

What's New in iOS

Session 810

Nicole Ryan, Designer

350 ← 336
Fifth Ave

1 → 67
West 33rd St

ONE WAY

ONE WAY







F
02

EXIT →

F
02

E
02

D
02

E
01

B
01

C
01

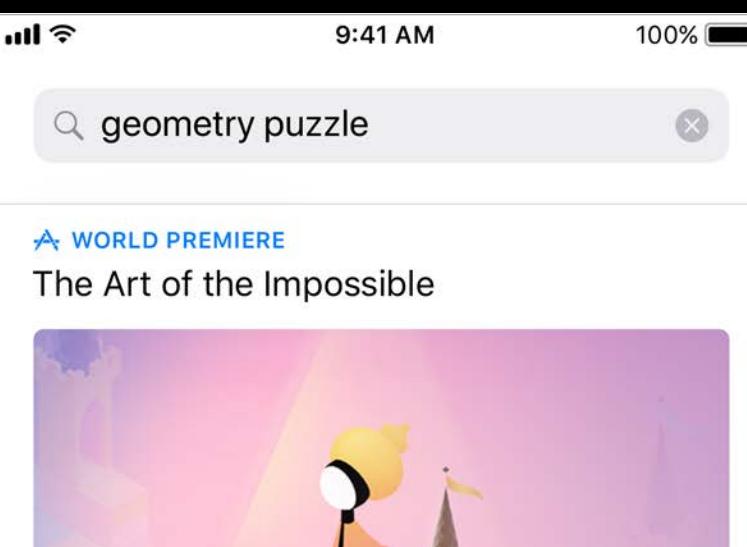
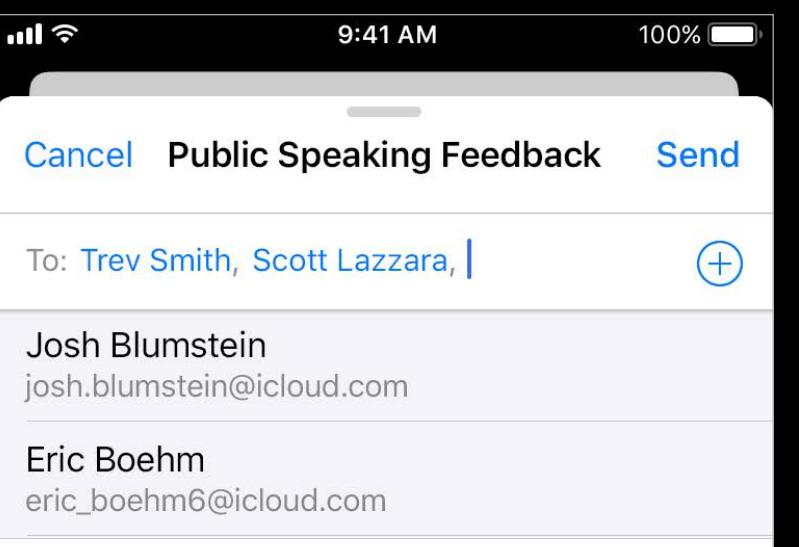
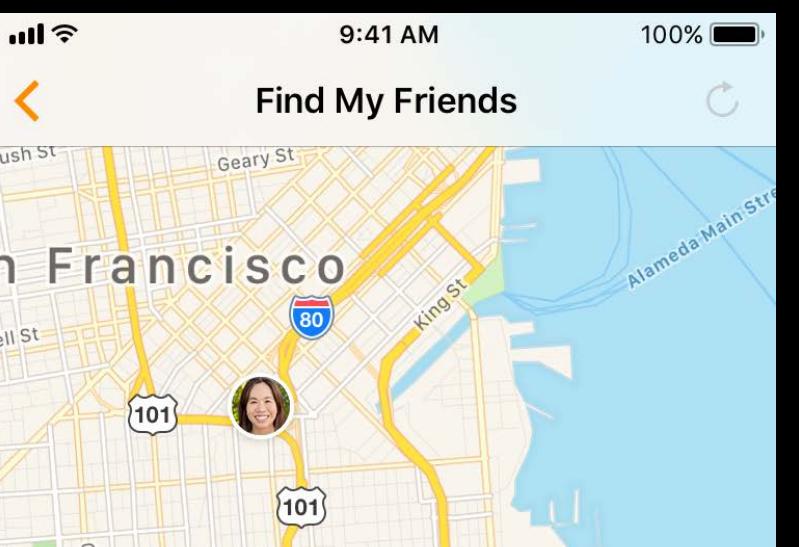
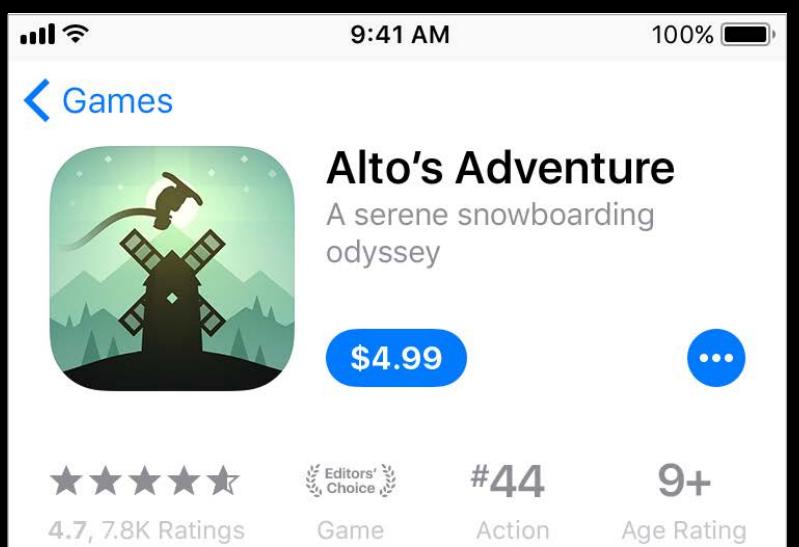
