

Visual Design

1. Create visual hierarchy to guide users' attention and prioritize important information. Use contrast and balance to create visually pleasing compositions.
2. Design for readability, considering factors such as font size, line spacing & contrast.
3. Use imagery and graphics effectively to enhance the user experience and communicate messages.
4. Ensure consistency in visual elements throughout the interface to create a unified and coherent (clear) design.
5. Considering the principles of color, typography, layout, and imagery.

Visual Design Elements: key elements of visual design includes color, typography, and layout. Each element has its own characteristics and principles that can significantly influence the overall user experience.

Color: explore color theory, color psychology & the use of color to communicate meaning and evoke emotions. Select appropriate color palettes and create harmonious combinations.

Typography: understand the importance of typography in visual design. Learn about font selection, font pairing, hierarchy, and legibility to effectively convey information and enhance readability.

Layout: the principles of layout design includes grids, alignment and visual flow. Learn how to create balanced and visually pleasing compositions by organizing elements within the layout.

Visual Hierarchy: visual hierarchy has important role in guiding users' attention and understanding. Learn techniques to establish a clear visual hierarchy, such as using size, contrast, and positioning. By creating a hierarchy, designers can prioritize important elements and guide users through the interface.

Contrast and Visual Balance: learn about the use of contrast to create emphasis and differentiate elements. Understand how contrast affects readability, visibility, and the

overall visual appeal of a design. Additionally, explore the concept of “visual balance” and “how to distribute elements evenly within a design”.

Designing for Accessibility: learn about considerations such as color contrast, font size & readability for users with visual impairments or other accessibility needs. Designing with accessibility in mind ensures that the design is usable & inclusive for all users.

Tasks (with report):

1. Design Exercise: Visual Hierarchy

Students will be given a webpage or app screen design with various elements. Their task is to create a visual hierarchy by using size, contrast, and positioning to guide users' attention to the most important elements.

Report: Students will present their designs and explain the reasoning behind their visual hierarchy choices.

2. Color Scheme Exploration

Students will experiment with different color schemes (e.g., monochromatic, complementary, analogous) for a given design. They will evaluate the visual impact and emotional response evoked by each color scheme.

Report: Students will present their findings and discuss the effectiveness of different color schemes for specific design contexts.

3. Typography and Readability Analysis

Students will analyze the readability and legibility (clear and understandable) of different typography choices in a provided design. They will assess the effectiveness of font selection, font pairing, hierarchy, and other typography elements.

Report: Students will present their analysis and provide recommendations for improving the typography in the design.

4. Layout Design Critique

Students will review and critique a provided design layout in terms of grid usage, alignment, visual flow, and overall composition. They will identify strengths and areas for improvement in the layout.

LAB 5: Visual Design

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Report: Students will provide constructive feedback and suggest modifications to enhance the visual appeal and user experience of the design.

5. Accessibility Evaluation

Students will assess a design for its accessibility considerations, such as color contrast, font size, and readability. They will identify any potential accessibility barriers and propose solutions to improve accessibility.

Report: Students will present their evaluation findings and discuss the importance of designing for inclusivity.

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