

# Day 9



# Agenda

- ▷ Visual design
- ▷ Design patterns
- ▷ Colors
- ▷ UX writing

# Visual design

# What is visual design?

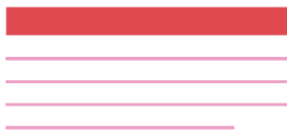
- ▶ Visual design aims to improve a design's/product's **aesthetic appeal** and **usability** with suitable images, typography, space, layout and color.
- ▶ Good visual design can **drive engagement** and **increase usability**.
- ▶ **Visual design principles** inform us how design elements such as line, shape, color, grid, or space go together to create well-rounded and thoughtful visuals.

# 5 Principles of Visual Design in UX



## SCALE

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



## 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**.



## BALANCE

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



## CONTRAST

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



## GESTALT PRINCIPLES

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



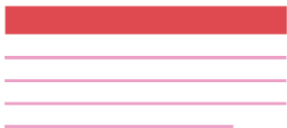
## SCALE

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

## TIPS

- Use **no more than 3 different sizes**.
- The **most important** element is the **biggest one**.





## 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**.

### TIPS

- To create visual hierarchy, use **2–3 typeface sizes** to indicate to users what pieces of content are most important.
- Use **bright colors** for important items and **muted colors** for less important ones.

You will read this last.

**You will read  
this first.**

**Then you will read this.**

And then this one.

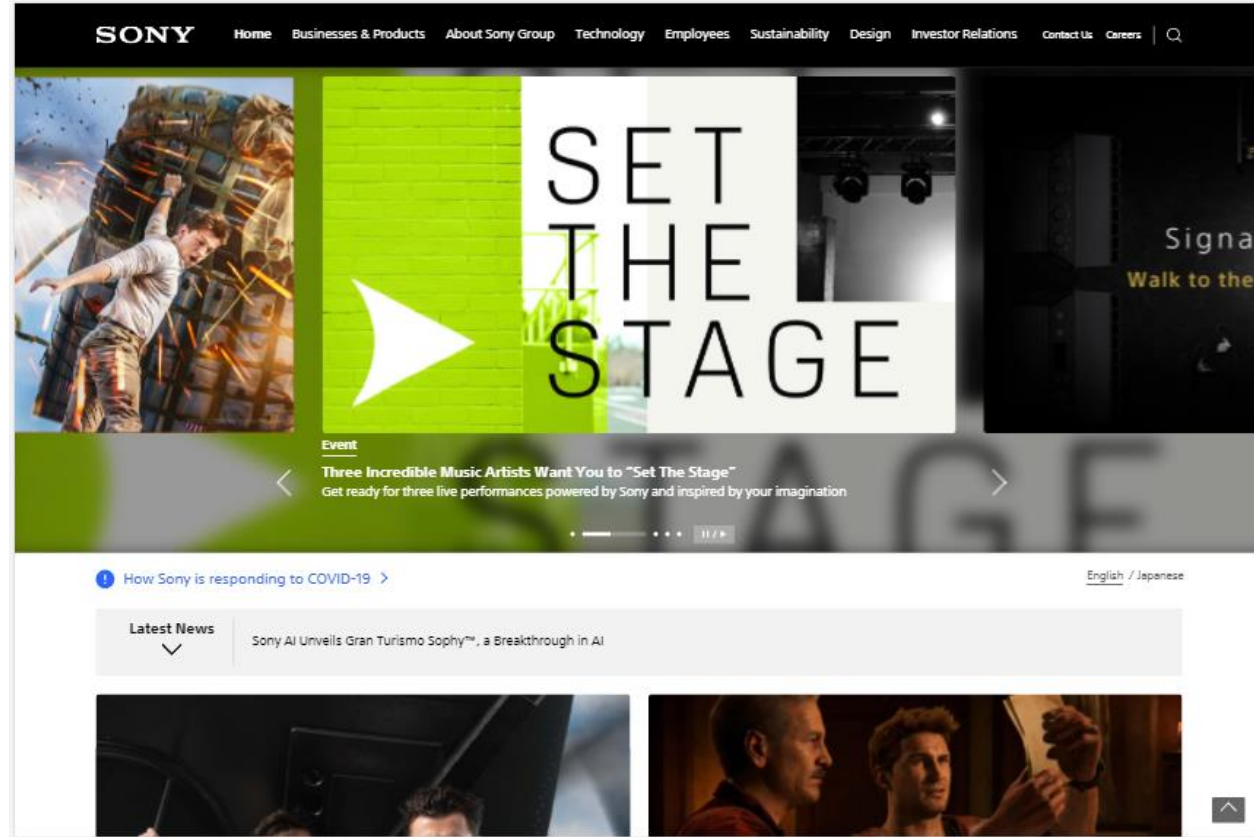


## BALANCE

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

## TIPS

- Consider the **area taken** not just the number of elements.
- Use **symmetrical balance** for quiet and static design.
- Use **asymmetrical balance** for dynamic and engaging design.
- Use **radial balance** for leading the eye to the center of the composition.







