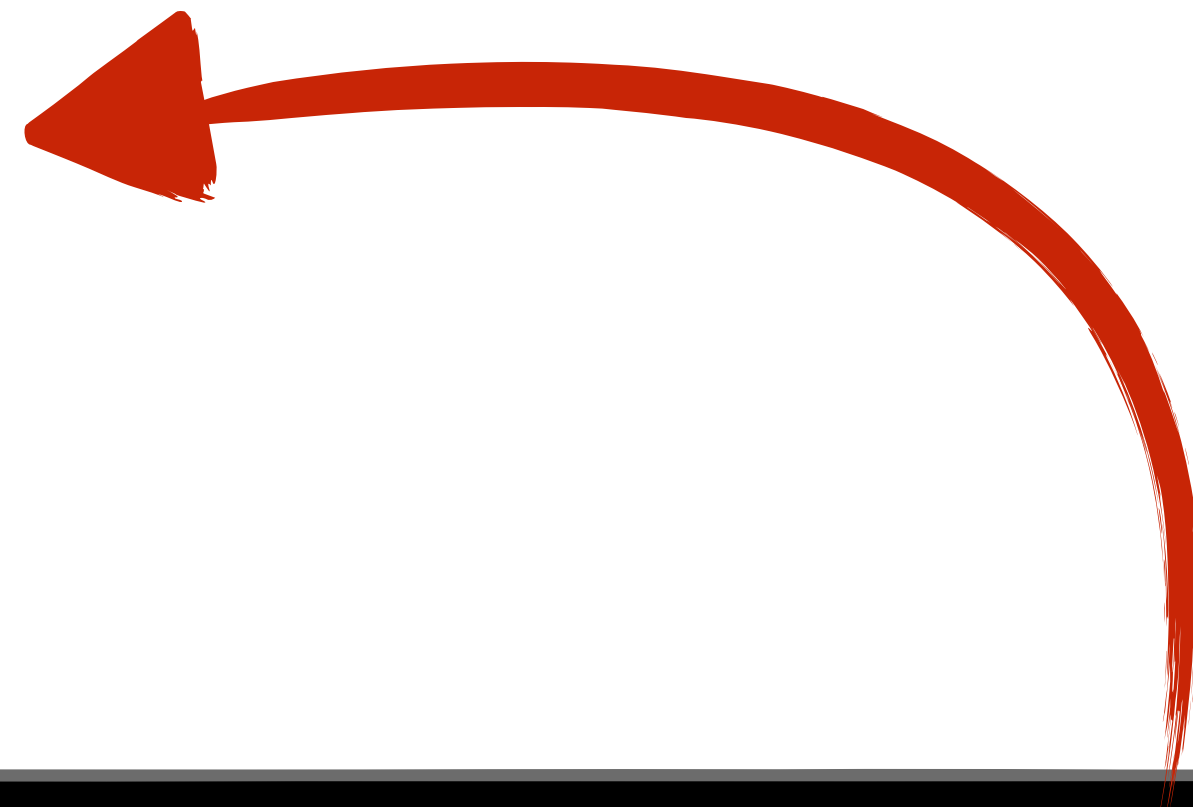


Visual Design

SWE 632

Spring 2022



With at least 30 new things you won't believe!



© Thomas LaToza

Administrivia

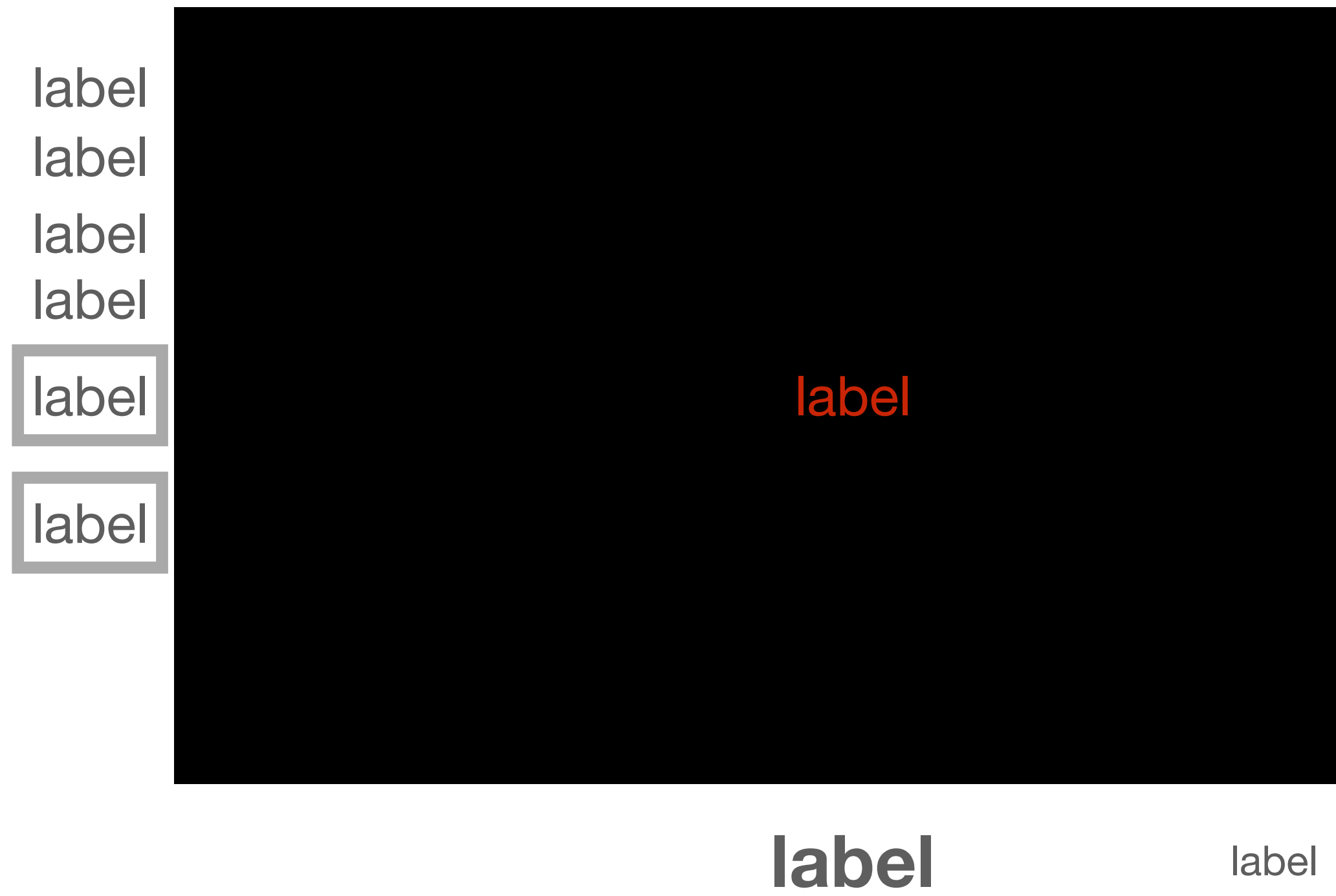
- HW6 due on 4/20

Class Overview

1. Overview of Visual Design: What it is and Why it Matters
2. Guidelines for Visual Design: Simplicity and Regularization
3. Scale, Contrast, & Proportion: Formatting Matters
4. Organization & Structure: Information Conveyance
5. Images & Icons: Getting the Right Picture Across
6. Design Languages: Unifying your Design

Overview of Visual Design

Elements of Visual Design

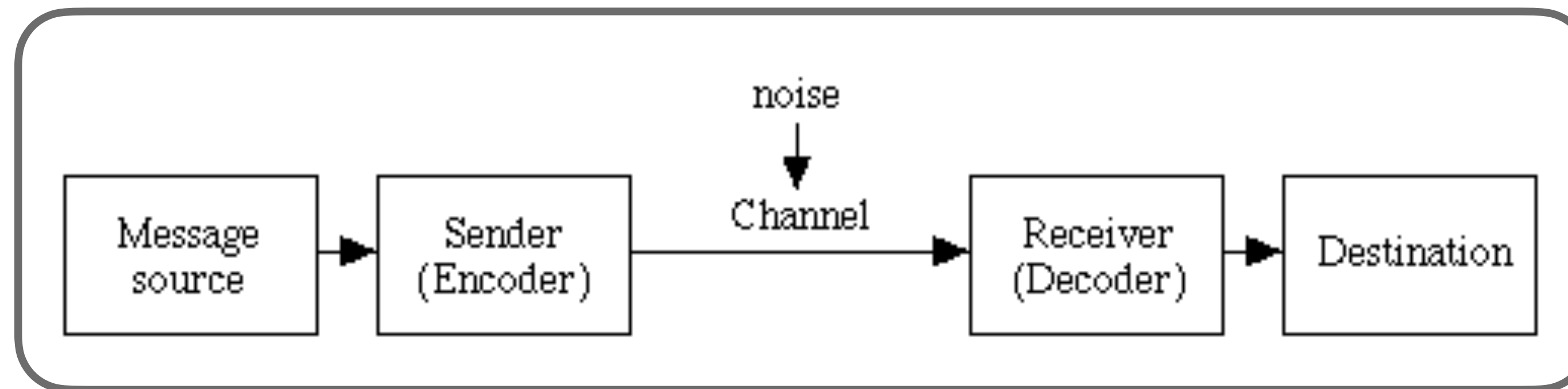


Visual Design

- *Solving communications problems in ways that are both functionally effective and aesthetically pleasing.*
- Creating a visual language containing a vocabulary of design elements characterized by
 - Visual variables—shape, size, position, orientation, color, texture, ...
 - Organizational relations between elements—balance, structure, proportion, ...
 - Visual syntax—rules for assembling elements w/in design language

Visual Design as Communication

- Goal: efficiently & accurately transmit information from system to user
- Visual variables & organization encode information



Goals for Visual Design

- Successfully transmit information
- Present coherent & consistent design that reduces ambiguity and potential confusion
- Reduce visual search time through layout & organization
- Create desired emotional reactions through aesthetic choices

General Guidelines for Visual Design

Elegance & Simplicity

- *Elegance*—derives from Latin eligere, to “select carefully”
- *Judicious* selection of elements and economy of expression revealing an intimate understanding of problem
- Removing & combining superfluous elements until only the necessary remains



Benefits of Simplicity

- Approachability - rapidly understood affordances, allowing glanceable understanding of possible interactions
- Immediacy - greater emotional impact because interactions can be quickly understood



Marc Berthier. Tykho Radio. 1997. Synthetic rubber and other materials, 5 1/2 x 5 1/2 x 1 5/8" (14 x 14 x 4.1 cm). Manufactured by Lexon, France. The Museum of Modern Art, New York. Gift of the manufacturer.

Reducing a Design to its Essence

- Make design simple, bold, and direct by removing inessential details & elements
 - Even essential elements may be suggested

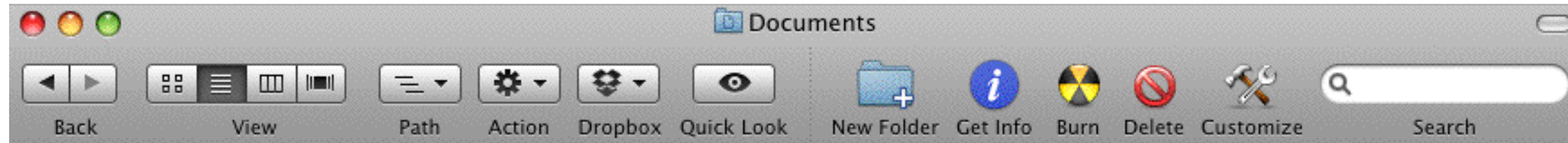
1. *Determine essential qualities & information to be conveyed*

2. *Critically examine each element & ask how design would suffer without it.*

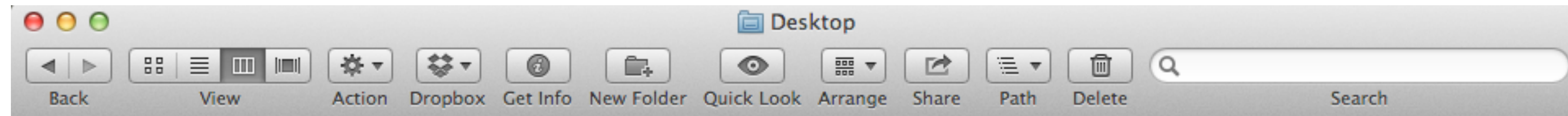
3. *Try removing elements. What happens?*



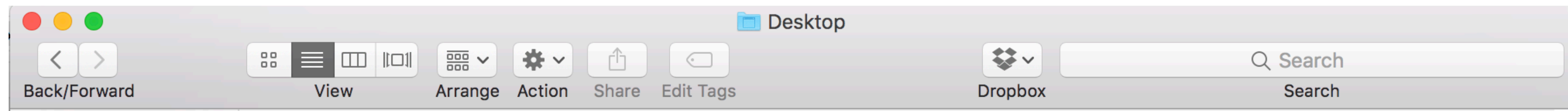
Trade-offs in Simplicity



OSX c.2010



OSX c.2011

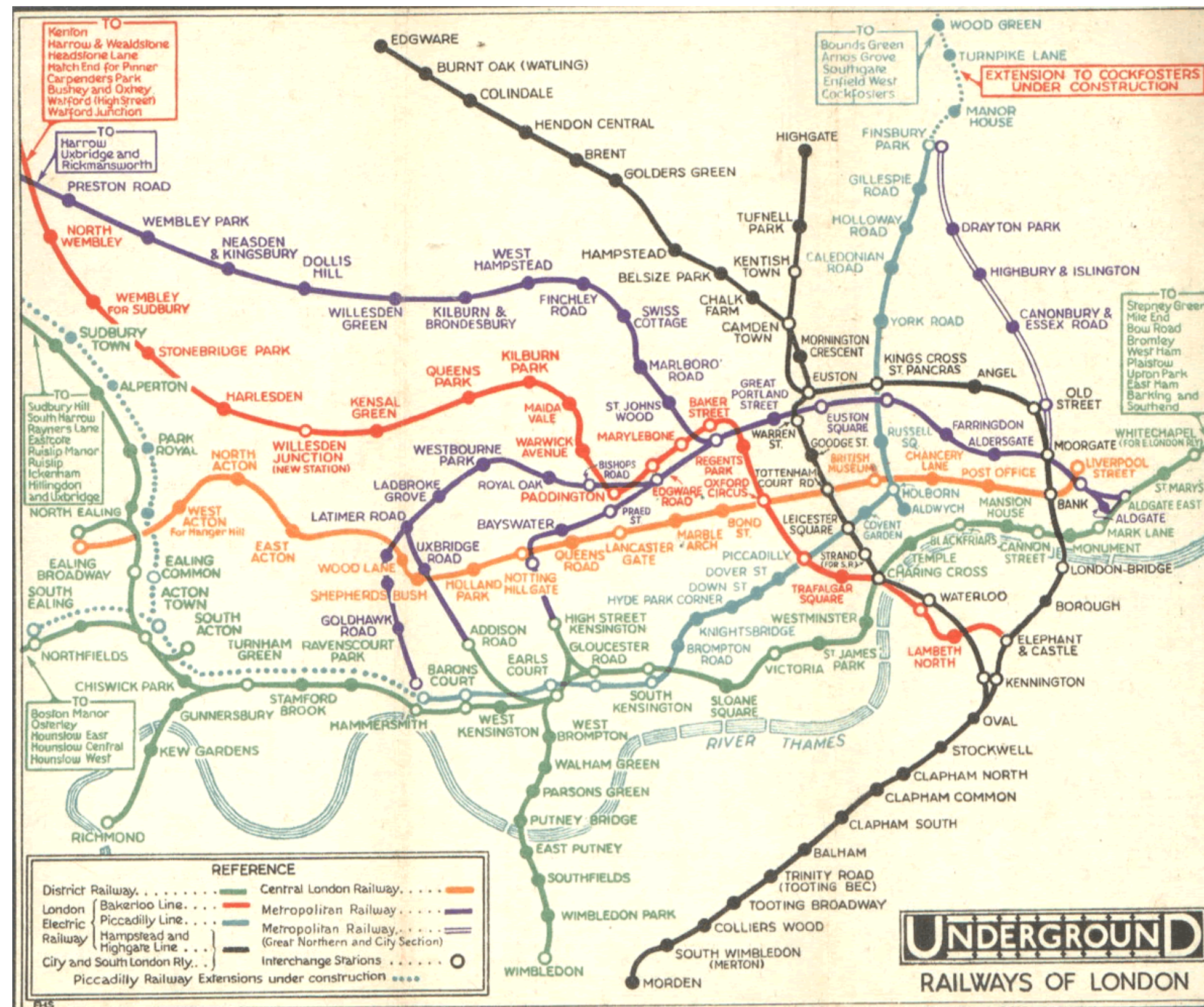


OSX c.2016



OSX c.2021

Guidelines for Visual Design

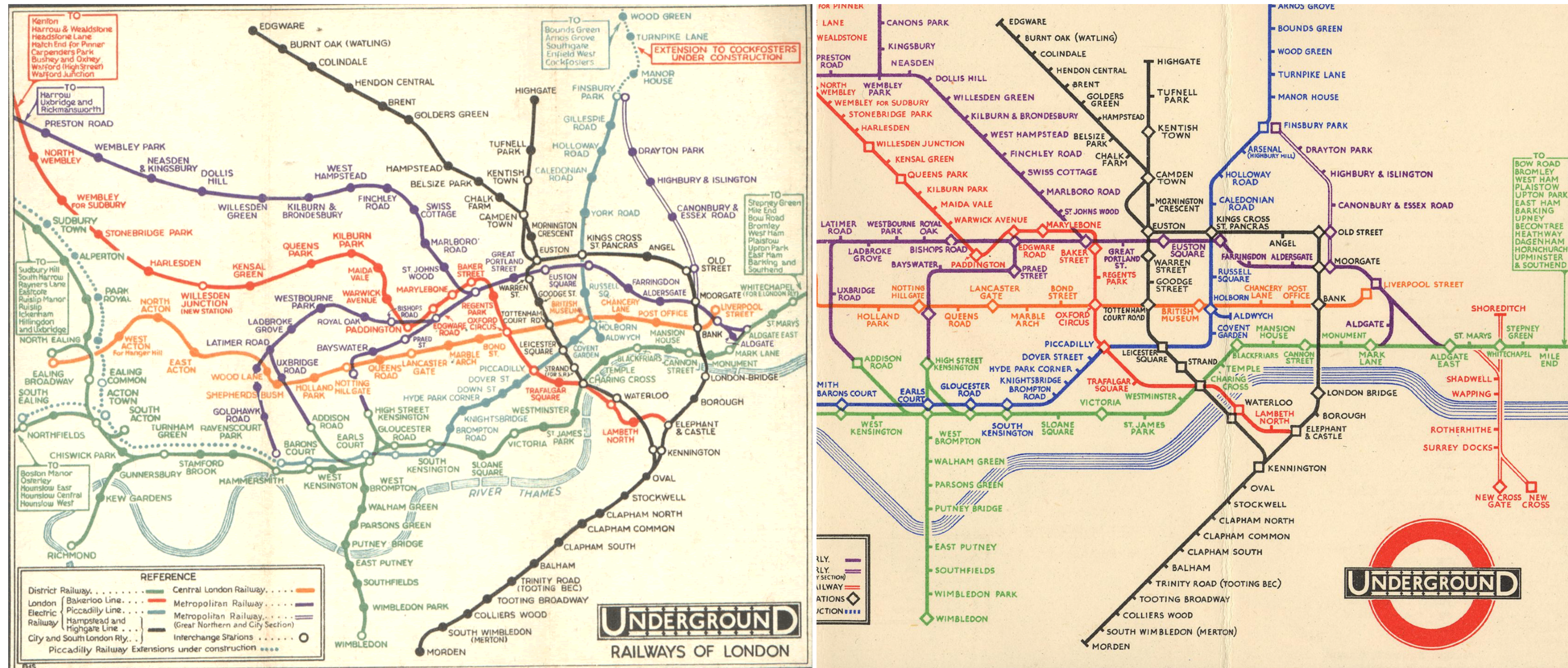


Reduction in new map: relative distances don't matter

Regularizing the Elements of a Design

- Reduce information by repeating elements according to a rule, principle or rhythm
- Enable user to scan ahead
- Use irregularity where needed to clarify that something is irregular!
 1. Use ***regular*** geometric forms, simplified controls, muted colors where possible
 2. If multiple similar forms required, make them ***identical*** as much as possible in size, shape, color, texture, spacing, alignment
 3. ***Limit variation*** in typography to a few sizes
 4. Make sure critical elements intended to stand out are ***not*** regularized

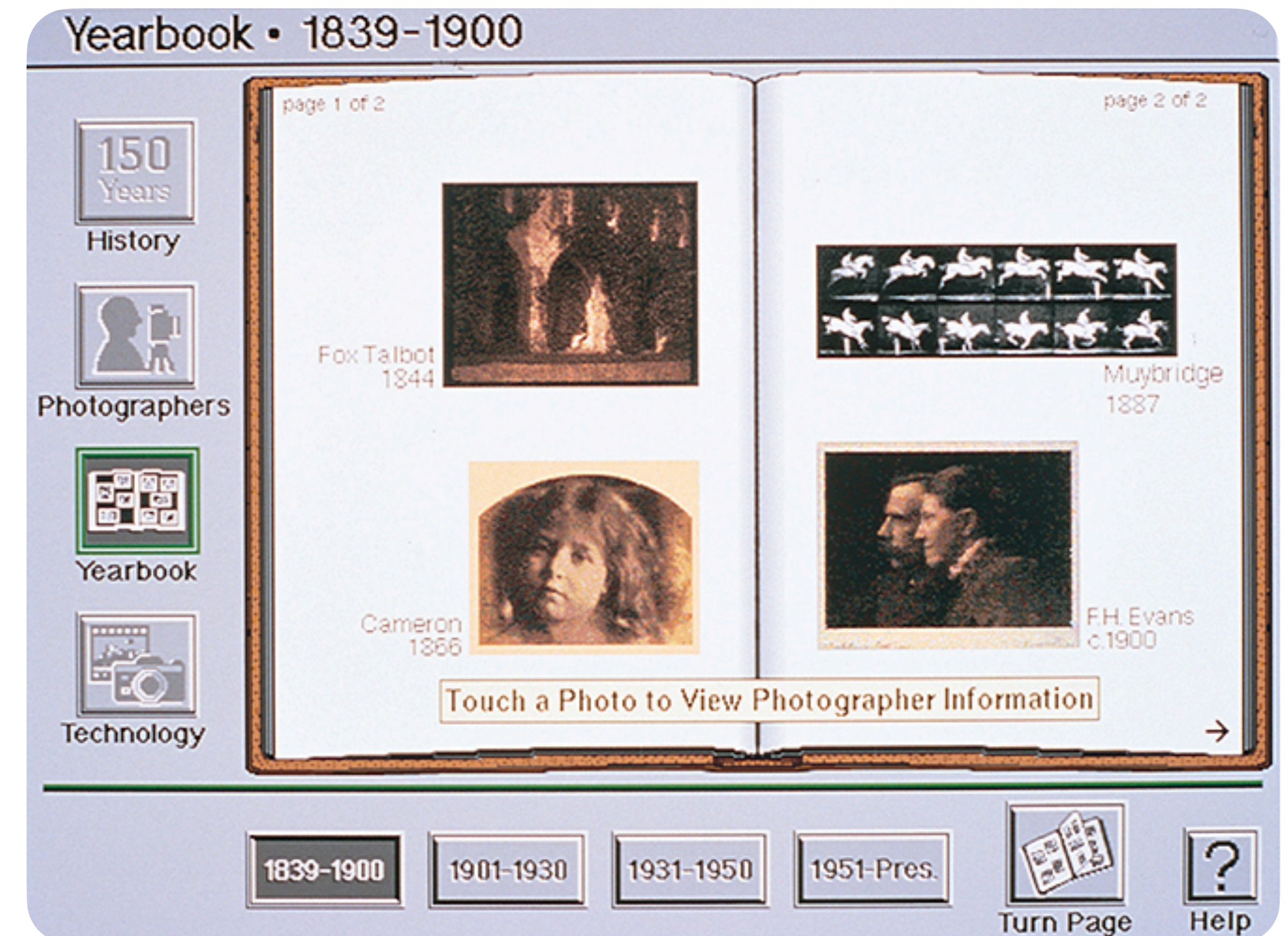
Guidelines for Visual Design



Regularization in new map: Straight lines result in station names laid out in a line, rather than bouncing around