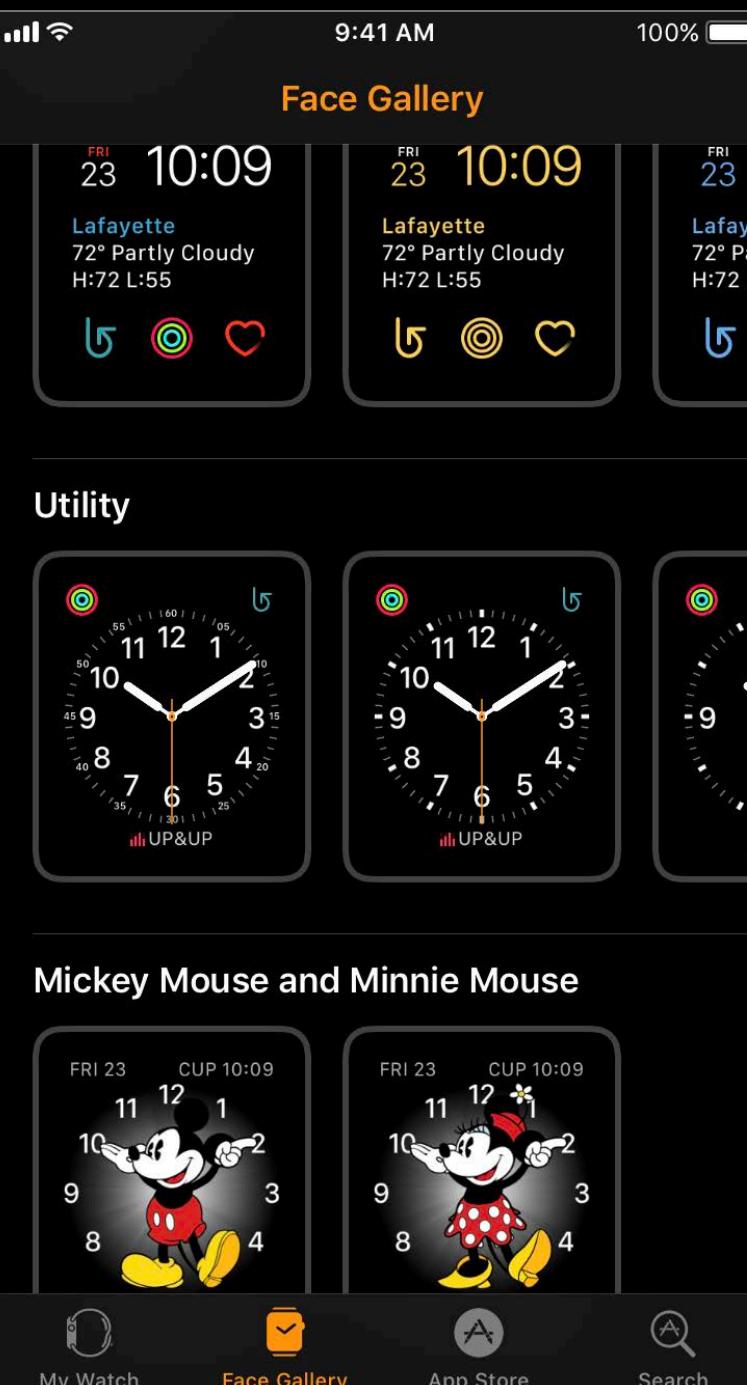
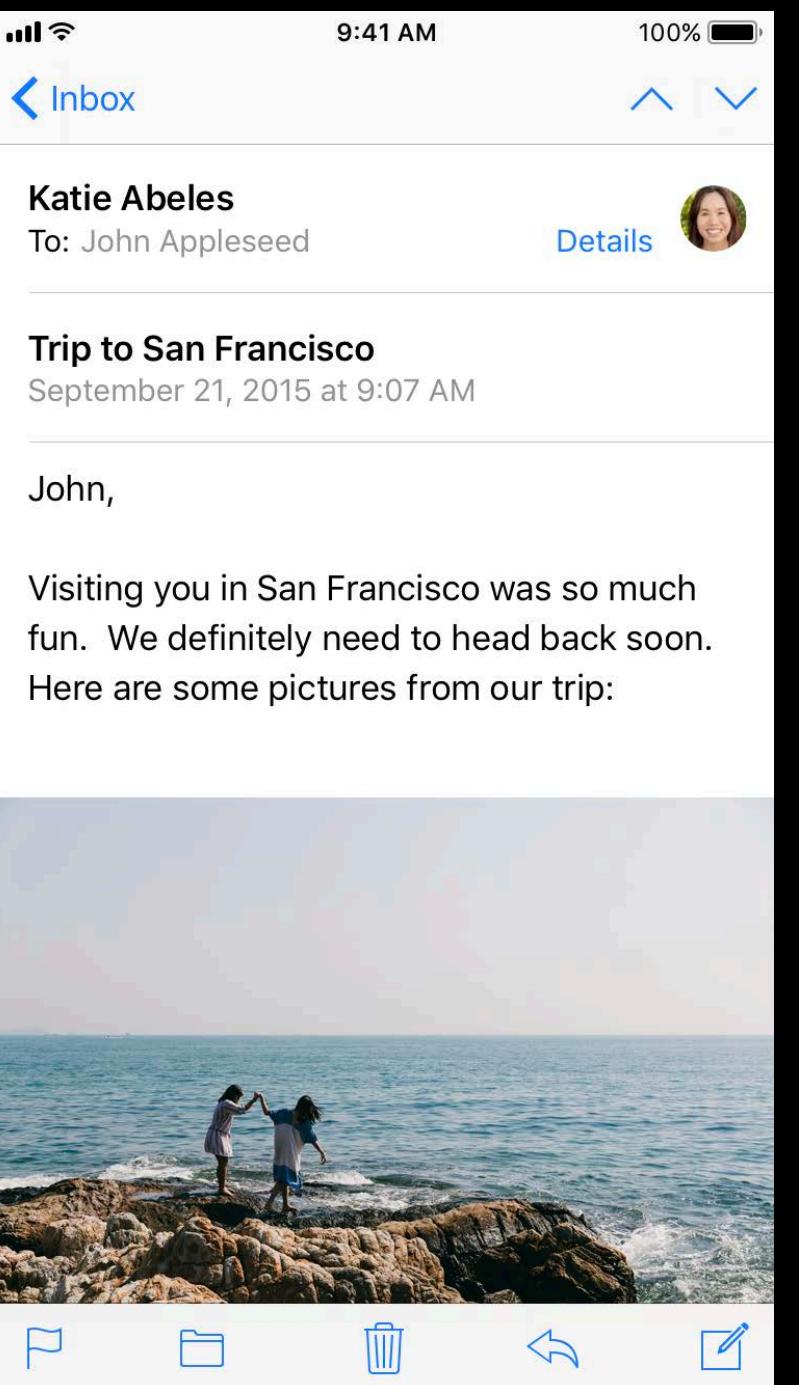
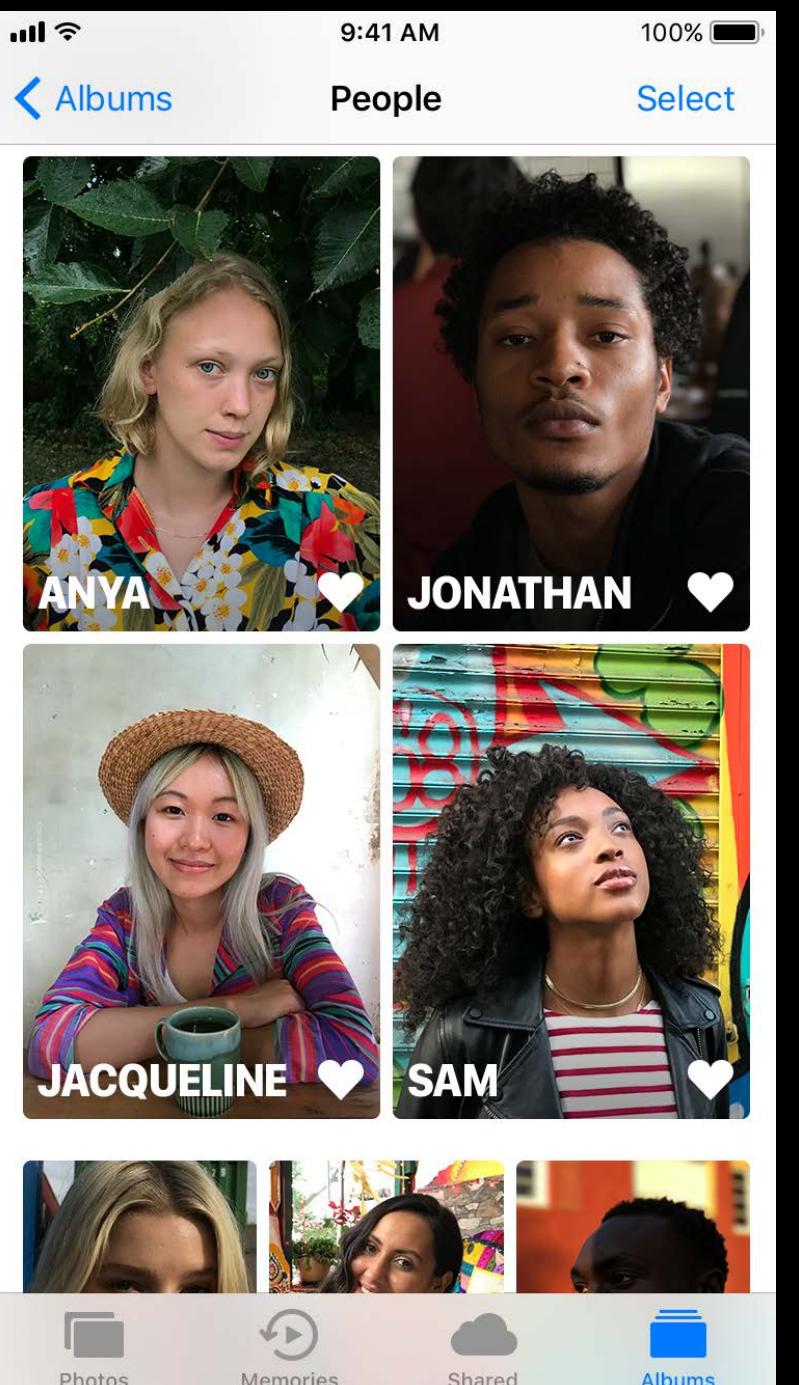
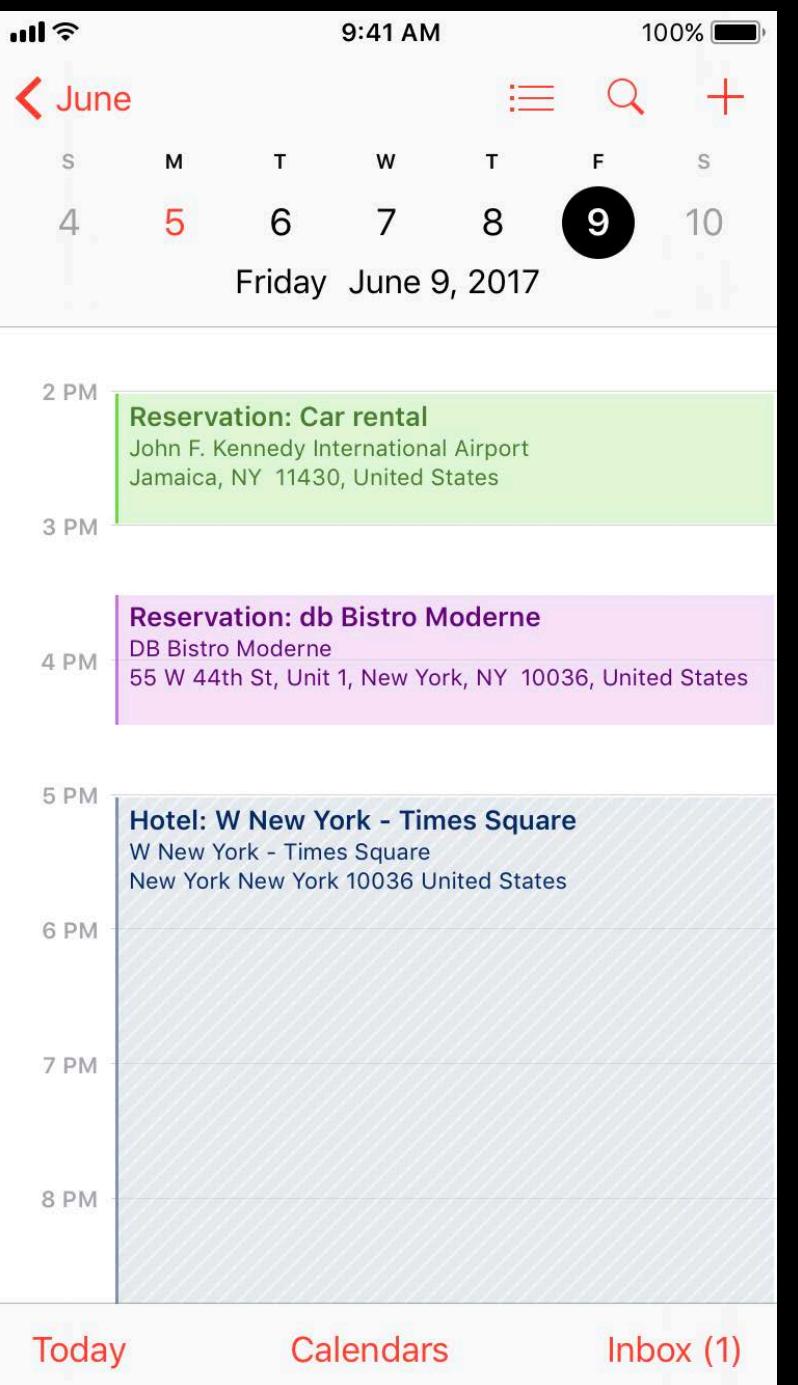
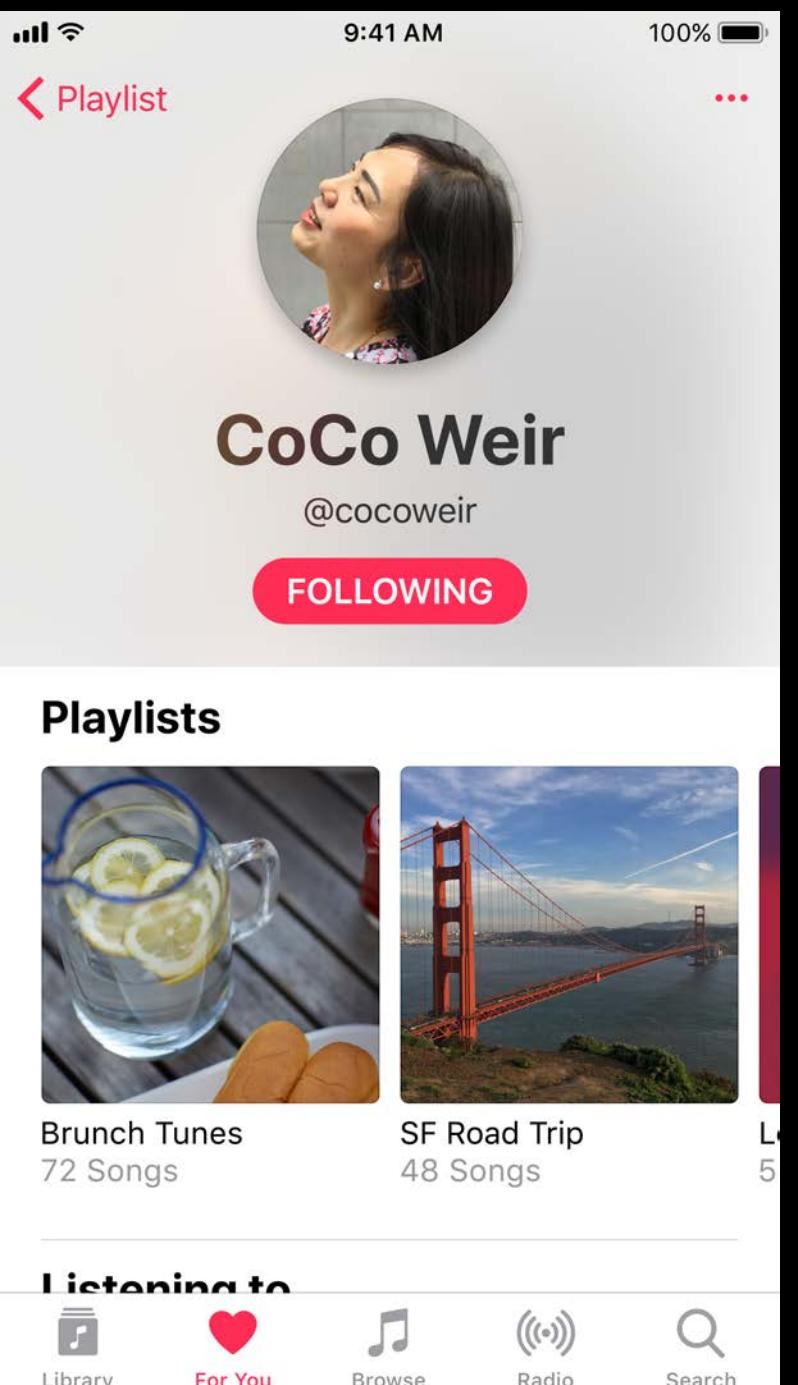
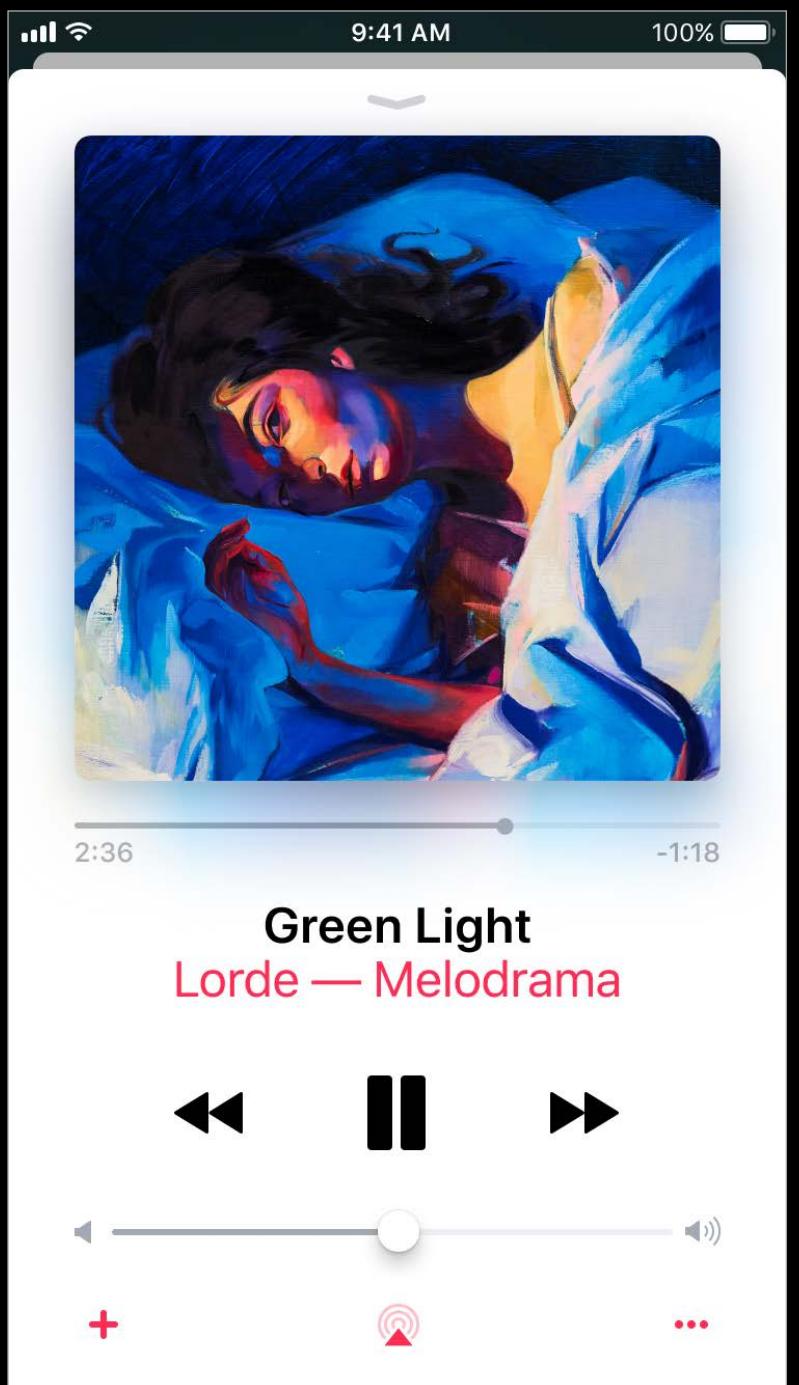
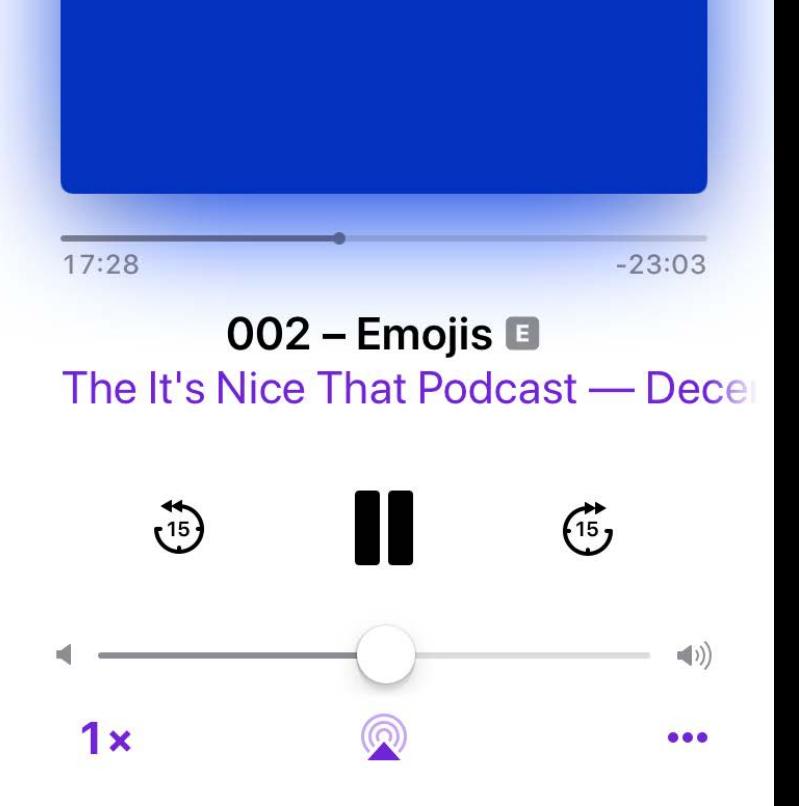
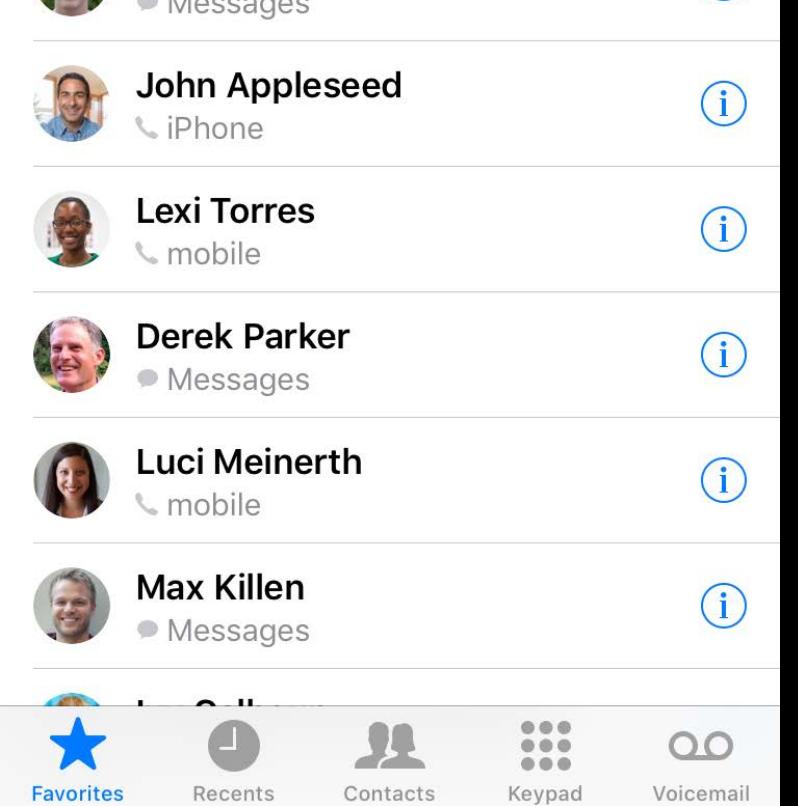
D
01

