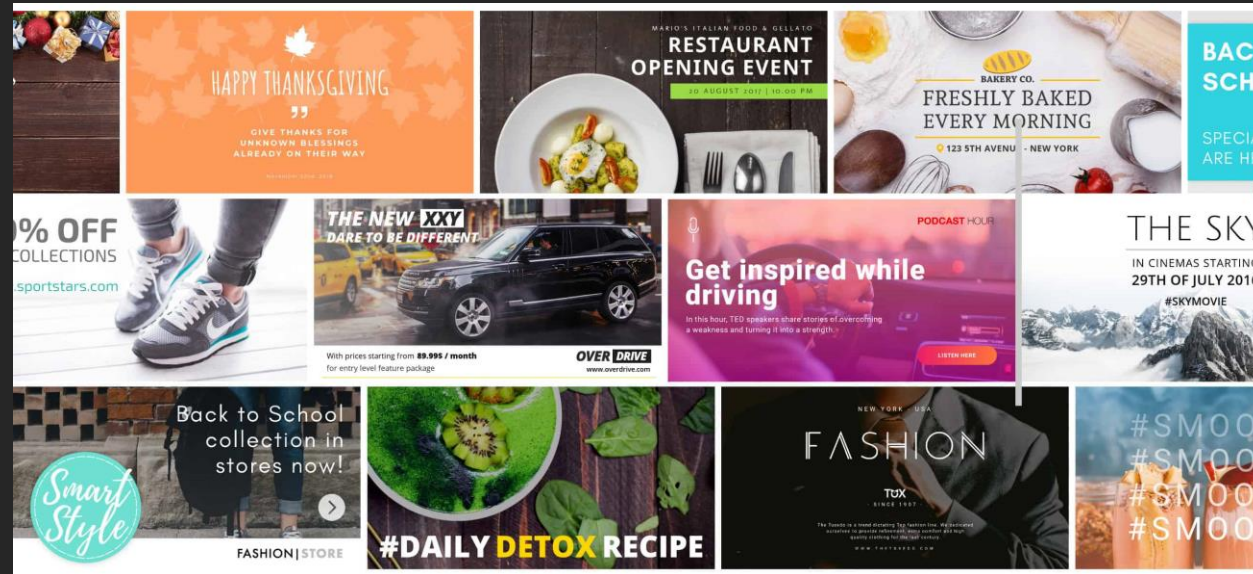
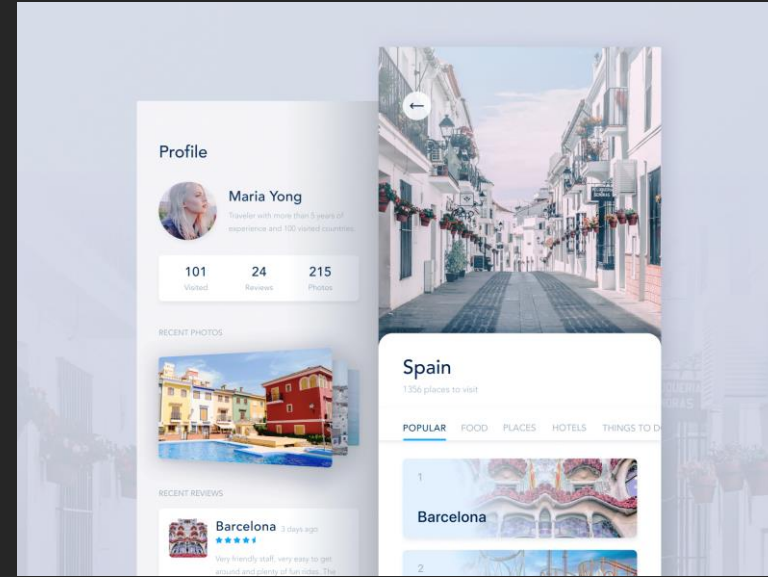
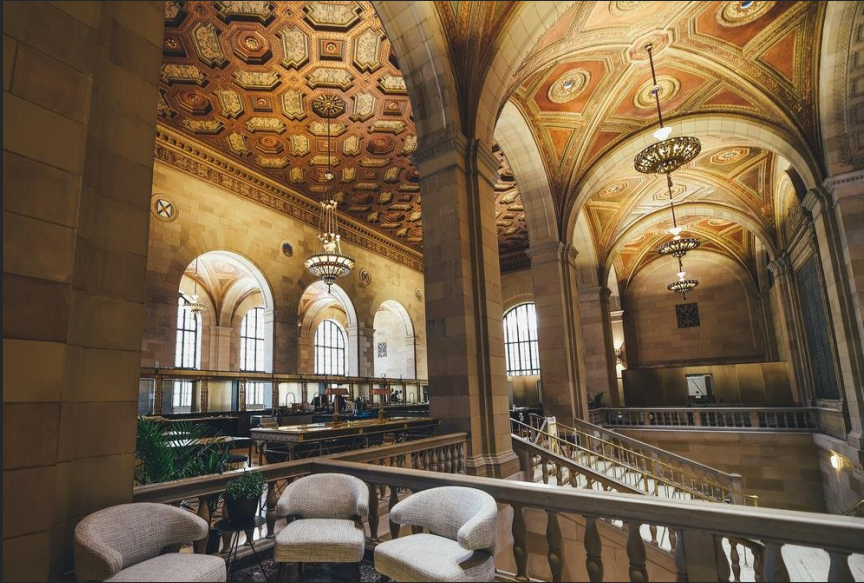


