

Practical Tips and Tricks of UXD

- Alignment
- Proximity
- Consistency & Repetition
- Contrast
- Color
- Typography
- Visibility

Software should be easy and enjoyable to use.

*For great User Experience, you need great aesthetics
(User Interface) as well.*

Examples of changes in UX/UI of some famous companies:

Apple 1999



Apple 2015



ebay 1999

ebay™

HOME LISTINGS BUYERS SELLERS SEARCH HELP NEWS/CHAT SITE MAP

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Search tips

Sell your item!

Get news and chat

Now to eBay?

Register It's free and fun

Categories

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[Photo & Electronics \(32417\)](#)

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[Sports Memorabilia \(246910\)](#)

[Toys & Beanie Babies \(22369\)](#)

[Miscellaneous \(37779\)](#)

[all categories...](#)

100 CLEARgear Locket Tag Protectors \$1--WOW!

144 Limited Issue Graduation Furbies! \$59.95!

Canon BJC 600/610/620 Bony Ink Cartridge Sets

Computer Technicians Software Collection Cd

Iron On Inkjet T-Shirt Transfer Paper

Rare Old 3 Arm Wood Plane For Molding "bone"

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Netscape AOL USPS

ebay 2015

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Following Today Motors Fashion Electronics Collectibles & Art Home & Garden Sporting Goods Toys & Hobbies Deals & Gifts

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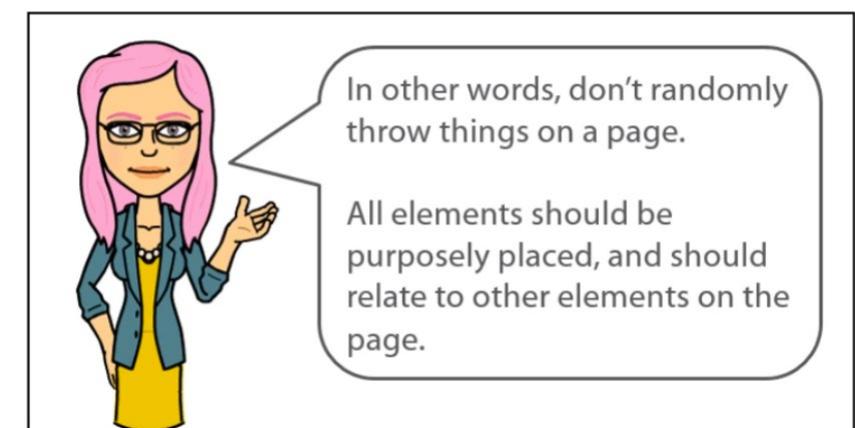
Today's Featured Collections

asf!

Alignment

The Principle of Alignment

The placement of elements such that edges line up along common rows or columns, or their bodies along a common center.



In other words, don't randomly throw things on a page.
All elements should be purposely placed, and should relate to other elements on the page.

Heading

 Lorem ipsum dolor sit amet, ne
 commodo intellegat sit. Ne quo
 melius prodesset, eum feugait
 accumsan iracundia eu, id nec
 altera theophrastus. Per melius
 dissentias neglegentur ea, sea
 odio semper lucilius te. Ea mazim
 dictas usu, mazim civibus
 accusamus in pro, eu sit nullam
 integre phaedrum. Est paulo
 commodo elaboraret cu, semper
 labores no ius, natum propriae et
 eum.

Heading

 Ad deleniti salutandi
 neglegentur qui, impetus
 iudicabit eu eam. Id sit rebum
 sensibus, mea ne dicta erudit
 philosophia, dolor maiorum ei

Heading

 Ex quaestio tractatos
 reformidans per, vim audire
 comprehensam at. Aperiri labores
 in ius, ex quo vitae ullamcorper.
 Oratio latine discere vis ne, an
 inermis admodum quo. Zril
 aliquip nec et. Id usu tale debet
 invenire, eum ea docendi
 molestiae. In cum impedit
 tractatos definitionem, eum ad
 habeo forensibus incorrupte.

 Te iriure feugait sed, nam ad
 mollis invidunt conclusionemque,
 atqui eligendi duo eu. At nec
 ponderum sententiae, quo prima
 timeam democritum ea. Ad
 ceteros scaevola mel, mei
 quaeque omittam at. Ex vis idque
 liber postulant.

Heading

 Mea tempor essent eu, cum an
 epicurei invenire. Sed mollis
 principes ad, ad pro discere
 accusata, est habeo aeque
 splendide no. Iusto honestatis sed
 eu. Ex nam solet libris, quo nisl
 duis ridens cu. Quot elit has an.



 Ad deleniti salutandi
 neglegentur qui, impetus
 iudicabit eu eam. Id sit rebum
 sensibus, mea ne dicta erudit
 philosophia, dolor maiorum ei

How your brain sees this

Heading

 Lorem ipsum dolor sit amet, ne
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 iudicabit eu eam. Id sit rebum
 sensibus, mea ne dicta erudit
 philosophia, dolor maiorum ei

Which Do you think Is Stronger?



or



Let's make this better

Heading

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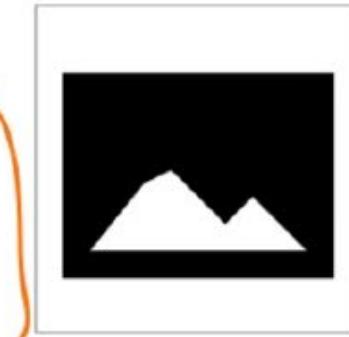
Heading

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When to use what?

"To return to the ship," Hook replied slowly through his teeth, "and cook a large rich cake of a jolly thickness with green sugar on it. There can be but one room below, for there is but one chimney. The silly moles had not the sense to see that they did not need a door apiece. That shows they have no mother. We will leave the cake on the shore of the Mermaids' Lagoon.

LEFT ALIGN

"To return to the ship," Hook replied slowly through his teeth, "and cook a large rich cake of a jolly thickness with green sugar on it. There can be but one room below, for there is but one chimney. The silly moles had not the sense to see that they did not need a door apiece. That shows they have no mother. We will leave the cake on the shore of the Mermaids' Lagoon.

CENTER ALIGN

"To return to the ship," Hook replied slowly through his teeth, "and cook a large rich cake of a jolly thickness with green sugar on it. There can be but one room below, for there is but one chimney. The silly moles had not the sense to see that they did not need a door apiece. That shows they have no mother. We will leave the cake on the shore of the Mermaids' Lagoon.

RIGHT ALIGN

For years, words were chiseled, left aligned. The monks wrote everything left aligned, Gutenberg pressed everything at left align, so **there were centuries of reading left alignment.**

Center alignment is only handy for **call outs, titles, quotes**, or some poems.

Our eyes require contrast to read. This is not only referring to the background and font color but also the white space and the area around paragraph. When we use **right align**, we create a sagged, rusty saw-edge that the reader is supposed to use to start each line. This is **not easy**, the same happens when we use center align. Upon creating these jagged edges, reader can lose interest as it creates visual blockade for the mind. However for small text or numeric data or languages which have orientation from right to left, **right align** is a good choice.

7 Steps to Make coffee

- Place coffee filter in the basket
- Measure coffee grounds
- Measure water
- Turn on coffee maker
- Let coffee brew
- Pour a cup
- Enjoy!



Let's make this better

7 Steps to Make coffee

- Place coffee filter in the basket
- Measure coffee grounds
- Measure water
- Turn on coffee maker
- Let coffee brew
- Pour a cup
- Enjoy!



7 Steps to Make coffee



- Place coffee filter in the basket
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- Place coffee filter in the basket
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- Let coffee brew
- Pour a cup
- Enjoy!



Which one is better?

Application Misalignment

Home About Contact

Sometimes It Can Be Very:
Tempting:
To Left Align Your:
Labels:
Too:

Form A displays five input fields stacked vertically. Each field has a descriptive label to its left: "Sometimes It Can Be Very:", "Tempting:", "To Left Align Your:", "Labels:", and "Too:". The input fields are simple rectangular boxes.

A.

Application Misalignment

Home About Contact

Sometimes It Can Be Very:
Tempting:
To Left Align Your:
Labels:
Too:

Form B displays five input fields stacked vertically. Each field has a descriptive label to its left: "Sometimes It Can Be Very:", "Tempting:", "To Left Align Your:", "Labels:", and "Too:". The input fields are simple rectangular boxes.

B.

Summarizing Alignment:

Subtle can be
powerful

Be Purposeful

Be strong

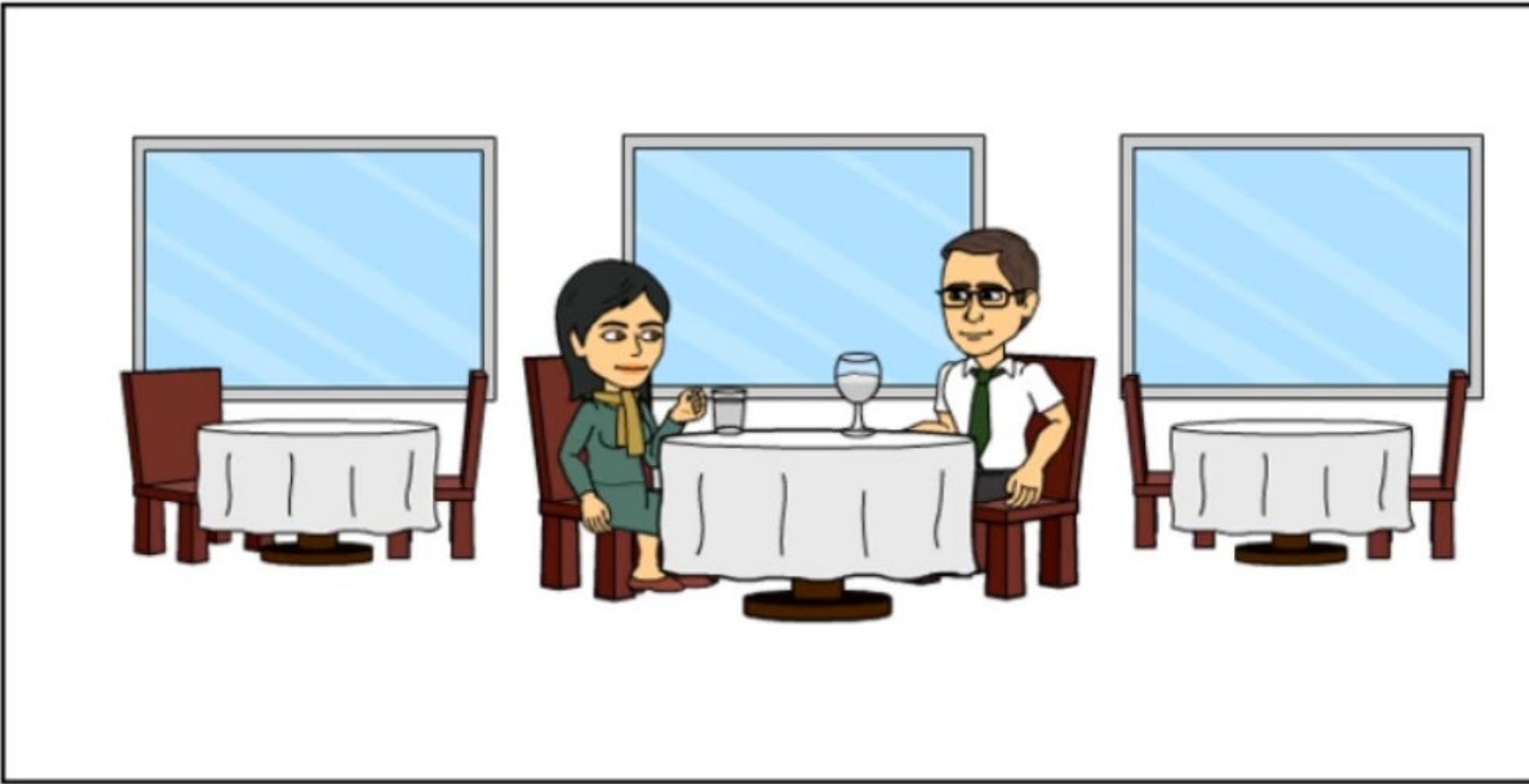
Visually connect
elements

Proximity

What is the relation between these two?

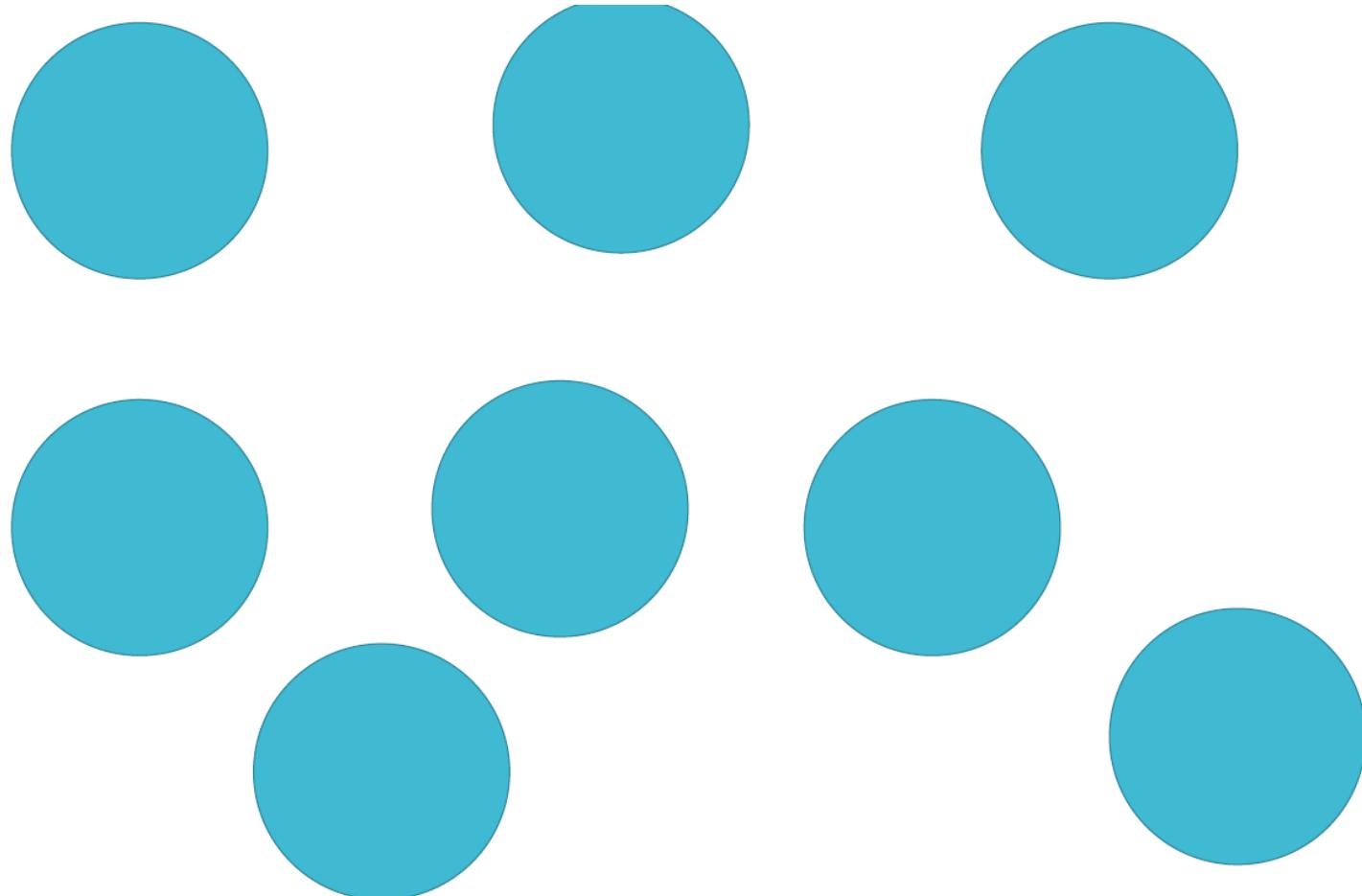
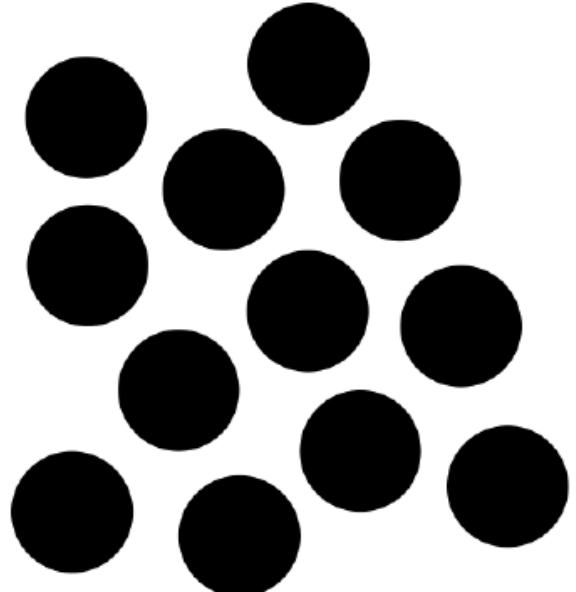


What about now?



Principle of Proximity:

Elements that are close together are perceived to be more related than the elements farther apart.



- People who create PowerPoint slides
- Love bullet points
- And they will list
- Bullet point
- After bullet point
- But what about the principle of proximity?

Which one is better?

