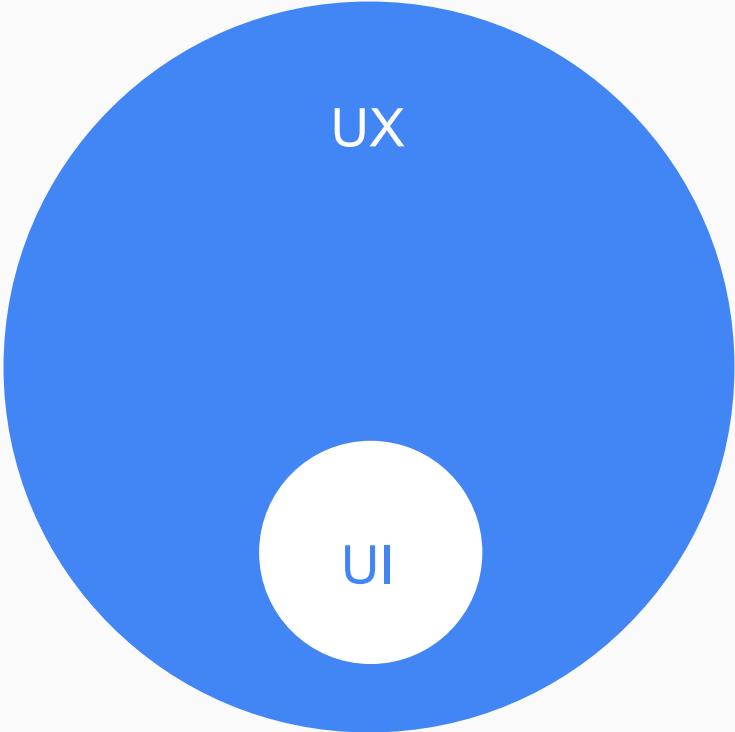


Visual Design (UI)



What is?

«Visual design aims to shape and improve the **User Experience** through considering the effects of illustrations, photography, typography, space, layouts, and color on the **Usability** of products and on their **Aesthetic appeal**. »



UX

UI

User Experience

“No product is an island. A product is more than the product. It is a cohesive, integrated set of experiences. Think through all of the stages of a product or service – from initial intentions through final reflections, from first usage to help, service, and maintenance. Make them all work together seamlessly.”

– Don Norman, inventor of the term “User Experience”

User experience is a process
centered on **end users**

The Why, What and How of UX Design

Why

Motivations,
Values and view

What

Fuctionalities
and features

How

Accessibility
Aesthetics

User Centered Design Process

EMPATHIZE

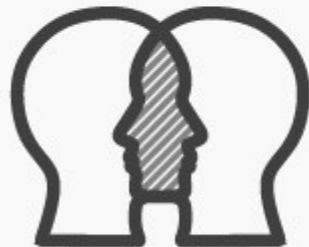
DEFINE

IDEATE

PROTOTYPE

TEST

Empathize



Research Your Users' Needs

Define



State Your Users' Needs and Problems

Ideate



Challenge Assumptions and Create Ideas

Prototype



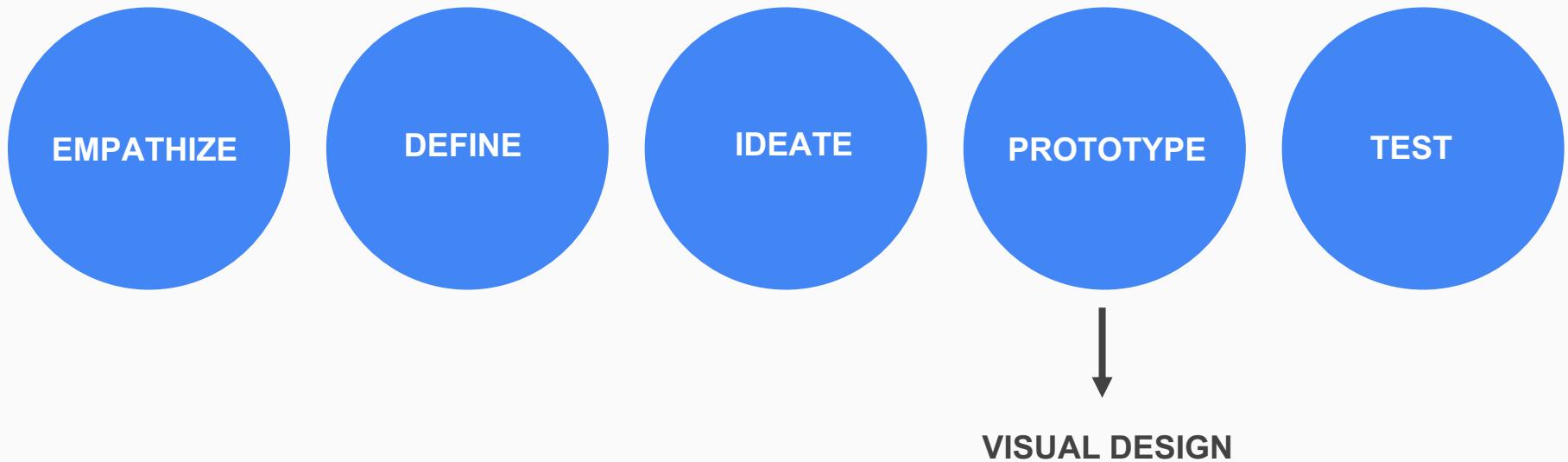
Start to Create Solutions

Test



Try Your Solutions Out

User centered design process



Visual design elements

Any product – from software products such as websites and apps to hardware products such as toasters and hairdryers – can be broken down into fundamental elements of visual design.

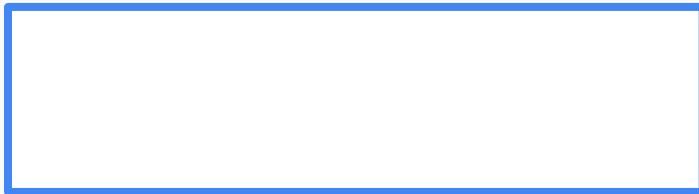
1.LINE

Lines are strokes connecting two points, and the most basic element of visual design. We can use them to create shapes, and when we repeat them, we can form patterns that create textures.



2.SHAPE

Shapes are self-contained areas, usually formed by lines (although they may also be formed by using a different colour, value or texture). A shape has two dimensions: length and width.



