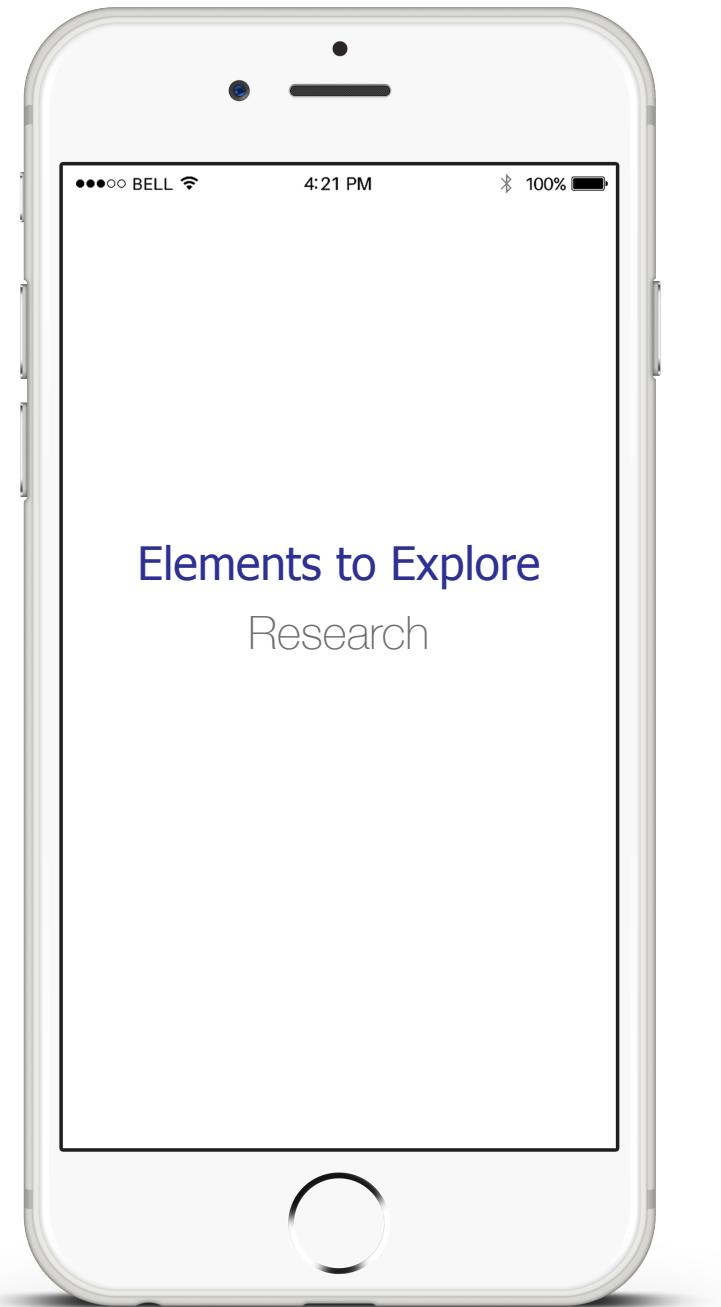


Social Media

Visual Language Development





Evolution of Interface Design

Common trends in evolution.

Questions to answer:

What has driven evolution?

Is it unique for each system?

Are there common stylistic attributes that can be found?

Designers and the Users

Conversation between the users and the designer.

Questions to answer:

Who controls the conversation?

Where does the dialogue occur?

What is the nature of this conversation?

What impact has this conversation had on the interface?

Icon Design

Mobile Application Icon Design

Evolution of Interface

Current Platform Design

Facebook

Brand Identity



Mac **Lucida Grande Bold**
Lucida Grande Regular

PC **Tahoma Bold**
Tahoma Regular

iOS **Helvetica Neue Bold**
Helvetica Neue Regular

Android **Roboto Bold**
Roboto Regular

A place to connect and share with people in your life. News feed compiled of updates from the people and pages that you follow on Facebook.

Twitter

Brand Identity



Mac **Helvetica Neue Bold**
Helvetica Neue Regular

PC **Helvetica Neue Bold**
Helvetica Neue Regular

iOS **Helvetica Neue Bold**
Helvetica Neue Regular

Android **Roboto Bold**
Roboto Regular

Connects everyone in the world to what is happening in the world right now. 140 character limit. Mini-blog.

Instagram

Brand Identity



Mac **Freight Sans**
Helvetica Neue Regular

PC **Freight Sans**
Helvetica Neue Regular

iOS **Freight Sans**
Helvetica Neue Regular

Android **Freight Sans**
Roboto Regular

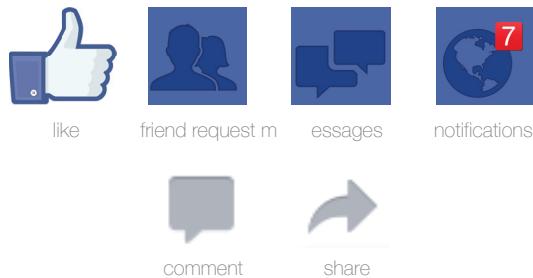
Connects the world through images. Mini-blog.

Evolution of Interface

Current Platform Design (Continued)

Facebook

Symbols

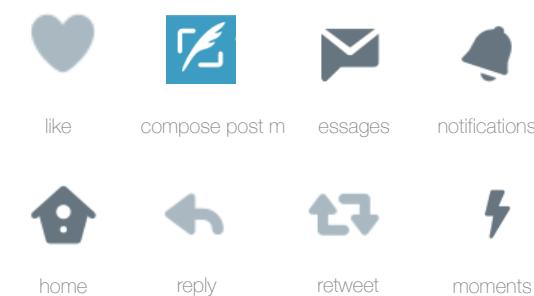


Logos



Twitter

Symbols

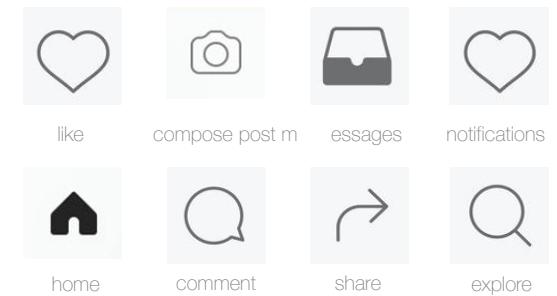


Logos



Instagram

Symbols



Logos



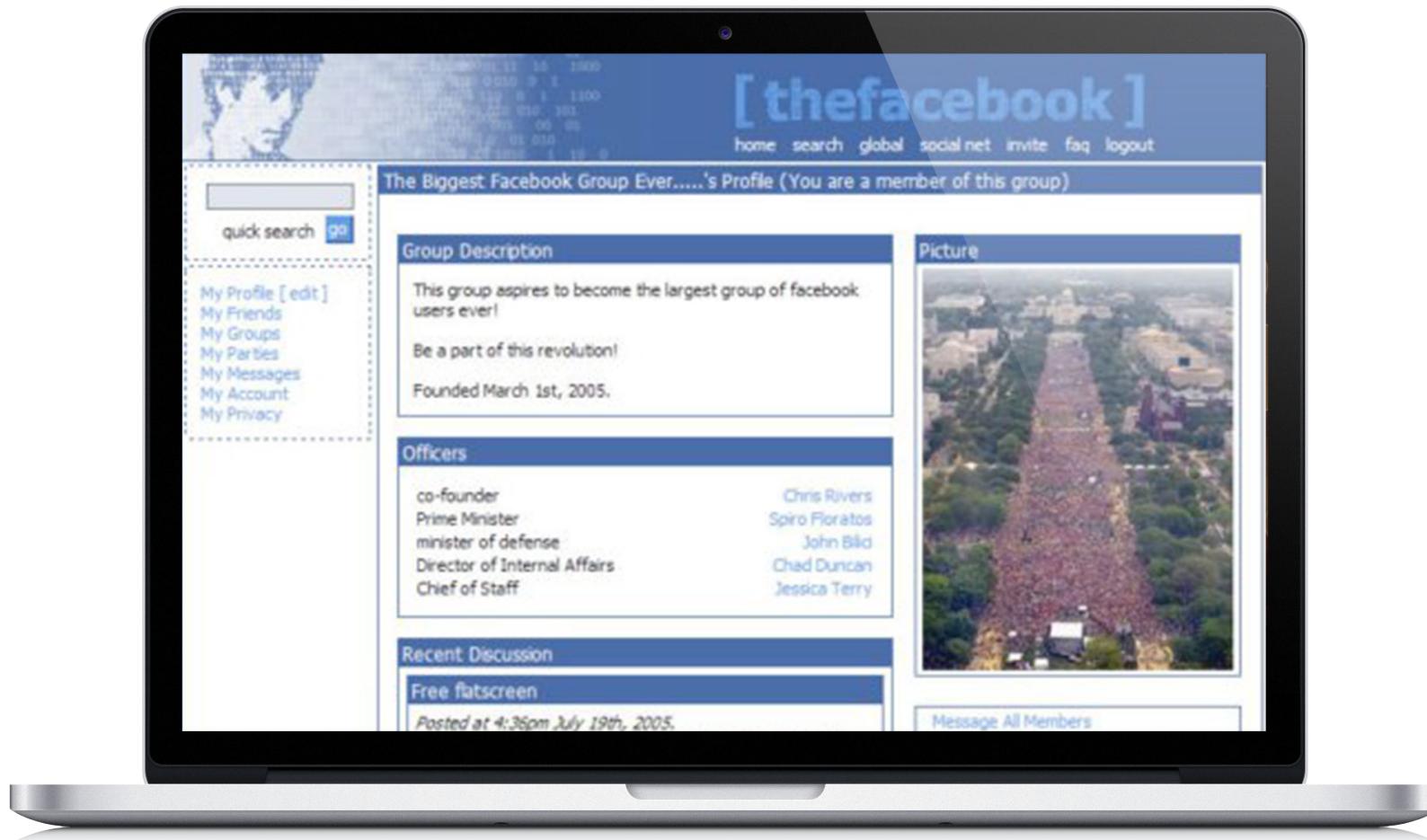
Evolution of Facebook

Desktop Platform

2004 - 2016

2004 Launch of [thefacebook]

Design navigation focused on words.



2005 Increased Functionality

Design strongly influenced by Myspace. Navigation centered around words not symbols. Platform update made it easier to navigate and increased user information



2005 Facebook Gets an Upgrade

Platform gets a redesign that removes the [] and 'the' from the name. First symbol is introduced into platform. Design has larger focus on the user.



2006 Symbols on the Rise

Symbols now become available on the interface—not for navigation, but instead to easily discern navigation updates.



2007 Move Towards Simplicity

Design is further upgraded towards simplicity. Symbols become incorporated into navigation bar, but are still associated with words.
Less words used in interface making it easier to navigate.



