Full Sail University

Applied Design Tools & Interfaces

Layout Design Basics - Visual Flow / Grouping & Alignment

Page Layout

Visual Flow

What should I look at next?

"...based on the **principle** of *movement*...."

A good **Visual Flow** reinforces *Safe Exploration*.
  ▸ Provides a sense of guidance

Use *Focal Points* as **Emphasis**
  ▸ Spots your eye cannot resist going to.

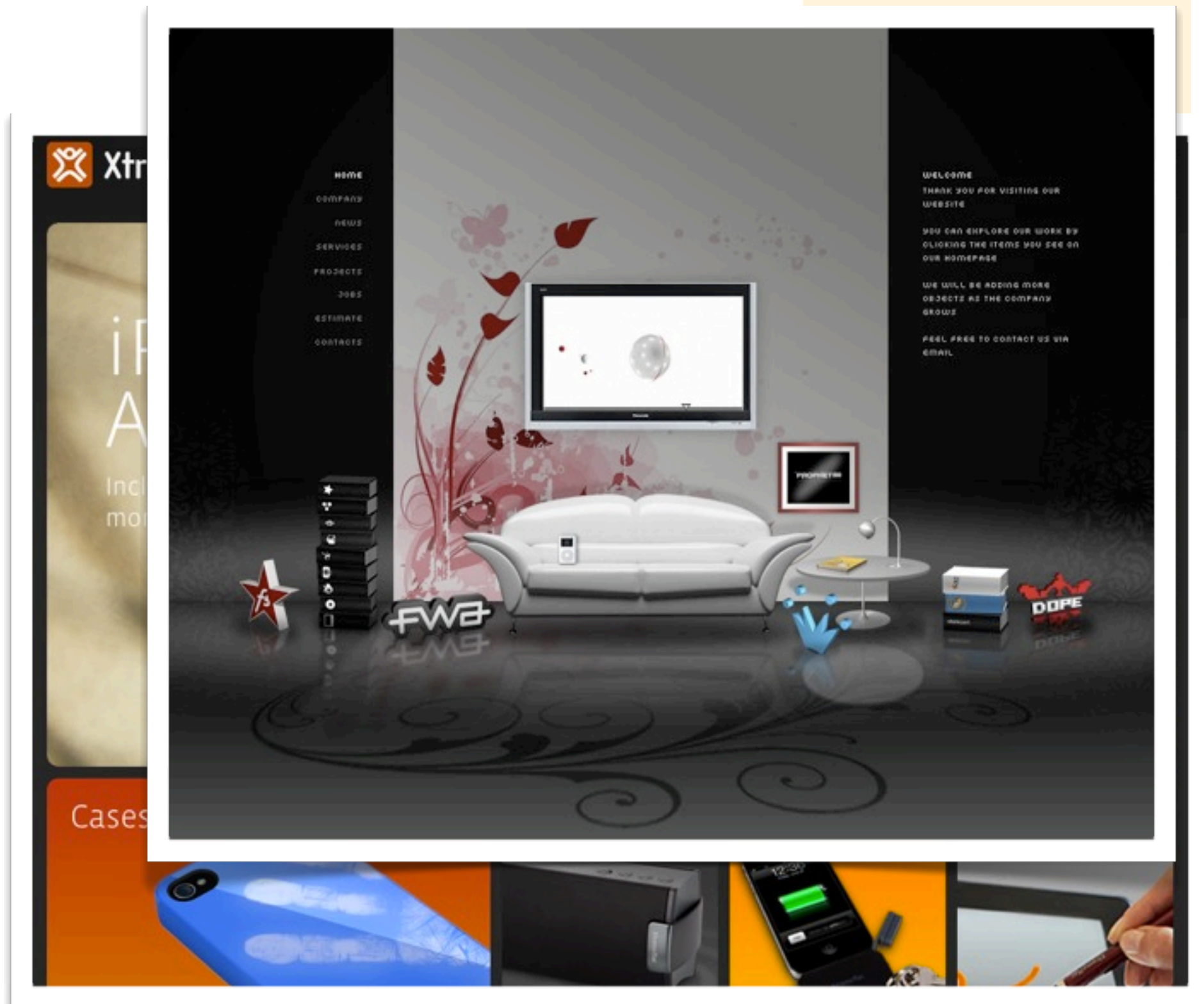✳ Use focal points sparingly, too many will create distractions.

Page Layout

Visual Flow

What should I look at next?

Page Layout

Grouping & Alignment

How Gestalt plays into all this

What is *Gestalt*?