Ground
(negative space)

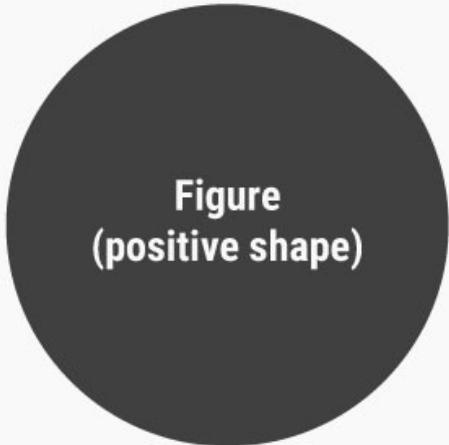
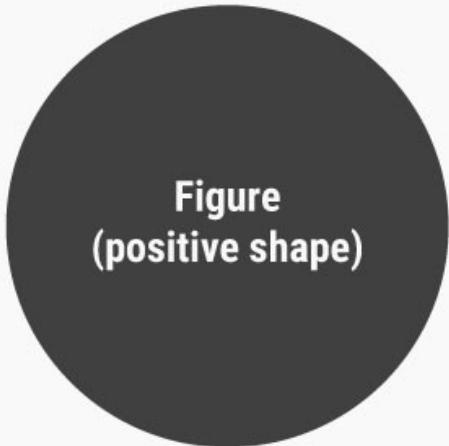


Figure
(positive shape)

**Ground
(negative space)**



**Figure
(positive shape)**



3.VALUE

Value, quite simply,
describes light and dark.



Light value



Dark value

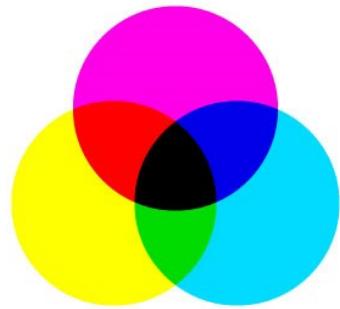
4. VOLUME

Volume applies to visuals that are three-dimensional and have length, width and depth.

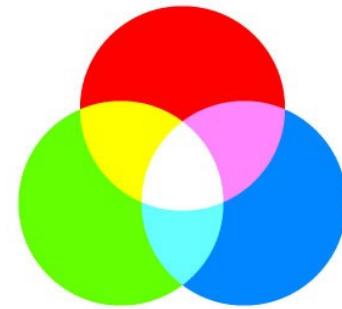


5.COLOR

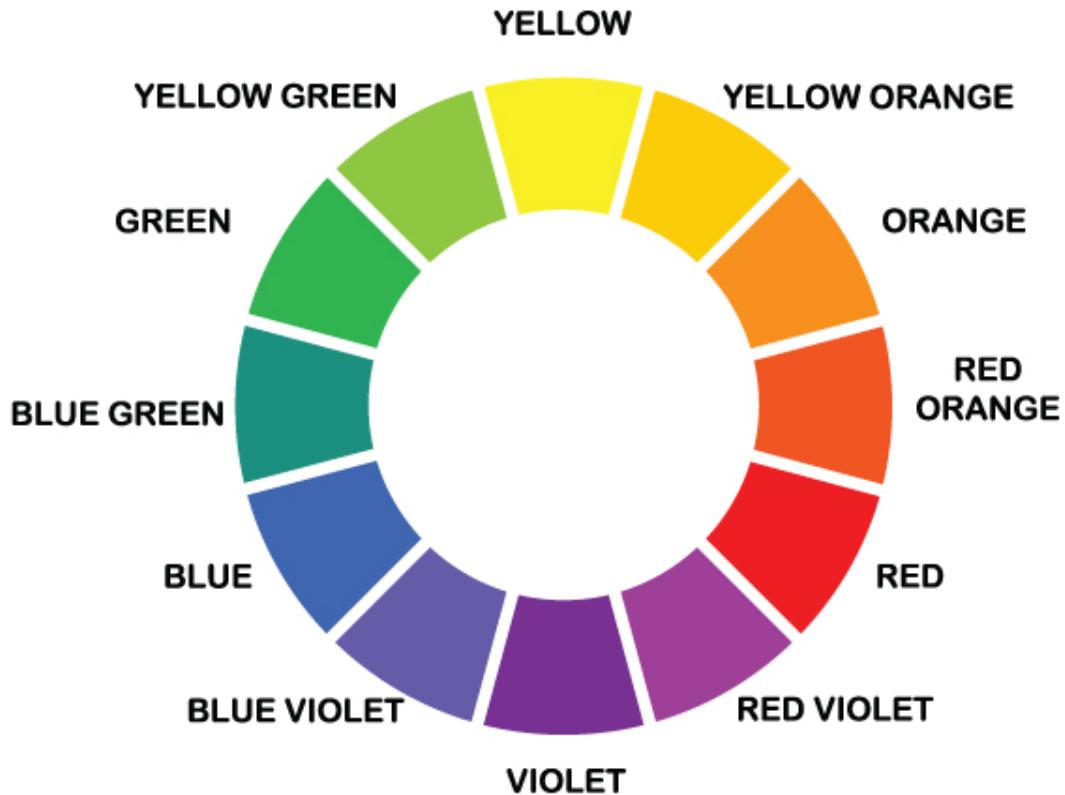
Color is an element of light. Color theory is a branch of design focused on the mixing and usage of different colors in design and art. In color theory, an important distinction exists between colours that mix subtractively and colors that mix additively.

