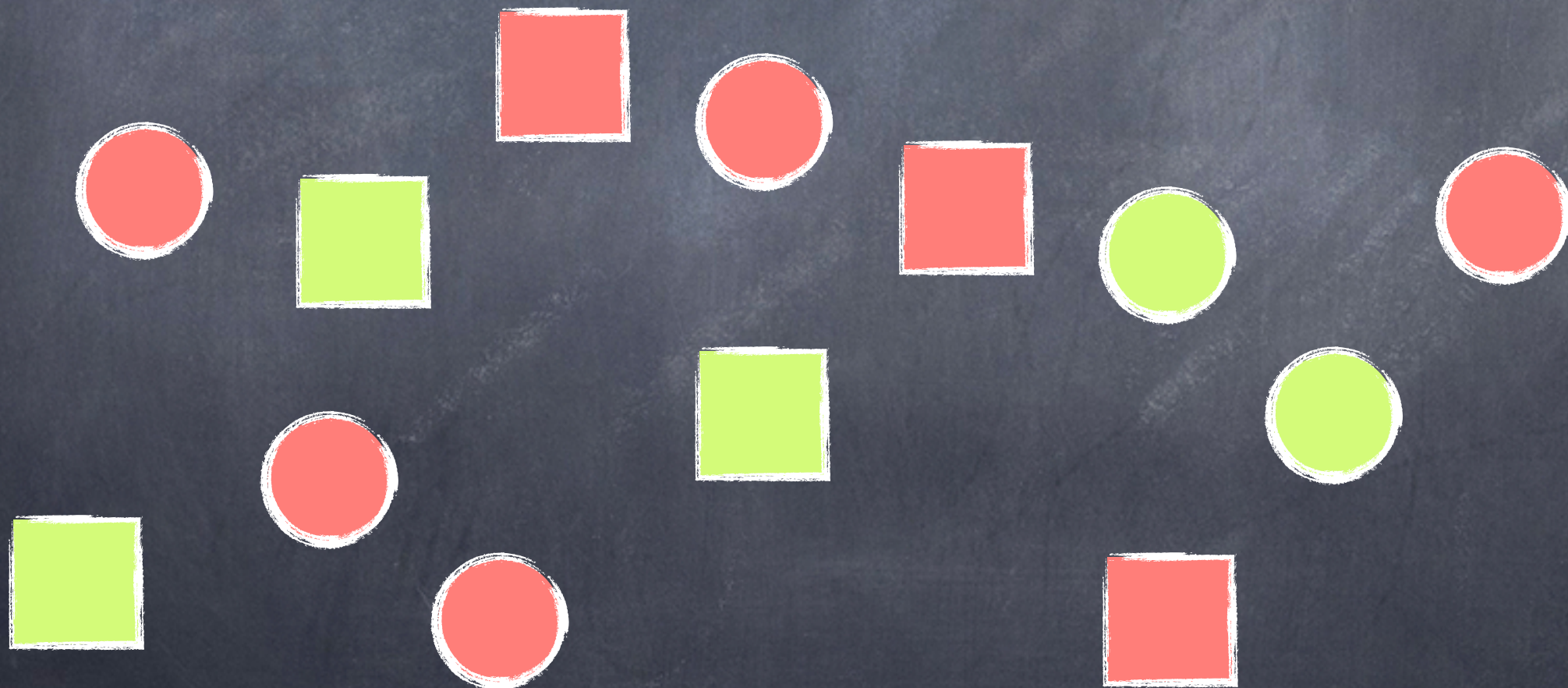
GESTALT

psychology

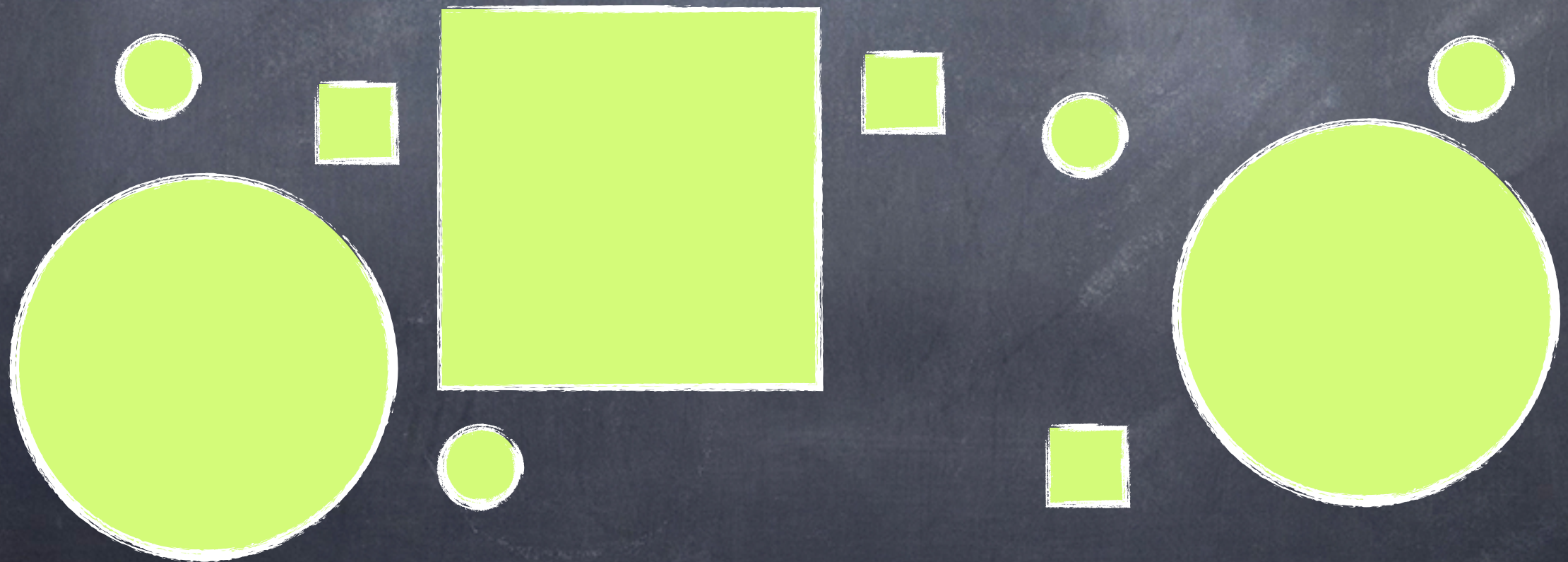
PROXIMITY



SIMILARITY IN COLOR



SIMILARITY IN SIZE



SIMILARITY IN SHAPE







For Web Designers...

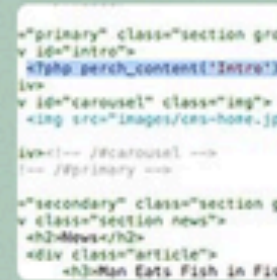
Perch is a great way for individuals to manage the sites they're passionate about.



One-off cost



Hosted with the website



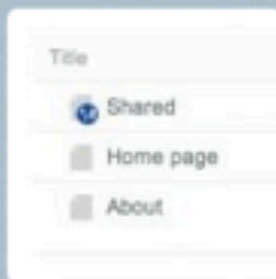
Full mark-up control



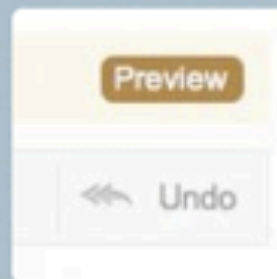
Free official add-ons

... and for Clients

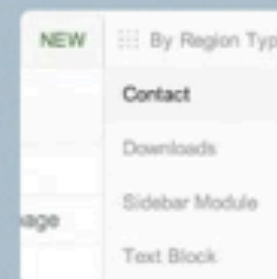
Designed to give clients confidence in updating their sites, enabling them to manage their content independently through the simple user interface.



