

VISUAL DESIGN

basics

HCI course 2013 / 2014
University of Trento



DESIGN FRAMES



ANDROID



[Official guide](#)

[Smashing Magazine guide](#)

Juhani Lethimaki, [Smashing Android UI](#) book

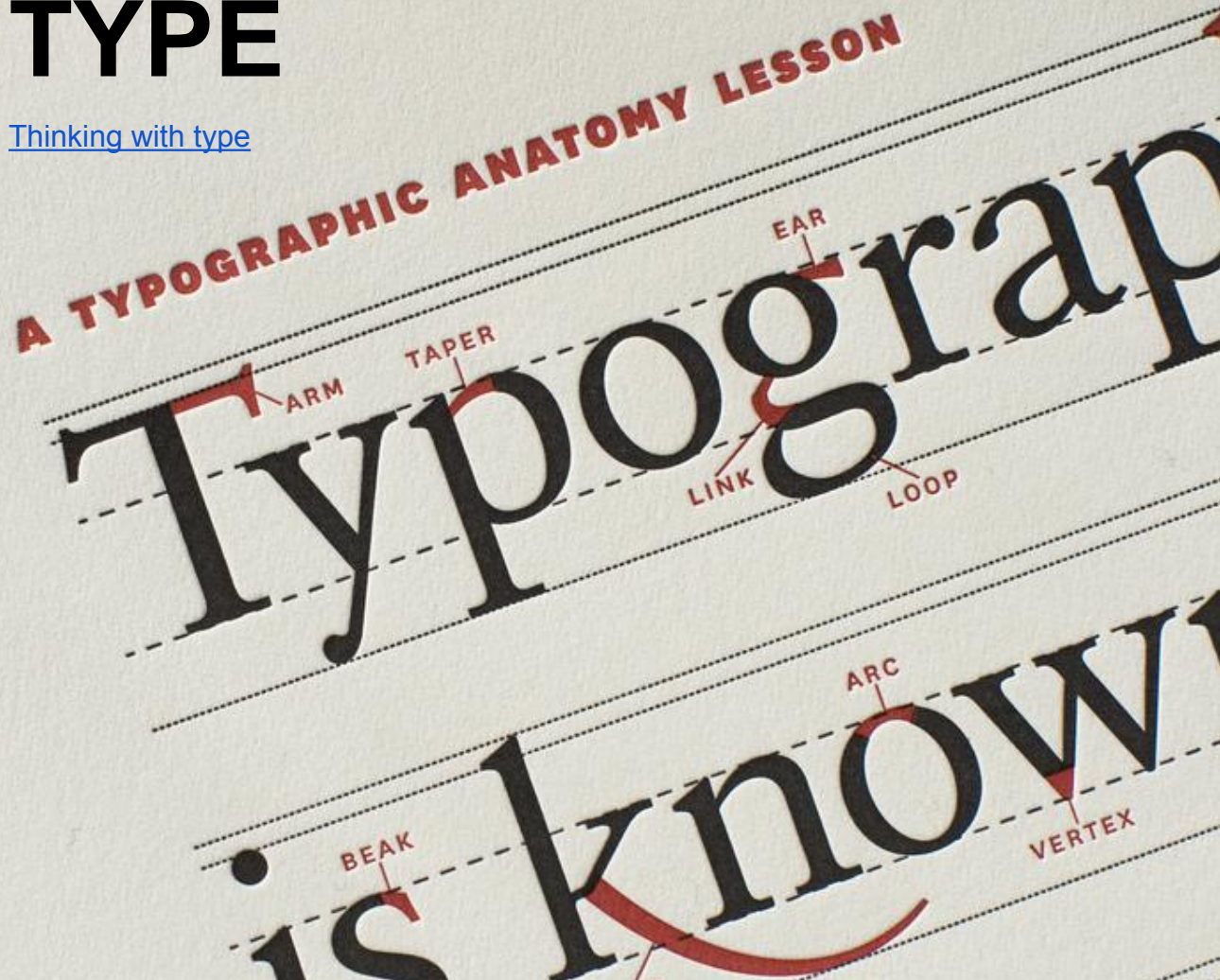


VISUAL ELEMENTS



TYPE

[Thinking with type](#)



