Aesthetics: Yes, and...

https://arstechnica.com/gadgets/2023/01/entry-level-m2-pro-macbook-pros-have-slower-ssd-performance-than-m1-versions/

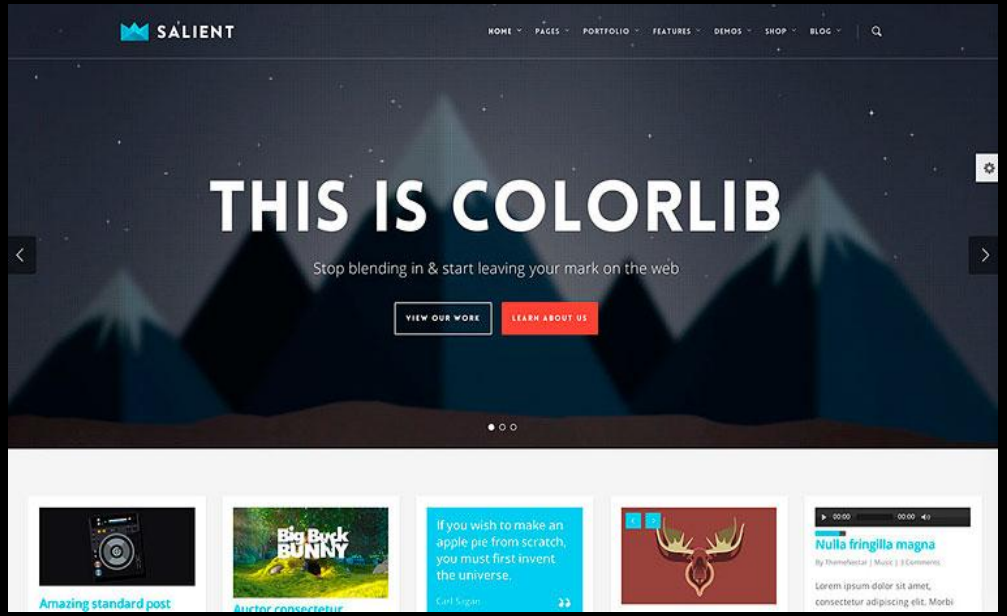
https://www.ign.com/articles/deal-alert-dell-g15-15-amd-ryzen-9-6900hx-rtx-3060-gaming-laptop

https://www.tweaktown.com/news/83795/alienware-m17-r5-amd-edition-worlds-most-powerful-17-inch-laptop/index.html

a set of principles underlying and guiding the work of a particular artist or artistic movement

"Engineering", as a university marketing campaign, has told you artists and artistic movements are beneath you.

a set of principles underlying and guiding the work of a particular ~~artist or artistic movement~~



https://vader.news/geek/Nostalgia-Space-Jam-2-No-hacemos-un-viaje-en-el-tiempo-a-la-pagina-original-del-conejo-aun-online-20200506-0004.html

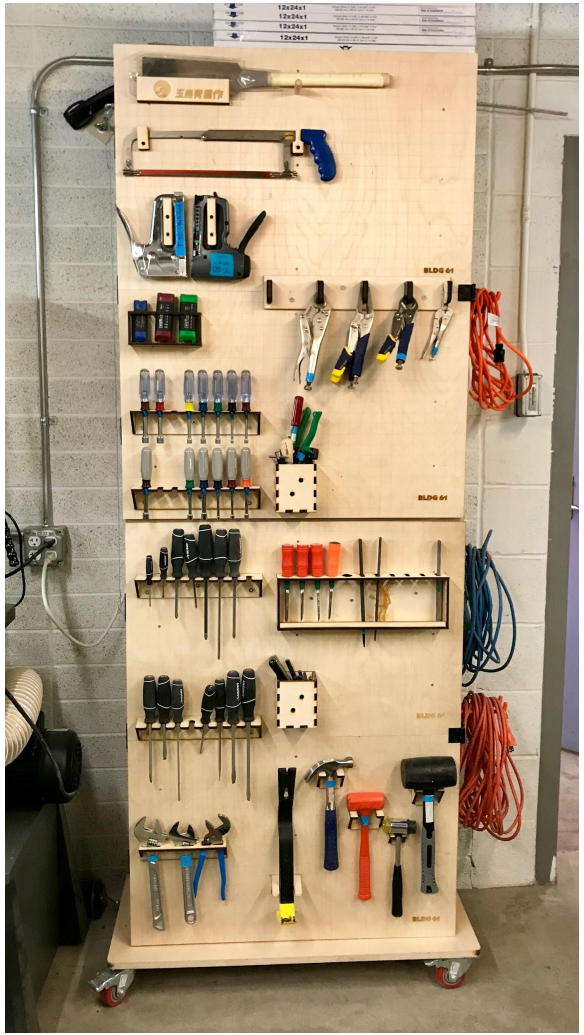
https://www.web24.com.au/tutorials/modern-web-design-trends

a set of principles underlying and guiding the work of a particular *artifact*.

