



Skeuomorphism

CS 88SA | Kevin Tan | Lecture 4

MISS UNIVERSE 2015 ELMININATION CARD - *SHOW FINALS* 3 TO 1

2nd Runner Up USA

1st Runner Up COLOMBIA

MISS UNIVERSE 2015

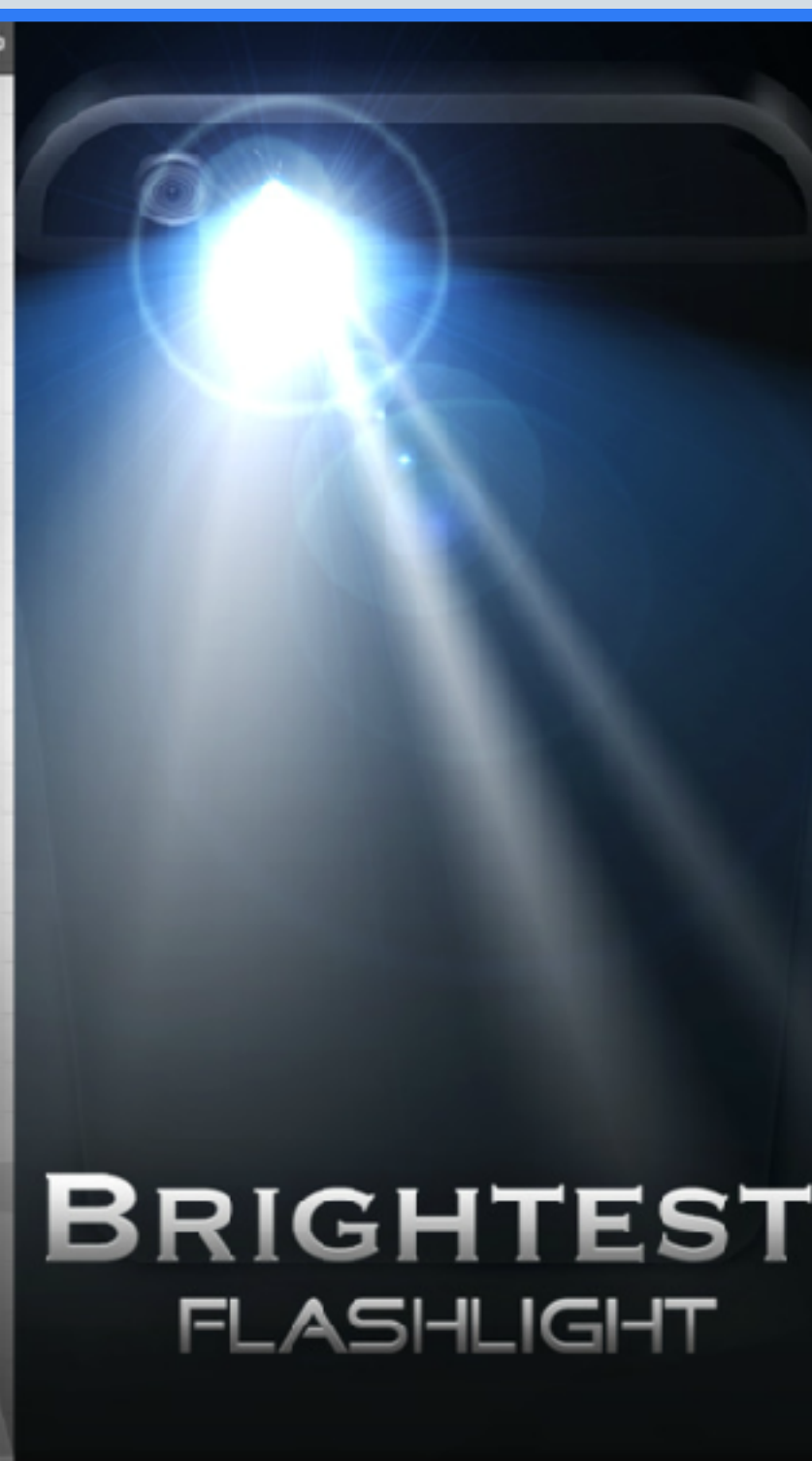
PHILIPPINES

the **HUSTLE**

Let's take a ^{nother} journey back
in time...







Touch Hockey



flipside

Instant
Replays!



