

FIT3175 - Usability

# Visual Design: Principles and Styles

Week 3 Lecture P2

# Copyright Warning

Commonwealth of Australia Copyright Act 1968

## Warning

This material has been reproduced and communicated to you by or on behalf of Monash University in accordance with section 113P of the Copyright Act 1968 (the Act).

The material in this communication may be subject to copyright under the Act. Any further reproduction or communication of this material by you may be the subject of copyright protection under the Act.

# Learning objectives

## Visual Design Elements

- Guidelines for using visual elements

## Visual Design Principles

- Consider the qualities of good design
- Learn basic visual design principles affect user perception

## Visual Perception and Cognition Principles

- What is Gestalt Psychology?
- Examples of Gestalt principles

## Visual Design Styles

- Native platform styles
- Branding and style guides
- Design trends

# Visual Design Elements

# Visual Elements

All visual design is comprised of basic visual elements - objects and their attributes.

- Lines
- Shapes
- Colour
- Typography
- Texture
- Space



<https://xd.adobe.com/ideas/process/ui-design/6-elements-design/>

Basic visual elements applied in different combination to create text, images, icons, animation and **communication**.

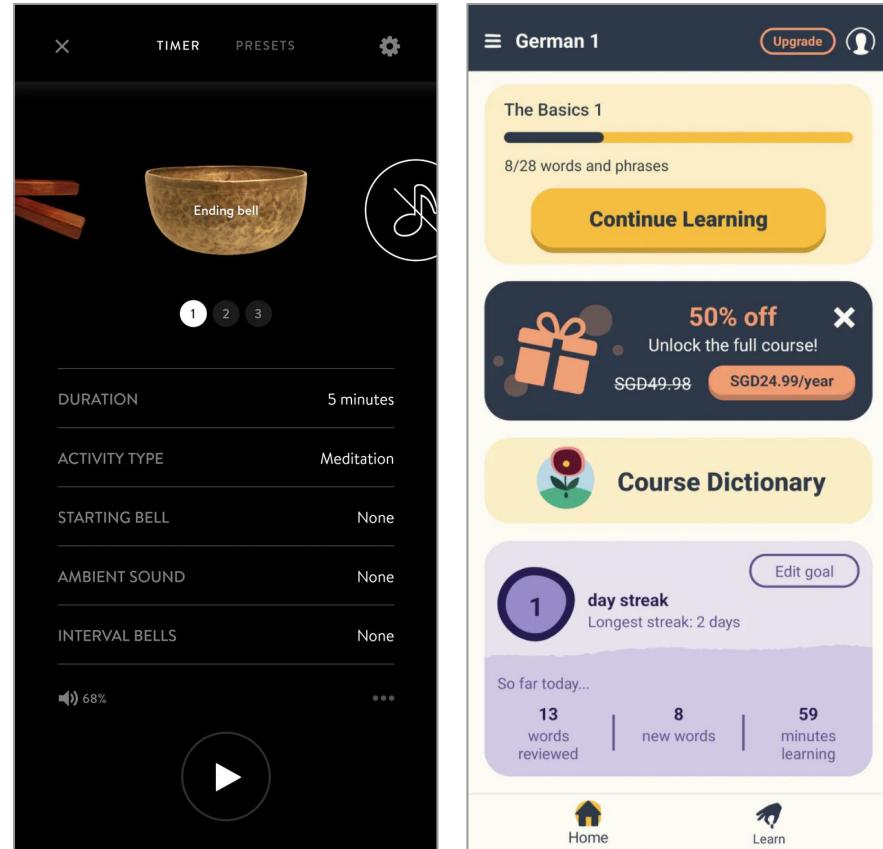
# Lines and shapes

The most basic of design elements that can be used in almost endless ways.

**Lines** can be straight, curved, thin or wide. Stroke of a line can have different styles.

**Shapes** are 2-dimensional regions. To be visible, the fill or stroke of the shapes must differ from the surrounding area.

**Right:** Lines in Insight Timer create structural division.  
Shapes used in Memrise define clear content regions.



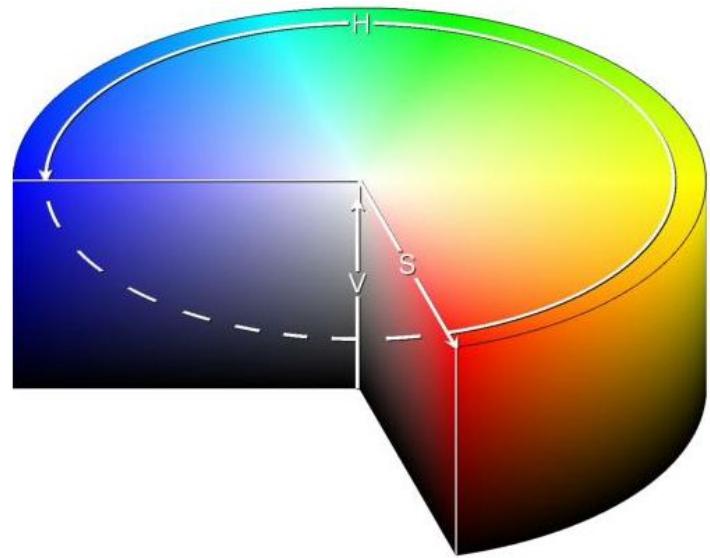
# Colour

A colour can have three attributes:

- **Hue** is the shade of colour (red, yellow, orange)
- **Saturation** is the intensity of the colour
- **Value** is the lightness or darkness

Colour can be used to:

- Call **attention and provide cues**
- Aid **comprehension and memory**
- Create **appeal and mood**
- Improve navigation and scanning speed



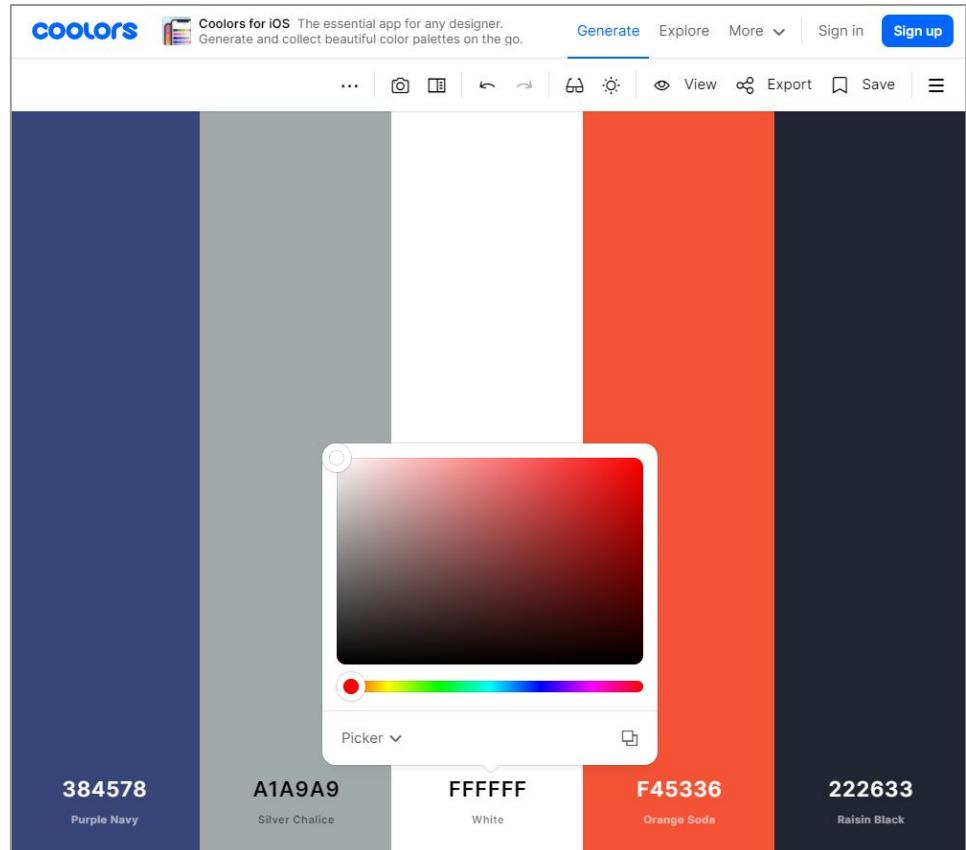
**Meanings of colours can vary between cultures and are not universally interpreted.**

# Colour schemes with purpose

## Choose and use colours judiciously.

There is no mathematical model for a perfect colour scheme. However there are some simple guidelines.

- Too many colours can easily overwhelm users.
- Each colour has a purpose.
- Implement contrast:
  - Light and dark for readability.
  - Dominance to draw attention.



# Meaningful brand colours

RED	ORANGE	PINK	GREEN	YELLOW	PURPLE	BLUE
MEANING	MEANING	MEANING	MEANING	MEANING	MEANING	MEANING
Power Passion Energy Action Danger Excitement	Creative Enthusiastic Cheerful Freedom Warmth Confident	Energetic Femininity Youthful Romantic Sentimental Bold	Nature Peaceful Health Sustainability Calming Prosperity	Happiness Optimistic Playful Motivating Youthful Cheerful	Royal Sophisticated Creative Wise Luxury Mysterious	Trustworthy Strength Dependable Security Positivity Cleanliness
EXAMPLES	EXAMPLES	EXAMPLES	EXAMPLES	EXAMPLES	EXAMPLES	EXAMPLES
  	  	  	  	  	  	  

# Colour meanings for interaction

Colours may have different cultural meanings and can depict mood in an interface.

**Aside from decorative purposes, colours can reinforce strong roles.**



This is a primary alert—check it out!

This is a secondary alert—check it out!

This is a success alert—check it out!

This is a danger alert—check it out!

This is a warning alert—check it out!

This is a info alert—check it out!

**Above and left:** The colour palette of the Bootstrap web framework names colours based on the what they should communicate.

Designers can define their own colour schemes, but must be careful to maintain comprehensible messaging.

# Typography

Where content is concerned, typography is about the balancing the legibility and visual appeal of written text.

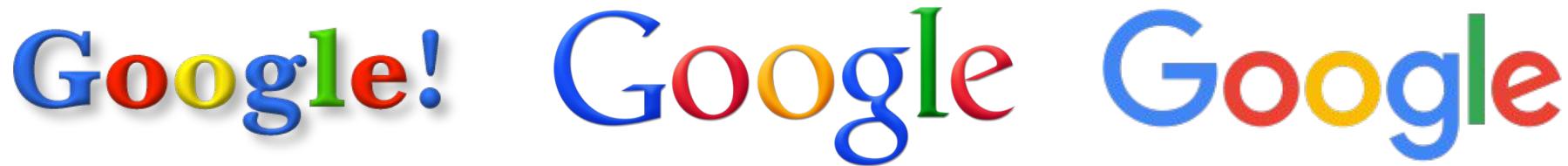
## Aside from the choice of typeface:

- Use fewer typefaces.
- Size of text should be large enough.
- Use a few different sizes consistently.
- Allow sufficient space between lines.
- Text with a left-aligned edge is easier to read.

