

HCI Lecture 5

Design Principles

29th April 2022

Today's plan

- Admin
 - Icebreaker – 10 things I hate about 'Instagram'
 - The Goopy GUIs
 - Project stuff
- Lecture
 - Design Principles
- Guest speaker – Prof. Chris Lawrence, Dean of Indigenous Engagement, Faculty Science & Eng.

Assessment schedule

	Task	Value %	Date Due	Unit Learning Outcome(s) Assessed	Late Assessments Accepted?*	Assessment Extensions Considered?*
1	Presentation	20%	Week: 8 Day: - Time: -	1,2,4	No	No
2	Assignment 1 - Interface Design with group report	50%	Week: 12 Day: - Time: -	1,2,3,5	No	No
3	Assignment 2 - Interface Evaluation	30%	Week: 13 Day: - Time: -	1,2,4,5	No	No

*Please refer to the Late Assessment and the Assessment Extension sections below for specific details and conditions.

Tutes – check in

- Last tute (worksheet 03)
 - Solutions to pain points
 - Functional and non functional requirements
- Next tute (worksheet 4):
 - Wireframing (hand-drawn alternative designs)
 - Designing low fidelity prototype
 - Need to have this complete by the following tute as swapping with another team to review
- Web/Mob?
- Tip: Lots of resources e.g. LinkedIn Learning (free?)
<https://www.linkedin.com/learning/figma-essential-training-the-basics/get-creative-with-effects?autoplay=true&u=67553442>

Looking out for...

- In Assignment 1 - quality of analysis/justification
 - **User-centricity** – how does it make user lives better, easier, helps user achieve goals?
 - **Usability goals** (Lecture 1)
 - **User experience goals** (Lecture 1)
 - **Usability heuristics** (Lecture 4)
 - **Design principles** (Lecture 5)
- Why did you make the choices that you did?
- Include Figma screenshot and also link

User interviews

- User Interviews
 - ~3 (4-5 is all that is required in industry)
 - Interviews/surveys in small-scale study
 - Open ended
 - ~30-40 mins
 - Assignment 1
- Synthesise results
 - Quick findings report
- Google forms survey
 - metrics

Participant Data Summary

From the data gathered, we discerned that our pool of testers was comprised of young adults (all in the range of 25 to 35 years old), and all possessing at least one higher degree. The majority of our testers (62.5%) were female, and 50% of testers were familiar with PEN America. Professionally, our testers represented a wide array of careers that fell into PEN America's target demographic. Specifically, our testers identified as follows:

- 1 city employee (12.5% of testers)
- 2 creative professionals (25% of testers)
- 1 student (12.5% of testers)
- 4 librarians and information professionals (50% of testers)

Note: 2 of 4 participants who primarily identified as library and information science (LIS) professionals also identified themselves as students. The data reflects their profession as indicated in the pre-test questionnaire.

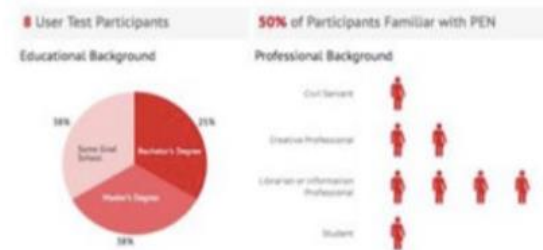


Figure 1.

Findings & Recommendations

In the following section, we have detailed our major findings and recommendations for improving the PEN America Archive's usability. We have included quotes from our participants, who are listed as by their user ID number (for example, participant 1 will be listed as 'P1').

Finding 1. Users had difficulty locating the search bar, and didn't have confidence using it.

Upon being prompted to find a specific item, users were immediately unsure of how best to begin a search. Users commonly first chose to use a more standard filtering method like the "Search by Timeline" tool, and tried typing in the search bar as a last resort. They commented that "the search feels so big," (P2) and that it "felt like I really worked up and down the page, instead of using the top space," (P7). Overall, the average time spent on the first task, which was designed to have users interact with the advanced search fields and filters, was 8 minutes and 30 seconds.

On average, users thought the advanced search was "somewhat" clear and understandable. 38% of users agreed that the website is "very cumbersome to use" and 50% agreed that various features in the website were not well integrated. Our analysis reveals that users are uncertain of how to efficiently begin and conduct an advanced search.

Recommendation 1. Incorporate a search bar prominently on the homepage.

Incorporating a prominent search bar on the Archive homepage will clearly communicate to users of all levels how to begin a search for content. In addition, providing suggested terms in the search bar encourages users to interact with the tool. It will also signify to visitors a core purpose of the website—as a searchable archive of PEN America's media assets.

Teams – check in

- Don't underestimate amount of work required
- 10 hours per week?
- Minutes
- Tracking your teams contribution – toggl or simply a spreadsheet

Week	Output	Skills and Tasks
5	Wireframe and lo-fi prototype	Design in Figma Iterate design
6	Swap & evaluate design with another team	Evaluate design Iterate design again
7	Hi-fi prototype	Figma skills are well-developed. Iteration
Study week	Assignment 1	'Pro' skills in Figma. Iterate and again.... Writing and presentation skills. Short video

Personas



Nerdy Nina

"The book is way better than the movie!"

#booklover
#bookaddict
#booknerdproblems

DEMOGRAPHICS

Age: 25
Location: Sao Paulo, Brazil
Education: Software Engineer
Job: Q/A at Indie Game Company
Family: Lives with her boyfriend

TECH

Internet
Social Networks
Messaging
Games
Online Shopping



GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

FAVORITE BOOKS



American Gods
Neil Gaiman



Harry Potter
J.K. Rowling



Ready Player One
Ernest Cline

Casey O'Donnelly



28 yo
Lives London, UK
Job Sound Engineer
Studied at SUBBASS



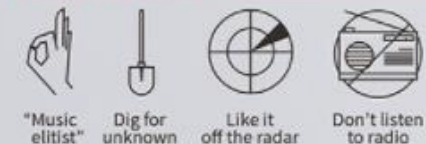
Traits



Interests



Music Behaviour

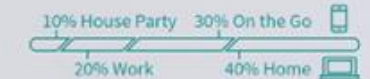
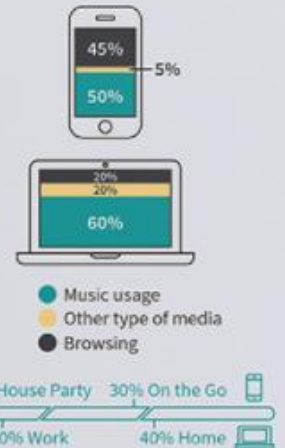


Favourite Bands

Floating Points
Theo Parish
Nicolas Jaar
Carl Craig
Radiohead

Music Related Platform

Soundcloud
Youtube
Lastfm
iTunes
Bandcamp
Discogs
Songkick
Facebook
Mixcloud



Frustrations:

- Difficult to find suitable content
- Collection/playlists spread on different platforms
- Too much "noise" on social media
- Create & manage playlists
- Adverts
- Time consuming

Key goals:

- Share music & new discoveries on a blog
- Manage playlists and "Listen Later" lists quickly and On the Go
- Get all playlists from different platforms synced in one place.

Recap last week's lecture

- Design thinking process and use-cases
- Functional and non functional requirements
- Wireframing and prototyping
- 10 usability heuristics – evaluate your use of these after study break

10 Usability Heuristics for User Interface Design (Jakob Nielsen)

1. Visibility of system status
2. Match between the system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency
8. Aesthetic and minimalistic design
9. Help users recognise, diagnose and recover from errors
10. Help and documentation

See these references for more detail:

<https://www.nngroup.com/articles/ten-usability-heuristics/>

https://media.nngroup.com/media/articles/attachments/Heuristic_Summary1-compressed.pdf

6 UI/UX Design Principles (by Don Norman)

1. Visibility
2. Feedback
3. Affordance
4. Mapping
5. Constraints
6. Consistency

1. Visibility

- What options are available?
- Mobile apps – visual clutter
- Move from **Hamburger menu** to **tab-bar menu** to improve visibility of key experience
- **Discoverability** – not too cluttered – but navigable to find info needed
 - Good information hierarchy
- Checkout process - breadcrumbs
- Design guidelines
- Short-cuts for expert users

Hamburger menu

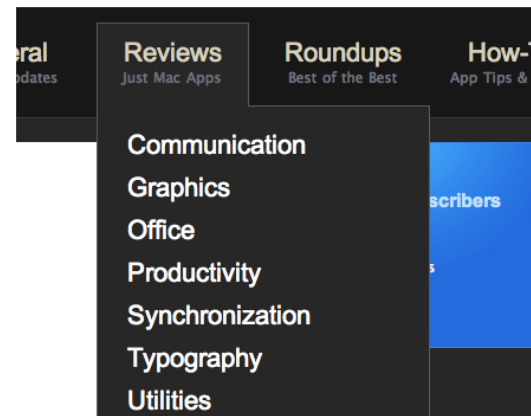


<https://medium.com/@sachinrekhi/don-normans-principles-of-interaction-design-51025a2c0f33>

Tab-bar menu



breadcrumbs



<https://www.zivtech.com/blog/ux-principles-constraints-discoverability-feedback-and-more>



<https://jadepuma.com/blogs/shopify-tutorials/custom-breadcrumbs-in-a-shopify-plus-checkout>

