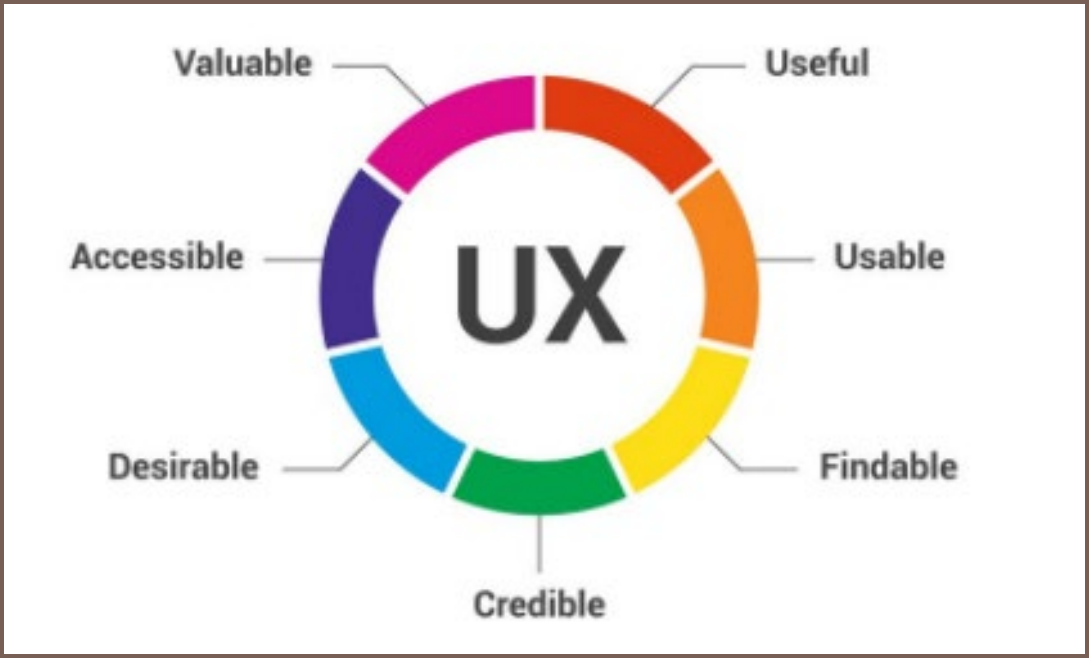
© Dr Daphne Economou – ECWM603 Mobile User Experience Lecture

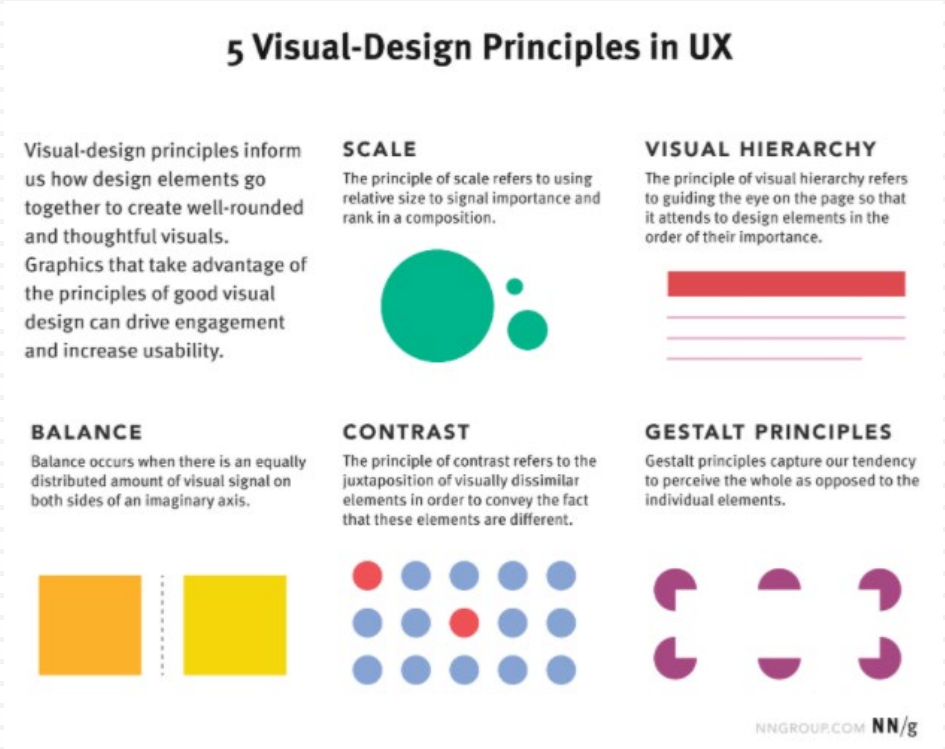


6MMCS001W MOBILE USER EXPERIENCE LECTURE

10/4/2020

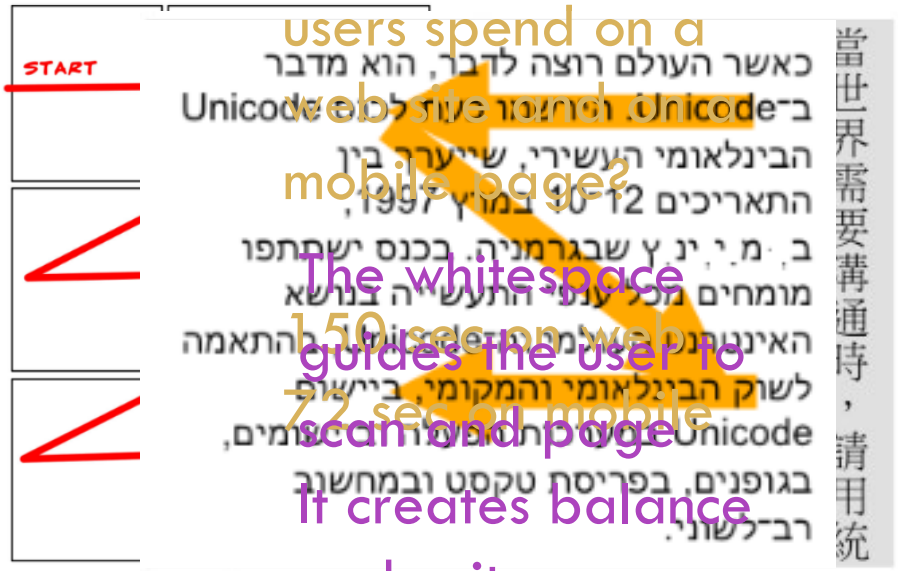
Layout & Composition, Style Guide

Principles of good visual design



Page / node anatomy

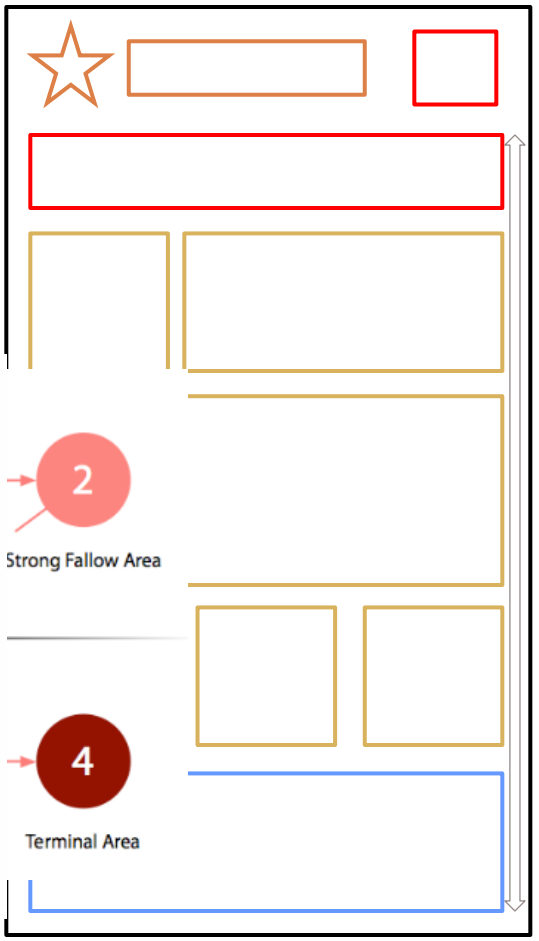
- Container
- Logo - identity
- Navigation
- Conte
- Foote
- Whit



how many seconds users spend on a website and on a mobile page?