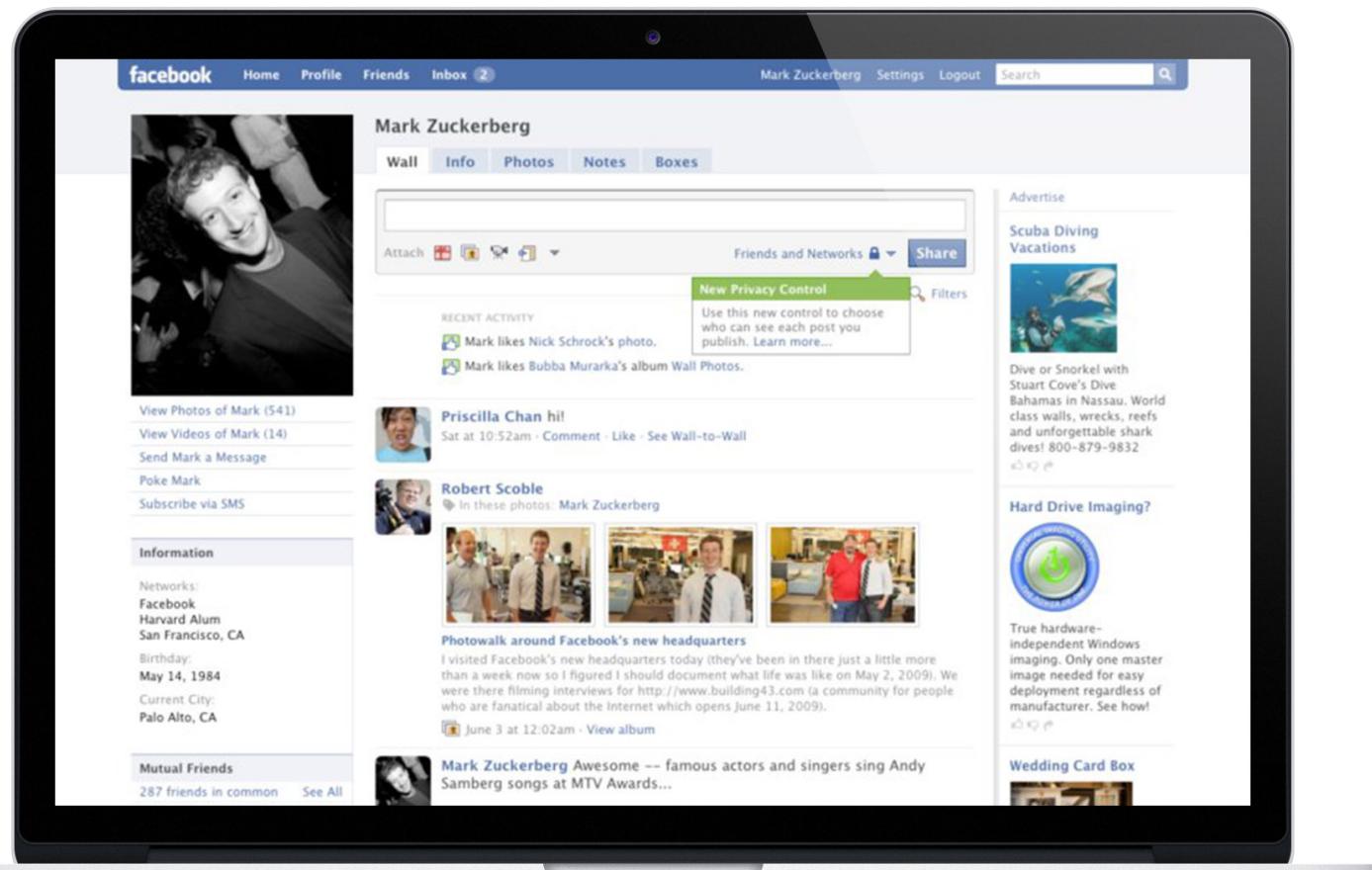
2008 The Wall Added to Interface

Navigation bar removed from Profile page simplifying the design. Image size reduced and the wall is introduced to the interface. Tabs offered to organize information in a more condensed manner—less visible at one time.



2009 A More Visual Design

Words removed from symbols that have become well known . New symbol from Privacy Settings (words used for symbol to ensure usability).



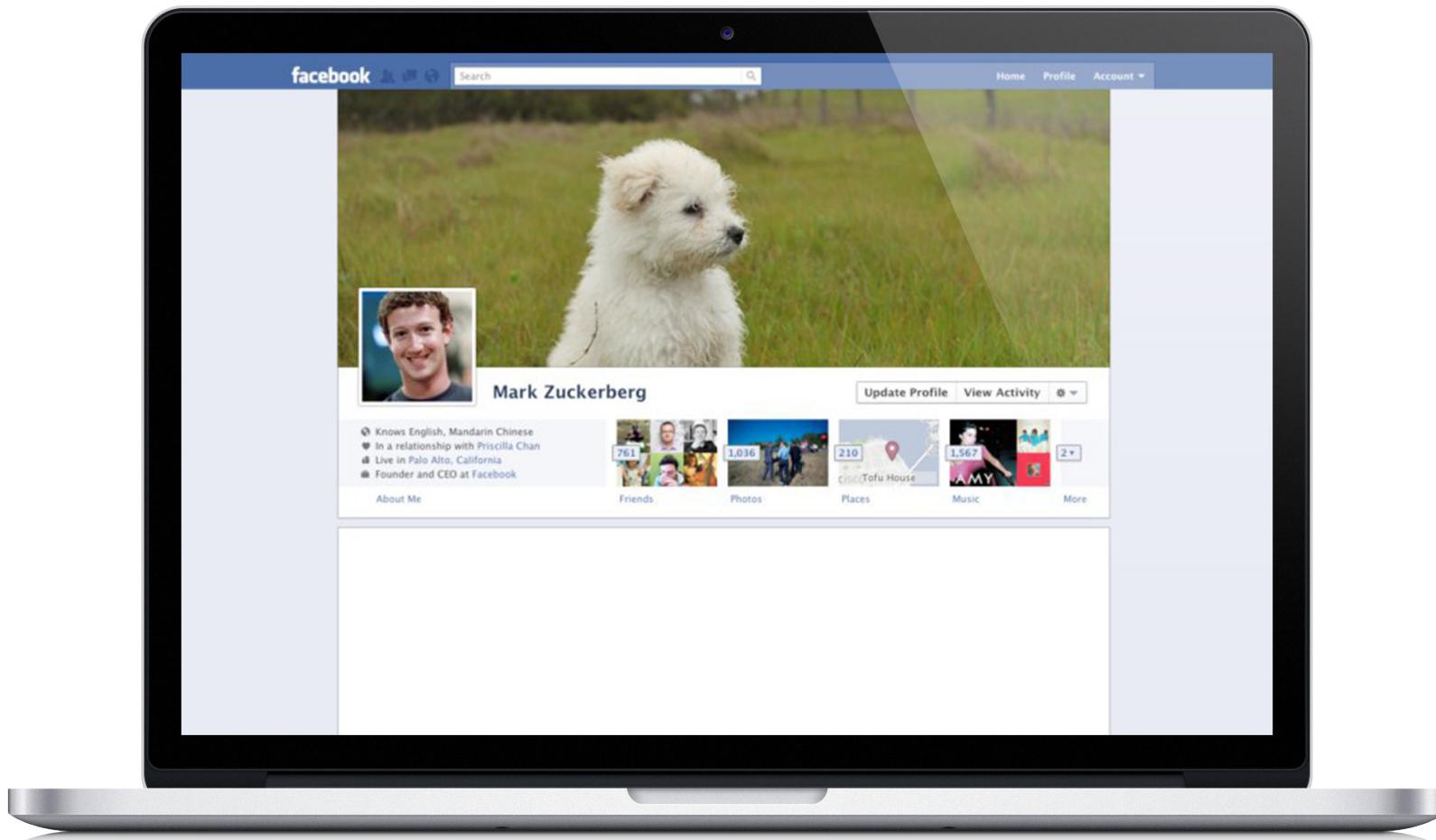
2010 More Images Less Lines

Less words and more images. Personal information condensed and symbols used to easily identify individual information. Focus on images, not information.



2011 Header Image Introduced

Moving in the direction of easy personalization, the header image is introduced to make the page more reflective of the user. Images of content introduced for navigation.



2012 Timeline Introduced

Timeline introduced to make intended use of the interface easier to understand. Decrease of whitespace, content organized by date rather than all grouped together. Words reintroduced to icons, so that new users can also easily use interface. Design centered around simplicity and ease of use.



2013 - 2014 Learning from Others

Facebook tries to use the navigation symbols that are similar to that of Twitter. Redesigns interface to make it a combination of its older interface and Timeline. Giving users the best of both worlds.



