

Essential Design Principles

Session 802

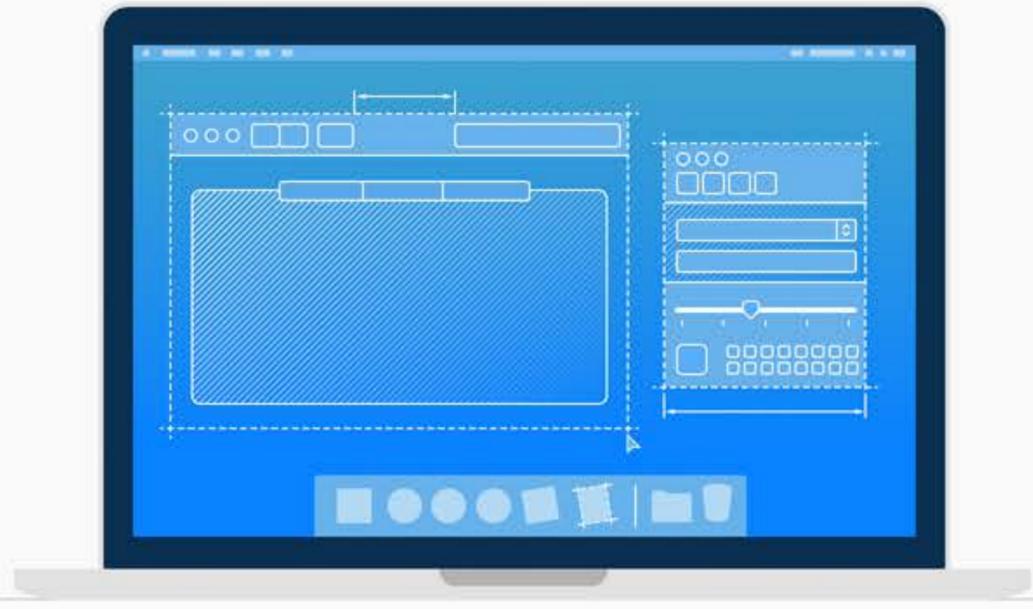
Mike Stern, Design Evangelism Manager

Human Interface

Human Interface Guidelines

macOS beta

- Overview
- Themes
- App Architecture
- User Interaction
- Input and Output
- System Capabilities
- Visual Design
- Icons and Images
- Windows and Views
- Menus
- Buttons
- Fields and Labels
- Selectors
- Indicators
- Touch Bar
- Extensions



macOS Design Themes

Four primary themes differentiate macOS apps from iOS, tvOS, and watchOS apps. Keep these themes in mind as you imagine your app's identity.

Flexible

People expect macOS apps to be intuitive, while at the same time being adaptable to their workflow needs through customization and flexibility. Many apps offer

Expansive

Large, high-resolution displays are typical for most Mac users, and people often extend their workspace by connecting additional displays. Apps can leverage this



Macintosh Human Interface Guidelines

by Apple Computer, Inc.

Apple Techn...

File Edit View Label Special



User

~~User~~

Human

Human

Human Interface Design





Everyone Needs to...

Feel safe

Everyone Needs to...

Feel safe

Understand

Everyone Needs to...

Feel safe

Understand

Achieve

Everyone Needs to...

Feel safe

Understand

Achieve

Experience beauty

Apps Should Provide...

Apps Should Provide...

Predictability and stability

Apps Should Provide...

Predictability and stability

Clear and helpful information

Apps Should Provide...

Predictability and stability

Clear and helpful information

Streamlined and simple workflows

Apps Should Provide...

Predictability and stability

Clear and helpful information

Streamlined and simple workflows

A delightful experience

Human

Humanity

Design Principles



Why, not How

Profound simplicity



9:41

Wednesday, June 7







9:41 AM

100%

FLIGHT GATE
0193 A32

SAN JOSE

KONA

SJC



KOA

DEPART
07JUN17

BOARDING
4:54 PM

GROUP
PRIORITY

SEAT
3F

PASSENGER
ALL OF Y'ALL

TSA Pre ✓[®]



DGNUMHJ/SEQ54







Airport



Terminals

A

B

C

D

Arrivals / Departures

Parking



Terminal



Luau Air

Volcano Airlines

Kauai Air

Snorkel Airways





Gates

A1-A40

Gates A41-A90



**Gate
A32**



**Gates
A1-A31**



**Gate
A32**



**Gates
A33-A40**





Wayfinding



Terminals

A

B

C

D

Arrivals / Departures

Parking



Terminal



Luau Air

Volcano Airlines

Kauai Air

Snorkel Airways





Gates

A1-A40

Gates A41-A90



**Gates
A1-A31**



**Gate
A32**



**Gates
A33-A40**





Wayfinding Answers...

“Where am I?”

Wayfinding Answers...

"Where am I?"

"Where can I go?"

Wayfinding Answers...

"Where am I?"

"Where can I go?"

"What will I find when I get there?"

Wayfinding Answers...

"Where am I?"

"Where can I go?"

"What will I find when I get there?"

"What's nearby?"

Wayfinding Answers...

"Where am I?"

"Where can I go?"

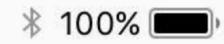
"What will I find when I get there?"

"What's nearby?"

"How do I get out?"



9:41 AM



[Parent View](#)

Title

GROUPED TABLE HEADER

Table View Cell Label >



Tab 1



Tab 2



Tab 3



Tab 4



Tab 5



9:41 AM



[← You Are Here](#)

You Are Here



You Are Here



9:41 AM



OTHER PLACES YOU CAN GO

Place A >

Place B >

Place C >

Place D >

Place E >

Place F >

Place G >



Nearby



Nearby



Nearby



Nearby



9:41 AM



OTHER PLACES YOU CAN GO

Descriptive Label for Place A >

Descriptive Label for Place B >

Descriptive Label for Place C >

Descriptive Label for Place D >

Descriptive Label for Place E >

Descriptive Label for Place F >

Descriptive Label for Place G >



Circles



Squares



Triangles



Hexagons



9:41 AM

100% 

 Exit

Wayfinding Answers...

"Where am I?"

"Where can I go?"

"What will I find when I get there?"

"What's nearby?"

"How do I get out?"







Car







Feedback

Feedback

Status

Feedback

Status

Completion

Feedback

Status

Completion

Warning

Feedback

Status

Completion

Warning

Errors

Feedback

Status

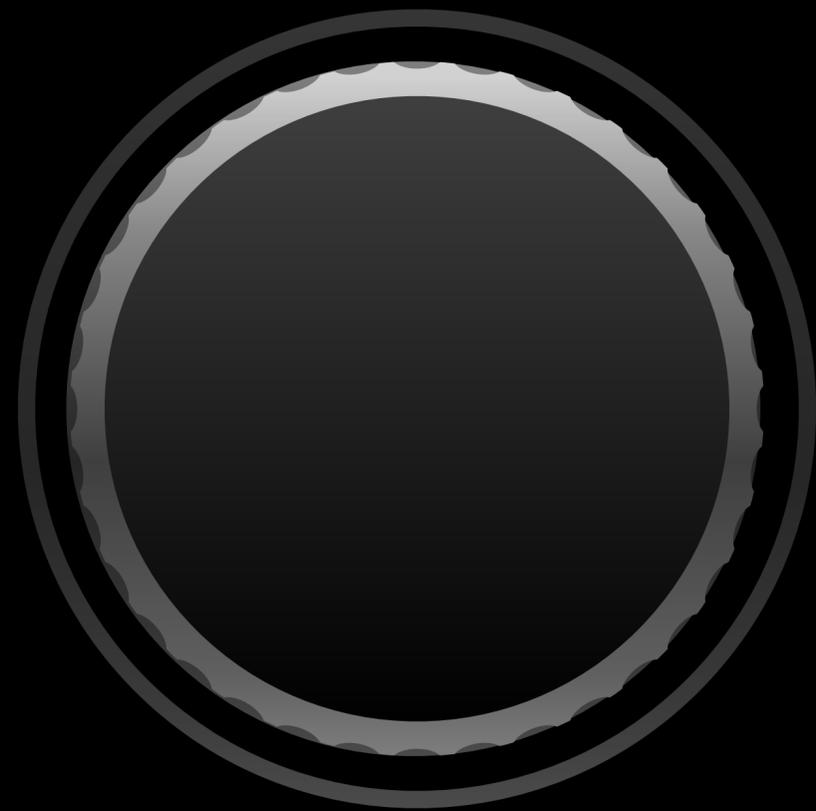
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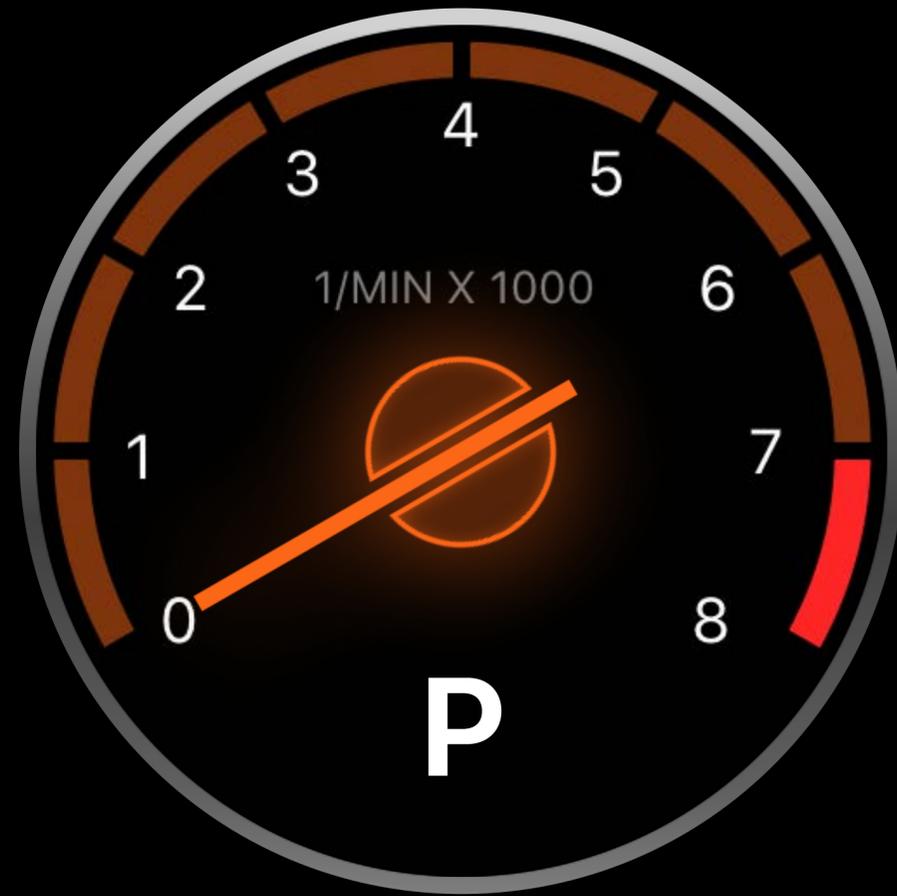
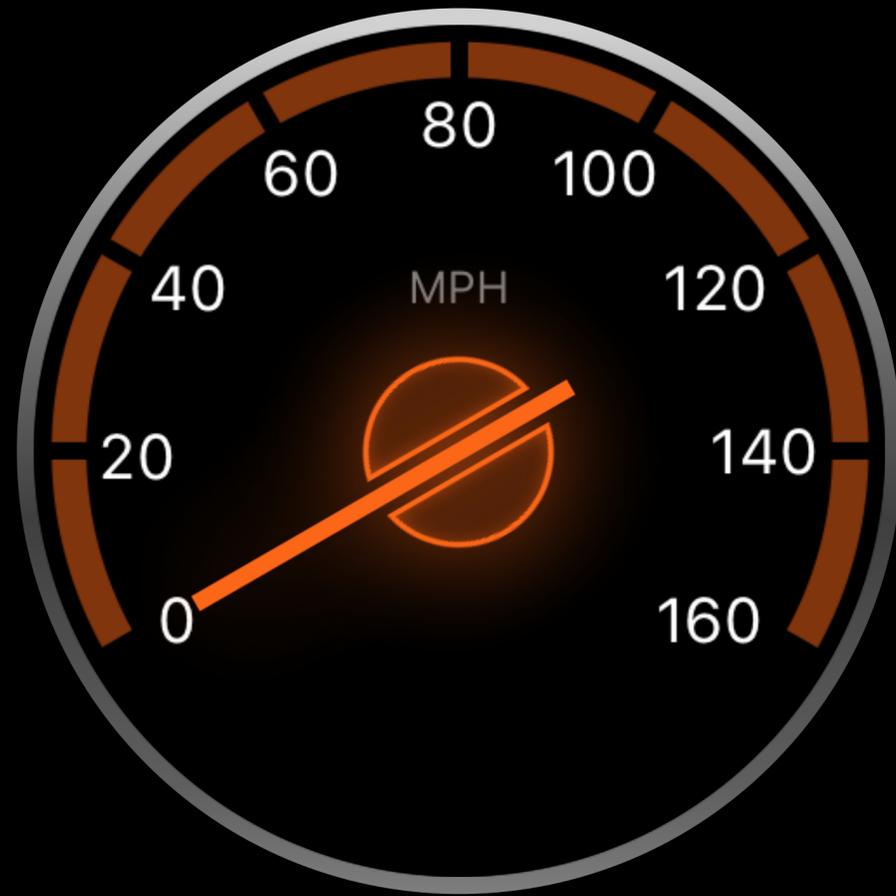
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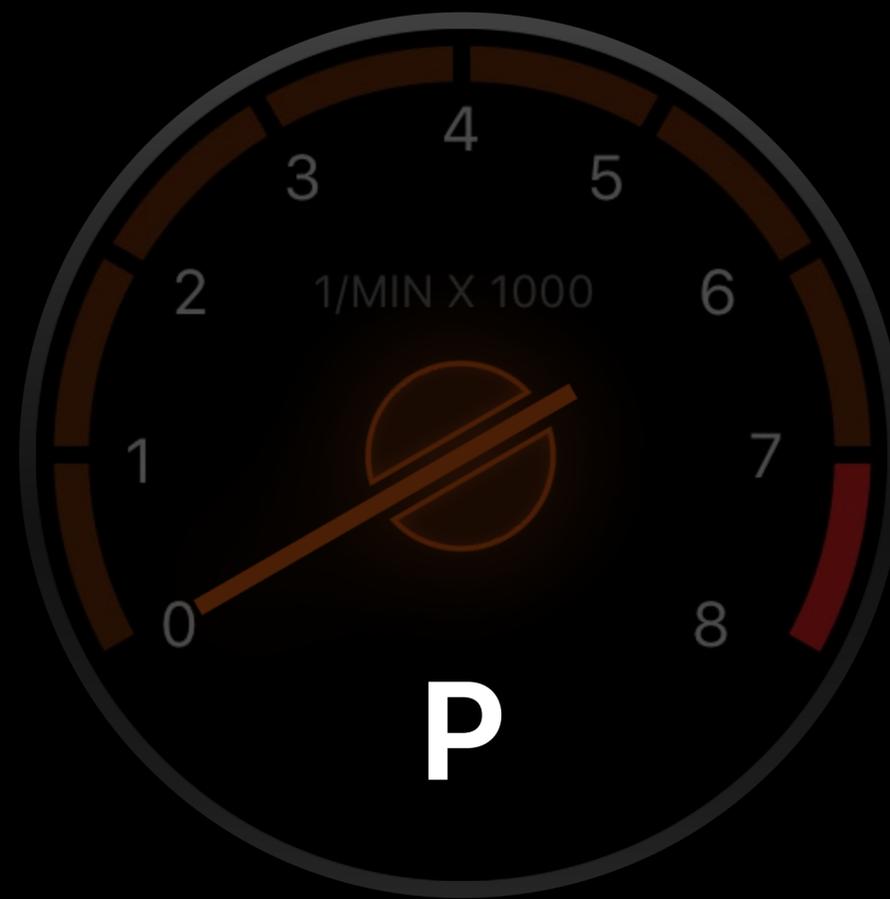


P R N D S

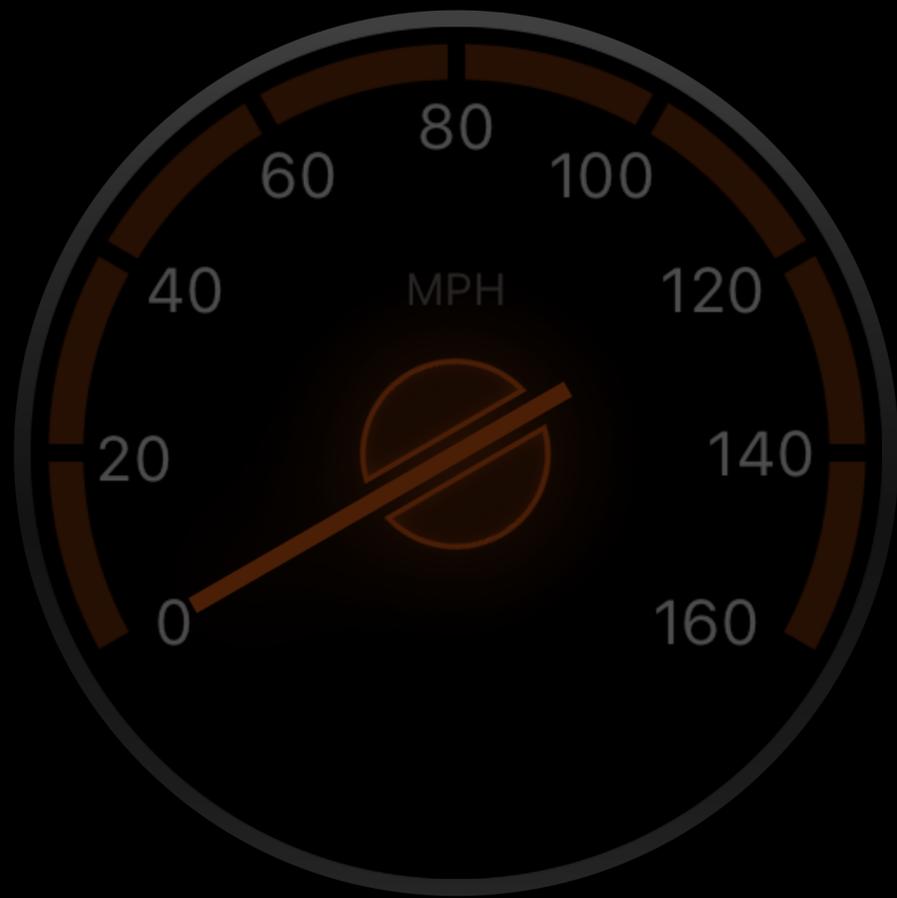




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9:41	67.0 km	76°C



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9:41	67.0 km	76°C



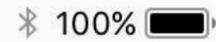
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Time	Trip	Temp
9:41	67.0 km	76°C



9:41 AM



[← Back](#)

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Inbox

🔍 Search

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Updated Just Now





9:41 AM



< June 13

Event Details

Edit

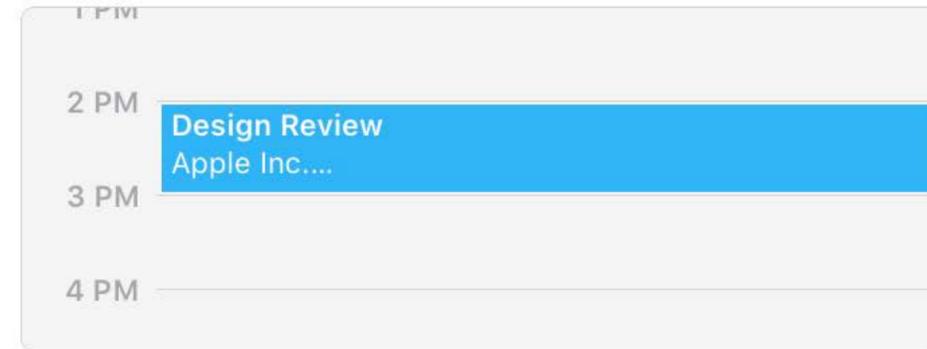
Design Review

Apple Inc.

1 Infinite Loop, Cupertino, CA 95014-2083,
United States

Monday, June 9, 2017

from 2 PM to 3 PM



Calendar

• Apple >

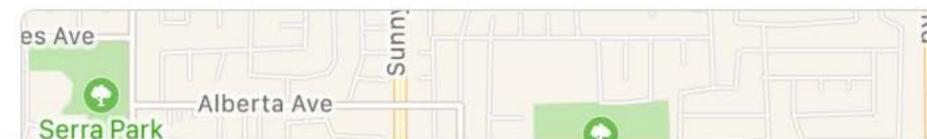
Invitees

1 >

✘ Doug LeMoine

Alert

Time to Leave >



Delete Event



9:41 AM



< June 13

Event Details

Edit

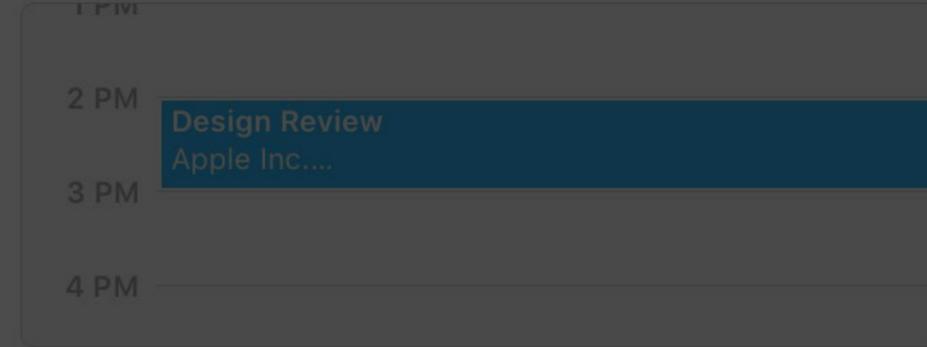
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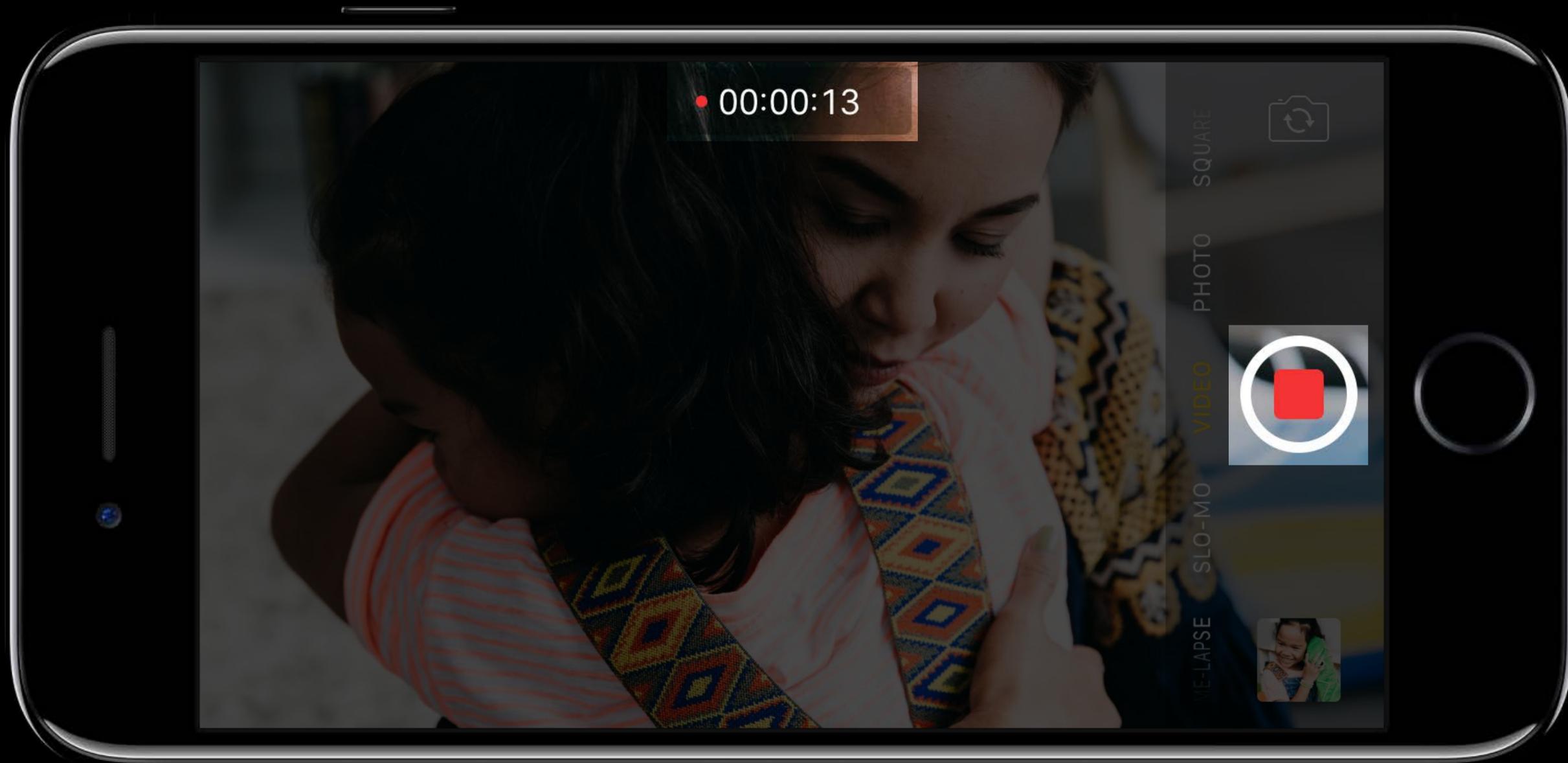
Alert

Time to Leave >



Delete Event





• 00:00:13



SQUARE

PHOTO

VIDEO

SLO-MO

TIME-LAPSE



Feedback

Status

Completion

Warning

Errors

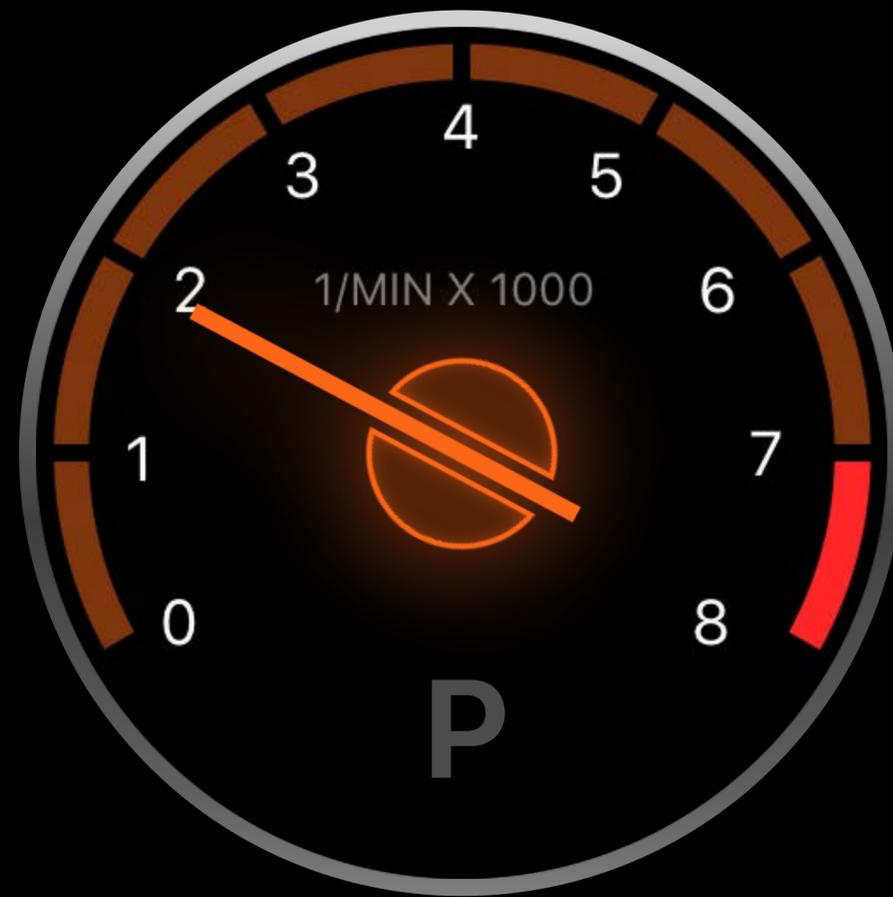




ENGINE

START
STOP





Time	Trip	Temp
9:41	67.0 km	76°C

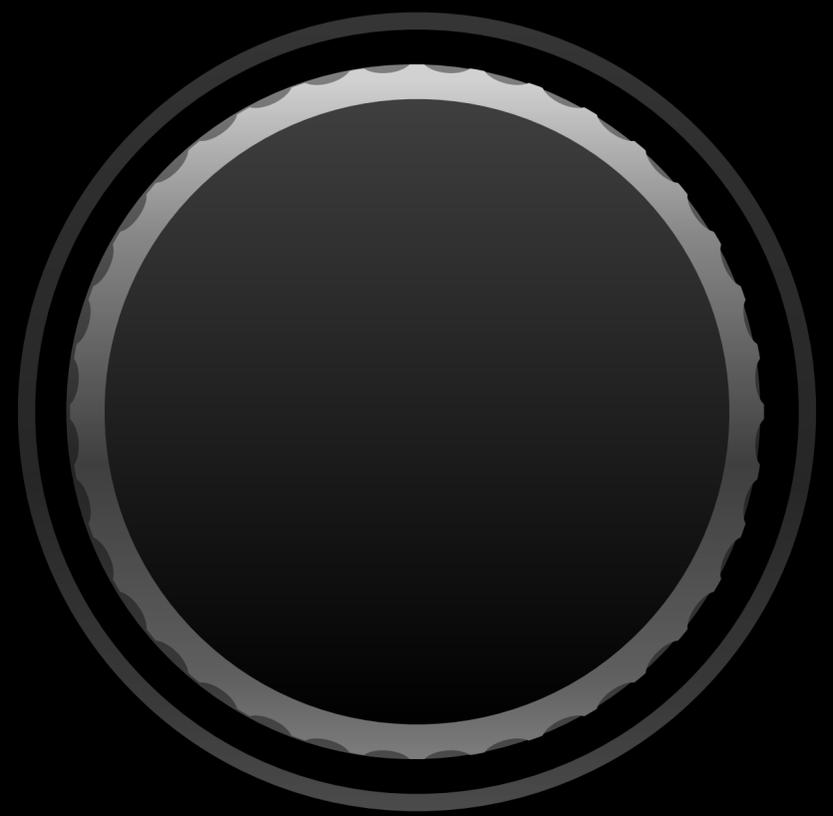


P R N D S

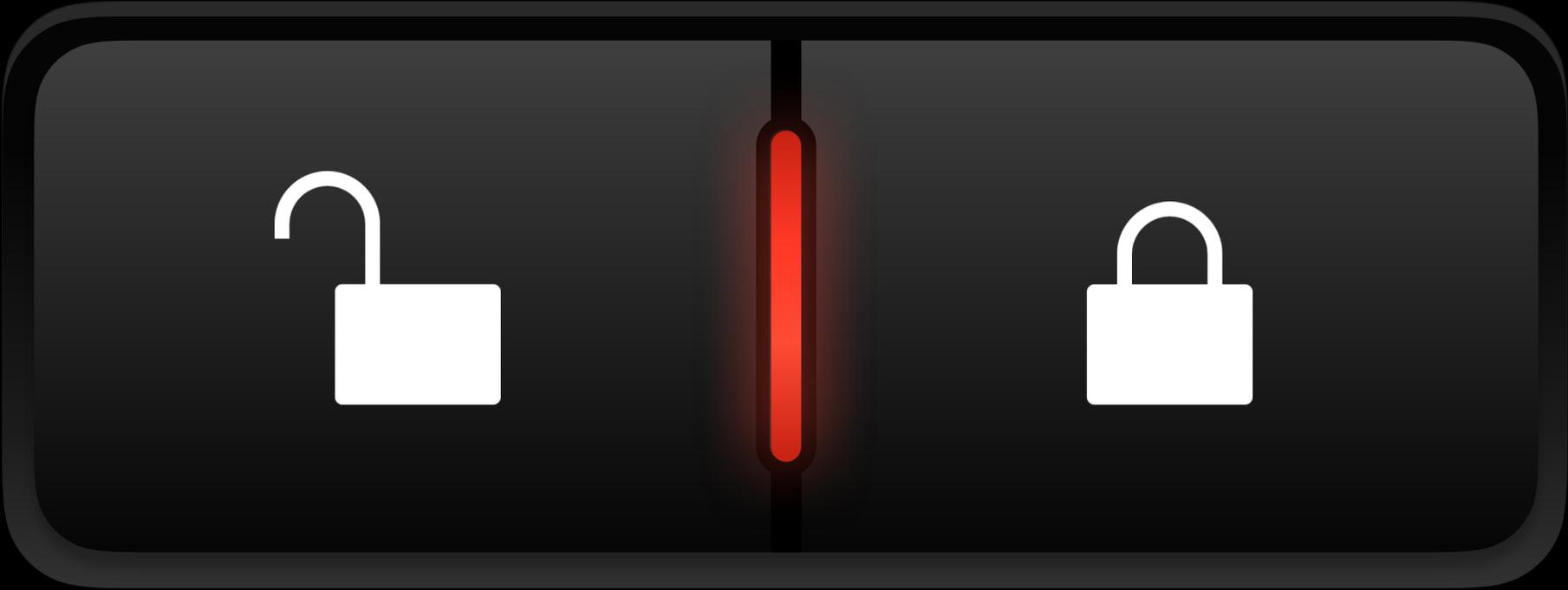




P R N D S

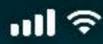








It's all good!



9:41 AM

100%



Mail



Calendar



Photos



Camera



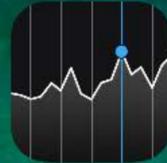
Maps



Clock



Weather



Stocks



Wallet



Notes



Reminders



News



iTunes Store



App Store



iBooks



TV



Home



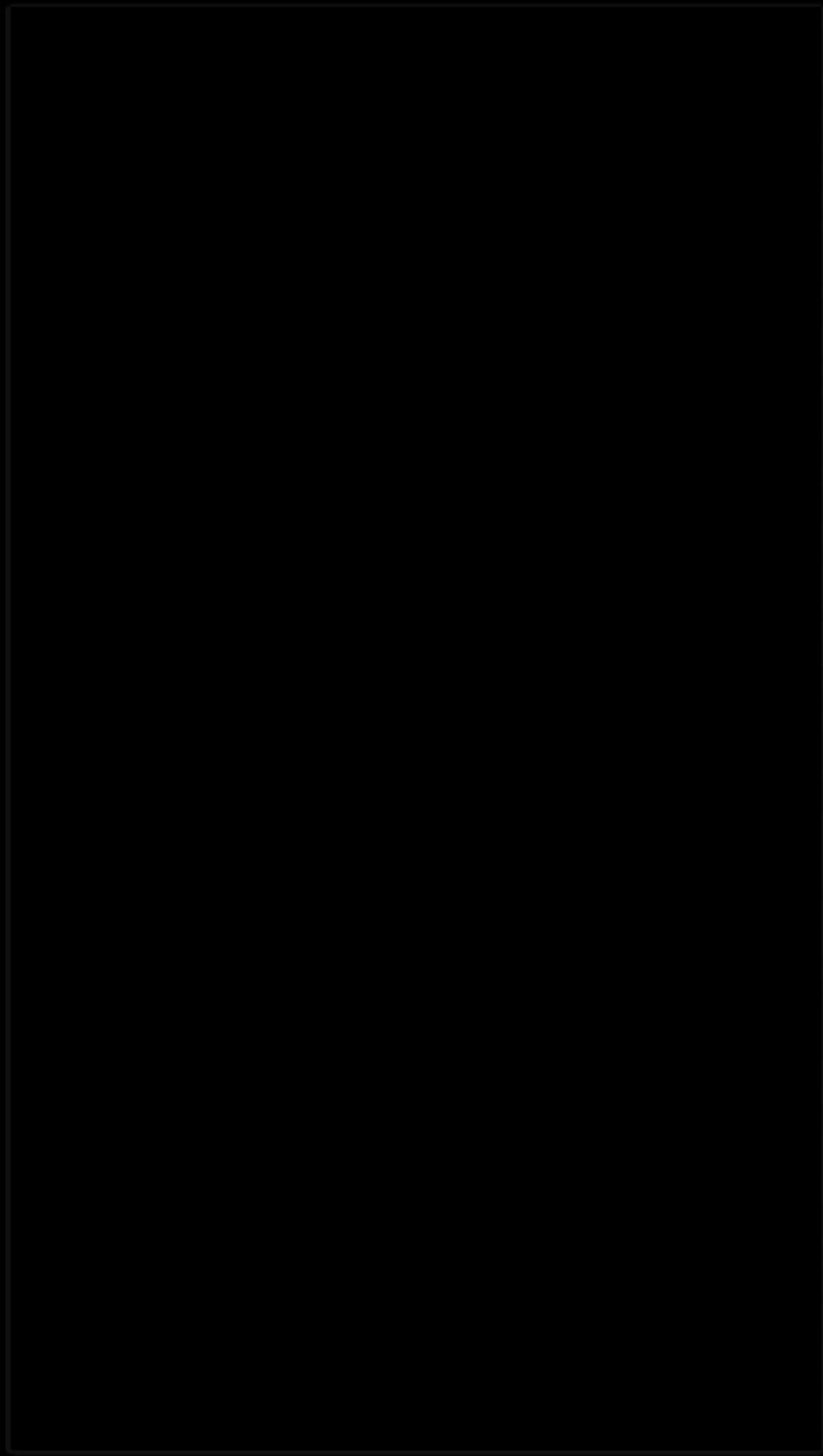
Health



Settings



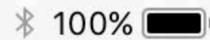
1
2
3



4



9:41 AM



[← Back](#)

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Inbox

🔍 Search

Mike Stern 2:47 PM >

Out of Office Today

Hey team, I'm going to take a day off to decompress after WWDC. Will be in tomorrow...

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Updated Just Now
3 Unread





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Updated Just Now
3 Unread



Philip

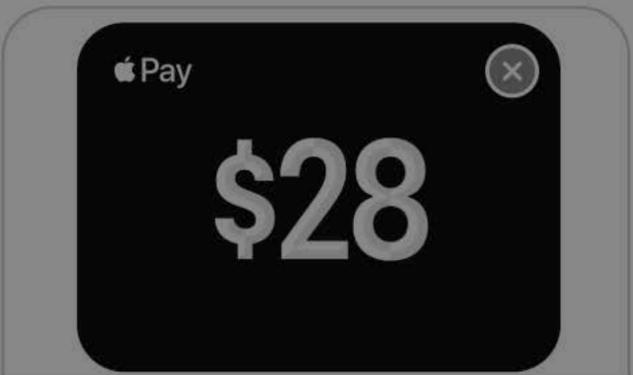




No! You always pay for us. Let me do something nice for a change.

Delivered

If you insist. \$28



Apple Pay Cancel



CHASE VISA DEBIT (•••• 1234) >

FROM APPLE PAY CASH	\$0
FROM CHASE VISA DEBIT	\$28

PAY PHILIP WARD \$28



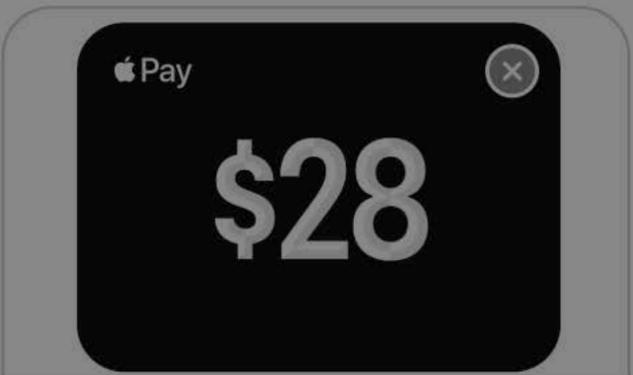
Pay with Touch ID

Philip

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PAY PHILIP WARD \$28



Pay with Touch ID

Feedback

Status

Completion

Warning

Errors







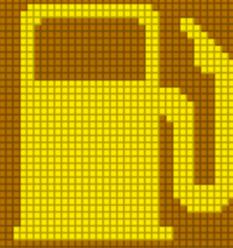
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Errors



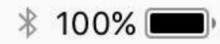
GAS
EMPTY

76° 9:41AM





9:41 AM



Cancel

Sign Up

Next

First Name Required

Last Name Required

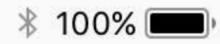
Email Required

Password Required





9:41 AM



Cancel

Sign Up

Next

First Name Mike ✓

Last Name Stern ✓

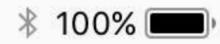
Email Required

Password Required





9:41 AM



Cancel

Sign Up

Next

First Name

Mike



Last Name

Stern



Email

@apple.com



Password

.....

Email is missing user account name





9:41 AM

100%

When?

Cancel

Q 6/



Thu, Jun 1

14:00

1 2 3 4 5 6 7 8 9 0

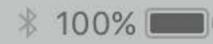
- / : ; () \$ & @ "

#+= . , ? ! '

ABC space Done



9:41 AM



When?

Cancel

Q 6/31



-  Sat, Jul 1 14:00
-  Sun, Jul 1, 2018 14:00
-  Mon, Jul 1, 2019 14:00

1 2 3 4 5 6 7 8 9 0

- / : ; () \$ & @ "

#+= . , ? ! '

ABC   space Done

Good Feedback Answers...

Good Feedback Answers...

What can I do?

Good Feedback Answers...

What can I do?

What just happened?

Good Feedback Answers...

What can I do?

What just happened?

What's happening?

Good Feedback Answers...

What can I do?

What just happened?

What's happening?

What will happen in the future?

