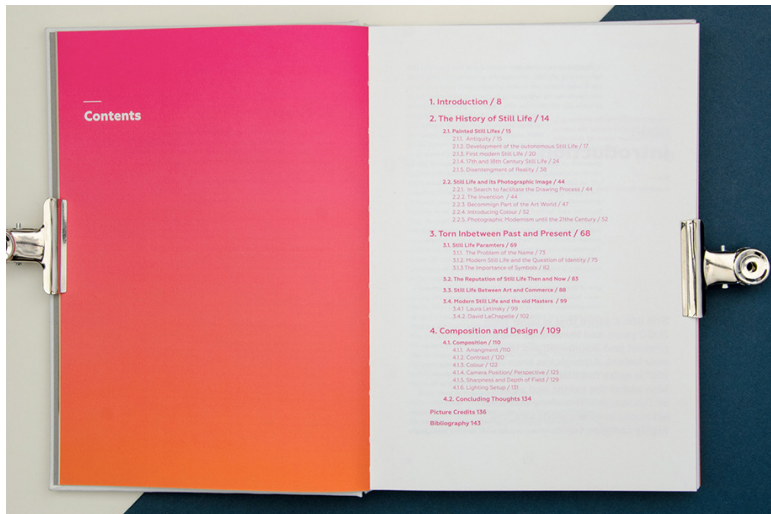


Magazine

Preston Sasz | Typography 4 | Spring 2023



Workshop in east Tennessee, Greg LeMond, the world's fastest three-time Tour de France winner, is holding a piece of a supposedly unbreakable bicycle. He can't stop talking about the short length of bettered fiber his hands.



Like many other cyclists, he is a gear geek. But unlike other cyclists, LeMond is developing proprietary carbon fiber bicycles which he plans to use in half of all of his racing bikes.

LeMond has made a name for himself through his long and illustrious career. Not far from where I am in an attempt to win a piece of public attention in the face of possible losses, he is searching for his next big thing. A race, a project, a new challenge. It's not that he's looking for a new challenge, it's that he's looking for a new challenge. It's not that he's looking for a new challenge, it's that he's looking for a new challenge.

A proprietary team provided from a connection in the composite industry. The machine theoretically helps distribute the fibers of an epoxy and holds the sides together to create a tube.

LeMond is looking for a new challenge. It's not that he's looking for a new challenge, it's that he's looking for a new challenge. It's not that he's looking for a new challenge, it's that he's looking for a new challenge.

LeMond, who has won the Tour de France three times, is holding a piece of a supposedly unbreakable bicycle. He can't stop talking about the short length of bettered fiber his hands.

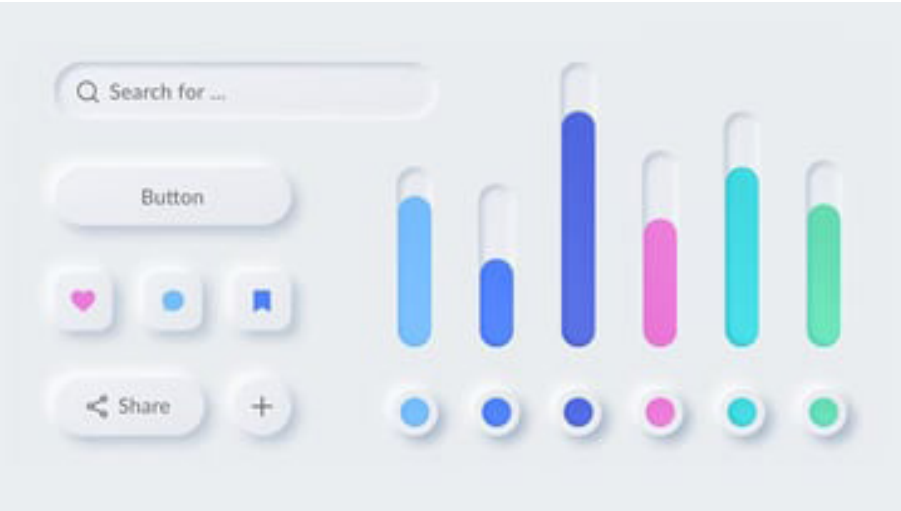
LeMond is looking for a new challenge. It's not that he's looking for a new challenge, it's that he's looking for a new challenge. It's not that he's looking for a new challenge, it's that he's looking for a new challenge.

Two years earlier, LeMond was that in a catastrophic testing incident that had led to his being ejected from the race. He had been riding a bicycle that was made of carbon fiber, and it had broken. He had been riding a bicycle that was made of carbon fiber, and it had broken.

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Mood Board



Mood Board

Options
~~Wireframe~~
Alignment
CTA
XUI ✓
Icon
Sidebar
tooltip ✓
IX ✓

Key terms
User
Interface
Experience
Design
Alignment
Call-to-Action
Icon
Prototype
Responsive
Sidebar
tooltip

Experience Design, XD
Interface Experience, IX
Proto? x

Word Map

Magazine Ideas:

- Redo Hype magazine - for Intro to GD
- Redo Zumpoint magazine
- UI/UX magazine
- Computer tech magazine
- Self / Space magazine

1. Redo Hype from Intro

Name: Hype Hylights

Cover: original cover could be treated, (more modern)

Articles: website

2. Redo Zumpoint

Name: Zumpoint

Cover: ?

Article: Reddit Database

3. UI/UX

Name: windowed, open window, wireframe, open frame, gridlock, pixel perfect

Cover: - Clean + simple
- Neumorphism
- Simulation
- actual wireframes

articles: ?

4. Computer tech

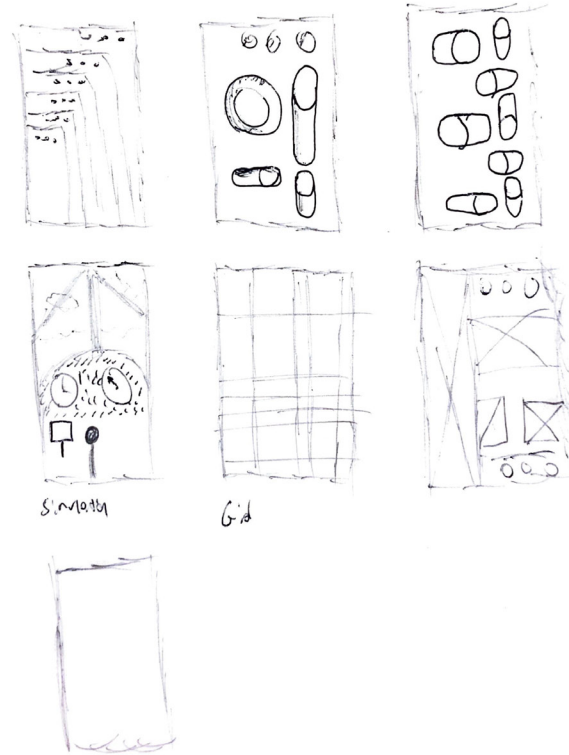
Name: UPIAR, plugged in,

Cover: ?

Article: tech news sites ?

UI/UX ideas list

Covers



Sketches

Title: Wire frame

WIREFRAME

↓ ↓ ↓ ↓ ↓
X R A X

↓
WIREFRAME

Wireframe
mess w/ display

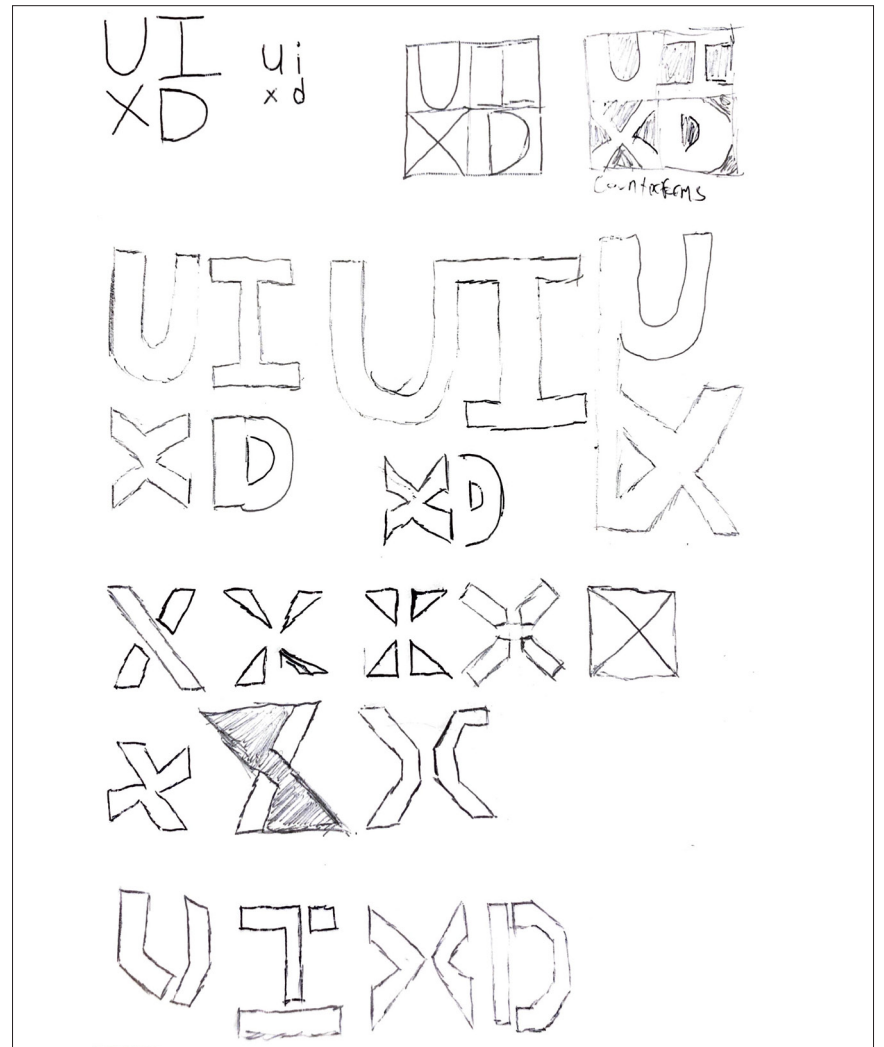
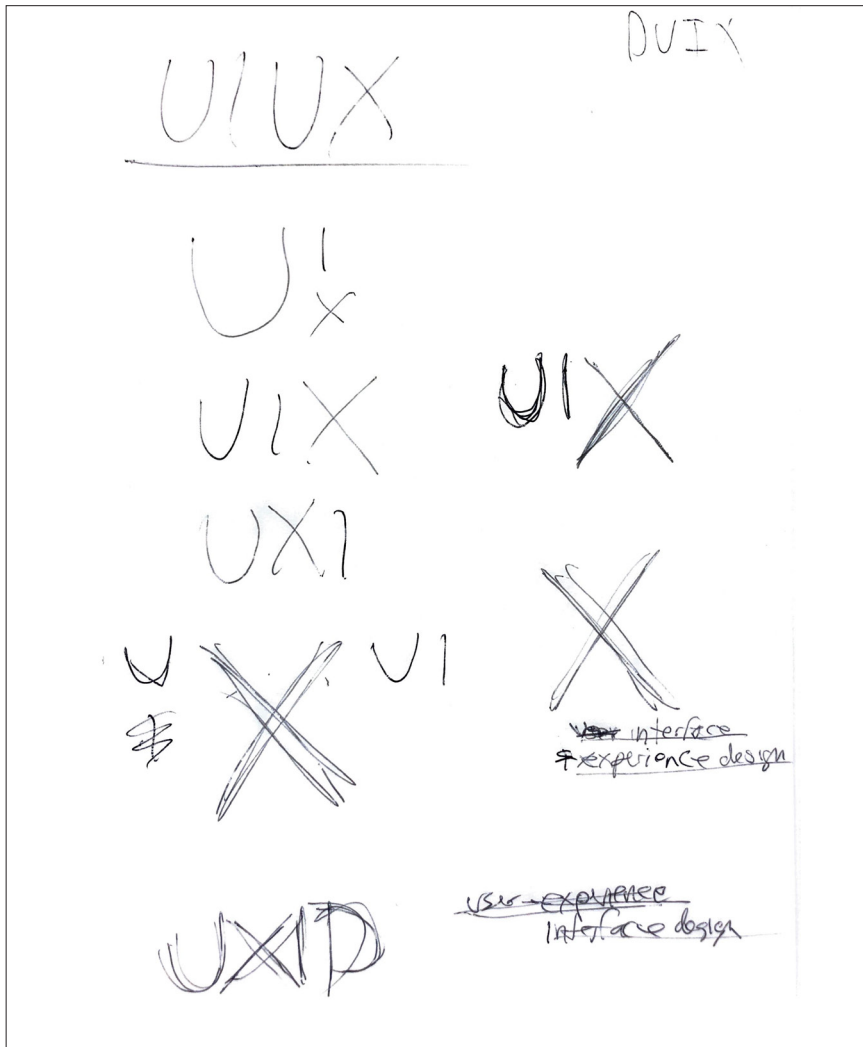
X
Get me started w/ here