- Roboto Thin & *Thin Oblique*
- Roboto Light & *Light Oblique*
- Roboto Regular & *Oblique*
- Roboto Medium & *Medium Oblique***
- Roboto Bold & *Bold Oblique***
- Roboto Black & *Black Oblique***
- Roboto Condensed Light & *Condensed Light Oblique*
- Roboto Condensed & *Condensed Oblique*
- Roboto Condensed Bold & *Condensed Bold Oblique***

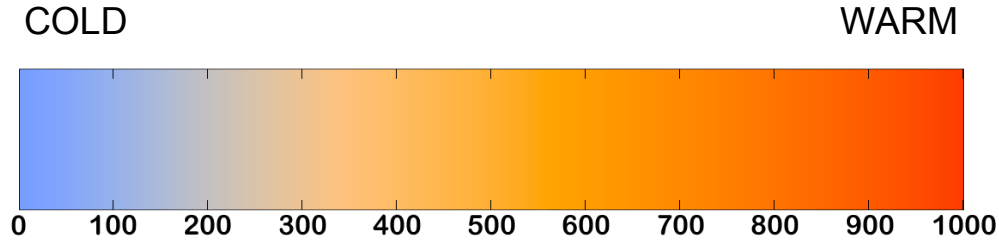
[Roboto](#) Android typeface:

Johnston typeface



COLOUR

Wise use of colours can influence positively you design. It is useful to define a colour palette to use throughout your design: it will help navigation and help recalling a comfortable environment for what you design wants to provide.



[colour blind check](#)

reference: [Design Elements, Color Fundamentals](#) By Aaris Sherin

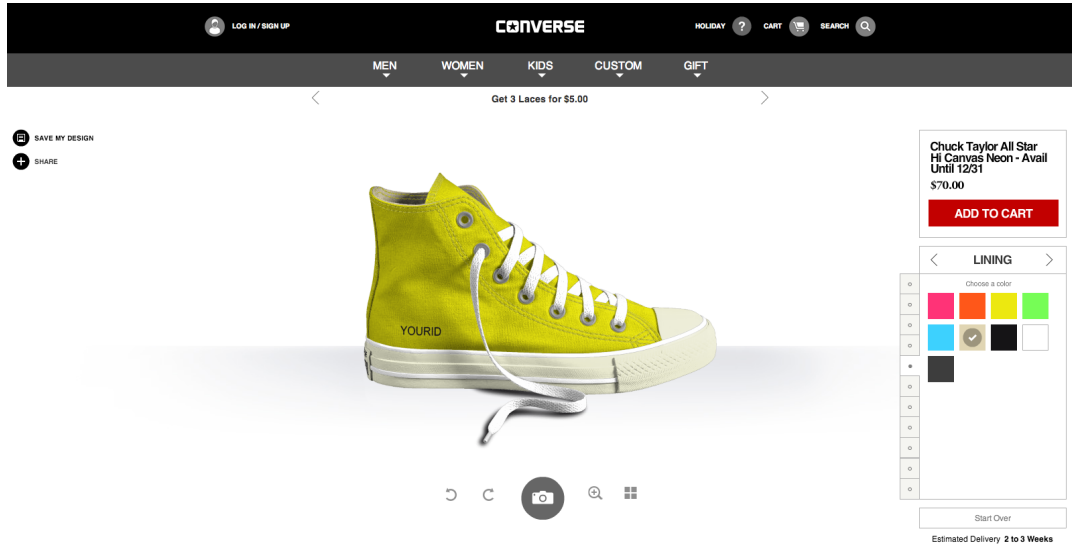


[Katrina Alana](#) on Flickr

[color trends](#)

IMAGERY

define them (photos? illustrations? icons? charts?) and their impact in the composition (do they suggest meaning?)



[Icons in Android](#)

CASE STUDY: GOOGLE ICONS



[Google Drive icons](#)

[Google Drive icons emulation](#)



[Google Analytics logo](#)

[Google doc icon](#)

A BALANCED COMPOSITION

“More decorative typefaces can be attractive but might be more difficult to read, causing the reader to move on to simpler letterforms and words in the layout. Choosing typeface will inevitably affect the visual hierarchy but not necessarily in a straightforward way; all of the visual implications of a typeface need to be considered.”