1. Familiar typefaces are usually easier to read.
2. Familiar typefaces are usually easier to read.
3. **Familiar typefaces are usually easier to read.**
4. *Familiar typefaces are usually easier to read.*
5. **FAMILIAR TYPEFACES ARE USUALLY EASIER TO READ.**

# Typography

The shapes of text can also be used as a design element. In particular, larger text with higher legibility provides more room to experiment with character of typefaces.



**Above:** Consider the changes to the typography used by Google for its official logo.

**Right:** More recently, Google replaced the use of Roboto for text in its lineup of Android apps.

Can you tell the difference between these two similar typefaces? Can you **feel** the difference?

Bye, Roboto  
Hello, Product Sans

# Typographic personality

I speak ENGLISH (US) ▾

I want to learn

- CHINESE (SIMPLIFIED)
- DANISH
- DUTCH
- FRENCH
- GERMAN
- ITALIAN
- JAPANESE
- JAPANESE (NO SCRIPT)
- KOREAN
- NORWEGIAN

WSJ

Markets U.S. World Opinion Books & A



The World Wants Green Hydrogen. Namibia Says It Can Deliver.

The southern African nation of sun-laden deserts and wind-swept coastline is aiming to develop a hydrogen industry from renewable sources to meet growing global demand.

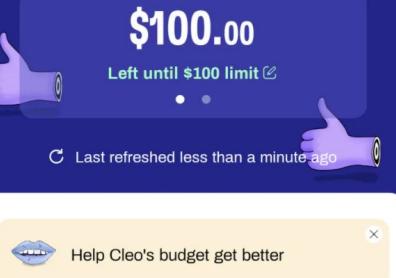
DECEMBER 18

Some Cities Turn to Decriminalizing Drugs as Opioid Crisis Continues

Latest News Today's Paper Saved Notifications

AUGUST

1st Aug - 31st Aug 9 days left



In Out

\$100.00 Left until \$100 limit

C Last refreshed less than a minute ago

Help Cleo's budget get better

BILLS DUE

Spend Budget Chat Save Borrow

← 10 ↗



Christopher Testani for The New York Times. Food Stylist: Simon Andrews. Prop Stylist: Christina Lane.

Green Bean and Corn Almondine

By Kay Chun

YIELD 6 to 8 servings

TIME 15 minutes

The classic French dish of green beans and almonds gets a fun update with the addition of corn, which lends extra sweetness, chewy texture and pops of golden color. The simply prepared dish allows the tender green beans and corn to shine in a velvety garlic- and thyme-infused butter sauce. The nutty flavor and delicate crunch of toasted sliced almonds round out the dish. (Haricots verts also

# Texture

Texture implies how a surface may **feel** when touched.  
This can ground a design in the real-world.

Textures are often associated with **skeuomorphic** design - as such less popular in modern designs.

- Textured designs can be expensive to produce.
- Complex backgrounds create challenges for visibility and readability.
- For digital natives, the skeuomorph provides less value for understanding an interface.

**Right:** Early versions of Game Center used skeuomorphic textures.

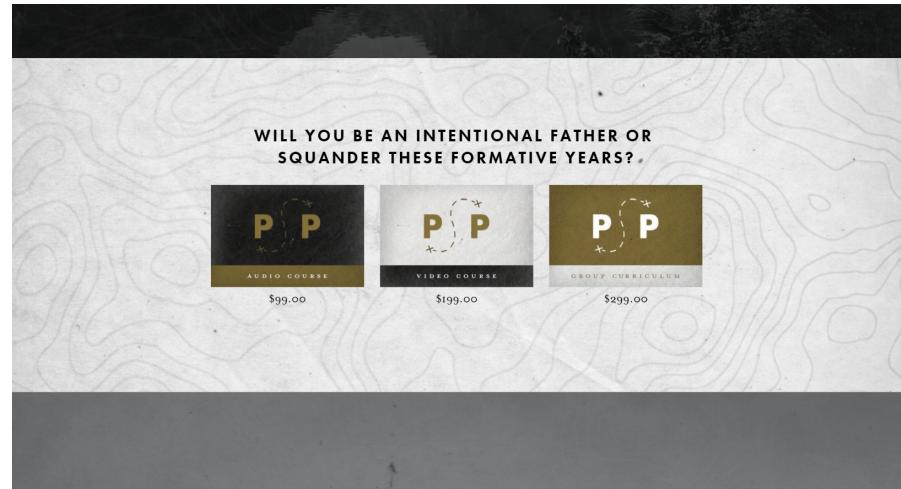


# Texture

Textured surfaces don't need to be recreations of real materials. Design elements that create apparent variation in a surface can function as texture.



**Left:** Animated text on <https://jonmontenegro.com/> is used for its visual pattern qualities rather than textual page content.

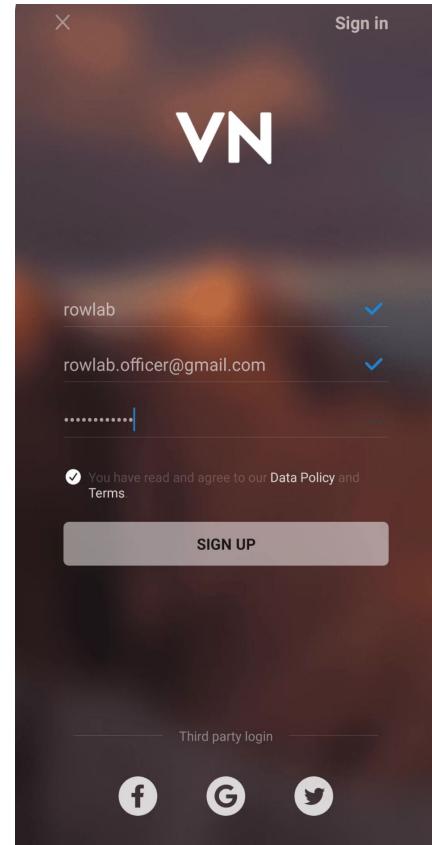
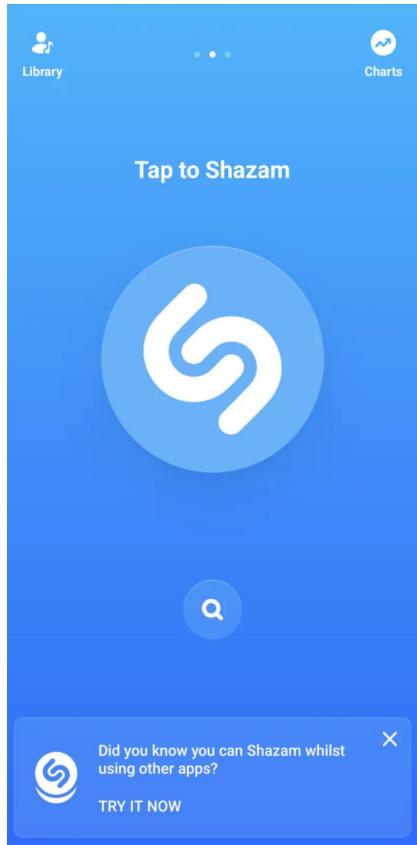


**Right:** Backgrounds in <https://www.primalpath.co/> create a hand-crafted feel that is difficult to achieve with flat surfaces.

# Alternatives to texture

Smooth and flat design is more common today, there are other ways to add surface detail to a design.

**Right:** Gradients, photos, translucency - just a few techniques to go beyond purely flat colour design.

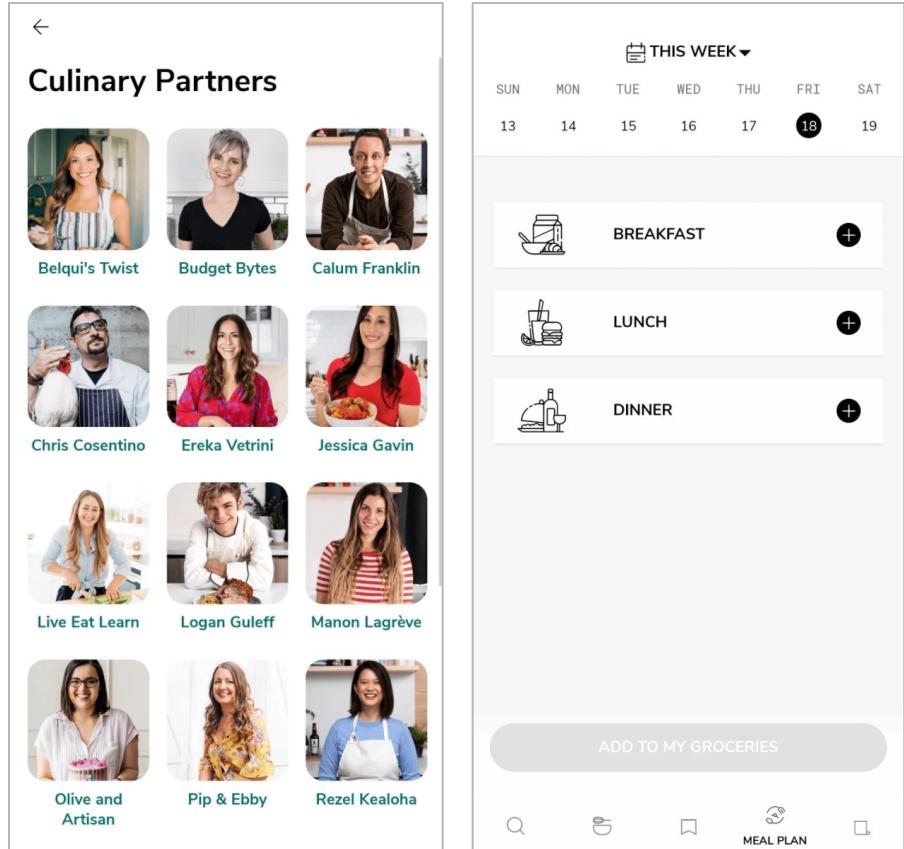


# Space

The empty space of a design can be as important as the visual contents.

- Space creates structure to enhance readability.
- Space breaks complex designs into discrete chunks of information.
- Space can give a design a feeling of openness.

