

enhanced reality ?= annotated reality (conceptual)

The Philosophy of me

- My name is Steve Whetstone. My statement is
- The unexamined design is not worth owning.

Glimps distance: approx 17 ft.(recognition range)

Physically draw in audience to close distance. (objective)

Foreground blur to suggest engaged viewing distance of approximately 14 inch. (impulse)

Foreground object serves as distance bridge midway between focus and viewer to enhance audience centric perspective. (strategy)

My thoughts define me. I think, thereby to learn of myself. I believe, like the philosopher Descartes, in the practice of using logic chains and objective observations in the service of discovering fundamental principles. My area of interest is in study-

pastimes and if it comes with a nice spot of tea or lunch then it's even better.

Creativity in my choice of company is something I value, but I don't consider myself creative in the usual sense. I engage in what I call synthesized creativity that emphasizes

I know that I'm me because I can see the me that is watching me.
I think that in me are seen echos from thee and that they number plus three.
What I still want to see is in the eye that sees me when I see that I see that I'm me.

ing knowledge related to graphic design and my favorite love is to simplify information dense user interface layouts. I like to think there are a few universal principles that, once understood, lead to a more exact path in creating successful visuals.

Objectivity is a virtue I strive towards in my design decisions and when subjectivity is implicit I find myself turning to the statistical sciences, memetics, game theory, psychology, or chaos theory for concept selection and design guidance. I enjoy chess and other forms of deep strategic thought, but the dialectic of design is my topic of most interest. Talking shop with fellow creatives is one of my favorite

algorithms and structure over intuition. Creativity is a means for me to achieve my goals and not an end in itself. My goal is to elevate to the level of a science the art and practice of communicating clearly, precisely, and effectively subjects of a complex, technical, and detailed nature.

I want to create a web page that saves 60 million users an average 0.3 seconds of frustration. I want to give 10,000 people a smile lasting half a second upon seeing the information dense technical diagram is also pleasing to the eye. I want to make the picture that brings to light the concept. To do these things, I think about aesthetics, information architecture, principles and elements of design, and patterns in creativity.

