

VISUAL DESIGN



a.k.a. Graphic Design

GOALS OF VISUAL DESIGN

structure content: relative importance,
relationships, ordering

richer experience: branding

WHY IS VISUAL DESIGN IMPORTANT?



50 milliseconds to make a good first impression!

perceptions about trustworthiness, usability are based on visual appeal

What Do You See When You're Surfing? Buscher et al., CHI 2009
Attention Web Designers, Lindgaard et al., Behaviour & Information Technology 2006

COMPONENTS OF VISUAL DESIGN

Layout

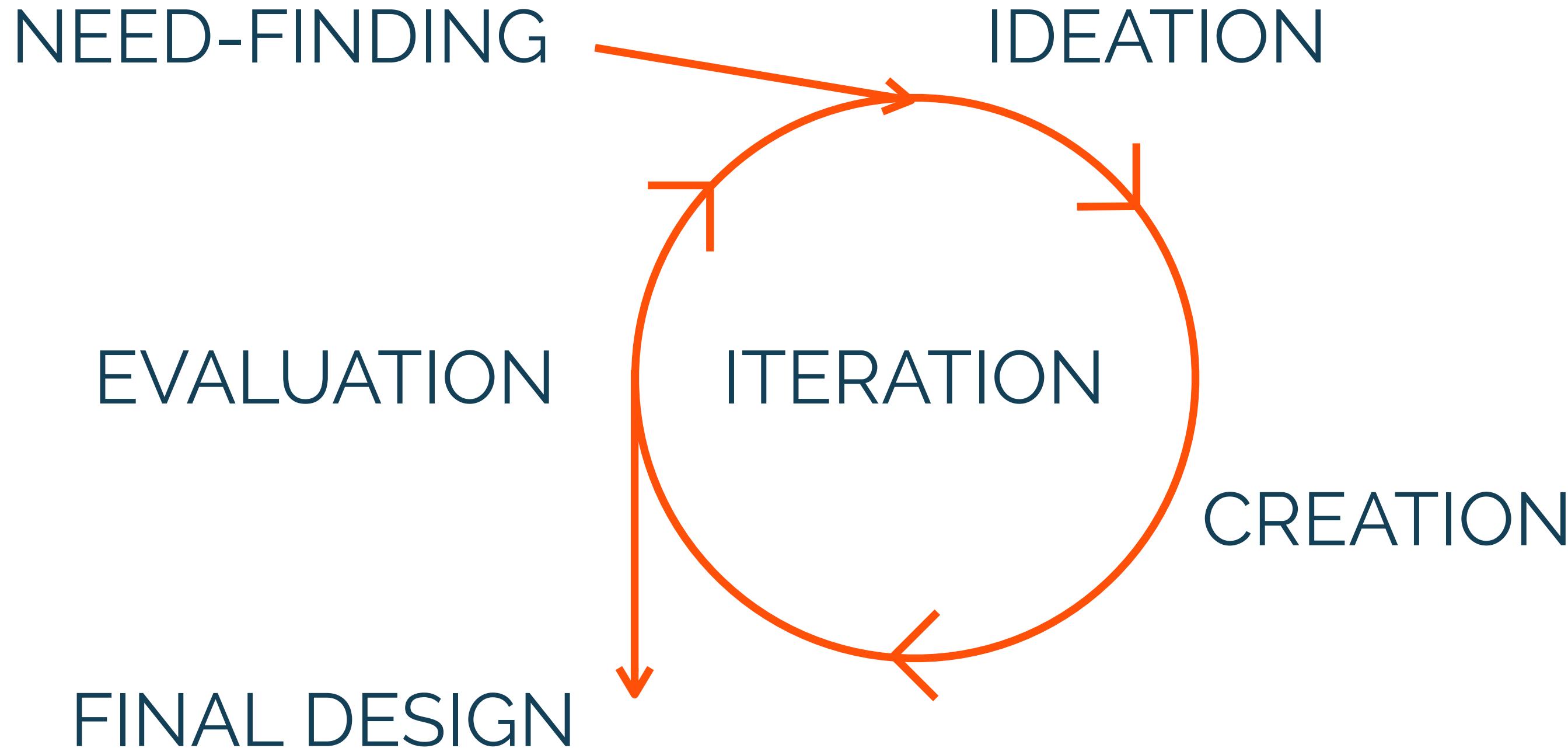
Color

Typography

Human Perception plays a
big role in visual design

The Web Design Process

THE DESIGN PROCESS



DISCOVERY

a.k.a. Need-Finding, Research

figure out with the client what to build

analyze previous designs, competitors' designs

understand audience/users

determine scope, requirements, and constraints

Deliverable: Product Requirements Document (PRD)

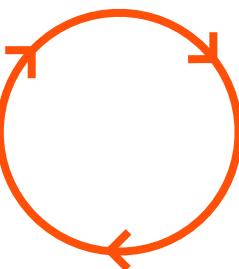
DISCOVERY

PRD

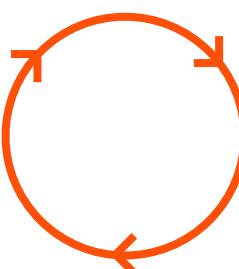


DESIGN

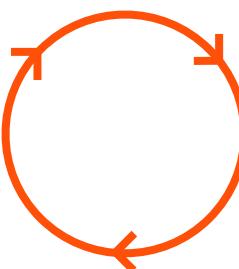
UI/UX Design



Information and
Navigation Design



Visual Design



takes up to 50% of
total project time

*many distinct concepts
are explored*

More on prototypes...