<https://www.justinmind.com/blog/hamburger-menu/>

<https://www.educative.io/edpresso/what-are-normans-design-principles>

2. Feedback

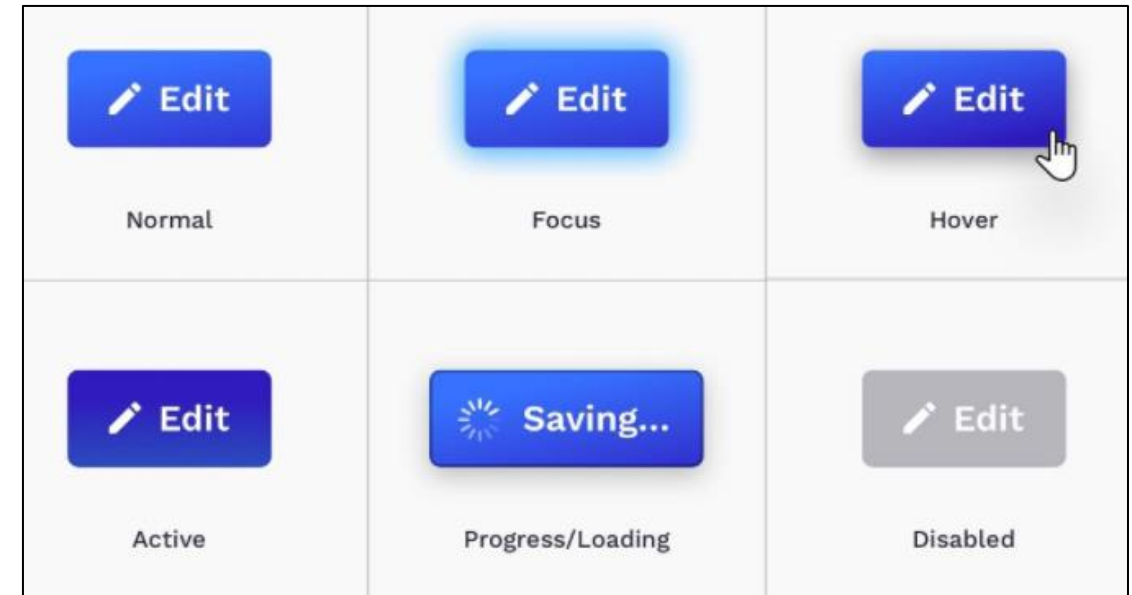
Confirmation that an action has been performed successfully or not

Activational feedback

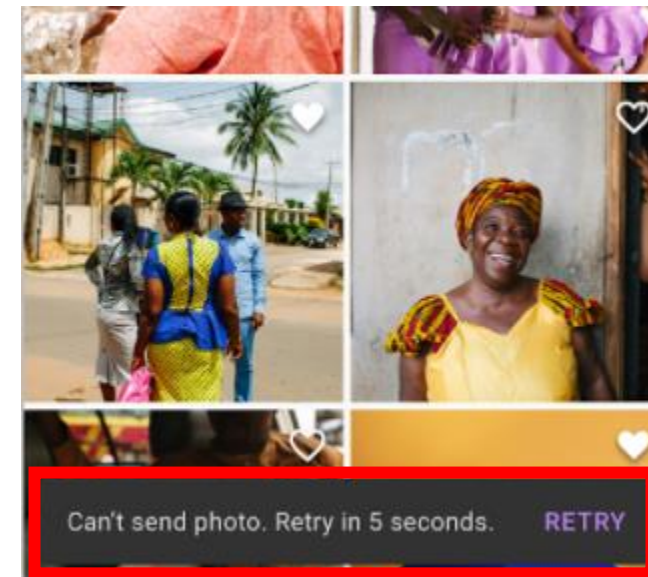
- Progress bar/spinner
- Button press
 - Visual - animated button, tactile, audio
 - Toast, snackbars – notice responding to user action

Behavioural feedback:

- Button press
 - Move to next screen
- System changes e.g. email sent
 - Confirmation message and sent folder



<https://uxdesign.cc/button-design-user-interface-components-series-85243b6736c7>



snackbar

<https://material.io/components/snackbars#anatomy>

More information on notifications:

<https://uxdesign.cc/toasts-or-snack-bars-design-organic-system-notifications-1236f2883023>

3. Affordance

- Door
- Visible affordance:
 - Raised button
 - Login screen
 - Call to action button
- Hidden affordance
 - Mouse pointer changes from cursor to tooltip.
 - Object is clickable on a hover
 - Blue underlined text – weblink (standard convention)
 - Object that can be dragged and dropped?
- Standard widgets used by the OS or platform make it recognisable.

<https://datacloud.design/2017/05/10/donald-normans-design-principles-for-usability/>

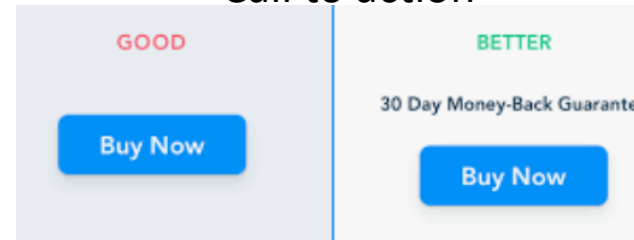


iOS/macOS icons

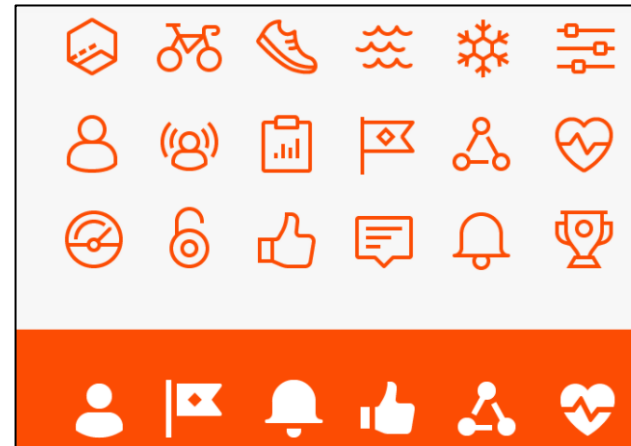


<https://www.zoneoftech.com/article/tag/Big+Sur>

Call to action

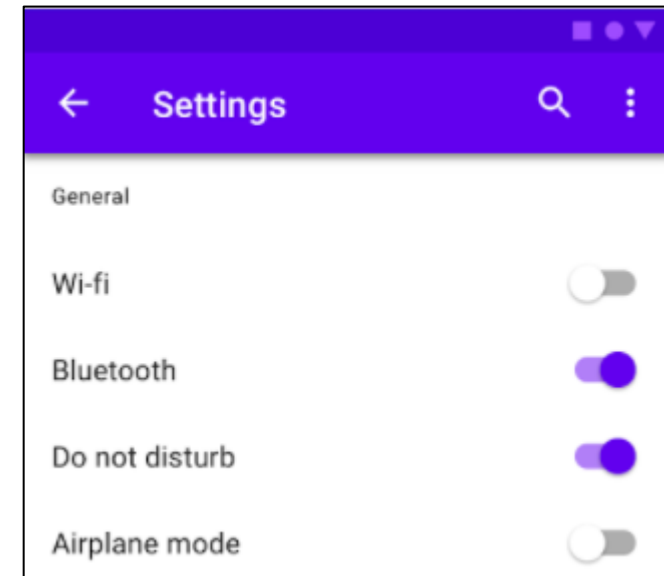


Icons



<https://dribbble.com/shots/3408321-Strava-App-Iconography>

Material design switches



<https://material.io/components/switches#usage>

4. Mapping/Metaphors



<https://xd.adobe.com/ideas/perspectives/leadership-insights/designers-create-change-visual-metaphors/>

Indicators



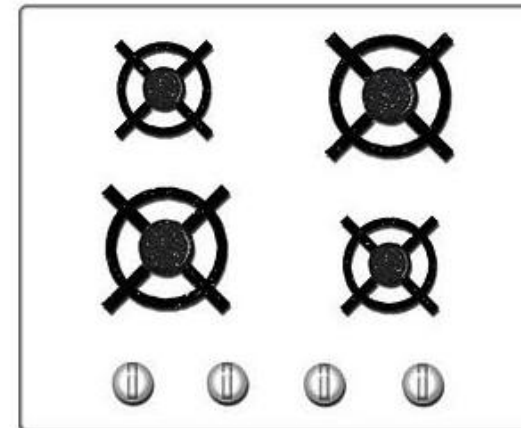
Natural scrolling on mac



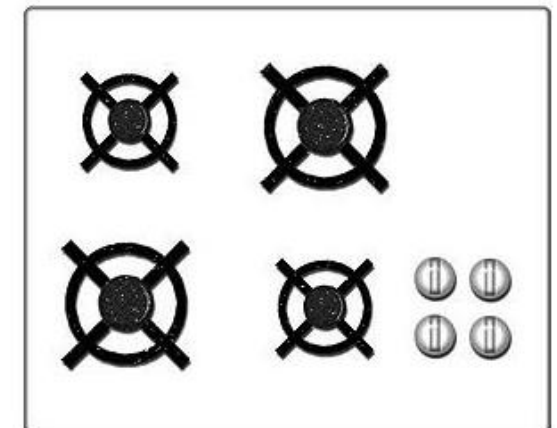
Natural Scrolling vs Reverse Scrolling

<https://bootcamp.uxdesign.cc/natural-scrolling-mac-vs-reverse-scrolling-windows-e48656275081>

Poor mapping



Good mapping



<https://medium.muz.li/to-infinity-and-beyond-first-phase-5b9eac3463db>

5. Constraints

Restrictions so the system doesn't go into invalid state

- Online form restricts what values are entered. Error checking
- Grey out options
- Remove options e.g copy and paste removed when they are not available.
- Bad design – all options shown when they are not available.

