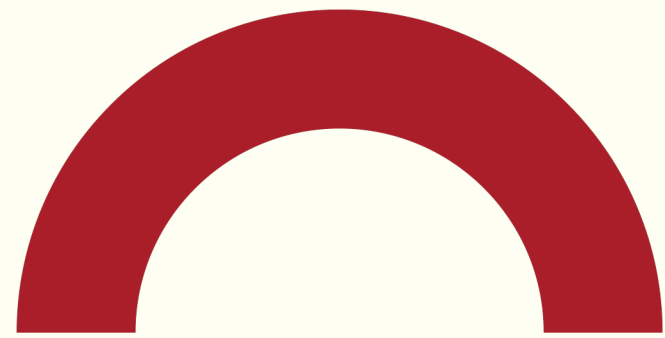
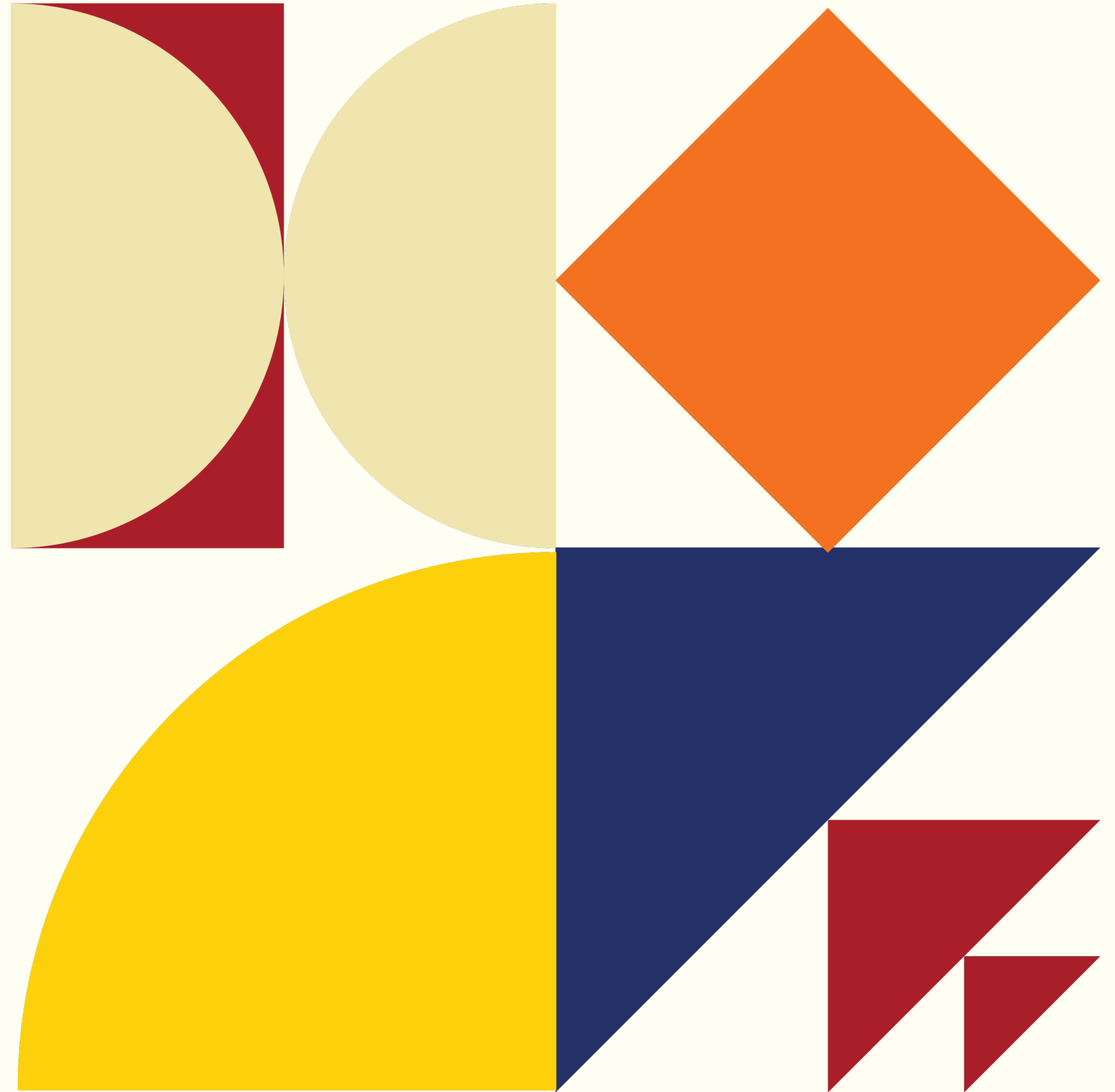
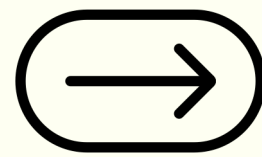




