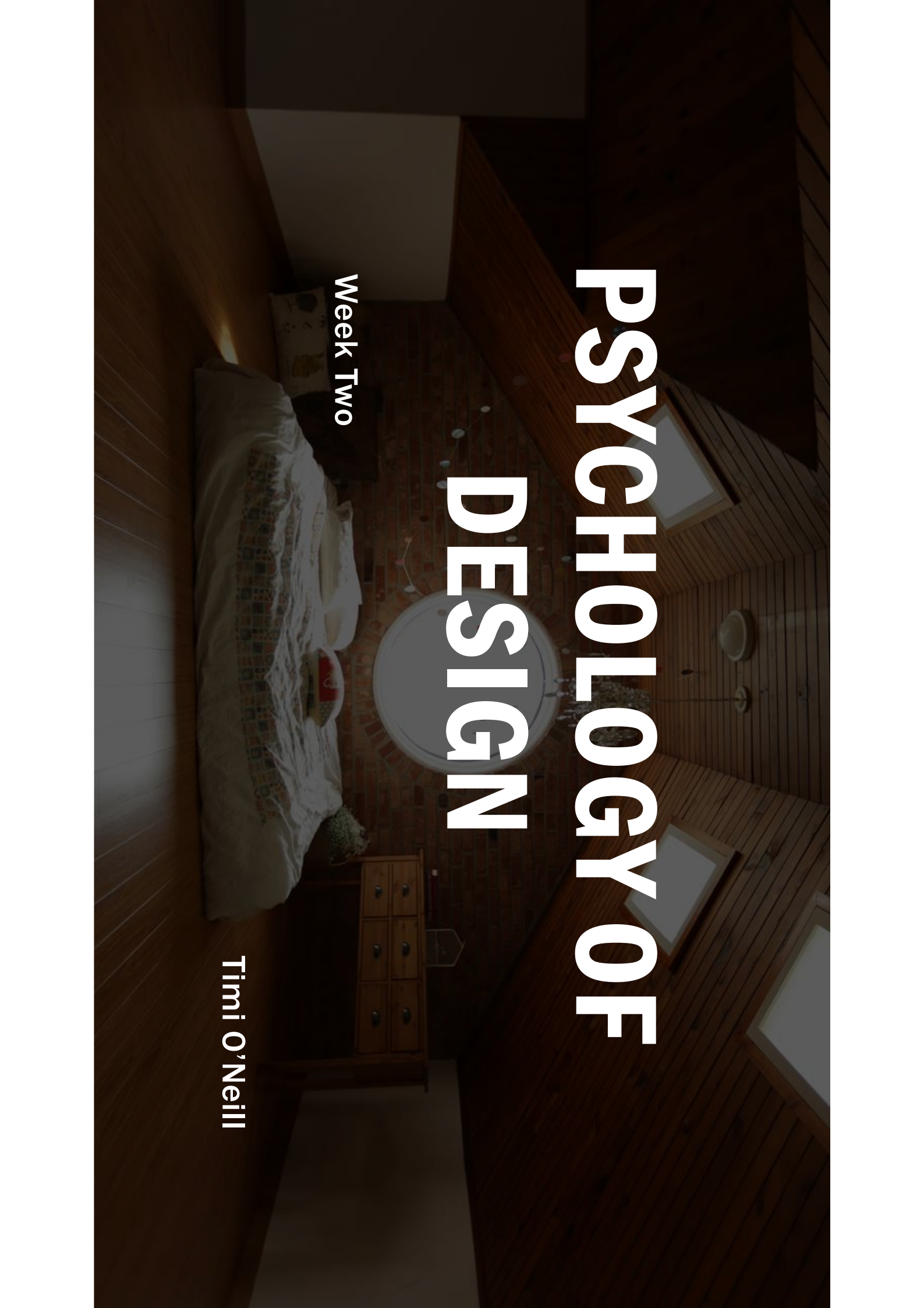


A photograph of a bedroom with a warm, rustic feel. The ceiling is made of horizontal wooden planks. A brick fireplace is visible in the background. A bed with a white headboard and a colorful, patterned quilt is in the foreground. A round, light-colored lamp is on a table next to the bed. The room is dimly lit, with light coming from the lamp and a window on the right.

