

## → Topics in Unit 4

4	Visual design elements	4.1	Types of Icons, Anatomy of Icons, Logo design, Types of logo design, Features of an effective logo, Importance.
		4.2	UI animation, What is UI animation, Animation vs. Motion graphics, Why UI animation important, Different kinds of UI animations, principles, tools, What are illustrations and its Importance.

### ➤ Types of Icons:

Icon is a small graphical representation of a program or file. When we double-click an icon, the associated file or program will be opened. For example, if we were to double-click on the My Computer icon, it would open Windows Explorer. Icons are a component of GUI operating systems, including Apple macOS X and Microsoft Windows. Icons help users quickly identify the type of file represented by the icon.

Icons are an essential part of many user interfaces, visually expressing objects, actions and ideas. When done correctly, they communicate the core idea and intent of a product or action, and they bring a lot of nice benefits to user interfaces, such as saving screen real estate and enhancing aesthetic appeal. Last but not least, most apps and websites have icons. It's a design pattern that is familiar to users.

Despite these advantages, icons can cause usability problems when designers hide functionality behind icons that are hard to recognize. An icon's first job is to guide users to where they need to go,

As mentioned, an icon is a visual representation of an object, action or idea. If that object, action or idea is not immediately clear to users, the icon will be reduced to visual noise, which will hinder users from completing their task.

There are types of icons: “**universal**,” “**conflicting**” and **unique icons**, **glyph icons**, **outline icons**

## 1.UNIVERSAL ICONS #

A few icons enjoy nearly universal recognition among users. The symbols for home, printing, searching and the shopping cart are such icons.

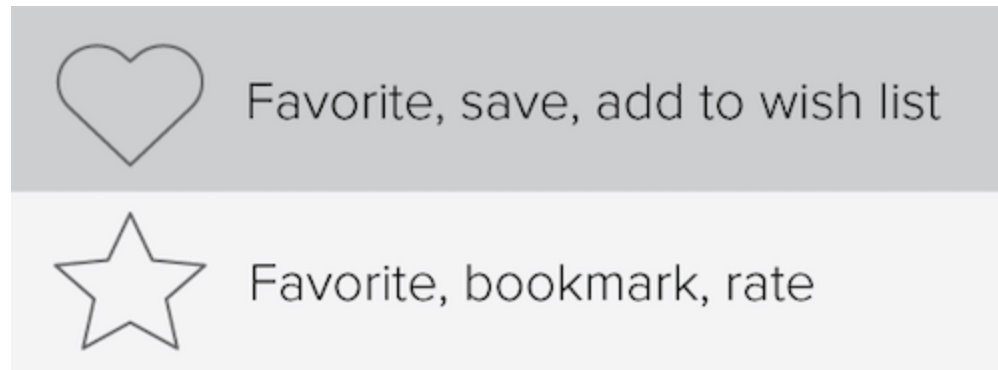


*Easily recognizable icons (Image: [Icons8](#))*

There is only one problem: Universal icons are rare. Beyond the examples cited above, most icons are ambiguous. They can have different meanings depending on the interface.

## 2. ICONS WITH CONFLICTING MEANING #

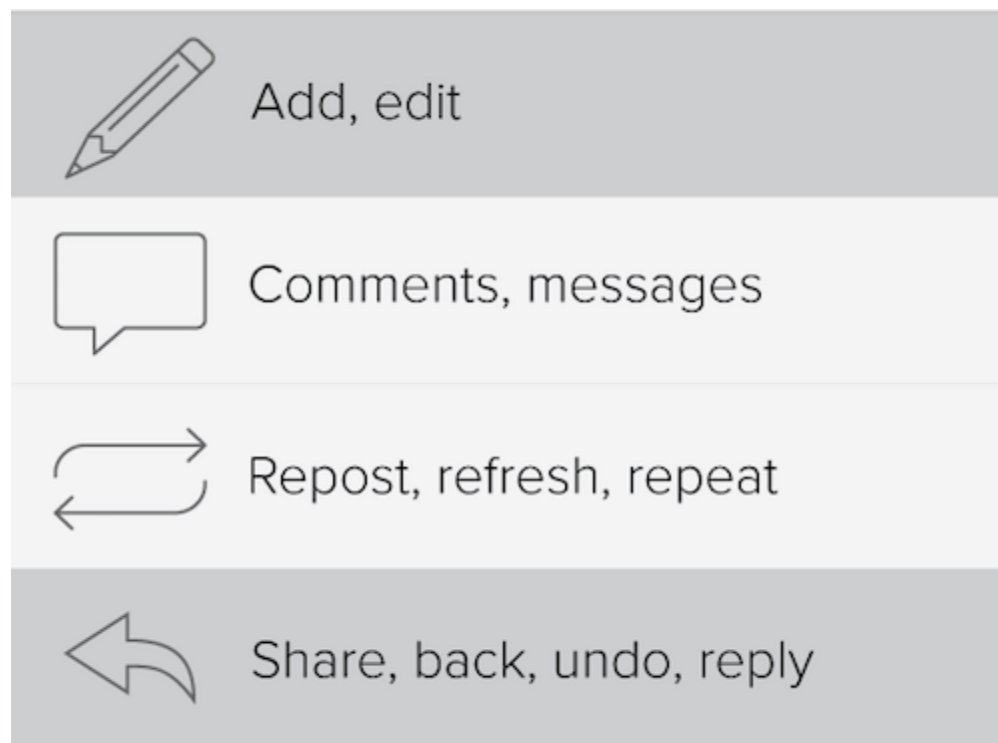
Trouble comes when you implement a commonly used pictogram that has contradictory meanings. The heart and the star are excellent examples. Not only does the functionality associated with these icons vary from app to app, but these two icons compete with each other.



(Image: [UserTesting](#)) ([View large version](#))

As a result, these icons are hard to interpret precisely. Even in the context of an individual app, these symbols can be very confusing when the user expects one outcome and gets another. This impedes the user's understanding of these icons and discourages them from relying on them in future experiences.

Consider other popular icons that have multiple meanings:



(Image: [UserTesting](#)) ([View large version](#))

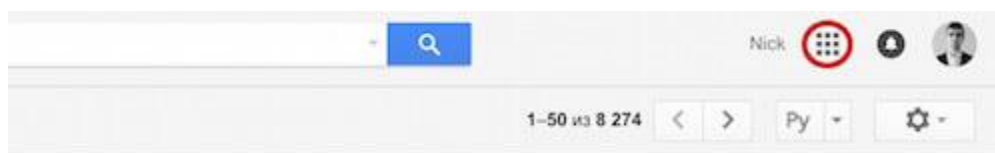
### 3.UNIQUE ICONS #

Icons are especially bad for anything abstract because they generally are not strong visual representations. How do you describe a unique object or action? Apple's icon for its Game Center app, for example, is a group of colorful circles. What does the Game Center icon mean? How does it relate to gaming?



*The Game Center icon fails to convey the concept of games.*

As another example, when Google decided to simplify its Gmail interface and move everything behind an abstract icon, it [apparently](#) got a stream of support requests like, "Where is my Google Calendar?"



*Gmail user interface for the desktop ([View large version](#))*

An icon might make complete sense once you know what it's supposed to represent, but it can take some time for first-time users to figure things out. Another problem is that first-time users tend to avoid interface elements that they don't understand. It's human nature to distrust the unknown.

**4.Colored icons** are just that — colored. They can either have a solid color or gradient color scheme, and can make icons appear less formal and more playful. The downside to colored icons is that they can be more challenging to integrate into a product’s aesthetic and can even distract users from meaningful content. Because of that, overuse is generally detrimental to UX.

While colored icons generally use one color (or a gradient), **duotone** icons contain two similar colors that are distinctly separated. To create one, you take an icon, split it’s elements into two layers (such as an outline and fill space), select a starting hue, experiment with layer opacity, and a duotone icon is born.

Duotone icons can add some extra visual interest to your designs without overpowering them. Just beware that at very small sizes, they can be hard to decipher.

**5.Outlined icons** are created by vector strokes, and are empty inside. They have pros and cons. On the upside, they’re clean, minimalist, and can look very polished. On the downside, they can take users more time to process and recognize.

## USE LABELS TO CLARIFY ABSTRACT OR UNFAMILIAR ICONS #

Icons can save space by reducing text, but at the price of recognition. An icon can represent a thousand different words, and that is exactly the problem. It would be a serious misconception to assume that users either would be familiar with your abstract pictograms or would be willing to spend the extra time discovering what each means.



