

– what?

– UX?

– UI?

the visual language of ephemeral messaging

begin
scrolling

what

– what?

– UI?

– UX?

A visual language is a **system** of communication using visual elements

Just as people can verbalize their thinking, they can visualize it

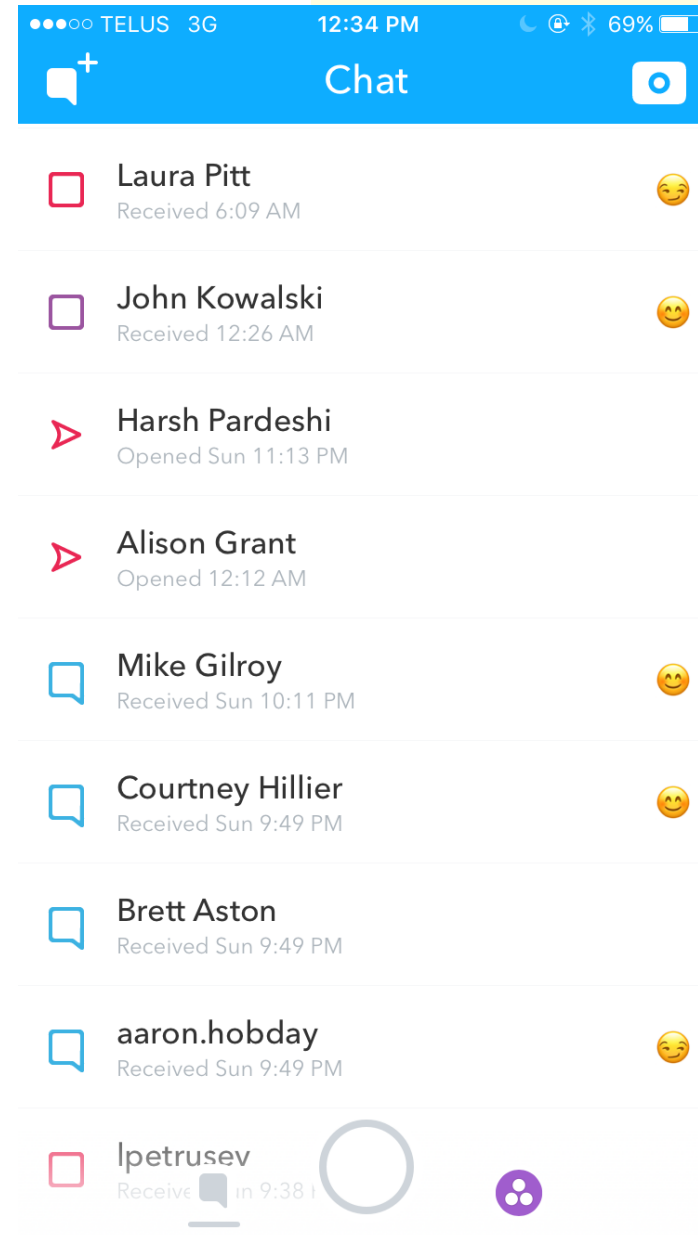
The visual language of ephemeral messaging is a **cultural phenomenon**

Let me show you through the interfaces and user experience of existing apps.

Visuals for distinct interactions

- what?
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- UX?

Snapchat's playful iconography is recognizable with distinct meanings.



