Visual Design

MAD9034

Major Project
Prototyping

Week 5 of 9

Major Project
Testing

Week 5 of 9

Major Project
Digital Wireframing │
Working with Risks and Unknowns
Week 6 of 9

Major Project
Visual Design │
Animations, Transitions and Interactivity
Week 7 of 9

Major Project
Final Testing

Week 8 of 9

Major Project
UsabilityTesting Report │
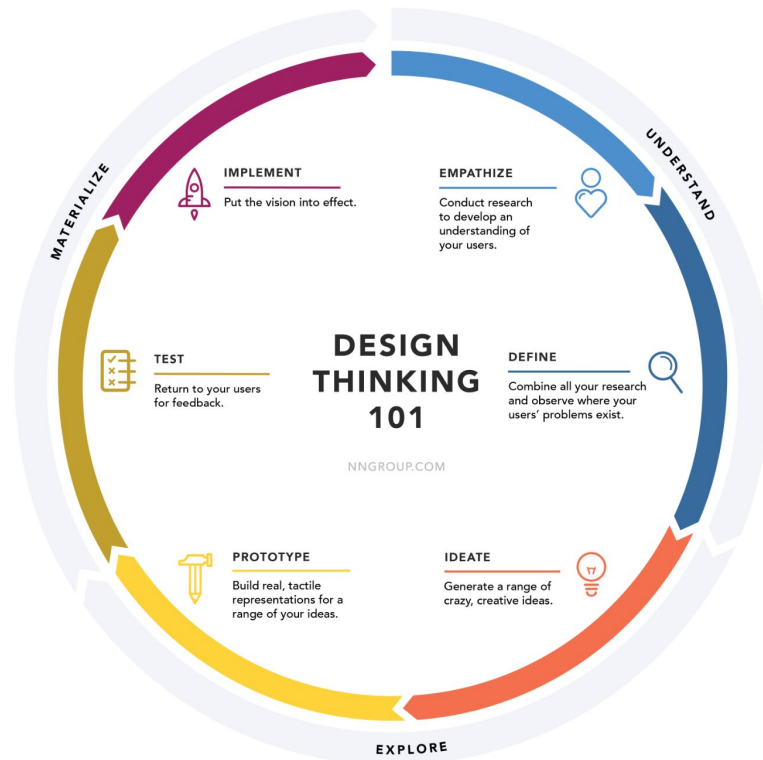Final Presentation
Week 8 of 9

UX Design Process

Visual Design

- **Empathize**

- **Define**

- **Design/Ideate**

  Experience and explore possible solutions
    - Ideation
    - Scenario Mapping
    - User task flow diagram
    - Wireframes (UI layout/user flow)
    - Interaction design
    - **Visual design**

- **Prototype**

- **Test**

- Implement + Measure

Source: https://www.nngroup.com/articles/design-thinking/

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Visual Design

Definition

Visual design aims to **shape and improve the user experience** through **considering the effects of illustrations, photography, typography, space, layouts**, and **color** on the usability of products and on their aesthetic appeal.

Visual Design

Why is visual design important?

A **successful** visual design ensures that **content remains central** to the page or function, and enhances it by **engaging** users and helping to **build** their **trust** and **interest** in the product.

By considering how to form or arrange visual elements, designers can **shape the user experience** to **elicit user responses** and **behaviors** that suit the use and purpose of the product.

Visual Design

Goals

- **Enhancing User Experience**

  Utilize design elements to make products more intuitive, user-friendly, and enjoyable to use.

- Creating Visual Harmony

- Establishing Brand Identity

- Ensuring Accessibility

- Improving Usability

- Emphasizing Key Information

Visual Design

Goals

- Enhancing User Experience

- **Creating Visual Harmony**

  Apply principles like balance, contrast, and unity to achieve a visually cohesive product.

- Establishing Brand Identity

- Ensuring Accessibility

- Improving Usability

- Emphasizing Key Information

Visual Design

Goals

- Enhancing User Experience

- Creating Visual Harmony

- **Establishing Brand Identity**

  Use design to reinforce brand messaging and create a strong visual identity.