E
01

F
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F
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Wayfinding

Wayfinding

Typographic Hierarchy

Wayfinding

Typographic Hierarchy

Contrast

Wayfinding

Typographic Hierarchy

Contrast

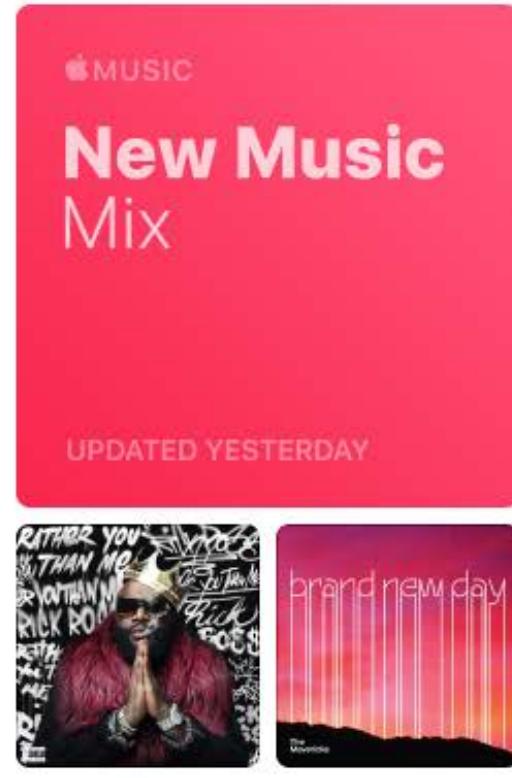
THURSDAY, JUNE 1

For You

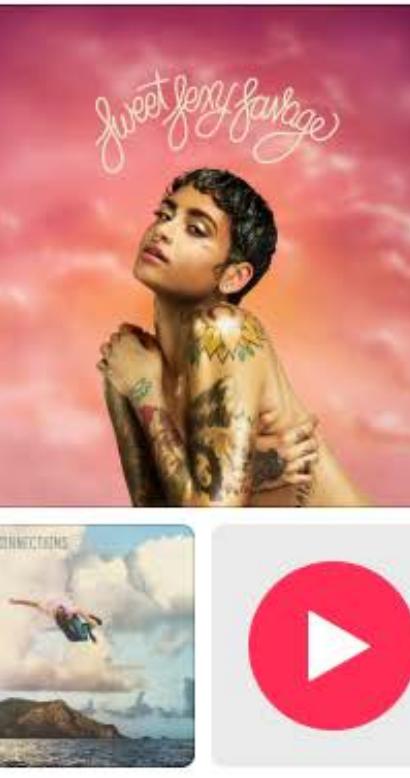


New Music Mix

UPDATED YESTERDAY

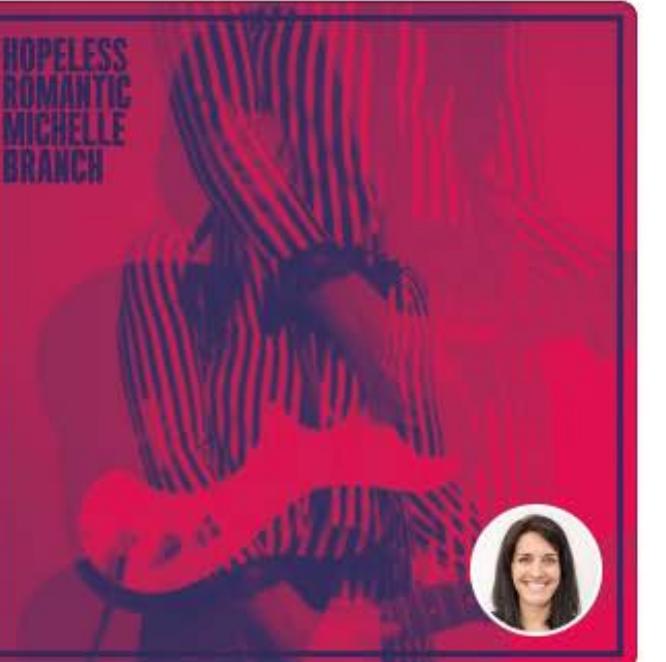


RATHER YOU THAN ME
Brand New Day



Recently Played

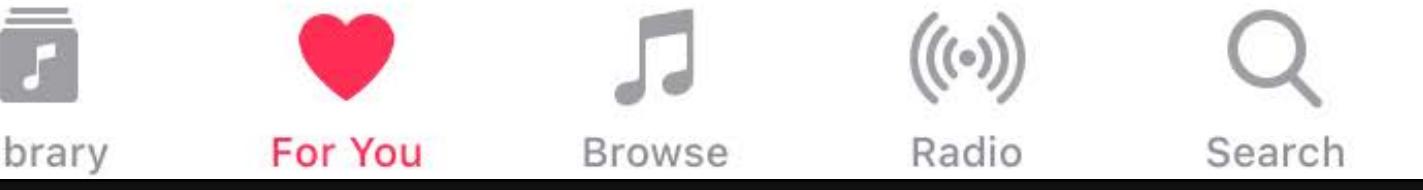
See All



Hopeless Romantic
Michelle Branch

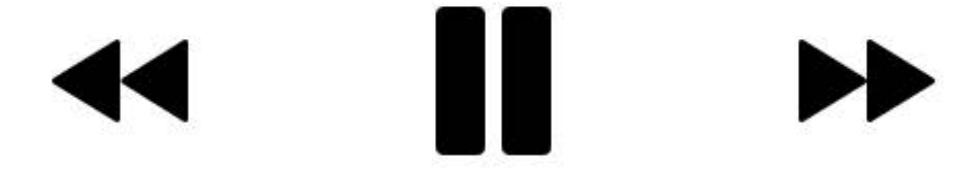


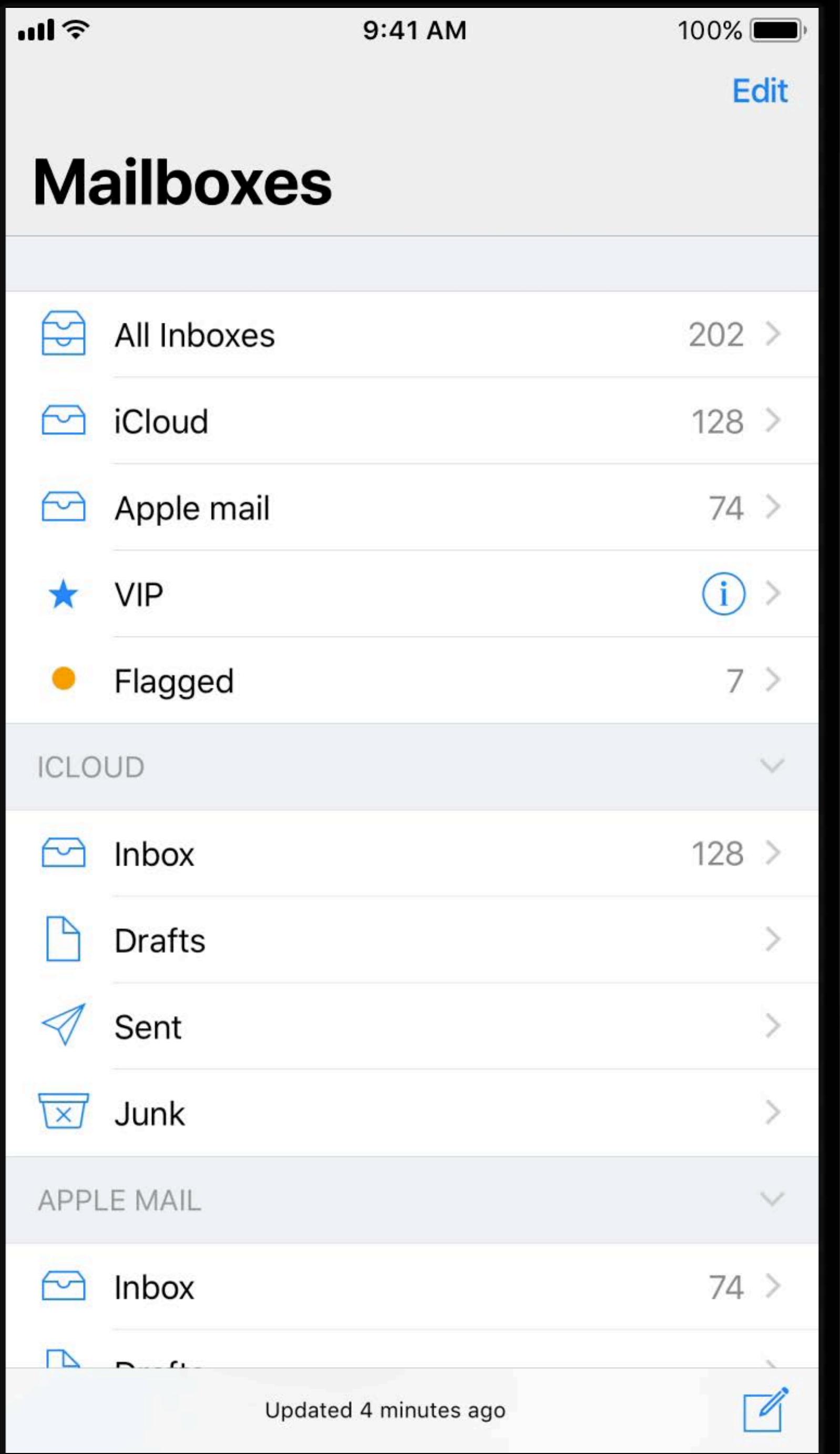
PTX, Vol. IV - Classics
Pentatonix



2:36 -1:18

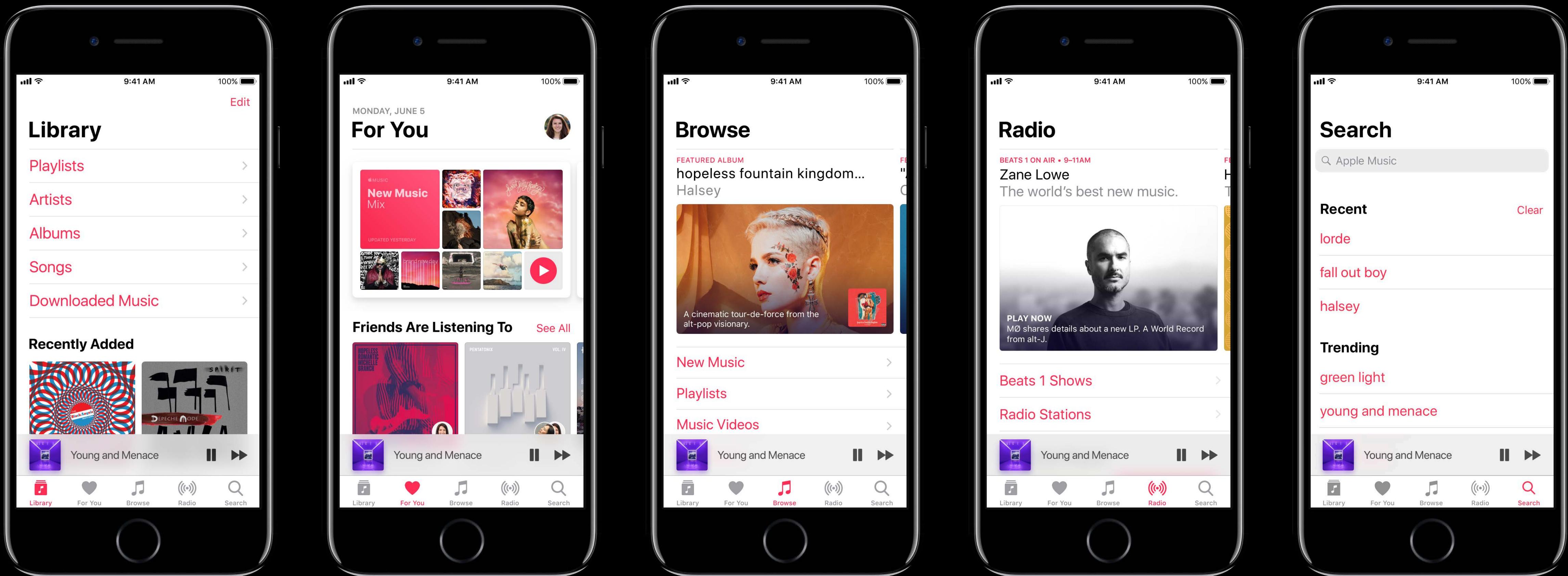
Green Light
Lorde — Melodrama



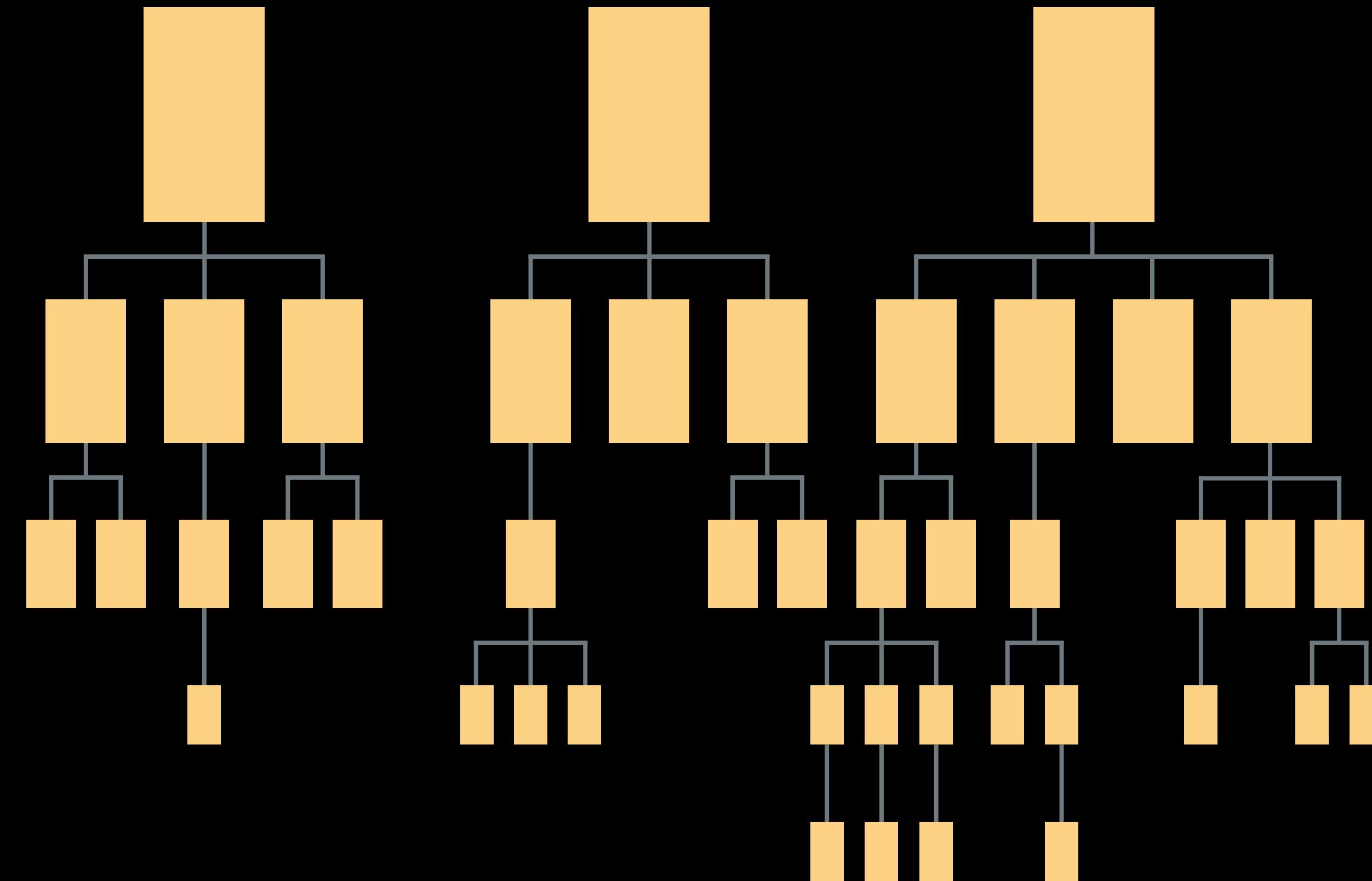


Where should I use Large Titles?

