

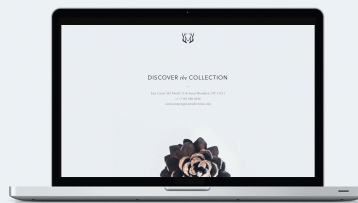
Visual Design

November 9, 2016

w/content from Jonathan Speh
<http://www.slideshare.net/JonathanSpeh/visual-interface-design-54414265>

- T3 (due next Wed @ 6pm – bring paper prototypes to class)
- Hot Topics

DESIGN IS NOT SIMPLY SHAPES AND COLORS,
IT'S ABOUT BUILDING A CONNECTION WITH
YOUR USERS. IT'S OFTEN THE FIRST AND ONLY
CHANCE TO LEAVE A LASTING IMPRESSION.



**A BALANCE BETWEEN CAPTIVATING AESTHETICS
AND EFFORTLESS INTERACTIVITY**

Elements of Visual Design

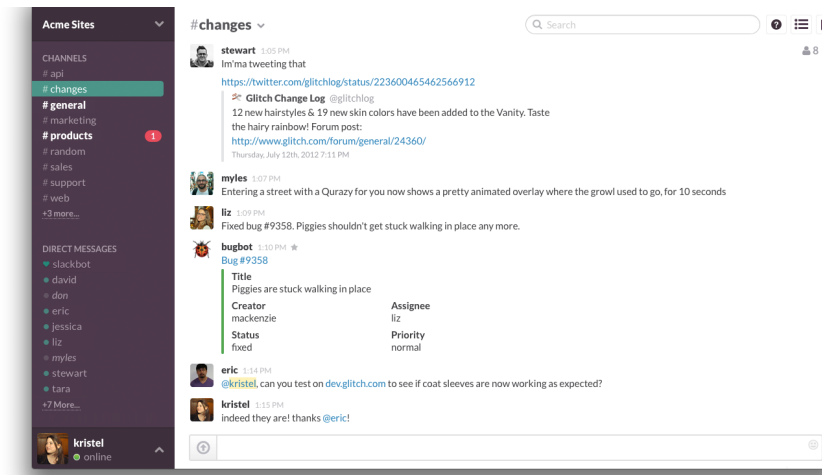
- Shape
- Size
- Color
- Orientation
- Texture
- Position, Space & Grids
- Text & Typography
- Information Hierarchy
- Motion
- ...

Shape

- Convey what something is
- Harder to disambiguate, as compared to
 - Color
 - Size
- When might you use shape over color to differentiate?
 - Small # of icons
 - Uncommonly used controls (fade into background)
 - Enough space to further delineate

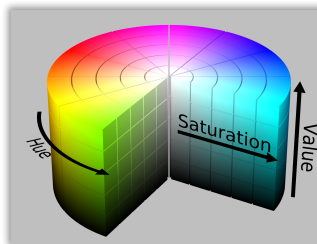


Size

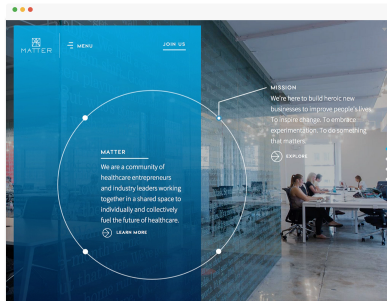


Color

- Quick way to make content stand out
 - Hue: color (yellow, red, orange, ...)
 - Saturation: vibrant or muted
 - Value: light to dark (as compared to background)

