

Design principles

Basic design theory for UI/UX design

Created by **edokoa** / **@edokoa** using reveal.js by **Hakim El Hattab**

Who am I?

My name is **Javier Díaz** a.k.a. **@edokoa**



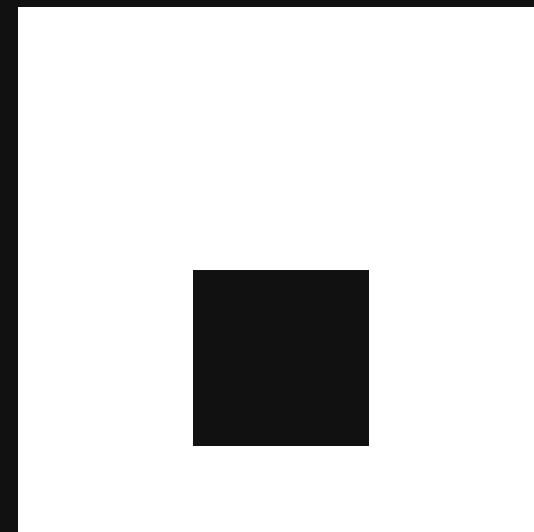
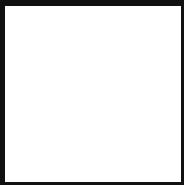
I'm a freelance designer

Gestalt Principles of Visual Perception

How the brain perceives complex surroundings and converts this information to easier to process unitary information.

Figure / Ground relationship

Elements are perceived as either figures (distinct elements of focus) or ground (the background or landscape on which the figures rest).