What can I do?

What can I do?

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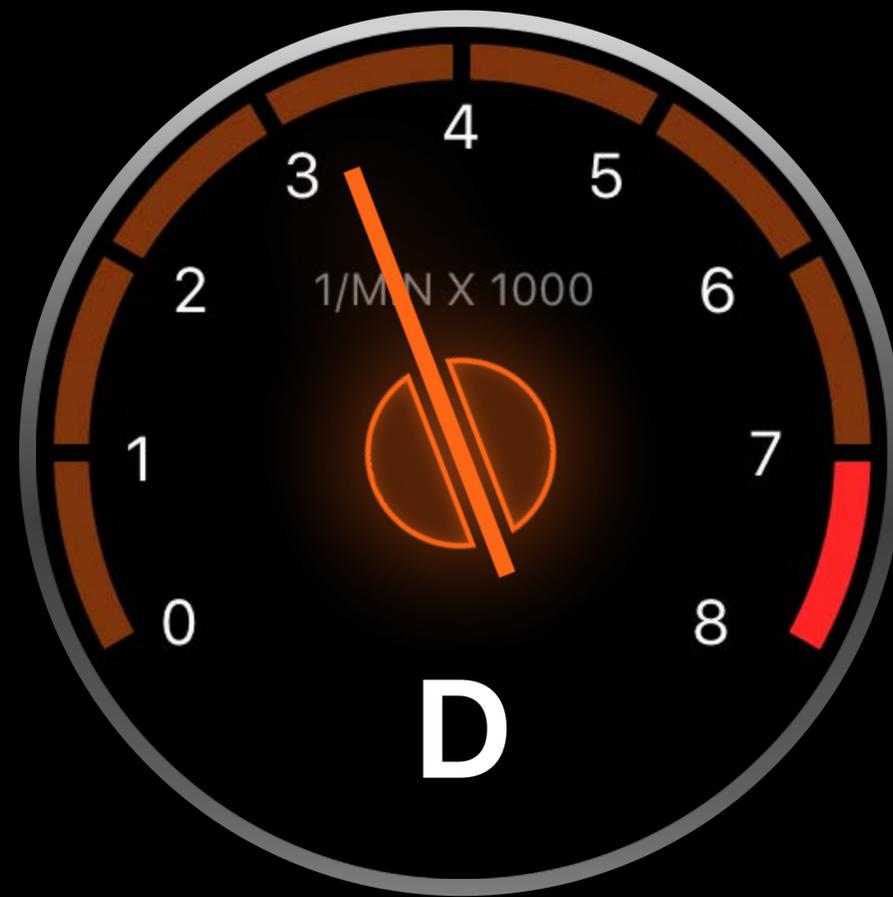
Not to worry, I'll walk you through this. I can help you figure this all out.

What would you say?

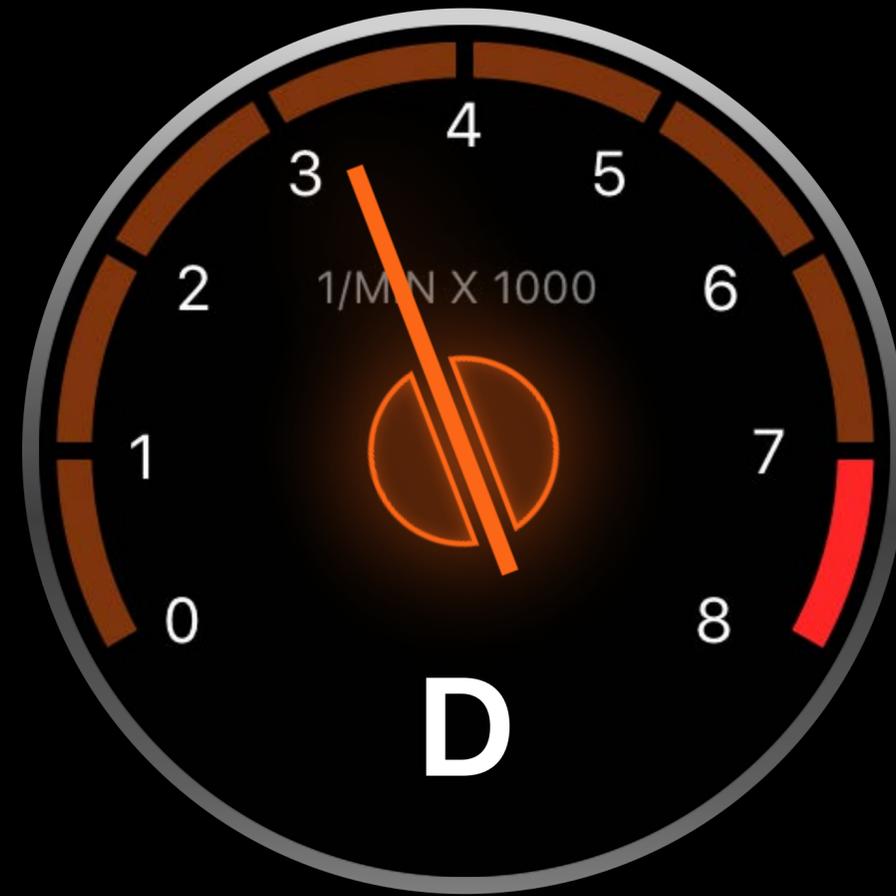
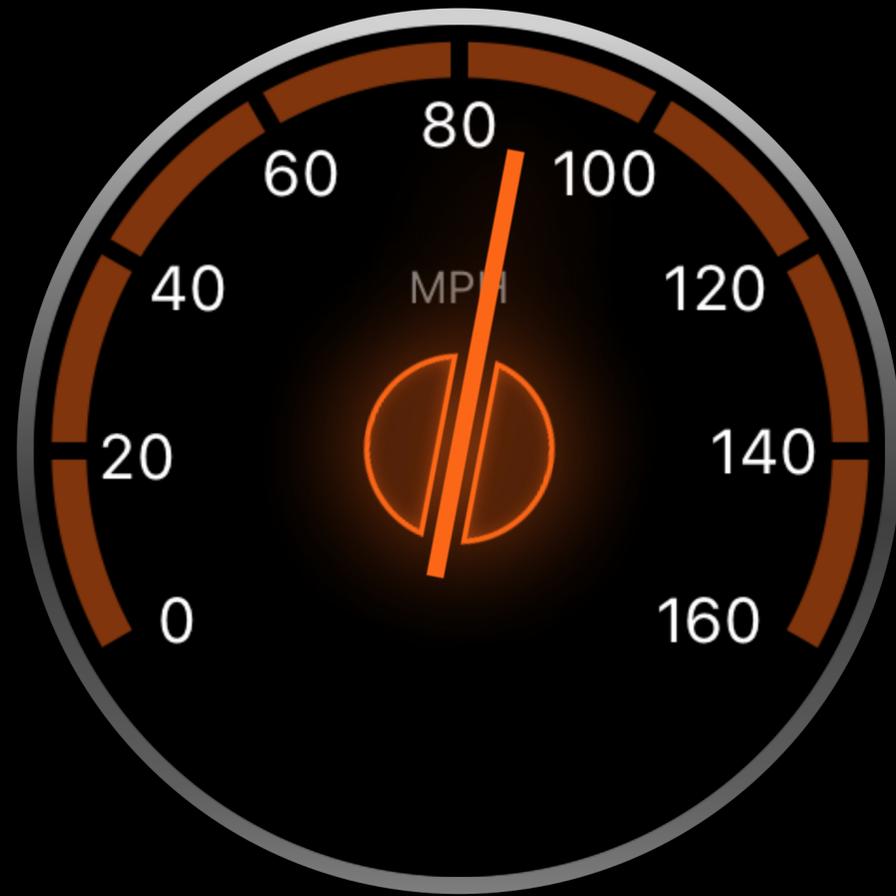
Then say it!

Visibility

Visibility improves usability

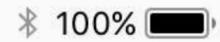


Time 9:41
Trip 67.0 km
Temp 76°C





9:41 AM



[Back](#)

[Edit](#)

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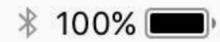


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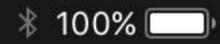


Updated Just Now





9:41 AM



Timer

6	38	
7	39	
8	40	
9 hours	41 min	0 sec
10	42	1
11	43	2
12	44	3
13	45	4

When Timer Ends

Radar >

Cancel

Start



9:41 AM



Timer

6	38	
7	39	
8	40	
9 hours	41 min	0 sec
10	42	1
11	43	2
12	44	3

When Timer Ends

Radar >

Cancel

Start



World Clock



Alarm



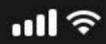
Bedtime



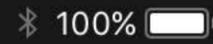
Stopwatch



Timer



9:41 AM



Timer

6	38	
7	39	
8	40	
9 hours	41 min	0 sec
10	42	1
11	43	2
12	44	3
13	45	4

When Timer Ends

Radar >

Cancel

Start



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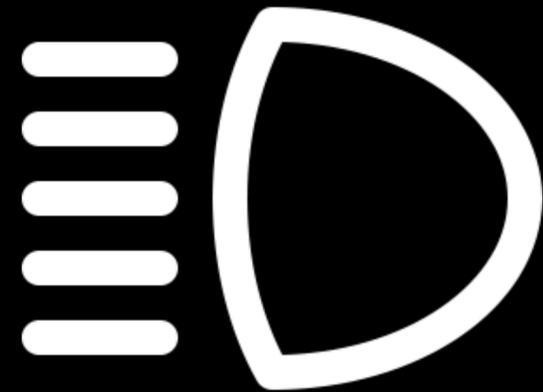
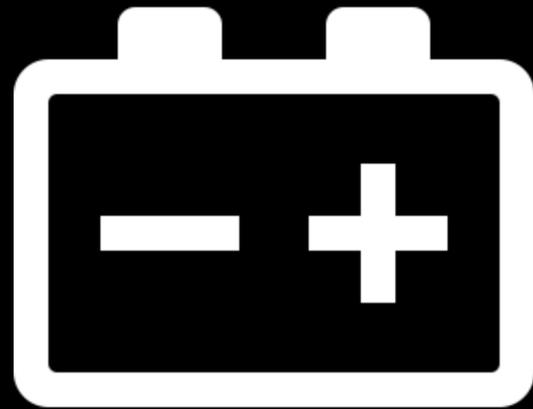
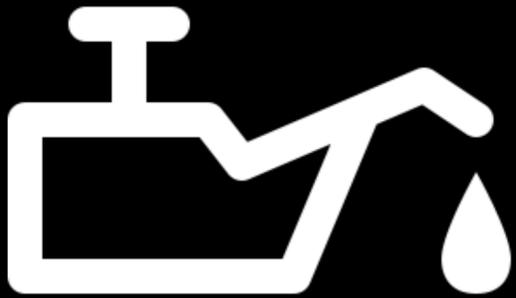
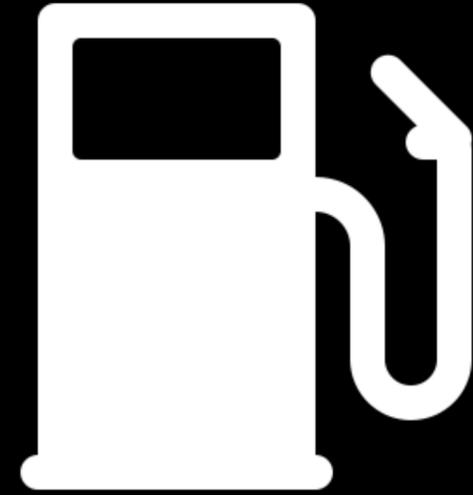
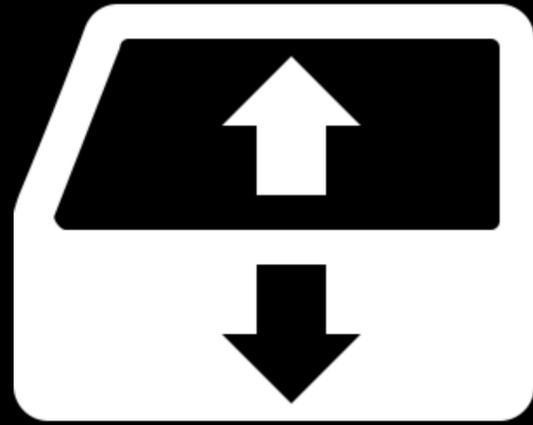
Radar >

Cancel

Start

Visibility has its limits

Consistency



Park

Drive

Reverse

Neutral

Brake

Signal



Consistency improves usability

Inconsistency undermines usability





9:41 AM



Other App



Other App



Other App



Other App



Other App



Other App



Your App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



Other App



9:41 AM



Other App



Other App



Other App



Other App



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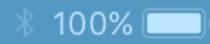
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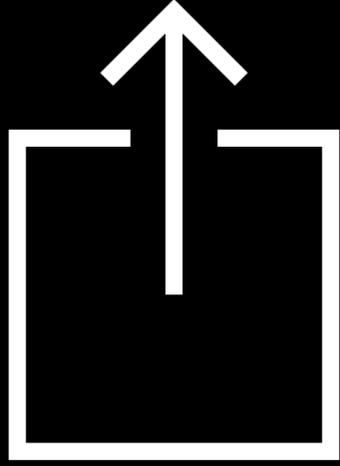
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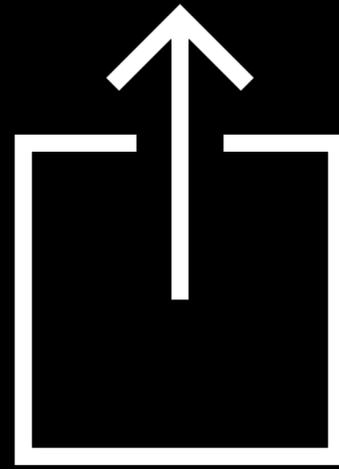


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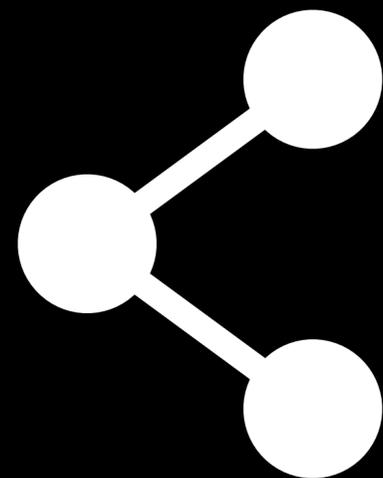


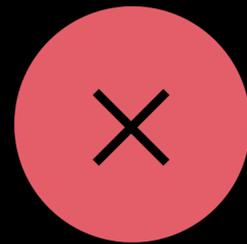
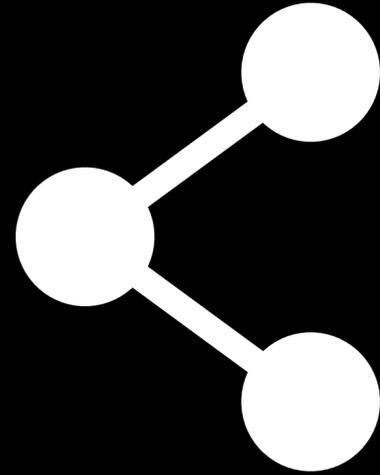
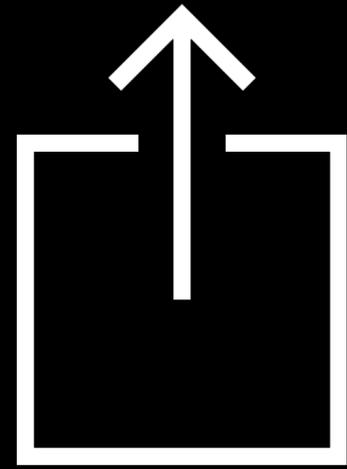
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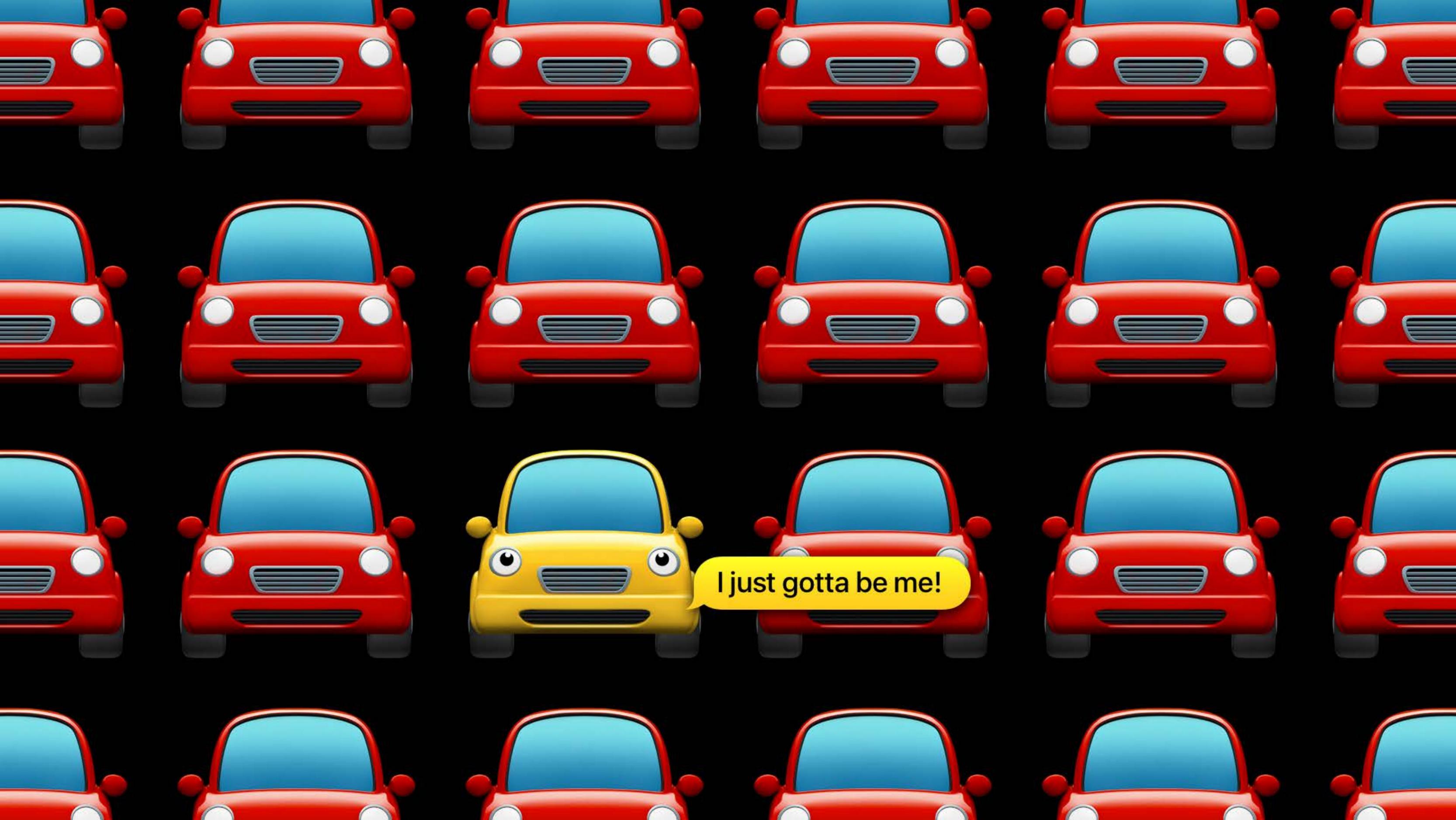


"Sharrows"









I just gotta be me!

Internal Consistency

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Label

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Label

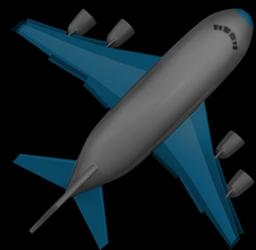


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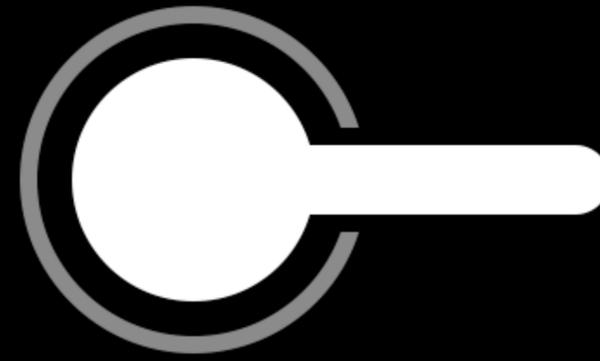
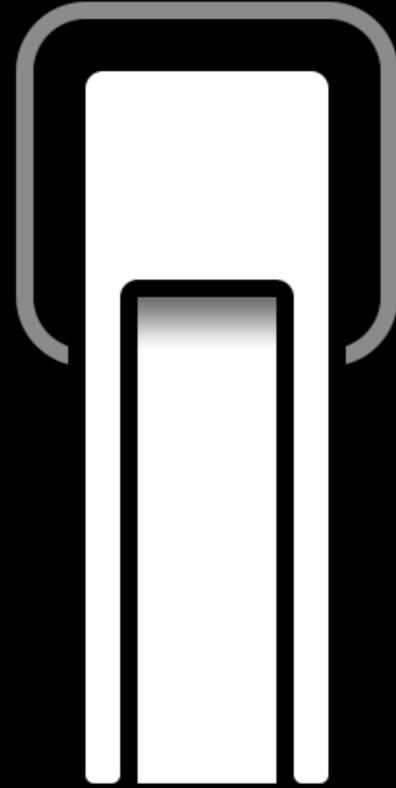
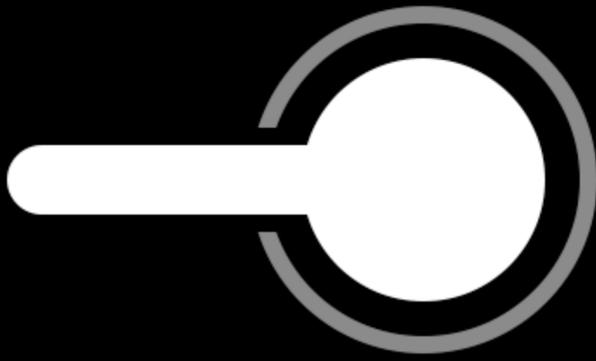
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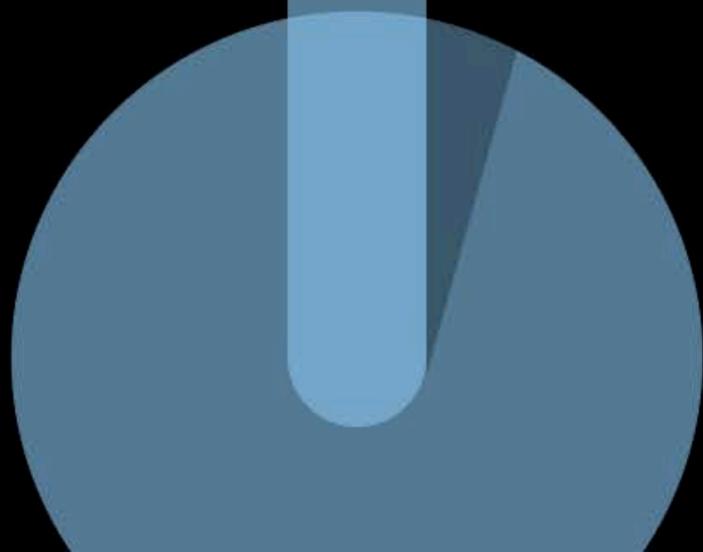
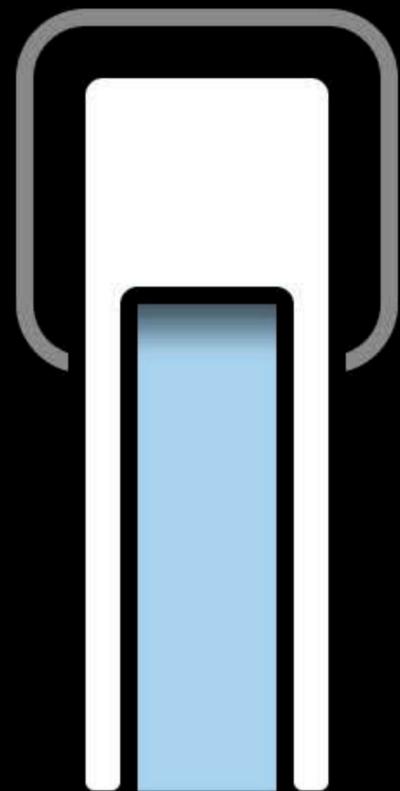
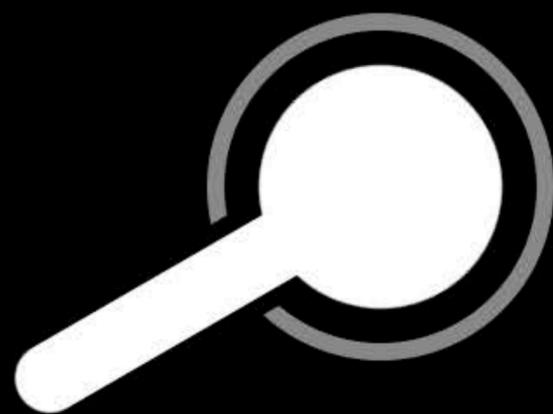
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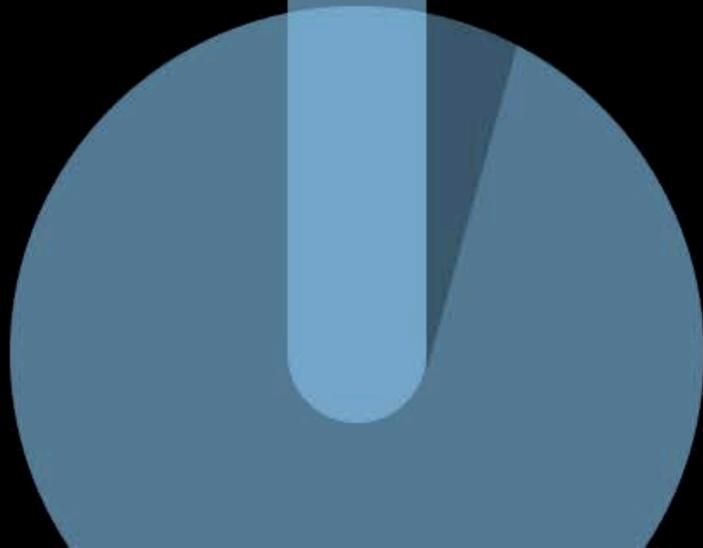
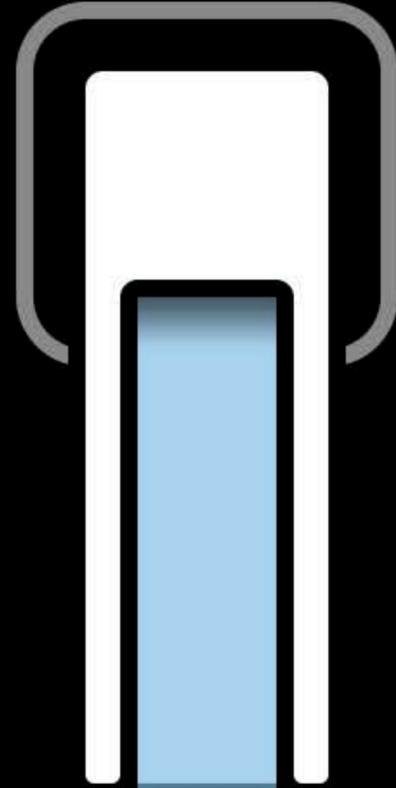


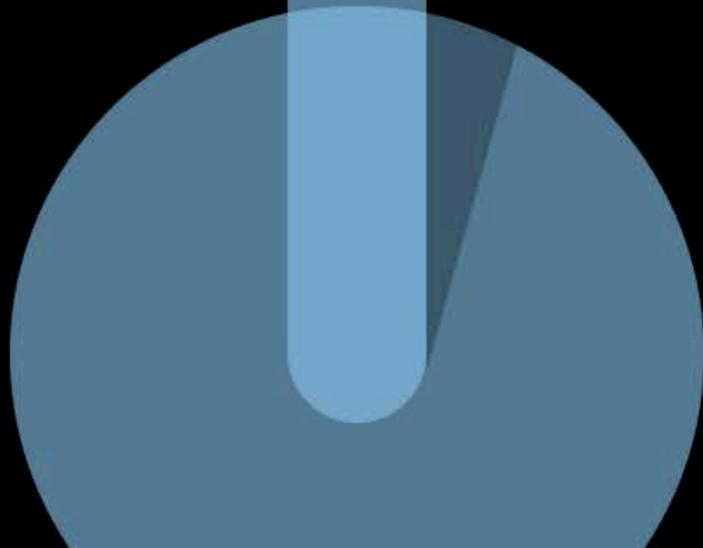
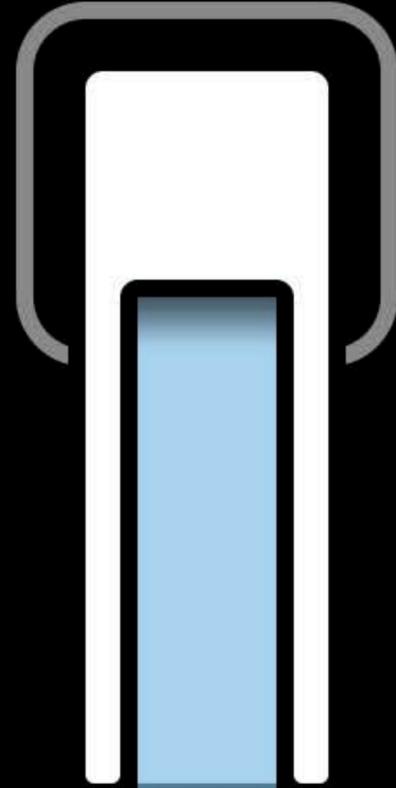
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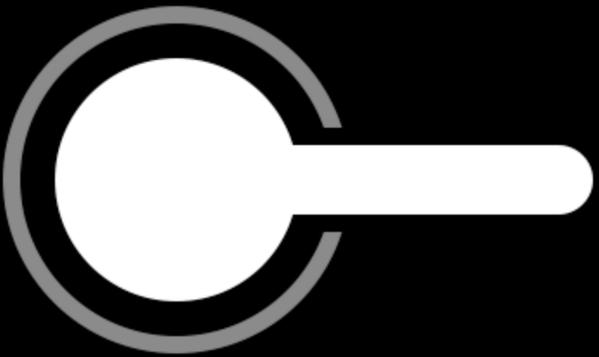
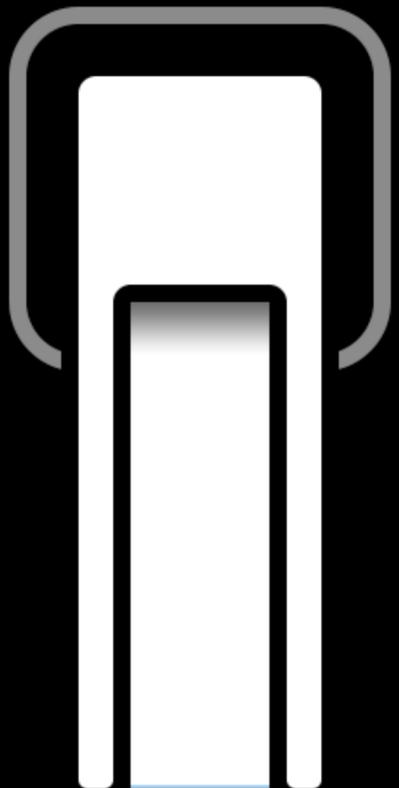
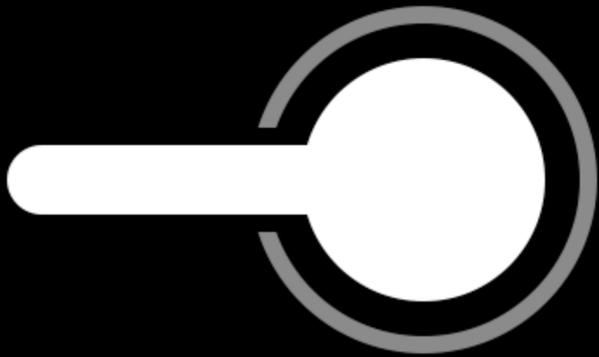




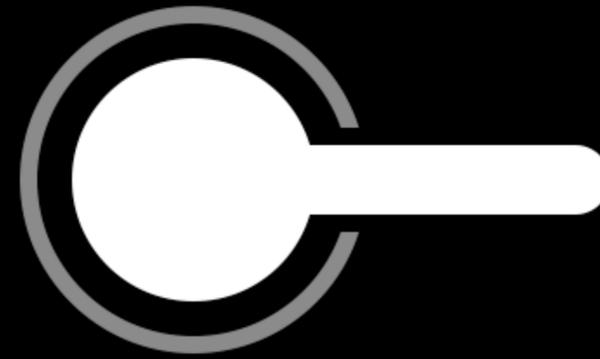
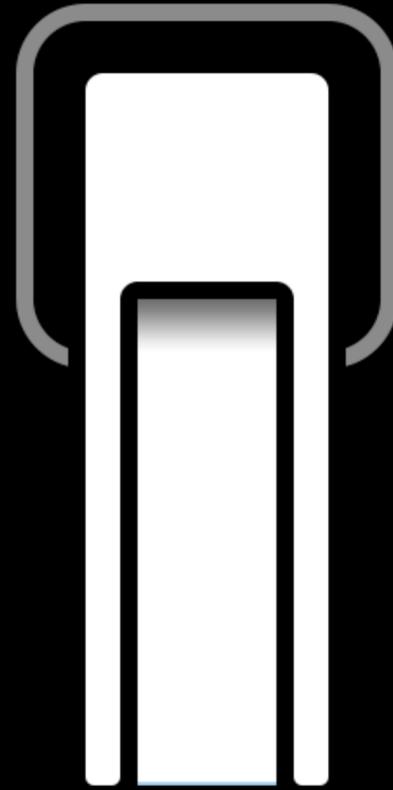
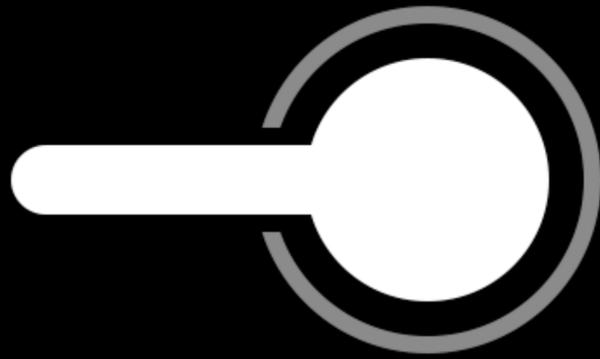


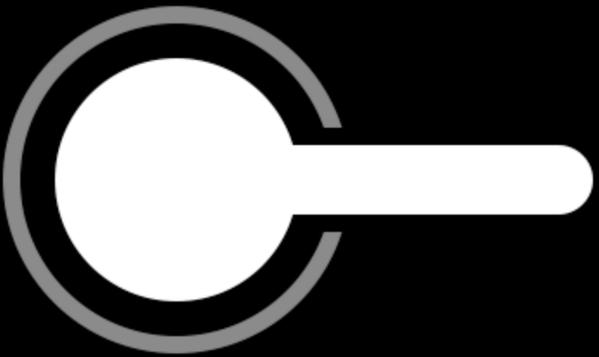
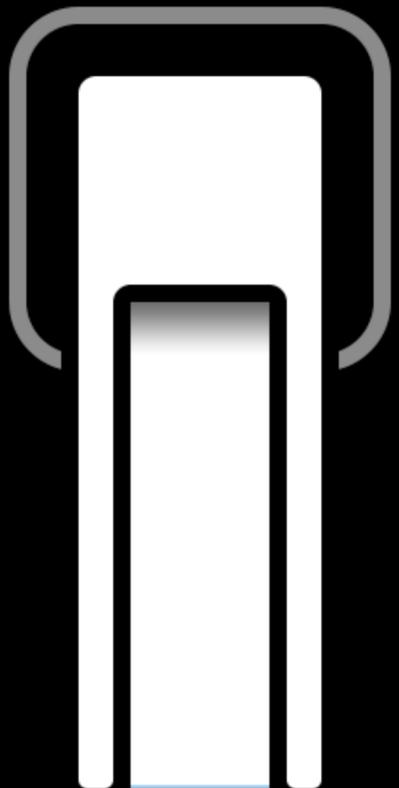
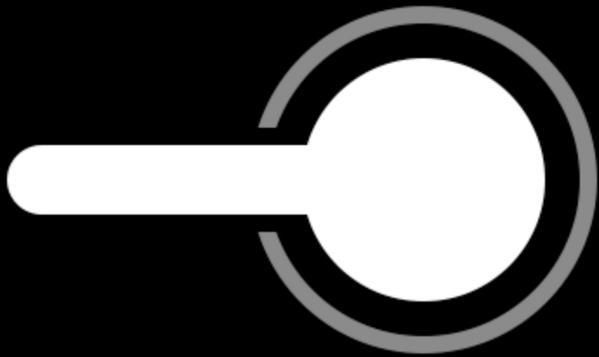


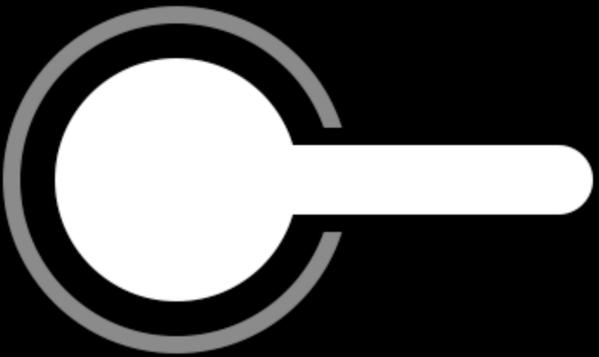
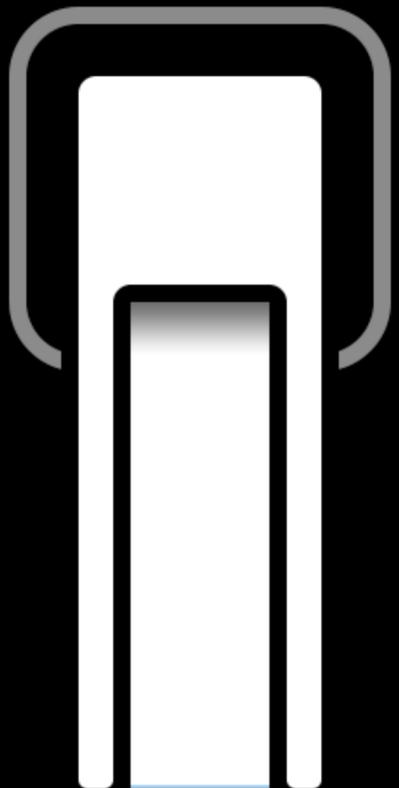
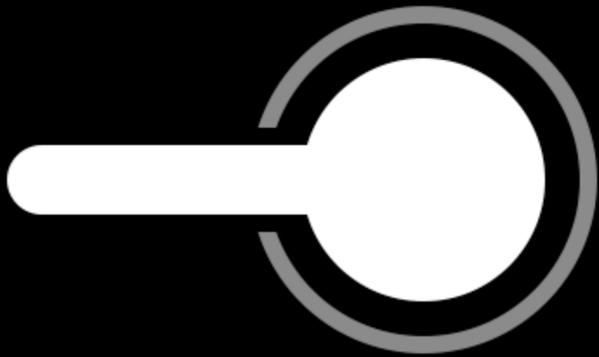


