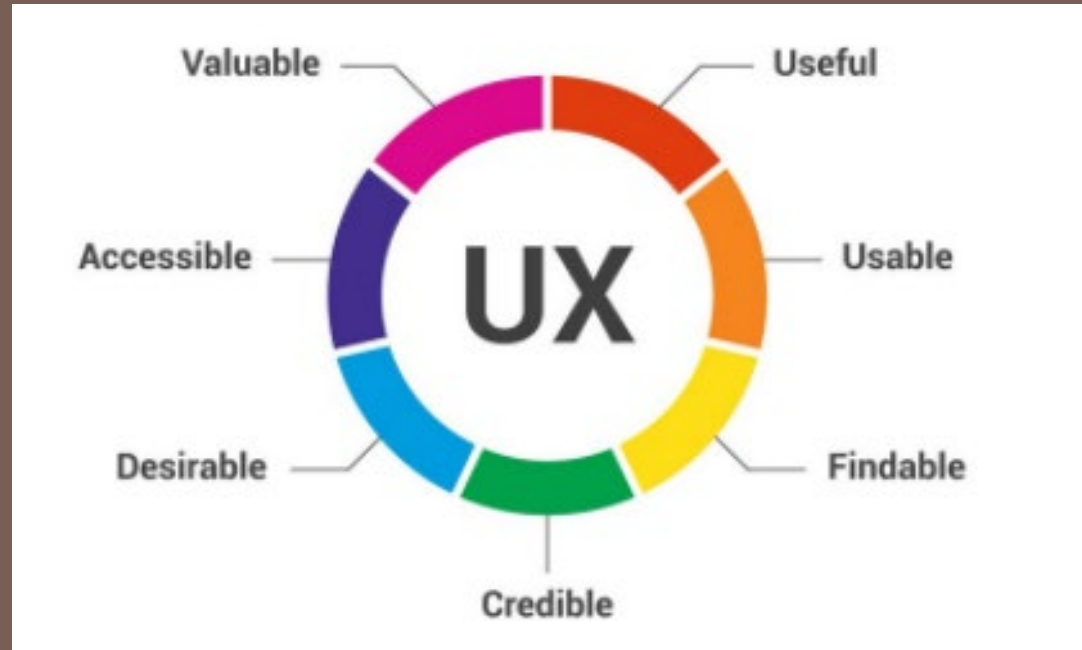


1/35



# 6MMCS001 W MOBILE USER EXPERIENCE LECTURE

# Principles of good visual design

## 5 Visual-Design Principles in UX

Visual-design principles inform us how design elements go together to create well-rounded and thoughtful visuals. Graphics that take advantage of the principles of good visual design can drive engagement and increase usability.

### BALANCE

Balance occurs when there is an equally distributed amount of visual signal on both sides of an imaginary axis.



### SCALE

The principle of scale refers to using relative size to signal importance and rank in a composition.



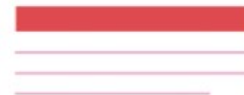
### CONTRAST

The principle of contrast refers to the juxtaposition of visually dissimilar elements in order to convey the fact that these elements are different.



### VISUAL HIERARCHY

The principle of visual hierarchy refers to guiding the eye on the page so that it attends to design elements in the order of their importance.



### GESTALT PRINCIPLES

Gestalt principles capture our tendency to perceive the whole as opposed to the individual elements.



NN/g



# Page / node anatomy

3/35

- Container
- Logo - identity
- Navigation
- Content
- Footer
- Whitespace

how many seconds

users spend on a

web site on a

mobile page?

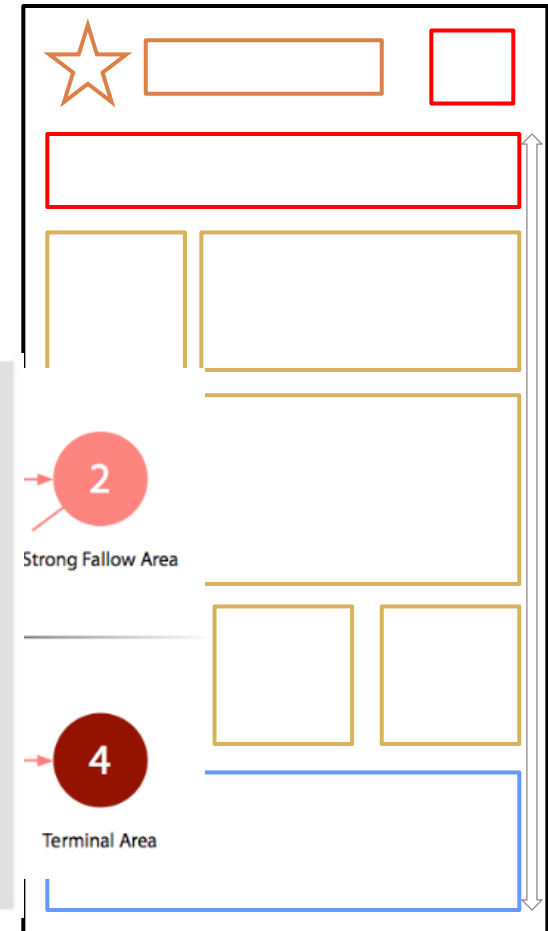
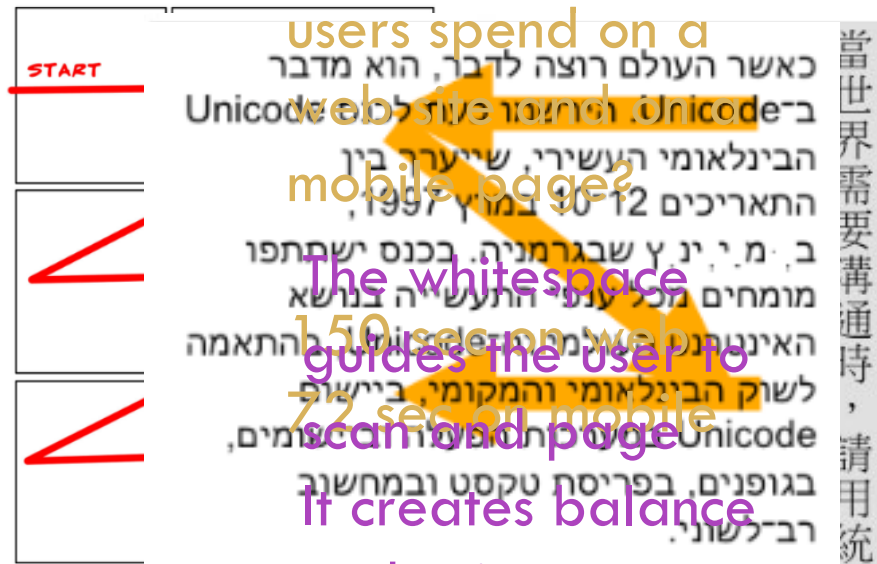
The whitespace

guides the user to

scan and page

It creates balance

and unity



# Composition

---

4/35

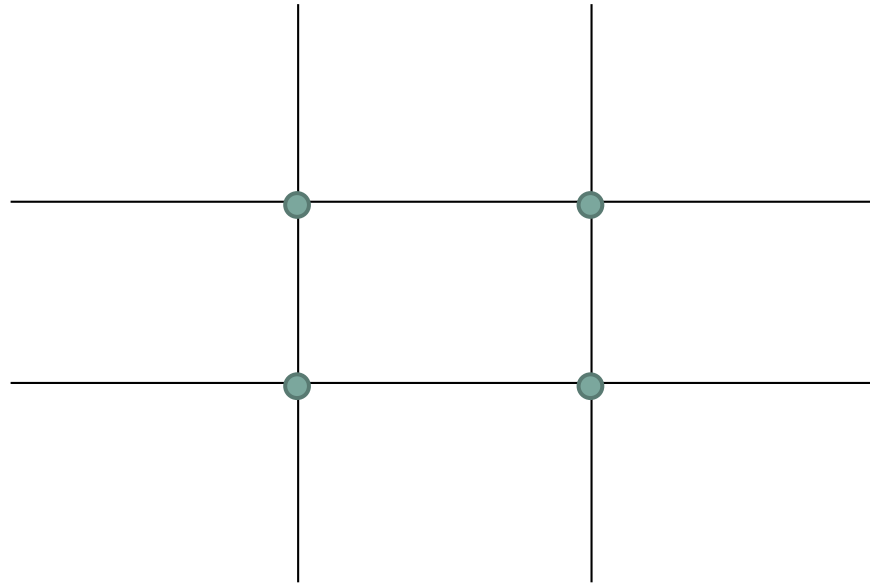
- Convey visual weight to convey **prominence & hierarchy**
- The most important element on the page should have the most **visual weight**. **How?**
  - position
  - scale
  - colour

