

# 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

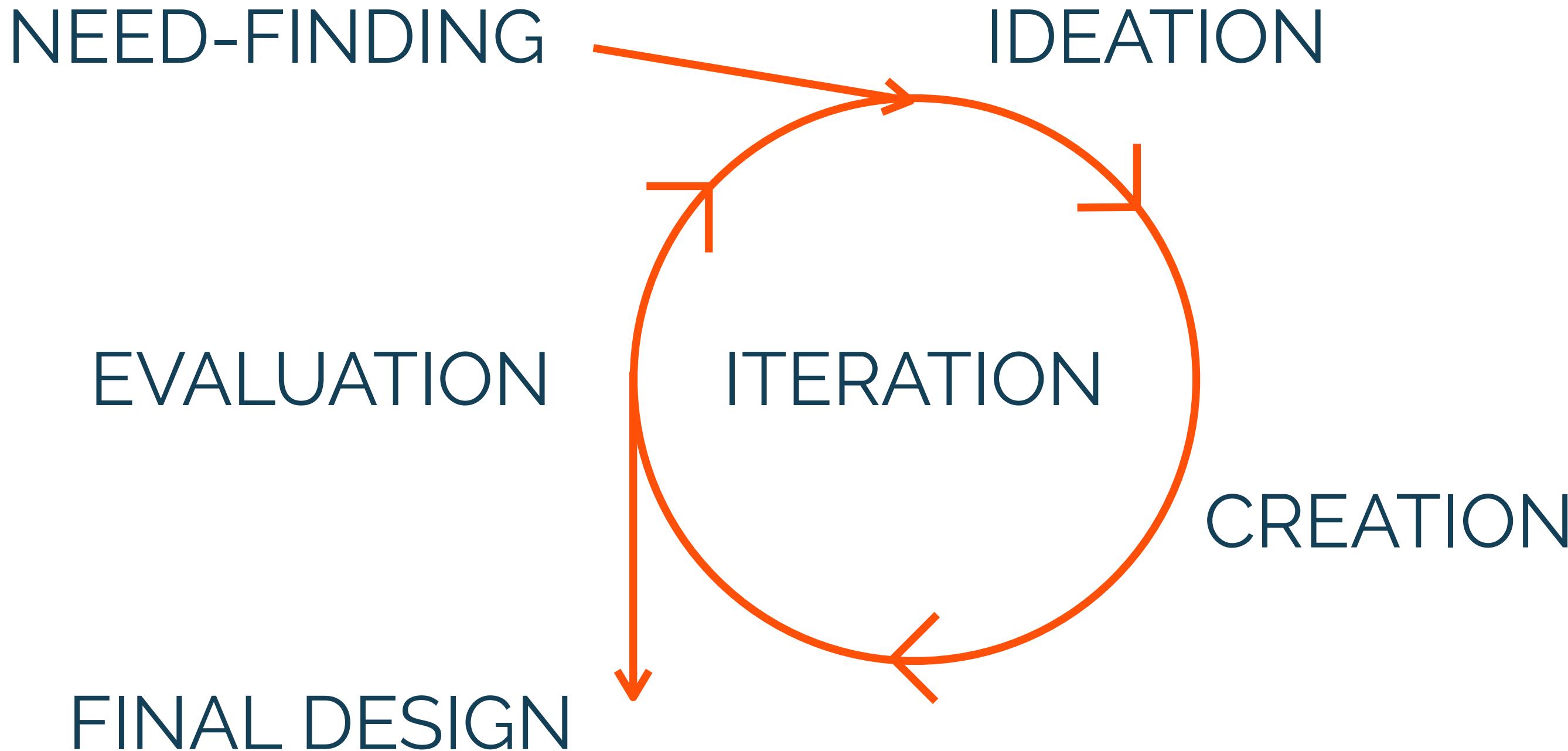
Color

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)