Error - Excessive Skeuomorphism

- Skeuomorphism - making visual design resemble reality (like metaphors)
- Excessive skeuomorphism is distracting and wastes potential visual bandwidth that could encode meaningful information
- Trend towards "flat" interfaces



Calendars

Invitations (0)

Day

Week

Month

Year

List

Search

July 2013

Wednesday	July 3
Ted Faszzer's Birthday	all-day
Mike Yutzy's Birthday	all-day
Thursday	July 4
Cherie Yvette's Birthday	all-day
Monday	July 15
Allie Johnson's Birthday	all-day
Dr Stoll	8:45 AM to 9:45 AM
Thursday	July 18
Richard Gintowt's Birthday	all-day
Jacks birthday	11 AM to Noon
Monday	July 22
Alisha Campbell's Birthday	all-day
Saturday	July 27

Ted Faszzer's Birthday

Details

Wednesday, July 3, 2013

	all-day events
	Mike Yutzy's Birthday
	Ted Faszzer's Birthday
2 PM	
3 PM	
4 PM	
5 PM	
6 PM	
7 PM	
8 PM	
9 PM	

November 2016

Day
Week
Month
Year



Sun	Mon	Tue	Wed	Thu	Fri	Sat
		<ul style="list-style-type: none"> SWE 432 				
20	21	22	23	24	25	26
<ul style="list-style-type: none"> SWE meeting 	<ul style="list-style-type: none"> Office Hours SWE 432 	<ul style="list-style-type: none"> Office Hours SWE 432 	<ul style="list-style-type: none"> SWE 432 			
27	28	29	30			
	<ul style="list-style-type: none"> Office Hours SWE 432 	<ul style="list-style-type: none"> Office Hours SWE 432 				
				Dec 1	2	3
			<ul style="list-style-type: none"> SWE 432 	<ul style="list-style-type: none"> SWE 432 		
4	5	6	7	8	9	10
	<ul style="list-style-type: none"> Office Hours SWE 432 	<ul style="list-style-type: none"> Office Hours SWE 432 	<ul style="list-style-type: none"> SWE 432 	<ul style="list-style-type: none"> SWE 432 		
11	12	13	14	15	16	17
	<ul style="list-style-type: none"> Office Hours 	<ul style="list-style-type: none"> Office Hours 				

Scale, Contrast, & Proportion

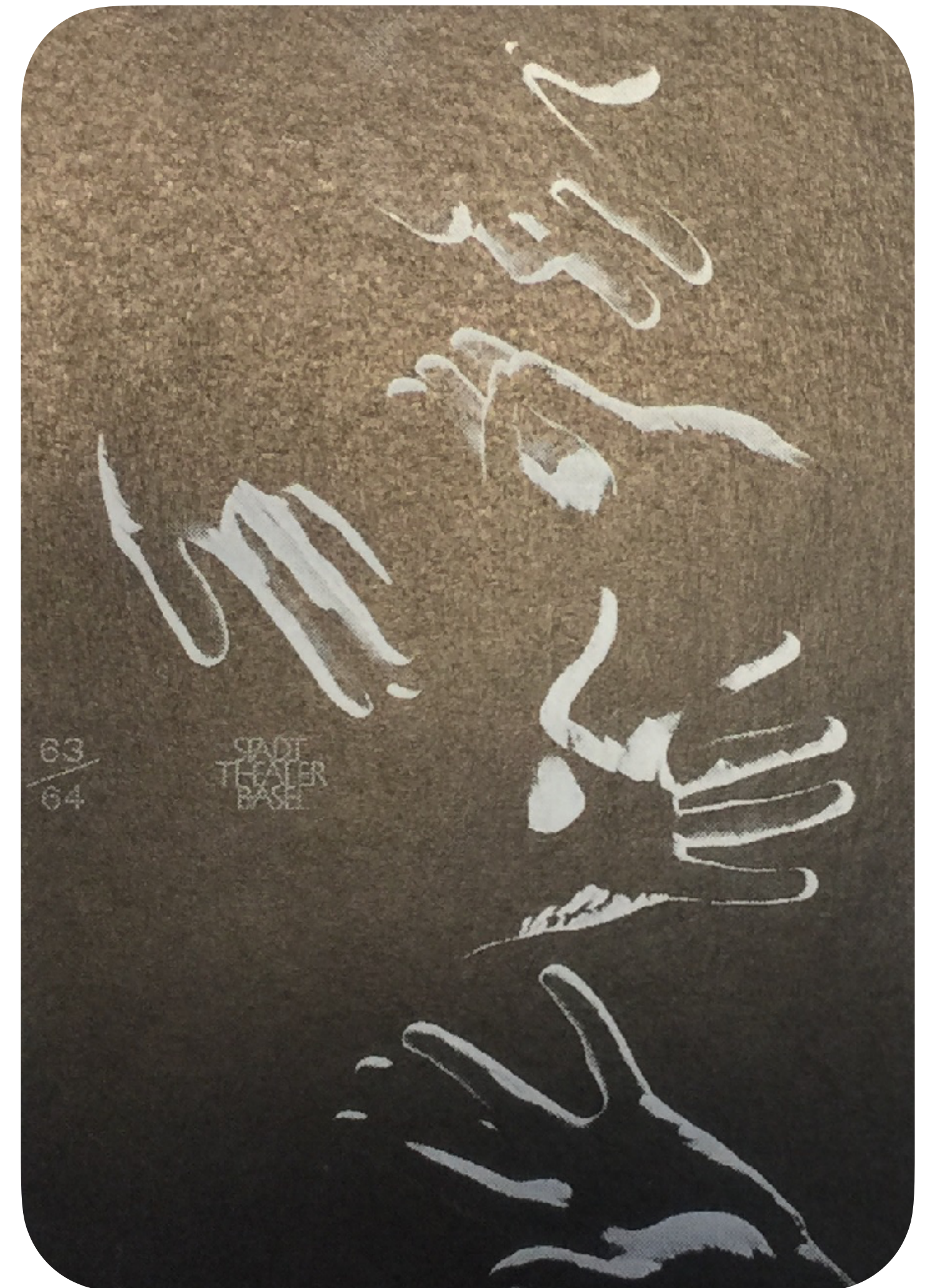
Scale, Contrast, & Proportion

Information consists of differences that make a difference. (Edward Tufte, Envisioning Information)

Individual visual variables of design that encode information

Terminology

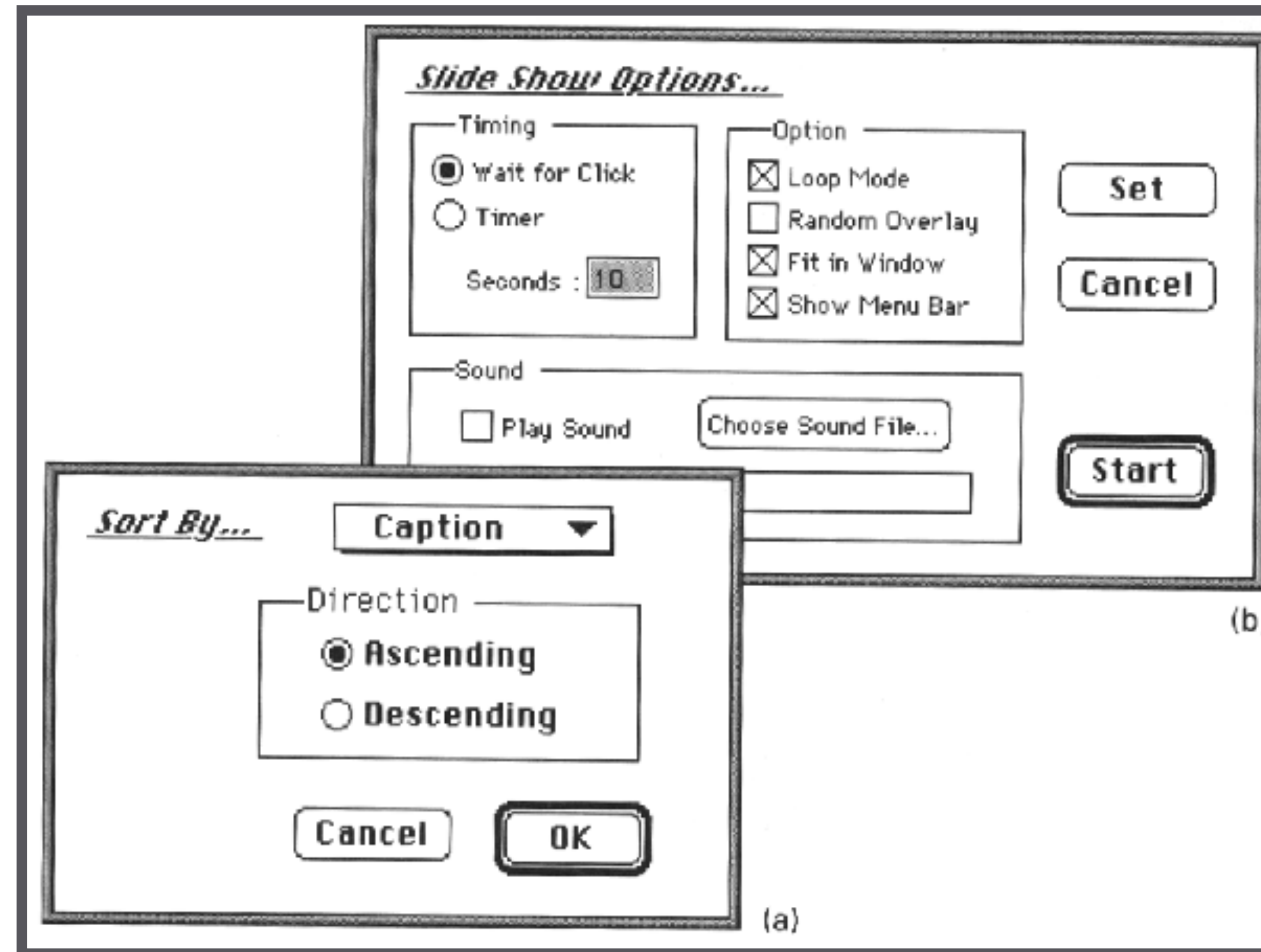
- Scale - relative size or magnitude of element in comparison to related elements
- Contrast - visually noticeable distinctions along a common visual dimension
- Proportion - ratio and balance between elements
- Emphasis - contrasts can emphasize important elements or areas & add visual interest by creating tension & drama



Principles

- *Clarity* - contrasts should be clear and easily differentiated, not slight and subtle
- *Harmony* - proportions and ratios should be harmonious
- *Activity* - use contrasts to maintain orientation & context within design
- *Restraint* - contrasts should be conscious, strong, few in number, and never overwhelming

Error - Excessive Typographic Contrasts



5 different types sizes in 3 different fonts (!!)

Layers

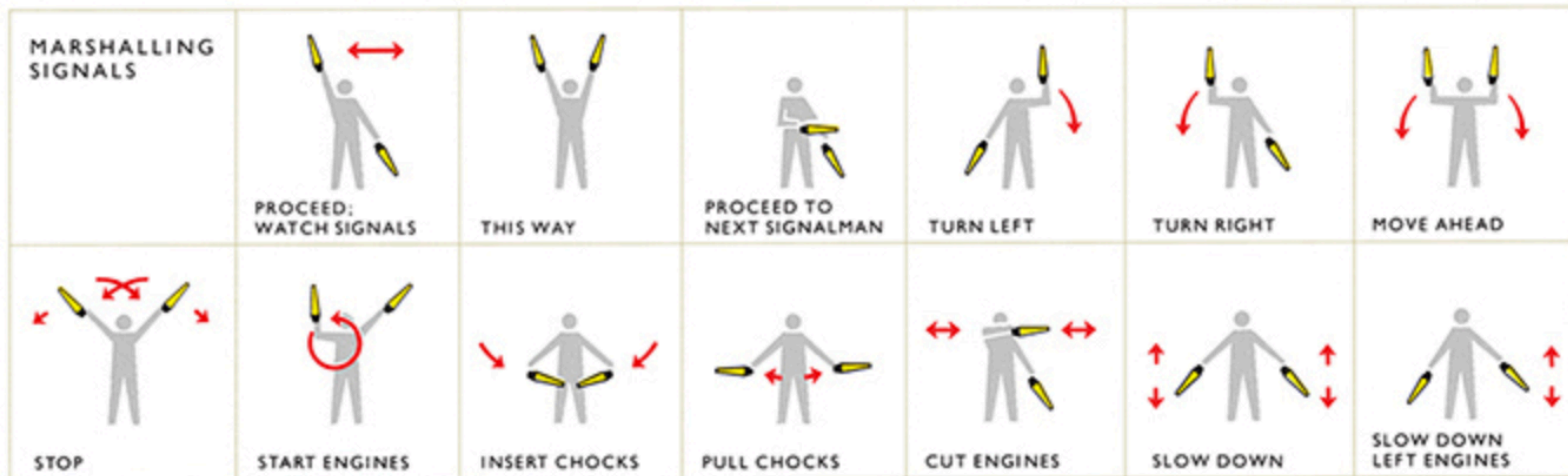
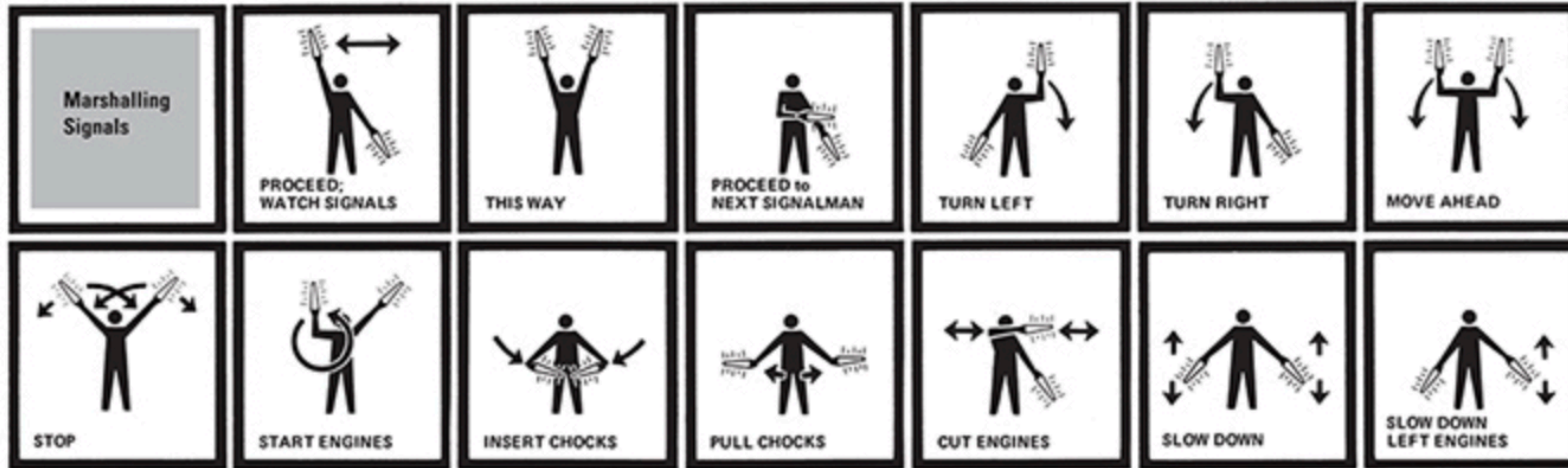
- Contrasting color, value, texture can segregate information into separate layers
- Supports *overlapping* information in displays, allowing selective processing of specific sets of elements
- Allows different layers to be read and interpreted *separately*



Creating Layers

1. Group items into categories based on intended use
2. Determine rank & importance of groups
3. Use perceptual variables (size, value, hue, etc.) to establish layering effect
4. Maximize differences between groups while minimizing differences within groups
5. Use squint test to ensure elements in group retain together but visually separated

Layers



Organization & Structure

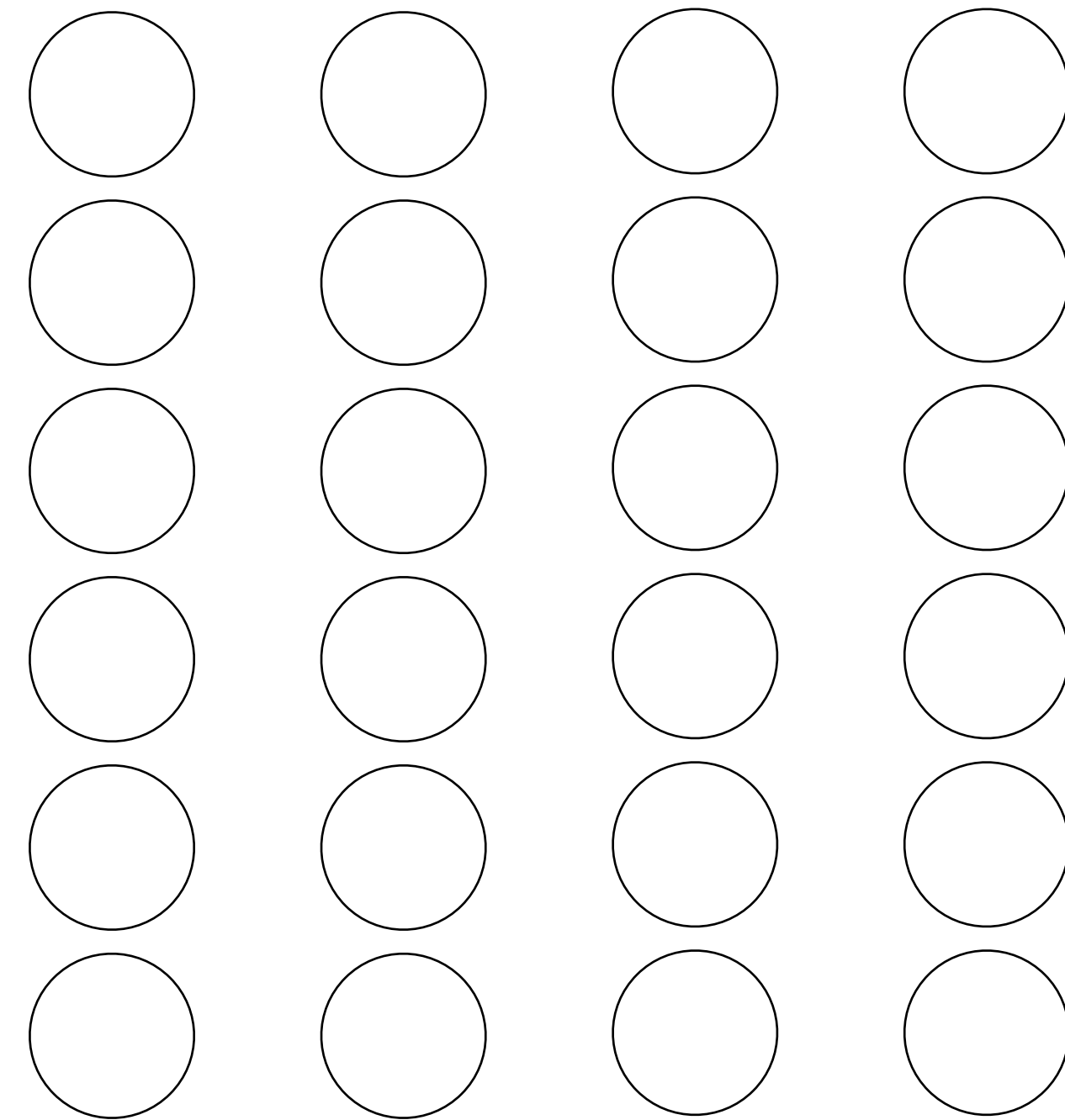
Organization & Structure

- Organization needs to be *designed*
- Benefits
 - Unity - ties together related elements so that they work **together**
 - Integrity & readability - offers structure that helps user to easily scan & make comparisons
 - Control - determines where user will focus **attention** in the design
- Gestalt -> psychology of perception

Gestalt Principle - Proximity

- Elements associated most strongly w/ nearby elements

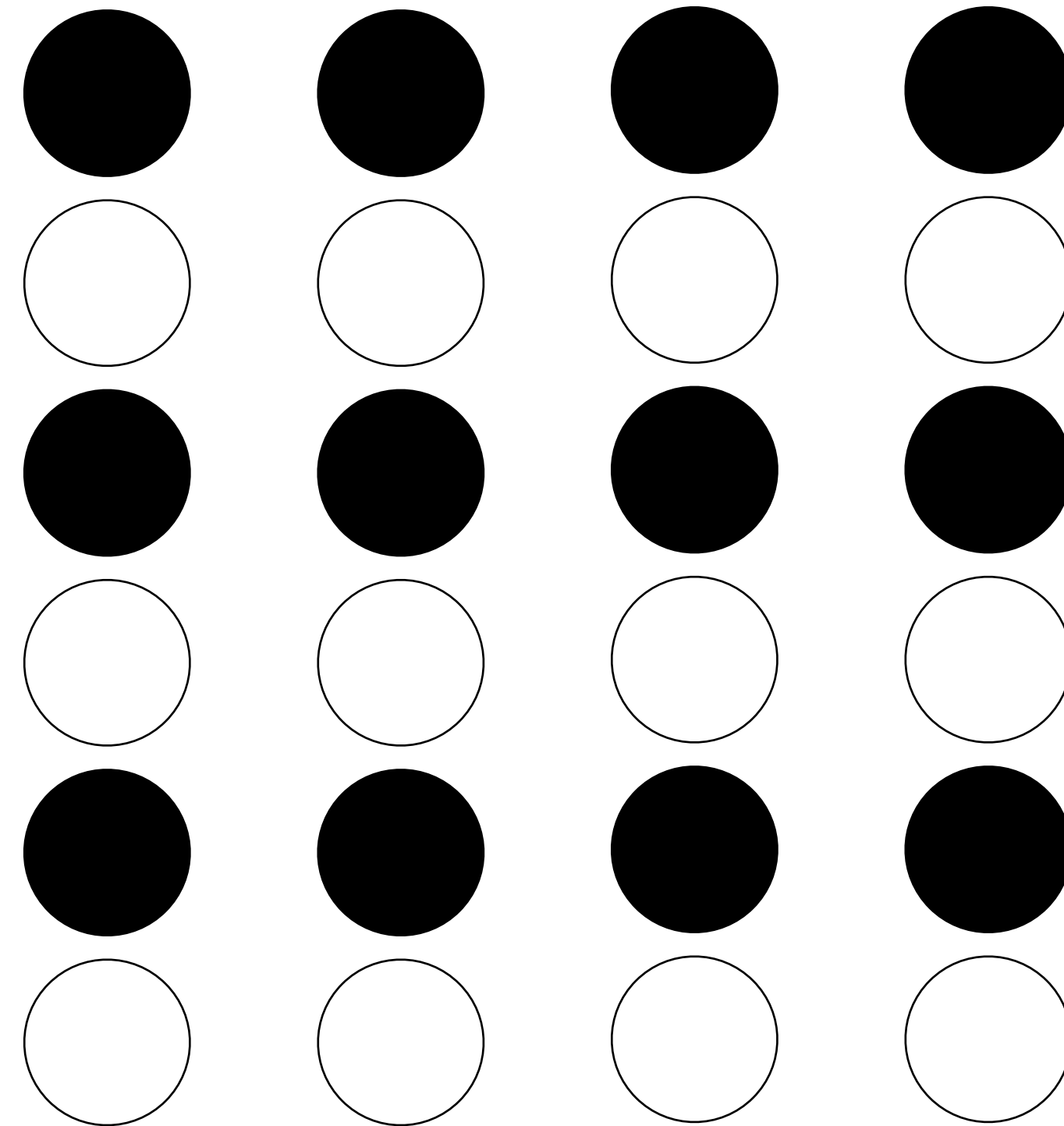
parsed as 4 columns based on close vertical
spacing
then parsed as two sets of two columns
based on spacing