Instant Replay

 **147**

BEST: 328

0:22

**3 FRUIT
COMBO
+3**

龍



Aside

Design is heavily influenced
by **current** societal norms
and standards

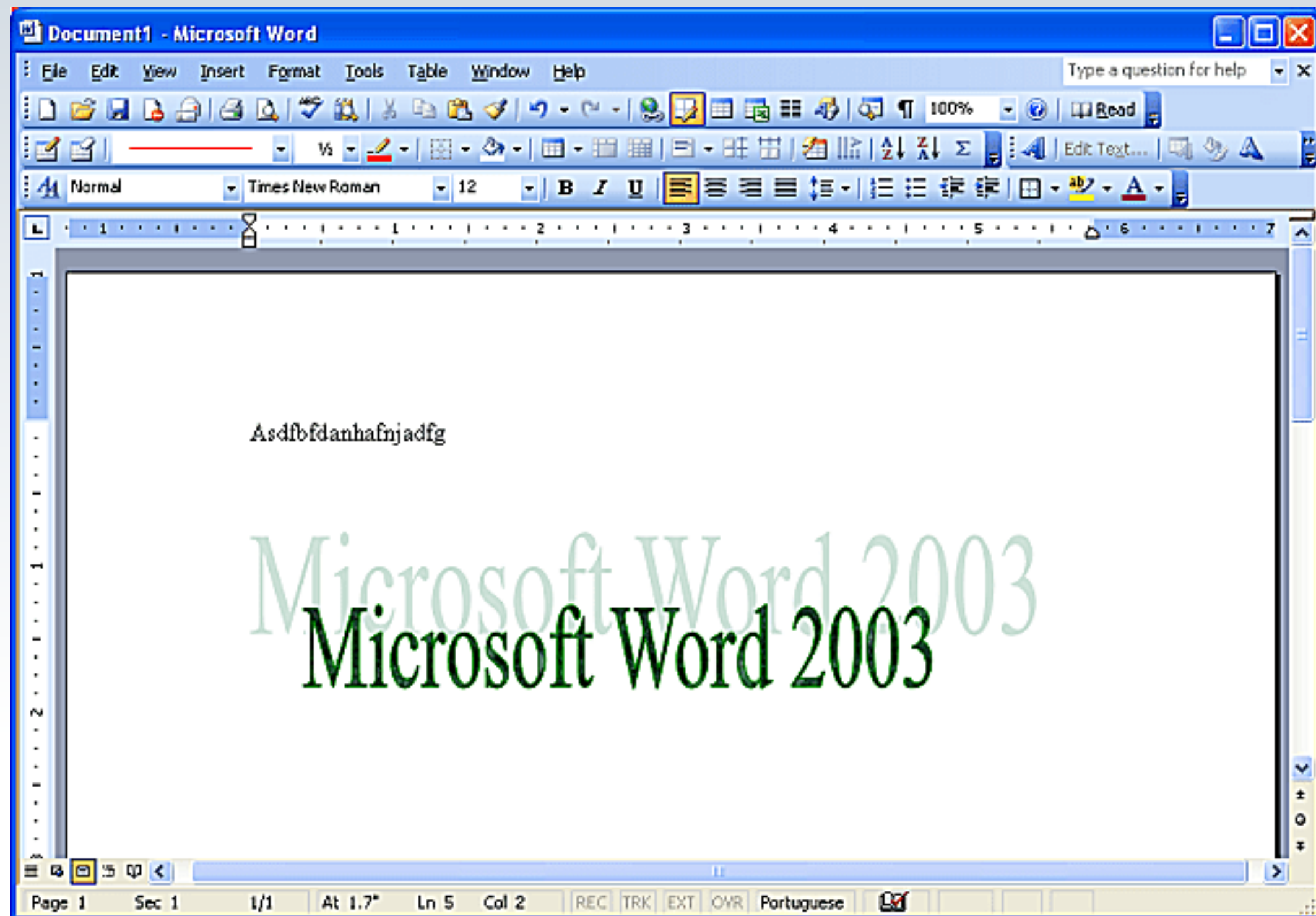
Skeuomorphism

What is Skeuomorphism?

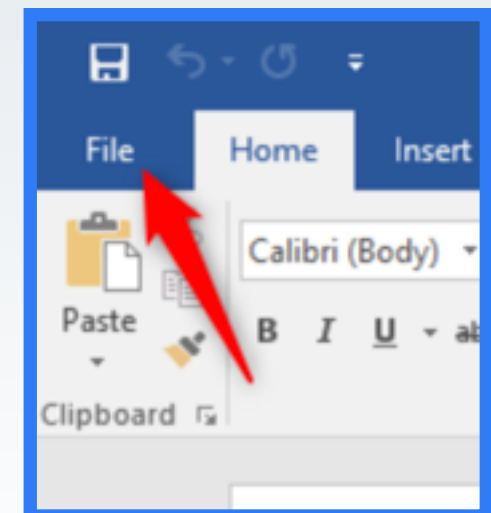
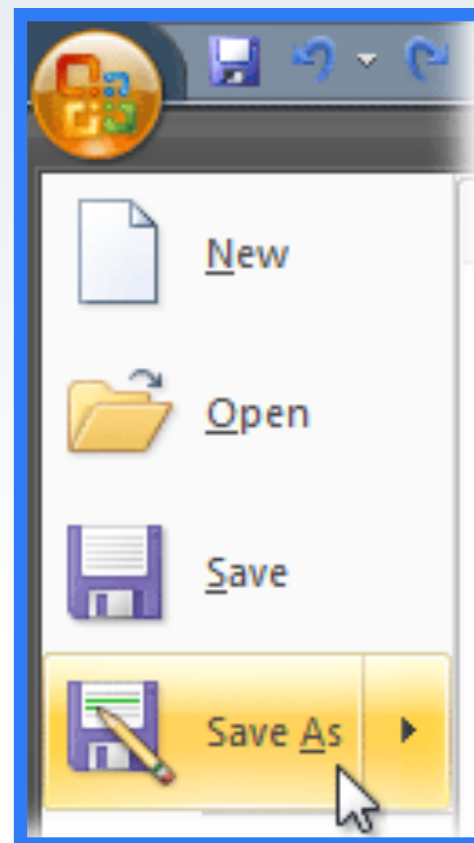
- Describes digital interface objects that **mimic** their real-world counterparts
- Can include both their visuals and how the user can interact with them
- Makes heavy use of **affordances** and **mapping**

Notes on Skeuomorphism

- Includes sound or tactile effects:
 - Twitter notification sound effect to mimic a bird (more of a brand than design thing)
 - Game controller that vibrates when you get hit
- Game Center looks like a Billiards table



The Save Button



Notes on Save Button

- Example of an **icon** using skeuomorphism
- Most of us have never actually used a floppy disk to save something before
- However, at the time, people did! So it was most natural to model the save button after a floppy disk

Daily Bruin

Assignment

≡

DAILY BRUIN

Q


Tuesday, April 23

News Sports Arts Opinion Photo Video Illustrations Graphics PRIME The Quad The Stack

In the news: [Beyond the Reports](#) [Athletics Admissions Scandal](#)

f t y d s

NEWS | April 22, 7:12 pm
Two UCLA buildings potentially exposed to measles, one student infected
BY TEDDY ROSENBLUTH
UCLA was identified as a site for possible measles exposure Monday, according to a press release from the Los Angeles County Department of Public Health. An infected UCLA student attended classes in Franz Hall on April 2, 4 and 9 and in Boelter Hall between 10 a.m.



