

# Design

Sophie de Bonis  
UX UI Designer / IBM France LAB

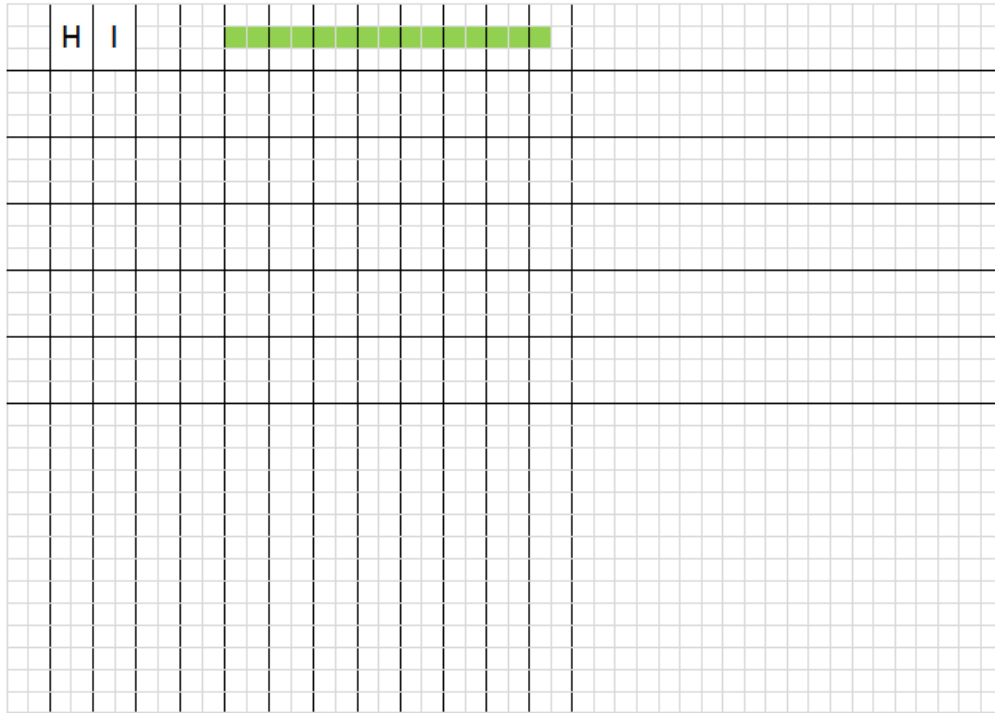
# *Visual Design*

“Design is thinking made visual”

Once upon a time ...

# PREMIÈRES INTERFACES

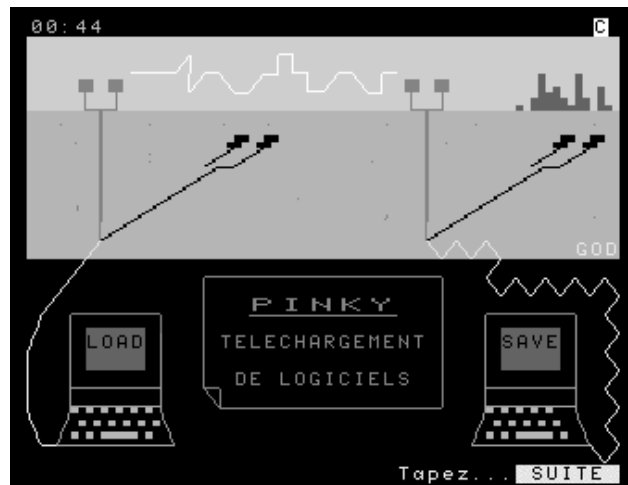
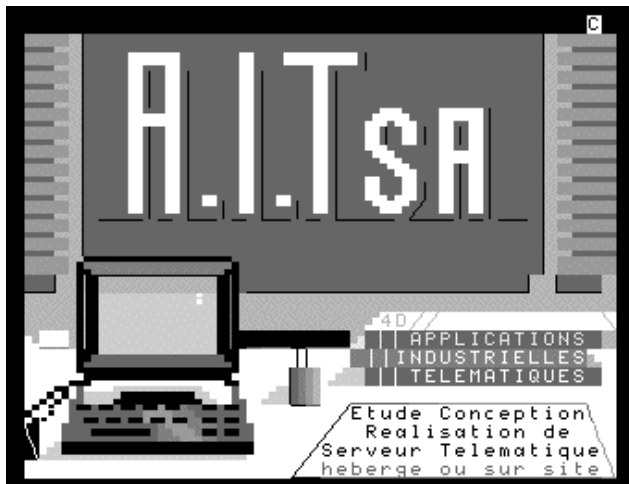




Rigueur ?  
Carré ?  
Aplat ?

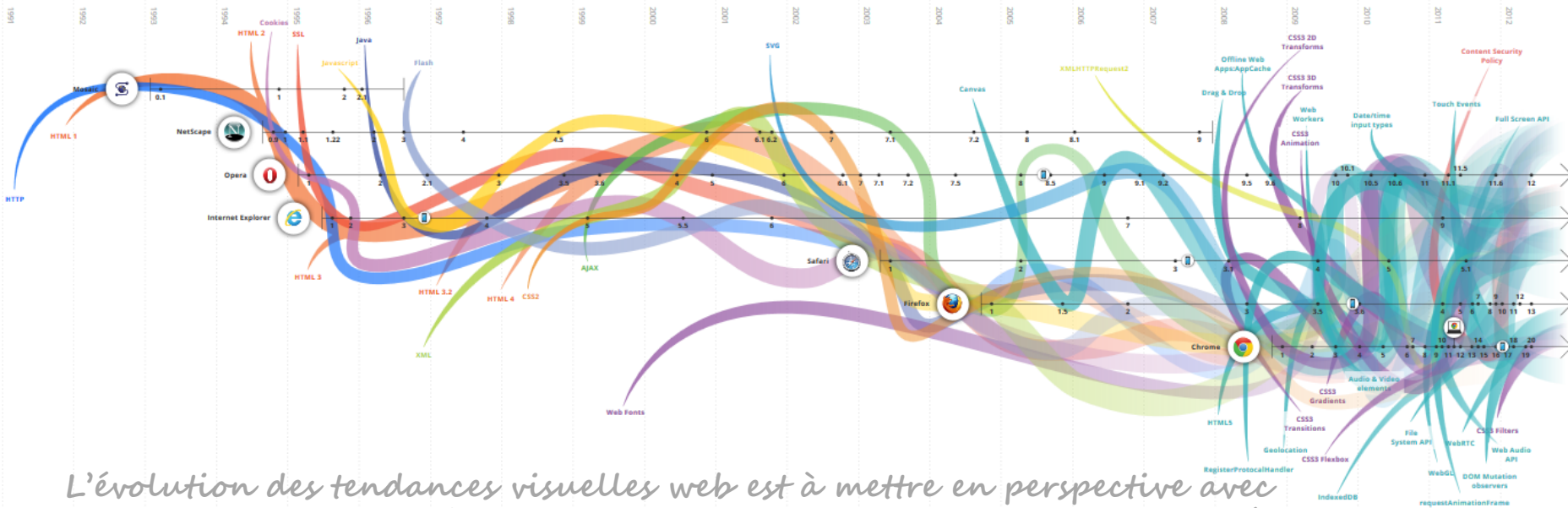
*24 lignes x 40 colonnes de pavés  
Editable en mode texte ou mode graphique  
8 couleurs correspondant à 8 tons de gris*





*Les designers cherchent plutôt à faire oublier ces contraintes*

ET PUIS LE WEB EST ARRIVÉ



*L'évolution des tendances visuelles web est à mettre en perspective avec les techniques disponibles du moment. Techniques qui ont influencées les design en terme de possibilités visuelles et d'interaction*



“Knowing where a style or technique came from and the history behind it can help you make more educated decisions when it comes to the use of the design aesthetic”

# 1990/1995

## World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#), [Policy](#), November's [W3 news](#), [Frequently Asked Questions](#).

### [What's out there?](#)

Pointers to the world's online information, [subjects](#), [W3 servers](#), etc.

### [Help](#)

on the browser you are using

### [Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#), [X11 Viola](#), [NeXTStep](#), [Servers](#), [Tools](#), [Mail robot](#), [Library](#) )

### [Technical](#)

Details of protocols, formats, program internals etc

### [Bibliography](#)

Paper documentation on W3 and references.

### [People](#)

A list of some people involved in the project.

### [History](#)

A summary of the history of the project.

### [How can I help ?](#)

If you would like to support the web..

### [Getting code](#)

Getting the code by [anonymous FTP](#), etc.

<http://info.cern.ch>

- Ecrans 640 x480
- 16 couleurs
- Image supporté a partir de 1993

## Yahoo - A Guide to WWW

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- [Economy](#)(743) [new](#)
- [Education](#)(1487) [new](#)
- [Entertainment](#)(6199) [new](#)
- [Environment and Nature](#)(193) [new](#)
- [Events](#)(53) [new](#)
- [Government](#)(1031) [new](#)
- [Health](#)(367) [new](#)
- [Humanities](#)(163) [new](#)
- [Law](#)(163) [new](#)
- [News](#)(185)
- [Politics](#)(148) [new](#)
- [Reference](#)(474) [new](#)
- [Regional Information](#)(2606) [new](#)
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- [Social Science](#)(93) [new](#)
- [Society and Culture](#)(648) [new](#)

23836 entries in Yahoo [ [Yahoo](#) | [Lip](#) | [Search](#) | [Mail](#) | [Add](#) | [Help](#) ]

[yahoo@akebono.stanford.edu](mailto:yahoo@akebono.stanford.edu)

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# 1996/1998



- 256 couleurs / Ecran 800x600
- Prédominance de times new roman
- Début (php, javascript, css)

*On cherche à attirer le regard.  
On utilise des couleurs vives et ça clignote  
beaucoup!*



[1998 Winter Games](#)  
results, schedules, news

[MegaMarketing](#)  
BENEFITS EXPOSED!