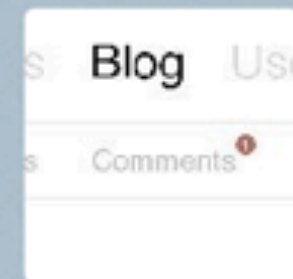
Easy to Learn



Edit with Confidence



Proper Control Panel



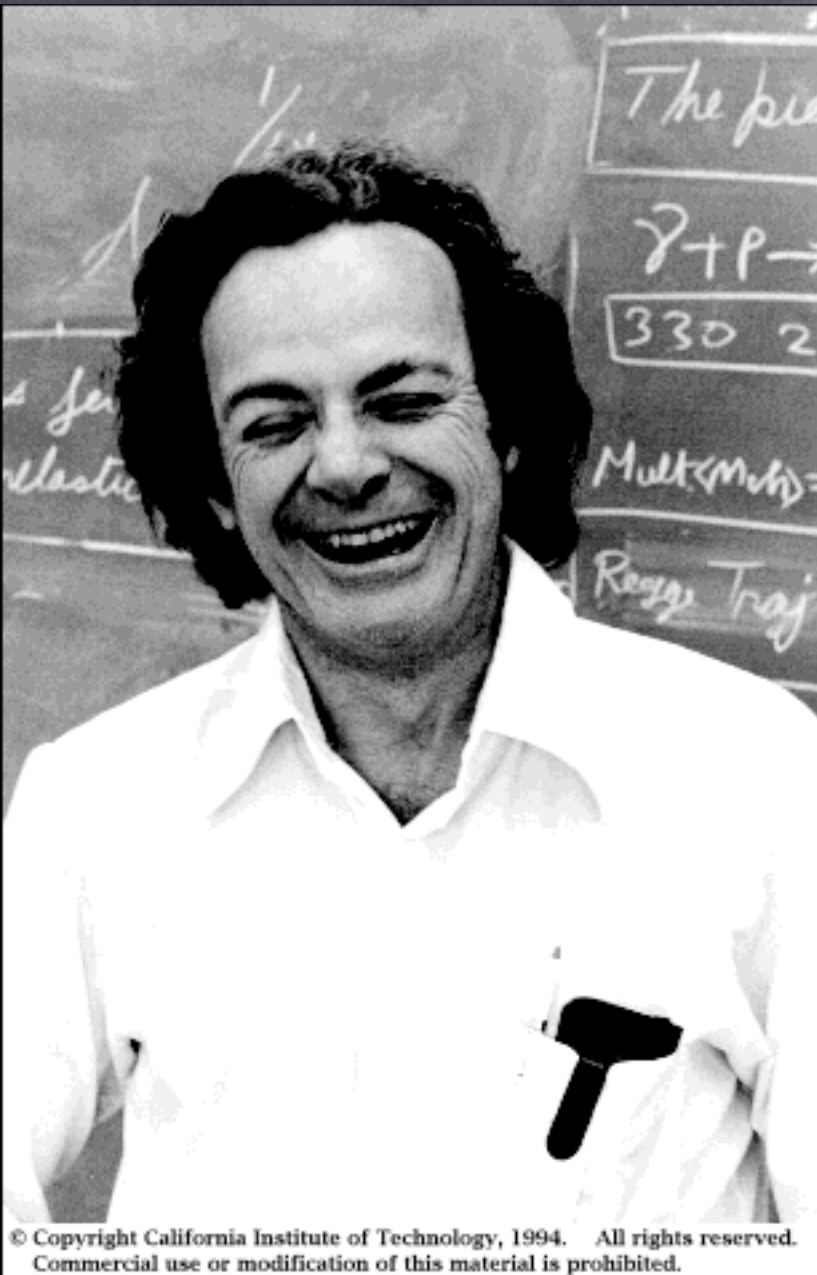
Room to Grow

Don't just take our word for it

14,000+

websites

grabaperch.com



"Physics is like Sex: sure it may have some practical results. But that's not why we do it."