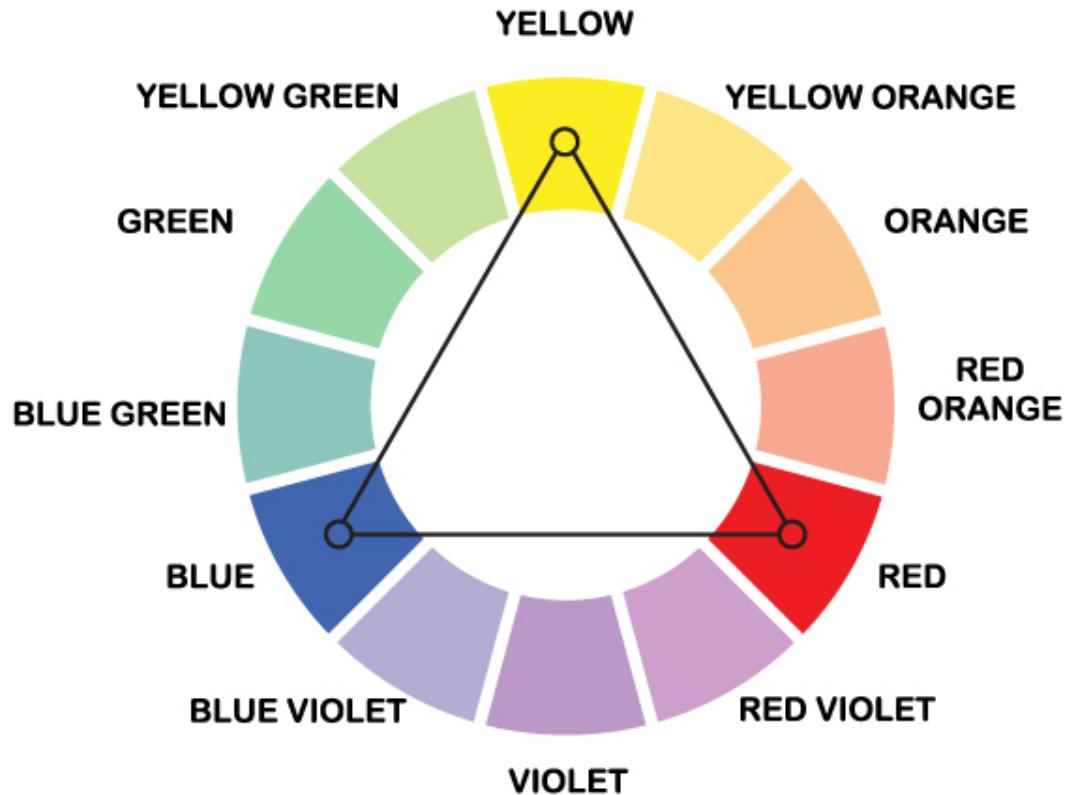


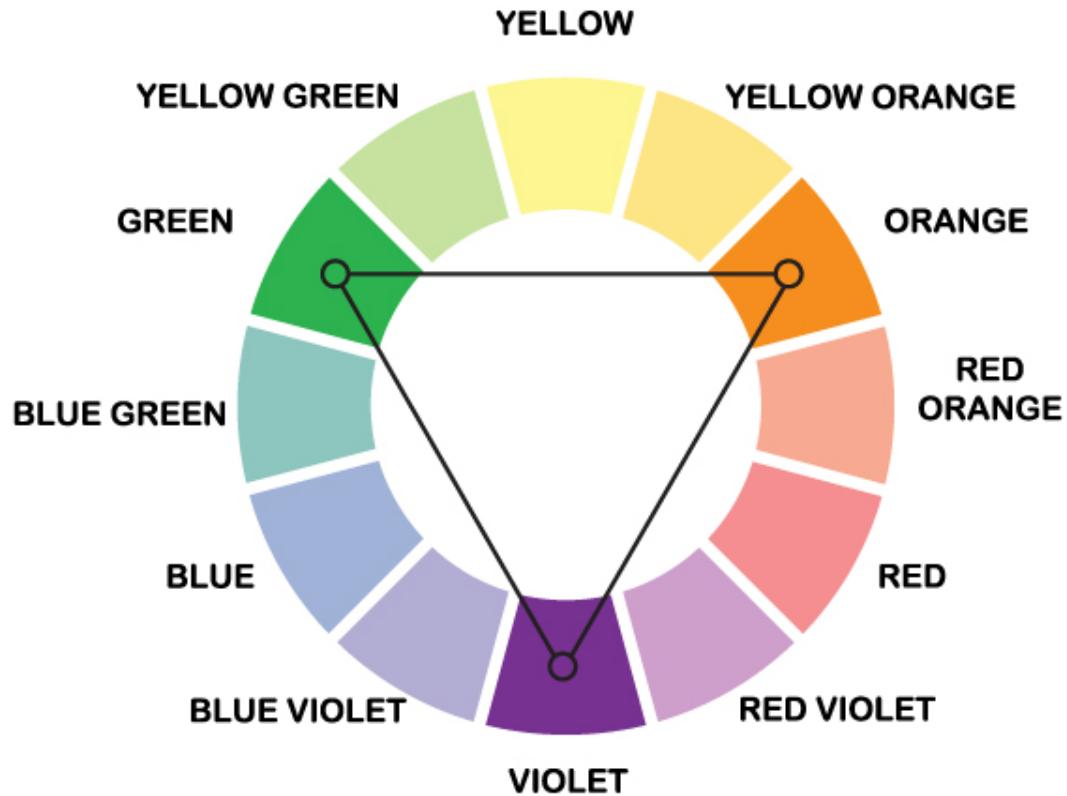
**Subtractive mix
(in print)**

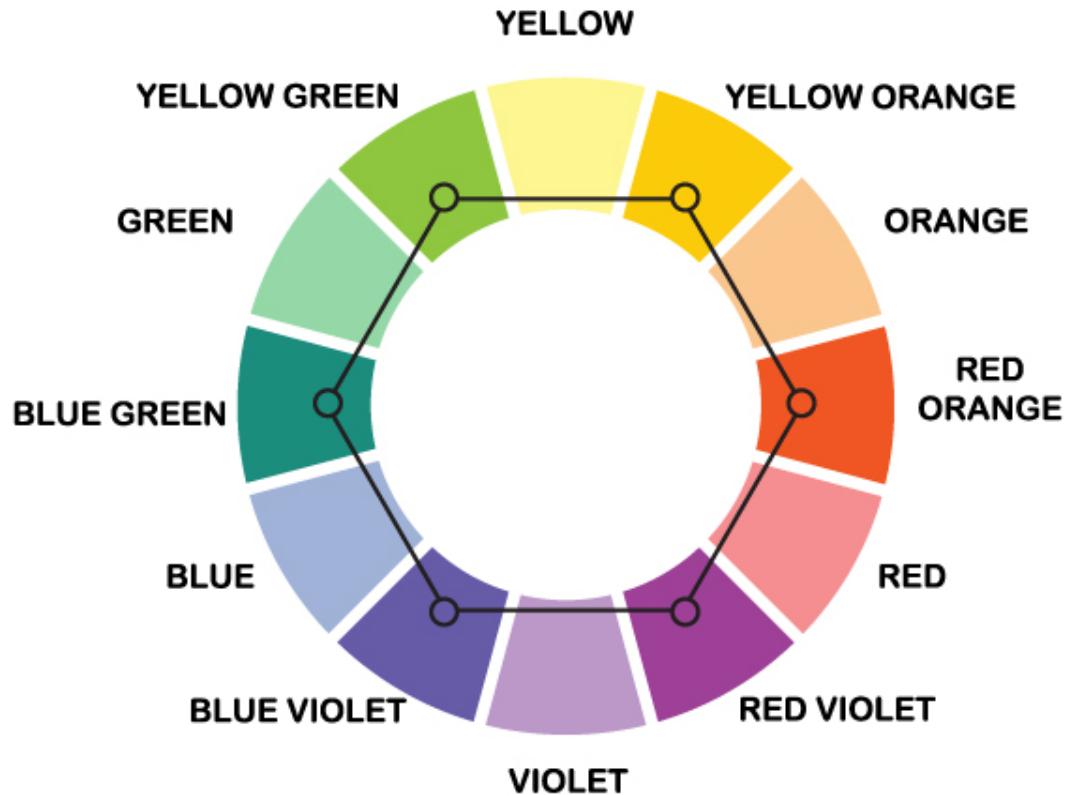


**Additive mix
(on screen)**



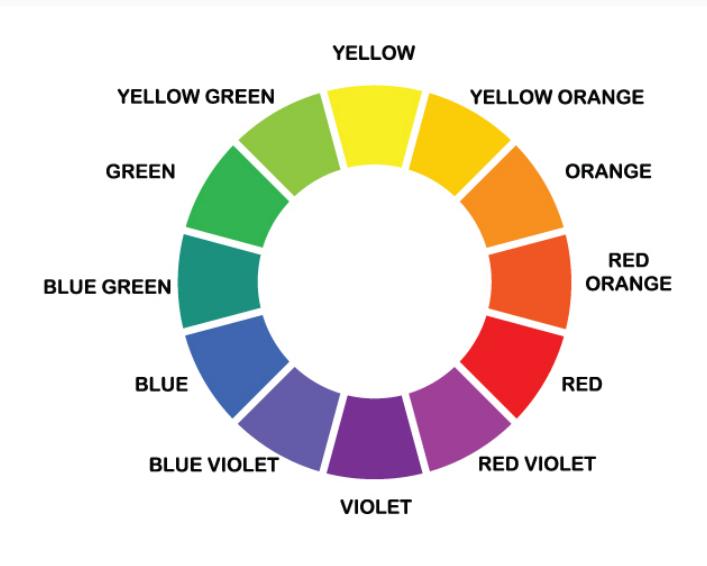
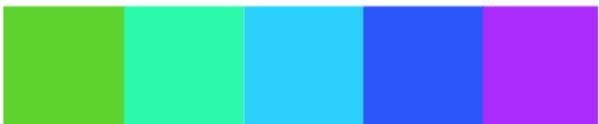








