

UI Design Principles + Principles of Organization in Design

Claudia Jacques de Moraes Cardoso



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UI Design Principles

- **Structure**
- **Simplicity**
- **Visibility**
- **Feedback**
- **Tolerance**
- **Reuse**



UI Design Principles

■ Structure

Concerned with user interface architecture.

- One page
- No navigation
- Scroll down
- Information is clearly structured
- Neos – HTML Template



Dan Johnson Available now
Web-developer

I'm a full time web and digital designer for the awesome team at Google company. During my free time, I work on multiple side projects where I use a combination of my design.

📍 Location US, Portland, OR 📞 Phone (541) 754-3010 🌐 Web yourwebsite.com ✉ Email hi@example.com

Intro
About Me

From a young age, I had an interest in all aspects of design. In fact, for most of my childhood I wanted to be an architect as well as an interior designer. Then, at the age of 15, I discovered the world of web design & development. Everything changed.

Now, almost 8 years later, I work full time for the awesome team at Google. They kindly took me under their wing just over a year ago and I plan to stay there for the foreseeable future.

Portfolio
My works



#Mockups

Realistic Business Cards MockUp
Here's a new b-cards mock-up with several business cards...



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Price
Price table

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UI Design Principles

- **Simplicity**

Common tasks are easy to interact.

Interface communication is clear and simple.

- Swipe right (like) or left (pass)
- Like + Like = Match
- Only matched can message
- Information is clearly structured and contained.
- Few images + text
- Minimal design
- Tinder



Swipe Match Chat

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OR DOWNLOAD THE APP



UI Design Principles

■ Visibility

Design is not overwhelming or distracting but offer all needed options and materials for a given task without distracting the user with extraneous or redundant information.

- Navigation and catchy elements are above the fold.
- Scroll down
- Information is clearly structured
- Minimal design
- Kelly – HTML Template



KELLY

Home
Branding
Design
Identity
Furniture
Blog
Contact

Be @ f 3 Q
Kelly @ 2018. Design by
Kelly



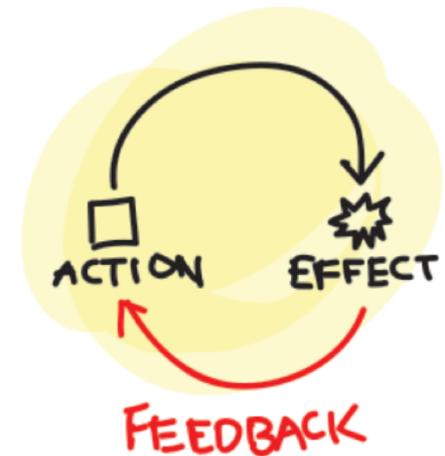
UI Design Principles

■ Feedback

Design inform users about the actions taken, changes of state or condition, and errors or exceptions that are relevant and of interest to the user through clear, concise, and unambiguous language familiar to users.

- Action is clearly presented.
- Conditions of change are introduced through actions or language/icon.
- Feedback loop is immediated.
- Tinder, Instagram, Pinterest, Facebook

- 01 A person takes an action,
- 02 The action has one or more effects,
- 03 The important effects of this action are presented back to the person,
- 04 This loop is repeated regularly.