VISUAL UNDERSTANDING



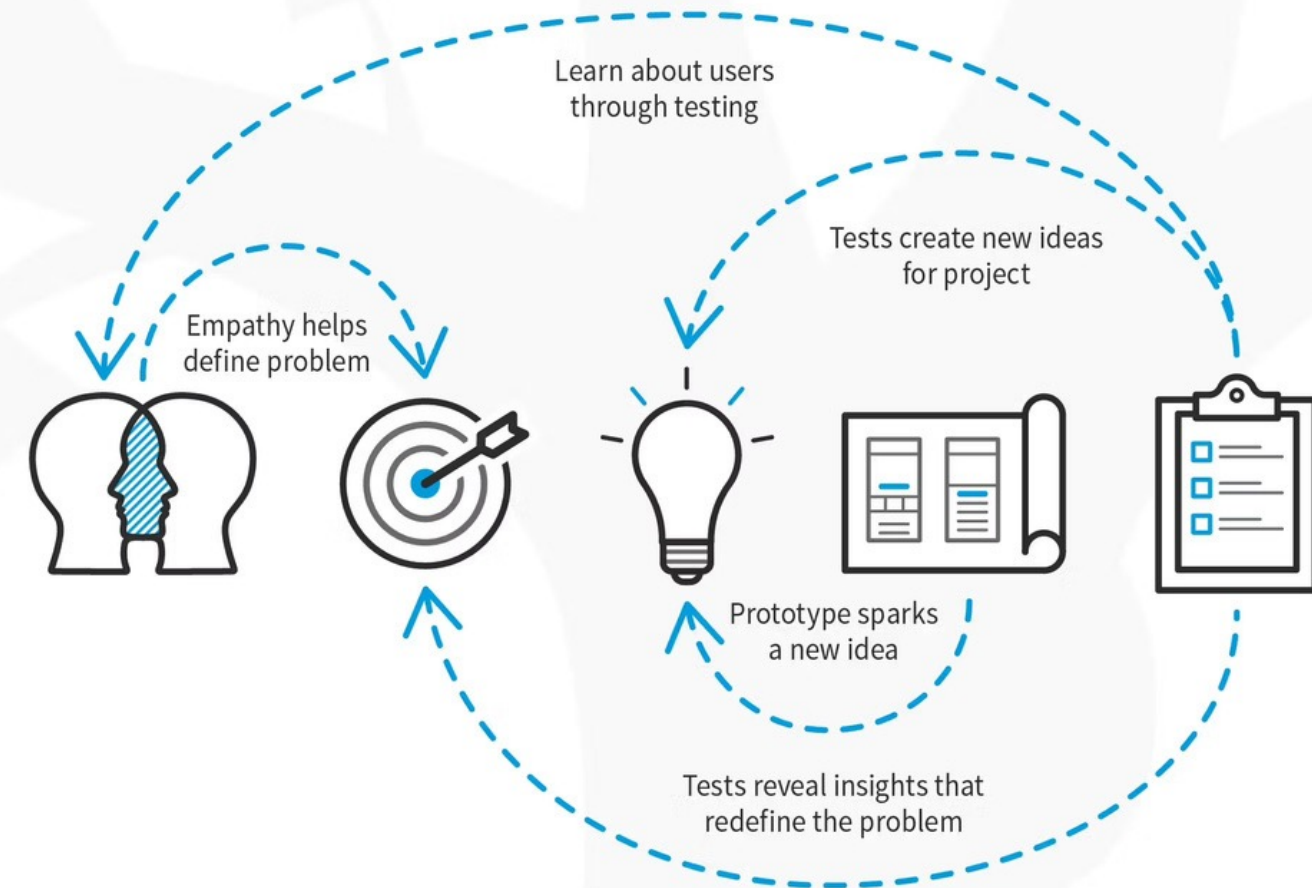
Form, Space, and Visual Organization

DESIGN AND USER EXPERIENCE

By: Seftin Fitri Ana Wati, S.Kom., M.Kom

UX CONTEXT (BRIDGE)

