

Dasar Desain Antarmuka Pengguna



Dasar Antarmuka
Pengguna

Retno Indah R., S.Pd.,M.Pd. | Hanifah Muslimah Az-Zahra, S.Sn., M.Ds

Pertemuan 3

Konsep Warna dan Image

- Retno Indah R., S.Pd.,M.Pd. | Hanifah Muslimah Az-Zahra, S.Sn., M.Ds



Elements of Arts

1. Line (garis)
2. Shape (bentuk/figure datar)
3. Color (warna)
4. Texture (tekstur)
5. Form (bentuk/figure 3D)
6. Value (gelap/terang)
7. Space (ruang)

Elemen & Prinsip Desain



LINE

A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

COLOR

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is **subtractive**; RGB (red/green/blue) is **additive**.

Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

TEXTURE

Texture relates to the surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.



created by Paper Leaf Design. www.paper-leaf.com

SHAPE



Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: geometric (triangles, squares, circles etc), natural (leaves, animals, trees, people), and abstracted (icons, stylizations, graphic representations etc).

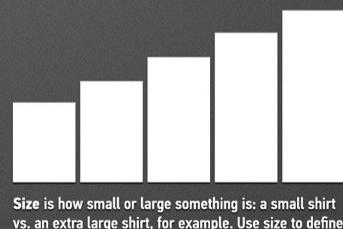
VALUE

Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.



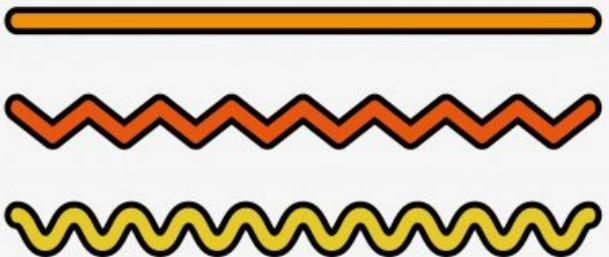
Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest; define importance; lead the eye through a design and more.

SIZE



Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

1. LINE

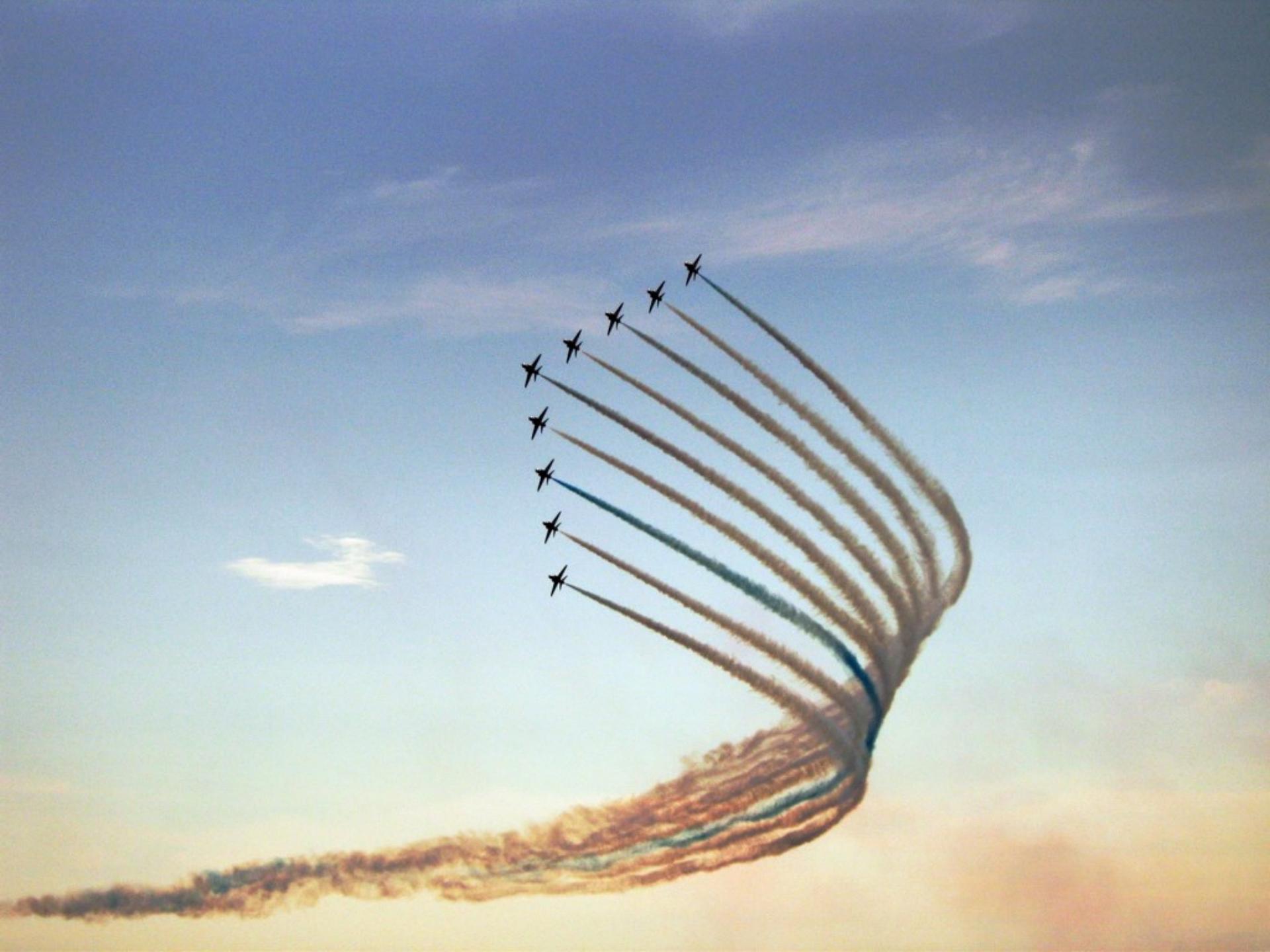


.....

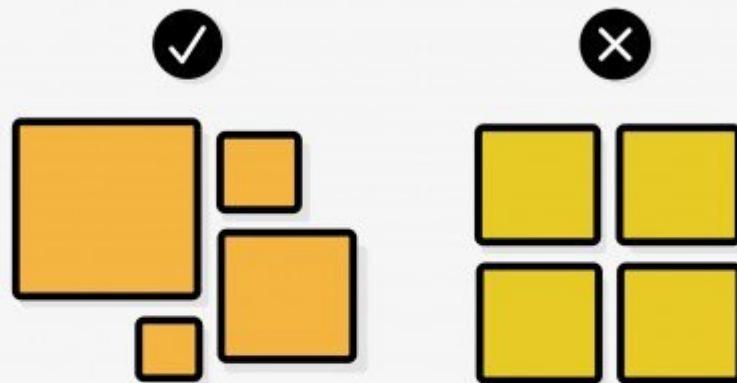
Lines help to enhance,
direct and create movement

Canva

- Penggunaan garis dalam desain bisa halus, kasar, menyambung, pecah, tebal dan tipis yang kemudian bisa dijadikan sebagai *outline*. Garis mampu menyampaikan pesan tertentu.
- Misalnya, garis diagonal yang menyampaikan energi kinetik dan pergerakan, sedangkan garis lurus menyampaikan sesuatu yang lebih teratur dan bersih.
- Garis untuk memberi penekanan seperti dalam penyampaian informasi penting dan “mendorong” arah pandang audiens ke arah tertentu. Garis dapat digunakan untuk membuat bentuk atau bingkai.



2. SCALE



.....

Scale creates emphasis,
drama and aids hierarchy

Canva

READ THIS FIRST
and then read this.

THAT'S VISUAL HIERARCHY.

YOU READ THIS FIRST

You will read this when skimming

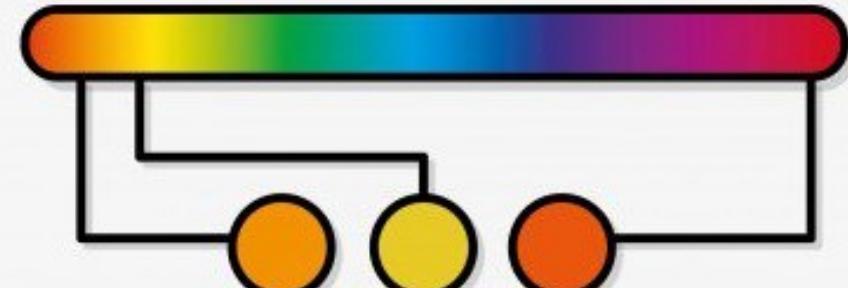
You will probably not read this on a skim

You will not read this. **Unless a phrase is bolded**

Psst... This is using "anomaly"
to break the flow of the hierarchy. Cool hah?

3. COLOUR

- Elemen warna sangat penting dan tidak boleh diremehkan, bahkan untuk desain yang bernuansa hitam atau putih sekalipun tetap membutuhkan keseimbangan dan kontras yang pas.
- Sebagai tambahan, setiap warna juga memiliki unsur tingkat kecerahan masing-masing. Pelajari dasar teori warna agar kamu mengetahui komposisi warna yang tepat dan sesuai dengan desain yang ingin dibuat.



.....