The image shows two side-by-side examples of a registration form to illustrate constraints. The left form, marked with a blue checkmark, is a 'good' example. It has three input fields: 'First Name *' with 'Jane', 'Last Name *' with 'Doe', and 'Email Address *' with 'janedoe'. The email field has a red border and a red error message below it: 'Please enter a valid email address. For example, "janedoe@gmail.com"'. The right form, marked with a red X, is a 'bad' example. It has the same three input fields, but the 'Email Address *' field also contains 'janedoe'. Above the email field, there is a red error message: 'Some fields are incorrect.' In the top right corner, a menu is visible with options: 'Undo', 'Redo', 'Make Pixel Perfect', 'Perspective', 'Crop Image', 'Isolate Selected Group', 'Ungroup', 'Transform', 'Arrange', 'Select', 'Add to Library', 'Collect For Export', and 'ction...'. The 'Transform' option is highlighted.

<https://www.seerinteractive.com/blog/ux-checklist-series-form-design/>

<https://www.zivtech.com/blog/ux-principles-constraints-discoverability-feedback-and-more>

6. Consistency

- Components look and behave in a certain way
- Control, familiarity, reliability, learnability
- Less errors, less confusion
- Buttons, Headers, colours
- Guidelines:
 - Google' Material Design Guidelines
 - iOS's Human Interaction Guidelines

CONSISTENCY



-DESIGN PRINCIPLE-

CONSISTENCY IS ABOUT USING

STIMULI - USAGE/MEANING PAIRS

IN A WAY THAT IT MATCHES
USERS' EXPECTATIONS.



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TYPES OF CONSISTENCY/1



VISUAL - LOOKS THE SAME,
E.G. SIZE, SPACING



FUNCTIONAL - WORKS THE SAME
WAY (INTERACTIONS)



LABELING SYSTEM - TEXTUAL (UX COPY)
ICONIC (ICONS)



BRANDING (E.G. COLORS, FONTS, SHAPES,
TONE OF VOICE)



ACROSS CHANNELS



PLATFORM CONSISTENCY

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TYPES OF CONSISTENCY/2



EXTERNAL:

- BEING CONSISTENT WITH
INDUSTRY-WIDE
STANDARDS
~ JAKOB'S LAW



INTERNAL:

- PRODUCT(S) BELONGING
TO ONE COMPANY / BRAND
- WITHIN ONE WEBSITE
OR APPLICATION

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MAIN ADVANTAGES

CONSISTENCY...



MAKES DIGITAL PRODUCTS /
SERVICES MORE PREDICTABLE



INCREASES LEARNABILITY (HOW
EASY IT IS FOR USERS TO PERFORM
A TASK FOR THE FIRST TIME)



MIGHT RESULT IN A MORE INTUITIVE
DESIGN

ADDITIONALLY, HAVING E.G. A DESIGN SYSTEM
AND APPLYING REUSABLE COMPONENTS
LOWERS DEVELOPMENT & MAINTENANCE COSTS.

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INCONSISTENCIES MIGHT MAKE USERS STOP FOR A MOMENT

IT MIGHT BE UNCONSCIOUS (UNNOTICED)
OR CONSCIOUS...

EITHER WAY,
IT MIGHT CAUSE

- COGNITIVE LOAD/
MENTAL EFFORT
- CONFUSION →
FRUSTRATION



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USER GOALS & CONTEXT



CONDUCT RESEARCH



TAKE INTO ACCOUNT YOUR USERS'
PREVIOUS EXPERIENCES & KNOWLEDGE

HELP USERS REACH THEIR GOALS!

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CONSISTENCY

- ⚡ DON'T BE TOO
RIGID
- ⚡ DON'T BE
CONSISTENT
FOR THE SAKE
OF CONSISTENCY

SINCE THE USERS' GOALS & CONTEXT
SHOULD DETERMINE OUR DESIGN DECISIONS
(AND NOT BEING CONSISTENT NO MATTER
WHAT): IN MANY SITUATIONS,

BEING INCONSISTENT IS THE RIGHT CHOICE.



BUT IT SHOULD ALWAYS BE
THE RESULT OF
A DELIBERATE
DESIGN
DECISION!
IDEALLY, BASED ON RESEARCH.

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BREAKING CONSISTENCY

WHEN SHOULD YOU BREAK
CONSISTENCY? SOME EXAMPLES:



PUSHING PAST YOUR LOCAL
MAXIMUM



INNOVATION - E.G. INVENTING A
NEW INTERACTION DESIGN PATTERN



IF RESEARCH SHOWS THAT IT
BETTER SUPPORTS YOUR USERS
(E.G. BASED ON THEIR BEHAVIOR
PATTERNS)



ERROR PREVENTION

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<https://uxknowledgebase.com/consistency-design-principle-ux-knowledge-piece-sketch-34-4d1fa815e5c3>

5 Visual-Design Principles in UX

Inform how design elements such a line, shape, colour, grid, or space go together to create good visuals. Improve engagement and increase usability

SCALE

The principle of scale refers to using relative size to signal importance and rank in a composition.



VISUAL HIERARCHY

The principle of visual hierarchy refers to guiding the eye on the page so that it attends to design elements in the order of their importance.



BALANCE

Balance occurs when there is an equally distributed amount of visual signal on both sides of an imaginary axis.



CONTRAST

The principle of contrast refers to the juxtaposition of visually dissimilar elements in order to convey the fact that these elements are different.



GESTALT PRINCIPLES

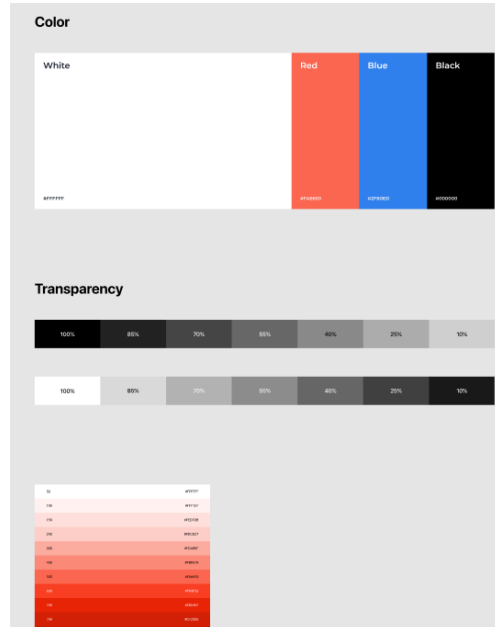
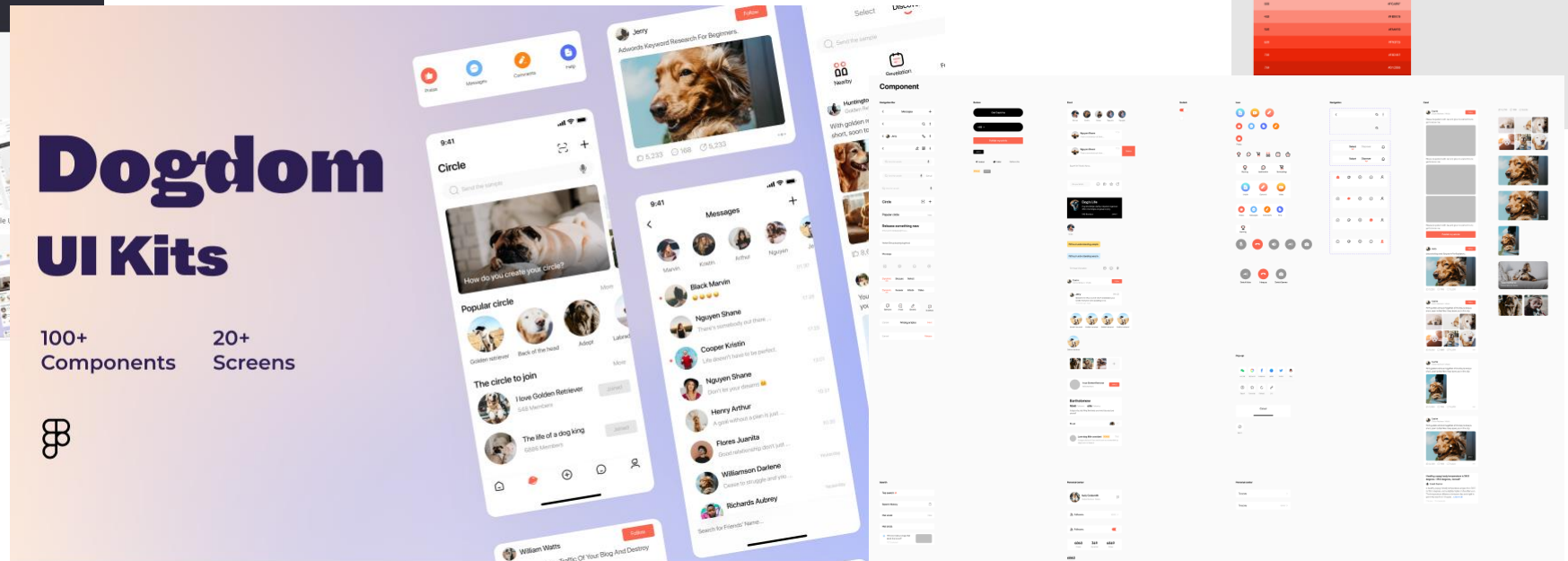
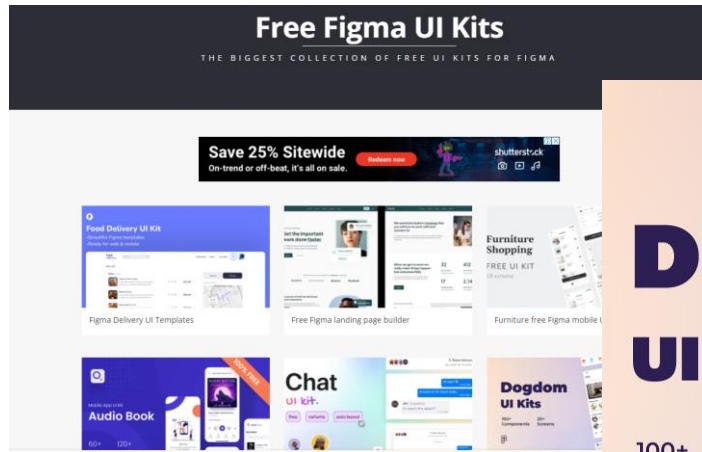
Gestalt principles capture our tendency to perceive the whole as opposed to the individual elements.



