Design Languages

SWE 432, Fall 2017

Design and Implementation of Software for the Web

Today

- What is a design language?
- Course evaluations.

- Next time: Final review

Design language

- Many, **many** choices about visual variables and syntax of composition
  - How do you ensure choices are made consistently across web app?
- Solution: design language
  - Describes how to express ideas and concepts in the interface
  - May be communicated through Human Interface Guideline documentation
  - (Example of consistency and standards)

Rows

Row

Row +
Optional subtitle   User Input

Long input row   Edit
This text is editable. It has a prompt
state and an edited state.

Longer label   2 labels   Short label   Solo label

99 Reviews   ★★★★☆

Listing details summary
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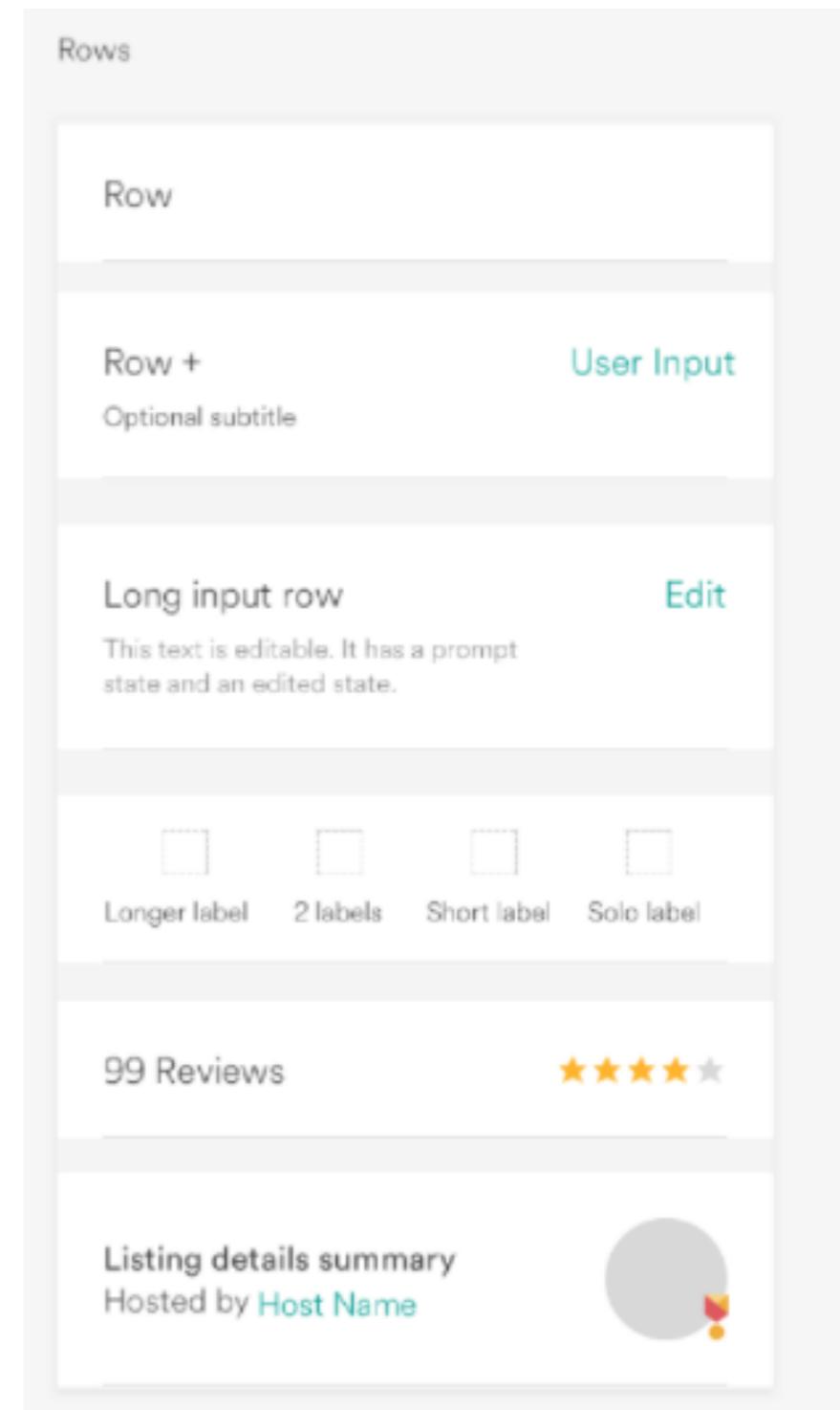
Example: Elements, Google 2004

Images   Groups   News   Froogle   mo

1 2 3 4 5 6 7 8 9 10

All sizes - Large - Medium - Small

Sorted by relevance   Sort by date

view

World »

>Top Stories

World

Groups

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where

New York Times -
all 633 related »

www.**cmu**.edu/

Oct 1, 1996 by Andy Harper

source

cmu [definition].   (0.48 seconds)   1 - 37 of 37

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details

Reuters   ©2004 Google   Sponsored Links

(Note: Setting preferences will

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Graduating? Cor   more »   at CMU   Inbox (2)   Compose Mail

Move to Inbox   Search News   I'm Feeling L   Go   Archive

action

Invite 7 frie   New Featu   New! Never lose a

act now

Example: Syntax, Google 2004

task

Find results
with **all** of the words
with the **exact phra**
with **at least one** of
without the words

To: |
Add Cc | Add Bcc
Subject: |
Attach a file
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Results Window   ☐ C

placeholder

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toolbar

latoza@

Gmail BETA | | Search Mail | Search the Web   Show search options
Create a filter

Web   Images   Groups   News   Froogle   more »

Google™   computer   Search   Advan Prefe

Google News BETA   Web   Images   Groups   News   Froogle   more »   Advanced News Search
| | Search News   Search the Web
Search and browse 4,500 news sources updated continuously.

