

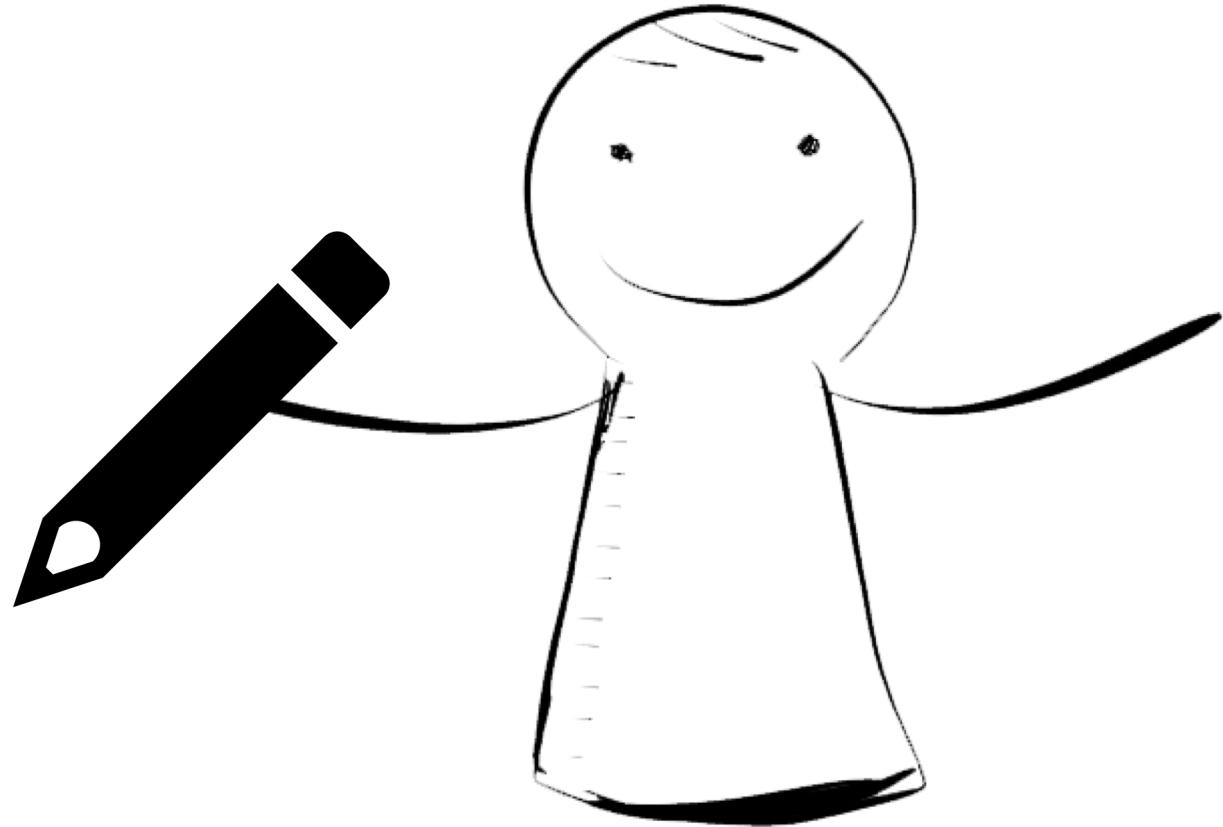


**Don't make something unless
it is both necessary and useful;
but if it is both necessary and
useful, don't hesitate to make
it beautiful.**

- Shaker Design Philosophy

Jan 9	Intro, team building, Mini Design Sprint
Jan 16	Research Methods
Jan 23	Behavior, Interviews & Surveys
Jan 30	Customer Profiles
Feb 6	Customer Journey Maps – part 1
Feb 13	Customer Journey Maps, 1+2
Today	Visual Design Principles
Mar 6	Sprint 1: Understand
Mar 13	Sprint 2+3: Sketch & Decide
Mar 20	Sprint 4: Prototype
Mar 27	Sprint 5: Validate
Apr 3	Presentations





Today

1 User Interface Design

2 Design Patterns

3 Branding

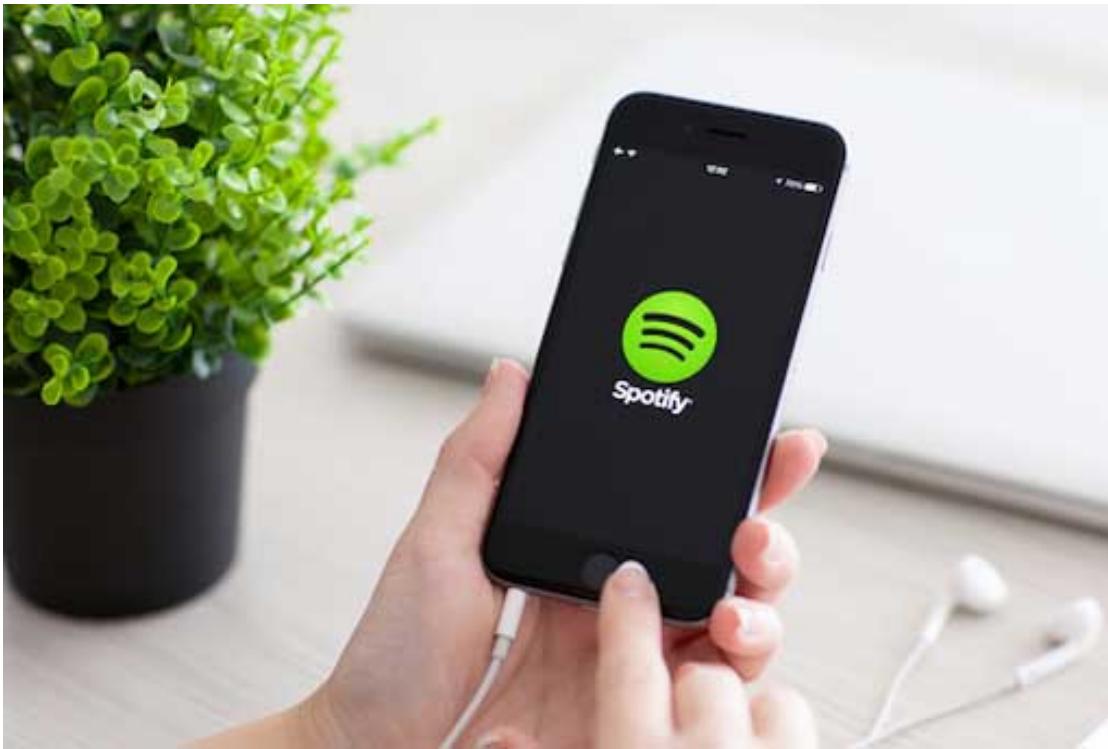
4 Visual Hierarchy

5 Layouts & Grids

6 Color & Typography

User Interface Design

The elements of the tool or product with which we interact are called its user interface



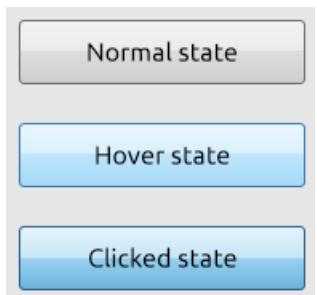
Graphical User Interface (GUI)
The interface of digital objects is graphical, meaning that the interface is a visual image rendered by a computer.

Users can directly manipulate interface elements by clicking, tapping, pinching, dragging and moving their bodies.



GUI Elements

Input Controls: buttons, text fields, check boxes, radio buttons, dropdown lists, toggles, date fields.