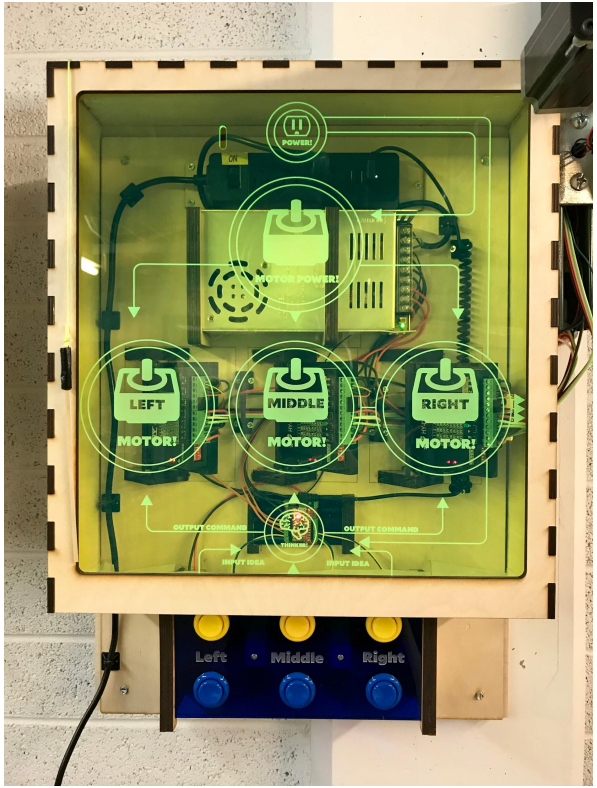
Artifact: an object made by a human being, typically an item of cultural or historical interest.

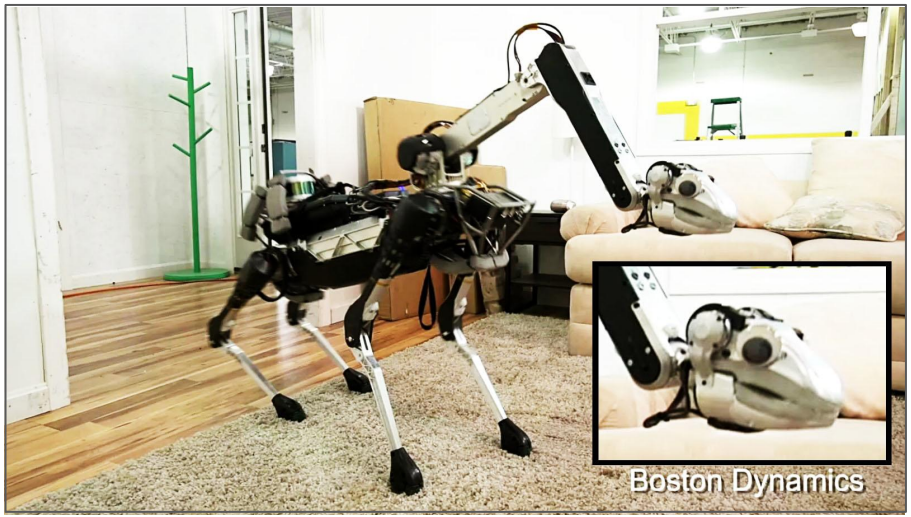
Aesthetics are practical.

