Inclusive App Design
Best practices for being world-ready
Session 801

Caroline Cranfill  Designer and Production Manager, Human Interface
Why should I be inclusive?
Of sales of the second quarter were international

Individuals are blind or low vision, worldwide

285 Million
Over 1 Billion

Individuals have a disability, worldwide

http://www.who.int/disabilities/en/
How can I be more inclusive?
Agenda
Agenda

Typography
Agenda

Typography
Dynamic layouts
Agenda

Typography
Dynamic layouts
Color
Agenda

Typography
Dynamic layouts
Color
Iconography
Typography
Inclusive App Design
Best practices for being world-ready
Caroline Cranfill
Inclusive App Design

Best practices for being world-ready

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Best practices for being world-ready

Caroline Cranfill
INCLUSIVE APP DESIGN

Best practices for being world-ready

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INCLUSIVE APP DESIGN

Best practices for being world-ready

Italics  
Caroline Cranfill
INCLUSIVE APP DESIGN
Best practices for being world-ready
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INCLUSIVE APP DESIGN

Best practices for being world-ready

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INCLUSIVE APP DESIGN

Best practices for being world-ready

Caroline Cranfill

兼收并蓄 面向世界

国际化应用设计范例

柯嘉琳
INCLUSIVE APP DESIGN

Best practices for being world-ready

Caroline Cranfill

兼收并蓄
面向世界

国际化应用设计范例
柯嘉琳
Your Trips

Find Your First Adventure
Search by location, property type, and amenities. Read reviews and get to know the space through the eyes of other guests.

Log In
Typography Considerations
Typography Considerations

Non-Latin writing systems
Extended Latin
Hello!  Здравствуйте!
Гειά σου!  こんにちは!
您好!  안녕하세요!
مرحباً!
שלום!  สวัสดี!
नमस्ते!
HELLO! ЗДРАВСТВУЙТЕ

ΓΕΙΑ ΣΟΙ! こんにちは!

您好! 안녕하세요! مرحباً!

שלום! สวัสดี! नमस्ते!

Latin Cyrillic Greek Japanese Chinese Korean Arabic Hebrew Thai Devanagari
Hello! Здравствуйте!

Γεια σου! こんにちは!

您好! 안녕하세요! مرحباً!

สวัสดี! नमस्ते!

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สวัสดี! नमस्ते!
Typography Considerations

