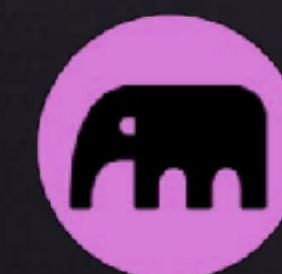


Handling Complexity:

Framing a Scale of Design

June 09, 2021



Design at Scale
by Rosenfeld

A historical map of the world, likely a 17th-century edition of Willem Blaeuw's world map. The map is centered on the Atlantic Ocean, with the Americas on the left and Europe and Africa on the right. It features a grid of latitude and longitude lines, a compass rose in the center, and a key in the lower left. The map is overlaid with a large, bold, white text box containing the main message. The background is a warm, aged color with a grid pattern.

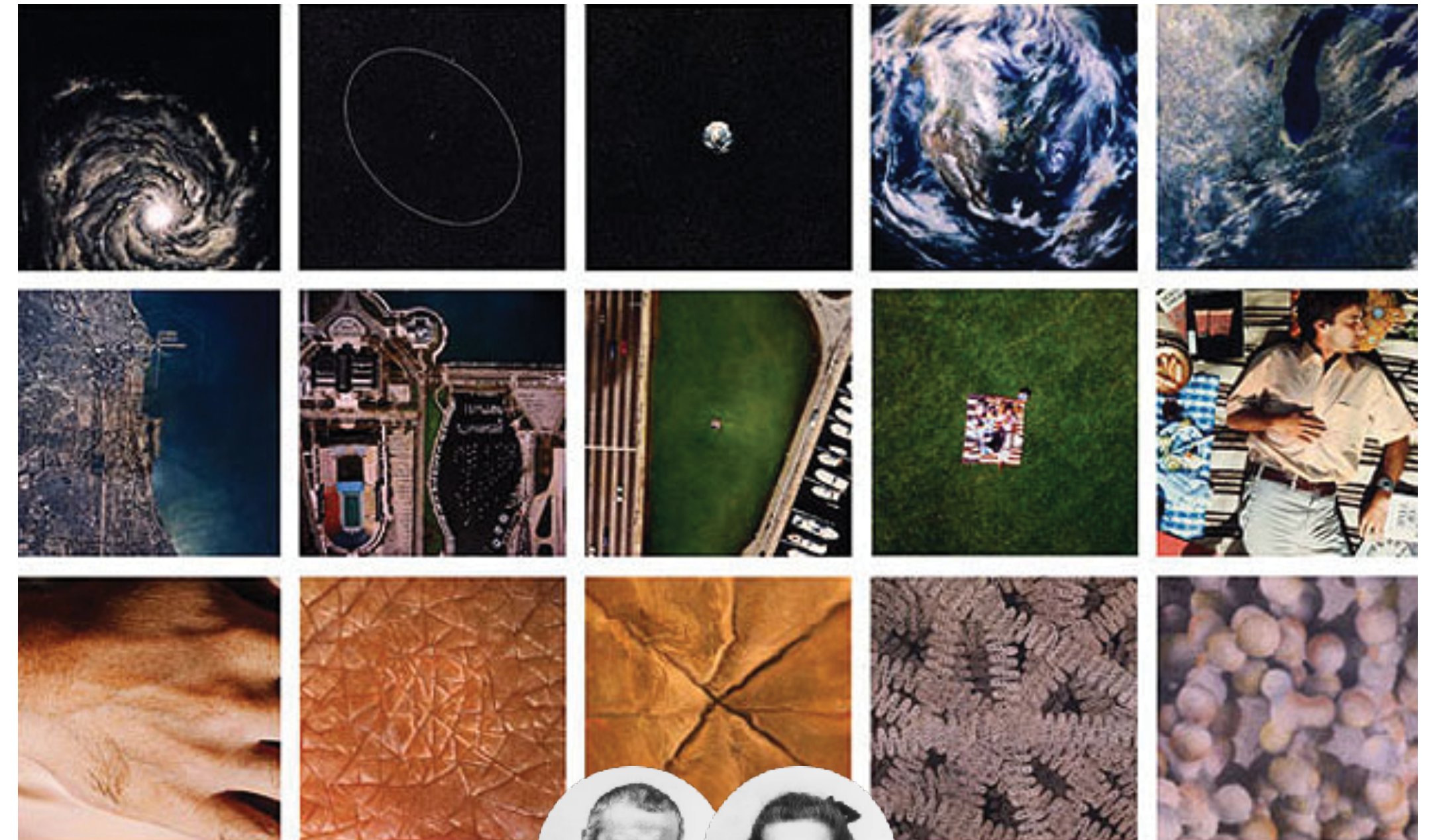
Today we live in a different order compared to the one in which our dominant approaches were created.

Design Scales

"Always design a thing by considering it in its next larger context - a chair in a room, a room in a house, a house in an environment, an environment in a city plan."

