

# UI & UX Design

SWE4834

## Elements of Visual Design

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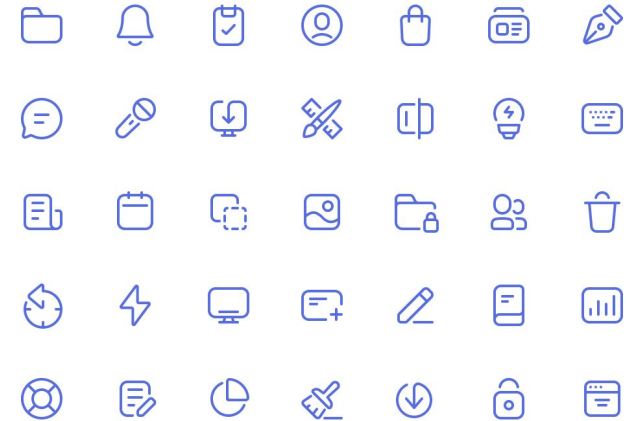
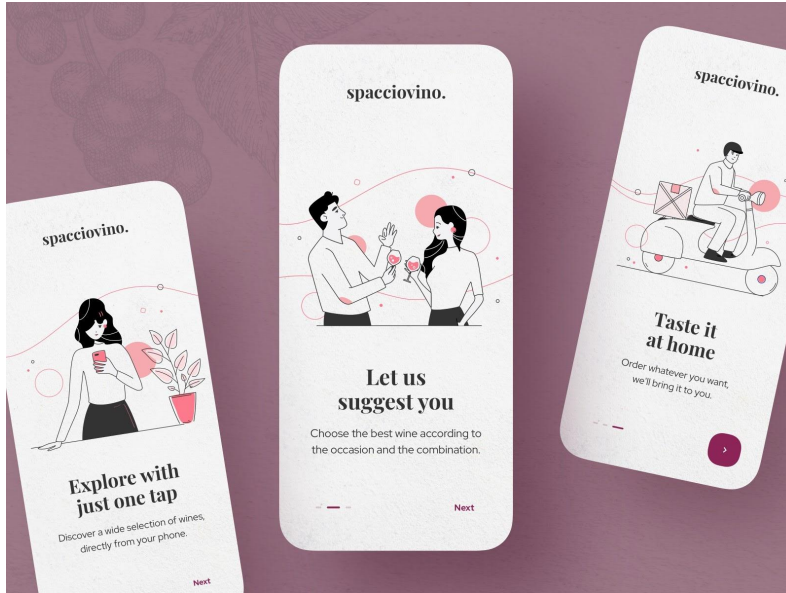
<https://www.interaction-design.org/literature/topics/visual-hierarchy>

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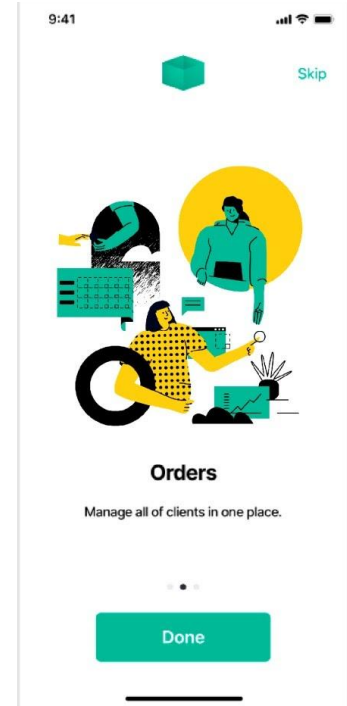
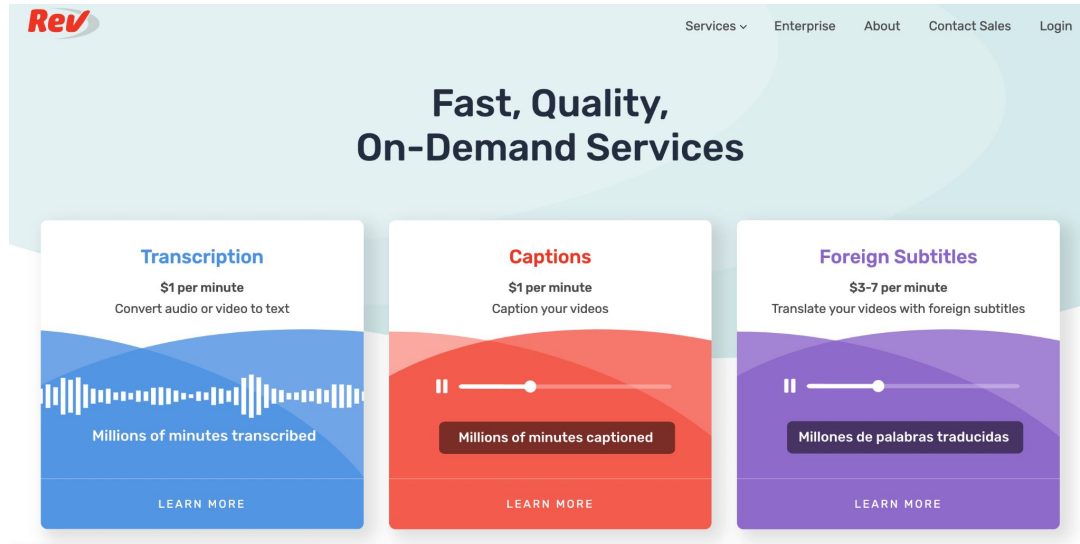
Visual design elements are the building blocks of visual design. Common elements include

- Line
- Shape
- Form
- Color
- Value
- Texture
- Space
- Typography
- Iconography

