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NPTEL ONLINE CERTIFICATION COURSE

INTRODUCTION TO INTERACTION DESIGN

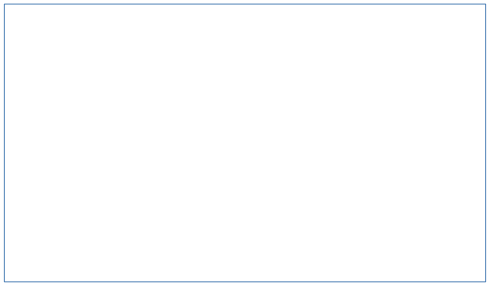
Lecture 17

Visual Interface Design

Prof. Sonal Atreya

DEPARTMENT OF DESIGN

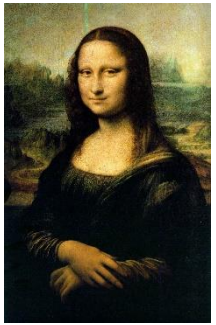
Visual Interface Design



Art, Visual Interface Design, and Other Design Disciplines

Art is a means of self-expression on topics of emotional or intellectual concern to the artist and, sometimes, to society at large.

Few constraints are imposed on the artist; and the more singular and unique the product of the artist's exertions, the more highly it is valued.



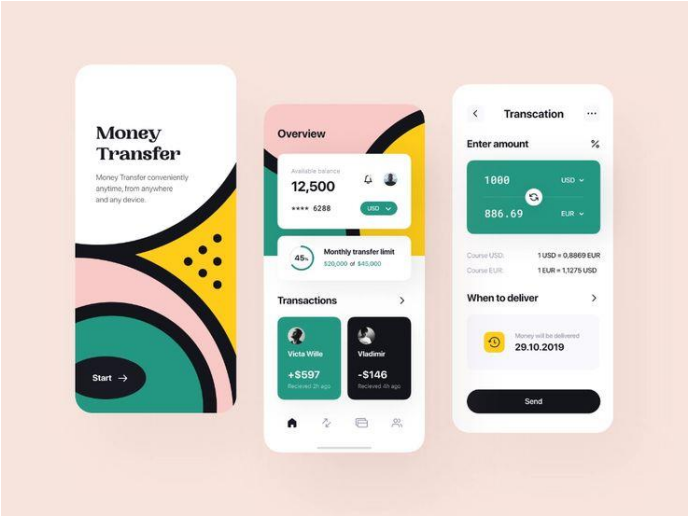
Source: Google Images

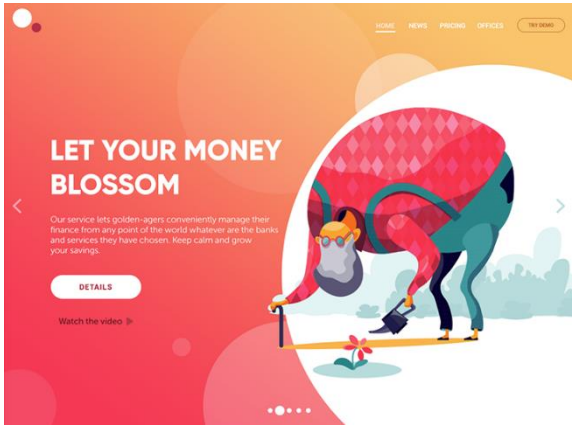
Designers, on the other hand, create artefacts for people other than themselves. Whereas the concern of contemporary artists is primarily self-expression, visual designers are concerned with clear communication.

Visual interface designers are concerned with finding representations best suited to communicating the specific behaviour of the interactive product that they are designing.

Source: Google Images

The design of user interfaces should not entirely exclude aesthetic concerns but rather should place such concerns within a functional framework.