The whitespace guides the user to scan and page

It creates balance and unity

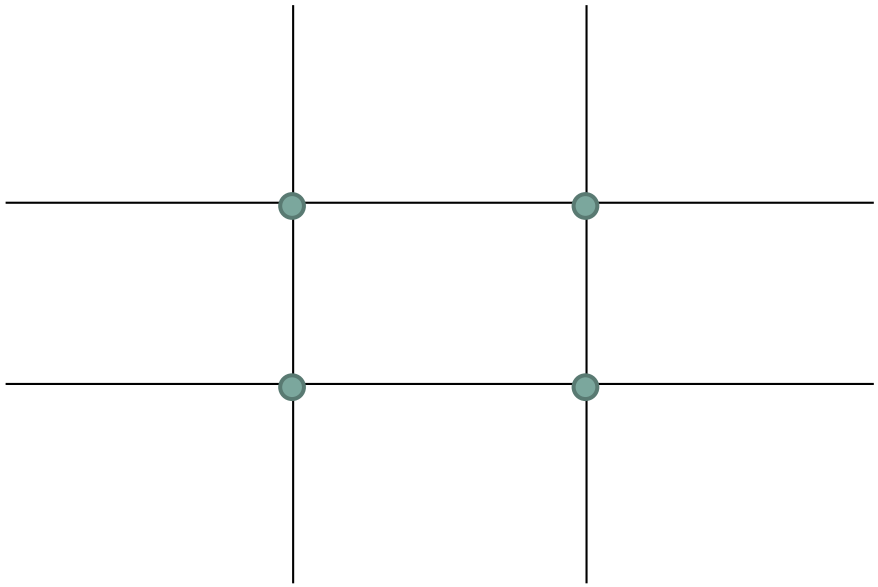


Composition

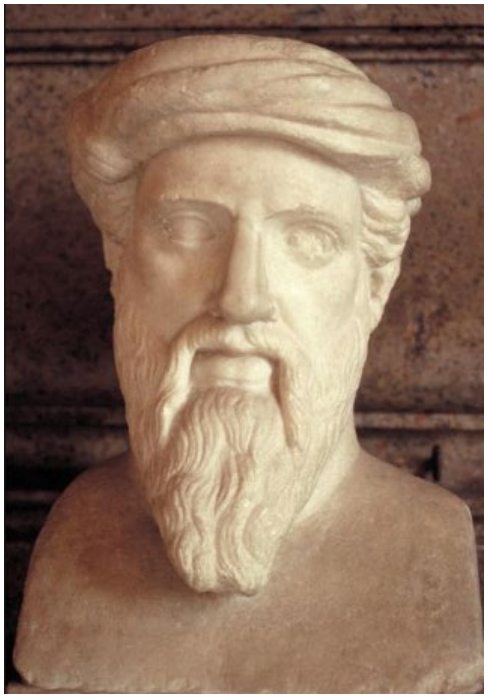
- Convey visual weight to convey **prominence** & **hierarchy**
- The most important element on the page should have the most **visual weight.** **How?**
  - position
  - scale
  - colour

Rule of thirds

- Divide the canvas in 9 equal sections



Composition – position – golden ratio

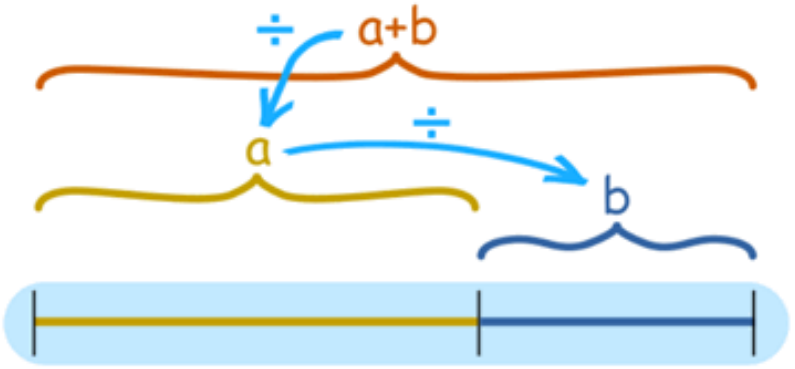


Pythagoras of Samos, Greece

the whole length divided by the long part

is also equal to

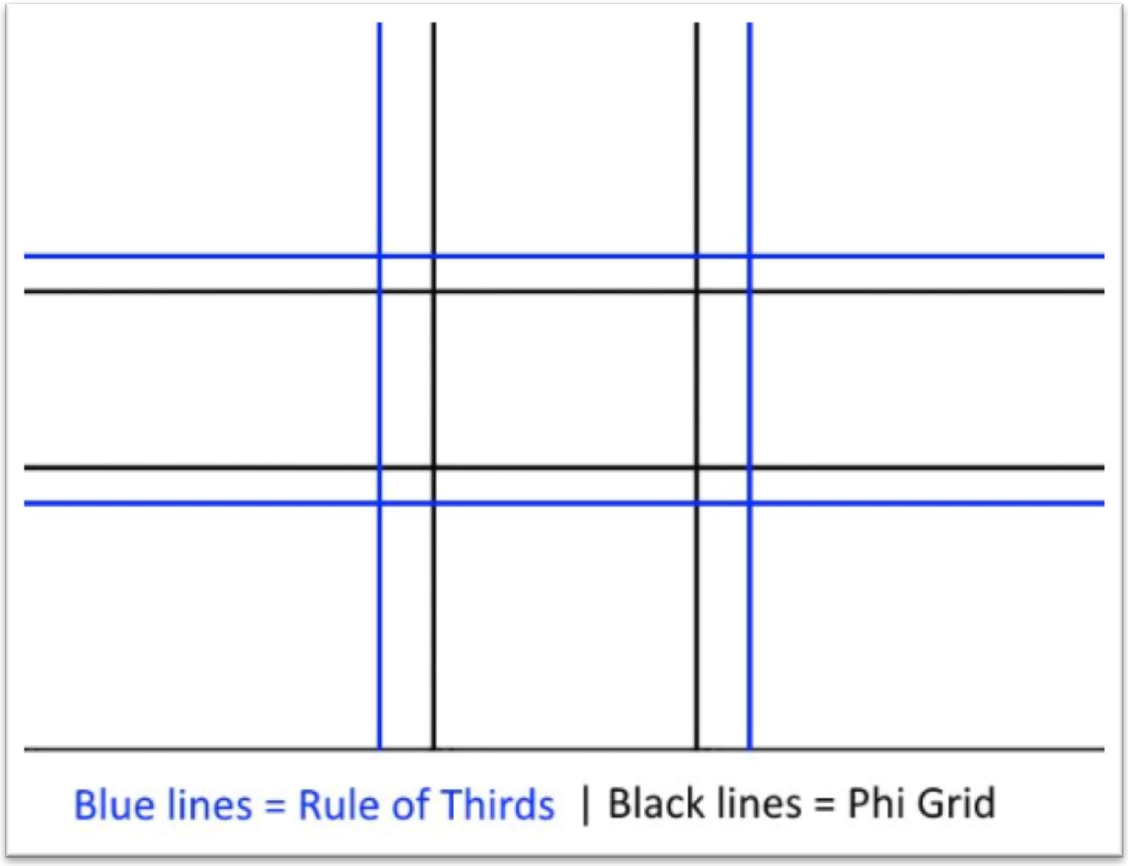
the long part divided by the short part



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

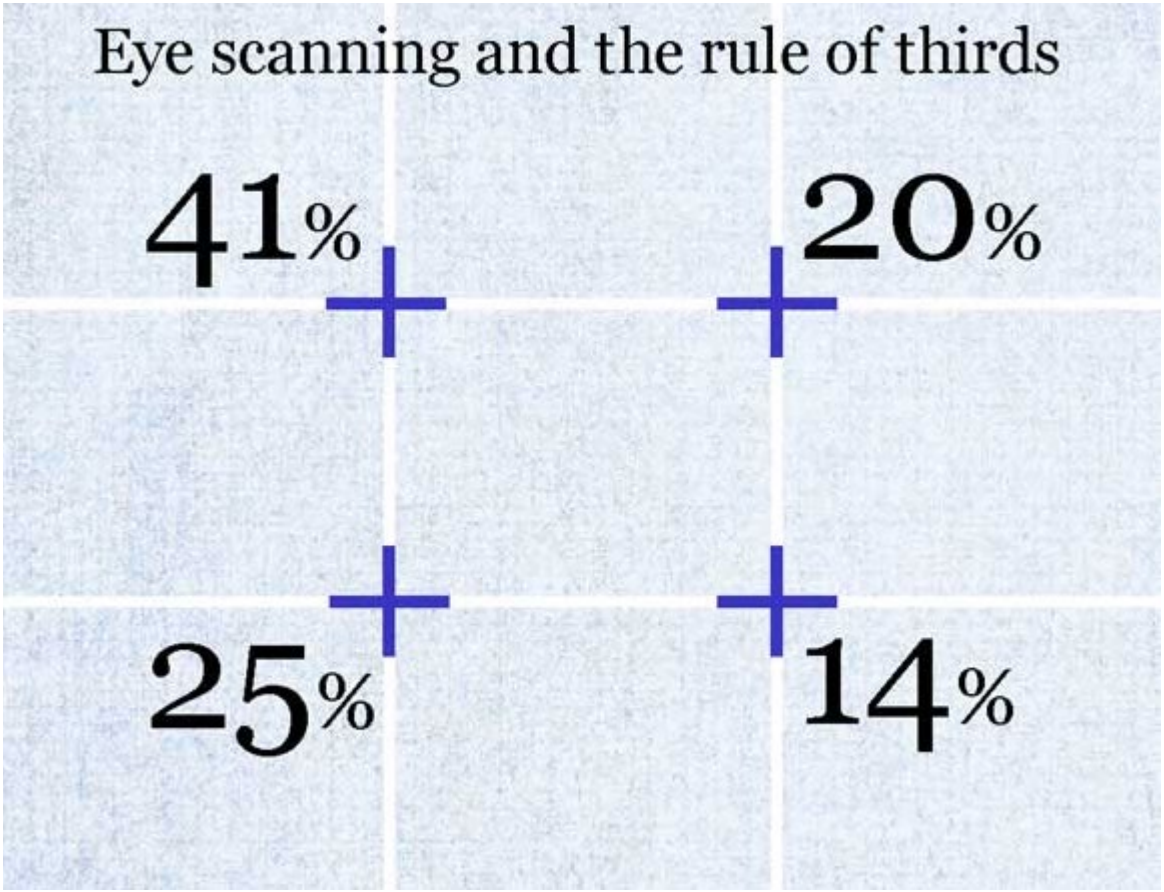
https://www.sitepoint.com/grid-theory/

Rules of thirds vs the golden ratio (phi)