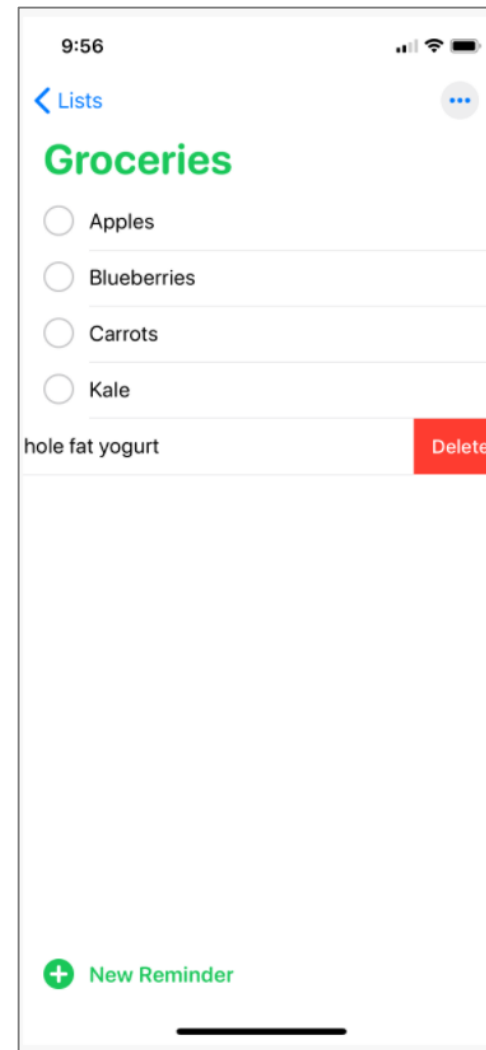
## CONTRAST

The principle of contrast refers to the [juxtaposition of visual dissimilar elements](#) in order to convey the fact that these elements are different.

## TIPS

- Make sure that the contrast between text and background is [high enough](#) to increase readability.
- Use a [color-contrast checker](#) to ensure the readability.

<https://webaim.org/resources/contrastchecker/>

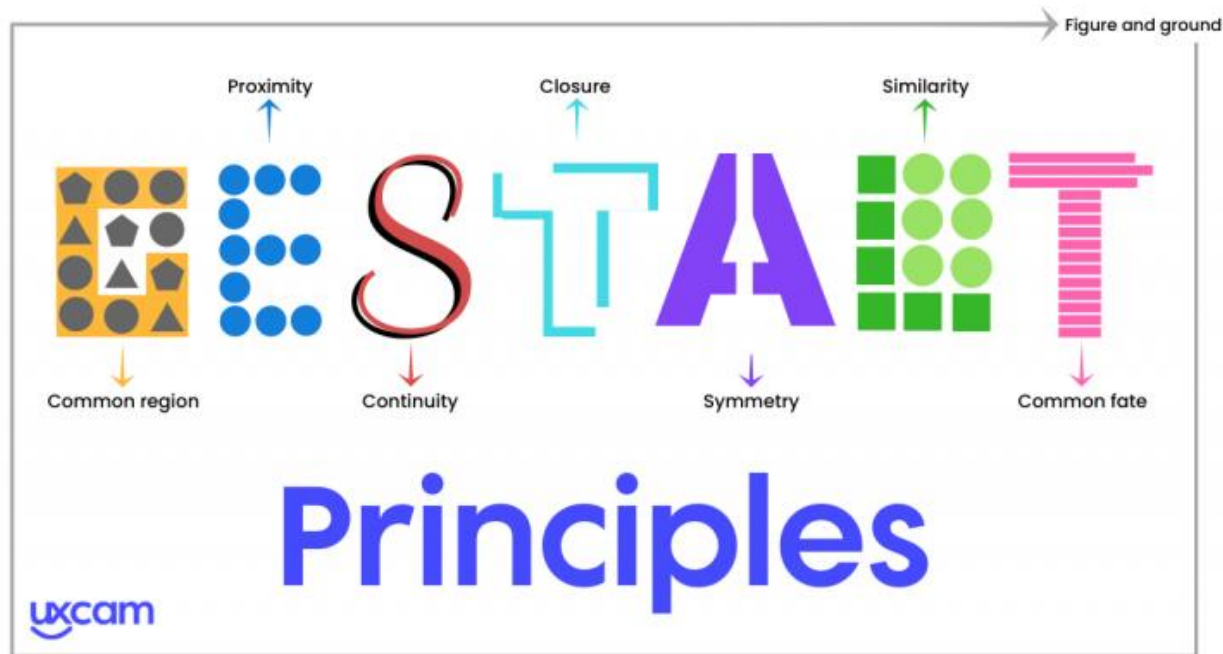




## GESTALT PRINCIPLES

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

- Law of Proximity
- Law of Closure
- Law of Similarity
- Law of Common Region
- Law of Continuity
- Law of Figure and Ground
- Law of Symmetry
- Law of Common Fate



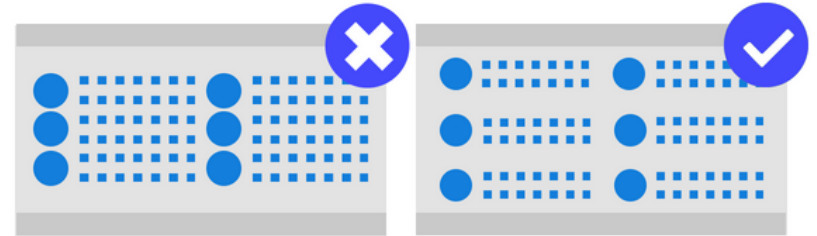
# Law of Proximity



## Description

People tend to **group** together elements that are **near each other**.

It doesn't matter if these elements have different shapes, sizes or colors.