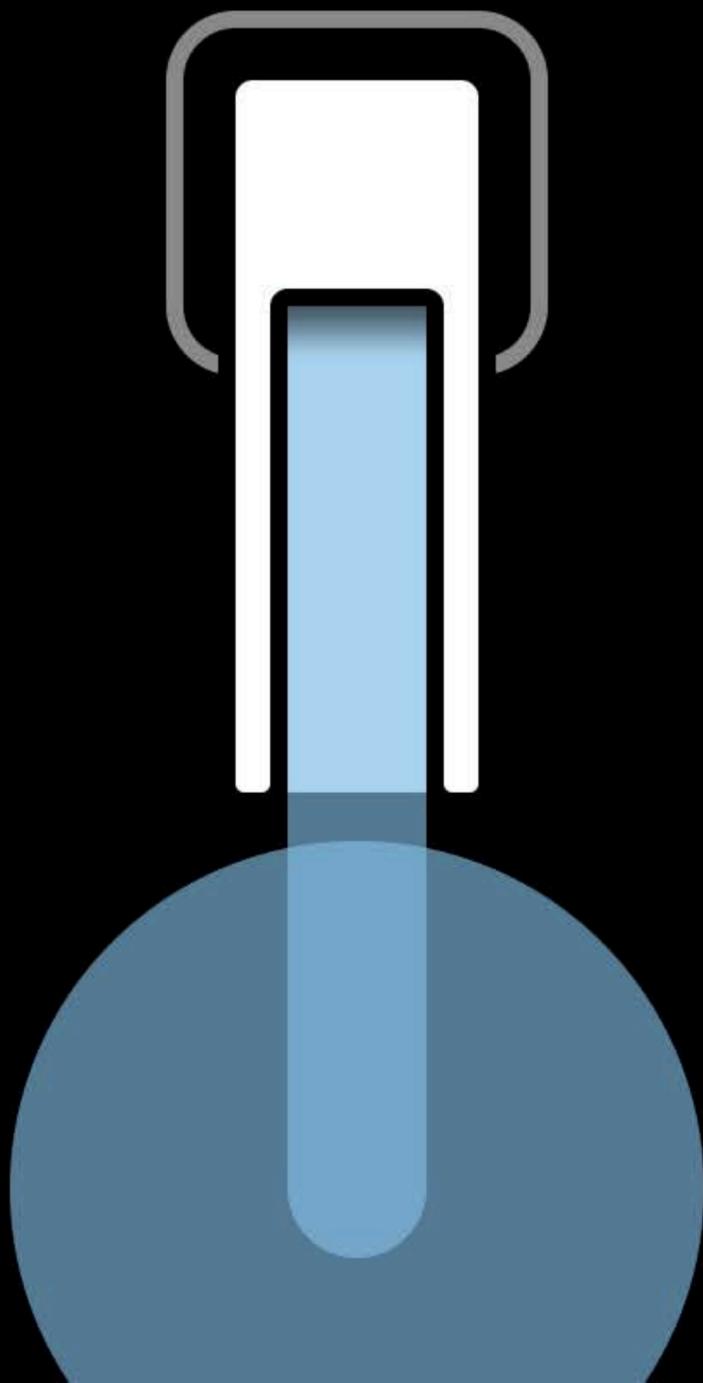


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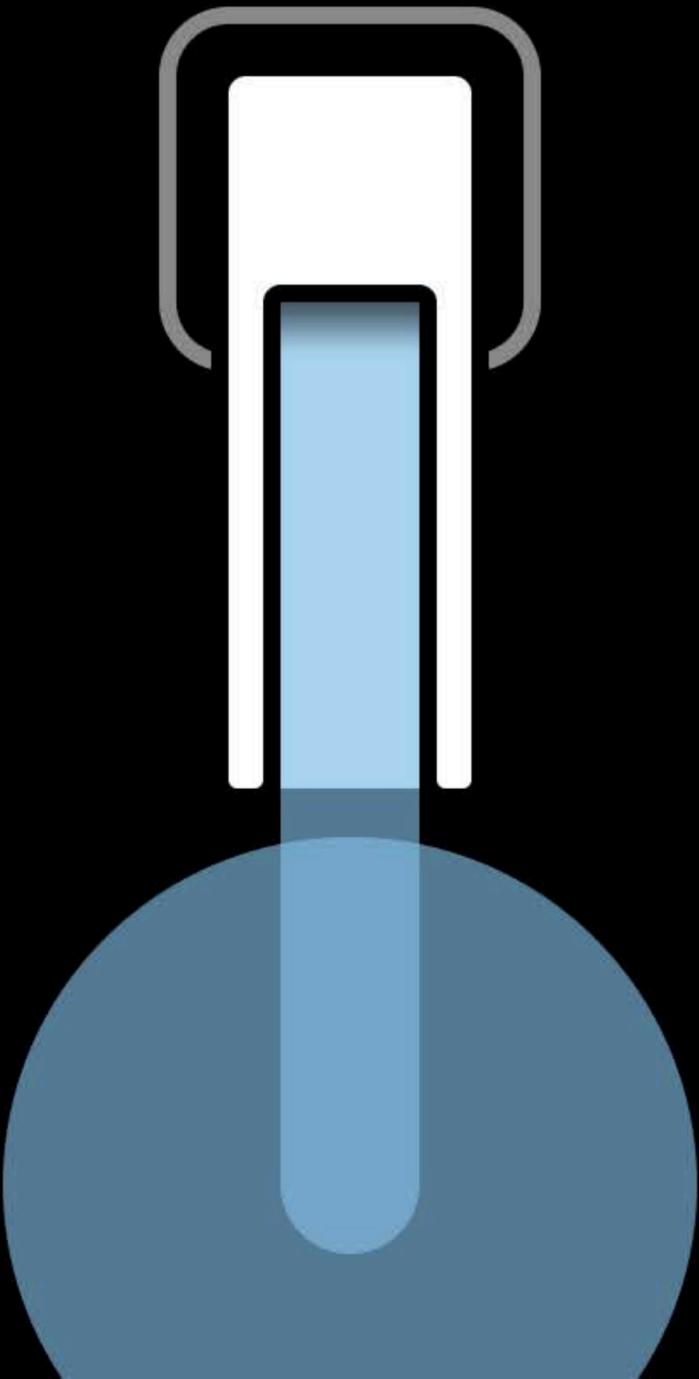
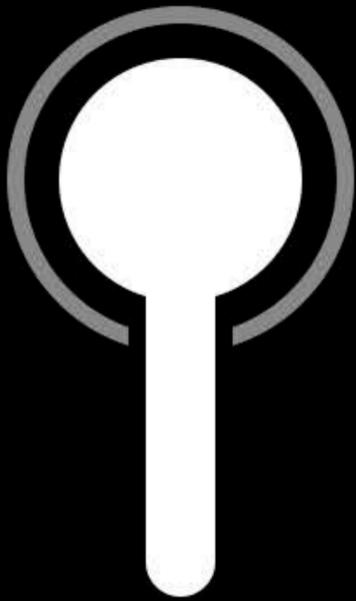




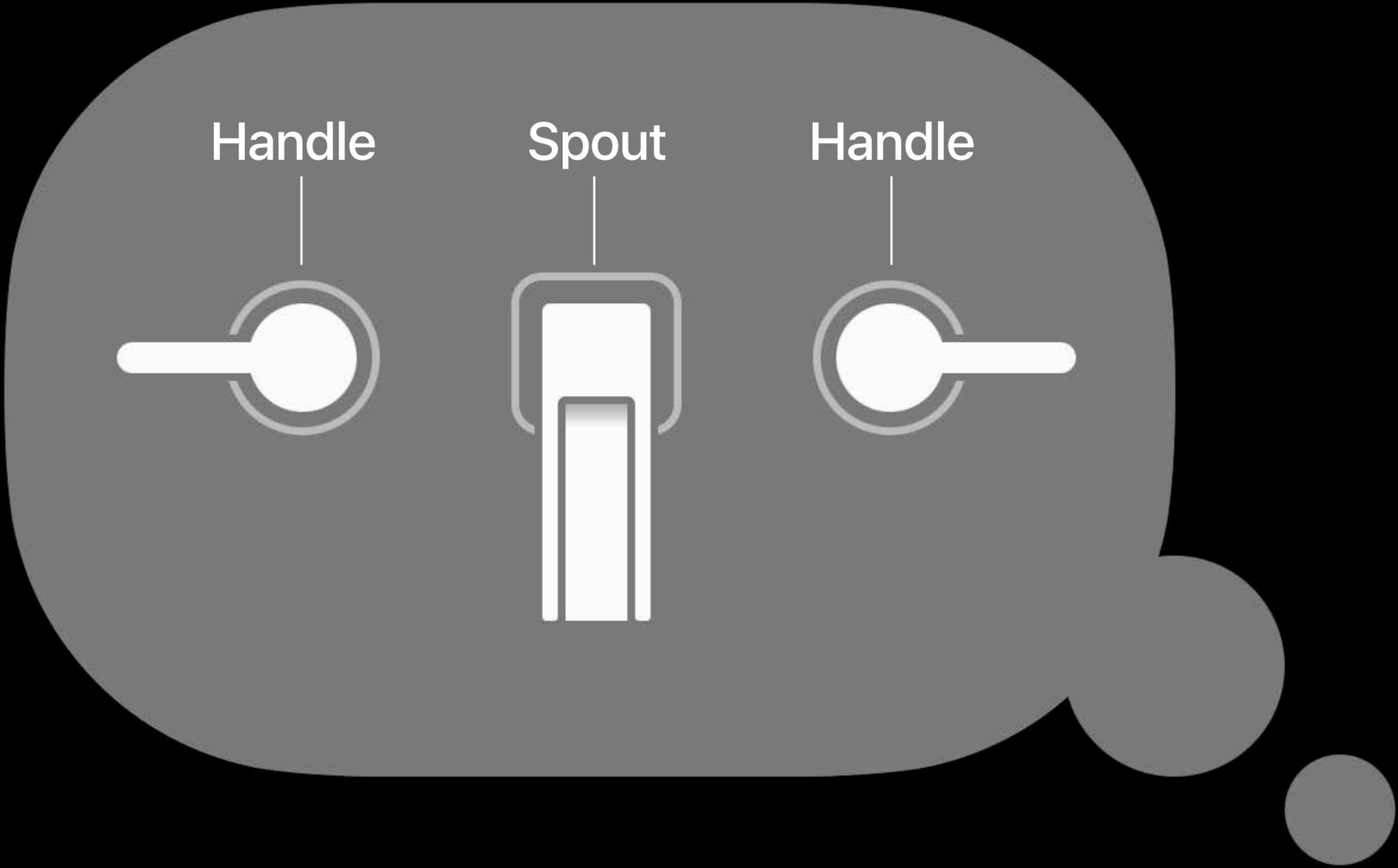




Too Hot







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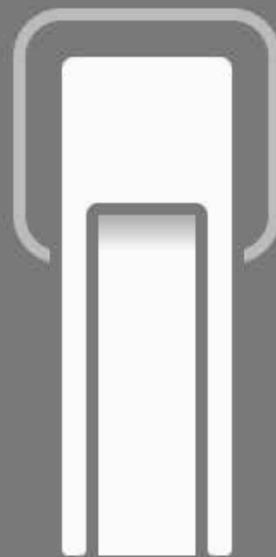
Spout

Handle

Hot
Left

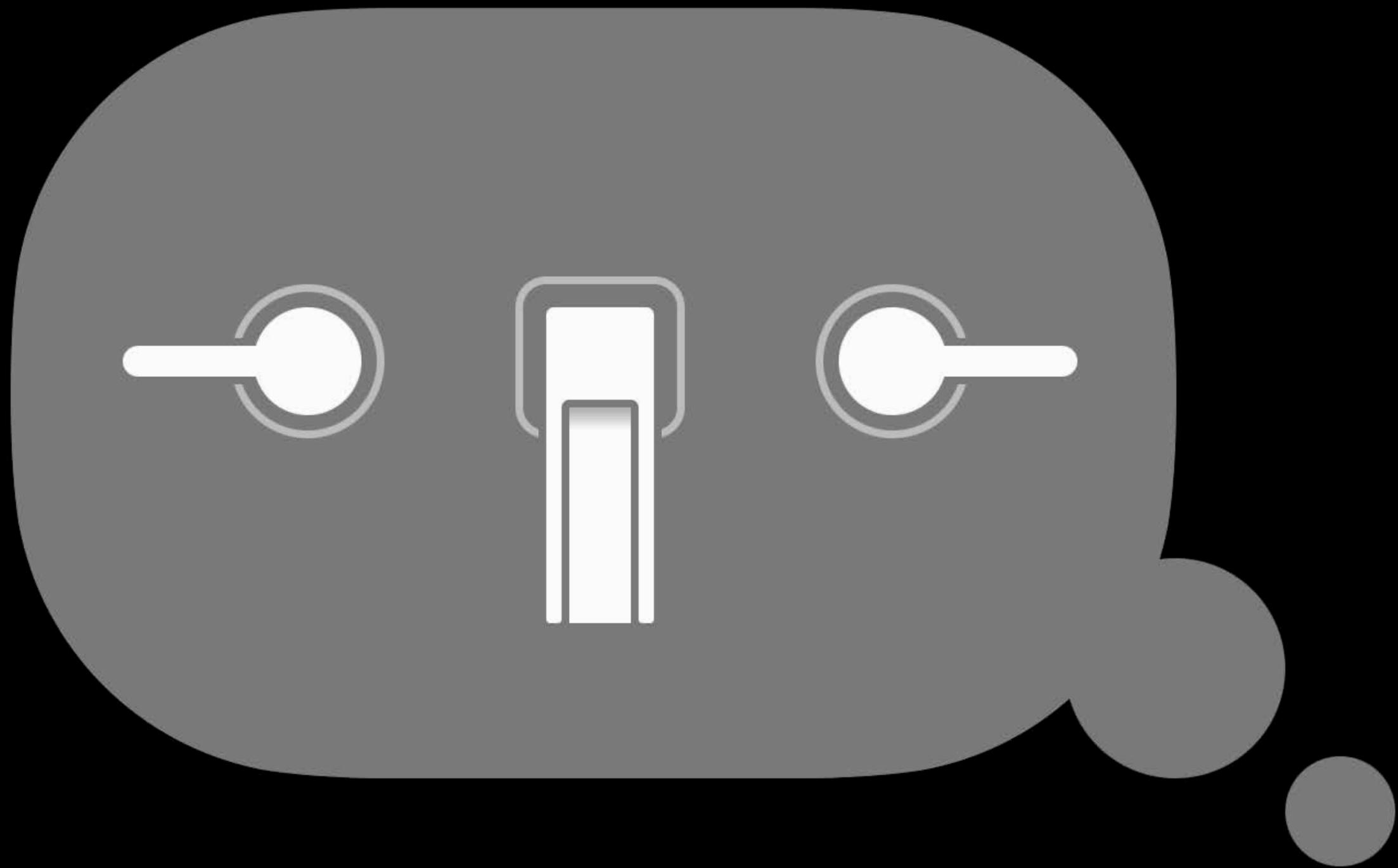


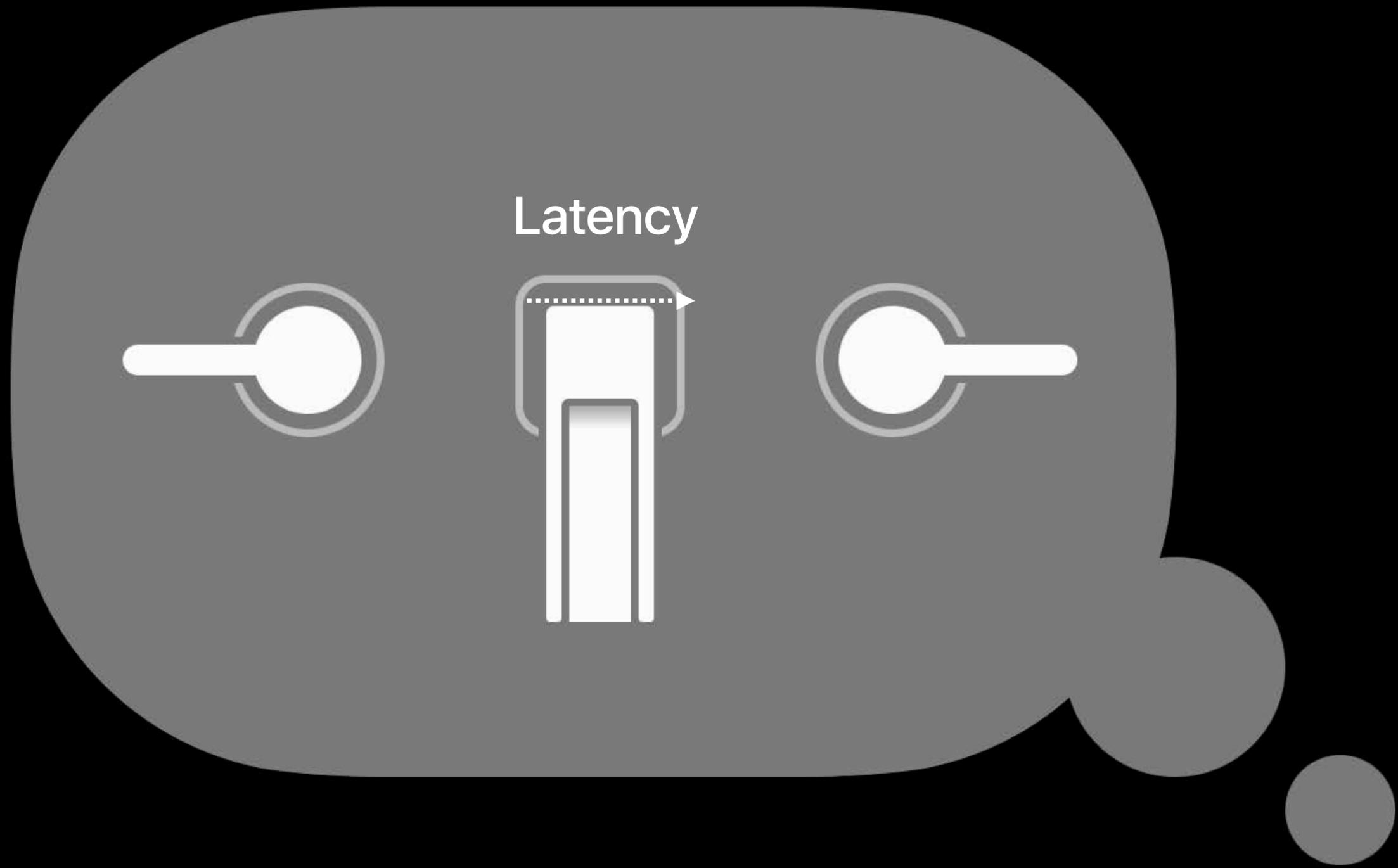
Spout
Center



Cold
Right



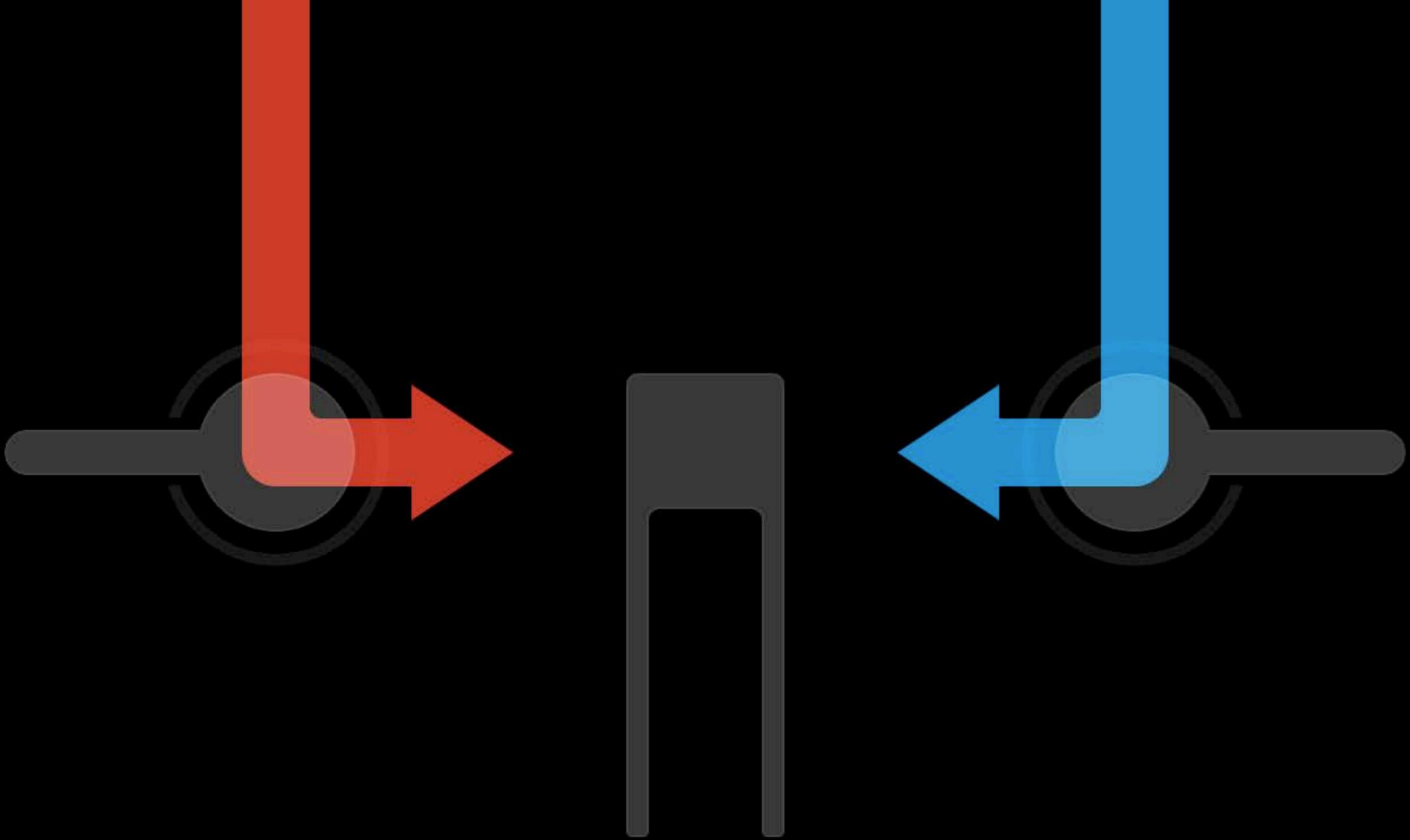


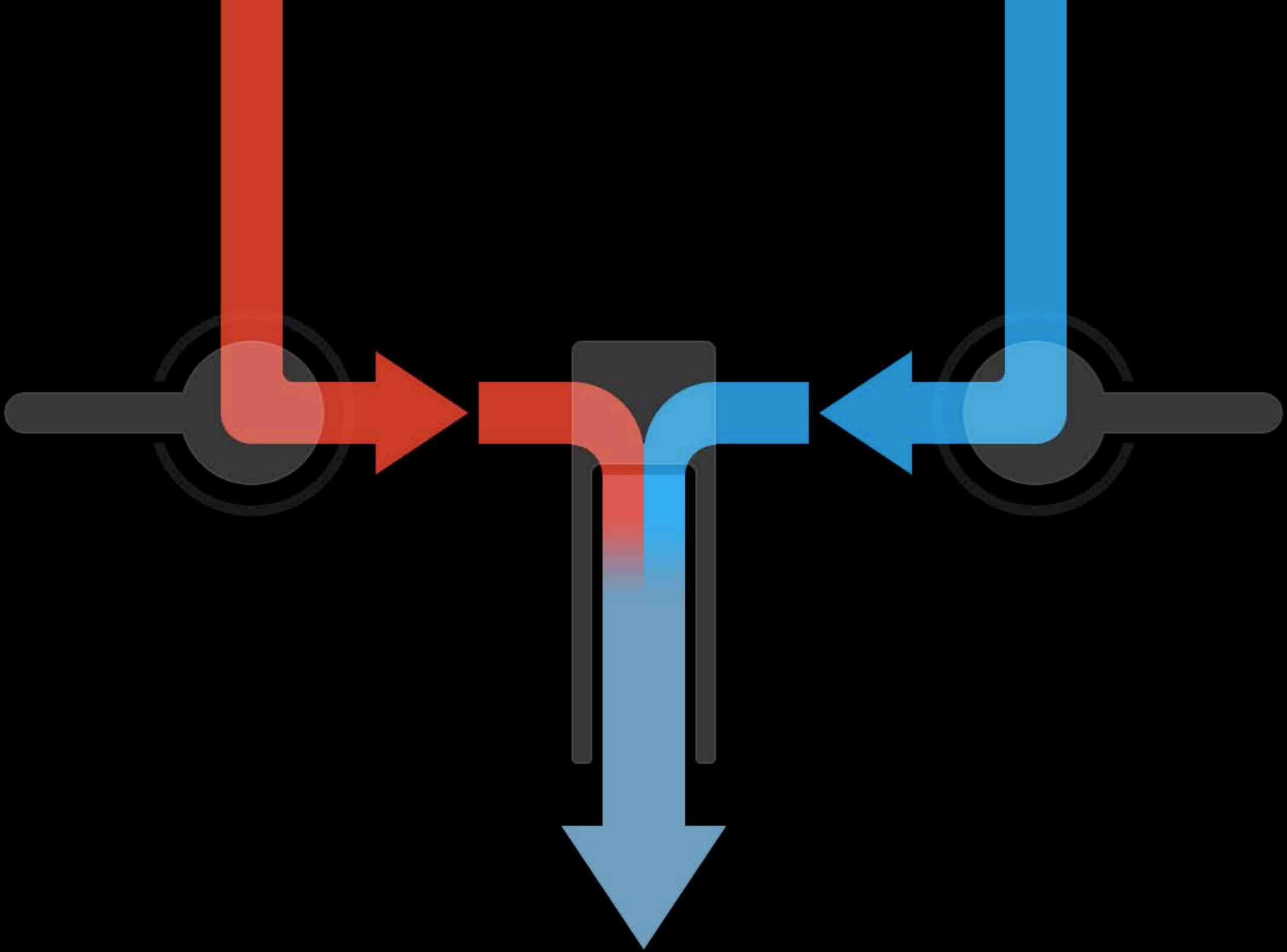


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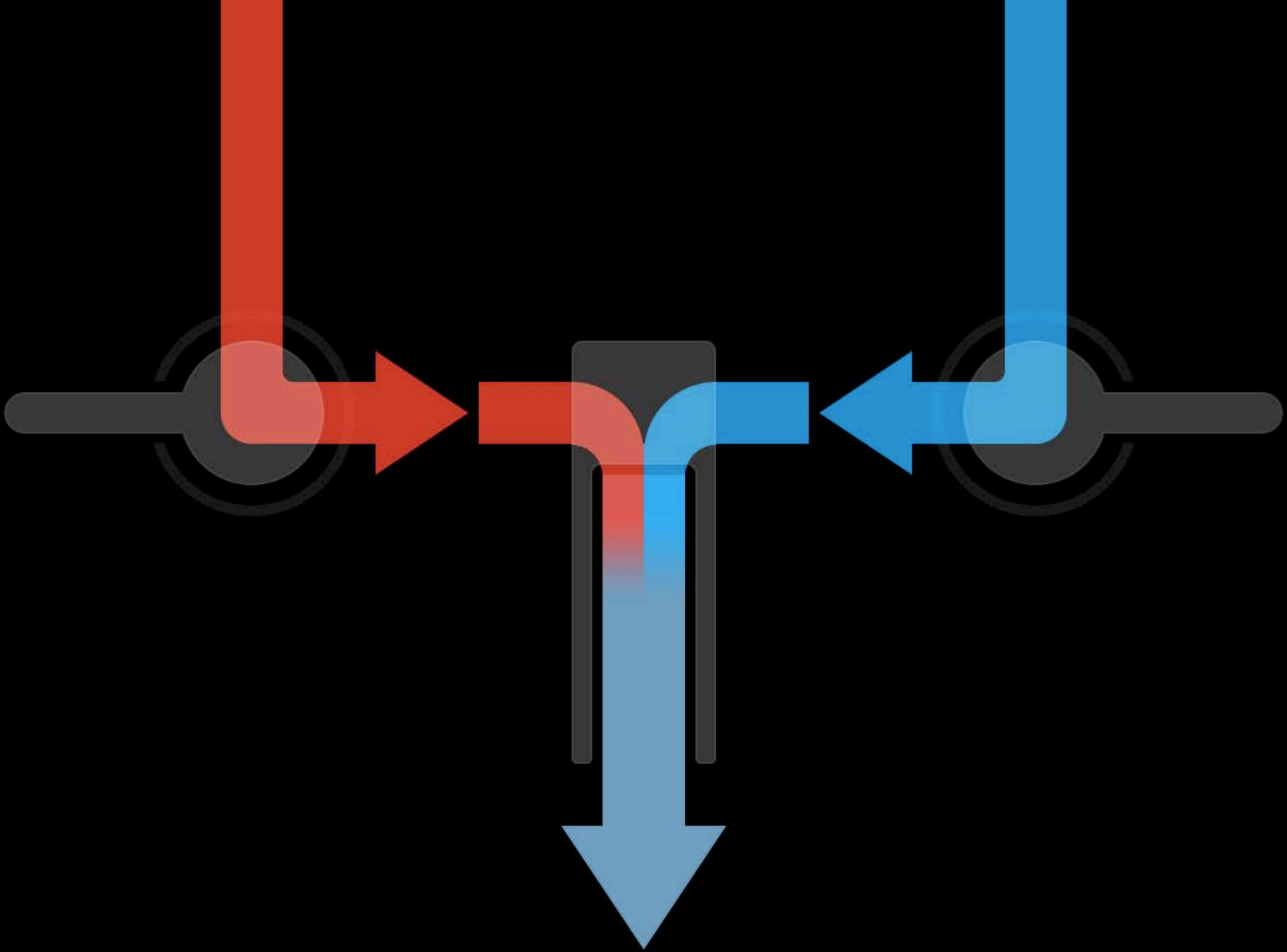
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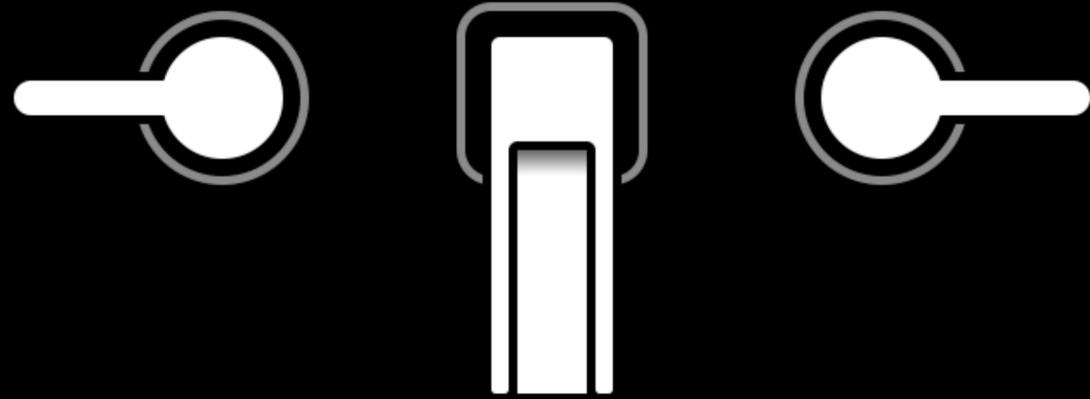
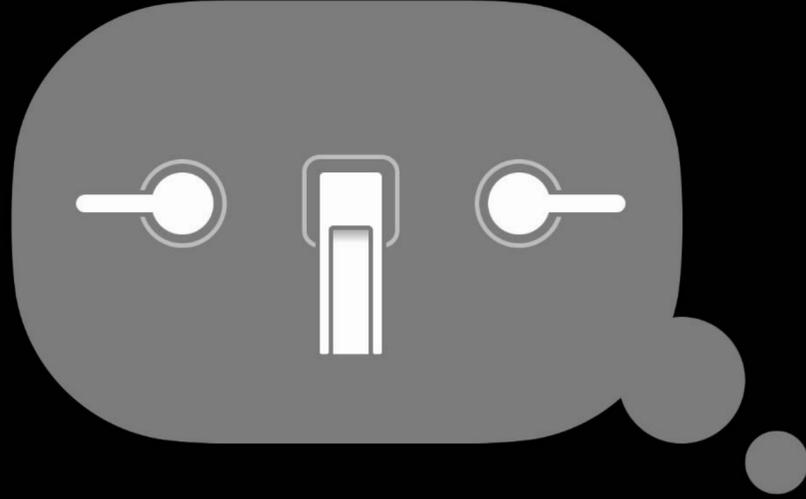


Interaction Model



System Model

Interaction Model

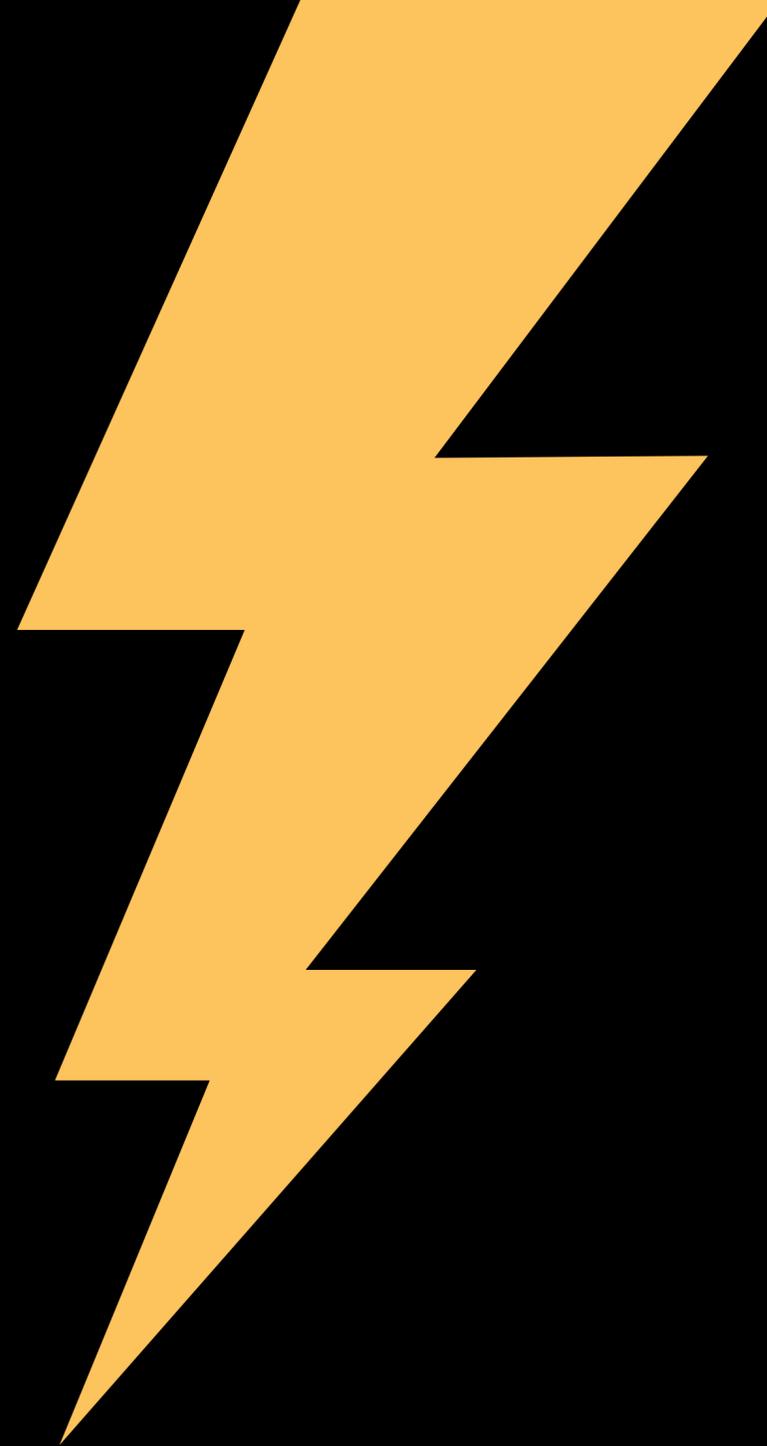


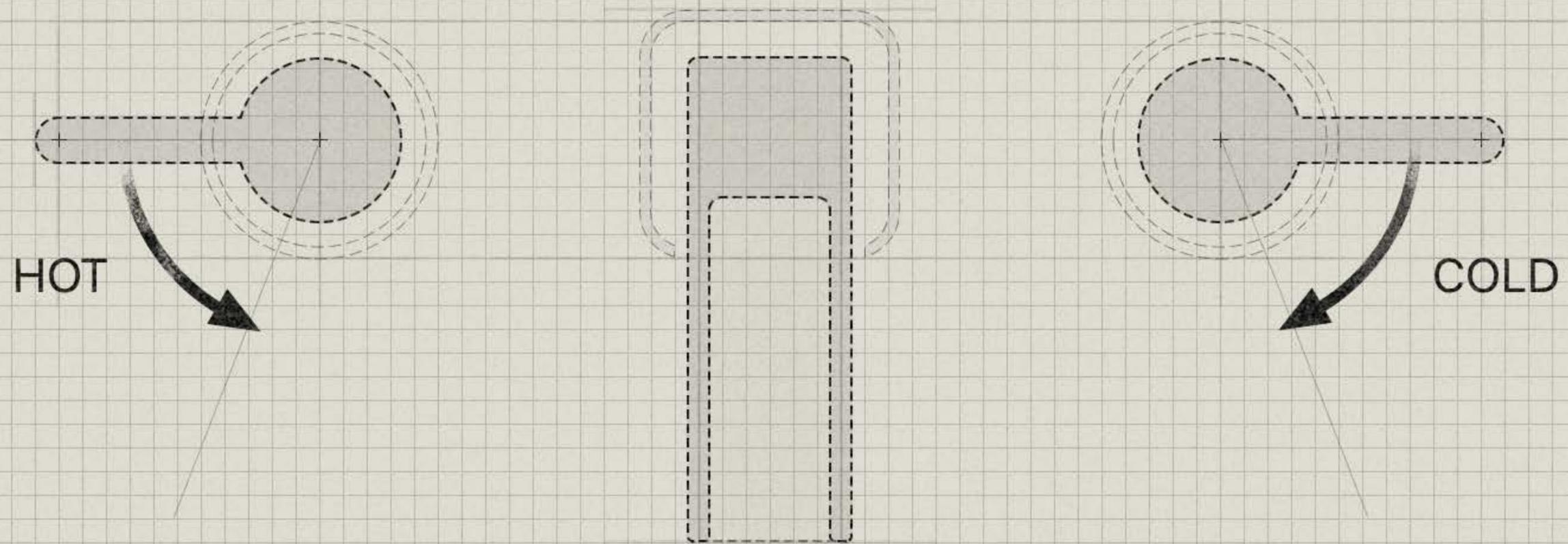
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MORTIMER SPOUT

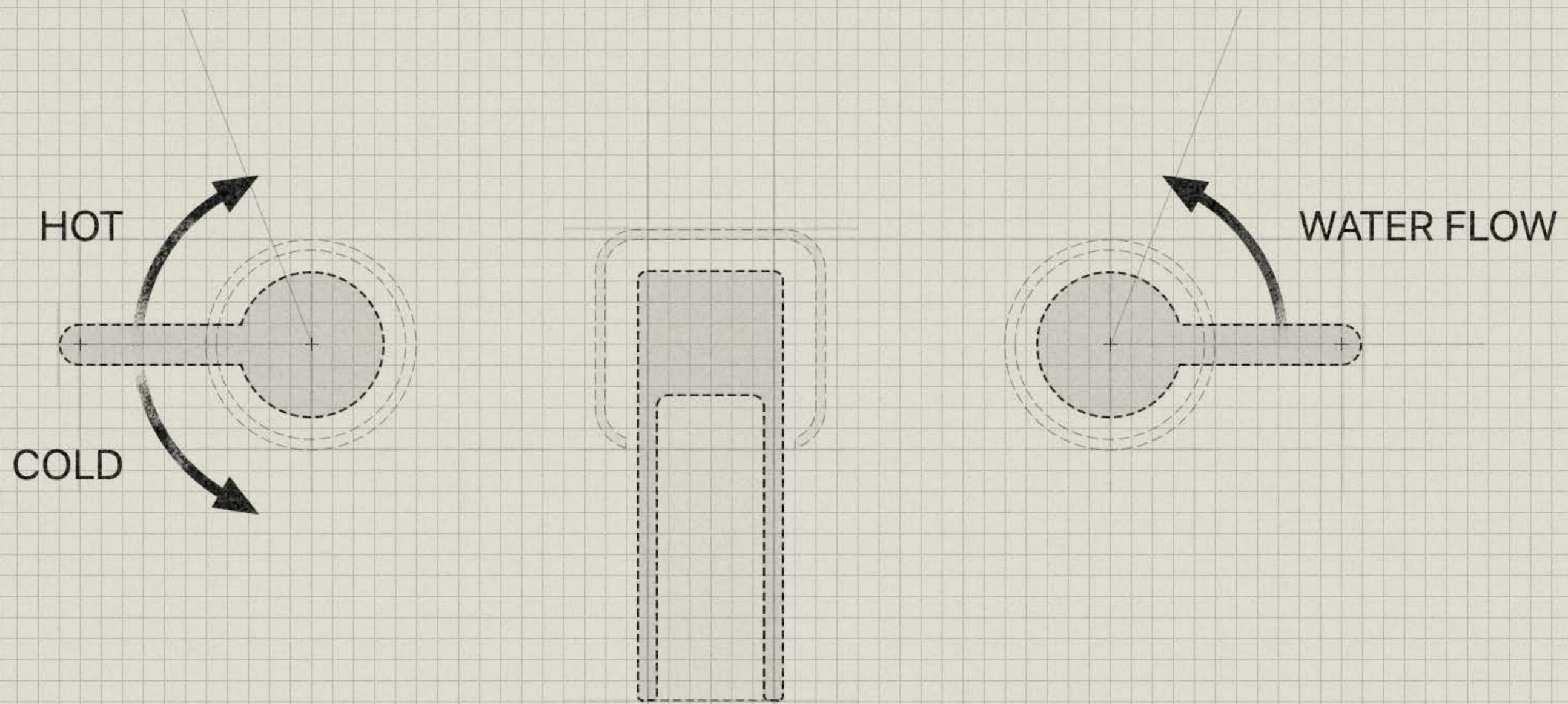
DESIGNER OF DELIGHTFUL FAUCET EXPERIENCES