PSYCHOLOGY OF DESIGN

Week Two

Timi O'Neill

DEFINITION OF PSYCHOLOGY

What do psychologists study?

- Psychology
- the systematic, scientific study of behaviors and mental processes
- Behaviors
- refers to observable actions or responses in both humans and animals
- Mental processes
- not directly observable, refer to a wide range of complex mental processes, such as thinking, imagining, studying, and dreaming

GOALS OF PSYCHOLOGY

- Describe
- Explain
- Predict
- Control

GOALS OF PSYCHOLOGY

Describe

- first goal of psychology is to describe the different ways that organisms behave

Explain

- second goal of psychology is to explain the cause of behavior

GOALS OF PSYCHOLOGY (CONT.)

Predict

- third goal of psychology is to predict how organisms will behave in certain situations

Control

- the fourth goal of psychology is to control an organism's behavior



USING THE HEADINGS, DISCUSS THE MUSIC VIDEO

- Describe
 - Explain
 - Predict
 - Control
-
- Time for task: 15 mins

MORE APPROACHES, MORE ANSWERS

How do psychologists answer questions?

- Approaches to understanding behavior include:
 - Biological**
 - Cognitive**
 - Behavioral**
 - Psychoanalytic**
 - Humanistic**
 - Cross cultural**

MORE APPROACHES, MORE ANSWERS (CONT.)

Biological approach

- focuses on how our genes, hormones, and nervous system interact with our environments to influence learning, personality, memory, motivation, emotions, and coping techniques

MORE APPROACHES, MORE ANSWERS (CONT.)

Cognitive approach

- examines how we process, store, and use information and how this information influences, what we attend to, perceive, learn, remember, believe, and feel

MORE MORE APPROACHES, MORE ANSWERS (CONT.)

Behavioral approach

- studies how organisms learn new behaviors or modify existing ones, depending on whether events in their environments reward or punish these behaviors

MORE APPROACHES, MORE ANSWERS (CONT.)

Psychoanalytic approach

- stresses the influence of unconscious fears, desires, and motivations on thoughts, behaviors, and the development of personality traits and psychological problems later in life

MORE MORE APPROACHES, MORE ANSWERS (CONT.)

Humanistic approach

- emphasizes that each individual has great freedom in directing his or her future, a large capacity for personal growth, a considerable amount of intrinsic worth, and enormous potential for self-fulfillment

MORE APPROACHES, MORE ANSWERS (CONT.)

Cross-cultural approach

- examines the influence of cultural and ethnic similarities and differences on psychological and social functioning of a culture's members

HISTORICAL APPROACHES

How did psychology begin?

- Structuralism: Elements of the Mind
- Functionalism: Functions of the Mind
- Gestalt Approach: Sensations versus Perceptions
- Behaviorism: Observable Behaviors

HISTORICAL APPROACHES

Structuralism

- was the study of the most basic elements, primarily sensations and perceptions, that make up our conscious mental experiences

HISTORICAL APPROACHES

Functionalism

- which was the study of the function rather than the structure of consciousness, was interested in how our minds adapt to our changing environment

HISTORICAL APPROACHES

Gestalt Approach

- emphasized that perception is more than the sum of its parts and studied how sensations are assembled into meaningful perceptual experiences

HISTORICAL APPROACHES

Behaviorism

- emphasized the objective, scientific analysis of observable behaviors



- What do you 'feel' when you see these chairs?
- Which theory best explains your answer?
- Time for answer: 20 minutes

THE ROLE OF PSYCHOLOGY IN DESIGN

Today the tendency of user-centered design makes designers reconsider approach to their work and go deeper into the understanding of the target audience. Donald A. Norman in his book “The Design of Everyday Things” defines design as an act of communication, which means having the deep understanding of the person with whom the designer is communicating. In order to get better insight into people’s needs, designers are recommended to bear in mind the psychological principles of human behavior, aspirations and motivations.

