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INTERNATIONAL CONFERENCE OF  
EXPERIENCE DESIGN 2015

I&DC

重新定义用户体验

REDEFINING USER EXPERIENCE

2015年11月11-13日 上海浦东香格里拉大酒店

主办单位：上海用户体验研究中心 | 承办单位：上海用户体验研究中心 | 协办单位：上海用户体验研究中心 | 支持单位：上海用户体验研究中心

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# DYNAMIC DESIGN

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*Design for change*



to. Ook deze aanschaffen kunnen hogere doelen dienen - Armstrong verlangt zelf naar een statig herenhuis aan het park omdat het goed zou passen bij het soort elegant gezinsleven dat hem voor ogen staat (hij zal het alleen nooit kunnen betalen), - zolang we ons maar bewust zijn van onze drijfveren. Kom je er door tot bloei, of beweeg je mee met de vrienden die ook allemaal grotere huizen kopen? Onderzoek je motieven, houdt Armstrong ons voor. „Vraag je af bij een aankoop: hoe goed is het voor me om dit ding in mijn leven te hebben?“ Wie niet definieert hoe geld een persoonlijke invulling van een goed leven dient, weet namelijk nooit wanneer het genoeg is. Je kunt altijd een duurder horloge kopen, een groter huis, een grotere boot, een grotere auto.

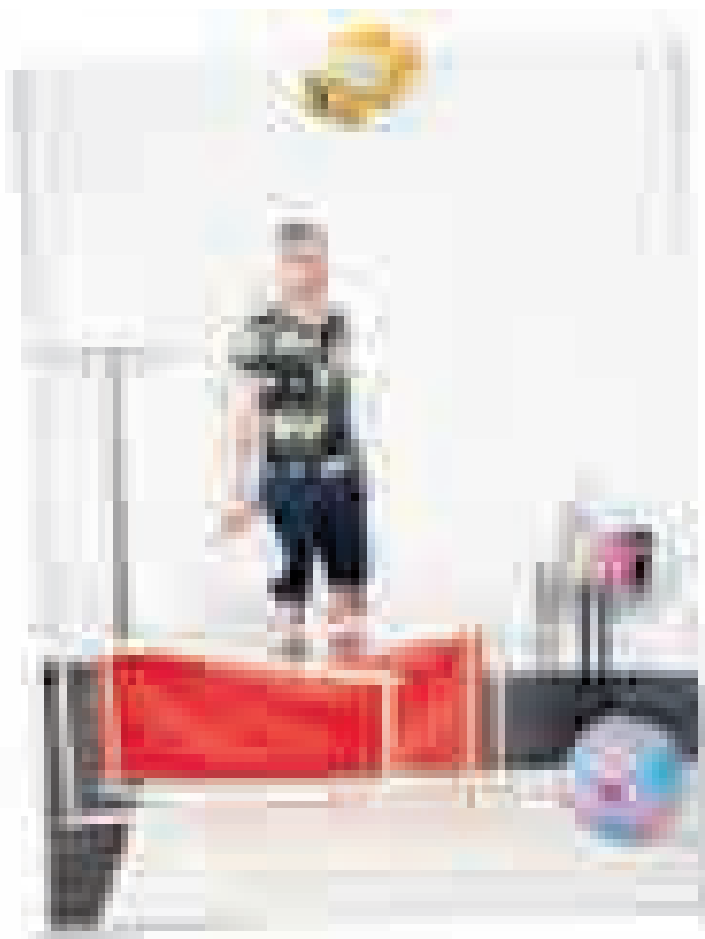
Uitpuikende kasten en toch steeds nieuwe spullen kopen; het verlangen naar meer wordt aangedreven door een onbewust mechanisme dat voor onze voorouders een zinnvolle strategie was, maar tegenwoordig voor problemen zorgt: schaarstedenken. De vooronderstelling dat er van iets niet genoeg zal zijn, en dat het noodzakelijk is om voorraden aan te leggen. Die ingeprogrammeerde hamsterdrang wordt aangewakkerd door de alomtegenwoordige reclamecampagnes. Er wordt voortdurend een beroep op ons gedaan om meer te consumeren.

„Schaarstedenken is in onze cultuur verankerd“, zegt Benammar in een telefoongesprek een paar weken na de les. „We worden constant aangesproken op onze behoeften, dat hongerrige gevoel naar meer, dat nooit gestild kan worden. En als je eindeloos begeert, heb je definitief een eeuwig tekort.“

Benammar stelt een denkoefening voor: „hoe zou het zijn om eens vanuit een standpunt van overvloed te denken in plaats van schaarste?“ Hij ziet dat zo: de meesten van ons hebben bij de geboorte overvloedig levensenergie gekregen. Hoeveel daarvan willen we uitgeven aan geld verdienen, aan zorg, hoeveel aan wandelen of literatuur? Geld is immers maar een van de ingrediënten van een goed leven, luidde de conclusie van de workshop. Er is ook liefde, vriendschap, erotiek, kunst, koken, natuur. Het overschot aan energie kan ook daar naartoe, in plaats van het gedachteloos te besteden aan overwerk. Zo'n paradigmawissel vereist wel wat, geeft Benammar toe. „Ik denk nu twintig jaar na over geld, en het schaarstedenken is zo in de cultuur verankerd; het vraagt heel veel van je als individu om je daar aan te onttrekken.“

Wat daarbij volgens hem kan helpen is je keuzes niet te vergelijken met die van anderen. Ons consumptiepatroon, en hoe we ons leven inrichten, wordt onbewust gestuurd door kopieergedrag. Advies van de filosoof: „Kijk wat jij wilt bereiken in het leven, en stel daar je keuzes op af.“

19 augustus staat er weer een les. *Jij en je geld* op het programma van The School of Life. [theschooloflife.com/amsterdam](http://theschooloflife.com/amsterdam)



