

Fundamentals of Design Review and Critique

IT IS 3130-6400-8400

Why visual design matters

- Visual design impacts users' experience with the product/platform
- Users have the tendency to perceive attractive products as more usable- even if they are not actually more effective or efficient

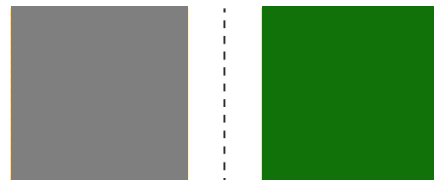
Visual design + functional user experience = Good design

Main principles of visual design

Visual-design principles inform us how design elements go together to create well-rounded and thoughtful visuals. Graphics that take advantage of the principles of good visual design can drive engagement and increase usability.

BALANCE

Balance occurs when there is an equally distributed amount of visual signal on both sides of an imaginary axis.



SCALE

The principle of scale refers to using relative size to signal importance and rank in a composition.



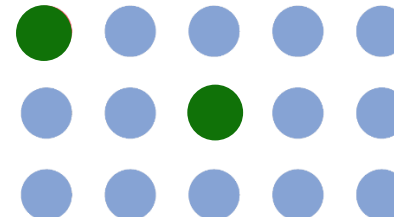
VISUAL HIERARCHY

The principle of visual hierarchy refers to guiding the eye on the page so that it attends to design elements in the order of their importance.



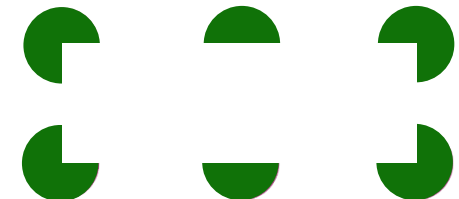
CONTRAST

The principle of contrast refers to the juxtaposition of visually dissimilar elements in order to convey the fact that these elements are different.



GESTALT PRINCIPLES

Gestalt principles capture our tendency to perceive the whole as opposed to the individual elements.



Design Principles: Scale

The principle of **scale** refers to using relative size to signal importance and rank in a composition

3. Reservation button

1. Hotel name

2. Hotel rating

Expedia More travel ▾

Get the app English List your property Support Trips

See all properties Save

Overview Rooms Location Amenities Accessibility Policies Reserve a room

Sheraton Oman Hotel
★★★★★
Luxury hotel with 2 restaurants and 2 outdoor pools

9.0 Wonderful
See all 313 reviews >

Popular amenities
Breakfast available ⓘ Pool ⓘ

Explore the area

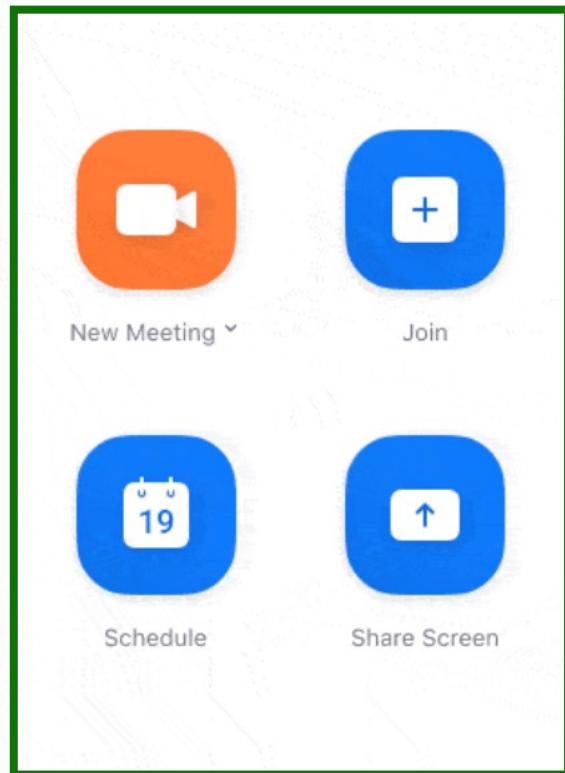
Ruwi, Muscat, 112
View in a map >

STAY 3 NIGHTS AND SAVE 15% ON SELECT FLORIDA HOTELS
VISIT **FLORIDA**
CLICK HERE
Terms apply

California dream.