UXIR UXER

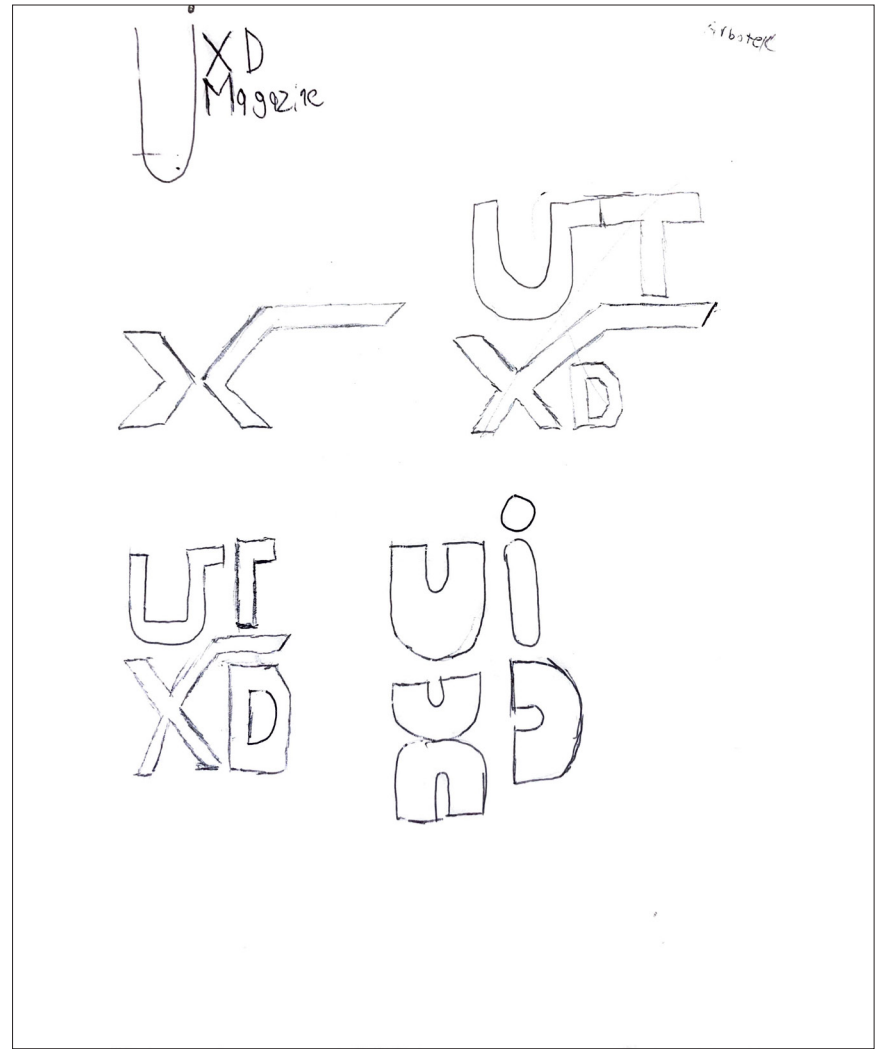
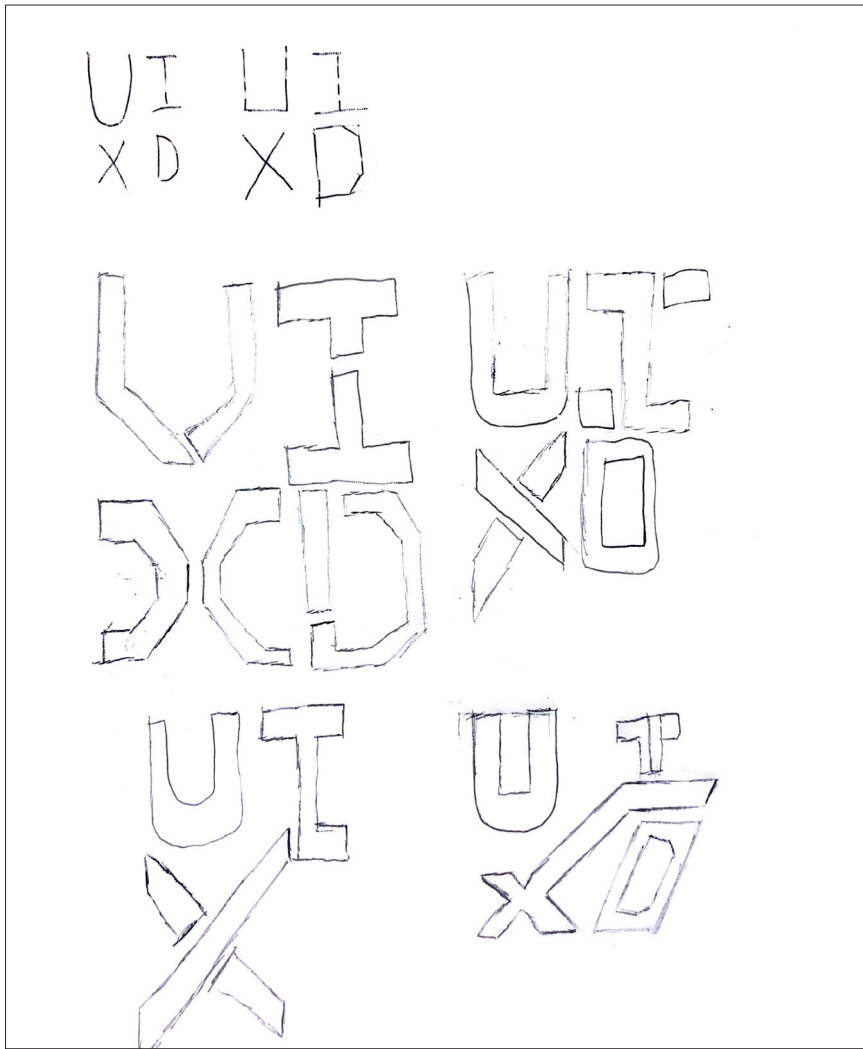
X

UXIR
UXIR

Sketches



Sketches



Sketches

IBM PLEX MONO

UI UI UI UI
XD XD XD XD

UI UI UI UI
XD XD XD XD

UI
XD

Montserrat ALT

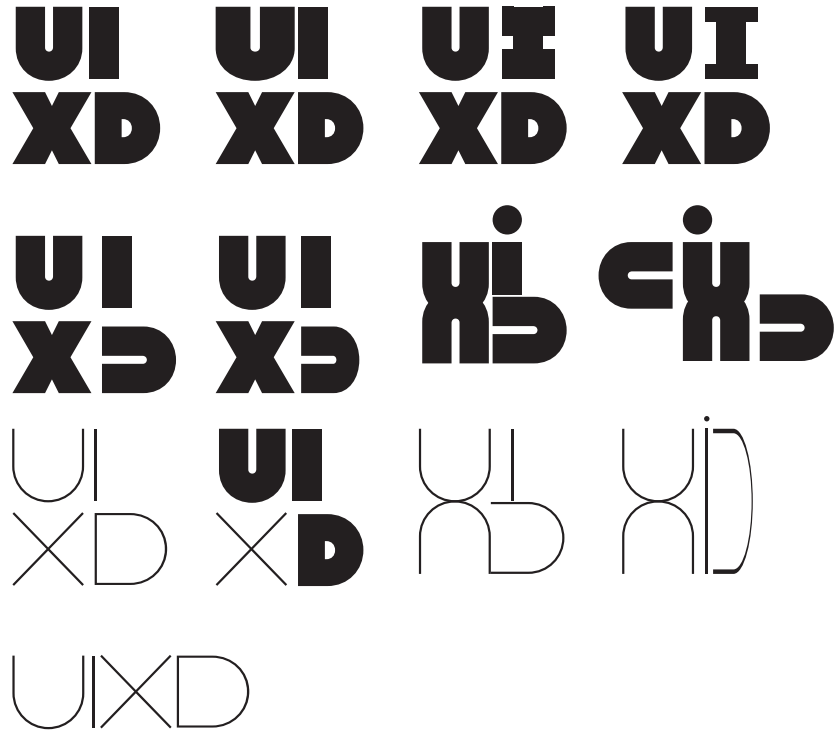
UI UI UI UI
XD XD XD XD

UI UI UI UI
XD XD XD XD

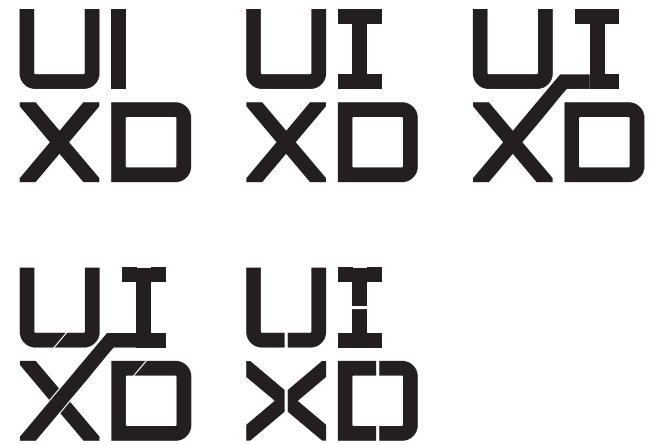
UI UI
XD XD

Masthead Design Considerations

Arbotech



Orbitron



Masthead Designs Considerations



Masthead Final Design

Saira

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Yantramanav

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Sitka

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Orbitron

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Lora

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Kallisto Lined

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Fredoka One

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Impact

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

Type Considerations:

