GRAB A DRINK!
(AND A SEAT)
VISUAL DESIGN + KEYNOTE WIZARDRY

PURIN’S SECRET RECIPE ON MAKING STUFF LOOK PRETTY

I’m so pretty
PLEASE EXCUSE MY POOR PUBLIC SPEAKING SKILLS.
GOAL:

FOR YOU TO WALK AWAY FROM THIS WORKSHOP WITH TOOLS & TECHNIQUES TO MAKE YOUR DESIGNS LOOK PRETTY
Pulse is a beautiful application that makes reading news fun & engaging.
VISUAL DESIGN IS A LEARNABLE SKILL, JUST LIKE BICYCLING.
Analysis: Product As A "?" Box

Input

- Electricity
- User’s “setting-up”/programming

Output

- Visual presence
- Visual “time”
- Alarm sound
- Radio sound

Where the interface problem (major) is

Where the aesthetics problem (minor) is

* Form follows function: changes in aesthetics will follow changes in interface.
By using the velcro modeling method, users become a part of the design process by expressing their personal view of what the ideal interaction points are. In this case, they are given the body of the alarm clock with a screen on one side, different kinds of “pushable jog dial” buttons, a menu button. They are to configure all theses buttons and display onto the body to create what makes the most sense to them.

**Velcro Modeling**

**Key findings from this exercise:**

1. Users identify that the flat circular type jog dial is the their most preferable type of button.
2. The jog dial button is likely to be placed on the flat top, either at the center or towards the right side of the body.
3. The menu button is placed on either the same surface, or on the front, next to the screen.
COPYING GOOD EXAMPLES
What the Flooding Mississippi Means for America's Dinner

by PETER SMITH
In order to design beautiful things, you have to surround yourself with beautiful things.

Dan Boyarski
CMU School of Design
PRACTICING
Despite his superior design and engineering skills, Nathan is not a very brave person. At the age of eight, all his guy friends were able to ride bicycles. Not Nathan. There's something scary about balancing himself on two wheels and trusting that it will be all okay. At the age of 15, Nathan went on his first date with his high school crush, Jeney, at a roller skating rink. Skating didn't seem that scary to him, but he managed to fall face-down, broke his nose and teeth, and pretty much embarrassed himself in front of literally the entire high school population. It was then when Nathan was stigmatized for life.

At the height of 5'10" and weighing in about 150 pounds, Nathan wasn't the fat or the short kid. He was just a normal guy with less-than-average self-confidence and little tendency to try something new. His best friend Jordan, on the other hand, is a 5'4" guy with a deep passion for acrobatics and extreme sports: bungee jumping, downhill biking, wake boarding — you name it.

Towards the end of their senior year of high school, both Nathan and Jordan went camping in the Pacific Northwest. Near the camp site was a hang gliding school. Jordan could not wait to get himself on the hang glider. Nathan, of course, stayed behind and went hiking instead.

In the most unfortunate series of events, Jordan managed to kill himself and injured the instructor during the hang gliding lesson. According to the investigation, it appeared that Jordan was intoxicated with mushrooms before and while gliding, went out of control, landed into the forest safely, but got mauled by an eight-feet female grizzly bear in heat. The instructor, a father of these boys and four girls, lost all arms and legs also to the bear.

Saddened by the tragedy and wanting to experience what Jordan felt like minutes before he died, Nathan designed and commissioned The Death Wheel 3000dx, a glider that simulates the experience of gliding on the ground. On contrary to the hang gliders Jordan killed himself in, the device he made is 100% safe and Nathan was not reluctant to test-ride in it. His tears broke down as he glided over a grassy flat. Jordan would have enjoyed this, he thought.
COME TO OUR

“Happy Hour”

sponsored by Product Design
Friday Feb. 25

4:30pm in the Atrium
(building 550)

refreshments and music will be served
BEING CONFIDENT

(FAKING IT)
When you think you’re in a safe environment, your level of creativity goes up by 10x.