Design Principles: Visual hierarchy

The principle of **visual hierarchy** refers to guiding the eye on the design so that it attends to elements in order of their importance



Design Review

1:00 PM - 2:30 PM | starts in 15 mins

SJ-5-Tesla (7)

Meeting ID: 572-395-001

Host: Hana Song

[View upcoming meetings \(3\)](#)

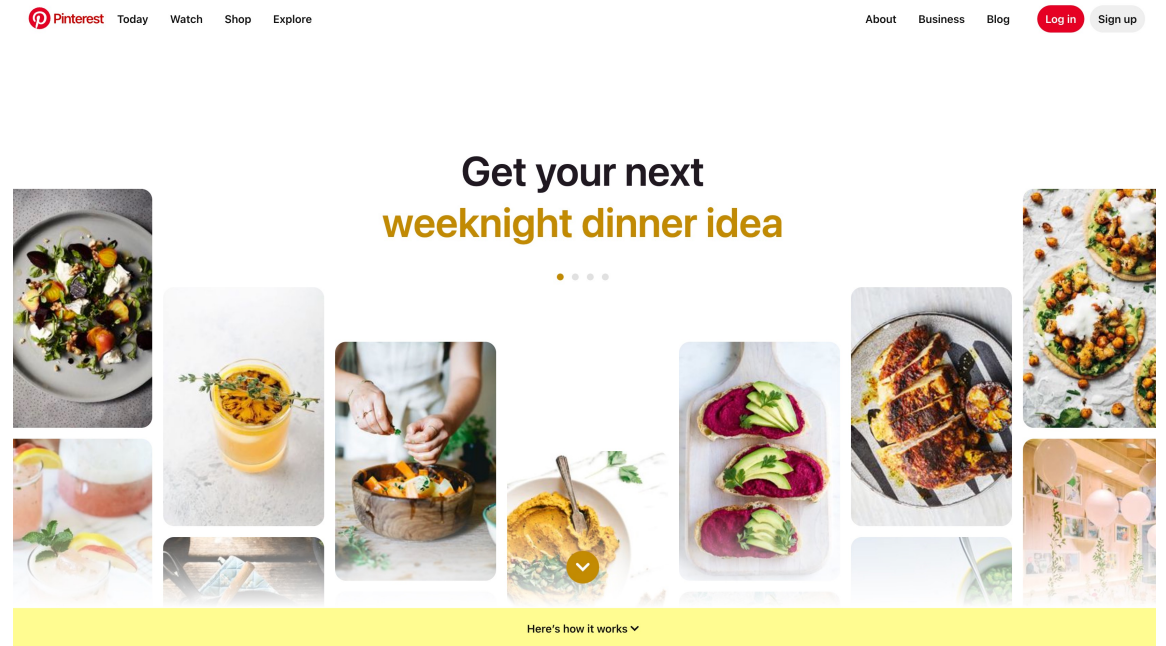
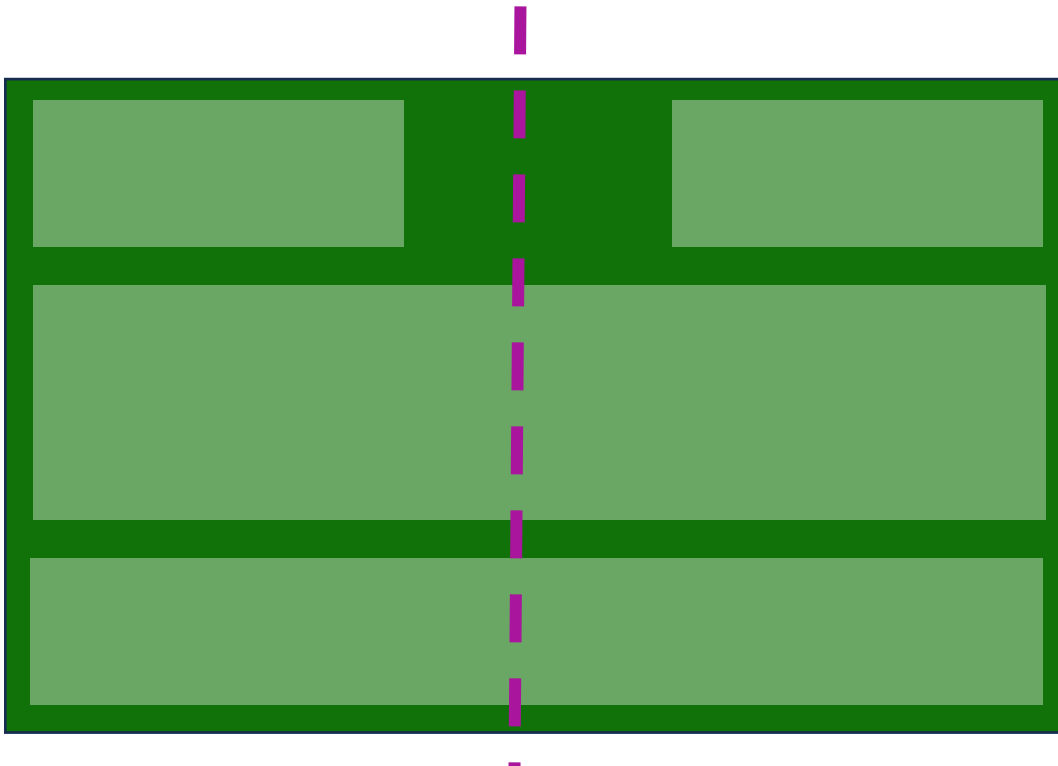
Screen split in half