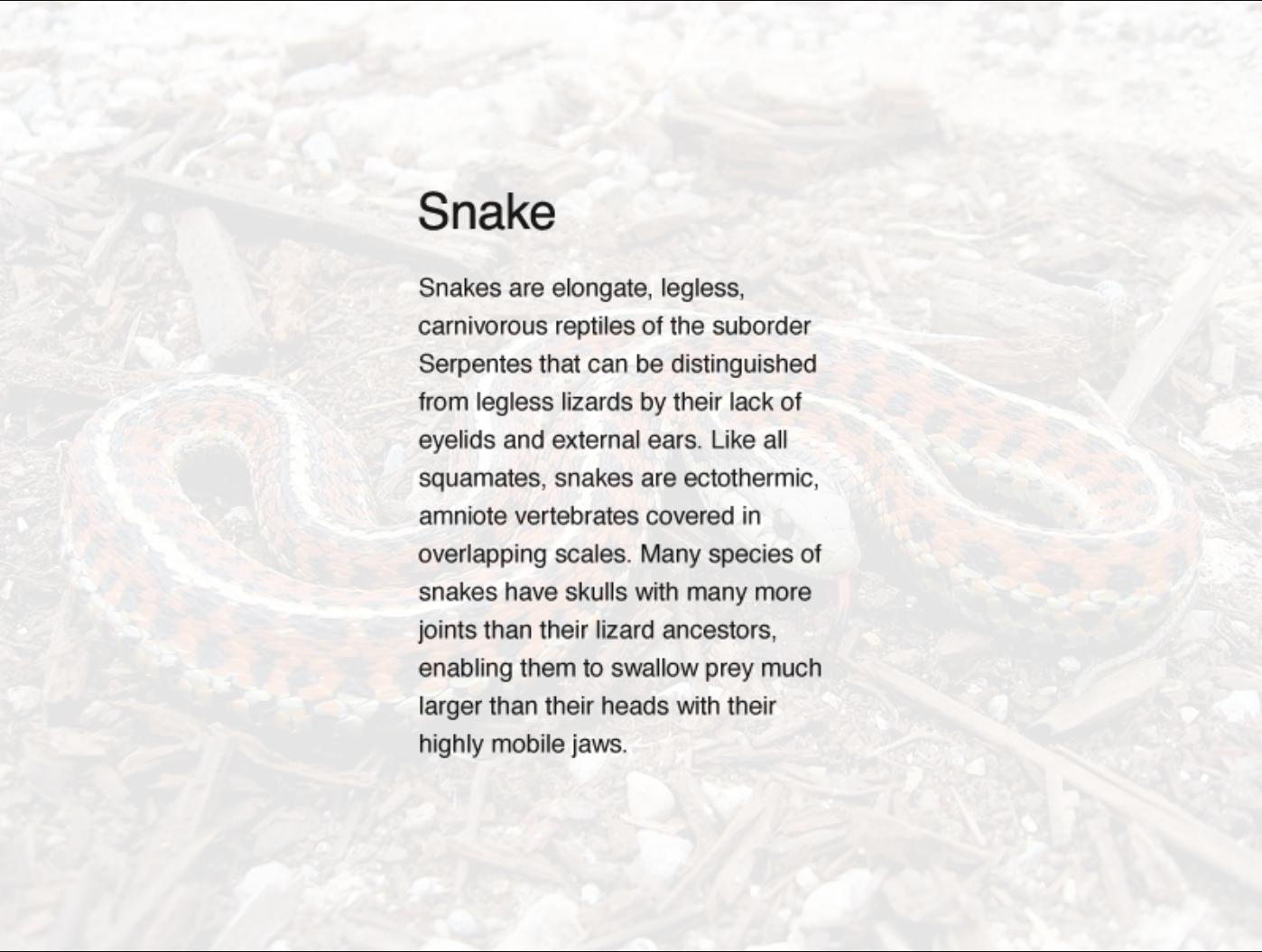




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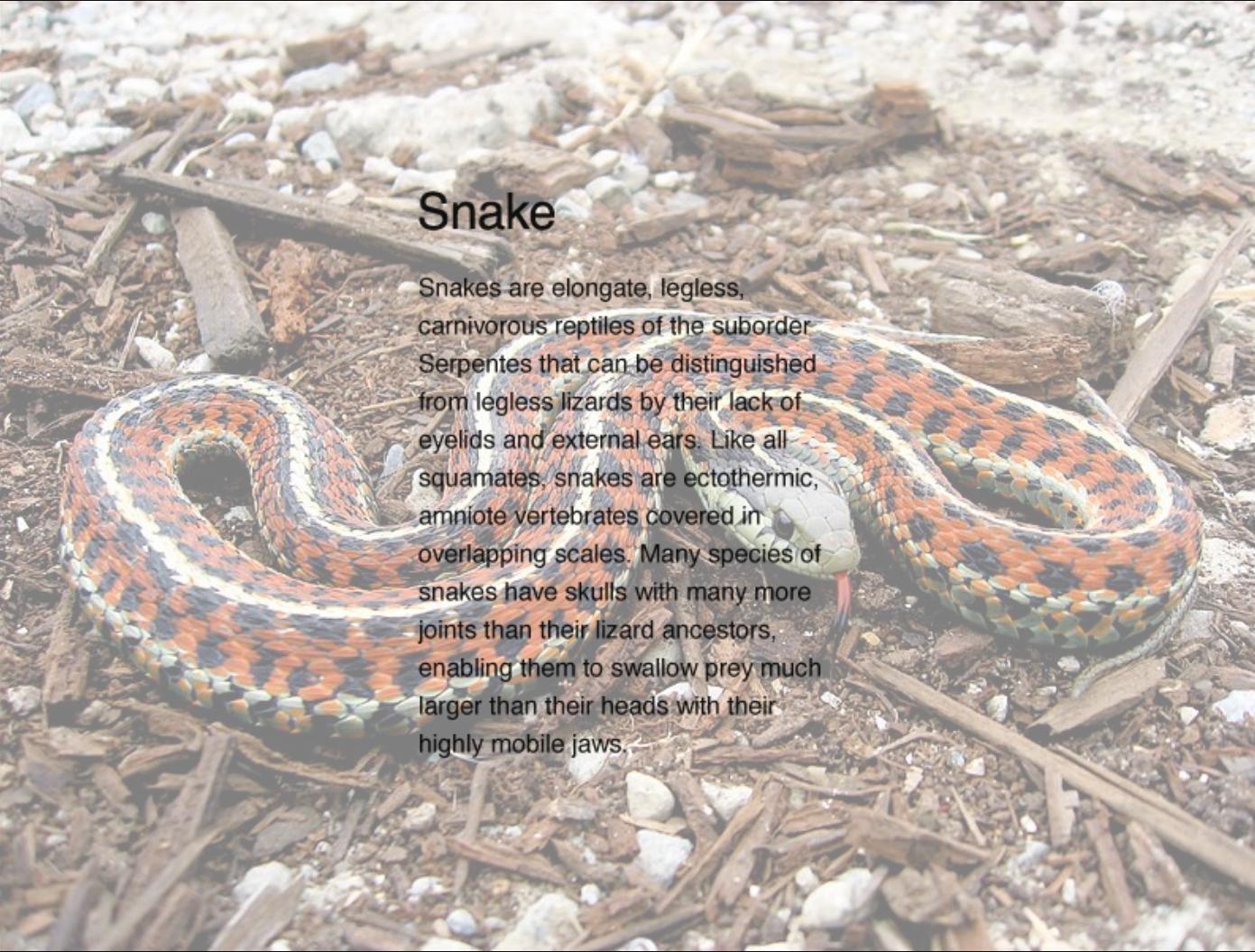
Snake

Snakes are elongate, legless, carnivorous reptiles of the suborder Serpentes that can be distinguished from legless lizards by their lack of eyelids and external ears. Like all squamates, snakes are ectothermic, amniote vertebrates covered in overlapping scales. Many species of snakes have skulls with many more joints than their lizard ancestors, enabling them to swallow prey much larger than their heads with their highly mobile jaws.