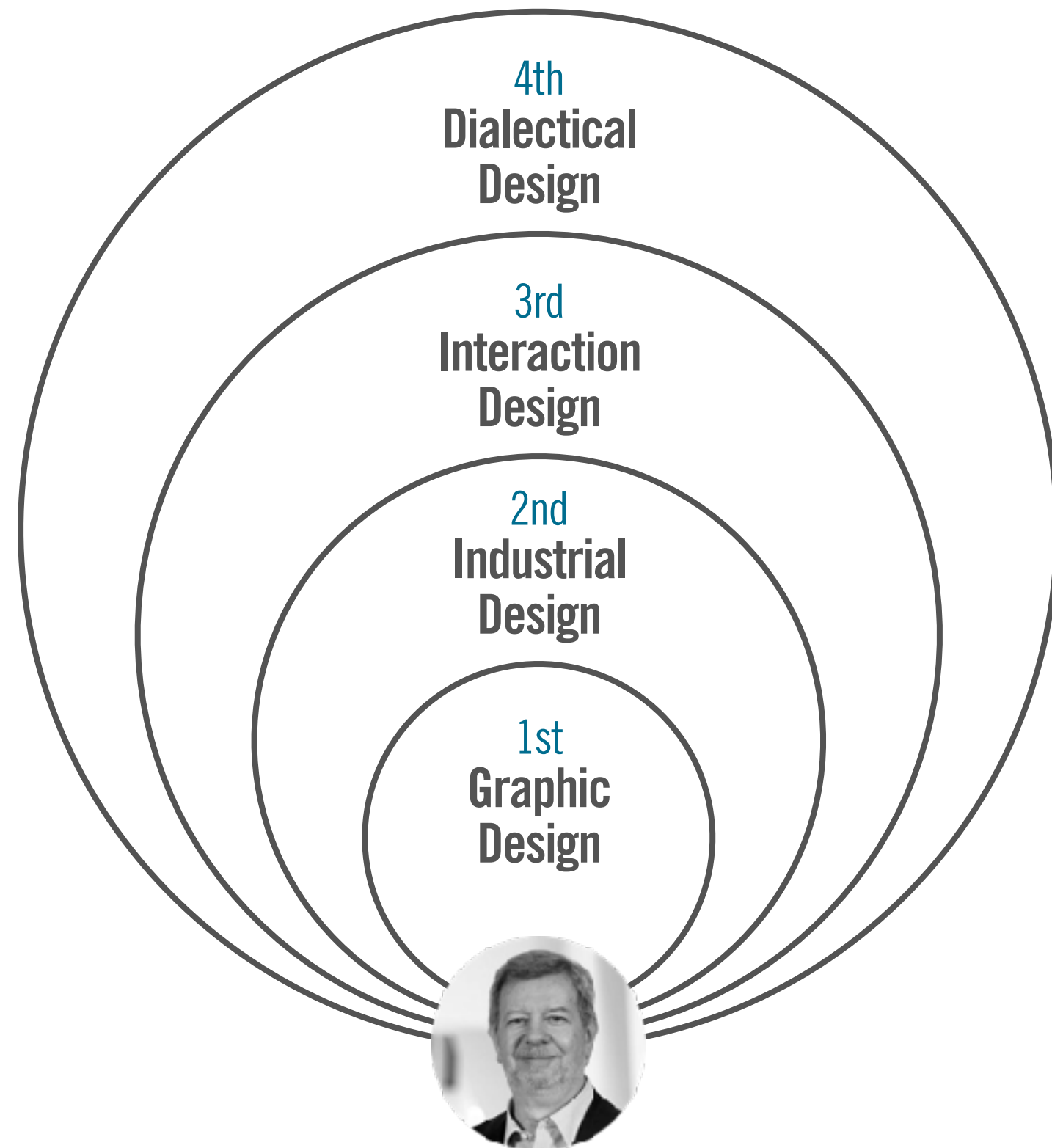


Eliel Saarinen (1873-1950)
Finnish-American Architect

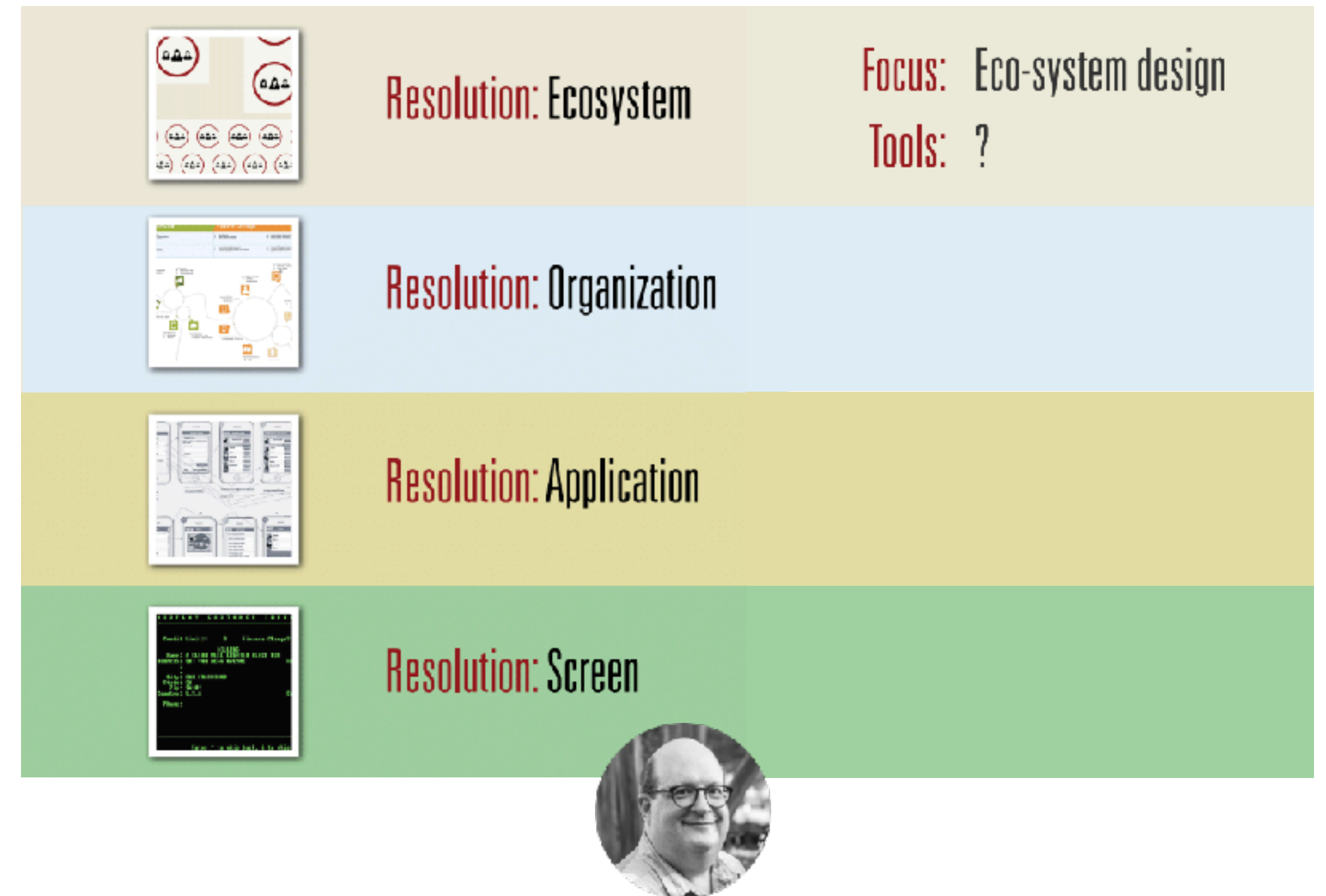


Charles & Ray Eames, "Powers of 10"
<https://www.youtube.com/watch?v=0fKBhvDjuy0>