- Ensuring Accessibility

- Improving Usability

- Emphasizing Key Information

Visual Design

Goals

- Enhancing User Experience

- Creating Visual Harmony

- Establishing Brand Identity

- **Ensuring Accessibility**

  Design with all users in mind, ensuring that visual elements are accessible to everyone, including those with disabilities.

- Improving Usability

- Emphasizing Key Information

Visual Design

Goals

- Enhancing User Experience

- Creating Visual Harmony

- Establishing Brand Identity

- Ensuring Accessibility

- **Improving Usability**

  Make products more navigable and understandable through thoughtful design choices in layout, typography, and space.

- Emphasizing Key Information

Visual Design

Goals

- Enhancing User Experience

- Creating Visual Harmony

- Establishing Brand Identity

- Ensuring Accessibility

- Improving Usability

- **Emphasizing Key Information**

  Use visual hierarchy and scale to guide users' attention to the most important information or actions.

So… it's about how your app looks?

Visual Design

Visual Design vs Graphic Design

Visual Design

Optimizes the user's experience in digital environments, using elements like typography and color to enhance usability and interaction.

It's closely tied to the functionality and user journey, focusing on intuitive and efficient design in digital spaces.

Graphic Design

Involves creating visual content for communication across various media, utilizing elements like imagery and typography to convey messages and solve problems.

It's broader in scope, encompassing both digital and print mediums, and is more centered on artistic expression and visual storytelling.

Blocks of Visual Design

Visual Design

The Building Blocks of Visual Design

Line

Shape
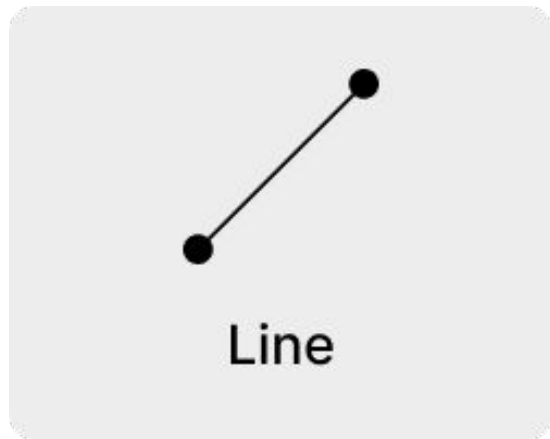
Negative space

Value

Colour

Texture

The Building Blocks of Visual Design

Building Block: Line

A line is just a stroke connecting two points

Lines are simple, but can convey different emotions by using different properties.

- Heavy vs light line width
- Straight vs curved
- Geometric vs organic
- Uniform vs non-uniform line weight

Line

The Building Blocks of Visual Design

Building Block: Shape

Shapes are self-contained areas, usually formed by lines.

(They may also be formed by using a different colour, value or texture)

Shape

The Building Blocks of Visual Design

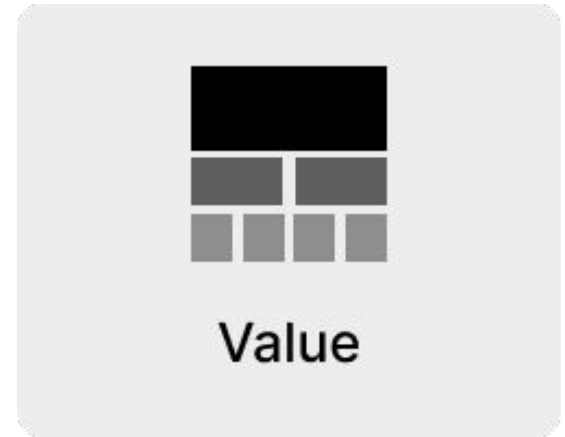Building Block: Negative/White space

Negative space

Negative space (also known as white space) is the empty area around a (positive) shape.

The Building Blocks of Visual Design

Building Block: Value

Value, quite simply, describes light and dark.

Value

The Building Blocks of Visual Design

Building Block: Colour

Colour is an element of light.

