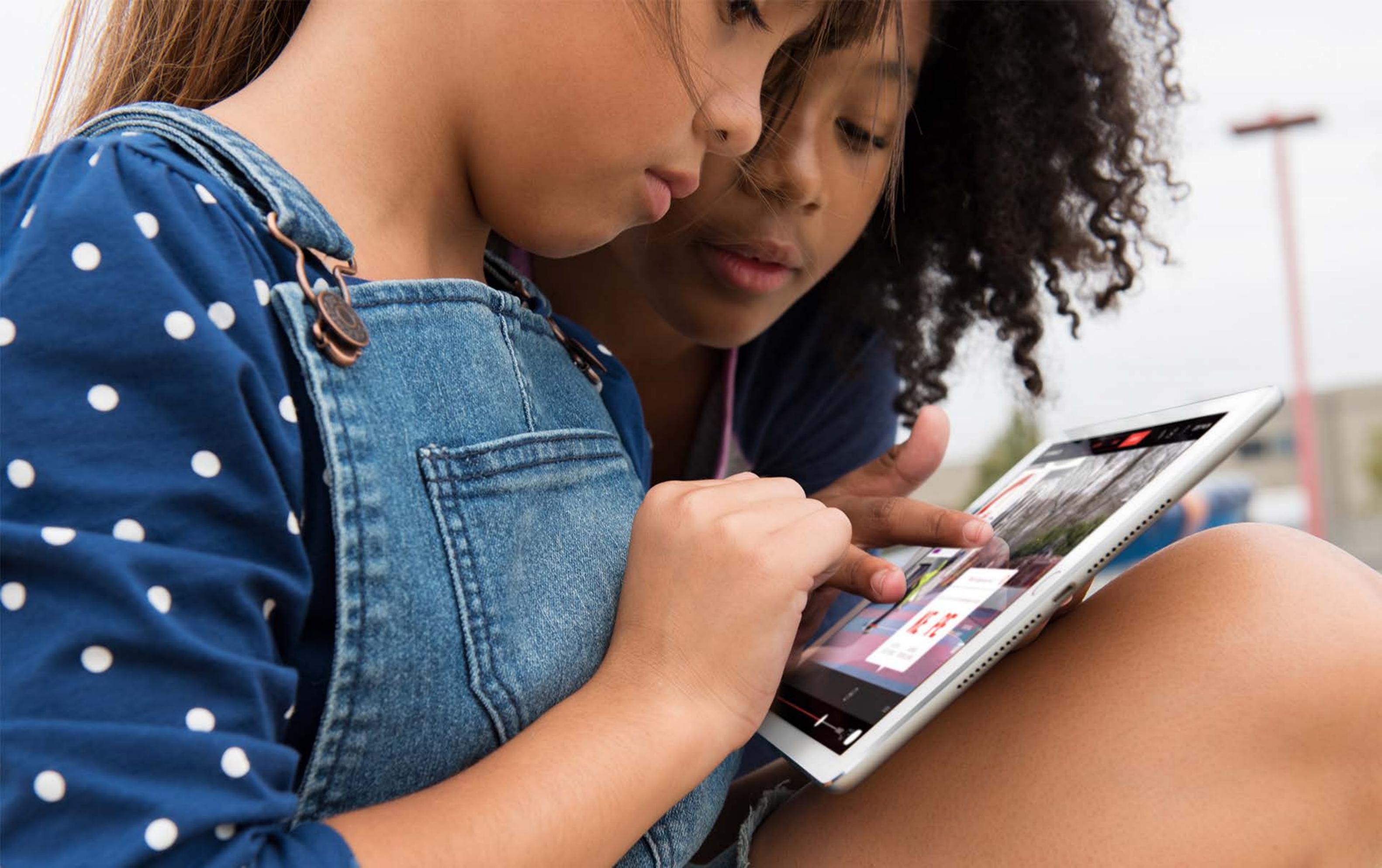


# Inclusive App Design

Best practices for being world-ready

Session 801

Caroline Cranfill Designer and Production Manager, Human Interface











Why should I be inclusive?

67%

Of sales of the second quarter were international

# 2885 Million

Individuals are blind or low vision, worldwide

# Over 1 Billion

Individuals have a disability, worldwide

How can I be more inclusive?

# Agenda

# Agenda

Typography

# Agenda

Typography

Dynamic layouts

# Agenda

Typography

Dynamic layouts

Color

# Agenda

Typography

Dynamic layouts

Color

Iconography

Typography

Inclusive  
App Design  
Best practices for  
being world-ready  
Caroline Cranfill