# Rule of thirds

---

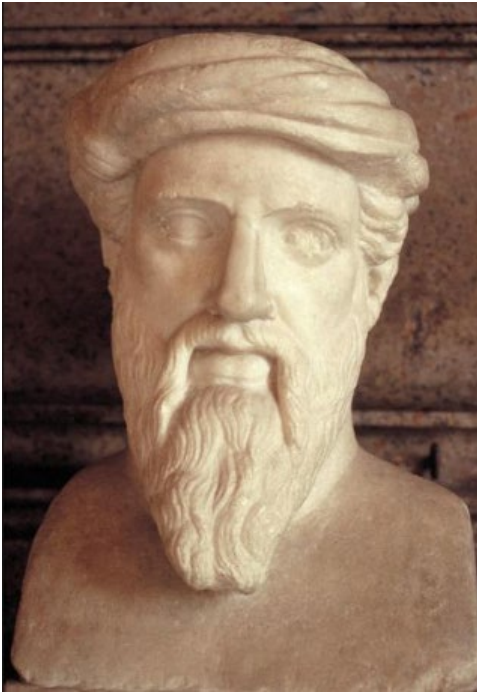
5/35

- Divide the canvas in 9 equal sections



# Composition – position – golden ratio

6/35

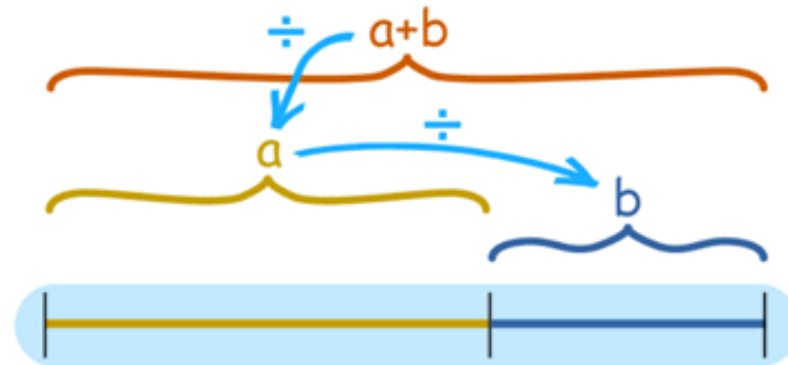


Pythagoras of Samos,  
Greece

the whole length divided by the long part

*is also equal to*

the long part divided by the short part

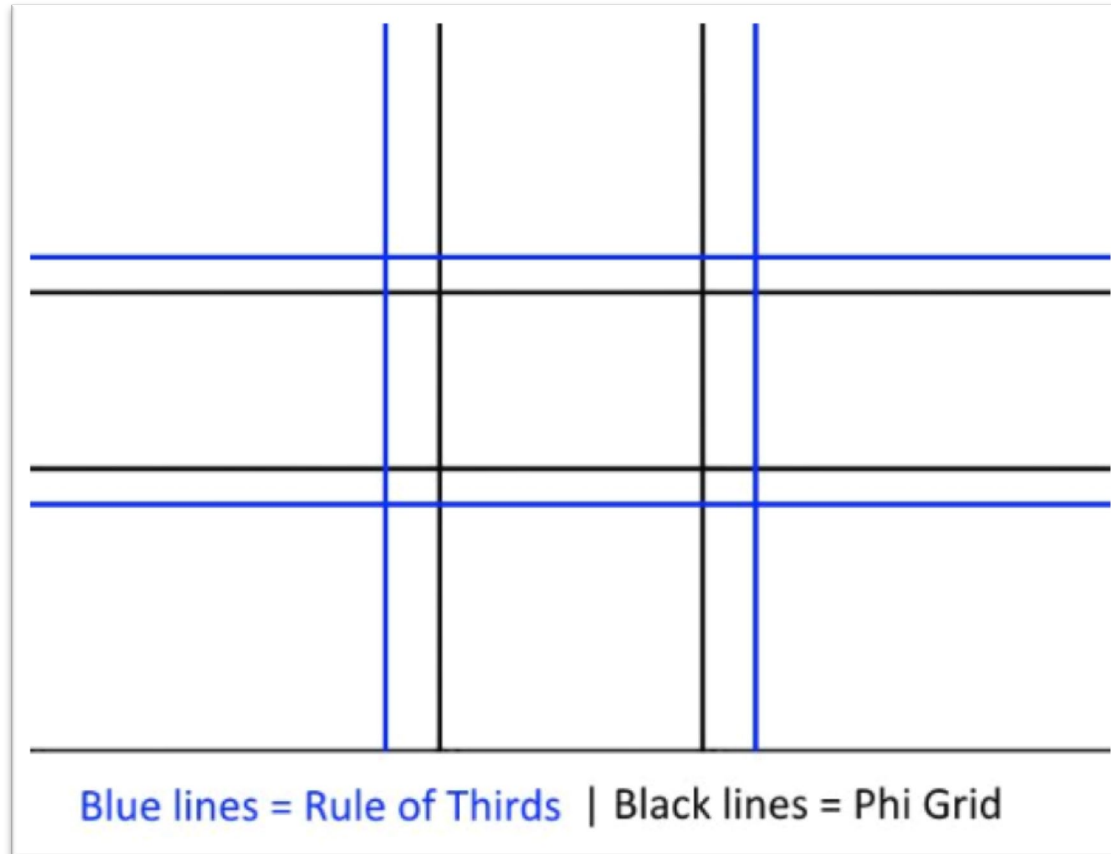


$$\frac{a+b}{a} = \frac{a}{b} = 1.618... = \varphi$$

<https://www.sitepoint.com/grid-theory/>

# Rules of thirds vs the golden ratio (phi)

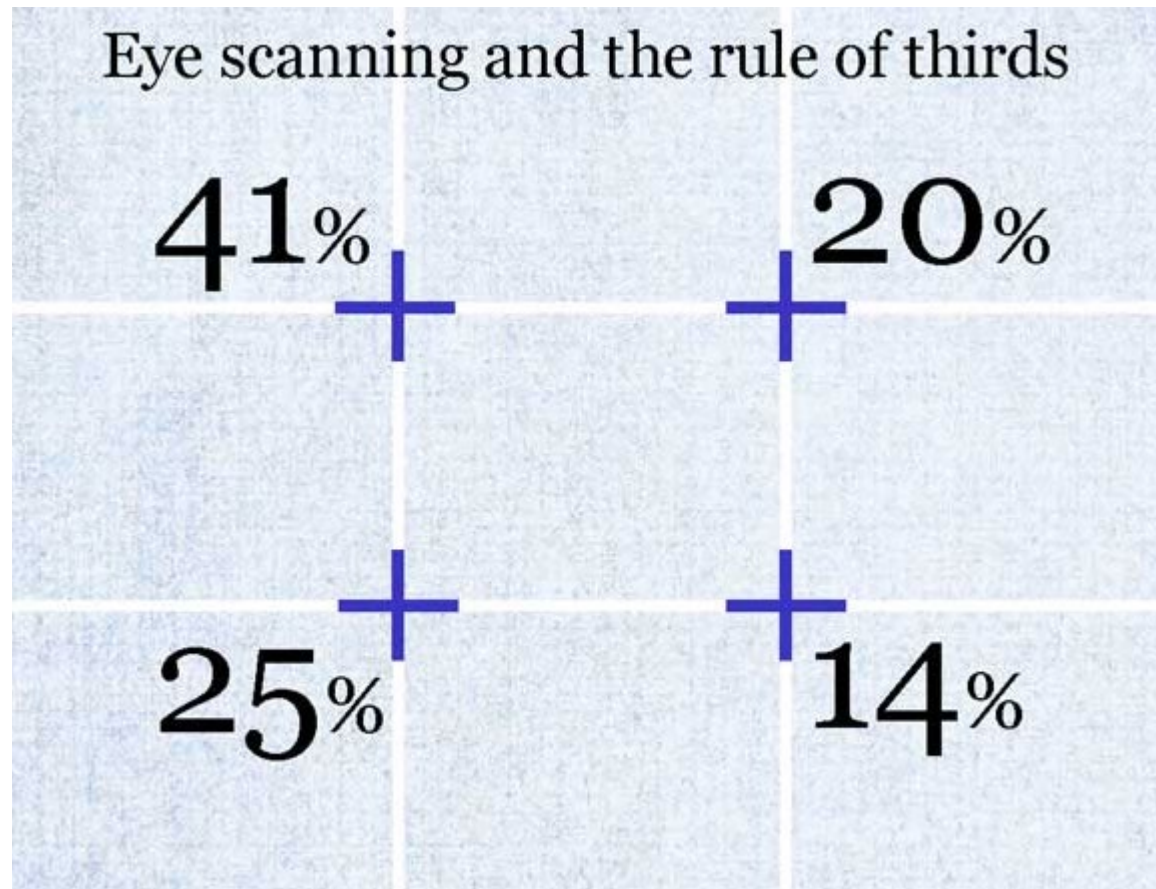
7/35



video

# Eye scanning and the rule of thirds

8/35

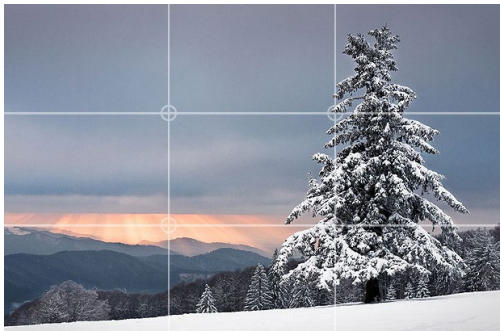




# Rules of thirds vs the golden ratio

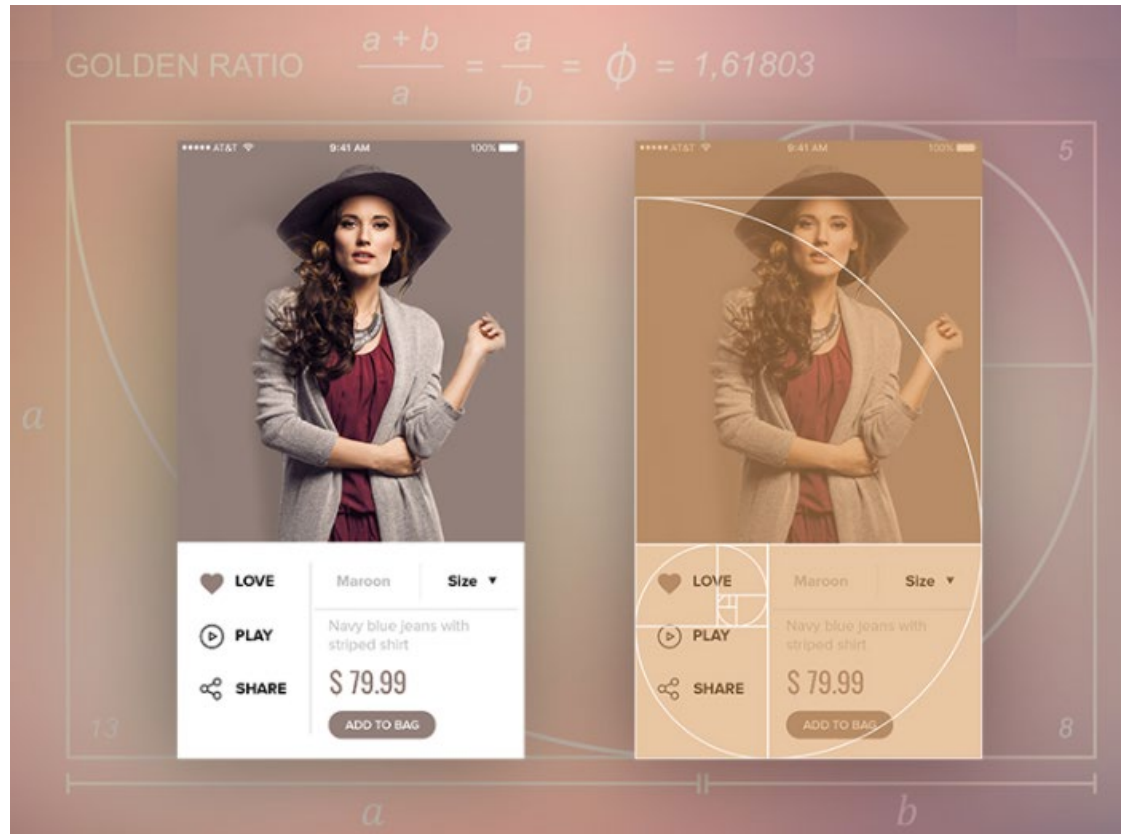
