

## Answers..

1. The fundamental principles of design are Emphasis, Balance and Alignment, Contrast, Repetition, Proportion, Movement and White Space. Design differs from art in that it has to have a purpose. ... Graphic design, like any discipline, adheres to strict rules that work beneath the surface to make the work stable and balanced.
2. Lets take a closer look at each.  
Clear. Clarity is the most important element of user interface design. ...  
Concise. Clarity in a user interface is great, however, you should be careful not to fall into the trap of over-clarifying. ...  
Familiar. ...  
Responsive. ...  
Consistent. ...  
Attractive. ...  
Efficient. ...  
Forgiving.
3. Cognitive ergonomics is the field of study that focuses on how well the use of a product matches the cognitive capabilities of users. It draws on knowledge of human perception, mental processing, and memory have an emphasized cognitive component (e.g., calculation, decision-making) are in safety-critical environments.
4. Cognitive ergonomics is the discipline of making human-system interaction compatible with human cognitive abilities and limitations, particularly at work. ... The practical aim is to improve work conditions and human performance, as well as safety and health, and to avoid human error and unnecessary load and stress.
5. Nielsen and Molich's 10 User Interface Design Guidelines  
Visibility of system status. ...  
Match between system and the real world. ...  
User control and freedom. ...  
Consistency and standards. ...  
Error prevention. ...  
Recognition rather than recall. ...  
Flexibility and efficiency of use. ...  
Aesthetic and minimalist design.