[Reference](#)

Little Miracles

HOME
GREEN TEA
BLACK TEA
WHITE TEA
ABOUT US
CONTACT US
FIND US

f
LIKE US ON FACEBOOK

Little Miracles
ORGANIC ENERGY
WHITE TEA
GINSENG
CHERRY
AÇAI

WHITE TEA
Although white tea practically has been known in the Far East since the Ming Dynasty, the tea is relatively new to many people. Green, Black and White tea all derives from the same plant. The buds selected for the white tea are however harvested at a far more immature stage. After the harvest, the buds chosen for white tea are gently processed in order to prevent oxidation or further fermentation, the purpose of this light processing is in order to retain the delicate taste and natural benefits.

**WHITE TEA
GINSENG
CHERRY
AÇAI**

GINSENG

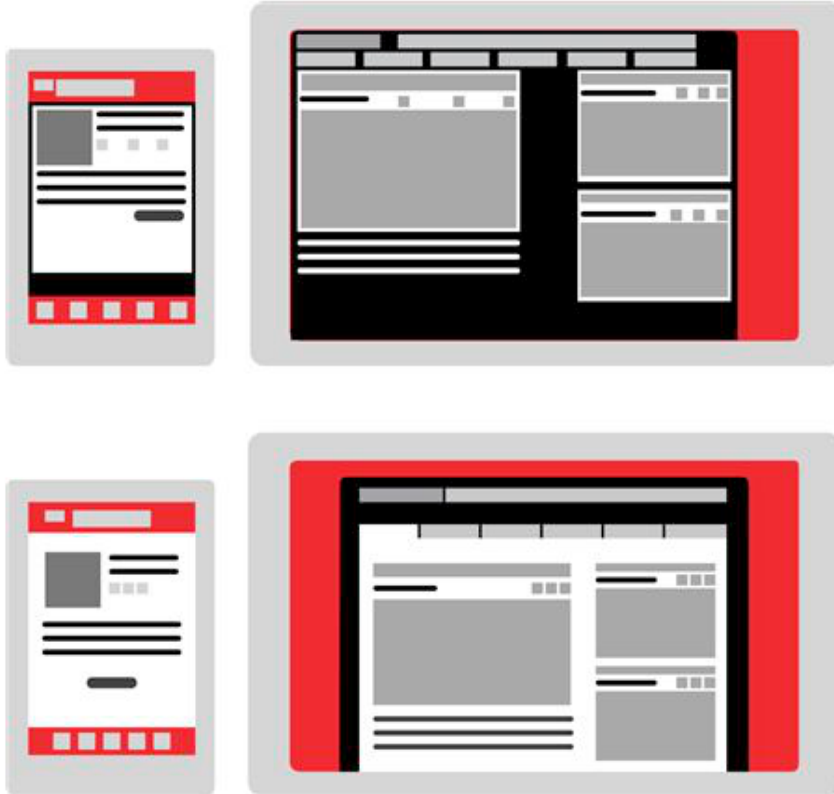
CHERRY

AÇAI BERRIES

f Like 14k

DESIGN LAYOUT

use white space in order to improve legibility, give breadth to your design elements,



[Space management in Android](#)

Now
trending:
flat style

Can you pick out a
brand just by their
button design?



INSPIRING YOURSELF

Android niceties

A collection of screenshots encompassing some of the most beautiful looking Android apps.

Aiming to provide inspiration and insight into Android UI conventions.

Feel free to tweet or email a suggestion.

Want to comment on a post? Join the discussion on G+.