Design Thinking: A Non-Linear Process

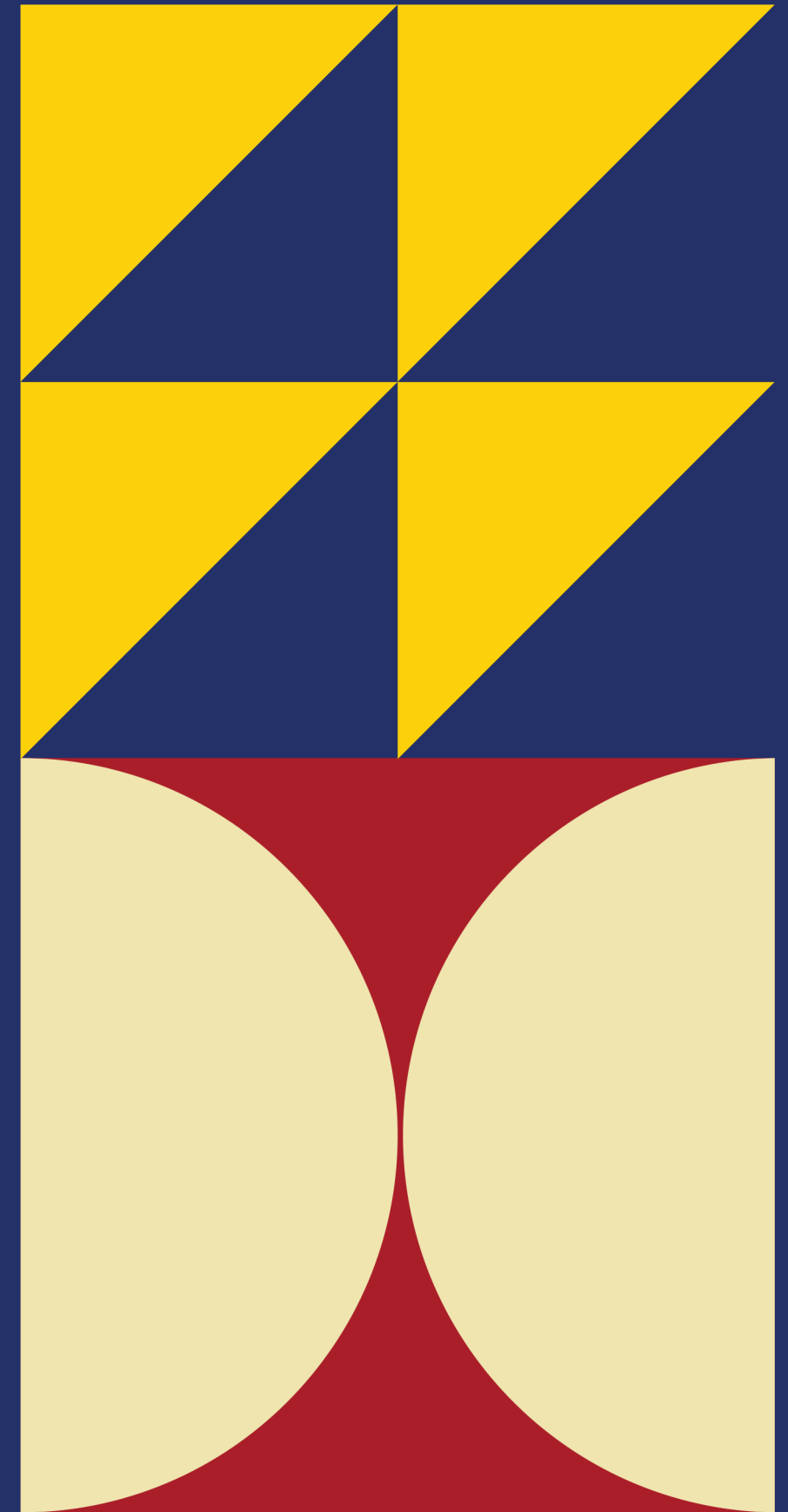


Interaction Design Foundation
interaction-design.org

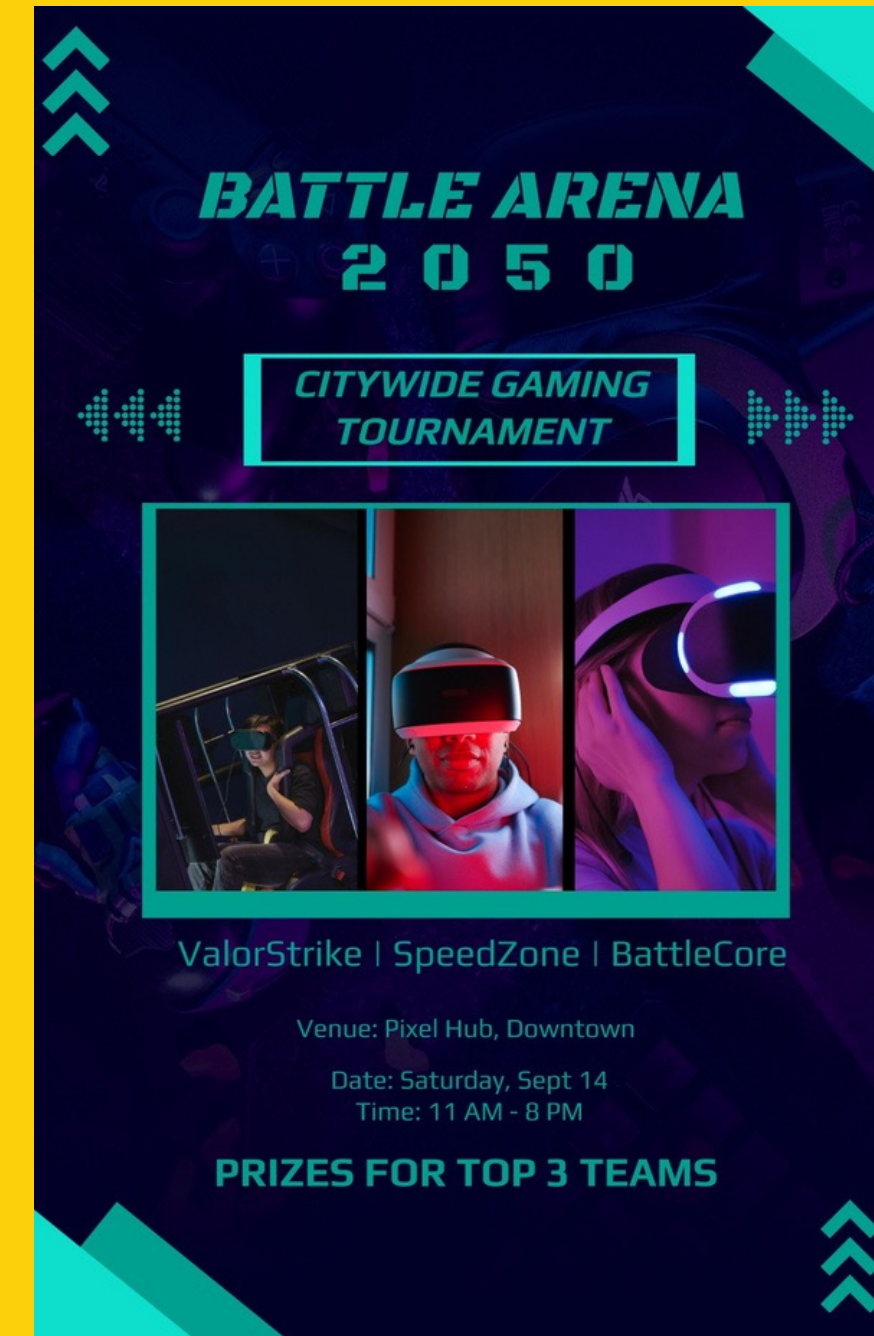
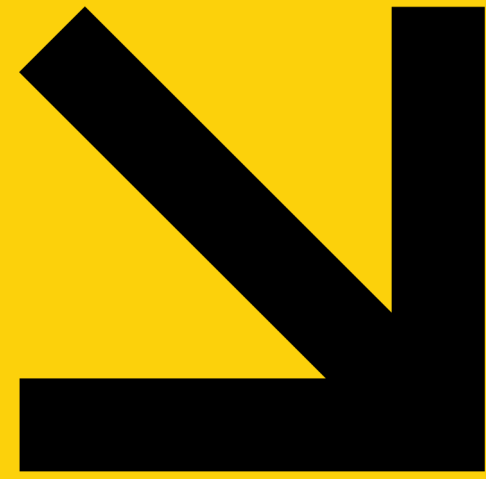
WHAT YOU'LL LEARN TODAY

- How people perceive visual information
- How people perceive visual information
- The role of form and space in design
- Principles that make designs clear and readable
- How designers use visual variables to communicate messages

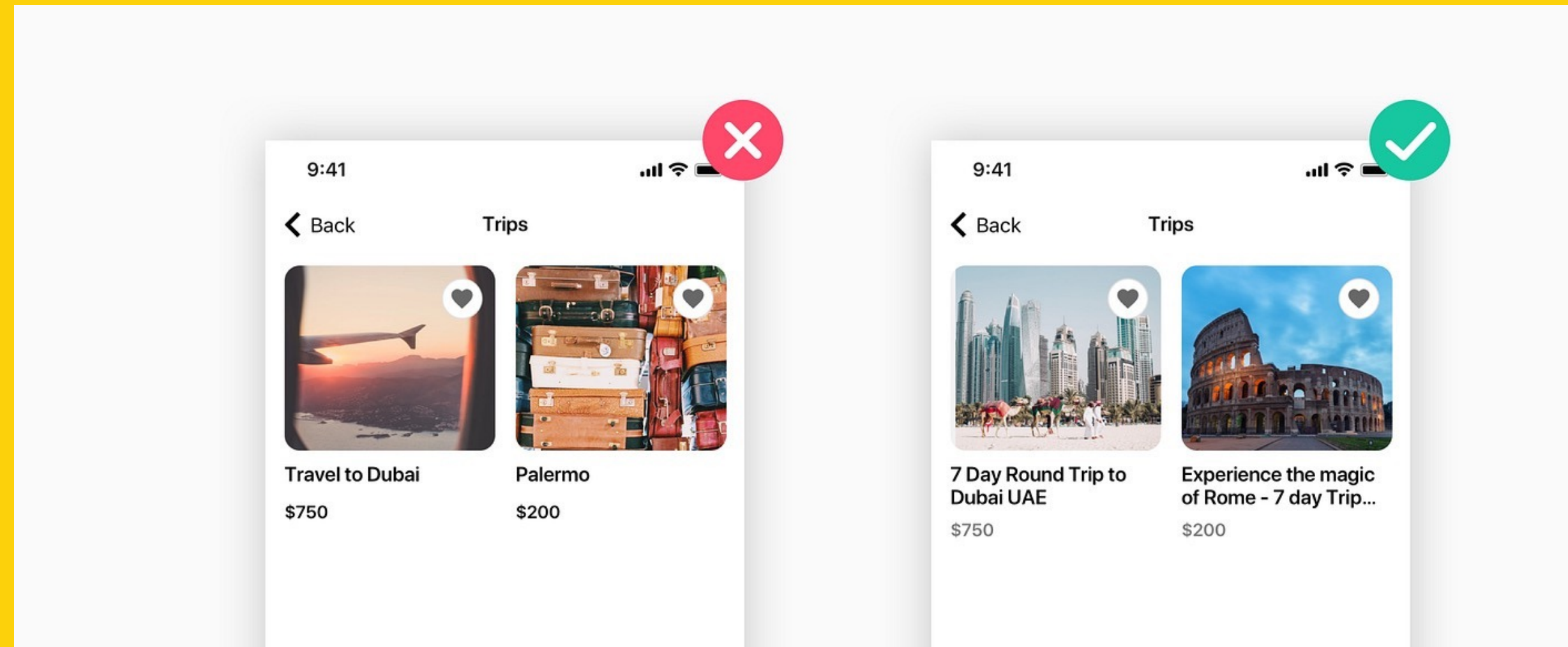
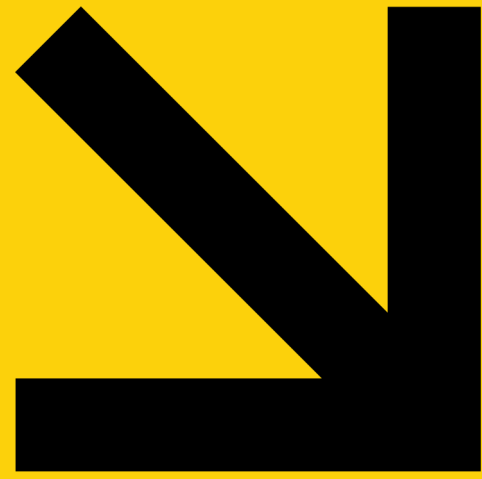
Visual understanding



WHICH DESIGN IS EASIER TO UNDERSTAND ?