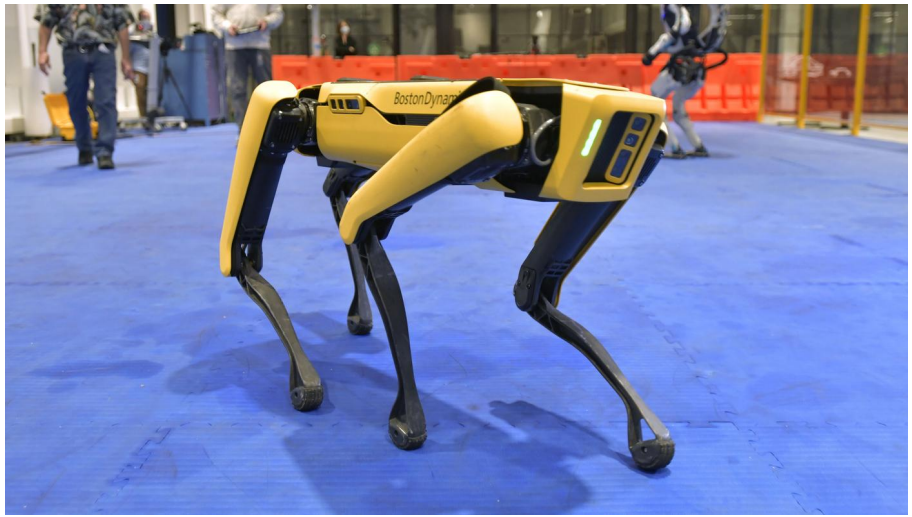
METAL EDGE
30 ft./9m
30 ft./9m
Empire


12x24x1
12x24x1
12x24x1
12x24x1
BLDG 61
BLDG 61
BLDG 61

Left
Middle
Right


POWER!
MOTOR POWER!
LEFT
MOTOR!
MIDDLE
MOTOR!
RIGHT
MOTOR!
OUTPUT COMMAND
OUTPUT COMMAND
INPUT IDEA
INPUT IDEA
Left
Middle
Right

