

A DIALECT OF OUR OWN DESIGN

SIMON COLLISON

Interlink, June 2011

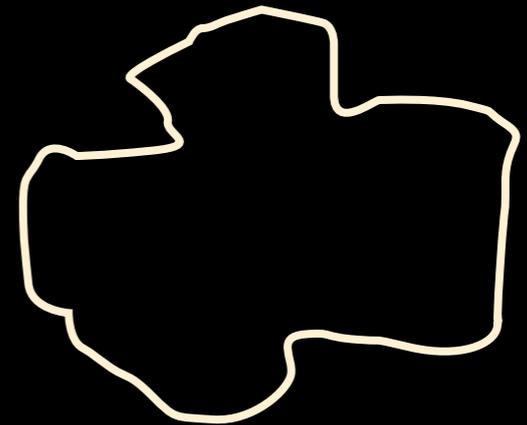
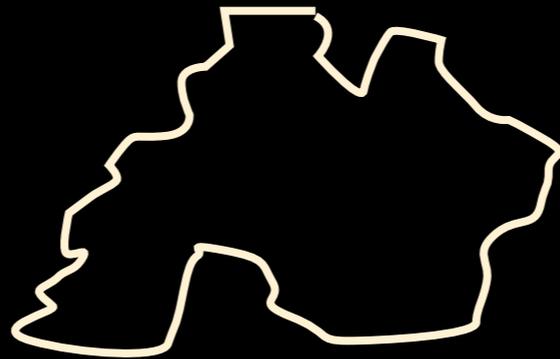
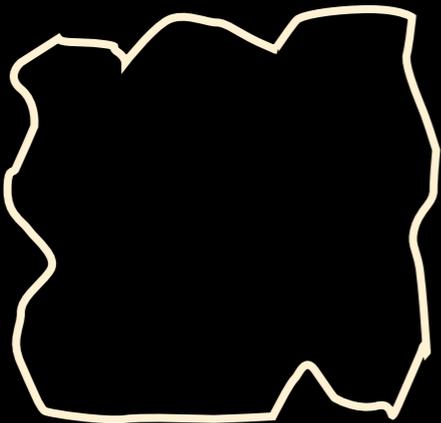
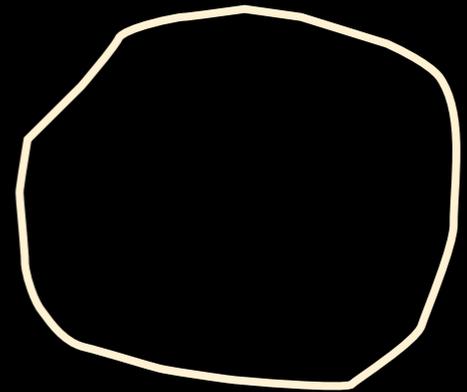
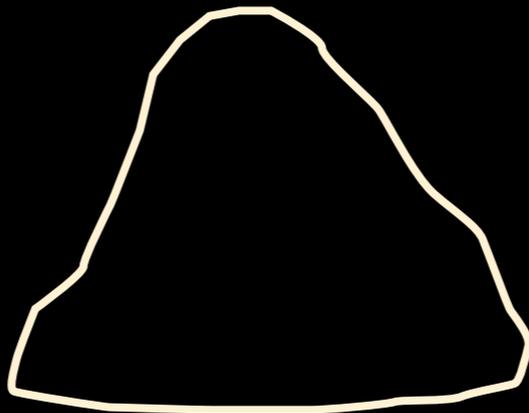
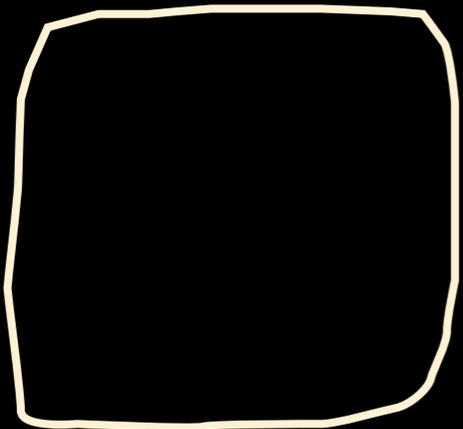
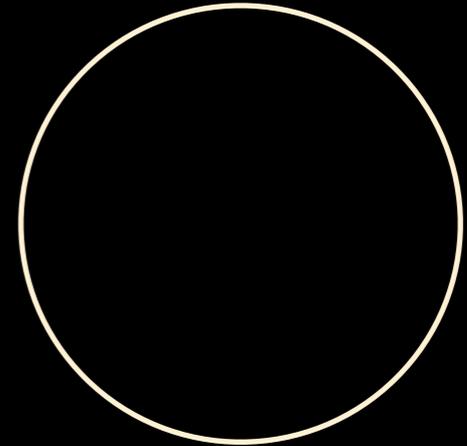
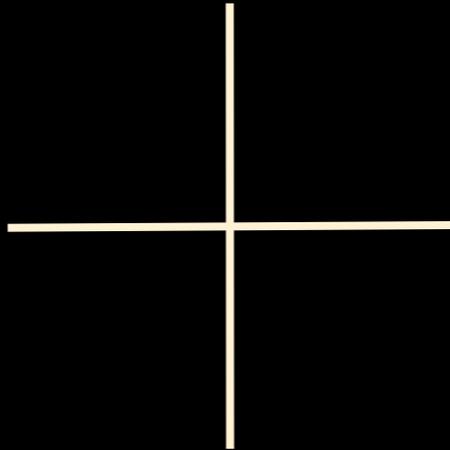
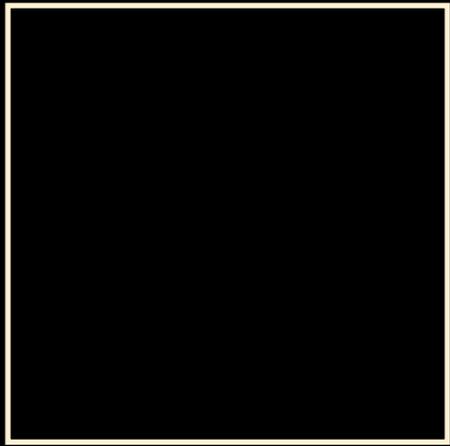
@colly colly.com