Upcoming meeting

Other actions

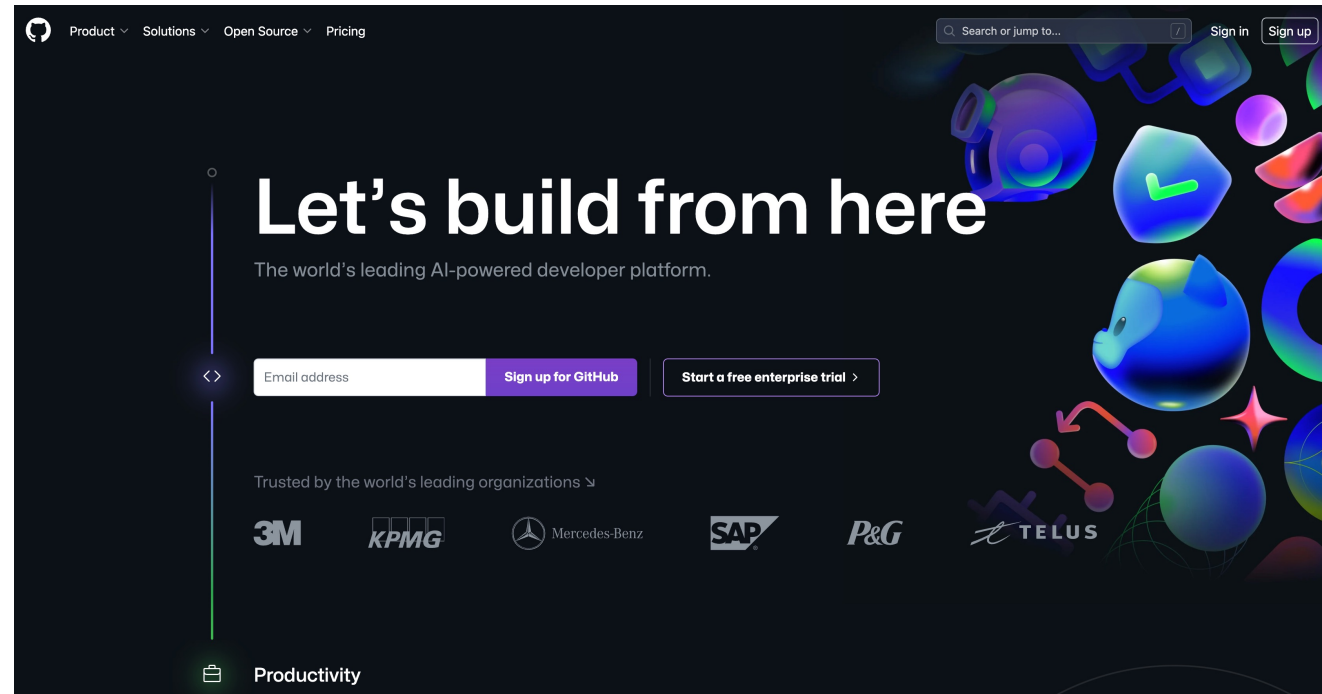
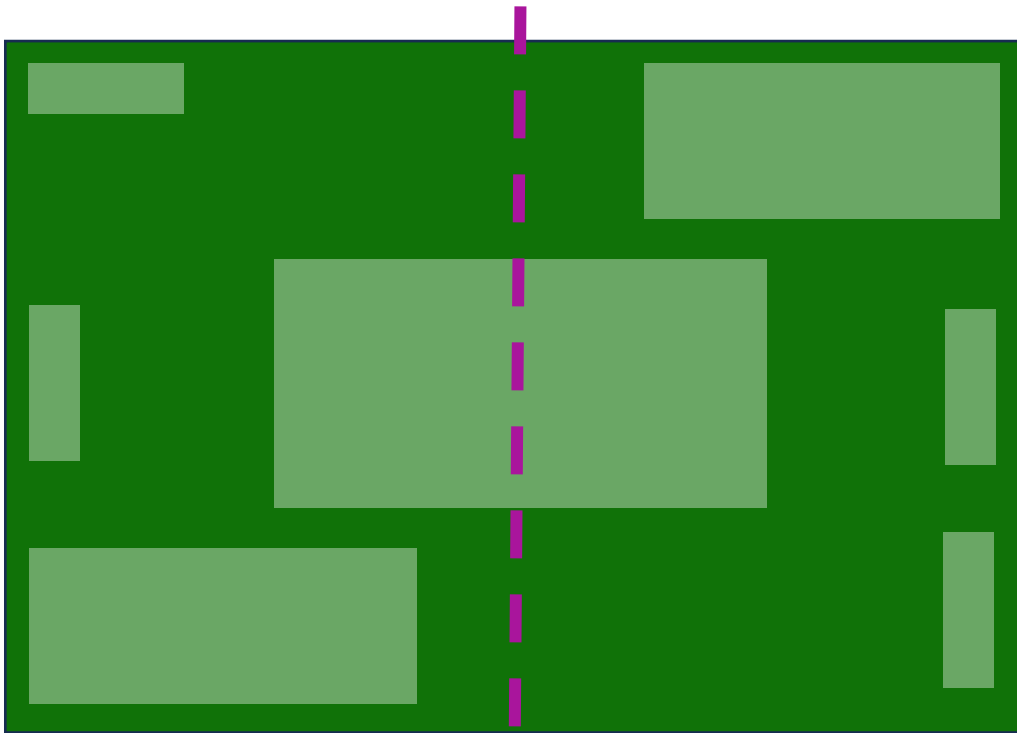
Design Principles: Balance