Gestalt Principle - Similarity

- Elements associated more strongly when share common visual attributes than when they differ

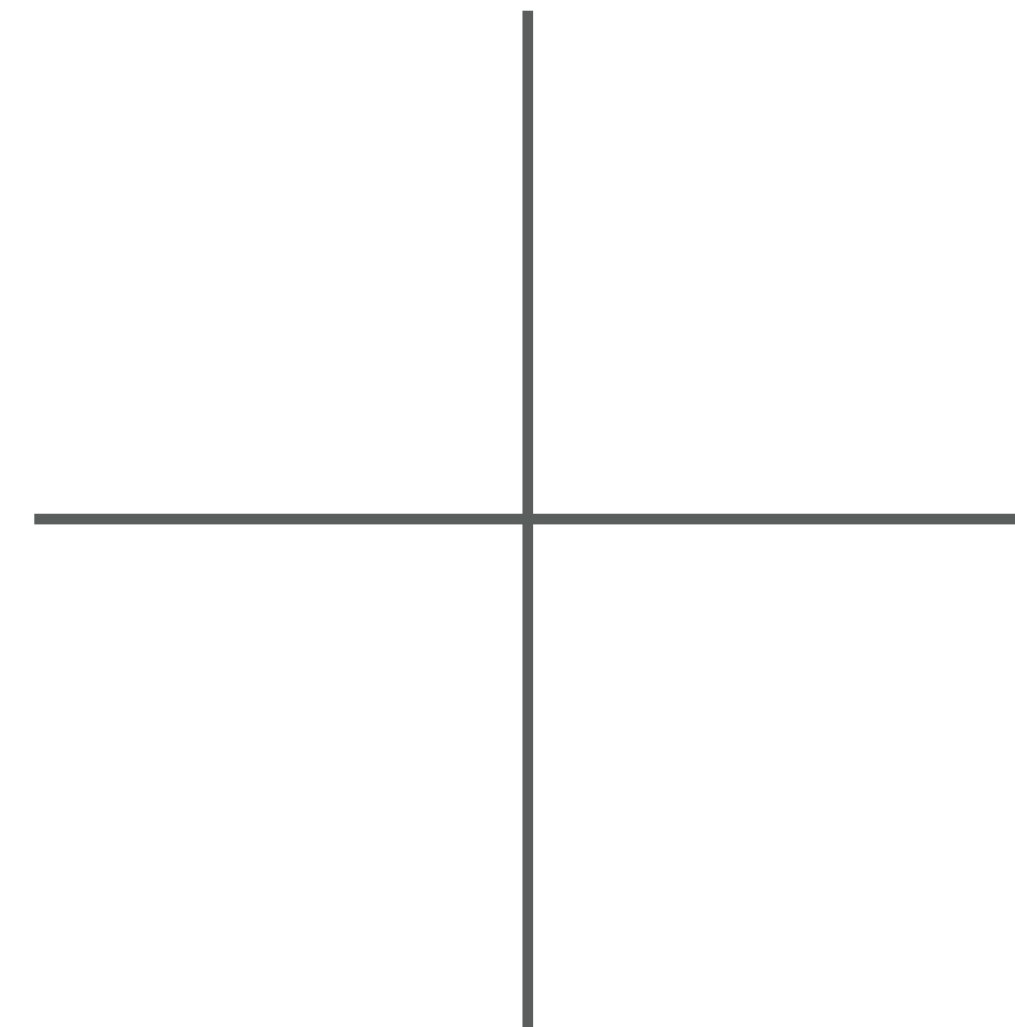
parsed as rows based on fill similarity,
despite closer column spacing



Gestalt Principle - Continuity

- Preference for *simplest* physical explanation of complex figure

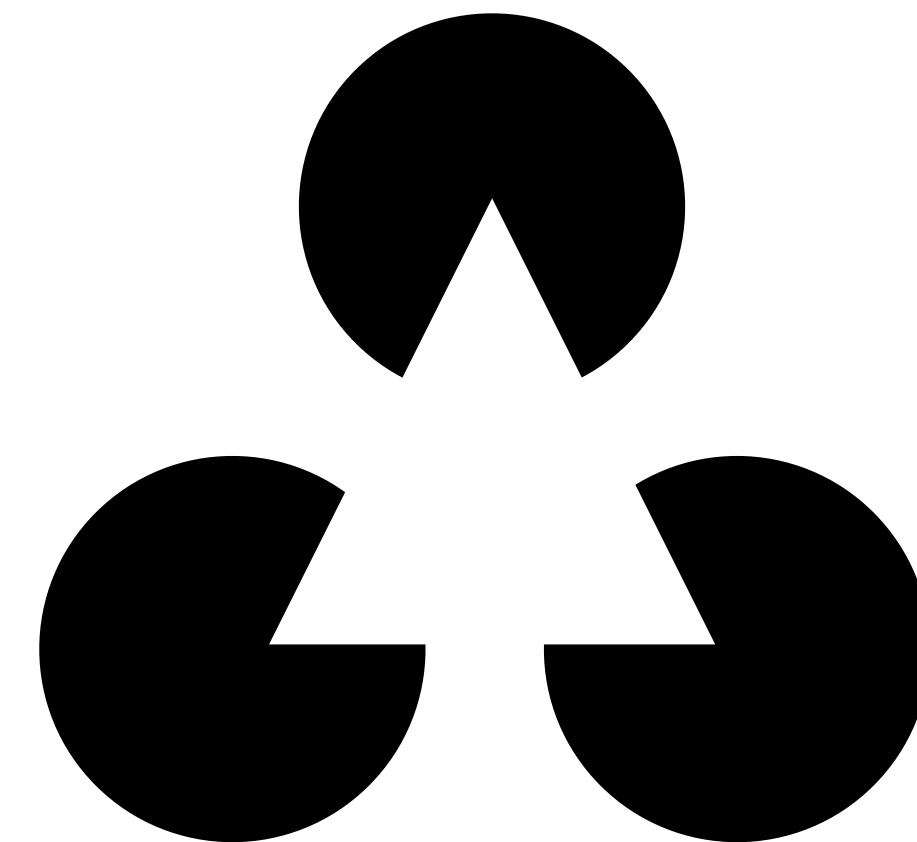
parsed as two lines, rather than 4 separate lines or 4 opposing angles



Gestalt Principle - Closure

- Preference to interpret figures as complete, even when missing information

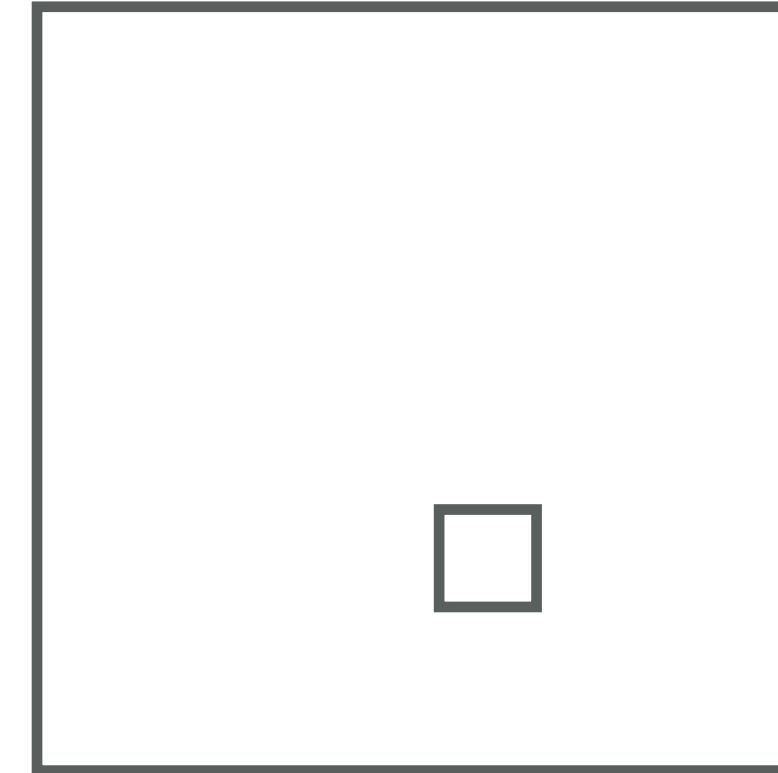
Parsed as triangle superimposed on 3 complete circles, even though none of these is actually present



Gestalt Principle - Area

- Preference to interpret smaller overlapping elements as figure, larger as ground

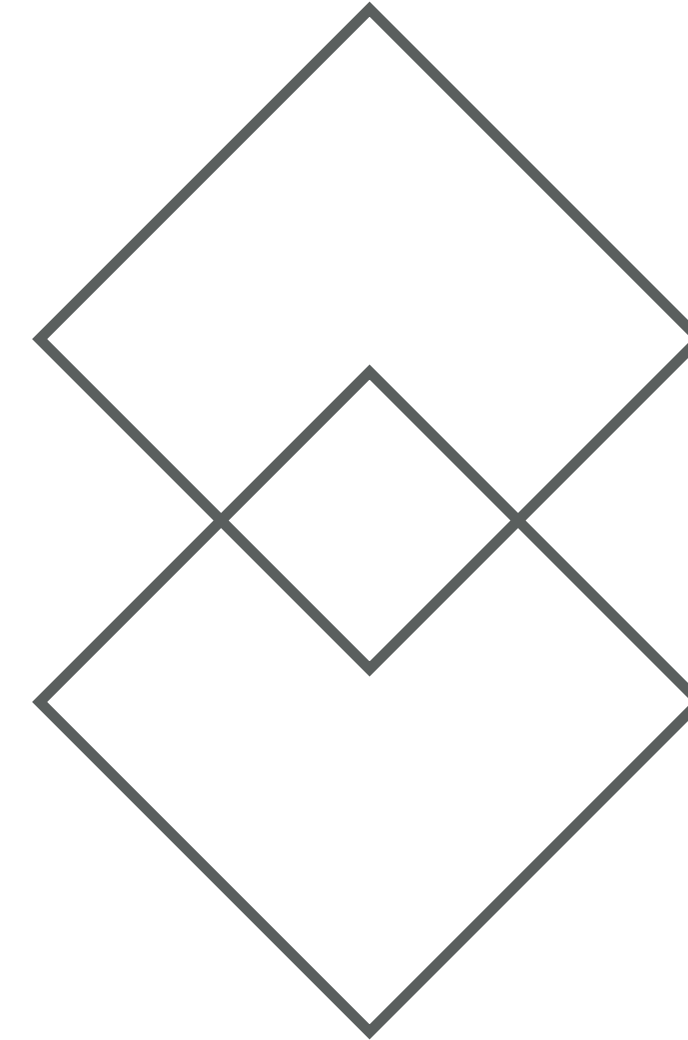
Small rectangle parsed as small rectangle
on top of larger, rather than hole



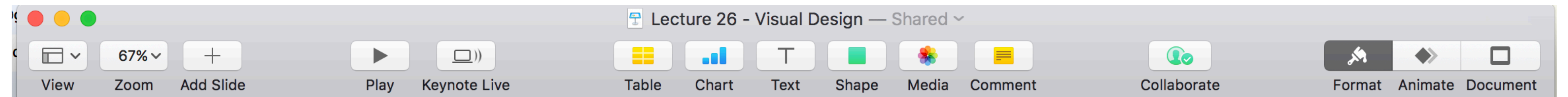
Gestalt Principle - Symmetry

- Preference to interpret ambiguous form as multiple symmetric elements

Parsed as two overlapping objects rather than
3 separate shapes

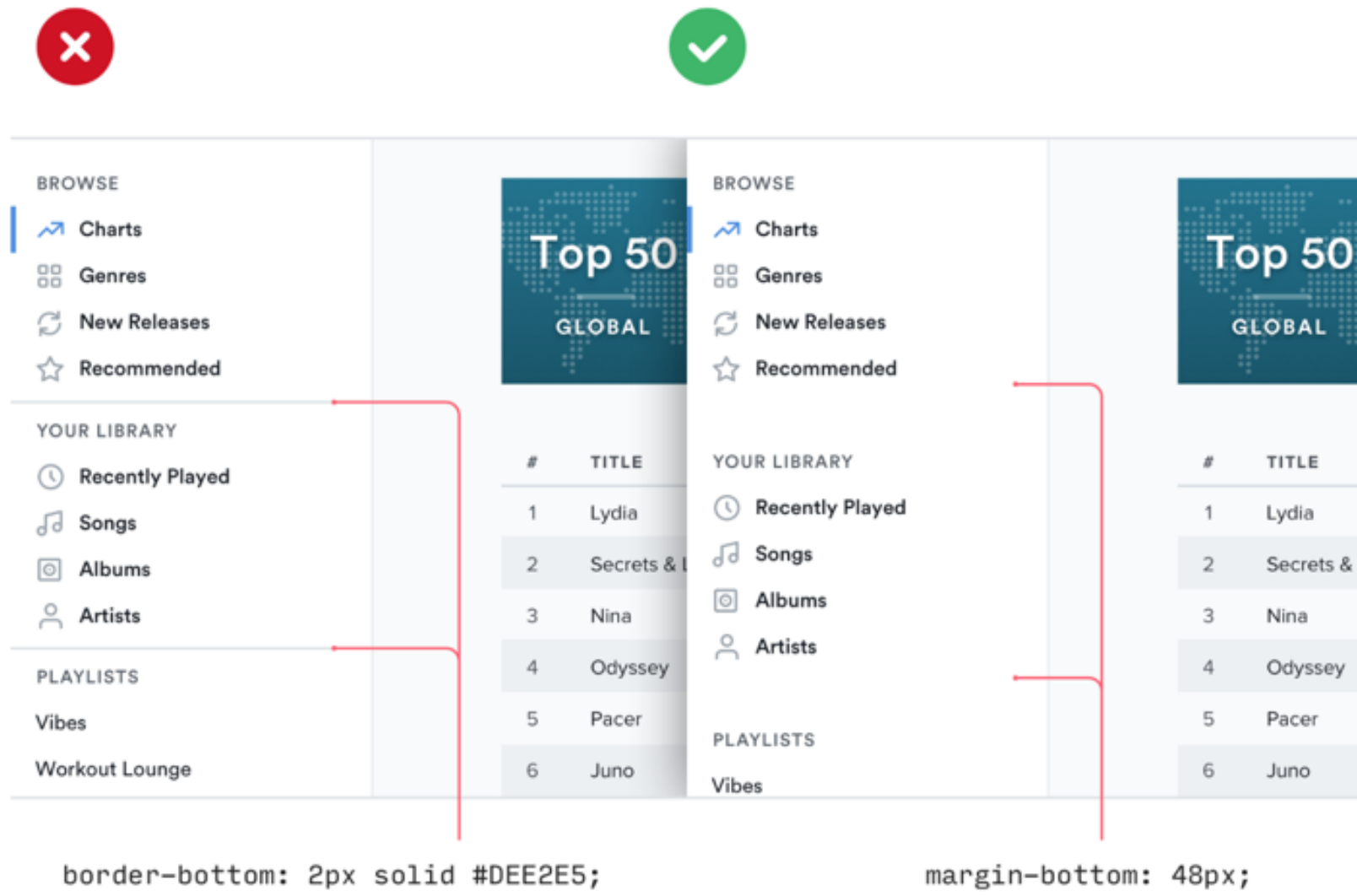


Grouping

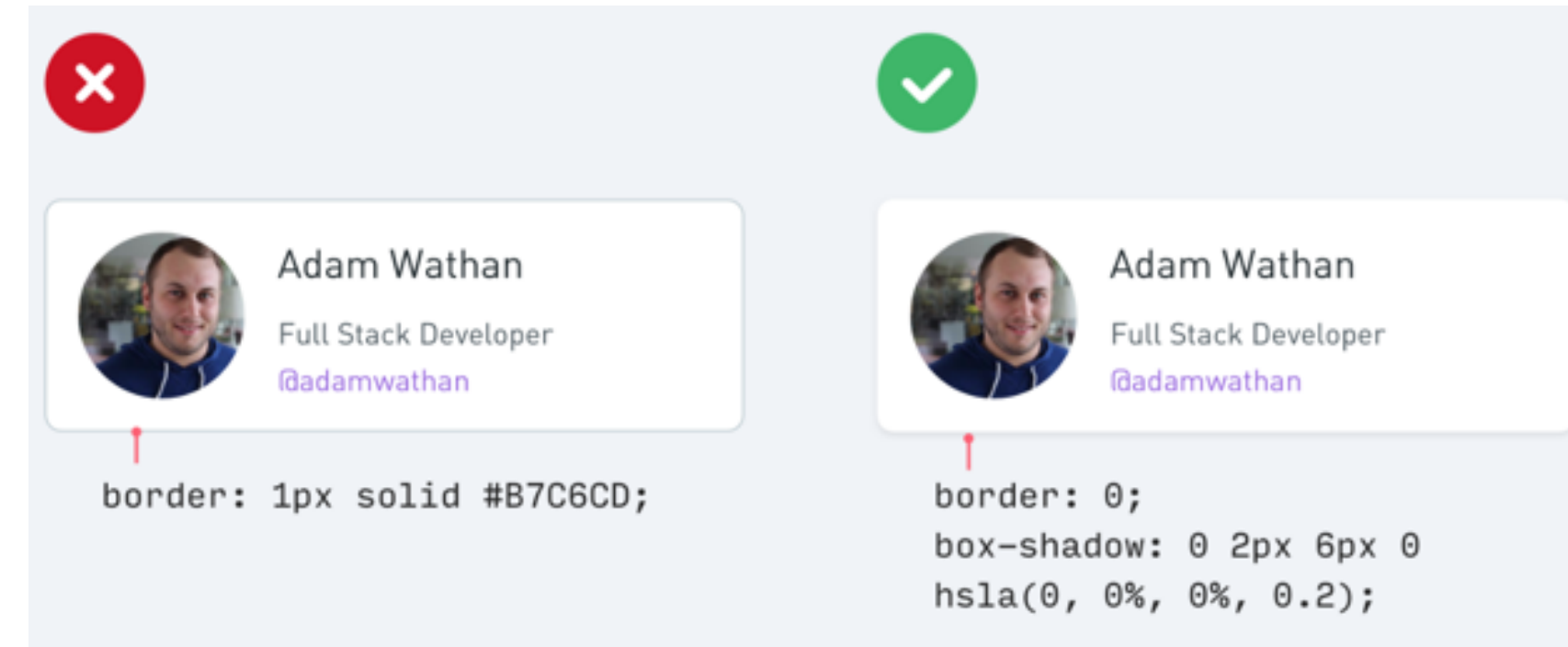


- Binding UI elements tightly together while distinguishing them from surrounding controls
- “Showing” not “telling”
- Can be achieved through
 - Bounding boxes (not recommended)
 - Negative space & contrasts
 - Arrangement & alignment

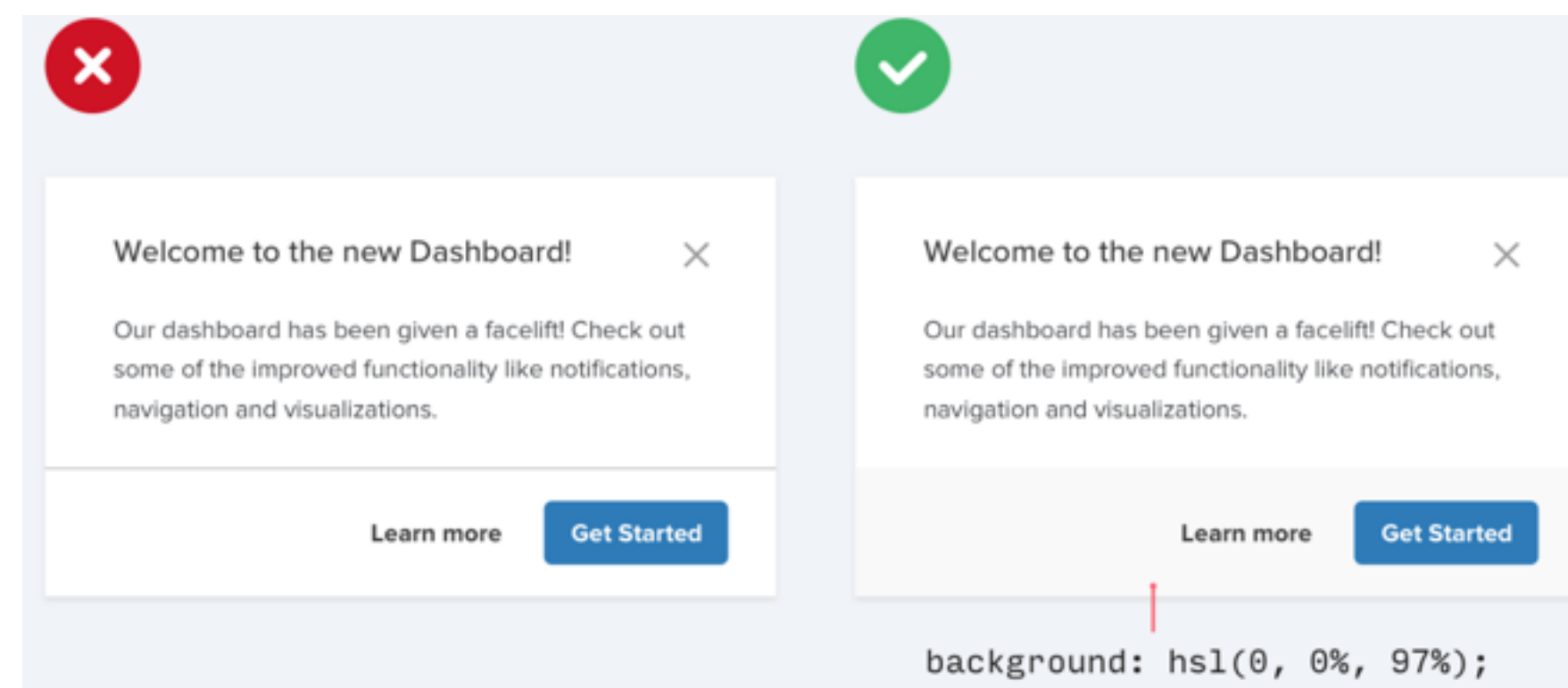
Use Fewer Borders



negative space



box shadows



different backgrounds

Hierarchy

Order groups based on perceptual prominence corresponding to intended reading sequence

