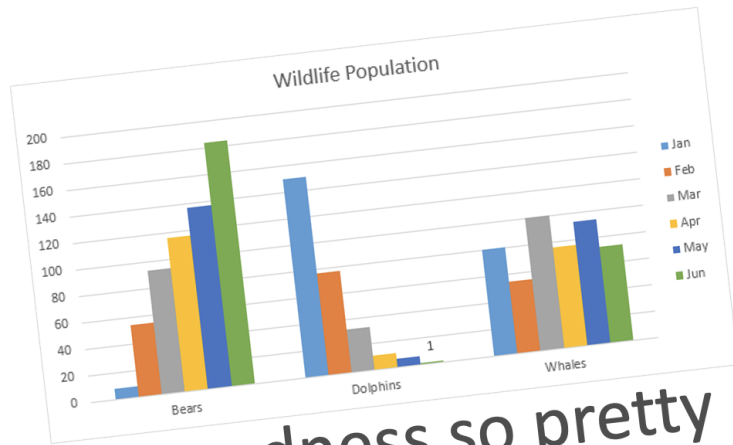


Truth and Beauty

Why even care about design?



omgoodness so pretty

I don't need to waste time with design.
My data and findings will
speak for themselves.

How great is Times New Roman, amirite?

Everyone uses Comic Sans,
so it must be good

Plus, Avatar uses Papyrus as the
subtitle font, so it's definitely great

**Good design
enhances truth**

What is truth?

Core principles of the universe?

Underlying trends in society?

Something transcendental?

Reality?

How do we find truth?

Science!



Neil deGrasse Tyson 

@neiltyson



The good thing about Science is that it's true whether or not you believe in it.

10:41 AM · Jun 14, 2013 · [TweetDeck](#)

14.3K Retweets **8.3K** Likes



761



14.3K



8.3K



But wait!

Beware of scientism!

"... promotion of science as the best or only objective means by which society should determine normative and epistemological values"

Science is not the only way

Art

Music

Literature

Religion

Nature

Nothing here is factual...

...but it all reveals truth



Cosette from *Les Misérables*



King Lear



Beethoven's 9th symphony

Facts \neq truth

**Where does truth come when
there are no facts?**

Beauty

Rhetoric and beauty

λόγος • λέξις

Logos • Lexis

Res • Verba

Essence • Structure

Content • Form

Truth • Beauty

Content + form

**Art is how we translate core,
essential content (or truth!)
to different forms
for specific audiences.**

Truth is beautiful

Truth comes from aesthetic combination of content and form.

Raw facts must be communicated through some form.

Beauty shapes that form.