A strong colour palette
makes for a strong design

Canva



Buy

➤ YELLOW

- OPTIMISTIC AND YOUTHFUL
OFTEN USED TO GRAB
ATTENTION OF WINDOW
SHOPPERS



Buy

➤ RED

- ENERGY
INCREASES HEART RATE
CREATES URGENCY
OFTEN SEEN IN CLEARANCE
SALES



Buy

➤ BLUE

- CREATES THE SENSATION OF
TRUST AND SECURITY
OFTEN SEEN WITH BANKS AND
BUSINESSES



Buy

➤ GREEN

- ASSOCIATED WITH WEALTHY
THE EASIEST COLOR FOR THE
EYES TO PROCESS
USED TO RELAX IN STORES



Buy

➤ ORANGE

- AGGRESSIVE
CREATES A CALL TO ACTION:
SUBSCRIBE, BUY, OR SELL



Buy

➤ PINK

- ROMANTIC AND FEMININE
USED TO MARKET PRODUCTS
TO WOMAN AND YOUNG GIRLS



Buy

➤ BLACK

- POWERFUL AND SLEEK
USED TO MARKET LUXURY
PRODUCTS



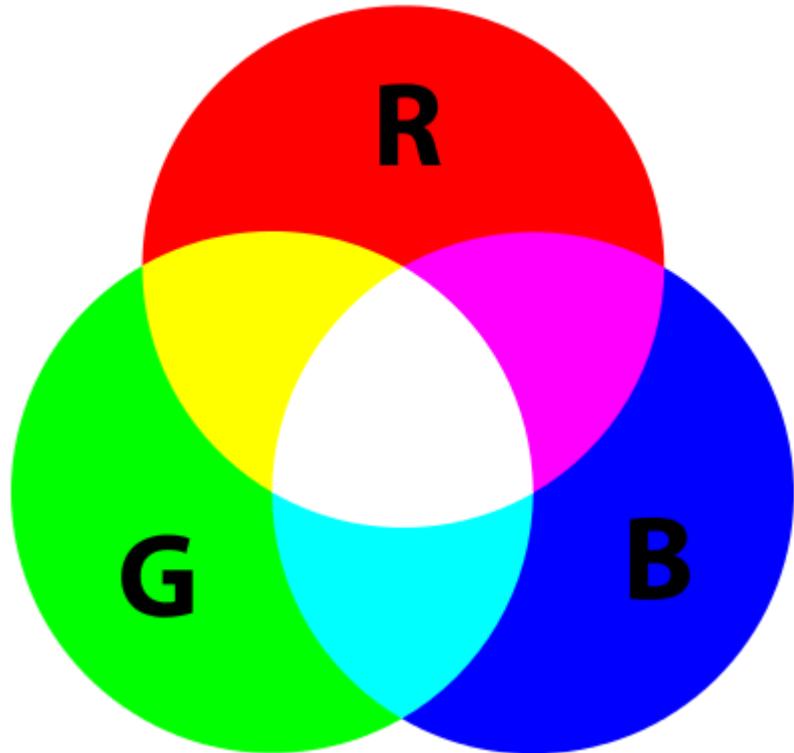
Buy

➤ PURPLE

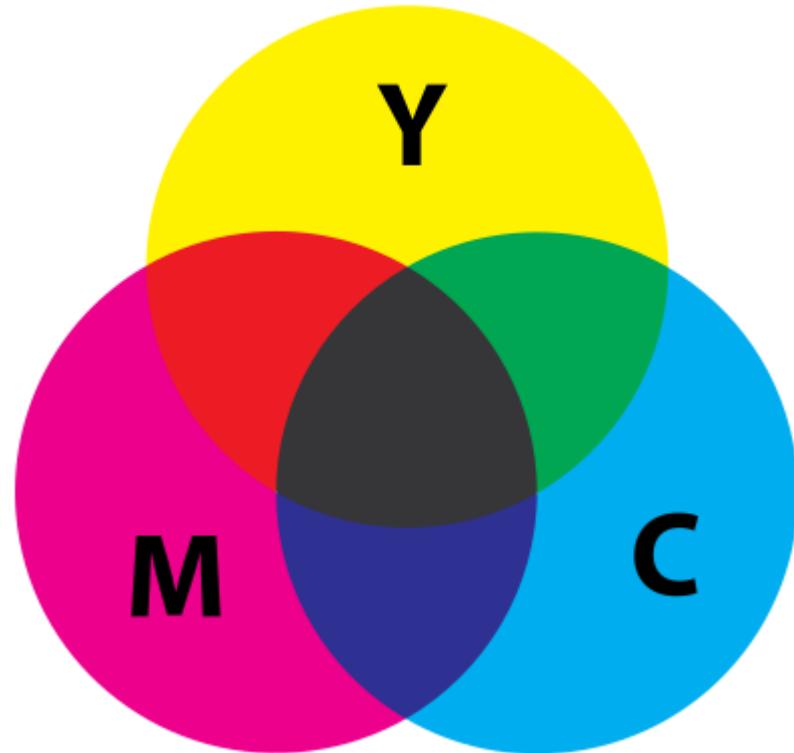