We use colours in visual design to convey emotions in and add variety and interest to our designs, separate distinct areas of a page, and differentiate our work from the competition.
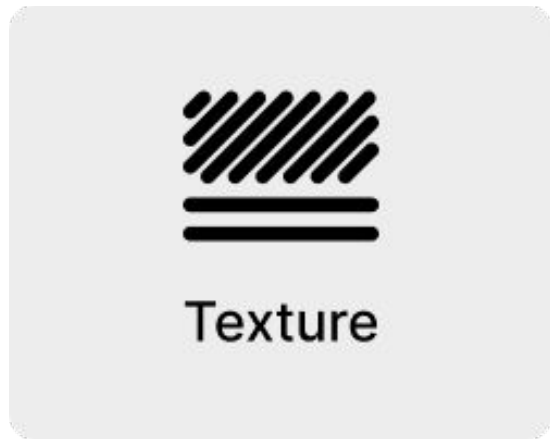

Colour

The Building Blocks of Visual Design

Building Block: Texture

Texture is the surface quality of an object.

There are two types of textures:

- Tactile textures, where you can feel the texture
- Implied textures, where you can only see — i.e., not feel — the texture.

Texture

Principles of Visual Design

Principles of Visual Design

Building Blocks & Principles

Building Blocks

(line, shape, negative/white space, volume, value, colour and texture)

describe the building blocks of a product's aesthetics.

Principles of design

(unity, gestalt, hierarchy, balance, contrast, scale, dominance, similarity)

tell us how these elements can and should go together for the best results.

Principles of Visual Design

Principles: Unity

Unity is creating a sense of harmony between all elements in a page.

A page with elements that are visually or conceptually arranged together will likely create a sense of unity.

This example shows unity in colour
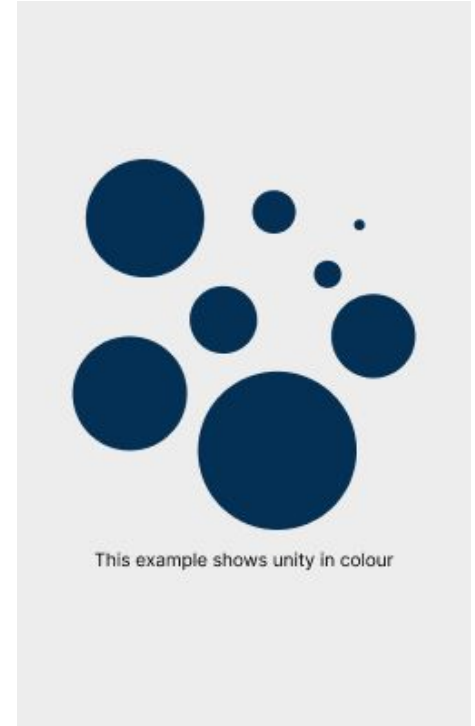
Principles of Visual Design

Principles: Hierarchy

Hierarchy shows the difference in importance of the elements in a design.

- Position, colour and size are the most common ways we can create hierarchy

- Items that appear at the top of a page tend to be viewed as having a higher hierarchy than those appearing below
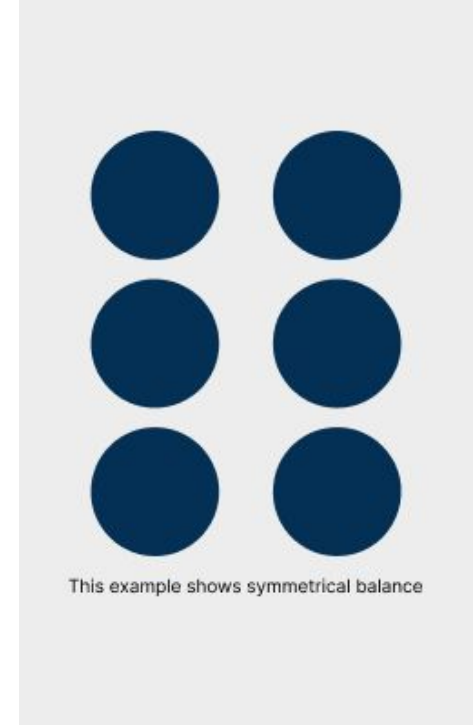
Principles of Visual Design

Principles: Balance

Balance is the principle governing how we distribute the elements of a design evenly.