list

☐ ☆ (unknown sender)   (no subject) - Received: from ima
☐ ☆ (unknown sender)   (no subject) - Received: from ima
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☐ ☆ Thomas LaToza   » FW: Bb F04-17651: My apologies
☐ ☆ (unknown sender)   (no subject) - Received: from ima
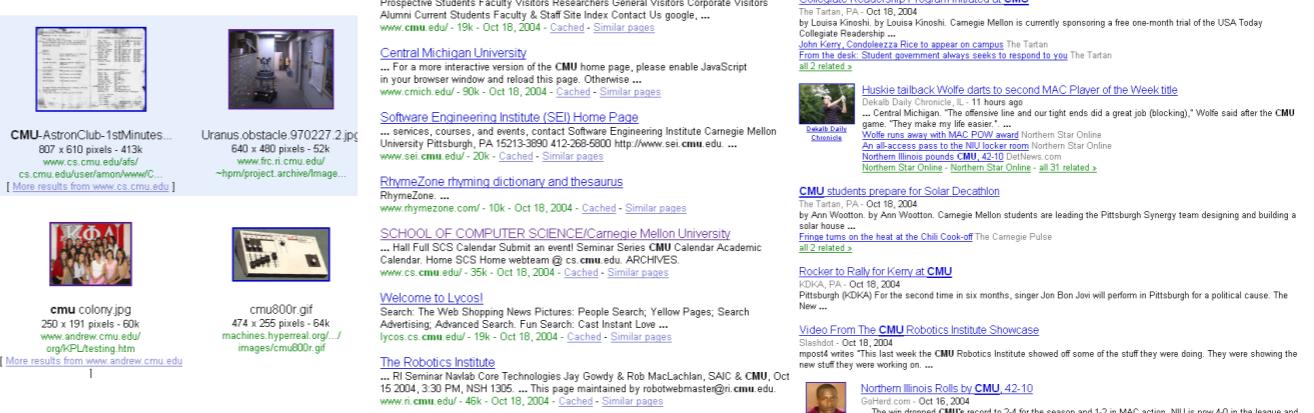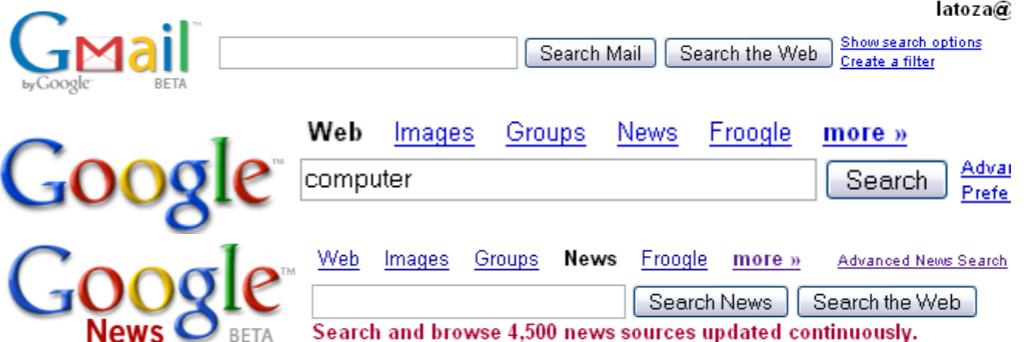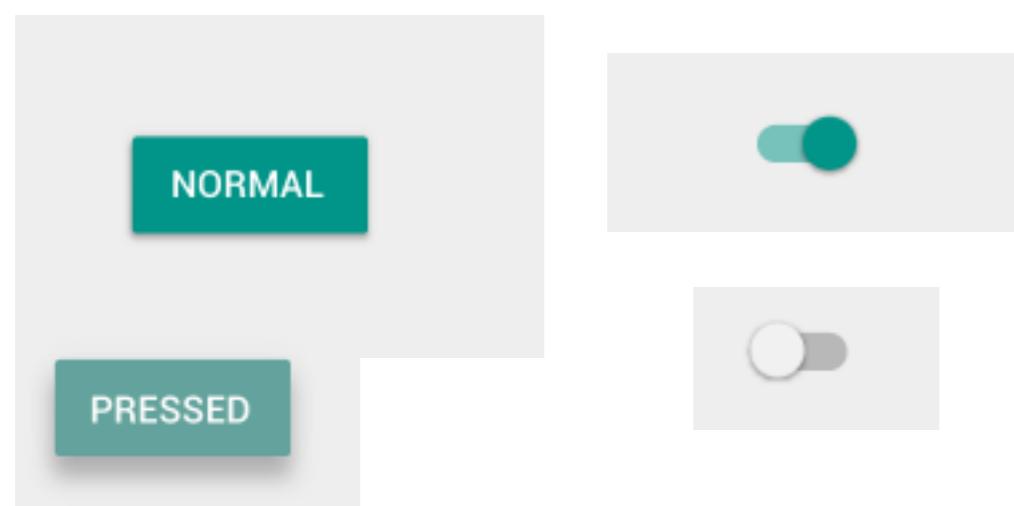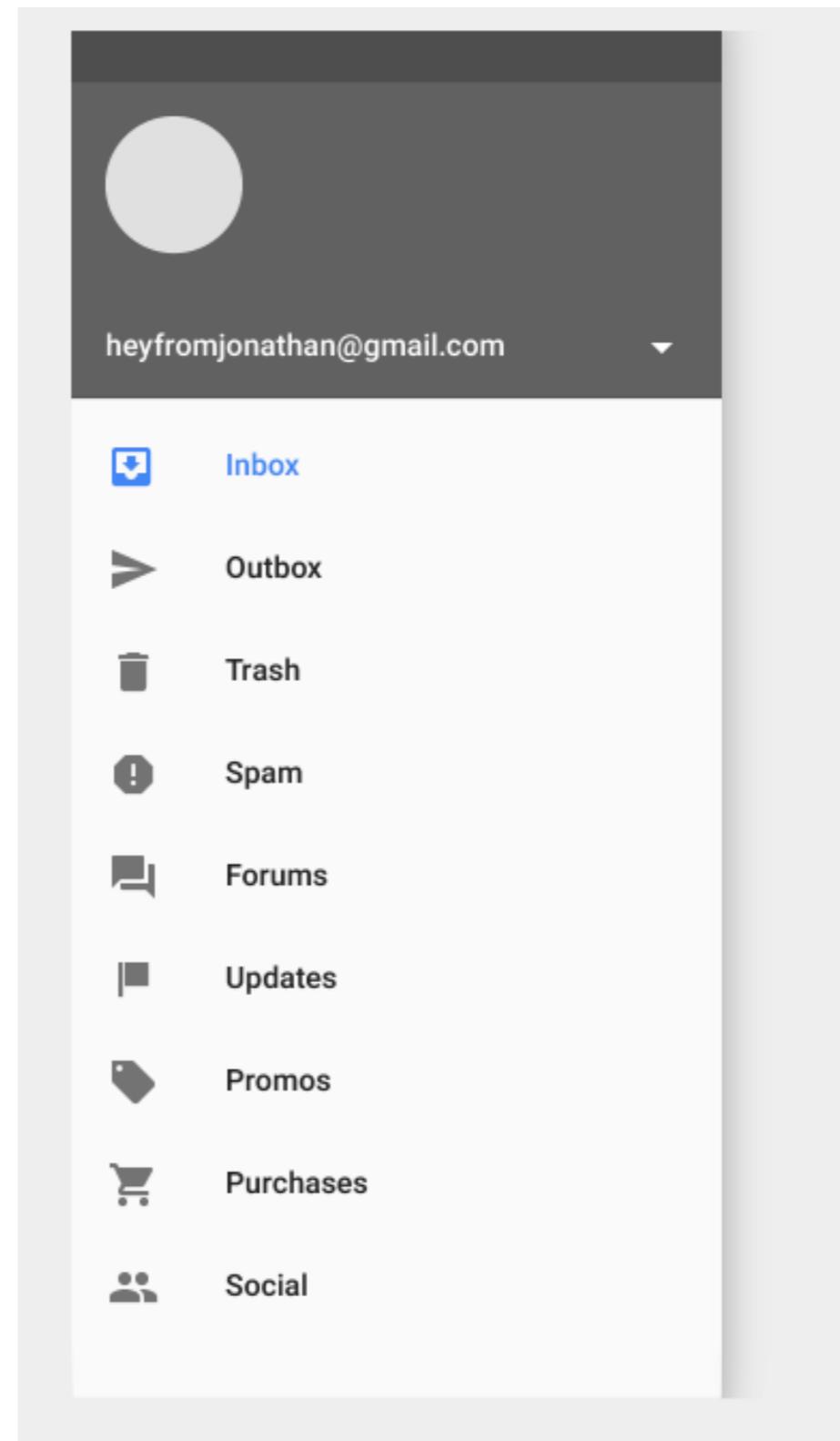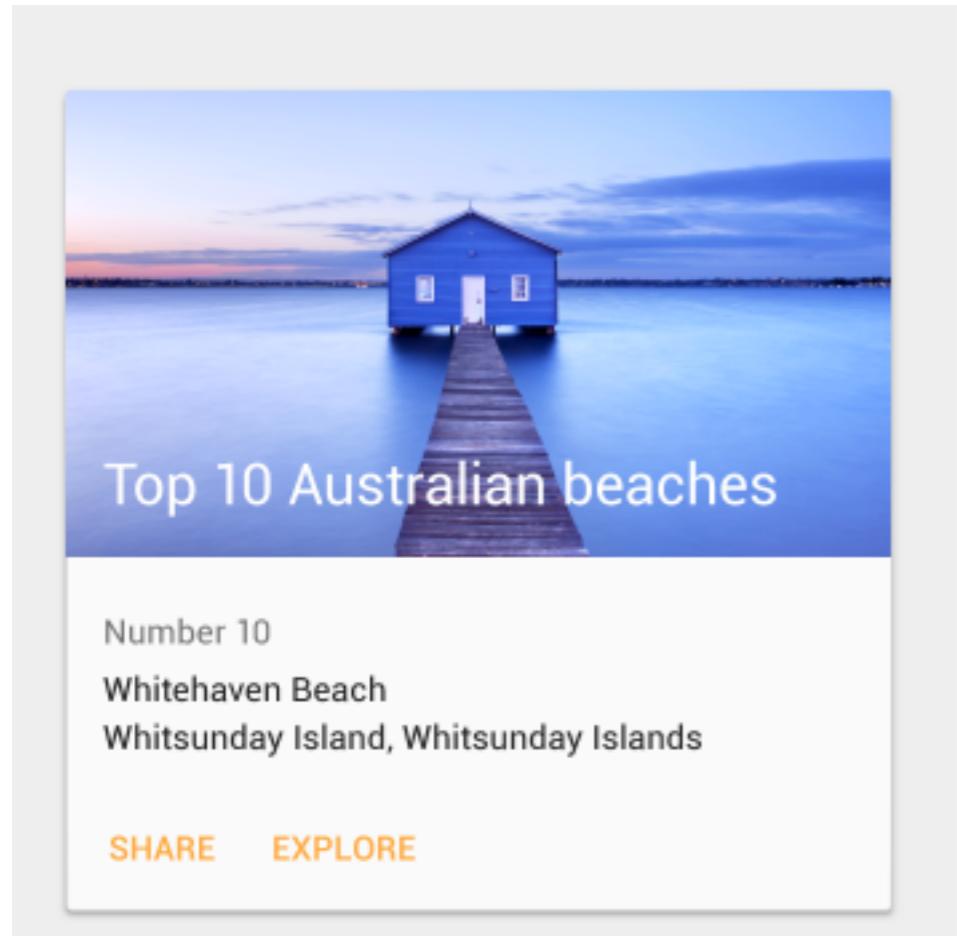
Examples: Google 2016