- IS USED TO SOOTHE & CALM
OFTEN SEEN IN BEAUTY OR
ANTI-AGING PRODUCTS



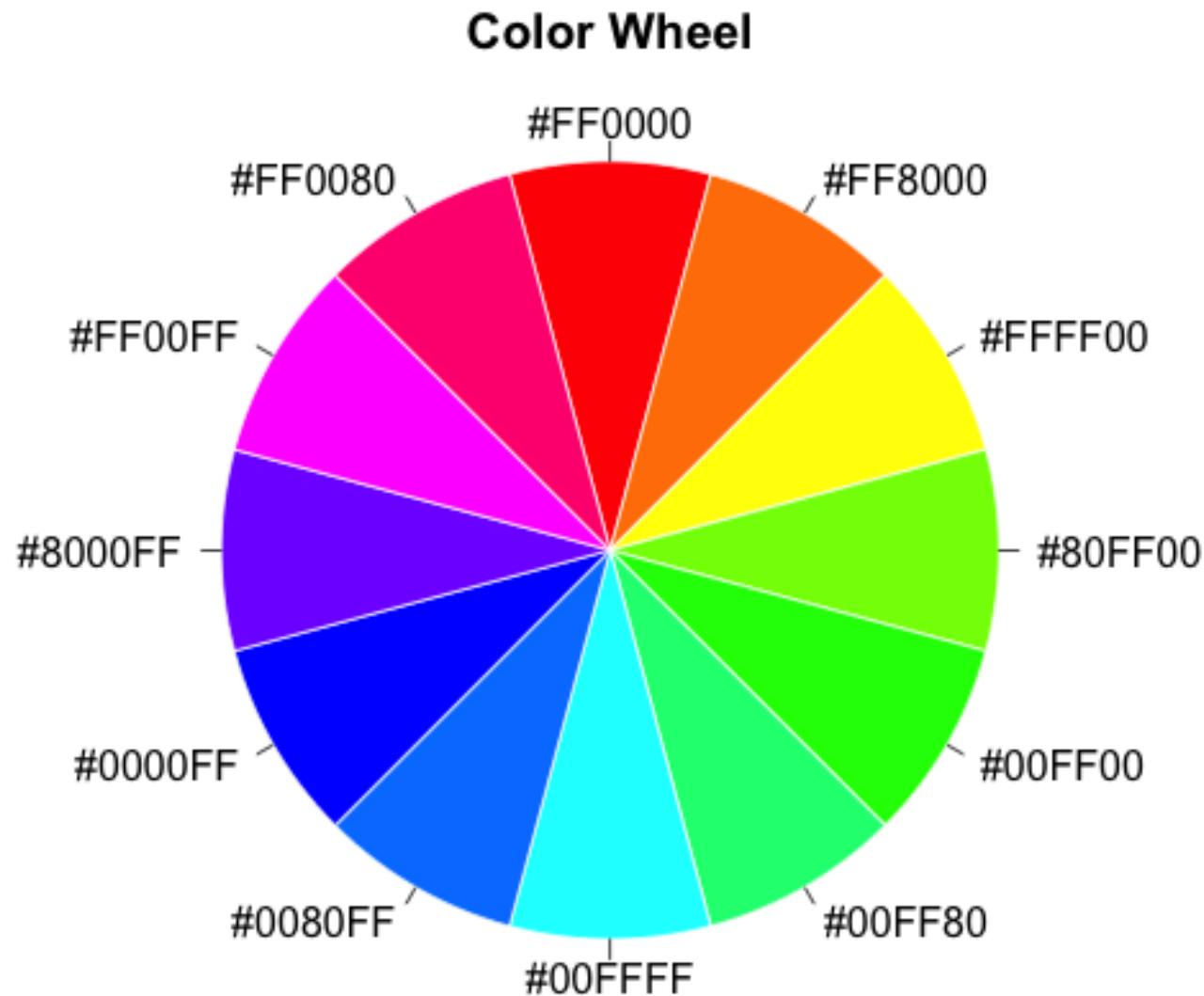
Colour

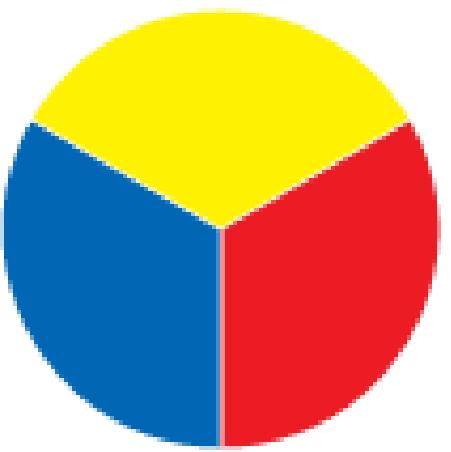


Additive color mixing



Subtractive color mixing

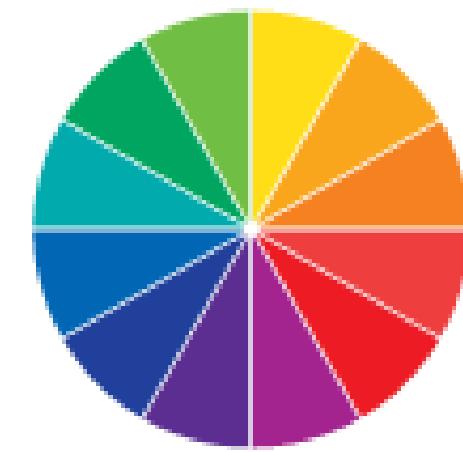




Primary Colors



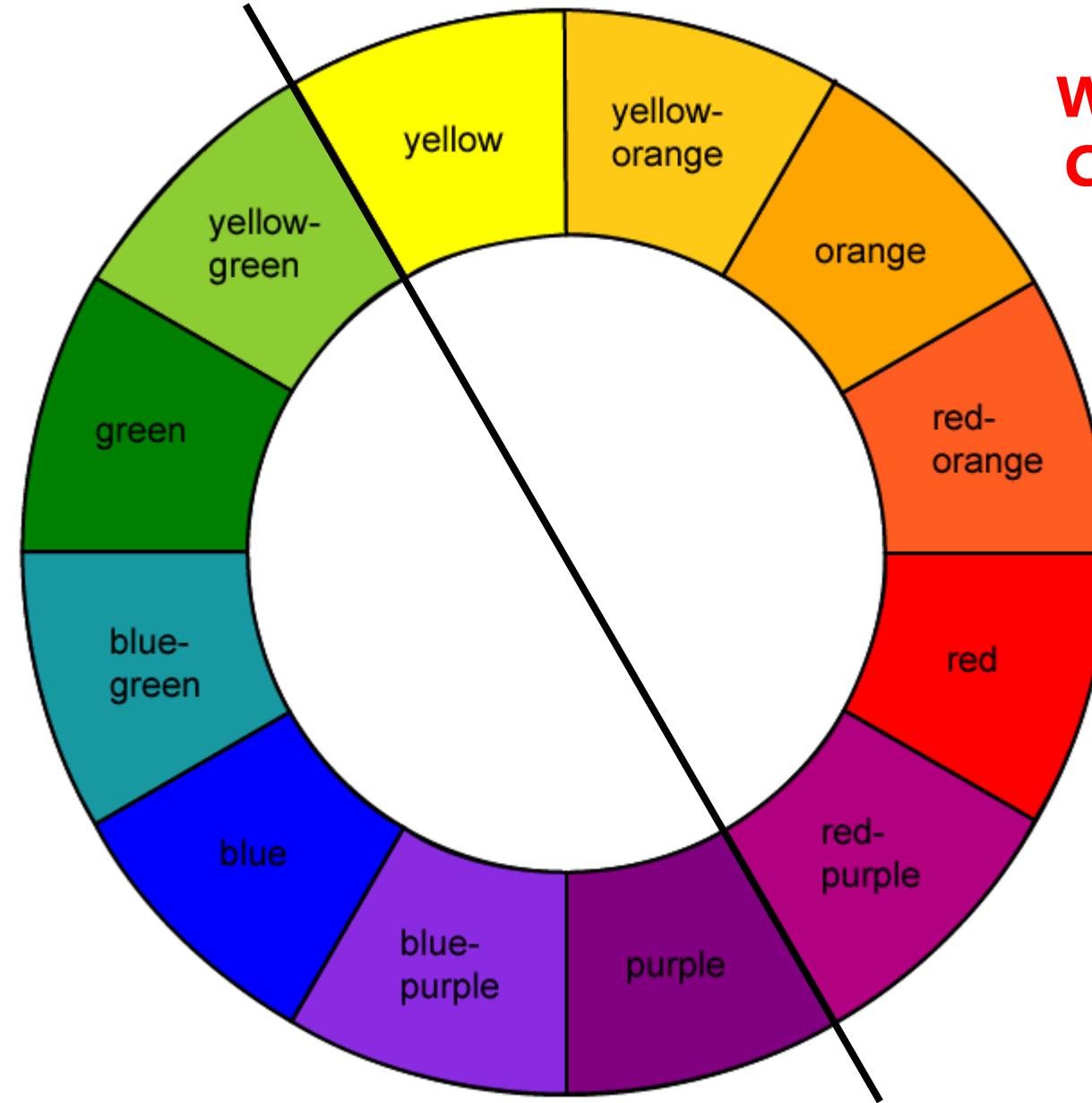
Primary and
Secondary Colors



Primary,
Secondary, and
Tertiary Colors

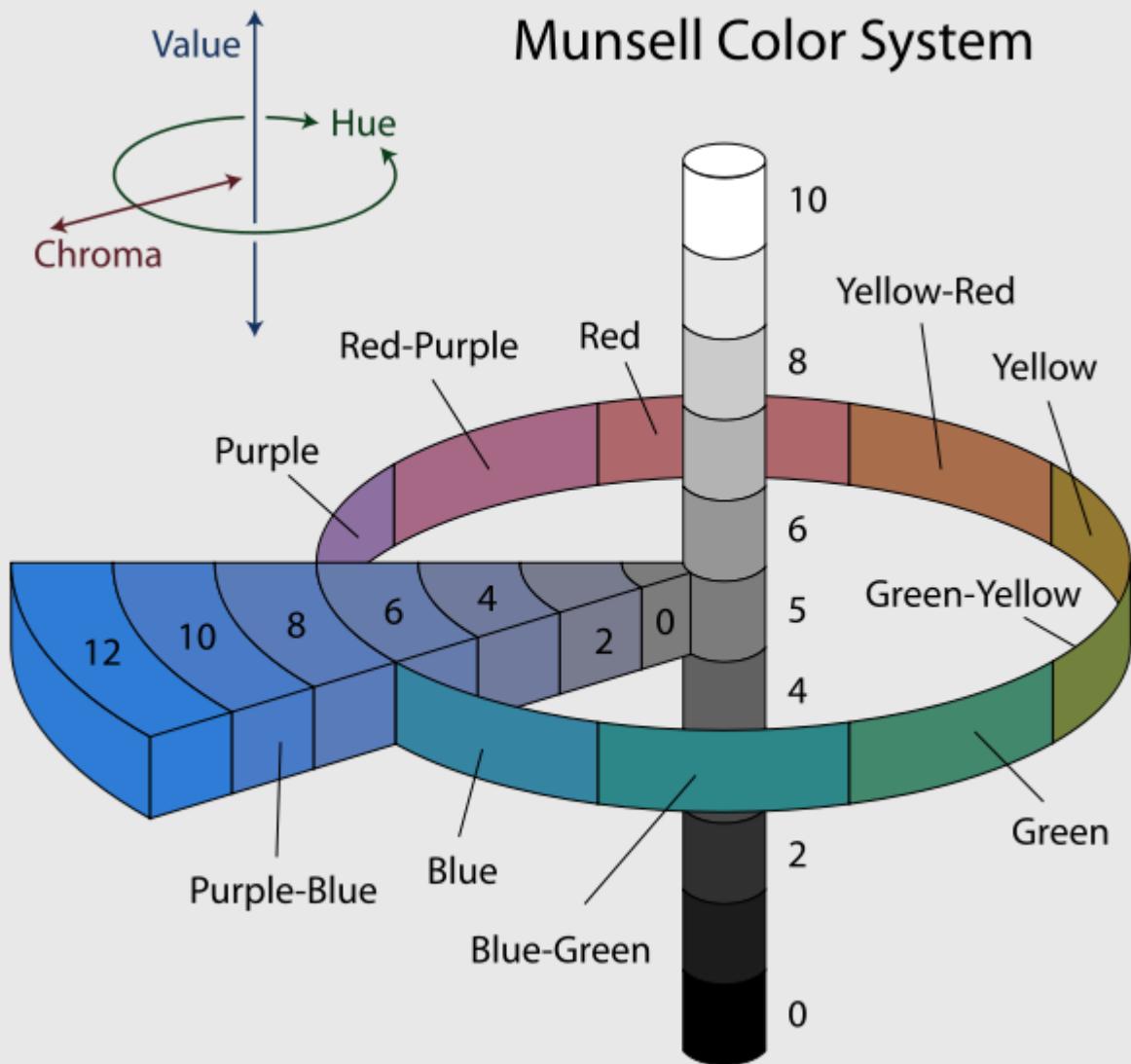


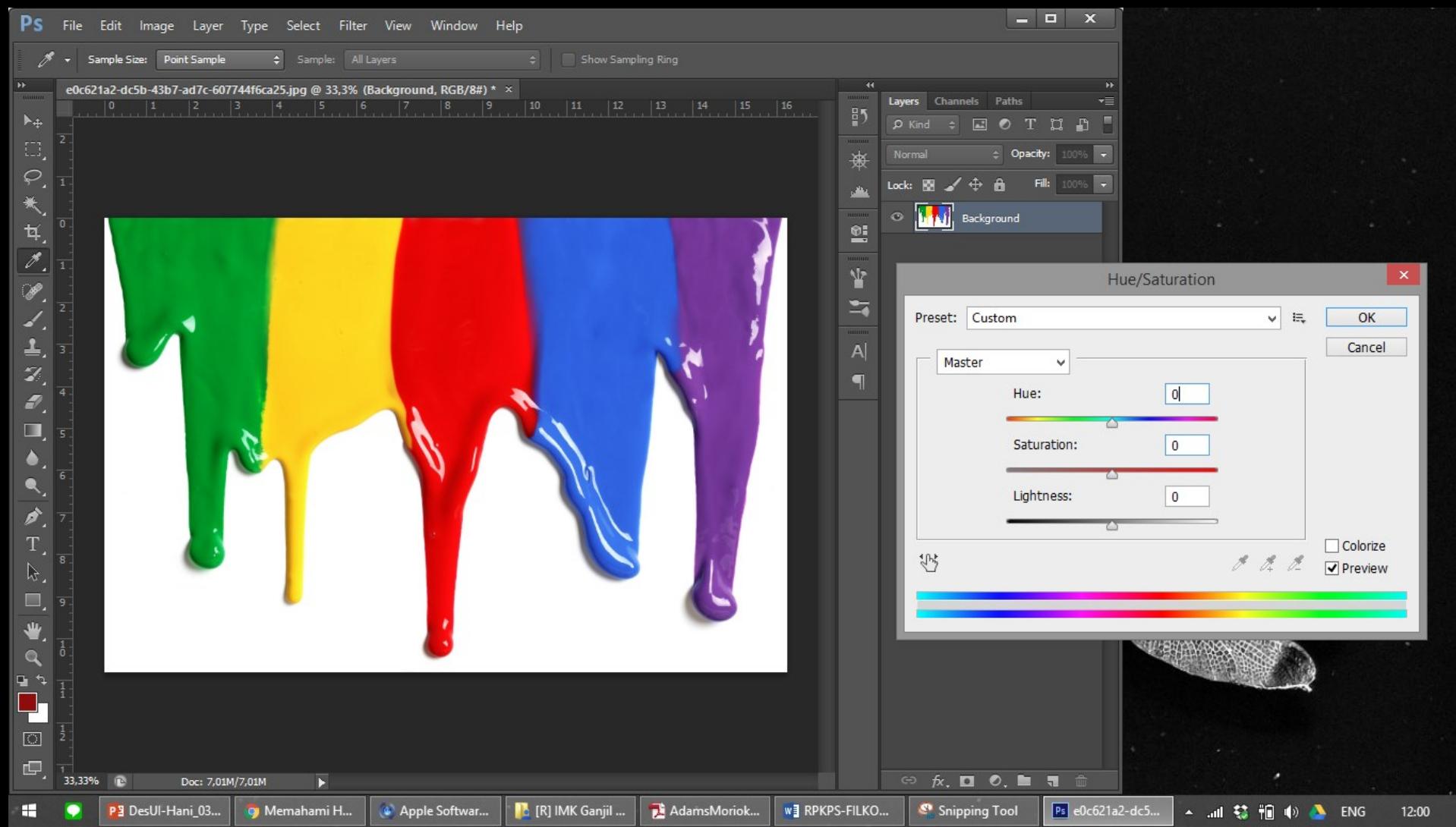
**Warm
Color**

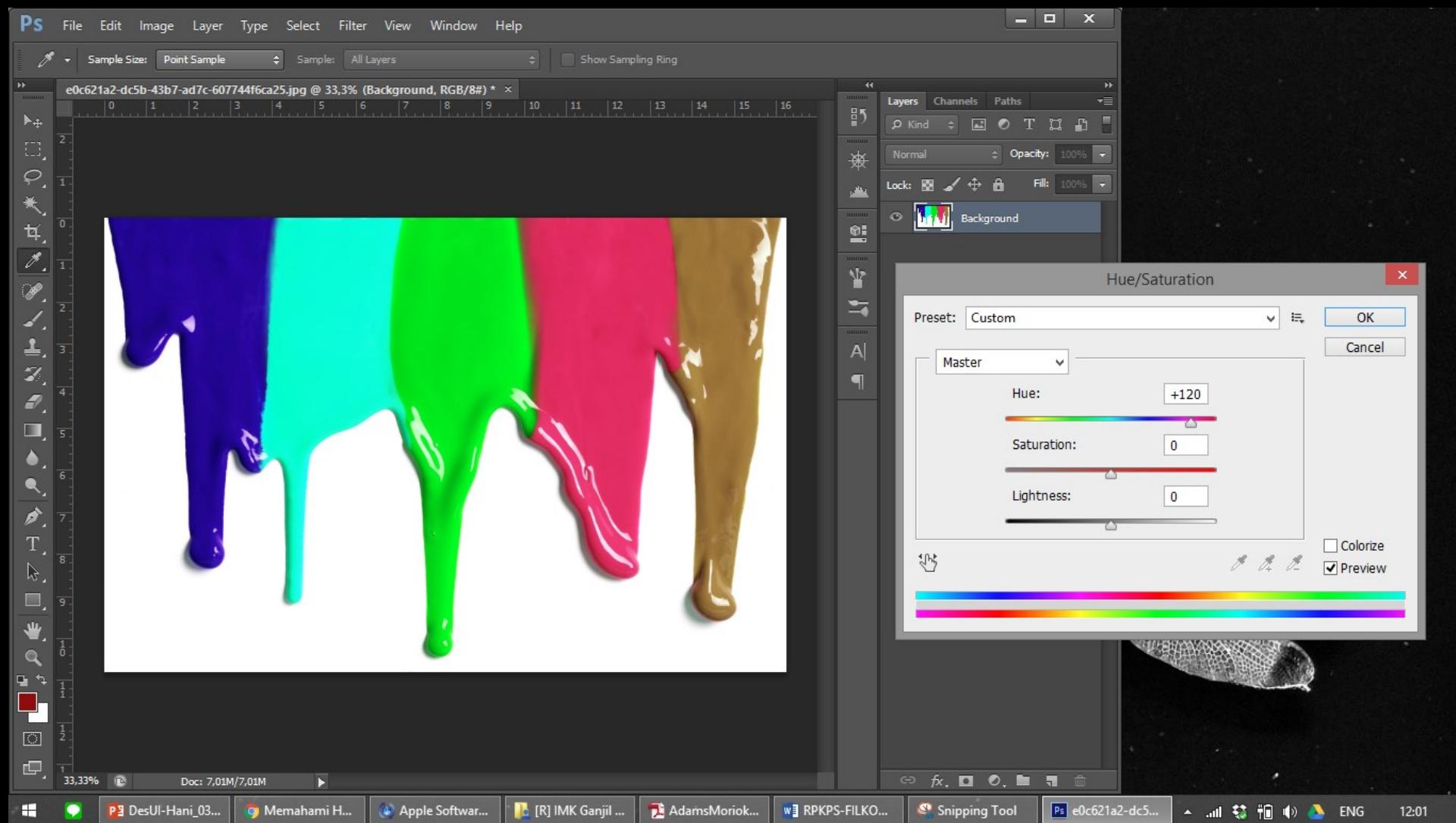


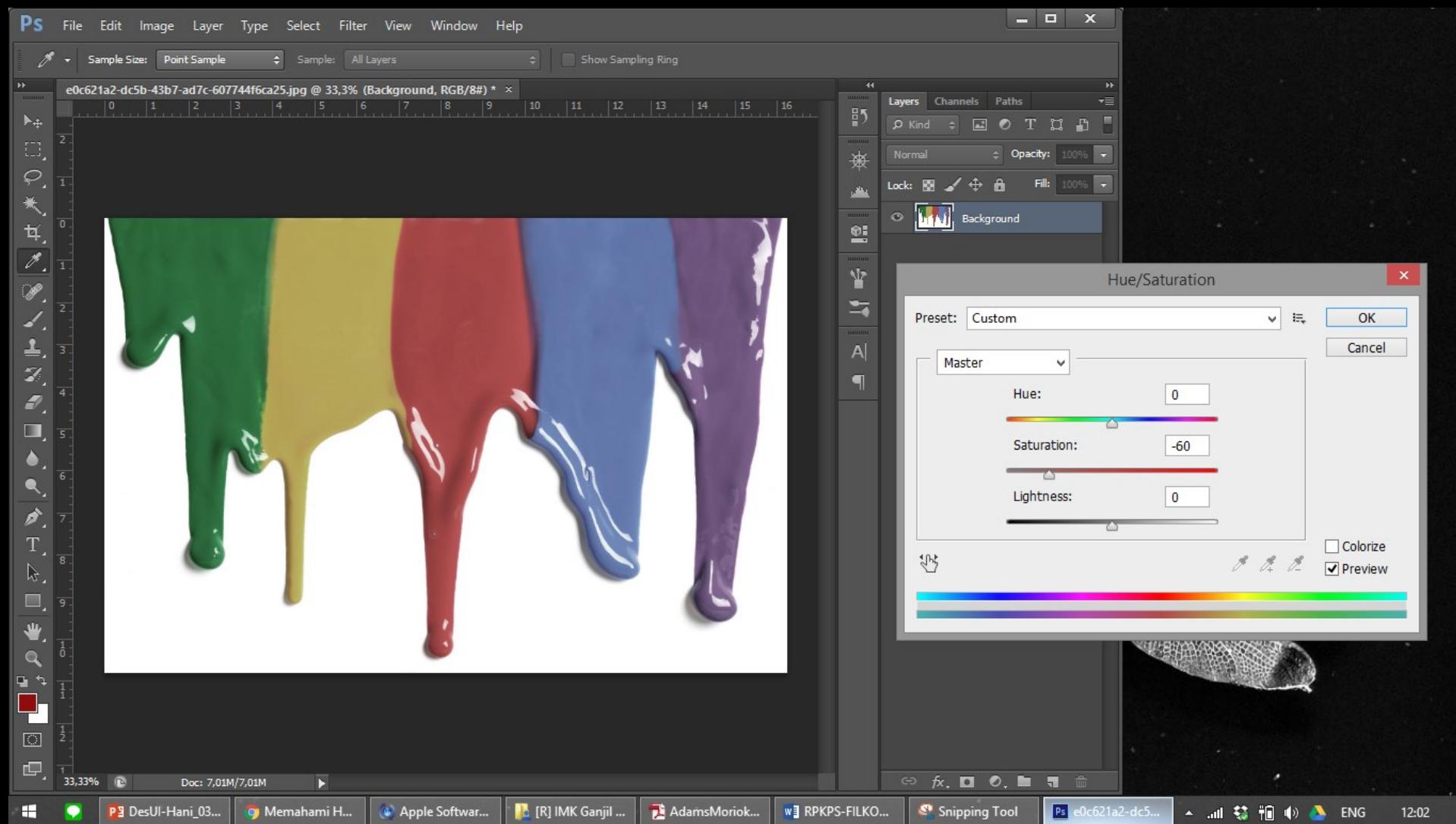
**Cool
Color**

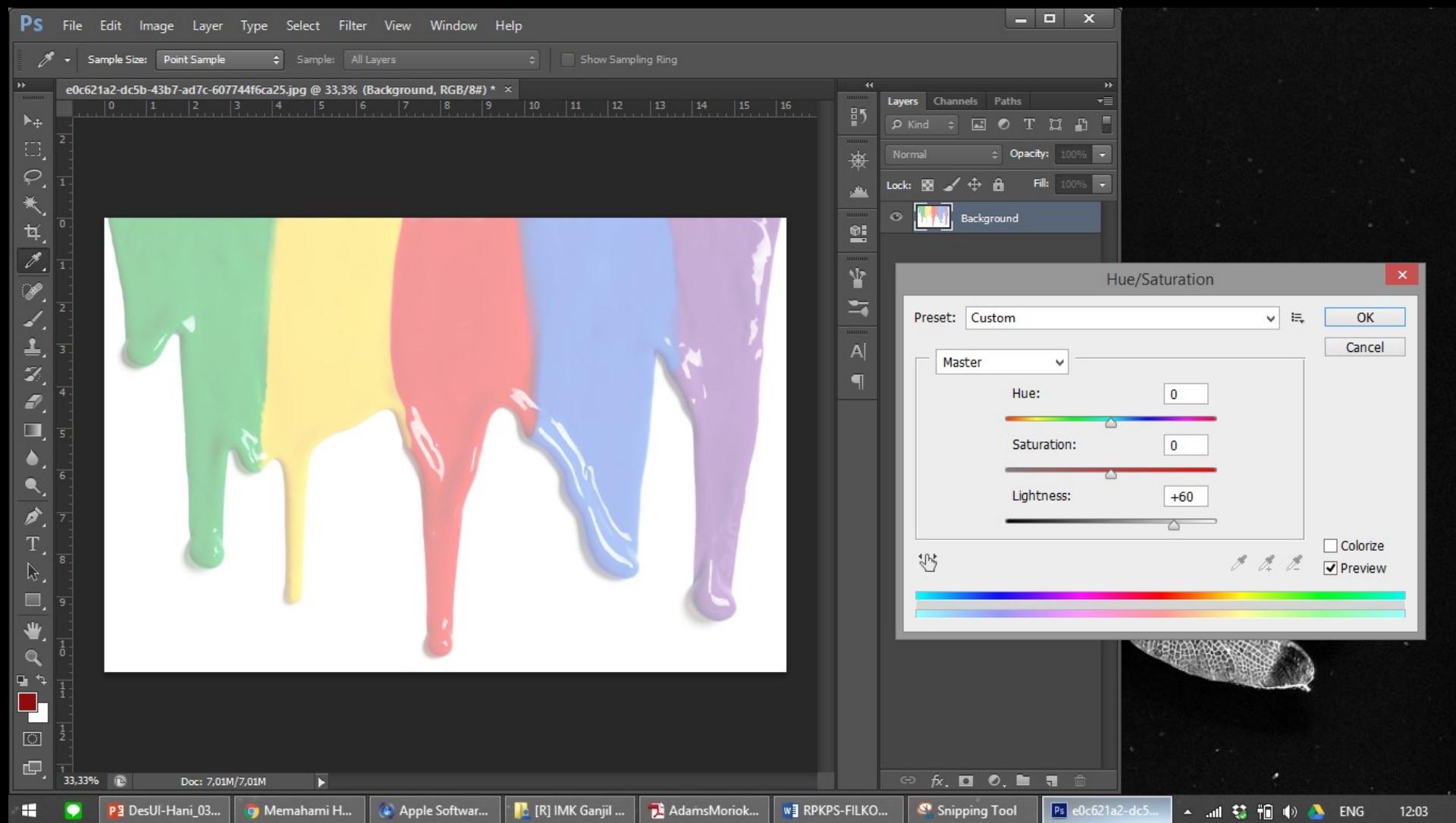
Munsell Color System

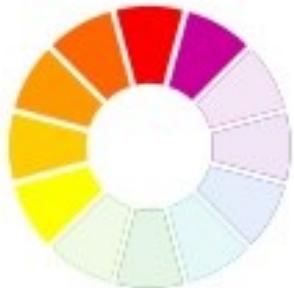












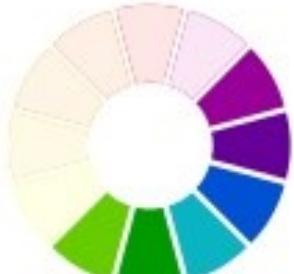
Warm colors



Split complementary colors