Figma - Free UI/UX kits/templates (Be careful!)

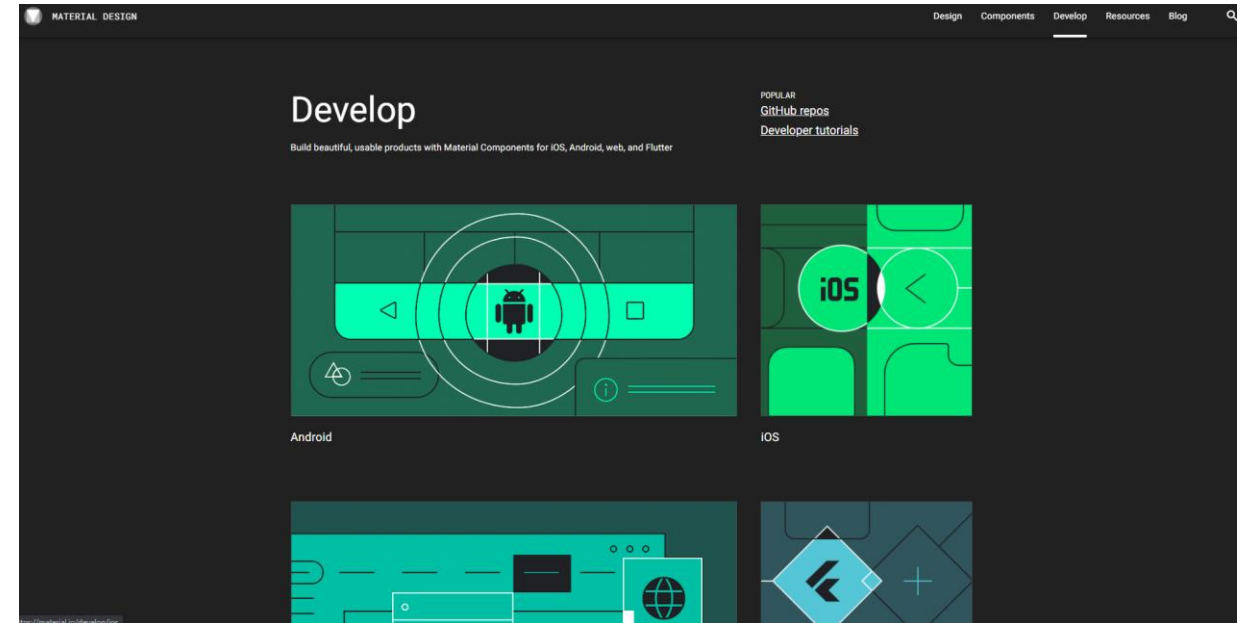
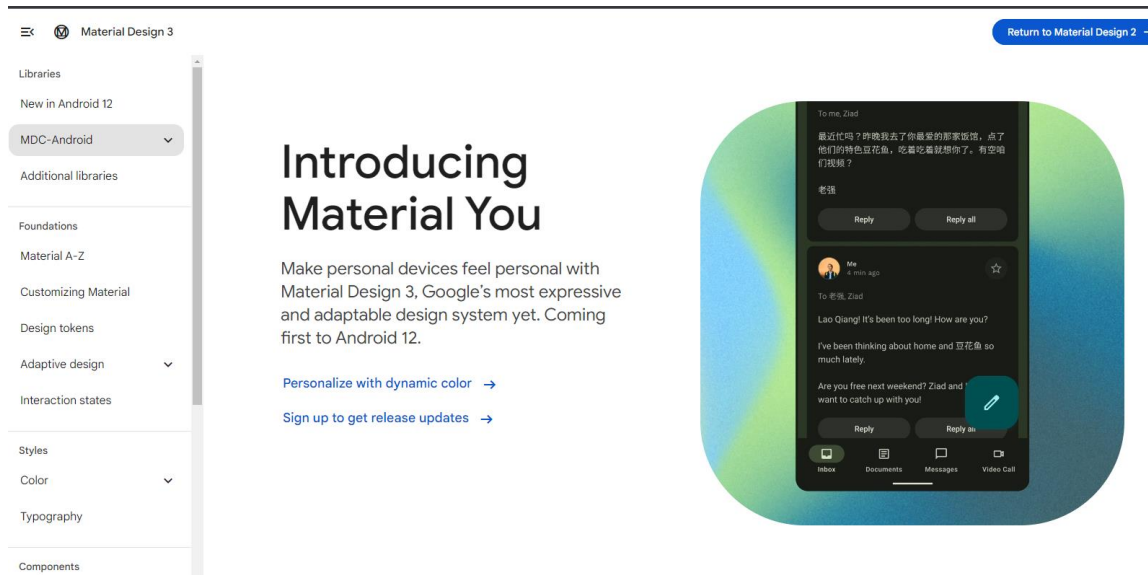
- Figma community
- Figma Crush
- Dribbble
- Envato elements

- Definition of UI/UX kit/template is fuzzy
- Use own colour scheme
- OK to use generic layouts
- Use components (icons, textboxes)
- Don't use templates (components together that have been created by others)
- Don't pay for 3rd party resources



Google Material Design Guidelines

- <https://material.io/design>
- Material Design 3.0
- Used this in MAD??



iOS human interface guidelines

<https://developer.apple.com/design/human-interface-guidelines/>

Human Interface Guidelines

Get in-depth information and UI resources for designing great apps that integrate seamlessly with Apple platforms.



macOS >



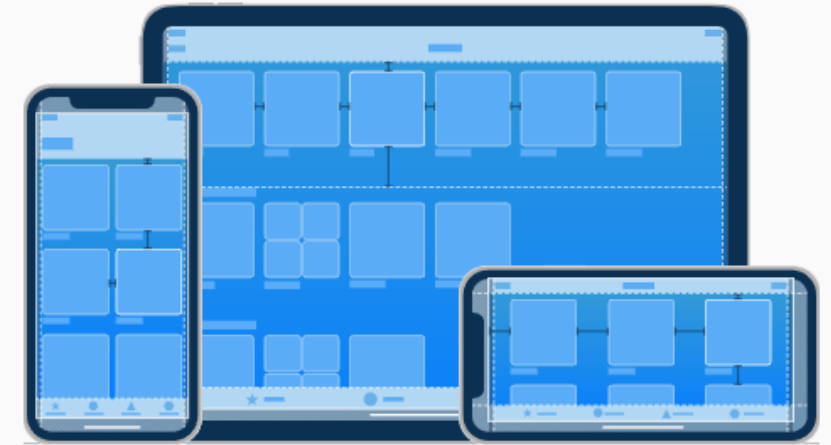
iOS >



watchOS >



tvOS >



iOS Design Themes

As an app designer, you have the opportunity to deliver an extraordinary product that rises to the top of the App Store charts. To do so, you'll need to meet high expectations for quality and functionality.

Three primary themes differentiate iOS from other platforms:

- **Clarity.** Throughout the system, text is legible at every size, icons are precise and lucid, adornments are subtle and appropriate, and a sharpened focus on functionality motivates the design. Negative space, color, fonts, graphics, and interface elements subtly highlight important content and convey interactivity.
- **Deference.** Fluid motion and a crisp, beautiful interface help people understand and interact with content while never competing with it. Content typically fills the entire screen, while translucency and blurring often hint at more. Minimal use of bezels, gradients, and drop shadows keep the interface light and airy, while ensuring that content is paramount.