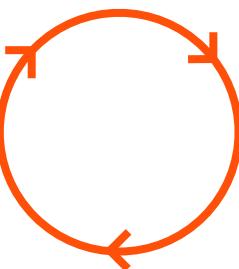
# DISCOVERY

PRD

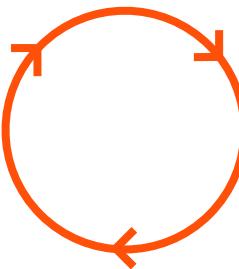


# DESIGN

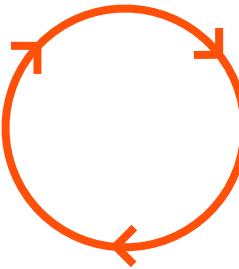
UI/UX Design



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*

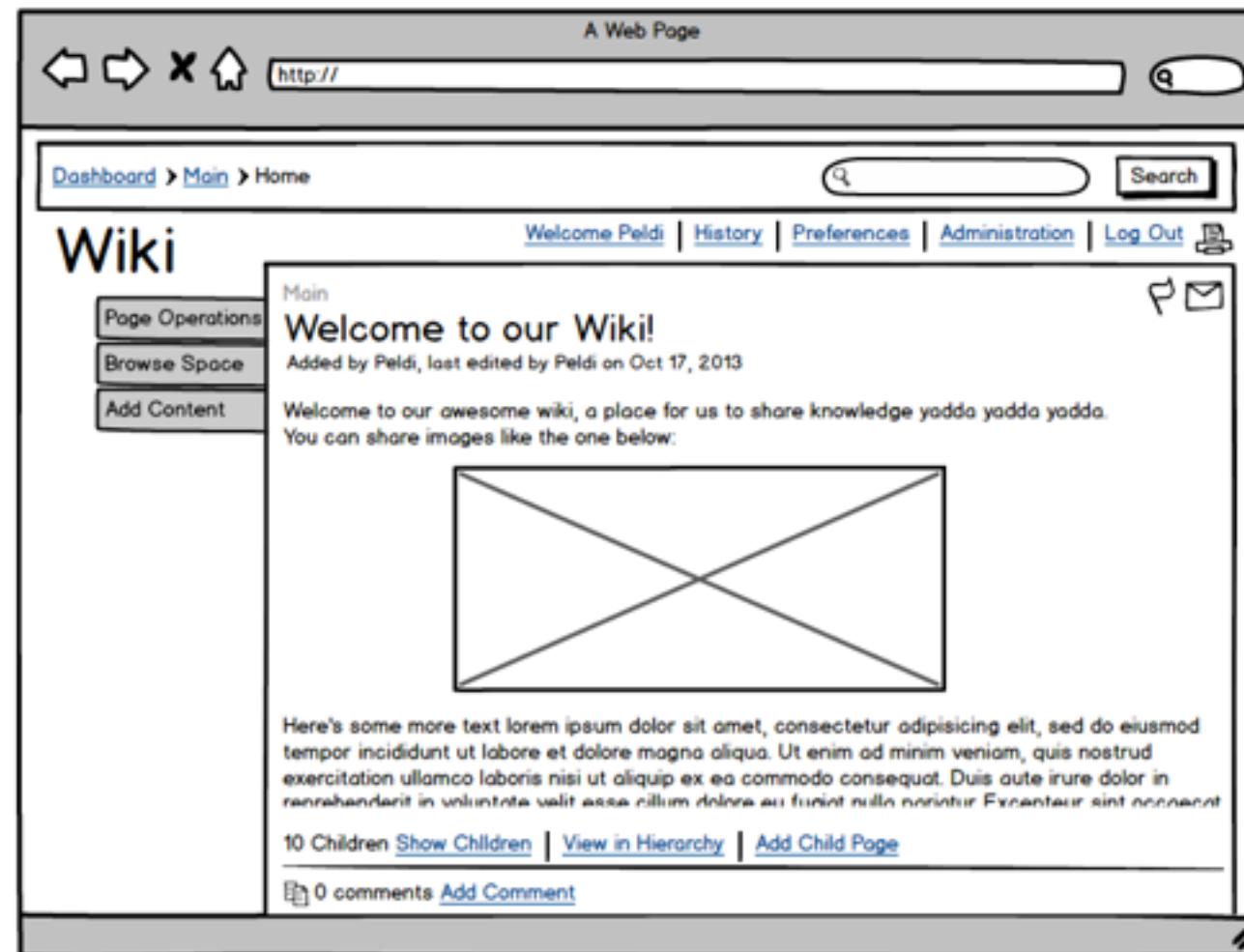


Sitemaps, Storyboards, and Specifications  
Newman and Landay, DIS 2000

# WIREFRAMES

## a.k.a. *Schematics*

Balsamiq



content (information, navigation, interface elements) and layout

mixture of real content and annotated placeholders (images)

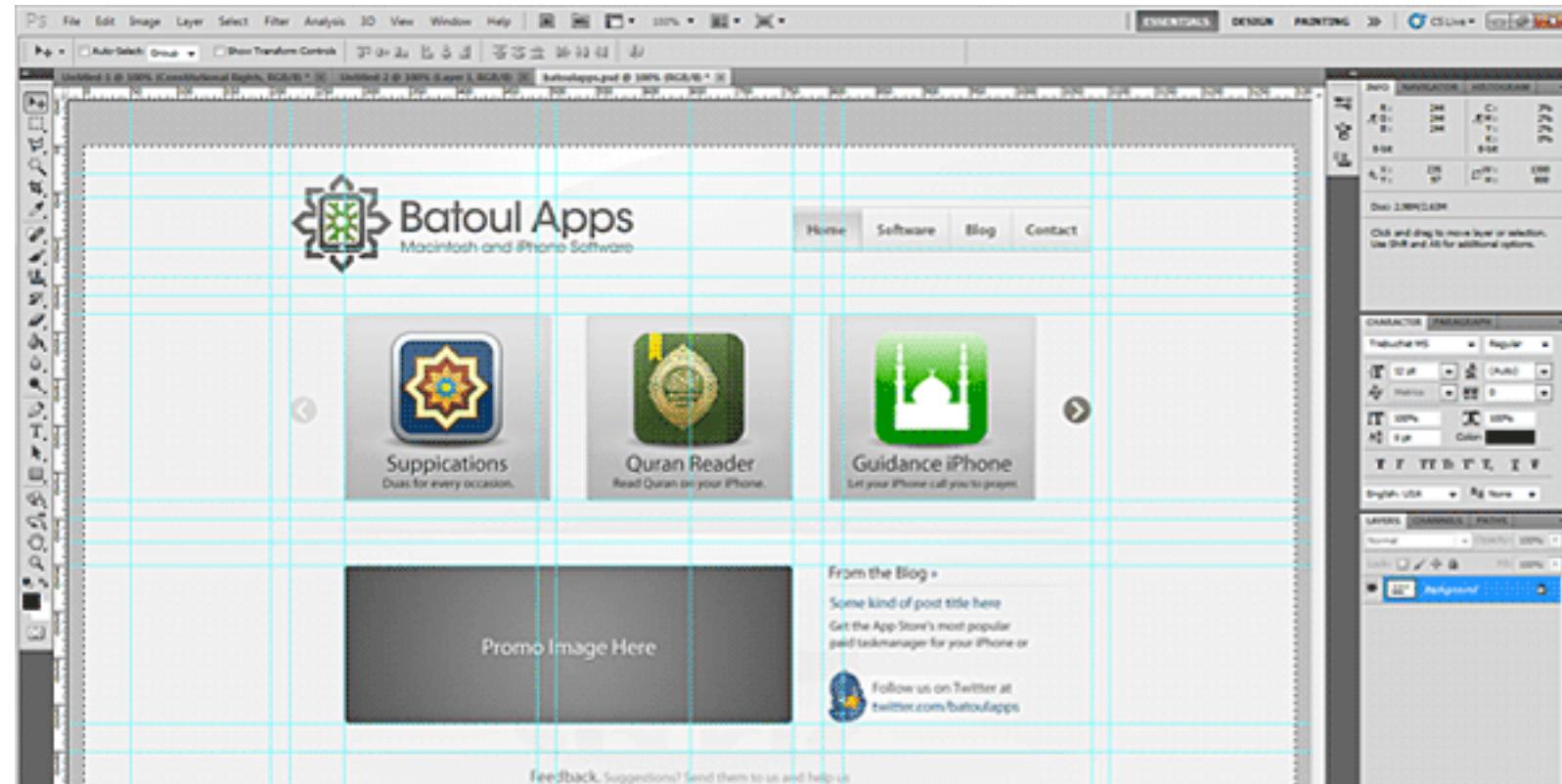
variations in color, typography used to differentiate different types of content