## Application

Bring elements that belong together **closer together** e.g., pictures with descriptions or buttons with texts.

Use **white spaces** to show when elements are unrelated.

# Law of Closure

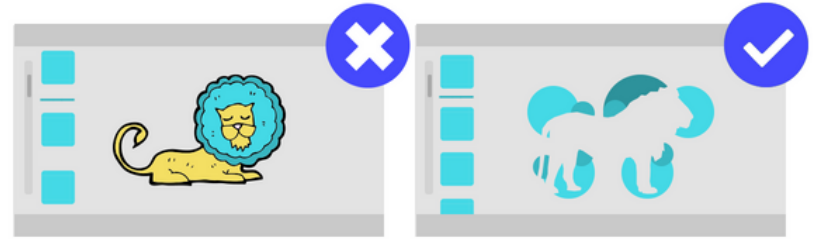


## Description

People have the tendency to literally try to see the **whole picture**.

If there are any gaps in a figure, the human brain will still understand the bigger context by **ignoring the gaps**.

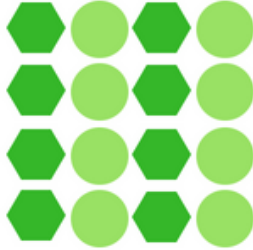
These will be **filled with information** even if it isn't actually there.



## Application

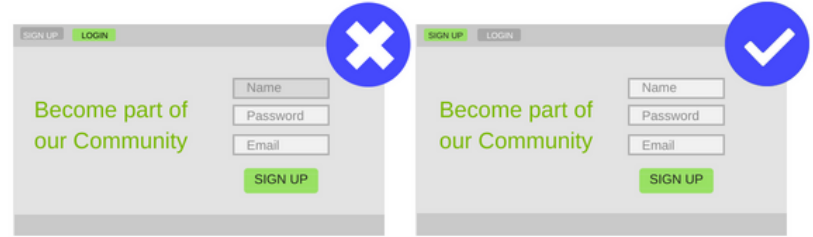
Design simple icons and pictures **creatively** with **some missing parts**.

# Law of Similarity



## Description

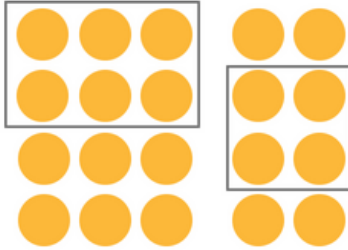
Users understand elements that follow a similar pattern or look like they belong to a group.



## Application

Elements with the same meaning, function or hierarchy level should be designed in a similar fashion.

# Law of Common Region



## Description

This law explains that elements that are put together in the [same closed region](#) will be understood as a [group](#).



## Application

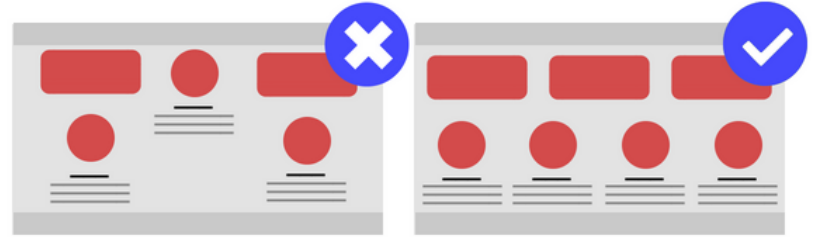
Give related elements a [frame](#) to show that they belong together.

# Law of Continuity



## Description

Individual elements that are positioned in a [continuous line](#) or a [soft curve](#) seem [more related](#) to one another than elements that are [positioned randomly](#) or in a [sharp curve](#).



## Application

Paying attention to this law while designing your website or app will make your users look at the different elements of your product [without thinking twice](#) about it.

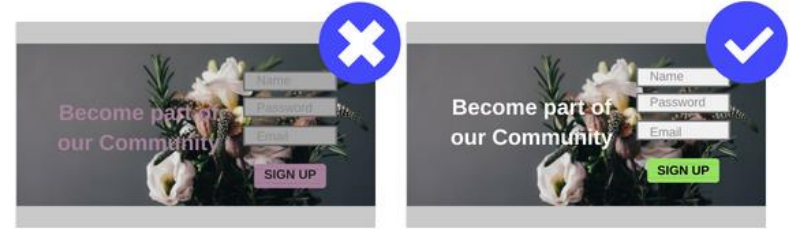
# Law of Figure and Ground



## Description

This law shows that people instinctively recognize if elements are in the **foreground** or **background**.

Users also know that the **foreground** is more important than the **background**.



## Application

Design your website or app with an **explicit foreground and background**.

Make sure that the **foreground** differs significantly from the **background**.

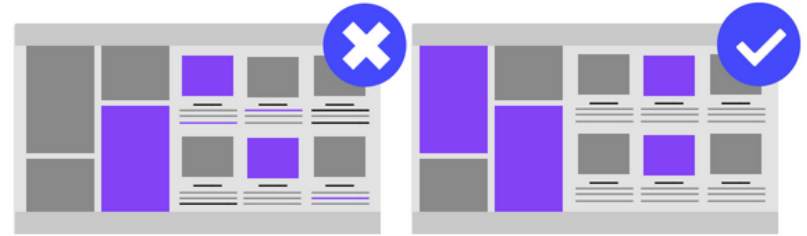


# Law of Symmetry



## Description

Symmetric elements give users the feeling that everything is organized, meaning that [symmetry makes them feel comfortable](#) with the design of your website or app.



