

# Introduction

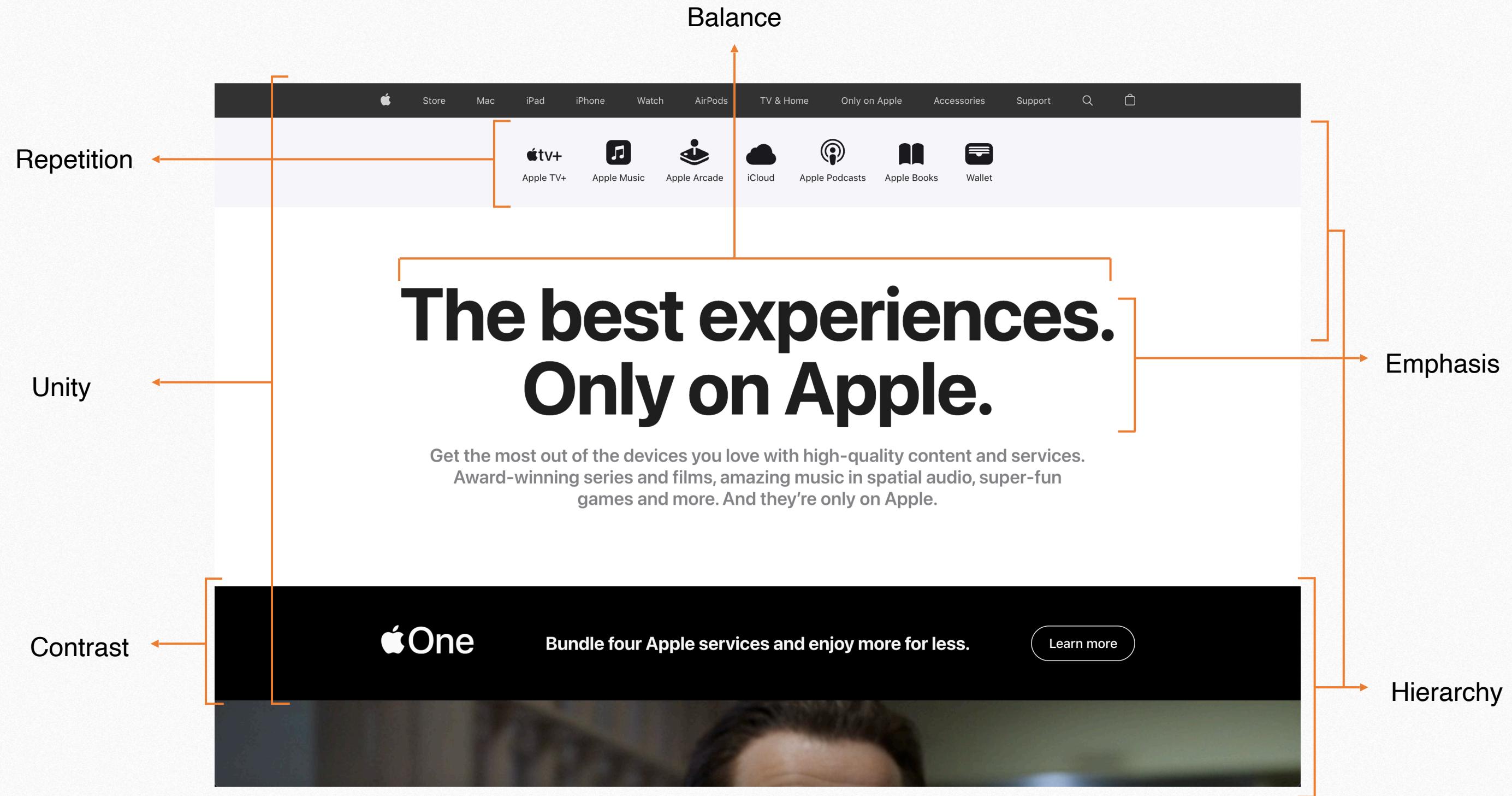
In the past, designers = executors

Today, designers = enablers

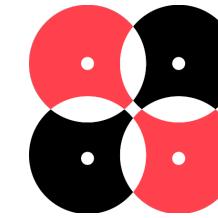
As enablers, we have a bigger responsibility to create seamless experiences  
and enable emotional connections between humans and technology.

Staying true to basic design principles helps us be responsible and meaningful.

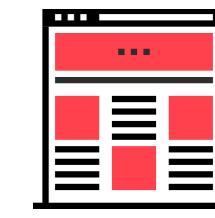




# 6 key principles to create meaningful experiences



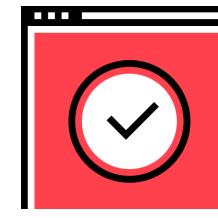
balance



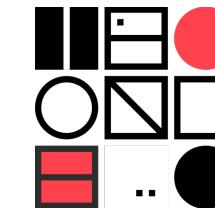
hierarchy



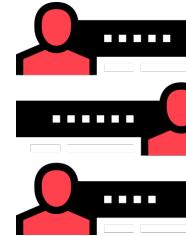
contrast



emphasi  
s



unity

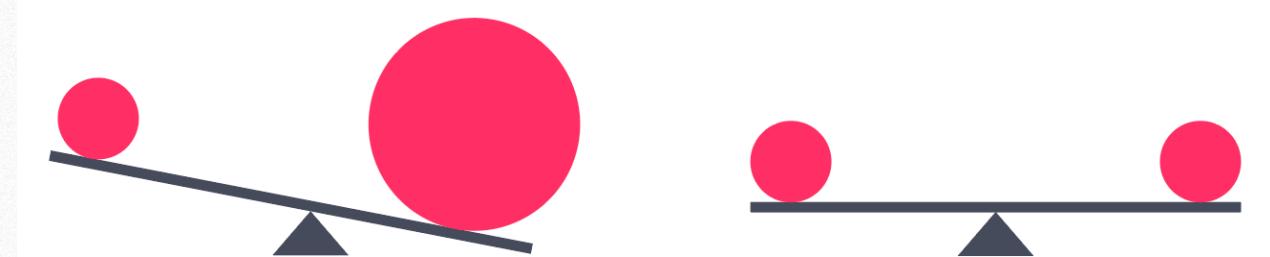


repetition

# Balance

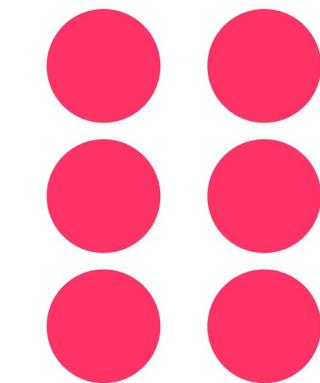
## What?

Objects in design carry weight just like in the physical world. This is called visual weight. The visual weight of a design needs to have balance.

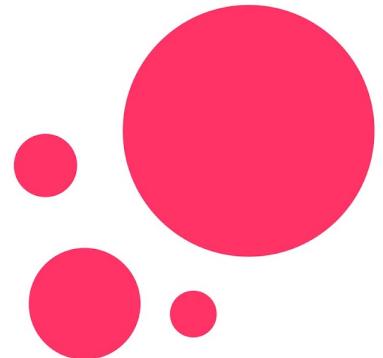


## How?

- Balance can be implied by size, shape or even contrast.
- It can utilize symmetry or equality. Balance can also be achieved through asymmetry.
- You can balance a composition by playing with the visual weight of elements. Visual weight can be decided by how much an element stands out.



Balance: Symmetrical

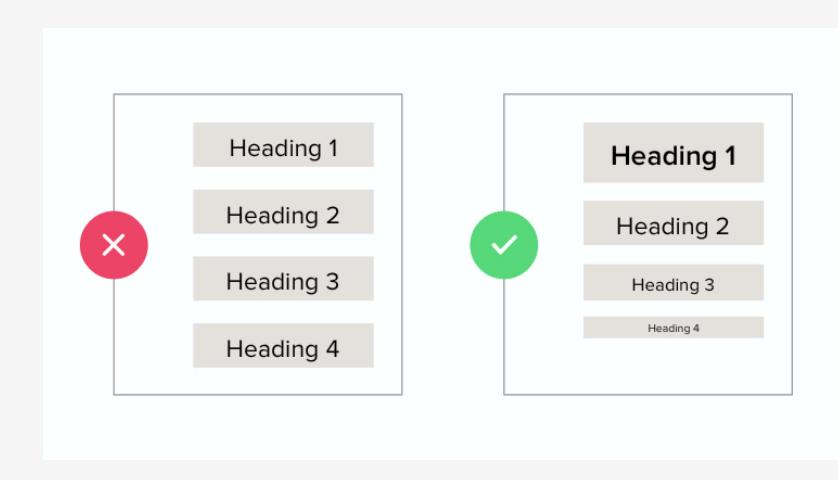


Balance Asymmetrical

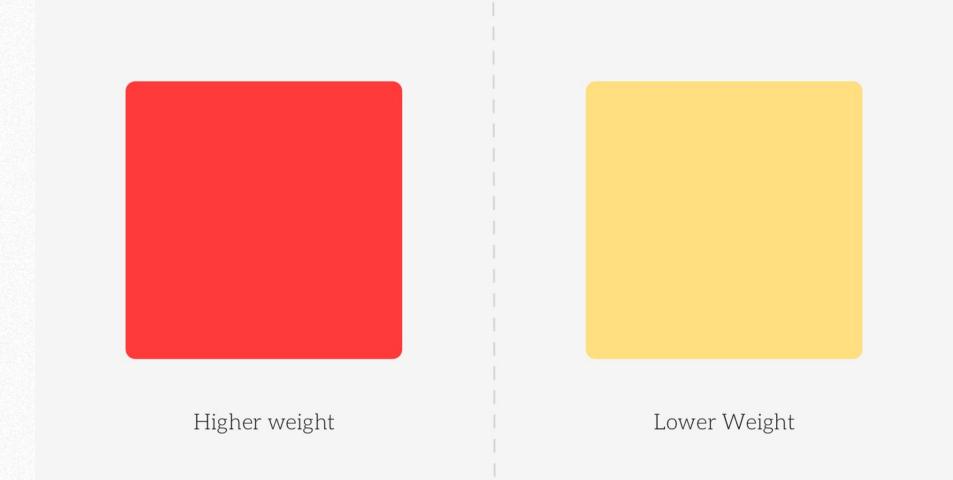
# Balance

Parameters that affect the visual weight of an element:

## 1. Size



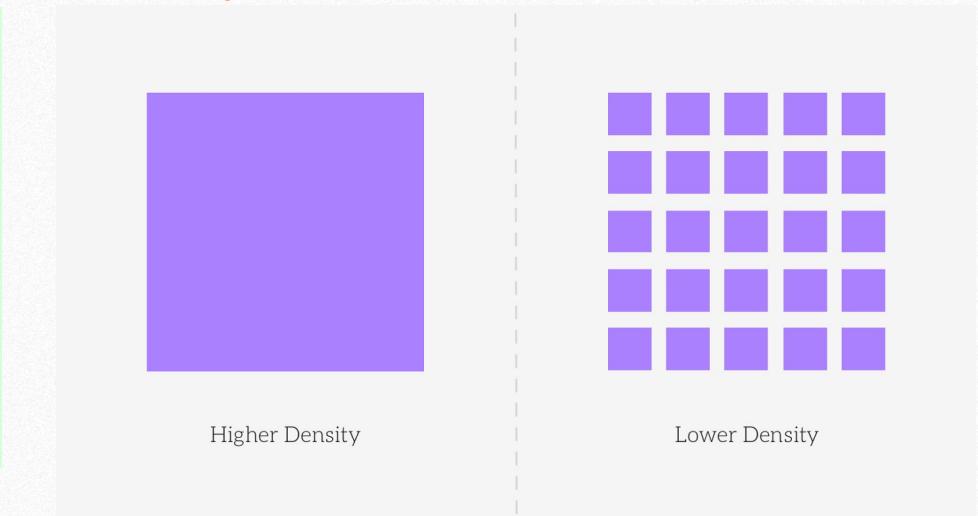
## 2. Color



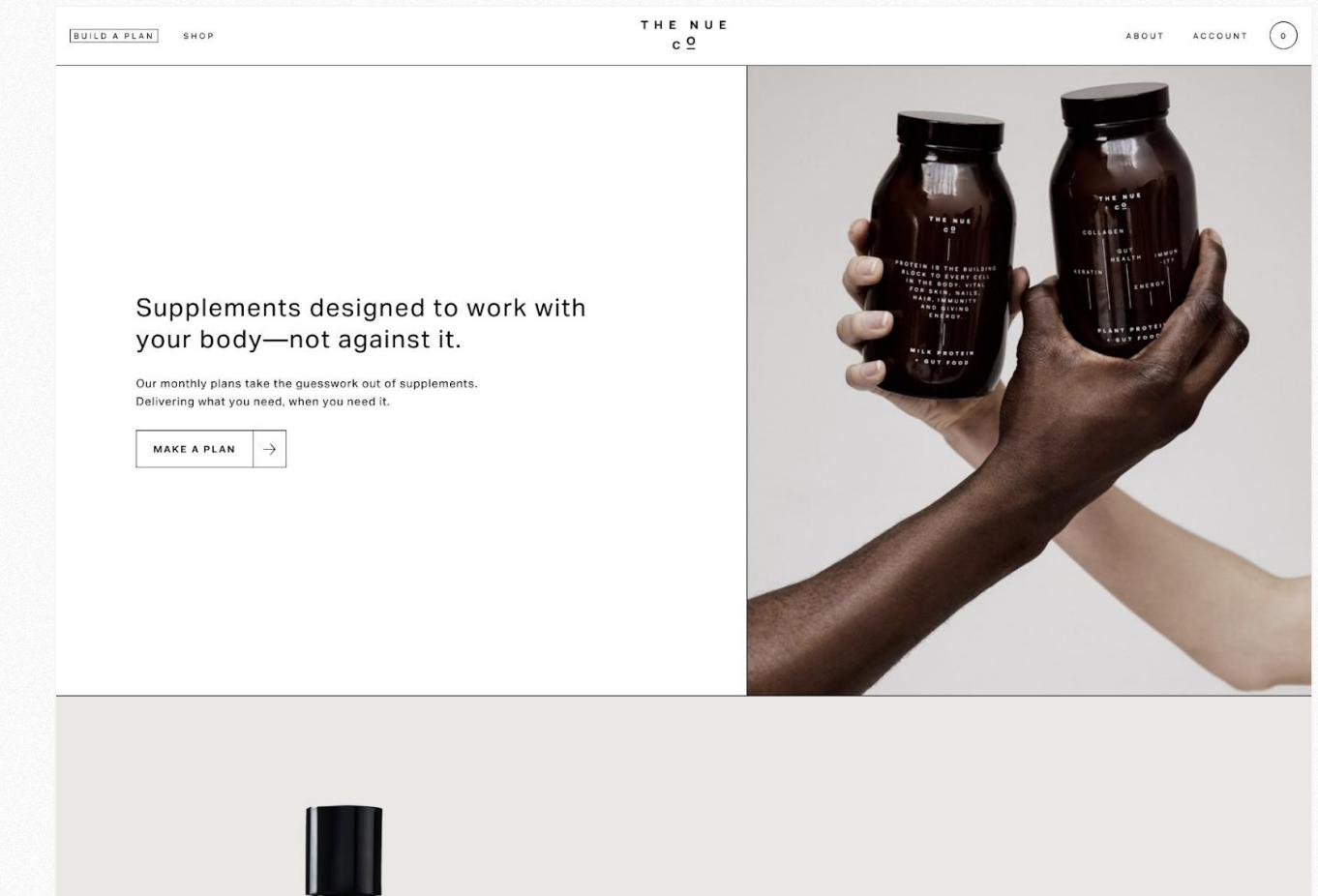
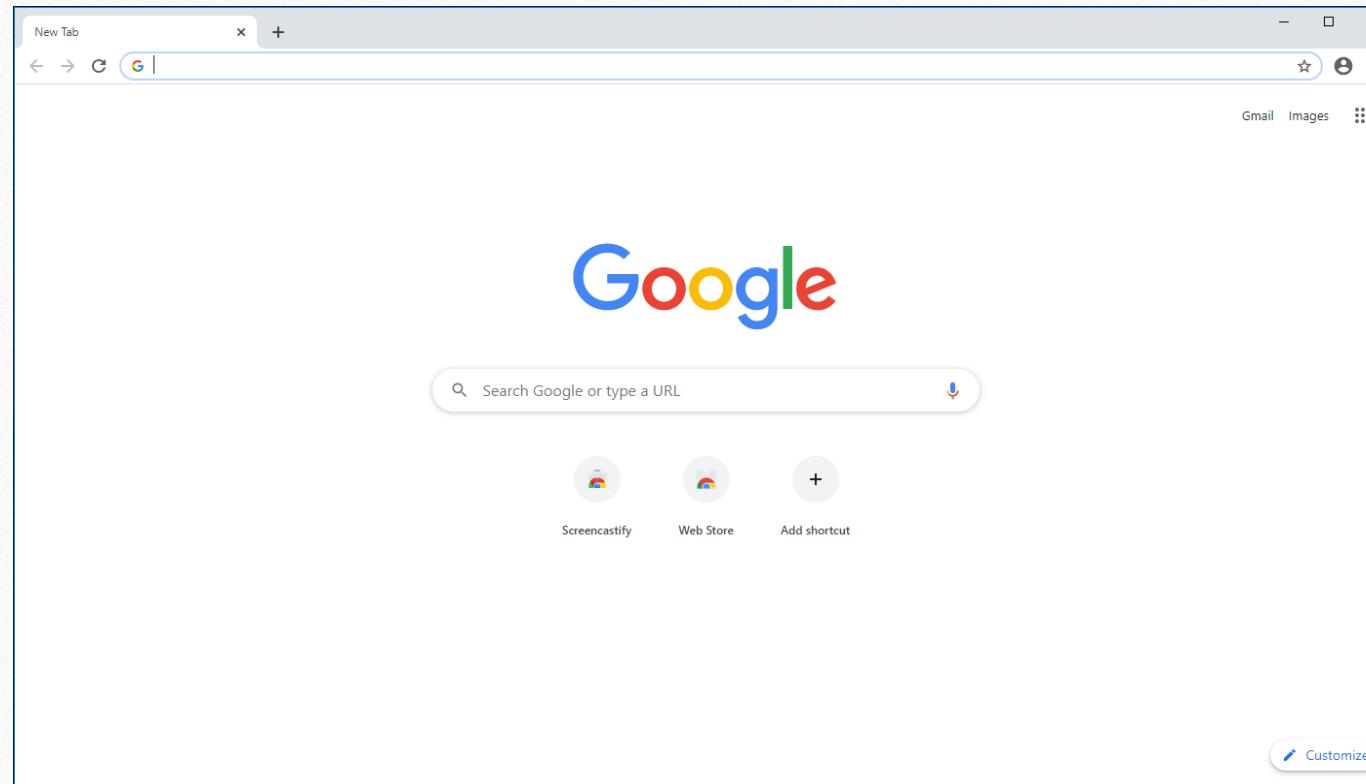
## 3. Contrast



## 4. Density



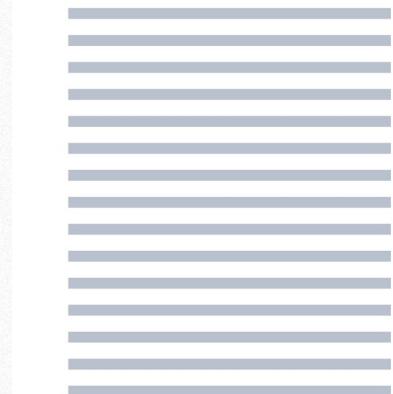
# Here are some examples



# Hierarchy

## What?

Relates to how well content can be processed by people using a website. It refers to the importance of elements within a design. The most important elements (or content) should *appear* to be the most important.



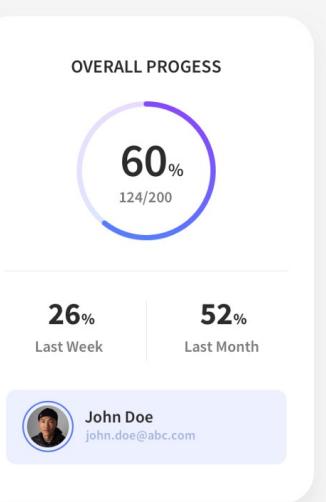
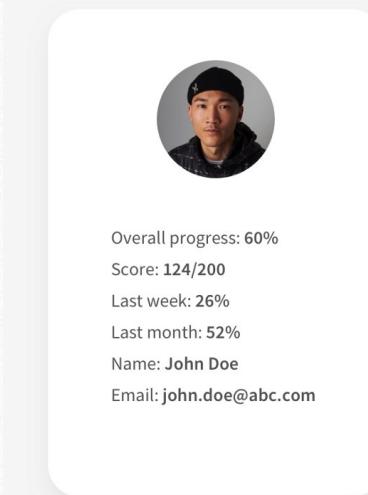
No Hierarchy



Hierarchy

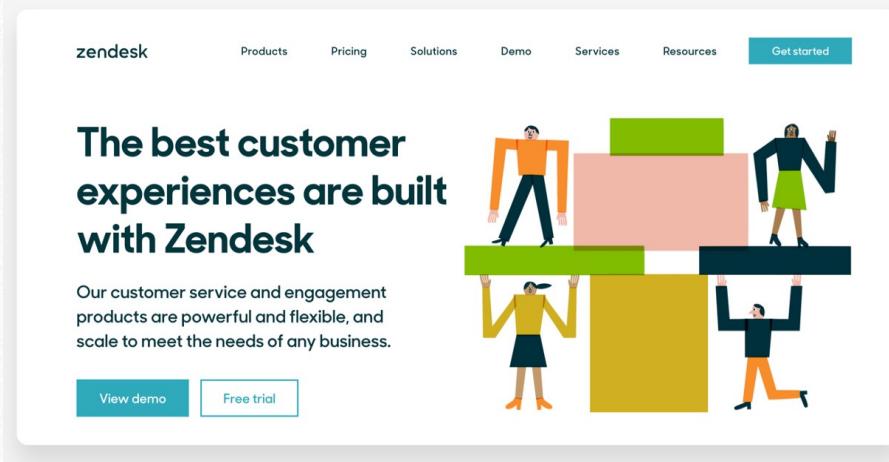
## How?

- Establish visual relationships among layout elements
- Add different visual weights to each of the elements
- Finally, create patterns of eye movement