American Typewriter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Almarai

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IBM Plex Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

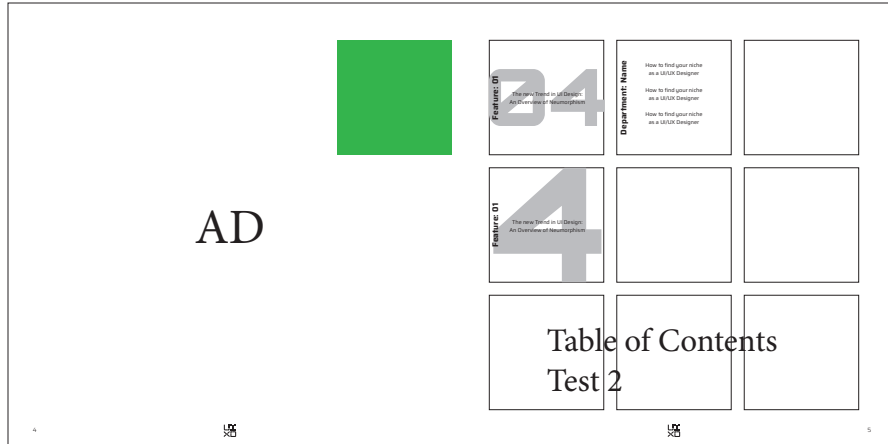
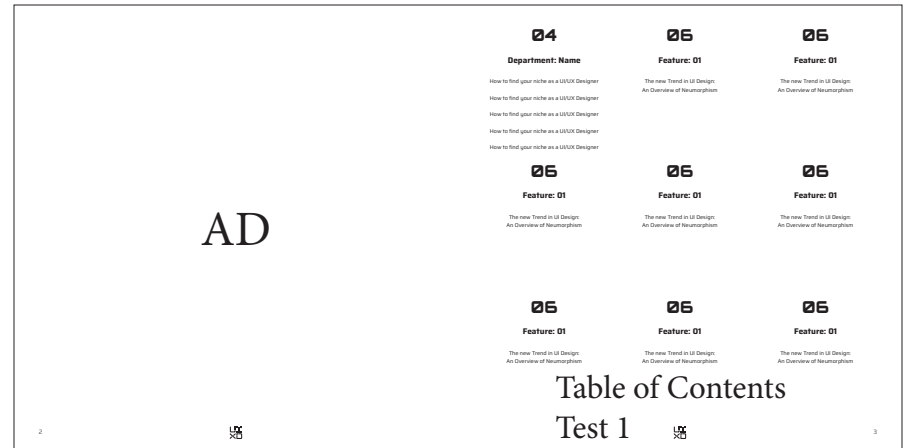
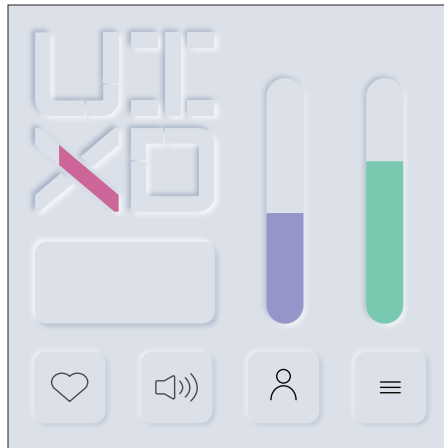
Arbotek

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Arbotek Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

Type Pairings Used



Digital Versions 1

Feature 1

The New Trend in UI Design: An Overview of Neumorphism

Neumorphic design is a visual trend that has gained traction with UI/UX designers and become a popular aesthetic choice for contemporary software, websites, and mobile apps.

ABOUT THE AUTHOR: Equipe has extensive experience leading creative teams while leading strategic brand and design successful digital products in e-commerce, finance, and entertainment.

The Origins of Neumorphic Design

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With the introduction of the iPhone in 2007, Apple's brand of skeuomorphism gave even more life. By the early 2010s, skeuomorphic design was the de facto choice for digital interfaces. But as the world became more reliant on mobile devices, the limits of skeuomorphism became clear. Creating skeuomorphic design

components is time intensive and requires a high degree of technical ability. And while skeuomorphic components look great on desktops and home screens, their finer details tend to disappear when scaled to small sizes.

Standing in stark contrast to skeuomorphism's realistic gradients and textures, the mid-2010s saw widespread adoption of flat design, a digital aesthetic of 1960s modernism. Flat design stripped interface components of everything but their most essential elements—line, shape, and color—making it a fast and highly flexible style that was well suited for large companies looking to systematize their design languages.

For a few years, skeuomorphism was anathema to designers, but from its ashes, a new trend rose to prominence. In late 2016, neumorphism (short for "new skeuomorphism") arrived and appeared to offer the best of its predecessors. Striking a balance between hyper-realism and minimalism, neumorphism uses colors, textures, and shadows in a way that feels true to life without being overly detailed.






Neumorphic design draws from both skeuomorphism and flat design by pairing a monochromatic color palette with subtle shadows that make the calculator's buttons appear tactile. The lowered contrast between foreground and background gives the calculator a soft finish, and the overall effect is a simplified realism.

Learn how to create neumorphic designs for desktop and mobile devices.

High contrast, bold colors, and textures are key to creating a truly effective neumorphic design.

Examples of Neumorphic Design

Now that you're aware of its unique attributes, you'll notice neumorphism everywhere. Indeed, UI designers in diverse industries such as automotive, entertainment, healthcare, and finance have been remapping interface components with neumorphism's signature look.

The Pros and Cons of Neumorphic Design

All design trends have benefits and drawbacks. When used thoughtfully, trends have the ability to breathe new life into predictable design patterns, but difficulties arise when trends are forced into applications where they don't serve users. Let's explore the pros and cons of neumorphic design to better understand its utility.

Pros

Because neumorphism is visually simple, it's an ideal fit for digital products, which often consist of dozens, if not hundreds, of screens and design components. In digital product design, simplicity has several advantages: it makes it easier for designers to create aesthetically cohesive experiences—regardless of how many screens a product has; it accelerates the process of conceptualizing, building, testing, and iterating new screens; and it helps designers keep products visually consistent as they evolve. In addition to its simplicity, neumorphism's realistic qualities can make UI components appear more tactile and may help signify interactivity to users.

Cons

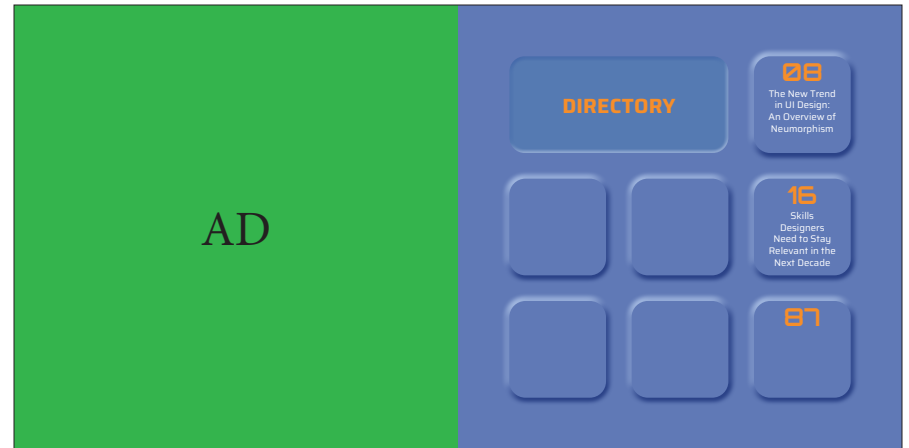
While neumorphism is a popular and widely used trend, it does come with accessibility concerns. If designers choose to use neumorphic elements that are strictly monochromatic, they could create problems for people with visual impairments such as color blindness. Additionally, neumorphism's reliance on low contrast to achieve its soft look can hinder readability and make it difficult for users to identify buttons, icons, forms, and other important interface features.

Neumorphic Design Is Timelier

When implemented with users' needs (and accessibility) in mind, neumorphism is a visually compelling UI design option for apps and websites. Its understated shadows and soft textures give UI components a warmth that invites interaction. In the design world, styles come and go, but neumorphism's simplicity and tactile qualities make it well-suited to stand the test of time.

AD

Digital Versions 1



Digital Versions 2

UI XD FEATURE

The New Trend in **UI Design:**
An Overview of Neumorphism

UI XD FEATURE

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With the introduction of the iPhone in 2007, Apple's brand of skeuomorphism grew more visible. By the early 2010s, skeuomorphic design was the de facto choice for digital interfaces. But as the world became more reliant on mobile devices, the limits of skeuomorphism became clear. Creating skeuomorphic design components is time-intensive and requires a high degree of technical ability. And while skeuomorphic components look great on desktops and larger screens, their finer details tend to disappear when scaled to small sizes.

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Neumorphic design draws from both skeuomorphism and flat design by pasting a monochromatic color palette with subtle shadows that make the calculator's buttons appear tactile. The lowered contrast between foreground and background gives the calculator a soft finish, and the overall effect is a simplified realism.

Neumorphic design has three common characteristics: monochromatic color schemes, low contrast, and subtle shadows. UI designers are able to apply these traits to a wide range of design components that exhibit neumorphism's soft aesthetic. Let's look at a calculator app to see how neumorphic design works. In skeuomorphic design, the calculator is rendered with gradients and highlights, and its color palette helps separate foreground from background. It's meant to look and function like a calculator you might find lying around your office. A flat design version of the same calculator abandons skeuomorphism's representational rendering techniques and relies on shapes and blocks of color to distinguish its various sections.

