



# UI Design Essentials



**Michael Salamon**

[michael@secretdesignshop.com](mailto:michael@secretdesignshop.com)

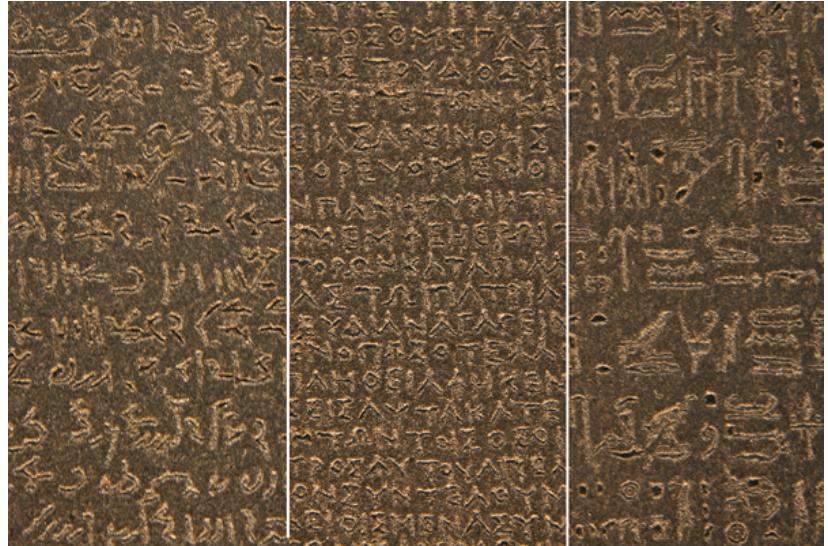
(303) 475-2784

[michaelsalamon.com](http://michaelsalamon.com)

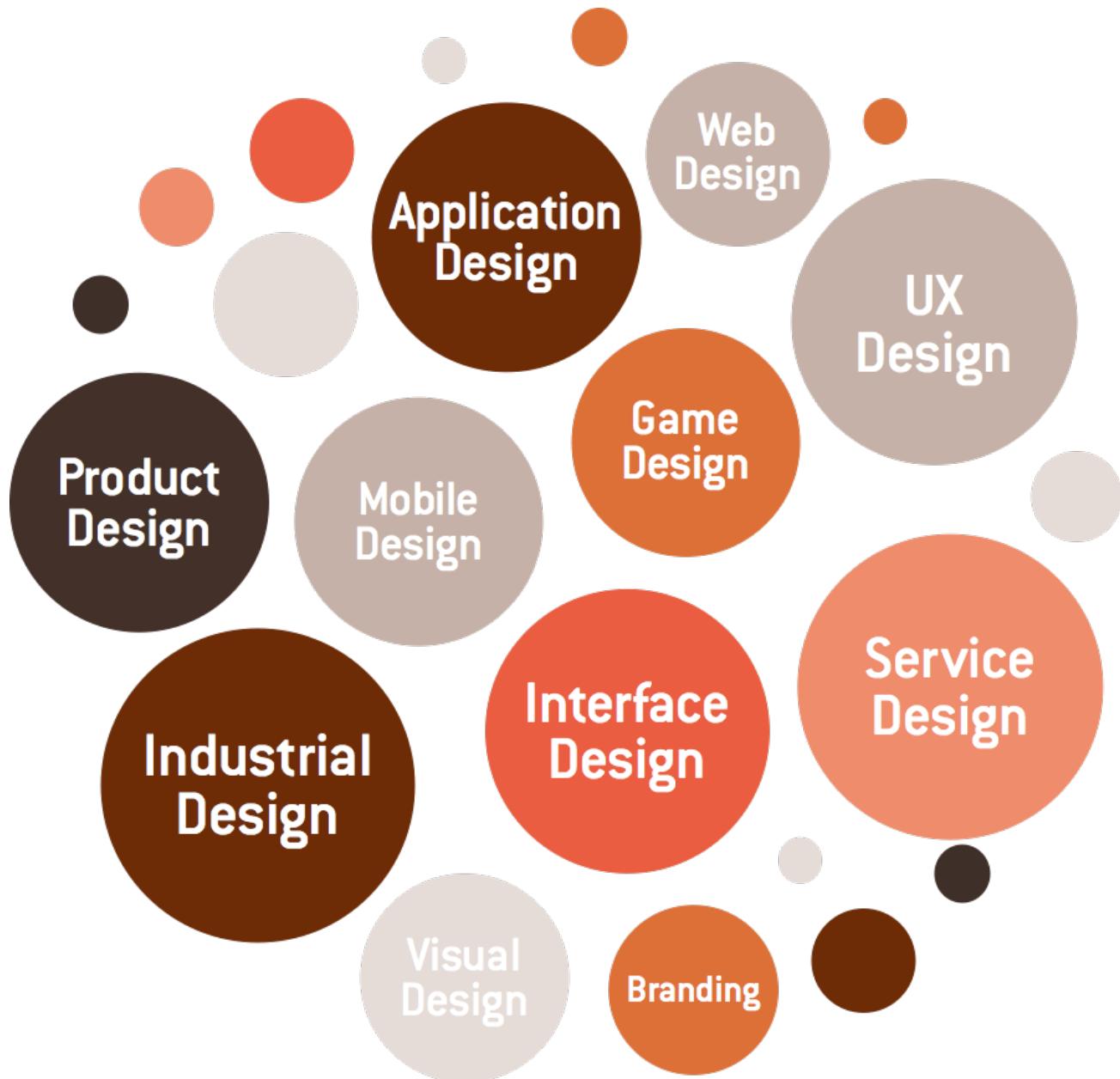
@michaelsalamon



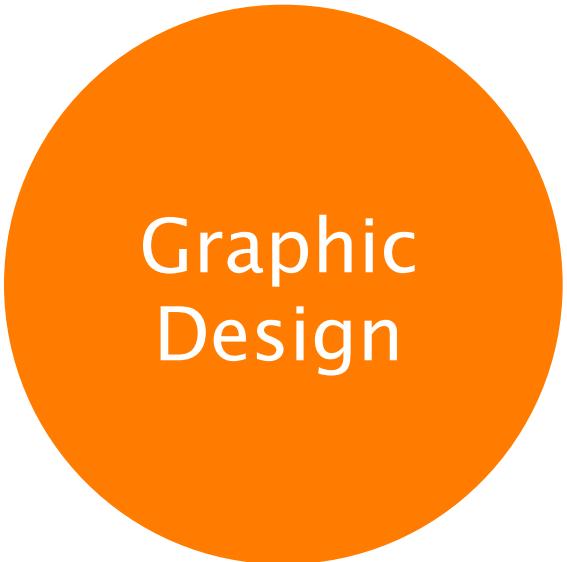
# A common language



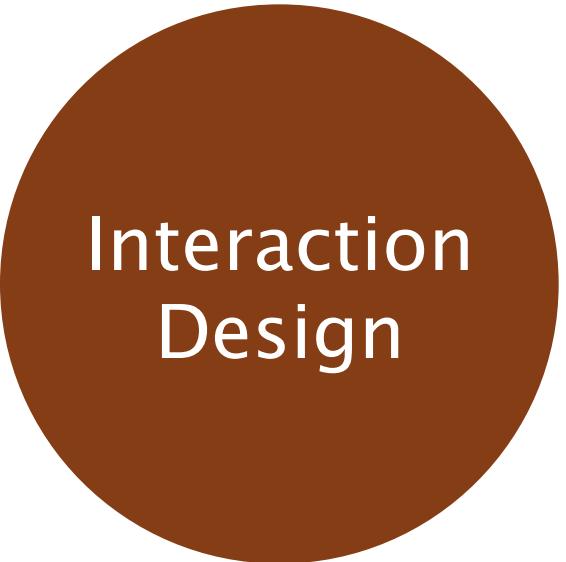
Developers do design already...



# What we're going to fit in today:



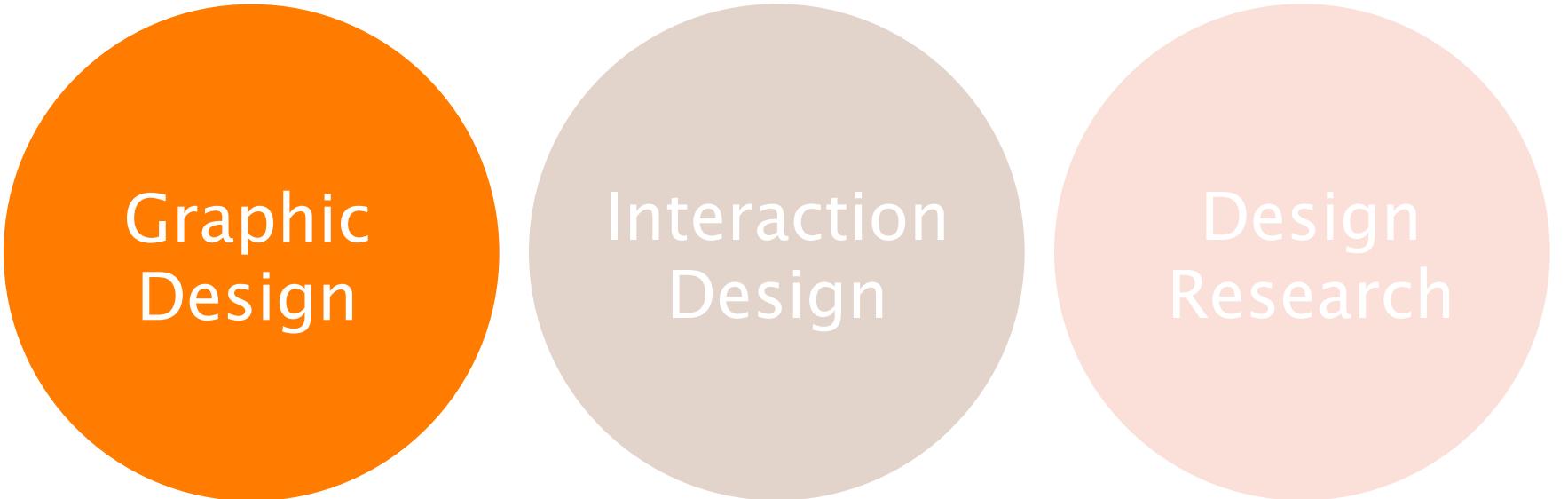
Graphic  
Design



Interaction  
Design



Design  
Research



Graphic  
Design

Interaction  
Design

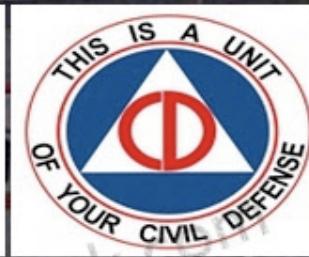
Design  
Research

Making intent visible and emotional.