Graduate documentary production student Jake O'Hare created "Running Aground," a documentary reexamining his changing family dynamics after learning about the sailing trips his father Scott and his siblings embarked on in the 1970s. O'Hare cast young actors to portray the 1970s versions of his family members. (Tammy Shankar/Daily Bruin)

ARTS | April 22, 10:51 pm
Documentary analyzes director's complex family

Subscribe to our daily newsletter
Enter your e-mail
Subscribe


The Daily Bruin's blog — a hub for analysis, explanation and student voices

THE QUAD, LIFESTYLE | April 22, 8:05 pm
The Quad: Consider clean cosmetics to cut out possible carcinogens in your everyday life
BY ALEXA GRECO
Formaldehyde is a key ingredient in embalming dead bodies. But the chemical's uses don't end there. Formaldehyde can be released by substances found in a number of cosmetics, including hair and skin care products.

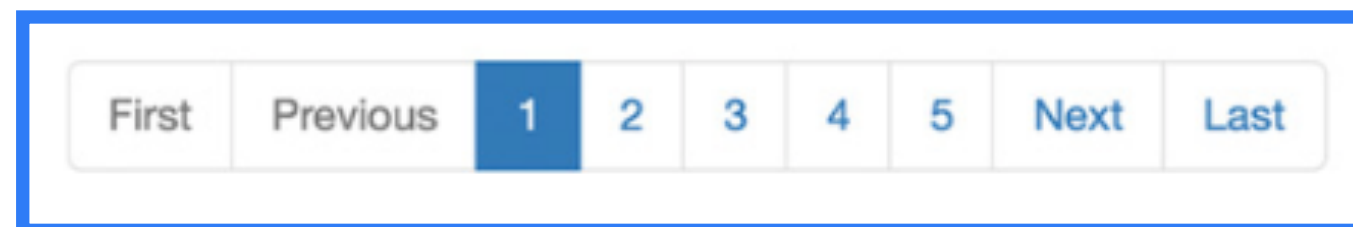
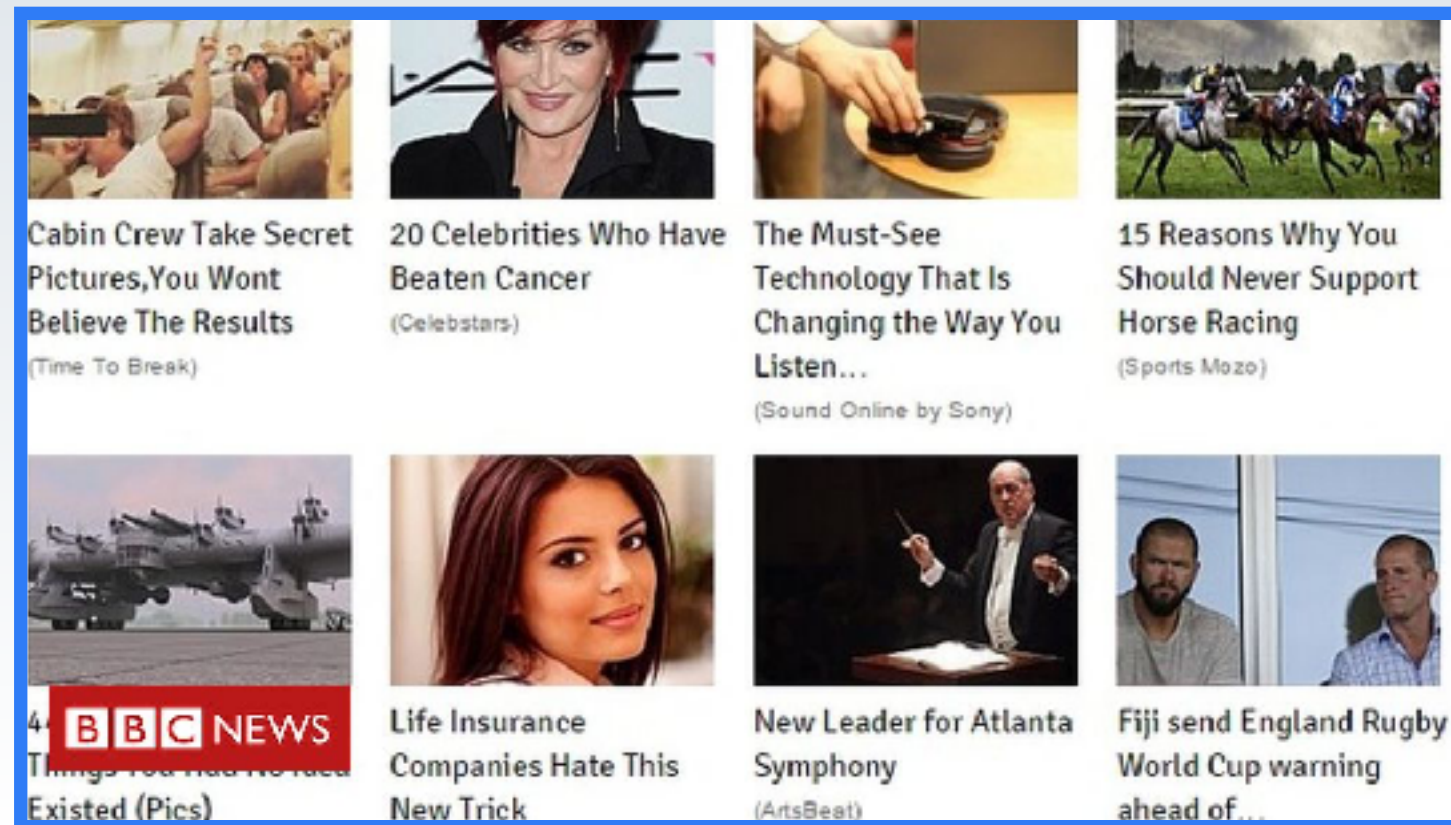


Notes on Daily Bruin



- Example of an entire **layout** using skeuomorphism
- Mimics the layout of a real life newspaper

