

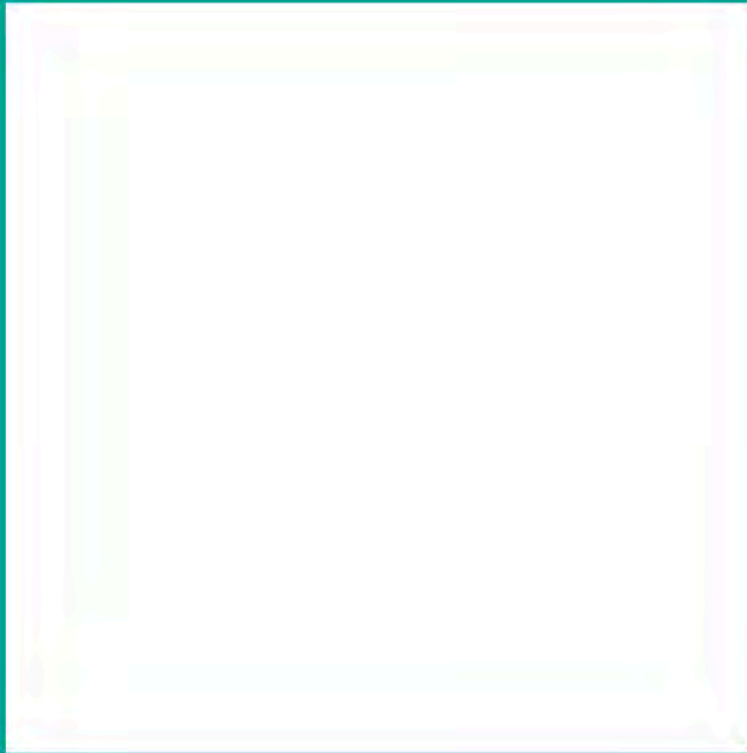
This is Material Design



Material is the metaphor

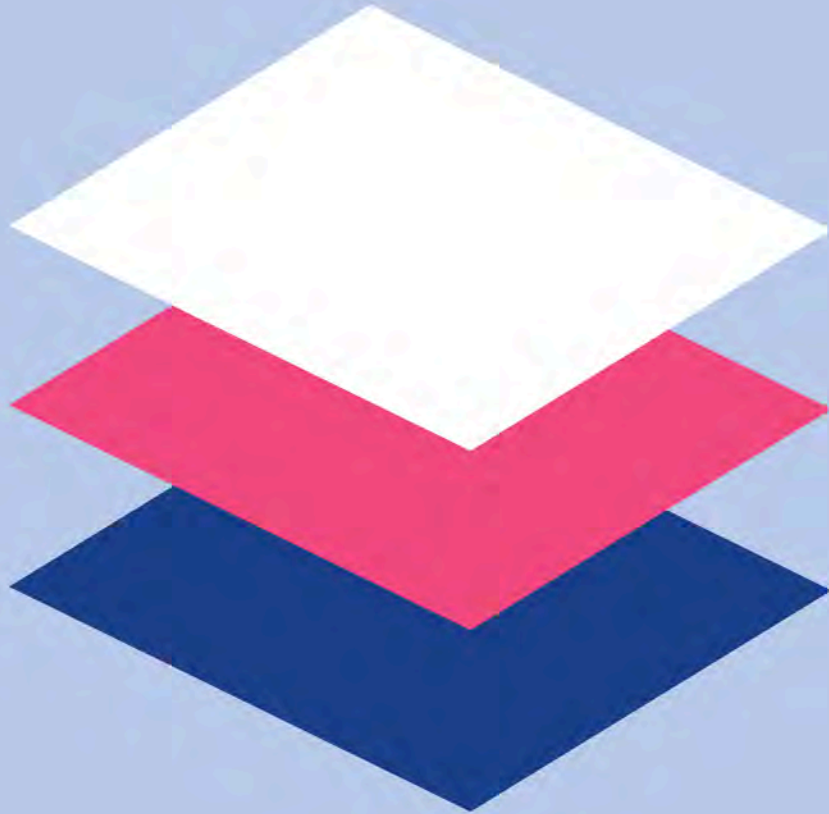
A material metaphor is the unifying theory of a rationalized space and a system of motion. Our material is grounded in tactile reality, inspired by our study of paper and ink, yet open to imagination and magic.

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Surfaces are intuitive
and natural

Surfaces and edges provide visual cues that are grounded in our experience of reality. The use of familiar tactile attributes speaks to primal parts of our brains and helps us quickly understand affordances.



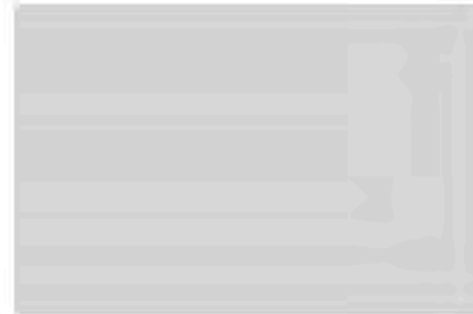
Dimensionality affords interaction

The fundamentals of light, surface, and movement are key to conveying how objects interact. Realistic lighting shows seams, divides space, and indicates moving parts.



One adaptive design

A single underlying design system organizes interactions and space. Each device reflects a different view of the same underlying system. Each view is tailored to the size and interaction appropriate for that device. Colors, iconography, hierarchy, and spatial relationships remain constant.



