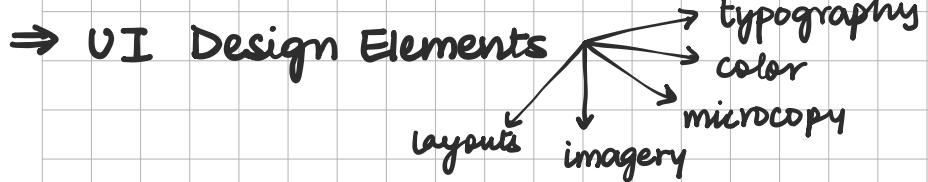
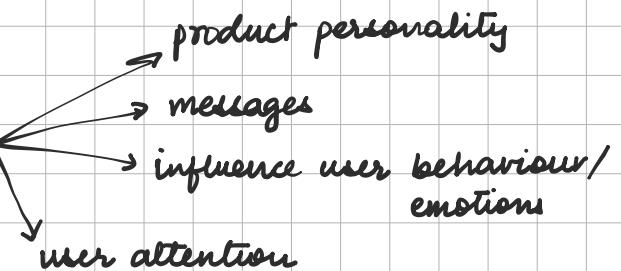


ELEMENTS OF DESIGN

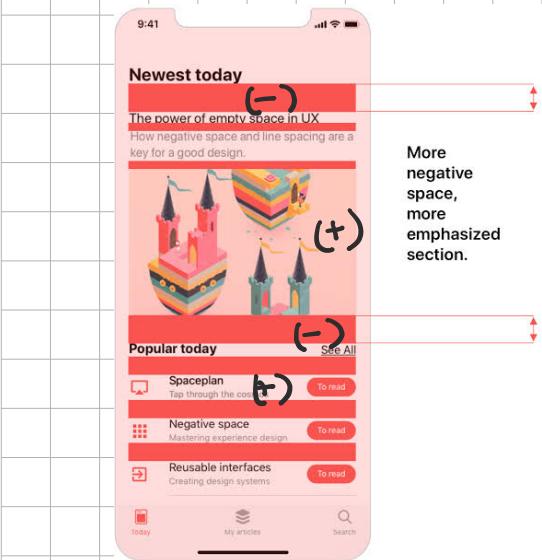


① Color

↳ most critical branding elements



② Positive / Negative Space



(-)ve space : · improves readability
· makes vital elements more readable
· declutters the space

③ Typography

style + legibility ⇒ digital/print

↳ used to establish strong visual hierarchy
↳ builds brand recognition

→ UX copy

(4) Microcontent (not microscopy!)

↳ short text fragments

↳ communicates key messages

Microcontent

- title / headings
- taglines
- summaries
- hints / tips

vs. Microcopy

- error messages
- button labels
- menus
- ⋮

(5) Motion

Functions:

↳ feedback for micro-interactions

↳ attracts user attraction

↳ guides users

(6) Shadows

↳ creates natural aesthetic to elements

↳ shows hierarchy / distance between surfaces

* use wisely!

(7) Imagery

↳ photo / video / illustration / etc

↳ relevance drives user interaction

p/v → denotative

illus → connotative

(8) Icons

↳ universal (mostly) abstractions

↳ simple + functional = best

buttons
list
etc

(9) Components

↳ individual UI building blocks

(10) Layouts

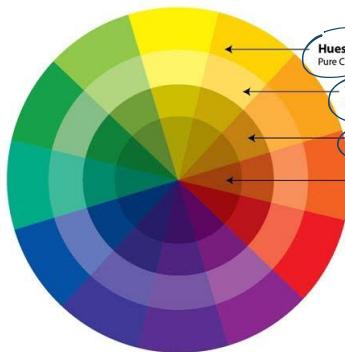
↳ organization of content on the screen

grid non-grid

(NTS: Swiss layout - origin?)

COLOR

① Hues, Shades, Tints & Tones



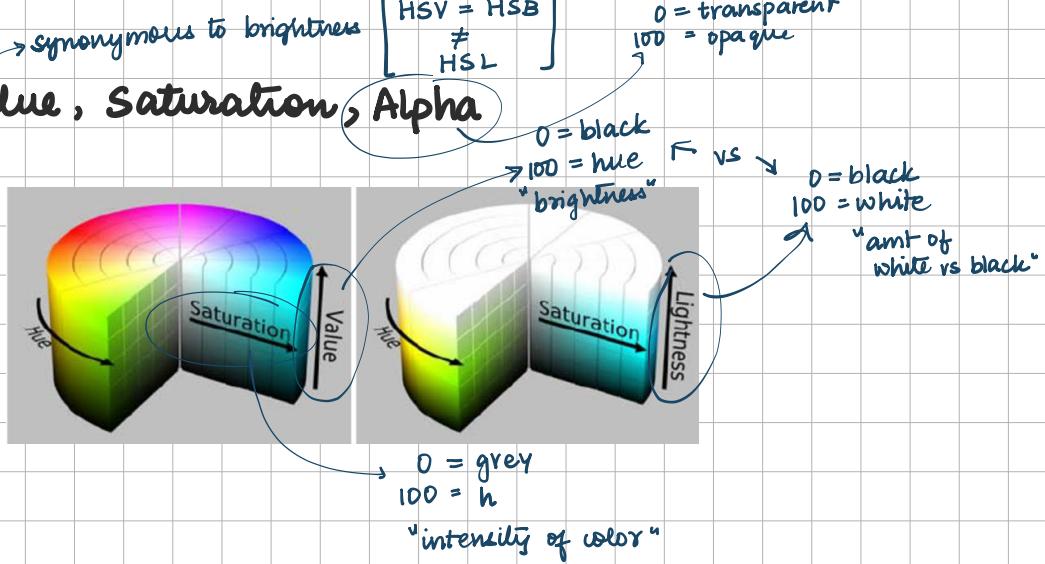
* infinite hues!
no modifications,
 $0^\circ - 359^\circ$

paler, not brighter
softer mood in design

\downarrow intensity, \uparrow complexity
more maturity + sophistication

Solid + formal vibe
create contrast in vibrant palettes

② Lightness, Value, Saturation, Alpha



IMAGES

- Photographs vs Illustrations
- Placeholders
- Hero vs Thumbnails
- lightbox
- PFP vs Avatar
- Emoji vs Emoticon

* Alt text ↓
accessibility is
for everyone!

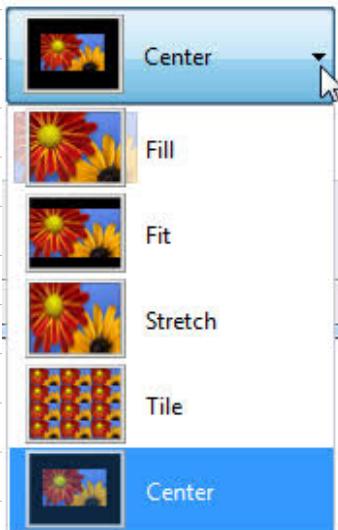
* Web vs Print Resolution

PPI
(pixels/in)
72 ideal

DPI
(dots/in)

300 ideal,
200 okay

Picture position:



Export res: @ 1x = standard
@ 2x = twice as detailed
@ 3x = ultra-detailed screens