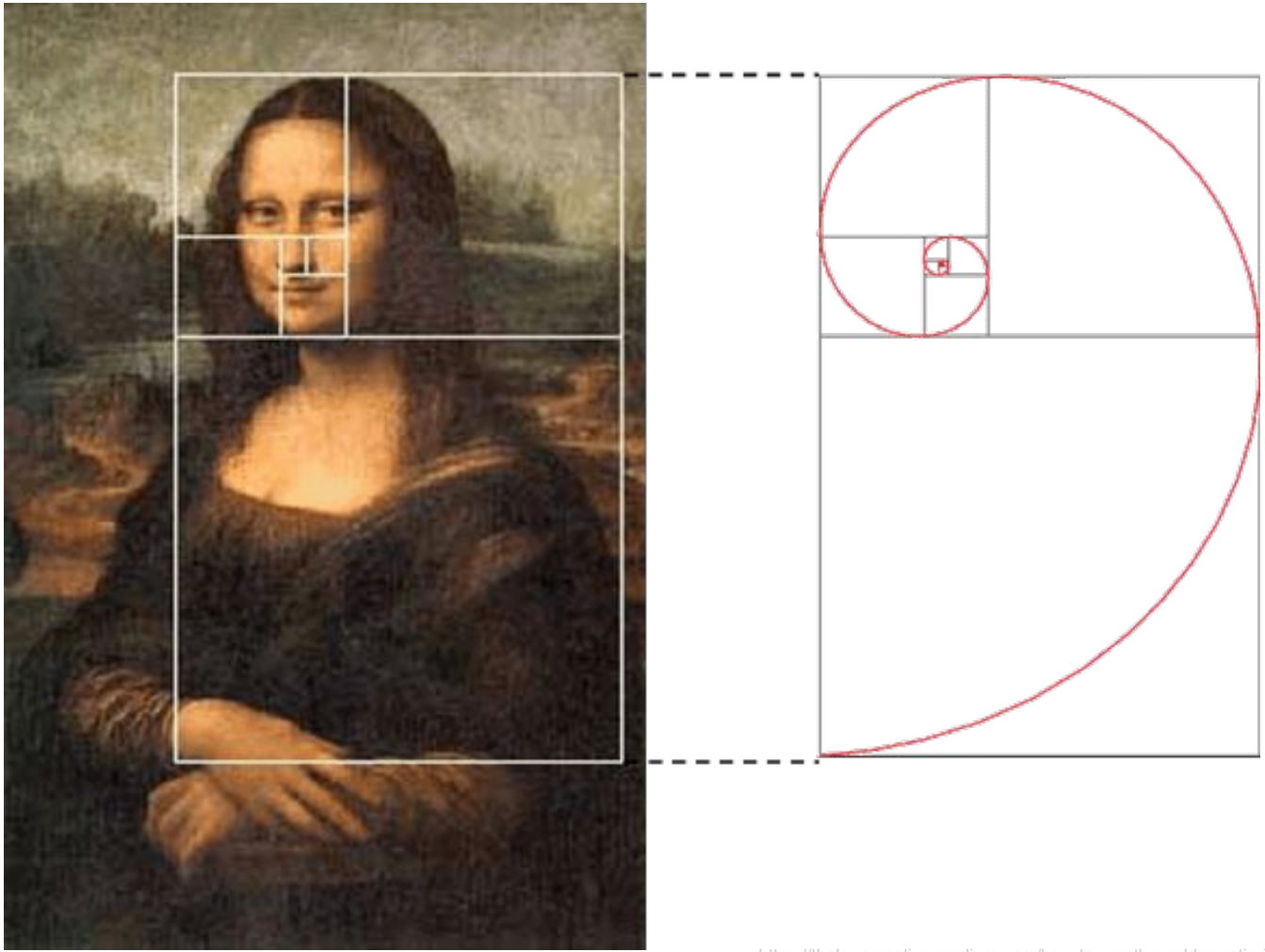

Boston Dynamics



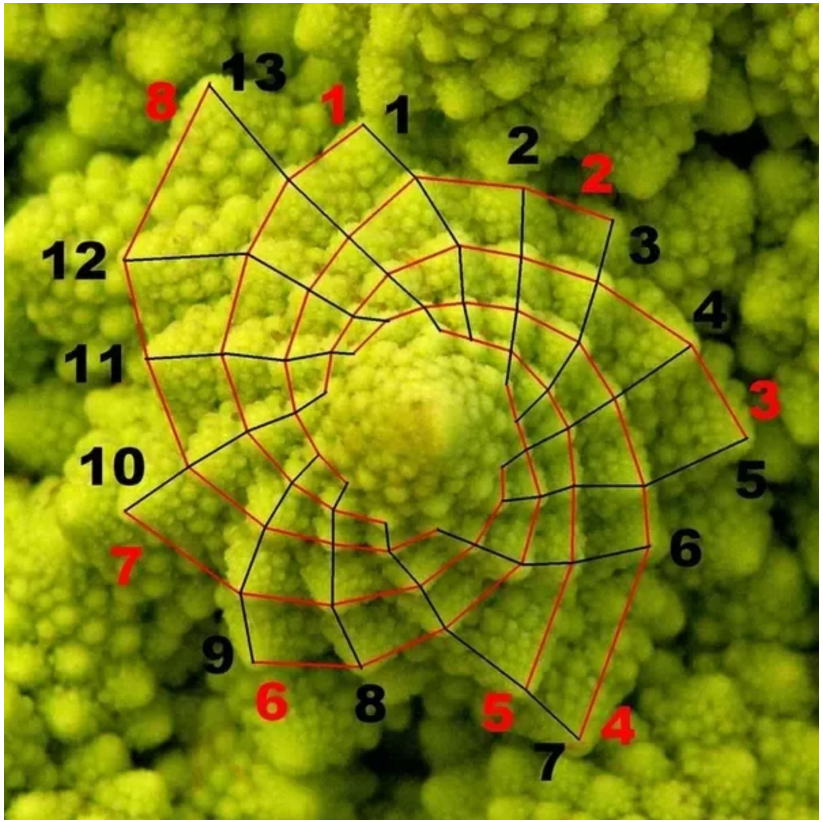
Aesthetics are quantifiable.