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UX XD

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Kettle
28 °C
current temp.
1.4 L
water volume
it takes 1 minute

Cybertruck
297 km
Status: 84% Battery, 297 km, 27°C Temperature
Information: Engine, Climate, Tire pressure
Navigation: A/C is ON, A/C is ON

A/C is ON
24 °C
Fan speed
Mode: Auto, Dry, Cool, Program

UX XD

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Neumorphic Design is Timeless
When implemented with users' needs (and accessibility) in mind, neumorphism is a visually compelling UI design option for apps and websites. Its understated shades and soft textures give UI components a warmth that evokes interaction. In the design world, styles come and go, but neumorphism's simplicity and tactile qualities make it well-suited to stand the test of time.

UX XD

Digital Versions 2



UX FEATURE

02 FEATURE

What are the skills designers need to stay relevant in the next decade?

Critical Thinking
AI can perform some types of critical thinking tasks, such as analyzing large data sets, identifying patterns and correlations, and making predictions based on statistical models. On the other hand, it struggles to think critically and make judgments based on incomplete or ambiguous information. Human beings are much better at analyzing complex situations and making decisions based on multiple factors, combining quantitative insights with qualitative observations. And sure, we can use AI to improve our design thinking session. (Thanks to Vincent Huet.)

But what about Ethics and Morals for example? AI can only make decisions based on the data it has been programmed with, and it cannot make ethical or moral judgments based on the broader context of a situation.

Even when it comes to the ability of making key decisions, it's important to remember that CEOs are rarely the ones giving you an answer in a few seconds.

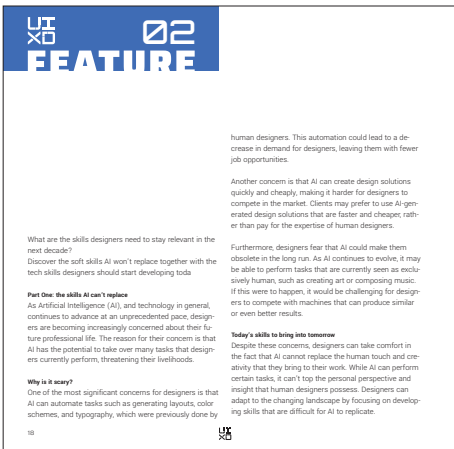
Great leaders don't have the answers all the time, but rather see the circumstances in the company that the answers are expected.

Adaptability
AI is designed to perform specific tasks and is limited by the parameters set by its programming. Humans, on the other hand, can quickly adapt to changing circumstances and learn new skills.

AI models rely on large amounts of data to learn and make predictions. However, this data is often biased and incomplete, which can limit their ability to adapt to new situations or environments.



Digital Versions 2



UX FEATURE

02 FEATURE

What are the skills designers need to stay relevant in the next decade?

AI Models and Predictions
AI models are trained on historical data and are therefore limited to making predictions based on what they have seen before. They struggle to adapt to situations that are different from what they have encountered in the past. AI models lack the contextual understanding that humans possess. They struggle to understand the nuances of language, culture, and social interactions, which can limit their ability to adapt to complex and changing situations.

Followership
While AI can analyze vast amounts of data and make predictions based on patterns, it cannot connect with people on an emotional level in the same way that humans can. Followership is not just about providing information or making decisions based on data, it's about building relationships, earning trust, and inspiring people to take action.

Humans can read between the lines, understand nonverbal cues, and empathize with the needs and concerns of others. These are all essential components of effective leadership and followership. Moreover, followership is not only about being able to communicate with people, but also to build a relationship of trust and influence. People tend to follow those whom they respect and trust, and AI lacks the ability to build such relationships with people.

Fast New Skills to Start Developing Today
As technology continues to advance at a rapid pace, it's becoming increasingly important for individuals to develop the skills necessary to stay ahead of the curve. Two areas of expertise that are particularly crucial for the future are generative AI prompt design and AR & VR design.

Generative AI Prompt Design
Generative AI prompt design is a field of study that

involves creating prompts or instructions that are used to generate new content (such as text, images, or even music) using artificial intelligence (AI) algorithms. It is a rapidly growing field that has the potential to revolutionize the way we create and consume content, from generating new music, art, and literature to creating personalized marketing content.

To learn generative AI prompt design, also called prompt engineering, one must first understand the basics of machine learning and AI algorithms. Machine learning involves training an algorithm to recognize patterns in data and make predictions based on those patterns. Generative AI algorithms take this a step further, using these patterns to generate new content that resembles the original data.

The role of the prompt is to guide the generative AI algorithm in the direction of the desired outcome. For example, a prompt for a generative music algorithm might specify the genre of music, the length of the piece, and the instruments to be used. A prompt for a generative art algorithm might specify the color palette, the style, and the subject matter.

The design of the prompt is critical to the success of the generative AI algorithm. A well-designed prompt can result in content that is creative, engaging, and meaningful, while a poorly designed prompt can result in content that is irrelevant, unappealing, or even offensive.

To learn generative AI prompt design, one must have a solid understanding of AI and machine learning algorithms, as well as a deep knowledge of the domain in which they wish to create generative content. This may involve studying music theory, art history, or literature,

depending on the type of content one wishes to generate.

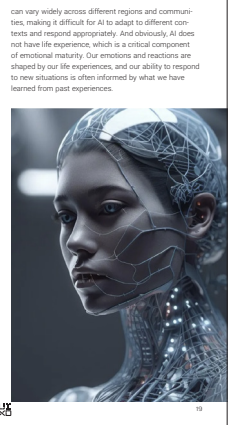
As the field of AI and machine learning continues to evolve, the potential applications of generative AI prompt design are likely to expand, creating new opportunities for creative expression and innovation. By learning generative AI prompt design, individuals can become pioneers in this exciting and rapidly growing field, pushing the boundaries of what is possible in the realm of generative content creation.

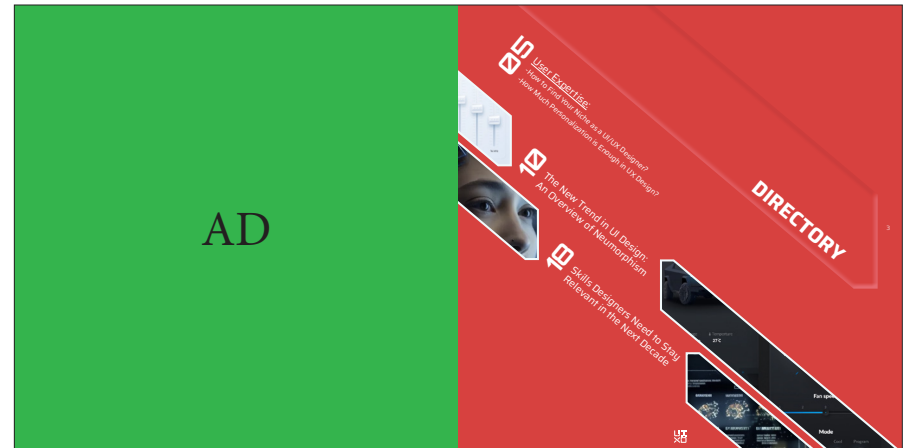
AR/VR Design
Augmented reality (AR) and virtual reality (VR) are rapidly growing fields that are revolutionizing the way we interact with digital content. As such, learning design for AR and VR is becoming increasingly important for designers who want to stay ahead of the curve and create innovative, engaging user experiences.

Designing for AR and VR requires a unique set of skills and considerations. In AR, designers must take into account the physical environment in which their design will be experienced, and how the digital content they create will interact with and enhance that environment. This requires an understanding of how to use visual and audio cues to guide users through the AR experience and create a seamless integration between the digital and physical worlds.

In VR, designers must create immersive, three-dimensional environments that allow users to fully engage with digital content in a way that feels natural and intuitive. This involves an understanding of how to create realistic lighting, textures, and movements within the virtual space, as well as how to create a sense of depth and scale that accurately reflects the user's position and movements within the VR environment.

Learning design for AR and VR requires a combination





Digital Versions 3

NEUMORPHISM

UI Design: Neumorphism

ABOUT THIS COURSE
Learn Neumorphism
understanding visual
language and design
principles to use
Neumorphism
effectively.

The New Trend in UI Design: An Overview of Neumorphism

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With the introduction of the iPhone in 2007, Apple's brand of skeuomorphism grew even more visible. By the early 2010s, skeuomorphic design was the de facto choice for digital interfaces. But as the world became more reliant on mobile devices, the limits of skeuomorphism became clear. Creating skeuomorphic design components is time intensive and requires a high degree of technical ability. And while skeuomorphic components look great on desktops and tablet screens, their finer details tend to disappear when scaled to small sizes.

Standing in stark contrast to skeuomorphism's realistic gradients and textures, the mid-2010s saw widespread adoption of flat design, a digital era reborn of '80s minimalism. Flat design stripped interface components of everything but their most essential elements—line, shape, and color—making it a fast and highly flexible style that was well-suited for large companies looking to systematize their design languages.

For a few years, skeuomorphism was anathema to designers, but from its ashes, a new trend rose to prominence. In late 2019, neumorphism (short for "neo-skeuomorphism") gained and appeared to offer the best of its predecessors. Blending a balance between hyperrealism and minimalism, neumorphism uses colors, textures, and shadows in a way that feels true to life without being overly detailed.

Neumorphism 101
Neumorphic design has three common characteristics: monochromatic color schemes, low contrast, and subtle shadows. UI designers are able to apply these traits to a wide range of design components that exhibit neumorphism's soft aesthetic. Let's look at a calculator app to see how neumorphic design works. In skeuomorphic design, the calculator is rendered with gradients and highlights, and its color palette helps separate foreground from background. It's meant to look and function like a calculator you might find lying around your office. A flat design version of the same calculator abandons skeuomorphism's representational rendering techniques and relies on shapes and blocks of color to distinguish its various sections.

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Examples of Neumorphic Design

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Left: Neumorphic calculator. Right: Neumorphic calculator. Bottom: Neumorphic calculator.

The Pros and Cons of Neumorphic Design

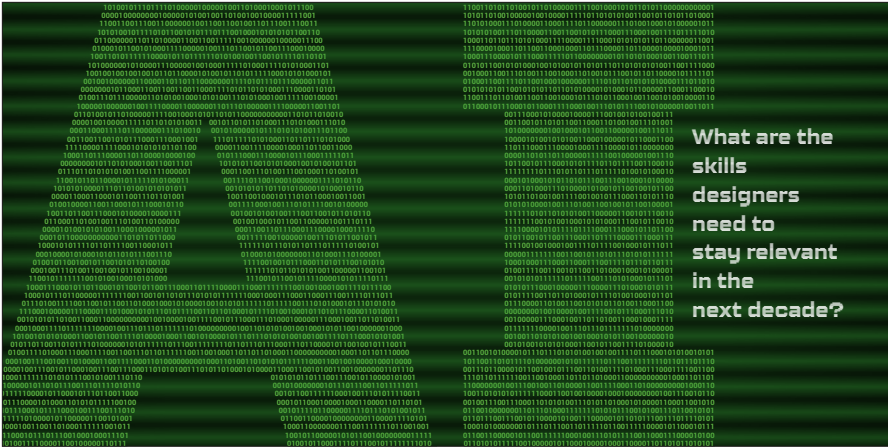
All design trends have benefits and drawbacks. When used thoughtfully, trends have the ability to breathe new life into predictable design patterns, but difficulties arise when trends are forced into applications where they don't serve users. Let's explore the pros and cons of neumorphic design to better understand its utility.

