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Design Guides

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+ Design

- design is subliminal & intuitive
  - (whether we know it or not we are all consumers of good design, we intuitively are drawn towards products which appeal to us graphically even if we are unconscious of it – think book covers, product labels, branding that is associated with feelings of joy, happiness, health!!)
  - consider how much money is spend by companies on brand building, logo design, advertising, marketing

- graphic design is a key element in UX design
  - it is the art of communicating creative ideas in a (systematic) manner to solve a problem or achieve specific objectives
  - key principles are applied to achieve a specific feel & look for a product often designed with a specific audience in mind

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4 Basic Design Principles

- Proximity
  - GESTALT principles: proximity, similarity, closure, continuity

- Alignment

- Consistency

- Contrast

+ Proximity

- group related items together (the human eye perceives connections between visual elements that are close to each other)
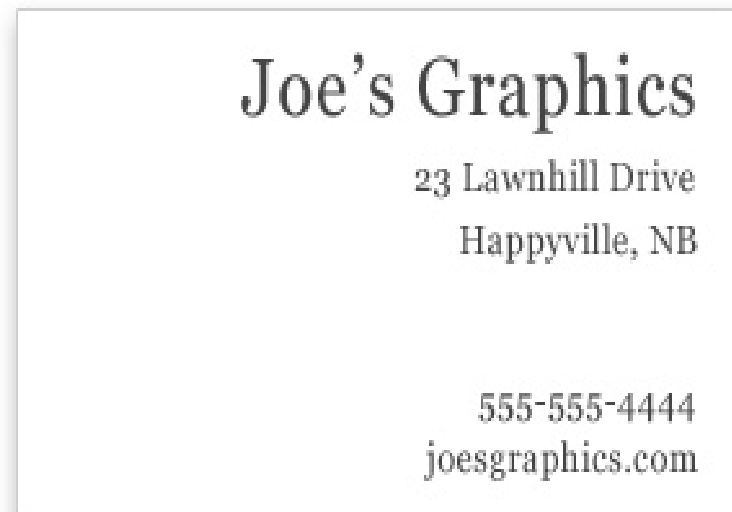

- proximity is so powerful it may override similarity of colour, shape & other factors that might differentiate a group of objects

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Proximity

- the first step to properly implementing the law of proximity is not to fear white space

- white space guides the user's eyes in the intended direction

+ Proximity

Proximity

Proximity

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Summary of Proximity

- items in close proximity to each other become one visual unit

- the basic premise of proximity is to organise – if information is organised it is more likely to be read & remembered

- elements which are related logically (intellectually) are also related visually

- in essence proximity encourages us to create a clear visual hierarchy – for instance the more important headings are larger, bolder, distinctive colour, set off by more white space or nearer the top of the page it is

- avoid too many separate elements on a webpage

+ Alignment

- refers to placing text and elements on your page so that they line up to create order which in turn improves the readability of your design

- alignment is largely invisible yet you would certainly notice it if pages are poorly aligned