*The bottom tab bar icons might confuse first-time Android users. (Image: [Google](#))  
([View large version](#))*

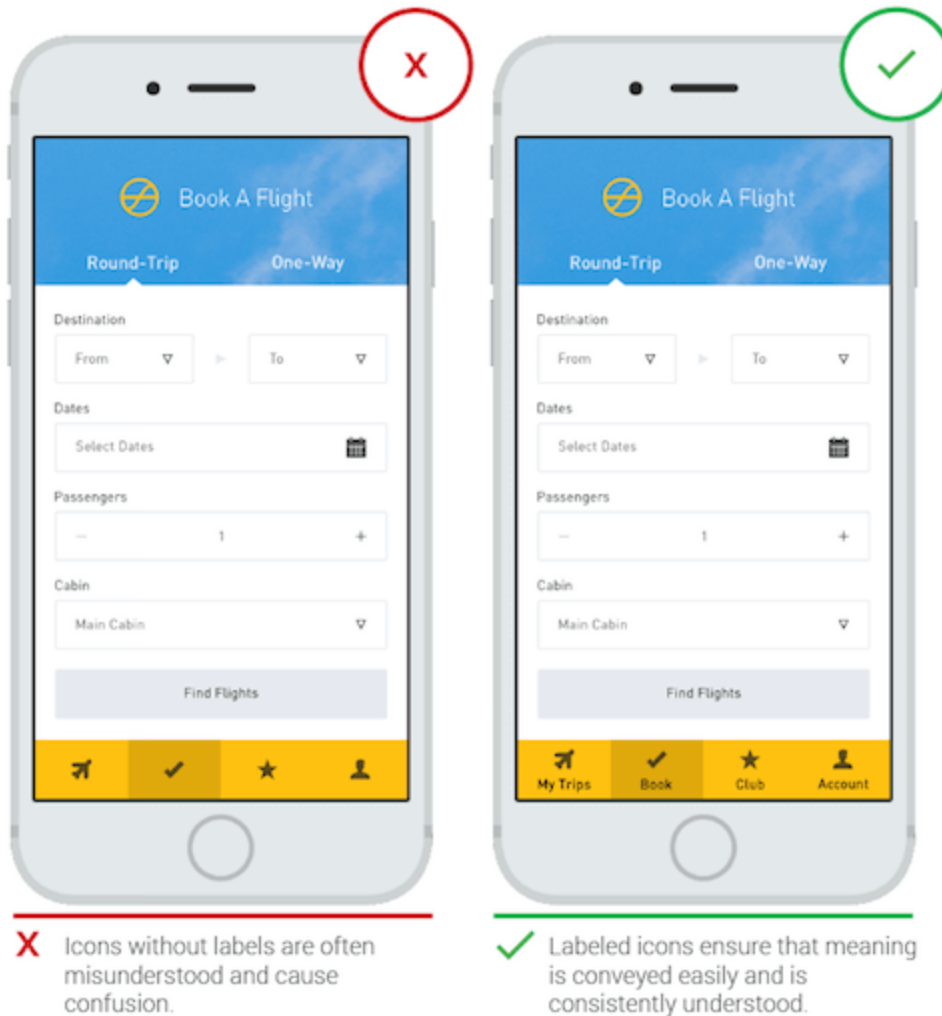
Users are often intimidated by unfamiliar interfaces. What they really want is a clear idea of what will happen *before* they perform an action in an unfamiliar app. That's why your icons need to set clear expectations for users before they click or tap on them.

A good user experience can be measured in many ways, one of which is how much it frees the user from having to think. Clarity is the most important characteristic of a great interface. To avoid the ambiguity that plague most icons, we can [include a text label](#) to clarify an icon's meaning in a particular context, especially for complex actions and abstract functions.

[UserTesting conducted](#) a series of tests, comparing labelled icons to unlabelled icons. It found that:

- users were able to correctly predict what would happen when they tapped a labelled icon 88% of the time;
- that number dropped to 60% for unlabelled icons. For unlabeled icons that were unique to the app, users correctly predicted what would happen when they tapped an icon only 34% of the time.

Even for universal icons, including a label is usually safer.



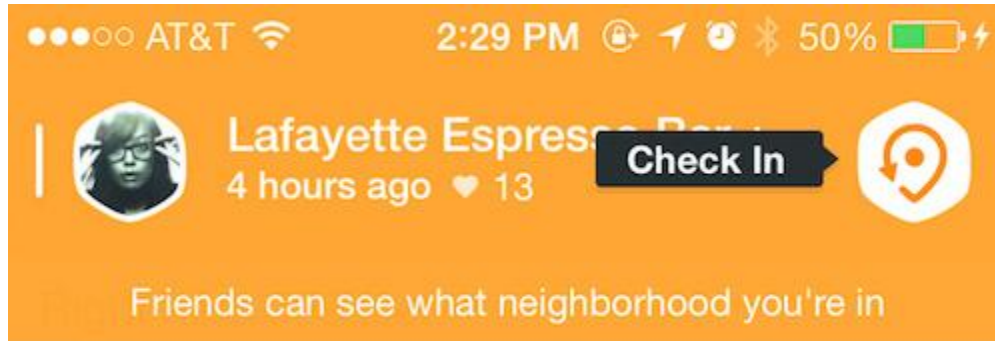
*Labelled icons are much more likely to be used. (Image: [Google](#)) ([View large version](#)).*

## **BEWARE OF TOOLTIPS AND POPOVERS FOR ICONS #**

Some designers believe labels defeat the purpose of icons and clutter the interface. To avoid using labels, they use tooltips. However, tooltips are a poor substitute for text labels. The fact that text labels never need graphic tooltips is a pretty good clue that text is better than icons. Another major disadvantage is that tooltips fail to translate well to touchscreens.

Another common technique is to use tutorials or coach marks or popover hints. However, users might simply rush through the tutorial or forget everything they've

learned when they next launch your app. Like tooltips, tutorials are no substitute for intuitive design; rather, the opposite. As [Matthew at CocoaLove](#) says, “Your app’s tutorial screen is just a list of ways you’ve failed.”



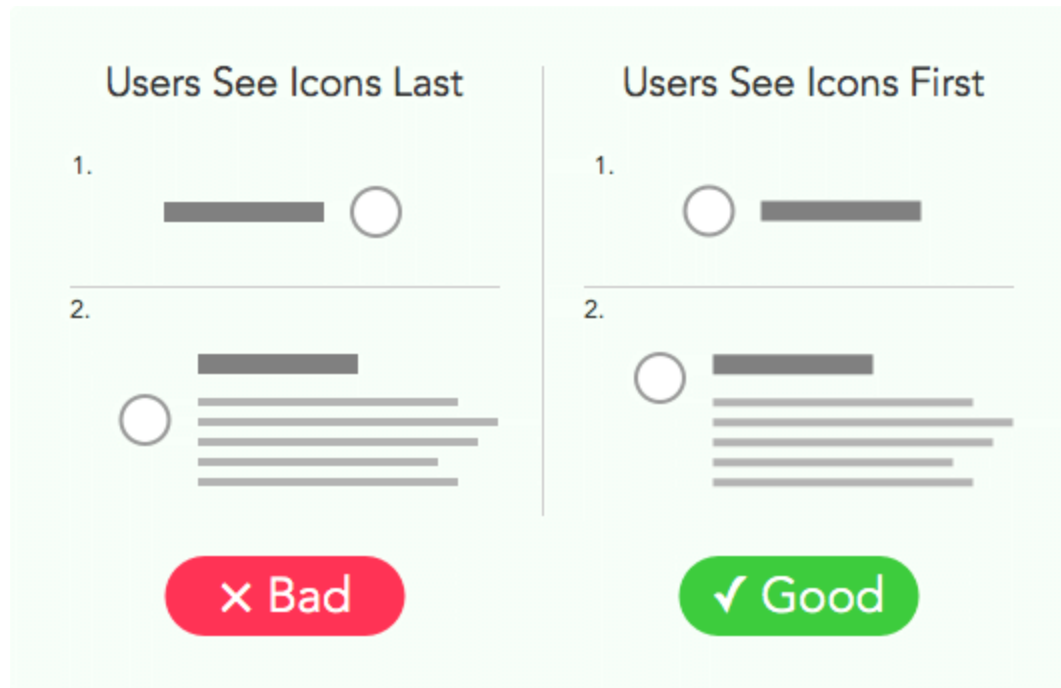
*The Swarm app uses popover hint to educate users. (Image: [Mobile Patterns](#))*  
([View large version](#))

## ICONS AND BUTTON LABELS #

Icons accompanied by labels make information easier to find and scan, as long as they're placed in the right spot. Place icons according to the natural reading order. As [argued by UX Movement](#), there are two important factors in an icon's location:

- In order for icons to serve as a visual scanning aid, users need to see them *before* they see the accompanying label. Place icons to the left of their labels so that users see them first.
- Align the icon with the label's heading, instead of centering it with the heading and body. Seeing the icon first will help users to scan the page more easily.