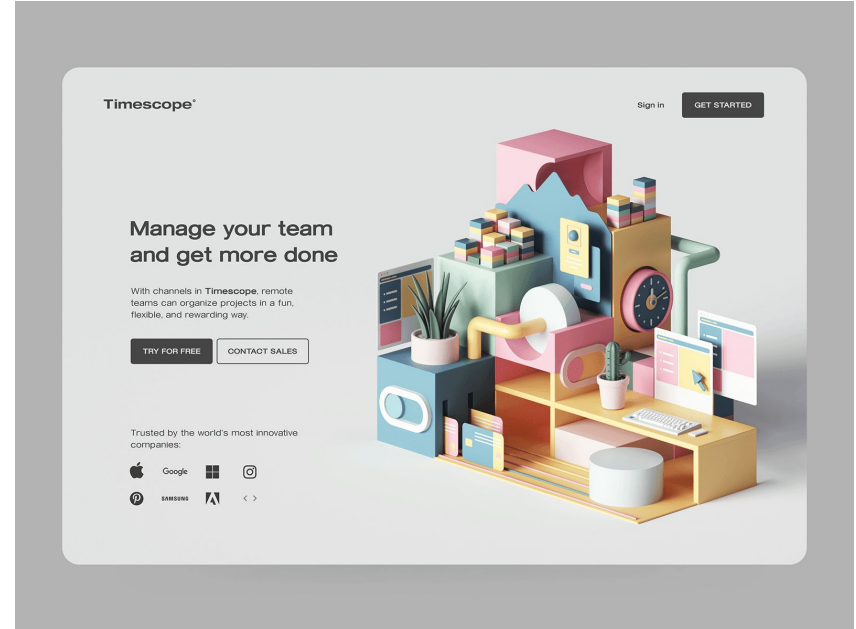
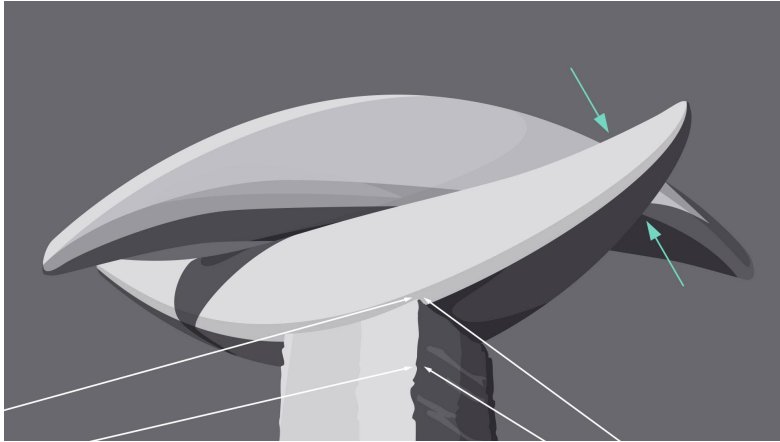
**Line:** To divide pages, make shapes, or create textures. By adjusting a line's properties (such as style, color, and weight) different effects can be achieved.



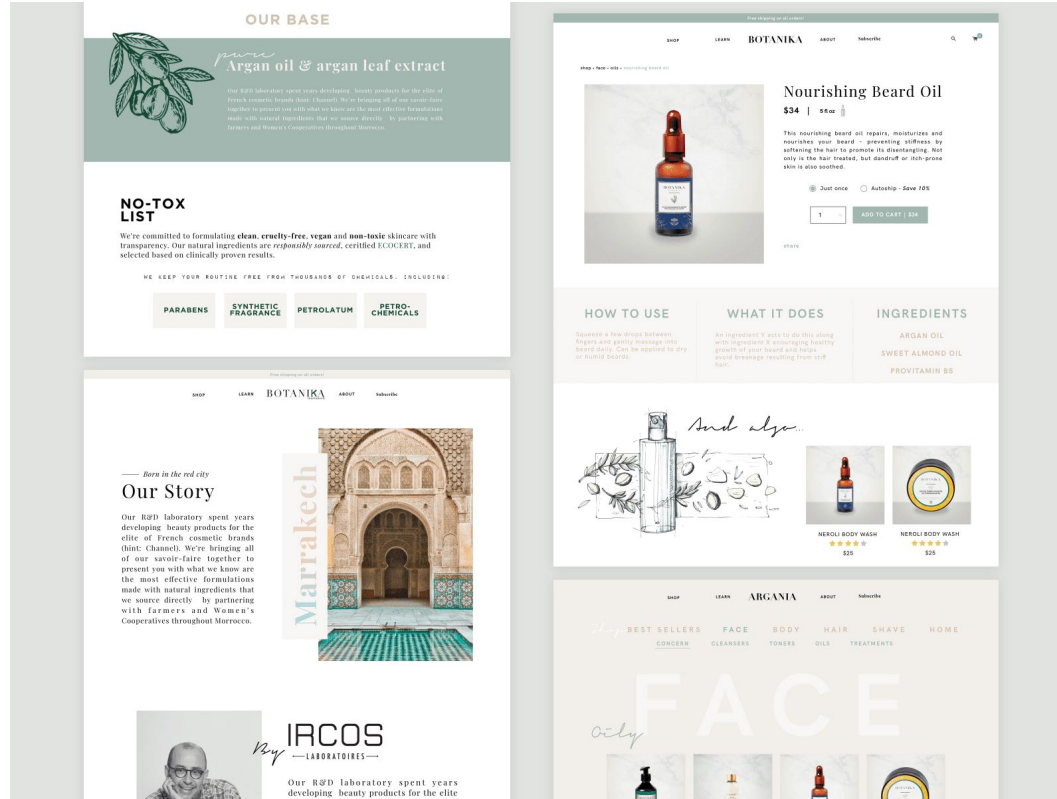
**Shape:** To create **UI components** (such as buttons, modals, and text inputs). Shapes can create **sections** on a page or draw attention to a specific area.



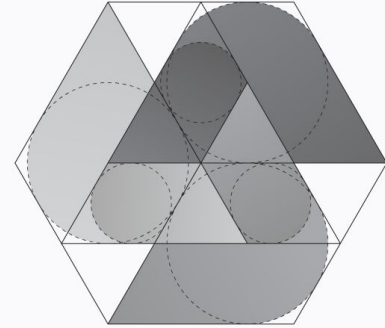
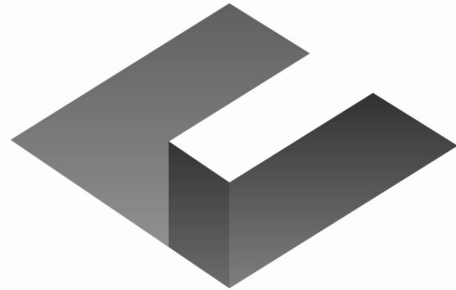
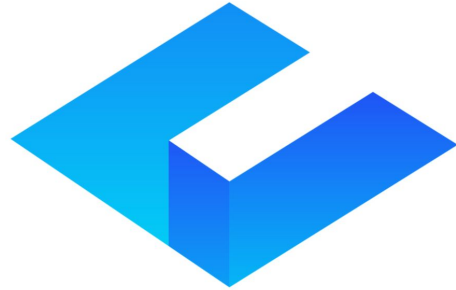
**Volume/Form:** The three dimensional effect on a two-dimensional screen. **Form** creates the illusion that the object has mass.



