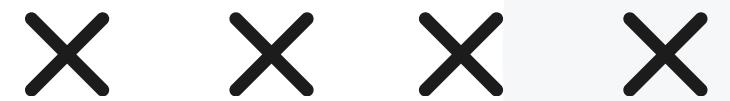


# **INTRODUCTION TO: Interaction Design**

## **WEEK 02**





# AESTHETICS OF INTERACTION DESIGN



02

Typically in visual arts, aesthetics refer to; balance, colour, movement, pattern, scale, shape and visual weight – that designers use to complement their designs' ability and enhance their functionality.

In UX or UI – the aesthetic features in this context are; the lines, colours, spacing and what elements you choose to apply and how you do so.



# AESTHETICS IN DESIGN ≠ ART

Aesthetics is an old-age principle revolving around the nature of beauty... as it's a fact that people prefer pretty things. Humans are hard-wired for visual input, with first impressions around 50 milliseconds and their gut reactions guiding them to either continue with or abandon your product.

When your product has good aesthetics, you;

- Create an Attractiveness Bias
  - Emotional Designs
  - More traffic & Time Spent
- Make users more tolerant of usability issues



# HOW TO LEVERAGE AESTHETICS

## ***Communicate - Don't Decorate***

It's vital to design for the user experience and optimize usability, so applying aesthetics should work together with your design's functionality.

- Visual appeal exists in objectivity and subjectivity
- Let form follow the function
- Use timeless rules/principals
  - The golden rule, the rule of thirds, etc.
  - Use of Whitespace
- Remember the context



03

## LAWS OF IXD

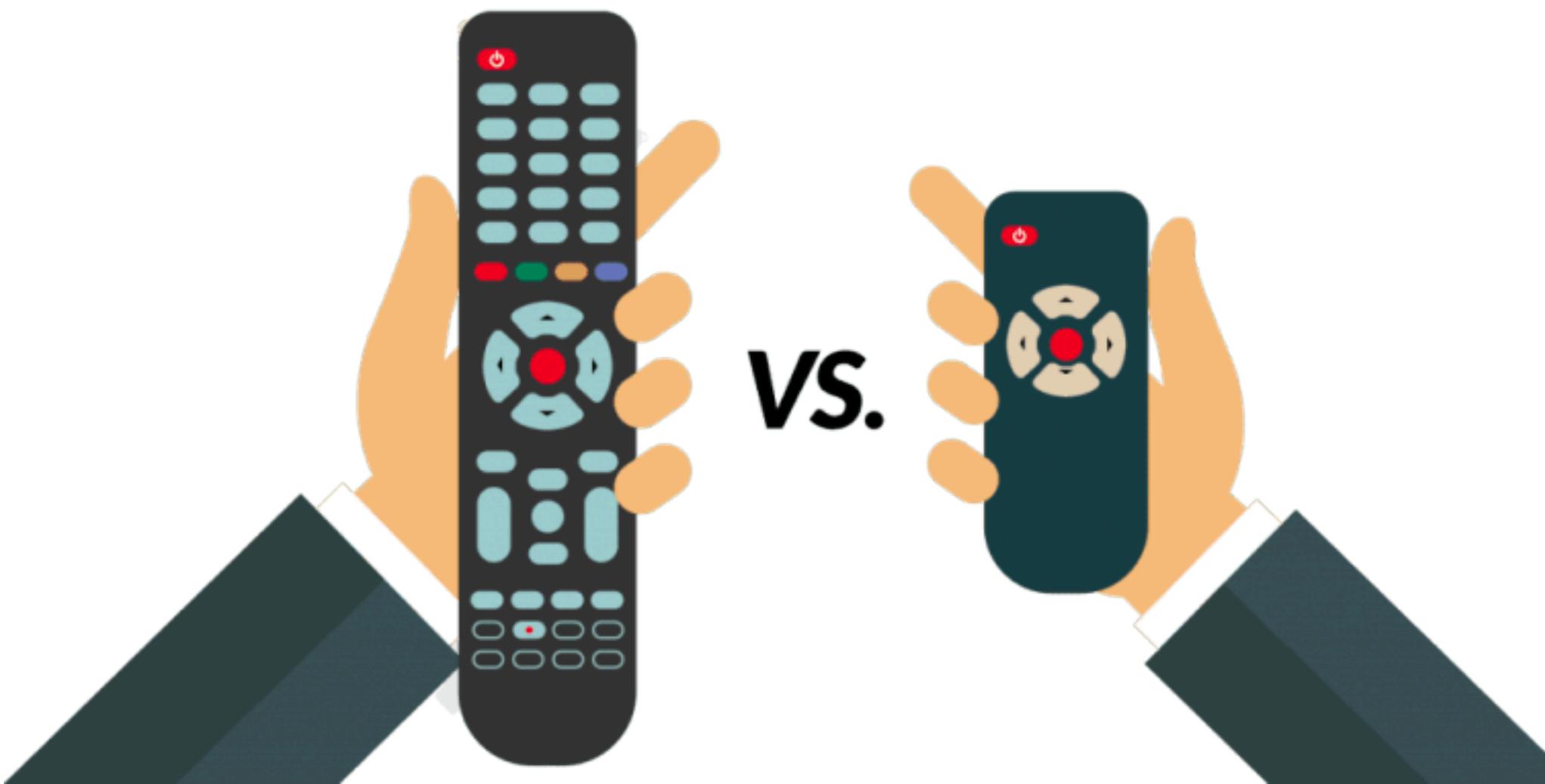
These are commonly found in many places! Can you think of any examples that you have experienced?