Design Scales

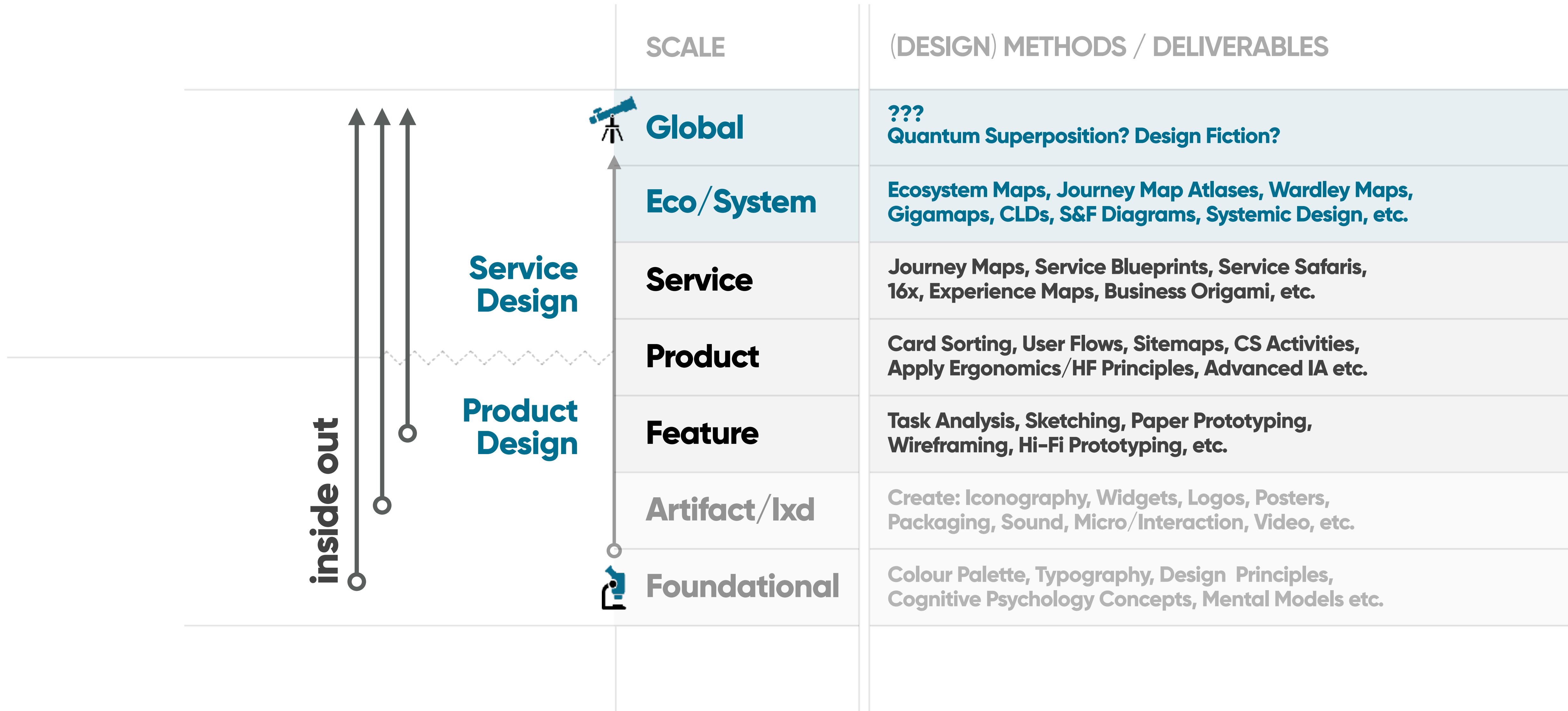


Richard Buchanan
"Four Orders of Design"