I.Donald L. Bowman,Jr AKA +HRE.D Chrstopher L Kelley;(ROMANOV) as of June06,2010 Time 12:01AM I have declared The Commonwealth of Pennsylvania Independent State of Russia, Being a legal air to William Penn Which holds Title & Deed To Pennswoods And Being A Great Grandson of NicolasII ZAR of Russia And Declared war on Austria & its People Nazi's For Swindling Foreign Countries Swiss Bank Accounts. Pennsylvania is Now Foreign Soil OF Russia. I.Donald L. Bowman,Jr AKA +HRE.D Chrstopher L Kelley;(ROMANOV) as of June06,2010 Time 12:01AM I have declared The Commonwealth of Pennsylvania Independent State of Russia, Being a legal air to William Penn Which holds Title & Deed To Pennswoods And Being A Great Grandson of NicolasII ZAR of Russia And Declared



war on Austria & its People Nazi's For Swindling Foreign Countries Swiss Bank Accounts. Pennsylvania is Now Foreign Soil OF Russia



## George's Township Civil Defense EMS & Fayette\_County\_Ambulance\_Service Fayette-EMS 306 Shady Side Road Uniontown,PA 15401

Fayette County, Pennsylvania.

DUN & Bradstreet Registered DUNS#360791151 MEDICARE ID#284-026

SIC # 91110201 EIN/TIN#20-256-6553:(NPI)NATIONAL PROVIDER NO#1437488376/Fayette\_County\_Ambulance\_Service-Tax-Payer ID#20-2761887 EMERGENCY & NON-EMERGENCY 24 hrs. SERVICE SERVING ALL OF GEORGE'S TOWNSHIP AREA & ONLY EMS

OUR GPS-N 39-30'7" W 79-46-17.5" Elevation 387 yards or 1,125ft AGL

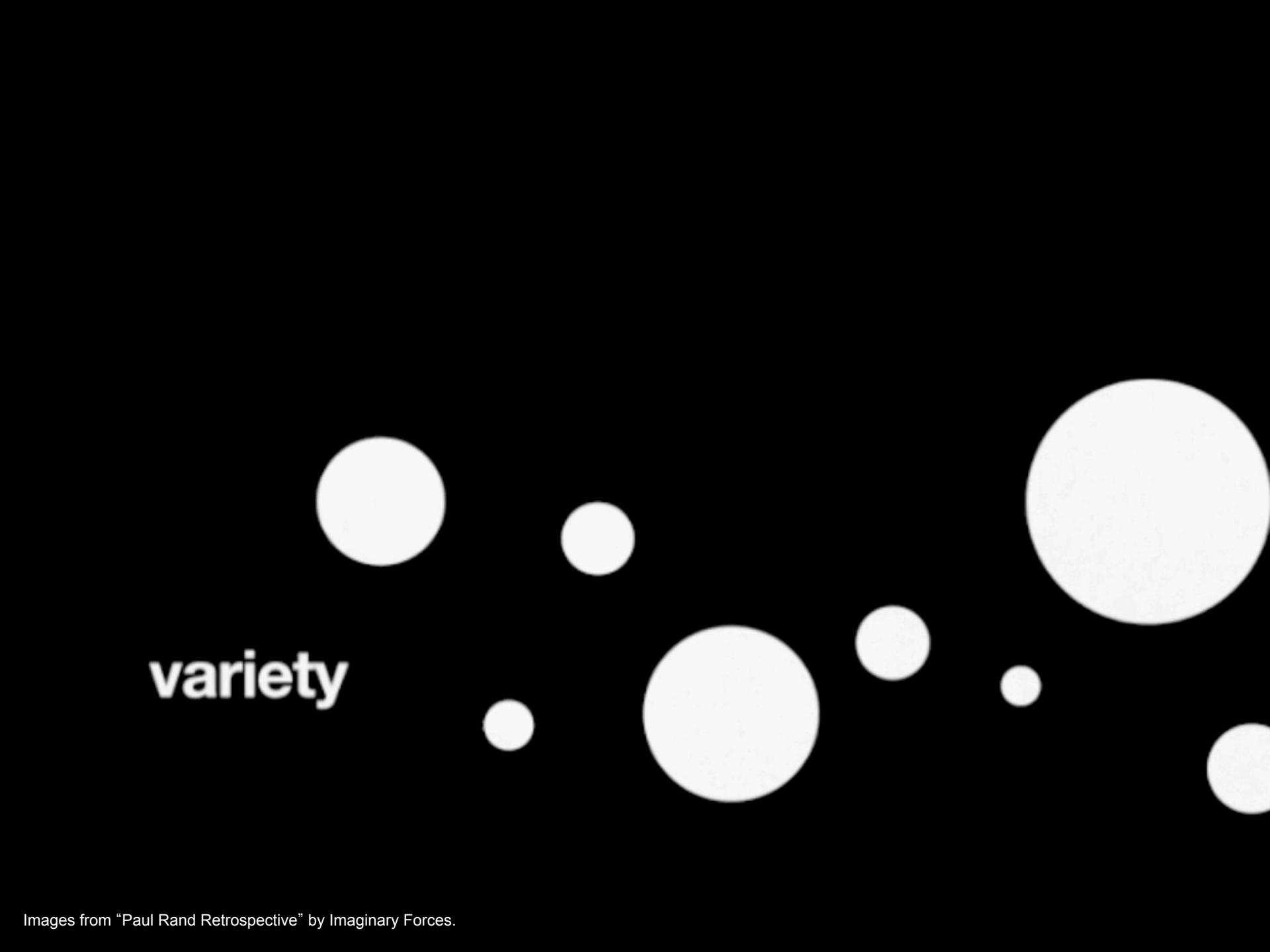
"With US You're In Good Hands Just like An Angel"