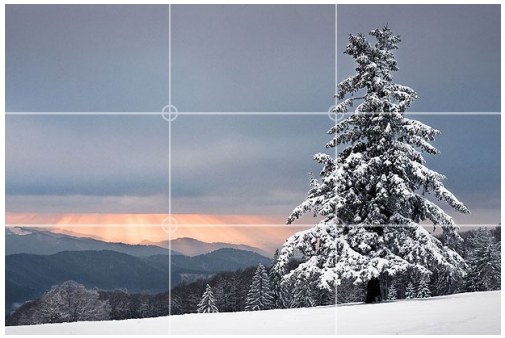
video

Eye scanning and the rule of thirds

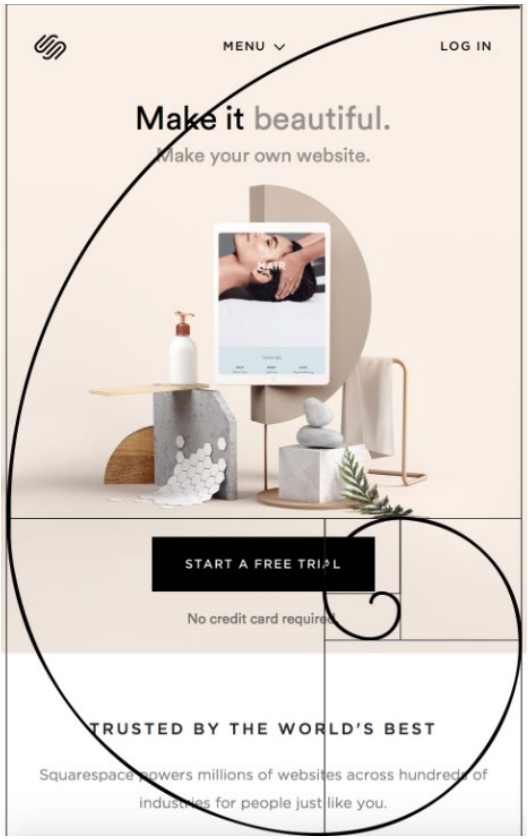


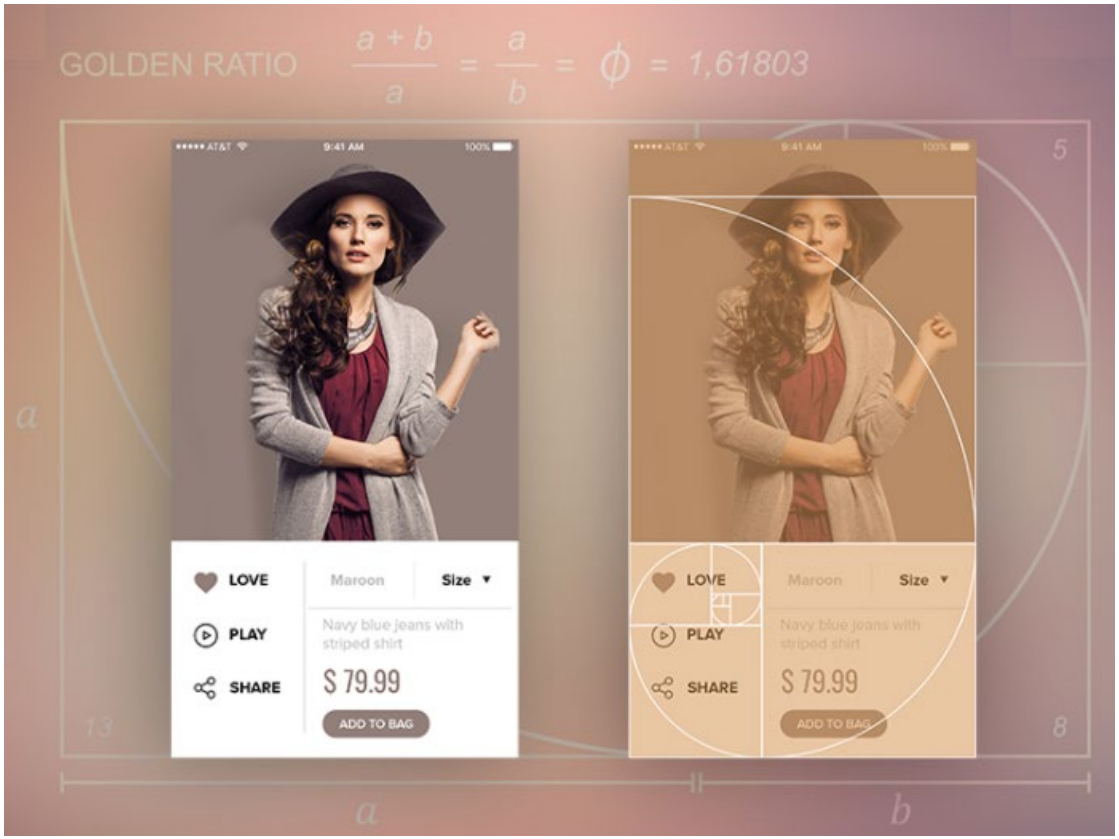
Rules of thirds vs the golden ratio

- Examples from photography

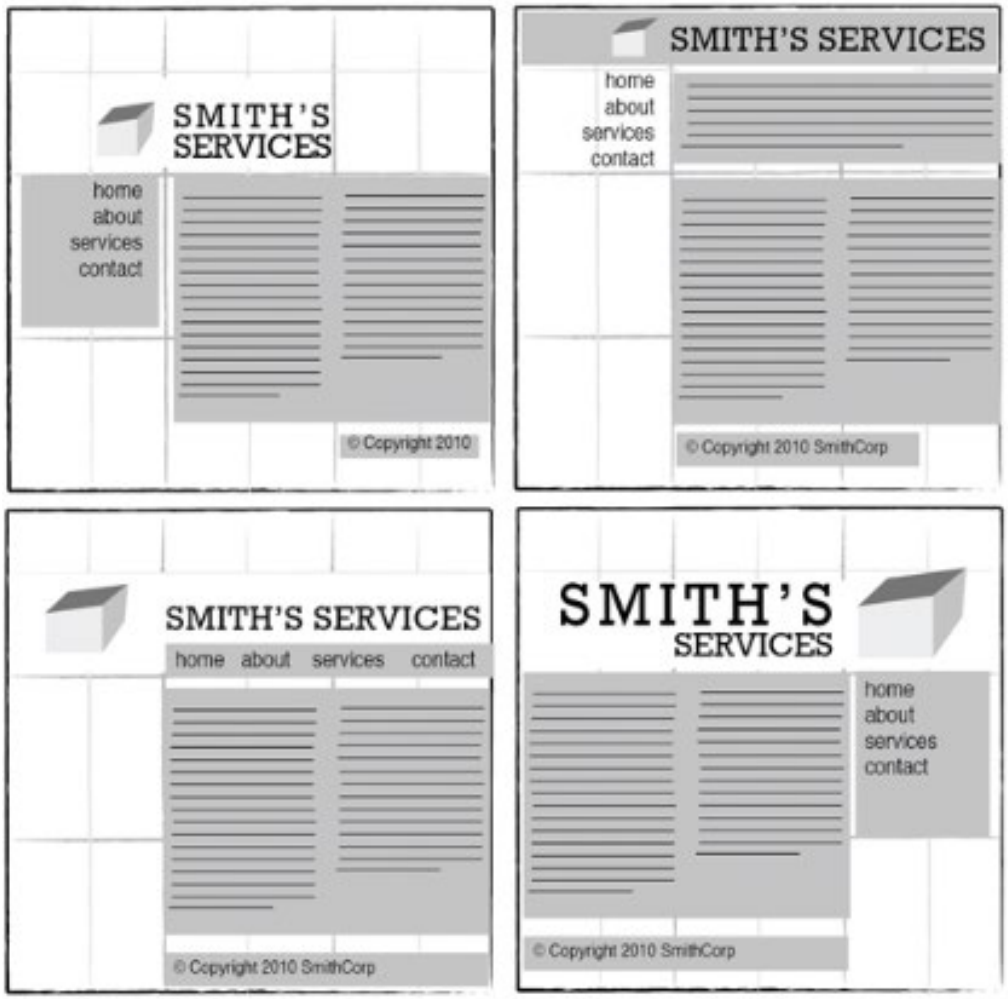


Golden Ratio in UX/UI Design





Composition – grid theory



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

960 Grid system by **Nathan Smith**

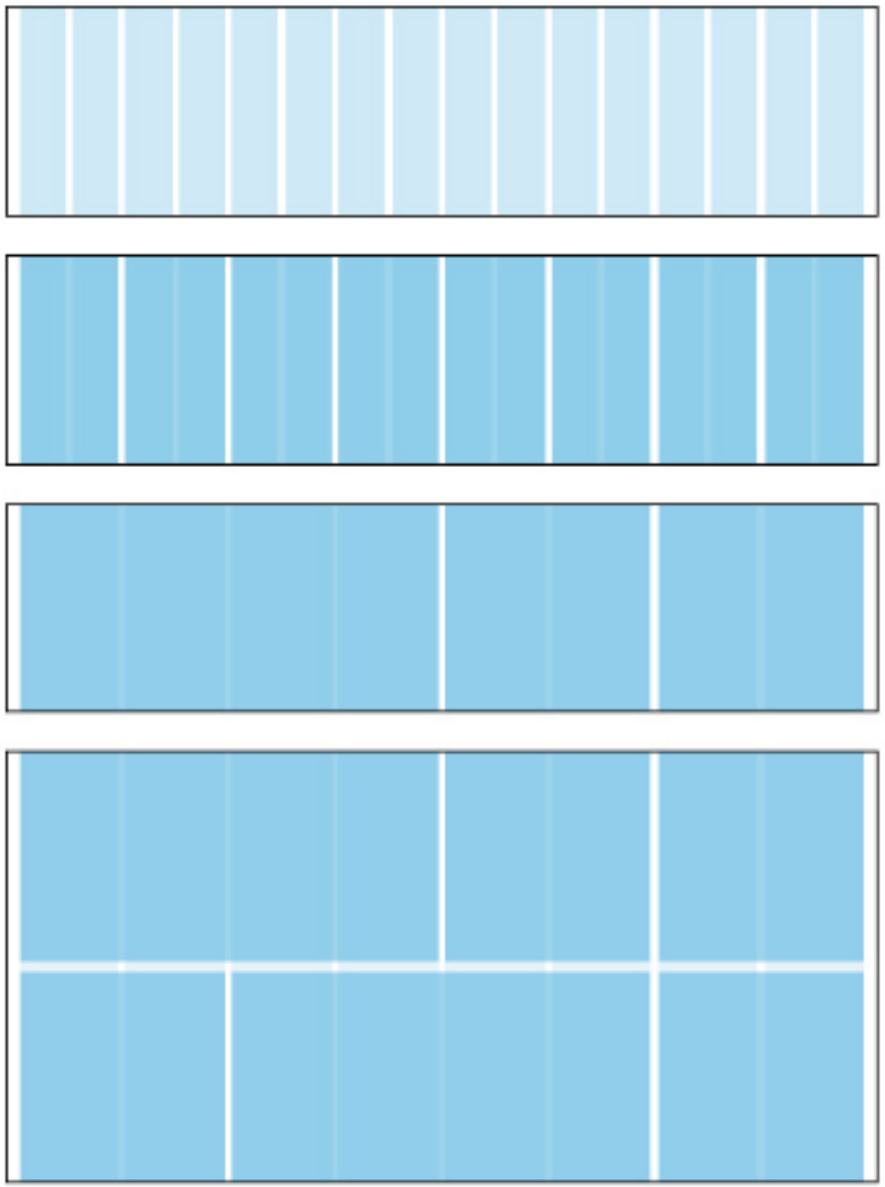
- 960 width pixels
