

User Interface High-Fidelity Design

User Interface

User Interface (UI) refers to space and method created as the junction between a user and a product.

UI Visual Design

UI High-Fidelity Visual Design is the process of turning the basics into a polished, market-ready product, establishing the use of every pixel in the screen's real estate, and adding style with intention.

UI Elements

The individual parts that make up the interface--
Structural Containers, Controls, and Components

Semantics

The meaning assigned to a word or other language form

Visual Hierarchy

The order of importance given to interface elements created by their visual treatment, and which influence to what a user gives his attention

Convention

In the western world, we read from left to right,
from top to bottom.

Scanning

User tend to scan a view to get an idea of what it includes before examining in detail. The two usual scanning patterns are the F-Pattern and the Z-Pattern.

Size

Larger elements draw attention over smaller elements

(Fitt's Law)

Color & Contrast

Strong colors with more contrast draw attention over subtler colors with less contrast.

Void / White Space

Empty space facilitates movement of the eye

Alignment

Axes facilitates movement of the eye

Visual Hierarchy

Visual Cue

A design element used to indicate a state

Touch Zones

Make interactive elements big enough so
the finger can select it easily

Color Palettes

Complementation

The perceived relationship between colors
with a preference for “balance”

Hue

A pure color on the color wheel

Saturation

Intensity or vividness of a color

Value

How dark or light a color is

Tint

Mixture of a color with white

Shade

Mixture of a color with black

Tone

Mixture of a color with gray

Cool Colors

Shades of Blue

Warm Colors

Opposite of cool colors
Shades of reds, yellows, oranges

Neutral Colors

Black, White, Grays
Shades, Tints or Tones with low saturation

Appropriate Use of Color

Brand Identity

Brand Essence

A phrase that communicates how the user feels about the core value and benefits of the brand

Style vs. Experience

MAYA

“Most Advanced, Yet Acceptable”
Mid-century industrial design pioneer
Raymond Loewy (1893-1986)

Selecting Typeface

Successful Pairing of Families

Font Pairing

opposites create balance

Concordance

shared traits

Contrast

created through the traits that are different

Software Tools

“If you steal from one author, it’s plagiarism; if you steal from many, it’s research.”

*Wilson Mizner, Playwright
(The Deep Purple)*

Look at other apps

Pitching your Design

Include a summary which
explains key design decisions
and why they make
the design strong

Use a Polished Format

Make it Easy to Follow

Practice Exercise

Research different approaches to presentation documents.

Create a simple design with an effective Visual Hierarchy.

Write a design pitch summary.

Create a practice presentation document.