(Image: [UX Movement](#)) ([View large version](#))

## ICONS IN DATA TABLES #

Let's imagine that you have a table with numbers in rows, and you need icons as supporting elements to indicate whether a value is good, mediocre or bad. What is the proper placement for icons next to numbers — to the right or left? As [Don Nickel explains](#), icons to the left of a number usually indicate the intent of the data, whereas icons to the right usually indicate the quality of the data. As with icons with button labels, the placement of icons should follow the natural reading order. There are two possibilities for icon placement:

- Status icons would appear at the end of the line. As seen in the example below, the user will see the subject first, then the value associated with the

subject and, finally, the status of the value.

### My Expenses

Food	6,200	✓
Clothes	20,000	!
Entertainment	5,800	✓
Fuel	650	👍
Travel	360	😊

(Image: [Stack Exchange](#))

- If the icons themselves are the subject, then they would appear at the start of the line, and everything else would follow thereafter.

### LEGEND

😊	< 500	AWESOME!
👍	500 ~ 5,000	Not bad!
✓	5,000 ~ 10,000	Acceptable
👎	10,000 ~ 15,000	Poor
!	> 15,000	TERRIBLE!

(Image: [Stack Exchange](#))

## DESIGNING ICONS FOR MAXIMUM AFFORDANCE #

When designing user interface elements, consider the principles of usability (consistency, affordance, etc.). Affordance, an important concept, essentially means that elements such as icons should be intuitive:

- Keep icons simple and schematic.  
In most cases, icons aren't the place to be creative. If you design a new icon, minimize visual detail and avoid a highly realistic image by focusing on the basic characteristics of the object. [Fewer graphic details](#) aid recognition.



If you

have two options for an icon, choose the simpler one. ([View large version](#))

- Choose familiar icons.

A user's understanding of an icon is based on previous experience. If you decide to include icons in your interface, research first. Familiarize yourself with icons used by your competitors and with icons commonly used on the platforms you're targeting (i.e. system icons), because those will be most recognizable to your users.

- Don't port platform-specific icons.

As you build your app for Android or iOS, [don't carry over themed UI elements](#) from other platforms. Platforms typically provide sets of icons for common functionality, such as sharing, creating a document and deleting. When you migrate your app to another platform, swap out the old platform-specific icons with the target platform's counterparts.



Icons for common

functionality in Android (top) and iOS (bottom)

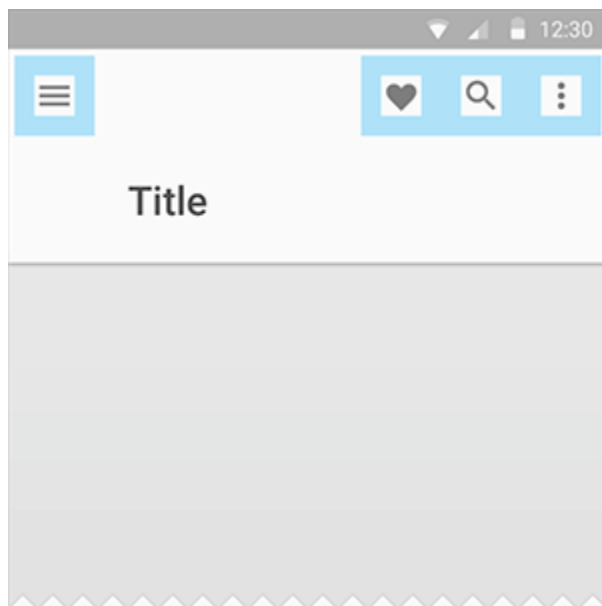
## MAKE ICONS GOOD TOUCH TARGETS FOR MOBILE APPS #

People interact with touch-based interfaces using their fingers. UI controls have to be big enough to capture fingertip actions without frustrating users with unintended actions and tiny targets. The image below shows that the width of the average adult finger is about 11 millimeters (mm) wide, while a baby's is 8 mm; some basketball players have fingers wider than 19 mm!

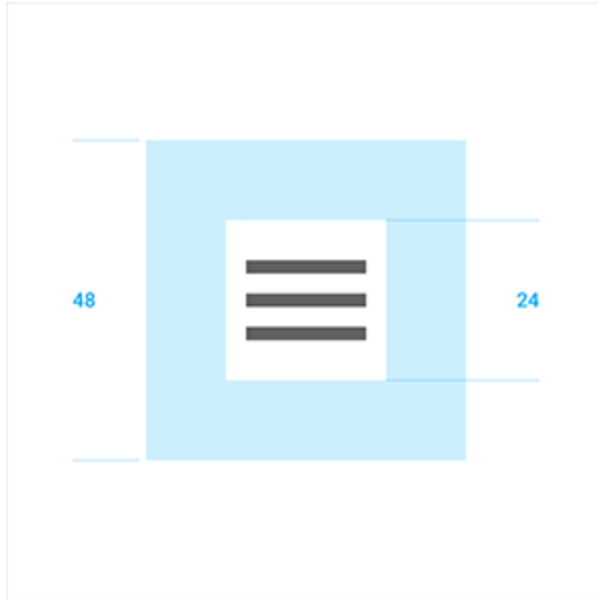
*People often blame themselves for having "fat fingers." But even baby fingers are wider than most touch targets. (Image: [Microsoft](#)) ([View large version](#))*

The recommended target size for touchscreen objects is 7 to 10 mm. Below are Apple and Google' recommendations for their platforms (see "[iOS Human Interface Guidelines](#)" and [Material Design](#)):

- Apple recommends a minimum target size of 44 × 44 pixels. Because physical pixel size varies by screen density, Apple's pixel specifications apply best to the iPhone's 320 × 480-pixel 3.5-inch display.
- Google recommends that touch targets be at least 48 × 48 density-independent pixels (DP). A touch target of 48 × 48 DP results in a physical size of about 9 mm, regardless of screen size. In most cases, icons should be separated by 8 DP or more of space to ensure balanced information-density and usability.

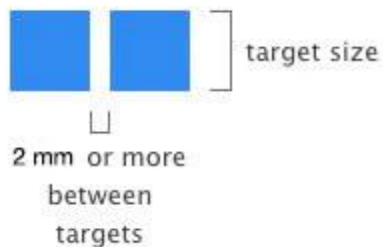


*Touch targets include the area that responds to user input. (Image: [Material Design](#))*



*For this touch area, the icon is 24 DP, and the touch target is 48 DP. The values apply to Android apps. (Image: [Material Design](#))*

But not only is target size important; sufficient space between touch targets matters, too. The main reason to maintain a minimum distance between touch targets is to prevent users from touching the wrong icon and invoking the wrong action. This becomes extremely important when icons such as “Save” and “Cancel” are right next to each other. At least [2 mm of padding](#) between targets is extremely important in such cases.



## TEST YOUR ICONS #

Icons need to be handled with care. Always test them for usability. Watch how a real first-time user interacts with your UI, which will help you to determine whether the icons are clear enough:

- Test the icons for recognizability.  
Ask people what they think the icons represent. They shouldn't have to wonder what they do, because they won't bother trying to find out.
- Test the icons for memorability.  
Icons that are hard to remember are usually inefficient. Bring back a set of test users and ask whether they remember an icon's meaning after having been told a couple weeks earlier.

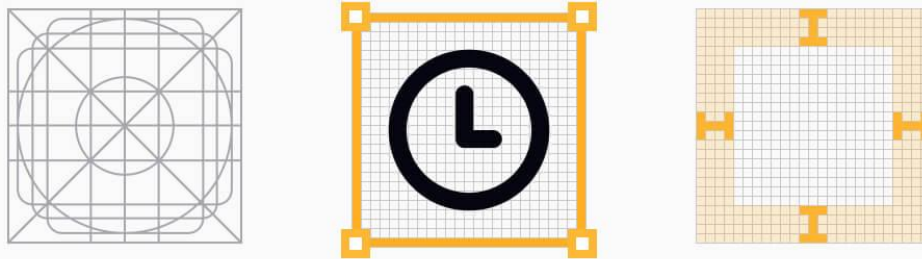
## Conclusion #

Iconography lies at the heart of UI design. It can make or break the usability of an interface. Every icon should serve a purpose. It should help the user do what they need to do without requiring additional effort. When designed correctly, icons guide users intuitively through a workflow, without relying much on copy. Don't make your users think. Make clarity in the app a priority!

## ➤ Anatomy of an icon

Now that you have a firm grasp of the different kinds of icons, you should understand the anatomy of an icon. This is important when designing your own icons, though it also comes in handy when evaluating the suitability of an existing icon set you're considering using.

Not every icon is the same size and shape, so keeping each of them within a standard-size **container** makes a developer's life way easier. Make sure the icons are the same size within the container in at least one dimension to prevent them from appearing to be all different sizes.



**Grids** can seem really rigid to those who haven't seen them before (or like a cryptic mess), but think of them like a starting canvas for designing your icons. They establish clear rules for making your graphic elements consistent. By using grids, you'll spend less time trying to make sure your icons all work cohesively together and make fewer mistakes.

Within your container and grid, you'll deal with **padding**. Padding is the inner space between the icon and the border of the container. It should be adjusted for each icon to be sure they're visually consistent.