Brendan Boyle
d.school / IDEO
CONSUMPTION SYMBOLS AS CARRIERS OF CULTURE
A STUDY OF JAPANESE AND SPANISH BRAND PERSONALITY CONSTRUCTS

JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
AAKER, BENET-MARTINEZ & GAROLERA (2001)

HOW TO TELL A STORY
GSB CASE STUDY M-323 AAKER (2003)
see also Story by Robert McKee

people are natural storytellers.
We're wired to understand, remember and work through stories. Framing things in terms of a story allows us to combine ideas with emotions, making them stickier.

STORY = SITUATION + COMPLICATION + SOLUTION

characters
Who are the characters in the story and what do they want or need? What risks do they face if they fail? Great stories get the audience emotionally invested in the characters.

plot
Good plots keep the audience engaged and wondering what will happen next. Stories should have a well-defined question the audience is seeking an answer to (will he live or die? Will the hero find her father?) and organize plot points around this question.

story arc
Good stories have a beginning, middle and end. In the beginning, the audience becomes engaged, characters are introduced, and the major dramatic question is established. During the middle of the story, characters are developed, and an “inciting incident” that turns the characters’ world upside-down occurs. The end is characterized by crisis, climax and consequences, and answers the story’s major dramatic question.

STORYTELLING TIPS
show, don’t tell.
Great stories allow the audience to visualize the details of the characters, setting, and plot. They avoid clichés and extraneous adjectives and adverbs in favor of concentrated and specific description.

call to action.
Effective stories have a clear purpose and leave the audience knowing what they can personally do to help out. This is especially important in a business setting where stories are used to persuade or inspire.

finding stories.
The best stories come from listening to people’s firsthand accounts of the mistakes they took on the path to success. Exposing vulnerabilities and using direct quotes help build empathy and add authenticity to a story.
OPEN AIR, OPEN FOR INTERPRETATION
7 SECRET TRICKS TO GREAT VISUAL DESIGN
1. Line Things Up
HUGE helps Adult Swim lock up the 18–24 geek demographic with a brand new set of show pages.

See More

How do you create an Anti-Brand online? Visit AdultSwim.com

The New York Times

NOTICED
At NBC’s Site for Women, a True Makeover

The first release in HUGE’s comprehensive redesign project for NBC’s ivillage.com was profiled in the NYTimes Read More...

September 10, 2009

SHIPPED
Classic: HUGE and the New York Philharmonic

The new NYPhil.org is an innovative and elegant site combining a wealth of information with state-of-the-art navigation and educational tools. Read More...

August 3, 2009

SHIPPED
HUGE Strengthens Grassroots Activism with a New ONE.org

With 2.4 million members and over 100 partnerships with other humanitarian organizations, HUGE evolved ONE.org to become an educational resource for activists, organizations, and politicians. Read More...

July 8, 2009

ARCHIVED.
SHIPPED (28)
NOTICED (24)

SHIPPED
HUGE Explores HISTORY’s "Expedition Africa"

HISTORY™ tapped HUGE to collaborate on designing a website and support marketing directives for the new series EXPEDITION AFRICA, a Mark Burnett production. Read More...

June 3, 2009

All News
Boo-Yah.

HUGE helps Adult Swim lock up the 18–24 geek demographic with a brand new set of show pages.

See More

How do you create an Anti-Brand online?
Visit AdultSwim.com
BALANCEPASS
SERVICE SYSTEM FOR A HEALTHY COLLEGE LIFESTYLE

RESEARCH

SERVICE DESIGN

STAKEHOLDER SCENARIO

INTERFACE DESIGN

DESIGN

The challenge is to design a visual interface. We went on an architecture, wireframes. The final design is the result of如何去 when.