PART ONE

EVERYTHING

AN ESTABLISHED

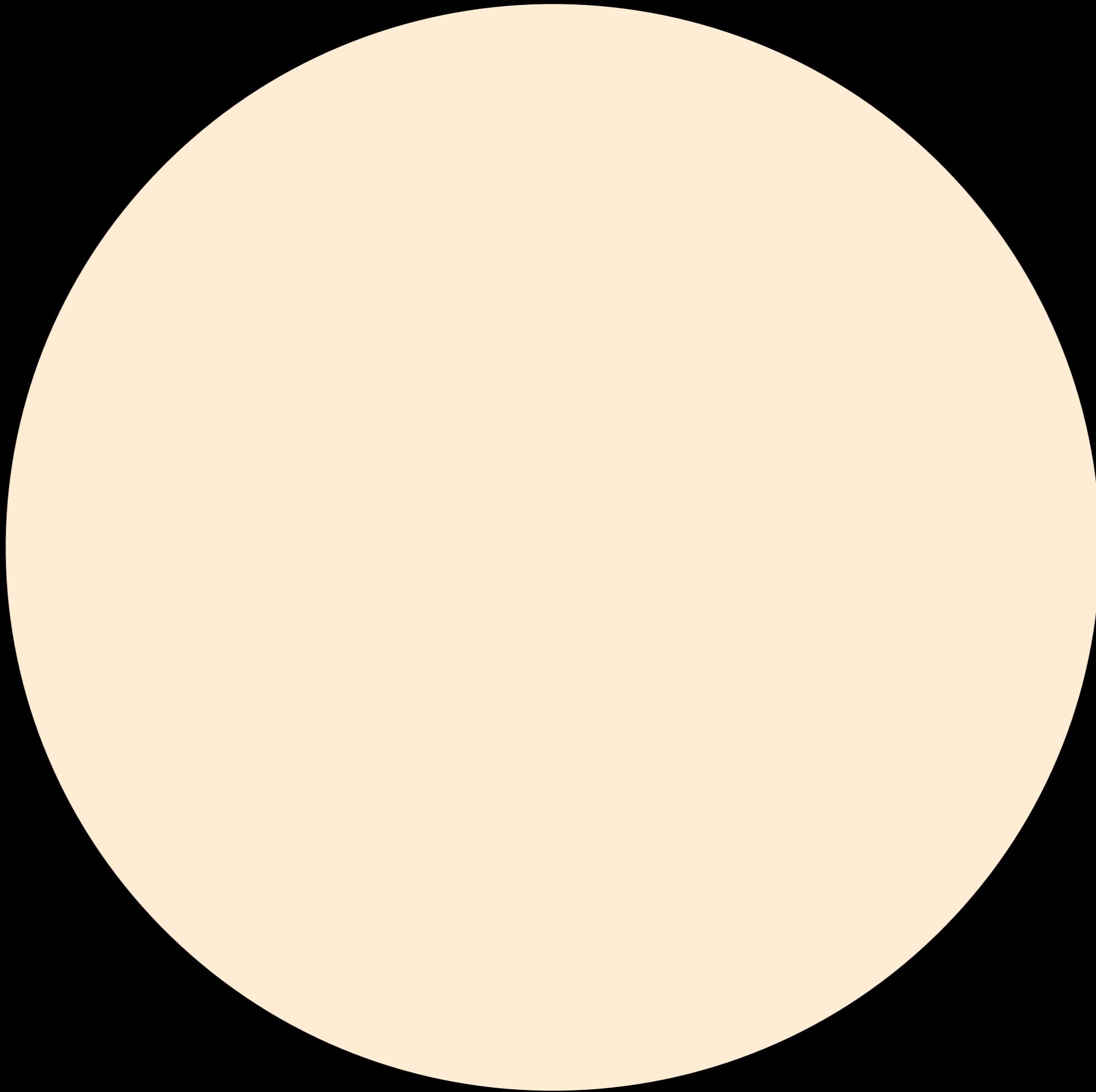
VISUAL GRAMMAR

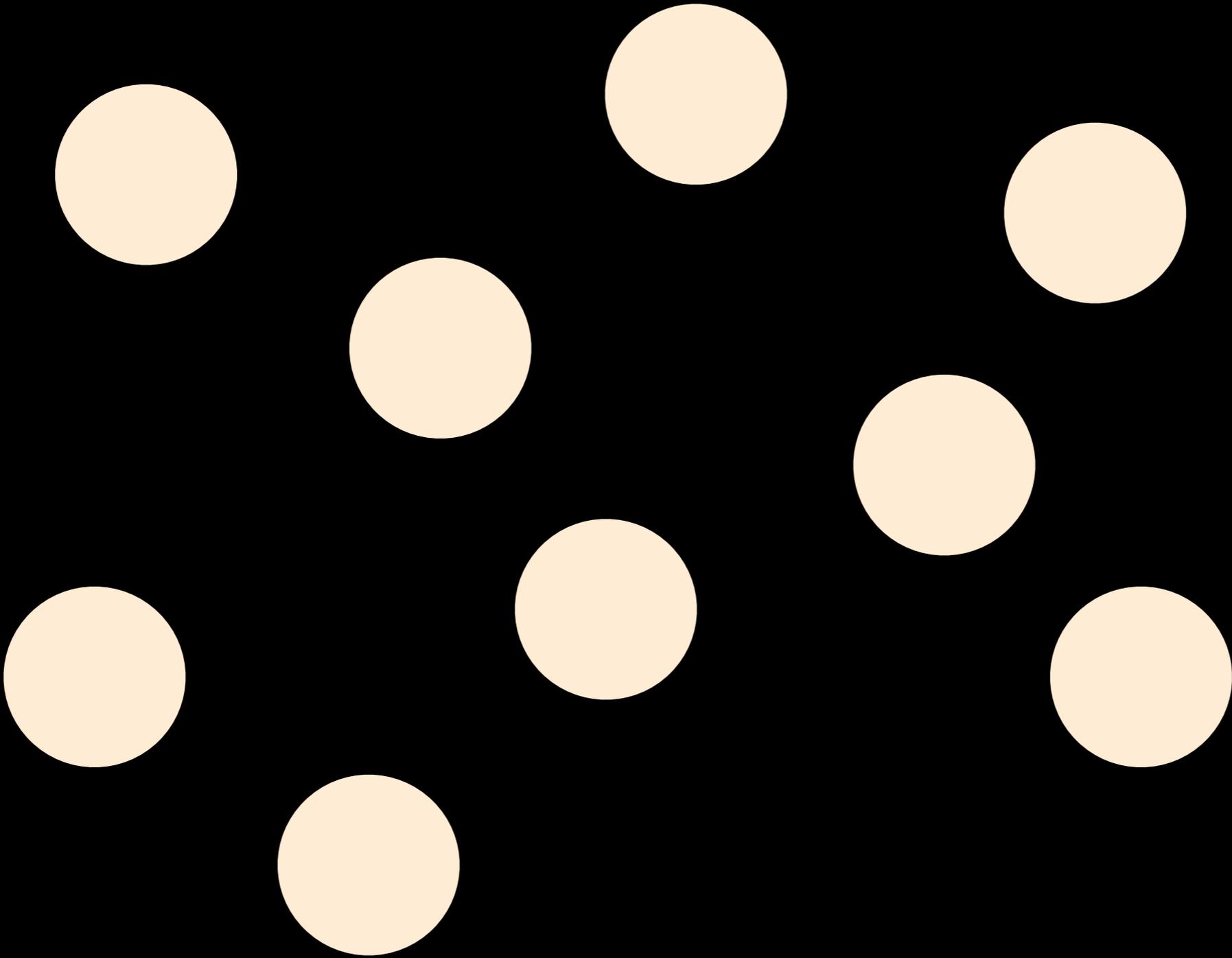


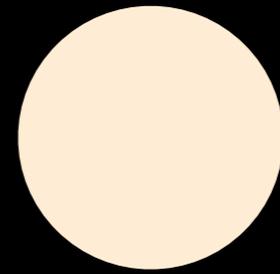
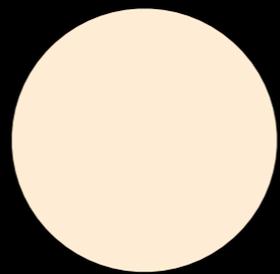
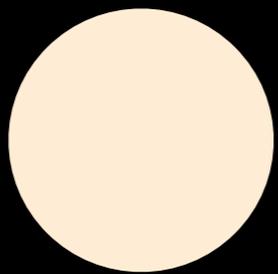
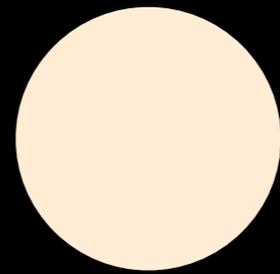
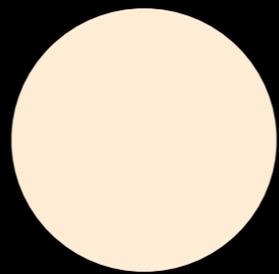
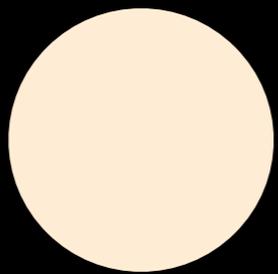
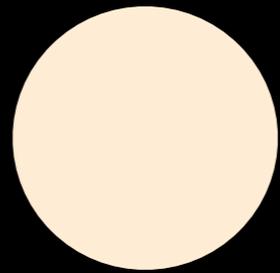
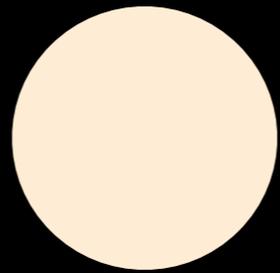
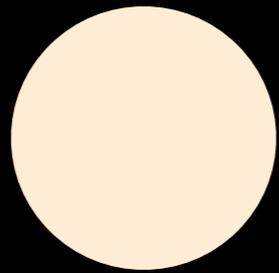