Richard P. Feynman

Gen

Psychology

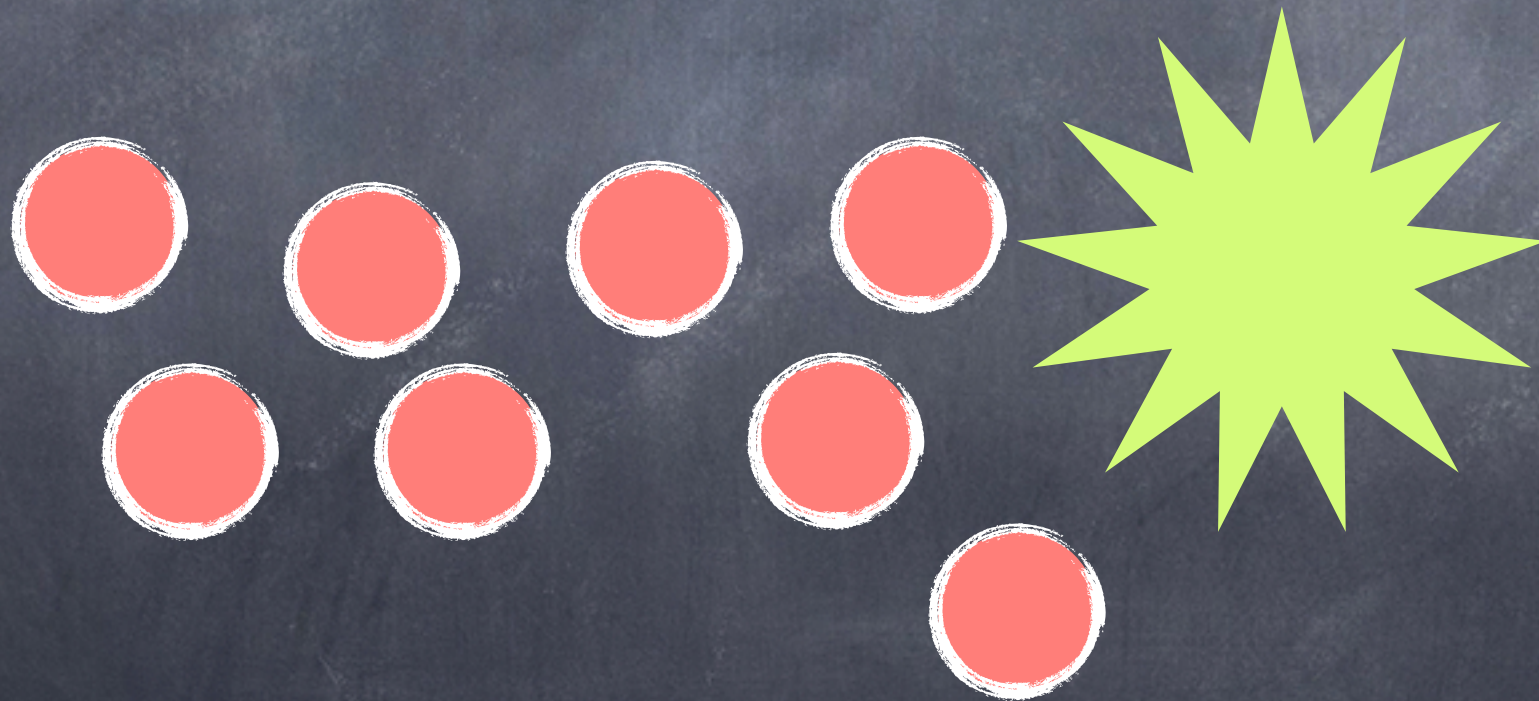
DESIGN

Neuroscience

COLOR



CONTRAST



CONTRAST

• Similarity

• Direction

• Color

• more

23 Butikker

Gratis el-retur

Video

Index

Akvarium

Alarm

Alkotester

ATV (el.)

Bilde-Fliser

Bil (elektrisk) gas

Bilbane

Conrad-elektronikk

Digital-Kikkert

Disko-Lys

Dummy-Kamera

DVD-Spill

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-Jamer (Bil)

Luft-Jekk

Lykt (oppladbar)

Mobil-telefon-1, 2

Motorsykkel-Mini

Omformer (110V)

Oversetter (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

Søk i ARNGREN

www.ARNGREN.net

Teknologi & Gadgets

Index

el-retur

1 2 3 9 1 7

Erithjof Lsin Fly-Bil

Søk Arngren.net

Slik Betaler du

Bygg ditt eget 2-seters Helikopter kr. 398.000.-

Presse

Forbruker Elektronikk

ART-TECH

Nyhet!

40 cm lang

V22 Osprey 2.4 Ghz kr. 998.- (4ch)

44 Språk-Talende Oversetter m/Norsk fra kr. 298.-

El-Bil for norske forhold (Vi vant elbil kontrakten med Posten) kr. 99.998.-

RC Shark 450 II kr. 2999.-

2.4GHz

Tilbud!