Checked

Tristate / Indeterminate

Unchecked

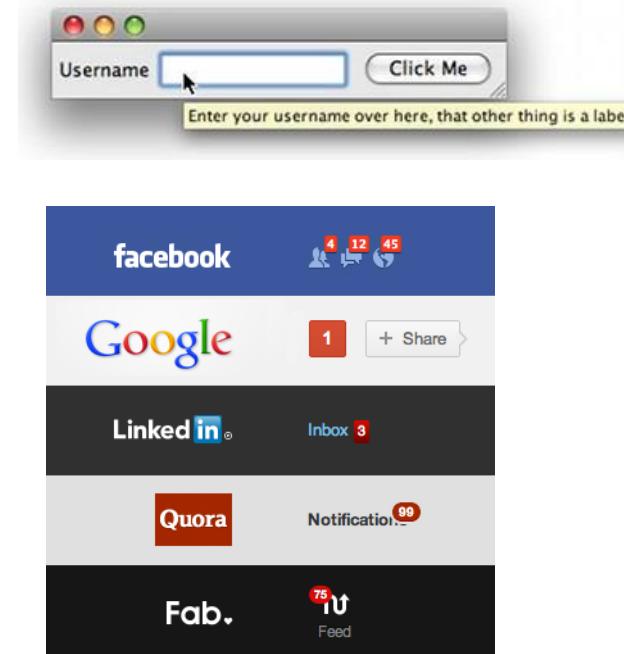
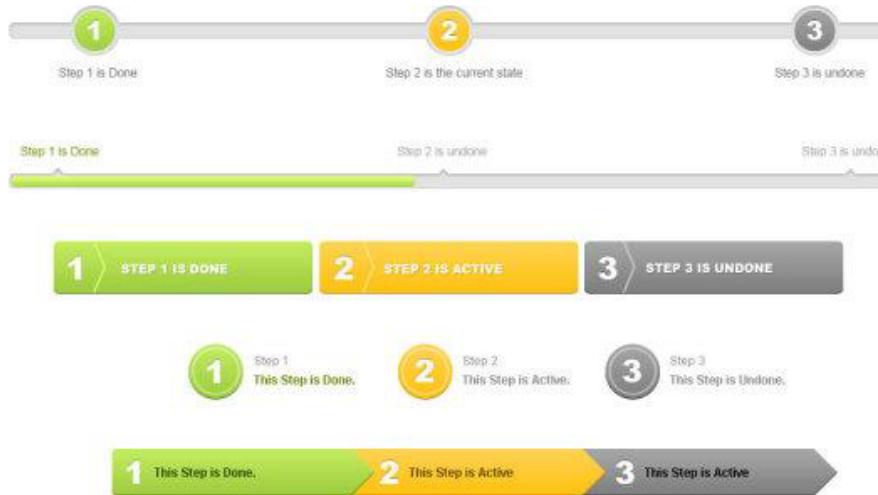
RadioButton1

RadioButton2

RadioButton3

GUI Elements

Information Components: tooltips, progress bars, notifications, message boxes.



GUI Elements

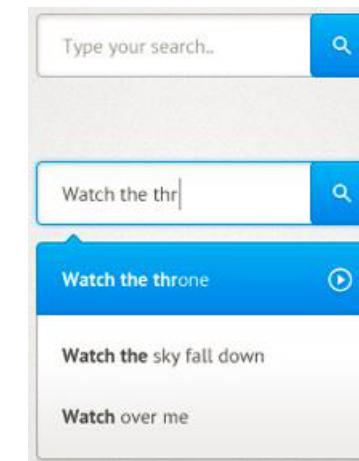
Navigational Components: breadcrumbs, search fields, pagination.

Previous 1 2 3 4 5 6 7 8 9 10 11 Next

STANDARD PAGINATION

Previous 1 2 3 4 5 6 7 8 ... 48 49 Next

TRUNCATED PAGINATION



Design Patterns

A **design pattern** is a formal way of documenting a solution to a common design problem. The idea was introduced by the architect Christopher Alexander for use in urban planning and building architecture, and has been adapted for various other disciplines.

Interaction design patterns are a way to describe solutions to common usability or accessibility problems in a specific context.

They document interaction models that make it easier for users to understand an interface and accomplish their tasks.





Each pattern describes a problem which occurs over and over again in our environment, and then describes the core of the solution to that problem, in such a way that you can use this solution a million times over, without ever doing it the same way twice.

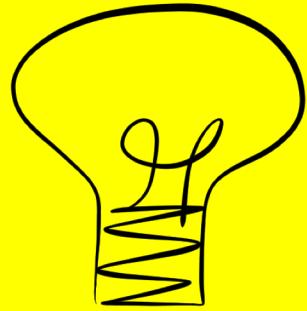
– Christopher Alexander



Buildings are not made from newly invented components. They consist of doors, of load-bearing elements, and windows and many other commonly used, repeating elements.

In **UI design**, patterns are forms that have been found useful in addressing a common problem. Over time, they become a part of user expectations.





**When one looks at interfaces
as accumulations of patterns,
they don't seem quite as
daunting to create.**

Bruce Tognazzini's
**First Principles of
Interaction Design**



Bruce Tognazzini's
First Principles of Interaction Design

Aesthetics
Anticipation
Autonomy
Color
Consistency
Default
Discoverability
Efficiency

Explorable Interfaces
Human Interface Objects
Learnability
Metaphors
Readability
Simplicity
Visible Navigation
etc

→ Find on LEARN

Design Patterns

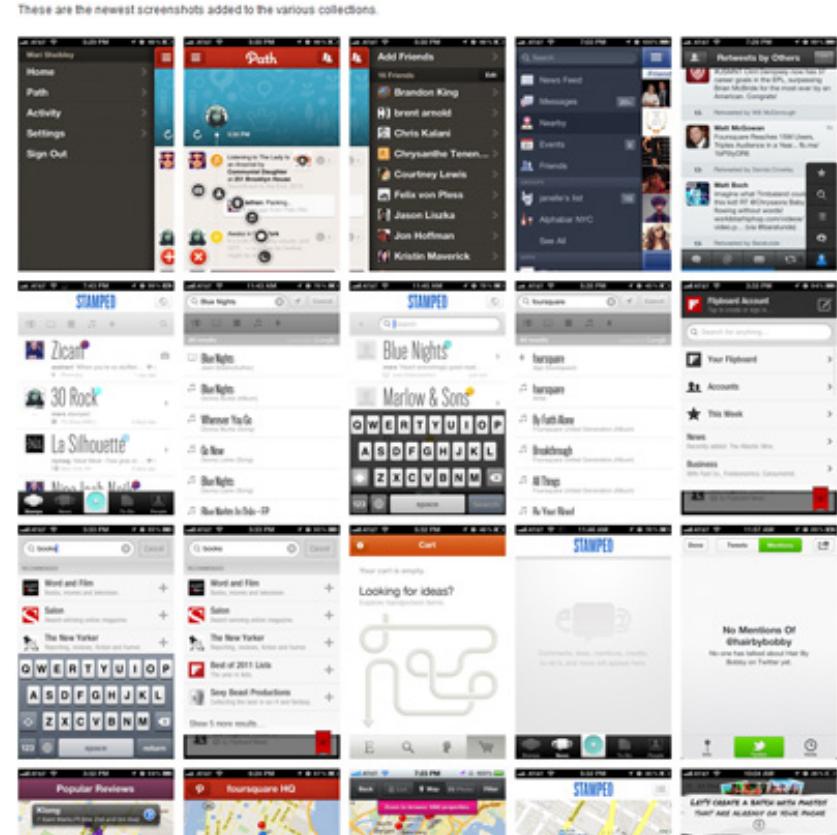
Are solutions that solve common, recurring design problems. They serve as a standard reference point for designers.

They can define layouts, interactions and flows for things like navigation, drop-downs or search.

