

Modern Designing Principles

Pankaj Sharma¹, Neeraj Srivastava²

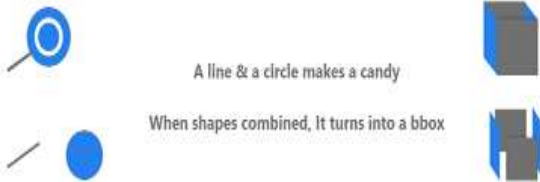
^{1,2} *Department of Computer Science Engineering, Dronacharya College of Engineering, Farukhnagar,, Haryana, India*

Abstract- The purpose of the article is to provide sufficient knowledge to the beginner in the field of design. They face many problems and consequently do not follow a clear approach. This article will help them so that they can understand design and mistakes during designing something in the Web Scenario. It will help them to be a good designer even with a basic understanding of designing.

I.INTRODUCTION

Whether you are a designer or not, everyone likes to see things which please their eyesight. Even if anything is not pleasing to watch it should not cause discomfort in its usage.

Designing is used to express with shapes, text, pictures etc.



Designing is an art of keeping the functionality of a commodity intact while providing it with looks that attracts audience, by audience it simply means more customers and clients, etc.

The only motive should not be gathering large client or customer groups but to provide a service which is easy to use and looks good to eyes of the average human who is the target of the service.

A sense of symmetry, a bit of smoothening around the edges, handling compatibility and much more are the goals one sets in mind when he/she starts designing something.

Solution for designer's problems - In this article we are majorly focused on 2 category of designing namely

- Graphic Designing
- UI/ UX Designing

Hereby are mentioned some principles that we follow while designing something, a website or a graphic or even an application screen, etc.

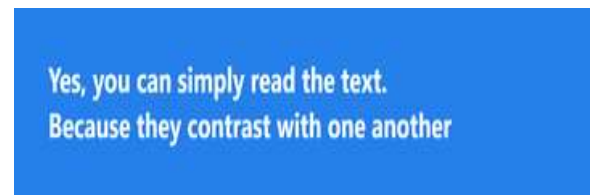
Alignment with respect to other contents - Alignment simply refers to the placement of any element with respect to the entire project screen, in general any element can be aligned to starting of the project, to the end of the project, to left of the screen, to right of the screen, at center, etc.



As we all know alignment of any element in a project is very important in terms of how it will look in the live model or how distinguished that element will be from other parts of the project.

“Alignment says a lot about the priority of the task an element holds beneath it.”

Use colors that complement one another - While choice of colors you want to use totally depends upon your use case but a general rule of thumb is using color schemes that go hand in hand, for example a blue and white page would look much more suitable than a red and pink which do not even complement one another.



Use universal colors that can give users an experience of simplicity, better not to show off your colors' vocabulary.

“The lesser colors the better, biggest of the companies are either single toned or dual toned for colors.”

Typography - Typography refers to the fonts and their properties you used in your project, there are millions of websites that can teach you rules for a good styled fonts in your project but all that matters for anyone is the text should be more differentiated and well seen from the moment a user uses the product, he/she should not keep zooming in/out to look for the texts. Apart from the user perspective your text should be well going with the printers and display specifications of various devices.



Good practices include:

- Using a good font
- Go BOLD on headings
- Highlight to highlight
- Setting the font size to be adequate enough for every screen
- Choosing a color, a background color to make it appealing
- Giving adequate word spacing
- Proper line heights should be given

“Out of all the contents, only text is seen and analyzed by the busy persons.”

Minimalism over Unnecessary fillings - Minimal design is one which has a lesser number of elements and the whole focus of the design is on an element pointed by all other limited number of elements.



The current design trends are more focused on creating minimal, less jumbled yet appealing designs. These designs have a lot of empty space within them yet they try to convey the information in a very less scattered or in a focused way.

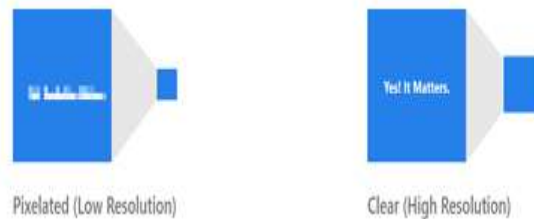
“Less space creates confusion, be spacy, be expressive.”

