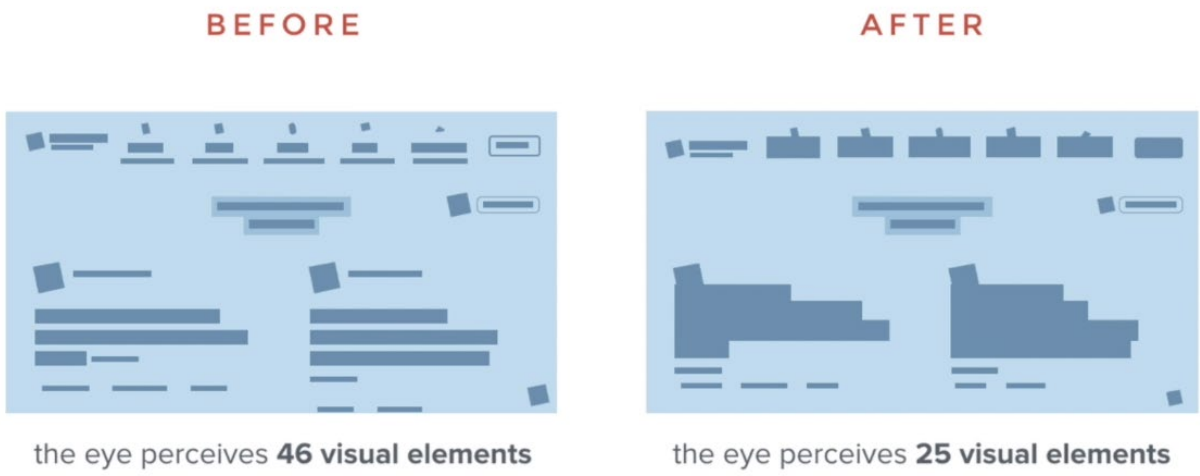
- What is design?
    - Problem Solving → planned and purposeful vs decorative and haphazard
- Review Design Principles
    - Balance
        - Balancing any layout means arranging positive elements and negative space so that no one are of the design overpowers the others (unless it's supposed to)
        - Everything works and fits together
        - When a design is unbalanced, it means that the individual elements are competing with the whole – they call too much attention to themselves (focus is on the trees instead of the forest – on individual elements instead of the whole layout/design/etc.)
        - Symmetry doesn't always equate to or provide balance – this happens when the negative space, or the gaps between elements, are too large or too numerous

- This can be fixed by using Proximity

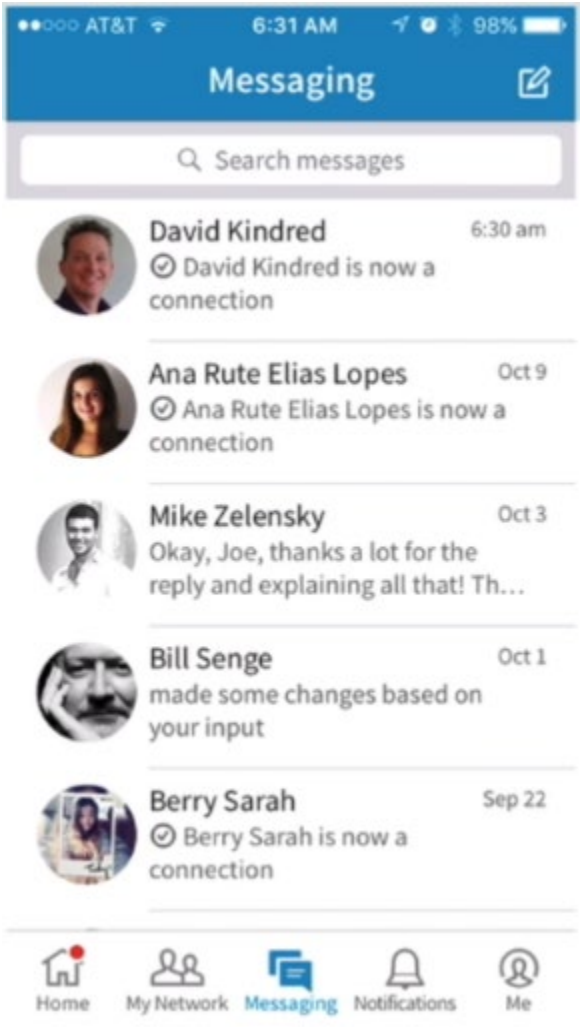


- By moving elements closer together, the eye naturally groups them and creates an association, thus eliminating the competing elements

