Overall, your mission—as far as graphic design goes in UX and UI design—is to display information harmoniously. You should ensure that beauty and usability go hand in hand, and therefore your design can discreetly carry your organization’s ideals to your users. When you establish a trustworthy visual presence, you hint to users that you know what they want to do – not just because you’ve arranged aesthetically pleasing elements that are where your users expect to find them, or help them intuit their way around, but because the values which your designs display mirror theirs, too. Your visual content will quickly decide your design’s fate, so be sure not to overlook the slightest trigger that may put users off.