



# The Rise of Flat Design

CS 88SA | Kevin Tan | Lecture 5

Let's take a<sup>nother</sup> journey back  
in time...



# Aside

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



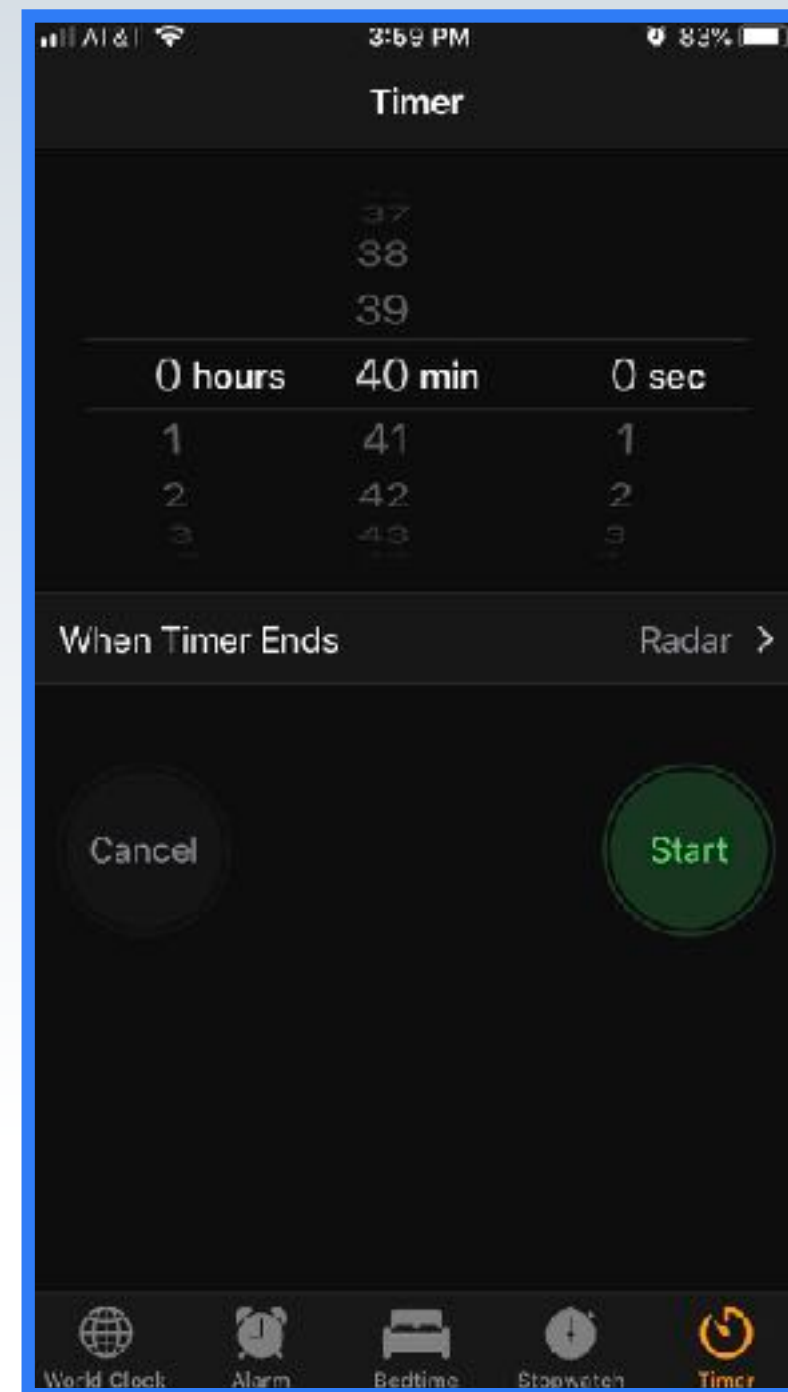
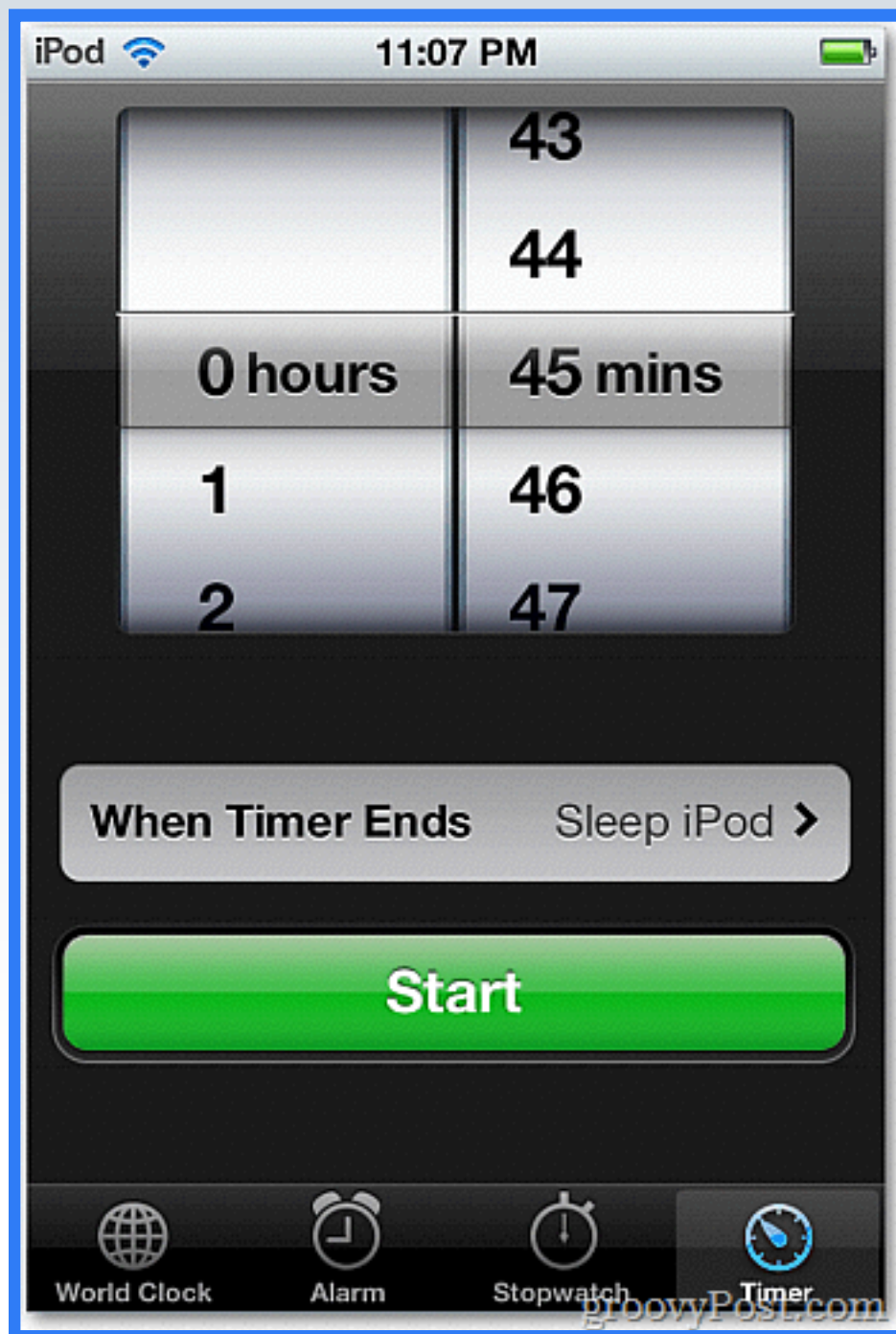