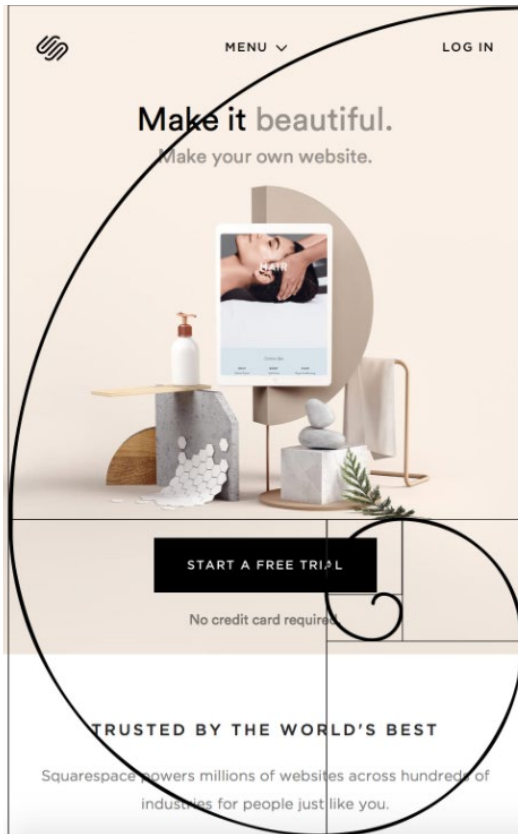
9/35

## □ Examples from photography



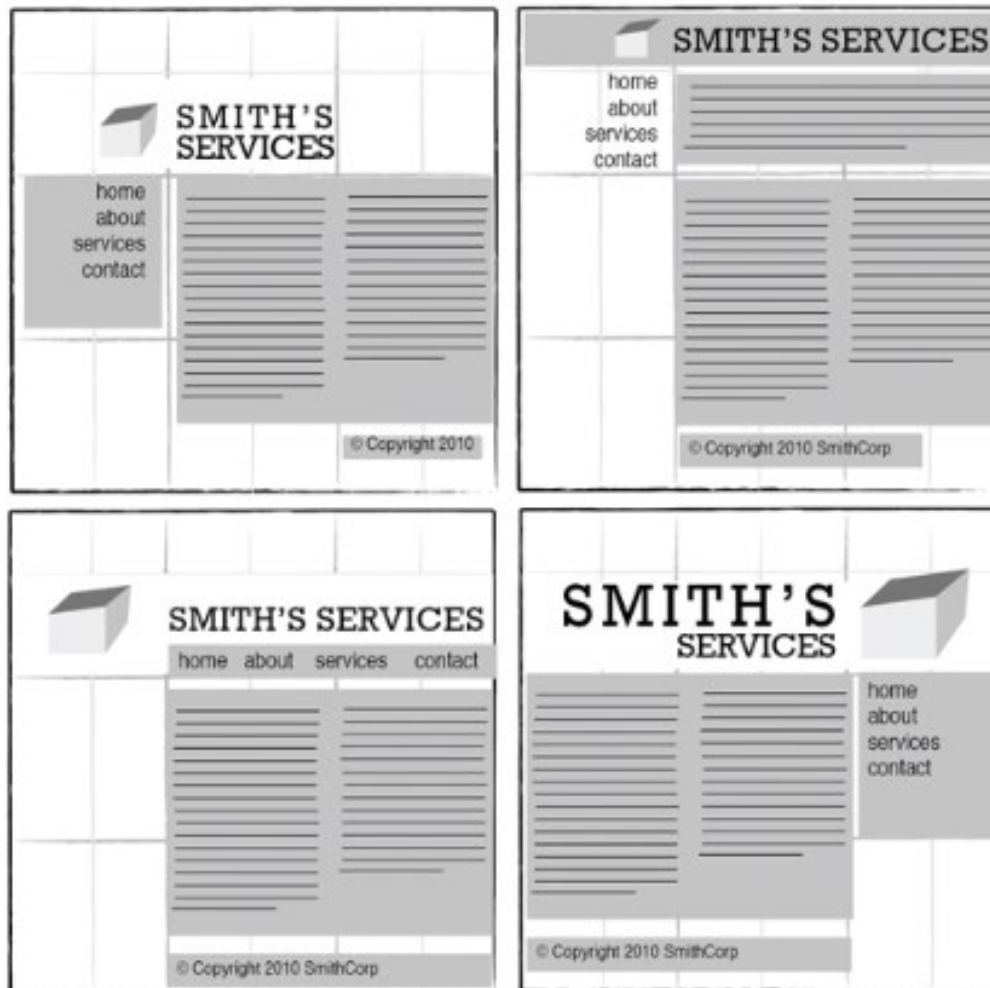
# Golden Ratio in UX/UI Design

10/35



# Composition – grid theory

11/35



□ <https://www.sitepoint.com/grid-theory/>

# 960 Grid system by Nathan Smith

12/35

- 960 width pixels
- 960 with pixel web sites would fit nicely within the average monitor resolution of 1024x768 pixels
- 960 is a flexible number to divide it equally to columns:  
3,4,5,6,8,10,12,15,16
- 12 columns
- 16 columns
- 24 columns



960 Grid system



Video  
demo of  
960 grid

# Regions

13/35

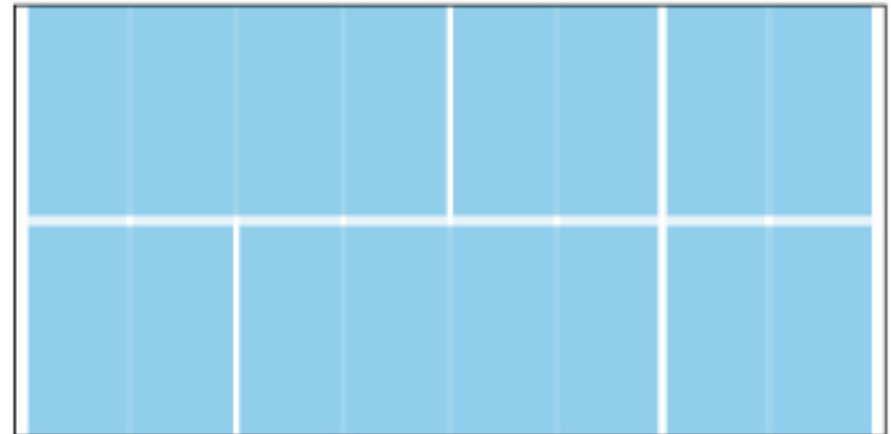
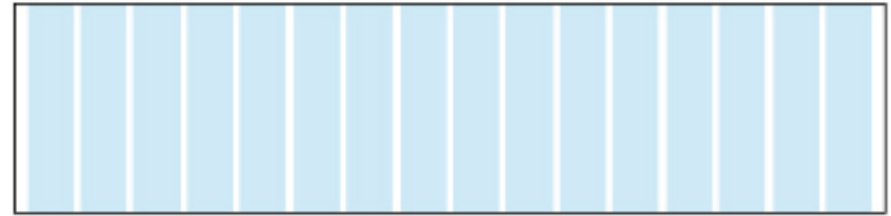
- Regions are groupings of similar columns that form parts of the page