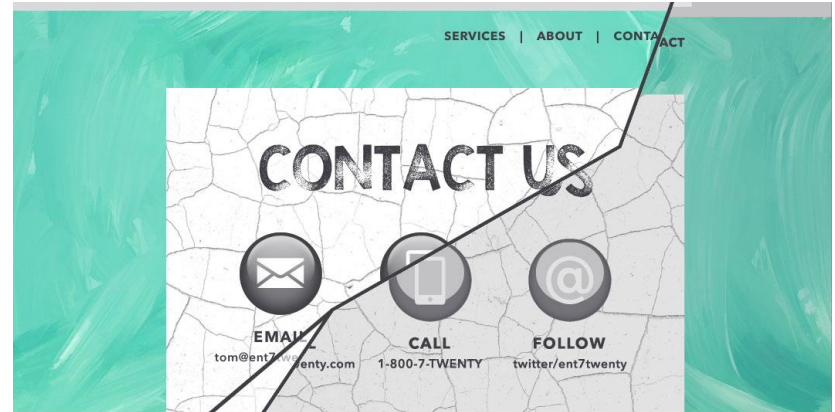
**Color:** Define a product's aesthetic and create organized designs. Color can be applied to establish patterns and make elements stand out.



**Value:** Describes the **lightness or darkness** of a color. Even a design consists of one color, can convey a **sense of depth and contrast** using varied values.



**Texture:** Defines the surface of an object. By creating patterns with lines, shapes, or colors, a wide variety of textures can be simulated.





Space/Negative space: The blank area that surrounds objects like images, text, and buttons. Designing with sufficient and consistent spacing keeps the design scannable and organized.



**Typography:** Typography is the style or appearance of text. Alternatively, arranging type to make written language readable, appealing, and legible when displayed.

Three steps to find the perfect typography for design-

- Selecting a type classification
- Picking a typeface
- Choosing a font

## Selecting a type classification

The word "Serif" is written in a dark blue serif font on a teal background. A small green bow tie is positioned below the letter 'f'.

Because of their classic look, they're a good choice for more traditional projects. They're also common in print publications, like magazines and newspapers.

The word "Sans" is written in a dark blue sans-serif font on a yellow background. A small red hat is positioned above the letter 'S'. Below the word, the phrase "Without serif" is written in a cursive script.

This style is considered more clean and modern than serif fonts. It tends to be easier to read on computer screens, smartphones and tablets.

The word "Script" is written in a cursive script font, and "Blackletter" is written in a blackletter font, both in black on a light beige background. Below them, the words "ALL CAPS" are written in a simple, all-caps sans-serif font.

Display fonts come in many different styles, like script, blackletter, all caps, and just plain fancy. Because of their decorative nature, display fonts are best for small amounts of text, like titles and headers and more graphic-heavy designs.

## Picking a Typeface

### Serif Typefaces

- Times New Roman
- Georgia
- Cambria



N

### Sans Serif Typefaces

- Arial
- Helvetica
- Verdana

## Choosing a typeface

*Casual*

NEUTRAL

*Exotic*

GRAPHIC

## Typeface to avoid



## Choosing a font

Typeface	Font
Roboto	Roboto Thin Roboto Light Roboto Regular Roboto Medium Roboto Bold Roboto Black

## Combining: Less is More

**Droid Serif**

**Lato**

**Lato**

### Old-Fashioned Shortcake

#### *Ingredients*

2 cups flour  
1/2 teaspoon salt  
2 tablespoons sugar  
4 teaspoons baking powder  
3 tablespoons shortening  
3/4 cup milk  
1 quart berries

Sift dry ingredients; mix in shortening. Add milk to make a soft dough, then smooth out lightly. Bake in greased layer cake tin for 20 to 25 minutes. Split, butter, and spread sweetened crushed berries or other fruit between layers.



## Other Important Terms to Consider



# Hierarchy

Used to guide the reader's eye to whatever is most important

# Leading

The space between lines of text  
(also known as line spacing)

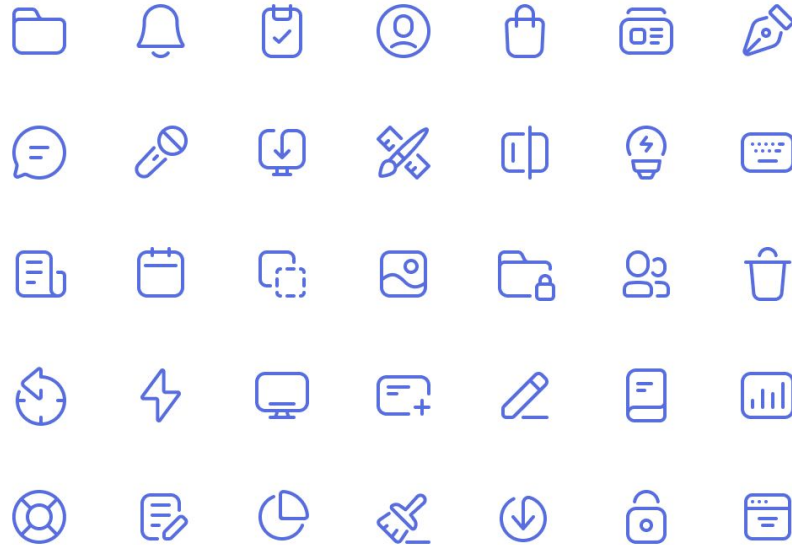
# Tracking



# Kerning



**Iconography:** A system of graphic images or **symbols** that are associated with a subject or an idea. They can convey meaning quickly and efficiently without needing text. This can be particularly useful when **space is limited** or the audience may speak a different language than the designer.



# What is Visual Hierarchy?

Visual hierarchy is a design principle that refers to how elements are arranged in a design. Visual hierarchy helps designers and developers to lay out each element in a logical manner that helps the visual be digested properly. This helps the user better understand the flow so they know where to look first.

The reason visual hierarchy is such an important principle to understand is because it's on the designer to create the hierarchy in such a way that the viewer doesn't even have to think about where to look first. Their eye is automatically drawn to each element in the exact order they're meant to view it.