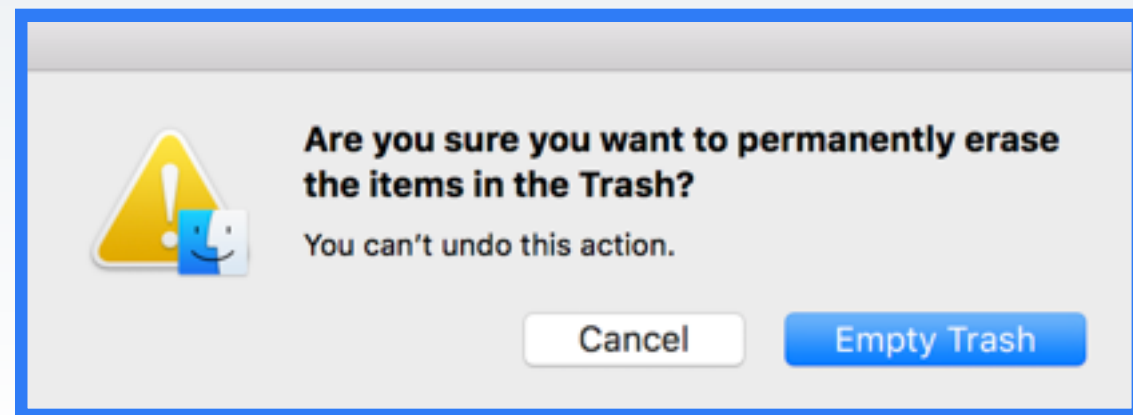
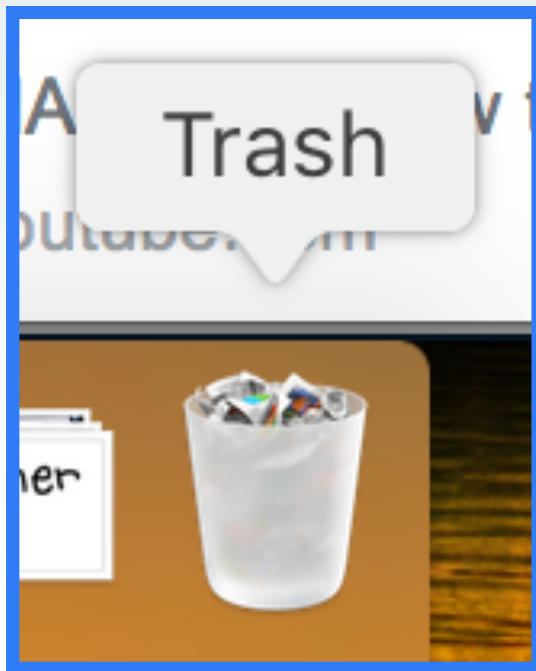
Pagination



Notes on Pagination

- Example of a **feature** using skeuomorphism
- The majority of online articles used to be split into pages, but in a digital world there's no need for pages
 - It's more efficient (performance-wise) to load an entire article rather than one page at a time
- Pages are a real world concept brought into the digital world to mimic actual print

Trash



Notes on Trash

- Example of an **interaction** using skeuomorphism
- You can drag things into the trash and “empty” the trash
- It’s so intuitive to get because it has a real-world analogue

Old Home Page



Notes on Old Home Page

- Has glossy buttons/icons that look like they can be pressed
- Extremely detailed app icons
- Skeuomorphism everywhere! (Camera, Notes, Newsstand, Compass, ...)