The principle of **balance** refers to a satisfying arrangement or proportion of design elements



Design Principles: Balance

The principle of **balance** refers to a satisfying arrangement or proportion of design elements



Design Principles: Contrast

The principle of **contrast** refers to use of visually dissimilar elements in order to convey that these elements are different.



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sabdella

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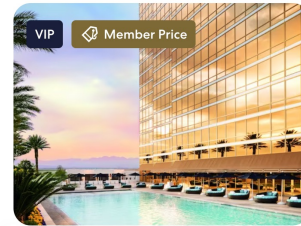
Design Principles: Gestalt principles

Gestalt principles capture our tendency to perceive the whole as opposed to individual elements



Last-minute weekend deals

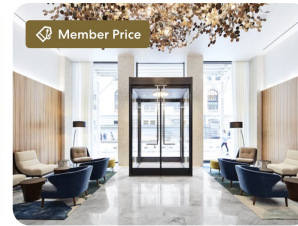
Showing deals for: **Feb 2 - Feb 4**



9.2/10 Wonderful (7711 reviews)
Trump International Hotel Las Vegas
Las Vegas

\$284 ~~\$444~~ ⓘ
per night
\$733 total
includes taxes & fees

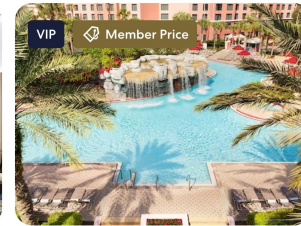
🔒 Gold unlocked 36% off



9.4/10 Exceptional (1270 reviews)
Park Terrace Hotel
New York

\$213 ~~\$280~~ ⓘ
per night
\$495 total
includes taxes & fees

🔒 Member Price 24% off



9.0/10 Wonderful (3143 reviews)
Caribe Royale Orlando
Orlando

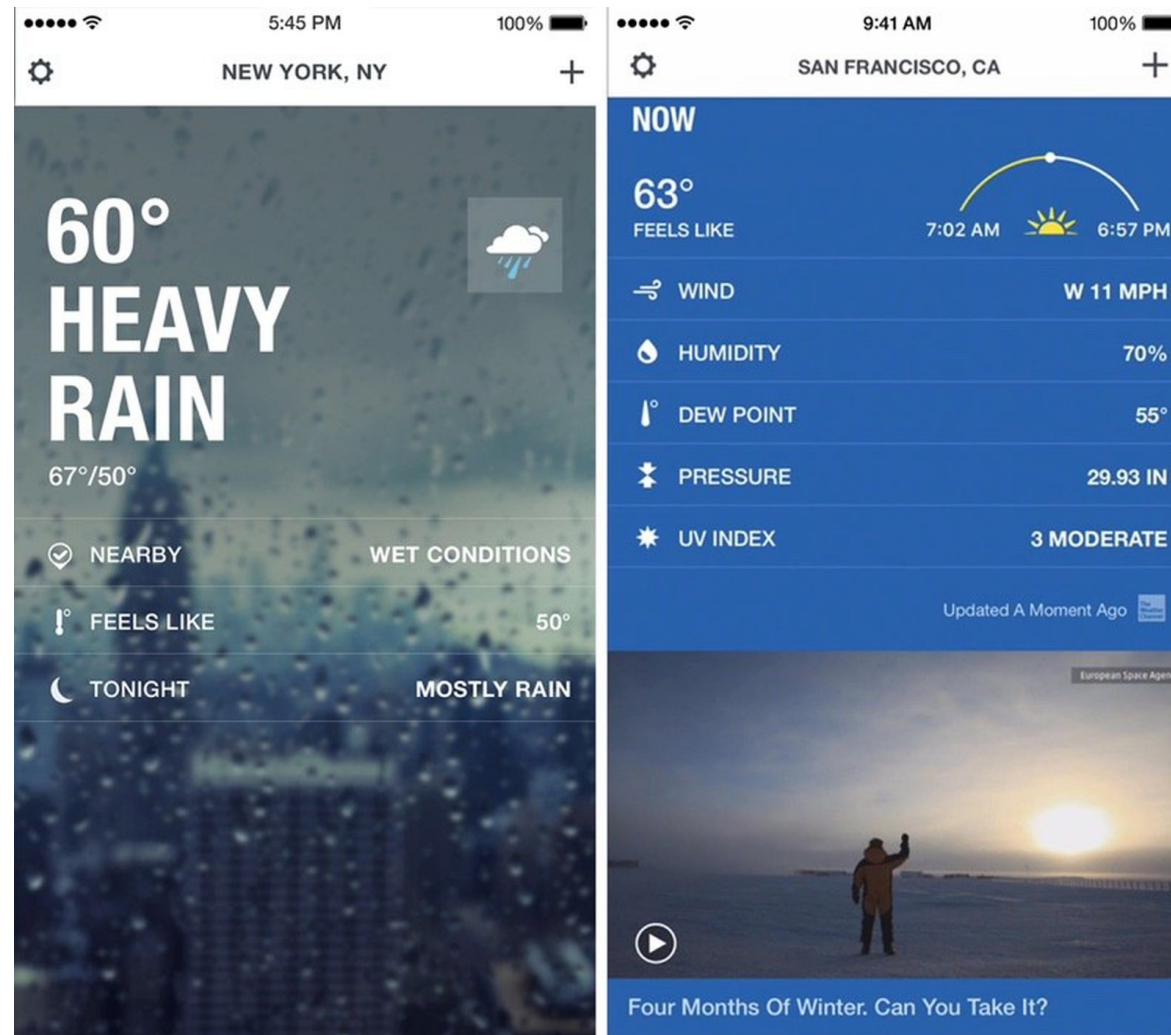
\$195 ~~\$279~~ ⓘ
per night
\$518 total
includes taxes & fees

🔒 Member Price 30% off

Gestalt principles:

- Similarity/consistency
- Continuation
- Closure
- Proximity
- Common region
- Figurer/ground
- Symmetry & order