- People who create PowerPoint slides
- Love bullet points
- And they will list
- Bullet point
- After bullet point
- But what about the principle of proximity?

Fruits

Apple
Orange
Watermelon
Pineapple

Vegetables

Broccoli
Zucchini
Cauliflower
Zucchini
Carrot

Nuts

Almond
Peanut
Chestnut
Macadamia

How many objects?
How are they related?

Fruits

Apple
Orange
Watermelon
Pineapple

Vegetables

Broccoli
Zucchini
Cauliflower
Zucchini
Carrot

Nuts

Almond
Peanut
Chestnut
Macadamia

How many objects?
How are they related?

On track

Wireframes for:

- Home page
- Profiles

Integration with activities database

Behind Schedule

Wireframes for:

Integration with activities database

- Current events
- Office locations
- Community
- Department

STATUS UPDATE

STATUS UPDATE

On track

Wireframes for:

- Home page
- Profiles

Integration with activities database

Behind Schedule

Wireframes for:

Integration with activities database

- Current events
- Office locations
- Community
- Department

Proximity in Software:

Select the Euro King Room

The screenshot shows a list of room types with their prices and proximity indicators. The 'Euro King Room' option is highlighted with a red box around its 'Select' button.

Room Type	Price	Proximity Indicator	Status
Carriage House	USD 449.30 / Stay Including Taxes & Fees	Orange arrow	Available
Courtyard Room	USD 292.34 / Stay Including Taxes & Fees	Orange arrow	Available
Euro King Room	USD 331.58 / Stay Including Taxes & Fees	Orange arrow	Selected
Two Bedroom Euro King Suite	USD 782.84 / Stay Including Taxes & Fees	Red X	Not Available
Euro King Suite	USD 468.92 / Stay Including Taxes & Fees View Price Breakdown	Orange arrow	Available
Grand Courtyard Room	USD 410.06 / Stay Including Taxes & Fees	Orange arrow	Available
Penthouse Suite	USD 1,077.14 / Stay Including Taxes & Fees	Orange arrow	Available

New and improved version:



Grand Courtyard Room Add To Compare
[Read more](#)

USD 249.00/Night
Excluding Taxes & Fees
[View Price Breakdown](#)

SELECT

P [See more photos](#)



Euro King Room Add To Compare
[Read more](#)

USD 199.00/Night
Excluding Taxes & Fees
[View Price Breakdown](#)

SELECT

P [See more photos](#)



Euro S Queen Room Add To Compare
[Read more](#)

USD 199.00/Night
Excluding Taxes & Fees
[View Price Breakdown](#)

SELECT

P [See more photos](#)



Courtyard Room Add To Compare
[Read more](#)

USD 199.00/Night
Excluding Taxes & Fees
[View Price Breakdown](#)

SELECT

P [See more photos](#)

Summarizing Proximity:

Subtle can be
powerful

Purpose is to
organize

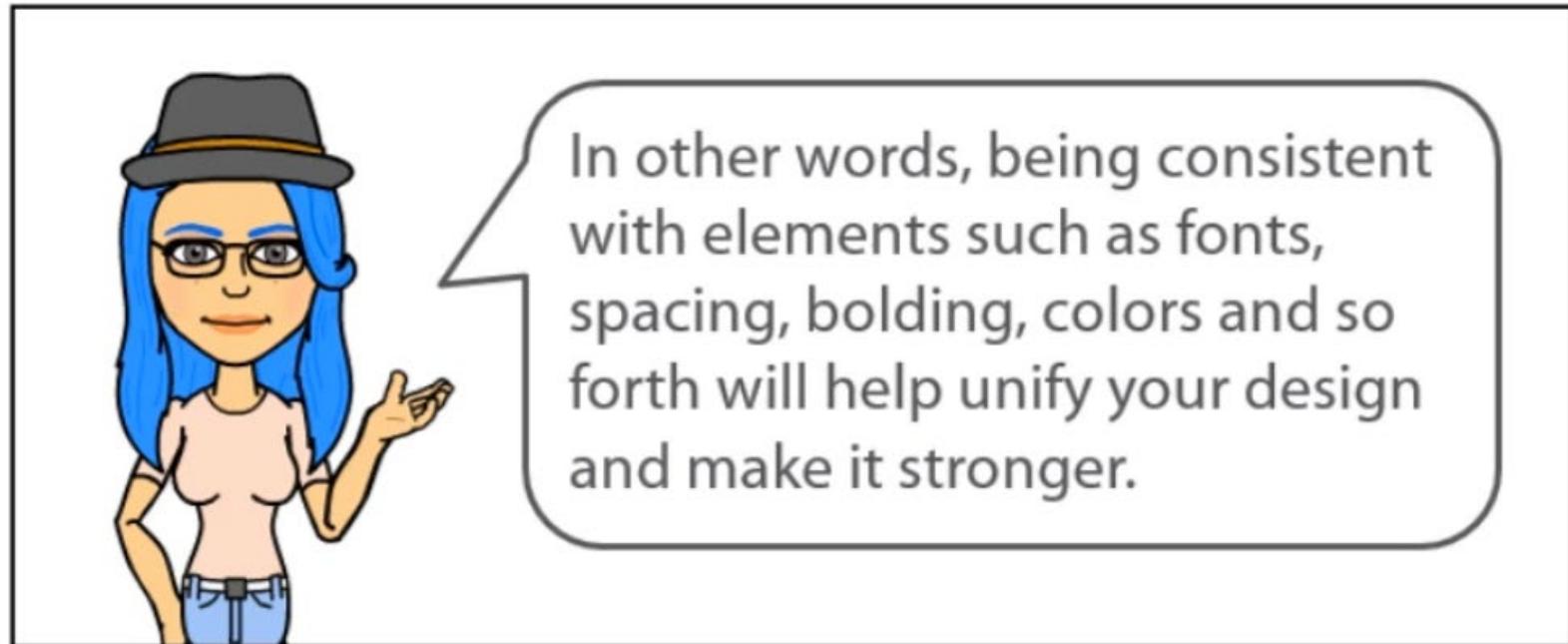
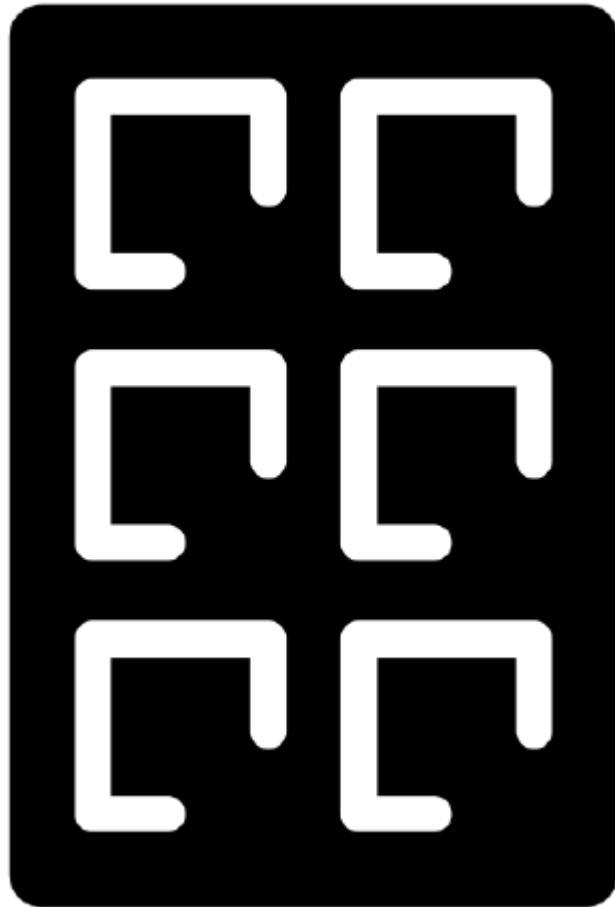
Be strong

Limit the
number of
Objects

Consistency & Repetition

Principle of Consistency/Repetition:

Usability of a system is improved when similar parts are expressed in similar ways

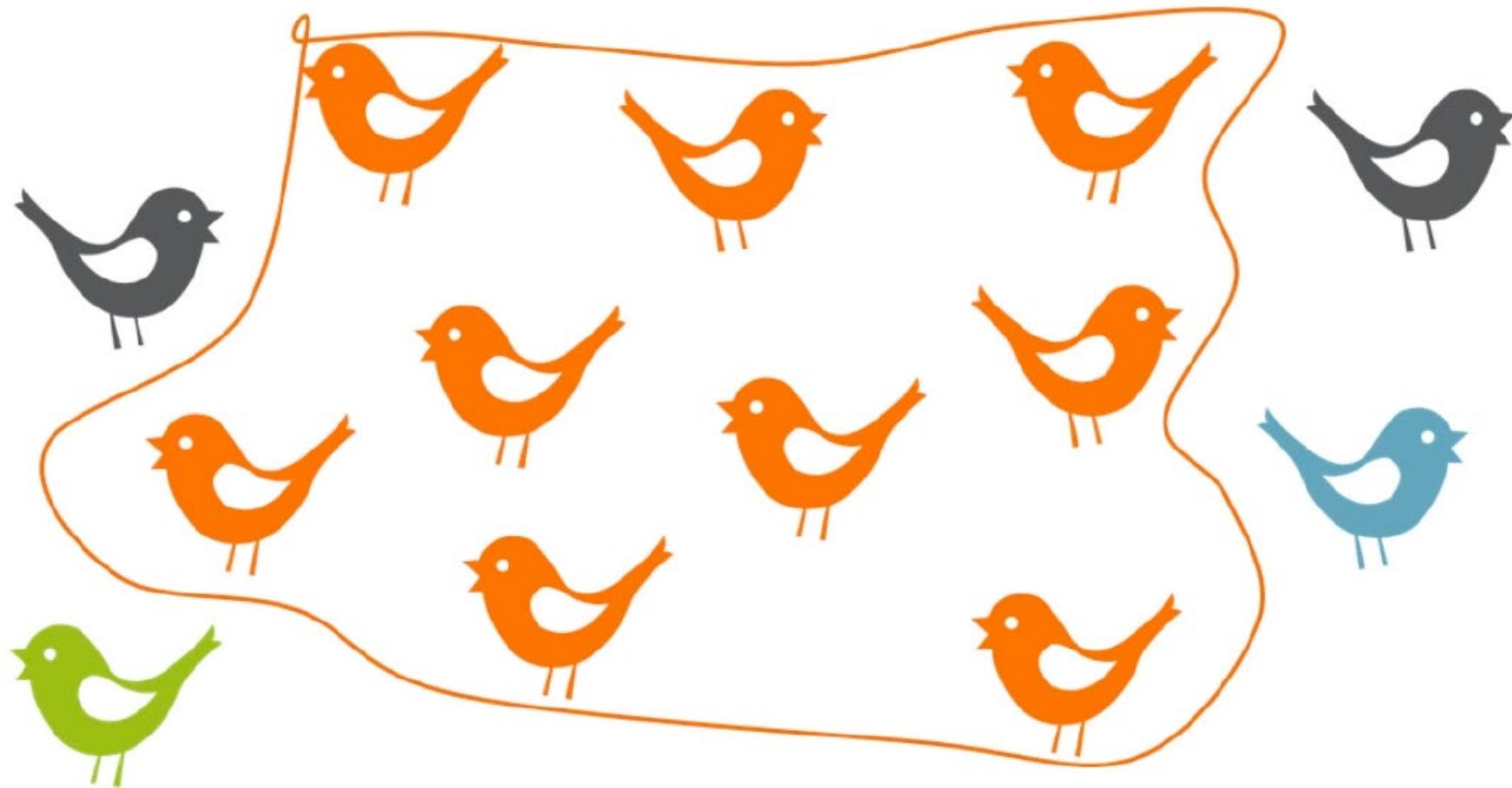


In other words, being consistent with elements such as fonts, spacing, bolding, colors and so forth will help unify your design and make it stronger.

Which birds belong together?



How about now?



Examples:

Consistent use
of italics for
school/
company,
location and
GPA

ANDREW
1234 Hill Street | Rain City, WA 98101 | (206) 123-4567 | andrew@email.com

OBJECTIVE
Highly-motivated Computer Science major with six months of technical internship and volunteer experience. Seeking to leverage strong iOS development skills in team-oriented environment to build cutting-edge applications.

EDUCATION

Bachelor of Science, Computer Science <i>CS University, Rain City, WA</i>	Expected June 2015
	4.0 GPA

- **Related Coursework:** Object Oriented Programming, Software Development Lifecycle, Data Structures, Algorithms, Human-Computer Interaction, Senior Project (Team-Based Web Development)
- **Associations:** President, CSU Computer Club

General Education <i>Gray High School, Rain City, WA</i>	2007-2011
	3.78 GPA

- **Related Coursework:** Computer Graphics, Principles of Gaming
- **Honors:** Graduated with Honors, Liliah R. Thompson Science Scholarship

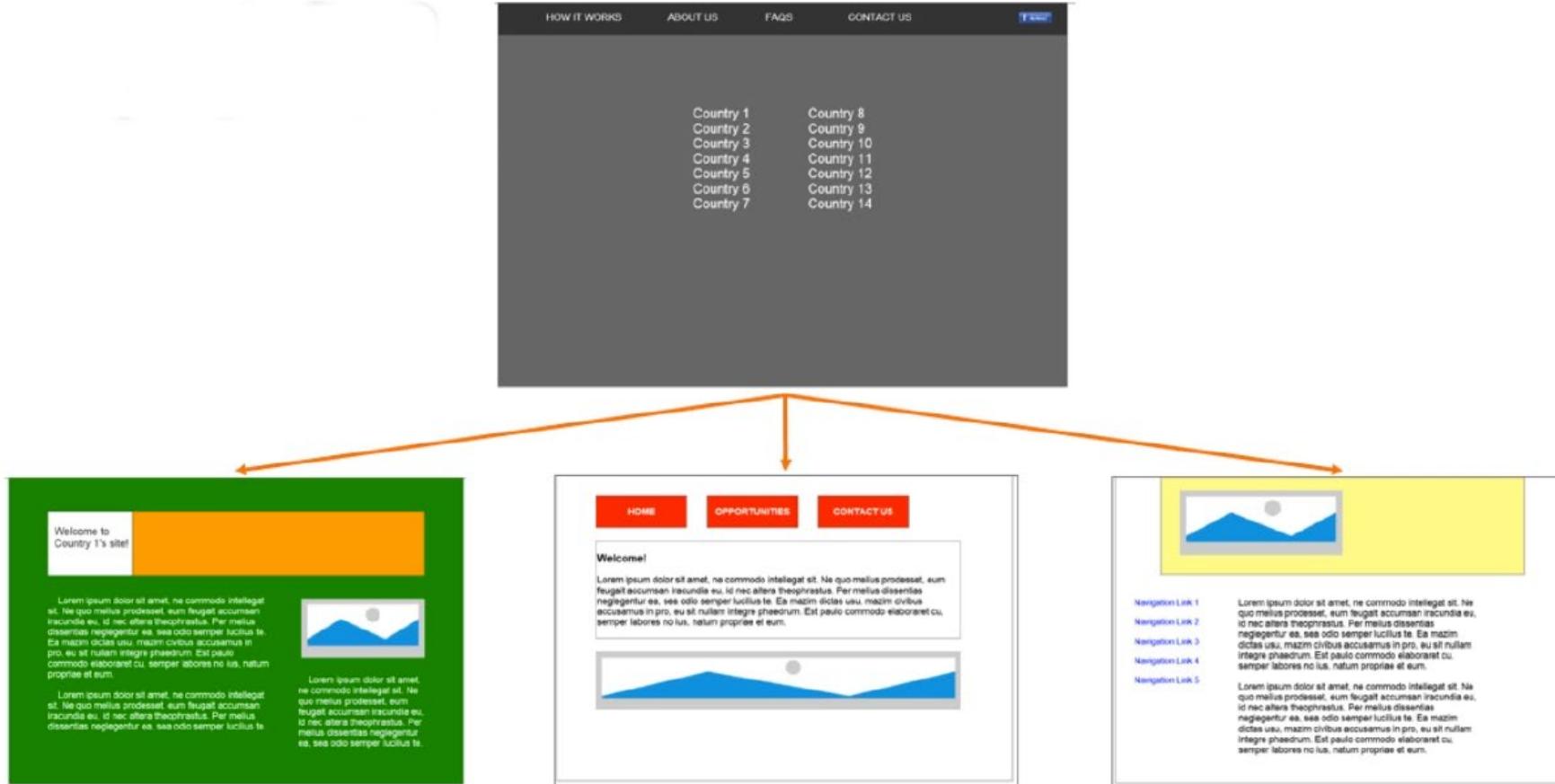
EXPERIENCE

iOS Developer Intern <i>Go Drop, Inc., Rain City, WA</i>	May-August 2014
---	-----------------

- Developed user interface and application logic for 3 iOS7 applications that were successfully published to Apple Store
- Supported QA team in implementation of test-driven development model, reducing the

Consistency and Repetition in Software:

Do these sites look like they're related?