# Notes on iOS 7



- iOS was released on September 18, 2013 and it introduced a major update to Apple's user interface design.
- Icons become much less detailed and 2D





# Problems with Skeuomorphism

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- Excessive visual detail (shadows, gradients) **distracts** from actual app content
- **Affordances**: The textures you choose to design your app with **constrain** how you can design it



# Notes on Problems

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- For example, the Game Center table was designed to look like a real billiards table.
- The problem arises when you try to add new features; a search bar or Facebook button would ruin the illusion that it was a real table.
- In a sense, the app was constrained by its design.

# Problems with Skeumorphism

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- People have had **years of experience** with technology and no longer need to be hand-held
- We can create accurate **conceptual models** without excessive use of **visibility** and **affordances**

AT&T 4:18 PM 81%

SKIP

UCLA Anderson School of Management

Sunset Blvd

How was your trip with Juan?

Saturday to

☆☆☆☆☆

UCLA Mildred E. Mathias Botanical Garden

Westwood Plaza

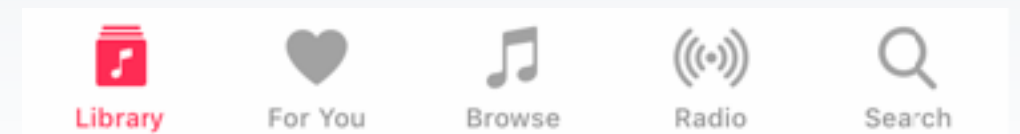
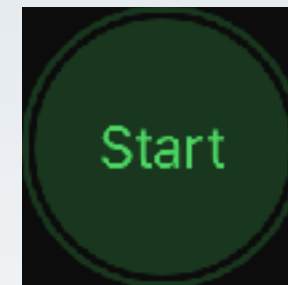
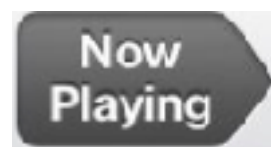
Hilgard Ave

# Notes on Uber



- In this screenshot, you're immediately able to identify which elements can be tapped (stars, skip button).
- You can do this even though they aren't heavily shaded or made visually obvious that they're buttons!

# Evolution of the Button



# Evolution of the Button

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- There are enough **contextual clues** to tell that it's a button
- Actionable text (call-to-action) is almost always clickable
- Placement, font weight, and/or color are enough to delineate buttons from plain text

# Notes on Button



- We have enough experience to form accurate conceptual models of what things do without needing excessive detail
- It is enough to infer a button is a button from its text, color, or position.



# Button Example

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Review order:

- 1 x Apple
- 1 x Banana
- 1 x Carrot

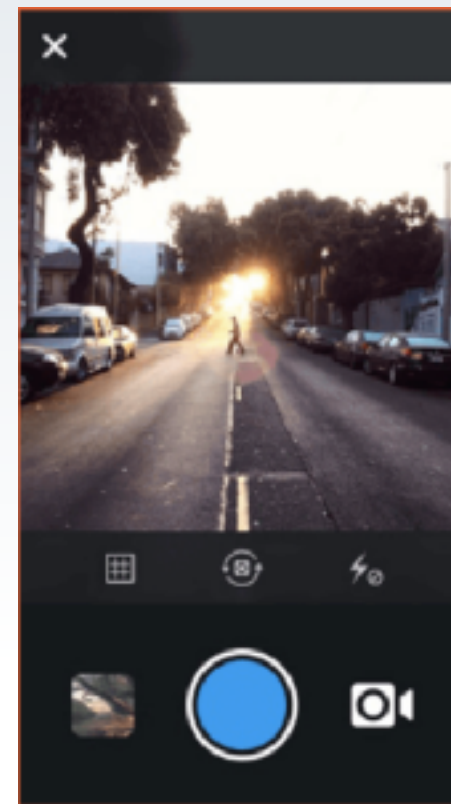
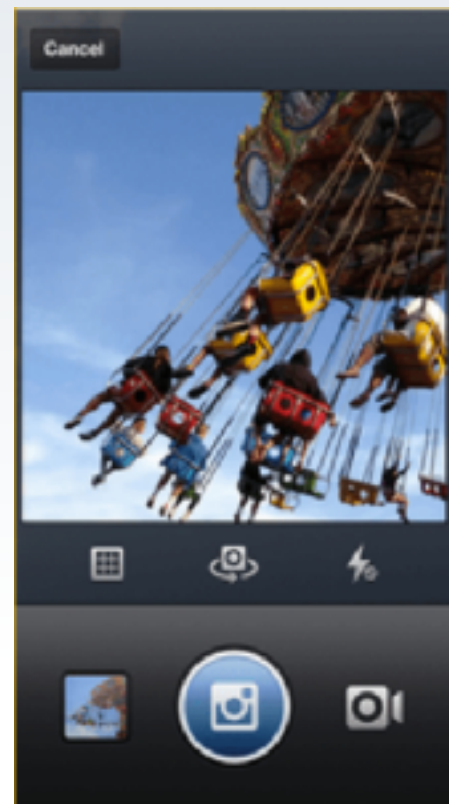
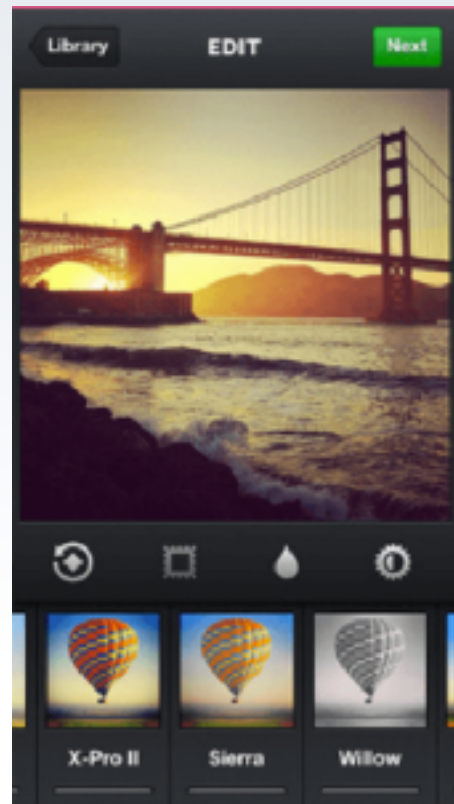
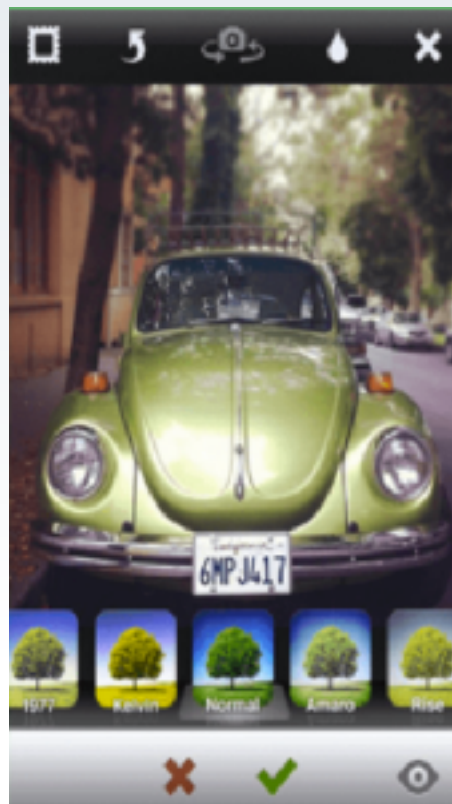
**Check Out**