Pros
Because neumorphism is visually simple, it's an ideal fit for digital products, which often consist of dozens, if not hundreds, of screens and design components. In digital product design, simplicity has several advantages. It makes it easier for designers to create aesthetically cohesive experiences—regardless of how many screens a product has. It accelerates the process of conceptualizing, building, testing, and handing new screens. And it helps designers keep products visually consistent as they evolve. In addition to its simplicity, neumorphism's realistic qualities can make UI components appear more tactile and may help signify interactivity to users.

Cons
While neumorphism is a popular and widely used trend, it does come with accessibility concerns. If designers choose to use neumorphic elements that are strictly monochromatic, they could create problems for people with visual impairments such as color blindness. Additionally, neumorphism's reliance on low contrast to achieve its soft look can hinder readability and make it difficult for users to identify buttons, icons, forms, and other important interface features.

Neumorphic Design is Timeless
When implemented with users' needs (and accessibility) in mind, neumorphism is a visually compelling UI design option for apps and websites. Its understated shadows and soft textures give UI components a warmth that invites interaction. In the design world, styles come and go, but neumorphism's simplicity and tactile qualities make it well-suited to stand the test of time.

Digital Versions 3



What are the skills designers need to stay relevant in the next decade?

LIFE 02 FEATURE

human designers. This automation could lead to a decrease in demand for designers, leaving them with few job opportunities.

Another concern is that AI can create design solutions quickly and cheaply, making it harder for designers to compete in the market. Clients may prefer to use AI-generated design solutions that are faster and cheaper, rather than pay for the expertise of human designers.

Furthermore, designers fear that AI could make them obsolete in the long run. As AI continues to evolve, it may be able to perform tasks that are currently seen as exclusively human, such as creating art or composing music. If this were to happen, it would be challenging for designers to compete with machines that can produce similar or even better results.

Today's ability to bring ideas to market

Despite these concerns, designers can take comfort in the fact that AI cannot replace the human touch and creativity that they bring to their work. While AI can perform certain tasks, it can't tap the personal perspective and insight that human designers possess. Designers can adapt to the changing landscape by focusing on developing skills that are difficult for AI to replicate.

Why is it so easy?

One of the most significant concerns for designers is that AI can automate tasks such as generating layouts, color schemes, and typography, which were previously done by

Critical thinking

AI can perform some types of critical thinking tasks, such as analyzing large data sets, identifying patterns and correlations, and making predictions based on statistical models. On the other hand, it struggles to think critically and make judgments based on incomplete or ambiguous information. Human beings are much better at analyzing complex situations and making decisions based on multiple factors, combining quantitative insights with qualitative observations. And sure, we can use AI to improve our design thinking session (thanks to Vincent Huet)

But what about Ethics and Morals for example? AI can only make decisions based on the data it has been programmed with, and it cannot make ethical or moral judgments based on the broader context of a situation.

Even when it comes to the ability of making key decisions, it's important to remember that CEOs are rarely the ones giving you an answer in a few seconds.

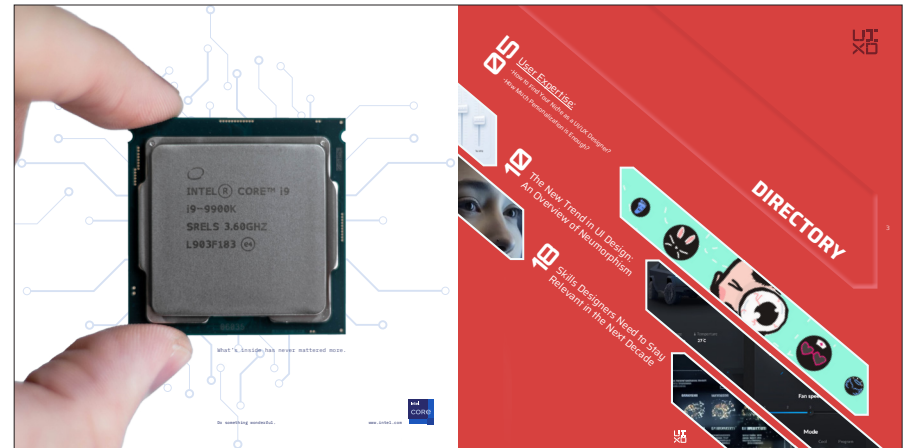
Great leaders don't have the answers all the time, but rather set the circumstances in the company so that the answers are explored.

Adaptability

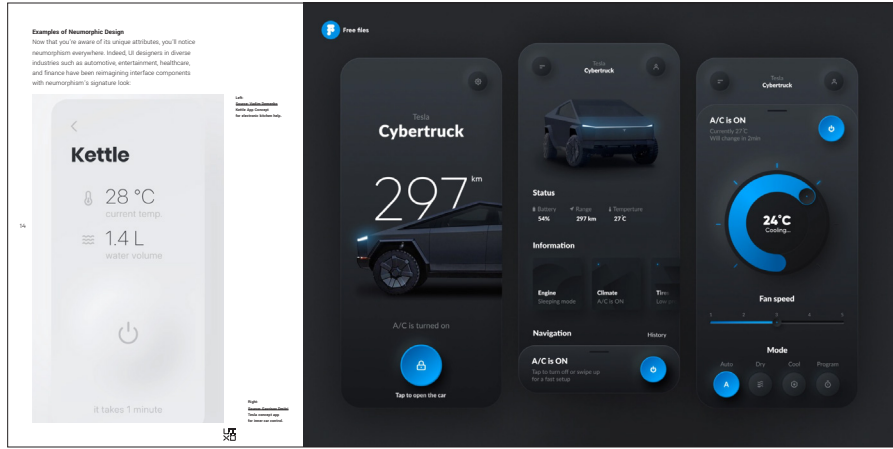
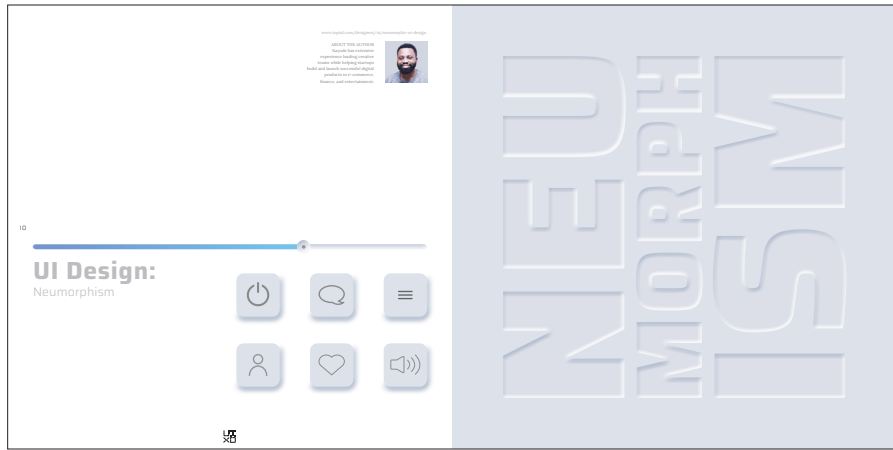
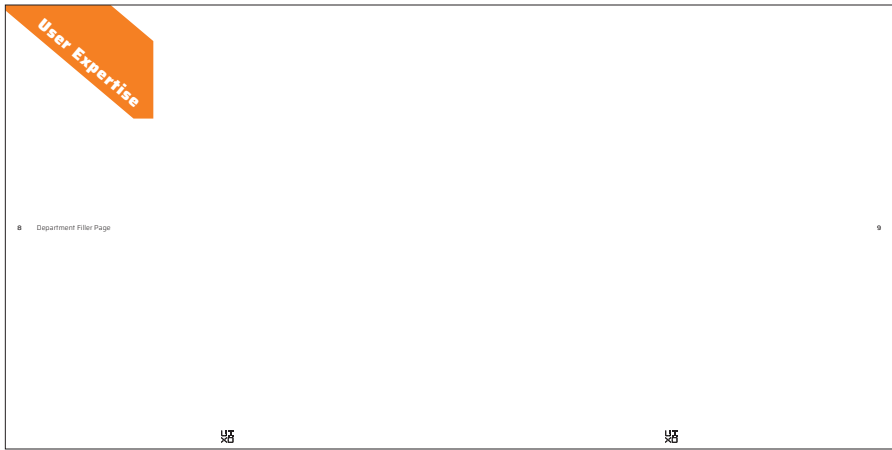
AI is designed to perform specific tasks and is limited by the parameters set by its programming. Humans, on the other hand, can quickly adapt to changing circumstances and learn new skills.

AI models rely on large amounts of data to learn and make predictions. However, this data is often biased and incomplete, which can lead to the ability to adapt to new situations or environments.

Digital Versions 3



Digital Versions 4



Digital Versions 4

The Pros and Cons of Neomorphic Design

All design trends have benefits and drawbacks. When used thoughtfully, trends have the ability to breathe new life into predictable design patterns, but oftentimes when trends are forced into applications where they don't serve users, let's explore the pros and cons of neomorphic design to better understand its utility.

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Neomorphic Design Is Timely

When neomorphic design trends (and accessibility) in mind, neorphism is a visually compelling design option for apps and websites. Its understated shadows and soft textures give UI components a warmth that makes interactions in the digital world, styles come and go, but neorphism's simplicity and tactile qualities make it well suited to stand the test of time.



What are the skills designers need to stay relevant in the next decade?

As technology continues to advance, it's crucial for designers to stay relevant in the next decade. Here are some key skills to focus on:

- AI and Machine Learning:** Understanding how to leverage AI tools for design automation and data analysis.
- UX Research:** Conducting user research to understand user needs and behaviors in a digital-first world.
- Prototyping:** Creating interactive prototypes to test design ideas and gather feedback.
- Collaboration:** Working effectively with cross-functional teams, including developers and product managers.
- Adaptability:** Staying up-to-date with the latest design trends and technologies.
- Problem Solving:** Identifying and solving complex design challenges.
- Communication:** Clearly articulating design decisions and rationale to stakeholders.
- Attention to Detail:** Ensuring high-quality design outputs that meet user expectations.
- Continuous Learning:** Committing to ongoing education and skill development.