## Ik ga niet op vakantie en koop... *een designstoel*

De Aspre-stoel staat al jaren op mijn verlanglijst

**Henk Haalma (45)** – art director bij digital agency Mirabeau.

**Waar gaat uw vakantiegeld heen dit jaar?**

„Ik zet het opzij om volgend jaar een stoel te kunnen kopen van Christian Liaigre. De Aspre, die heb ik al jaren op mijn verlanglijst staan. De klassieke soberheid en monumentaliteit van het ontwerp spreken me aan. Het is een troon bijna. Het merk wordt in Nederland niet verkocht, net als haute couture, dat is hier ook nauwelijks, er is geen markt voor. Ik ga ervoor naar de showrooms in Brussel of Parijs.“

**Wat kost dat?**

„Meer dan twee jaar aan vakantiegeld.“

**Wat deed u vorig jaar met het geld?**

„Ik heb er altijd voor een groot gedeelte kleding of meubels van gekocht. Dat deed ik vrolijk voordat het binnenkwam, ik nam vast een voorshot. Zo creëerde ik een financieel gat dat ik met het vakantiegeld compenseerde.“

**En uw vakantie dan?**

„Ik neem geen lange vakanties, ik reis het hele jaar door. Ik probeer om de week een paar dagen in een andere stad te zijn.“

„Ik ga altijd naar steden in het voormalige Oostblok. Warschau, Boedapest, Belgrado; opkomende creatieve economieën. De dynamiek ervan spreekt me aan; het is het tegenovergestelde van de ingeslapen museumsteden in het Westen.“

„Mijn werk bestaat uit presentaties en meetings voorbereiden en het bespreken van het werk van ons design-team. Als ik op maandag een bespreking heb via Skype, heeft niemand door waar ik zit. Werken in vliegtuigen en op vliegvelden gaat uitstekend, je dag is opgedeeld in kleine stukjes en dat brengt psychologisch een goede deadlinestructuur.“

„Voor reizen heb ik geen vakantiegeld nodig, dat betaal ik gewoon van mijn salaris. Een retour met Wizz Air vanaf Eindhoven is rond de zestig euro, en ik slaap in goedkope hotels of regeliets via Airbnb. Dure hotels vind ik sowieso verschrikkelijk, daarkomen geen leuke mensen. Waarom ik als urban nomad zo'n dure stoel wil, is me een raadsel. Volstrekt onlogisch natuurlijk.“



# Dynamic Design

# Agenda

- Personal introduction (15 min)
- Lecture: an introduction in dynamic design (45 min)
- Workshop: how to create a dynamic design in four steps (60 min)
- Cases, implications and a critical note (30 min)
- Summary & recommendations (15 min)

# TECHNOLOGICAL INNOVATION

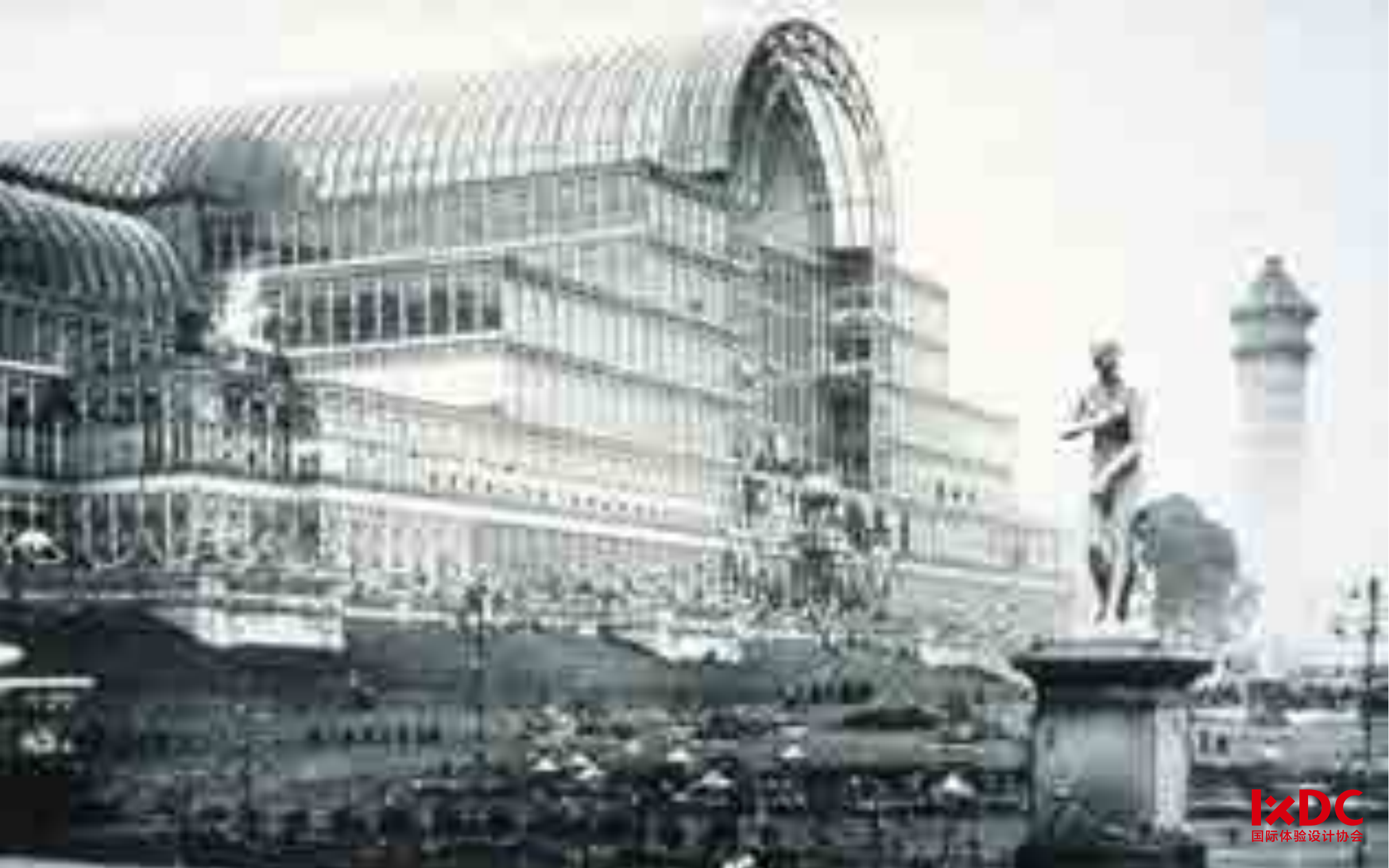
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*The impact of technological  
innovation on design*











