



503108

UI/UX DESIGN

CHAPTER 4: DESIGN PRINCIPLES

LESSON 05 – DESIGN PRINCIPLES

OUTLINE

1. Introduction
2. Visual Design
3. Interaction
4. Psychology

OUTLINE

1. Introduction
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1. Introduction

- Visual design principles regarding the relationship between elements in a view (such as a web page).
- Interaction principles regarding the way users move through the site's spaces.
- Psychology principles affecting the way users may perceive and engage with your design.

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2. Visual Design

- The visual design of your product affects a user's understanding of its brand and often affects the trust placed in the product.
- An effective visual design also affects viewers at a subconscious level, enabling them to glean value, relevance, and importance without making conscious judgments about the product.
- There are basic visual design principles that are good to focus on when designing to ensure a pleasing and usable product regardless of how sophisticated it appears.

2. Visual Design

- **Unity and Variety**

- Unity is the degree to which elements in your design have an obvious association with each other..
- By introducing some variety in the elements of a design, you can make it clear when there are differences between elements, and can add to a sense of freshness or exploration.

2. Visual Design

- Unity and Variety

FEEDING AMERICA
Greater Chicago Food Depository
A member of Feeding America

4100 West Ann Lurie Place
Chicago, IL 60632
773.247.3663
www.chicagosfoodbank.org

View 30 Ways in 30 Days Calendar on Food Bank Website

GET INVOLVED
DURING HUNGER ACTION MONTH

30 WAYS IN 30 DAYS FOR HUNGER ACTION MONTH
SEPTEMBER
Greater Chicago Food Depository

ACTIVITY TYPE:
☐ Volunteer
☐ Virtual
☐ Event (reporting/race/walk/concert/dine-out)
☐ Foodbank tour/open house
☐ Food drive
☐ Other

1 Event Name Event Name Event Name
Event Name Event Name Event Name

2 Find out how you can get involved in Hunger Action Month

3 Event Name Event Name Event Name
Event Name Event Name Event Name

4 Event Name Event Name Event Name
Event Name Event Name Event Name

5 Event Name Event Name Event Name
Event Name Event Name Event Name

6 **7** **8** **9** **10** **11** **12**

FEEDING AMERICA THANKS ALL THE SUPPORTERS OF HUNGER ACTION MONTH
View supporters of Hunger Action Month >

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2. Visual Design

- **Hierarchy and Dominance**

- Hierarchy is the established order of the elements being viewed.
- Objects that are larger, brighter, and have higher contrast against other objects on the page have more dominance, and text that is short and commanding will attract attention as well..

1. Visual Design

- **Hierarchy and Dominance**



2. Visual Design

- **Economy of Elements**

- Elements on the page are purposeful, relevant, and information-rich
- A simple element can also be information-rich if you use more than one method to communicate its purpose.



Figure 10.4 These status icons each contain three levels of information, which help reinforce their meaning. One level is shape (a circle vs. a triangle), another is symbol (a checkmark vs. an exclamation point) and the third is color. Typically the checkmark symbol would be green for a status of “good” and the exclamation would be red to serve as a warning. However, those color indicators will be lost for a color blind user, or in cases where information is printed in grayscale, so having all three levels makes a strong combination to cover those situations. Test your designs in grayscale to make sure your message is still clearly conveyed.

2. Visual Design

- **Proportion and Balance**

- A design's proportion refers to the size relationships of its elements to each other, and to the outer dimensions of the overall design
- Proportion is often controlled by using a grid.