# Creating Visual Hierarchy

- **Size** and **Scale**: Larger elements capture attention first, emphasizing importance.
- **Color** and **Contrast**: Vibrant colors and stark contrasts draw the eye and can signify importance.
- **Typography**: Varied font sizes, weights, and types can establish order and significance.
- **Alignment** and **Composition**: Proper alignment creates order and helps in structured content presentation.
- **Spacing** and **Proximity**: The arrangement and distance between elements can group or separate information, impacting user interpretation.
- **Repetition** and **Consistency**: Repeating elements and maintaining consistency enhances user understanding and recognition.

Size and Scale

YOU ARE  
**AWESOME**

## Size Impacts Visibility

**Time to act**

The Young Vic is thriving  
but the building is falling down

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on 020 7922 8400 or give online  
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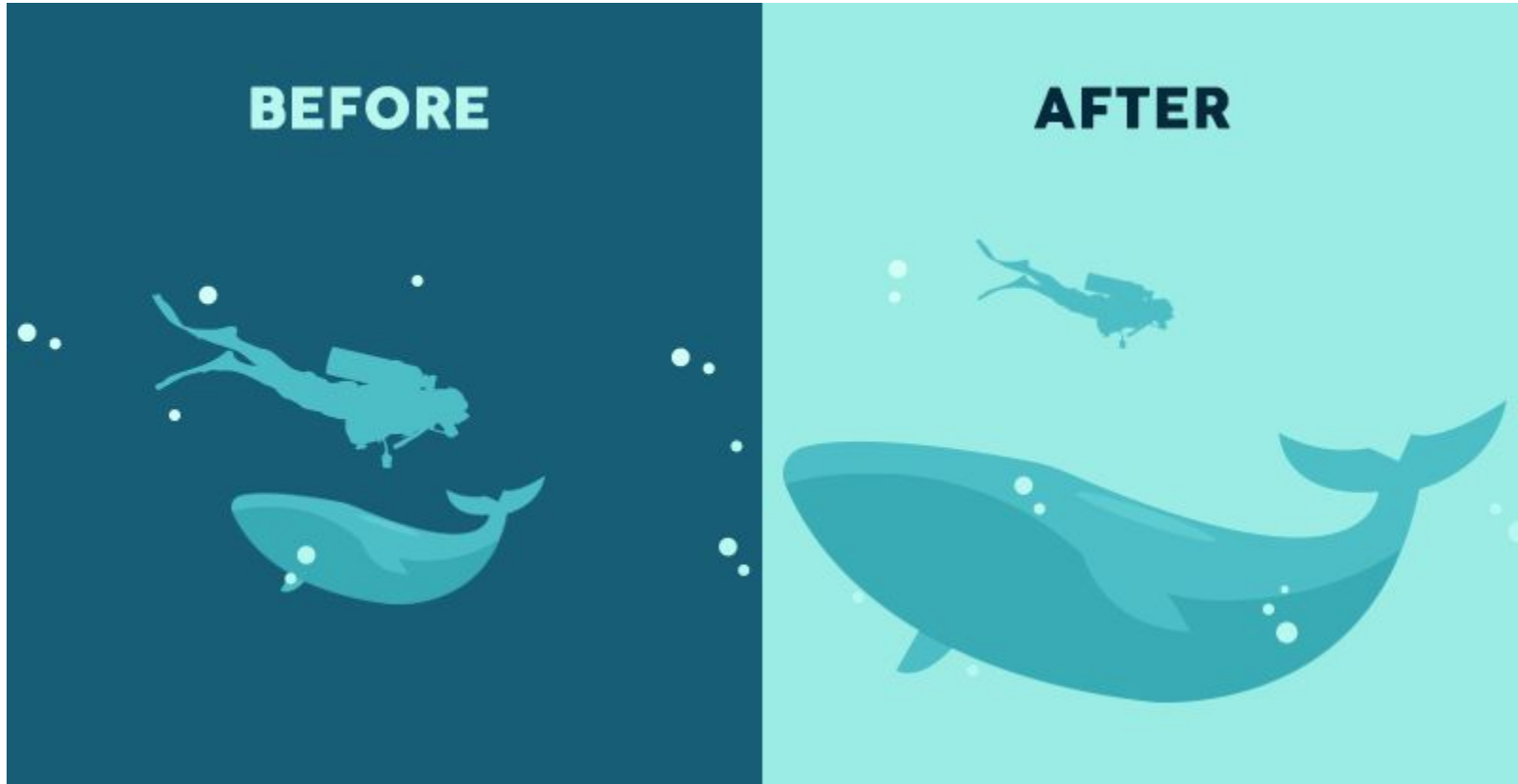
# CRACKING

PERFORMANCE



Join us The Young Vic Campaign

The greater the scale, the greater the emphasis.