What are the skills designers need to stay relevant in the next decade?

Discover the soft skills AI won't replace together with the tech skills designers should start developing today.

- AI Proficiency:** AI can perform basic tasks like image generation, but it lacks the ability to understand context, make creative decisions, and solve complex problems. Designers need to know how to prompt AI effectively and integrate its outputs into their workflow.
- UX Research:** AI can analyze user data, but it cannot understand the nuances of human behavior or conduct qualitative research. Designers must continue to engage with users through interviews, surveys, and usability testing.
- Prototyping:** AI can generate static designs, but it cannot create interactive, functional prototypes. Designers need to master tools for creating dynamic, clickable prototypes.
- Collaboration:** AI is a tool, not a replacement for human designers. Strong communication and teamwork skills are essential for leading a design team and working with other departments.
- Problem Solving:** AI can suggest solutions, but it lacks the ability to think critically and solve unique, complex design challenges. Designers must hone their problem-solving skills.
- Attention to Detail:** AI can miss subtle design errors or inconsistencies. Designers need to have a keen eye for detail and a commitment to high-quality design.
- Continuous Learning:** The design landscape is constantly evolving. Designers must stay up-to-date with the latest trends, tools, and technologies.

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Digital Versions 4



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GPFS. Developed by Google, GPFS is one of the most powerful and versatile generation AI tools available in our generalist/hybrid/vertical, answer generation, and even auto code.

Midjourney. This is a generative AI tool that creates unique, abstract images by using a combination of text prompts and visual references. Users can create their own images, and Midjourney will use them as a starting point to generate more images that are similar in style or mood.

DALL-E 2. Short for DALL-E Mini (Creative), DALL-E 2 is a generative AI tool that can generate images from text prompts. It is a powerful tool for visual language processing, and can be used for tasks such as image classification, named entity recognition, and question answering.

DeepDream. Developed by Google, DeepDream is a tool that uses neural networks to generate surreal and abstract images from existing images.

Runway. This is a powerful and user-friendly platform that allows users to experiment with a variety of generative AI models and tools, without needing to have any coding experience.

AI & VR Design


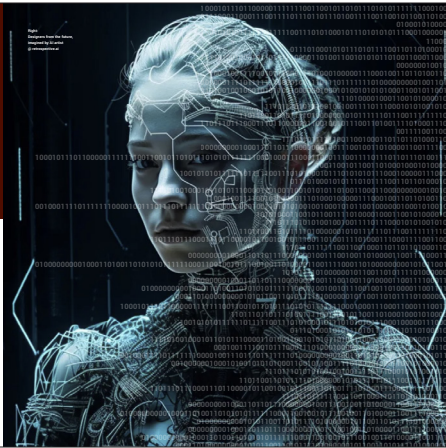
Augmented reality (AR) and virtual reality (VR) are rapidly growing fields that are revolutionizing the way we interact with digital content. As such, learning design for AR and VR is becoming increasingly important for designers who want to stay ahead of the curve and create immersive, engaging user experiences.

Designing for AR and VR requires a unique set of skills and considerations. In AR, designers must take into account the physical environment in which their design will be experienced, and how the digital content they create will interact with and enhance that environment. This requires an understanding of how to use sound and audio cues to guide users through the AR experience and create an seamless integration between the digital and physical worlds.

In VR, designers must create immersive, three-dimensional environments that allow users to fully engage with digital content in a way that feels natural and intuitive. This involves an understanding of how to create realistic lighting, textures, and soundscapes within the virtual space, as well as how to create a sense of depth and scale that accurately reflects the user's position and movement.

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Learning design for AR and VR requires a combination of technical and creative skills. Designers must have a strong foundation in traditional design principles such as composition, color theory, and typography, as well as an understanding of 3D modeling and animation software. Additionally, designers must be able to think creatively and develop innovative solutions to the unique design challenges presented by AR and VR.

"Emerging platforms like AR and VR require designers to utilize their skills in new ways and, ultimately, learn by doing, often as 'prototyping by throwing'."
— Design by Meta

Canva is where to start?

Unity. Unity is a popular game engine that can be used to create interactive experiences in AR and VR. It has a wide range of features and tools that can be used for creating interactive environments, 3D models, and animations.

Unreal Engine. Unreal Engine is another popular game engine that can be used to create high-quality experiences in AR and VR. It has a robust set of tools for creating photorealistic environments and advanced physics simulations.

Spatial AR. Spatial AR is a platform developed by Facebook that allows users to create high-quality experiences in AR and VR. It provides a range of tools for creating 3D models, animations, and interactive experiences that can be used to enhance the user experience in these platforms.

SketchUp. SketchUp is a 3D modeling software that can be used for creating 3D models of buildings and other structures in AR and VR experiences. It is known for its intuitive interface and ease of use.

Adobe Creative Cloud. Adobe Creative Cloud offers a range of tools that can be used for creating visual assets for AR and VR experiences, such as Photoshop for image editing, Illustrator for creating vector graphics, and After Effects for creating motion graphics and animations.

Tab Booth. Tab Booth is a VR painting and drawing application that allows users to create 3D art in a virtual space. It can be used to create immersive environments in virtual reality for use in other AR and VR applications.

These tools can be used individually or in combination to create immersive, engaging, and interactive experiences in AR and VR. By using these platforms, designers can bring their ideas to life and create new and exciting experiences in the field and create cutting-edge experiences that push the boundaries of what is possible in the exciting and rapidly growing field.

Overall, learning design for AR and VR is an exciting and challenging opportunity for designers to explore new possibilities in user experience design.

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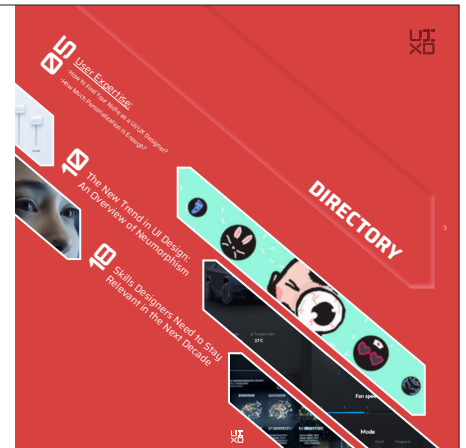
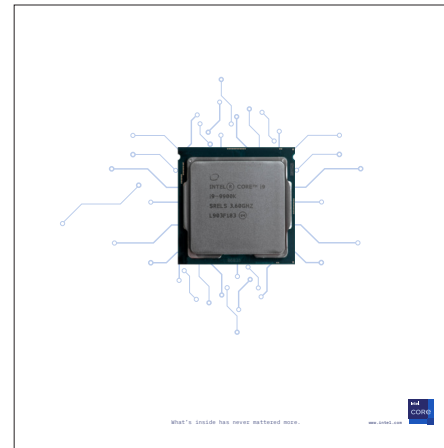
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By developing the skills and expertise necessary to create engaging, immersive experiences in AR and VR, designers can position themselves as leaders in this rapidly evolving field and contribute to the development of new and innovative applications for these technologies.

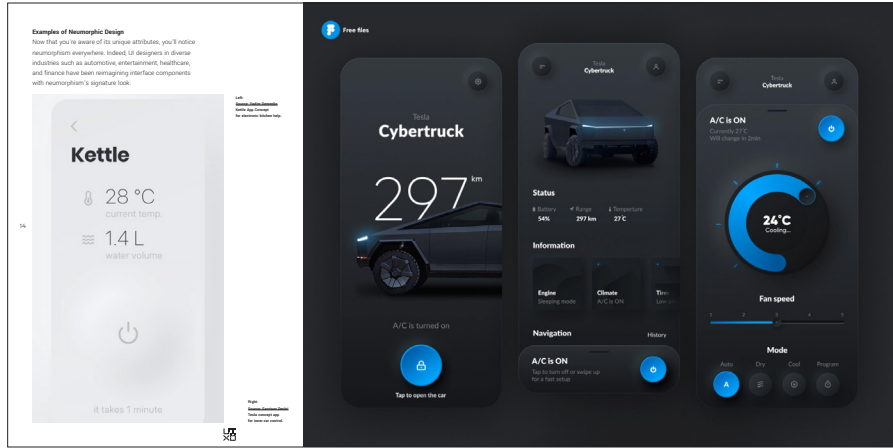
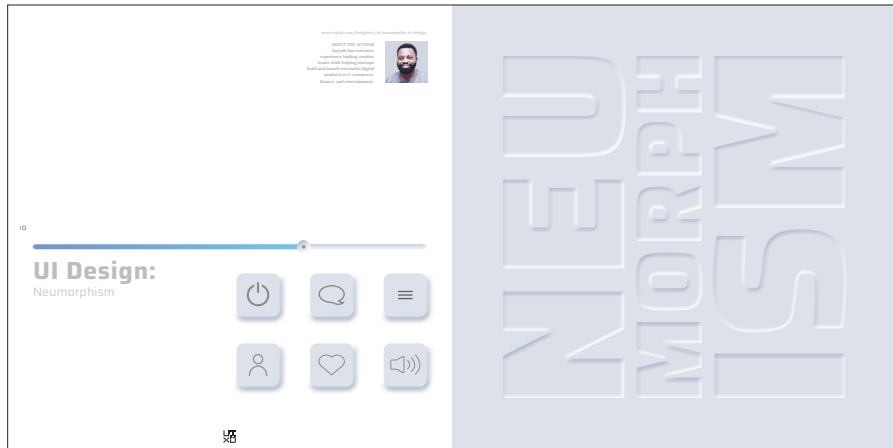
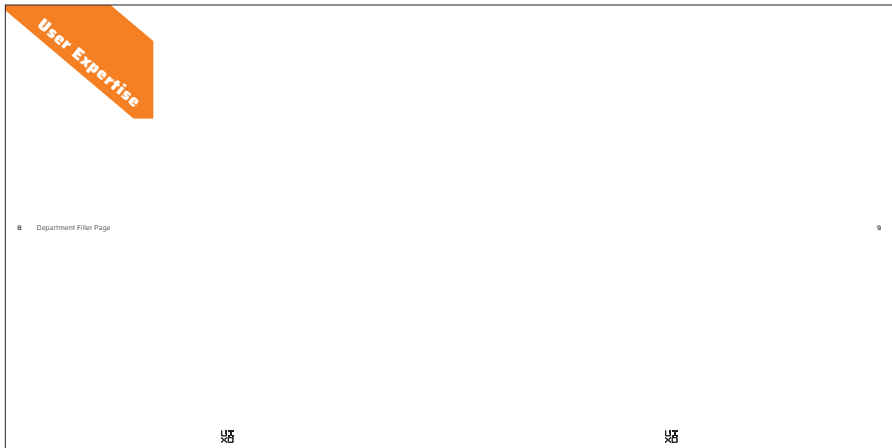
• Conclusion •

In conclusion, designers are likely to be well ahead about the potential impact of AR on their profession. However, by focusing on their strengths and contributing to the broader design community, designers can ensure success in the age of AI and continue to provide value to their clients and society as a whole.

