

**Ducks & Decorated Sheds**



**Ducks** are buildings that explicitly represent their function through shape and construction.

Originates from *Learning from Las Vegas*, Robert Venturi & Denise Scott Brown



**Buildings that can't be anything other than what what they are in form. They don't require any further explanation.**



The Museum of Tea Culture / China



Big Golden Guitar / Australia







**Decorated Sheds** are generic structures with added signs and decor that denote their purpose (added element that isn't functional)

Originates from *Learning from Las Vegas*, Robert Venturi & Denise Scott Brown

**A decorated shed is a generic structure with a purpose identifiable only by its signage.**



Dentist / Queens, NY

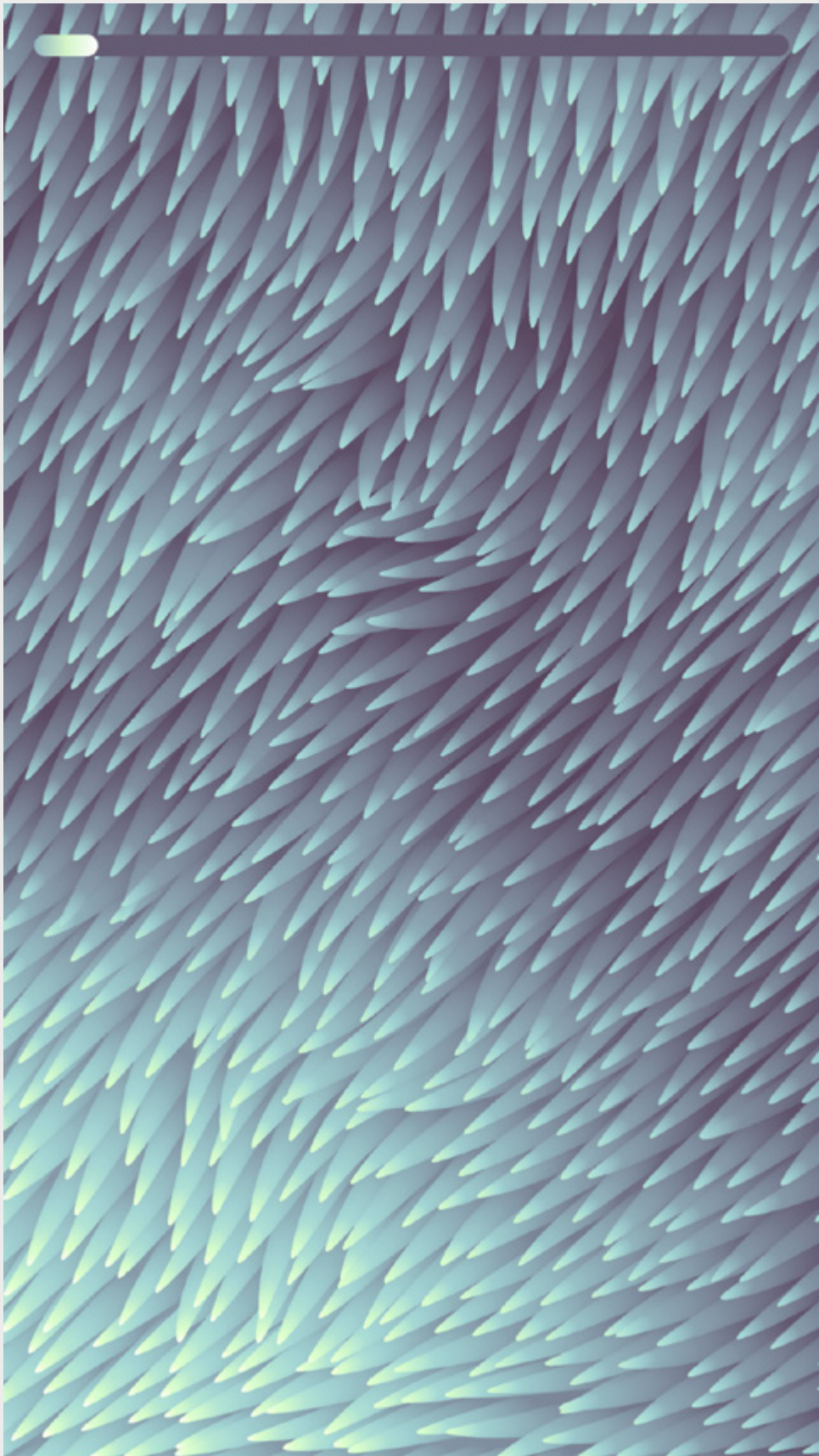


Chase Bank / USA

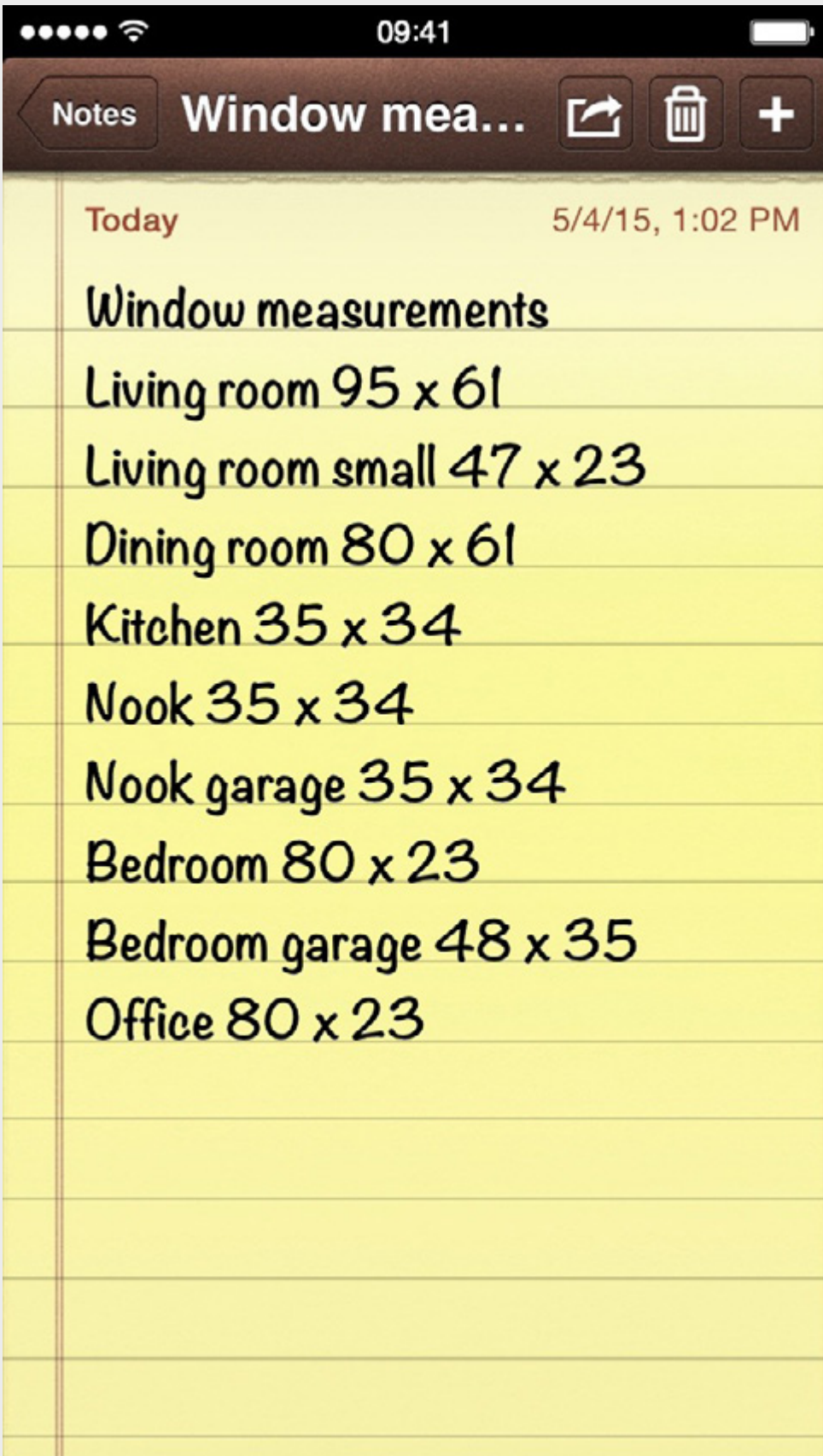
# How does this relate to digital design?