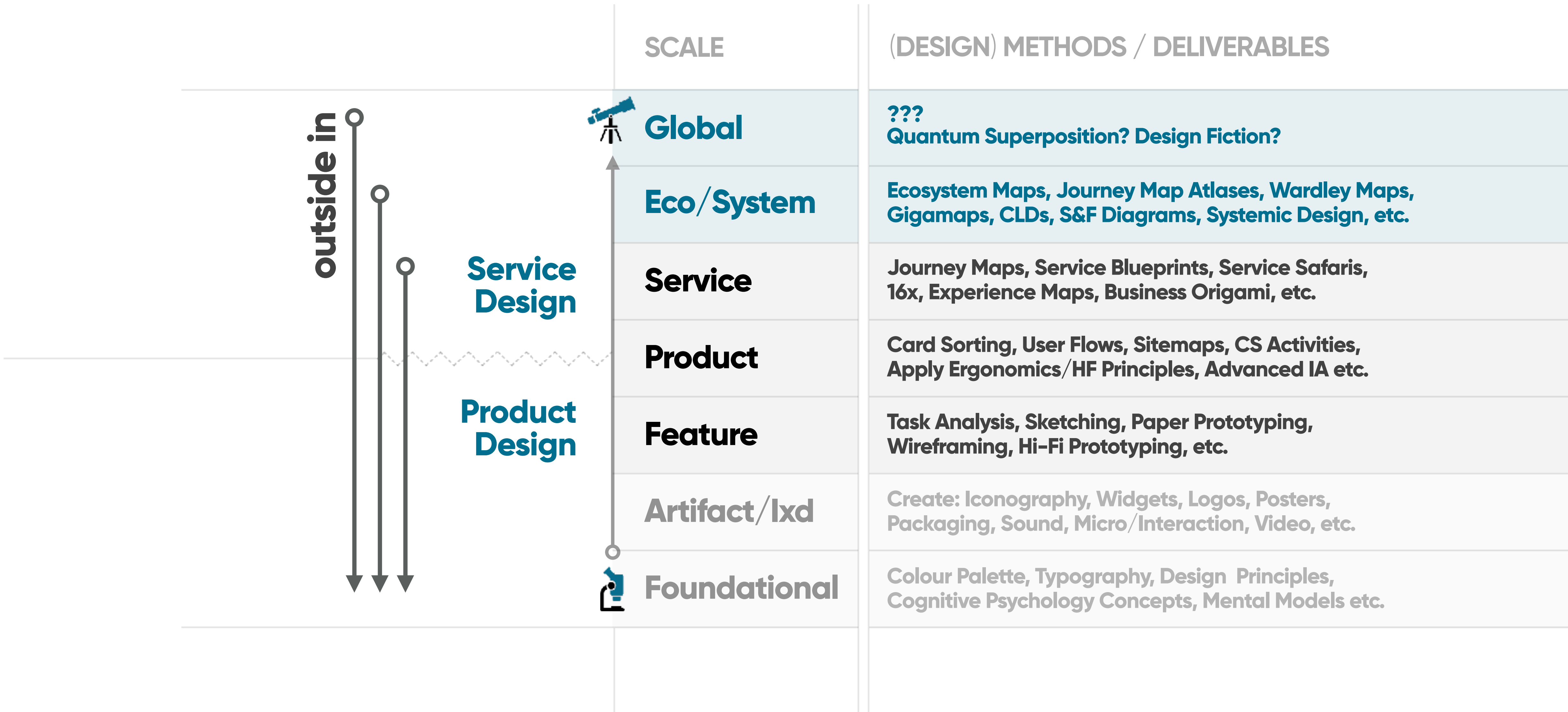


Jared Spool
"The Evolution of a UX Design Resolution"