[Academy Award](#)  
Nominations

 Search [options](#)

[Yahoo! Chat](#) with Wall Street guru **Jim Cramer**, supermodel **Frederique**

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Smart Shopping with

[How to Suggest a Site](#) - [Company Info](#) - [Openings at Yahoo!](#) - [Contributors](#) - [Yahoo! How-To](#)

*Le moteur de recherche le plus utilisé de l'époque est Yahoo*

*Jusqu'à ce que ...*



*1998 l'arrivée de Google est une révolution visuelle  
avec une première interface complètement épurée*

# Google!

Search the web using Google!

10 results ▾

Google Search

I'm feeling lucky

*Index contains ~25 million pages (soon to be much bigger)*

[About Google!](#)



Logo de la version beta de Google



Logo de 1999 à 2010



Logo de 2010 à 2013



Logo du 19 septembre 2013 au 1<sup>er</sup> septembre 2015



Logo depuis le 1<sup>er</sup> septembre 2015

# 1998 - 2002



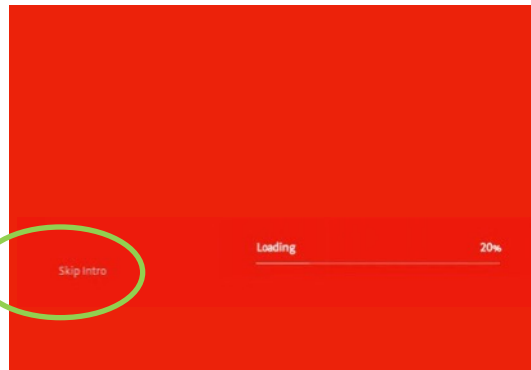
- Ecran 1024x768

*Plus d'attention à la lisibilité (moins de clignotement et de gras), des fontes plus variées. Mais c'est aussi la mode des sites avec des liens cachés "on mouse over" ☹*

# 2002 / 2006

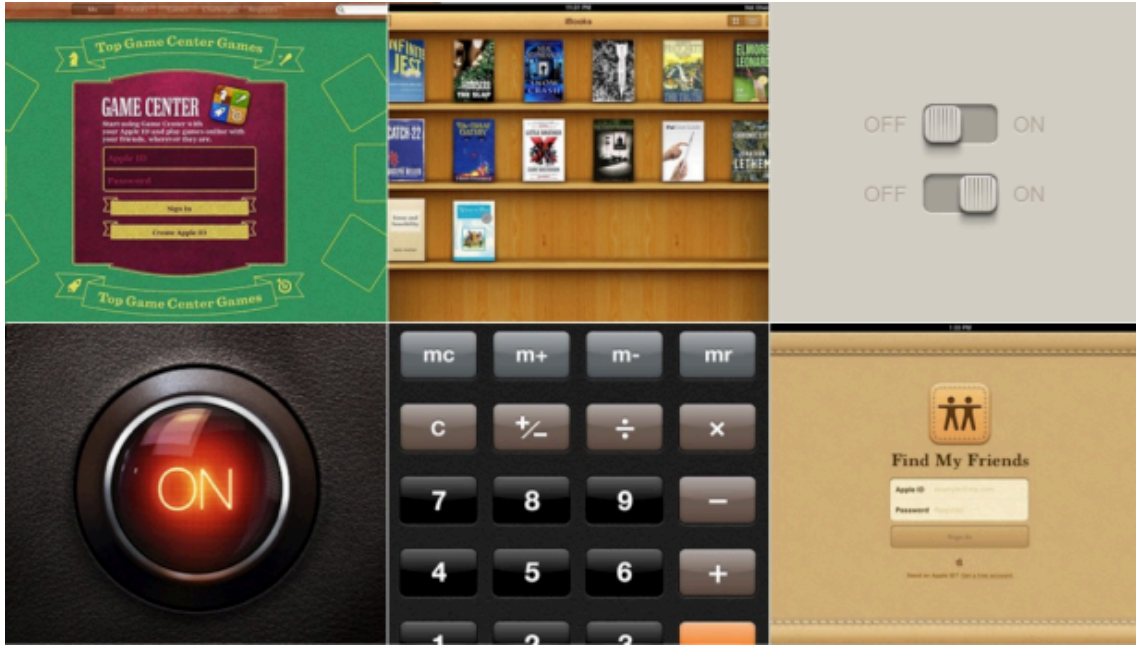
- Développement des sites réseaux sociaux
- Meilleure connexion et temps de téléchargements

*Le contenu devient prioritaire.  
Explosion des pages d'introduction en Flash, avec de beau design MAIS un fort agacement avec le temps de chargement que les designers tentent d'atténuer avec le « skip intro »*





# 2006 /2010



<http://blog.lunaweb.fr/skeuomorphisme-flat-design/>



Le Skeuomorphisme  
L'arrivée de l'iphone

*La révolution Apple commencée depuis longtemps*

### Control Panel

Control Panel interface showing various system settings and controls:

- Volume control slider on the left, ranging from 0 to 7.
- Date and time display: 2/26/04 0:07:01.
- Keyboard and mouse settings with numeric indicators 0-4.
- Mouse button configuration with numeric indicators 1-3.
- Mouse button speed control with numeric indicators 1-3.
- Mouse button acceleration control with numeric indicators 1-3.
- Mouse button click speed control with numeric indicators 1-3.
- Mouse button click delay control with numeric indicators 1-3.
- Mouse button click repeat control with numeric indicators 1-3.
- Mouse button click repeat delay control with numeric indicators 1-3.
- Mouse button click repeat rate control with numeric indicators 1-3.
- Mouse button click repeat delay rate control with numeric indicators 1-3.
- Mouse button click repeat rate delay control with numeric indicators 1-3.
- Mouse button click repeat rate delay rate control with numeric indicators 1-3.



### System Folder

7 items 173K in folder 200K a

- Finder
- System
- Imagewr
- Note Pad File
- Scr
- Empty Folder

### Puzzle

6		12	11
5	9	13	3
8	1	15	2
7	14	4	10

### Calculator

0

C	E	=	*
7	8	9	/
4	5	6	-
1	2	3	
0	.		+

### Note Pad

All work and no play makes Jack a dull boy.  
 All work and no play makes Jack a dull boy.  
 All work and no play makes Jack a dull boy.  
 All work and no play makes Jack a dull boy.

12:07:00 AM





2011/2016

# Explosion des possibilités pour le design

4 tendances : Flat Design - Photo/Video - Animation/Parrallax - Cartes

Tendance actuelle 1

# LE FLAT DESIGN



Flat design is mainly the term given to the style of design in which elements lose any type of stylistic characters such as drop shadows, gradients, textures,

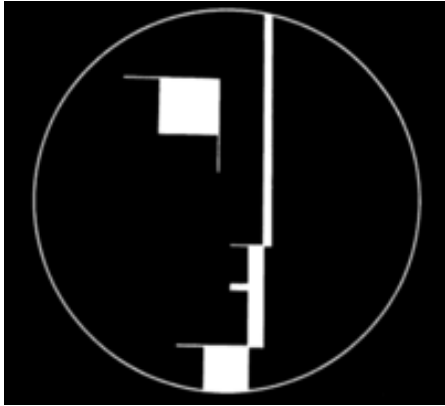
Aplat Rigueur Carré

# Une nécessité technique?



- Facilite la conception d'interfaces s'**adaptant** à la surface d'affichage; le **responsive design**
- Son usage d'**aplats** de couleurs permet de **meilleurs taux de compression**.
- Permet aux designers de se concentrer sur le contenu

# Une tendance visuelle qui vient de loin?



## 1920 Le Bauhauss,

Art Design School  
Naissance de la notion de  
design contemporain et  
modernité



## 1950 Le Swiss Style

Style International  
Objectif: Dépouillement lisibilité  
objectivité  
Avènement des polices sans serif  
(Helvetica).



## 1955 Yves Klein

met en avant le style  
monochrome ... ou la  
couleur est vue comme  
une présence qui se suffit  
à elle même

# Favorisée par l'adoption des grandes compagnies

Le **metro design** de Microsoft Windows8 en 2012 (démarré en 2006 dans Zune)



Abandon du **skeuomorphism** par Apple en 2013 (IOS 7)



*Enfin ou Dommage*



Tendance actuelle 2

# PHOTO ET VIDEO PLEIN ÉCRAN

# Avènement de la Photo/Video grand format ou plein écran

California  
dream big

MAP



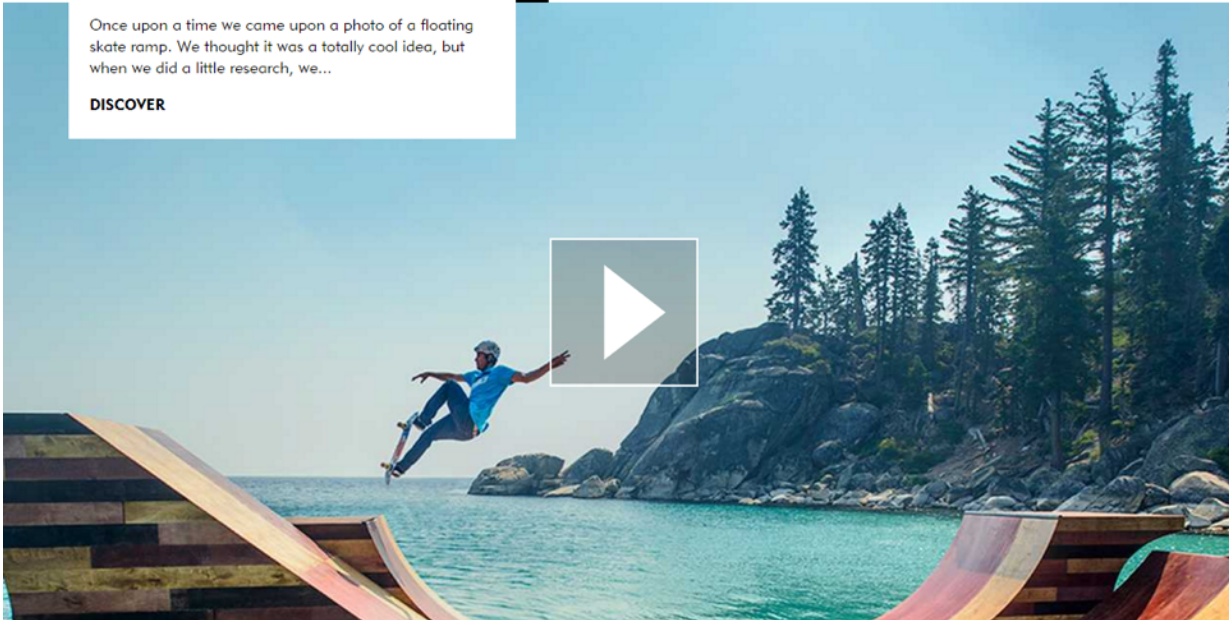
Discover the High Sierra

PRO SKATER BOB BURNQUIST AT LAKE TAHOE

## Shredding Lake Tahoe

Once upon a time we came upon a photo of a floating skate ramp. We thought it was a totally cool idea, but when we did a little research, we...