- Unintentional proximity can create unintentional associations and can completely change the meaning of a visual element (be careful who you hang around with) – In other words, Proximity can clarify, but it can also confuse
- Proximity often beats out both colour and contrast
- In a content-heavy layout, balancing negative and positive space is mission-critical – it allows the user to quickly scan, identify, and group related visual elements
- Negative space works to signal visual hierarchy – using size, weight, and alignment – its boundaries work to define and group visual information

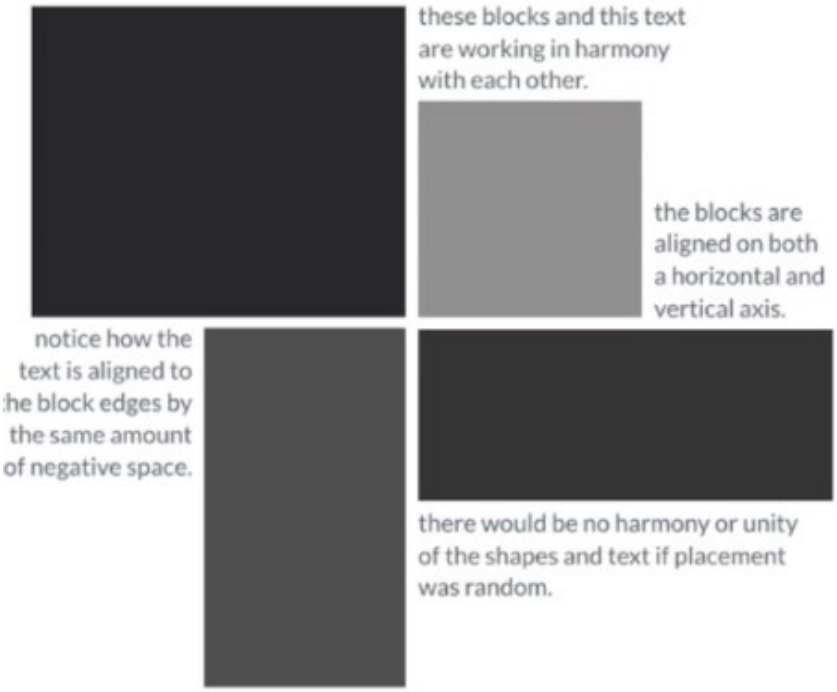
▪ Take away – group and organize related content using proximity
▪ Take away – balance creates visual order and signals relationships

o Rhythm
▪ Rhythm occurs when the intervals between elements are predictable (ie: similar size, shape, and length)
▪ When elements repeat at regular intervals, the visual rhythm speeds the identification process and the user's ability to quickly:
- Infer what the elements are, and
- Understand what they do



▪ The repetition of two or more of any elements implies a related structure (same size or shape or font)
▪ Take away – visual rhythm speeds comprehension and usability

- Harmony
  - When visual elements are in harmony, they relate to and complement each other
  - Harmony is a big part of what holds individual elements together visually and form a greater, cohesive whole
  - Harmony comes largely from rhythm and repetition
  - Repetition re-emphasizes visual elements, connecting and creating areas of attention



  - Size, shape, and placement also alignment, proximity, repetition, colour, etc. can be used to create harmony
  - Harmony is naturally directional, it creates or enable flow
  - When you design things in a harmonious way, you are playing with the brain's natural abilities
  - Take away – Good design is held together by harmony
- Alignment
  - Alignment is the most important visual design principle and it is the one that gets broken most often
  - Even if you do nothing but use proper alignment, your designs will be infinitely more useful, usable, and understandable – which makes them more valuable
  - Take away – align everything with everything else
- Contrast
  - The human brain is wired to seek out contrast
  - Areas of highest contrast automatically and unconsciously draw the user's attention
  - Contrast should be applied according to the importance of a particular element
  - Primary content, or calls to action, should have the most contrast