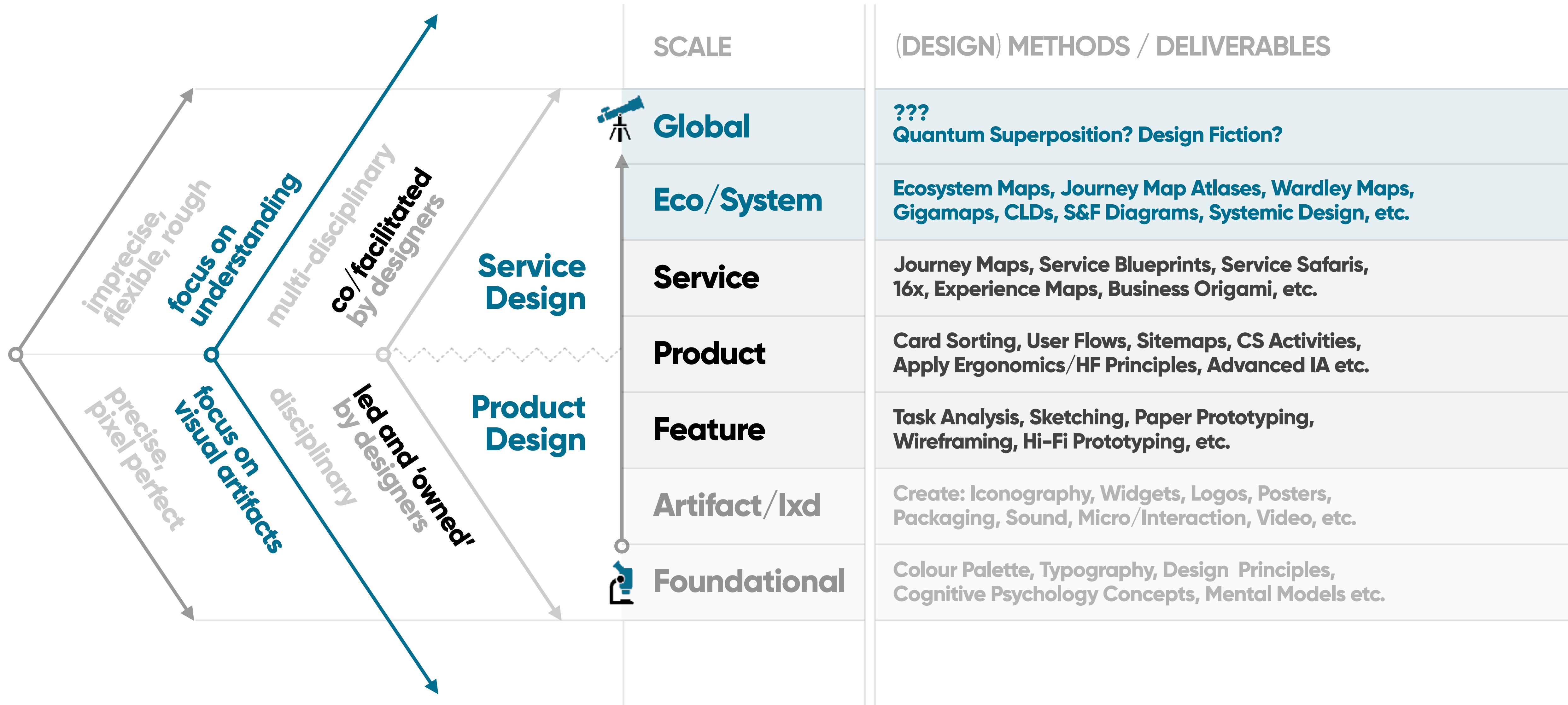
Design Scale



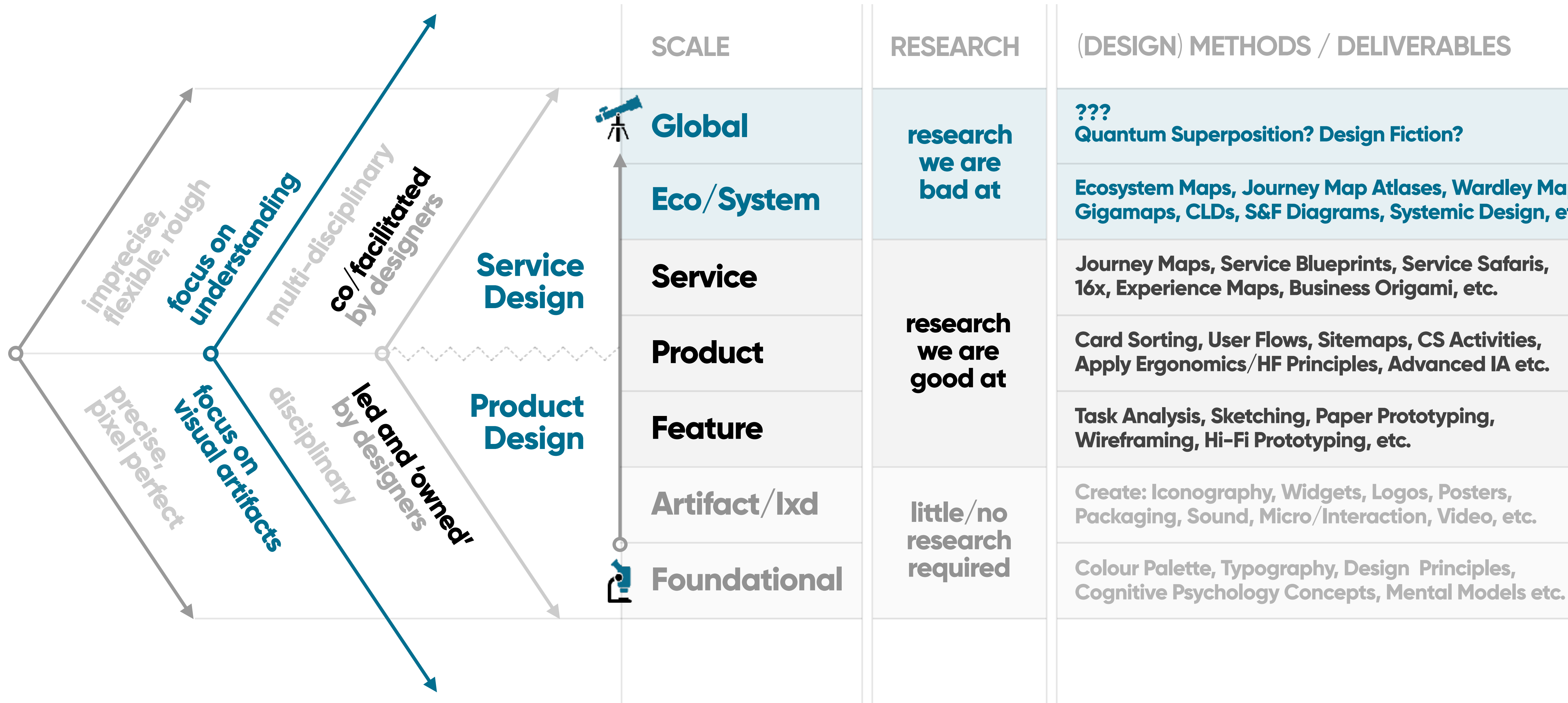