16 units

8 columns

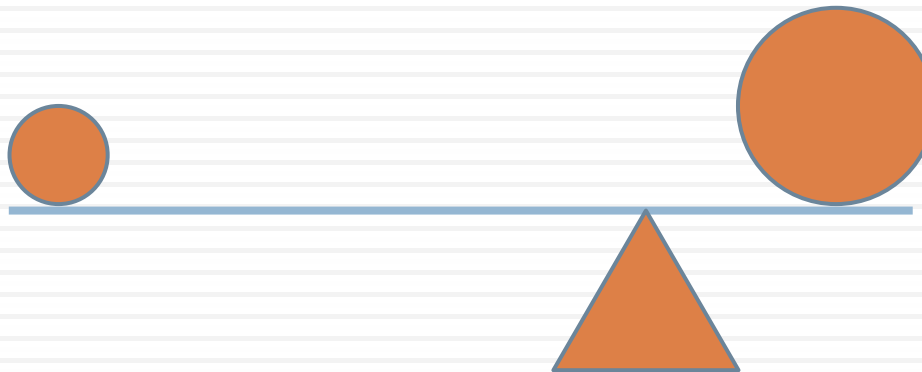
3 regions

2 fields



# Visual balance

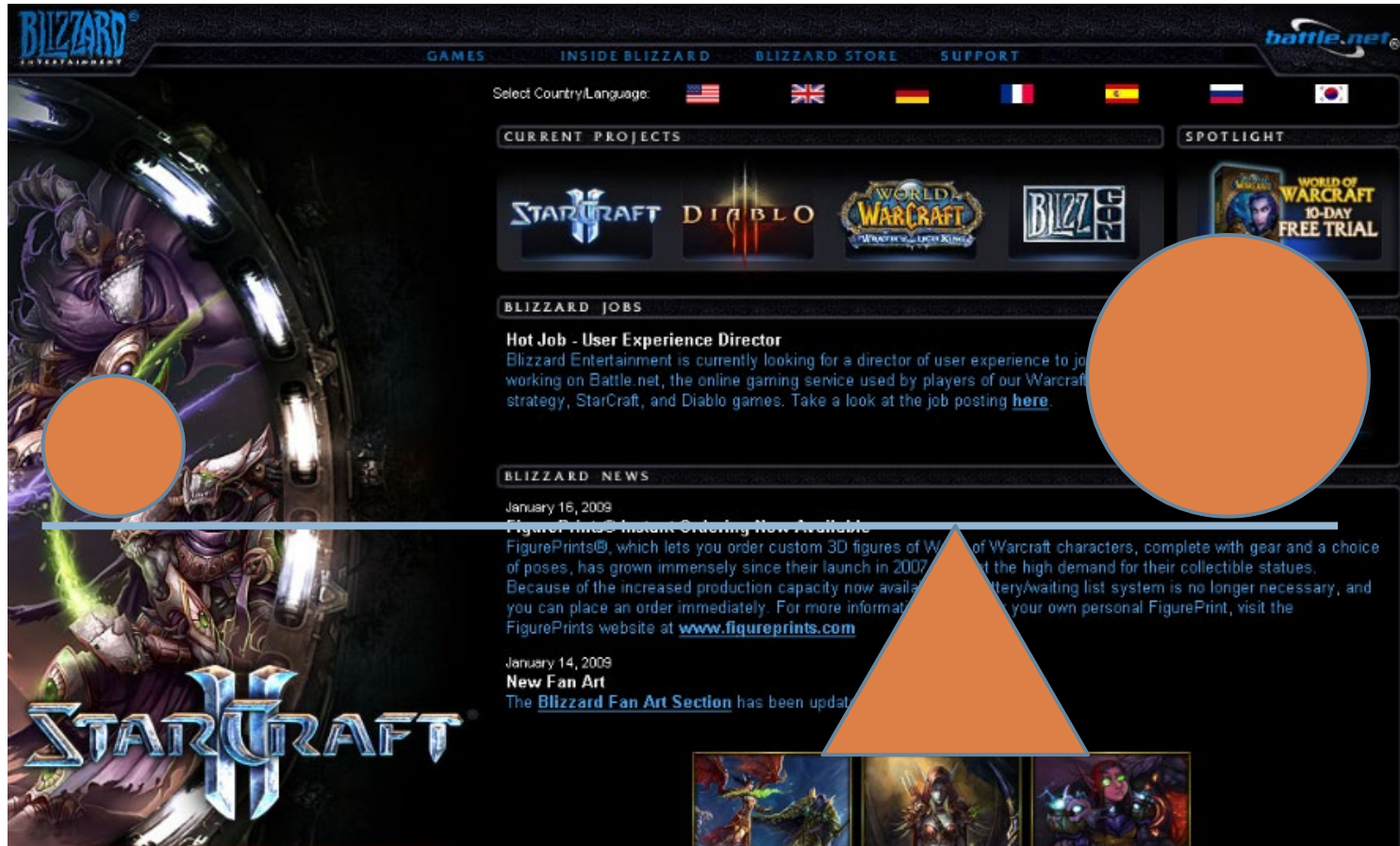
**Balance** is the concept of **visual** equilibrium, and relates to our physical sense of **balance**. It is a reconciliation of opposing forces in a composition that results in **visual** stability.





# Visual balance

15/35



# Visual balance

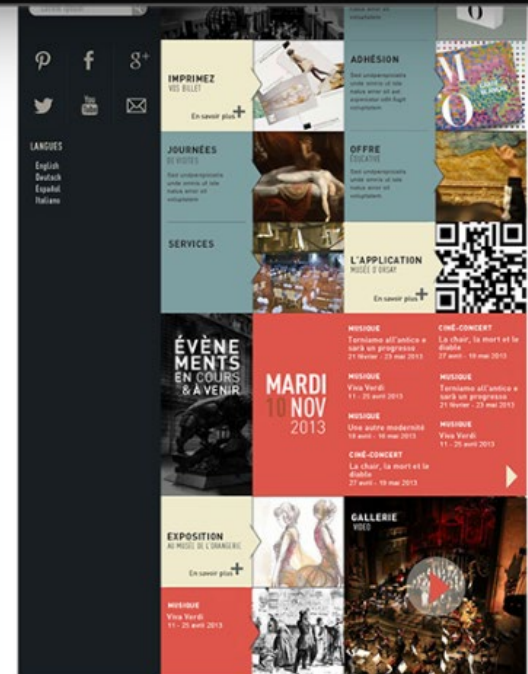
16/35





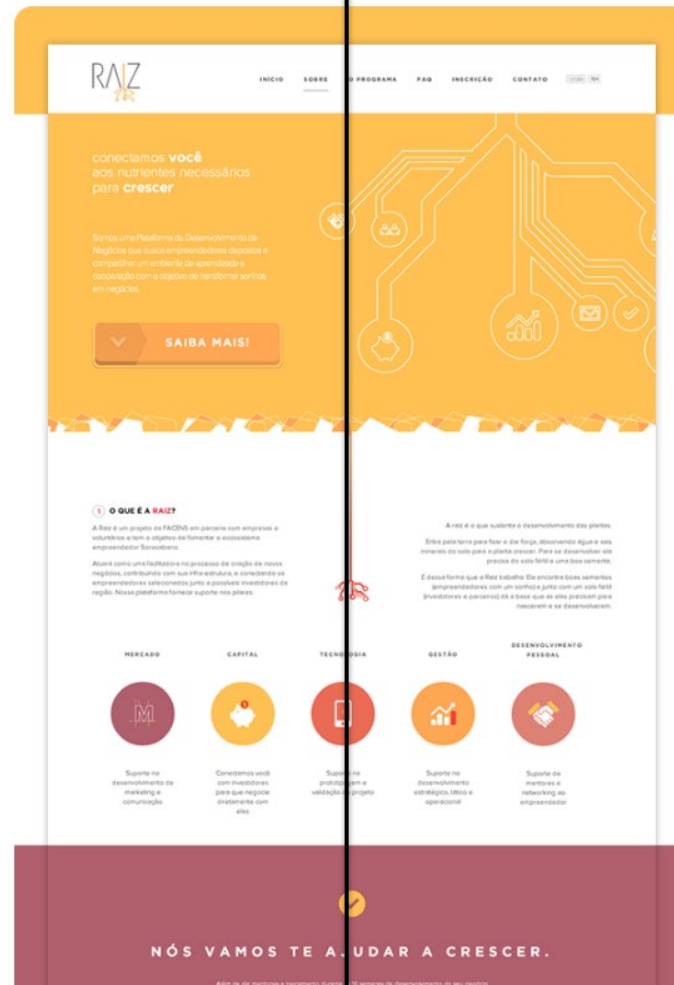
# Balance - symmetrical

17/35



# Balance - symmetrical

18/35





19/35

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Since 1930, Orangina brings you a unique flavor of the Mediterranean through its authentic taste of oranges with real fruit pulp and its natural orange zest.

### ORANGINA ON FACEBOOK

1.5M people like this. Be the first of your friends.

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Gently shake the bottle to mix the fruit inside and reveal the great taste of Orangina!

#### THE VERYFIRST BOTTLE

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#### THE ORANGINA PRODUCTS

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#### IN 1953...

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[CONTACT](#)

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# Asymmetrical balance

## Search

### Group Bookings

Search Location

e.g. city, area, postcode

Search By

Location

☐ I have no specific dates or guests yet

Check-in:

Select Date

Check-out:

Select Date

Adults (18 and over):

0

Children (Under 18):

0

0

0

SEARCH

Group of more than 16?

### YHA Members..

[Save More](#)

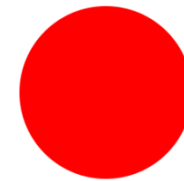
### Free Wifi..