Source: Google Images

The Building Blocks of Visual Interface Design

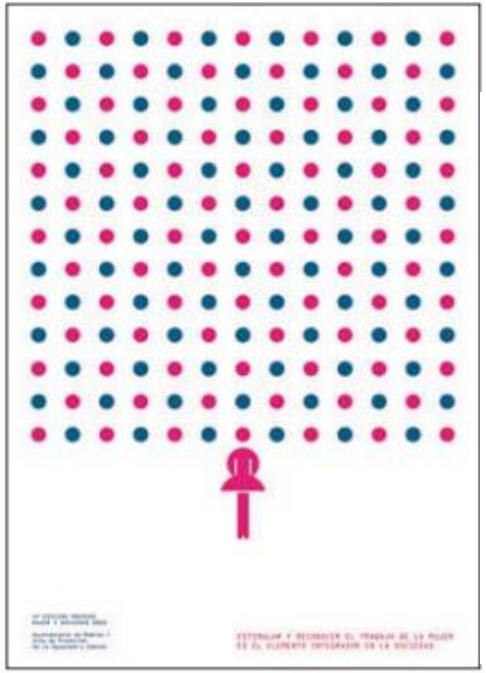
Interface design is concerned with the treatment and arrangement of visual elements to communicate behaviour and information. Every element in a visual composition has a number of properties, such as **shape** and **colour**, that work together to create meaning.

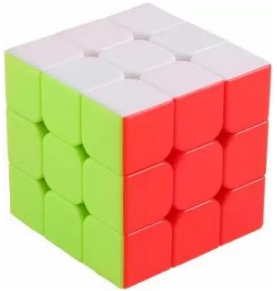
Elements of visual design:

- Shape
- Size
- Value
- Hue
- Orientation
- Texture
- Position

Shape

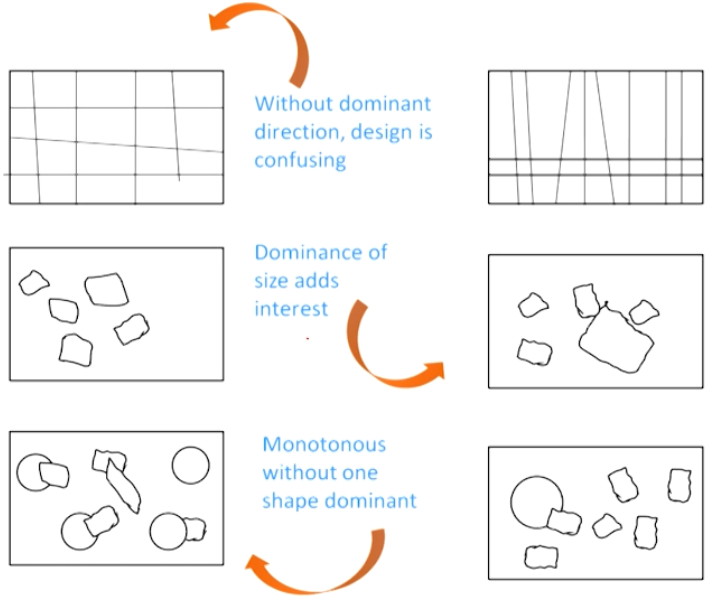
Shape is the primary way we recognize what an object is.

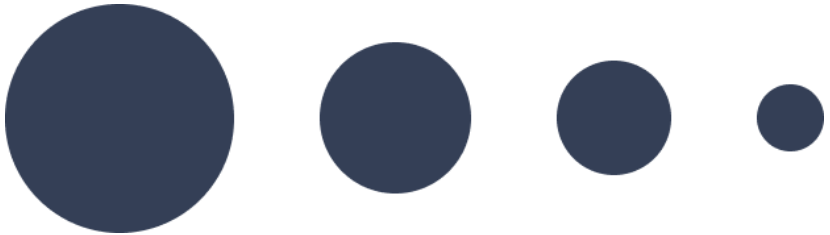




Size

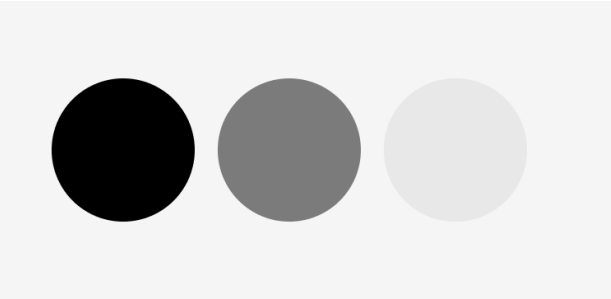
Larger items draw our attention more, particularly when they're much larger than similar things around them.

