Google’s Material Design was introduced in June of 2014 at Googles I/O developer conference. (Forrest, 2022) its intended purpose “is a design language that seeks to unify the user experience across Google’s products and across platforms.” (Forrest, 2022) Essentially a tool that aids in design based on “real world materials.” (Forrest, 2022) IT allows developers to create lighting and shadow effects to create edges or even depth as if you would see it out in the world. (Forrest, 2022)

As google claims there are three components with Material Design. First is that the “Material is the metaphor” (Forrest, 2022) Second they say its “Bold, graphic, intentional” (Forrest, 2022) and lastly its “Motion provides meaning” (Forrest, 2022) Googles Material Design not only allows for 2D design but it can also design objects in 3D environments. (Forrest, 2022) According to techrepublic.com it’s very useful with your company is reliant on designers or developers who are working outside of your company. (Forrest, 2022)

Apparently, the users most affected by Material Design are people who use Android products Because Google’s Material Design happens to be a fantastic tool for mobile web applications design. (Forrest, 2022)It makes it easier for developers to create tools and applications that work on web applications or mobile applications alike. It has a whole library of Material Components to build applications, a Design color tool, and a theming tool as well. (Forrest, 2022) You can view each tool on Google’s Material Design website here <https://m3.material.io/guidelines/whats-new/whats-new.html> . Material Design looks like an incredible tool to design applications with, and seems fairly simple compared to some other tools.

Reference:

Forrest, C. (2022, September 16). *Google Material Design: A cheat sheet for professionals*. TechRepublic. Retrieved June 19, 2023, from https://www.techrepublic.com/article/google-material-design-the-smart-persons-guide/