**DISCOVER**



# Centré Humain, “C’est vous là!”



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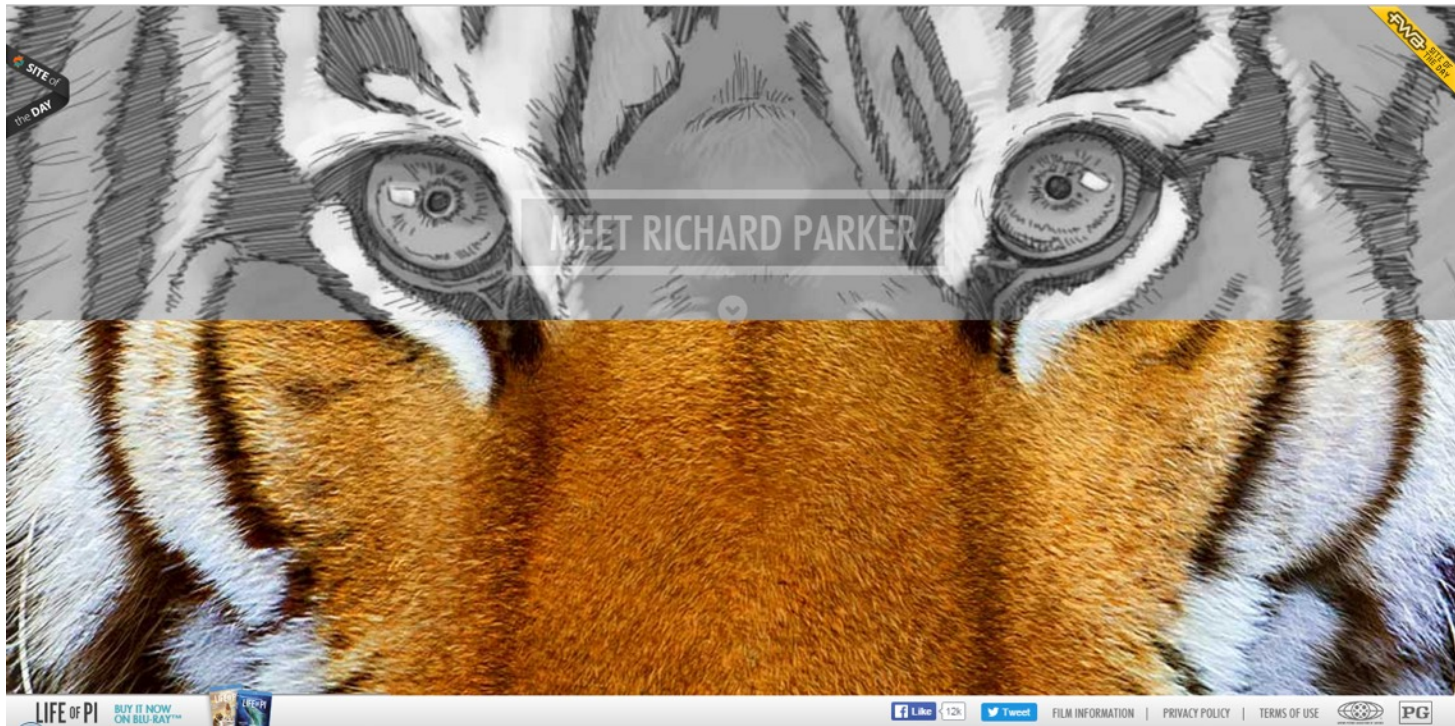
## It All Starts with Your Stunning Website

Wix unites beauty and advanced technology to create your stunning website. It's easy and free.

Start Now

Tendance actuelle 3

# LE PARALLAX



<http://journey.lifeofpimovie.com/>

Le parallax scrolling est le déplacement horizontal, vertical, ou multidirectionnel de calques au rythme du défilement (scroll de l'écran).

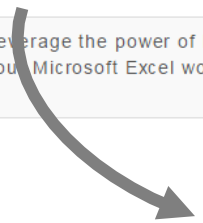
*Une possibilité de narration, de beaux effets « glisse »  
mais un risque d'agacement pour l'utilisateur.*

Tendances actuelles 4

# LE DESIGN PAR BLOQUES ET CARTES

# A la place de tableaux


Name	Description	Category	Development	Model	Author
DOcloud GreenTruck sample	A web application showing how to solve a simple transportation optimization problem. The application demonstrates how to integrate the IBM DOcloud Java client with data stored in MongoDB and a web frontend developed with AngularJS.	APPLICATION	Java	OPL-CPLEX	IBM
DOcloud Python client samples	These samples demonstrate how to use the Python Client to submit a problem to the IBM Decision Optimization on Cloud service.	CLIENT	Python	CPLEX	IBM
DOcloud Call from Excel	Leverage the power of DOcloud from your Microsoft Excel workbook.				



IBM

## DOcloud GreenTruck sample

A web application showing how to solve a simple transportation optimization problem. The application demonstrates how to integrate the IBM DOcloud Java client with data stored in MongoDB and a web frontend developed with AngularJS.




APPLICATION  
Java OPL-CPLEX

IBM

## DOcloud Python client samples

These samples demonstrate how to use the Python Client to submit a problem to the IBM Decision Optimization on Cloud service.




CLIENT  
Python CPLEX

IBM

## DOcloud Call from Excel

Leverage the power of DOcloud directly from your Microsoft Excel workbook.



APPLICATION  
Excel VBA CPLEX



Visual Design: Sophie de Bonis  
*Pour une navigation plus visuelle.*

# Pour naviguer



Rechercher

Devenez hôte

Aide

Inscription

Connexion

## Destinations à la une



Tokyo



Paris



Londres



Le Cap



Miami



Séoul



## This week at IBM



### Expand your global line of defense

The world's most powerful cyber simulator. Massive threat monitoring and intelligence.

➔ See how the X-Force Command Centers can help secure your enterprise



### Customer experience strategy from sprint to marathon

Go the distance with tools winning organizations use to measure and enhance engagement

➔ Read *The experience revolution: Mobilizing to win – are you ready?*

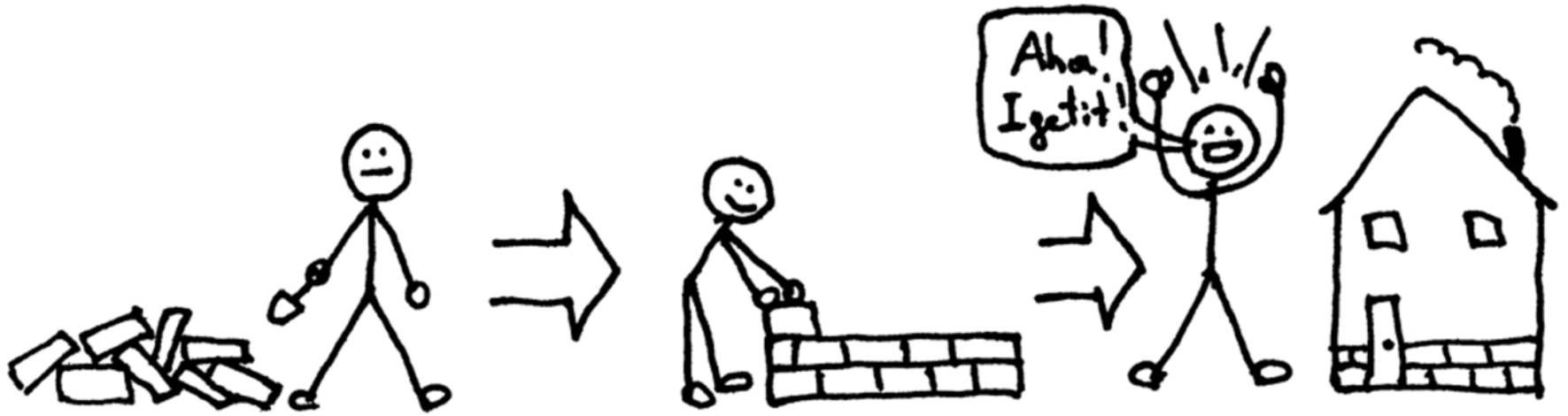


### Business success isn't built on great data alone

It demands intelligence, collaboration and agility. And insight.