UI PROTOTYPES

storyboarding
paper prototypes
video prototypes
functional prototypes

specific tasks and flows

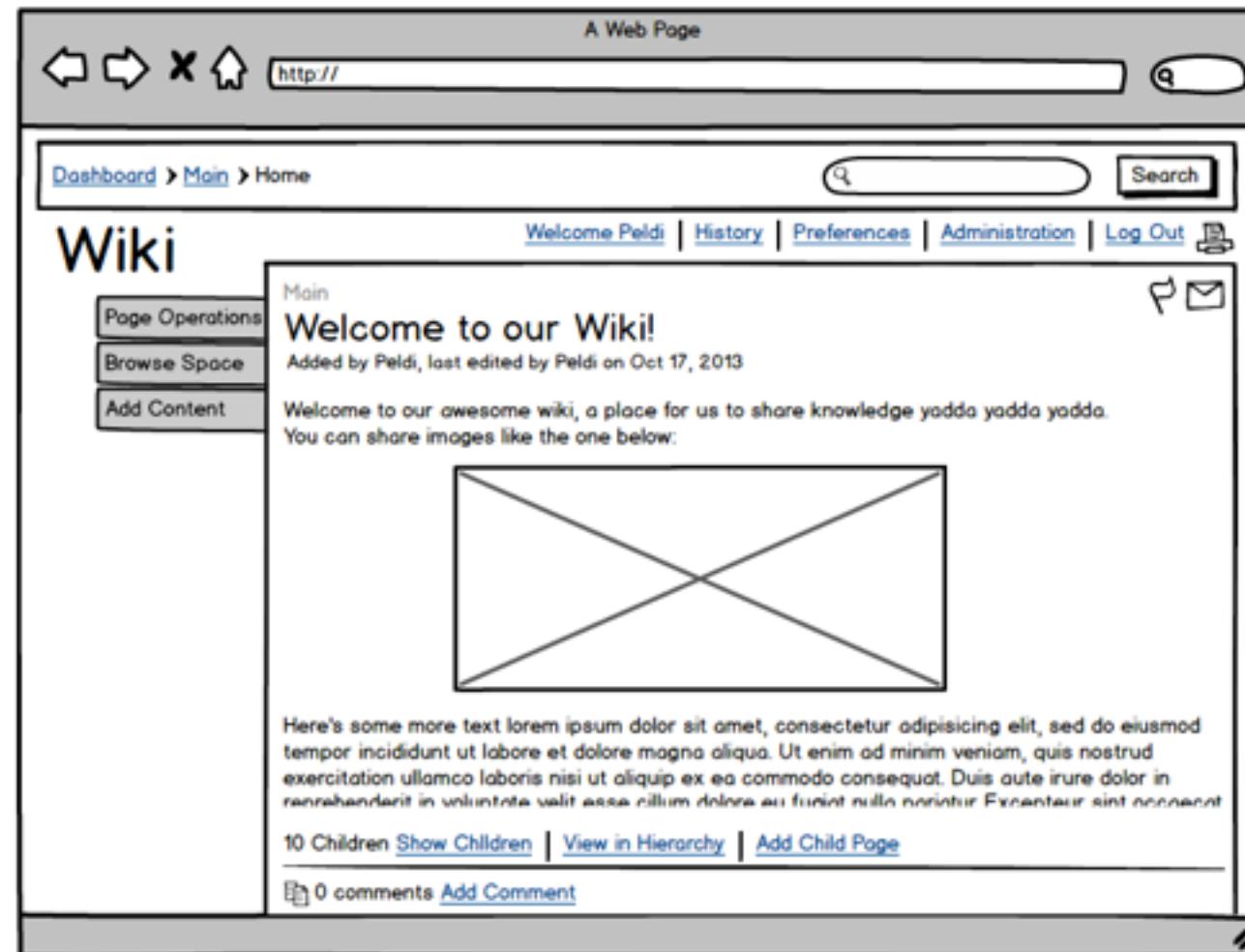


Sitemaps, Storyboards, and Specifications
Newman and Landay, DIS 2000

WIREFRAMES

a.k.a. *Schematics*

Balsamiq



content (information, navigation, interface elements) and layout

mixture of real content and annotated placeholders (images)

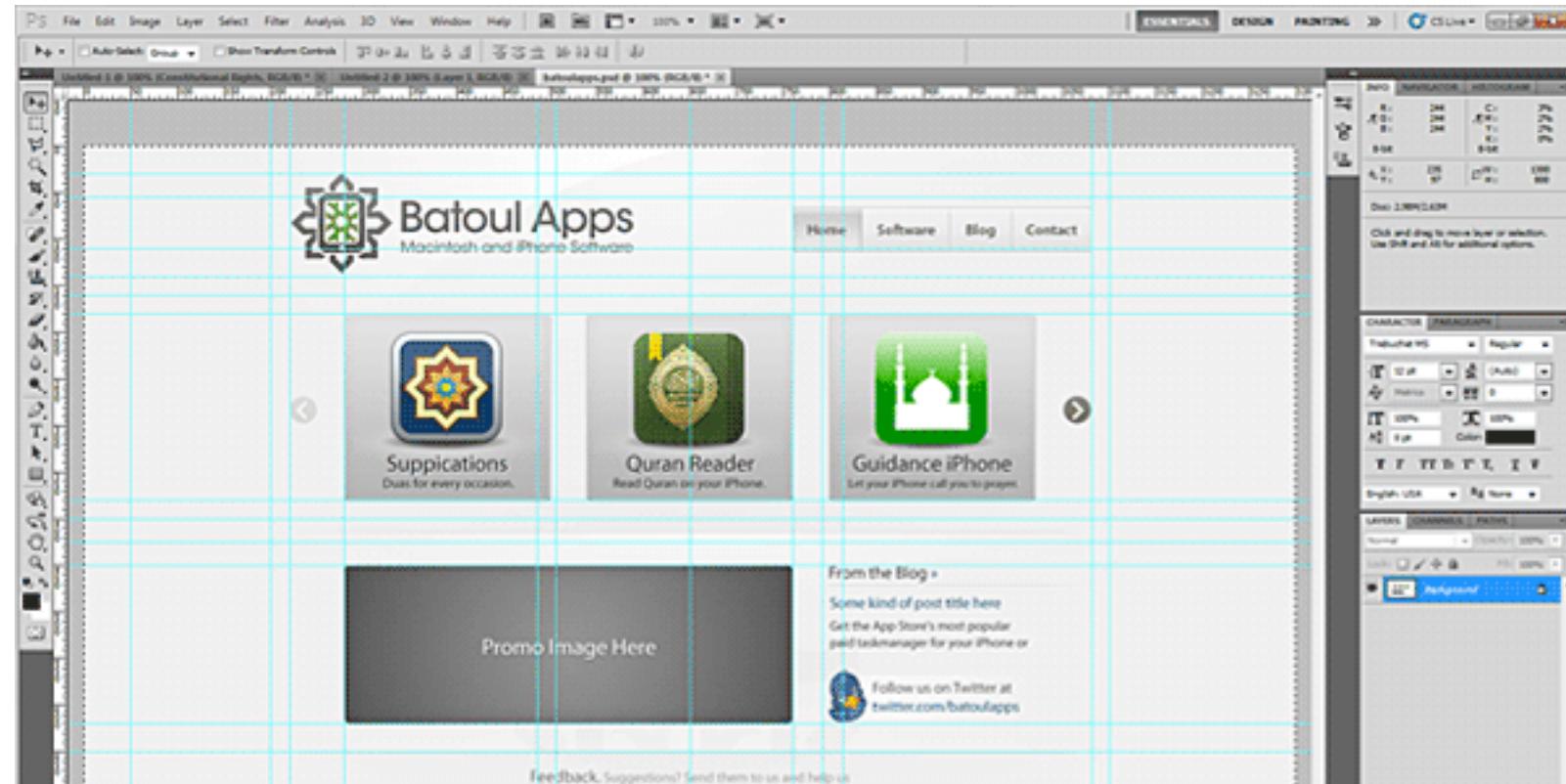
variations in color, typography used to differentiate different types of content