## Application

You have to [find balance](#) between symmetry and asymmetry.

[Don't arrange](#) the elements [randomly](#).

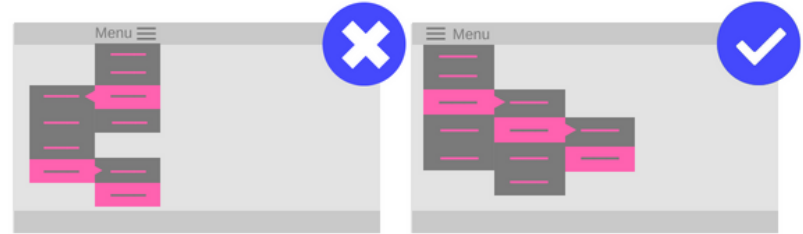
Background pictures, matching colors and other elements will bring balance to your product design if used properly.

# Law of Common Fate



## Description

The law of common fate says that **elements that move in the same direction** are more likely to be considered to **belong together** than those that move in opposite directions or don't move at all.



## Application

Ensure that the **elements that belong together** move in the **same direction** and at the **same speed**.

# Design patterns

# What are design patterns?

- ▶ Design patterns are reusable design components that are used to solve common usability problems that users experience.
- ▶ For instance, a breadcrumb shows users the path from the homepage to the page they are on is a design pattern.

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amazon confirmed **fit** |

Check fit by printer:

Brand



Model

---

Electronics › Computers & Accessories › Computer Accessories & Peripherals

# Usefulness of design patterns

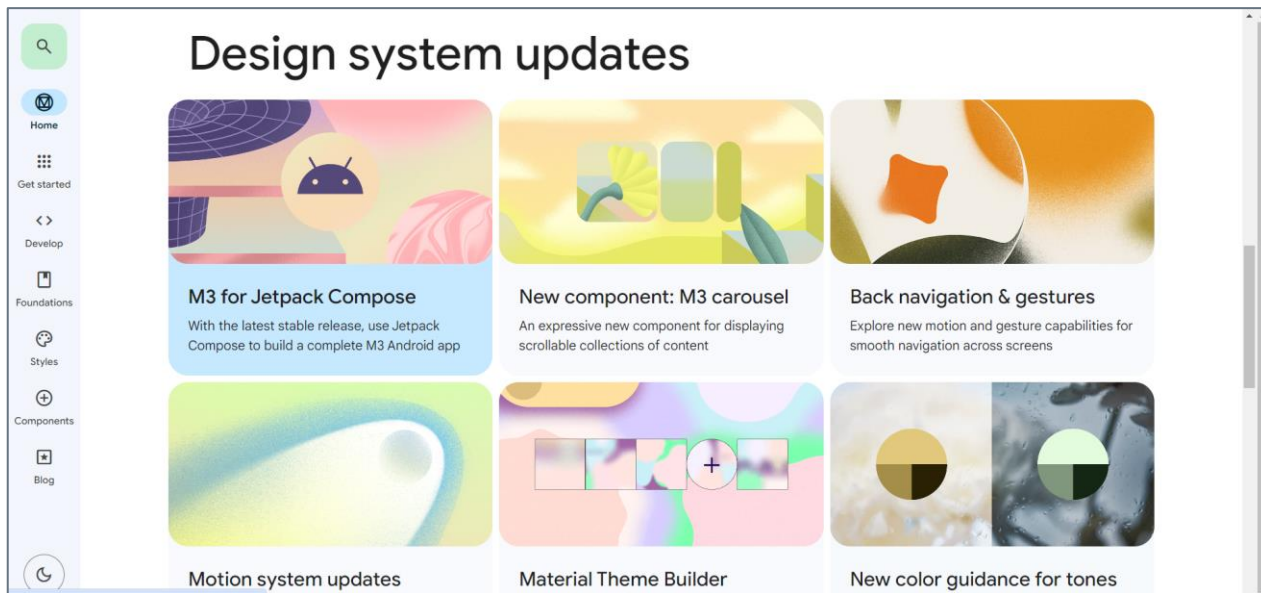
- ▷ Design patterns are not only useful to designers, they are also useful to users because they **reduce the time** and **mental effort** that users need to navigate a site.

# Examples of design patterns

- Registration
- Sign in
- Sign out
- Account settings
- Image zoom
- Social share
- Comments
- Pagination
- Inline errors
- Breadcrumbs
- Carousels
- Page headers
- Tabs
- Expand or collapse
- Inline edit
- Modal edit
- Edit multiple
- Drag-and-drop
- View toggle
- Mode toggle
- Auto-complete
- Live preview
- Progress indicator