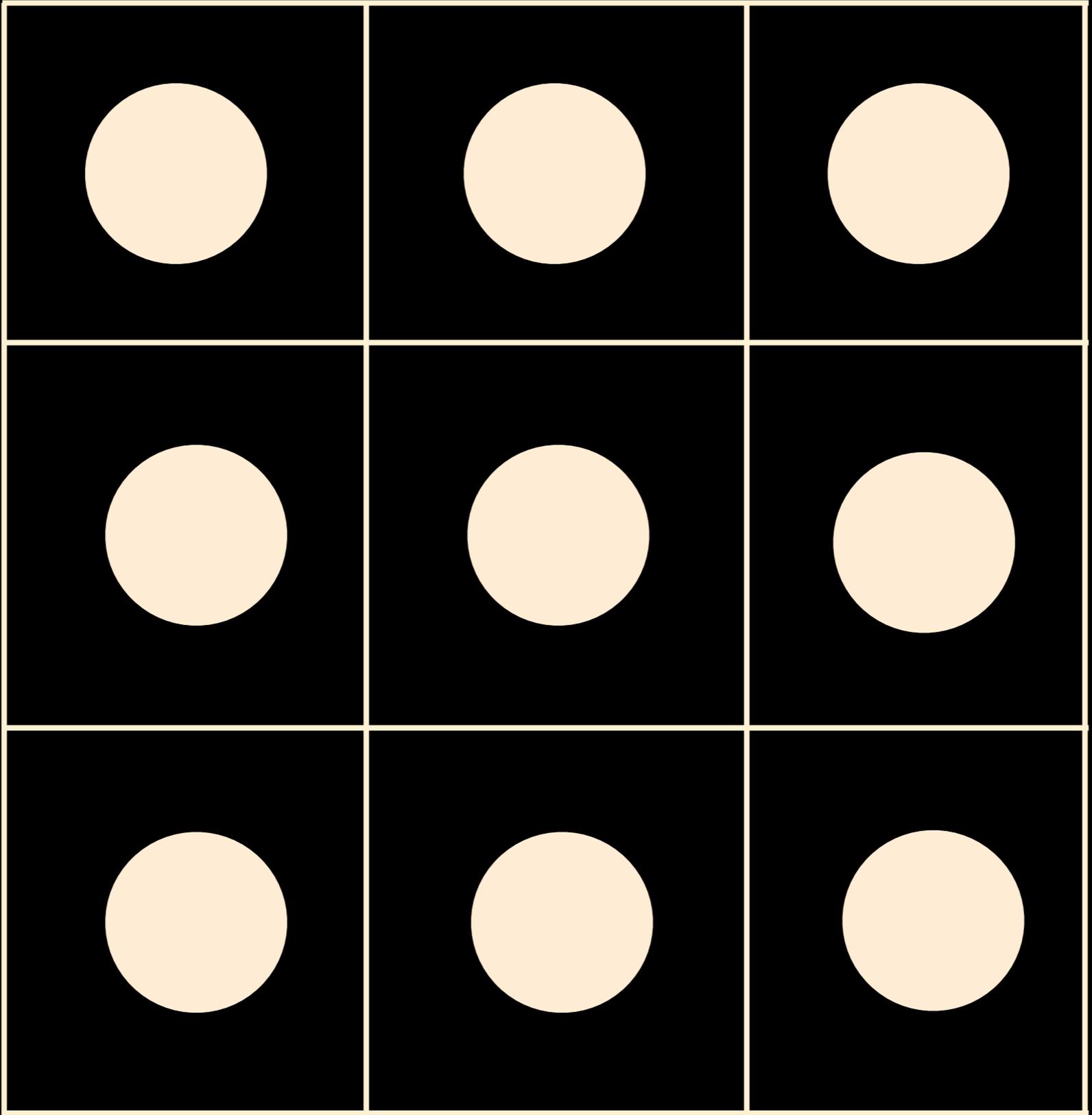


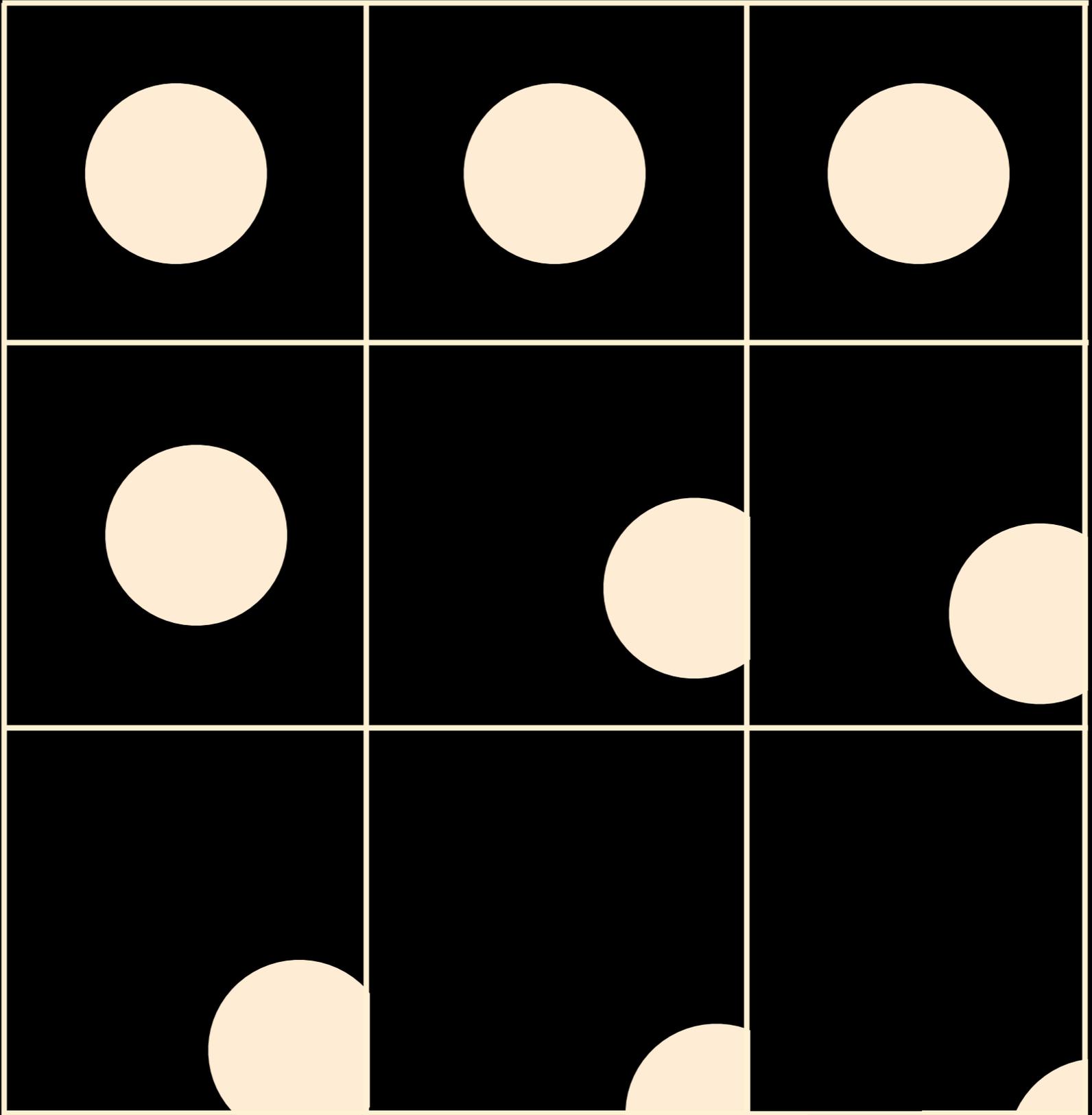


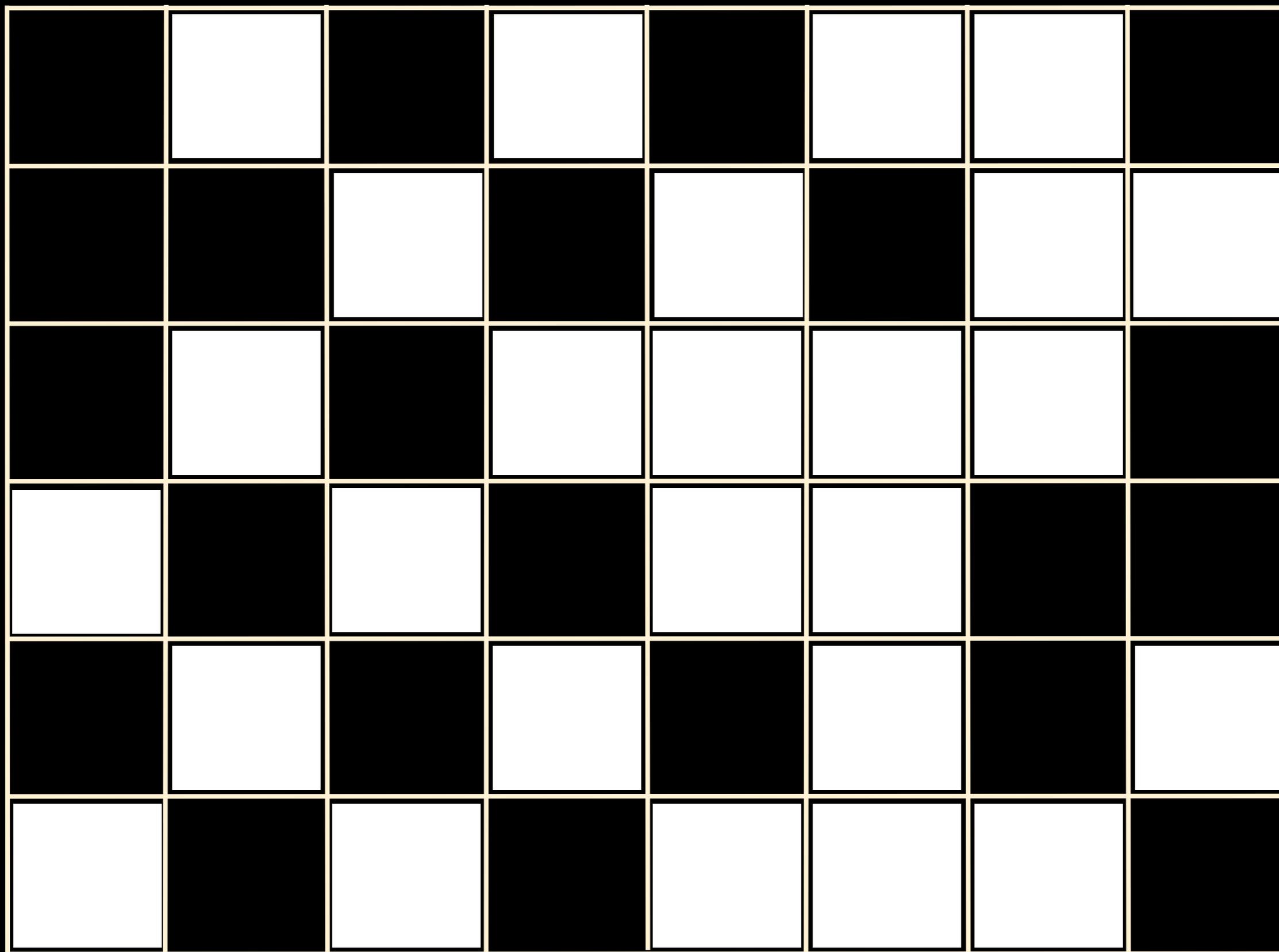


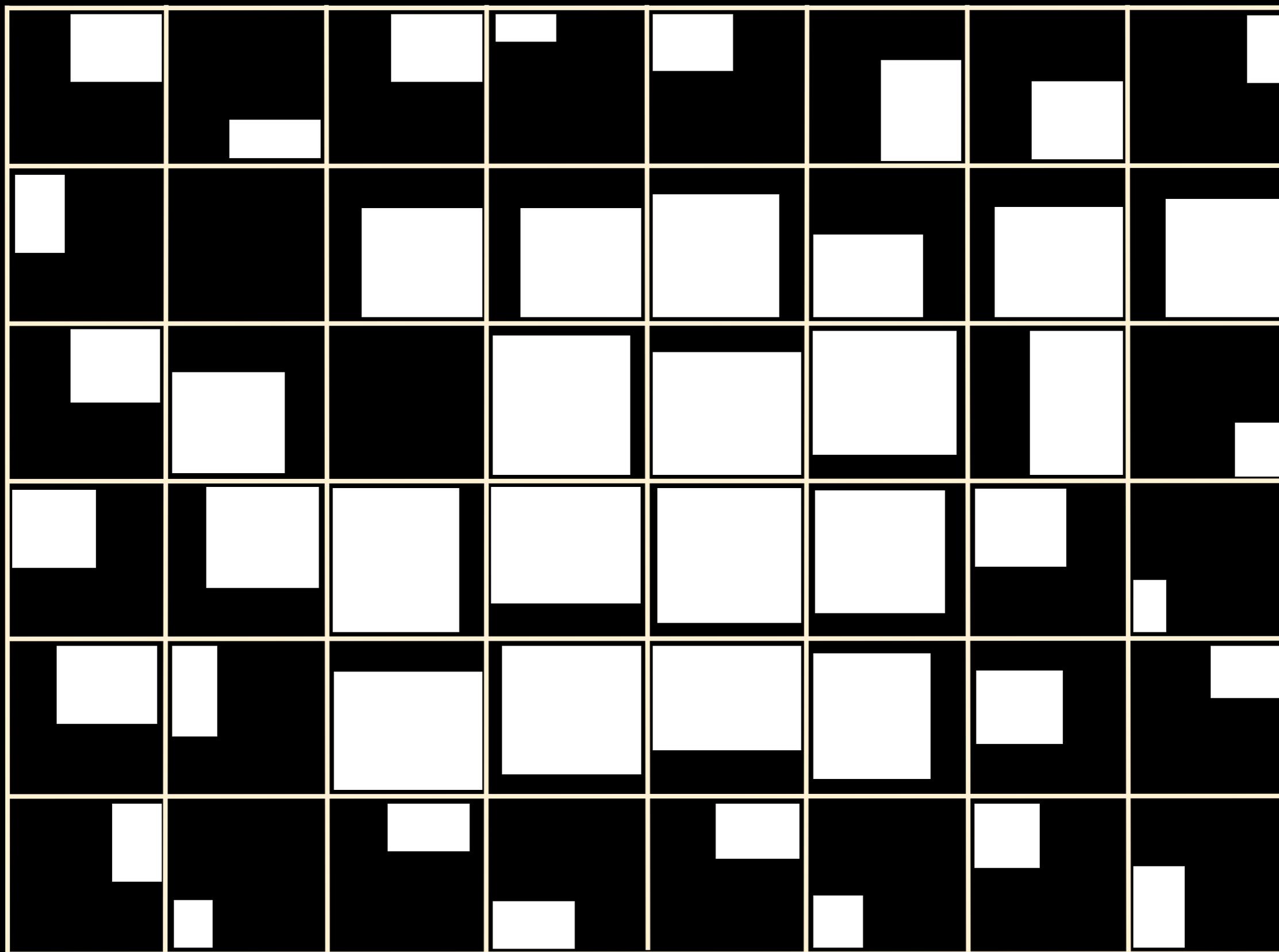


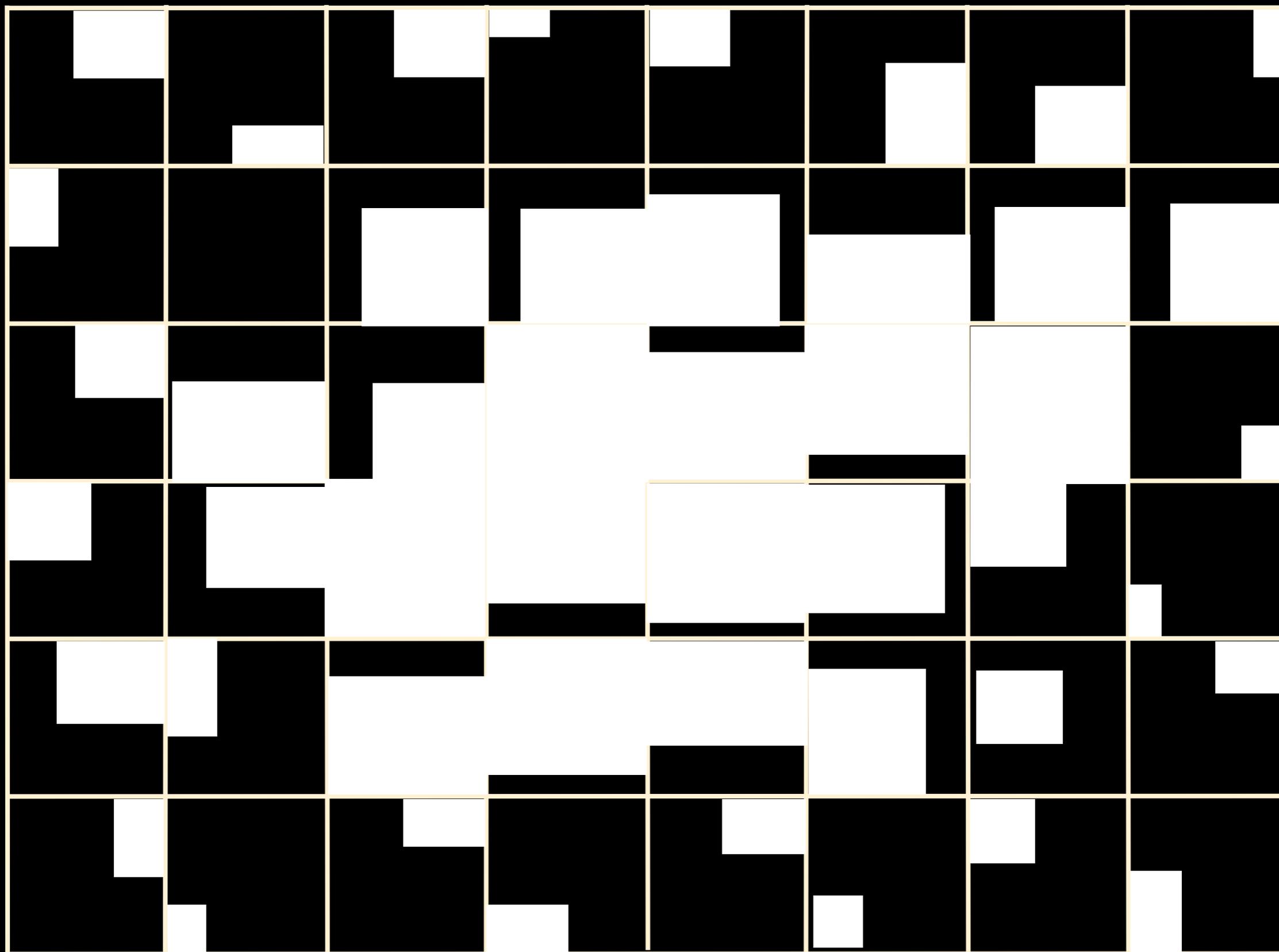


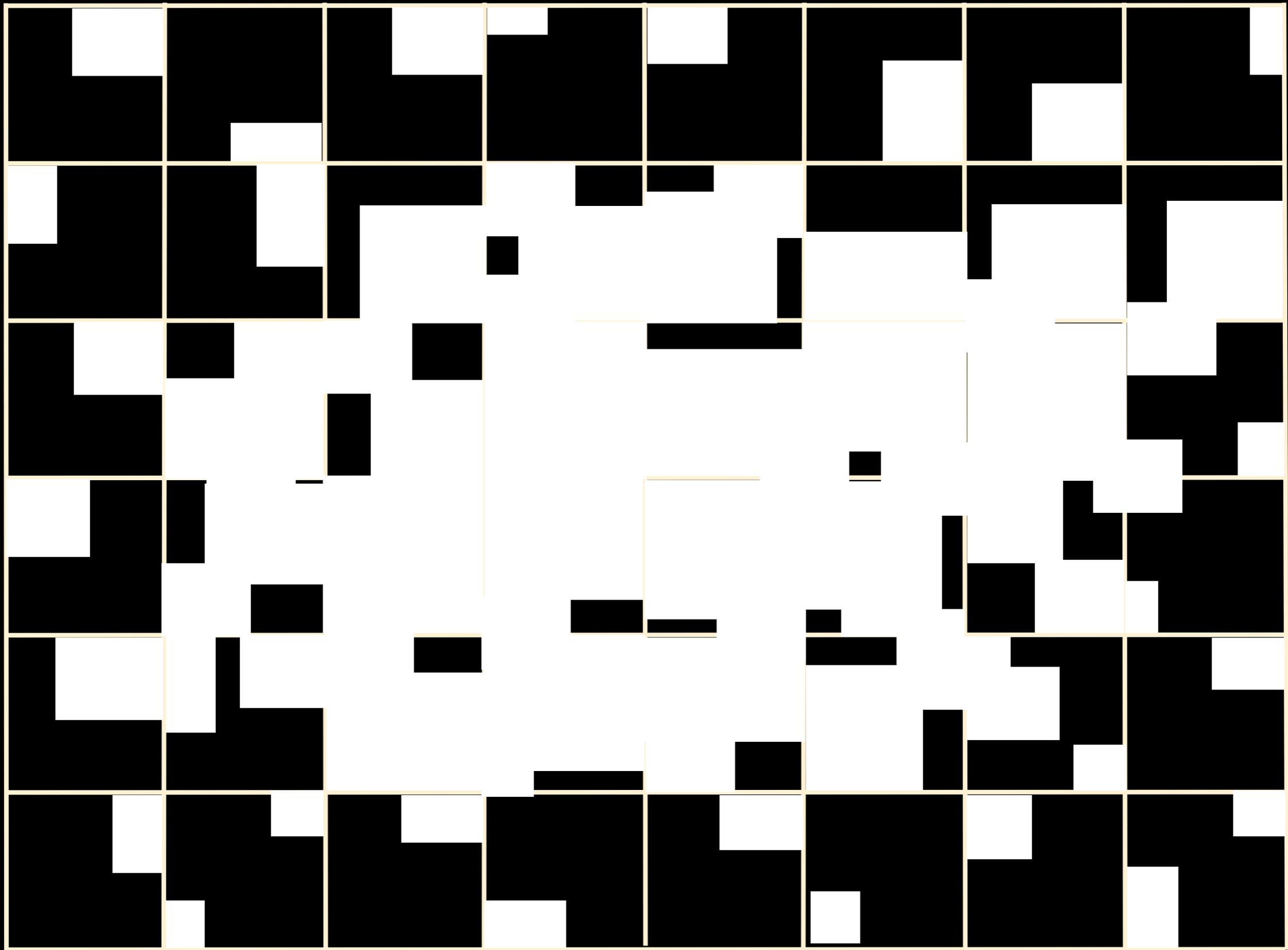


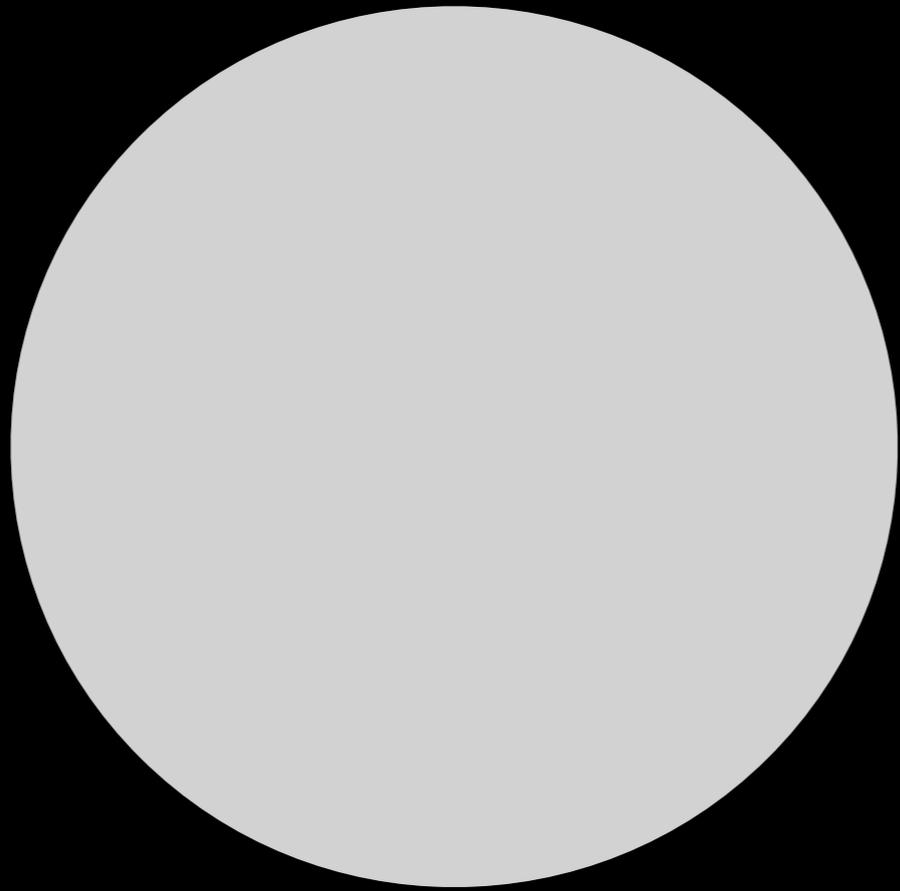


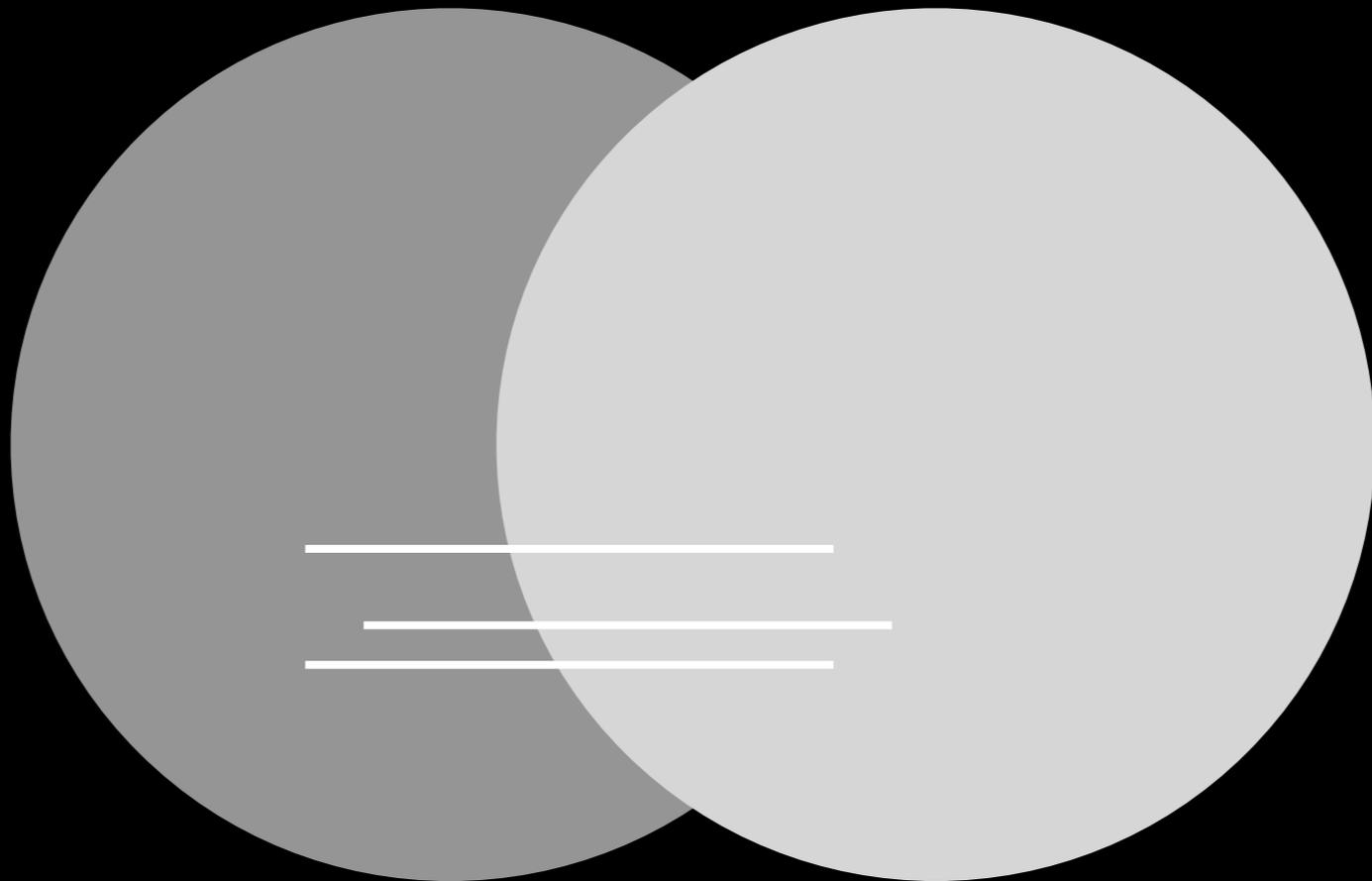


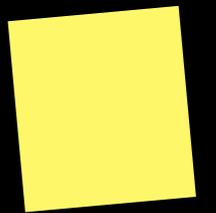
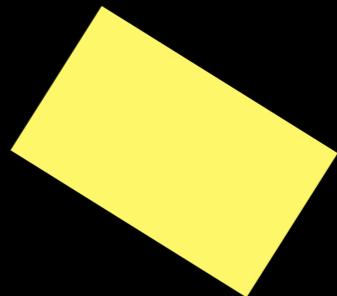
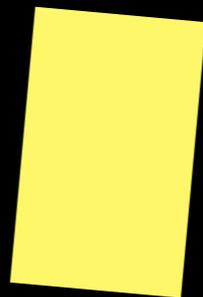
