

Building User Interfaces

Visual Design

Professor Yuhang Zhao

What we will learn today?

- Elements and principles of design
- Color, type, and images

Elements of Design

Elements of Design

1. Space
2. Line
3. Shape
4. Size
5. Pattern
6. Texture
7. Value

Space¹

Definition: Space is the canvas on which visual elements are placed.

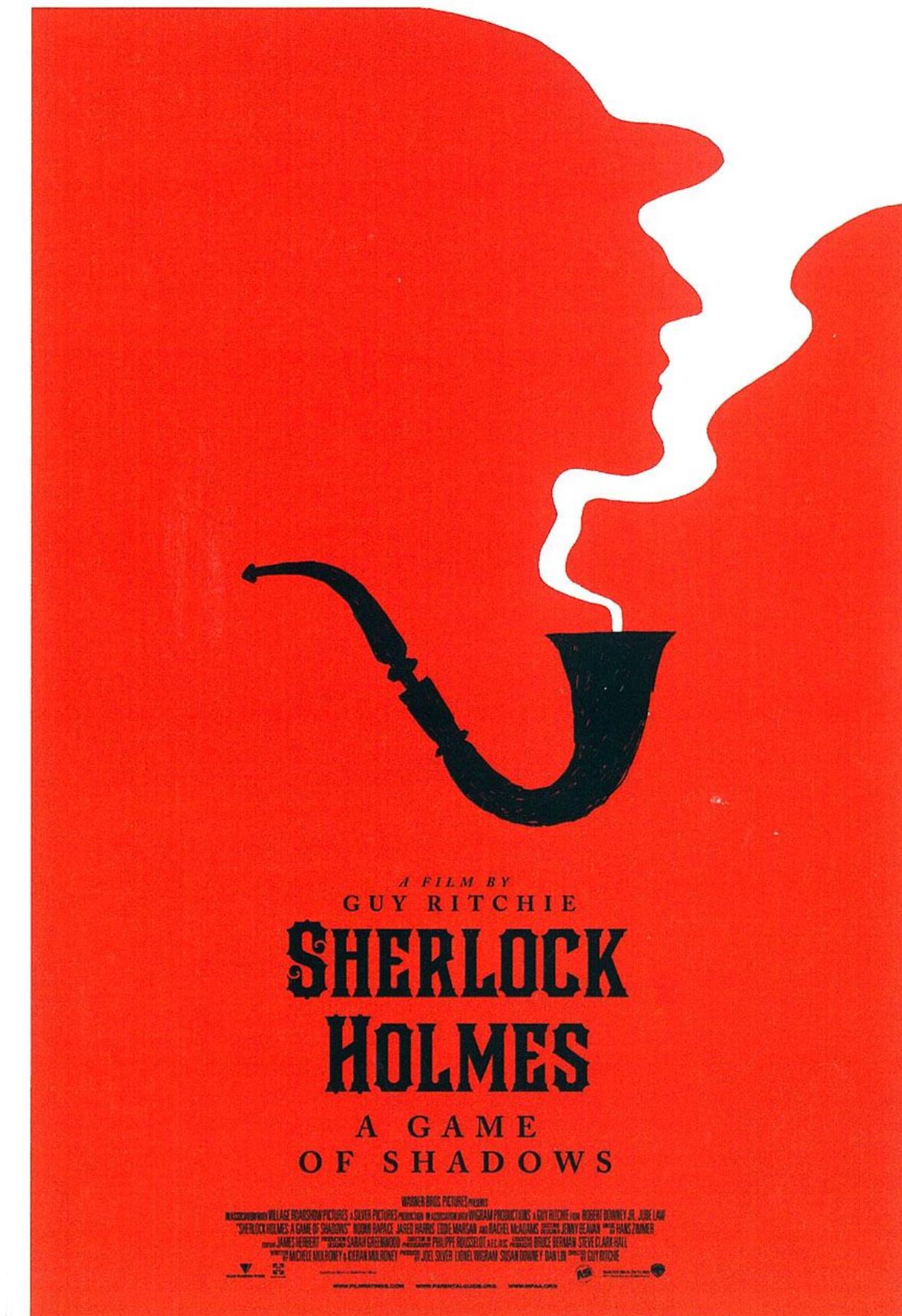
- Space can be *positive* or *negative*
- *Positive*: where the subject is positioned
- *Negative*: the space surrounding the subject
- Negative space can be used as positive



¹Image sources: [this slide](#), next slide: [left](#), [right](#)

**Now data
helps pinpoint
more oil.**

In Venezuela, IBM deep computing processes seismic data, helping Tricon Geophysics pinpoint new oil and gas using 40% less energy. ibm.com/smarterplanet



Line²

Definition: The most primal design element that can divide space, call attention to, organize, and make up other elements.

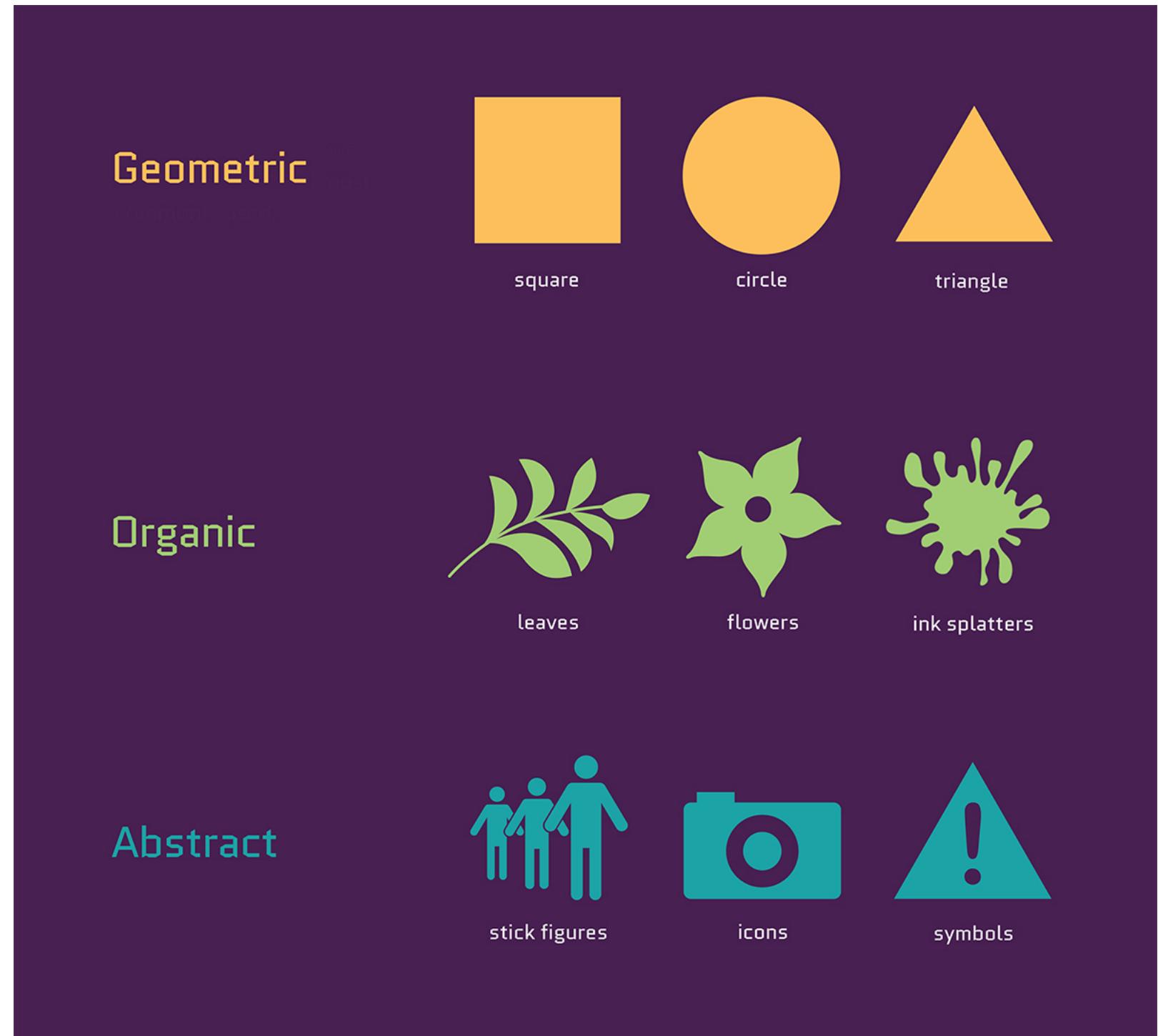


²Image source

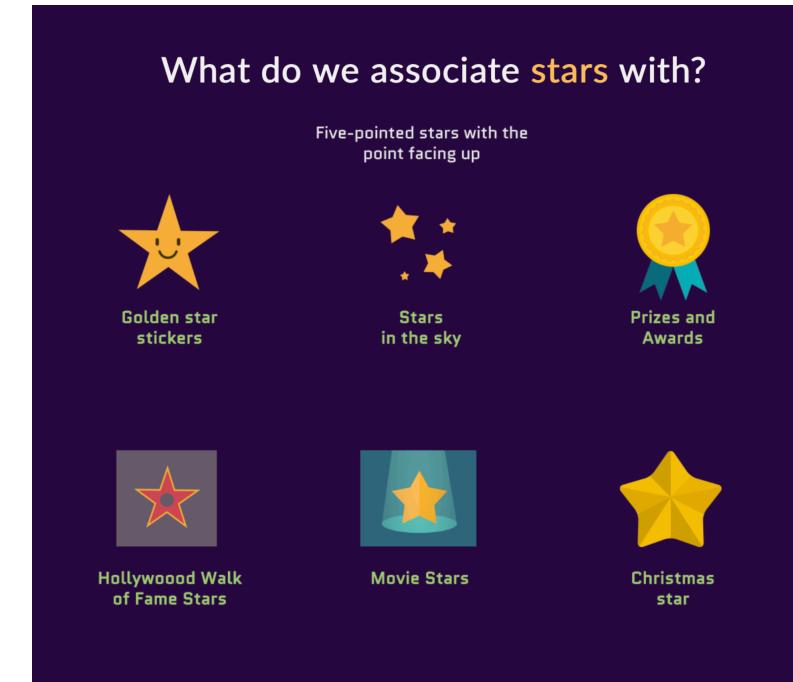
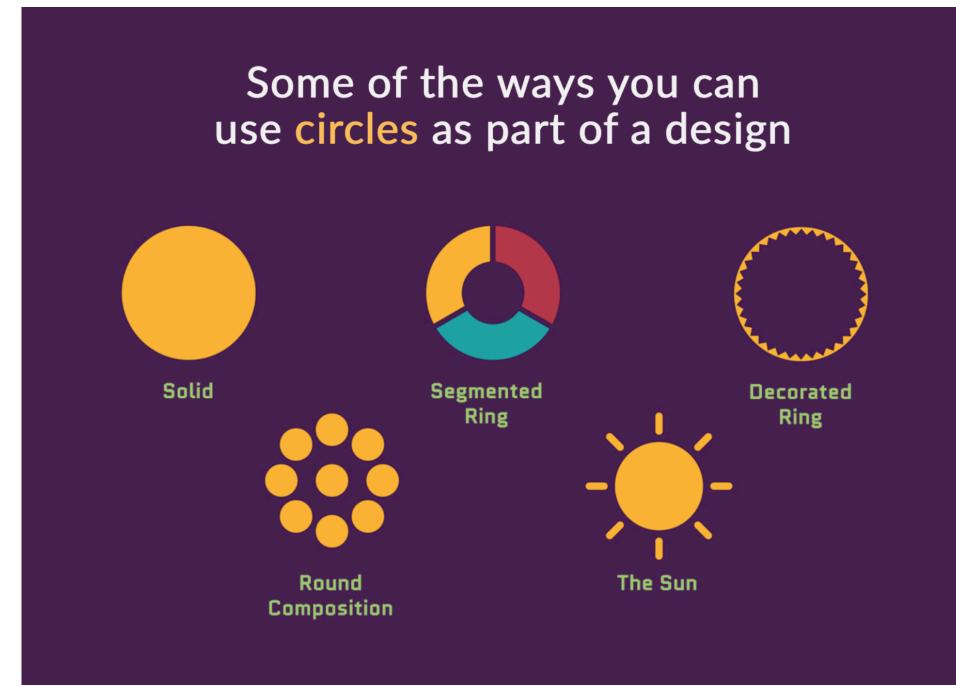
Shape³

Definition: Space outlined by a contour.

