



Almost everything that people interact with has to be designed by someone, for someone. One of the most difficult audiences to design for is a foreign or international audience. If someone does not speak the same language as you, it is very easy for a design to fail. The most common solution to this problem is to use universal symbols or design elements that are understood by a wide variety of people. These elements of a design can draw from a few universal constants. First, a design can relate to the human body. Second, a design can relate to geometry. Third, a design can relate to nature. Lastly, the weakest strategy, which is relating a design to established symbols/conventions. With the correct implementation of these strategies, a design can convey the information required, nearly independent of the audience.