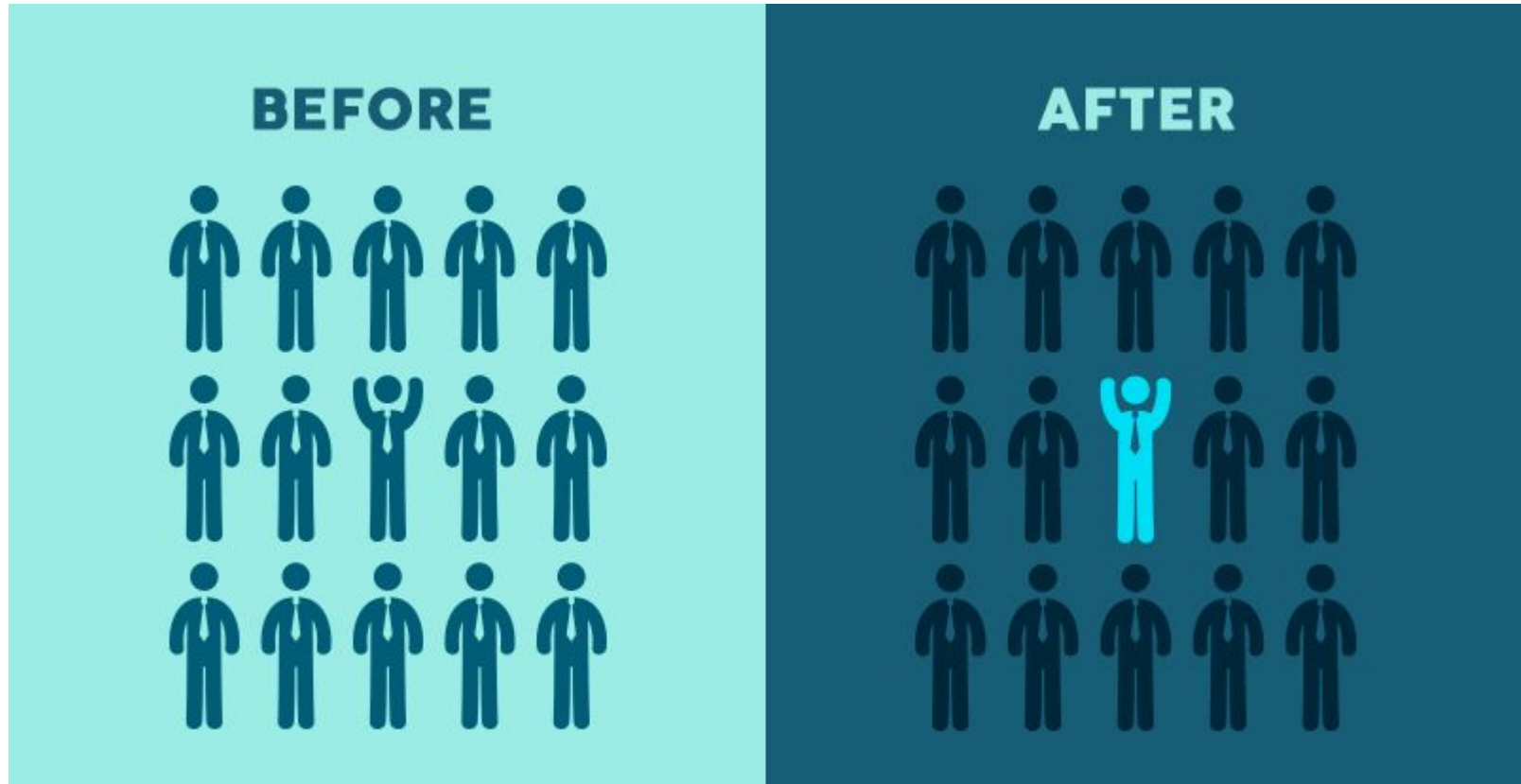


## Color and Contrast

AWESOME



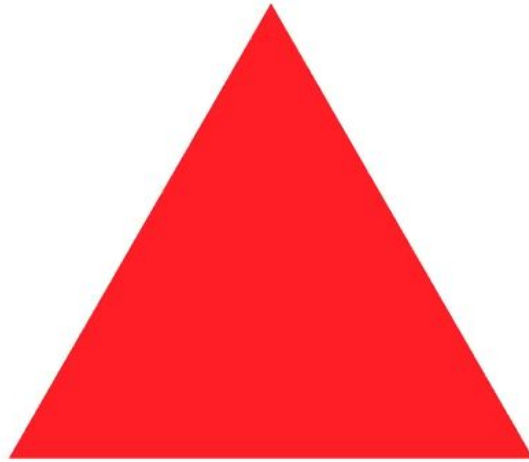
## Color and Contrast Draw Attention



Dramatically contrasting colors can also emphasize specific elements



# Typography



# Typography Organizes Design

## BEFORE



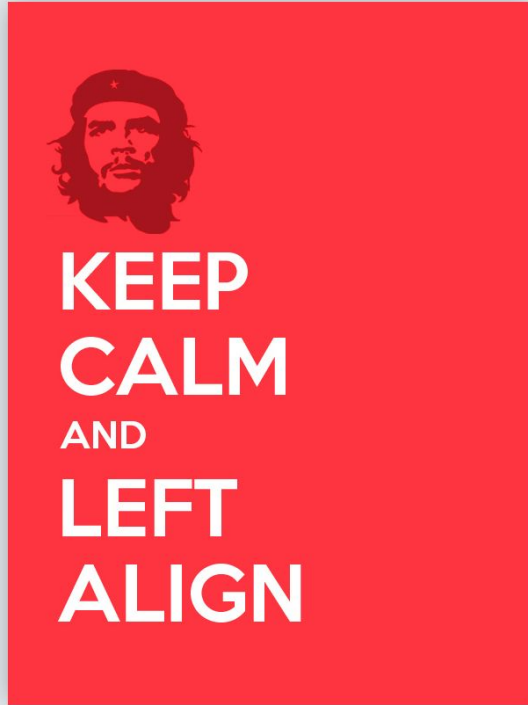
## AFTER



## Alignment and Composition

YOU ARE  
**AWESOME**

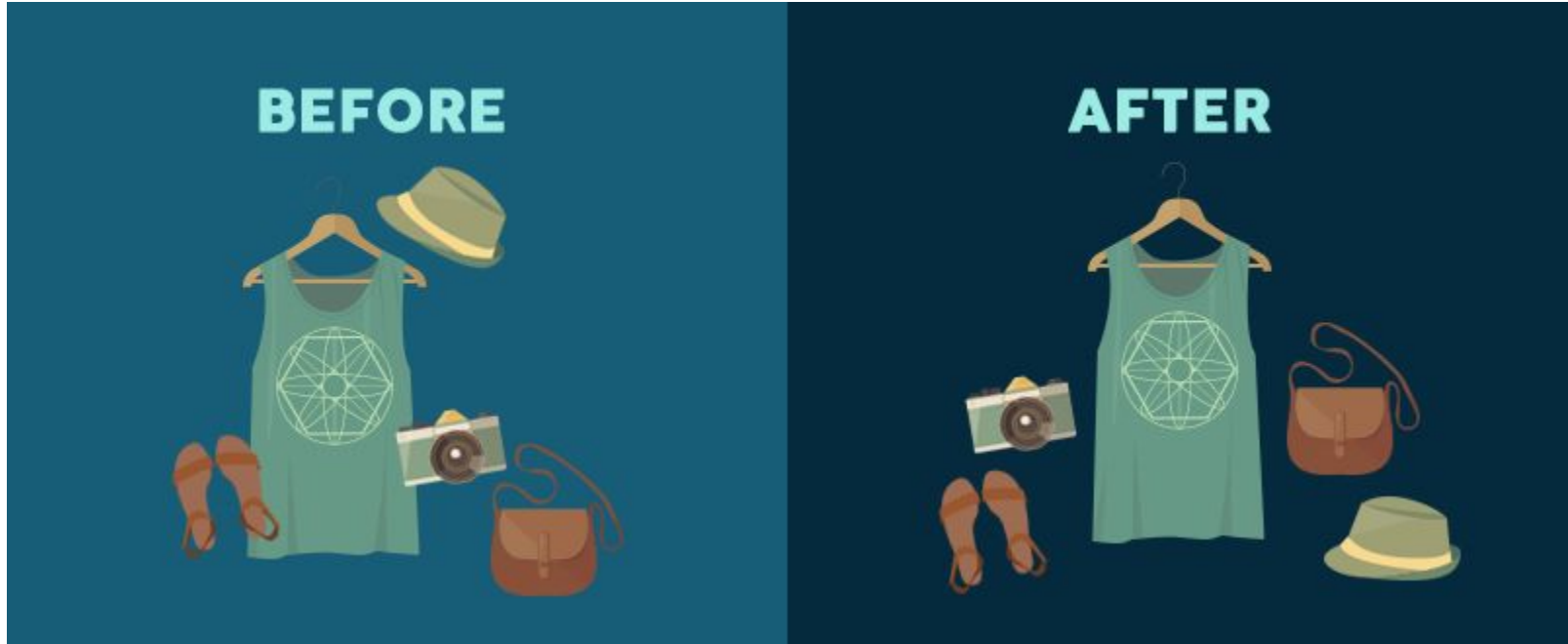
Use alignment and composition to create focal points.