Mobile UI Patterns

Activity Feeds
Check-in Screens
Comment Detail
Custom Navigation
Custom Tab Navigation
Dashboard Navigation
Edu Walk Throughs
Empty Data Sets
Find Friends
Grouped Table Views
Lists
Maps
Notifications
Search
Settings
Sign Up Flows
Splash Screens
UI that I Heart
User Profiles
Venue Detail

© 2012 — Built with Virb

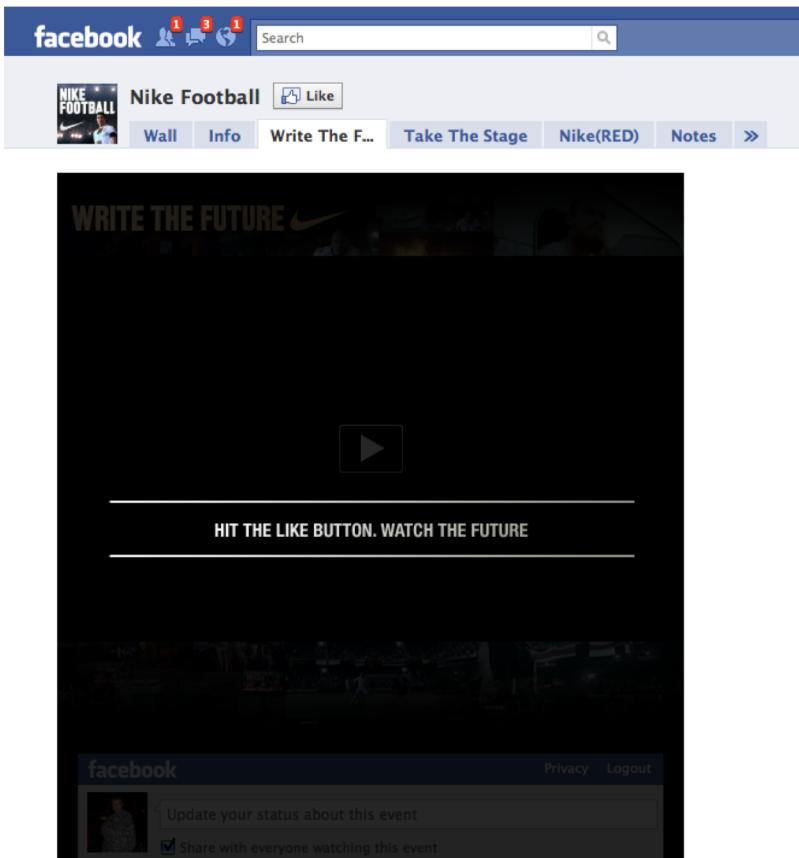


User Interface **Design Patterns** are recurring solutions that solve common design problems. Design patterns are standard reference points for the experienced user interface designer.

Dark Patterns are user interfaces that have been carefully crafted to trick users into doing things such as buying insurance with their purchase or signing up for recurring bills.

Dark Patterns: NIKE, World Cup 2010

Users are required to click the 'like' button in order to view the desired video.



Clicking 'like' causes this advertisement to appear in the user's news feed.



Design Libraries

Pattern libraries are collections of well-designed product screenshots. Designers use these libraries as a reference for design problems they encounter, or to gain inspiration before they begin designing.

Examples:

<http://www.uxarchive.com>

<http://www.mobile-patterns.com>

<http://www.pttrns.com>

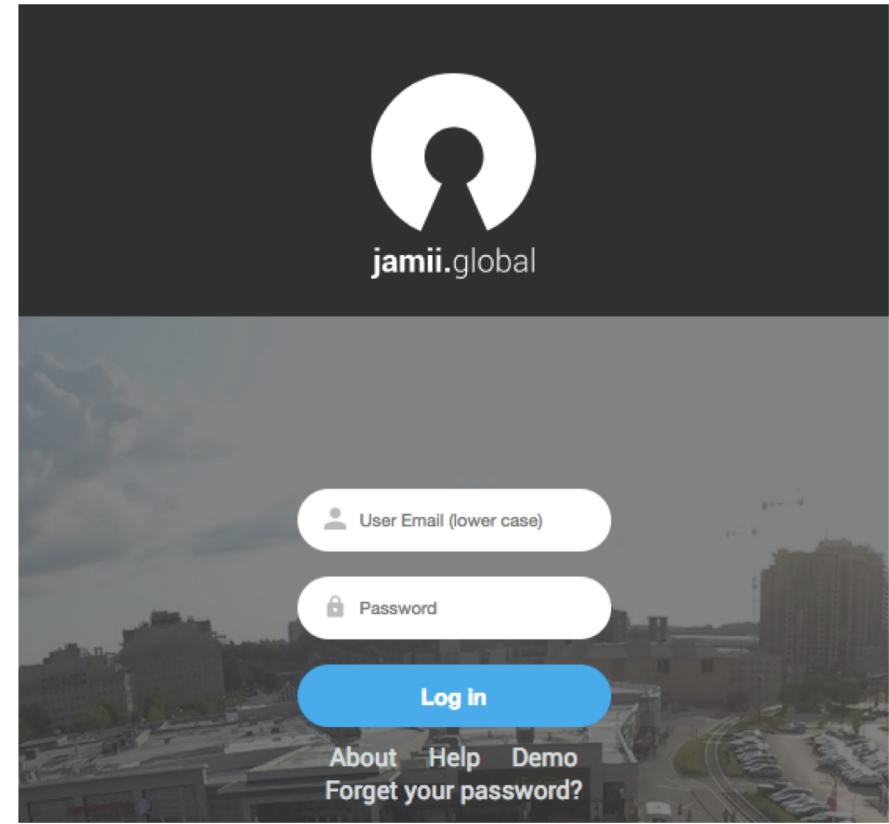
<http://inspired-ui.com>

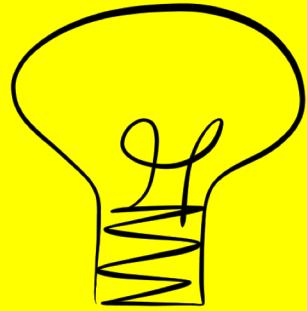
<http://ui-patterns.com/patterns>

<http://capptivate.co>

Patterns: Forms

Forms are input fields - such as text inputs, checkboxes, radio buttons, drop-downs, toggles, file uploads, reset or reload buttons, submit buttons, and selections - that allow users to enter information into a product for processing.

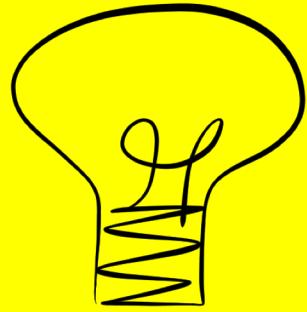




Best Practices

Forms should be clearly labeled

On a quick scan of the interface, your users should be able to identify which elements are input fields, and what each input field is for: “Email,” “Password,” “Save,” and so on.



Best Practices

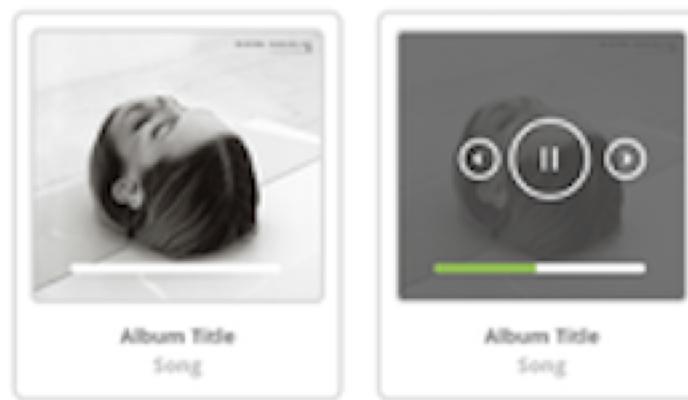
Forms should clearly communicate their interactivity and their state.

Interactive elements appear clickable or interactive. If your buttons do not look like buttons, your users may not understand how to use your UI.

Interactivity can be communicated with labels, slight drop shadows or embossing, and hover states among other design details.