➔ Find out what the new Watson Data Platform can do for your business





From low fidelity to final UI

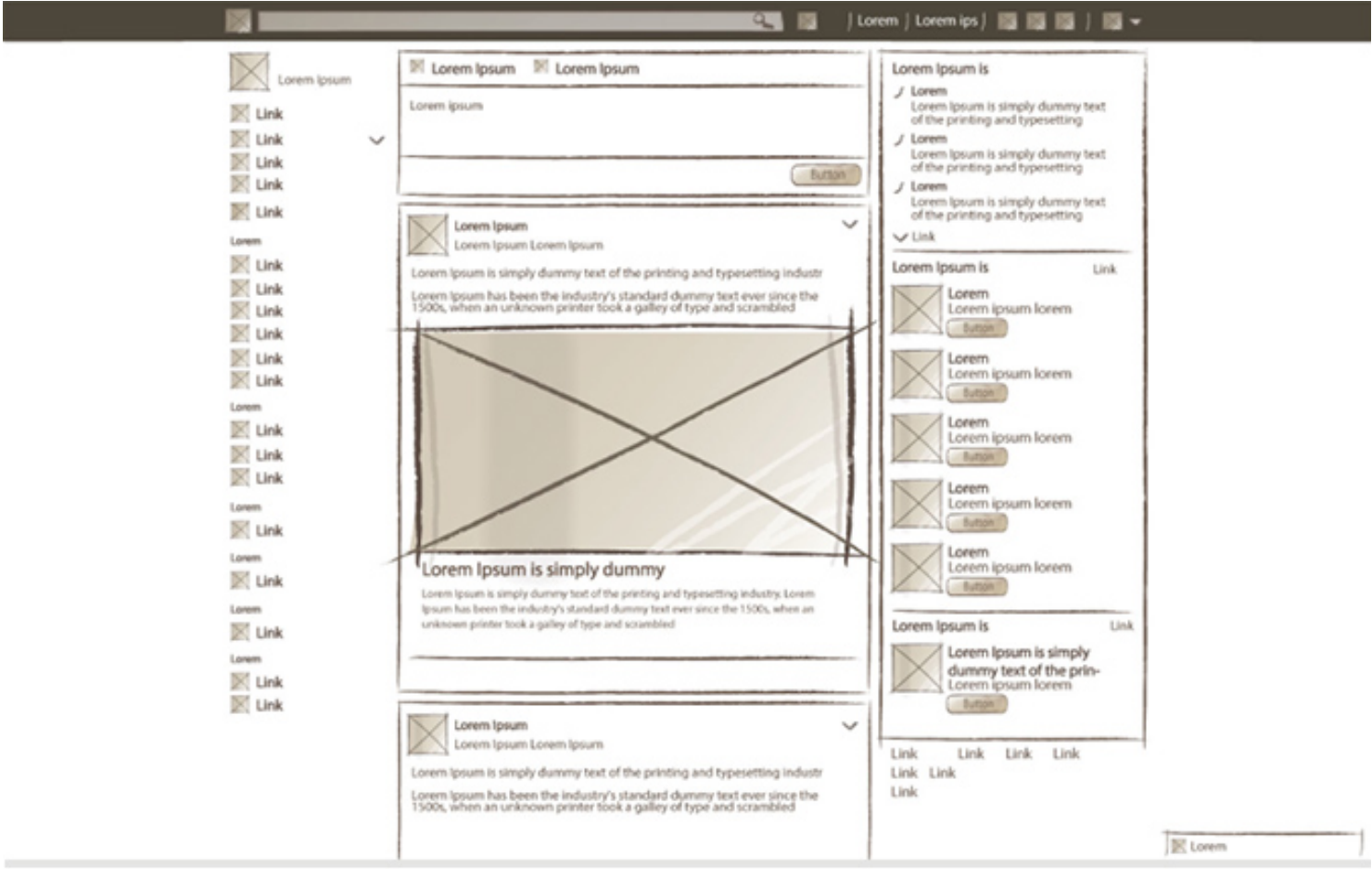
**NOW LET'S BUILD**

# Les 4 aspects à déterminer pour construire un visuel

1. La mise en forme des “écrans”
2. La palette de couleurs
3. La typographie
4. L’iconographie

De la maquette low fidelity à la réalisation visuelle finale

# 1. LA MISE EN FORME DES ÉCRANS



Facebook interface showing a news feed post and sidebar navigation.

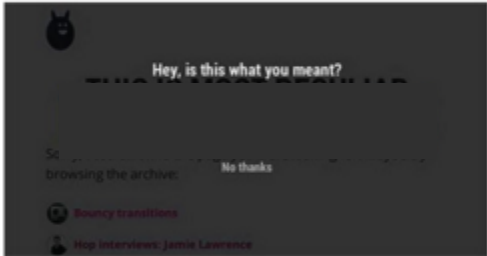
**Navigation Sidebar:**

- Home
- Find Friends
- Find Profile
- Welcome
- News Feed
- Messages
- Events
- Find Friends
- APPS
- Games
- Photos
- Gifts
- Music
- Pokes
- Saved
- PAGES
- Pages Feed
- Like Pages
- Create Page
- FRIENDS
- Close Friends
- INTERESTS
- Pages and Public ...
- DEVELOPER
- Insights
- GROUPS
- Create Group
- Find New Groups

**Post Content:**

DESIGNATION  
August 28 at 10:00am · 🌐

A Better 404 Page  
www.smashingmagazine.com/2014/08/12/a-better-404-page/



Hey, is this what you meant?

Searching for:  No thanks

browsing the archive:

👤 [Bouncy transitions](#)

👤 [Hop Interviews: Jamie Lawrence](#)


**A Better 404 Page - Smashing Magazine**  
A visitor could find themselves on a 404 page for one of many reasons: a mistyped address, a bad link from somewhere else, a deleted page or content that has moved elsewhere. While you can prevent errors from moved pages with redirects,...

SMASHINGMAGAZINE.COM

Like · Comment · Share · 🌐 1

DESIGNATION  
August 28 at 12:51pm · 🌐

Every cohort has a logo, and every logo has a shirt. Seeing how they develop has consistently been one of the most exciting assignments to watch develop.



**TRENDING:**

- Joan Rivers: Joan Rivers, Comedy Legend and TV Host, Dies at 81 - NBC News
- Josh Gordon: Josh Gordon will reportedly spend the NFL season working as a car salesman
- Bob McDonnell: Ex-Governor McDonnell and Wife Convicted After Corruption Trial

**RECOMMENDED PAGES:**

- Health.com: 2,722,453 people like this.
- Sportsnet: 172,605 people like this.
- WGN TV: 237,005 people like this.
- Chicago Cubs: 2,262,462 people like this.
- Salam Restaurant: 8,034 people like this.

**SUGGESTED GROUPS:**

- Now Hiring! (Cook County & Surrounding): 39,552 members

English (US) · Privacy · Terms · Cookies · Advertising · More · Facebook © 2014

1 Chat





De la maquette à la réalisation visuelle les composants définis pour les interfaces peuvent changer.

Si votre application est multi-support, démarrez le visuel sur le support privilégié

A well-composed layout guides a user in understanding **the relationship between the way things look and how they function.**

Compositions with a consistent layout scheme help people navigate a product and **direct the eye on when to focus** and take a break.

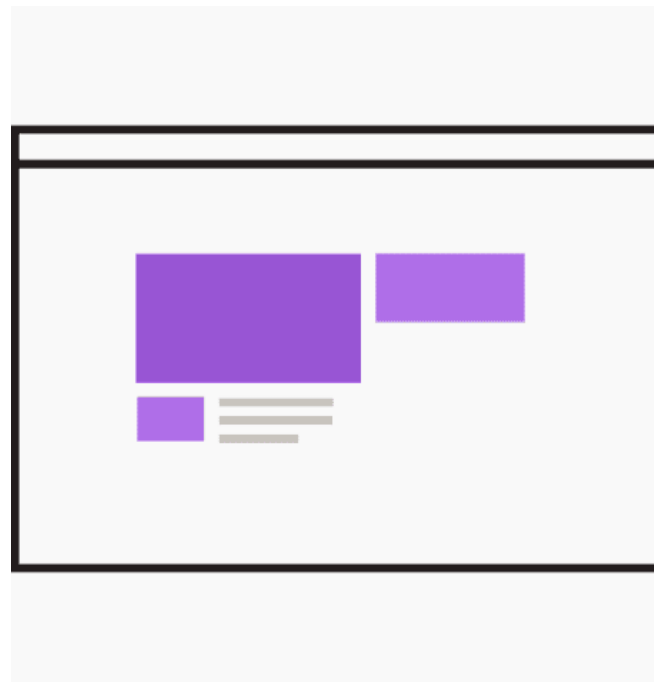
<http://www.ibm.com/design/language/framework/visual/layout/>



# Let it breathe

---

A clean layout is approachable and opens up mental space to get into the flow. It clears clutter and removes the guesswork from a user's gaze.



Grouper les éléments par fonction – Mettre en avant les éléments essentiels

Ah la magie des couleurs ...

## **2. COULEURS**

# What people think Creative Directors do:



<http://uxreactions.com/post/118373113309/what-people-think-creative-directors-do>

Visual Design - Sophie de Bonis

# What they actually do:



# Les couleurs ont-elles un sens ?



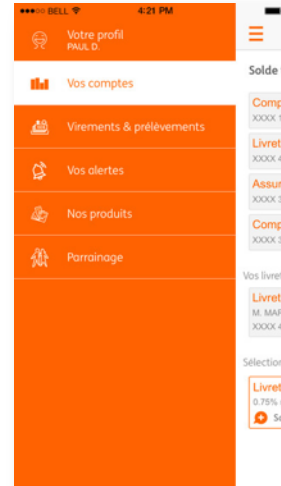
Color meanings in the American culture

# Définir une palette de couleurs

## Par où commencer ?

A qui s'adresse l'interface? Quel est l'objectif?

Existe-t-il déjà un code visuel du **domaine** ? Un logo?



# Choisir une teinte (sémantique) ...



Although the meaning of color can differ from person to person, some emotive qualities have been commonly linked to certain colors. For example, blues and greens bring to mind the coolness of water; fiery reds and oranges add warmth to a design.