Non-Latin writing systems
Typography Considerations

Non-Latin writing systems

Different numbers of font weights per script
Ultralight   Hello!
Thin        Hello!
Light       Hello!
Regular     Hello!
Medium      Hello!
Semibold    Hello!
Bold        Hello!
Heavy       Hello!
Black       Hello!
<table>
<thead>
<tr>
<th>Font Style</th>
<th>Greeting</th>
<th>Chinese Greeting</th>
<th>Korean Greeting</th>
<th>Arabic Greeting</th>
<th>Nepali Greeting</th>
<th>Japanese Greeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ultralight</td>
<td>Hello!</td>
<td>您好!</td>
<td>안녕하세요!</td>
<td>مرحبا!</td>
<td>सर्वस्वागत!</td>
<td>नमस्ते!</td>
</tr>
<tr>
<td>Thin</td>
<td>Hello!</td>
<td>您好!</td>
<td>安녕하세요!</td>
<td>مرحبا!</td>
<td>सर्वस्वागत!</td>
<td>नमस्ते!</td>
</tr>
<tr>
<td>Light</td>
<td>Hello!</td>
<td>您好!</td>
<td>安녕하세요!</td>
<td>مرحبا!</td>
<td>सर्वस्वागत!</td>
<td>नमस्ते!</td>
</tr>
<tr>
<td>Regular</td>
<td>Hello!</td>
<td>您好!</td>
<td>安녕하세요!</td>
<td>مرحبا!</td>
<td>सर्वस्वागत!</td>
<td>नमस्ते!</td>
</tr>
<tr>
<td>Medium</td>
<td>Hello!</td>
<td>您好!</td>
<td>安녕하세요!</td>
<td>مرحبا!</td>
<td>सर्वस्वागत!</td>
<td>नमस्ते!</td>
</tr>
<tr>
<td>Semibold</td>
<td>Hello!</td>
<td>您好!</td>
<td>安녕하세요!</td>
<td>مرحبا!</td>
<td>सर्वस्वागत!</td>
<td>नमस्ते!</td>
</tr>
<tr>
<td>Bold</td>
<td>Hello!</td>
<td>您好!</td>
<td>安녕하세요!</td>
<td>مرحبا!</td>
<td>सर्वस्वागत!</td>
<td>नमस्ते!</td>
</tr>
<tr>
<td>Heavy</td>
<td>Hello!</td>
<td>您好!</td>
<td>安녕하세요!</td>
<td>مرحبا!</td>
<td>सर्वस्वागत!</td>
<td>नमस्ते!</td>
</tr>
<tr>
<td>Black</td>
<td>Hello!</td>
<td>您好!</td>
<td>安녕하세요!</td>
<td>مرحبا!</td>
<td>सर्वस्वागत!</td>
<td>नमस्ते!</td>
</tr>
<tr>
<td>Weight</td>
<td>Hello!</td>
<td>こんにちは!</td>
<td>你好!</td>
<td>안녕하세요!</td>
<td>שלום!</td>
<td>مرحبا!</td>
</tr>
<tr>
<td>-------</td>
<td>-------</td>
<td>------------</td>
<td>------</td>
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<td>-------</td>
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<td>مرحبا!</td>
</tr>
<tr>
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<td>こんにちは!</td>
<td>你好!</td>
<td>안녕하세요!</td>
<td>שלום!</td>
<td>مرحبا!</td>
</tr>
<tr>
<td>Light</td>
<td>Hello!</td>
<td>こんにちは!</td>
<td>你好!</td>
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</tr>
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<td>שלום!</td>
<td>مرحبا!</td>
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<td>こんにちは!</td>
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<td>안녕하세요!</td>
<td>שלום!</td>
<td>مرحبا!</td>
</tr>
<tr>
<td>Black</td>
<td>Hello!</td>
<td>こんにちは!</td>
<td>你好!</td>
<td>안녕하세요!</td>
<td>שלום!</td>
<td>مرحبا!</td>
</tr>
</tbody>
</table>
Typography Considerations

Non-Latin writing systems
Different numbers of font weights per script
Typography Considerations

Non-Latin writing systems
Different numbers of font weights per script
Larger text sizes are more universal
<table>
<thead>
<tr>
<th>Font Size</th>
<th>Character</th>
</tr>
</thead>
<tbody>
<tr>
<td>75pt</td>
<td>🐢</td>
</tr>
<tr>
<td>40pt</td>
<td>🐢</td>
</tr>
<tr>
<td>17pt</td>
<td>🐢</td>
</tr>
<tr>
<td>11pt</td>
<td>🐢</td>
</tr>
<tr>
<td>8pt</td>
<td>🐢</td>
</tr>
<tr>
<td>6pt</td>
<td>🐢</td>
</tr>
<tr>
<td>5pt</td>
<td>🐢</td>
</tr>
</tbody>
</table>

Font sizes are in 144 pixels per inch.
Typography Considerations

Non-Latin writing systems
Different numbers of font weights per script
Larger text sizes are more universal
Typography Considerations