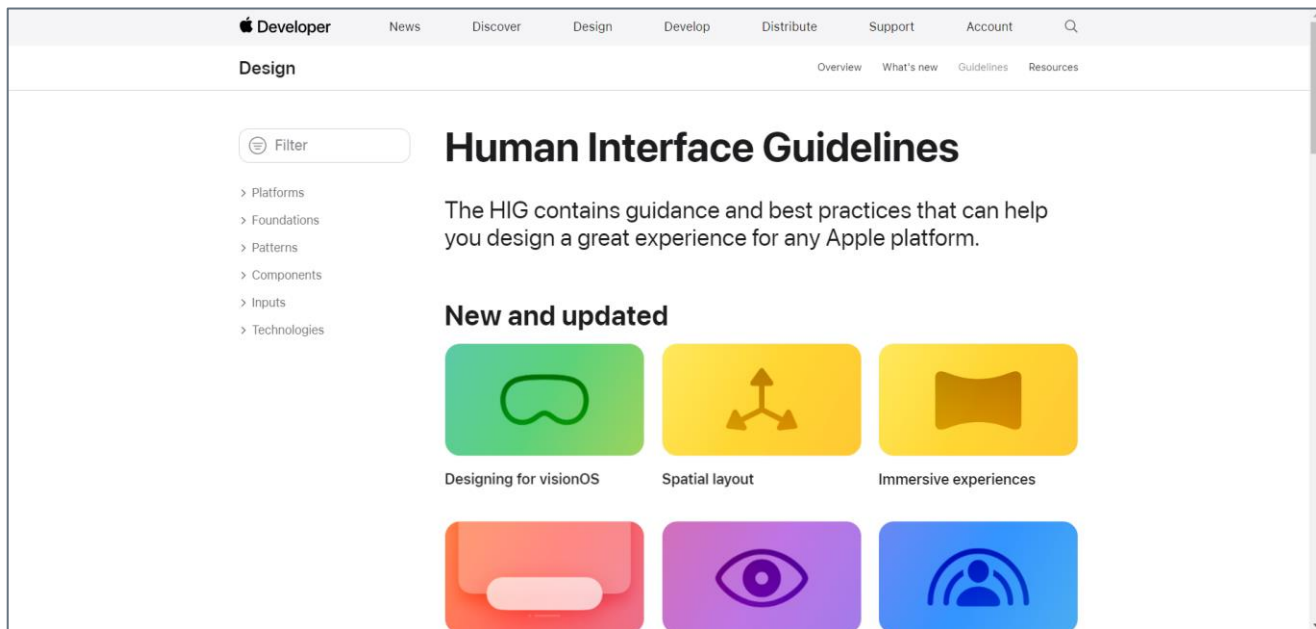
# Google's Material Design

- ▷ [Introduction to Material Design](#)
- ▷ [Components in Material Design](#)



# iOS Human Interface Guidelines (HIG)

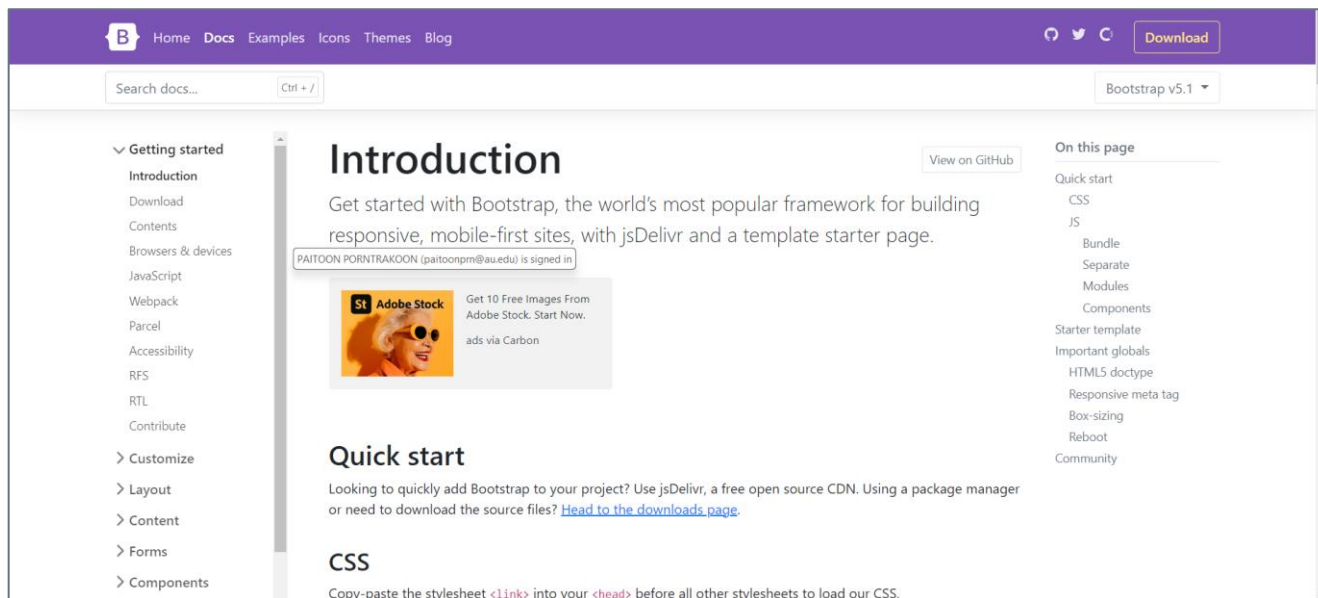
## ▶ [iOS Human Interface Guidelines](#)