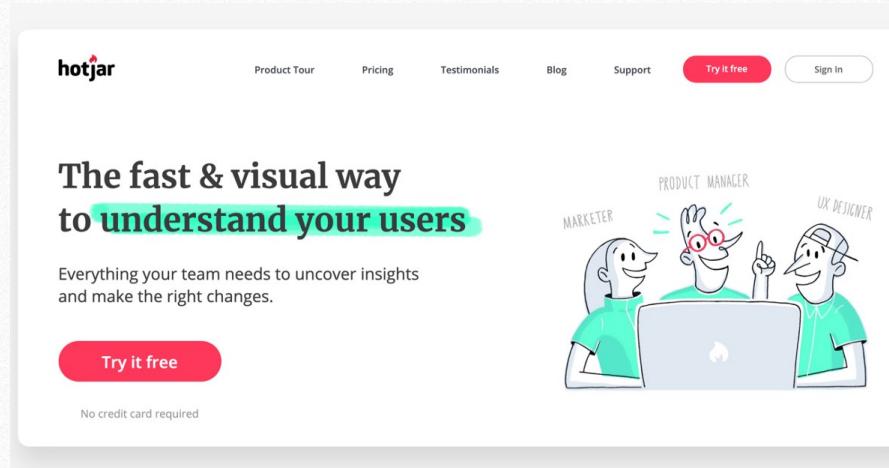


# Basic elements for building hierarchy

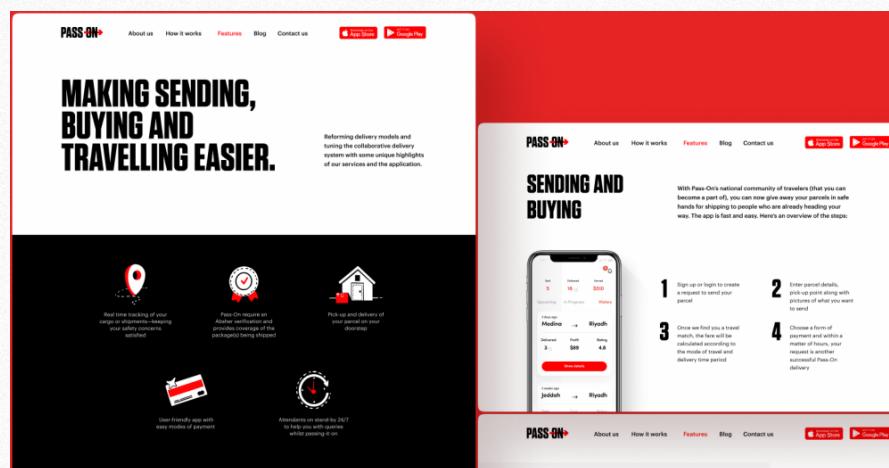
## 1. Size



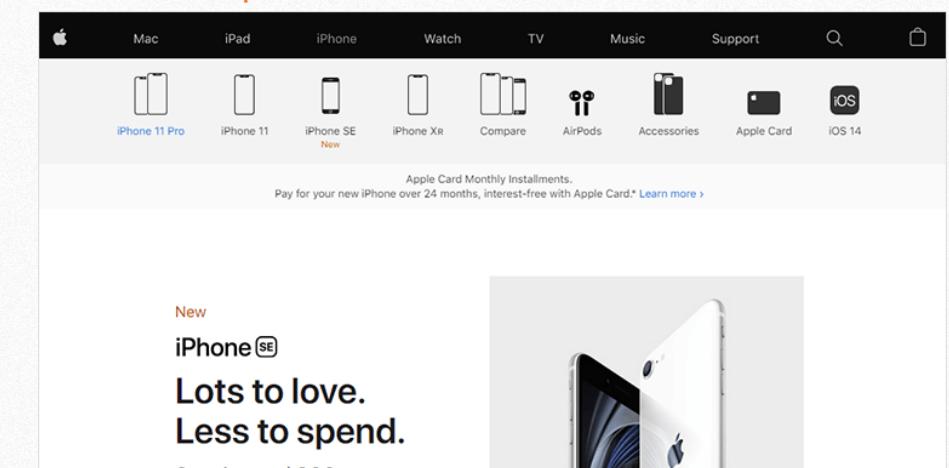
## 2. Color



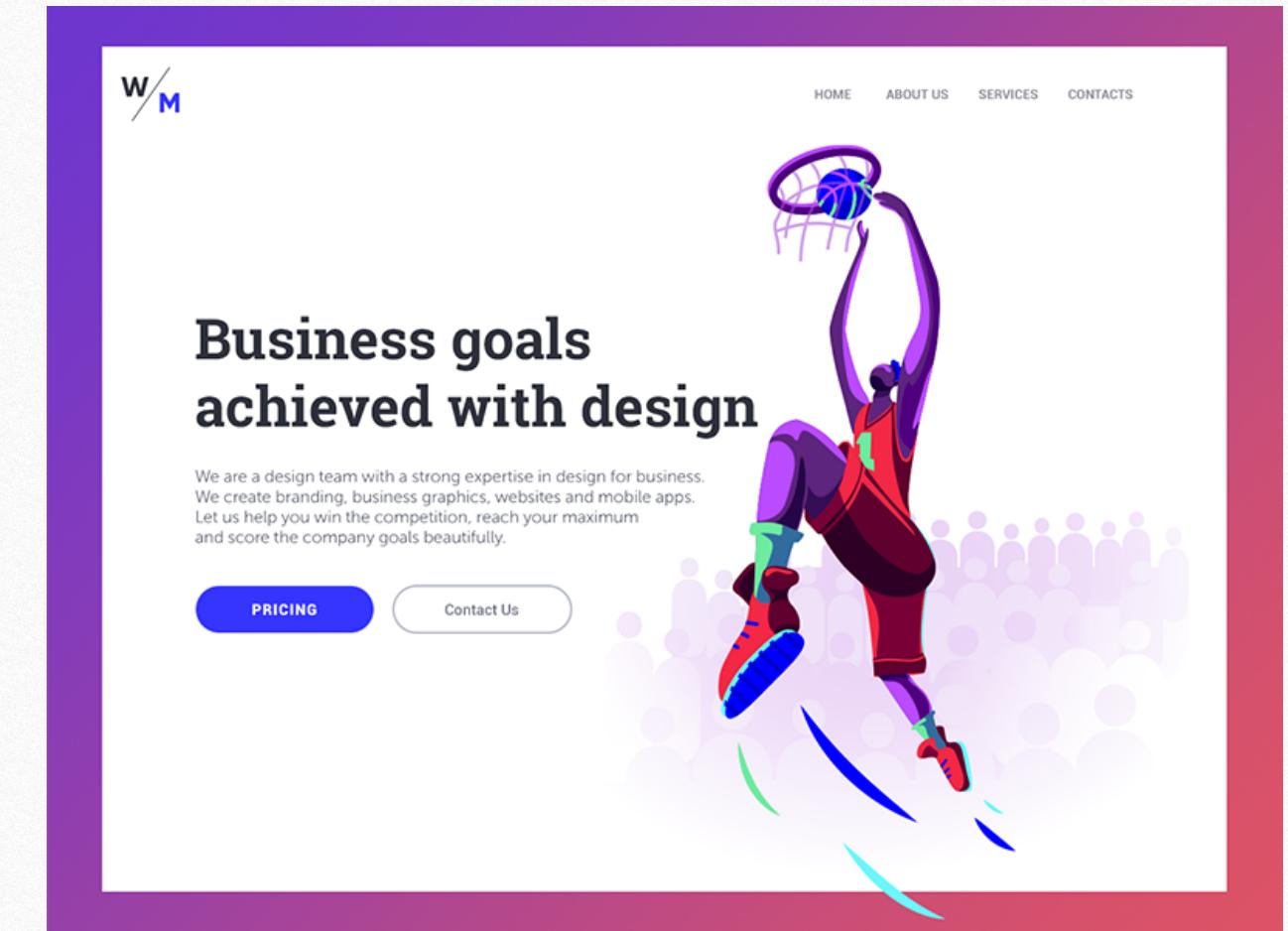
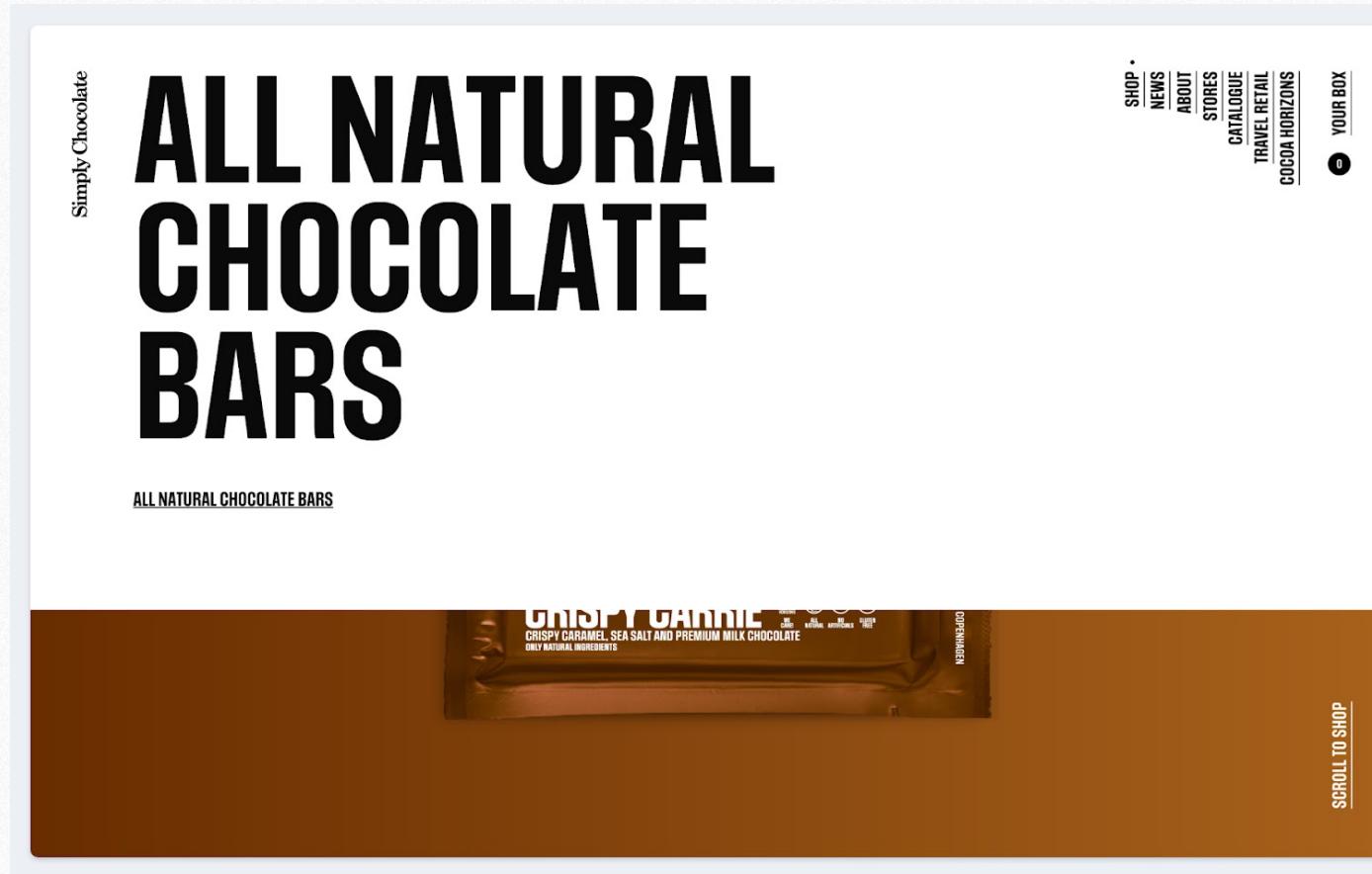
## 3. Contrast



## 4. White space



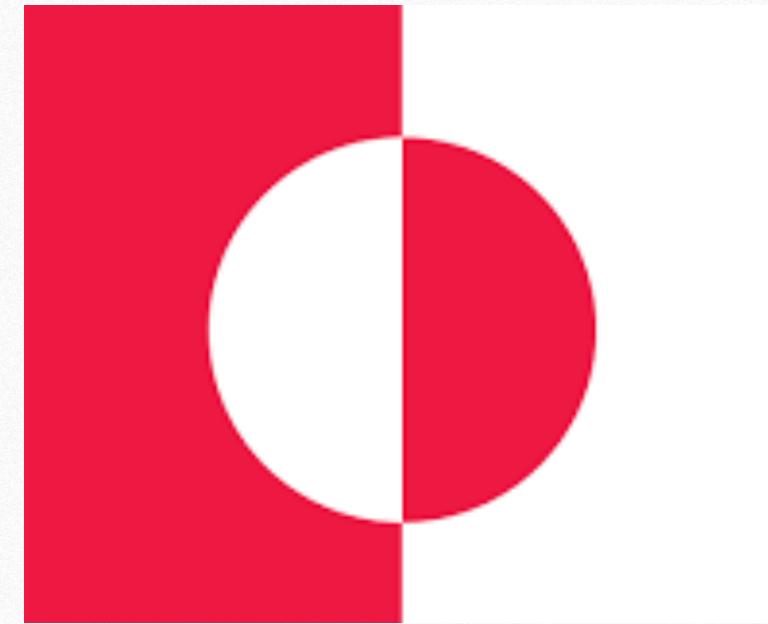
## Here are some examples



# Contrast

## What?

The difference between two or more objects in a design is referred to as contrast. Contrast is most commonly associated with readability, legibility and accessibility.