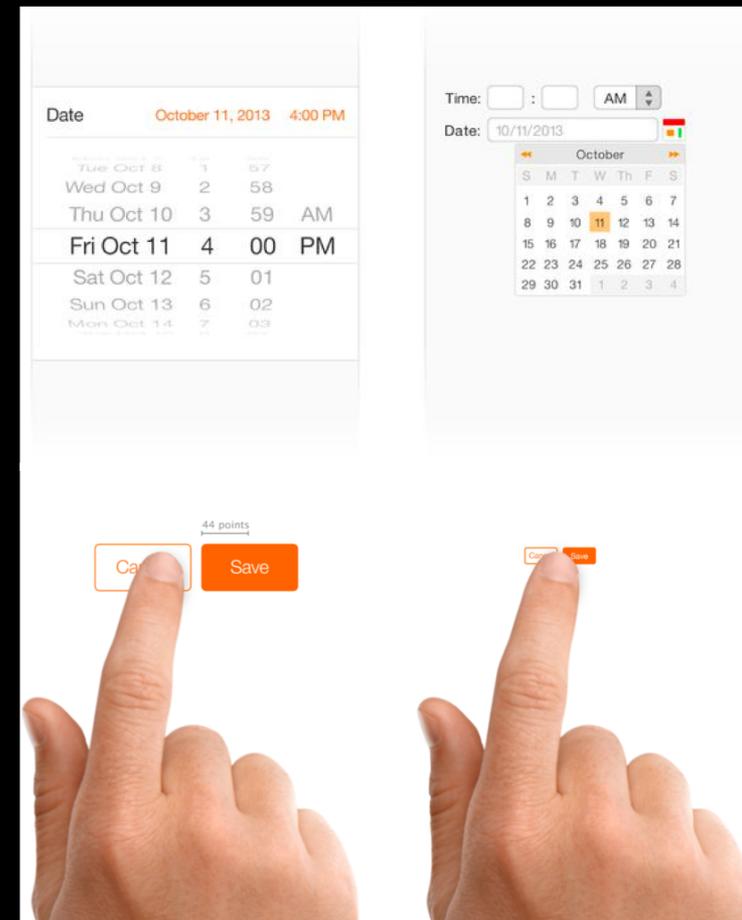
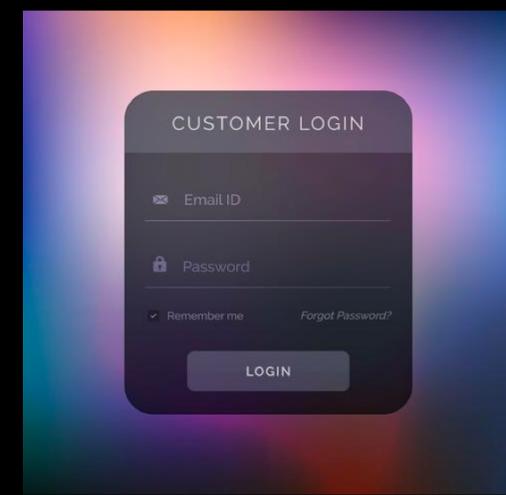


UI Design Principles

▪ Tolerance

Design is flexible and tolerant, reducing mistakes and misuse by allowing undoing and redoing, while also preventing errors wherever possible by tolerating varied inputs and sequences and by interpreting all reasonable actions.

- Size, organization, feedbacks, coding, are tolerant to human mistakes.
- A wrong password doesn't clear the username as well.
- Paypal