# HICK'S LAW (SIMPLIFIED)

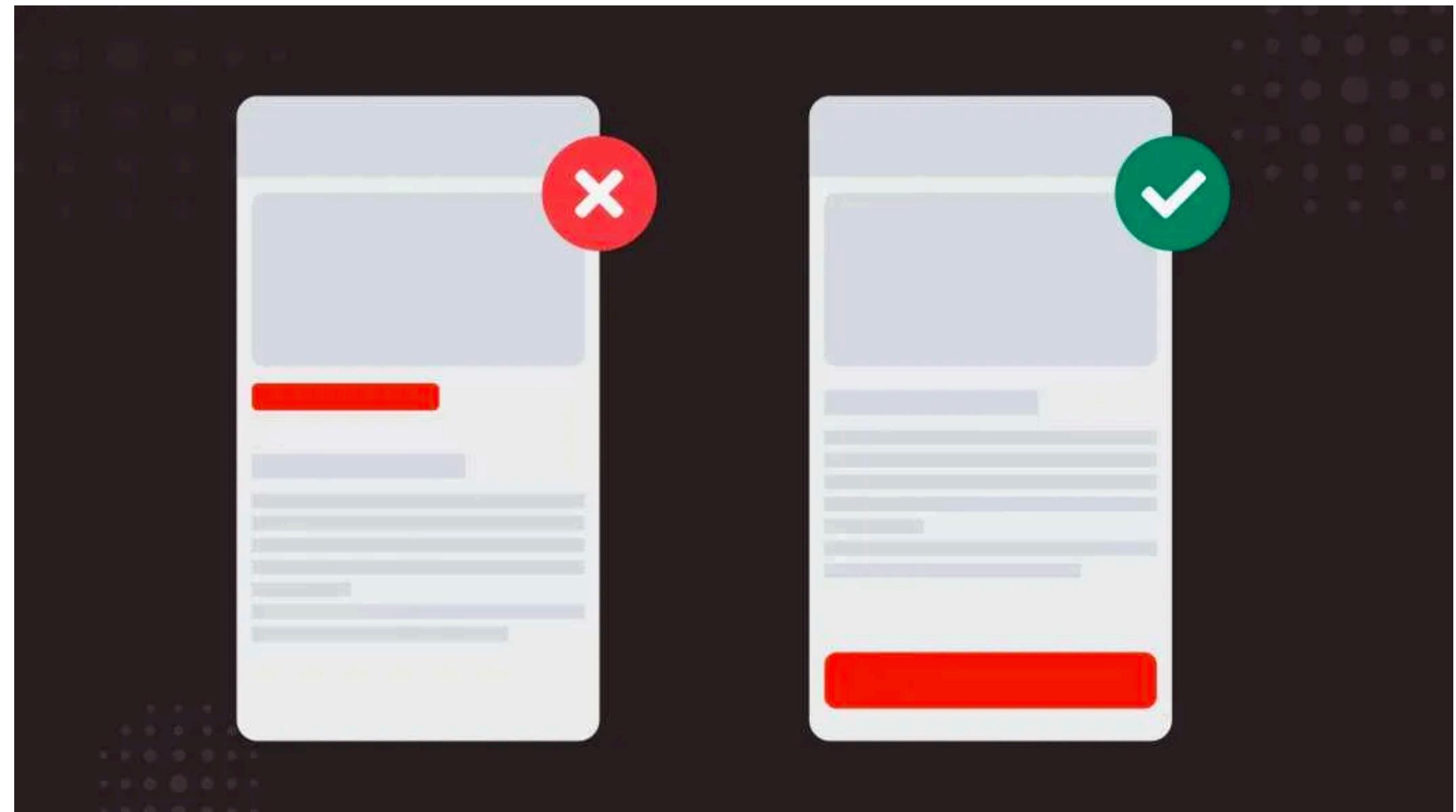
The more choices a person has in front of them, the longer it takes to decide. A user must weigh more options, which can lead to confusion.



× × × ×

# FITT'S LAW (SIMPLIFIED)

The bigger an object is, the faster a person can point it out.



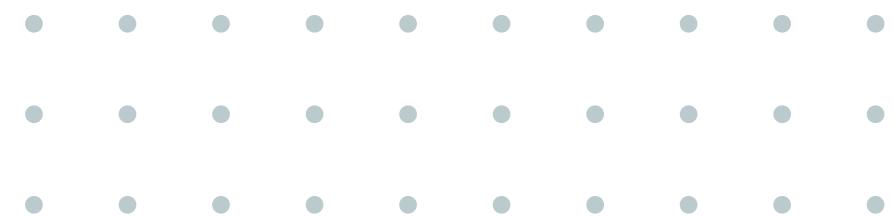


# 04

## VISUAL DESIGN ELEMENTS

Visual design elements are fundamental to creating appealing and effective visual compositions. They are combined and manipulated to *convey information, evoke emotions, establish brand identity, and guide the viewer's attention in a design.*

**Each element is critical in shaping a visual piece's overall aesthetics and user experience.**





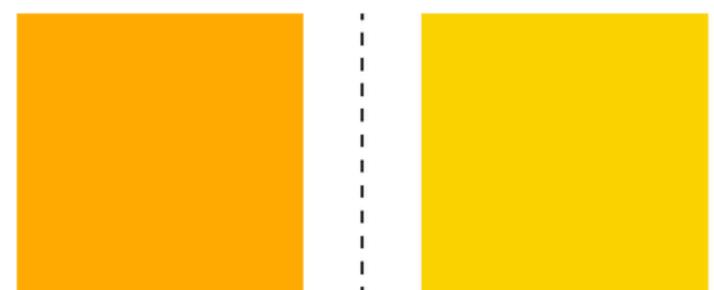
# VISUAL DESIGN ELEMENTS

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

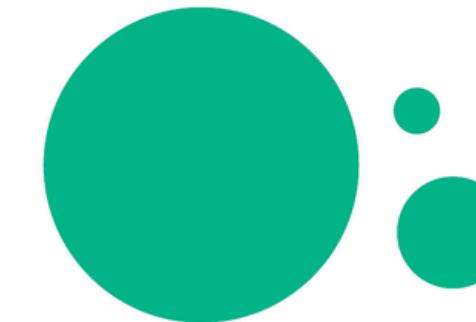
Balance occurs when there is an equally distributed amount of visual signal on both sides of an imaginary axis.



# 5 Visual-Design Principles in UX

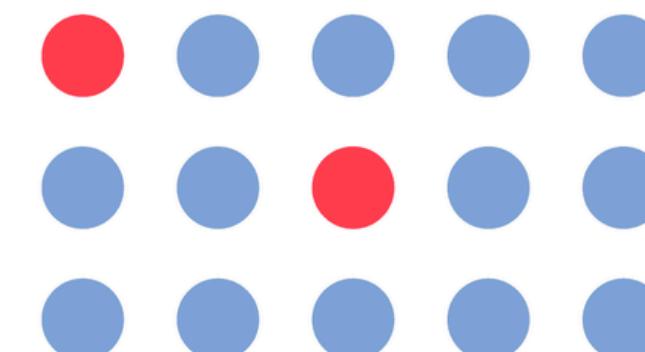
## SCALE

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



## CONTRAST

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



## 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.



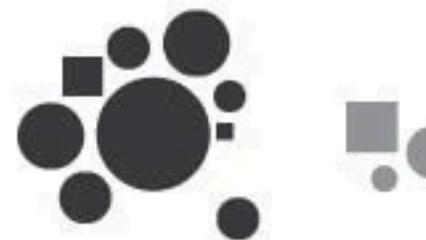
## GESTALT PRINCIPLES

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





# GESTALT PRINCIPLES



## PROXIMITY

*When objects placed together, the eye perceives them as a group.*



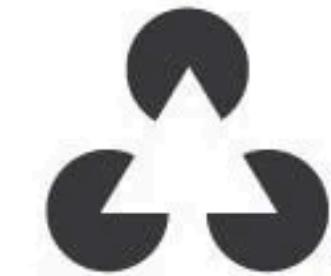
## SIMILARITY

*When objects look similar to one another, the eye perceives them as a group or pattern.*



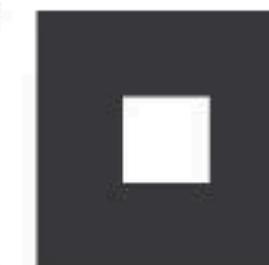
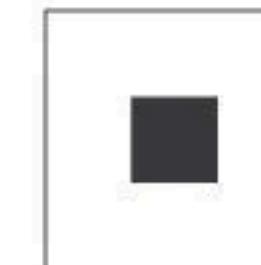
## CONTINUANCE