## Common Composition Rules: Rule of Thirds



## Common Composition Rules: Rule of Odds



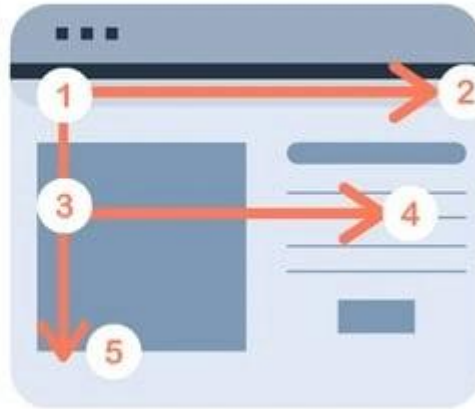


# Consider Reading Patterns

Z-Pattern




F-Pattern



# Z Patterns

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8th - 12th November 2010  
Waterfront Studio, Belfast

## The hand-crafted web design conference.


Build is a small, yet perfectly formed, boutique design conference where interesting, talented web practitioners from all over the world come to share ideas, techniques and inspiration. Some are on stage; some are in the audience.

For the second year running, we've created the conference we really want to go to. We think you might like it.


### Speakers




**Dan Cederholm**  
on Handcrafted CSS




**Meagan Fisher**  
on The Blank Canvas




**Liz Danzico**  
on The Power of the Pause



**Frank Chimero**  
on The Shape of Design



**Tim Brown**  
on Perfect Typography

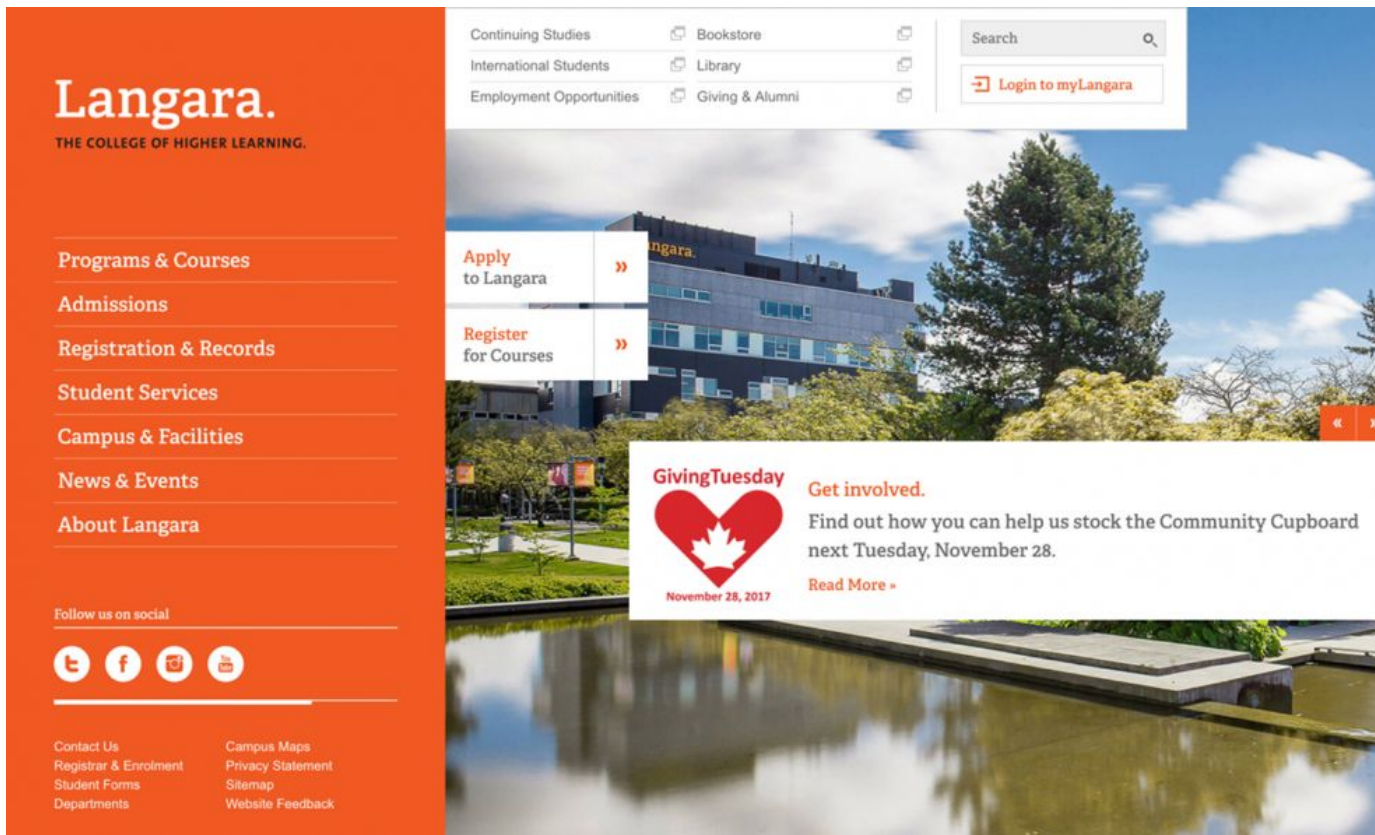


**Keegan Jones**  
on From Click to Tap



**Tim Van Damme**  
on From Click to Tap

# F Patterns



# Spacing and Proximity

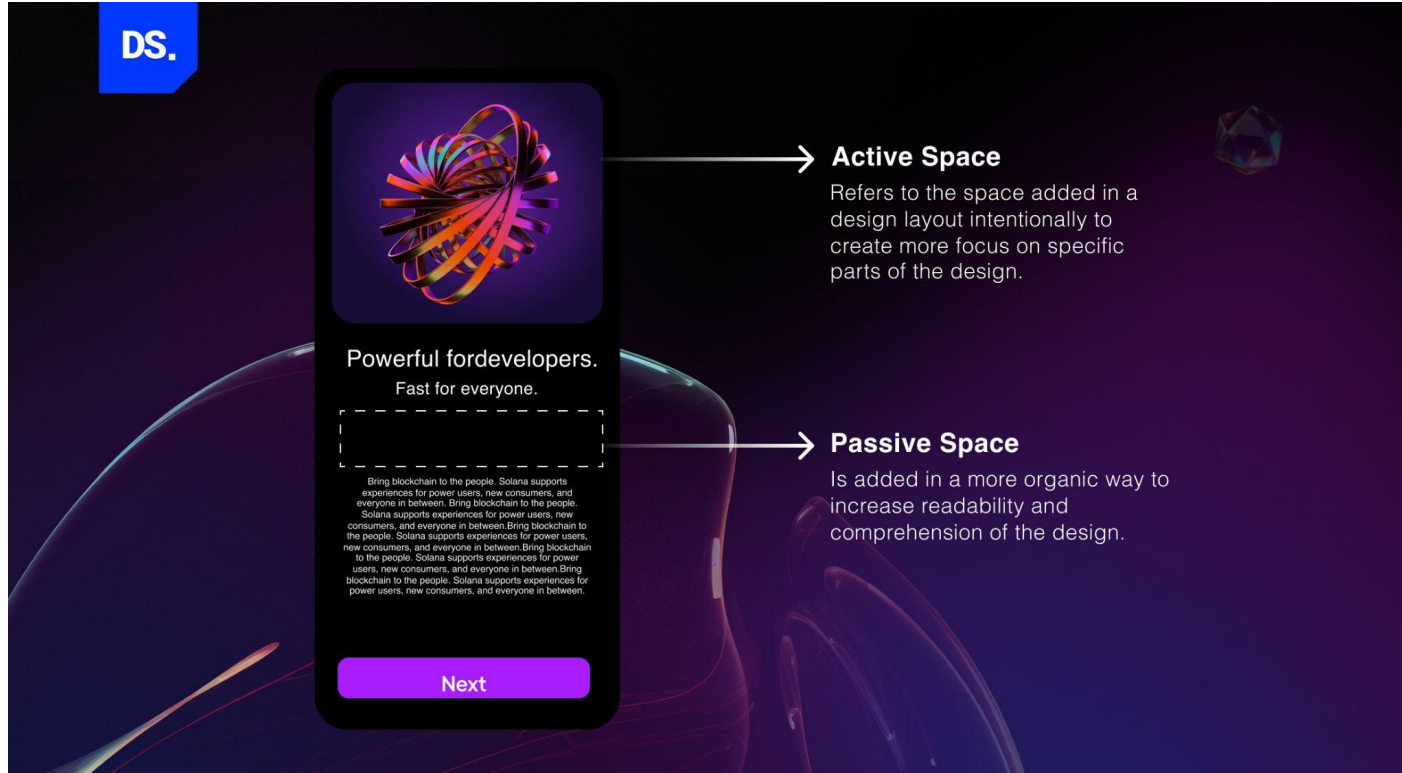
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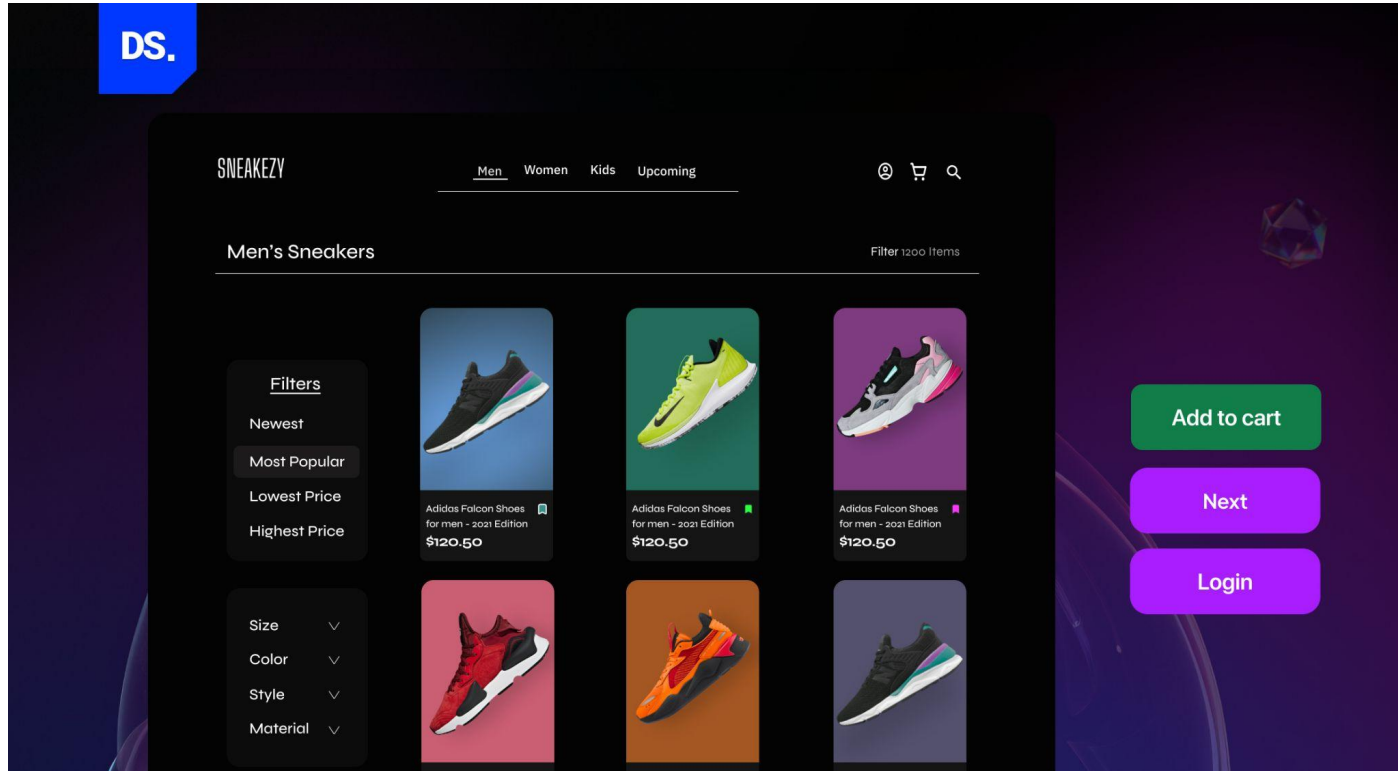
**AFTER**