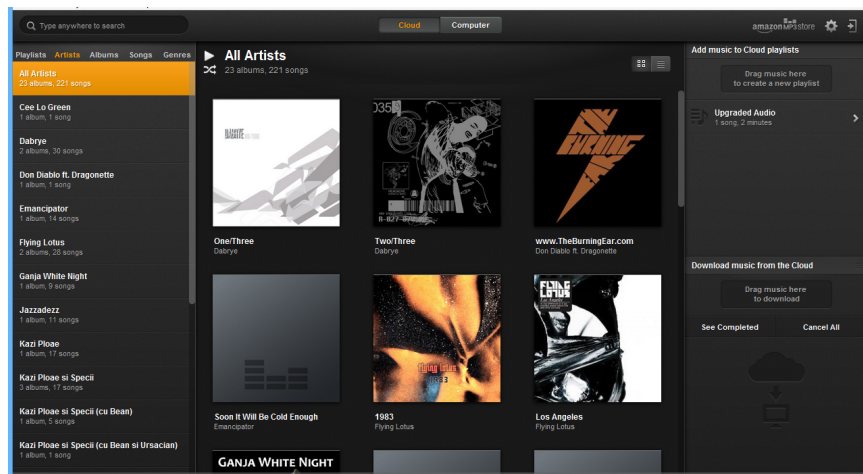


COLOR



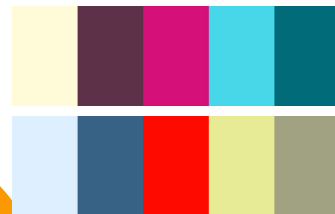
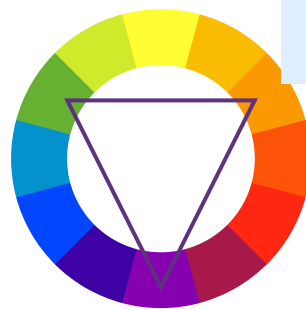
EXPLOIT COLOR TO DRAW ATTENTION TO SPECIFIC AREAS OF YOUR DESIGN

Color



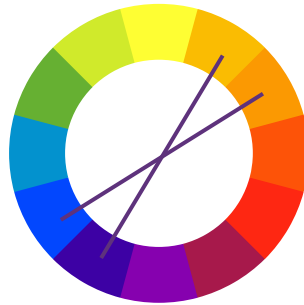
COLOR SCHEMES

TRIADIC

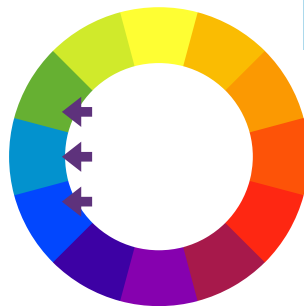


Simple to use
Evenly spaced around color wheel
Vibrant

<https://www.smashingmagazine.com/2010/02/color-theory-for-designer-part-3-creating-your-own-color-palettes/>

COMPOUND

Uses complimentary colors (opposite on color wheel)
& analogous (adjacent colors)