**IBM Design Language**



**Primary Colors**



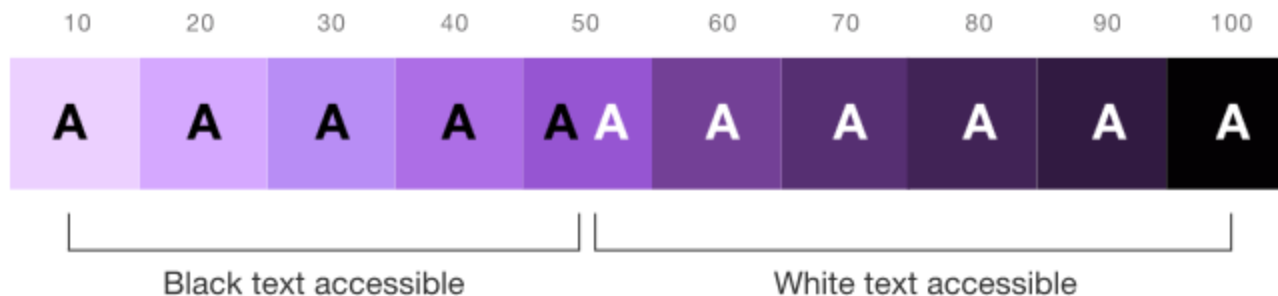
**Secondary Colors**



**Tertiary Colors**

Cercle chromatique (primaires, secondaires, tertiaires)

# Choisir une luminance (visibilité)





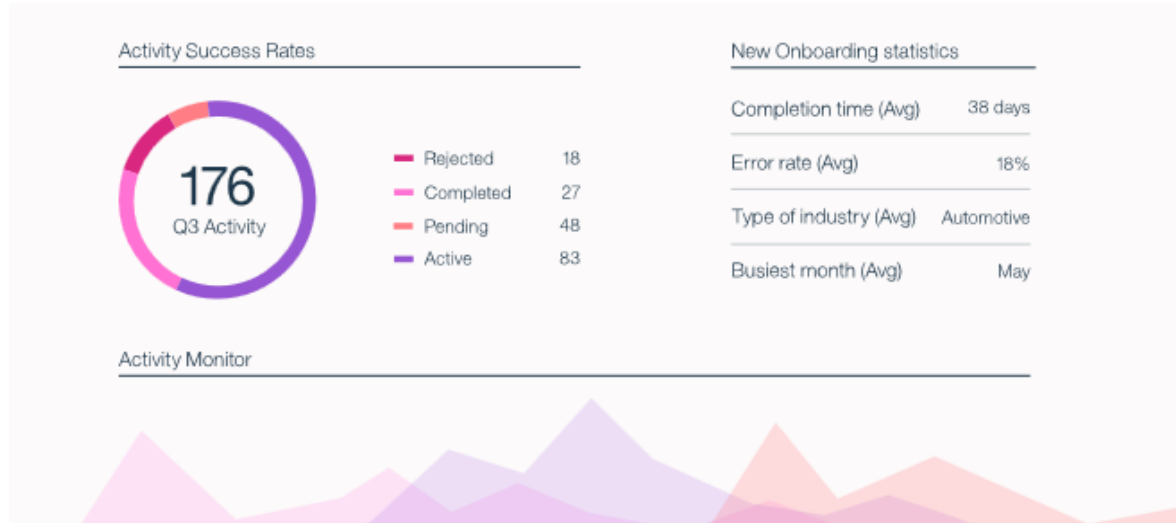
# Définir votre palette

Color is more than a product's personality. It emphasizes connections between different types of content to help users make faster, more informed decisions.

*Et il existe des méthodes pour choisir les couleurs de sa palette et assurer l'esthétique des interfaces de ce point de vue là*

## ANALOGOUS EXAMPLE

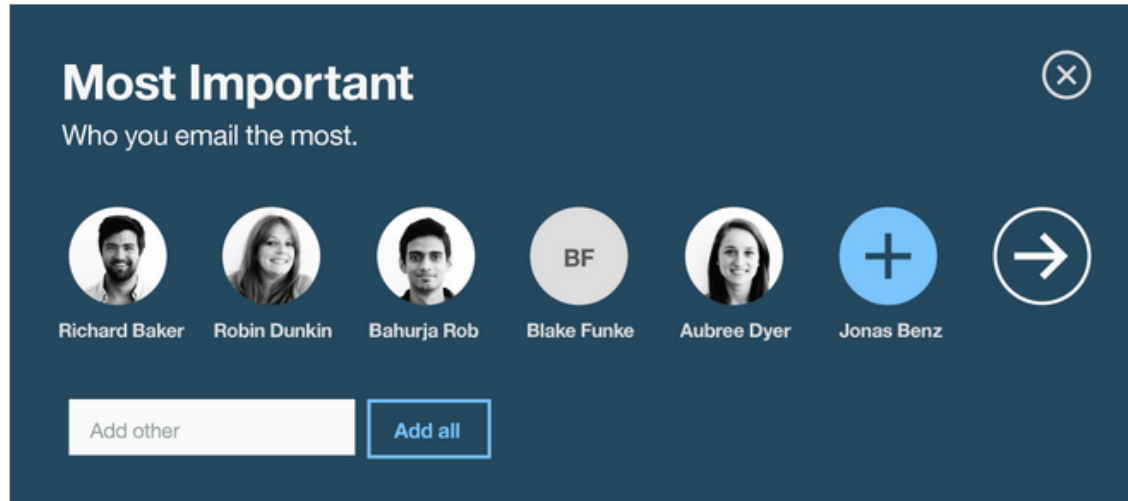
Make data feel vital and lively with bright warm colors. This analogous palette adds humanity to an otherwise empirical visualization.



Analogous: colors adjacent on the color wheel with varied saturation  
Usually best to stay within warm or cool colors to maintain a consistent temperature within your design.

### MONOCHROMATIC EXAMPLE

Calming blue is used by itself to make the interface feel balanced and simple.



Color derived from a single color and its tints and shades  
Usually more peaceful and balanced due to the lack of contrast

### TRIADIC EXAMPLE

A healthy and exciting green dominates while orange and purple create variety.



#### Your Health Itinerary

Chews wisely

<b>Complete</b> ✓	50pts
Introduce whole grains to diet <small>(Based on prediabetes goal)</small>	100pts
Swap berries for candies <small>(Based on prediabetes goal)</small>	100pts

Get your move on

Do 2 sets of 20 pushups	50pts
-------------------------	-------

#### Today's progress

**85%**  
You're almost there,  
keep it up!



Triadic: colors that are equally spaced around the color wheel  
Because this scheme is so diverse, it is important to choose a single color to focus on and use the other colors as accent.

# Couleurs standards pour signifier des alertes



*Ne les changez pas*

- Définir vos besoins :
  - Couleur de fond, d'entête
  - Couleur de texte, de titre, **de lien?**
  - Couleur de **bouton**
  - Couleur de zone / bloque
- **limiter le nombre de teintes**  pour favoriser leur discrimination : compléter éventuellement avec les luminances
- **Tester**  l'accessibilité et l'apparition des couleurs sur différents écrans

*Différencier ce qui est cliquable*

Voir règles ergonomiques concernant l'utilisation des couleurs

[http://www.info.univ-tours.fr/~antoine/documents\\_enseignement/IHM\\_CM\\_chapIII.pdf](http://www.info.univ-tours.fr/~antoine/documents_enseignement/IHM_CM_chapIII.pdf)

A color palette limited to two or three colors helps users make fast associations with forms and elements on the screen and can make your product more usable.

# 3 couleurs pour un site web

Primary: nn px, nn px

HelveNeue Light for IBM

Primary: nn px, nn px

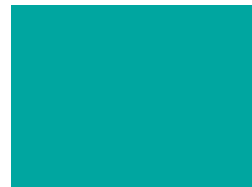
**HelveNeue Bold for IBM**

Primary: nn px, nn px

HelveNeue Roman for IBM

Primary: nn px, nn px

**Lubalin Demi for IBM**



TEAL1



TEAL2



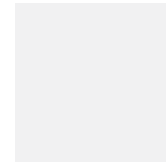
TEAL3



GREEN 1



GREEN 2



Grey





IBM

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# Decision Optimization Cloud

## Solve your problems online

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam adipiscing eget turpis at consectetur. Sed ligula nunc, ultricies eu erat at, pulvinar bibendum nu

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# Use the plan you need

**Free trial**

Unlimited number of solves

**Yes it's free!**

10 min maximum / solve  
1 job in queue

[Go!](#)

**Buy solve time**

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Unlimited number of solves and no time limit

8 cores 12 GB RAM	12 cores 32 GB RAM	16 cores 64 GB RAM
----------------------	-----------------------	-----------------------

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Unlimited number of solves and no time limit

8 cores 12 GB RAM	12 cores 32 GB RAM	16 cores 64 GB RAM
----------------------	-----------------------	-----------------------

Powered by IBM Smarter Commerce

IBM

Decision Optimization Cloud BETA    Demo    Learn more    Pricing    [Register](#)    [Sign in](#)

## DropSolve demo

Drag and drop these sample problems and discover what DropSolve can do for you.

Oil-production.lp

Sport-scheduling.dat  
Sport-scheduling.mod

Warehouse-plan.dat  
Warehouse-plan.mod

Drop a problem here to solve it

**0:08** Oil-production.lp (54k) Info Log Abort

Running

File(s)	Oil-production.lp (54k)			
Type	MIP			
Uploaded	15th Sept. 9:20 AM			
Run start time	15th Sept. 9:34 AM			
Elapsed time	0:34			
32	0	0	83	27
Continuous vars	Integer vars	Binary vars	Non zeros	Constraints

IBM

Decision Optimization Cloud    [DropSolve](#)    [FAQ & Samples](#)    [Oscar Smith](#)

## DropSolve

Drop your problem file(s) and download results when complete. All relevant files must be dropped in together (.lp, .mps, .sav - .prm - .mod, .dat, .ops, ...).

[Learn more or get samples](#)

It's time to download Results. To drop again, simply remove a job.  
Free trial is limited to 3 jobs at a time.