Design Scale



Design Scale



Design Scale



Research Coverage

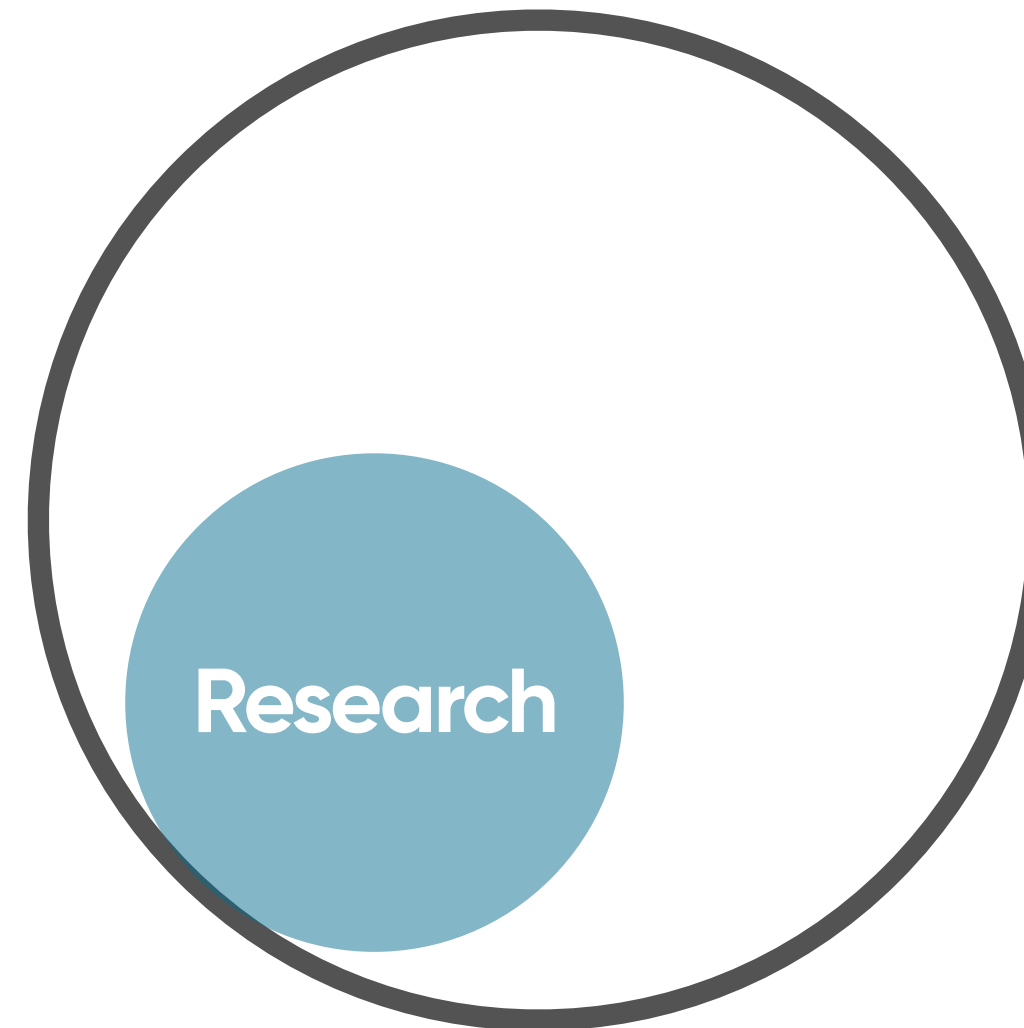