# Bootstrap Web Design

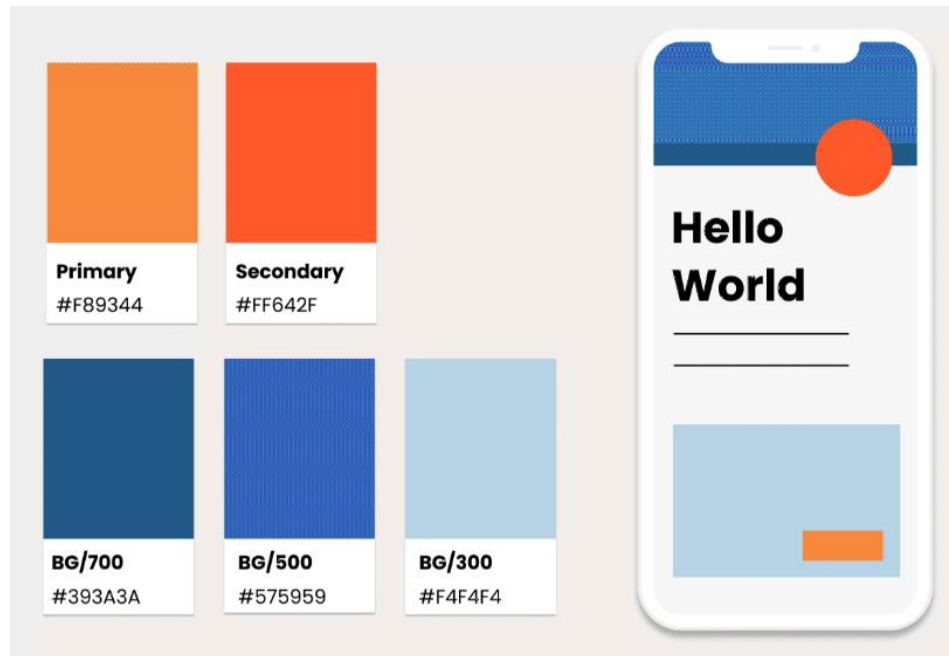
## ► Introduction to Bootstrap



# Colors

# Power of colors

- ▶ Color is one of the **main elements** in your UI Design.
- ▶ It can **shift** the first impression of your product from sophisticated cool to crazy and wild.
- ▶ It is not about mixing pretty colors, **it's about creating a system.**



# Color values



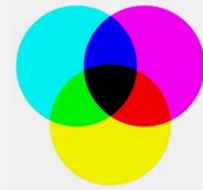
Used in printing

**Pantone:** 021 U

**CMYK:** 0, 64, 100, 0

**HEX:** #FF6C2F

**RGB:** 255, 108, 47



cmyk 0 64 100 0  
CYAN MAGENTA YELLOW KEY

Used in printing

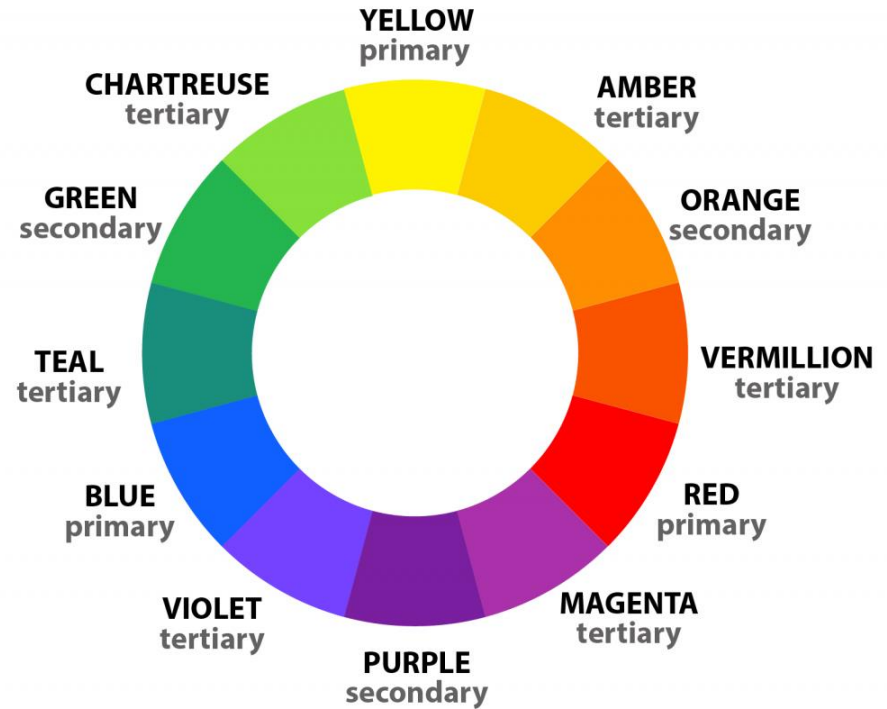


rgb (255, 100, 47)  
RED GREEN BLUE

Used in UI design

# Color wheel

- ▷ Colors are broken down into:
- ▷ **Primary colors:** red, yellow, and blue
- ▷ **Secondary colors:** orange, purple, and green
- ▷ **Tertiary colors:** blue-green, yellow-green, red-orange, red-purple, blue-purple, and yellow-orange