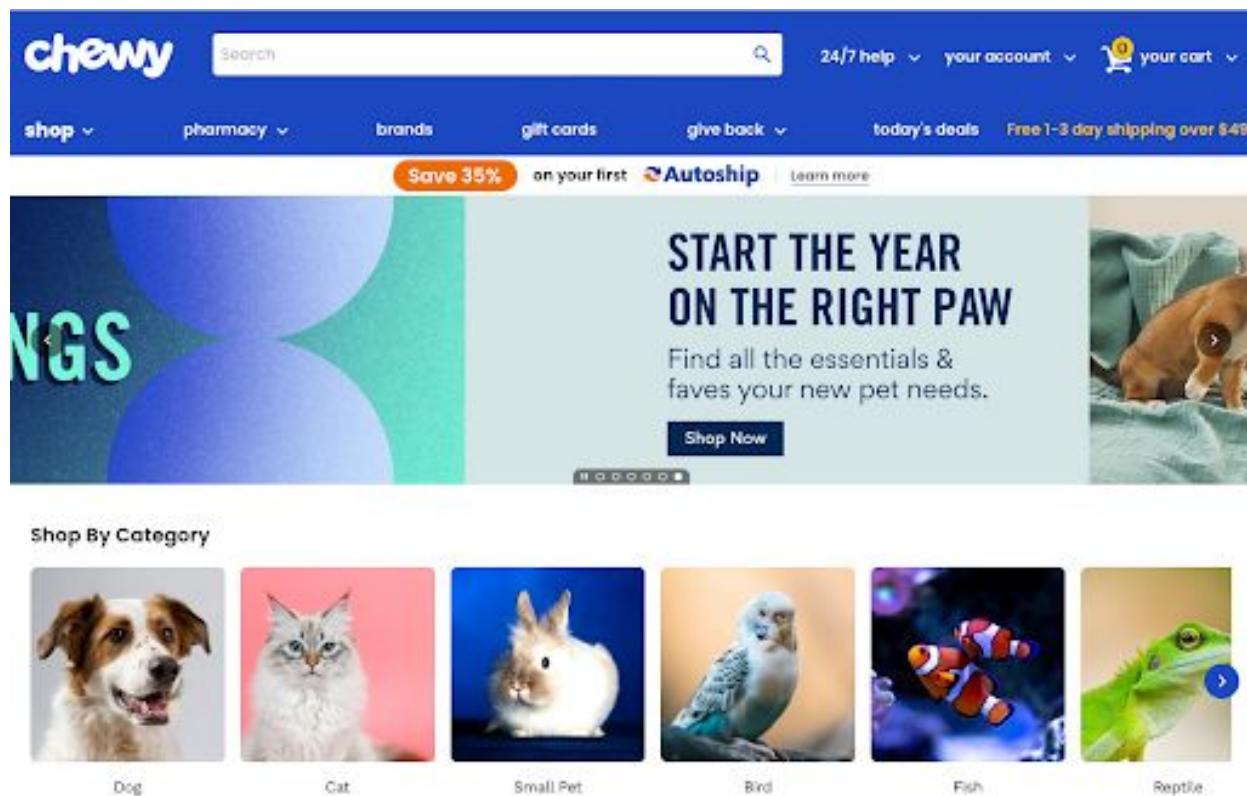
# Negative Space Emphasizes



# Proximity Suggests Relationships



# Repetition and Consistency



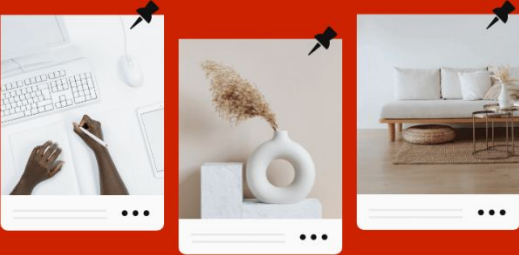


# Repetition creates a certain consistency and cohesiveness





## HOW TO USE

### Pinterest for Business Growth

When most organizations consider getting started with social media, Pinterest isn't the first platform that may come to mind. While it differs quite a bit from Facebook, Instagram and Twitter, there are many ways Pinterest can be leveraged for business growth. It's all a matter of how it's leveraged.



### How Pinterest Helps Businesses Grow



#### 01. Emerging Trends

Today, Pinterest is (surprisingly) the #1 platform where consumers share products, styles and trends that they like.

As a business, you can use Pinterest to follow the influencers and trendsetters within your industry, and keep tabs on what's catching on. As you search for specific sets of things as well, Pinterest will begin to personalize search suggestions, helping you find more of what you want to see and learn about.

#### 02. Brand Authority

A Pinterest business profile has key features you can leverage that regular users can't.

A Pinterest business profile gives you three ways to establish authority. You can use a header with branded pins of yours, the number of viewers your pins receive, and a place for a verified website. These make it clear that you've invested time on the platform, are active, and a legitimate brand.



#### 03. Major Source of Traffic

Pinterest is a great way to drive site traffic, by showcasing your products and linking directly back to them.

Pinterest is better than all other social media platforms for steering site traffic through its content. If you understand your audience and share quality content, your chances of boosting site traffic are much higher. You can share product posts that take your viewers straight to product pages.



#### 04. High Conversion Platform

Compared to Twitter, Pinterest is 80% more viral and 3x more effective at generating leads.

Pinterest cuts down on the steps to conversion, and statistically, visitors are far more likely to convert into leads and sales faster than any other social media platform. If you picture Pinterest as a vast, visual store - having your products there to generate sales is a no-brainer.