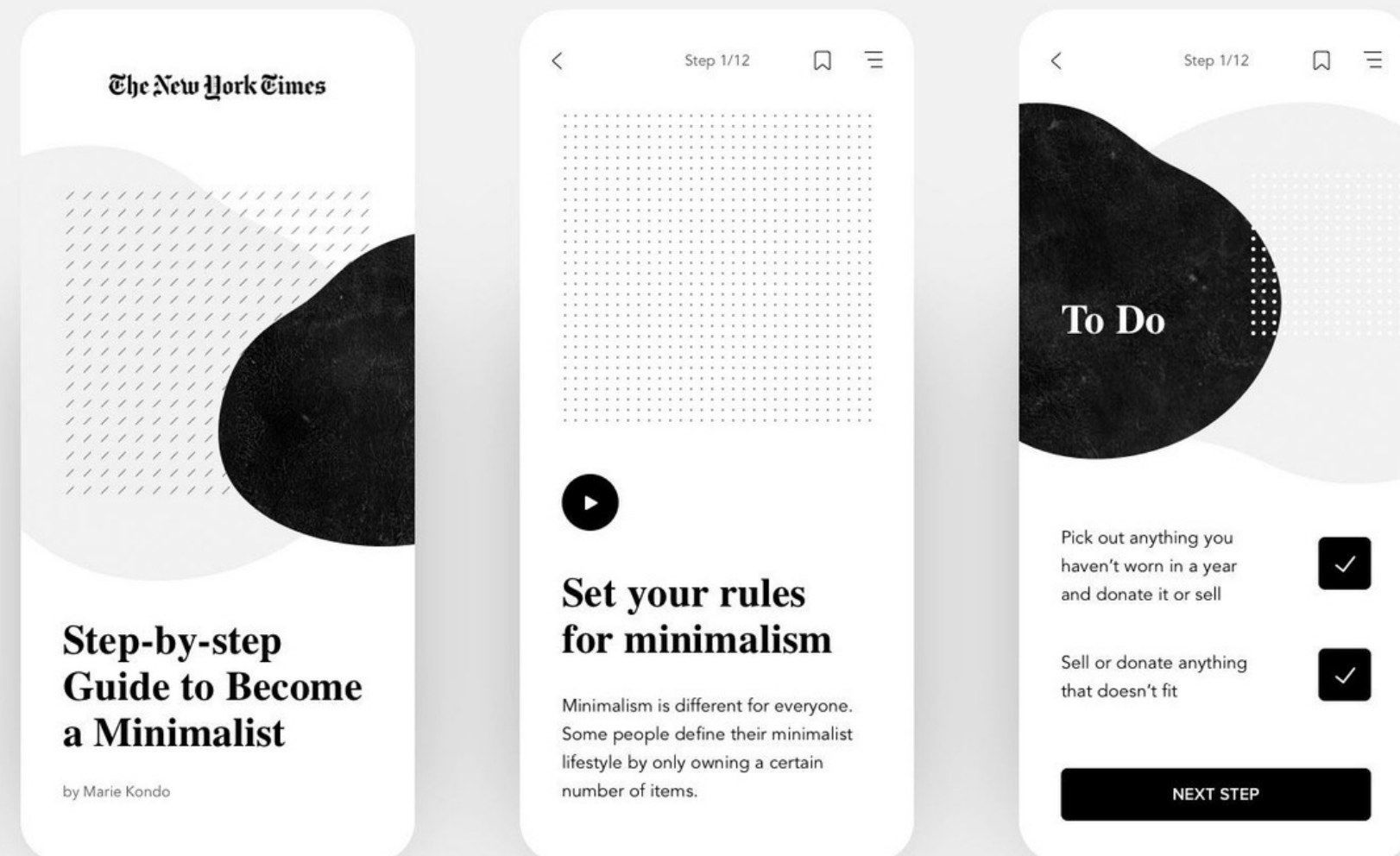
WHICH DESIGN IS EASIER TO UNDERSTAND ?



Visual Understanding → form, space, hierarchy.

Visual art design is a universal language that expresses ideas, emotions, and identities. It influences perception, storytelling, and brand communication in every medium.





Ciri- Ciri



Good Visual:

- Penggunaan **white space** yang baik
- informasi utama terlihat
- struktur **layout** jelas
- navigasi lebih mudah **dipahami**



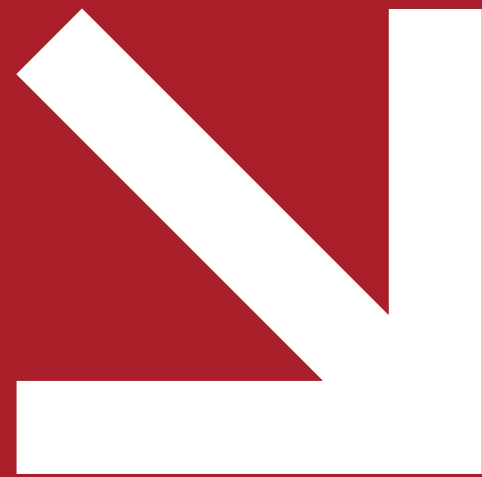
Bad Visual:

- terlalu **banyak** elemen dilayar
- tidak ada **fokus** utama
- jarak antar elemen **sempit**
- **hirarki** visual tidak jelas



Visual understanding → Form → Space hierarchy

VISUAL UNDERSTANDING



Pengertian

kemampuan manusia untuk **memahami informasi melalui elemen visual**



Contoh:

- Bentuk
- Warna
- ukuran
- posisi
- kontras

How to Use Shape Psychology To Attract the Audience You Want

So, what is shape psychology?

- The study of how people's minds subconsciously interpret different shapes
- We tend to associate specific shapes with specific thoughts and emotions

Rectangles



- Stability
- Balance
- Conformity

Circles



- Unity
- Friendship
- Eternity

Triangles



- Masculinity
- Strength
- Energy

Curves



- Femininity
- Movement
- Positivity

Organic Shapes



- Comfort
- Spontaneity
- Interest

Abstract Shapes



- Conceptual
- Recognizable
- Universal

Why should I know this information?

- It can be used to make sure that you're creating the brand personality you desire
- Shapes all carry meaning, and the ones you choose can make or break your design!

FORM IN DESIGN

Form (Shape)

adalah bentuk visual yang digunakan dalam desain untuk **menyampaikan pesan** atau makna tertentu.

Bentuk yang biasa dipakai:

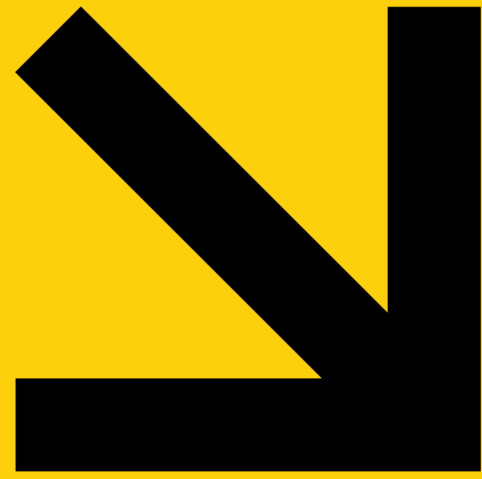
- Circle
- Square
- Triangle

WHY ROUNDED RECTANGLE?