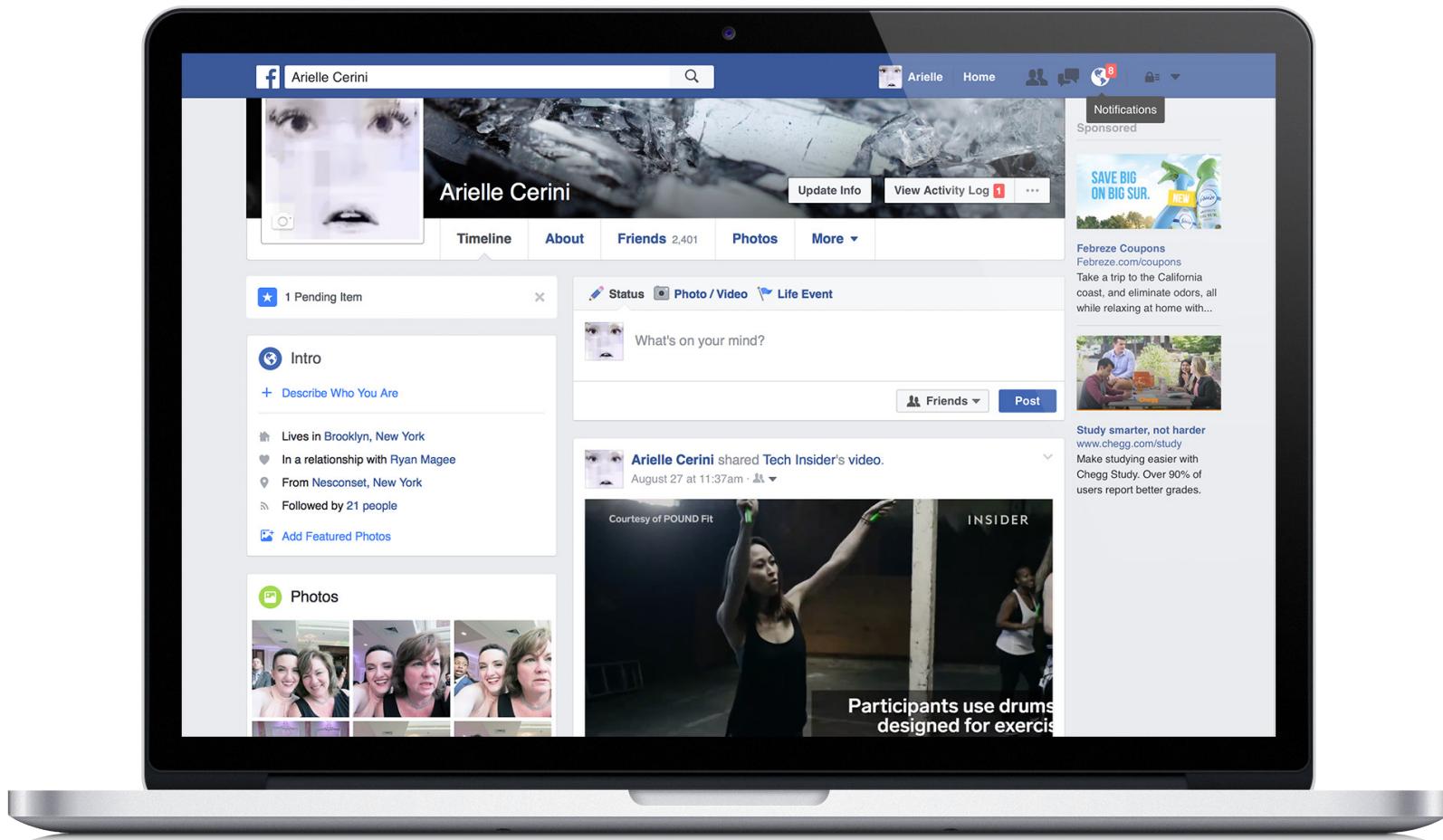
2014-2015 Makes it Their Own

Facebook changes navigation icons to be more representative of their own rather than just copying the symbols of other interfaces.
(Though post symbol is still strongly related to Twitters).



2016 Facebook Today

Redesigns post icon to make it a pencil (more inline with their design). Date aspect of navigation is removed from design. Ability to use videos for profile image.



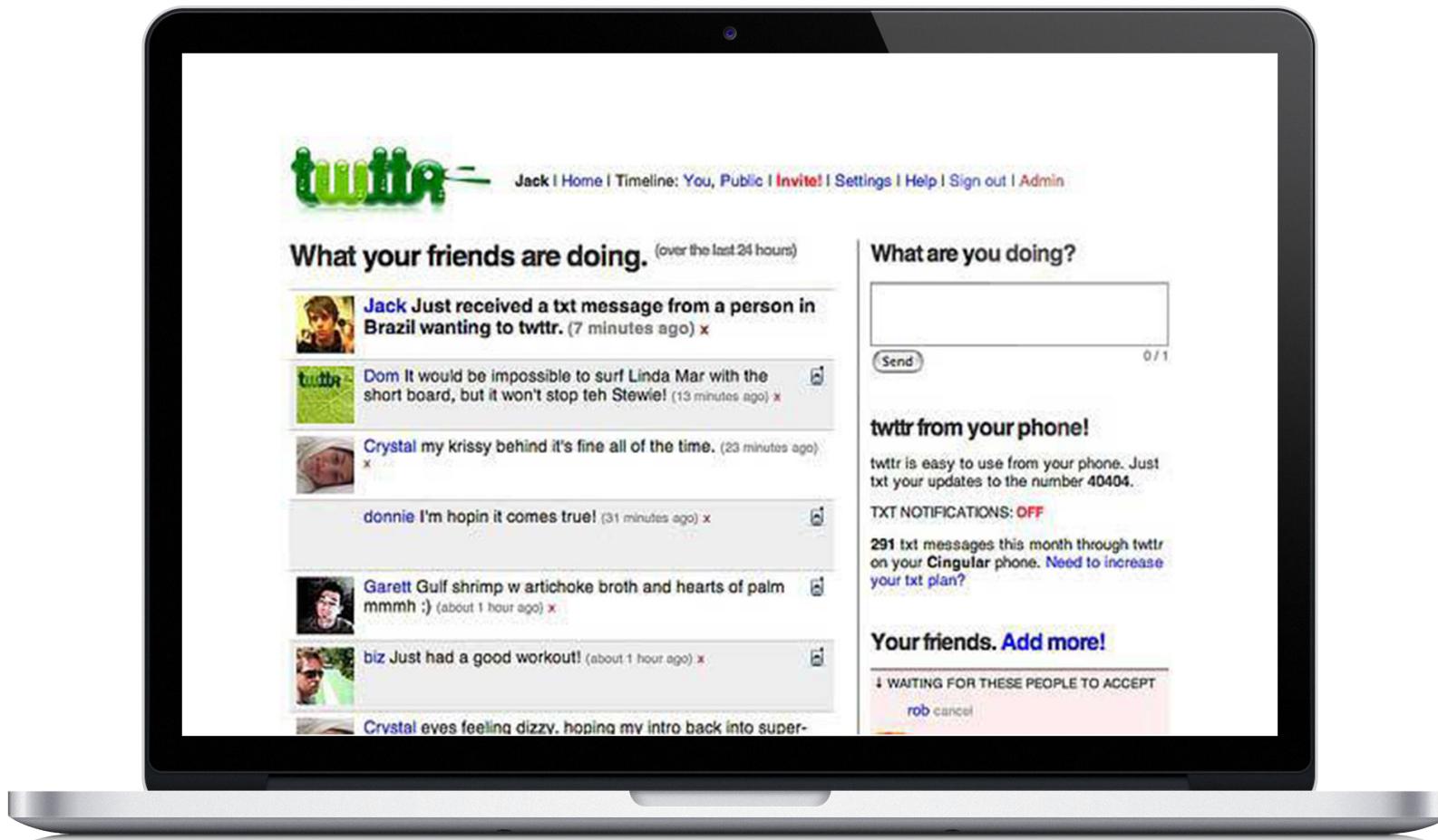
Evolution of Twitter

Desktop Platform

2006 - 2016

2006 Twttr Launches

Stemming from SMS Twttr creators got the idea for a microblog platform that allows people to broadcast news and thoughts. The platform clearly learned from previous networking sites.



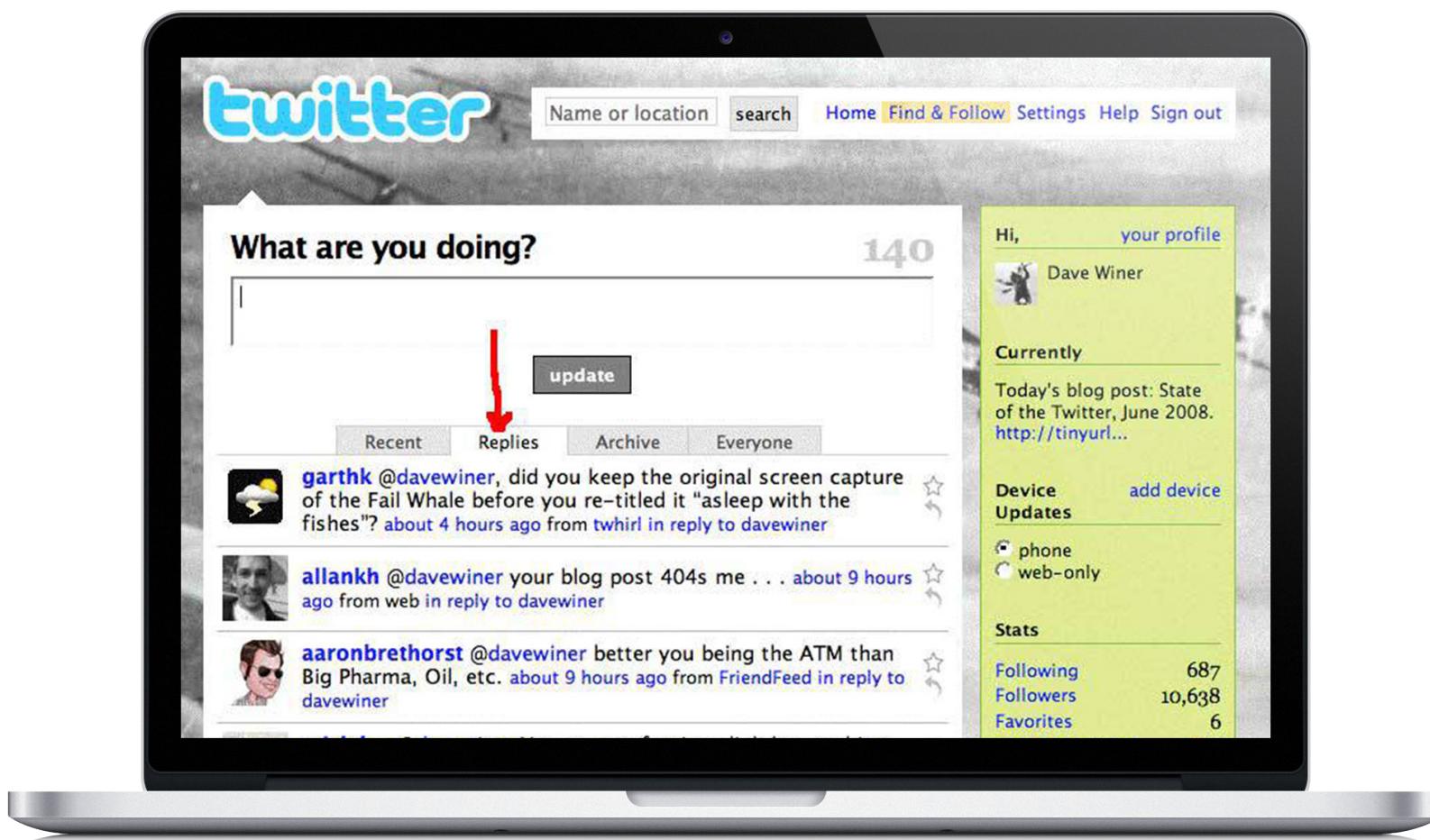
2007 Twitter gets a Redesign

Twitter adds vowels to its name and gets a redesign to make it much more visually appealing.



