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First Paper – Design Theory

Design Theory: DELL

Design theory includes the basics and standards of making visual correspondence and a wide range of craftsmanship. It manages how we see visual data and isolates thoughts of style, taste and pattern from the widespread standards of feel that are regular to each individual. It is essential to the quest for plan, photography, representation and visual expressions when all is said and done. This normal visual language interfaces planners and picture creators from history to current day.

Design theory involves an understanding of the tangible elements including form, space, proportion, color, scale, texture, structure (grid), composition, line, shape and volume and how to arrange them to achieve balance, rhythm, pattern, hierarchy, emphasis, and unity. Design theory, blended with a purpose or problem to solve, results in effective design solutions. The value of designers to their clients and causes is the thinking and the ability to combine form (design principles) and function (the purpose of the design) to achieve an effective and pleasing result. Form and function as universally applied design concepts that were first defined and formalized at the Bauhaus, and have been the basis for good design ever since. Software has changed the design process and the way we work with design elements, but it has not changed the elements themselves.

There have been many different designs with a theory behind it. Of all many, the first logo for Dell appeared in 1984, a world-renowned global American computer technology firm, bearing the name of its founder, Michael Dell. Headquartered in Round Rock, Texas, it is one of

the world's biggest technological companies. Its logo was a simple iteration of the name of the company in serif font, not much like today's more modern version. A graphic of the very first Dell logo with the name Dell in all capital letters is in black, against a white background. A simple pair of parallel lines were placed at the top and bottom with open sides to draw attention to the name. There was nothing particularly remarkable about the first identifier for the brand. Five years after the creation of the Dell logo, the first notable changes were made. Instead of featuring a top and bottom line, the name appeared with no other enclosures. The most notable difference was the turning of the letter E. In 1989, the E was turned to the side to draw attention to the brand. With that being said, Michael wanted the 'E' tilted. Although this might seem like a small change, the meaning behind it is significant. The turning of the letter E is what makes the story behind the Dell logo so interesting. As for the color, blue was chosen to represent loyalty, trustworthiness, confidence and intelligence.

The original Dell logo is right in line with companies like IBM, helping to set the standard for what a computer logo is supposed to look like. Dell was also greatly influenced by other companies when it came time to redesign its logo. The round logo definitely speaks a bit to that of chip manufacturers like Intel – in fact, the logo's almost a direct copy of the other company's logo. The current look is definitely a new millennium take on a very old concept, one that works well on most products and that allows the company to keep a good bit of personality at the same time.

The Gestalt Theory comes in play with many designs. They are principles/laws of human perception that describe how humans group similar elements, recognize patterns and simplify complex images when we perceive objects. According to this, the mind "informs" what the eye sees by perceiving a series of individual elements as a whole. Following the Gestalt's Principle,

there is proximity meaning design elements near each other are perceived as related, while elements spaced apart are perceived as belonging to separate groups. Multi-stability is also a part of the theory where our eyes see two different things. When looking at an image, a viewer can have different experiences simultaneously, since there are interpretations being triggered.

Starting from 1984 till now when the Dell logo was created, I see that it gives Bauhaus structure starting with the font being very bold and thick with an icon beside it but it did not say 'DELL'. In fact, it really started off by 'PC'S LIMITED' then made its way to 'DELL's starting from 1987. As time passed and the design changed, it slowly started showing more of Avant-Garde where the font changes to more of a sans-serif type, letters are thinner as well as its design. Without structure such as Gestalt Theory, there wouldn't be a proper way to set a design. Meaning, it won't capture attention and have a meaning behind it on why the design was created that way.

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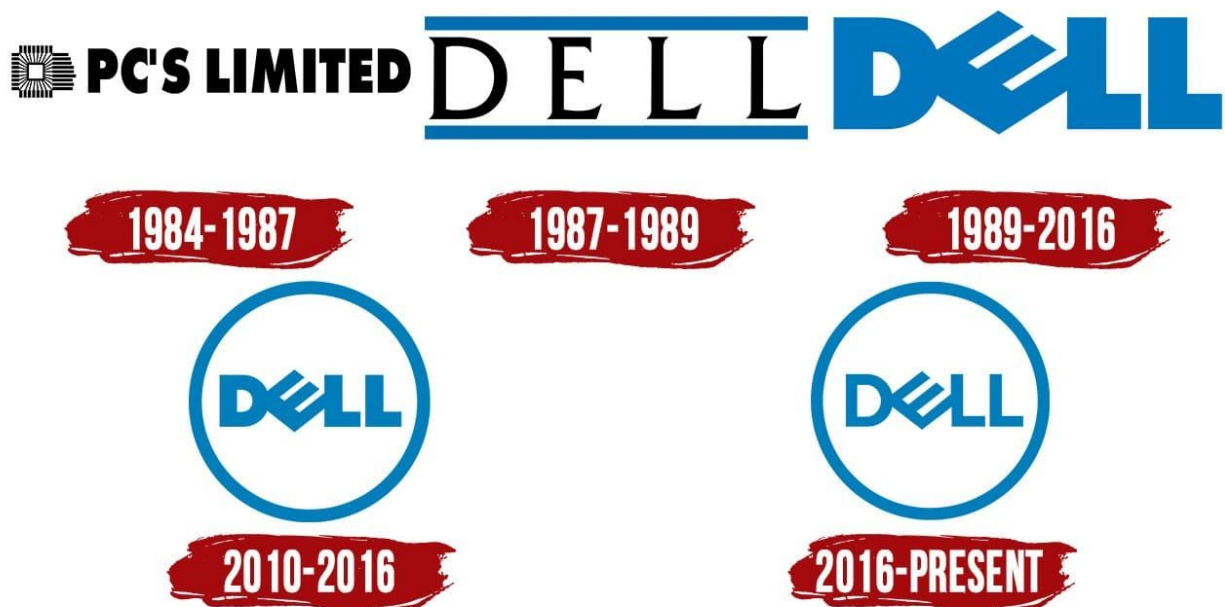
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