Cool colors:
calm, trust, and
professionalism.
expertise,
confidence,
stability

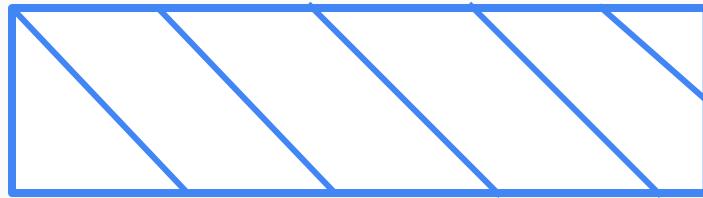


Warm colors:
passion, energy,
impulsiveness,
happiness,
coziness,
comfort

6.TEXTURE

Texture is the surface quality of an object.

Texture can be created by a repeated pattern of lines, or by using tiled images of textures.







7.TYPOGRAPHY

Refers to which fonts are chosen, their size, alignment, color, and spacing.

Light
Light Italic
Regular
Regular Italic
Medium

Visual design Principles

The principles of design tell us *how* the elements can and should go together for the best results.

«The best designers sometimes disregard the principles of design. When they do so, however, there is usually some compensating merit attained at the cost of the violation. Unless you are certain of doing as well, it is best to abide by the principles» – William Lidwell

1. UNITY

Unity has to do with creating a sense of harmony between all elements in a page. A page with elements that are visually or conceptually arranged together will likely create a sense of unity.



Unity



Lack of unity

2.GESTALT

Gestalt refers to our tendency to perceive the *sum* of all parts as opposed to the individual elements. The human eye and brain perceive a unified shape in a different way to the way they perceive the individual parts of such shapes.



Gestalt



Clear distinctions
between sections



Lack of distinctions
between sections



WWF

3.HIERARCHY

Hierarchy shows
the *difference in
importance* of the elements
in a design.

Large header is clearly important

Smaller subtitle is of secondary importance, and will only be read after
the header

4. BALANCE

Balance is the principle governing how we distribute the elements of a design *evenly*.



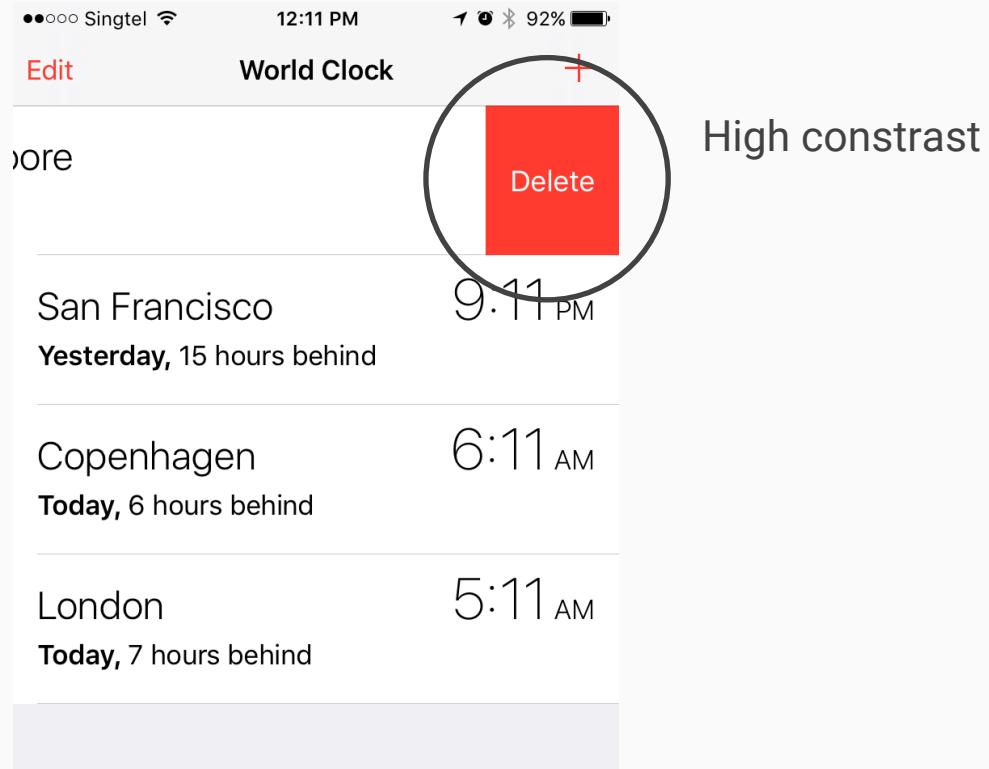
Balance



Imbalance

5.CONTRAST

We use contrast to make an element *stand out* by manipulating differences in colour, value, size and other factors.



6.SCALE

Scale describes the *relative sizes* of the elements in a design. By using scale to make an element larger than others appearing with it, you can *emphasise* that element