Old App Logos



Instagram

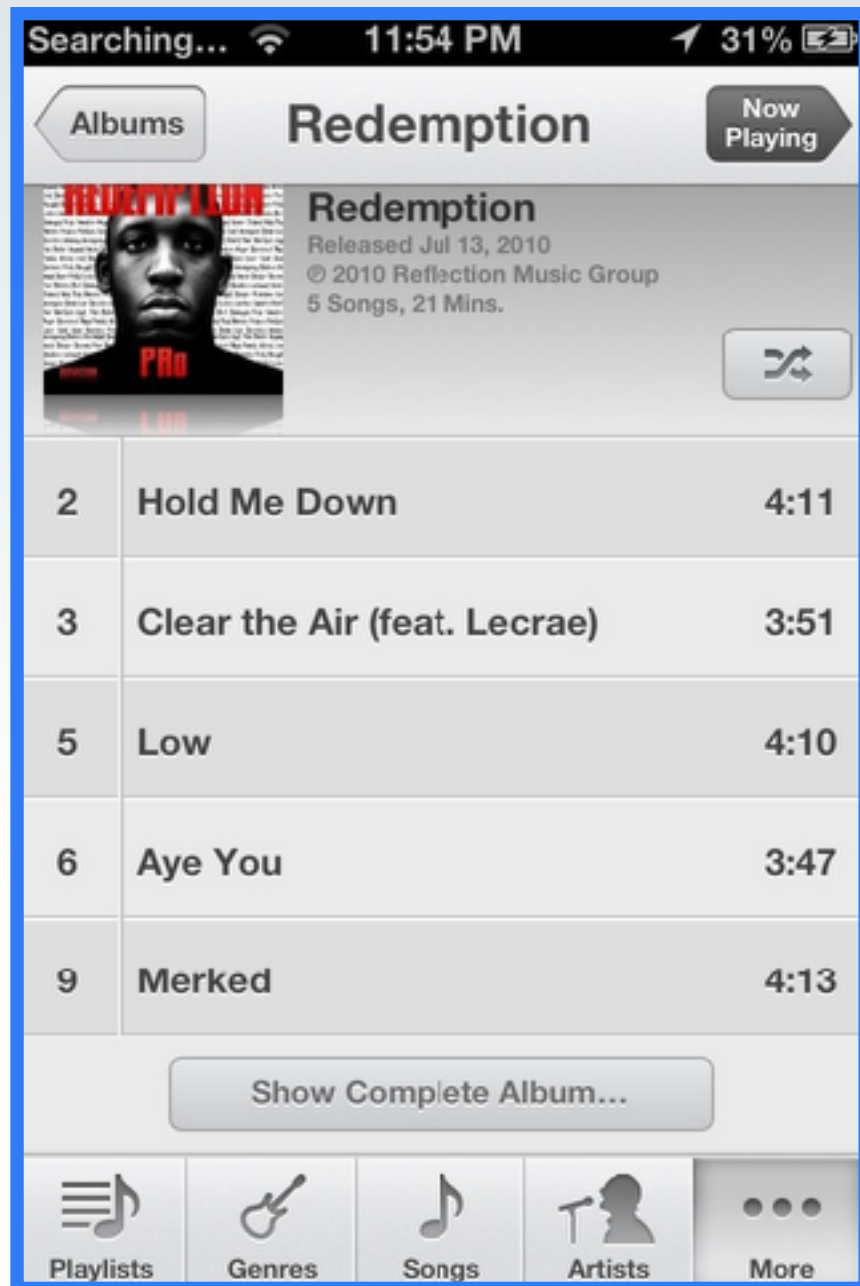


Youtube

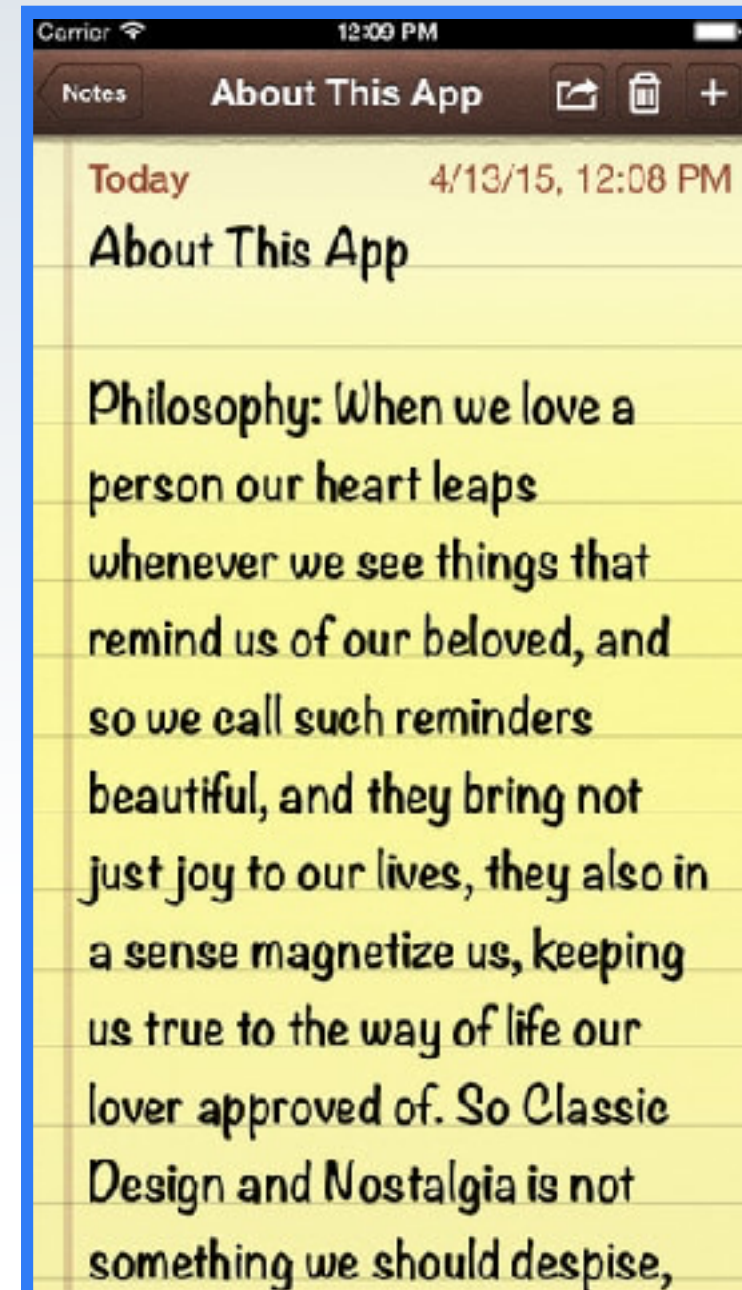


Facebook

User Interface



Music App



Notes App

Notes on User Interface

- The buttons and tabs in the Music app make heavy use of shadows and shading
- In the Notes app, you're actually writing on notepad paper
- A trash can icon is used instead of a minus symbol to signify "delete" in the Notes app

From a UI Perspective

Skeuomorphism makes heavy use of:

- Shading and Shadows
- Real-life textures (wood, paper, metal, etc.)
- Gradients
- Depth

Why Skeuomorphism?

- People had never used a touch-based smartphone before
- Helped them through the learning curve of a digital era
- Users already know how to interact with the **physical world**; so transfer that intuition to the **digital world**

Notes on Skeumorphism

- Skeumorphism allows for more familiarity. You can draw from real-world experiences
- Many cognitive scientists argue that humans will never be able to understand the digital world as well as the physical world
- Better affordances and better feedback

Activity: Silent Discussion

Is skeuomorphism still viable today? If an app had a user interface like the old Music app, would it make you more/less/equally likely to use it?

less likely - I like the clean appearance of newer music apps. Apple Music > Spotify

I like the retro look of the old app because you can see the ~~old~~ album covers instead of Spotify

Skeuomorphism gives me iPhone 3GS vibes.

I don't think it's necessary anymore - flat design works better.

less likely, it would be too old fashioned, containing useless details now.

I don't like the old Music app interface but it will be helpful for elders.

It is still viable but a lot of icons are already established. We don't really need to link it to reality.