not the final visual design

MOODBOARDS



MOCKUPS



high-fidelity prototypes of visual design

static: created in Photoshop, Illustrator, Sketch

STYLE TILES

The image displays two examples of style tiles. On the left, a 'Style Tile version:4' for 'The Examiner WASHINGTON' is shown. It includes a logo with an eagle and stars, a red 'Election Headline' (Font: Adelle Typekit), a blue 'Election Subhead' (Font: Arial) with sample text, a 'Text link' example, and a 'Learn More' button. To the right of the headline are color swatches labeled 'Possible Colors' and pattern swatches labeled 'Possible Patterns'. Below these are the words 'Current', 'Comprehensive', 'Stimulating', and 'Smart'. On the right, a 'WASHINGTON EXAMINER LOGO / MASTHEAD' page is shown. It features a masthead, a search bar, news categories (News, Politics, Local, Opinion, Sports, Entertainment, Community, Autos), a 'Voices' section with three author profiles, and various ad slots labeled 'Leaderboard Ad (728x90)', 'Macy's Ad', 'Thumbnail Image', 'Top Story Treatment TBD in Design Phase', 'Ad (300x250)', and 'Marketing Ad'.

between moodboards and mockups

styletile.es

STYLE TILES

Electives 2012 Washington Examiner.com Share: Search Examiner 2012

The Examiner WASHINGTON

ELECTIONS 2012

31 percent support Ron Paul
 Romney Wins in Quik
 GOP Leadership weights in
 Obama stamps in Texas
 Perry says Yes

Beltway Confidential

MICHAEL BARONE
More non-boring analysis of the Canadian election

MICHAEL BARONE
More non-boring analysis of the Canadian election

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More non-boring analysis of the Canadian election

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More non-boring analysis of the Canadian election

Power Rankings

Gingrich claims #1. Trump slips to #3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod...
...modi,non ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolorema...

[PREVIOUS RANKINGS](#)

Follow Us

THE RUNDOWN

Trump lashes out →

Younger voters hold key →

Could Tim Pawlenty be the next president? →

Bachmann Is In →

ADVERTISEMENT

\$3 OFF PURCHASE OF \$15 OR MORE
CHICKEN AT ITS BEST

From the Trail

IOWA
Iowa Is Cold In February
Dos Moines Register

WASHINGTON
Cantwell Is in Trouble
Seattle Times

MICHIGAN
Michigan scraps primary
Detroit News

MICHIGAN
Michigan scraps primary
Detroit News

State Races

— Choose a State —

What to Watch For

AUG 27 Republican National Convention
[Venue | City](#)

What Matters Most ?

Economy
 Environment
 Medicare
 Social Security
 Taxes
 Welfare

Vote Now

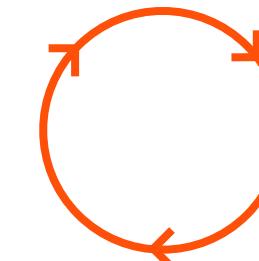
DISCOVERY

PRD



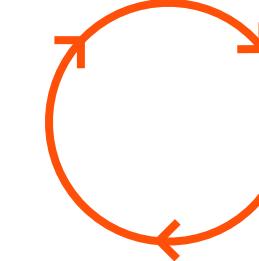
DESIGN

UI/UX Design



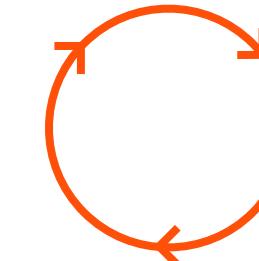
storyboards, paper prototypes,
video prototypes, functional prototypes

Information and
Navigation Design



wireframes/schematics

Visual Design



style tiles, mockups

WHY LOW TO HIGH FIDELITY?

HIGH-FIDELITY MAKES IT HARD TO...

get useful feedback

get the right feedback

iterate quickly

calibrate clients

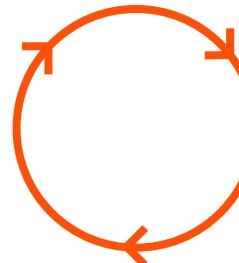
Separation of Design and Development

DISCOVERY

PRD



DESIGN



mockups and style guides



PRODUCTION

layout

arrangement of visual elements

spacing, alignment, and relative
sizing

VISUAL HIERARCHY



The Outspoken website homepage features a large, dramatic photograph of a man in a suit shouting into a megaphone. The text "Is Your Brand Outspoken?" is overlaid on the image, along with the subtitle "Use text, picture and video messaging to ensure your brand is heard." Below the image, there are three main service sections: "Messaging" (represented by a speech bubble icon), "Aggregation" (represented by a double arrow icon), and "Transcoding" (represented by a gear icon). Each section includes a brief description and a call-to-action button: "See Features", "Learn More", and "Try it Now". The top navigation bar includes links for "Messaging", "Aggregation", "Blog", "Get Started", and "Login". A contact phone number is also present.

Outspoken
Be Seen. Be Heard. Be Remembered.

Messaging | Aggregation | Blog | Get Started | Login
Contact us at 855.772.9842

Is Your Brand Outspoken?
Use text, picture and video messaging to ensure your brand is heard.

Messaging
If you're a brand or agency, our feature-rich SMS and MMS platform is perfect to help you increase your ROI on your mobile marketing campaigns.
[See Features](#)

Aggregation
Working with carriers can be complicated. We give you the power of over 700 carriers in 250 countries simply with one API for SMS and MMS.
[Learn More](#)

Transcoding
Connect to the Outspoken transcoding API to optimize MMS video, picture, audio and other rich media for individual carriers, OS and phone make/model.
[Try it Now](#)

What's important?

What's related?

