

Visual Design Practices

Week 7

7 March

Visual Design

- Visual Design is the process of improving the aesthetic appeal and usability of a product.
- Visual Design primarily deals with the form of the product- i.e, colours, shapes, layouts, typography etc



Visual Design

Improving Usability

- Visual Design can drastically improve a product's usability by giving visual directions
- Also very powerful in giving feedback for user's actions. Example: Toast messages, error text and highlights, success messages

Visual Design

Improving Usability

The image shows two side-by-side login interface designs. Both designs feature a light blue header with the word "LOG IN" in a darker shade of blue. Below the header are two input fields: the top one labeled "E-mail adress" and the bottom one labeled "Password". Underneath these fields are two large blue buttons: the top one labeled "LOGIN ME" and the bottom one labeled "SIGN UP". At the bottom of the first design is a blue button labeled "FORGOT PASSWORD?". The second design is identical in layout but lacks the "FORGOT PASSWORD?" button. Below each design is a circular icon: a red one with a white "X" on the left, and a green one with a white checkmark on the right.

LOG IN

E-mail adress

Password

LOGIN ME

SIGN UP

FORGOT PASSWORD?

LOG IN

E-mail adress

Password

LOGIN ME

SIGN UP



Visual Design

Key Elements

Lines	Using lines to create divisions between sections of information
Shapes	To create enclosed/self-contained areas
Whitespace / Negative space	Using blank space around elements to highlight and add importance to the element
Color	Setting the theme and tone of the product
Texture	Defining an object's surface, and can be used to create a firm difference between two similar sections
Typography	Creating a hierarchy in presenting textual information

Visual Design

Colour

- Colour Theory is a collection of rules and principles to communicate better using colour systems
- It helps in creating a meaningful colour palettes for increased usability and accessibility
- Colours also help in creating strong brand identity

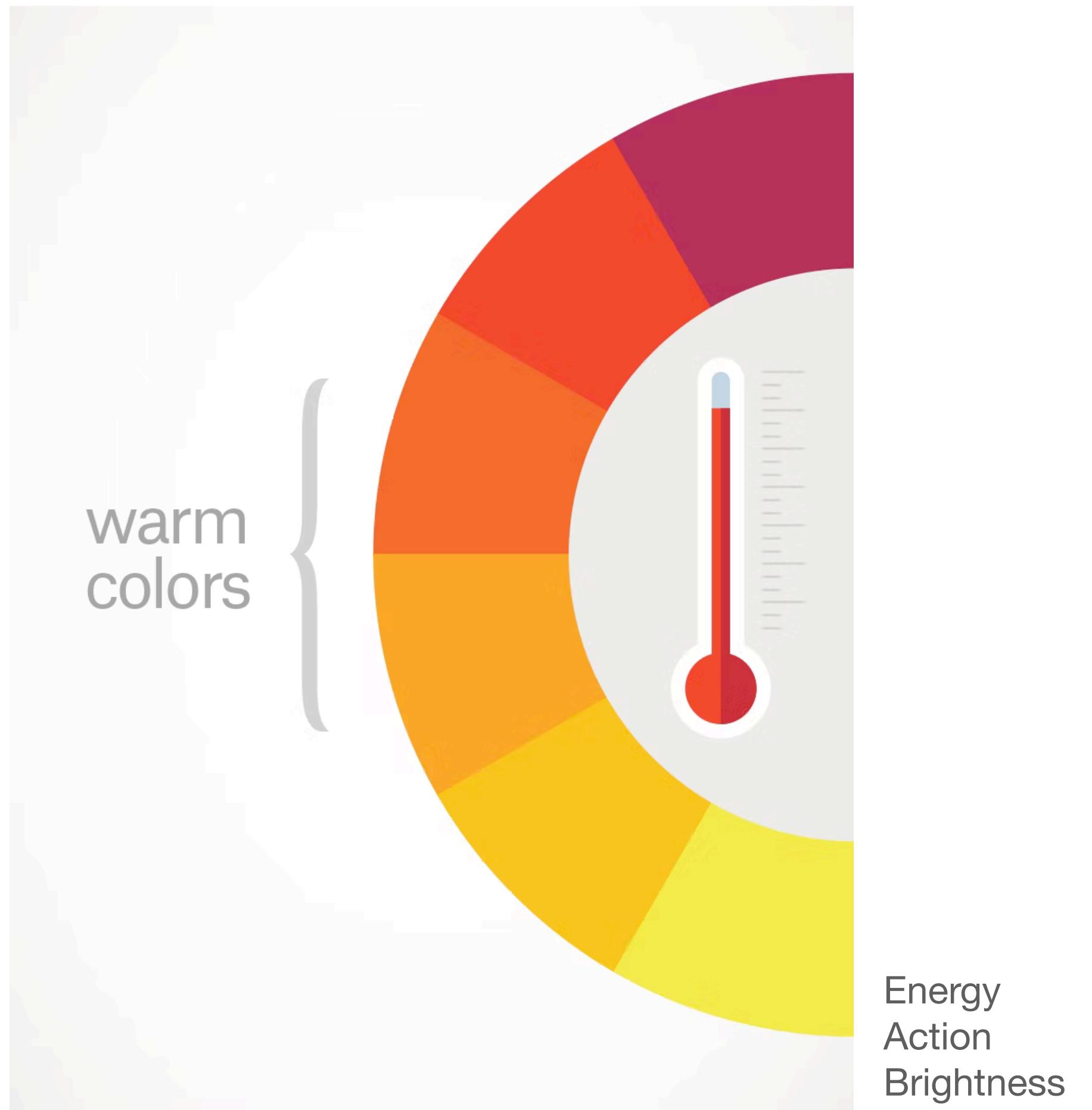
Visual Design

The Colour Wheel



Visual Design

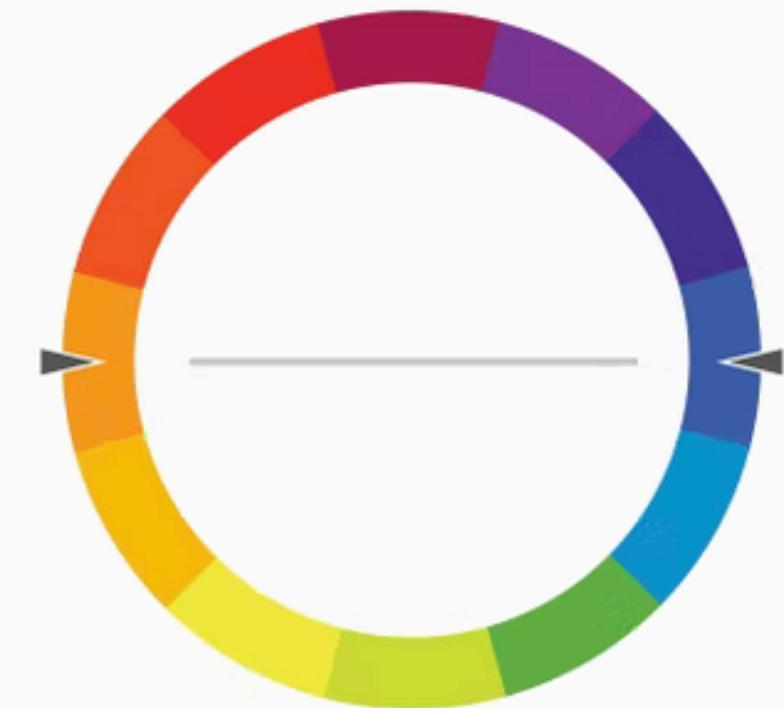
The Colour Wheel



Visual Design

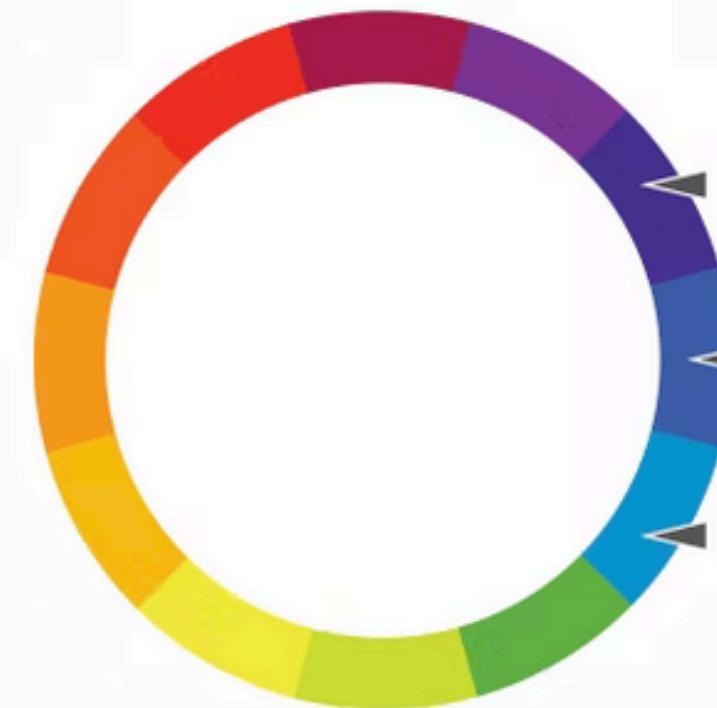
Key Colour Schemes

Complementary



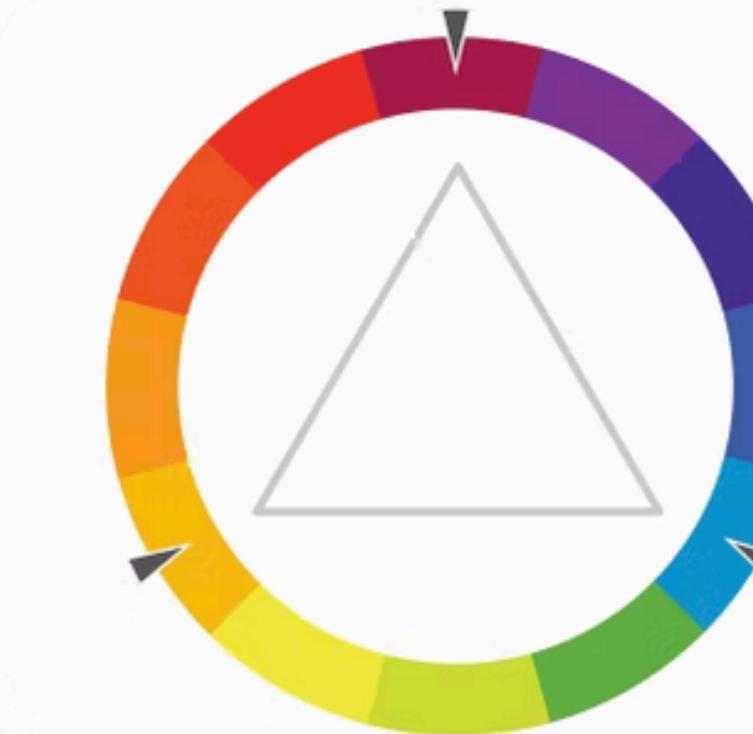
2 colors:
Opposite

Analogous



3 colors:
Side-by-side

Triadic

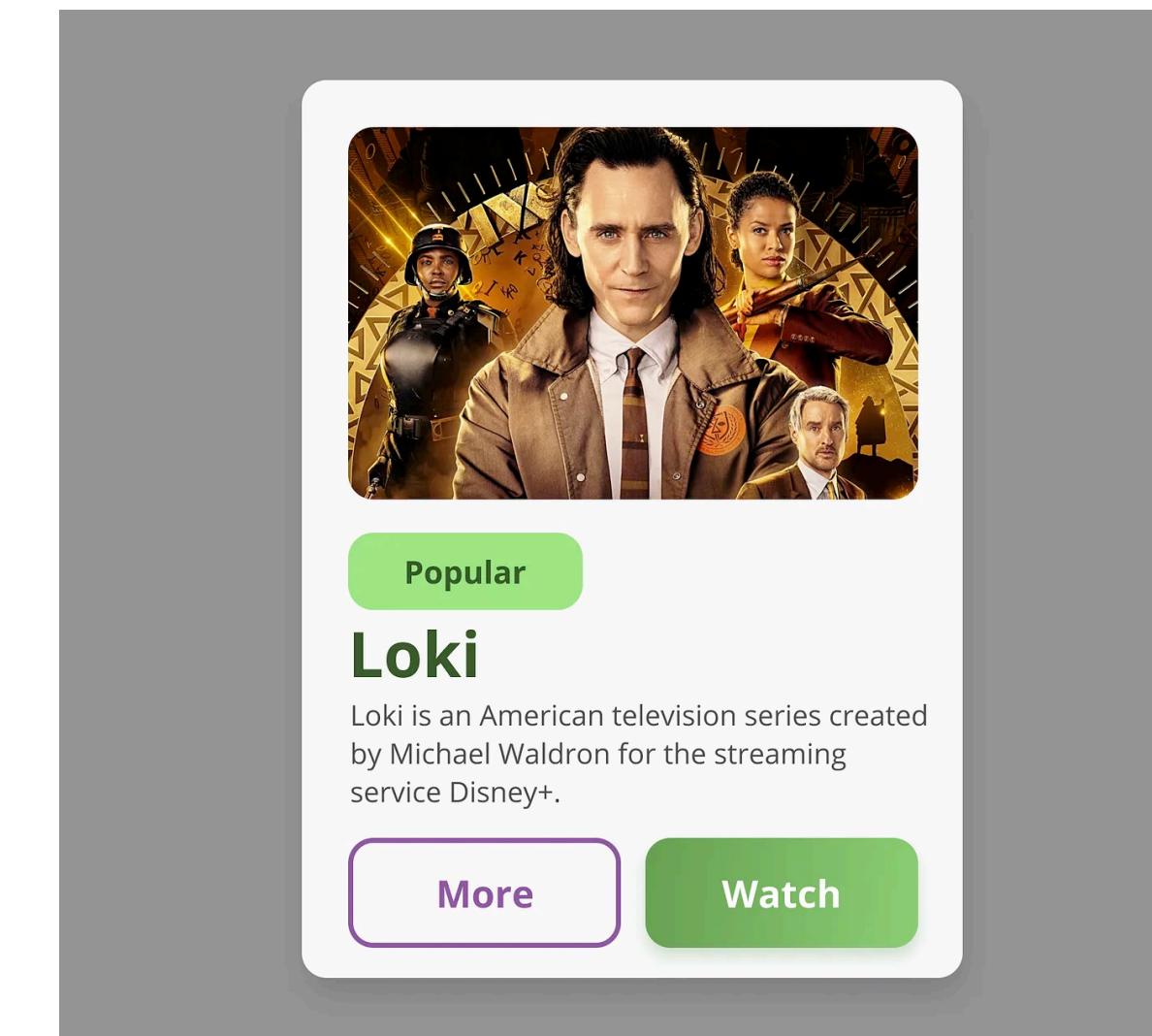


3 colors:
Equally spaced around the wheel

Visual Design

Complimentary Colours

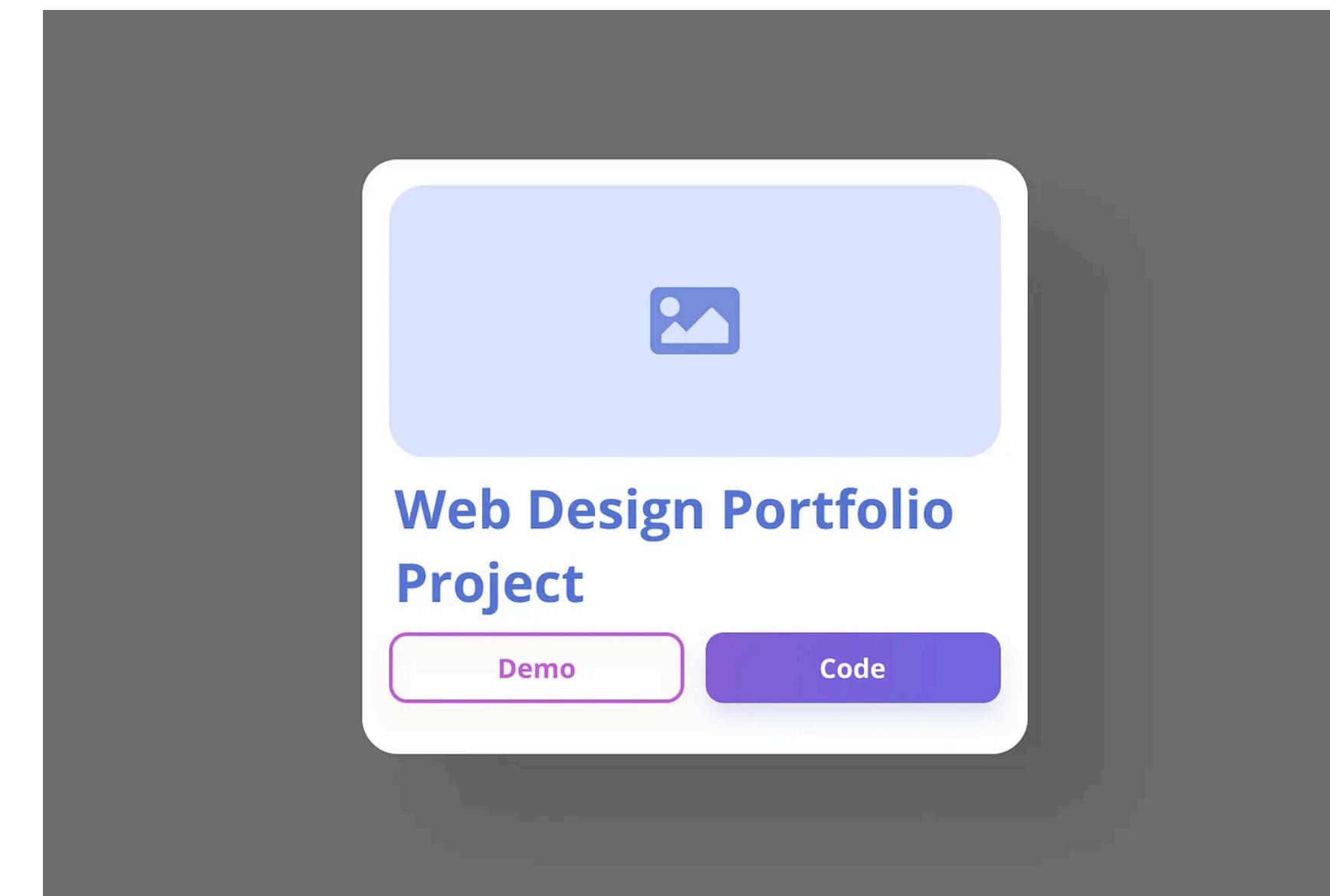
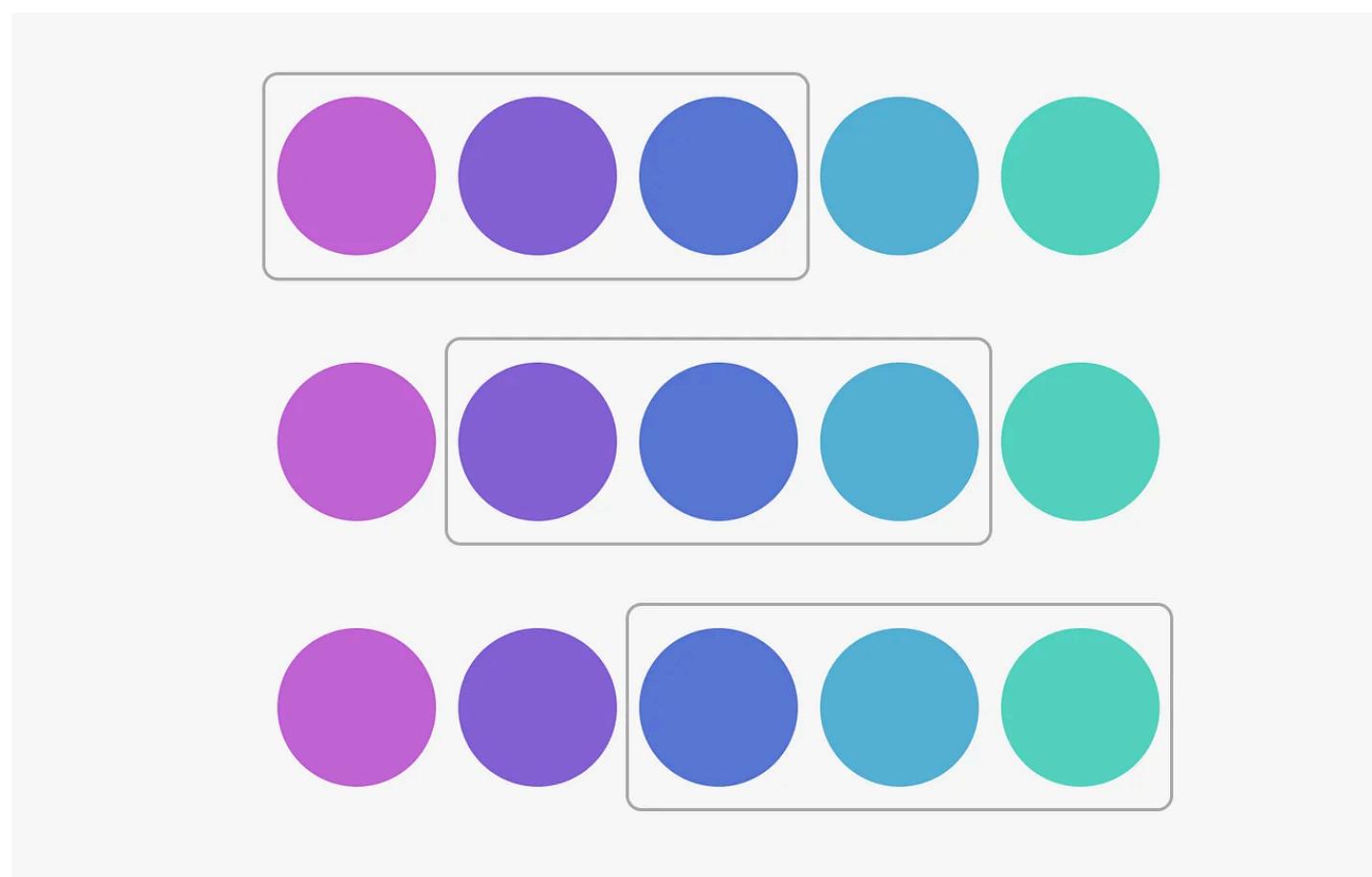
- Complimentary colour palettes are generated using two the opposite colours from the colour wheel
- It helps in creating strong contrast between the colours