Visual design fundamentals

- Layout
- Hierarchy
- Colour
- Typography

Fundamentals of Layout

Fundamentals of Layout

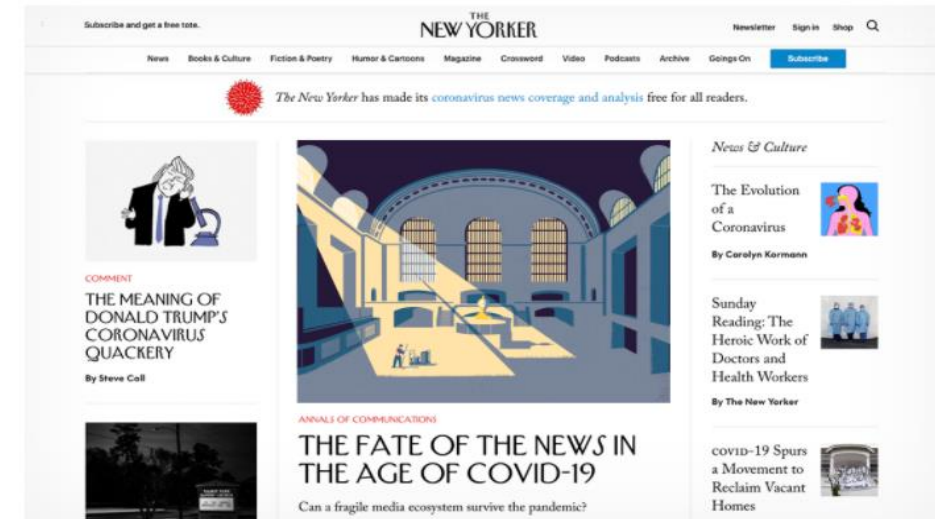
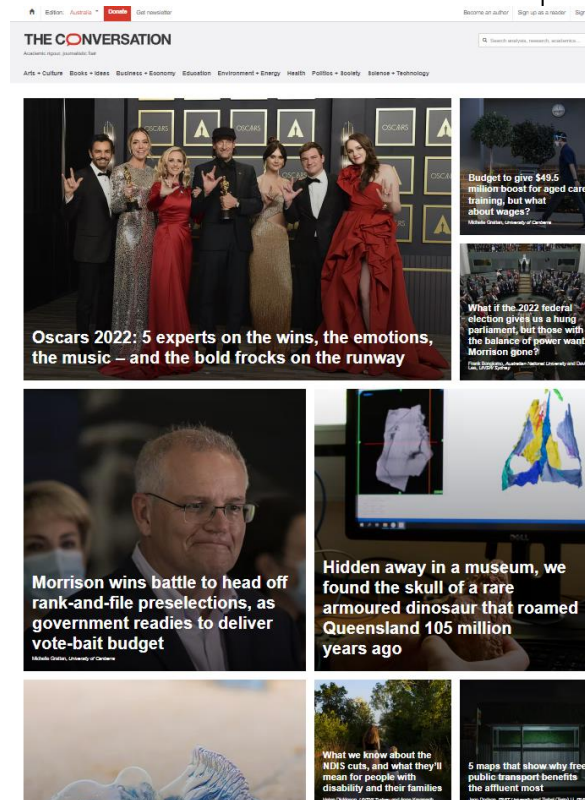
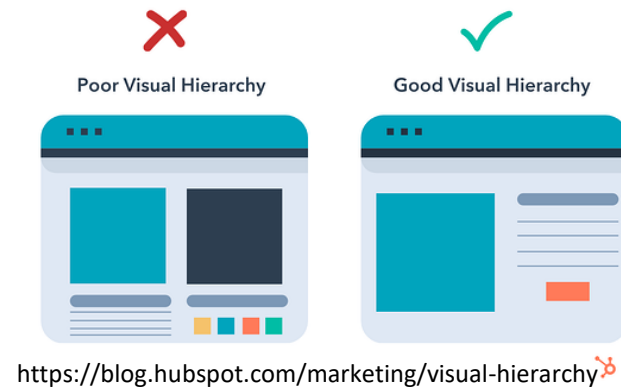
- Structure of visual components
- Sight shifts to group, rank, and understand info.
- Importance of data
- Scan-ability
- Reduce distractions
- Categorises
- Logical meaning
- Aesthetics



In figure 1, the background and the elements are equal. In figure 2, the background does not exist so the elements become a solid block. In figure 3, two lines are removed making the negative space very evident to the eye. This spacing of the elements is the base for the construction of a layout.

Layout: Size

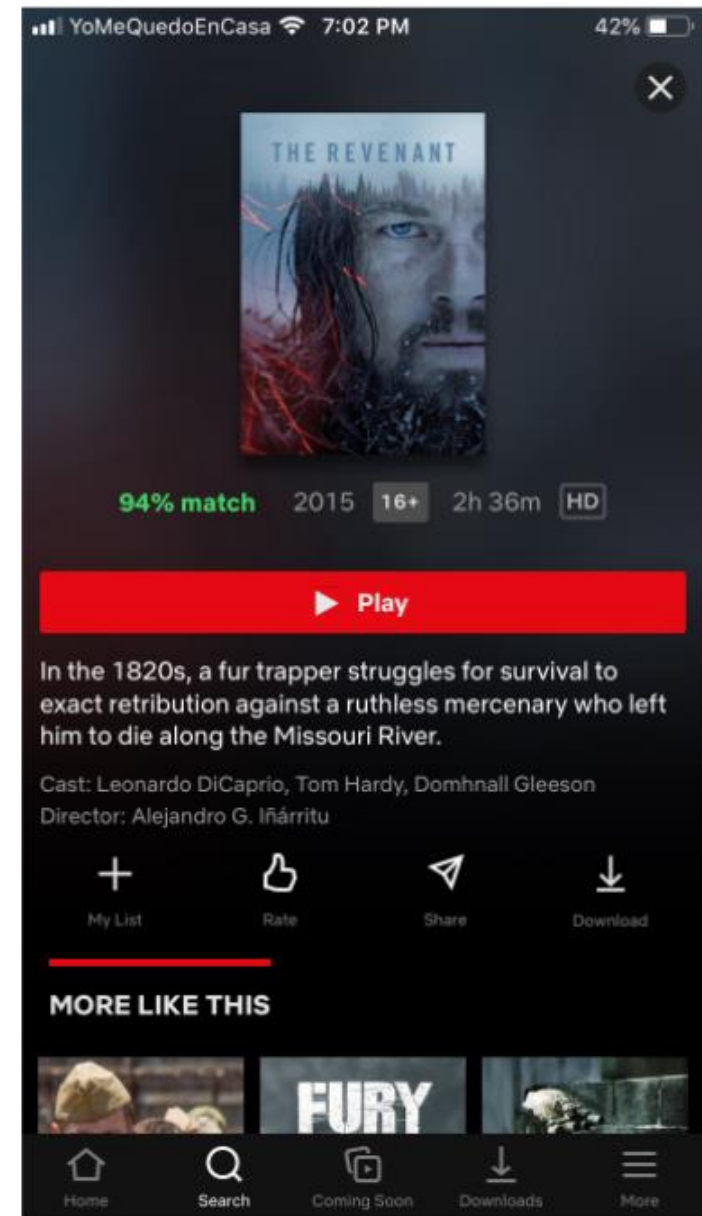
- Informs user what is important on a site
- Hierarchical block on a home page
- Navigation scheme to interface to content:
 1. Navigation to discover content
 2. Consume content – hierarchies less relevant



In this screenshot from The New Yorker, the size hierarchy is revealed in several of the blocks that make up the layout. The title "The fate of the news ..." is the point that the user will perceive as main, followed by the blocks on the left and then on the right.

Layout: visual journey

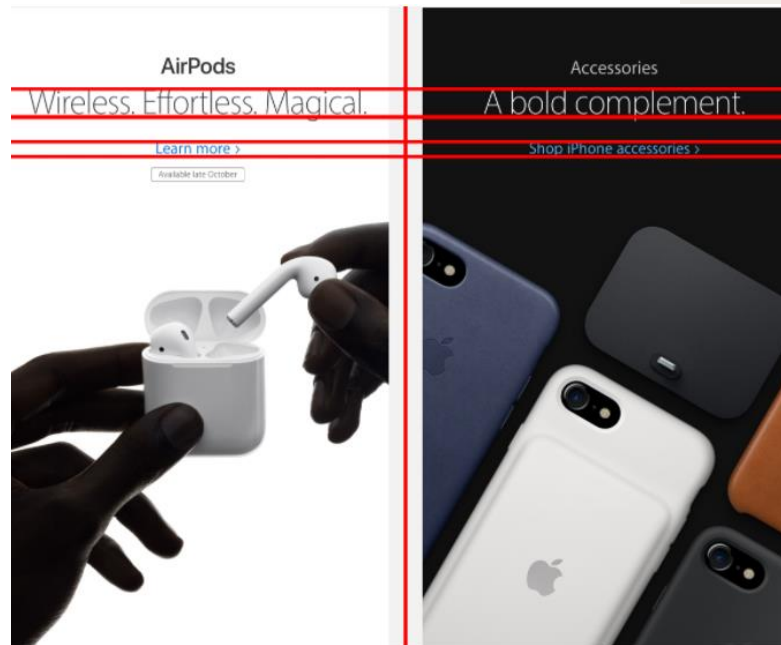
- Guide user through a visual journey
- Rather than forcing items to be scanned.
- Reduce noise
- Design your visual journey:
 - Understand priority of information, goal of page
 - Wireframe the layout and alternatives.
 - Verify your design



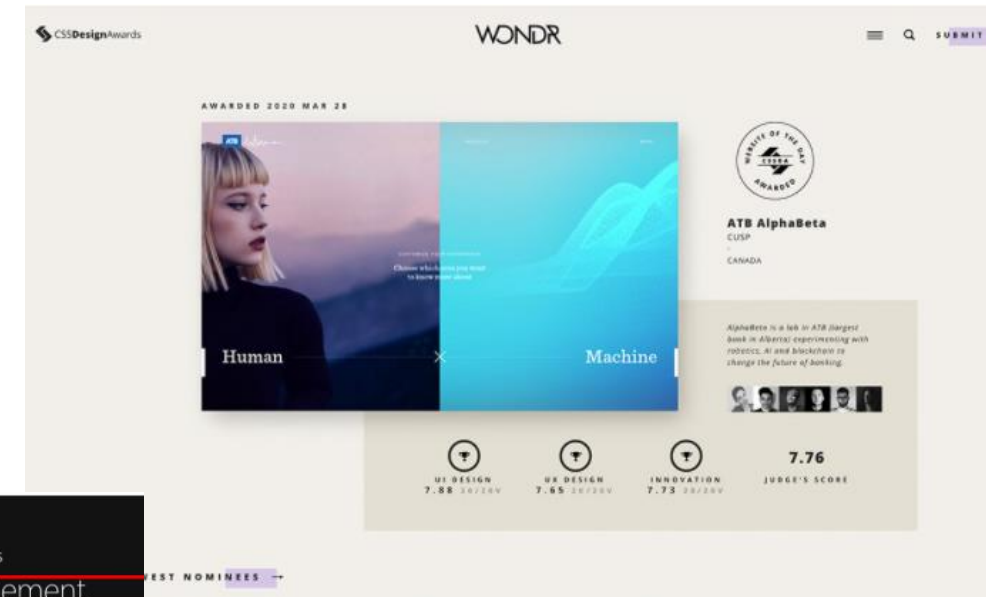
In this screenshot of a movie detail on Netflix, the visual weight starts on the movie poster, then the view ju to the red Play button. For users who need more, the view receives the description of the film and the fo actions represented in iconographies. The tour ends with the actors, information under the poster, and recommendations from other films.