How can you tell?

outspoken.com

Designing User Interfaces, Jennifer Tidwell

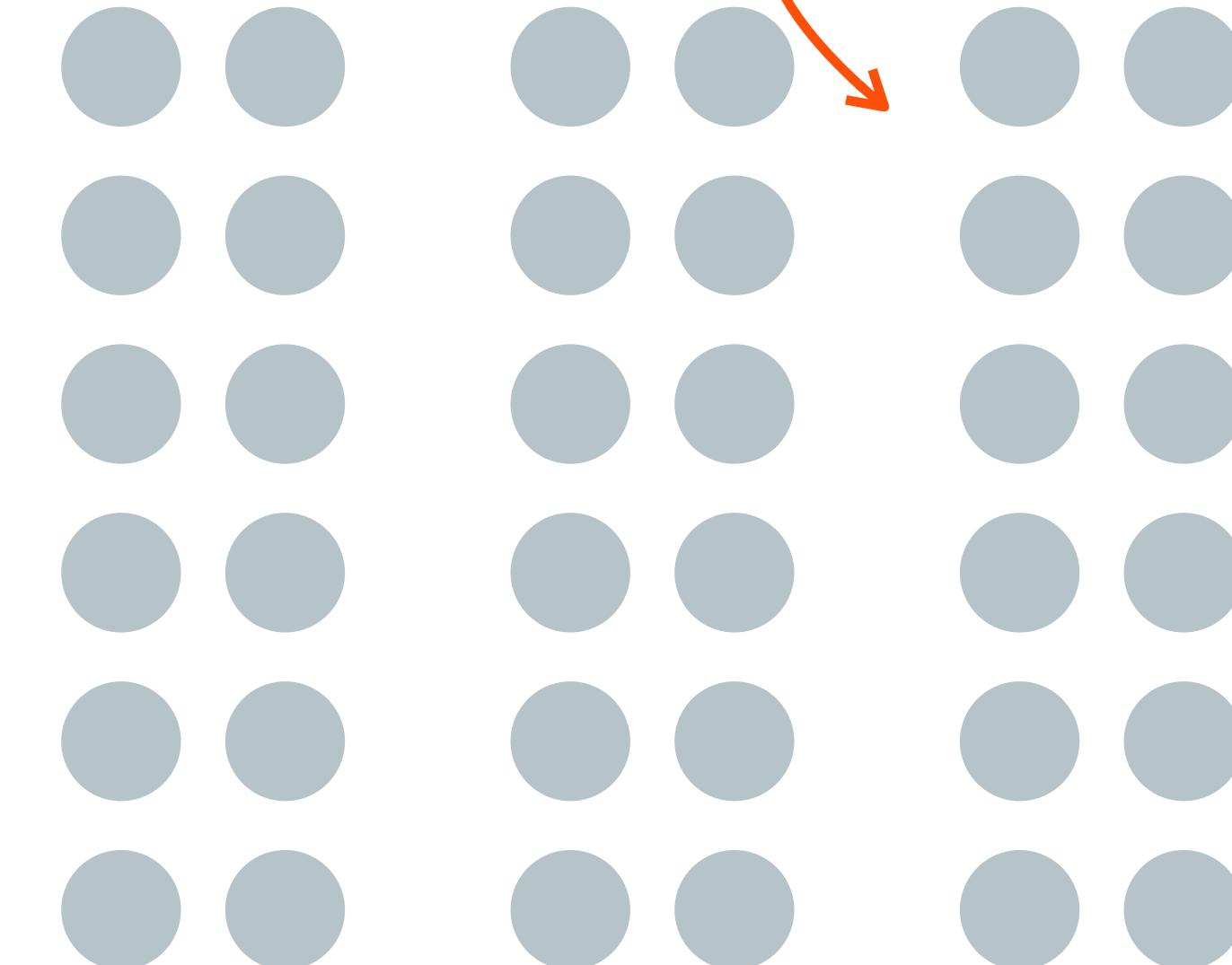
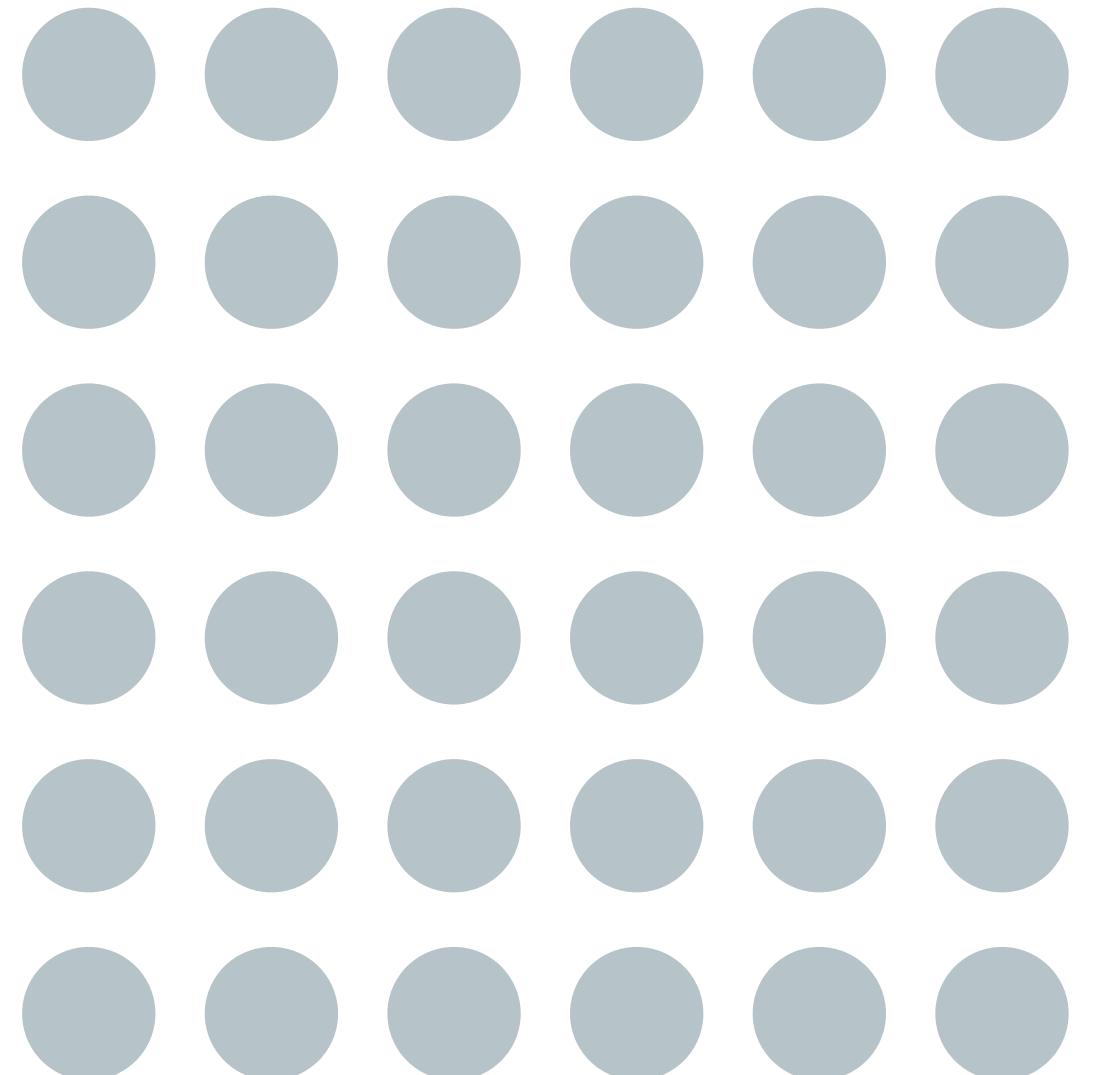
GESTALT LAWS