Visual Design

Analogous Colours

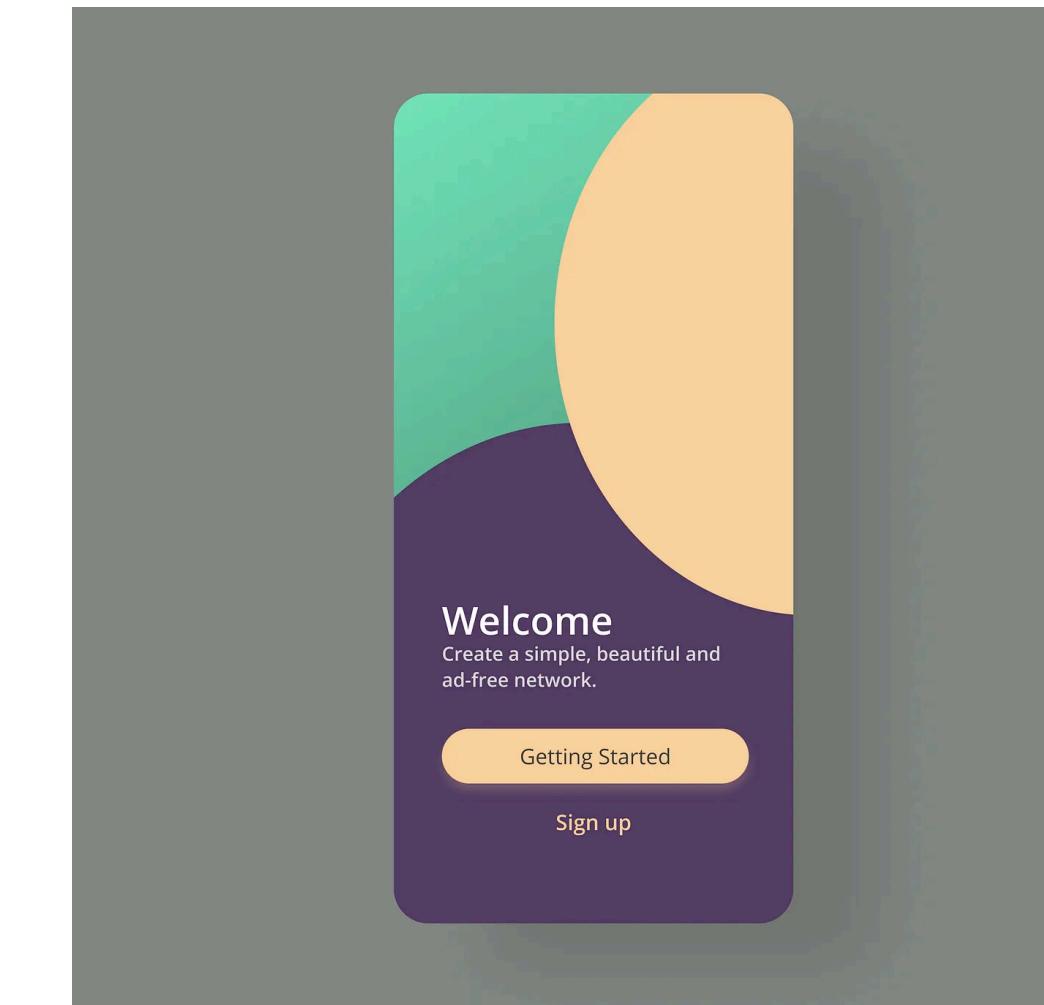
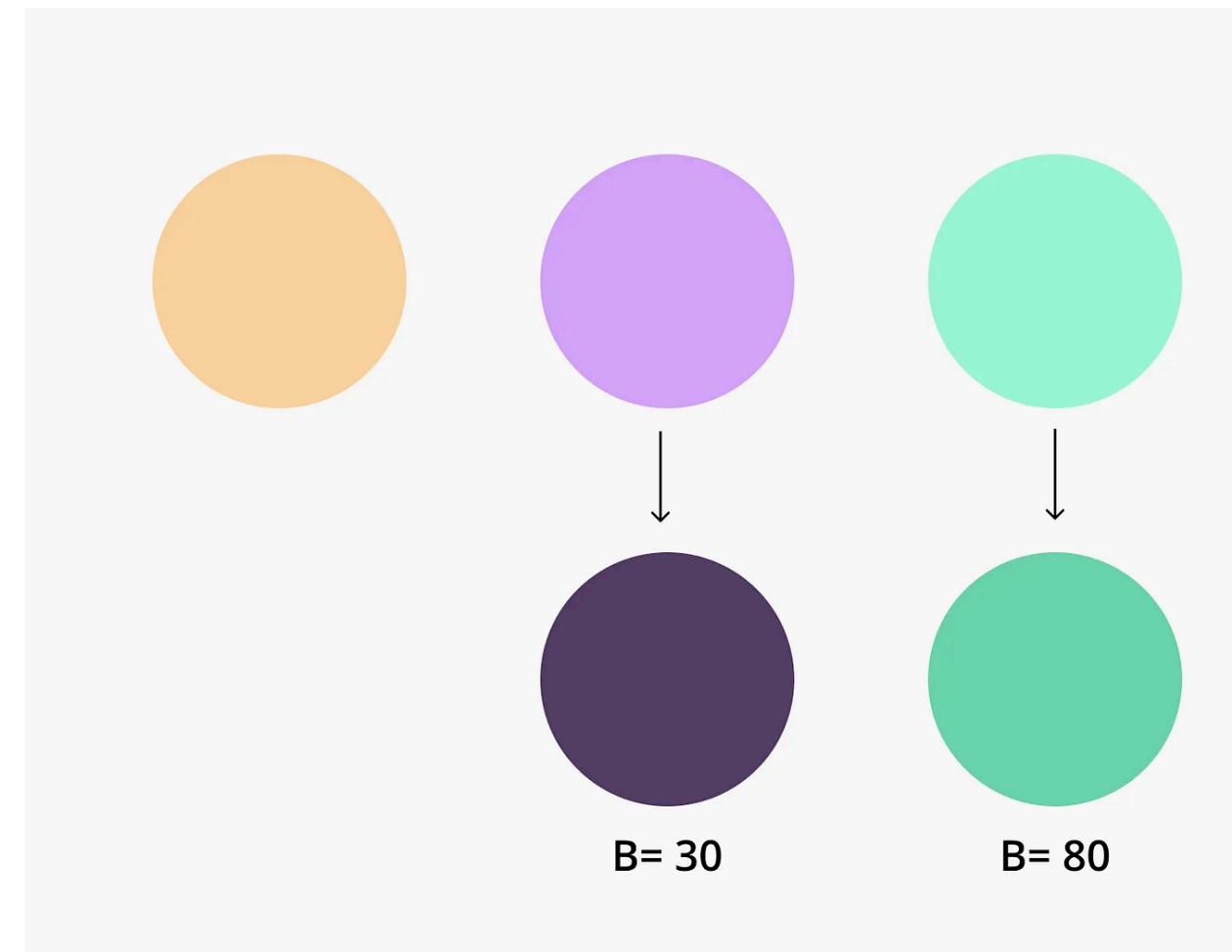
- Analogous colours are a group of colours that are next to each other on the colour wheel
- It helps in creating a seamless and visually pleasing display



Visual Design

Triadic Colours

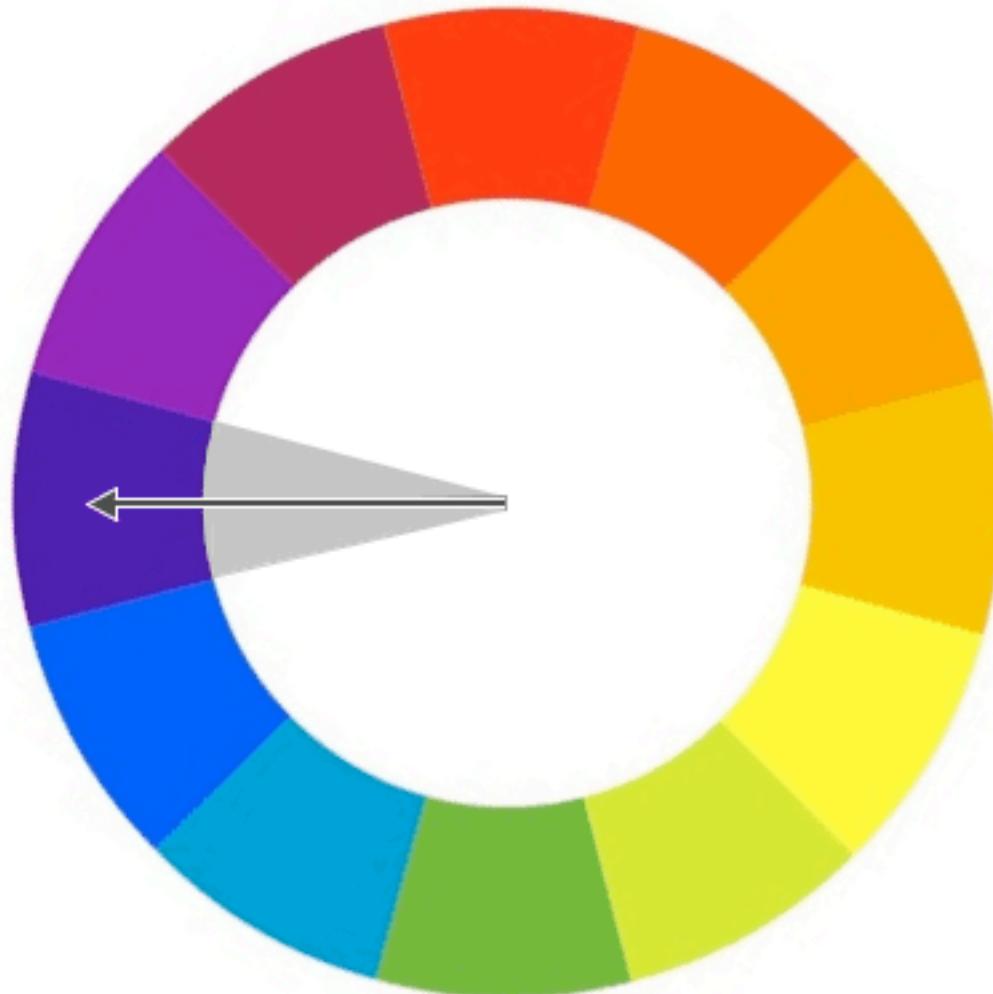
- Triadic colours are complimentary colours with equidistant colours on the wheel
- It helps in creating a vibrant and colourful design schemes



Visual Design

Monochromatic Colours

- Monochromatic colour palettes are created using different hue values from a single colour on the wheel



Visual Design

Working with Colour Palettes

Choosing 3 colours for your colour scheme-

1. Primary (main) colour
2. Secondary colour
3. Accent colour

The 60 / 30 / 10 colour rule to maintain consistency and visual hierarchy to elements.

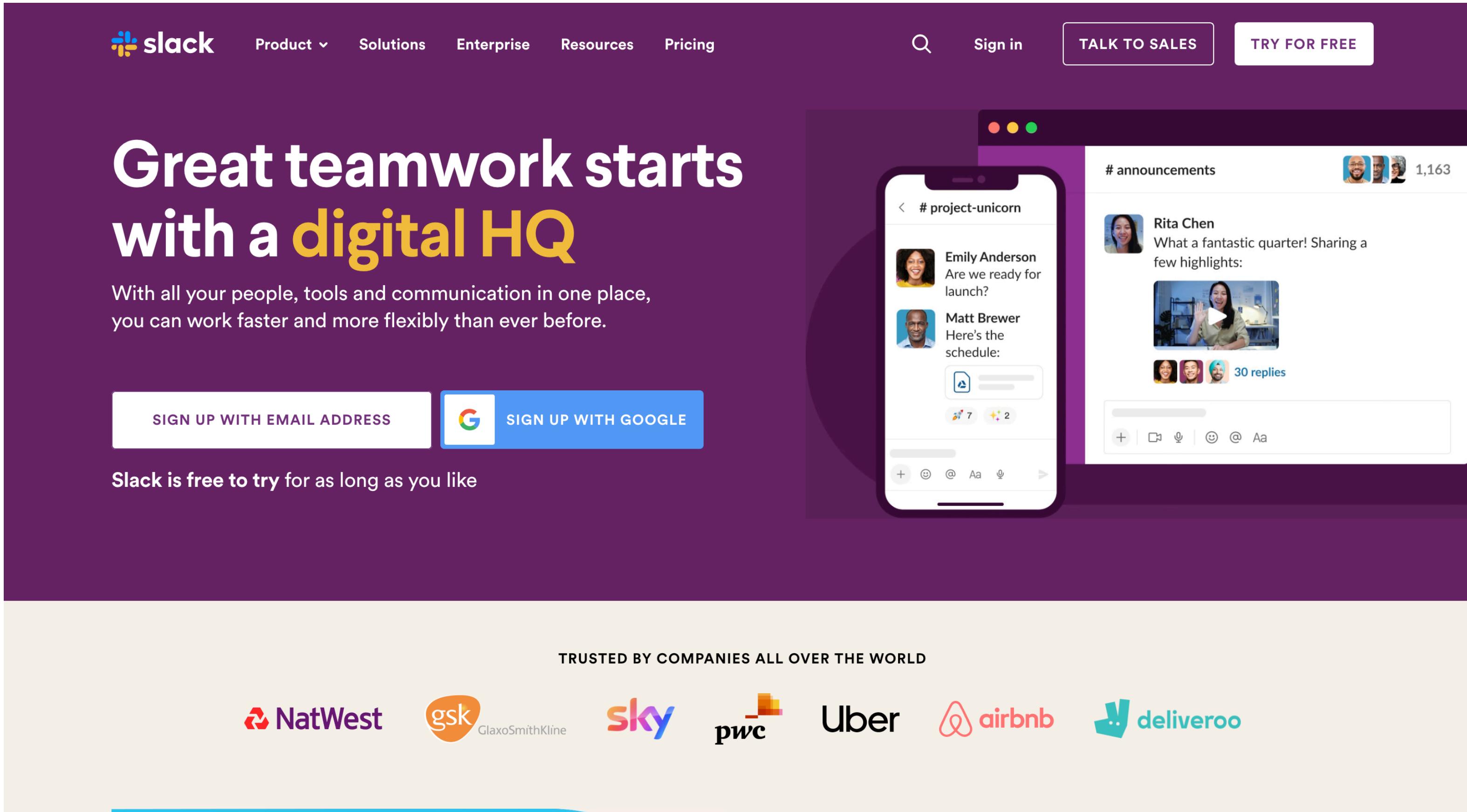
Visual Design Examples



The screenshot shows the homepage of the Greenlist app. At the top left is the green circular logo with a white recycling symbol. To its right is the word "greenlist". On the far right are three navigation links: "Home", "Pricing", and "Support". The main title "Green Revolution? It's a team effort." is displayed in large, white, sans-serif font. Below it is a "Connect to Slack" button with a Slack icon and the text "Connect to Slack". A small note at the bottom left says "Free 3 days trial, no credit card required." In the center, there are two cards. The top card shows a hand holding a black reusable coffee cup and has the text "Didn't use any single-use drink cup" with a drink icon, followed by four small profile pictures and the number "4 votes". The bottom card shows a hand holding a black reusable food container filled with salad and has the text "Didn't use any single-use food container" with a food icon, followed by three small profile pictures and the number "3 votes". A red circular badge at the bottom right indicates "FEATURED ON Product Hunt" with the number "306".

<https://greenlistapp.com/>

Visual Design Examples



The screenshot shows the Slack homepage with a dark purple header. The header includes the Slack logo, a search bar, and navigation links for Product, Solutions, Enterprise, Resources, Pricing, Sign in, TALK TO SALES, and TRY FOR FREE.

The main section features a large white text area with the headline "Great teamwork starts with a digital HQ". Below it is a subtext: "With all your people, tools and communication in one place, you can work faster and more flexibly than ever before." There are two sign-up buttons: "SIGN UP WITH EMAIL ADDRESS" and "SIGN UP WITH GOOGLE". A note below states "Slack is free to try for as long as you like".

On the right side, there's a visual representation of the Slack interface showing a mobile phone displaying a channel named "# project-unicorn" and a desktop screen showing a channel named "# announcements" with a post from Rita Chen.

At the bottom, there's a section titled "TRUSTED BY COMPANIES ALL OVER THE WORLD" featuring logos for NatWest, gsk GlaxoSmithKline, sky, pwc, Uber, airbnb, and deliveroo.

<https://slack.com/>

Visual Design

Typography

- Typography determines the readability of the page
- It gives a clear structure to the content- with headings, subheadings, body content, captions etc

Typefaces

Primary Typeface

Helvetica Neue

Helvetica Neue Regular 400

ABCDEFGHIJKLM
abcdefghijklm

Helvetica Neue Regular Italic 400

ABCDEFGHIJKLM
abcdefghijklm

Helvetica Neue Bold 700

ABCDEFGHIJKLM
abcdefghijklm

List Styles

Lists are indented by 8px with an additional 8px between the bullet and content.

Sample

- Deadlines are softer than they initially seem.
- No one eats the hard, brittle granola bars in the kitchen.
- There are never enough designers for the amount of work that needs to get done.