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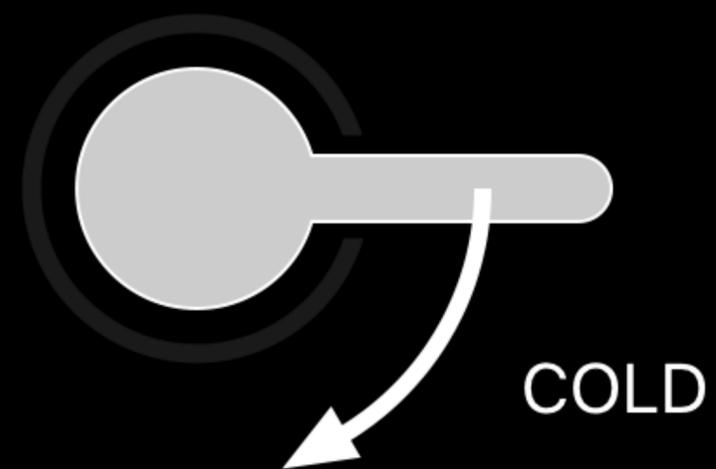
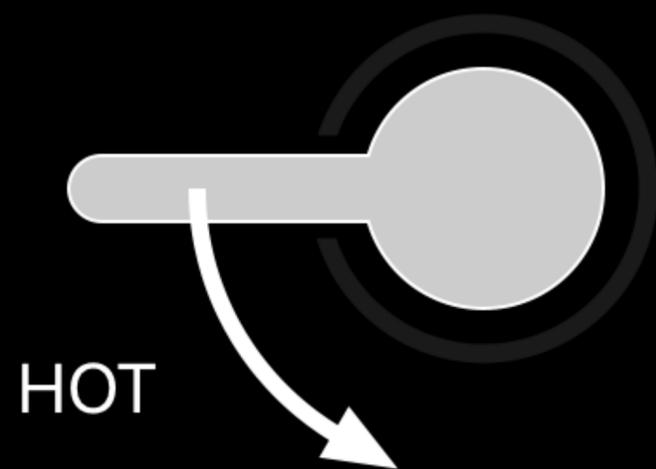
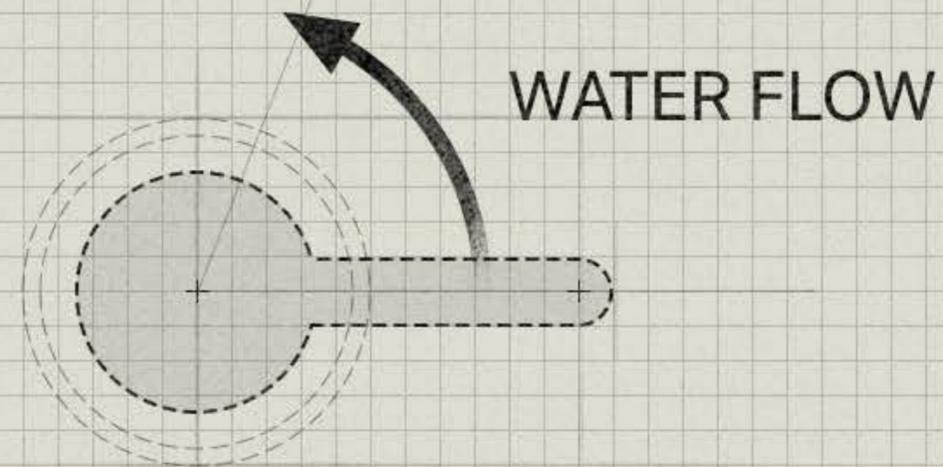
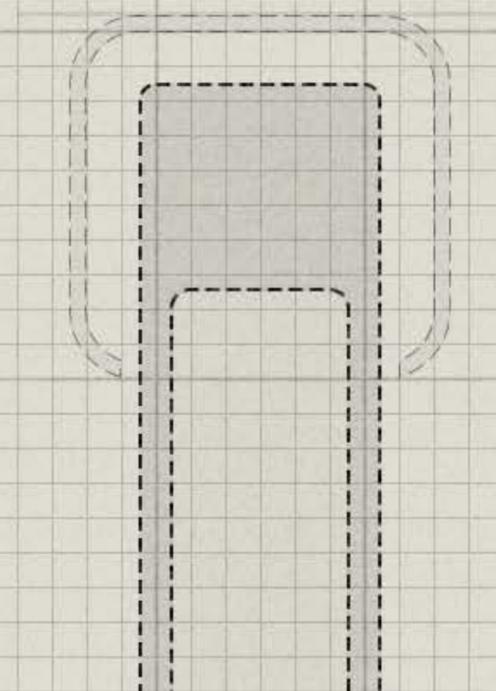
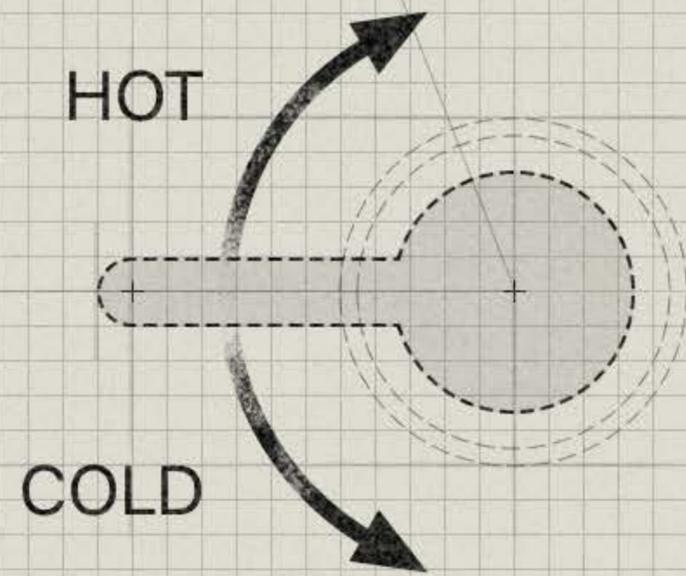


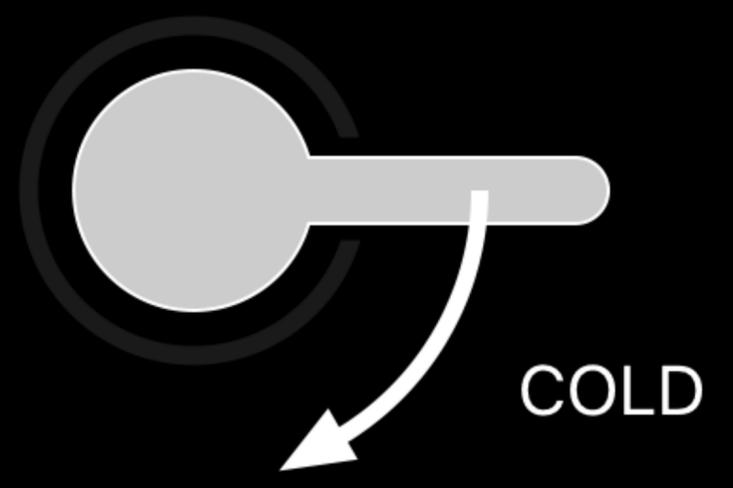
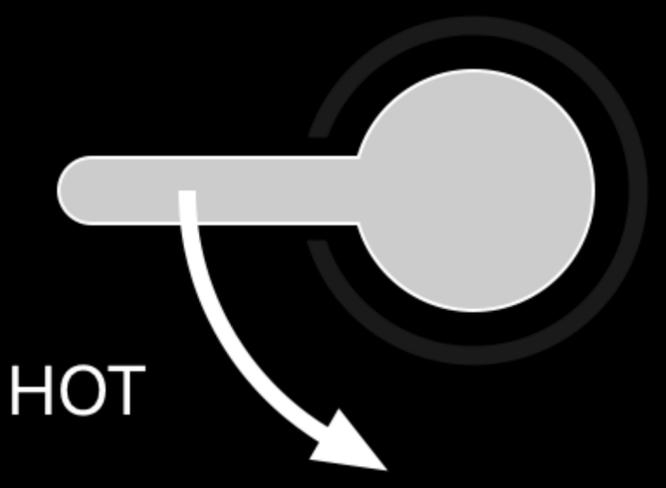
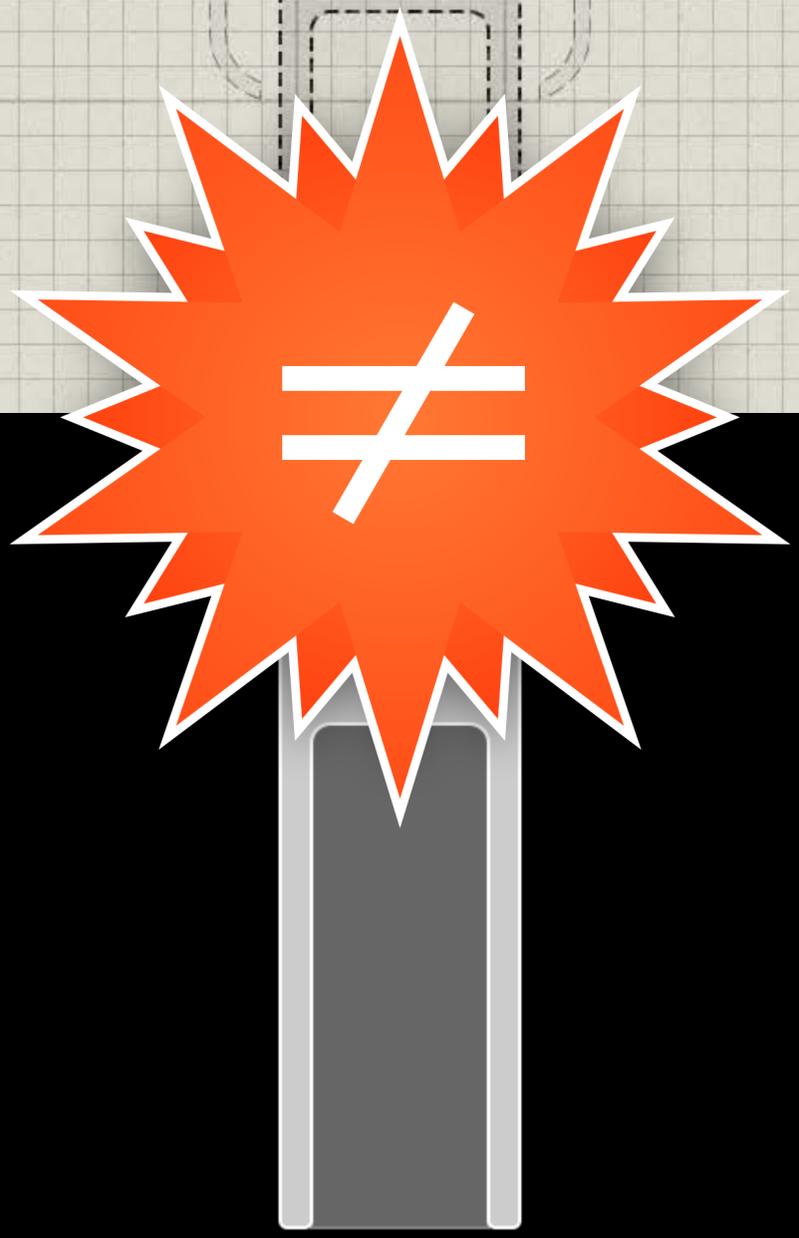
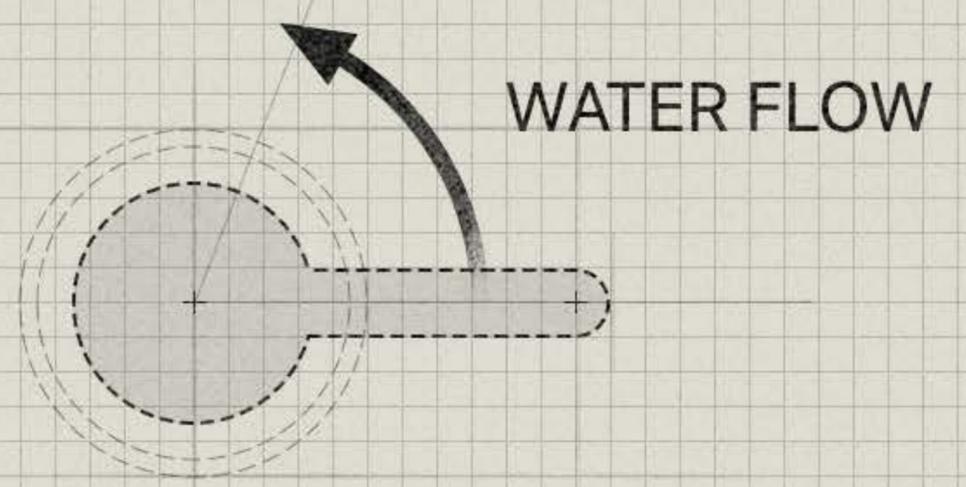
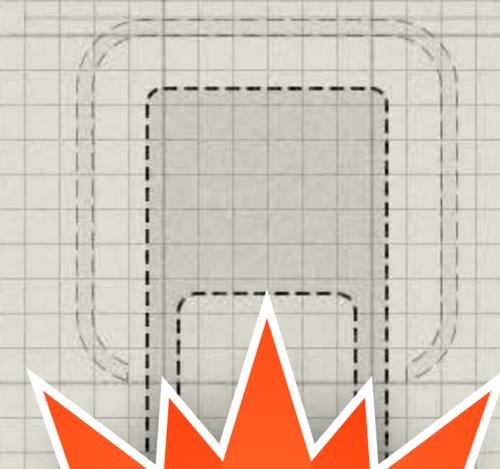
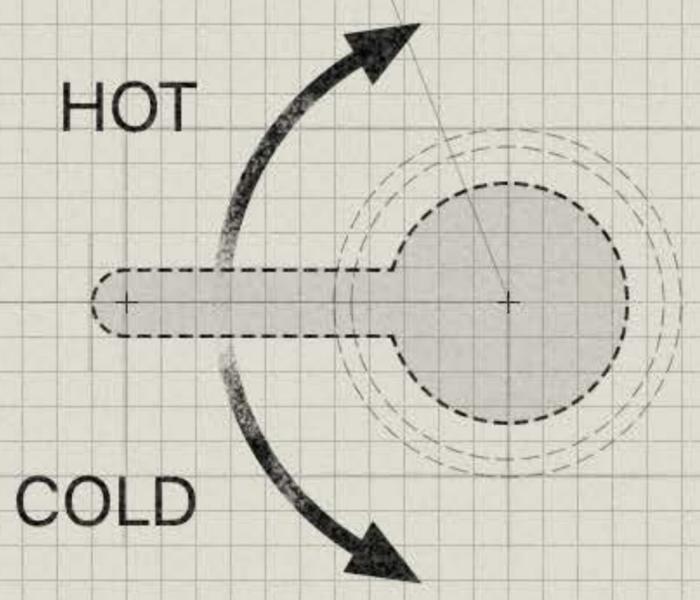


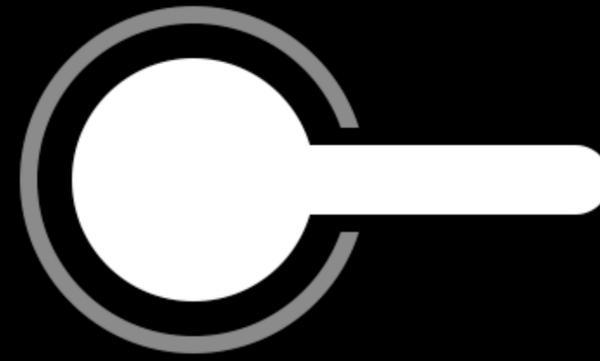
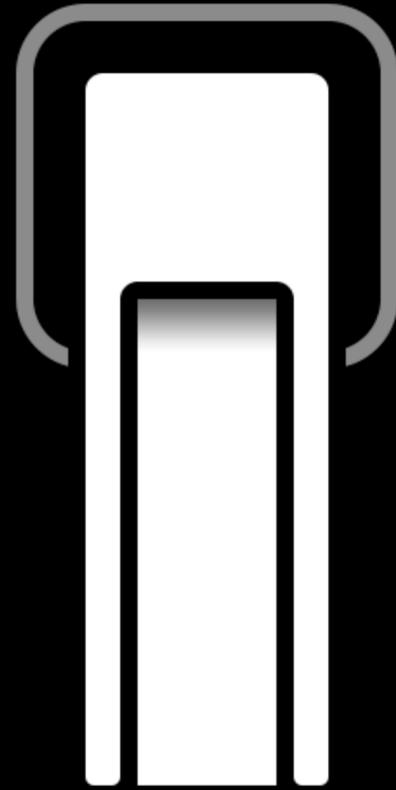
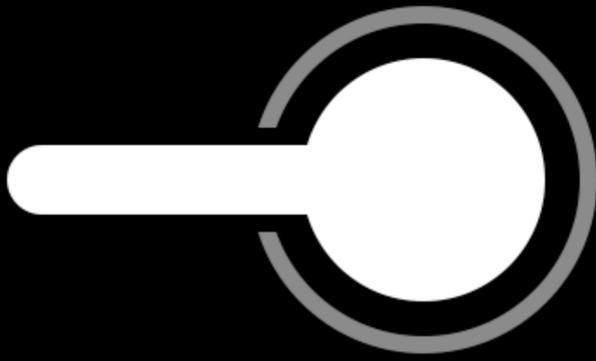
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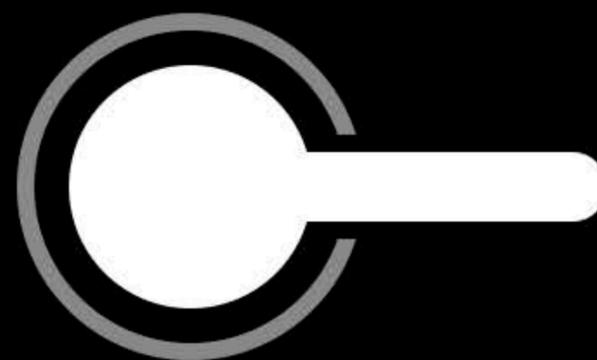
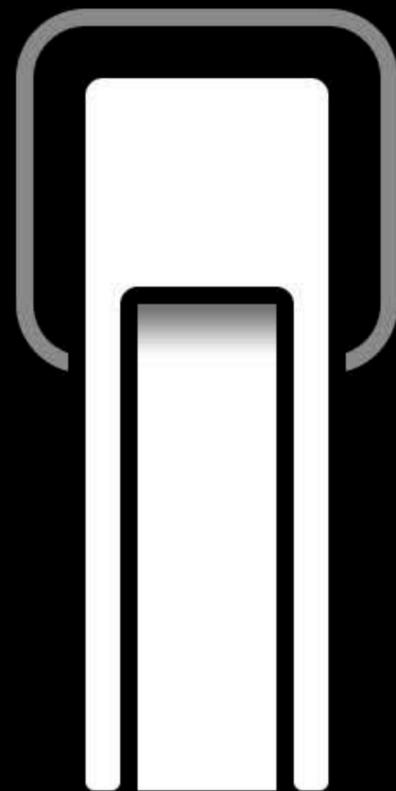
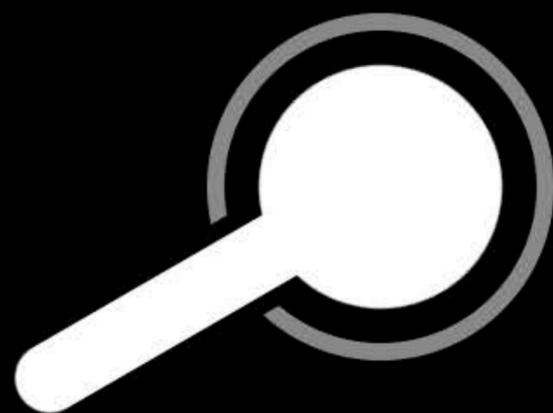


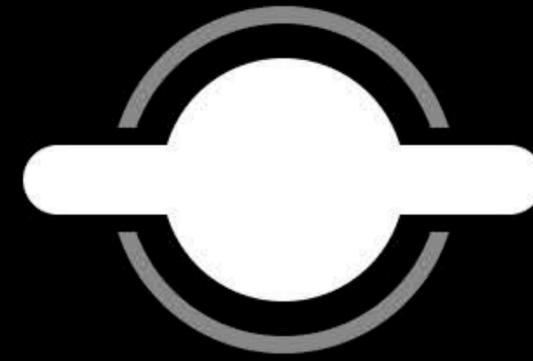
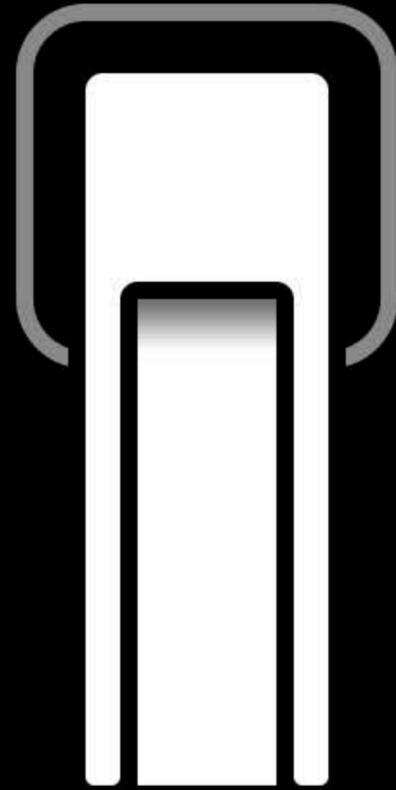
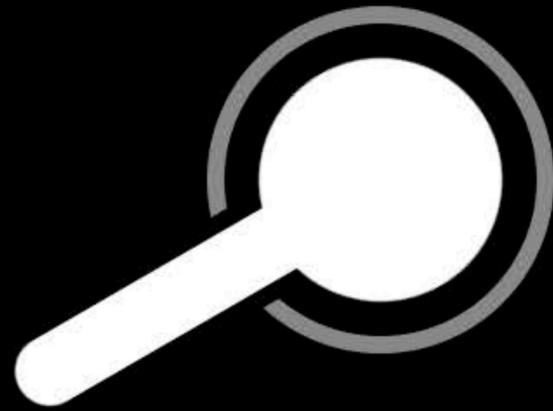
The Morty Faucet





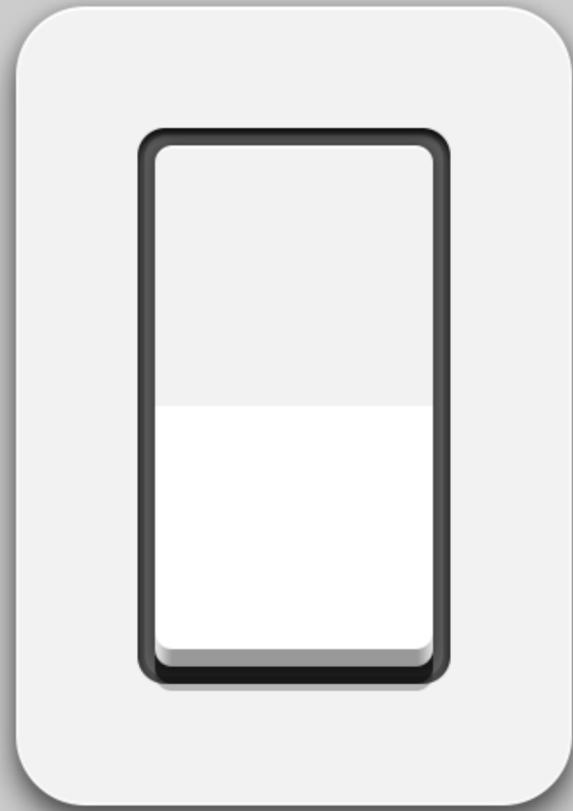




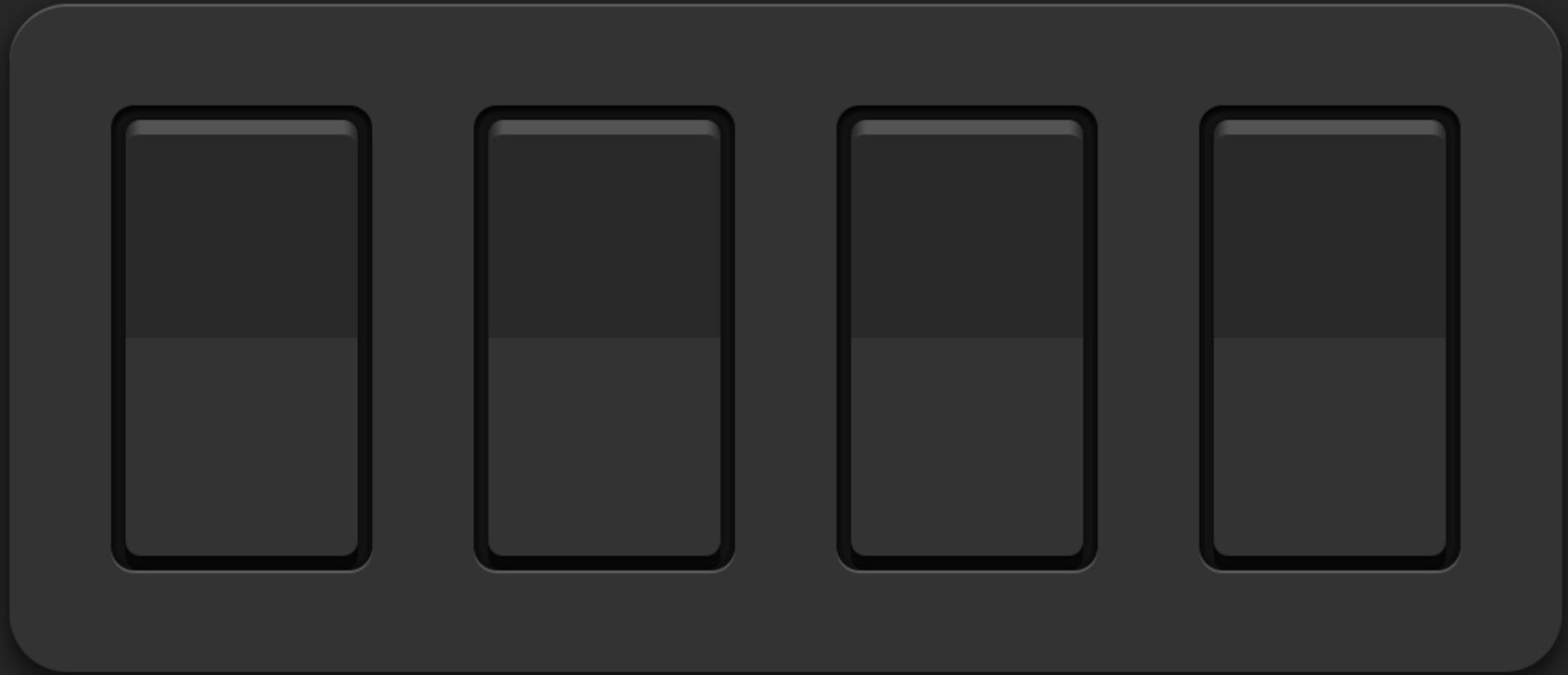


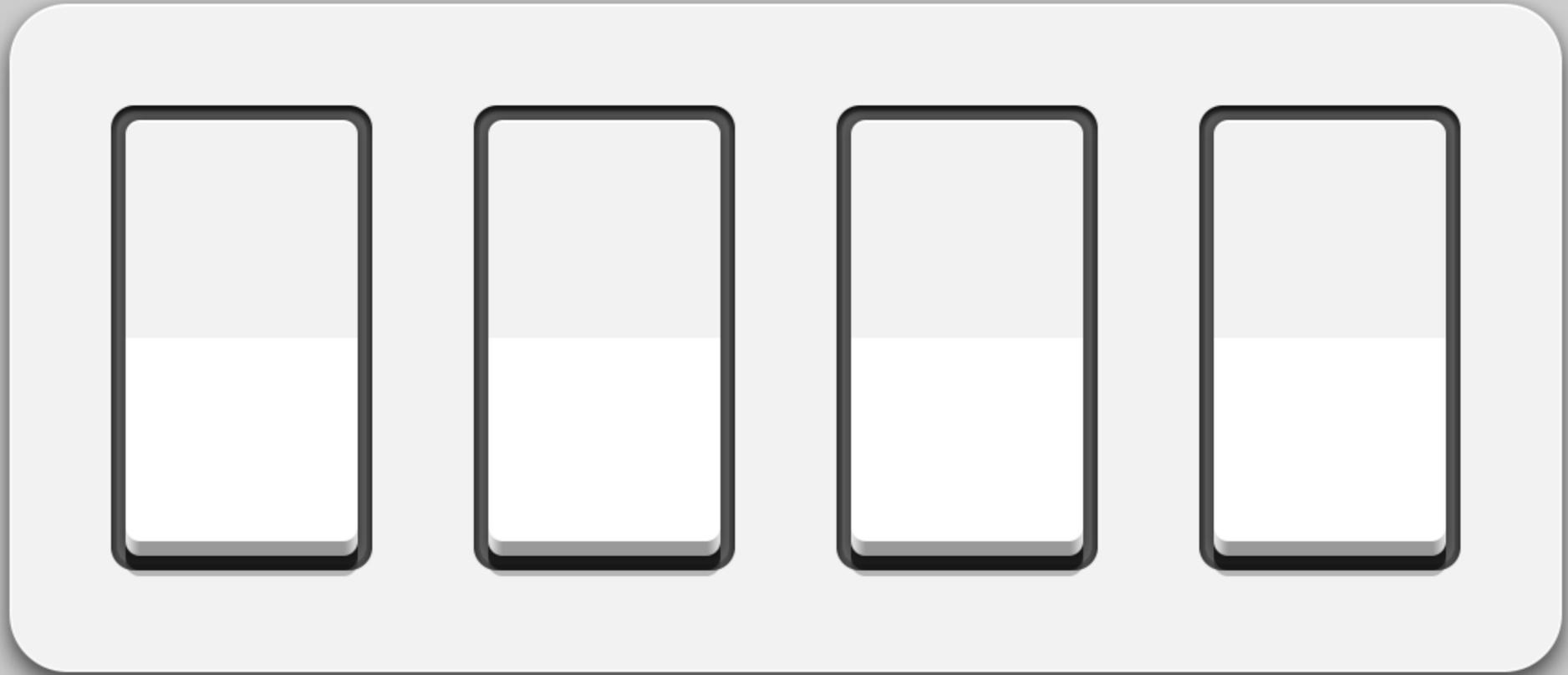




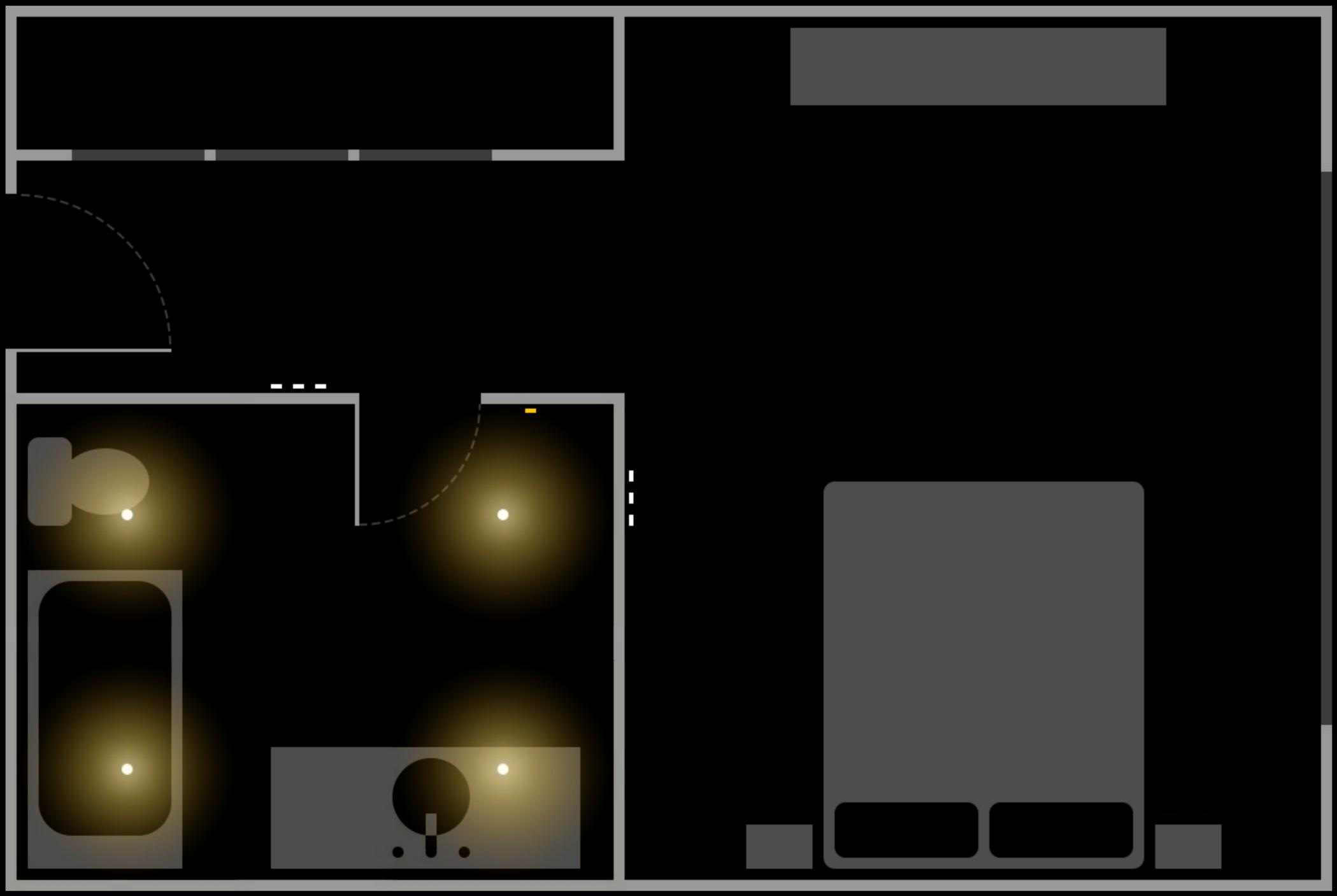


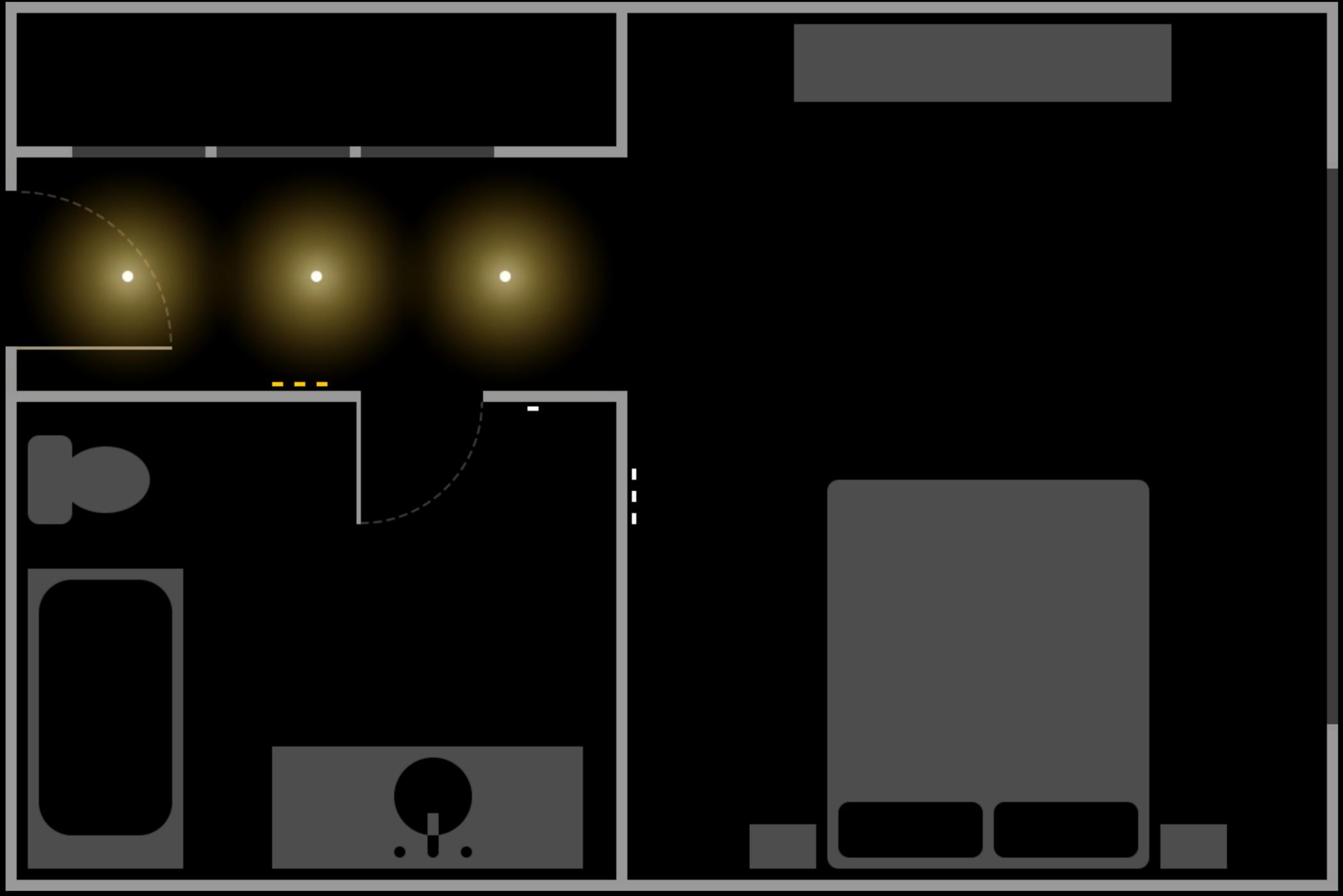


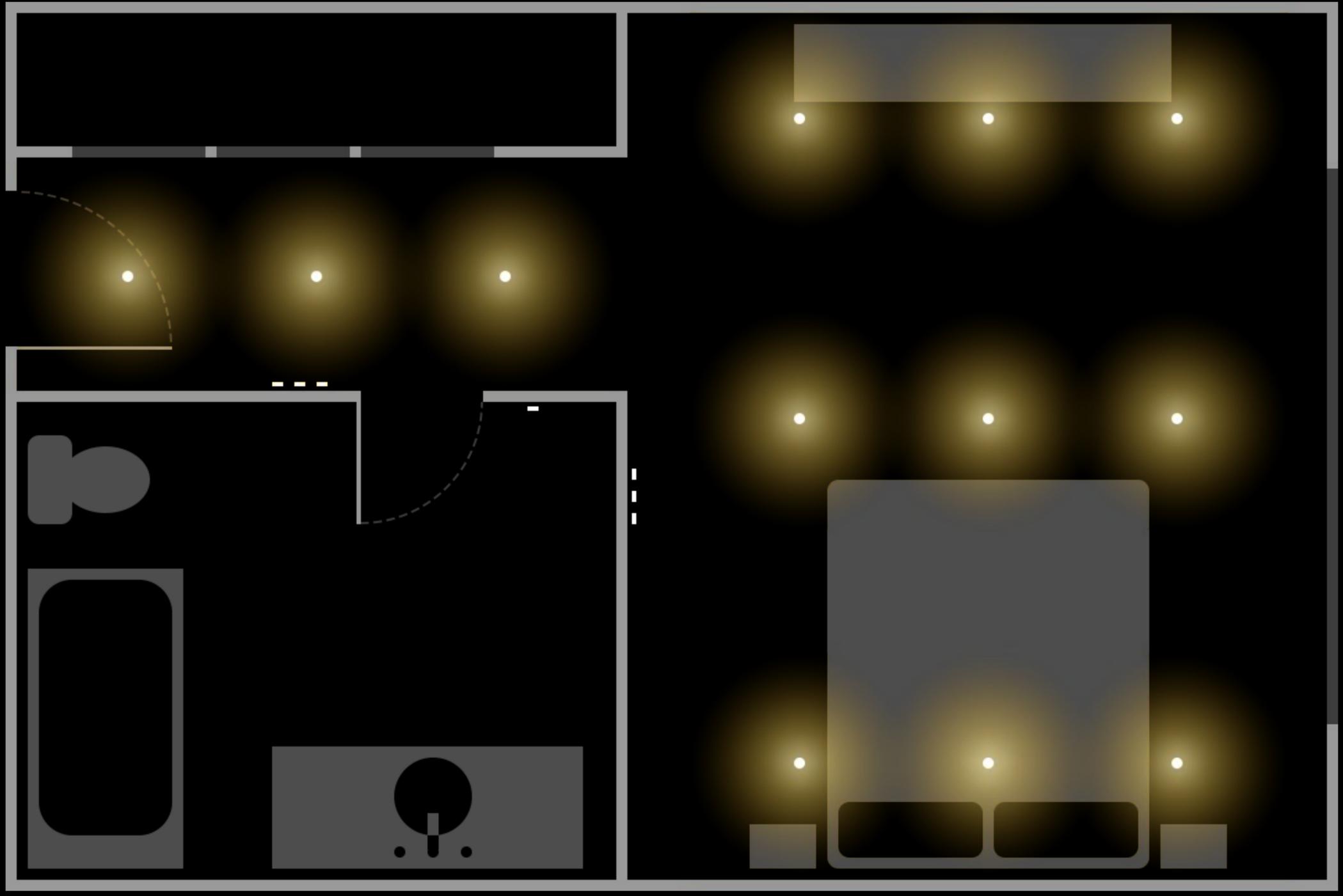


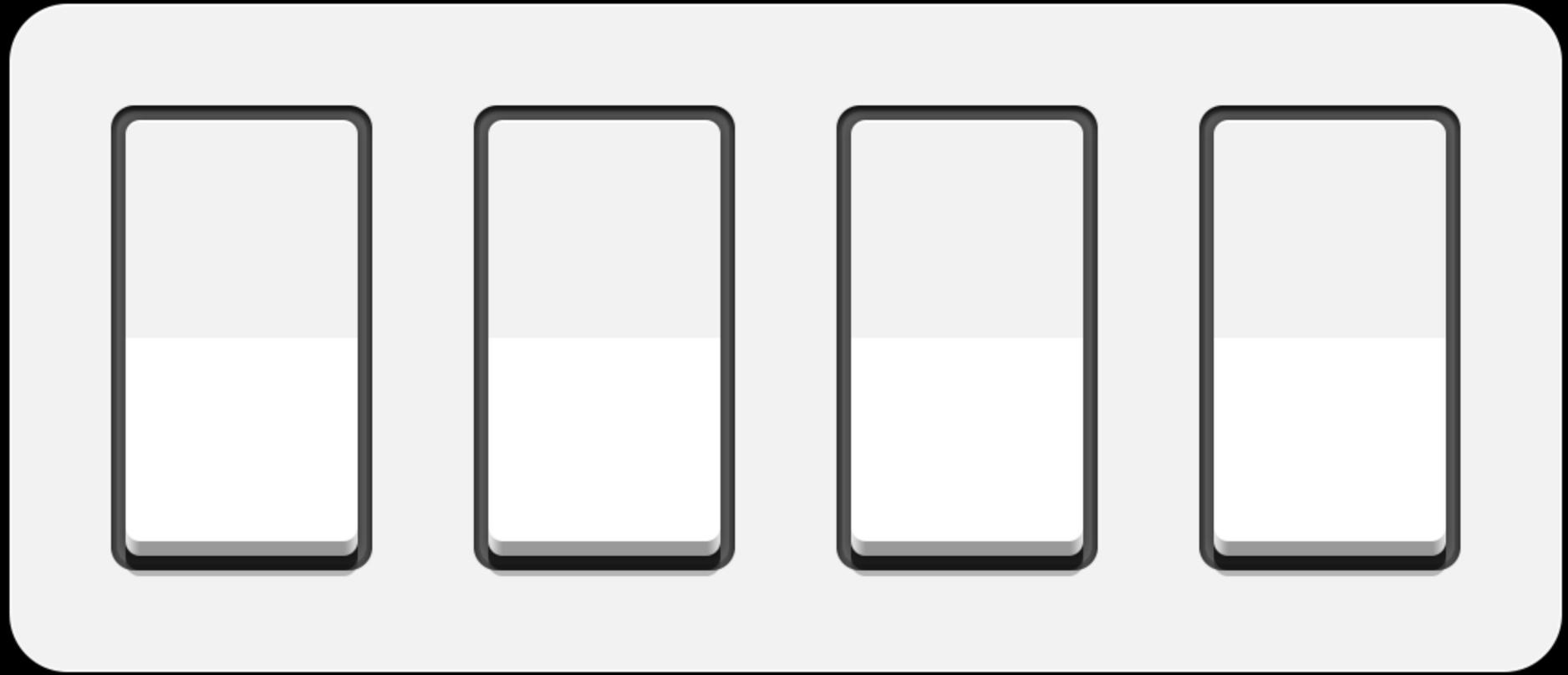


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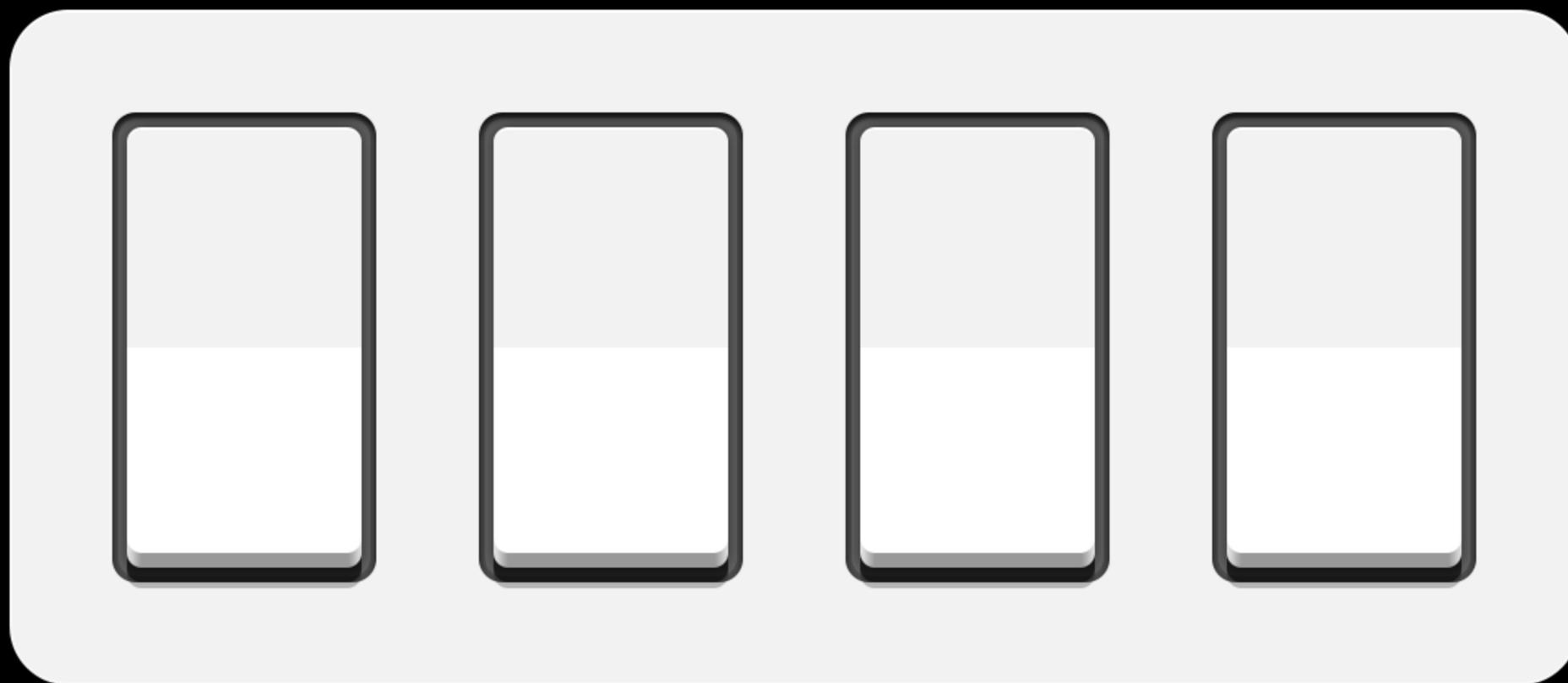