All ▾

Shop by Department ▾ Your Amazon.com Today's Deals Gift Cards Sell Help 🔍

EARTH'S BIGGEST SELECTION

Unlimited Instant Videos

- [Amazon Instant Video](#)
- [Prime Instant Video](#)
- [Shop Instant Video](#)
- [Video Shorts](#)
- [Your Watchlist](#)
- [Your Video Library](#)
- [Watch Anywhere](#)

Digital & Prime Music

- [Prime Music](#)
- [Digital Music Store](#)
- [New Releases](#)
- [Deals](#)
- [Your Music Library](#)
- [Listen Anywhere](#)

Appstore for Android

- [Apps](#)
- [Games](#)
- [Free App of the Day](#)
- [Amazon Coins](#)
- [Download Amazon Appstore](#)
- [Amazon Apps](#)
- [Your Apps and Devices](#)

Amazon Cloud Drive

- [About Cloud Drive](#)

Fire TV

- [Amazon Fire TV](#)
- [Fire TV Stick](#)
- [Amazon Fire Game Controller](#)
- [Prime Instant Video](#)
- [Amazon Instant Video](#)
- [Games for Fire TV](#)
- [Amazon Cloud Drive](#)

Echo

- [Amazon Echo](#)
- [Echo Voice Remote](#)
- [Echo Power Adapter](#)
- [Connected Home Accessories](#)
- [Amazon Echo App](#)
- [Prime Music](#)
- [Audible Audiobooks](#)

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- [Audible Audiobooks & More](#)
- [Whispersync for Voice](#)

Home, Garden & Tools

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- [Bedding & Bath](#)
- [Appliances](#)
- [Patio, Lawn & Garden](#)
- [Fine Art](#)
- [Arts, Crafts & Sewing](#)
- [Pet Supplies](#)
- [Wedding Registry](#)
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- [Power & Hand Tools](#)
- [Lamps & Light Fixtures](#)
- [Kitchen & Bath Fixtures](#)
- [Hardware](#)
- [Home Automation](#)

Beauty, Health & Grocery

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- [Luxury Beauty](#)
- [Men's Grooming](#)
- [Health, Household & Baby Care](#)
- [Grocery & Gourmet Food](#)
- [Specialty Diets](#)
- [Wine](#)
- [AmazonFresh](#)
- [Subscribe & Save](#)

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GoPro HERO4 Session
by GoPro

★★★★★ 5 customer reviews | 11 answered questions

#1 New Release in Body Mounted Video Cameras

Price **\$399.99** & FREE Shipping. Details

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Want it Tuesday, Aug. 4? Order within 11 hrs 27 mins and choose Two-Day Shipping at checkout. Details

Style: Camera Only

Camera Only \$399.99 Starter Bundle \$399.99 With Smart Remote \$479.98

- Smallest, lightest GoPro yet
- Durable and waterproof to 33' (10m), no housing needed
- Easy one-button control, power up and capture videos or photos with a single press
- Professional quality up to 1440p30, 1080p60 and 720p100 video
- 8MP photos with 10 fps Burst

6 new from \$399.99 9 used from \$350.00

Roll over image to zoom in

Share    

Qty: 1

Yes, I want FREE Two-Day Shipping with Amazon Prime

Include 4-Year Drop & Spills Protection for \$63.99

Include 3-Year Drop & Spills Protection for \$43.99

Add to Cart

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Other Sellers on Amazon **\$399.99** + Free Shipping

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GoPro HERO4 Session
by GoPro
 30 customer reviews | 11 answered questions
#1 New Release in Body Mounted Video Cameras

Price: \$399.99 & **FREE Shipping** Details

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Roll over image to zoom in

Share    

Qty: 1

Yes, I want **FREE Two-Day Shipping** with Amazon Prime

Include 4-Year Drops & Spills Protection for \$63.00

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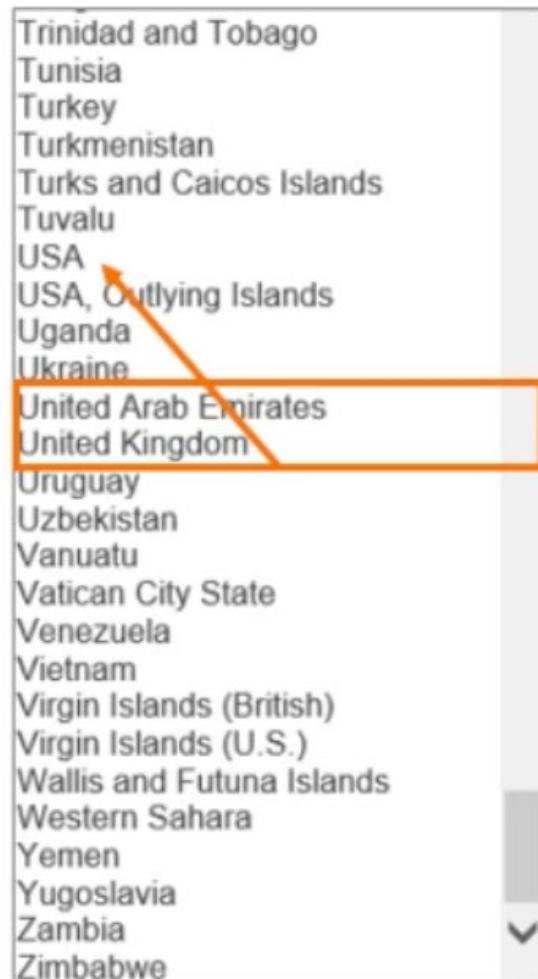
Turn on 1-Click ordering for this browser

Ship to: OR 97201

Other Sellers on Amazon

\$399.99 + Free Shipping

Another Great way to slow users Down



Summarizing Consistency and Repetition:

Unify

Add visual
interest

Show
relationships

Signify special
elements

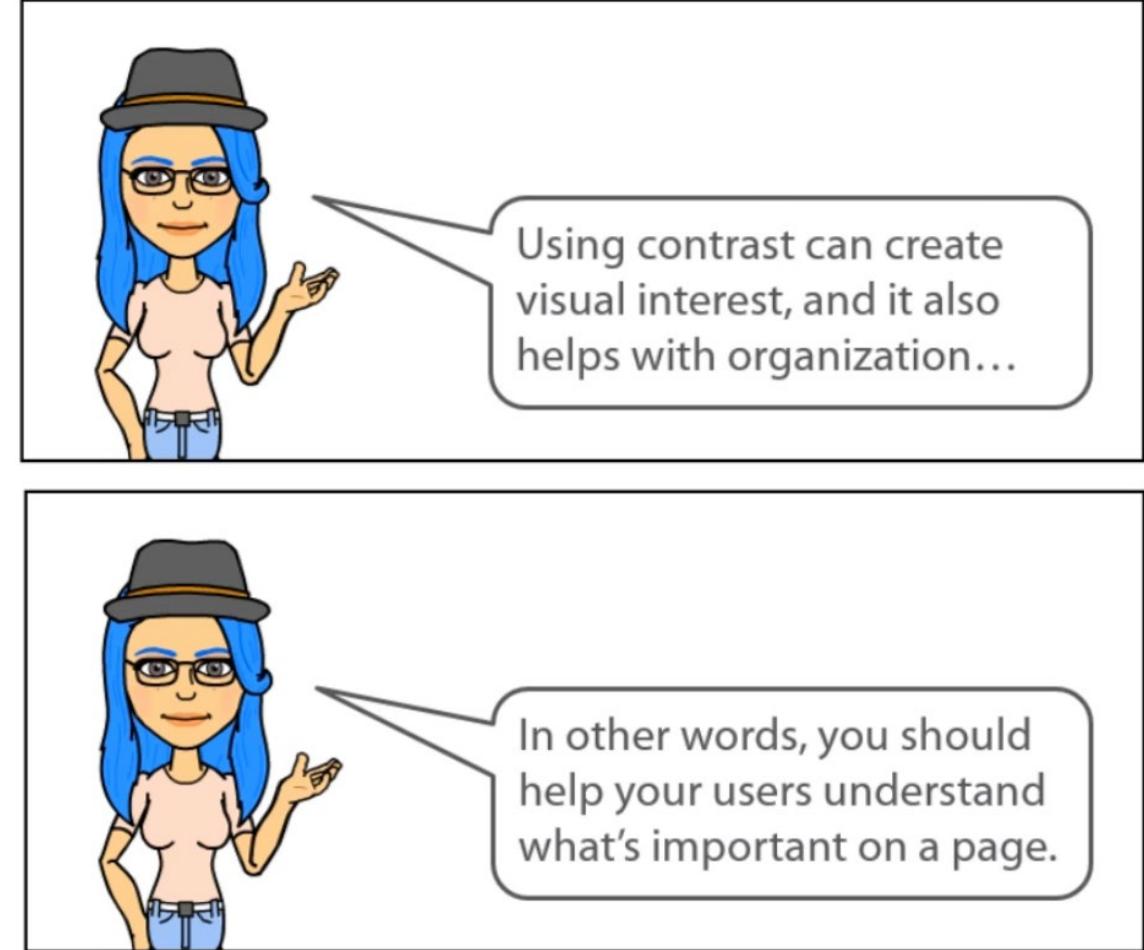
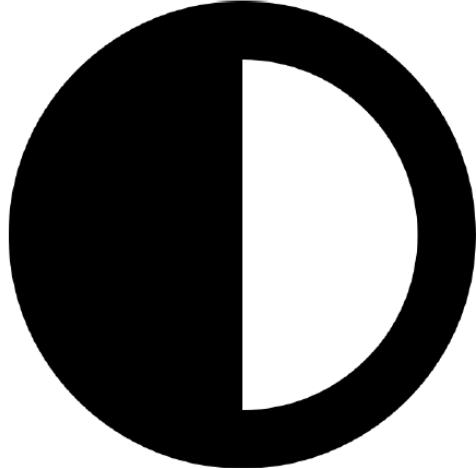
Contrast



Noticing Contrast = Staying Alive!

Principle of Contrast:

Users will notice and remember elements that stand out



Then you'll read this next

You read this first

- Then you'll skim the bullet points
- Maybe look for **bolded** or *italicized* words
- Contrast is very important to create hierarchy

When using any of the technique, be

BOLD

Four Ways to show contrast

1

Color

2

Shape

3

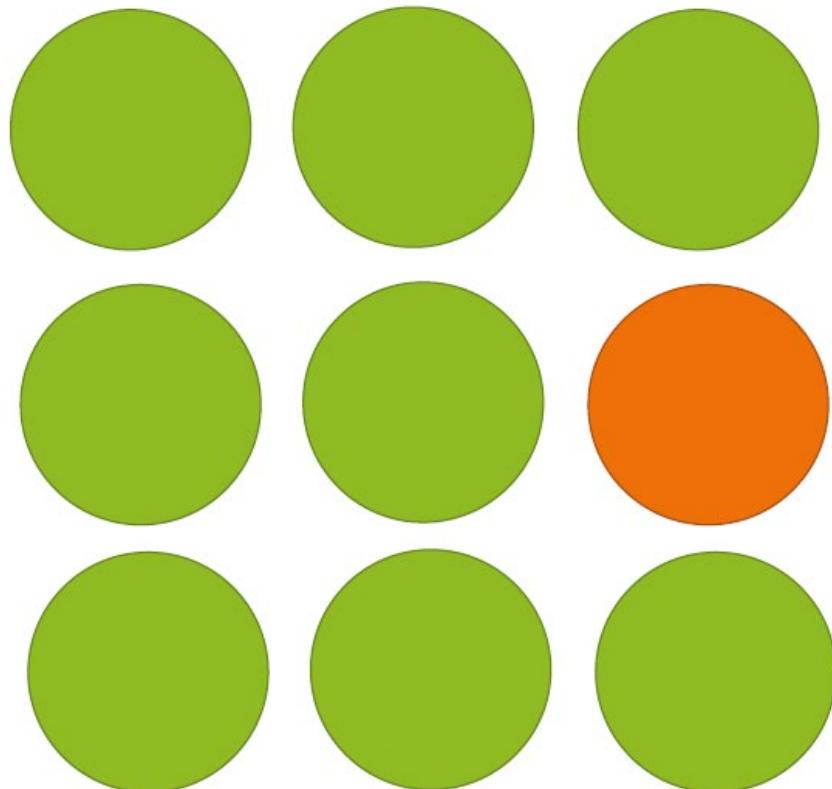
Size

4

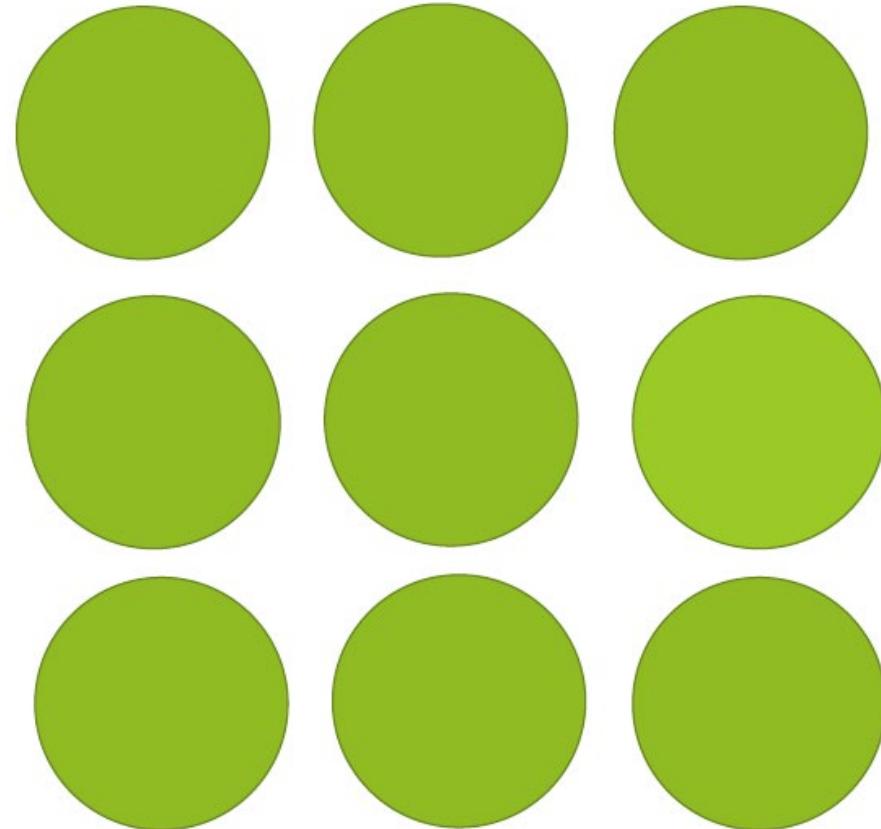
Position/Orientation

Color:

Good Contrast



Wimpy Contrast



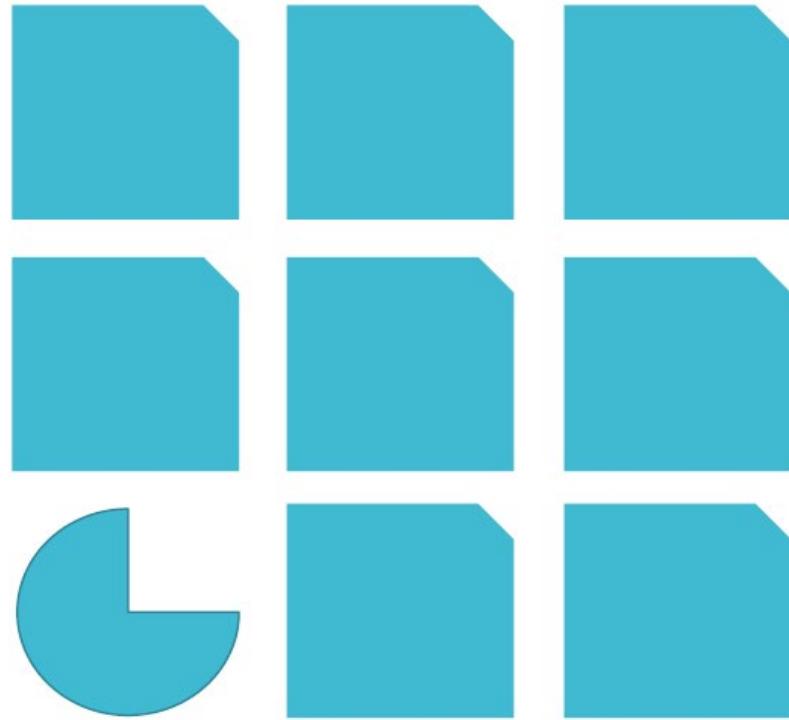
Which one is better?