*The eye is compelled to move from one object through another.*



## CLOSURE

*When an object is incomplete or not completely enclosed.*



## FIGURE & GROUND

*When the eye differentiates an object from its surrounding area.*



# TYPOGRAPHY

## HEADINGS

80px

# heading 1

64px

## heading 2

48px

### heading 3

40px

#### heading 4

32px

##### heading 5

24px

###### HEADING 6

## TEXT

### BUTTON TEXT

example

SAVE ALL CHANGES

paragraph text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

paragraph text bold

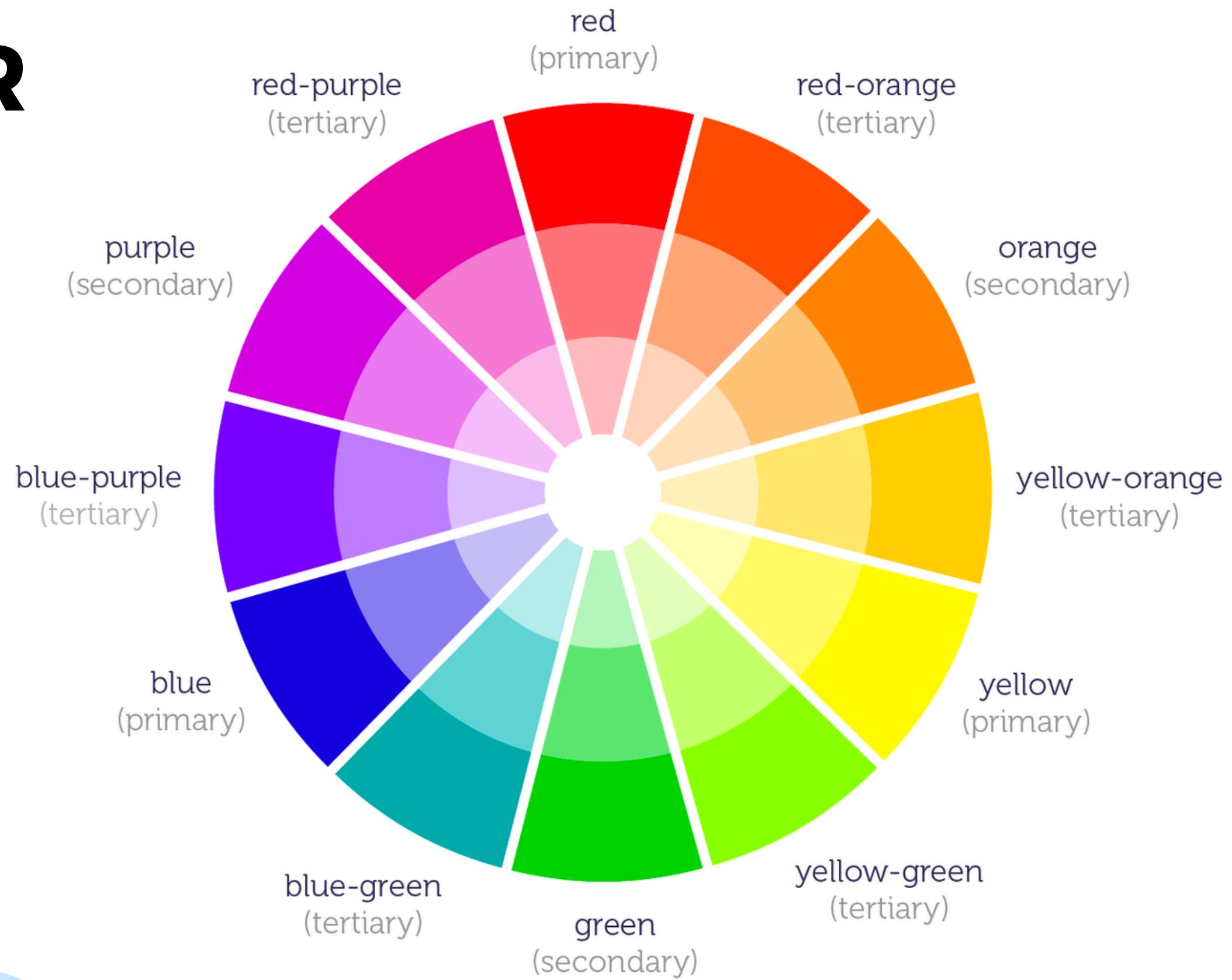
**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.**

small text

Lore*m ipsum dolor sit amet, consectetur adipis*c*ing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.***



# COLOUR





# COLOR EMOTION GUIDE

OPTIMISM CLARITY  
WARMTH  
FRIENDLY CHEERFUL  
CONFIDENCE  
EXCITEMENT YOUTHFUL  
BOLD  
CREATIVE IMAGINATIVE  
WISE  
TRUST DEPENDABLE  
STRENGTH  
PEACEFUL GROWTH  
HEALTH  
BALANCE CALM





**“COLOUR IS A POWER  
WHICH DIRECTLY  
INFLUENCES THE SOUL.”**

**– Wassily Kandinsky**



# VISUALLY APPEALING UI

The website features a warm, golden-yellow color palette. At the top, there's a banner with a woman smiling and the text "Inner Balance - Outer Beauty". Below the banner, a navigation bar includes links like "Try FREE:", "Sharing Transformations", "Chakra/ColorAlchemy", "Feng Shui SOULutions", "HEMPress YOUTHDuo", "YOUTHDuo Reverse Aging", "House Astrology", "Interior Design", and "Galactic Spirit". The main content area has sections for "May my passions also become yours...", "Today's Special YOU!", "Master Feng Shui Only \$18 a lesson/week!", "Feng Shui Mastery tips: follow the links for...", "GOOD Feng Shui TODAY!", "Valuable REAL Estate", "Clear Clutter", and "Welcome". It also features a video player showing a woman speaking.

The Slack homepage has a dark background with a central illustration of three people working together on a large digital board. The board displays various charts and data. The text "Where Work Happens" is prominently displayed. Below the illustration, there's a section titled "The hub for your team and your work" with the text: "Slack is a place where your team comes together to collaborate, important information can be found by the right people, and your tools pipe in information when and where you need it." There are four main sections at the bottom: "Channels" (represented by a speech bubble icon), "Search" (represented by a magnifying glass icon), "Integrations" (represented by a gear icon), and "Security" (represented by a lock icon). Each section has a brief description and a "Learn more about Slack features" link.

