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Sr. User/Design Researcher / Information Architect Specialist

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Universal Principles of Design

- 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.

The gist of universal principles of design:

- **How can I influence the way a design is perceived?**
  - Affordance
  - Alignment
  - Closure
  - Color
  - Common fate
  - Consistency
  - Constancy
  - Face-ism ratio
  - Figure-ground relationship
  - Five hat racks
  - Good continuation
  - Gutenberg diagram
  - Highlighting
  - Iconic representation
  - Interference effects
  - Law of Prägnaz
  - Layering
  - Legibility
  - Mapping
  - Orientation sensitivity
  - Proximity
  - Signal-to-noise ratio
  - Threat detection
  - Three-dimensional projection
  - Top-down lighting bias
  - Uniform connectedness
  - Visibility

- **How can I help people learn from a design?**
  - Accessibility
  - Advance organizer
  - Chunking
  - Classical conditioning
  - Comparison
  - Depth of processing
  - Exposure effect
  - Forgiveness
  - Garbage in—garbage out
  - Hierarchy
  - Immersion
  - Interference effects
  - Inverted pyramid
  - Layering legibility
  - Mental model
  - Mnemonic device
  - Operant conditioning
  - Performance load
  - Picture superiority effect
  - Progressive disclosure
  - Readability
  - Recognition over recall
  - Serial position effects
  - Shaping
  - Signal-to-noise ratio
  - Storytelling
  - Von Restorff effect

- **How can I enhance the usability of a design?**
  - 80/20 rule
  - Accessibility
  - Aesthetic-usability effect
  - Affordance
  - Confirmation
  - Consistency
  - Constraint
  - Control
  - Cost-benefit
  - Entry point
  - Error
  - Fitts' law
  - Forgiveness
  - Hick's law
  - Hierarchy
  - Iconic representation
  - Immersion
  - Interference effects
  - Inverted pyramid
  - Layering mapping
  - Mental model
  - Mimicry
  - Performance load
  - Progressive disclosure
  - Readability
  - Recognition over recall
  - Signal-to-noise ratio
  - Visibility
  - Wayfinding

- **How can I increase the appeal of a design?**
  - Aesthetic-usability effect
  - Alignment
  - Archetypes
  - Attractiveness bias
  - Baby-face bias
  - Classical conditioning
  - Cognitive dissonance
  - Color
  - Defensible space
  - Entry point
  - Exposure effect
  - Face-ism ratio
  - Fibonacci sequence
  - Framing
  - Golden ratio
  - Mimicry
  - Most average facial appearance effect
  - Operant conditioning
  - Prospect-refuge
  - Rule of thirds
  - Savanna preference
  - Self-similarity
  - Signal-to-noise ratio
  - Similarity
  - Storytelling
  - Symmetry
  - Top-down lighting bias
  - Waist-to-hip ratio

- **How can I make better design decisions?**
  - 80/20 rule
  - Accessibility
  - Comparison
  - Convergence
  - Cost-benefit
  - Development cycle
  - Errors
  - Expectation effect
  - Factor of safety
  - Feedback loop
  - Flexibility-usability tradeoff
  - Form follows function
  - Garbage in—garbage out
  - Hierarchy of needs
  - Iteration
  - Life cycle
  - Modularity
  - Normal distribution
  - Ockham's razor
  - Performance versus preference
  - Prototyping
  - Redundancy
  - Satisficing
  - Scaling fallacy
  - Structural forms
  - Uncertainty principle
  - Weakest link