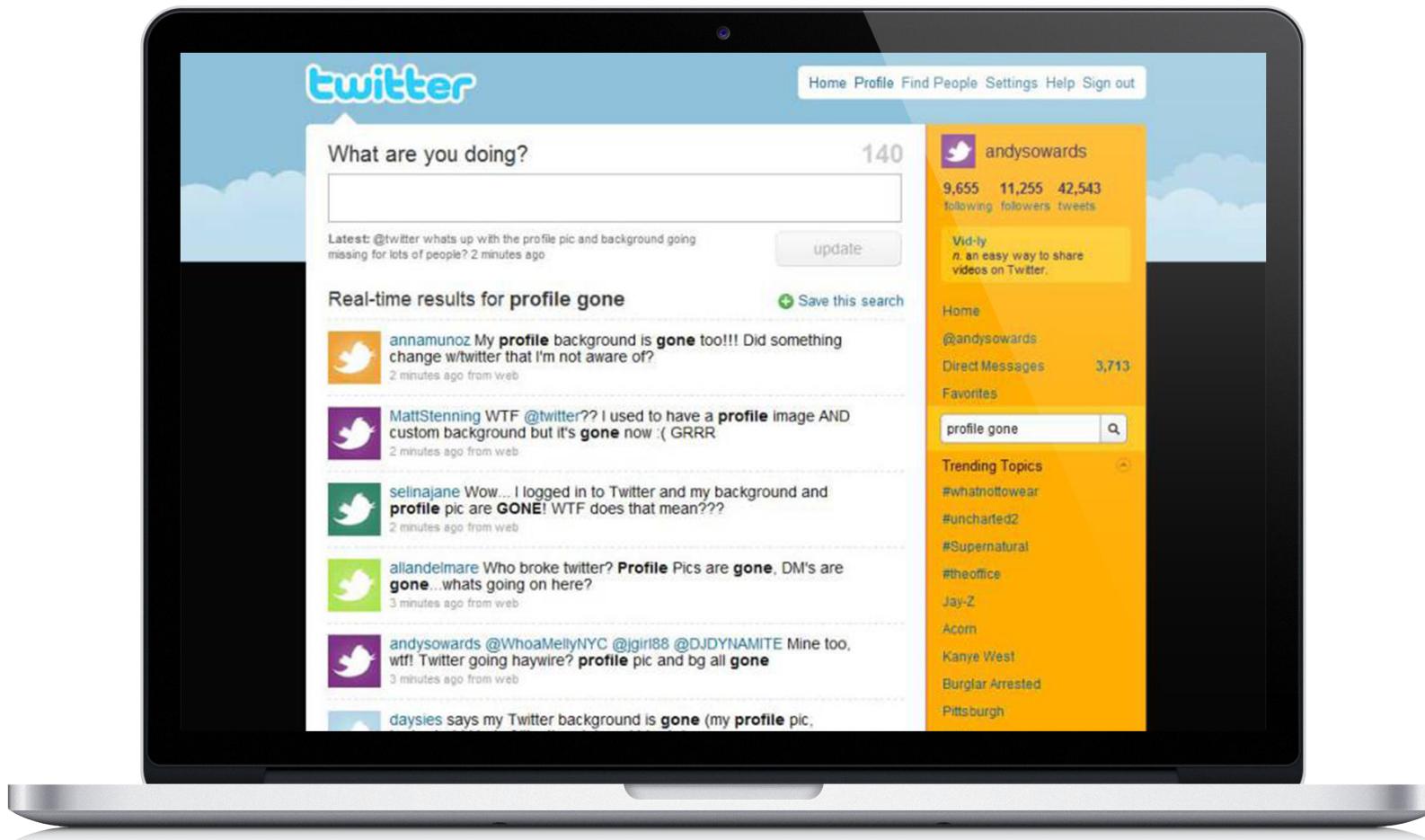
2008 Replies Tab

Twitter adds a feature that reorganizes content so that replies are separated. Platform remains simplistic, but moves to userfriendliness.



2009 Interface Redesign

Interface moves closer to userfriendliness. Design groups content together information. Time of posting introduced into interface.



2010 Personalizing

Interface allows ability to personalize the interface using images. Increase in user suggested options. # accepted by developers into the navigation, as is @ symbol.



2011 Symbols Introduced

Interface makes use of symbols for navigation. Platform redesigned to make more easily navigated. Retweet symbol introduced.



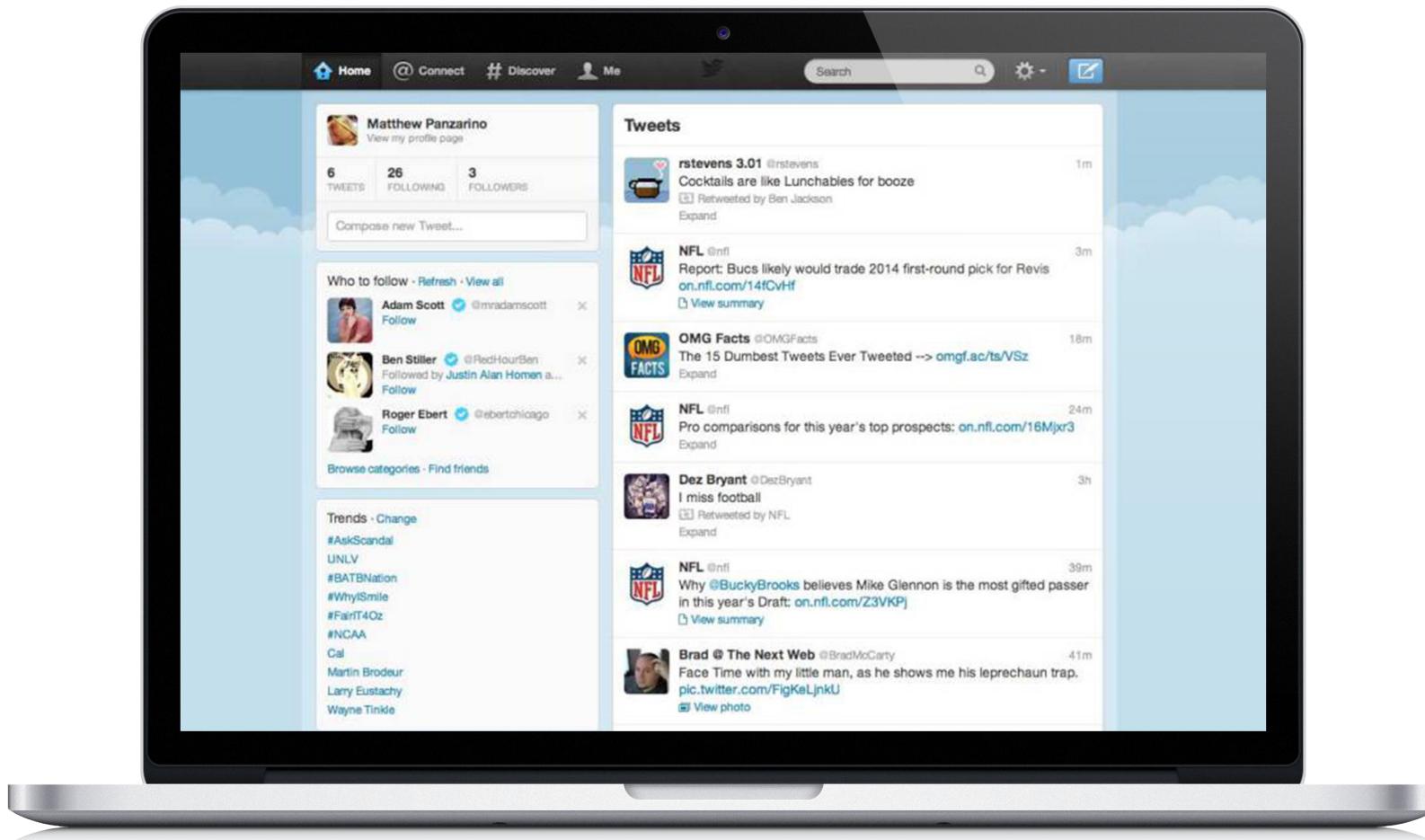
2012 Twitter Platform

Design further minimalized.



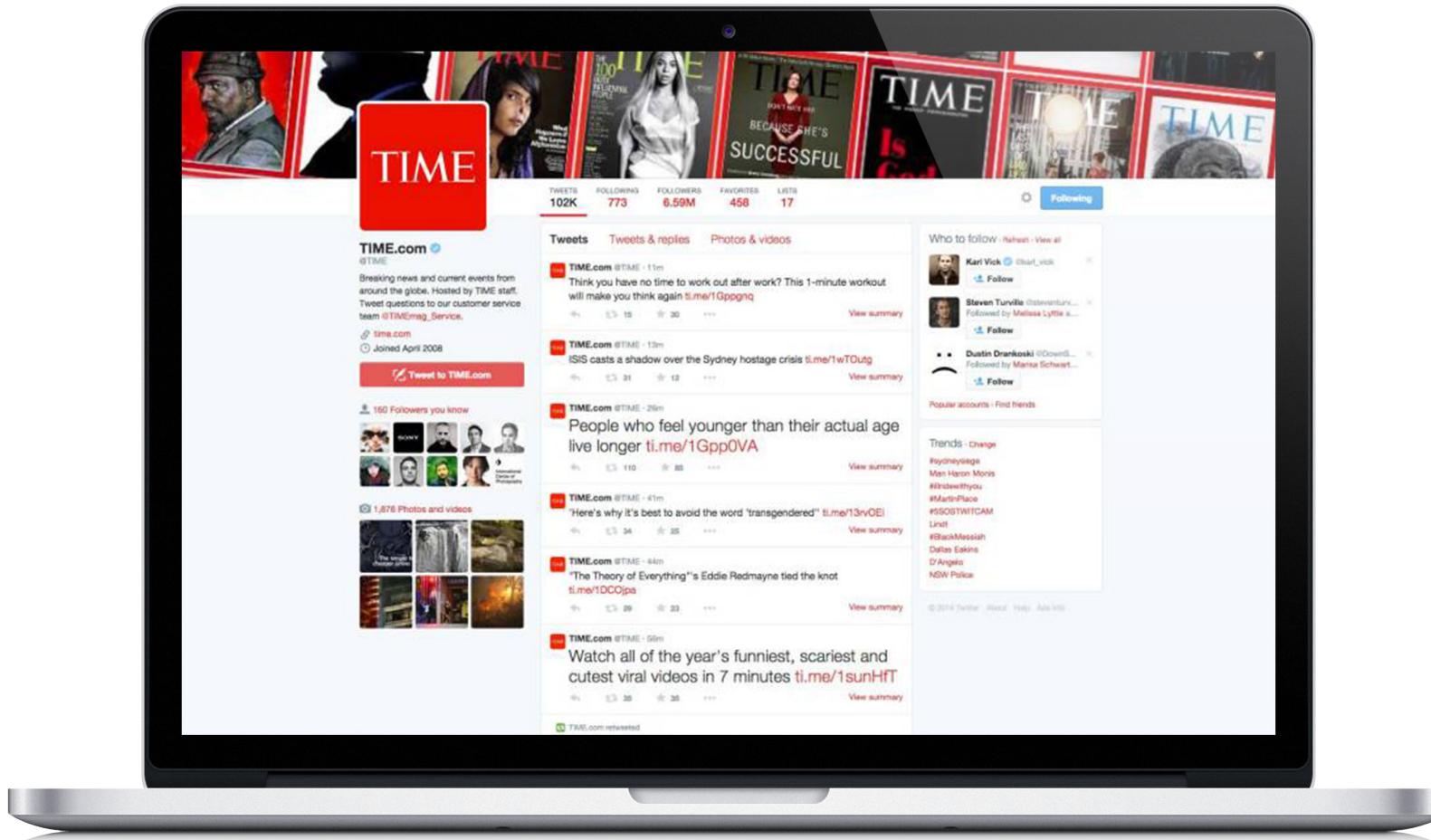
2013 Settings Icon

Twitter platform introduces the settings icon. Words still associated with most symbols in navigation bar.