# Duck Apps



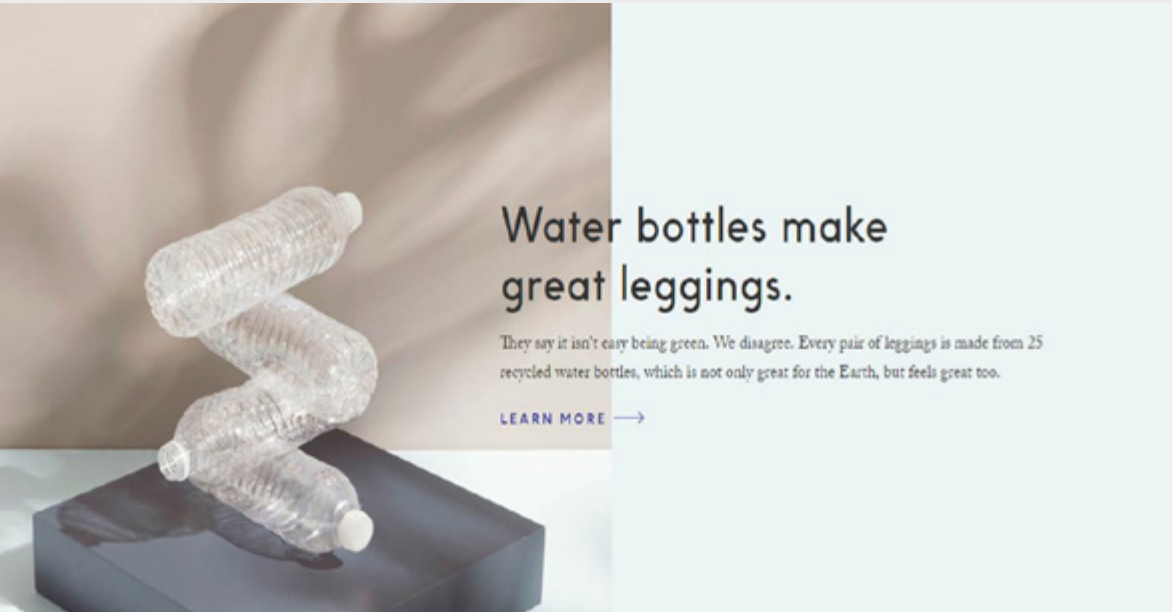
I Love Fur app (2017)



The original notes app (2007)