16px font, 24px line height, bold
font is 700 weight, 32px after
heading padding, 48px font size,
56px line height

Text Sizes

H1
48px

H2
40px

H3
32px

H4
24px

H5
20px

H6
14px

P
14px

Heading One

Heading Two

Heading Three

Heading Four

Heading Five

Heading Six

Paragraph Text

Line Height

Line height is measured by taking the font size and adding 8px.
For example:

Heading One

48px font size, 56px line height

Text Colors



Primary
HEX: #333333
RGB: rgb(51,51,51)



Primary: hover
HEX: #222222
RGB: rgb(34,34,34)



Secondary
HEX: #838C91
RGB: rgb(131,140,145)

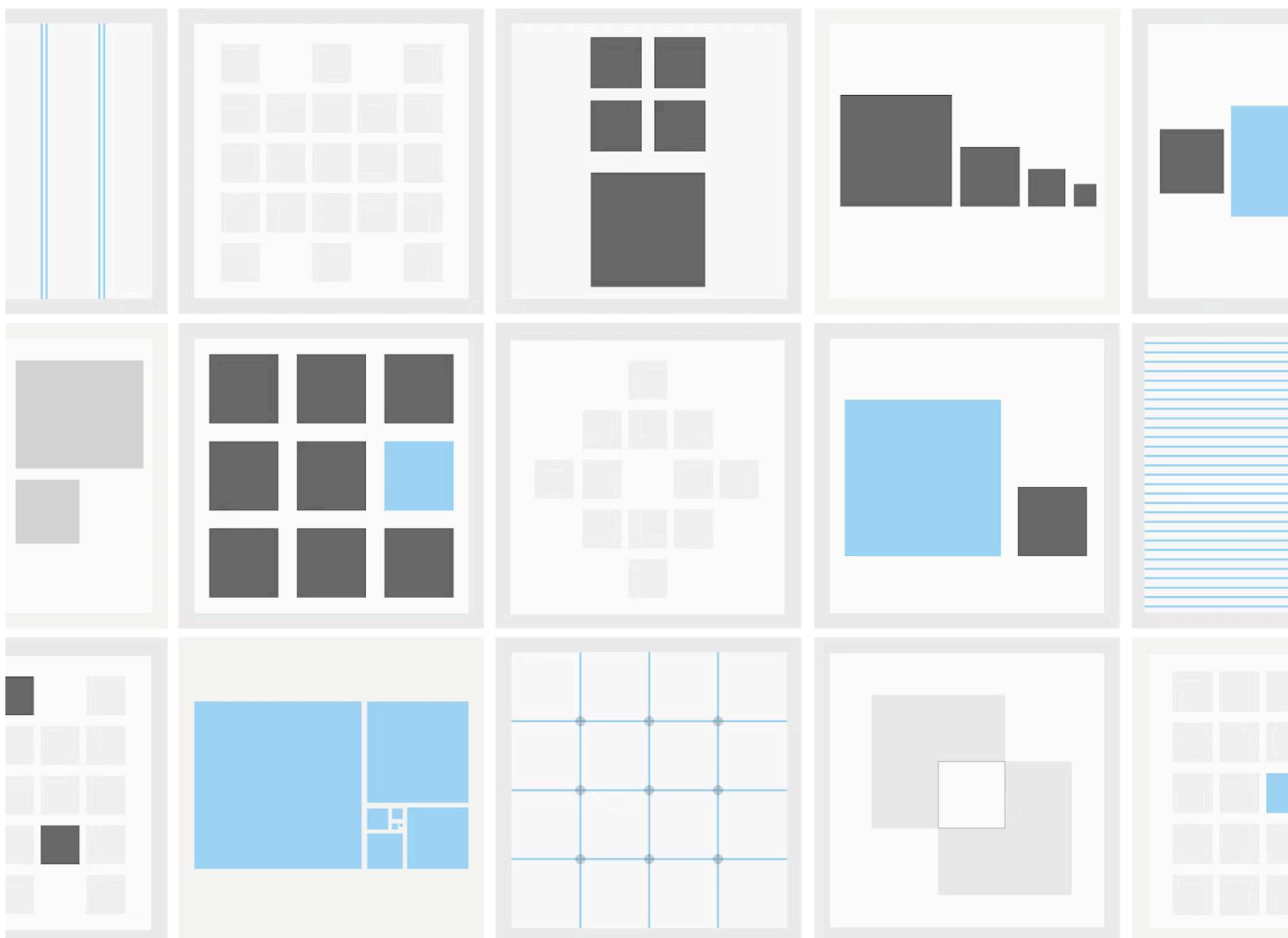


Secondary: hover
HEX: #676D70
RGB: rgb(103,109,112)

Visual Design

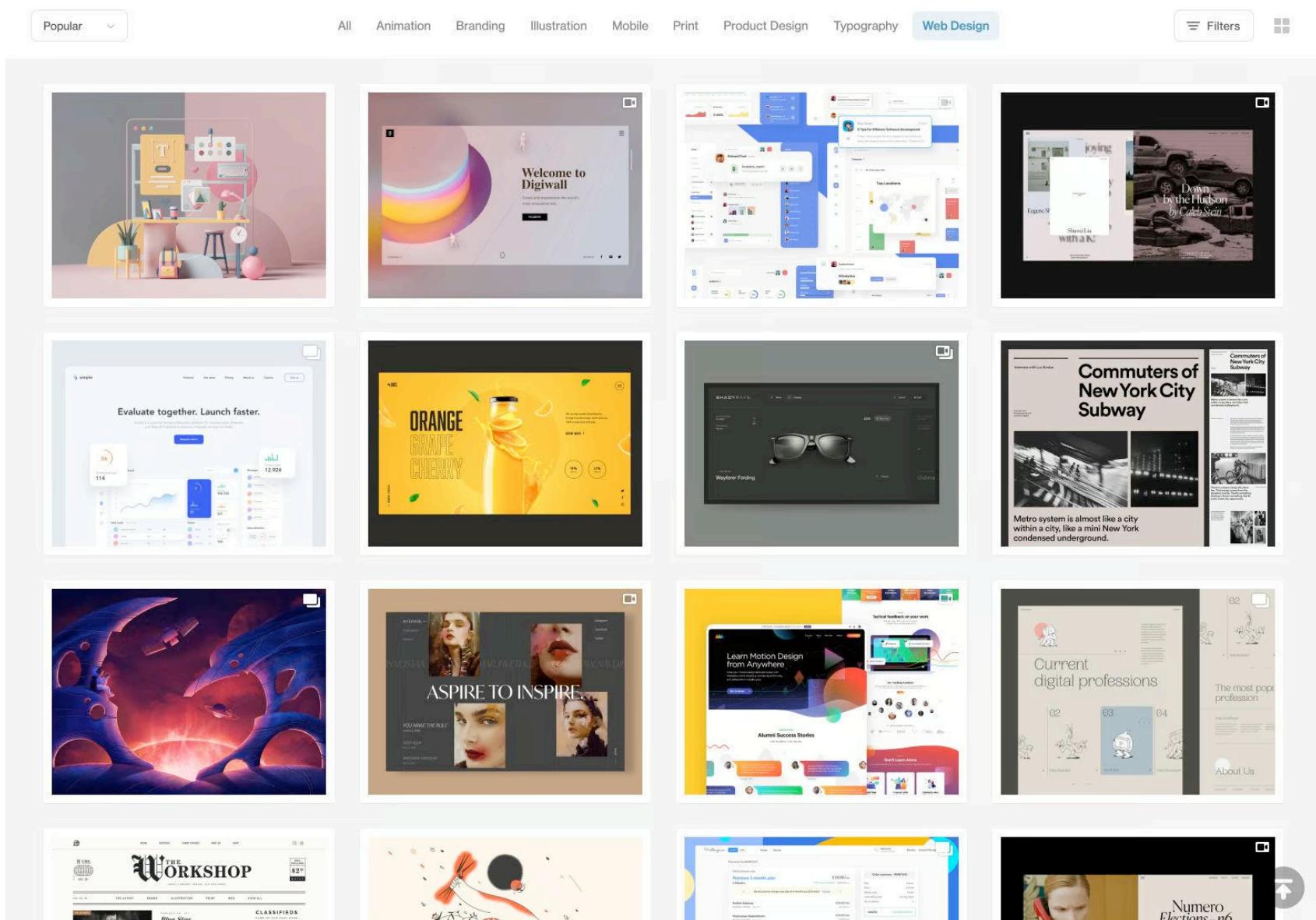
Layouts

- Page layouts directly influence how content is perceived by users.
- Good layouts can highlight specific information

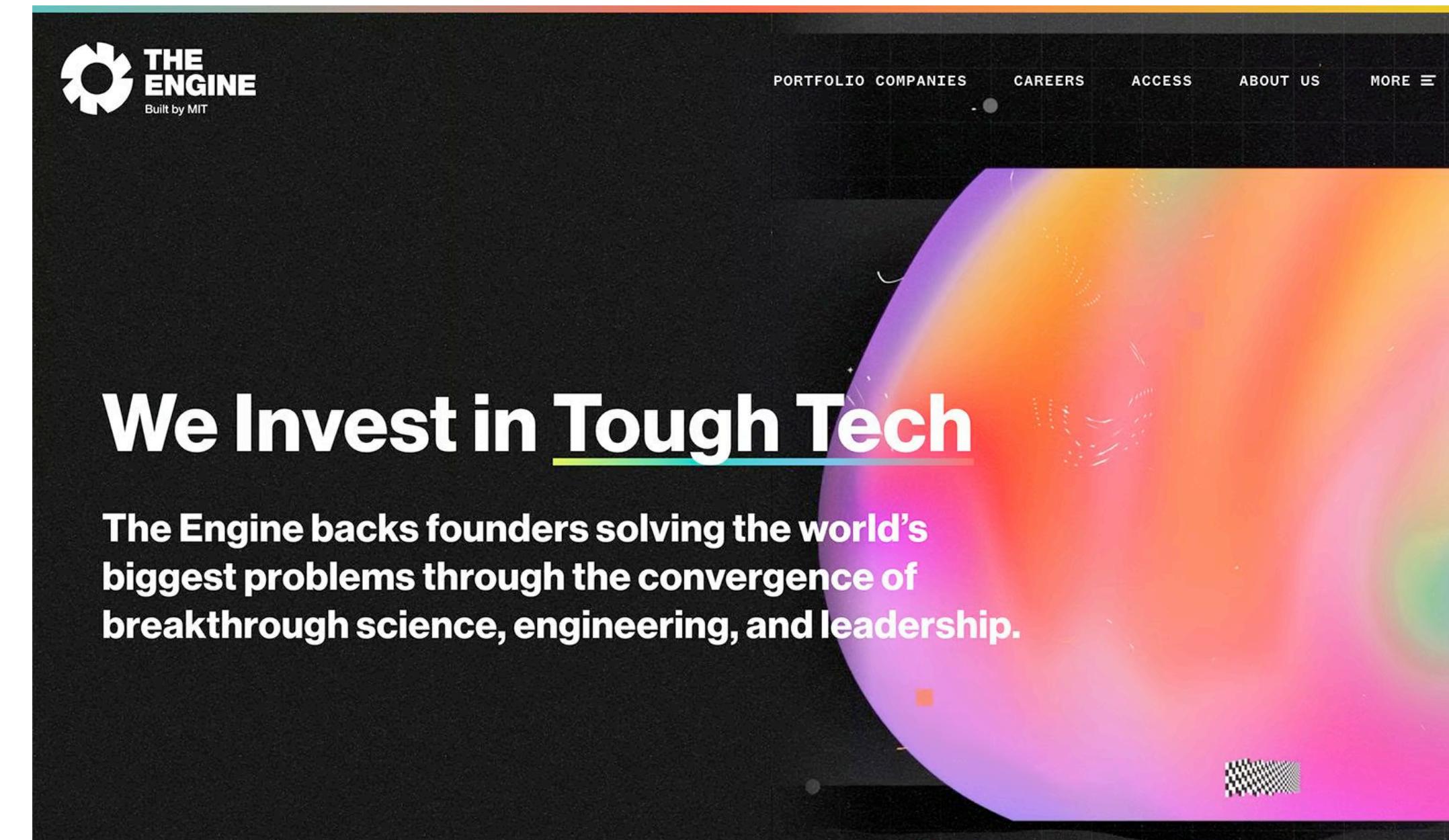


Layouts Example

Card style



Big typography



Layouts Example

Magazine style

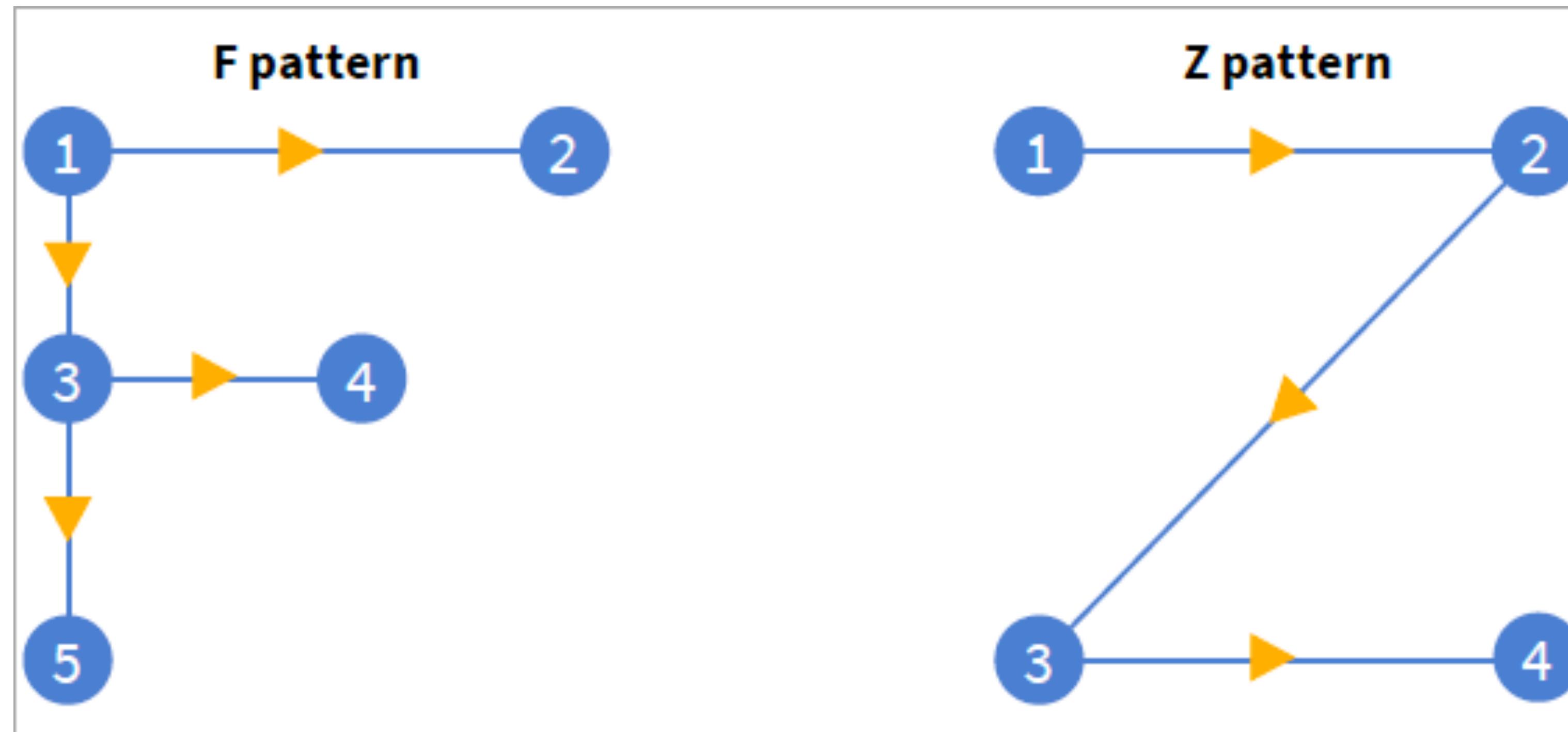
The Guardian homepage features a dark blue header with the text "Support the Guardian" and "Fearless, independent, reader-funded". Below the header is a navigation bar with links to News, Opinion, Sport, Culture, Lifestyle, and More. The main content area includes a weather forecast for Moseley, a headline about a shooting in Hamburg, and several news articles such as "Hamburg shooting", "UK weather", and "Donald Trump". The layout is clean and organized, typical of a magazine-style website.

Asymmetry

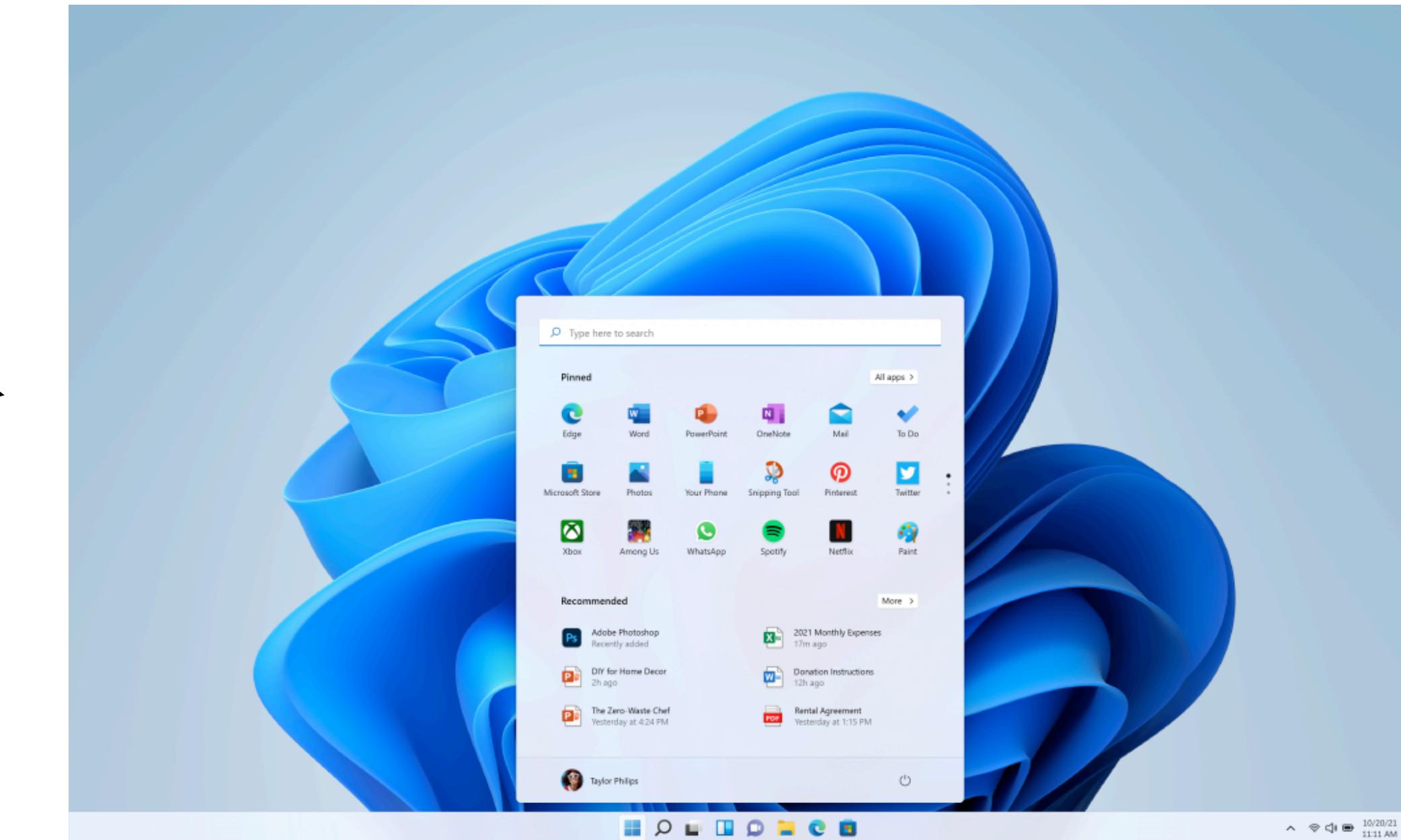
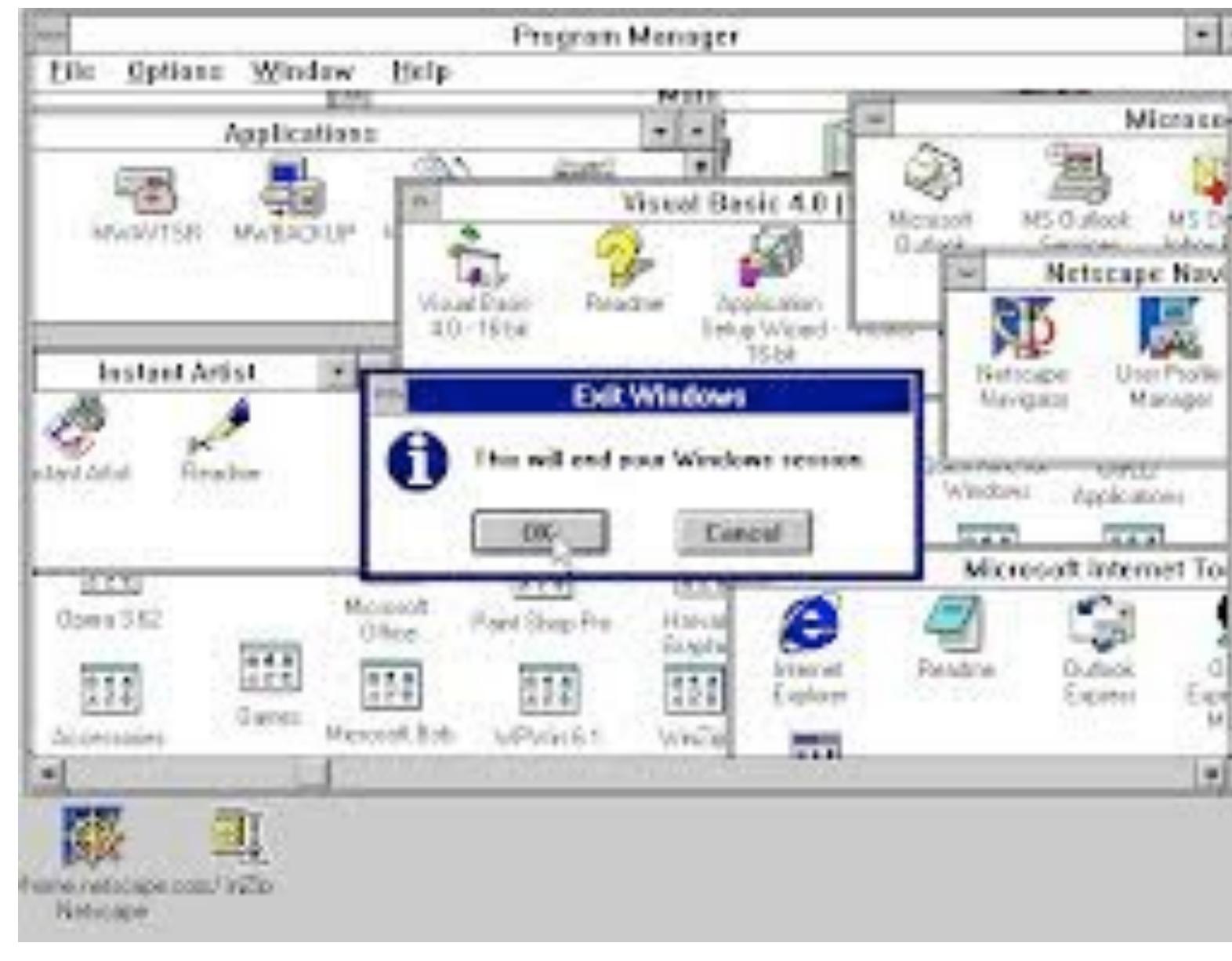
Pragmatic Brains website homepage. The layout is asymmetrical with large green circular elements on the sides and top. The central text reads "We change the way software is built". To the left is a section titled "Boost your team" showing two people working. To the right are sections titled "Modernise your software department" and "Scale up rapidly", each with a small illustration of people working. The top navigation bar includes links for "Boost your teams", "Modernize your software department", "Scale up rapidly", and "About". A "CONTACT US" button is located at the top right, with language options "EN" and "NL" nearby.