Inclusive  
App Design

Best practices for  
being world-ready

Caroline Cranfill

# Inclusive App Design

Best practices for  
being world-ready

Caroline Cranfill

100 pt — Inclusive

# App Design

70 pt — Best practices for  
being world-ready

50 pt — Caroline Cranfill

Black

# **Inclusive App Design**

Semibold

**Best practices for  
being world-ready**

Regular

Caroline Cranfill

Capitals

**INCLUSIVE  
APP DESIGN**

Best practices for  
being world-ready

Caroline Cranfill

# **INCLUSIVE APP DESIGN**

**Best practices for  
being world-ready**

Italics — *Caroline Cranfill*

■ Color

# **INCLUSIVE APP DESIGN**

**Best practices for  
being world-ready**

*Caroline Cranfill*

**INCLUSIVE  
APP DESIGN**

**Best practices for  
being world-ready**

Caroline Cranfill

**INCLUSIVE  
APP DESIGN**

**Best practices for  
being world-ready**

*Caroline Cranfill*

# **INCLUSIVE APP DESIGN**

**Best practices for  
being world-ready**

Caroline Cranfill

# **INCLUSIVE APP DESIGN**

**Best practices for  
being world-ready**

Caroline Cranfill

**兼收并蓄，面向世界**

**国际化应用设计范例**

柯嘉琳

# **INCLUSIVE APP DESIGN**

**Best practices for  
being world-ready**

*Caroline Cranfill*

# **兼收并蓄 面向世界**

**国际化应用设计范例**

**柯嘉琳**

# **INCLUSIVE APP DESIGN**

**Best practices for  
being world-ready**

*Caroline Cranfill*

# **兼收并蓄 面向世界**

**国际化应用设计范例**

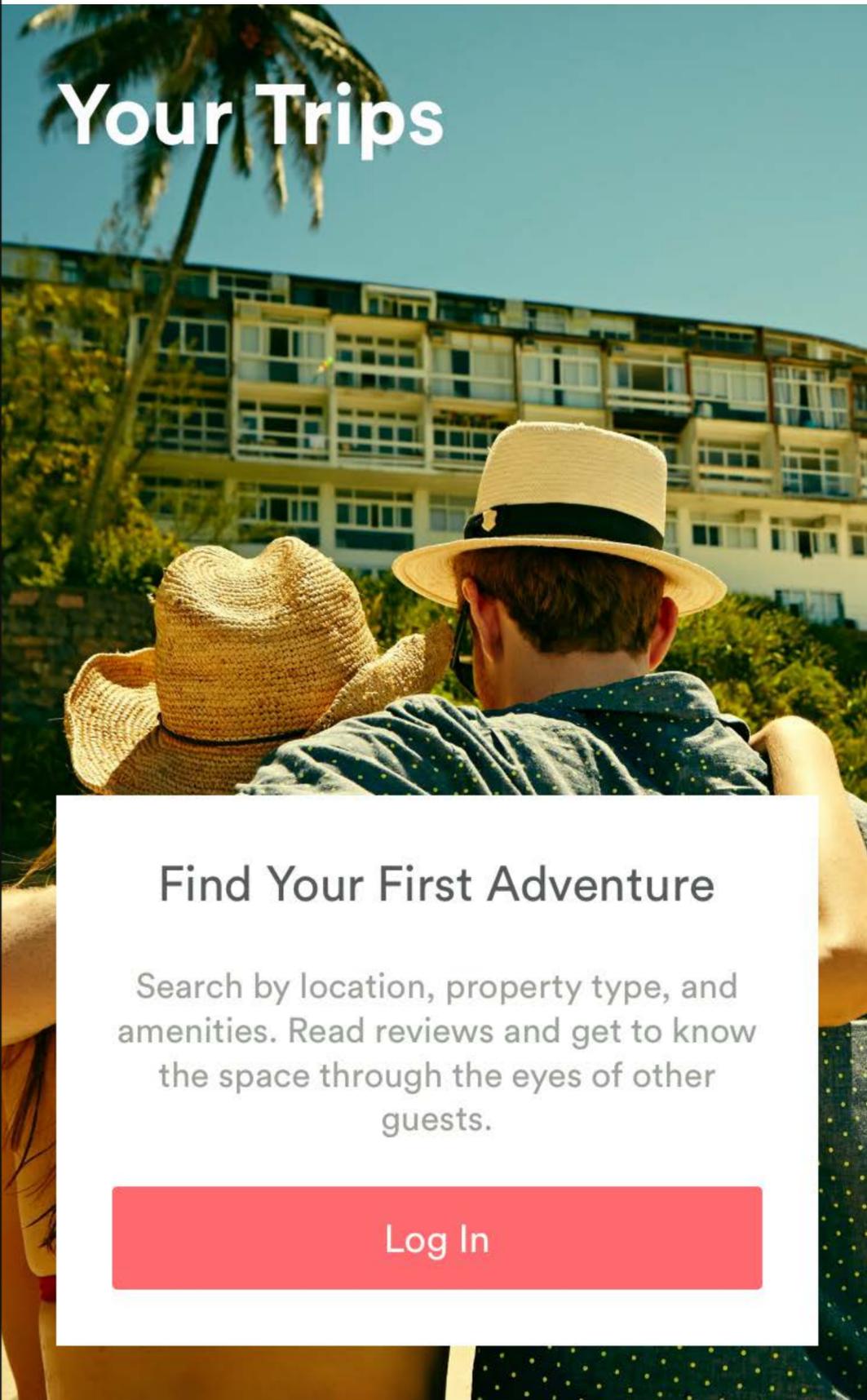
**柯嘉琳**



9:41 AM

100%

# Your Trips



## Find Your First Adventure

Search by location, property type, and amenities. Read reviews and get to know the space through the eyes of other guests.

Log In



9:41 AM

100%

# 旅行



## 最初の冒険探し

所在地、物件タイプ、アメニティ・設備で検索。レビューを読んで、泊まった経験者の目を通して見たお家の様子も知っておこう。

ログイン



# Typography Considerations

# Typography Considerations

Non-Latin writing systems

Hello!

Latin

À Á Â Ã Ä Ö Ç

Extended Latin

Hello!

Latin

Здравствуйте!

Cyrillic

Γεια σου!

Greek

こんにちは!

Japanese

您好!

Chinese

안녕하세요!

Korean

مرحبًا!

Arabic

שלום!

Hebrew

สวัสดี!