Non-Latin writing systems
Different numbers of font weights per script
Larger text sizes are more universal
Tall writing systems
Ang ลูกน้ำ ทวนิ ลอดу
How does this affect layout?
<table>
<thead>
<tr>
<th>Lorem ipsum dolor sit amet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum dolor sit amet, persisus bonorum constituam eam, ubique platinum, qui feugiat dissentias ei.</td>
</tr>
<tr>
<td>LOREM</td>
</tr>
</tbody>
</table>
ปฏิบัติประพฤติกฎกำหนด
เป็นมนุษย์สุดประเสริฐเลิศคุณค่ากว่าบรรดาฝูงสัตว์เดซี้จฉานจงฝ่าฟันพัฒนาวิชาการพูดจาให้จ๊ะ
<table>
<thead>
<tr>
<th>Lorem ipsum dolor sit amet</th>
<th>ปฏิบัติประพฤติกฎกำหนด</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum dolor sit amet, persius bonorum constituam eam, ubique platinum, qui feugiat dissentias ei.</td>
<td>เป็นมนุษย์สุดประเสริฐเลิศคุณค่ากว่าบรรดาฝูงสัตว์เดซี้จฉานจงฝ่าฟันพัฒนาวิชาการ</td>
</tr>
<tr>
<td>LOREM</td>
<td>พูดจาให้จ๊ะ</td>
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</tbody>
</table>
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เป็นมนุษย์สุดประเสริฐเลิศคุณค่า
กว่าบรรดาฝูงสัตว์เดซี้จฉาน
จงฝ่าฟันพัฒนาวิชาการ
พูดจาให้จ๊ะ
<table>
<thead>
<tr>
<th>Lorem ipsum dolor sit amet</th>
<th>ปฏิบัติประพฤติคุณกำหนด</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum dolor sit amet, persius bonorum constituam eam, ubique platinum, qui feugiat dissentias ei.</td>
<td>เป็นมนุษย์สุดประเดิมเลิศคุณค่ากว่าบรรดาฝูงสัตว์ เต็มใจจิตลานจร้าฟ้าพินพื้นฐานวิชาการ</td>
</tr>
<tr>
<td>LOREM</td>
<td>พุดคำ ให้จง</td>
</tr>
</tbody>
</table>
พูดจาให้จ๊ะ
ปฏิบัติประพฤติกฎกำหนด
เป็นมนุษย์สุดประเสริฐเลิศคุณค่า
กว่าบรรดาฝูงสัตว์เดซี้จฉาน
จงฝ่าฟันพัฒนาวิชาการ
พูดจาให้จ๊ะ
ปฏิบัติประพฤติกฎกำหนด
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จงฝ่าฟันพัฒนาวิชาการ

Lorem ipsum dolor sit amet, persisus bonorum constituam eam, ubique platinum, qui feugiat dissentias ei.
Things to Remember
Things to Remember

Maintain clear hierarchy

Hello
HELLO
Hello
Hello
Things to Remember

Maintain clear hierarchy
Large font sizes
Things to Remember

Maintain clear hierarchy
Large font sizes
Do the right thing for the text
Agenda

Typography

Dynamic layouts

Color

Iconography

Typography and Fonts

Presidio

Wednesday 9:00AM
Agenda

Typography
Dynamic layouts
Color
Iconography
Dynamic Layouts
English: Edit
Russian: Редактировать
Edit
3x

English: Edit

Russian: Редактировать
Press home to open

Πατήστε το κουμπί Αφετηρίας για άνοιγμα
Press home to open

Πατήστε το κουμπί Αφετηρίας για άνοιγμα
Photos creates rich collections from the best moments in your library.

Mit „Fotos“ werden sehenswerte Sammlungen der schönsten Fotomomente in deiner Mediathek erstellt.
Photos creates rich collections from the best moments in your library.

Mit „Fotos“ werden sehenswerte Sammlungen der schönsten Fotomomente in deiner Mediathek erstellt.
Text Length

Length of String Compared to English

You would hate for the end of a very important message to be
lost.
I need a dynamic layout!
What’s New in Photos

Relive Your Best Memories
Photos creates rich collections from the best moments in your library.

All Your People in One Place
Photos automatically scans your library to create a People album of familiar faces.

Edit Live Photos
Now you can filter, crop, adjust, and rotate any Live Photo you take.

Continue
“照片”新功能

让美好回忆再次鲜活
“照片”从图库中摘选最佳时刻，为您创建丰富的精选回忆。

集中管理所有人物
“照片”将自动扫描图库，为熟悉的面孔创建“人物”相簿。

编辑 Live Photo
现在您可以裁剪、调整或旋转您拍摄的 Live Photo，或添加滤镜。

继续
Neu in „Fotos“

Die besten Andenken noch einmal erleben
Mit „Fotos“ werden sehenswerte Sammlungen der schönsten Fotomomente in deiner Mediathek erstellt.

Alle Personen an einer Stelle
Mit „Fotos“ wird deine Mediathek automatisch gescannt, um ein Personenalbum voll bekannter Gesichter zu erstellen.

Live Photos bearbeiten
Alle von dir aufgenommen Live Photos können jetzt mit Filtern versehen, beschnitten, angepasst oder gedreht werden.