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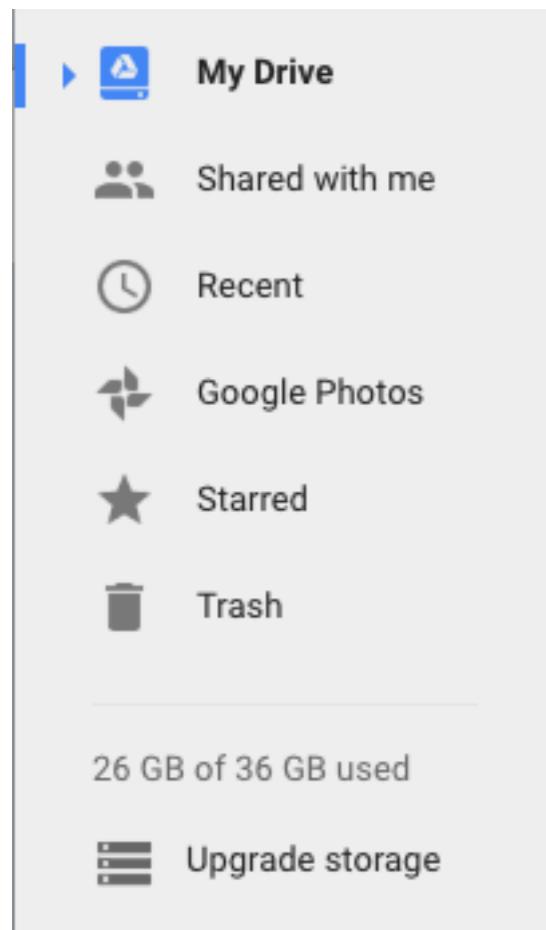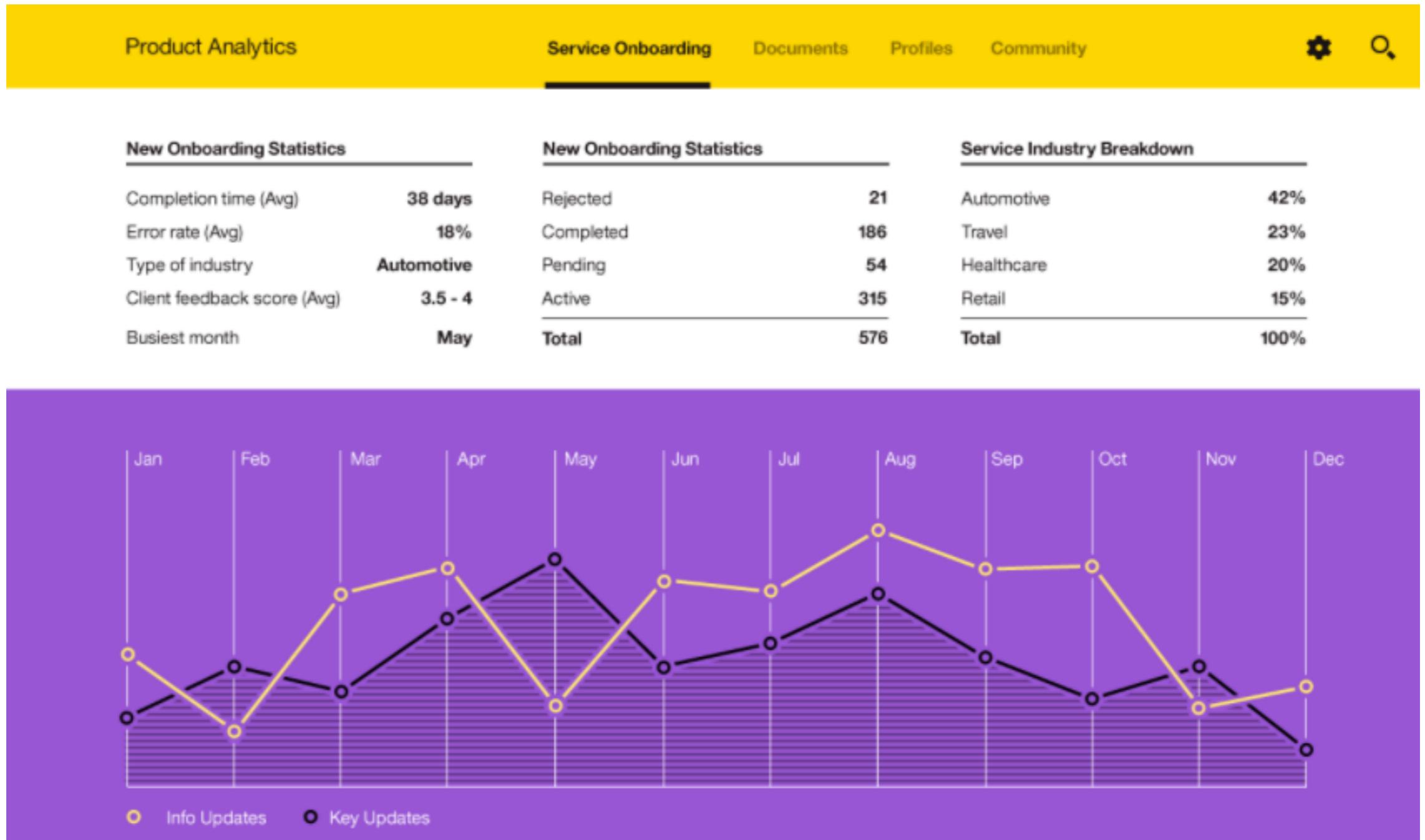
Examples: IBM

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Application data
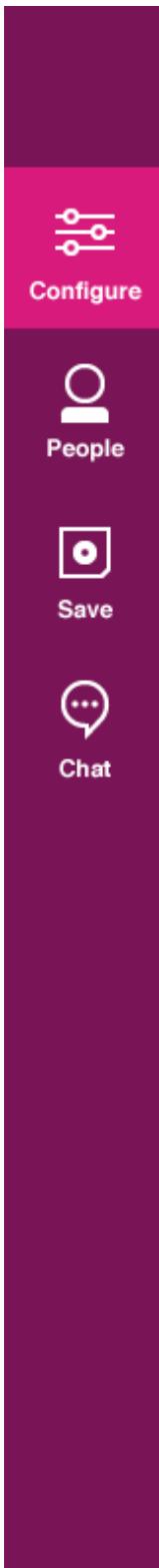
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Hard	false	987 345	21. Feb 2014	987 345
Cider	false	43 567	21. Feb 2014	43 567
Anaerobic	true	324 543	21. Feb 2014	324 543
Cold filter	false	432 456	20. Feb 2014	432 456
Barrel hand	true	32 432	20. Feb 2014	32 432
Pump wort	true	4 567	20. Feb 2014	4 567
Dry hopping	false	34 567	20. Feb 2014	34 567
Carbonation	true	434 567	20. Feb 2014	434 567
Mash tun	false	9 456 234	20. Feb 2014	9 456 234
Bittering hops	true	987 345	20. Feb 2014	987 345
Heat exchanger	false	43 567	19. Feb 2014	43 567
Lauter aerobic	false	324 543	19. Feb 2014	324 543
Abbey seidel	true	432 456	19. Feb 2014	432 456
Brewhouse	false	32 432	19. Feb 2014	32 432
Brewpub adjunct	true	4 567	19. Feb 2014	4 567
Dextrin seidel	true	34 567	19. Feb 2014	34 567
Aau beer	false	434 567	19. Feb 2014	434 567
Krug abv	true	434	19. Feb 2014	434