Layouts

Patterns



Visual Design Over the Years



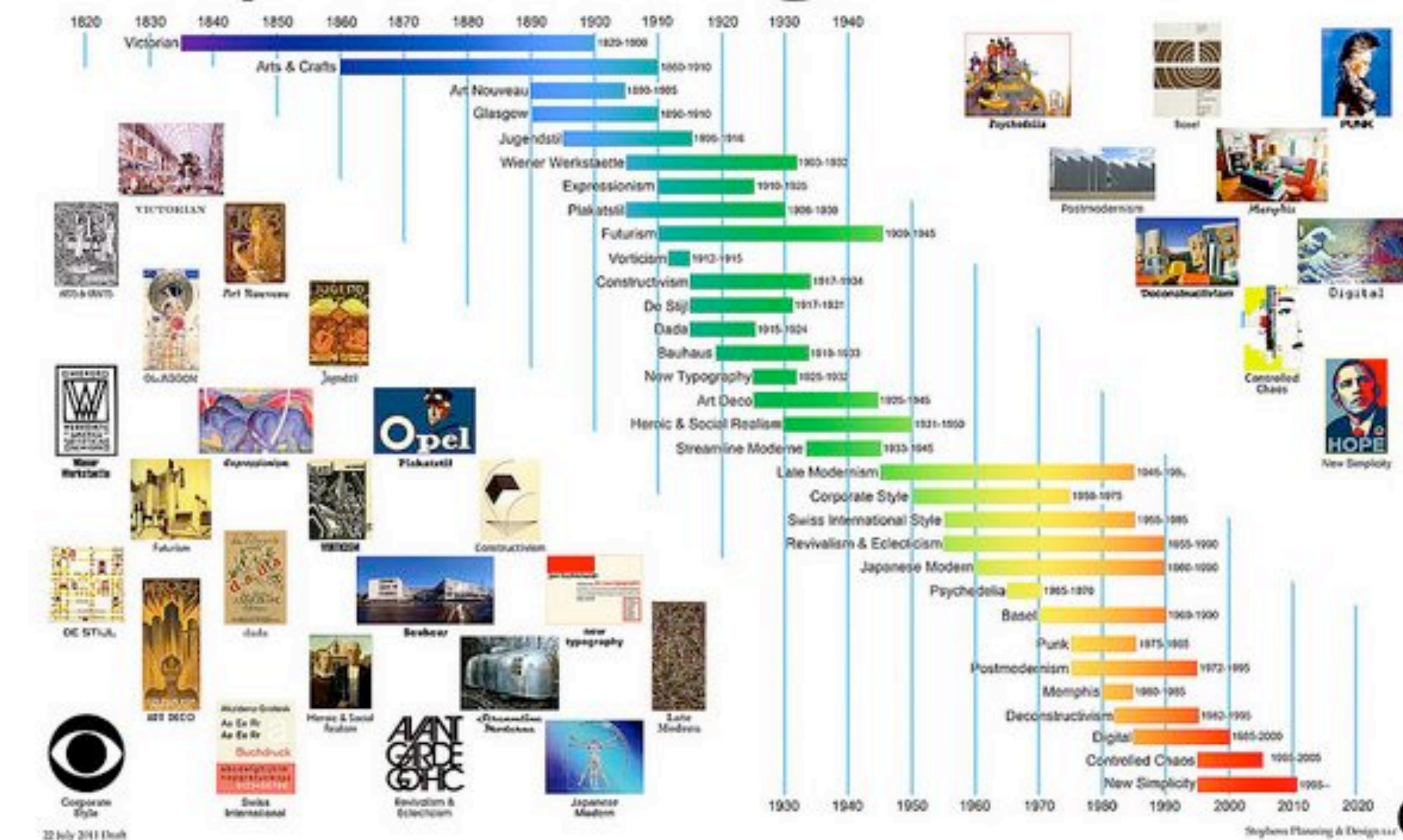
Visual Design

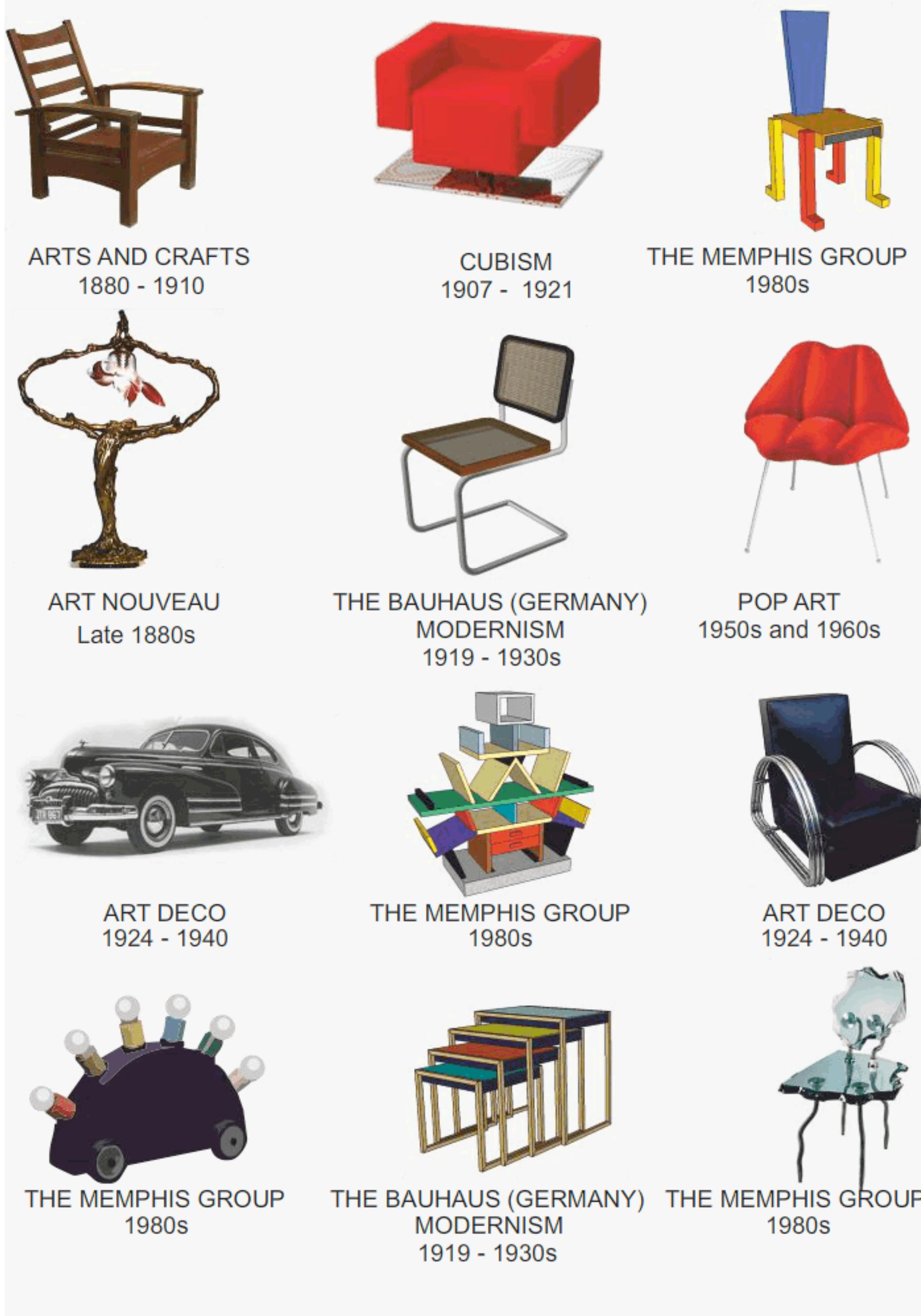
Styles and Movements

- Art and design are often directly influenced by cultures
- With rapid cultural and technological changes, design styles also evolve

Art and design movements

Graphic Design Timeline





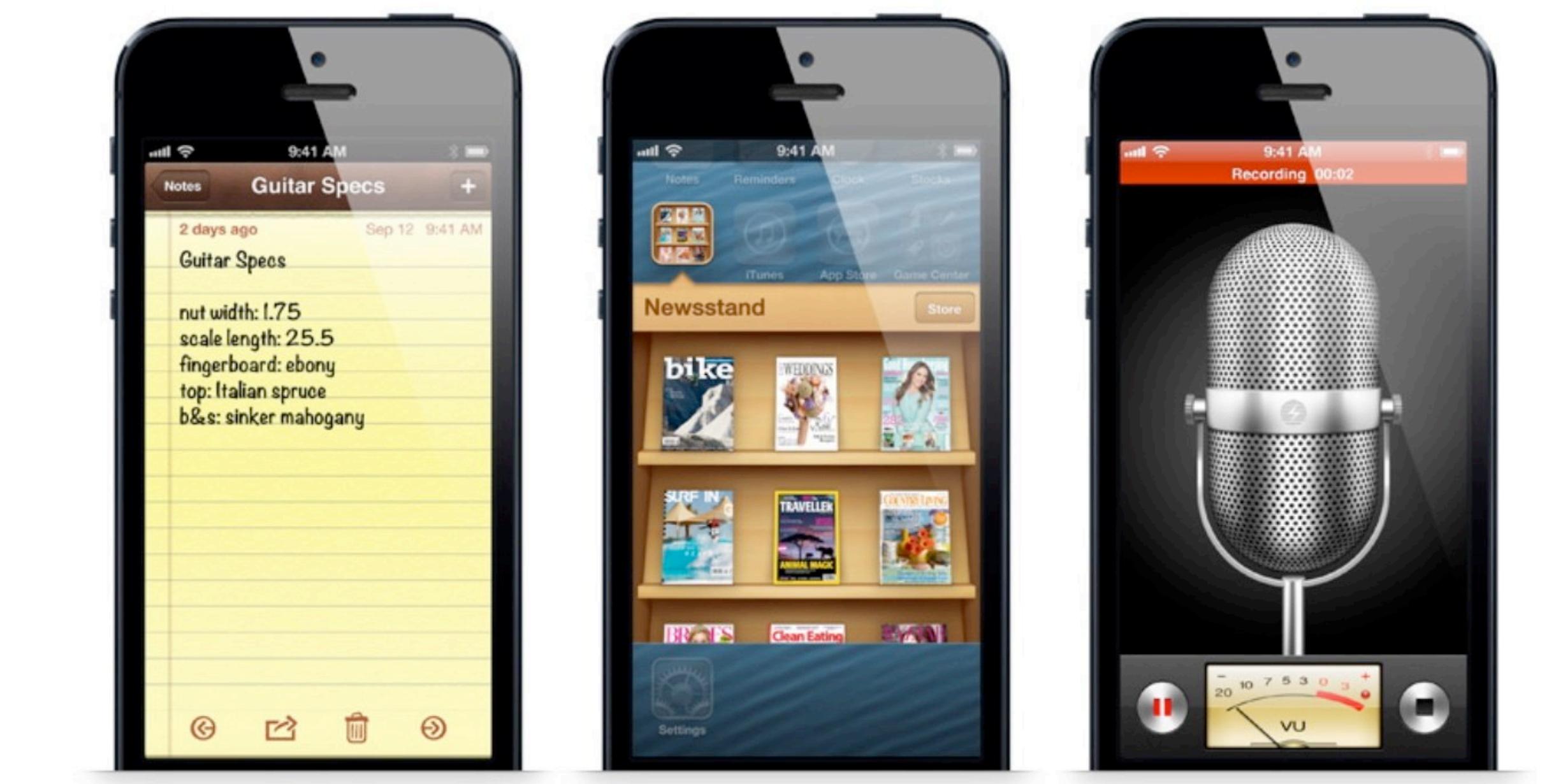
Visual Design

Styles and Movements

Skeuomorphism

A skeuomorph is a derivative object often carrying the design characteristics of the original object.

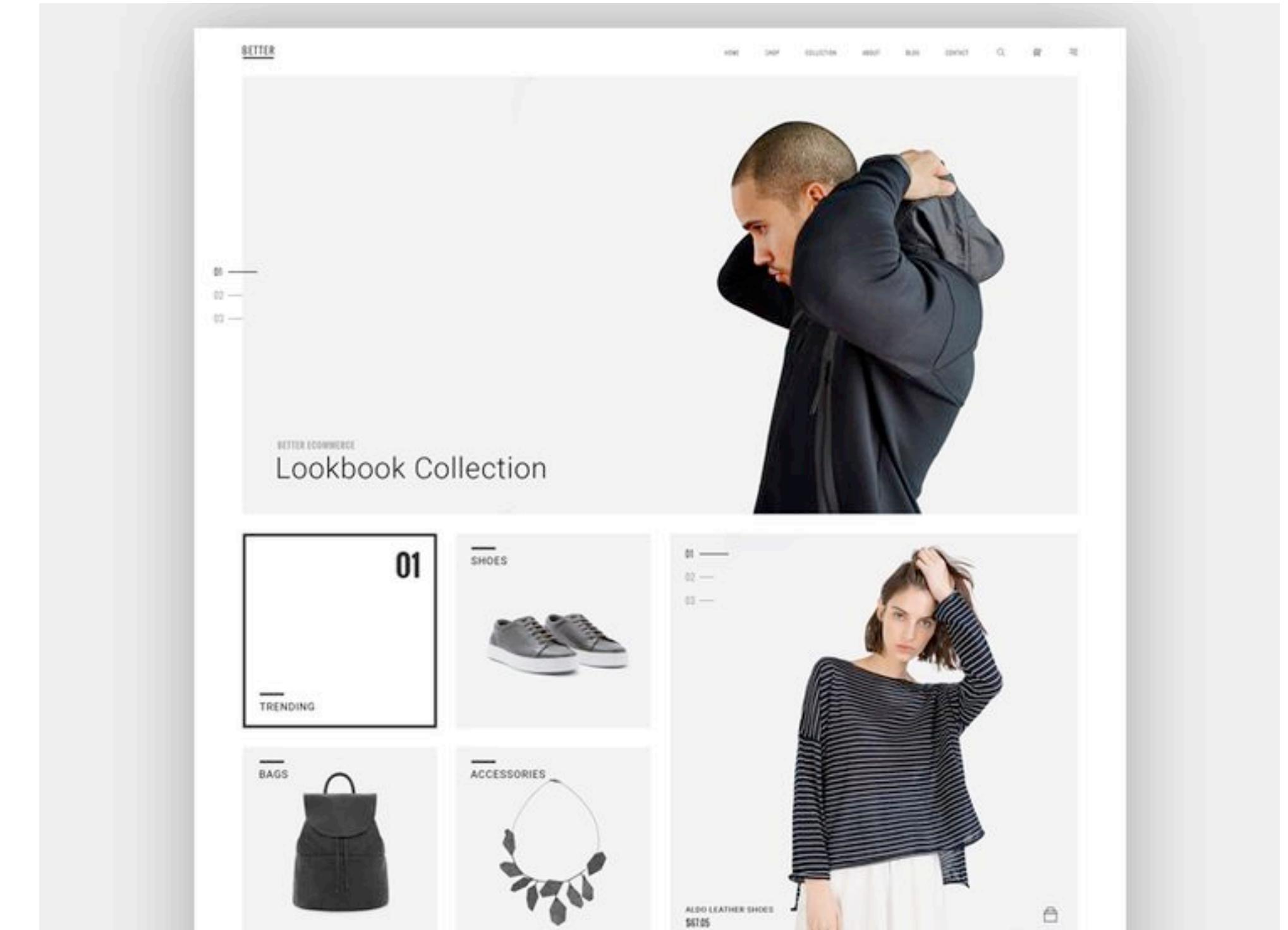
Skeuomorphism designs are close imitations of their real-world counterparts



Visual Design Styles and Movements

Minimalism

Inspired by the minimalist art movement from the late 20th century, minimalism also effected the visual design space with its ‘less is more’ philosophy

