Interface Design Principles

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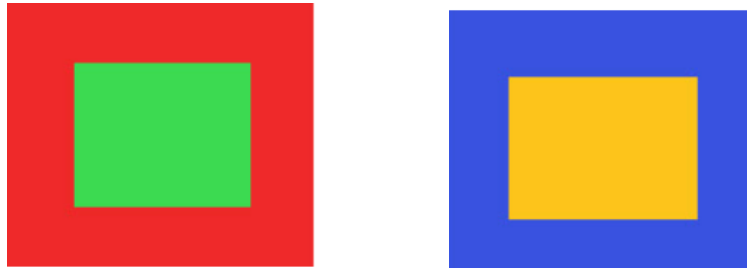mengistu@vt.edu

Outline

- Design Basic Principles
- Web Design Tools

Web Design Basic Principles

- The basic principles of design
  - Contrast
  - Repetition
  - Proximity
  - Alignment

Web Design Basic Principles

- Contrast
  - Avoid elements on the page that are merely similar
    - Type, color, size, line thickness, shape, space, etc.

Web Design Basic Principles

- Repetition
  - Repeat visual elements of the design throughout the piece
    - Colors, shapes, textures, spatial relationships, line thicknesses, fonts, sizes, etc.
  - Gives consistency to the design
  - Develops the organization and strengthens the unity

Web Design Basic Principles

- Proximity
  - Items relating to each other should be grouped close together
  - Helps organize information, reduces clutter, and gives the reader a clear structure

Web Design Basic Principles

- Alignment
  - Nothing should be placed on the page arbitrarily
    - Every element should have some **visual connection** with another element on the page
  - Creates a clean, sophisticated, fresh look
  - Layout of the page

Web Design Basic Principles

- Accessibility
    - Ensures equal access to people:
        - With diverse abilities
        - Across various geographic locations
    - A legal obligation in many countries and industries

- Some design examples:
  - https://www.art.yale.edu/
  - https://www.zara.com/us/
  - https://www.netflix.com/
  - https://www.nyu.edu/
  - https://www.vt.edu/
    - https://www.vt.edu/innovationcampus/

Web Design Tools

- Many tools to design web interfaces
  - Figma, Maze, Sketch, Adobe XD, Marvel, etc.

References

- The Non-Designer's Design Book. Robert Williams, 3rd Edition. Published by Peachpit Press
- https://www.webdesignmuseum.org/