The outcome of the work can be even more positive if a designer applies psychology in the creative process since the science gives the close understanding of the target audience. Psychology knowledge helps to create the design which will make users perform the actions they are expected to such as making a purchase or contacting the tea

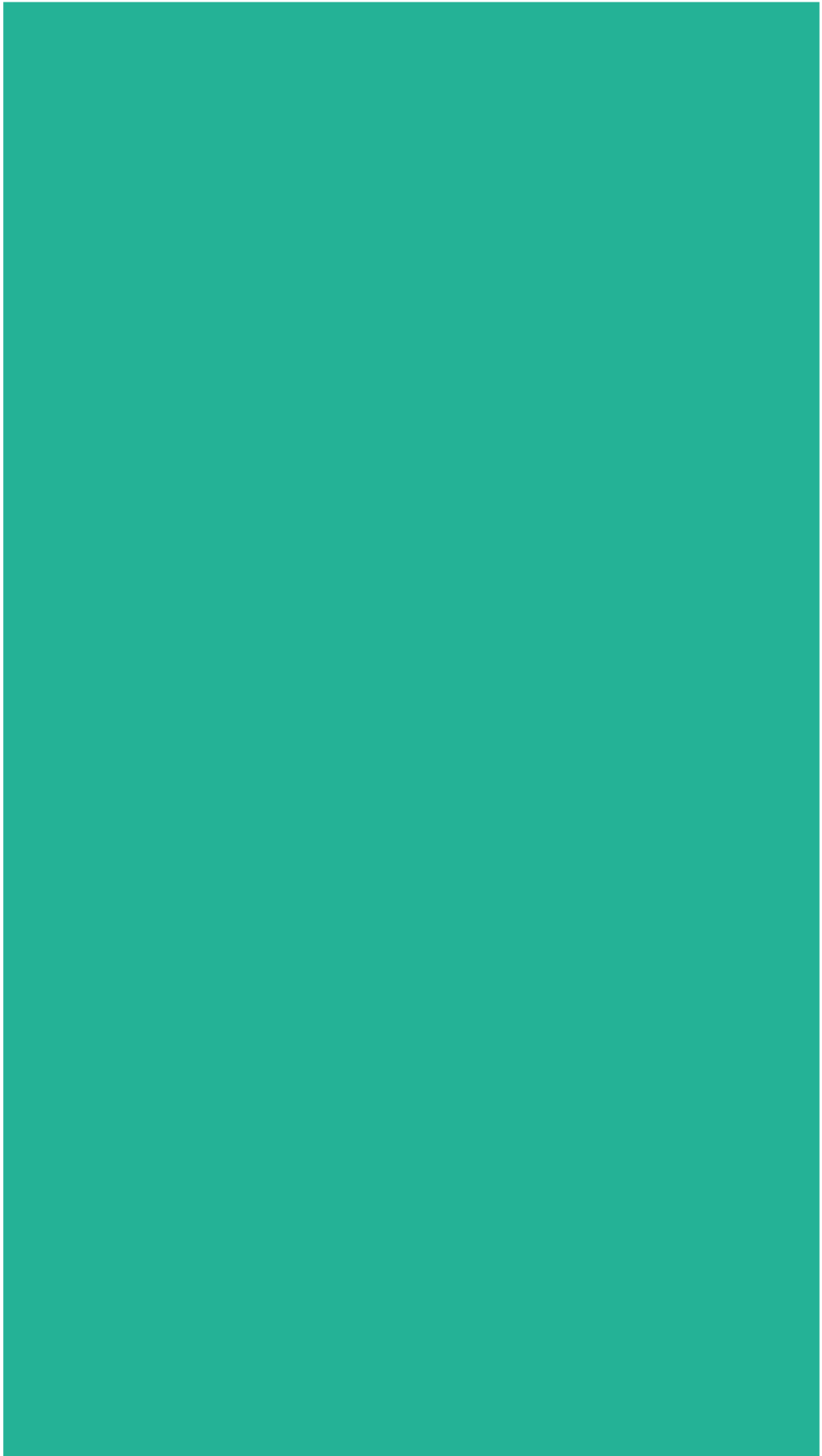


Designers may see psychology as a complicated approach to improving the design and for that reason neglect this part of research and analysis. However, you don't need to be a Ph.D. in psychology to use it at your work effectively. All you need to consider are the basic principles constantly presented in design. Based on our experience and the conducted research, we've defined six effective psychological principles often applied in the design process.