- the principle of alignment forces you to be conscious

+ Alignment

23 Lawnhill Drive   Happyville, NB

Joe's Graphics

555-555-4444   joesgraphics.com

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joesgraphics.com

- the elements on the left appear not to have any connection

- in your mind's eye get into the habit of drawing lines between elements to determine where connections are lacking
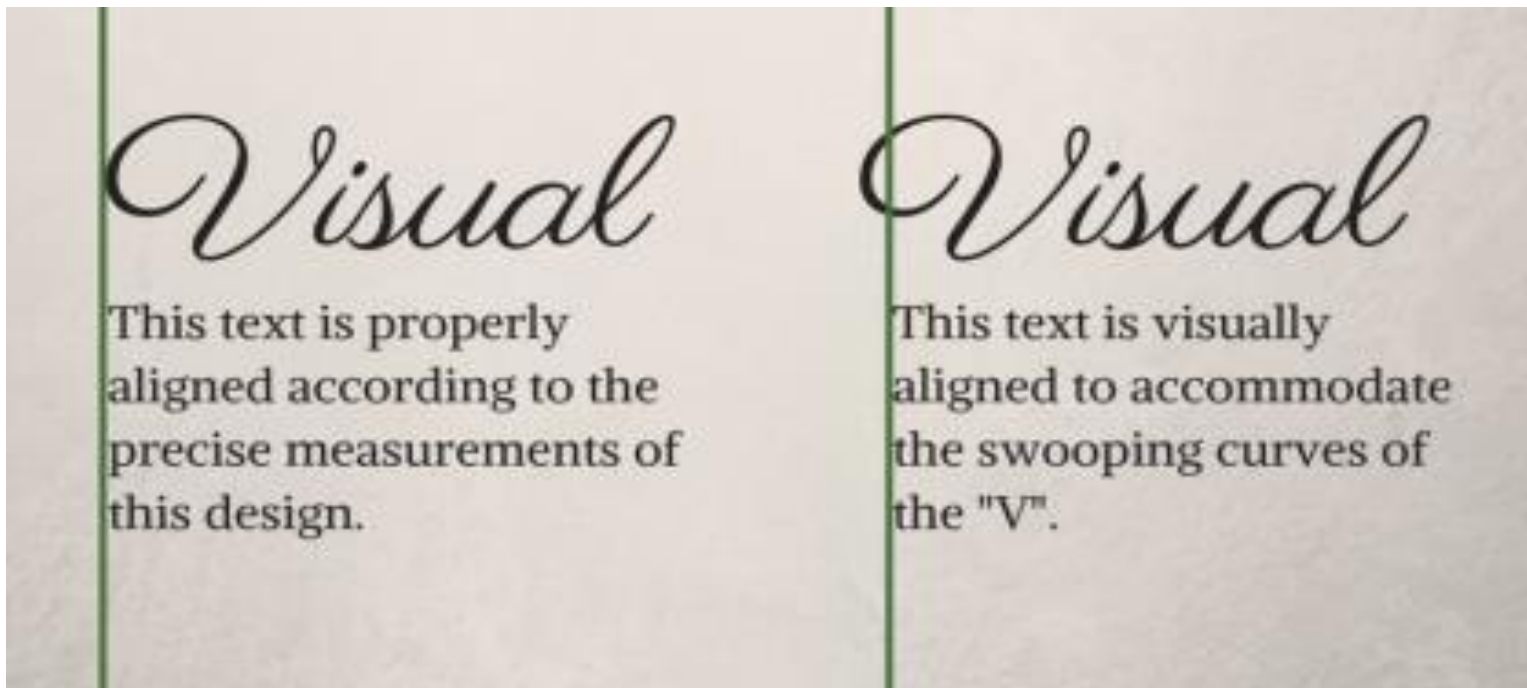
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Types of Alignment

- horizontal: implies left and right margins are equal

- vertical: elements are lined up with top & bottom margins

- center: elements aligned along a center axis

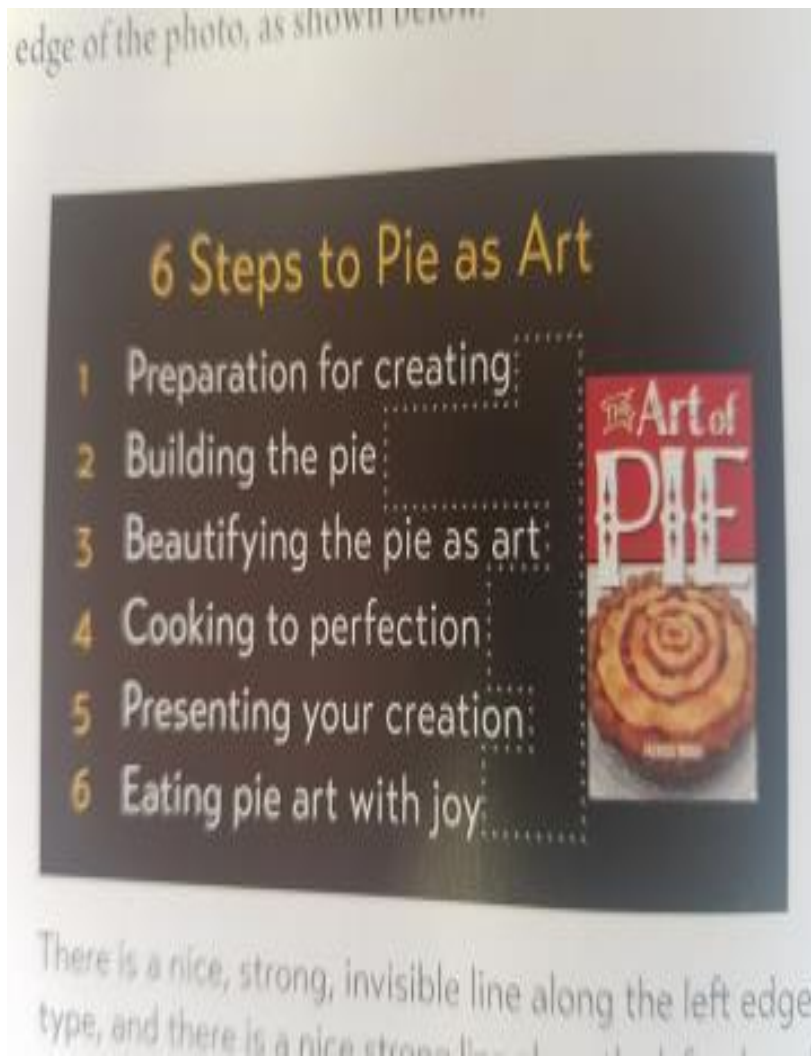- edge: occurs when text & elements are aligned up with each other's top, bottom & side edges