# The Next Big Thing In Responsive Design

Responsive design has become a buzzword in the design world, but what does it really mean? In this article, we'll explore the latest trends in responsive design and how they can help you create a better user experience.

Responsive design is a design approach that allows web pages to adapt to different screen sizes and devices. It's a key concept in modern web design, and it's essential for creating a user experience that works on any device.



Responsive design is a design approach that allows web pages to adapt to different screen sizes and devices. It's a key concept in modern web design, and it's essential for creating a user experience that works on any device.



It's important to understand that responsive design is not just about making things look good on different devices. It's about creating a user experience that works on any device. This means designing for the way people use devices, not just the devices themselves.

## To Design

Responsive design is a design approach that allows web pages to adapt to different screen sizes and devices.

It's important to understand that responsive design is not just about making things look good on different devices.





# TYPE CASE DESIGN

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*Bringing content to life*



Navigation: Home | About | Contact

Home | About | Contact

Home | About | Contact

Home | About | Contact



### Our Projects

Project 1 | Project 2 | Project 3

### Featured activities

Activity 1 | Activity 2 | Activity 3

### Our Team

- Team member 1
- Team member 2
- Team member 3
- Team member 4
- Team member 5
- Team member 6
- Team member 7
- Team member 8
- Team member 9
- Team member 10



Text content for the right-hand column, including a heading and several lines of body text.

Footer text: Copyright 2023. All rights reserved. | Privacy Policy | Terms of Service





Navigation menu items: Home, About Us, Services, Contact Us

Home

About Us

Contact Us



### Home

Home

### Services

Services

### Contact Us

- Home
- Services
- Contact Us
- Home
- Services
- Contact Us
- Home
- Services
- Contact Us



Footer navigation menu items: Home, About Us, Services, Contact Us









# Posters



Valentine Special!

GO  
ITS

BUZZ  
LIGHTY CAN



# Posters

VENGUASSEMBLAIA

I po de jet or  
de jet or  
men  
ce

**EXTRA**

Los Angeles Times

# ASSASSINATE KENNEDY



Not a letter for Sen.  
Foster in Calif. yet



High Court Bars Segregation in Schools

Los Angeles Times 9:10

Two Women Hired From Job

## ESCAPEE CRASHES CAR IN HOUSE AT 65 M.P.H.



Los Angeles Times

## ALL-OUT WAR OPENED ON GANGS



Los Angeles Times

Los Angeles Times

Los Angeles Times

Los Angeles Times

Los Angeles Times

# DYNAMIC DESIGN

---

*Context to trigger content and design*



# KLM SEATING 2.0

Experience the new KLM seating layout, designed for comfort and efficiency. Discover the benefits of our new aircraft configuration.

Learn more about our new seating layout and how it improves your flight experience.

Discover the new KLM seating layout and how it improves your flight experience.

# €6m1d

Experience the new KLM seating layout, designed for comfort and efficiency. Discover the benefits of our new aircraft configuration.

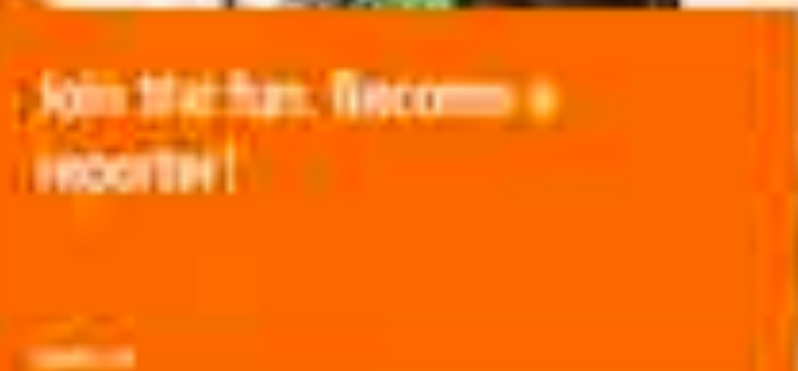
There is no paper that can  
describe an online experience

The growth of the Internet

**NIEUWE  
FASHIONSITE**

From fashion website  
to fashion website









0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36 38 40 42 44 46 48 50 52 54 56 58 60 62 64 66 68 70 72 74 76 78 80 82 84 86 88 90 92 94 96 98 100



0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36 38 40 42 44 46 48 50 52 54 56 58 60 62 64 66 68 70 72 74 76 78 80 82 84 86 88 90 92 94 96 98 100



0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36 38 40 42 44 46 48 50 52 54 56 58 60 62 64 66 68 70 72 74 76 78 80 82 84 86 88 90 92 94 96 98 100



























# NO LOGO

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*Why we should challenge web conventions*

Home > Shopping Cart > Cart Summary

Home > Shopping Cart > Cart Summary

Home > Shopping Cart > Cart Summary

## Select



### Week 1 Drama



### Week 2



### Subtotal for Drama

Year Group	Number of Students
Year 7	17
Year 8	28
Year 9	23
Year 10	28
Year 11	28

### Total

115

Continue →





Where would  
you like to go to?

