

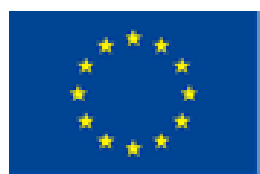
Module II. Technical

Infographic course

Topic 1. Design Process and Visual Design Basics in UX

Lesson 3. Basic Visual Elements in UX

Activity T1.L3.2. Layout, colour, and typography analysis



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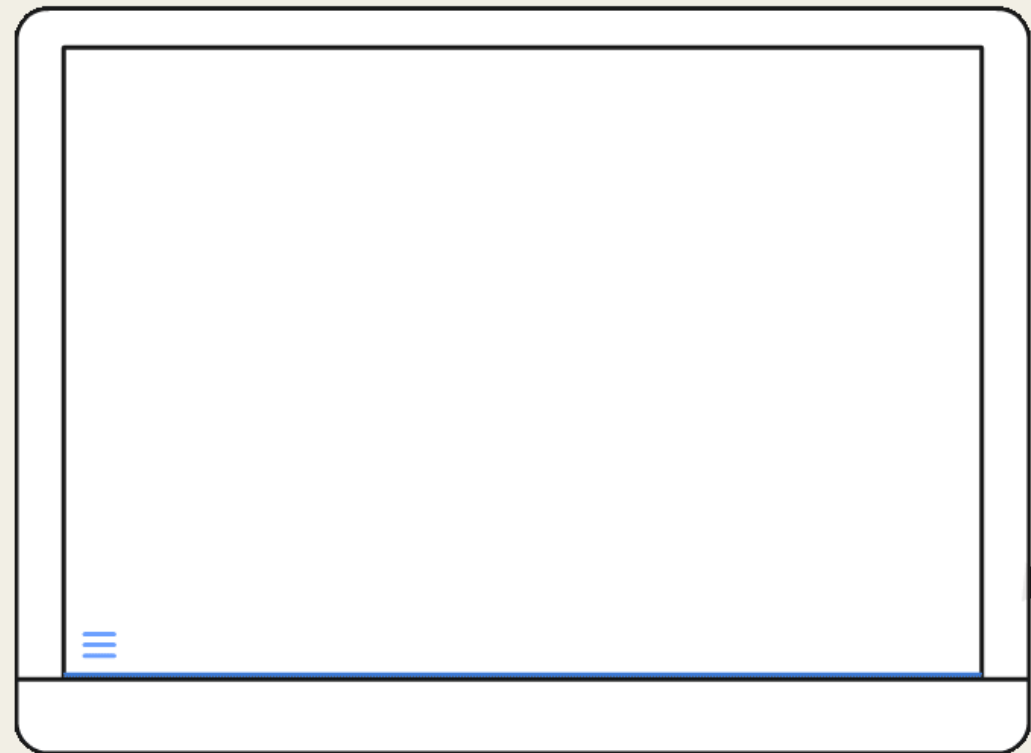


THIS TOPIC IS ADDRESSED TO THOSE INTERESTED IN
LEARNING ABOUT VISUAL DESIGN AND HERITAGE
PROMOTION!



THE AIM IS TEACHING
HOW TO CREATE **USABLE**
AND EFFECTIVE
INFOGRAPHICS.

Once the topic is completed, learners will be able to:



1

Applying the knowledge received in the field of visual design for User Experience and heritage promotion.

2

Designing user interfaces elements and information visualizations that enhance the values of the chosen assets.

3

Evaluating the most desirable choices when confronting different user interfaces and information visualizations.

WORKSHOP


BASIC ELEMENTS IN
VISUAL DESIGN

ANALYZE THE USE OF THE
BASIC VISUAL ELEMENTS, SUCH
AS LAYOUT, COLOUR AND
TYPOGRAPHY IN A USER
INTERFACE OR INFOGRAPHIC
ABOUT A NATURAL OR
CULTURAL HERITAGE AND
COMPARE DIFFERENT
ALTERNATIVES.