**Right:** The SideChef app uses careful spacing to create both visual separate and visual groups.



# Visual Design Principles

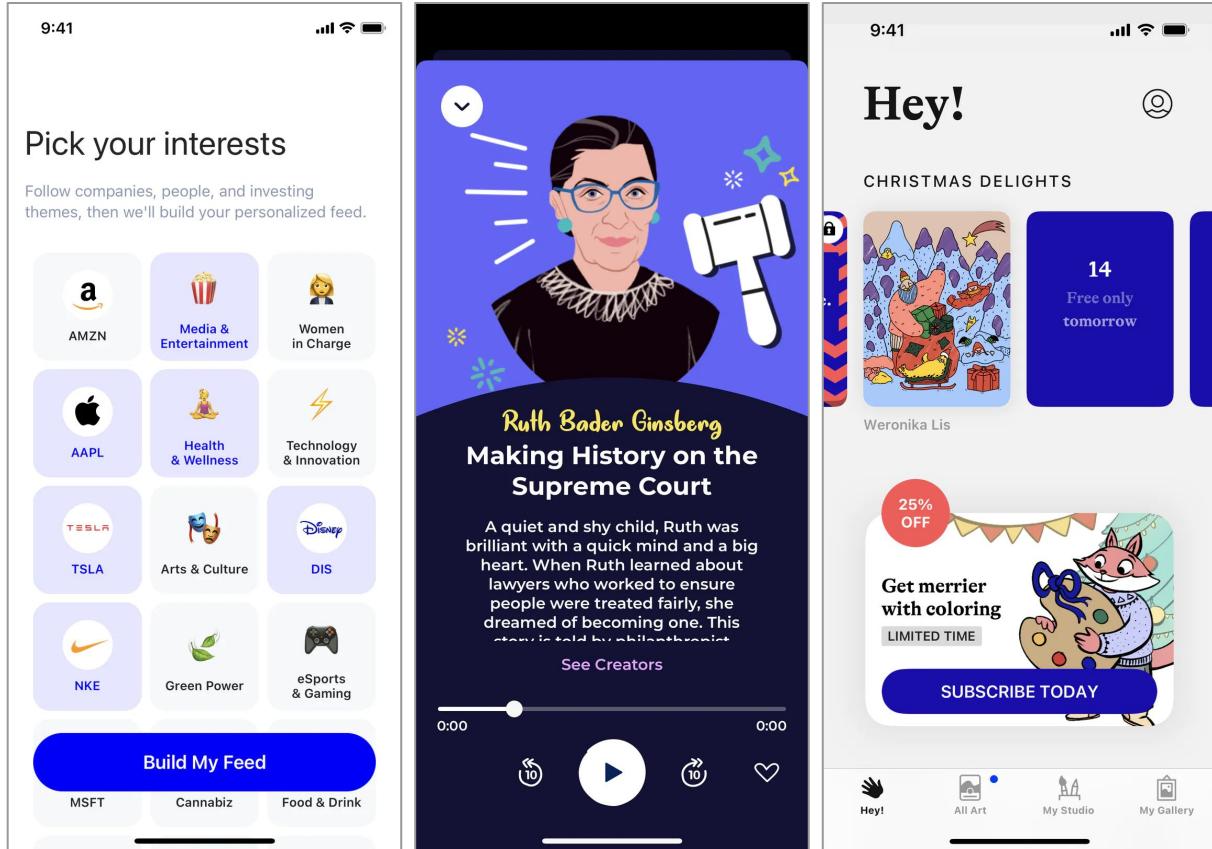
# What makes a good design?

It can be difficult to describe the qualities that make a design "**good**".

**Good visual design** is not too different to **good usability**.

**But design is subjective!**

**However**, there are tested psychological principles that universally explain how we make use of design elements.



# 5 principles of visual design for UX

The visual design of an interface provides a sense of **appeal** but also affects how we interpret its elements.

- 1. Scale**
- 2. Visual Hierarchy**
- 3. Balance**
- 4. Contrast**
- 5. Gestalt (*separate in this lecture*)**

NNgroup suggests these principles as central to delivering effective UX.

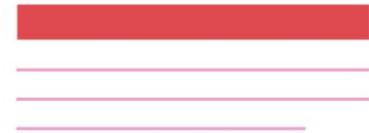
## SCALE

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.



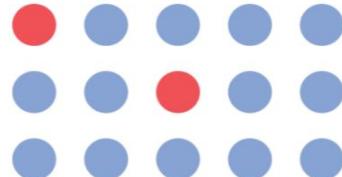
## BALANCE

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



## CONTRAST

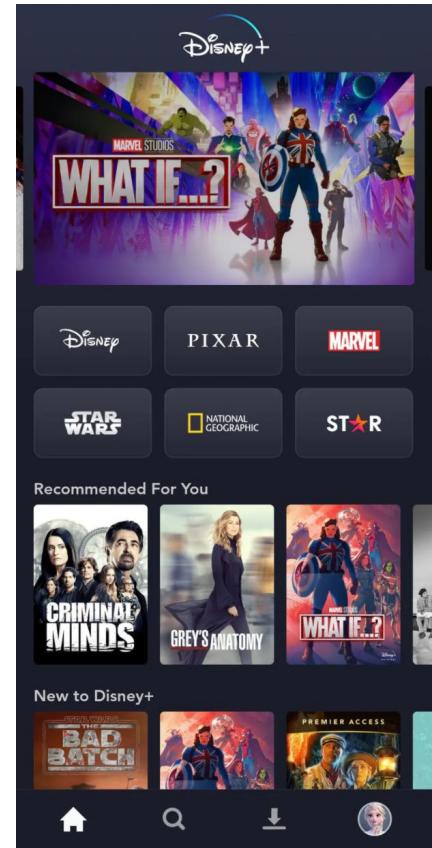
The principle of contrast refers to the juxtaposition of visually dissimilar elements in order to convey the fact that these elements are different.



# Scale

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

- Important elements in a design are bigger than the ones that are less important.
  - Larger items are **dominant** and more noticeable.
- In most cases use no more than **3 different sizes**.
  - Different sized items create interesting variety.
  - Applied meaningfully, creates **visual hierarchy**.
  - Too many different sizes increases **cognitive load**.



**Right:** 3 different item sizes are used consistently in the Disney+ mobile app.

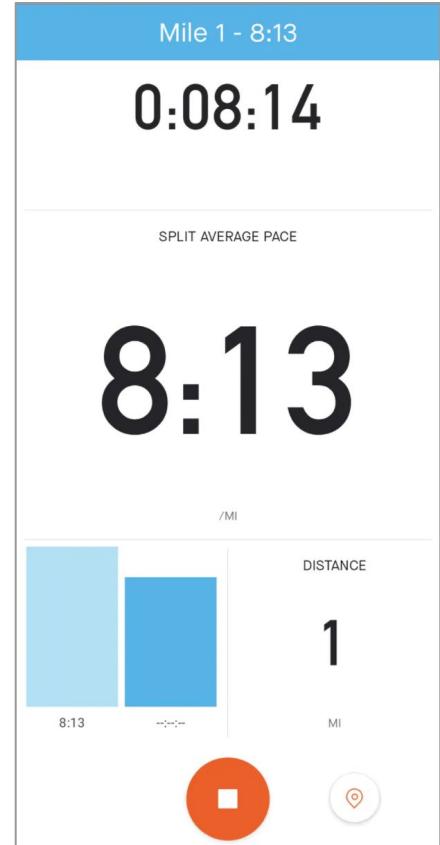
# Scale

Use of scale is also about directing a user's focus.

- **Influence** what a user notices first on a screen.
- Minimise the effort required to **discover** important information, status and interactions.

Applied correctly users don't need to make decisions about ranking important information.

**Right:** The Strava mobile app presents most useful information using scale ensure that it can be perceived with minimal user effort.



# Scale

Emphasised use of scale can also create a satisfying and visceral visual impact.

The image shows the homepage of the UXpert website. At the top left is the logo 'UXPERT' with a yellow triangle icon followed by the word 'Home'. At the top right is a 'MENU' button with a three-line icon. The main title 'OUR EXPERIENCE MATTERS' is displayed in large, bold, white and black text on a yellow background. Below the title is a 'PLAY SHOWREEL' button with a double arrow icon. At the bottom right are social media icons for Facebook, Instagram, and LinkedIn.

*Left: Design studio UXpert uses headings with over-exaggerated scale as a playful design element.*

# Visual Hierarchy

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

Hierarchy can be visually indicated by varying values:

- Changes and sequences of scale
- Difference in brightness and colour
- Differences in alignment and spacing

**Right:** WSJ's mobile app guides the eye using variation of font size in article headings. The gradual change in size also supports directional reading flow.

**Can you identify the visual hierarchy applied in the individual news cards?**

The image shows three news cards from the WSJ mobile app, each featuring a different headline and a brief description. The cards are separated by thin horizontal lines.

- Card 1: Omicron's Rapid Spread Spurs Rush to Understand It**  
The headline is in a large, bold, dark font. Below it, a smaller text snippet discusses the Omicron variant's ability to break into cells and evade immunity. At the bottom, there are sharing icons.
- Card 2: What to Do If You Test Positive for Covid**  
The headline is in a medium-sized, bold, dark font. Below it, a snippet explains quarantine guidelines. At the bottom, there are sharing icons.
- Card 3: The NFL Weighs Less Covid Testing—Not More—to Thwart Disruptions**  
The headline is in a medium-sized, bold, dark font. Below it, a snippet discusses league disruptions. At the bottom, there are sharing icons.

# Visual hierarchy

When a clear hierarchy isn't present, interfaces require more effort to **parse**.

The differences between items are more difficult to discern and users spend more time interpreting individual elements.

**Left:** ClassPass applies hierarchy within individual gallery tiles. However the tiles are equally sized.

**Far left:** The Dropbox mobile app does apply hierarchy via headings and thumbnails, but the many similarly sized items require effort to parse.

The image contains two side-by-side screenshots of mobile application interfaces. The left screenshot is from the ClassPass app. It features a grid of equally sized tiles, each containing a thumbnail, a title, a brief description, and a rating. The titles include 'Freedom Yoga', 'Nithya Priyan Schoo...', 'Inhale Yoga', and 'Yoga+'. The right screenshot is from the Dropbox app. It shows a navigation bar at the bottom with icons for Home, Search, Add to..., Upcoming, and Profile. The main area is titled 'For You' and displays a section for 'First Class Discounted' with a thumbnail, title, and description. Below this are sections for 'Book an outdoor class' and 'Best of ClassPass - Fitness', each with its own thumbnail, title, and description. The interface uses large, distinctively shaped thumbnails for different document types (PDF, images, folders) and includes clear headings and sub-sections to guide the user.

# Visual Hierarchy

An intentionally-designed visual hierarchy can influence user behaviour.

**Right:** While the bright coloured button has some dominance in this design, the hierarchy implemented in draws directed attention down to the element.

Doyle Bold  
68/74pt

Doyle Medium  
32/38pt

IBM Plex Sans Text  
16/26pt

IBM Plex Sans Semibold  
12/16pt, all caps  
Tracking @ 50pt

IBM Plex Sans Medium  
12/16pt  
Tracking @ 30pt

The CRM that  
just works.  
Sneaky powerful CRM

Choose the sales model that best fits your business and see how we help teams like yours close more deals.

