

# Thomas Owens

Interaction Design



# Moodboarding and Introduction to Interface Design

SESSION TYPE : LESSON

WBD4400

## Moodboarding

- Uses
- Disciplines
- Principles
- Layouts
- practice.

## Introduction to Interface Design

Module Narrative: Design in Communication

Understanding HCI

story of HCI

project overview

industry opportunities in HCI

Workshop

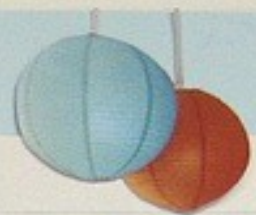
# What is Mood-boarding

Mood-boarding is effectively building of a collage to develop the look and feel of a website, interface or digital display for the purposes of enhanced user experience.





C H e T



33

M



E

great Playroom + Studio

8x2=16

6 =

K



&  
&  
@

Standing Height Desk

low shelves for toys



FAX

77

Physical Moodboard



# SUPERHERO POSTER DESIGN



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 NOPQRSTUVWXYZ  
 ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 0123456789!@#  
 %\*+&'(/\|)

MINIMALIST

BOLD COLOR SCHEME

COMPLEX

RETRO COLOR SCHEME

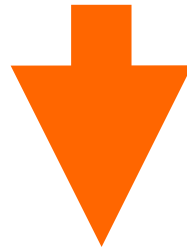


DIGITAL MOODBOARD

# Uses of Moodboarding

Mood boards (sometimes called inspiration boards) are used in a variety of disciplines.

You've no doubt seen them used for Interior Design, where fabric swatches and paint chip samples are grouped together on a poster to show a homeowner what type of atmosphere the new decor will create.



A mood board is a type of collage consisting of images, text, and samples of objects in a composition. It can be based upon a set topic or can be any material chosen at random.

A mood board can be used to give a general idea of a topic that you were given, or can be used to show how different something is from the modern day.

They may be physical or digital, and can be "extremely effective" presentation tools

They are Fluid

Help Establish the Basics

Facilitates Collaboration

Time Saving

# Disciplines of Moodboarding

In addition to the use of moodboard across different fields of work, mood boarding can be specifically designed around various subjects.

- Fashion
- Graphic Design
- Pop Art
- Logo Design
- Physical / Digital



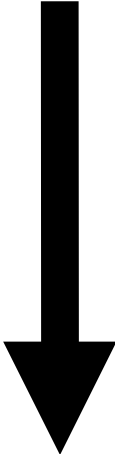
# Principals of Moodboarding

Mood boards as a tool for the “in-discipline” of design

Moodboards have four properties: Decontextualization,

- In Design Education, moodboards present synthetic and expansive values as they organize tensions while generating homogeneity, which helps to reframe what can be seen and what can be thought;
- They suggest that design is an “in-discipline,” as it picks elements of different natures to constitute a formal assemblage that plays with disciplines in a rigorous formal way.

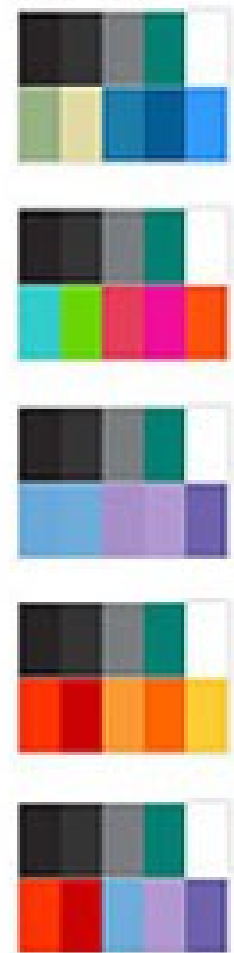
# Layouts



## LAYOUT visual table 1



## COLOURS



## INSPIRATION visual



MENU ALIGNMENT - NIGHT ABOVE



PAPER CUT CUTS AND PEOPLE



TEXTURE, SIDE BAR AND BIRD FEELING

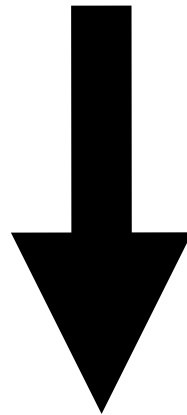


MINIMALIST DESIGN, BLACK AND WHITE COLOURS!!  
*Do you want the site to be black and white?*