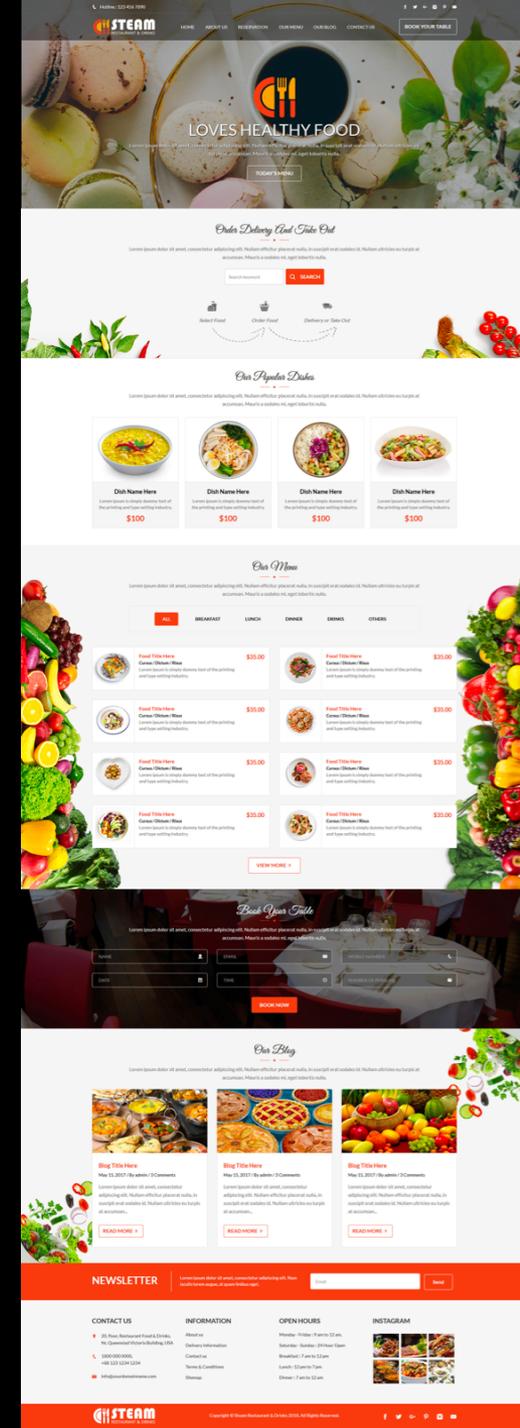


UI Design Principles

■ Reuse

Design reuse internal and external components and behaviors, maintaining consistency with purpose rather than merely arbitrary consistency, thus reducing the need for users to rethink and remember.

- Similar behaviors and designs.
- Colors are used throughout the site to communicate linked elements.
- Steam – HTML template



UI Design Principles

- Structure
- Simplicity
- Visibility
- Feedback
- Tolerance
- Reuse

Wildlife



Composition in 2D Design

- **Composition** in 2D Design is the overall arrangement and organization of formal elements on the two-dimensional surface.
- Line, shape, space, value, texture, color and type are the elements of design that make up a two-dimensional composition.
- A good composition utilizes these elements of design and follow the principles of organization to create a visually interesting and unified whole.

Why?

- **Communication**
- Create Order out of Chaos
- Aesthetic

Structure of Art in 2D Design

- Components of Art - Analyzed by the Degrees of Representation
 - Subject Matter
 - Content
 - Context
 - Form
 - Elements of Design
 - Line
 - Shape & Space
 - Value
 - Texture
 - Color
 - (Type)
 - Principles of Organization
 - Balance
 - Emphasis & Focal Point
 - Rhythm
 - Scale & Proportion
 - Unity

Principles of Organization

Unity

Principle of Organization Unity

Unity creates an integrated image in which all the elements are working together to support the design as a whole.

A **unified design** is greater than the sum of its parts; the design is seen as a whole first, before the individual elements are noticed.

Unity can be compared to harmony, integrity or wholeness.

Principles of Organization Unity

Unity is based on the **Gestalt theory of visual perception**, which states that the eye of the viewer seeks a gestalt or unified whole.

This means that the viewer is actually looking for a connection between the elements, for some sort of organization, for **unity** in the design.

Unity & Gestalt



- **Psychology** term which means "shape" or "form".
- Theory of **visual perception** developed by German psychologists Max Wertheimer, Kurt Koffka and Wolfgang Kohler in the 1920s.
- Describe how people tend to organize visual elements into **groups** or *unified wholes* under certain principles or laws

Unity & Gestalt

A **gestalt** is created because the mind simplifies and organizes information. It does this by grouping elements together to create new wholes.

Understanding how the mind groups elements helps us understand how **unity** can be achieved.

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Type Hotel Name here...