While the grid gives a basic structure to start from when designing an icon, **keylines** provide a more nuanced guide. The keylines are like a starter kit for creating your icons and include a few basic shapes—usually a square, rectangle, and circle. They help you maintain consistent visual proportions in your icon designs without restricting your creativity.

**Border radius** (how much corners are either pointed or rounded) is another key to creating visually consistent icons. If one icon has crisp, sharp corners, you'll want to make sure all of your other icons also include them.

## ➤ Logo Design

In simple terms logo identifies a business in its simplest form via the use of a mark and icon.

“Justcreative.com”

Logo is the identity of the business which is memorable and recognizable it should not describe what company does. There are **three** basic types of logos:

1. Iconic/symbolic
2. Logo type/Word mark
3. Combination Marks

### 1. Iconic/symbol

In iconic and symbol such imagery is used which convey abstract representation of the company. For example : Apple



a logo is “a symbol that is used to identify a company and that appears on its products”. Even this quite broad definition contains the obvious message:

logo somehow becomes the first visual association that is brought out when people think over or hear the name of the brand. Like any other visual element, the logo itself can contain and transfer the message about the nature of goods or services presented by the brand, the tone and voice of the company’s communication with the customers, the general brand image.

Logo design usually becomes the basis for the whole brand strategy which is often fixed in a special set of rules and guides about the brand strategy called



a **brand book**. An efficiently designed logo can definitely increase the recognizability of the brand or company which enables the business to achieve its goals, be it selling more goods, involving more customers, getting more subscribers or obtaining wider recognizability. In addition, a logo is a sign that makes the product or service different from its competitors which is also an important pre-condition of the company's fast and successful development.

Most logos look like a simple sign and that makes people think the process of its creation is fast and simple, not needing too much effort or special skills. And that is quite a mistake. Efficient logo design is a complex strategy that includes all the **stages** of the design process and marketing process such as:

- user research,
- marketing research,
- creative search,
- choice of style direction,
- choice of **color palette**,
- testing in different sizes and environments,
- creating a style guide setting right and wrong cases of logo use, etc.

That is why a lot of companies including startups, which only start their way in the sphere of business, prefer to trust this essential task to professional designers. Practice shows that the logo thought-out to the slightest details is the worthy investment.

## Types of logos

### Image-Based Logos

Icon-based logos use images in order to send a message about the brand they're representing. Let's check out the 4 different types:

#### 1. Brand Marks



Brand marks – or pictorial marks – are logos that are made up of a graphic symbol or icon, one that (usually) represents a real-world object. We're talking a logo icon that's simple and straightforward, like the outline of a tree or a

coffee mug. This object could tell the story of what your company does – think Youtube’s play button – or maybe play with your company name.

### **Advantages of a brand mark:**

Brand marks are clean-cut and easy to remember. If you offer a specific service, an image representing that will send a quick, clear message to your audience.

Also, the simplicity of the design will translate well when resizing your logo across branding materials like business cards or letterheads.

### **When to use a brand mark:**

Is there one thing your business does really, really well? The Twitter brand mark is well-suited because it’s a bird, which instantly reminds people that the company tweets. If your business already has some traction, and/or if you specialize in *one* product or *one* service that can easily be represented by an image, then a brand mark could be a great choice for you.

Or, if, like Apple, your business name represents a real-world object, then you could also use a brand mark of that same object.

### **What to consider before using a brand mark:**

Tread cautiously if you’re a new business or don’t yet have many followers. While a brand mark is often the hallmark of companies that could be considered iconic, you need to first be established enough to be recognized.

Otherwise, your logo may not communicate enough about you to your audience, and they'll lose interest in your brand.

Also, bear in mind that if you're planning on expanding your product line to a few diverse objects, your logo may misrepresent what you do.

**Inspiration:** The Rolling Stones, Apple, Twitter, Target, Royal Dutch Shell

## 2. Abstract Logo Marks



Abstract logos are your conceptual, think-about-the-big-picture logos.

Like brand marks, an abstract logo consists of just a symbol – but one that is tailor-made for you. This type of image doesn't necessarily mimic an object that exists in real life; rather, it's a unique logo that's designed to express something specific about your brand.

**Advantages of abstract logos:**

There's room to play with these designs, because you can create a logo that really communicates your values or something about your brand that you'd like to emphasize.

Because an abstract logo isn't restricted to a real-world object or image, there's a lot of wiggle room to say what you want about your company.

## **When to use an abstract logo:**

If you're a business that does several distinct things, a well-thought out abstract mark may be the perfect logo for you! Abstract designs are great for communicating brand values or something else that you want to distinguish about your business.

The Chase logo, for example, is able to represent forward motion, while simultaneously symbolizing the different parts of the bank itself.

You can also do well with a simple abstract logo if you're planning on doing the bulk of your branding online, because simple designs will translate well regardless of the logo size.

## **What to consider before using an abstract logo:**

You'll want to make sure that you refine the logo design until you're sure you're conveying the intended message to the world. Attention to detail is crucial with abstract logo marks, and you don't want your message to be misconstrued with a logo design that's too vague or hard to understand. Notice how the Nike logo is easily recreatable from memory?

Also, a logo with excessive detail in the design may not look the way you want when printed at different resolutions; therefore, consult with a logo designer that understands how fonts, colors and shapes interact.

**Inspiration:** Airbnb, Pepsi, Microsoft, Nike, Chase

### 3. Mascots



Arguably the most family-friendly type of logo, [mascots](#) are images of a character or person that act as a visual representation of your business. Think of them as your brand's “spokesperson” – much of your advertising will be centered around them.

#### **Advantages of mascot logos:**

Mascots give their audience that warm-and-fuzzy feeling, which leads to creating a distinctly memorable brand. Also, nothing appeals to kids more than a physical, tangible character that they can relate to.

And, while you may empathize with the guy standing outside a seafood restaurant waving the arms of a 6'2 lobster costume as he sweats desperately in the August heat, your kids are likely to go crazy over him and beg you to eat there.

Just some food for thought. (See what we did there?)

## **When to use mascot logos:**

These are a great choice for brands trying to cater to children. Many food businesses or restaurants use mascots – like KFC and Kellogg's – as do brands that want to make a complex idea seem more accessible, like Mailchimp's marketing automation platform.

So, if you offer something a little more “dry” or difficult to understand, like a SAAS (software as a service) or plumbing services, a mascot could be a great way to humanize your brand and make it more appealing to your audience.

## **What to consider before using a mascot logo:**

Realize that Mascots may not send the right message if your company's focus is global innovation or disrupting the pencil industry – or, of course, marketing a product that isn't child-friendly.

Case in point: Camel cigarettes ran a ten-year advertising campaign based on their mascot, Joe Camel (also known as Old Joe). However, they had to pull the campaign in 1997 while facing a lawsuit that accused the company of using Old Joe to target children – evidenced by a \$470 million increase in cigarette sales to teenagers since the campaign started.

Moral of the story: If you're a company selling cigarettes – don't try to promote to kids. Just don't.

Companies like Pillsbury, on the other hand, are perfectly represented by their wholesome, doughy – I mean, well-rounded – mascots (pictured above).

**Inspiration:** KFC, Pillsbury, Kellogg's, Mailchimp, Pringles

## 4. Combination Marks



The name is pretty self-explanatory, but [combination logos](#) incorporate – *combine* – both images and words into their design.

Combination mark logos include any combination of images and words that you choose; you can pair a letterform with a mascot, a monogram with an abstract image – whichever combination speaks to you the most. (We'll talk more about some of these other logo types below.)

**Advantages of combination marks:**



One word: Versatility.

With both symbols and letters at your disposal, you can use your logo to craft a clear brand message that sticks.

The combination also allows for easy rebranding – your company name, for example, combined with an image (abstract or otherwise) will be associated as one, so that eventually your customers will only see the symbol and still immediately think of your brand.

(Nike did just that with their infamous “swoosh”; while their traditional logo is their name combined with the swoosh image, their clothing is often branded with just the swoosh – and is instantly recognized.)

## **When to use a combination mark:**

You'll definitely want to consider this type of logo if you're just starting out. Combination marks will give your audience multiple visual cues when they come in contact with your business, which helps them to remember you – and what you do – over time.

They're also a great option if you want to [trademark your logo](#), as pairing symbols with text will help you to create a distinct image.

## **What to consider before using a combination mark:**

Versatile shouldn't mean excessive. Conceptualize how you want your name and symbol to work together, and keep your logo design clean and on-message.

**Inspiration:** Pizza Hut, Puma, Mastercard, CVS, Toblerone.

## 5. Emblem Logos



Even the name has that impressive, traditional feel. [Emblems](#) have stood the test of time, from family crests to the royal stamps of powerful monarchs. These logos consist of a typeface that sits within a border – usually a seal or a crest. Think universities and government organizations.