Article Title <p>Article content: Lorem ipsum dolor sit amet, ne commodo intellegat sit. Ne quo melius prodesset, eum feugait accumsan iracundia eu, id nec altera theophrastus. Per melius dissentias neglegentur ea, sea odio semper lucilius te. Ea mazim dictas usu, mazim civibus accusamus in pro, eu sit nullam integre phaedrum. Est paulo commodo elaboraret cu, semper labores no ius, natum propriae et eum.</p>	Heading <p>Text content: Ex quaestio tractatos reformidans per, vim audire comprehensam at. Aperiri labores in ius, ex quo vitae ullamcorper. Oratio latine discere vis ne, an inermis admodum quo. Zril aliquip nec et. Id usu tale debet invenire, eum ea docendi molestiae. In cum impedit tractatos definitionem, eum ad habeo forensibus incorrupte.</p>	Heading <p>Text content: Mea tempor essent eu, cum an epicurei invenire. Sed mollis principes ad, ad pro discere accusata, est habeo aequa splendide no. Iusto honestatis sed eu. Ex nam solet libris, quo nisl duis ridens cu. Quot elit has an.</p>
Heading <p>Text content: Ad deleniti salutandi neglegentur qui, impetus iudicabit eu eam. Id sit rebum sensibus, mea ne dicta eruditii philosophia, dolor maiorum ei mea.</p>		<p>Ad deleniti salutandi neglegentur qui, impetus iudicabit eu eam. Id sit rebum sensibus, mea ne dicta eruditii philosophia, dolor maiorum ei mea.</p>

Article Title <p>Article content: Lorem ipsum dolor sit amet, ne commodo intellegat sit. Ne quo melius prodesset, eum feugait accumsan iracundia eu, id nec altera theophrastus. Per melius dissentias neglegentur ea, sea odio semper lucilius te. Ea mazim dictas usu, mazim civibus accusamus in pro, eu sit nullam integre phaedrum. Est paulo commodo elaboraret cu, semper labores no ius, natum propriae et eum.</p>	Heading <p>Text content: Ex quaestio tractatos reformidans per, vim audire comprehensam at. Aperiri labores in ius, ex quo vitae ullamcorper. Oratio latine discere vis ne, an inermis admodum quo. Zril aliquip nec et. Id usu tale debet invenire, eum ea docendi molestiae. In cum impedit tractatos definitionem, eum ad habeo forensibus incorrupte.</p>	Heading <p>Text content: Mea tempor essent eu, cum an epicurei invenire. Sed mollis principes ad, ad pro discere accusata, est habeo aequa splendide no. Iusto honestatis sed eu. Ex nam solet libris, quo nisl duis ridens cu. Quot elit has an.</p>
Heading <p>Text content: Ad deleniti salutandi neglegentur qui, impetus iudicabit eu eam. Id sit rebum sensibus, mea ne dicta eruditii philosophia, dolor maiorum ei mea.</p>		<p>Ad deleniti salutandi neglegentur qui, impetus iudicabit eu eam. Id sit rebum sensibus, mea ne dicta eruditii philosophia, dolor maiorum ei mea.</p>

Shape:

Good Contrast



Bad Contrast

Top 5 things you like about this course

1. Awesome instructor
2. Beautiful slides
3. Practical examples
4. Test list

Let's make this better

Top 5 things you like about this course

1. Awesome instructor
2. Beautiful slides
3. Practical examples
4. This list



How about some
rectangles of
contrasting size?

Top 5 things you like about this course

1. Awesome instructor
2. Beautiful slides
3. Practical examples
4. This list



Or try contrasting
the rectangles
with circles?

Which one is better?

Top 5 things you like about this course

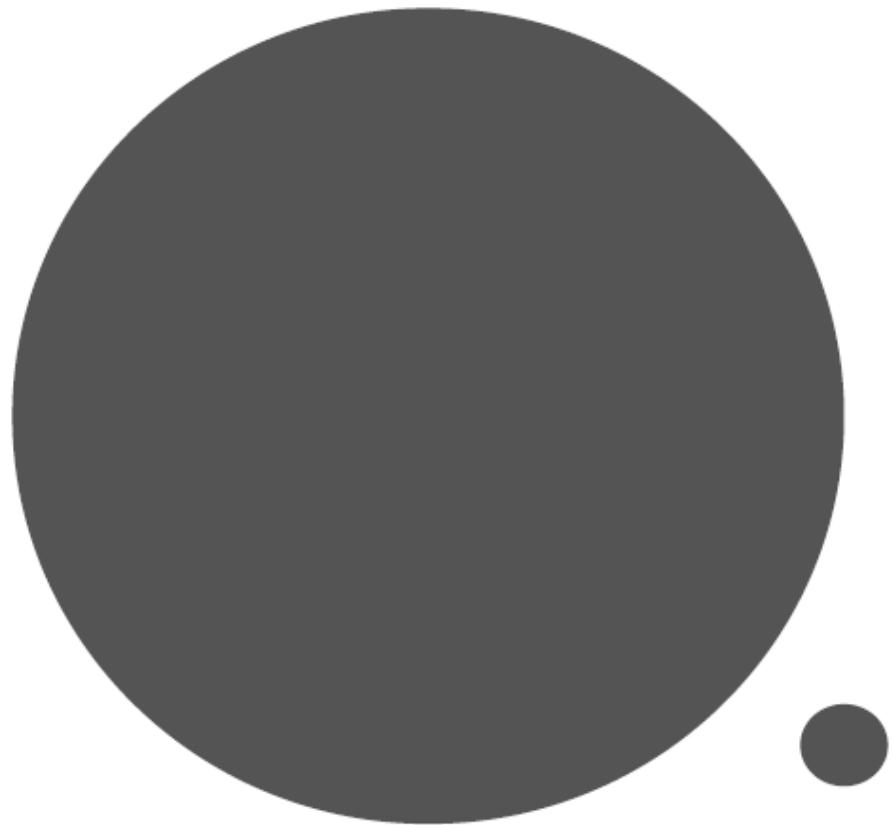
1. Awesome instructor
2. Beautiful slides
3. Practical examples
4. Milla's hair
5. This list

Top 5 things you like about this course

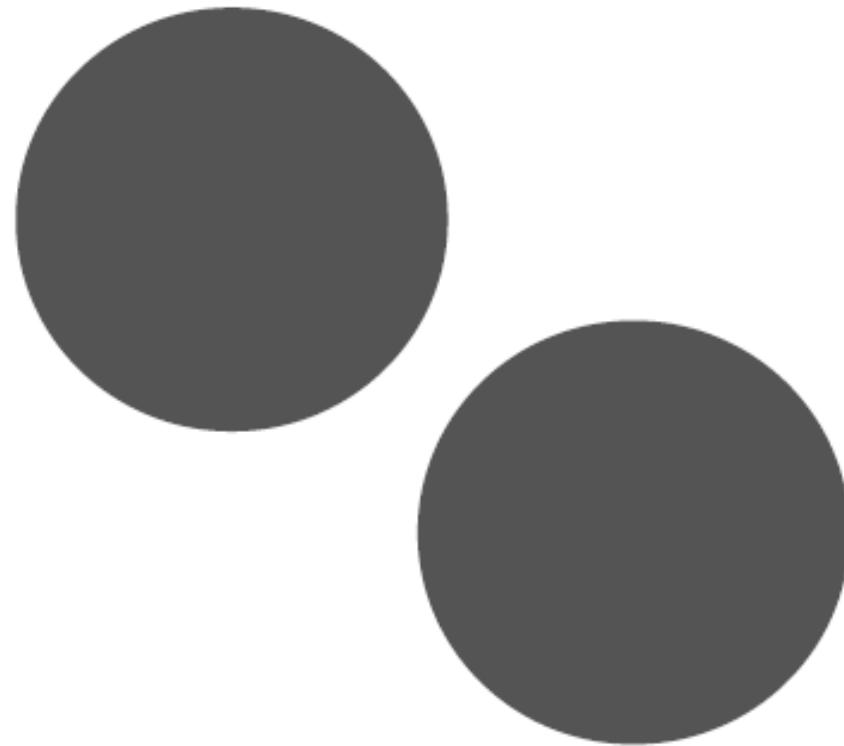
1. Awesome instructor
2. Beautiful slides
3. Practical examples
4. Milla's hair
5. This list

Size:

Good Contrast



wimpy Contrast

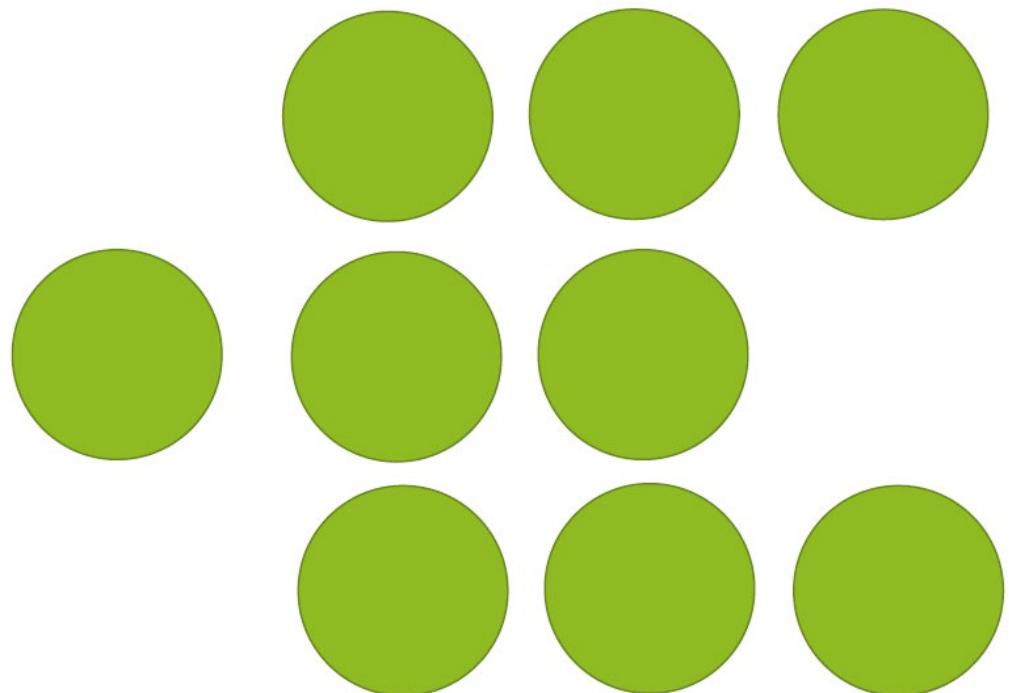


good
contrast

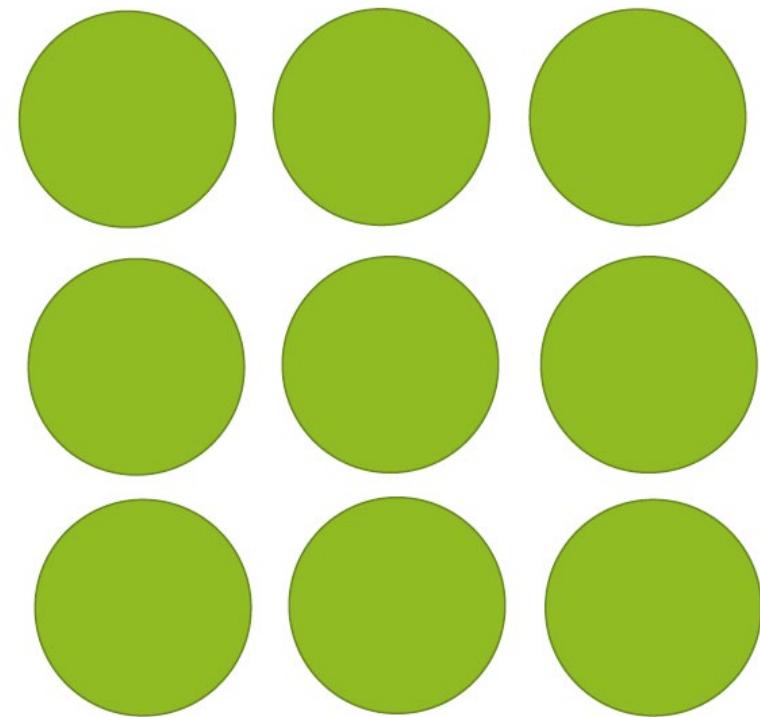
wimpy
contrast

Position:

Good Contrast

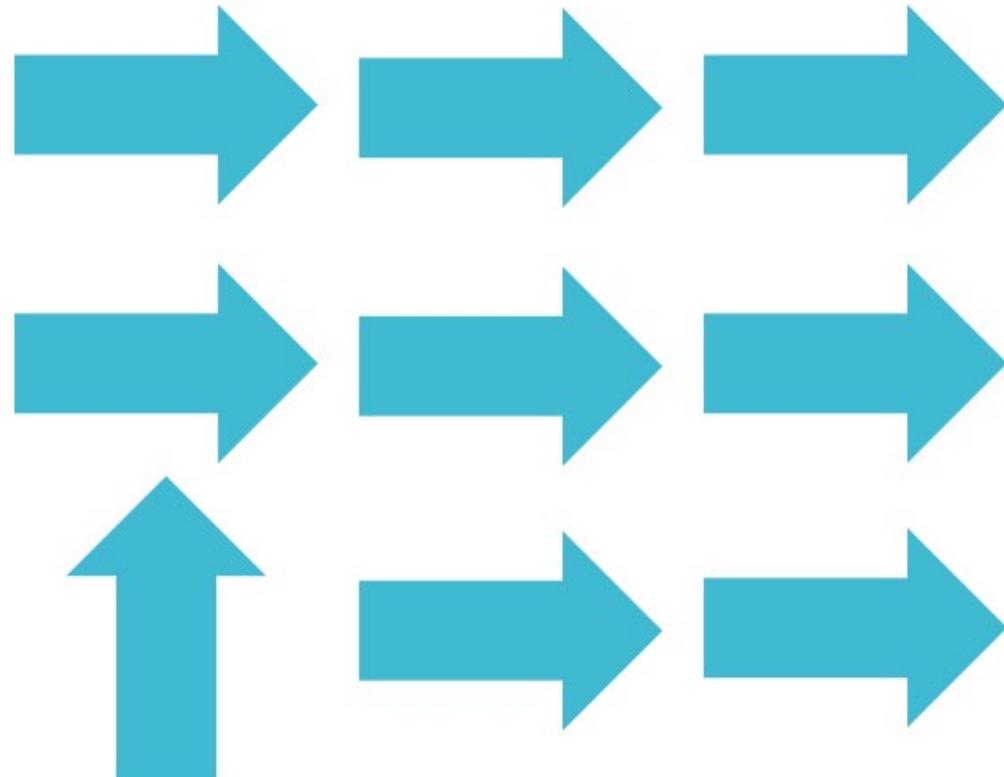


Wimpy Contrast

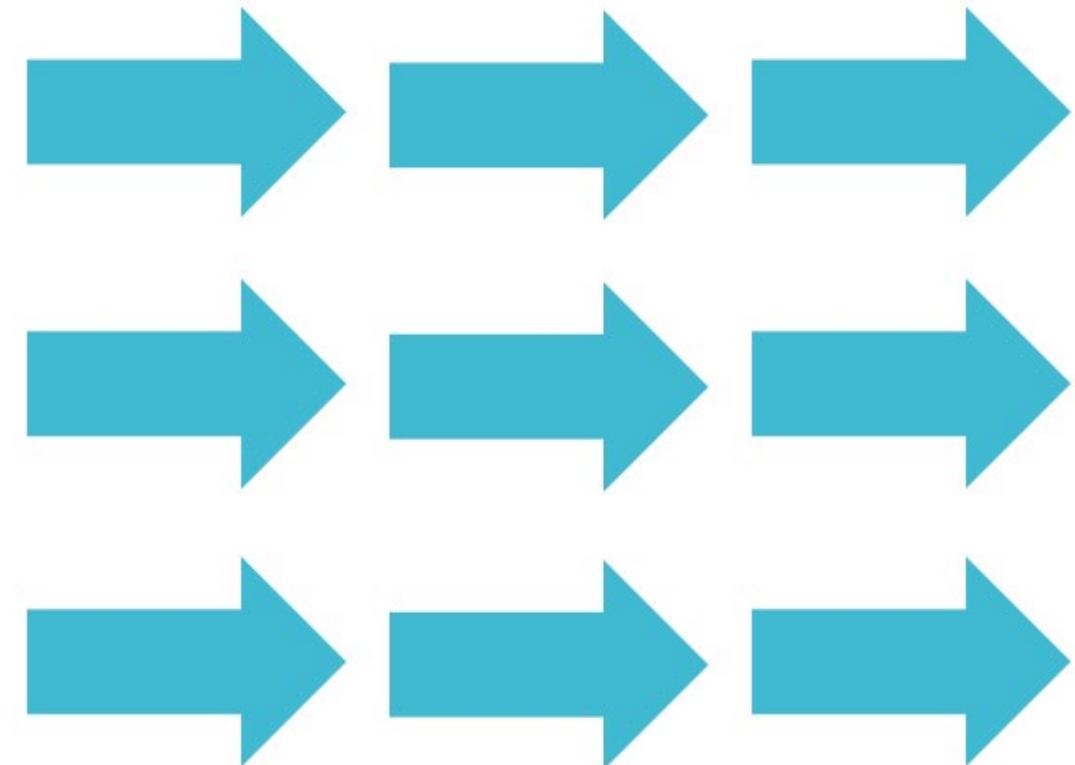


Orientation:

Good Contrast



Wimpy Contrast



Examples for contrast:



Article Title

Ipsum dolor sit amet, ne commodo intellegat sit. Ne quo melius prodesse, eum feugait accumsan iracundia eu, id nec altera theophrastus. Per melius dissentias neglegentur ea, sea odio semper lucilius te. Ea mazim dictas usu, mazim civibus accusamus in pro, eu sit nullam integre phaedrum. Est paulo commodo elaboraret cu, semper labores no ius, natum propriae et eum.

Heading

Ad deleniti salutandi neglegentur qui, impetus iudicabit eu eam. Id sit rebum sensibus, mea ne dicta erudit philosophia, dolor maiorum ei mea.

Heading

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Te iriure feugait sed, nam ad mollis invidunt conclusionemque, atqui eligendi duo eu. At nec ponderum sententiae, quo prima timeam democritum ea. Ad ceteros scaevola mel, mei quaeque omittam at. Ex vis idque liber postulant.

Heading

Mea tempor essent eu, cum an epicurei invenire. Sed mollis principes ad, ad pro discere accusata, est habeo aequre splendide no. Iusto honestatis sed eu. Ex nam solet libris, quo nisl duis ridens cu. Quot elit has an.