Layout: Asymmetry

- Dynamism and movement
- Composition and balance
- Text, icons, images, spaces
- Negative space
- Tension, emotion



You can see information about the AirPods and Accessories are in two boxes of equal dimensions. I've added red lines to emphasize the perfect alignment of text from each box. Using the same colors on each side further balances the design.



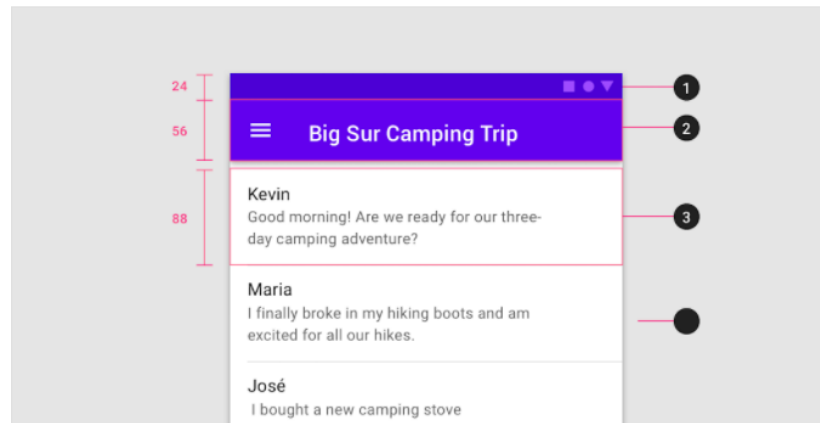
WOND'R design Awards main page shows an interesting example of asymmetric composition. To balance the main block on the left is not centered to the screen, several higher contrast elements are used on the right.

<https://uxdesign.cc/fundamentals-of-layout-in-interface-design-ui-3a9dba31f1>

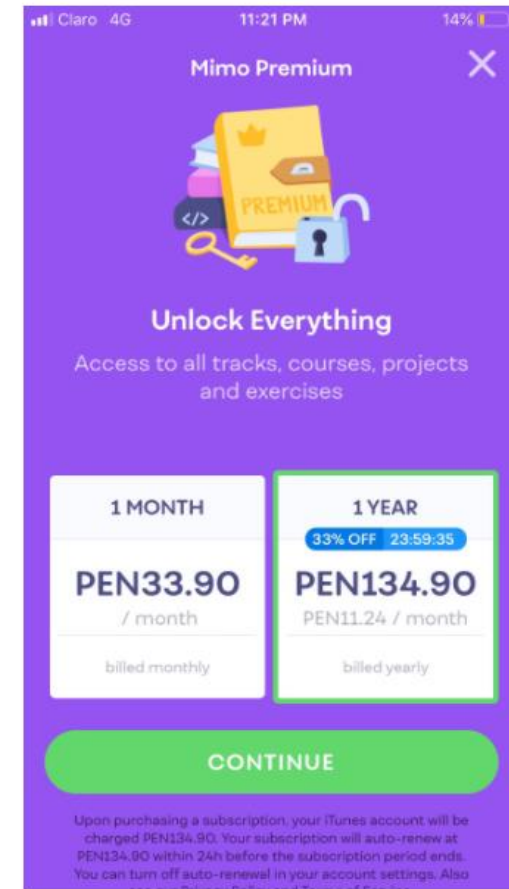
<https://medium.theuxblog.com/when-to-use-symmetry-asymmetry-in-web-app-design-e6b6df4df9e0>

Layout: spacing

- Spacing defines layout
- Grouping of related elements
- Composition
- Connected/disconnected



1. Status bar height: 24dp
2. App bar height: 56dp
3. List item height: 88dp



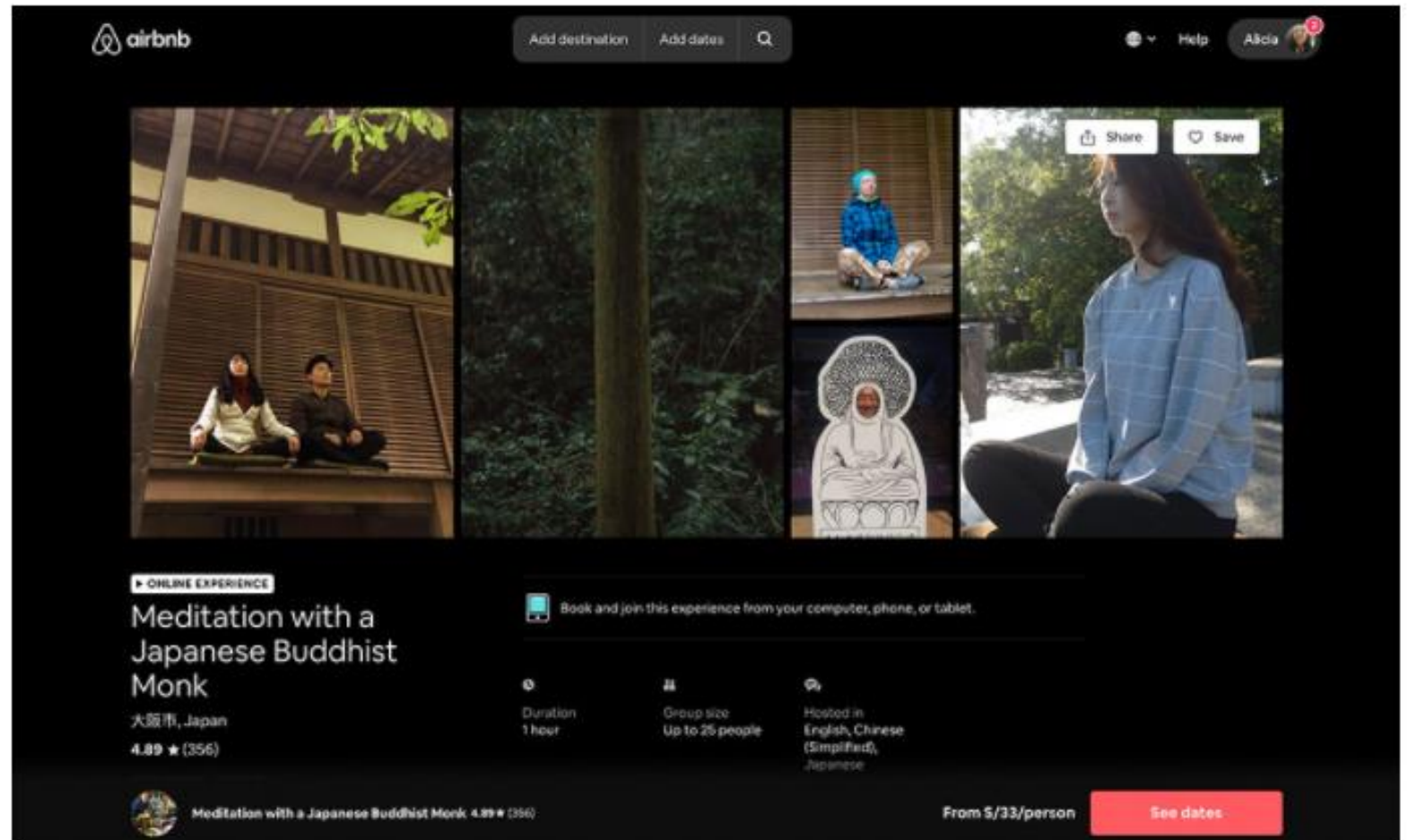
In the Mimo application you can see the grouping of elements that can make up a layout, the space between the first group (spot illustration and texts) and the second group (the plans) works as a support for the structure. The same happens with the space between the plans, and between the plans and the continue button. In this subtle way, the negative space makes up a layout.

