Material Design CoP Content

Principles

1. What is Material Design?
   1. [Info slide] Google’s new “visual language … that synthesizes the classic principles of good design with the innovation and possibility of technology and science”
   2. [Info slide] **Metaphor**
      1. Grounded in the tactile attributes of paper and ink
      2. Elements coexist and move around in a shared, rationalized space
   3. [Image slide]
      1. photo of illuminated manuscript
   4. [Image slide]
      1. image of Material design paper and ink elements
   5. [Info slide] **Magic**
      1. Harnesses technology to make the impossible possible
      2. User input ripples through the interface and transforms the design
   6. [Video slide]
      1. Paper transforming
   7. [Video slide]
      1. User input rippling through interface (buttons w/ ripples)
   8. [Info slide] **Metaphor + Magic = ?**
      1. (make all this text 24sp, just like the subtitles)
   9. [Image slide]
      1. Magic the Gathering
2. App Environment
   1. [Info slide] **Device Space**
      1. Material elements reside within the same physical space afforded by the device
      2. Thin layers of paper stack on top of each other to create the interface
   2. [Image slide]
      1. Device space
   3. [Info slide] **Dimensionality**
      1. Depth within an app communicates hierarchy and importance
      2. Depth is NOT ornament
   4. [Image slide]
      1. Isometric layering of app
3. Paper and Ink
   1. [Info slide] **Paper Craft**
      1. Every pixel drawn on the screen resides on a sheet of paper
      2. Seams, steps, and toolbars are created with different arrangements of paper
   2. [Image slide]
      1. Seam
   3. [Image slide]
      1. Step
   4. [Image slide]
      1. Toolbar
   5. [Info slide] **Ink**
      1. Paper is the surface; ink is the content
      2. Ink is confined by the bounds of the paper it saturates
   6. [Image slide]
      1. Card with various ink elements on it
   7. [Video slide]
      1. Ink filling paper space (clear function in calculator app?)
4. Visual Design
   1. [Info slide] **Grid**
      1. A consistent baseline grid is the foundation for all Material layouts
      2. The base unit is 8dp
   2. [Image slide]
      1. Layout with 8dp grid
   3. [Image slide]
      1. Different layout with 8dp grid
   4. [Info slide] **Color**
      1. Color is used to highlight important elements and reinforce branding
      2. Dynamic color strengthens the bond between related elements
   5. [Image slide]
      1. Color highlights important elements (FAB)
   6. [Video slide]
      1. Dynamic color used in music player app
   7. [Info slide] **Typography**
      1. Typographic scale is used to create a clear hierarchy within a layout
      2. Type sits on the baseline grid to create a sense of rhythm
   8. [Image slide]
      1. typographic scale
   9. [Image slide]
      1. type sitting on grid
   10. [Info slide] **Icons**
       1. Icons are used to accelerate understanding
       2. Icons are simple, modern, friendly, and sometimes quirky
       3. Shapes are bold and geometric
   11. [Image slide]
       1. system icons
   12. [Info slide] **Imagery**
       1. The style should be optimistic, delightful, and honest
       2. Use photography to highlight specific stories
       3. Use illustration to represent concepts or metaphors
   13. [Image slide]
       1. Photography example
   14. [Image slide]
       1. Illustration example
5. Meaningful Motion
   1. [Info slide] **Users Initiate Change**
      1. Users are the prime movers of the app experience
      2. Immediate tactile feedback lets users know they’ve been heard
   2. [Video slide]
      1. User input rippling through and changing interface (toolbar ripple)
   3. [Info slide] **Shared Stage**
      1. Material lives in the same space as we do
   4. [Video slide]
      1. State transition showed thin space (music player app)
   5. [Info slide] **Motion Focuses Attention**
      1. Teleportation is disorienting
      2. Transition animations help direct focus
      3. Material objects have mass and move accordingly
   6. [Video slide]
      1. Music player app (play button becomes volume slider)
6. One Adaptive Design
   1. [Info slide] **One Adaptive Design**
      1. Every device is a different view on the same underlying system
      2. Each view is tailored to the size and interaction appropriate to the device
   2. [Image slide]
      1. Adaptive layout (files app)
   3. [Image slide]
      1. Adaptive layout (calendar app)
   4. [Info slide] **Responsive Principles**
      1. Respect human constraints: a larger screen does not equal larger cognitive capacity
      2. Pull the furniture off the walls
   5. [Image slide]
      1. Adaptive layout (email app)