Visual Elements of User Interface Design - CalArts

Week 1-

UI Vs. UX

|  |  |
| --- | --- |
| UI | UX |
| How the interface looks  Visual design  Interface  Aesthetics  Form  Look and feel  Organization  Surface  Visual identity  Design driven | How it feels  Non-visual design  Experience  Ergonomics  Feel / story  Navigation  Structure  Content  Engagement  User driven |

LAZY VEN DIAGRAM- (use imagination)

|  |  |  |
| --- | --- | --- |
| UI  Visual Design  (tangible) | UI/UX | UX  Experience design  (propositional) |

|  |  |  |
| --- | --- | --- |
| Visual Design | You | Social Science |

|  |  |  |
| --- | --- | --- |
| Design Driven | You | Audience Driven |

|  |  |  |
| --- | --- | --- |
|  | Front end |  |
| ideation |  | testing |
|  | backend |  |

|  |  |  |
| --- | --- | --- |
|  | UI Design |  |
| ideation |  | Ux design |
|  | Coding |  |
| marketing |  | testing |
|  | Upkeep and updates |  |

User -> interface -> content

Fixed experiences (real world)

Calculator

Web

Phone

Apps

Atm

Web

(all based around a screen)

calculator:

|  |
| --- |
| 200 |

|  |  |  |
| --- | --- | --- |
| 1 | 2 | 3 |
| 4 | 5 | 6 |
| 7 | 8 | 9 |
| clear | 0 | OK |

-we need feedback as a user to know something happened- button click / screen display

-way to fix a mistake - clear

-way to enter / submit - ok

Transfixed experience (digital world)

Seamless interactions:

-consistency

-know this button - know how all buttons work

-fullfillment - expect feedback

-undo/redo - makes user feel safe / confident

The 4 golden rules of UI design-

1. Place users in control of the interface
   1. Make actions reversible
   2. Create an easy to navigate interface
      1. Provide visual cues
      2. Predictability
   3. provide informative feedback ( be acknowledging)
   4. show the visibility of the system status
   5. accommodate users with different skill levels
2. Make it comfortable for a user to interact with the product
   1. Eliminate all elements that are not helpful to the user
   2. Don't ask users for data that they have already entered
   3. Avoid jargon and system oriented terms
   4. Apply fitts law to interactive elements
   5. Design accessible interfaces
   6. Use real world metaphors
   7. Engineer for errors
   8. Protect a users work
3. Reduce cognitive load
   1. Chunking for sequences and information or actions
   2. Reduce the number of actions required to complete a task
   3. Recognition over recall
   4. Promote visual clarity
4. make user interfaces consistent
   1. Visual consistency
   2. Consistency of look’
   3. Functional consistency
   4. Consistency with user expectations
      1. Follow platform conventions
      2. Dont reinvent patterns
      3. Dont reinvent terminology

**10 visual heuristics for user interface design-**

1. visibiliy of system status
2. match between system and real world
3. User control and freedom
4. Consistency and standeards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetics and minimulist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

Principal of consistency and standards in user interface design-

1.reduce learning

2.eliminate confusion

5 ways to achieve consistency in your work

1. Choice language
2. Apply user friendly elements as originally designed
3. Consider various well-known conventions when deciding on layout
4. Design for user expectations
5. Consistent visual elements