- 960 with pixel web sites would fit nicely within the average monitor resolution of 1024x768 pixels
- 960 is a flexible number to divide it equally to columns: 3,4,5,6,8,10,12,15,16
- 12 columns
- 16 columns
- 24 columns

960 Grid system

Video demo of 960 grid

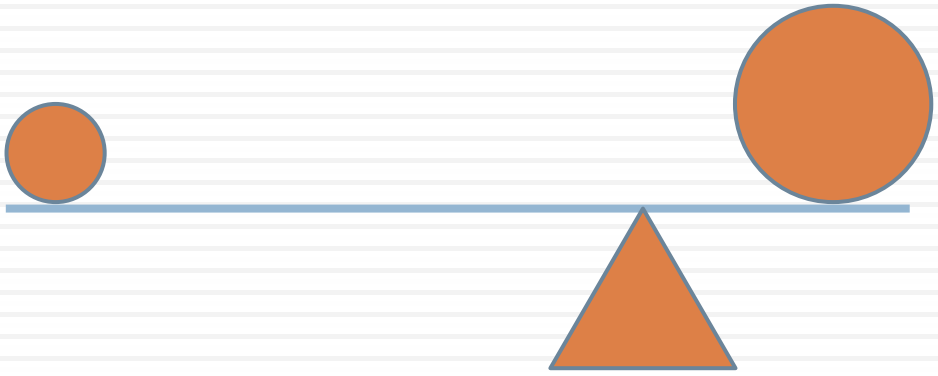
Regions

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

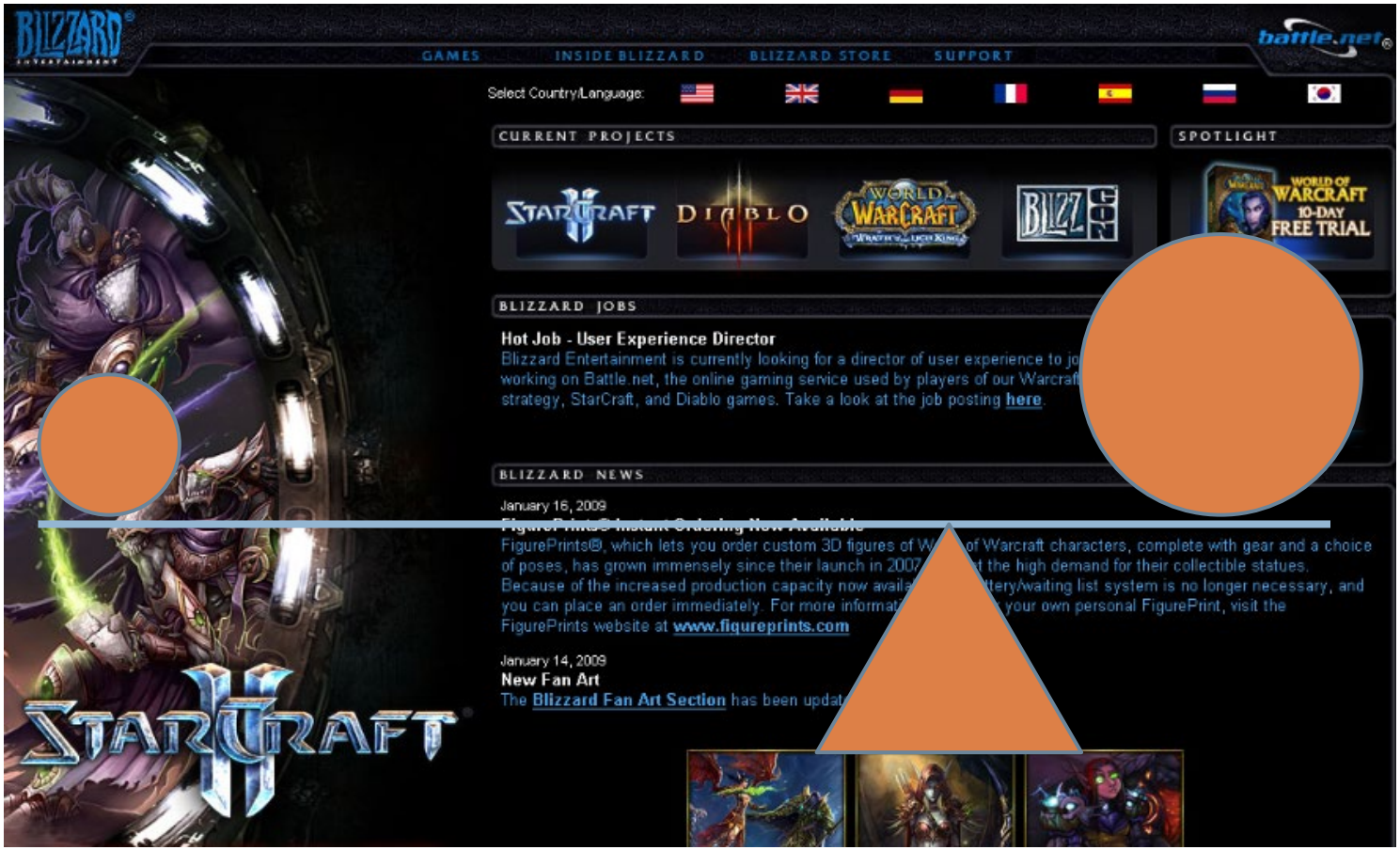


Visual balance

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.