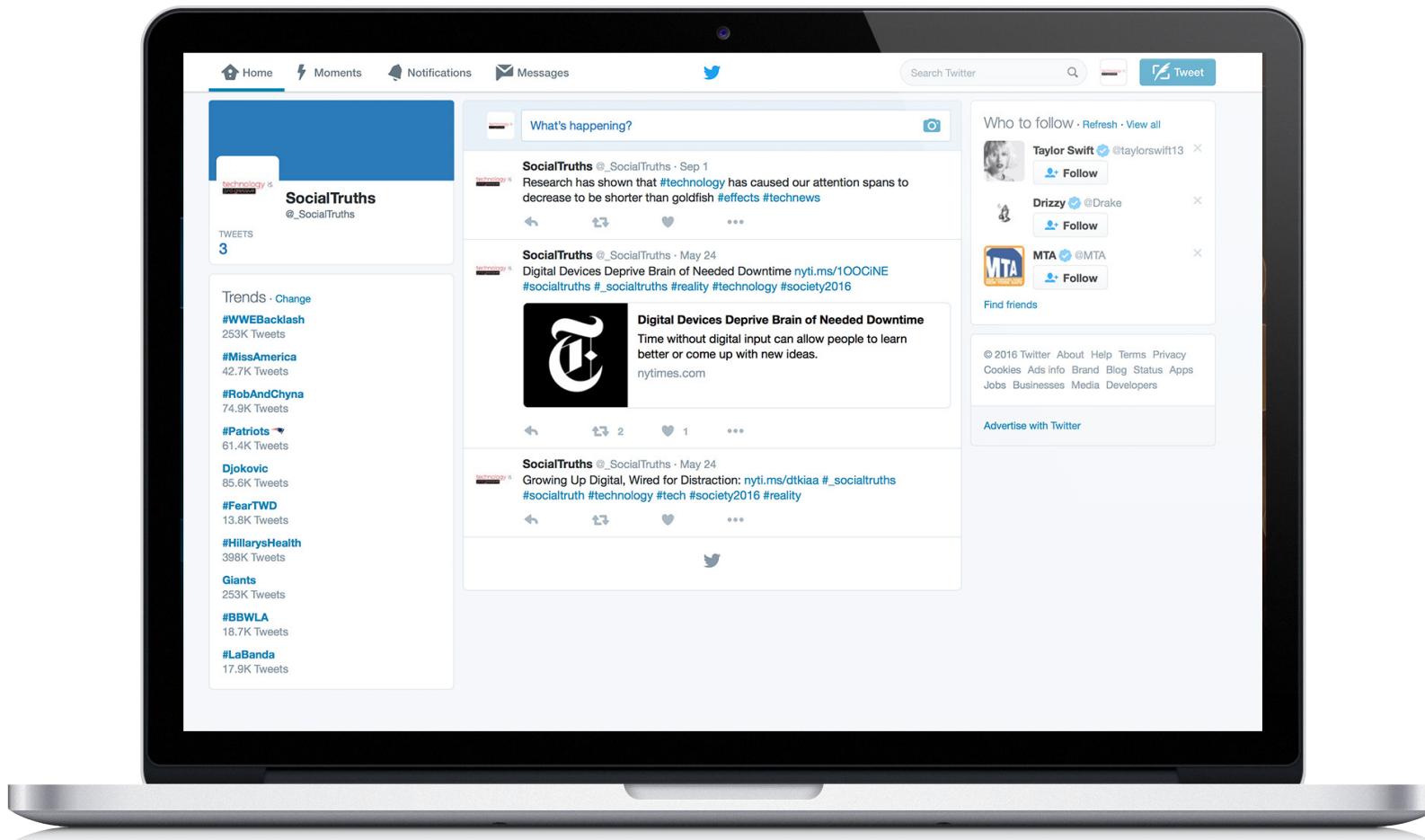
2014 Symbols on Posts

Design keeps the new minimalist look, but reenters the old navigation and feature, making it an optimal design for users. Symbols for posts now entered into interface. Star still used for liking a post.



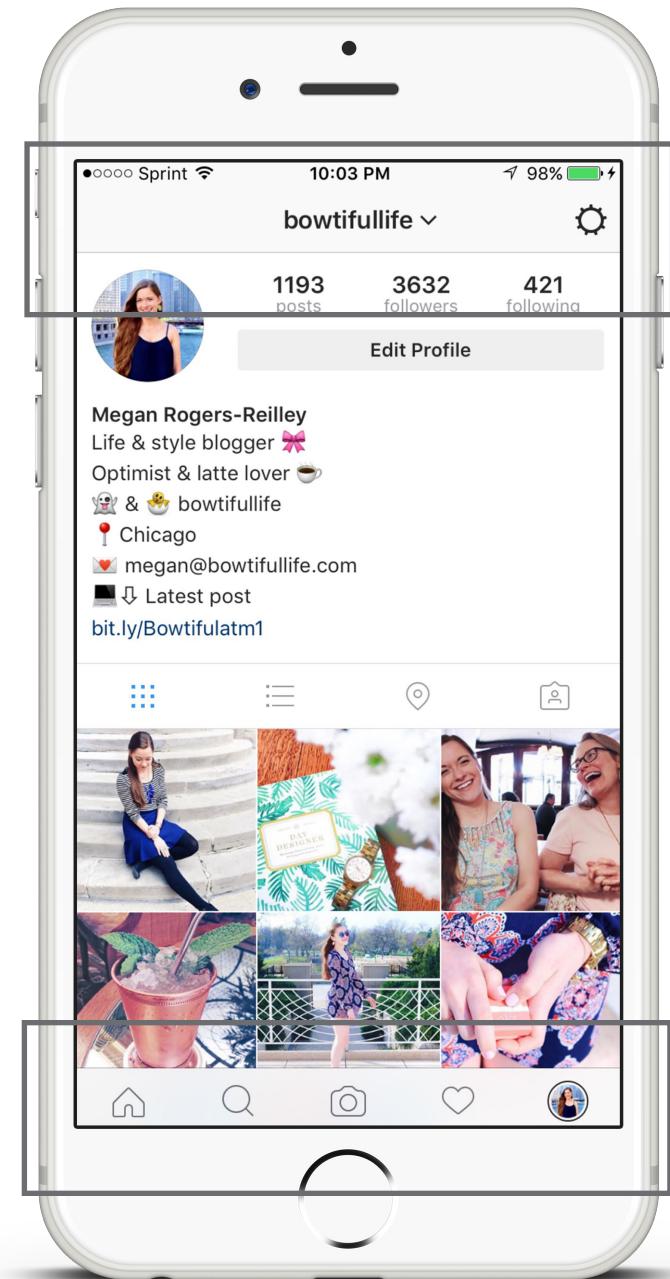
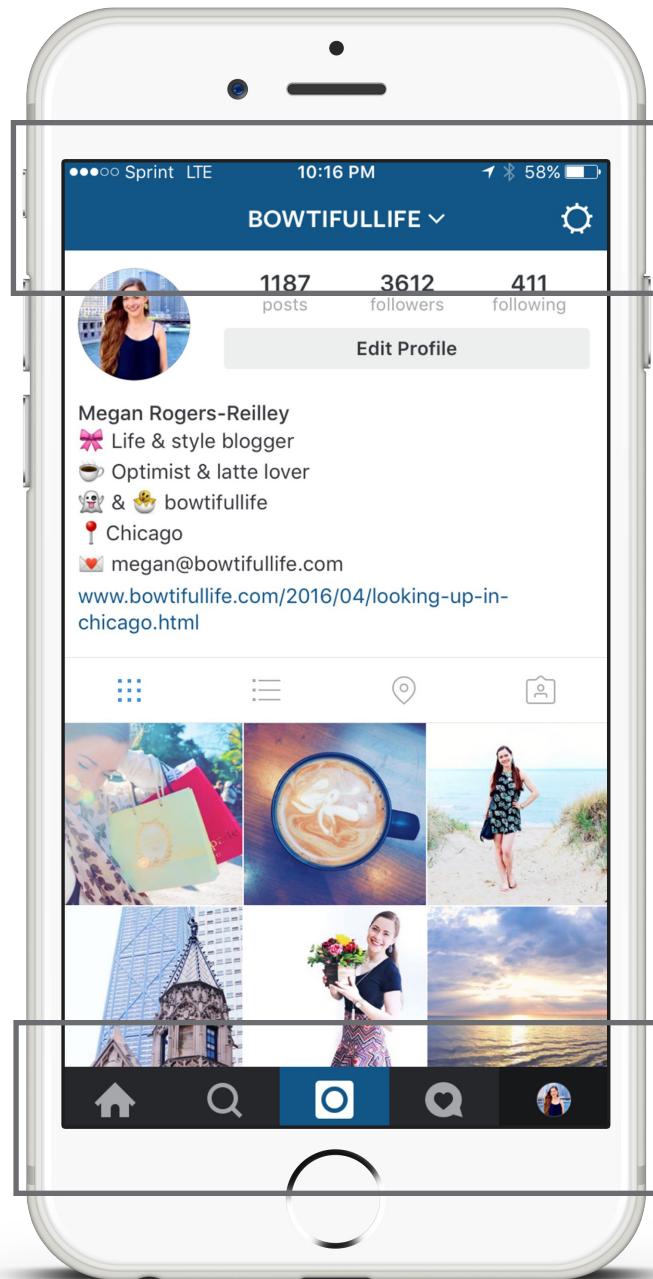
2016 Focus on Simplicity

Symbols enlarged in post information, words removed. Consistency between symbols entered. Removal of 3D accents of navigation, instead symbols focus on a more flat design.



Evolution of Instagram

Mobile Platform



Start

The image shows a screenshot of an early version of Facebook, specifically a group profile page. The header reads "[thefacebook]" with links for home, search, global, social net, invite, faq, and logout. The main title is "The Biggest Facebook Group Ever....'s Profile (You are a member of this group)".

Group Description:
This group aspires to become the largest group of facebook users ever!
Be a part of this revolution!
Founded March 1st, 2005.

Officers:
co-founder: Chris Rivers
Prime Minister: Spiro Floratos
minister of defense: John Bild
Director of Internal Affairs: Chad Duncan
Chief of Staff: Jessica Terry

Recent Discussion:
Free flatscreen
Posted at 4:36pm July 19th, 2005.

Picture: An aerial photograph showing a massive crowd of people gathered in a park-like setting with trees and buildings in the background.

Message All Members

Today

The screenshot shows a Facebook profile page for a user named Arielle Cerini. The top navigation bar includes the Facebook logo, the user's name "Arielle Cerini", a search bar, and various account settings. Below the header is a large profile picture of Arielle Cerini's eyes and a banner image of ice cubes.

The main content area features a "Pending Item" notification for "1 Pending Item". On the left, there's an "Intro" section with a "Describe Who You Are" button, followed by a list of facts: "Lives in Brooklyn, New York", "In a relationship with Ryan Magee", "From Nesconset, New York", and "Followed by 21 people". There's also a "Add Featured Photos" button.