Drop shadows and
embossing



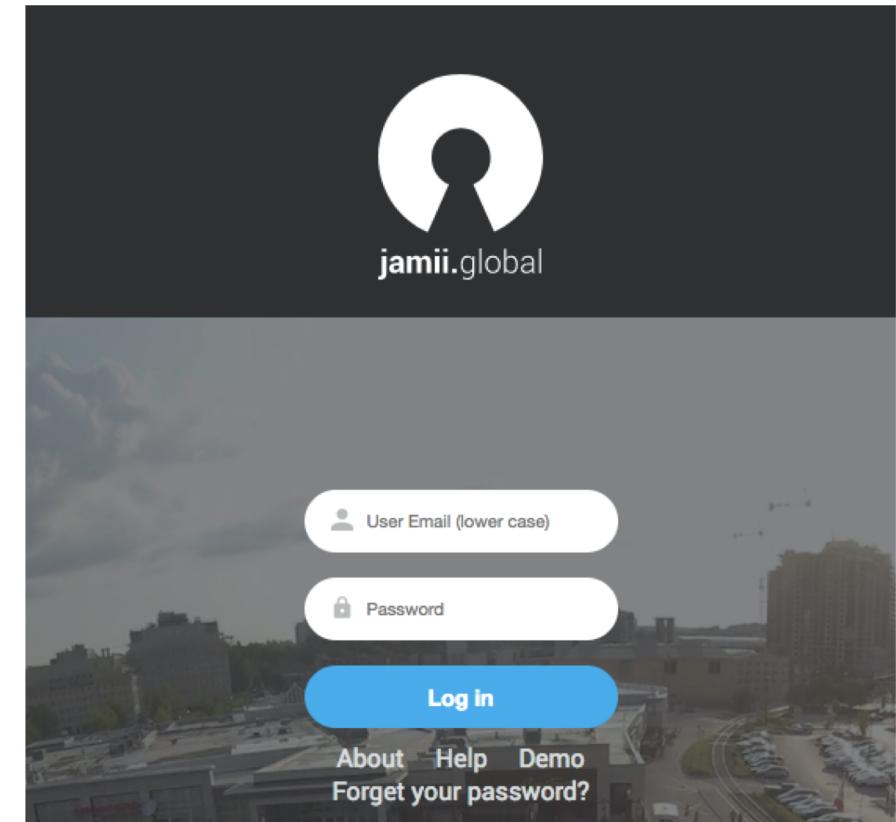
Hover state



Hover state

Differentiate primary and secondary action

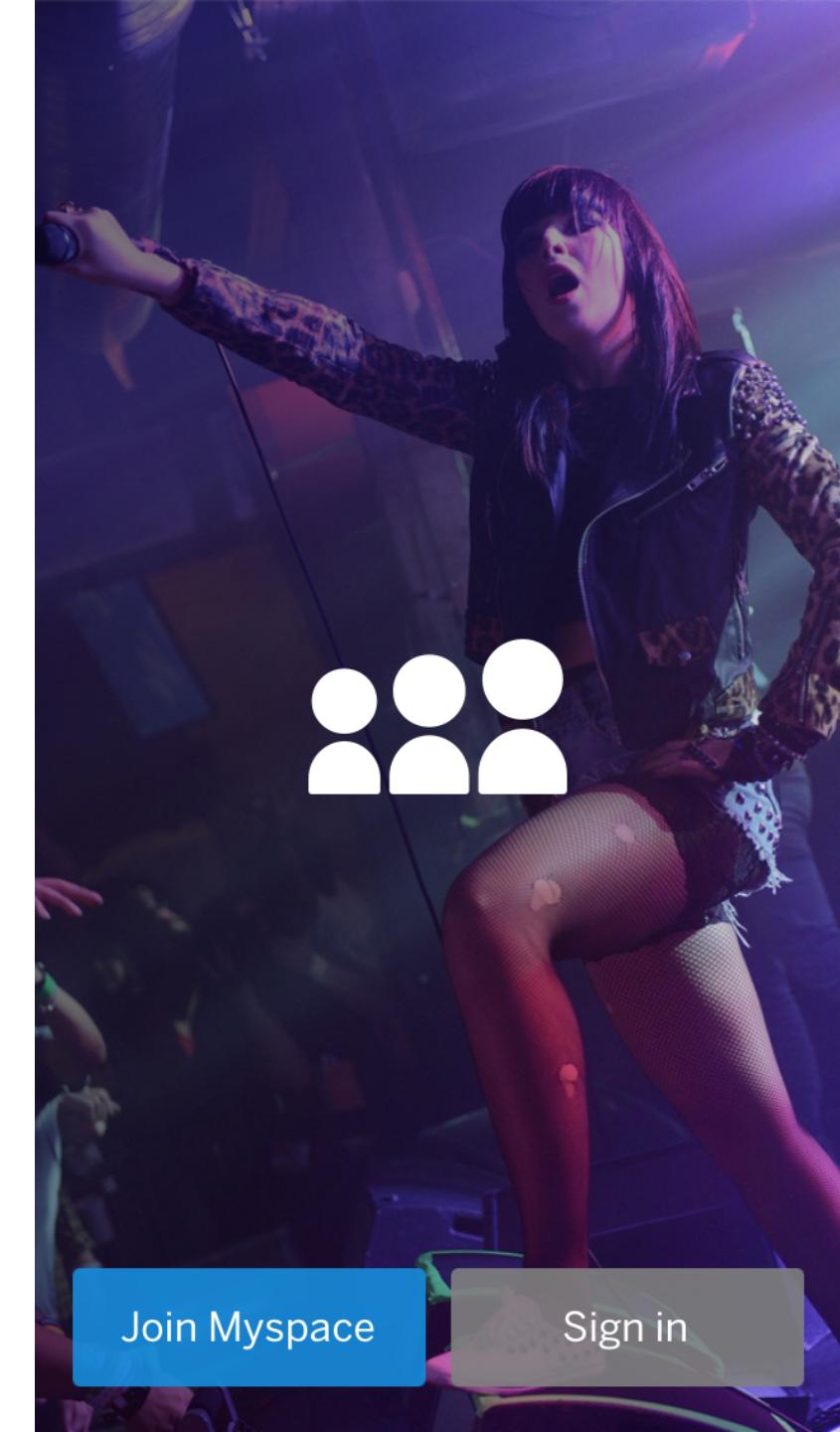
If multiple potential actions are presented at the same time, the actions should be visually prioritized based on user context so that users see the likely more useful action item first.



Differentiate primary and secondary action

Why would “*Join Myspace*” be prioritized over “*Sign in*” in the interface at right?

Its designers must have realized that most people who downloaded the Myspace app would not yet have an account, so joining or creating an account would be a higher priority than signing in.



**Clearly communicate errors and provide
actionable feedback whenever possible**

Immediately identify input errors as precisely
as possible so that users can recover from
them immediately.

Clearly communicate errors and provide actionable feedback whenever possible

In this example, the interface produces two errors: one that clearly tells the user she needs to **1 select a different username**, and one that tells her she needs to **2 retype her password confirmation** to make sure it matches her password.

Poor error messaging might simply say “Error” or prevent the user from progressing in the flow. Without clear, actionable feedback, a user might get frustrated and abandon the product.

The screenshot shows a mobile application's registration screen titled "Create an account". The screen has a red header bar with a back arrow and the title "Create an account". Below the header, there is a message in red text: "Correct the following errors: username and password". The form consists of several input fields:

- Name:** Stephanie Smith (no error)
- Username:** stephsm (error: "That name is already being used")
- Password:** (error: "Passwords don't match")
- Confirm password:** (error: "Passwords don't match")
- Birthday:** November 23, 1990 (no error)
- Gender:** (no error)

Blue numbers 1 and 2 are overlaid on the screen to point to the two error messages: 1 points to the red text above the username field, and 2 points to the red text above the confirm password field.

Show Progress

Whenever possible, provide a user with immediate clear and simple **feedback** on her progress within a form.

The image displays four password input fields, each labeled "Password". Each field contains several dots representing typed characters and includes a small progress bar at the right end. The first field shows a grey progress bar. The second field shows a red progress bar. The third field shows a yellow progress bar. The fourth field shows a green progress bar, indicating the strongest password.