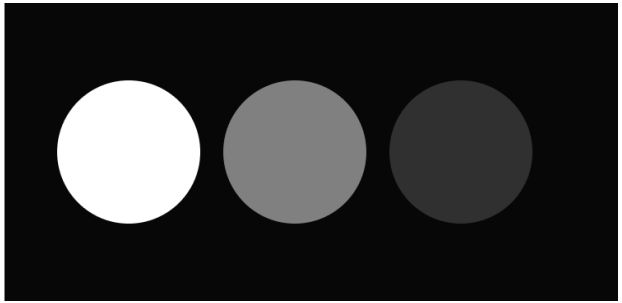




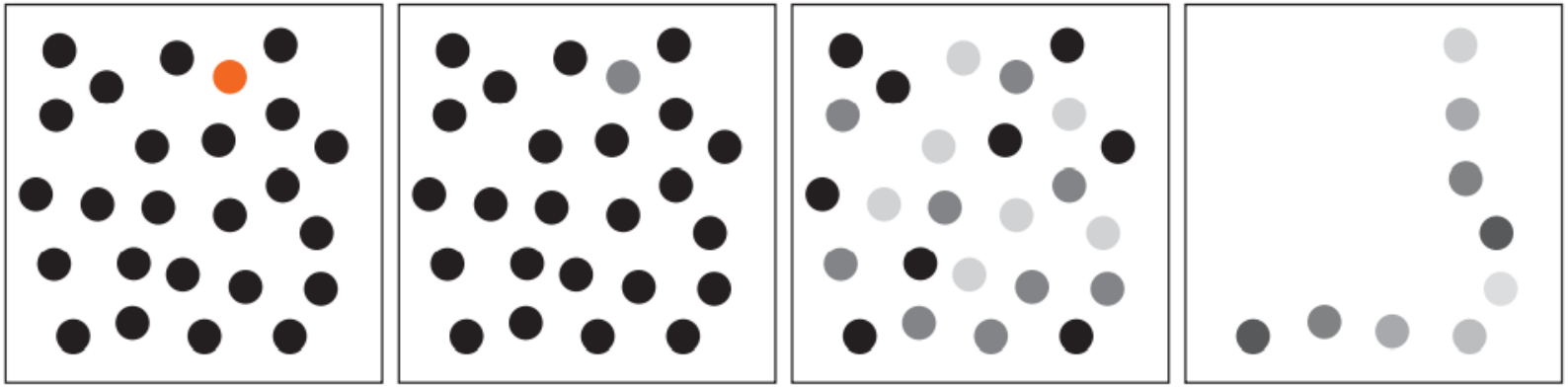
Value

Value, also known as lightness or brightness, describes the perceived intensity of lightness or darkness in a colour.





Alber’s colour studies



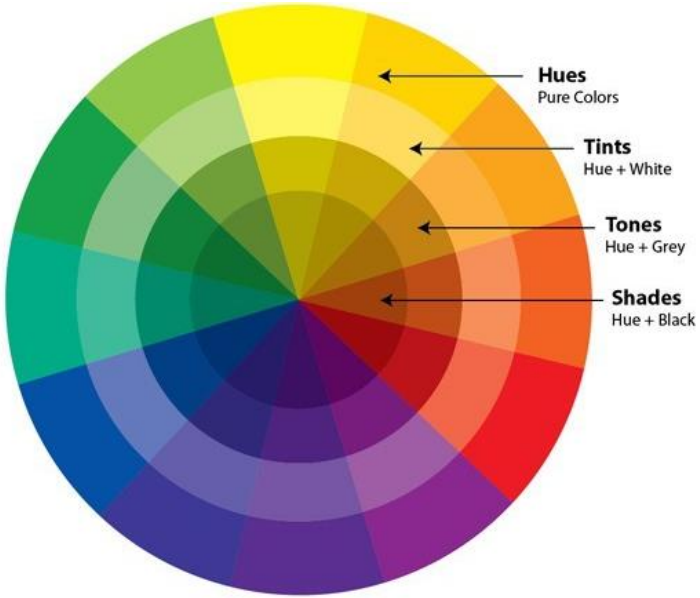
Value can also be used to show movement or to make a viewer's eye travel around a composition. Making some objects within a composition darker and others lighter will cause a viewer to first look at what stands out most and then at what stands out least.