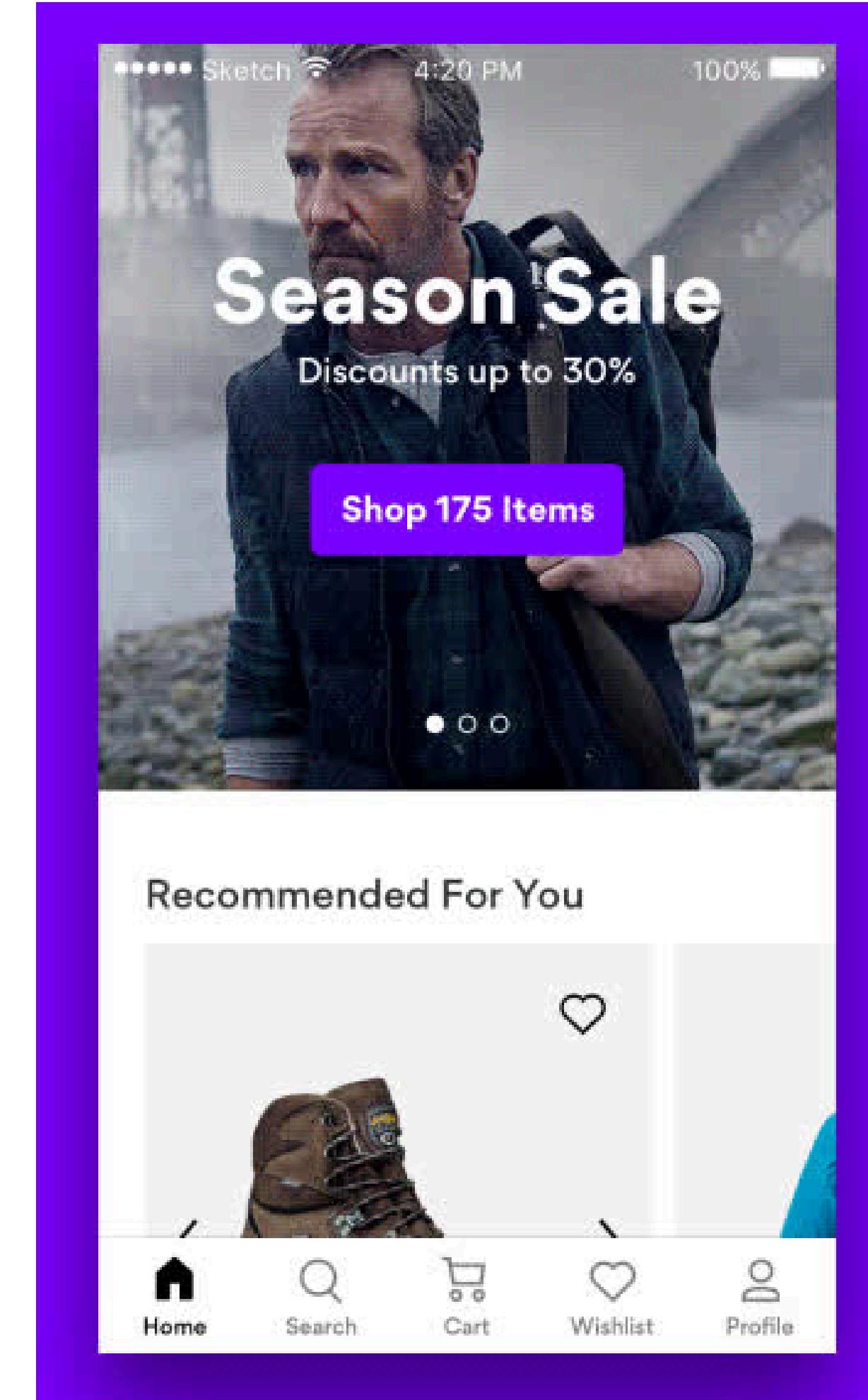
# **BREAK TIME!**

× × × ×

× × × ×

# INTERACTION DESIGN PATTERNS:

## INTERACTIVE ELEMENTS





# BUTTONS

A button is a fundamental UI element that will heavily affect your interaction design. Buttons have the power to compel users to convert, to carry out an action. Buttons are a middleman between the user and the product and are charged with keeping the conversation between person and machine going.



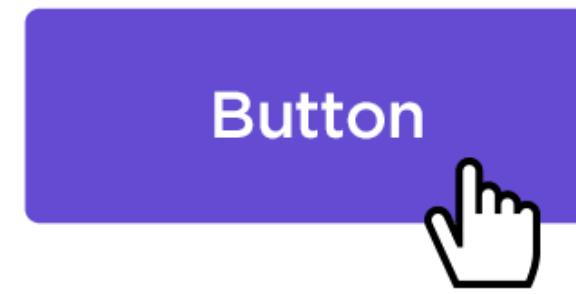


# Button states

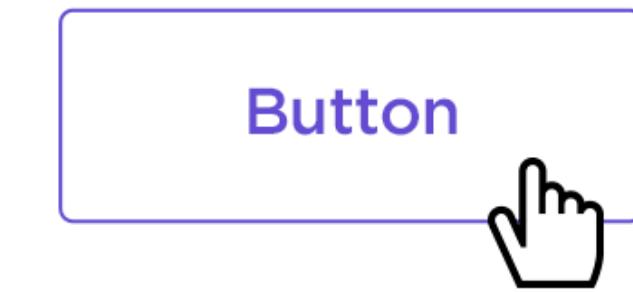
Active



Hover



Pressed



Disabled





# RULES TO BUTTON DESIGN

1. Make it look clickable
2. Make it easy to find and predict
3. Tell users what each button does. Don't make them guess.
4. Size matters: have buttons people can actually click on
5. Don't have a button for everything

REGISTER NOW >





# MENUS

Menus are lists of content categories or features, typically presented as a set of links or icons grouped together with visual styling distinct from the rest of the design.