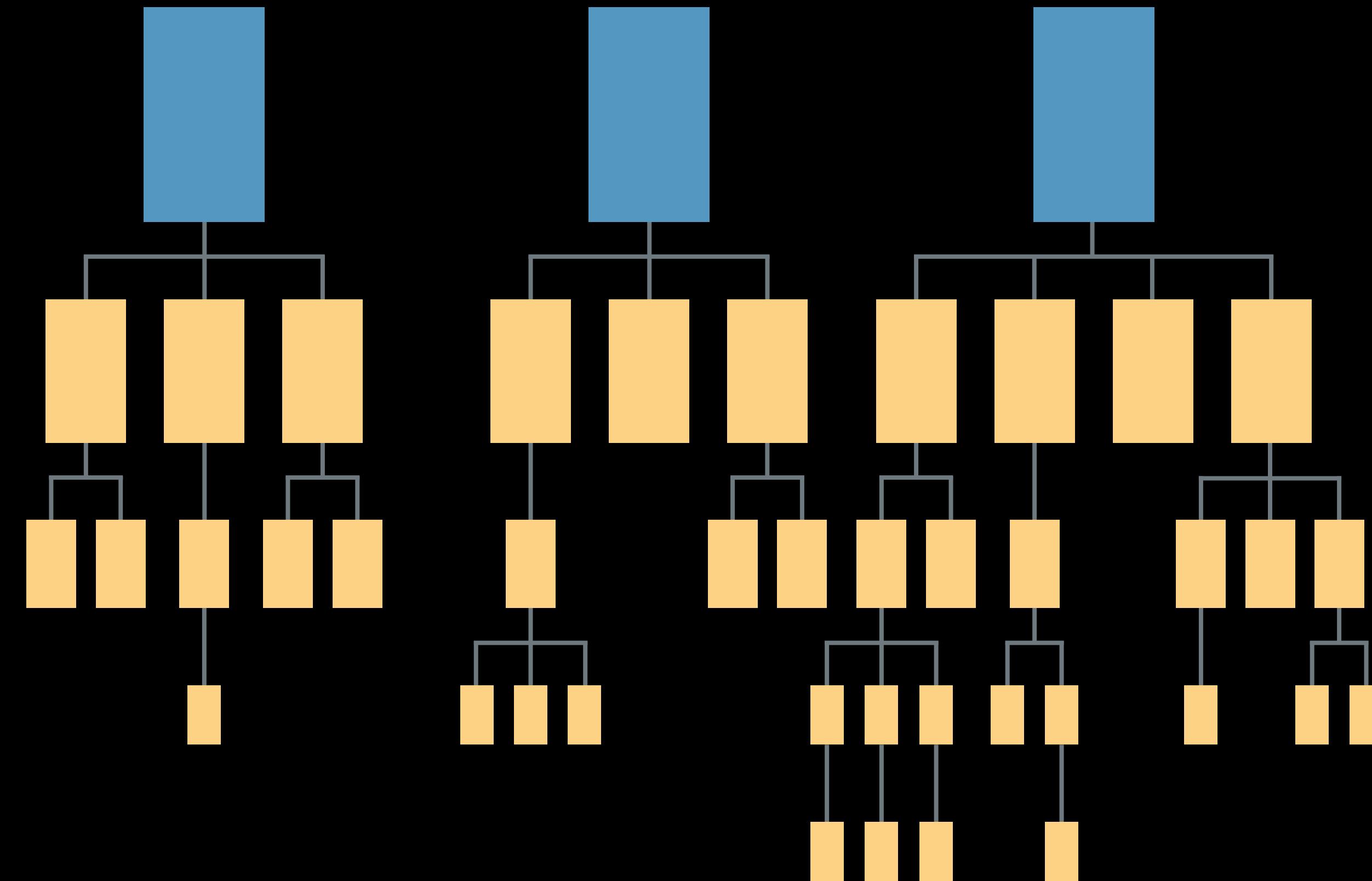
Top Level of an App With Tabs



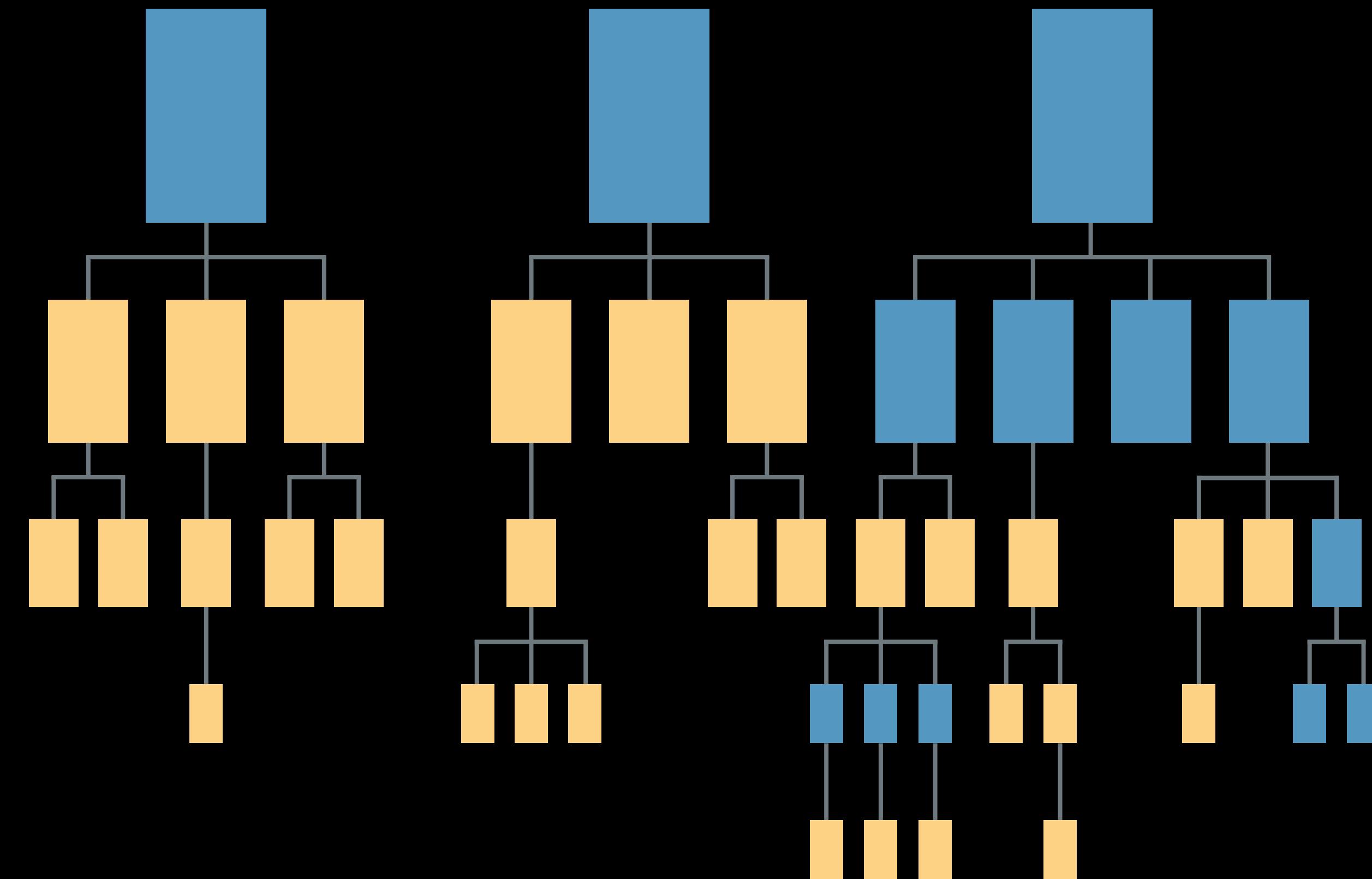
Apps With Rich and Extensive Content



Apps With Rich and Extensive Content

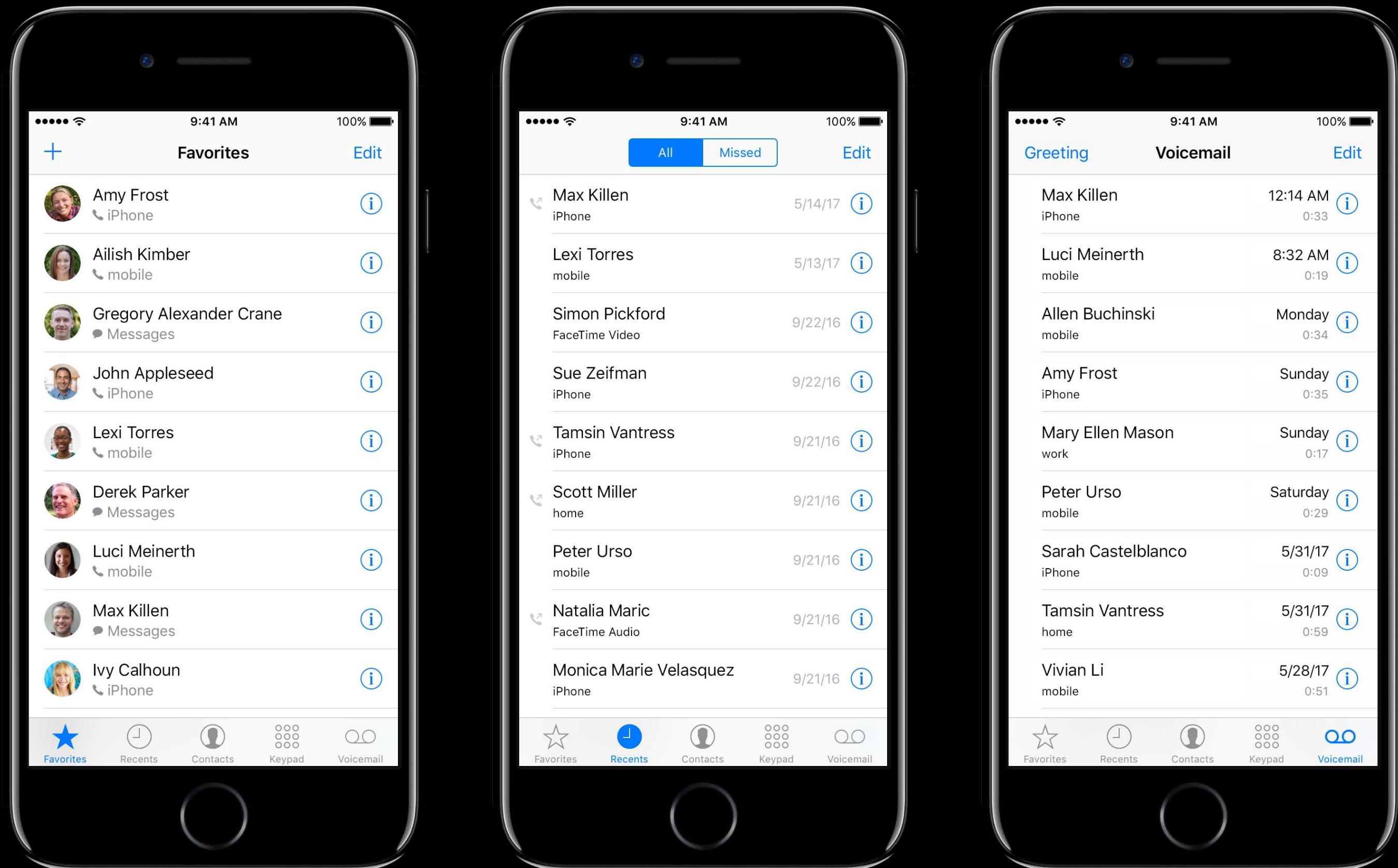


Apps With Rich and Extensive Content



Visually Similar Layouts

iOS 10



Visually Similar Layouts

New in iOS 11



Use Large Titles purposefully

Should Not be Used Everywhere



Wayfinding

Typographic Hierarchy

Contrast

“Typography exists to honor content.”