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Contrast is key

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Affordance

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worse affordance

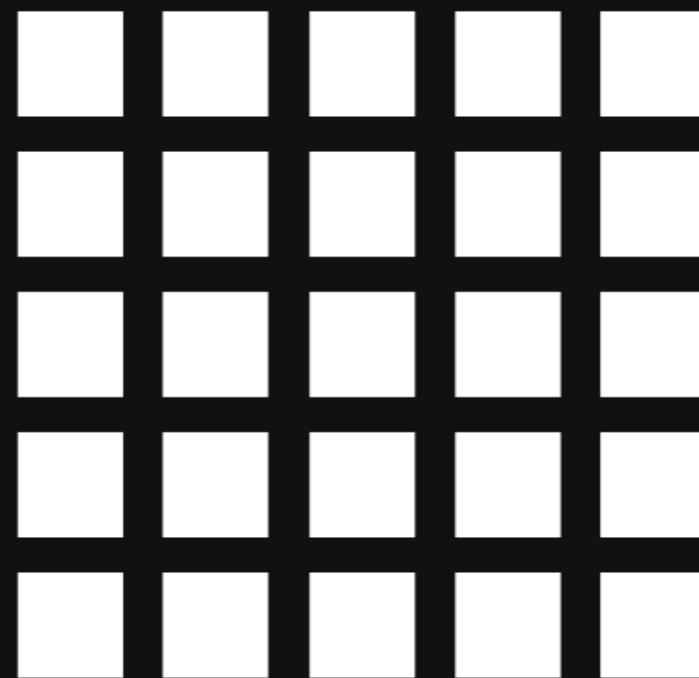
better affordance

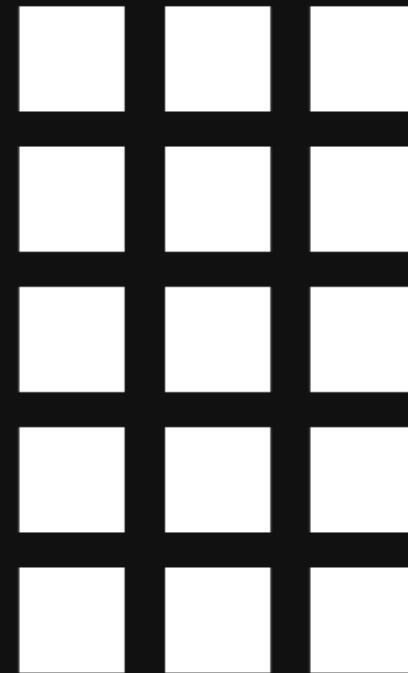
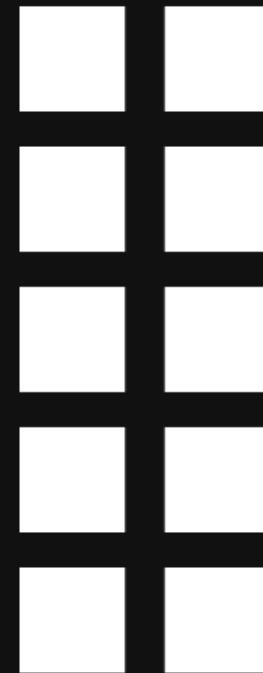
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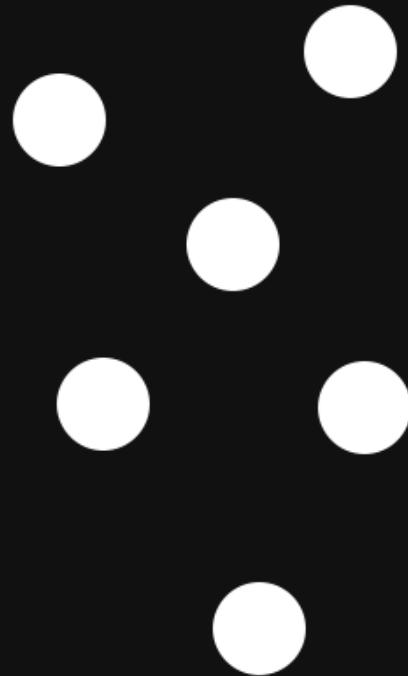
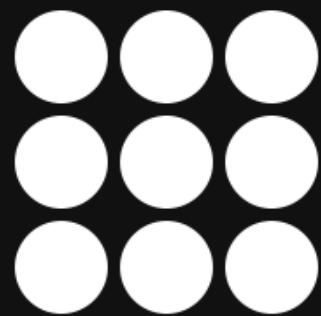
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Proximity

Elements closer to each other are perceived more related to each other.







In UI/UX









Username:

email:

Password:

Repeat password:

Address:

Address 2:

City:

Land:

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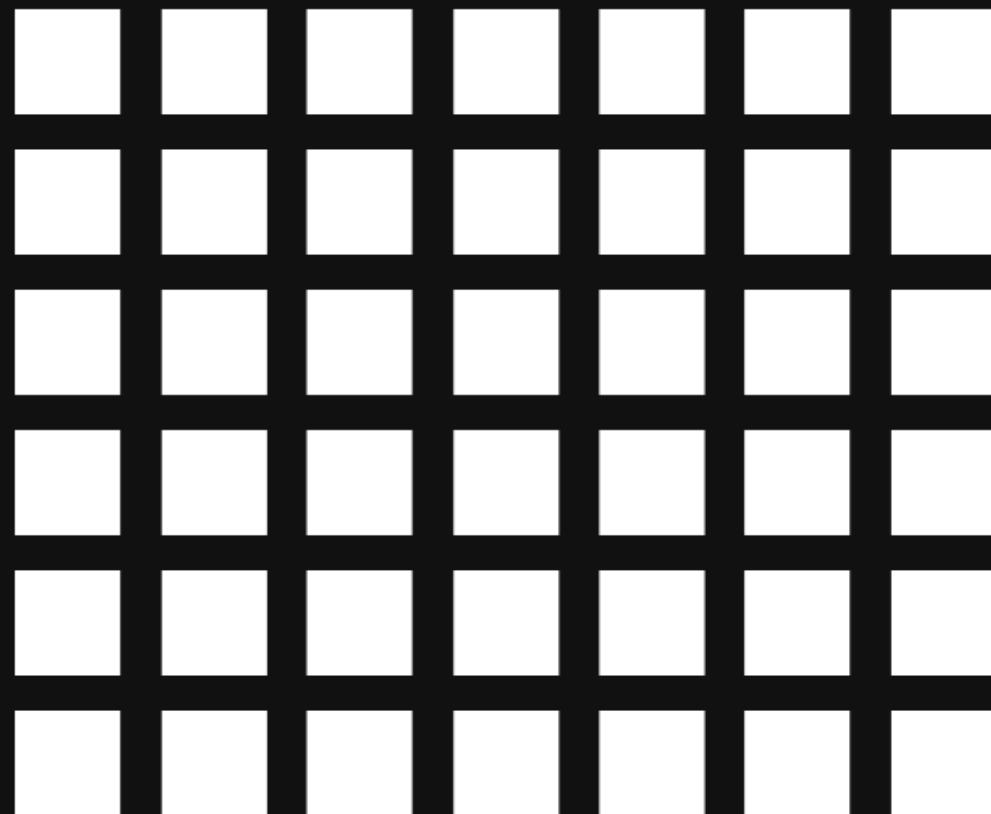
Land:

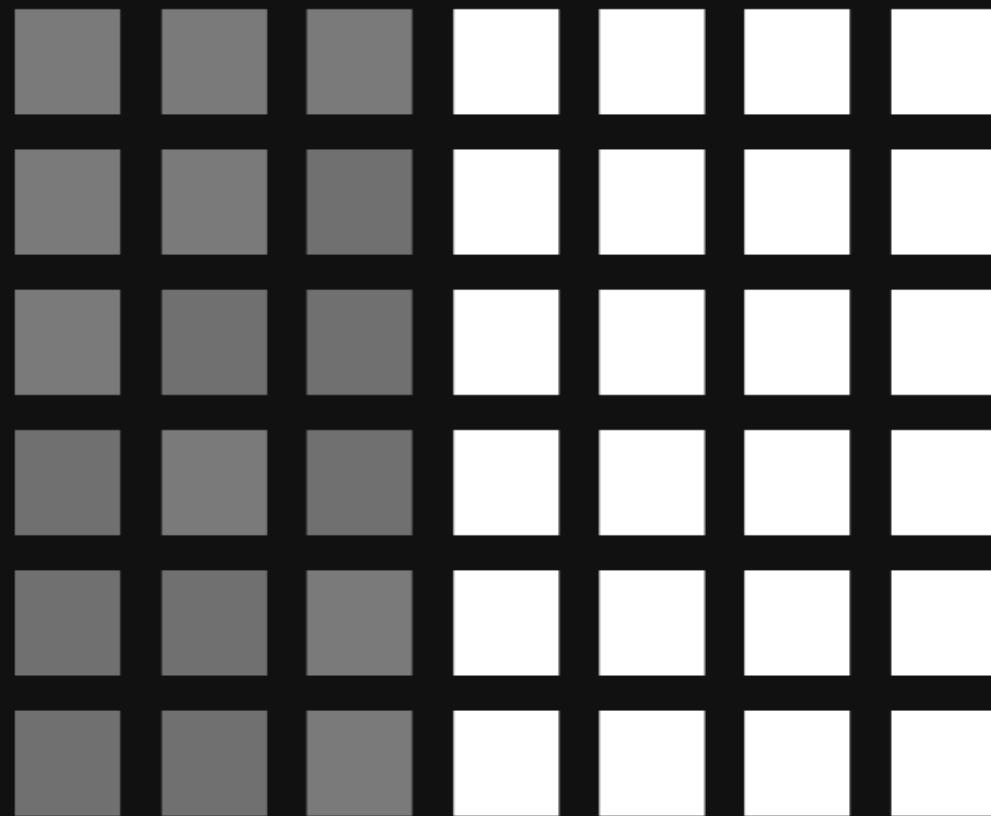
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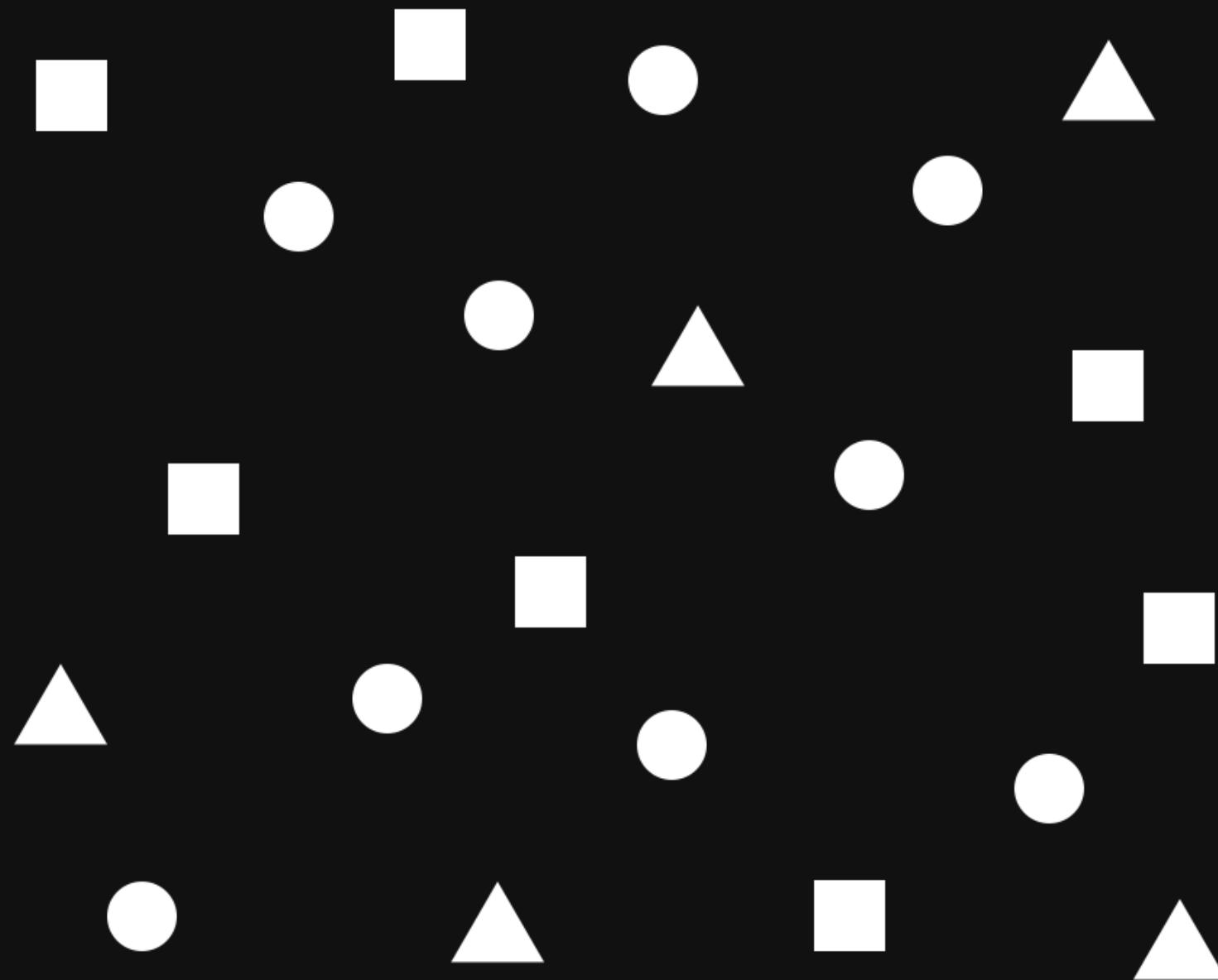
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Similarity