**“Effective use of the Language of Form”**

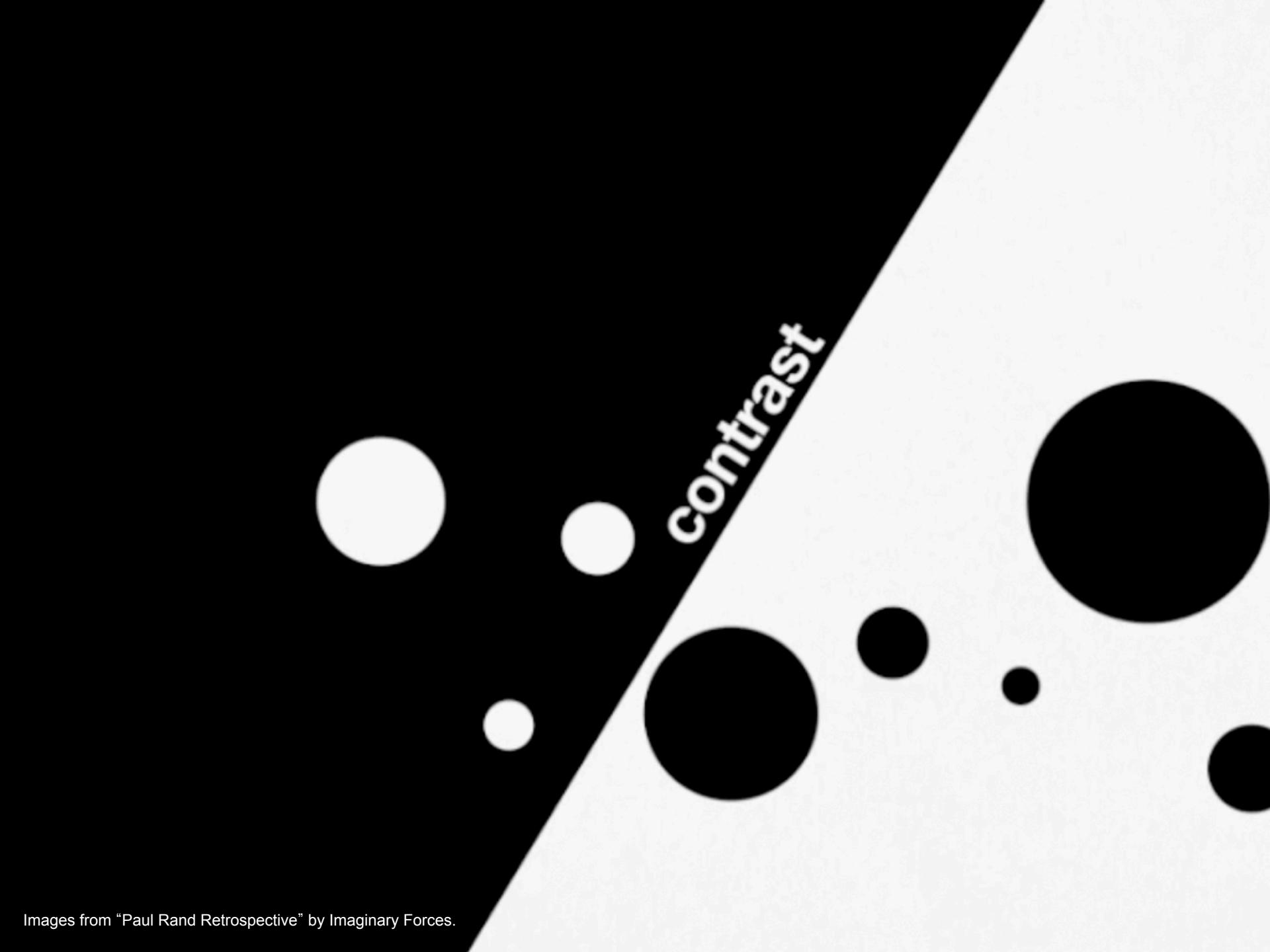
– Paul Rand

**order**





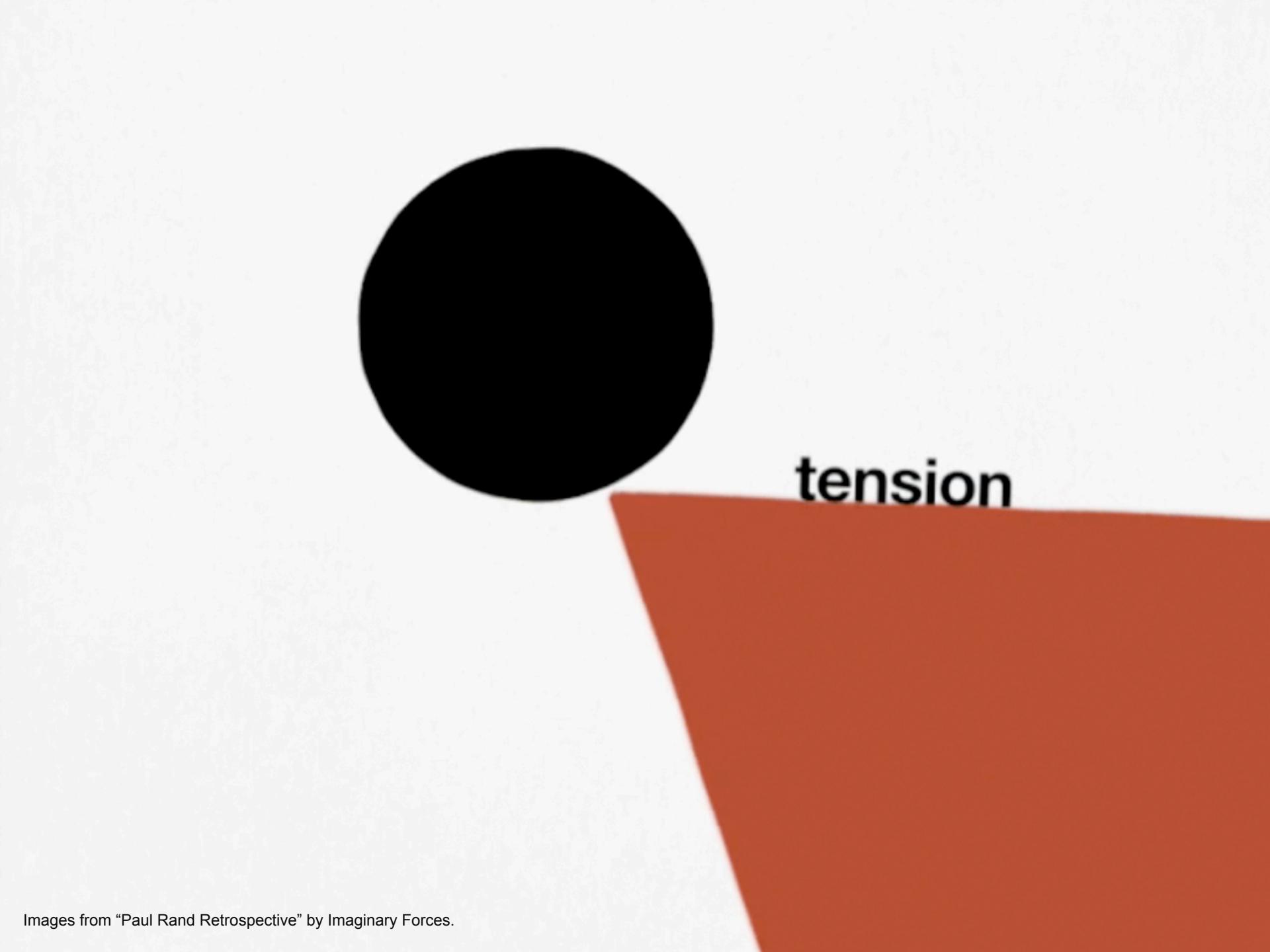
**variety**



**contrast**

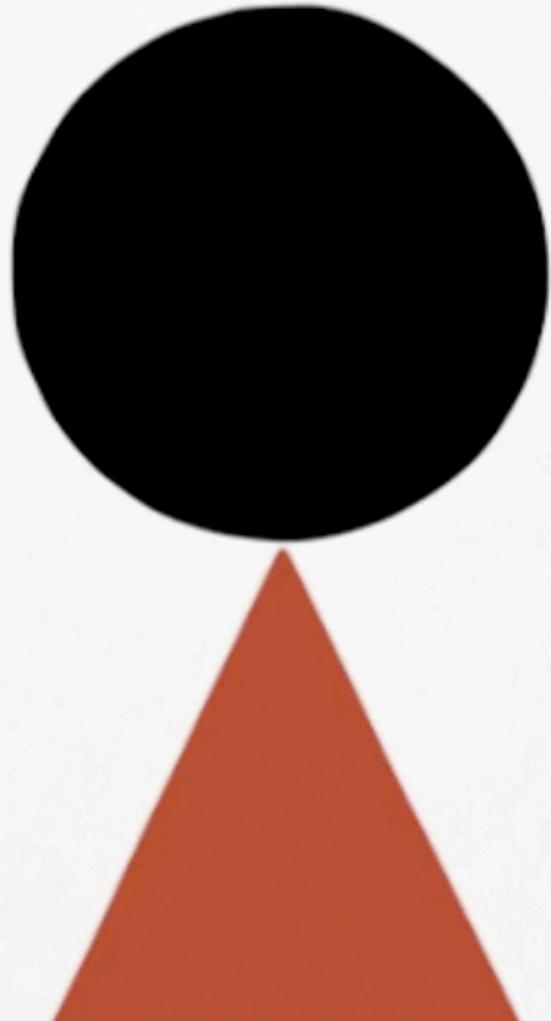