Configure
People
Save
Chat

Configure   User   Save
Catalog   Chat   Repository

Examples: AirBnb

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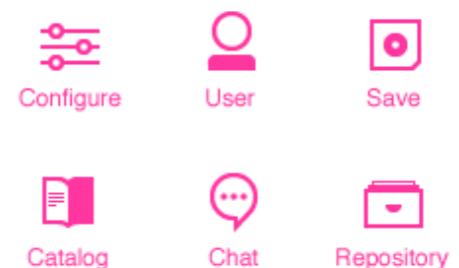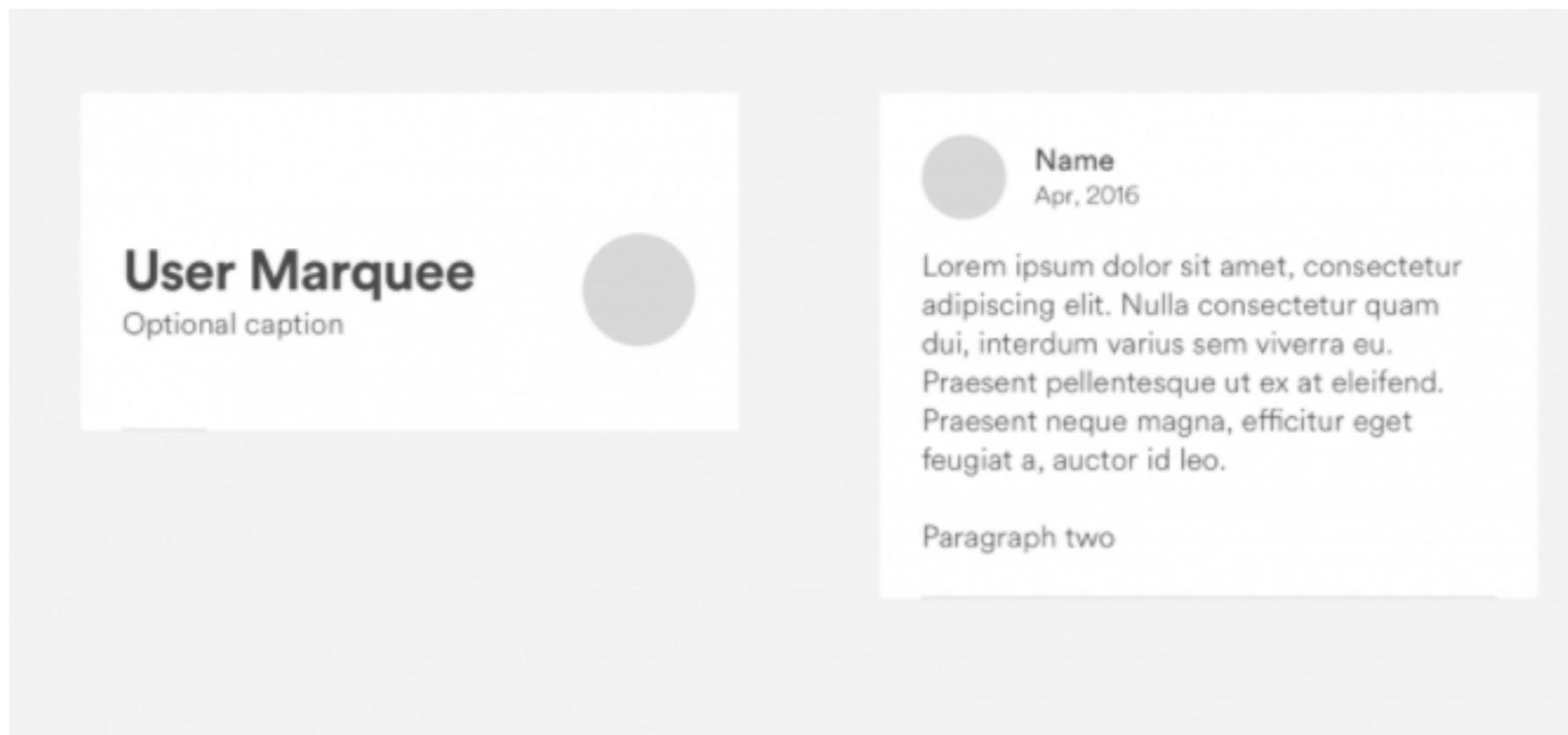
Examples: AirBnb