✔ File1.lp (140k) Results Info Log

Completed

---

🔄 Other-file.mps - Other-file.prm Info Log Abort

Running

---

🔄 Last-file.mod (54k) - Last-file.dat (850k) Info Log Abort

Pending

Don't try to be original,  
just try to be good.

Paul Rand

De l'unique Times New Roman à .... la multitude

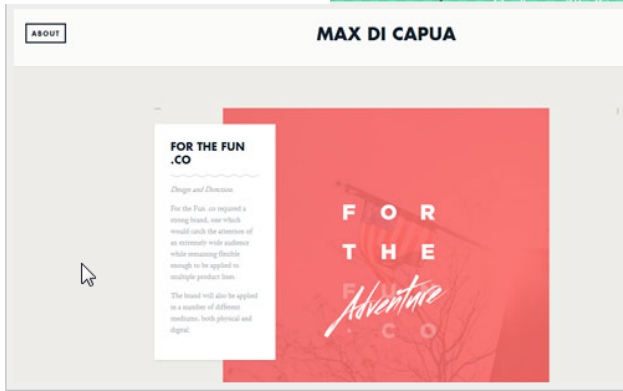
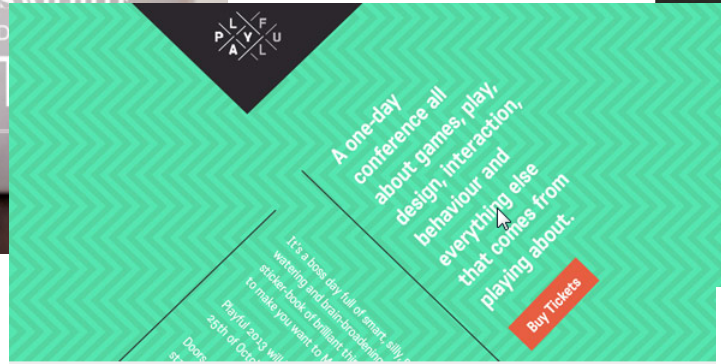
## **3. TYPOGRAPHIE**

# WEB DESIGN IS 95% TYPOGRAPHY

Oliver Reichenstein iA's

<https://ia.net/know-how/the-web-is-all-about-typography-period>

# Considérez le texte comme une interface



## Polices de caractère



Times

- **serif** : polices à empattement (exemples : Times New Roman, Georgia, Garamond...)

Helvetica

- **sans-serif** : polices sans empattement (ex : Arial, Helvetica, Tahoma, Verdana...)

Lucida

- **cursive** : polices simulant l'écriture à la main (ex: Lucida Handwriting, mais aussi Comic Sans MS (et ouais !))

Blackletter

- **fantasy** : polices plus exotiques, décoratives (ex : Impact, Fraktur...)

(une collection de polices célèbres de films)

Courier

- **monospace** : polices à chasse fixe (largeur utilisée pour chaque caractère) (ex : Courier New, Lucida Console...)

## Fontes

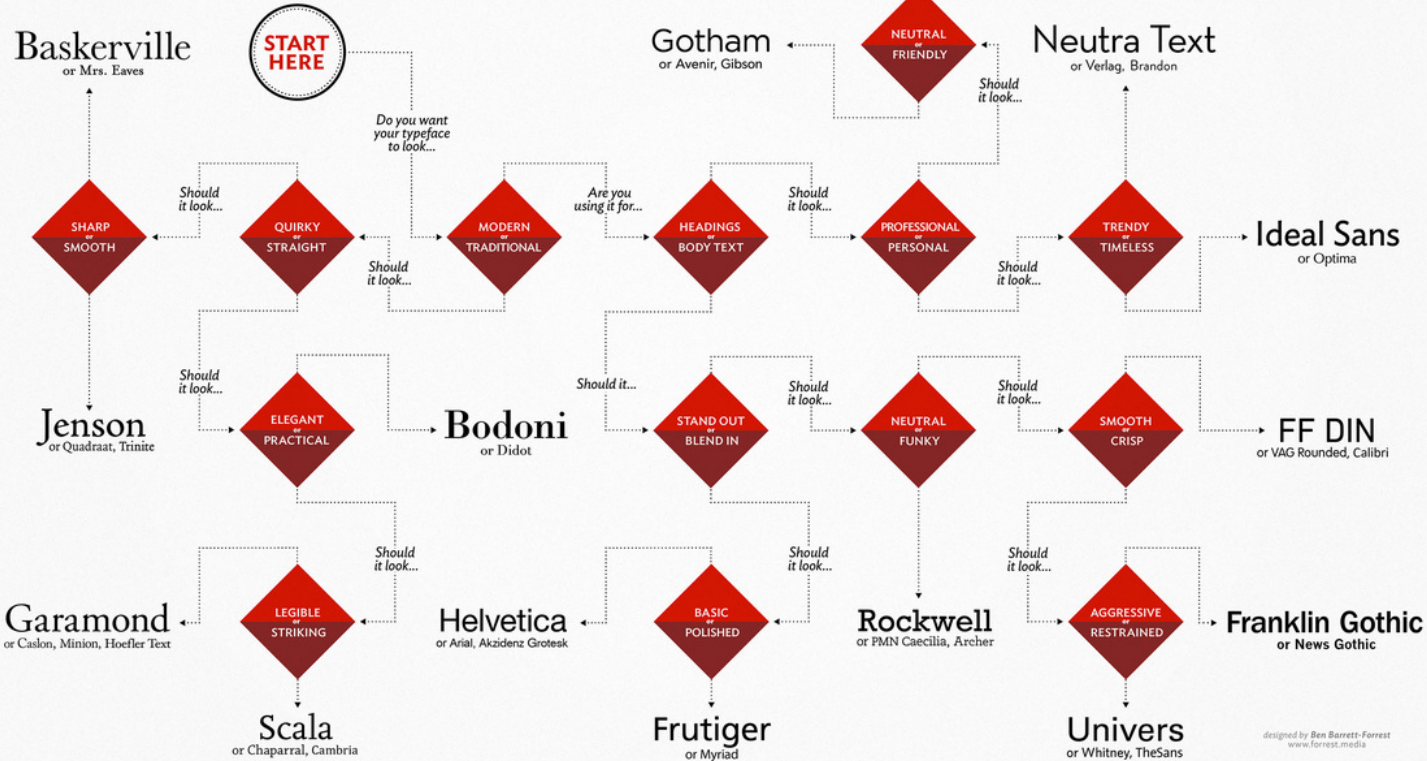


Helvetica Neue 25 Ultra Light  
Helvetica Neue 35 Thin  
Helvetica Neue 45 Light  
Helvetica Neue 55 Roman  
Helvetica Neue 65 Medium  
**Helvetica Neue 75 Bold**  
**Helvetica Neue 85 Heavy**  
**Helvetica Neue 95 Black**

Proportional  
Monospaced

# HOW TO CHOOSE A TYPEFACE

A guide to picking the right typeface for your task



Attention d'associer des fontes qui ont la même taille

Liste les polices qui peuvent être associées :

<http://www.alsacreations.com/article/lire/631-quelles-polices-pour-un-site-web.html>

Recommandations du W3C:

<http://www.w3.org/TR/CSS21/fonts.html#font-family-prop>

### Polices à empattements (serif)

```
font-family: "Times New Roman", Times, "Liberation Serif",  
FreeSerif, serif;  
font-family: Georgia, "DejaVu Serif", Norasi, serif;
```

### Polices sans empattements (sans-serif)

```
font-family: Arial, Helvetica, "Liberation Sans", FreeSans,  
sans-serif;  
font-family: "Trebuchet MS", Arial, Helvetica, sans-serif;  
font-family: "Lucida Sans", "Lucida Grande", "Lucida Sans  
Unicode", "Luxi Sans", sans-serif;  
font-family: Tahoma, Geneva, Kalimati, sans-serif;  
font-family: Verdana, "DejaVu Sans", "Bitstream Vera Sans",  
Geneva, sans-serif;  
font-family: Impact, "Arial Black", sans-serif;
```

### Polices à chasse fixe (monospace)

```
font-family: "Courier New", Courier, "Liberation Mono",  
monospace;  
font-family: Monaco, "DejaVu Sans Mono", "Lucida Console",  
"Andale Mono", monospace;
```



- Préférer du sans–serif pour les blocs de texte
- **Pas de long paragraphe de texte en gras  
OU ENTIÈREMENT EN MAJUSCULE**
- Pas de mot souligné ... sauf s'il s'agit d'un lien
- Une police monospace pour les chiffres (surtout s'ils doivent être alignés)

Quelque soit la police/fonte ne pas oublier que c'est surtout l'espacement autour des textes qui en assurera l'esthétique et la lisibilité

« 2 polices maximum ! » ?  
1 police et plusieurs fontes ?

## Helvetica Neue for IBM

We use the following weights:

Light Condensed	Roman	<b>Bold</b>
Condensed	<i>Italic</i>	<b><i>Bold Italic</i></b>
Light	<b>Medium</b>	
<i>Light Italic</i>	<b><i>Medium Italic</i></b>	

*Une même police, différentes fontes et une bonne gestion des espacements peuvent suffire*



### **Tell a story**

PRESENT YOUR IDEAS WELL

You have to be able to tell a story. You have to be able to convey ideas clearly, concisely and purposefully.