Robert Bringhurst, *The Elements of Typographic Style*

“Typography exists to honor content.”

Robert Bringhurst, *The Elements of Typographic Style*

Label 1
Label 2

Position

Label 1
Label 2

Position

Label 1
Label 2

Size

Label 1
Label 2

Position

Label 1
Label 2

Size

Label 1
Label 2

Weight

Label 1
Label 2

Position

Label 1
Label 2

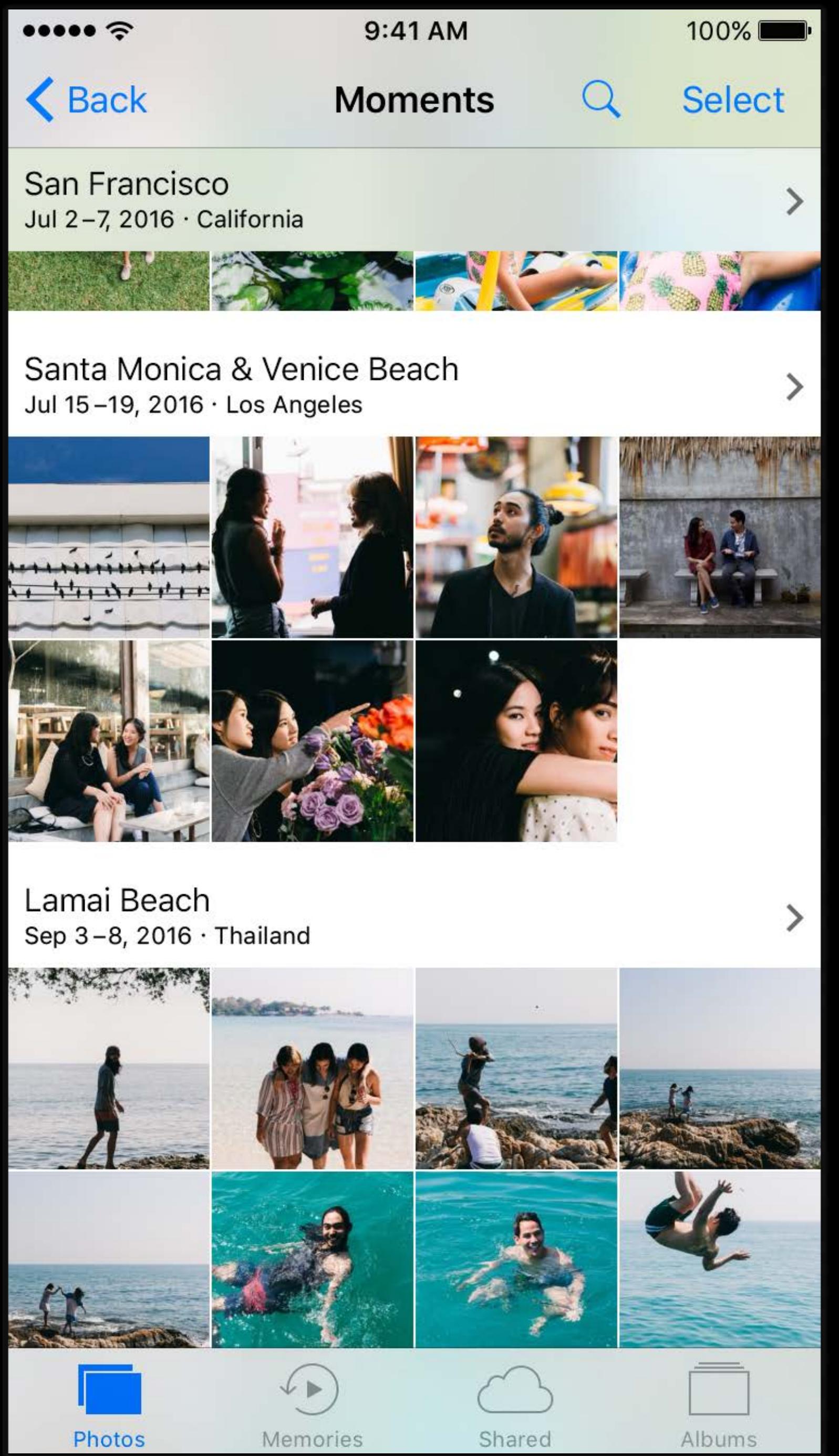
Size

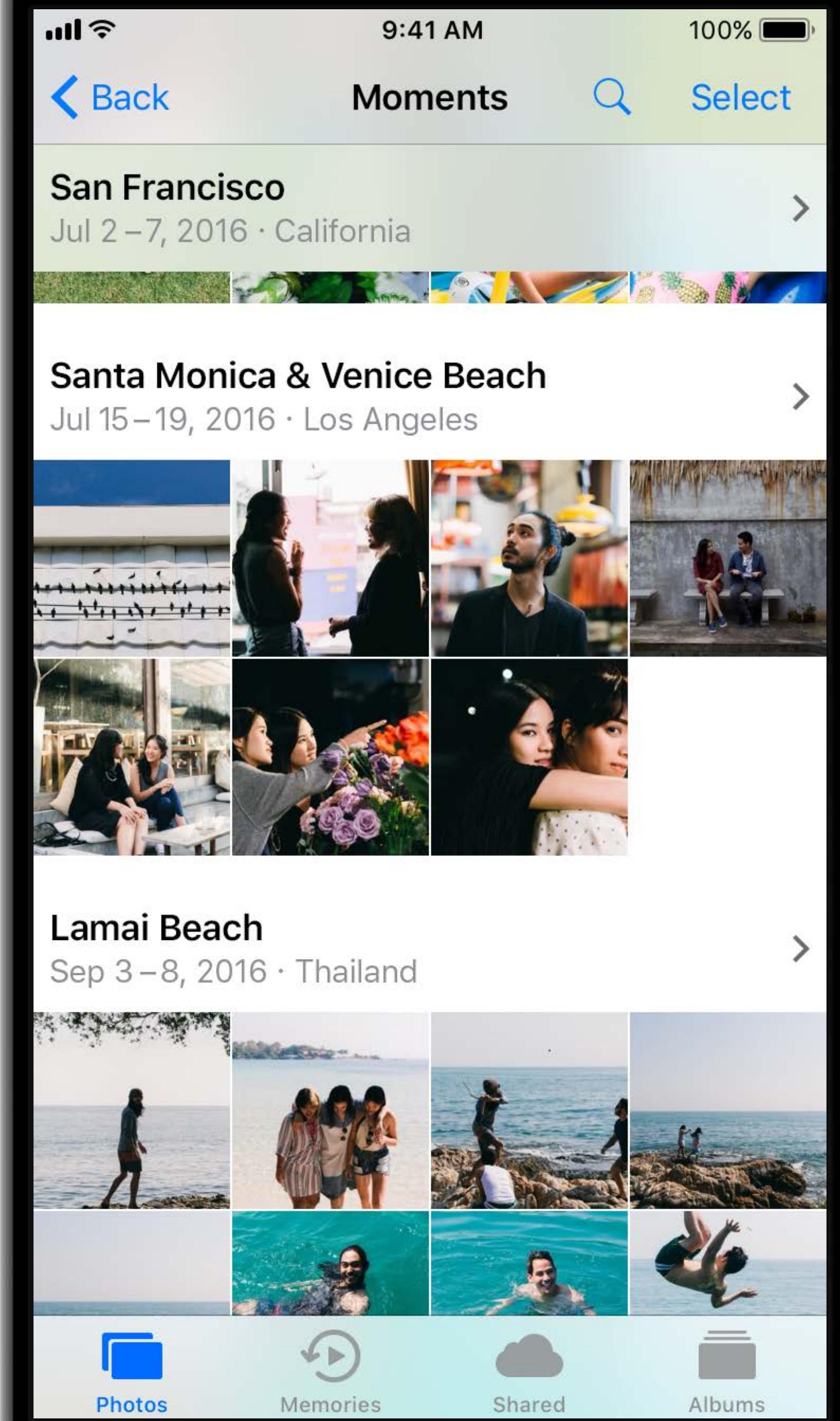
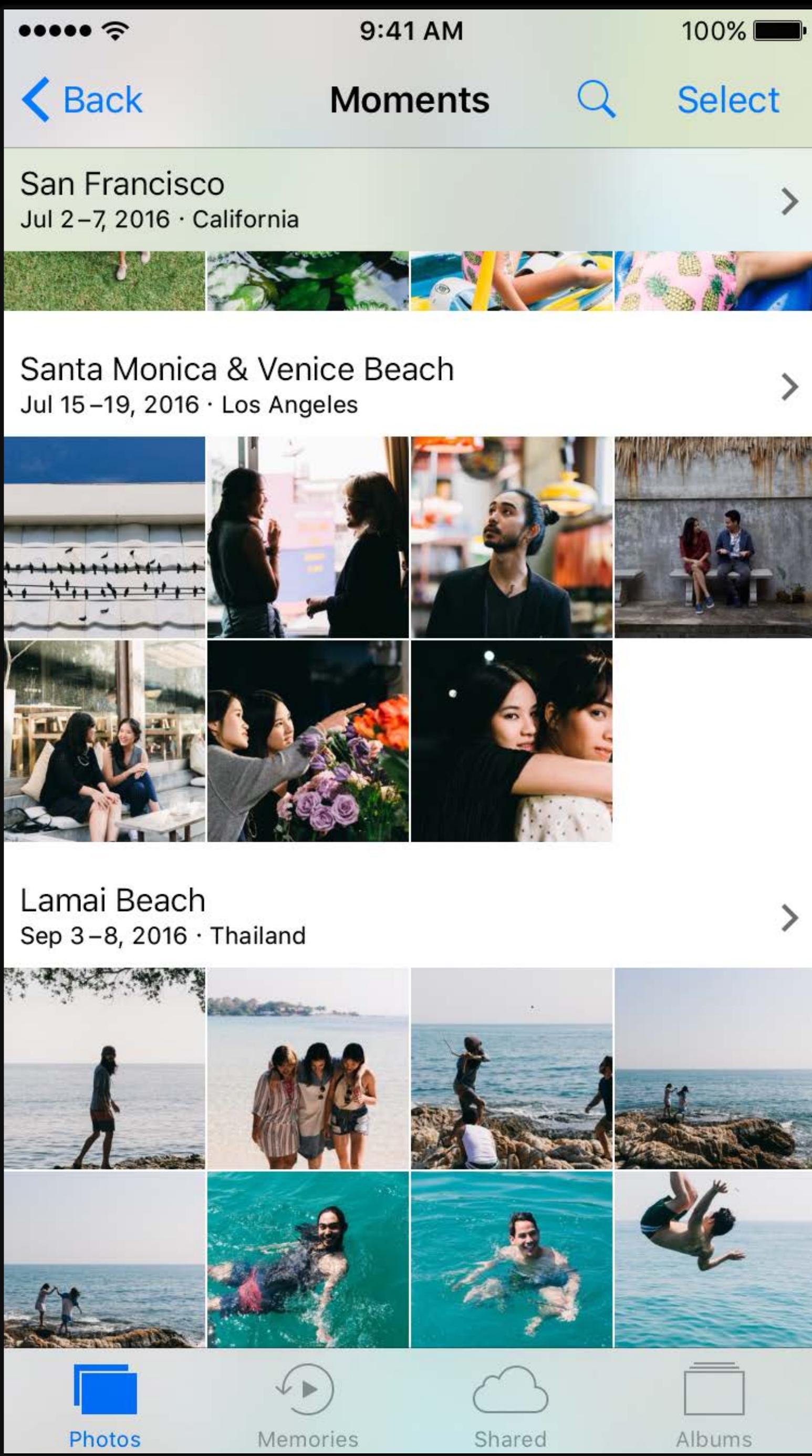
Label 1
Label 2