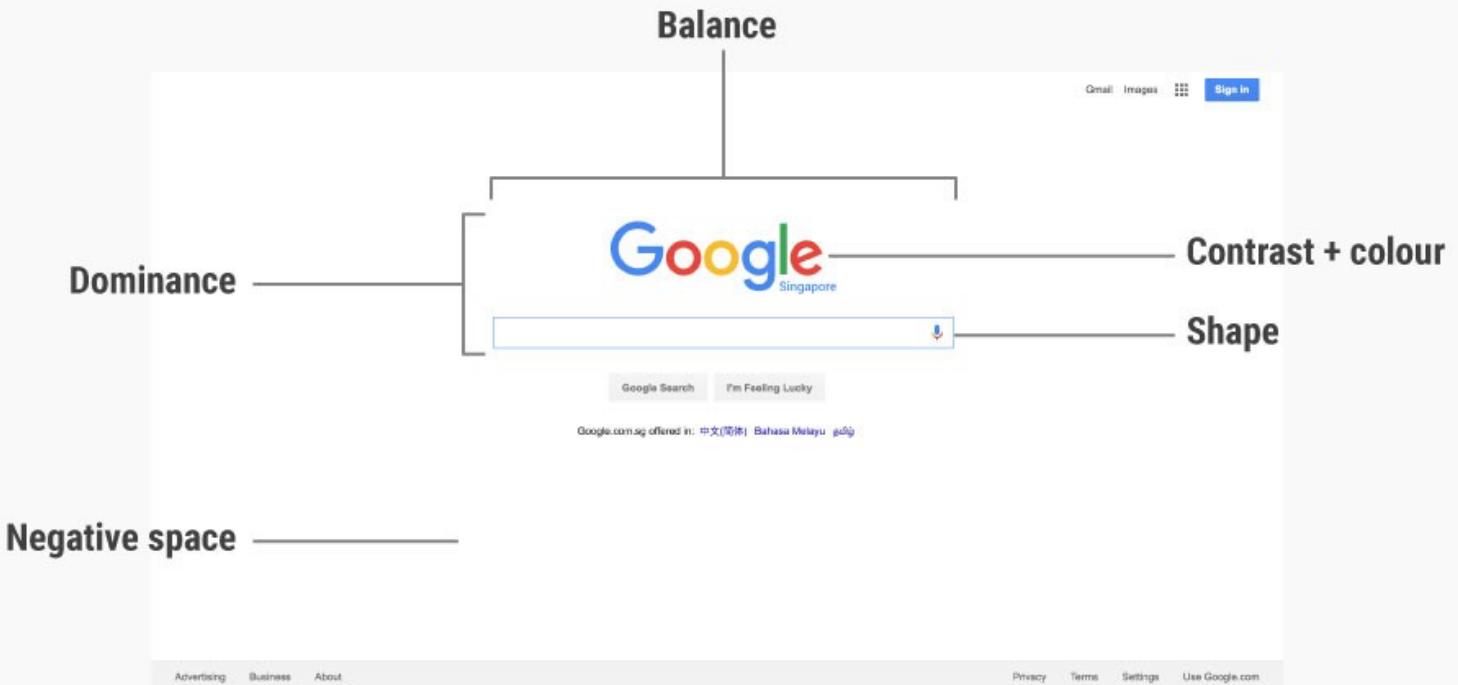
Scale

7.DOMINANCE

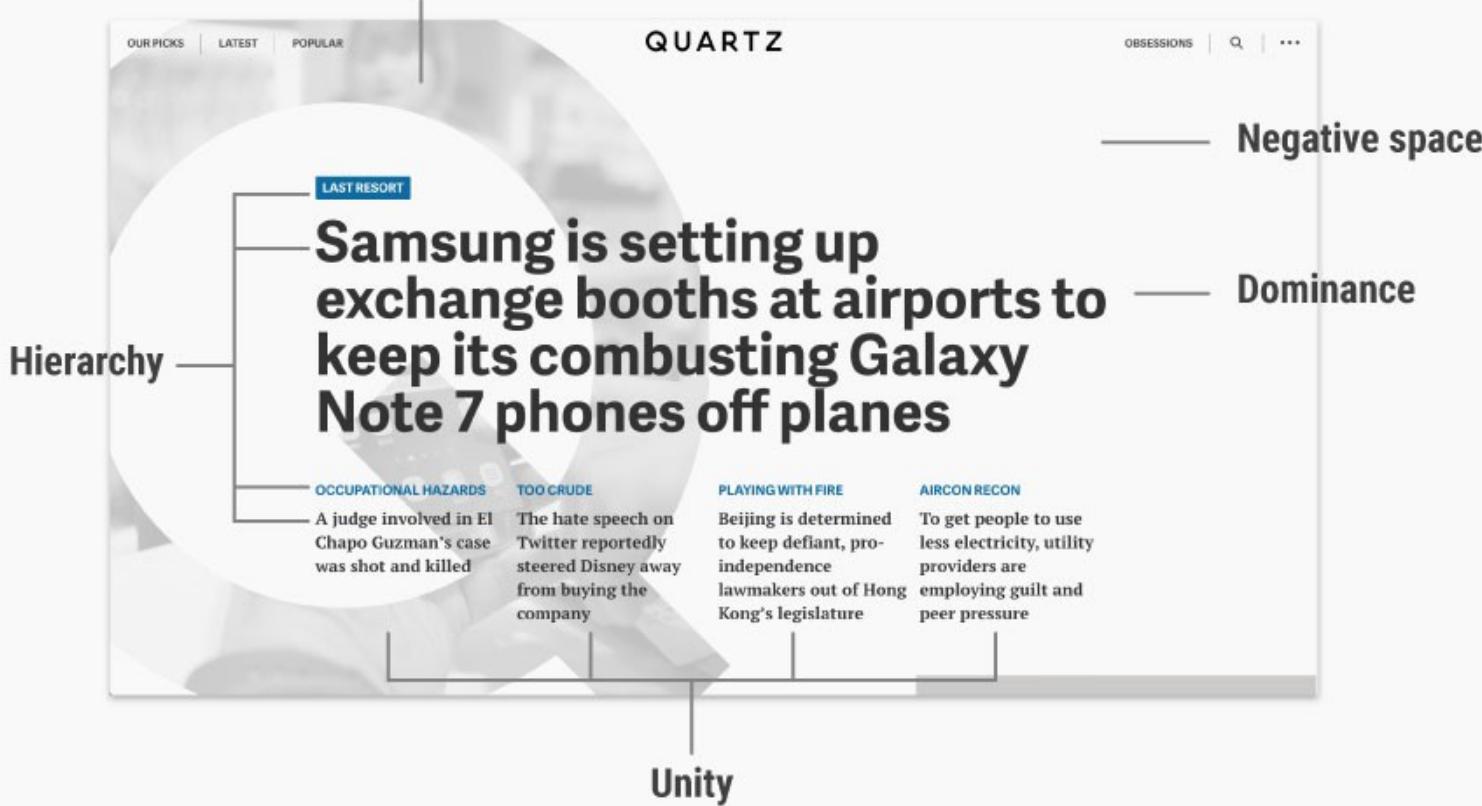
Dominance creates *focus* on a *single* element. We can use colour, shape, contrast, scale, and/or positioning to achieve this



Dominance



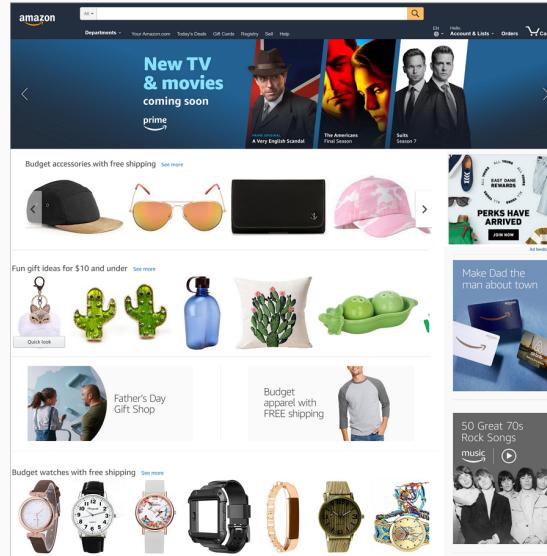
Scale + value + colour



1



2



1



2

A vibrant, modern website landing page for Marc. The header features a white hexagonal logo containing a stylized 'M'. Below it is a large, bold blue title 'Hey, I'm Marc'. Underneath the title is the text 'Digital designer & front-end developer.' To the right is a red button with the text 'GET IN TOUCH' and an envelope icon. On the left, there's a section about his current role: 'Currently a front-end engineer making magical bedtimes at Wonderbly.' On the right, there's a section about his past: 'Previously worked with Vanity Fair, Great Little Place, Glamour, and Discovery Network.' At the bottom, there are several colorful icons: a owl, a camera, a rocket ship, and a person wearing a mask.