Visuals for distinct interactions

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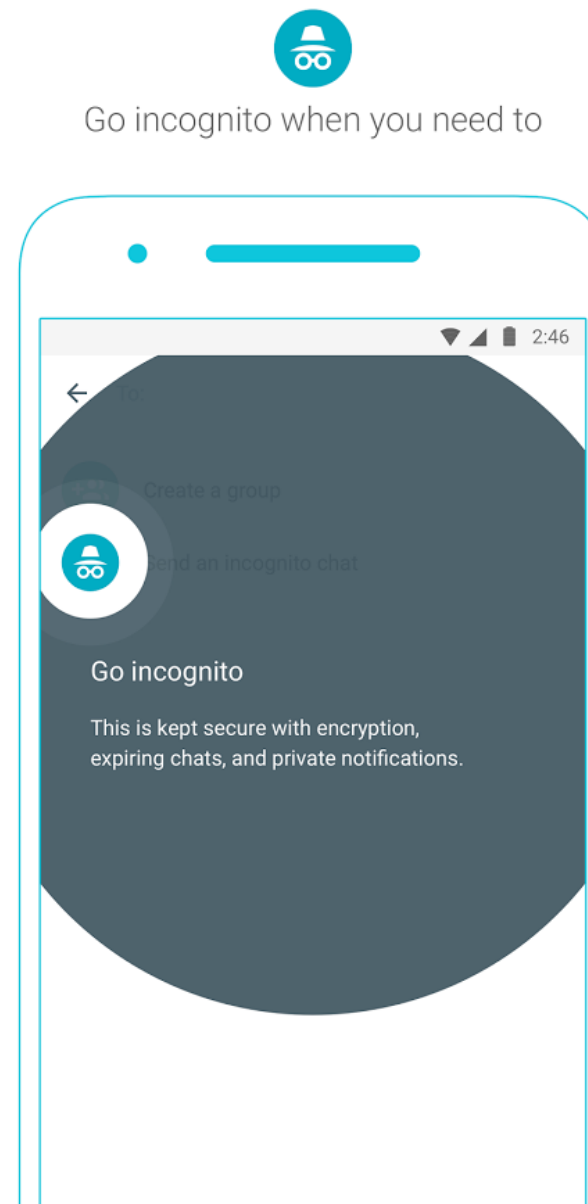
Instagram stories is known for its time line, telling the user how far the user has watched a story.



Visuals for distinct interactions

- what?
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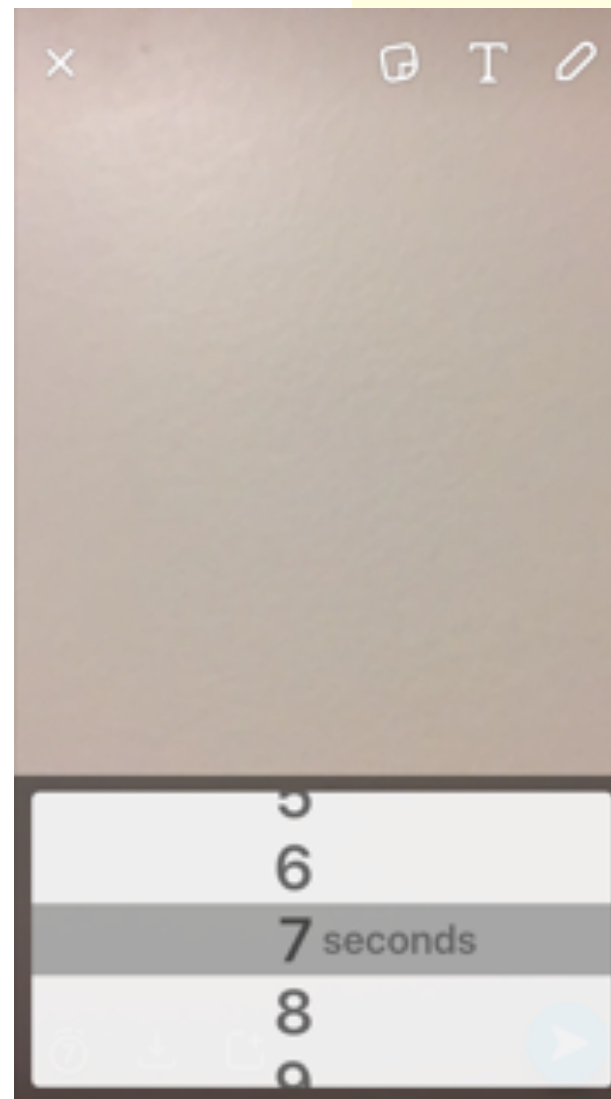
Allo embodies secretive, mysterious language derived from Google Chrome's incognito tab.



How visual experiences become cultural

- what?
- UI?
- UX?