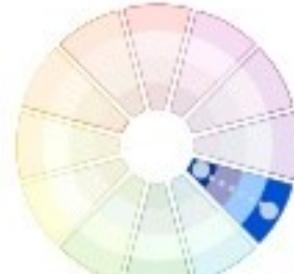
Analogous colors



Cool colors



Triad colors



Monochromatic colors



Complementary colors



Tetradic colors

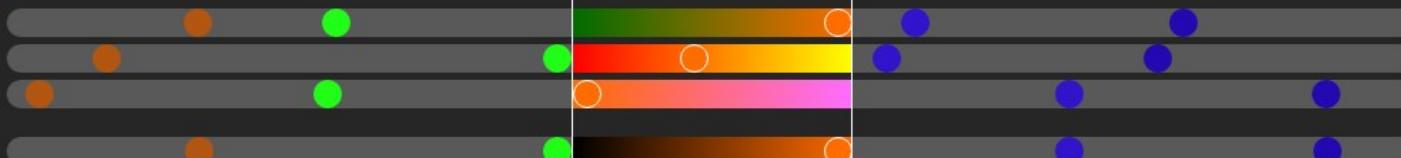


Hues, tints, tones & shades

Save

Color Rule

- Analogous
- Monochromatic
- Triad
- Complementary
- Compound
- Shades
- Custom



RGB	178	86	18
HEX			

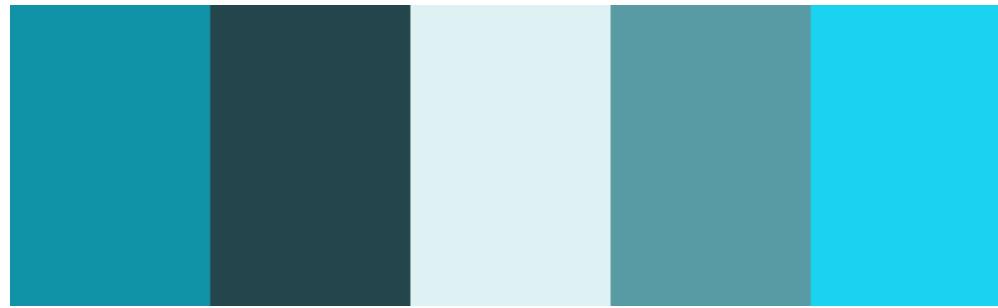
RGB	33	255	25
HEX			

RGB	255	108	0
HEX			

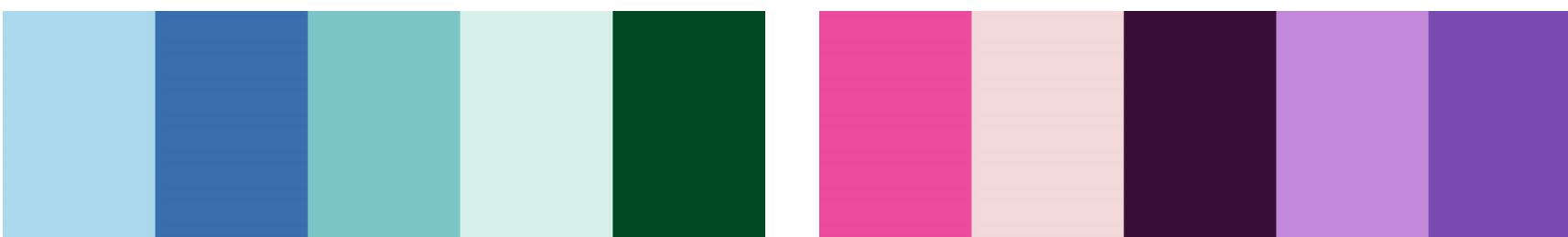
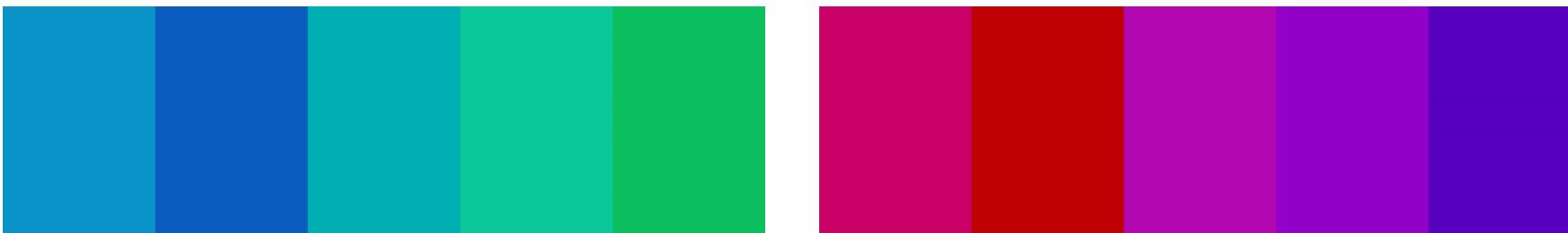
RGB	49	20	204
HEX			



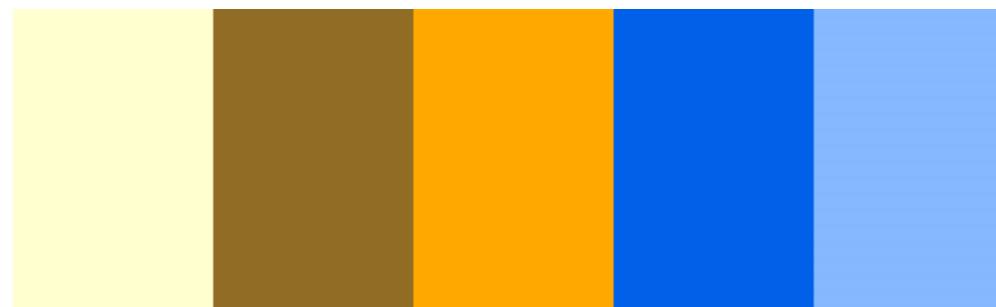
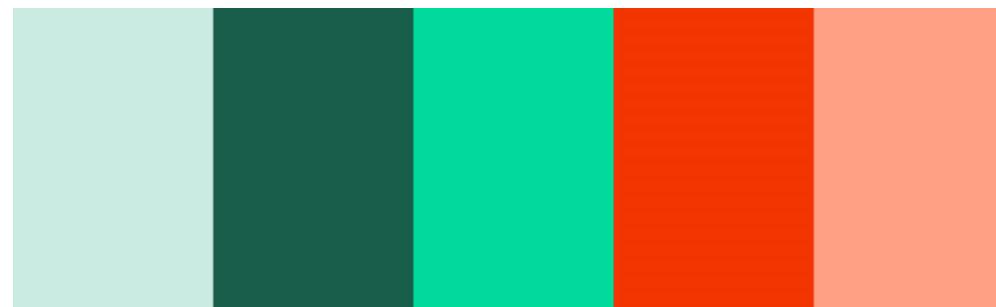
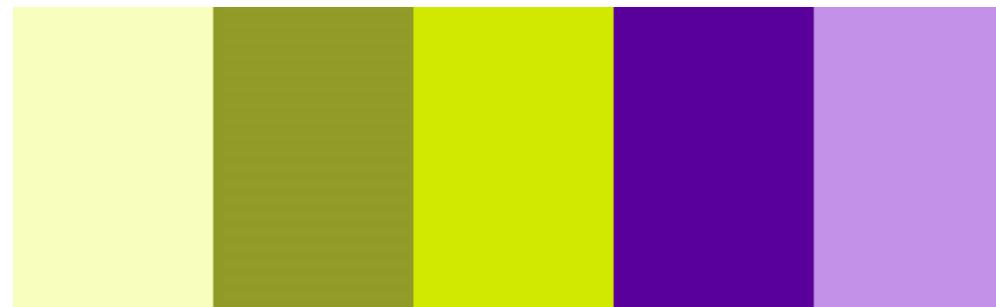
MONOCHROMATIC



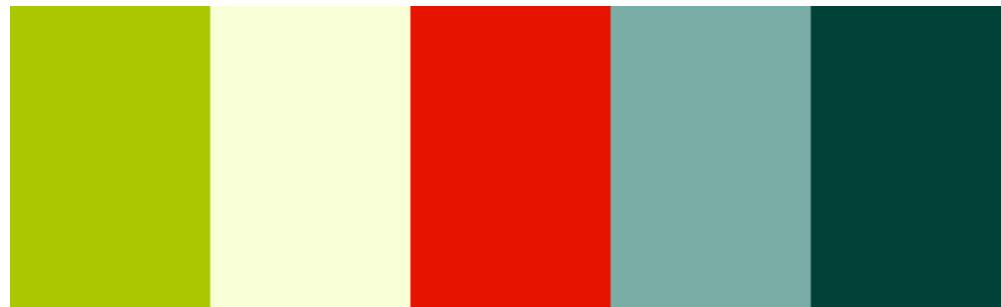
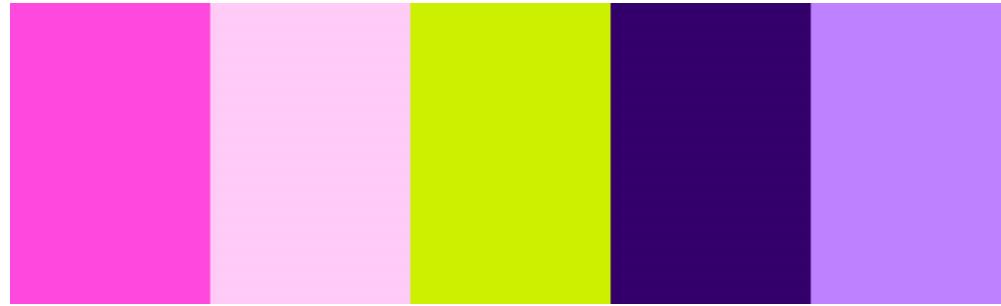
ANALOGOUS