Balanced designs tend to appear calm, stable and natural, while imbalanced designs make us feel uneasy.

- Balance can be achieved through symmetry and alignment

- Asymmetrical balance is achieved by positioning similar 'weight' of content

This example shows symmetrical balance

Principles of Visual Design

Principles: Contrast

We use contrast to make an element stand out by manipulating differences in colour, value, size and other factors.

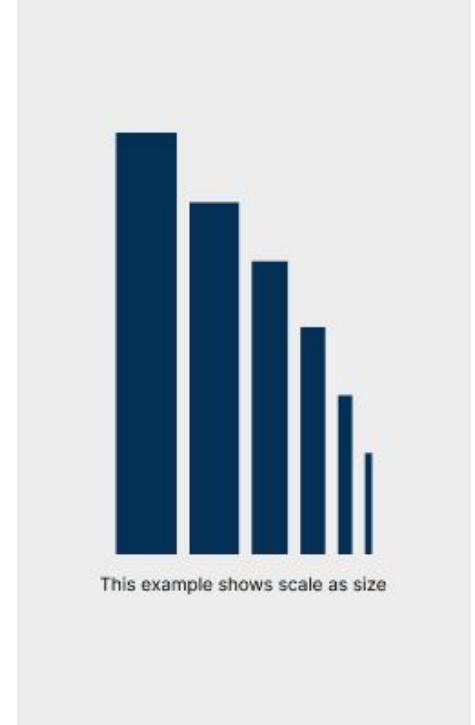This example shows contrast in shape
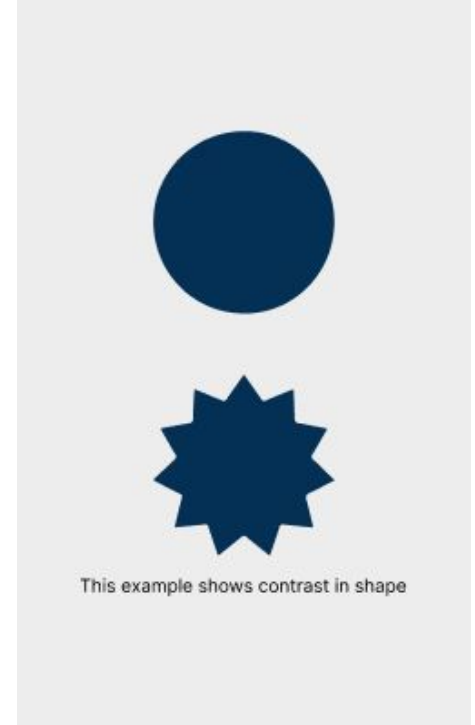
Principles of Visual Design

Principles: Scale

Scale describes the relative sizes of the elements in a design.

Use scale to make an element larger than others appearing with it to emphasise that element.

This example shows scale as size

Principles of Visual Design

Principles: Dominance (Emphasis)

Dominance creates focus on a single element. We can use colour, shape, contrast, scale, and/or positioning to achieve this.

Creating a focal point
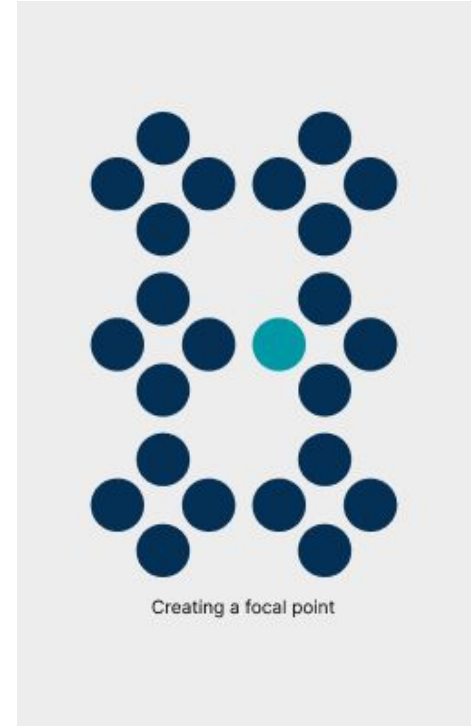
Principles of Visual Design

Principles: Gestalt

Gestalt refers to our tendency to perceive the sum of all parts as opposed to the individual elements.