DAILY NUTRITION VIEW
- Displays daily nutrition history throughout the day
- Summaries of nutrients and deficits

WEEKLY NUTRITION TRENDS
- Displays nutrition trend and balance over a week
- Top right box indicates overall nutrition balance; orange is well balanced and red is less balanced

MEAL ADVISOR
- Displays meal recommendations based on current physical location
- Sortable by distance, price, or nutrition balance
BALANCEPASS
SERVICE SYSTEM FOR A HEALTHY COLLEGE LIFESTYLE

RESEARCH
We employed a mixed-method design that used our research phase including contextual inquiry, user journeys, and participatory design to elicit and encode insights. Through our 12 weeks of design and iterative testing, we involved stakeholders such as designers, developers, and in vivo user experience monitoring experts, and conducted product workshops.

SERVICE DESIGN
From our findings, we identified that students need information and support to make balanced choices for their health. We also identified a new solution to the status quo of a service that can be used in a large university setting. Thus, our goal was to design a service that can be scaled up to a large number of users. These insights guided us to develop a new service designed to support college students.

USAGE SCENARIO
Our goal is to design a service that can be used by college students. We identified that the service should be accessible to all students and should be able to fit into their daily lives. Our user experience design is centered around the idea of creating a service that can be used by students to make healthy choices.

INTERFACE DESIGN
The design for the display device is to be used in a small and mobile format. The challenge is to design a simple and intuitive visual design that can be used by students, regardless of their level of experience, and that can be easily navigated by students. The final design is the result of several rounds of design and testing.

CONTEXTUAL INQUIRY
Findings
- Food consumption happens at different locations such as the dining hall, convenience stores, and residence halls.
- Students tend to eat more when they are stressed.

JOURNALING
Findings
- A majority of their eating decisions were based on a lack of time and convenience.

PARTICIPATORY DESIGN
Findings
- Students have little sense of how to eat and what to eat.

College is an inauspicious place for health problems ranging from mental stress to eating disorders. We chose to examine the lifestyles of female college students. We were intrigued by the tremendous pressure to keep up with academics and social life. It is also difficult to know exactly how well balanced meals are. Combine this with the difficulty in remembering what one has eaten and it becomes clear that even a simple display of the nutritional balance of food could be enough to help some people find the right foods.
service system for a healthy college lifestyle

research

we employed various design methods and tools for research, including contextual inquiry, user panels, and participatory design to elicit key insights. additionally, we employed a range of information and data collection methods, such as interviews with experts and stakeholders, workshops with students, and usability testing.

contextual inquiry

findings

most students have difficulty keeping up with academics and social life. it is also difficult to know exactly how well-balanced meals are. combining this with the difficulty of remembering what one has eaten, it becomes clear that a simple display of the nutritional balance of food would be enough to help people find the right foods.

journaling

findings

eating habits vary greatly among students, and it is difficult to keep track of what one has eaten. additionally, it is hard to remember what one has eaten.

participatory design

findings

students have difficulty finding a variety of healthy meals, and it is hard to stay motivated. they also have difficulty finding a variety of healthy meals.

service design

students need a service that helps them keep track of their nutritional intake and meal patterns. the service should be able to help them keep track of their nutritional intake and meal patterns.

usage scenario

scenario 1: student is in a rush to eat. he needs a quick meal that is balanced and healthy.

scenario 2: student is in a hurry to get to class. he needs a meal that is balanced and healthy.

interface design

the interface design is intuitive and easy to use. it provides visual feedback and allows for easy navigation.

nutritional information

- displays nutritional information for each meal
- displays nutritional information for each ingredient

well-being

- displays fitness information for each meal
- displays fitness information for each ingredient

usage scenario

scenario 3: student is in a room with a friend. he needs to keep track of his nutritional intake and meal patterns.

scenario 4: student is in a room with a friend. he needs to keep track of his nutritional intake and meal patterns.

interface design

the interface design is intuitive and easy to use. it provides visual feedback and allows for easy navigation.

food choices

- displays food choices that are balanced and healthy
- displays food choices that are balanced and healthy
2.