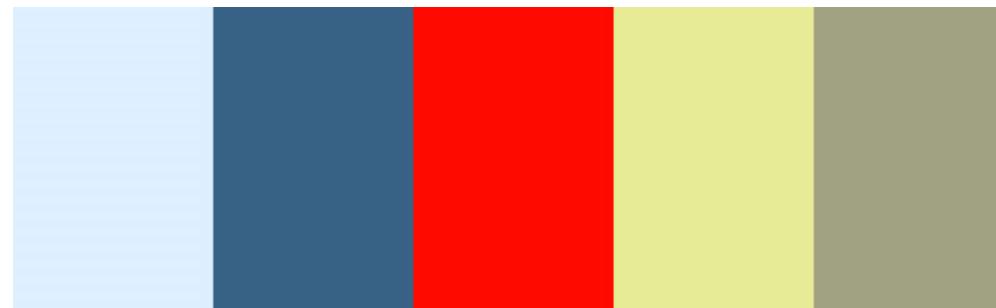
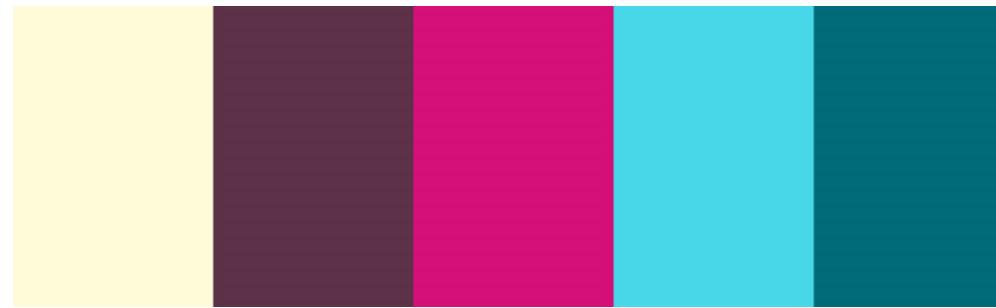
COMPLEMENTARY



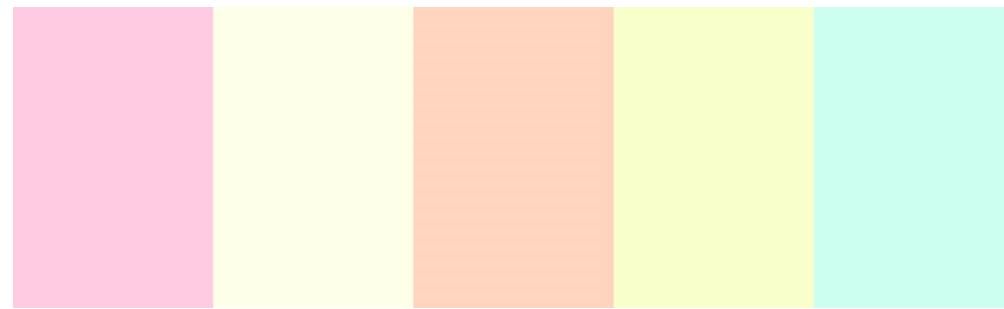
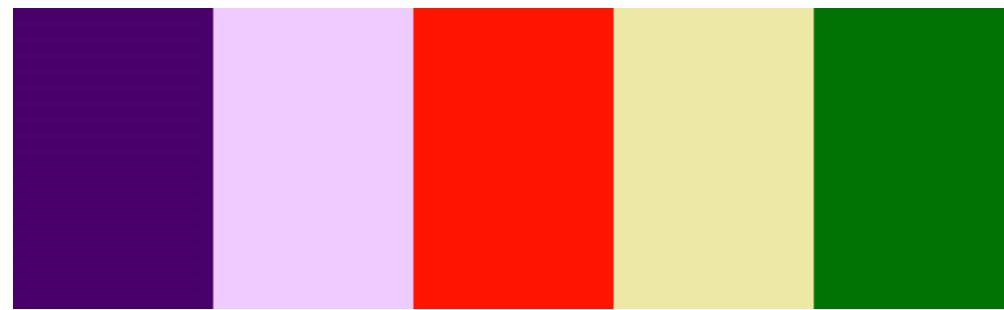
SPLIT COMPLEMENTARY



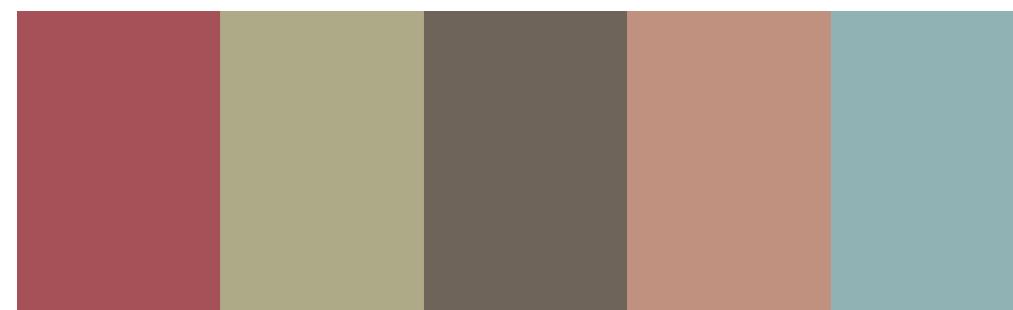
TRIADIC



TETRADIC



NEUTRAL



Create color scheme!

- Add neutral color
- Use photo to create color scheme
- Less or more color is fine

Psychology of Color

Color	Associated with	Positive	Negative
Red	fire blood sex	passion love blood energy enthusiasm excitement heat power	aggression anger battle revolution cruelty immorality

Cultural Links

Ivory Coast, Africa

Dark red indicates death.

France

Masculinity

Most of Asia

Marriage, prosperity, happiness

India

Soldier's symbol

South Africa

Color of mourning

In Addition

- Most visually dominant color
- Suggests speed, action
- Stimulates heart rate, breathing, and appetite
- People appear heavier in red clothes.
- Red cars are stolen most often.

Color	Associated with	Positive	Negative
Yellow	sunshine	intellect wisdom optimism radiance joy idealism	jealousy cowardice deceit caution

Cultural Links

Buddhist cultures

Priests wear saffron yellow robes.

Egypt and Burma

Signifies mourning

India

Symbol of merchant or farmer

Hindu cultures

Worn to celebrate the festival of spring

Japan

Associated with courage

In Addition

- First color that the human eye notices
- Brighter than white
- Speeds the metabolism
- Bright yellow is the most fatiguing color; can irritate the eyes.
- Pale yellow can enhance concentration (used for legal pads).

Color	Associated with	Positive	Negative
Blue	sea sky	knowledge coolness peace masculinity contemplation loyalty justice intelligence	depression coldness detachment apathy

Cultural Links

Most of the world

Considered a masculine color

China

Color for little girls

Iran

Color of mourning

Western bridal tradition

Means love

Worldwide

Most popular corporate color

In Addition

- Blue food is rare in nature; unappetizing, suppresses hunger.
- Causes the body to produce calming chemicals; relaxing
- People are said to be more productive in blue rooms.
- Blue clothing often symbolizes loyalty or trust.

Color	Associated with	Positive	Negative
Green	plants the natural environment	fertility money growth healing success nature harmony honesty youth	greed envy nausea poison corrosion inexperience

Cultural Links

Islam

Green is associated with paradise and is symbolic of Islam.

Ireland

Green is strongly associated with this country.

Celtic cultures

The Green Man was the god of fertility.

Native American cultures

Green is linked with the will, or man's volition.

In Addition

- Green is the easiest color on the eyes.
- Green is a calming and refreshing color, often used in hospitals to relax patients.
- Green means “go”; everything is in order.
- Green is said to aid digestion and reduce stomachaches.

Color	Associated with	Positive	Negative
Purple	royalty spirituality	luxury wisdom imagination sophistication rank inspiration wealth nobility mysticism	exaggeration excess madness cruelty

Cultural Links

Latin America

Purple indicates death.

Thailand

Purple is worn by widows mourning a husband's death.

Japan

Purple represents ceremony, enlightenment, and arrogance.

In Addition

- Purple has a feminine and romantic quality that is sometimes associated with male homosexuality.
- Rare in nature, purple seems artificial.
- In ancient times, purple dyes were expensive and worn by royalty and the wealthy only.
- Purple is said to enhance the imagination and thus is used in decorating children's rooms.

Color	Associated with	Positive	Negative
Orange	autumn citrus	creativity invigoration uniqueness energy vibrancy stimulation sociability health whimsy activity	crassness trendiness loudness

Cultural Links

Ireland

Orange signifies the Protestant movement in Northern Ireland.

Native American cultures

Orange is linked with learning and kinship.

India

Orange signifies Hinduism.

Netherlands

Orange is the national color because the Dutch monarchs came from Orange-Nassau.

In Addition

- Orange is an appetite stimulant.
- Orange rooms get people thinking and talking.
- Orange rooms speak of friendliness and fun.
- Orange is used for visibility enhancement, which is why hunters and highway workers wear it.

Color	Associated with	Positive	Negative
Black	night death	power authority weight sophistication elegance formality seriousness dignity solitude mystery stylishness	fear negativity evil secrecy submission mourning heaviness remorse emptiness

Cultural Links

China

Black is for little boys.

Asia generally

Black is associated with career, knowledge, mourning and penance.

American, European, Japanese youth

Black is the color of rebellion.

Worldwide

Black denotes dark-skinned people of sub-Saharan African ancestry.

In Addition

- Black clothing makes people look thinner.
- Black humor is morbid.
- Black makes other colors look brighter.
- In color therapy, black is supposed to boost self-confidence and strength.
- Black is often associated with secret societies.

Color	Associated with	Positive	Negative
White	light purity	perfection marriage/wedding cleanliness virtue innocence lightness softness sacredness simplicity truth	fragility isolation

Cultural Links

Japan and China

White is a funeral color.

Worldwide

A white flag is a universal symbol for truce.

North America, Europe

White denotes light-skinned people of Caucasian ancestry.

India

Married women who wear white invite unhappiness.

In Addition

- In some culture, it's considered good luck to be married in a white garment.
- White is the perfectly balanced color.
- White is so brilliant that it gives some people headaches.
- White light can be blinding.
- White is associated with angels and gods.

Color	Associated with	Positive	Negative
Gray	neutrality	balance security reliability modesty classicism maturity intelligence wisdom	lack of commitment uncertainty moodiness cloudiness old age boredom indecision bad weather sadness

Cultural Links

Native American

Gray is associated with honor and friendship.

Asian

Gray means helpful people as well as travel.

America

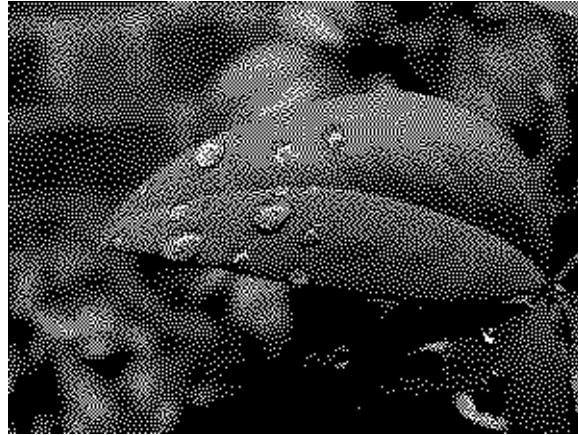
The color gray is used to represent industry, in contrast to environmentalism, which is represented by green.

Worldwide

Gray is often associated with silver and money.

In Addition

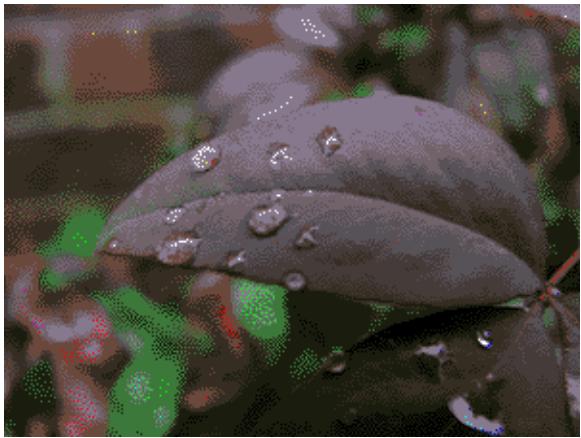
- Gray seldom evokes strong emotions.
- Gray is a balance of black and white.
- Gray is its own complement.
- Grayscale means rendering an image in a range of blacks and whites.
It also refers to a tonal scale of blacks and whites that is used in calibration and accurate reproduction of halftone images.



1 bit (2 colors)



2 bits (4 colors)



4 bits (16 colors)



8 bits (256 colors)



24 bits (16,777,216 colors)

Color depth

The number of bits used to indicate the color of a single pixel, or
the number of bits used for each color component of a single pixel.