- *Organic* vs. *inorganic* shapes



³ Image sources: [this](#) & [next slides](#)



Size⁴

Definition: Size, or *scale*, is the relative extent of the design elements such as shapes and lines.



⁴Image source

Pattern⁵

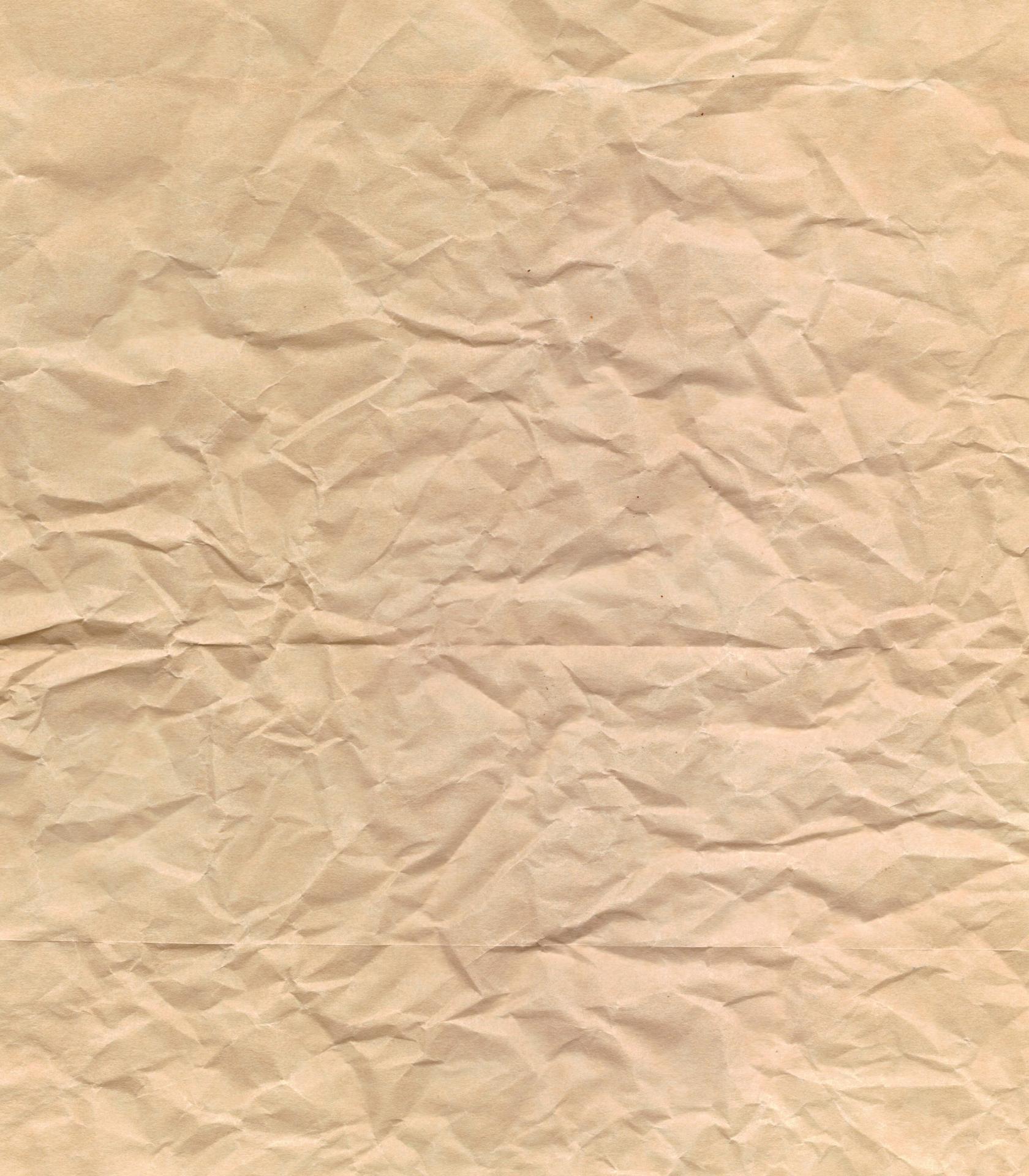
Definition: Pattern, or *repetition*, systematic duplication of other design elements such as shapes and lines.



⁵ Image source

Texture⁶

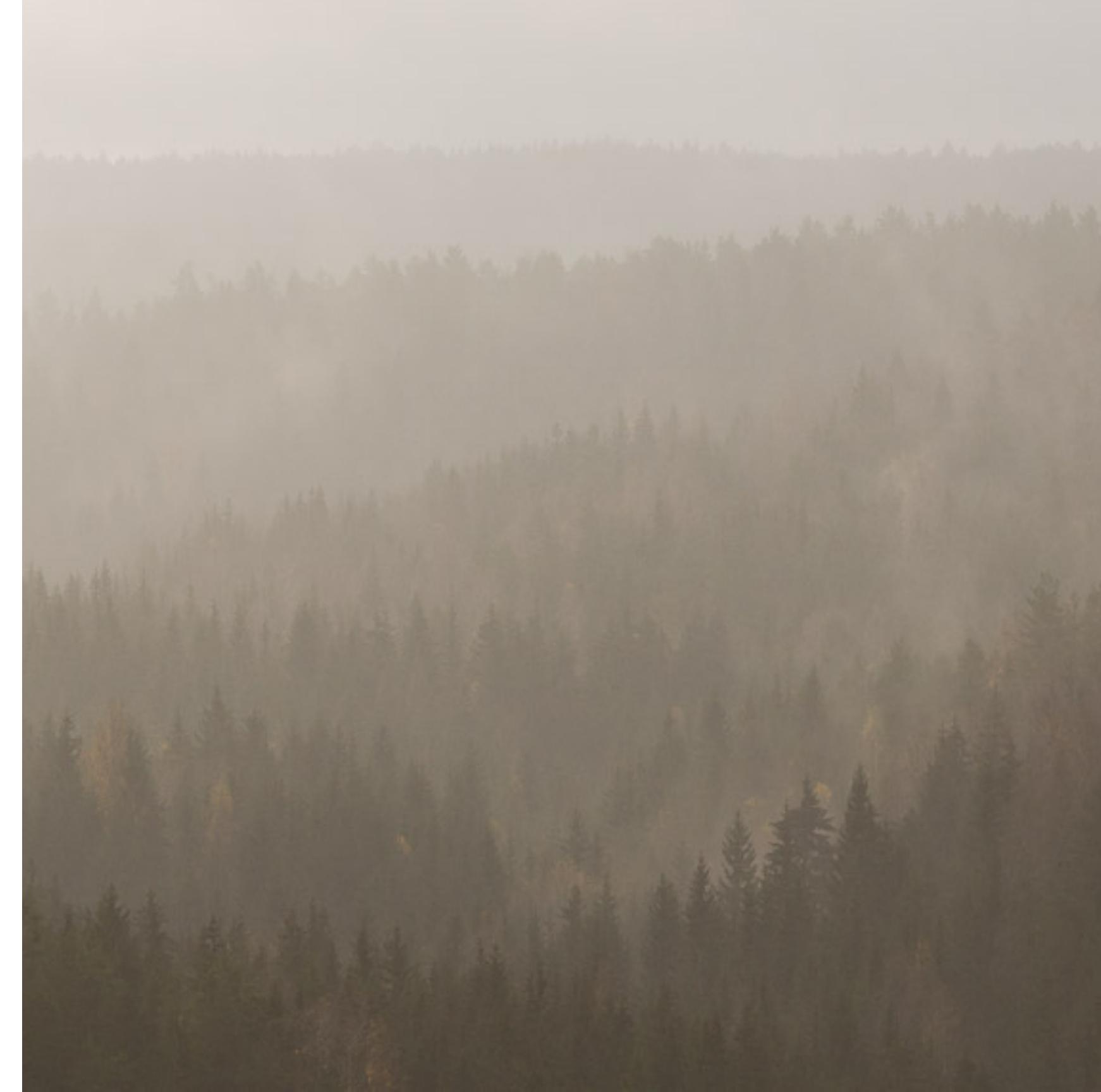
Definition: Tactile and visual quality of a shape or space made up of different colors, materials, and different structures.



⁶Image source

Value⁷

Definition: The intensity in which a design element is expressed.



⁷ Image source

Principles of Design

Principles of Design

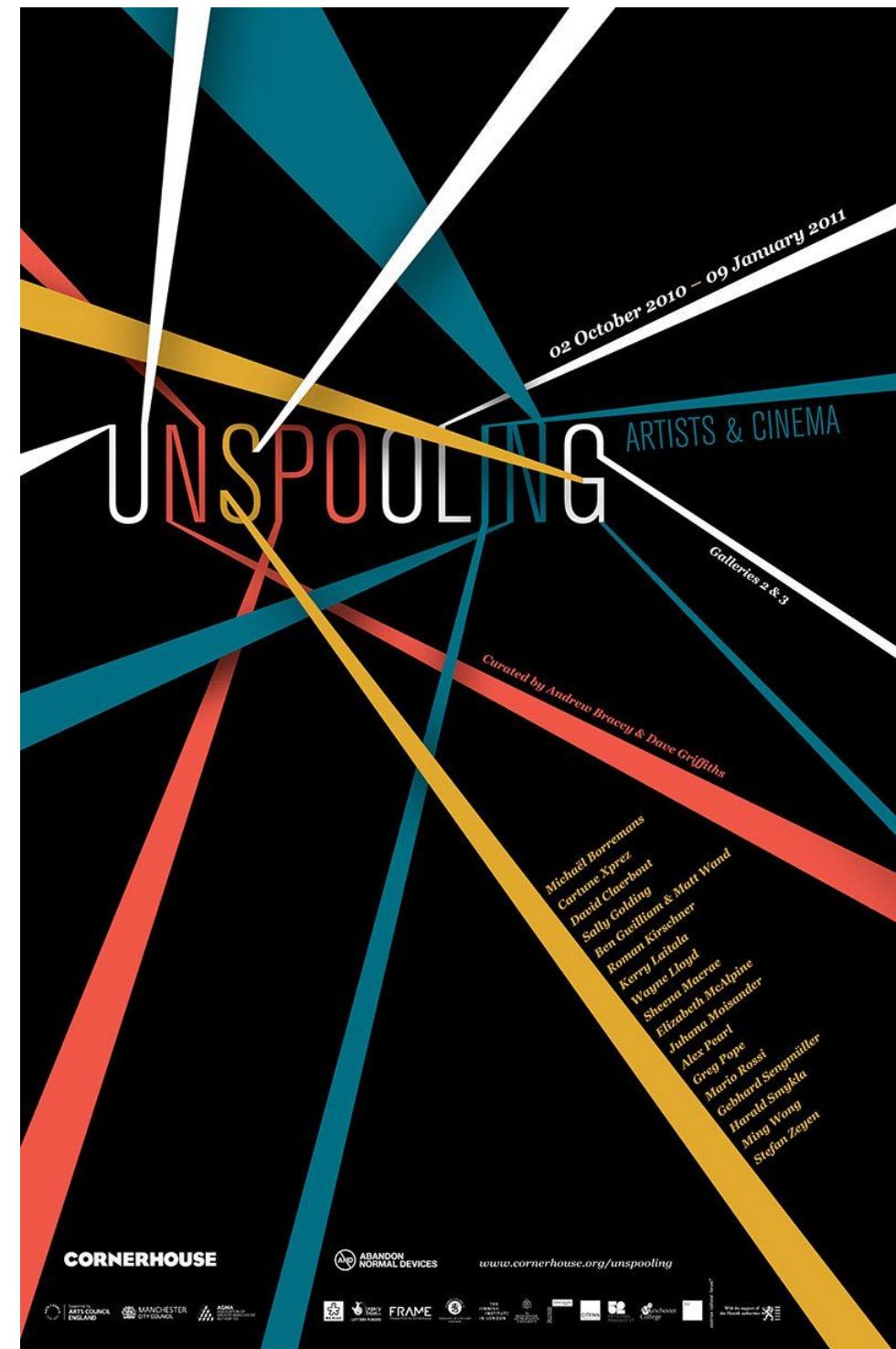
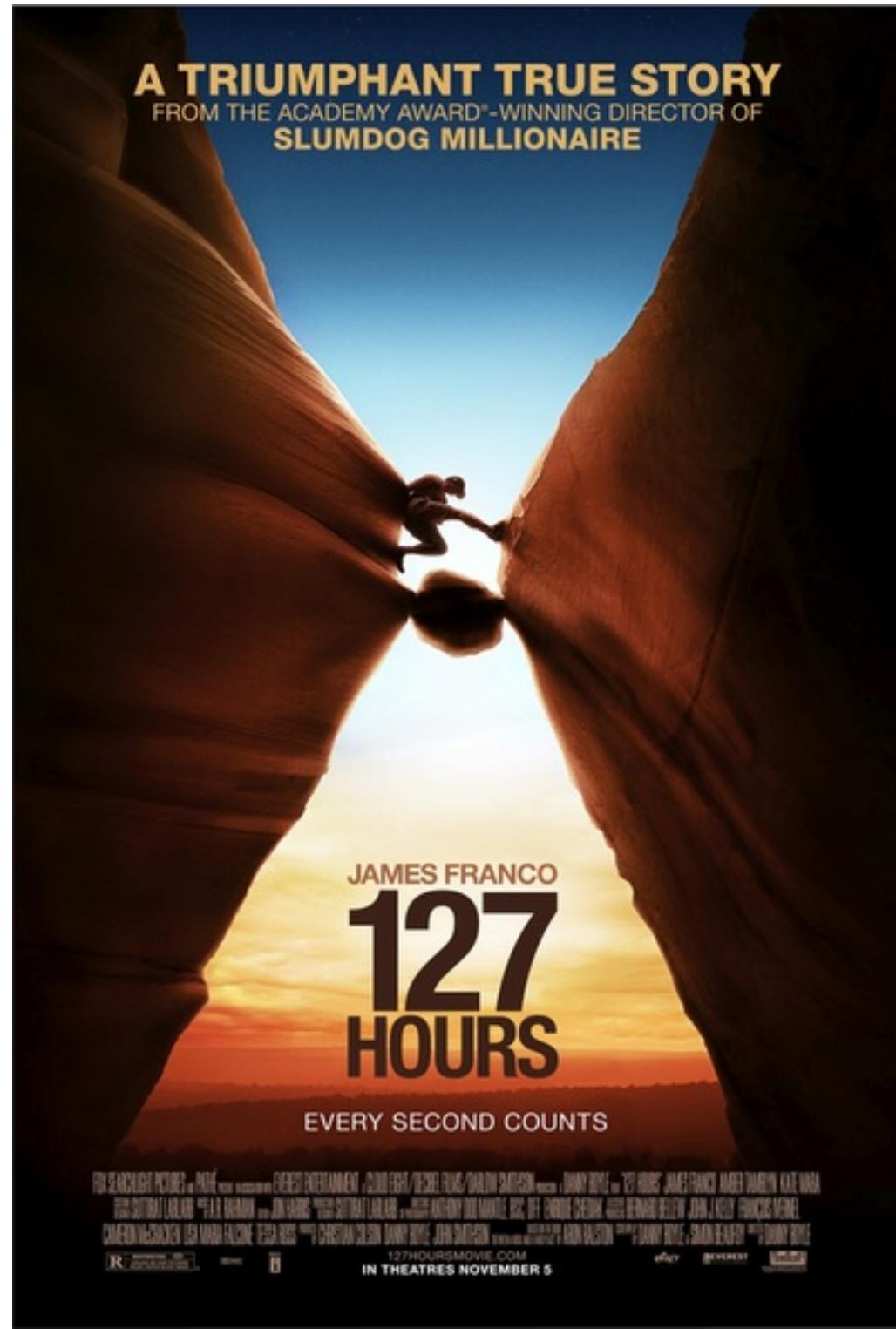
1. Focal Point
2. Contrast
3. Balance
4. Movement
5. Rhythm
6. Perspective
7. Unity