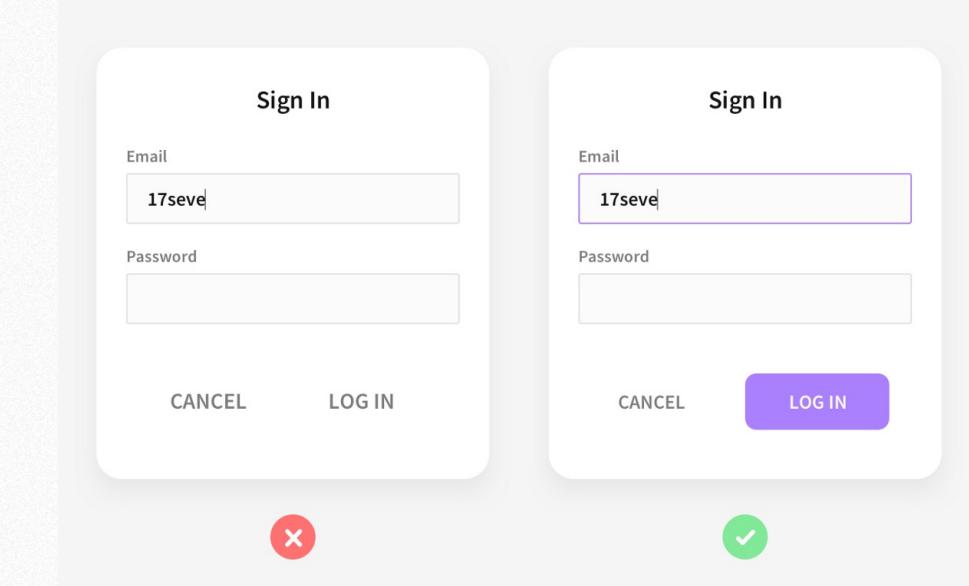


## How?

Like hierarchy, the most important element in a design should have the most contrast.

Contrast helps us to:

- Organise our content in a better way
- Focus user attention on certain elements



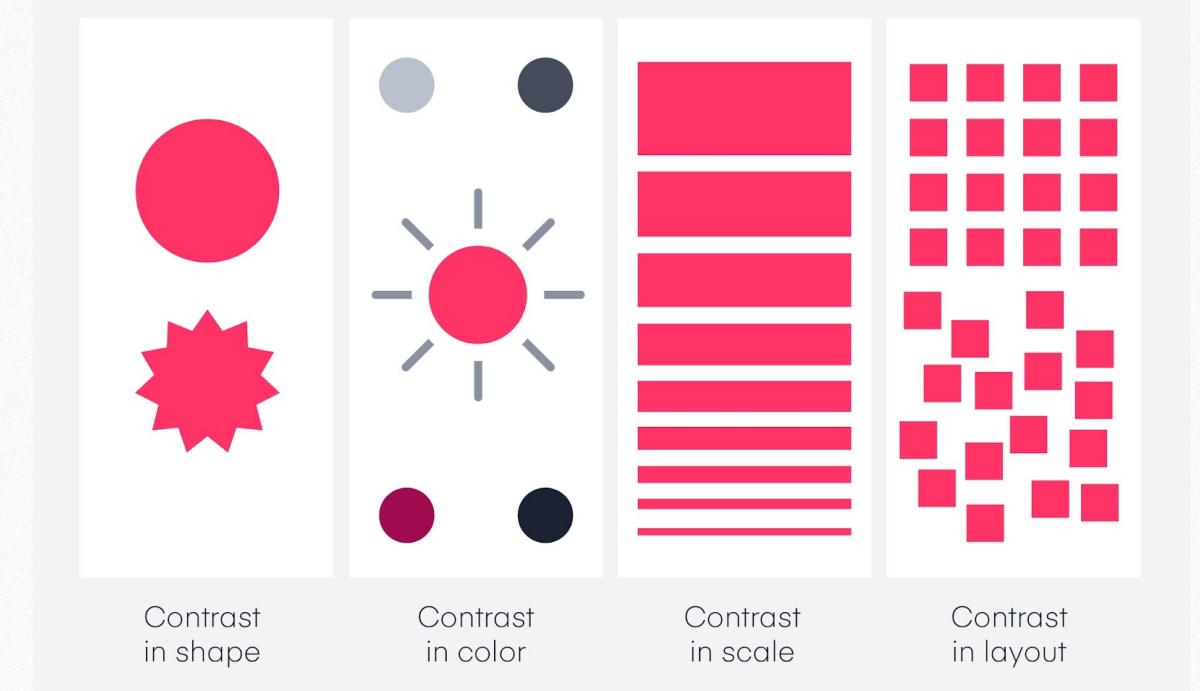
# Contrast

## How?

The right amount of contrast by playing with:

- Size
- color
- Weight
- Styles
- Fonts, serif and sans serif
- Fill

However, too much contrast can be confusing for users. It could create many focal points because of which users may find it difficult to take intended actions.



# Here are some examples

PASSIONATE people committed to positive commercial and social impact. EXCITING places that bring together culture and business. A design-led philosophy delivering excellent architecture. A foundation for important works of philanthropy.

Edinburgh  
101 George Street,  
Edinburgh EH2 3ES

[info@parabola.com](mailto:info@parabola.com)  
[+44\(0\) 131 603 8300](tel:+44(0)131 603 8300)

Newcastle upon Tyne  
Central Square, Forth Street,  
Newcastle upon Tyne NE1 3PJ

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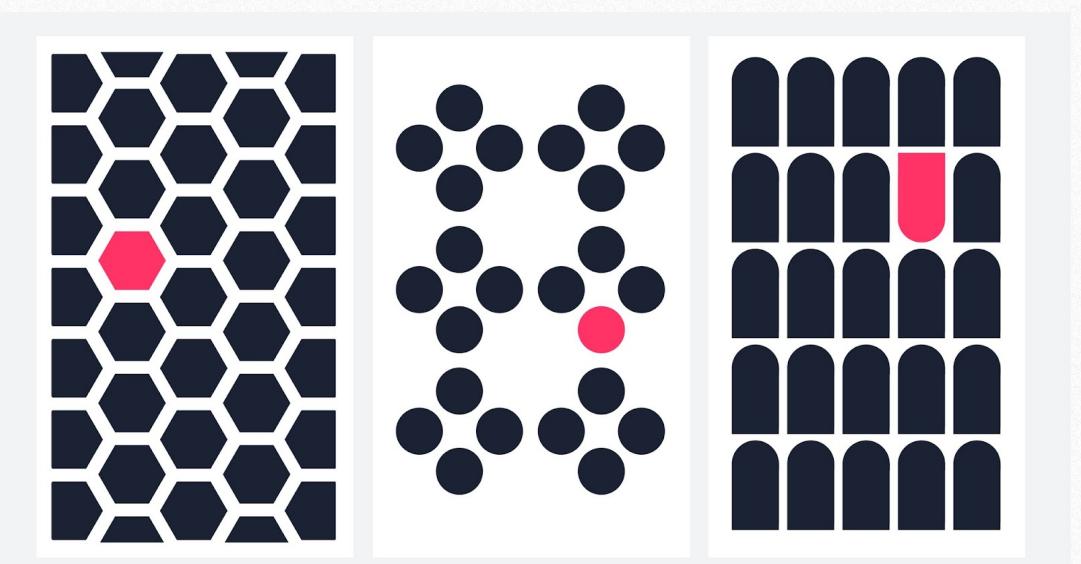
# Emphasis

## What?

Emphasis deals with the parts of a design that are meant to stand out. In most cases, this indicates the most important information the design is meant to convey.

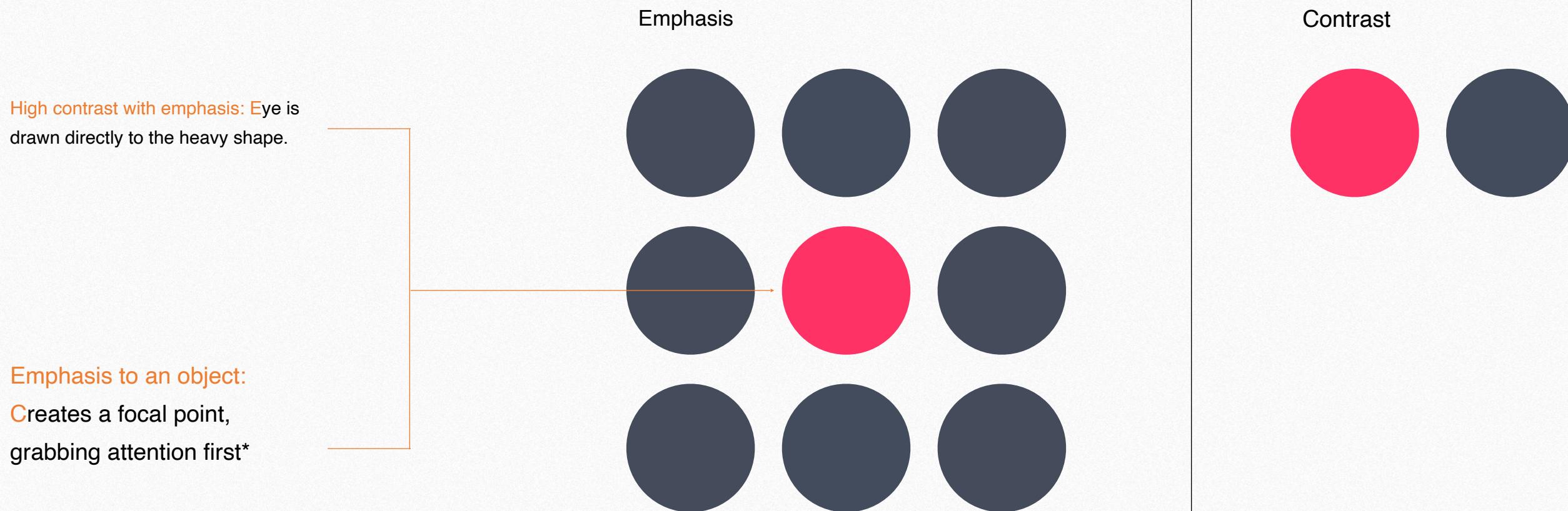
## Creating a focal point

Emphasis can also be used to reduce the impact of certain information. This is most apparent in instances where “fine print” is used for ancillary information in a design. Tiny typography tucked away at the bottom of a page carries much less weight than almost anything else in a design, and is therefore de-emphasized.

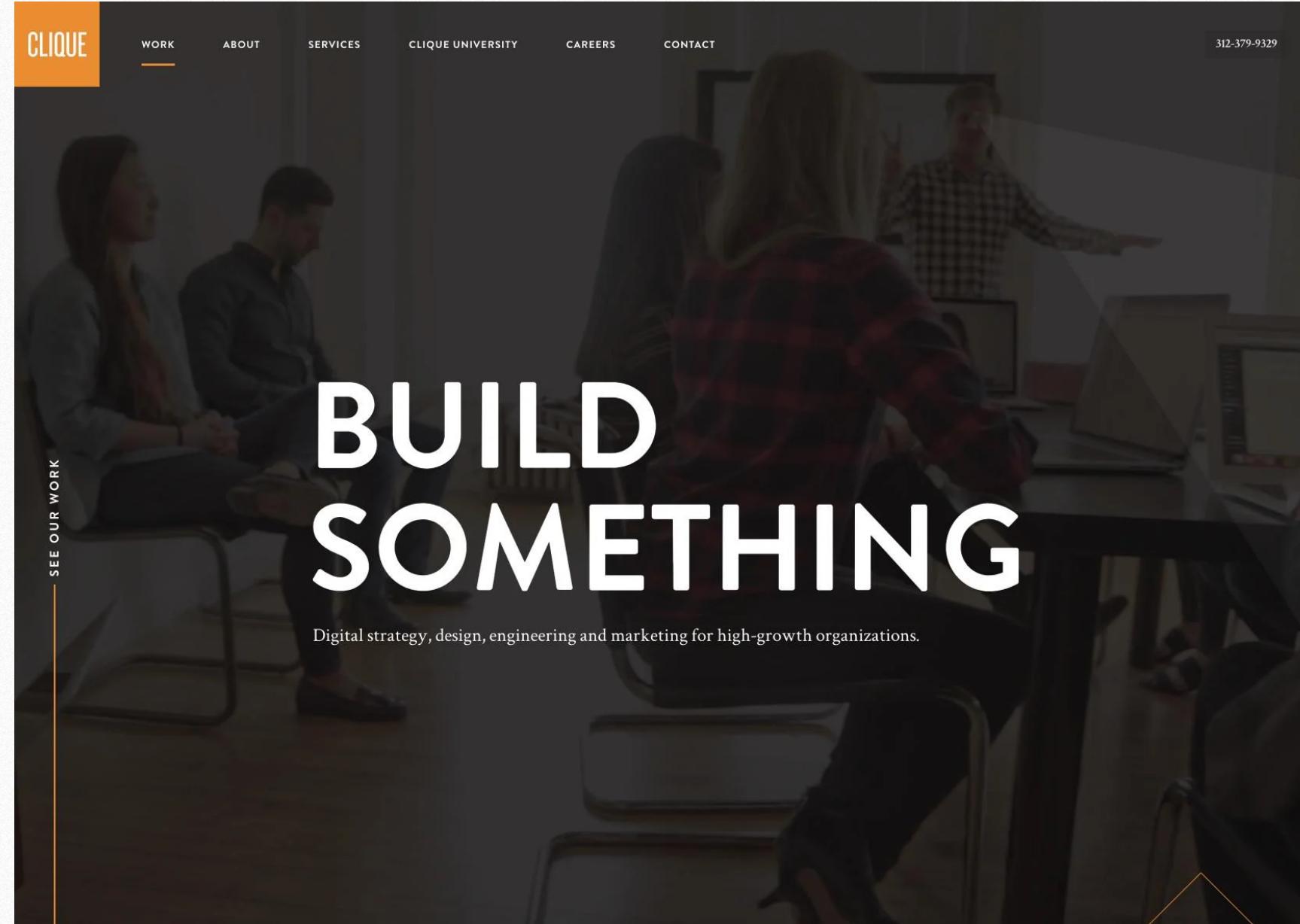


# Emphasis by contrast

Emphasis might seem similar to contrast, but it's not quite the same. Contrast deals with the difference between two objects, and emphasis deals with the impact of an object.