less likely - I like cleaner designs

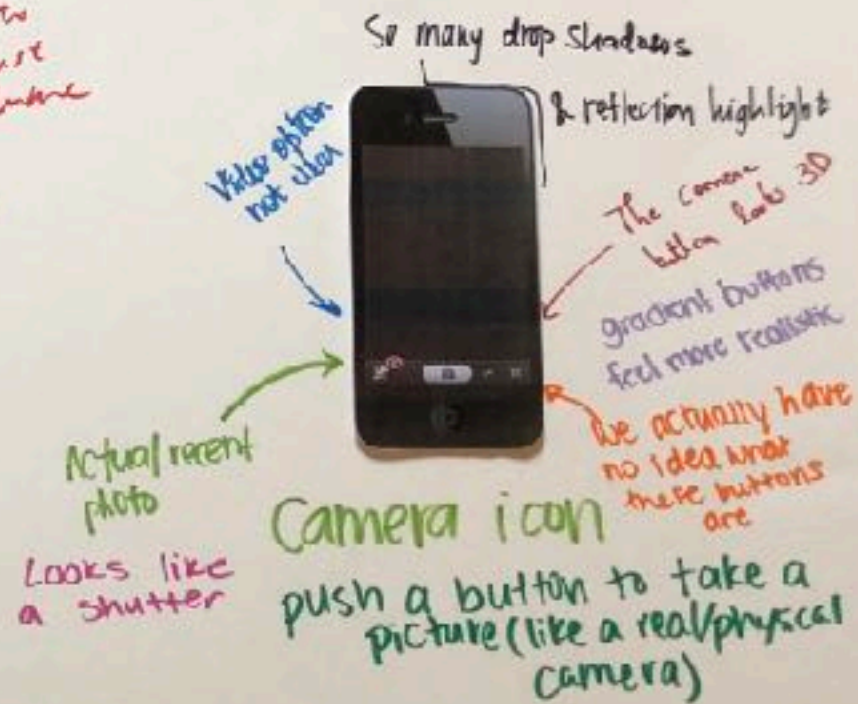
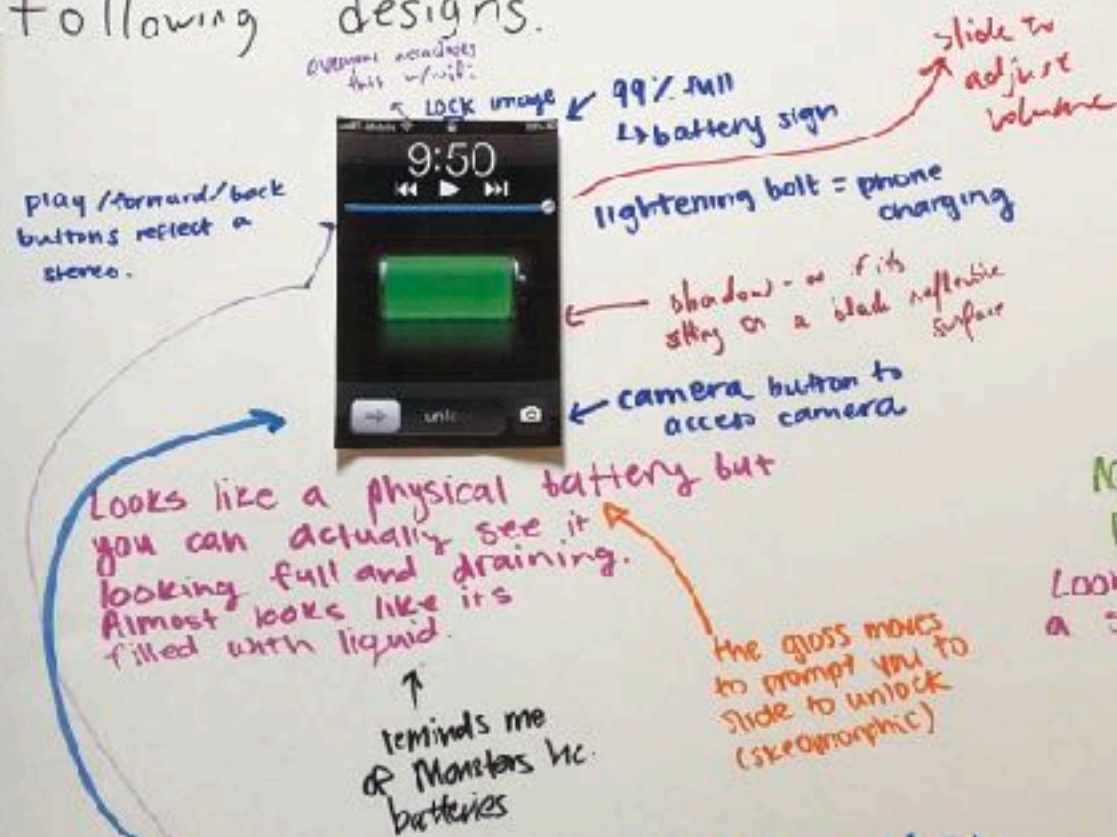
→ trend towards minimalism in graphic design + UI means obsolescence of skeuomorphism

since most of society is now digitally integrated, is this necessary? → less likely → incongruent / inconsistent design

skeuomorphism can help users new to the digital world but minimalism is better

equally likely (?)

Identify and discuss how skeuomorphism is used in the following designs.



indent shows that button can slide

Sound is measured on a linear scale which is how we interpret it in the real world/physical but are sound waves actually linear?

What do you like about skeuomorphism? What do you dislike about it?

- + helps ppl who aren't as familiar with technology navigate it ✓
← older people
- too clunky, overcomplicate the look/structure of something

- + intuitive ✓✓✓ ← saves time!
- as society progresses, some symbols might become outdated (ex: floppy disk) → must account for that

- + Helped ppl adapt to iOS + touch screens ✓
- Too realistic - seems outdated. → especially in age of minimalism (all-white EVERYTHING)
- ↳ too detailed → distracting