Can help solve “skimming” problems

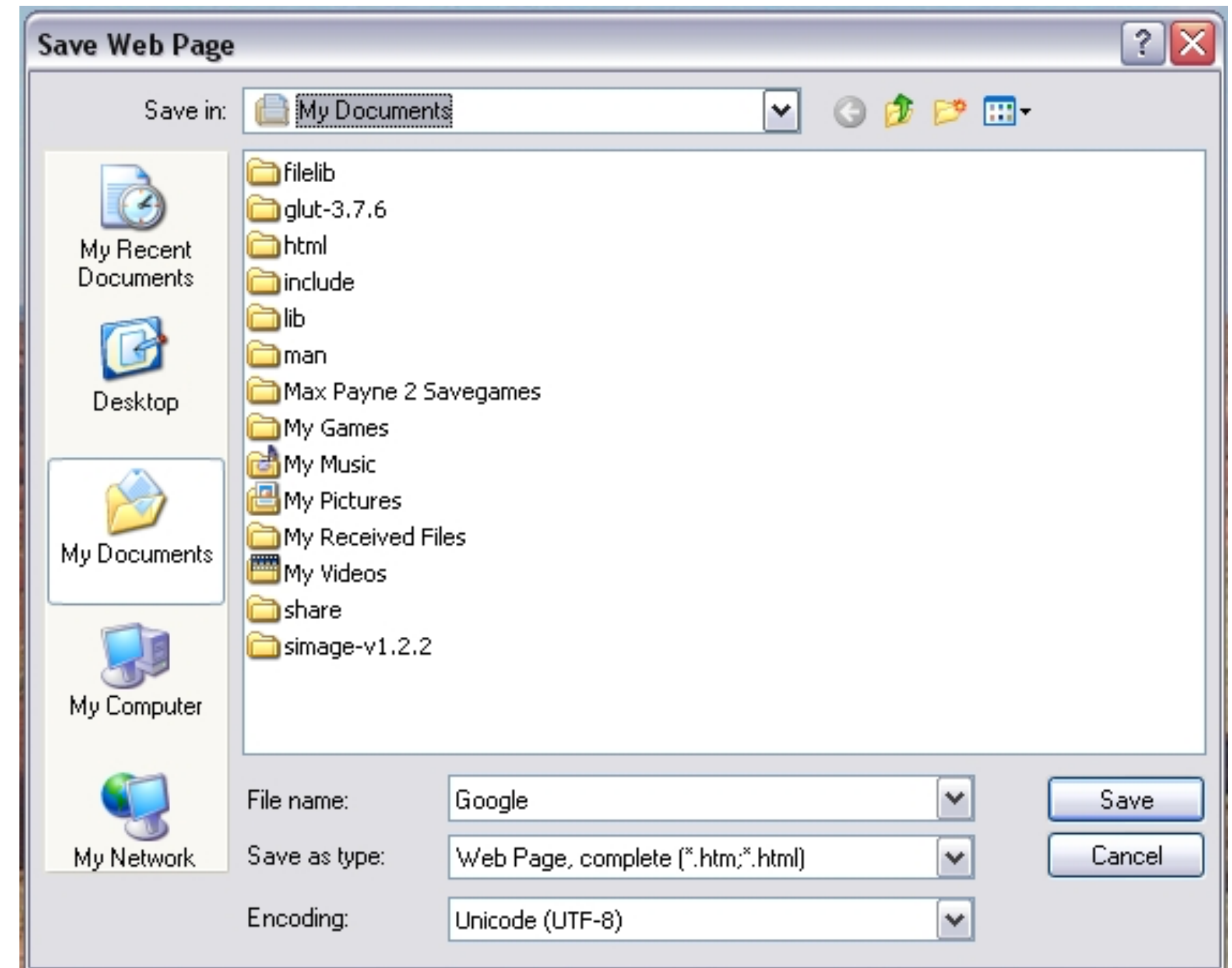
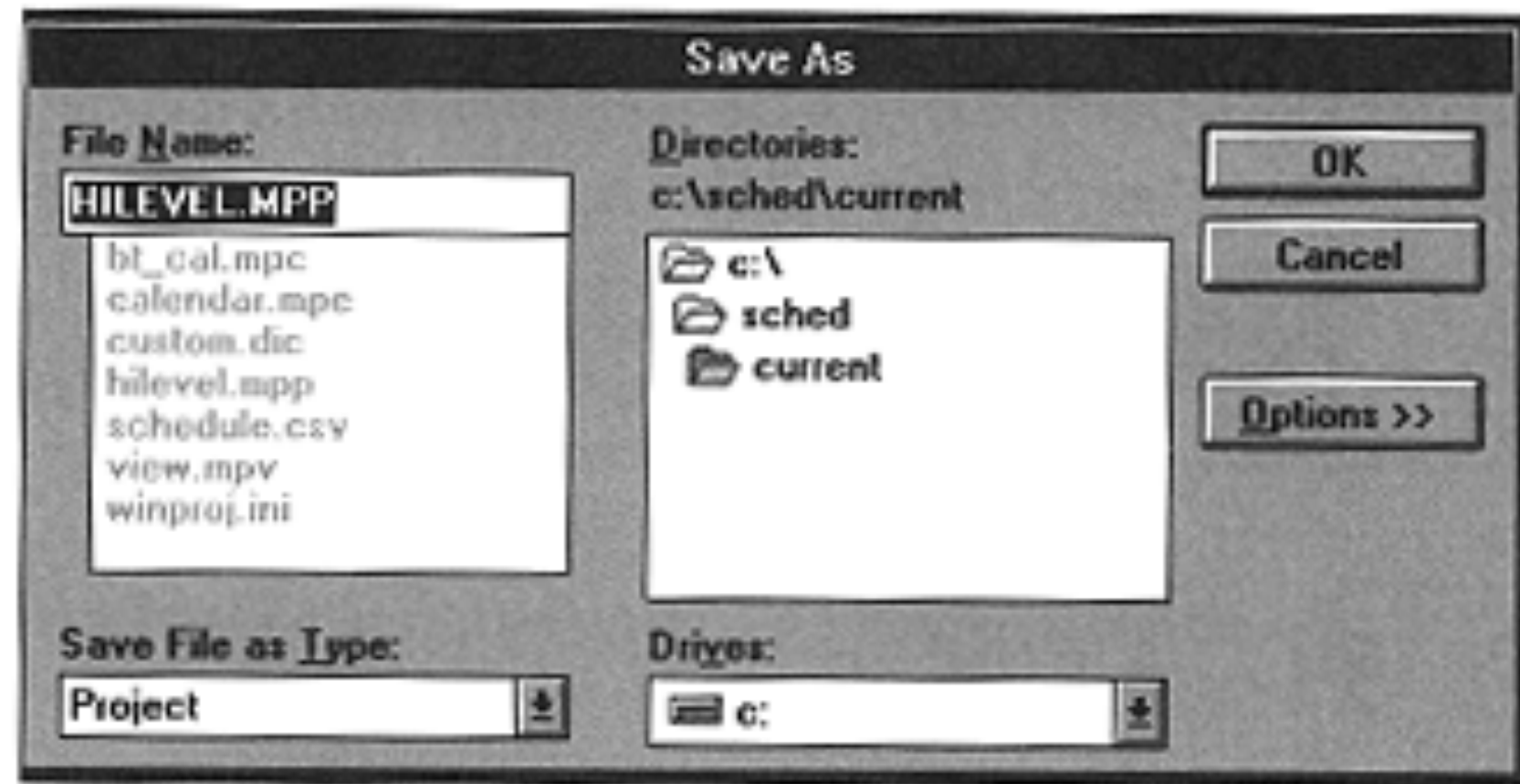
Structure can help people focus attention on key parts

Key points might **get lost though.**

But bolding helps! Plus this obnoxious red arrow and text in a totally different font!



Hierarchy in UIs

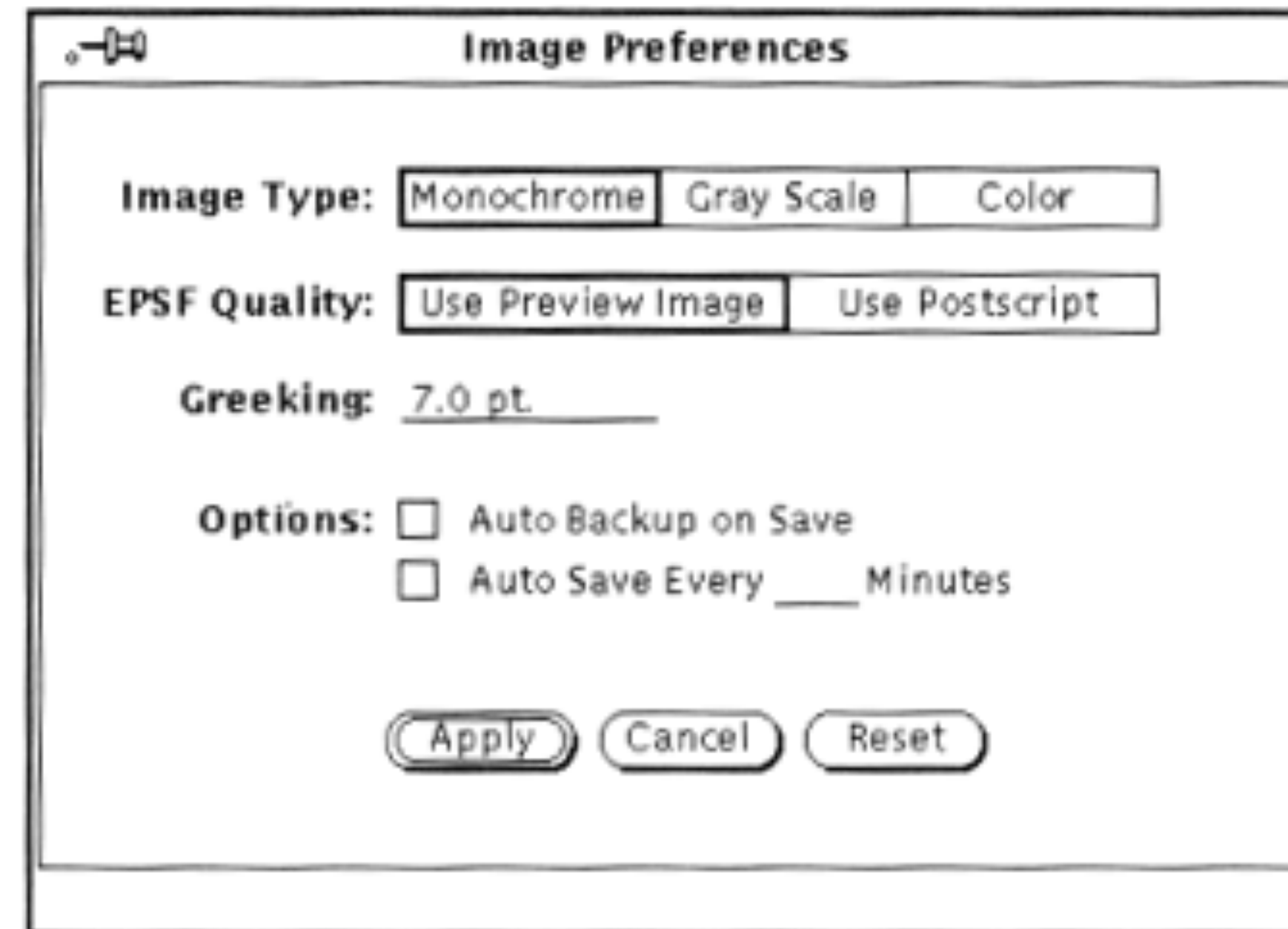
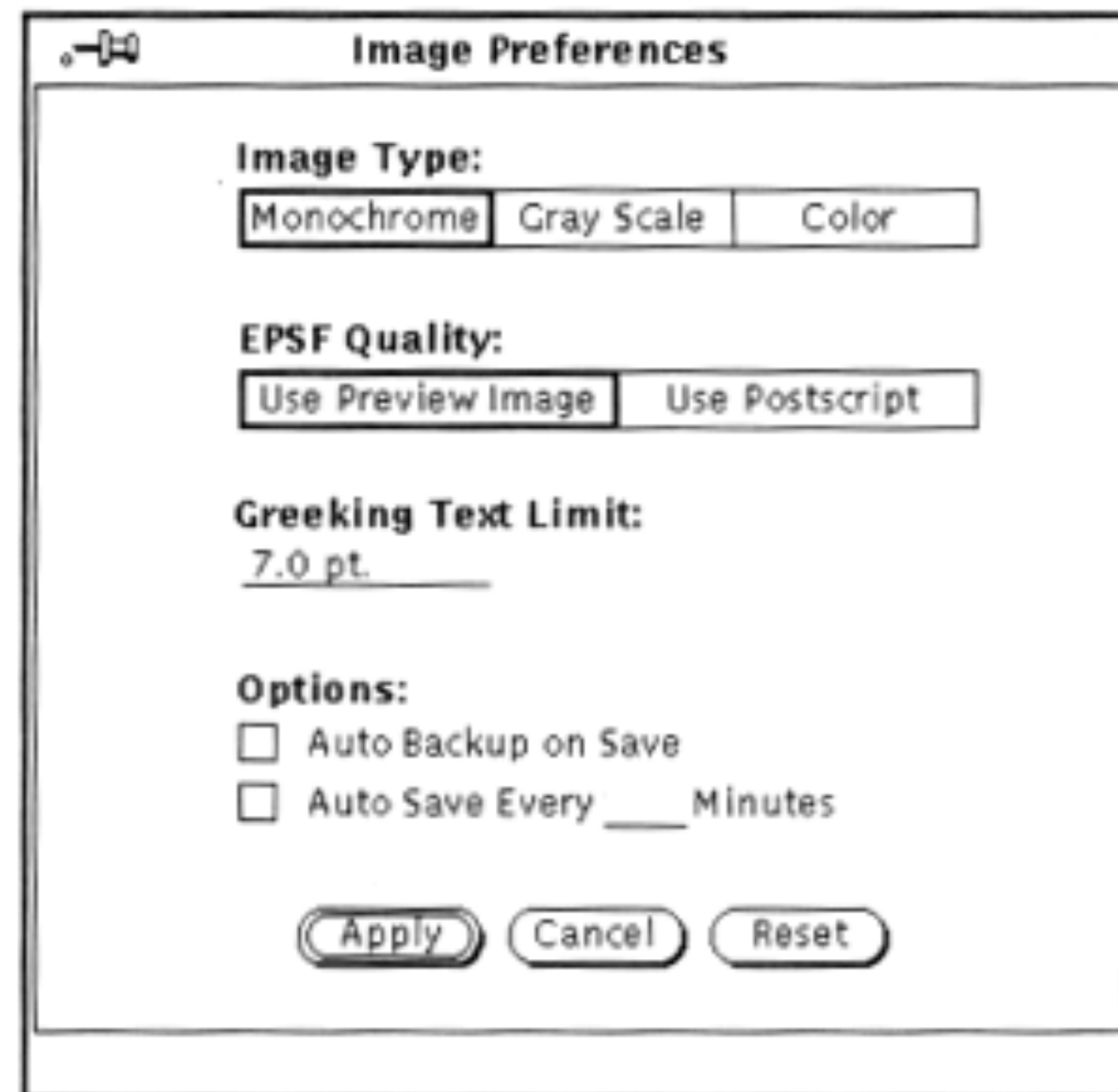


Use Negative Space

- Directs attention to critical regions of display

1. Review design, prioritizing groups

2. Add extra space to ensure spatial separation & emphasis, particularly for important elements



Creating Hierarchy: Color and Weight Instead of Size

The image shows two versions of a travel card for an "Amsterdam Walking Tour".

Left Version (Incorrect): Marked with a red 'X'. The title "Amsterdam Walking Tour" is in a standard weight. The price "\$17 per person*" is in a larger font size than the description. The "Book now" button is a solid blue rectangle.

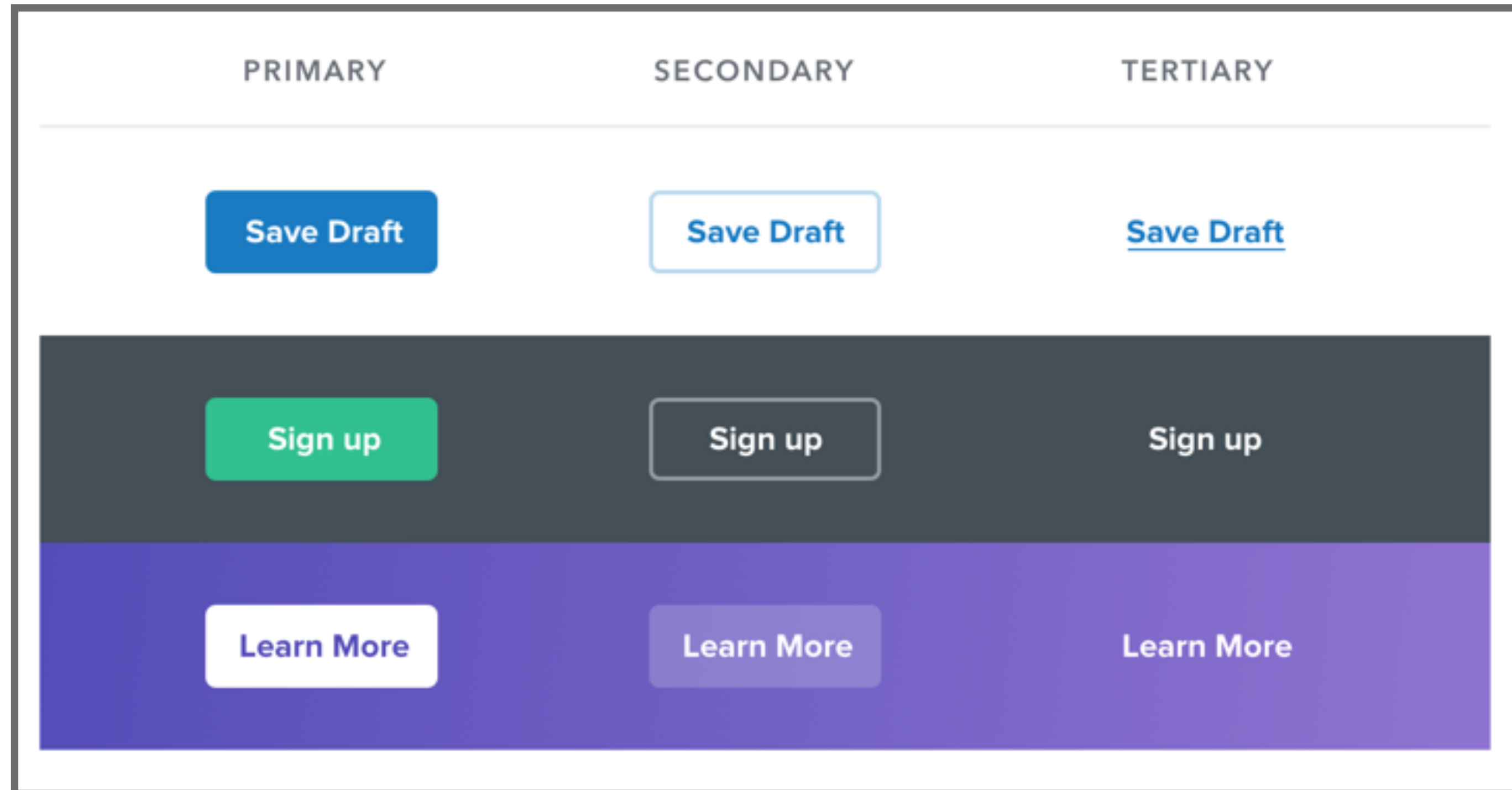
Right Version (Correct): Marked with a green checkmark. The title "Amsterdam Walking Tour" is in a bold font. The price "\$17 per person*" is in a lighter weight and smaller size than the description. The "Book now" button is a solid blue rectangle. Red lines and text annotations highlight these changes:

- "Bolder not bigger" points to the bolded title.
- "Lighter not smaller" points to the lighter-weight price.