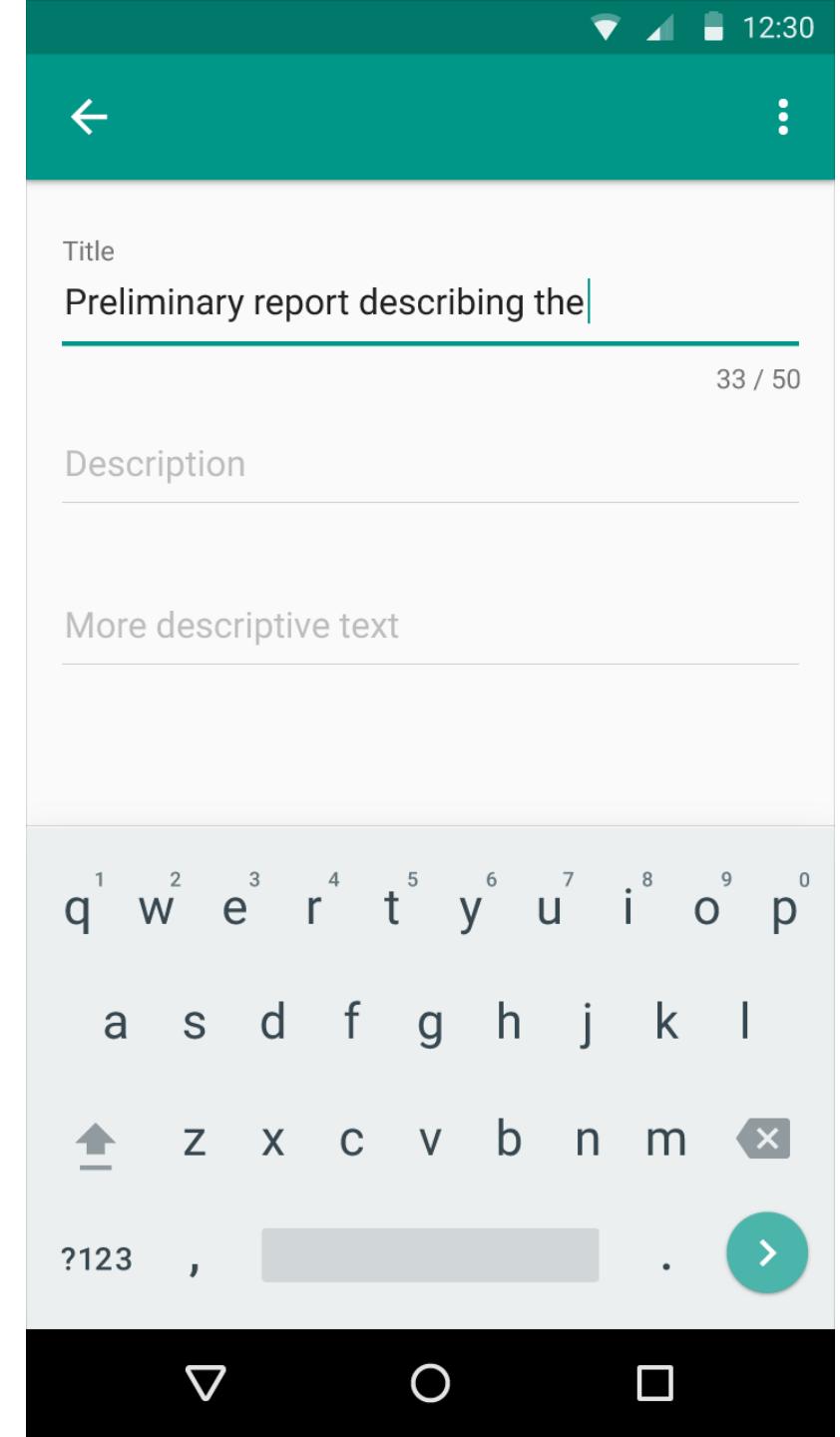
Progress Bar Color	Approximate Password Length	Strength Level
Grey	1-2 characters	Weak
Red	3-4 characters	Medium Weak
Yellow	5-6 characters	Medium
Green	7+ characters	Strong

Dribble password strength

Various states of the same password field demonstrating feedback on password strength. As the user types a longer and more complex password, the progress bar at the right of the text field fills up and changes from red (weak) to yellow (medium strength) to green (strong).

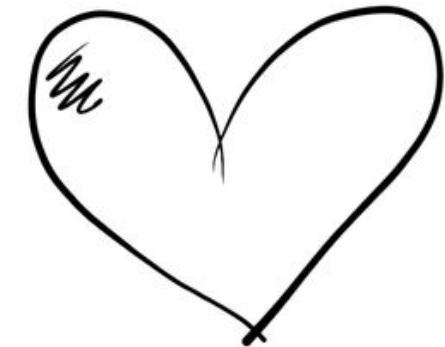
Show Progress

Progress feedback encourages a user through a task, like selecting a password, and lets her know whether she's on the right track.



Branding

A company's brand – the relationship that they have with people – like most relationships is driven less by reason, and more by **emotions**.



Warm up

Take a look at the following logos and wordmarks and describe **how the brand makes you feel.**

Try to base your answers solely on the visual design...

The logo for The New York Times, featuring the words "The New York Times" in a large, bold, serif font. The letters are black, and the font has a classic, elegant appearance with decorative flourishes on the 'T' and 'Y'.

Warm up

Take a look at the following logos
and wordmarks and describe
how the brand makes you feel.

Try to base your answers solely
on the visual design...

The logo for The Guardian newspaper. It features the word "the" in a light blue, lowercase, sans-serif font, positioned to the left of "guardian" in a larger, bold, dark blue, lowercase, sans-serif font.

the guardian

Warm up

Take a look at the following logos
and wordmarks and describe
how the brand makes you feel.

Try to base your answers solely
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What is a brand?

Simply put, a brand is everything that the consumer sees, hears, smells, thinks and feels about a business when presented a representation of that business.

When we think of Coca-Cola, most people go immediately to the color **red**. But Coke is much more than just a color; it's an expression of a personality and a promise. A promise of consistency, performance, or taste that the consumer can rely on.



What is a brand?

Sometimes brands break their promise, like when Coca-Cola changed its formula in 1985. "**New Coke**" was rejected by consumers so fiercely that the company rethought its product and market positioning and reversed their decision to change their product.

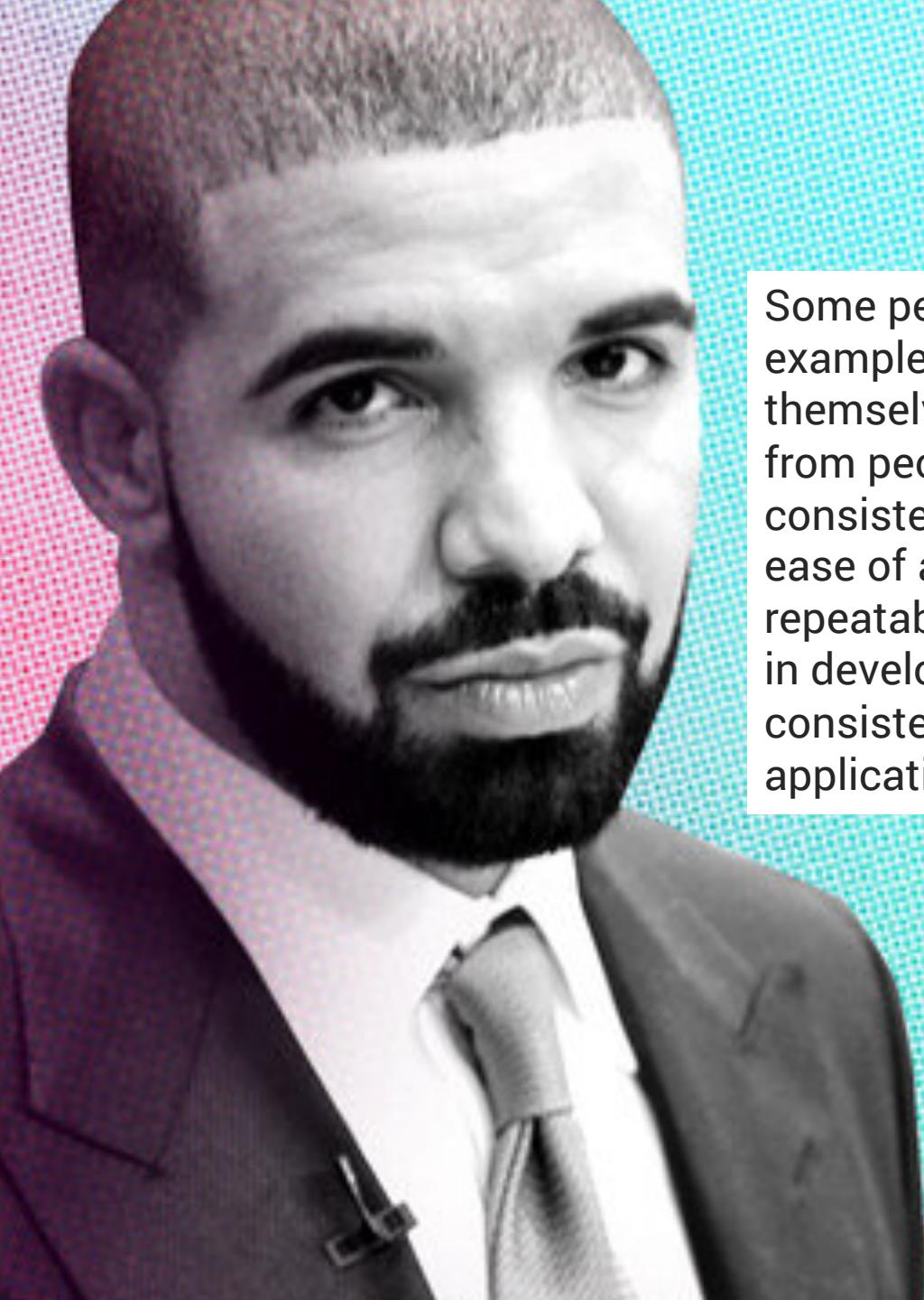
Shortly after that, "Coke Classic" came into being.