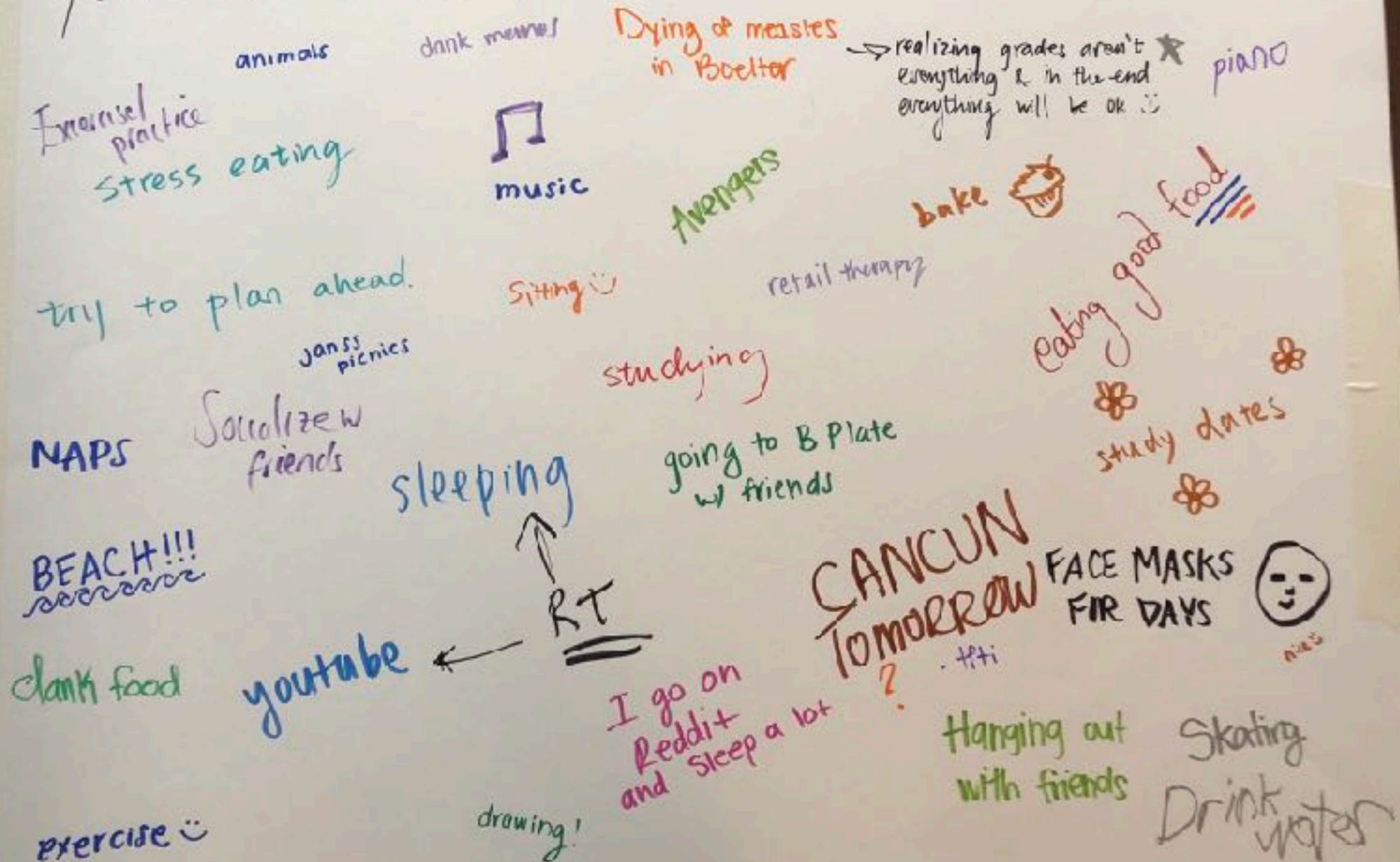
+ old instagram logo
#nostalgia

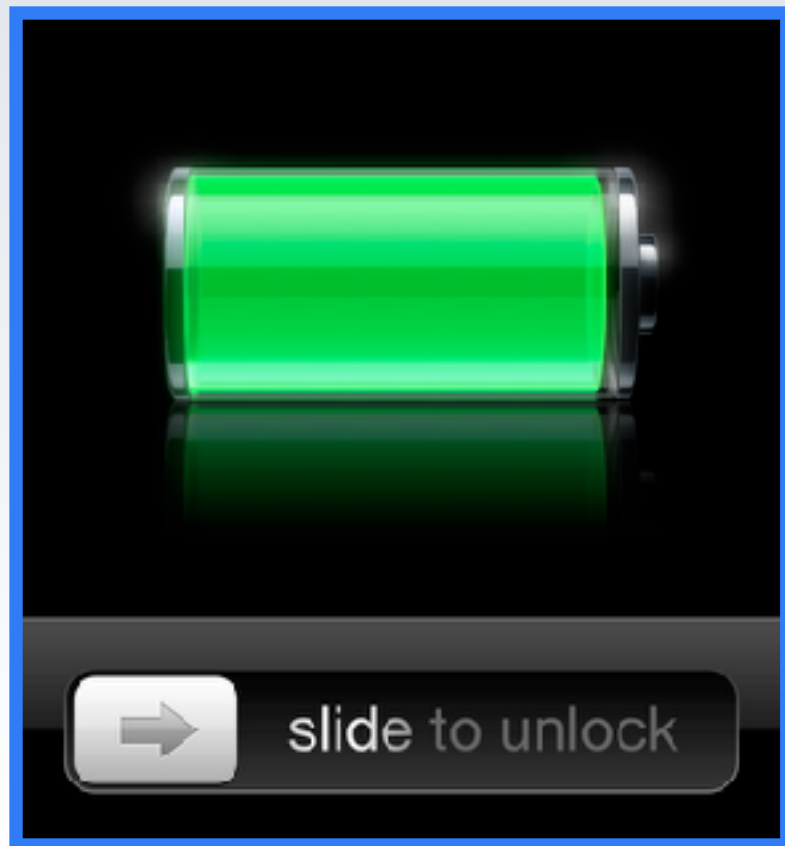
- + Slack is not skeuomorphic at all and it can be hard to use / less intuitive