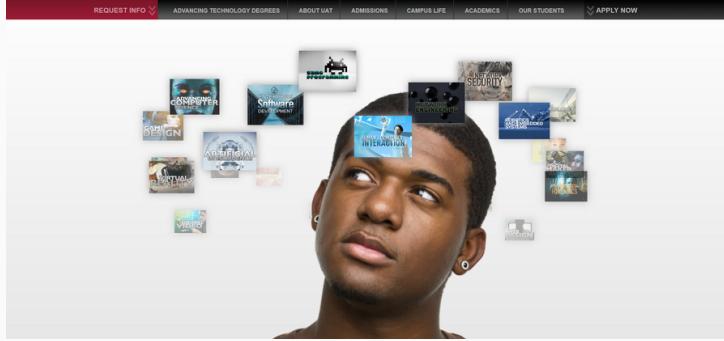
Hey, I'm Marc

Digital designer & front-end developer.

Currently a front-end engineer making magical bedtimes at [Wonderbly](#).

Previously worked with [Vanity Fair](#), [Great Little Place](#), [Glamour](#), and [Discovery Network](#).

1



2



BAD DESIGN

Who are your real Users?

Clients

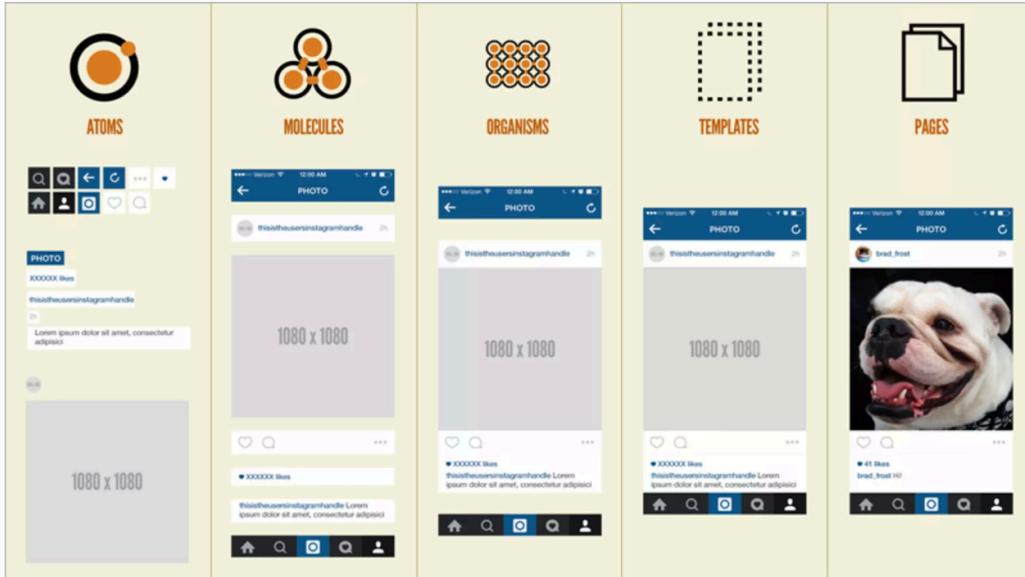


Users



Useful tools

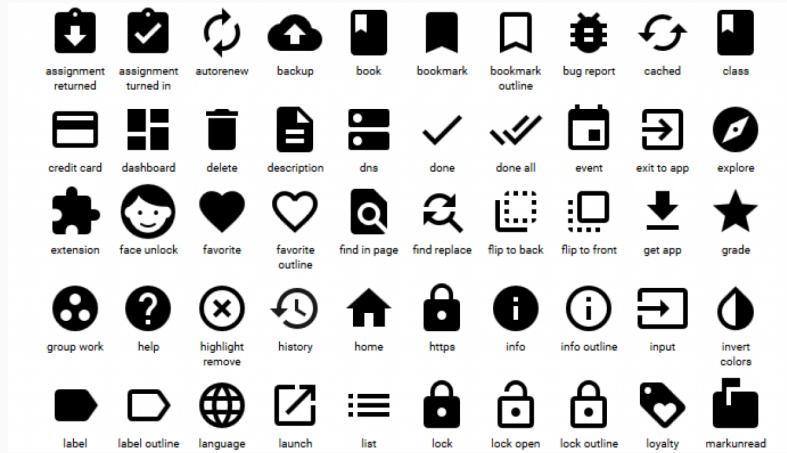
Get started with an Interface Inventory (Design System)



[Air bnb](#)

[IBM](#)

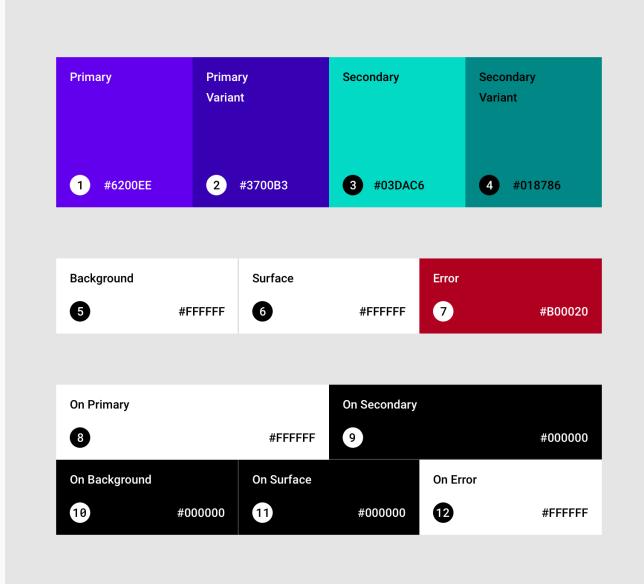
Choose Coherent Icons



[Material icons](#)

[Noun Project](#)

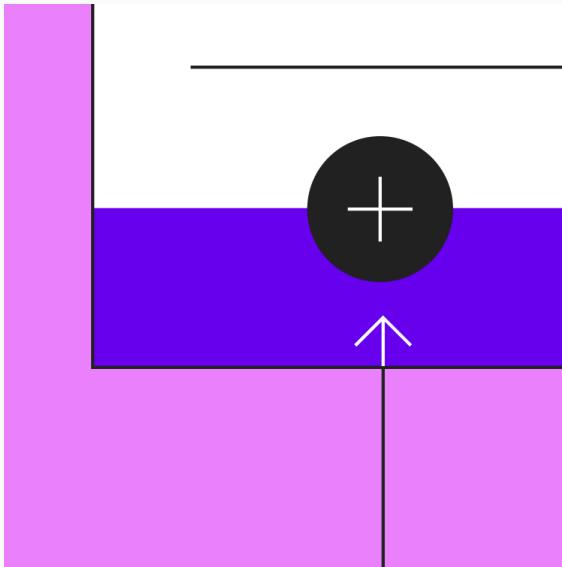
Create a Palette Colors



[Material tool](#)