Elements that share common attributes are perceived to be more related than those that don't.

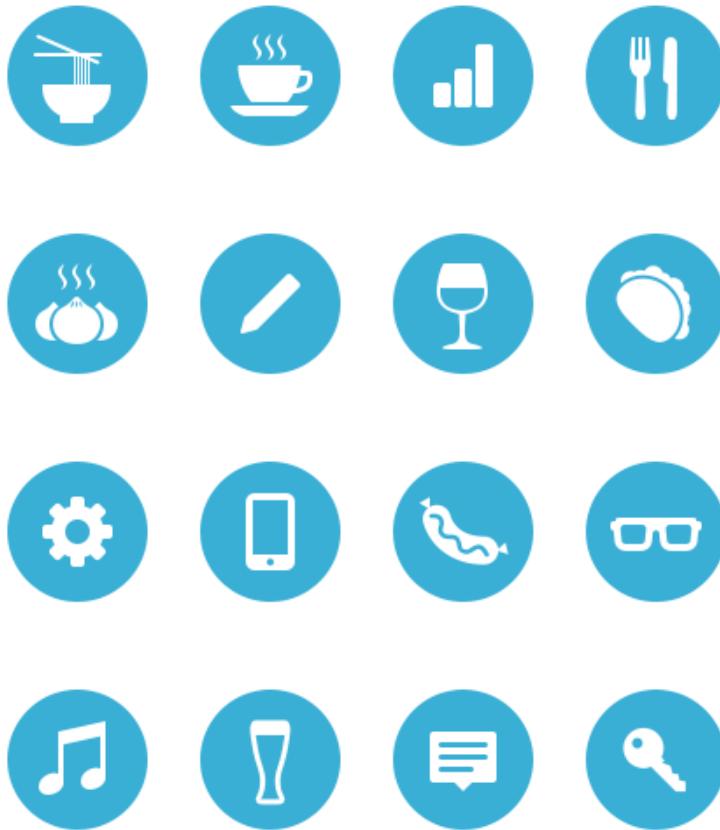


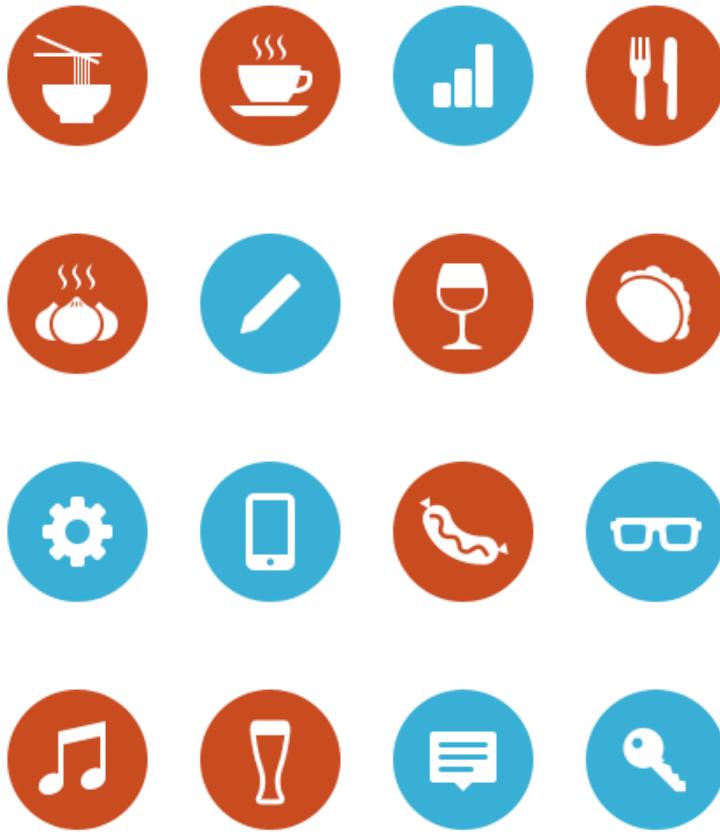






In UI/UX





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David Iglesias Teixeira is listening to the playlist Hipster Gone Mainstream on Spotify.



