Palacio, Sim Paul N.

BSCS – SS191

<center>R5 – Visual & Information Design</center>

I think this is my favorite topic so far – I was very interested on what was being discussed regarding positions and color combinations for the design outputs. In my opinion, In order to develop a design or interaction, and involve users, you will have to strategically introducing images, colors, fonts, and other elements. Visual design varies from design for interaction. The design of interaction focuses on the features required to achieve a goal. By drawing the eye to the correct features, prioritizing tasks on a page through scale, color, and the use of white space, and even increasing brand trust using visual cues, visual design engages users. In the way users view a computer, graphic design can potentially make a big difference. Users may also have expected more from visually appealing screens: improved functionality, more accessible, and more individual.

Information Design is still user-centered and iterative, but it focuses primarily on the user's interpretation of the information provided when the risk of not interpretation it has significant implications for the consumer or the company of the consumer. Information Designers ensure the usability and accessibility of information, concentrating concurrently on aspects of both digital design and copywriting, such as the consistency of language used, the consistency of typography and graphic elements, the adaptation of content for different platforms, consumer research on communication needs and types, deliverables' graphic, digital o interface design.

Information design applies to a wide range of applications, from street signs to blogs to menus for restaurants. However, efficient knowledge design shares similar features. It helps people navigate the increasingly complicated world of statistics, figures, directions, and demands and understand them. This helps users complete a mission,

solve a problem, or fulfill a need. This mitigates or prevents frustrations. It starts and finishes with knowing the people who are going to use the content and ensuring they are supported by the content and its presentation and delivery.