
art 4217

Advanced Digital Applications

Lecturer

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Lens-Based Media II

- Back to using Adobe Illustrator
 - Starter Activity : Plan out your app
 - Short Lecture : How apps are designed & made
 - Practical : Design Your App UI
 - Short Lecture : User Experience
-

Planning

“Think twice, code once”

Plan out your app concept

- What is the goal of using your app?
- What are the steps a user needs to take for it?
- What are the potential problems they may have?

Tips:

- Plan it out as a set of pages (1 page for each click)
 - Focus on the 80% of users
-

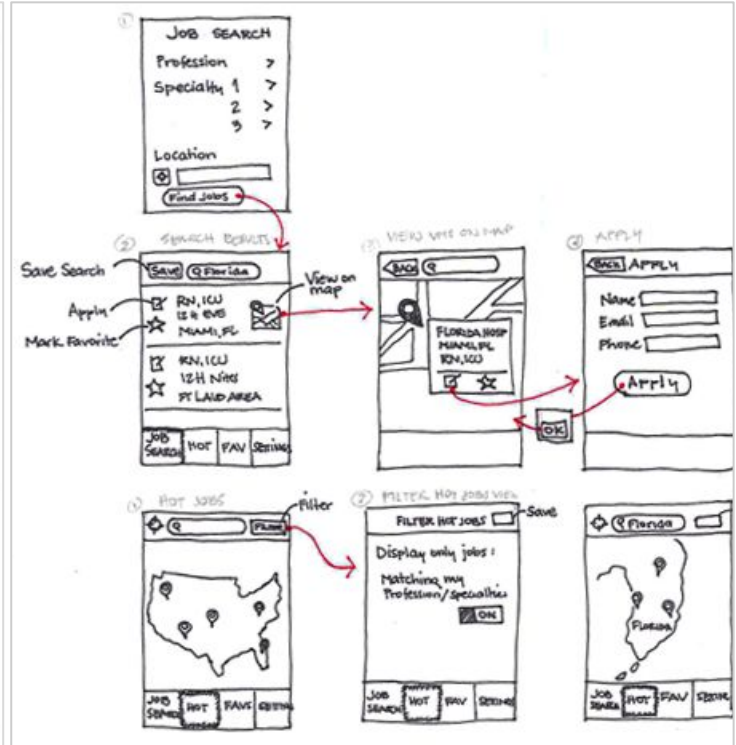
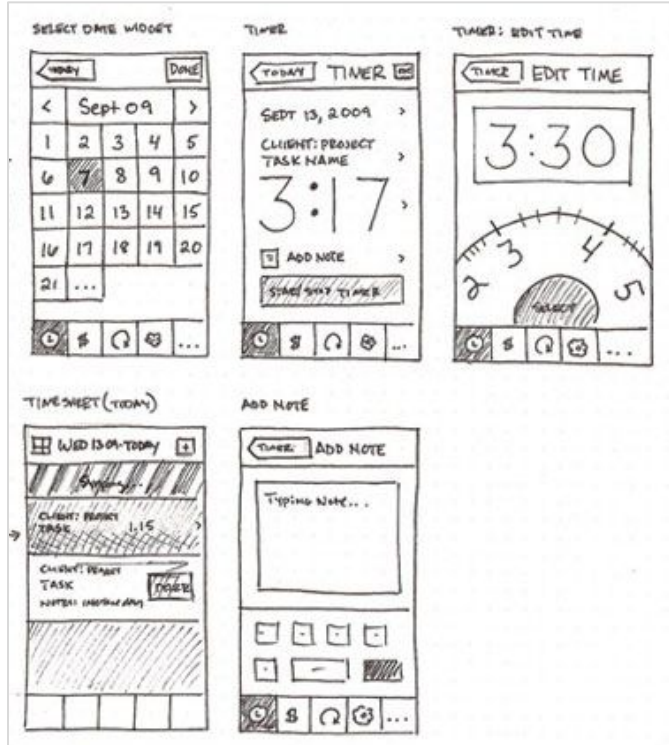
Plan out your app flow