Name:

Age:

Gender:

Sex:

Phone:

Email:

Go



Account Name	Account Type	Account Number
<input type="text"/>	<input type="text"/>	<input type="text"/>

### Account Information

Account Name:

Account Type:

Account Number:



### Payment Details

Payment Method	<input type="text" value="Credit Card"/>
Account Number	<input type="text" value="1234 5678 9010"/>
Exp. Date	<input type="text" value="12/31/2023"/>

### Payment details

Payment method

Account

Account number

1234 5678 9010

Full name

John Doe

CVV

Expiry date

MM

YY

MM

YY



Continue

# No logo

The increasing popularity of mobile devices with their reduced real estate has undermined the logo's traditional top left corner position. However, on desktop interfaces we still cling to this convention. What are we doing?



# TYPOGRAPHY FIRST

---

*The miraculous return of classic typography  
in the responsive age*

The Elements  
of Typographic Style

---

Robert Bringhurst



THESE ARE THE PROPERTIES OF THE  
CURVE OF THE PARABOLA

1. THE CURVE IS SYMMETRICAL ABOUT A  
VERTICAL LINE WHICH IS CALLED THE  
AXIS OF SYMMETRY

2. THE CURVE IS ALWAYS OPEN  
UPWARDS OR DOWNWARDS

3. THE CURVE IS ALWAYS  
CONCAVE UPWARDS OR  
CONCAVE DOWNWARDS



4. THE CURVE IS ALWAYS  
CONCAVE UPWARDS OR  
CONCAVE DOWNWARDS

## Web Design is NOT Typographic

by Jonathan Ho

90% of the information on the web is written language. It is only logical to say that a web designer should get good training in the main discipline of sharing written information, in other words: **Typographic**.

Back in 1999, Neil French, a famous book typographer, wrote an article of his contemporary print world that we could easily say apply to contemporary web design.

"Today we are possessed with both an insatiable thirst for printed matter and the sense of the individual word has diminished. In our frenzied contemporary world simply saying 'here everything that is printed today. It is the typographer's task to divide up and organize and maintain that mass of printed matter in such a way that the reader will have a good chance of finding what is of interest to him."

With good imagination (typical print world context) this sounds like we get permission to be interpreted designers. It is the individual designer's task to divide up and organize and maintain that mass of printed matter in such a way



# WORKSHOP

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*From bad practise to best practise*

# 1

---

*How to differentiate the design? Explore dynamic possibilities in design elements such as colours, imagery, layout and logo.*

# 2

---

*How to personalize and contextualize your content? Think about personas and journeys. Involve personal parameters like location, time, preferences and behaviour.*

# 3

---

*What are the business goals and what is the brand proposition? What kind of differentiation or contextualization makes sense? Keep it simple!*

# 4

---

*Create a dynamic design system. Remember:  
it is a system, not a page. Sketch two states.  
How do users influence the layout?*

# BRAND ID

---

*Committed, nearby and authoritative.  
Originally a cooperation for farmers. What  
they were unable to do individually, they  
succeeded in doing collectively.*



Home  
About  
Contact  
News  
Events  
Services  
Projects  
Research  
Publications  
Partnerships  
Quality Management  
Sustainability  
International  
Career Center  
Alumni



Announcements  
Your  
Karlshochschule

Home  
About  
Contact  
News  
Events  
Services  
Projects  
Research  
Publications  
Partnerships  
Quality Management  
Sustainability  
International  
Career Center  
Alumni



...and you can find us at:  
...and you can find us at:  
...and you can find us at:  
...and you can find us at:  
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...and you can find us at:

Home	About	Contact	News	Events	Services	Projects	Research	Publications	Partnerships	Quality Management	Sustainability	International	Career Center	Alumni
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# ELEVATOR PITCH

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*How do users influence your layout? Explain your dynamic design system.*



# BEST PRACTISES

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*Context to trigger content and design*