Design: Lindsey Burris, Rochester, New York (courtesy of Bruce Ian Meader)

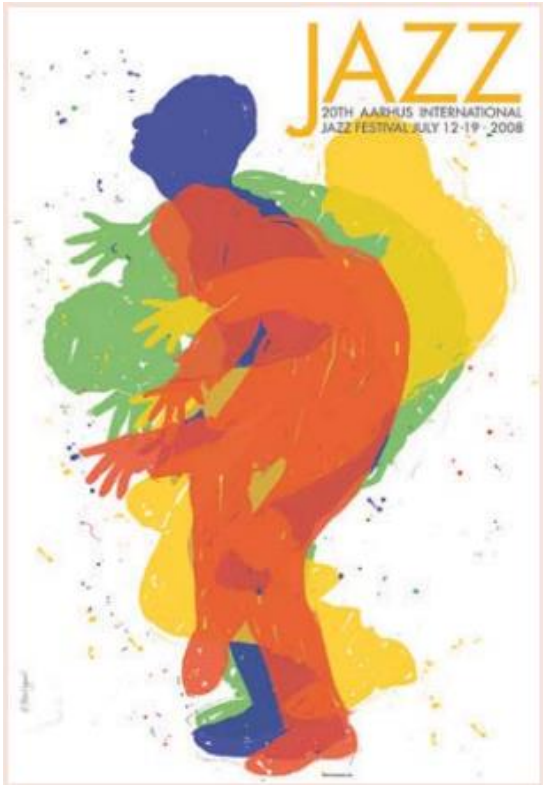
Hue

Hue represents the dominant wavelength of light perceived by the human eye and is responsible for the basic color categories such as red, orange, yellow, green, blue, and violet.

Itten's colour wheel



Design: Diego Giovanni Bermúdez Aguirre, Valle, Colombia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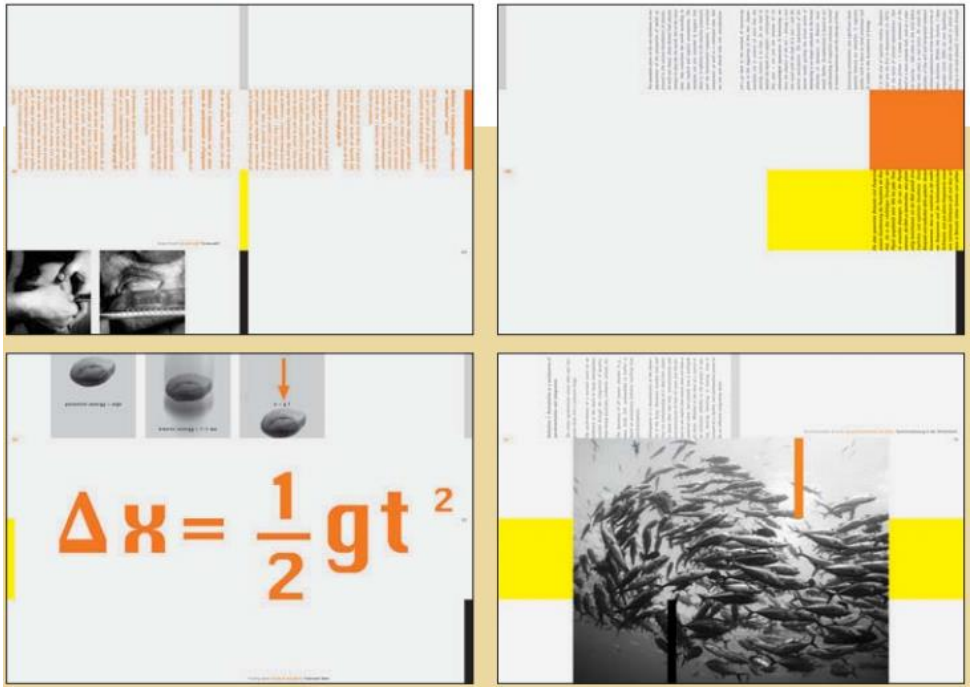
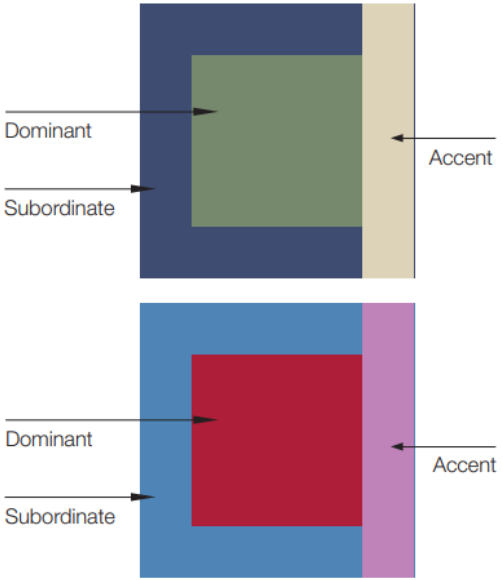
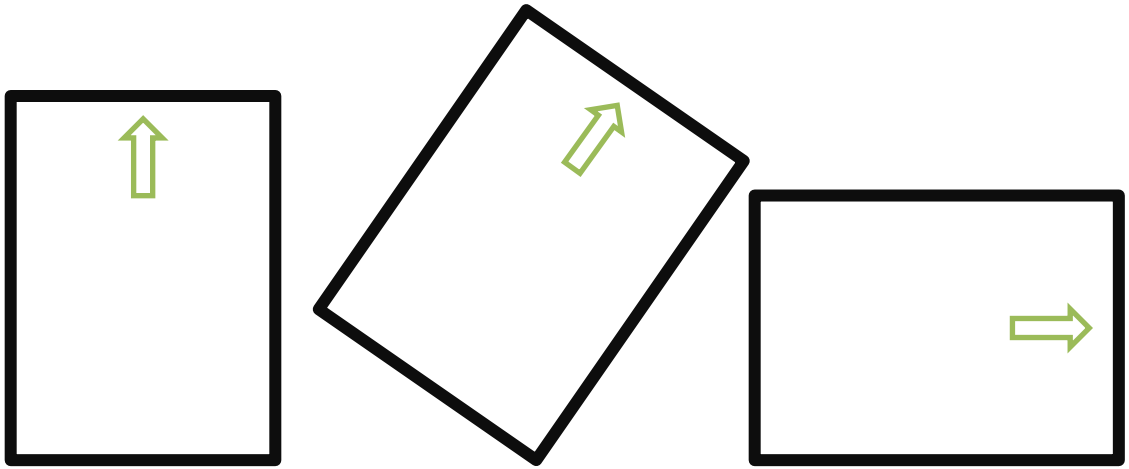


