

Shrimp Peeler Board Redesign

Hand Tool Project

The golden ratio is often used by designers to assist them in making their designs more balanced and well-proportioned. The golden ratio was applied to the model's photographs and the layout, as they needed adjustments to present the model in an aesthetic and attractive form. Many of the original model photographs did not fit into the golden ratio, which made the model appear off-centered. As for the board layout, it appeared awkwardly proportioned and disorganized. With the use of the golden ratio, the board content has been rearranged to fit the golden rectangle. The golden ratio was also applied when constructing the proportions and angles of the updated logo.

The Gestalt principles were developed from the knowledge of human psychology and visual perception. Designers use these visual laws as tools when configuring their work so it is easy to understand and aesthetically pleasing to their user. The principle of similarity applies to figures with identical characteristics; such as size, shape, direction, brightness, colour, and etc. Similarity was utilized by resizing the resolution of all the photographs to the same dimensions. The hero image is an exception as it is significantly larger with the purpose of drawing the audience's attention. The principle of proximity is when figures are perceived as a unit or a group based on distance. Proximity was used to rearrange the content. The smaller sized photographs are grouped close together along with the hero image. The title is placed next to the logo which makes the content easier to follow. With the similarity and proximity principles applied, the board appears more organized and consistent. The principle of continuity is when a figure is visually incomplete or interrupted, but the audience is able to make their own logical continuation. Continuity was used for the shrimp logo antennae, which is not visually connected to the shrimp's body in the logo, but it is perceived as one unit. The antennae also continues to the bottom of the board which creatively wraps everything together.