### **Advantages of emblem logos:**

Emblems are memorable, and they lend an air of professionalism, traditionalism and importance to your brand. They also give the impression that your company has been around forever, and it isn't going anywhere any time soon.

### **When to use an emblem logo:**

This logo type is great for brands who want to seem reputable or tell their audience that they uphold traditional values. Emblems look particularly good (read: prestigious) when they're engraved, so it may be a good option for you if you run an organization with uniforms or garments of some kind.

## What to consider before using an emblem:

Once again, think about scalability as you design your emblem, since these logos tend to have more detailed designs that may not look as nice when resized.

Also, emblems don't afford you the same flexibility as standard combination marks do, so be absolutely sure about your design before sending your logo into the world.

**Inspiration:** Starbucks, Stella Artois, Perrier, BMW, Harvard

## 6. Dynamic Marks



You could say dynamic marks are the new-age logo. Unlike other logos, this type of logo adapts itself to the context in which it's used. This means that rather than having one standard font-color-text combination in your logo, these elements can change – whether on the internet or on different branding materials.

### **Advantages of dynamic marks:**

You can be as creative as you want! Because there are so many mediums through which to build your brand (think responsive web pages or mobile sites, blogs, digital media, merchandise, ads – the list doesn't end) you can modify your logo to fit any scenario or make a slew of impressions on potential customers.

Also, [dynamic logos](#) keep things interesting; your audience will be waiting on the edge of their digital seats to see what you come up with next.

### **When to use a dynamic mark:**

This is a great option for brands in entertainment, media, or creative industries. If your business will have a number of different branches, like FedEx, then a dynamic mark with a changing color could be a great way to differentiate those parts to your customers.

### **What to consider before using a dynamic mark:**

You don't want to lose the associative power of your logo. Some of your followers may connect your brand with your colors, others may remember the shape of your icon; if these details are constantly changing, your logo may not

cause the same effect as a stagnant logo would. Be mindful of the changes you make, and once again, make sure to keep your logo on message.

**Inspiration:** Nickelodeon, AOL, FedEx

## Name-Based Logos

The following logo types don't use images or icons in their designs, and they primarily use a strong typeface and color palette in order to make their mark. Let's take a look!

### 7. Wordmark Logos (Logotypes)



[Wordmark logos](#) consist of text only – company names, monograms or initials.

Essentially, logotypes are just a business name set in some kind of particular typeface (font).

**Advantages of wordmark logos:**

No one has to do any guessing when they see a wordmark – it's quite clear what company the logo represents. Because the design is all in the lettering, logotypes are one of the most versatile logo options that are easily transferable onto any marketing material.

## **When to use a wordmark logo:**

If your business name is catchy, this is the perfect way to highlight that and use it to your branding advantage. High-end fashion brands like Tiffany and Co. use wordmarks a lot, as do food brands and tech companies that want to be seen as innovative.

The power of wordmarks are all in their fonts, which means that you can choose a font whose style is highly reflective of your brand's personality – and your audience's eyes will be drawn right to your logo.

## **What to consider before using a wordmark logo:**

Does your business's name say anything about what you do? If you're not well-known, or if your business is named after a person rather than a concept, it may be difficult to create the kind of brand recognition you'd want a logo to help foster without using an image.

**Inspiration:** Subway, Uber, Coca Cola, ToysRUs, Tiffany and Co.

## **8. Lettermarks (Monograms)**



Think abbreviations. Lettermarks, or [monogram logos](#), are typography-based logos that take the abbreviated initials of a company and spruce up their design a bit. Boom! You have a no-fuss, no-frills logo.

### **Advantages of lettermark logos:**

Likely more than ever before, the world loves abbreviations (maybe we have the current technological era to thank for that?). From our interpersonal communication style – LOL, BTW, OMG – to name a few – to our luxury car companies (BMW), acronyms are throwing themselves all over the modern era.

Also, they're to the point: Lettermarks turn your lengthy business name into an identifiable brand identity

### **When to use a lettermark logo:**

It's relatively easy to get this logo up and running – after all, there's not much detail to think about – so monograms could be a great option if you're a new/small business who needs to get their name out there.

Lettermarks are also a good choice for you if you have a long business name – like the New York Yankees – which is difficult to print on small objects or read at a small scale. Finally, because monograms are often associated with personalization and wealth, they can be a good option for brands that are trying to appeal to a high-end crowd or offer homemade/handcrafted items.

## **What to consider before using a lettermark logo:**

Know your fonts. The simplicity of the logo should work to your advantage, but make sure you're not stuck with a boring, forgettable logo design; the appeal lies in the details.

Also, you may want to consider embossing your business's full name under your logo on branding materials (like business cards or a landing page) so that people can build an association between your monogram logo and your company name.

**Inspiration:** HP, LG, Louis Vuitton, New York Yankees, IBM

## **9. Letterforms**





Last but not least, letterforms are the minimalist cousins of monograms; they're just [one-letter logos](#). Of course, these logos should be bold and beautiful (read: designed well), since it is difficult for a letter alone to convey a clear message. Think Favicons ("shortcut" or website icons).

### **Advantages of letterform logos:**

Letterforms are easily scalable. When your logo is just one letter, you can stick it anywhere and have it look equally as good. And, a successfully-designed letterform will subconsciously invoke the full name of your brand in people's minds.

### **When to use letterform logos:**

If you have a long and complicated business name, then letterforms are a good way to make your logo "snackable" while still hinting at your business name. You can play with the typeface to have your letterform stand in for something you offer, like the Beats logo does to symbolize speakers.

## What to consider before using a letterform:

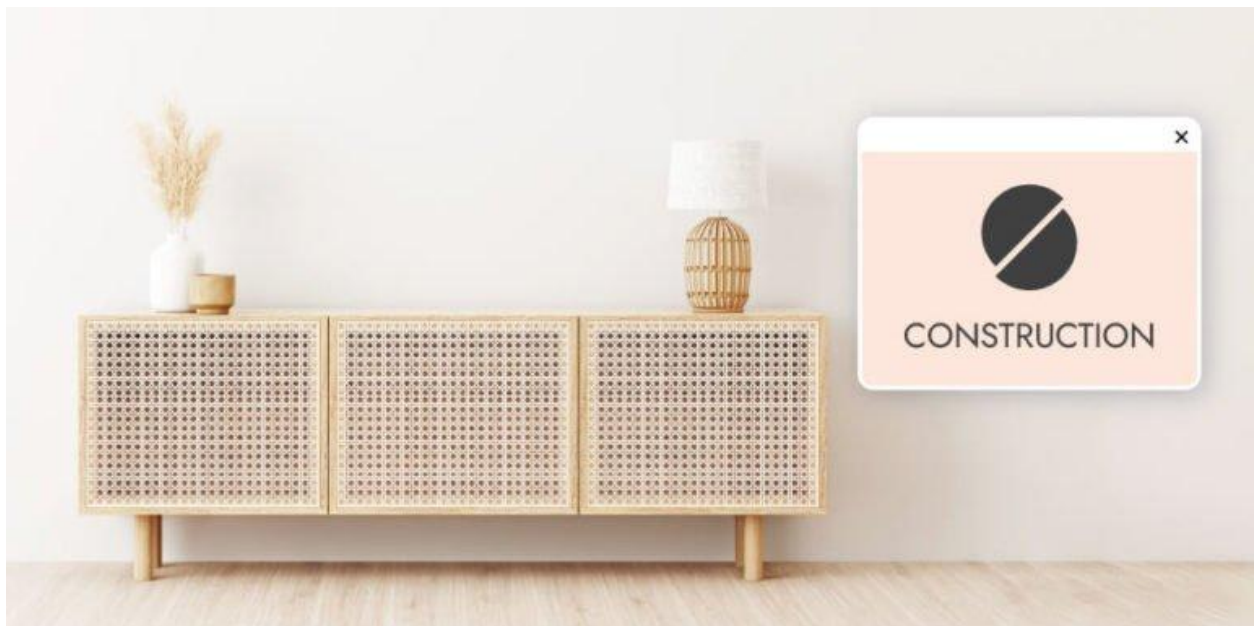
Because these logos are just one letter, the design is crucial; if the logo isn't memorable, it's pointless. This could mean it has a funky font, dramatic backdrop or interesting color scheme- anything that makes the letter pop off the page and resonate.

And, make sure the font you use is legible. If your logo is just one letter, you want people to be able to read it.