Design: Uwe Loesch, Mettmann, Germany



Orientations

It involves the direction in which elements in the design are placed relative to a reference point, such as horizontal, vertical, diagonal, or a combination of these orientations.

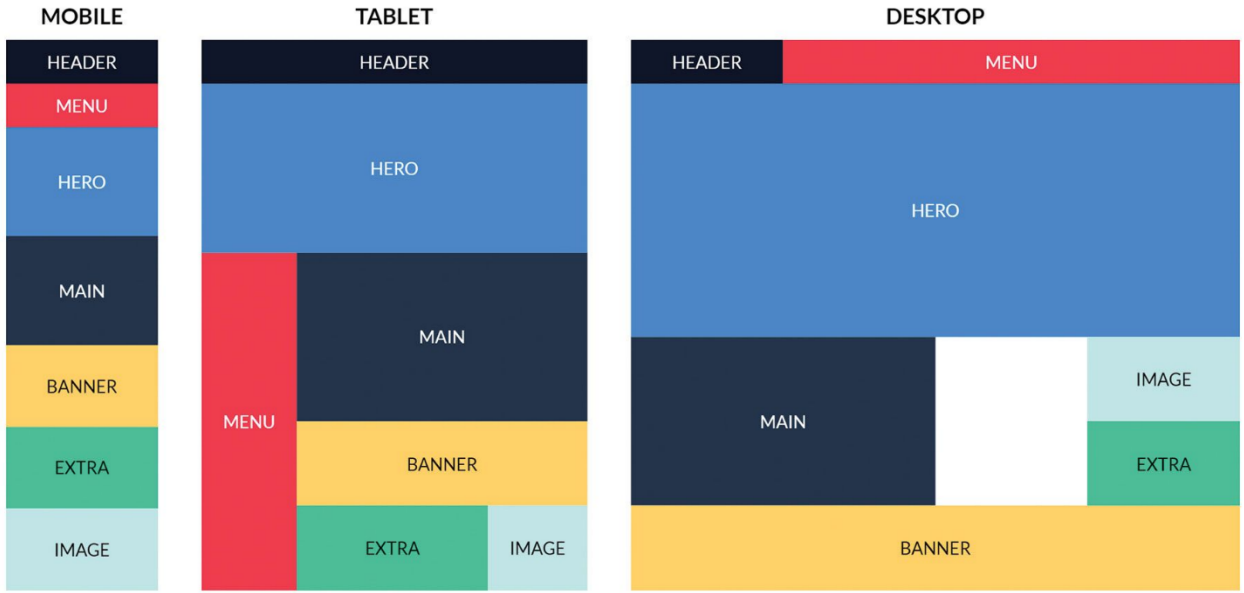


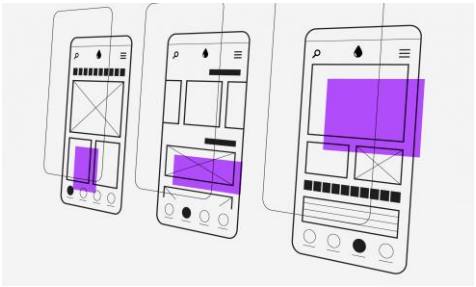
Texture

Texture in digital design is seldom useful for conveying differences or calling attention, since it requires a lot of attention to distinguish. Texture also takes a fair number of pixels to convey.

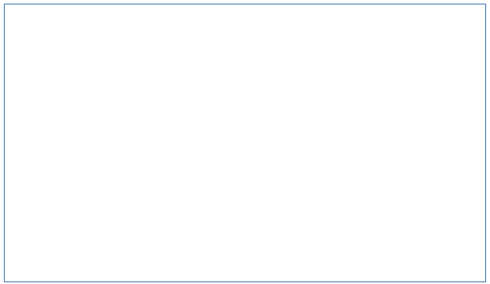
Position

Refers to the deliberate arrangement and placement of elements within a composition or layout.