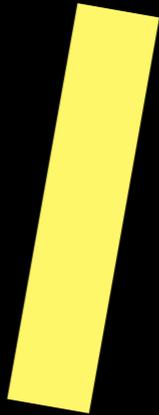
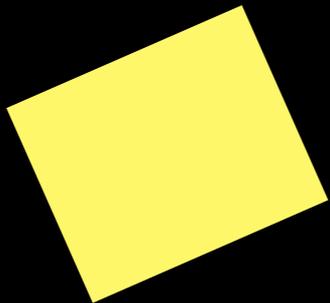
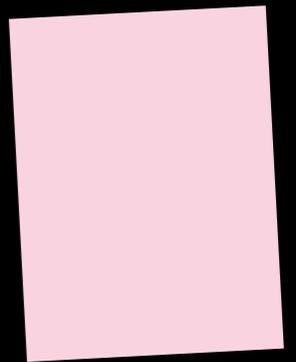
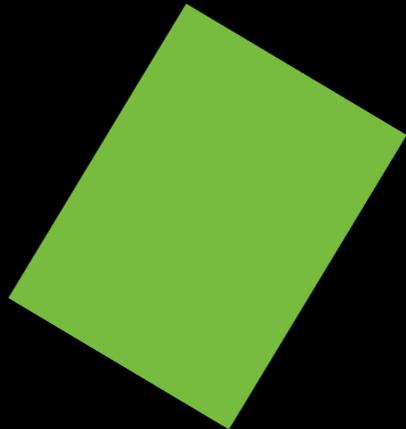
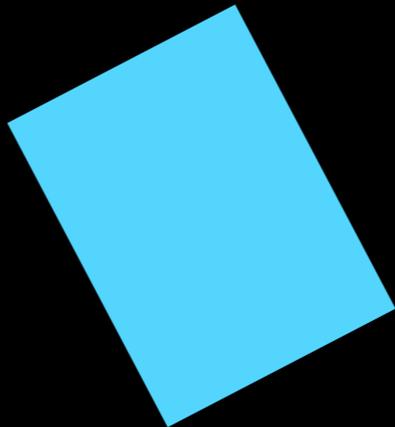
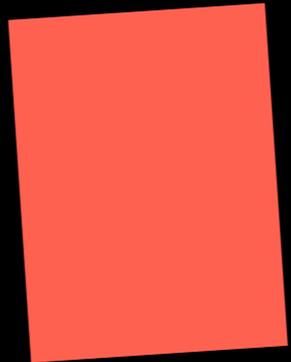
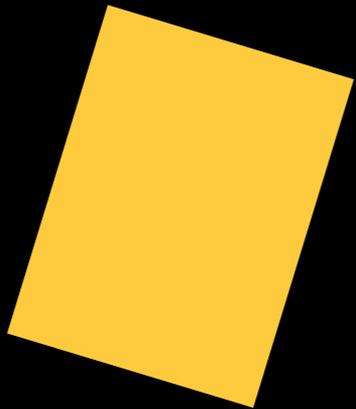
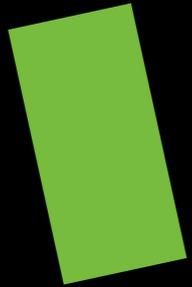
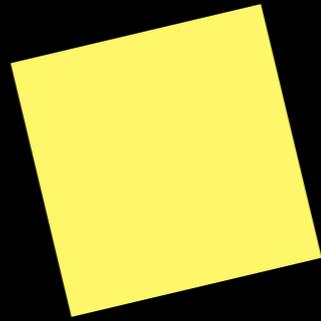
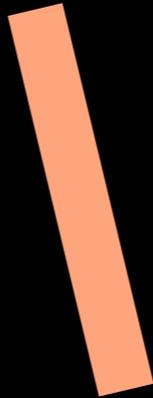
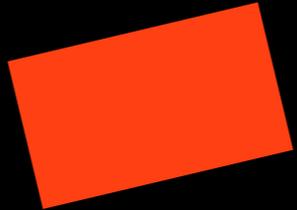
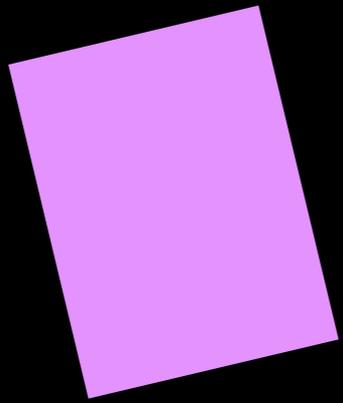