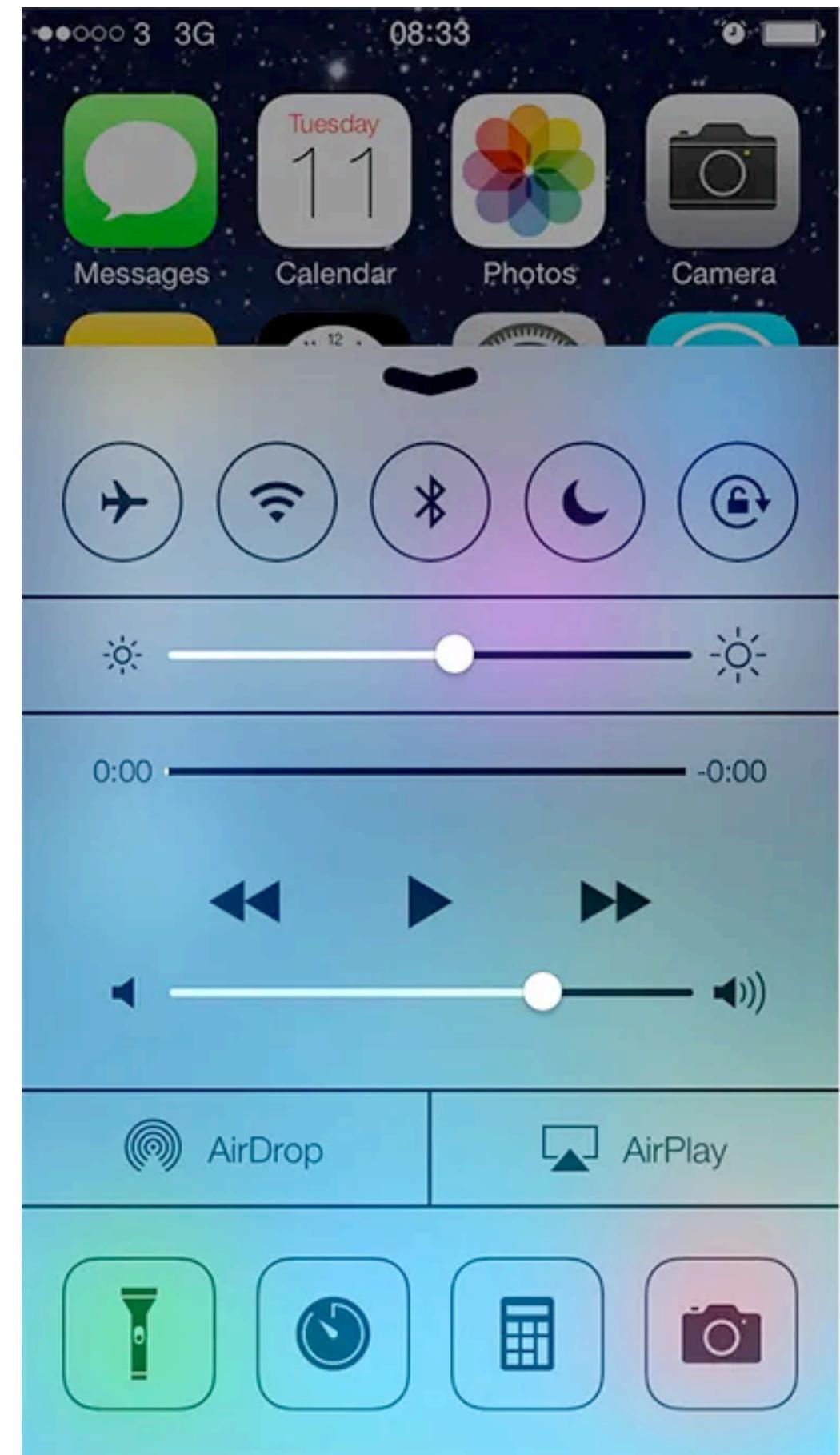


Visual Design

Styles and Movements

Flat Design

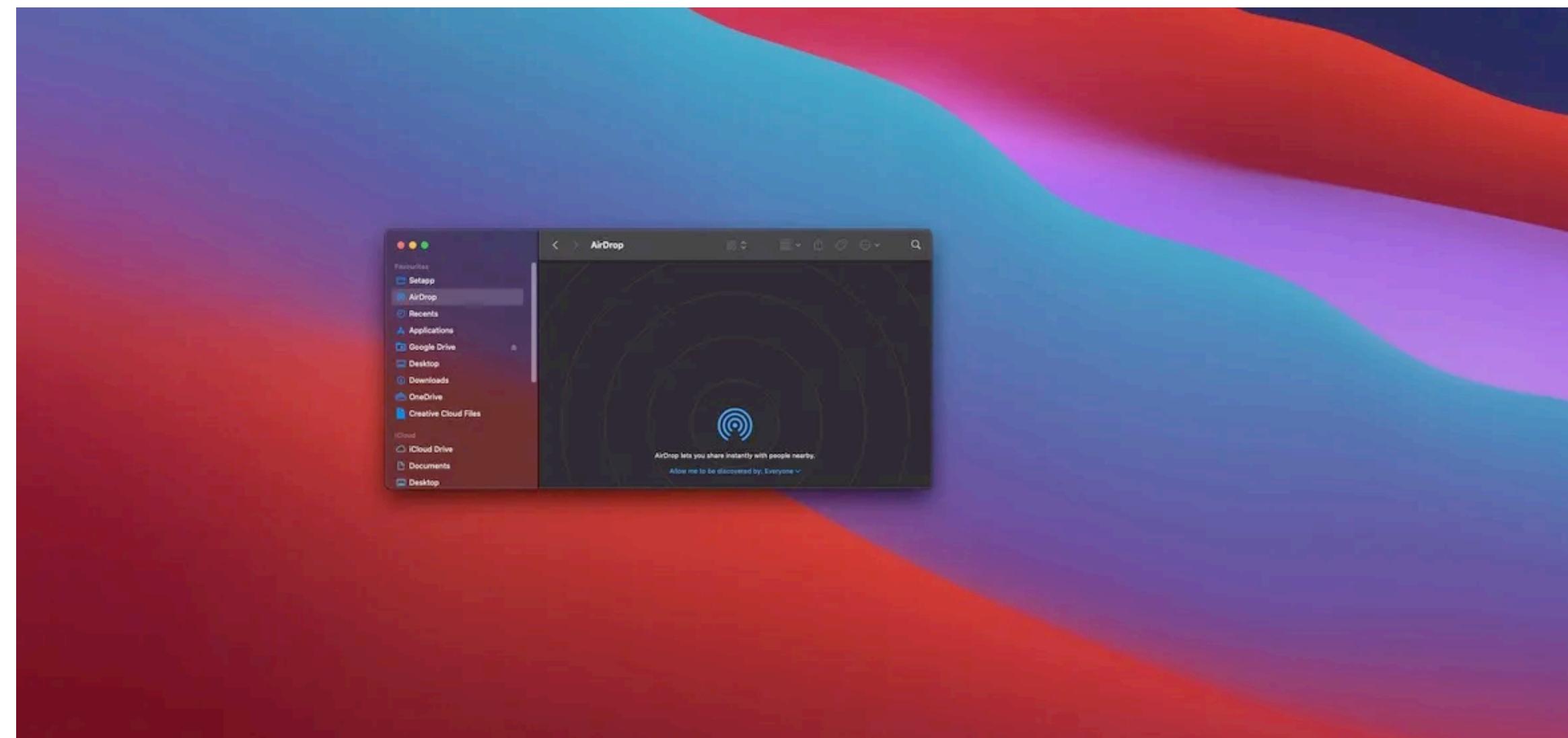
Flat design uses a minimalist approach to complex interfaces, which also allowed in faster loading speeds



Visual Design Styles and Movements

Glassmorphism

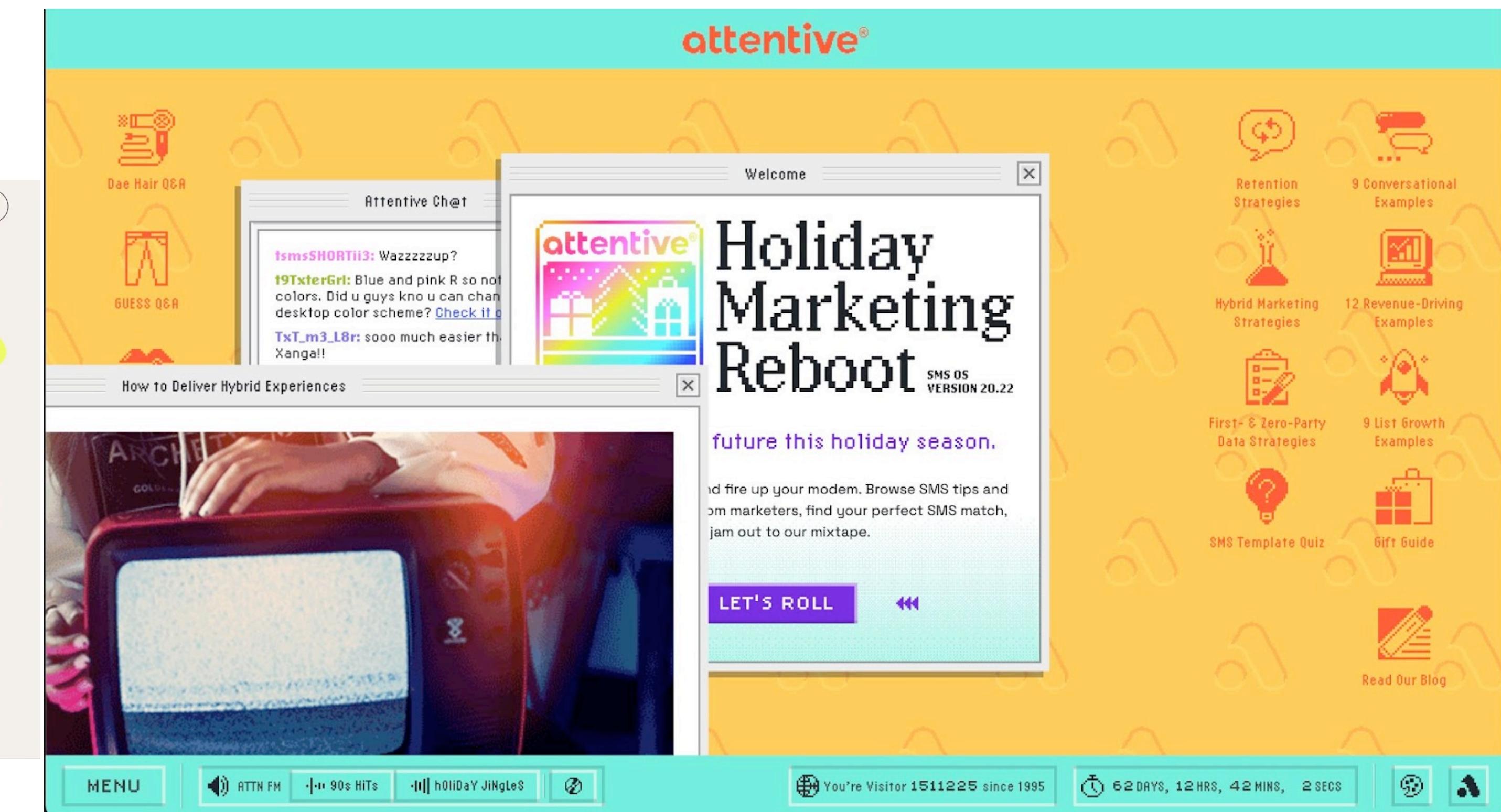
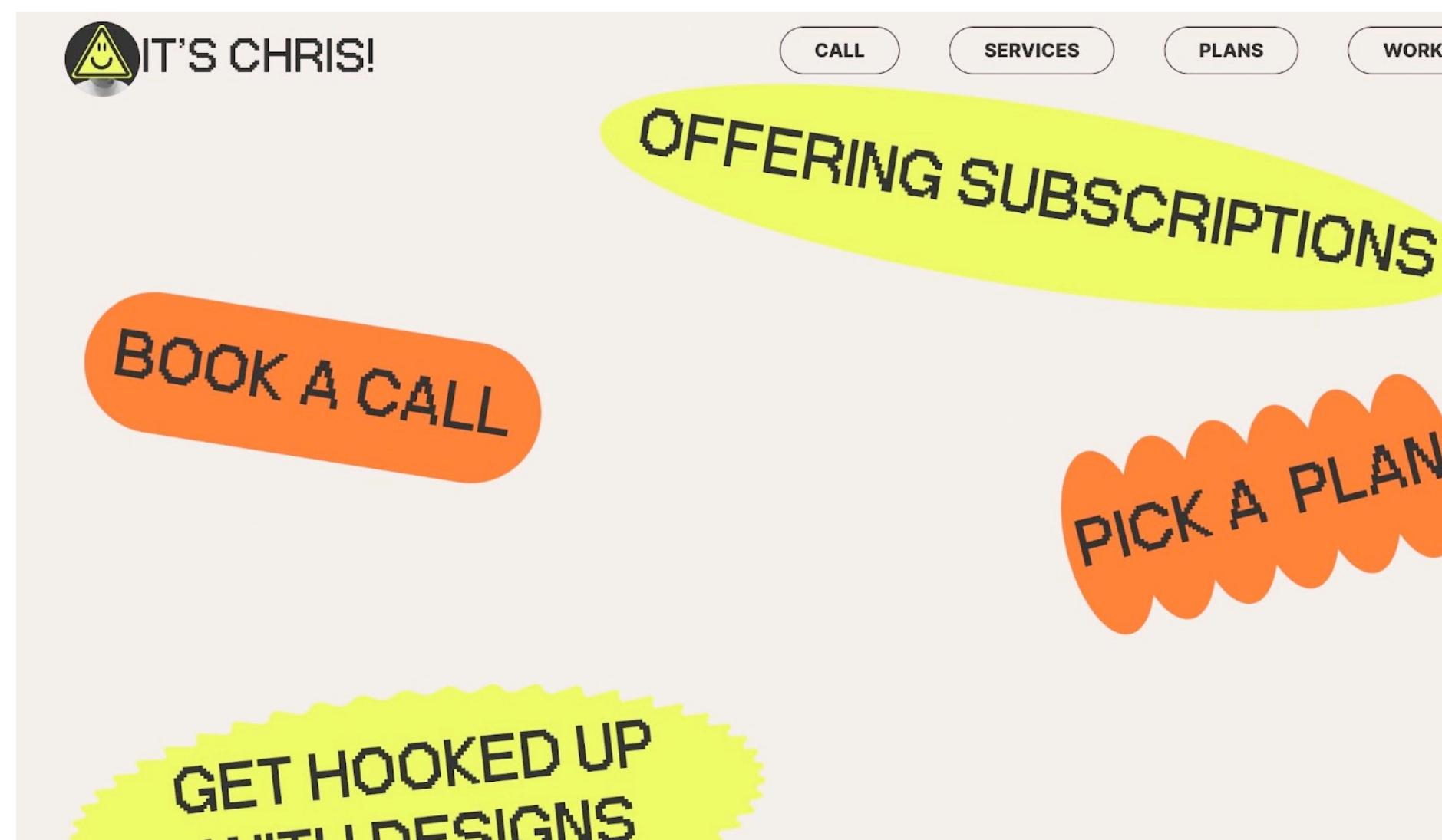
This style focuses on creating a transparent glass-like effect to elements and has a sense of layering and verticality to it



Visual Design

Where do we stand in 2023?

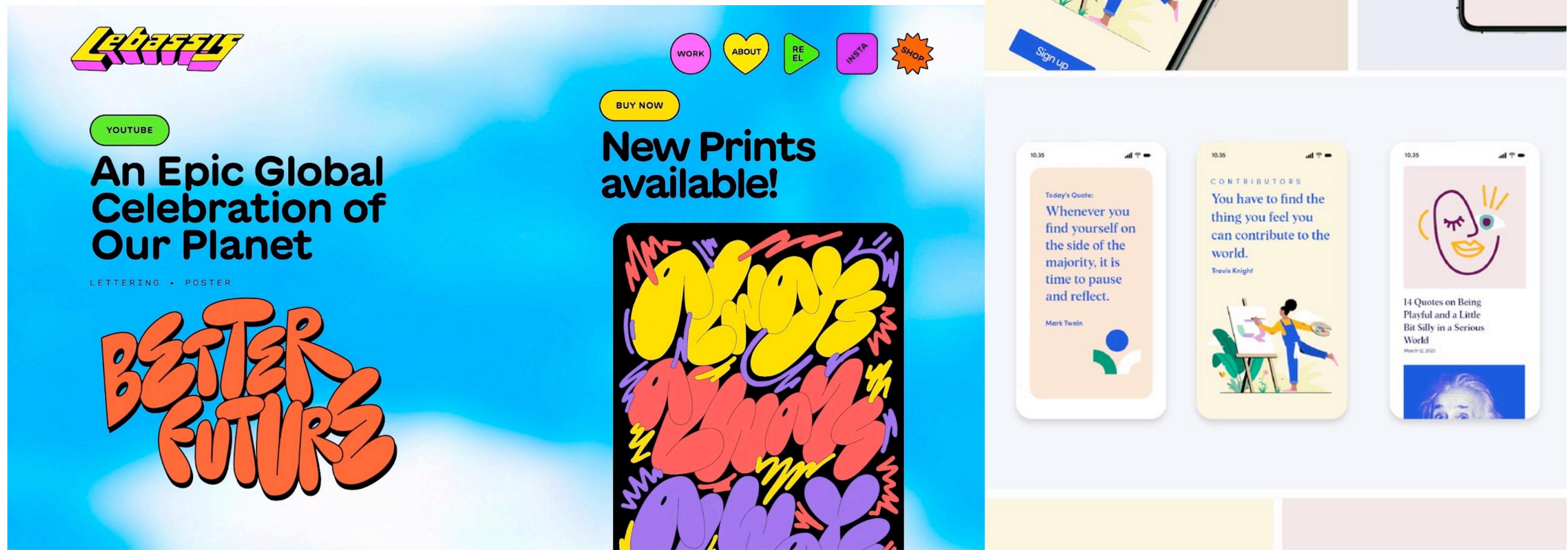
Nostalgia



Visual Design

Where do we stand in 2023?

Playfulness



Visual Design

Where do we stand in 2023?

