Visual Design

Name a site
that’s beautiful

Ugly?

What is visual design?

What do you think is included in visual design?

- Shapes are self-contained areas. To define the area, the graphic artist uses lines, differences in value, color, and/or texture. Every object is composed of shapes.

- Lines connect two points and can be used to help define shapes, make divisions, and create textures. All lines, if they’re straight, have a length, width, and direction.

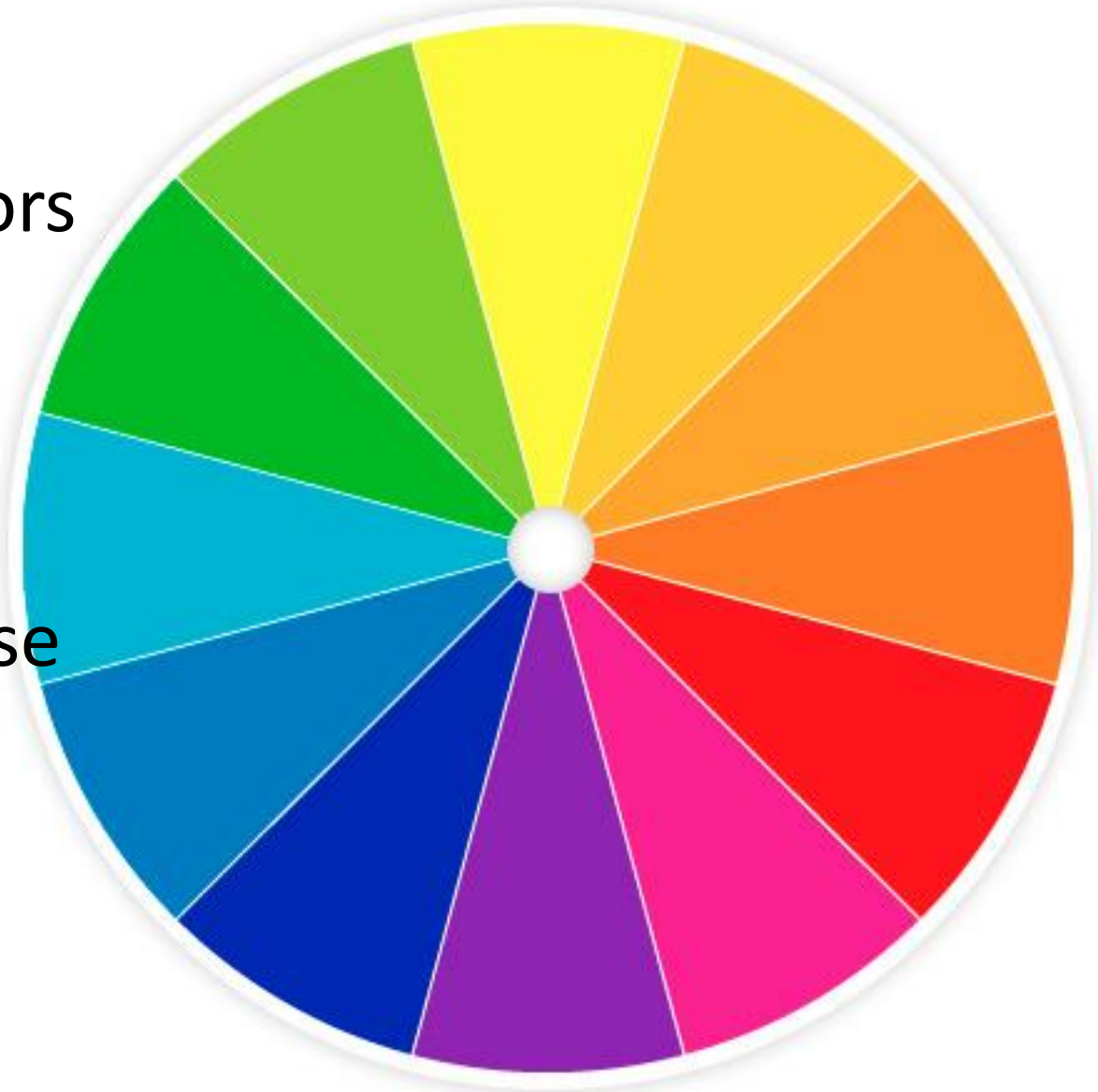
Lets talk Color

Think about contrasting colors for background

And text.

Don’t hurt the user with intense colors.

Convey mood with color.



Buttons

Text or Icon?

Typography refers to which fonts are chosen, their size, alignment, color, and spacing.

Don’t let visual overtake design and functionality!!!!!!

Contrast
stopbullying.gov
Shape
WHAT IS BULLYING
CYBER BULLYING
WHO IS AT RISK
PREVENT BULLYING
RESPOND TO BULLYING
GET HELP NOW
Hierarchy
FEATURES
Know the Facts
Prevent Cyberbullying
Be More Than a Bystander
Mental Health
Line
Prevent Cyberbullying
Parents and kids both play a role in preventing cyberbullying.
Learn more >
Dominance
WHAT YOU CAN DO
Parents
Educators
Community
Teens
Kids
Texture
White Space
UPDATES
Research Brief: Childhood Bullying Linked to Adult Psychiatric Disorders
Bullying, Violence, and Gangs
Sign up for Site Updates
Join us on Twitter
STATE POLICIES & LAWS
Scale

Does anyone know what the name is of the design style Apple currently uses on the latest iOS?

Flat…

For extra points, what was the old design called?

Skeuomorphic