ANALOGOUS

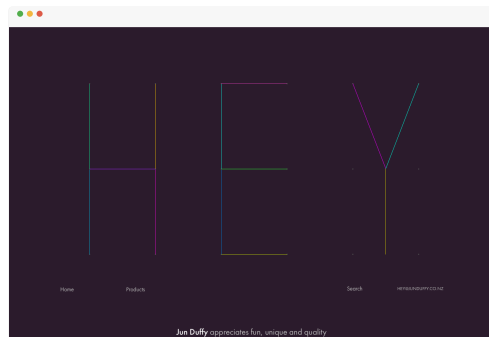
Adjacent colors on color wheel
Subtle

ANALOGOUS

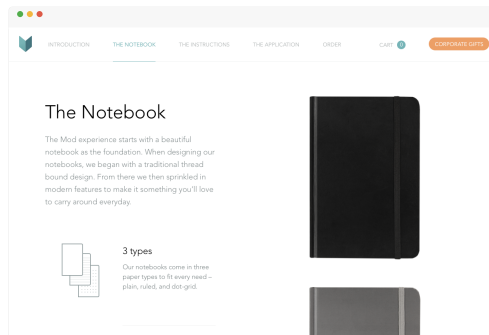


TYPOGRAPHY

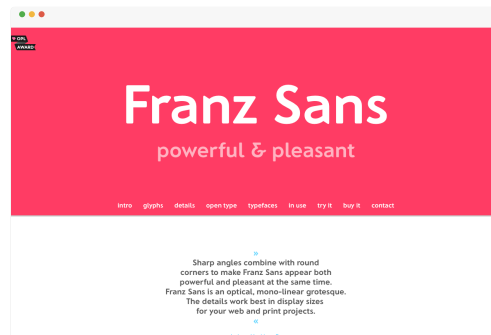
CREATIVE



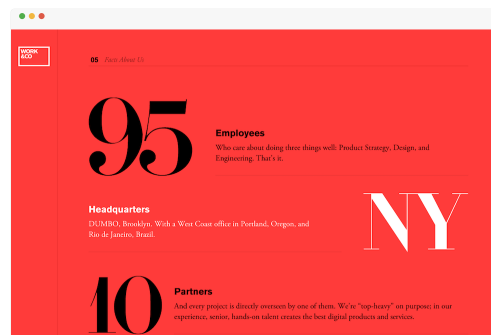
CLEAN



FUN

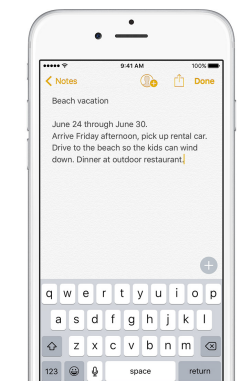
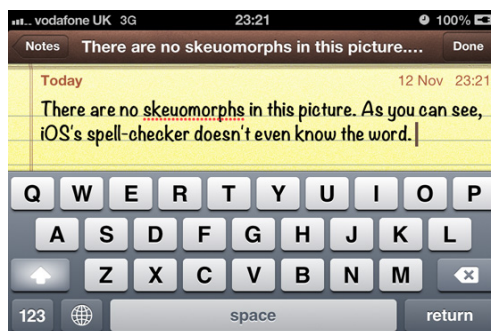
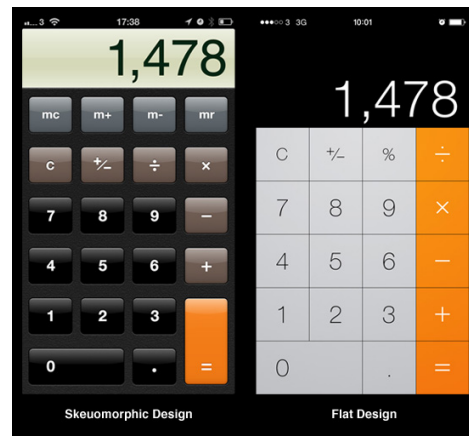


BOLD

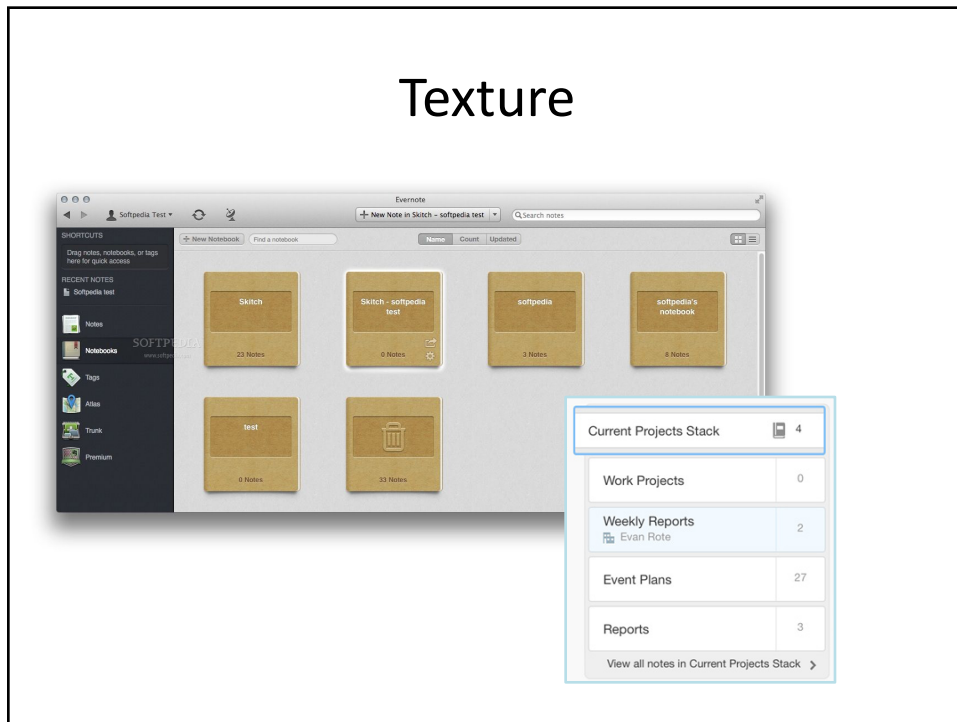


Texture

- Simulated materiality
- Affordance cues (learnability)
- Flat vs Skeumorphic
- Challenge: clutter