2. Visual Design

- **Proportion and Balance**

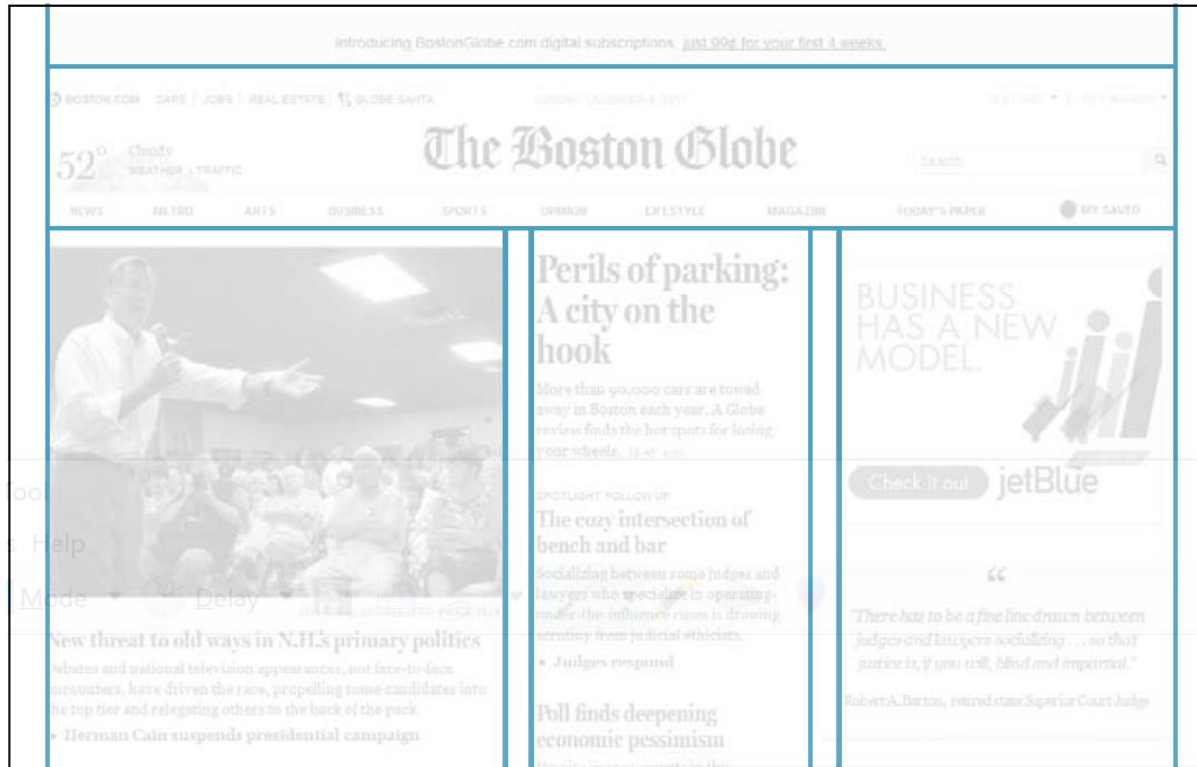


Figure 10.7 A basic grid as demonstrated using The Boston Globe screen. Note that the Globe uses two different grids—this one has three columns, while the narrow version uses a grid with only two columns.

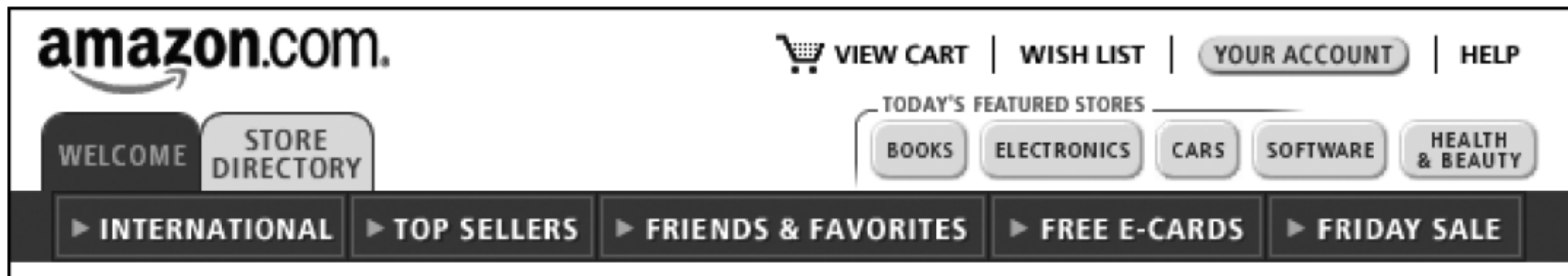
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3. Interaction

- **Associations and Affordance**

- Associations with objects in the physical world gives you a clear understanding of how they should work in the digital space.
- Follow the common standards of interactive elements online, such as showing links in an obviously different color from regular text
- Consider the likely perceived affordance of the design element



3. Interaction

- **Economy of Motion**

- How far is it from the where the user probably is?
- Are you requiring users to switch methods of input—for example, from keyboard to mouse?
- How easy is it to act on the object?

3. Interaction

- **Economy of Motion**



Figure 10.11 Amazon uses nested menus, which expand when the user hovers over them with a cursor (as shown here). This design only uses two levels; it's only two because none of the options in the Books menu have additional hover states. Sites with three levels become increasingly hard to act on because the path is lost if the user moves outside of the active hover area and the menu disappears. Nested menus like these are effective when dealing with a large number of categories, but they are more difficult to act on than a simple button or link—especially for users that have difficulties with vision or fine motor control.

3. Interaction

- **Response**

- Poor performance, such as search results taking a long time to return
- Poor error handling
- Lack of feedback on results

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4. Psychology

- **The emotional effect of an attractive design**
- **The personal, or intrinsic, motivation people have to take on new challenges within your product**
- **Social proof—or the effect that second, third, and 164th opinions and behavior can have on a user's decisions regarding your product**

4. Psychology

- **The emotional effect of an attractive design**
 - People generally perceive that an attractive product is easier to use
 - An attractive design builds trust
 - Pleasurable products create positive feelings and, as a result, increased creativity.

4. Psychology

- **Flow & Game Design**

- Presentation of an activity that has a clear set of goals.
- A particular balance between the challenges presented and the skillset that the participants perceive they have
- Clear feedback regarding the participant's performance as they perform the activity.

4. Psychology

- **Social Proof**

- The human being is a social creature
- Online it's no different. The power of social proof—of popular support of a particular choice or action—may help people choose a better investment.
- Products that don't reflect any patterns of how they are being used are likely to appear disconnected.