Examples: Microsoft
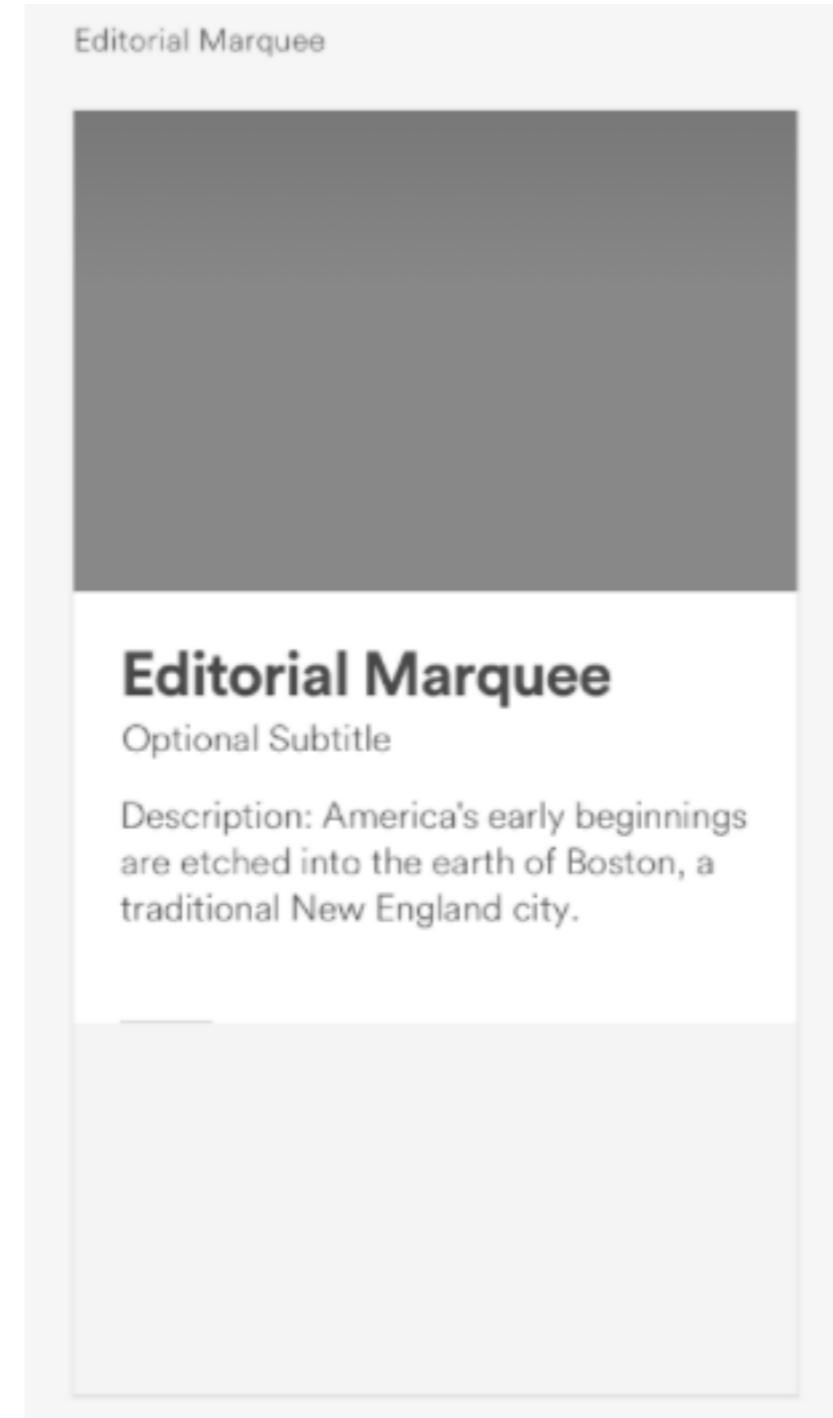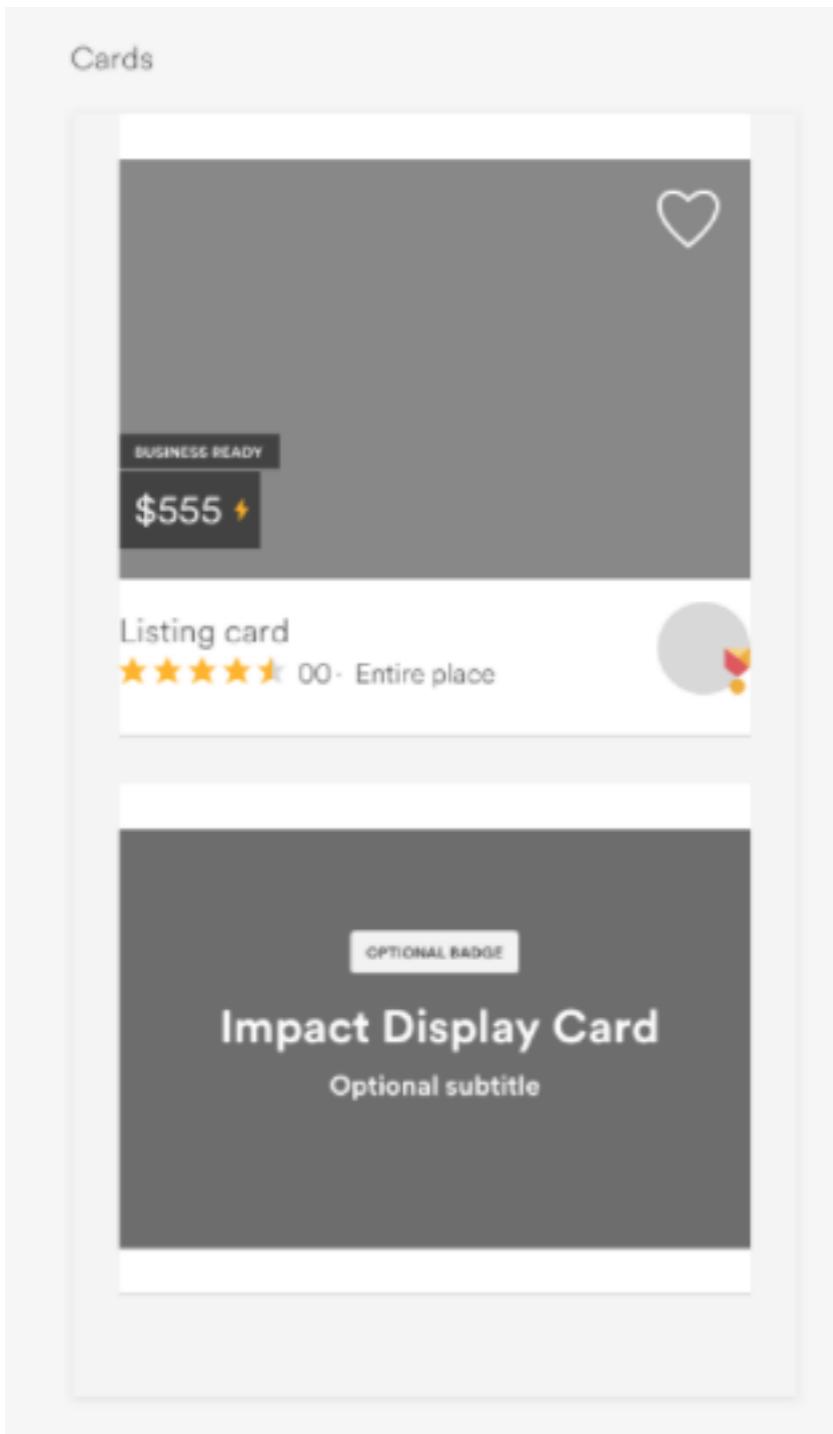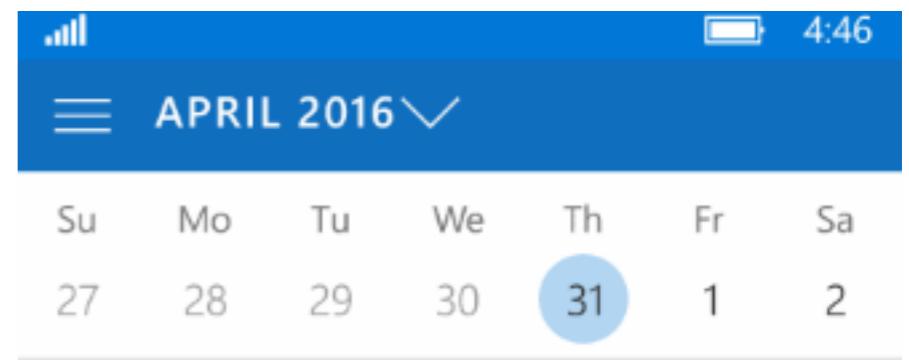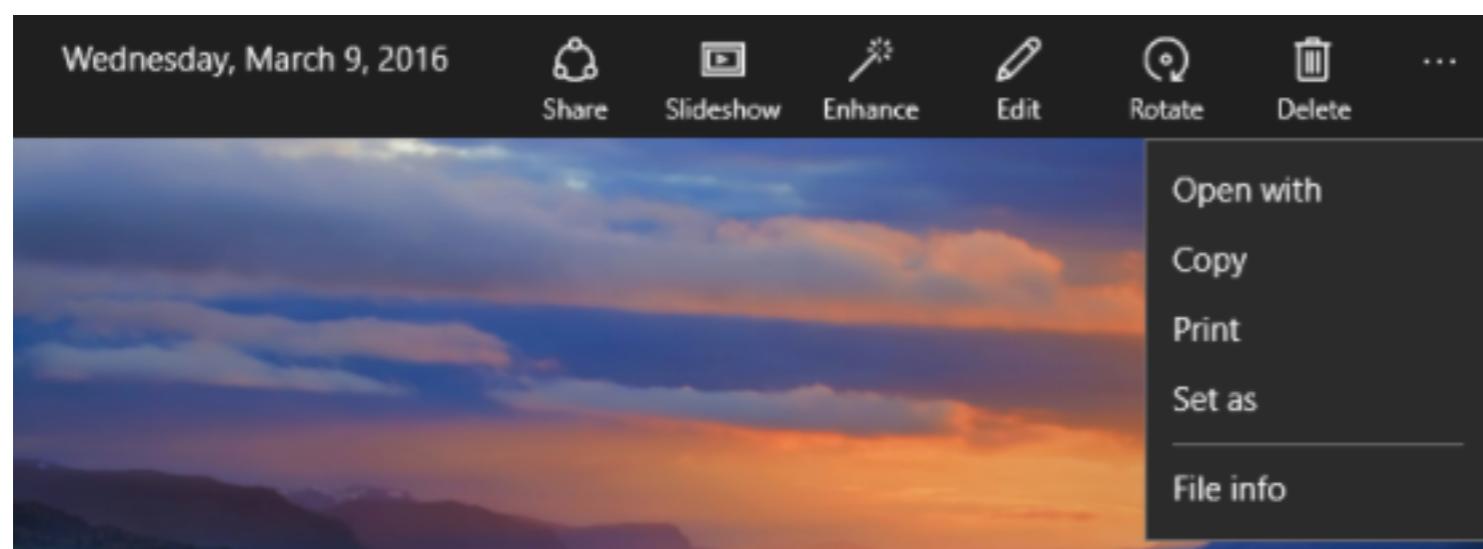
Examples: Microsoft
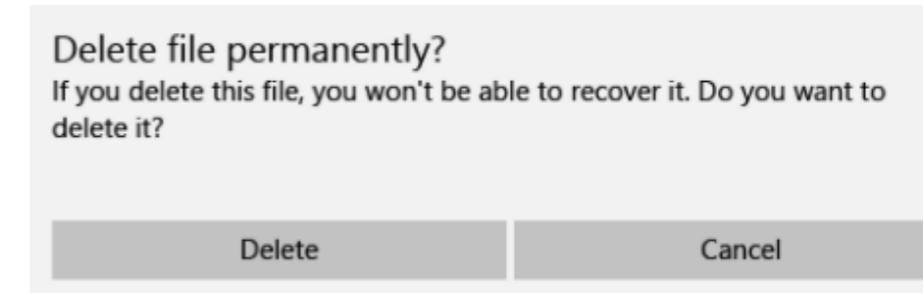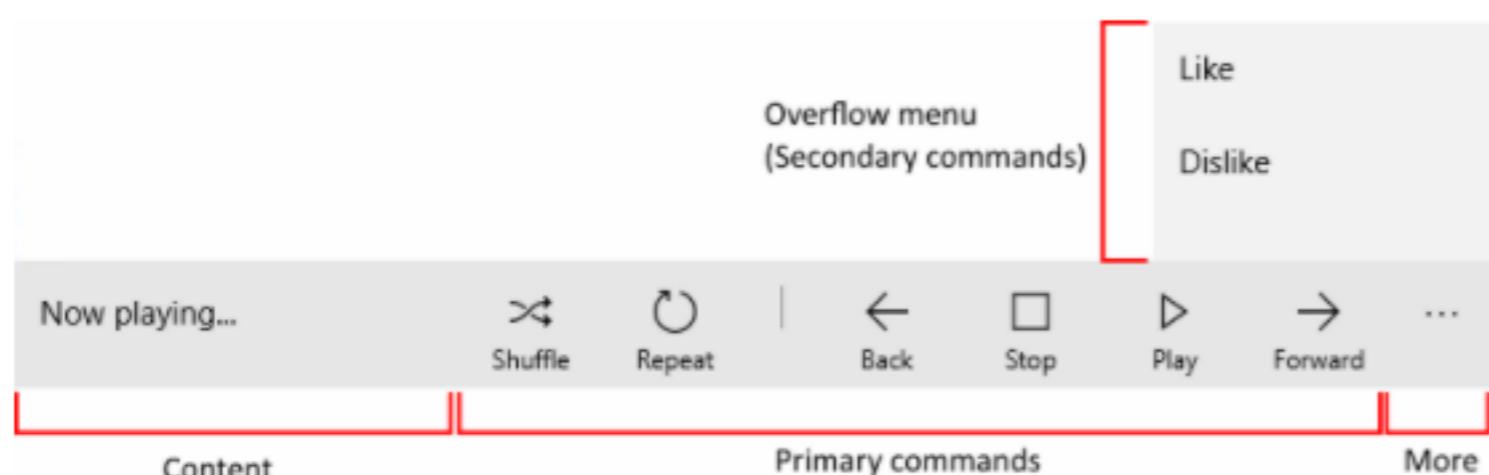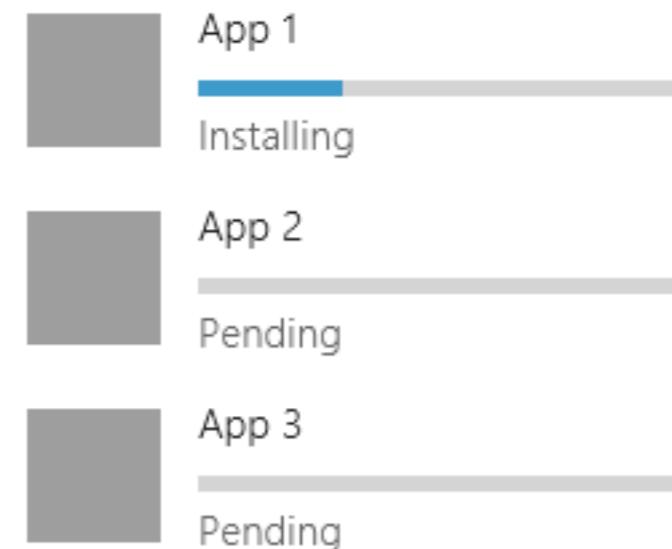
Example: Header with text blocks layout