Both cards contain the following text:

Amsterdam Walking Tour
Explore popular tourist destinations as well as hidden local favorites.
\$17 per person*
★★★★★ 28 reviews
*Prices may vary depending on selected date.
Book now

Signal Importance of Action



<https://medium.com/refactoring-ui/7-practical-tips-for-cheating-at-design-40c736799886>

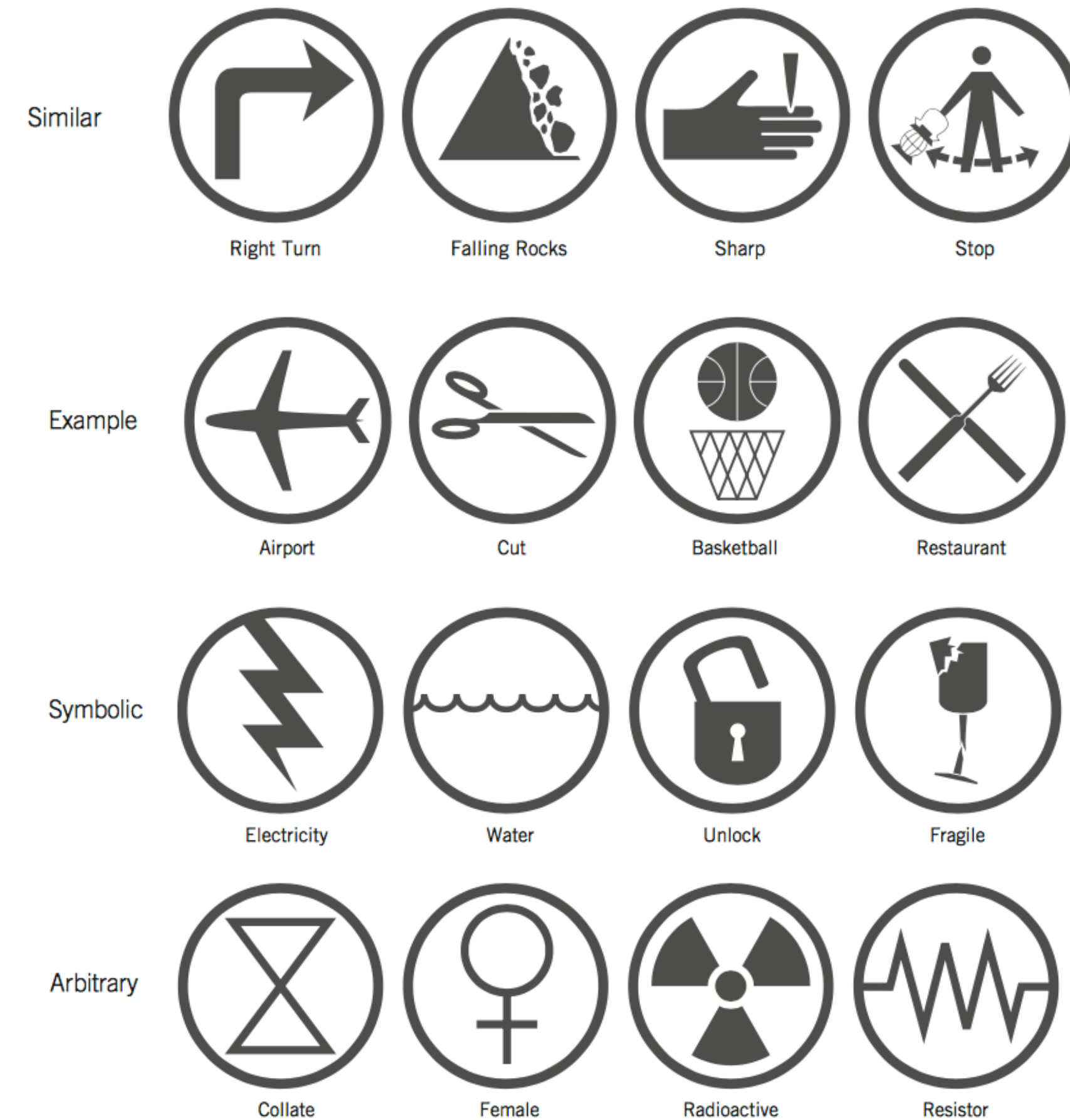
Images & Icons

Images & Icons

- Benefits
 - Identification - images are easy to recognize
 - Expression - breadth of artistic expression that can make design more engaging & enjoyable

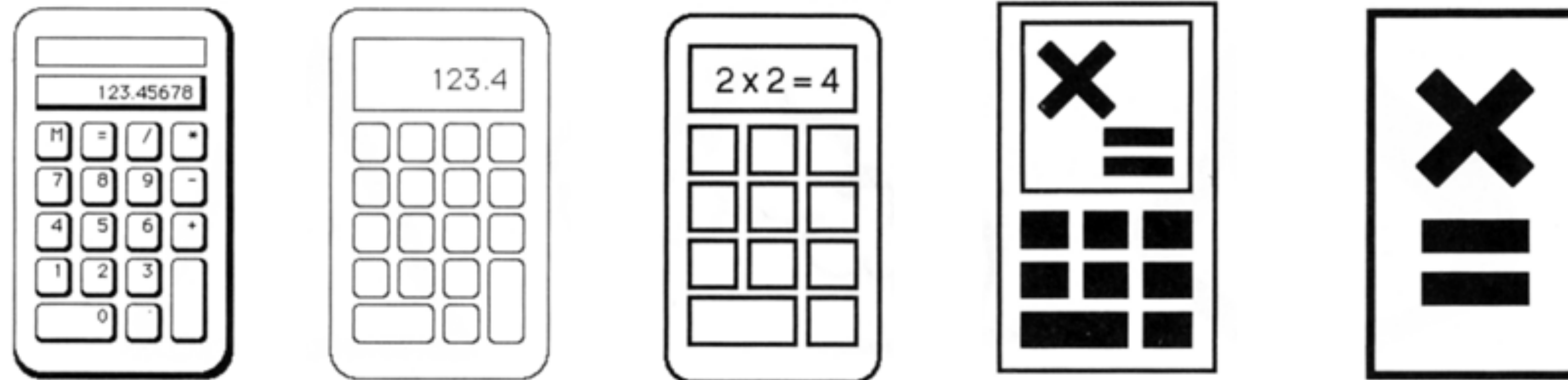
Types of Iconic Representation

- Similar - visually *analogous* to action, object, concept
- Example - things that exemplify or are commonly associated
- Symbolic - represent concept at higher level of *abstraction*
- Arbitrary - little or no relationship to concept, must be learned through *standard*



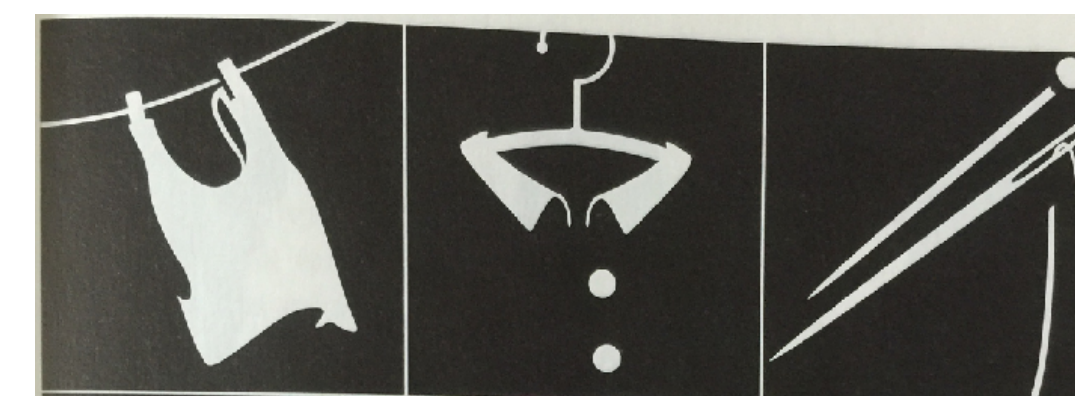
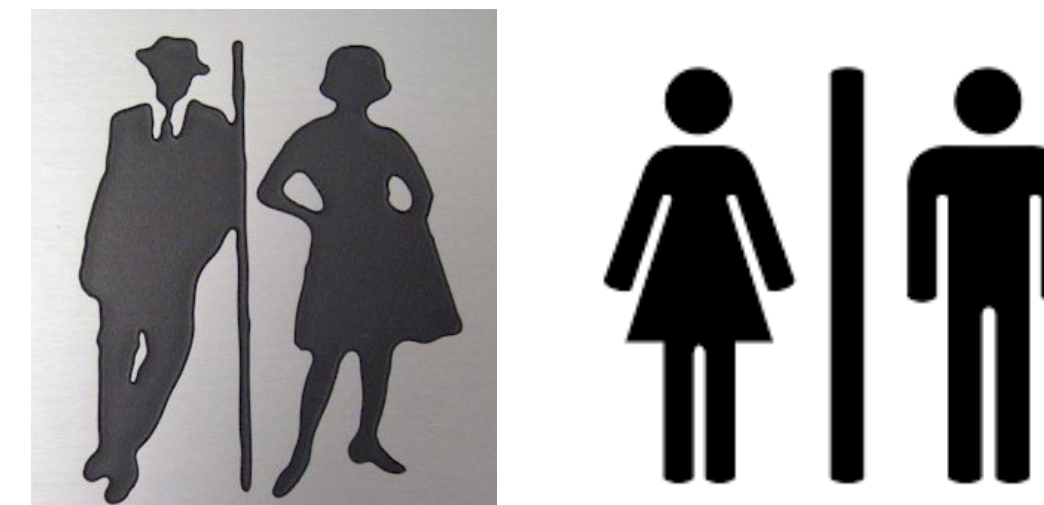
Use of Abstraction

- Simplifying highly concrete, realistic representations makes them easier to interpret up to the point at which further abstraction obscures icon's semantics
- Makes icon more generic, more canonical, less complex



Principles of Icon Design

- Immediacy - can be perceived effortlessly & involuntarily by being ***bold***, clear, balanced
- Generality - represents a ***class*** of items, rather than an individual element, by removing details that may vary
- Cohesiveness - set of icons that function ***together*** by sharing visual variables
- Characterization - call to mind one or more ***distinctive*** features



Selecting the Right Type of Icon

- If concept is concrete, familiar, tangible, use similar or example icon
- If concept will be used repeatedly, consider using more symbolic or arbitrary icon based on convention
- If concept is abstract process or subtle, use textual label

Activity: OS 10.2 Preferences Icons



Best 3, worst 3 and why? Then: How to make worst 3 better?

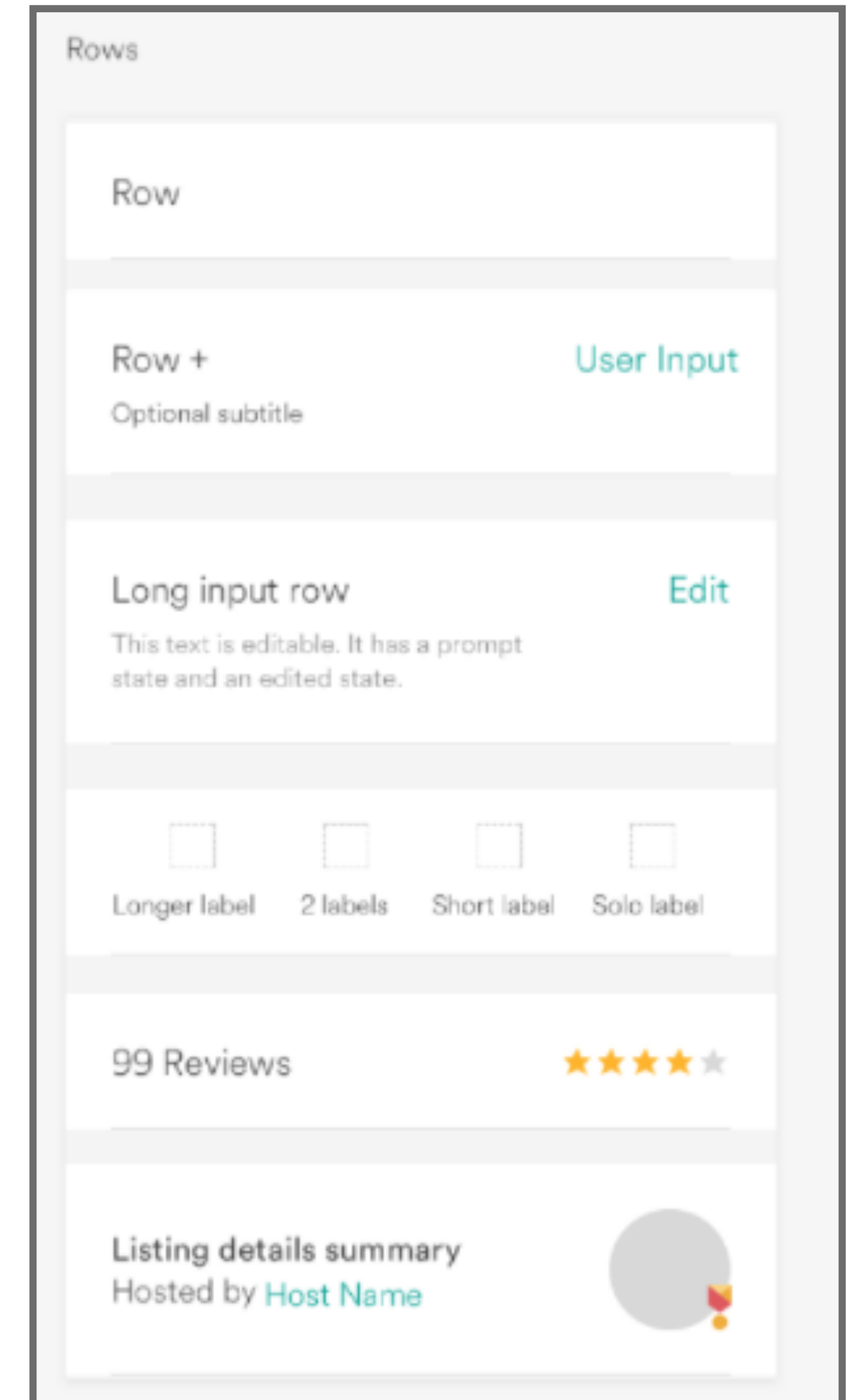
Activity: OS 10.15 Preferences Icons



Design Languages

Design Languages

- Many, *many* choices about visual variables and syntax of composition
 - How do you ensure choices are made consistently across web app?
- Solution: design language
 - Describes how to express ideas and concepts in the interface
 - May be communicated through Human Interface Guideline documentation
 - (Example of consistency and standards)



Example: Elements, Google 2004

[Images](#) [Groups](#) [News](#) [Froogle](#) [All sizes - Large - Medium - Small](#) **view**

1 2 3 4 5 6 7 8 9 10 [Sorted by relevance](#) [Sort by date](#)

[World »](#)  **Groups** **where**

[>Top Stories](#)
[World](#)

[New York Times - all 633 related »](#) [www.cmu.edu/](#) [Oct 1, 1996 by Andy Harper](#) **source**

cmu [\[definition\]](#) **(0.48 seconds)** **1 - 37 of 37** **details**

4,285,199,774 web pages found **16 minutes ago**

Reuters ©2004 Google Sponsored Links **fluff**
(Note: Setting preferences will)

[Graduating? Cor](#) [more »](#) [at CMU](#) [Inbox \(2\)](#) [Compose Mail](#)

action

[Invite 7 frie](#) [New Featu](#) **New!** Never lose at **act now**

Example: Syntax, Google 2004

task

Find results

with all of the words
with the exact phra
with at least one of
without the words

To:

Subject:

[Add Cc](#) | [Add Bcc](#)

[Attach a file](#)

[Tips](#) | [Dissati](#)

Results Window

Loading...

placeholder

toolbar

latoza@

[Show search options](#)
[Create a filter](#)

Google Web Images Groups News Froogle [more »](#)

computer [Advanced](#)
[Preferences](#)

Google Web Images Groups News Froogle [more »](#) [Advanced News Search](#)

Search and browse 4,500 news sources updated continuously.

list

- (unknown sender) (no subject) - Received: from ima
- (unknown sender) (no subject) - Received: from ima
- (unknown sender) (no subject) - Received: from ima
- (unknown sender) (no subject) - Received: from ima
- (unknown sender) (no subject) - Received: from ima
- Thomas LaToza > FW: Bb F04-17651: My apologies
- (unknown sender) (no subject) - Received: from ima

bugs.gif 299 x 525 pixels - 75k www.cs.cmu.edu/ds/csluser/mwm/www/images/bugs.gif	CMU-AstronClub-1stMinutes... 607 x 610 pixels - 413k www.cs.cmu.edu/ds/cs.cmu.edu/user/amon/www/C... [More results from www.cs.cmu.edu]	Uranus obstacle 970227 2.jpg 640 x 480 pixels - 52k www.ft.it.cmu.edu/~hpm/project.archive/image...
cmu charters.jpg 360 x 254 pixels - 47k www.andrew.cmu.edu/org/KPL/history.htm	cmu colony.jpg 250 x 191 pixels - 60k www.andrew.cmu.edu/org/KPL/testing.htm [More results from www.andrew.cmu.edu]	cmu800r.gif 474 x 255 pixels - 54k machines.hyperreal.org/~images/cmu800r.gif

[Carnegie Mellon University](#)
Prospective Students Faculty Visitors Researchers General Visitors Corporate Visitors Alumni Current Students Faculty & Staff Site Index Contact Us google...
[www.cmu.edu/~19k - Oct 18, 2004 - Cached - Similar pages](#)

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... For a more interactive version of the CMU home page, please enable JavaScript in your browser window and reload this page. Otherwise ...
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[Software Engineering Institute \(SEI\) Home Page](#)
... services, courses, and events, contact Software Engineering Institute Carnegie Mellon University Pittsburgh, PA 15213-3800 412-260-5900 [http://www.sei.cmu.edu](#) ...
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[RhymeZone rhyming dictionary and thesaurus](#)
RhymeZone ...
[www.rhymezone.com/~10k - Oct 18, 2004 - Cached - Similar pages](#)

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... Fall Full SCS Calendar Submit an event! Seminar Series CMU Calendar Academic Calendar Home SCS Home webteam@cs.cmu.edu ARCHIVES.
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[The Robotics Institute](#)
... RI Seminar NaviLab Core Technologies Jay Gowdy & Rob MacLachlan, SAIC & CMU, Oct 15 2004, 3:30 PM, NSH 1305 ... This page maintained by robotwebmaster@ri.cmu.edu.
[www.ri.cmu.edu/~45k - Oct 18, 2004 - Cached - Similar pages](#)

[Collegiate Readership Program initiated at CMU](#)
The Tartan, PA - Oct 18, 2004
by Louisa Kinosh, Carnegie Mellon is currently sponsoring a free one-month trial of the USA Today
[www.cmu.edu/~19k - Oct 18, 2004 - Cached - Similar pages](#)

[Huskie talkback Wolfe starts to second MAC Player of the Week title](#)
Derek Daily Chronicle, 11 hours ago
... Central Michigan "The offensive line and our tight ends did a great job (blocking)," Wolfe said after the CMU game. "They make my life easier!" ...
[Wolfe runs away with MAC DOW award](#) Northern Star Online
[An all-access pass to the NU locker room](#) Northern Star Online
[Northern Illinois sports 1, CMU 42-10](#) Northern Star Online
[Northern Star Online - Northern Star Online - all 31 related »](#)

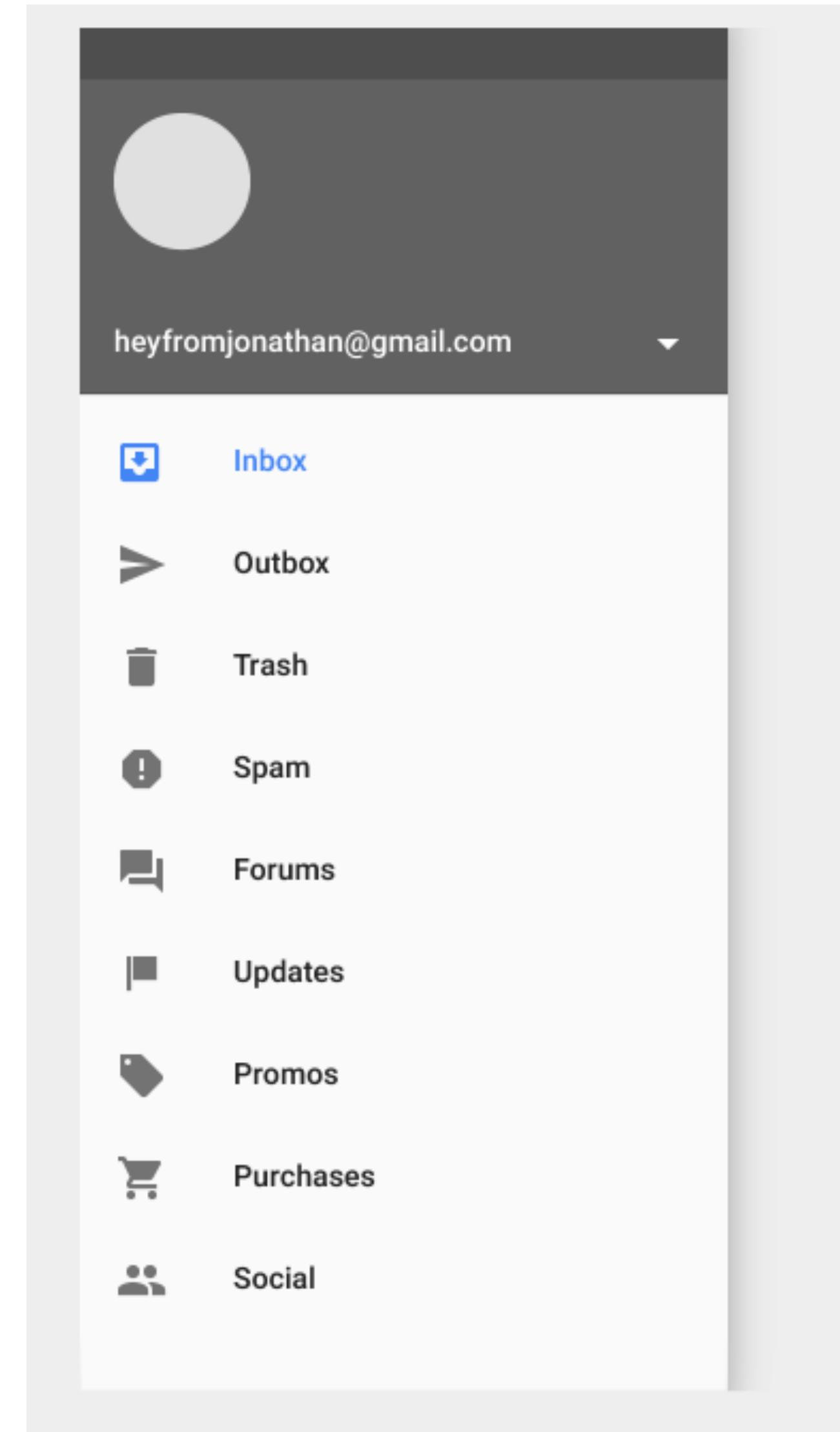
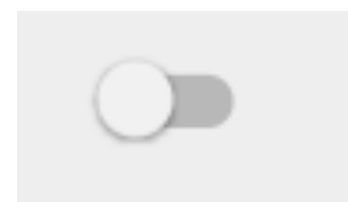
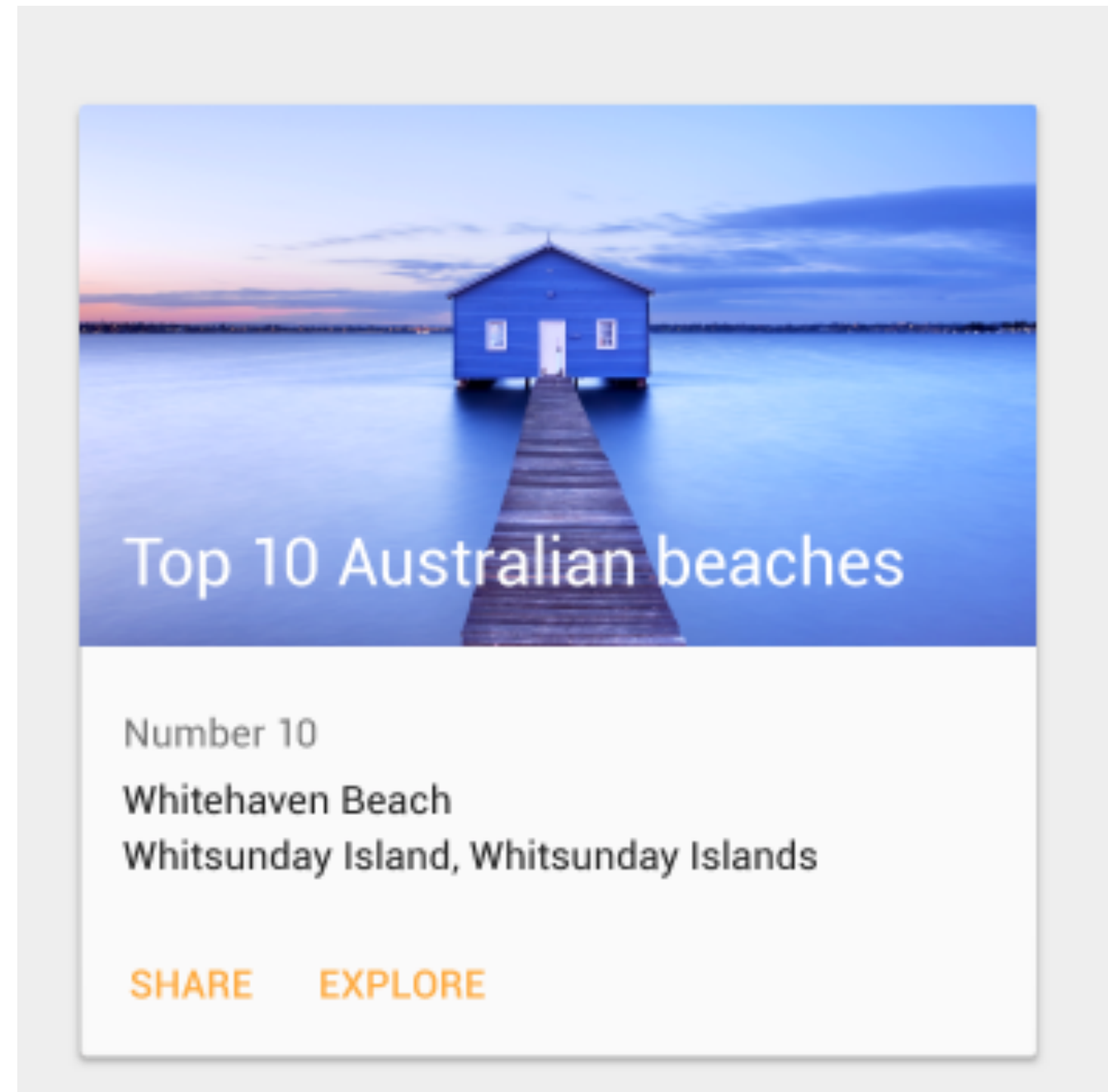
[CMU students prepare for Solar Decathlon](#)
The Tartan, PA - Oct 18, 2004
by Ann Wootton by Ann Wootton, Carnegie Mellon students are leading the Pittsburgh Synergy team designing and building a solar house ...
[Fudge turns on the heat at the Chili Cook-off](#) The Carnegie Pulse
[all 2 related »](#)

[Rocker to Rally for Kerry at CMU](#)
KDKA, PA - Oct 18, 2004
Pittsburgh (KDKA) For the second time in six months, singer Jon Bon Jovi will perform in Pittsburgh for a political cause. The New ...