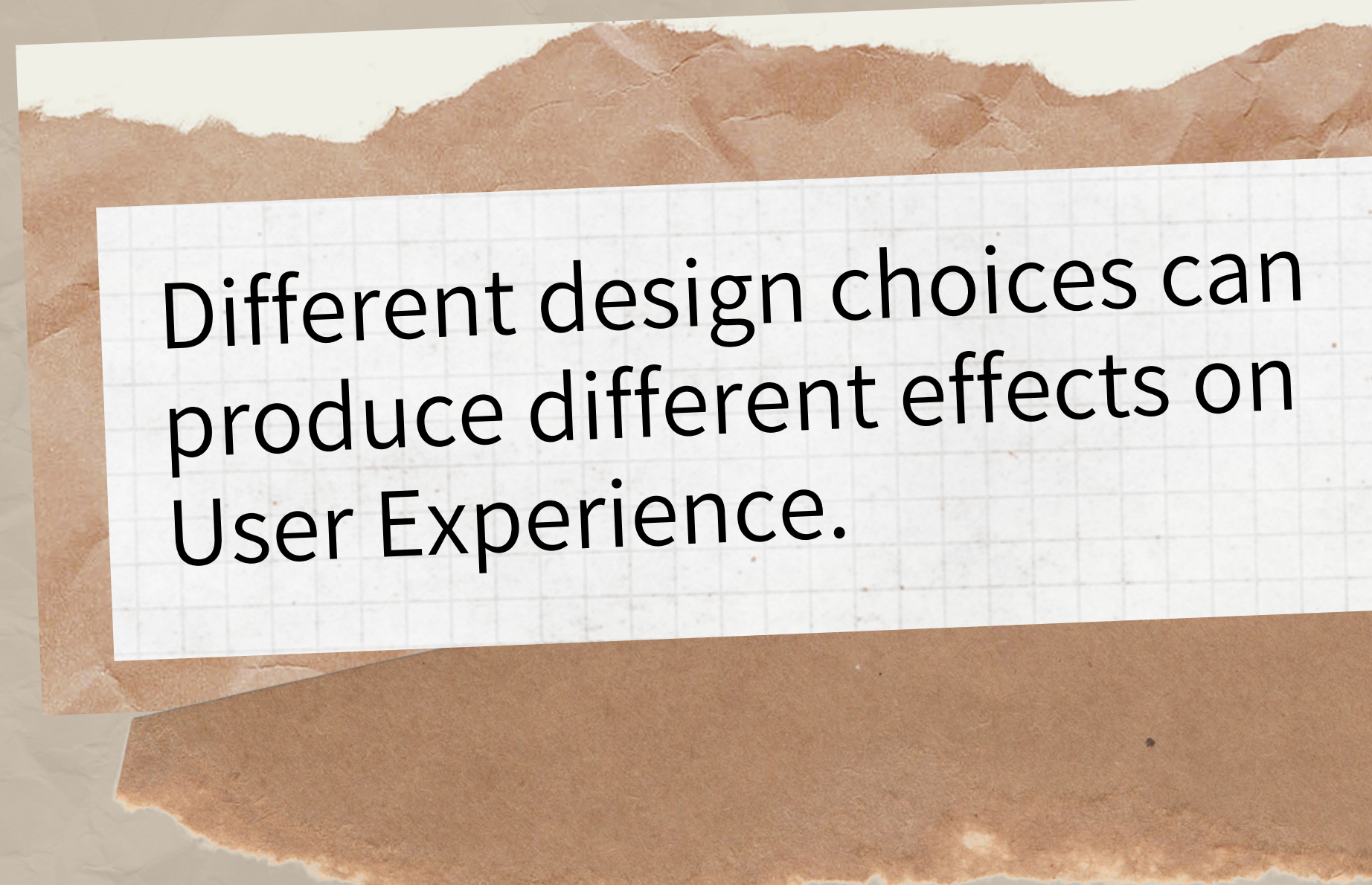
Basic visual elements are used to **structure contents and interactions** in a way that attracts the view...



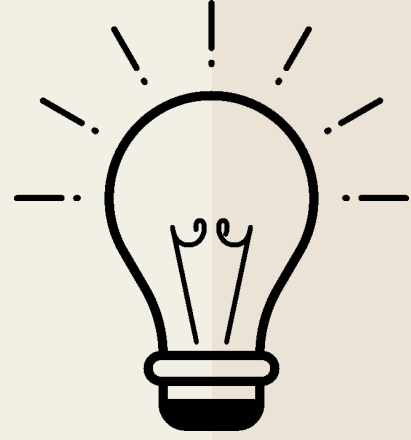
...and **facilitates the retrieving** of the information needed to solve a problem or complete a task.