theories of visual perception (1920s)

describe how people organize visual elements into groups

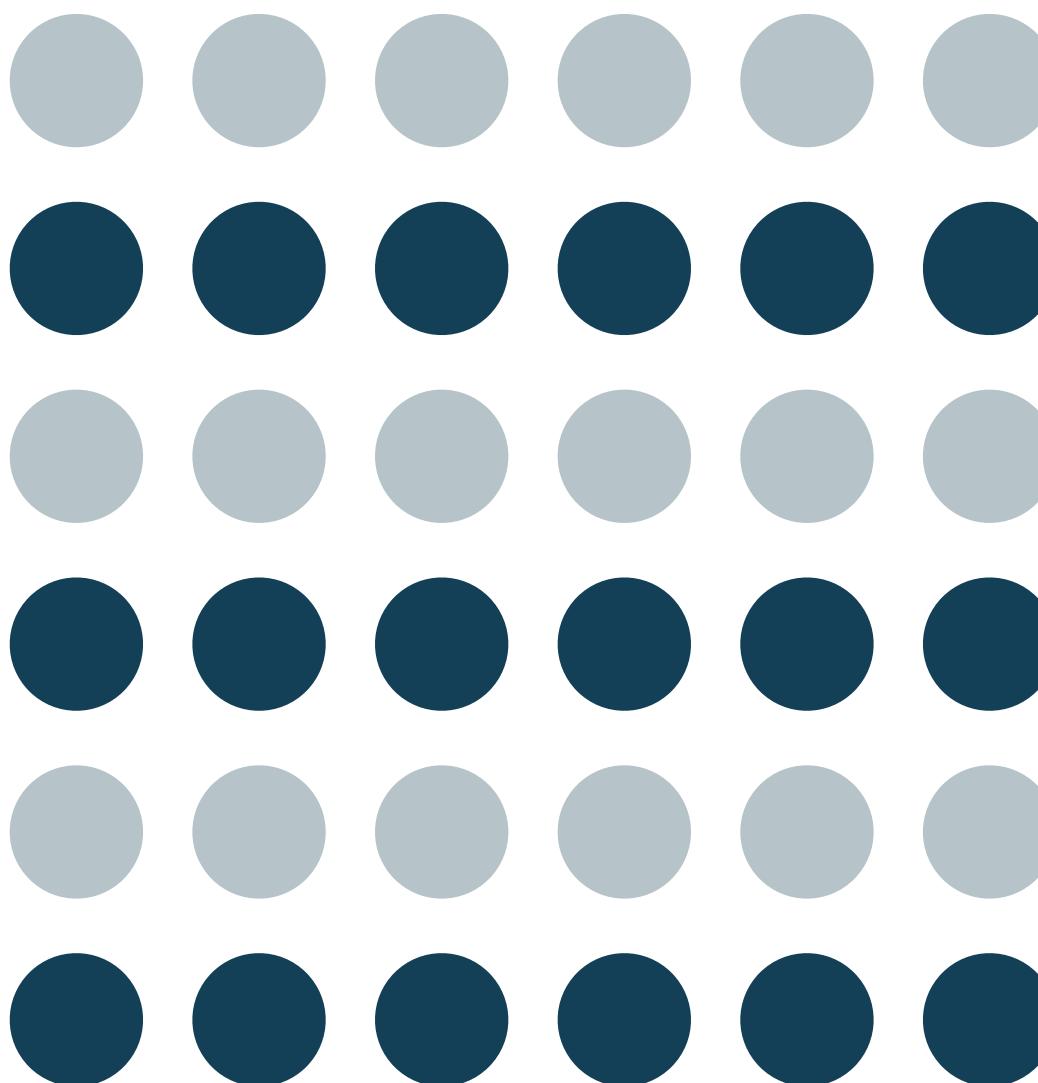
important for layout design

PROXIMITY



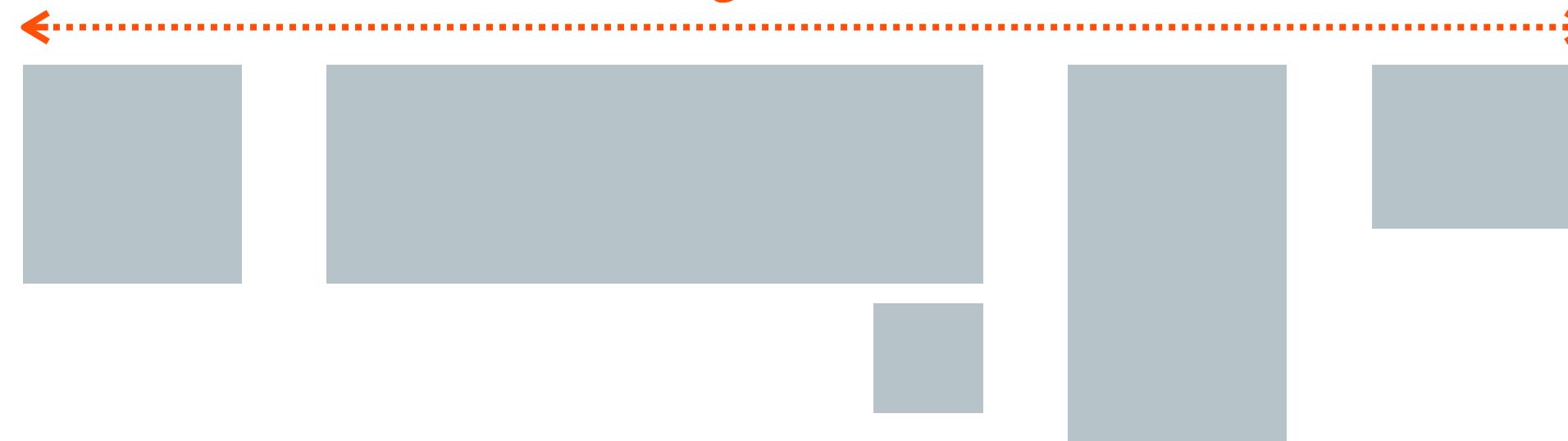
white space matters

SIMILARITY

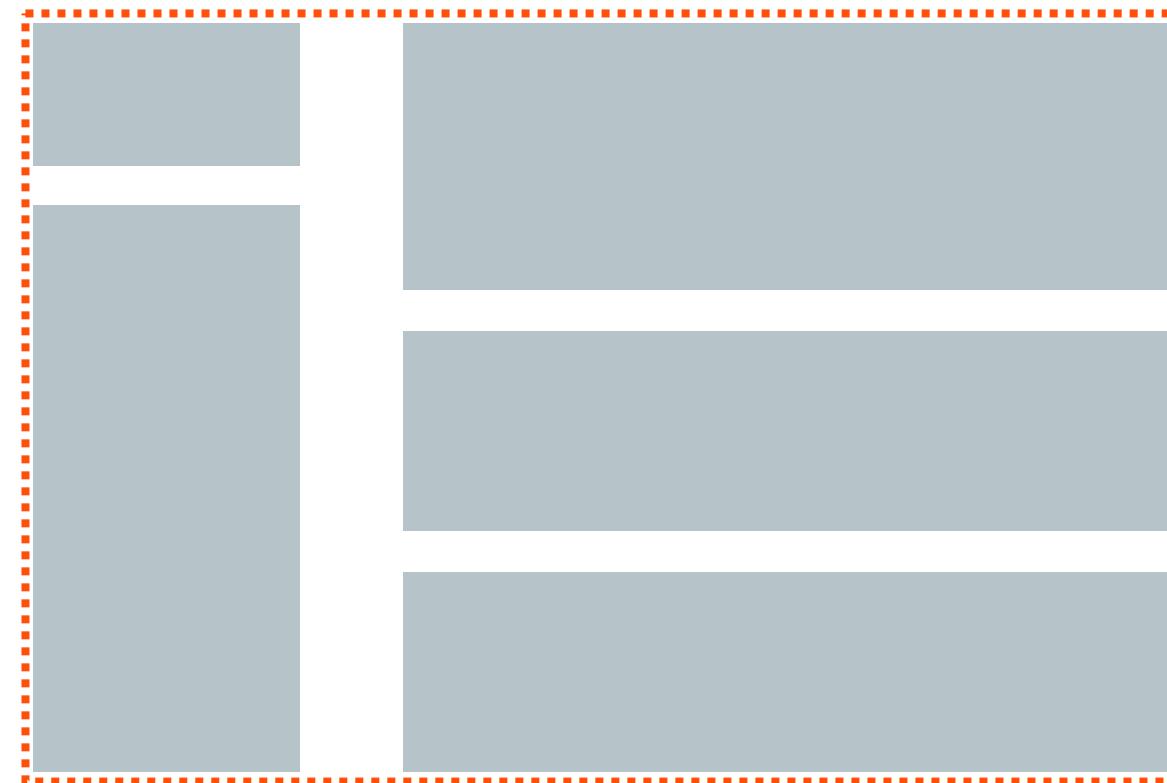


CONTINUITY

alignment



CLOSURE

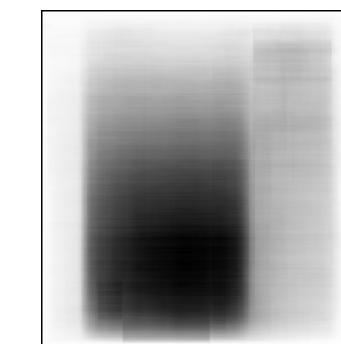


en.wikipedia.org/wiki/Gestalt_psychology

Design cues are predictive of semantic meaning!