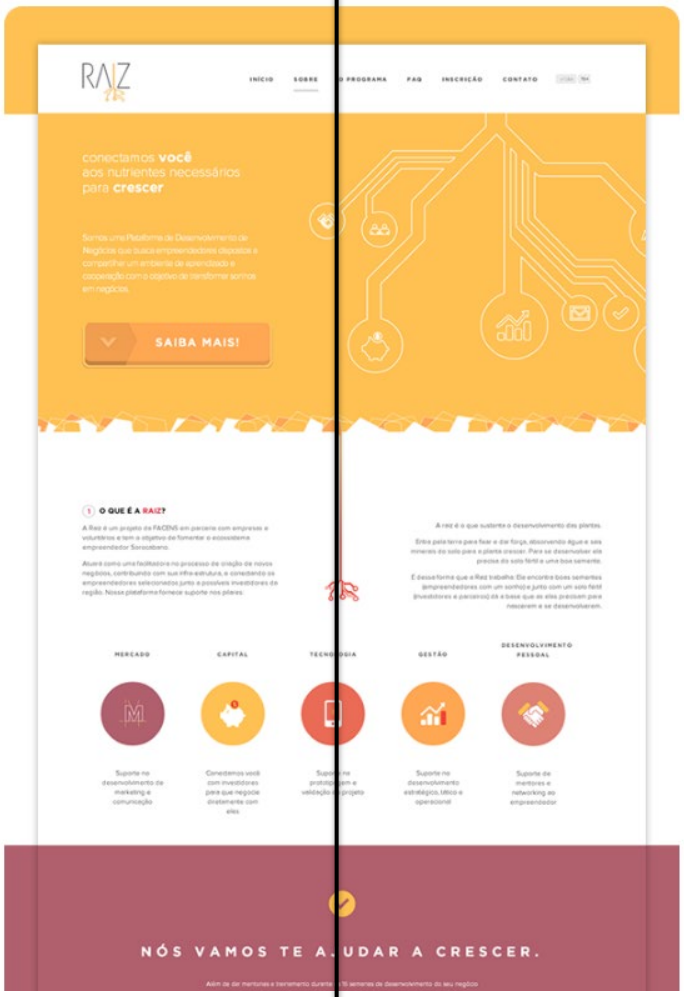
Visual balance



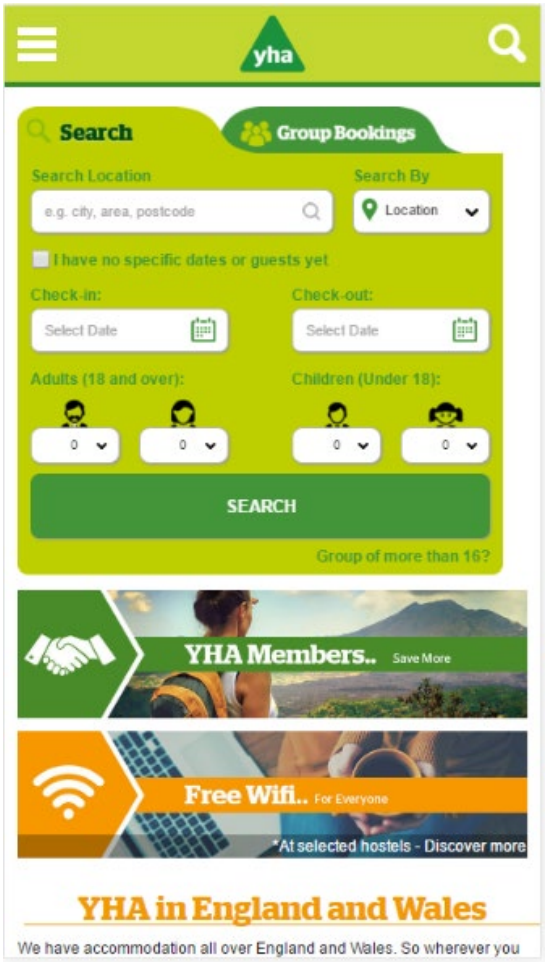
Visual balance

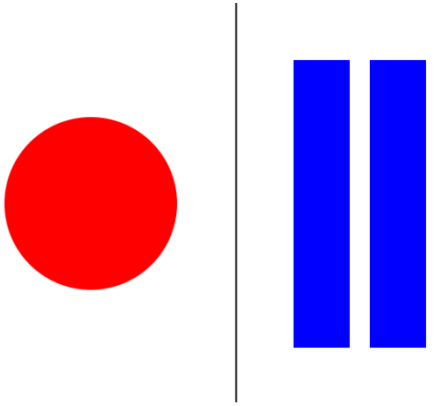
Balance - symmetrical

Balance - symmetrical



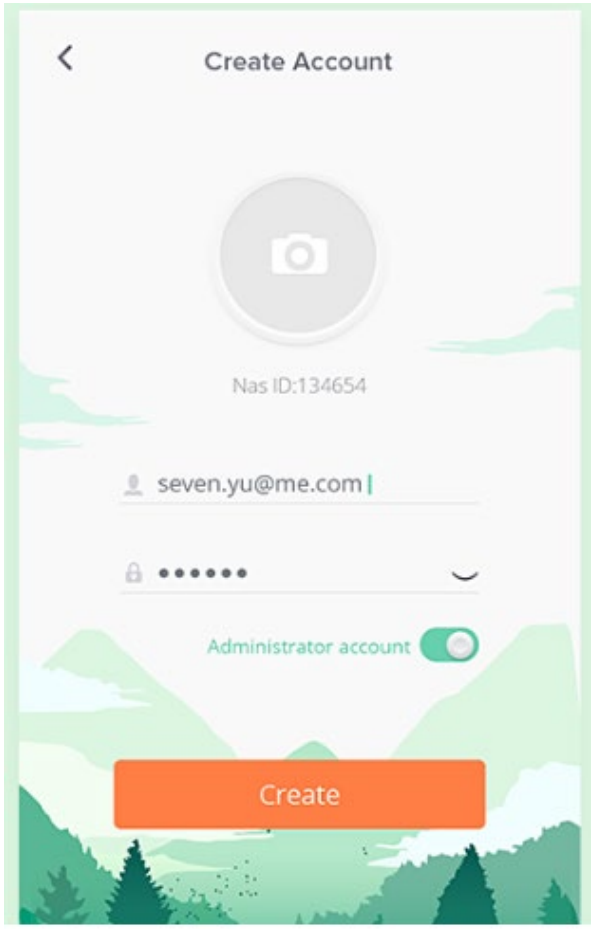
Asymmetrical balance

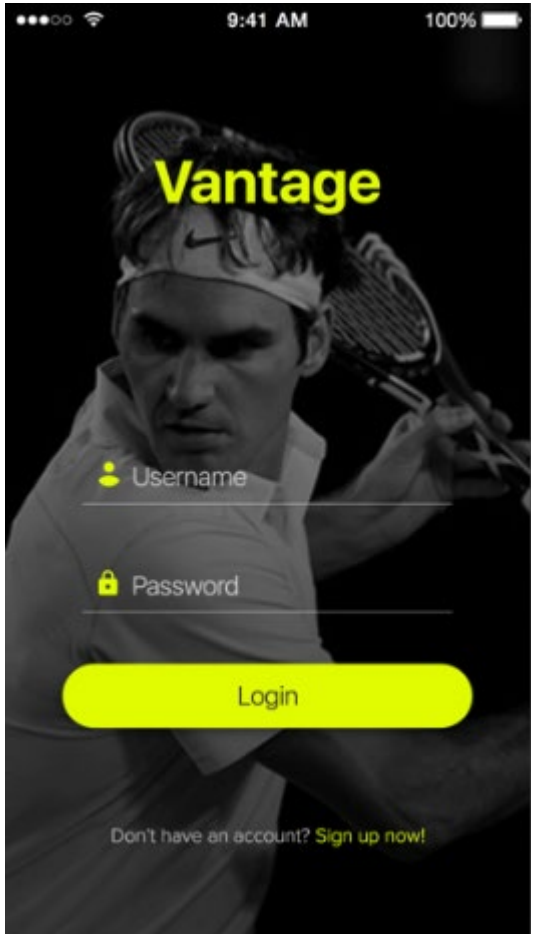


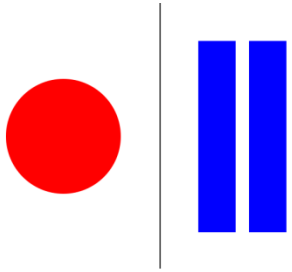


http://http://orangina.eu/