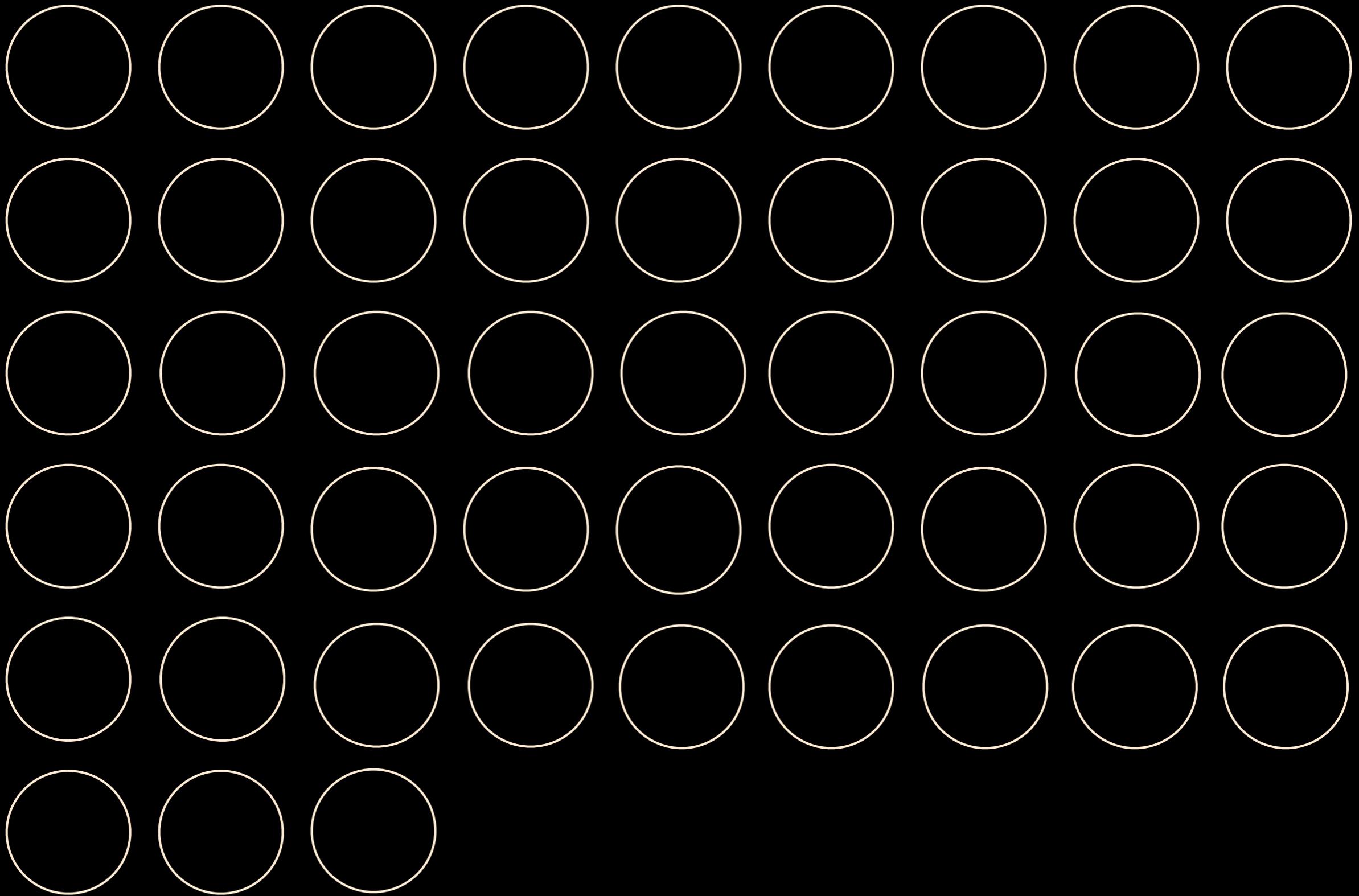


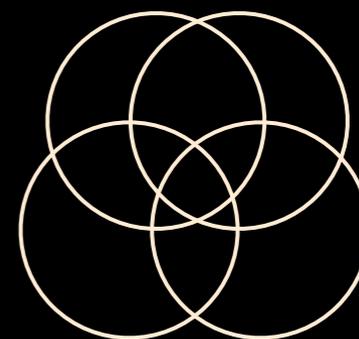
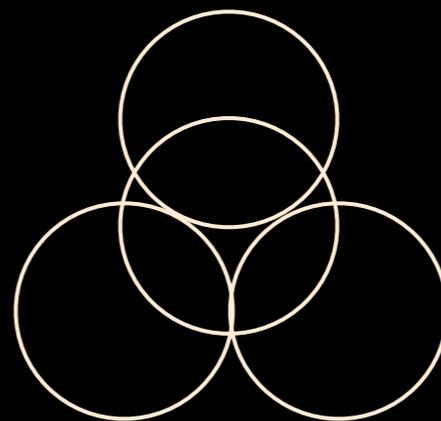
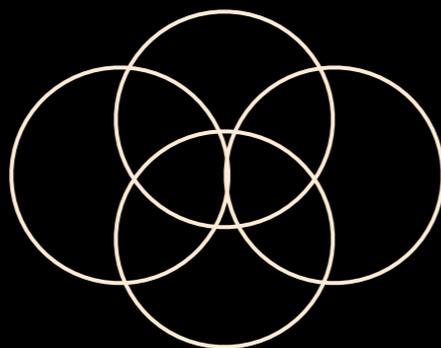
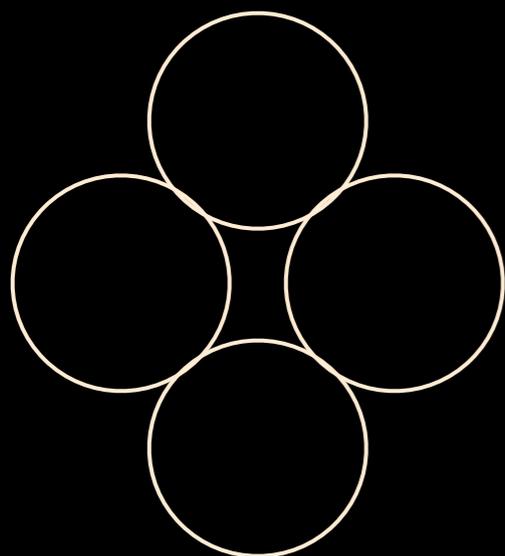
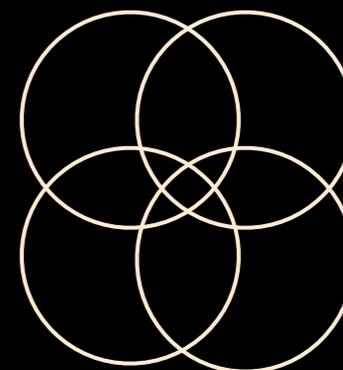
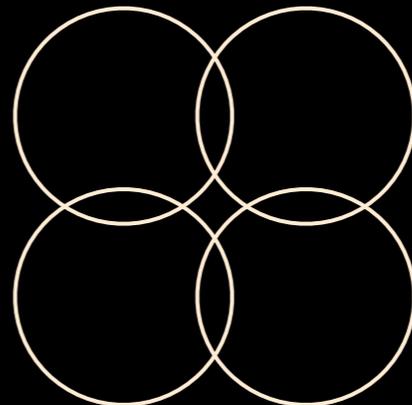
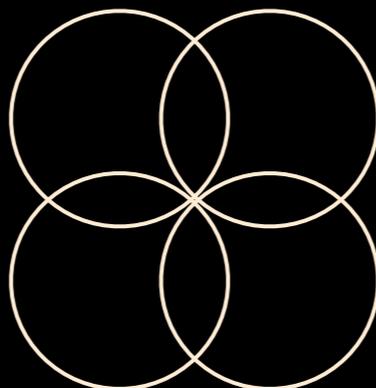
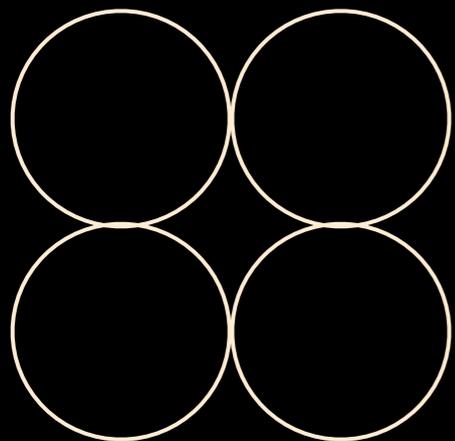
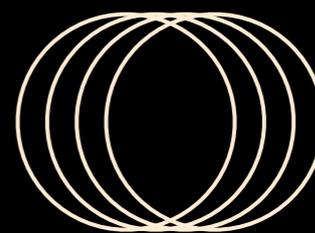
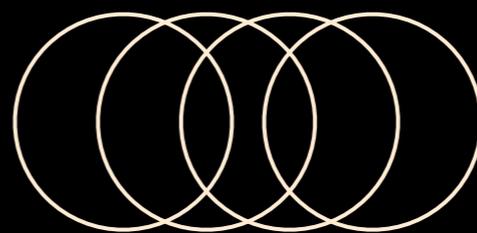
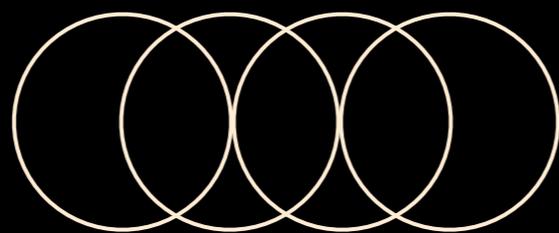
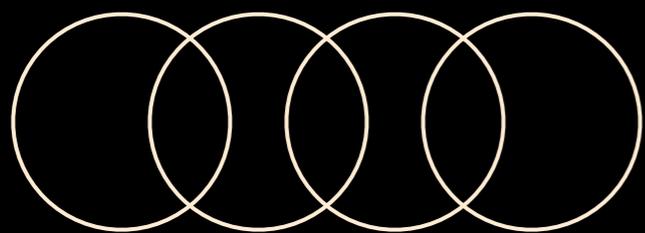


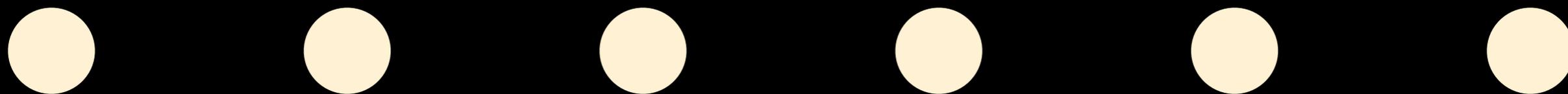


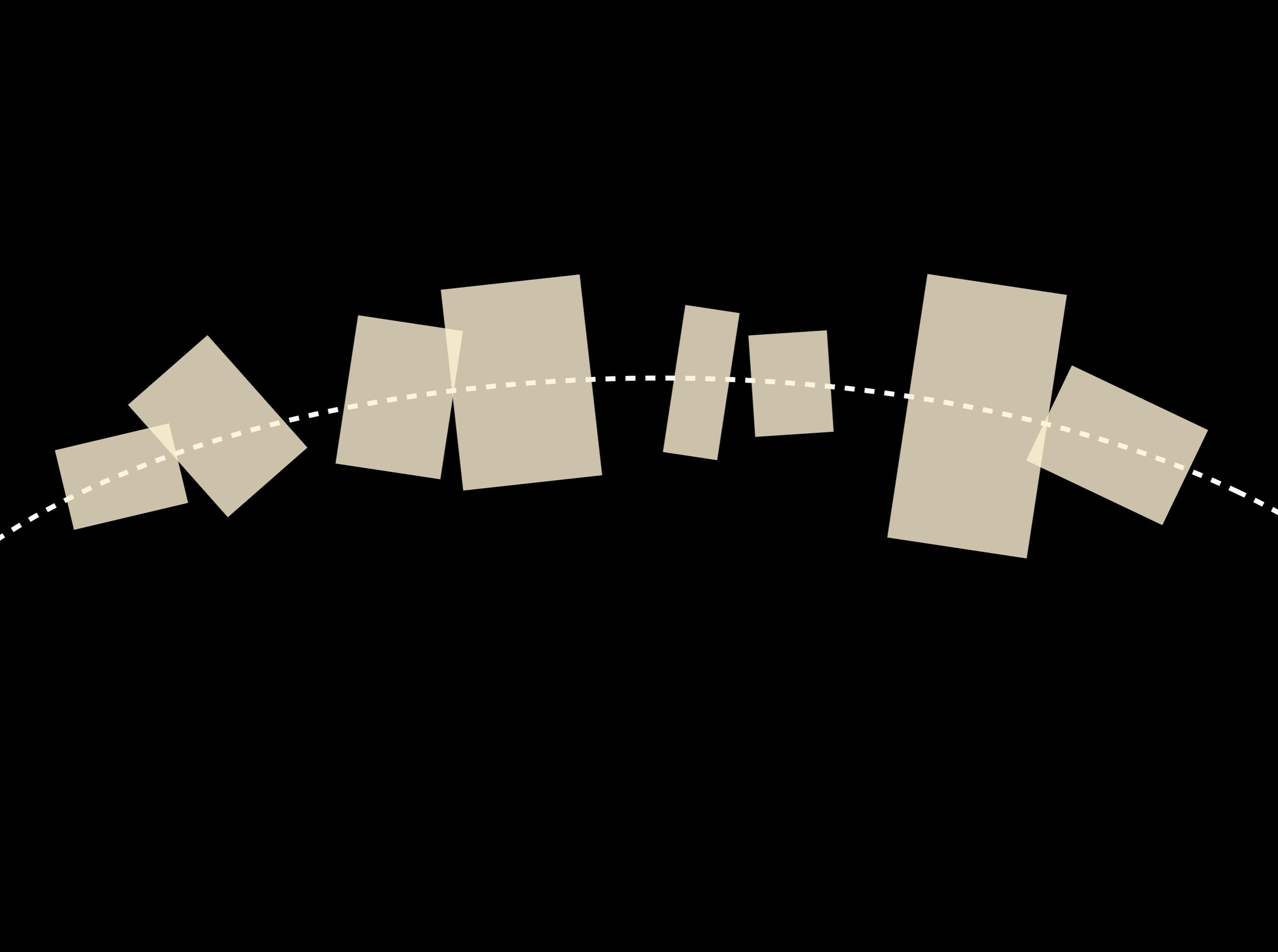


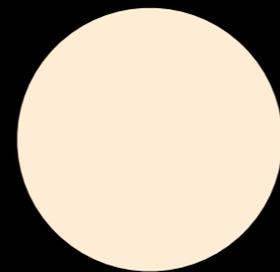
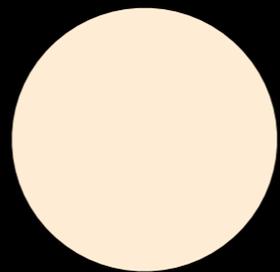
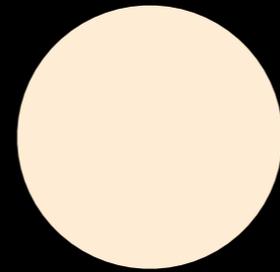
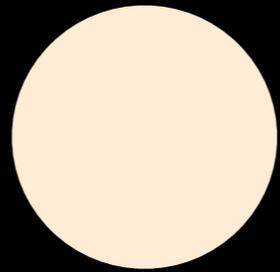
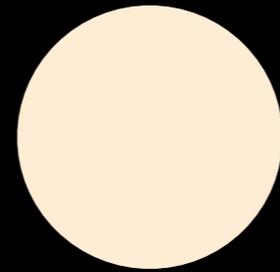
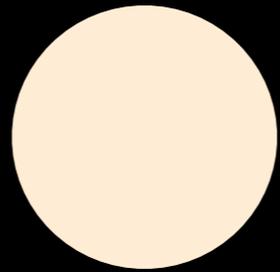