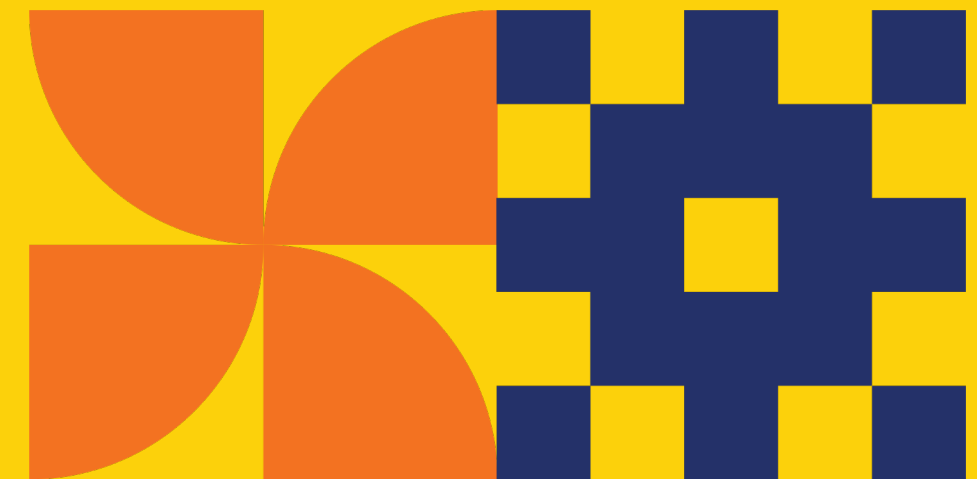
SPACE IN DESIGN

ruang sekitar elemen visual dalam sebuah desain

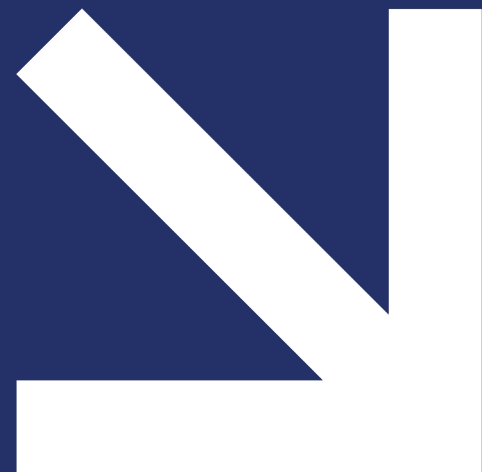


Space membantu:

- meningkatkan **keterbacaan**
- memberi **fokus** pada informasi penting
- membuat desain terlihat lebih **rapih**