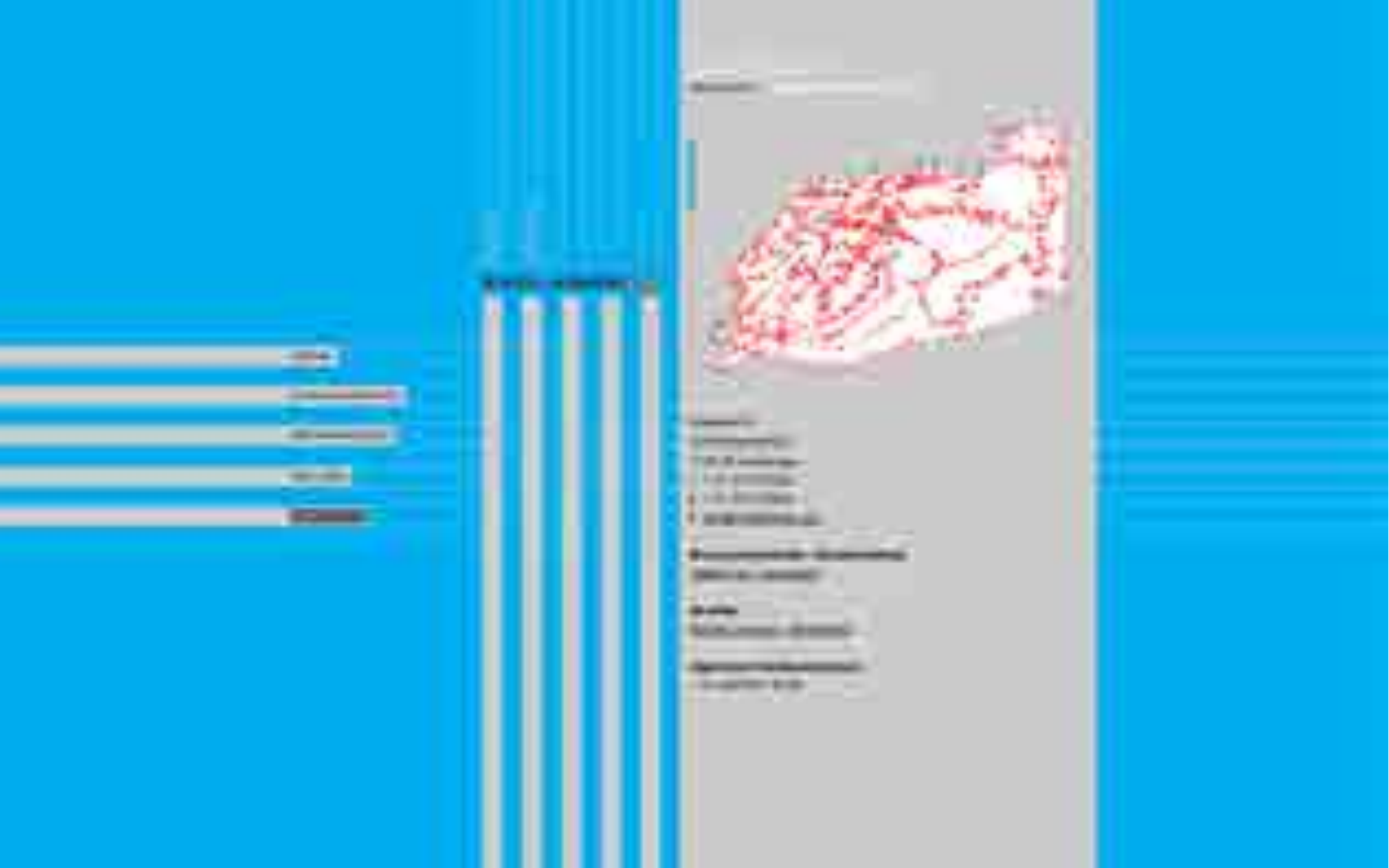
1	Introduction
2	Chapter 1: The Basics
3	Chapter 2: Advanced Topics
4	Chapter 3: Case Studies
5	Chapter 4: Future Trends

EXPLORING THE  
 FUTURE OF AI



AI is revolutionizing the way we live and work. From healthcare to education, AI is making significant contributions. This book explores the latest developments in AI and its potential to shape the future.







- 1. **Globalization**
  - Economic
  - Cultural
  - Political
- 2. **Trade Liberalization**
  - WTO
  - NAFTA
  - EU
- 3. **Globalization and Development**
  - Growth
  - Inequality
  - Environmental Impact
- 4. **Globalization and Culture**
  - Homogenization
  - Hybridization
  - Resistance
- 5. **Globalization and Environment**
  - Climate Change
  - Resource Depletion
  - Environmental Justice

- 6. **Globalization and Labor**
  - Labor Rights
  - Global Supply Chains
  - Labor Mobility
- 7. **Globalization and Technology**
  - Digitalization
  - E-commerce
  - Global Communication
- 8. **Globalization and Health**
  - Global Health
  - Pandemics
  - Health Equity

Globalization is a complex phenomenon with multiple dimensions and impacts. It is a double-edged sword, offering opportunities for growth and development while also posing significant challenges. Understanding its various facets is crucial for navigating the globalized world.



Home to  
the industry's  
most trusted  
resources

Business  
Plans  
Financial  
Statements

LeasePlan  
Software  
LeasePlan  
LeasePlan  
LeasePlan

Global  
Leasing  
Software  
LeasePlan

LeasePlan  
LeasePlan  
LeasePlan

## The Latest news from LeasePlan

LeasePlan  
LeasePlan

### LeasePlan selected for Global Excellence Award

LeasePlan is proud to be  
selected for the 2014  
Global Excellence Award  
by the International  
Leasing Association.

### The Power of Mobility

LeasePlan's new  
LeasePlan  
LeasePlan

Interested in

LeasePlan

# Interested in which car you can drive?

...and the answer is...  
...and the answer is...  
...and the answer is...  
...and the answer is...

A digital tablet displaying a form with an orange background. The form contains several text input fields and a prominent black button at the bottom with white text.







The winter  
is coming



+



+



## What our customers say about us



See how efficient and effective our agents can be out in the field. See the experience of working with iCasePad.

[View this video](#)



# 82%

of our customers think iCasePad is a great solution.

[View this video](#)



Searching for  
an occasion?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**Find LeasePlan locations**

an occasion?

LeasePlan is a leading provider of fleet management solutions, offering a range of services to help businesses reduce costs and improve efficiency. Our solutions include vehicle leasing, maintenance, and insurance, all designed to provide a comprehensive and cost-effective fleet management solution.

[Find LeasePlan locations](#)



LeasePlan





**Top Left Panel**

Section header: [Illegible]

Content area with a list of items and a blue button at the bottom right.

**Top Right Panel**

Section header: [Illegible]

Content area with a list of items and a blue button at the bottom right.

**Bottom Section**

Four columns of text, each with a header and a list of items.

- Column 1:** [Illegible header], [Illegible list items]
- Column 2:** [Illegible header], [Illegible list items]
- Column 3:** [Illegible header], [Illegible list items]
- Column 4:** [Illegible header], [Illegible list items]



Check out our  
financing options



Meet our  
sales team



View our  
latest models



We enjoy making leasing  
easy for our drivers

View our  
leasing options



## Calculatai voia cea optima

My System

Where



Integrare & soluții  
personalizate  
pentru  
vă

Home

## Special offer



Special offer on tires with a limited quantity

View offer now



Special offer on tires with a limited quantity





He's here, the new VW Golf



1.8 TSI 150kW (204hp) 6-speed DSG

1.8 TSI 150kW (204hp) 6-speed DSG  
1900cc 150kW (204hp) 6-speed DSG

## What our customers say about us



75%



## What our customers say about us



Over the years with  
this company I have  
experienced excellent  
service and  
friendly staff.