- ▶ What You Know Two Door Cinema Club
- ▶ Shut Up And Let Me Go The Ting Tings
- ▶ Kids MGMT
- ▶ Tip Toeing The Monomes

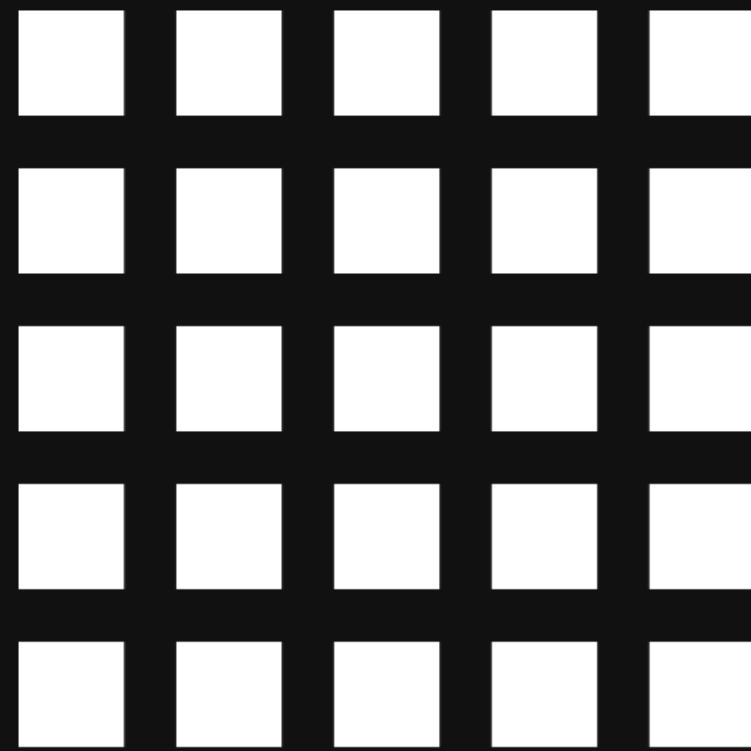
Show 4 More Songs

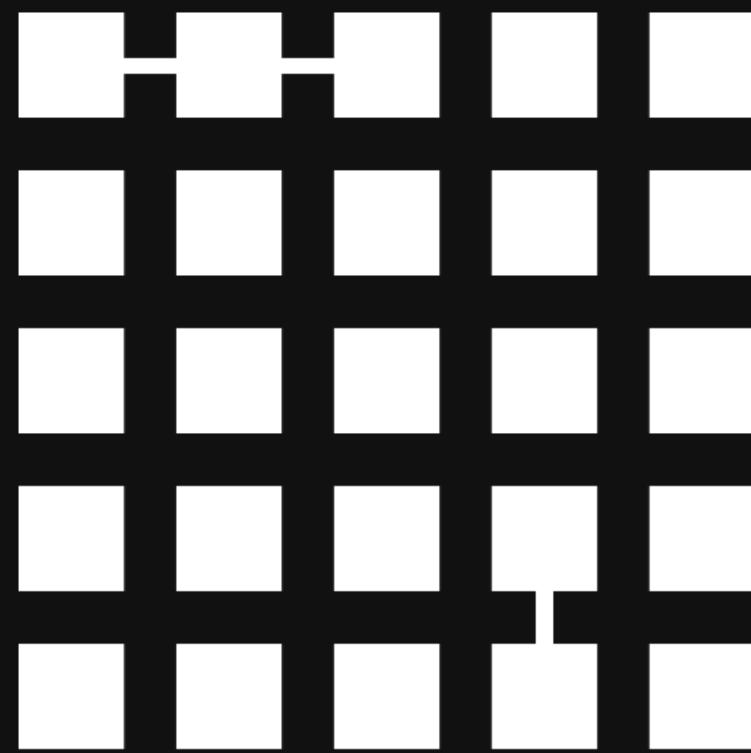


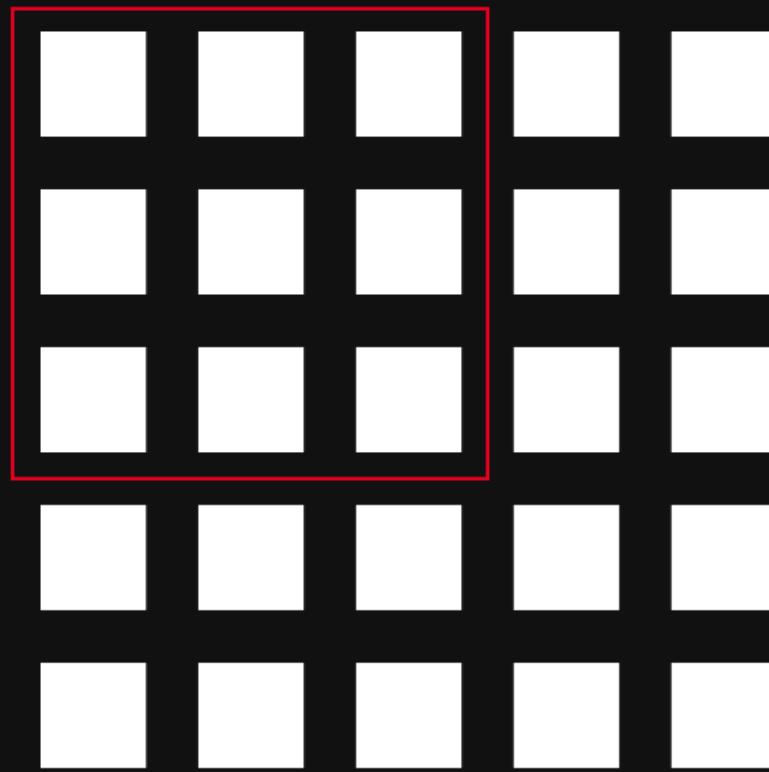
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Uniform Connectedness

Elements connected by uniform visual properties are perceived to be more related than those not connected.