Brands aren't just logos

A brand is an expression of a business across a spectrum of applications, each of which builds a complete picture of the brand expression with their target audience. That expression might include logos, taglines or slogans, color, shape, sense of style and even personality traits.



Some people, like celebrities, for example, are brands in and of themselves. Where brands differ from people is in the consistency mentioned above, ease of access, and repeatability — a key component in developing a great brand is consistency in all of its applications.

Visual Hierarchy

You can tell that this headline is important, right?

Well-designed sites and applications guide the user toward certain goals. Visual hierarchy is one of the primary techniques interface designers employ to help users achieve goals.

Visual hierarchy is the **perceived order** in which a user sees or focuses on elements of the page. This can be done through page layout, size, color, and typography, among other things.



Design isn't about making something pretty, although that's part of it. Design is largely about function. It's about making an interface work so well that the user never stumbles. Much of a good UI depends on a notion called visual hierarchy.

- Ryan Heath

Visual hierarchy, while it may sound technical, is really a pretty simple concept. By using **color**, **contrast**, **texture**, **shape**, **position**, **orientation**, and **size**, one can organize elements on a page so that users gets a sense of visual importance. For example, look at this graphic:



Visual hierarchy, while it may sound technical, is really a pretty simple concept. By using **color**, **contrast**, **texture**, **shape**, **position**, **orientation**, and **size**, one can organize elements on a page so that users gets a sense of visual importance. For example, look at this graphic:



But as interface designers, we don't usually just design with dots. Let's look at a poor example of a website:



This screenshot has 2 supporting graphics, 3 advertisements, 2 search/date filter forms, several sections, and a number of links that have different meanings.

Some problems:

- You can't tell the difference between the advertisements and the supporting article graphics
- There's no easy way to detect where the search/date filter forms are located (hint: lower left corner)
- All of the links (and sections) have the exact same treatment, but they don't all have the exact same purpose (news articles, columnists, and content feeds)

Visual Weight

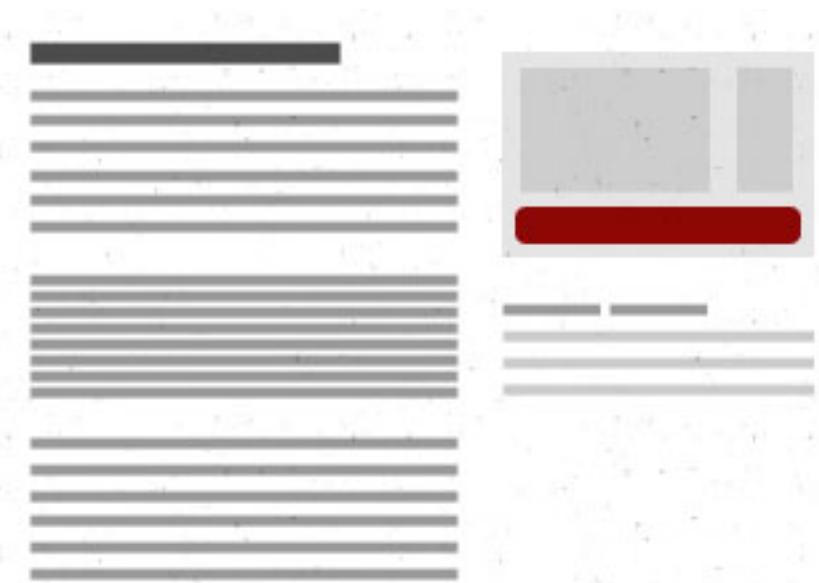
Visual weight reinforces a page or screen's visual hierarchy by contrasting the size, color and/or position of elements in the design. By adding visual weight to elements that are of primary importance and reducing the visual weight on elements of less importance you help guide the user and strengthen the overall design of the page or screen.



Visual Weight

By not allowing enough space between lines of text, you can unintentionally create a section that is visually dense and often more difficult to read and distracting from the established visual hierarchy of the page.

By employing proper **line-heights**, you allow the text to breathe and the surrounding headings, images and other text to retain their priority and balance in relationship to the text.



Layouts & Grids

Layouts & Grids

Layout is more than finding room for all your content on a given page. It's about visual harmony, guiding the user's attention, and creating an enjoyable, efficient reading experience.

Depending on your site's goals, layout will be as much about persuading the user to complete a task as it will be about displaying information.

Layouts & Grids

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Using Baseline Grids in Web & UI Design

<https://www.youtube.com/watch?v=-Kp66bBZoy8&feature=youtu.be>



Grids

Grids are always present in every good design. Sometimes very obviously, sometimes not so much. They have many benefits, but mostly psychological (giving the perception of order to the users), functional (allowing the team to know where to place elements) and aesthetic.



They have been present since at least medieval bookmaking when scribes needed consistent layouts.

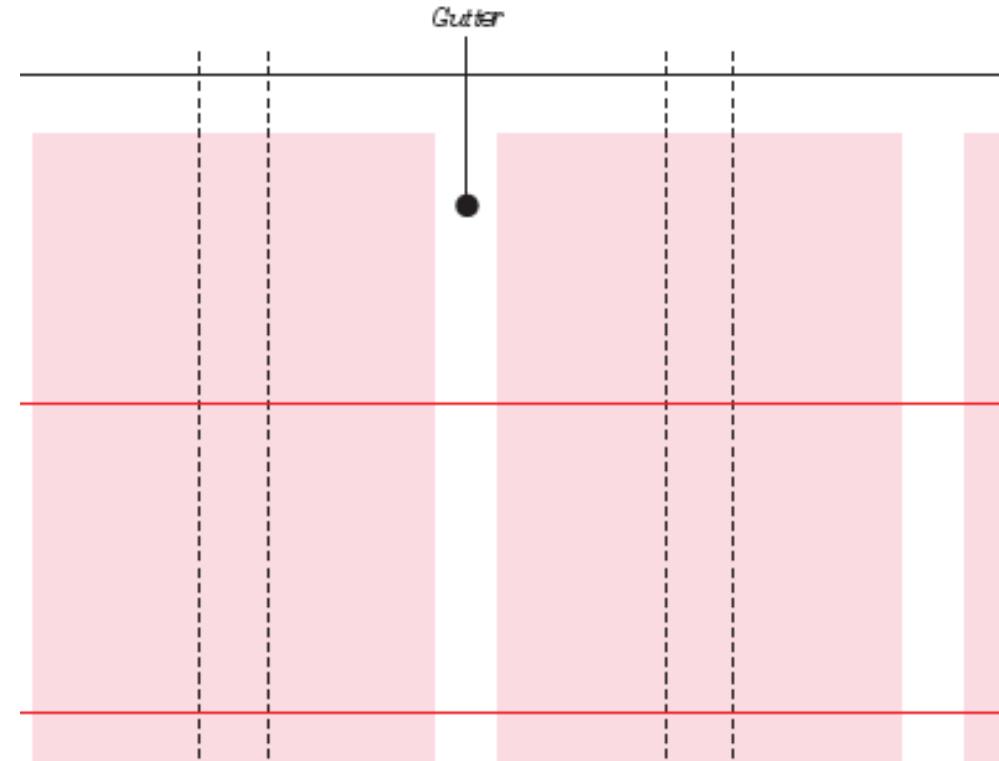
Anatomy of a Grid

A grid is composed of multiple elements that you need to be familiar with:

Units. These are the vertical pieces you can see on the image below. The most popular digital design grids have 12 units because it's a very nice number to divide into portions.

Gutter. The space between the units. Makes sure that the different portions in which you will divide the design won't have to touch.

Columns. Combining multiple units and gutters gives us columns. In one design you can have a different amount of columns, even on the same page.