SPACE IN DESIGN



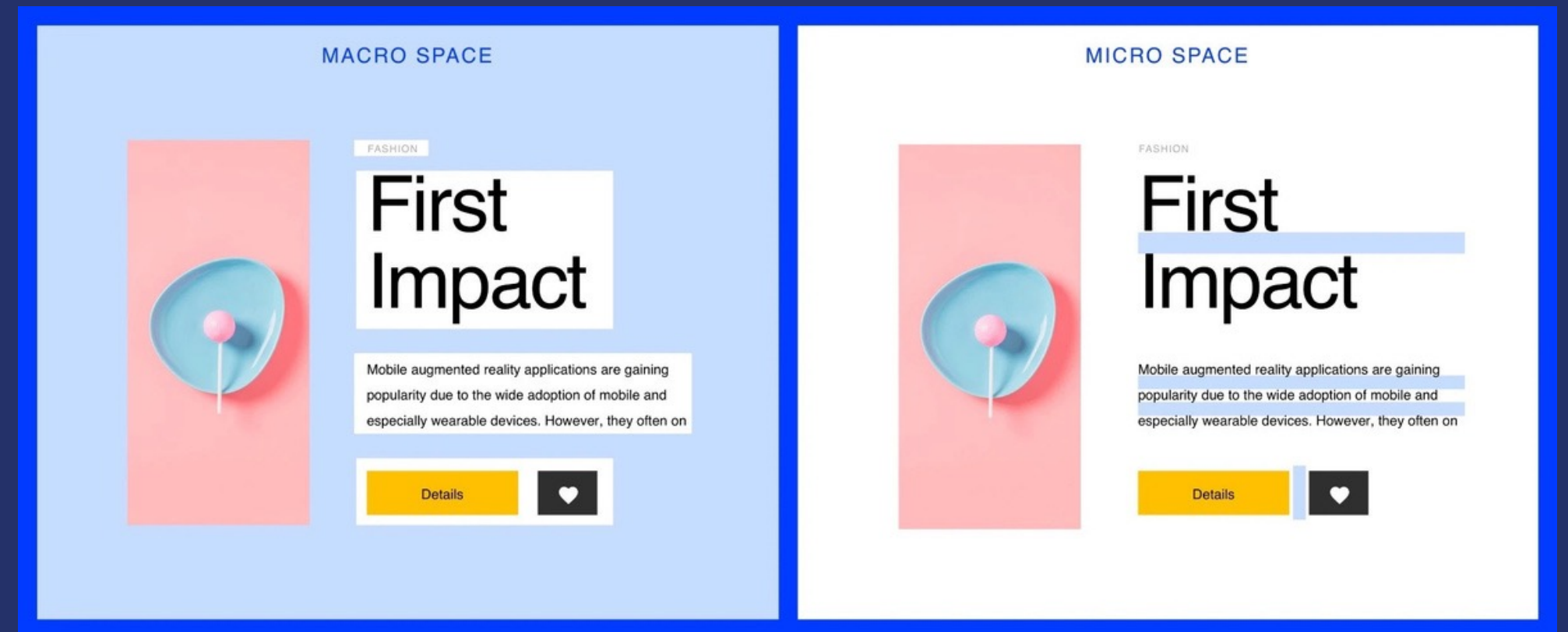
Jenis Space

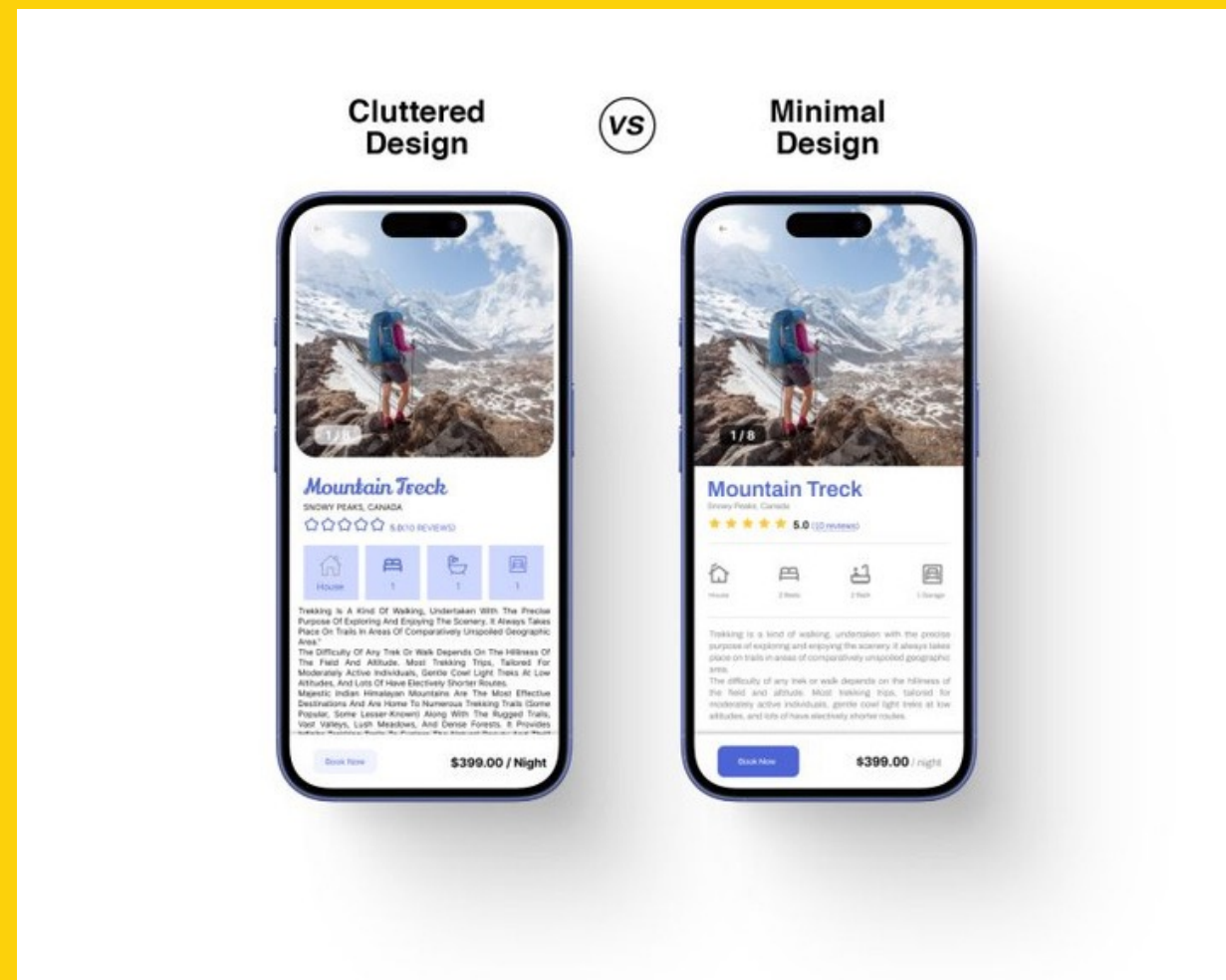
Positive Space

Ruang yang berisi objek atau elementary desain

Negative Space

Ruang kosong disekitar elemen



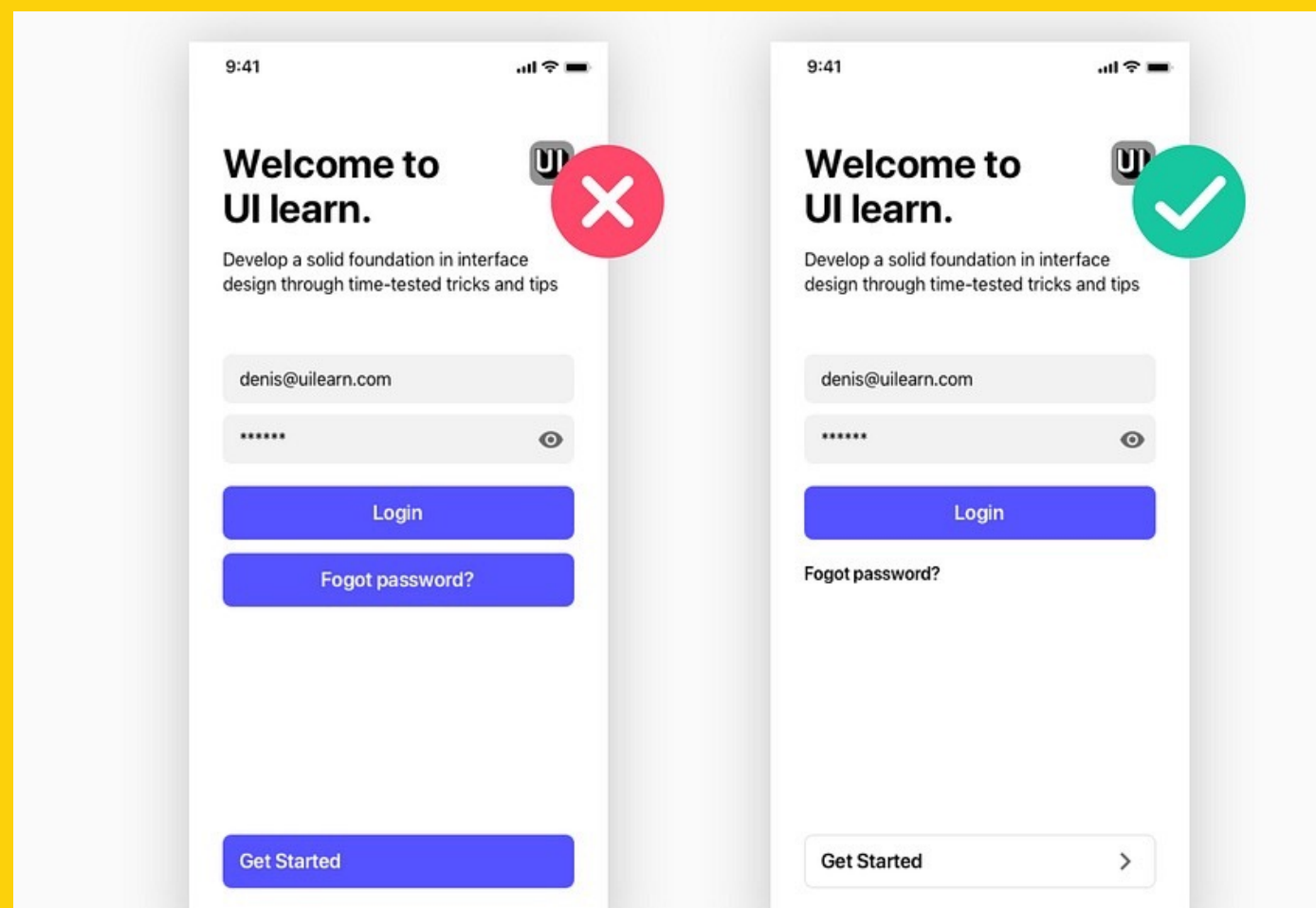


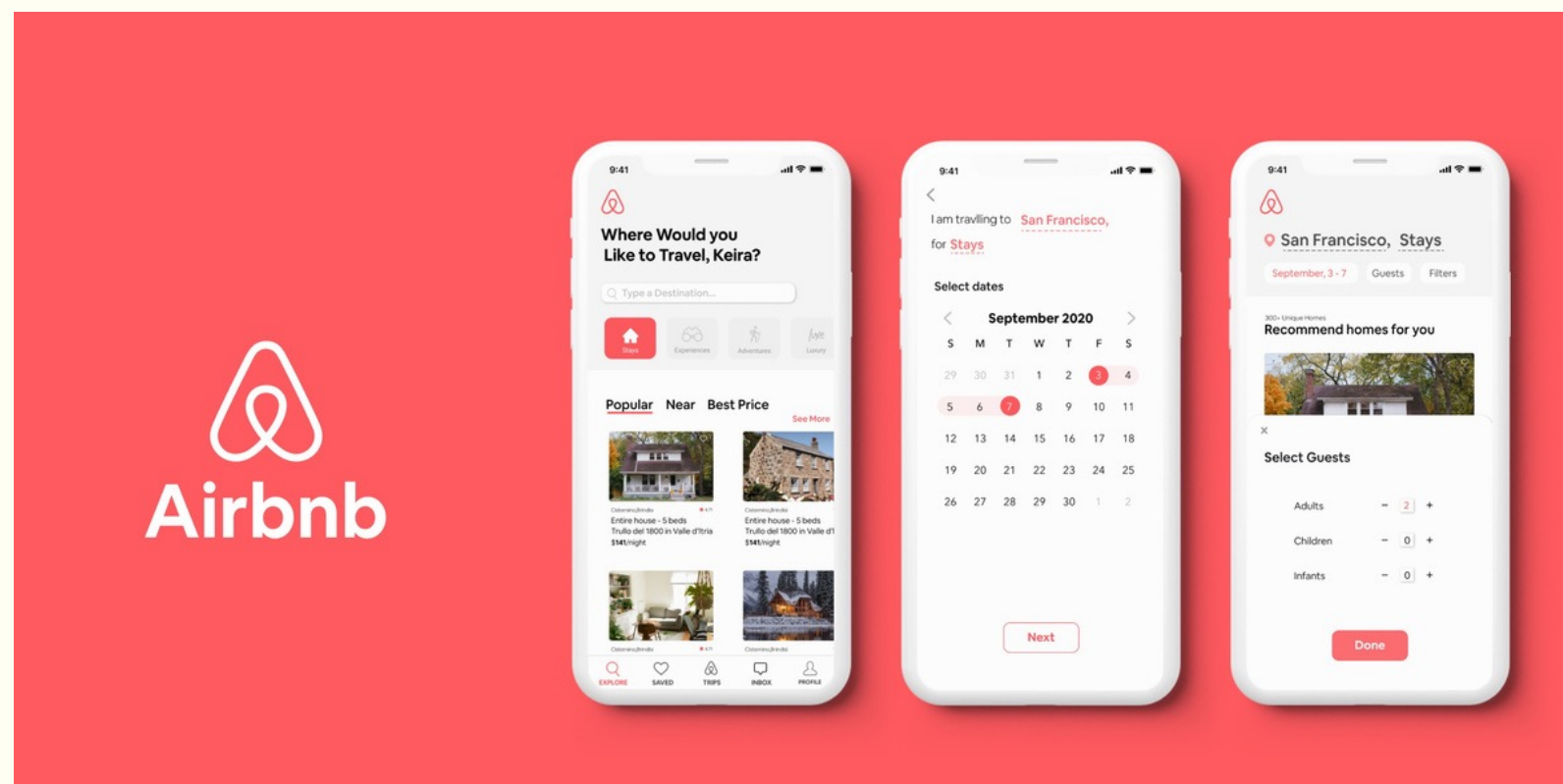
IMPORTANCE OF SPACE IN UX