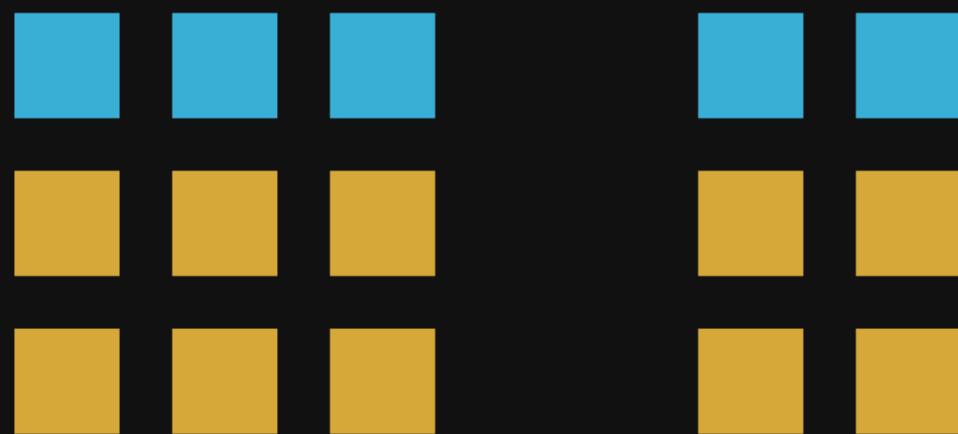






This is the strongest of the gestalt principles

It generally overpowers **Similarity** and **Proximity**





In UI/UX





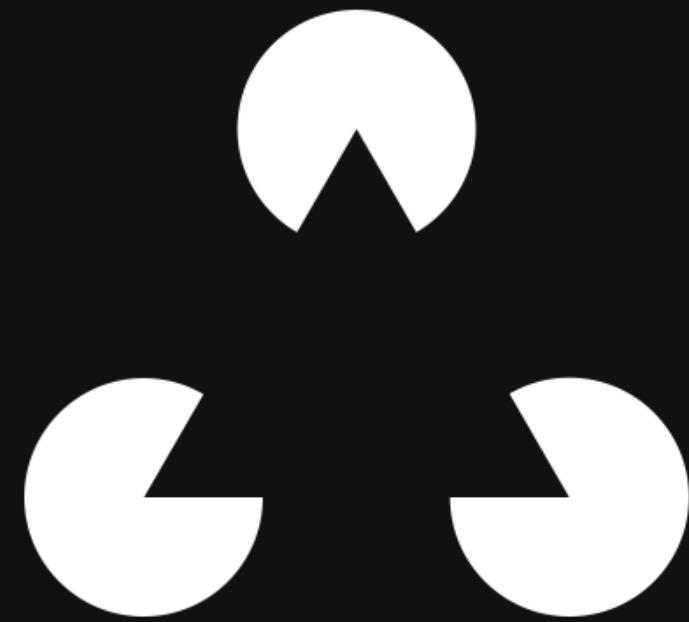


Closure

When confronted with a set of elements, the human brain tries to find recognizable patterns and automatically fill in the gaps.







Law of Prägnanz (Conciseness)

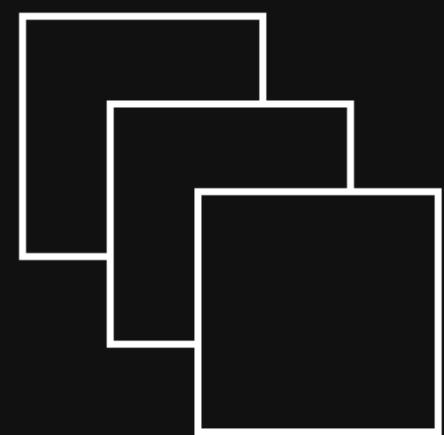
The brain tends to interpret ambiguous images as simple and complete, versus complex and incomplete.

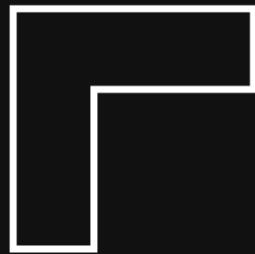
Simple and complete



Complex and Incomplete







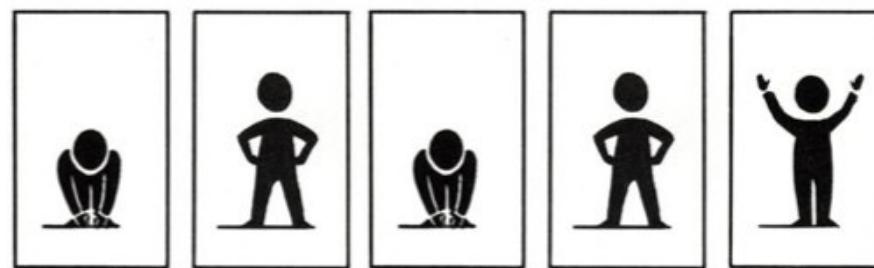
The combination of those two principles is really powerful

They rely heavily in the psyche and experience of the user.