Fortfahren
มีอะไรใหม่ในแอพรูปภาพ

ชูรวมความทรงจำที่น่าประทับใจอีกครั้ง
แอพรูปภาพจะสร้างคลิปของคุณว่าความทรงจำที่ดีที่สุดจากคลิปของคุณ

ผู้คนทั้งหมดของคุณอยู่ในที่เดียวกัน
แล้ว
แอพรูปภาพจะสแกนคลิปของคุณโดยอัตโนมัติเพื่อสร้างอัลบั้มผู้คนจากภาพน่ารักๆ ที่คล้ายกัน

แก้ไข Live Photo
คุณสามารถฟิลเตอร์ ครอบคลุม ปรับแต่ง และแท่ง Live Photo ที่คุณถ่ายได้แล้ว

ดำเนินการต่อ
ما الجديد في الصور

عش لحظاتك المفضلة من جديد
 يقوم "الصور" بإنشاء تشكيلة غنية من أفضل
اللحظات الموجودة في مكتباتك.

جميع الأشخاص لديك في مكان واحد
 يقوم "الصور" تلقائيًا بفحص مكتباتك لإنشاء
ألبوم "الأشخاص" الذي يضم الوجه المألوف
لك.

**Live Photo**

قم بتحرير صور
 بإمكانك الآن إضافة فلتر إلى صور
التي تلتقطها، كما يمكنك
قصها وتعديلها وتويرها.

متابعة
One more reason...
Dynamic Type
Apps that support Dynamic Type will adjust to your preferred reading size below.

Drag the slider below
Apps that support Dynamic Type will adjust to your preferred reading size below.

Drag the slider below
## Overview

Welcome to Ulysses for iPhone! If you’re familiar with Ulysses for Mac or iPad, you can probably skip this introduction and head straight to the Details and Tips section. This is Ulysses after all, you should get around easily.

If you’re entirely new to this, or if you’re coming over from Daedalus – welcome aboard! Let’s cover some basic concepts to get you started.

1. We believe that writing is about content, about what you want to say – not about fancy formatting. This is why writing in Ulysses means writing plain text, but at the same time more than plain text. We call it “plain text enhanced”. We will come back to this later.

2. Ulysses is a single-library app, and all your texts live in this single library. There is no “Open”, no “Save” – it all happens right here, in this app only.

3. Ulysses utilizes iCloud for storing your texts, if you allow it to do so. This is especially nice if you also use Ulysses on your Mac or iPad, in case you want to have access to your texts on all your devices.
## Overview

Welcome to Ulysses for iPhone! If you’re familiar with Ulysses for Mac or iPad, you can probably skip this introduction and head straight to the Details and Tips section. This is Ulysses after all, you should get around easily.

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How do I specify a design to be dynamic?
<table>
<thead>
<tr>
<th>watchOS</th>
<th>iOS</th>
<th>Apple TV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headline</strong></td>
<td>Title 1</td>
<td>Title 1</td>
</tr>
<tr>
<td>Body</td>
<td>Title 2</td>
<td>Title 2</td>
</tr>
<tr>
<td>Caption 1</td>
<td>Title 3</td>
<td>Title 3</td>
</tr>
<tr>
<td>Caption 2</td>
<td><strong>Headline</strong></td>
<td><strong>Headline</strong></td>
</tr>
<tr>
<td>Footnote 1</td>
<td>Body</td>
<td><strong>Subtitle 1</strong></td>
</tr>
<tr>
<td>Footnote 2</td>
<td>Callout</td>
<td><strong>SUBTITLE 2</strong></td>
</tr>
<tr>
<td>Subhead</td>
<td></td>
<td>Subtitle 3</td>
</tr>
<tr>
<td>Footnote</td>
<td></td>
<td>Callout</td>
</tr>
<tr>
<td>Caption 1</td>
<td></td>
<td>Body</td>
</tr>
<tr>
<td>Caption 2</td>
<td></td>
<td><strong>SUBHEAD</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Footnote</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Caption 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Caption 2</td>
</tr>
</tbody>
</table>
**Visual Design**