BALANCE THE PAGE & LEAVE SOME WHITE SPACE
2. Balance the page & leave some white space.
The Microsoft "Live" Platform

Design for Social Change

- Structure new business models to diversify withholdings and manage assets
- Gravitate to situation-oriented business models
- Find new eco-friendly methodologies for entertaining consumer-oriented byproducts

US-CERT

US-CERT and the Multi-State ISAC are working together on a number of programs, including this webinar series, to help enhance our Nation's cyber security readiness and response. The Multi-State ISAC has recently become a member of the US-CERT portal, which provides a secure mechanism for sharing information between and among partners, improving cyber preparedness, readiness and response capabilities.

US-CERT also hosts a public website, at www.us-cert.gov, which provides a wealth of information regarding cyber security - helpful tips for protecting against cyber security threats: cyber security alerts and bulletins, as well as the ability to sign up to receive free cyber security alerts via email.

National Webcast Initiative
DIGITAL HAMMERED DULCIMER
Music Creation Redefined
HELLO THERE!

Here’s how to assemble your FlyDock in four easy steps:

1. Remove adhesive backing on both sides of the pieces
2. Slide the vertical pieces into the paper punch accordingly
3. Slide the other pieces in and out of the middle slot
4. Push the iPhone dock component into the middle slot. "VOILA!"

 Helpful Tip: Be sure to include the card in the materials.
3.

USE DESIGNER FONTS
Serif / Sans Serif

Serifs are the small endcaps on letters. Sans means without in French. Therefore, sans serif is without serifs. Serifs can aid in reading large areas of copy, especially in print. However, small serifs can look poor on low-resolution applications such as a web site, so a serif with thicker serifs like Georgia is better than Times.
<table>
<thead>
<tr>
<th>Font 1</th>
<th>Font 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times New Roman</td>
<td>Arial</td>
</tr>
<tr>
<td>Georgia</td>
<td>Helvetica</td>
</tr>
<tr>
<td>Adobe Garamond</td>
<td>Verdana</td>
</tr>
<tr>
<td>Courier</td>
<td>Geneva</td>
</tr>
<tr>
<td>Minion</td>
<td>Zurich</td>
</tr>
<tr>
<td>Mrs Eaves</td>
<td>Zurich Condensed</td>
</tr>
</tbody>
</table>
Here is some sample text. It is set with the serif typeface called Adobe Garamond. It is set in twelve points in size on a leading of fifteen points. Garamond is a classic, well-proportioned, high-quality serif typeface ideal for a wide-range of applications.

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Here is some sample text. It is set with the sans serif typeface called Zurich. It is set in eleven points in size on a leading of fifteen points. Zurich is a classic, well-proportioned, high-quality sans serif typeface ideal for a wide-range of applications.

This sample text is set with the sans serif typeface called Zurich. It is set in eleven points in size on a leading of fifteen points. Zurich is a classic, well-proportioned, high-quality sans serif typeface ideal for a wide-range of applications.

font samples
DO NOT USE THESE STUPID FONTS

(YOU WILL BE MADE FUN OF BY DESIGNERS)
BE VERY VERY CALM. NOW.

Art B. Little Typographer

100 Awesome & Best Typography Tips -- From PROFESSIONALS

Big Al's Harley-Davidson Riding Club
4.

THINK OF TEXT AS THE BACK OF YOUR LEFT HAND
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
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NONPROFITS ARE SEEN AS WARM AND FOR-PROFITS AS COMPETENT

FIRM STEREOTYPES MATTER

JOURNAL OF CONSUMER RESEARCH
AAKER, VOHS & MOGLINER (2010)

STEREOTYPES EXIST.
Nonprofits are perceived to be warm and caring about a worthy cause, but are seen as being less competent and having lower-quality products than for-profit companies.