Thai

नमस्ते!

Devanagari

HELLO! ЗДРАВСТВУЙТ

Latin

Cyrillic

ΓΕΙΑ ΣΟΥ! こんにちは!

Greek

Japanese

您好! 안녕하세요! مرحبًا!

Chinese

Korean

Arabic

!דילש

Hebrew

สวัสดี!

Thai

नमस्ते!

Devanagari

HELLO! ЗДРАВСТВУЙТ

Latin

Cyrillic

ΓΕΙΑ ΣΟΥ! こんにちは!

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Japanese

您好! 안녕하세요! مرحبًا!

Chinese

Korean

Arabic

!דילש

Hebrew

สวัสดี!

Thai

नमस्ते!

Devanagari



# Typography Considerations

Non-Latin writing systems

# Typography Considerations

Non-Latin writing systems

Different numbers of font weights per script

Ultralight

Hello!

Thin

Hello!

Light

Hello!

Regular

Hello!

Medium

**Hello!**

Semibold

**Hello!**

Bold

**Hello!**

Heavy

**Hello!**

Black

**Hello!**

Ultralight	Hello!		您好!	안녕하세요!				
Thin	Hello!		您好!	안녕하세요!				
Light	Hello!		您好!	안녕하세요!	!םלש		स्वस्ति!	नमस्ते!
Regular	Hello!	こんにちは!	您好!	안녕하세요!	!םלש	مرحبًا!	स्वस्ति!	नमस्ते!
Medium	<b>Hello!</b>		<b>您好!</b>	<b>안녕하세요!</b>				<b>नमस्ते!</b>
Semibold	<b>Hello!</b>		<b>您好!</b>	<b>안녕하세요!</b>	<b>!םלש</b>	<b>مرحبًا!</b>	<b>स्वस्ति!</b>	<b>नमस्ते!</b>
Bold	<b>Hello!</b>	<b>こんにちは!</b>		<b>안녕하세요!</b>				<b>नमस्ते!</b>
Heavy	<b>Hello!</b>			<b>안녕하세요!</b>				
Black	<b>Hello!</b>			<b>안녕하세요!</b>				

Ultralight	Hello!		您好!	안녕하세요!				
Thin	Hello!		您好!	안녕하세요!				
Light	Hello!		您好!	안녕하세요!	!םלש		स्वस्ति!	नमस्ते!
Regular	Hello!	こんにちは!	您好!	안녕하세요!	!םלש	مرحباً!	स्वस्ति!	नमस्ते!
Medium	Hello!		您好!	안녕하세요!				नमस्ते!
Semibold	Hello!		您好!	안녕하세요!	!םלש	مرحباً!	स्वस्ति!	नमस्ते!
Bold	Hello!	こんにちは!		안녕하세요!				नमस्ते!
Heavy	Hello!			안녕하세요!				
Black	Hello!			안녕하세요!				

# Typography Considerations

Non-Latin writing systems

Different numbers of font weights per script

# Typography Considerations

Non-Latin writing systems

Different numbers of font weights per script

Larger text sizes are more universal

A

A

A

A

A

A

A

龜

75pt

A

龜

40pt

A

龜

17pt

A

龜

11pt

A

龜

8pt

A

龜

6pt

A

龜

5pt

A

龜

75pt

A

龜

40pt

A

龜

17pt

A

龜

11pt

A

龜

8pt

A

龜

6pt

A

龜

5pt

A



# Typography Considerations

Non-Latin writing systems

Different numbers of font weights per script

Larger text sizes are more universal

# Typography Considerations

Non-Latin writing systems

Different numbers of font weights per script

Larger text sizes are more universal

Tall writing systems

# Tall Writing Systems

Ăng

Vietnamese

ลูกน้ำ

Thai

توان

Arabic

नङ्ग

Hindi

Ang ลกาน่า ʻānā ʻānā ʻānā

ascender

baseline

descender

Àng ลุกนำ ٲوان ๗๕

ascender

baseline

descender

Ang ลุกนำ ٲوان ๗๕

ascender

baseline

descender

Àng ลุกนำ ٲوان ๗๕

ascender

baseline

descender

Ang ลุกนำ ٲوان 𑂣𑂳𑂰𑂱

ascender

baseline

descender

Àng ลุกนำ ٲوان ٲ

ascender

baseline

descender

Àng ลุกนำ ٲوان लङ्ग



Áng ลุกน้ำ ٲوان ٲا



How does this affect layout?

**Lorem ipsum dolor sit amet**

Lorem ipsum dolor sit amet, persisus  
bonorum constituam eam, ubique  
platinum, qui feugiat dissentias ei.

LOREM

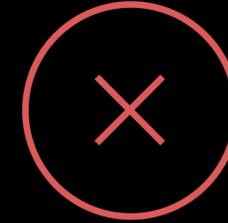
ปฏิบัติประพฤติกฎกำหนด

เป็นมนุษย์สุดประเสริฐเลิศคุณค่า  
กว่าบรรดาฝูงสัตว์เดชะฉาน  
จงฝ่าฟันพัฒนาวิชาการ

พูดจาให้จ๊ะ







**Lorem ipsum dolor sit amet**

Lorem ipsum dolor sit amet, persisus bonorum constituam eam, ubique platinum, qui feugiat dissentias ei.