In the center, there's a status update input field with options for "Status", "Photo / Video", and "Life Event". Below it is a "What's on your mind?" text input field. To the right of the status field are "Friends" and "Post" buttons.

A recent activity feed shows a post from Arielle Cerini sharing a video from Tech Insider at 11:37am on August 27. The video thumbnail shows a woman exercising with drums. A caption below the video reads: "Participants use drums designed for exercise".

On the right side of the screen, there are "Notifications" and "Sponsored" sections. The notifications include a Febreze coupon offer for "SAVE BIG ON BIG SUR." and a study-related advertisement for Chegg Study.

Start

twtr

Jack | Home | Timeline: You, Public | **Invite!** | Settings | Help | Sign out | Admin

What your friends are doing. (over the last 24 hours)

Jack Just received a txt message from a person in Brazil wanting to twtr. (7 minutes ago) x

twtr Dom It would be impossible to surf Linda Mar with the short board, but it won't stop teh Stewie! (13 minutes ago) x

Crystal my krissy behind it's fine all of the time. (23 minutes ago) x

donnie I'm hopin it comes true! (31 minutes ago) x

Garett Gulf shrimp w artichoke broth and hearts of palm mmmh :) (about 1 hour ago) x

biz Just had a good workout! (about 1 hour ago) x

Crystal eyes feeling dizzy, hoping mv intro back into super-

What are you doing?

Send 0 / 1

twtr from your phone!

twtr is easy to use from your phone. Just txt your updates to the number 40404.

TXT NOTIFICATIONS: OFF

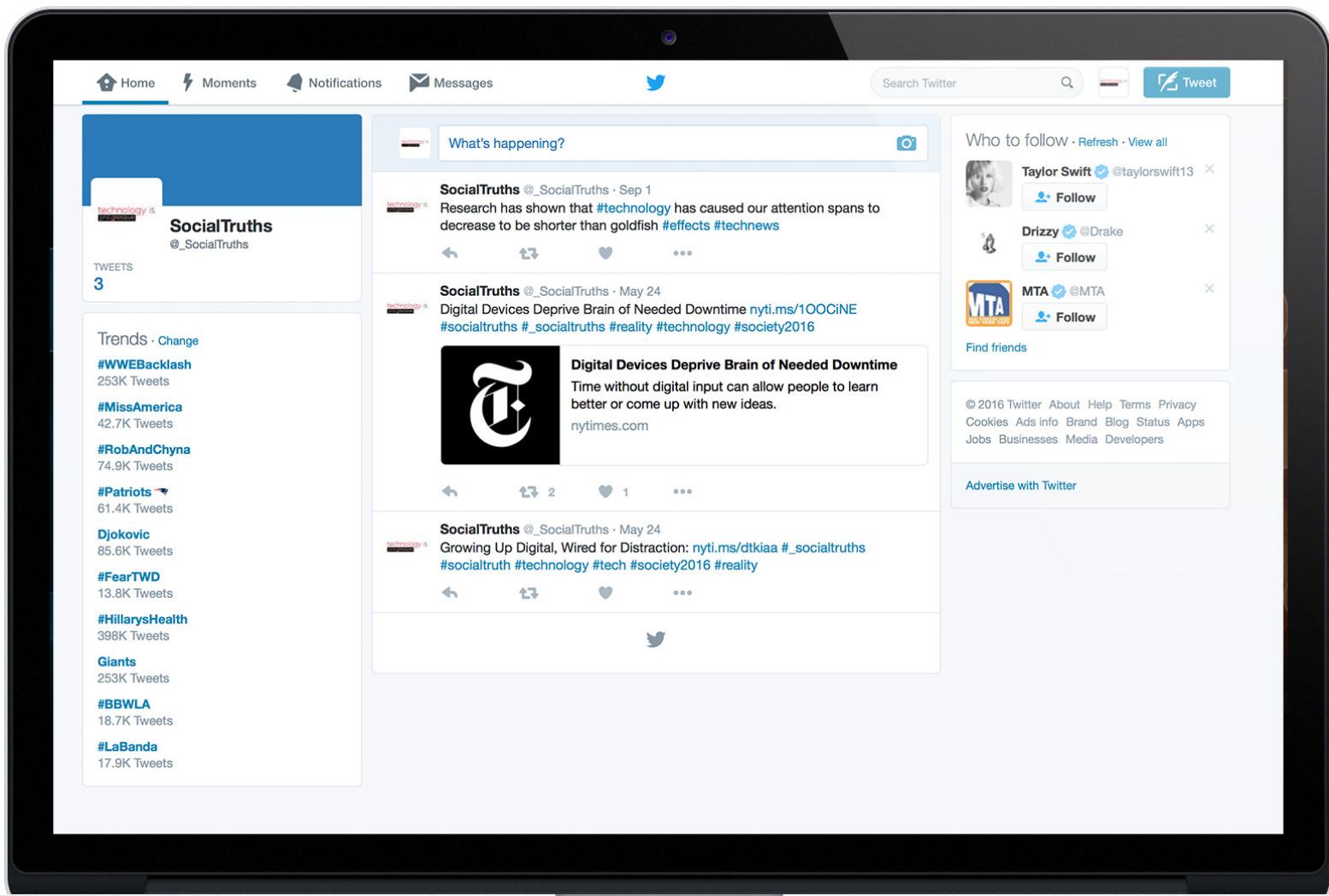
291 txt messages this month through twtr on your Cingular phone. Need to increase your txt plan?

Your friends. [Add more!](#)

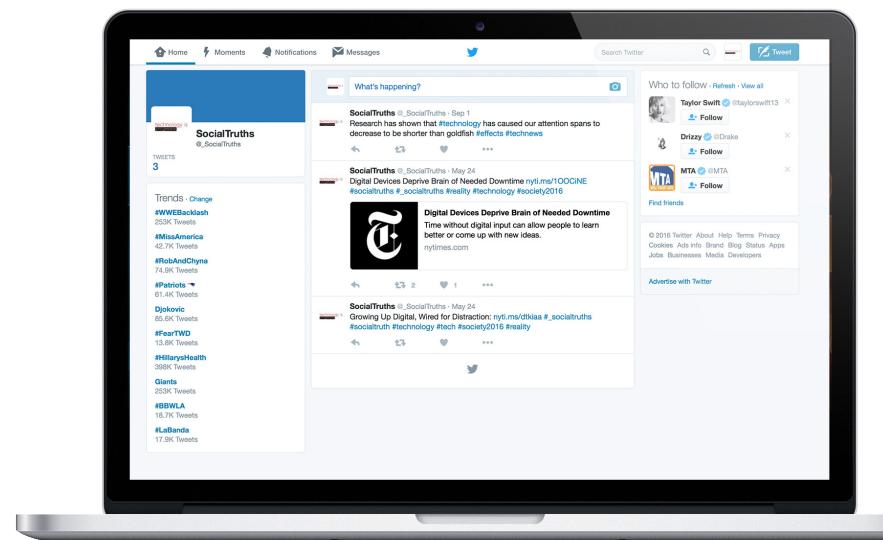
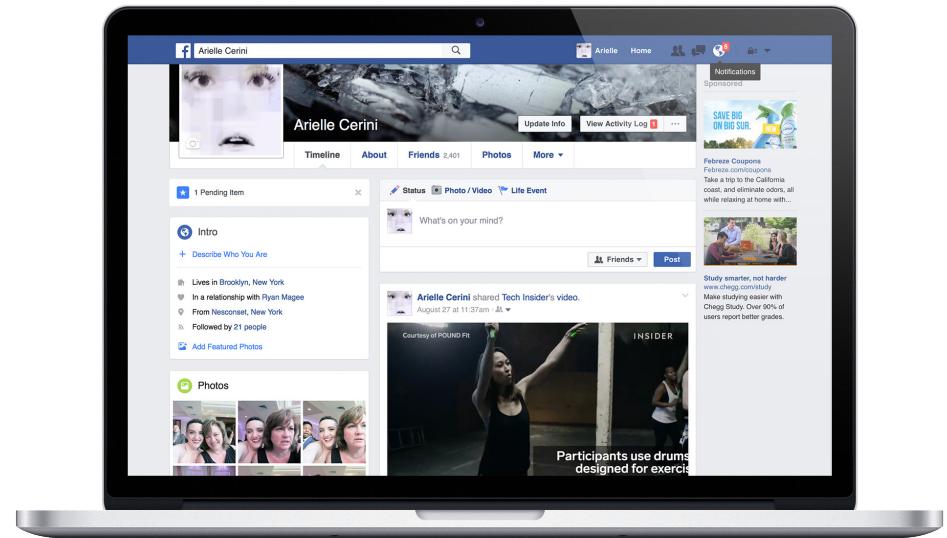
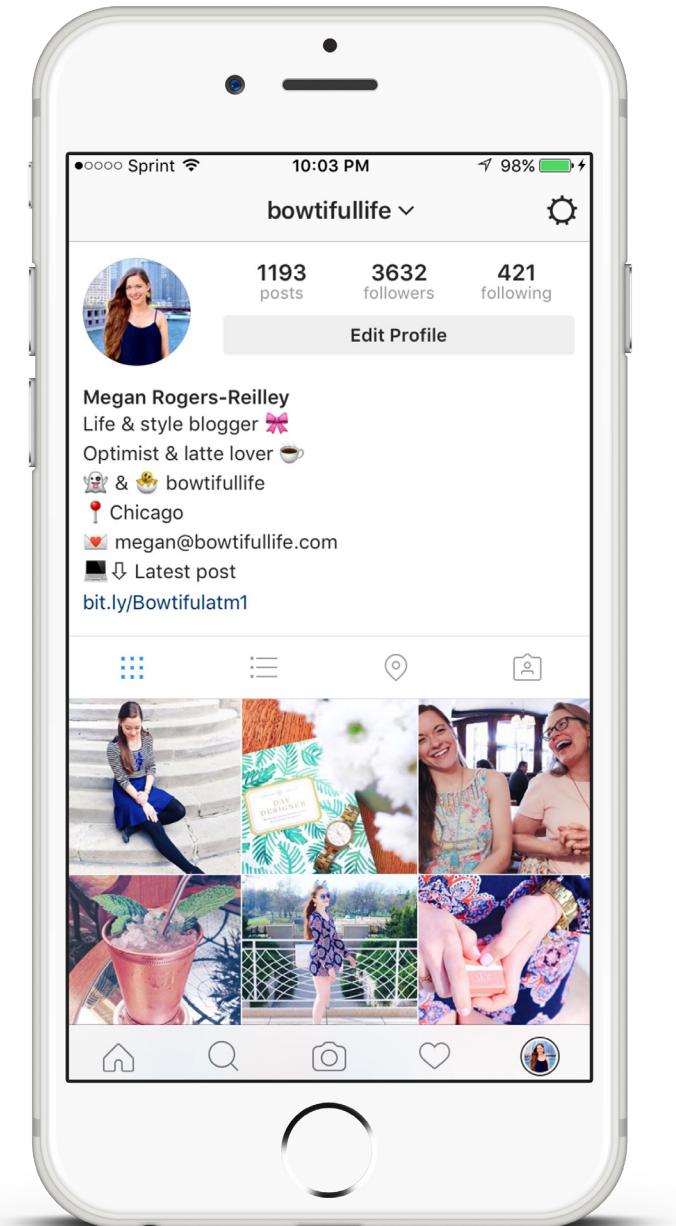
1 WAITING FOR THESE PEOPLE TO ACCEPT

rob cancel

Today



Platforms as they Exist Today





Typeface

San serif

Bold for accents otherwise thin greyscale type.