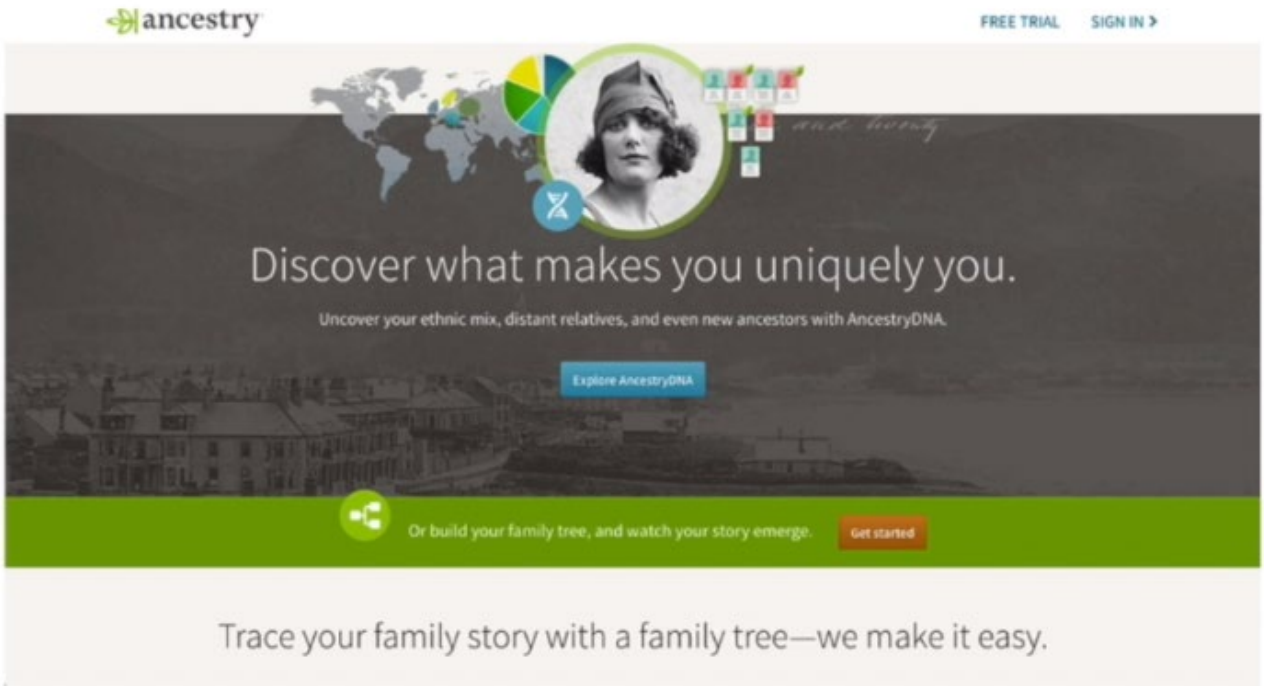
Text is easily readable when stark, complementary colors are used.

Lack of contrast between text and background strains the eyes because they don't know which color to focus on.

A design where text is the brightest element can reduce eye strain by focusing attention.

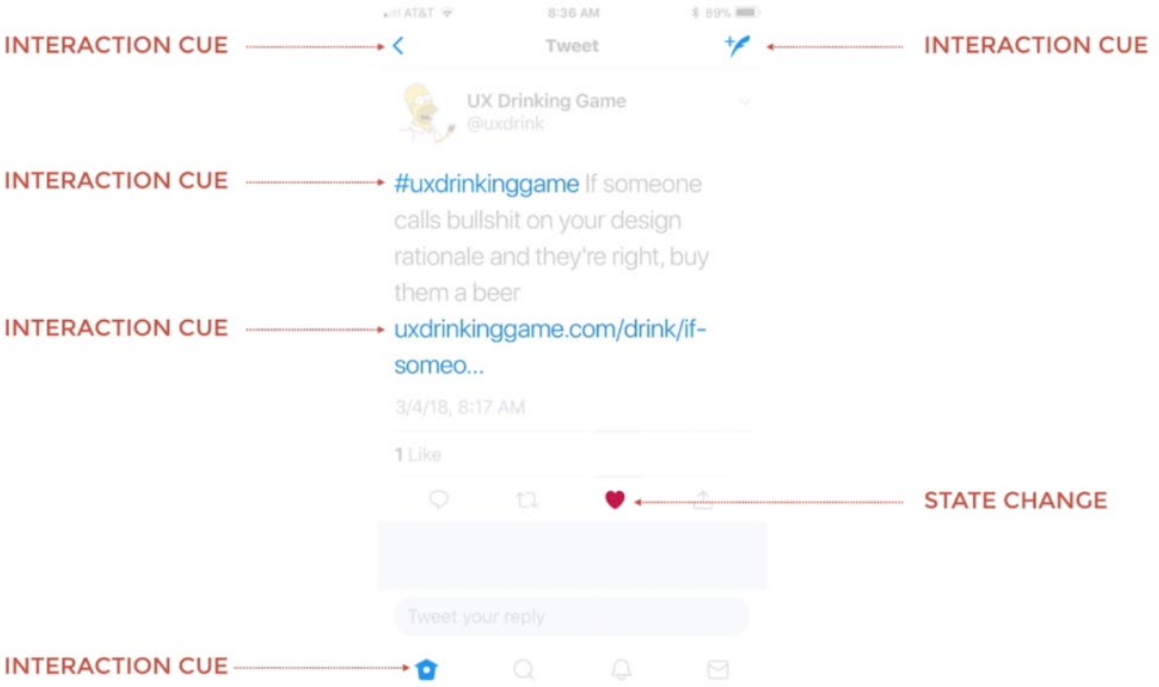
The fact that colors are complementary doesn't mean contrast is appropriate. If both colors are too bright, eye strain is again the result.