For Everyone

\*At selected hostels - Discover more

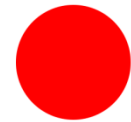
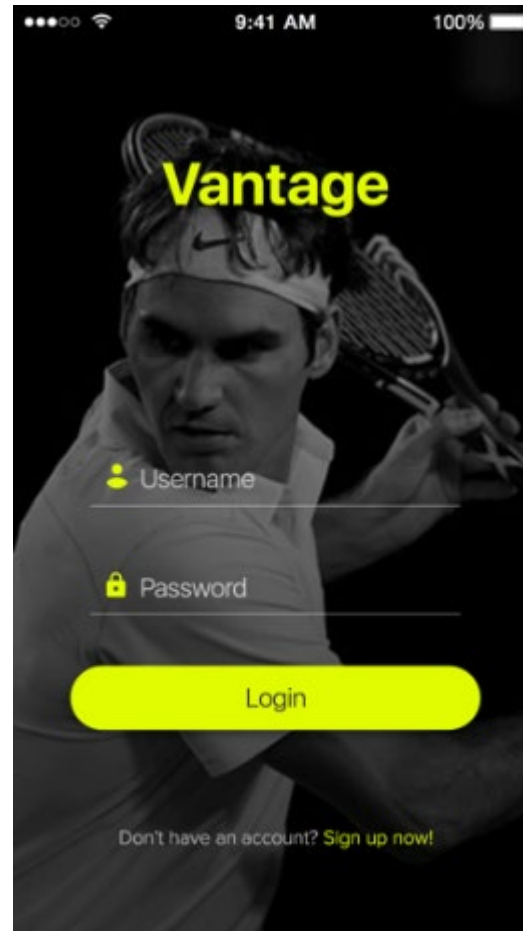
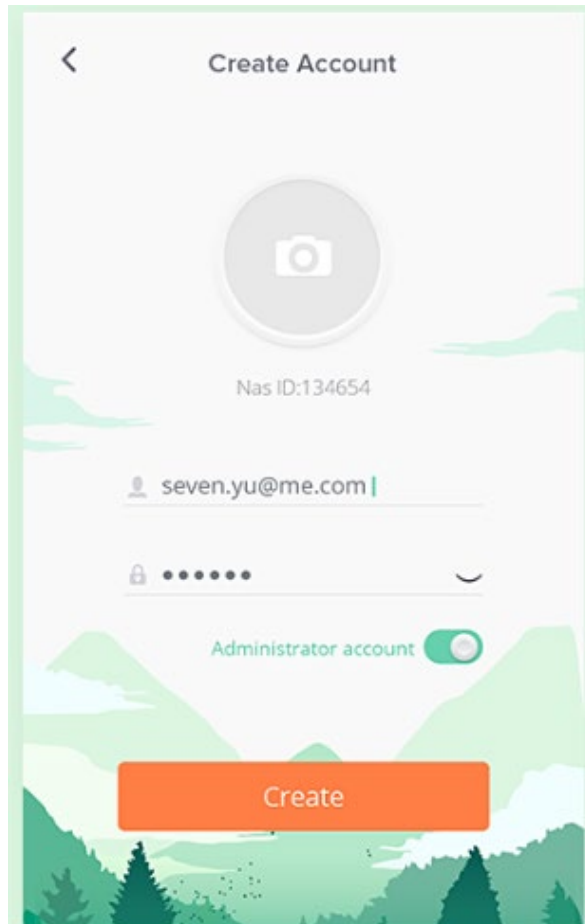
## YHA in England and Wales

We have accommodation all over England and Wales. So wherever you



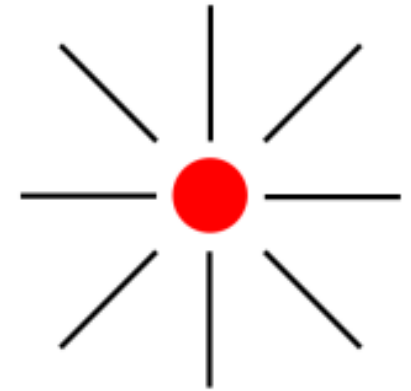
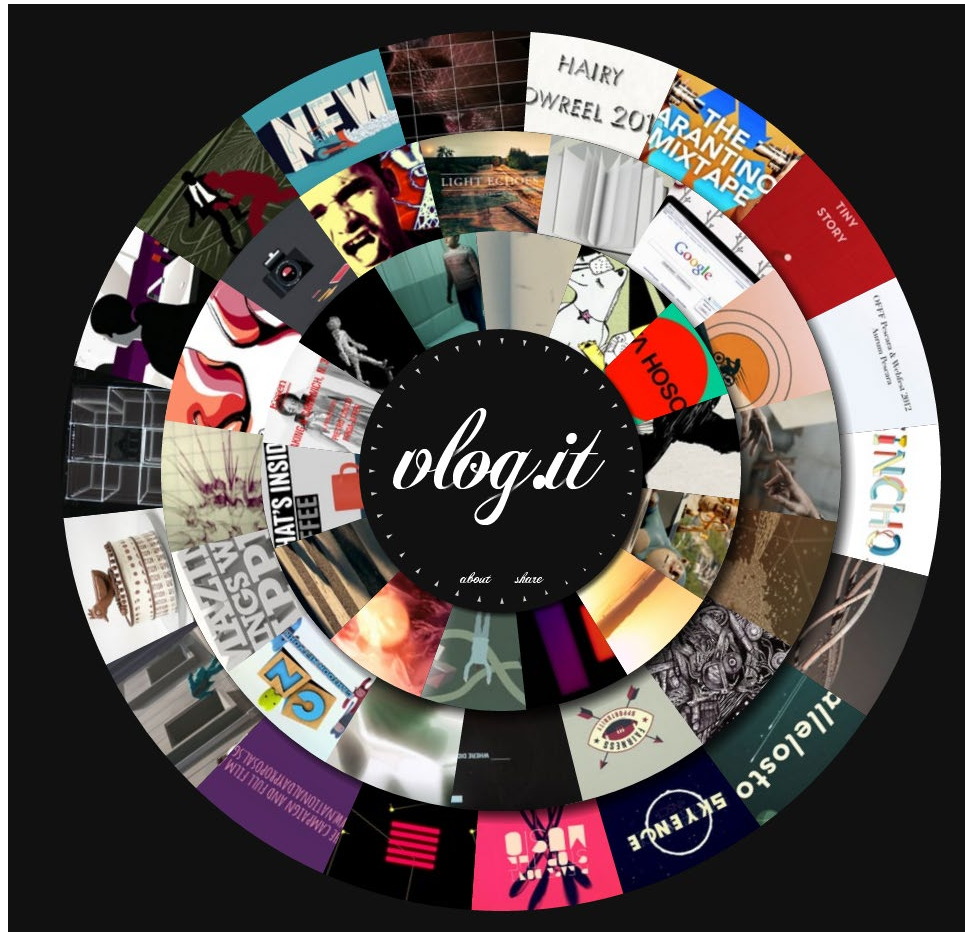
# Balance - asymmetrical

20/35



# Radiant balance

21/35



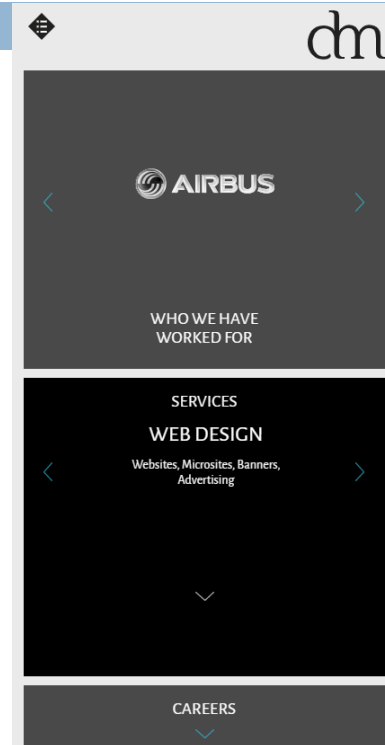
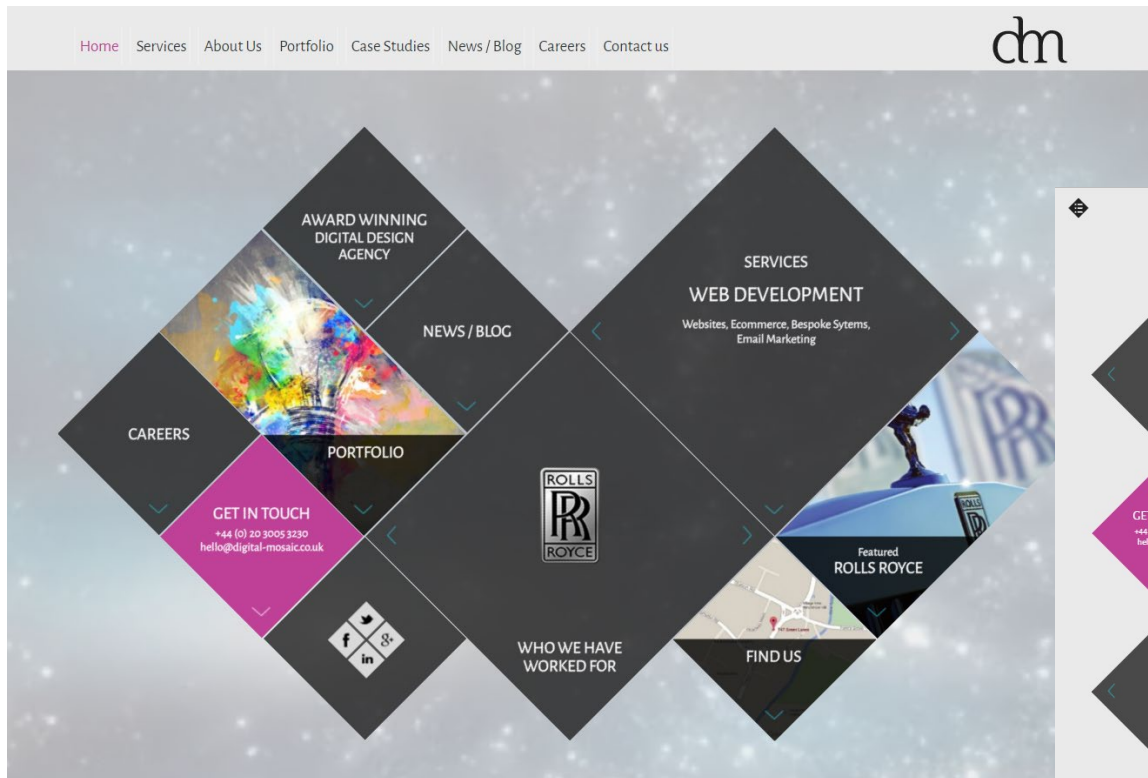
<http://www.vlog.it/>



