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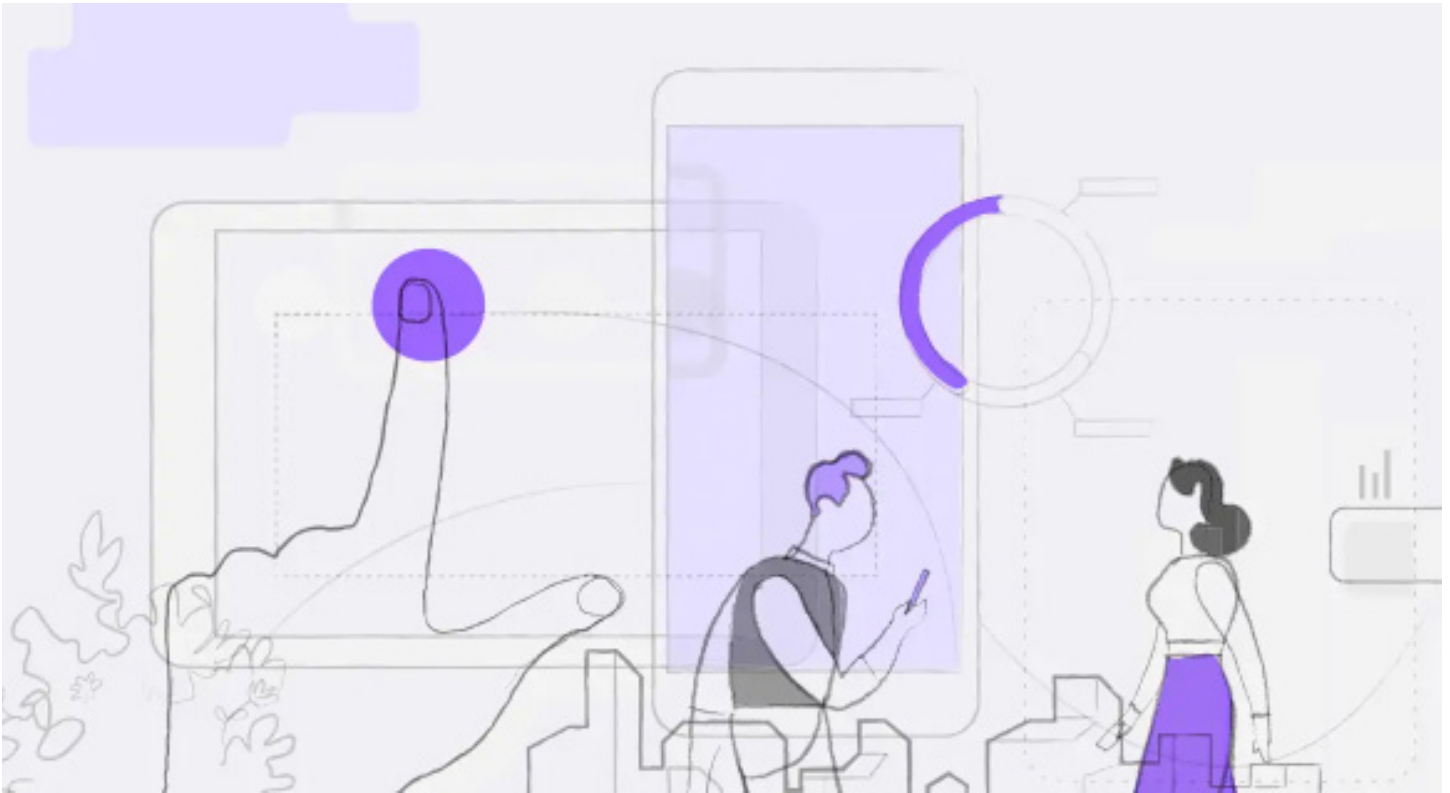
# The Impact of Visual Design On Overall User Experience



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# What Is Visual Design?



**“Visual design”** is not a new concept but rather a more recent term in the design world. And if one goes through a job title/job description, visual design usually implies – preparing individual designs to own the visual brand more comprehensively.

Working on print products is very rare for Visual designers, but it’s good if they have a strong understanding of branding, graphic design, and identity design. With that, they also need exceptional visual messaging and communications skills to excel in the world of design.

# Components of Visual Design

You can break down any page or screen of a digital product into essential elements of visual appearance. Basic elements of visual design are –

## 1. Lines



Lines are the most basic and foremost element of any visual design. Since a line (straight or curved, smooth, rough, continuous, broken, thick, or thin) is any two connected points. A line brings division and hierarchy to your designs.

## 2. Fonts

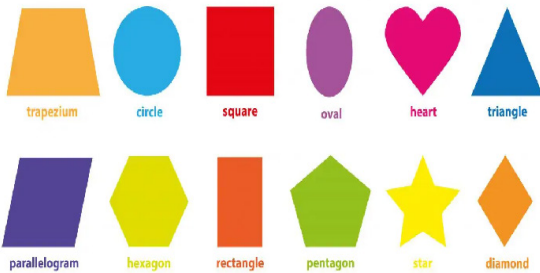


Typography refers to chosen fonts' alignment, size, color, and spacing. It is one of the most crucial parts of graphic/visual, web, and UI design.

