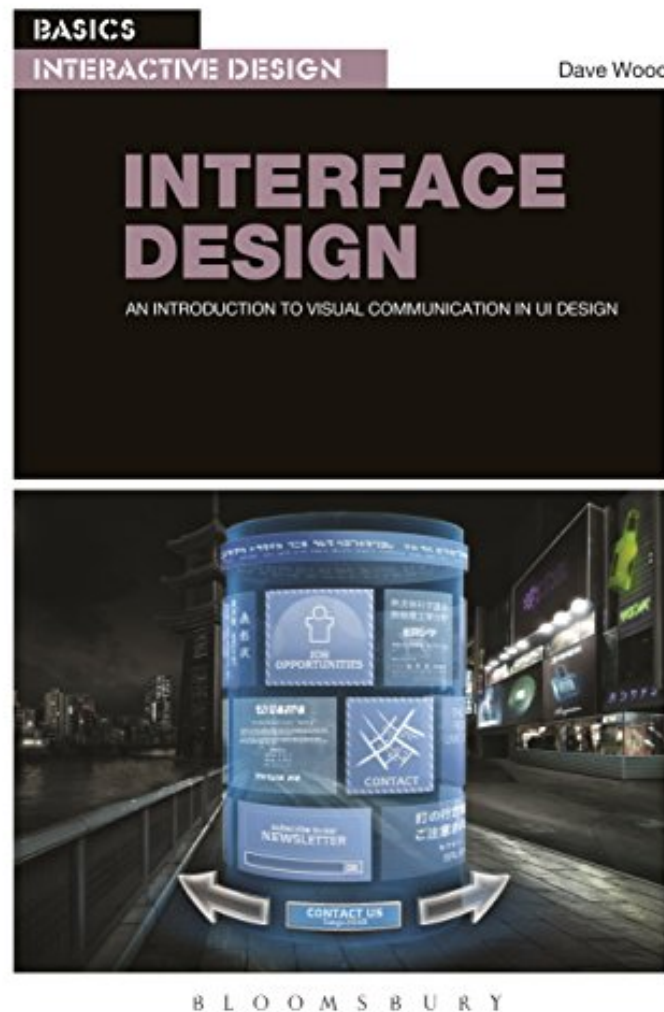


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Basics Interactive Design: Interface Design: An introduction to visual communication in UI design

Dave Wood

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If you want to design successful user interfaces then you need clear and effective visual communication. Interface Design will help you achieve this using a range of incisive case studies, interviews with professional designers and clear hands-on advice to help you produce user-focused front-end designs for a range of digital media interfaces. This book introduces the major elements of graphic design for digital media – layout, colour, iconography, imagery and typography, and shows how these visual communication basics can combine to produce positive interactive user experiences. With practical advice on improving communication between designers and developer, and a tantalizing look at designing interactivity for all five senses, this is a must-have introduction to developing interfaces that users will love.

Interface Design: An introduction to visual communication in UI design delivers real examples of the process of designing for UI and interactive projects. Seeing and learning from real examples of maps and diagramming while outlining critical components of the UI design process at various stages, makes this book an incredibly important resource for anyone wanting to learn about and implement a UI strategy - especially for graphic designers who were educated in the print world but want to make the transition to working on UI and interactive projects. Applying the information in this book can absolutely make any designer a more valuable and strategic contributor to current and prospective clients and employers. This book is easy to follow, provides a clear understanding of what to expect in each chapter, offers insight into key questions to be asked throughout the UI process and is loaded with relevant and applicable content and insight. This is not only a book, but also an incredibly useful learning tool that can be utilized on a daily basis. Sean Brennan, Project Manager, Haneke Design, Tampa, Florida, USA

From the Back Cover

AVA's Basics Interactive Design titles are designed to provide visual arts student with a theoretical and practical exploration of each of the fundamental topics within the discipline of Interactive Design. Packed with examples from students and professionals and fully illustrated with clear diagrams and inspiring imagery, they offer an essential exploration of the subject.

Basics Interactive Design: Interface Design is the first book in the new Basics series. From a visual communication direction, it focuses on the design of effective, user-focused front-end designs for a range of digital media interfaces. Using case studies and interviews to delve deeper, the design of effective visual communication for user interfaces is clearly explained, giving the reader the knowledge needed to design better interactions.