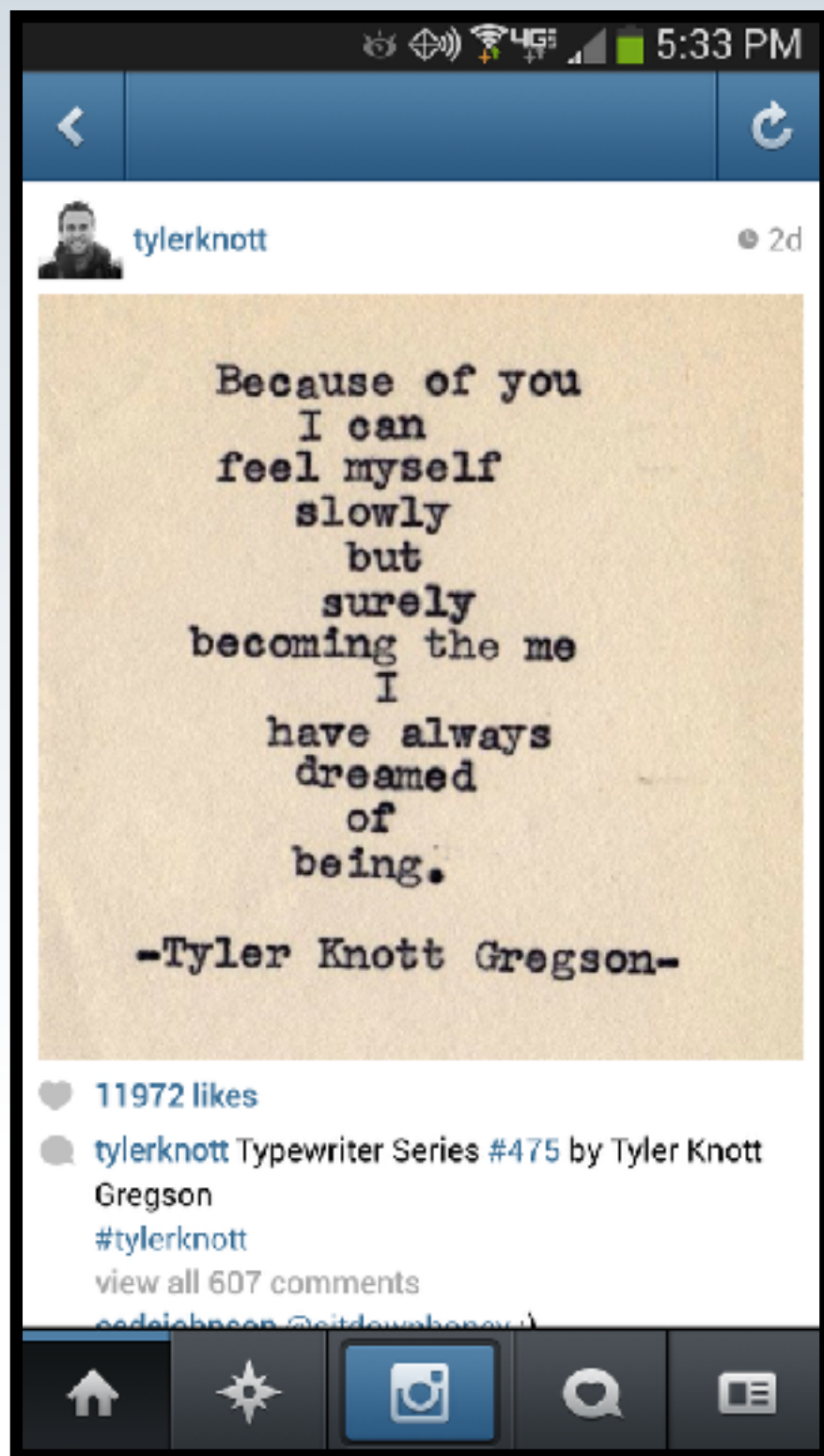
# Flat Design...