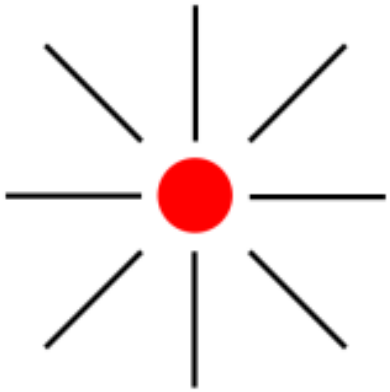
Balance - asymmetrical





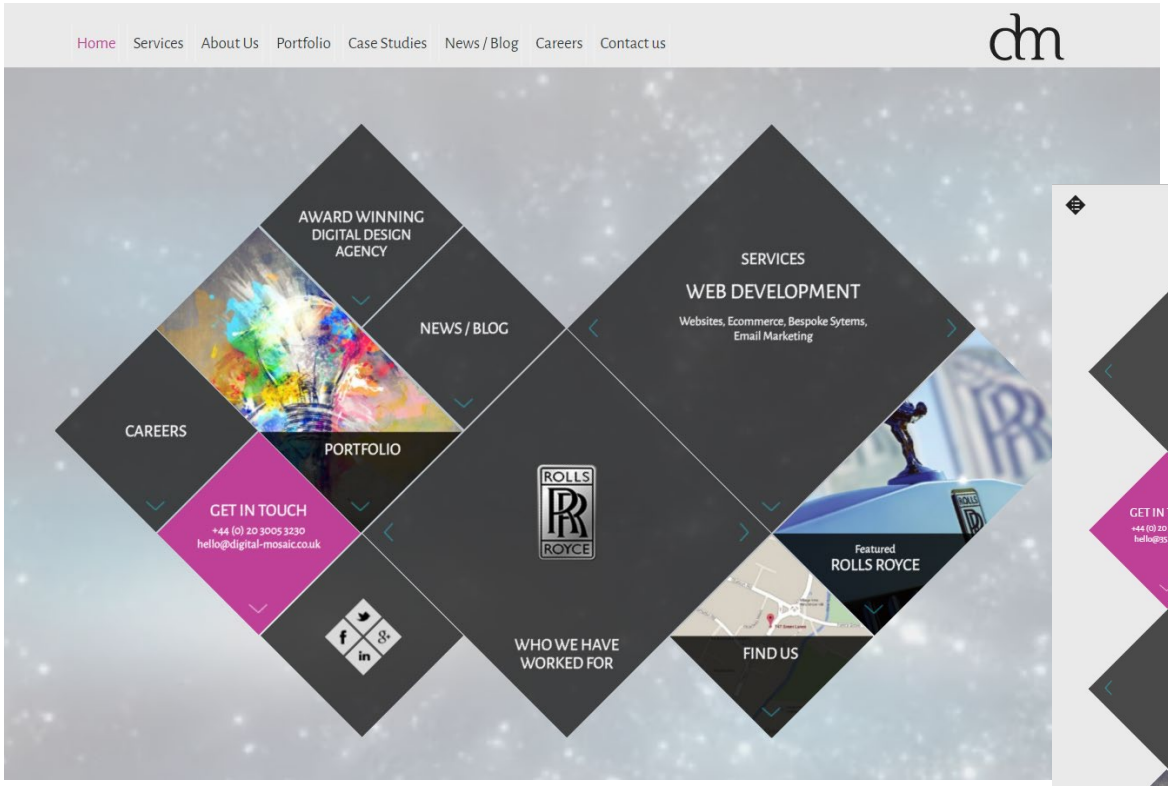


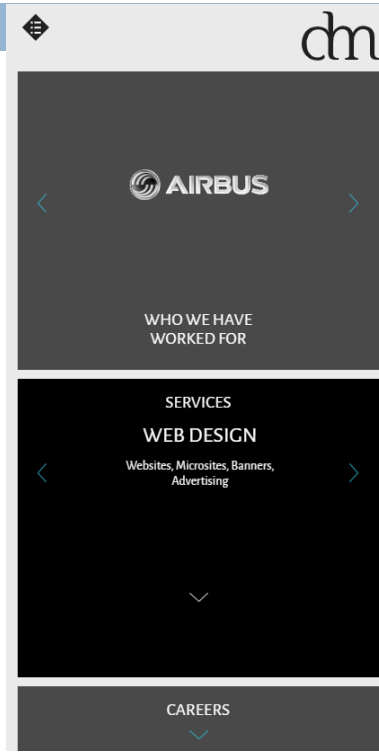
Radiant balance



http://www.vlog.it/

Mosaic balance



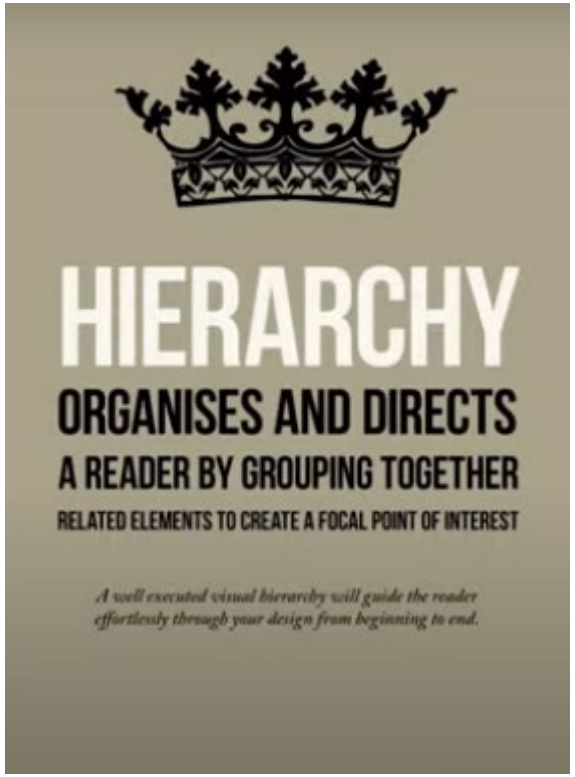


http://www.digital-mosaic.co.uk/

Direct the user to content

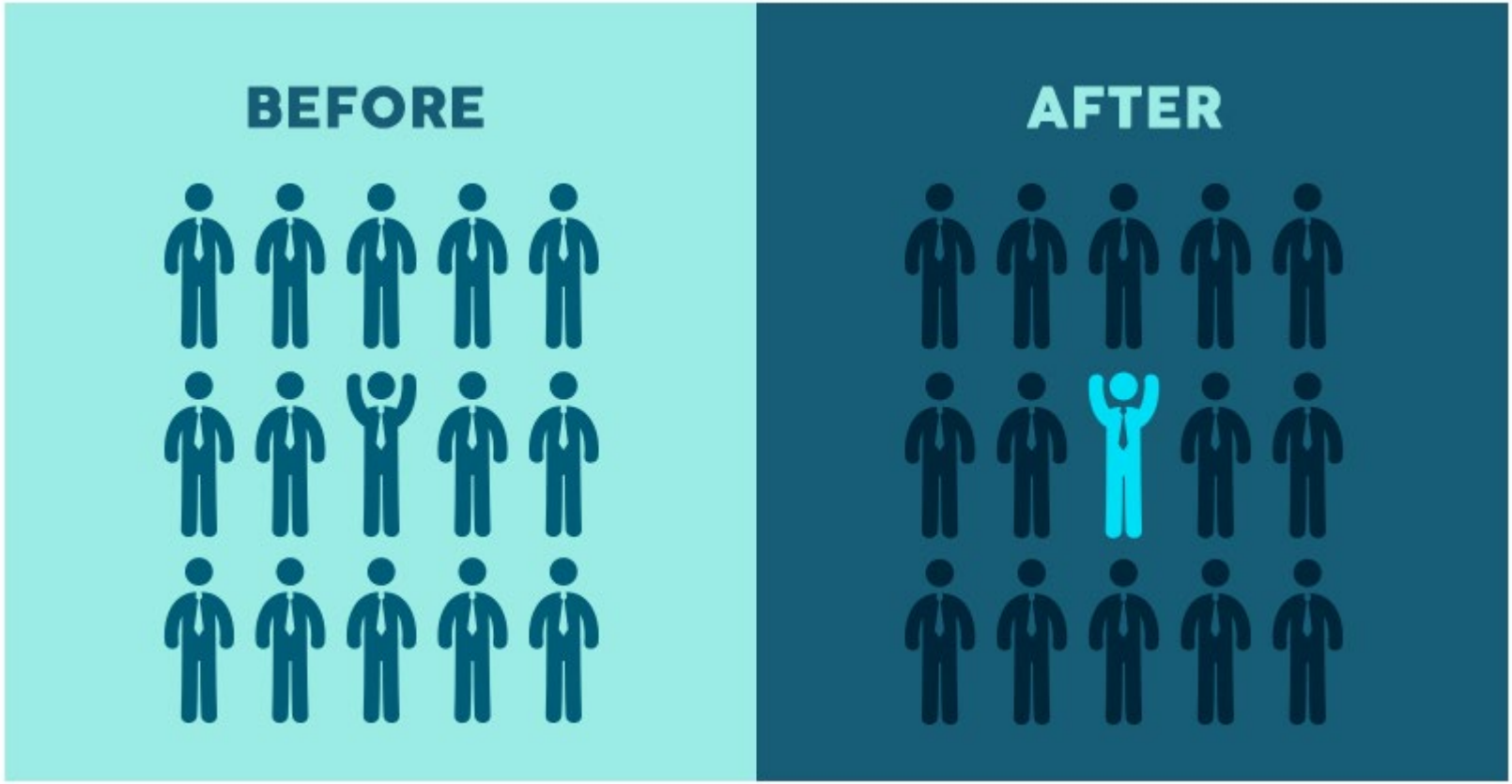
Size impacts visibility

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