- Wherever you apply the most contrast is where the user's attention will be drawn. If that element isn't the most important thing on the screen, then you're directing the user's focus to the wrong place. You want to design with contrast purposefully to keep the user's focus where it needs to be – on the core content or call to action, which should have the most contrast. Secondary content or calls to action (and everything else) should have substantially lower contrast.

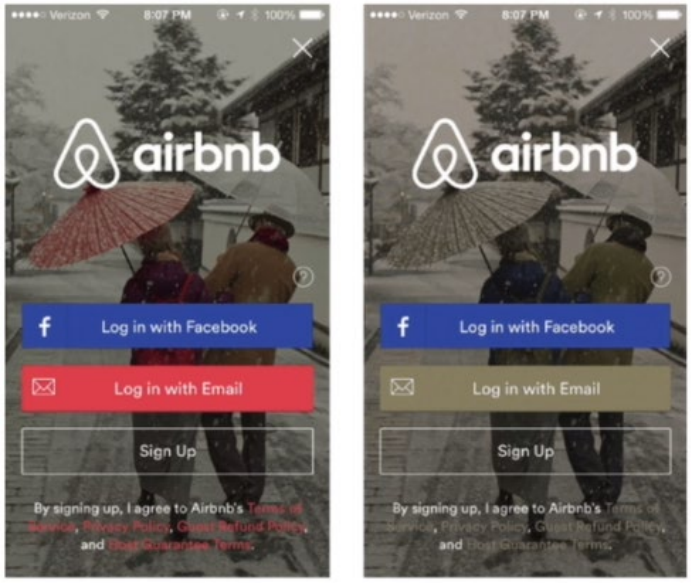


- Contrast can be said to perform 3 essential functions:
  - It draws the user's attention to the essential components of the interface
  - It helps the user understand the relationships between onscreen elements
  - It communicates hierarchy and signifies importance within and across multiple sets of visual elements or information
- Take away – contrast always wins over colour

- Review Colour
    - Colour matters! Because colour:
        - can get or guide a persons' attention
        - can physically stir an emotional response (dopamine)
        - can have associated meanings – especially when used consistently
        - can provide symbolic meaning and enhance the visual experience (antique, etc.)
        - can provides visual cues