Layout, colour and typography are combined with each other in a UI or an infographic, based on the general rules of human perception and the specific needs and goals of the user and the context.



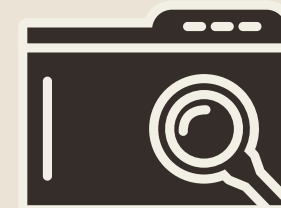
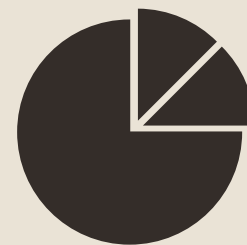
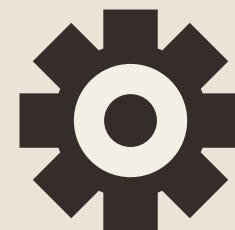
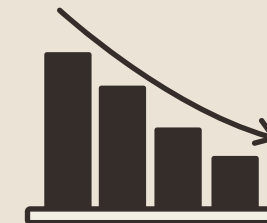
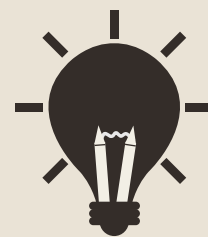
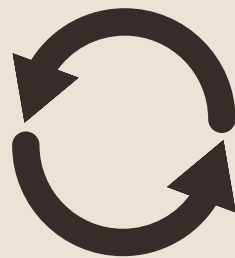
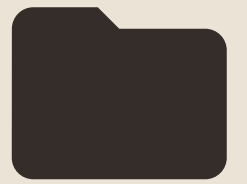
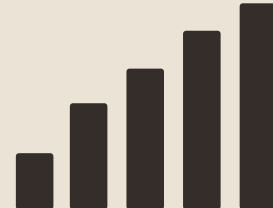
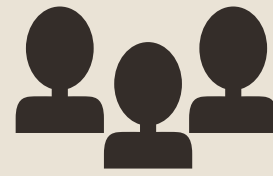
Different design choices can produce different effects on User Experience.

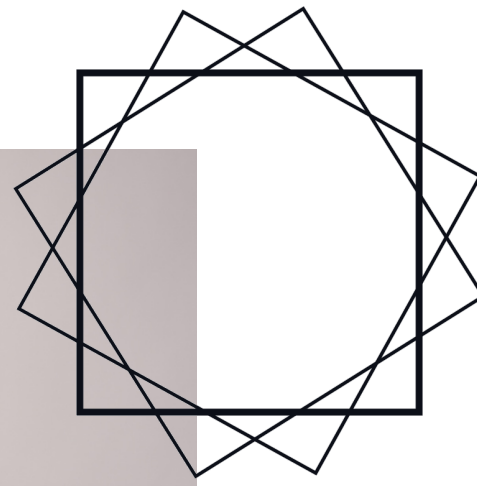
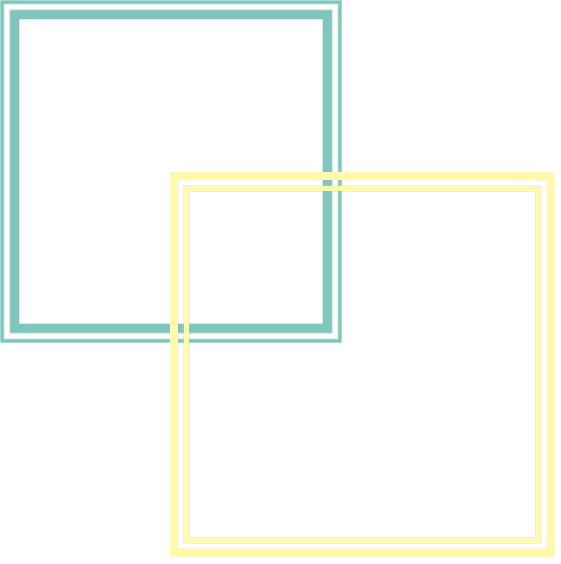


Activity!

Layout, colour, and typography analysis

Analyze the layout and the use of colour, and typography in a User Interface (e.g. a website or an application) or infographic about a natural or cultural heritage. Then, compare different alternatives defining what are the bad and the good practices implemented.





OCITY

Creativity + Innovation & Technology