Light



Light



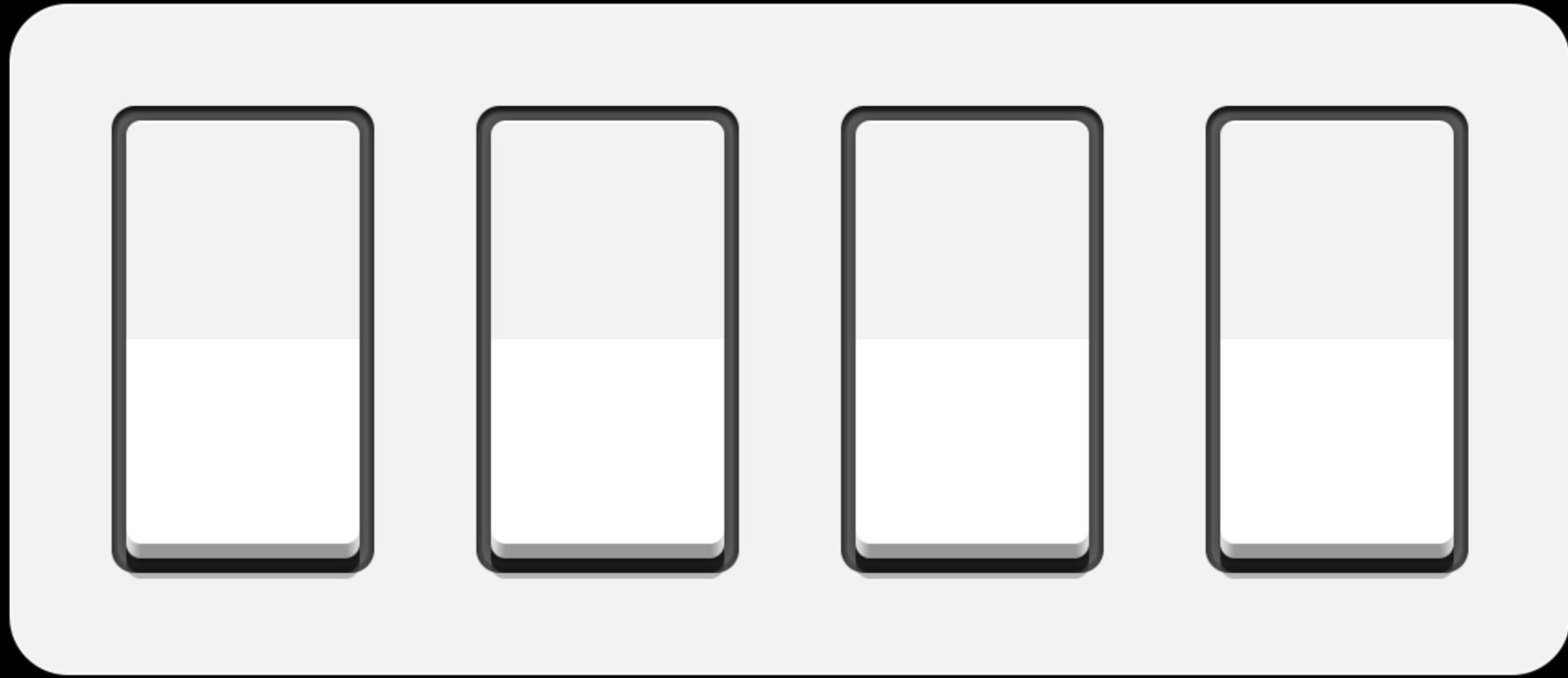
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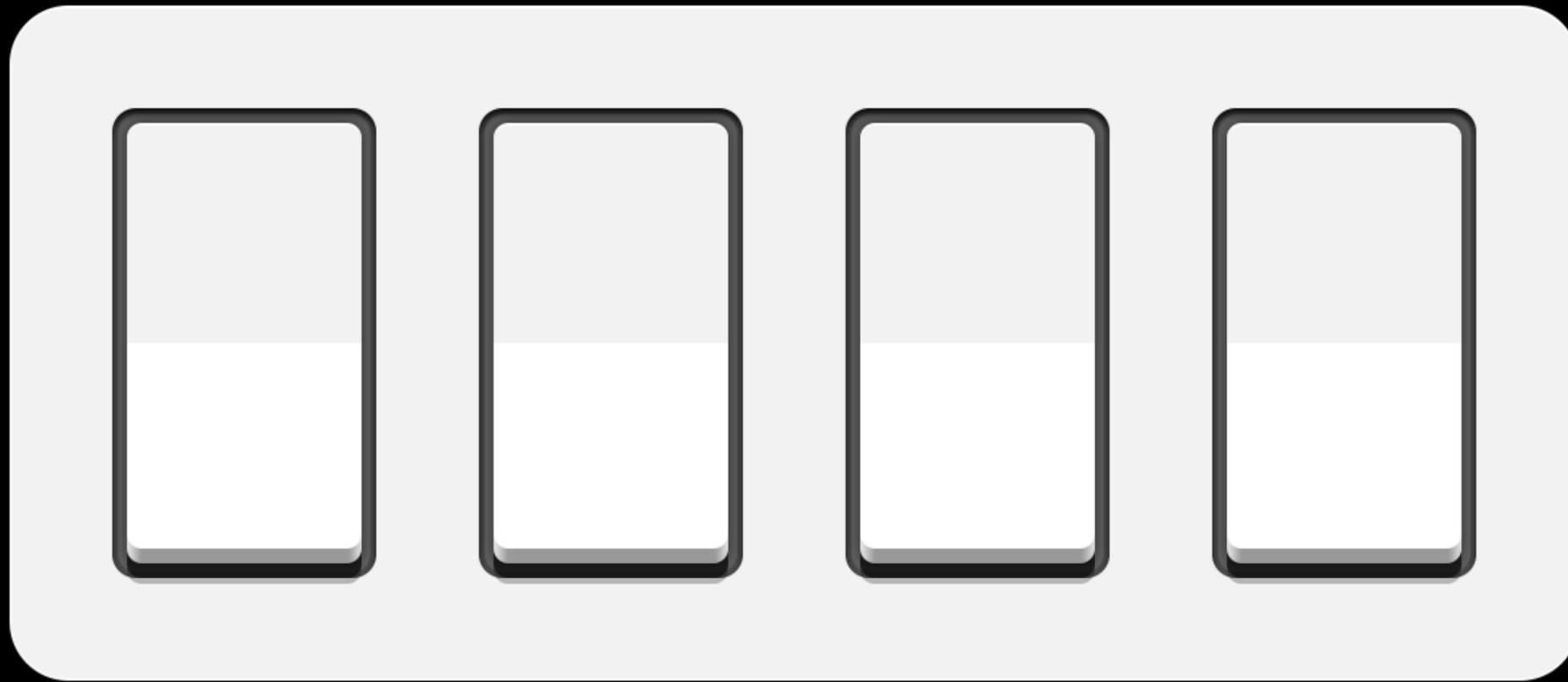
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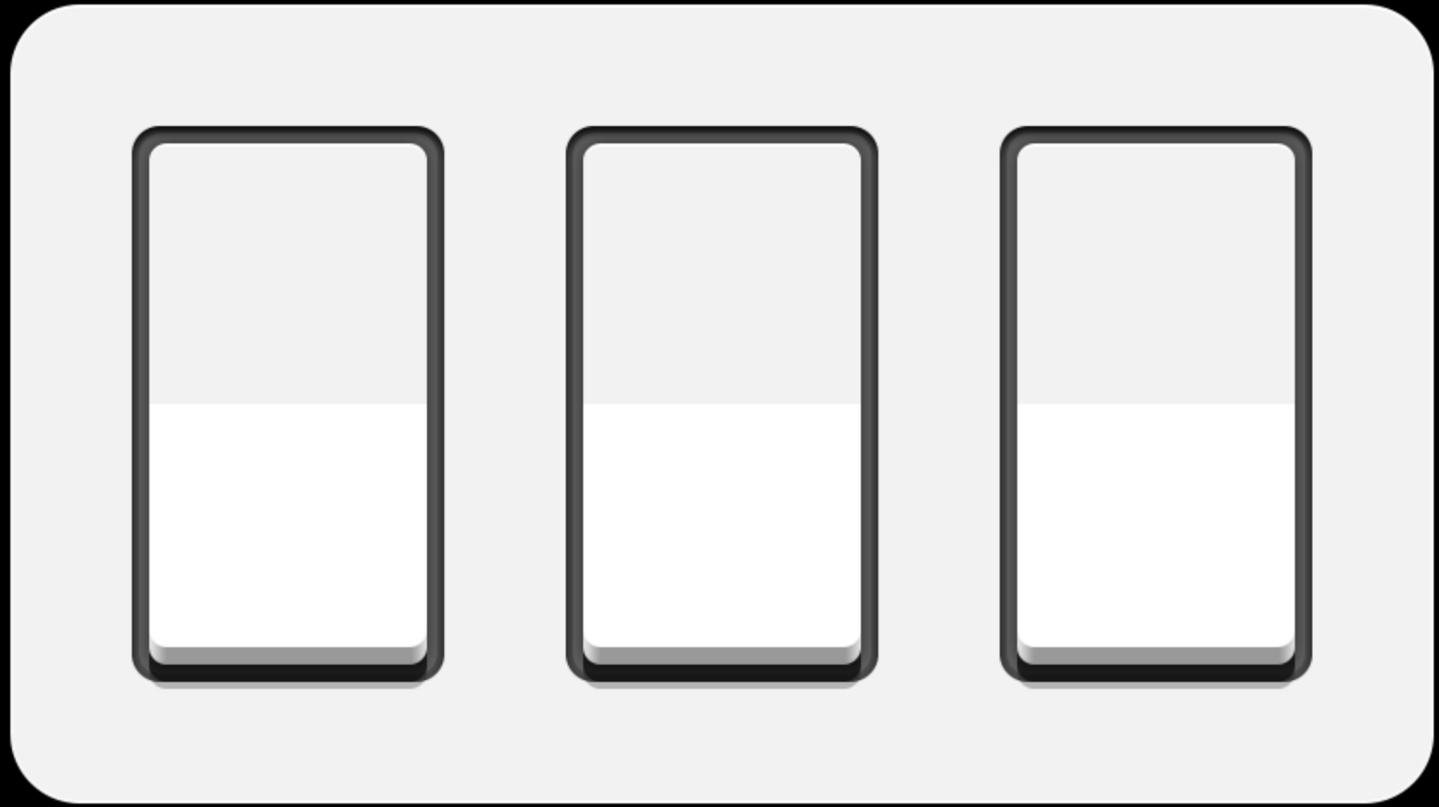
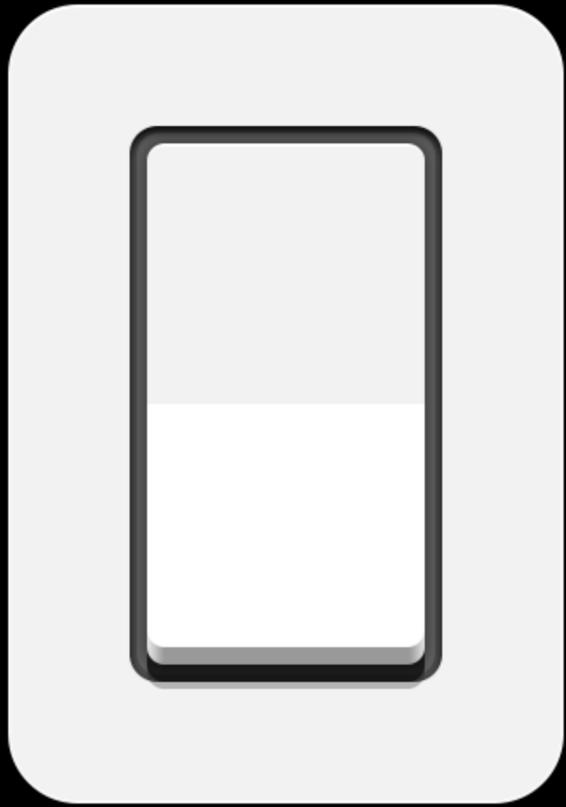


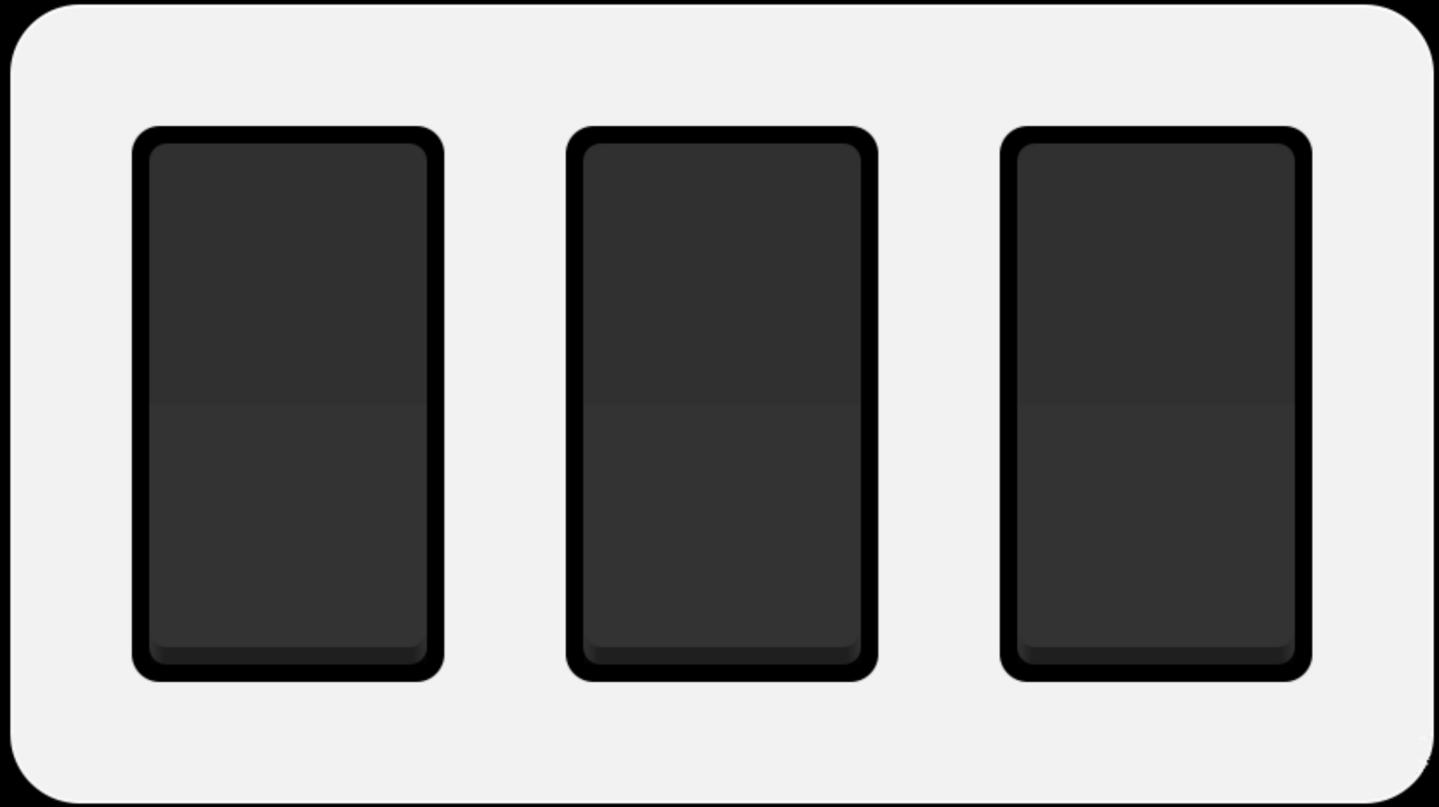
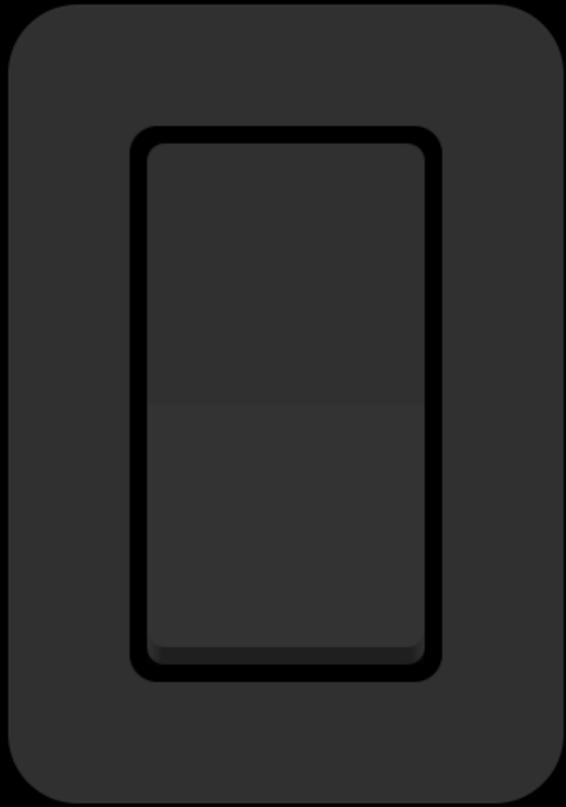
Light



Shade







Grouping

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1 Essential Design Principles

19 Design Principles

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Design #WWDC17

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Session 000

Mike Stern, Design Evangelism Manager

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Style Text Arrange

Title 1

Style Layout

Font

SF Hello

Semibold 96 pt

B / U

Character Styles None

Alignment

Spacing

Lines 1

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After Paragraph 0 pt

Bullets & Lists Bullets

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View Zoom Add Slide

Play Keynote Live

Table Chart Text Shape Media Comment Collaborate

1 Essential Design Principles

19 Design Principles

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0 100 200 300 400 500 600 700 800 900 1000 1100 1200 1300 1400 1500 1600 1700 1800 1900 2000

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Session 000

Mike Stern, Design Evangelism Manager

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1

Format Animate Document

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Font

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Semibold 96 pt

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Character Styles None

Alignment

Spacing

Lines 1

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170528-EssentialDesignPrinciples

View Zoom Add Slide Play Keynote Live

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Essential Design Principles

Design Principles

0:41

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Essential Design Principles

Session 000

Mike Stern, Design Evangelism Manager

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Format Animate Document

Style Text Arrange

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Alignment

Spacing

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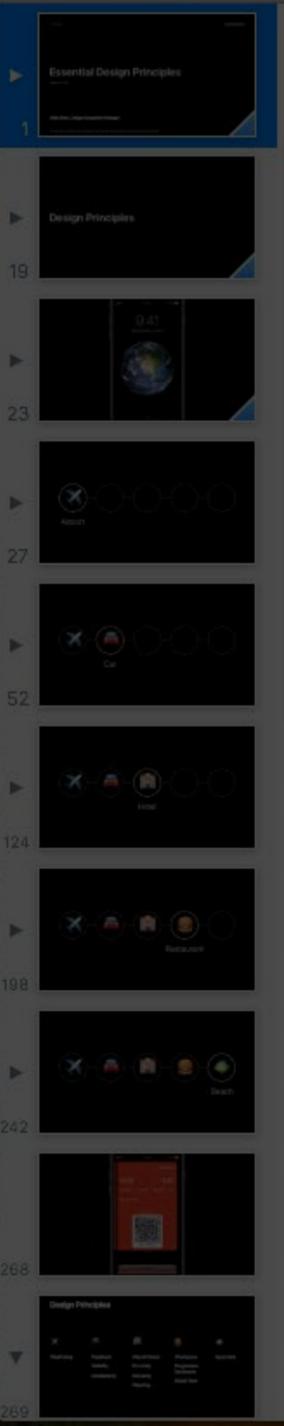
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Session 000

Mike Stern, Design Evangelism Manager

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Style **Text** Arrange

Title 1

Style Layout

Font

SF Hello

Semibold 96 pt

B / *I* / U [Color] [Background]

Character Styles None

Alignment

[Left] [Center] [Right] [Justified]

[Left] [Right]

[Up] [Align] [Down]

Spacing

Lines 1

Before Paragraph 0 pt

After Paragraph 0 pt

Bullets & Lists Bullets

Text Bullets

Indent: 0 pt 0 pt

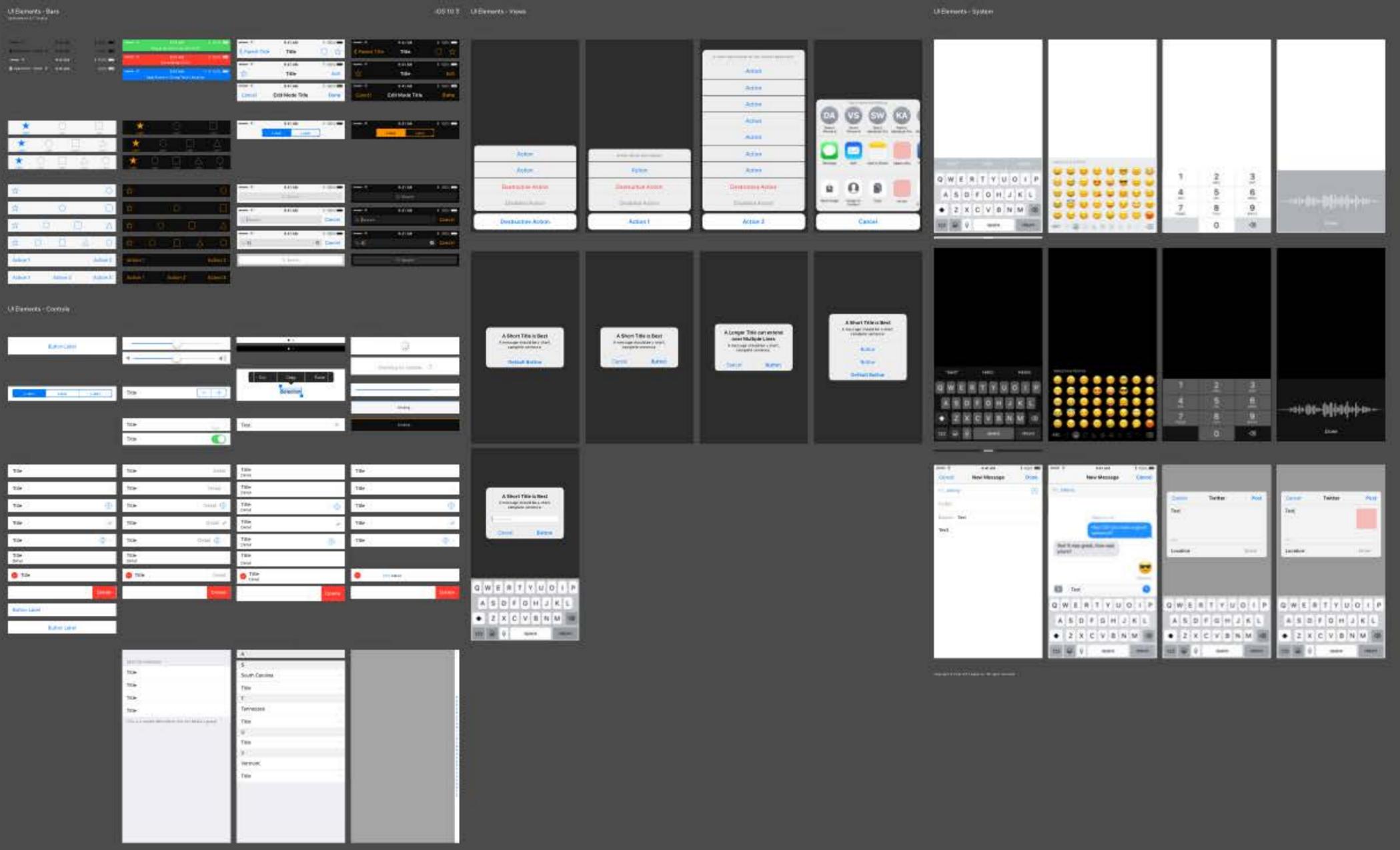
Bullet Text

Bullet: [Square] [Triangle] [Circle] [Color]

Size 1% Align 0 pt



- Pages
 - Guide - Colors
 - Guide - Fonts
 - UI Elements
 - Template - Tabbed App
 - Template - Parent and...
 - Template - Modal Sheet
 - Template - Sticker Pac...
 - Symbols
- UI Elements
 - UI Elements - Bars
 - UI Elements - Con...
 - UI Elements - Vie...
 - UI Elements - Sys...
 - Rectangle 2



Position X: -902 Y: -473

Size Width: 6416 Height: 3762

Transform Rotate: 0° Flip

Radius: 0

No Shared Style

Opacity: 100%

Blending: Normal

Fills: Normal 100%

Borders: Inside 1

Shadows: 0 2 4 0

Inner Shadows: 0 1 3 0

Gaussian Blur

Make Exportable

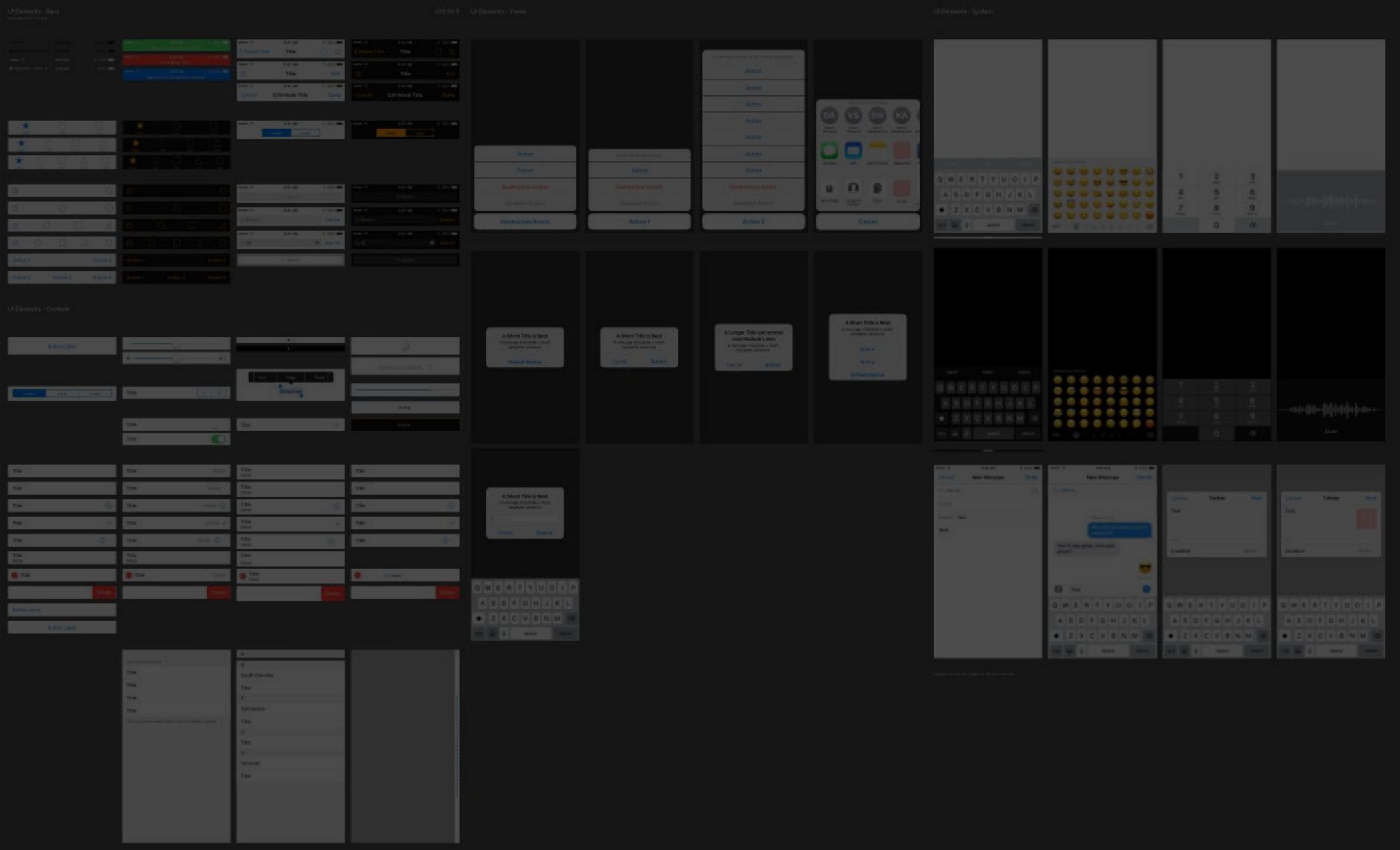


Pages

- Guide - Colors
- Guide - Fonts
- UI Elements
- Template - Tabbed App
- Template - Parent and...
- Template - Modal Sheet
- Template - Sticker Pac...
- Symbols

UI Elements

- UI Elements - Bars
- UI Elements - Con...
- UI Elements - Vie...
- UI Elements - Sys...
- Rectangle 2



Position X: -902 Y: -473

Size Width: 6416 Height: 3762

Transform Rotate: 0° Flip

Radius: 0

No Shared Style

Opacity: 100%

Blending: Normal

Fills

Normal 100%

Fill Blending Opacity

Borders

Inside 1

Color Position Thickness

Shadows

0 2 4 0

Color X Y Blur Spread

Inner Shadows

0 1 3 0

Color X Y Blur Spread

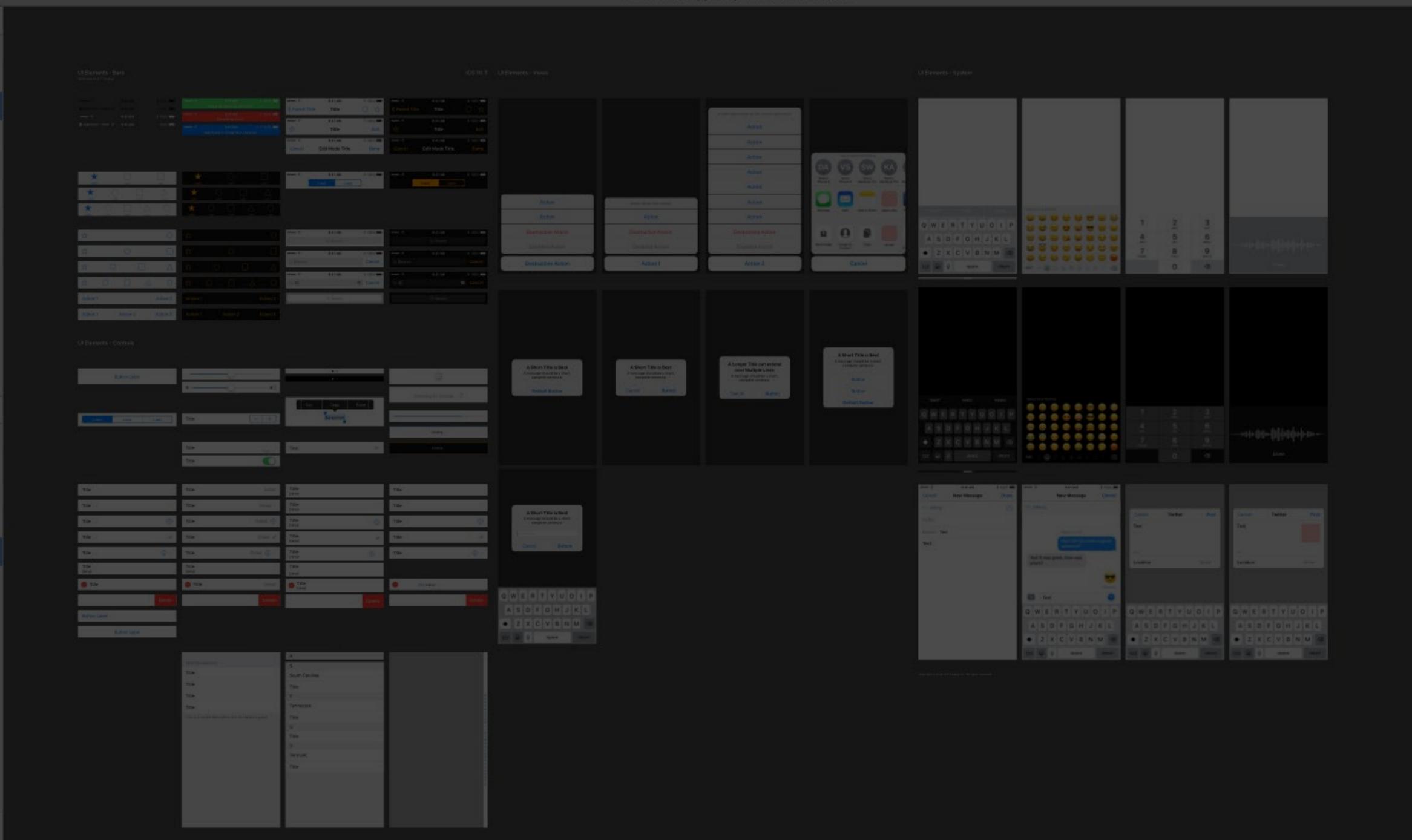
Gaussian Blur

Make Exportable

UIElements+AppTemplates+Guides.sketch — Edited

Insert Group Ungroup Create Symbol 25% Edit Transform Rotate Flatten Mask Scale Union Subtract Intersect Difference Forward Backward Mirror Cloud View Export

- Pages
- Guide - Colors
 - Guide - Fonts
 - UI Elements
 - Template - Tabbed App
 - Template - Parent and...
 - Template - Modal Sheet
 - Template - Sticker Pac...
 - Symbols
-
- UI Elements
- UI Elements - Bars
 - UI Elements - Con...
 - UI Elements - Vie...
 - UI Elements - Sys...
 - Rectangle 2
- Filter



Position: X: -902, Y: -473

Size: Width: 6416, Height: 3762

Transform: Rotate: 0°, Flip: []

Radius: 0

No Shared Style

Opacity: 100%

Blending: Normal

Fills: [] Normal 100%

Borders: [] Inside 1

Shadows: [] 0 2 4 0

Inner Shadows: [] 0 1 3 0

Gaussian Blur: []

Make Exportable

UIElements+AppTemplates+Guides.sketch - Edited

Insert Group Ungroup Create Symbol 25% Edit Transform Rotate Flatten Mask Scale Union Subtract Intersect Difference Forward Backward Mirror Cloud View Export

UIElements+AppTemplates+Guides.sketch

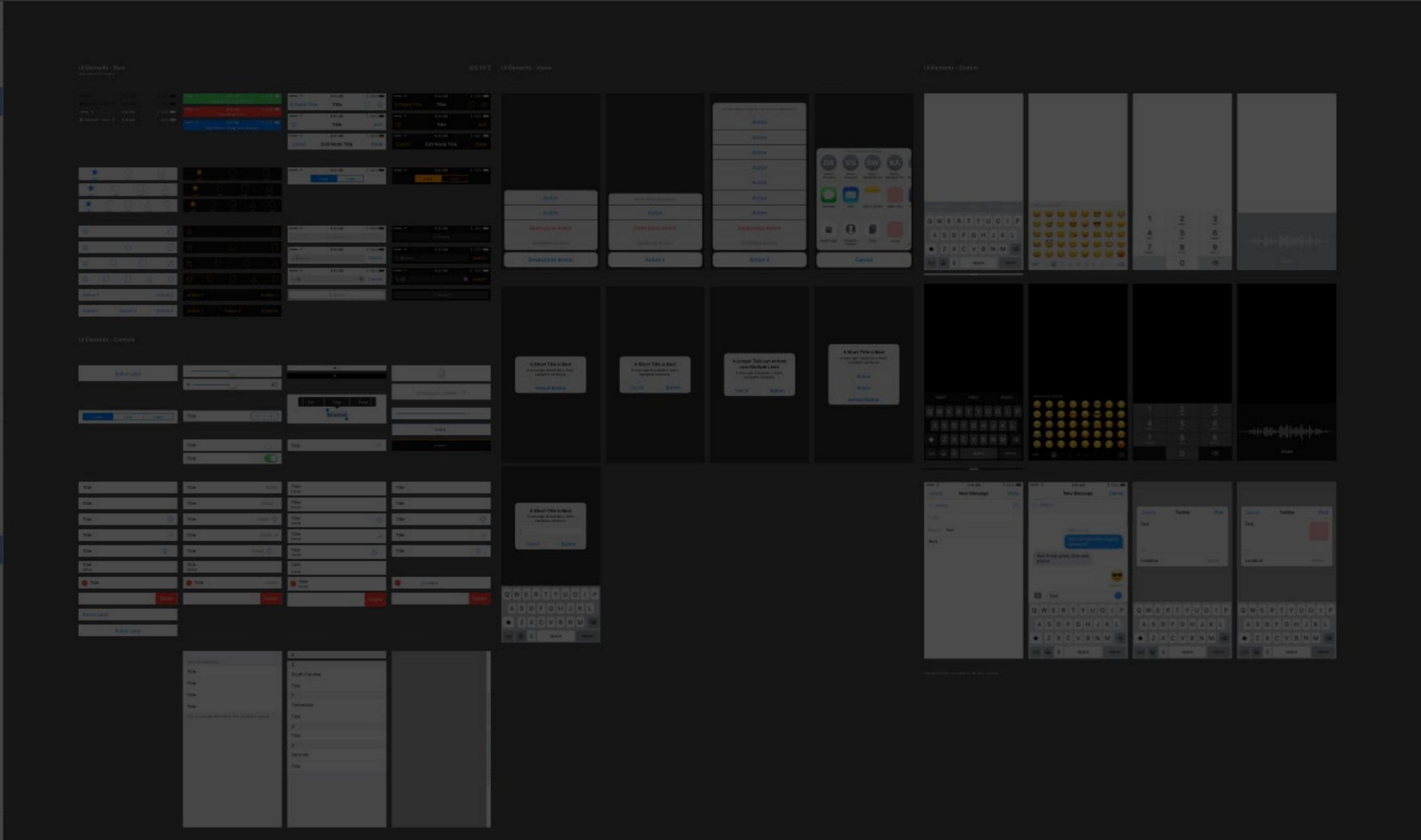
Pages +

- Guide - Colors
- Guide - Fonts
- UI Elements
- Template - Tabbed App
- Template - Parent and...
- Template - Modal Sheet
- Template - Sticker Pac...
- Symbols