# Mosaic balance



22/35



<http://www.digital-mosaic.co.uk/>

23/35

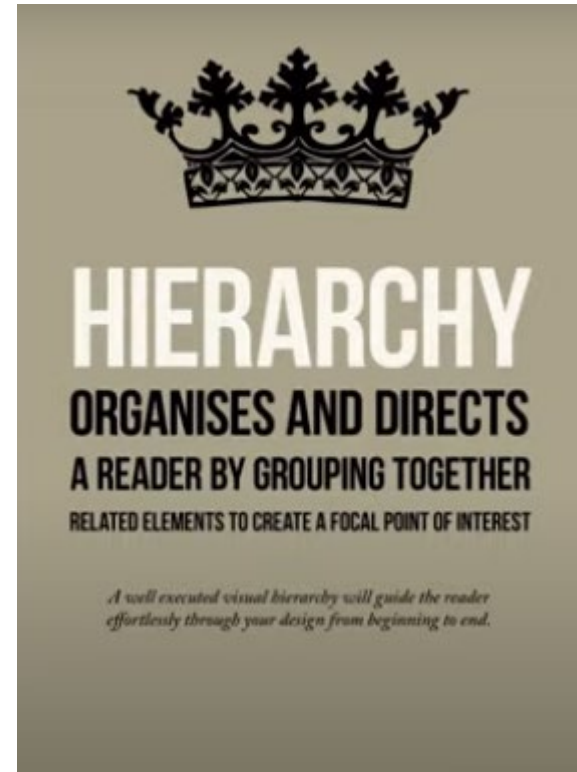
# Direct the user to content

# Size impacts visibility

---

24/35

- ❑ Is Everything is the same size
- ❑ Nothing stands out and there is no focal point
- ❑ If everything is important, then nothing is





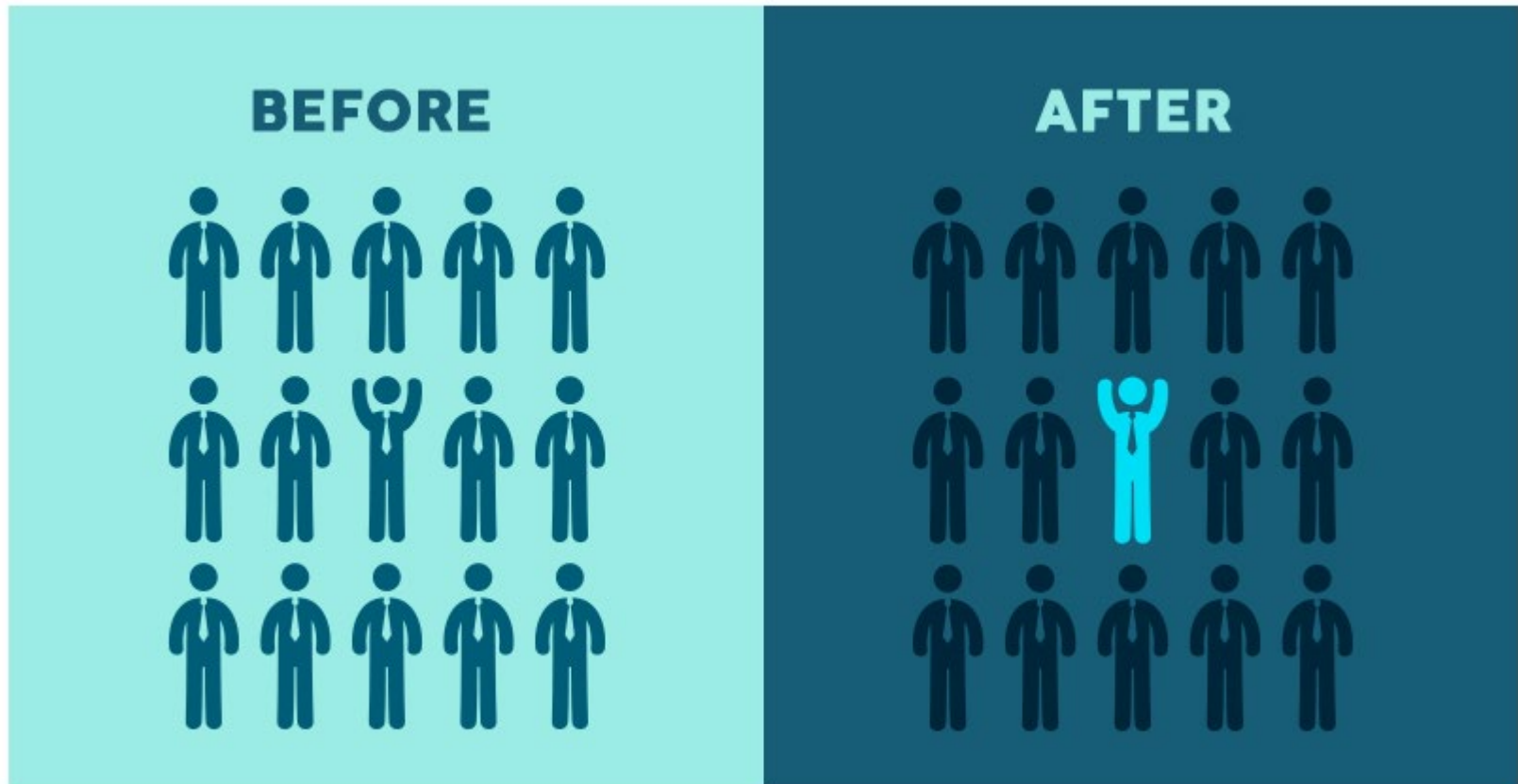
# Perspective creates an illusion of depth

