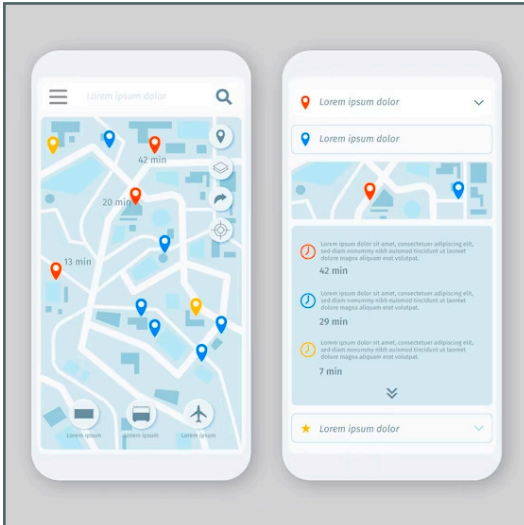


EXEMPLAR ANSWERS

Elements & Principles and Interactive Experience Design



<https://www.freepik.com/free-photos-vectors/map-ui>

How has the elements of line and colour been used to provide a more intuitive experience for the end user?

LINE

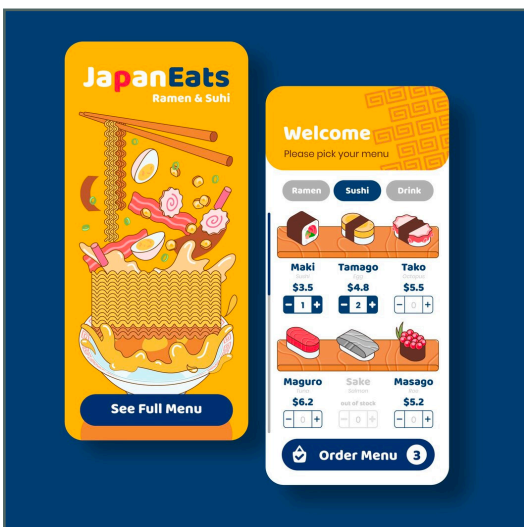
Creating Hierarchy and Structure: Lines have been used to separate different sections of the interface. For instance, the header section with the user's name and email is clearly defined from the main menu options using a subtle line.

Illustrating direction: Lines are also used to guide the user's eye. The underlines beneath active page icons (e.g., the map symbol) indicate the current page, guiding users intuitively.

COLOUR

Visual Contrast: The blue and white colour palette is not just aesthetically pleasing but also creates clear visual contrast. This contrast aids in distinguishing different sections and elements, making the interface more readable.

Highlighting Key Features: Vibrant colours like red, purple, and green have been used for map markers, drawing attention to key locations. This ensures that users can quickly identify and navigate to important points.



https://www.freepik.com/free-vector/flat-design-food-instagram-stories-design_18307650.htm

Describe how line and shape have been used in combination effectively to depict the various foods effectively.

EXAMPLE ANSWER 1

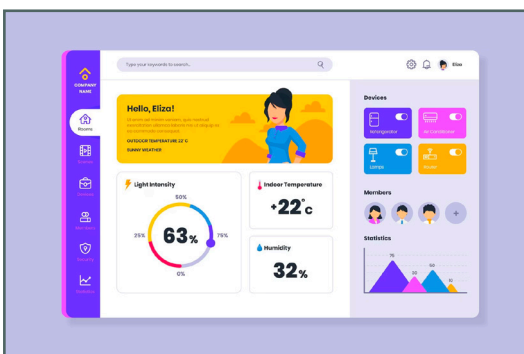
Harmony and Contrast: Lines and shapes work in tandem to create both harmony and contrast. The straight lines of chopsticks play against the curvaceous form of the ramen bowl, highlighting its roundness.

The layering of different shapes, delineated by lines, as seen in the toppings of the ramen, results in a rich visual composition that provides a sense of depth.

EXAMPLE ANSWER 2

Texture Through Line Within Shapes: Within the broader shapes, finer lines are employed to depict texture and layers. The lines within the sushi pieces, for example, highlight the layers of fish, rice, and seaweed, adding dimension to the basic rectangular shape.

The use of parallel lines in the ramen noodles, nested within the bowl's circular shape, provides a sense of volume and intricacy to the dish.



https://www.freepik.com/free-vector/smart-home-management_9205641.htm

Describe and evaluate how the designer has created hierarchy within this interface design.

Hierarchy through scale: The largest elements such as the "Hello, Eliza!" greeting and the user's avatar draw immediate attention, signaling importance. The doughnut chart displaying "Light Intensity" is also prominently sized, emphasizing its relevance to the user.

Smaller icons and text are used for secondary information, like the menu on the left and device names on the right.

Hierarchy through colour and contrast: A bold purple is used for the side menu, making it distinct from the main content area. This color choice also helps in differentiating primary navigation from secondary content.

Contrasting colors are used to represent different data points, like in the "Statistics" graph, aiding in clarity and differentiation.

Bright and distinct colors are used for the device cards, making them pop and easy to identify.