

Applied Design Tools & Interfaces

Layout Design Basics - Rules to Consider

Page Layout

Hicks Law

Deals with reaction time.

“ The time it takes to **make**
a decision **increases**
as the *number of options*
increase...”

More *options*, **longer** reaction time.

Few *options*, **quicker** reaction time.



Applied Design Tools & Interfaces

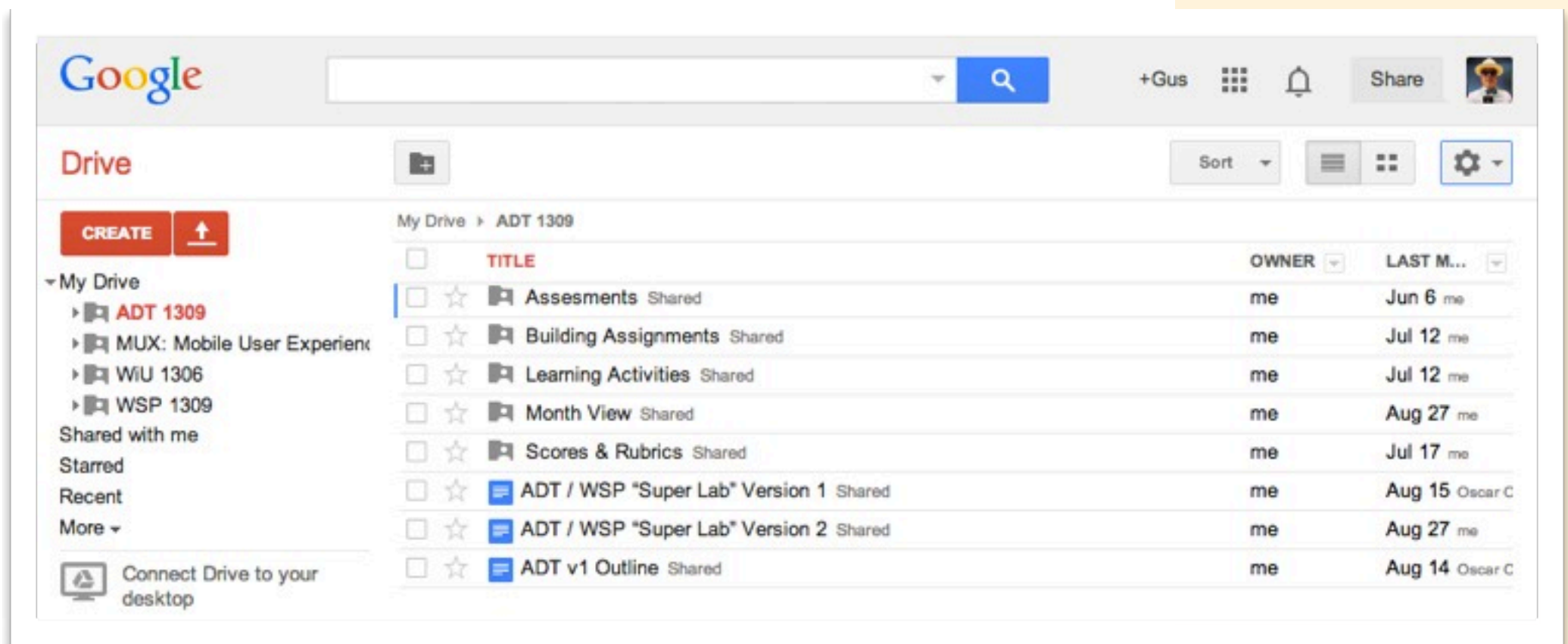
Page Layout

Ockhams Razor

Deals with the relationship between simplicity & a designs effectiveness.

Given a choice between

functionally equivalent designs, the **simplest** to use design should be selected...