**R**

HELVETICA  
NEUE  
iOS8

**R**

HELVETICA  
Desktop fallback

**R**

ARIAL  
Desktop fallback

**R**

ROBOTO  
Android fallback

# Step up for design

## Empathize With Users

Users are undoubtedly the most important stakeholders of our products. Without their adoption of our products, we will not be successful. Our mission is to deliver delightful experiences for them. Our designers' role is to

## Read On

---

Work well under pressure and amid chaos. You have to be >

---

Work well under pressure and amid chaos. You have to be >

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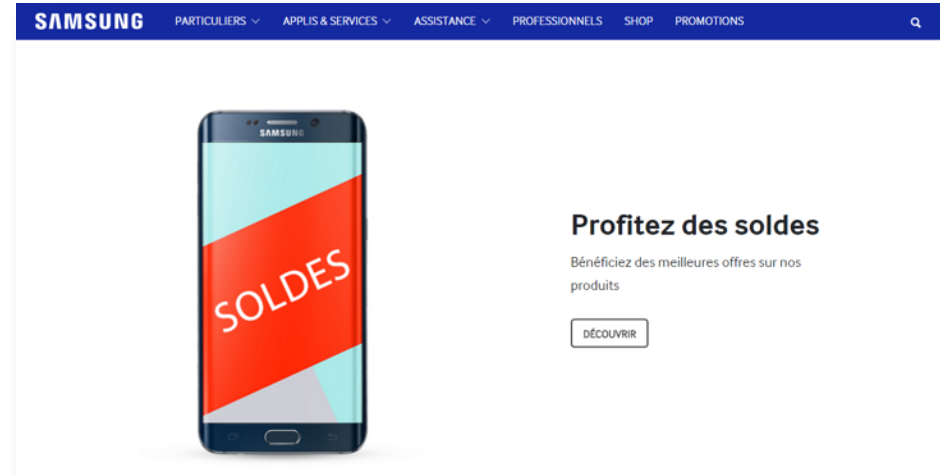
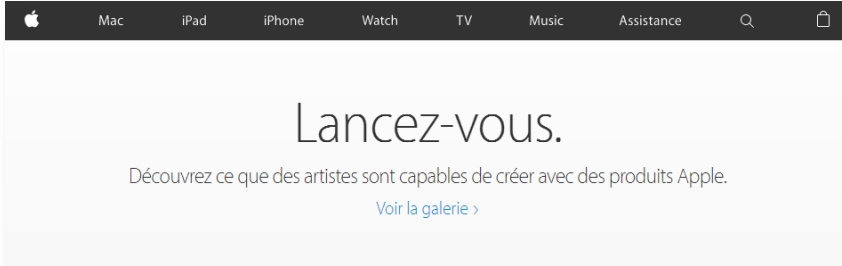
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---

Work well under pressure and amid chaos. You have to be >

<http://www.ibm.com/design/language/framework/visual/typography/>

# Liens tout MAJUSCULE ou pas ?



Pas d'importance du moment que c'est consistant

<http://newflux.fr/le-design-ui-ne-doit-pas-etre-lisible-mais-reconnaisable/>

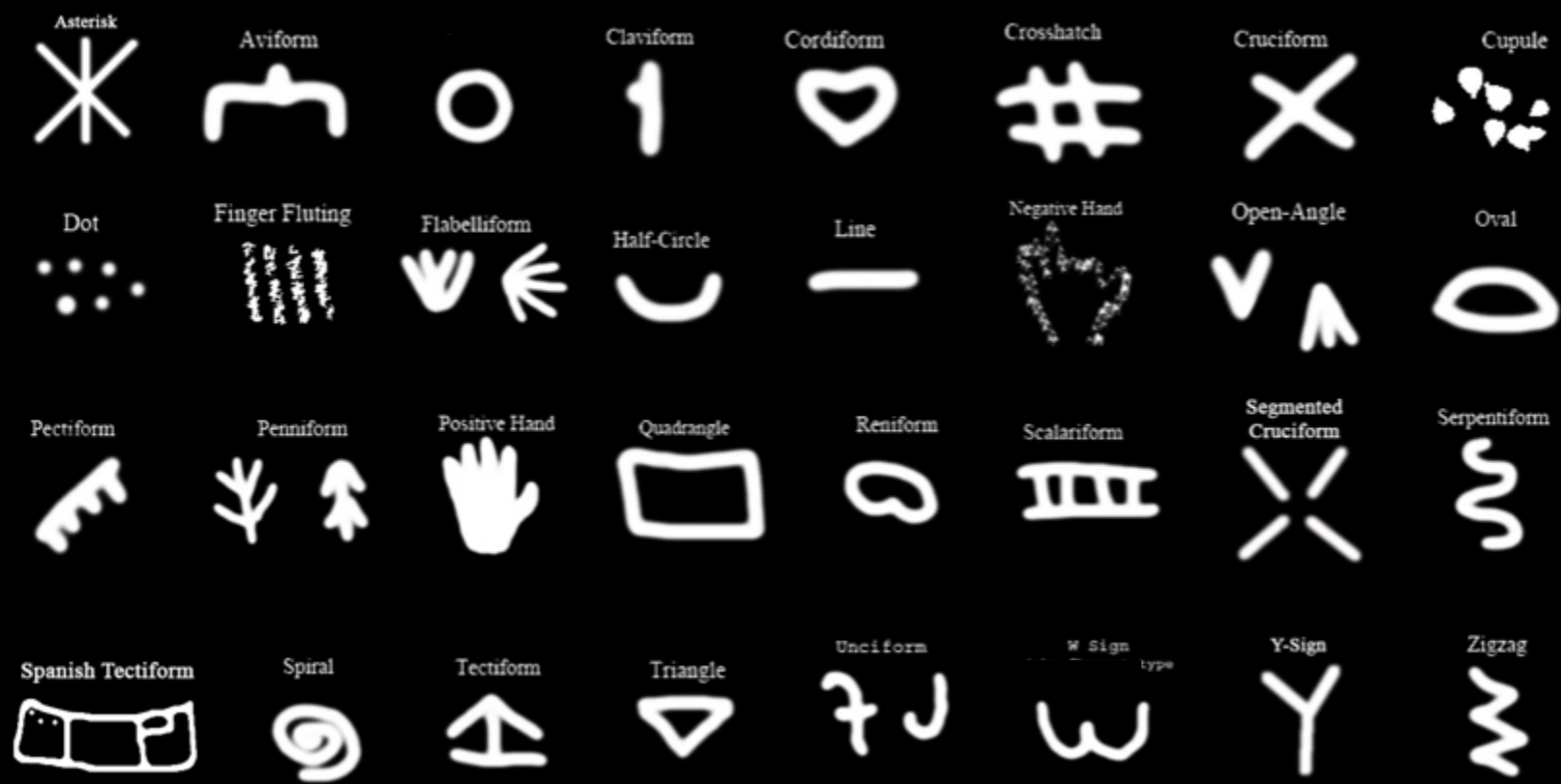
Don't try to be original,  
just try to be good.

Paul Rand

Et s'il vous plait éviter le Comic Sans MS

Les signes des temps

# ICONOGRAPHIE







Une acceptation commune à grande échelle

# Prévoir des icônes?

Pour différents éléments de l'interface :

- pour signifier des **actions**
- pour signifier des **statuts**
- pour signifier des **types de sections**
- Pour signifier un type de **résultat**
- pour décorer ... Non!

Quel style ?

- En fonction de l'esprit de votre solution ; Fun, Sérieux
- En fonction d'un visuel (logo) pre existant