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1 Person

27 Feb check in

27 Feb check out

Time

Time

 FIND HOTEL

WHY CHOOSE US



ADVENTURE



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Unity

CRAP in Unity

- Continuation
- Repetition
- Alignment
- Proximity

The screenshot shows the Nike website's product page for men's running shoes. The layout is clean and organized, demonstrating several design principles:

- Continuation:** The navigation menu at the top (MEN, WOMEN, BOYS, GIRLS, CUSTOMIZE) and the search bar are visually connected to the rest of the page's header.
- Repetition:** The grid of shoe images is a key element, with each shoe card following a consistent format: image, color count, model name, and price.
- Alignment:** The product cards are aligned to a common baseline and margin, creating a sense of order and balance.
- Proximity:** The filters on the left are grouped into sections (SHOE TYPE, SURFACE, NIKEiD, BEST FOR, COLLECTIONS) with clear visual separation between them.

Filters:

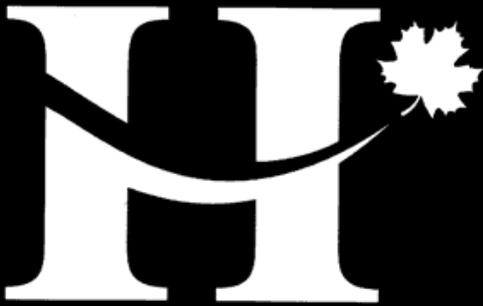
- SHOE TYPE:** Cleats & Spikes
- SURFACE:** Road, Track, Trail
- NIKEiD:** Full Customization, Personalization (Text Only)
- BEST FOR:** Barefoot-like ride, Neutral Ride, Stability, [+ More](#)
- COLLECTIONS:** Nike Zoom, Nike Air Max

Product Grid:

Image	Color Count	Model Name	Price
	6 Colors	Nike Flyknit Racer Unisex Running Shoe (Men's Sizing)	\$150
	8 Colors	Nike LunarTempo 2 Men's Running Shoe	\$100
	CUSTOMIZE IT	Nike LunarTempo 2 iD Men's Running Shoe	\$150
	6 Colors	Nike Flyknit Air Max Men's Running Shoe	\$225
	2 Colors	Nike Air Max 2016 Print Men's Running Shoe	\$200
	2 Colors	Nike Air Zoom Pegasus 32 Solstice Men's Running Shoe	\$125
	3 Colors	Nike Free RN Distance Men's Running Shoe	\$120
	8 Colors	Nike Air Max 2016 Men's Running Shoe	\$190