- Shortest number of steps to completion
- What data do you need to collect from users?
- How will users interact with your app?
 - Swipes, gestures, shakes, etc

Tips:

- Annotate (<-- add notes to) each page
 - Focus on the top 2 interactions
-

Examples of what you're doing:



Practical

Create your app UI design

Create Your App UI

Basic Setup:

- File > New > RGB > 150ppi
 - Use 540px x 960px
 - Create 1 artboard for each screen / interaction
 - Use the Artboard Tool to arrange it as a flow
 - Number or label each Artboard to help
 - Put your master items on a separate layer
-

Steal from places online

As always

- mobile-patterns.com
 - patterntap.com
 - Smashing Magazine
 - Dribbble
 - Behance
-

Rules for Evaluating Designs

How do you know if something is good?

I. Readability. Clear enough your grandma could read it without her magnifying glass.



Etiam rhoncus
metus vel semper.
Cras elementum

Lorem
ipsum

Size

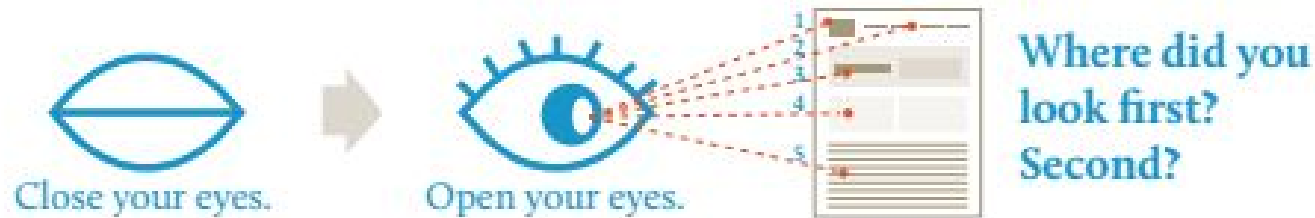


Contrast

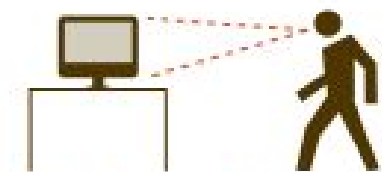


Spacing

2. Hierarchy. Guide the user through page elements in order of importance.



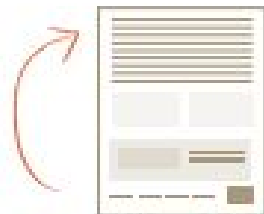
3. Composition & Balance. Feng shui for your `<div>`'s and `<p>`'s.



View from 5 feet away.

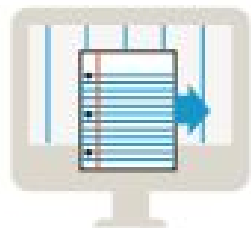


View from 10 feet away.



View upside down

4. Grid. Get in line or get out.



Hold a piece of paper up to the screen. Move it left to right. Do elements line up to the vertical gridlines formed by the edge of the paper?

5. Comparison. How does your work stack up against something you know is awesome?



OMFG!
Seaux awesome.

Does it suck?

Notes on Typography

More like cheatsheet...

1. Pick one display font and one versatile text font family.

Using this strategy, you can have a nice, expressive font for your logo or headlines and can fill in the gaps with the more versatile text font. By versatile, I mean a family that works well for paragraphs, but can also work for buttons, subheaders, and navigation when the display font isn't suitable.

2. Pick one extremely versatile font family and use it for everything.

Font size.

✗

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Line height (or leading).

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Color Contrast.



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My First Blog
By Frank Blogger



My First Blog
By Frank Blogger

Exporting is easier

We need 'slices' for mobile design

Select Object > Export Selection

- Right click on the asset that needs exporting
 - Click 'Export Selection'
 - It's ready!

Reading for this class
will be online tonight:

<http://ashportfolio.github.io/art4217>