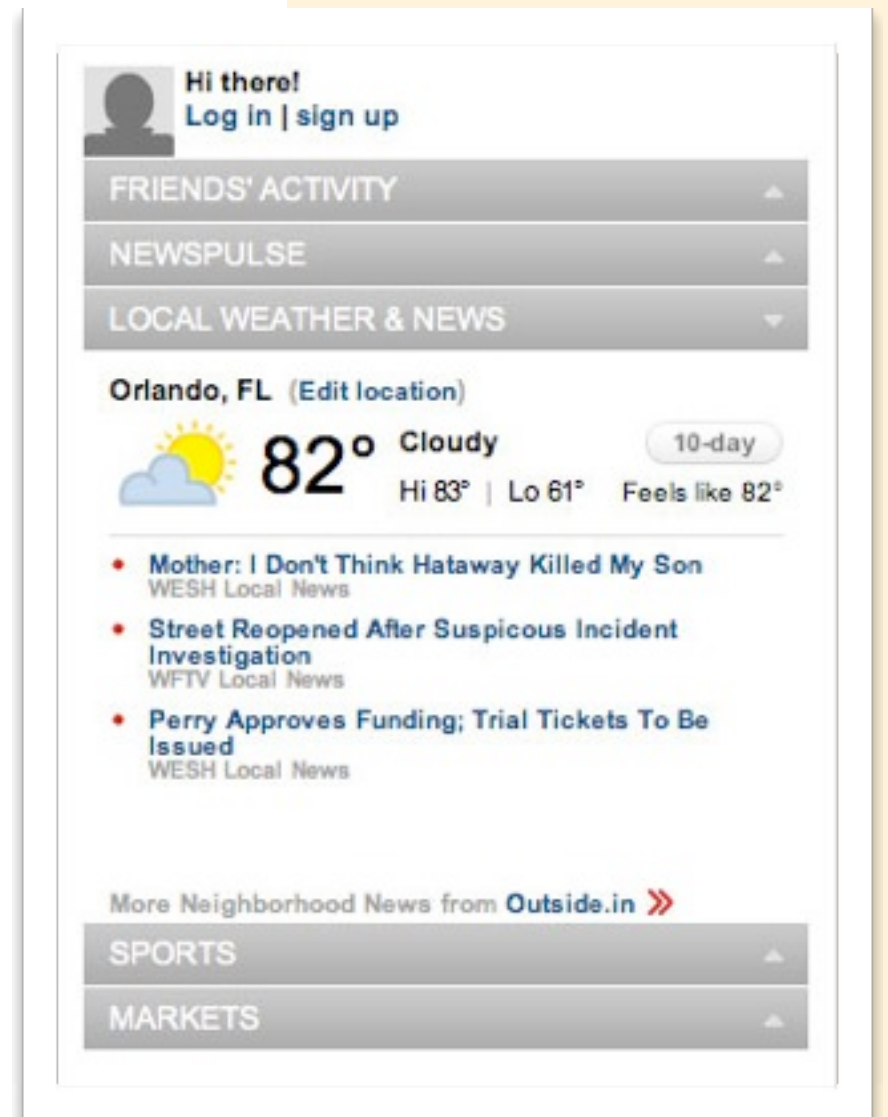
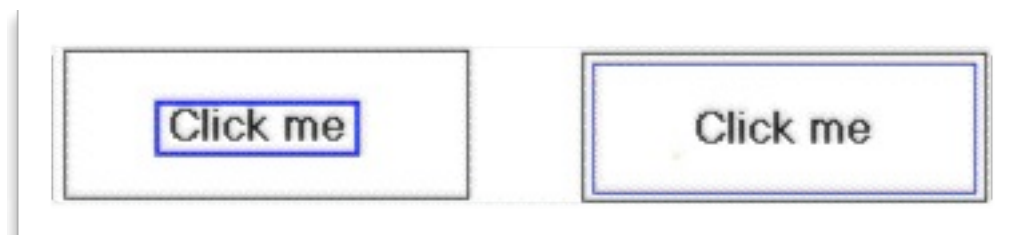
Page Layout

Fitts Law

Deals with the target area of interactive components.

“ Used to **model the time**, it takes to use a mouse *to click objects* on the screen...”

Applied by designers to suggest moving buttons closer or making the target areas larger; especially for commonly used buttons.