The advantage of many-columned grids (12-column, etc.) is that they can split and combine for different layouts within one page, and still maintain order:

Welcome to BBC.com

Last Trump rival quits Republican race

John Kasich ends his campaign for the Republican nomination, leaving Donald Trump as sole candidate in his party's presidential race.

| US & CANADA

Thursday, 5 May

Real Madrid 1-0 Manchester City (agg 1-0)

| EUROPEAN FOOTBALL

The dying art of headhunting tattoos

| INDIA

Reinventing China's hated 'abortion police'

| MAGAZINE

Six reasons the election will make history - no matter who wins

| US ELECTION 2016

This screenshot of the BBC.com homepage illustrates a 12-column grid layout. The main content area is divided into three columns: a large yellow column on the left containing a large image of John Kasich and a headline, and two smaller red columns on the right containing football news, India news, and US election news. Above the main content, there is a navigation bar with links for BBC, Sign in, News, Sport, Weather, Shop, Earth, Travel, Capital, More, Search, and a magnifying glass icon.

News



Canada wildfire threatens entire city

A "catastrophic" wildfire that has forced the evacuation of all 88,000 people from Fort McMurray could destroy



Addiction doctor made Prince 911 call

Prince's team requested emergency support from a leading addiction specialist just a day before the singer



Syria truce 'extended to Aleppo'

A partial, shaky truce between Syria and non-jihadist rebels is extended to embattled Aleppo, after US and

There are also a few key things that can help you make the most out of the grid and ensure it makes the design clearer and easier for your users:

Usage of emphasis. Breaking the grid by going full width with a background image, for example, can help make the design more interesting and less monotonous but also can be used to attract attention or give emphasis to a particular area.

Psychological mental model. Even if the grid is never drawn in the final design, your users will perceive the order and structure a grid gives to a digital product. This makes it easy for our brains to group information and understand things faster.



Comprehensive intro to grids in web design on LEARN



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into a scalable business!

MVP and full product development
for startups and innovative companies.

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Our expertise

Product development done right



Concept & Strategy

Workshops, research and
business strategy.



UX & UI Design

User Experience and User
Interface Design.



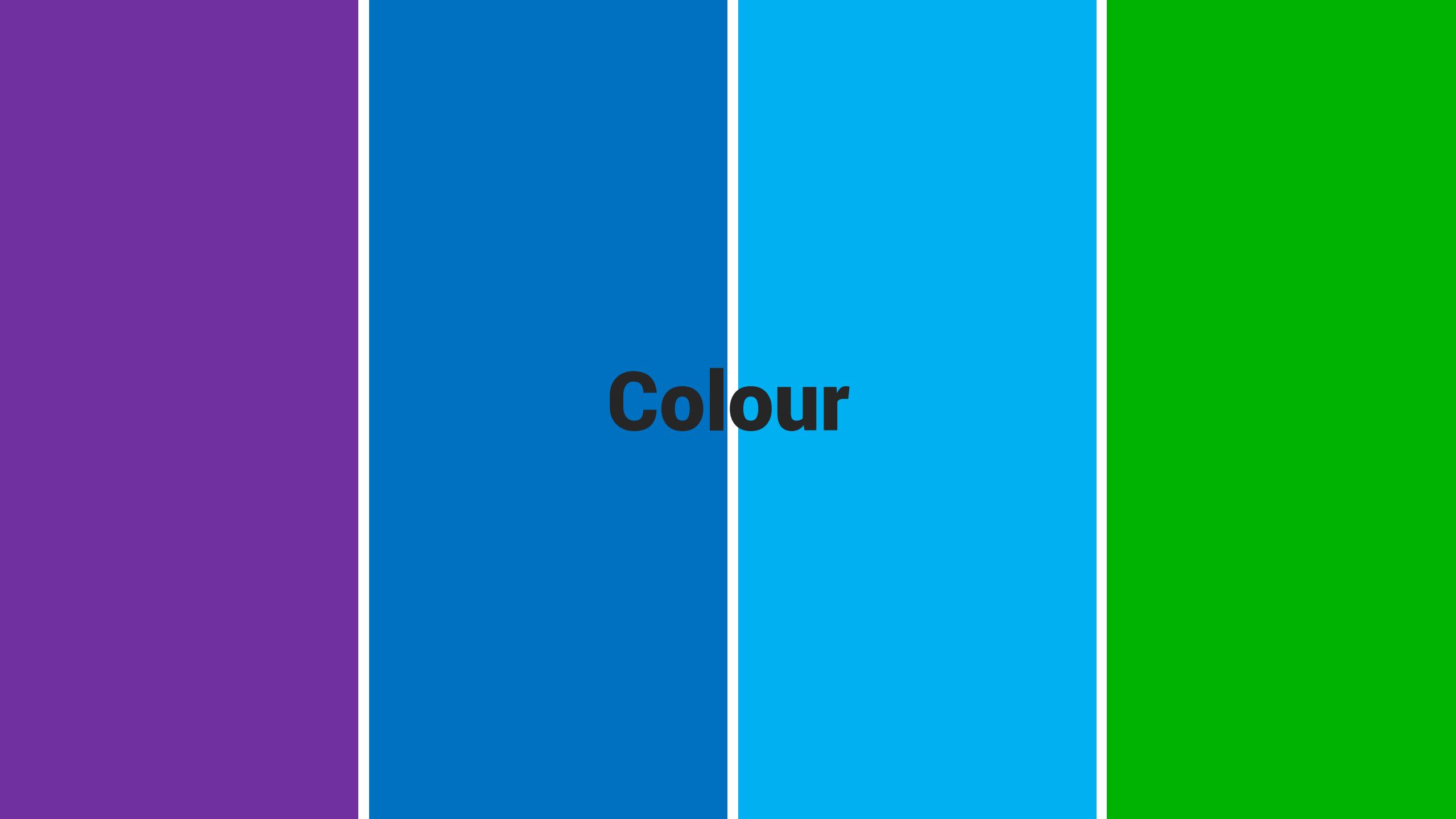
Development

Web and mobile apps
development.

Our recent work



Colour



Colour

Colour

Color is at once subtle and meaningful; changes in palettes can greatly affect the experience of a design, but it can be hard to put words to vague intuitions. Let's start putting some vocabulary in your hands, and set you towards identifying color sets you like.

Warming up....



<http://color.method.ac/>

Tip #1

Choose one theme color with variations

One thing I've noticed across many great-looking interfaces is that they often have darker and lighter variations on a particular theme color.