GESTALT PRINCIPLES

This psychological theory is almost 100-year-old but it hasn't lost its actuality. The word "gestalt" means «unified whole» so the theory explores users' visual perception of elements in relation to each other. In other words, it shows how people tend to unify the visual elements into groups. The principles, on which users form the groups will be discussed after the film.



SIMILARITY.

If a user sees objects that look somehow similar, they may automatically perceive them as the individual elements of one group. The similarity between elements is usually defined with shape, color, size, texture or value. The similarity gives users the sense of coherence between the design elements.

CONTINUATION.

It is the principle according to which the human eye moves naturally from one object to the other. This often happens through the creation of curved lines allowing the eye to flow with the lin

CLOSURE.

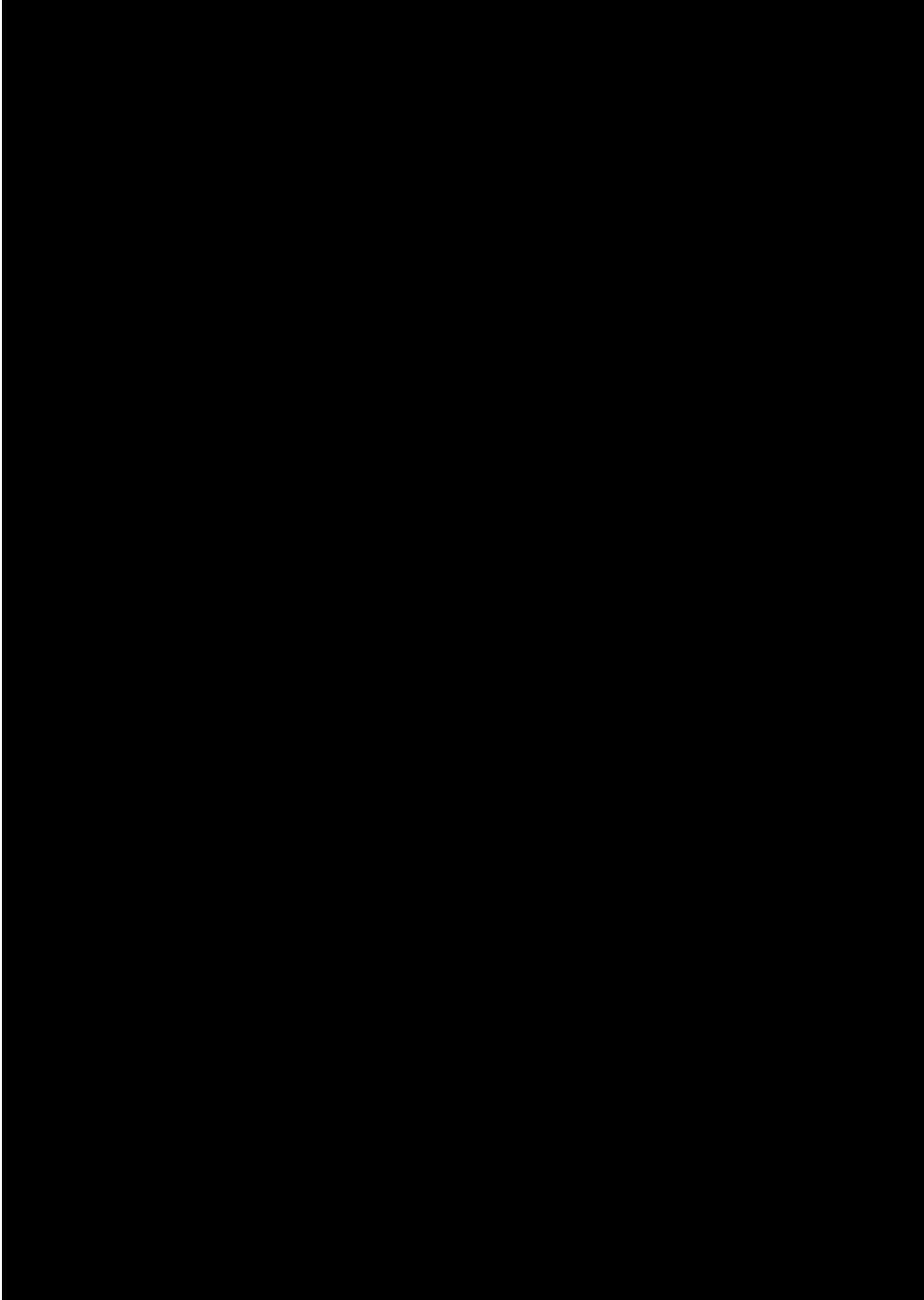
It is a technique based on the human eye's tendency to see closed shapes. Closure works where an object is incomplete but the user perceives it as a full shape by filling in the missing parts