# Introduction to Interface Design

User Interface Design is a subset of a field of study called Human-Computer Interaction

Human-Computer Interaction is the study, planning and design of how people and computers work together so that a person's needs are satisfied in the most effective way





HCI designers must consider a variety of factors:

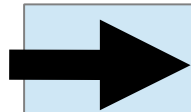
what people want and expect, what physical limitations and abilities people possess, how their perceptual and information processing systems work and what people find enjoyable and attractive

- They must also consider:
  - The situation (the context) in which the system is meant to be used
  - Technical characteristics and limitations of the computer hardware and software

# Types of Interface

There are five main types of user interface:

command line.



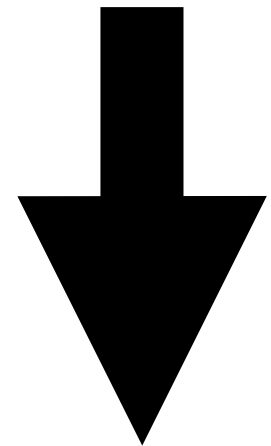
**A coding interface**

graphical user interface (GUI)

menu driven.

form based.

natural language.



In computer technology, there are several types of interfaces. user interface

- the keyboard,

mouse,

menus of a computer system.

... software interface - the languages and codes that the applications use to communicate with each other and with the hardware.

# Module Narrative: Design in Communication

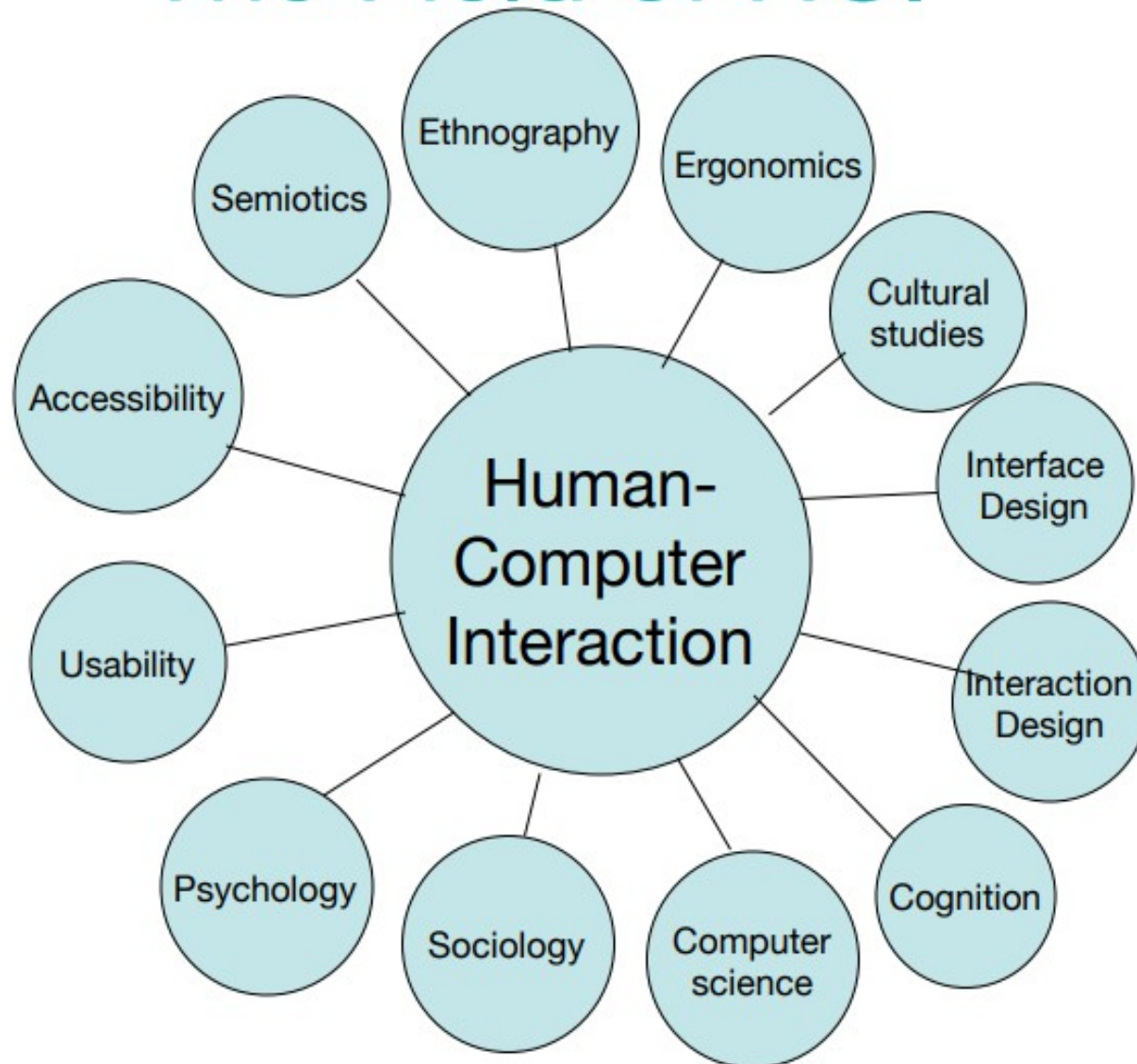
Communication design is a mixed discipline between design and information-development which is concerned with how media intervention such as printed, crafted, electronic media or presentations communicate with people.