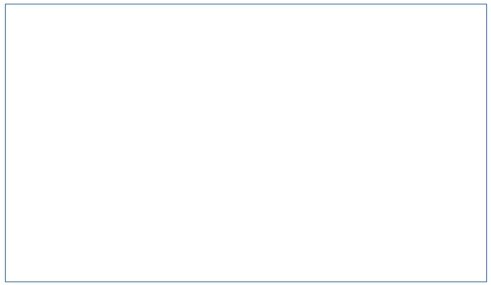


Principles of Visual Interface Design



Visual interfaces should:

- Use visual properties to group elements and create a clear hierarchy
- Provide visual structure and flow at each level of organization
- Use cohesive, consistent, and contextually appropriate imagery
- Integrate style and function comprehensively and purposefully
- Avoid visual noise and clutter



Hierarchy

HEADING

SUBHEADER

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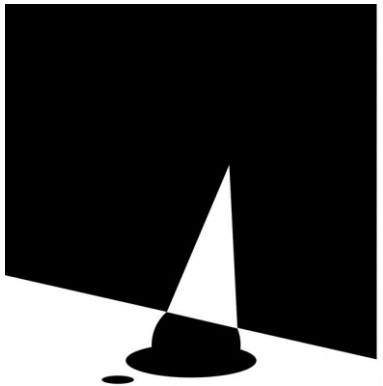
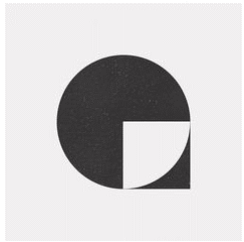
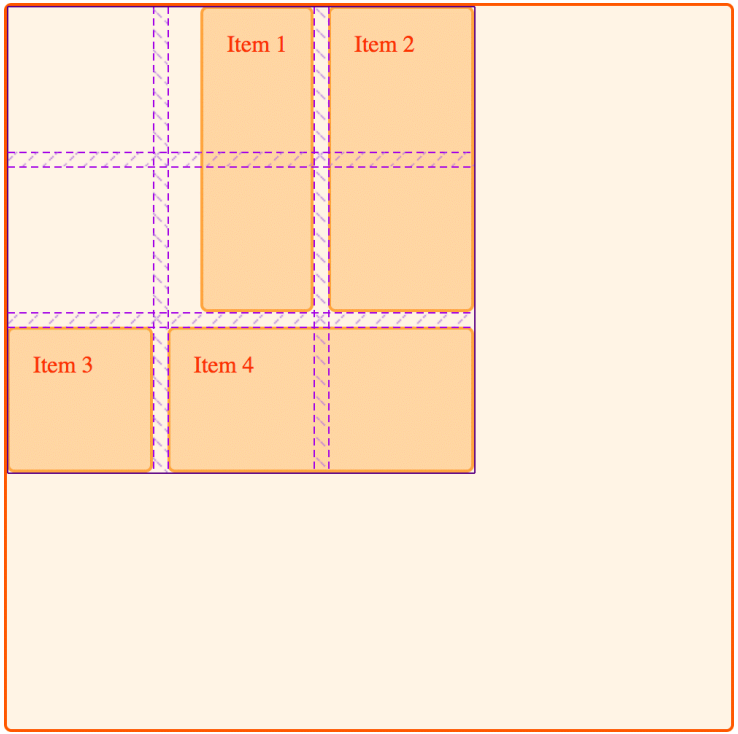
Establishing Relationships

