

familiar

It appears that consumers welcome design that is familiar to them, whether this be through interfaces that use recognisable graphics and physical gestures on a device or the re-design of a classic object. The use of a desktop of folders that can be copied and moved around and 'Folding Plug' [2009] by Min-Kyu Choi are examples of familiar design. When classic designs are improved or given a modern twist, they can appeal to a wide audience, capturing the attention of a younger generation but also having an element of nostalgia for older consumers. {March 2012}

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z

familiar {see also *branding, simplicity*}