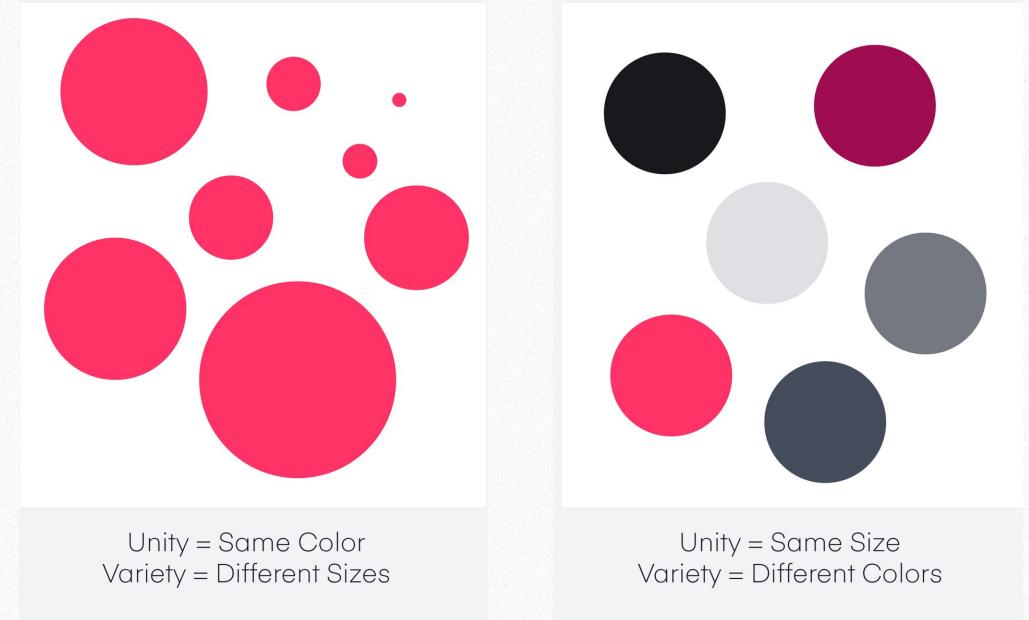
## Here are some examples



# Unity

## What?

It is how well elements of design work together. These visual elements have a clear visual relationship with each other to help communicate a clear, concise message.



## How?

Using design elements to apply unity is a strong way to bring a brand concept to life. Let's say a sports brand like Nike or Reebok

- has an intense “in your face” campaign
- Might use big bold fonts, bright colors and highly stylized imagery to exude intense training emotions

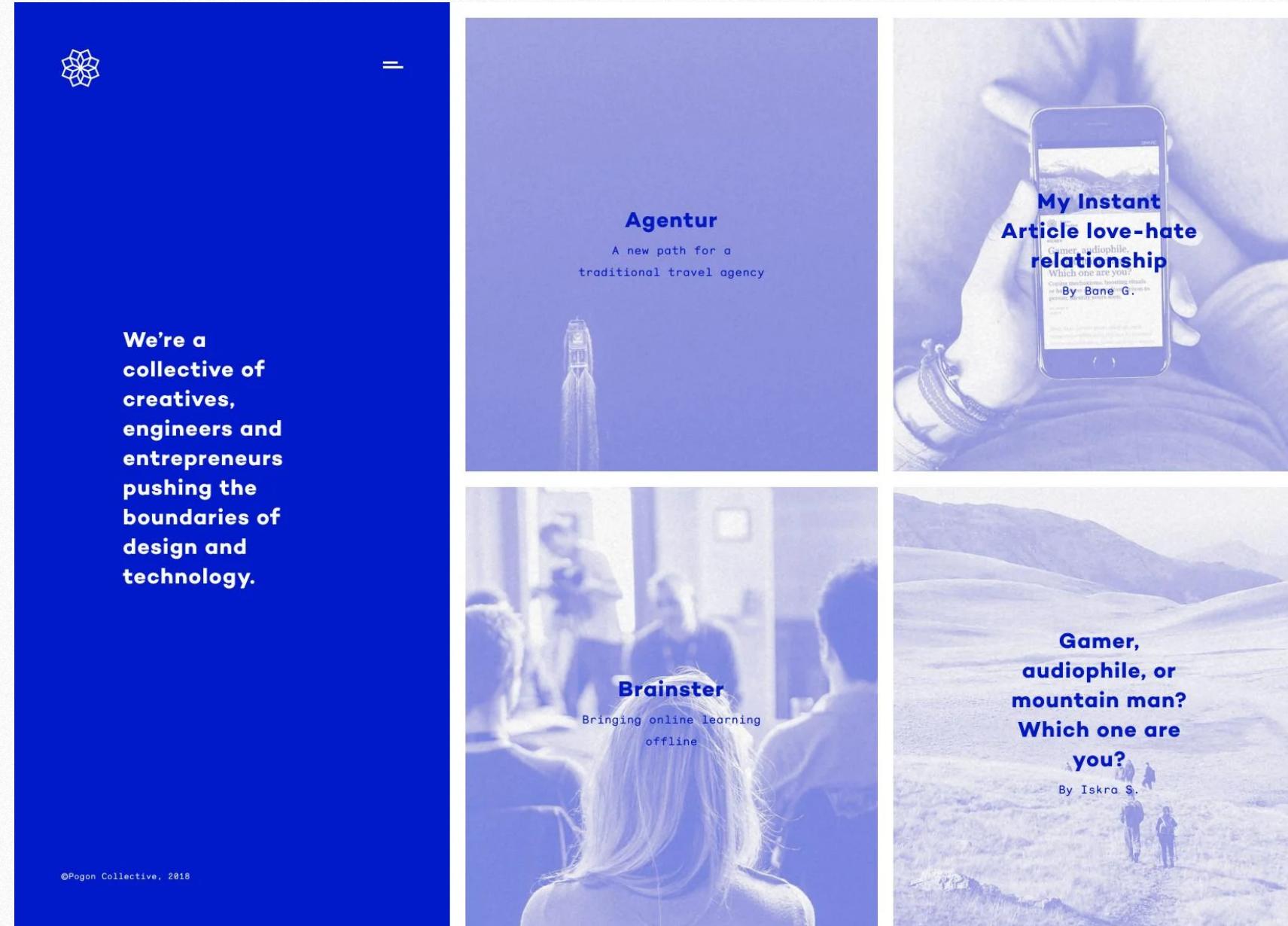
This is Nike (M)  
**MADE FOR  
EVERYTHING YOU ARE**

The Nike (M) collection is designed and tested for mothers, by mothers. Giving you the freedom to move however you want to, throughout your entire pregnancy journey.

Shop Learn More

Featured

# Here are some examples

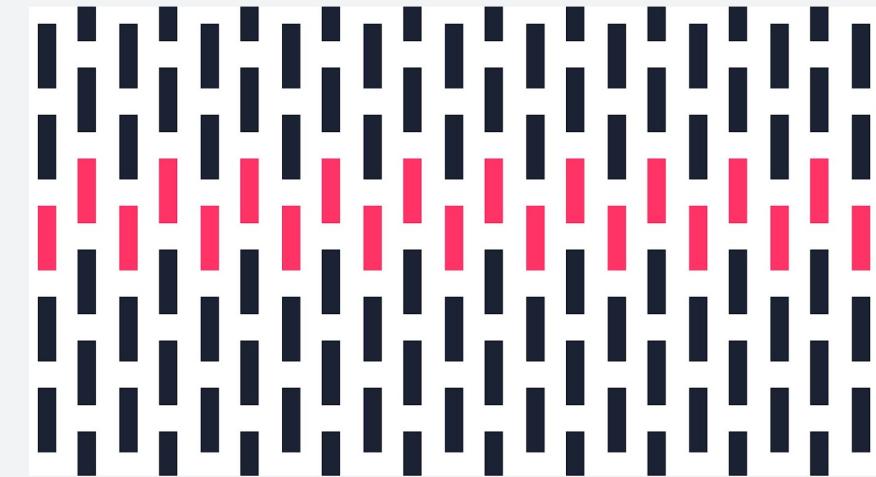


# Repetition

## What?

Reusing the same or similar elements throughout the design. Good design practice seeks to repeat some aspects of a design throughout a piece of simple or complex work. We use repetition to

- Create a sense of unity and consistency throughout a design
- Create a particular style, cohesiveness, emphasis, hierarchy, structure
- Strengthen a design.