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- Uses **subtle, unobtrusive graphics** to help users interact with content, without competing with it
- Prioritizes the actual **usability** of the product

# Instagram Evolution



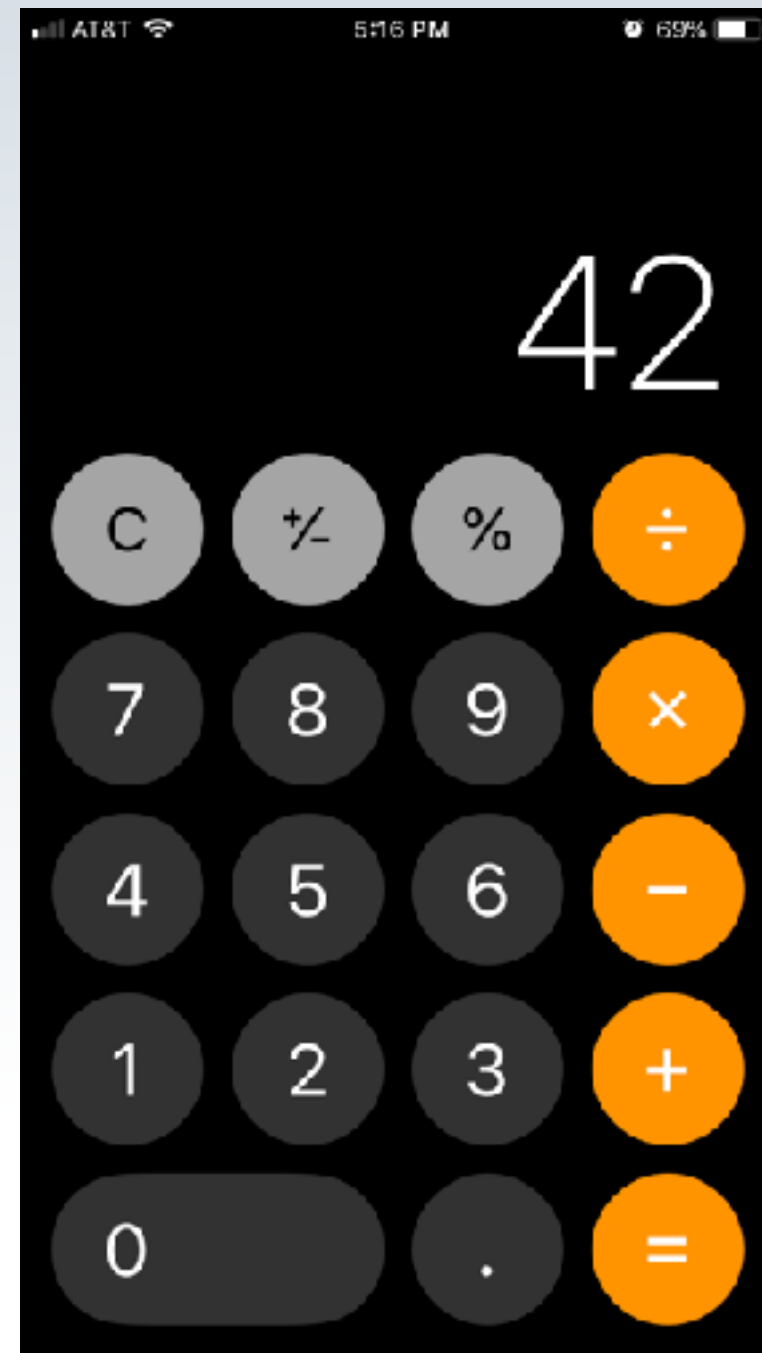


# Notes on Instagram

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- Back to Human-Centered Design: When a user is scrolling through their home feed, what they care about is looking at others' photos.
- Flat design (less colors and details) allows more focus and emphasis to be placed on feed images
  - i.e. Right screenshot is better than left screenshot





# Notes on Calculator



- Same idea - the reduction of detail allows the interface to become easier to use.
- Negative space (i.e. empty background space) emphasizes important elements (like the calculation result at the top).



# Flat Design (UI Perspective)...

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- Features open space, crisp edges, and bright colors
- Does away with shadows, gradients, and textures
- Restricts UI elements to two dimensional drawings

# Activity: Making Flat Icons

# Making Flat Icons

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- Come up with **four unique features** for your app
- For each feature, **create a flat icon** that will be used somewhere (i.e. button, background visual, tab icon) in the design for that feature
  - Use no more than 6-7 distinct pieces of paper in your icon!
- At the end, we'll all **present!**