... Software and applications create opportunities for and place constraints on communication.



# Understanding HCI

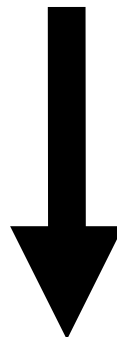
## The Field of HCI



# Story of HCI

Research in Human-Computer Interaction (HCI) has been spectacularly successful, and has fundamentally changed computing.

Just one example is the ubiquitous graphical interface used by Microsoft Windows 95, which is based on the Macintosh, which is based on work at Xerox PARC, which in turn is based on early research at the Stanford Research Laboratory and at the MIT.



# Story of HCI Continued

Another example is that virtually all software written today employs user interface toolkits and interface builders, concepts which were developed first at universities.

Even the spectacular growth of the World-Wide Web is a direct result of HCI research: applying hypertext technology to browsers allows one to traverse a link across the world with a click of the mouse.

Interface improvements more than anything else has triggered this explosive growth. Furthermore, the research that will lead to the user interfaces for the computers of tomorrow is happening at universities and a few corporate research labs.

# Project Overview

Summative assessment will take the form of a range of work demonstrating that the student has met the learning outcomes of the module.

The work will normally be constituted as follows: Coursework:  
60% Practical assignment (S1, S2) (60%)

**Students will develop individual complete interactive media projects with graphism, animation and written proposition. (3600 words or equivalent)**

Unseen examination: 40% Unseen examination (K1, K2, K3, S1, S2, S3) (40%) A written unseen exam, covering all aspects of the module. (Duration: 60 minutes)



# Industry Opportunities in HCI

Professionally, the terms UX Design and UI Designer are more common.

A User Experience or User Interface Designer forms a key role in professional teams at firms who are serious about producing a quality product.



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## UX Designer

£30,000 | Wigan | Permanent

Posted 28 days ago

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UX Designer (BUX111217)

Greater Manchester

Up to £30k

# Workshop

Practice as a team or whole group making a moodboard for a typical or identified project.

This can be Physical or Digital.

# Branding and Logo Design

Also overview and catch up on Animated Logo Project



# BRANDING

is the way that your customer perceives you









What is a Brand?