Why Space Matters in User Interface?

- membaca informasi dengan lebih mudah
- fokus pada elemen penting
- memahami struktur tampilan

Tanpa **space** yang cukup, interface akan terlihat **penuh dan membingungkan**





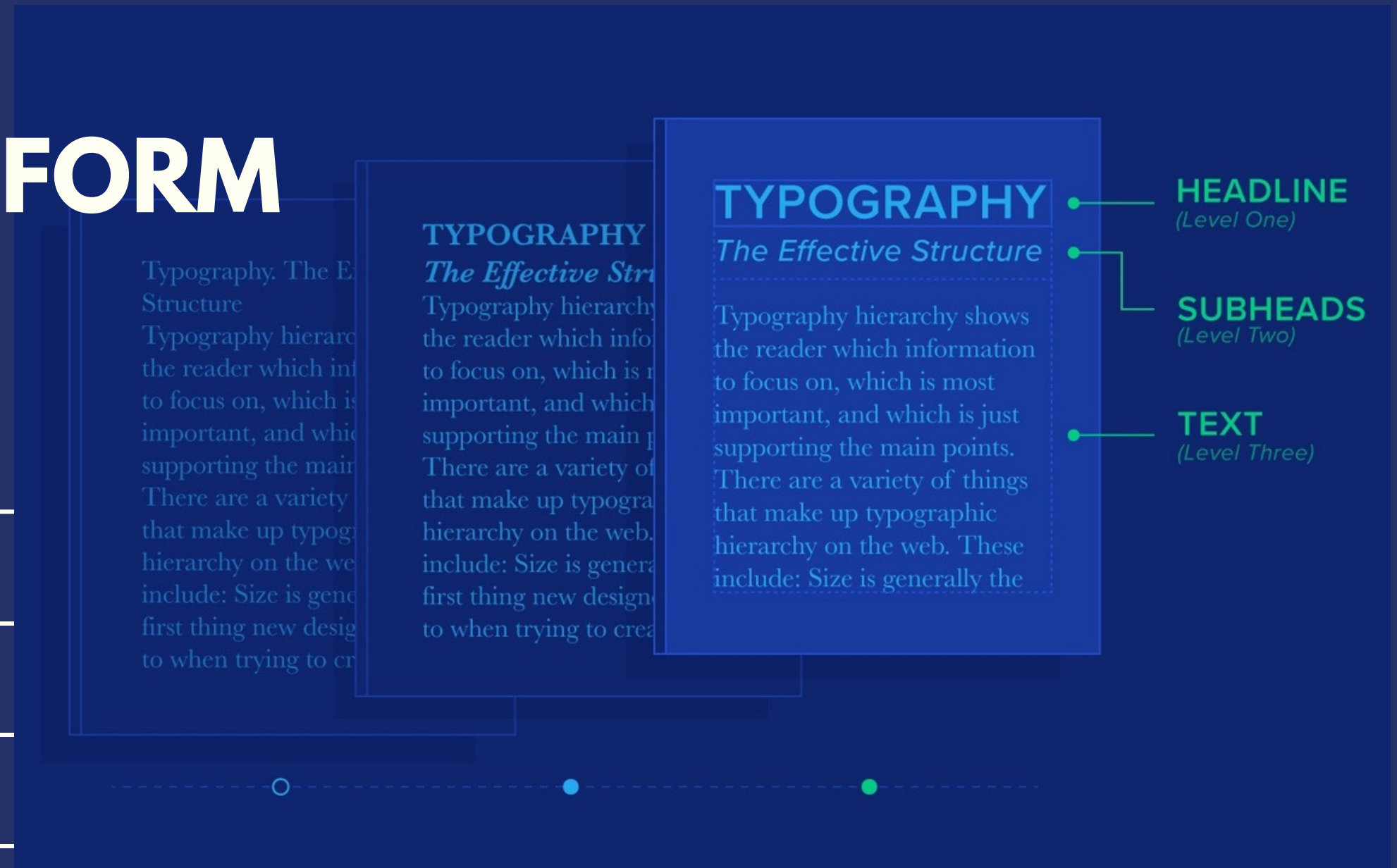
Aple, Airbnb, Spotify, etc

Ciri-ciri penerapan **white space**:

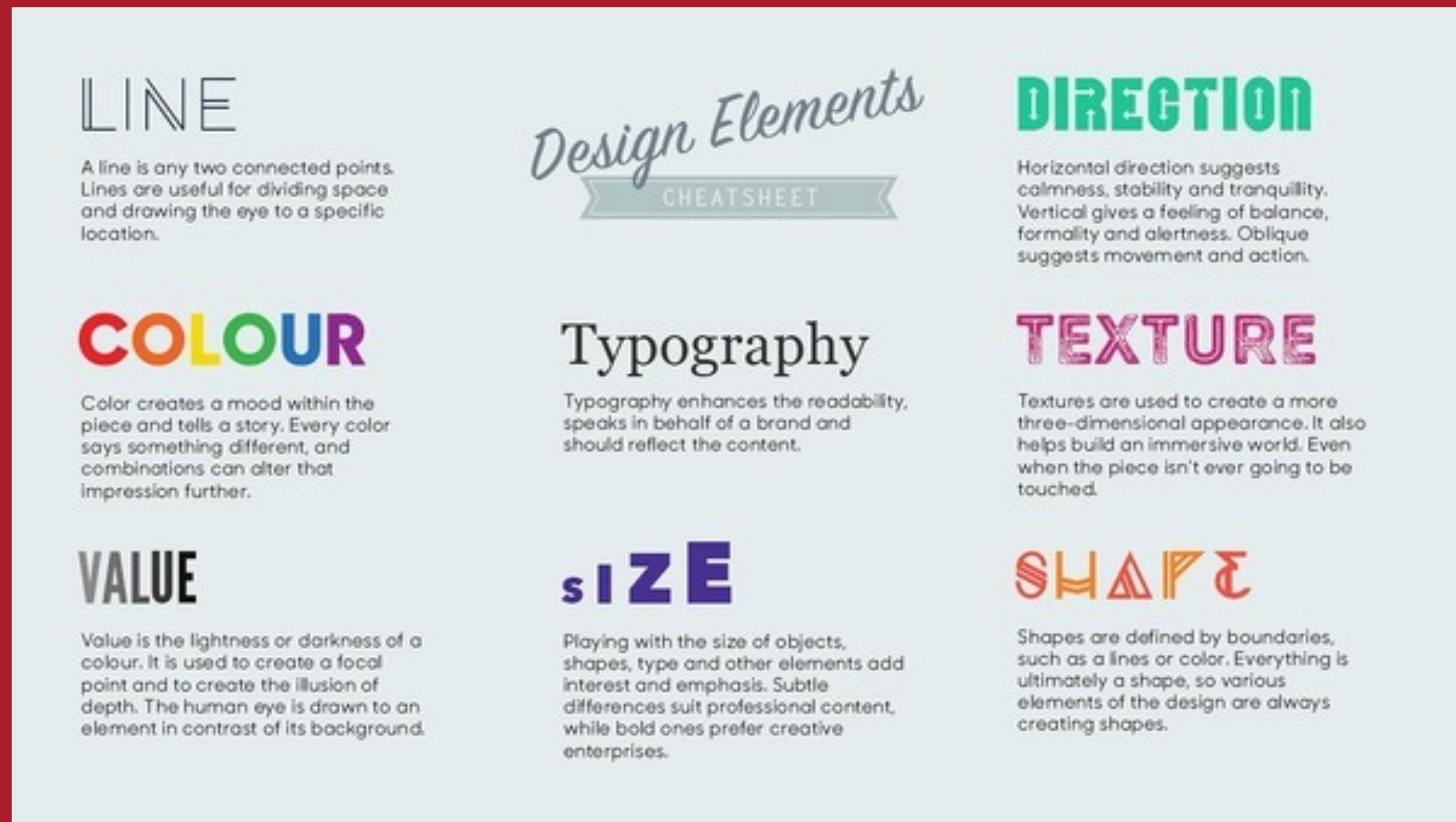
- jarak antar elemen cukup
- teks mudah dibaca
- informasi utama jelas terlihat

PRINCIPLES AFFECTING FORM AND SPACE

- Balance : Keseimbangan visual
- Contrast : Perbedaan yang menonjol
- Hierarchy : urutan informasi
- Alignment : Keselarasan elemen
- Proximity : element yang berdekatan dianggap berkaitan



ELEMENTS AND ORGANIZATION IN DESIGN



Organizationin design

adalah: cara elemen-elemen tersebut disusun dalam sebuah layout

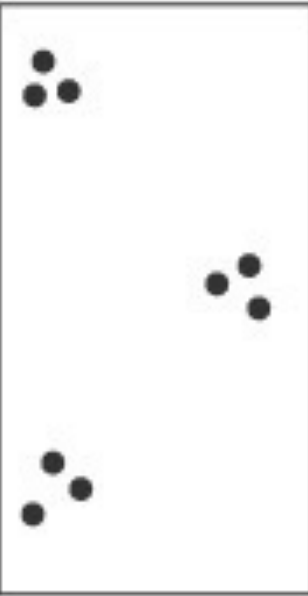
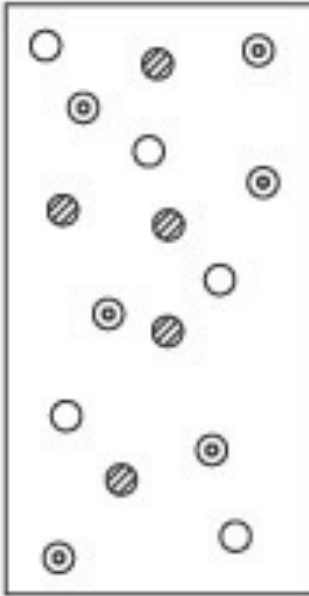
Tujuan:

- membantu mata pengguna
- menciptakan alur membaca yang jelas
- memperkuat pesan utama

Contoh :

- Heading → subheading → body text
- gambar utama → informasi tambahan
- tombol utama → tombol sekunder

what are visual variables ?

Bertin's Visual Variables						
POSITION	SIZE	SHAPE	VALUE	HUE	ORIENTATION	TEXTURE
						
Selective Associative Ordered Quantitative	Selective Ordered Quantitative	Associative	Selective Ordered Quantitative	Selective Associative	Selective Associative (sometimes)	Selective Associative Ordered (sometimes)

adalah cara desainer menggunakan variasi visual untuk menyampaikan informasi atau menekankan element tertentu dalam desain.

By **Jacques Bertin**

Jenis Visual Variabel:

- Size
- Shape
- Color
- Orientation
- Texture
- Position

➤ VISUAL VARIABLES