UX와 랜딩페이지
Lecture #01

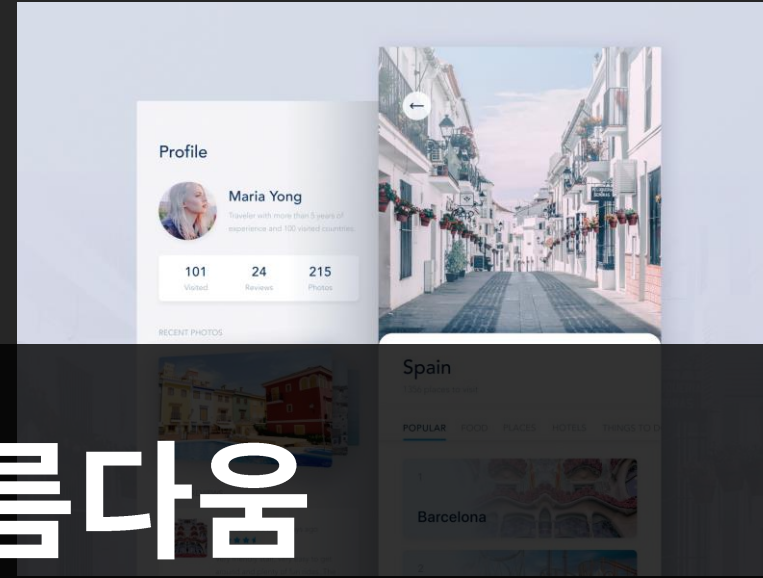
디자인에 대한 오해와 이해

Skelter Labs. / 이민학

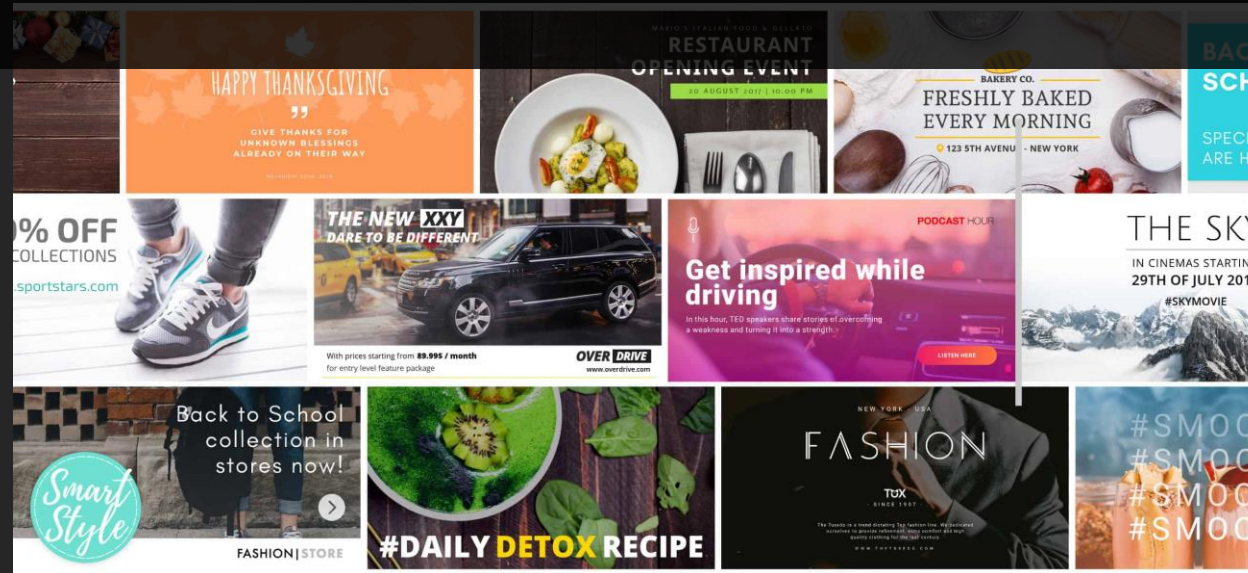
디자인하면 떠오르는 것은?