**LOREM**

**ปฏิบัติประพฤติกฎกำหนด**

เป็นมนุษย์สุดประเสริฐเลิศคุณค่า  
กว่าบรรดาฝูงสัตว์เดชะฉฉาน  
จงฝ่าฟันพัฒนาวิชาการ

**พูดจาให้จ๊ะ**



**Lorem ipsum dolor sit amet**

Lorem ipsum dolor sit amet, persisus bonorum constituam eam, ubique platinum, qui feugiat dissentias ei.

**LOREM**

**ปฏิบัติประพฤติกฎกำหนด**

เป็นมนุษย์สุดประเสริฐได้คุณค่า  
กว่าบรรดาฝูงสัตว์เดรัจฉาน  
จงฝ่าฟันพัฒนาวิชาการ

**พูดจาให้จ๊ะ**

# Things to Remember

# Things to Remember

Maintain clear hierarchy

Hello  
HELLO  
*Hello*  
Hello

# Things to Remember

Maintain clear hierarchy

Large font sizes

龜

75pt

A

龜

40pt

A

龜

17pt

A

龜

11pt

A

# Things to Remember

Maintain clear hierarchy

Large font sizes

Do the right thing for the text



Ang ลูกน้ำ ๓๖๕๘

# Agenda

Typography

Dynamic layouts

Color

Iconography

---

Typography and Fonts

Presidio

Wednesday 9:00AM

---

# Agenda

Typography

Dynamic layouts

Color

Iconography

# Dynamic Layouts

English **Edit**

English **Edit**

Russian **Редактир**

English **Edit**

Russian **Редактировать**

3x

English Edit

Russian Редактировать

English **Press home to open**

Greek **Πατήστε το κουμπί Αφετηρίας για άνοιγμα**

2x

English Press home to open

Greek Πατήστε το κουμπί Αφετηρίας για άνοιγμα

English Photos creates rich collections from the best moments in your library.

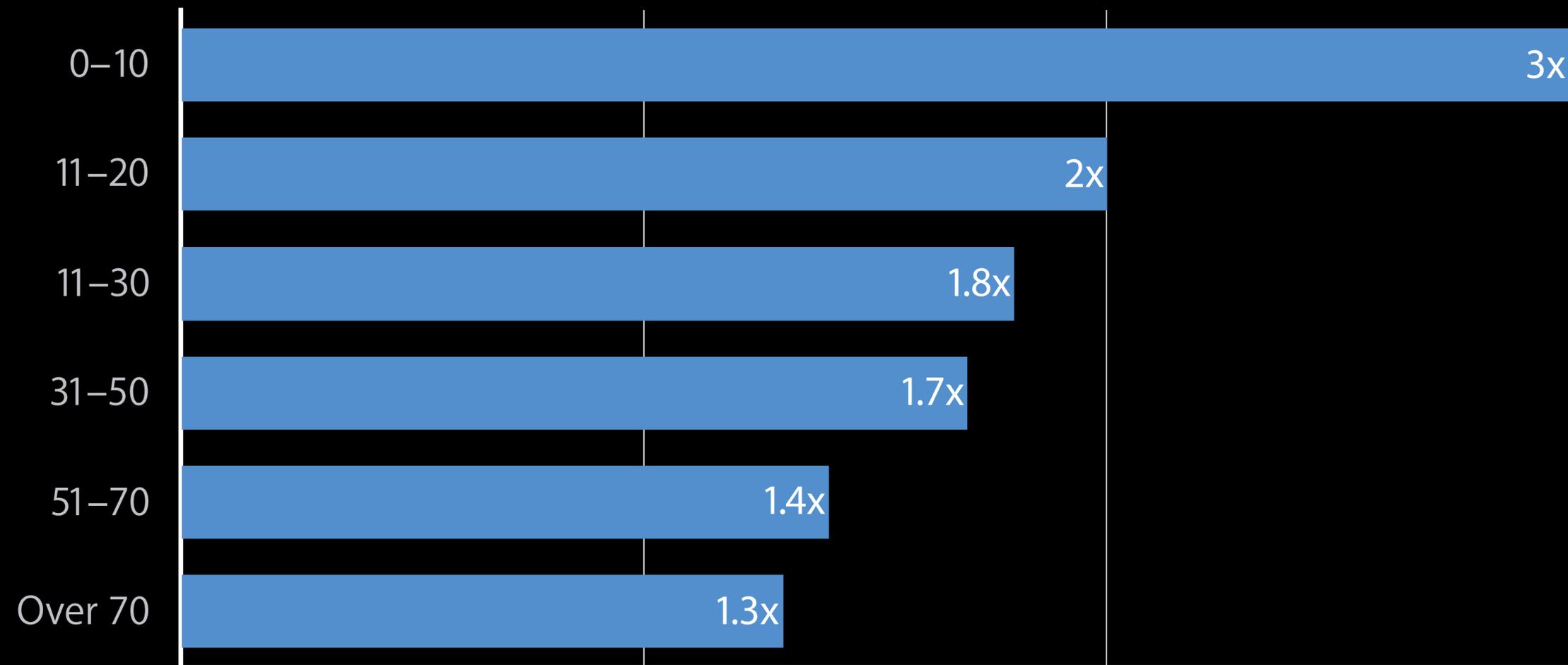
German Mit „Fotos“ werden sehenswerte Sammlungen der schönsten Fotomomente in deiner Mediathek erstellt.

# 1.3x

English Photos creates rich collections from the best moments in your library.

German Mit „Fotos“ werden sehenswerte Sammlungen der schönsten  
Fotomomente in deiner Mediathek erstellt.

# Text Length



Length of String Compared to English

You would hate for the end of a  
very important message to be

*lost.*

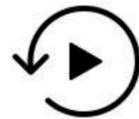
I need a dynamic layout!