Experimental

0.01

0.02

0.03

SERVICES

ABOUT

CONTACT

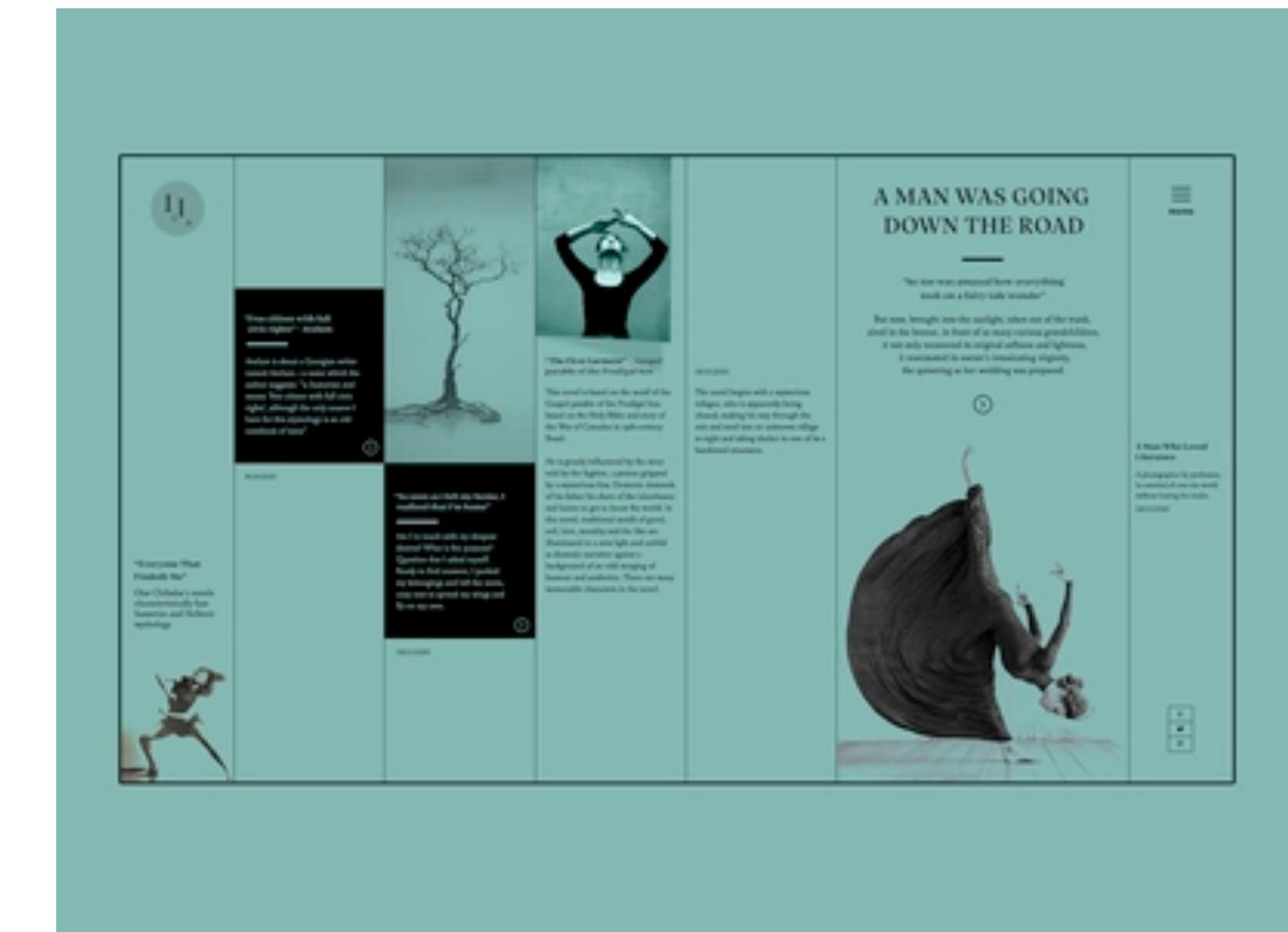
OUR PROJECTS

BACK X

BY TYPE

BY COLOUR

- ① HOMES
- ② HEALTH & WELLBEING
- ③ STYLING
- ④ STRATEGY
- ⑤ FASHION
- ⑥ BEFORE/AFTER
- ⑦ WHITE
- ⑧ GREY
- ⑨ GREEN
- ⑩ BLUE
- ⑪ BROWN
- ⑫ BLACK
- ⑬ OCHRE



Key Design Principles

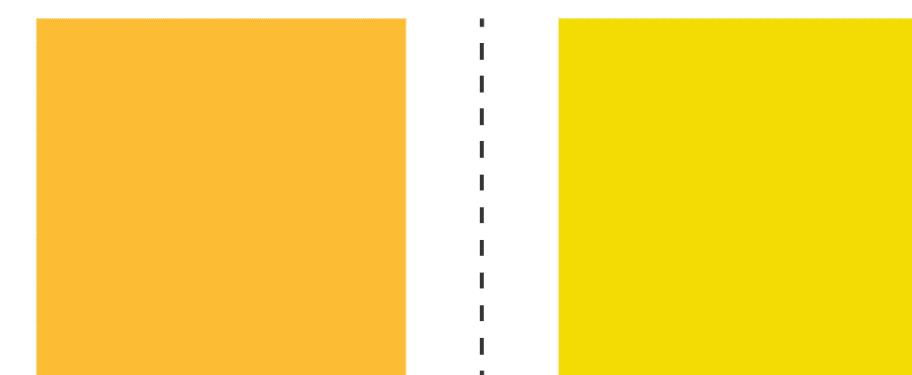
5 Visual-Design Principles in UX

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.



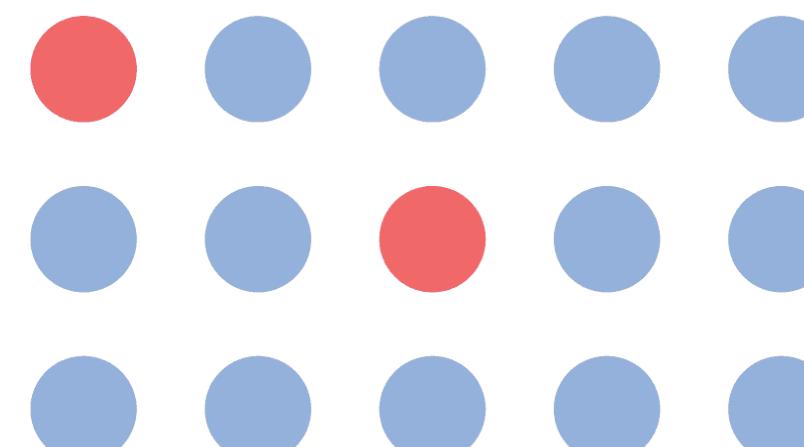
SCALE

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



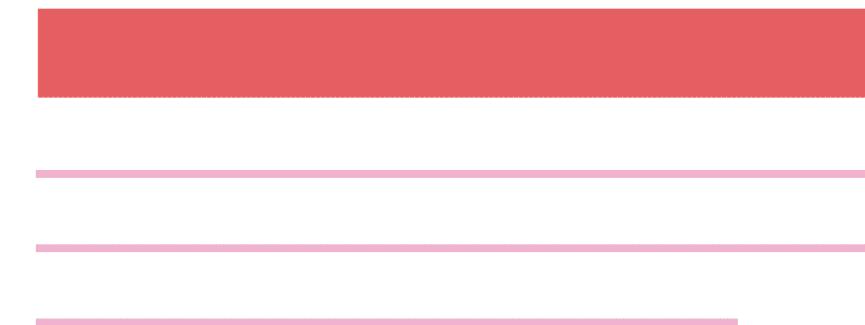
CONTRAST

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



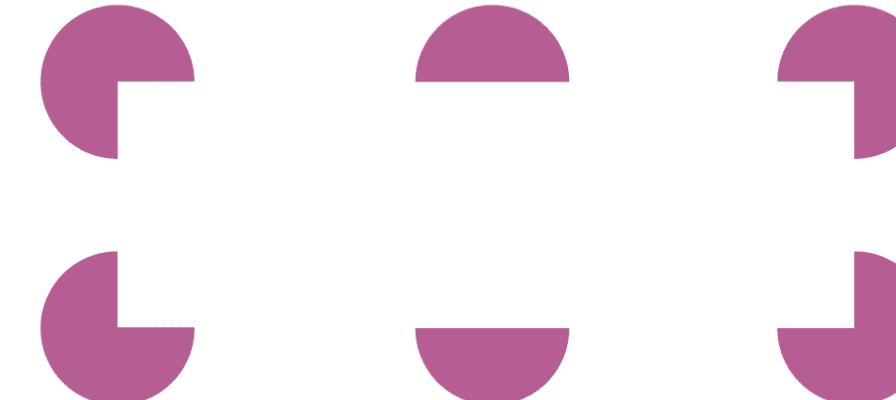
VISUAL HIERARCHY

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.



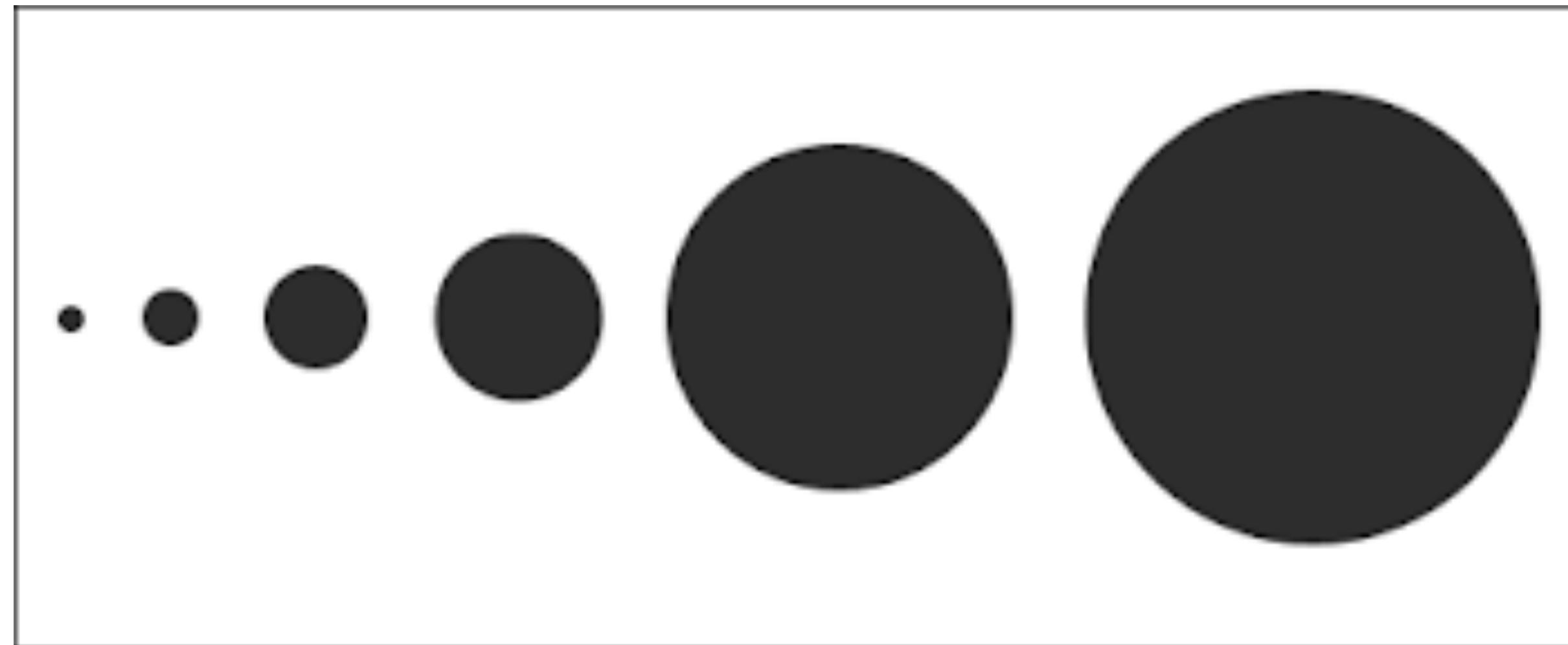
GESTALT PRINCIPLES

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



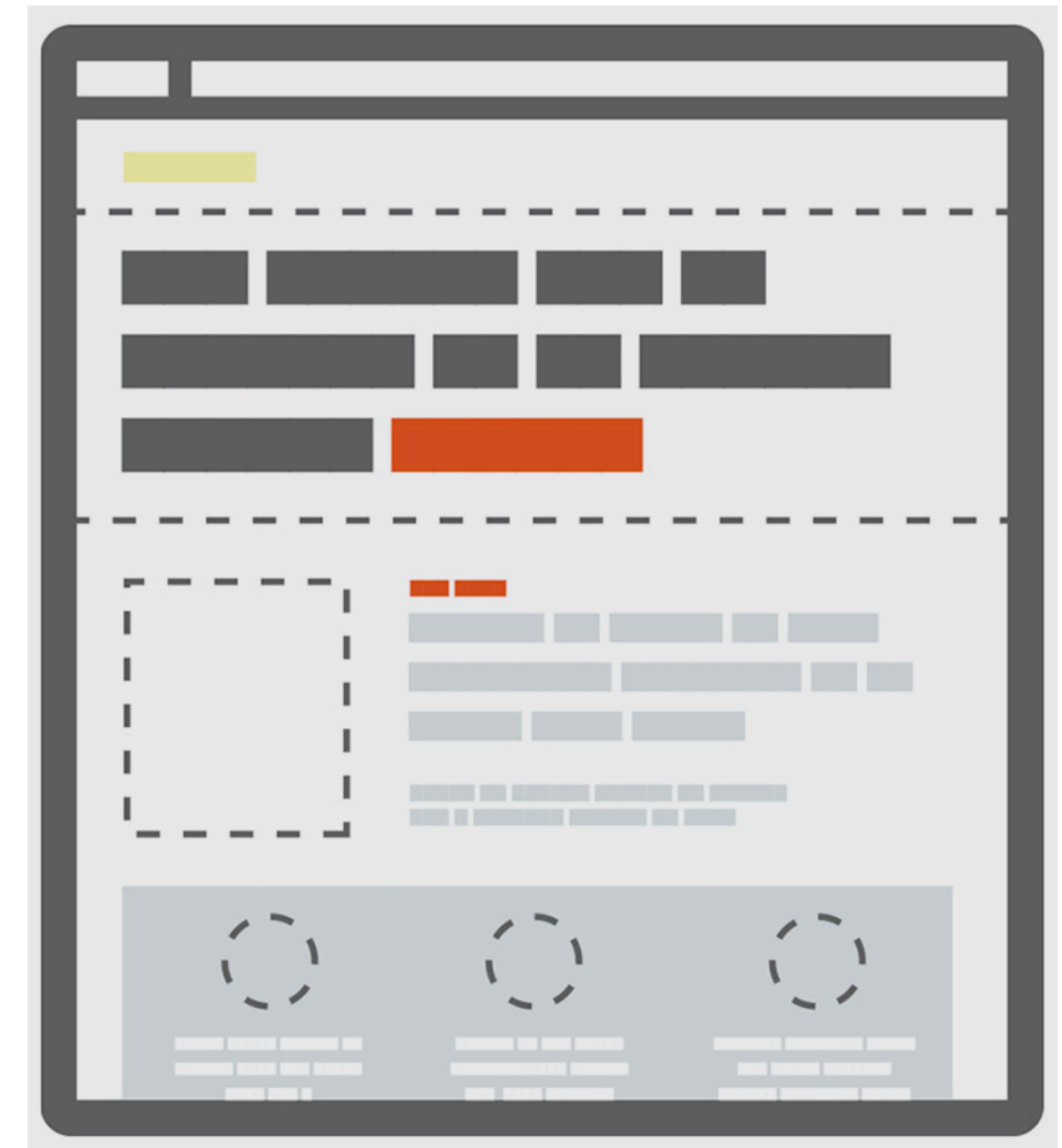
Scale

- Scale describes the relative sizes of the elements
- *Scale* can help in emphasising information and create a sense of depth



Hierarchy

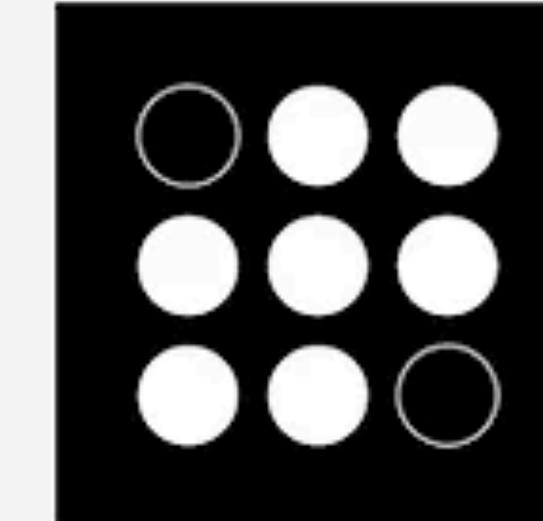
- Visual Hierarchy refers to the information architecture that guides the eye through the page elements in the order of their importance



Balance

- Balance adds proportionality to the designs
- Balance can be symmetrical, asymmetrical, or radial, or more depending on the message you want to convey.

Balance



Symmetrical
Balance



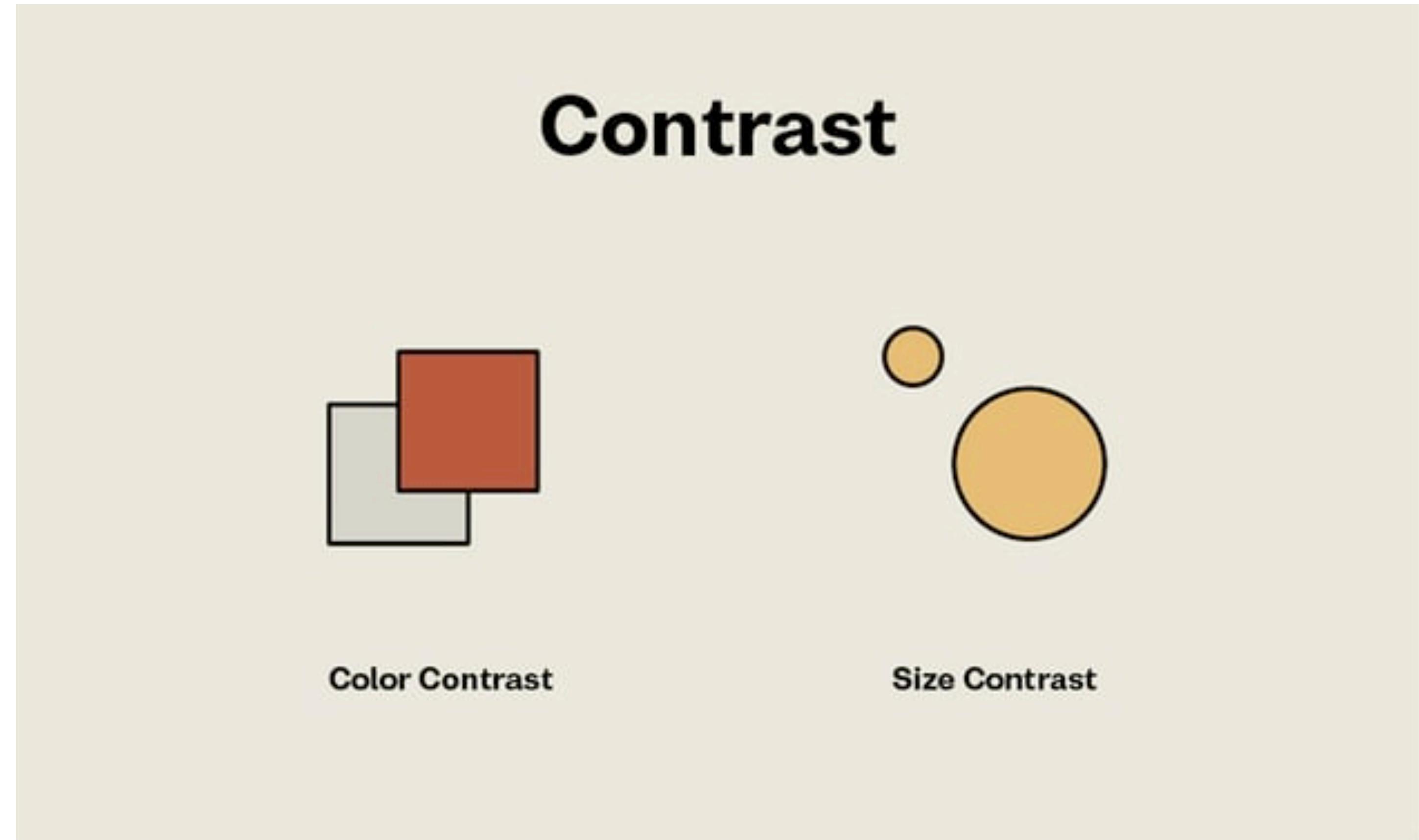
Asymmetrical
Balance

Contrast

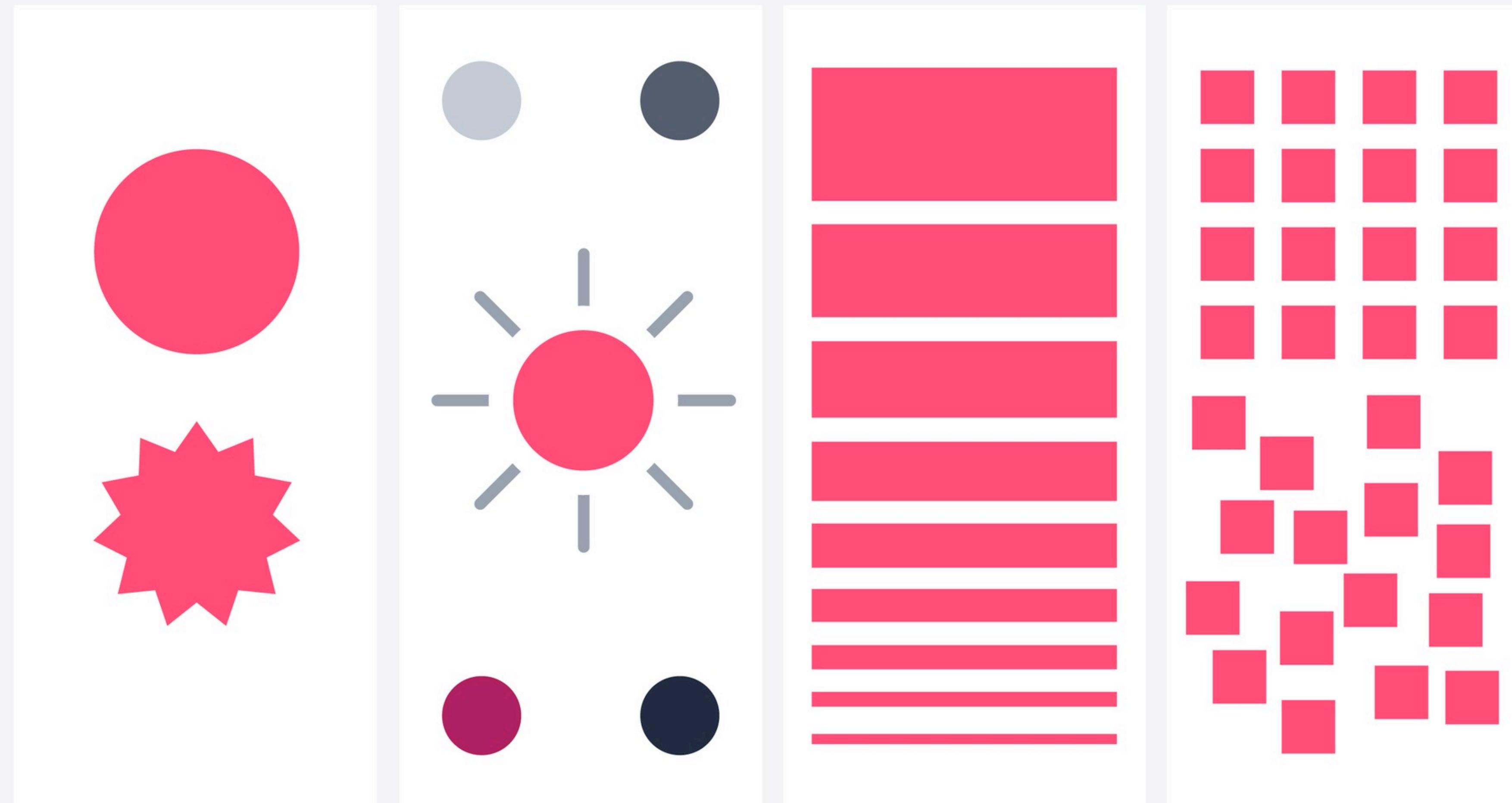
- Contrast is the relationship between two or more design elements
- Key types of contrast
 - Colour
 - Size
 - Type
 - Space

Contrast

- **Colour Contrast** is the difference between foreground and background of the elements.
- **Size Contrast** adds emphasis and relations to the elements.