1-bit monochrome

8-bit grayscale

8-bit color

15- or 16-bit color (high color)

24-bit color (true color)

30-, 36-, or 48-bit color (deep color)

Images

*Our brain processes images
60,000 times faster
than reading text.*

- Mike Parkinson

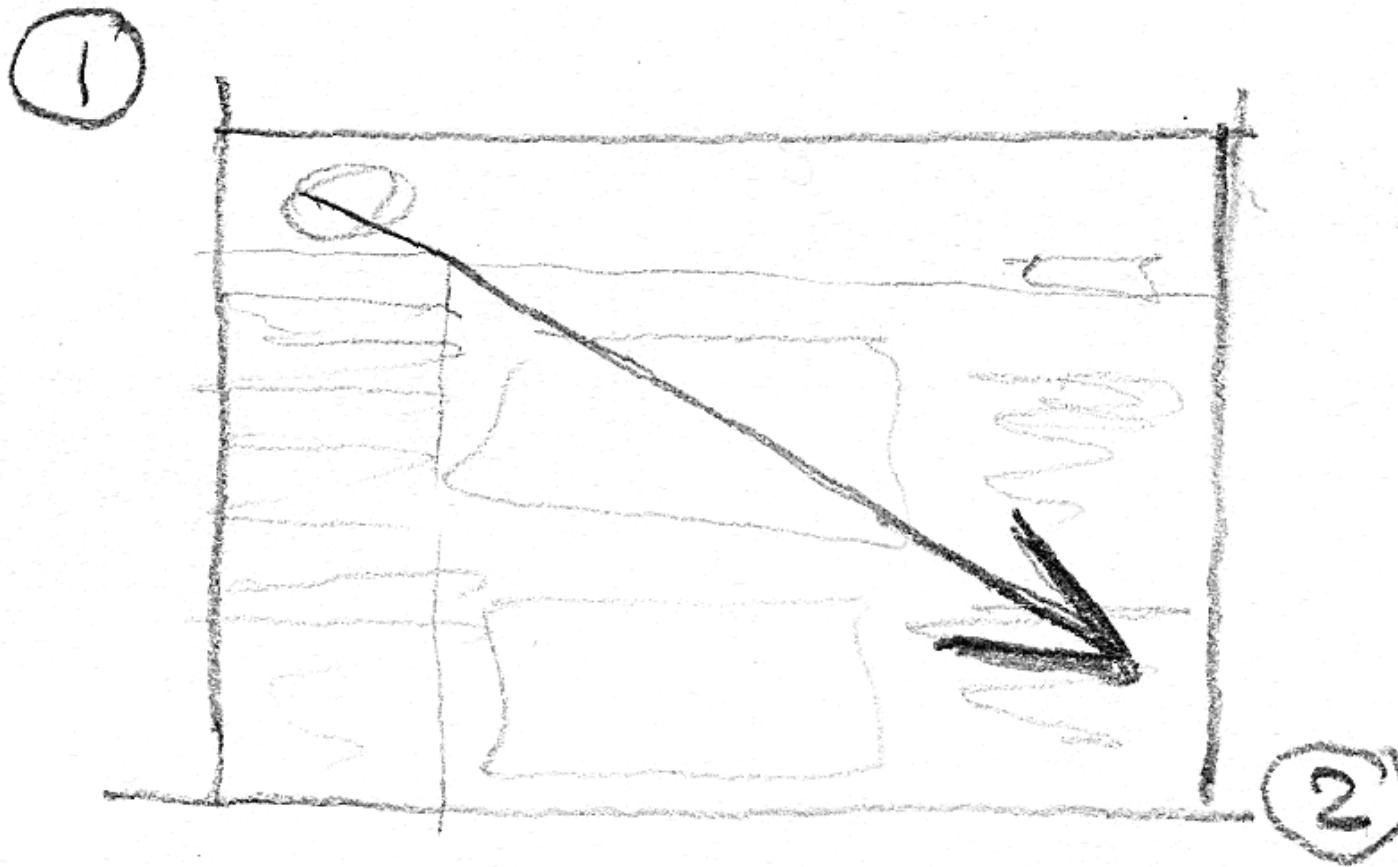
Images: Visual Direction

Visual direction → mengatur pergerakan mata

dapat dilakukan dengan:

1. pemilihan gambar dgn komposisi yang tepat
2. penempatan gambar di layout dgn tepat

Controlling Directions with Images



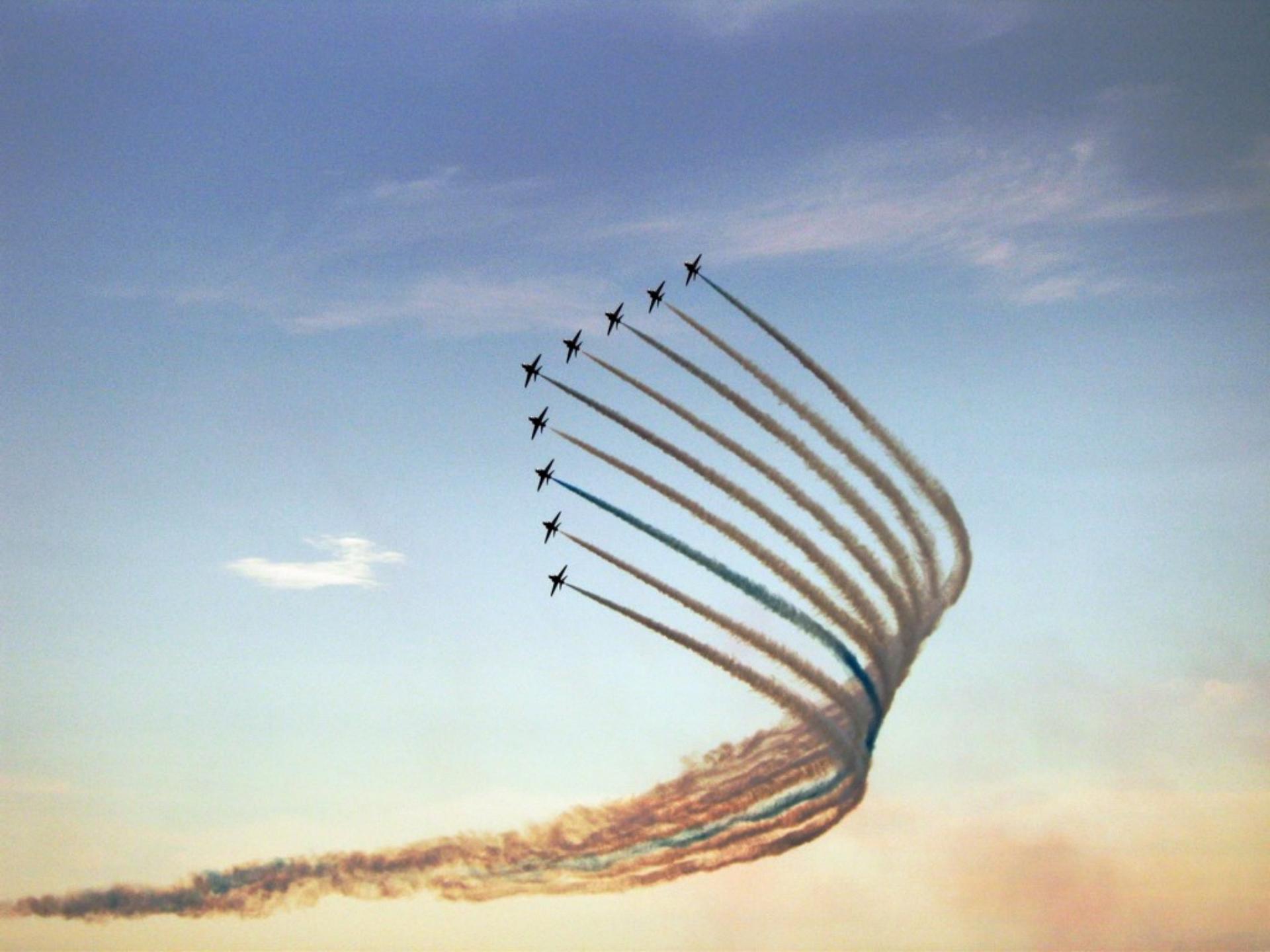
① to ②: DEFAULT EYE MOVEMENT

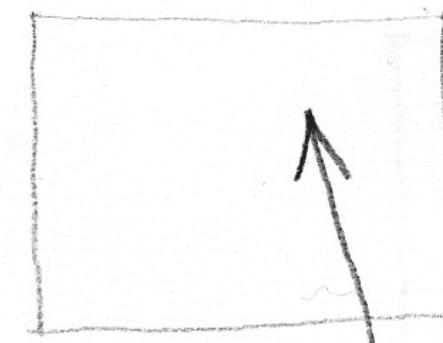
default eye movement : LTR – Left to Right

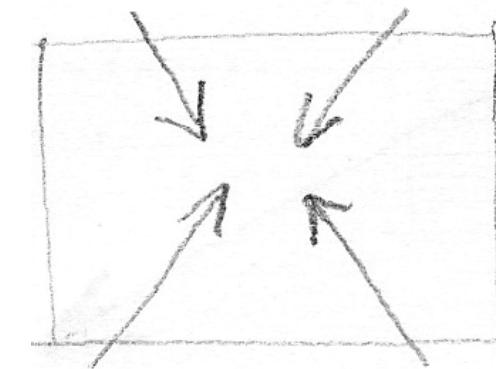


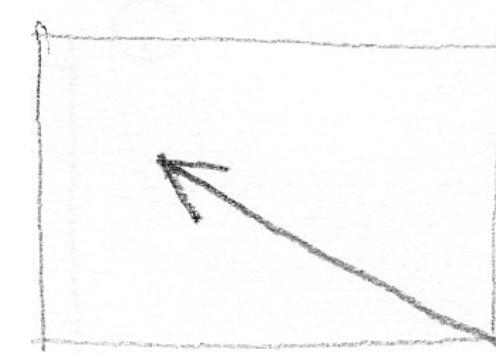


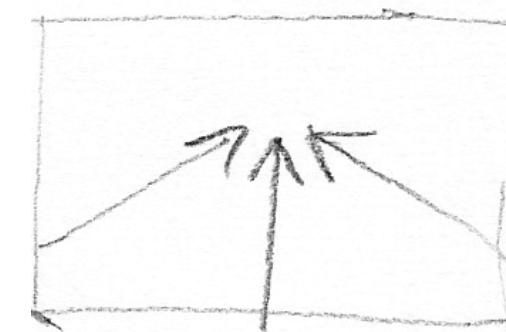




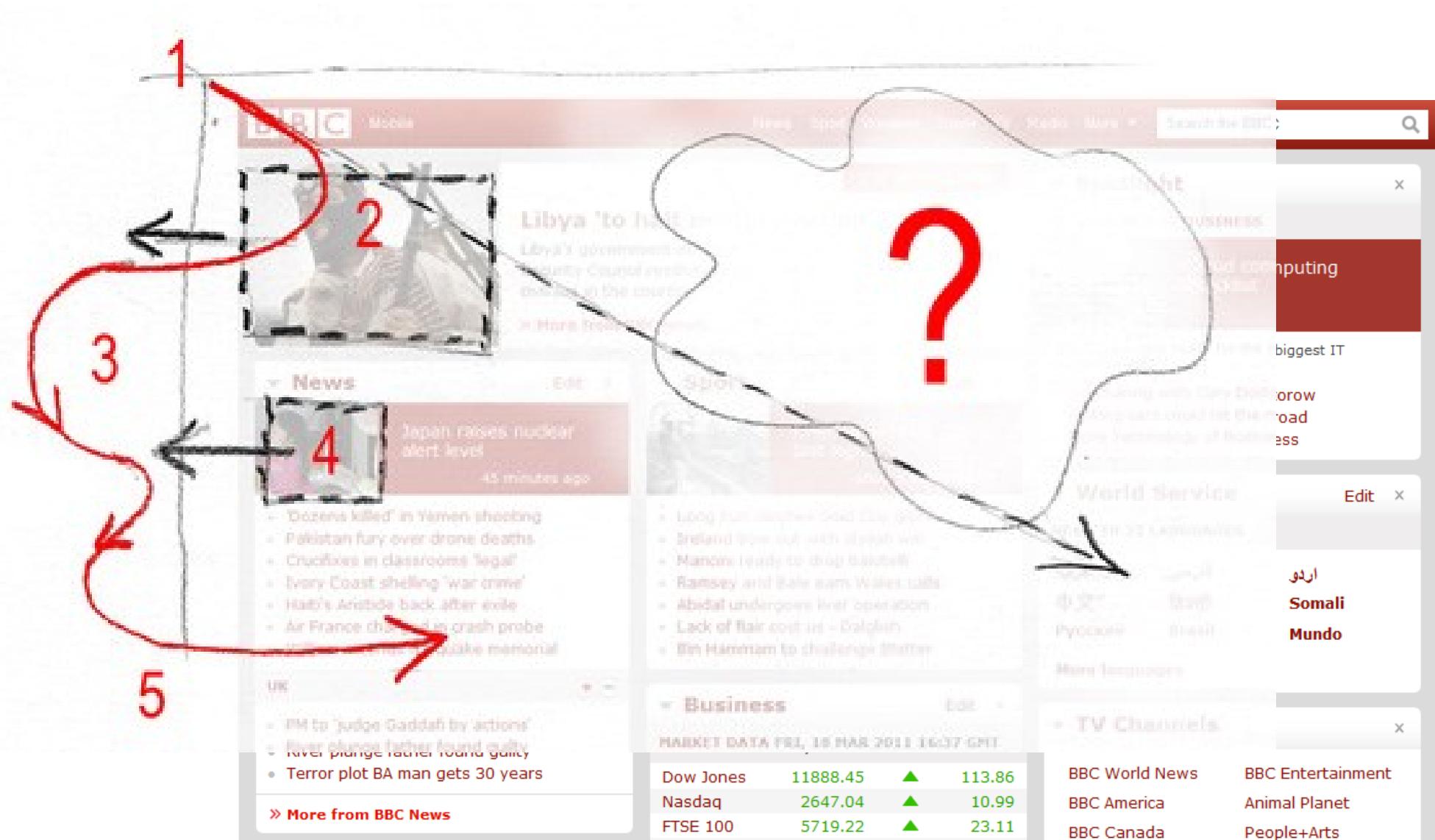








Leading the Eye



**TOP NEWS STORY****Libya 'to halt military action'**

Libya's government declares an immediate ceasefire after a UN Security Council resolution backs military action to protect civilians in the country.

[» More from BBC News](#)**News**Edit x**Japan raises nuclear alert level**

45 minutes ago

- 'Dozens killed' in Yemen shooting
- Pakistan fury over drone deaths
- Crucifixes in classrooms 'legal'
- Ivory Coast shelling 'war crime'
- Haiti's Aristide back after exile
- Air France charged in crash probe
- William attends NZ quake memorial

UK

- DM to 'judge Gaddafi by actions'

SportEdit x**Chelsea get Man Utd in last eight**

about 5 hours ago

- Long Run clinches Gold Cup glory
- Ireland bow out with stylish win
- Mancini ready to drop Balotelli
- Ramsey and Bale earn Wales calls
- Abidal undergoes liver operation
- Lack of flair cost us - Dalglish
- Bin Hammam to challenge Blatter

BusinessEdit x**TOP NEWS STORY****Technology of Business****Spotlight****TECHNOLOGY OF BUSINESS****Cloud computing checklist**

Is your business ready for the biggest IT revolution yet?

