For this discussion post I would like to talk about Google’s Material Design Specification. We will define what it is. As well we discuss the nuances and principles of Google’s Material Design Specification. So, what is Google’s Material Design Specification?

“Material Design is an adaptable system of guidelines, components, and tools that support the best practices of user interface design. Backed by open-source code, Material Design streamlines collaboration between designers and developers, and helps teams quickly build beautiful products.” (*Material Design*, n.d.) Known before public release as code name Quantum Paper, Material Design is one of the first implementations that has a goal to combine various principles of classic design with the innovations that we have experienced coming from the tech and science sectors. “Google's Material Design is built on the idea that your apps should be grounded in real world materials. It uses shadows, lighting, and depth to create depth and edges, as well as to enhance elements. You'll see details like this new color scheme, images with a vibrant pop of color, and flat elements with a 3D look.” (Forrest, 2022) Ultimately, this design concept is to engage and enhance the experience of the end users that we will be designing for.

According to Google, there are three core principles at work:

* Material is the metaphor
* Bold, graphic, intentional
* Motion provides meaning

(Forrest, 2022)

In conclusion we have defined what Google Material Design is and we now have a basic understanding of what it is meant to do for designers and more importantly the end user. Only released in 2014, these design principles when practiced and utilized correctly can be a fun and amazing way to help create applications.

References:

*Material Design*. (n.d.). Material Design. Retrieved January 31, 2023, from <https://m3.material.io/>

Forrest, C. (2022, September 16). *Google Material Design: A cheat sheet for professionals*. TechRepublic. Retrieved January 31, 2023 from, <https://www.techrepublic.com/article/google-material-design-the-smart-persons-guide/>