- Addresses how humans interpret a whole as opposed to its individual parts.
- Humans tend to crave visual order, take advantage of this!

Grouping & Alignment mechanisms
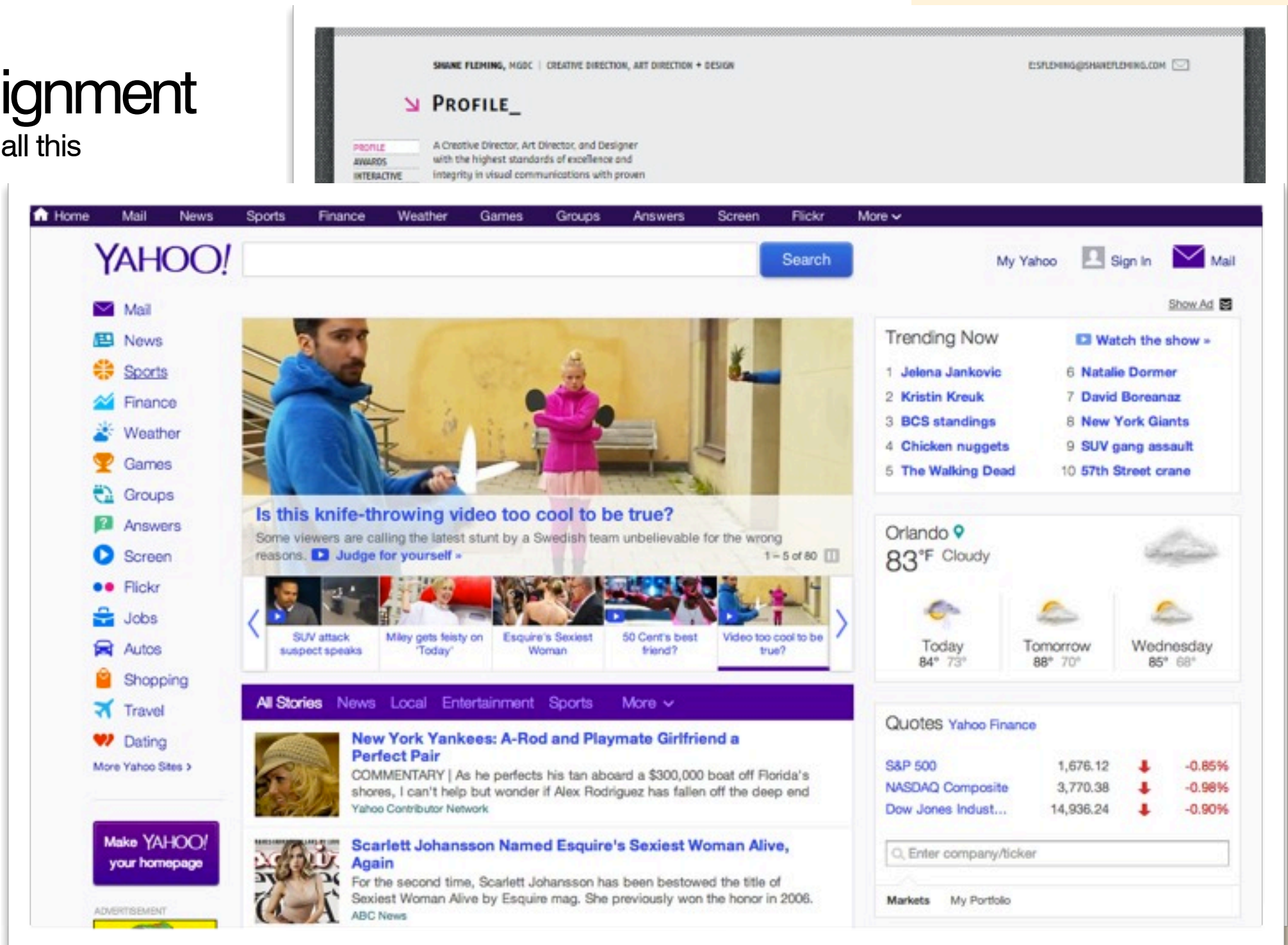
- Proximity
- Similarity
- Continuity
- Closure