Focal Point⁸

Definition: Focal point, or the area of visual interest, is where the design directs the attention of the viewer first.



⁸Images sources: [this slide](#), next slide: [left](#), [right](#)



Contrast⁹

Definition: Contrast, is the juxtaposition of design elements that strikingly differ from each other to guide user attention and action.



⁹ Image sources: [this slide](#), next slide: [left](#), [right](#)



Balance¹⁰

Definition: The organization of design elements on a canvas to provide a sense of visual balance or imbalance.

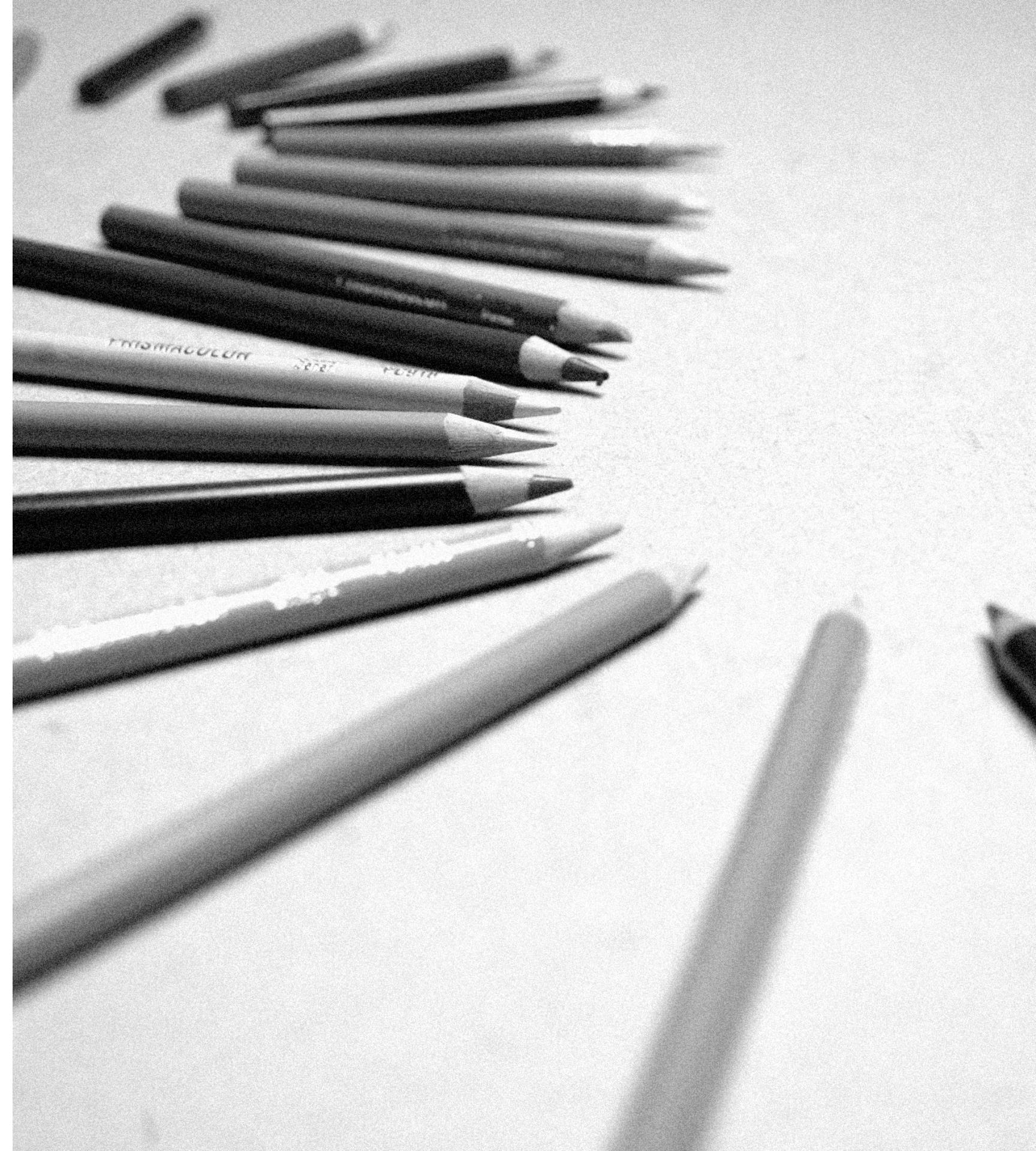
Pro Tip: Balance can be achieved through *symmetry* or *asymmetry*.

¹⁰ [Image source](#)



Movement¹¹

Definition: The organization of design elements in a way that suggests a particular flow on the canvas to direct the user's attention in a particular pattern.



¹¹ [Image source](#)

Rhythm¹²

Definition: Patterned use of design elements in a way that communicates movement or order.



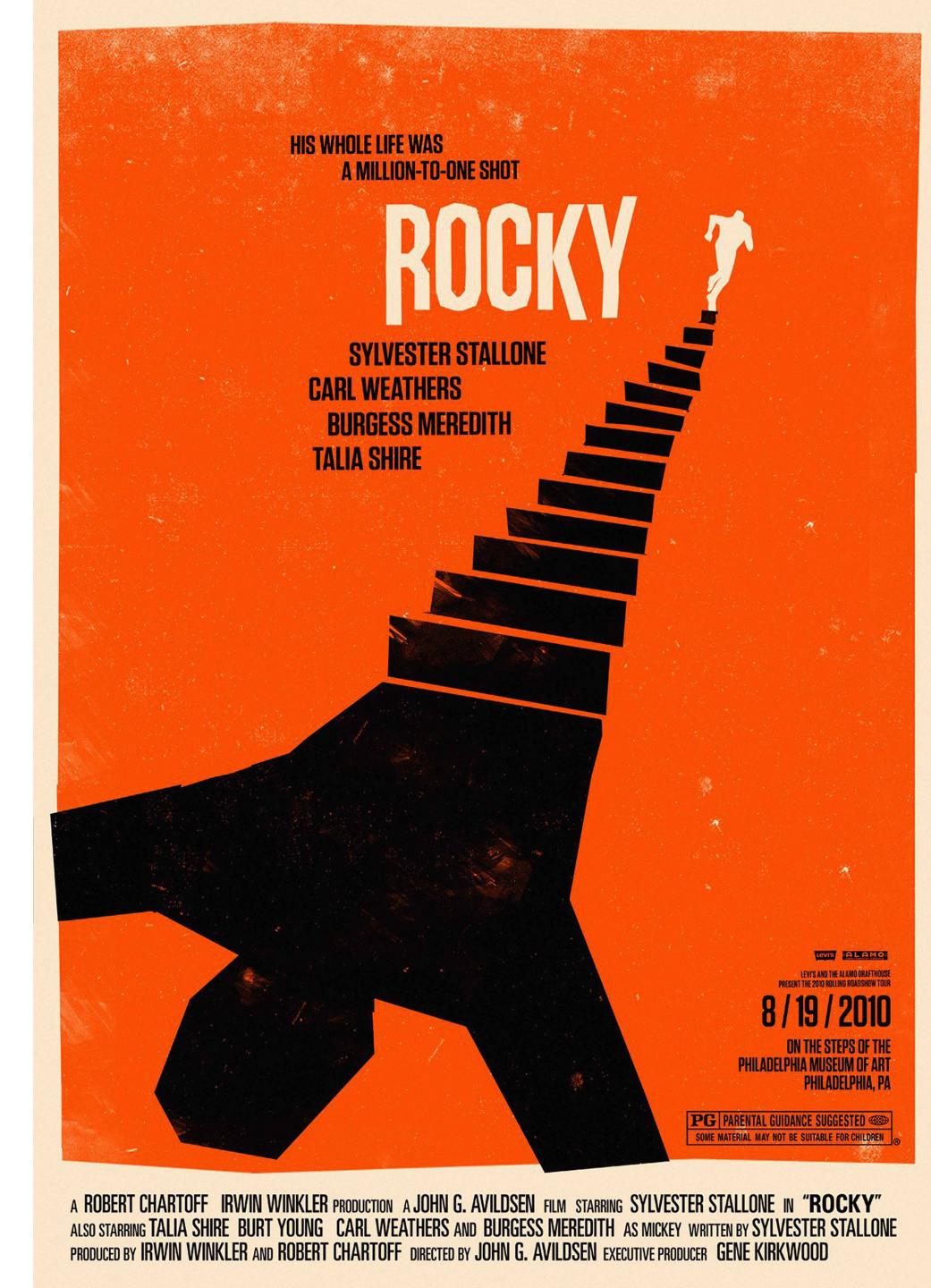
¹² [Image source](#)

Perspective¹³

Definition: Creating a sense of horizon and movement along the depth axis of canvas.