# symmetry





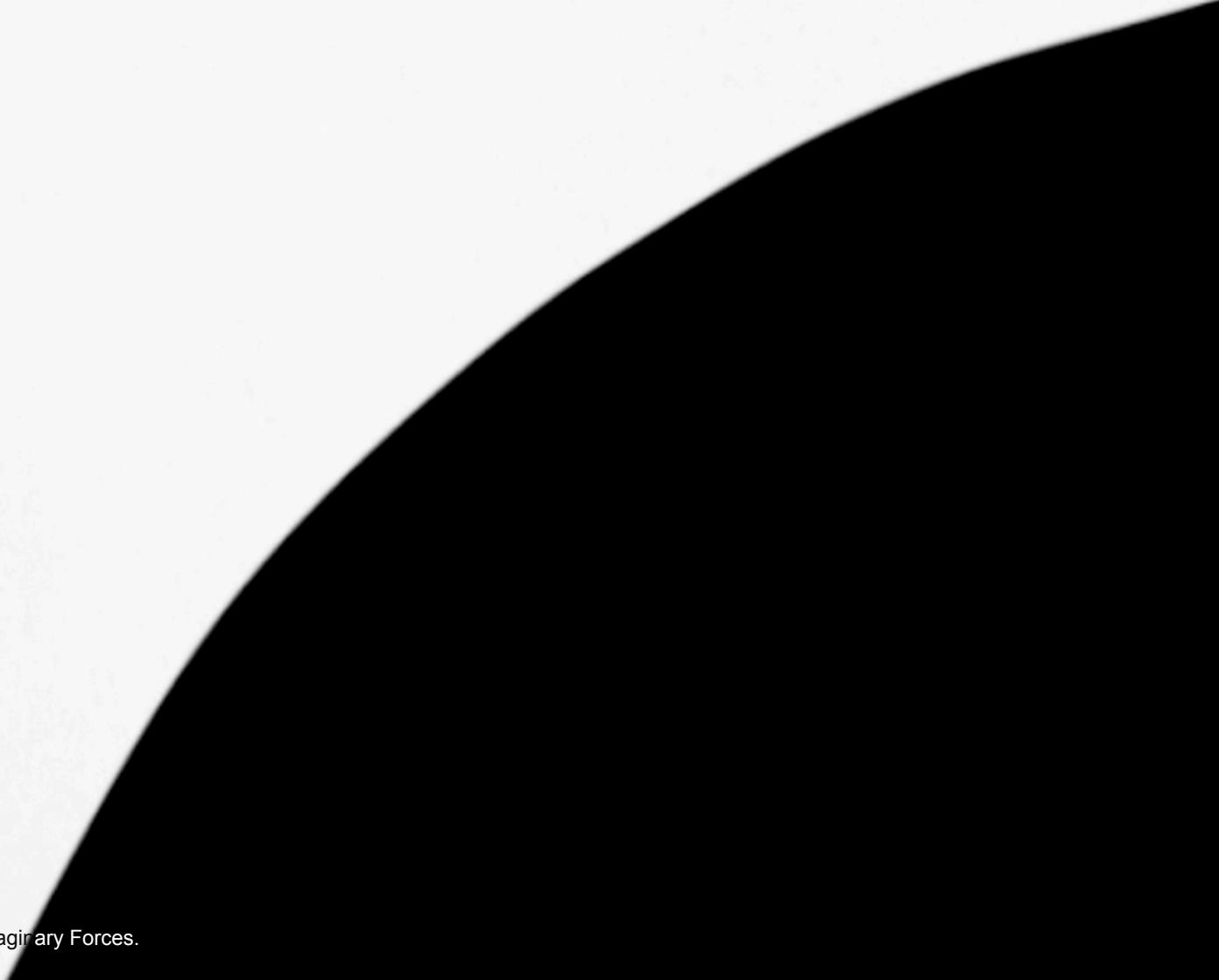
**tension**

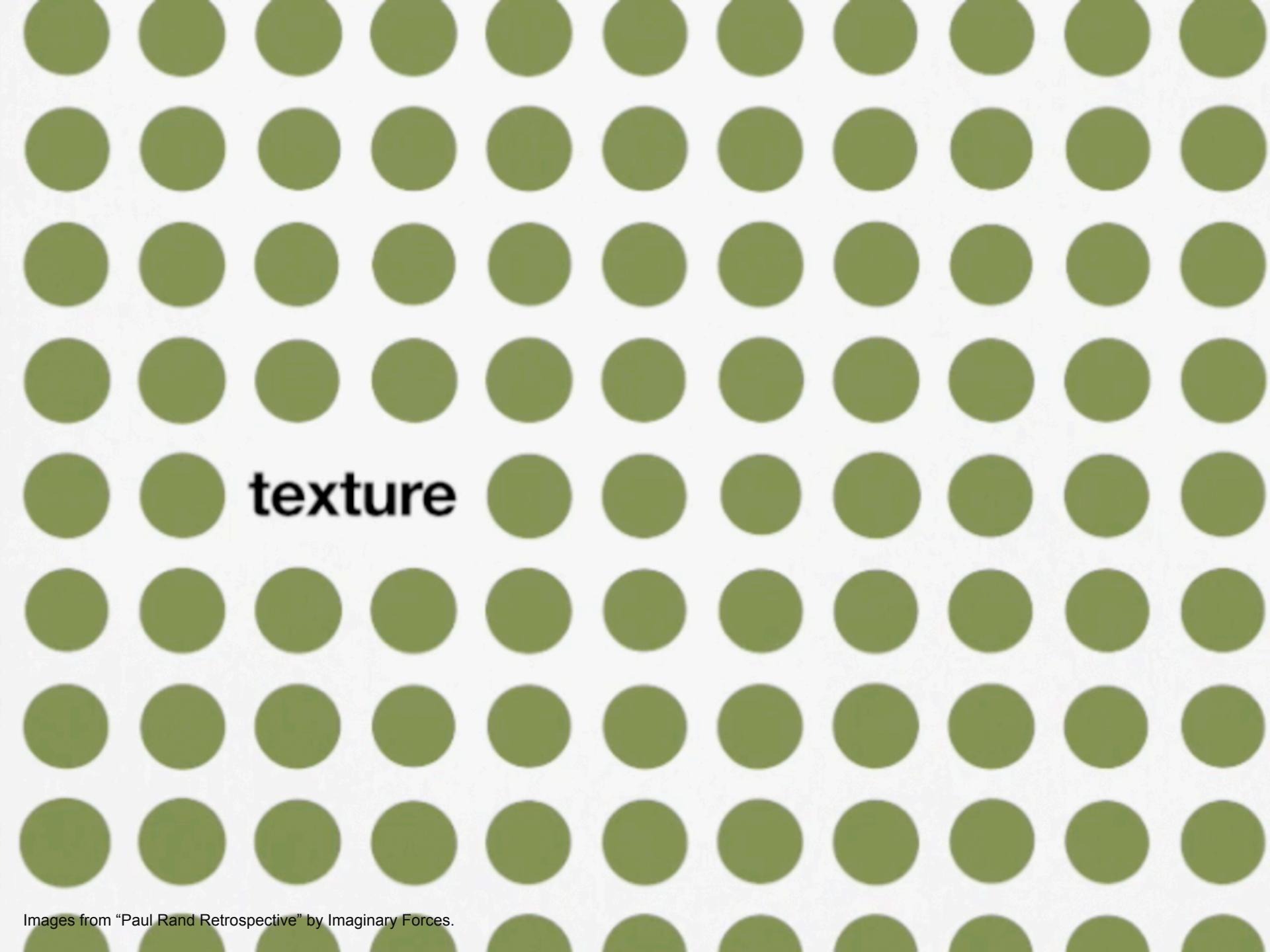
**balance**



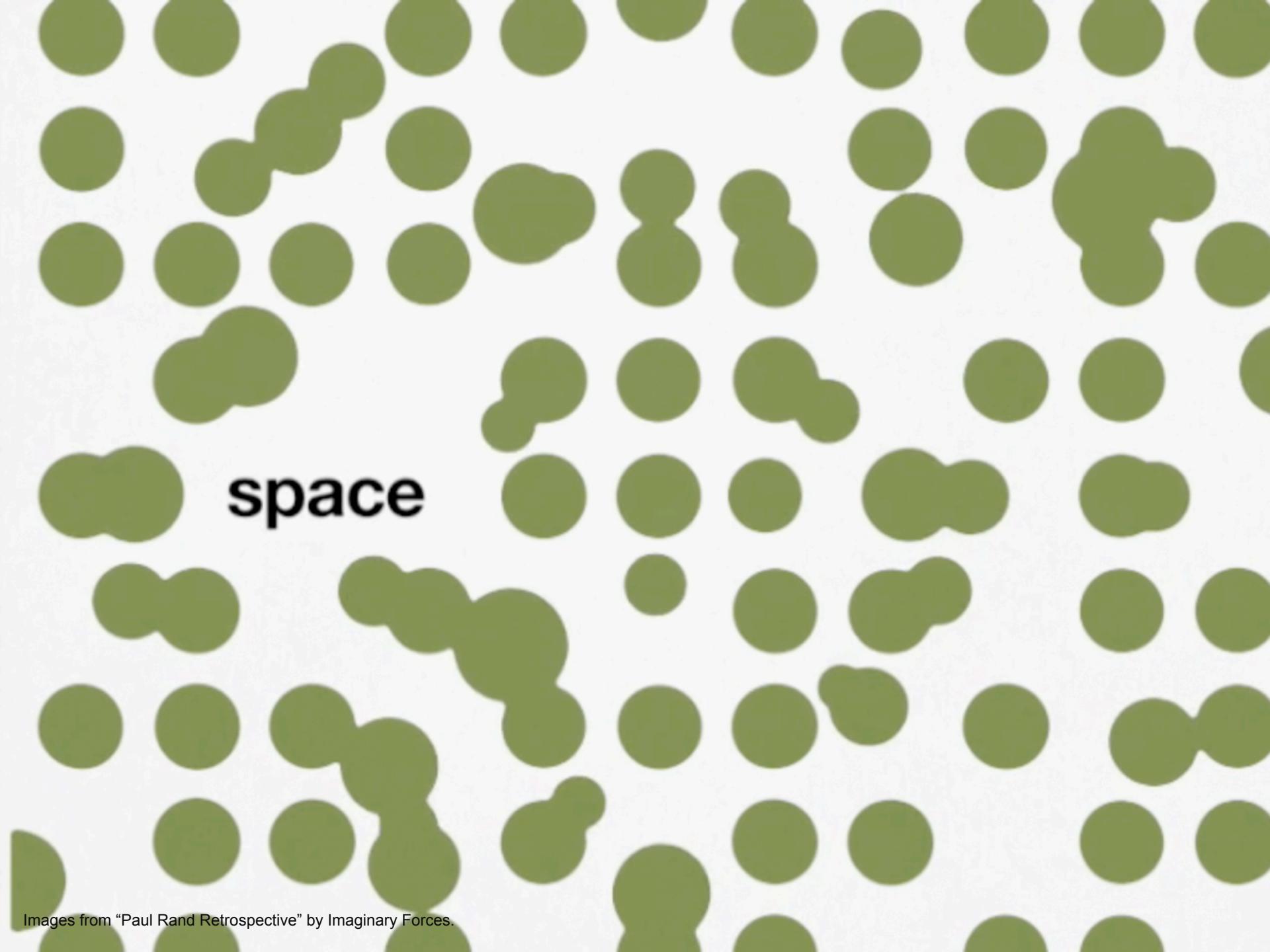


scale





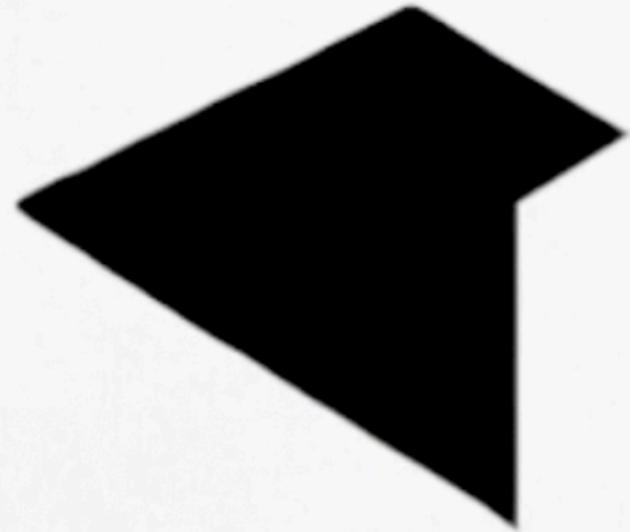
**texture**



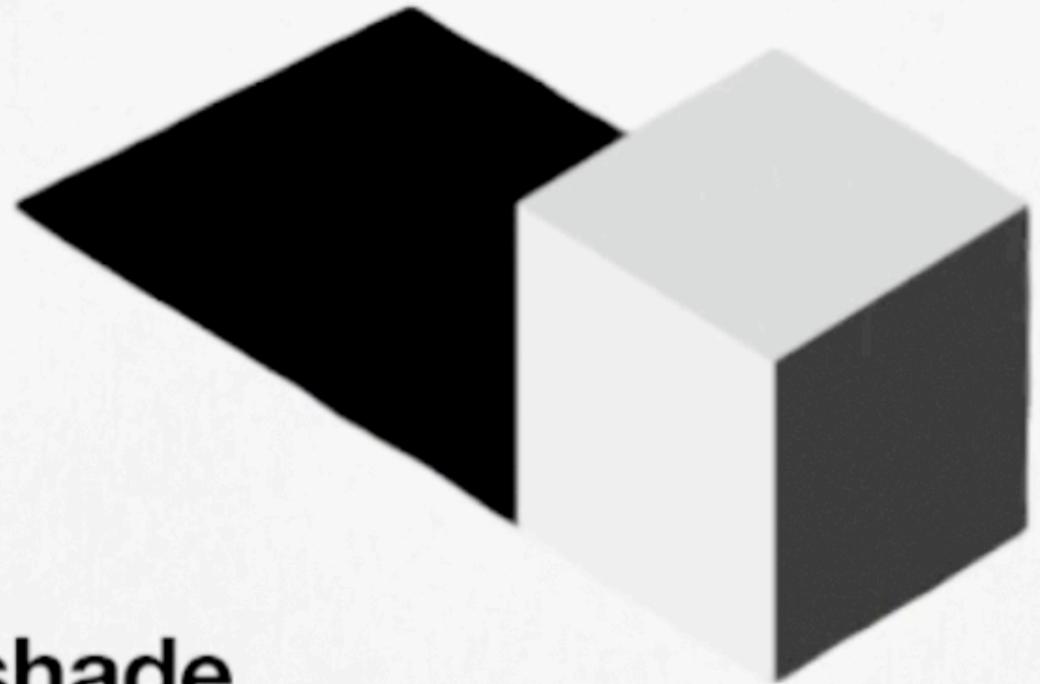