Contrast



Contrast
in shape

Contrast
in color

Contrast
in scale

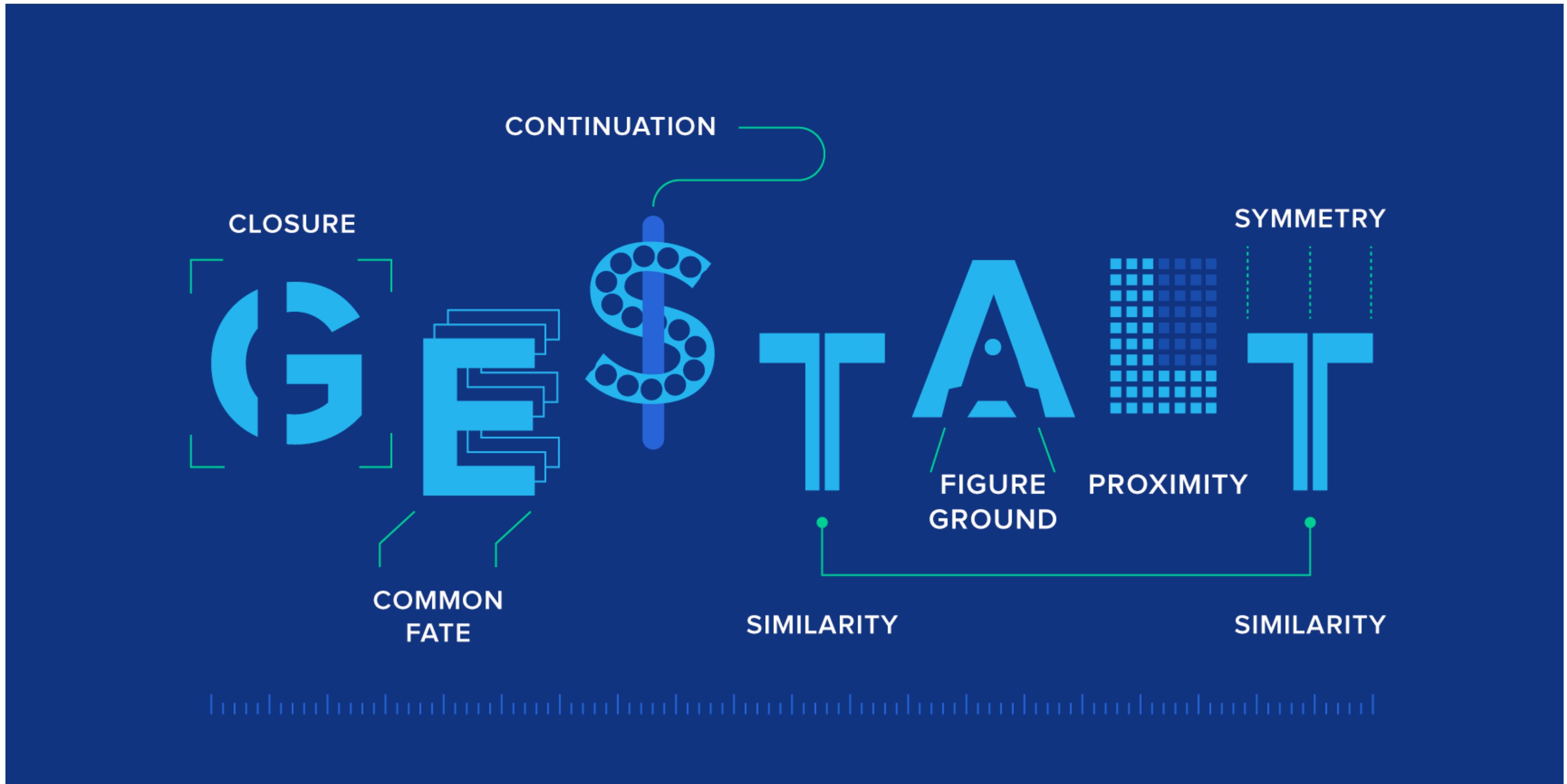
Contrast
in layout

Gestalt Principles of Visual Perception

Or Gestalt Laws

- Developed by psychologists that formalised laws of perceptual organisation
- Describes how we interpret complex visual information
- Used in design to improve readability and usability

Gestalt Principles of Visual Perception



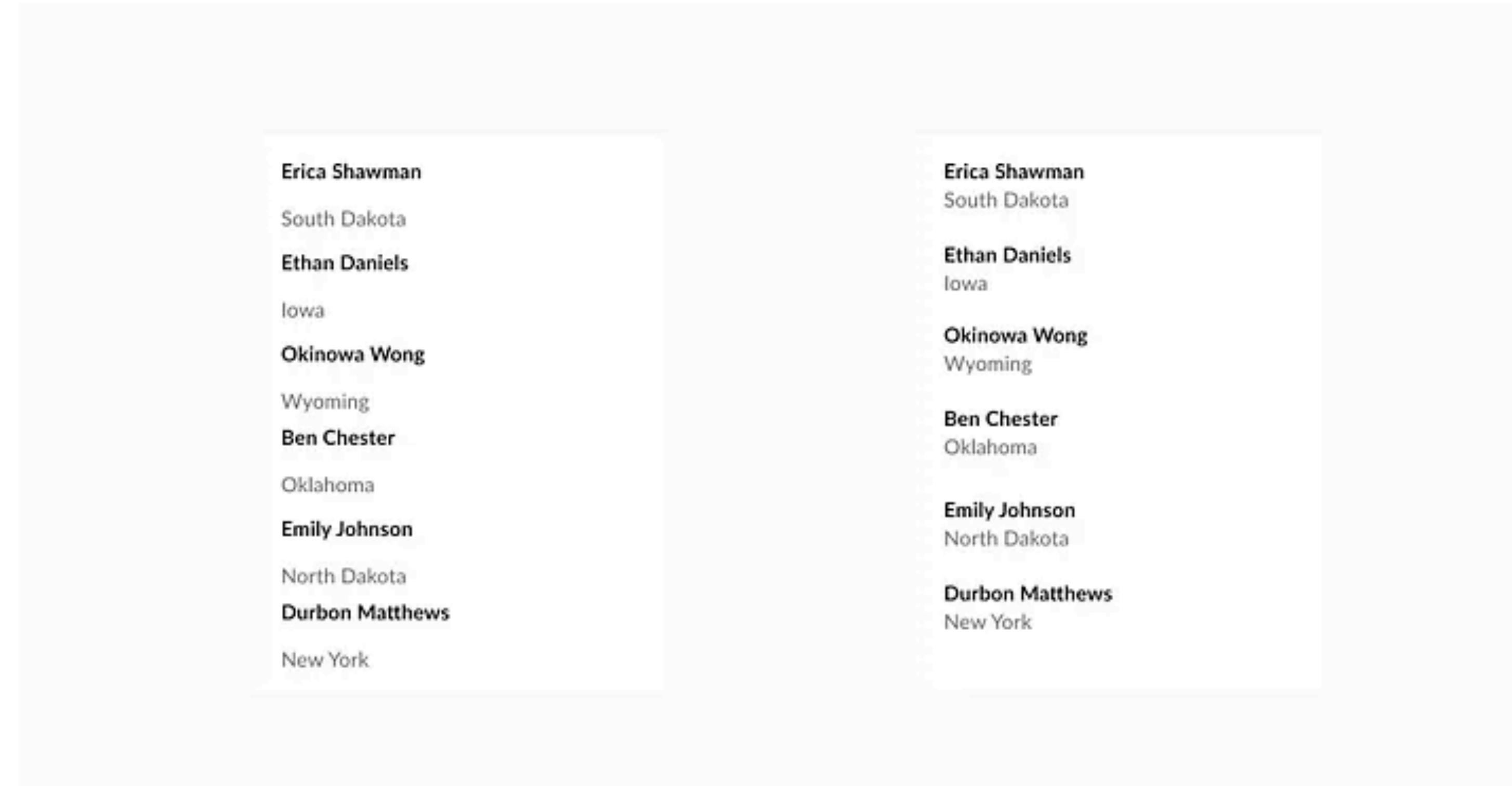
Principles for **GOOD** design



Proximity

Gestalt Laws

- Things that are closer together seem more related than things that are spaced further apart



Similarity

Gestalt Laws

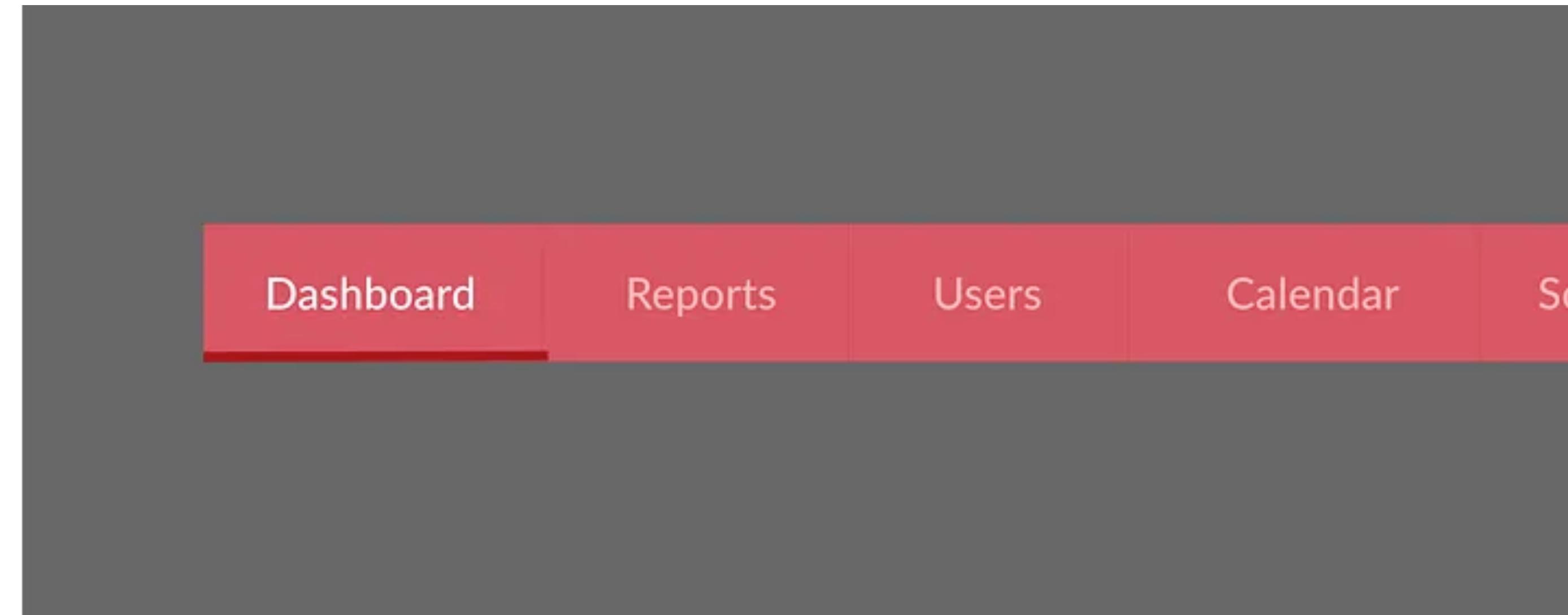
- Elements with similar characteristics such as shape, colour or size are perceived to be of the same group



Continuity

Gestalt Laws

- Visual perception tends to follow smooth and continuous lines and patterns
- Helps in creating effective layouts



Closure

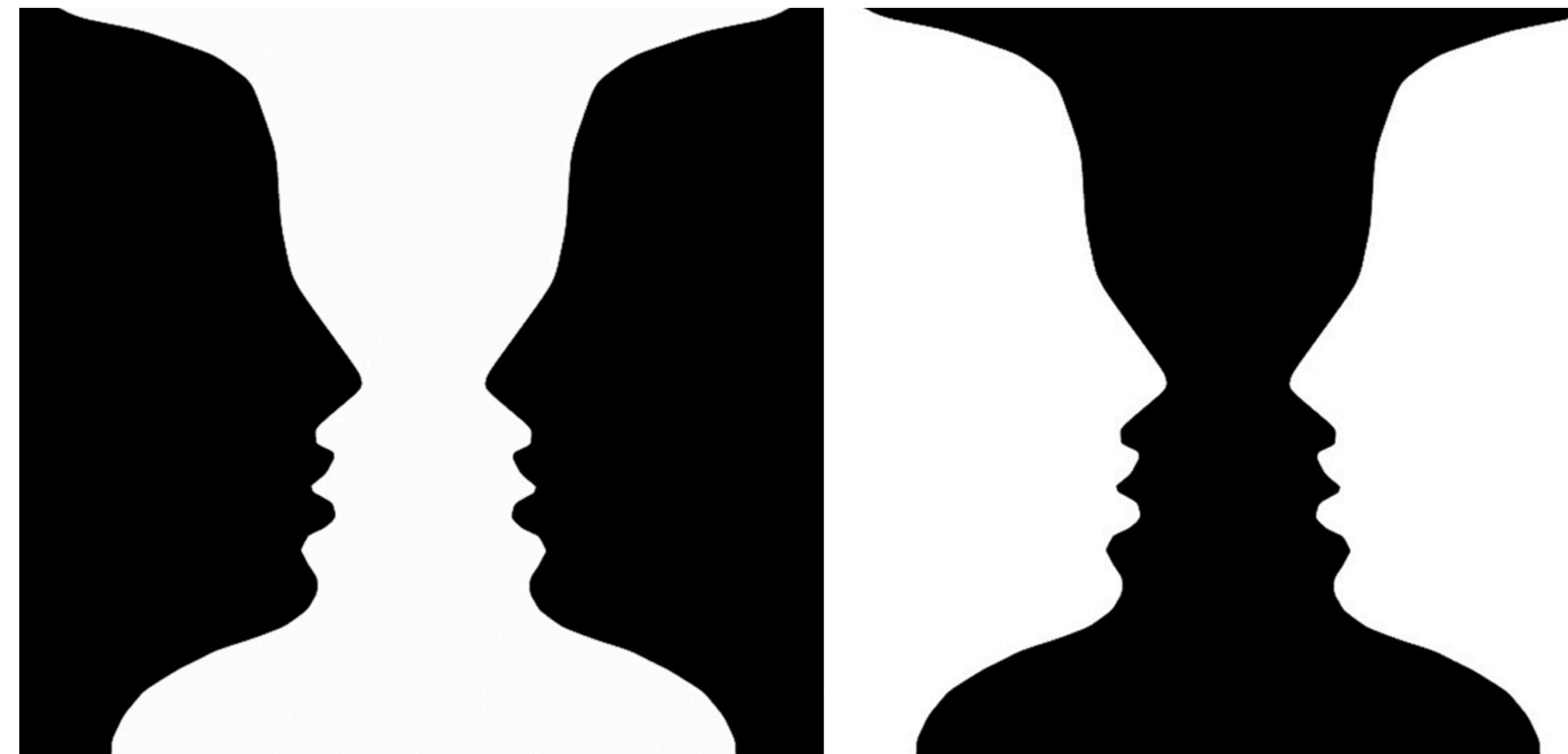
Gestalt Laws

- The tendency of our brain to complete unfinished structures or patterns is called closure.



Figure/Ground Gestalt Laws

- The figure-ground concept concerns how our brains discern objects from their surroundings.



Symmetry and Order

Gestalt Laws

- Symmetry conveys a sense of balance and harmony
- Order also brings structure into the design

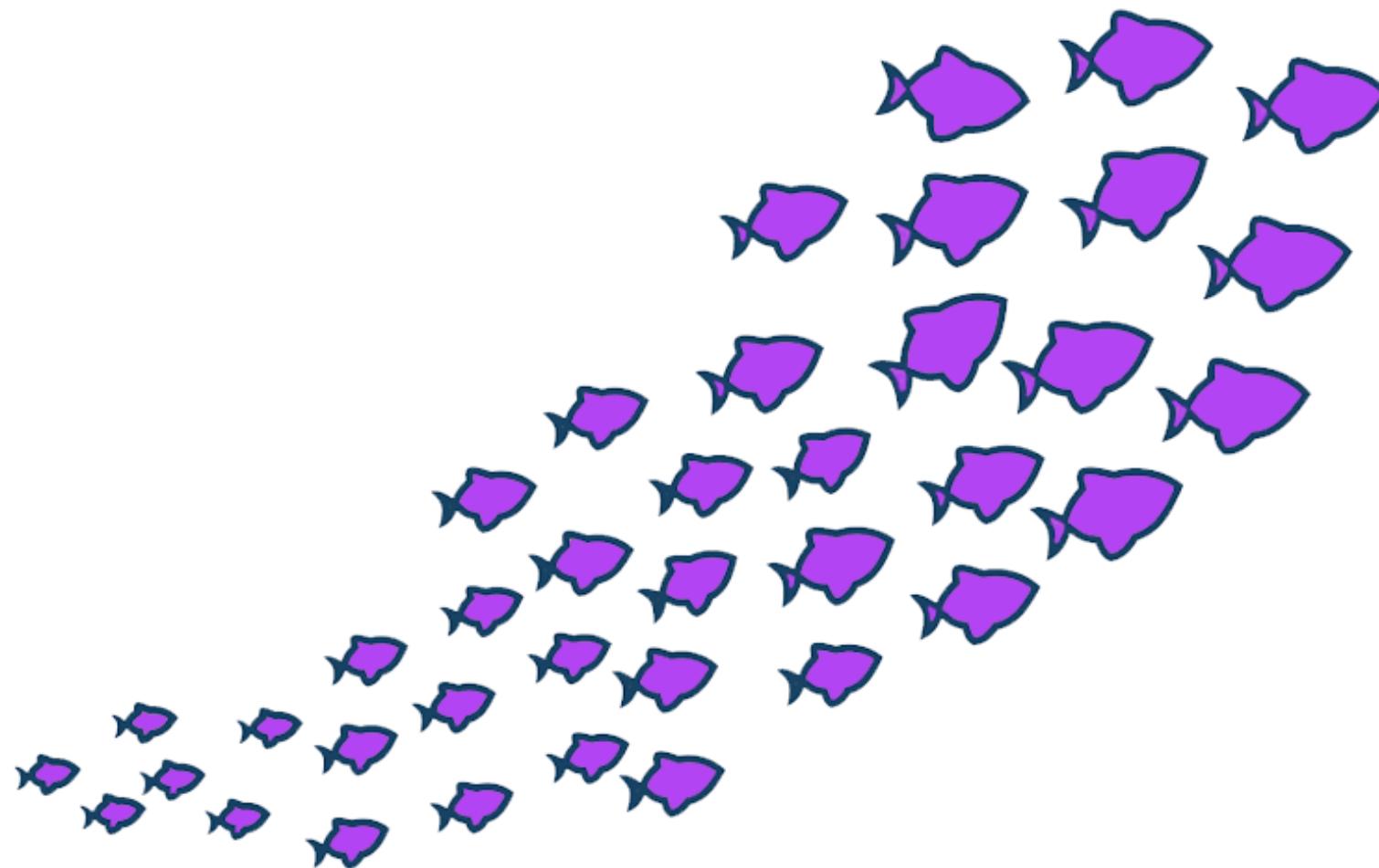


Image source:<https://picsart.com/blog/post/gestalt-principles-for-design>

Common Fate

Gestalt Laws

- States that any objects that coordinate movement similarly are perceived to be more related.