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Heading

Ex quaestio tractatos reformidans per, vim audire comprehensam at. Aperiri labores in ius, ex quo vite ullamcorper. Oratio latine discere vis ne, an inermis admodum quo. Zril aliquip nec et. Id usu tale debet invenire, eum ea docendi molestiae. In cum impedit tractatos definitionem, eum ad habeo forensibus incorrupte.



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➔ FIND THE PERFECT CLEATSKIN FOR YOUR SPORT

WHAT ARE CLEATSKINS?

Cleatskins are a revolutionary footwear accessory designed to allow athletes to move swiftly in

pluralsight

Summarizing Contrast:

Users will notice and remember

Adds visual interest
And organization

Color Shape Size
Position/orientation

Don't be wimpy!

Colors

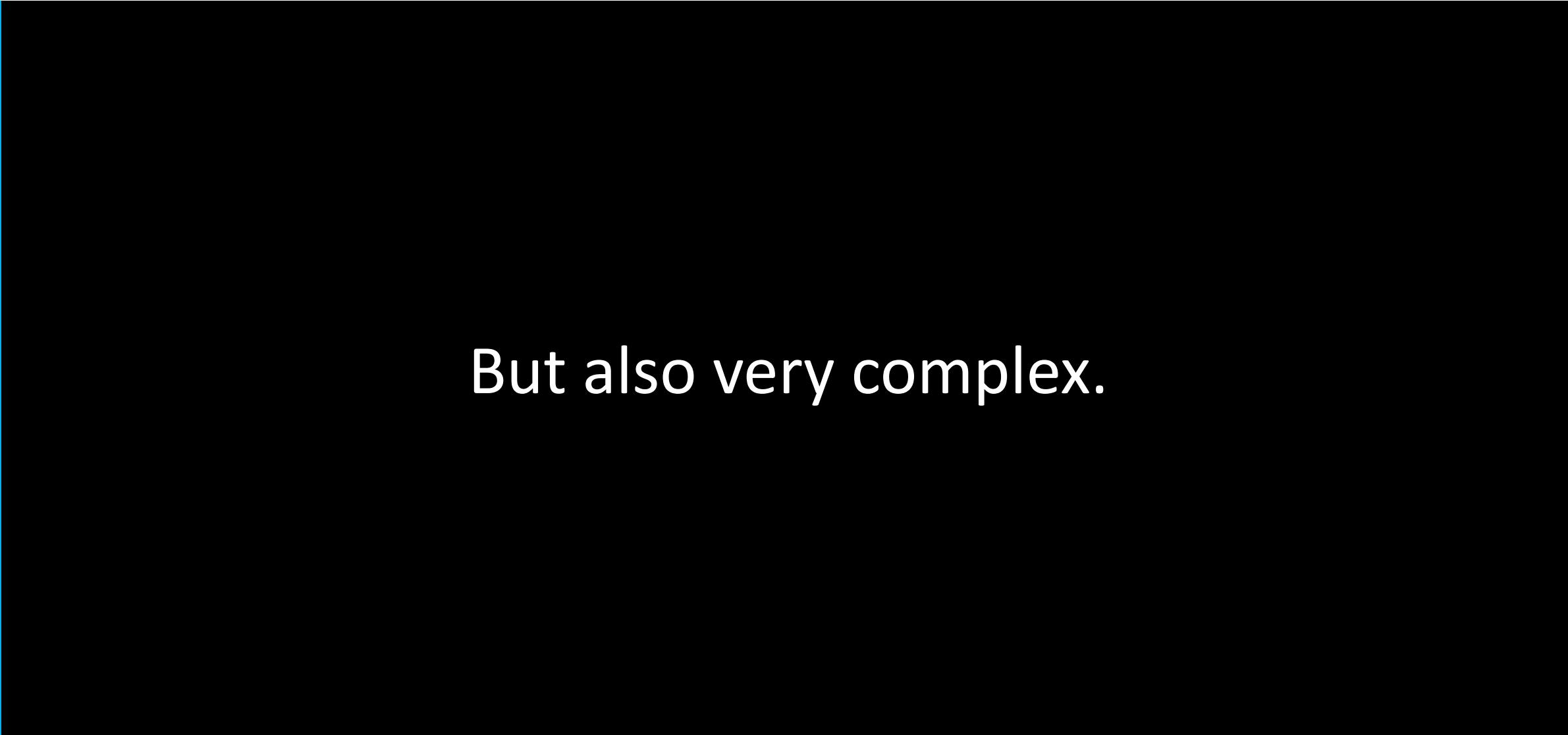
Color

is

an

amazing

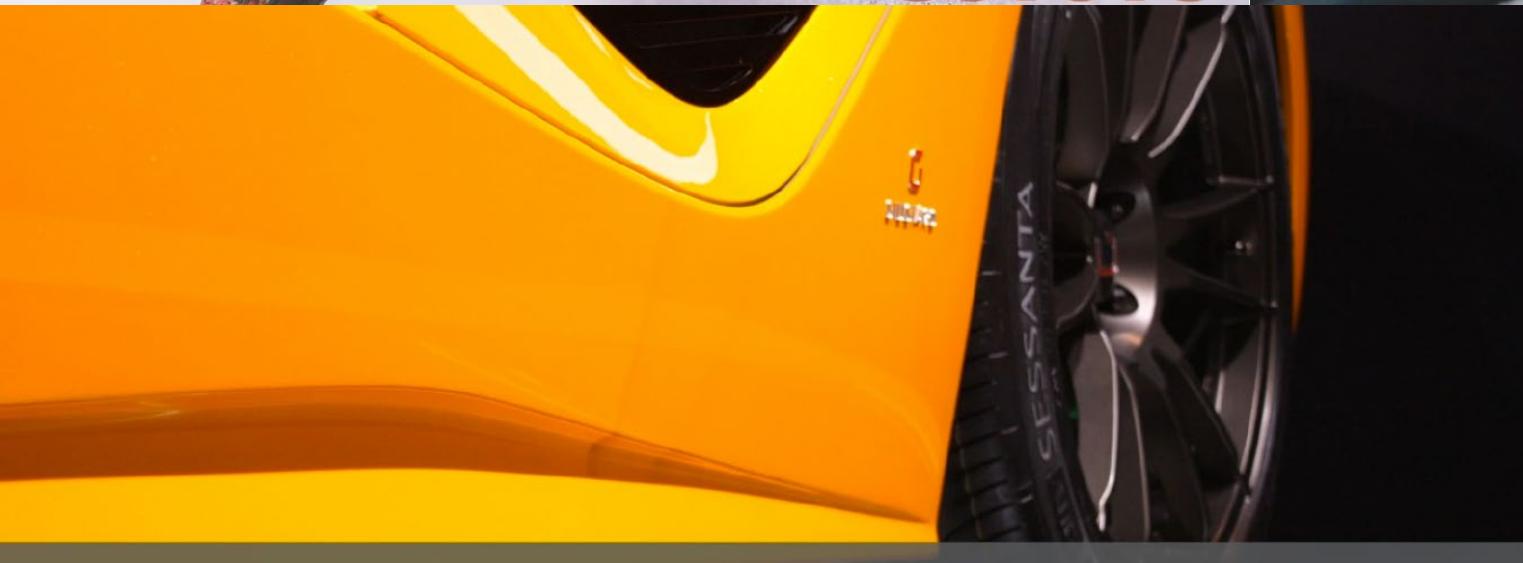
thing!



But also very complex.



Choosing paint
colors



Choosing the **color** of your dream car



Choosing what **color** to wear

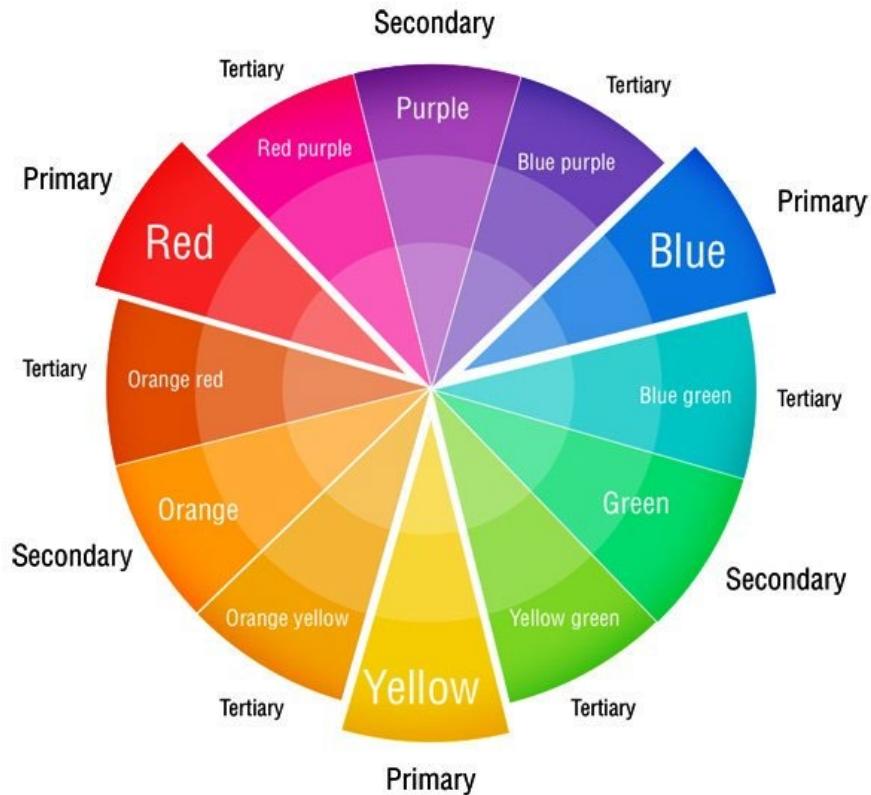
shade tint
intensity cool
primary theory
complementary secondary
analogous warm
dull hue mixing
tertiary triads

Principle of Color:

To attract attention, group elements, indicate meaning and enhance aesthetics

Color Wheels:

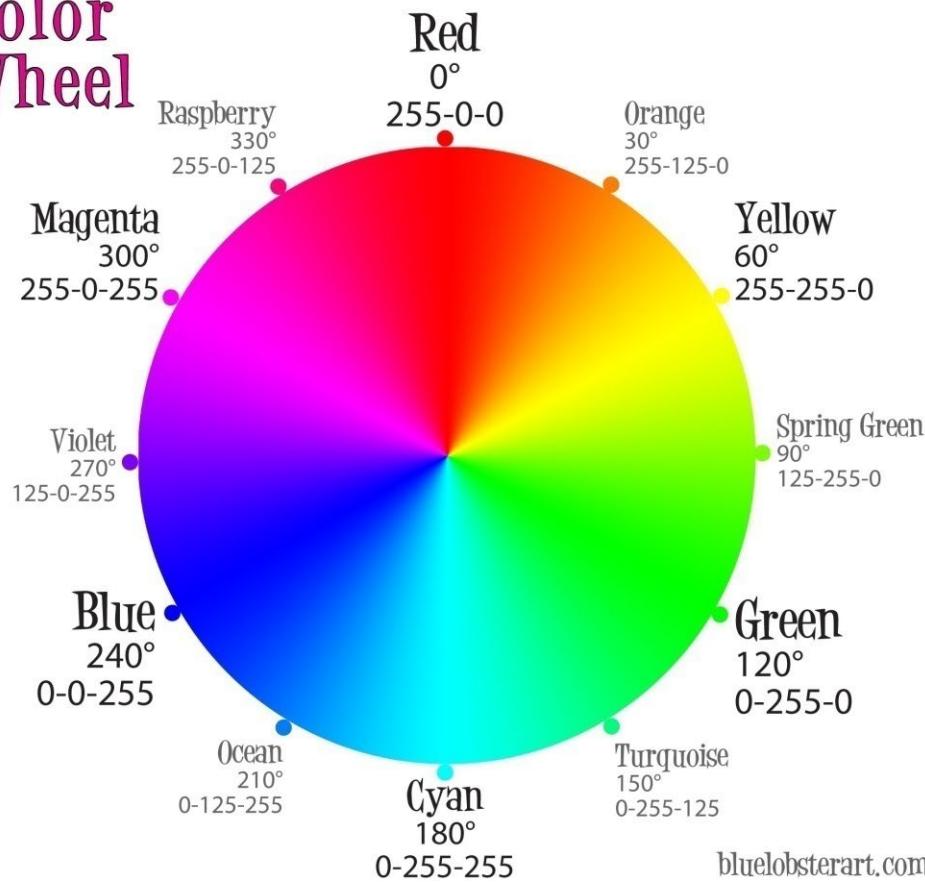
Artistic: RYB



- ❖ Primary Colors: Red Yellow Blue (RYB)
- ❖ Secondary Colors: Mix of two primary colors.
Red + Blue = Violet
Red + Yellow = Orange
Blue + Yellow = Green
- ❖ Tertiary Colors: Mix of one primary and one secondary color

Technical: RGB

RGB Color Wheel



bluelobsterart.com

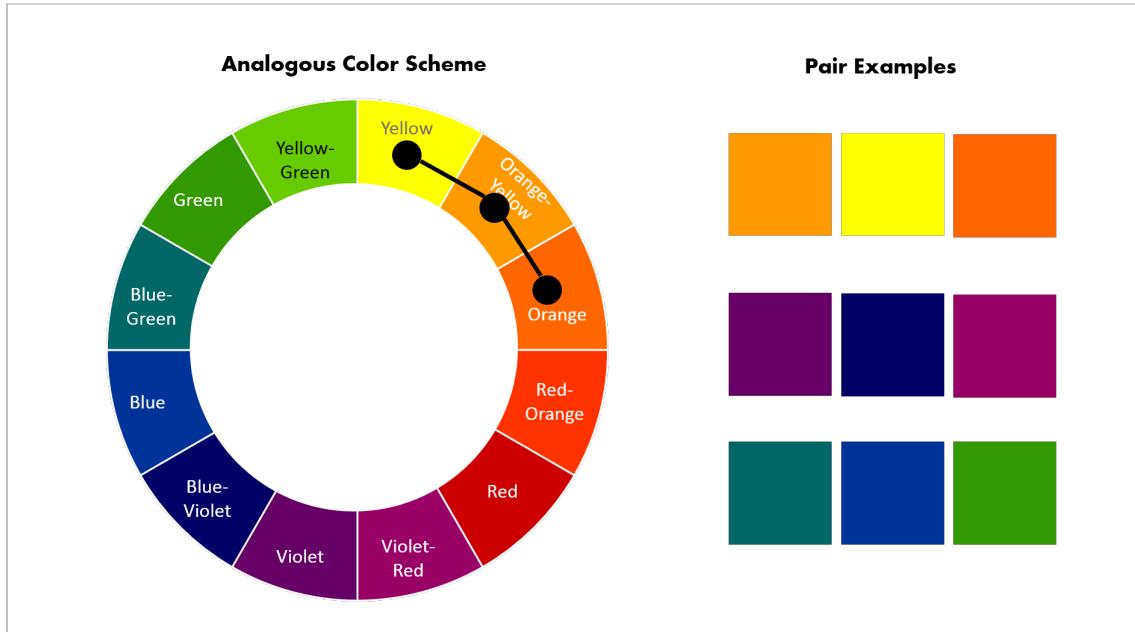
- ❖ Primary Colors: Red Green Blue (RGB)
- ❖ Secondary Colors: Cyan Magenta Yellow
- ❖ Tertiary Colors: Mix of one primary and one secondary color
- ❖ In Print Black cartridge is used with colored ink cartridge. Hence process to form colors is reversed:
CMYK: (Cyan, Magenta, Yellow, Black)
 $\text{Cyan} + \text{Magenta} = \text{Blue}$
 $\text{Magenta} + \text{Yellow} = \text{Red}$
 $\text{Cyan} + \text{Yellow} = \text{Green}$

Common Color Schemes:

- **Monochromatic:** Using different values (shades and tints) of a single color.

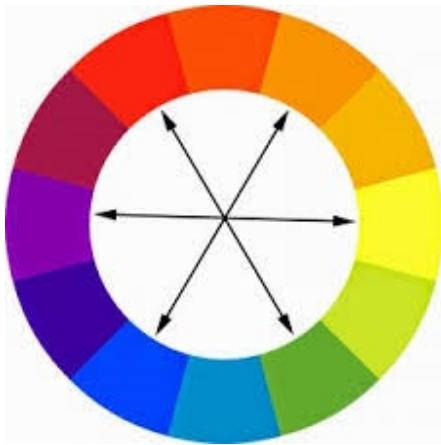
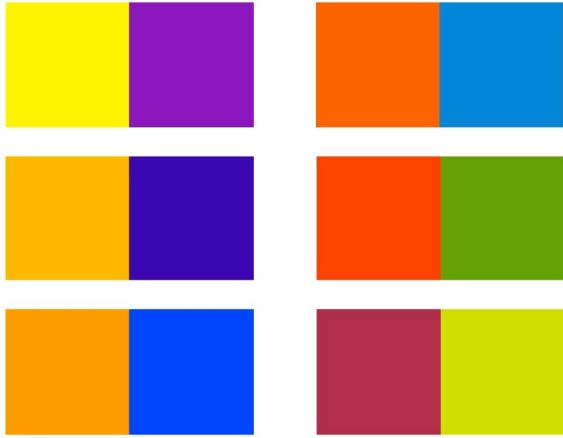


- **Analogues:** Combination of two or three colors which are right next to each other on the color wheel.