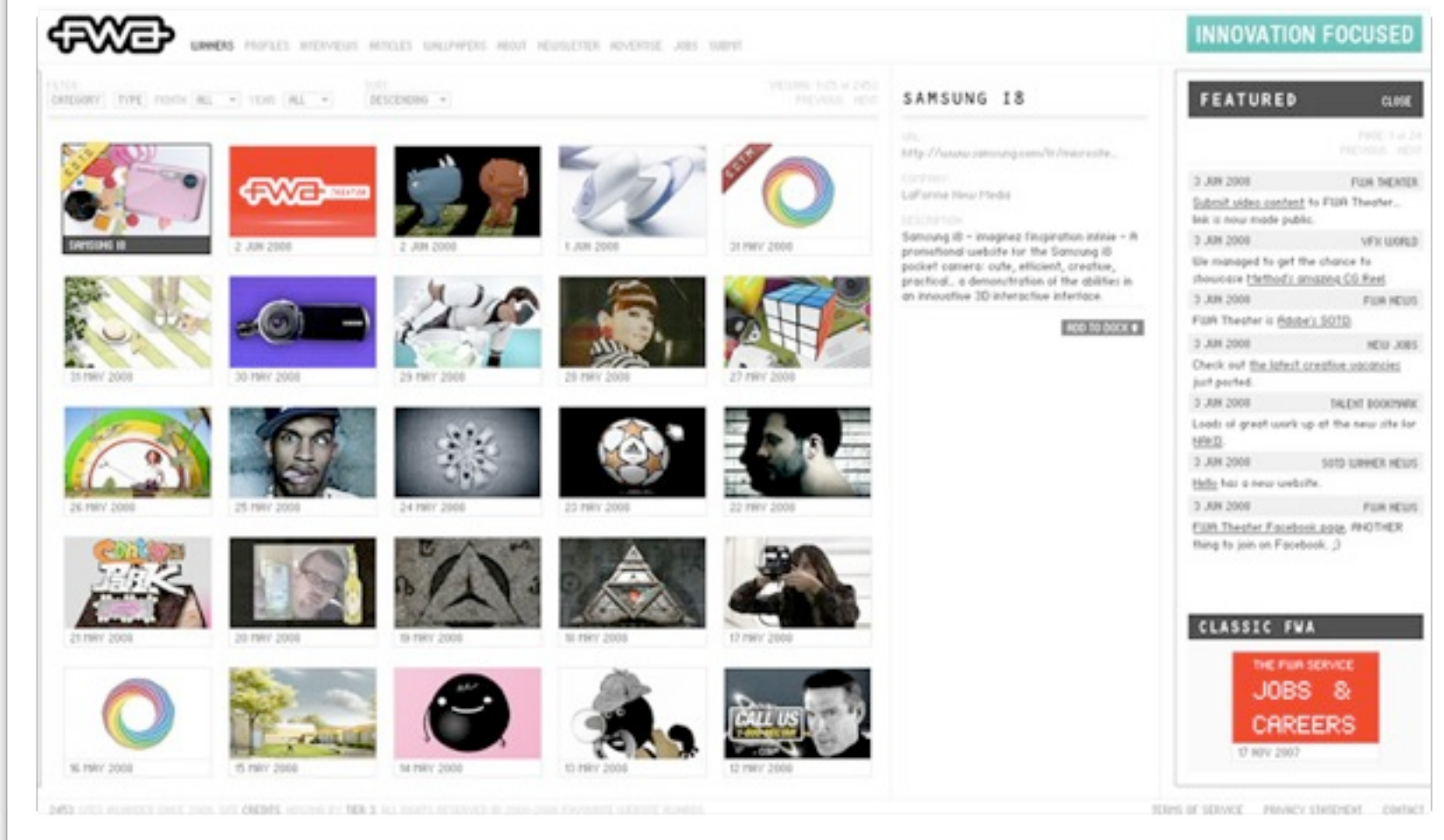
Page Layout

VanRestorff Effect

Deals with the recall of noticeable changes.

“ A phenomenon in **memory**, in which noticeably different things

are more likely to be recalled than **common** things...”



Page Layout

Desktop vs Mobile

Challenges of Mobile Design...

1. *Tiny Screen Size.*
 - ▶ Strip the design down to its essence.
2. *Variable Screen Widths.*
 - ▶ Develop designs for different resolutions.
3. *Touch Screens.*
 - ▶ Make controls large enough to touch.
 - ▶ Give plenty of space between controls.
4. *Difficulty of Typing*
 - ▶ Design interactions to limit typing.
5. *Physical Environments*
 - ▶ Keep environmental factors in mind.



Page Layout

Grid Systems

How the 960 Grid just made our lives easier...