Source: <https://www.color-meanings.com/primary-secondary-tertiary-colors/>

# Meaning of colors

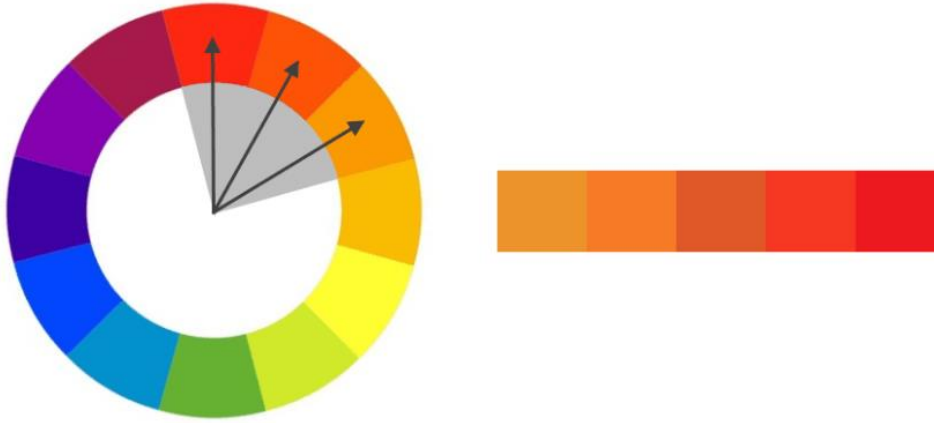
RED	ORANGE	PURPLE	BLUE	GREEN	BLACK	WHITE
<b>REVOLUTION</b> ENERGY POWER STRENGTH RISK <b>DANGER</b> PASSION LOVE <b>ATTENTION</b>	FRIENDLINESS <b>SUCCESS</b> HAPPINESS JOY <b>COURAGE</b> CONFIDENCE	<b>ROYALTY</b> WEALTHY NOBILITY EXTRAVAGANCE IMAGINATIVE POWERFUL <b>CREATIVE</b>	DEPENDABLE INTELLIGENCE <b>SECURITY</b> TRUST FAITH COMMUNICATION	<b>NATURE</b> HEALTH PEACEFUL <b>GROWTH</b> <b>MONEY</b> SECURITY HARMONY	POWER CLASSY DOMINANCE <b>LUXURY</b> PROTECTION MYSTERY POWER SOPHISTICATION	FRESH PURITY INNOCENCE <b>SAFETY</b> CLEAN FAITH GOODNESS

# Monochromatic Color Scheme



- ▶ Pick **one color**, and then walk towards the center of the wheel to get a lovely shading.
- ▶ This color combination creates a very subtle and sophisticated look.

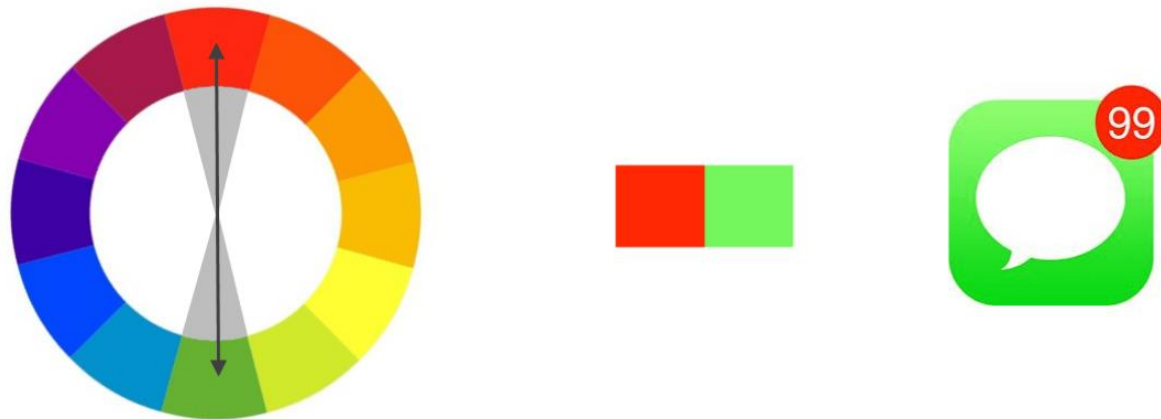
# Analogous Color Scheme



- ▷ we pick colors that are next to one another.
- ▷ You can move either way in the color wheel.



# Complementary Color Scheme



- ▶ Start with a **base color** and then add the complementary color from the opposite side of the wheel.

# Tint, Shade, and Tone

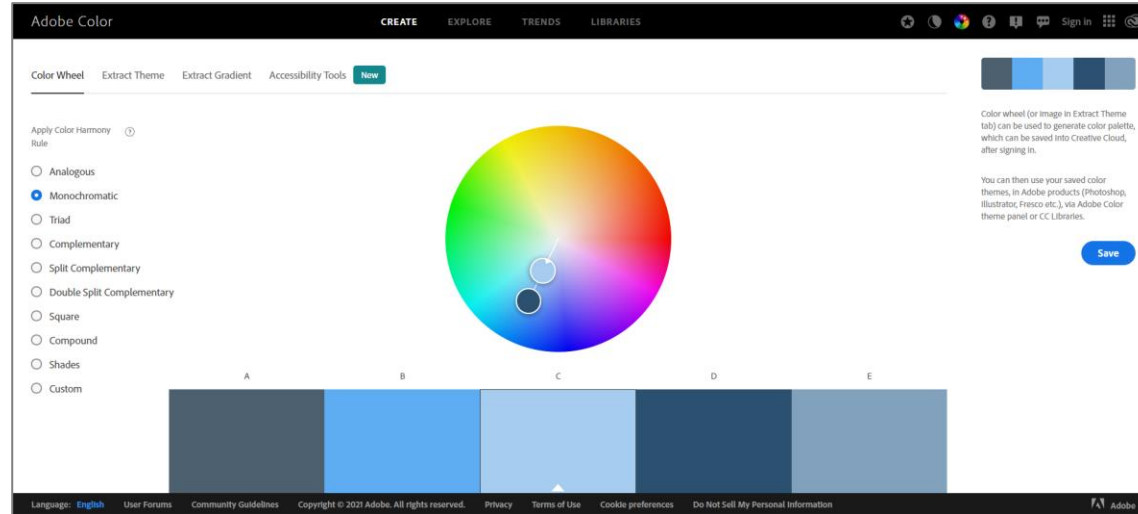
- ▷ Once you found your colors, they are the base and you can still play with them.
- ▷ **Tint**: hue to which white was added
- ▷ **Shade**: hue to which black was added
- ▷ **Tone**: hue to which grey was added



# Color Palette

Tools that help you to select the colors for your project.