PROXIMITY.

When objects are placed in close proximity, the eye perceives them as a group rather than seen individually even if they aren't similar.

FIGURE/GROUND.

This principle demonstrates the eye's tendency to separate objects from their background. There are lots of examples of pictures that shows two faces depending on where your eye is focused the object or background



EXPLORING GESTALT

FROM THE PREVIOUS FILM;
PICK 3 IMAGES

DISCUSS IN RELATION TO AT
LEAST TWO ASPECTS OF
GESTALT

Time for answer: 20 minutes



WHAT IS EMOTIONAL DESIGN?

Emotional design is the concept of how to create designs that evoke emotions which result in positive user experiences. Designers aim to reach users on three cognitive levels—visceral, behavioral and reflective—so users develop only positive associations (sometimes including negative emotions) with products, brands, etc.

“Everything has a personality: everything sends an emotional signal. Even where this was not the intention of the designer, the people who view the website infer personalities and experience emotions.”

— Don Norman, Grand Old Man of User Experience



EMOTIONAL DESIGN IS DESIGN THAT ANTICIPATES AND ACCOMMODATES USERS' NEEDS AND RESPONSES

As a designer, you focus on users' **needs** in their interactions with your products or services. It's logical that the functionality you design should help them achieve their goals as efficiently and effectively as possible. But you also have to focus on their **responses**, which are *naturally emotional*. As rational as we may like to think we are, emotions are at the heart of how we interpret reality. Positive experiences drive curiosity. They help motivate us to grow as individuals. Negative experiences help us prevent repeated mistakes. However, these not-so-positive experiences can sometimes be fun—consider the chilling thrills of horror movies. Likewise, users associate feelings with what they encounter.

VISCERAL—USERS' GUT REACTIONS TO OR THEIR FIRST IMPRESSIONS OF YOUR DESIGN; E.G., AN UNCLUTTERED USER INTERFACE SUGGESTS EASE OF USE.

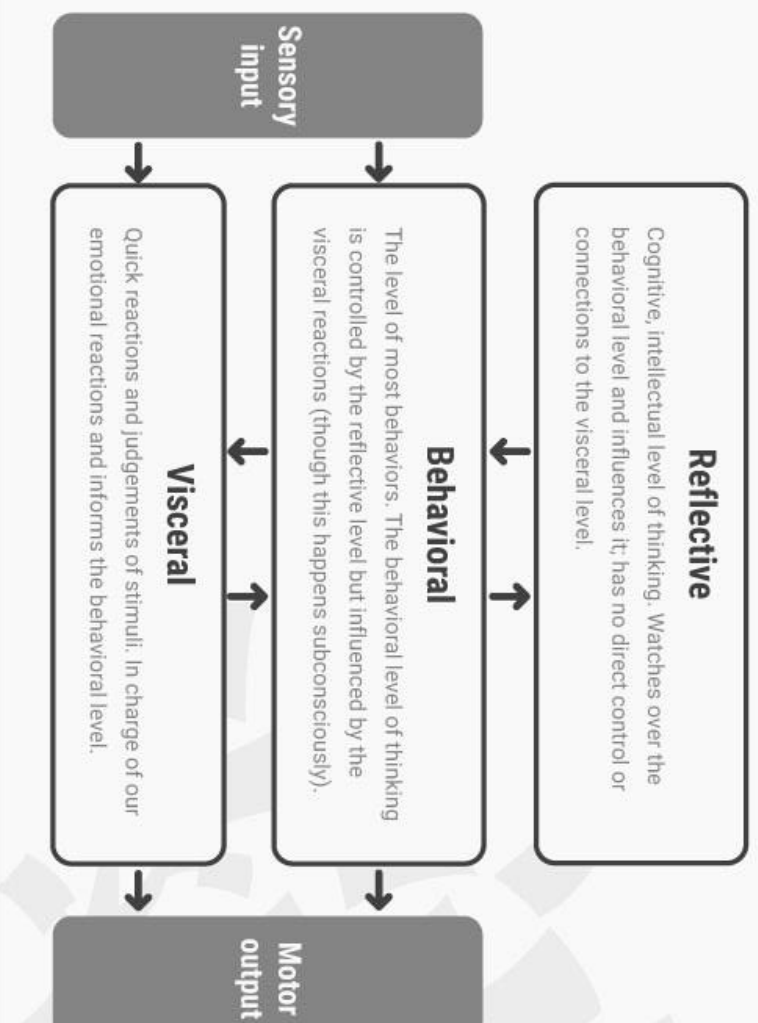
BEHAVIORAL—USERS SUBCONSCIOUSLY EVALUATE HOW YOUR DESIGN HELPS THEM ACHIEVE GOALS, AND HOW *EASILY*. THEY SHOULD FEEL SATISFIED THAT THEY'RE IN CONTROL, WITH MINIMUM EFFORT REQUIRED.