LEARN MORE

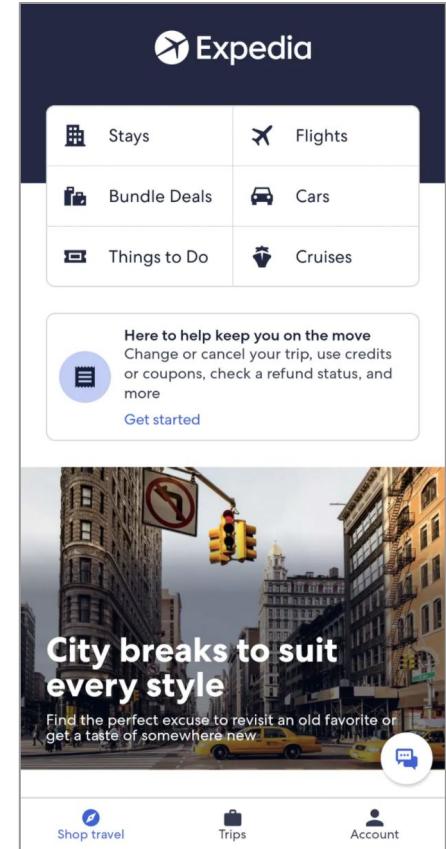
Visit [nutshell.com](https://nutshell.com) for more information

# Balance

**Definition:** The principle of **balance** refers to a satisfying arrangement or proportion of design elements - equal amounts of visual signal around an imaginary central axis.

- **Symmetrical:** elements are equally distributed/weighted relative to the central imaginary axis
- **Asymmetrical:** elements are distributed unevenly relative to the central axis
- **Radial:** elements radiate out from a central, common point in a circular layout.

**Right:** Expedia presents user to a **stable**, symmetrical, home screen.



# Balance

The Monash Moodle dashboard features a balanced design. On the left, a vertical sidebar contains links like 'Dashboard', 'Calendar', 'My units', and 'Monash Teamwork and Peer Evaluation Community of P...'. The main area has a dark purple header with the 'Monash Moodle' logo and user info. Below the header is a 'Customise this page' button. The central content area displays course cards in a grid. A sidebar on the right provides navigation for 'Starred', 'Course name', 'Card', and 'All Units'. A central column contains news and announcements, such as 'Moodle Unit Access Is Restored' and 'Changing your phone: Multi-factor authentication (MFA)'. The bottom section contains a 'More...' link.

**Left:** Largely balanced around the vertical axis.

The Monash University homepage exhibits an unbalanced layout. The left side is dominated by a large 'Notices' section with a purple header and white text, containing links to 'Find Monash merchandise, books and more at the Shop.Monash online store' and 'Discover Monash Life'. The right side is filled with a grid of 20 cards, each with a different icon and color scheme. These cards include 'Moodle' (purple), 'Email' (blue), 'Calendar' (light blue), 'Google Drive' (blue), 'Timetabling' (blue), 'ESS' (blue), 'Library' (purple), 'Teaching & learning' (purple), 'IT support' (blue), 'Monash intranet' (blue), 'Staff directory' (blue), 'Tools' (blue), 'Maps & locations' (green), 'Safety & security' (green), 'OHS' (blue), 'MoVE' (purple), 'Assessments' (blue), 'Staff travel' (green), and 'Workplace' (red). The overall composition is visually unbalanced due to the varying sizes and weights of the cards.

**Right:** Lighter weighted elements create imbalance.

# Balance

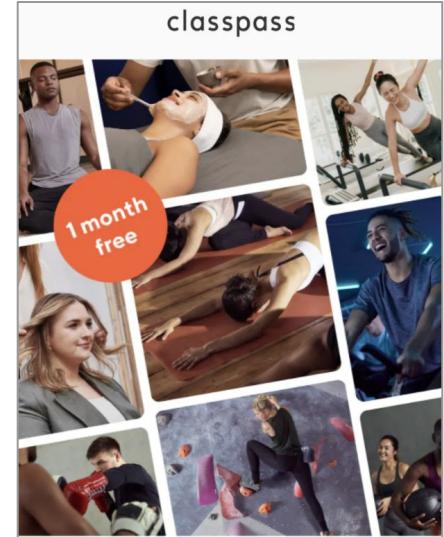
Introducing some asymmetrical balance around an axis can be an effective strategy.

- Generates directional visual flow.
- Creates a sense of dynamic energy.

Be careful not to create discomfort with too much asymmetry.

**Right:** ClassPass uses a slanted grid of images to draw attention from the bright "**1 month free**" offer towards the "**Try for free**" call-to-action button.

Note that the slanted grid still exhibits some attributes of balance as the slant and images on the left and right maintain consistent weight.



Join ClassPass and get one month free to try top studios, salons and spas. This offer is exclusive to new members and won't be around long, so get on it & get out there.

[Try for free](#)

Already have an account? Log in

# Contrast

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

- Contrast creates perceivable difference that acts as emphasis.
- Often applied using colour, increasing emphasis of an element without modifying its size.

**Right:** Opendoor consistently uses their contrasting blue brand colour to draw attention to primary information and actions.

Other colours used sparingly attract the eye in meaningful ways.

The image shows a comparison chart for a house listed at \$750,000. It highlights the savings from using Opendoor's services.

Offer Type	Buy with Opendoor	Traditional Agent
List price	\$750,000	\$750,000
Pay if accepted	\$742,500	\$750,000
Closing refund	+\$7,500	\$0
Est. total savings	\$7,500	\$0

**Buy with Opendoor:** Expertise without the pressure. Closing refund: +\$7,500. Est. total savings: \$7,500. Find a time to talk.

**Traditional Agent:** Closing refund: \$0. Est. total savings: \$0.

# Contrast

Contrast also refers to the difference between the colour of foreground and background - **usually for readability.**

Reduction of contrast is often used to:

- Create a softer visual style
- De-emphasise unimportant content

**This may make content less accessible.**

**Right:** Deliveroo's lighter-coloured text can be more difficult for some to read. However the contrasting brand colour is used well to invite interaction.

My Basket  
An Açaí Affair

Items

1x Greek Physique \$11.90  
Medium Sweetened Yogurt (With Honey)  
Peanut Butter

1x Make Your Own Açaí Bowl (Medium) \$12.50  
Organic Açaí  
Organic Açaí  
Banana  
Strawberry  
Dragon Fruit  
Granola  
Cacao Nibs  
Goji Berries  
Peanut Butter

Popular with orders like yours

Coco Splash  
\$5.35 · Smoothies & Drinks  
+ Add now

Rider tip ⓘ \$0.00  
Total \$24.70

Go to checkout

An Açaí Affair

Açaí · Juices · Healthy

2.94 km away · Free delivery · 3 Gateway Drive #B1-30 Westgate · [View map](#)

★★★★★ 4.8 (500+)

Show rating details

Deliver tomorrow from 12:00 - 12:30 [Change](#)

Restaurant info  
Allergens and more

Seasonal Special

Please take note that only two modifications (eg. exclusion of a certain item, or switching one item to another) will be allowed for all signature bowls. If more than two modifications are stated, only the first two will be taken into account.

Love Me Lychee  
Organic Açaí base with blue pea lychee

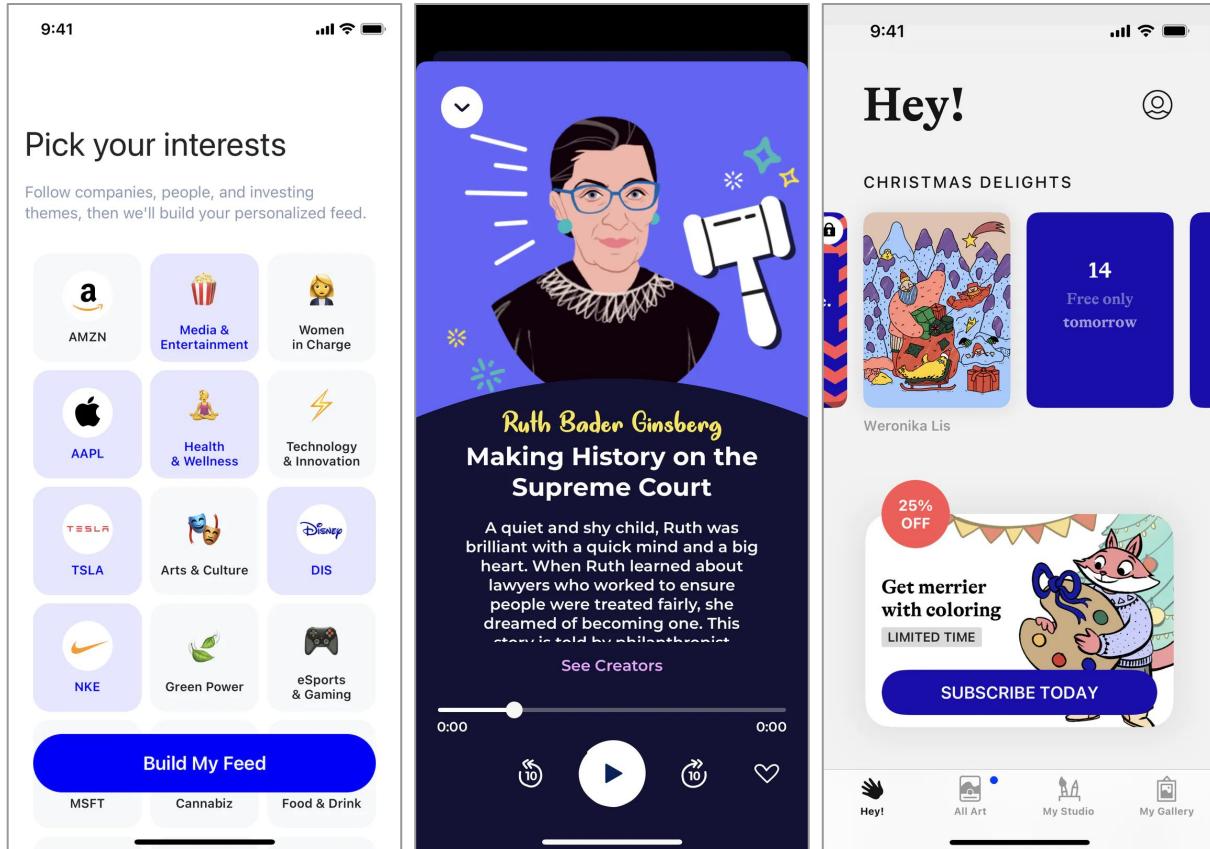
Spend \$12.00 to get **free delivery**

# Look again more closely...

Take another look at the designs shown earlier.

1. Scale
2. Visual Hierarchy
3. Balance
4. Contrast

**What do you see now?**



# **Visual Perception and Cognition Principles**

# Gestalt psychology

A collection of psychological principles of how humans perceive arrangements of individual elements as a singular whole.

## gestalt noun

ge-stalt | \gə-'stälт , -'shtälт, -'stölt, -'shtölt\

### Definition of *gestalt*

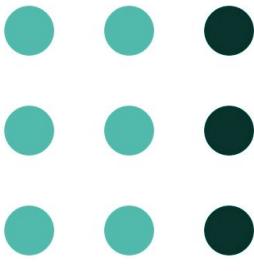
: something that is made of many parts and yet is somehow more than or different from the combination of its parts

<https://www.merriam-webster.com/dictionary/gestalt>

There are many different Gestalt principles - also referred to as "Gestalt laws" - that explain different aspects of this mental processing of visual stimuli.

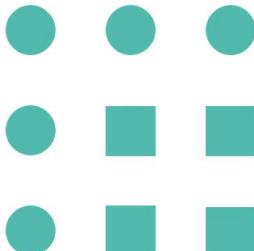
# Similarity

We perceive elements that share visual characteristics as a group. The similar features can make use of any design elements.