Symbols

Initially Introduced with words

Moves towards simplicity and consistency

Overall Findings

Moves towards minimalist look

Thin lines

High contrast

Low complexity of colors

Increased white space

Focus on Functionality

Verb/Action

Minimalize/Simplify

Considerations

Clear hierarchy

Low complexity

High contrast, but low levels of color differentiation

Focus on visuals

Conversations Between User and the Designer

 **Chris Messina** 
@chrismessina

how do you feel about using # (pound) for groups. As in [#barcamp](#) [msg]?

RETWEETS LIKES
1,320 **2,450**



VOX SOCIAL

12:25 PM - 23 Aug 2007

  1.3K  2.4K 

 **Chris Messina** @chrismessina · 8 Feb 2013

@jordanekay I didn't call them that in 2007 when I proposed them, but yes, exactly like [#hashtags](#).

  3  9 



Xane Myers @Xane_Xanecom · 9 Sep 2013

@chrismessina So, after this tweet, Twitter started hashtags? If so, other social networks shouldn't use them add it's Twitter thing.



1



Chris Messina @chrismessina · 9 Sep 2013

@Xane_Xanecom no, Twitter (the company) resisted hashtags in the beginning. Hashtags weren't intended to be Twitter-only. Web > Twitter



2



Xane Myers @Xane_Xanecom · 9 Sep 2013

@chrismessina ahh...It's weird how I associate them with Twitter.



Chris Messina @chrismessina · 9 Sep 2013

@Xane_Xanecom it's not weird, but if you'd started on @ilInstagram, you'd associate them with @ilInstagram. They're network agnostic!



Xane Myers @Xane_Xanecom · 9 Sep 2013

@chrismessina @ilInstagram Ohhhhhh... So, Facebook isn't being some kind of ripoff using hashtags?



Chris Messina @chrismessina · 9 Sep 2013

@Xane_Xanecom not in my view, no.





Robert Andersen

@rsa



Follow

@ buzz - you broke your thumb and youre still
twittering? that's some serious devotion

RETWEETS

53

LIKES

157



8:58 PM - 2 Nov 2006



53

157

•••

Users use platforms to respond to interfaces.



Introducing Instagram Stories, a new feature that lets you share all the moments of your day



Instagram Blog
Introducing Instagram Stories Today, we're introducing Instagram Stories, a new feature that lets you share all the moments of your day, not just the ones you want to keep on your profile. As you...
blog.instagram.com

RETWEETS	LIKES
2,266	3,312



7:01 AM - 2 Aug 2016



Chris Pugh @chrispugh · Aug 2

@instagram Snapchat much? Can I disable this feature? This is gross, I don't want it.





Fashion Du Jour LDN @FashionDjourLDN · Aug 2

@Instagram PLEASE just listen to all your users and turn back to chronological order! We miss so much now PLUS it effects account growth 😢



14



211

•••

[View other replies](#)



Naked Boutique @NakedBoutiqueUK · Aug 2

@FashionDjourLDN @Instagram yes! Like no offence but I don't care what happened in someone's life 15 hours ago 😭😭😭😭



2



11

•••



Dan Callahan @D_Callahan_ · Aug 2

@Instagram you guys made a knockoff Snapchat, but used the same "Stories" name anyway - congrats



5



102

•••



Dan Callahan @D_Callahan_ · Aug 2

From doing away with their chronological feed to implementing an identical Snapchat, @Instagram has made some garbage updates this year.



17



105

•••



Corbu @corbucorbu · Aug 2

@Instagram this is really bad : (you're saying you dont want ppl fussing over making beautiful content, but that's what made IG good.



9



•••

Users use platforms to respond to other users
abiquously and directly.



Dominique D. Jackson
@DeeDeeSpeaks

 Follow

STOP EDITING YOUR PICS, what if you go missing? How tf
can we find you if you look like Beyonce on Instagram but Waka
Flocka in real life?

10:32 AM - 26 Nov 2012

  48  42

Users and external applications create additional features and then based off of popularity, social media platforms create new features.

Squaready – Smart Layouter for Instagram

By FANG Inc.

Open iTunes to buy and download apps.



[View in iTunes](#)

Free

Category: Photo & Video

Updated: Oct 15, 2015

Version: 1.12.1

Description

*** For all Instagram Lovers !! ***

It's a completely FREE App! No in-app purchases to unlock features.

[FANG Inc. Web Site](#) ▾ [Squaready – Smart Layouter for Instagram Support](#) ▾

[...More](#)

What's New in Version 1.12.1

- Fixed minor bugs.
- Import / Export UI design has been changed.
- Increased exporting resolution up to 12MP on iPhone 6s / 6s Plus.

[View More by This Developer](#)

Instagram photos no longer have to be square

 by [NAPIER LOPEZ](#) — 1 year ago in APPS



twitpic
share photos on twitter

Twitter username:
 Remember me

Posted on May 7, 2009 by [grantimahara](#)

FAMILY FORCE 5
DANCE OR DIE WITH A VENGEANCE
CLICK HERE FOR A SNEAK PREVIEW!
FEATURING REMIXES FROM COBRA STARSHIP, 3OH!3, RELIENT K, THE SECRET HANDSHAKE, AND MANY MORE!
[FamilyForce5.myspace.com](#) Ads by Google

More photos by grantimahara

Views 3,608

Posting photos or GIFs on Twitter

[Posting photos or GIFs on Twitter for iOS](#)

[Posting photos or GIFs on Twitter for Android](#)

[Posting photos or GIFs via web](#)

[Advanced photo options](#)

[Frequently asked questions](#)

To post a photo or GIF in a Tweet on Twitter for iOS:

1. Tap the **Tweet** icon
2. Tap the **camera** icon to take a photo, or to choose a photo or GIF from your gallery. (**Tip:** Read about how to include a video in your Tweet [here](#).)
3. To search for and select a GIF from the GIF library, tap the **GIF** icon (**Note:** Animated GIFs cannot be included in Tweets with multiple images. You can send only one GIF per Tweet.)
4. Once a photo or GIF is selected, the image will attach to your Tweet in full size. You can select up to 4 photos to Tweet at once.
5. Tap **Tweet** to post. Your Tweet's character count will update to include the [pic.twitter.com](#) URL for your photo(s).

Tip: You can also send photos and GIFs in Direct Messages. You can find more information [here](#).



Tile Pic – A Photo Editor Booth to Create Banner Pictures for Instagram

By Sornsit Srichurat

[View More by This Developer](#)

Open iTunes to buy and download apps.



[View in iTunes](#)

+ This app is designed for both iPhone and iPad

Free

Category: Photo & Video

Updated: Sep 01, 2015

Version: 2.0

Size: 41.6 MB

Languages: English, Arabic, Catalan, Czech, Danish, Dutch, Finnish, French, German, Greek, Hebrew, Hungarian, Indonesian, Italian, Japanese, Korean, Malay, Norwegian Bokmål, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovak, Spanish, Swedish, Thai, Traditional Chinese, Turkish, Ukrainian, Vietnamese

Seller: Sornsit Srichurat

Description

Turn your pictures into big tiled banners to share on Instagram and make your profile stand out from the crowd!

The app is fun and simple to use. First select the size you would like the banner to be. Then add your photo and

[Tile Pic – A Photo Editor Booth to Create Banner Pictures for Instagram Support ▾](#)

[...More](#)

What's New in Version 2.0

- Fresh new graphics
- Added a new Background Banner tool which helps you create unique banners to showcase your photos on

[...More](#)

Screenshots

iPhone | iPad





Giant Square #1 Instagram app

John Galliano Photography

★★★★★ 10,411

Everyone

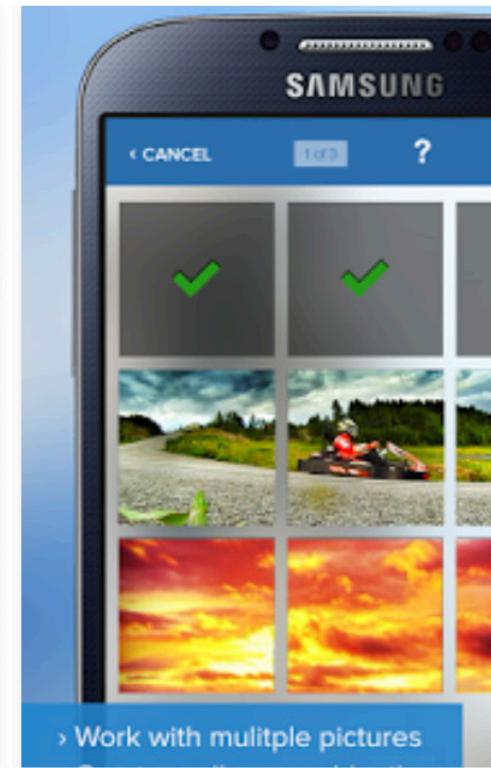
Offers in-app purchases

You don't have any devices

Add to Wishlist

Install

Turn any picture into a giant picture on Instagram!