WHY DOES THIS MATTER?
While warmth is a generally positive trait, competence appears to have more of a driving role in determining marketplace appeal. Consumers are more willing to buy from companies with a high level of competence, which raises questions about how nonprofits most effectively attract customers and encourage investment.

WARMTH + COMPETENCE = ADMIRATION
When companies are perceived as being both warm and competent, consumers tend to develop admiration for them. Creating the perception that an organization is motivated by more than just sales, and also believes in social responsibility can encourage admiration and increase marketplace appeal.

CAN THESE PERCEPTIONS BE CHANGED?
Yes. Researchers found that both an endorsement from a credible source and subtle priming can boost the perceived competence of nonprofits. In one study, researchers found that an endorsement from the Wall Street Journal elevated the perceived competence of a nonprofit to the level of a for-profit company. In another study, priming participants by showing them an advertisement related to money (a concept associated with competence) also raised perceived level of competence of a nonprofit to be on par with a for-profit entity. Interestingly, this elevated level of perceived competence was still present when researchers followed up with participants one month after the initial study.

BRANDS, EXPERIENCE & SOCIAL TECHNOLOGY
academic insights designed
5.

LEFT-ALIGN TEXT IN MOST CASES

CENTER-ALIGN FOR UNITY
POINTS OF PARITY & DIFFERENTIATION

POINT-OF-PARITY: Shared brand associations needed to be player, to neutralize ‘competition’

POINT-OF-DIFFERENCE: Unique brand associations needed to stand out

Source: Keller 2003
In the next 10 minutes you and your partner will build a paper airplane.
MODULAR CUBE design

Backdrop 40x
Counter 12x
Mini Storage 5x
Large Storage 2x

TOTAL for
37.5 x 37.5 x 37.5
= 57 cubes

TOTAL for
75 x 75 x 37.5
= 2 cubes
What is a STRONG Brand?

a promise, delivered.
Kaine & Sons
Canes for Hemerians Since 2035

Series 101
Simple and durable.
Lots of cane for it's value!
A perfect accessory for budget-minded adolescent Hemerians
Comes in five expressive colors & patterns

Series 200DX
Healthy and fit.
Get your moves on!
Keep track of your steps and heart rate.
Emergency button for help when you need it.

Series 555
Social and fun.
You'll never feel lonely again!
See where your friends are and what they are up to.
Get together with your friends and earn points!

available at stores near you
6. USE COLORS TO COMMUNICATE & MAKE THINGS POP
DON’T USE THEM FRIVOLOUSLY
SNAPCHA!

motivate each other to discover the nooks and crannies of your neighborhoods

ELIZABETH CHA + DAVID GOLIGORSKY + ANTHONY SCHLOSS + PURIN PHANICHPHANT
E281 Media + Design / Spring 2010 / d.school / Stanford University

IN THE TENDERLOIN, WE UNCOVERED BITS OF EVIDENCE
With every encounter, we wondered how these artifacts were connected to other things in the neighborhood.

A NEIGHBORHOOD IS A SOCIAL FABRIC — EVERYTHING IS INTERRELATED
How might we get others similarly inspired to discover new facets of their own surroundings?

A PHOTO INSPIRES DIFFERENT FEELINGS AND INTERPRETATIONS
It acts as a prompt that inspires people to look at the world around them and relate to it in a new way.

LEARNING BY PLAYING
We played different versions of our game by sending photos to one another via text message along with different cues, prompts and context.
We also tried the game with different numbers of players, a range of time limits, different thematic constraints, and variations on player order.
Each experience revealed new insights about how people understood our game and how players could introduce their own creativity to the game.

SNAPCHA! is a creative global dialogue of photos

NEIGHBORHOODS
Capture the hidden nooks and crannies of your neighborhood

CONNECTIONS
Contribute your photo to a global dialogue and see how far your string of photos has traveled around the world with the odometer

CREATIVITY
See how your image fits into a larger web of connections. Discover the visual poetries you’ve created with other players.