Texture



Organizing Visual Information

- What is most important?
 - What needs to be understood immediately
 - What is secondary
 - What is only rarely engaged with
- How are elements related?
 - Informed by scenarios
- Visual attributes
 - Color (e.g., darker = more important)
 - Size
 - Spatial (top vs bottom)
 - Sequential (logical path)
 - Be judicious in use of bounding boxes
 - Can make the interface feel heavy
- Especially important for transient interfaces

INFORM

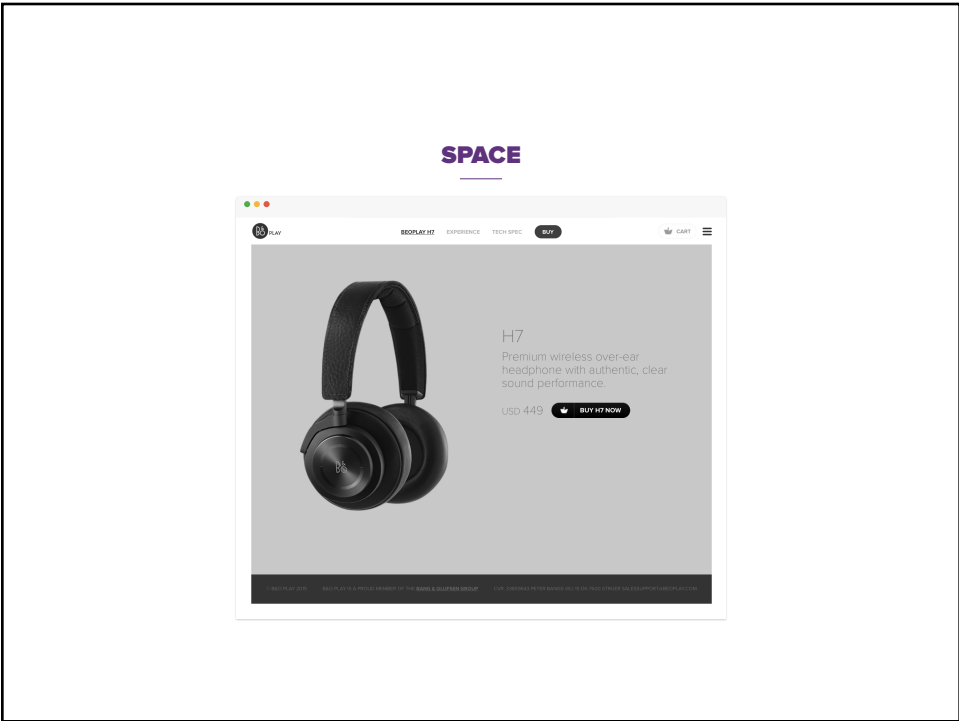
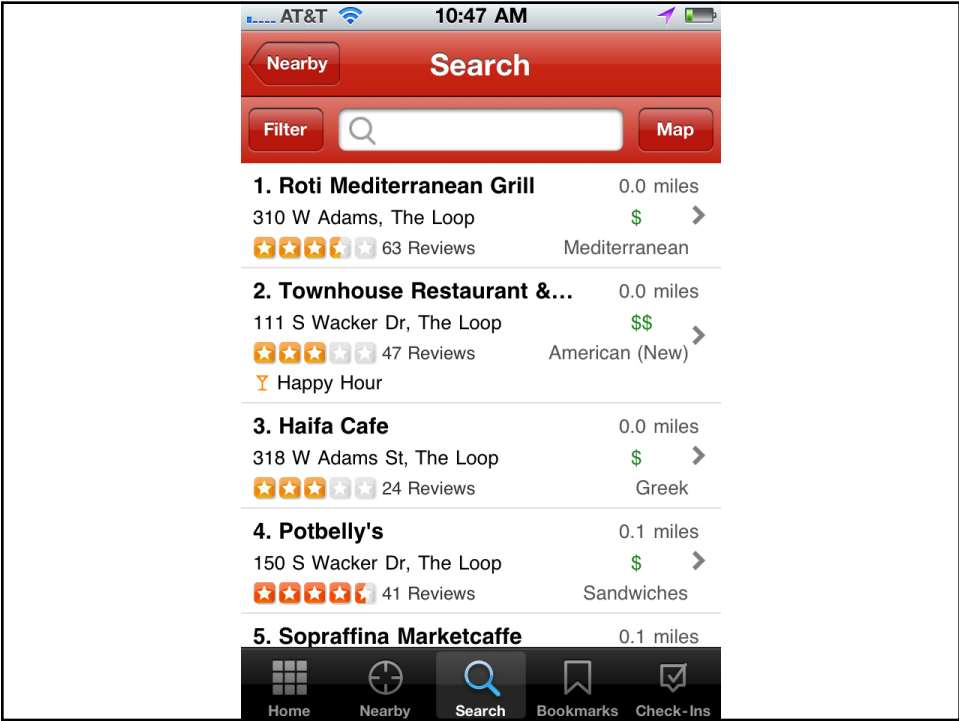


