**Assignment 5.1 Material Design**

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*October 11, 2020*

For this week’s discussion board assignment, research “Google’s Material Design Specification” and post an original thread of at least 250 words of your findings.

If you’re like me you are wondering what this Google Material Design Specification is, well this is what I found. Created by Google in 2014 Google put together an online specs for the Material design language and its used to bring a unified user experience across all operating platforms. (Chapman, C.) One thing to keep in mind though was it was originally created to make the Android user interface and applications. (Envato.) Google wanted to make sure that no matter what decide a user was using that they would have the same experience across the board. (Chapman, C.) When thinking of Material Design, it focuses mostly on physical materials however, in a digital world it focuses on things like interfaces and buttons and such. (Envato.) The guidelines that were included where things such as typography, grids, space, scale, color, and imagery but it also lets the designer know how things should look. (Chapman, C.) The design specifications go by a hierarchy system that really allows the designer to know what they are aiming for at the end product of their design. (Chapman, C.) Some of the reasons why using this system is a good idea is its an entire design ecosystem meaning that it lays out everything you as a designer would need and how to handle each thing. (Chapman, C.) Another reason to try the Google Material Design is because there are dark theme options. I’m a huge fan of this option as it makes things so much easier to read when you are in a dark room. But with every great thing there comes draw backs as well such as it being a Google associated. (Chapman, C.) This might not be a con to everyone, but Google doesn’t always play well with others. Overall, I think this tool would defiantly be worth trying out in the future as it seems like it could be very beneficial to a developer/designer.

Bibliography

Chapman, C. (2020). Why Use Material Design? Weighing the Pros and Cons. Retrieved from Designers: https://www.toptal.com/designers/ui/why-use-material-design

Envato. (2020, September 25). What is Google's Material Design? Retrieved October 12, 2020, from https://envato.com/blog/introduction-material-design/