25/35



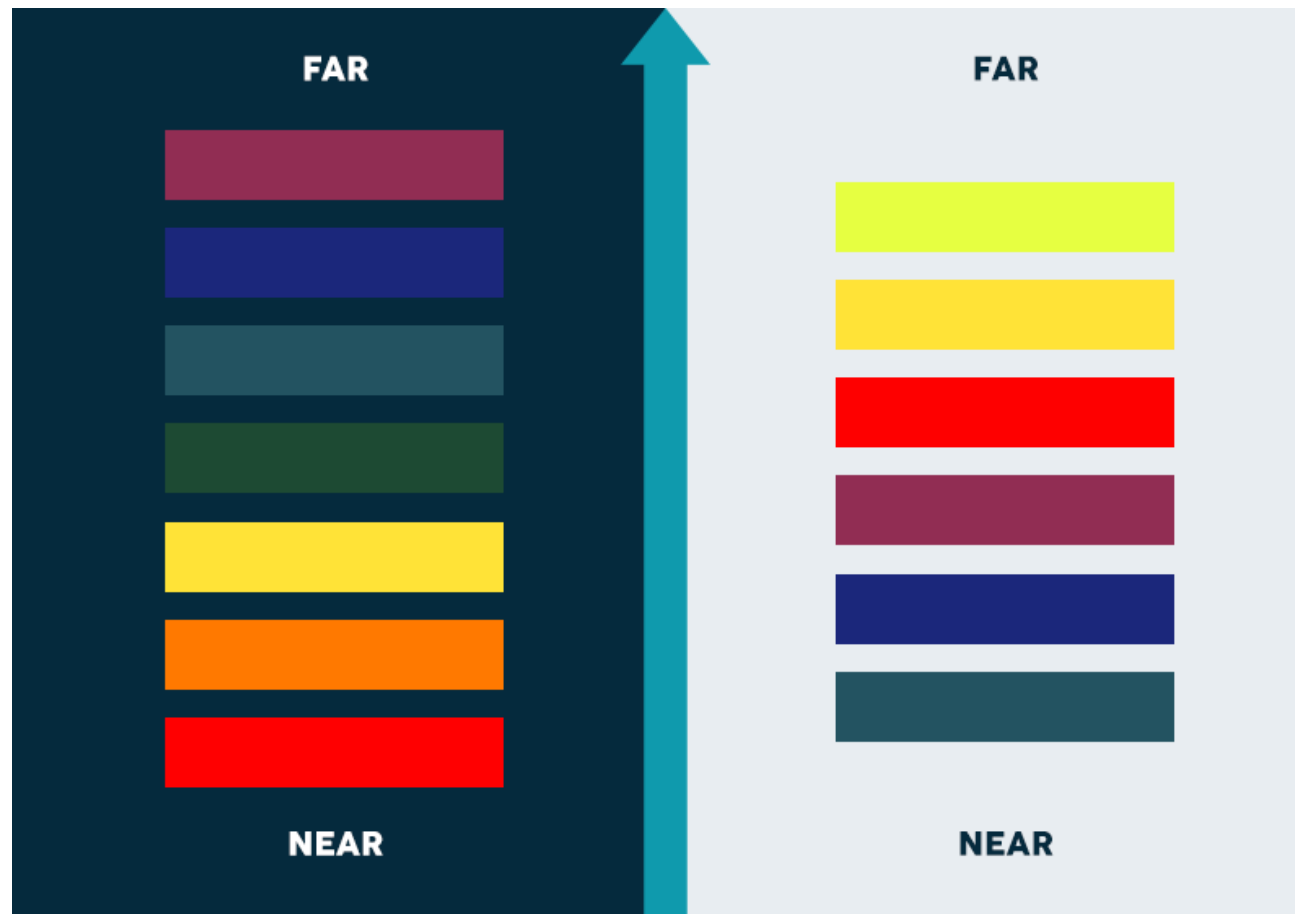
# Colour and contrast draw attention

26/35



# Colour and contrast draw attention

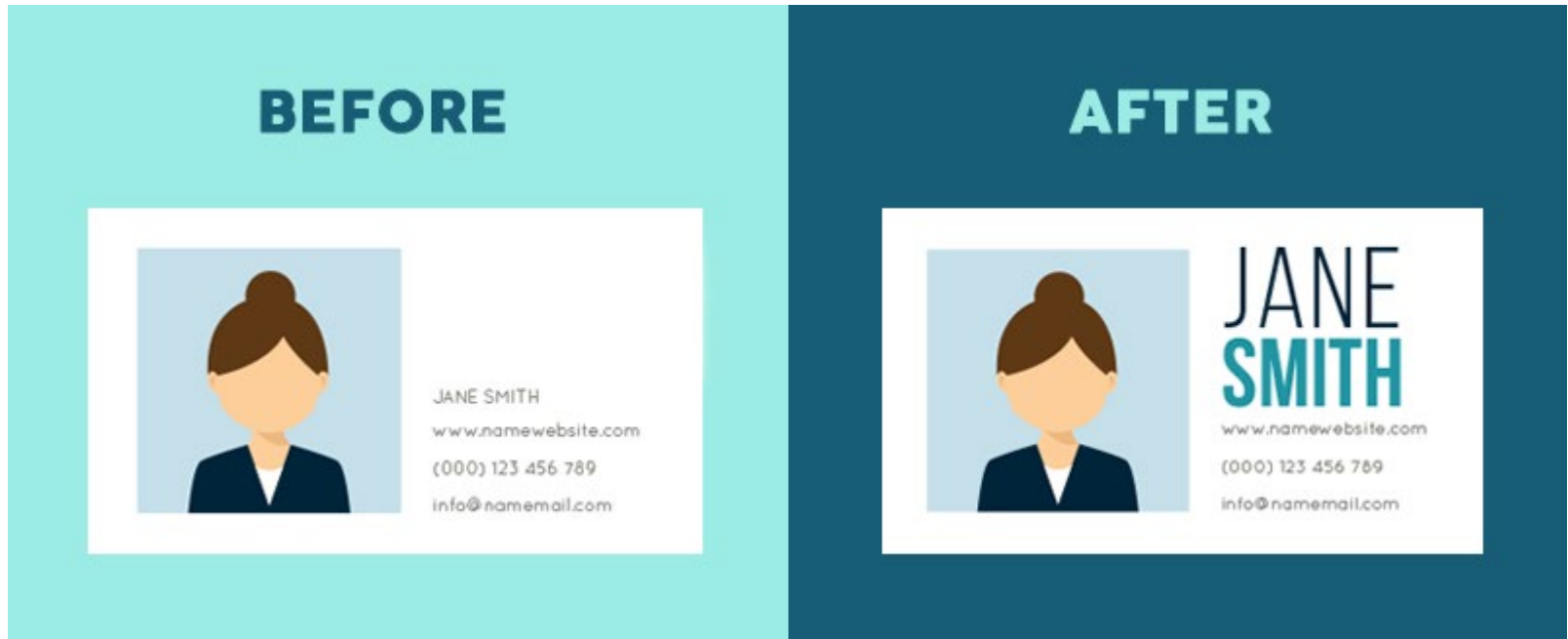
27/35



# Typography

28/35

- Fonts organize design



# Size and placement draws attention

29/35

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YOUR AD  
HERE



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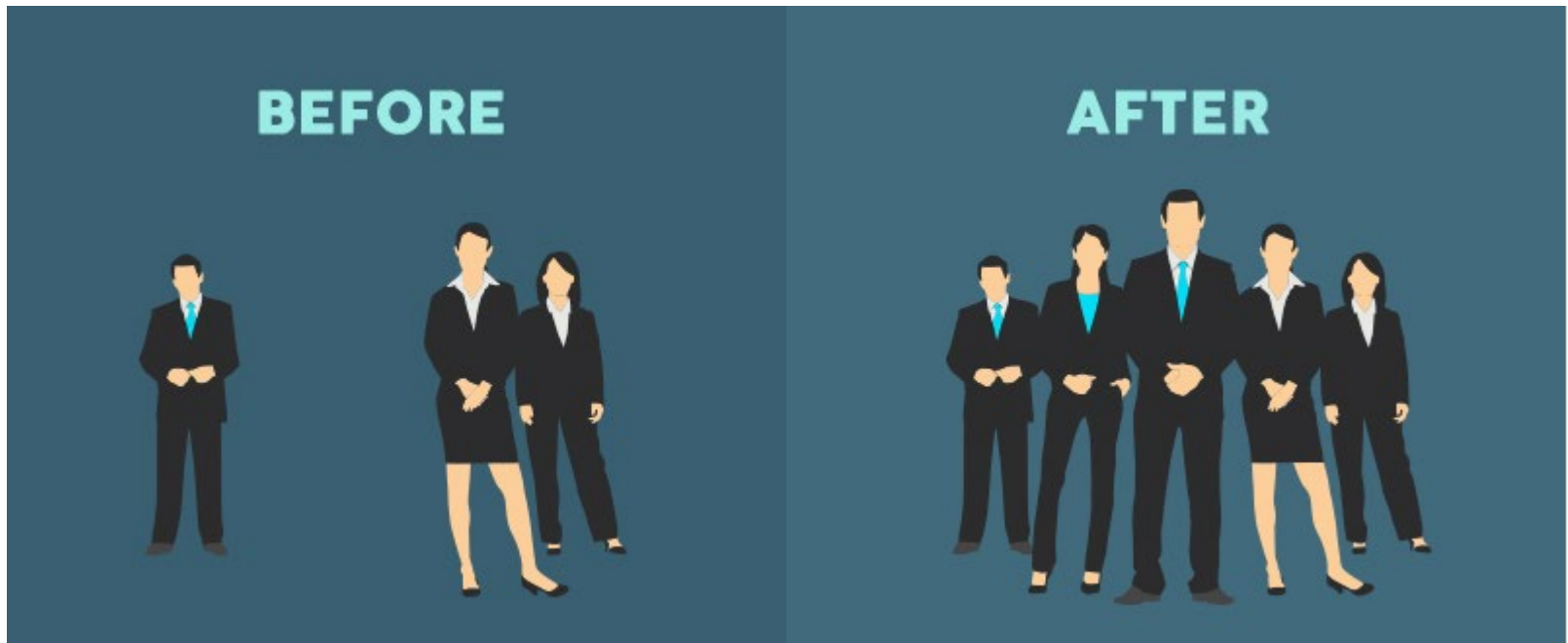
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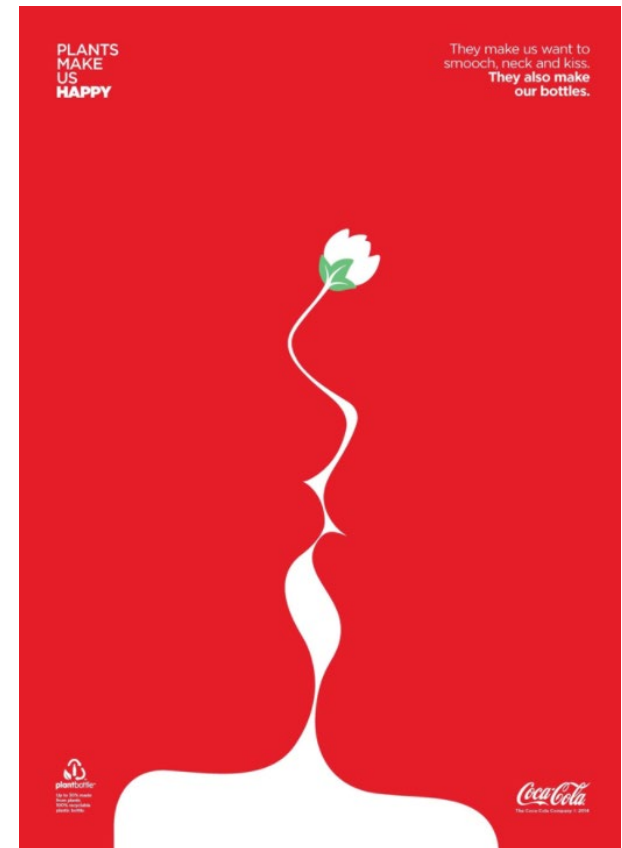
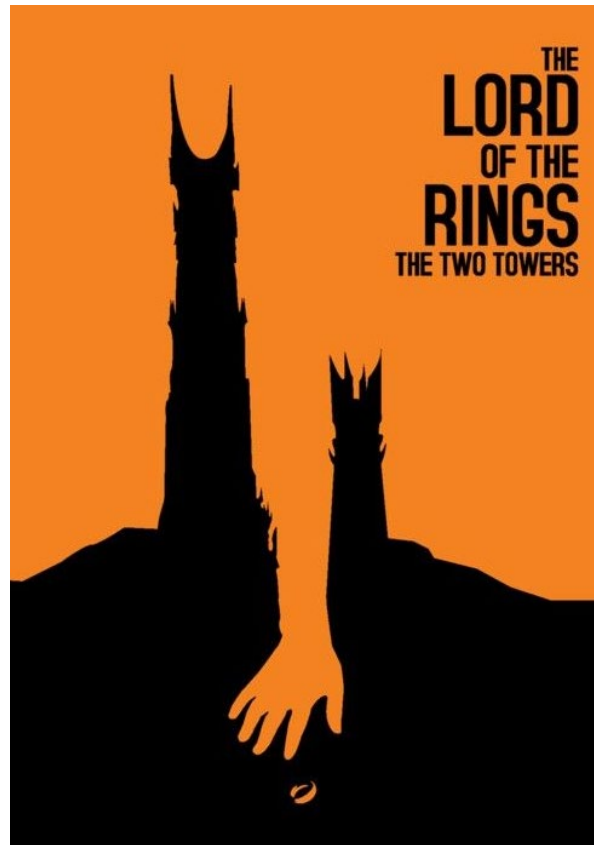
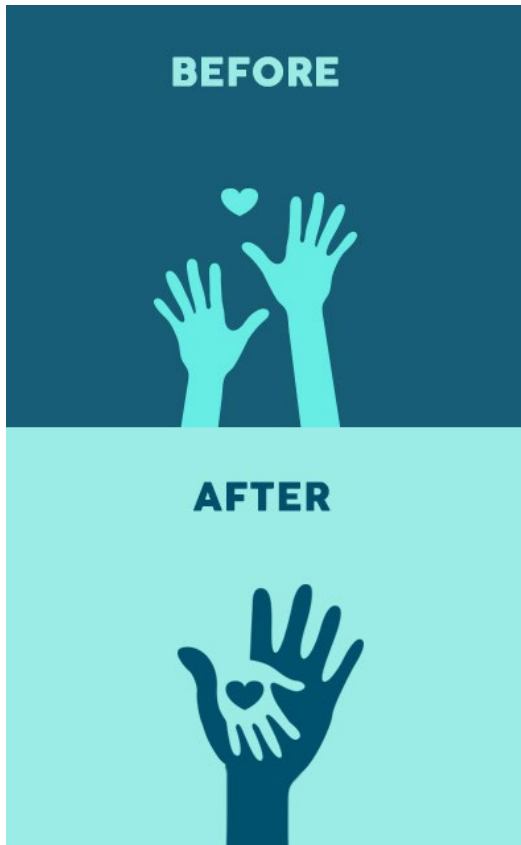
# Proximity suggests relationship

