

Applied Design Tools & Interfaces

Aesthetics & Understanding

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How easy is it to understand?

Cognition is the process of knowing.

Cognitive Science studies have shown the aesthetic properties of an object play a vital role in understanding usage.

- ▶ communicates function & meaning.



Perceived Affordances: cues that communicate how a user can and should interact with an object.

Always consider how the brain interprets the meaning of color, shadow and shading.

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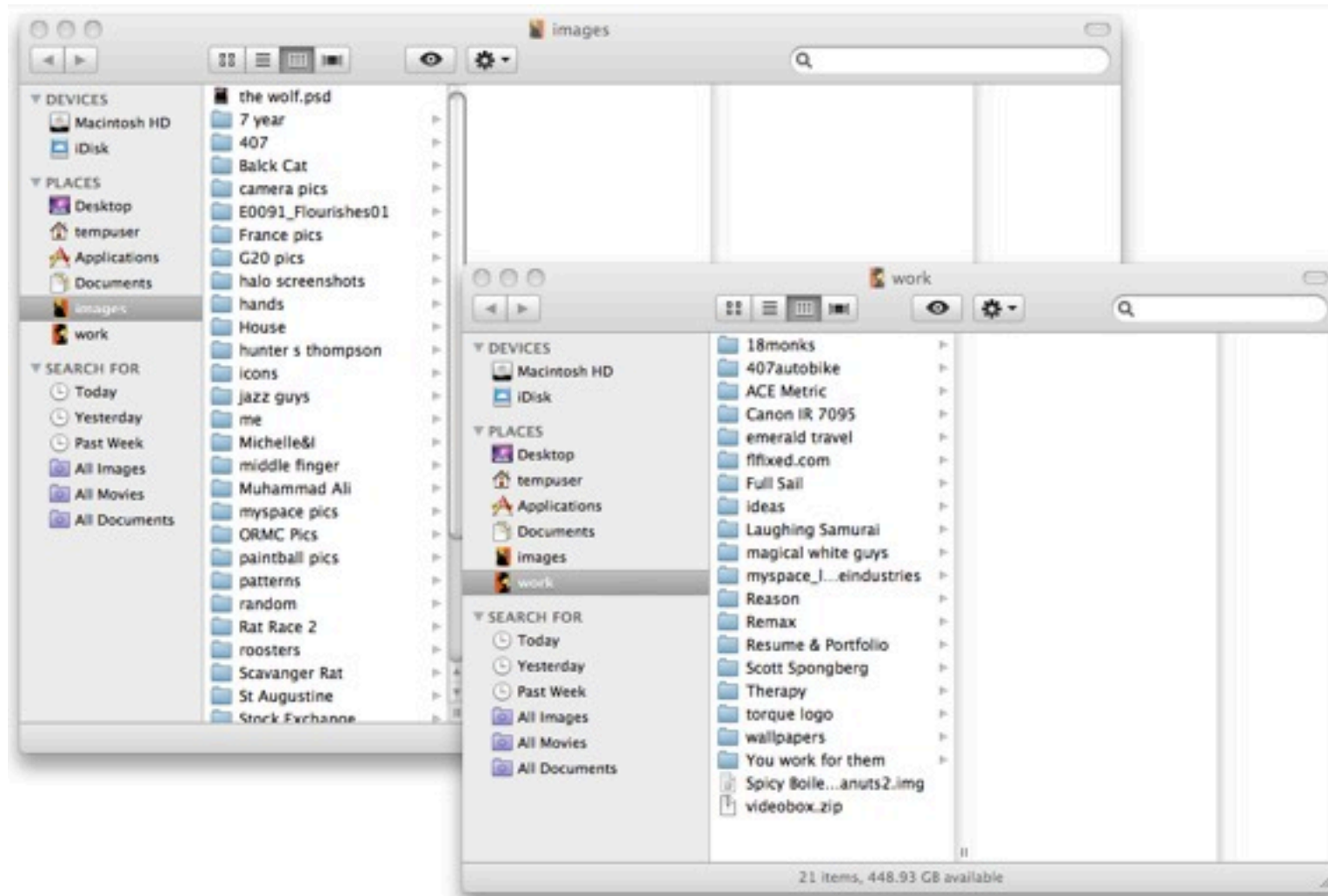
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How easy is it to understand?

Cognition is the process of knowing.

We infer meaning and relationships from visual cues evident in the UI.

