

I. PROPORTION // The relationship of distances, sizes, amounts, degrees, or parts in relation to each other.

A. Works on any or all of four levels

1. Within one part e.g. length and width 2. Among parts e.g. area of one part to area of adjoining one 3. Part to whole 4. Whole to the environment

What makes proportion beautiful or ugly?

B. Though most guidelines are based on mathematical formulas, strict adherence to formula could be boring.

1. A design should have enough variety for interest but not overwhelming 2. A proportion of $\frac{1}{2}$ is the least interesting for most observers 3. Extreme relationships force one area into dominance and can be boring 4. The golden mean or golden section ($\frac{2}{3}$ or $\frac{3}{5}$) is a proportion that “feels” comfortable and looks “right” This is the proportion used for many of the most famous buildings e.g. the Parthenon in Athens, Greece. Neither length nor width is overpowering. It is a proportion that invites repeated comparison, analysis, and reflection, holding the viewers attention. Rigidly sticking to a golden mean in design, however, would also be boring. Proportions must be appropriate to the function.

II. SCALE // Consistent relationship of sizes to each other and to the whole regardless of shapes compares only sizes not other qualities

A. Effects:

1. Visual

a. size of accent should take into consideration side of object on which it occurs. b. tiny accessories enlarge a large person but a very large accessory emphasizes size by repetition c. large accessories minimize a small person but a very large accessory emphasizes size as well d. pattern as filled space enlarges more than plain area e. large motifs overpower a small objects by contrast and emphasize or enlarge a large object or person by repetition f. the larger the motif the more it enlarges a figure

2. Psychological

a. large shapes are bold, aggressive, assertive, straightforward, and casual b. small shapes are fragile, delicate, and dainty

III. BALANCE // The feeling of evenly distributed weight, equilibrium, steadiness, repose, stability, rest.

A. There are four types of balance

1. horizontal balance is between the right and left sides

a. formal horizontal balance is symmetrical b. informal horizontal balance is asymmetrical

2. vertical balance is between the upper and lower portions of an object

a. prevents top heavy or bottom heavy appearance

3. radial balance integrates the whole around a center of gravity; think of it as a concentration of weight near center

B. Effects

1. A strong sense of balance will give a feeling of security and stability

a. Formal balance is stately, regal, dignified as well as obvious, passive, static b. Informal balance is casual, dynamic, complex, subtle but also capable of elegance, less rigid, lively, rhythmic, and conducive to creativity c. Radial balance provides control, stability, and authority d. Radial imbalance creates instability or a lack of discipline e. Imbalance creates disturbance (often difficult to pinpoint and analyze but is felt or sensed intuitively)

IV. HARMONY // Agreement in feeling, consistency in mood, pleasing combination of all parts relating

A. Culturally subjective

B. Time period subjective

V. UNITY // Sense of oneness, coherence, totality, quality of being whole and finished, sense of completeness; all parts add up to a whole

A. There can be harmony without unity

B. There cannot be unity without harmony

Visual Usability by Schlatter & Levinson, 2013 // 3 METAprinciples

<https://www.designprinciplesftw.com/collections/the-meta-principles-for-visual-usability>

Aplikuju ich v 5 oblastiach design issues, cim vznikla morfologicka tabulka 3*5, ponukajuca strukturovanie nasho premyslenia o rieseniach design equation

3:

Consistency. Consistency is about making things look and behave the same to take advantage of user familiarity and expectations. You achieve that by establishing patterns within your app and use them consistently to create visual language.

Hierarchy. Hierarchy is about indicating differences that help people know how the app works, what's important, and what to do. Use the Gestalt Principles to establish a visual hierarchy.

Personality. Just as people react to other people, people react to applications. First impressions happen automatically, consciously and unconsciously. Other impressions are the result of interactions over time. Personality refers to impressions formed based on appearance and behavior, a concept that applies to applications as well as people.

5:

• **Layout:** Have you positioned elements that perform the same function in the same place on every page?

• **Typography:** Do you treat similar elements the same way typographically?

• **Color:** Do you have a set of colors defined, and a system for applying color to emphasize and support your information hierarchy?

• **Imagery:** Do you use the same style of images to convey similar information?

• **Controls and affordances:** Do you use the same interface elements and design treatments to represent the same actions? Do you use the same motions for feedback and interactive controls?

Steve Krug's "Don't Make Me Think" // USABILITY alternative

<http://www.uxbooth.com/articles/10-usability-lessons-from-steve-krugs-dont-make-me-think/>

Many people in the usability community regard Steve Krug's book [Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition](#) as the laypersons usability bible.

1. Usability Means...

Usability means making sure something works well, and that a person of average ability or experience can use it for its intended purpose without getting hopelessly frustrated.

2. Web applications should explain themselves.

As far as humanly possible, when I look at a web page it should be self-evident. Obvious. Self-explanatory.

3. Don't Make Me Think

As a rule, people don't like to puzzle over how to do things. If people who build a site don't care enough to make things obvious it can erode confidence in the site and its publishers.

4. Don't waste my time

Much of our web use is motivated by the desire to save time. As a result, web users tend to act like sharks. They have to keep moving or they'll die.

5. Users still cling to their back buttons

There's not much of a penalty for guessing wrong. Unlike firefighting, the penalty for guessing wrong on a website is just a click or two of the back button. The back button is the most-used feature of web browsers.

6. We're creatures of habit

If we find something that works, we stick to it. Once we find something that works — no matter how badly — we tend not to look for a better way. We'll use a better way if we stumble across one, but we seldom look for one.

7. No Time for Small Talk

Happy talk is like small talk — content free, basically just a way to be sociable. But most Web users don't have time for small talk; they want to get right to the beef. You can — and should — eliminate as much happy talk as possible.

8. Don't lose search

Some people (search-dominant users), will almost always look for a search box as they enter a site. These may be the same people who look for the nearest clerk as soon as they enter a store.

9. We form mental site-maps

When we return to something on a Web site, instead of relying on a physical sense of where it is, we have to remember where it is in the conceptual hierarchy and retrace our steps.

10. Make it easy to go home

Having a home button in sight at all times offers reassurance that no matter how lost I may get, I can always start over, like pressing a Reset button or using a "Get out of Jail free" card.