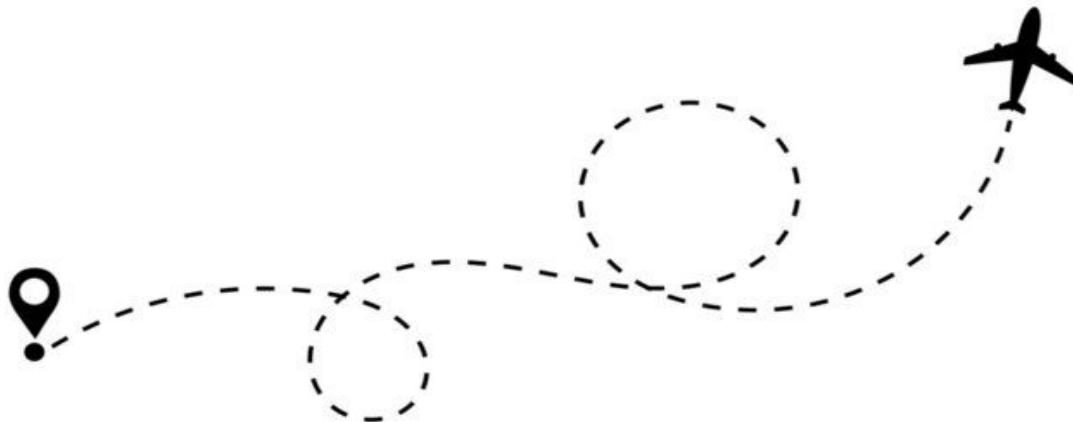
**Left:** Items with similar appearance automatically establish themselves as groups.

**Above:** The use of similarities and differences in various Calendar UI elements allow us to automatically create mental classifications of "object types".



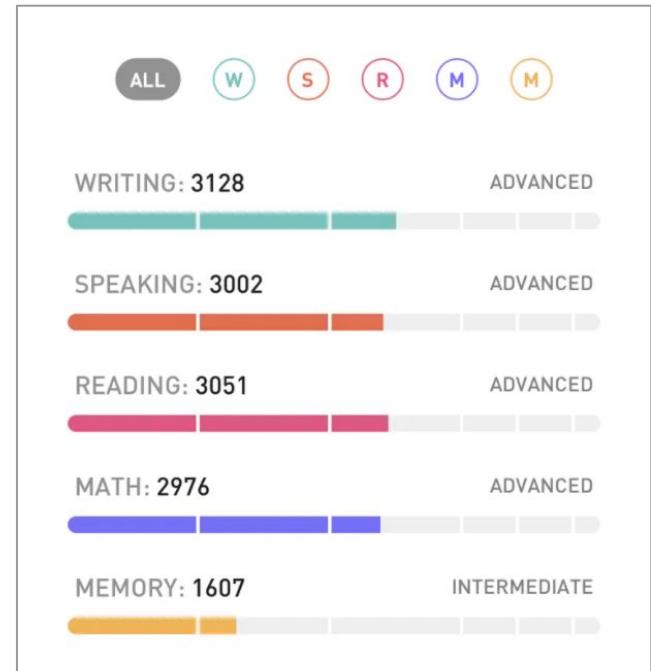
# Continuation

The eye follows the smoothest path when viewing lines - regardless of how they have been formed. The line is perceived as a single object.



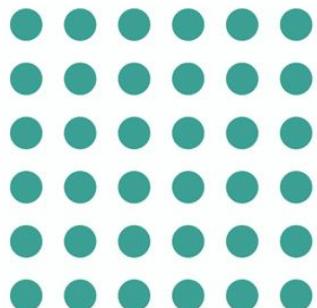
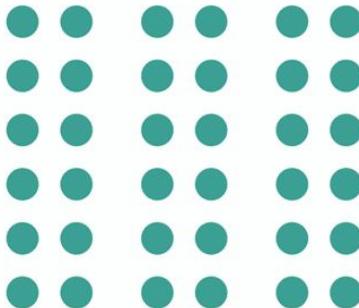
**Above:** A marker, a dotted line and an airplane.

**Right:** Each horizontal bar forms a continuous line. However, also notice how your eye follows along the menu at the top of the UI.



# Proximity

We perceive objects close to each other as a singular group.

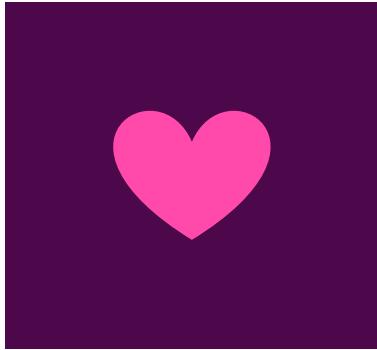
A screenshot of a Windows-style user interface showing a form with various input fields. The fields include Title, First Name, Last Name, Demo-Car ID, Company Card no., Birth date, License country, Issue Date, IATA, Driver license no., Exp. date, Phone 1, Address, Phone 2, City/State, Zip, Country, Fax 1, SMS Number. The fields are tightly clustered together, illustrating how proximity can result in the separate inputs being perceived as a single unintelligible mass.

**Left:** Do you see the 72 individual dots? Probably not! The upper arrangement is usually perceived as 3 groups, whereas the bottom is a single group.

**Above:** Tight clustering of inputs fields in a complex form results in the separate inputs being perceived as a single unintelligible mass.

# Figure ground

We can easily differentiate an object (**figure**) from its background (**ground**). We instinctively recognise and isolate positive and negative space.

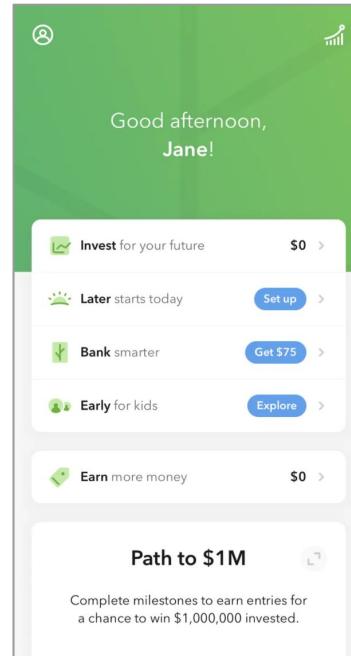
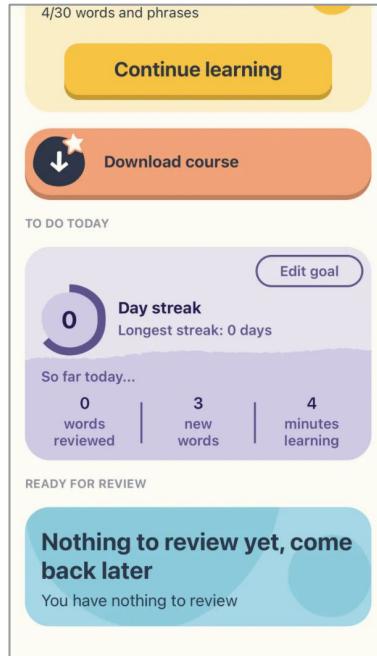
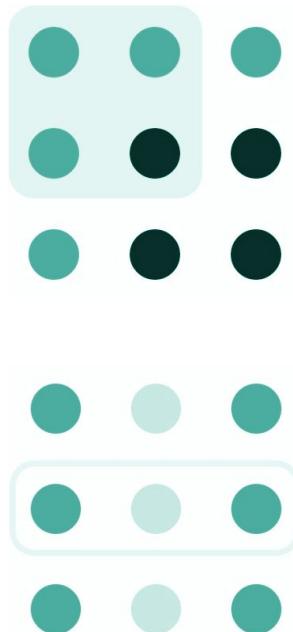


A screenshot of a travel website's mobile interface titled "Explore" with sections for "Hotels", "Things to do", and "Flights". It features a colorful illustration of people skiing and snowboarding in a snowy mountain landscape. A call-to-action button at the bottom says "Discover more in Dubai".

A screenshot of the KIMI Aviation website. The header includes navigation links for "OUR PRIORITIES" and "GET INSPIRED", and icons for "BOOK NOW" and email. The main visual is a dark, atmospheric image of clouds. The KIMI AVIATION logo is prominently displayed in large, light-colored letters across the center. Below the logo, two columns of text provide information about the company's services and encourage users to travel with them.

# Common region

Objects located within the same boundary, are perceived as a singular group. This works in conjunction with proximity and figure-ground.



**Far Left:** All of the previous principles are applied here - yet the existences of boundaries creates perception of new groupings.

**Left:** Memrise and Acorns apps - note how the boundaries define composite items as well as groups that can be perceived as singular objects.

# Von Restorff Effect

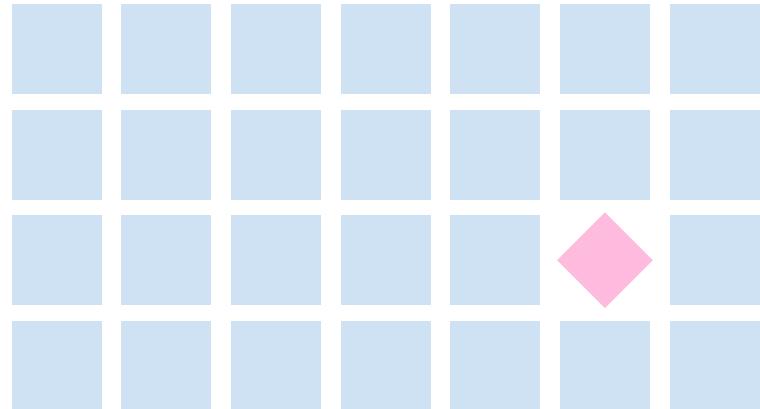
**Note: Not a Gestalt Principle.**

When a similar objects are presented as a group, the object that differs from the rest is more likely to be remembered.

This theory shows a link between

- Visual principle of **contrast**
- **Cognitive memory** processing

Also known as the **Isolation Effect**.



