

CREATING ICONS



Module II



Course

Infographic



Topic

Design process
and visual
design basics in
UX



Lesson 2

Activity

- **Short Description:** Create icons for user interfaces and information visualizations by referring to their main contents and functions.
- **Methodology:** The methodology of this activity is based on learning by experience and inquiry-based learning, since by researching, analyzing and applying the visual language and principles on existing information visualizations and user interfaces, the learners become familiar with the visual design basics needed for creating an infographic and reinforce their knowledge on the learning topic.
- **Duration:** 4 hours
- **Difficulty (high - medium - low):** Medium
- **Individual / Team:** Individual
- **Classroom / House:** House
- **What do we need to do this activity?**
 - **Hardware** Personal Computer



- **Software** Web browser or mobile applications in the case of digital information visualizations; any graphics software, such as [GIMP](#) or [Inkscape](#).
- **Other resources** Pencil, colors, paper.

Description

- **Text description:** Create a new set of icons that represent the main contents and functions of one of the websites or infographics analyzed in Activity T1.L2.1. It is important to understand who the users are and how they could benefit from a more visual presentation of the different elements in the user interface or information visualization. Then sketch the icon set by using pen and paper or a graphics software.
- **Illustration:** None

Instructions

1. Choose one of the two websites or infographics that you compared in Activity T1.L2.1.
2. Identify its main contents and functions and group them according to coherent categories. You can use those already existing or create new ones if missing.
3. Define the user of the website or infographic. Identify what their goal is and what they like and dislike.
4. Define what you want your icons to express (not only the content of the category, but also the emotions to evoke) and their desired traits (in respect of the main heritage resource you are analyzing). You should create your icon set according to these objectives.
5. It is preferable to create different sketches of the icons and then choose one among them to create the entire set. Remember that basics for icon design include consistency, that is to say that the icons of the set have a similar look, legibility, i.e. they are well visible and readable (referred to the signifier), and clarity, that means that, without ambiguity, it is easily understandable what they refer to (referred to the signified).

Some tips about icon design:

- Use simple and clear shapes for your icon. Do not add more details than those required to communicate the concept being represented.
 - Use shared and consistent design elements within a single icon and across the icon set, like rounded or square corners, line weight, style, color palette, etc. The icons in the set should appear as a cohesive whole.
 - Whether it represents a metaphor or a real-world object, be sure that the icon shows the property that the viewers commonly associate with the represented idea to be recognizable. You can conduct research to collect some existing references. Nevertheless, you can insert unique or unexpected elements characterizing your icon.
6. Use a graphics software to create the final digital version of the icons set. Or if you prefer, you can entirely work with pen, colors and paper.

Expected outcomes

- Learn to analyze a user interface or information visualization by properly identifying and evaluating the visual design principles and elements that are useful to design an adequate user experience.



- Understand how the visual language works and how to apply it to the creation of an information visualization.
- Understand the User-Centered design way of thinking about a product, system or information visualization.

This activity can be used in other (module, course, topic, lesson):

- **Module II, Course Infographic, Topic 2, Lesson 3**
- **Module II, Course Infographic, Topic 2, Lesson 4**

DIGICOMP (Competences developed):

1. INFORMATION AND DATA LITERACY

1.1 *Browsing, searching and filtering data, information and digital content*

1.2 *Evaluating data, information and digital content*

3. DIGITAL CONTENT CREATION

3.1 *Developing digital content*

3.2 *Integrating and re-elaborating digital content*

5. PROBLEM SOLVING

5.2 *Identifying needs and technological responses*

5.3 *Creatively using digital technologies*

ENTRECOMP (Competences developed):

1. IDEAS AND OPPORTUNITIES

3. INTO ACTION

3.5 *Learning through experience*

Example (when necessary): None