Dirt-bike

1.999.-

Original Enzo-Ferrari kr. 3.998.-

1398.-

4998.-

4.998.-

kr. 3.998.-

Elektrisk-ATV 4WD 3999.-

7998.-

3998.-

1798.-

Elektriske-Biler til Barn, Ungdom & Voksne

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

Nyhet!

86 cm lang

Elektronikk

Disko-Lys

Oppladbar-Lykt (15mill.) Verdens Sterkeste kr. 598.-

Laser-Show fra kr. 599.-

4 mp

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

2.4GHz

RC Helikopter Super Stabilt. 4ch. Metall kr. 1099.-

Lyd, Røyk, Lys

4WD Truck 2.4 Ghz RC fra kr. 2499.-

RC Produkter

Monster-Bil kr. 1998.-

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

Elektronikk

Trådløst Mikro Farge-Kamera sett fra kr. 399.-

Styreenhet & Fordelere til Bil fra kr. 3500.-

RC Produkter

Avatar Nyhet!

4CH New Design 4ch RC Avatar Heli. 48 cm langt kr. 798.-

Star Wars Sjakk kr. 699.-

RC Fiskebåt med Fish-Finder kr. 2999.-

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

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

Bilde-Fliser fra kr. 580.-

2.4 GHz, 6ch

Nyhet!

100 cm lang

Hobby

- Fjernstyrte Produkter

- Forbruker Elektronikk

- Elektriske-Kjøretøy

- Bilde-Fliser

- Disko-Lys

- Rakett-Fly

- Roboter

CONRAD

Video

120cm langt. Computer-styrt

Video-1

Video-2

RC 4ch Helikopter fra kr. 798.-

Rakett-Fly

AT RACING 85km/t. 1:8

4WD Truck 2.4 Ghz RC fra kr. 2499.-

RC Produkter

Monster-Bil kr. 1998.-

20-144x

Kikkert-lengste & kraftigste. kr. 1998.-

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

RC Produkter

Norsk Sciens fiction Film

Mål Internet hastighet 1.2

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

Avatar-Gunship 299.-

4-CH

el-jeep 9998.-

Ta alltid ut 230Vac Adapteren når du ikke er tilstede, eller sov

Gratis Mobiltel.-Spill

Video

3, 4 & 6 c

Airwolf Helikopter fra kr. 399.-

arngren.net



MailChimp

Log In

Sign Up Free

ricing

Features

Resources

Support

Blog

Search



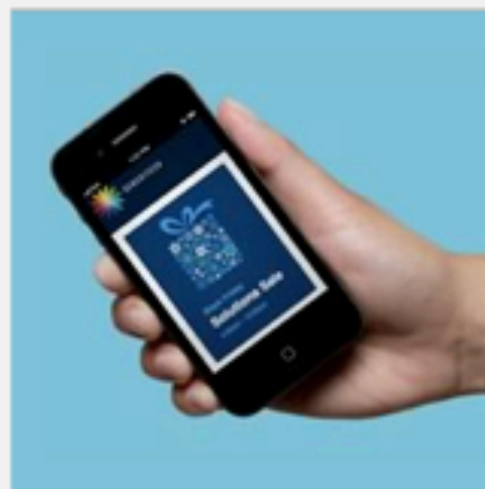
Easy Email Newsletters

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.

Sign Up Free

What's New



New Features:
**Mobile Friendly
Campaigns**



New from MailChimp:
Transactional



Stories:
Michael



mailchimp.com

"In everything, no matter what it may be, uniformity is undesirable"

"Leaving something incomplete makes it interesting, and gives one the feeling that there is room for growth"

Yoshida Kenko

1330 - 1332

Don't be
afraid
of new
CHALLENGES

"If we want better sites,
better work, and better-
informed clients, the need to
educate begins with us."

Jeffery Zeldman

THANK YOU

Typefaces

👁 "Give Me Glory"
by Kimberly Geswein

👁 "Sketch Rockwell"
by Lukas Bischoff

Music

👁 "A Necessary End" by Saltillo

👁 "Star Wars: A New Hope (Main Theme)" by
"City of Prague Philharmonic" (comp. John Williams)

@mishunov · <http://mishunov.me> · CodePen