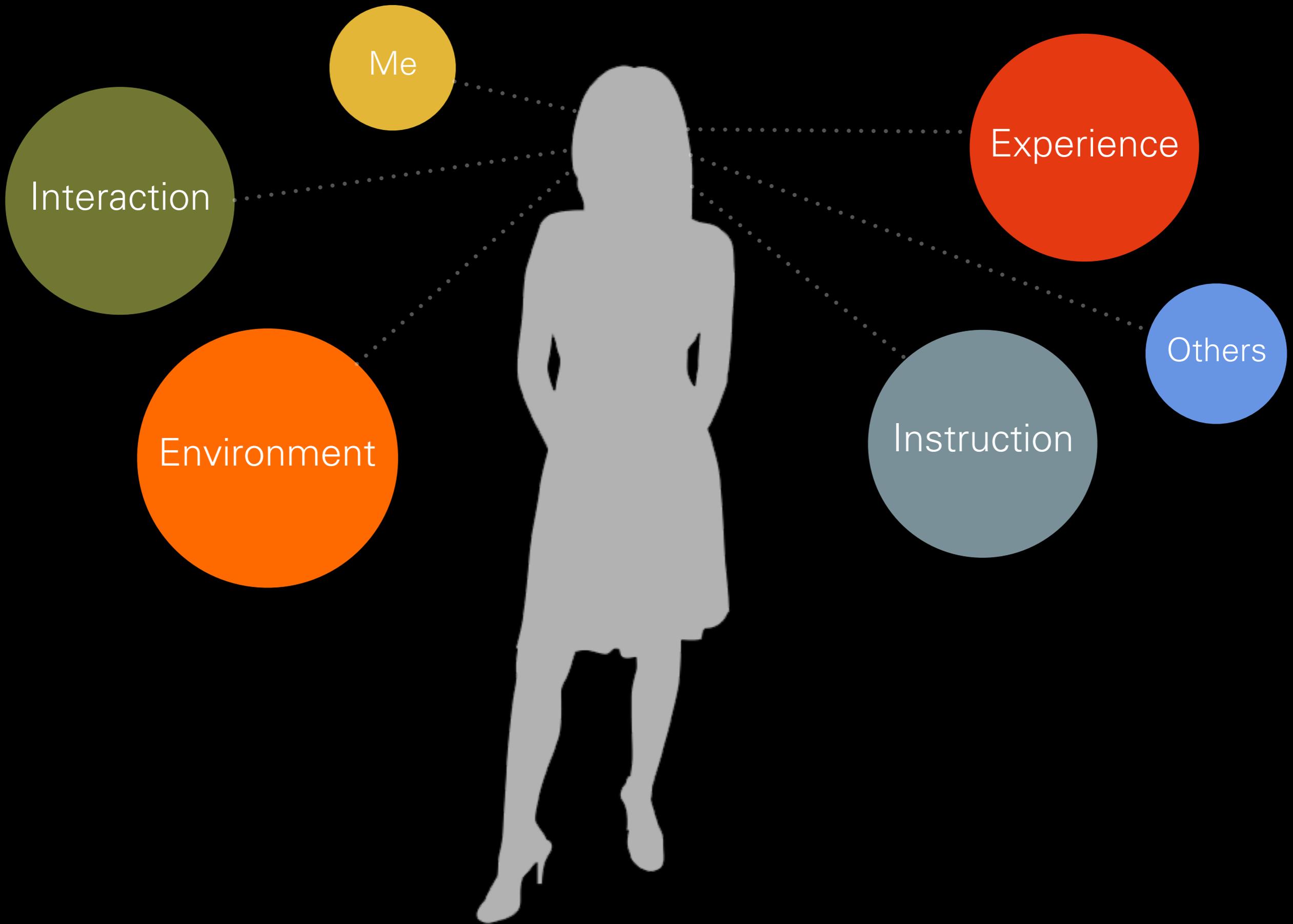


MEANING & PERCEPTION

MENTAL MODELS

The models people have of themselves, others, the environment, and the things with which they interact.

MENTAL MODELS



Me

Interaction

Environment

Experience

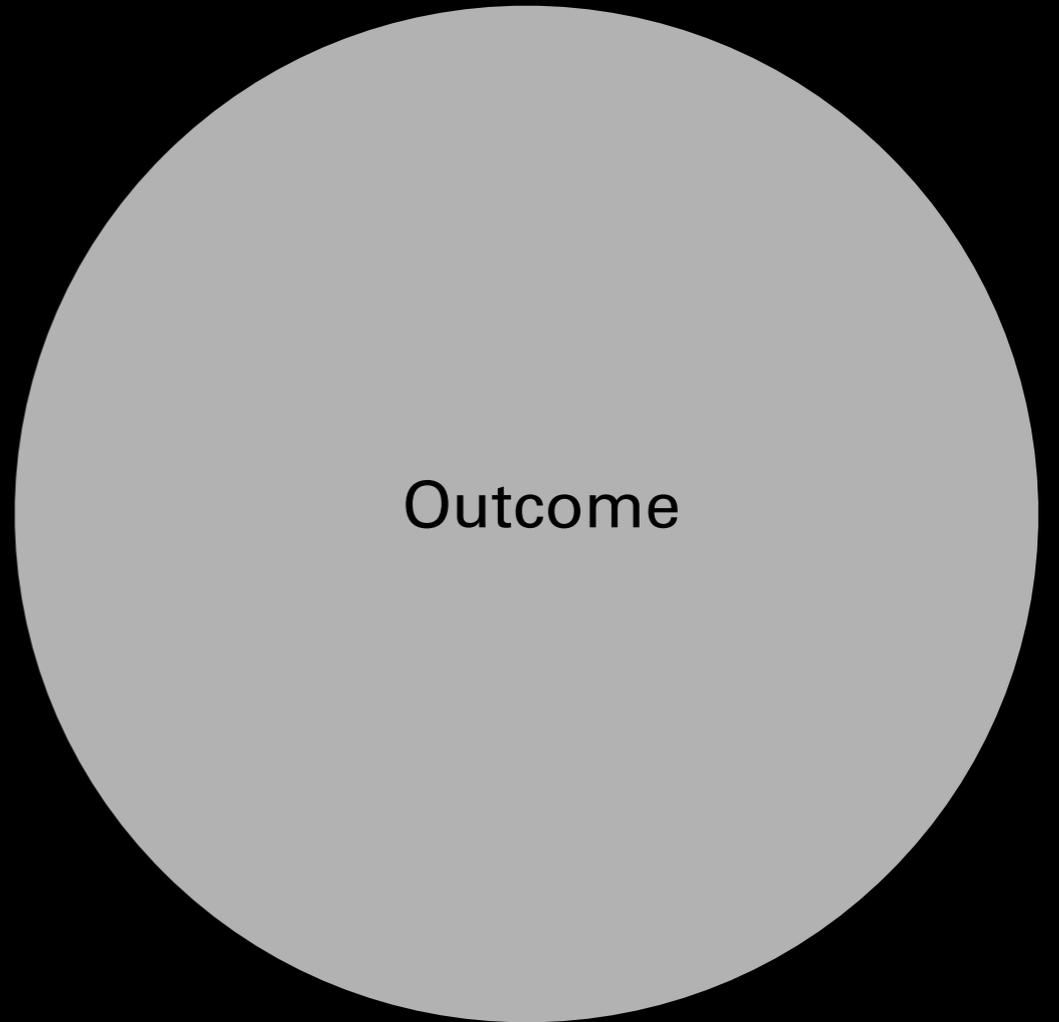
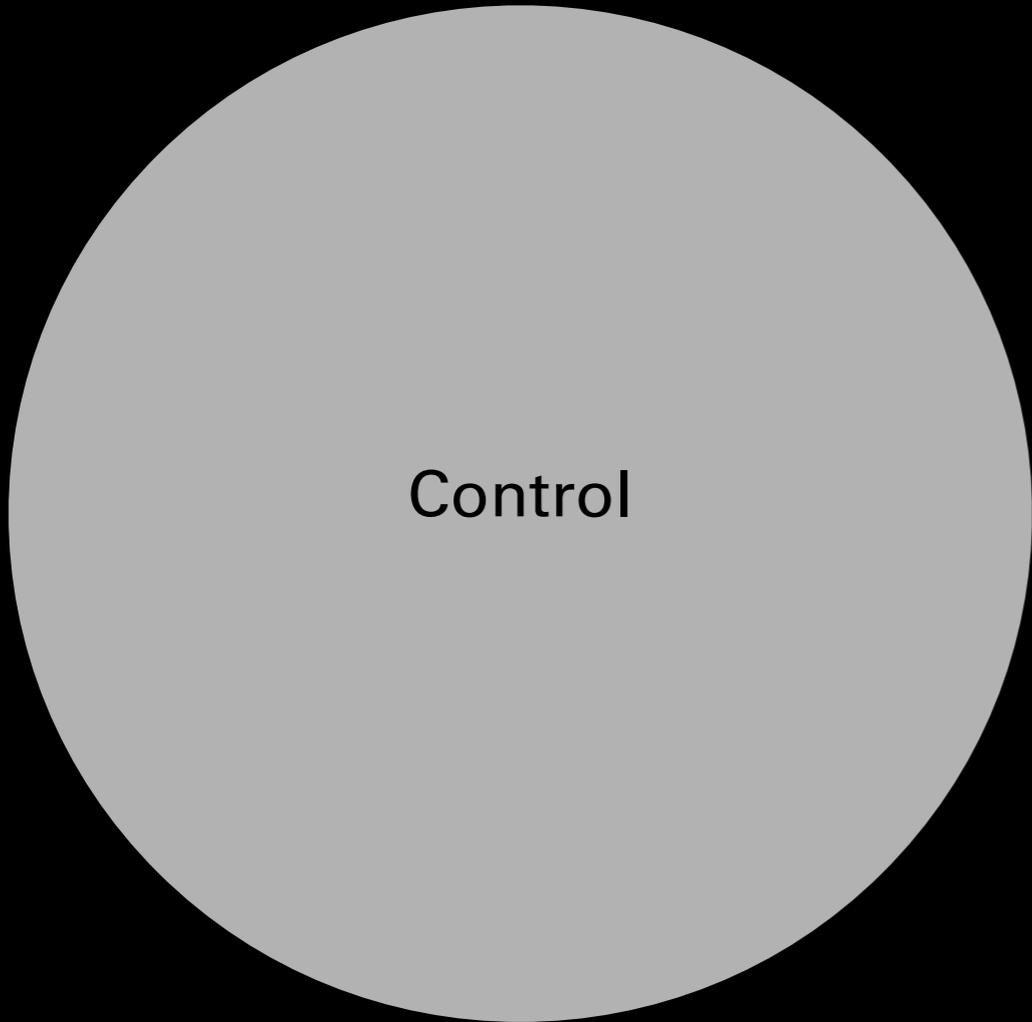
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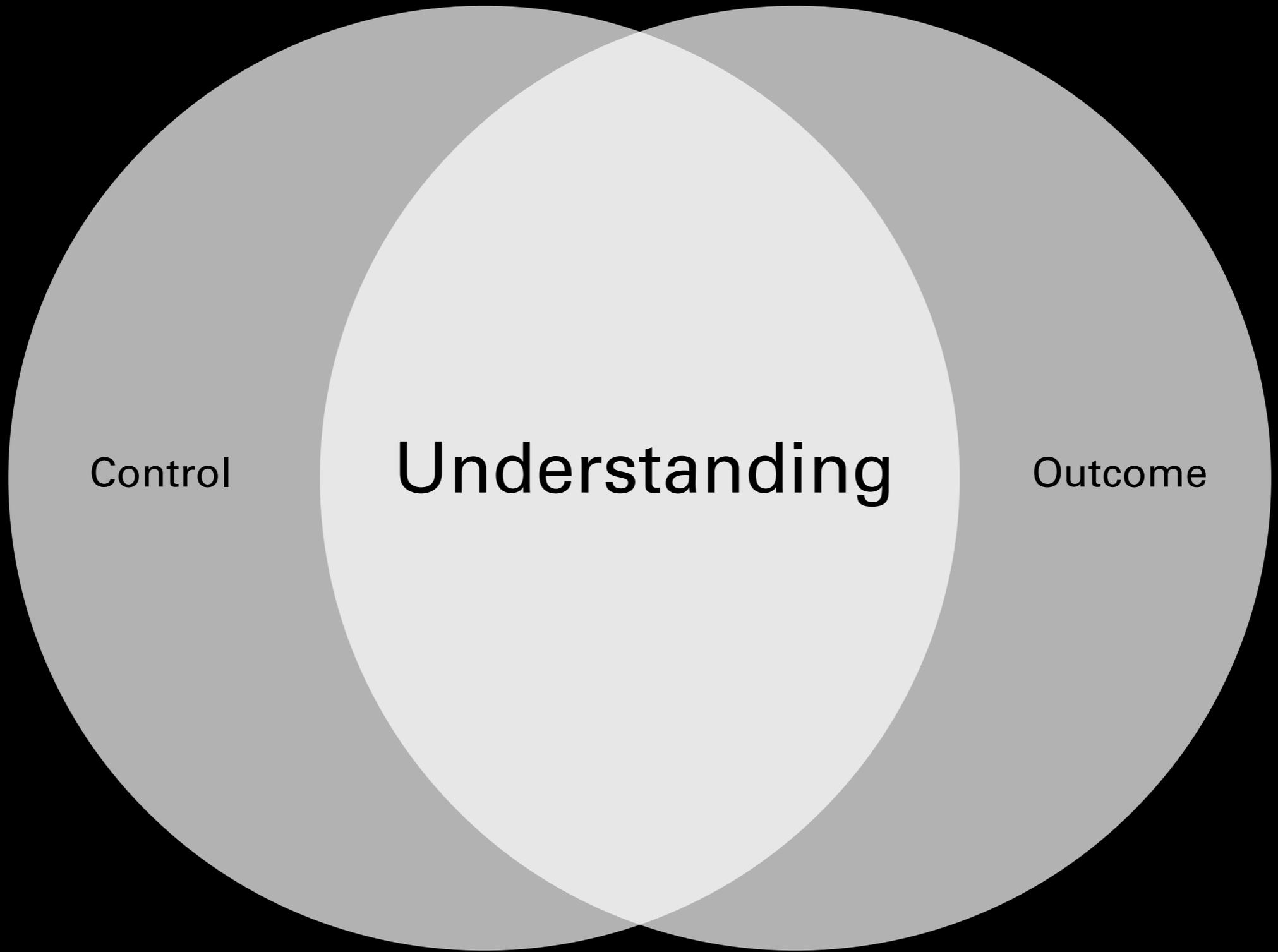
Others

MAPPING

The relationship between two things.
Natural mapping leads to immediate
understanding.