9:41 AM

100%

## What's New in Photos



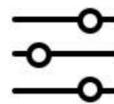
### Relive Your Best Memories

Photos creates rich collections from the best moments in your library.



### All Your People in One Place

Photos automatically scans your library to create a People album of familiar faces.



### Edit Live Photos

Now you can filter, crop, adjust, and rotate any Live Photo you take.

Continue

# “照片”新功能



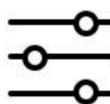
## 让美好回忆再次鲜活

“照片”从图库中摘选最佳时刻，  
为您创建丰富的精选回忆。



## 集中管理所有人物

“照片”将自动扫描图库，为熟悉的  
的面孔创建“人物”相簿。



## 编辑 Live Photo

现在您可以裁剪、调整或旋转您拍  
摄的 Live Photo，或添加滤镜。

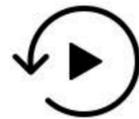
继续



9:41 AM

100%

## Neu in „Fotos“



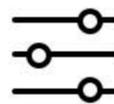
### Die besten Andenken noch einmal erleben

Mit „Fotos“ werden sehenswerte Sammlungen der schönsten Fotomomente in deiner Mediathek erstellt.



### Alle Personen an einer Stelle

Mit „Fotos“ wird deine Mediathek automatisch gescannt, um ein Personenalbum voll bekannter Gesichter zu erstellen.

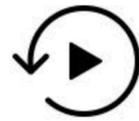


### Live Photos bearbeiten

Alle von dir aufgenommen Live Photos können jetzt mit Filtern versehen, beschnitten, angepasst oder gedreht werden.

Fortfahren

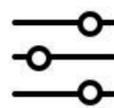
# มีอะไรใหม่ในแอปรูปภาพ



ชูปความทรงจำที่น่าประทับใจอีกครั้ง  
แอปรูปภาพจะสร้างคอลเลคชั่นของค  
ความทรงจำที่ดีที่สุดจากคลังของคุณ



ผู้คนทั้งหมดของคุณอยู่ในที่เดียวกัน  
แล้ว  
แอปรูปภาพจะสแกนคลังของคุณโดย  
อัตโนมัติเพื่อสร้างอัลบั้มผู้คนจาก  
ใบหน้าต่างๆ ที่คล้ายกัน

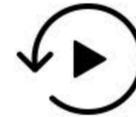


แก้ไข Live Photo  
คุณสามารถฟิลเตอร์ ครอบตัด ปรับ  
แต่ง และหมุน Live Photo ที่คุณถ่าย  
ได้แล้ว

ดำเนินการต่อ

## ما الجديد في الصور

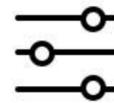
**عش لحظاتك المفضلة من جديد**  
يقوم "الصور" بإنشاء تشكيلة غنية من أفضل اللحظات الموجودة في مكتبتك.



**جميع الأشخاص لديك في مكان واحد**  
يقوم "الصور" تلقائياً بفحص مكتبتك لإنشاء ألبوم "الأشخاص" الذي يضم الوجوه المألوفة لك.



**قم بتحرير صور Live Photo**  
بإمكانك الآن إضافة فلتر إلى صور Live Photo التي تلتقطها، كما يمكنك قصها وتعديلها وتدويرها.



متابعة

One more reason...

Dynamic Type



9:41 AM

100%

## Settings

-  Cellular >
-  Personal Hotspot >
-  VPN

-  Notifications >
-  Control Center >
-  Do Not Disturb >

-  General >
-  Display & Brightness >
-  Wallpaper >
-  Sounds >
-  Siri >
-  Touch ID & Passcode >



9:41 AM

100%

## Settings



Cellular



Personal Hotspot



VPN



Notifications



Control Center



Do Not Disturb



General



Display & Brightness



Wallpaper



Sounds



Siri



Touch ID & Passcode





9:41 AM

100%

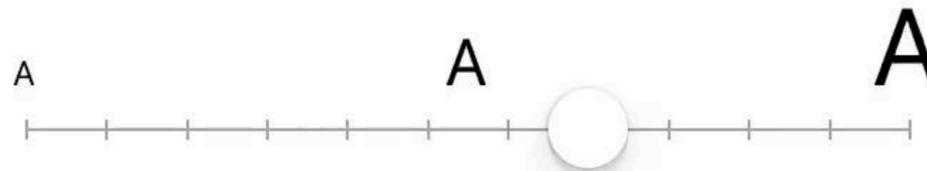
[Accessibility](#) Larger Text

Larger Accessibility Sizes



Apps that support  
Dynamic Type will adjust  
to your preferred reading  
size below.

Drag the slider below





9:41 AM

100%

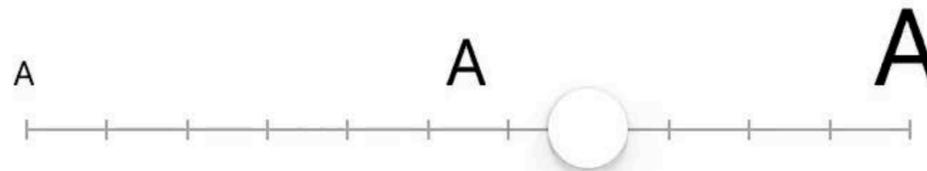
[Accessibility](#) Larger Text

Larger Accessibility Sizes



Apps that support  
Dynamic Type will adjust  
to your preferred reading  
size below.