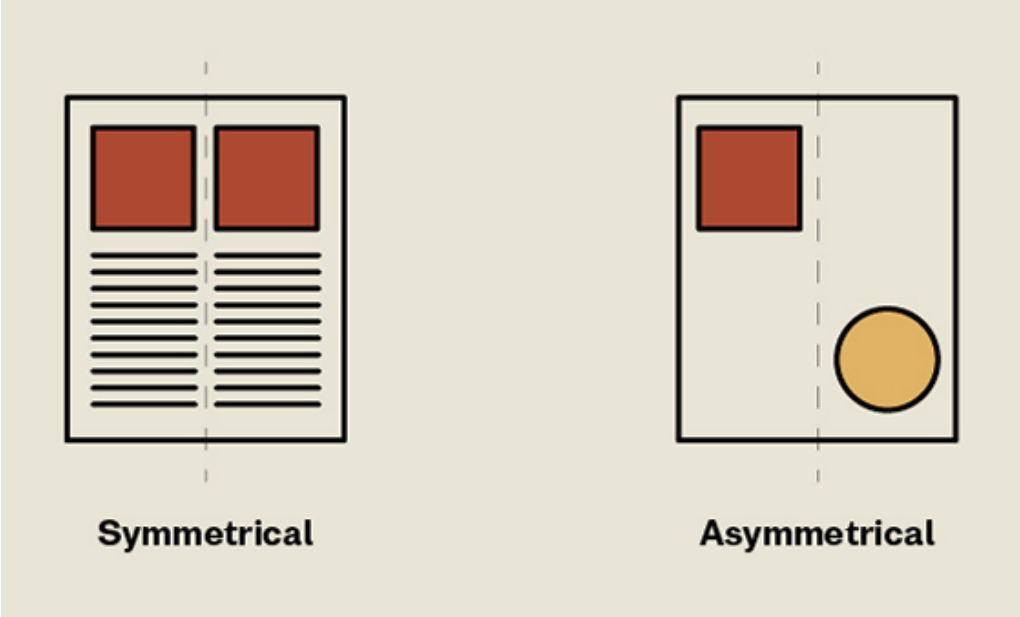


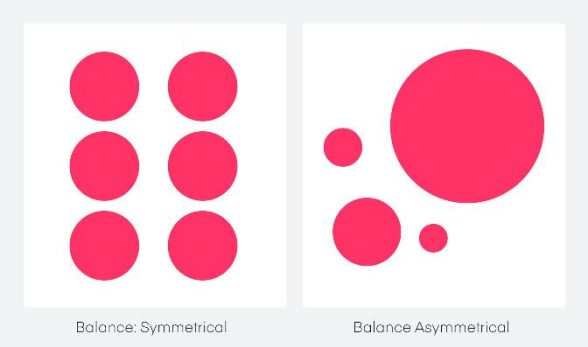


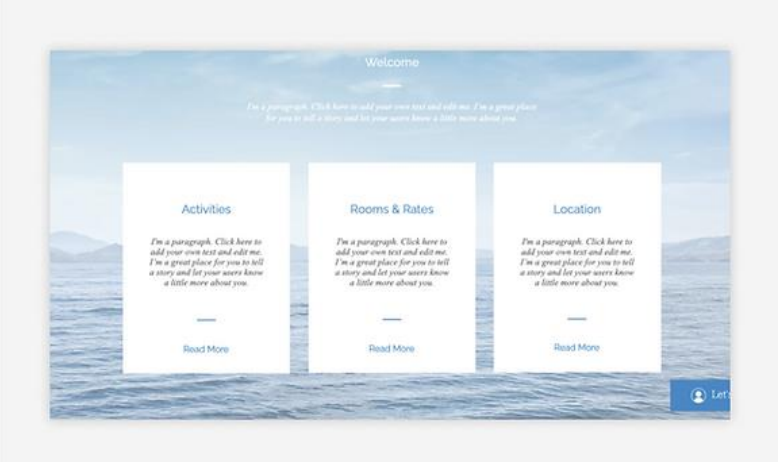
Alignment and the grid



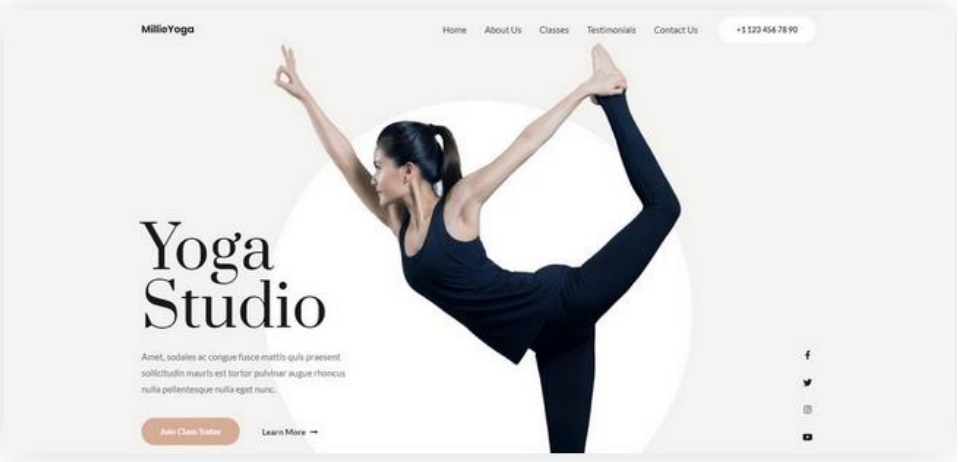
Symmetrical and Asymmetrical Balance







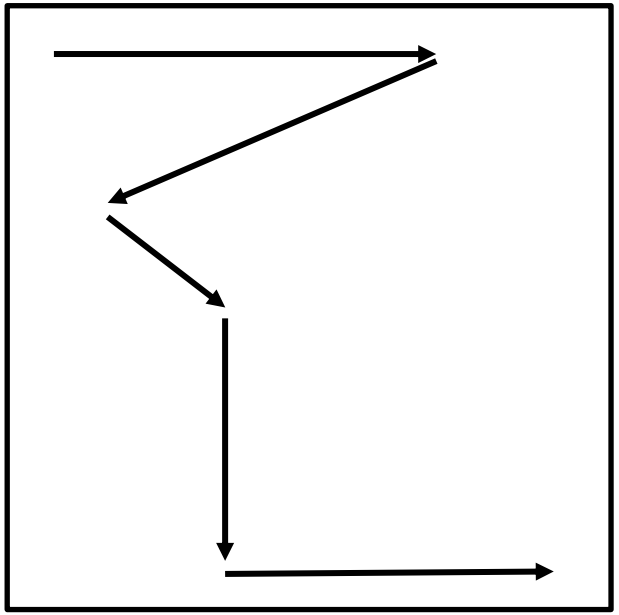