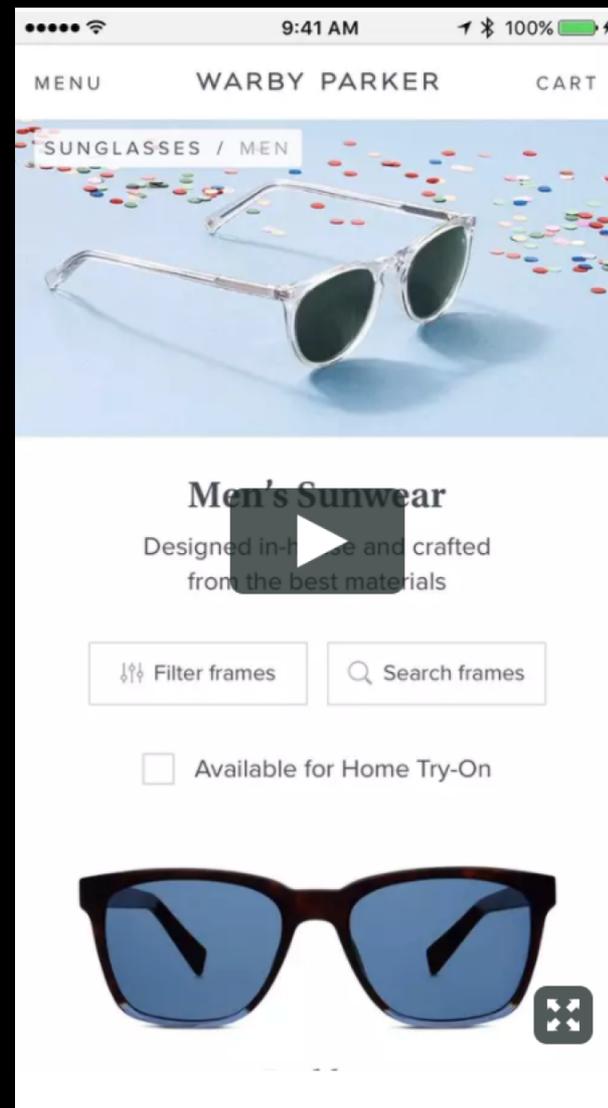
CRAP-U

Continuation means that something (a line, an edge, a curve, a direction) continues from one element to another.

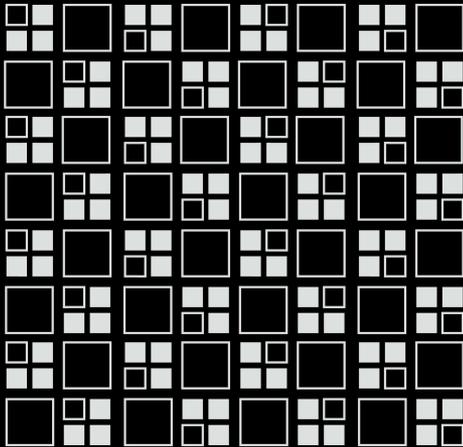


The viewer's eye will follow the continuing line or edge smoothly from one element to other and the mind will group the elements because of this connection. Implied lines are one example of continuation.

Continuation



CRAP-U



Repetition is based on grouping by similarity; elements that are similar visually are perceived to be related.

Any element can be repeated - line, shape, color, value or texture - as well other things such as direction, angle or size.

Repetition helps unify a design by creating similar elements and is one of the most effective ways to unify a design.

Repetition

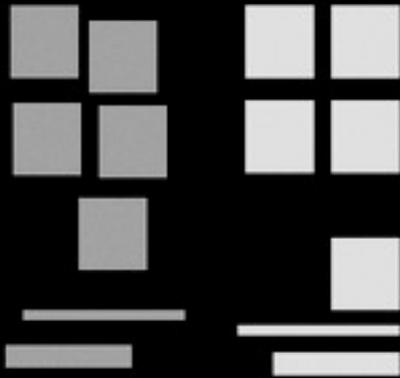


A higher plain



CRAP-U

Alignment consists of arranging elements so that their edges are lined up.



The common alignment allows the eye to group those elements together.

A grid is often used to create unity through alignment, not just in a single design but also between related designs (the pages of a magazine or book, for example).

Alignment



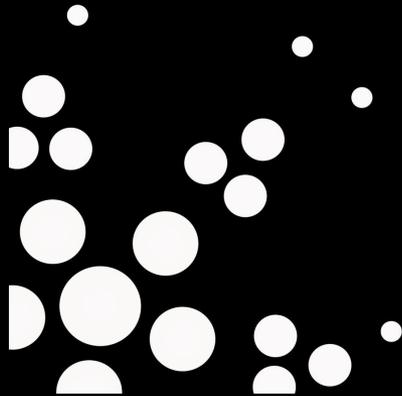
Paprika

Projects Studio Contact

fr



CRAP-U



Proximity, is based on grouping by closeness; the closer elements are to each other, the more likely we will see them as a group.

Proximity is one of the easiest ways to achieve unity.

Proximity

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fr

PAPRIKA



When Unity is Achieved . . .

Visibility is also attained since nothing is competing for attention in the composition.

Simplifies the interface and helps the message be easily understandable.

The artwork looks complete and organized.

Visually addresses the organized Structure.

Repetition addresses Reuse.

Emphasis & Focal Point

A **Focal Point** is the location in a composition that attracts the viewer's attention and may repeatedly draw attention back to itself.

A **Focal Point** is where the artist has **deliberately** placed **emphasis** within their composition.



