

MODULE 4. Screen Designing

Design Goals

- ① How much information is present on the screen
- ② How a screen is organized
- ③ The language used on the screen
- ④ Consistency with other screen.

Designing Process

- ① What is wanted - User Requirement
- ② Analysis - Interview & Observation
- ③ Design - Focus on how system will work rather than what user wants
- ④ Prototype - Iterative Process as improvements are done
- ⑤ Implementation & Deployment

Organizing Screen Elements

- Visual clarity is achieved when the display elements are organized and presented in meaningful and understandable way
- Clarity is influenced by a multitude of factors:

- ① Consistency in Design
- ② Ordering of screen elements.
 - a) Sequence of use
 - b) Frequency of use
 - c) Importance
 - d) Conventional
- ③ Screen Navigation & Flow
- ④ Visually Pleasing Composition
- ⑤ Grouping & Alignment of screen items.

- Graphic design experts have designed number of principles for what constitutes a visually pleasing appearance: These include balance, symmetry, regularity, predictability, etc.
- It doesn't focus on words on the screen but on the perception of structure created by such quantities as spacing, shapes, intensities, colors and relationship of screen elements to one another.

- 3 major goals of alignment

- ① Ease in horizontal scanning
- ② Ease in vertical scanning
- ③ Minimal visual complexity

Statistical Graphics

- Graphical representation of data gives clear picture, presents numbers into small space.
- It helps us to avoid data distortion and gives clear purpose of description, exploration, tabulation and decoration.
- It is used to minimize redundant data.
- It shows variations in data at one place.
- Help in comparing actual & projected data.

- Types of statistical graphics

① Line graph

- It displays continuous data change over time.
- Each line in graph shows points that connects with data.
- Line graphs are used when we want to predict data or show some trends over the data.

② Bar Graphs

- Bar graphs are used in economics, statistics & Marketing.
- They are commonly used to compare several categories of data.
- It is used to compare data among various categories.

③ Pie Charts

- It displays data and statistics in an 'easy-to-understand' pie slice format.
- It illustrates numerical proportion.
- Each pie slice is relative to the size of a particular category in a given group as a whole.