Digital Versions 4



Final Digital



Final Digital

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Cons
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Neomorphic Design Is Timely
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THE LAST OF US

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What are the skills designers need to stay relevant in the next decade?

As the digital landscape evolves, designers must adapt to new challenges and opportunities. Key skills for the future include:

- AI Proficiency:** Understanding how to leverage AI tools to enhance productivity and creativity.
- UX Research:** Deepening knowledge of user behavior and needs to create more intuitive experiences.
- Collaboration:** Working effectively with cross-functional teams to bring products to life.
- Adaptability:** Staying current with the latest design trends and technologies.
- Problem Solving:** Finding innovative solutions to complex design challenges.

CHIPOTLE

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AI & VR Design

As technology advances, designers must embrace AI and VR to create immersive and interactive experiences. Key skills for this era include:

- AI Integration:** Utilizing AI to streamline workflows and generate content.
- VR Development:** Creating engaging and accessible virtual reality environments.
- Immersive Storytelling:** Crafting narratives that captivate users in virtual worlds.
- Performance Optimization:** Ensuring smooth and lag-free experiences in AI and VR applications.

Learning Design for AI and VR

Learning design for AI and VR requires a combination of technical and creative skills. Designers must focus on:

- Technical Skills:** Proficiency in AI and VR development tools and platforms.
- Creative Skills:** Ability to design engaging and meaningful virtual experiences.
- Interdisciplinary Knowledge:** Understanding the intersection of design, technology, and user experience.
- Continuous Learning:** Staying updated on the latest advancements in AI and VR.

Final Digital

UX

What are the skills designers need to stay relevant in the next decade?

Discover the soft skills AI won't replace together with the tech skills designers should start developing today.

Part One: The skills AI won't replace

An AI-based designer (AI) and technology in general, continues to advance at an unprecedented pace. Designers are becoming increasingly curious about what these tools have accomplished. The reason for this interest is that AI has the potential to take over many tasks that designers currently perform, increasing their productivity.

• Why is it scary?

One of the most significant concerns for designers is that AI can automate tasks such as generating layouts, color schemes, and typography, which were previously done by human designers. This automation could lead to a decrease in demand for designers, leading them to lose their jobs.

Another concern is that AI can create design solutions quickly and cheaply, leading to a market saturation where designers struggle to stand out. Clients may prefer to use AI-generated design solutions that are faster and cheaper, rather than pay for the expertise of human designers.

Furthermore, designers fear that AI could make them obsolete in the long run. As AI continues to evolve, it may be able to perform tasks that are currently seen as reserved for human skills, such as creative problem-solving. If this were to happen, it would be challenging for designers to compete with machines that can produce results at a much faster rate.

• Why are skills to stay relevant important?

Designers must recognize that AI can only assist in the fact that AI cannot replace the human touch and creativity that they bring to their work. While AI can perform certain tasks, it lacks the personal perspective and insight that human designers provide. Designers can stand out by developing advanced skills by focusing on developing skills that are difficult for AI to replicate.

• Creativity

While AI can produce some impressive results, it is still unable to match the creative power of the human mind. AI can generate creative concepts, but it struggles to come up with truly original and innovative ideas. Human designers have the ability to think outside the box and come up with unique and unexpected solutions. This creative edge is what sets human designers apart from AI.

• Emotional intelligence

AI cannot empathize with human emotions, nor can it understand the subtle nuances of human communication. Emotional intelligence is crucial for tasks like user-centered design, customer support, and branding. It allows designers to understand their users' needs and emotions, leading to more effective and meaningful design solutions. AI lacks the ability to connect with people on an emotional level, which is a key skill for designers.

• Problem-solving

While AI can analyze vast amounts of data and find patterns, it often struggles to solve complex, unstructured problems. Human designers have the ability to think critically and creatively, allowing them to approach problems from multiple angles and find innovative solutions. This problem-solving skill is essential for navigating the challenges of design and ensuring that the final product meets the needs of the user.

• Adaptability

The design industry is constantly evolving, and designers must be able to adapt to new tools, technologies, and trends. AI can assist in learning new skills, but it cannot provide the hands-on experience and mentorship that human designers can offer. Designers must be willing to learn and grow throughout their careers to stay relevant in a rapidly changing industry.

• Communication

Designers must be able to effectively communicate their ideas and concepts to clients, stakeholders, and team members. AI can generate text and graphics, but it cannot engage in meaningful conversations or negotiate. Human designers have the ability to listen, understand, and respond to the needs of others, which is a critical skill for success in design.

• Collaboration

Design is often a collaborative process, and designers must be able to work effectively with others. AI can assist in generating ideas and providing feedback, but it cannot engage in the collaborative process of brainstorming and refining ideas. Human designers have the ability to work with others, share their knowledge, and learn from their colleagues, which is essential for growth and innovation in the field.

• Critical thinking

Designers must be able to analyze and evaluate design solutions, identifying strengths and weaknesses. AI can generate many options, but it cannot make informed decisions or justify its choices. Human designers have the ability to think critically, assess the impact of their decisions, and make adjustments as needed. This critical thinking skill is essential for ensuring that the final design is effective and meets the goals of the project.

• Attention to detail

Designers must be able to identify and correct small errors and inconsistencies in their work. AI can generate designs, but it often overlooks small details that can impact the overall quality and user experience. Human designers have the ability to pay close attention to detail, ensuring that every element of the design is polished and professional. This attention to detail is a key skill for creating high-quality design solutions.

• Time management

Designers must be able to manage their time effectively, prioritizing tasks and meeting deadlines. AI can assist in automating repetitive tasks, but it cannot manage a complex project or handle unexpected changes. Human designers have the ability to organize their work, set priorities, and adapt to changing circumstances. This time management skill is essential for staying productive and delivering results on time.

• Client management

Designers must be able to build strong relationships with their clients, understanding their needs and expectations. AI can assist in generating proposals and reports, but it cannot engage in the client relationship process. Human designers have the ability to listen to their clients, understand their needs, and provide personalized solutions. This client management skill is essential for ensuring client satisfaction and repeat business.

• Networking

Designers must be able to build a strong professional network, which can lead to new opportunities and collaborations. AI can assist in finding potential contacts, but it cannot engage in meaningful conversations or build relationships. Human designers have the ability to network effectively, both online and offline, which is essential for staying up-to-date on industry trends and finding new opportunities.

• Continuous learning

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Even when it comes to the ability of making key decisions, it's important to remember that CEOs are not the only ones who get paid at a senior level in the corporate world.

Most leaders don't have the resources all the time, but rather use the resources as they go along. So the key is to be able to make the most of what you have.

• Adaptability

As AI designers perform specific tasks and are trained by the parameters set by the programming, humans, on the other hand, can quickly adapt to changing requirements and workloads.

It is not only the range of tasks that AI can perform, but also the speed at which it can learn and adapt. AI can learn from its mistakes and improve its performance over time, but humans have the ability to learn from their experiences and apply that knowledge to new situations. This adaptability is a key skill for designers in a rapidly changing industry.

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Designers must be able to build strong relationships with their clients, understanding their needs and expectations. AI can assist in generating proposals and reports, but it cannot engage in the client relationship process. Human designers have the ability to listen to their clients, understand their needs, and provide personalized solutions. This client management skill is essential for ensuring client satisfaction and repeat business.

• Networking

Designers must be able to build a strong professional network, which can lead to new opportunities and collaborations. AI can assist in finding potential contacts, but it cannot engage in meaningful conversations or build relationships. Human designers have the ability to network effectively, both online and offline, which is essential for staying up-to-date on industry trends and finding new opportunities.

• Continuous learning

The design industry is constantly evolving, and designers must be committed to ongoing learning and professional development. AI can assist in providing resources and courses, but it cannot provide the hands-on experience and mentorship that human designers can offer. Designers must be proactive in seeking out new learning opportunities, such as workshops, conferences, and online courses, to stay current in their field.

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Part Two: New skills to start developing today

As technology continues to advance at a rapid pace, it's becoming increasingly important for designers to develop the skills necessary to stay ahead of the curve. The areas of expertise that are particularly crucial for the future are generative AI, prompt design, and AI design.

• Generative AI prompt design

Generative AI prompt design is a field of study that involves creating prompts or instructions that are used to generate new content (such as text, images, or even music) using artificial intelligence (AI) algorithms. It is a rapidly growing field that has the potential to revolutionize the way we create and consume content from generating new music, art, and literature to creating personalized marketing content.

To excel in generative AI prompt design, you must first understand the capabilities and limitations of the AI algorithms. Machine learning models are trained on large datasets to recognize patterns and make predictions based on those patterns. Generative AI algorithms take this a step further, using those patterns to generate new content that resembles the original data.

The role of the prompt is to guide the generative AI algorithm in the direction of the desired outcome. The quality of the prompt can significantly impact the results. A well-designed prompt can lead to more relevant, engaging, and meaningful content, while a poorly designed prompt can result in content that is irrelevant, unengaging, or even offensive.

The design of the prompt is critical to the success of the generative AI algorithm. A well-designed prompt can lead to more relevant, engaging, and meaningful content, while a poorly designed prompt can result in content that is irrelevant, unengaging, or even offensive.

To excel in generative AI prompt design, you must have a solid understanding of the capabilities and limitations of the AI algorithms, as well as a deep knowledge of the domain in which they wish to create generative content. This may involve studying machine learning, AI ethics, or domain-specific knowledge, depending on the type of content you wish to generate.

As the field of AI and machine learning continues to evolve, the potential applications of generative AI prompt design are vast and varied. From creating personalized marketing content to generating new music, art, and literature, the possibilities are endless. Designers who master the art of prompt design will be well-positioned to take advantage of these opportunities and create innovative and impactful content for their clients and audiences.

Here are some of the most important skills you should develop to excel in this field and get started:

• Prompt engineering

Develop the ability to craft effective prompts that guide the AI algorithm to generate the desired content. This involves understanding the capabilities and limitations of the AI algorithms and using that knowledge to create prompts that are clear, concise, and specific.

• Domain expertise

Gain a deep understanding of the domain in which you wish to create generative content. This may involve studying machine learning, AI ethics, or domain-specific knowledge, depending on the type of content you wish to generate.

• Creativity

Develop the ability to think creatively and come up with unique and innovative prompts that will result in high-quality, engaging content. This involves understanding the capabilities and limitations of the AI algorithms and using that knowledge to create prompts that are clear, concise, and specific.