Content is bold, graphic,
and intentional

Bold design creates hierarchy,
meaning, and focus. Deliberate
color choices, edge-to-edge
imagery, large-scale typography,
and intentional white space
create immersion and clarity.

Bc

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Color, surface, and iconography emphasize actions

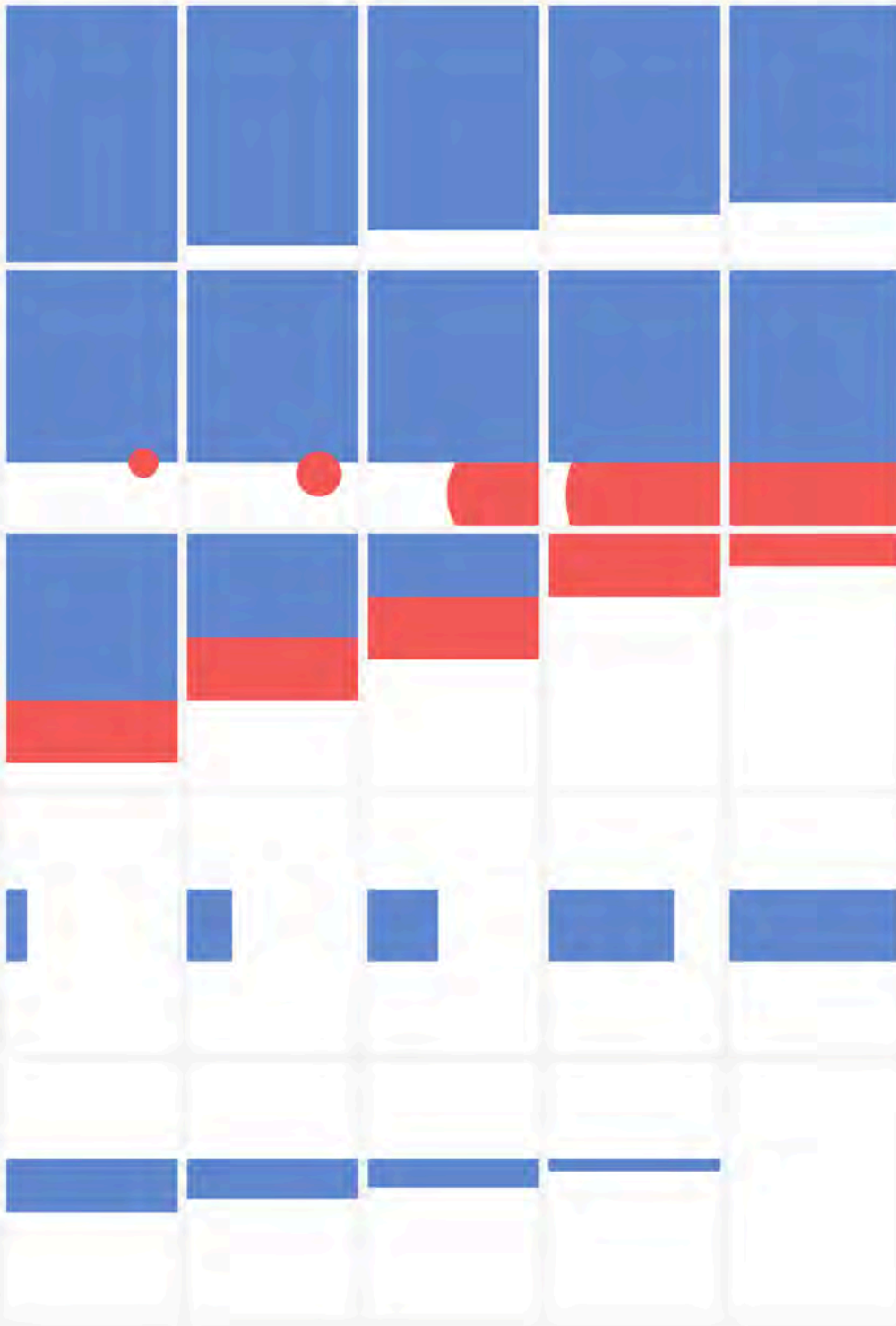
User action is the essence of experience design. The primary actions are inflection points that transform the whole design. Their emphasis makes core functionality immediately apparent and provides waypoints for the user.



Users initiate change

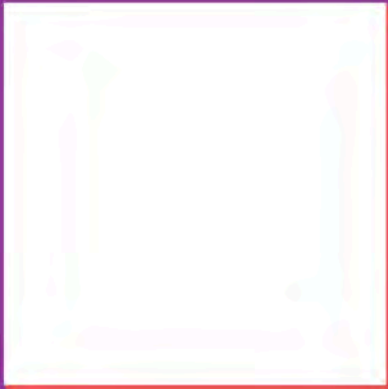
Changes in the interface derive their energy from user actions. Motion that cascades from touch respects and reinforces the user as the prime mover.

7




Animation is choreographed
on a shared stage

All action takes place in a
single environment. Objects
are presented to the user
without breaking the continuity
of experience even as they
transform and reorganize,



Motion provides meaning

Motion is meaningful and appropriate, serving to focus attention and maintain continuity. Feedback is subtle yet clear. Transitions are efficient yet coherent.



Design is the art of considered creation. Our goal is to satisfy the diverse spectrum of human needs. As those needs evolve, so too must our designs, practices, and philosophies.

We challenged ourselves to create a visual language for our users that synthesizes the classic principles of good design with the innovation and possibility of technology and science.

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