**space**

**shape**

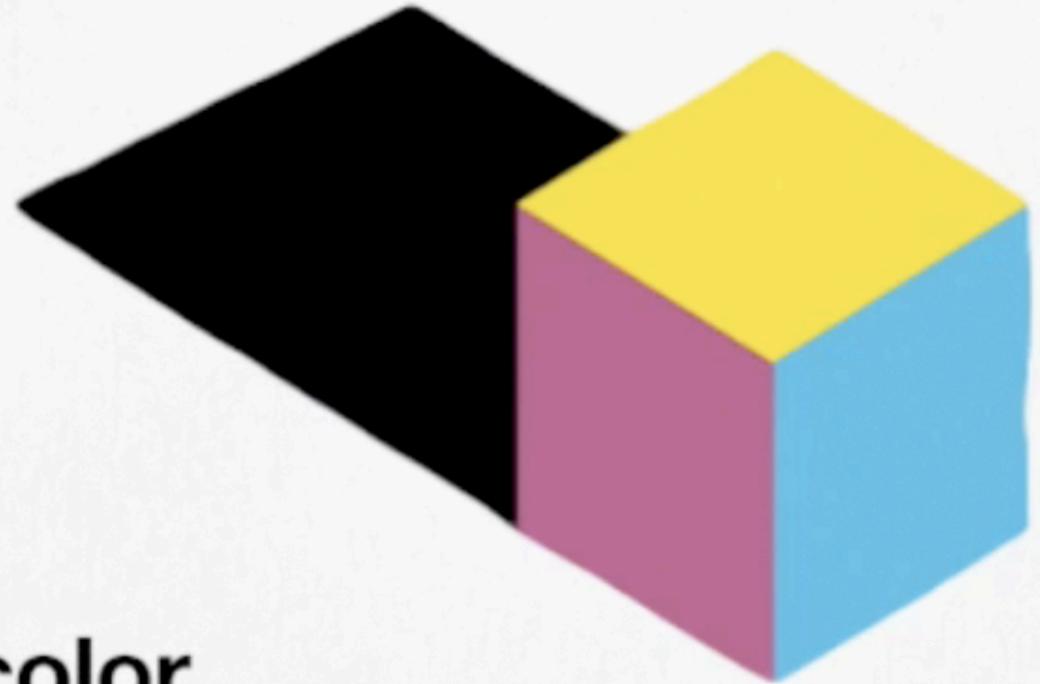




**light**



**shade**

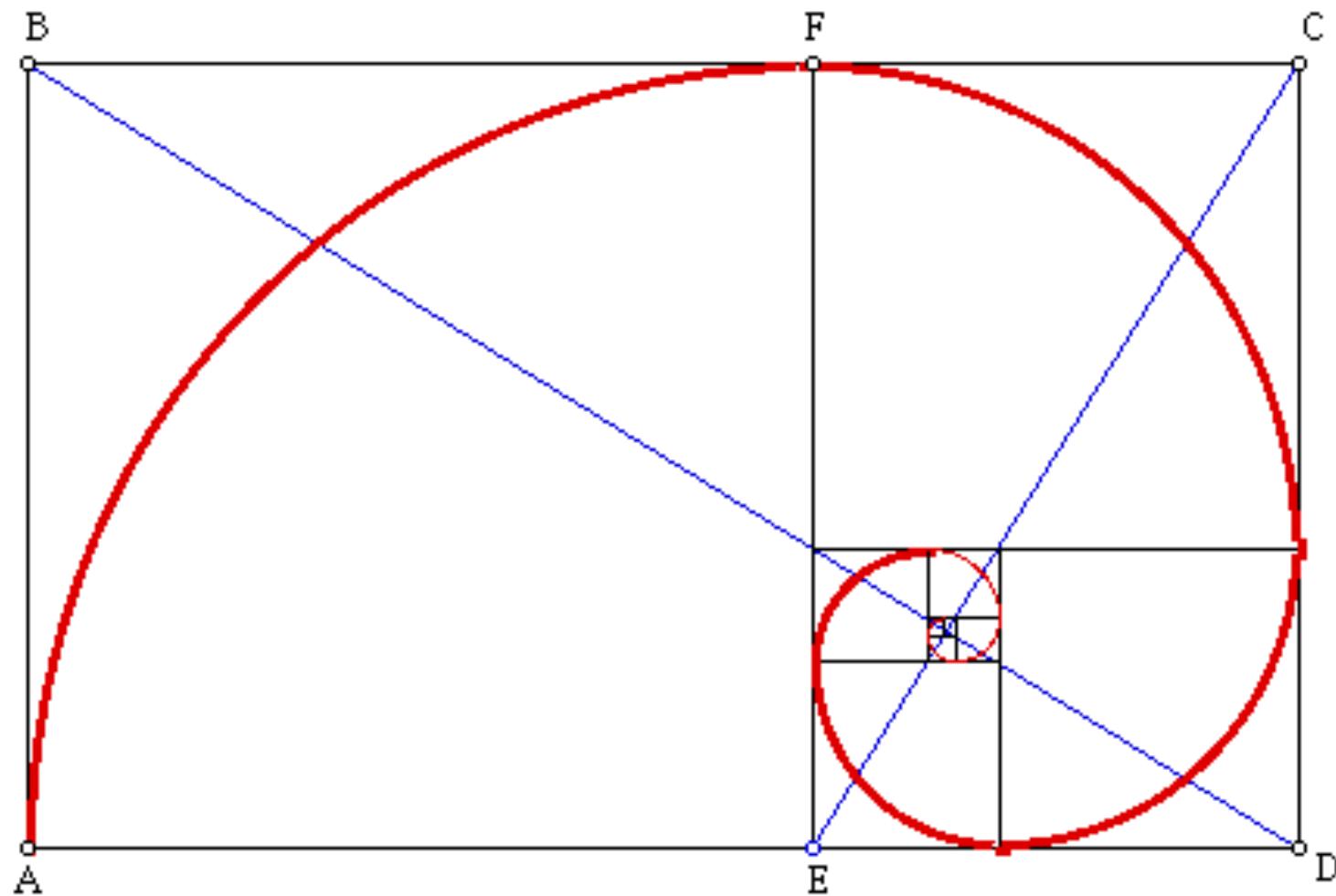


color

**More than the sum of its parts.**



Emergence image from Wikipedia.