- Filesharing with Cory Doctorow
- Talking cars could hit the road
- More Technology of Business

World ServiceEdit x**NEWS IN 32 LANGUAGES****العربية****فارسی****اردو****中文****हिन्दी****Somali****Русский****Brasil****Mundo****More languages****TV Channels**

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- Air France charged in crash probe
- William attends NZ quake memorial

UK[+/-](#)

- PM to 'judge Gaddafi by actions'
- River plunge father found guilty
- Terror plot BA man gets 30 years

[» More from BBC News](#)**Sport**[Edit](#)**Chelsea get Man Utd in last eight**

about 5 hours ago

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Spotlight**TECHNOLOGY OF BUSINESS****Cloud computing checklist**

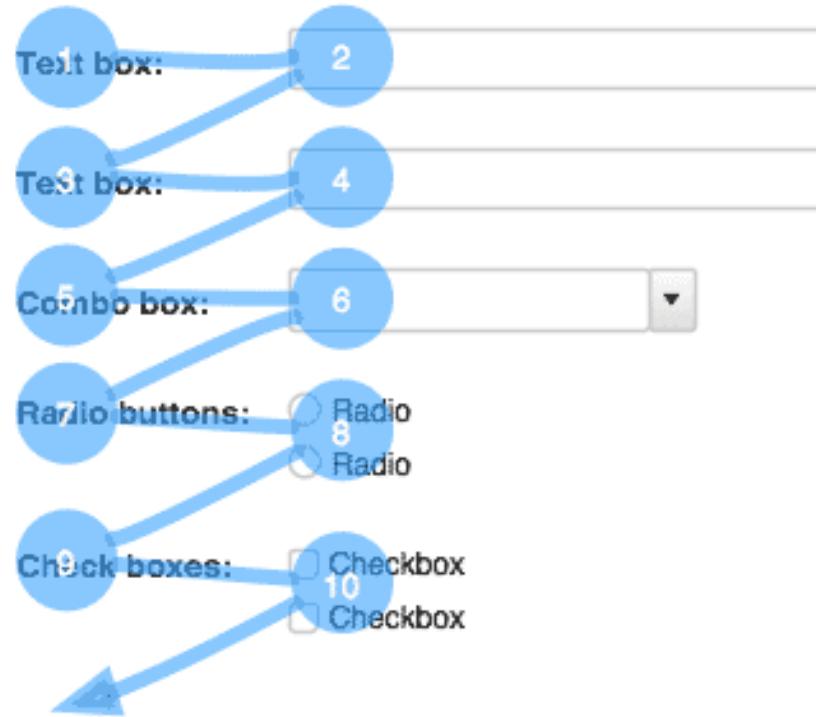
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- Talking cars could hit the road
- More Technology of Business

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Dow Jones	11888.45	▲	113.86
Nasdaq	2647.04	▲	10.99
FTSE 100	5719.22	▲	23.11

Forms



Design Direction:

Horizontal

HOME CLOTHING ACCESSORIES NEW IN SALE MY ACCOUNT

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LADIES DESIGNER CLOTHING

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Miles Aldridge

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Tilausajot

Tähän vetävä teksti! Sed ut perspiciatis unde omnis conceptum lorem.



Vastaanottopalvelut

Anna meidän ottaa vieraasi vastaan lentokentällä.

Pysy mukana parhaassa kyydissä!
Tilaa uutiskirjeemme tästä.

sähköpostiosoite

Tilaa

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Design Direction:

Vertical

PINK GRAY YELLOW

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3 COLUMNS
PORTFOLIO XL
PORTFOLIO M
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5 comments

Kuba Sto

Category one, Category two

September 21, 2010

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12 comments

Second author

Category one

September 20, 2010

NEXT NEW ITEM



Per adhuc mandamus et, eius utamur te mel. Vel duis voluptaria ne. Eumid iudicabit efficiendi, quodsi vivendo conceptam eu sed. Ut mel eratorus suscipiantur consecetur, ex quo novum saperet fierent. Nobis delenit novim conceptam.

Tantas utinam ad pro, vix quidam docendi ut. Timeam placaret deus reprehendunt vim ne. Per adhuc mandamus et, eius utamur te mel. Vel duis voluptaria ne. Eum id iudicabit efficiendi, quodsi vivendo conceptam eu sed. Ut mel erat suscipiantur consecetur, ex quo novum. Timeam placaret reprehendunt vim ne, maxim possit takimata eum et. Id diceret ornatus appetere sea.

READ MORE

Kuba Sto
Category two
September 19, 2010

CURABITUR AT EST ULTRICE
POSUERE ORCI MASSA,
NONUMMY CONSEQUAT
FAUCIBUS, DOLOR A ODIO
ET ORCI LUCTUS QVIS, VELIT.



Timeam placaret reprehendunt vim ne, maxim possit takimata eum et. Id diceret ornatus appetere sea, vitae explicari conceptam cum ne. No sed denique mnesarchum, sed ne mollis iudicabit theophrastus, cu mei greeci discere impedit. Per adhuc mandamus et, eius utamur te mel. Vel duis voluptaria ne. Eum id iudicabit efficiendi, quodsi vivendo conceptam eu sed. Ut mel erat suscipiantur consecetur, ex quo novum. Timeam placaret reprehendunt vim ne, maxim possit takimata eum et. Id diceret ornatus appetere sea.

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Paul Waigner

PHOTOGRAPHER & OPERATOR

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INTERIOR & FURNITURE



FRUITS & PLANTS



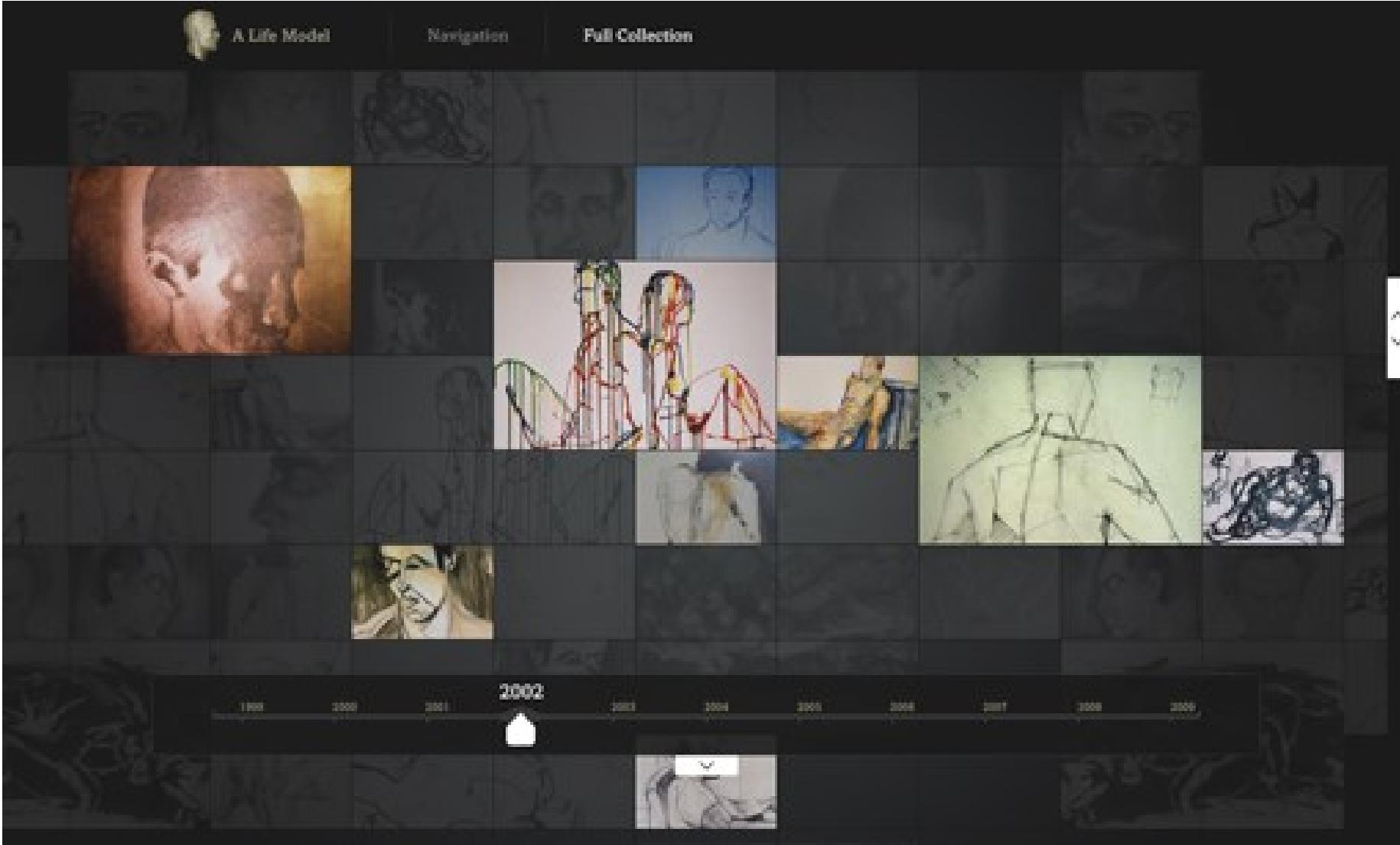
FASHION & MODELS



MISC

Design Direction:

Diagonal





apie cadox

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dovanos

kontaktai

verslo
dovanos

rusų

lipdukai



3D
lipdukai



foto

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spaudo



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Pekinesė namų siuvinėja FLY-JET

CELEBRATING THE PAST DESIGNING THE FUTURE

2006 Anniversary Calendar

A Short History

Timeline 1931-2006

Historic Slide Show

College Units

Make a gift in honor of the 75th anniversary

FAA Home

Download the 75th logo for print and web

1931-2006



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UNIVERSITY OF ILLINOIS at URBANA-CHAMPAIGN

100 Architecture Building 608 Lorado Taft Drive Champaign Illinois 61820 tel 217.333.1661 fax 217.244.8381 email faa@uiuc.edu



Images: **Guide to Photo Selection**

Foto dalam desain web memiliki kegunaan:

1. menarik perhatian
2. memunculkan respon yg cepat
3. menimbulkan kesan pertama
4. menggambarkan ttg apakah web tsb
5. meningkatkan kepercayaan

1. Pilih foto yg berkualitas !

Quality : size, composition and exposure





2. Sesuaikan dgn konteks !

- help us better understand something,
- teach us how to use something, or
- show us how something is done.

SIGN IN



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INTRODUCING THE WALNUT



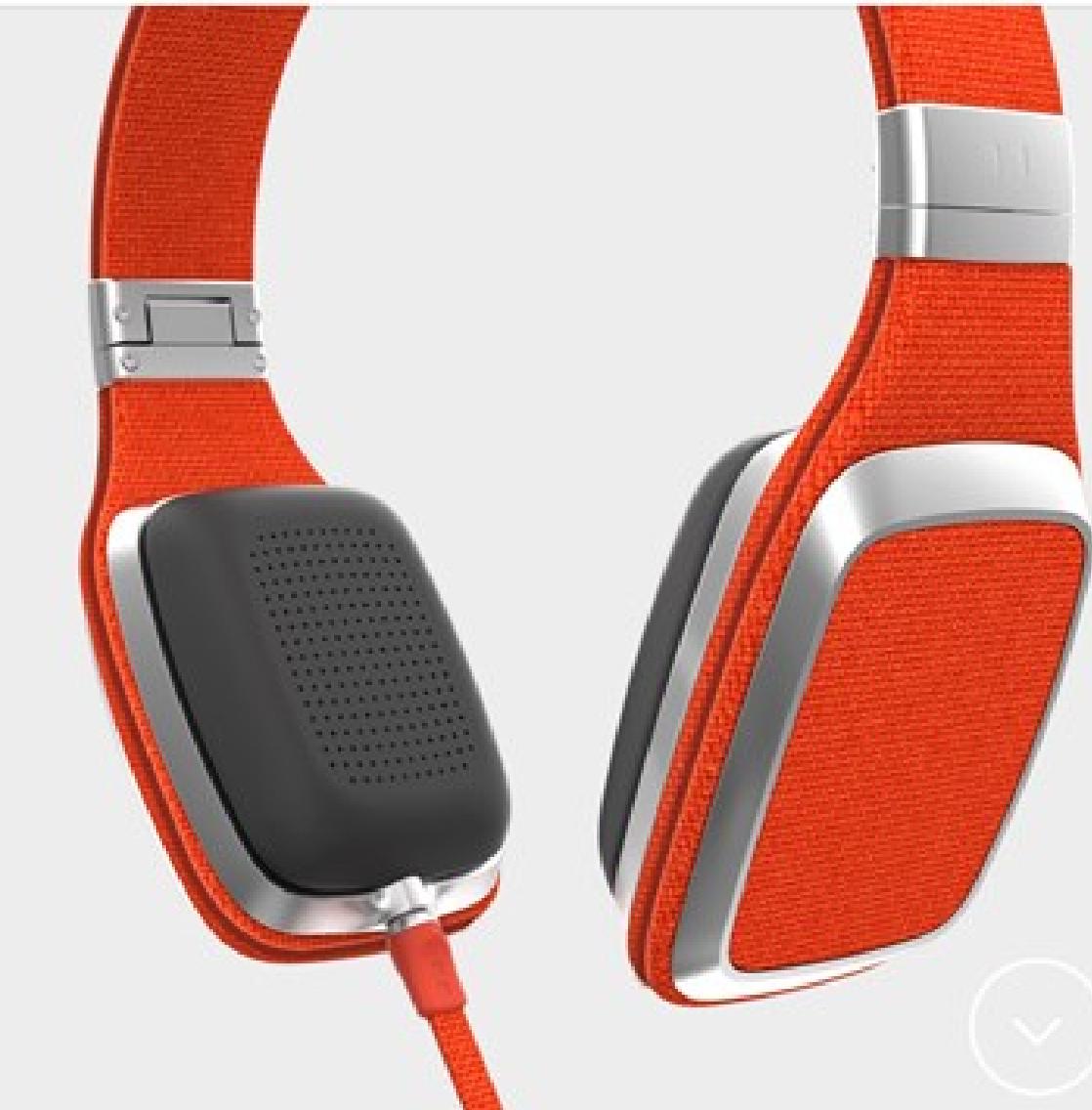
DESK COLLECTION

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3. Menimbulkan aksi !

membuat user ingin menggunakan/membeli produk



Mobility

[VIEW THE COLLECTION](#)



iOS 7.
Designed to complement
iPhone 5 S beautifully.

iPhone 5s is the first 64-bit smartphone in the world. And iOS 7 was designed with that in mind, built specifically for 64-bit architecture. Which makes iOS 7 just as advanced as the iPhone it's on.