<https://uxdesign.cc/fundamentals-of-layout-in-interface-design-ui-3a9dba31f1>

<https://material.io/design/layout/spacing-methods.html>

Layout: break

- Visual journey
- Hold user attention
- Memorable
- Movement
- Break rules

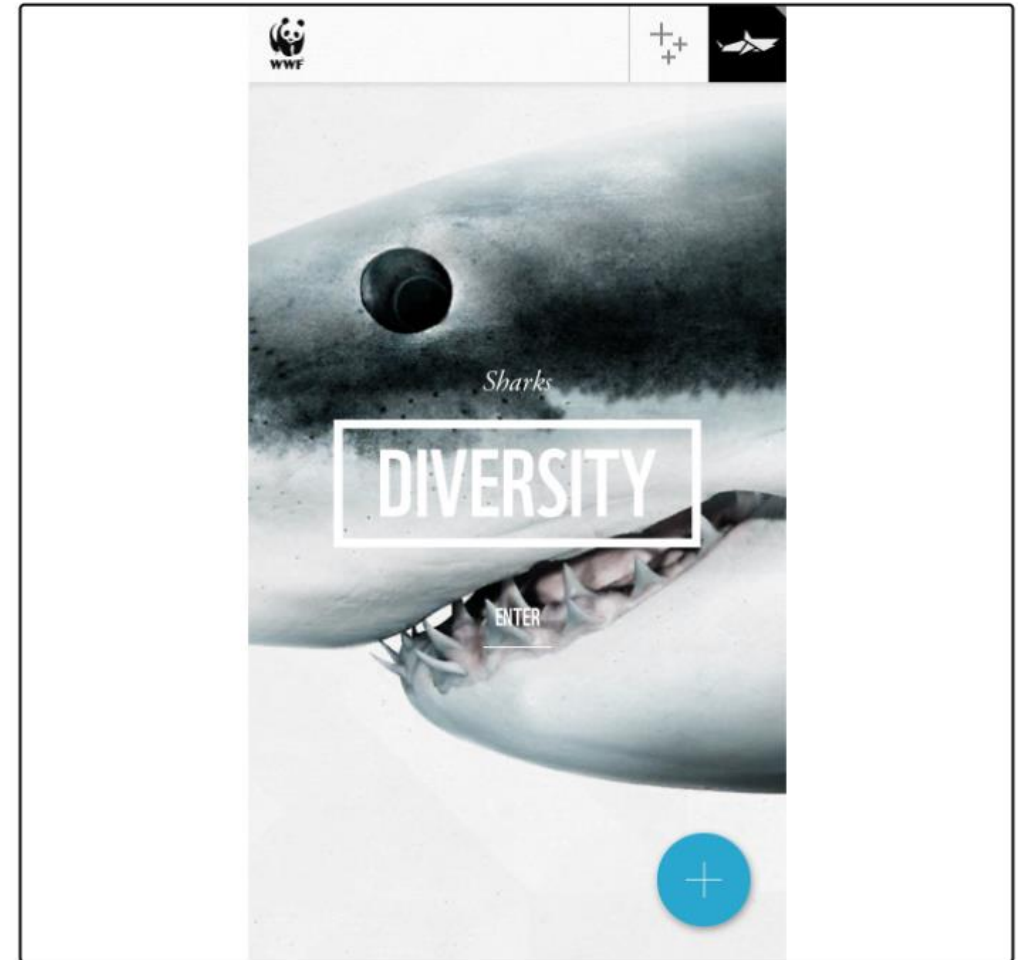


On this airbnb page, the photo gallery is displayed in such a way that creates a break in the user's reading. Photos 1, 2 and 5 have the same dimension, but photos 3 and 4 break the format to make the visual journey more dynamic.

<https://uxdesign.cc/fundamentals-of-layout-in-interface-design-ui-3a9dba31f1>

Layout: Superposition

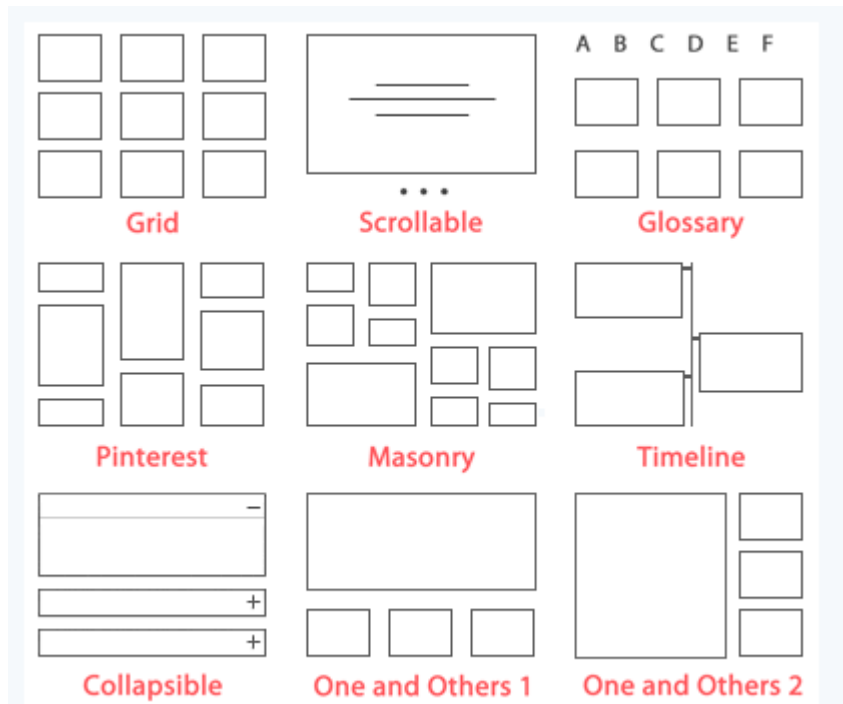
- Overlapping creates depth and realism.
- 2D – 3D composition
- Stage
- Interest
- Avoid low contrast for readability



This screenshot from the WWF application shows the overlay of the texts: "Sharks", "Diversity," "Enter" and the (+) button on the shark image, balancing the flat world of user interface design and the three-dimensional style that graphic design could have.

Layout: Grids

- Grids pleasing layout
- Ease location of elements
- Consistency
- Proportional distribution



<https://www.contentviewspro.com/>



<https://uxdesign.cc/fundamentals-of-layout-in-interface-design-ui-3a9dba31f1>

Fundamentals of Hierarchy

Hierarchy: Size

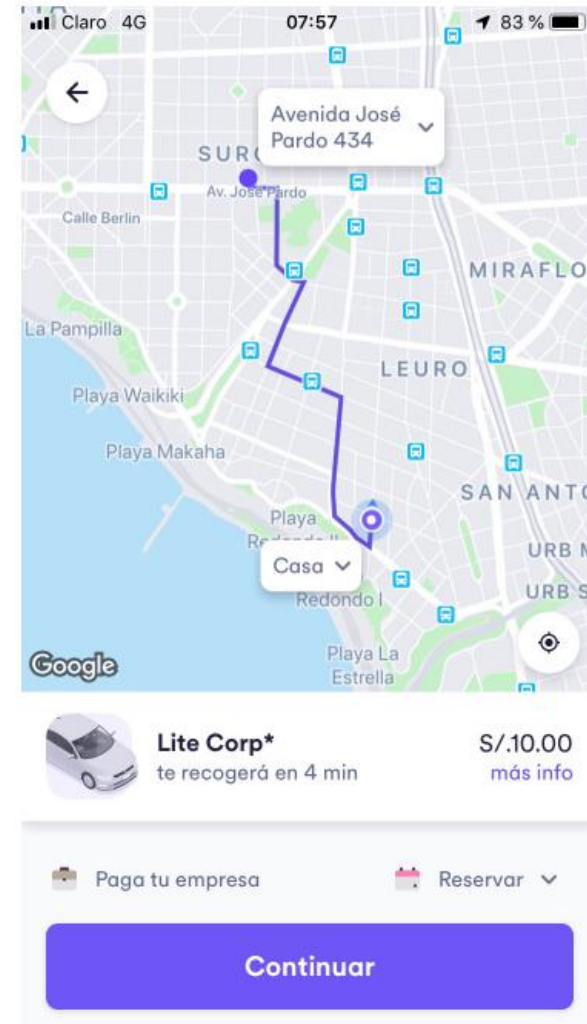
- Larger object attracts attention
- Text and images
- Visual journey
- Jump in text size - difficult
- Text too big - imbalance



In this snapshot of the Google Arts & Culture application, the title “Pawtraits: Our Changing Relationship ...” is much larger in size than the subtitle “How do we really feel about our furry friends?”. By separating these scores considerably, the reading order avoids any confusion.

Hierarchy: Colour

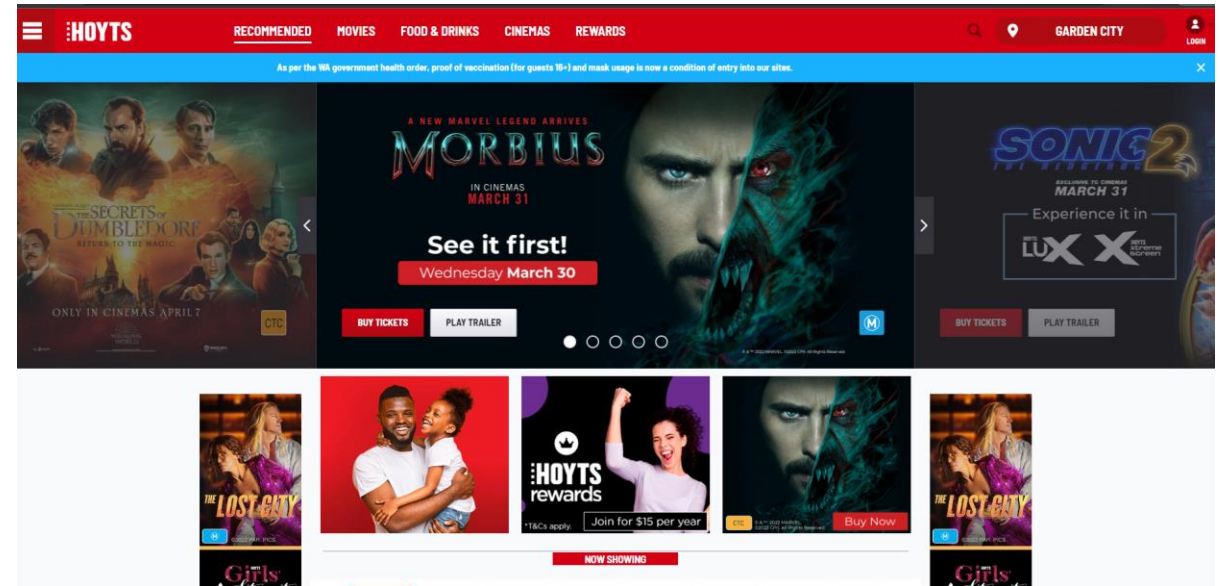
- Bright colours stand out
- Separate elements
- Prioritise /deprioritise
- Strong colour interaction (action/feedback)



In this Cabify app screenshot, the use of purple color acts as the primary color. Both, the route of the trip and the “Continue” button are first hierarchy, followed by the map and the car in second hierarchy. The harmonic use of hue and saturation separates these elements from a more unsaturated and less important background.