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stop ▾

What's happening?

Timeline

@Mentions

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Searches

Lists

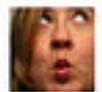
Tweets mentioning @stop



c Coley Wopperer  
@stop @zhanna Correction: Three-PERSON design team.  
from Potrero, San Francisco  
33 minutes ago



ozanilbey Ozan libey Yilmaz  
Dear #NewTwitter, "good proportion" is one of the main design principles. Remember? @stop @design  
1 hour ago ☆ Favorite 13 Retweet ↗ Reply



ashleyvv Ashley Veselka  
Right? LOVE #newtwitter! Great job @stop @Zhanna RT  
@jonstovall: man, twitter, you really know how to do webz  
1 hour ago



Zhanna Zhanna Shamis  
@goldman @stop right on!  
from SoMa, San Francisco  
1 hour ago

@ozanilbey  
Ozan libey Yilmaz

Dear #NewTwitter, "good proportion" is one of the main design principles.  
Remember? @stop @design  
1 hour ago via web ☆ Favorite 13 Retweet ↗ Reply

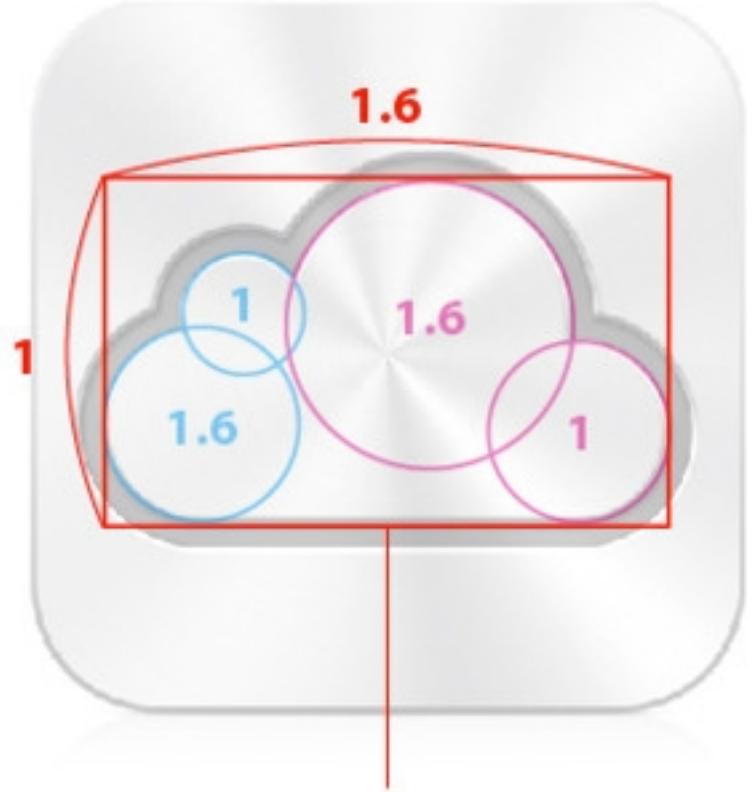
Mentioned in this tweet

design Twitter Design   
Tweets from the Twitter Design Team.

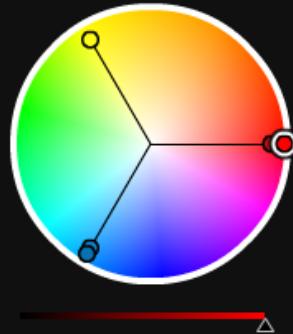
Replies to this Tweet

ozansener ozansener  
@ozanilbey ya o proportion bazen ise yarliyo  
:p ama gerekliginde buyumesi daha guzel  
olurdu.  
from Princeton North, NJ  
1 hour ago

Tweets tagged with #NewTwitter



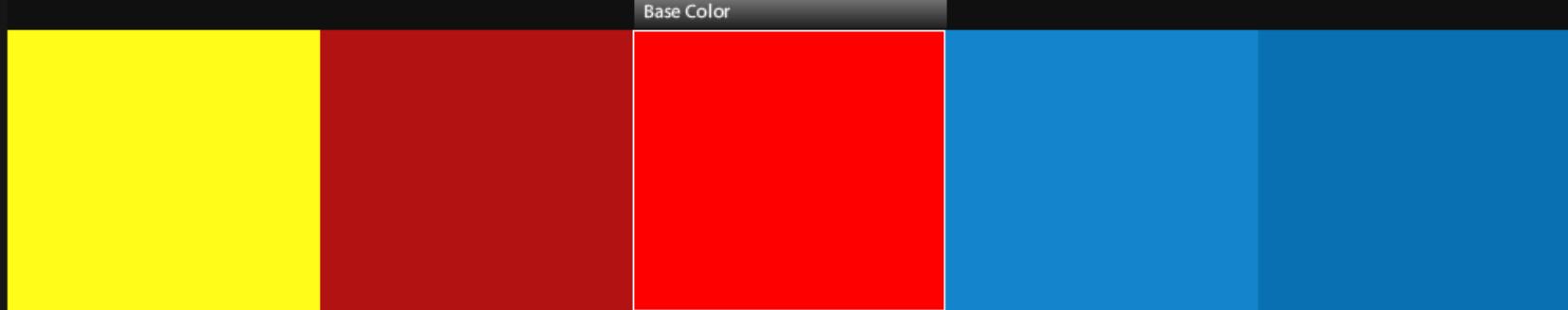
Golden ratio

**Create**  
**From a Color**[From an Image](#)[Themes](#)[Community](#)[Pulse BETA](#)[Links](#)**Select a Rule**  
Analogous  
Monochromatic  
**Triad**  
Complementary  
Compound  
Shades  
Custom

Title:

 Public  
 Private

Tags:

  
Please sign in to save your theme.

HSV	59	90	100	
RGB	255	252	25	
CMYK	0	1	90	0
LAB	96	-20	92	
HEX	FFFC19			

HSV	0	90	70	
RGB	178	18	18	
CMYK	0	90	90	30
LAB	38	59	45	
HEX	B21212			

HSV	0	100	100	
RGB	255	0	0	
CMYK	0	100	100	0
LAB	53	80	67	
HEX	FF0000			

HSV	203	90	80	
RGB	20	133	204	
CMYK	90	35	0	20
LAB	53	-3	-45	
HEX	1485CC			

HSV	203	95	70	
RGB	9	113	178	
CMYK	95	37	0	30
LAB	46	-2	-42	
HEX	0971B2			

# The Grid System

The ultimate resource in grid systems.

*"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice."*

Josef Müller-Brockmann

Show Grid

Join The Forum

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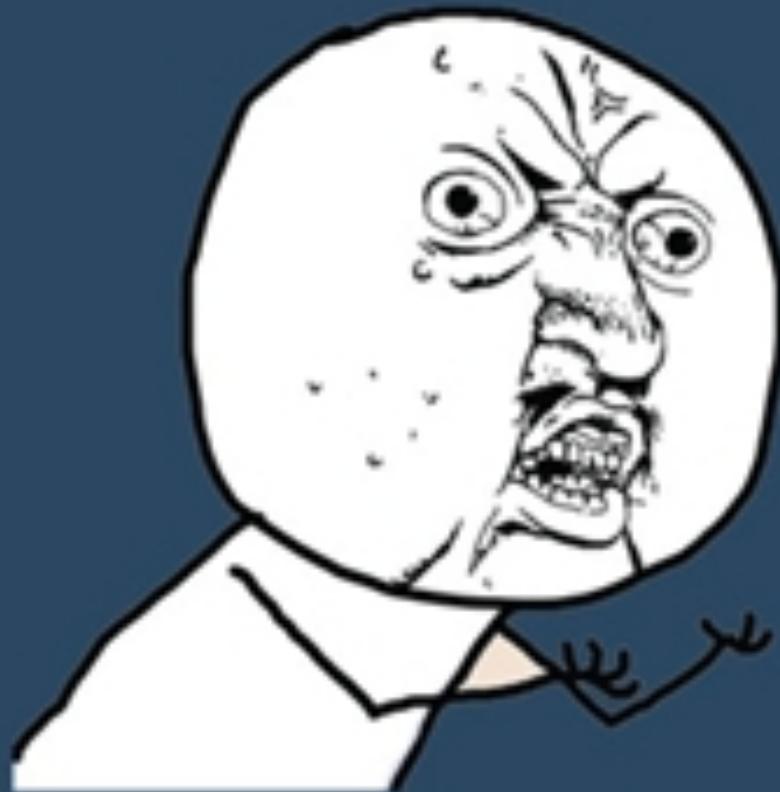
Articles	Tools	Books	Templates	Blog	Inspiration
<b>30 Grid-Based WordPress Themes</b> In this article we have 30 WordPress themes have been developed using a popular CSS Grid Frameworks such as the 960.gs, Blueprint, YUI2 and The Golden Grid. 23.Aug.2010	<b>960 Grid System Photoshop Action</b> These actions will create a Photoshop document ideal for laying websites out in 12, 10, 8, 6 and 4 columns. 23.Aug.2010	<b>Universal Principles of Design</b> Universal Principles of Design is the first comprehensive, cross-disciplinary encyclopedia of design. 04.Nov.2009	<b>The Golden Grid Template</b> A PSD template based on the CSS framework The Golden Grid by Vladimir Carrer. 02.Mar.2010	<b>Forum is back up!</b> Sorry for the downtime on the forums. They're back up now. 07.May.2010	Ace Jet 170 AisleOne Athletics BBDK Blanka Build Corporate Risk Watch Counter Print David Airey Design Assembly Dirty Mouse Experimental Jetset Form Fifty Five Grafik Magazine Grain Edit Graphic Hug I Love Typography Lamosca Mark Boulton
<b>Design &amp; Build a Grid Based Web Design with CSS</b> Step by step walkthrough of the design and build process of a grid based	<b>iPhone Grid System</b> A 12:8 (480:320) modular grid system for the iPhone, with the unit of 40px and the gutter of 5px	<b>Designing for the Web</b> A Practical Guide to Designing for the Web has written explanations of the core principles of	<b>Photoshop 4 Column Grid</b> A free 4 Column Photoshop grid template for a 1024x768 screen resolution by Ray Gulick.	<b>Sushi &amp; Robots</b> Beautifully personal portfolio by Jina Bolton that reveals the site grid and baseline grid. 07.May.2010	

