

National Occupational Standards: Interactive Media

IM5 Design User Interfaces For Interactive Media Products

Example job titles: Web Designer, Interface Designer, Interaction Designer

Overview	Knowledge and Understanding	Awareness	Performance Statements
<p>This unit is about your ability to design the overall 'look and feel' of the product, following instructions that may be provided:</p> <ul style="list-style-type: none"> ▪ Verbally; ▪ In writing; ▪ Via drawings, wire-frames, storyboards or diagrams. <p>You may need to:</p> <ul style="list-style-type: none"> ▪ Produce visuals for user interfaces and/or environments; ▪ Select sound effects and/or background music and specify how and when they should be used; ▪ Design static and/or animated interface components; ▪ Show how interface elements should respond to user interaction; ▪ Provide component interface assets ready for implementation by others. <p>Some examples of industry-standard software you might use are:</p> <ul style="list-style-type: none"> ▪ Adobe Photoshop ▪ Adobe Illustrator ▪ Adobe Freehand ▪ Adobe Flash ▪ Adobe ImageReady 	<p><i>This is what you must know</i></p> <ol style="list-style-type: none"> a. How to interpret and follow a design brief or other instructions; b. How to analyse product information to identify the technologies and approaches that will be used to implement the interface design; c. The constraints and parameters within which you must design; d. The types of constraints and issues applying to the work of colleagues who will implement your designs, or whose work may be affected by them; e. Relevant standards and conventions relating to user-interface design; f. Principles of interaction design, especially regarding usability and accessibility; g. How to apply accessibility guidelines to comply with legislation; h. Basic principles of design, such as colour theory and typography; i. How sound, animation or other devices can be used to give users feedback on their interactions; j. Where to find relevant sources of additional assets, such as sound libraries etc.; k. How to provide designs in appropriate formats so that they can be easily implemented. 	<p><i>This is what you must be aware of</i></p> <ol style="list-style-type: none"> i. The principles of design in relation to the overall interactive product as well as the component disciplines; ii. The product's purpose and target users; iii. The expectations and requirements of target users; iv. The impact on your work of technical parameters such as the target device's processing power, memory, bandwidth, screen size, resolution, colour depth, input device etc.; v. The technical processes that will be used to realise your designs; vi. Usability and accessibility issues relating to graphical or audio interface components; vii. The implications for your work of accessibility legislation; viii. Current trends and developments in digital design; ix. Your position in the overall production process. 	<p><i>This is what you must be able to do</i></p> <ol style="list-style-type: none"> 1. Design within specified style guidelines; 2. Design within specified parameters and constraints relating to the target platform and medium; 3. Design end user features to facilitate the use of interactive products; 4. Select and agree the visual style and interactive character of products; 5. Design interfaces or environments that are appropriate, easy to use and fit for purpose; 6. Liaise with colleagues to ensure your designs can be implemented within the available resources and project parameters; 7. Liaise with the relevant authority to obtain approval for your designs; 8. Deliver your designs in appropriate formats so that they can be easily implemented; 9. Select or create appropriate colour palettes for graphical interface assets; 10. Specify where and when additional assets, such as sounds and animations should be incorporated into the interface; 11. Select additional assets, such as sound effects, as appropriate to the design; 12. Provide documentation or instructions as required to ensure that others have the necessary information to implement your designs correctly.