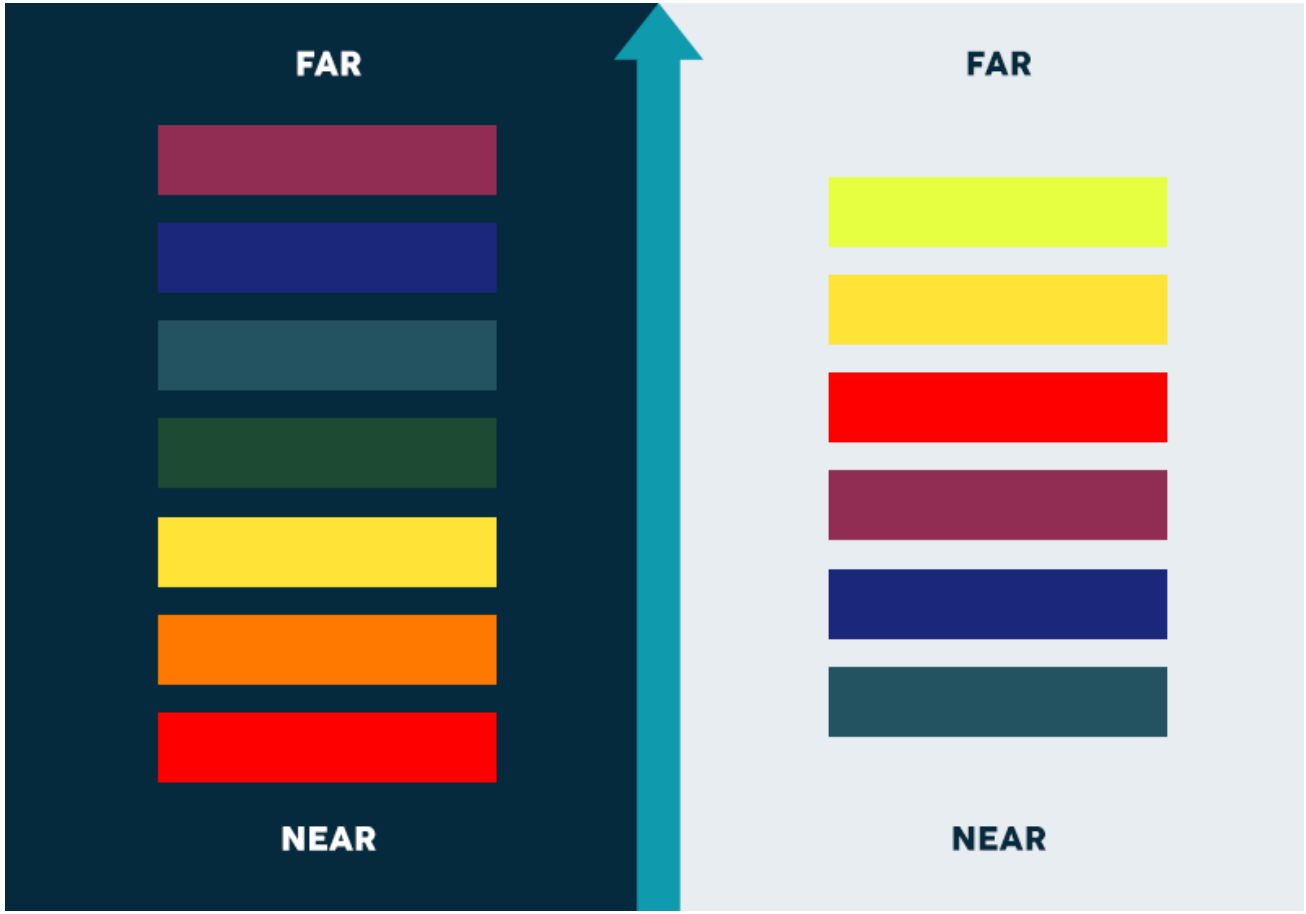


Perspective creates an illusion of **depth**

Colour and **contrast** draw attention

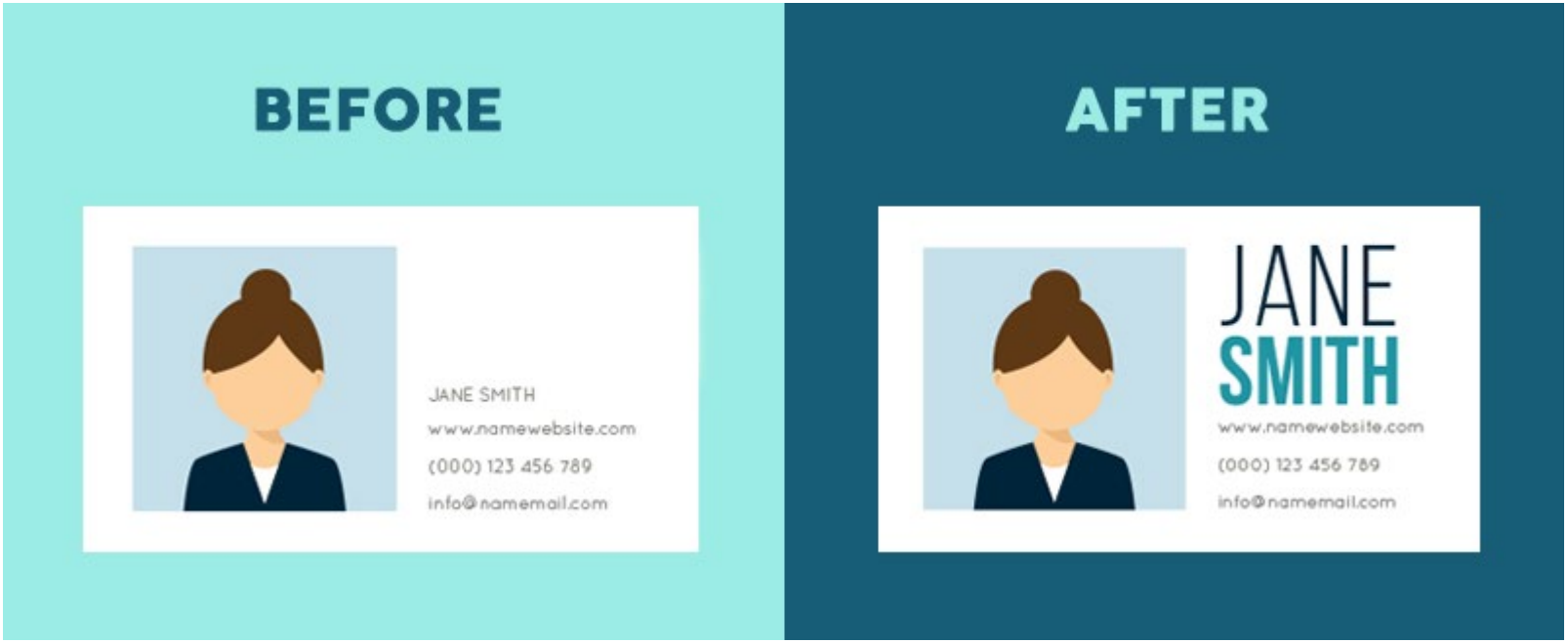


Colour and **contrast** draw attention



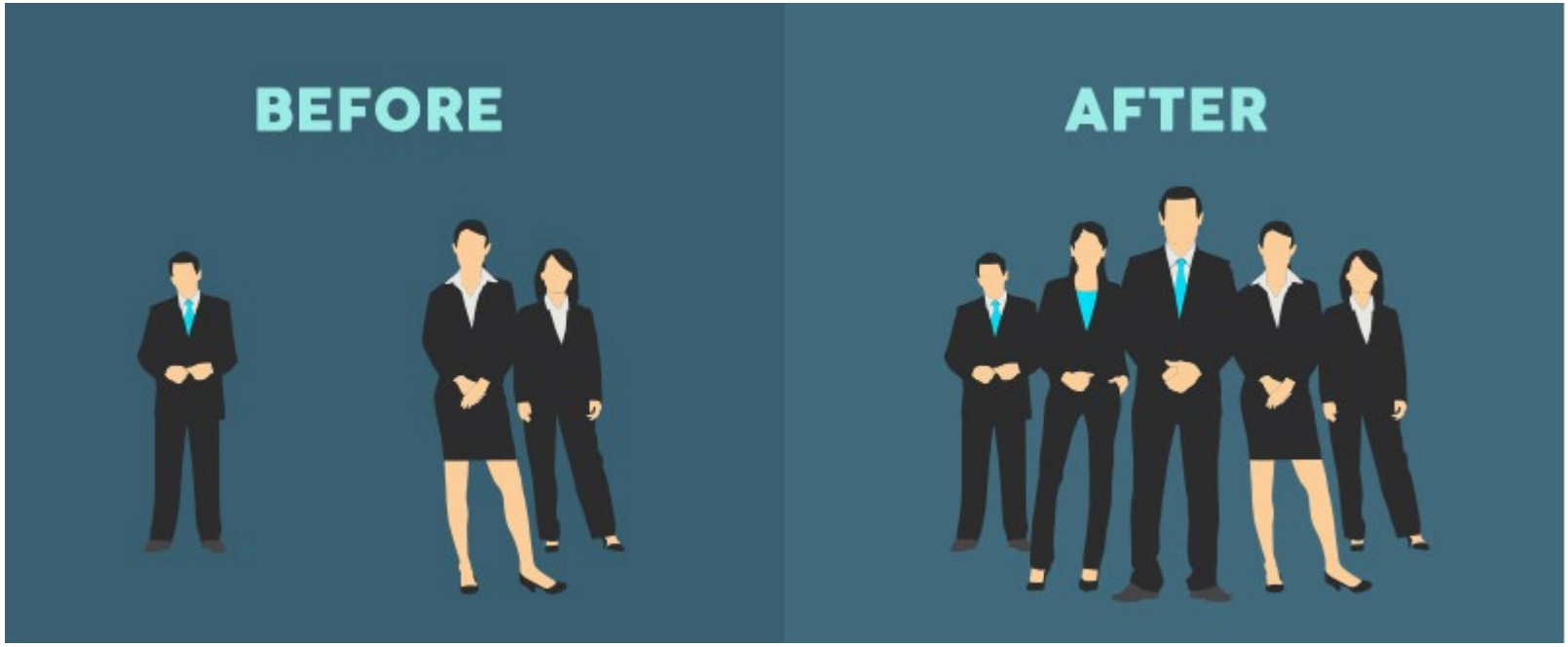
Typography

- Fonts organize design

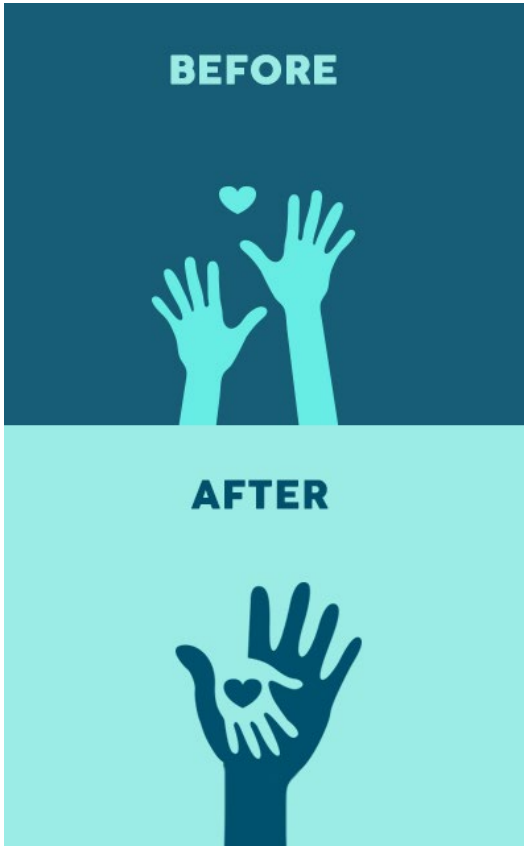


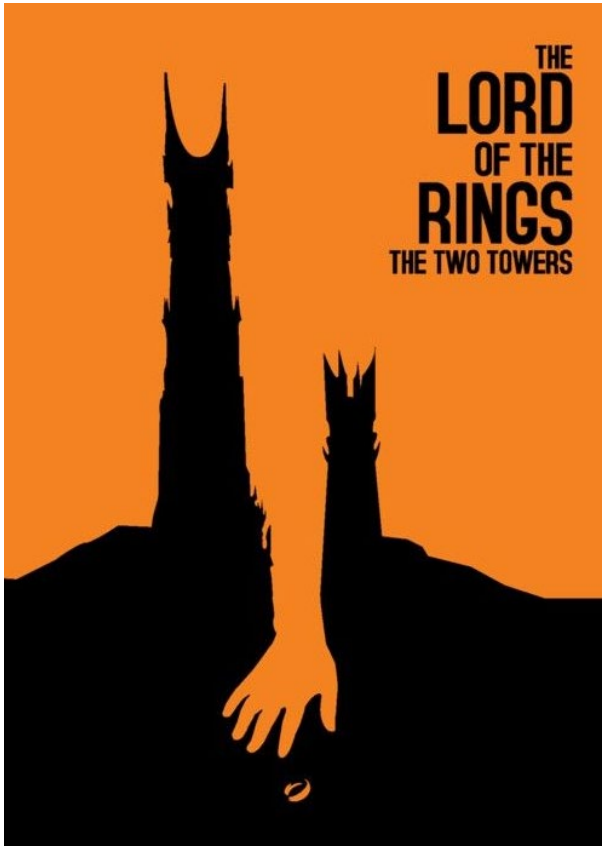