# Police d'icônes

Consistance Visuelle  
Facilité d'utilisation  
Responsive design



- MONOCHROMATIC
- BASED ON GEOMETRIC SHAPES
- USE UNIVERSAL IMAGERY
- AVOID UNNECESSARY DETAILS



Timeless and  
approachable

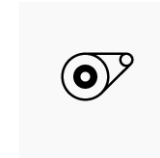
---



Restore



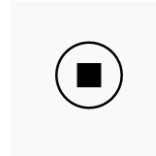
Retrieve



Run



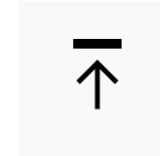
Search



Stop



Trash



Up to top



Upload



View



Warn



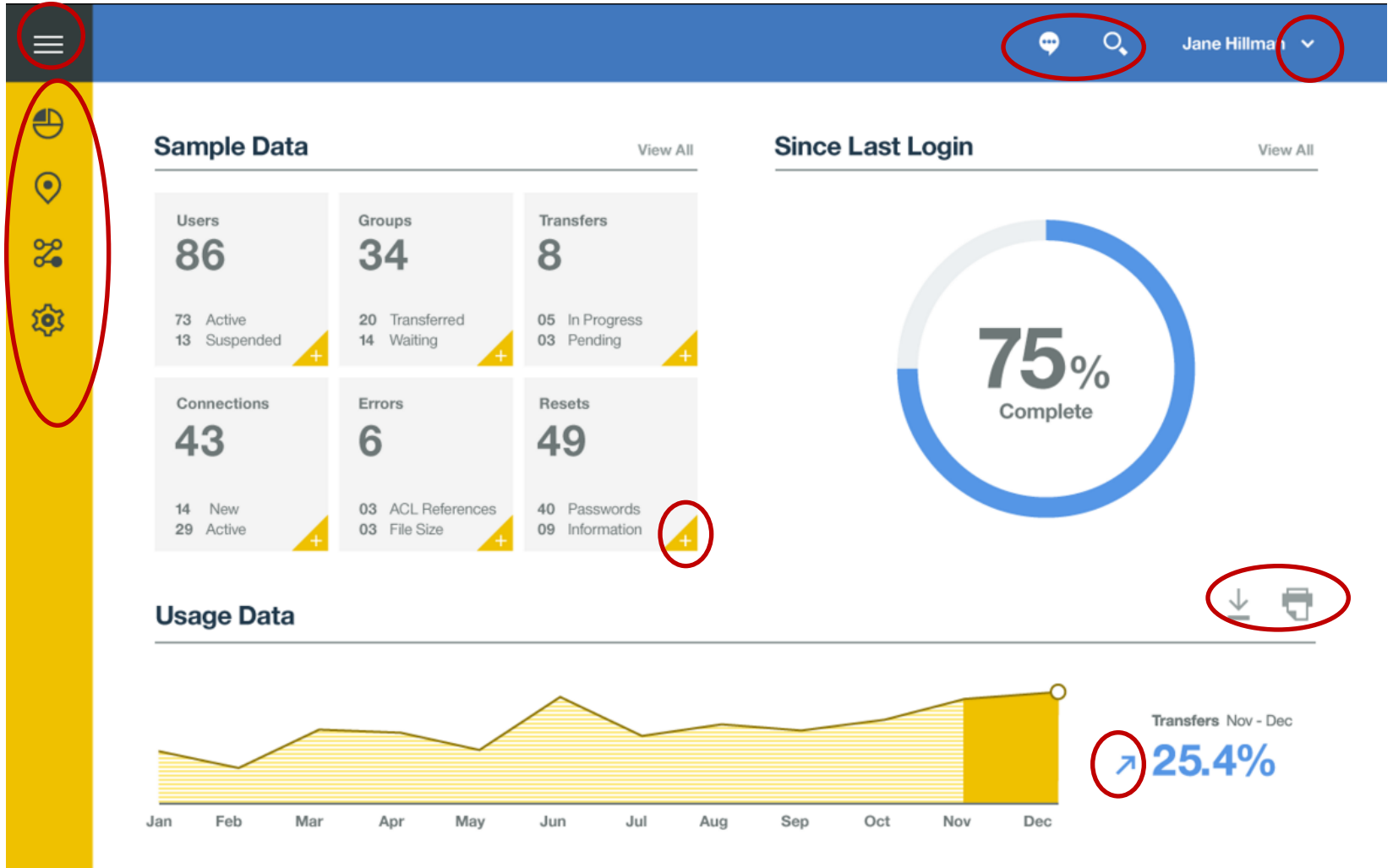
Zoom in



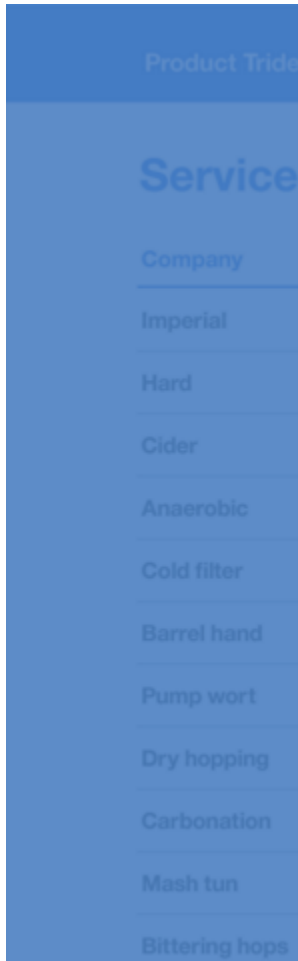
Zoom out

<http://www.ibm.com/design/language/framework/visual/iconography>

# Emplacement et Espacement



# Les composants de formulaire



## New Service Information

Form fields for 'New Service Information':

- First Name (input field)
- Last Name (input field)
- Street Address (input field)
- Company (input field)
- City (input field)
- State (input field)
- Zip (input field)
- Pricing (input field)
- Service Users (input field)



Don't try to be original,  
just try to be good.

Paul Rand

Le cinquième élément !

## **5/ LE ROLE DE L'ANIMATION DANS LES INTERFACES**



# Animer !

D'un design qui peut être jugé plat et neutre, l'animation introduit de la narration... et donc de l'émotion



Illustration : <https://www.behance.net/gallery/20411445/Mobile-Animations-Interactions>

Sudden changes don't exist in the real world!

Interfaces feel **natural** when they're rapid and responsive, direct and delightful.

Continuous momentum helps **guide users** to where they want or need to go.

Animation's superpower is engagement. It capture your users' attention and **make their work enjoyable**.

<http://www.ibm.com/design/language/resources/animation-library/>

# LES DESIGN ... MATERIAL ... LANGAGES



**Framework**

**Resources**

**Inspiration**

**Experience**

**Visual**

Layout

Typography

Iconography

Color

**Interaction**

Information  
architecture

Touch

**Animation**

Elements

Process

**Front End**

Fundamentals

Icon library

Color library

Animation library

# Living Language

A shared vocabulary for design



Google

Material design

[Introduction](#)

What is material?

Animation

Style

Layout

Components

Patterns

Usability

Resources

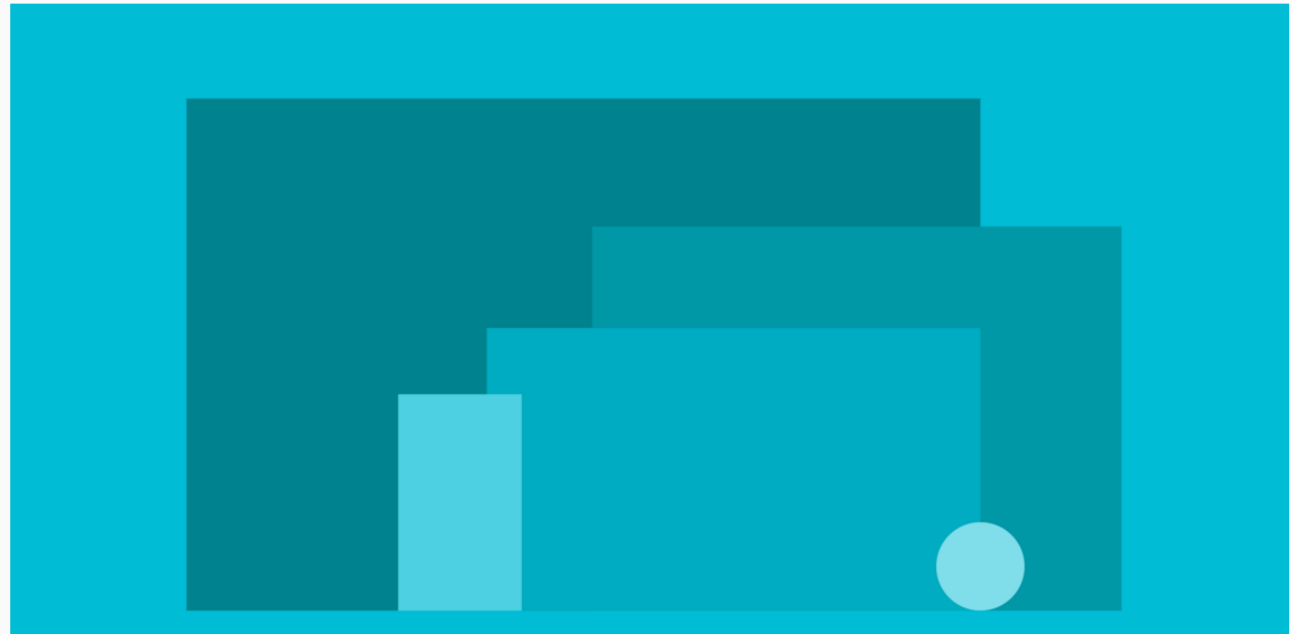
What's new

Google ©

[Privacy & Terms](#)

# Material design

## Introduction



Good design is invisible

Oliver Reichenstein

ET APRES ?

Quelles seront les futures tendances visuelles?

**Le flat design va-t-il durer?**

**Quid du Brutalism web style?**

Y'aura-t-il encore des écrans tels que nous les connaissons?

Comment allons nous gérer nos interactions avec les objets connectés?

POUR CONCLURE



# The World's Worst Website Ever!

COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

Traffic Stats SELF SERVE

THIS WEEK 999 9/10

LAST WEEK 999 9/10

DAILY RECORD 1.4058

>>>> You've found **The World's Worst Website Ever!**

TWWE is a project to highlight errors in web design by breaking every single design rule imaginable. [Click here](#) for an incomplete list of errors found on this site.

**WATCH OUT! This site is under construction! =)**

ADOBE STOCK. MAKE SOMETHING AMAZING. Get 10 free images >

**MAIN MENU**

**NEW TO THE SITE** YAHOO NEWS WEATHER GOOGLE MAPS GREAT WEB DESIGN

ABOUT TWWE VISIT KENTUCKY LAKE! SHOCKING PICTURES! AMAZING COLOURS SMOKY MOUNTAINS!

BREAKING NEWS: 3 out of 4 people say this is a terrible website!

## Shocking Photos!

These photos are SHOCKINGLY formatted HORRIFICLY!



What about this one?



and this one??



And finally... the trifecta!

Look at the <http://www.theworldsworstwebsiteever.com/>  
See why it is so bad : [http://www.theworldsworstwebsiteever.com/new\\_page\\_1.htm](http://www.theworldsworstwebsiteever.com/new_page_1.htm)

*Fantastic colors*

This box has nothing to do with anything, so you don't have to read it.

**PINK**

RED ON BLUE IS GREAT!

BLUE ON RED IS BETTER!

- IBM Design Language : <https://www.ibm.com/design/language/>
  - Google Material : <https://www.google.com/design/spec/material-design/introduction.html>
- 

- Construire sa palette de couleur : <https://color.adobe.com/create/color-wheel/>
- Vérifier l'accessibilité des couleurs : <http://www.alsacreations.com/tuto/lire/1619-creer-facilement-une-palette-de-couleurs-accessible.html>
- Règles ergonomiques concernant l'utilisation des couleurs [http://www.info.univ-tours.fr/~antoine/documents\\_enseignement/IHM\\_CM\\_chapIII.pdf](http://www.info.univ-tours.fr/~antoine/documents_enseignement/IHM_CM_chapIII.pdf)
- Graph evolution of the web : <http://www.evolutionoftheweb.com>
- Web design history : <http://www.bypeople.com/web-design-history/>
- (Le design UI doit être reconnaissable : <http://newflux.fr/le-design-ui-ne-doit-pas-etre-lisible-mais-reconnaissable/>
- (ok
- TED) Signes préhistoriques, Genevieve von Petzinger: [https://www.ted.com/talks/genevieve\\_von\\_petzinger\\_why\\_are\\_these\\_32\\_symbols\\_found\\_in\\_ancient\\_caves\\_all\\_over\\_europe](https://www.ted.com/talks/genevieve_von_petzinger_why_are_these_32_symbols_found_in_ancient_caves_all_over_europe)
- ...