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Goodbye, Road Rag



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OVER ONS

> Snel bestellen



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Ontdek de nieuwe Nespresso commercial.
*Puur genot uit van binnan

> Nu kijken



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or



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Personalized shopping. Great prices. No membership fees.



Mobilizing Retail



A portrait of a man with a beard and short hair, wearing a dark grey zip-up sweater over a white t-shirt. He is standing against a plain, light-colored background.

Hi, I'm Daniel.

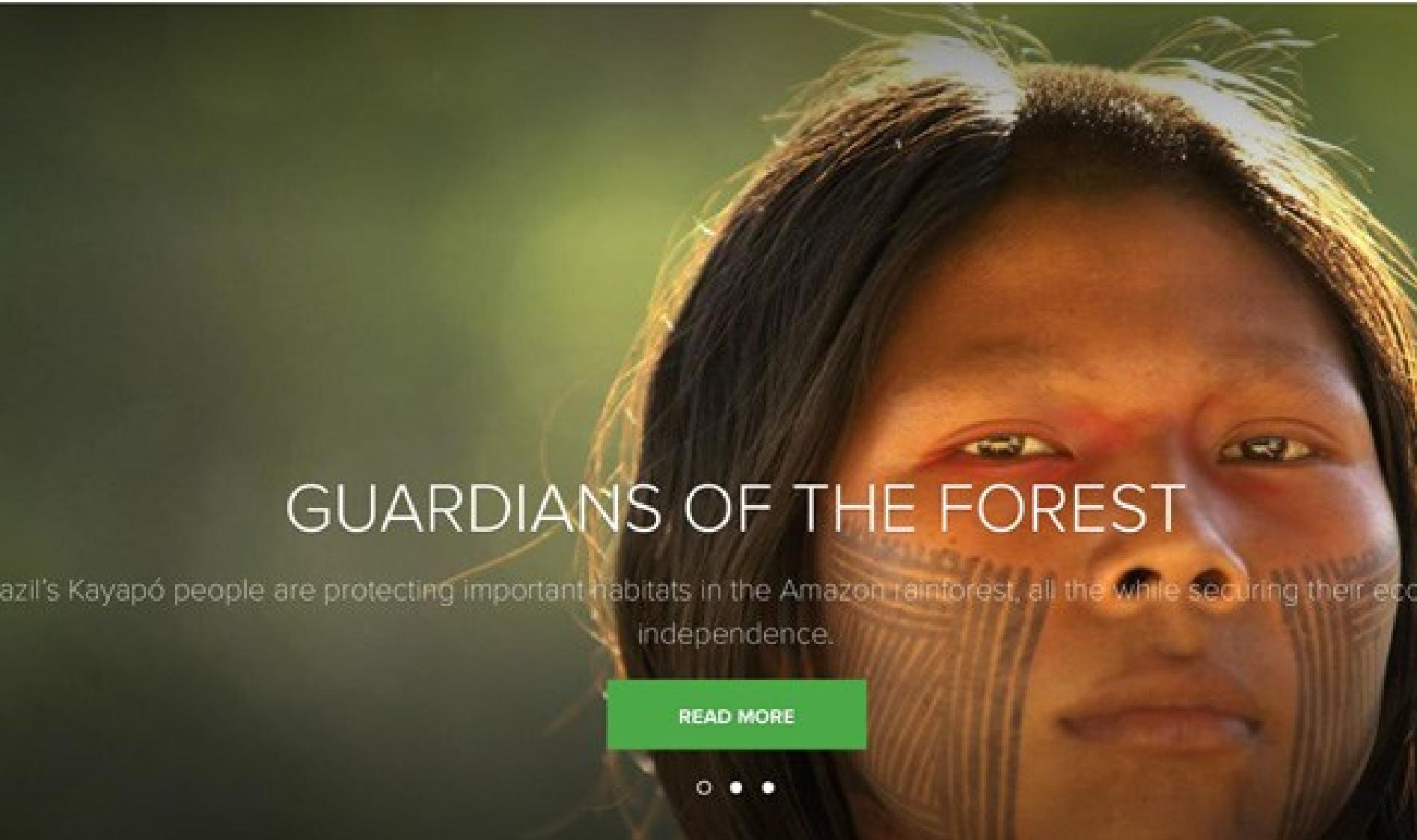
I'm the founder of MIJLO
We create simple solutions
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GUARDIANS OF THE FOREST

Brazil's Kayapó people are protecting important habitats in the Amazon rainforest, all the while securing their economic independence.

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CHILDREN
IN CRISIS IN
SOUTH SUDAN



HELP US SAVE
A CHILD'S LIFE

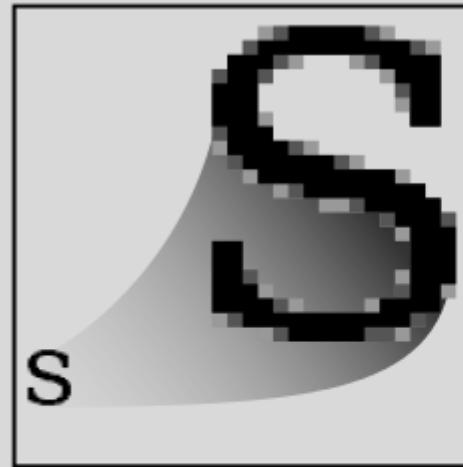


EVERY CHILD
HAS THE RIGHT
TO GROW UP
HAPPY & HEALTHY



Images: **Types and Usage**





Raster

.jpeg .gif .png



Vector

.svg

JPG / JPEG → *Joint Photographic Experts Assemble* (raster)

Kelebihan

- 24 bit = 16,7 juta warna (RGB, CMYK, Grayscale)
- menampilkan gradient dgn baik

Kekurangan

- Lossy
- Transparency: NO
- Animation: NO

Cocok untuk

Foto yg kaya warna





JPG mendukung format foto yg kaya warna



Kompresi menyebabkan gambar JPG berkurang kualitasnya (*lossy*)

GIF → Graphics Interchange Format (raster)

Kelebihan

- Lossless
- Transparency: YES
- Animation: YES

Kekurangan

- 8 bit = 256 warna (RGB, Grayscale)

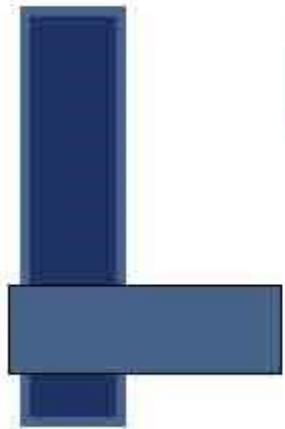
Cocok untuk

Gambar sederhana yg tidak bnyk variasi warna atau gradien (contoh: line art, logo)

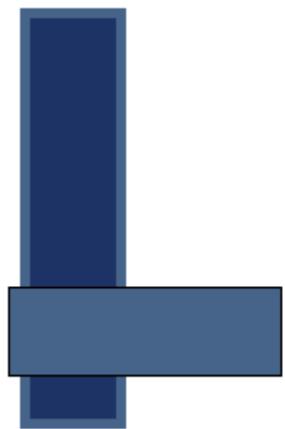




Bandingkan gambar
format JPG (atas) dan
GIF (bawah)



GIF-PNG Example



GIF-PNG Example

Bandingkan gambar
format JPG (atas)
dgn file size 8 KB
dan GIF (bawah) dgn
filesize 5.72 KB

PNG → Portable Network Graphics (raster)

Kelebihan

- Lossless
- Transparency: YES
- 8 bit / 24 bit

Kekurangan

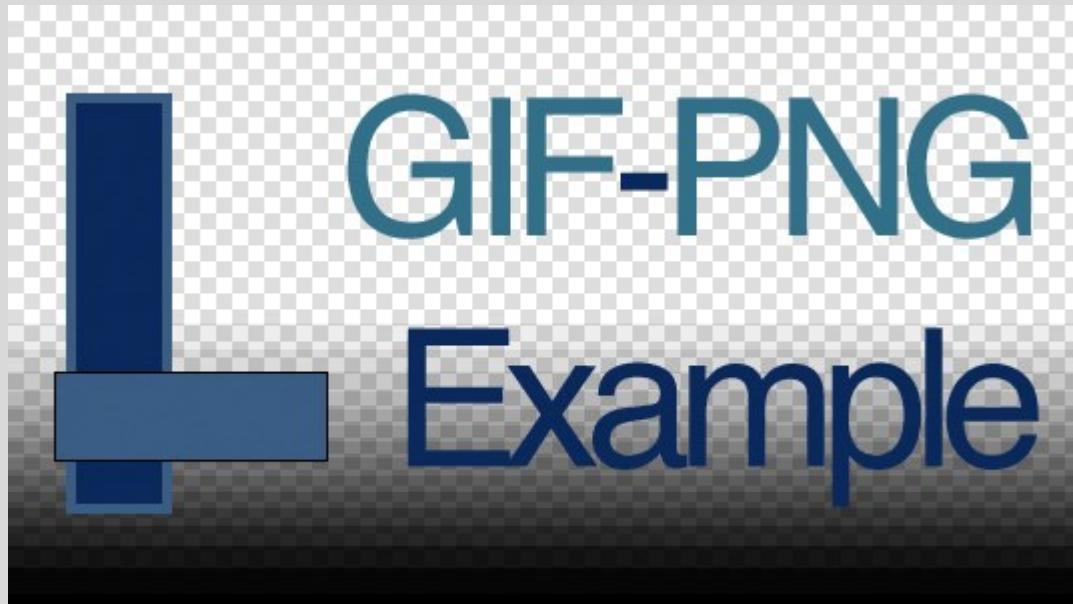
- Large file size for photo
- Animation: NO

Cocok untuk

Gambar sederhana yg tidak bnyk variasi warna
atau gradien (contoh: line art, logo)



. PNG



Bandingkan gambar
format PNG – 8 bit (atas)
PNG – 24 bit (bawah)

SVG → Scalable Vector Graphics (vector)

Kelebihan

- Animation: YES
- Interactivity: YES

Kekurangan

- Gambar 2D

Cocok untuk

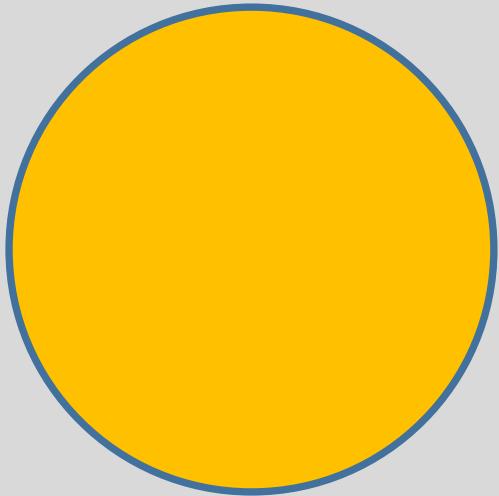
Dirancang untuk website



Keuntungan penggunaan SVG

- File sumber SVG dapat dibaca dan modifikasi dengan menggunakan hampir semua tool/text (misalnya Notepad).
- File sumber SVG berukuran lebih kecil dan dapat dikompresi dibanding dengan format gambar JPEG dan GIF.
- Gambar dalam format SVG bersifat scalable/diresizing.
- Gambar dalam format SVG dapat dicetak dengan kualitas yang tinggi dan sama baiknya pada berbagai resolusi.
- Gambar dalam format SVG bersifat *zoomable*.
Setiap bagian dari gambar dapat di *zoom* tanpa degradasi mutu.
- Text dalam SVG *selectable* dan *searchable* (sangat berguna dalam peta).
- SVG dapat bekerja dengan Teknologi Java.
- SVG merupakan open standard.
- SVG merupakan murni XML.





```
<svg height="100" width="100">
  <circle cx="50" cy="50" r="40" stroke="black" stroke-
width="3" fill="orange" />
  Maaf, peramban anda tidak mendukung gambar inline SVG.
  Sorry, your browser does not support inline SVG.
</svg>
```