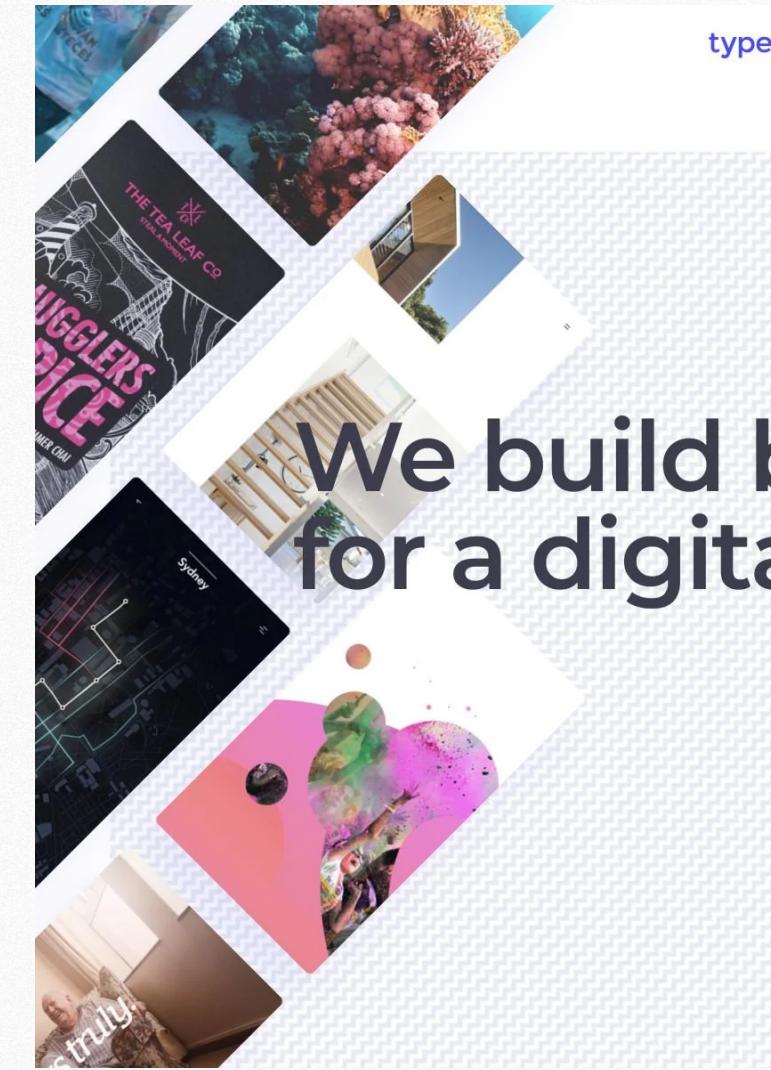
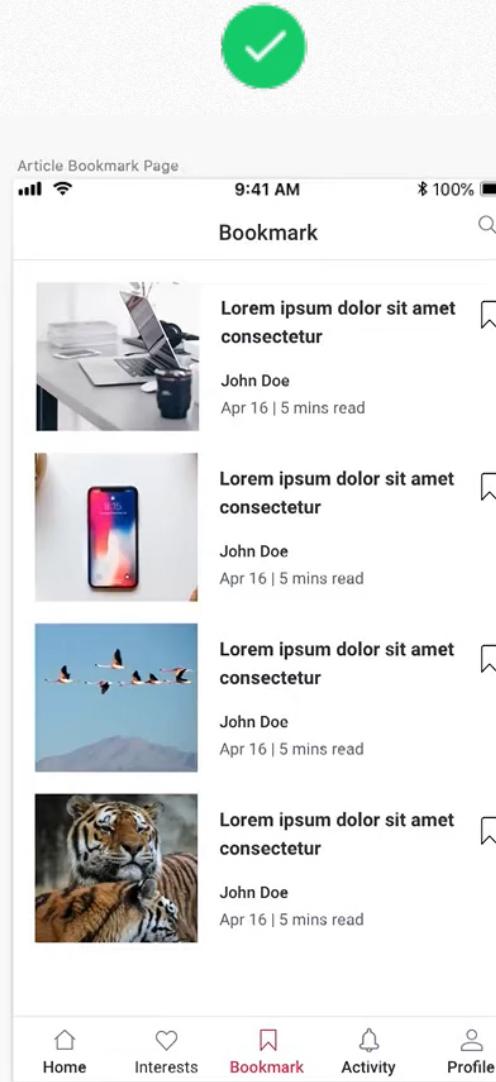
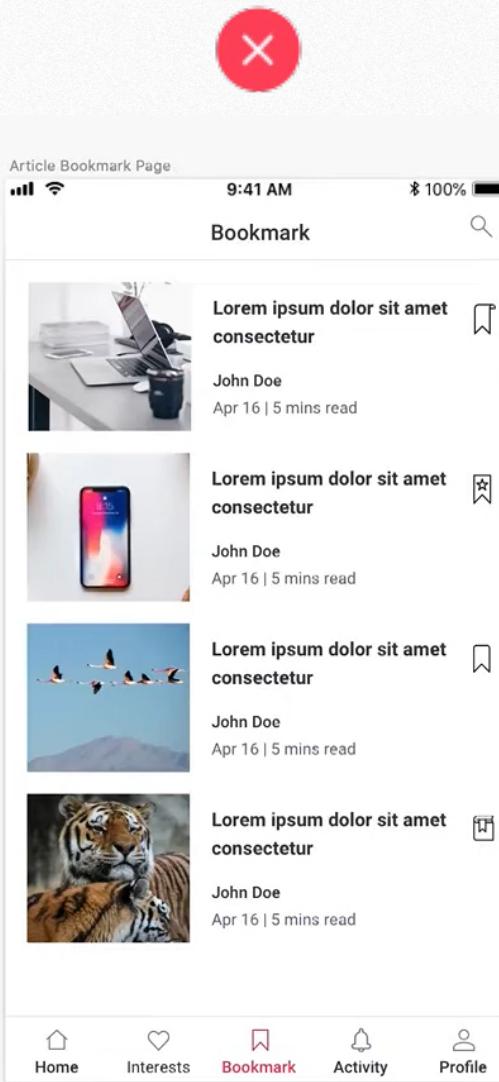


Repetition changes Perspective

## How?

Repetition in design is a form of brainwashing. The more we see something, the more we familiarize with it, thus remember it. Whether we like it or not, repetition is impressionable. It is human nature to find comfort and attraction in familiarity.

# Here are some examples



An interconnected world requires a new breed of brand. Brands which interact with audiences across every touchpoint and every screen. Brands that are agile and future ready.

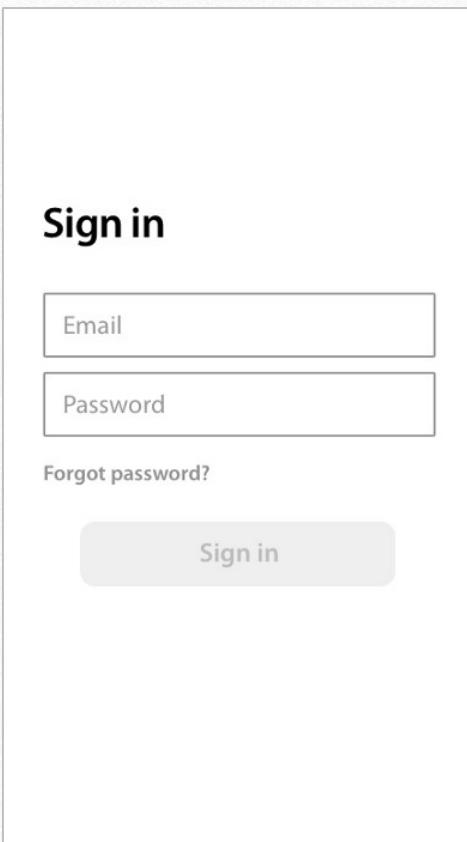
## Affordance

**“When affordances are taken advantage of, the user knows what to do just by looking: no pictures, labels or instruction needed.”**

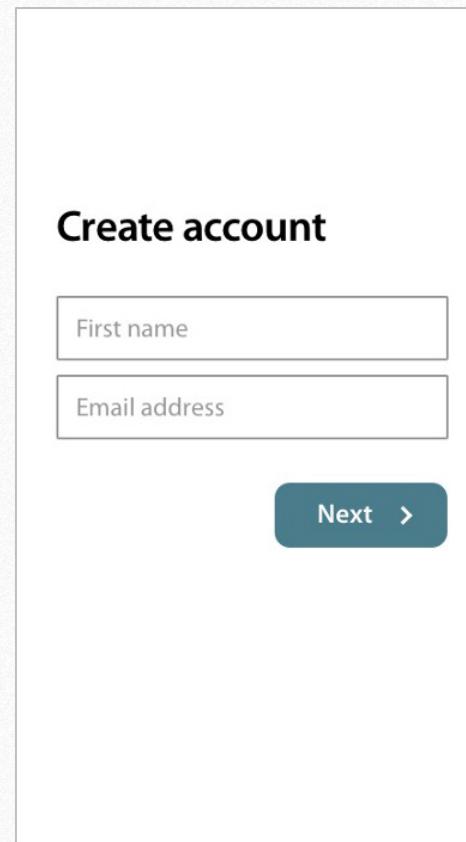
— Don Norman

# Affordance parameters

## Signifiers

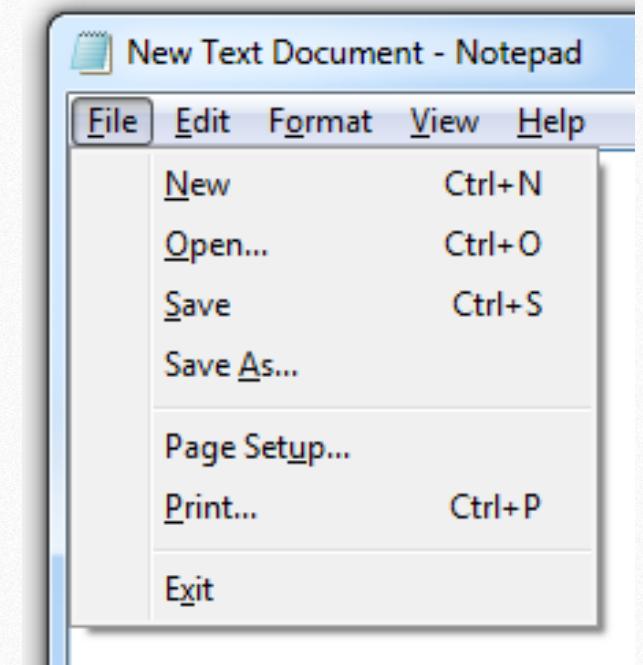


Button (affordance) is  
greyed out (signifier)



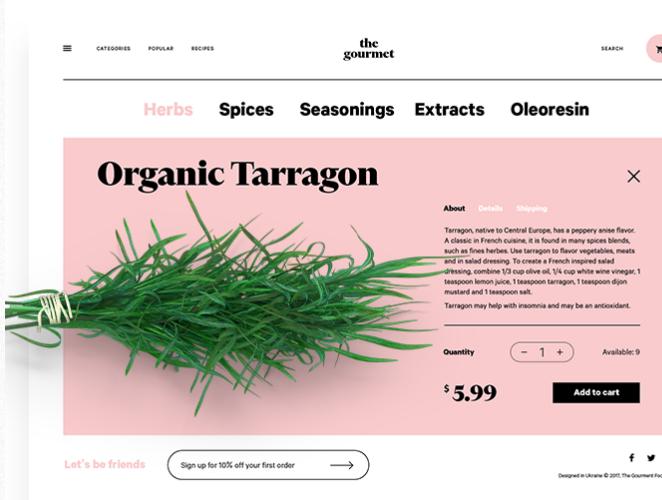
Button (affordance)  
+ colour + text + icon (signifiers)