• Communication

Develop the ability to effectively communicate your ideas and concepts to clients, stakeholders, and team members. This involves understanding the capabilities and limitations of the AI algorithms and using that knowledge to create prompts that are clear, concise, and specific.

• Collaboration

Develop the ability to work effectively with others, both online and offline. This involves understanding the capabilities and limitations of the AI algorithms and using that knowledge to create prompts that are clear, concise, and specific.

• Critical thinking

Develop the ability to analyze and evaluate design solutions, identifying strengths and weaknesses. This involves understanding the capabilities and limitations of the AI algorithms and using that knowledge to create prompts that are clear, concise, and specific.

• Attention to detail

Develop the ability to identify and correct small errors and inconsistencies in your work. This involves understanding the capabilities and limitations of the AI algorithms and using that knowledge to create prompts that are clear, concise, and specific.

• Time management

Develop the ability to manage your time effectively, prioritizing tasks and meeting deadlines. This involves understanding the capabilities and limitations of the AI algorithms and using that knowledge to create prompts that are clear, concise, and specific.

• Client management

Develop the ability to build strong relationships with your clients, understanding their needs and expectations. This involves understanding the capabilities and limitations of the AI algorithms and using that knowledge to create prompts that are clear, concise, and specific.

• Networking

Develop the ability to build a strong professional network, which can lead to new opportunities and collaborations. This involves understanding the capabilities and limitations of the AI algorithms and using that knowledge to create prompts that are clear, concise, and specific.

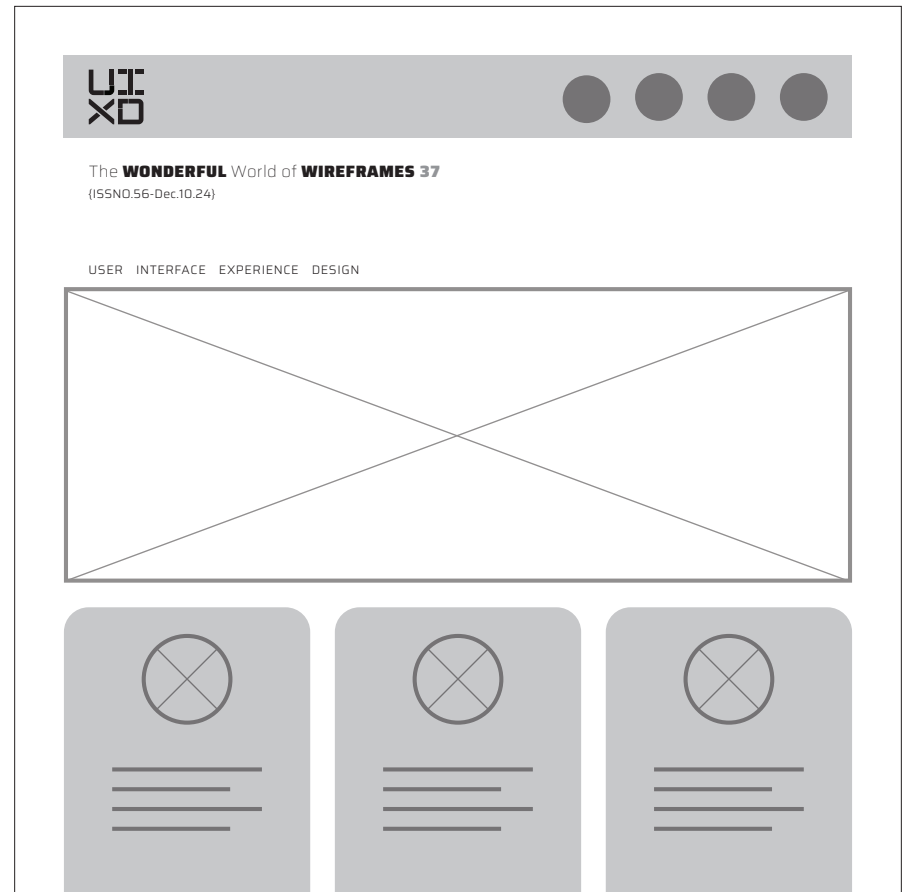
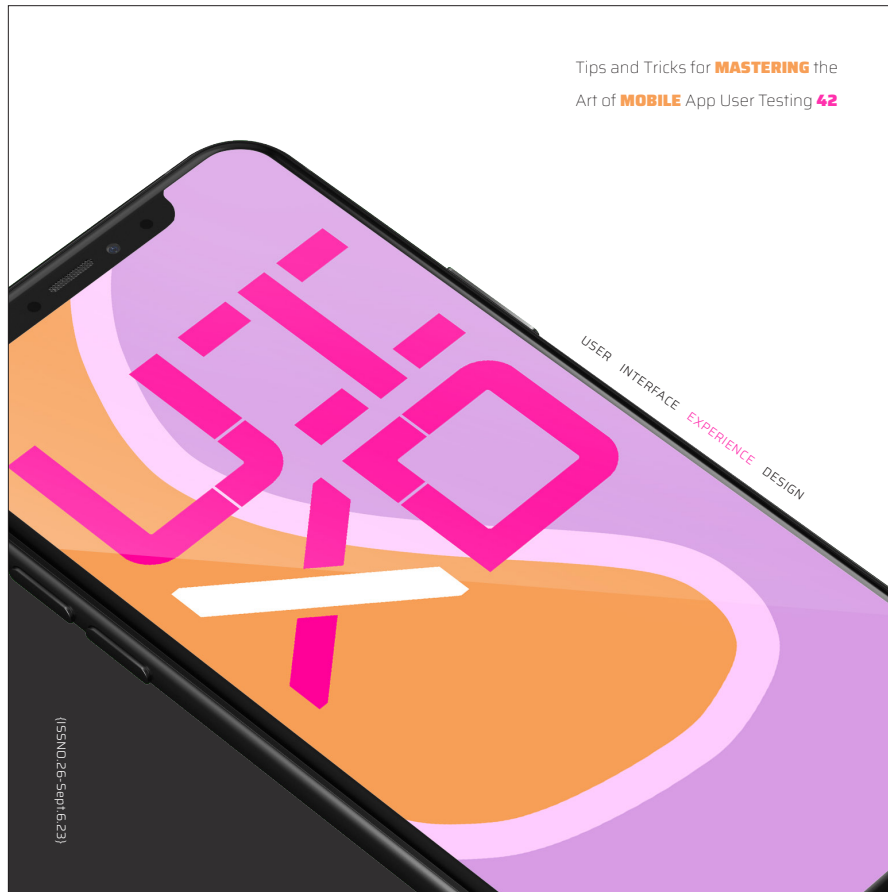
• Continuous learning

Develop the ability to stay up-to-date on the latest trends and developments in the field of generative AI. This involves understanding the capabilities and limitations of the AI algorithms and using that knowledge to create prompts that are clear, concise, and specific.

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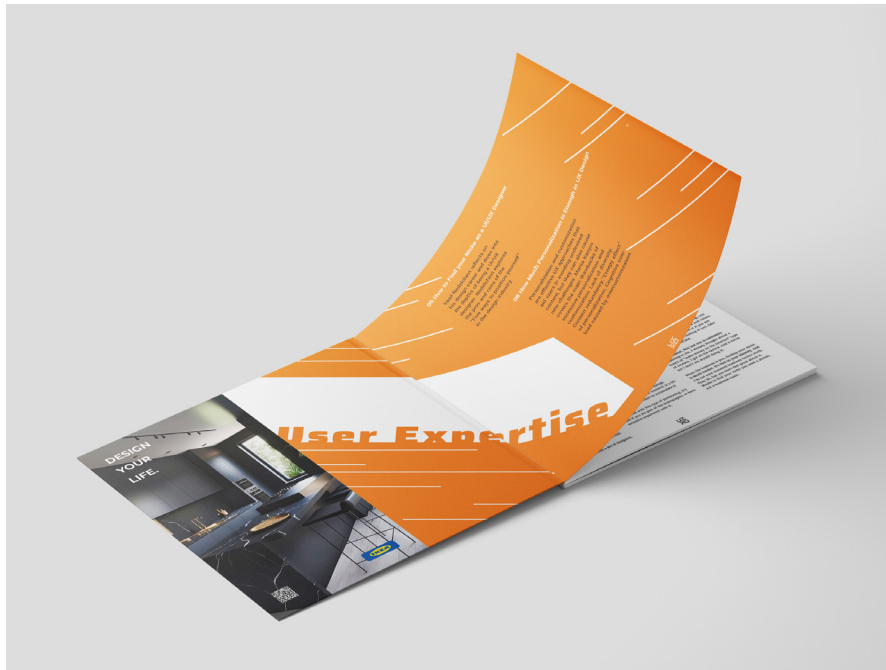
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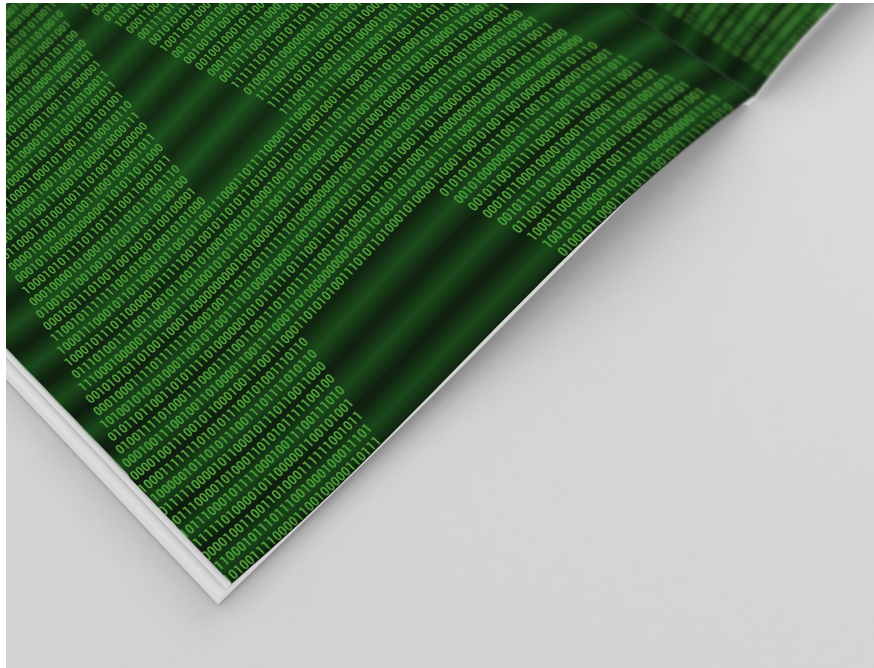
Mockups



Mockups



Mockups



Mockups