Lab Exercise 1

- Using Figma
 - Create wireframes for your project
 - This should include your layouts and navigation for all the pages
 - Develop the wireframes into Visual Designs
 - This should include the brand colours, typography and style guides

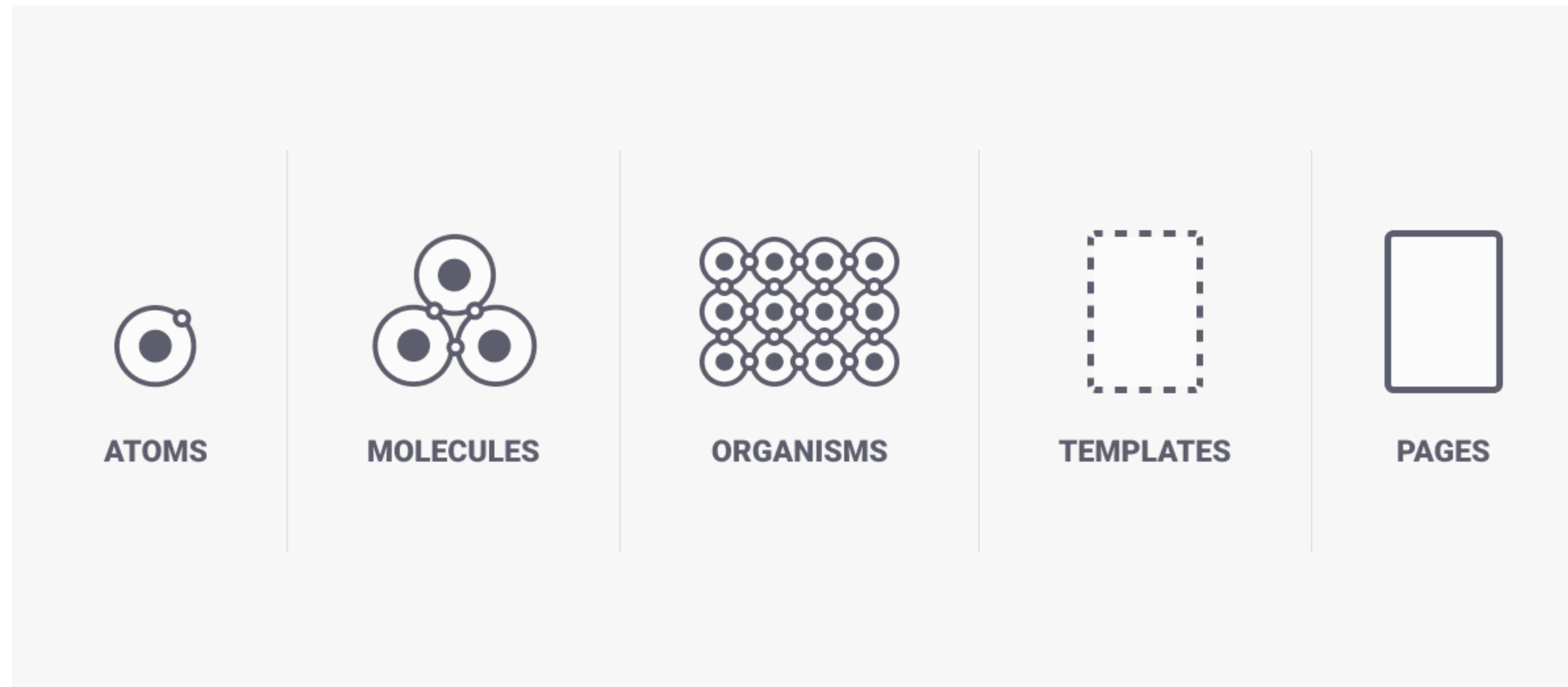
Design Systems

Design Systems

- Design Systems are a collection of reusable components, guided by clear standards
- Creates a unified language for the interfaces
- A design system also helps in creating a strong visual brand and identity
- Makes design and development easier

Atomic Design

- Atomic Design is a methodology created by Brad Frost for thinking and designing user interfaces
- It forms the foundation for modern interface design



Design Systems

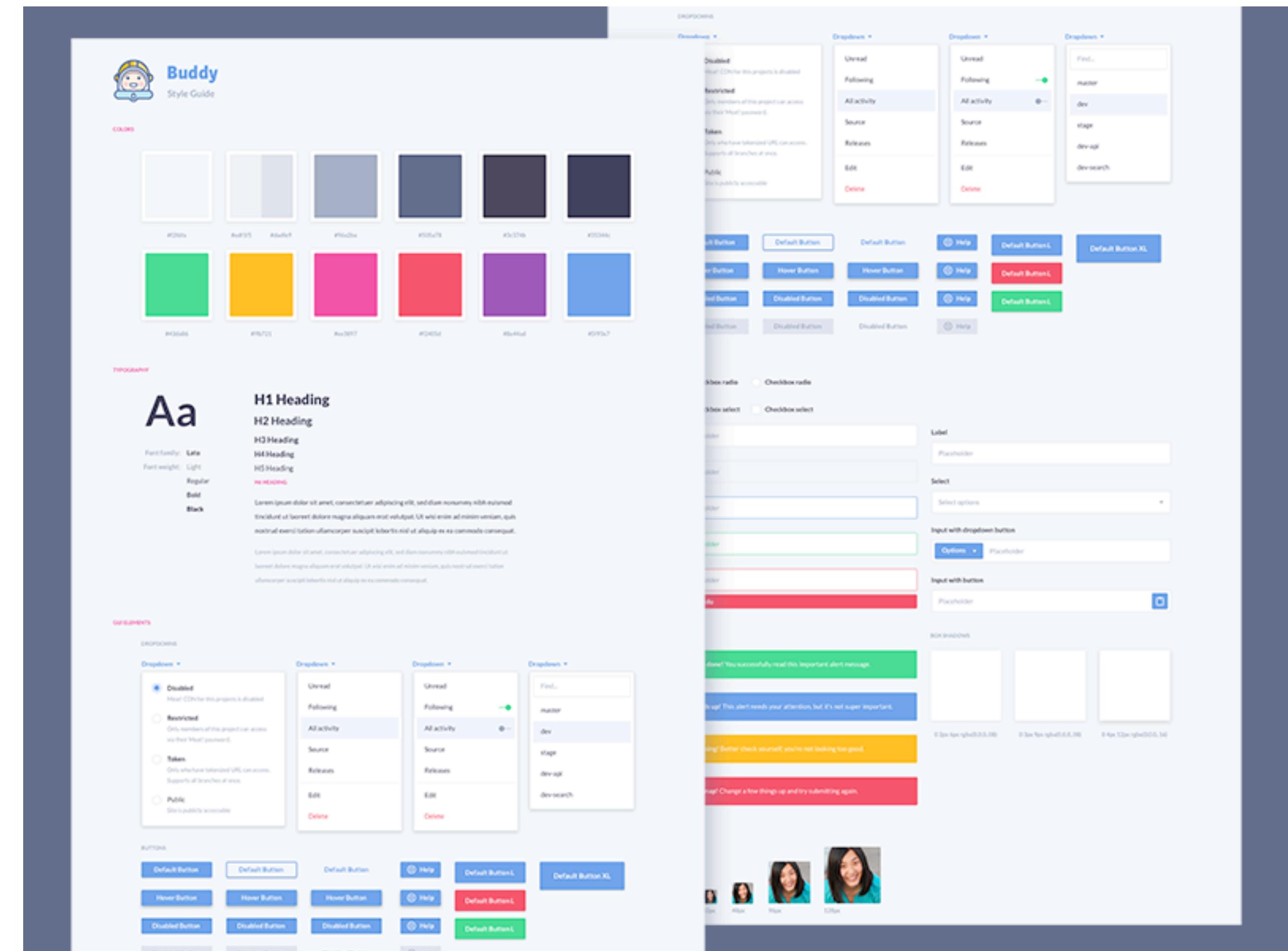
Key Elements

- Style Guide
- Component Library
- Patterns

Design Systems

Style Guide

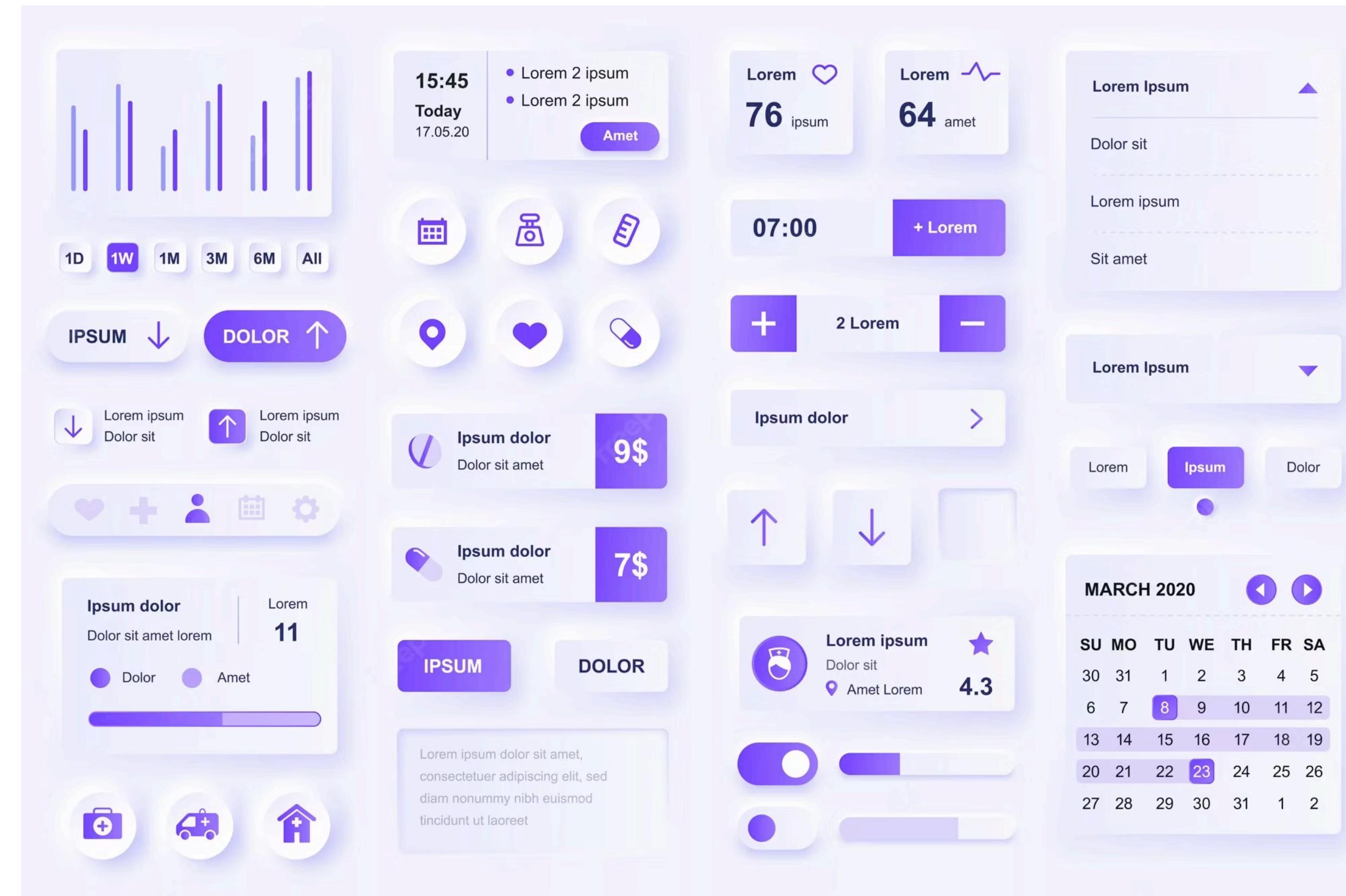
- Style Guides is a set of standards for implementing designs
- They contain information for visual hierarchies, typography styles including font families and sizing, colour positioning



Design Systems

Component Library

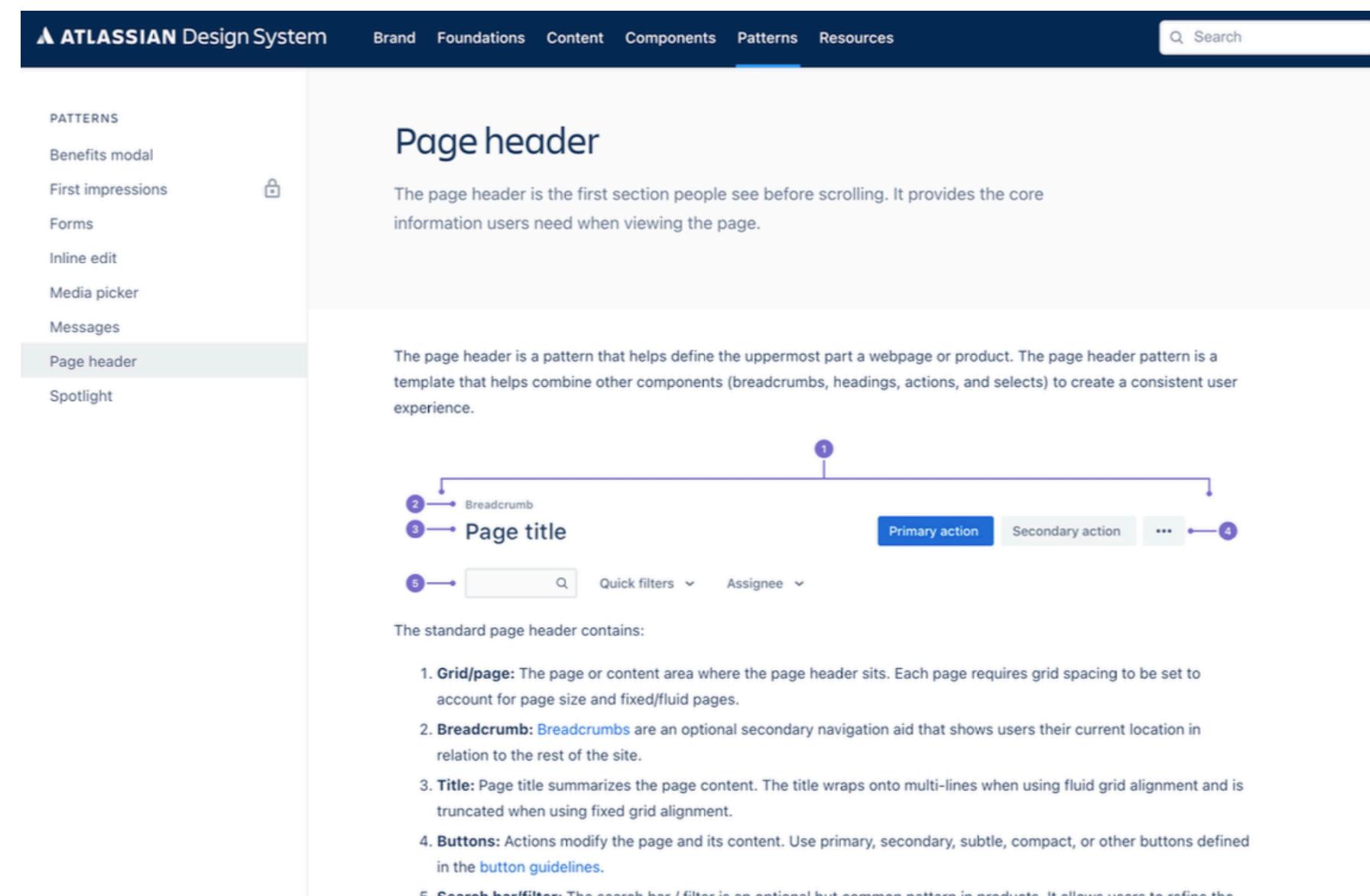
Component Library is collection of reusable components for creating consistent interfaces, built on top of the brand's style guide



Design Systems

Patterns

Pattern Libraries define a set of standards for how information should be presented on the screen for a consistent visual experience



The screenshot shows the Atlassian Design System interface. The top navigation bar includes links for Brand, Foundations, Content, Components, Patterns (which is underlined), and Resources, along with a search bar. On the left, a sidebar lists various pattern categories: Benefits modal, First impressions, Forms, Inline edit, Media picker, Messages, Page header (which is selected and highlighted in grey), and Spotlight. The main content area is titled "Page header". It contains a brief description: "The page header is the first section people see before scrolling. It provides the core information users need when viewing the page." Below this is a detailed description: "The page header is a pattern that helps define the uppermost part a webpage or product. The page header pattern is a template that helps combine other components (breadcrumbs, headings, actions, and selects) to create a consistent user experience." A diagram illustrates the standard page header structure with numbered callouts: 1 points to the Grid/page, 2 points to the Breadcrumb, 3 points to the Page title, 4 points to the Primary action button, 5 points to the Search bar/filter, and 6 points to the Secondary action button. The bottom of the page lists five numbered items corresponding to these components.

Page header

The page header is the first section people see before scrolling. It provides the core information users need when viewing the page.

The page header is a pattern that helps define the uppermost part a webpage or product. The page header pattern is a template that helps combine other components (breadcrumbs, headings, actions, and selects) to create a consistent user experience.

1
2 Breadcrumb
3 Page title
4 Primary action Secondary action ...
5
6 Quick filters Assignee

The standard page header contains:

1. **Grid/page:** The page or content area where the page header sits. Each page requires grid spacing to be set to account for page size and fixed/fluid pages.
2. **Breadcrumb:** **Breadcrumbs** are an optional secondary navigation aid that shows users their current location in relation to the rest of the site.
3. **Title:** Page title summarizes the page content. The title wraps onto multi-lines when using fluid grid alignment and is truncated when using fixed grid alignment.
4. **Buttons:** Actions modify the page and its content. Use primary, secondary, subtle, compact, or other buttons defined in the [button guidelines](#).
5. **Search bar/filter:** The search bar / filter is an optional but common pattern in products. It allows users to refine the

Design Systems

- Apple Human Interface Guidelines
- Google's Material Design
- Microsoft Fluent Design System
- IBM Carbon Design System
- Adobe Spectrum



Designing with React Component Libraries

React Component Libraries

- Component Libraries in ReactJS and other JS-based front-end frameworks offer functional UI components for use
- Focus on accessibility
- Provides support for theming and styling

Popular Component Libraries

- Material UI (MUI)
- Chakra UI
- shadcn/ui
- React Aria by Adobe

Lab Exercise 2

1. Research the 4 component libraries mentioned to pick the library that fits your project
2. Follow the documentation to install and use the library on your project

Additional:

3. Modify the styling using your colour palettes and typography
4. Can you create a Light / Dark mode context using the Library?