Combining analogous colors
can create an
interesting effect

- **Complementary:** Colors opposite to each other on the color wheel.

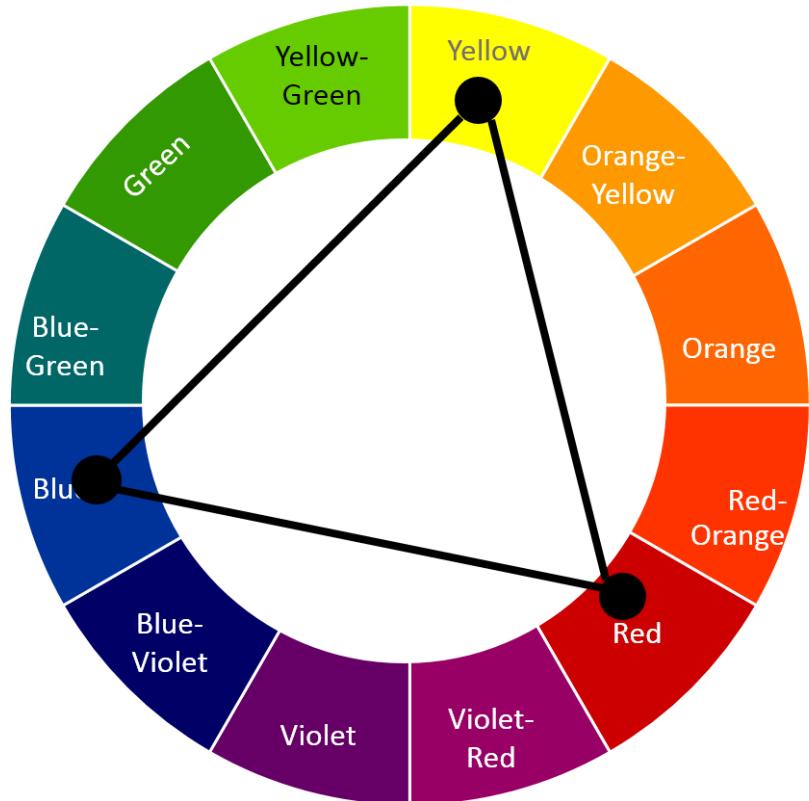


Best to use one color as the **main** and the other as the **accent**

Otherwise, complementary colors can hurt your eyes!

➤ **Triads:** Colors that are equidistant from each other on the color wheel.

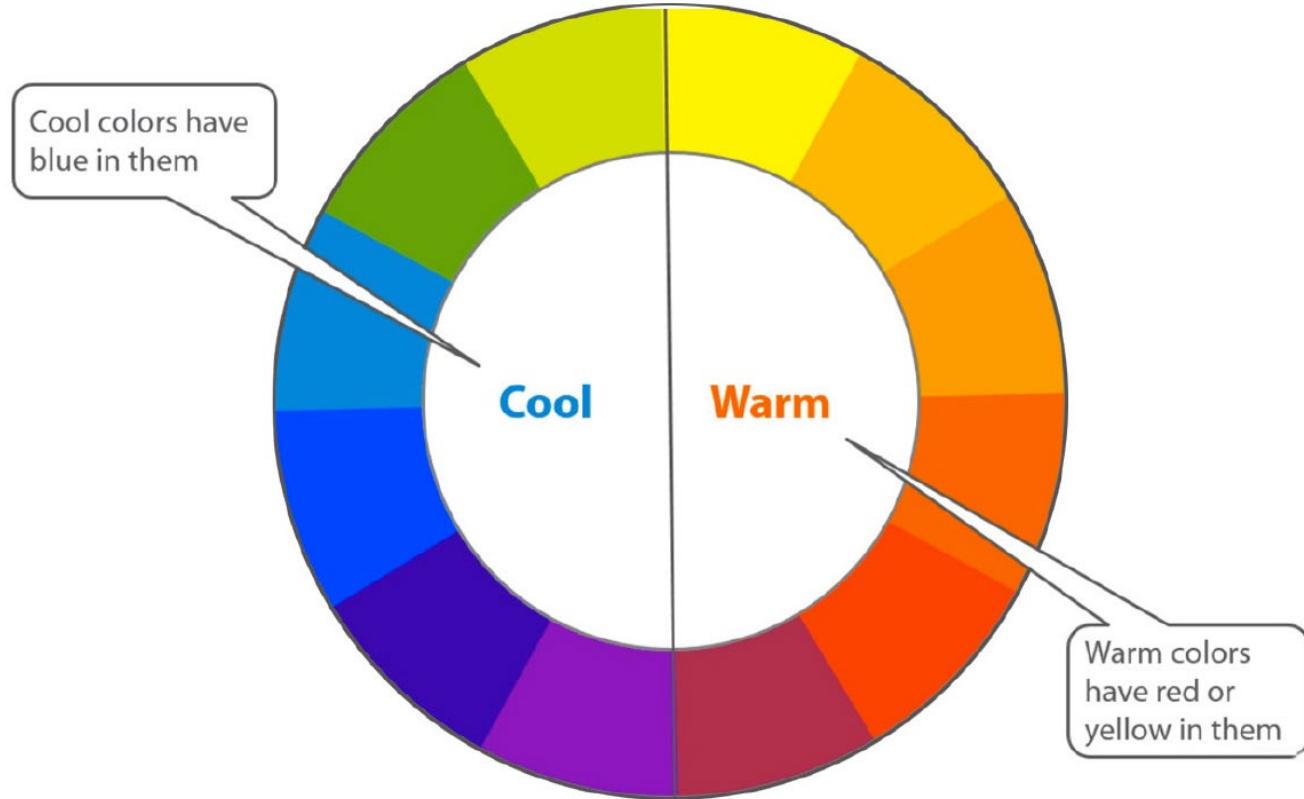
Triadic Color Scheme



Pair Examples



➤ **Warm and Cool:** Cool = blue, Warm = Red/Yellow



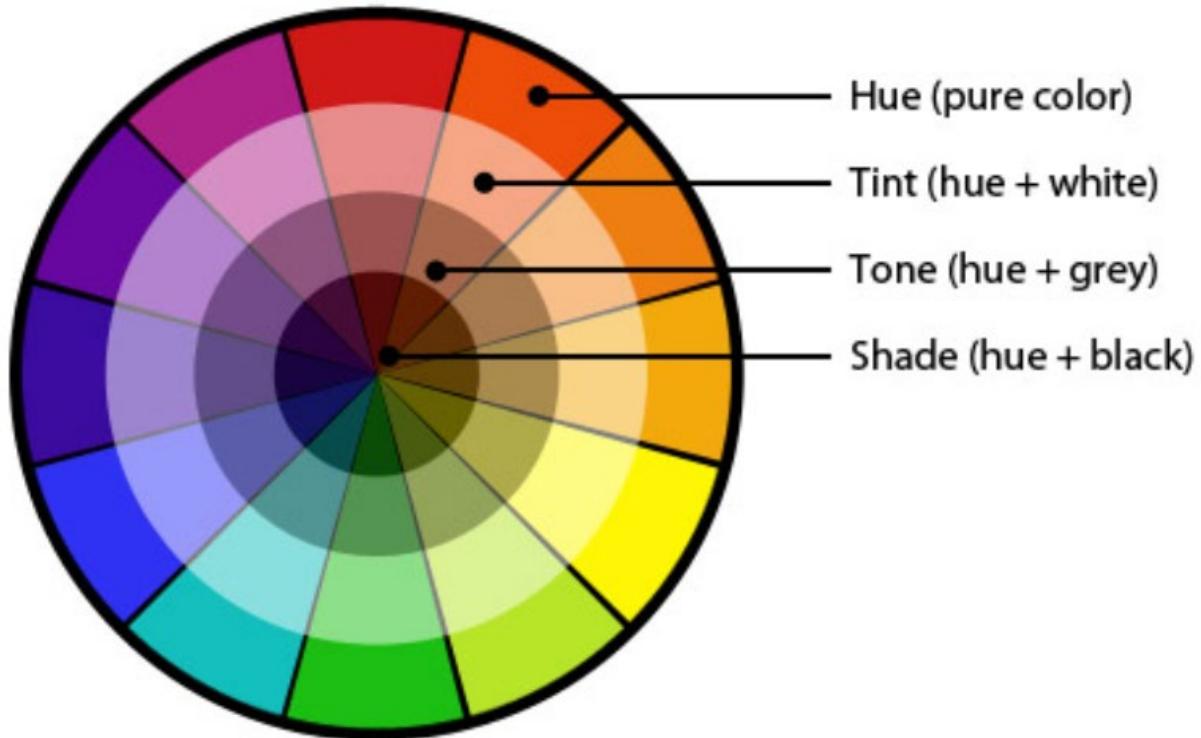
- **Neutral:** Colors that are not found on color wheel (Brown, gray, **pastel shades**)



Pastel colors are simply made by adding white to the primary/secondary (main) color to create a different color tint. In case of pastels, complementary colors tend to pair well together. Pastel colors mostly have calming, relaxing and yet uplifting and refreshing feel to it. In general they are soothing and easy to look at.

Hue, Tint, Tone, Shade?

- **Hue:** Pure color.
- **Tint:** Created by adding white to a color
- **Tone:** When grey is added to the color
- **Shade:** Created by adding black to a color



Color meanings:

Color can have strong impact on emotion and mood. Always do **user testing** on your designs as color may not have the same impact universally. Commonly related moods and emotion to different colors:



RED

MEANS:
passionate
active
EXCITING
bold energy
youthful
physical
PIONEERING
leader willpower
confidence
ambition
POWER

BRANDS:



PINK

MEANS:
love calm
respect
WARMTH
longterm
feminine
intuitive care
assertive
sensitive
NURTURE
possibilities
UNCONDITIONAL

BRANDS:



PURPLE

MEANS:
DEEP
creativity
unconventional
original
stimulation
individual
WEALTHmodesty
compassion
DISTINGUISHED
respectable
fantasy

BRANDS:



NAVY

MEANS:
trust order
LOYALTY
sincere
authority
communication
confidence
PEACE
control
responsible
success
CALM masculine

BRANDS:



GREEN

MEANS:
BALANCE
growth
restore
sanctuary
EQUILIBRIUM
positivityNATURE
generous
clarity
prosperity
good judgement
safety
stable

BRANDS:



BLUE

MEANS:
spirit
perspective
CONTENT
control
rescue
determination
self-sufficient
modern goals
aware purpose
OPEN
ambition

BRANDS:



ORANGE

MEANS:
INSTINCT
WARMTH
gut reaction
optimistic
spontaneity
extrovert
social NEW IDEAS
FREEDOM
impulse
motivation

BRANDS:



Summarizing Color:

A complex topic

The color wheel will
take you far

Use and combine
colors purposefully

Colors are powerful

Color Should be used Conservatively

Limit the number of
colors used (5 or less)

Don't rely solely on
color

Remember some
people are color blind

Typography

Typography is what language looks like.
-Ellen Lupton

Categories of type:

Serif

Sans serif

Script

DECORATIVE

Serif

Originated from the Dutch word
“schreef”, it means pen stroke/line

Common serif
fonts

Adobe Garamond

Bodoni MT

Rockwell

Times New Roman

Characteristics of Serif Fonts:

Classic

Traditional

Embellished

“Sans” is French for
“without”
(without strokes)



sans
serif

Common sans serif fonts

Franklin Gothic
Helvetica
Tahoma
Verdana

Characteristics of Sans Serif Fonts:

Modern

Minimalist

Clean

Script

Common
scripts fonts

Comic Sans MS

Freestyle Script

Lucinda Calligraphy

Segoe Script

Characteristics of Script Fonts:

handwritten

Calligraphic

Fancy

DECORATIVE

Common
Decorative fonts

ALGERIAN

Broadway

Curlz MT

ROSEWOOD STD REGULAR

Characteristics of Decorative Fonts:

Fun

Unique

Expressive

Recommendations for Use

Serif

- Printed materials
 - High resolution of print makes it very readable
- Headings
- Font sizes of 12 or more
- Risks looking amateurish on the web
- Not the most liked by users

Sans serif

- Web
 - Readable even on low-resolution screens
- Any font size, including small
- Professional, clean look
- Widely liked by all ages

Script

- On the web, use in very limited amounts, if at all
- Not recommended for serious websites
- Can hinder legibility

DECORATIVE

- Also use in small doses for a “pop” effect
- Not recommended for serious websites
- Can hinder legibility

Web-Safe Fonts

Font	Family	Comments
Arial	Sans serif	Well liked, but getting old. Use at size 10 or higher.
Comic Sans MS	Sans serif	Fun, informal. Use sparingly. Can be hard to read.
Courier New	Monospace	Commonly used to show code. All characters same horizontal size.
Georgia	Serif	Best serif for web use.
Impact	Sans serif	Good for headings and contrast.
Lucida Sans	Sans serif	Very legible.
Palatino Linotype	Serif	Good for print and online. More liked than Times New Roman.
Tahoma	Sans serif	Legible and readable.
Times New Roman	Serif	Not well liked. Best reserved for print.
Trebuchet MS	Sans serif	Modern, legible, readable.
Verdana	Sans serif	Very readable online and very well liked. Can be used at small sizes.

Combining Fonts:

When using more than one type of font, contrast is key. As a general rule, use fonts from different categories to achieve contrast.

Case in point. What happens
when you read the words "The
same applies..? Mistake?
Intentional?

As we discussed in Module 5 (Contrast), you should be bold when deciding to contrast elements, including size, color, lines and spacing. The same applies to contrasting font families. If they're not distinctly and dramatically different, they just look like a mistake.

Let's add more contrast with size, weight and color.

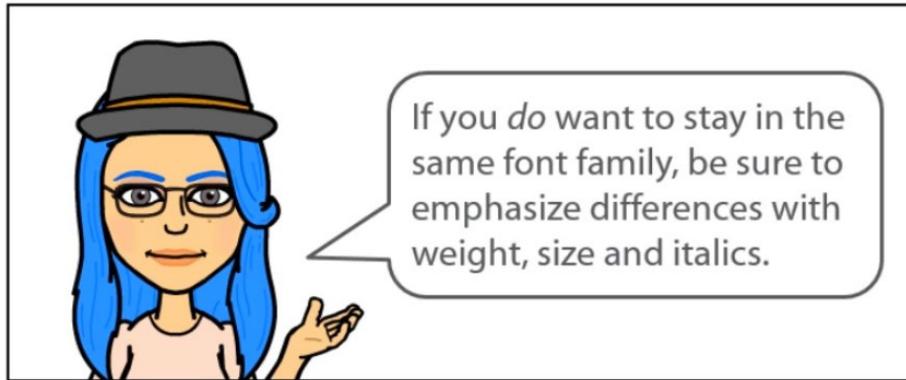
For the body of the para: Serif type is used (Minion pro)

Some Heading

 Lorem ipsum dolor sit amet, ne
 commodo intellegat sit. Ne quo melius
 prodesset, eum feugait accumsan
 iracundia eu, id nec altera theophrastus.
 Per melius dissentias neglegentur ea, sea
 odio semper lucilius te. Ea mazim dictas
 usu, mazim civibus accusamus in pro, eu
 sit nullam integre phaedrum. Est paulo
 commodo elaboraret cu, semper labores
 no ius, natum propriae et eum.

Color! Size! Script font!

I feel so *Fancy!*



Segoe UI Black

Tech Town Marathon

Segoe UI

Runner Registration

Segoe UI Light

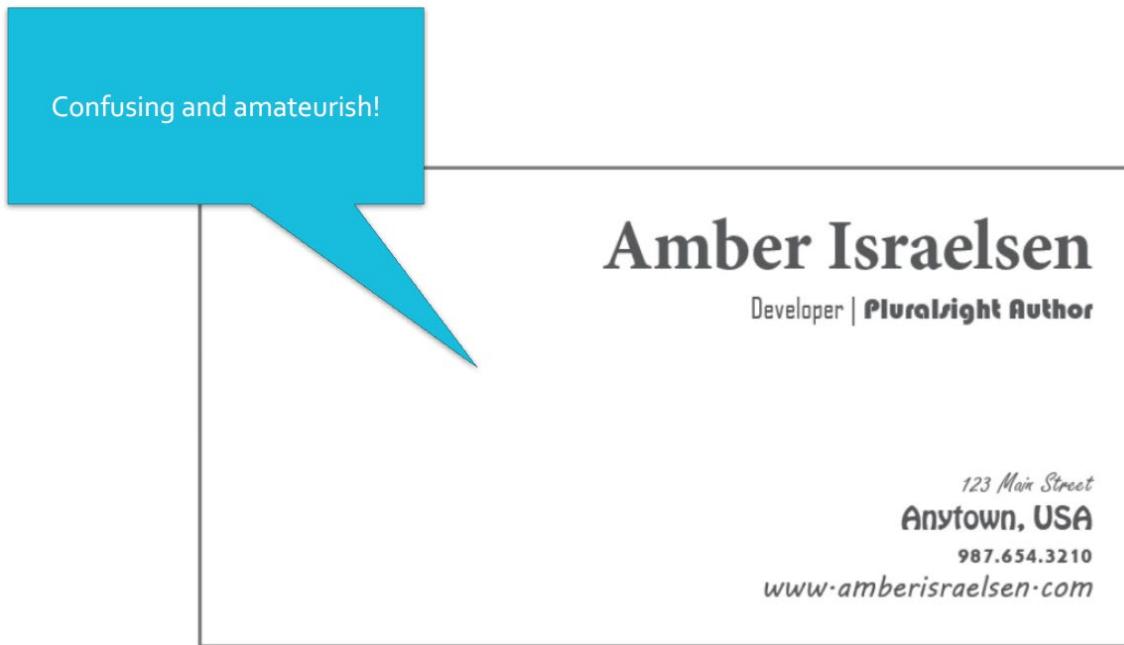
First Name: _____ Last Name: _____

Street Address: _____ City: _____

State: _____ ZIP Code: _____

General Guidelines for typography:

- ✓ **Communication and clarity are most important:** If users can't read and understand then even the most beautiful design in the world becomes useless
- ✓ **Keep contrast high:** High contrast = Easy readability
- ✓ **Limit the number of fonts and be consistent:**



- ✓ **For the web, use web-safe fonts:** If you don't have control over what users will see.
- ✓ **Use size 10 or larger:** User shouldn't feel they are getting eye exam. User shouldn't feel they are getting eye exam.