- ▷ [Adobe Color](#)
- ▷ [Colour Lovers](#)
- ▷ [Colors](#)
- ▷ [Design Seeds](#)



# Color blindness

- ▶ Color blind people
  - 1 in 200 women (0.5%)
  - 1 in 12 men (8%)
- ▶ To use the colors, we must consider the color-blind people too.
- ▶ [Check the Color Blind Safe here](#)

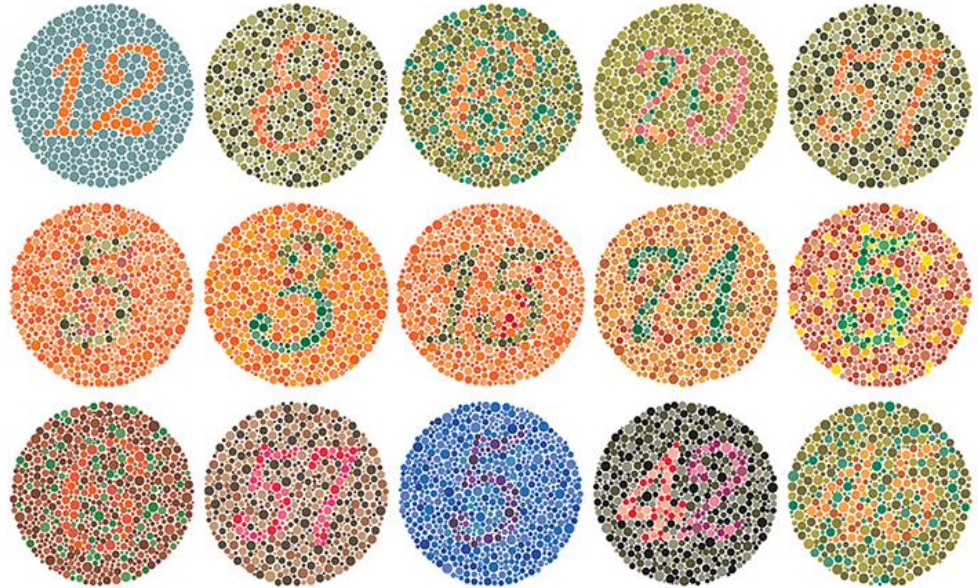


Image: <https://www.aoa.org/healthy-eyes/eye-and-vision-conditions/color-vision-deficiency?sso=y>

# UX writing

# What is UX writing?

- ▷ UX writing is any piece of text that helps guide a user toward an end goal.
- ▷ UX writing helps users understand the why and the how at each step of a task so that it feels simple and uncomplicated.
- ▷ UX writing covers forms, checkout pages, onboarding text, instructions, error messages, contextual help and tooltips, and much more.

# Principles of UX writing

- ▷ [Google's Material UX writing principles](#) demonstrate how to help users achieve their goals with language based on three objectives:
  - **Clear** – jargon-free, offers context
  - **Concise** – economical, front-loaded
  - **Useful** – directs next action

# Example

Original	<b>Failure</b> An authentication error has occurred <b>OK</b>
Clear	<b>Sign-in error</b> You entered an incorrect password <b>OK</b>
Clear, Concise	Wrong password <b>OK</b>
Clear, Concise, Useful	Wrong password <b>TRY AGAIN</b> <b>RECOVER PASSWORD</b>



# Do's and Don'ts in UX writing (1)

## ▷ Be concise

- Use **as few words as possible** without losing the meaning.
- Make sure every word on the screen has a job.



You must log in before you can write a comment



Log in to comment

# Do's and Don'ts in UX writing (2)

## ▷ **Be consistent**

- Inconsistency confuses users, making them think clicking Next and Proceed might have different results.
- Don't refer to users in both second and first person within the same phrase.



Change your preferences in My Account



Change your preferences in Your Account

# Do's and Don'ts in UX writing (3)

## ▷ Write in simple tense

- Avoid using the complex tense to describe the action.



Video has been downloaded



Video downloaded

# Do's and Don'ts in UX writing (4)

## ▷ Avoid jargon

- Remove technical terms.
- Use understandable words and phrases – especially in error messages.



System error (code #2234): An authentication error has occurred



Sign-in error: You entered an incorrect password

# Do's and Don'ts in UX writing (5)

## ▷ Identify interactive elements appropriately

- People should be able to tell at a glance **what an element does**.
- **Label buttons** and **other interactive elements**, using action verbs.



Submit



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# More information about UX writing

- [Google's Material style guide](#)
- [A Brief Guide to UX Writing, Microcopy, and Content Design](#)
- [How to build a better product with UX writing](#)
- [UX Writing: How to do it like Google with this powerful checklist](#)
- [Good microcopy](#)
- [The 15 days UX Writing challenge](#)

# Q&A



End