[Material palette](#)

Select functional Components



[Components](#)

Prefer readable fonts

Roboto Thin

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

Roboto Thin Italic

Roboto Light Italic

Roboto Italic

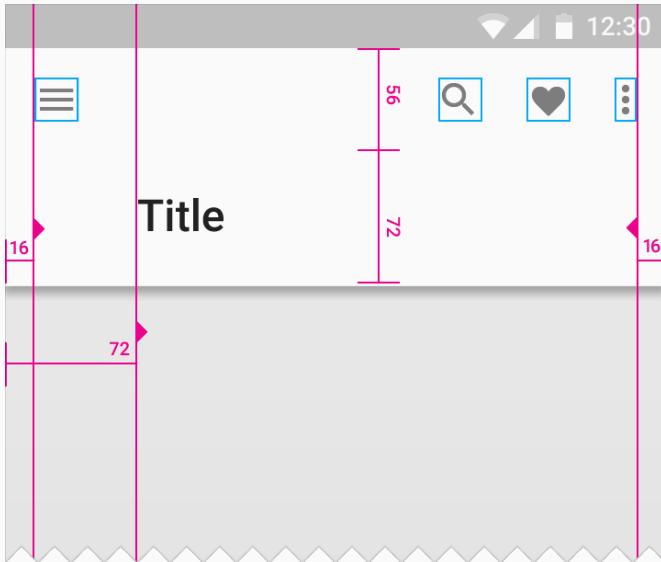
Roboto Medium Italic

Roboto Bold Italic

Roboto Black Italic

[Google Fonts](#)

Layout and wireframes



[Sketch](#)

[Adobe XD](#)

[Figma](#)

Users often perceive **aesthetically** pleasing design
as design that's more **usable**

10 User Interface Design Guidelines

- **Visibility of system status.** Users should always be informed of system operations with easy to understand and highly visible status displayed on the screen within a reasonable amount of time.
- **Match between system and the real world.** Designers should endeavor to mirror the language and concepts users would find in the real world based on who their target users are. Presenting information in logical order and piggybacking on user's expectations derived from their real-world experiences will reduce cognitive strain and make systems easier to use.
- **User control and freedom.** Offer users a digital space where backward steps are possible, including undoing and redoing previous actions.

- **Consistency and standards.** Interface designers should ensure that both the graphic elements and terminology are maintained across similar platforms. For example, an icon that represents one category or concept should not represent a different concept when used on a different screen.
- **Error prevention.** Whenever possible, design systems so that potential errors are kept to a minimum. Users do not like being called upon to detect and remedy problems, which may on occasion be beyond their level of expertise. Eliminating or flagging actions that may result in errors are two possible means of achieving error prevention.
- **Recognition rather than recall.** Minimize cognitive load by maintaining task-relevant information within the display while users explore the interface. Human attention is limited and we are only capable of maintaining around five items in our short-term memory at one time. Due to the limitations of short-term memory, designers should ensure users can simply employ recognition instead of recalling information across parts of the dialogue. Recognizing something is always easier than recall because recognition involves perceiving cues that help us reach into our vast memory and allowing relevant information to surface. For example, we often find the format of multiple choice questions easier than short answer questions on a test because it only requires us to recognize the answer rather than recall it from our memory.

- **Flexibility and efficiency of use.** With increased use comes the demand for less interactions that allow faster navigation. This can be achieved by using abbreviations, function keys, hidden commands and macro facilities. Users should be able to customize or tailor the interface to suit their needs so that frequent actions can be achieved through more convenient means.
- **Aesthetic and minimalist design.** Keep clutter to a minimum. All unnecessary information competes for the user's limited attentional resources, which could inhibit user's memory retrieval of relevant information. Therefore, the display must be reduced to only the necessary components for the current tasks, whilst providing clearly visible and unambiguous means of navigating to other content.
- **Help users recognize, diagnose and recover from errors.** Designers should assume users are unable to understand technical terminology, therefore, error messages should almost always be expressed in plain language to ensure nothing gets lost in translation.
- **Help and documentation.** Ideally, we want users to navigate the system without having to resort to documentation. However, depending on the type of solution, documentation may be necessary. When users require help, ensure it is easily located, specific to the task at hand and worded in a way that will guide them through the necessary steps towards a solution to the issue they are facing.

Case studies

- ISI
- Magika

in



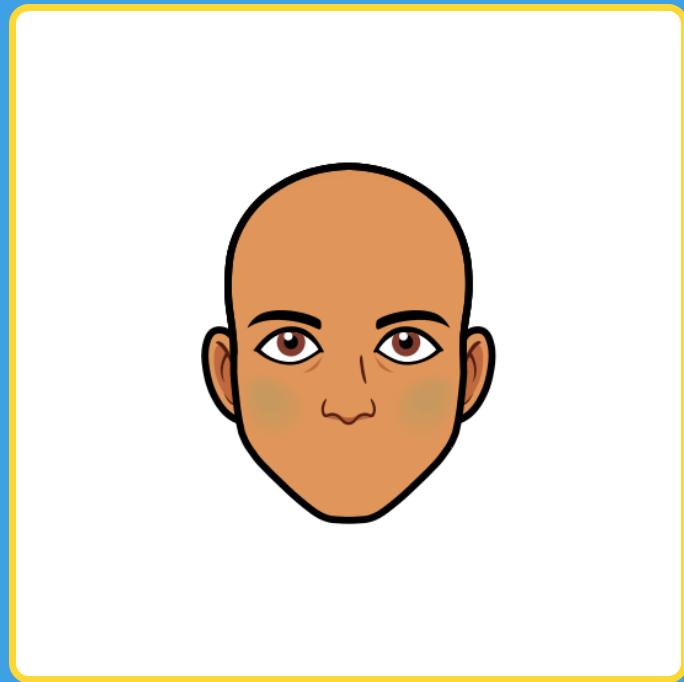
Insert your name



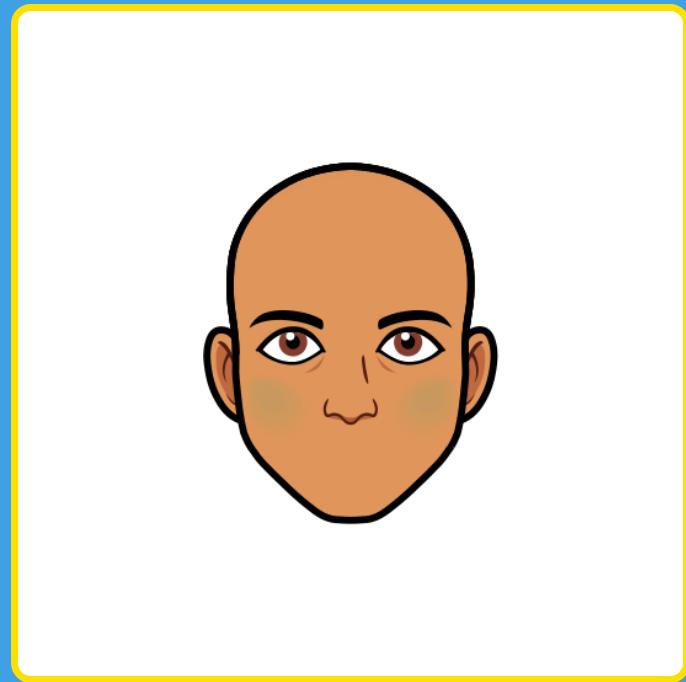
Insert password

INIZIA

?