Hamburger  
Menu



Döner  
Menu



Bento  
Menu



Kebab  
Menu



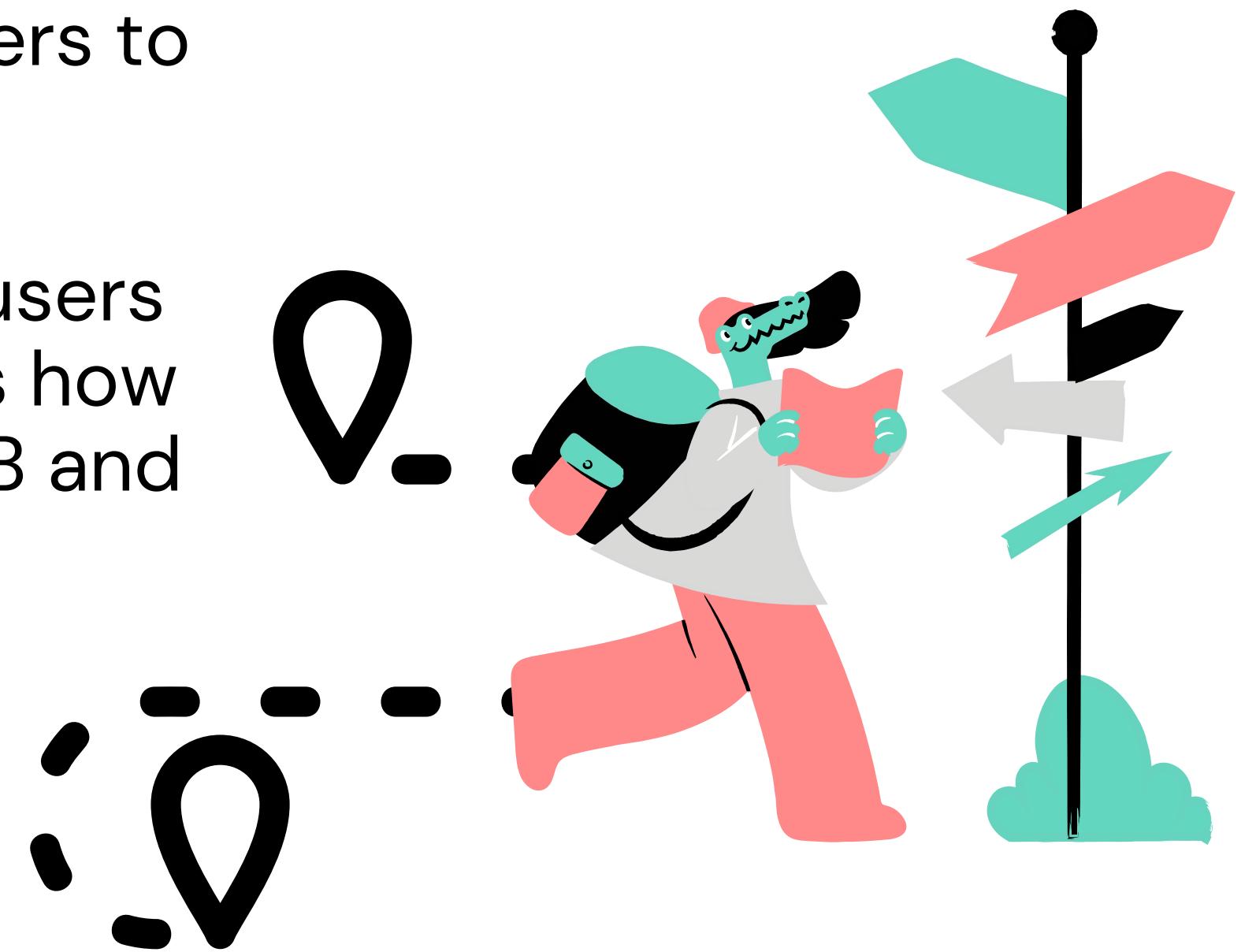
Meatballs  
Menu



# NAVIGATION DESIGN

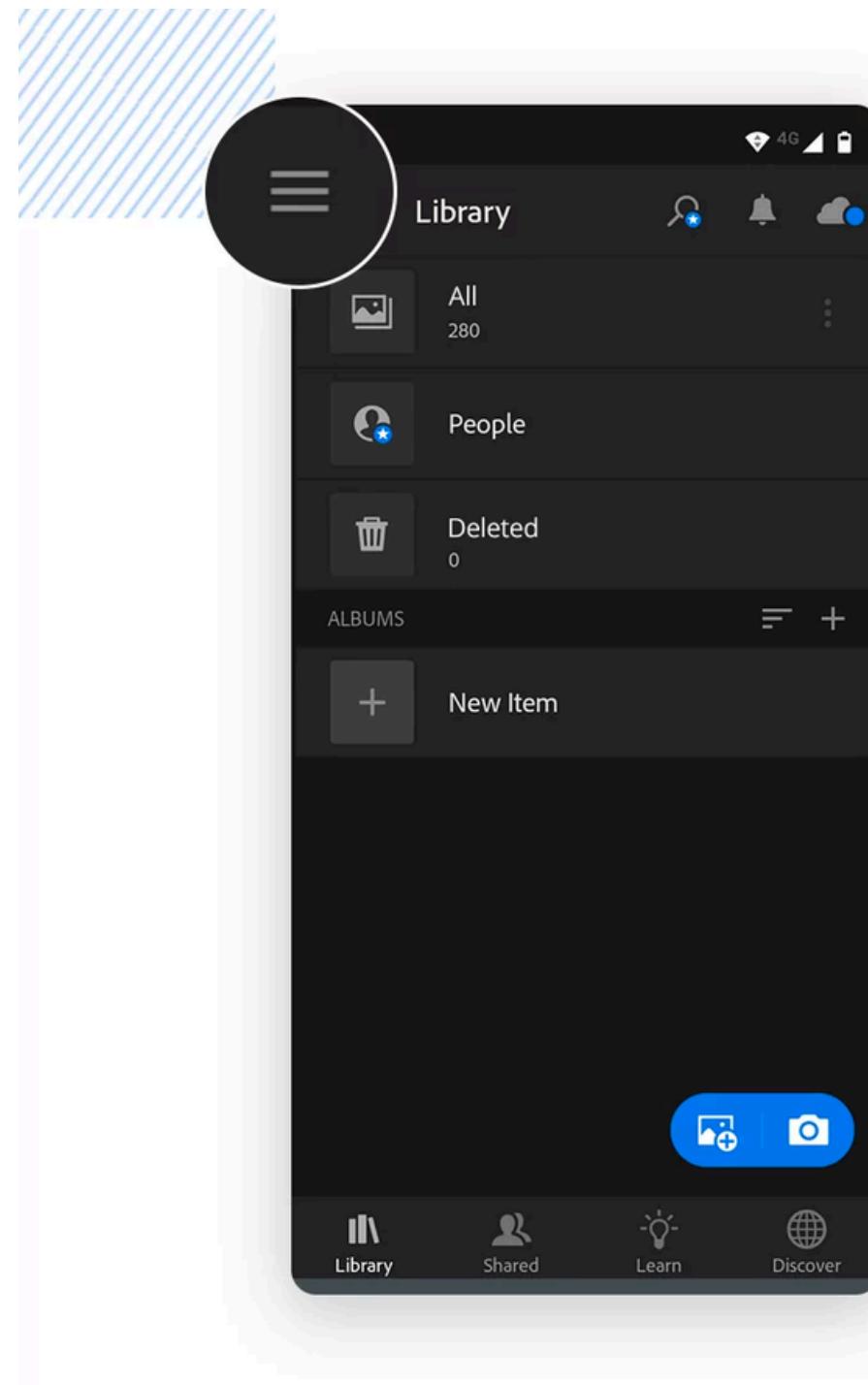
Navigation design is the discipline of creating, analyzing and implementing ways for users to navigate through a website or app.

Navigation plays an integral role in how users interact with and use your products. It is how your user can get from point A to point B and even point C in the least frustrating way possible.

