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Design   ⌄

UI Design Dos and Don'ts

Engaging user experiences are built on a foundation of solid interface design. Before you start coding, consider these fundamental design concepts for building clean, efficient interfaces for a broad set of users.

Interactivity   Readability   Graphics   Clarity

Formatting Content

Create a layout that fits the screen of a device. Users should see primary content without zooming or scrolling horizontally.

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Touch Controls

Use UI elements that are designed for touch gestures to make interaction with your app feel easy and natural.

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Hit Targets

Create controls that measure at least 44 points x 44 points so they can be accurately tapped with a finger.

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44pt x 44pt
minimum

Text Size

Text should be at least 11 points so it's legible at a typical viewing distance without zooming.

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Contrast

Make sure there is ample contrast between the font color and the background so text is legible.

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Spacing

Don't let text overlap. Improve legibility by increasing line height or letter spacing.

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High Resolution

Provide high-resolution versions of all image assets. Images that are not @2x and @3x will appear blurry on the Retina display.

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Distortion

Always display images at their intended aspect ratio to avoid distortion.

[Learn more ›](#)

Organization

Create an easy-to-read layout that puts controls close to the content they modify.

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Alignment

Align text, images, and buttons to show users how information is related.

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Design Resources

Get tools, UI templates, and in-depth information for designing great apps that integrate seamlessly with Apple platforms.

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