30/35



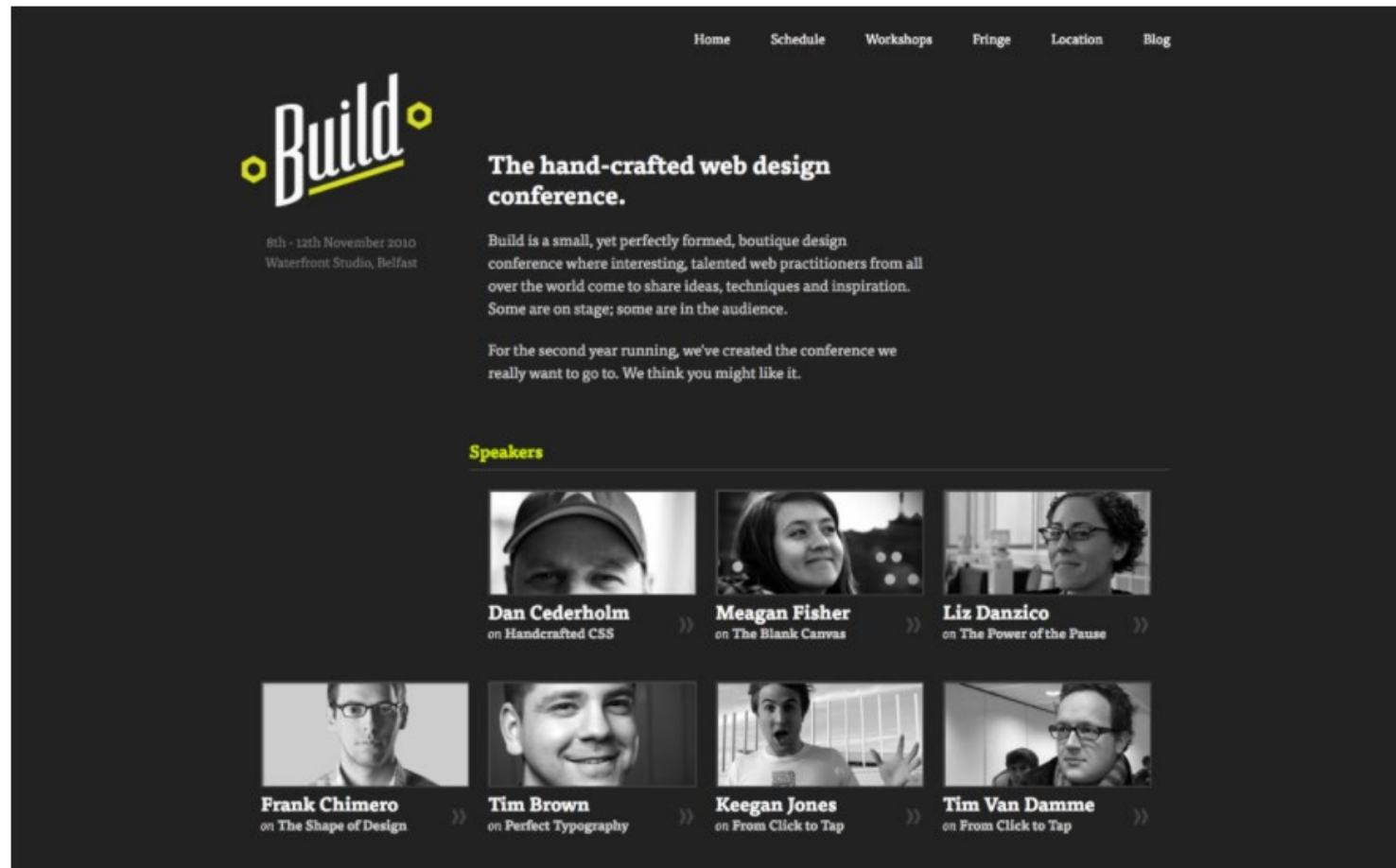
# Negative space for emphasis

31/35



# Space provides emphasis & movement

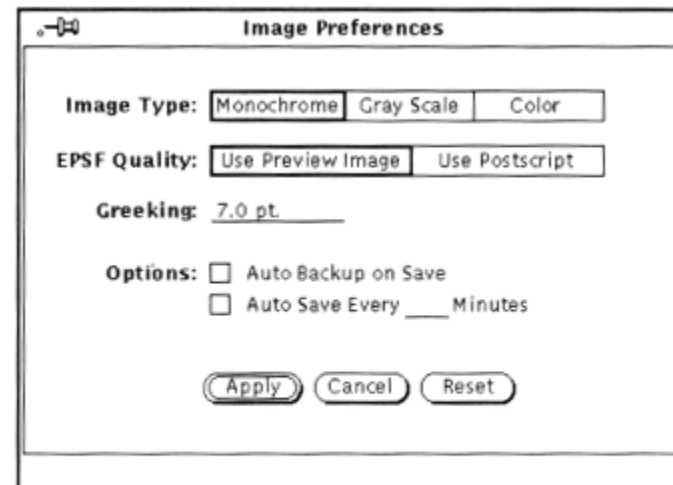
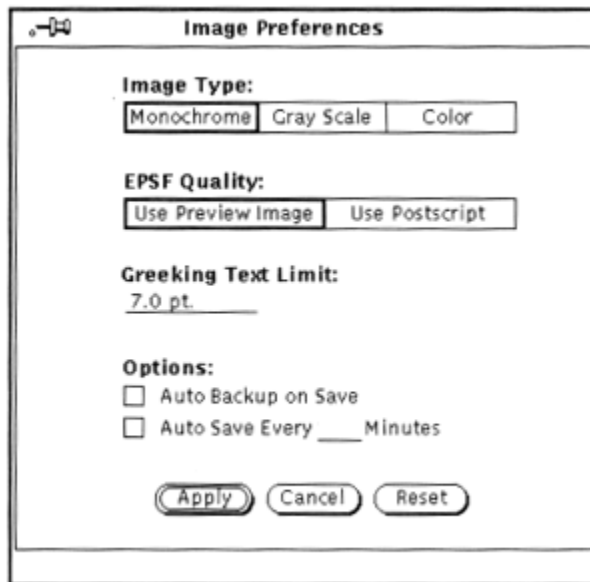
32/35





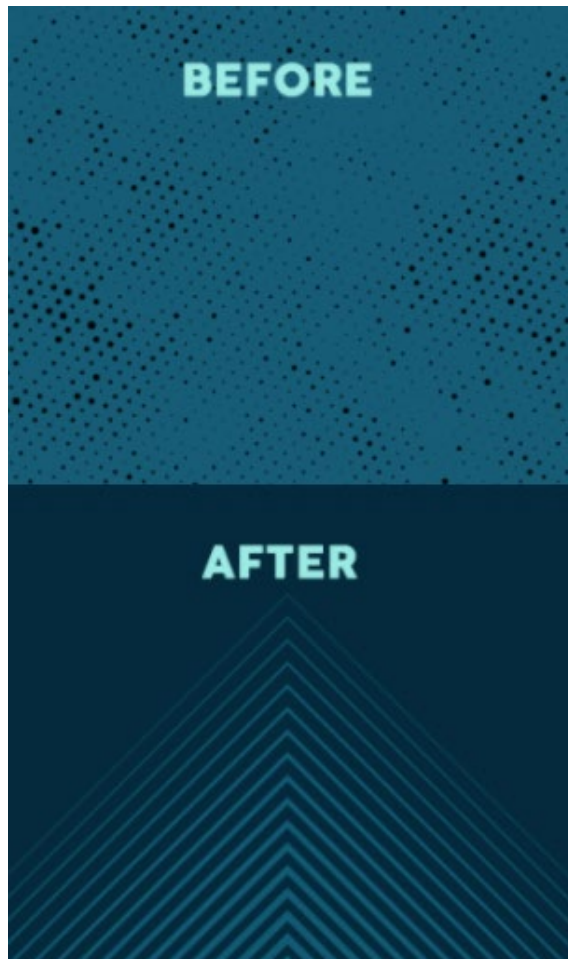
# Alignment directs eyes

33/35



# Lines suggest movement

34/35



# Odd-numbered groups create focus

35/35