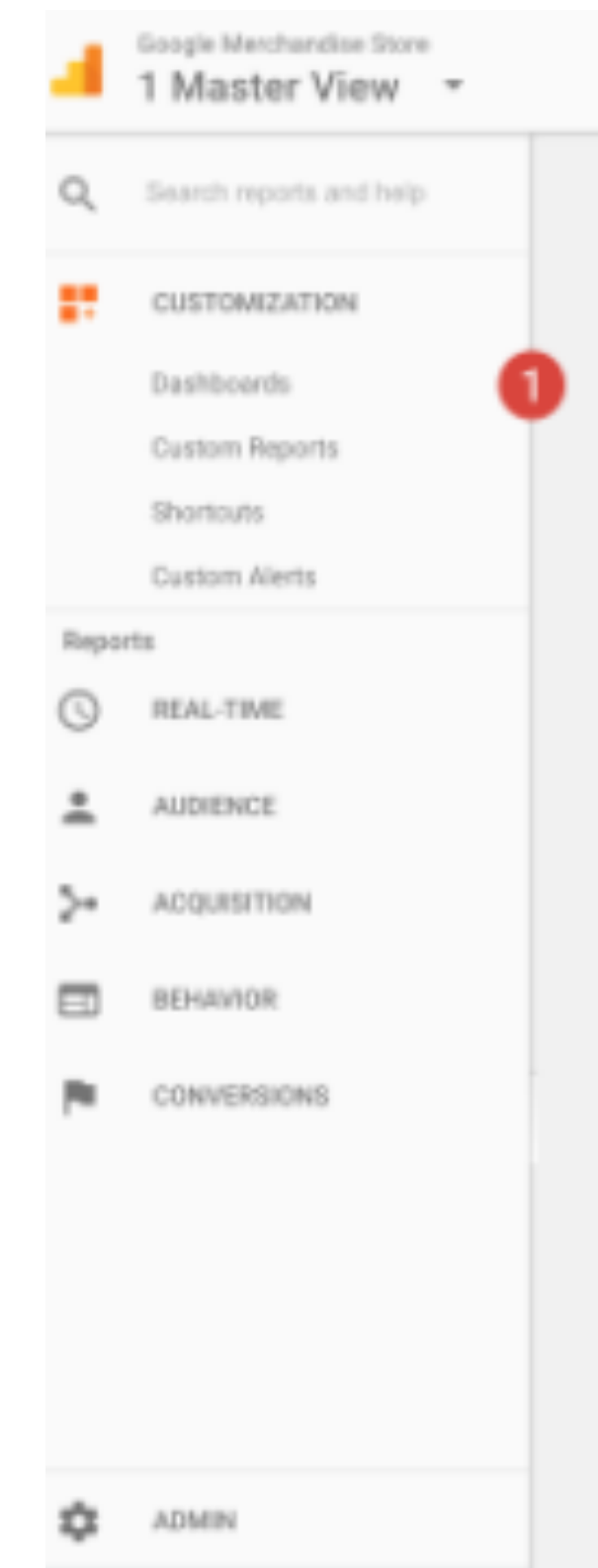
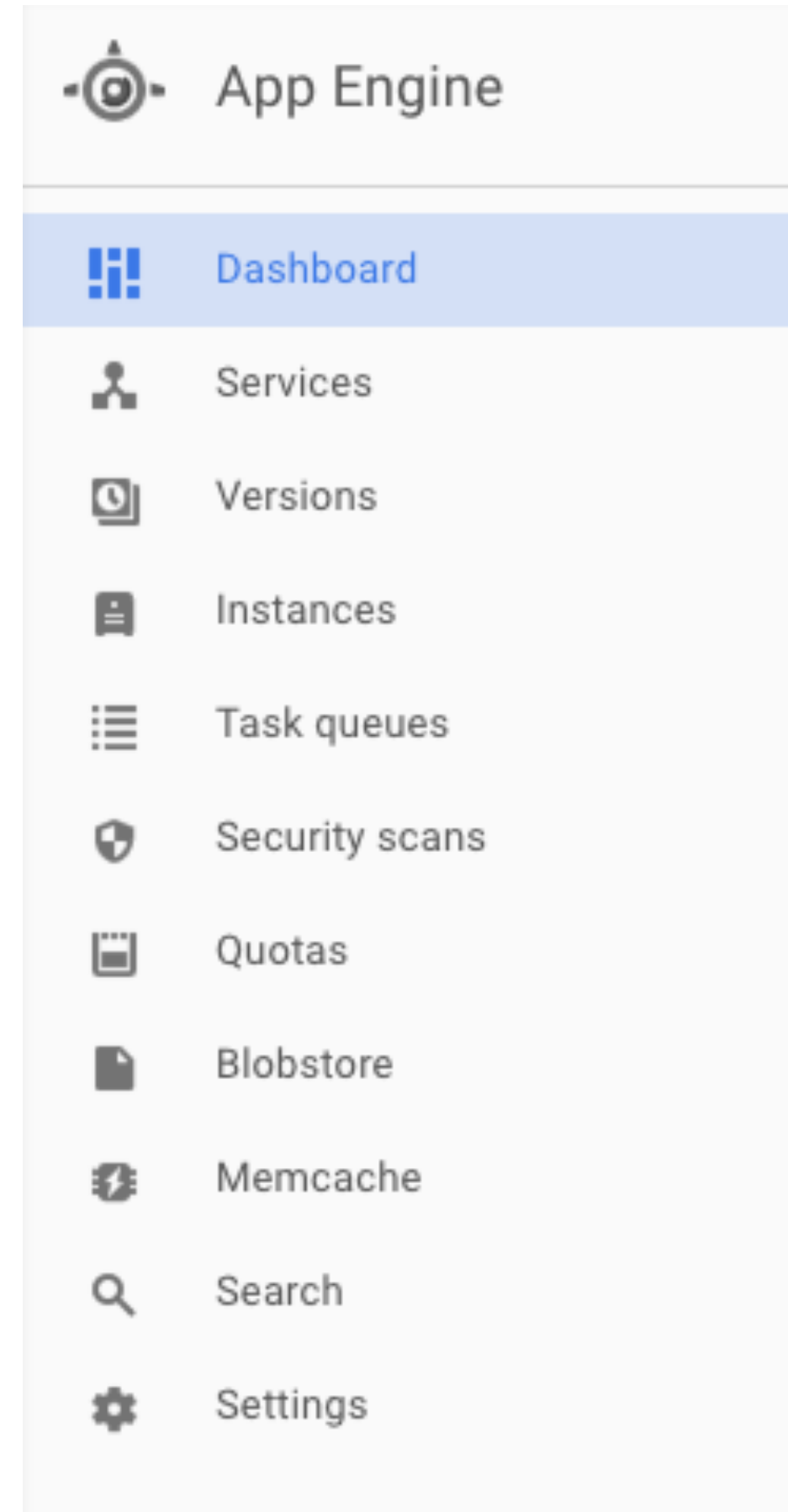
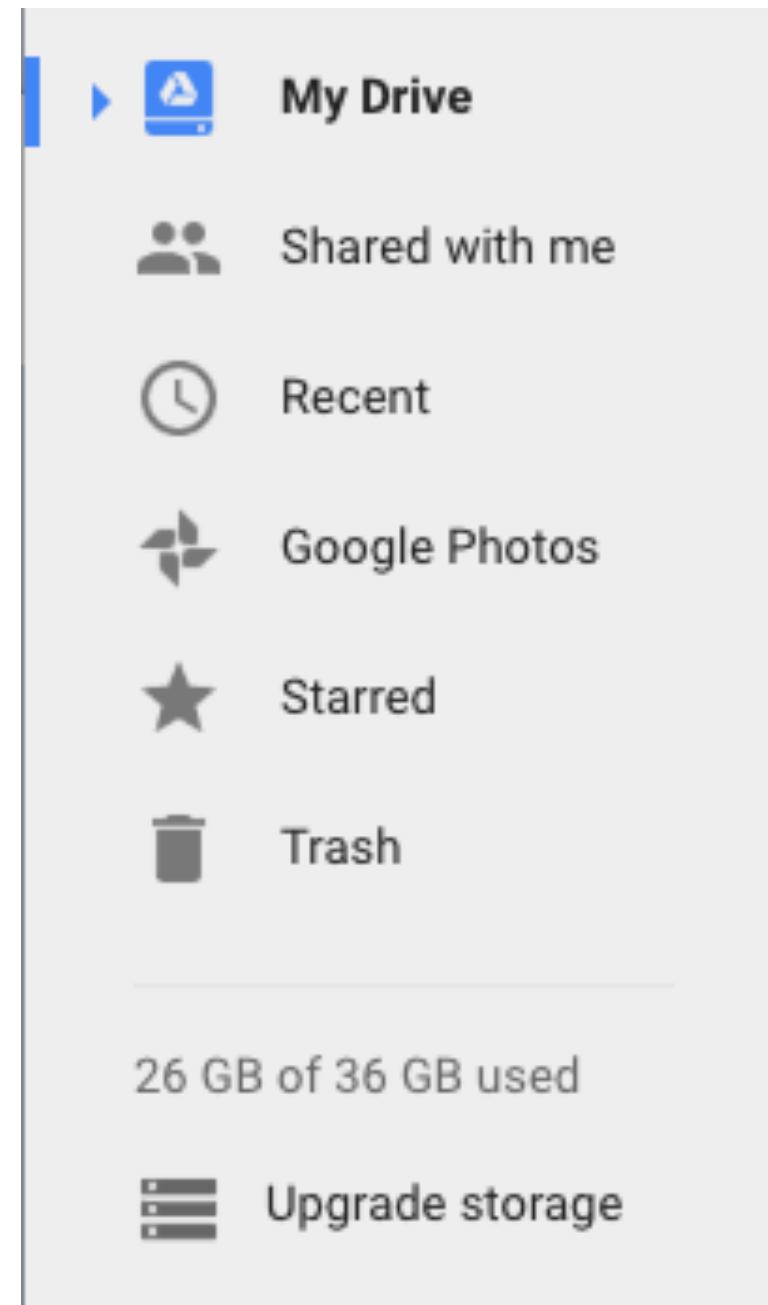
[Video From The CMU Robotics Institute Showcases](#)
Saskatoon - Oct 18, 2004
mposst writes "This last week the CMU Robotics Institute showed off some of the stuff they were doing. They were showing the new stuff they were working on ..."

[Northern Illinois Rolls by CMU 42-10](#)
Saskatoon - Oct 18, 2004
... The win dropped CMU's record to 2-4 for the season and 1-2 in MAC action. NU is now 4-0 in the league and

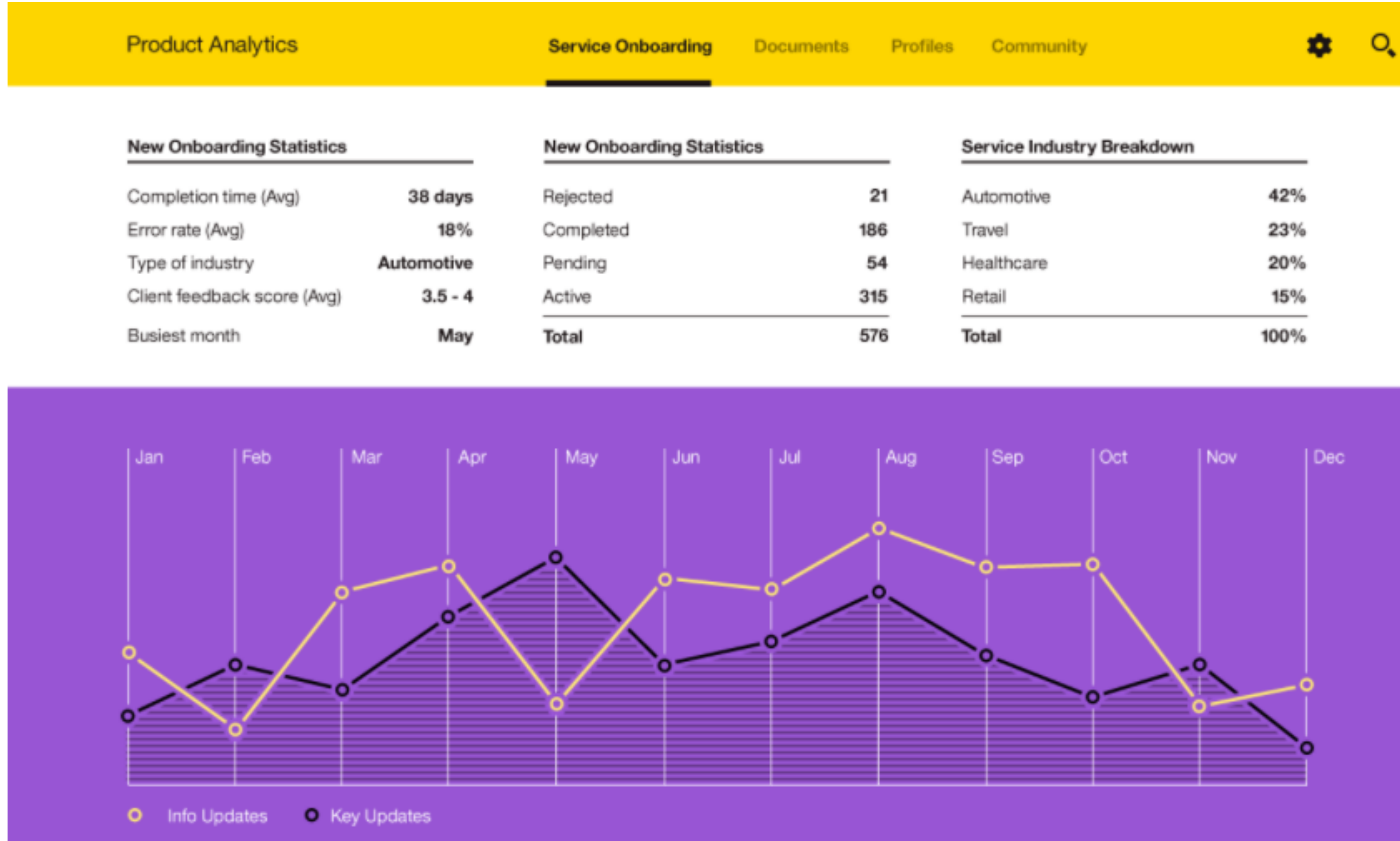
Examples: Google 2016



Examples: Google 2016



Examples: IBM



Examples: IBM



Examples: IBM

Configure

People

Save

Chat

Application data

Title	Title	Value	Date	Value
Imperial	true	9 456 234	21. Feb 2014	9 456 234
Hard	false	987 345	21. Feb 2014	987 345
Cider	false	43 567	21. Feb 2014	43 567
Anaerobic	true	324 543	21. Feb 2014	324 543
Cold filter	false	432 456	20. Feb 2014	432 456
Barrel hand	true	32 432	20. Feb 2014	32 432
Pump wort	true	4 567	20. Feb 2014	4 567
Dry hopping	false	34 567	20. Feb 2014	34 567
Carbonation	true	434 567	20. Feb 2014	434 567
Mash tun	false	9 456 234	20. Feb 2014	9 456 234
Bittering hops	true	987 345	20. Feb 2014	987 345
Heat exchanger	false	43 567	19. Feb 2014	43 567
Lauter aerobic	false	324 543	19. Feb 2014	324 543
Abbey seidel	true	432 456	19. Feb 2014	432 456
Brewhouse	false	32 432	19. Feb 2014	32 432
Brewpub adjunct	true	4 567	19. Feb 2014	4 567
Dextrin seidel	true	34 567	19. Feb 2014	34 567
Aau beer	false	434 567	19. Feb 2014	434 567
Krug abv	true	434	19. Feb 2014	434