UI Elements

- UI Elements - Bars
- UI Elements - Con...
- UI Elements - Vie...
- UI Elements - Sys...
- Rectangle 2

Filter



Position X: -902 Y: -473

Size Width: 6416 Height: 3762

Transform Rotate: 0° Flip

Radius 0

No Shared Style

Opacity 100%

Blending Normal

Fills Normal 100%

Borders Inside 1

Shadows 0 2 4 0

Inner Shadows 0 1 3 0

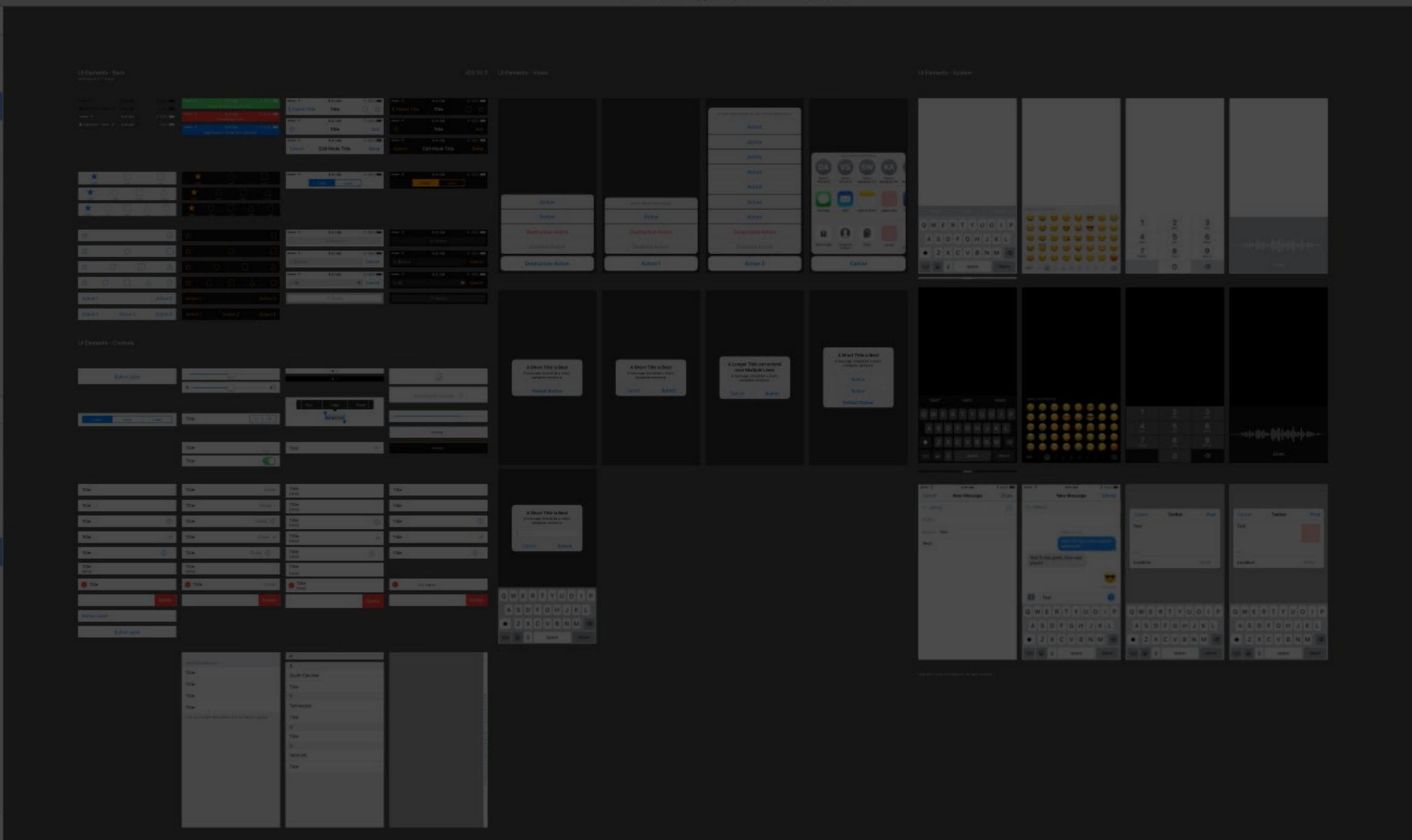
Gaussian Blur

Make Exportable

UIElements+AppTemplates+Guides.sketch — Edited

Insert Group Ungroup Create Symbol 25% Edit Transform Rotate Flatten Mask Scale Union Subtract Intersect Difference Forward Backward Mirror Cloud View Export

- Pages
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 - Template - Tabbed App
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 - Template - Sticker Pac...
 - Symbols
- UI Elements
- UI Elements - Bars
 - UI Elements - Con...
 - UI Elements - Vie...
 - UI Elements - Sys...
 - Rectangle 2
- Filter



Position: X: -902, Y: -473

Size: Width: 6416, Height: 3762

Transform: Rotate: 0°, Flip: []

Radius: 0

No Shared Style

Opacity: 100%

Blending: Normal

Fills: Normal, 100%

Borders: Inside, 1

Shadows: 0, 2, 4, 0

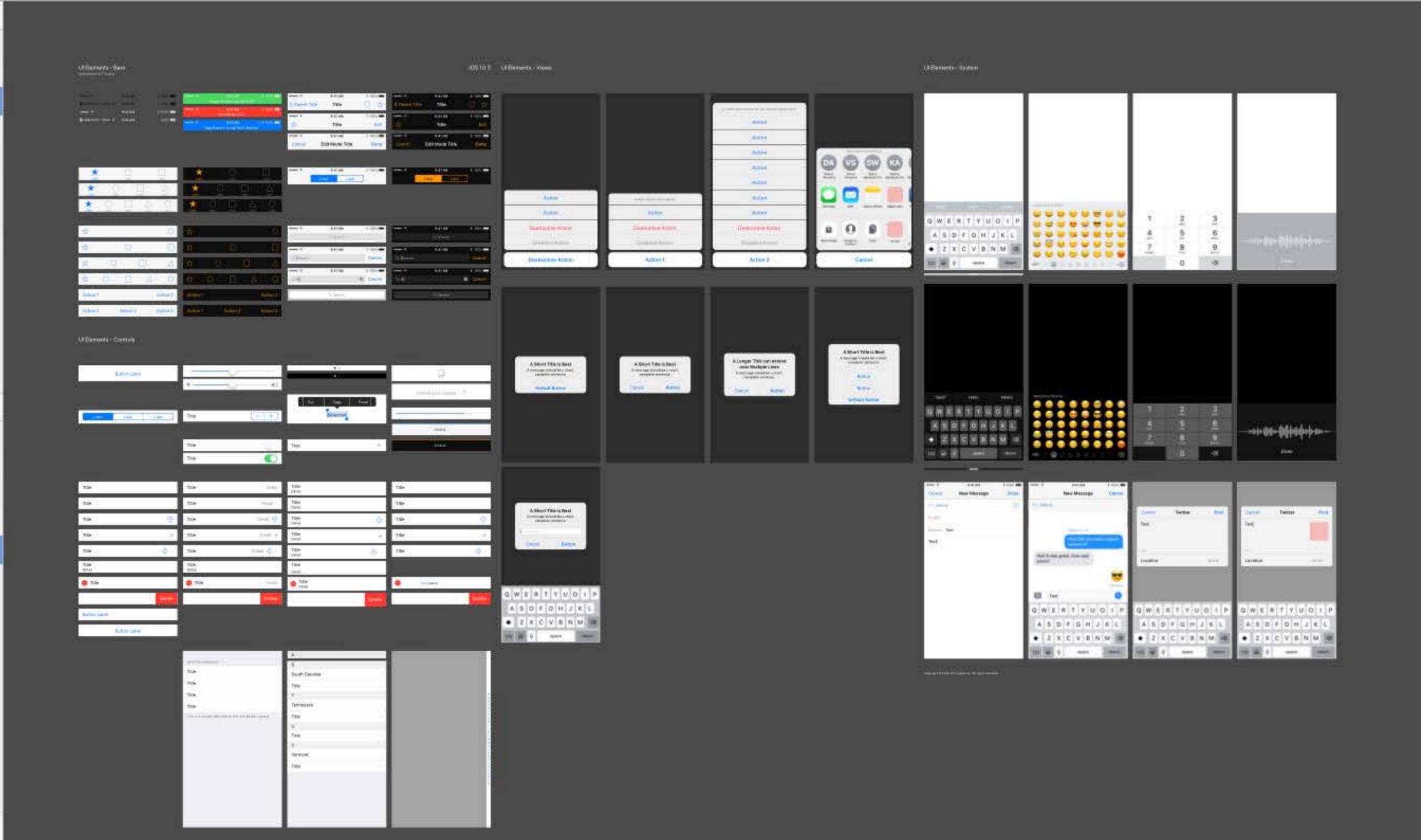
Inner Shadows: 0, 1, 3, 0

Gaussian Blur: []

Make Exportable



- Pages
 - Guide - Colors
 - Guide - Fonts
 - UI Elements
 - Template - Tabbed App
 - Template - Parent and...
 - Template - Modal Sheet
 - Template - Sticker Pac...
 - Symbols
- UI Elements
 - UI Elements - Bars
 - UI Elements - Con...
 - UI Elements - Vie...
 - UI Elements - Sys...
 - Rectangle 2



Position: X: -902, Y: -473

Size: Width: 6416, Height: 3762

Transform: Rotate: 0°, Flip: []

Radius: 0

No Shared Style

Opacity: 100%

Blending: Normal

Fills: Normal, 100% Opacity

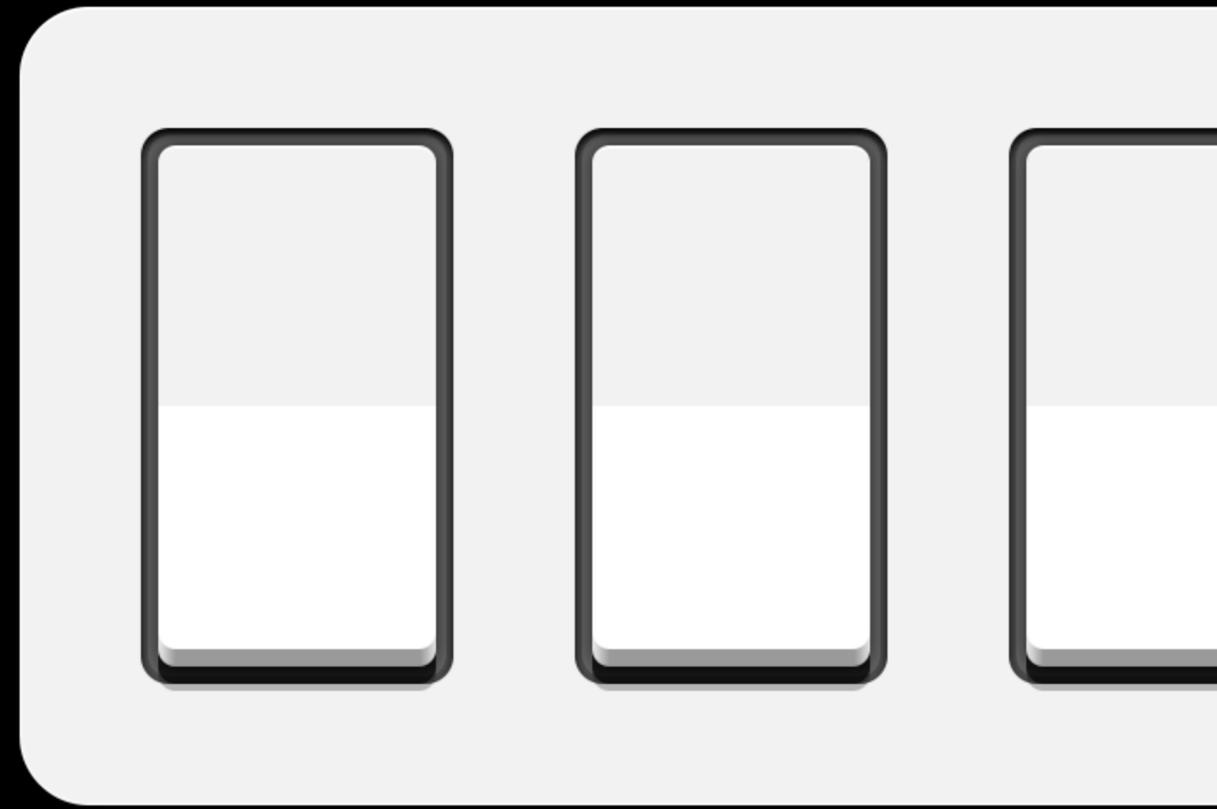
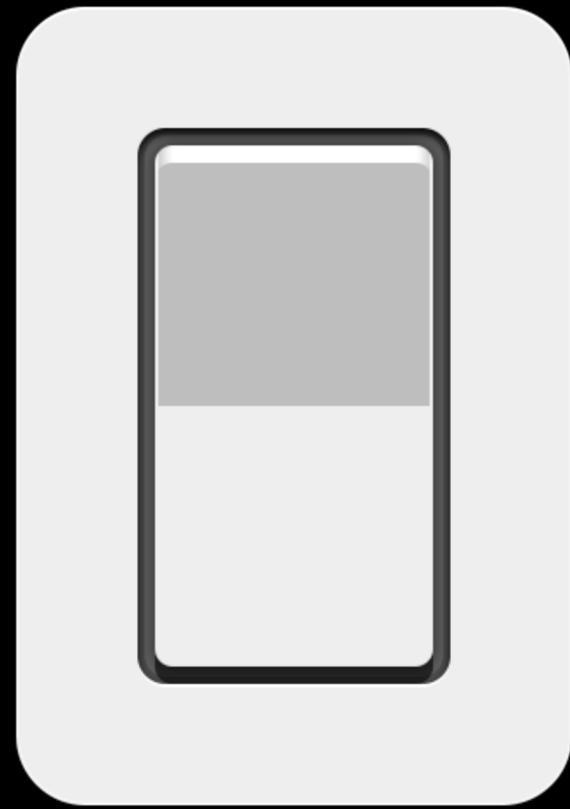
Borders: Inside, 1 Thickness

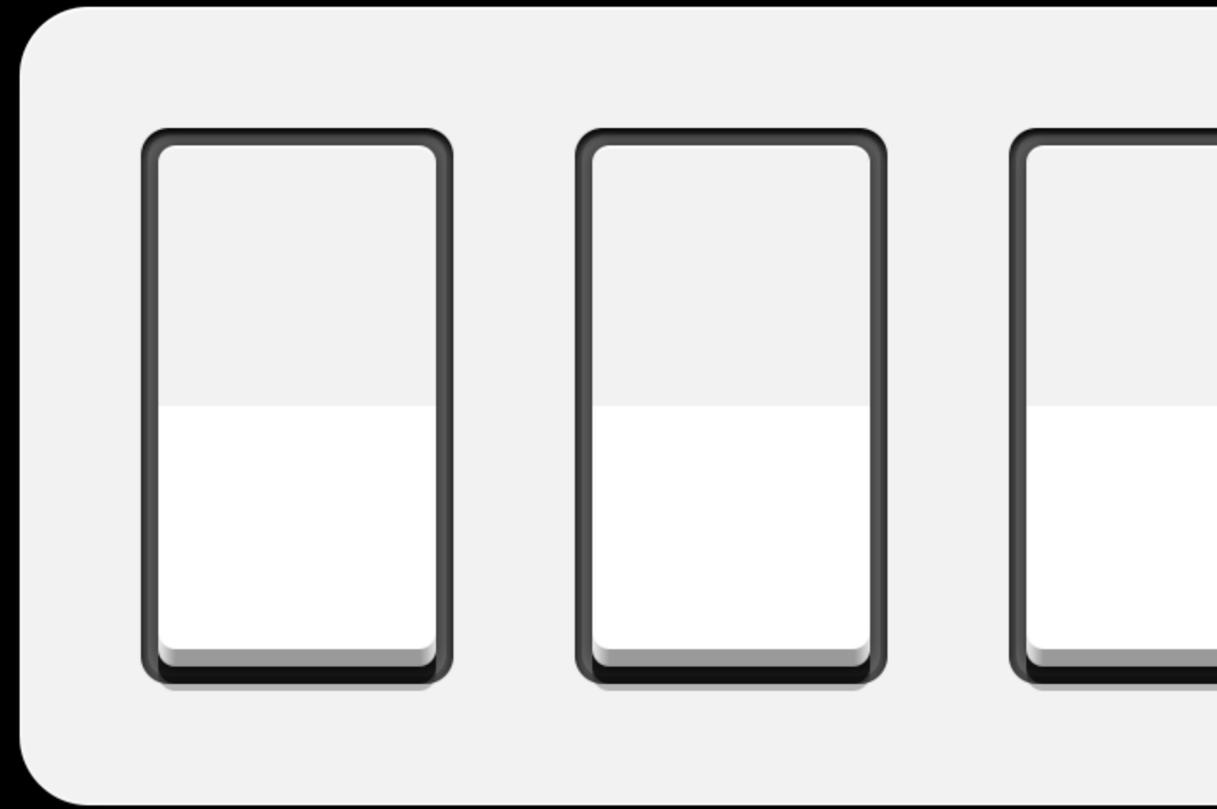
Shadows: 0, 2, 4, 0 Blur Spread

Inner Shadows: 0, 1, 3, 0 Blur Spread

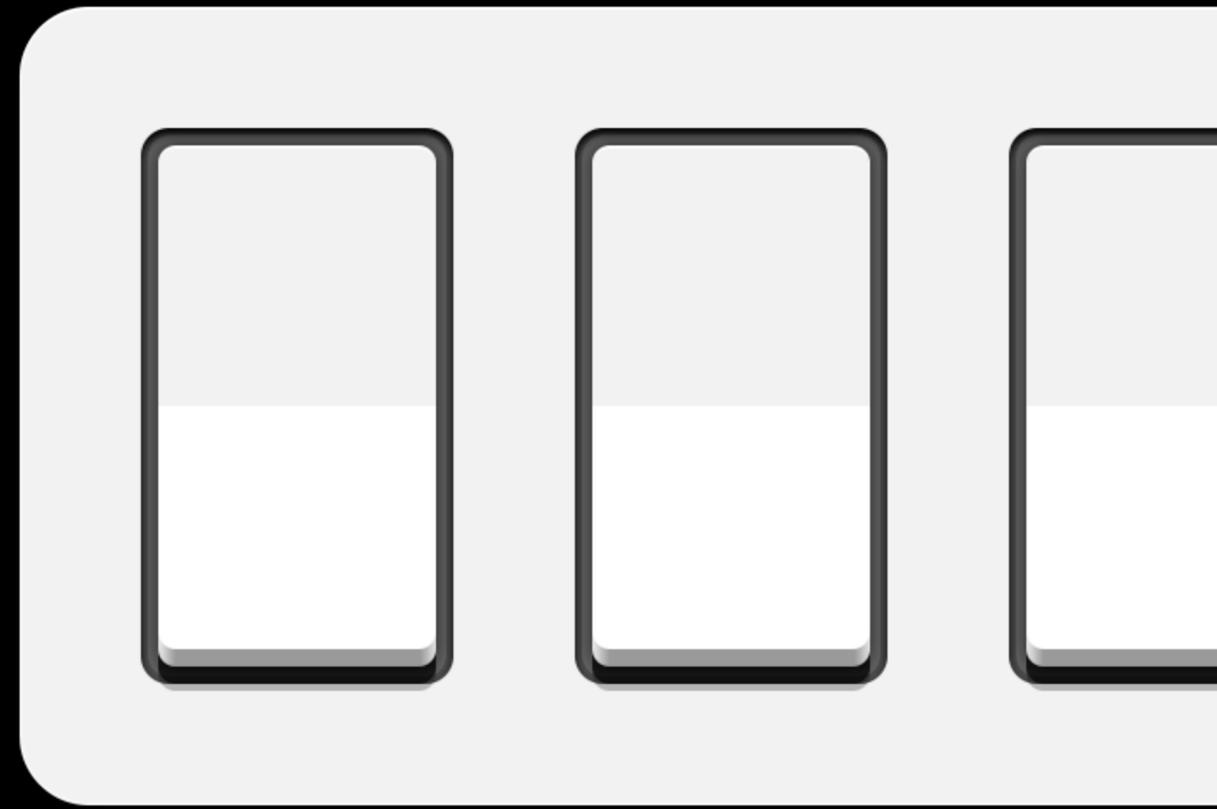
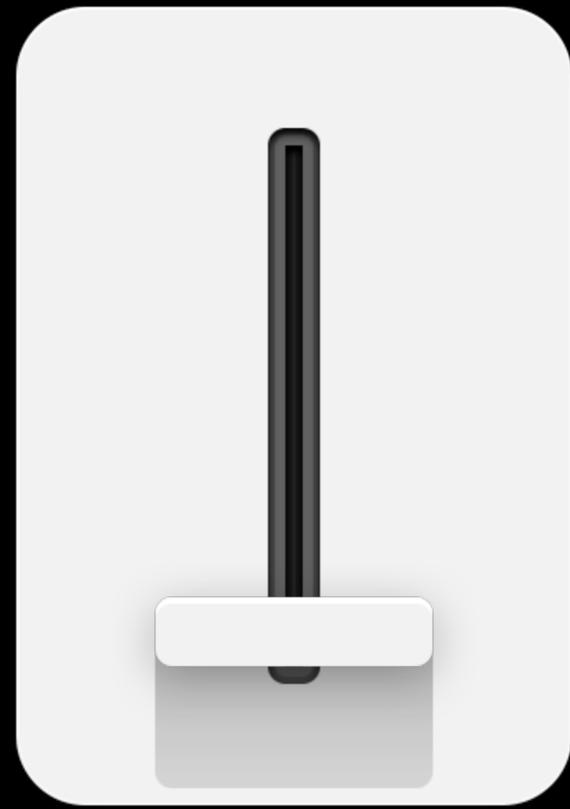
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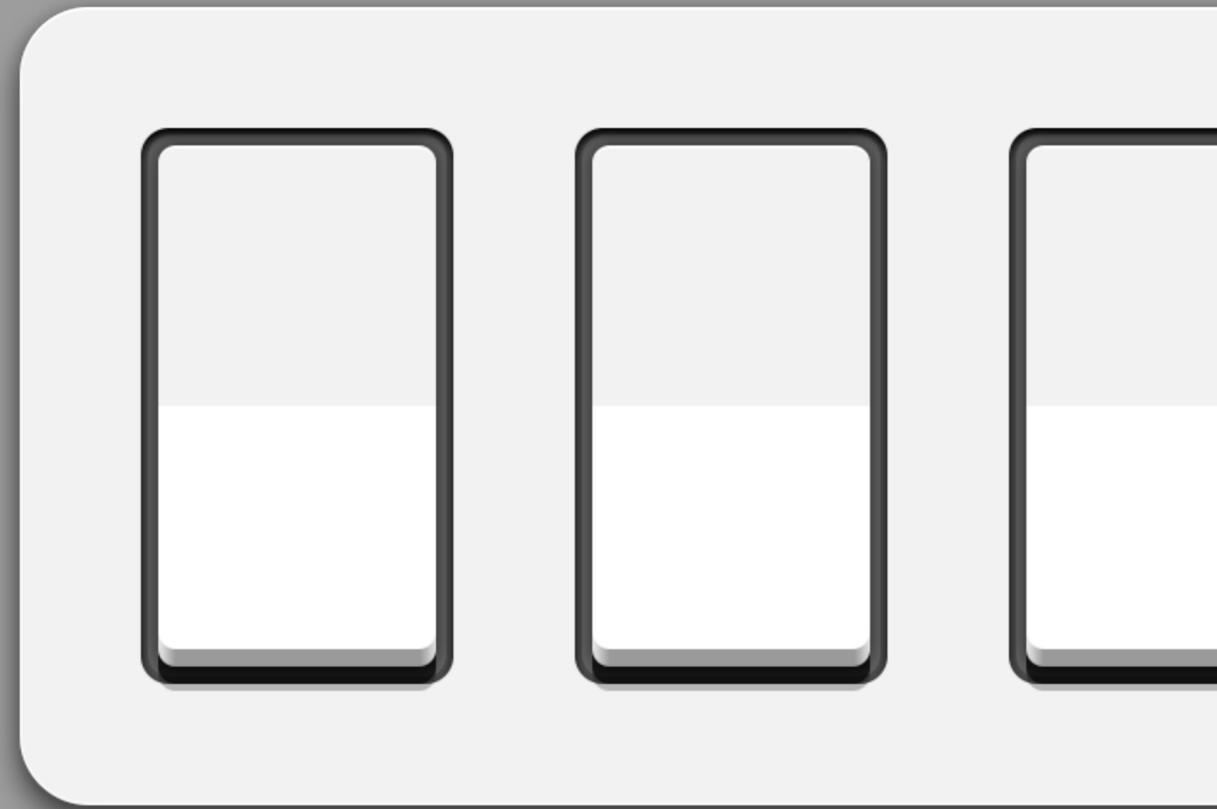
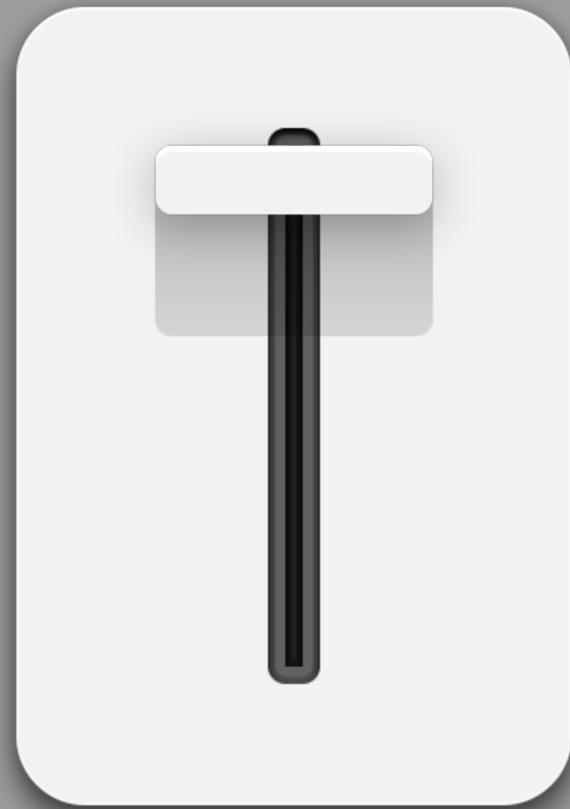
Make Exportable