How you choose fonts and show them conveys a message/mood – a fun and playful story in a blog or a serious one through which people want to learn something new.

# Components of Visual Design

## 3. Shapes



A line comes under 2-Dimensions, but if you drag them laterally; hence, shapes are self-contained. Every object is composed of shapes.

Thus, as a visual designer, you want to define the area, use lines, differences in values, texture, color, etc.

## 4. Colors



Colors come into play in visual design when you want people to differentiate between objects of various shapes and sizes instantly. So, selecting a color palette and their combinations create depth and add emphasis to help organize information.

The color theory beautifully examines how various color choices psychologically impact the overall user experience for more curious minds.

# Components of Visual Design

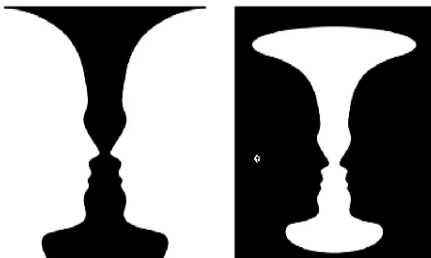
## 5. Textures



Texture refers to how one feels and perceives a surface. You need to develop a pattern by repeating an element to create a texture.

Depending on how and with what intentions you do it, it will strategically affect the users. Meaning, do you want their attention to attract or deter.

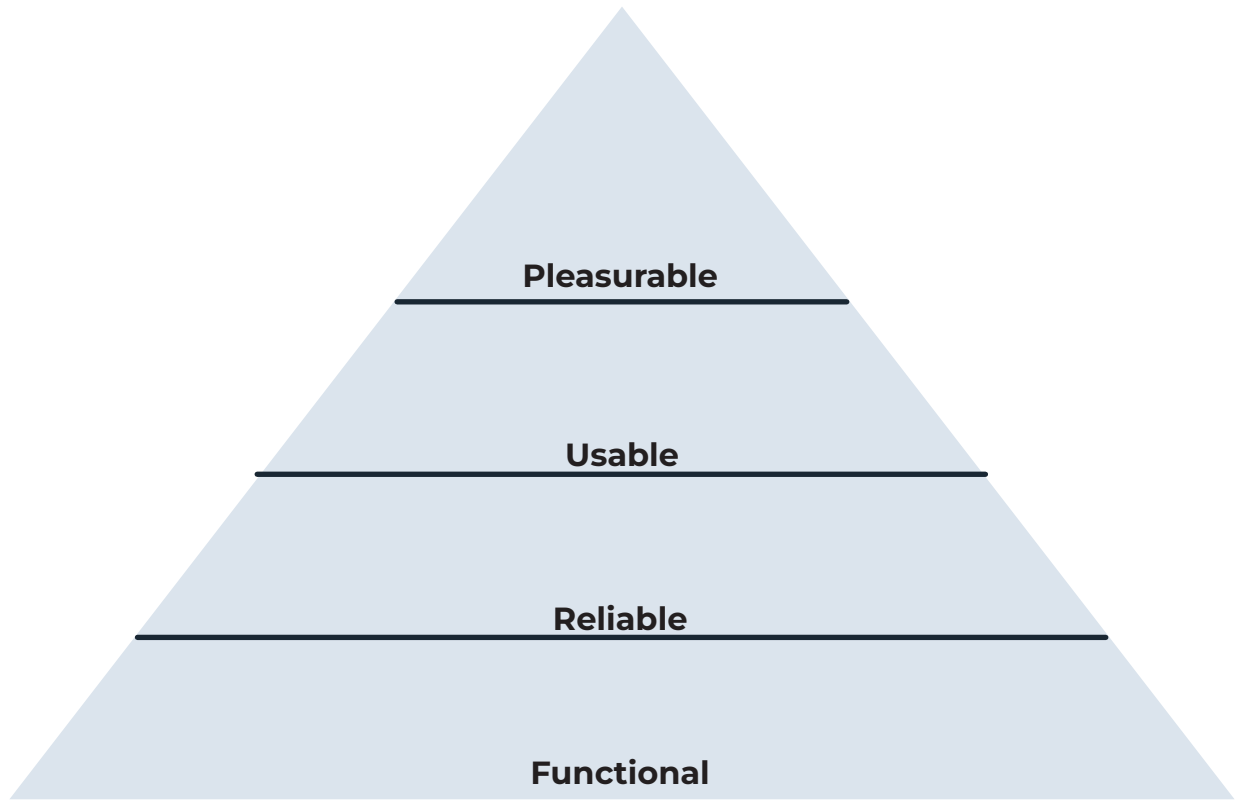
## 6. Colors



Space concerns the area around an object. The space can be negative or positive. The positive one refers to the subject or areas of interest, like a person's face or furniture in the dining room.

The basic shape and size of an object make people differentiate them and identify. For instance, you can create simple or complex things by merely using straight lines – in the below image – a combination of lines seems like an input form.