Drag the slider below





9:41 AM

100%

Introduction



## ## Overview

Welcome to Ulysses for iPhone! If you're familiar with Ulysses for Mac or iPad, you can probably skip this introduction and head straight to the Details and Tips section. This is Ulysses after all, you should get around easily.

If you're entirely new to this, or if you're coming over from Daedalus – welcome aboard! Let's cover some basic concepts to get you started.

1. We believe that writing is about content, about what you want to say – not about fancy formatting. This is why writing in Ulysses means writing plain text, but at the same time more than plain text. We call it “plain text enhanced”. We will come back to this later.
2. Ulysses is a single-library app, and all your texts live in this single library. There is no “Open”, no “Save” – it all happens right here, in this app only.
3. Ulysses utilizes iCloud for storing your texts, if you allow it to do so. This is especially nice if you also use Ulysses on your Mac or iPad, in case you want to



1,606 Characters





9:41 AM

100%

Introduction



## ## Overview

Welcome to Ulysses for iPhone! If you're familiar with Ulysses for Mac or iPad, you can probably skip this introduction and head straight to the Details and Tips section. This is Ulysses after all, you should get around easily.

If you're entirely new to this, or if you're coming over from Daedalus – welcome aboard! Let's cover some basic concepts to get you started.



1,606 Characters



How do I specify a design  
to be dynamic?

watchOS

iOS

Apple TV

---

Headline

Title 1

**Title 1**

Body

Title 2

**Title 2**

Caption 1

Title 3

Title 3

Caption 2

**Headline**

**Headline**

Footnote 1

Body

Subtitle 1

Footnote 2

Callout

**SUBTITLE 2**

Subhead

Subtitle 3

Footnote

**Callout**

Caption1

**Body**

Caption2

**SUBHEAD**

**Footnote**

Caption 1

Caption 2

iOS Human Interface Guidelines Beta

Visual Design ▾

- Animation
- Branding
- Color
- Layout
- Typography**
- Graphics
- UI Bars
- UI Views
- UI Controls
- Extensions
- Technologies
- Resources

xSmall · Small · Medium · **Large (Default)** · xLarge · xxLarge · xxxLarge

## Large (Default)

Style	Weight	Point Size	Leading	Tracking
Title 1	Light	28pt	34pt	13pt
Title 2	Regular	22pt	28pt	16pt
Title 3	Regular	20pt	24pt	19pt
Headline	Semi-Bold	17pt	22pt	-24pt
Body	Regular	17pt	22pt	-24pt
Callout	Regular	16pt	21pt	-20pt
Subhead	Regular	15pt	20pt	-16pt
Footnote	Regular	13pt	18pt	-6pt
Caption 1	Regular	12pt	16pt	0pt
Caption 2	Regular	11pt	13pt	6pt

**Prioritize content when responding to text-size changes.** Not all content is equally important. When someone chooses a larger size, they want to make the content they care about easier to read; they don't always want every word on the screen to be larger.

### Font Usage and Tracking

**Use the correct font variant in interface mockups.** Use SF UI Text for text 19 points or smaller. Use SF UI Display for text 20 points or larger. Adjust tracking appropriately, as follows.

SF UI Text · SF UI Display

SF UI Text

Point Size @2x(144 ppi)      Tracking



watchOS

iOS Large (Default)

Apple TV

---

Headline

Title 1

Title 1

Body

Title 2

Title 2

Caption 1

Title 3

Title 3

Caption 2

Headline

Headline

Footnote 1

Body

Subtitle 1

Footnote 2

Callout

**SUBTITLE 2**

Subhead

Subtitle 3

Footnote

Callout

Caption1

Body

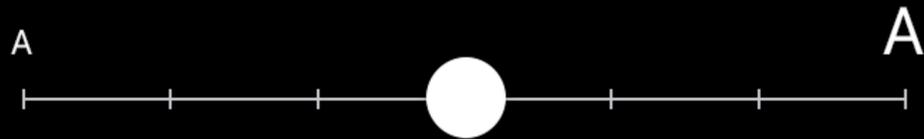
Caption2

**SUBHEAD**

Footnote

Caption 1

Caption 2



xSmall

Small

Medium

Large (Default)

xLarge

xxLarge

xxxLarge

---

Title 1

Title 2

Title 3

**Headline**

Body

Callout

Subhead

Footnote

Caption1

Caption2





9:41 AM

100%

[All Inboxes](#)



**John Appleseed**

To: Derek Cc: Emily & 2 more

[Details](#)