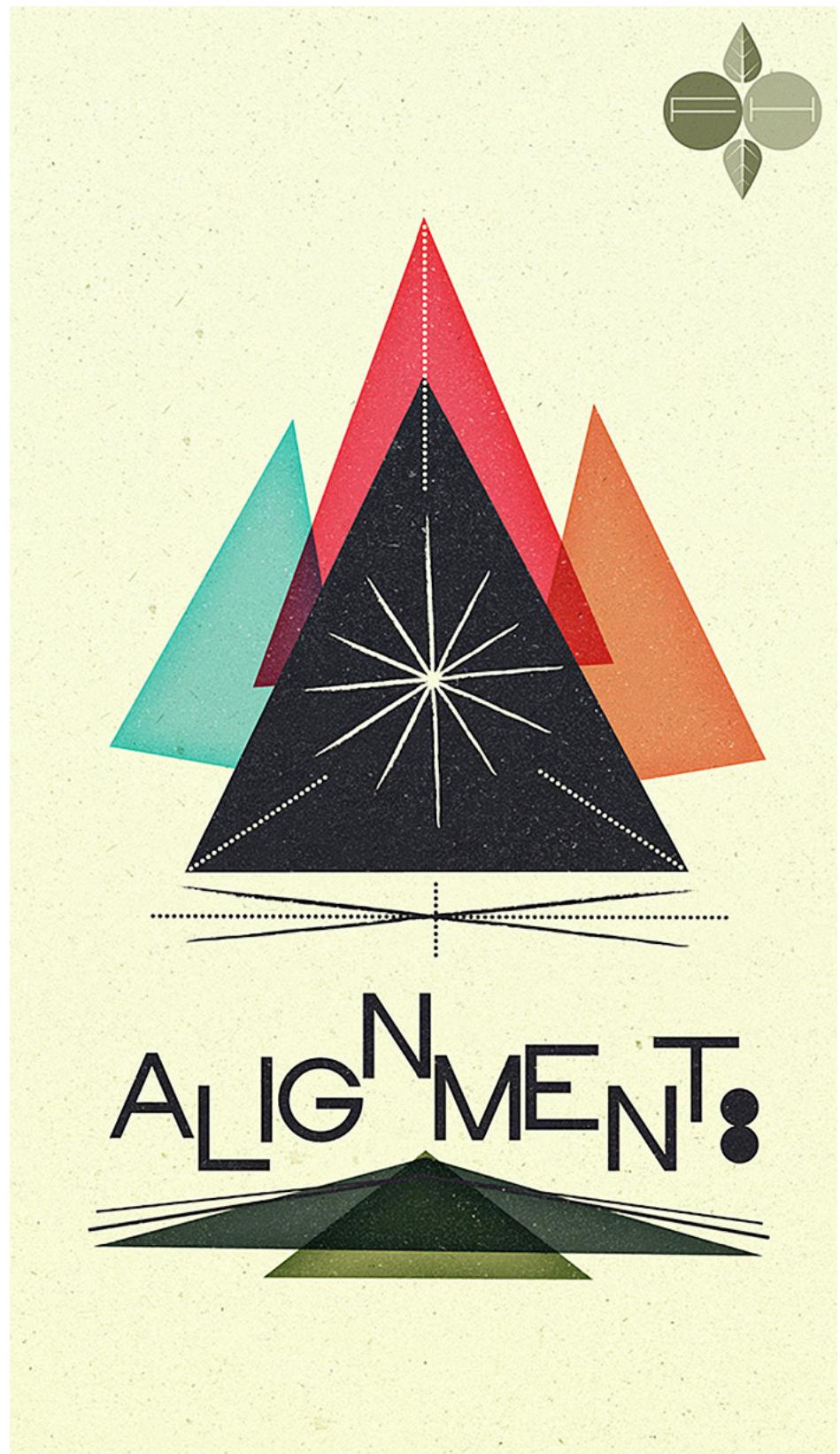


¹³ Image sources: [this slide](#), next slide: [left](#), [right](#)



Unity¹⁴

Definition: Unity reflects the holistic consistency in the use of design elements.



¹⁴ Image sources: [this slide](#), next slide: [left](#), [right](#)



This all sounds good. But how do we actually use these?

Some Strategies

- Create *cheat sheets*, and *checklists*
- Analyze existing designs using these tools to build visual analysis skills
- *Practice* designing using the principles
 - *Pro Tip:* Your canvas should have no elements that do not follow an overall principle

In-class Design Exercise 1

Analyze an existing page using the design elements and principles

- What elements, principles can you see in use?
- What problems do you see that can be addressed using design principles?

Make a copy of the [Google Drawings template](#), annotate, and submit a PDF within 24 hours as *Quiz 3*.

The screenshot shows the homepage of the Wisconsin State Journal. At the top, there's a navigation bar with links for News, Sports, Food & Fun, Opinion, Obituaries, Politics, and Buy & Sell. On the right, there are buttons for Log In and Become a Member. Below the navigation, the weather is shown as 65° Fair. The main header features the "WISCONSIN STATE JOURNAL" logo with a small capitol building icon. Below the header, there are several news snippets and advertisements. One prominent ad is for Polo Ralph Lauren, showing a couple in beach attire. Another snippet mentions "Hundreds of thousands of migratory birds found dead in New Mexico." A breaking news banner at the bottom left says "JUST IN US outlines sweeping plan to provide free COVID-19 vaccines. Get the highlights." The main article headline is "Big Ten announces football returning Oct. 23-24". Other visible sections include "LOCAL GOVERNMENT" news about COVID-19 cases and mask orders, and a "Trending now" sidebar with links to stories about UW-Madison and sexual assault cases.

madison.com

News Sports Food & Fun Opinion Obituaries Politics Buy & Sell

Log In Become a Member

WISCONSIN STATE JOURNAL

Wednesday, September 16, 2020 | Print Edition

65° Fair

Celebrity Birthdays: Sept. 15 LAST CHANCE SALE Get 90% off UNLIMITED digital! Subscribe today!

Get local and national politics updates delivered to you SUPPORT LOCAL NOW Click here for the latest updates from local businesses

the YMCA Collaborative Learning Program Register Now! Full-day child care and virtual learning support

JUST IN US outlines sweeping plan to provide free COVID-19 vaccines. Get the highlights.

Breaking News

Big Ten announces football returning Oct. 23-24

Colten Bartholomew | Wisconsin State Journal

Daily COVID-19 testing, cardiac screening after positive tests are keys to conference's plan.

LOCAL EDUCATION

Lake Mills Area School District stops in-person school, activities for rest of week due to COVID-19

Jeff Richgels | 42 min ago

The COVID-19 pandemic continues to affect the start of school, with the Lake Mills Area School District the latest to halt in-person school an...

LOCAL GOVERNMENT

As COVID-19 cases surge, Gov. Tony Evers doesn't rule out extending mask order, other actions

Mitchell Schmidt | Wisconsin State Journal | 47 min ago

Evers said he is exploring the possibility of extending his statewide mask order, which is slated to expire Sept. 28.

UW-Madison threatens 'more drastic action' as experts say COVID-19 outbreak impacting broader community

David Wahlberg | Wisconsin State Journal | 2 hrs ago

UW-Madison threatened "more drastic action" Tuesday if quarantines in two large dorms don't greatly reduce COVID-19 infections, as health experts said a campus coronavirus outbreak is putting the general public at risk with flu season nearing.

Global Connectivity

9 International Airports and 12 Seaports

DOMINICAN REPUBLIC FREE ZONES

Learn More

In-class Design Exercise 2¹⁵

Consider the *last* product you purchased online. Design a product page with the following elements:

- Product photo
- Product description, reviews, similar items
- Action buttons: choose color, add to cart, add to wishlist

Make a copy of the template, place elements & annotate with your decisions, and submit a PDF as *Quiz 4*.

¹⁵ Image sources: [this slide](#), elements/principles: [first](#), [second](#)





The Elements of Design

(the tools to make art)

Line		Horizontal, vertical, diagonal, straight, curved, dotted, broken thick, thin.
Shape		2D (two dimensional)/ flat Geometric (square, circle, oval, triangle) Organic (all other shapes)
Form		3D (three dimensional), Geometric (cube, sphere, cone), Organic (all other forms such as: people, animals, tables, chairs, etc).
Colour		Refers to the wavelengths of light. Refers to hue (name), value (lightness/darkness), intensity (saturation, or amount of pigment), and temperature (warm and cool). Relates to tint, tone and shade.
Value		The lightness or darkness of an image (or part of an image).
Texture		The feel, appearance, thickness, or stickiness of a surface (for example: smooth, rough, silky, furry).
Space		The area around, within, or between images or parts of an image (relates to perspective). Positive and negative space.

The Principles of Design

(how to use the tools to make art)

Pattern		A regular arrangement of alternated or repeated elements (shapes, lines, colours) or motifs.
Contrast		The juxtaposition of different elements of design (for example: rough and smooth textures, dark and light values) in order to highlight their differences and/or create visual interest, or a focal point.
Emphasis		Special attention/importance given to one part of a work of art (for example, a dark shape in a light composition). Emphasis can be achieved through placement, contrast, colour, size, repetition... Relates to focal point.
Balance		A feeling of balance results when the elements of design are arranged symmetrically or asymmetrically to create the impression of equality in weight or importance.
Scale		The relationship between objects with respect to size, number, and so on, including the relation between parts of a whole.
Harmony		The arrangement of elements to give the viewer the feeling that all the parts of the piece form a coherent whole.
Rhythm/Movement		The use of recurring elements to direct the eye through the image; the way the elements are organized to lead the eye to the focal area. The eye can be directed, for example, along edges and by means of shape and colour.
Unity		All parts of an image work together to be seen as a whole.
Variety		Using different elements in an image to create visual interest.

LINE

A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

COLOR

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive; RGB (red/green/blue) is additive.

Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

TEXTURE

Texture relates to the surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.

paper leaf

created by Paper Leaf Design. www.paper-leaf.com

SHAPE



Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: geometric (triangles, squares, circles etc), natural (leaves, animals, trees, people), and abstracted (icons, stylized, graphic representations etc).

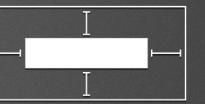


SIZE

Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

VALUE

Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

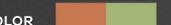


Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest; define importance; lead the eye through a design and more.

SPACE

CONTRAST

COLOR



TONE/VALUE



SIZE/SHAPE

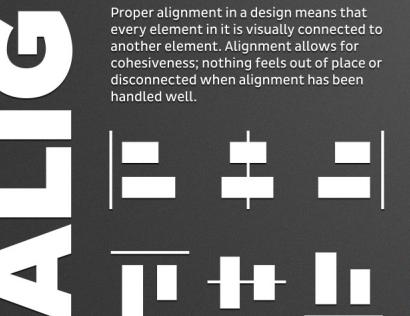


DIRECTION

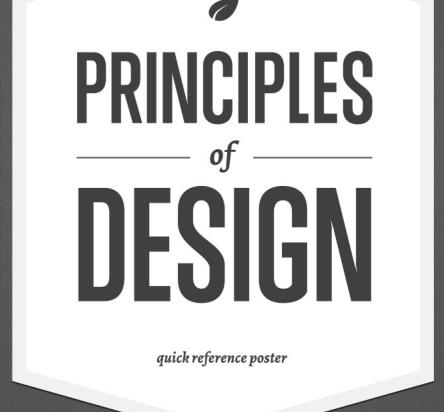


To the left, you can see 4 ways to create contrast in your design.

ALIGNMENT



Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established - for example, a dotted border or a specific typographic styling - repeat this pattern to establish consistency.



The short version?

Establish a style for each element in a design and use it on similar elements.

PROXIMITY



Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.



a handy *paper leaf* resource

Key Components for UX Design

Key Components for UX Design

We will focus on *type*, *color*, and *images*.

Type

Definition: Printed letters and characters of language.