## Metaphors

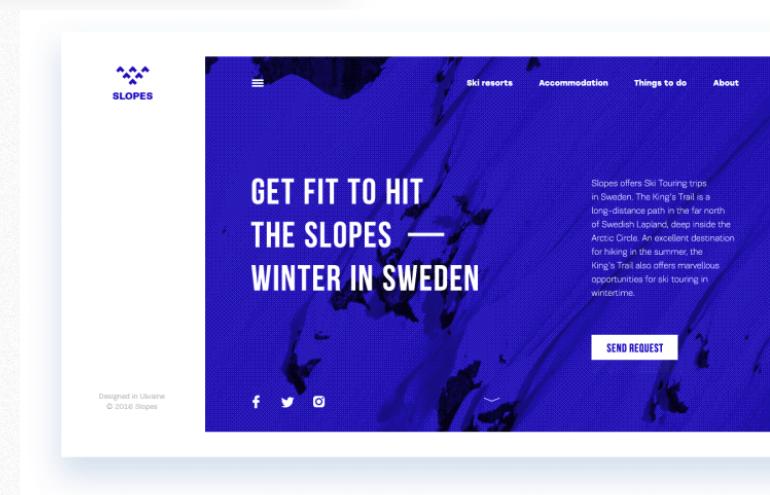


# Affordance in interface design

## Explicit (Obvious) and implicit (Hidden) affordances



Explicit



Implicit

## Graphic affordances

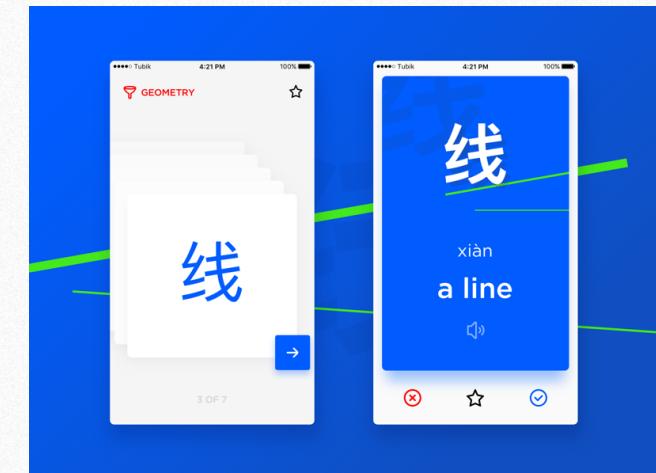
### Photos



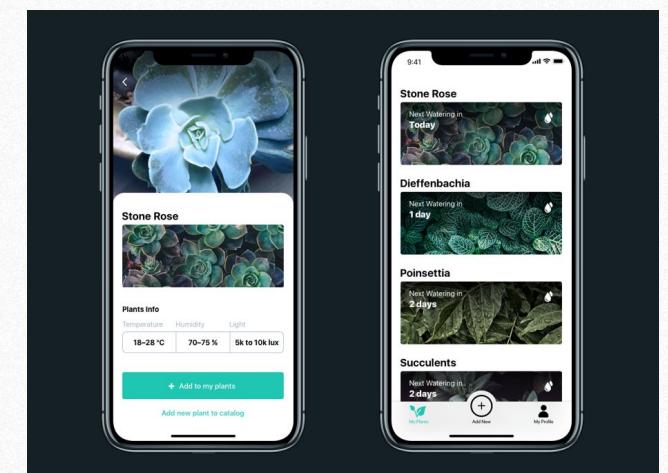
### Illustrations



### Icons

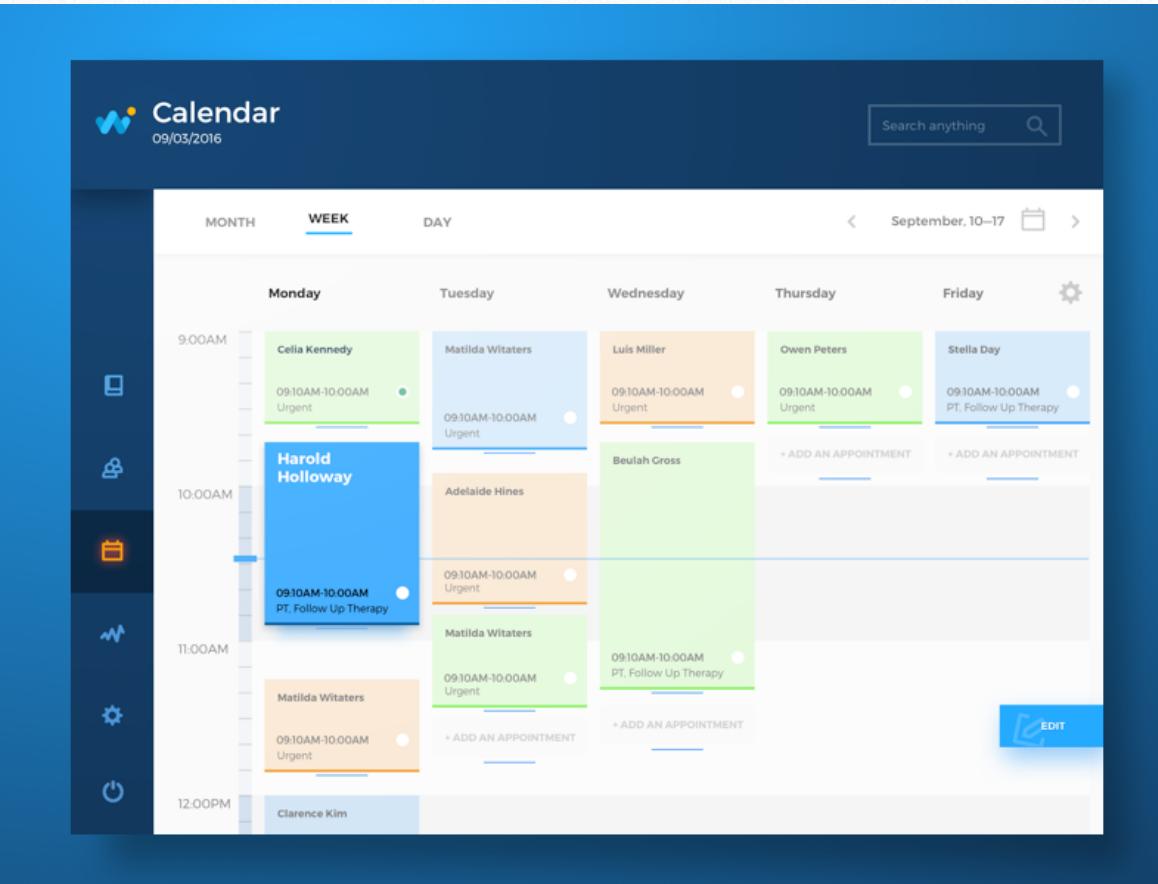


### Buttons

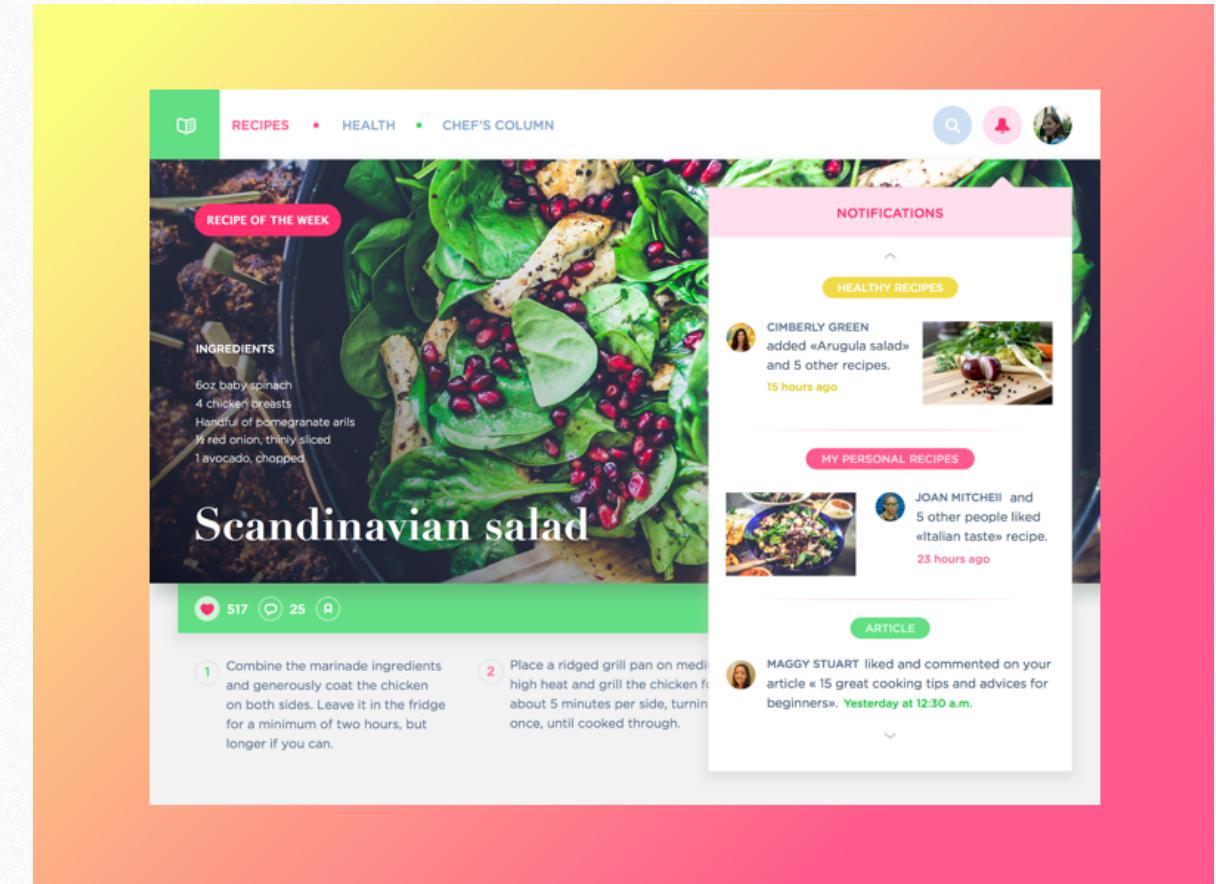


# Affordance in interface design

## Copy affordances

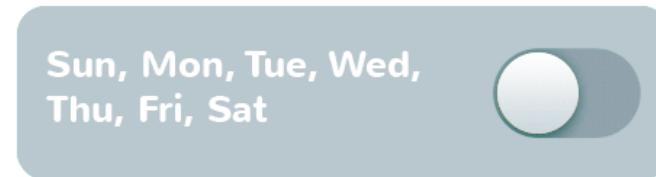


## Pattern affordances

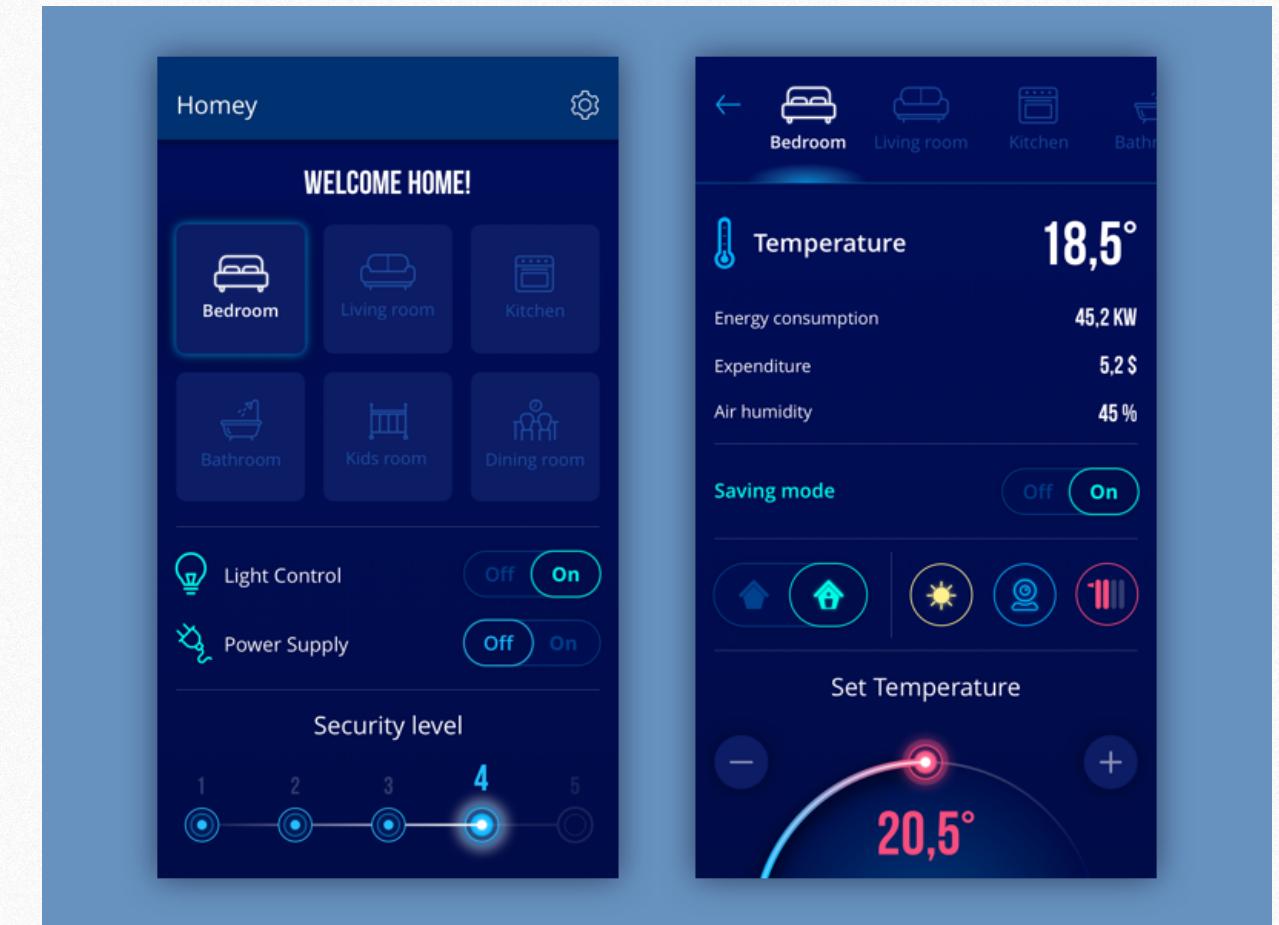


# Affordance in interface design

## Animated affordances

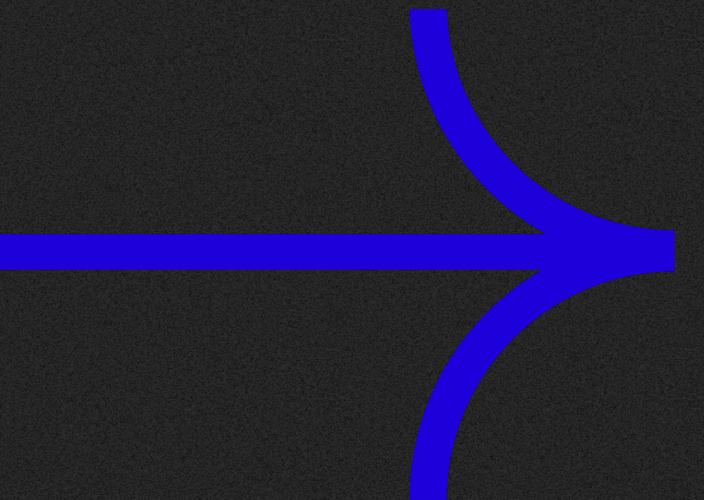


## Negative affordances



visual design