**Yosemite Trip**

Today at 9:41 AM

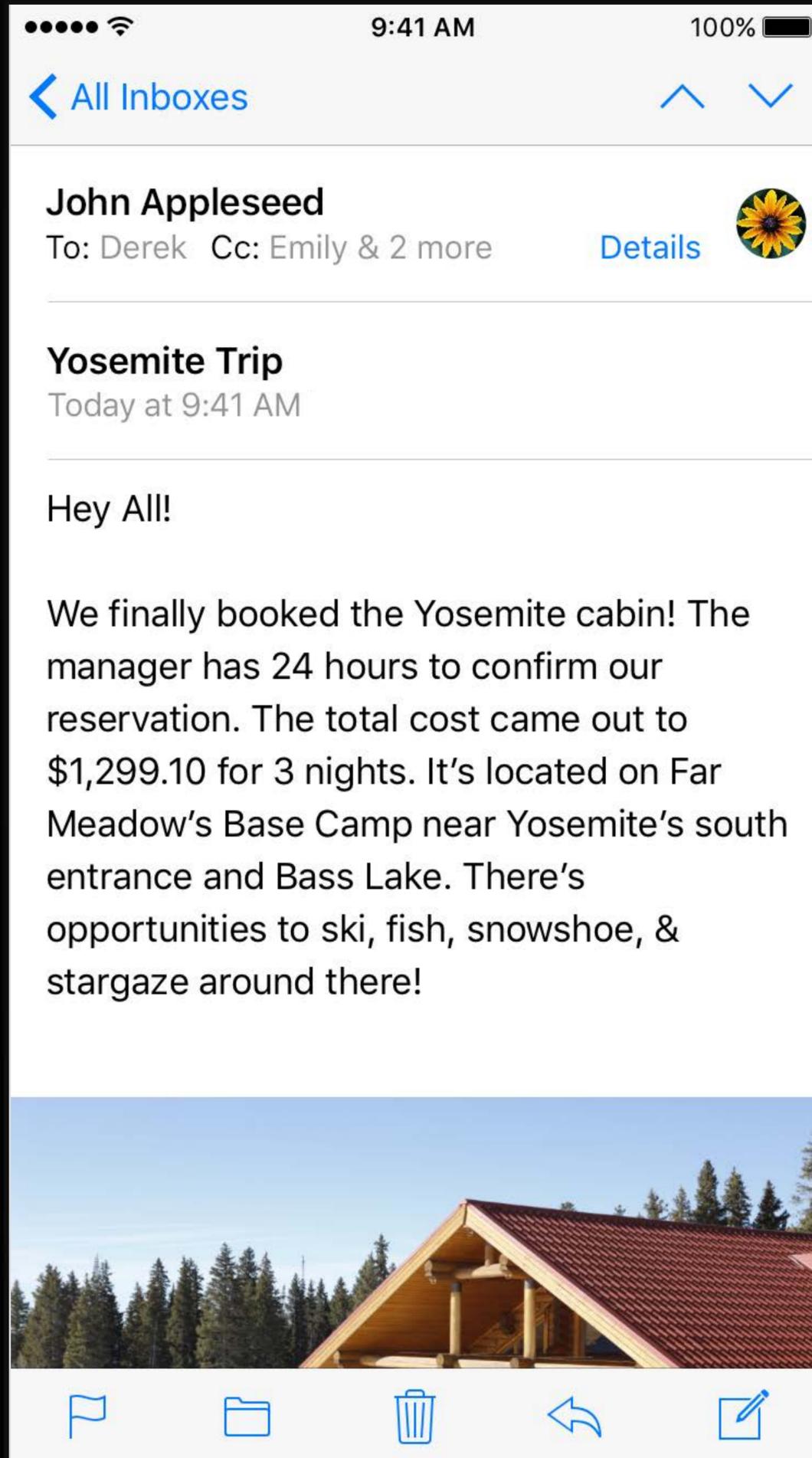
Hey All!

We finally booked the Yosemite cabin! The manager has 24 hours to confirm our reservation. The total cost came out to \$1,299.10 for 3 nights. It's located on Far Meadow's Base Camp near Yosemite's south entrance and Bass Lake. There's opportunities to ski, fish, snowshoe, & stargaze around there!



