Tutorial: Principles of Interaction Design

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This tutorial introduces 23 key principles of interaction design used every day by interaction designers to design better user interfaces, faster.

Most interaction designers come to the field with little formal training in user interface design. They apply personal experience, intuition, imitation and extensive evaluation to produce their user interfaces. Along the way, they build a body of conscious and unconscious principles that help them consistently and rapidly produce high-quality user interfaces.

In this tutorial beginner and experienced interaction designers will develop their working vocabulary of these design principles. Participants will build their skills in identifying and applying these principles to produce high-quality designs which are based on sound principles – and in less time. Familiarity with these interaction design principles will also assist participants to communicate, discuss and defend their designs in their everyday work.

Over a full day we will identify 23 fundamental principles of interface, information and visual design, discuss how they can be applied and examine examples - good and bad - of their use. Topics covered include universal principles of interaction design such as "functional layering", "direct manipulation" and "visual hierarchy", fundamental guidelines like "Fitt's Law" and cognitive principles like gestalt grouping principles.

This popular tutorial is fast-paced and highly interactive, and participants are encouraged to contribute their own experience and opinions. An ability to constructively critique one's own work, and the work of others, is an invaluable way to build one's own design sensibility – so come prepared to contribute, debate and, yes, design.

The day ends with a hands-on exercise where we will apply our new knowledge to a real-world design problem.

Warning: This tutorial contains crayons.

What this Tutorial is *not* About

This tutorial is *not* about *design process*, but rather the underlying knowledge that designers apply when generating design solutions, regardless of the process.

Neither is this tutorial about *visual design*, although some principles of visual communication are covered.

Your Instructor

Shane Morris is one of Australia's most experienced interaction designers, with 16 years experience designing for all forms of interactive technology from physical devices to mobile applications, kiosks, graphical user interfaces and web sites. Shane has taught interaction design in the USA, UK, Singapore, Malaysia, New Zealand and Australia.

Testimonials

Here are some quotes from "Principles of Interaction Design" participants at CHI 2007 in San Jose.

- *"By far, the best course I took at CHI this year"*

- *"High quality of material and interaction"*

- *"By far best of courses I attended"*

- *"Learned a lot! Wish it were longer!"*

- *"Great energy!"*

- *"Enthusiastic and great speaker"*

- *"He had thought a lot about interaction design, and had some great principles. Obviously a lot of experience too. But the best thing was the energetic way he ran the course...his enthusiasm was infectious!"*

- *"Best instructor at CHI, maybe the best I've ever had."*