MAPPING





Control

Understanding

Outcome

AFFORDANCE

An affordance is a quality of an object, or an environment, that allows an individual to perform an action.

AFFORDANCE

SEMIOTICS

The study of signs
offering an explanation of how
people extract meaning from
words, sounds and images.

SEMIOTICS



Symbol



Icon



Index

TYPOGRAPHY

By using typography
we give a written idea a
visual form.

TYPOGRAPHY

COLOUR

Colour can bring designs to life,
inform hierarchies, create bonds
between elements, add pace or
emotion.

COLOUR

THINK SMARTER

PART TWO

AND SO TO WEB

OUR

VISUAL GRAMMAR

OUR

MISTAKES

UNIQUE PATTERNS AND INTERACTIONS

EVOLUTION OF
THE FRAME







WALL Swaps

Want an Erskine birdie badge and your stuff on our wall?

Send your things to:
ERSKINE DESIGN
4 Stoney Street,
Lace Market,
Nottingham,
NG1 1LG

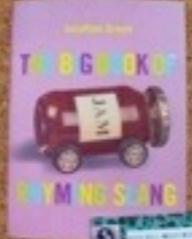
OR GREAT THE WALLSWAPS BLOG



This is our favourite so far, a strange egg whisk and a funny card from Alexandra in Germany, accompanied with a nice message in both English and German.

Jan Lindhauer-Johnson sent in a few random bits. An office badge attached to a flying pig mass card, a company card and a quality piece of paper. The

Jason Cole eats out too much and couldn't afford the postage for his WallSwap, an awesome bog-side book of rhyming slang, so he gave us it in person at the POWD conference. Good times.



Hey Simon,
I ordered the 2 free bottles of coffee and 2 free bottles of water. While waiting there wasn't for me, so I had to wait in a queue. I have to read how I had the other bags on the table!
I hope this qualifies for a badge. If not, say no to me and I'll send all sorts of random stuff!
English
Sam



Collin absolutely loves the beetles, so this t-shirt from the guys at TCD DESIGN is more likely to go on his back than on the wall, but here it is.

Ben Ward sent some memo-based Mac stickers and one of his own personal badges.



Clearist sent us a load of moo cards, moo stickers, badges and t-shirts in exchange for one meagre badge, loving your work guys!



A few moo cards and a nice letter from José Carlos from Portugal.



Tim Van Damme from Belgium sent us some of his very red stationary in the form of a sticker, business card, and moo card.

Sam Handacre (aka Nocturnal Monkey) gave us some nice hand-made business cards with a nice letter.

Sam also wanted hand with the Royal Mail to get some extra badges for us, cheers!



Our office pal Jon Burgerman gave us a nice little pin badge and an awesome original doodle - surely one for a buy if this all goes tits up.



Andy Clark gave us one of his shiny badges in exchange for one of our not-so-shiny (but packaged) ones.

Nader/LaDuke
www.voteforindex.org

Both Catherine, from Massachusetts US, and this Sticker sticker from the 2000 US presidential election apparently highly sought after!



Leslie Camacho from EllisLab sent us this Mrs Camacho-made ExpressionEngine t-shirt, which apparently is the first ever in the world. Nice.

Dan Cederholm from Simplebits sent us a host of nice stuff: A cool pouch holding a foamex beer mat and a pen, some stickers and a lovely business card.

Simon from Steve Jonny Edinburgh sent (and gave) us these moo cards and badges.



Yellow 12 team Underhouse from Kent sent a t-shirt and some bumper stickers for their product MapMyTracks

Stephanie Hobson from BCIT sent this lovely package of things all the way from Canada. She even threw in some delicious Belgian choc, which as you can see our Phil took a particular liking to.

Peacock Carter, a web agency based around Newcastle sent us a pen and a cool polystyrene plate, which has already racked up fourteen hours of flighttime around the office.



Savage-man Patrick Hance sent one of his own little branded badges and some rubber strange stickers.



The esteemed Mr Simon Clayson sent us a couple of his lovely photographic postcards, which in typical Erskine (read: Coby) fashion, sat forgotten in a drawer for months before being remembered and put up on this here wall.

JAMES MCDONALD sent us some of his own badges and a nice business card in exchange for his Erskine badge. We like members here too.



A smashing Christmas note and some lovely cards from photographer SIMON MILES. Nice one.

Banter-man and half-brit (we can only assume the better half) Dan Rubin posted a load of badges, cards, and plectrums-on-cards to us. Nice one Dan.



IMPORTANT INSTRUCTIONS!
1. hold your card key on your keyboard
2. use your mouse to direct the traffic

WALL Swaps

Want an **erskine birdie badge** and your stuff on our wall?



Send your things to:

ERSKINE DESIGN
4 Stoney Street,
Lace Market,
Nottingham,
NG1 1LG



NEW! GRAB THE WALLSWAPS RSS FEED

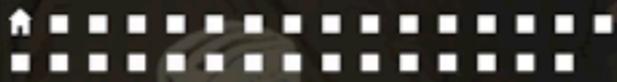


This is our
favourite
far, a str
egg whis
and a fu
card fro
Alexend
German
accomp
with a n
message
both En
and Ger

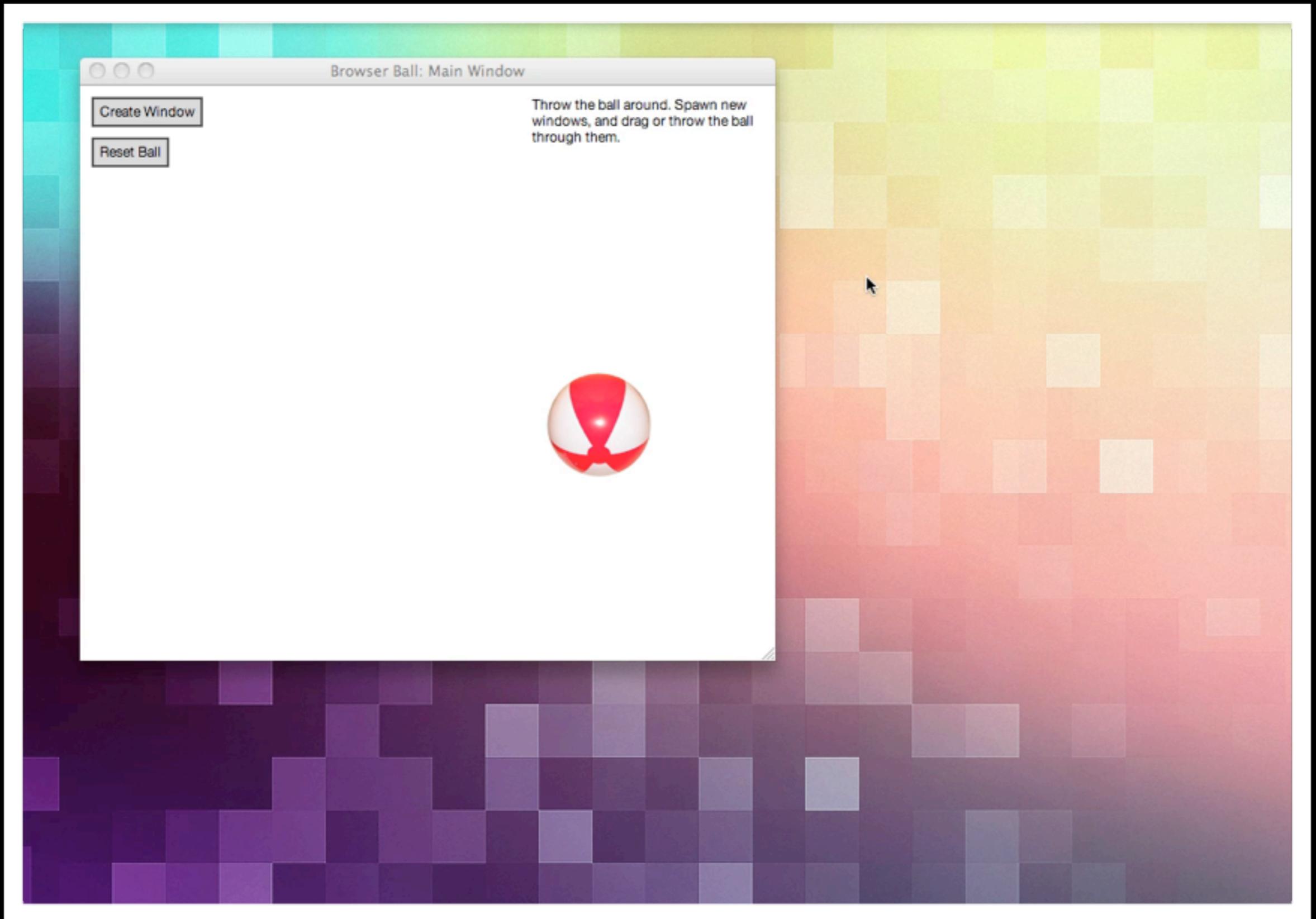
IMPORTANT INSTRUCTIONS!!!

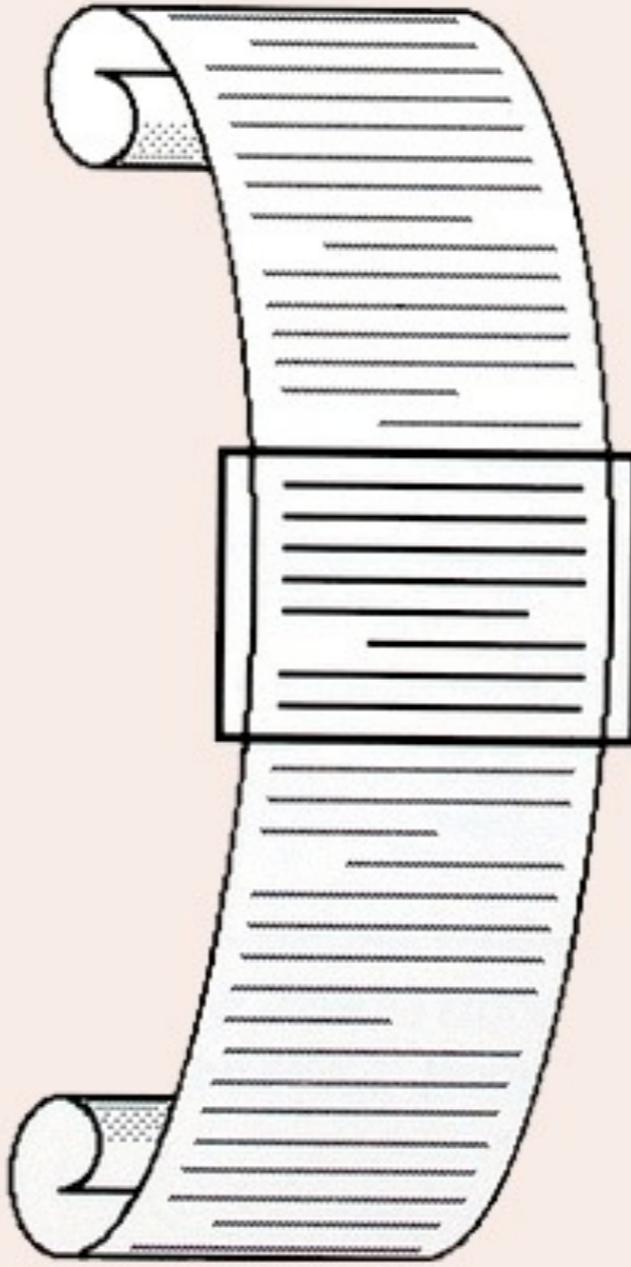
1. hold your ctrl key on your keyboard
2. use your mouse to direct the traffic

OR



Clearlef
us a load of
ENJOY!