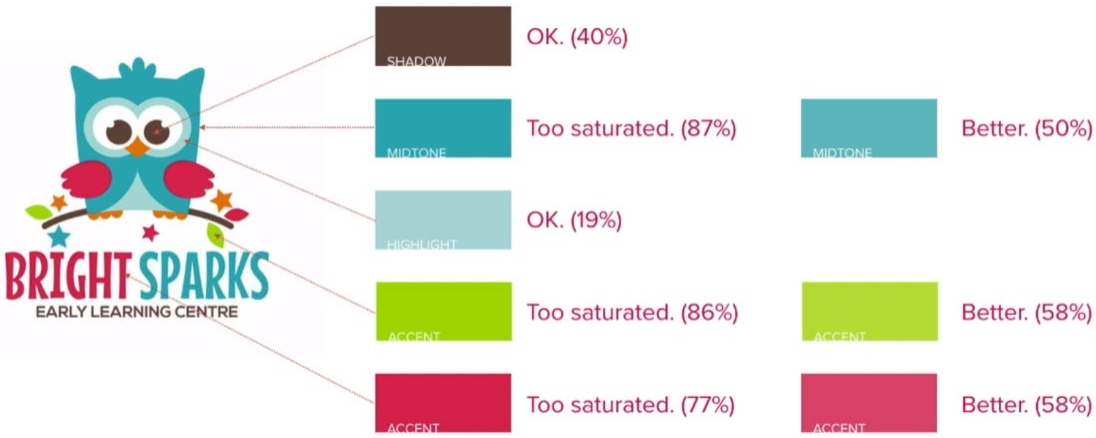
        - Creates connection and continuity
        - can maximize readability and minimize eye fatigue
    - Overall, the purpose of colour is to please the eye in order to sustain visual interest
    - Colour should be used to highlight, not as the sole differentiator



    - How to choose your colours:
        - Colours have common associations (influenced by cultural/regional applications)
            - Black
                - represents Power and Authority

    - is timeless
    - cool
    - brooding, intensity
    - is counterculture (arts & music)
- White
    - innocence and purity
    - cleanliness and sterility
    - surrender (universal)
    - peace
- Red
    - alarm and urgency
    - importance / attention
    - intensity
    - speed
    - warning of danger
    - love and passion
- Pink
    - romance
    - gratitude
    - grace
    - admiration
    - harmony
    - compassion
    - female (historically and stereotypically)
- Blue
    - peaceful
    - tranquil
    - sky / ocean
    - business
    - technology / innovation
    - male (historically and stereotypically)
- Green
    - nature / organic
    - calming
    - refreshing
    - relaxing (ie: hospital “green” rooms)
- Yellow
    - optimism / happiness
    - warmth (sunlight)
    - positivity / joy / hope
    - caution
- Purple
    - royalty / wealth
    - luxury
    - sophistication
    - considered feminine and romantic
- Brown
    - nature / earth
    - home
    - friendship
    - richness

        - genuineness
        - solidity
        - calming
    - Colours have emotional impact
        - Seeing red has a physiological impact – it's been proven to increase blood circulation, breathing and metabolism
        - Red elements demand to be noticed – they scream for attention
        - Red signifies importance and priority
        - Blue communicates reliability, trust, comfort and calmness
        - Lighter blues are open and friendly
        - Darker blues suggest safety and security
        - Green sits between warm and cool, making it well balanced
    - Everything you see (in nature and in life) contains the four colour variations required for good UI design:
        - Shadows
        - Midtones
        - Highlights
        - Accents



    - Overall, you should be choosing colours based on Associations, Emotions & Brand
- How to tell if you're using colour correctly:
    - Are colours used sparingly?
    - Do your colours reinforce or interfere with hierarchy and content?

        - Is the colour scheme used consistently?
        - Is colour used functionally or decoratively?
        - Does functionality depend on colour?
            - Would the element be just as functional for someone who is colour Blind?
    - Take away: use colour to communicate and influence interaction
- How to – Logos
    - Step 1 – understand the business that the logo will represent
    - Step 2 – understand the requirements that the client is imposing
    - Step 3 – understand what the most important characteristic of the company is
    - Step 4 – understand any current branding and/or desired branding
    - Step 5 – understand the company's colour scheme and/or colours that represent the company
    - Step 6 – research component imagery to derive inspiration
    - Step 7 – research competitors to ensure design does not infringe
    - Step 8 – thumbnail out at least 50 concepts, then do 20 more
    - Step 9 – review thumbnails and select the top 10 candidates to present to the client
    - Step 10 – get approval of concept from client, or make modifications and/or send more samples to the client – iterate until approval is achieved
    - Step 11 – make a full-colour prototype of approved logo(s)
    - Step 12 – get approval or make modifications until client approves (depending on contract, revisions may be limited, or some designers provide unlimited minor revisions)
    - Step 13 – create high-quality final version of logo
    - Step 14 – get approval from client
    - Step 15 – make acceptable use document with logo variations for specific usage