**DON'T CALL ME  
ARIEL**

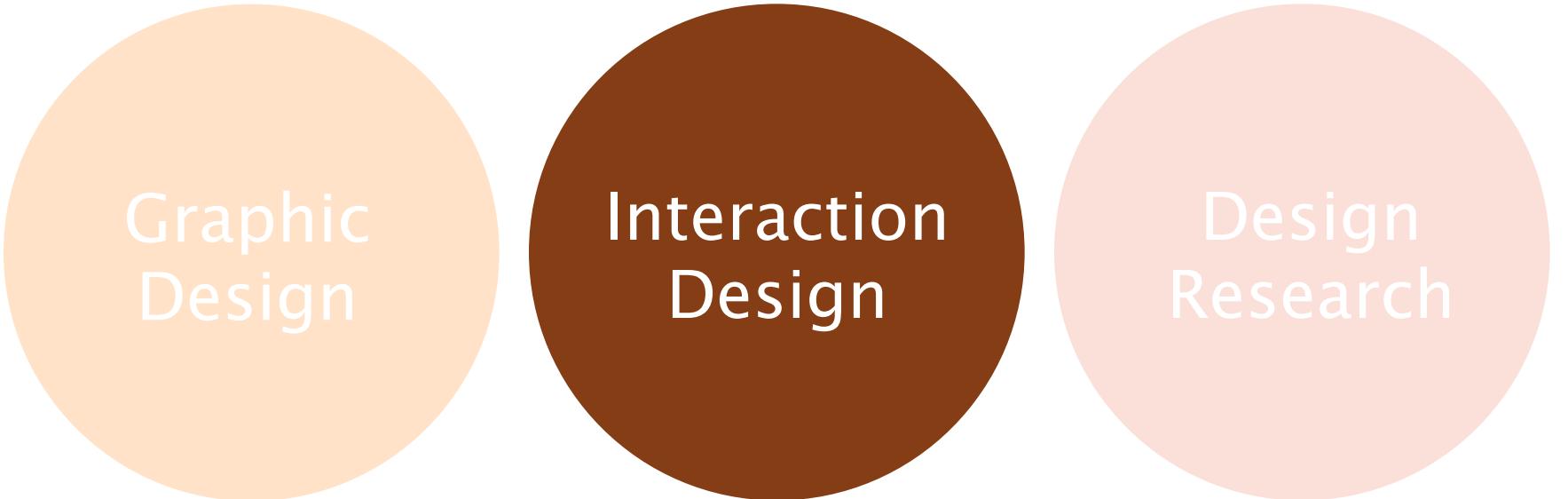


**MY NAME IS  
HELVETICA.**

**Y U NO CARE ABOUT**



**PIXEL SPACING?**

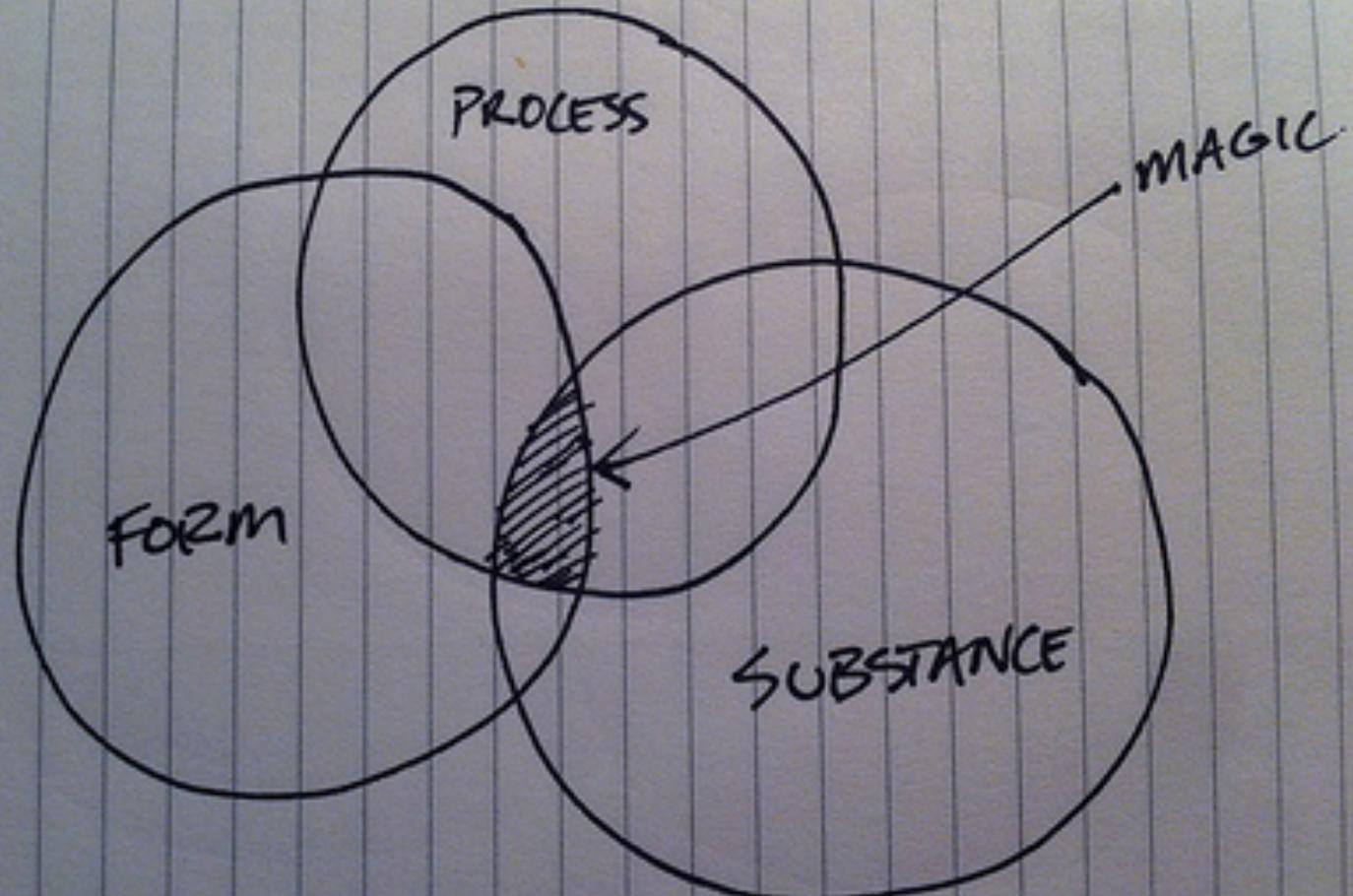


Graphic  
Design

Interaction  
Design

Design  
Research

Exposing intent through actions and feedback.



# (Don Norman's) Design Vocabulary

Visibility

Affordances

Feedback

Mapping

Constraint

Consistency

# Visibility





Back Peasant Blouses &amp; Tunics



GILT



Shoshanna



Tucker



Plenty By Tracy Reese



Chelsea Flower



T-Bags



Postella



Vince



ABS by Allen Schwartz



Dolce &amp; Gabbana



Gianfranco Ferré



Miguelina

Daryl K

## Peasant Blouses & Tunics

Ends Wed 03/30 10:00AM MDT

### Shoshanna



MIDNIGHT BEADING CU...

\$139.00 Gilt \$295.00

### Tucker

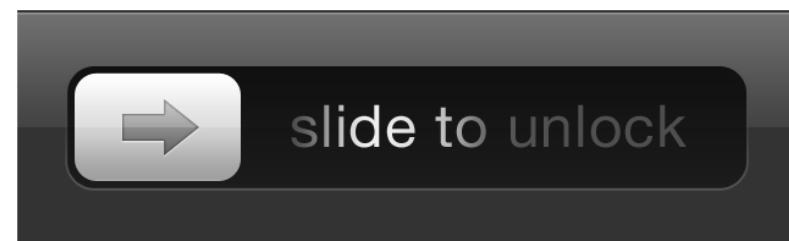


Cart

Add to your cart by dragging items here.