디자인하면 떠오르는 것은?



미적 아름다움



디자인(Design)

Design is the intentional creation of a plan or specification for the construction of an object or system or for the implementation of an activity or process.

[Wikipedia]

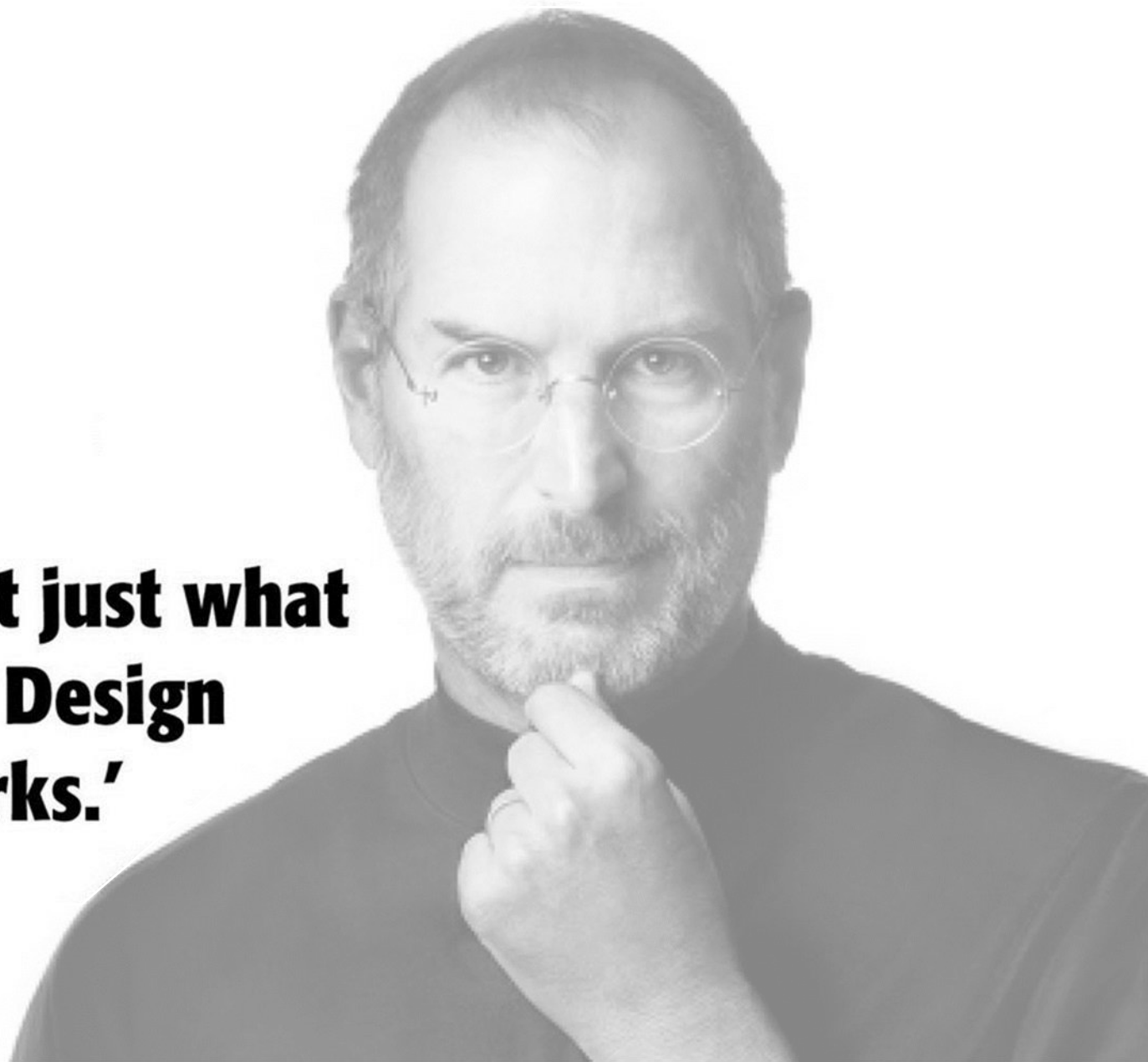
디자인(設計, design)이란 주어진 목적을 조형적으로 실체화하는 것으로, 의장(意匠)이나 도안을 말한다. 디자인이라는 용어는 지시하다·표현하다·성취하다의 뜻을 가지고 있는 라틴어의 데시그나레(designare)에서 유래한다

[네이버 지식백과]

디자인의 정의

'Design is not just what it looks like. Design is how it works.'