**Pricing**

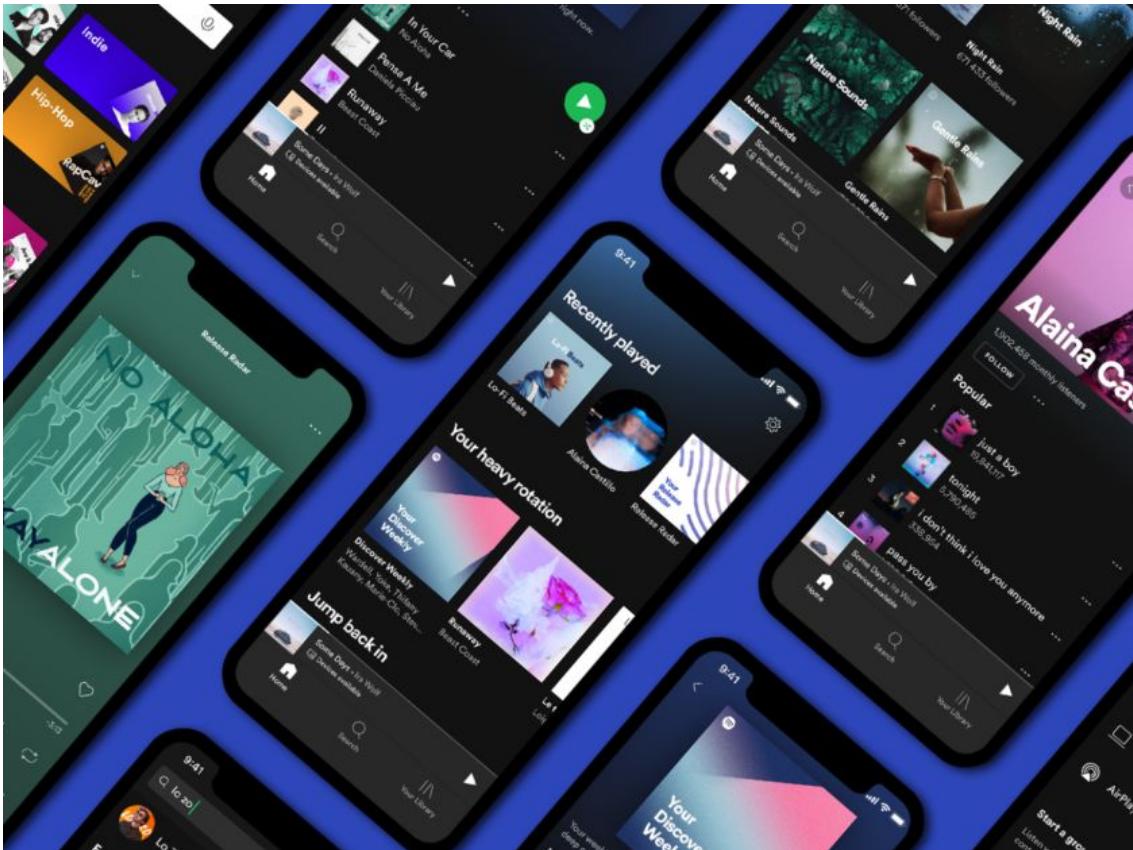
Sign up in less than 30 seconds. Try out our 7 day risk free trial, upgrade at anytime, no questions, no hassle.

**MONTHLY**      **ANNUALLY**

Plan	Price	Description	Action
Free	\$49 /mo	Cras sodales lobortis erat Vitae pellentesque diam Consequat etet tempus	SIGN UP TODAY
Small Business	\$99 /mo	Aliquet diam gravida Phasellus eu condimentum Metus non venenatis turpis	SIGN UP TODAY
<b>Professional</b>	<b>\$219 /mo</b>	<b>RECOMMENDED</b> Donec enim nulla malesuada Sed venenatis vel, blandit vel Duis ultricies scelerisque	<b>SIGN UP TODAY</b>
Enterprise	\$419 /mo	Justo id molestie Nullam sodales justo fringilla Dorec molestie neque una	SIGN UP TODAY

# Visual Design Styles

# Repetition drives internal consistency



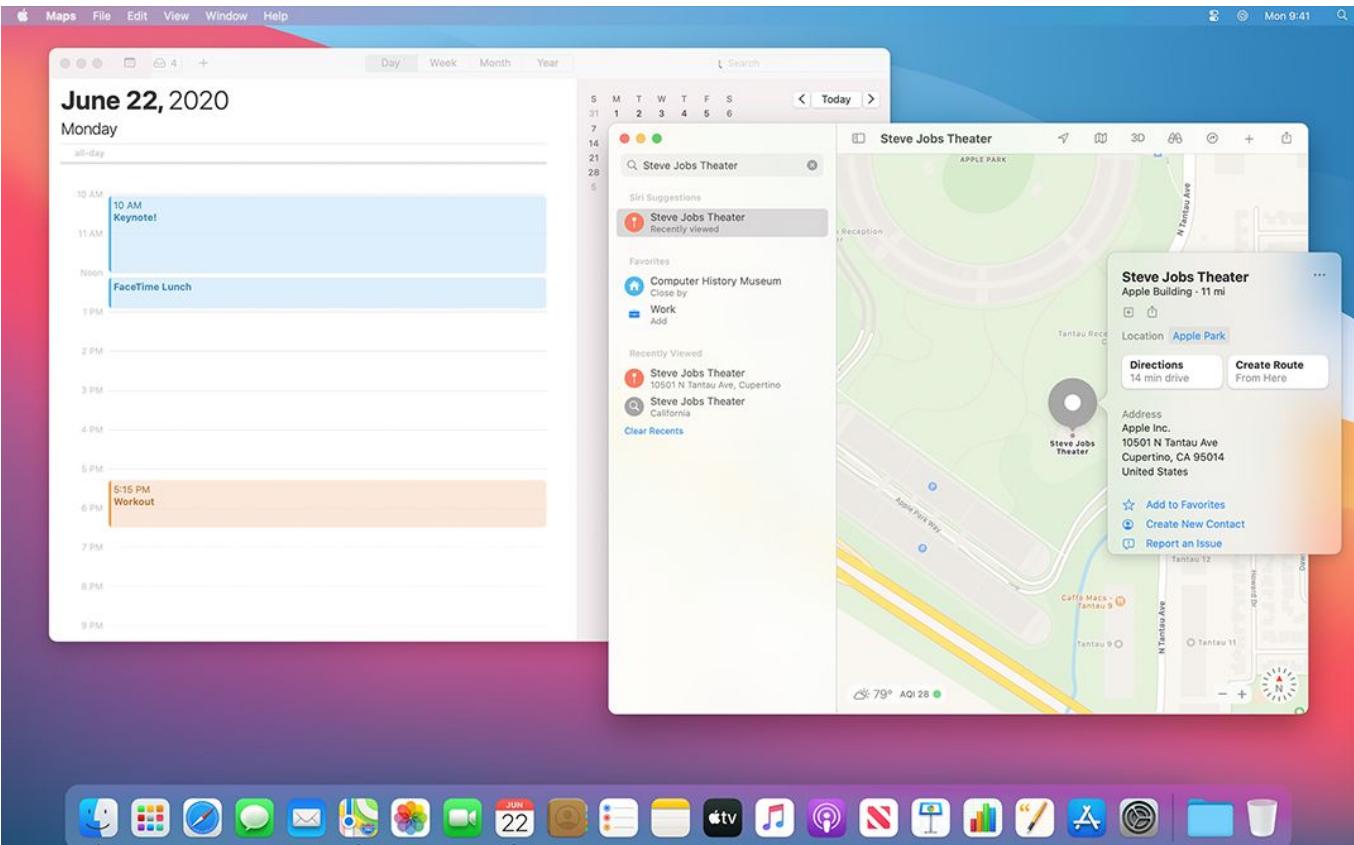
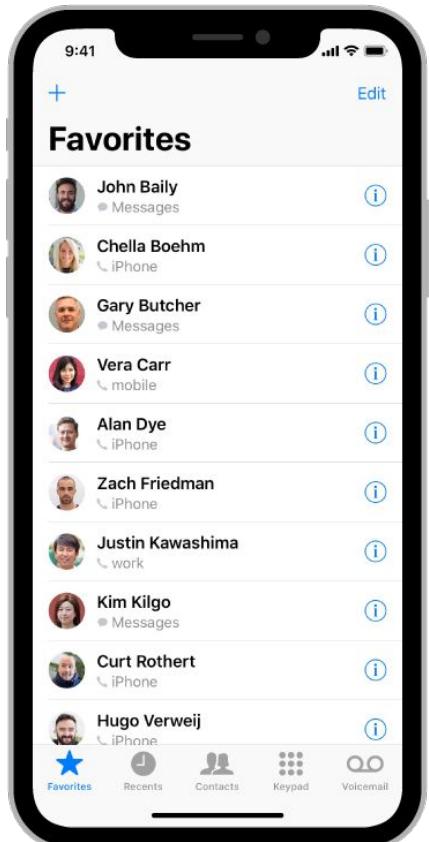
Recall from Lecture 4...

Consistency helps create familiarity within a system and even between different systems.