- Animation
- Branding
- Color
- Layout

**Typography**

- Graphics
- UI Bars
- UI Views
- UI Controls
- Extensions
- Technologies
- Resources

## Large (Default)

<table>
<thead>
<tr>
<th>Style</th>
<th>Weight</th>
<th>Point Size</th>
<th>Leading</th>
<th>Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title 1</td>
<td>Light</td>
<td>28pt</td>
<td>14pt</td>
<td>11pt</td>
</tr>
<tr>
<td>Title 2</td>
<td>Regular</td>
<td>22pt</td>
<td>28pt</td>
<td>16pt</td>
</tr>
<tr>
<td>Title 3</td>
<td>Regular</td>
<td>20pt</td>
<td>24pt</td>
<td>19pt</td>
</tr>
<tr>
<td>Headline</td>
<td>Semi-Bold</td>
<td>17pt</td>
<td>22pt</td>
<td>-24pt</td>
</tr>
<tr>
<td>Body</td>
<td>Regular</td>
<td>17pt</td>
<td>22pt</td>
<td>-24pt</td>
</tr>
<tr>
<td>Callout</td>
<td>Regular</td>
<td>16pt</td>
<td>21pt</td>
<td>-20pt</td>
</tr>
<tr>
<td>Subhead</td>
<td>Regular</td>
<td>15pt</td>
<td>20pt</td>
<td>-16pt</td>
</tr>
<tr>
<td>Footnote</td>
<td>Regular</td>
<td>13pt</td>
<td>18pt</td>
<td>-6pt</td>
</tr>
<tr>
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<td>0pt</td>
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<tr>
<td>Caption 2</td>
<td>Regular</td>
<td>11pt</td>
<td>13pt</td>
<td>6pt</td>
</tr>
</tbody>
</table>

**Prioritize content when responding to text-size changes.** Not all content is equally important. When someone chooses a larger size, they want to make the content they care about easier to read; they don’t always want every word on the screen to be larger.

**Font Usage and Tracking**

*Use the correct font variant in interface mockups.* Use SF UI Text for text 19 points or smaller. Use SF UI Display for text 20 points or larger. Adjust tracking appropriately, as follows.

**SF UI Text**

<table>
<thead>
<tr>
<th>Point Size @2x (144 ppi)</th>
<th>Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td>SF UI Text</td>
<td>SF UI Display</td>
</tr>
<tr>
<td>watchOS</td>
<td>iOS Large (Default)</td>
</tr>
<tr>
<td>---------</td>
<td>---------------------</td>
</tr>
<tr>
<td><strong>Headline</strong></td>
<td><strong>Title 1</strong></td>
</tr>
<tr>
<td><strong>Body</strong></td>
<td><strong>Title 2</strong></td>
</tr>
<tr>
<td><strong>Caption 1</strong></td>
<td><strong>Title 3</strong></td>
</tr>
<tr>
<td><strong>Caption 2</strong></td>
<td><strong>Headline</strong></td>
</tr>
<tr>
<td><strong>Footnote 1</strong></td>
<td><strong>Body</strong></td>
</tr>
<tr>
<td><strong>Footnote 2</strong></td>
<td><strong>Callout</strong></td>
</tr>
<tr>
<td><strong>Subhead</strong></td>
<td><strong>Subtitle 3</strong></td>
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<td><strong>Footnote</strong></td>
<td><strong>Callout</strong></td>
</tr>
<tr>
<td><strong>Caption1</strong></td>
<td><strong>Body</strong></td>
</tr>
<tr>
<td><strong>Caption2</strong></td>
<td><strong>SUBHEAD</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Footnote</strong></td>
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<tr>
<td></td>
<td><strong>Caption 1</strong></td>
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<td><strong>Caption 2</strong></td>
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<td>Title 1</td>
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Yosemite Trip
Today at 9:41 AM

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John Appleseed
To: Derek  Cc: Emily & 2 more

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Today at 9:41 AM

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पापा
प्रति: करन मिश्र

वंश वृक्षावली
परसों, पू ११:२९

प्रिय कनू,

मैं वंश वृक्षावली भेज रहा हूँ, समयानुसार इसको एक चार्ट का रूप दे देना। उम्मीद है कि तुम बीजिंग समय पर पहुँच गये होगे और आराम करने का वक्त भी मिल गया होगा। धीरे धीरे में कोशिश करूँगा कि सभी लोगों से सम्बन्धित तारीखें भी मिल जायें।
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John Applesseed