REFLECTIVE—AFTER THEY ENCOUNTER YOUR DESIGN, USERS WILL CONSCIOUSLY JUDGE ITS PERFORMANCE AND BENEFITS, INCLUDING VALUE FOR MONEY. IF THEY'RE HAPPY, THEY'LL KEEP USING IT, FORM EMOTIONAL BONDS WITH IT AND TELL THEIR FRIENDS.

They also have tempers; some get frustrated faster than others. The fact is that the emotional design of a product or service affects its success—and thus the bottom line. Whether or not they realize it, users have sophisticated thought processes going on most of the time. So, you must address three levels of cognitive responses when you design:

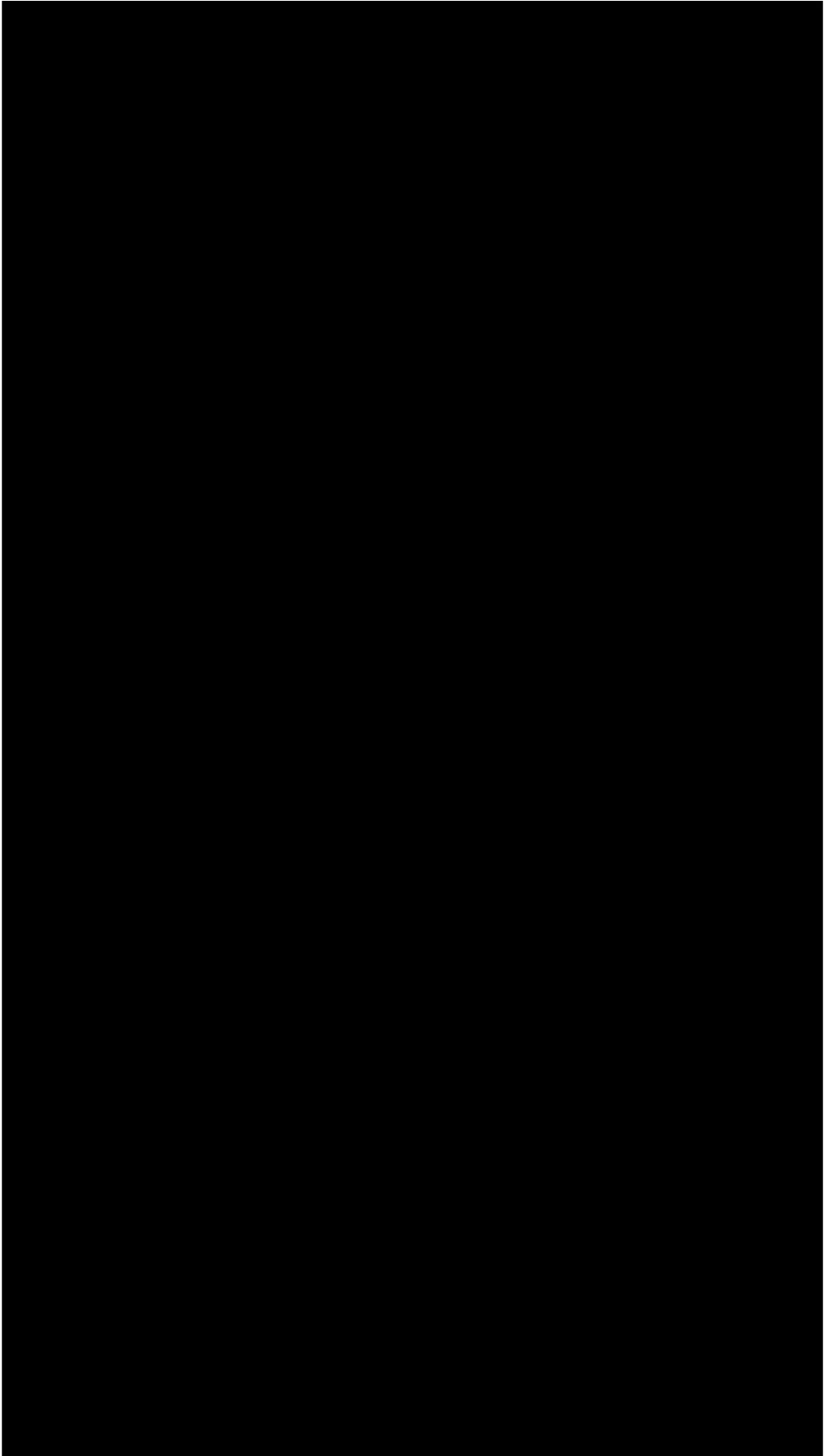
Don Norman's 3 Levels of Design

Source: "Emotional Design: Why We Love (or Hate) Everyday Things" by Don Norman

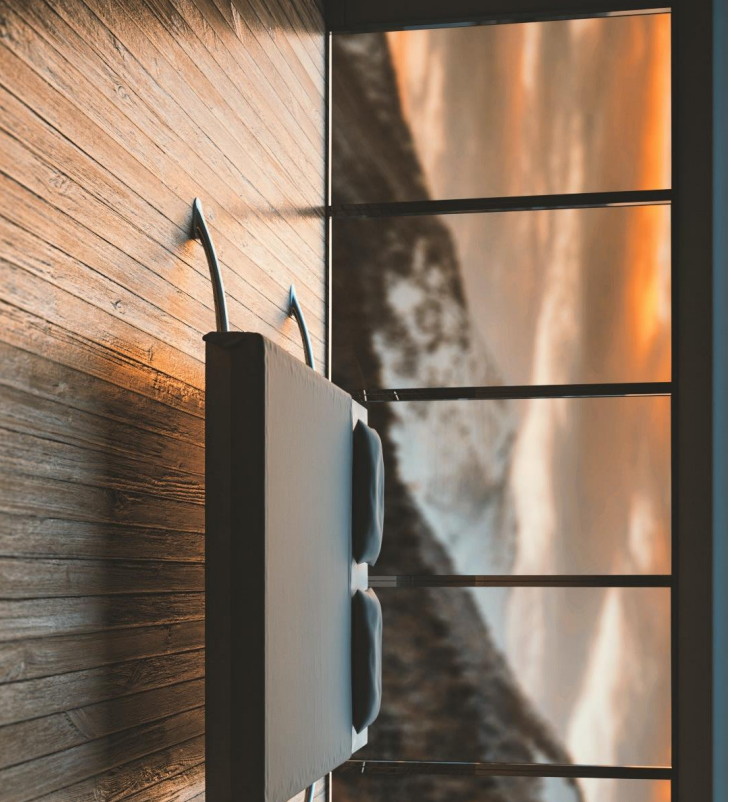


INTERACTION DESIGN

INTERACTION-DESIGN.ORG



FINAL TASK



Just one of your own designs/art works
and...

Explain how you would apply Emotional
design and Gestalt to it

Time to answer: 25 minutes

HOMework

Write 300 words on how you
perceive the role psychology
plays within your own
practice