From: http://ranjithakumar.net/resources/webzeitgeist.pdf
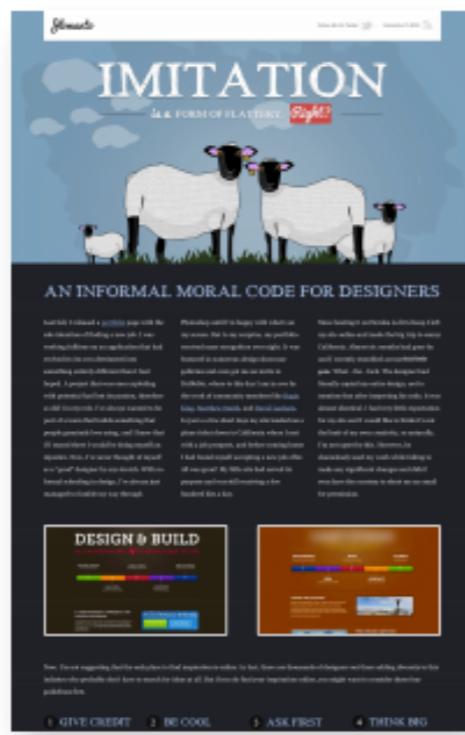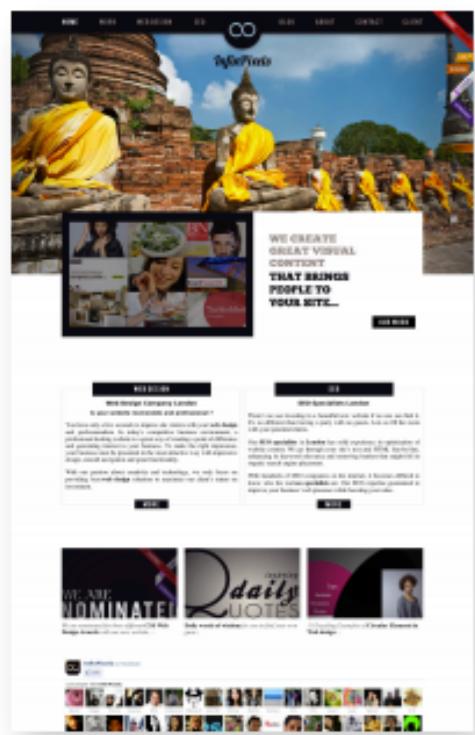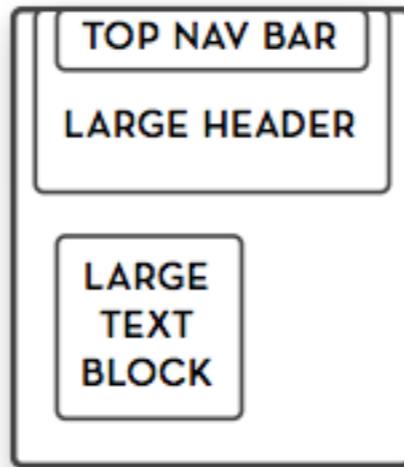
Elements strongly associated with position

From: http://ranjithakumar.net/resources/webzeitgeist.pdf

Web design languages over time

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Web design languages over time