**Inspiration:** Beats, McDonald's, WordPress, Yahoo, E! Online

## 5 Characteristics of a Good Logo

### 1. Simple



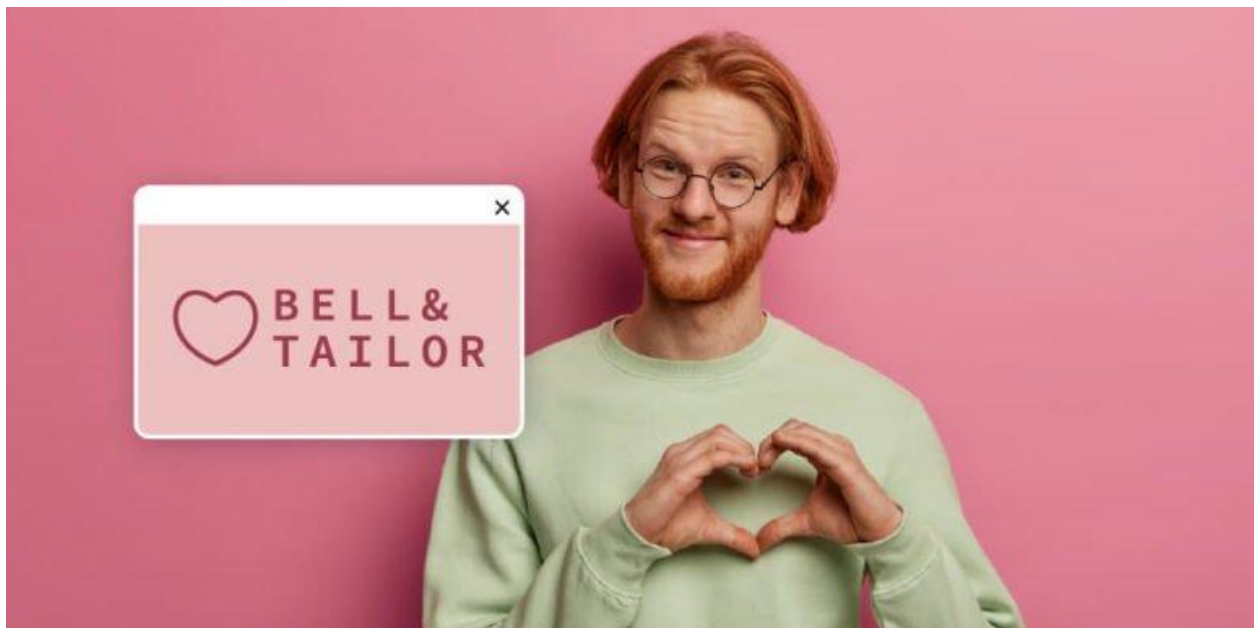
Many of the most impactful and successful logos in history are surprisingly simple. From [Nike's single swoosh](#) to Apple's eponymous design, simple logos are easy to recognize and remember. Simplicity is a key ingredient

for logos because most consumers only focus on a logo for a short time. A simple design can express your brand's personality concisely and effectively.

Simple logos focus on highlighting the most important parts of a brand's personality with limited real estate. This includes focusing more on aspects like colors and fonts as well as on distilling ideas into their simplest form. For instance, a symbol is a powerful way of creating simplicity, as it can instill a mental association with a particular set of values or ideas.

Other great designs for a simple logo include letter and word marks, which dispense with images and focus instead on communicating brand personality directly with fonts and colors. Overall, the most important aspect is to focus on using as few elements as possible to communicate your brand's identity.

## 2. Relevant



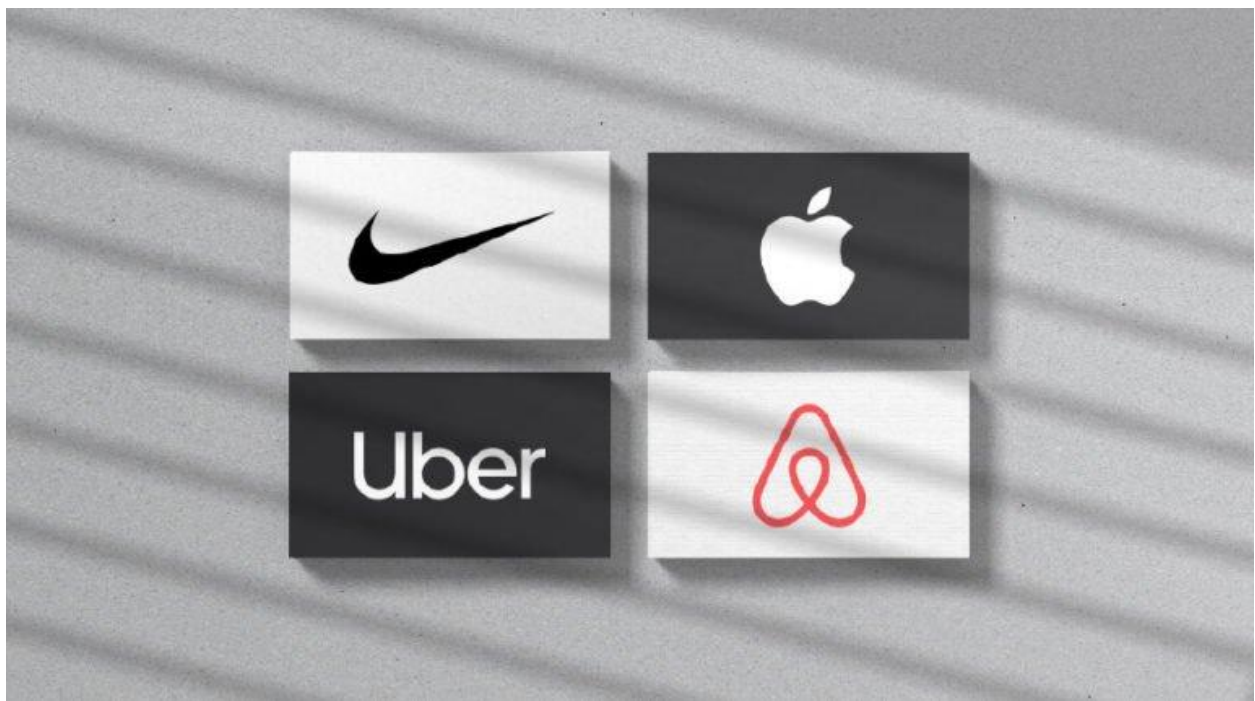
The first quality great logos share is that they're relevant to the markets their companies target. More importantly, they clearly communicate a brand's personality and identity. A primary component is the [use of colors in your logo](#), which can trigger different emotions and show your brand's

personality to consumers. A company that sells toys for children may choose bright colors that communicate energy, fun, and excitement.

The second important component is the font used in the logo or word mark. Fonts help communicate your brand's tone and its values, which ultimately help define your personality better. More angular and thin fonts are ideal for highlighting a company that works in technology while softer cursives are excellent for companies that work in jewelry or women's products.

Finally, choosing the right symbol is a key aspect of establishing a visual anchor for your logo. Symbols are important aspects of a logo because they can be used by themselves as a simpler version of your logo. Symbols are also important when building connections between your brand and the ideas and values behind it.

### **3. Memorable**



Another key aspect of a good logo is that it is memorable, even from the first time you see it. The goal of a logo is to create a connection with a consumer and generate interest in your brand. When consumers can easily recall your logo and brand, they are more likely to connect them with your

company. Logos that are easy to remember and produce a strong impact are valuable because they help your brand stick in consumers' minds.

Memorable logos combine many of the elements discussed above, but they find the right balance between the visual and textual aspects. More importantly, they clearly and cohesively communicate your brand's personality and tone.

Finally, a memorable logo should always strive to be unique. Even in industries where there are standards and common norms for designs, your logo should always aim to stand out from the pack as much as possible.

## **4. Timeless**



The best logos stand out from the pack because they remain relevant and effective over the years. It's always tempting when you design a logo that incorporates current design trends and fads, but it's not always the best decision.

These logos may look good now, but they will probably need to be redesigned later to keep them current. Instead, a timeless logo is one that will remain relevant and connect with users no matter when it is being used. For instance, McDonald's golden arches have remained unchanged for decades, as has Coca-Cola's iconic word mark.

Timeless logos focus on quality over quantity, removing many of the unnecessary elements and crazy ideas and focusing on what works. This means focusing exclusively on your brand's core ideas and values to uncover the most effective way to transmit them without unnecessary clutter. Another important aspect of timeless logos is that they keep colors simple and basic, ignoring gradients and massive palettes in favor of more selective and unique colors.

Finally, a memorable logo should always strive to be unique. Even in industries where there are standards and common norms for designs, your logo should always aim to stand out from the pack as much as possible.

## 5. Versatile



Last, but certainly not least, a good logo can be used in a variety of ways, shapes, and situations. For example, a logo you can only use in one size online is not very good, as it limits the ways you can expose your brand to the world. On the other hand, choosing a logo that can be resized, printed, or placed on different media makes your brand significantly more visible.

Even the best-looking logos are not necessarily good if they become illegible or unrecognizable when you shrink them for packaging or become distorted when you put them on a billboard. One of the easiest ways to make your logo more versatile is to think about what format you create and save it in. Traditional photo images may pixelate when you resize them, but vector files are built to be scaled.