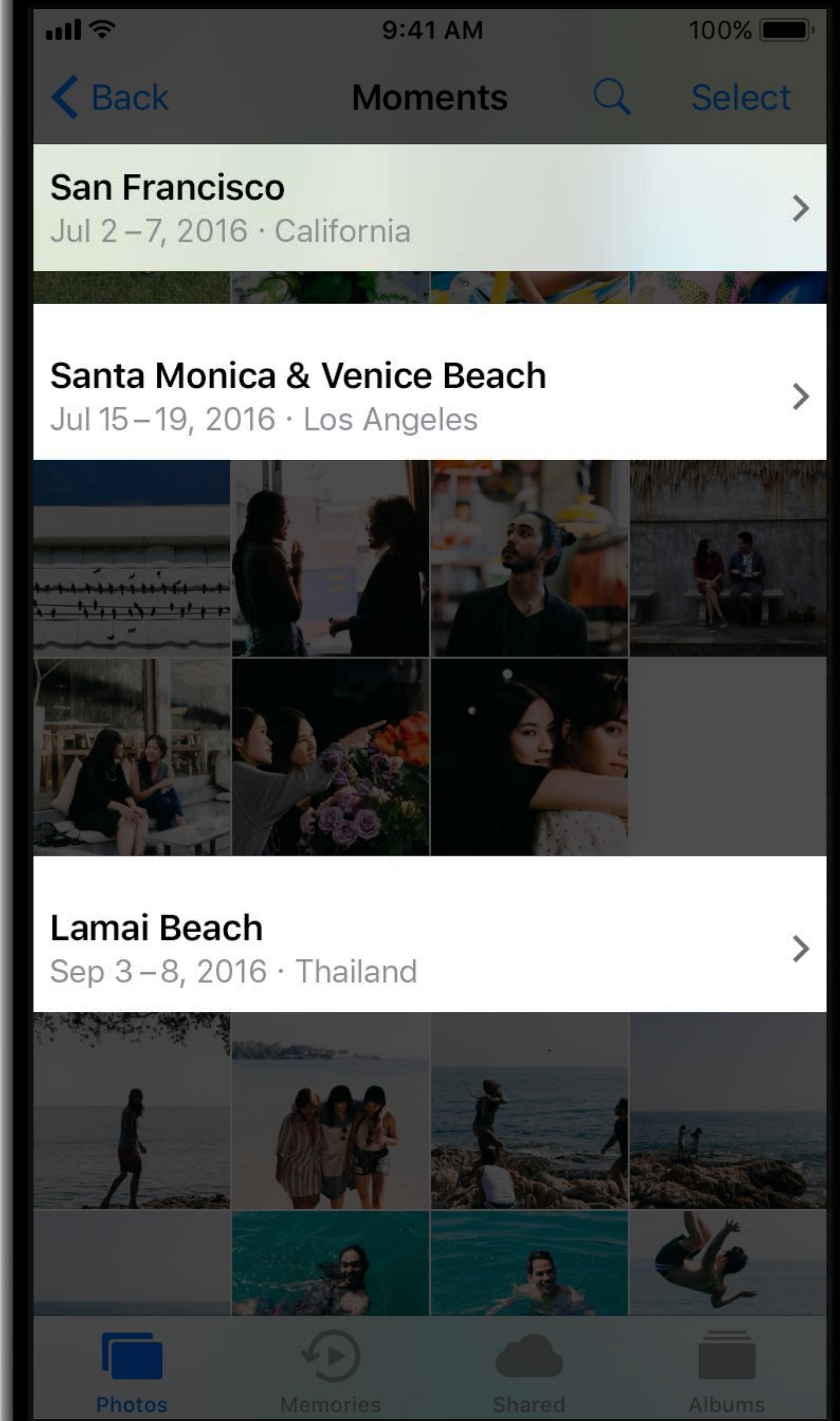
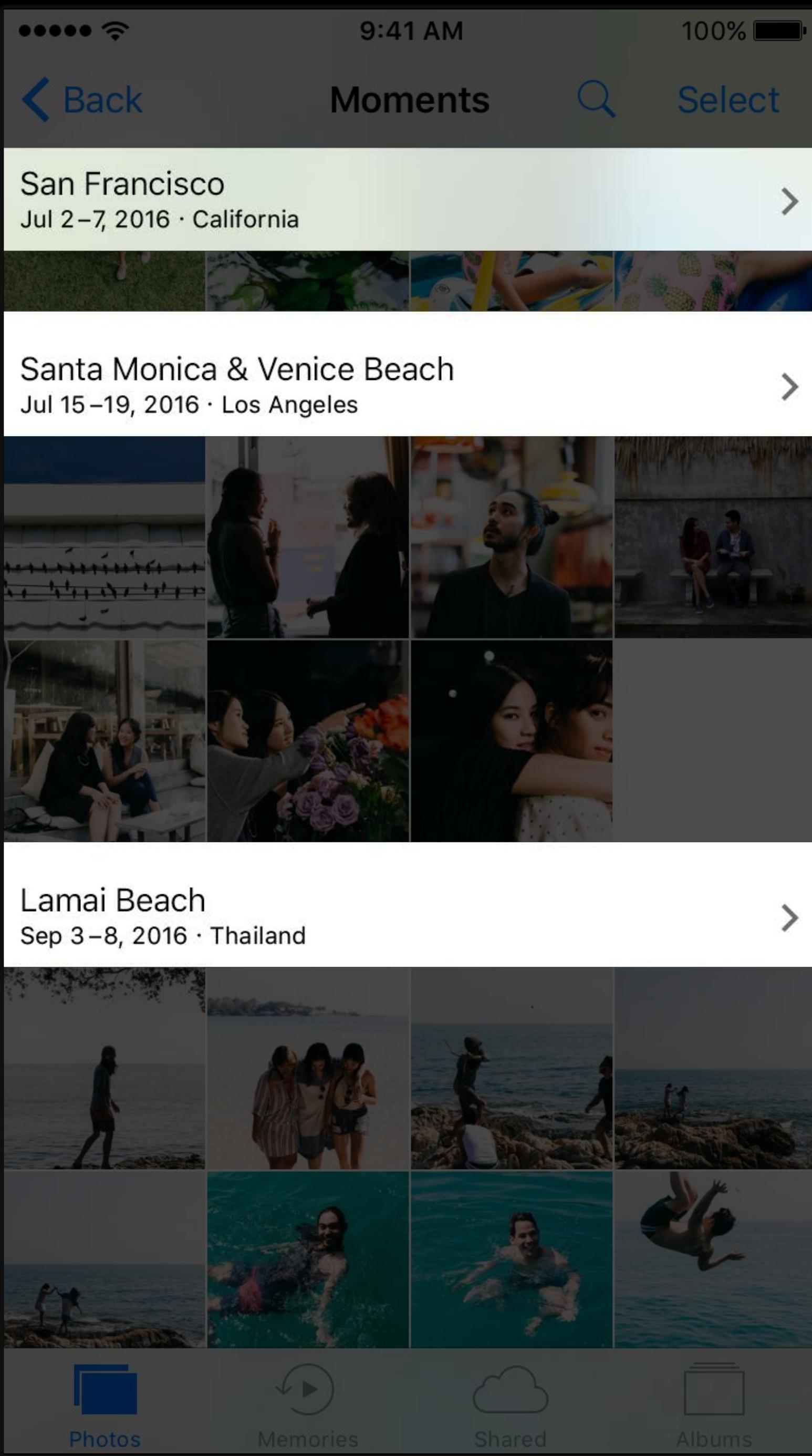
Weight