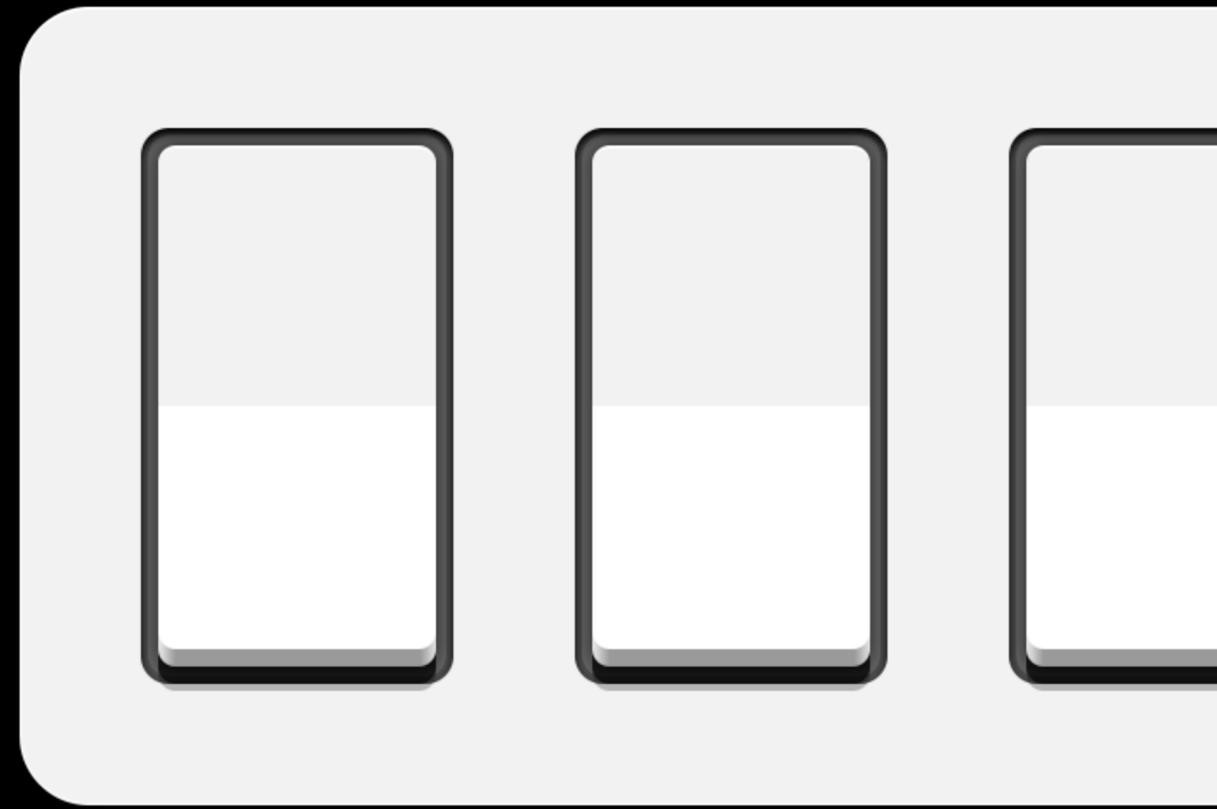


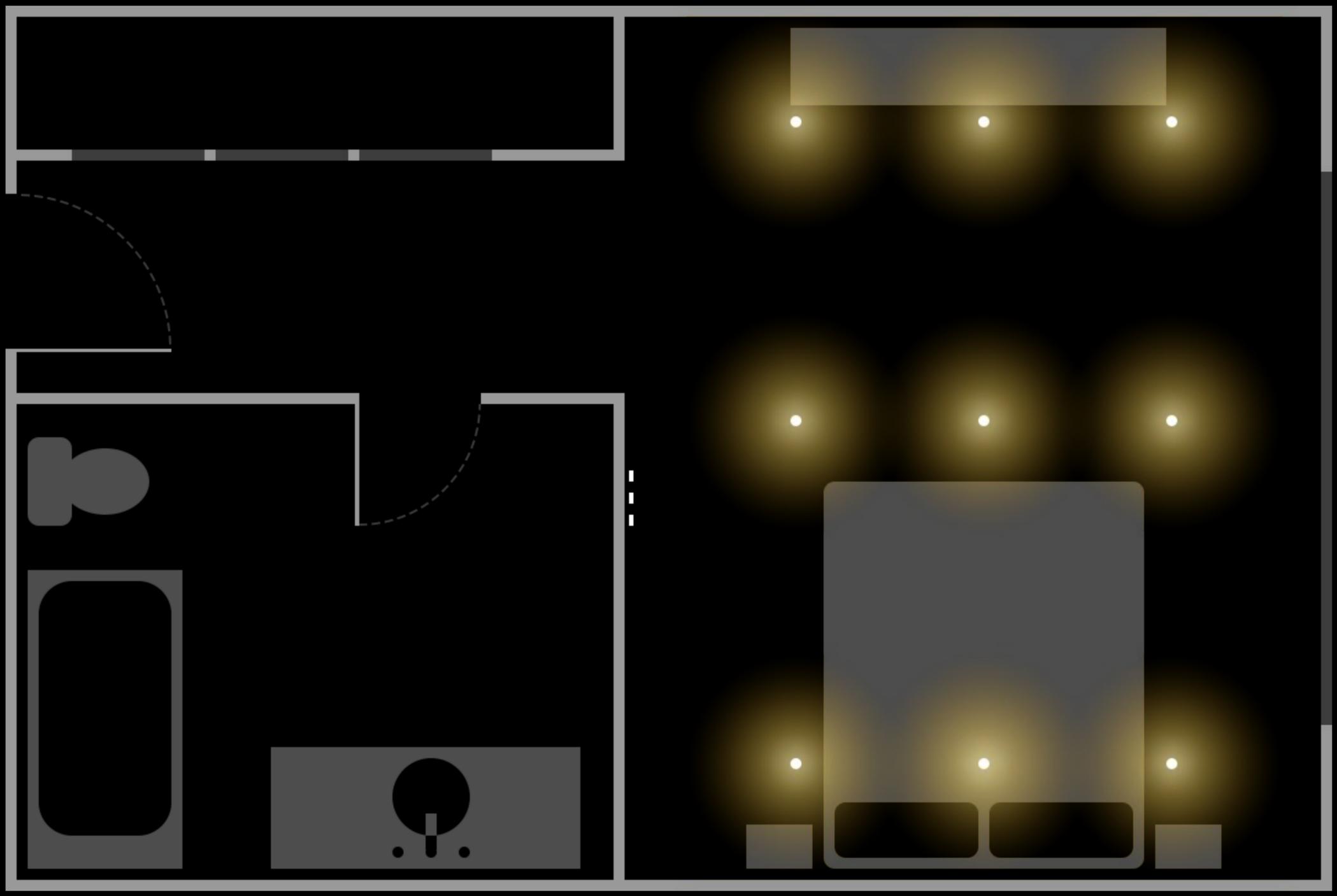


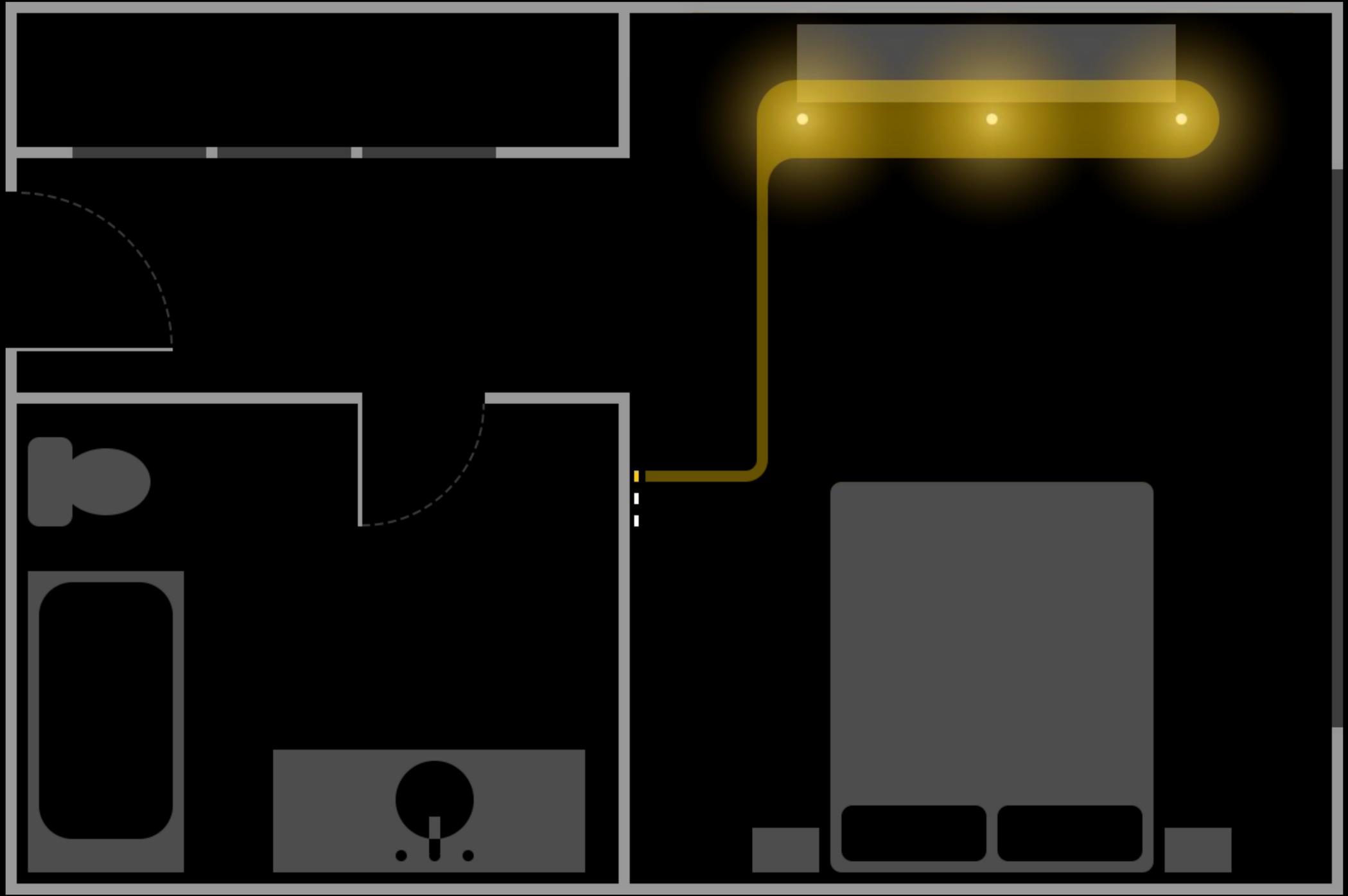
Mapping

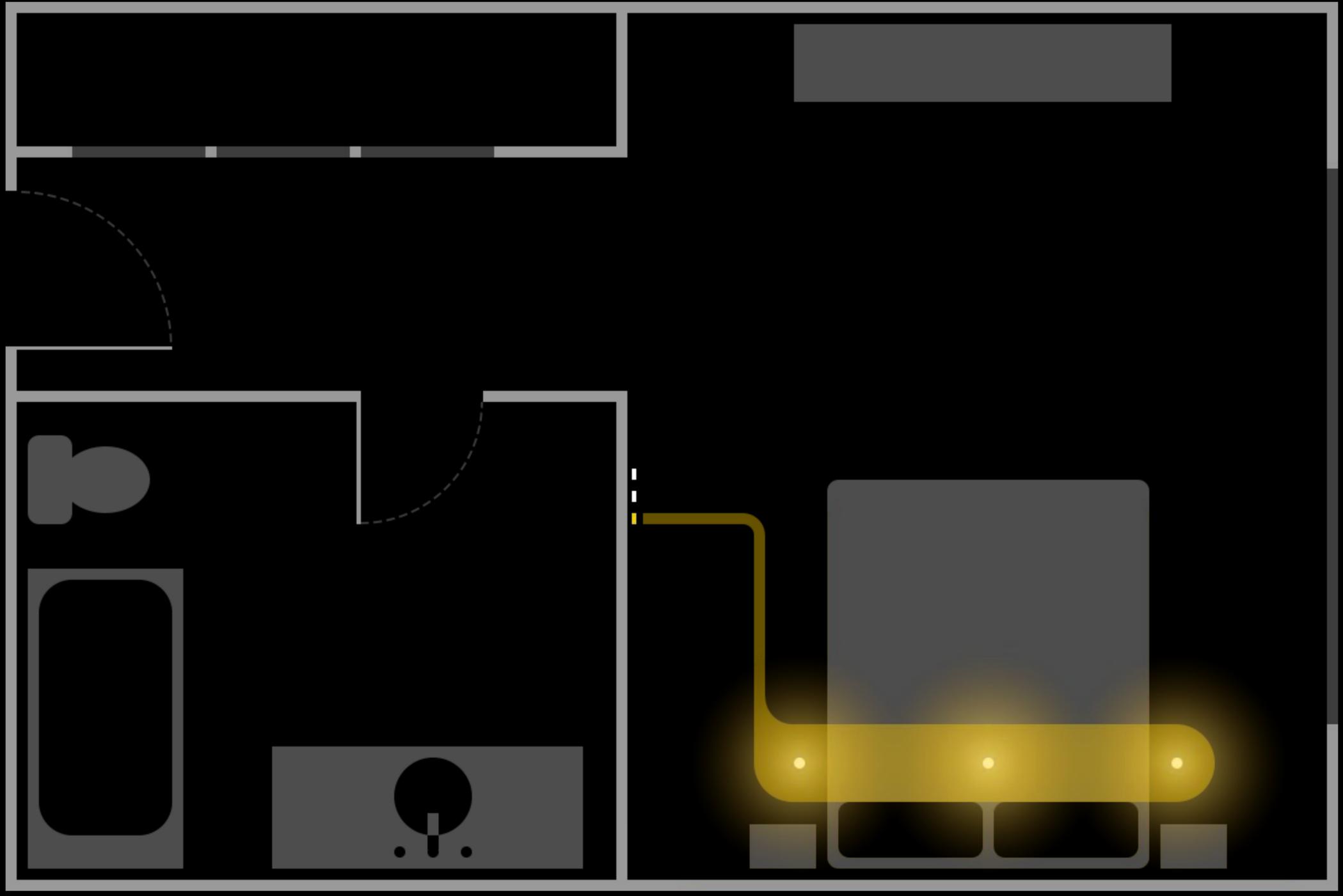


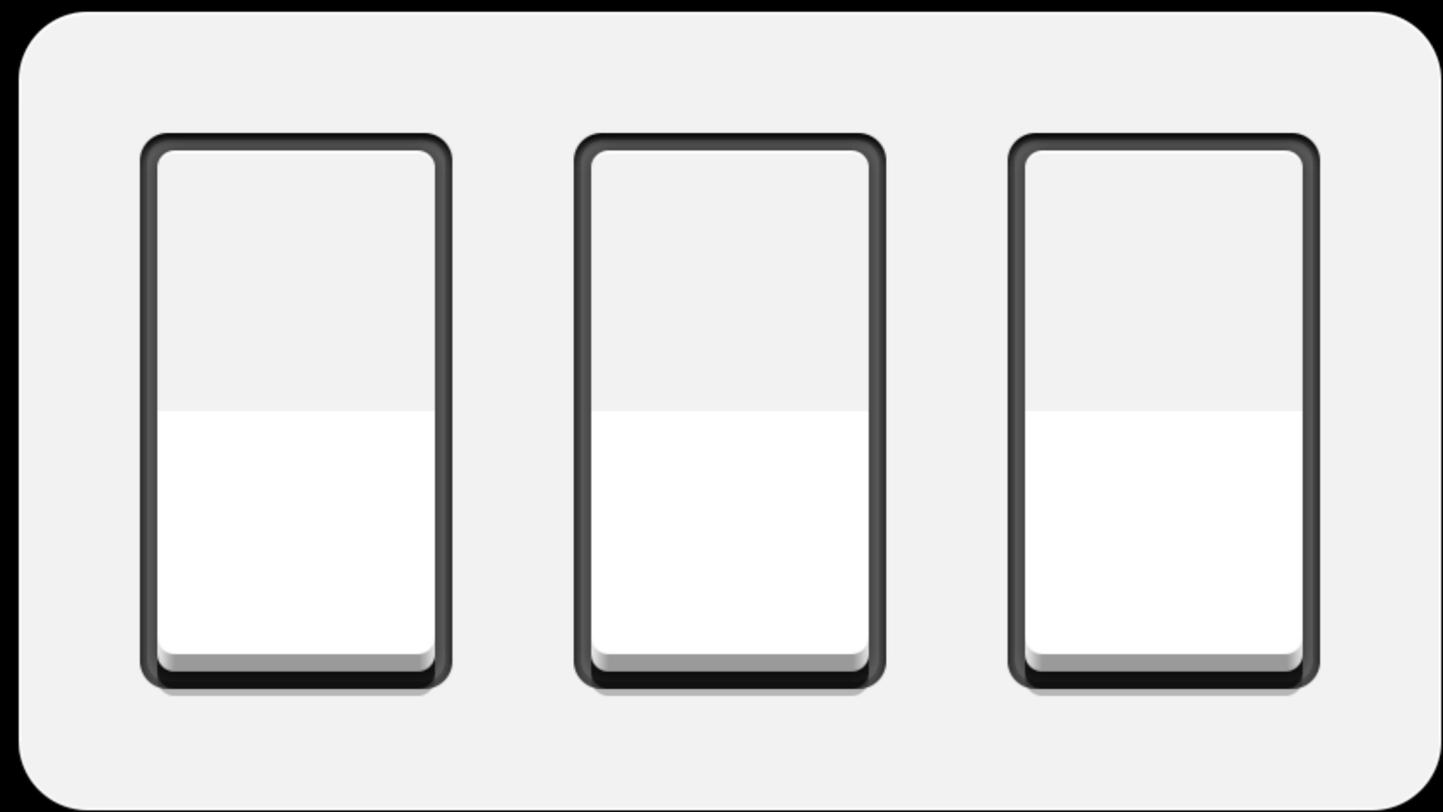












Desk



Couch



Bed



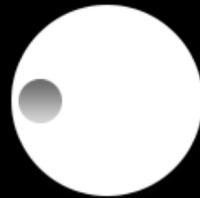
ABC



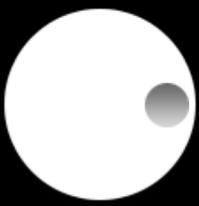
A B C

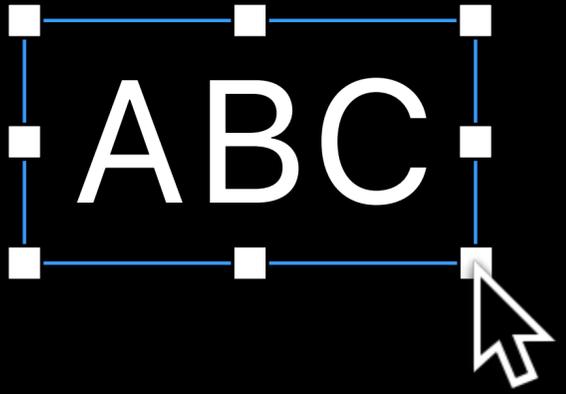


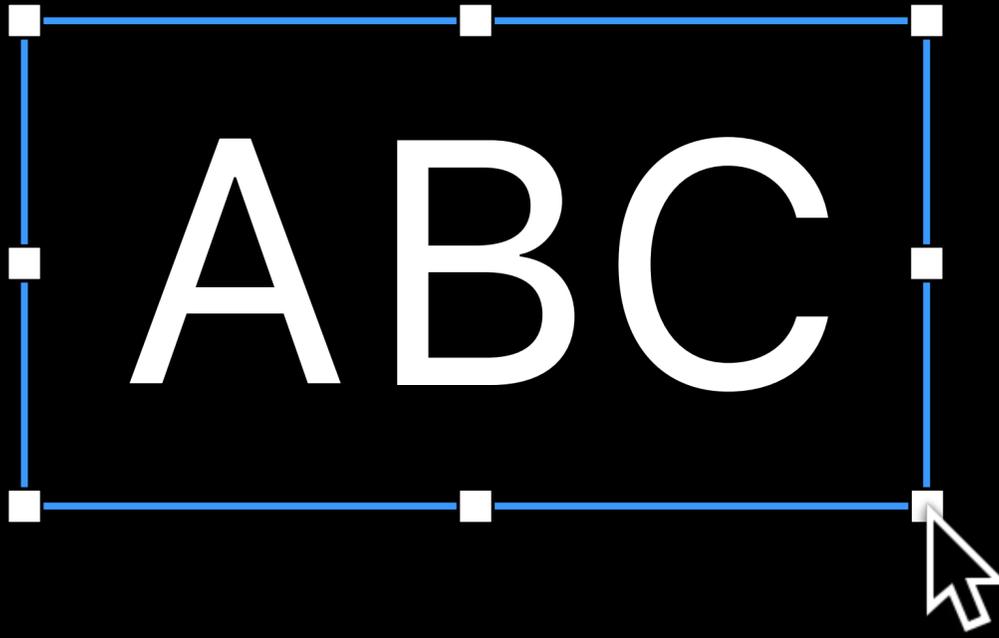
ABC



ABC



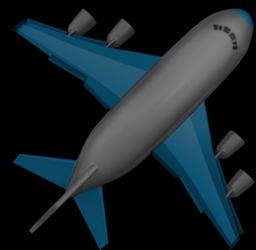




ABC

ABC

ABC



Restaurant



Food



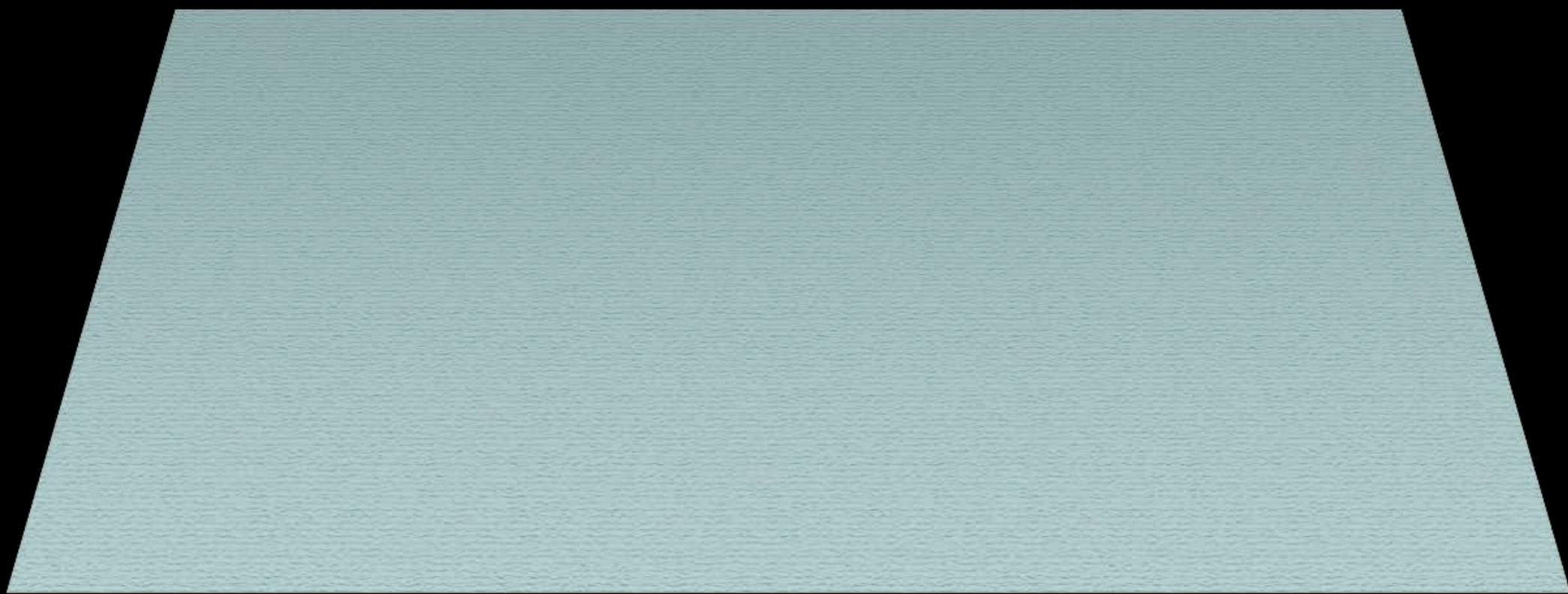
Food



#PutFoodOnIt



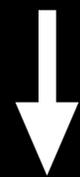




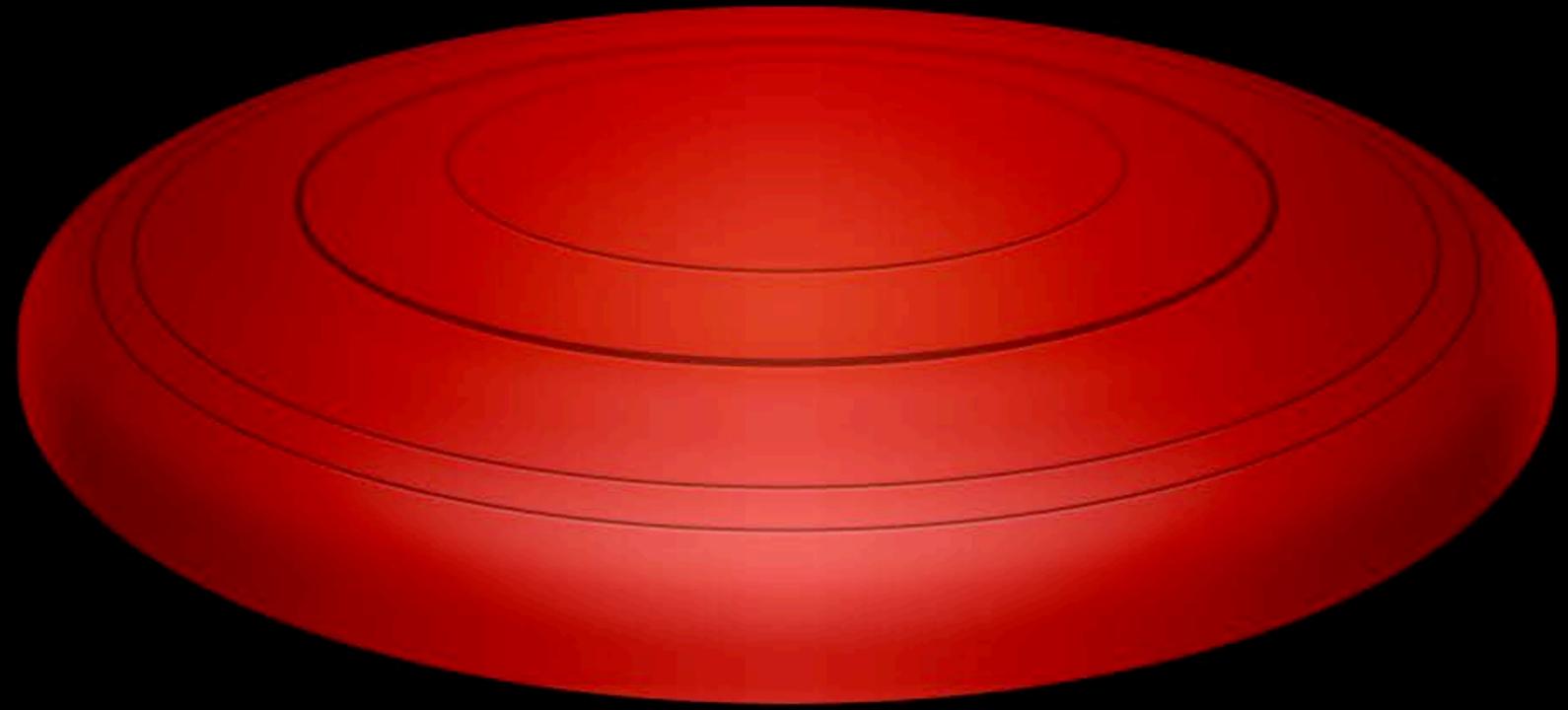
Affordance



Food

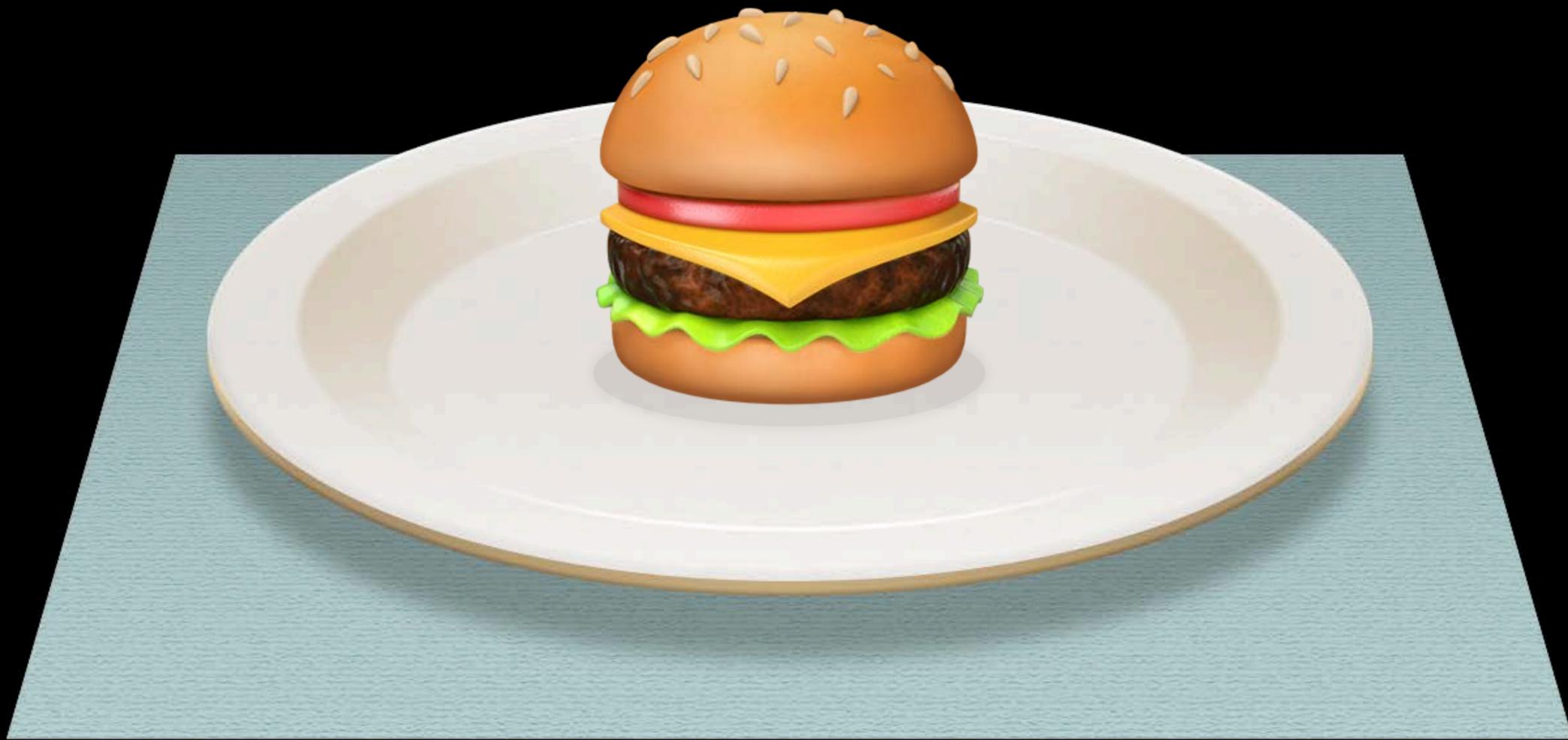




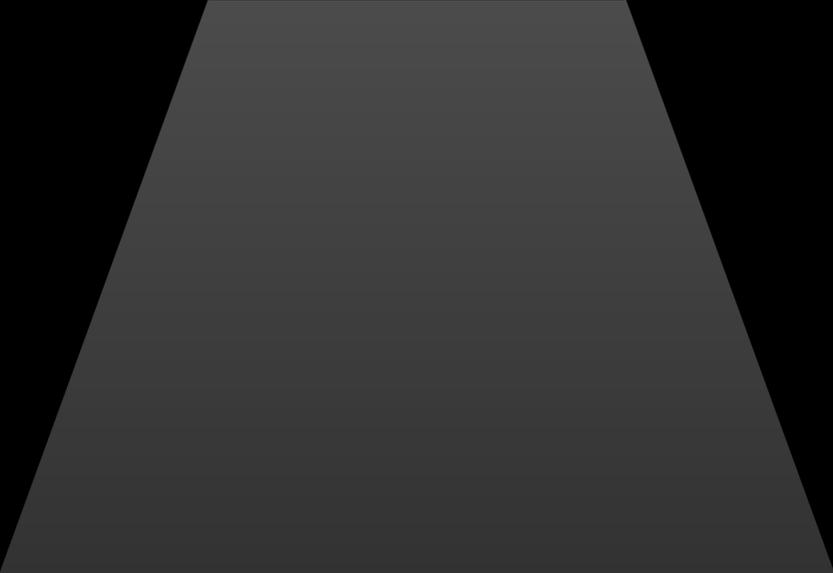


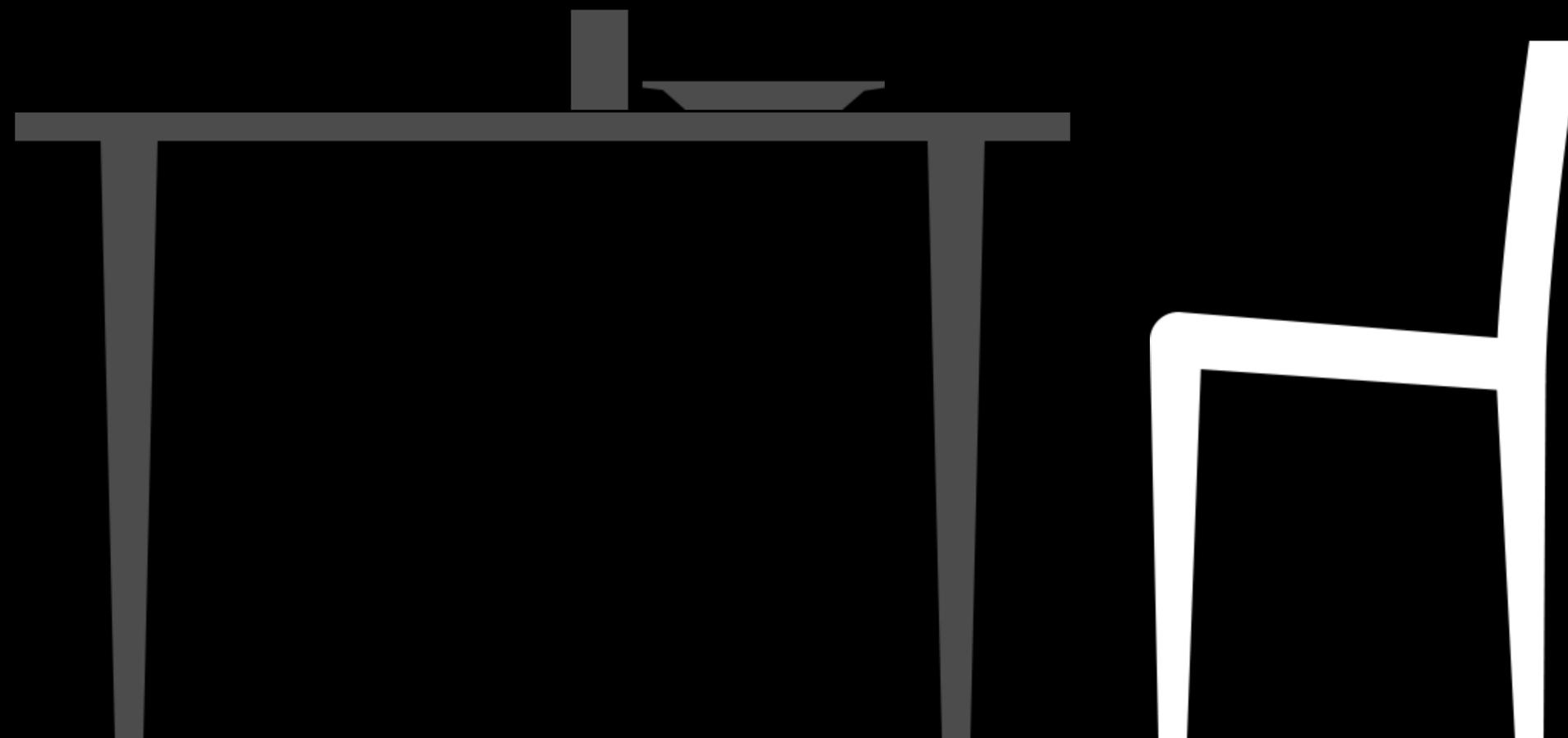
Perceived Affordance

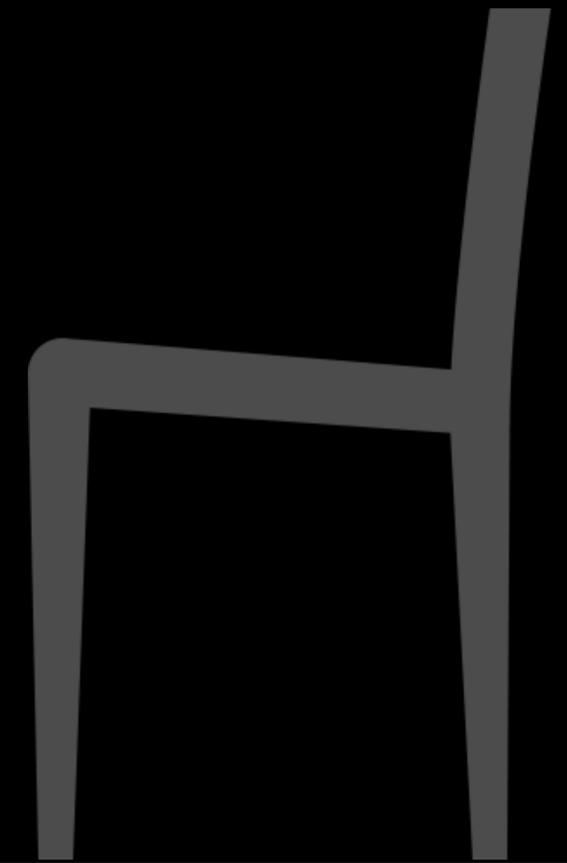


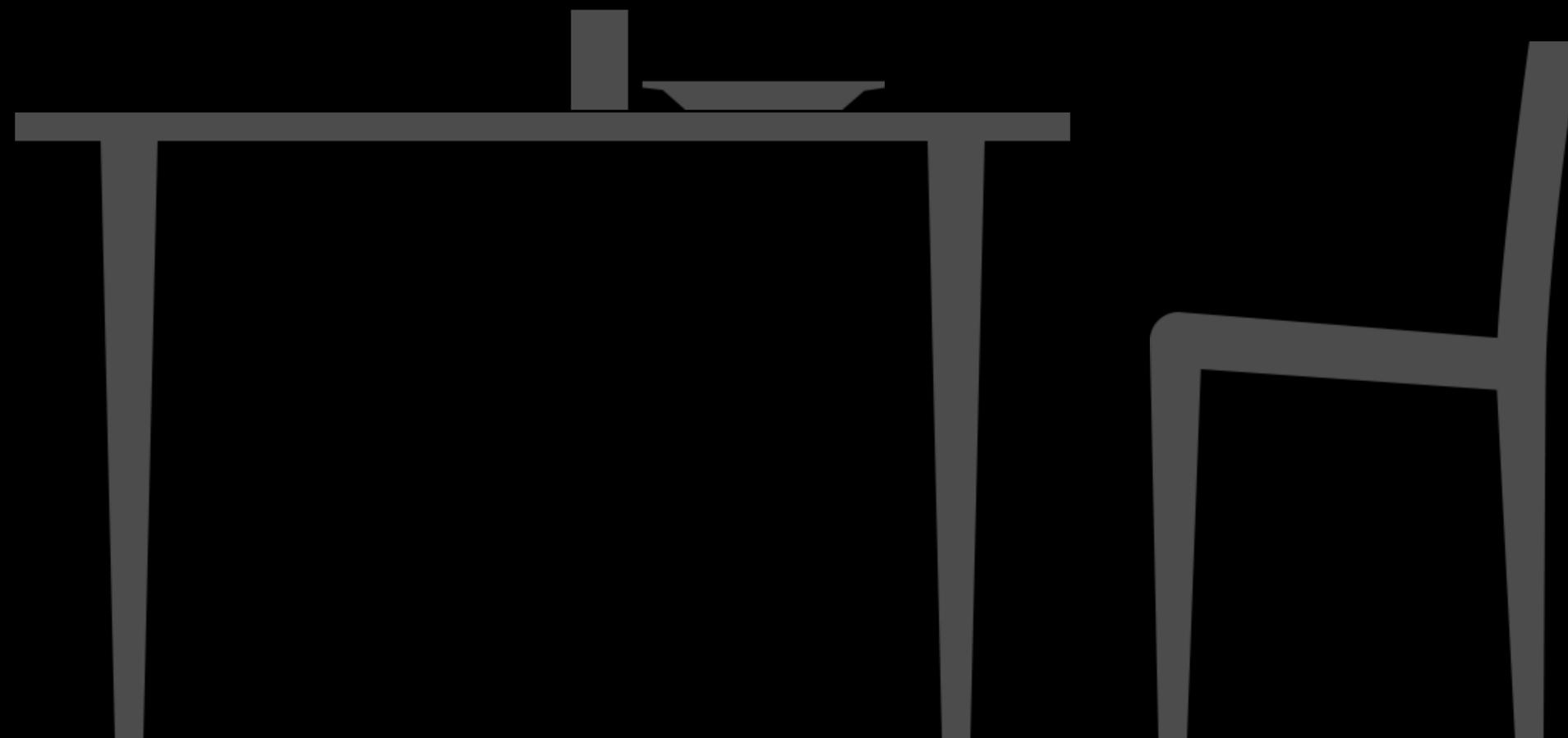


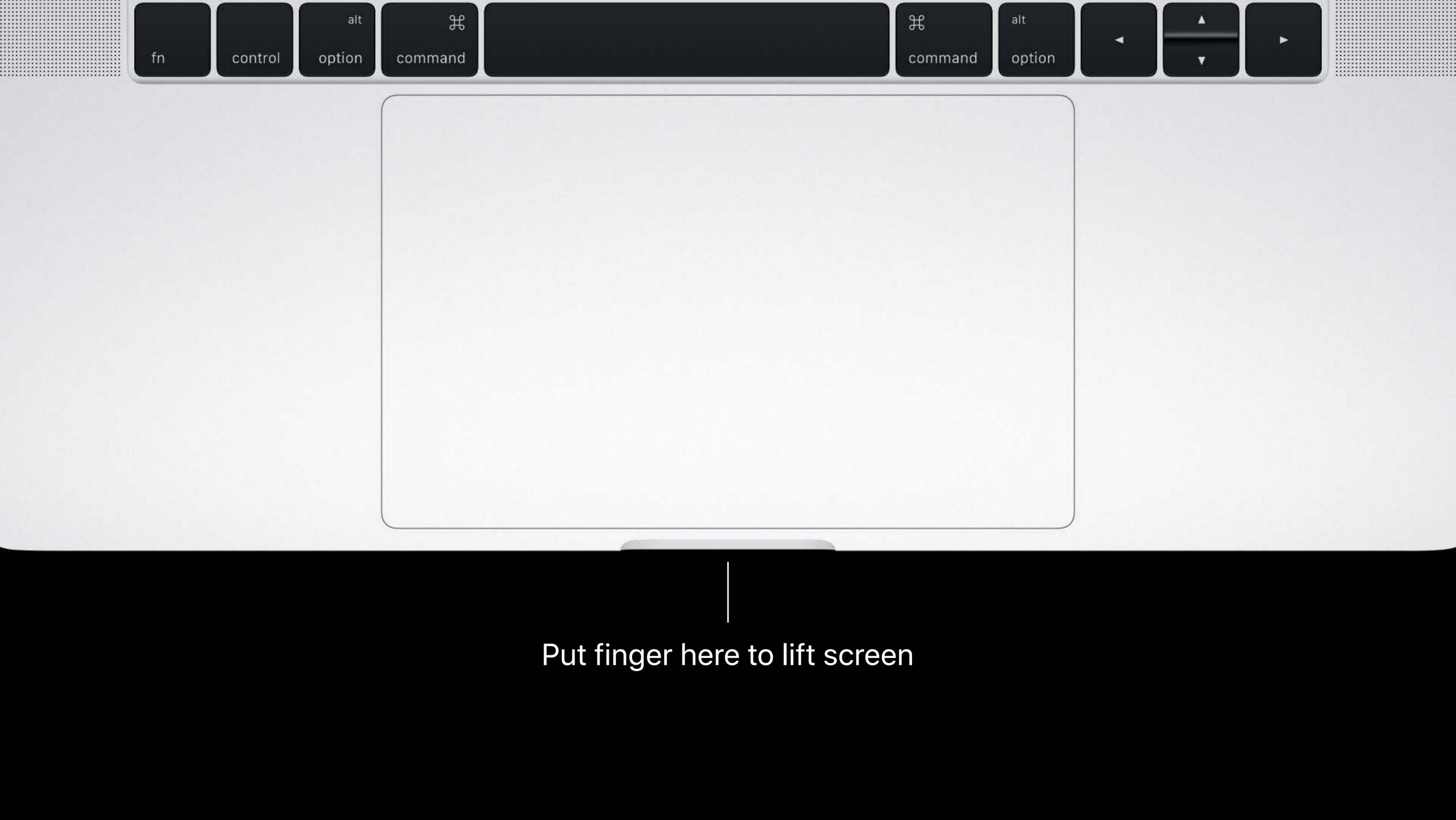
#PutFoodOnIt







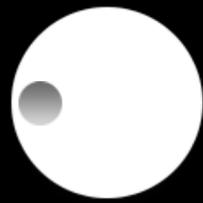


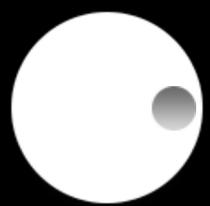


Put finger here to lift screen









Button

Button

tab

Q

W

•

caps lock

A

S

shift

Z

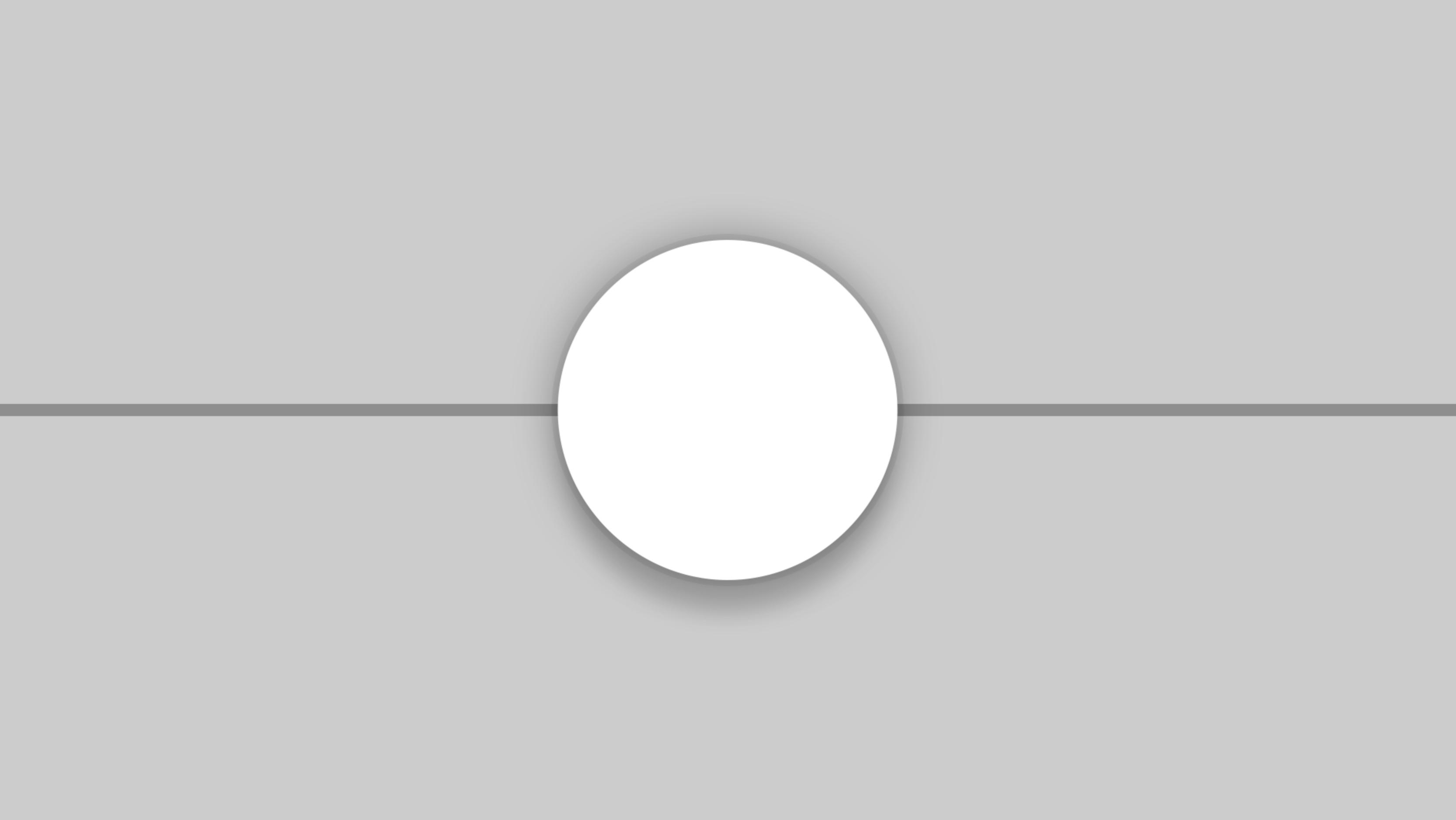
fn

control

alt

option

co





9:41 AM



17:28

-23:03

002 – Emojis 

The It's Nice That Podcast — Decem



1x





9:41 AM



17:28

-23:03

002 – Emojis 

The It's Nice That Podcast — Dec 2019



1x





9:41 AM



Cupertino

Partly Cloudy

65°

Sunday Today

74 53

Now

12PM

1PM

2PM

3PM



65°

68°

71°

72°

73°

Monday



73

52

Tuesday



72

55

Wednesday



73

55

Thursday



75

54

Friday



78

54

Saturday



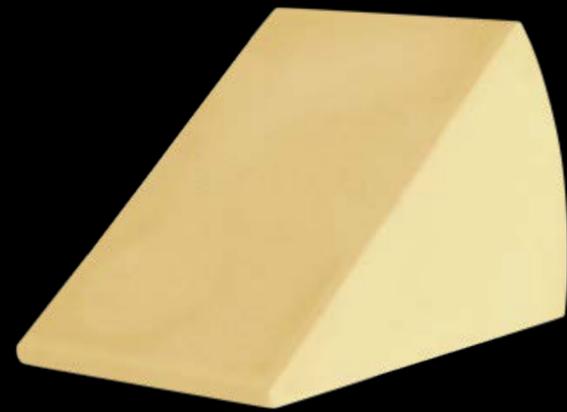
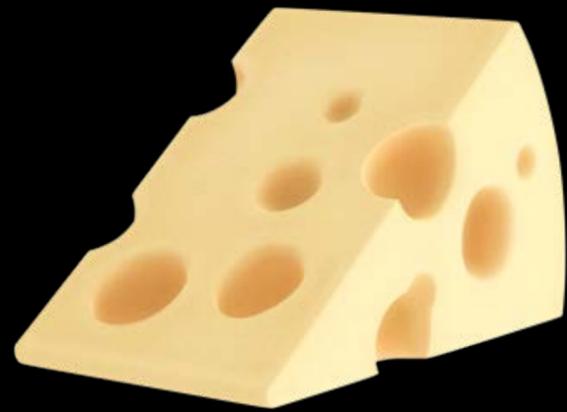
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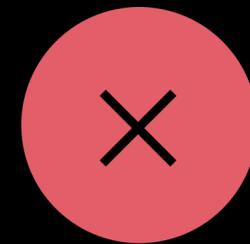
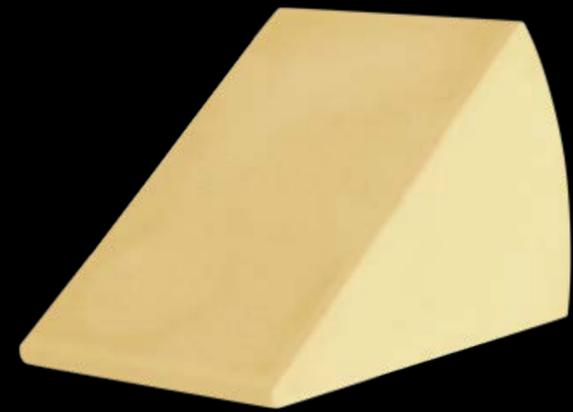
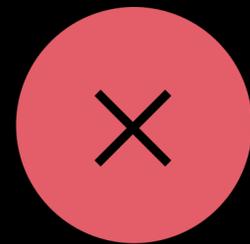
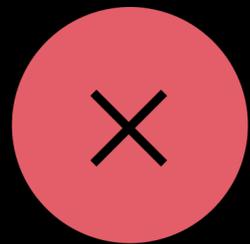
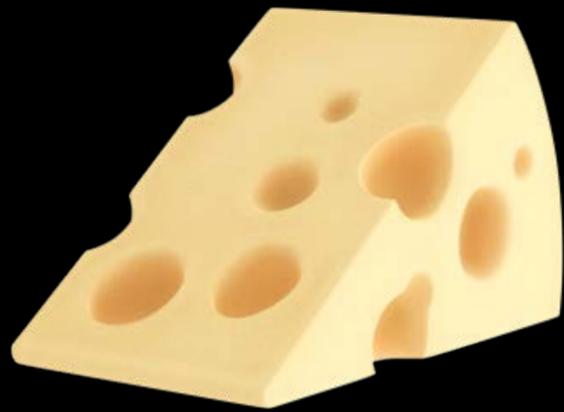
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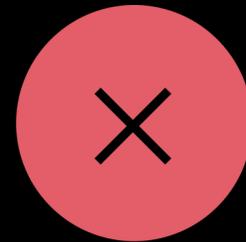
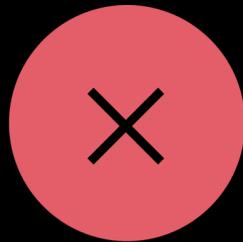
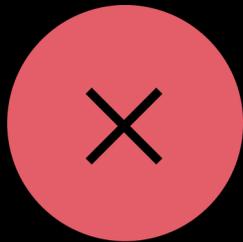
Affordance



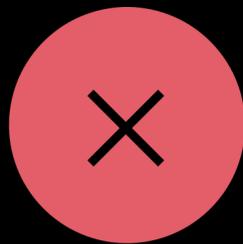
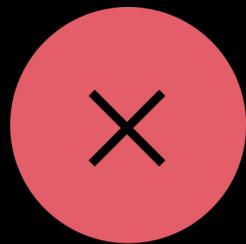