- ▶ Size, overlap and shadow all communicate valuable information.



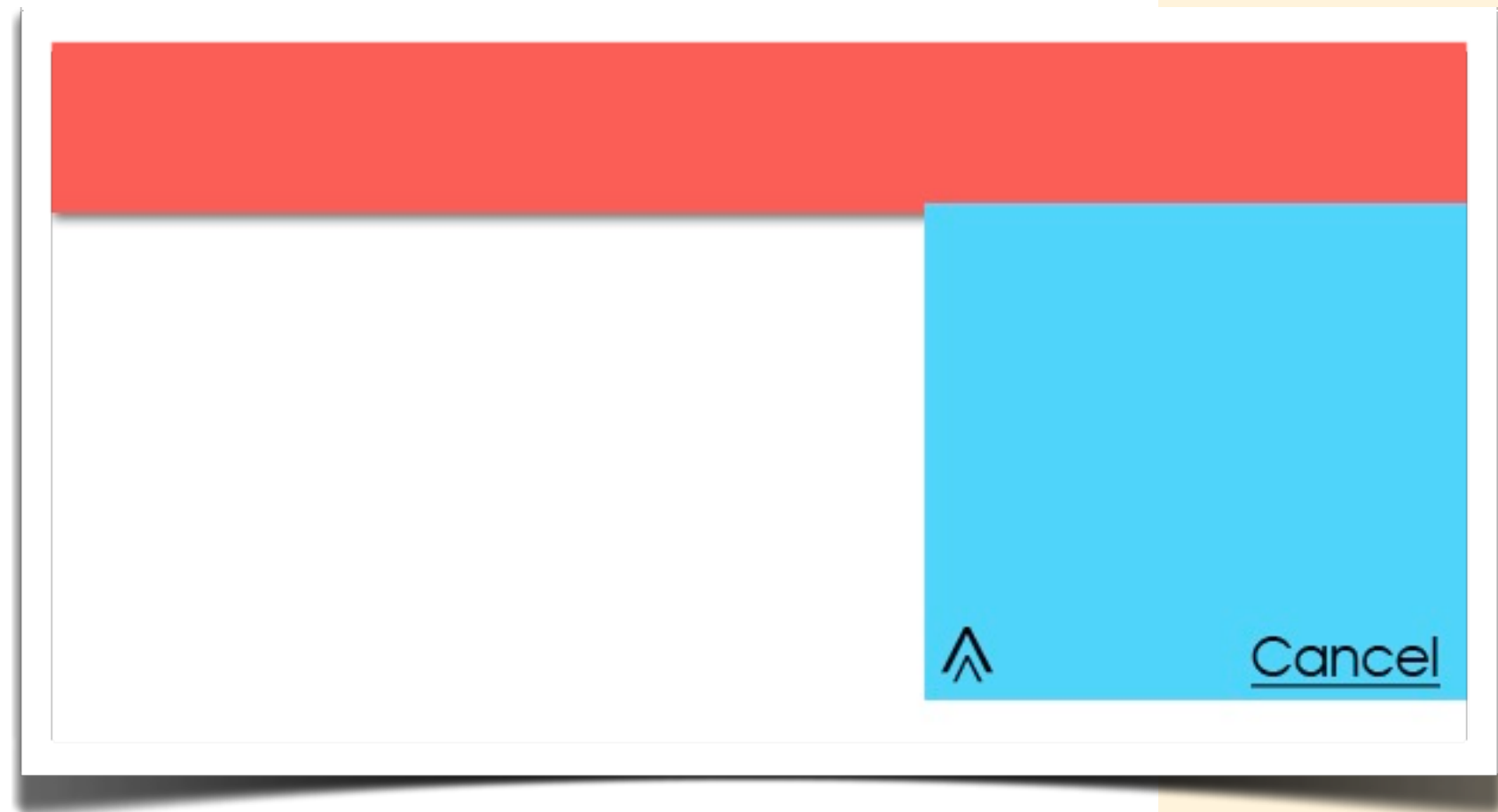
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How easy is it to understand?

Cognition is the process of knowing.

When incorporating visual cues on a screen, make sure it makes sense.

- ▶ Can I build a physical model of this screen?



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How easy is it to understand?

Cognition is the process of knowing.

Cultural References

- ▶ Used to invoke a familiar reference in a design concept
- ▶ Reinforce a feeling, memory or a moment in time

