

## ~~DMX Python~~

## Graphic Design

It is the organization and presentation of information developed through a ~~particular~~ creative process for a particular function.

### Visual element in graphic design:

① Line: used for structure, can add composition to frame, or to divide information, draw the eye to a specific point or decorate page.

② Color: color.adobe.com

#### Color Theory:

Hue: The color

Saturation: Intensity of the hue (color)

Value: Brightness of hue (color)

↳ Tint: color + white

↳ shade: color + black

#### Mixing Colors

✗ Too much color

✗ Too high / low saturation

↳ Not enough contrast between colors

↳ To text contrast make image B/W and change value accordingly.

↳ Color pallet  $\Rightarrow$  60% primary, 30% secondary, 10% Accent

↳ Select color using color harmony

↳ Tips: use color harmony, no oversaturation, ~~no~~ don't use lot of colors, use neutral, contrast, balance.

③ Shape: All object are composed of shapes and all visual element are shapes in some ~~way~~ way.

↳ Geometric :- feeling of control or order

↳ Natural :- free and natural feel

\* Proximity

④ Texture : ~~way~~ way & texture

⑤ Texture : Way a surface seems to feel. Attract and Repel user to a element,

↳ Image Texture : Made from combination of organic or geometric shapes. trigger emotional.

↳ Pattern texture :- Manufactured, structured, repeating trigger visual.

⑥ Space : Create visual essence and dynamic of composition.

↳ Negative space : Empty ~~space~~ space, relation between shape

↳ positive space : Main focus

⑥ Form: Any 3D object, 3D equivalent of shape

↳ Geometric: Man made

↳ Organic: Natural

⑦ Typography: Text; The choice of typeface is crucial to set the intended look and feel, set a tone and add character to a piece of work.

↳ Style or appearance of text | the art of working with text

Design principle of graphic design

① Contrast: It occurs when 2 or more visual element in a composition are different.

Impact and highlight

contrast create relationship between the visual element

② Hierarchy: Control of visual information in an arrangement to signify importance, influences order, bring focus, structure and help navigate.

↳ They are created using contrast.

③ Alignment: Placement of visual element so that they line up in a composition.

④ Balance: Visual weight of element in composition, it adds stability, structure, composition

Type: Symmetrical, Asymmetrical and Radical

⑤ Proximity: Grouping and shaping of object in composition.

- ↳ create connection
- ↳ dispel connection

[ space between elements ]

⑥ Repetition: Good design practice seeks to repeat some aspects of a design throughout a piece of work, be it for a simple or complex piece of work.

- ↳ Make lasting impression.

⑦ Simplicity: Minimizing, optimizing and simplifying a design.

- ↳ Less is more
- ↳ Simple design is easier to remember
- ↳ Simplicity with Balance and visual harmony

⑧ Function: Consider the main objective

- ↳ Overview: Idea of project.

- ↳ Requirement: Poster, App, Book cover etc..

- ↳ Outcome: Result achieved from design.

## UX design

UX  $\Rightarrow$  user experience, how people interact with product.  
 $\hookrightarrow$  how user feel while interacting with product

$\hookrightarrow$  ① Interaction designer: Focus on designing the experience of product and how it functions.

$\hookrightarrow$  ② Visual designer: Focus on how a product and technology looks.

$\hookrightarrow$  ③ Motion designer: What it feels like to move through product and smooth transition.

$\hookrightarrow$  ④ Graphic designer: Tell story through a image.

\* Good design considers user needs.

A product need to be:

- $\hookrightarrow$  Usable       $\hookrightarrow$  Enjoyable
- $\hookrightarrow$  Equitable       $\hookrightarrow$  Useful

## Responsibility of UX designer

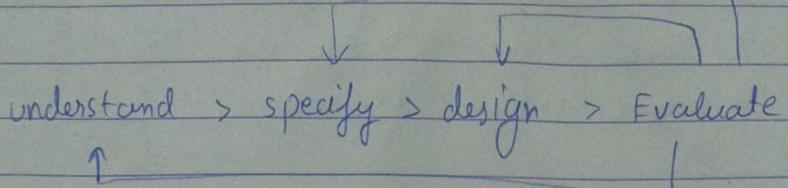
- Researching
- Wireframing
- Prototyping
- Creating information architecture
- Communicating effectively.

Wireframe - Sketch of a screen

Prototype - Early model of product that demonstrate functionalities.

• User and End user

- ↳ The specific audience a UX designer creates for
- ↳ Any one who uses the product



Frameworks of UX design

① User centered design

② Five element UX design

- ↳ Strategy
- ↳ Scope
- ↳ Structure
- ↳ Skeleton
- ↳ Surface

③ Design thinking : A way to create solution that addresses a real user problem and are functional and affordable.