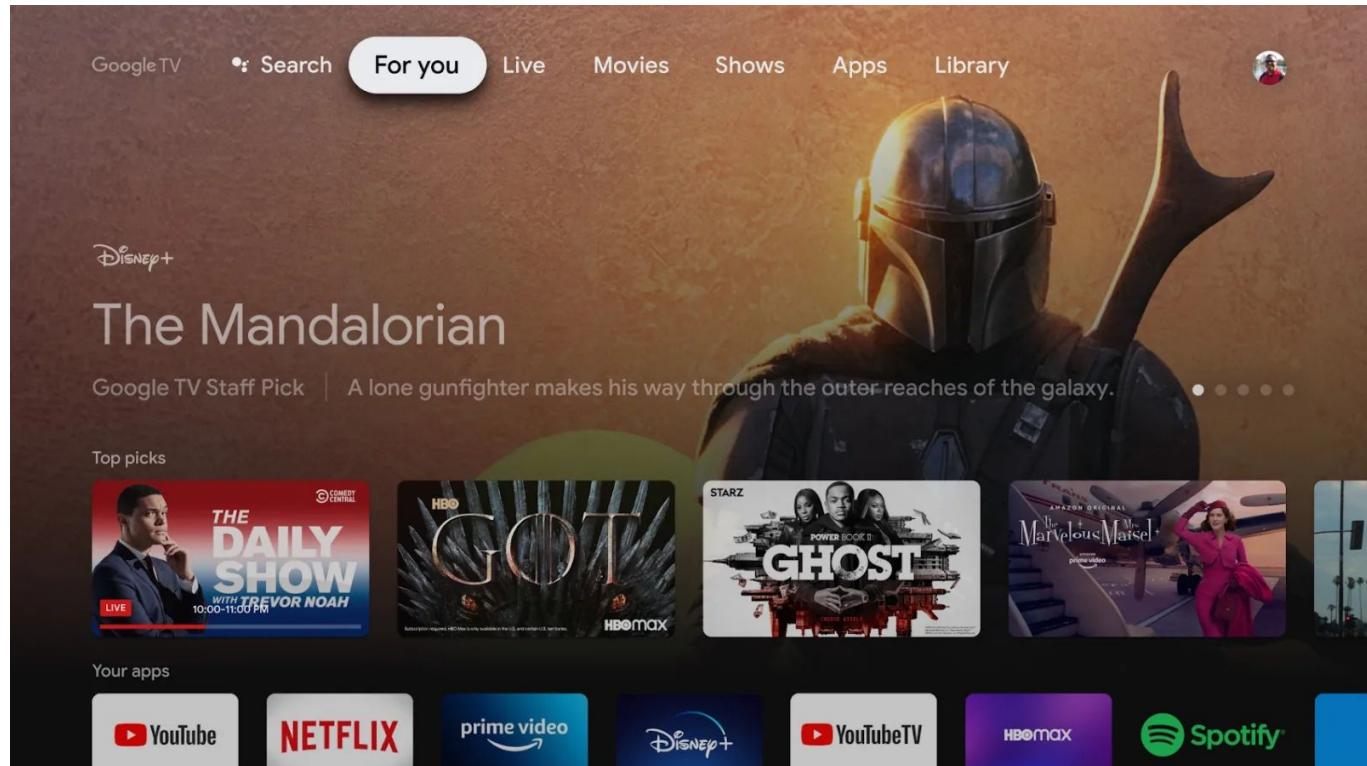
## Reuse of

- Visual design elements
- Visual design styles
- Visual design rules

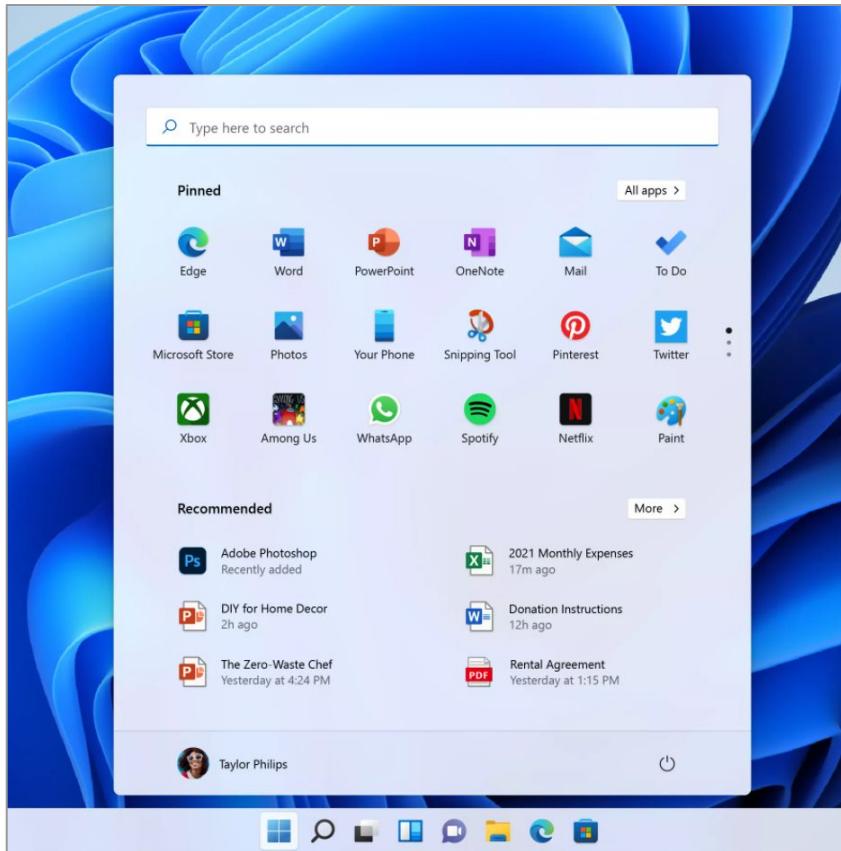
# Native OS design systems



# Native OS design systems



# Native OS design systems



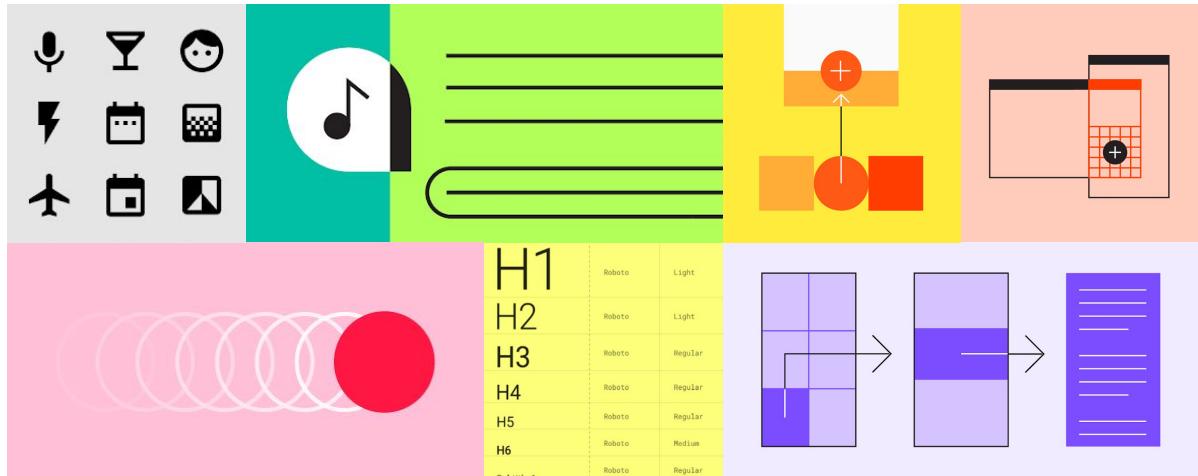
A screenshot of a Microsoft PowerPoint presentation titled "Team Introduction - PowerPoint". The slide number is 1. The slide content includes a red chair and a red arrow pointing to the right, with the text "About us." above it. The slide number is 2. The slide content includes the text "The team." The ribbon menu is visible at the top, showing tabs for File, Home, Insert, Draw, Design, Transitions, Animations, and Slides. The "Home" tab is selected. The "Clipboard" group is expanded, showing Undo, Redo, Cut, Copy, Paste, Format Painter, and Undo. The "Slides" tab is selected. The slide number 1 is highlighted with a red border. The status bar at the bottom right shows "01 / Chapter".

# What makes a design system?

A design system is a collection of reusable components, guided by clear standards, that can be assembled together to build any number of applications.

<https://www.invisionapp.com/inside-design/guide-to-design-systems/>

- Colour palettes
- Typographic systems
- Icons and imagery
- Layout and navigation
- Animation and sound
- Design patterns
- **Documentation**



Principles defined in a design system allow designs to be created with clear intent.

# Apple Human Interface Guidelines (HIG)

Provides detailed guidance for designing applications that feel native to all of Apple's platforms.

- **Aesthetic Integrity**
- **Consistency**
- **Direct Manipulation**
- **Feedback**
- **Metaphors**
- **User Control**

<https://developer.apple.com/design/human-interface-guidelines/>

The screenshot shows the Apple Developer website with the "Human Interface Guidelines" page selected. The left sidebar has sections for iOS (with expanded "Themes" and "Interface Essentials" sections), macOS, tvOS, watchOS, and Technologies. The main content area features three devices (iPhone, iPad, and Mac) displaying a blue-themed user interface with various UI components like buttons and lists. Below the devices, the heading "iOS Design Themes" is shown, followed by a paragraph about the opportunity to deliver an extraordinary product. A list of three primary themes is provided: Clarity, Deference, and Depth.

**iOS Design Themes**

As an app designer, you have the opportunity to deliver an extraordinary product that rises to the top of the App Store charts. To do so, you'll need to meet high expectations for quality and functionality.

Three primary themes differentiate iOS from other platforms:

- **Clarity.** Throughout the system, text is legible at every size, icons are precise and lucid, adornments are subtle and appropriate, and a sharpened focus on functionality motivates the design. Negative space, color, fonts, graphics, and interface elements subtly highlight important content and convey interactivity.
- **Deference.** Fluid motion and a crisp, beautiful interface help people understand and interact with content while never competing with it. Content typically fills the entire screen, while translucency and blurring often hint at more. Minimal use of bezels, gradients, and drop shadows keep the interface light and airy, while ensuring that content is paramount.
- **Depth.** Distinct visual layers and realistic motion convey hierarchy, impart vitality, and

# Google Material Design principles

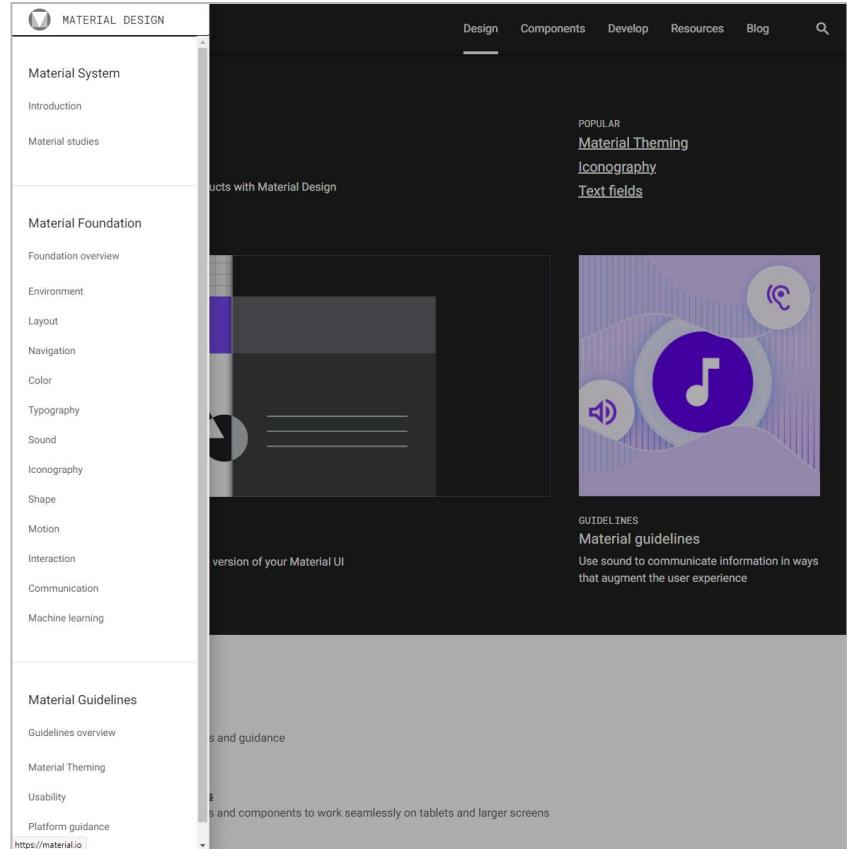
Used primarily for Android systems, Material Design focuses on a surface-based metaphor for its user interfaces.

- **Material is the metaphor**
- **Bold, graphic, intentional**
- **Motion provides meaning**

**Note:** Some Android device brands customise the platform styles - **One UI, ColorOS, EMUI, MIUI, etc.**

<https://material.io/design>

<https://m3.material.io/>



# Microsoft Fluent Design System documentation

Fluent Design is a cross-platform design system and the style of Windows 11.