On a design level, keeping the clutter to a minimum and opting for a simple design will instantly make your logo more versatile. Having too many lines, flourishes, elements, or colors can create a complicated design that will scale poorly. Instead, keep in mind that you have limited real estate, and focus on saying more with less.

## ➤ **Importance of Logo**

### **1. It Grabs Attention**

Attention spans are short these days – especially consumers’.

As things stand, companies have about 2 seconds to convince potential customers that their products are worth any consideration.

Enter: Your logo.

A logo can quickly grab viewers’ attention and communicate a company’s core values in an interesting way. That short attention span – you know, the one that causes consumers to judge your business by its appearance – can work to your advantage, if you have a solid logo to speak for your company.

### **2. It Makes a Strong First Impression**

You have one chance to get this right.

A logo is a company’s first introduction to consumers. If designed well, it can pique the interest of the public and invite them to learn more about the company; if not, you’ve just alienated a potential customer base and basically tanked your business.

(We’re kidding – sort of.)

This first impression is your way to immediately communicate ownership over the product(s) you sell or niche you dominate.

Do you offer women's basketballs with an enhanced grip? Is your financial advice particularly helpful for solopreneurs? Your logo introduces your company as an authority in your professional space from the get-go.

### 3. It's the Foundation of Your Brand Identity

Successful branding is about telling a story that will influence customers' emotions – plain and simple.

And, while it's true that logo design is only a part of a company's brand, it serves as the foundation for the entire narrative on which the brand is built.

Colors, tones, fonts – all of this is determined by the story you're trying to tell, and your logo sets the stage for this story.

These elements will later translate from your logo onto all of your branding materials – letterheads, business cards, landing pages, you name it – creating a concrete, marketable brand identity.

### 4. It's Memorable

Your logo leads the horse (your audience) to water (your company).

Logos are a point of identification; they're the symbol that customers use to recognize your brand. Ideally, you'll want people to instantly connect the sight of your logo with the memory of what your company does – and, more importantly, how it makes them feel.



Because a good logo is a visual, aesthetically pleasing element, it triggers positive recall about your brand that the name of your company alone might not.

And, if we're all being honest, some of your audience will likely forget the name of your business (don't take it personally – it's human nature), but they'll immediately associate your logo with their memories of your brand.

## 5. It Separates You From Competition

Dare to be different with your logo, because your company logo tells consumers why your business is unique. Sure, maybe there are 50 other coffee shops in your city, but *yours* is the only one that's committed to sustainability, and your green, earthy logo drives that message home.

A well-designed company logo can communicate everything from the company's background (professional, relaxed, fun) to their mission (entertainment, efficiency, and innovation) through the right icon or proper font.

In other words, your logo is the forum to both convey your values and show consumers why you're not like your competitors – you're better.

## 6. It Fosters Brand Loyalty

Say it with me: Consumers crave consistency.

As your brand grows, your logo is going to become more familiar to a wide range of consumers, and this familiarity creates the perception that you're trustworthy and accessible.

Think about it: When you're out shopping for workout gear and suddenly spot track pants with the Nike swoosh, you're instantly ready to buy. Why? Because with Nike apparel, you know you're in safe hands; Nike is a brand you trust. Trust is built on a well-designed logo, and brand loyalty is quick to follow.

Once they like you, your customers are going to seek you out again and again – and your logo is the thing they'll look for first.

## 7. Your Audience Expects it

And, last but not least:

Your logo is the first thing that your audience will look for when they see any communications from your brand. It should be front and center of all your marketing materials such as business cards, flyers, advertisements, etc.

If you don't have a logo (and one that stands out), then you are missing an opportunity to make your business stick in the minds of your audience.

## ➤ UI Animation

**When you hear the word “animation,” you might think of cartoons or video games. In reality, animation is all around us—especially in the apps and websites we use.**

From scrolling down a screen to getting a notification, not only does animation guide your users as they navigate through the site—it's also vital for

storytelling and creating a brand narrative. In short, animation provides a 'living' element to something that would otherwise be static.

If you're a UI designer looking to add more skills to your arsenal, consider this blog post your official introduction to the exciting, innovative world of UI animation. We'll guide you through the basic principles, the tools you should have on your radar, and how to get started. By the end of this article, you'll be well on your way to creating awesome animations that will take your interfaces to the next level.

## **What is UI animation?**

UI animation is the process of adding motion to UI elements in order to enhance a product's interactivity. UX and UI designers use animation to guide them around the interface, alert users of a change, influence users' decisions, and indicate a relationship between elements—among other uses. UI animation also reduces the mechanical feel of a website or app, creating a much more natural and intuitive experience.

In the infant stages of the digital age, it was commonplace for designers to overload their interfaces with animated gifts and bright, flashing colors. But as we began to learn more about the psychology behind how users interact with digital interfaces, it became clear that excessive use of decorative animation detracted from the quality of the site—and even resulted in a loss of users.

Over time, designers opened their eyes to the functional benefits of animation, taking it from a decorative add-on to something that could enhance the user experience. A turning point in the evolution of UI animation was the **switch from linear movement to interactions** that mimic real-world properties, like speed, gravity, and weight. This progression led to the realistic UI animations that we have today.

In UI design, animation can be **functional** or **decorative**. Functional animation guides and informs the user in real-time, whereas decorative animation is an essential storytelling and branding tool.

## Animation vs. motion graphics

If you're new to the world of UI animation, you're probably wondering what the difference is between animation and motion graphics. A quick Google search will show you that these terms are often used interchangeably, so what's the distinction?

Animation is an umbrella term for the practice of adding motion to imagery. While it's a part of UX/UI design, it also encompasses other fields—such as film, gaming, and VR. Motion graphics, on the other hand, refers to the process of adding motion to **graphic design elements**. Put simply, motion graphics are a type of animation. Unlike other types of animation, motion graphics tend to place less emphasis on storytelling.

Visit below link to get more information about motion and animation difference

<https://motioncue.com/difference-between-motion-graphics-and-animation-explained-with-examples/>

## Why is UI animation important?

With the number of websites and apps increasing ten-fold every day, users have come to expect powerful, functional, and unique interfaces that are easy to navigate. Today's **digital products** have to be human-centered, intuitive, and responsive. One of the ways that designers achieve all of the above (and more) is with animation.

Animation adds a vital human touch to digital interfaces by simulating the experience of interacting with a physical object in real life. This makes for an easier, more natural experience for the user, and reduces cognitive load. From point A to B, UI animations act as signposts—oftentimes so subtle that you wouldn't even know they were there. Animation also reduces stress by providing real-time updates and feedback, keeping the user informed at all times.

From another perspective, animation can make an interface fun and engaging. Having a visually appealing interface is vital, and including just the right amount of animation could set you apart from the crowd. Think of animation like a spice rack, and your digital product as a stew. Adding only one spice could mean the stew will taste bland and uninviting. On the other hand, overloading your stew with too many different spices could give your stew an overwhelming and confusing flavor. You have to learn how to add just the right amount of spice to make the stew delicious and nourishing. Learn

more about [UI best practices in this comprehensive guide to UI design](#), and keep on top of the trends here: [5 UI animation trends to follow](#).

## What are the different kinds of UI animation?

While many designers have their own ways of categorizing animations, the most common UI animation types tend to fall into these four groups:

- Micro-interactions
- Loading and progress
- Navigation
- Storytelling and branding

Let's look at these a little more closely.

### Micro-interactions

Micro-animations are perhaps the most commonly used type of UI animation. They inform users when an action is successfully completed, or when an operation is unsuccessful, essentially helping users to visualize the result of each action. Pressing a button, moving a toggle, scrolling down a page, or getting a 'silent' icon when you switch your phone on silent—these are all examples of micro-animations. Like so many elements of good UI, micro-interactions go largely unnoticed—but their importance becomes clear when something goes wrong.

# Loading and progress

Loading and progress animations help to keep users informed by demonstrating the process of completing an action, or letting them know how long it will be until the action is completed. No one likes waiting for something to load, especially without an understanding of how long they'll be waiting for. Progress bars, timelines, and pull-down-to-refresh functions eliminate stress and reinforce the sense that the user is moving forward.

# Navigation

Navigational animations guide the user through the interface. The more complex or comprehensive a website is, the more crucial navigational animations are in making the website intuitive. By offering prompts such as arrows, hover animations, or swipeable layout elements, the visual hierarchy becomes clearer, and the user can feel confident in where to go next.

# Storytelling and branding

Often found on welcome screens, decorative animations are a fantastic way to strengthen the brand identity and tell a story in a matter of seconds. Animation can be used to attract users to certain brand elements, and for showcasing a product in a fun and engaging way. A classic example of storytelling and branding animation would be an animated logo that instantly lets people know what kind of brand you are.

# UI animation principles

In 1981, Disney animators Ollie Johnston and Frank Thomas produced their book *The Illusion of Life*, which outlines 12 core principles of animation. While these principles were intended for film and cartoon use, they've since become an invaluable resource for UX and UI designers—providing a useful framework for introducing functional, comprehensive animations into digital interfaces.