Page Layout

Grouping & Alignment

How Gestalt plays into all this

- Proximity
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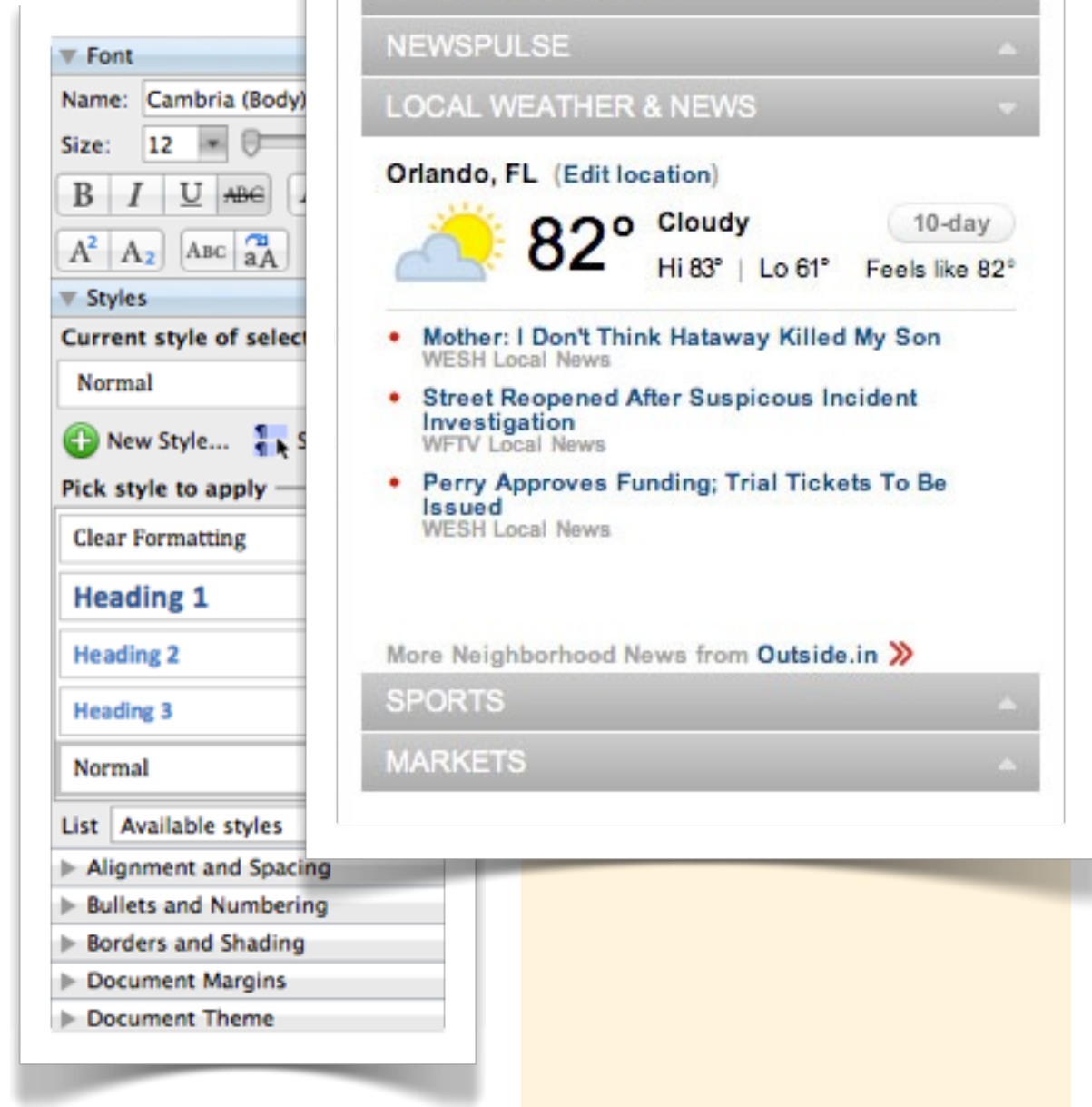- Closure

Page Layout

Dynamic Displays

What are they?

Mechanisms used to accommodate varying degrees of content.

- Used to display content in small areas.
- Can help with text heavy displays.

Examples
- Scroll bar (most common)
- Collapsable Panels,
- Accordions,
- Movable Panels
- Module Tabs (Card Stacks)

Design Patterns to know

Get yourself acquainted
These will come in handy...

Desktop Design Patterns

- Visual Framework
- Center Stage
- Titled Sections
- Module Tabs
- Accordions
- Collapsable Panels
- Responsive Disclosure
- Responsive Enabling
- Diagonal Balance

Mobile Design Patterns

- Vertical Stack
- Film Strip
- Touch Tools
- Bottom Navigation
- Thumbnail & Text List
- Infinite List
- Generous Borders
- Loading Indicators
- Streamlined Branding

Patterns for Effective Interaction Design

Designing Interfaces

O'REILLY®

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