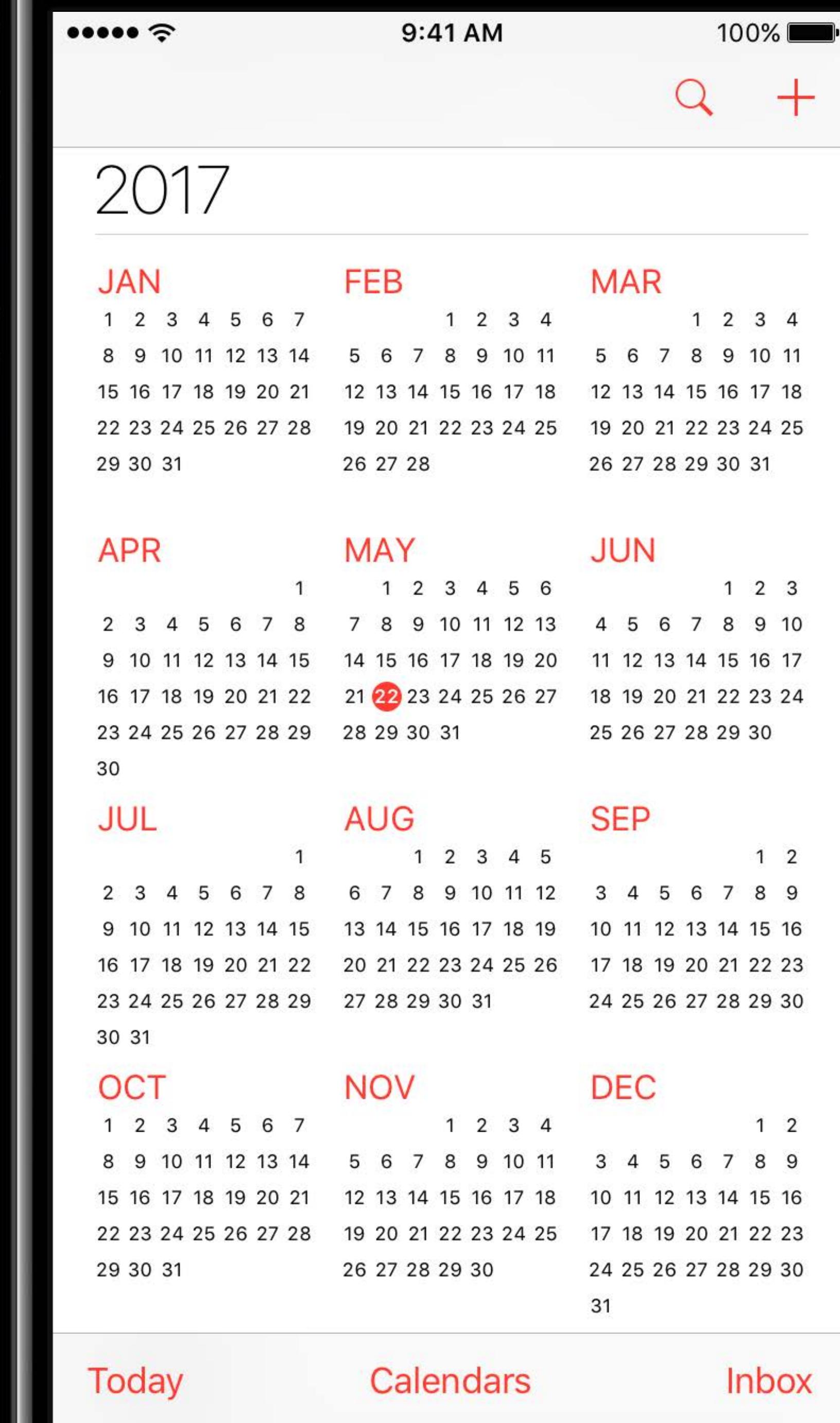
Label 1
Label 2

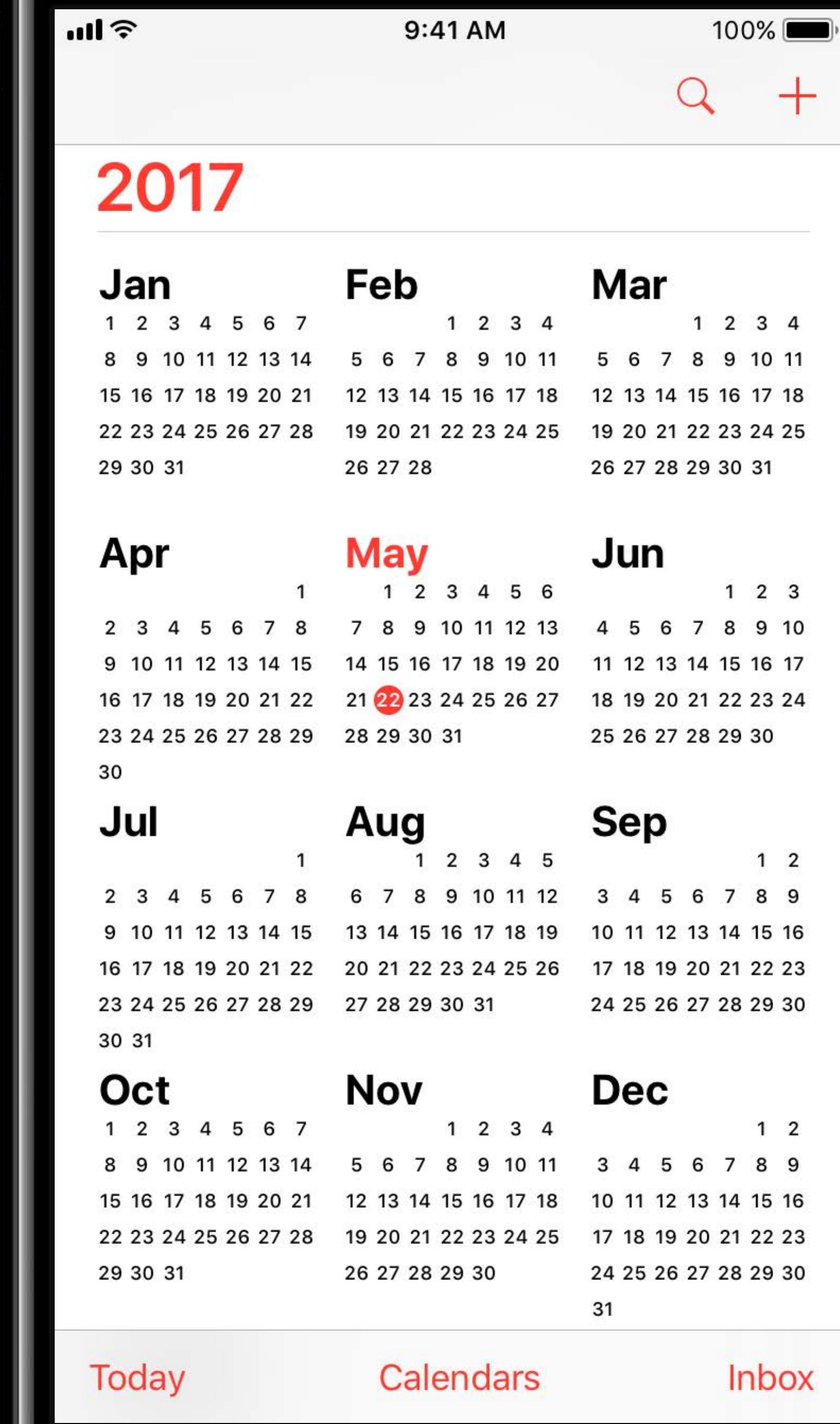
Color















Wayfinding

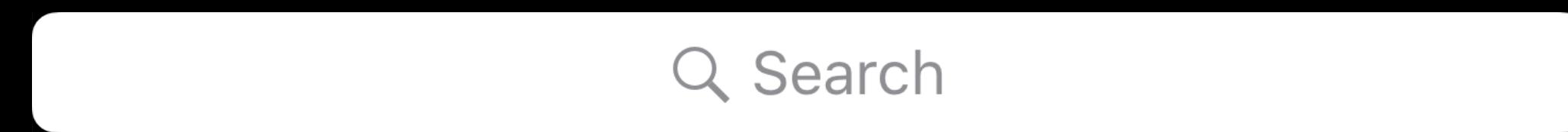
Typographic Hierarchy

Contrast





iOS 10



iOS 10



iOS 11



Photos



Memories

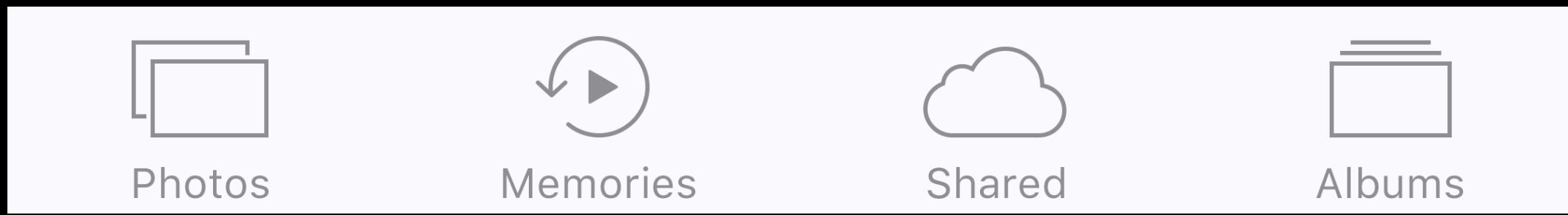


Shared

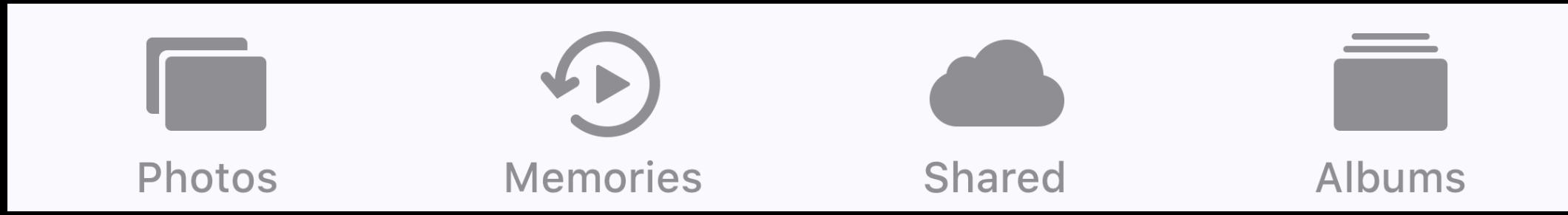


Albums

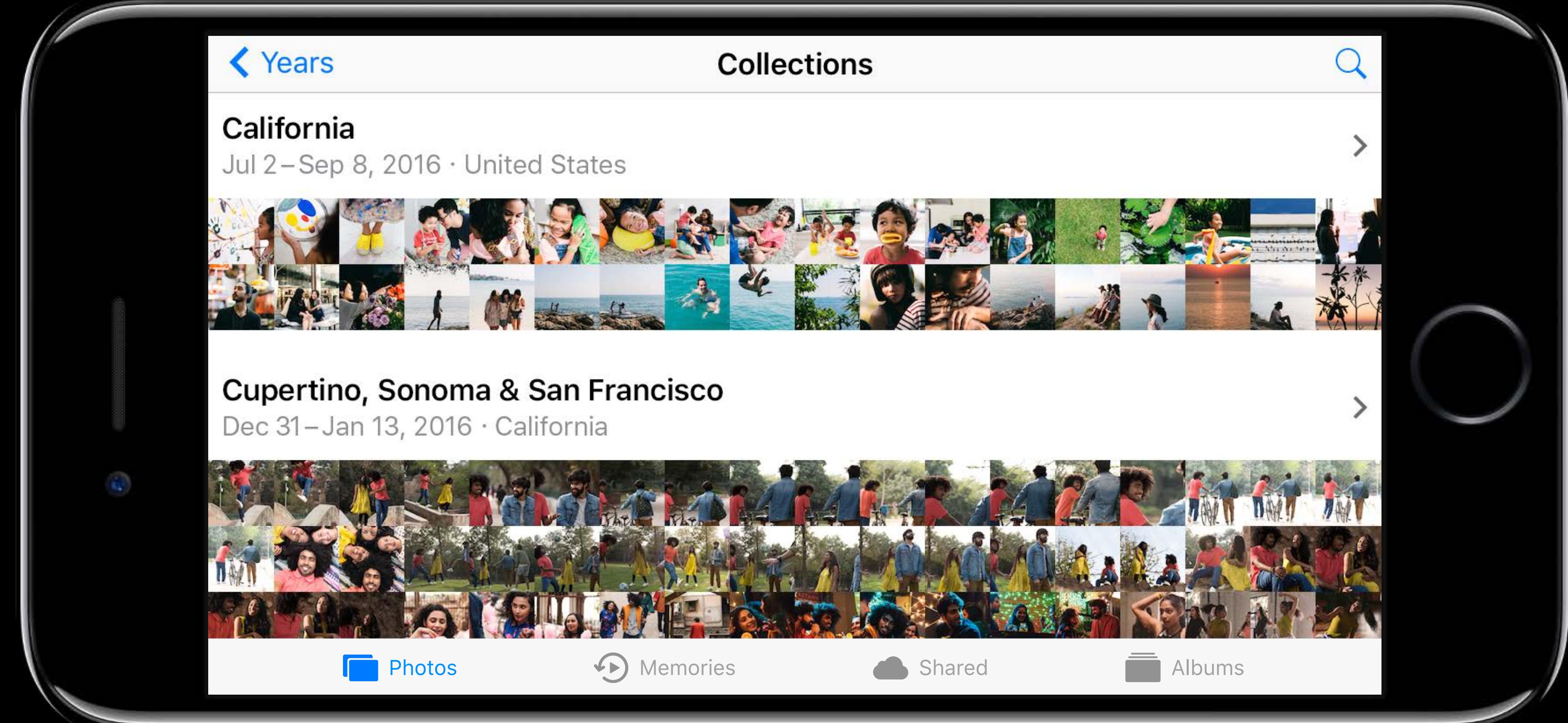
Regular weight



Regular weight



Medium weight

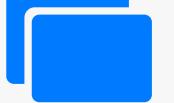




Cupertino, Sonoma & San Francisco

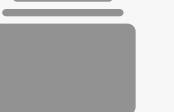