*not the final visual design*

# MOODBOARDS



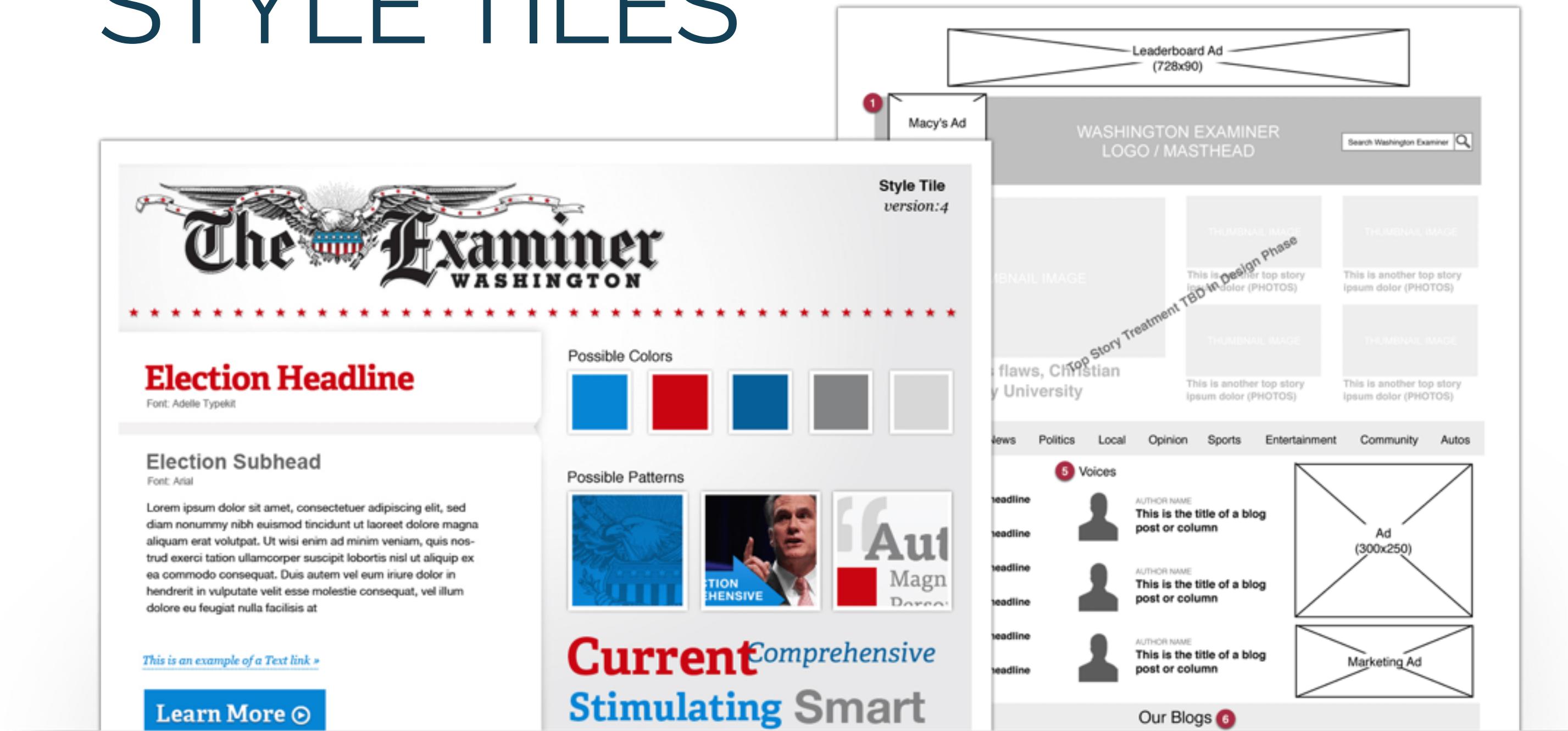
# MOCKUPS



high-fidelity prototypes of visual design

static: created in Photoshop, Illustrator, Sketch

# STYLE TILES



# *between moodboards and mockups*

[styletil.es](http://styletil.es)

# STYLE TILES

**Election Headline**  
Font: Adelle Typekit

**Election Subhead**  
Font: Arial  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercit ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

*This is an example of a Text link >*

**Learn More**

**Style Tile version: 4**

**Possible Colors**

**Possible Patterns**

**WASHINGTON EXAMINER LOGO / MASTHEAD**

**Leaderboard Ad (728x90)**

**Macy's Ad**

**Thumbnail Images**

**Top Story Treatment TBD In Design Phase**

**Ad (300x250)**

**Marketing Ad**

**Our Blogs 6**

**WIDGETS**

**News** **Politics** **Local** **Opinion** **Sports** **Entertainment** **Community** **Autos**

**Voices 5**

**Headline** **headline** **headline** **headline** **headline**

**AUTHOR NAME**  
This is the title of a blog post or column

**AUTHOR NAME**  
This is the title of a blog post or column

**AUTHOR NAME**  
This is the title of a blog post or column

**Follow Us**

**ELECTIONS 2012**

**Washington Examiner.com**

**Share:**

**Search Examiner 2012**

**Elections 2012**

**Washington Examiner.com**

**The Examiner WASHINGTON**

**ELECTIONS 2012**

**10 percent support Ron Paul** **Miller wins 7 cities** **CDF Leadership weighs in** **Obama campaign in Texas** **Ivory says Yes**

**Beltway Confidential**

**MICHAEL BARONE**  
More non-boring analysis of the Canadian election

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**THE RUNDOWN**

**Trump lashes out**

**ROLL OVER TO ORDER \$3 OFF PURCHASE OF \$15 OR MORE**

**From the Trail**

**IOWA** Iowa Is Cold In February Des Moines Register

**WISCONSIN** Cantwell is in Trouble Seattle Times

**MICHIGAN** Michigan scraps primary Detroit News

**MICHIGAN** Michigan scraps primary Detroit News

**Power Rankings**

**Gingrich claims #1, Trump slips to #3**

**Younger voters hold key**

**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**

**Bachmann Is In**

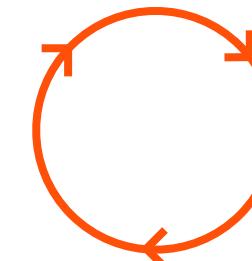
# DISCOVERY

PRD



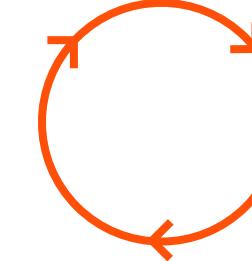
# DESIGN

UI/UX Design



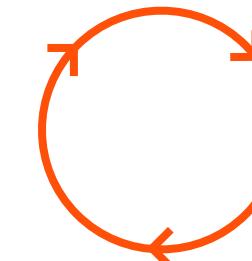
storyboards, paper prototypes,  
video prototypes, functional prototypes

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

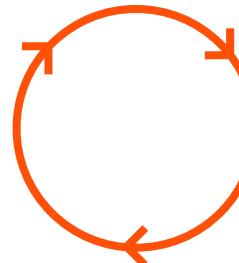
# *Separation of Design and Development*

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 image 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.'

