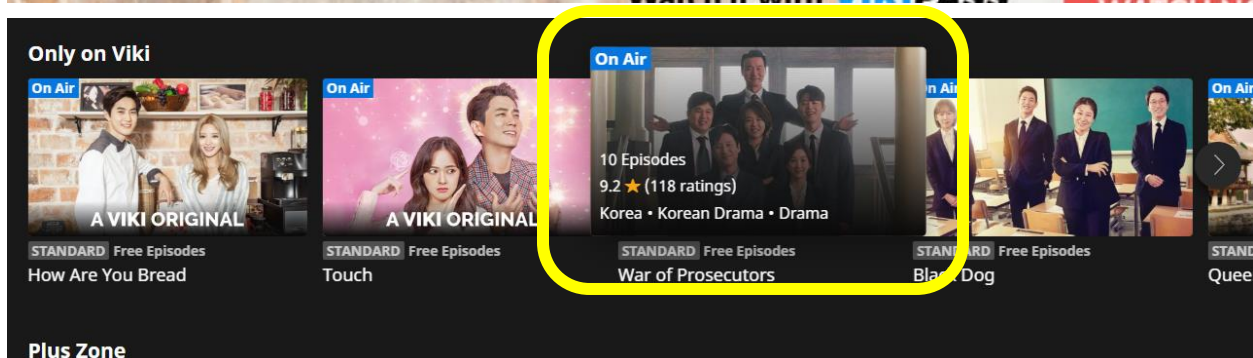
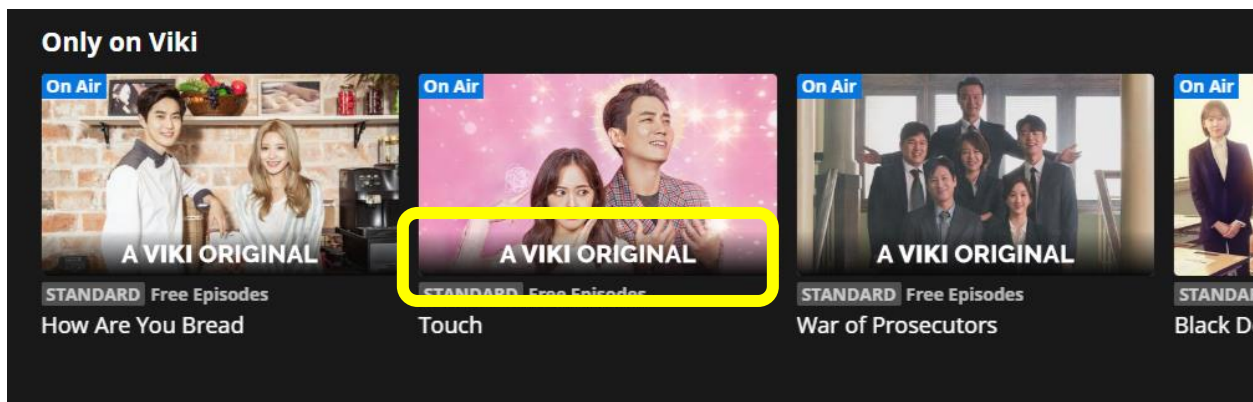
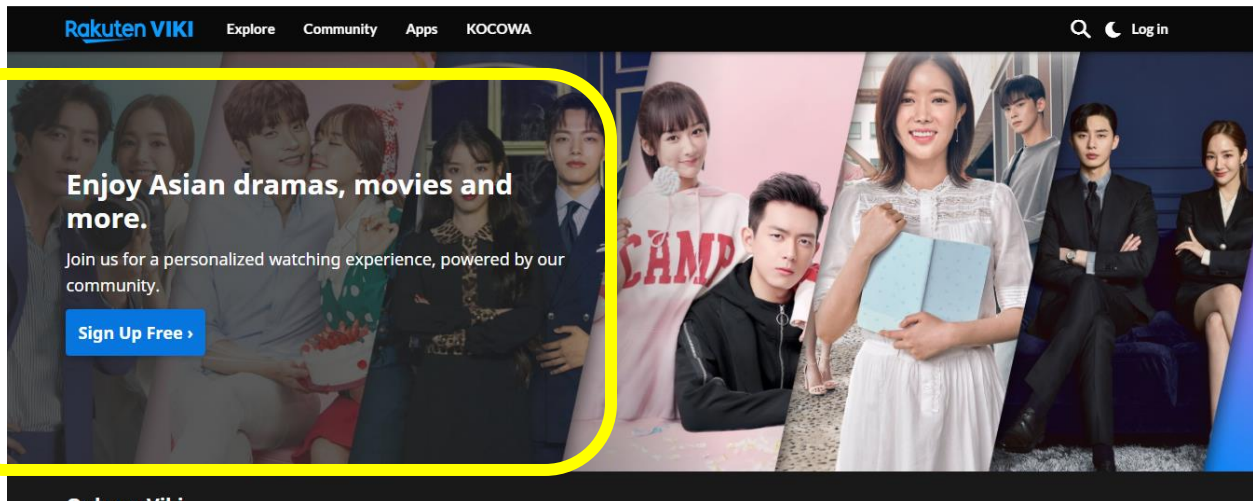


## Images



### ***Description:***

The site Viki is a wonderful example that illustrates various good UI practices.

One apparent one is the “Rule 4: Learn the methods of overlaying text on images” that was mentioned in Kennedy’s article. On this site, the 3 methods of overlaying text were clearly shown. The idea of adding a dark translucent layer on top of the image is used to make text more prominent and easily legible. As shown in the first image, the dark translucent layer was applied and it gradually fades to the right to give the text even more of an amplified presence.

Another method of overlaying text on images is to add the text at the bottom of the image where they used a floor fade technique. This is shown in image 2 where the site says ‘A Viki Original’ to show off this fact and it catches the user’s eye.

The 3<sup>rd</sup> image displays the ‘blur the image’ technique. By getting the blur to mimic flour flying through the air, it fits with the image’s content and makes it look like it is meant to be there.

The usage of fonts can also be noted here. On the main page where it has the catalogues of different shows, they use a simple and clear-cut Arial font. However, on shows that they want to highlight, they use a text font that reflects the plot of the shows. For example, the text: “How are you bread” is a fun and curly font which indicates to viewers that it is a fun, happy and light show that is enjoyed by many.

Making text pop and un-pop was also put into play by making show’s icons pop as well! For when the user hovers over a show, the image slightly enlarges and displays some more basic information about the show.

Hence, this site was a supremely sufficient example that effectively and efficiently displayed the various ways of overlaying text on images. It also showed a good usage of fonts and making text pop and un-pop.

### ***References***

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