Associated Concepts

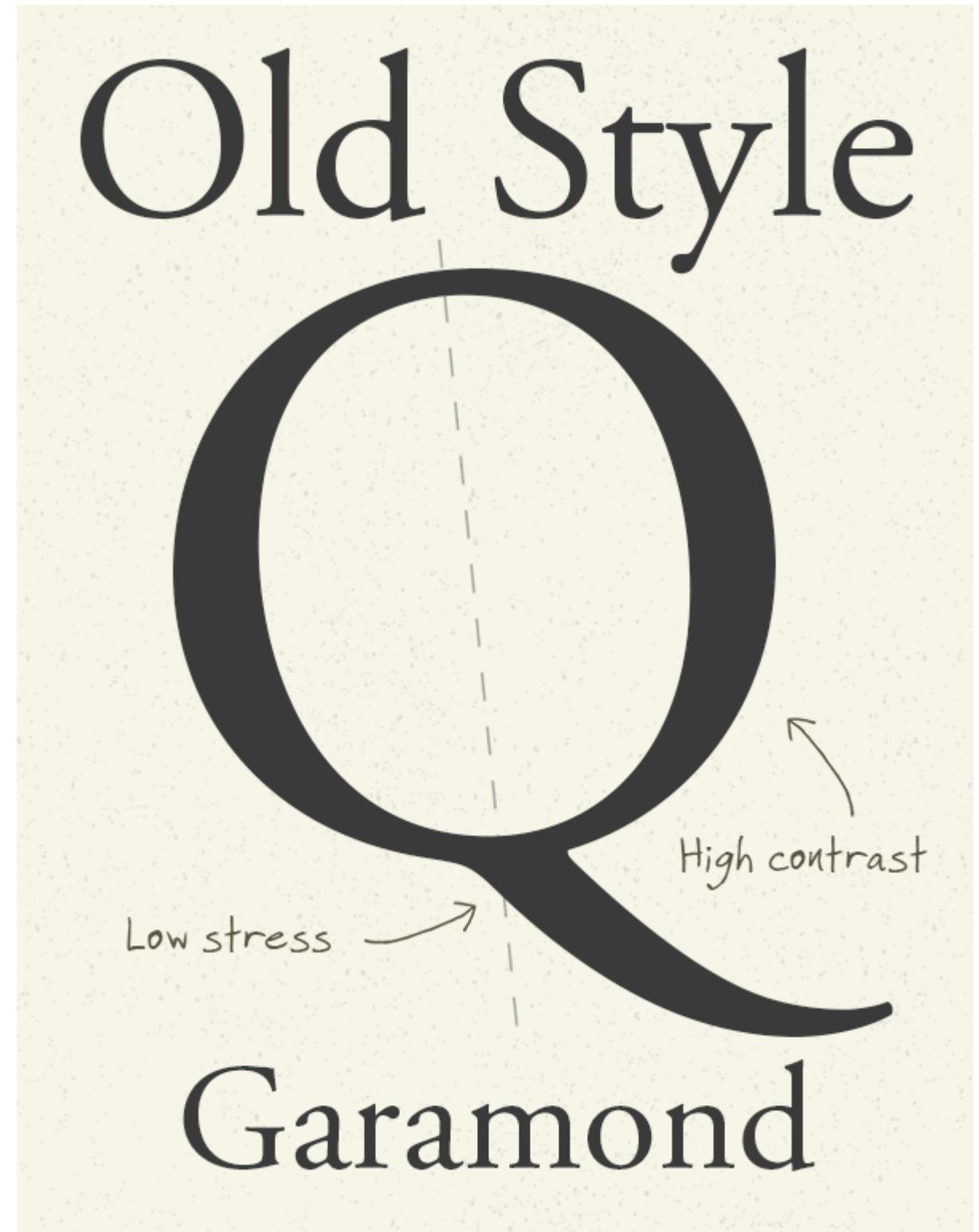
- A **font** is the style in which type is created.
- A **typeface** is a font family that includes fonts of different variations that follow the same style.
- A **glyph** is a particular character.

Categories of Typefaces

1. Old style
2. Modern
3. Slab serif
4. Sans serif
5. Script
6. Decorative

Old-style fonts

Definition: Old-style fonts have "serifs" at the tips of a glyph that taper closer to the tip.



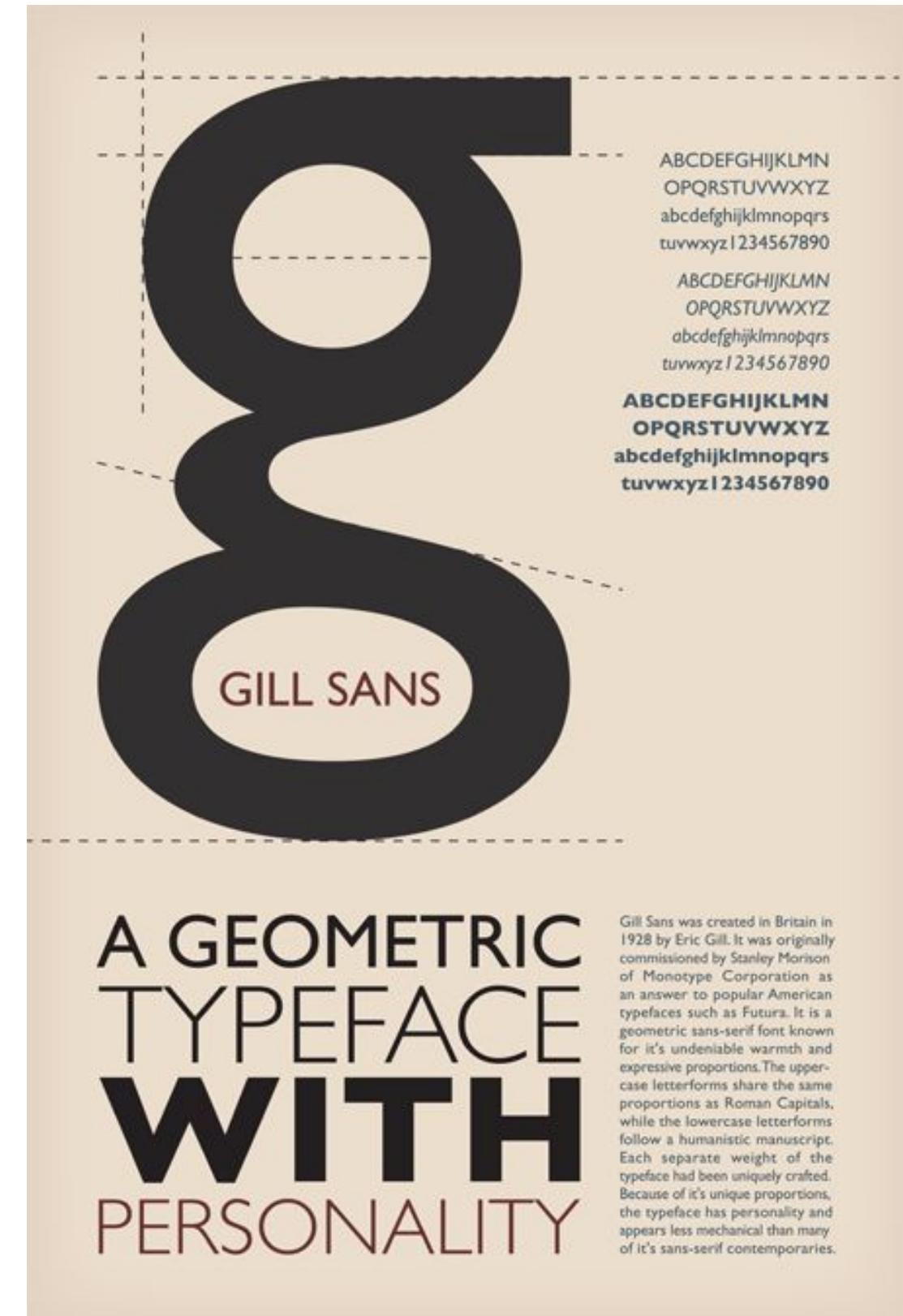
Modern & slab-serif fonts

Definition: Modern and slab-serif fonts have very thin or very thick serifs.



Sans-serif fonts

Definition: Sans-serif fonts lack the serif at the tips of the glyphs, and their strokes follow uniform weight.



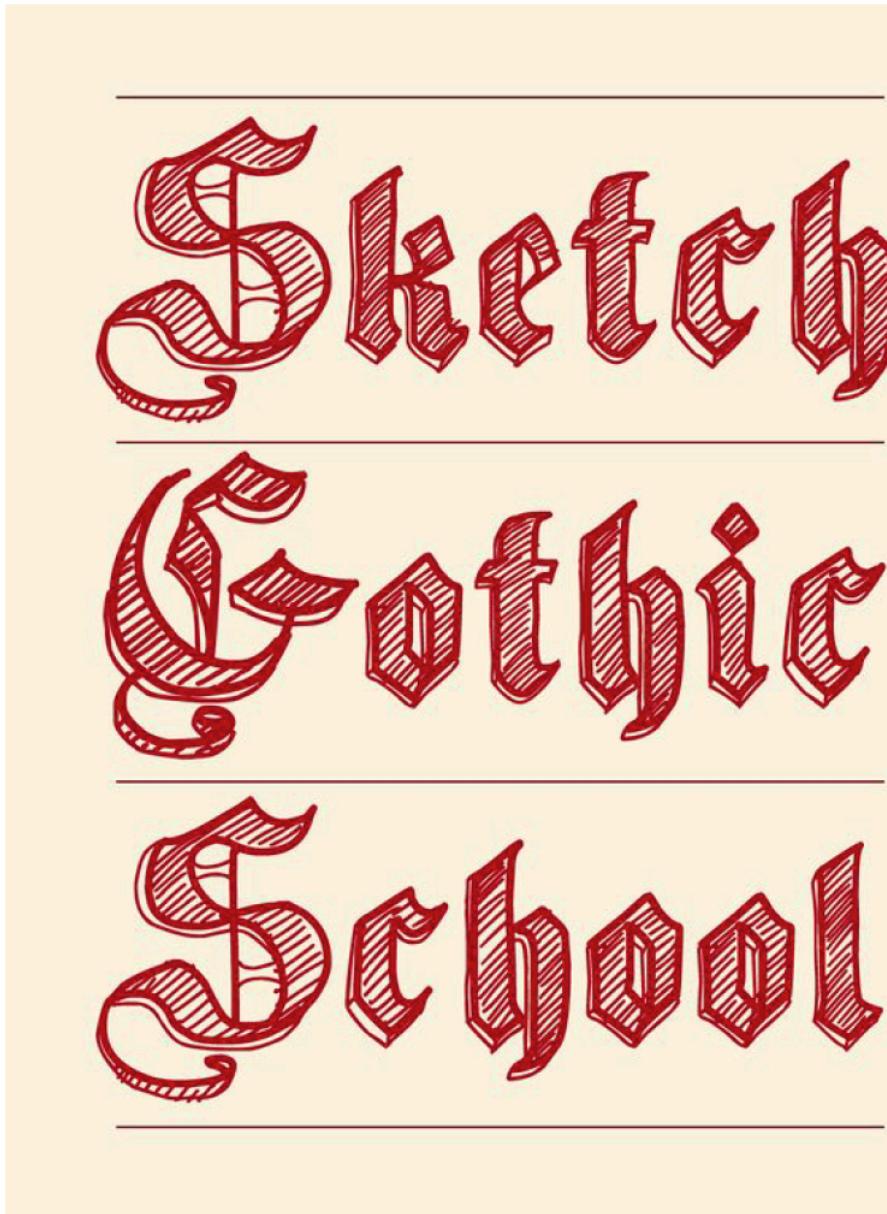
Script fonts

Definition: Script fonts simulate cursive writing where glyphs connect with each other at the downstroke.



Decorative fonts

Definition: Decorative fonts are designed specifically to convey a particular context or elicit a particular feeling, e.g., "gothic."



orem ipsum dolor
sit amet, consecetur
adipiscing elit,
sed do eiusmod tempor inci-
didunt ut labore et dolore
magna aliqua. Ut enim ad
minim veniam, quis nostrud
exercitation ullamco labo-
ris nisi ut aliquip ex ea
commodo consequat. Duis
aute irure dolor in reprehen-
derit in voluptate velit esse
cillum dolore eu fugiat
nulla pariatur. Excepteur
sint occaecat cupidatat
non proident, sunt in culpa
qui officia deserunt mollit
anim id est laborum.

Galdino Otten

Font parameters

- **Style variations:** bold, italic, oblique
- **Caps:** all caps, small caps
- **Weight:** extra light, light, medium, bold

Muller™ Styles Overview
Weights

Hairline & Hairline Italic

Antimon

Thin & Thin Italic

Beryllium

UltraLight & UltraLight Italic

Californium

Light & Light Italic

Sauerstoff

Regular & Italic

Dysprosium

Medium & Medium Italic

Unununium

Bold & Bold Italic

Quecksilber

ExtraBold & ExtraBold Italic

Kohlenstoff

Black & Black Italic

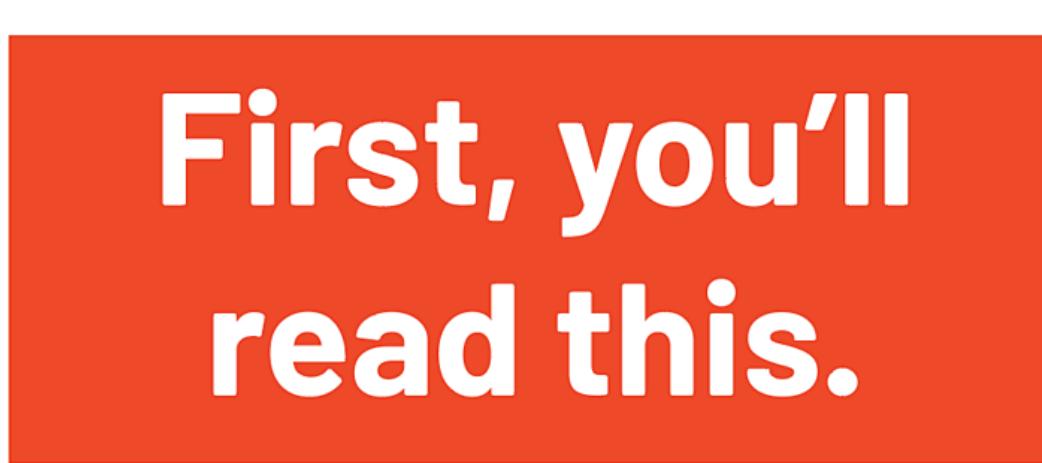
Wolfram

Heavy & Heavy Italic

Seaborgium

Pro Tip: Type alone can be used to achieve design principles, such as *hierarchy* and *movement*.