✓ **Use size ALL CAPS sparingly:**

READING THIS PARAGRAPH OF ALL CAPS WILL TAKE YOU 10% LONGER THAN IF IT WAS IN UPPER AND LOWERCASE. THIS IS BECAUSE THE SHAPES OF ALL THE WORDS ARE THE SAME, SO WE HAVE TO READ IT LETTER BY LETTER, RATHER THAN WORD BY WORD.

easy

EASY

If we created another paragraph in upper and lowercase, it should be noticeably easier and faster to read. This is because your brain notices the different shapes and contrasts, and you're able to read word by word.

difficult

DIFFICULT

✓ **Design for Copy-Paste:** How many times you try to copy text, only to find out it was an image or in Flash.

Examples:



Summarizing Typography:

Serifs and sans are usually the two choices

When combining, be intentional

Use web-safe fonts for the web

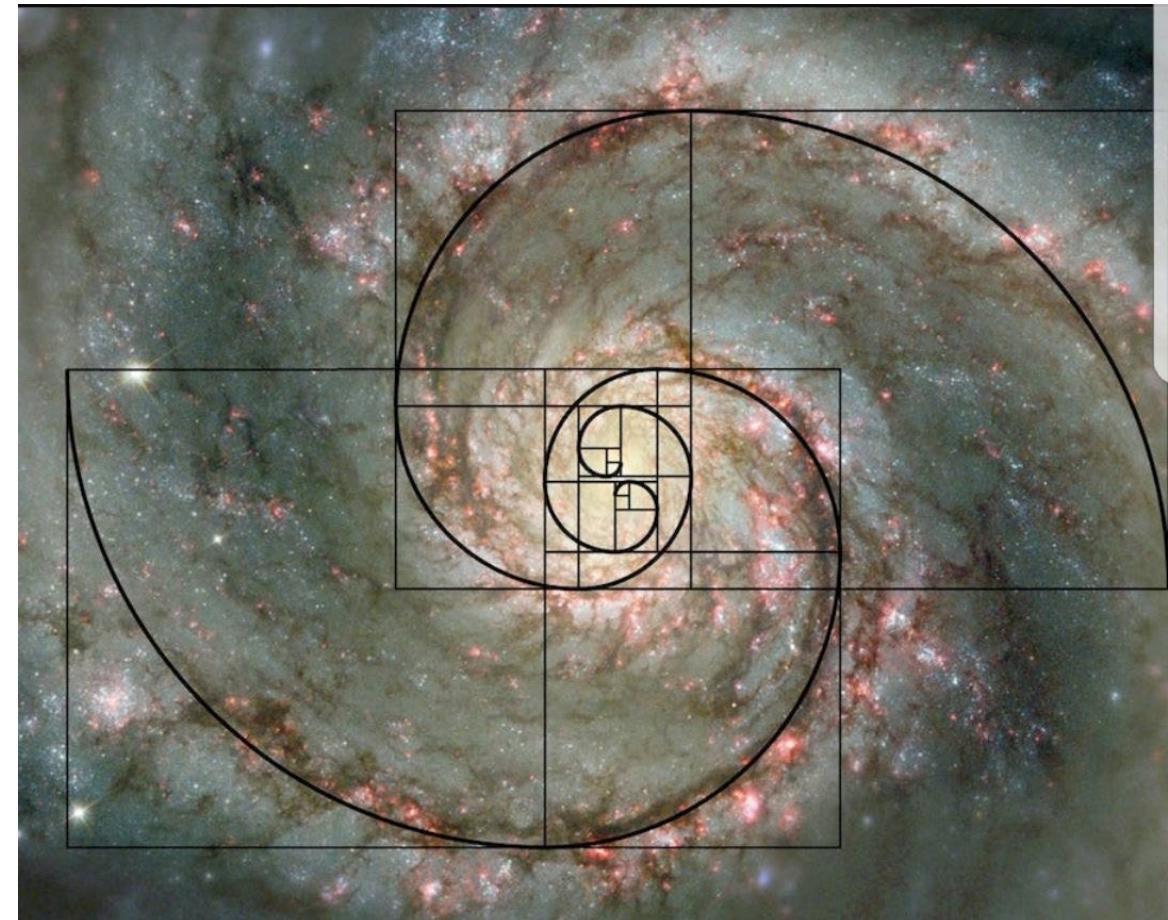
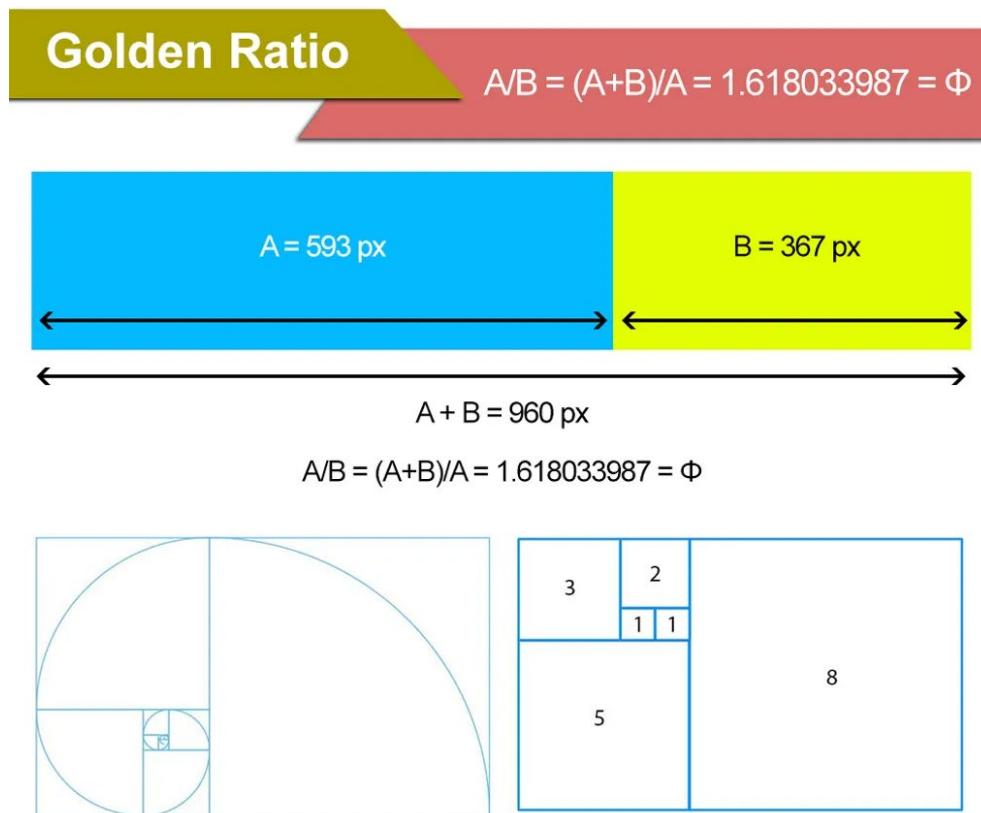
Stick to the guidelines

Visibility

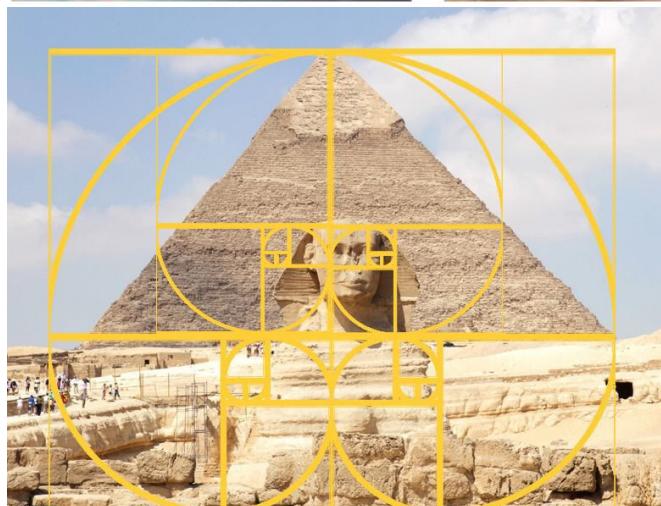
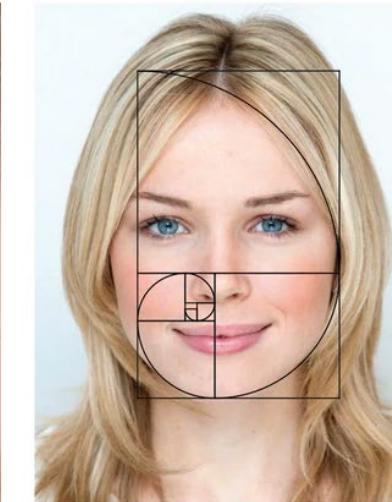
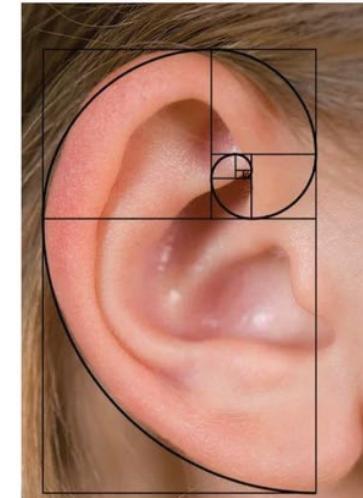
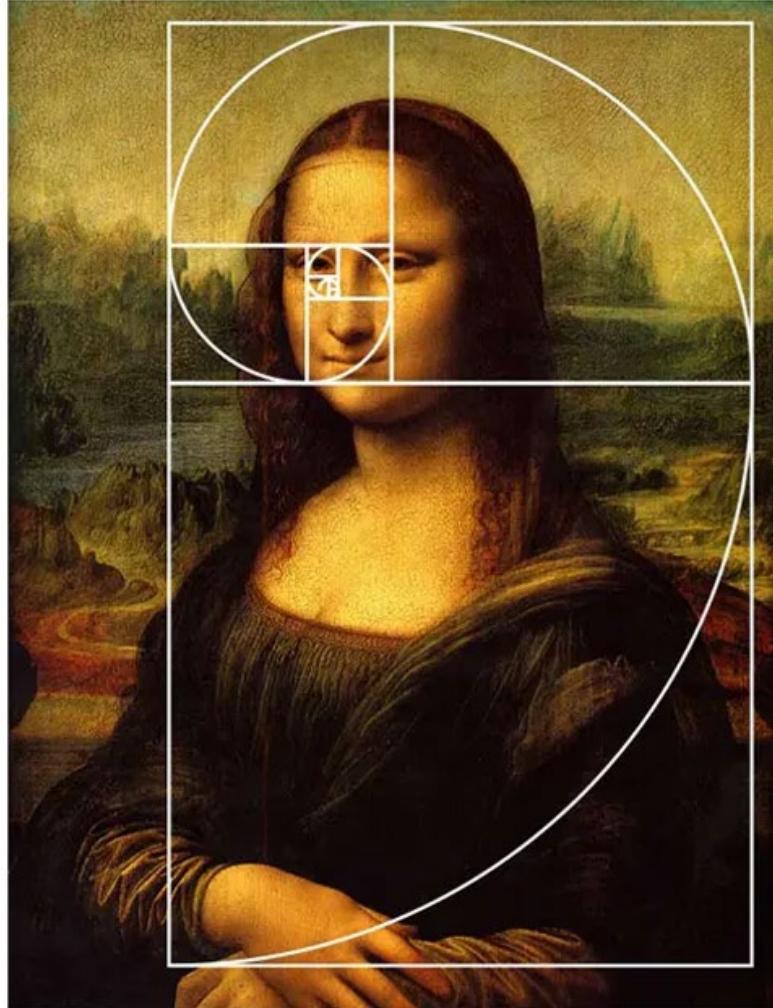
Principle of Visibility:

To attract attention of the users and eliminate uncertainty by quickly giving them the right visual cues. To achieve this we can use some of the timeless rules/principles such as:

- **The Golden Ratio:** For centuries, it has been thought that art, architecture and nature are more appealing to the eye when the proportions of designs and structures are based on the golden ratio (1.618).



The Golden Ratio has been used throughout history to create visually appealing designs.



The ratio is based on the relationship between consecutive numbers in the Fibonacci sequence. Each number in the Fibonacci sequence is simply the sum of the two numbers before it. It begins with 1, 1 (i.e., $1 + \text{the unseen } 0 = 1$), and the first 10 members of the sequence are 1, 1, 2, 3, 5, 8, 13, 21, 34, 55. It continues infinitely.

Think of a rectangle, with a short side of length 1. To calculate the most aesthetically pleasing rectangle, you simply multiply the length of the short side by the golden ratio approximation of 1.618. So, the long side, in this instance, would have a length of 1.618.

You can also form a spiral using side lengths based on the decreasing order of the Fibonacci sequence. So, if we take a length 55 as our starting point, we can make our spiral by drawing it inwards so that when it passes that starting point, the new length is 34. We continue working inwards with lengths of 21, 13, 8, 5, etc. until we get to the middle (length = 1).

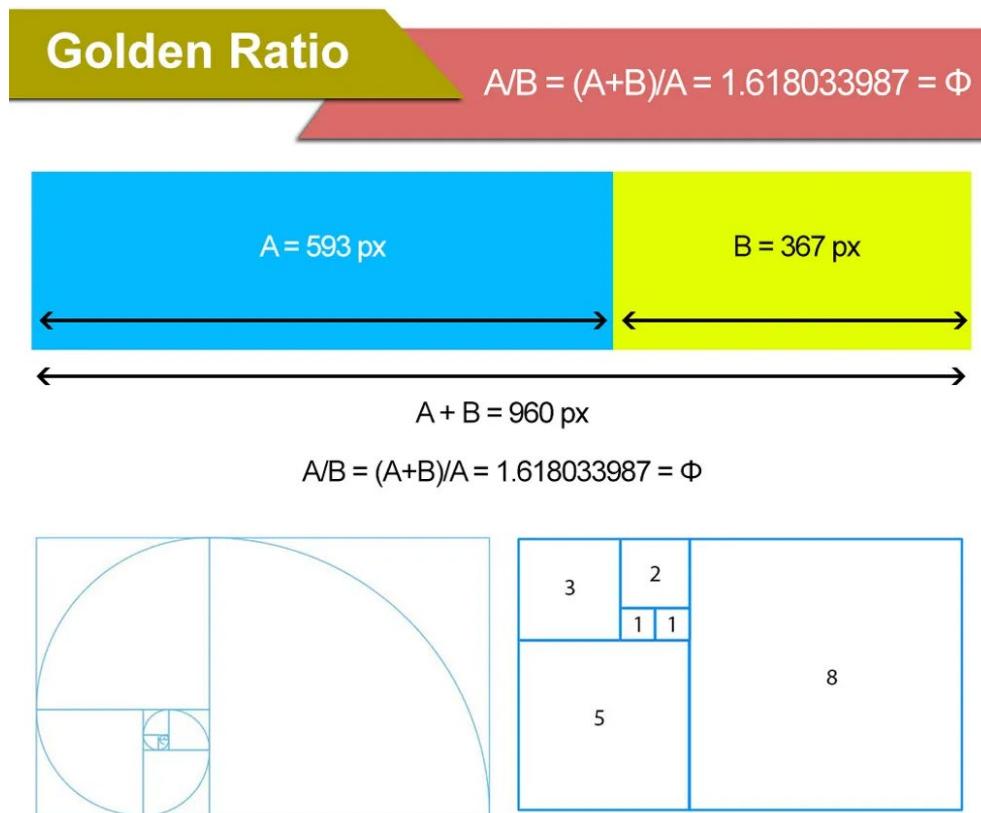


Golden Ratio in Web and App design: In the below example, the ratio between the content area and sidebar is equal to *Phi* (1.618).

Total width of fixed layout = 960px.

$960/1.618$ (golden ratio) = 593px (Content area).

Remaining $960 - 593 = 367$ px will be the sidebar.