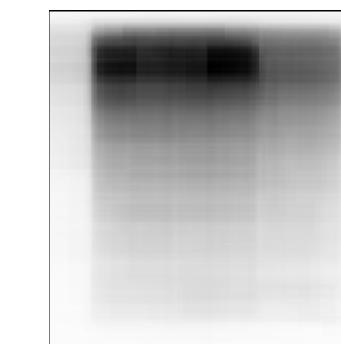
breadcrumb



comments



copyright



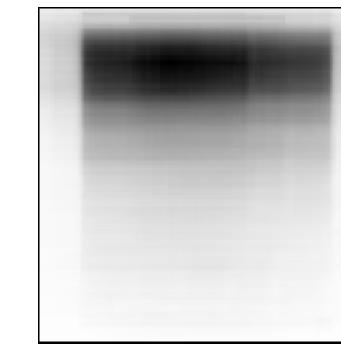
featured



footer



header



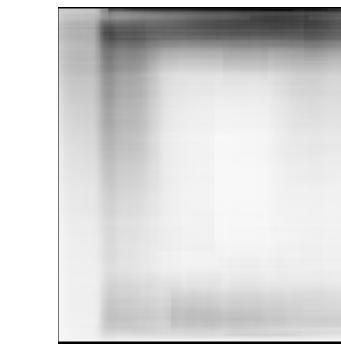
hero



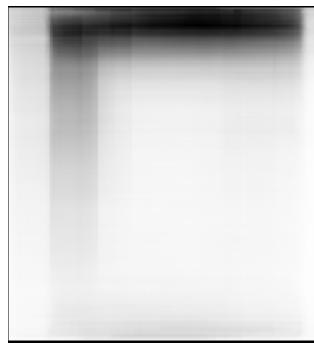
login



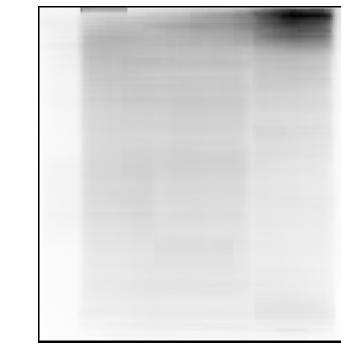
logo



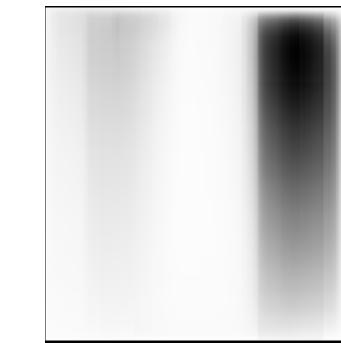
menu



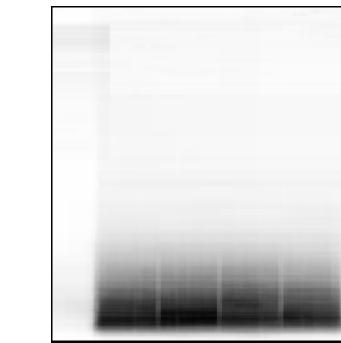
nav



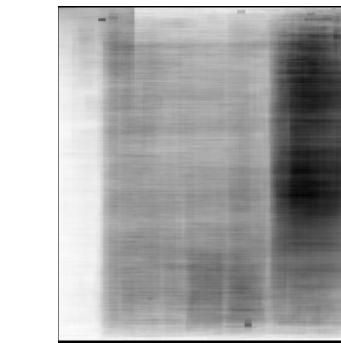
search



sidebar



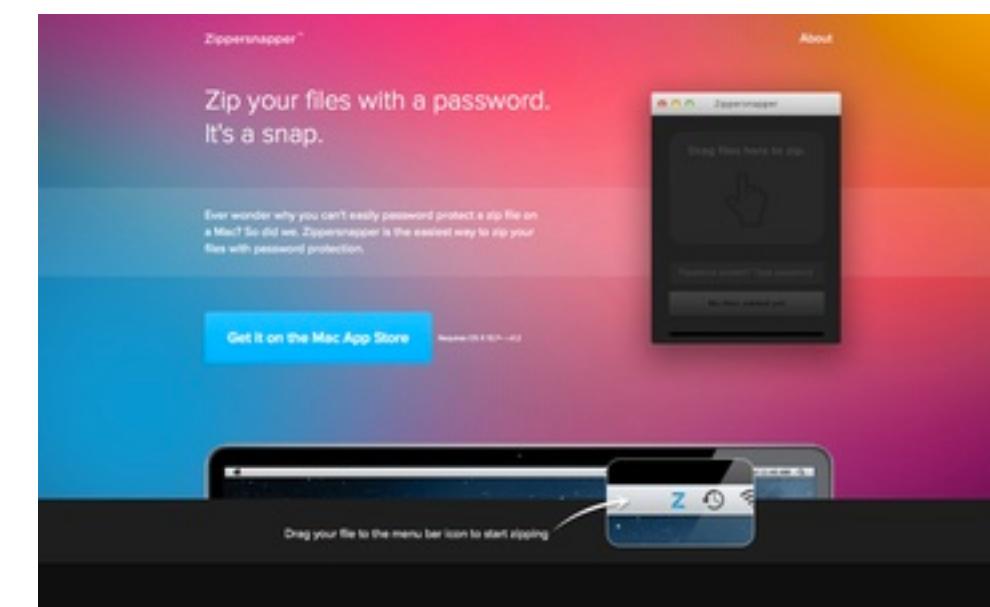
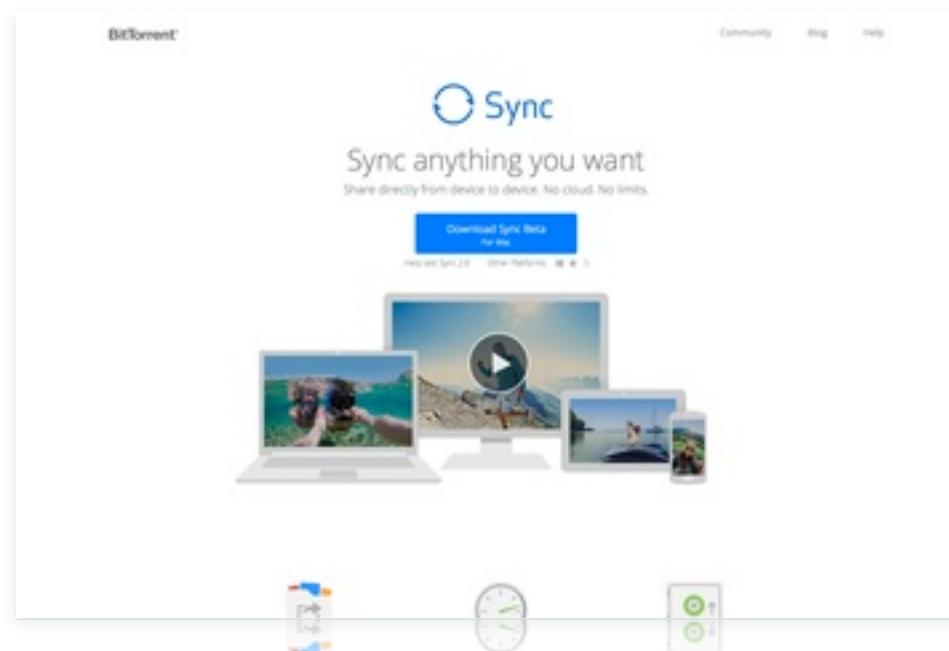
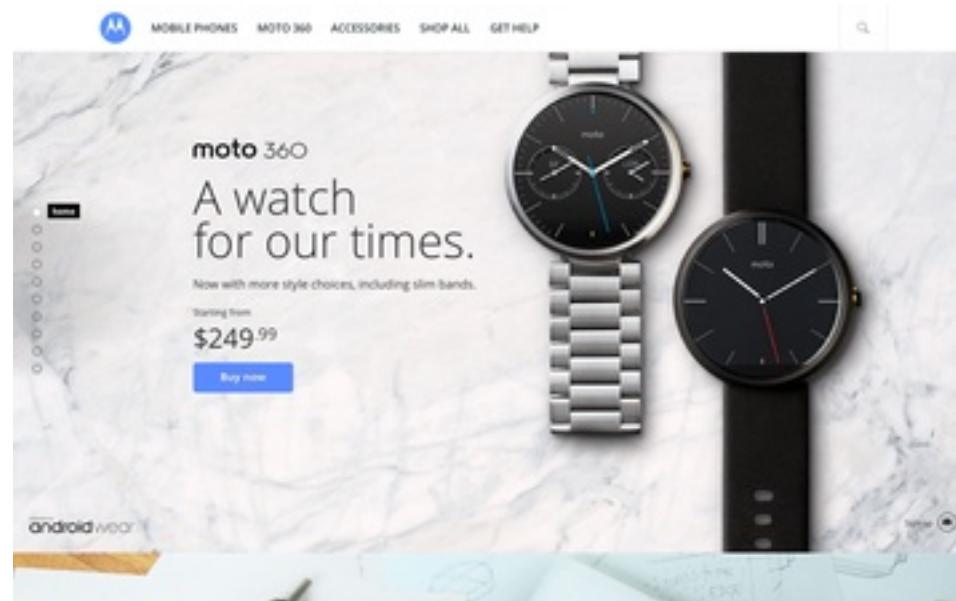
sitemap



twitter

Lim et al. 2013

Call-to-Action Buttons



TINT

INDUSTRY ▾ CLIENTS BLOG LOGIN REQUEST DEMO START TRIAL

Display any social feeds for ...

In-Store Screens

v s f o v in d h t

A self-service platform that allows organizations to create social hubs in minutes. Engage audiences anywhere.

START TRIAL WATCH VIDEO

SEE HOW IT WORKS

How can we help? ▾

1. CONNECT

Connect any social feeds & hashtags

Pull user generated and branded content into one place from over 10+ social networks.

2. PERSONALIZE

Custom brand your social hub

It's easy to change themes, colors, and add custom CSS for an elegant design.

3. MANAGE

Control your content from anywhere

Approve or reject posts from any device to control content instantly.