You'll probably see this last.



Then, you'll read this.

And then this.



Pro tip: For good typography, become familiar with *leading*, *tracking*, *kerning*, *widows*, *orphans*, *rags*, *rivers*.



kerning
tracking
leading
point size
typeface
justification
line width

what is typography?

60pt. 125pt.

Baskerville, Helvetica, Futura, Caslon

Color

Definition: Human visual perception of light reflecting from an object.

- Creates emphasis
- Organizes content
- Evokes emotion





Marketing Proposal

Digital Content Team

Client: UNIVERSITY OF WATERLOO

Presented by: GEORGE ZANDER

“Don’t settle: Don’t finish crappy books. If you don’t like the menu, leave the restaurant. If you’re not on the right path, get off it.”

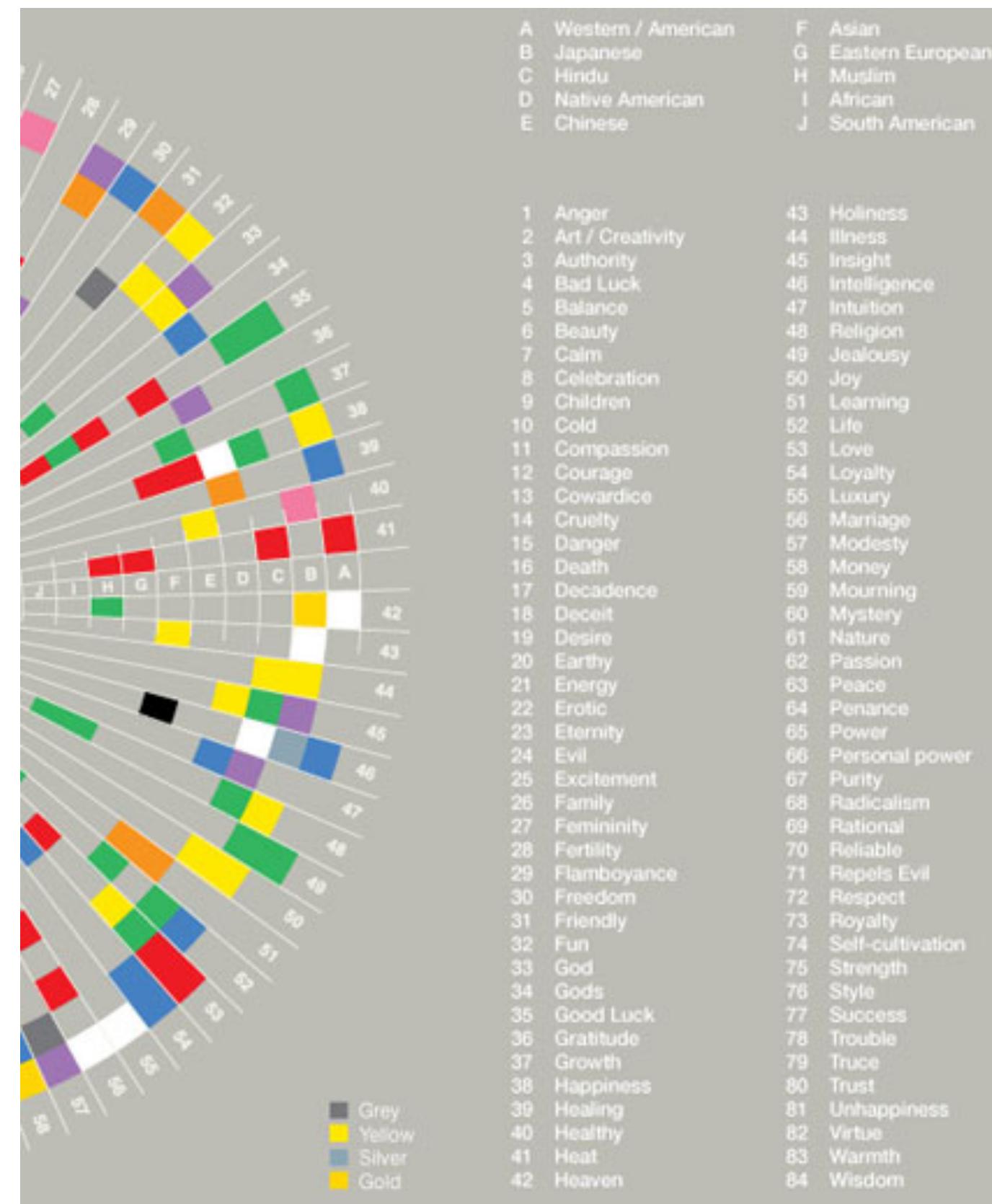
Our Objectives

- To develop creative, high-impact executions that reach large groups of consumers and maximize viewership.
- To deliver cost effective business to consumer communications that builds a strong consumer relationship.

Our Overview

Your marketing plan should start with an executive summary. The summary gives a quick overview of the main points of the plan.

Although the executive summary appears at the beginning of the plan, you should write it last. Writing the summary is a good opportunity to check that your plan makes sense and that you haven’t missed any important points.