Configure

User

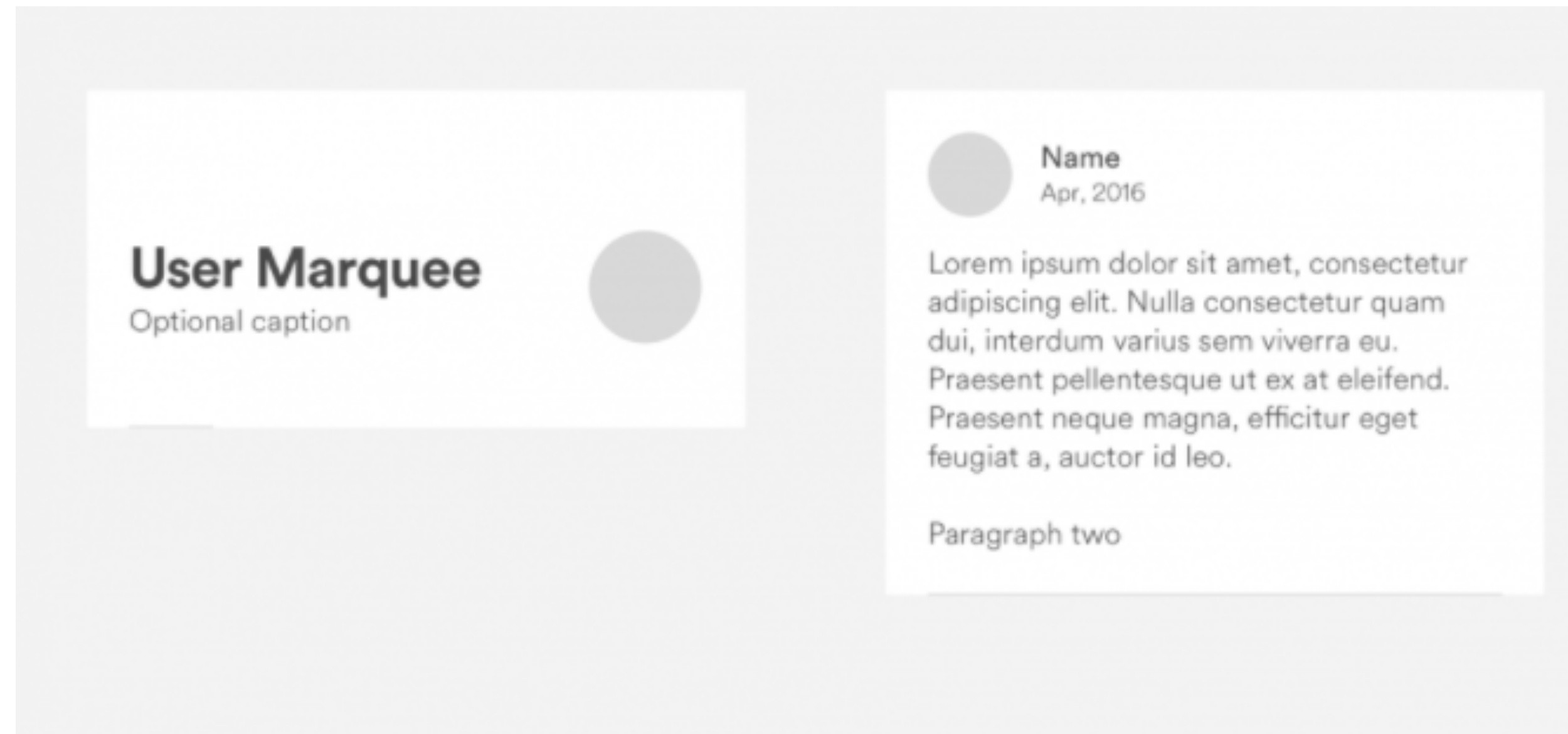
Save

Catalog

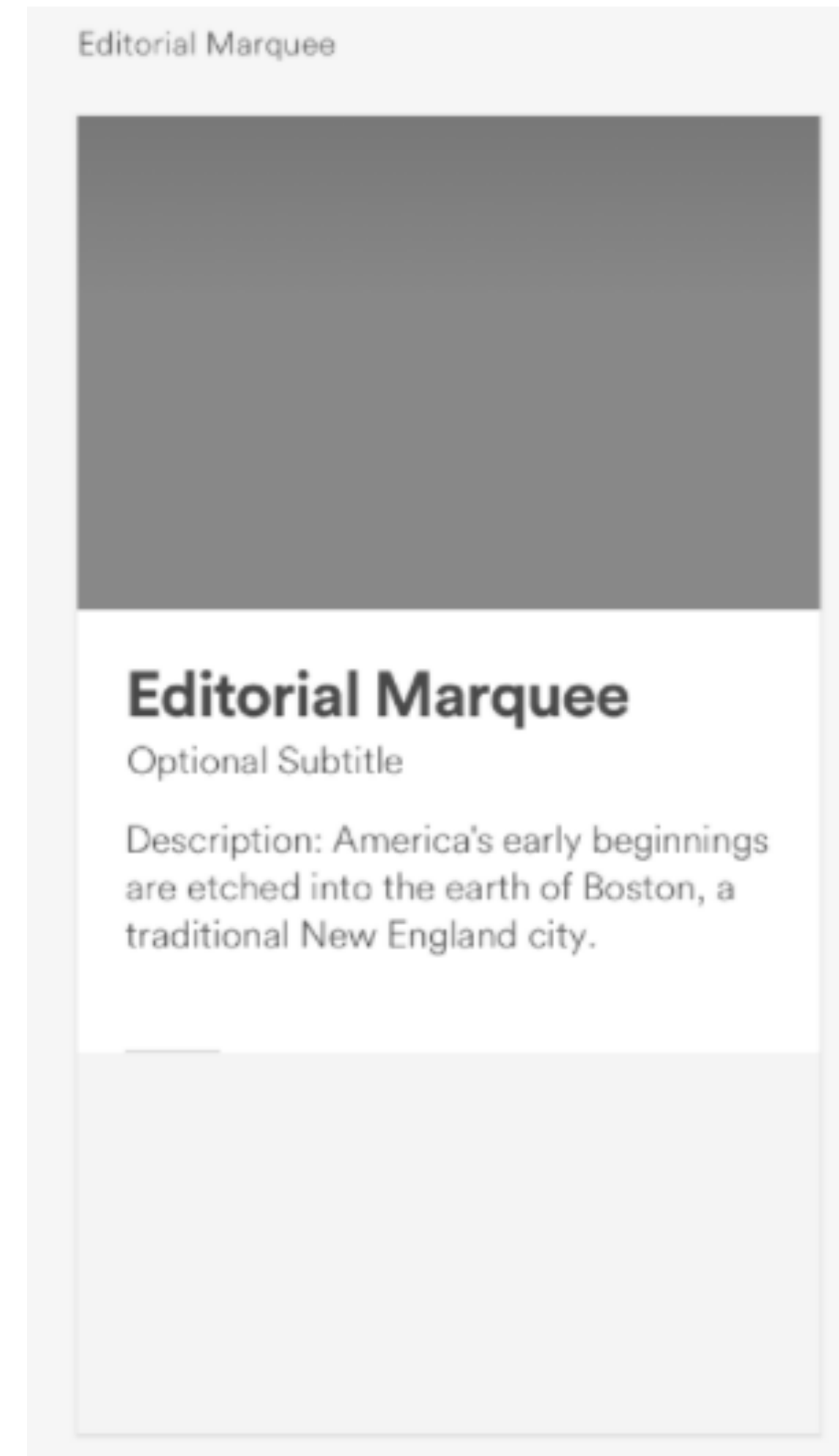
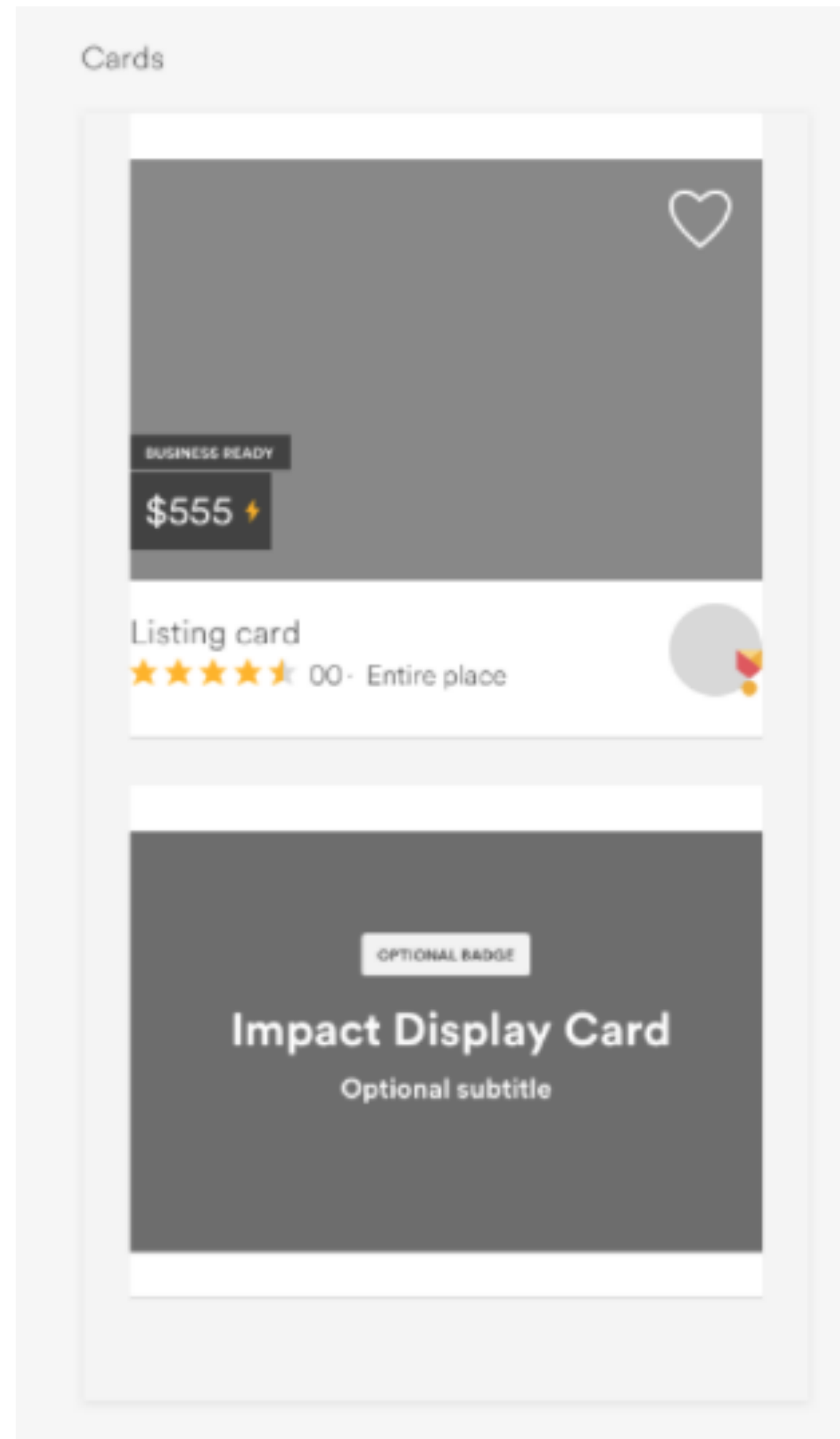
Chat

Repository

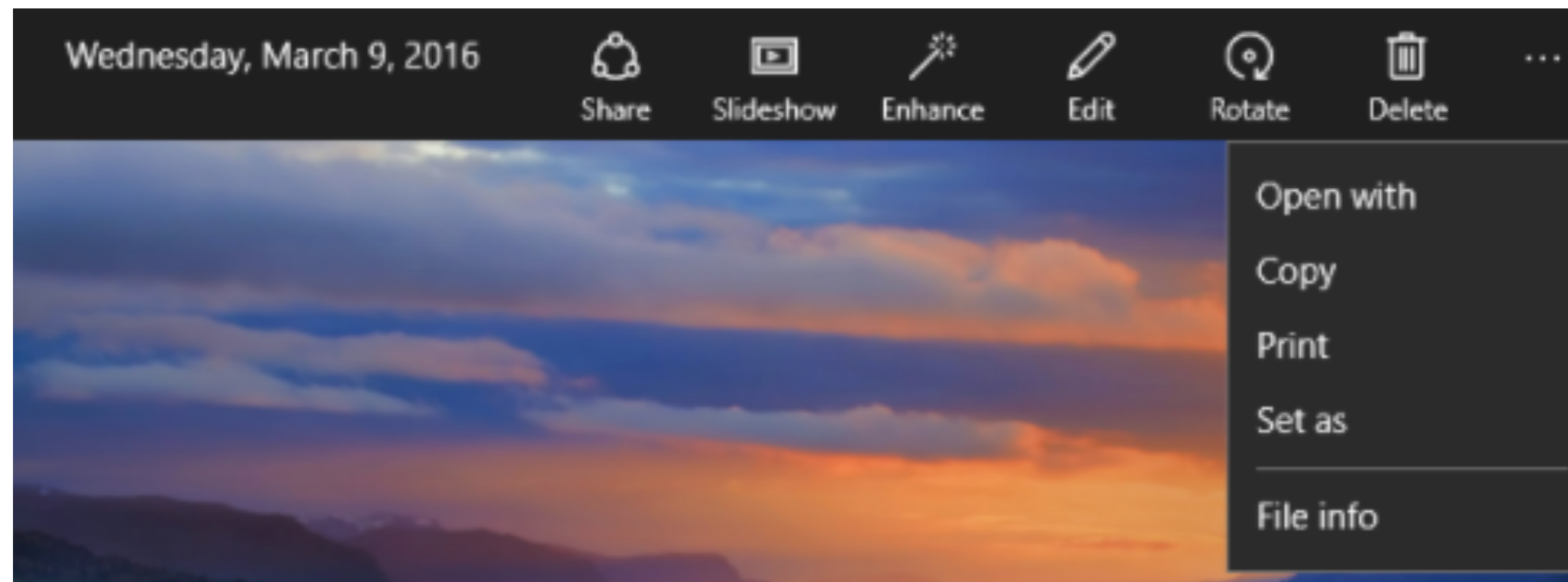
Examples: AirBnb



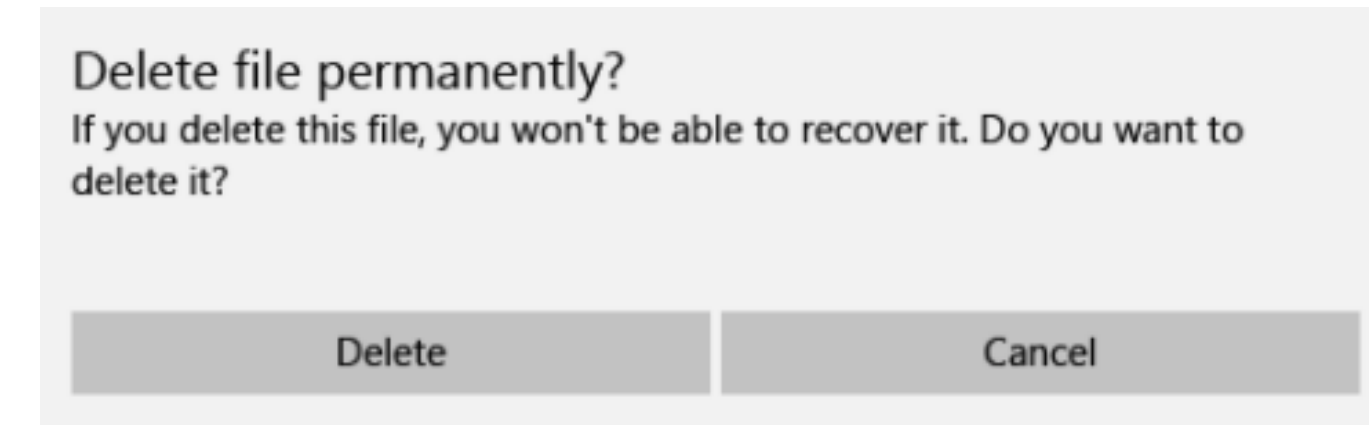
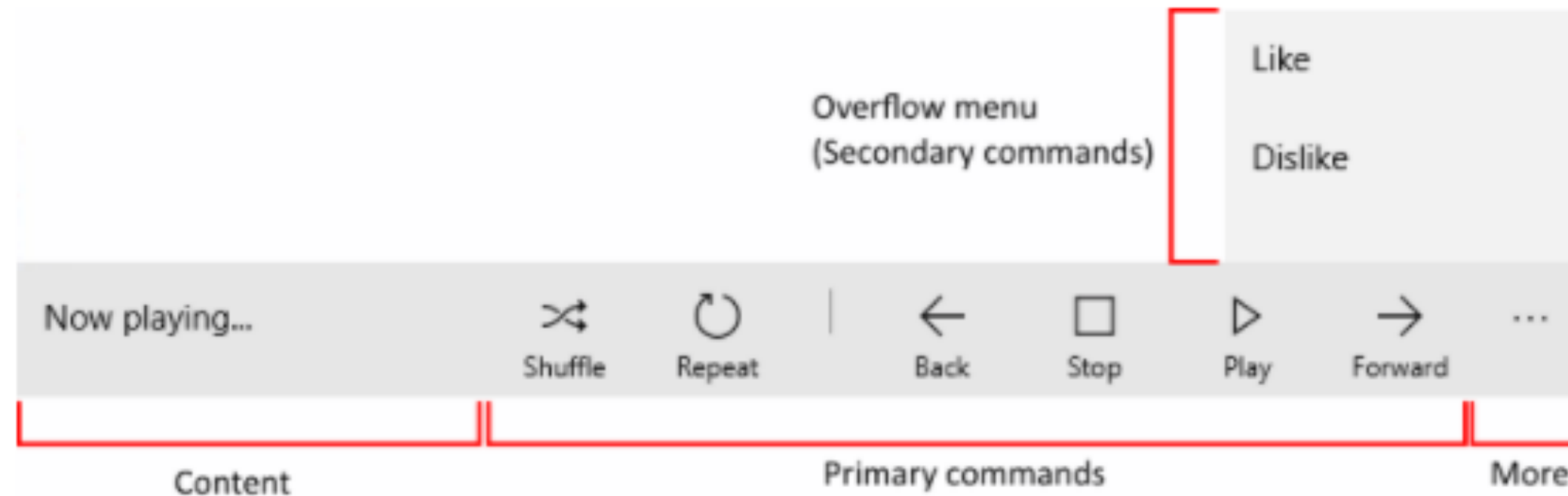
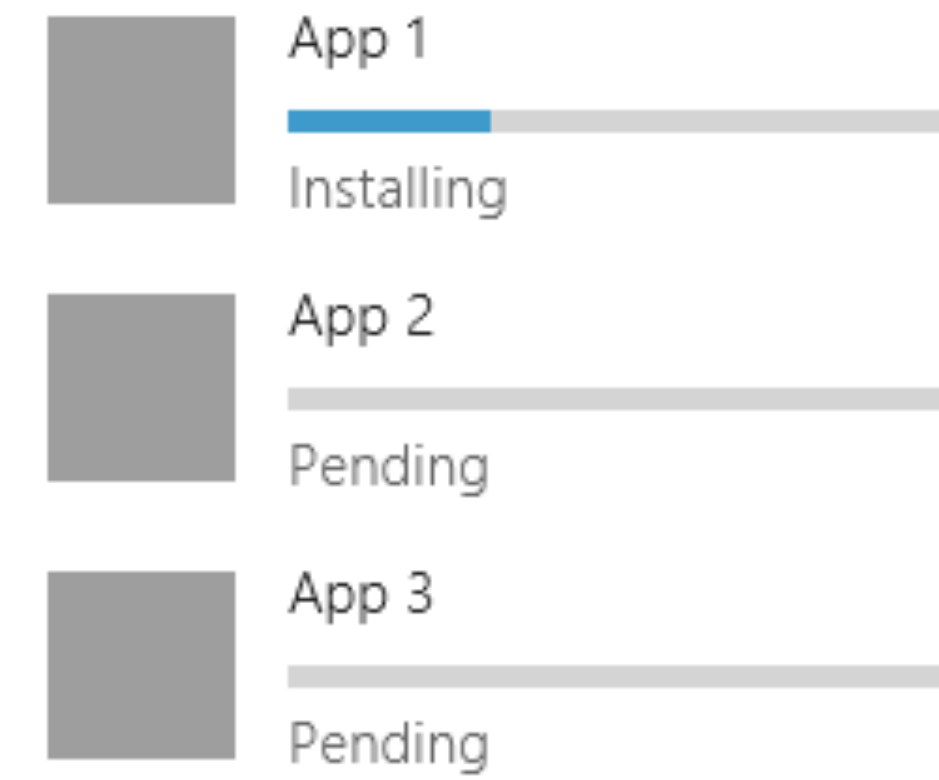
Examples: AirBnb



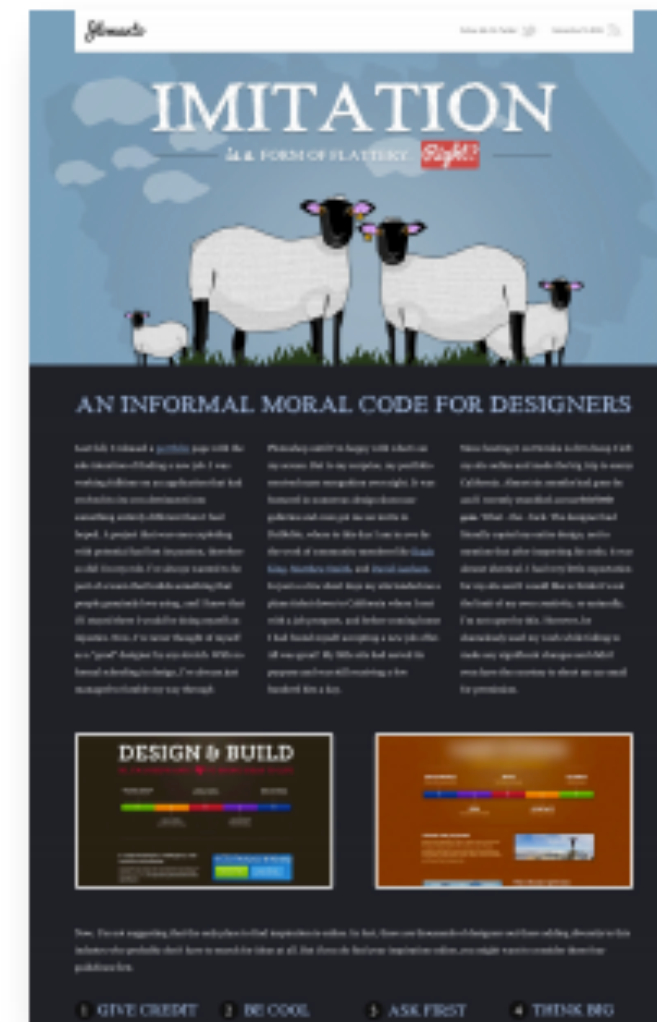
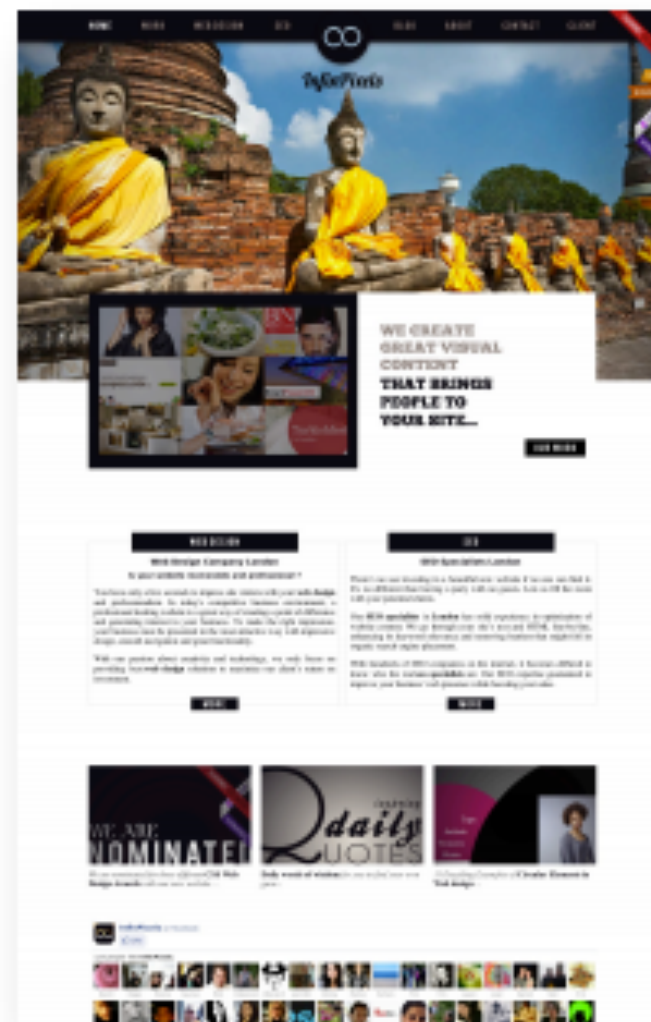
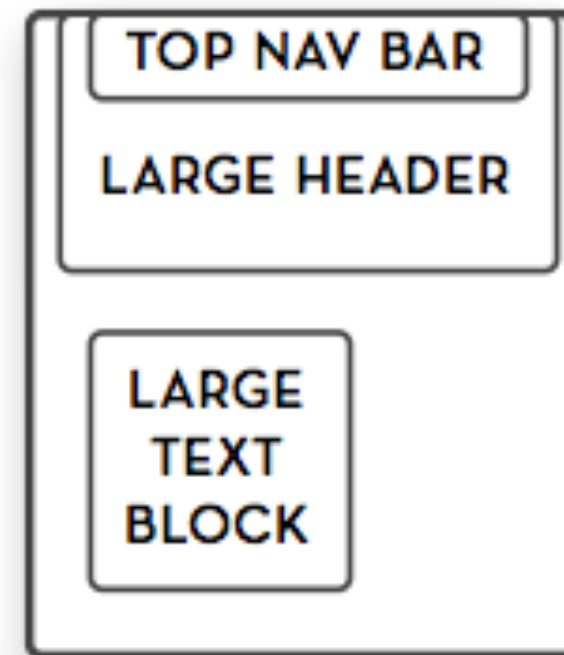
Examples: Microsoft



Examples: Microsoft



Example: Header with text blocks layout

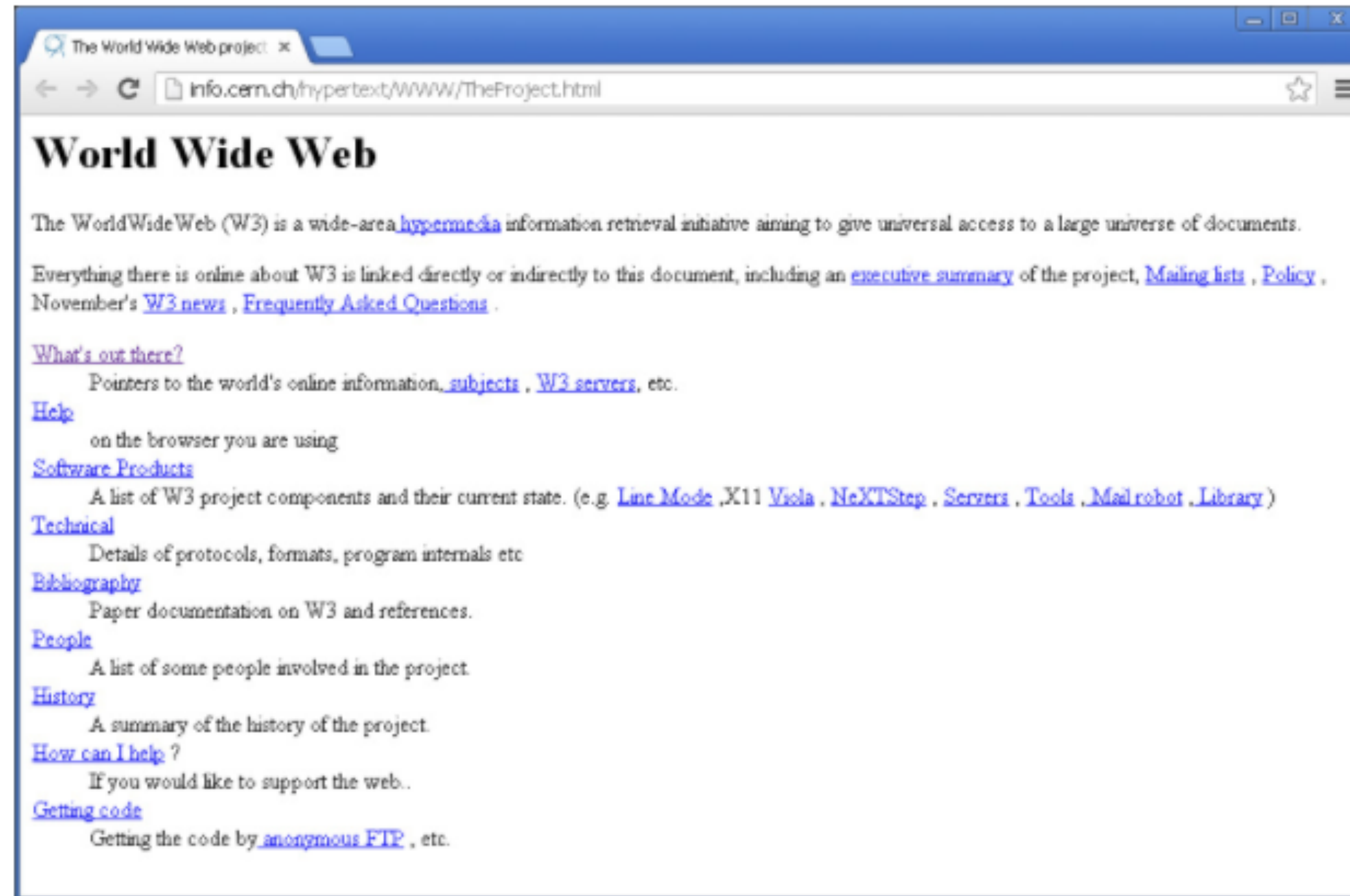


<http://ranjithakumar.net/resources/webzeitgeist.pdf>

Position Encodes Meaning and Function



Web Design Languages Over Time



<https://blog.hubspot.com/marketing/look-back-20-years-website-design#sm.00000ip14jejk1d51u53crk6cwrns>

Web Design Languages Over Time

The screenshot shows the Apple website interface from July 14, 1997. On the left is a red vertical navigation menu with the following items: 'Find It', 'Product Information', 'Customer Support', 'Technology & Research', 'Developer World', 'Groups & Interests', 'Resources Online', and 'About Apple'. Below this menu is a section for 'Apple Sites Worldwide' with a scrollable list of countries: Switzerland, Taiwan, Turkey, UK & Ireland, and United States (which is highlighted).