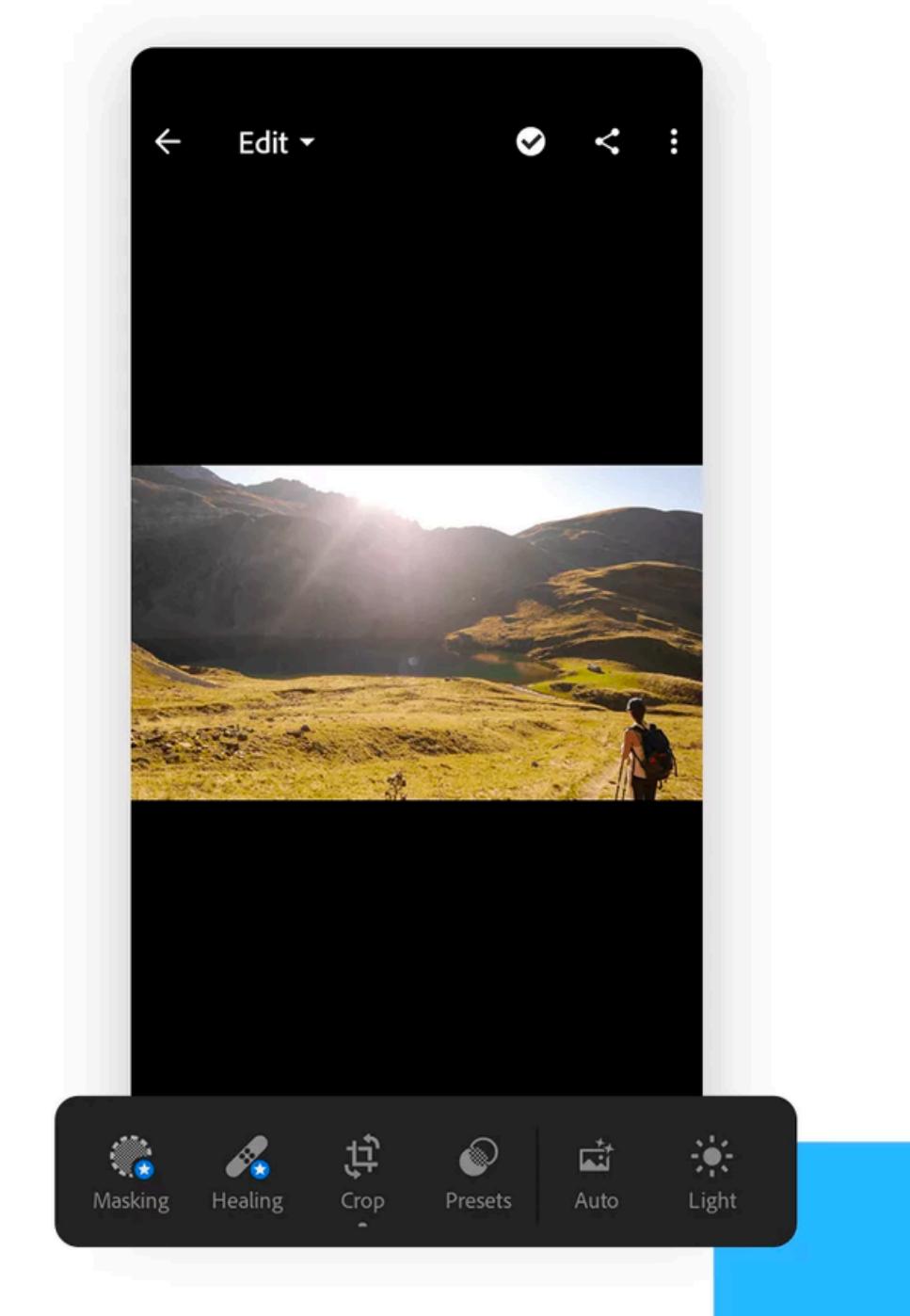


X X X X

# HAMBURGER MENUS

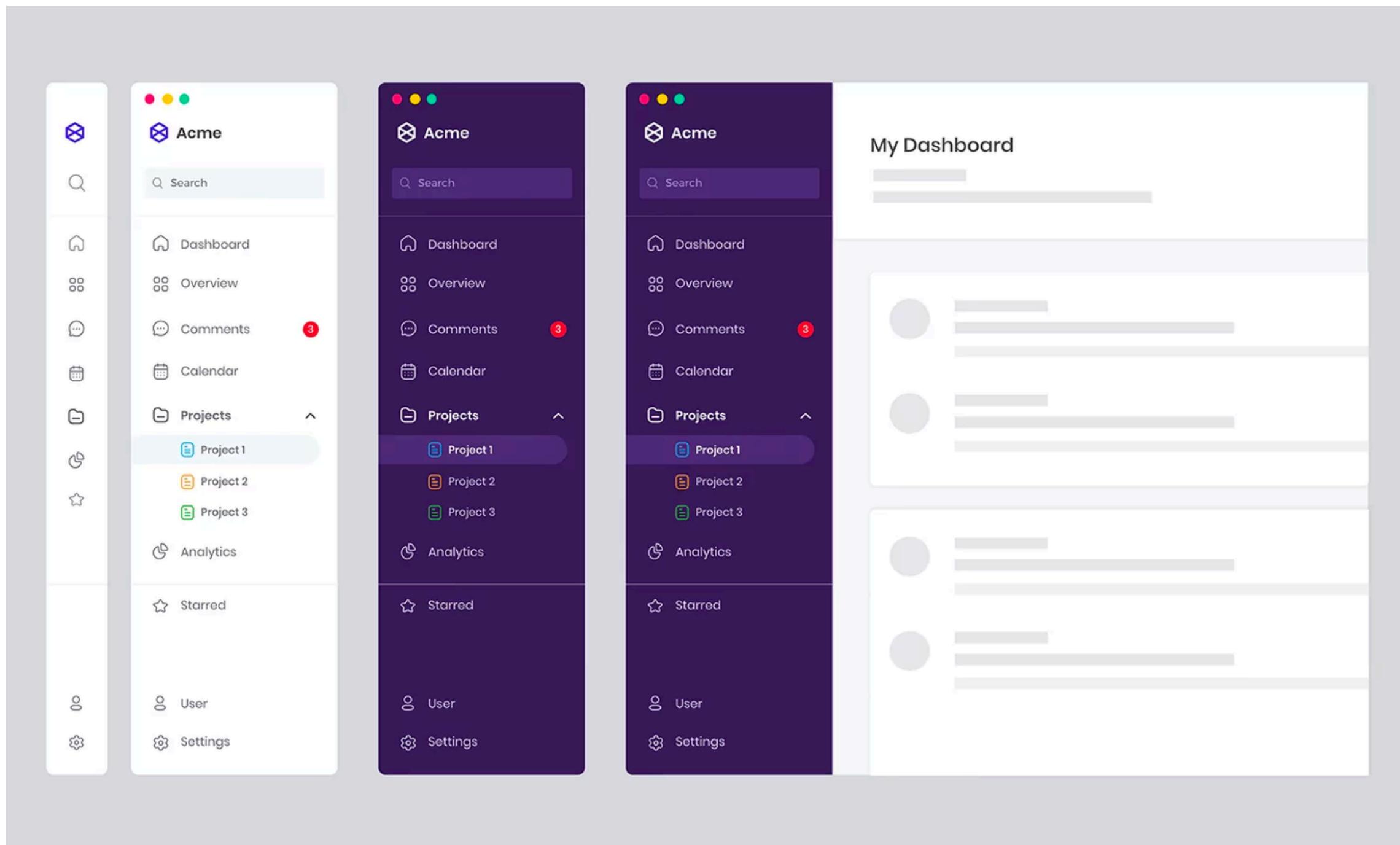


# TABS



X X X X

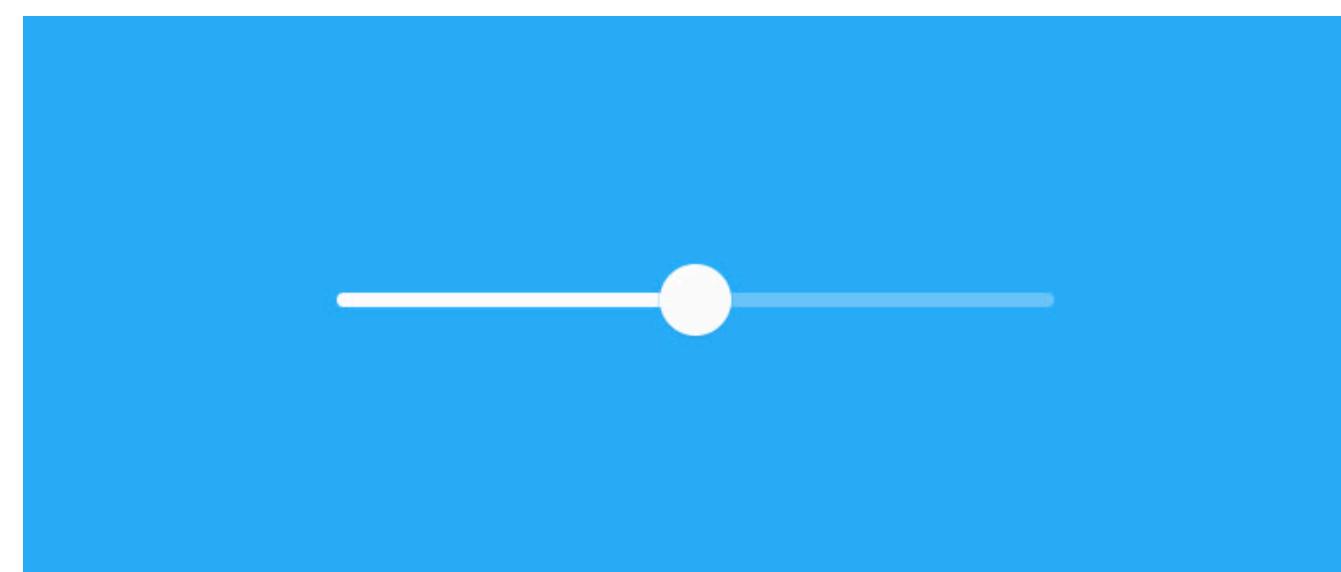
# VERTICAL NAVIGATION MENUS





# SLIDERS

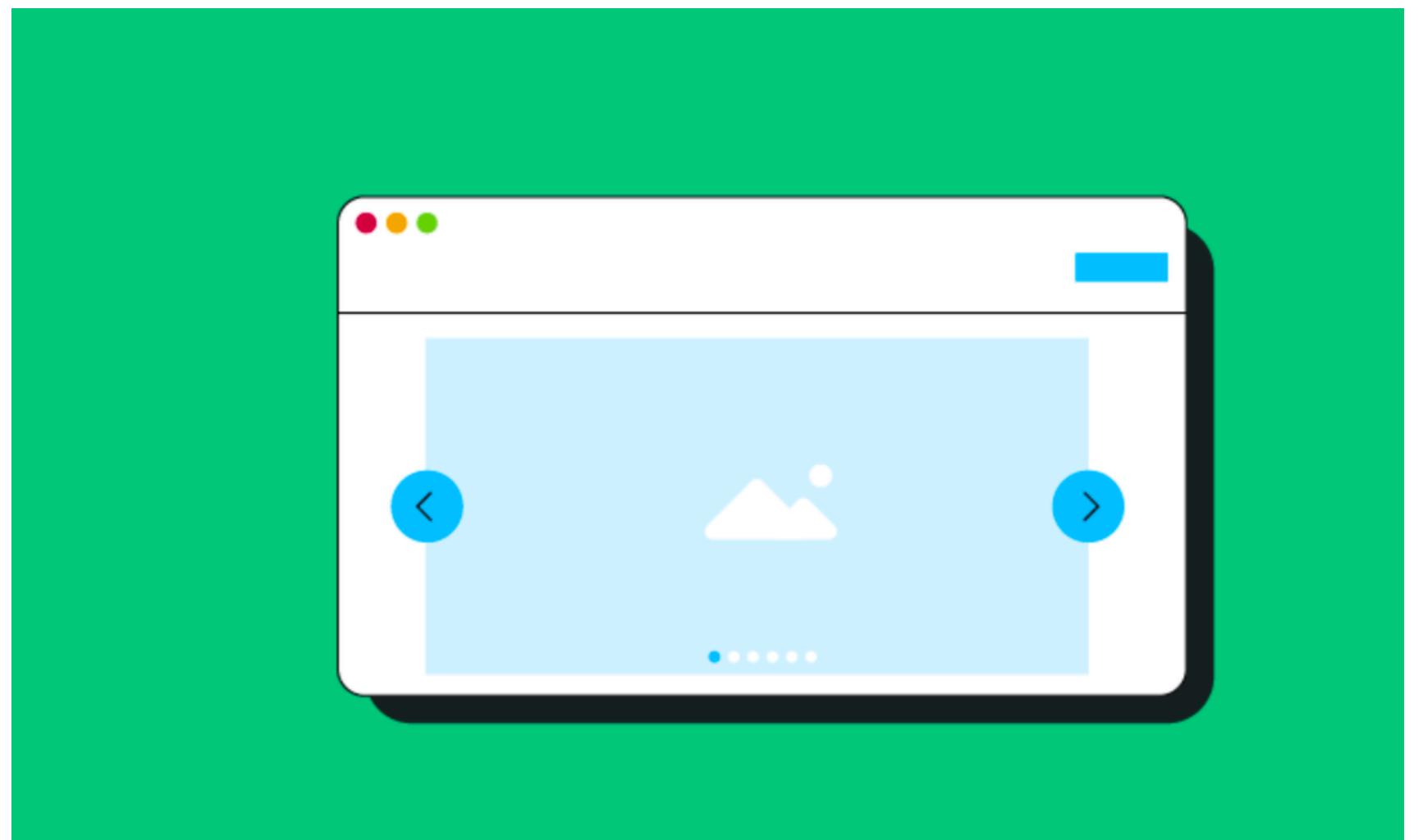
Sliders are frequently used in user interfaces to allow users to pick a value or range from a set of predefined options. In real-world usage, sliders can be tricky to handle. This is especially true on touch-based interfaces, where achieving precise control to finely adjust a slider to a specific value is often impractical.