To further divide the sidebar area to get smaller area we can continue the division by golden ratio:

- $367/1.618 = 227$ px
 $367-227 = 140$ px
- $140/1.618 = 87$ px
 $140-87 = 53$ px
- $53/1.618 = 33$ px
 $53-33 = 20$ px
- $20/1.618 = 12$ px
 $20-12 = 8$ px
- $8/1.618 = 5$ px
 $8-5 = 3$ px

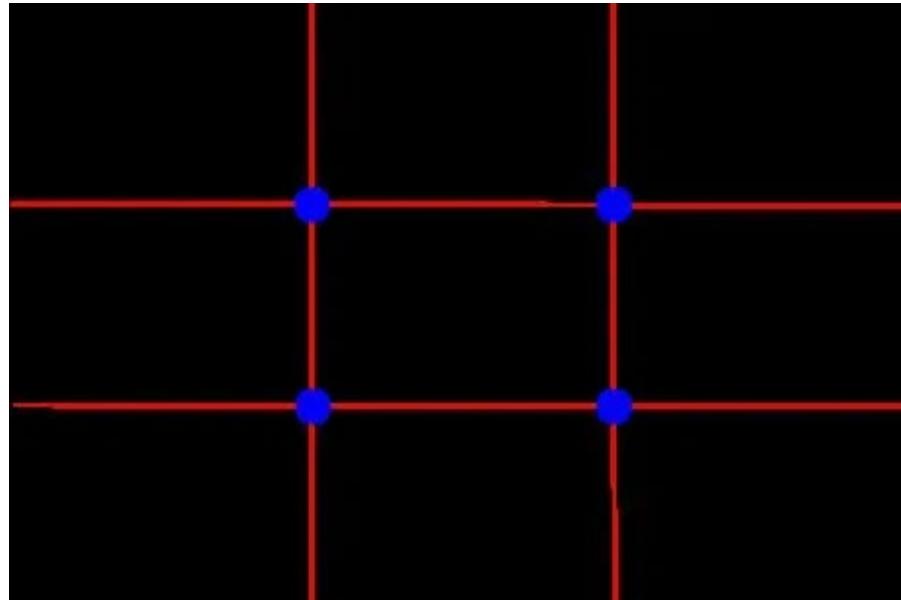


Fibonacci Sequence...
8, 5, 3, 2, 1, 1

As this is a ratio it is flexible. You can easily apply it by specifying that the longer area is 1.618 times longer than the shorter one. Ratio between length and breadth should be of 1.618

Most common Aspect Ratio used for screens is **16:9** which is approx. 1.7 (close to golden ratio)

- **Rule of Thirds:** Divide the grid equally into thirds, both horizontally and vertically. This makes a grid of 9 equal boxes. If total width is 36cm, make division at 12cm and 24cm. If height is 24cm, make division at 8cm and 16cm.

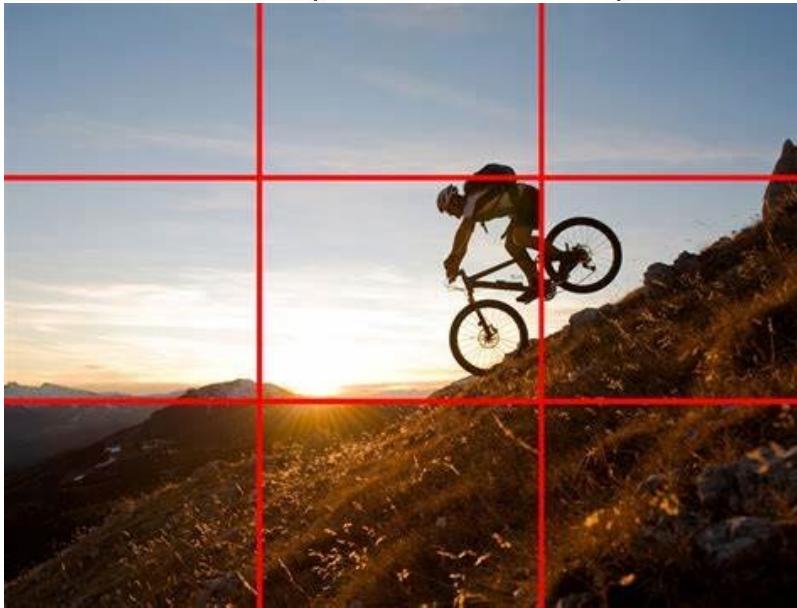
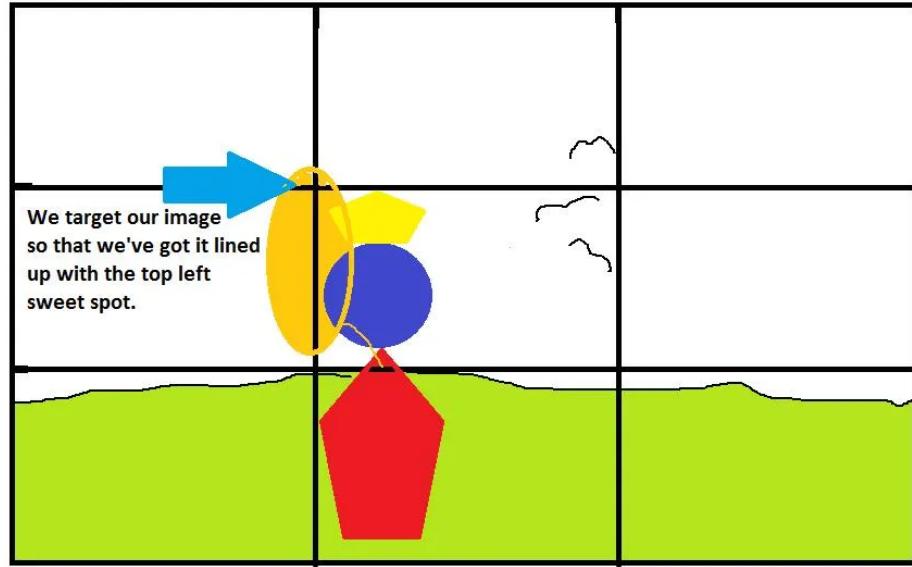


The most important part of the grid is where the lines cross. These are **focal points** (or “**sweet spots**”, as those in the industry call them).

In a photograph, you might want a person’s eyes or smile on such a point to help tell the story of the image. You have four sweet spots to use.

Look at the work of famous photographers – the subject of a photo is rarely centered, because photographers will incorporate the rule of thirds when framing their shots (many cameras will offer the grid overlay in the view finder or on live view so that photographers can compose their shots with this rule in mind).

In web and app design, we can place the call to action or a key element on a sweet spot.

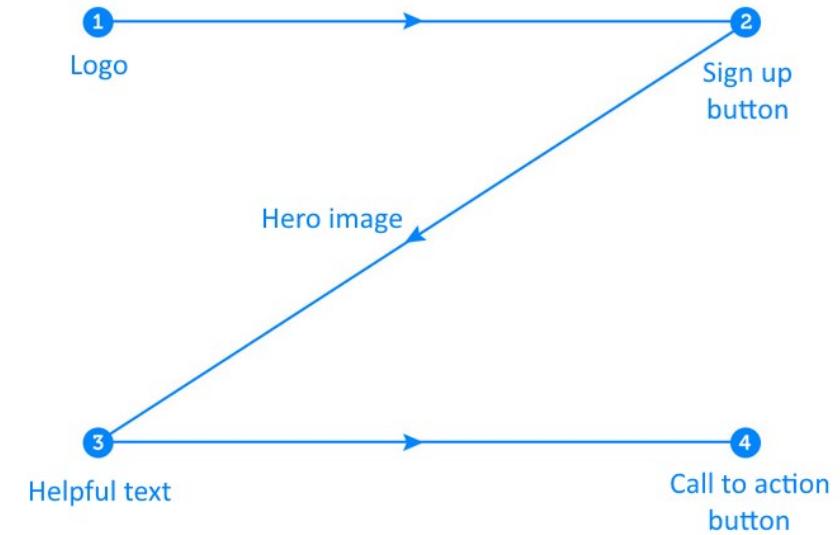
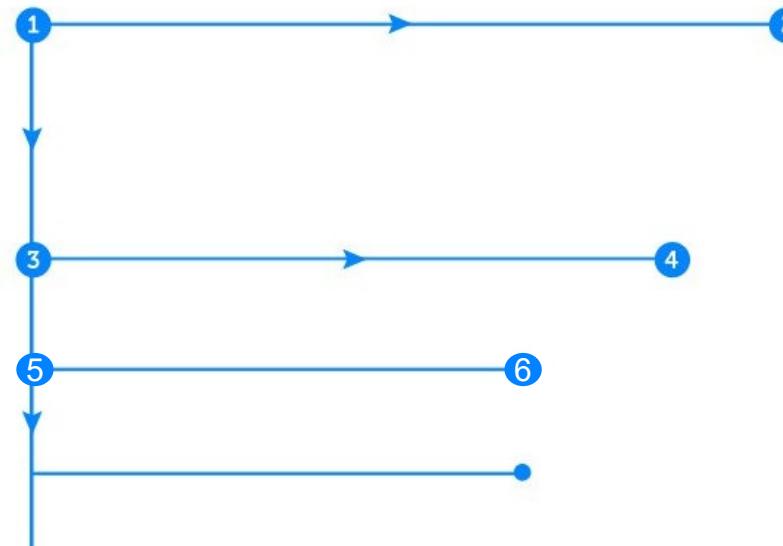


As web designers, we can also use the Rule of Thirds by aiming to put the most important content on any given page in the top third. we're dealing with pages that scroll. On many modern devices, the whole web page may not fit on the screen. Therefore, by placing content "above the fold", we are applying the Rule of Thirds. In nearly all languages, we read from the top to bottom of the page hence this fits the visual hierarchy as well. Out of the 4 sweet spot, most users' attention will be drawn to the top-left (41%) and then drop to the bottom-left (25%), after that top-right (20%) and lastly bottom-right (14%).

According to this, we can notice that most users tend to read in style that's comparable to letter "F".

Other style to read content, that users may prefer would be comparable to letter "Z".

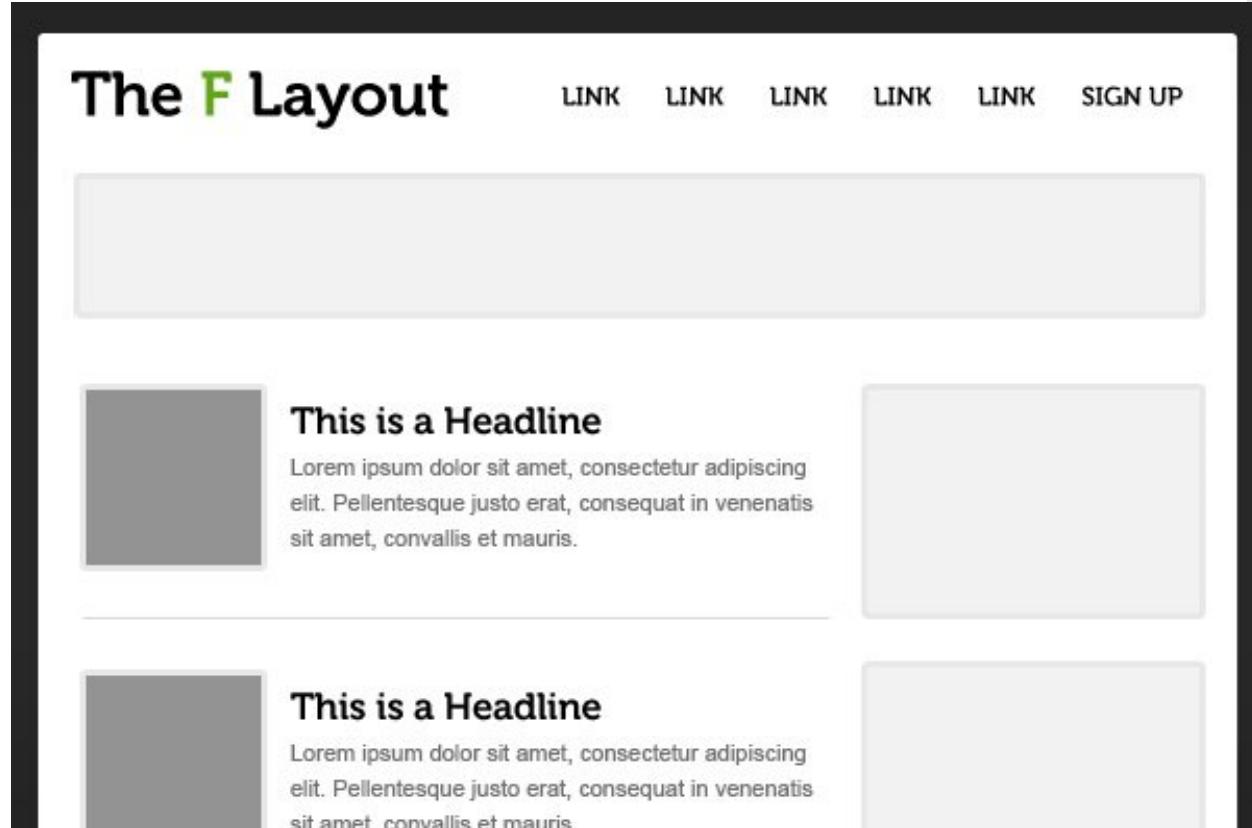
In either case least emphasis is given to the bottom-right spot.



Website Layouts:



The screenshot shows the homepage of CallFire's website. At the top, there's a dark header bar with the CallFire logo, a phone icon, "Call Us! (877) 897-FIRE", and a "Log in" button. Below the header is a large blue banner featuring a woman in a business suit holding a smartphone. The text "CallFire Small Business Marketing Software" is prominently displayed. To the left of the banner is a list titled "Why CallFire?" with six bullet points: "SMS Texting for Collections, Reminders & Promos", "Voice Broadcast to Reach Customers Fast", "Track Mktg ROI with Local & Toll Free Tracking #s", "Easy, Affordable Marketing Tools", "Fast Setup. No Contracts. Free Trial!", and "Privacy Policy". To the right of the banner is a "Sign Up Now!" form with fields for "Your email address", "Password", and "Confirm Password", followed by a "Try it For Free!" button. Below the banner, the text "See How CallFire Can Help Your Business" is centered. A video player window is shown with the text "Mobile Marketing and Advertising Software | CallFire.com". To the right of the video are three steps: "STEP1 Upload your contact list", "STEP2 Create your campaign", and "STEP3 Track the results".



The screenshot shows a template for "The F Layout". At the top, the title "The F Layout" is displayed in a large, bold font. To the right of the title are several "LINK" buttons and a "SIGN UP" button. Below the title is a large, light gray rectangular area. In the center of the page, there are two sections, each consisting of a gray square icon and a headline followed by a paragraph of placeholder text. The first section has the headline "This is a Headline" and the text "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque justo erat, consequat in venenatis sit amet, convallis et mauris." The second section also has the headline "This is a Headline" and the same text below it.

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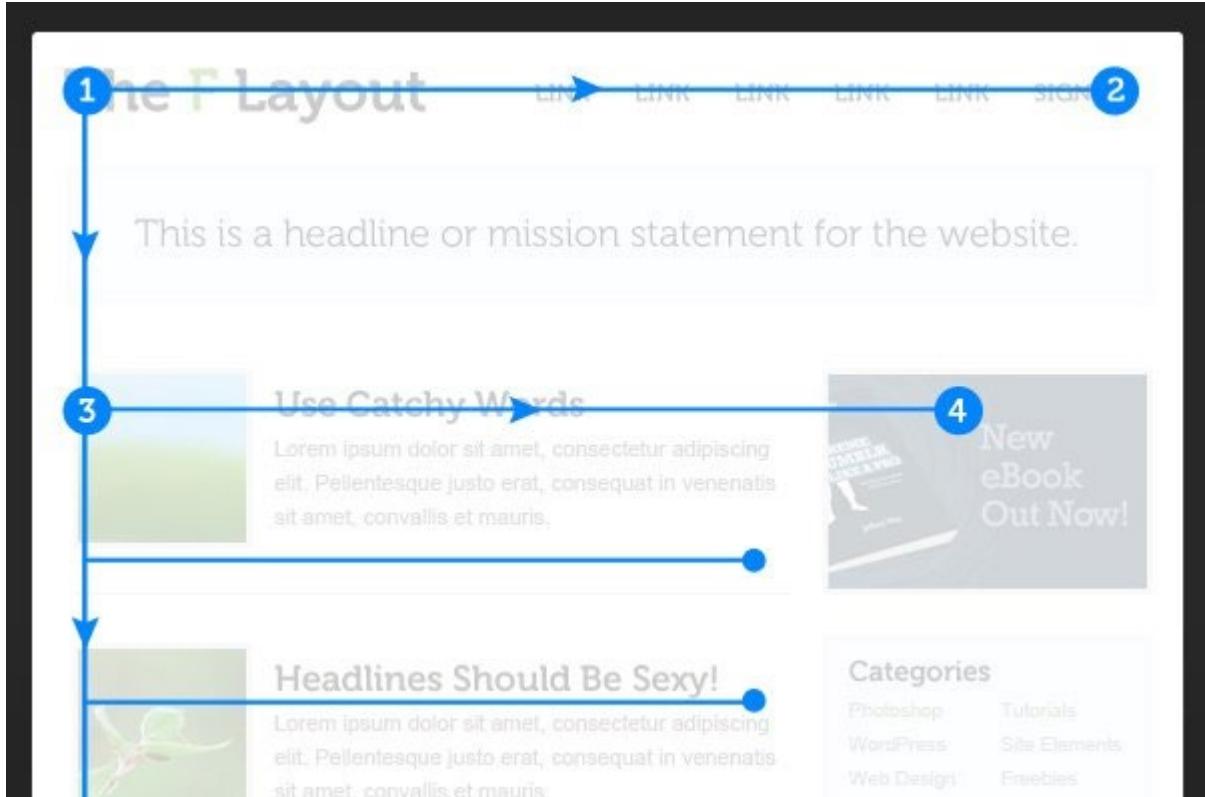
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