**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.

**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.

**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.

[See Features](#)    [Learn More](#)    [Try it Now](#)

[outspoken.com](http://outspoken.com)

What's important?

What's related?

How can you tell?

Designing User Interfaces, Jennifer Tidwell

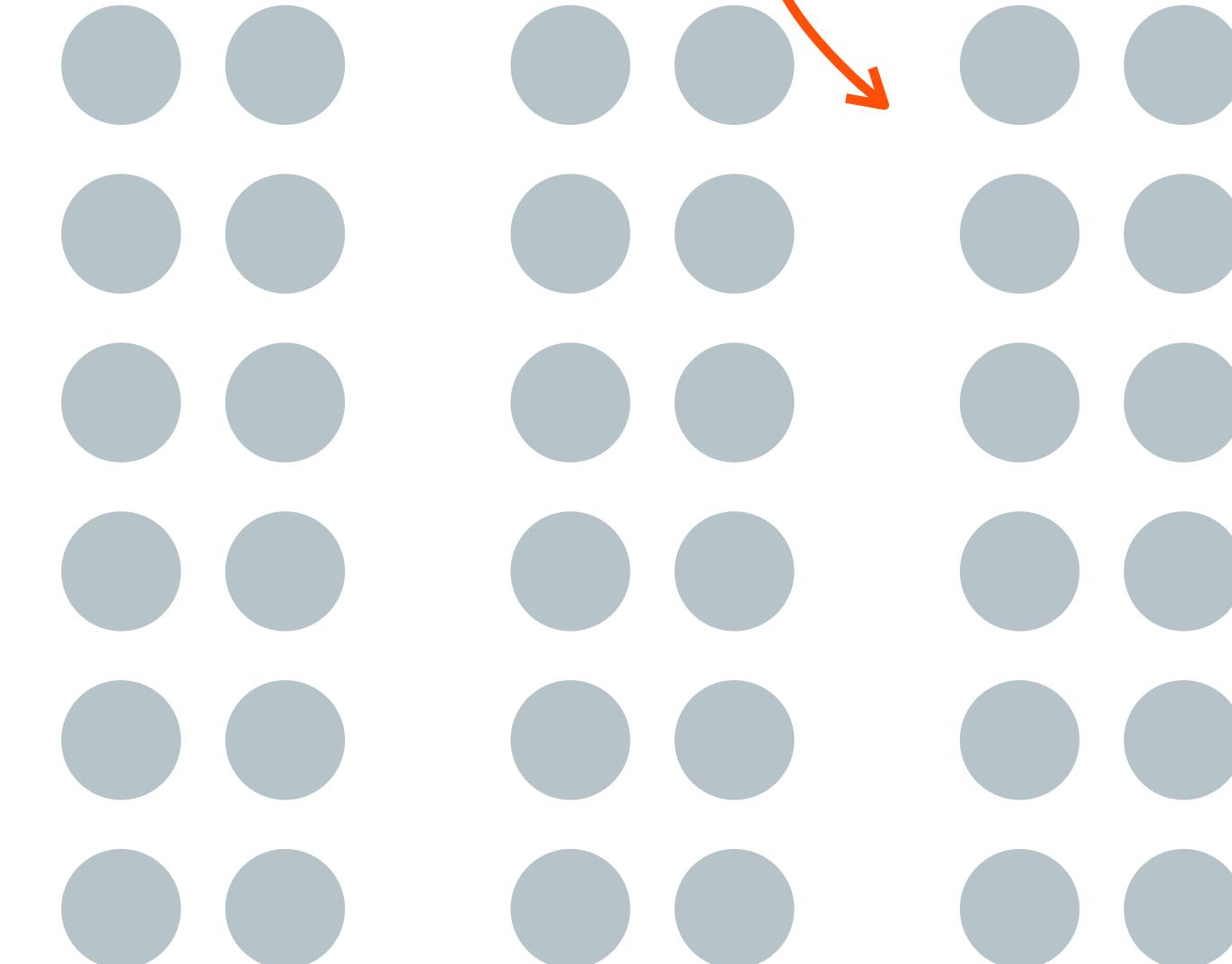
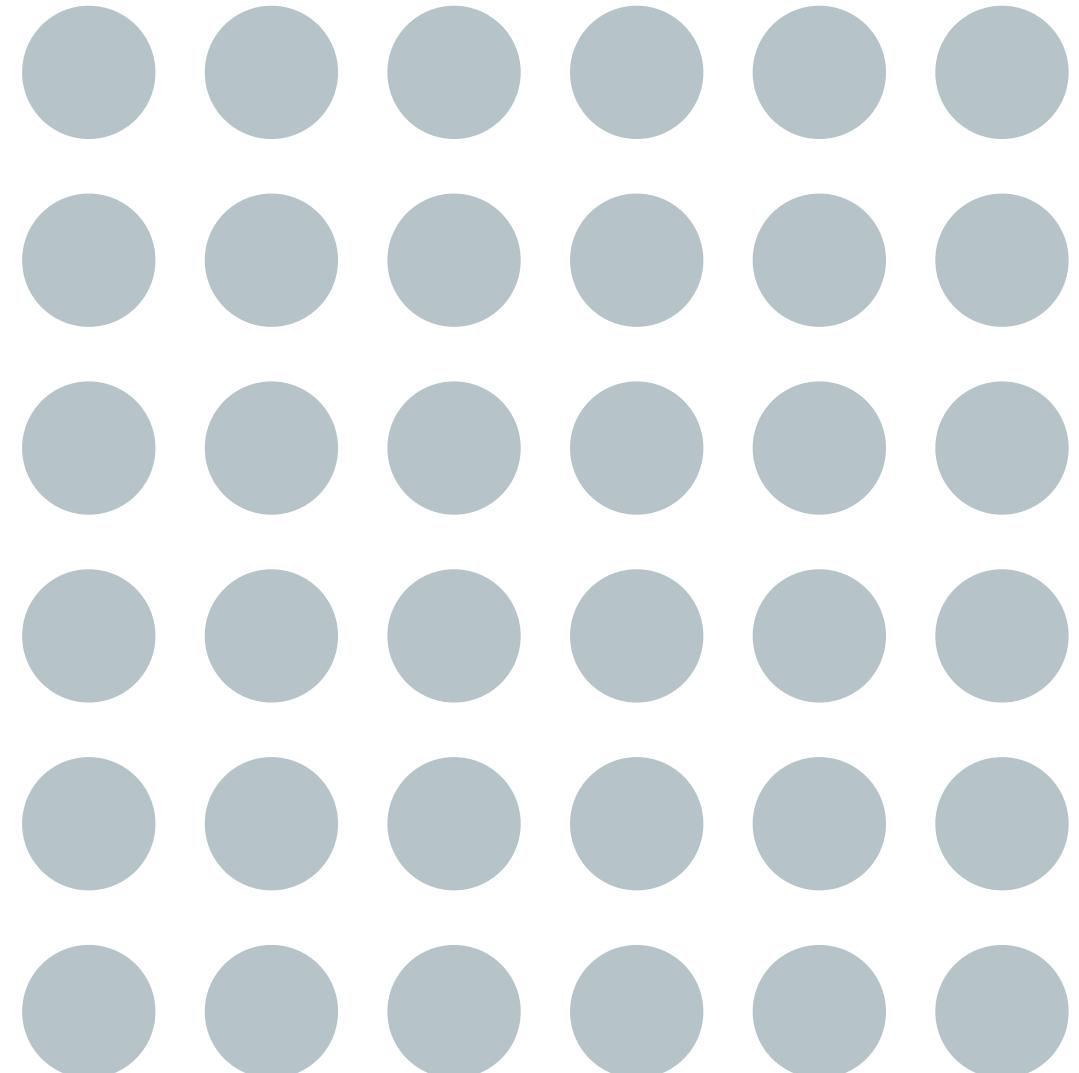
# GESTALT LAWS