# Affordance





Sortable Item 1 >

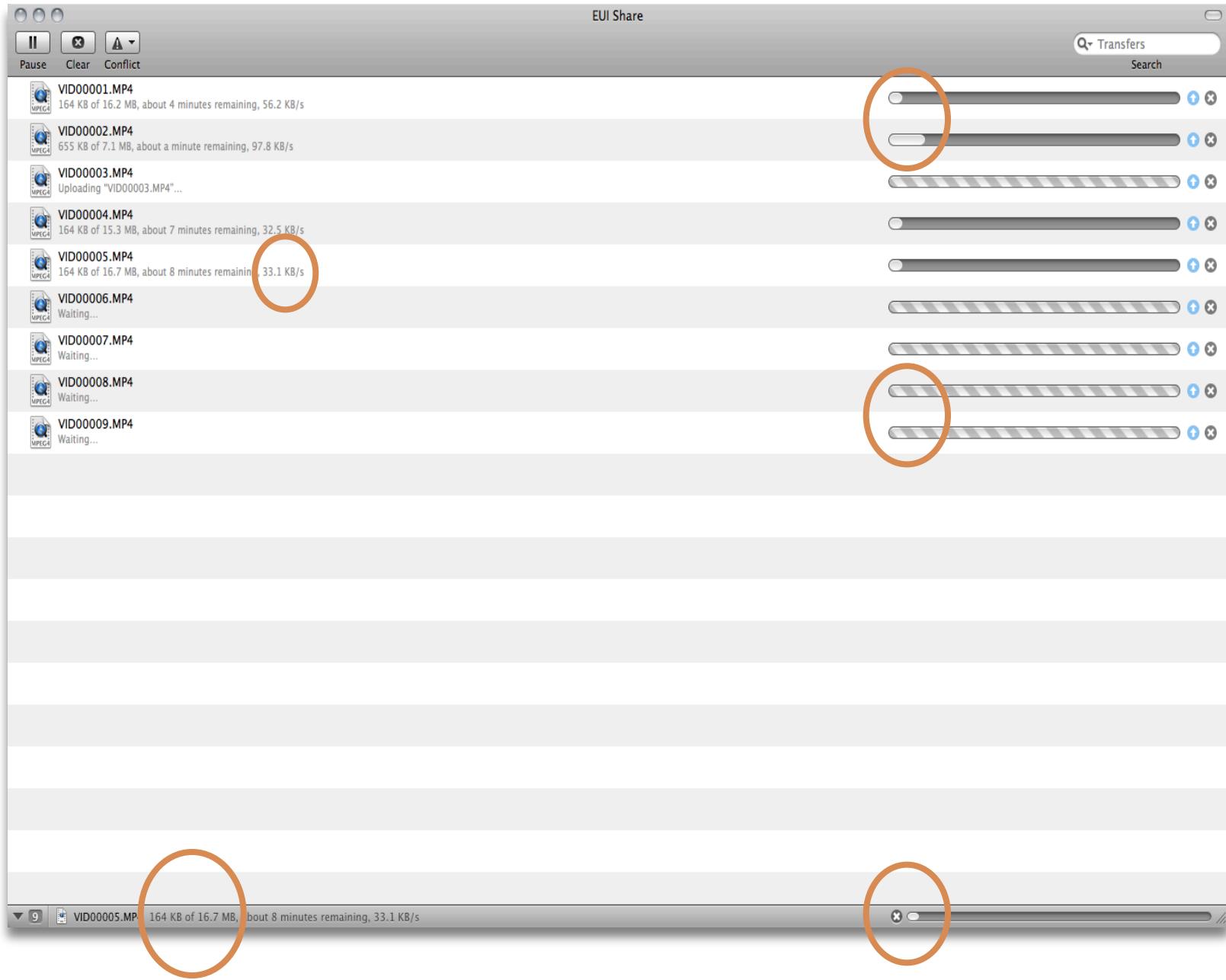
Sortable Item 2 >

Sortable Item 3 >



# Feedback





# Mapping





rj.owen



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Macintosh HD

► SHARED

► PLACES

► SEARCH FOR



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Documents



Library



Applications



create\_project.sh



photo 3.JPG



photo 2.JPG



photo 1.JPG



ATT00003.c

41 items, 81.99 GB available

# Constraints

(preventing errors before they can occur)



Images

Videos

Other

preventin errr|



preventin errors

preventin errors in medical billing

preventin errors in hospitals

[Turn history off](#) [Manage history](#)

before

mm/dd/yyyy

< DEC  
< 2010

JAN  
2011

FEB >  
2012 >

SUN MON TUE WED THU FRI SAT

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2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

[Cancel](#)

Need to get in touch?

Name\*

Email Address\*

Website

http://

Phone

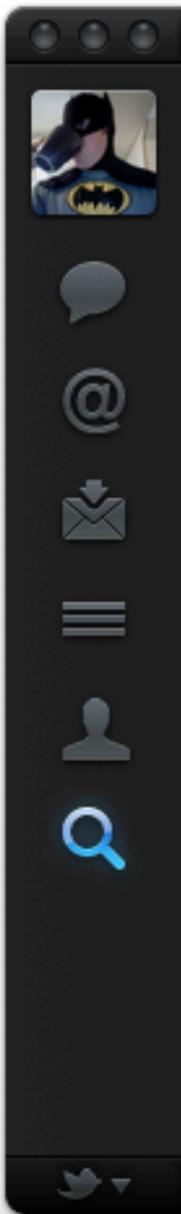
Comments\*

\* Required

[SEND MESSAGE](#)

# Consistency

(in the way visual objects are used)

#w2e

 **hotmail** 6 hours  
See how #Hotmail is working with top websites to re-invent what you can do in email. Tomorrow #w2e. <http://bit.ly/i7gvFf>  
10+ recent retweets

 **marksilva** 1 hour  
if you're in san fran at #W2E tomorrow, here's what @ktvan of @cotweet & I are presenting about @twitter: <http://bit.ly/fbHUAX>  
10+ recent retweets

 **beckerink** 1 min  
The drawings are amazing! [danavore.tumblr.com](http://danavore.tumblr.com) #ignite #w2e

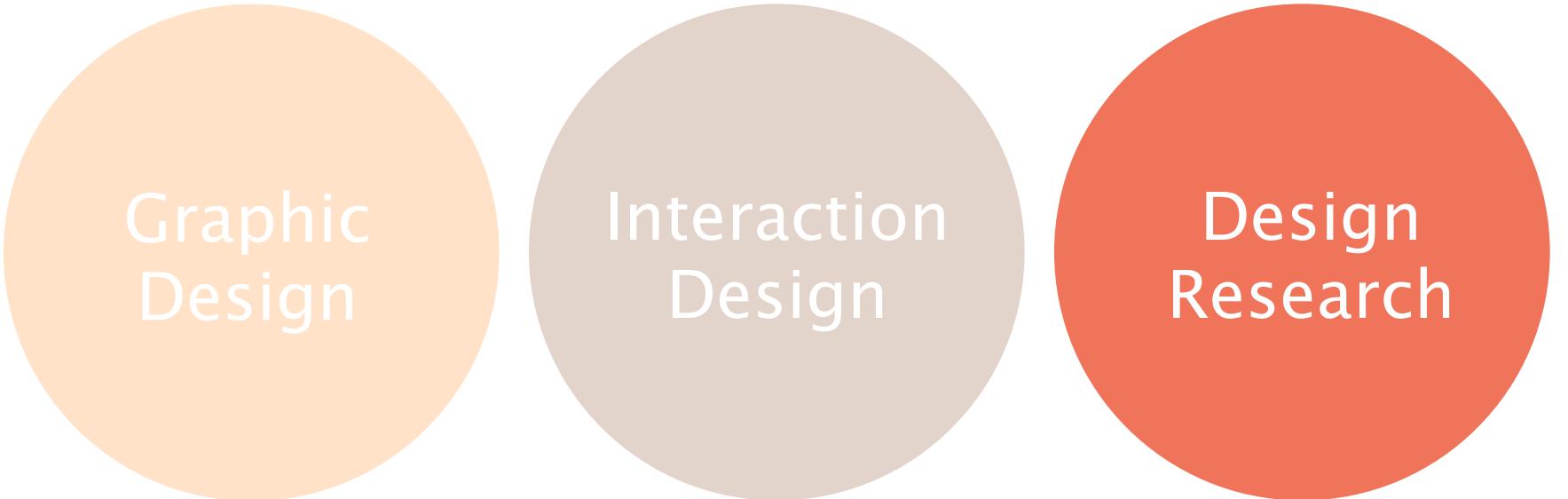
 **mmerwin** 2 mins  
RT @belindaw: If you're going to be at #w2e tomorrow, check out @davidsacks and @levie's panel on disrupting the traditional B2B model <http://bit.ly/webds>

 **belindaw** 3 mins  
If you're going to be at #w2e tomorrow, check out @davidsacks and @levie's panel on disrupting the traditional B2B model <http://bit.ly/webds>

 **luis\_jime** 5 mins

## Takeaways:

Interactive elements should be visible, recognizable, reactive (feedback), safe, and consistent.



Graphic  
Design

Interaction  
Design

Design  
Research

Defining, validating, and auditing  
an application's intent.

In Conclusion...

Do appreciate beautiful design:  
graphic, interactive, and otherwise.

Do validate hunches, and validate those with quick user interviews.

..and  
Don't use  
Comic Sans.