# CAROUSEL

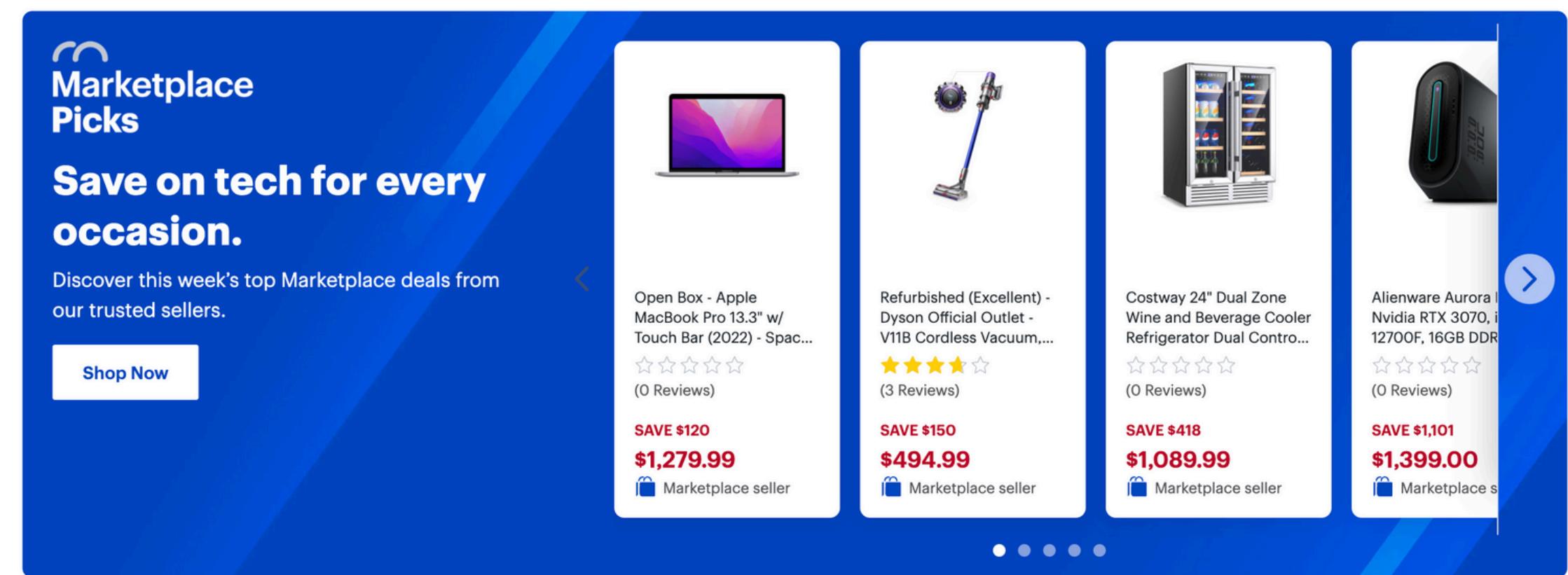
Carousels allow multiple pieces of content to occupy a single, coveted space. In other words, it is a slideshow of images or content that rotates automatically or with user interaction. Carousels are often used to showcase multiple pieces of content within a limited space, such as on a website's homepage or a product page.





# WHEN ARE CAROUSELS USED?

- 1) Announcements of products/services
- 2) Testimonials
- 3) Onboarding





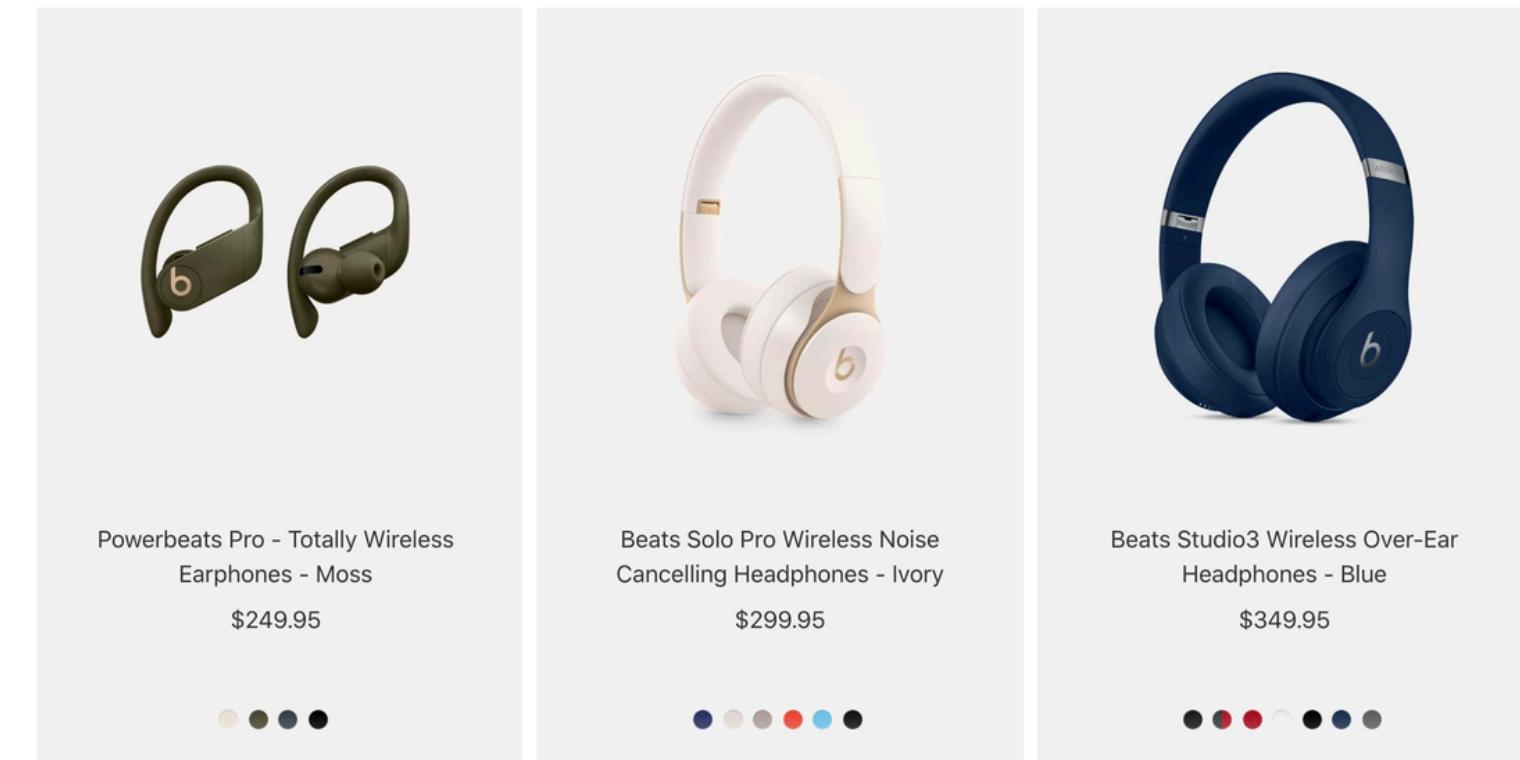
# BEST PRACTICES FOR CAROUSELS

- 1) Prioritize content
- 2) Use clear navigation
- 3) Include image alt text
- 4) Avoid autoplay
- 5) Ensure keyboard accessibility

iPhone Accessories

[Browse all ▾](#)

Featured Beats



Powerbeats Pro - Totally Wireless  
Earphones - Moss

\$249.95



Beats Solo Pro Wireless Noise  
Cancelling Headphones - Ivory

\$299.95



Beats Studio3 Wireless Over-Ear  
Headphones - Blue

\$349.95



[Shop all Beats ▾](#)



# **IN CLASS FIGMA ACTIVITY: POSTER DESIGN WITH IXD ELEMENTS**

You are to design a poster for a fictional event using Figma, incorporating interactive elements such as click and hover states. You can enhance the design with plugins, AI Tools within Figma, and external tools like Luma AI. The event can be anything from a music concert to an art exhibition or a community festival. This exercise aims to practice graphic design skills, including typography, colour theory, layout design, and interactive design.

You can post your figma links on the discussion board on BB.