- Makes screens look outdated, like the old iPhone screen and cluttered

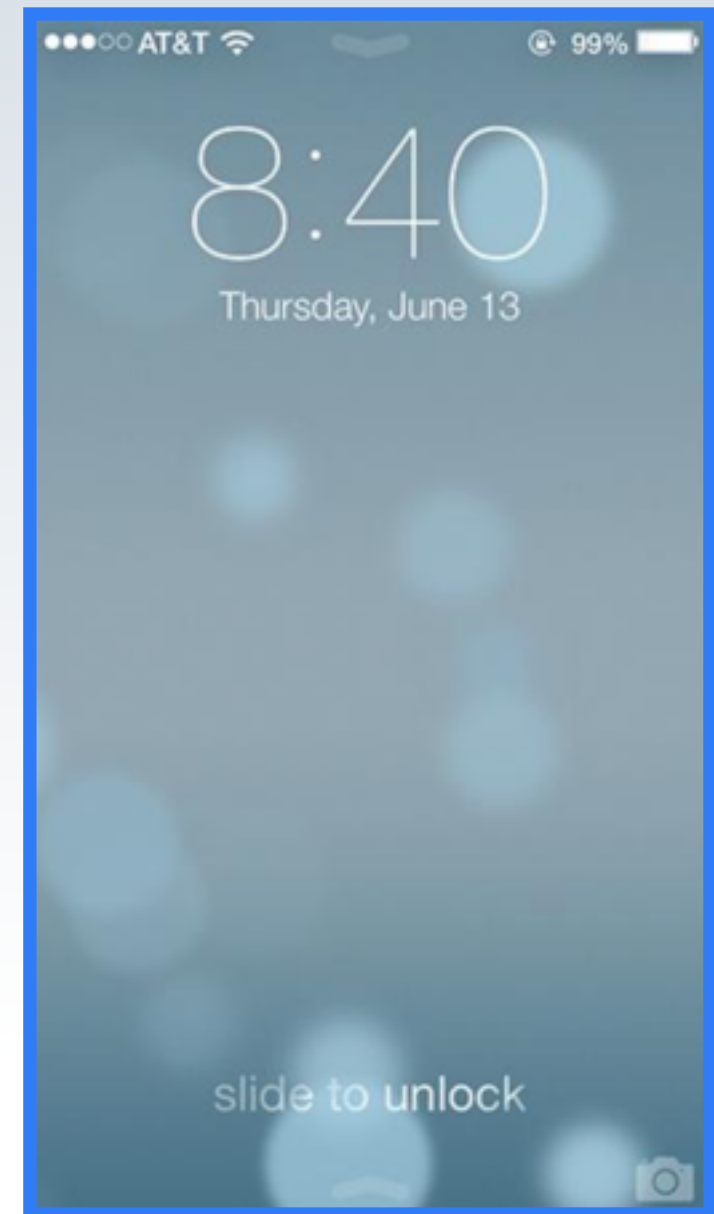
- + don't need to read English

Midterms are coming, how are you ~~maintaining~~ taking care of your mental health?





VS.

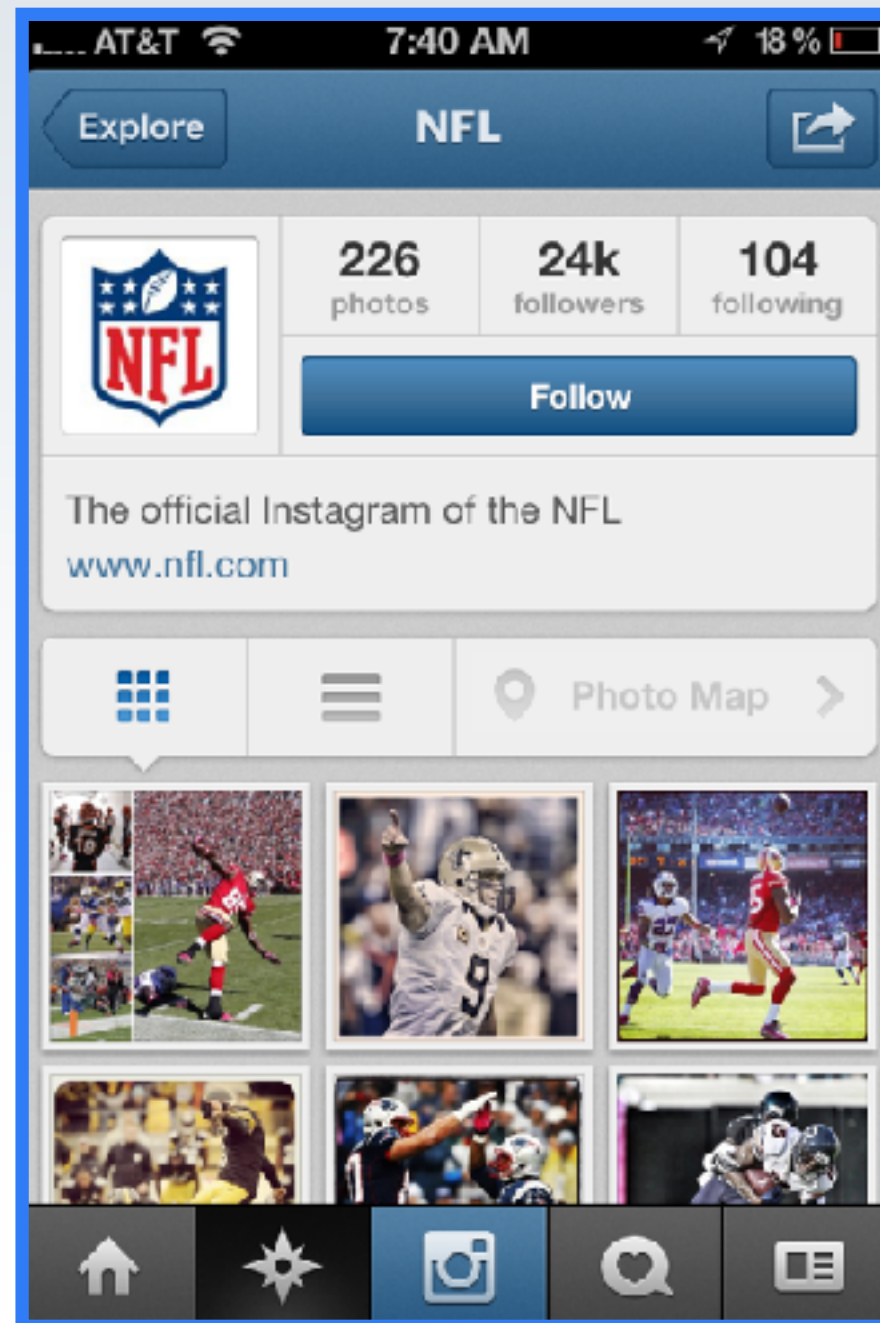


Discussion Post

Write a few sentences analyzing this product's design.

- What is the purpose of the product? Is its design conducive for that purpose?
- How could the user misuse the product? Does the design take this into account?
- What do you like about the design? What does it do well?
- How could it be improved?

Instagram (pre-Android)



Reading for Next Week

- Kar Loong Wong - *Apple Design Goes Flat with iOS 7*
(~2 pages)