Let's dive into what they are.

## 1. Squash and stretch

Some objects, depending on their composition, can change shape as they come into contact with other objects—squashing and stretching as they interact with the world around them. For example, when a ball hits the ground, its mass, weight, and center of gravity don't change, but its shape may contort.

In UI design, squash and stretch can be related to buttons; when you press a button, it goes into a 'squashed state.' This concept means we can assign interactive characters to any UI element—allowing them to change state as a result of certain actions.

## 2. Anticipation



Anticipation refers to the preceding of an upcoming action, or in other words, micro-animations that lead up to bigger actions. A great example of anticipation is hover-states. If you hover on a button and it turns a different color, it's an anticipation that something will happen when you click on the button.

### **3. Staging**

Staging, as you might have guessed, refers to setting the stage for an action. It's a way of influencing the user to press a certain button or fulfil a certain action by 'staging' and organizing the elements in a specific way. For example, if you add a 'you might like these' feature on the checkout page of an e-commerce site, you may add an 'add to cart' button that sits apart from the other elements—making it the obvious button to press.

### **4. Follow through and overlapping action**

Think about a cat getting ready to pounce on a mouse. Before it even jumps, its ears might be the first to move—followed by its front legs to offset it from the ground, and finally the hind legs once the momentum has built up. Even when it's landed, parts of the cat's body might still be in motion—with overlapping movements happening all at once. Mimicking this, UI elements can be made to move at different speeds or even overshoot their action before coming to a resting position. The subtle difference in speed and acceleration of each element makes the page feel more natural.

## 5. Easing

Easing, also known as slow in and out, refers to the slow, gradual movement of UI elements. If you think about objects in real life, they don't move abruptly—and neither should UI elements. A slight fade-in of an image is a lot more natural and comforting than having it appear out of nowhere.

## 6. Arcs

In real life, things rarely move in straight lines, but rather in curves or arcs. While interfaces are commonly designed on grids, arcs can be used to highlight an element's path when creating **responsive designs**. For example, when switching from desktop to mobile, a button might collapse into a ball with a curved motion—rather than a straight line.

## 7. Secondary action

Secondary actions are actions that support and enhance primary actions, such as shoelaces moving up and down while a character walks in a cartoon. Most micro-animations can be classed as secondary actions, such as a button 'pulsing' once it's been pressed.

## 8. Timing

Timing refers to the order in which UI elements are animated, as well as the sequence they follow. Depending on the function of the element, the time it takes to move has a direct influence on the mood and character of the interface. Animations that move too slowly may frustrate users, whereas animations that move too quickly may cause them to miss something important. Timing is perhaps one of the most important principles on this list, as it impacts and influences the users' focus.

## 9. Exaggeration

In a user interface, some animations can be exaggerated to grab the users' attention and add a stylized element to the page. Where the other principles on this list mimic the realism of actual objects, exaggeration is a chance to get creative.

## 10. Appeal

Even micro-animations need to be appealing to the user in order for them to serve their purpose. Adding charm to your animations with color is a sure-fire way to make even the most undetectable animation appealing.

## 11 & 12. Solid drawing & straight-ahead vs. pose-to-pose

These are the two slightly less relevant principles for UI animation. Solid drawing refers to 3-dimensional animation. When treating the third dimension as an oversight, the symmetry of 2-dimensional animation can dispel the illusion of a 3-dimensional object. This is why it often comes as a shock to see cartoon characters face-on.

The straight-ahead vs. pose-to-pose principle refers to the difference between starting an animation with a pose and creating subsequent frames, and filling in frames between key poses.

In addition to those key principles we've just outlined, it's also worth getting familiar with [these animation guidelines for UX and UI designers](#); they'll help you make sure your animations are enhancing the user experience, not detracting from it!

## Animation tools for UI designers

So, what do UI designers actually use to create these awesome, functional animations? Luckily, there's no shortage of comprehensive UI animation [tools and software](#) currently available. Here's a roundup of the three most popular UI animation tools for beginners:

### Adobe After Effects

[Adobe After Effects](#) is one of the most popular UI animation tools around—and arguably the most powerful. Hailed as the industry-standard

animation tool and visual effects software, After Effects has hundreds of effects to help you achieve your desired look.

From animated logos to motion graphics, anything is possible with this software—you can even add sound. The best part? It works seamlessly with other Adobe tools such as Adobe Portfolio, Adobe Fonts, and Adobe XD.

## Motion.UI

**Motion UI** is the new kid on the block of UI animation tools. With Motion UI, you can create animations quickly and easily with over 20 pre-made animations and transitions—or, of course, you have the option of creating your own from scratch. It also provides the code tutorial for the animations, making **prototyping** a breeze.

## Flinto

Prototyping and animation tool **Flinto** is great for creating quick, interactive, transition-based animations for apps and websites.

Integrated with both Sketch and Figma, it's a great tool for beginners—and also offers useful previews so you can gauge how your animations will look for the end user early on in their creation.

## ➤ What is illustration?

Illustration assists people's minds in understanding large and small concepts. Illustrators translate the written word into visuals that are easy to understand. We know from linguistics studies images are quicker for the mind to process than sentences, especially long sentences. Foreign language speakers sometimes use visual aids in learning the English language. Illustrators create these. Illustrators also create work for scientific fields of study and textbooks. These ideas are usually set in motion by a writer, or a marketing manager, or a business with a general idea. In the case of a **textbook and scientific illustration**, companies provide visual aids in their manuscripts for learners.

Industries hire illustrators to convey messages via images because they are effective. Illustrators use their ability to create images focused on building a story. I use the word "build" instead of "tell," because stories build upon ideas. Often we focus on the action in a story, rather than the idea that stories build upon ideas. Brilliant illustrators use their abilities to build upon ideas that lead to a result and illustrate a story. They create manuscripts, editorial illustrations, and product graphics. Why are these different projects important? They supply us with the different forms of multimedia we consume today. They question our values and help us develop empathy. Illustrators create a lot of the visual things we consume on social media, in books, magazines, and on tv. They even create the patterns that go on our clothing. Life would be a lot more boring without illustrators.

## **Why is illustration important?**

Illustration provides us with a more colorful and richer environment. Illustrators also create wall art. As said in this article, mural art and illustrations create "a sense of community." Often people think of illustrators just in relation to children's books. This is not the only place illustrations can be found. Cartoon artwork, products with cute images of animals and flowers, and even murals in big metropolitan areas are classified as illustration. However, there has been a surge of environmental art in recent years where muralists create beautiful work on walls, spaces, homes, and in urban centers. Illustration creates a sense of story in spaces that would be blank. The most important purpose of illustration is to fill spaces with inspirational visuals and tell a story of the human condition.

If you're running a business, it's essential to understand why illustration is important. In many circumstances, illustrations are much more effective than videos and photographs.

In order to be effective, an illustration should convey an idea in a very clear and simple way. Any piece of writing can be enhanced by drawings and images, whether you want to tell a story or teach a lesson.

The advertising industry relies heavily on the use of illustrators. First of all, the illustrator comes up with suitable product image that will be attractive to the relevant target audience. Anyone interested in the product is far more likely to be attracted by images than text. Most people don't have the patience required to read everything about a product so images are the best way to convey what the product is, its benefits and other relevant features to the target consumer.

Here are the key reasons to use illustrations:

### **1. You want to express a message**

While brief slogan can be catchy, if you want to express a message with any kind of depth or complexity, then an illustration is a great way to go about it. If you consider how the human brain works, a visual image gets perceived much quicker than text and is more likely to stick in the memory for longer. There are many methods to share information through illustrations, including flowcharts and infographics.

### **2. You want to educate**

From the day you're born, through to adulthood, illustrations play a major role in the development of the human mind. Illustrations are essential for helping young children to develop their imagination and the reason why children's books need to have colorful and vivid illustrations. They also help in a association, for a child to understand words, sentences and actions. Illustrations aren't just useful in the education of children, however. Have you ever tried to learn a foreign language? Whether it's to demonstrate a scientific idea, present an engineering concept, or to help others to visualize what you're trying to say, illustrations are essential for effective education.

### **3. You want to attract attention – especially important in advertising a product**

If you want to see first-hand the real-world effectiveness of illustrations, then look no further than the advertising industry. In a world where there are so many similar products to choose from, it's often the one with better advertising that gets the customer's money. Even if an individual isn't interested in your product when they see your advertisement, if you advertised with effective illustrations, your product will stick in their mind when they do have a need for your product. Presenting an advertised product well, especially online, is one of the cheapest and effective ways of advertising.

There are countless reasons to use illustration. People are naturally curious and attracted to a well-drawn illustration. You can have the most relevant and well written text in the world. If you want anyone to read it, however, consider a well-placed illustration above or adjacent to the text in order to attract your audience.