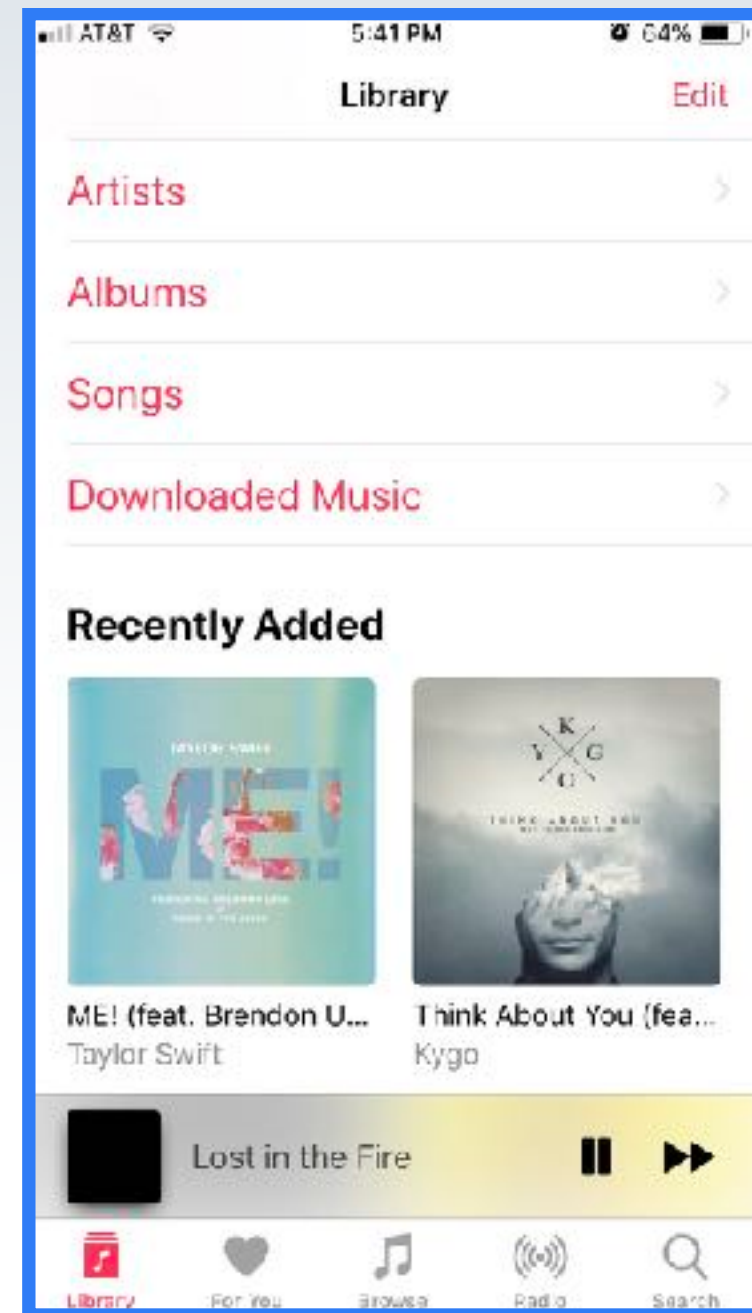
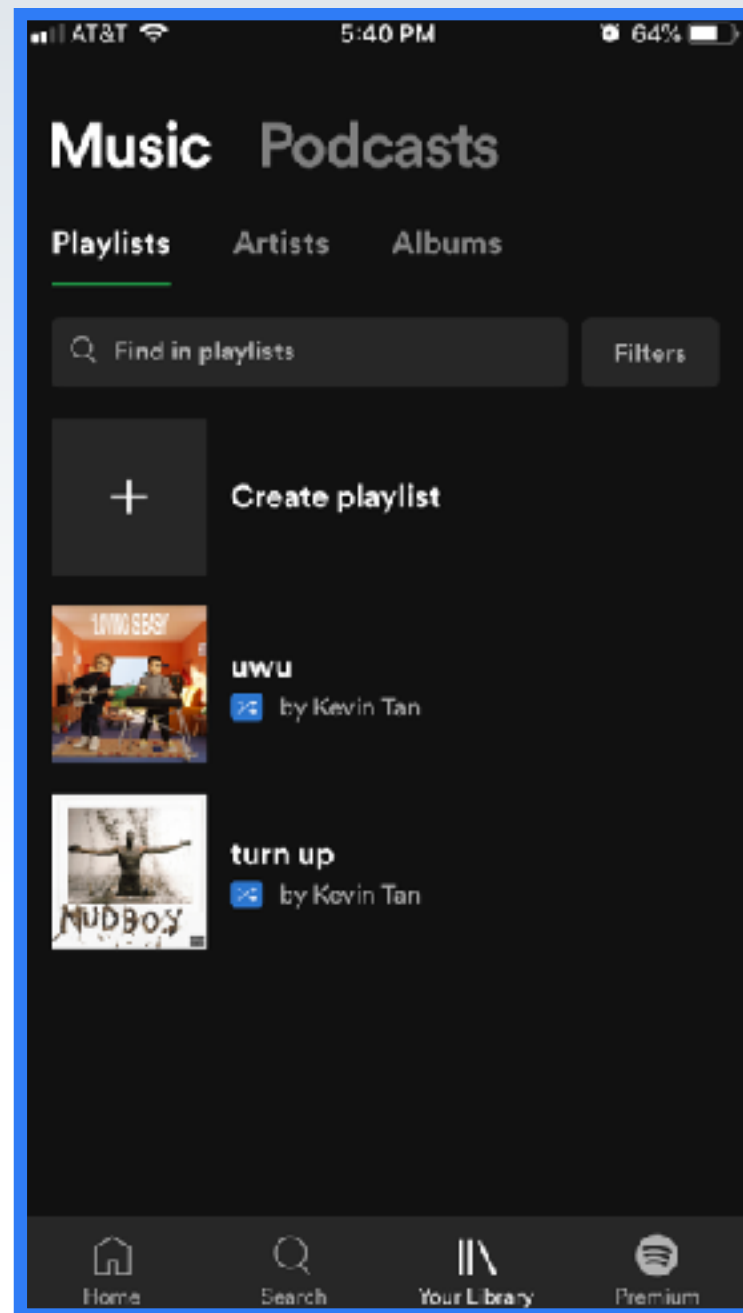
# Discussion Post

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**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?

# Spotify/Apple Music



# Reading for Next Week

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- Experience UX - *What is Wireframing?* (~1 page)
- Jeff Wang - *Crash Course: UI Design* (~5 pages)