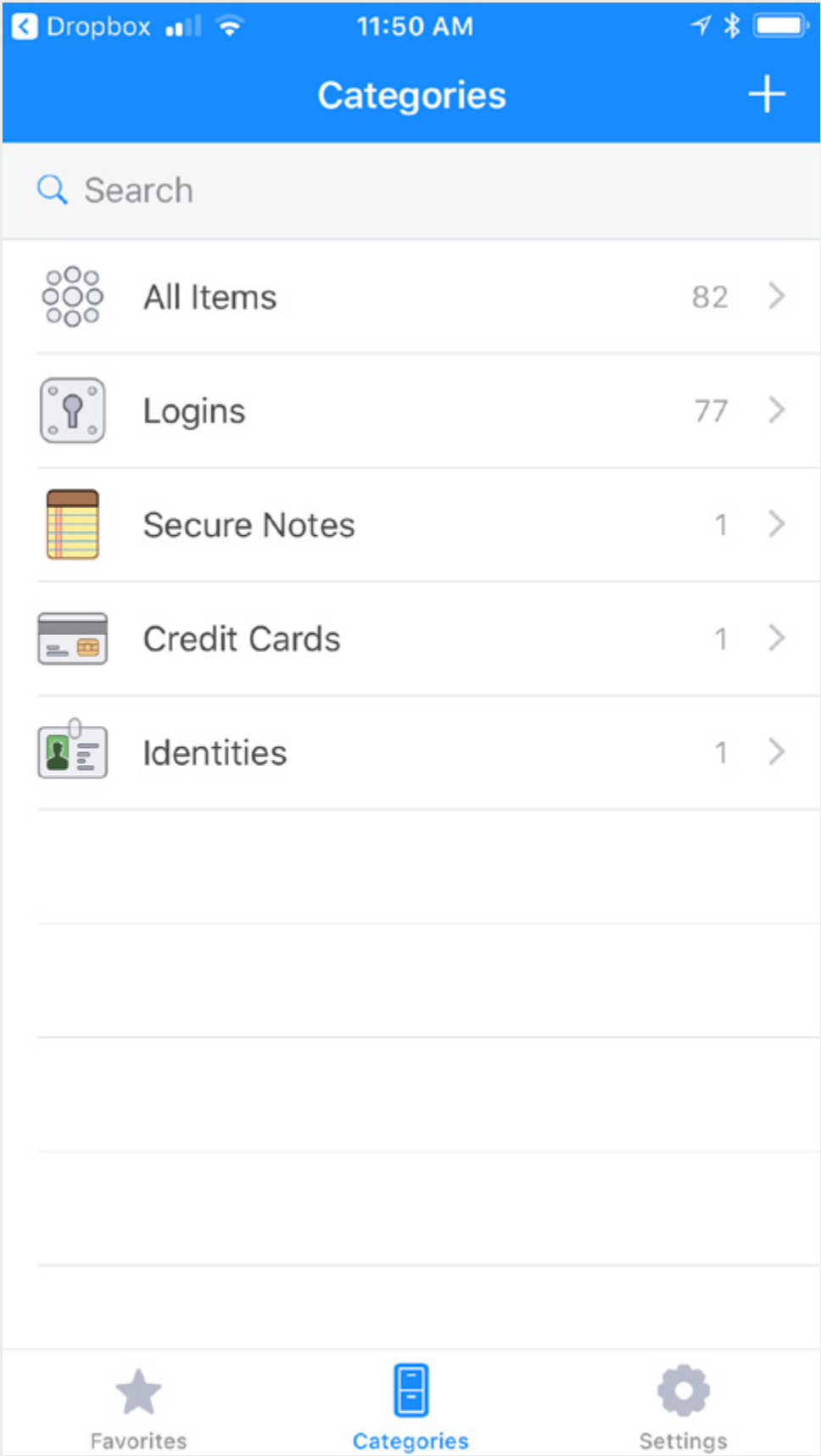


# Decorated Shed Branding



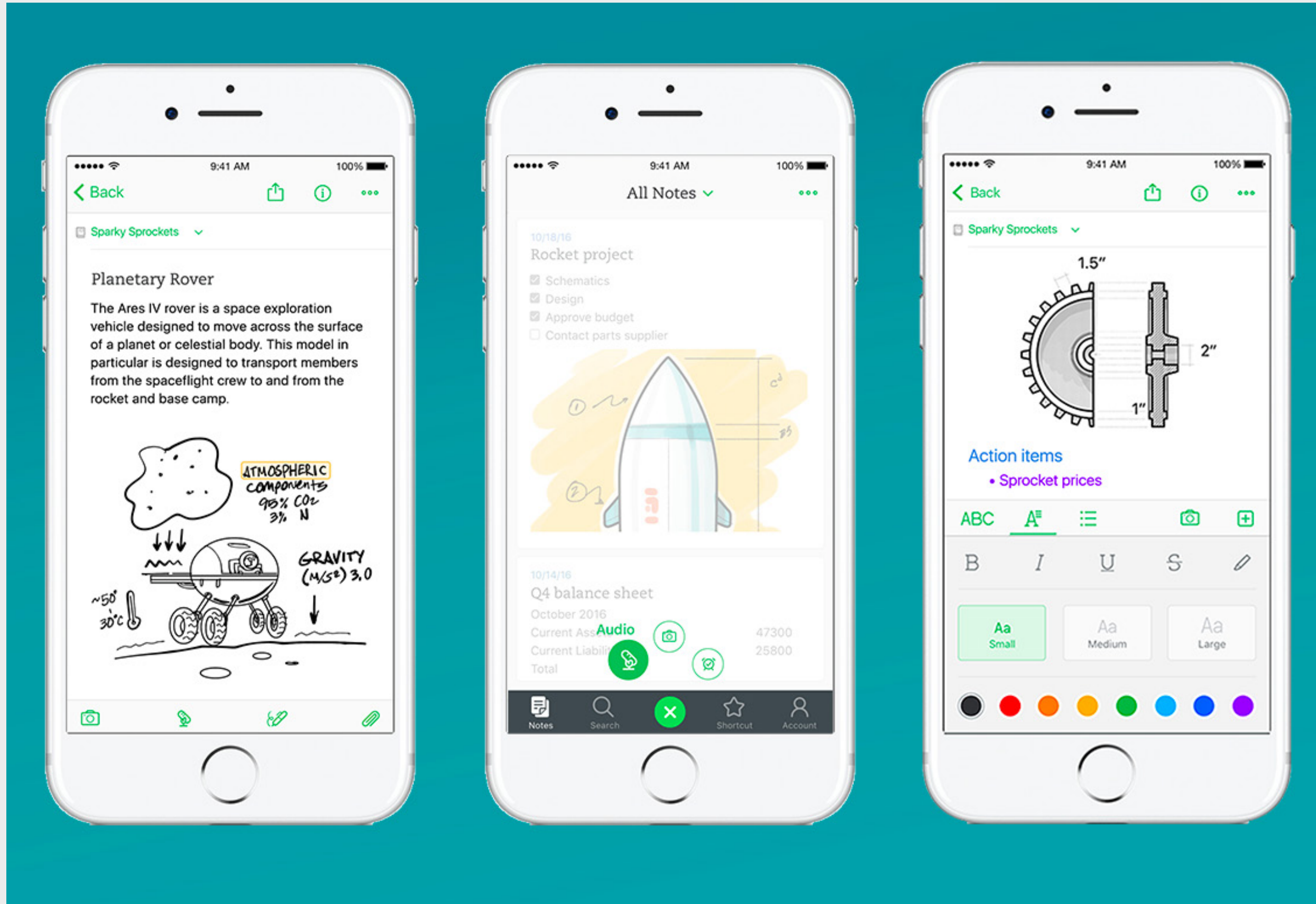


# Helpful Apps



1Password, app that helps you store your passwords.