- Important for making sections distinct, or items to feel grouped

- Use gestalt principles — i.e., if they are close to one another, have the same shape, and/or are similarly sized — are indeed conceptually grouped together

PROXIMITY

SIMILARITY

CONTINUANCE

CLOSURE

FIGURE & GROUND
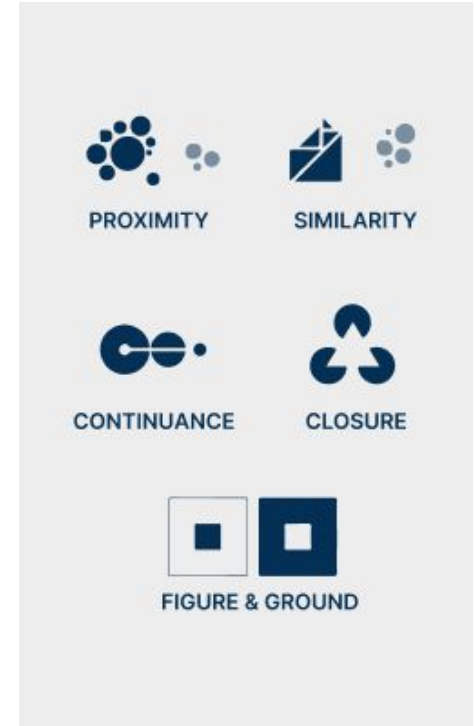
Principles of Visual Design

Example

Principles of Visual Design

Example

Summary

Using these elements, you can achieve these principles, to create effective experiences:

ELEMENTS

- Line
- Shape
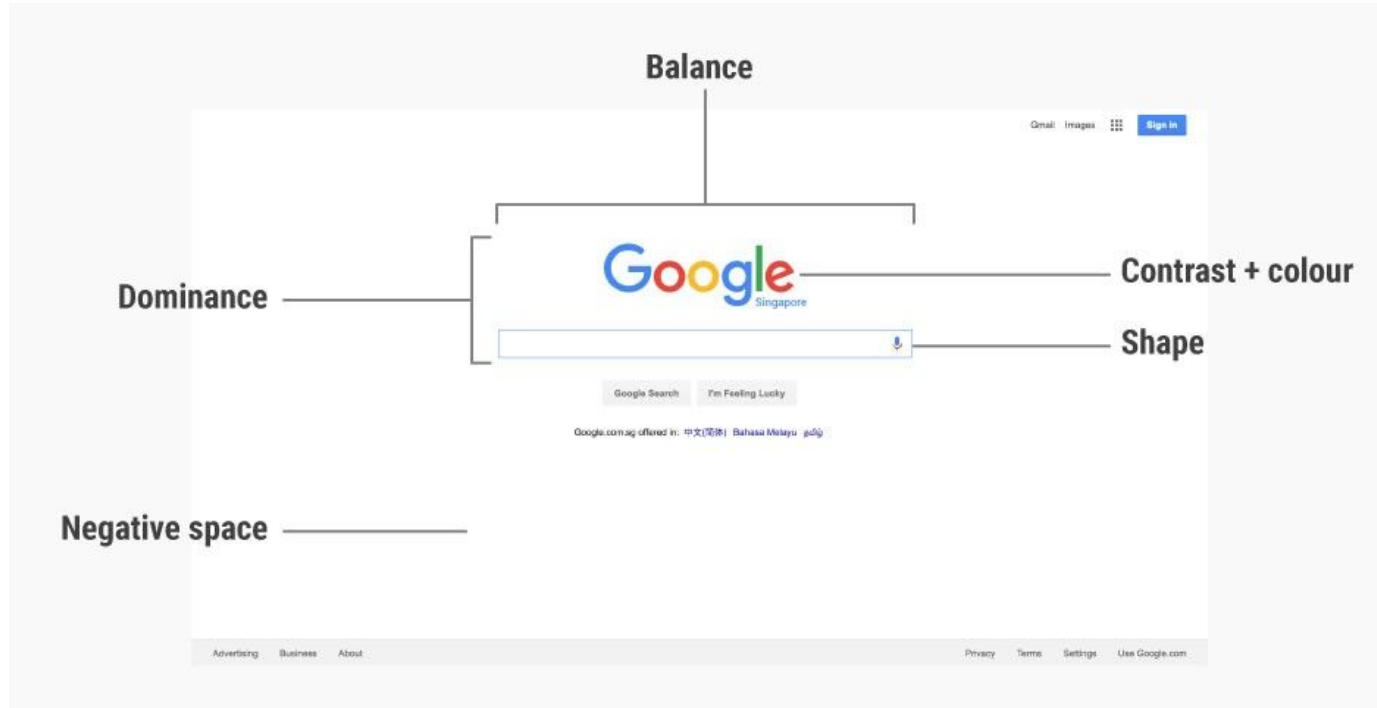- Negative/white space
- Value
- Colour
- Texture