theories of visual perception (1920s)

describe how people organize visual elements into groups

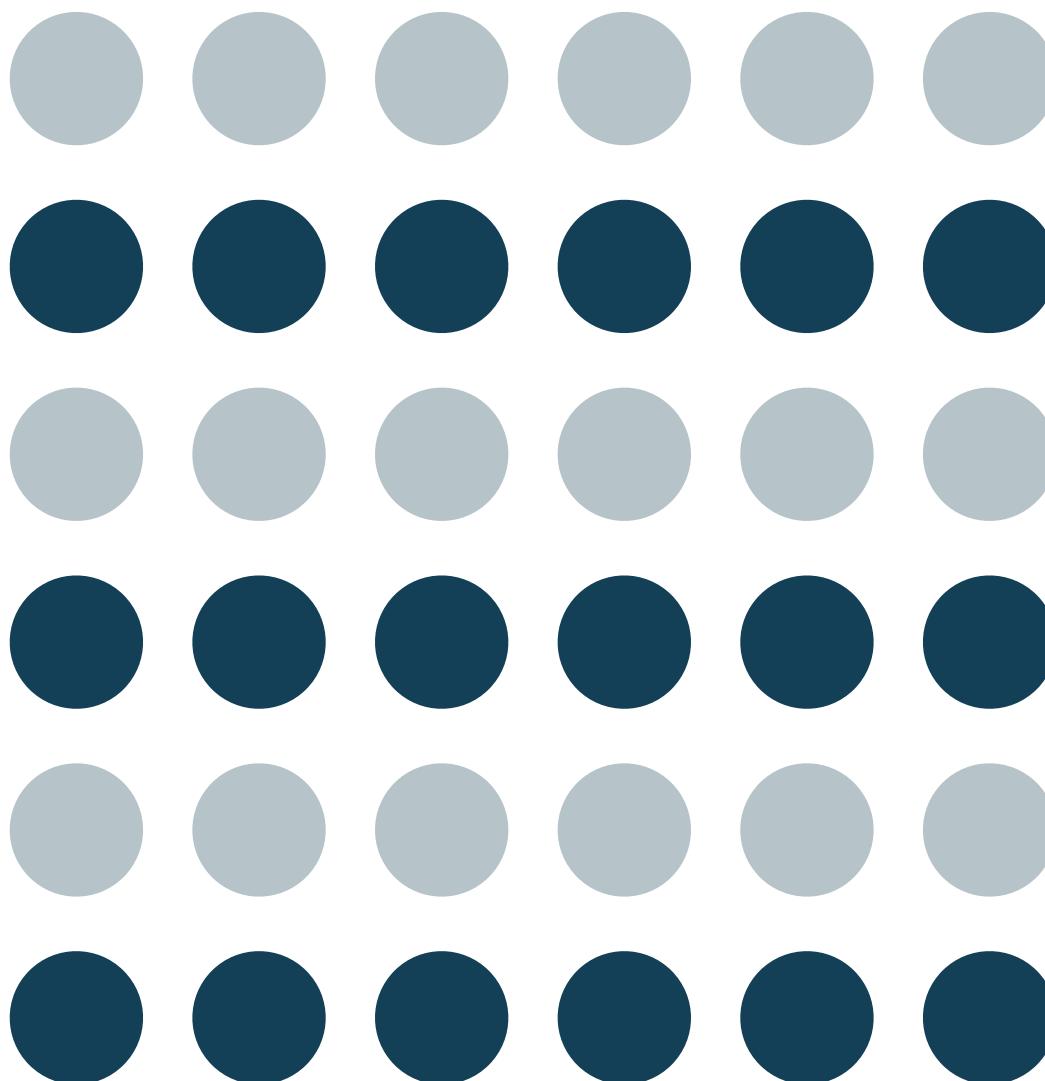
important for layout design

# PROXIMITY



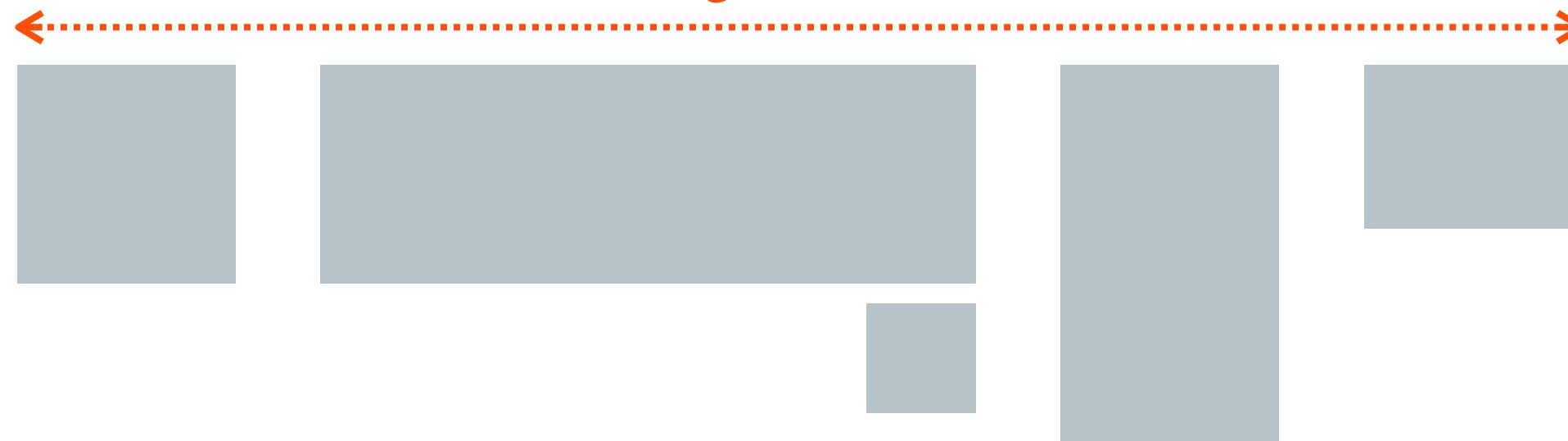
*white space matters*