The main content area features a header with the Apple logo and the text 'Welcome to Apple' followed by '1997' in a large, light font. A date indicator 'JULY 14' is positioned in the top right corner of the main area.

Below the header, there are several promotional banners:

- EMATE 300:** A banner for the EMATE 300 laptop, described as 'Mobile, Affordable, & Smart', accompanied by an image of the laptop.
- Introducing CyberDrive:** A central banner featuring the BMW logo and the text 'Introducing CyberDrive' and 'Register today for a free CD-ROM.'
- MOVIES FROM MARS:** A banner for 'MOVIES FROM MARS' featuring the QuickTime VR logo and the text 'QuickTime VR Takes You Out of this World'.

At the bottom of the main content area, there is a 'What's Hot' section with two columns of text:

- Preorder Mac OS 8:** 'Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more
- Be the First to Know:** 'Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and

Web Design Languages Over Time



Web Design Languages Over Time

The screenshot shows the Polaroid website homepage. At the top left is the Polaroid logo. To its right are navigation links: Home, Site Map, and Search. Below these is a dark blue horizontal bar containing links for Company Info, Product Catalog, Contact Us, Customer Support, and Dealer Locator. The main content area is divided into several sections. On the left, there is a 'News and Events' section with links for 'What's New', 'Instant Digital Printing Technology', and 'Other Events & Promotions'. Below this is a 'Consumer' section with a small image of a person and a list of links: 'View TV Ads', 'Instant', 'Digital', and 'Teens'. Further down is a 'Commercial' section with a small image of a person and a list of links: 'Polaroid Education Program', 'Promotional Products', 'OEM', 'Artist's Studio', 'Polaroidwork.com', and 'Eyewear'. In the center of the page is a large image of three young people (two women and one man) posing and holding cameras. To the right of this image is a 'CHECK THIS OUT' section featuring a small image of a camera and the text '600 Silver Express' followed by a promotional message and a link to the 'Full Product Catalog'. At the bottom of the main content area is an 'OTHER POLAROID SITES:' section with four circular icons and labels: 'i-Zone' (light blue), 'Digital' (blue), 'Work' (purple), and 'Worldwide' (orange). The footer contains the copyright notice: 'Copyright © 2001 - 2002 Polaroid Corporation / Polaroid Privacy Policy'.

Polaroid Home Site Map Search

Company Info Product Catalog Contact Us Customer Support Dealer Locator

News and Events ♦

[What's New](#) ▶
[Instant Digital Printing Technology](#) ▶
[Other Events & Promotions](#) ▶

Consumer ♦


View TV Ads +
Instant +
Digital +
Teens +

Commercial ♦


Polaroid Education Program +
Promotional Products +
OEM +
Artist's Studio +
Polaroidwork.com +
Eyewear +

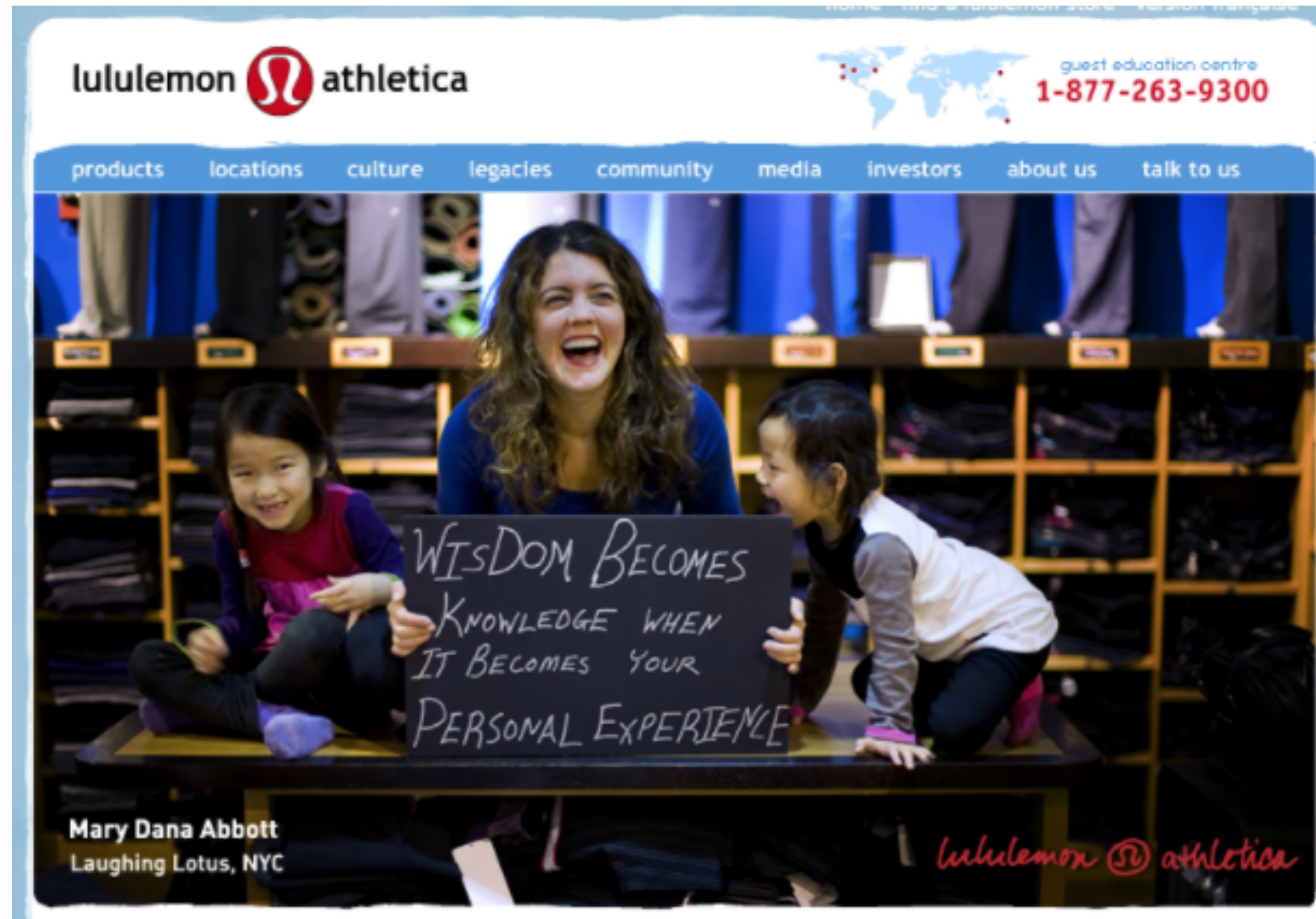
600 Silver Express
What would you do with a FREE pack of film? Check out our new commercial!
[Full Product Catalog](#)

OTHER POLAROID SITES:

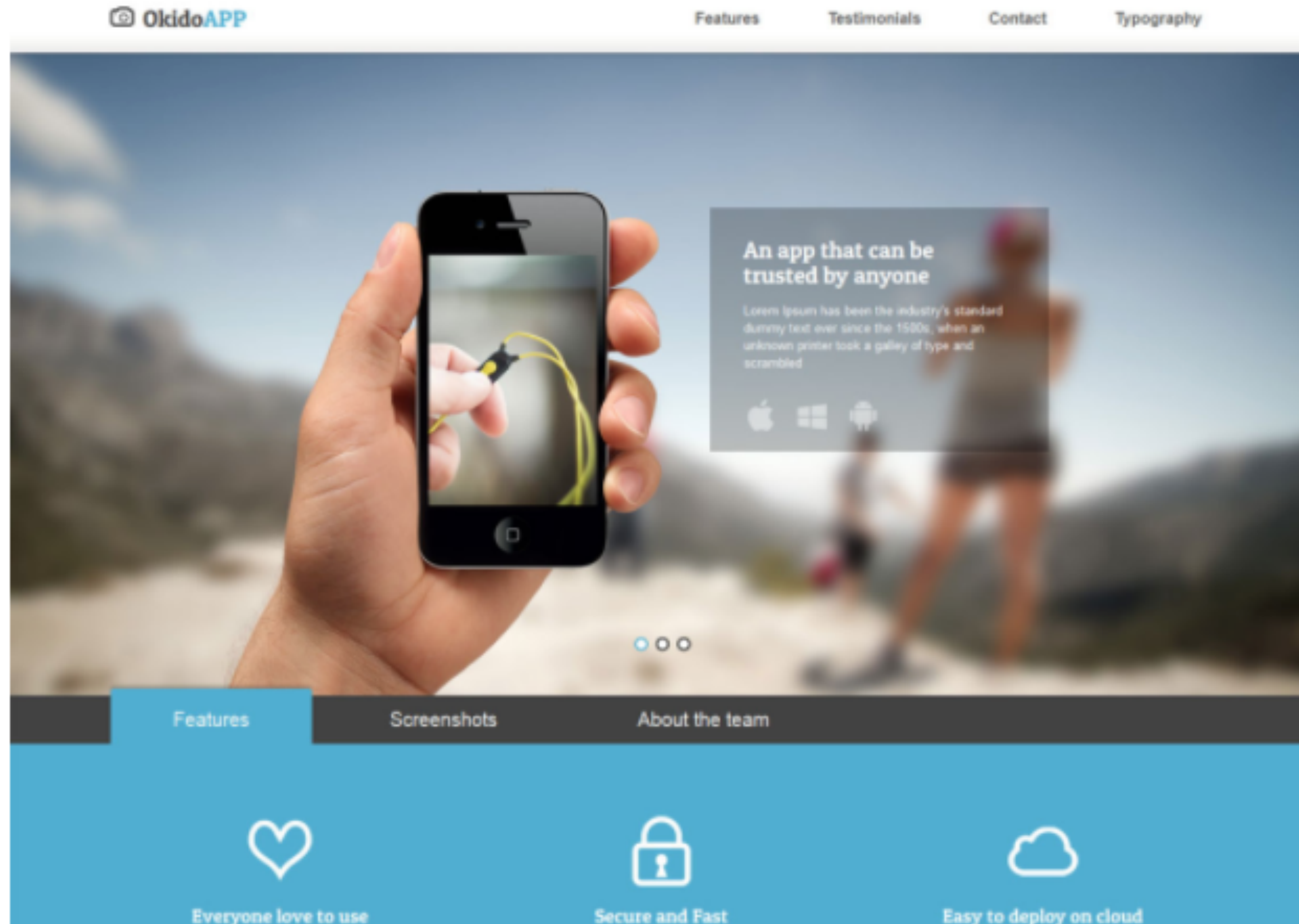
 **i-Zone**  **Digital**  **Work**  **Worldwide**

Copyright © 2001 - 2002 Polaroid Corporation / [Polaroid Privacy Policy](#)

Web Design Languages Over Time

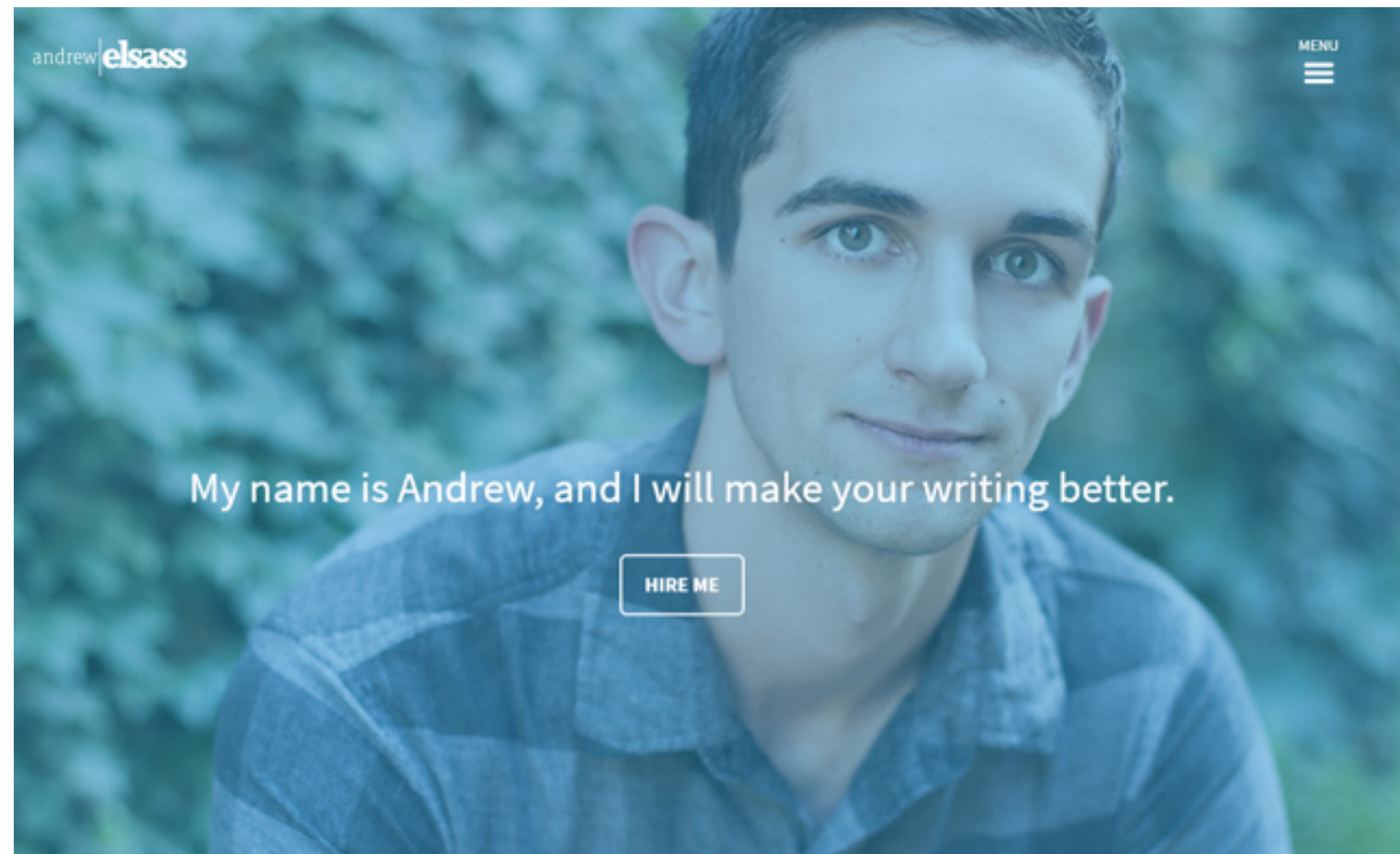


Web Design Languages Over Time



Common Visual Idioms, Circa 2016

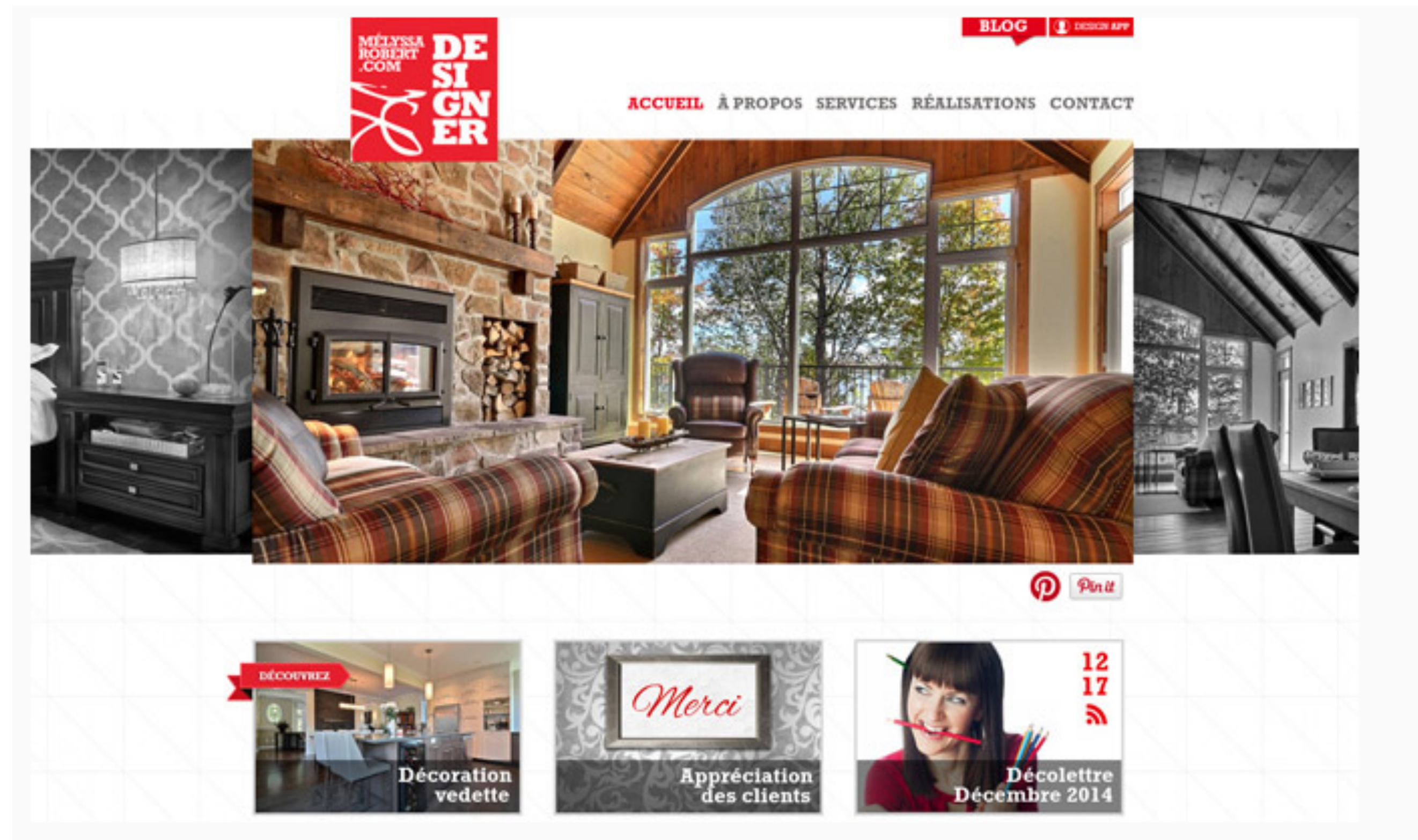
- Hero images: large attractive header image



<https://envato.com/blog/exploring-hero-image-trend-web-design/>

Common visual idioms, circa 2016

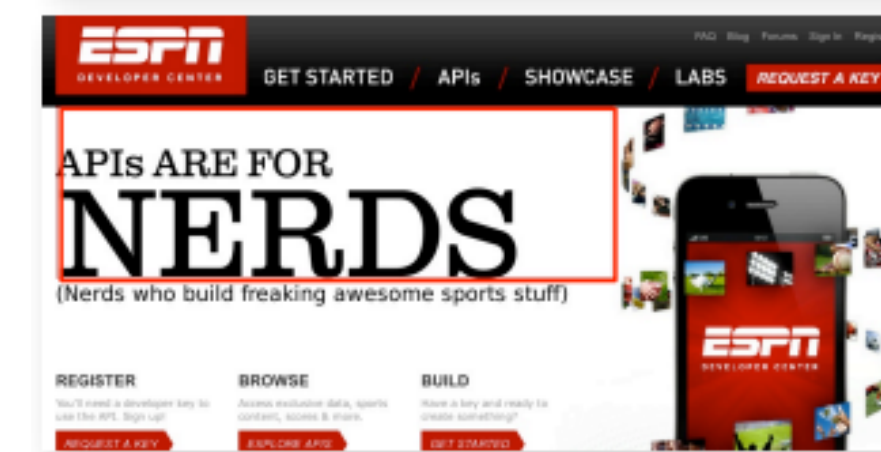
- Rotating image galleries (carousels)



<https://envato.com/blog/exploring-hero-image-trend-web-design/>

Why it Matters

- Users will have idioms they expect to see, particularly if suggested by other related elements
- Branding: Users will see your website and have particular associations based on what it exemplifies



Goals in Designing a Design Language

- Offer guidance and options on
 - Colors: examples of color palettes
 - Typography: justification, sizes, fonts, different heading levels
 - Organization
- Support different resolutions, devices
- Support universal design
 - Visually impaired, color blind users

In-Class Activity

Activity: Design a Design Language

- In groups of 2 or 3, brainstorm an idea for a new company, and then design a Design Language for the new company.
- Your design language should include at least 10 types of elements. For each type of element you should:
 - (1) To identify each category of element, describe (1.1) what is its purpose (e.g., marque image caption, detail text, footer detail text), (1.2) in what situations might it be used
 - (2) Define a style, describing its visual characteristics.
- Deliverables (submitted on Blackboard)
 - Brief description of company
 - Description of design language with at least 10 types of elements
 - Brief description of how design language helps establish and communicate the brand of the company

Activity: Design a Design Language

- Some example visual design guidelines from well-known companies:
 - <https://developer.apple.com/design/human-interface-guidelines/macos/visual-design/>
 - <https://m3.material.io>
 - <https://docs.microsoft.com/en-us/windows/uwp/design/>