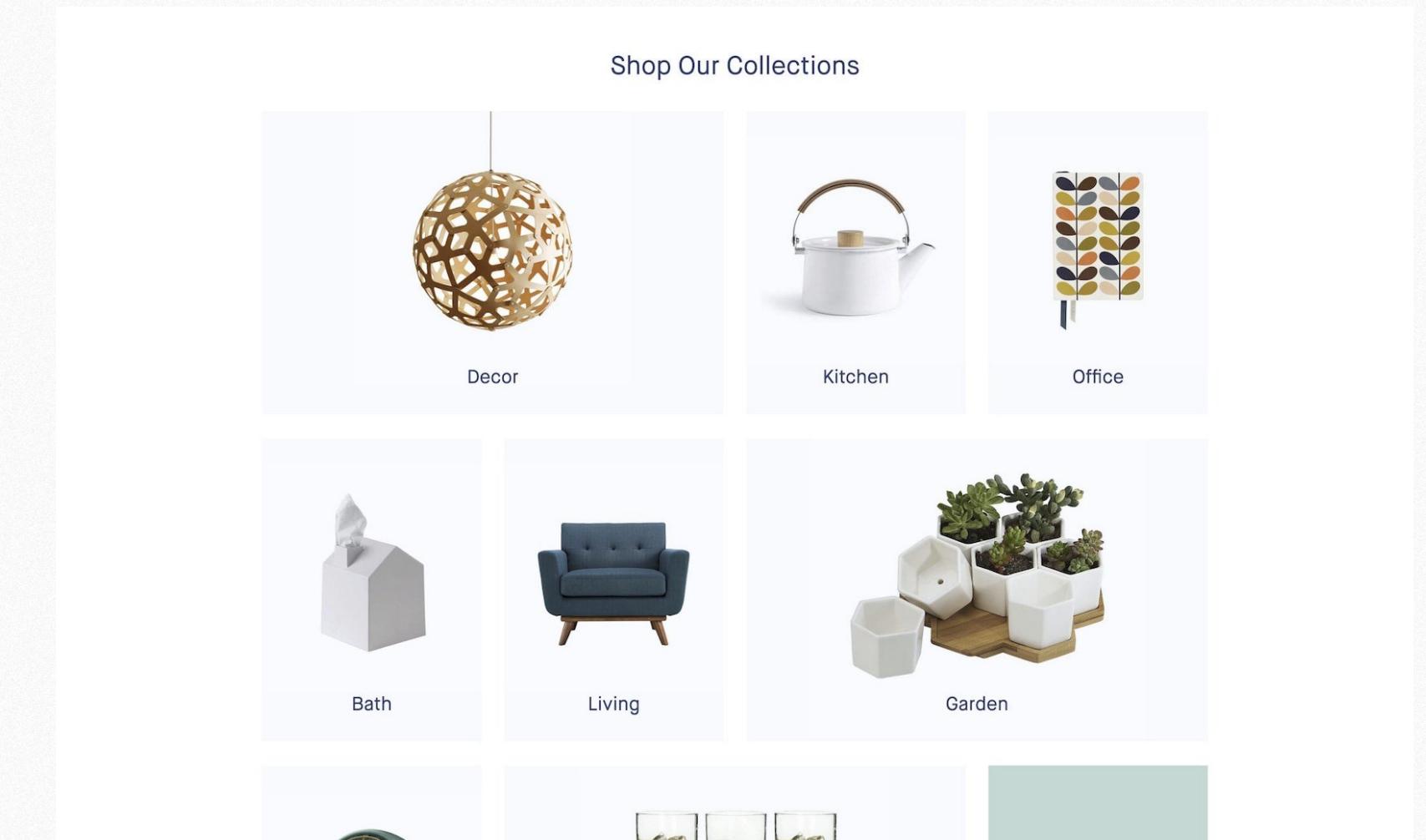
# activity



# Visual Quiz

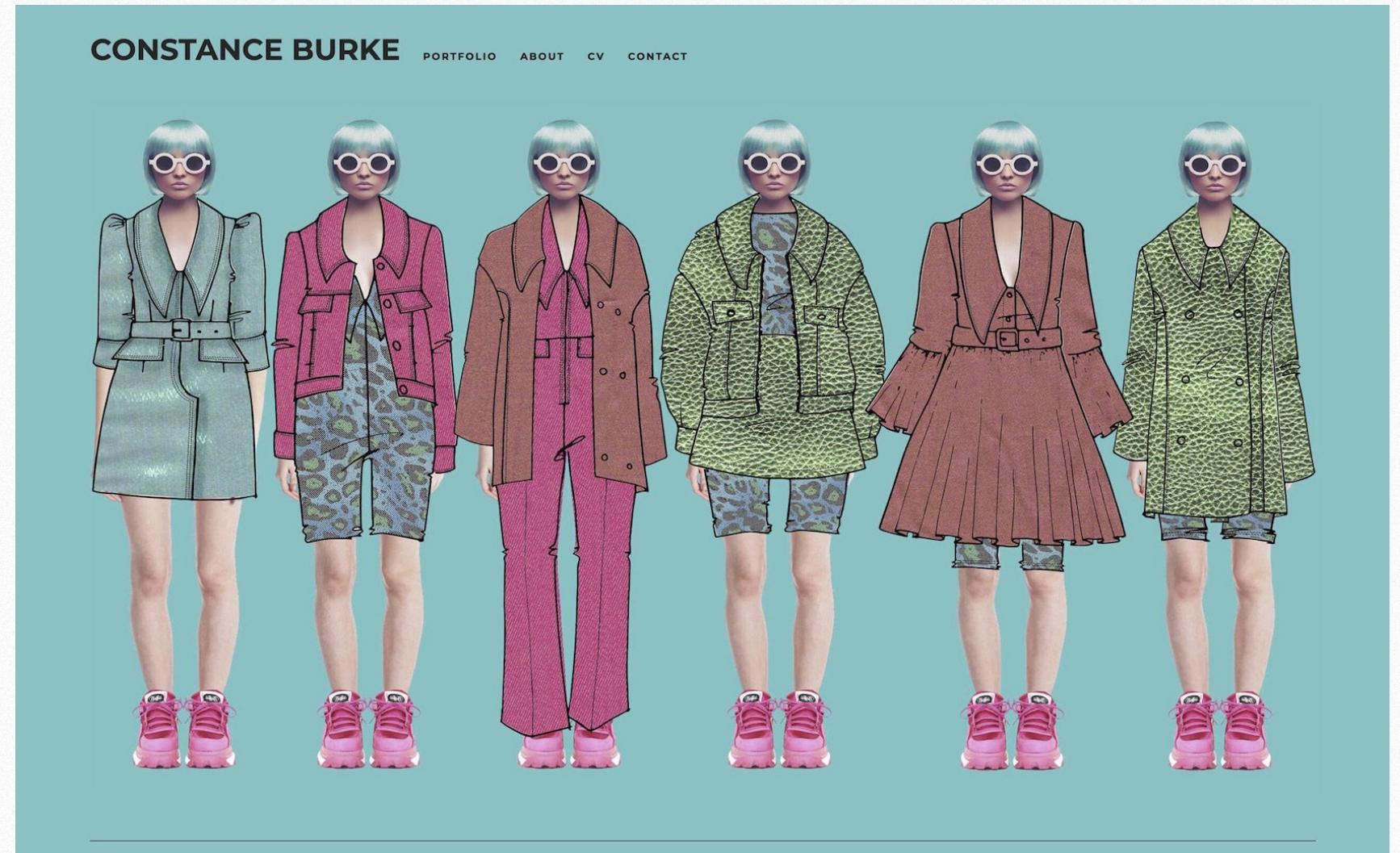
1. Which design principle does the image below relate to?

- A) Hierarchy
- B) Repetition
- C) Emphasis
- D) Affordance



## 2. Which set of design principles apply the most to website below?

- A) Balance, Unity, Hierarchy
- B) Emphasis, Repetition, Patterns
- C) Contrast, Unity, Repetition
- D) Movement, Pattern, Proportion



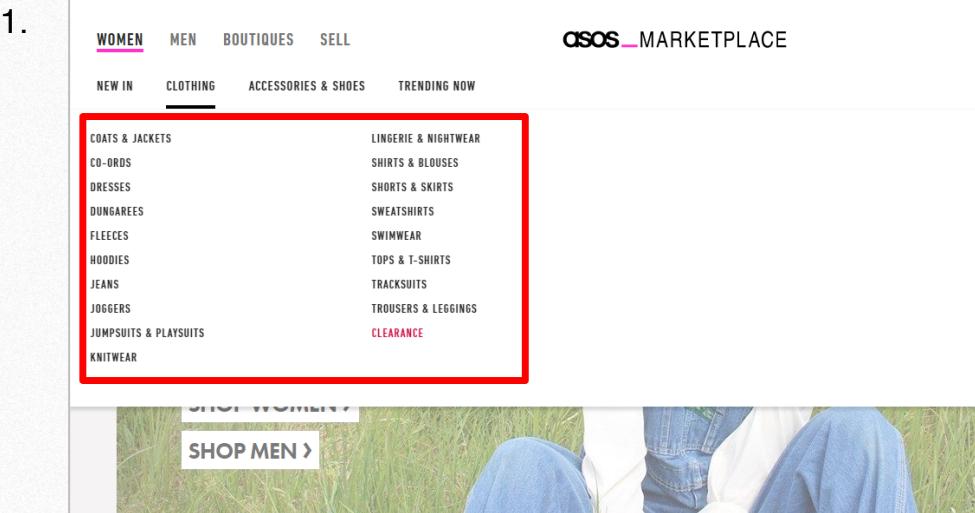
3. Pick the type of affordance in the below animation?

- A) Animated
- B) Copy
- C) Graphic
- D) Negative

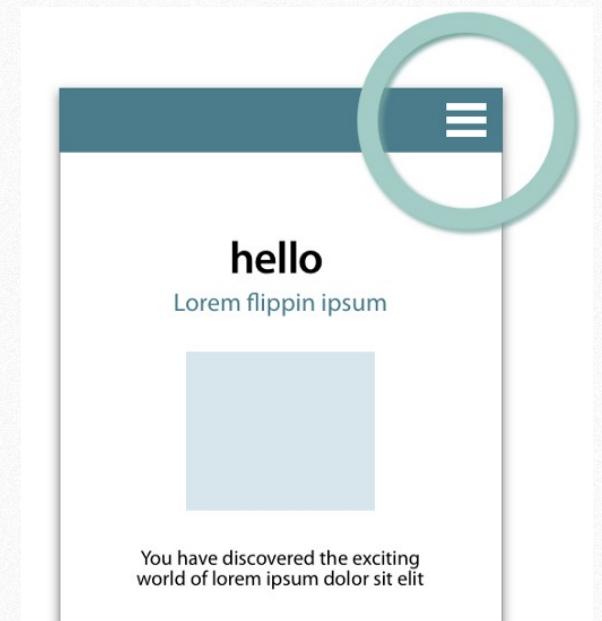


# Match the affordance types

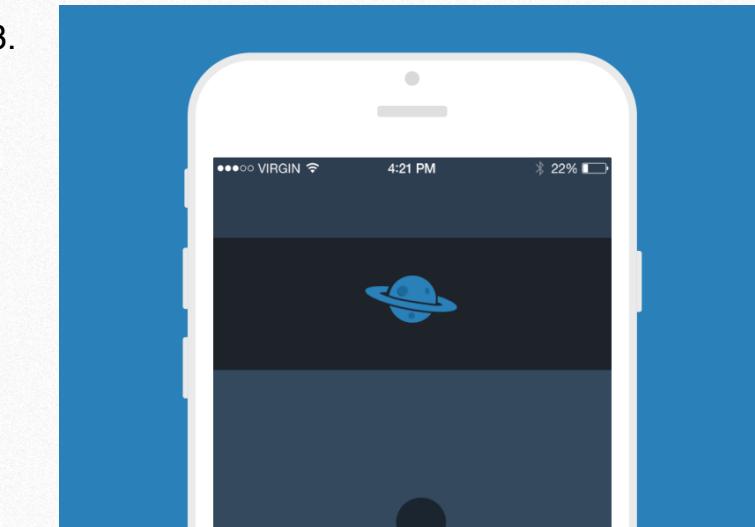
Graphic



Pattern



Hidden



Animated