# Logo Design

- Scalability
- Looks good in black and white
- Makes it timeless
- It memorable
- Originality
- Clean and Clear

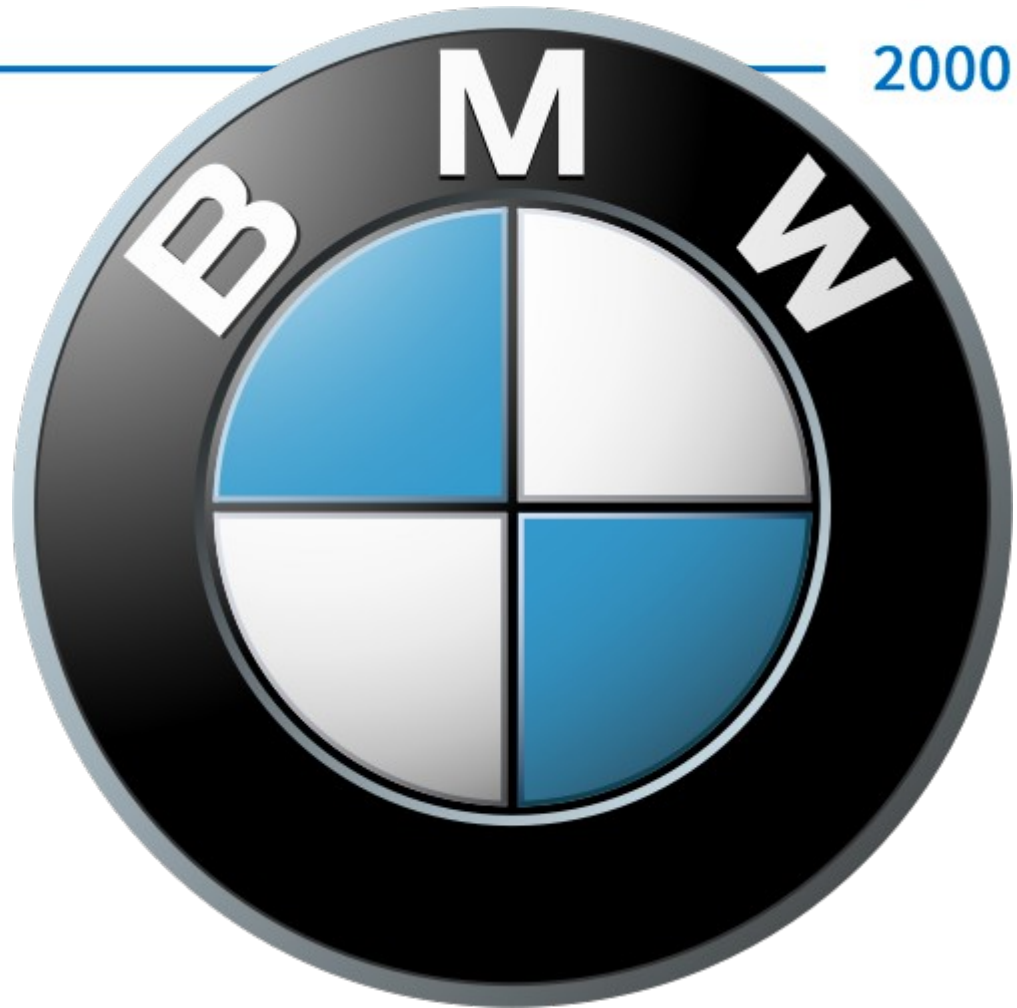
It's about Digital Communication, Brand recognition and creating a conversation.

Cognition



1916

2000



History  
Conversation

Semaphore

Double

meaning and  
cognition,  
broken cross.

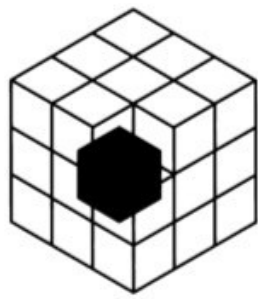








Crosses



Cube



Diamond



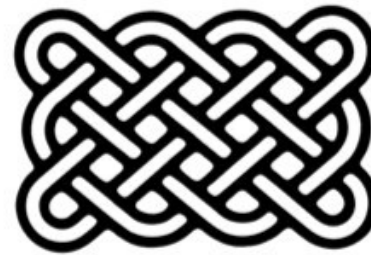
Dots



Hexagon



Lines



Loops



Outline



Ovals



Rectangle



Reflection



Rings