82%

## Find LeasePlan locations

Searching for  
an occasion?





## The Latest news from LeasePlan

News and updates from LeasePlan

Our latest news and updates

Read more

Read more

## Interested in which car you can drive?

Discover the latest news and updates from LeasePlan

Form with input fields and a submit button.

## Upcoming



## What our customers say about us



Discover our services with this thought-provoking content and how the exciting world of car leasing is changing.



# 82%

of our customers are satisfied with our service.





Three white cards with orange icons and text, set against a background of black pebbles. The cards appear to be informational or promotional.

## What about electric cars

- They are more expensive than petrol cars
- They are more expensive to buy
- They are more expensive to run
- They are more expensive to maintain
- They are more expensive to insure
- They are more expensive to charge
- They are more expensive to dispose of

Learn more



...and more information on page 10

# WIJ KEREN MAANDELIJKS UW RENTE UIT

Exclusief voor leden

## Inloggen op Mijn LTM

[Wachtwoord vergeten?](#)

## De LTM van uw LTM

[Wachtwoord vergeten?](#)

# WIJ KEREN MAANDELIJKS UW RENTE UIT

Levensplan 

## Inloggen op Mijn LTM

[Wachtwoord vergeten?](#)

## De opbouw van uw LTM

[Wachtwoord vergeten?](#)





Analysis and reports

Analysis and reports

Well: [Well Name]