Dec 31–Jan 13, 2016 · California

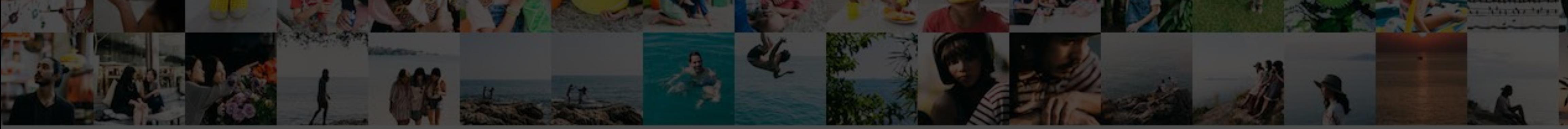


 Photos

 Memories

 Shared

 Albums



Cupertino, Sonoma & San Francisco

Dec 31–Jan 13, 2016 · California



Photos



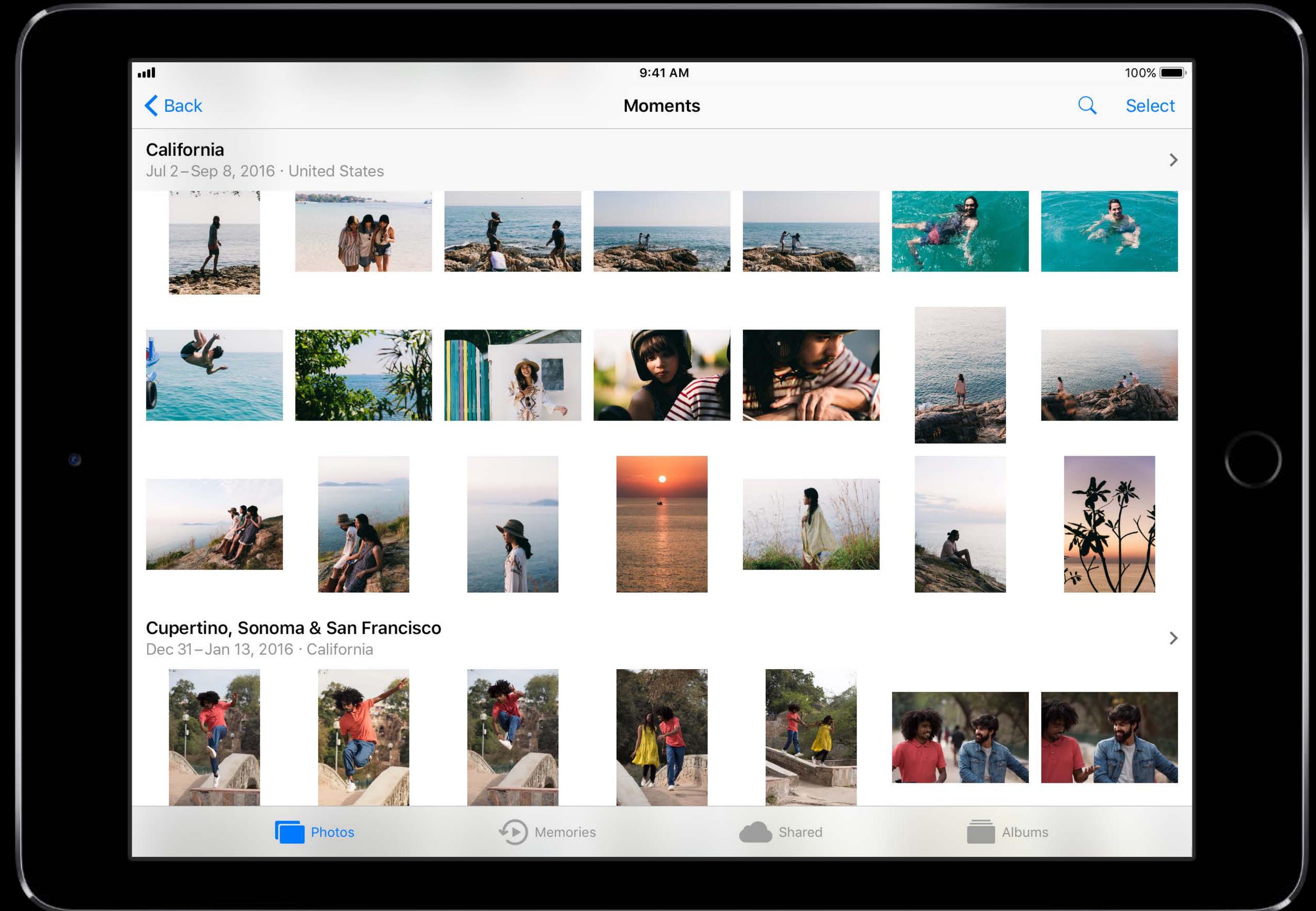
Memories

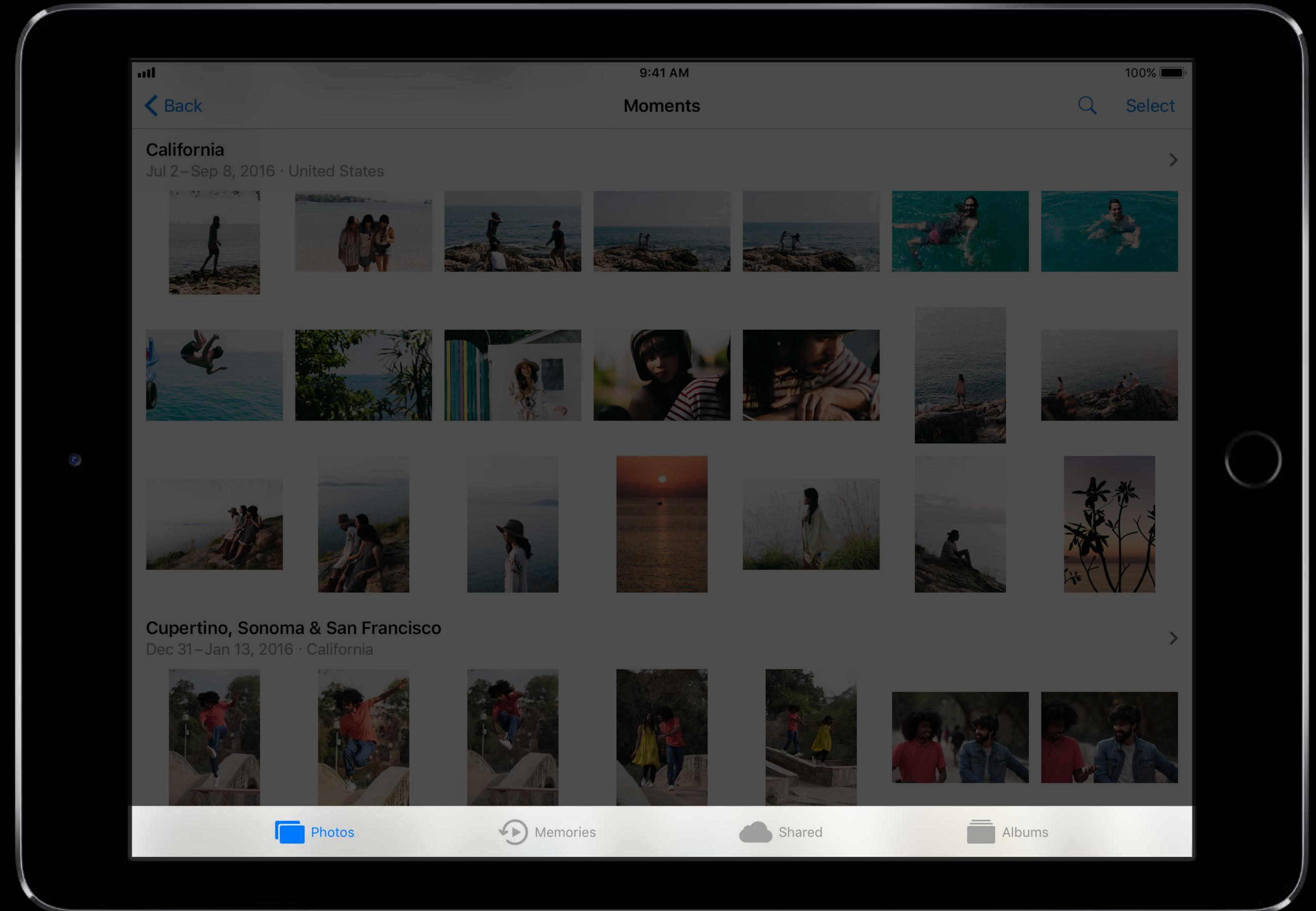


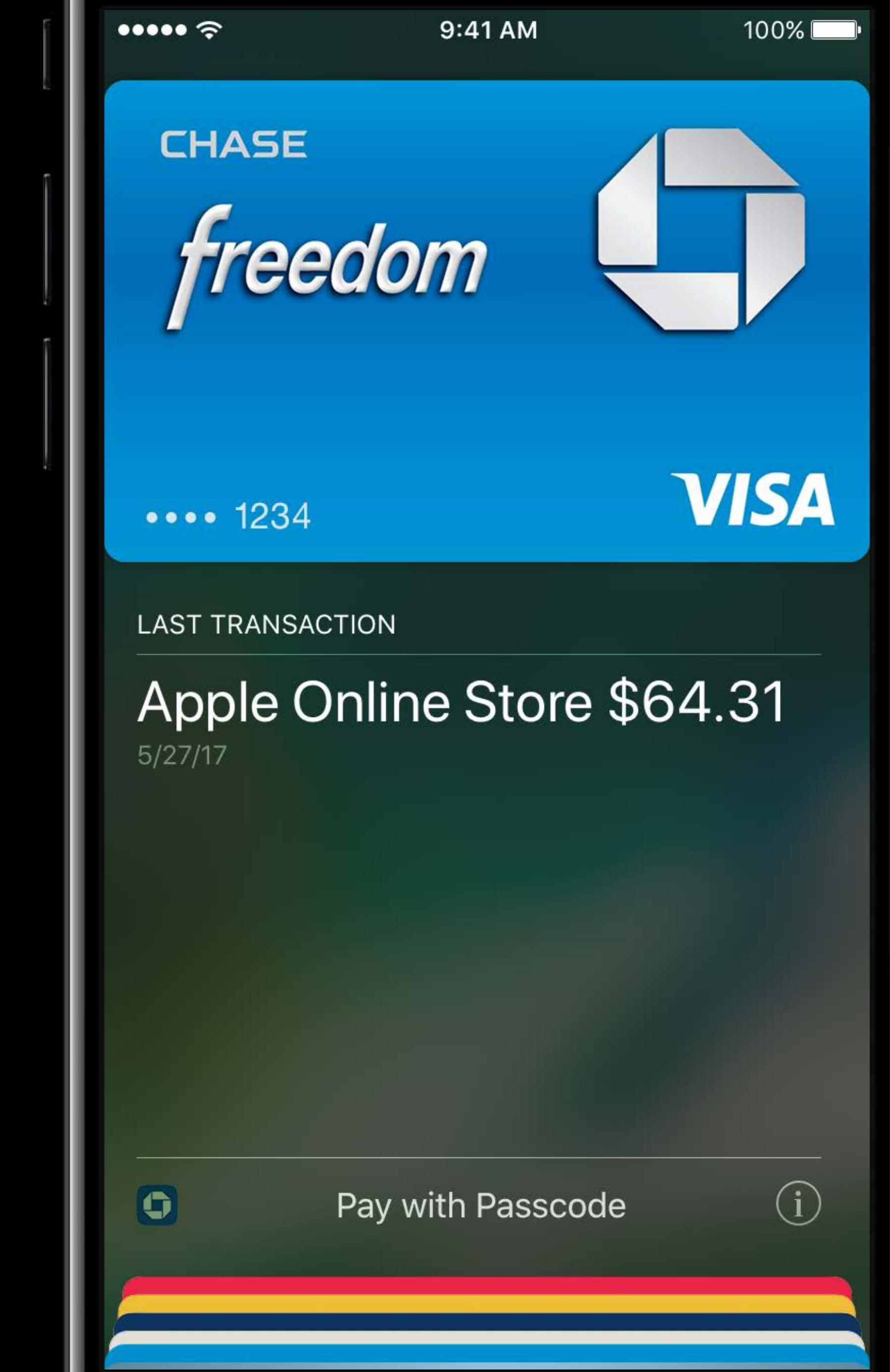
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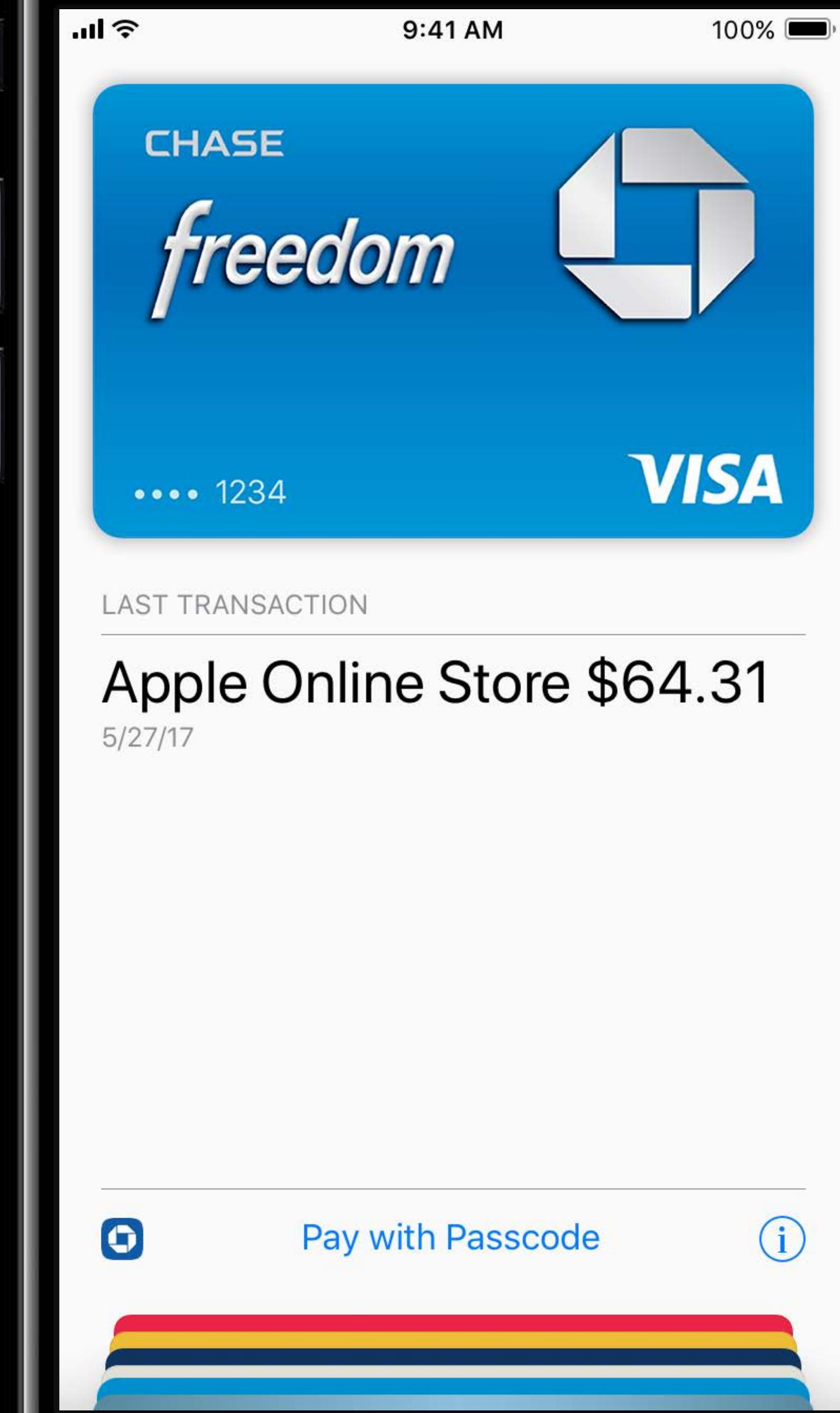
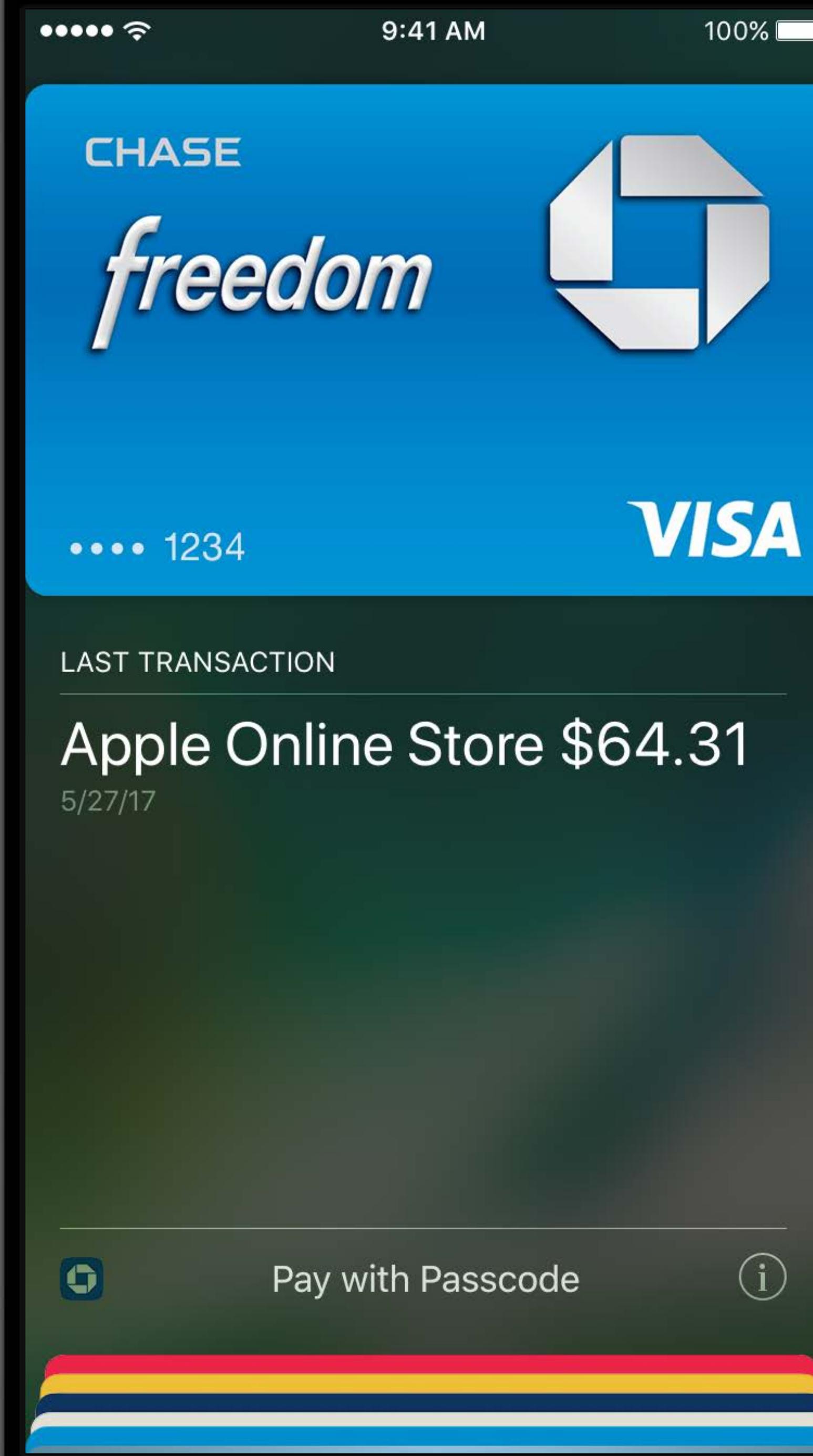


Albums









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WWDC17