The Work

A compendium of design work I'm proud of. If you like what you see, [let me know!](#)

Portfolio

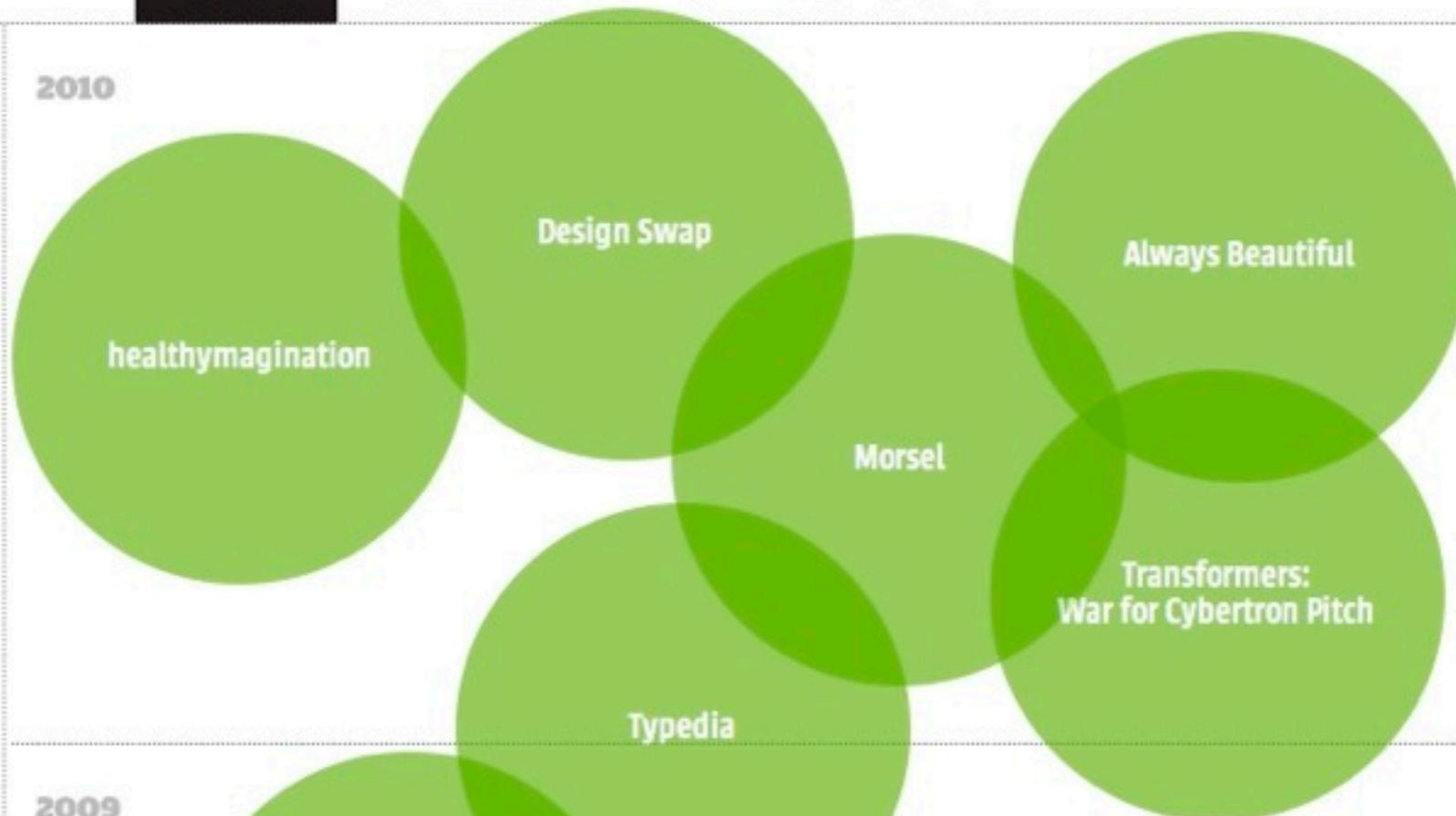
Speaking & Teaching

Publications

Clients I couldn't live without

- .NET Magazine
- 6ABC
- Activision Blizzard
- American College of Physicians
- American Committee for the Weizmann Institute of Science
- ANRO Inc.
- Aquent
- Association of Corporate Counsel
- Books•A•Million
- Boston Magazine
- Carlisle Wide Plank Floors
- CFM Direct
- Comhaldas
- Daily Kos
- Electrolux
- Environmental Defense
- Epix
- Exxon
- Fetch Softworks

2010



2009





The Work

A compendium of design work I'm proud of. If you like what you see, let me know!

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- Environmental Defense
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- Exxon
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2010

- healthymagination
- Design Swap
- Morsel
- Always Beautiful
- Transformers: The Movie for Cybertron Pitch
- Yoodia

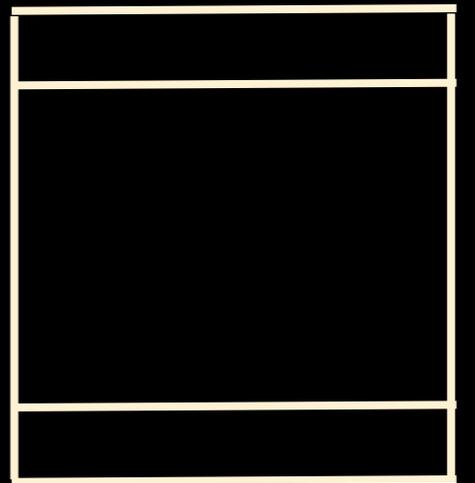
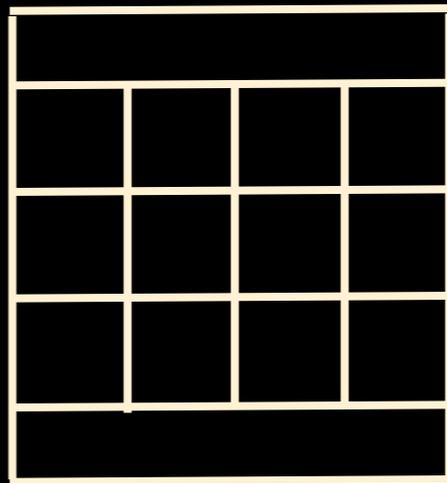
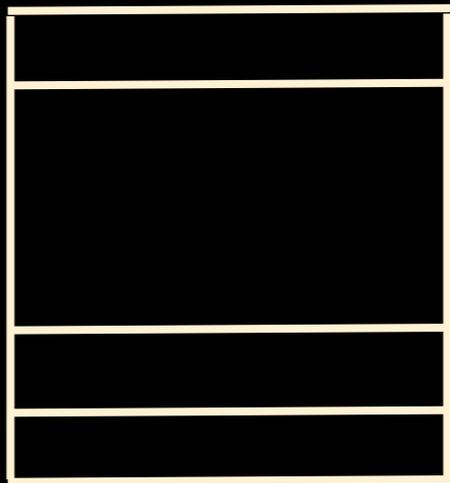
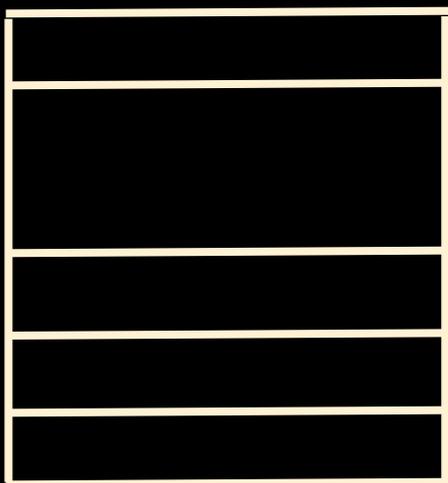
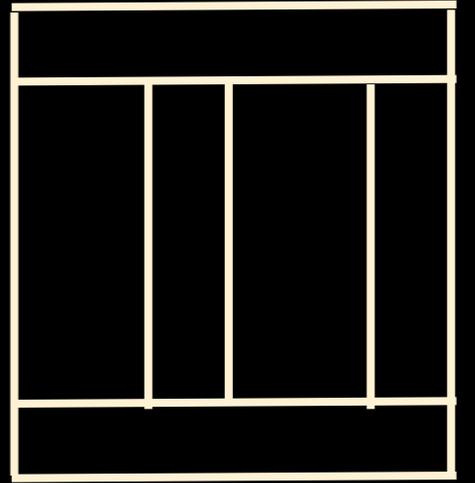
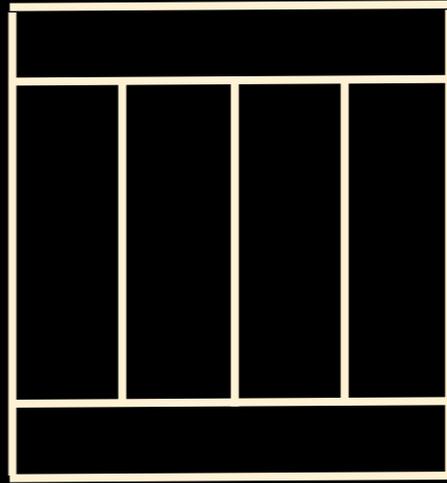
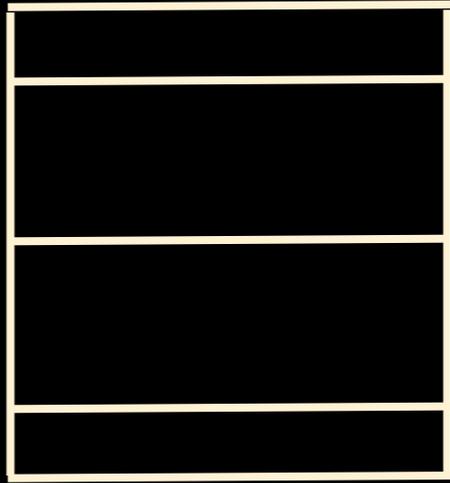
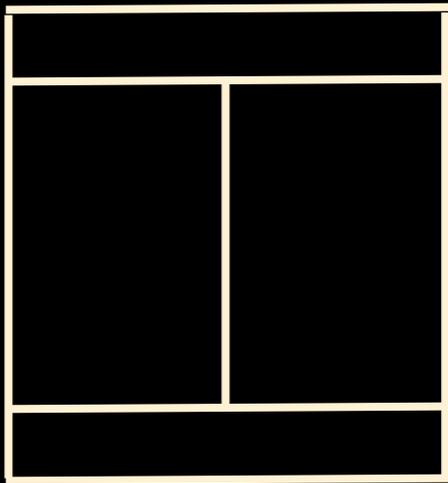
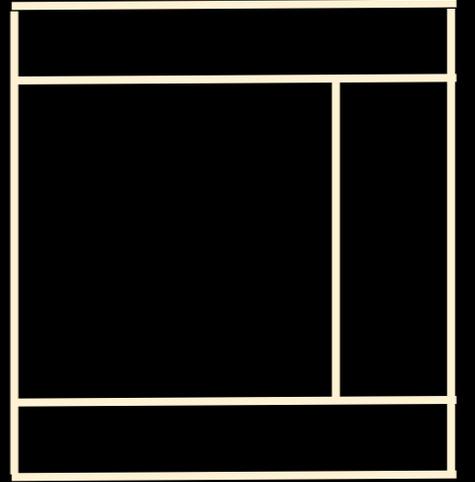
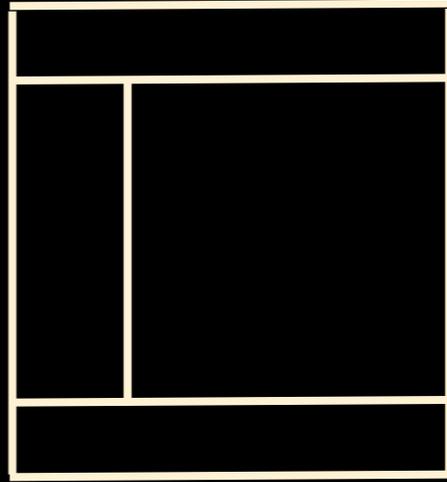
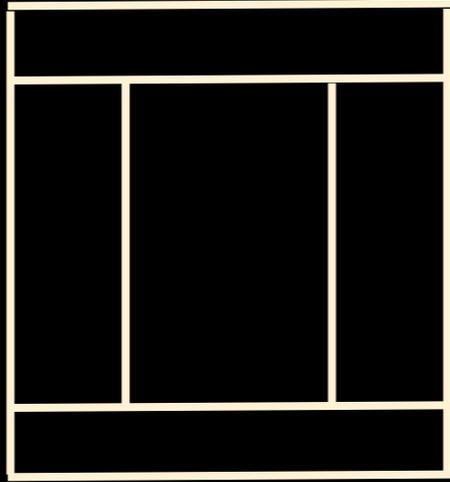
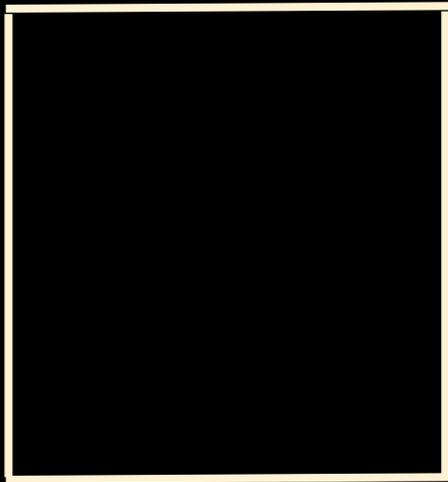
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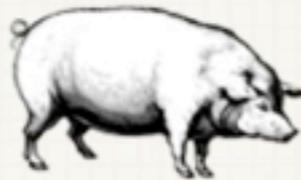
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Hello. I'm a freelance designer, speaker, and author based in Nottingham, England. I've written a few **books**, and I love doing **presentations** and workshops, plus occasional **interviews**. Read **More** →

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Drop me a line if you wish. I'm currently considering all new projects, including design and development, writing, presentations, workshops, and consultation. →

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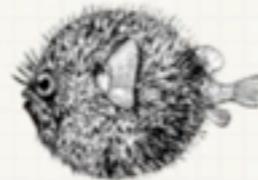
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INTEL

Designer-developer Stephen Caver has been interested in the inner workings of the web since he was a kid. His attention to detail is evident in his site designs, which emphasize clean displays of content while facilitating great user experience. Stephen has experience in information architecture, interaction design, HTML and CSS. He has worked with clients such as the World Wide Web Consortium, Change.org and the Mozilla Creative Collective.

When he's not designing beautiful websites, Stephen can be found passionately following the Los Angeles Dodgers, killing things on Xbox, and spending time watching history and science-based reality

SO...

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THANK YOU

SIMON COLLISON

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FURTHER READING

Visual Grammar by Christian Leborg

The Design of Everyday Things by Don Norman

Understanding Comics by Scott McCloud

Principles of Form and Design by Wucius Wong

Designing for the Web by Mark Boulton

Mental Models by Indi Young

Communicating Design by Dan Brown