# SIMILARITY

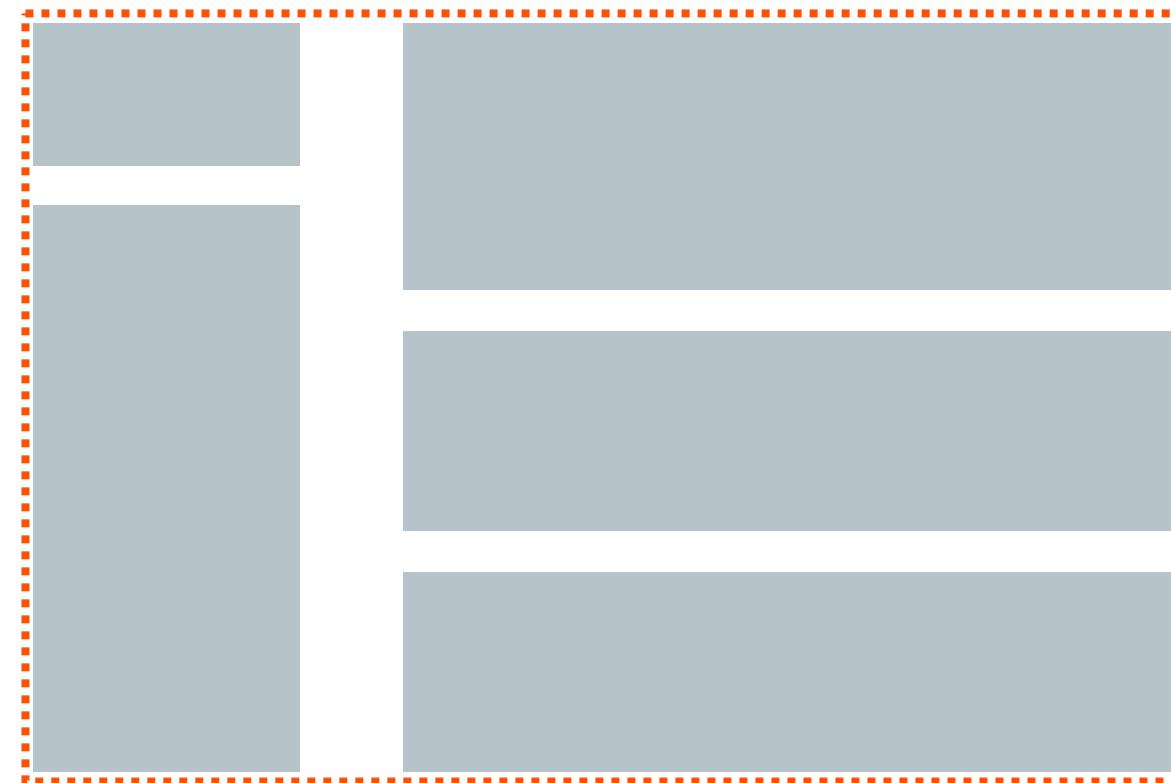


# CONTINUITY

*alignment*



# CLOSURE

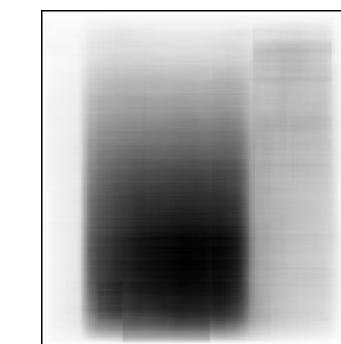


[en.wikipedia.org/wiki/Gestalt\\_psychology](https://en.wikipedia.org/wiki/Gestalt_psychology)