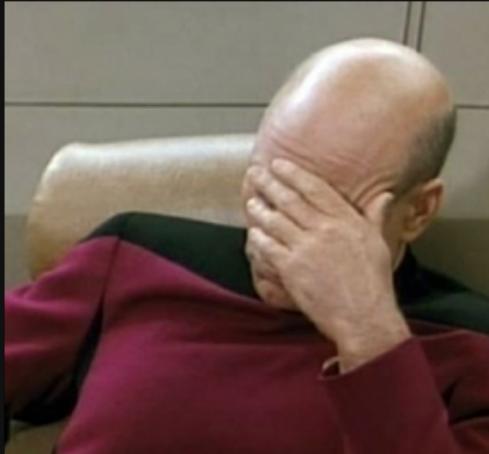




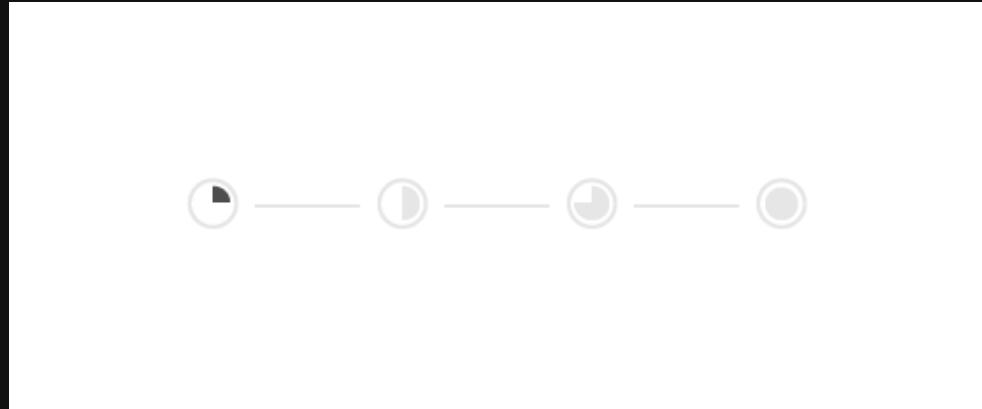
Ceci n'est pas une pipe.







In UX/UI



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B CONNECT VIA LINE IN



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supplied audio cable into Lowdi and your
device and start listening.

lowdi.com

GitHub Bootcamp If you are still new to things, we've provided a few walkthroughs to get you started.

The image shows a GitHub Bootcamp guide with four numbered steps. Each step features a GitHub cat icon and a brief description. Step 1: Set Up Git - A quick guide to help you get started with Git. Step 2: Create A Repository - Create the place where your commits will be stored. Step 3: Fork a Repository - Copy a repo to create a new, unique project from its contents. Step 4: Be social - Follow a friend. Watch a project.

- **Set Up Git**
A quick guide to help you get started with Git.
1
- **Create A Repository**
Create the place where your commits will be stored.
2
- **Fork a Repository**
Copy a repo to create a new, unique project from its contents.
3
- **Be social**
Follow a friend. Watch a project.
4

Conclussions

- Contrast is a key factor in design.
- Position of elements does not only have an aesthetic purpose.
- We can use visual similarities, connections & dividers to create strong relationships.
- We can tell complex stories by using simple images.

Bibliography & Further research

Universal Principles of Design

William Lidwell
Kritina Holden
Jill Butler

ROCKPORT

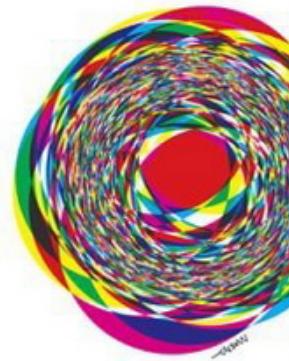


100 Ways to Enhance Usability,
Influence Perception, Increase Appeal, Make Better
Design Decisions, and Teach through Design

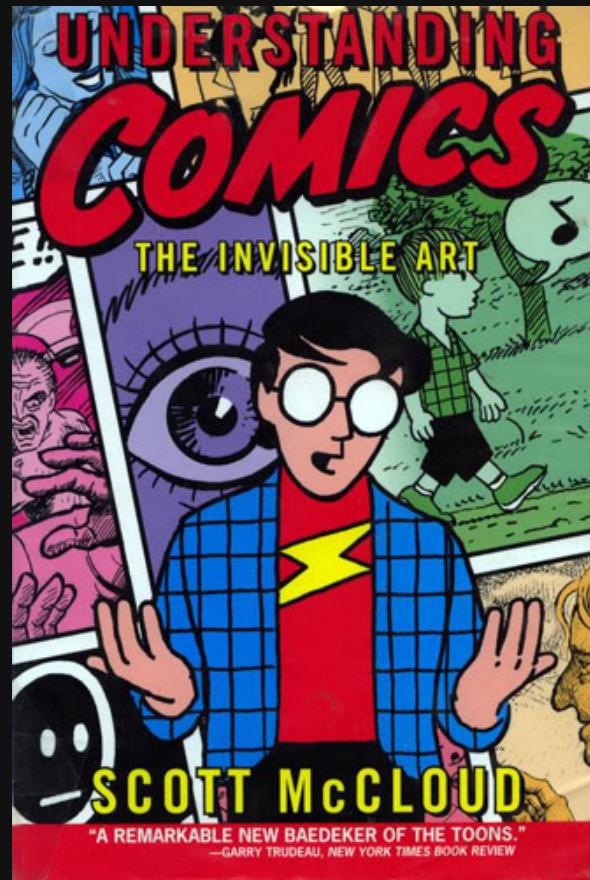
80/20 RULE
ACCESSIBILITY
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AESTHETIC-USABILITY EFFECT
AFFORDANCE
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BABY-FACE BIAS
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CLASSICAL CONDITIONING
CLOSURE
COGNITIVE DISSONANCE
COLOR
COMMON FATE
COMPARISON
CONFIRMATION
CONSISTENCY
CONSTANCY
CONSTRAINT
CONTROL
CONVERGENCE
COST-BENEFIT
DEFENSIBLE SPACE
DEPTH OF PROCESSING
DEVELOPMENT CYCLE
ENTRY POINT
ERRORS
EXPECTATION EFFECT
EXPOSURE EFFECT
FACE-ISM RATIO
FACTOR OF SAFETY
FEEDBACK LOOP
FIBONACCI SEQUENCE
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FITT'S LAW
FIVE HAT HACKS
FLEXIBILITY-USABILITY TRADEOFF
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THE LAWS OF
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DESIGN, TECHNOLOGY, BUSINESS, LIFE



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