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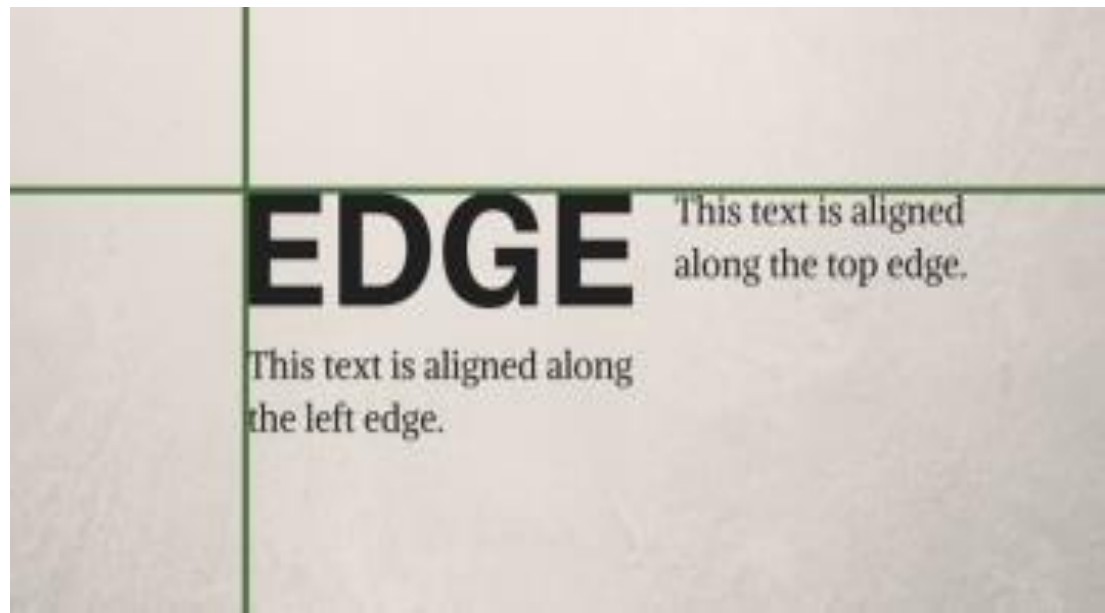
Types of Alignment

- visual/optical: elements may be properly aligned based on measurements but appears misaligned because of other elements. This is particularly common with rounded elements & fonts

+ Alignment Example

edge of the photo, as shown below

6 Steps to Pie as Art

1 Preparation for creating
2 Building the pie
3 Beautifying the pie as art
4 Cooking to perfection
5 Presenting your creation
6 Eating pie art with joy

The Art of PIE

There is a nice, strong, invisible line along the left edge type, and there is a nice strong l...

you can see with the green dotted lin... trapped, it pushes the two elements apart.

Six Steps to Pie as Art

The Art of PIE

1 Preparation for creating
2 Building the pie
3 Beautifying the pie as art
4 Cooking to perfection
5 Presenting your creation
6 Eating pie art with friends

Find a strong line and use it. Now the strong line on ...

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Alignment Tips

- centered alignment can be very safe. However, it can create a flat, ordinary & sometimes a dull look & feel – context is everything

- left alignment is most common because that is how we read

- visual alignment is more important than precise alignment, so if something looks off don't be afraid to abandon the notion of a grid

- when placing items on a page ensure each item has some visual alignment with another item on the page

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Alignment Tips

■ never center headings over flush left body text or elements

■ be consistent – choose one & stick to it (apart from your Homepage or Landing page)

■ our eyes like to see order plus it helps communicate the information, hence when you place items on the page make sure each one has some visual alignment with another item on the page

■ if lines of text are across from each other horizontally, align their baseline

■ if there are several blocks of text, align their left or right margins

■ if there are graphic elements, align their edges with other edges on the page

+ Alignment

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Alignment

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Alignment

Invoice w/ proper alignment

Item Description	Price(USD)
Clay Pot	100.54
Sharpie	5.00
Pencil	24.24
Key Chain	24.00
Eraser	4.99
Sub Total:	158.77
Tax:	0.00
Grand Total:	**158.77**

Invoice w/ left alignment

Item Description	Price(USD)
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Consistency

- consistency brings unity & cohesiveness to your design

- consistency provides a sense of professionalism to your website & creates trust amongst your users

+ Contrast – Example 1

+ Contrast – Example 2

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Contrast

- contrast is one of the most effective ways of adding visual interest to your website

- it refers to a noticeable difference between design elements – it is not using a variety of styles (we are still adhering to the consistency principle)

- the easiest way to add contrast to your design is through lines, shapes, texture, size of elements & weight of elements

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Summary

- (personally I recommend) using the 4 design principles in a methodical manner one at a time:

  - find structure to your content & group content & design elements into logical proximity

  - use space to set items apart or connect them

  - use an alignment

  - find or create repetitive features & keep your layout/ structure & style consistent

  - have fun with contrast (word of caution - perhaps don't over do it)!!