

Kill The Normal: Unlock the Secrets of Revolutionary Designs

In the realm of design, mediocrity has long been the norm. But what if there was a way to break free from the mundane and create designs that truly stand out? Authors Peter Funk and Tobias van Schneider believe there is, and they have captured their revolutionary insights in their groundbreaking book, "Kill the Normal: The Secrets of Revolutionary Designs."

"Kill the Normal" challenges conventional design wisdom. It advocates for embracing the abnormal, the unexpected, and the disruptive. Funk and Schneider argue that true originality stems from a willingness to step outside of established norms and explore the uncharted territories of creativity.

They encourage designers to question every aspect of their work, from the initial concept to the final execution. They ask: Are you following a trend or setting one? Are you conforming to expectations or defying them? By pushing the boundaries of what is considered "normal," designers can create designs that are truly transformative.



Kill The Normal: The Secrets of Revolutionary Designs

by Can Akdeniz

★★★★★ 5 out of 5

Language : English

Paperback : 170 pages

Item Weight : 7 ounces

Dimensions : 5.25 x 0.43 x 8 inches



The book outlines 10 principles of revolutionary design, each of which provides a roadmap for creating groundbreaking work. These principles include:

- **Defying the Obvious:** Avoid predictable solutions and embrace unconventional approaches.
- **Provoking Emotions:** Engage users on an emotional level by evoking surprise, delight, or even discomfort.
- **Breaking Patterns:** Disrupt established design patterns and create something unexpected and memorable.
- **Embracing Imperfection:** Celebrate the quirks and imperfections that make your designs unique and relatable.
- **Challenging Beliefs:** Question assumptions and push against societal norms to create designs that spark thought and dialogue.

"Kill the Normal" is filled with inspiring case studies of revolutionary designs that have pushed the boundaries of creativity. From the iconic "I Love New York" logo to the innovative Apple iPhone, the book showcases how non-conformist thinking has led to iconic and enduring design.

These case studies provide valuable lessons for designers of all disciplines, demonstrating how to apply the principles of revolutionary design to their own work.

Beyond the technical aspects of design, "Kill the Normal" explores the mindset that drives revolutionary designers. Funk and Schneider emphasize the importance of:

- **Curiosity:** A relentless pursuit of knowledge and exploration.
- **Courage:** A willingness to take risks and experiment with new ideas.
- **Persistence:** A determination to overcome obstacles and never give up on a vision.

They believe that by cultivating these qualities, designers can create designs that have a profound impact on society and culture.

"Kill the Normal: The Secrets of Revolutionary Designs" is an indispensable guide for anyone who wants to break away from the ordinary and create designs that truly matter. With its insightful principles and inspiring case studies, it empowers designers to challenge conventions, embrace the abnormal, and unlock their full creative potential.

Whether you're a seasoned designer looking to elevate your work or a novice eager to make a mark in the world, "Kill the Normal" is the essential roadmap for revolutionary design.

Transform your design practice and ignite your creativity with "Kill the Normal." Free Download your copy today and embark on the journey to create designs that are anything but normal.

Kill The Normal: The Secrets of Revolutionary Designs

by Can Akdeniz

★★★★★ 5 out of 5

Language : English



Paperback : 170 pages
Item Weight : 7 ounces
Dimensions : 5.25 x 0.43 x 8 inches



Visual Diagnosis and Care of the Patient with Special Needs

A Comprehensive Guide for Healthcare Professionals This comprehensive guide provides healthcare professionals with a wealth of information on the visual diagnosis and care...



Practical Guide Towards Managing Your Emotions And Raising Joyful Resilient Kids

In today's rapidly changing and often overwhelming world, our children face unprecedented challenges that can impact their emotional well-being...