https://www.companyfolders.com/blog/rule-of-thirds-graphic-design

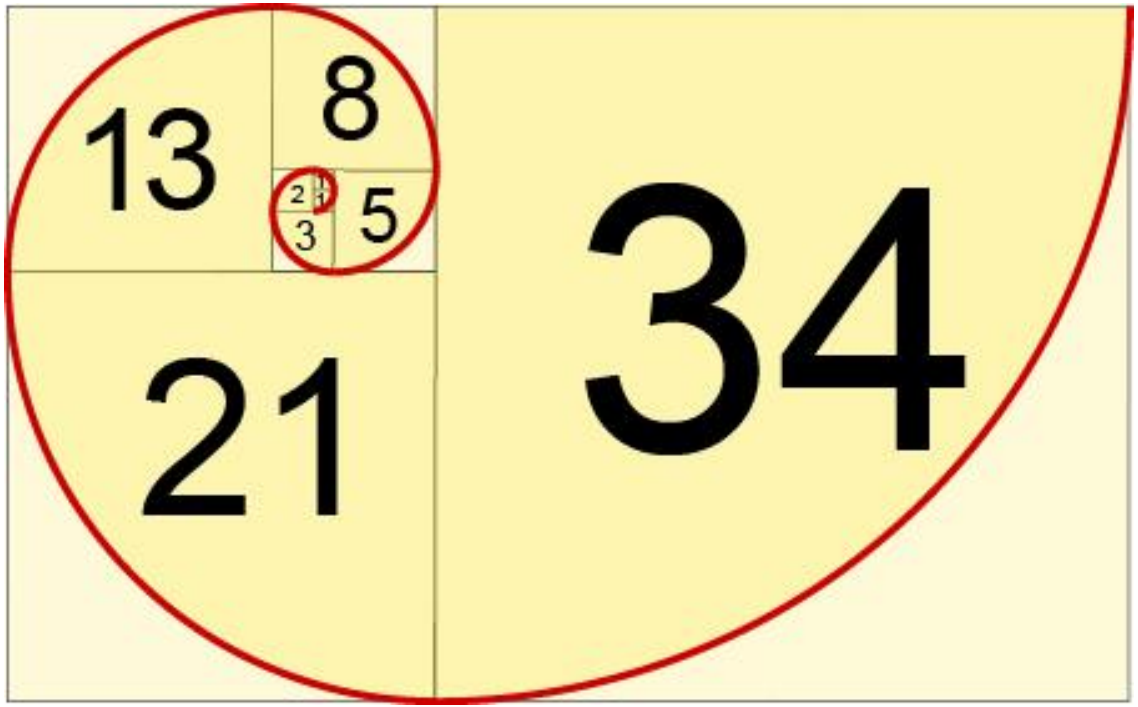
https://bloody-disgusting.com/movie/3720336/nope-featurette-looks-at-the-massive-scale-of-jordan-peeles-third-horror-movie/



https://thelogocreative.medium.com/how-to-use-the-golden-ratio-in-graphic-design-f739dfa7fb43



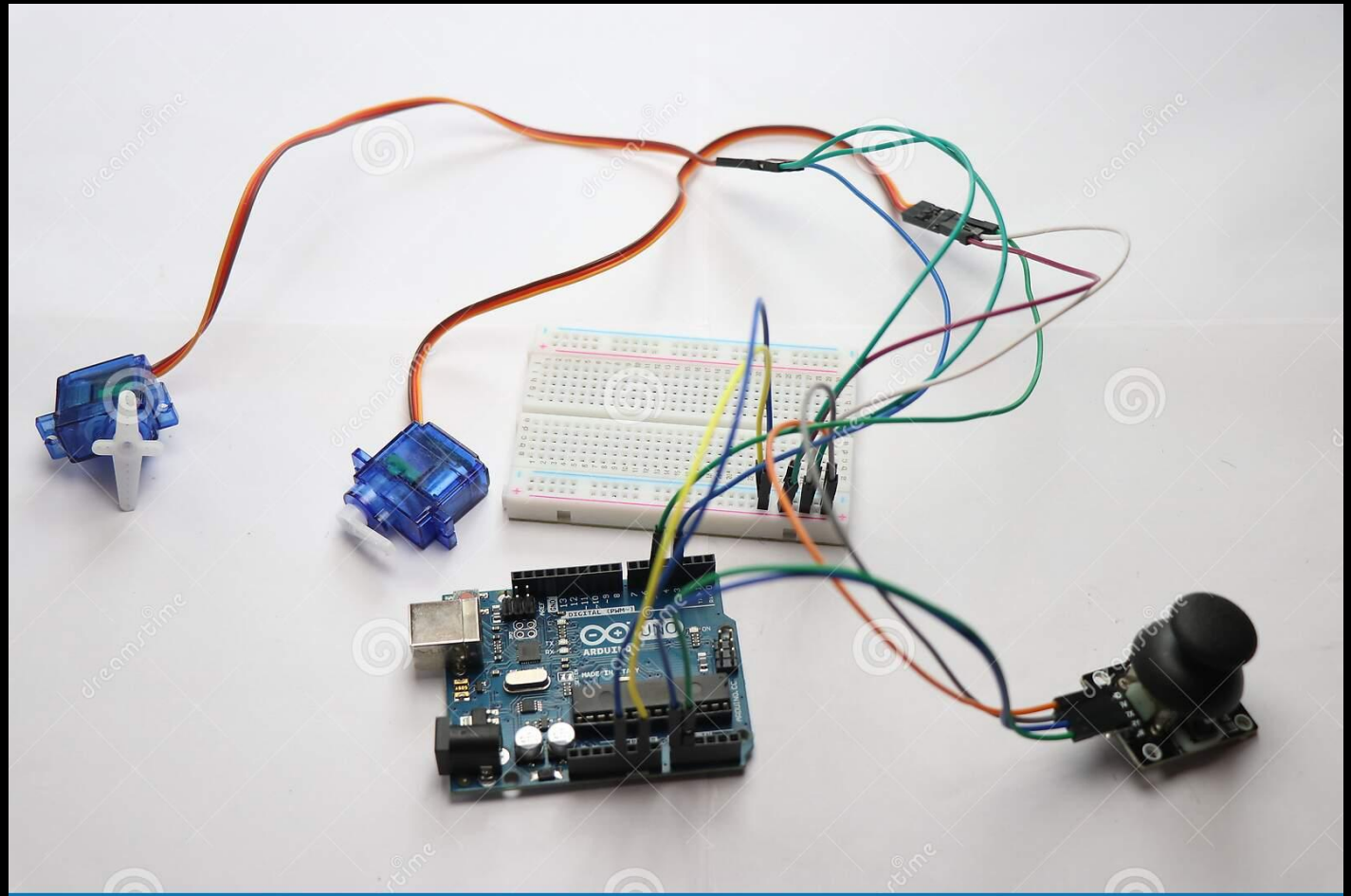
https://www.flickr.com/photos/caseorganic/4879065469