Source: https://www.wix.com/blog/2022/10/asymmetrical-balance/



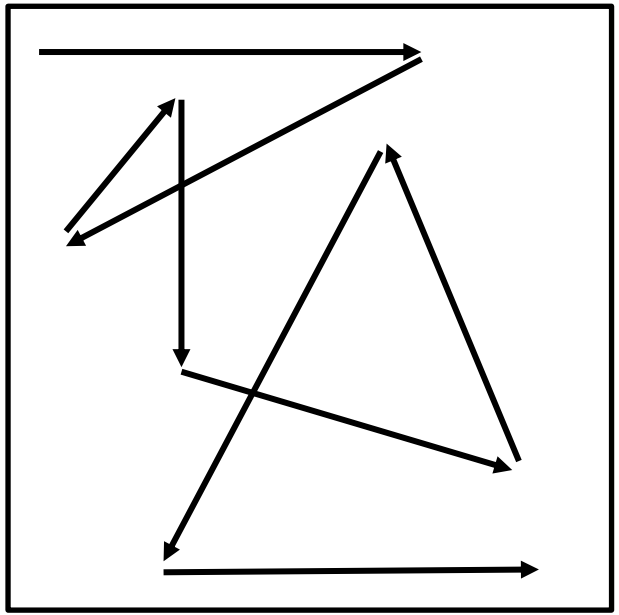
Source: https://wpastra.com/resources/yoga-websites/

Creating Logical Path

Clean and good flow



Bad flow



Eye tracking by Nielsen Norman Group

Thank You