To: Derek Parker
CC: Emily Parker, Katie Ball and Adam Goosey

Yosemite Trip
Today at 8:41 AM

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John Appleseed
To: Derek Parker  Cc: Emily Parker, Katie Ball and Adam Gooseff

Yosemite Trip
Today at 9:47 AM

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John Appleseed  
To: Derek Parker  
Cc: Emily Parker, Katie Ball and Adam Gooseff  

Yosemite Trip  
Today at 9:17 AM  

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Right-to-Left Languages
CNN @CNN
It's real. Scientists have created transparent wood -- and it could be stronger than steel. cnn.it/25COWd7 pic.twitter.com/AJ3mI8IPKr

CNN @CNN
Joy really is viral, experts say. cnn.it/10TdSLM pic.twitter.com/xmx48QpmB0

CNN @CNN
Will the new overtime rules actually hurt workers? cnn.it/25cLN3v pic.twitter.com/kwiwR8cY6U

CNN @CNN
Sub-saharan Africa's apparel and footwear market is worth $31 billion. cnn.it/25cLzcH pic.twitter.com/i43qvRJmo

CNN @CNN
#BeautyAndTheBeast trailer teases Emma Watson as Belle. cnn.it/10TzyYX pic.twitter.com/mr14KEM2Tj
Numerals

Example

٥٢٪

رعسلا

يساسلاا

٥٢٪

نع

دجوي

مصخ

Numeralss

26°

°C

26°

°C
Numerals
Phone Numbers
Clocks
Numerals
Phone Numbers
Clocks
Music Notes
Numerals
Phone Numbers
Clocks
Music Notes
Graphs
Numerals
Phone Numbers
Clocks
Music Notes
Graphs
Video Playback Controls
Numerals
Phone Numbers
Clocks
Music Notes
Graphs
Video Playback Controls
Images
Left-to-Right Languages

Step 1
- Milk
- Bread
- Butter

Tell us what you need

Step 2
We will buy your items

Step 3
And delivered to your door!
Right-to-Left Languages

Step 1
Tell us what you need

Step 2
We will buy your items

Step 3
And delivered to your door!
Right-to-Left Languages
Right-to-Left Languages
Right-to-Left Languages
Right-to-Left Languages

1. الخطوة

2. الخطوة

3. الخطوة

و nóngصله إلى يابدا!

سوف نشتمي ما تحتاج إليه

أخبرنا ما تحتاج إليه

خلب الزبدة
Right-to-Left Languages

1. الخطوة
   - ونوصله إلى بابك!

2. الخطوة
   - سوف نشتري ما تحتاج إليه

3. الخطوة
   - اخبرنا ما تحتاج إليه

خليج
زيد

Right-to-Left Languages
Right-to-Left Languages
Right-to-Left Languages
Things to Remember
Things to Remember

Translation lengths will vary
Things to Remember

Translation lengths will vary
Dynamic Type will adjust type and layout
Things to Remember

Translation lengths will vary
Dynamic Type will adjust type and layout
Readability margins maintain line lengths on iPads
Things to Remember

Translation lengths will vary
Dynamic Type will adjust type and layout
Readability margins maintain line lengths on iPads
Right-to-left languages should mirror UI
## Agenda

### Typography
- Dynamic layouts
- Color
- Iconography

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auditing Your Apps for Accessibility</td>
<td>Nob Hill</td>
<td>Wednesday 10:00AM</td>
</tr>
<tr>
<td>Making Apps Adaptive, Part 2</td>
<td>Presidio</td>
<td>Friday 9:00AM</td>
</tr>
<tr>
<td>What’s New in International User Interfaces</td>
<td>Nob Hill</td>
<td>Friday 9:00AM</td>
</tr>
</tbody>
</table>
Agenda

Typography
Dynamic layouts
Color
Iconography
Color Considerations

Colors elicit emotions
Blue

https://today.yougov.com/news/2015/05/12/why-blue-worlds-favorite-color/
Blue  Green

https://today.yougov.com/news/2015/05/12/why-blue-worlds-favorite-color/
Blue  Green  Red

https://today.yougov.com/news/2015/05/12/why-blue-worlds-favorite-color/
400nm ultraviolet light