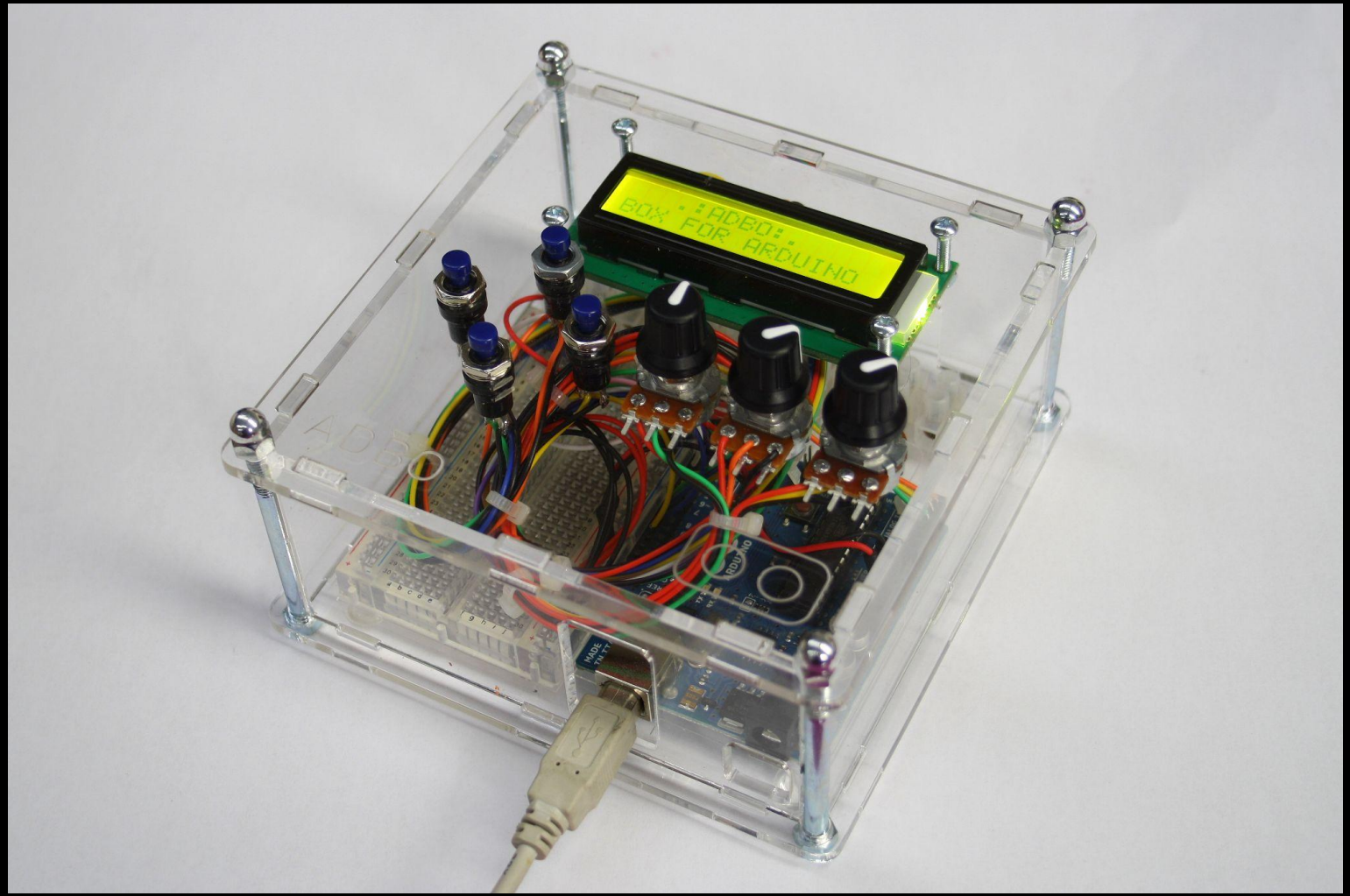


https://www.mathsisfun.com/numbers/