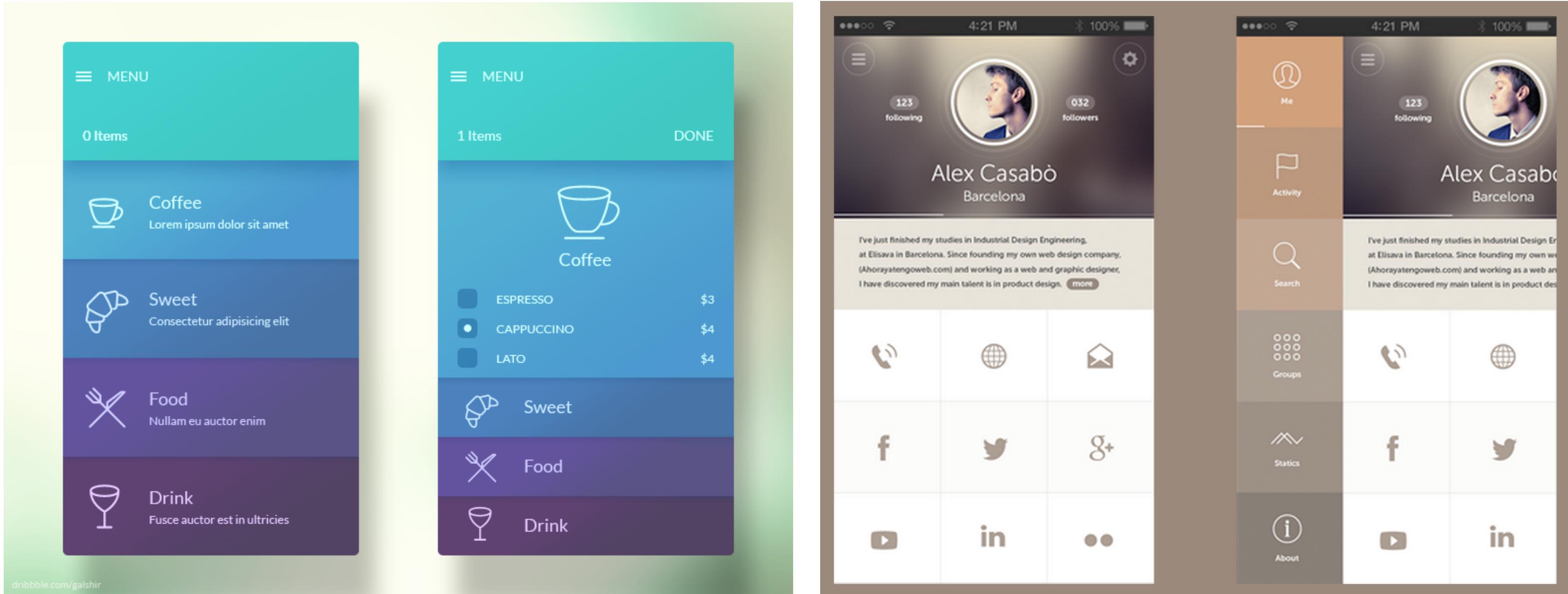


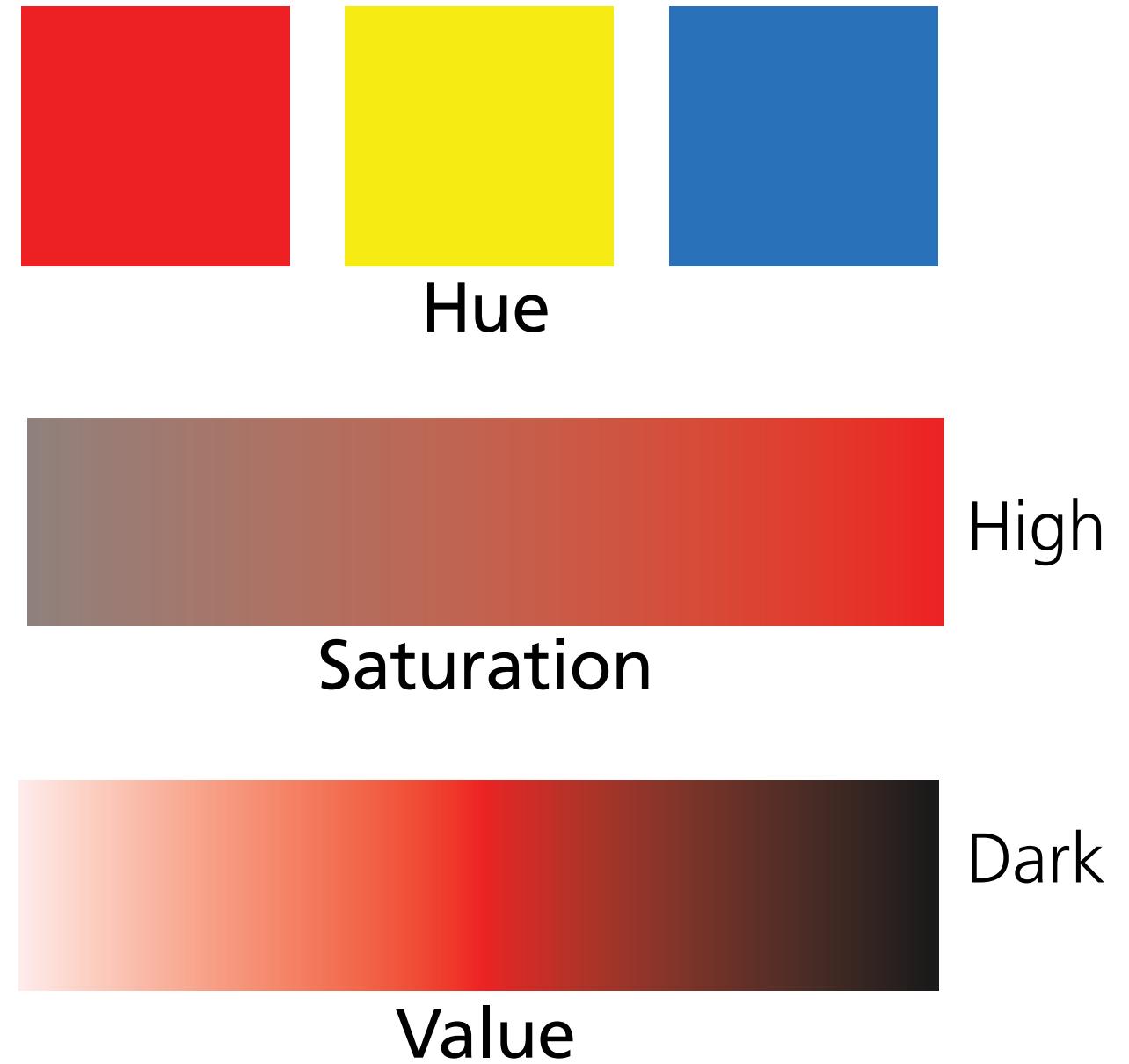
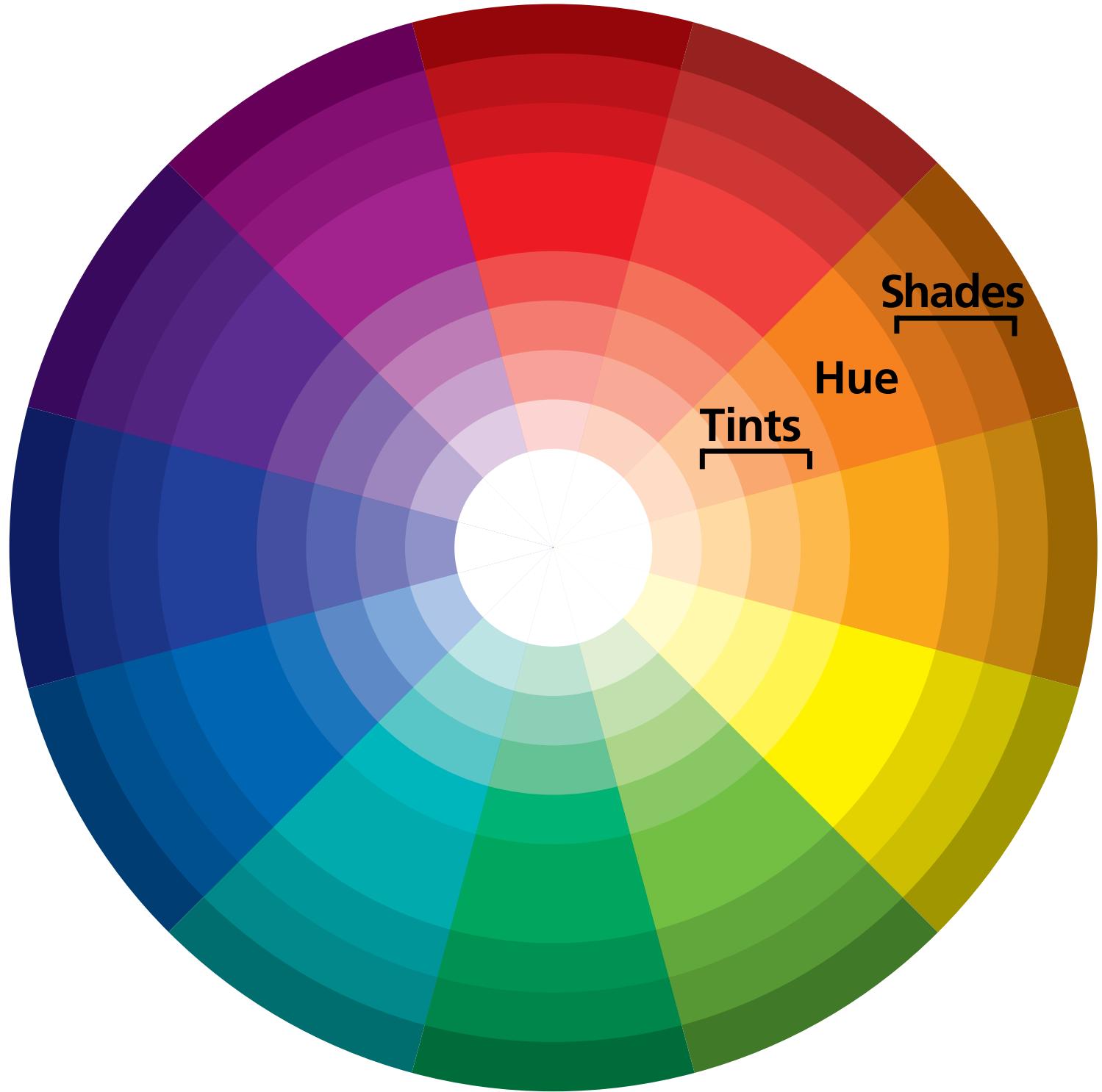
The Color Wheel

- Primary, secondary, tertiary colors
- Tints, shades, tone
- Complementary colors
- Warm, cool colors

The basic colors







Color Palettes

1. Analogous
2. Complementary
3. Split Complementary
4. Triadic
5. Monochromatic
6. Achromatic

UNDERSTANDING COLOR THEORY



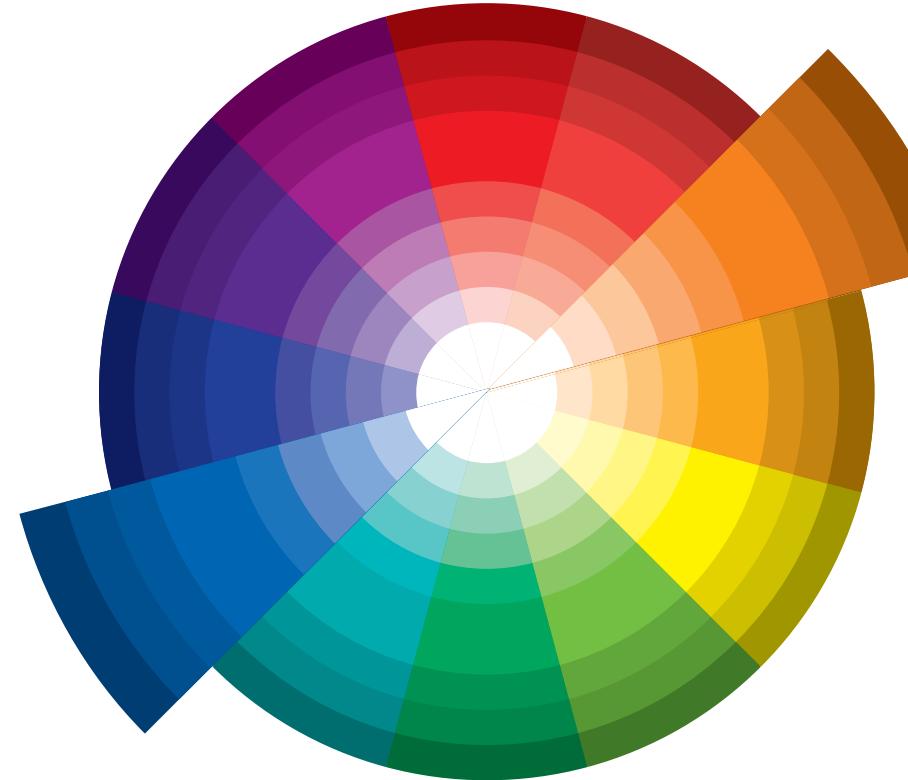
ANALOGOUS



#1b75bb #00a9ac #8ccfb6

#adc5e6 #00888a #00888a

COMPLEMENTARY



#1b75bb #fcc69a #c06615

#004f8f #1b75bb #f5821f

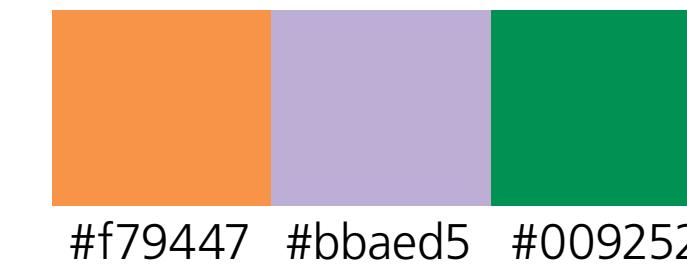
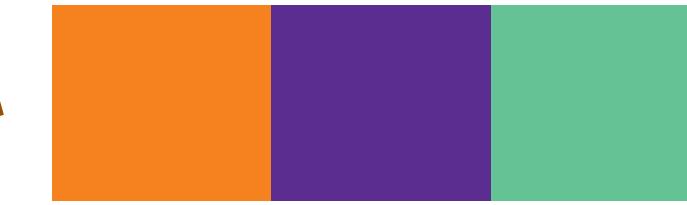
SPLIT-COMPLEMENTARY



#004f8f #fcb94c #bb302d

#7da7d8 #ffd9a1 #f58d76

TRIADIC



MONOCHROMATIC

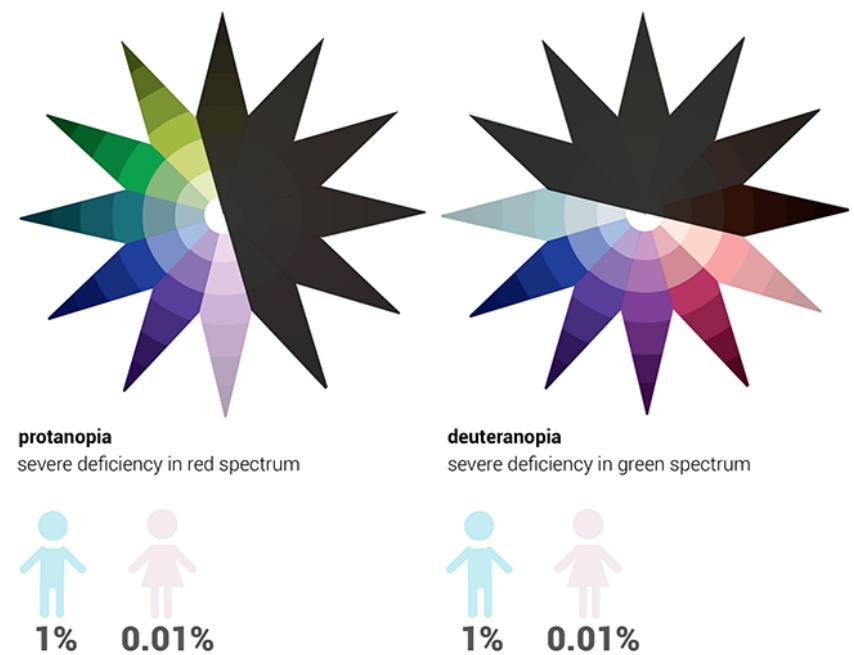
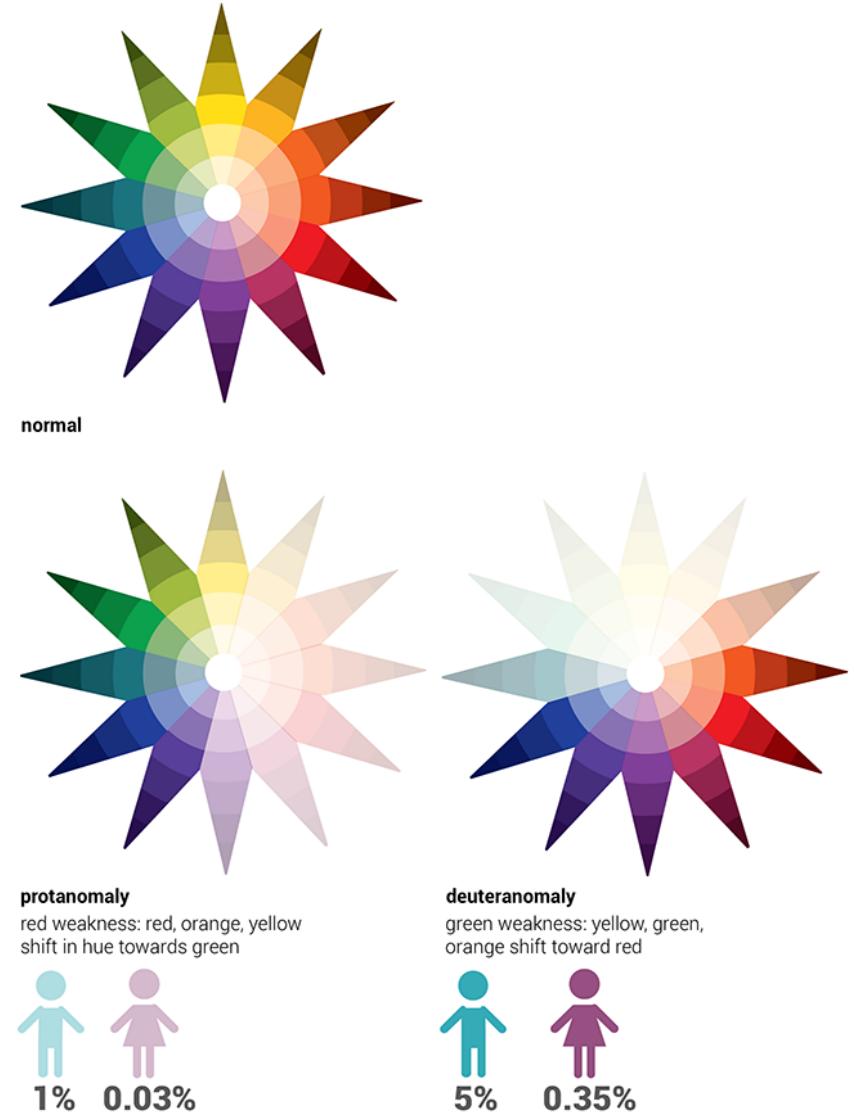