**A LOGICAL PROGRESSION THAT GUIDES
USERS FROM ONE ACTION TO THE NEXT**

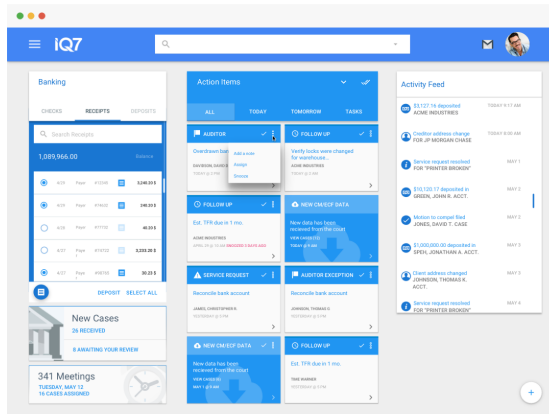
COMMUNICATION



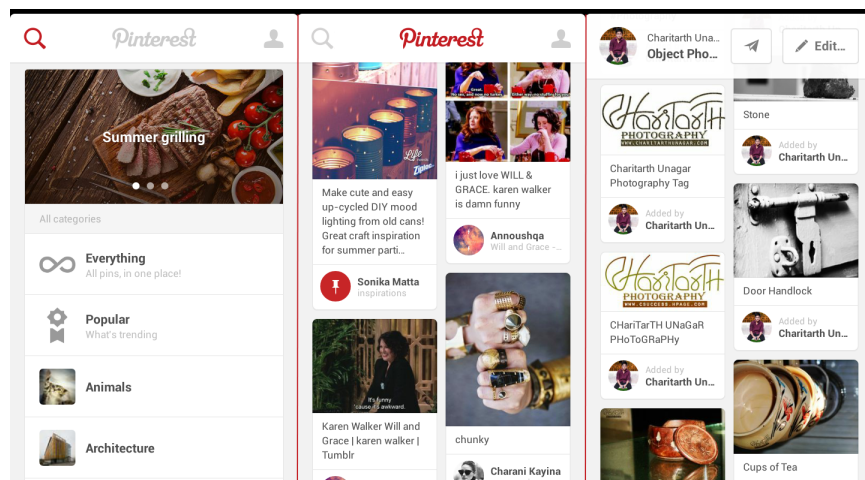
**CLEARLY COMMUNICATE CONTENT BY
PRIORITIZING IT WITHIN YOUR DESIGN**



SPACE

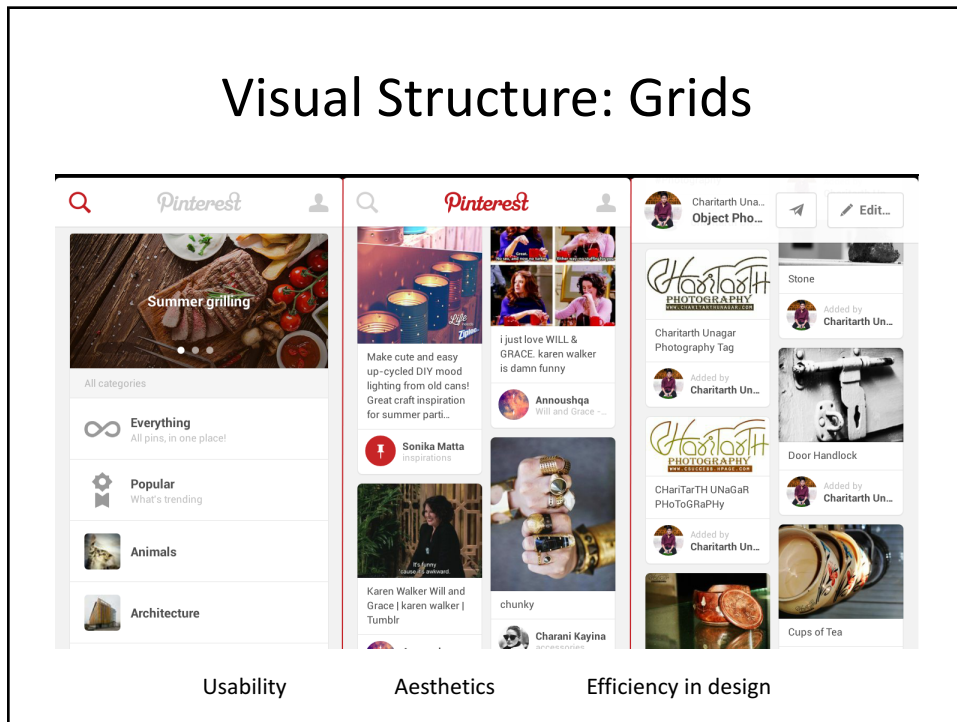


Visual Structure: Grids



Labels | within/across control groups & panes

Visual Structure: Grids



Be definitive

Be precise & decisive

(not almost aligned)

(not almost same size)

Simplicity & consistency

Signal what users can do

- Render icons & visuals simply
 - Avoid undue attention
 - Accommodate lower-resolution displays
- Icons: convey sense of function
 - Idioms, metaphors
 - Text labels?
- Consider: background colors, frequency of use, # of icons, display size



Minimize Visual Work

- Avoid visual noise
 - Distract from info & affordance conveyance
- Noise?
 - Boxes and “heavy” elements to separate controls
 - Crowding elements
 - Weak visual hierarchy
 - Intense color, texture, contrast
 - Too many colors

Simplicity

Take things away until the design breaks, and then put that last thing back in.

“Perfection is attained not when there is no longer things to add, but when there is no longer anything to take away.” – Antoine de Saint-Exupéry

Simple shapes

Limit typefaces, font sizes

Small variations in color, size, spacing, etc.

Create a Visual Design Language

- Vocabulary of design elements
 - Shape
 - Color
 - Texture (or lack of)
 - Typography
 - Organization of these elements
 - Patterns
 - Principles
- Convey tone
- Establish patterns

Design Languages – Why?











- An AirBnB example
- Introduce needed constraints
 - Infinite potential solutions & approaches
 - Difficult to choose between
- Facilitate collaboration & communication amongst designers + stakeholders
 - Establishes consistency + coherency as team members work across features, applications
- Multiple platforms & devices
 - Synchronizes design + development

<http://airbnb.design/building-a-visual-language/>

Design Principles - AirBnB

- Unified
 - Each piece is part of a greater whole and should contribute positively to the system at scale. There should be no isolated features or outliers.
- Iconic
 - We're focused when it comes to both design and functionality. Our work should speak boldly and clearly to this focus.
- Conversational
 - Our use of motion breathes life into our products, and allows us to communicate with users in easily understood ways.