Verb/Action

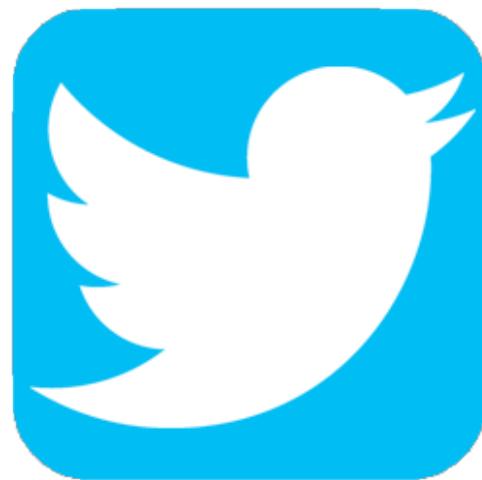
Collaboration/Conversation/Interaction

Considerations

Who the conversation is between

Interaction

App Icon Design



Design Language

Brand Primary Color in Background

White lines for logo

Symplystic Design

Minimalism

Use of the fewest and barest essentials or elements, as in the arts, literature, or design.



understandingminimalism.com



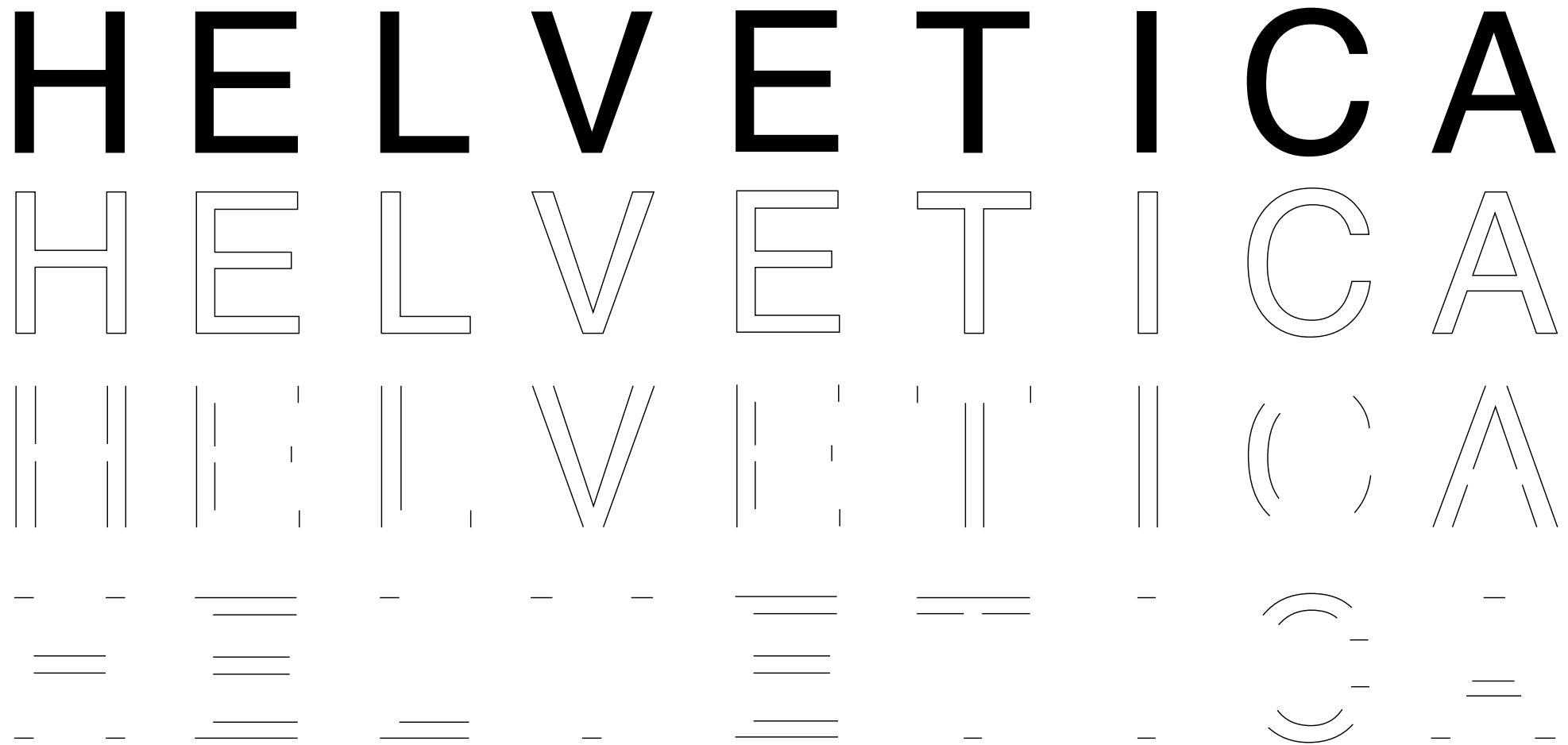
Minimalism

Simplicity

Minimalism | Subtraction

HELVETICA

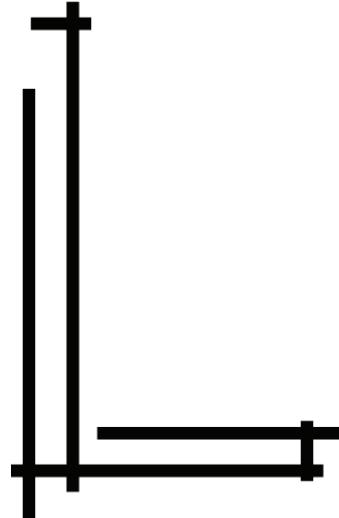
Minimalism | Subtraction



CHAMBERS

Communication | Collaboration

Asked fellow designers to take a letter that I assigned to them and create a response. Only requirement is that they start with Helvetica.



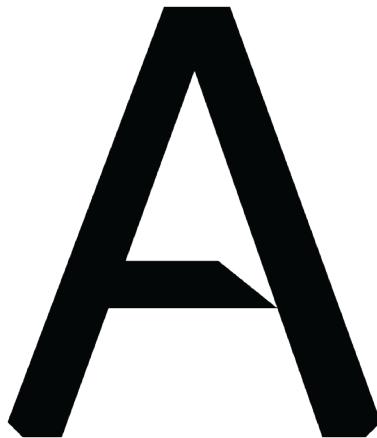
The Letter "L"
Ryan Magee



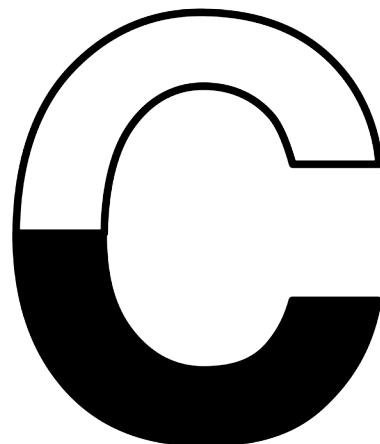
The Letter "M"
Moshe Bienenfeld

Communication| Collaboration (Continued)

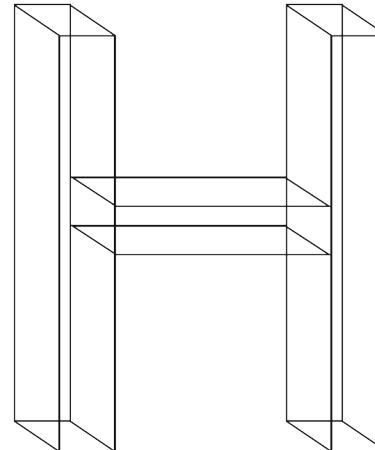
Asked fellow designers to take a letter that I assigned to them and create a response. Only requirement is that they start with Helvetica.

A large, bold, black letter 'A' with a thick, solid stroke. It is positioned on the left side of the page.

The Letter "A"
Elsa

A large, bold, black letter 'C' with a thick, solid stroke. It is positioned next to the letter 'A'.

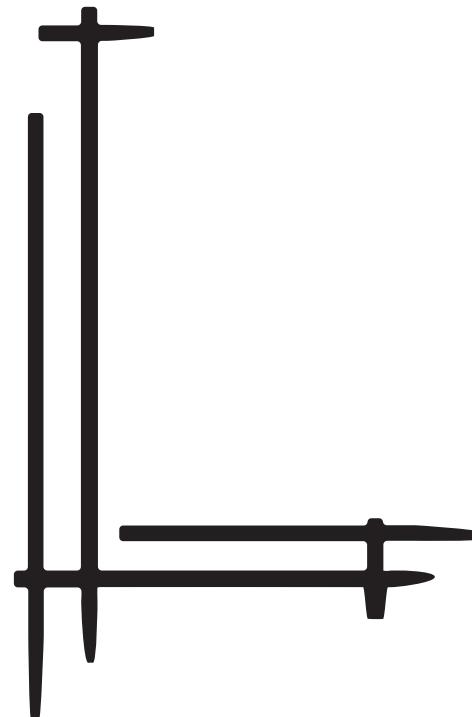
The Letter "C"
Kun-Ju Ho



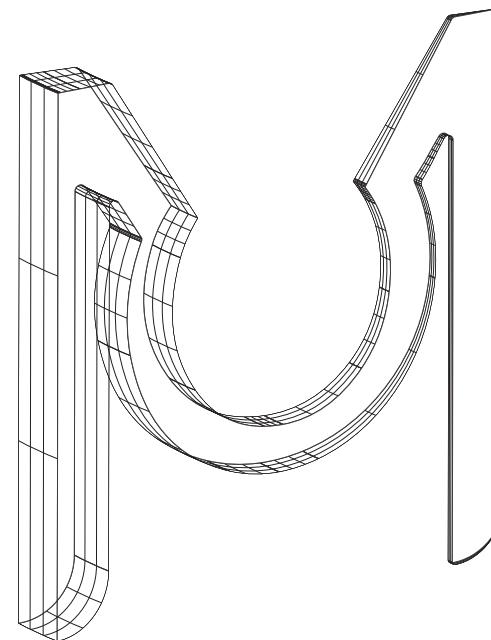
The Letter "H"
Chun-Hui Chang (Dora)

Communication| Collaboration (Appropriation)

Took responses from students and edited them further. Each individual letter now becomes a collaborative work, rather than the typeface itself.



The Letter "L"
Ryan Magee



The Letter "M"
Moshe Bienenfeld

Icon Style

HELVETICA

HELVETICA

HELVETICA

HELVETICA

Icon Style + Minimalism

LANDSCAPE

Thoughts| Minimalism

I found the minimalism experimentations enjoyable, but I think they can go further. The outcomes I have currently are very “generic” I don’t think they necessarily offer anything new to the current topic of minimalizing something. I think that it would be beneficial for me to look at a combination of something with minimalism; I am just not sure what that combination should be. Or, maybe there is another way to look at minimalizing other than subtracting or simplifying. Any direction you can give, would be much appreciated.

I did find the combination between minimalism and icon format to be one of the more visually interesting of the experiments.

Thoughts| Collaboration

This experiment was interesting to me, though I don't know if it works in this context. I do find it fascinating that all the designers started with the same starting typeface and their outcomes are extremely versatile. Regardless of whether I continue to explore this in the class, this is something I want to see through. I currently have the majority of the letters assigned to people and by next week should have the whole typeface.

I think some additional areas of focus could be:

- giving limitations that are representative of the limitations of interfaces
- creating a dialogue—start with a letter and each person does one move each (like the childhood drawing game)
- how does the design itself become interactive? (not limiting to computer; creating a physical object that can be manipulated by audience)

Thoughts| Additional Explorations

Some other areas I want to explore are:

- how can the audience become involved in the design?
- what other opportunities are there for a dialogue?
- how can “group think” be used in the design—social media promotes this “crowd” or “mob” mentality, how can that be put into the visual language

Questions for you:

In addition to the ones I already have listed in the above explanations, I think the major questions that I have are:

- Which experimentations resonate the most with you?
- Are there any remarks that you have that might help to further push me?
- Does our language need to resemble that of social media? Or is it just inspired by it? I.e. my current area of thinking is inspired by social media, but looking at the outcomes the audience would not, likely, be aware of that