By @stfup

Choose your image size:

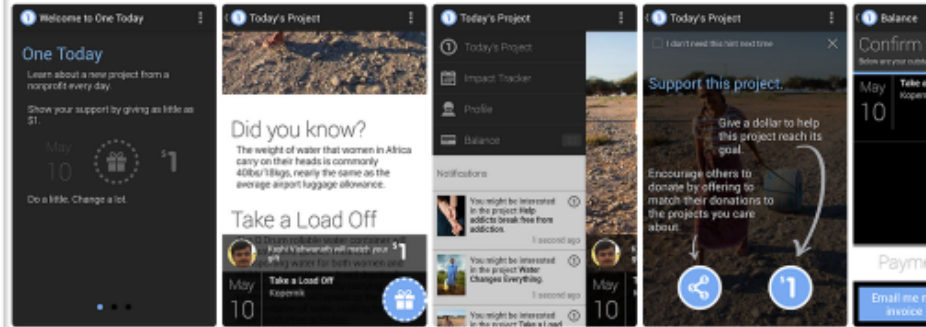
S · M · L · XL

3,171 2.4k 18k

Tweet Like +1

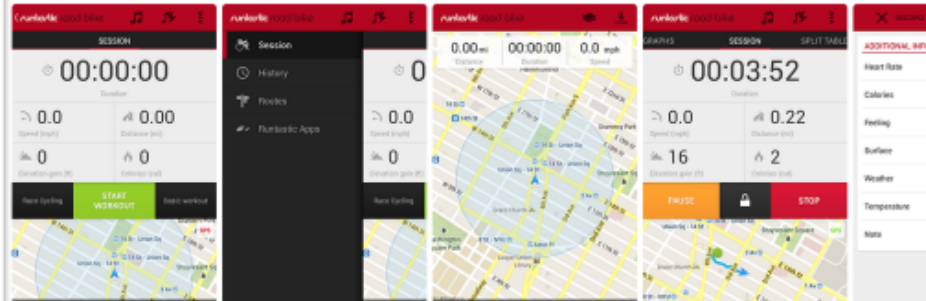
Photohost by Sean Zhu
Powered by Tumblr

One Today by Google | Google Play link



Link to photoset 14 notes • 0:46 Saturday May 11, 2013 #One Today by Google #Android #android apps #ifstyle #nonprofits

Runtastic Road Bike PRO | Google Play link



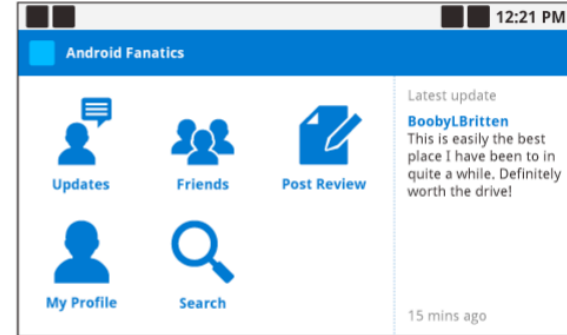
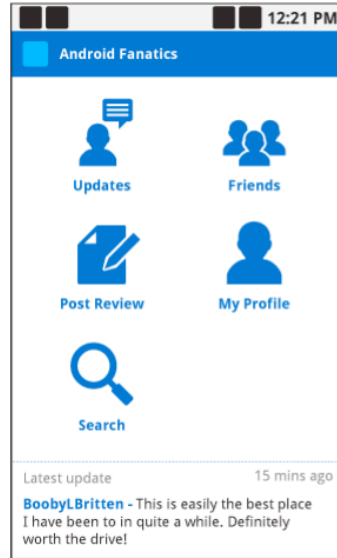
[Android niceties](#)

other: pinterest UI boards, Google groups, Behance, sample screenshots on Google Play

PATTERNS

[2010 Google I/O conference - pitch about Android UI design patterns](#)

Dashboard Examples



GOOGLE VISUAL IDENTITY

<http://www.behance.net/gallery/Google-Visual-Assets-Guidelines-Part-1/9028077>

<http://www.behance.net/gallery/Google-Visual-Assets-Guidelines-Part-2/9084309>

(collaborative work about Google corporate ID)

more:

<http://www.behance.net/rogeroddone>

(senior creative at Google)

RESOURCES

pre-filled Photoshop/GIMP resource with Android graphic elements:

<http://androiduiux.com/2013/10/04/android-ui-design-kit-for-photoshop-and-gimp-4-3-free-download/>

you can also download other files from android website:

<http://developer.android.com/design/downloads/index.html>

OTHER REFERENCES

Visual usability: principles and practices for designing digital applications

Tania Schlatter, Deborah Levinson, 2013:

<http://visualusabilitybook.com/>