Common visual idioms, circa 2016
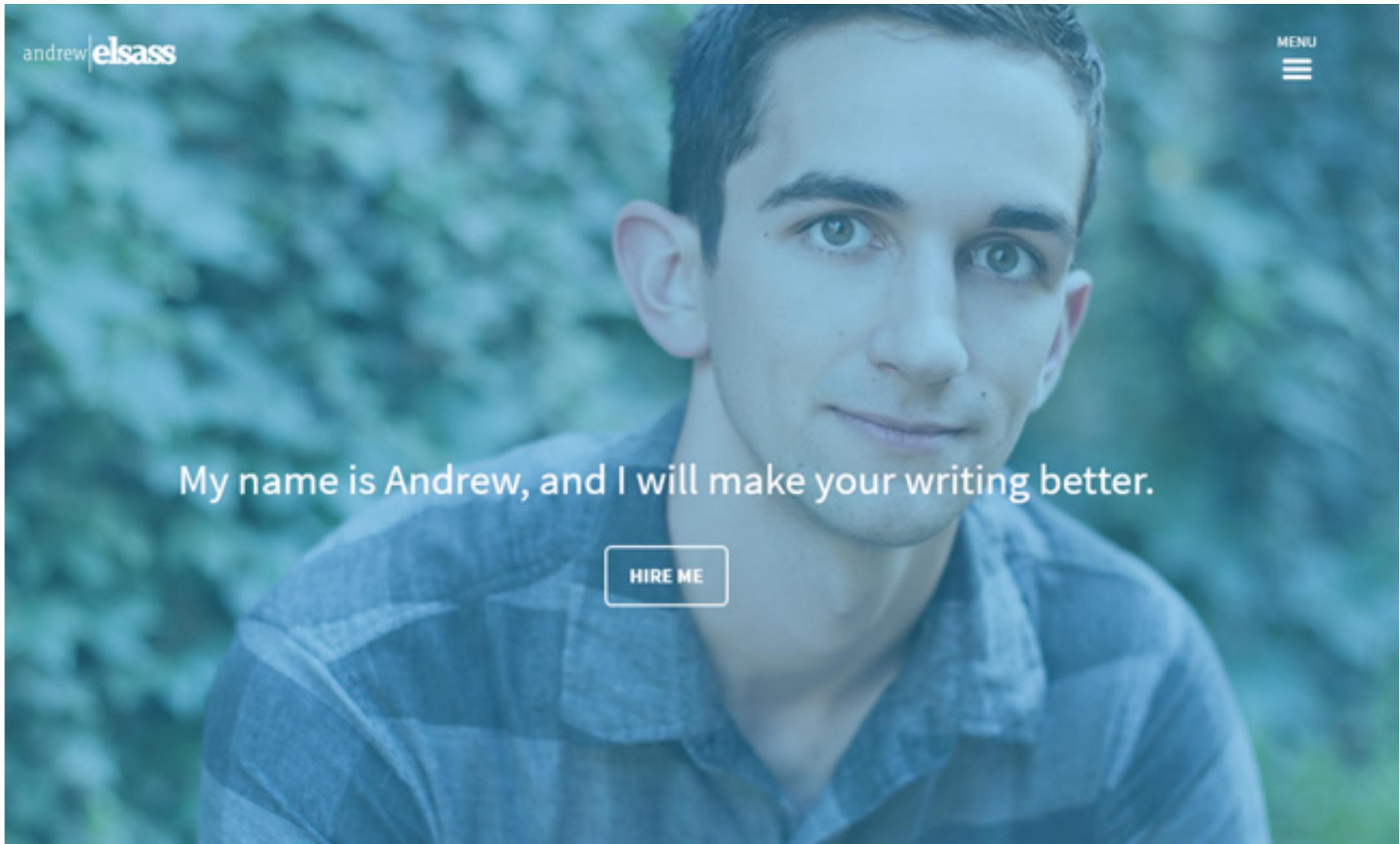
- Hero images: large attractive header image
- https://envato.com/blog/exploring-hero-image-trend-web-design/

Common visual idioms, circa 2016
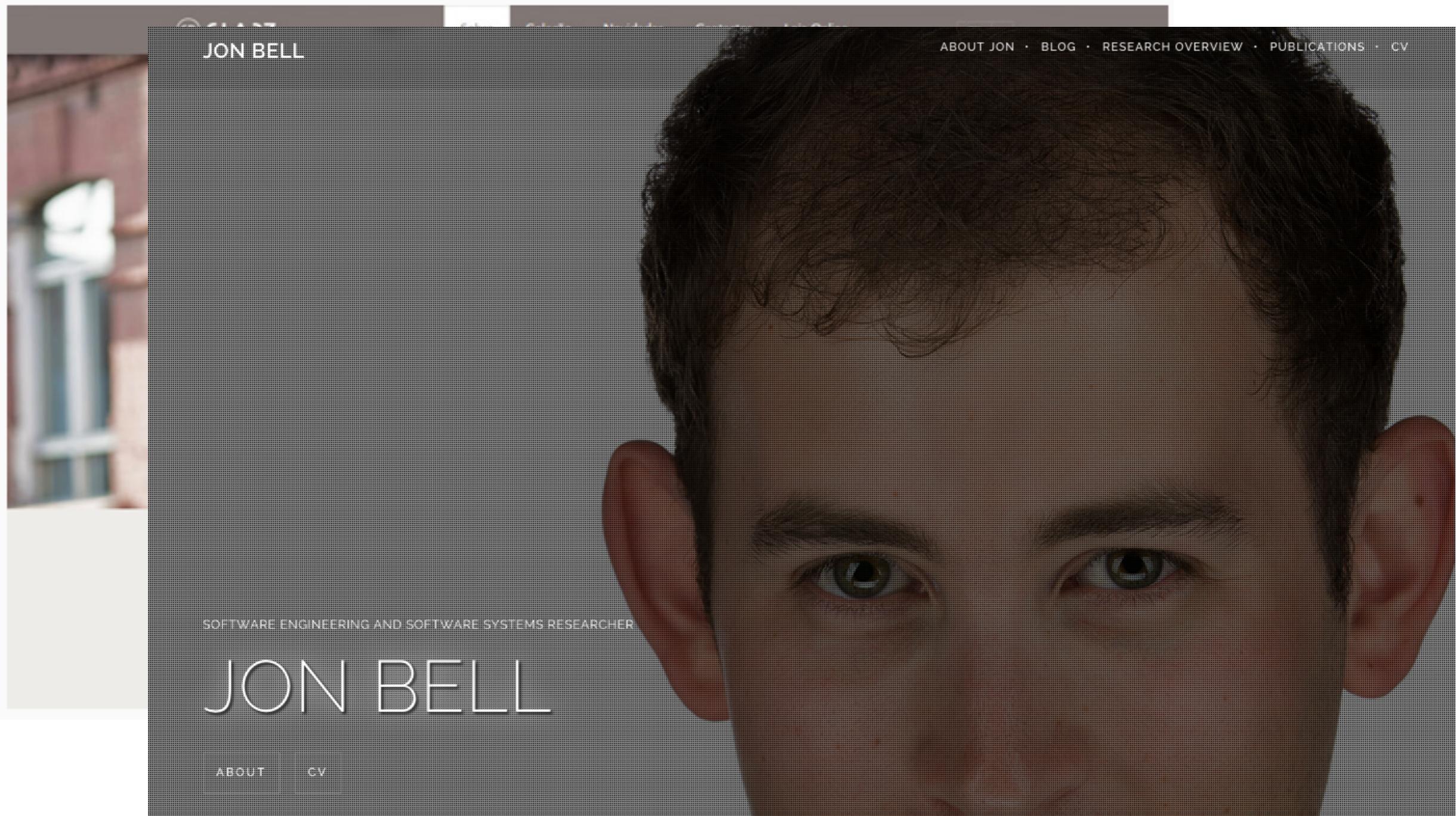
- Single page designs: hero image with a navbar
- https://envato.com/blog/exploring-hero-image-trend-web-design/