# Design cues are predictive of semantic meaning!



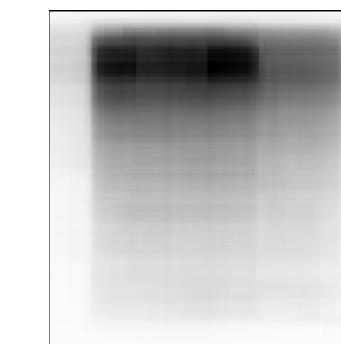
**breadcrumb**



**comments**



**copyright**



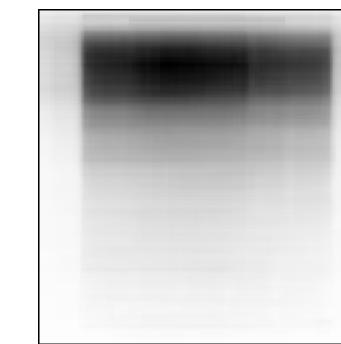
**featured**



**footer**



**header**



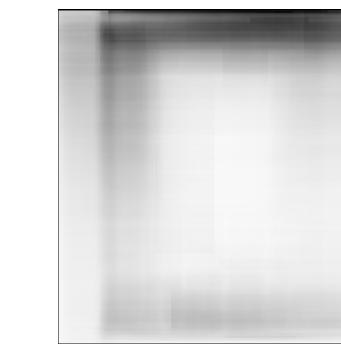
**hero**



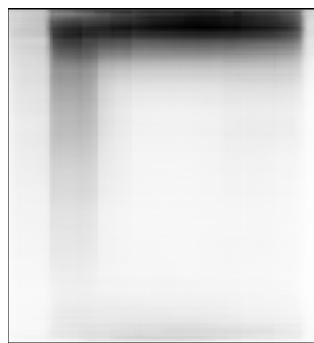
**login**



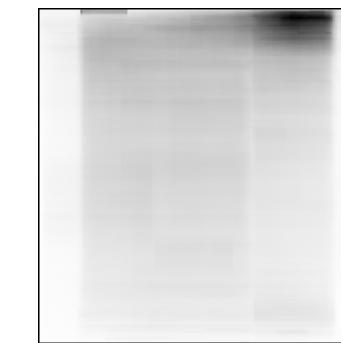
**logo**



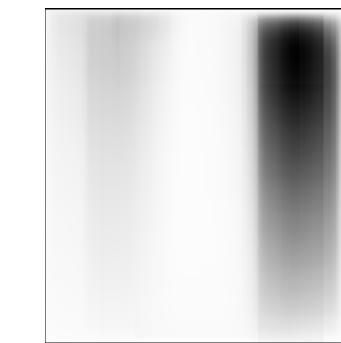
**menu**



**nav**



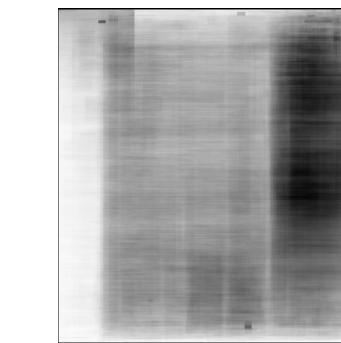
**search**



**sidebar**



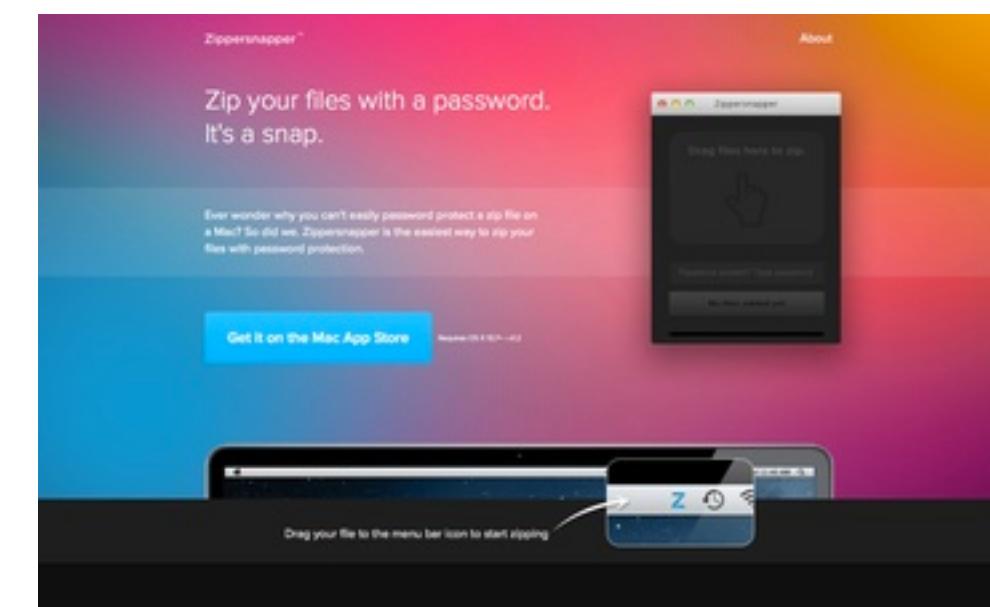
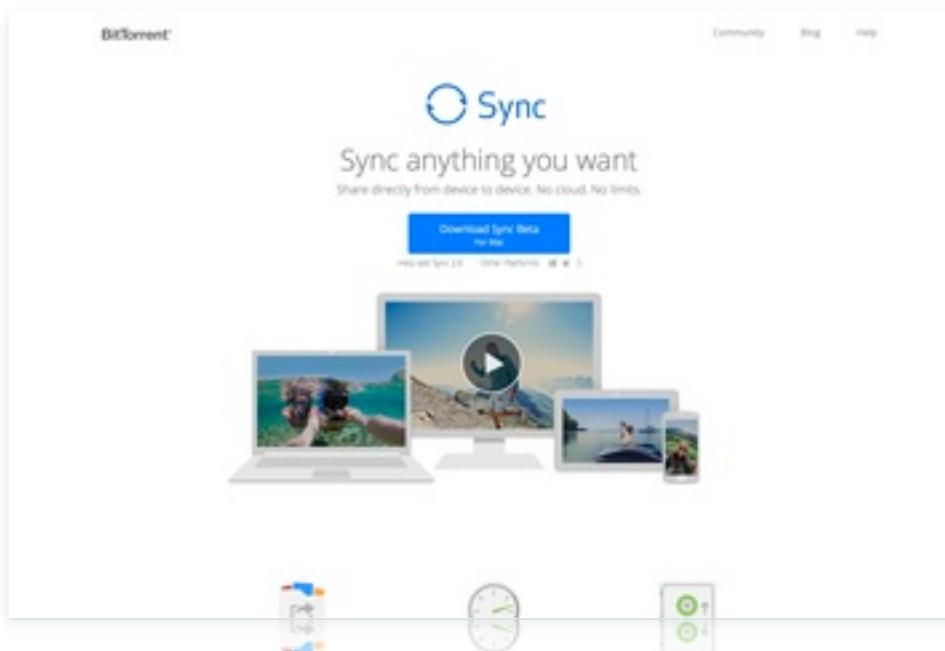
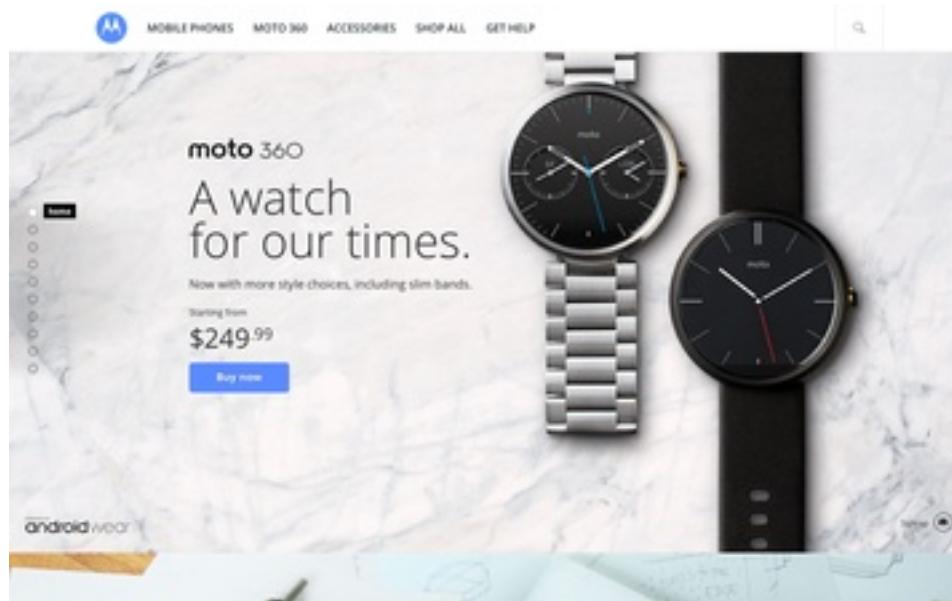
**sitemap**