FEATURE



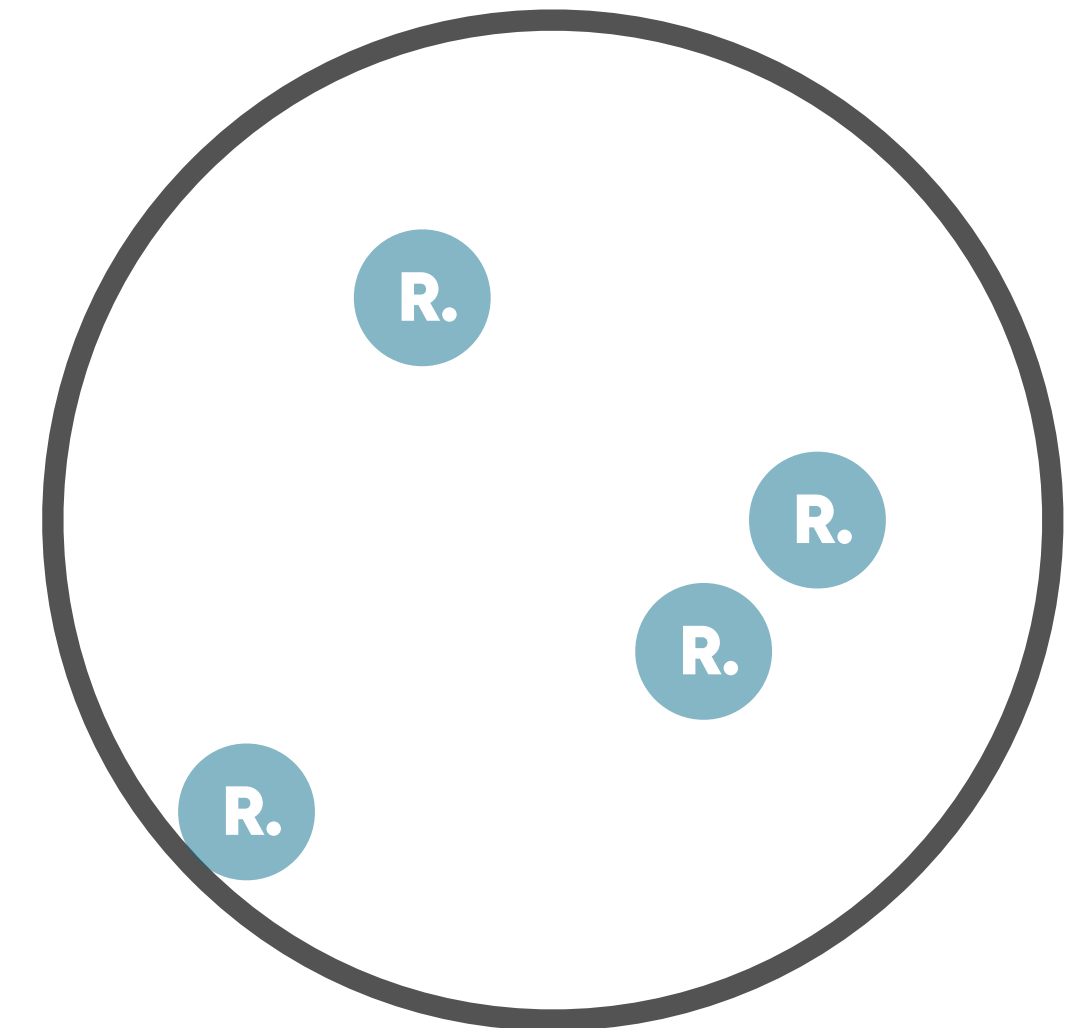
PRODUCT



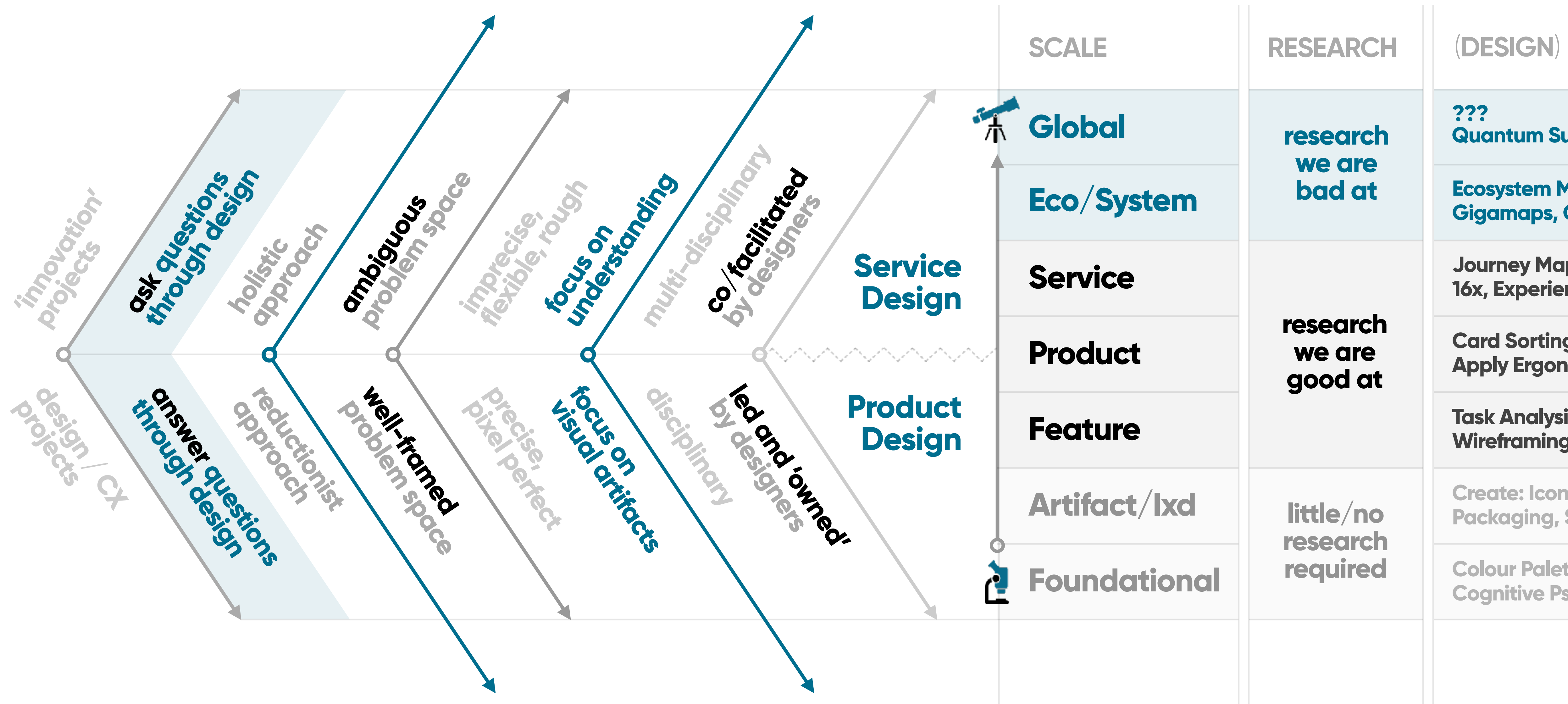
SERVICE



SYSTEM



Design Scale



Thank You



Q&A

@corneliux

cornelius@crnls.io