Steve Jobs



예시

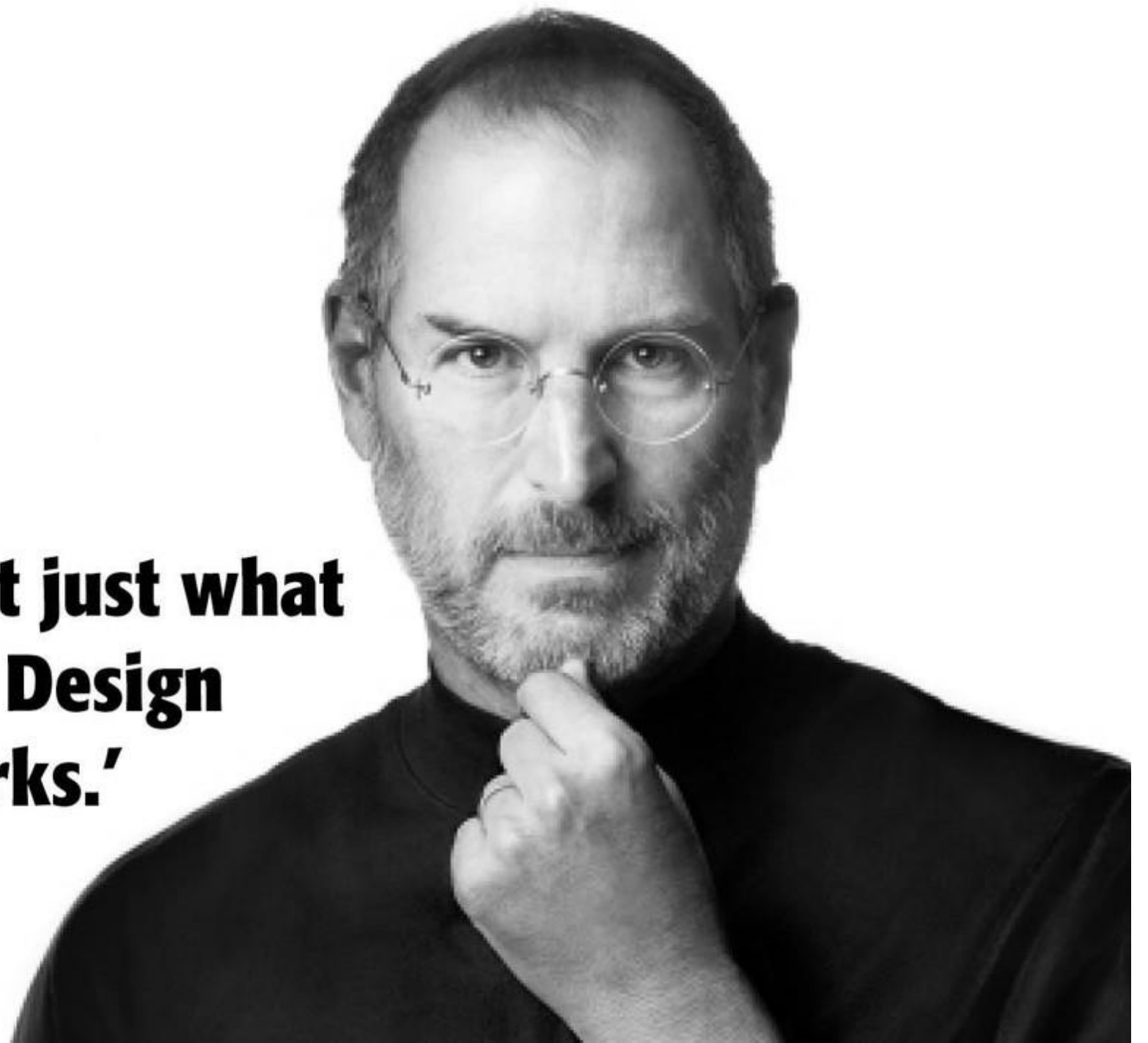


예시



**'Design is not just what
it looks like. Design
is how it works.'**

Steve Jobs



WEEKLY INSPIRATION



“DESIGN
IS NOT JUST WHAT IT LOOKS LIKE AND FEEL LIKE
DESIGN
IS HOW IT WORKS”

Steve Jobs

Design

is not what it **looks** like

or **feels** like

Design is how it

Works

Steve Jobs

**“Design is not
what it looks like and feels like.
Design is
how it works.”**

Steve Jobs

BRANDING THAT MEANS BUSINESS
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Design

is not just what it looks like and feels like.

It is how it works

-Steve Jobs