**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

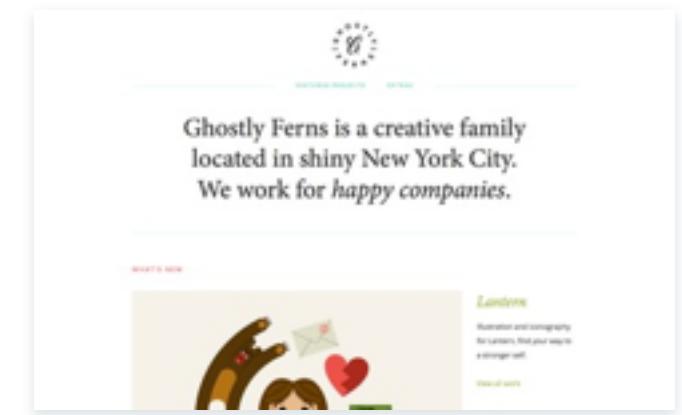
# FUNCTIONAL COLOR

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



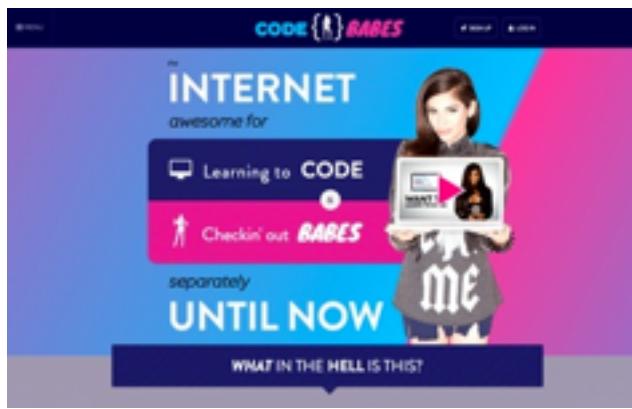
## Warm



## Cool



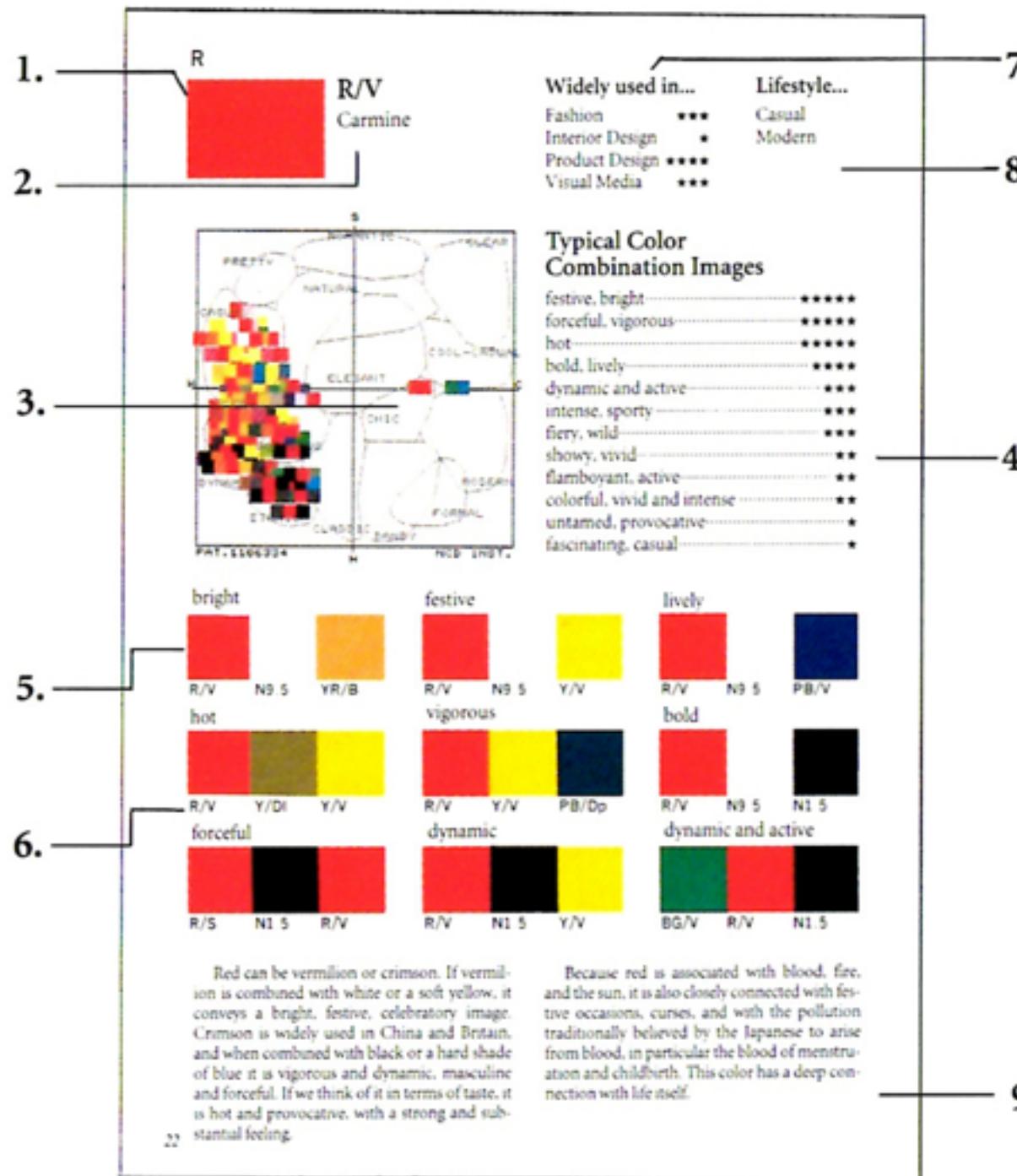
## Colorful



## 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/](https://courses.engr.illinois.edu/cs498rk1/)