Hierarchy: Proximity

- Close elements more attention
- Categorise/group elements
- Associations/connections
- Dissociations
- Reading order
- Interruptions
- Text – short blocks, grouping sentences, whitespace



<https://medium.com/swlh/fundamentals-of-hierarchy-in-interface-design-ui-ba8e3017dceb>

The Tesla (TSLA) CEO tweeted a meme about a couple breaking up along with the bitcoin hashtag and a broken heart emoji. The post included lyrics from a song by rock band Linkin Park titled "In the end." Bitcoin fell by over 6% to hit \$35,814 at around 8 am ET, according to CoinDesk. It was last trading at \$36,410, having dropped about 5% over the past 24 hours. Other digital currencies lost ground, with ethereum 5.6% weaker in mid-morning US trade at \$2,637 and dogecoin tumbling 10% to around 36 cents. Musk recently told customers that the electric car giant would no longer accept bitcoin as payment for its vehicles because of concerns about the environmental impact of bitcoin mining, which is extremely energy intensive.

Hard to scan

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Easy to scan

<https://xd.adobe.com/ideas/principles/web-design/proximity-in-design-principles/>

Examples of proximity in design: By breaking a text into paragraphs, you make it much easier for users to scan and read it. Image credit Nick Babich.

Hierarchy: Alignment

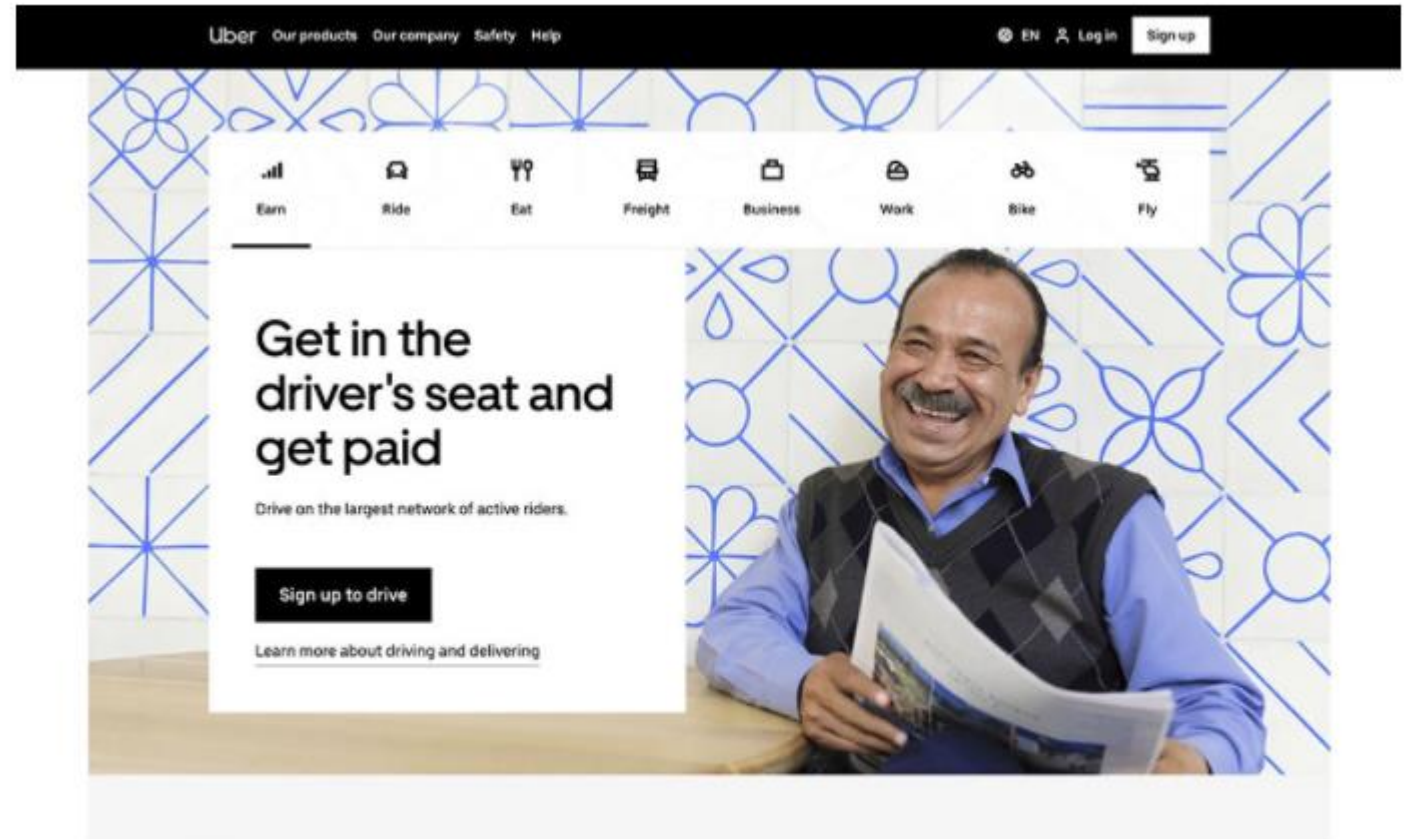
- Coherence
- Patterns
- Symmetry
- Asymmetry – call out attention



On the page of an Airbnb accommodation, the title, location and name host belong to one alignment, while the description of the apartment, accompanied by iconography, belong to another. This rupture of an invisible straight line creates hierarchy on two levels.

Hierarchy: Repitition

- Importance



In the white menu of the Uber website, an icon and a label are placed 8 times for their categories. This, balanced with a smaller size, places the menu second in the hierarchy, after the main title "Get in the driver's seat ...". It is important to know that repetitions are very good for creating second or third level relevancies.

<https://medium.com/swlh/fundamentals-of-hierarchy-in-interface-design-ui-ba8e3017dceb>

Hierarchy: Negative Spaces

- White space
- More attention



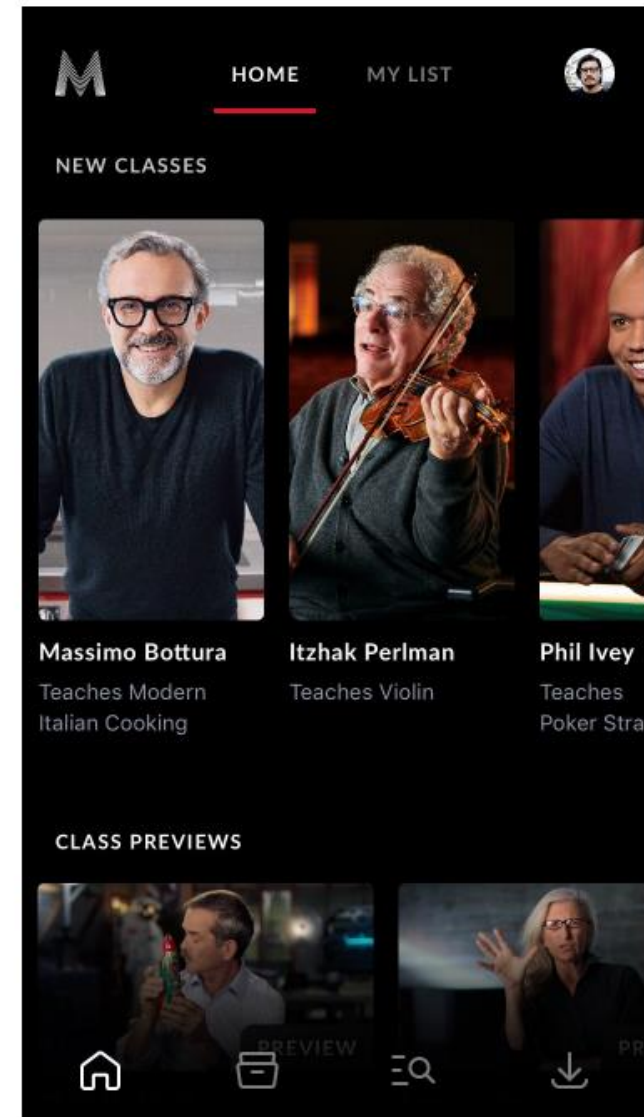
VS



In this example of the web Design Better, both the number "01" and the title "Motion's purpose" are remarkably surrounded by negative space. Although the illustration has a greater hierarchical weight due to its variety of textures, the well applied negative space can make a balance that prevents the other elements from being relegated.

Hierarchy: Texture

- High resolution photos
- Style
- Atmosphere
- Flat
- Complex



<https://medium.com/swlh/functionality>

Photographs in UI design could be the best example of hierarchy by texture that exists. Their shapes, colors and gradient will always convey more sensations than flat elements. In the case of the Masterclass application, the photographs of the instructors are, without a doubt, first hierarchy, followed by their names in white, and the red color in the menu that indicates the location of the user.

Analyse these websites:

What design principles are being used?

- <https://www.airbnb.com.au/>
- <https://www.airtasker.com/au>
- <https://www.spotify.com/au/>
- <https://www.canva.com/>
- <https://www.nike.com/>
- <https://www.netflix.com/au/>
- <https://www.curtin.edu.au/>

Next week

- More design principles:
 - Colour
 - Typography
 - Copy
 - Imagery
- Evaluation of mobile and web apps using the DECIDE framework