Shape items like you are crafting artwork - Shapes of various elements be it an image or a text-box or even a clipart, has to be good looking and create room for other elements that have the same level of priority and for elements with different shape and priority in the design. Your shapes can be sharp at edges but it is always a good practice to smoothen the edges a little bit so that the pointed edges don't give a sense of uneasiness to the users.



“A circle can be used anywhere just like a square.”

Resolution, yes decide it already - Resolution means the dimension of a graphic, or a display units in terms of length x breadth. Whenever we are designing any graphic or an application's interface we have to figure out what will be the screen dimensions it will be used upon and accordingly you should be choosing the resolution of your graphics that will be contained in your project, a good designer always creates the outline structure and then adds the elements after the structure functions properly.



“Go from big to small, outline then content, content outline then inner content, and so on.”

Illustrate your content with relevant clip arts - Illustration means the text is surrounded by items or graphics that clearly defines the use of the text or what the text is trying to convey. Every element if possible should have some icons, graphics that can elaborate how and what that content is going to help the user.

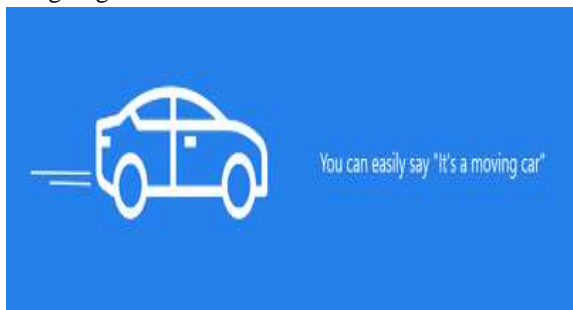
For example, Look at the image below, you can find umbrella. It's relevant with the text.



Using matching images/clip arts cuts off many of the cases where the user has to find something like a home-page button or a contact button etc.

“Illustrate wherever you can but don’t forget to be a minimalist”

Keep it user friendly - Designing is aimed at making people easily understand and use the product without getting worried about setbacks and bugs. A good design should make user to operate the product with ease and lead them to yield efficient outcomes, whereas a design that makes it hard for user to understand how to use it and where to find a component or have navigation issues it creates a bad impact on the user and hence the actual aim of designing is not met in such cases.



“Go through your design as an amateur user.”

Maintaining Consistency - Consistency refers to the method of designing which makes the same design look equally good and functional on multiple screens with different resolutions. It includes the functionality of every button, every link and every scroll should have exact outcome in all the respective devices.



Consistency in elements

Inconsistency arises when there are different outcomes across various screens, the functionality and looks should be equally compatible with whatever your resolution is, this includes creating separate designs for separate resolutions and it is a responsibility of the designer to make it consistent across all machines, no matter what device a user accesses it with, the ease with which they can use should be same.

“Always have different designs to show when users come by different devices, but maintain the functionality.”

•Using the Right Tools - Whether you are new to designing or an expert at it, everyone has some sort of bias towards the product they have used so far, the new designers may find it intimidating to choose from the large variety of tools available, whereas the experienced ones have already had their hands dirty on different possible tools and have chosen their best. It is therefore best to ask for advice from a senior designer for the right tools as per your needs. I am hereby mentioning some software related to different divisions of designing:

Graphics: Adobe Photoshop, Adobe Illustrator, CorelDraw

UI/UX: Zeplin, Adobe XD

II. CONCLUSION

Designing can be considered as an art one creates in the best possible way to showcase it, design of any commodity be it physical or abstract requires immense passion and creativity. One can think of it as quite a simple task of just arranging things in a way that they look meaningful but it is not true, you have to be on a strict guidance of various principles laid out by one or the other designers in your respective fields. The smallest of work you design has to go through a well reputed set of test cases as things are made to last, any inconsistency you ignore or even if you ignore following modern principles your works would not last long until and unless you are doing it for the discovery of new set of rules.

REFERENCES

[1] Thinking with Type - By Ellen Lupton

- [2] Interaction of Color – Josef Alber
- [3] Grid systems in graphic design – by Josef Muller
Brockmann