Header is **theme color**



Search Bar is **darker variation**

Icon is **lighter variation**



Swellgrid.com – variations on the theme color

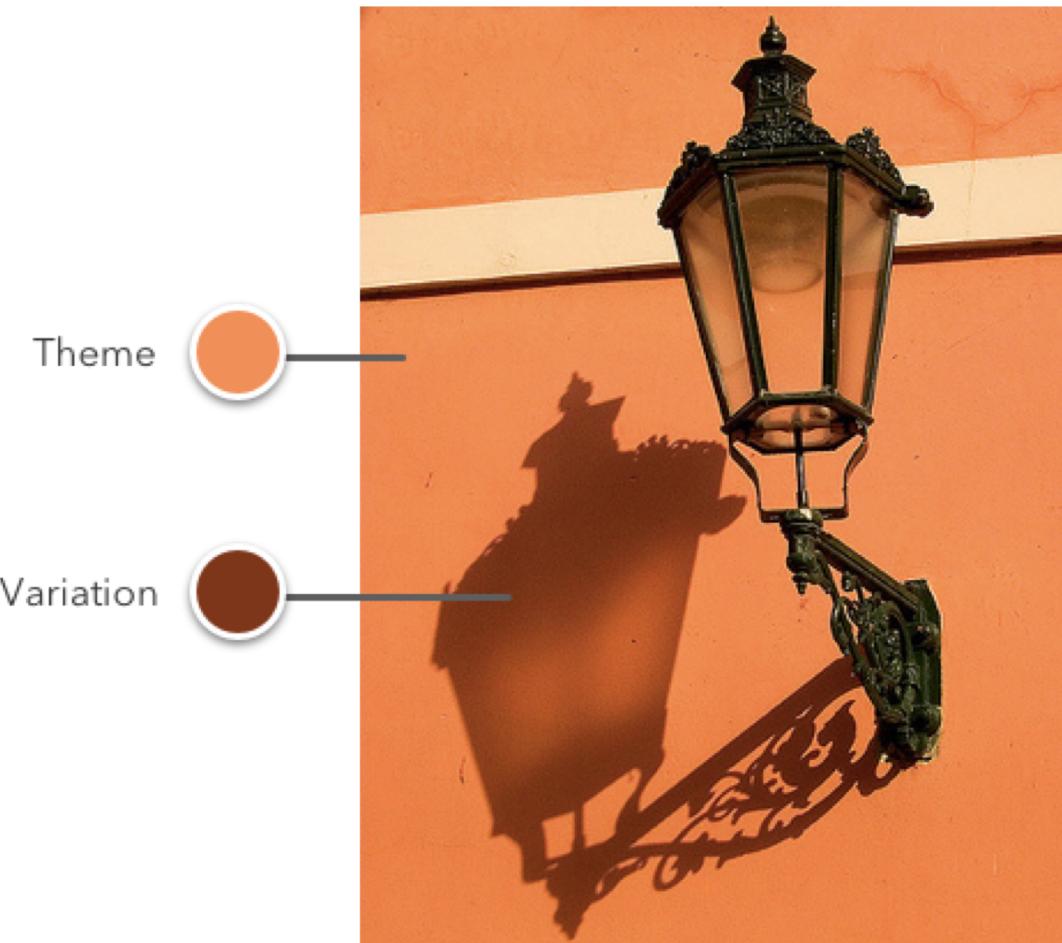
Real world color variations

Look around you. What “color variation” are you undoubtedly seeing two dozen instances of every time you glance around your room?

Shadows.

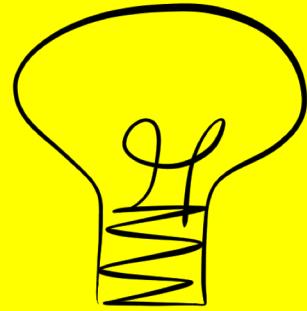
You can think of a shadow as a darker variation on a base color.

→ Color in UI design on LEARN



The most important thing

- **Darker** color variations are made by lowering brightness and increasing saturation.
- **Brighter** color variations are made by increasing brightness and lowering saturation. With this simple idea, you will be able to do amazing things with just a single color.



STRATFORD SCHOOL OF INTERACTION DESIGN AND BUSINESS



Keeping the human in Artificial Intelligence

Dr. Lennart Nacke participates in panel discussion about AI



STRATFORD SCHOOL OF INTERACTION DESIGN AND BUSINESS



Keeping the human in Artificial Intelligence

Dr. Lennart Nacke participates in panel discussion about AI



Color Blindness Filter

Protanopia: red/green color blindness

<https://www.toptal.com/designers/colorfilter/>



00FDFF    >

23A2B8   < >

A8892C   < >

C04D44   < >

D7272C   <

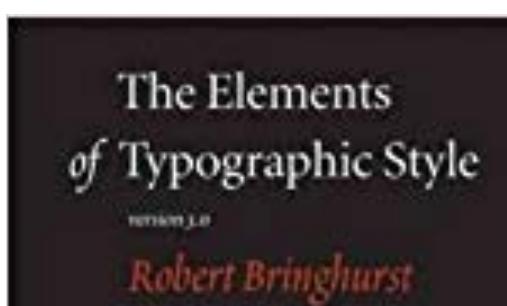
Color Theme Generator
Start with one color, find the matching scheme
Colormind.io

Typography



Typography exists
to honor content

- Robert Bringhurst



Typography

Typography on the web has always been difficult. Now, with the introduction of web fonts it can be incredibly overwhelming to choose the right typeface for your project. Fortunately, just as with color theory, understanding some basic principles will allow you to make great decisions when it comes to your final type selection.



Resources on LEARN

Before we start....
Does anybody know the
difference between a
typeface and a **font**?



I'm a typeface

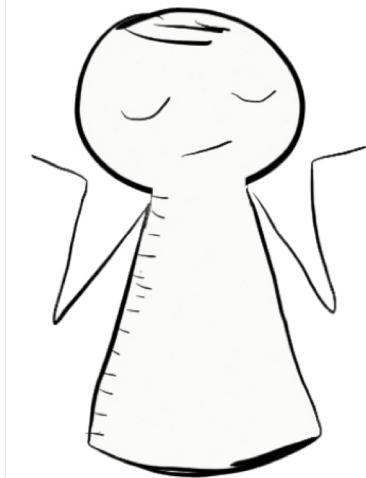


Helvetica

We are fonts



Helvetica Regular



Helvetica Oblique



Helvetica Bold

01

10 Rules to help you rule type

<https://youtu.be/QrNi9FmdlxY>

**Knowing the right typeface to
use takes an understanding of
the emotional response your
audience will have to it**

Didot

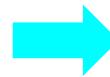
Roboto

American Typewriter

Cooper

Typography on the web has always been difficult. Now, with the introduction of web fonts it can be incredibly overwhelming to choose the right typeface for your project. Fortunately, just as with color theory, understanding some basic principles will allow you to make great decisions when it comes to your final type selection.

3 tips on setting type in user interfaces (UIs)



Article on LEARN

Tip #1

**Choose a typeface that
works well in various sizes**



Most user interfaces require text elements of various sizes (button copy, field labels, section headers, etc). Choose a typeface that works well in multiple sizes and weights to maintain readability and usability in every size. (used above – Avenir)



Julia Kaganskiy

Director, Incubator for Art and Design & Tech, New Museum
New York

[Twitter](#) [Website](#)

Julia is an editor and curator exploring technology's creative potential and creativity's potential to disrupt technology. Before leading [NEW INC](#), New Museum's incubator for art, design and technology, she was editor-at-large at [The Creators Project](#) and founder of the ArtsTech meetup in NY. In 2011, Julia was named one of [Fast Company's Most Influential Women in Technology](#).

Avenir in use

Tip #2

**Choose a typeface with easily
distinguishable letterforms**

III-gotten type

Lato

III-gotten type

Clear Sans

r n

rn

Tip #4

Consider the job to be done (JTBD)

**The JTBD framework focuses on the user's needs.
So ask yourself what problems you're helping
users to solve.**

Different typefaces do different jobs.

Home

Liked

Archive

Highlights

Browse

Writing and readin...

Typography

Pwoerm

Events

Add Folder

The Psychology of Social Commerce [Infographic] | eCommerce Best P...

ecommerce-best-practices.com

Related PostsMobile Commerce Sales on Black Friday and ThanksgivingTapping Into Mobile EcommerceThe Future of Retail - According to ShoppersEcommerce in...

1 year ago · 0 min

Six Mobile Myths | UX Magazine

uxmag.com

When a person visits a site first via mobile, they will inevitably expect that what they see is all the site offers.

1 year ago · 10 min

ARS POETICA or, I wanted to unlock my phone - Montevidayo

montevidayo.com · by Joyelle McSweeney

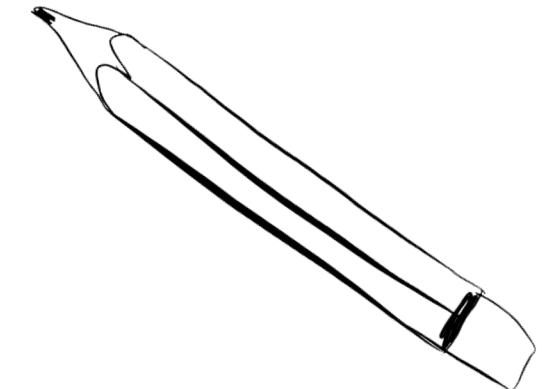
by Joyelle McSweeney on Sep.13, 2013, under Uncategorized [It's been suggested that I preface this. Well, I think the world is drenched with grief and I think...

1 year ago · 4 min

Example Instapaper: the serif (Lyon) and sans serif (JAF Bernino Sans) typefaces make it easy for the reader to distinguish between the content you're meant to read and the content that helps you get stuff done.

Deconstructing your favorite interactions

Where do you consume information online? Whether it is a social network, a favorite blog, or a global or local news organization, consuming large amounts of information from a screen presents many unique challenges.



- 1** Choose one site that you use to find out the latest news
- 2** Read Bruce Tognazzini's **First Principles of Interaction Design**
- 3** Identify at least three (3) principles you see employed on the site or app and take screenshots.
- 4** Put together a one page document with your findings. (Article and Examples can be found on LEARN)
- 5** Upload to folder on LEARN by next Tuesday 5PM