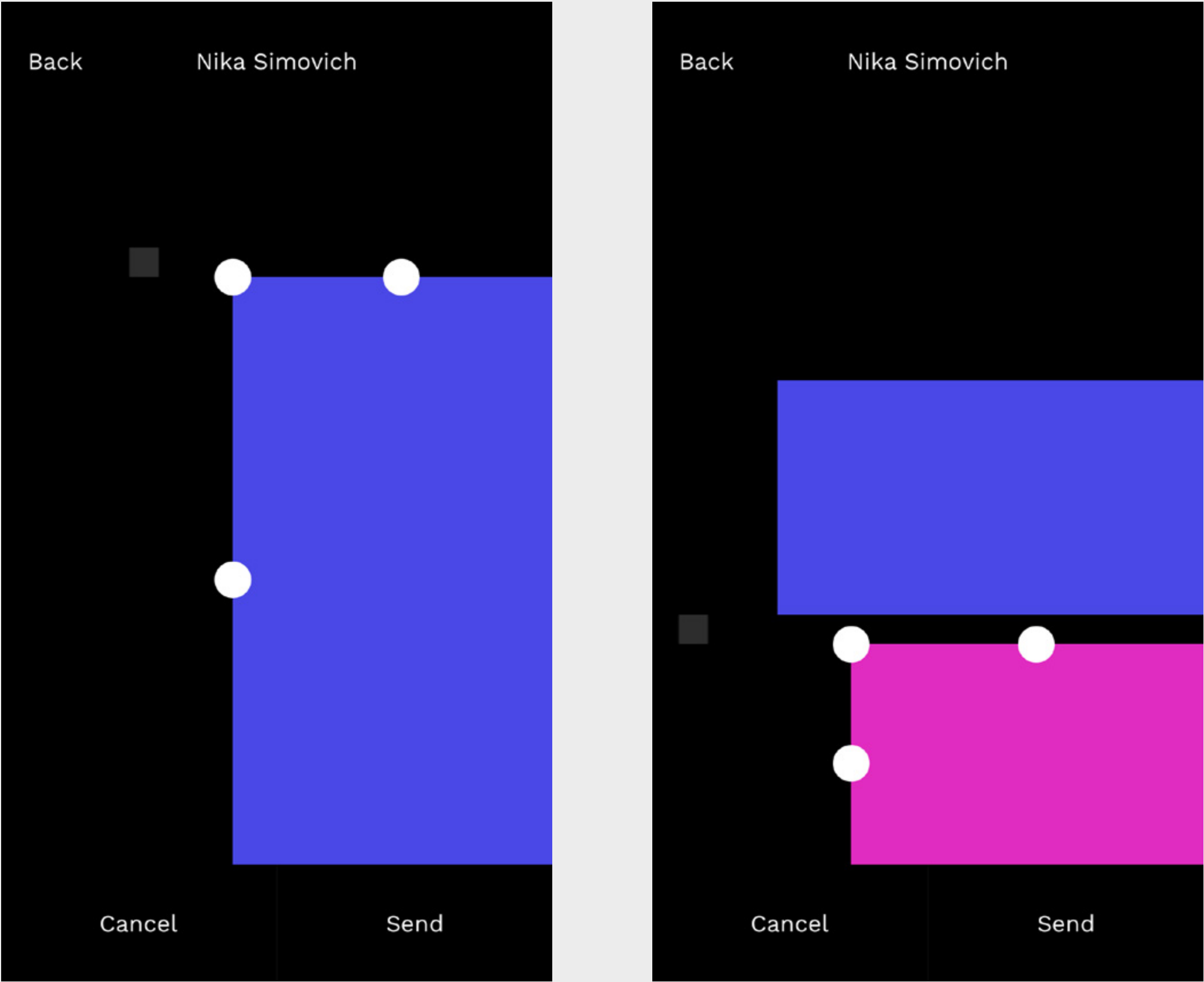


Evernote, app that helps you organize your thoughts and jot things down.



Here Hear, app that helps you audibly visualize the building blocks of your surroundings





Color Chat, an app that allows you to communicate through color.