700nm infrared light
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<tr>
<th>Symbol</th>
<th>Stock Price</th>
<th>Change</th>
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<td>000001.SS</td>
<td>2,934.10</td>
<td>-4.58</td>
</tr>
<tr>
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<td>10,363.09</td>
<td>+18.18</td>
</tr>
<tr>
<td>DOW J</td>
<td>17,904.03</td>
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<td>+0.69</td>
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<tr>
<td>NKE</td>
<td>54.35</td>
<td>+0.90</td>
</tr>
<tr>
<td>YHOO</td>
<td>37.17</td>
<td>+0.57</td>
</tr>
</tbody>
</table>

Market closed
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<tr>
<th>Stock Symbol</th>
<th>Price</th>
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Color Considerations

Colors elicit emotions
Color Considerations

Colors elicit emotions
Color blindness
Men are color blind

1 in 12

http://www.colour-blindness.com/general/prevalence/
Vivian Li
Fresh snacks in the kitchen
Help yourself! :) Vivian Li, Executive Assistant | 1 Infinite Loop, Cupertino, CA 95014

Mani, Tomiwa & Lauren
Mail Platform Work
Sounds good, I'll rejigger the schedule accordingly and we can discuss in Monday's...

Steve, Mandy & Chris
Books & Magazines
We just added a few new design books and magazines to the library. Thanks to everyone...

Luke, Ted & Tiffany
Keynote Slides for Review
Thank you for the quick feedback. I'll send the vendor the feedback to get fixed. Note, the sh...

Jeremy Sheldon
Calendar Invites
Can we make this part of the next calendar meeting instead of having a separate one?

Chella Sapkarov
Birthday Party!
Hi there! Would you be able to come to my 1st...
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Color Considerations

Colors elicit emotions
Color blindness
Color Considerations

Colors elicit emotions
Color blindness
High color contrast for legibility
Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who s...
1.5:1

Purple

Orange

R: 179
G: 106
B: 226

R: 238
G: 124
B: 22
1.5:1

Purple

Orange

R: 179  G: 106  B: 226

R: 238  G: 124  B: 22
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut. Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.

Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.

Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.

Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
2.2:1

Get Started

Get Started
Things to Remember
Things to Remember

Colors can have different meanings
Things to Remember

Colors can have different meanings
Don’t rely on color alone
Things to Remember

Colors can have different meanings
Don’t rely on color alone
Need high color contrast for legibility

9.6:1 Contrast Ratio
Agenda

Typography
Dynamic layouts
Color
Iconography
Agenda

Typography
Dynamic layouts
Color
Iconography
Iconography
Semiotics
Semiotics
Semiotics
Things to Remember
Things to Remember

Symbols can have different meanings
Things to Remember

Symbols can have different meanings
Avoid direction and text
Things to Remember

Symbols can have different meanings
Avoid direction and text
Iconography should match UI
Next Steps
Next Steps

Who is your audience?
What are their cultural values?
What capabilities will they have?
Speak with them directly
Next Steps

Who is your audience?
What are their cultural values?
What capabilities will they have?
Speak with them directly
How can I be more inclusive?
More Information

https://developer.apple.com/wwdc16/801
The world’s most advanced mobile OS offers everything you need to design beautiful, engaging apps that radiate power and simplicity.

Overview

- Design Principles
  - What's New in iOS 10
  - Interface Essentials

- Interaction
- Features
- Visual Design
- Graphics
- UI Bars
- UI Views
- UI Controls
- Extensions
- Technologies
- Resources

As an app designer, you have the opportunity to deliver a killer product that rises to the top of the App Store charts. To do so, you’ll need to meet high expectations for quality and functionality.

Three primary themes differentiate iOS from other platforms:

- **Clarity.** Throughout the system, text is legible at every size, icons are precise and lucid, adornments are subtle and appropriate, and a sharpened focus on functionality motivates the design. Negative space, color, fonts, graphics, and interface elements subtly highlight important content and convey interactivity.
## Related Sessions

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