Size and **placement** draws attention

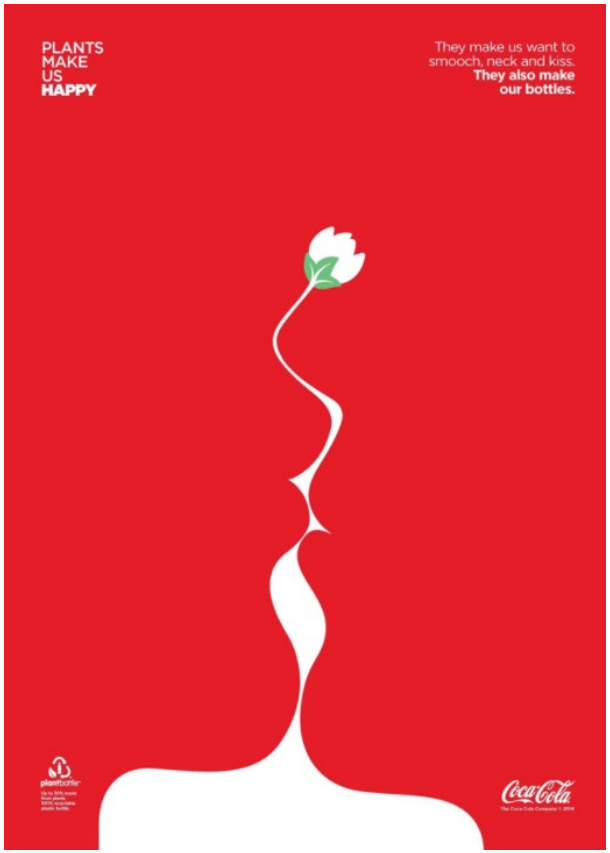
Proximity suggests relationship



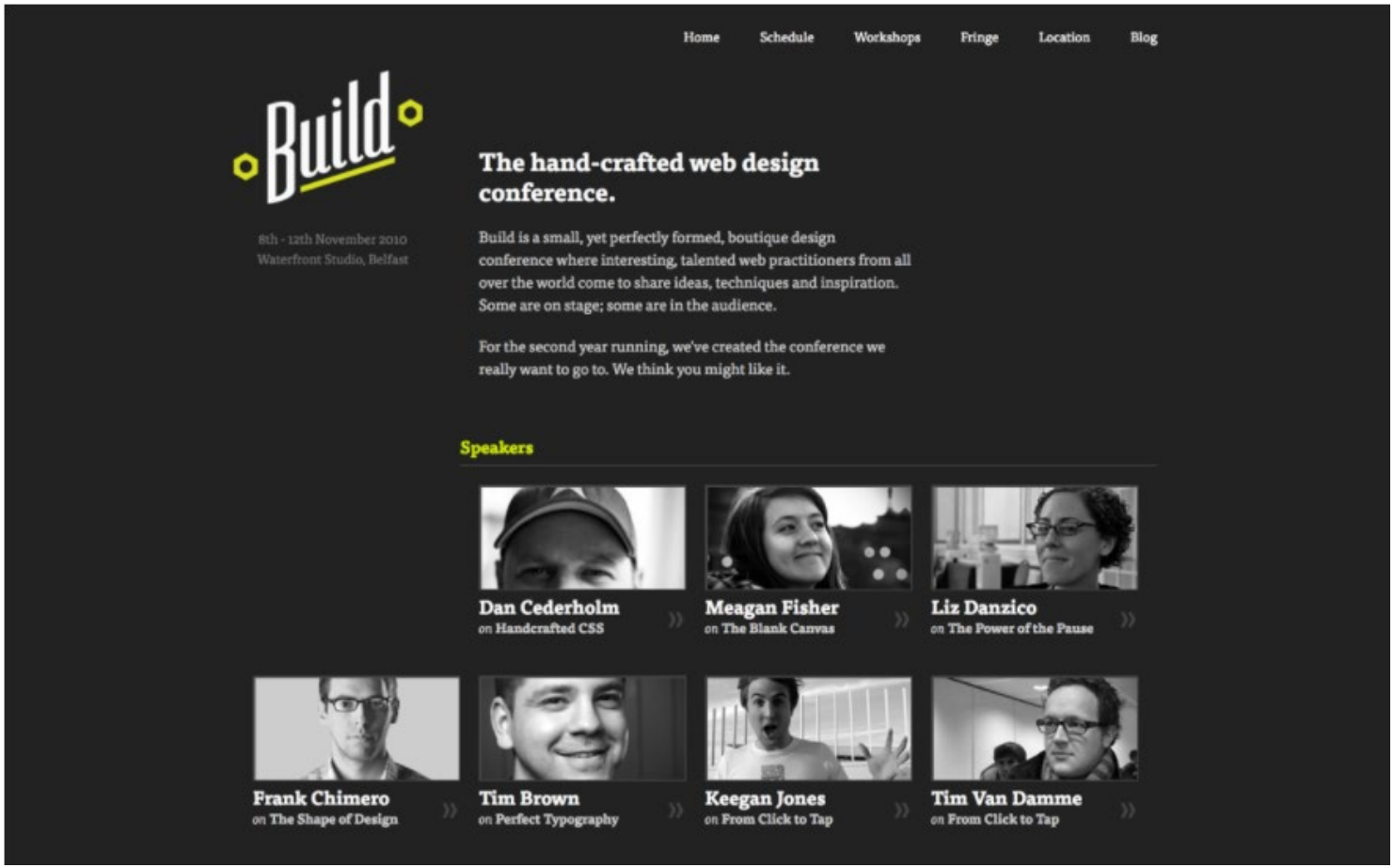
Negative **space** for emphasis



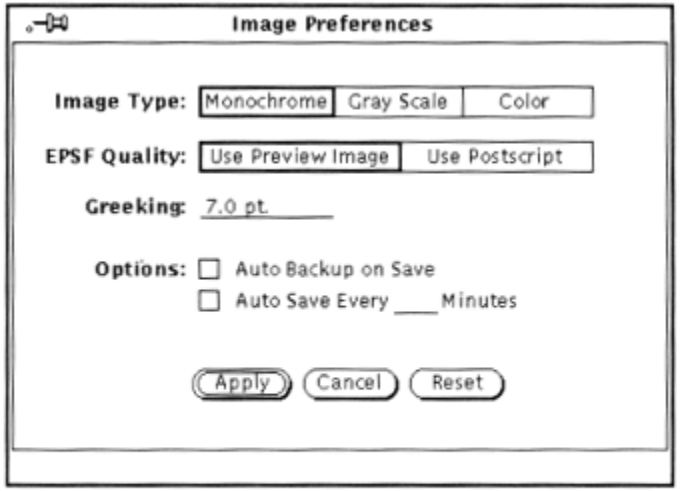




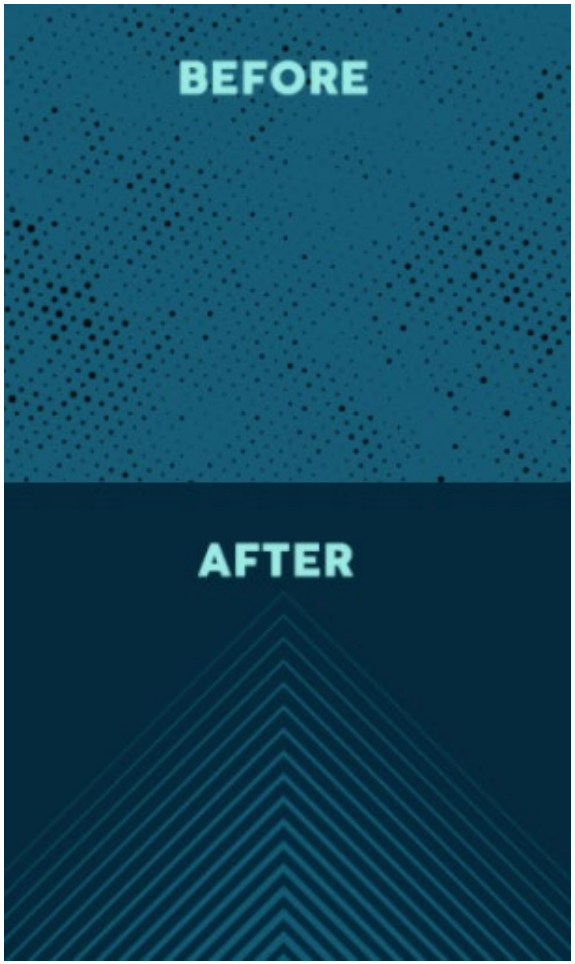
Space provides emphasis & movement



Alignment directs eyes



Lines suggest **movement**



Odd-numbered groups create **focus**