Visual design elements



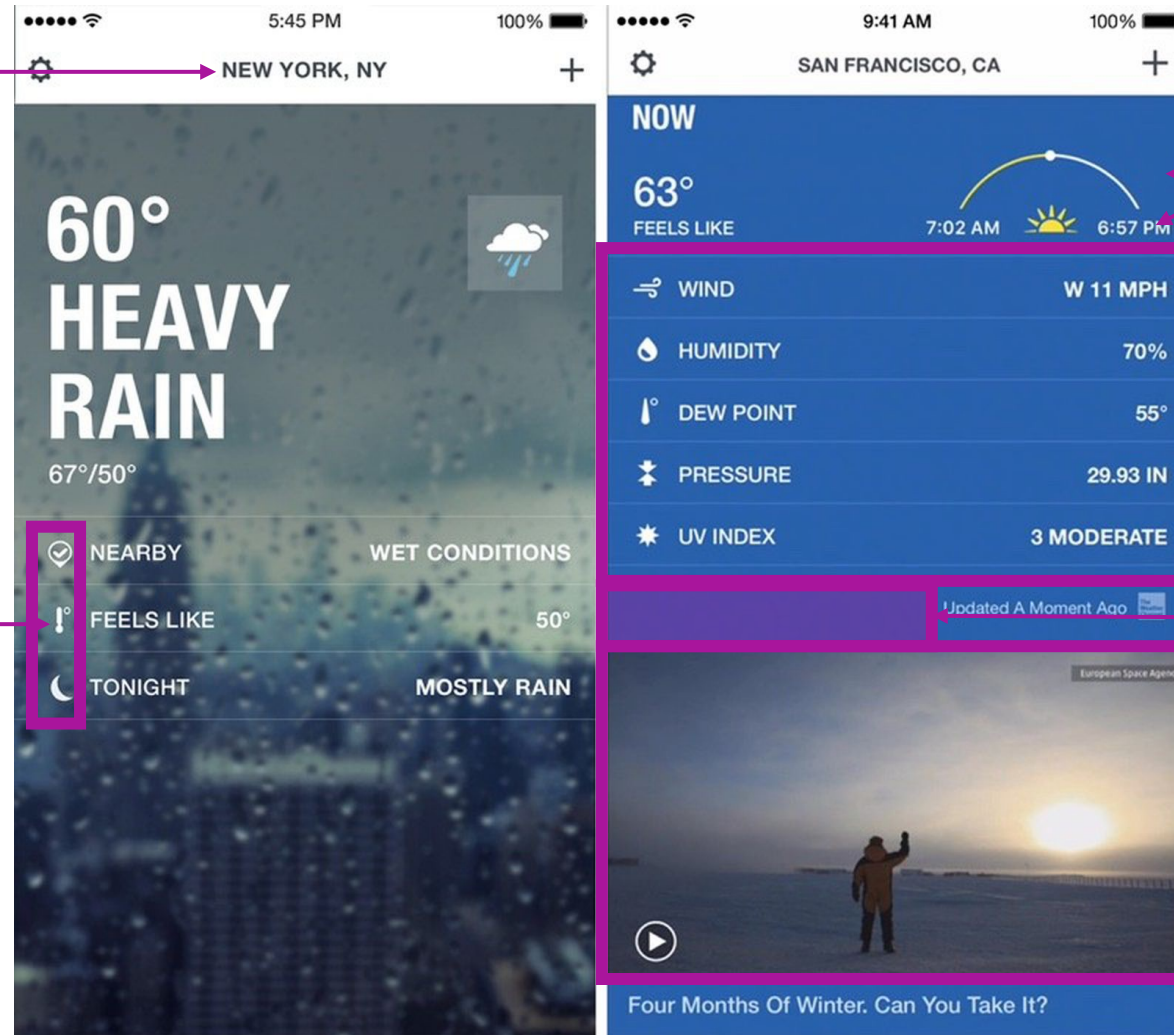
Visual design elements:

- Color
- Type face & typography
- White space
- Grid
- Icons
- Imagery

What other design critique methods are out there?

Type faces & typography

Icons



Color

Grid & alignment

White space

Imagery

Let's think about them ...

1. Look at this screenshot for a few minutes.
2. Think of what is working well and what is not and make a list of them
3. Share with the class when your name is called.