?



((O))





Hints:

GREEN



VIOLET

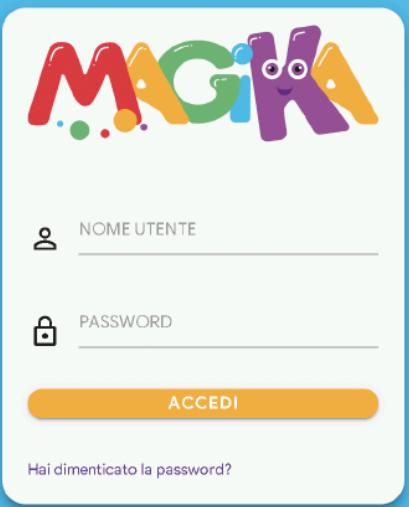


BLONDE



BROWN





MAGIKA



MAGIKA

INIZIA



HOME

ATTIVITÀ

ESPERIENZE

CLASSI



Qui puoi trovare tutte le attività, configurarne di nuove e aggiungerle alle tue esperienze!

FILTRA ▾

CONFIGURA ATTIVITÀ +



Immergiti nel Mare



Immergiti nel Bosco

Guardaroba Virtuale
Ludomi

Memory Ludomi



Immergiti nella Neve



Scopriamo i materiali



La nascita della farfalla

L'agnello e il
biancospino



Qui puoi trovare tutte le attività, configurarne di nuove e aggiungerle alle tue esperienze!

CONFIGURA ATTIVITÀ +

FILTRA ^

ATTIVITÀ DI LUDOMI

LE MIE ATTIVITÀ

GIOCHI

STORIE

IMMERSIONE

MATERIALI



Immergiti nel Mare



Immergiti nel Bosco



Guardaroba Virtuale
Ludomi



Memory Ludomi



Immergiti nella Neve



Scopriamo i materiali



La nascita della farfalla



L'agnello e il
biancospino



[TORNA INDIETRO](#)

Scegli un'attività tra quelle proposte!



Association Game

E' tempo di fare un po' di associazioni: Magika farà sentire un suono, colleghiamolo all'immagine giusta tra quelle che ci sono sullo schermo.



Battaglia Navale

Affondiamo la nave! Prendiamo le tessere con il numero e la lettera e passiamole su ERA la sfera.
Colpito o acqua?



Classification Game

Facciamo un po' d'ordine, sistemiamo le carte nel giusto contenitore. Attenti all'etichette!



Guardaroba Virtuale

Cosa mi metto oggi? Aiutiamo il personaggio a mettersi il vestito giusto a seconda del tempo!



Memory

Adesso giochiamo a Memory, troviamo insieme le coppie uguali.



Smart Kitchen

Facciamo la spesa! Assicuriamoci di aver preso tutto! Ricordiamoci di pagare!



AVVIA MAGIKA



A cosa giocherai oggi?

★ Immergiti nel Mare X

★ Immergiti nella Ne... X

★ Memory Ludomi X

FILTRA ▾



Immergiti nel
Mare



Immergiti nel
Bosco



Guardaroba
Virtuale
Ludomi



Ele association



fabio



marco act



Memory
Ludomi



Immergiti nella
Neve



GIOCA

GIOCATORI



AVVIA MAGIKA



A cosa giocherai oggi?

FILTRA ▾

★ Immergiti nel Mare



★ Immergiti nella Ne...



★ Memory Ludomi



Aggiungi giocatori!

1A

MICOL SPITALE

DAVIDE FISICARO

MIRKO GELSONMINI

FRANCA GARZOTTO

MATTIA GIANOTTI

Annulla

CONFERMA

GIOCA

GIOCATORI



AVVIA MAGIKA



A cosa giocherai oggi?

★ Immergiti nel Mare X

★ Immergiti nella Ne... X

★ Memory Ludomi X

FILTRA ▼



Immergiti
nel
Mare



Immergiti nel
Bosco



Guardaroba
Virtuale



Ele association



Ci siamo tutti?

Aggiungi giocatore

GIOCA



fabio



marco act



Memory
Ludomi



Immergiti
nella
Neve

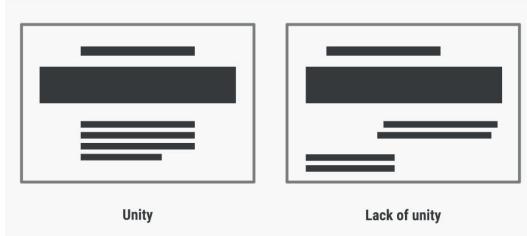


GIOCA

GIOCATORI

VISUAL DESIGN PRINCIPLES

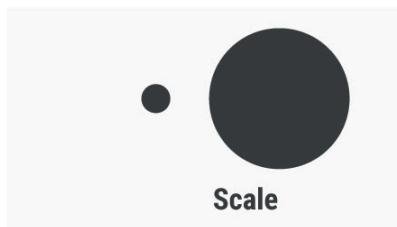
UNITY: Unity has to do with creating a sense of harmony between all elements in a page. A page with elements that are visually or conceptually arranged together will likely create a sense of unity.



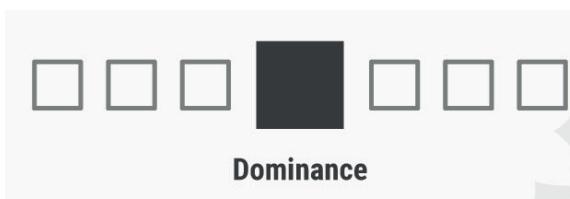
HIERARCHY: Hierarchy shows the difference in importance of the elements in a design.



SCALE: Scale describes the relative sizes of the elements in a design. By using scale to make an element larger than others appearing with it, you can emphasise that element



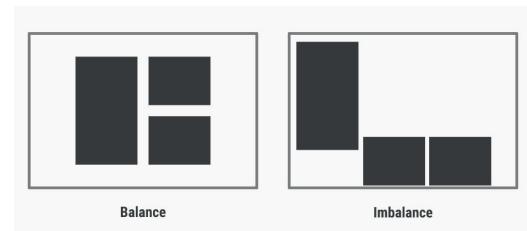
DOMINANCE: Dominance creates focus on a single element. We can use colour, shape, contrast, scale, and/or positioning to achieve this you can emphasise that element



GESTALT: Gestalt refers to our tendency to perceive the sum of all parts as opposed to the individual elements. The human eye and brain perceive a unified shape in a different way to the way they perceive the individual parts of such shapes.



BALANCE: Balance is the principle governing how we distribute the elements of a design evenly.



CONTRAST: We use contrast to make an element stand out by manipulating differences in colour, value, size and other factors.