SNAP
CHA!
Saley
Queen of Crepes & Baguette Sandwiches
HAPPINESS
FEELING OR SHOWING PLEASURE OR CONTENTMENT
Poll results: What is your favorite color?
In the US blue is the overwhelmingly favorite color, although women show more breadth of favorites. All graphs are from a survey in late January 2003 by a student at University of Washington, Joe Hallock.
Pulse Blue is

H 201 / S 70 / B 100
R 76 / G 191 / B 255
HEX 4cbfff

...and never any other color
Pulse logotype is based on the font “Harabara Bold”

However, the “l” in pulse has been extended to make the overall logo more balanced.

Only use the Pulse logotype with extended “l” (1.2x of length of p’s leg)
Except inside the pulse application, there should always be 1.5x space around the Pulse logotype, where x is length of p’s leg.

Never stretch the logotype disproportionally or rotate it to any angle.
7. Take advantage of Google Image Search & Flickr but be tasteful when selecting images.
7 SECRET TRICKS TO GREAT VISUAL DESIGN

1. LINE THINGS UP
2. BALANCE THE PAGE & LEAVE SOME WHITE SPACE
3. USE DESIGNER FONTS
4. THINK OF TEXT AS THE BACK OF YOUR LEFT HAND
5. LEFT-ALIGN TEXT IN MOST CASES (CENTER IS OK TOO)
6. USE COLORS TO COMMUNICATE & MAKE THINGS POP
7. TAKE ADVANTAGE OF GOOGLE IMAGE SEARCH & FLICKR SEARCH
BREAK
next up: keynote
visual design secret recipe

LEARNING BASIC TIPS & TRICKS

COPYING GOOD EXAMPLES

BEING CONFIDENT (FAKING IT)

PRACTICING USING KEYNOTE
Brands, Experience & Social Technology
PURPLE PARTY

KARAOKE / DRINKS / DANCING / MORE
PD LOFT / BUILDING 610
SATURDAY MAY 7TH / 9PM ONWARDS
F* Illustrator & Photoshop.

Keynote is your best friend.
Clear 4G Wireless Hits NY and LA [4G]

If you live in New York or Los Angeles and enjoy fast 4G wireless, read the next sentence: Clear has announced a...
Clear 4G Wireless Hits NY and LA [4G]

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GOOD.COM
Herman Miller gives away free chairs for its...

BADD.COM
OMG This is the most ridiculous chair ever proud...

SCHTUFF.COM
Villages flattened as ugly chairs take over the planet
Free giveaway of
Spottily Making Progress on Deals with U.S. Music Labels
Herman Miller gives away free chairs for its... 

Villages flattened as ugly chairs take over the planet

Free giveaway of the day: Eames Sofa Chair

OMG This is the most ridiculous chair ever proud...

Really really messy ugly desk

BADD.COM
GOOD.COM
Herman Miller gives away free chairs for its...

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SCHTUFF.COM
Free giveaway of Eames Sofa Chair

Spottily Making Progress on Deals with U.S. Music Labels
GOOD.COM

Herman Miller gives away free chairs for its...

BADD.COM

OMG This is the most ridiculous chair ever proud...

OMG This is the most ridiculous house ever bui...

Really really messy ugly desk

SCHTUFF.COM

Villages flattened as ugly chairs take over the planet

Free giveaway of the day: Eames

Spottily Making Progress on Deals with U.S. Music Labels
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Spottily Making Progress on Deals with U.S. Music Labels
DEMO 1

DRAG IMAGES TO CROP
David Kelley's EE degree from CMU landed him in the engineering departments of NCR and Boeing, where he eventually discovered that the rigid world of ...
DEMO 3

PICTURE FRAME + MULTITOUCH ZOOM & ROTATE
DEMO 4
COPY TO PHOTOSHOP & ILLUSTRATOR
YOU ARE HERE
DEMO 5
EXPORT TO PDF