Chapter 1 – Learn iOS Design

3 core philosophies: deference, clarity, depth

1. Deference – content is the hero
   1. Use elements that complement content
   2. Avoid distracting visuals that compete with content
   3. Simplify (ask yourself “Is this necessary?” for every element added)
   4. Temper the use of heavy textures, 3D effects, and multiple shadows; instead, focus on functional colors, harmonious gradients, and beautiful typography
   5. Maximize content
   6. Use a prominent color to show that an element is tappable or that it is highlighted
   7. Typography is content (should occupy 50% - 90% of the screen); pick a beautiful font and set its weight, line-height, and color to be visually pleasing and optimal for reading
   8. Negative space – use negative space to bring focus to the content
   9. Icon states – outline (not selected) and fill mode (selected)
2. Clarity – make things obvious
   1. Buttons should be self-explanatory
   2. Typography should be big and readable at a comfortable distance
   3. Content should clearly indicate what your app is about
   4. Make text readable (min size 11 pt, optimal is around 16 pt)
   5. Obvious icons – accompany with text whenever possible (text should be very specific; do not re-use variations of the same icon)
   6. Descriptive screens – each page should clearly explain its purpose, use minimal branding (replace with a clear title screen and highlighted state from the tab bar, if any)
   7. Meaning in colors – red (destructive), green (affirmative), blue (links and inactive states)
3. Depth – everything should be contextual and transitional
   1. Transitional interface – screens transition from one to another so that users don’t “get lost”
   2. Blurred background – brings foreground into focus

Make it delightful – animations, gestures, sounds (used all in moderation)

1. Animations – brings importance to an element that might otherwise be ignored
2. Gestures – makes it easier for power users
3. Sounds – transform a mundane task into a truly rewarding experience

3 Rules:

1. Consider the touch interface
   1. Design for touch – buttons should be easily tappable; sizes between 30-60 pt (44 pt is optimal; 22 pt can be used occasionally for links inside texts but is more difficult to tap; even text buttons have a tappable zone of at least 30 pt)
2. Make the text readable
   1. Typography min size 11 pt; optimal font size for reading is around 16pt. Use a line-height of 120-145% to make reading experience even better
3. Optimize for iPhone 5, 6, and 6 Plus
   1. Adaptive Layout – 3 resolutions: 320x480pt, 375x667pt, 414x736pt
   2. Landscape mode – apps appear differently in landscape mode, showing an extra menu on the left (similar to what you’d find on the iPad); thanks to size classes in Xcode modifying the layout based on device orientation is fairly easy
   3. San Francisco Font

Chapter 2 – Designing for iOS 10