All your content on any website or screen

v s f o v in d h t

NASDAQ

START TRIAL

Trending: Horizontal Stripe

Color

hue, saturation, value

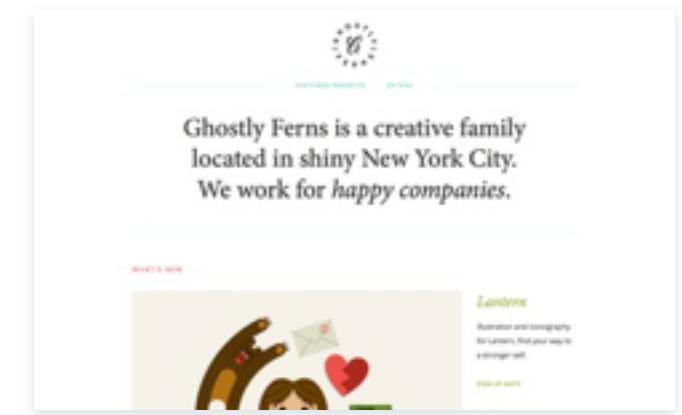
FUNCTIONAL COLOR

Contrast between background and text is key to readability

Design in greyscale first and keep those luminance values when moving to color

Expressive

light



Dark



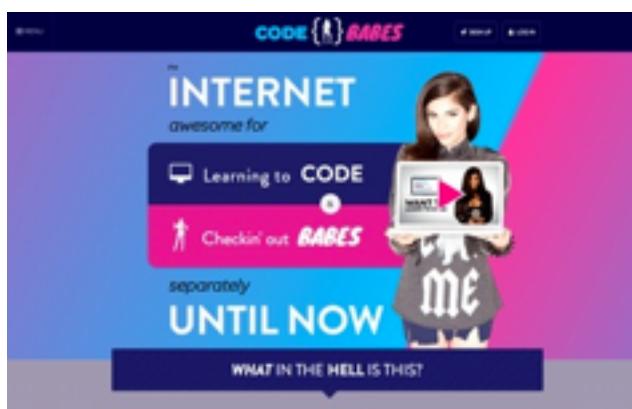
Warm



Cool



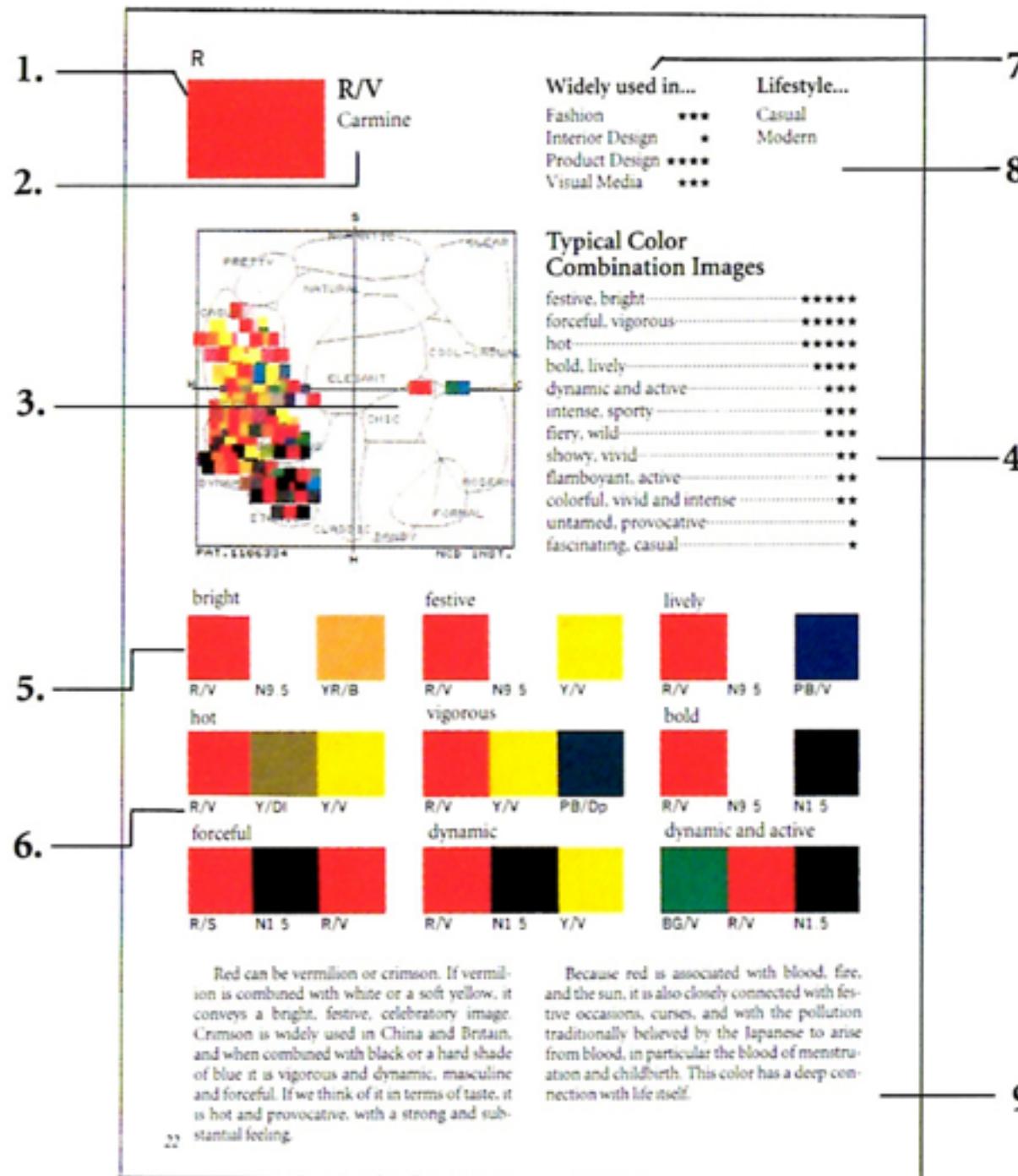
Colorful



Greyscale



SEMANTIC MEANING



Color Image Scale, Kobayashi

Trending: Greyscale with Accent Colors

ABOUT BLOG WORK CONTACT

Google Material Design's Animated Loading Spinner Using HTML, CSS and SVG

05 DECEMBER 2014

A look at how to create an animated loading spinner in the style of Google's Material Design.

Simple Static Web Server with 1 Line of Python

23 JULY 2014

Setup a simple static web server for local development with just 1 line of Python
SimpleHTTPServer.

Typography

Letterform Anatomy



Serif

Sans Serif

Slab Serif

Script

Display

Monospace

FONT GUIDELINES

For small text, higher x-height easier to read

serif or sans serif?

2-3 font faces: use variations in size, weight,
and style for contrast

SPACING GUIDELINES

Use leading and margins

distance between lines

line-height: 120%

Keep text paragraphs narrow

60-75 characters / 12-15 words /
30-45 em

Trending: Typographic



NEXT CLASS: GRIDS & RESPONSIVE DESIGN

courses.engr.illinois.edu/cs498rk1/