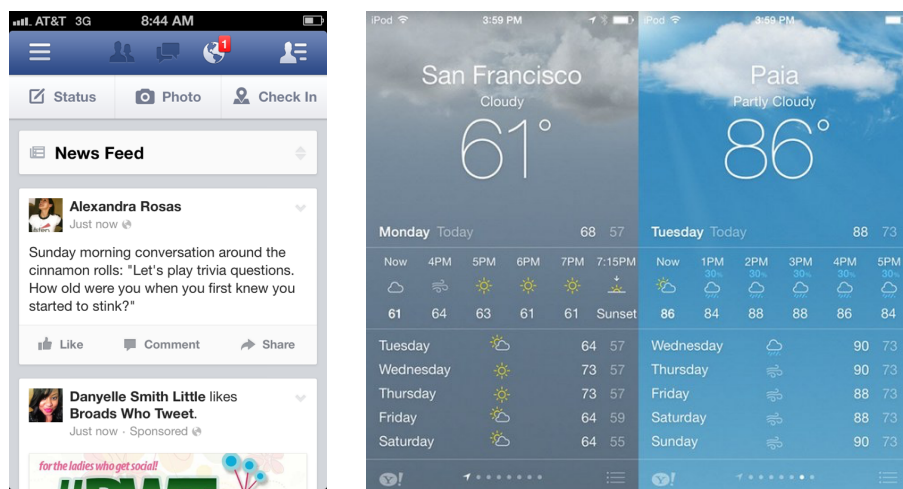
<http://airbnb.design/building-a-visual-language/>

Type	Atty Color	Spacing
Title 1 · 44/56	 Rausch #FF5A5F 3.05:1	 8 · tiny
Title 2 · 32/36	 Atty Babu #00A699 3.03:1	 16 · small
Title 3 · 24/28		 24 · base
Large · 19/24	 Atty Arches #FC642D 3.0:1	 48 · large
Regular · 17/22	 Atty Hof #484848 9.14:1	 64 · x-large
Small · 14/18		
MICRO 1 · 8/8	 Atty Foggy #767676 4.54:1	

<http://airbnb.design/building-a-visual-language/>

Visual Design Patterns

Cards, Stacks & Carousels – When to use?

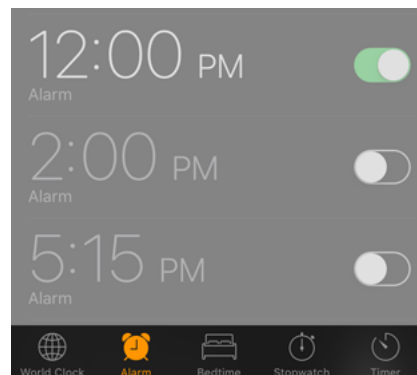


Carousel Implementations



Tab Bars

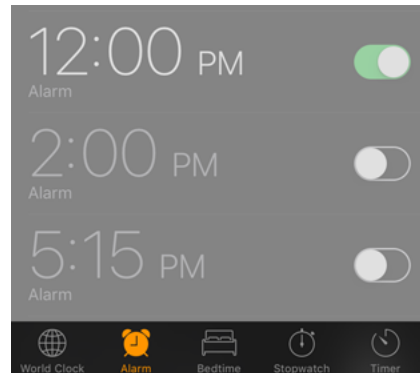
- Supports switching between different parts of the interface
- Tips
 - Badging: communicate unobtrusively
 - Have a small # of tabs
 - “Although a More tab can display extra tabs, this requires additional taps and is a poor use of space.”



<https://developer.apple.com/ios/human-interface-guidelines/ui-bars/tab-bars/>

Tab Bars

- Supports switching between different parts of the interface
- Tips
 - Communicate current location



<https://developer.apple.com/ios/human-interface-guidelines/ui-bars/tab-bars/>

Tab Bars – bottom vs. top?



Visual design *is* user experience design.

Why?

Conveys a tone, set the stage, impacts usability.

Visual Language Studies for Team Project

- First, create experience attributes: define tone and voice of the application
 - Think about existing products & companies with strong visual identity (Google, Apple, Microsoft, Facebook, ...)
 - Think about existing products in design space (Zillow, Trulia, ...)
 - Consider your participants' goals
- Second, brainstorm ideas for your visual design language
 - Shape
 - Colors
 - Texture (or lack of)
 - Typography
 - Organization of these elements
 - Patterns
 - Principles