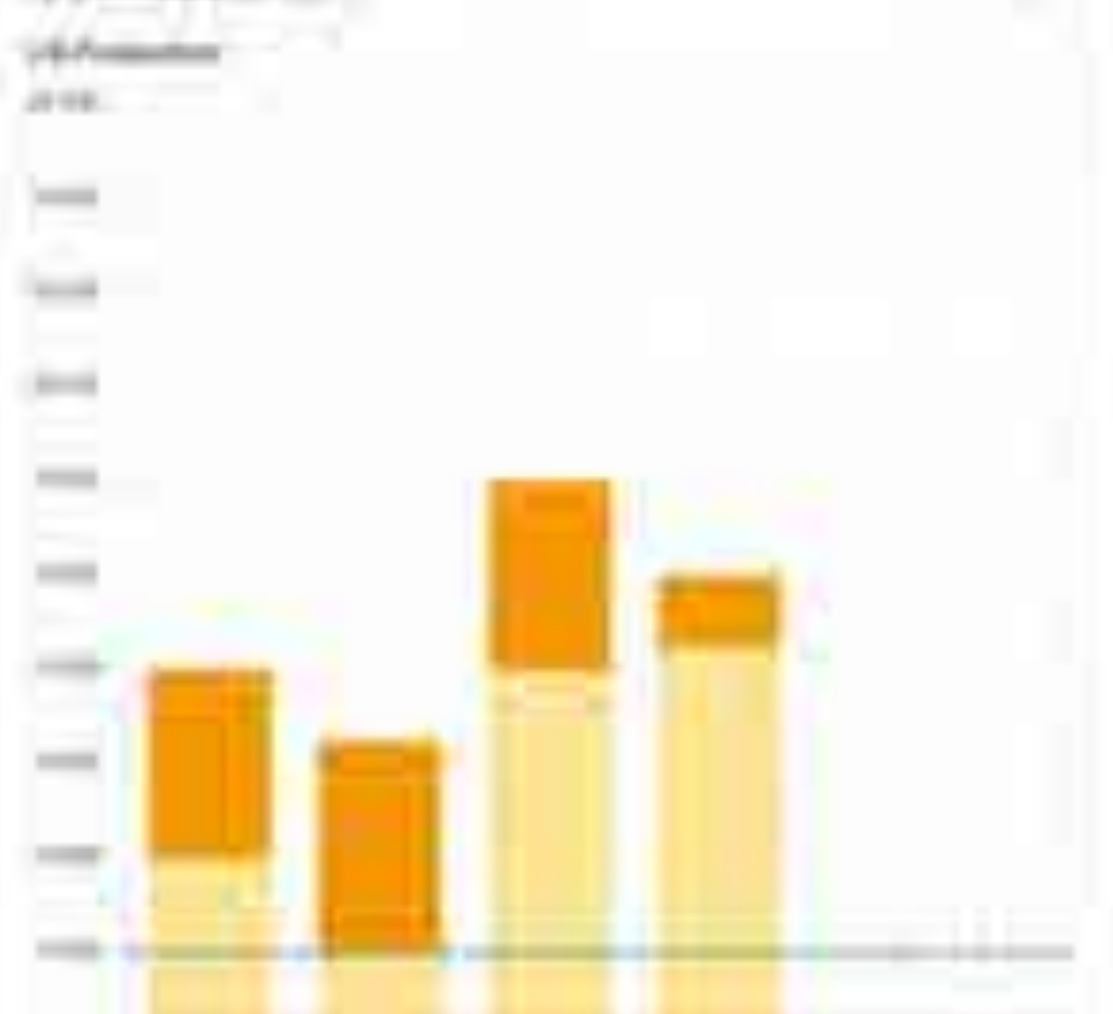
Oil - liquid production



Gas - gas production



Oil - production





## ANALYSIS AND REVIEW

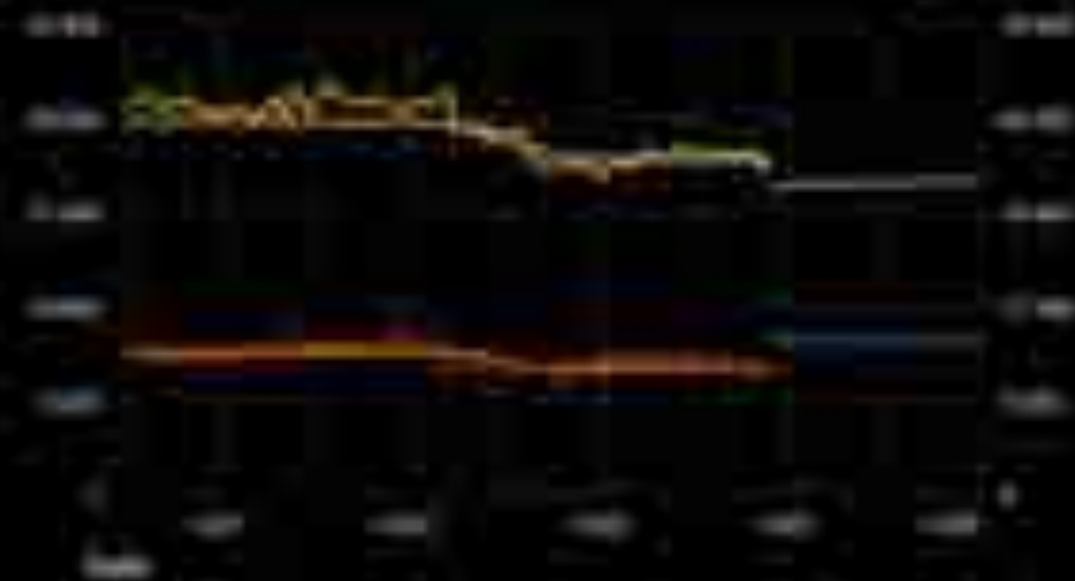
Report on the performance of the investment portfolio

1. Investment Performance

2. Risk Analysis

### 1.1 Investment Performance

1.1.1 Return

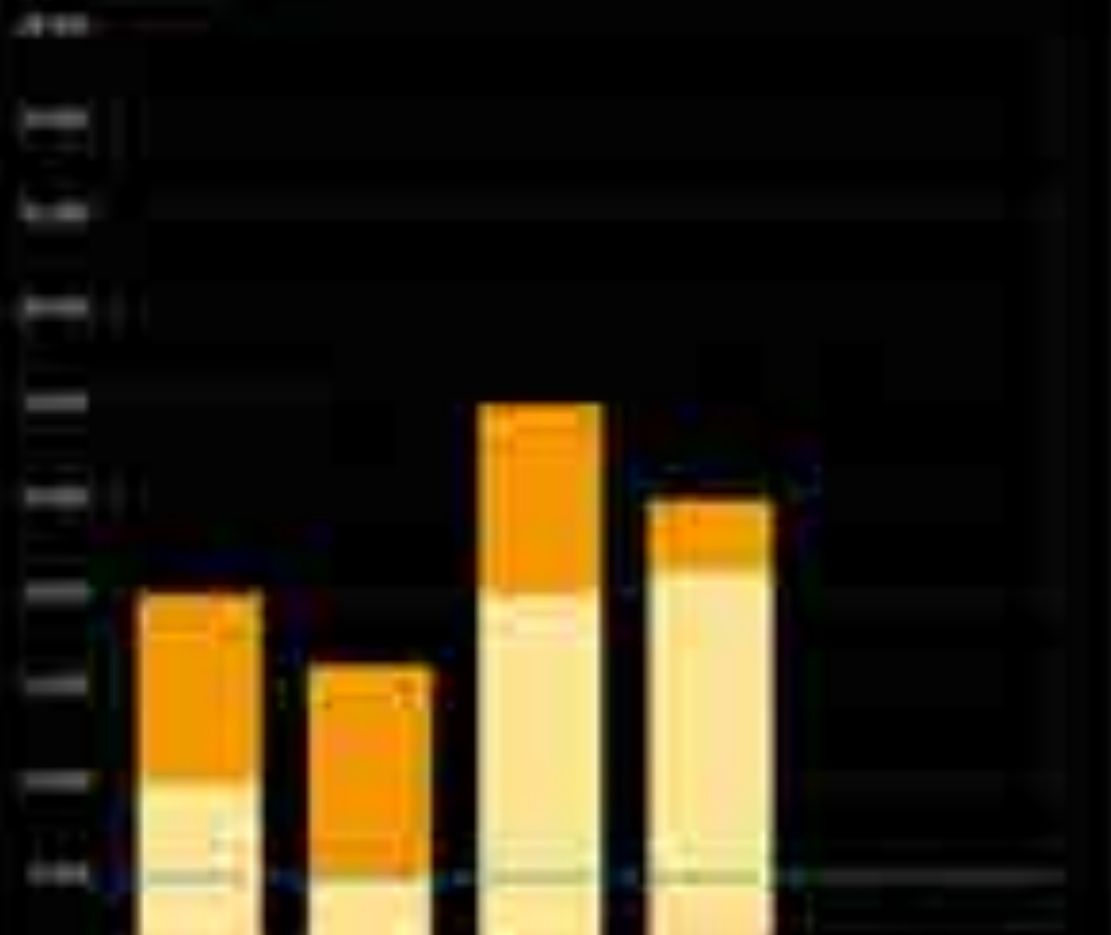


### 1.2 Risk Analysis

1.2.1 Risk

### 1.3 Risk Analysis

1.3.1 Risk





# THE PAGE IS DEAD

---

*From static pages to transitional interfaces*





WORLD LEADING  
MULTIMEDIA  
2014



Do you  
have any  
dreams?



HLW

# New York City



## LNRO



# The page is dead

---

Marketers are embracing a radical change: the website as a collection of static pages that are linked to one another.