- **Effortless**
- **Calm**
- **Personal**
- **Familiar**
- **Complete + Coherent**

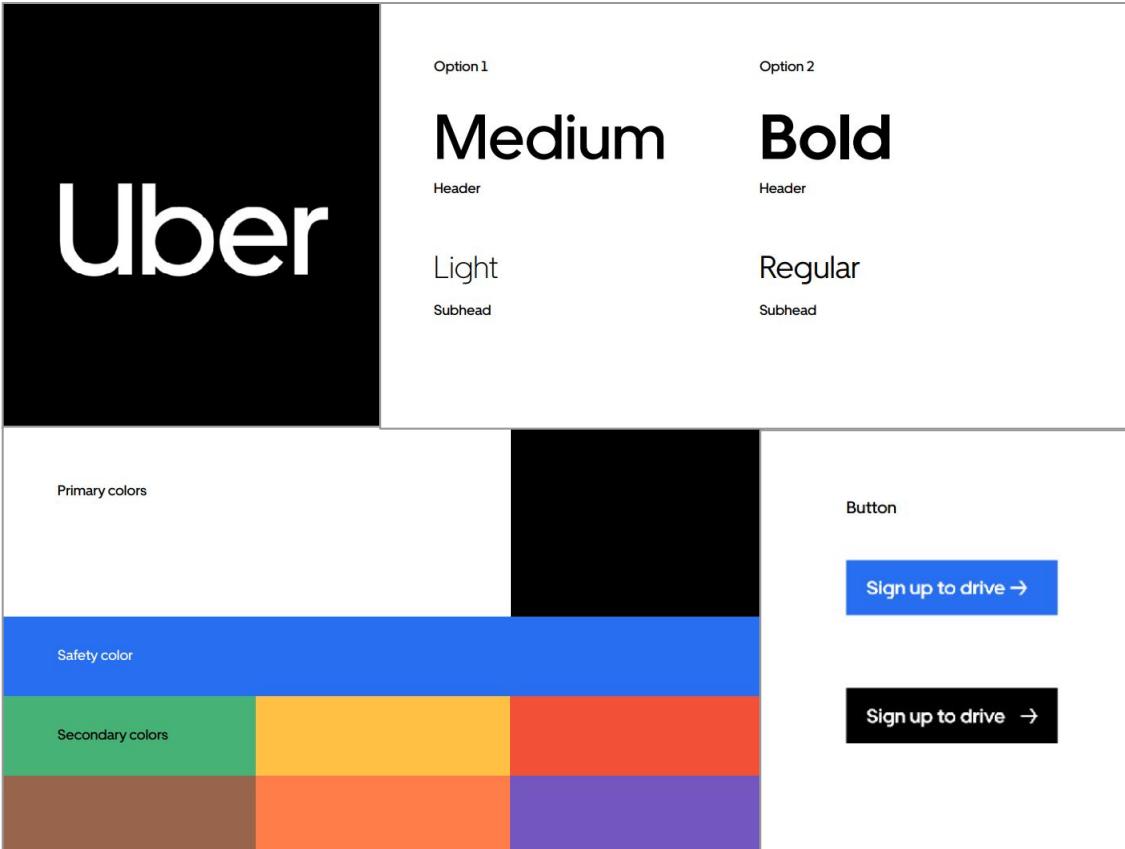
**Note:** 2 official online documentation resources.

<https://developer.microsoft.com/en-us/fluentui>

<https://docs.microsoft.com/en-us/windows/apps/design/>

The screenshot shows a Microsoft Docs page titled "Design and code Windows apps". The left sidebar contains a navigation menu with sections like "Build desktop apps", "Get started", "Setup guides and resources", "Design" (which is expanded to show "Overview", "Design in Windows 11", "Design basics", etc.), "Shell", "Input and interactions", "Devices", "Usability", "Design toolkits and samples for Windows apps", "Develop", "Package and deploy", "API reference", and "What's new?". At the bottom of the sidebar is a "Download PDF" button. The main content area features a large heading "Design and code Windows apps" with a sub-headline "Design guidelines and UI code examples for creating Windows app experiences". Below this are several cards: "Design downloads" (with a grid icon), "Design basics" (with a window icon), "Layout" (with a grid icon), and "Controls and patterns" (with a circular icon). Each card has a brief description and a small thumbnail image.

# Brand style guides

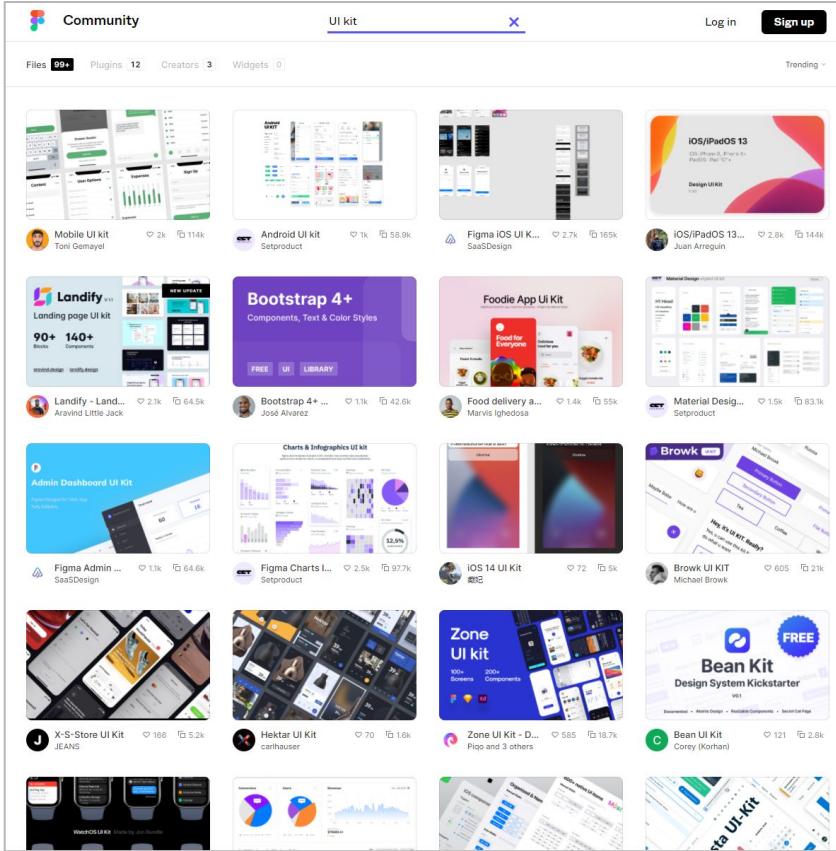


The visual style of a product should also establish rules for brand representation.

**Right:** Selected assets from Uber's "Brand System Quick Guide 2018".

*The visual design language of Uber's app is consistent with the company's marketing to ensure that the UX of the app is unique and reminds users of the brand.*

# Prototyping UI kits

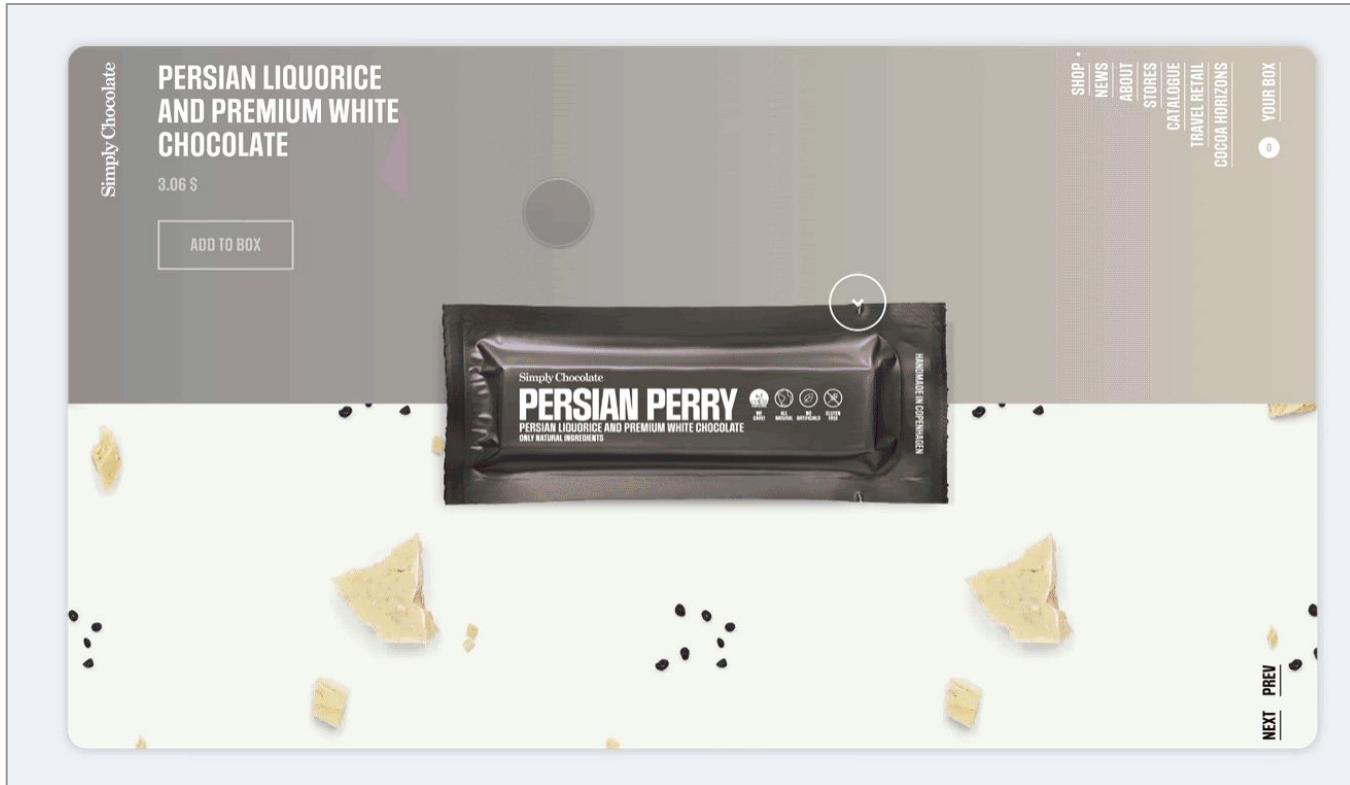


**User interface kits** are digital component template resources that can be used for high-fidelity prototyping.

UI kits contain pre-built interface elements as modular components that can be easily customised and used to rapidly assemble screen layout designs.

**Right:** Community contributed UI kits for Figma. These can be used to kickstart development of a prototype. Customise them to reflect your product's unique brand.

# Motion in GUIs



*Above: Motion in **simplychocolate.dk** provides engaging feedback.*



# Design trends



Much like art and fashion, UI design trends exhibit seasonal change.

**Left:** The recent trend given the name "**neumorphism**". This is an invented name created by designers as a play on the term "skeuomorphism".

**Note that design trends are often not grounded in theory or specific usability benefit.**

# Design trends



**Left:** Another more recent trend, affectionately known as "glassmorphism".

Experimentation with evolving design trends is not without merit.

Aspects of glass-based surface design can be seen in recent updates of Apple's iOS and Microsoft's Fluent styles.

# Next session

- UX Design Methods
- High-Fidelity Prototyping with Figma

## Reminders

- **Discussion Forum 1 is due at the end of this week**
  - Post your submission containing an original photo and explanation.
- **Stage C is due on Tuesday next week**
  - Define 1 scenario and 3 acceptance criteria
  - Create a journey map
- **P3 replacement classes next week (Australia Day university holiday)**
  - Wed 26 Jan classes replaced with Thu/Fri classes