ACHROMATIC



Color Vision Deficiencies

- Affects 8% of males, 0.5% of females
- Consider alternatives
 - *Intensity* vs. *hue* for emphasis
 - *Size* of colored elements
 - *Proximity* of similar colors
- Use tools to check designs



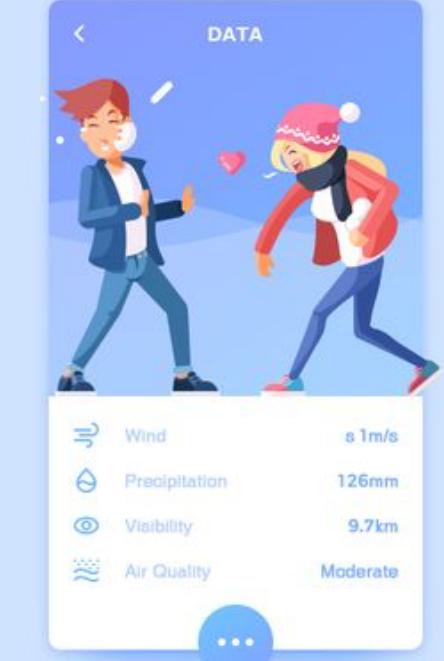
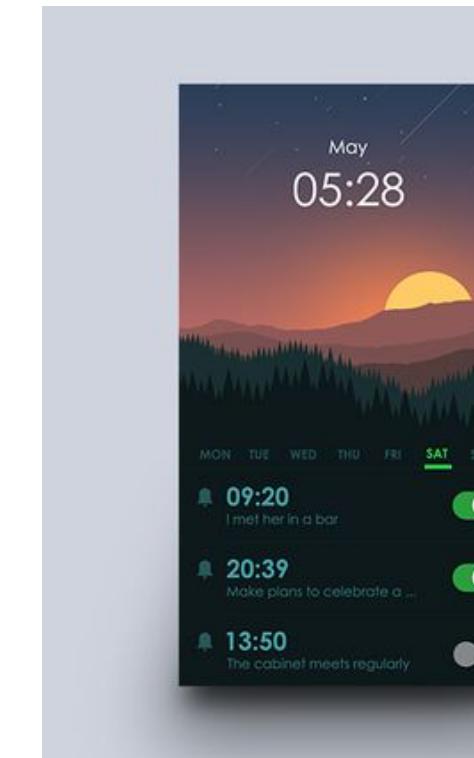
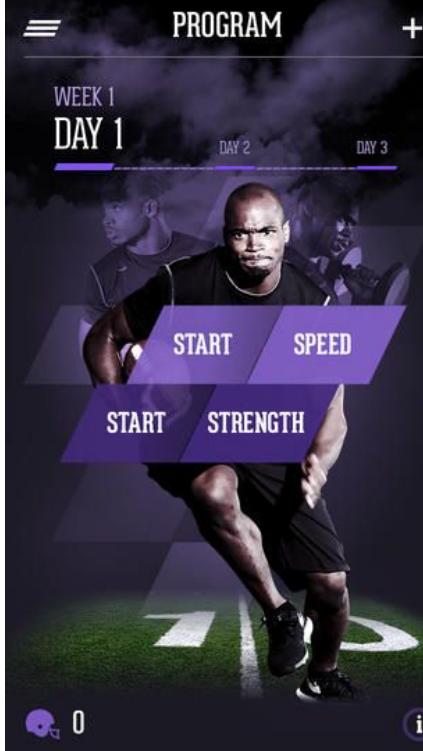
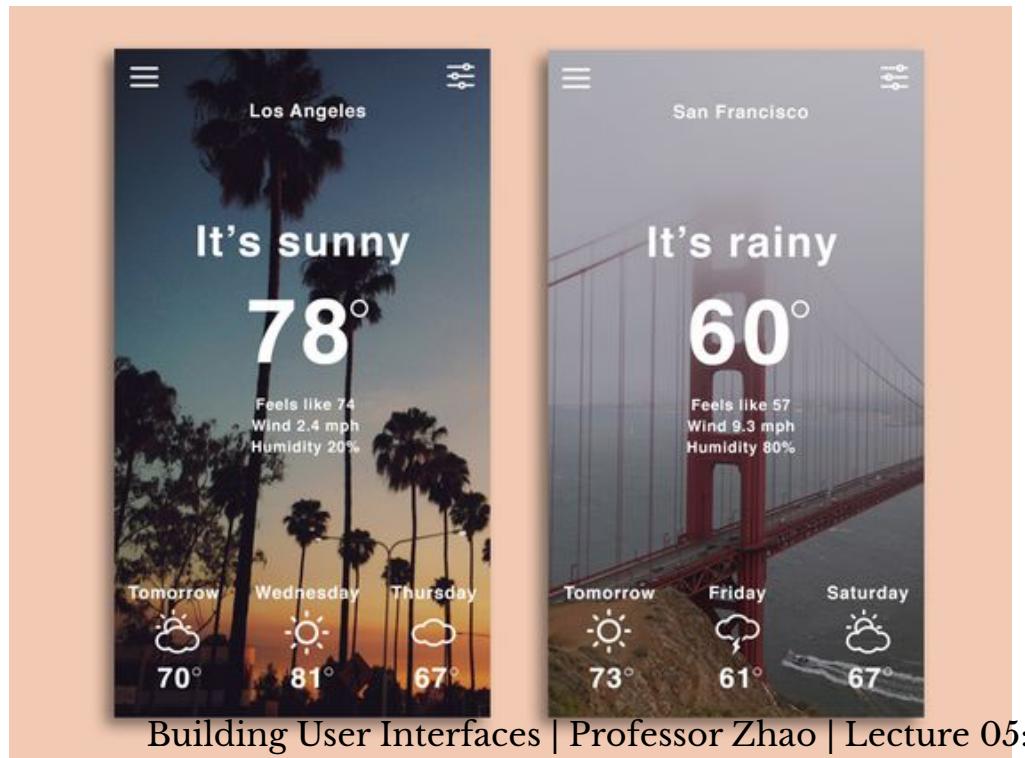
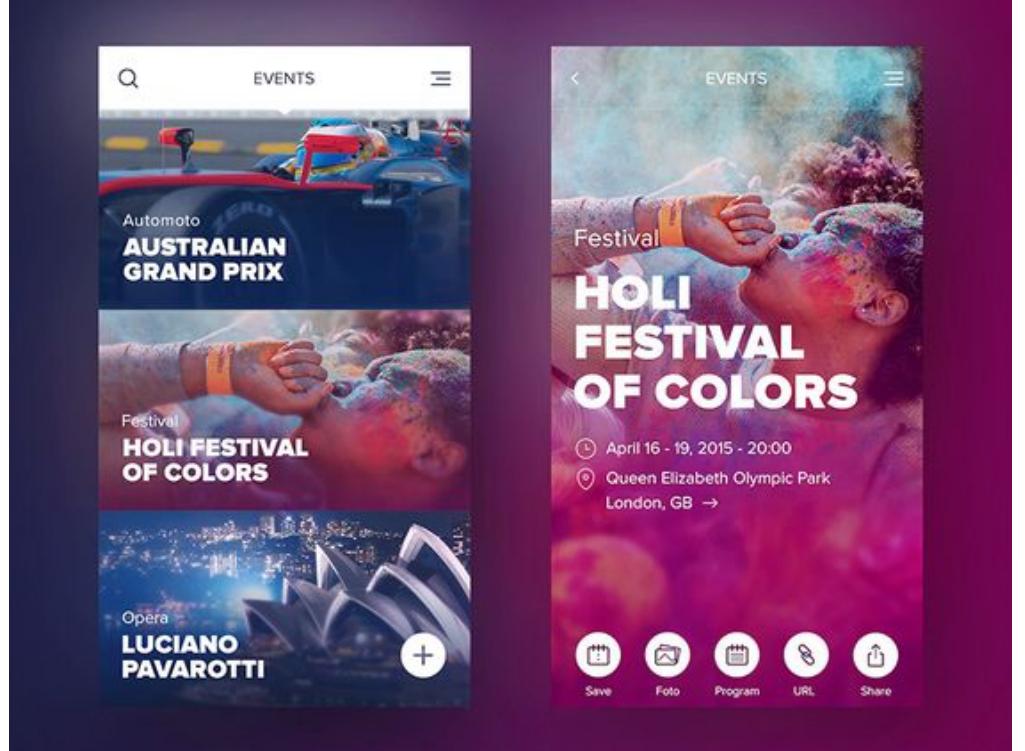
Images

Definition: Photographs, illustrations, three-dimensional art, silhouettes, icons, dingbats, infographics, and simpler shapes that convey rich information or context.

TABLE 5.1. Graphic types to use for varied goals.

Instructional or Communication Purpose	Consider These Graphic Types
Depict concrete objects	Photograph 3-D graphic Illustration Clip art (particularly in diagrams and as game elements)
Tell a story or provide a scenario	Sequence of photographs Sequence of illustrations Timeline
Persuade an audience	Sequence of photos or illustrations to tell a story Photographs that evoke emotions Visualization of statistics and data
Explain unfamiliar or complex concepts and theories	Visual metaphor Diagram showing connections
Demonstrate a procedure	Show the steps in a sequence of photos or illustrations Flow chart Series of screen captures for software simulation
Explain a process	Diagram the stages or operations of the process Icons or simple illustrations to represent each component
Point out something specific	Arrow or pointed shape Highlight Outline of a circle
Depict components of a system	Illustrated object with labels Diagram of the structure
Make comparisons	Bar graph Pictograph Line graph with multiple lines Table (when specific values are important)
Demonstrate trends in data	Line graph Scatter plot
Organization of information	Various chart types (hierarchical, radial, etc.) Concept map
Demonstrate motion without animation	Show object moving along a path Illustrations with motion lines Illustrations with arrows or dashed lines depicting movement
History or changes over time	Timeline (these don't have to be arrows) Sequence of photos or illustrations

RASTER GRAPHICS





◀ More Realistic

Less Realistic ▶



YouDost

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Get Free, trusted help from an expert right now. Sometimes you need someone to talk to. we're here for you.

START NOW

520 People are currently seeking guidance.

Private and Confidential Anonymous discussions 24/7 hours support 3000+ Sessions Since 2015

Three Ways YouDost can Help

- 1 Meet your Personal Expert
- 2 Learn the Techniques
- 3 Achieve your Goals

Your conversation with the experts are completely confidential and never shared with any third party.

200+ Experts with years of experience in counseling and successfully helping people overcome their emotion.

Building User Interfaces | Professor Zhao | Lecture 05: Visual Design

SUN

SNOW -6 ° SHANGHAI

23.08 · SHANGHAI DEC 31

SANDSTORM -3 ° BEIJING

23.08 · BEIJING DEC 31

SUNDAY 2 SUZHOU

23.08 · SUZHOU DEC 31

200+ Experts with years of experience in counseling and successfully helping people overcome their emotion.

w

live coming soon on App Store

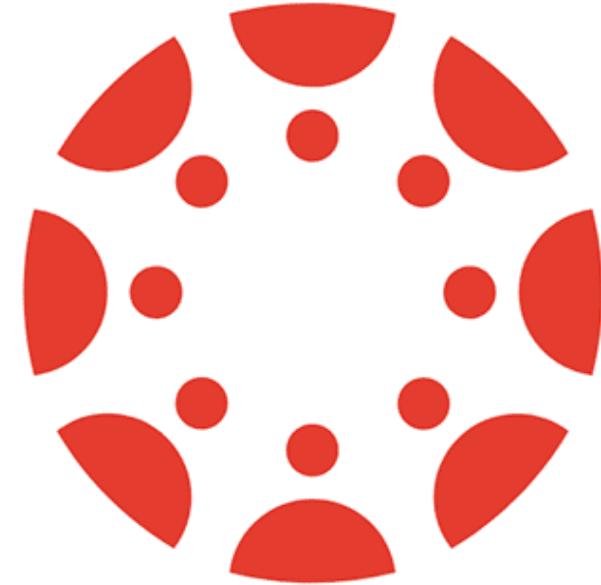
share coming soon on App Store

wondr



4 Quiz Questions

Complete the quizzes within 24 hours



canvas