fibonacci-sequence.html

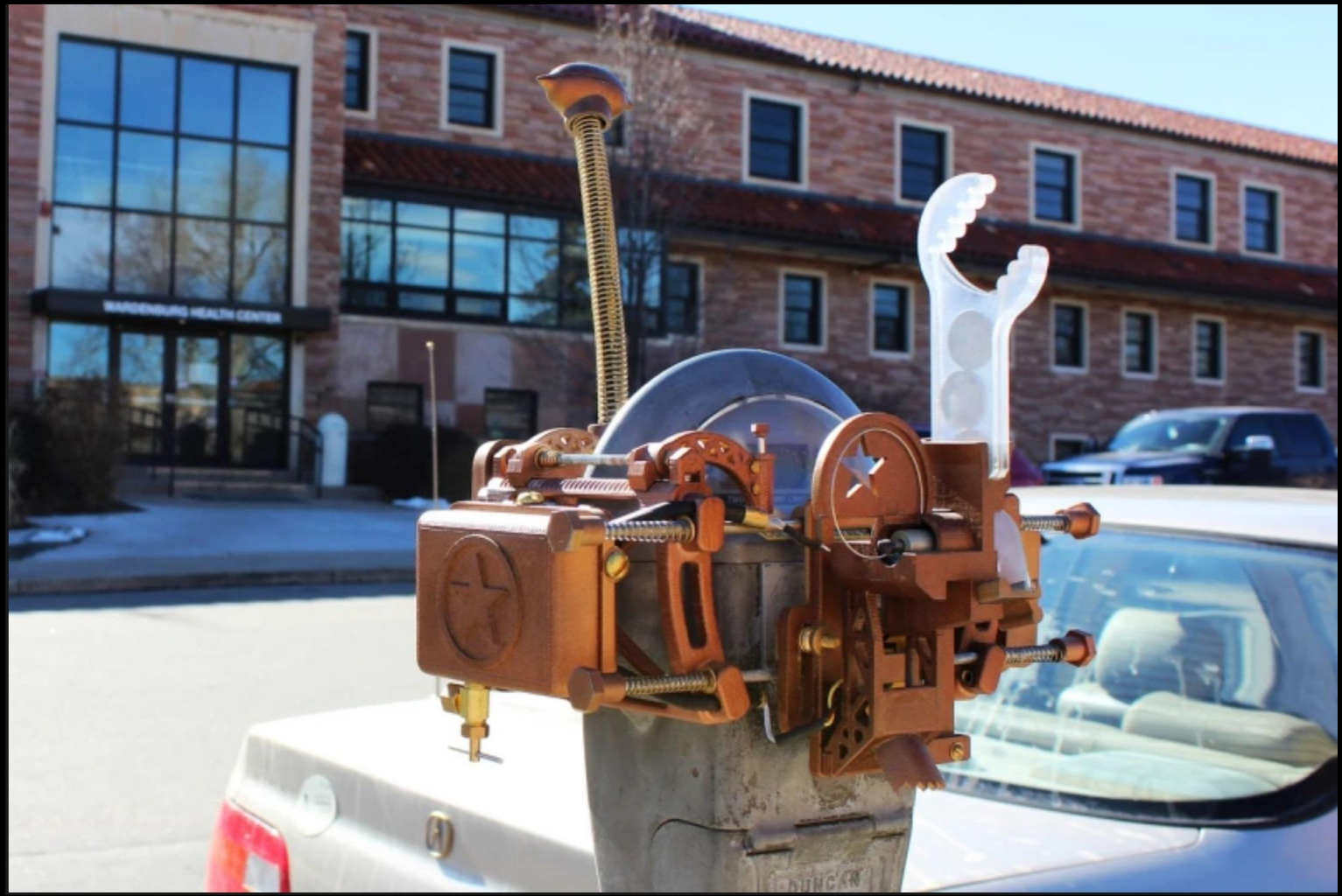
Skeptical?