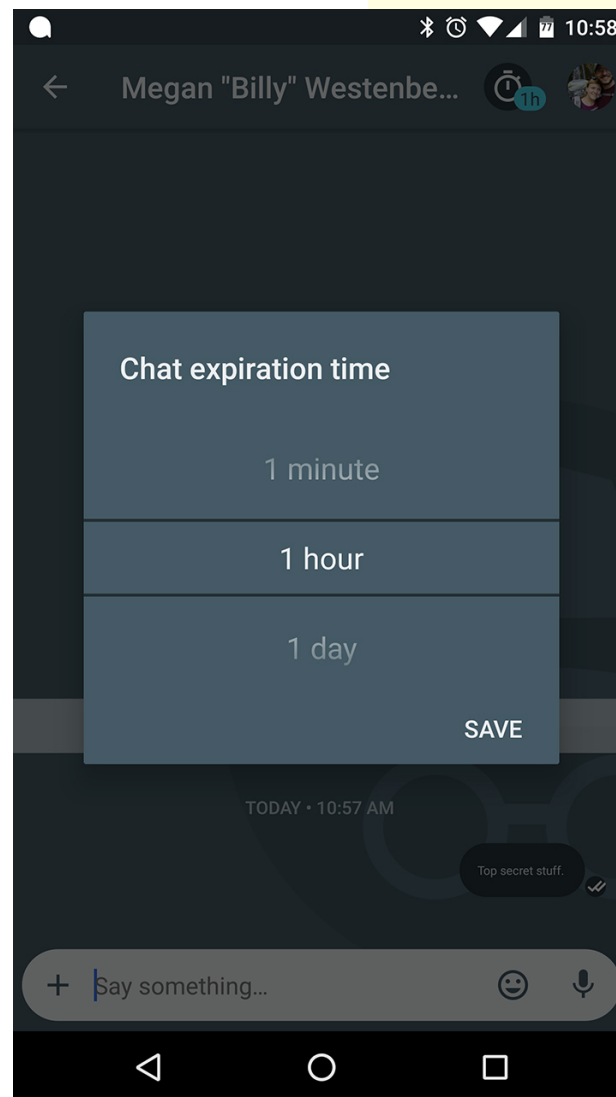
time



How visual experiences become cultural

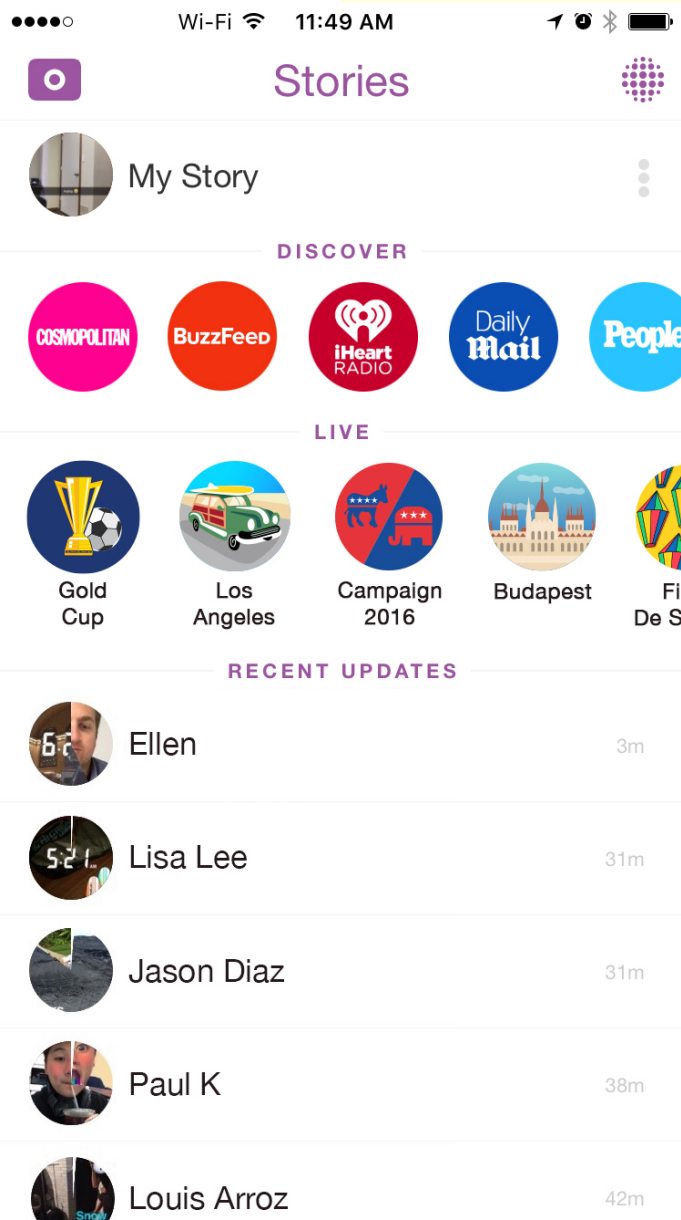
- what?
- UI?
- UX?

time



How visual experiences become cultural

stories



How visual experiences become cultural

stories