- ↳ Empathize
- ↳ Define
- ↳ Ideate
- ↳ Prototype
- ↳ Test

## Types of user centered design

- ① Universal design: The process of creating one product for users with widest range of abilities and in the widest range of situations.
- ② Inclusive design: Making design choices that take into account personal identifiers like:
  - ↳ Ability                          ↳ Language
  - ↳ Race                              ↳ Age
  - ↳ Economic status                ↳ Gender
- ③ Equity focused design: Designing for groups that have been historically ignored when building products.

Design sprint: A time bound process, with 5 phases typically spread over 5 full 8-hour days, its goal is to solve critical design challenges through designing, prototyping and testing ideas with users.

### Phases:

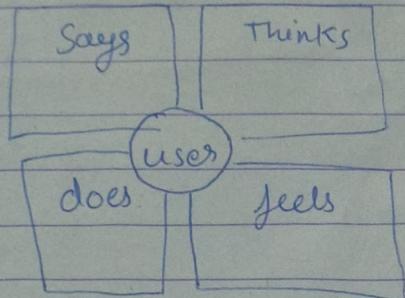
- ↳ Understand                      ↳ Prototype
- ↳ Ideate                            ↳ Test
- ↳ Decide

## CREATE PERSONAL BRAND

## User research

↳ Interview      ↳ Surveys      ↳ Usability study

### User empathy chart



### Pain points

- ↳ financial
- ↳ Product
- ↳ Process
- ↳ Support

## Edge cases

- Create personas and user stories
- Review the project before launch
- Use wireframes

## ④ PSYCHOLOGY OF DESIGN (psychology of humans)

- Von Restorff effect → Different object is remembered.
- Serial position effect → first few and last few items are remembered.
- Hick's law ⇒ More option = More time to choose

## ④ USER JOURNEY MAP

## Wireframe and low fidelity prototypes

Fidelity :- How closely a design matches the look and feel of the final product.

Wireframe : A basic outline of a digital experience, like an app or website.

- ↳ Purpose to create basic outline of product
- ↳ define elements and functionality

## Basic

- ↳ Element :- Base of wireframe
  - ↳ line, common shape, text.

## Gestalt principles

- ↳ Refer to how human group, similar elements, recognize patterns and simplify complex images when we perceive objects.
- ↳ Similarity: Elements that look similar are perceived to have same function
- ↳ Proximity : Elements that are close together appear to be more related than things that are spaced farther apart.

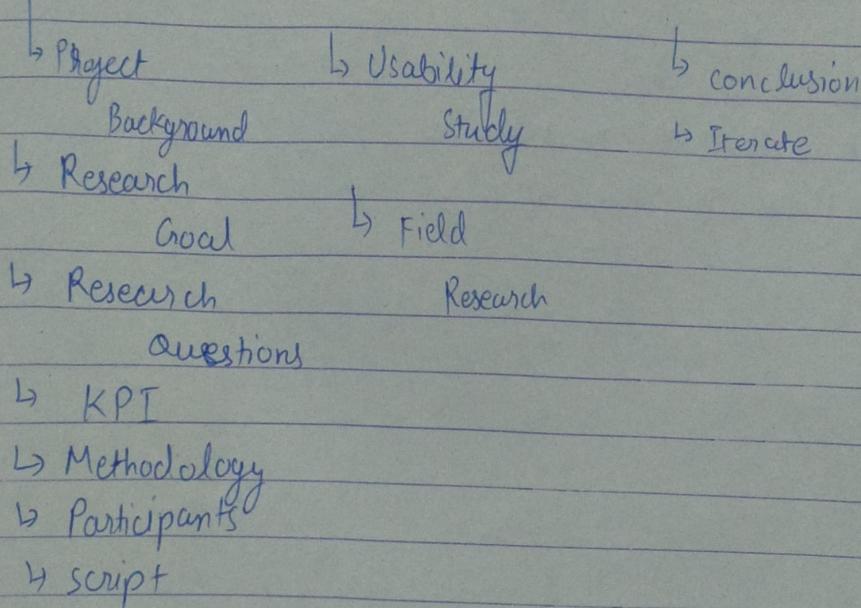
↳ Common Region : Elements located within same area are perceived to be grouped together.

lofi prototype : A simple, interactive model that provides a basic idea of what the product would look like.

## ② DECEPTIVE PATTERN

Res - Research UI/UX

PLAN → RESEARCH → SYNTHESIZE → SHARE



Usability Study : How easy is it to operate the product.