PRINCIPLES

- Unity
- Gestalt
- Hierarchy
- Balance
- Contrast
- Scale
- Dominance
- Similarity

Visual Design

Major project: Week 7 of 9

Visual Design

Assignment Recap

Create a **visual design** (high fidelity) for your mobile app using UX visual design principles.

You will add visual design to **increase usability**. Make sure your design document is organized for the prototype tool, Figma.

- Choose six pivotal screens for your design.
  - It's recommended to utilize the same screens from your midterm, unless there's a compelling rationale to select others.

Visual Design

Assignment mark criteria

- Conform to specs

- Effective use of time in class

- Effectiveness of scenario writing

- Overall quality of work

- Feedback from your instructor

Today, in class

Steps

1. Review visual design assignment (5 mins)	Review the assignment details on the course website, ensure that you fully understand what is being asked of you.
2. Set up your file/workspace (Figma) (10 - 15 mins)	Open Figma, create new page, select screen size, set up frames, import toolkits, etc
3. Start with the details (15-20 mins)	Consider the hierarchy within information displayed for each result/line item
4. Zoom out to the whole list (15-20 mins)	Look at how those individual entries come together into a list, and consider Gestalt
5. Zoom out to the entire screen (rest of class, continue at home)	Add other elements on the screen (header, components) & consider unity/balance

3. Start with the details - hierarchy

(15-20 mins)

- Look at your result screen, and zoom in to the individual entries/line items (one service)

- Think about the information you will display for each entry/line item

- Identify the hierarchy of the information:

- What is most important?

- What is of secondary importance?

- What do you want users to notice first?

- Use the elements & principles to come up with a visual design of the content in each individual entry to achieve this

- Scale, dominance, contrast, colour, negative space, etc.)

4. Zoom out to the list - Gestalt

(15-20 mins)

- Take your visually-designed individual result, and consider how they will appear in a list

- How can you use gestalt principles to ensure that all the information related to ONE result appears to be a single result?

- How can you distinguish one result from the next?

- Use the elements & principles to continue to evolve the visual design to ensure that the list of results achieves this

  - Line, colour, similarity, proximity, negative space, etc.

4. Zoom out to the list - Unity & Balance

(15-20 mins)

- Now look at your list, and consider what else will need to be on the screen with it

    - Headers, navigation, buttons, etc.

- Consider how these components relate to the list

    - Hierarchy - what do you want users to notice first on this screen?

    - Dominance - should anything stand out? Should anything recede?

- Use the elements & principles to apply a visual design to these components and parts of the screen

    - Consider balance and unity between these headers & components and your list

    - What should align? How is the balance?

What's next?

Complete visual design for 6 screens

- Apply the same elements and principles to the other screens

- Consider the overall balance, unity and consistency:

  - Within each screen

  - Between the screens

Continue working on other wireframes for the rest of the app

Coming up

Visual Design

| Major Project
User Flows \| Ideation and Design Concept Mockups

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Final Presentation
Week 8 of 9 |

Mandatory

Submit your visual design assignment