Common visual idioms, circa 2016
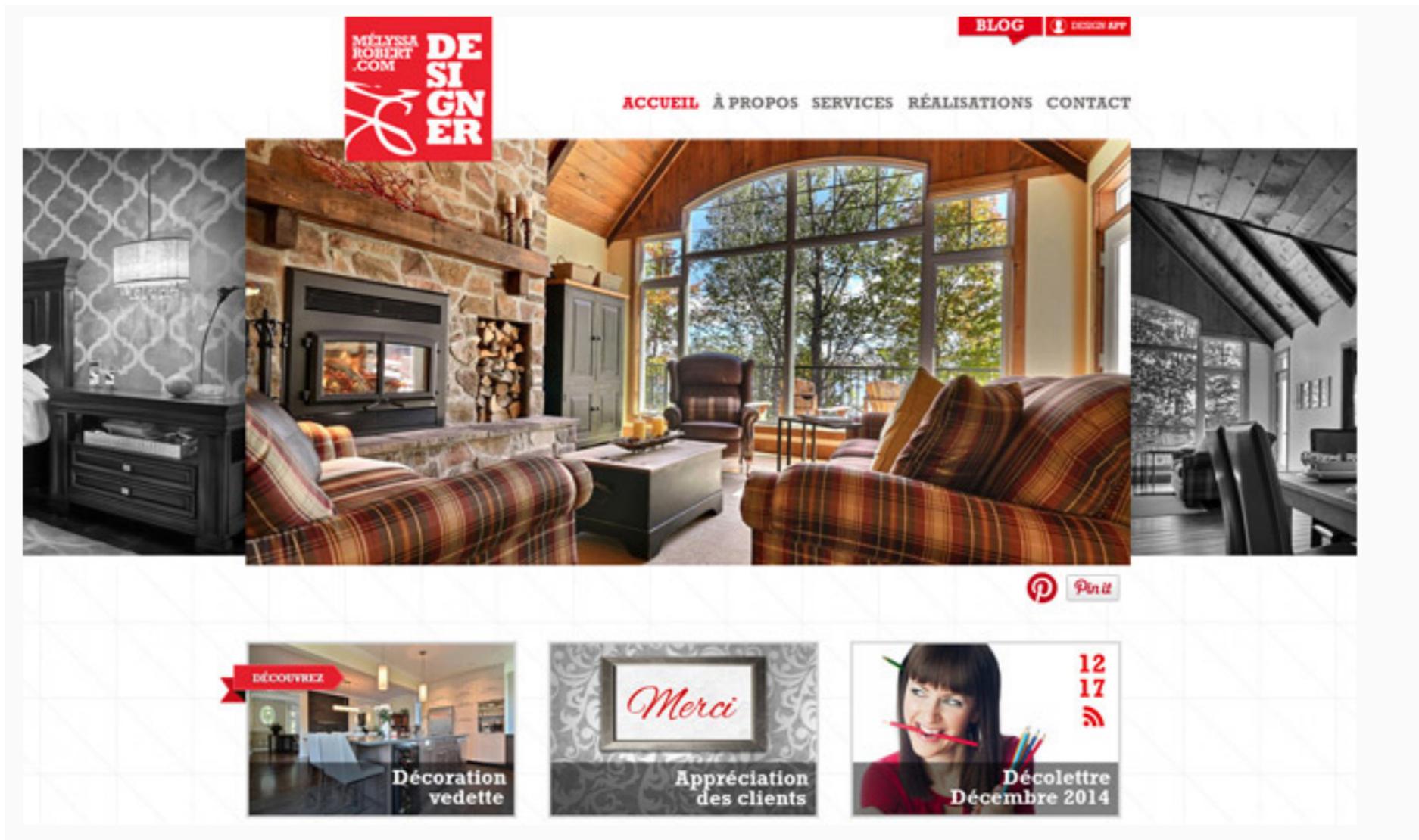
- Rotating image galleries (carousels)

- https://envato.com/blog/exploring-hero-image-trend-web-design/

Why it matters

- Users will have idioms they expect to see, particularly if suggested by other related elements

- Branding: Users will see your website and have particular associations based on what it exemplifies
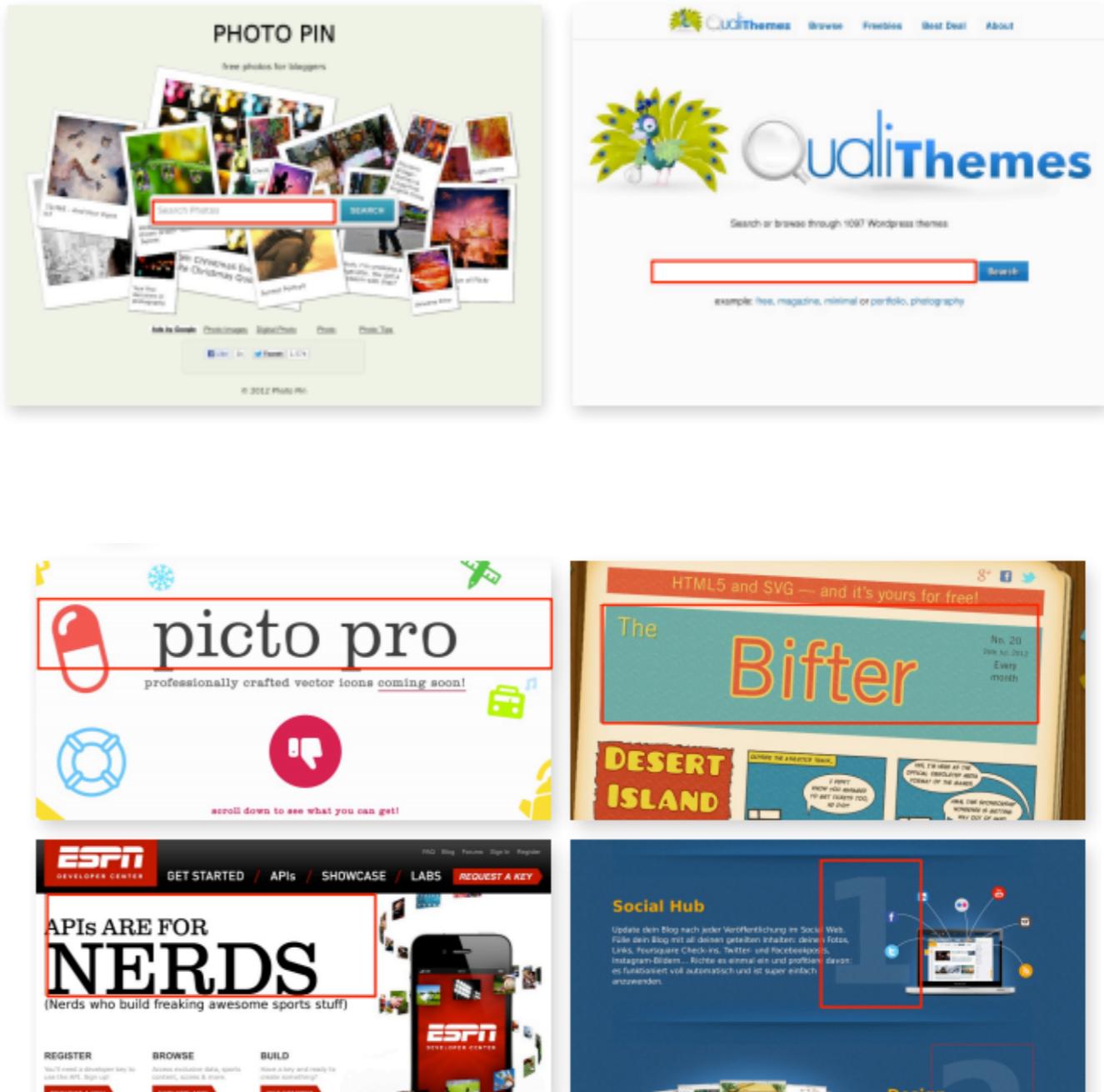
Goals in designing a design language

- Offer guidance and options on
  - Colors: examples of color palettes
  - Typography: justification, sizes, fonts, different heading levels
  - Organization

- Support different resolutions, devices

Activity: Identify Design Language

- In groups of two or three:
  - Pick a website.
  - Identify key design language elements.
  - For each element you identify
    - What differentiates its appearance?
    - What does its appearance mean?
    - In what situations can it be used?

Design Critiques

- Opportunity to offer **feedback** on interaction designs
- Often done in group context, where many will offer feedback together
- Important to offer feedback **constructively**
  - Critique the design ideas, not the designers
- Important to consider who is the user, what are their goals, and in what ways does the web app help (or not help) in accomplishing these goals
- Can use full range of interaction design principles
  - Heuristic evaluation, interaction techniques, site design, visual design, ...

Activity: Design Critique

- Form groups of two or three where each member is from a **different project group**

- Take turns. For each web app you have built
  - Bring up and demo the web app. Let group members try it.
  - Critique the interaction design, identifying positive elements and potential ideas for improvement.

Discussion of course structure

- Open ended assignments vs. canned programming assignments?

- Project split into 11 assignments vs fewer bigger deadlines?

- Teams vs. individual assignments?

- Pacing of assignments and lectures. Topics that were too fast or too slow?