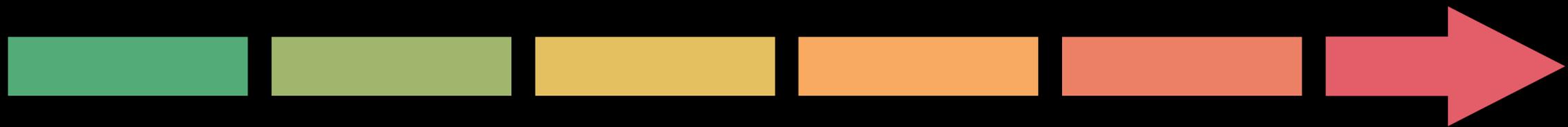






Progressive Disclosure

Simple



Simple

Complex

Simple



Complex



Simple



Complex



Doneness

Extra Rare

Rare

Medium Rare

Medium

Medium Well

Well Done

Overcooked

Cheese

Cheddar

Swiss

Gruyere

Jack

Cottage

Extras

Bacon

Egg

Avocado

Sides

Salad

Fries

Onion Rings

Regular



Truffle



Garlic



Regular



Truffle



Garlic





80/20 Rule

80%
Benefit

20%
Actions

Reduce clutter

Simplify decision-making

170525c-EssentialDesignPrinciples

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0 0 100 200 300 400 500 600 700 1700 1800 1900

Printer: No Printer Selected

Copies: 1

Pages: All

Essential Design Principles

Mike Stern, Design Evangelism Manager

1 of 277

PDF Show Details Cancel Print

Slide Layout

Segue Change Master

Appearance

- Title
- Body
- Slide Number

Background

Color Fill

Edit Master Slide

Progressive Dis

227

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Slide Layout

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Essential Design Principles

Mike Stern, Design Evangelism Manager

1 of 277

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227

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Progress

Essential Design Principles
Session 000
Mike Stern, Design Evangelism Manager

Printer: No Printer Selected
Presets: Default Settings
Copies: 1
Pages: All
From: 1 to: 1
Keynote

Slide Grid Handout Outline

Slide Layout:
 Use page margins
 Include presenter notes
 Include slide numbers
 Include name and date

Options:
 Print slide backgrounds
 Print each stage of builds
 Include skipped slides
 Print draft quality images

1 of 277

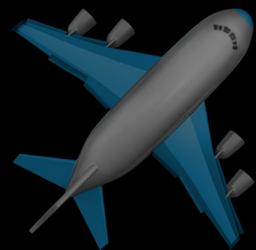
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Appearance
 Title
 Body
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227

Pr♥gressive Discl♥sure



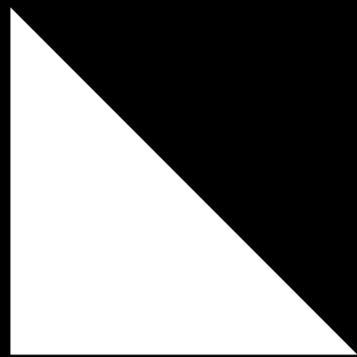


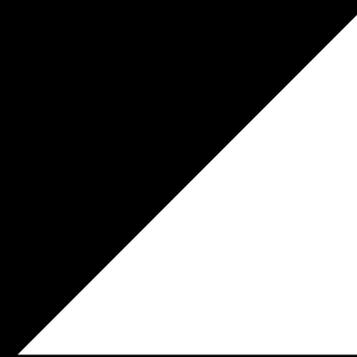
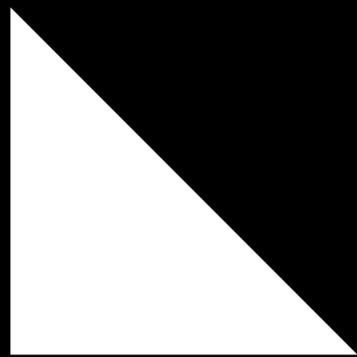
Beach

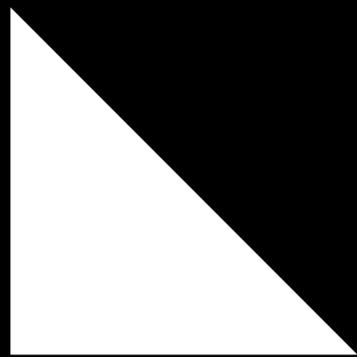


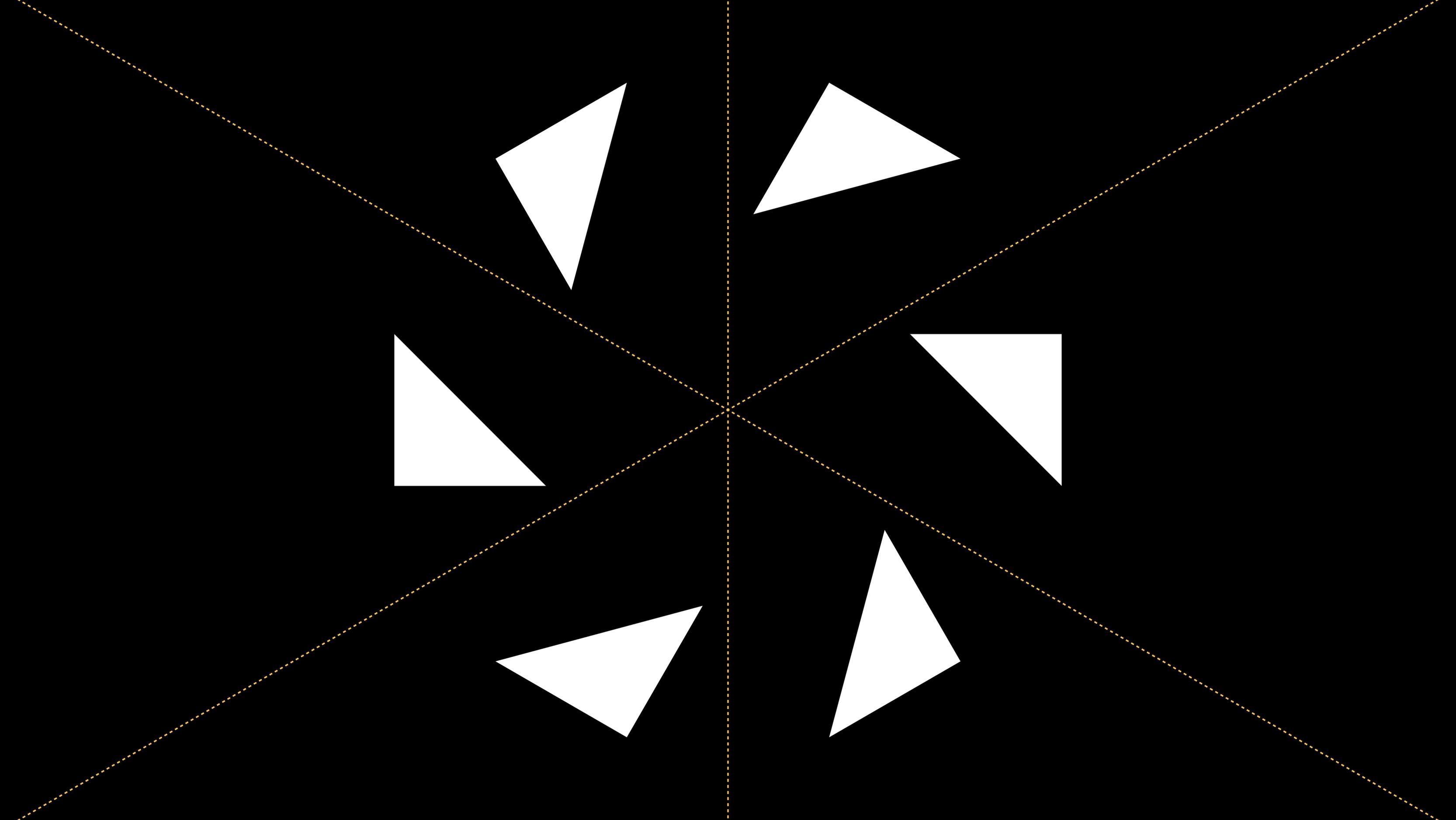


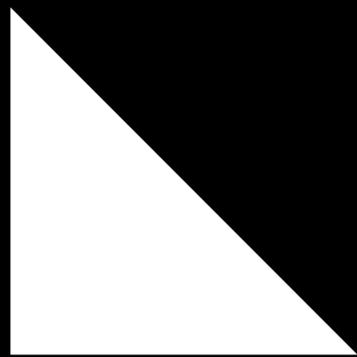
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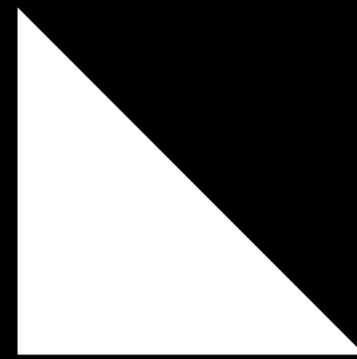
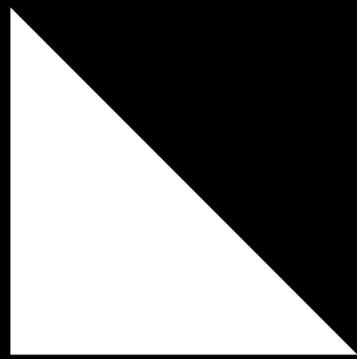


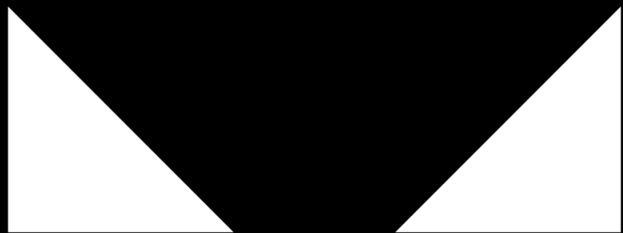




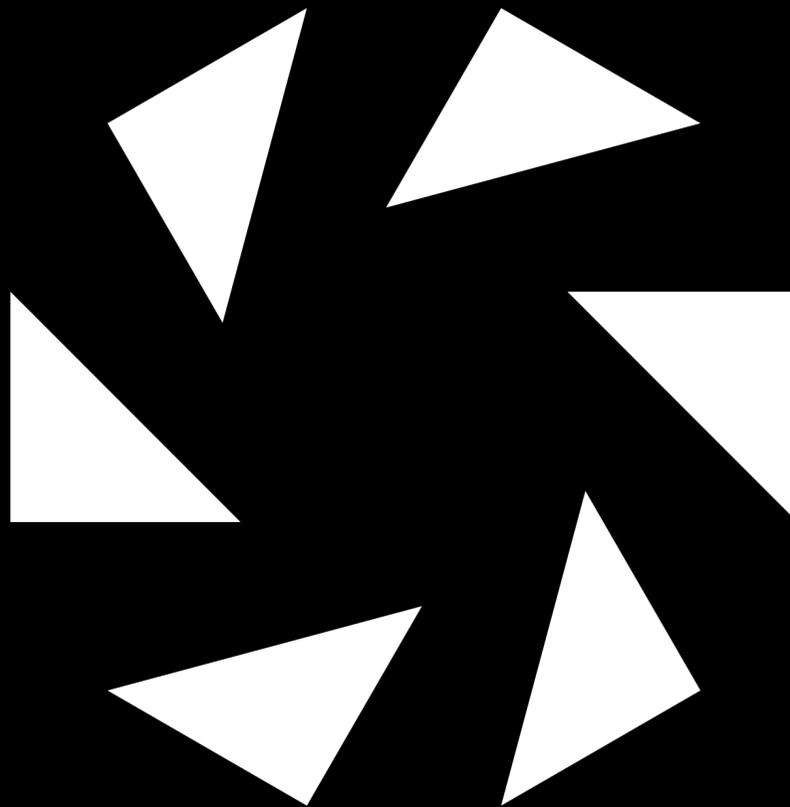




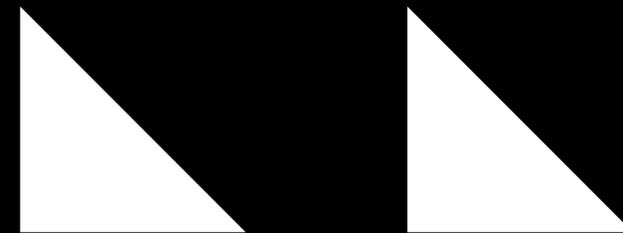




Reflection

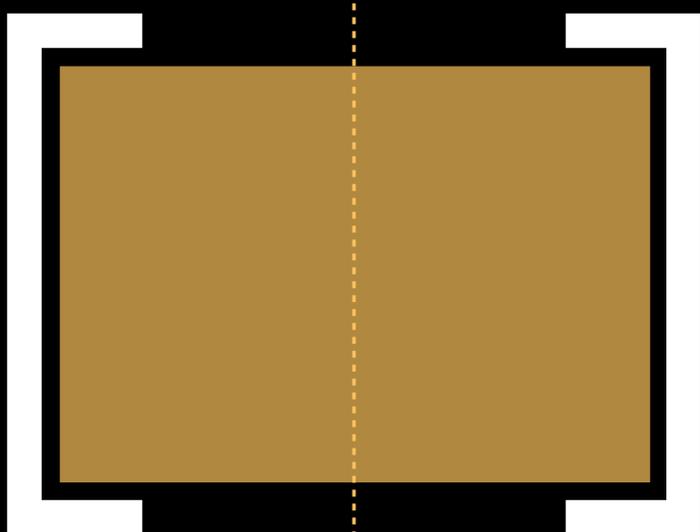


Rotation

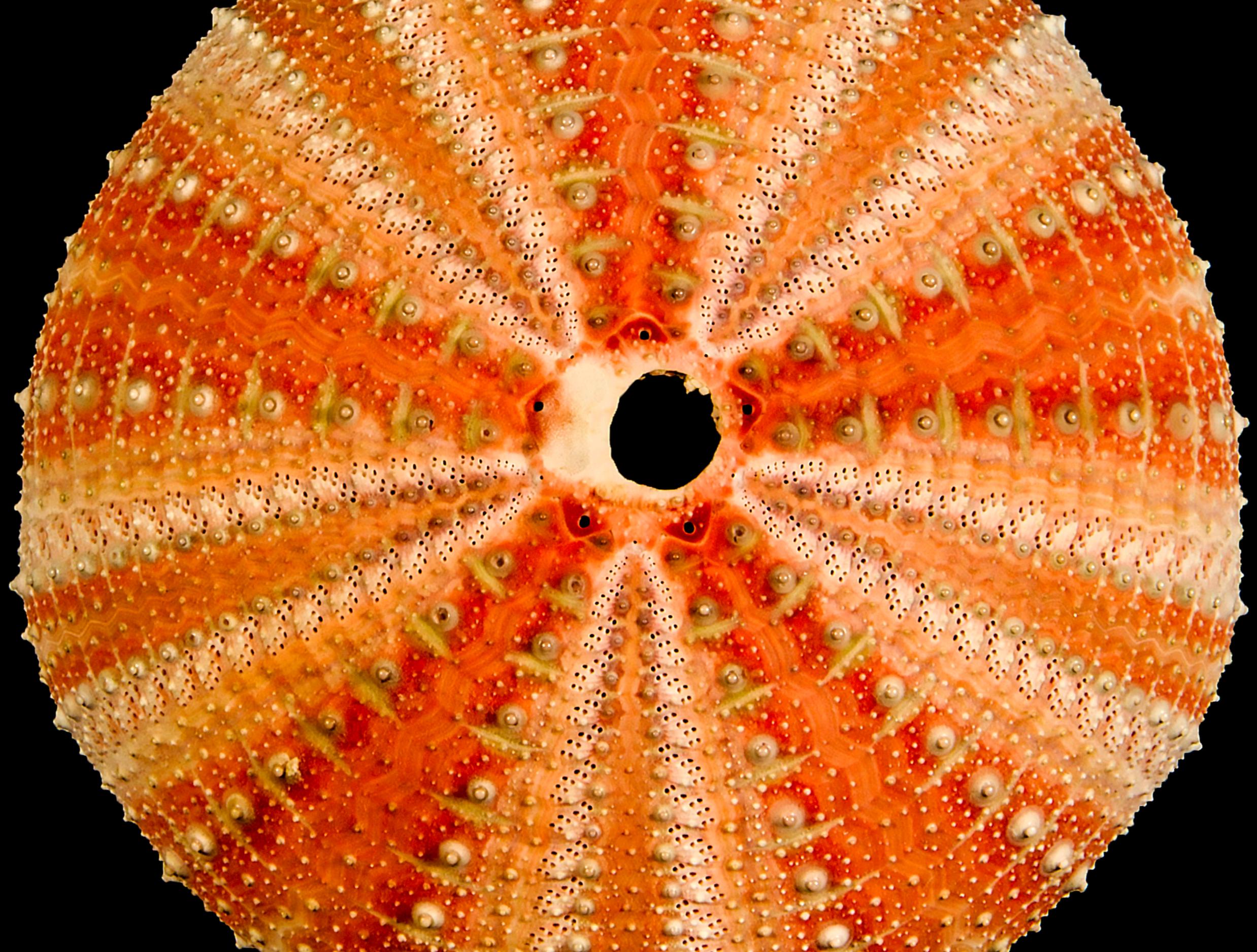


Translation

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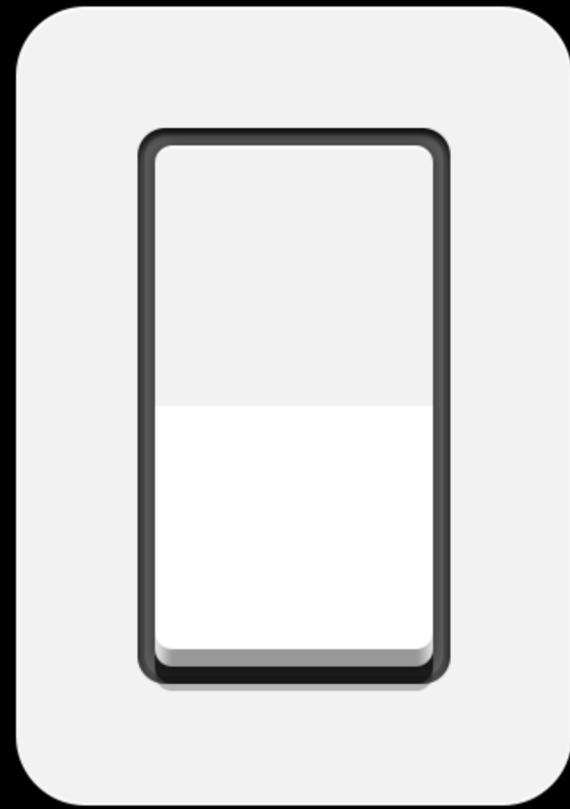


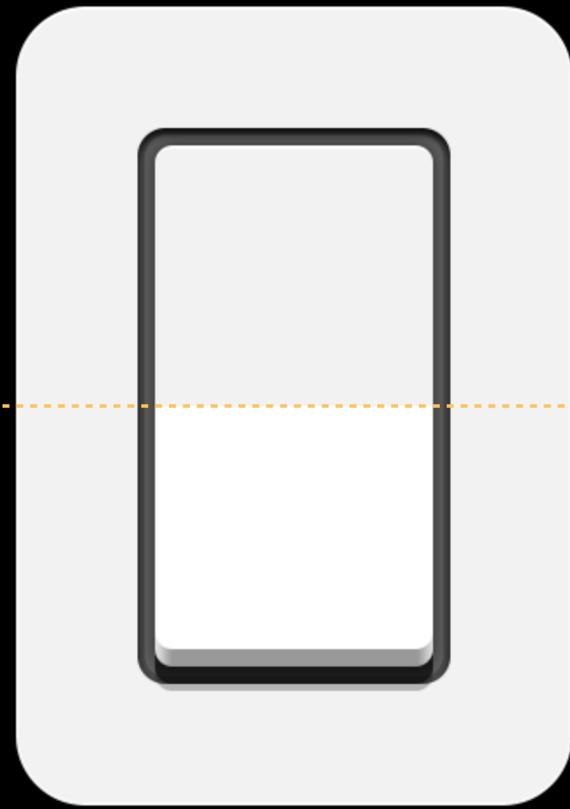


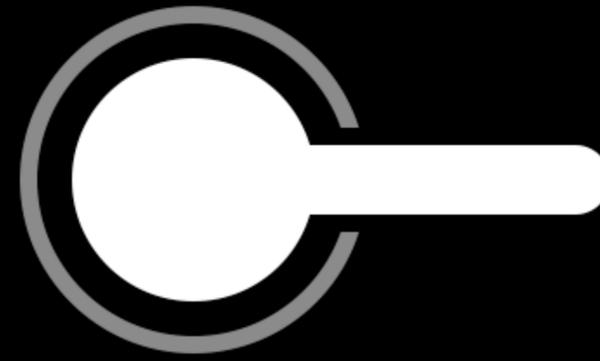
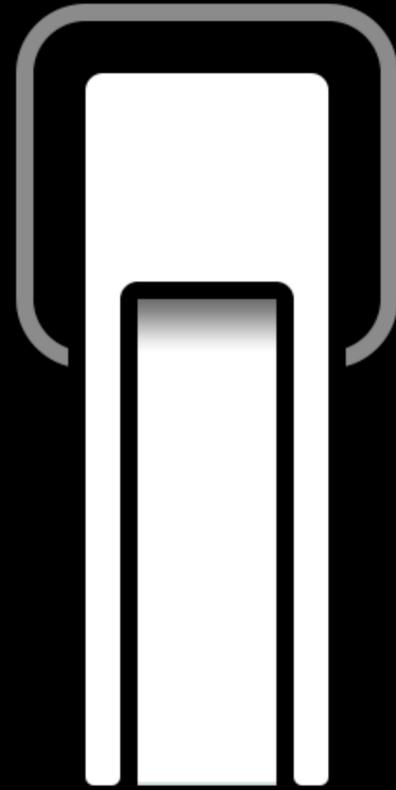
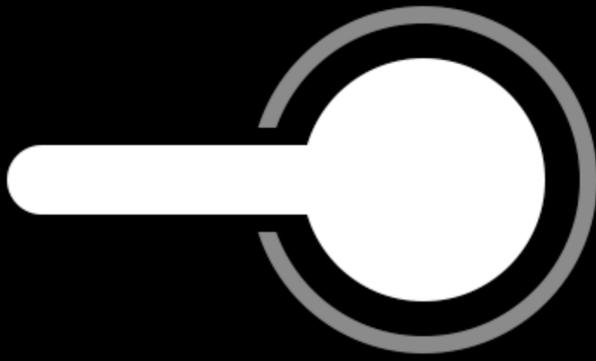


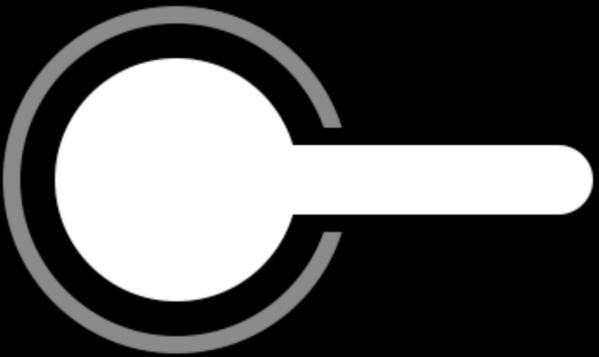
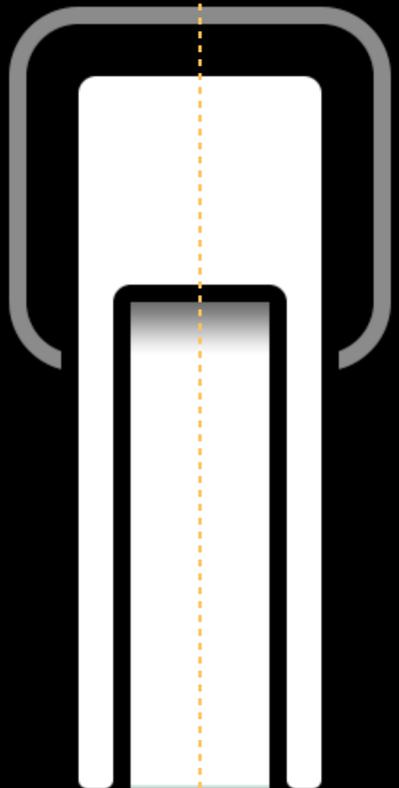
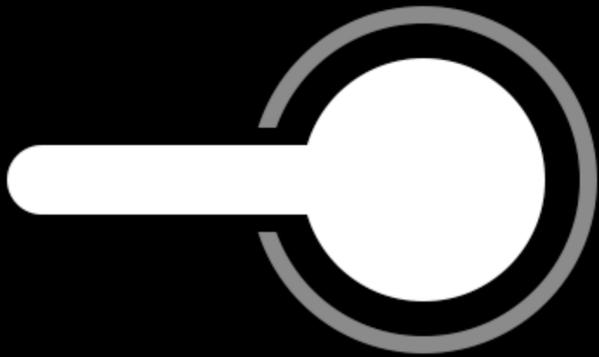




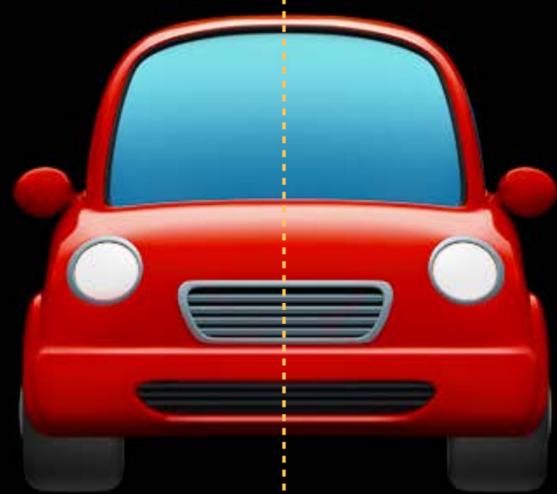






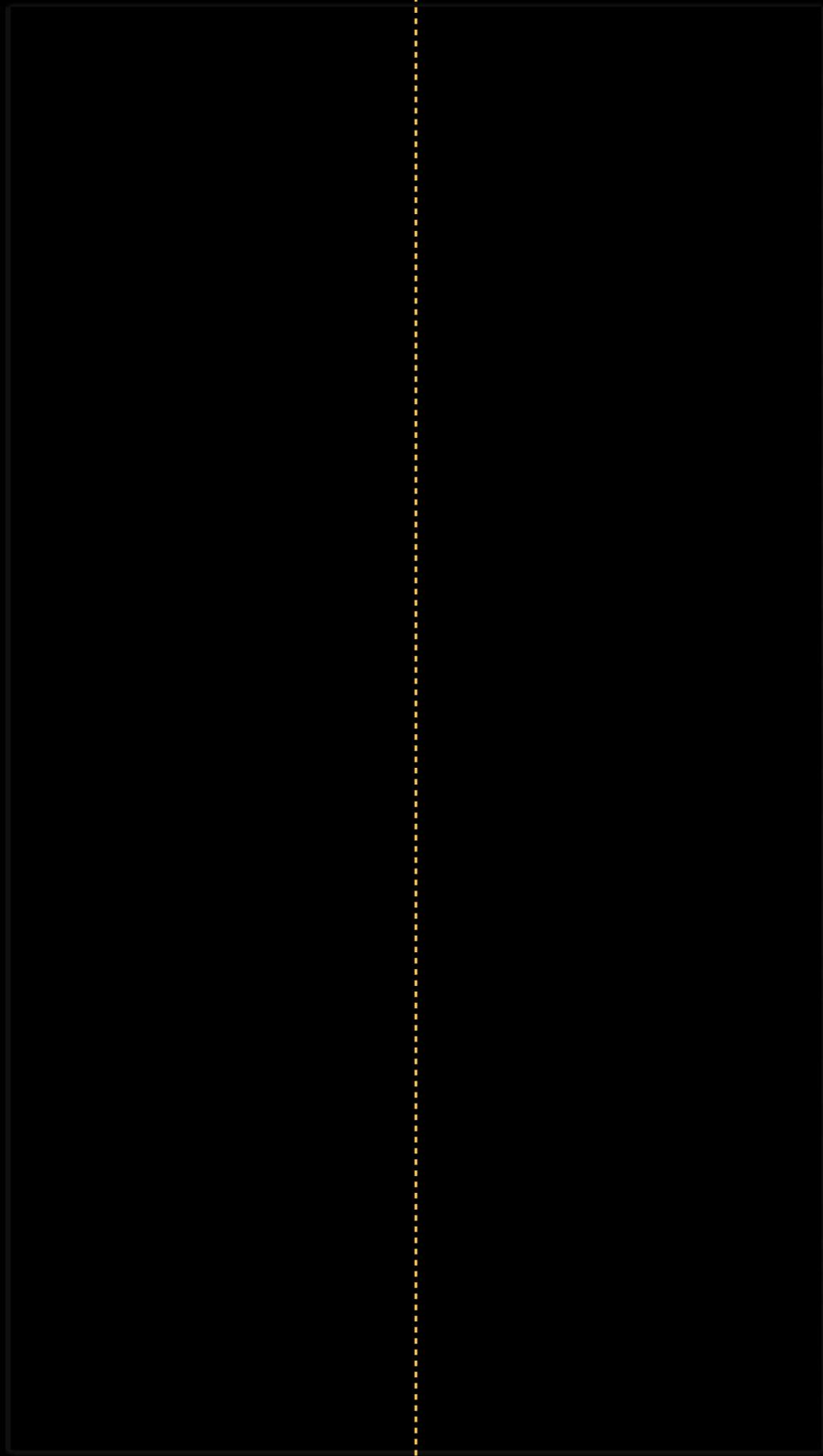








1
2
3



4



9:41 AM



Jenner

Sunny

63°

Sunday Today

66 51

Now

1PM

2PM

3PM

4PM



63°

63°

64°

65°

65°

Monday



70 50

Tuesday



68 51

Wednesday



66 51

Thursday



70 51

Friday



73 51

Saturday



74 52

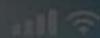


Jenner

Sunny

63°

Sunday Today	66	51
Now	1PM	2PM
63°	63°	64°
Monday	70	50
Tuesday	68	51
Wednesday	66	51
Thursday	70	51
Friday	73	51
Saturday	74	52



9:41 AM



Jenner

Sunny

63°

Sunday Today 66 51

Now 1PM 2PM 3PM 4PM



63° 63° 64° 65° 65°

Monday  70 50

Tuesday  68 51

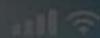
Wednesday  66 51

Thursday  70 51

Friday  73 51

Saturday  74 52





9:41 AM



Jenner

Sunny

63°

Sunday Today

66 51

Now	1PM	2PM	3PM	4PM
63°	63°	64°	65°	65°

Monday



70 50

Tuesday



68 51

Wednesday



66 51

Thursday



70 51

Friday



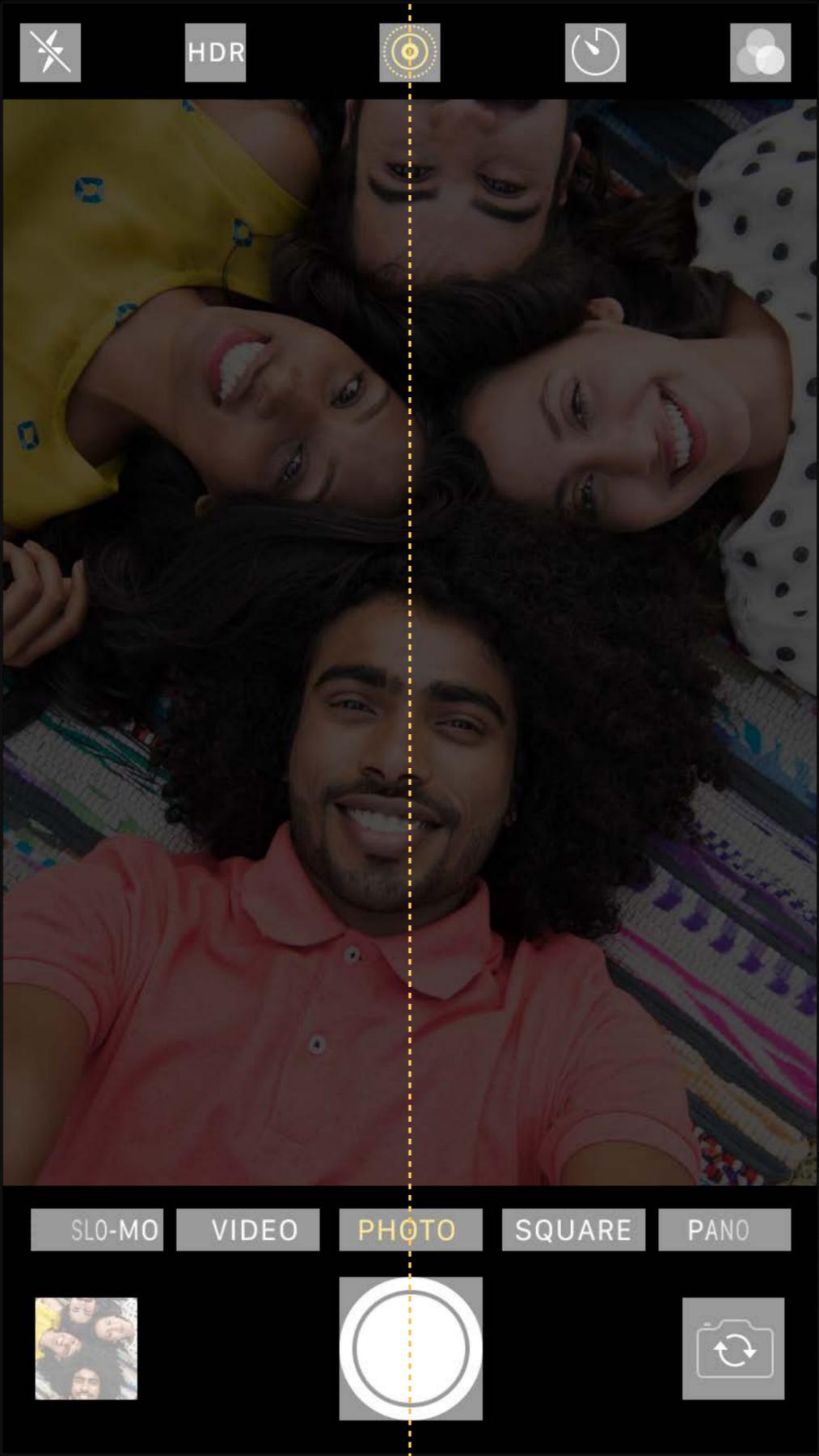
73 51

Saturday



74 52



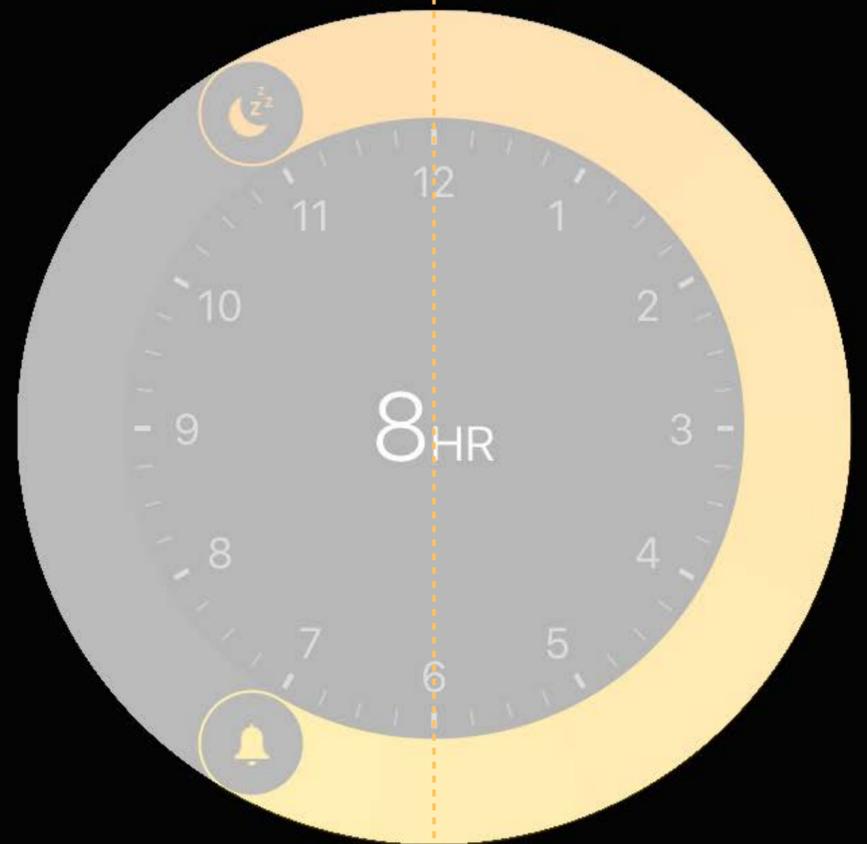


Options Bedtime

Bedtime Every day

Bedtime 11:00 PM

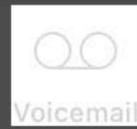
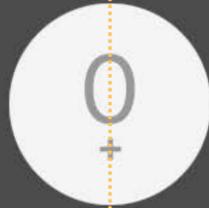
Wake 7:00 AM



Sleep Analysis 11:00 PM



9:41 AM



[REDACTED]

[REDACTED]

[REDACTED]

[Redacted]

[Redacted]

[Redacted]



[Redacted]

[Redacted]

[Redacted]



[Redacted]

[Redacted]

[Redacted]



[Redacted]

[Redacted]

[Redacted]





9:41 AM



Edit

World Clock



Today, +0HRS

Cupertino

12:55 PM

Today, +3HRS

New York

3:55 PM

Tomorrow, +16HRS

Tokyo

4:55 AM

Tomorrow, +17HRS

Sydney

5:55 AM

Today, +10HRS

Riga

10:55 PM

Today, +9HRS

Berlin

9:55 PM



World Clock



Alarm



Bedtime



Stopwatch



Timer

Today, +0HRS
Cupertino 12:55PM

Today, +3HRS
New York 3:55PM

Tomorrow, +16HRS
Tokyo 4:55AM

Tomorrow, +17HRS
Sydney 5:55AM

Today, +10HRS
Riga 10:55PM

Today, +9HRS
Berlin 9:55PM

12:58 PM ↗

Cupertino

66°

12:58 PM

San Francisco

57°

12:58 PM

Jenner

63°

9:58 AM

Lihue

78°

9:58 PM

Berlin

80°

9:58 PM

Stockholm

67°

4:58 AM

Tokyo

64°



9:41 AM

100%

FLIGHT GATE
0193 A32

KONA

KOA



SAN JOSE

SJC

DEPART
07JUN17

BOARDING
4:54 PM

GROUP
PRIORITY

SEAT
3F

PASSENGER
ALL OF Y'ALL

TSA Pre ✓[®]



DGNUMHJ/SEQ54



Design Principles



Design Principles



Wayfinding



Feedback

Visibility

Consistency



Mental Model

Proximity

Grouping

Mapping



Affordance

Progressive
Disclosure

80/20 Rule



Symmetry

Everyone Needs to...

Feel safe

Understand

Achieve

Experience beauty

Challenges Applying Design Principles

Resolving differences

Challenges Applying Design Principles

They can conflict with each other

Too much of a good thing

Challenges Applying Design Principles

They can conflict with each other

Too much of a good thing

Their relevance varies



Finder File Edit View Go Window Help

MacBook Pro

The MacBook Pro screen displays the macOS desktop environment. At the top is a menu bar with the Apple logo and the words "Finder", "File", "Edit", "View", "Go", "Window", and "Help". The main area of the screen shows a high-resolution wallpaper of a snow-capped mountain range under a soft, orange-hued sky. At the bottom of the screen is a dock containing various application icons, including Finder, Spotlight, Launchpad, Safari, Mail, Photos, Messages, FaceTime, and System Preferences.

iPad 9:41 AM 100%

FaceTime Calendar Photos Camera

Contacts Clock Maps Home

Photo Booth Notes Reminders TV

iTunes Store App Store iBooks News

Settings

Messages Safari Mail Music

The iPad screen displays the iOS home screen. At the top, it shows "iPad", signal strength, Wi-Fi, the time "9:41 AM", and a 100% battery level. The background is a vibrant green water texture. A grid of app icons is arranged in five rows. The dock at the bottom contains icons for Messages, Safari, Mail, and Music.

9:41 AM 100%

Mail Calendar Photos Camera

Maps Clock Weather Stocks

Wallet Notes Reminders News

iTunes Store App Store iBooks TV

Home Health Settings

Phone Safari Messages Music

The iPhone screen displays the iOS home screen. At the top, it shows signal strength, Wi-Fi, the time "9:41 AM", and a 100% battery level. The background is a vibrant green water texture. A grid of app icons is arranged in five rows. The dock at the bottom contains icons for Phone, Safari, Messages, and Music.

Design Principles



Wayfinding



Feedback

Visibility

Consistency



Mental Model

Proximity

Grouping

Mapping



Affordance

Progressive
Disclosure

80/20 Rule



Symmetry

Human

Humanity

More Information

<https://developer.apple.com/wwdc17/802>

Related Sessions

Designing Sound	Grand Ballroom B	Wednesday 4:10PM
Design For Everyone	Hall 3	Thursday 11:00AM
Design Studio Shorts 2	Hall 3	Thursday 1:50PM
Designing Across Platforms	Hall 3	Thursday 4:10PM
Planning a Great Apple Watch Experience	Hall 2	Thursday 5:10PM
Design Studio Shorts 3	Executive Ballroom	Friday 11:00PM

Labs

User Interface Design by Appointment Lab

User Interface Design Lab A

Thursday 9:00AM–6:00PM
Friday 9:00AM–3:30PM