# Relation between Visual Design and its Usability



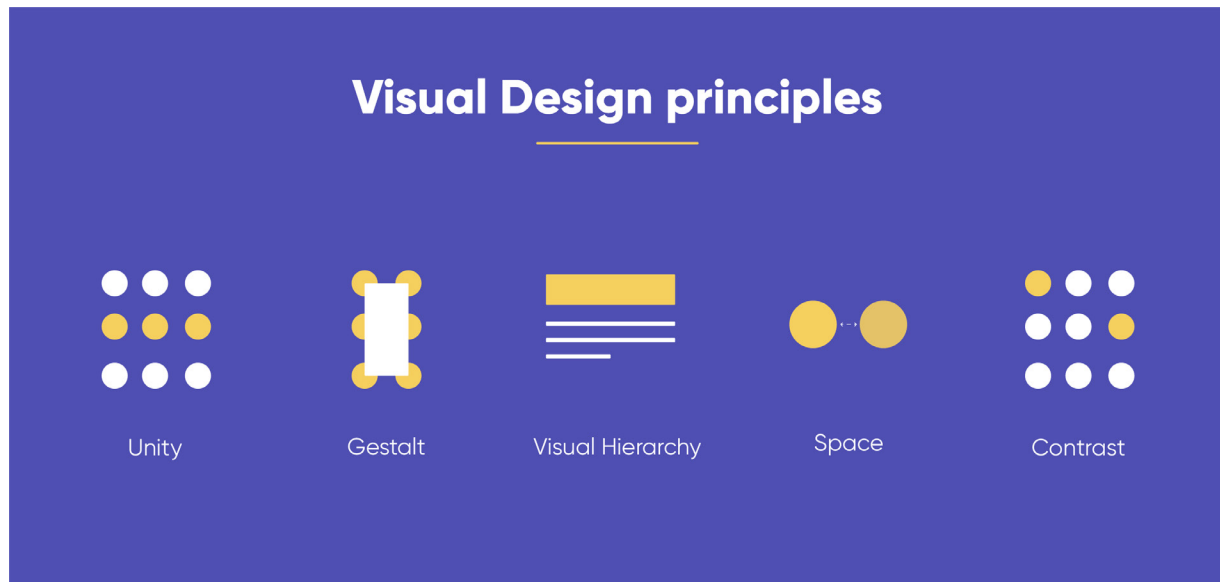
## Aarron Walter's Hierarchy of User Needs

It takes a lot of time for users to complete a task using digital products. Thus, the UI must be simple, intuitive, and predictable to ease it out for users to achieve their goals quickly. And that's why functionality, reliability, and usability are more vital to visual design.

Also, in terms of user experience, UX designers stress more on usability so that users' journeys are as smooth as possible.

Hence, when there is a clear indication for the approval of the overall design direction, you can proceed to focus on making the user interface (UI) pleasurable and digestible by arranging visual elements.

# Visual Design Principles for Visual Designers



## Unity

It deals with all the elements on a web page visually or conceptually appearing to belong together.

## Space

When you place something for your abstract idea, it's a space.

## Balance

It generates the perception that all the elements in a design have equal distribution.

## The Scale

The scale helps identify a range of sizes by creating interest and depth to demonstrate how each item concerns the other based on its size.

## Gestalt

It helps users in perceiving the overall design as opposed to individual elements.

## The Hierarchy

It shows the difference in significance between items.

## The Contrast

Contrast is to make objects in the design stand out by emphasizing differences in color, color, direction, and other

## Dominance

It focuses on having one element as the focal point and others as subordinate.



# Top 5 UX Design Trends

Although trends originating from the research and development in designs can make your visual design look intuitive and attractive to users, it's vital to evaluate every trend.

*Let's see what design trends are there to follow in 2022 –*

## 1 Anthropomorphic Animations

Anthropomorphism refers to attributing human emotions, intentions, and characteristics to non-human objects. User experience designers can involve Anthropomorphic Animations to turn abstract shapes into likable moving characters that mimic humans.

## 2 Password-Less Login

Keeping passwords secure in an era of multiple accounts of an individual is very confusing, according to the survey of 2005 Americans. This survey says that 57% of people forget their passwords right after resetting them. On the other hand, 65% feel that they should write their passwords down so that they don't forget them.

Hence, forgetting passwords is a thing now, and you need to address it.

## 3 Material Design

Material design = a "Design Language System." It is all about bringing life to the material.

## 4 Bold Typography

Human attention span is 8 seconds today and is decreasing day by day. So, to keep users hooked on your website/app is challenging. And that's why brands are now pushing for large and bold typography in 2022.

## 5 Advanced Personalization

Personalization is integral to the essentials of UI/UX design. Today, delivering highly targeted and personalized content is in top trend.



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## Resources

[The Impact of Visual Design On Overall User Experience](#)

[A Beginner's Guide To Be A UX and UI Designer](#)

[Difference Between UX and UI Design – Learner's Guide](#)

[Top 5 UI Trends to Look Out for in 2022](#)