Creating a Point of Emphasis/Focal Point

CI-CUP

- Contrast
- Isolation
- Convergence
- Unusual
- Placement





Contrast

Use of contrast.

It refers to difference.

Any specific type of difference in the composition can result in that element becoming a focal point.

Difference or contrast can be achieved by changing the characteristics of the Elements of Design: **line, shape, value texture, color** and Principles of Organization such as movement, direction, etc...

Contrast

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[WRITING](#)

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ANDREA
MANN

writer &
jazz vocalist





Isolation

Isolate an element from others.

Whenever one shape or element is separated from a group or area, it becomes isolated and in turn, becomes a focal point.

Isolation

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We are Green Chameleon, a Bristol based design agency. Forget the usual agency clichés, we're a straight-talking team, passionate about delivering marketing-led design solutions to clients all over the globe. This site is a simple holding page to keep everyone up to date as we work on our full website, launching in early 2015.

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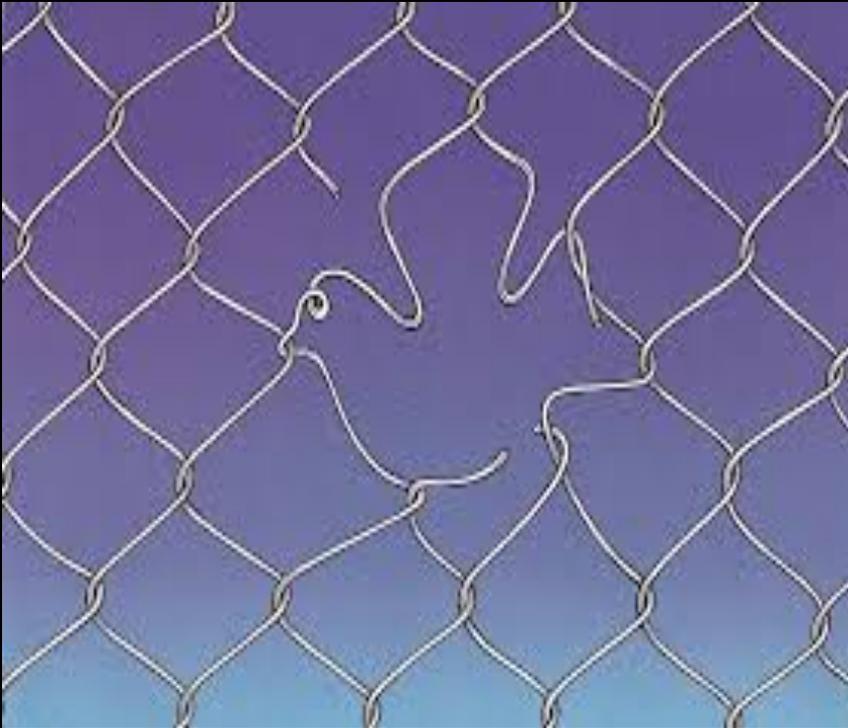
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Convergence

Use implied lines to direct a viewer's eye to an object or element.

This technique is known as "convergence".



The Unusual

Introduce an object or element that is unusual to the composition.

This element stands out and gets the viewer's attention.

Unusual

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NEWSLETTER



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”

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Placement

Objects that are placed in the center of the picture plane or near center, will become a focal point.

Most of the time, a non-centered focal point is preferred.

By placing an object or element just off center, you can make a focal point through placement without affecting the aesthetics of the artwork.

See [Rule of Thirds!](#)

Placement

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Review

UI Design Principles

- **Structure**
- **Simplicity**
- **Visibility**
- **Feedback**
- **Tolerance**
- **Reuse**

Review

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 - Balance
 - Emphasis & Focal Point | CI-CUP
contrast, isolation, convergence, unique, placement
 - Rhythm
 - Scale & Proportion
 - Unity | CRAP
continuation, repetition, alignment, proximity