## The problem

As a result of the current market conditions, many marketers are looking for ways to improve their website's performance. In the past, the focus was on creating a single, static page that could be updated as needed. But now, with the rise of mobile devices and social media, marketers are looking for ways to create a more dynamic and engaging website. This is where the concept of a "page" comes in. A page is a single, static page that can be updated as needed. This is a radical change from the traditional website, which was a collection of pages that were all linked to one another. This change is necessary because it allows marketers to create a more dynamic and engaging website that can be updated as needed.

There are many benefits to this approach. First, it allows marketers to create a more dynamic and engaging website that can be updated as needed. Second, it allows marketers to create a more consistent and cohesive website that can be updated as needed. Third, it allows marketers to create a more user-friendly website that can be updated as needed. Finally, it allows marketers to create a more secure website that can be updated as needed.



The age of the abstract tends to be  
 reflected in - the space and  
 site - another fundamental  
 strategy in digital design

The age of the abstract tends to be  
 reflected in - the space and  
 site - another fundamental  
 strategy in digital design

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 reflected in - the space and  
 site - another fundamental  
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 reflected in - the space and  
 site - another fundamental  
 strategy in digital design

The age of the abstract tends to be  
 reflected in - the space and  
 site - another fundamental  
 strategy in digital design



*We are beginning to overcome our fear of the 'horror vacui', or empty space*

The first of these is the 'horror vacui', or the fear of empty space. This is a common fear, and it is often the result of a lack of understanding of the concept of the vacuum. In the past, people have often been afraid of the vacuum because they have not understood that it is not a void, but a space filled with matter. This is why the vacuum is often referred to as the 'horror vacui'.

The second of these is the fear of the unknown. This is a common fear, and it is often the result of a lack of understanding of the concept of the vacuum. In the past, people have often been afraid of the vacuum because they have not understood that it is not a void, but a space filled with matter. This is why the vacuum is often referred to as the 'horror vacui'.

The third of these is the fear of the dark. This is a common fear, and it is often the result of a lack of understanding of the concept of the vacuum. In the past, people have often been afraid of the vacuum because they have not understood that it is not a void, but a space filled with matter. This is why the vacuum is often referred to as the 'horror vacui'.



Once we have completed  
 the simulation of  
 this, then we would be  
 able to say that

There is a  
 significant  
 difference  
 between the  
 two groups  
 in terms of  
 the number  
 of errors  
 made.

Therefore, we can  
 conclude that  
 the two groups  
 are significantly  
 different in terms  
 of the number of  
 errors made.

When we have completed  
 the simulation of  
 this, then we would be  
 able to say that  
 there is a significant  
 difference between the  
 two groups in terms  
 of the number of  
 errors made.

When we have completed  
 the simulation of  
 this, then we would be  
 able to say that  
 there is a significant  
 difference between the  
 two groups in terms  
 of the number of  
 errors made.

When we have completed  
 the simulation of  
 this, then we would be  
 able to say that  
 there is a significant  
 difference between the  
 two groups in terms  
 of the number of  
 errors made.



**F\*UCK THE CONTEXT**

---

*A critical note*








# F\*CK the context

For decades, the world of advertising has been divided by conventionalism, with the words "fuck the context" written on the wall of the advertising industry. But now, as the world of advertising continues to evolve, it is time to ask: "Is it time for a new revolution in digital design, which is led by the magic words 'context and relevance'?"



**'The brush  
adapts to your  
personal needs'**

...the brush head is designed to adapt to the shape of the tooth and the angle of the brush head is designed to adapt to the angle of the tooth. This means that the brush head will always be in contact with the tooth and the bristles will always be in contact with the tooth. This is why the brush is so effective at cleaning the tooth.

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A woman with dark hair tied back, wearing a black tank top, stands outdoors in a park-like setting. A large green circular graphic is overlaid on the right side of the image, containing the text 'TRAIN OP BASIS VAN JOUW DNA!' in white, bold, uppercase letters. Below this text is a smaller green circle containing a white DNA double helix icon.

**TRAIN OP  
BASIS VAN  
JOUW DNA!**



# Signature and personal vision are more important than the UX dogmas: user-centred design and cooperation

**Head of Design**  
The design process is a continuous one, and it's important to have a clear vision of what you want to achieve. This is not a one-time thing, but a ongoing process that evolves as you learn more about your users and their needs. It's about creating a shared understanding of the problem and the solution, and then working together to find the best way to solve it.

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# RECOMMENDATIONS

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*Tips for creating a dynamic design*

# 1

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*Identify different user groups and draw up behavioural roles.*

# 2

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*Include user group behaviour as a variable in your design.*



# 3

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*Make the content presentation (layout) dependent on the user. The device is only one user attribute.*

# 4

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*Allow the user to also be partly responsible  
for the layout, not just the designer.*

# 5

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*Do not design a template or infrastructure ('type case') to fill with content, but design a system in which content and the way in which it is used can come alive.*

# 6

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*Think in terms of transitions. The designer in the digital age is a choreographer, not just a producer of images.*

# CONCLUSION

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*The new design revolution has nearly started*

## Design that adapts to these different devices by becoming fluid is a huge revolution in the history of design, and in the history of the image in general

### Fluid design: the new paradigm of the future

The challenge of fluid design is to create a design that works on any device, from a large monitor to a small smartphone. This is a huge revolution in the history of design, and in the history of the image in general. It means that a design can be used on a monitor, a tablet, or a smartphone, and still look good. This is a huge revolution in the history of design, and in the history of the image in general. It means that a design can be used on a monitor, a tablet, or a smartphone, and still look good.

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### Conclusion

- 1. Design that adapts to these different devices by becoming fluid is a huge revolution in the history of design, and in the history of the image in general.
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# Dynamic Design

# GET ONE?

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*Take one or send an email to get a pdf:*

[hhaaima@mirabeau.nl](mailto:hhaaima@mirabeau.nl)