Aesthetics will get you the job.


dreamstime.com
ID 208003829 © Jeevanjeebuisness



https://www.ponoko.com/blog/how-to-make/making-enclosures-for-electronics-with-ponoko/


WARDENBURG HEALTH CENTER

So...

Diffen Compare Anything ›› MacBook

Comparison chart

Differences — Similarities —

	Edit Mac	PC
	★★★½☆ (1931 ratings)	★★★★☆ (1855 ratings)
Cost	Macs start at $599 for the Mac mini desktop, $999 for the M1 Macbook Air notebook, and $1299 for the 24-inch M1 iMac. Macs are often more expensive than comparable PCs, but with the M1 models, offer much higher performance.	Compared to a Mac, Windows and Windows-associated hardware is cheaper, and you can build your own for even less money. Comparable computers running Windows can be found around 40% cheaper than a Mac.
Manufacturer	Apple, Inc.	Several companies: HP, Toshiba, Dell, Lenovo, Samsung, Acer, Gateway etc.
Development and Distribution	Macs are developed and distributed by Apple Inc.	PCs are manufactured and distributed by hundreds of manufacturers.
What is it?	Short form for “Macintosh” and refers to any computer produced by Apple, Inc.	Refers to any computer running IBM-Based (Windows, Linux, Solaris, FreeBSD) operating systems. stands for "Personal Computer"

https://www.diffen.com/difference/Mac_vs_PC#:~:text=Compared%20to%20a%20Mac%2C%20Windows,40%25%20cheaper%20than%20a%20Mac.

Top 5 Companies, Worldwide Traditional PC Shipments, Market Share, and Year-Over-Year Growth, 2022 (Preliminary results, shipments are in millions of units)

Company	2022 Shipments	2022 Market Share	2021 Shipments	2021 Market Share	2022/2021 Growth
1. Lenovo	68.0	23.3%	81.8	23.4%	-16.9%
2. HP Inc.	55.3	18.9%	74.0	21.1%	-25.3%
3. Dell Technologies	49.8	17.0%	59.3	16.9%	-16.1%
4. Apple	28.6	9.8%	27.9	8.0%	2.5%
5. ASUS	20.6	7.0%	21.8	6.2%	-5.7%
Others	70.1	24.0%	85.2	24.3%	-17.8%
Total	292.3	100.0%	350.1	100.0%	-16.5%

Source: IDC Quarterly Personal Computing Device Tracker, January 10, 2023

https://www.computerworld.com/article/3687228/apples-growth-story-is-consistent-and-sustained.html#:~:text=Just%20look%20at%20the%20data,and%2017%25%20in%20the%20US.

https://www.completeset.com/the-evolution-of-apple-computers-over-40-years/

Good engineering, plus ***equally*** good aesthetics. That changes things.

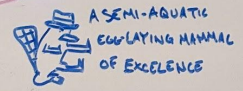
Questions?

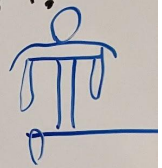
How to find me:

Physical user interfaces require UI/UX as well.

You big goofballs.

—old guy





us.

FALSE, PERRY THE PLATYPUS