Headline

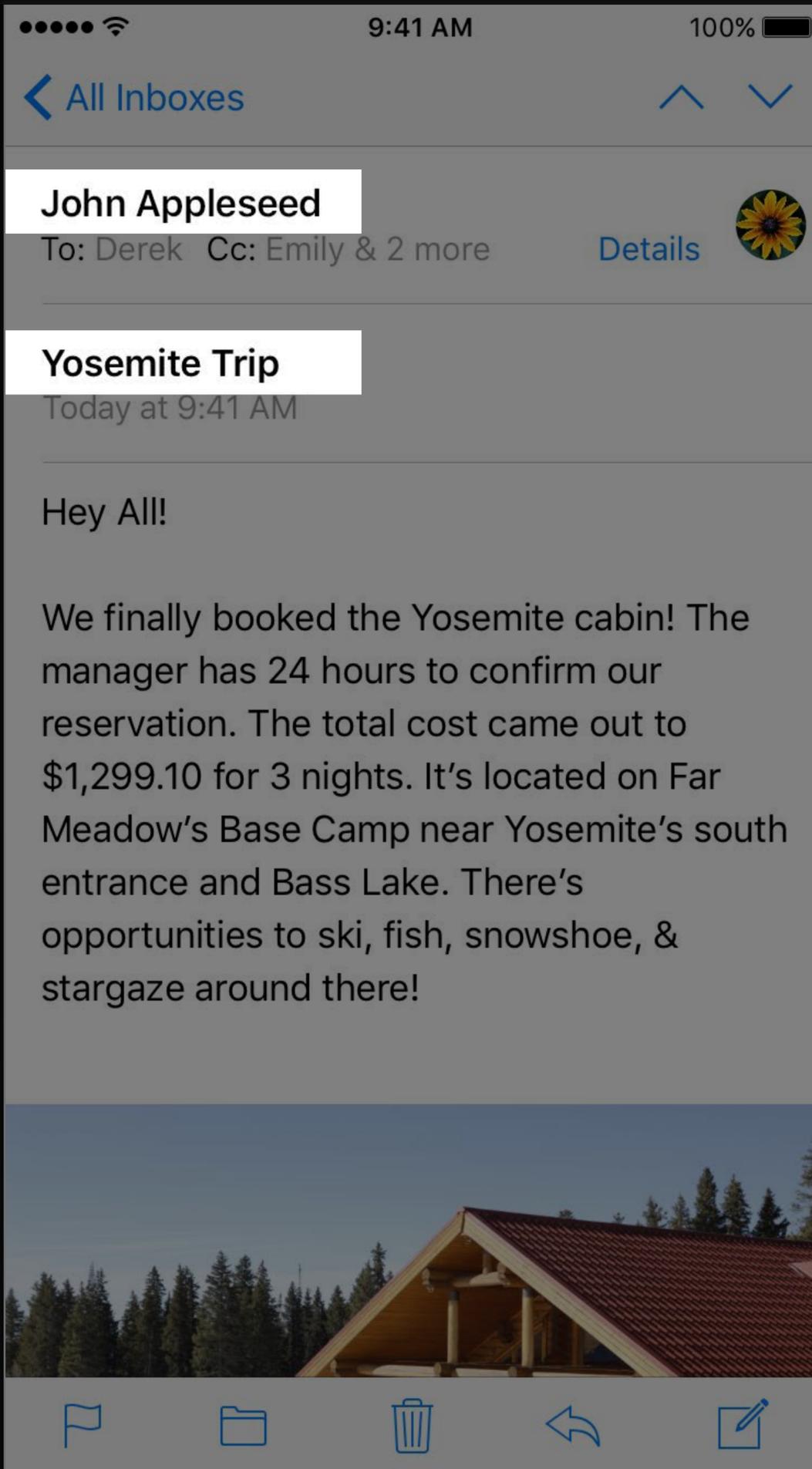
Headline



1

Headline

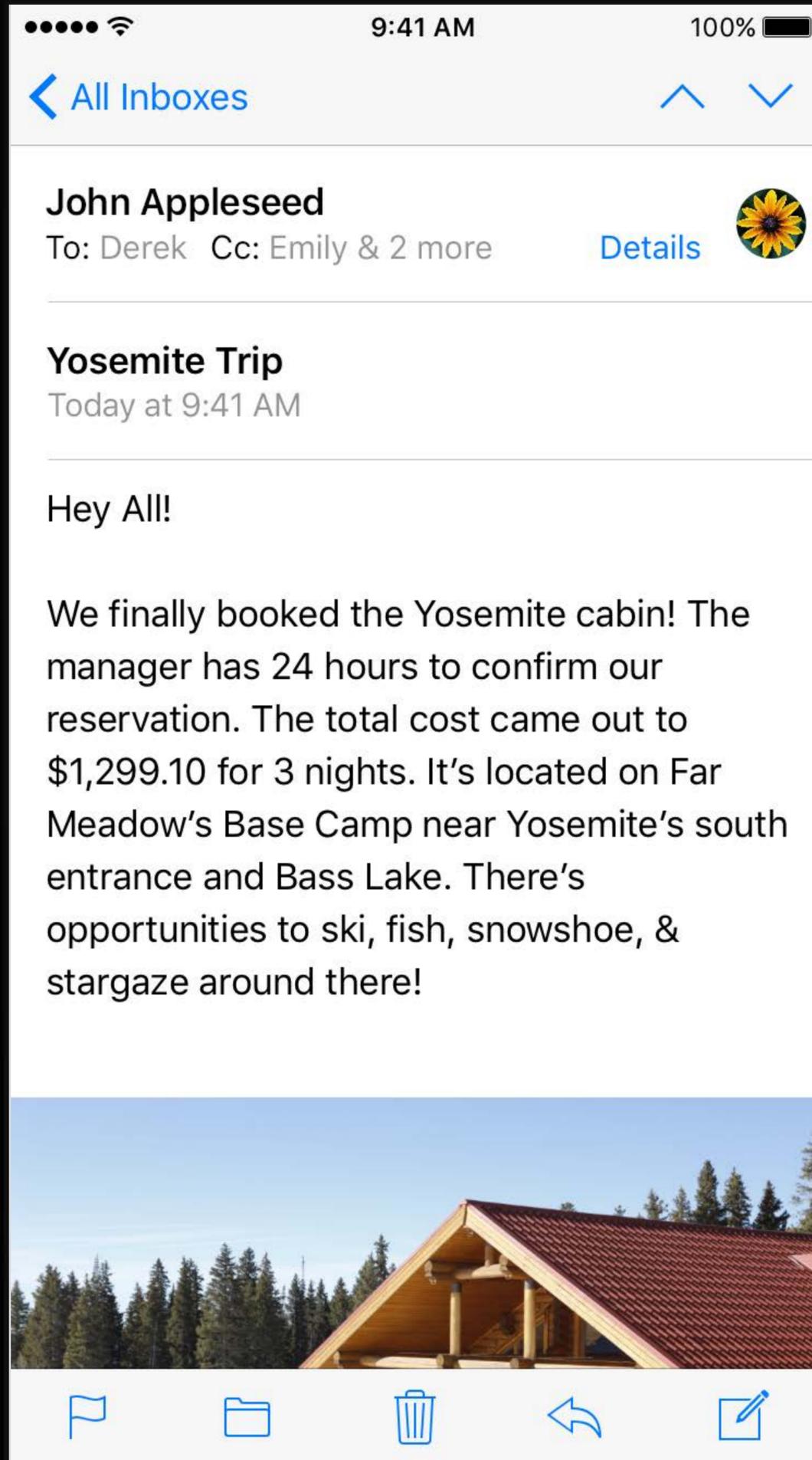
Headline



1

Subhead

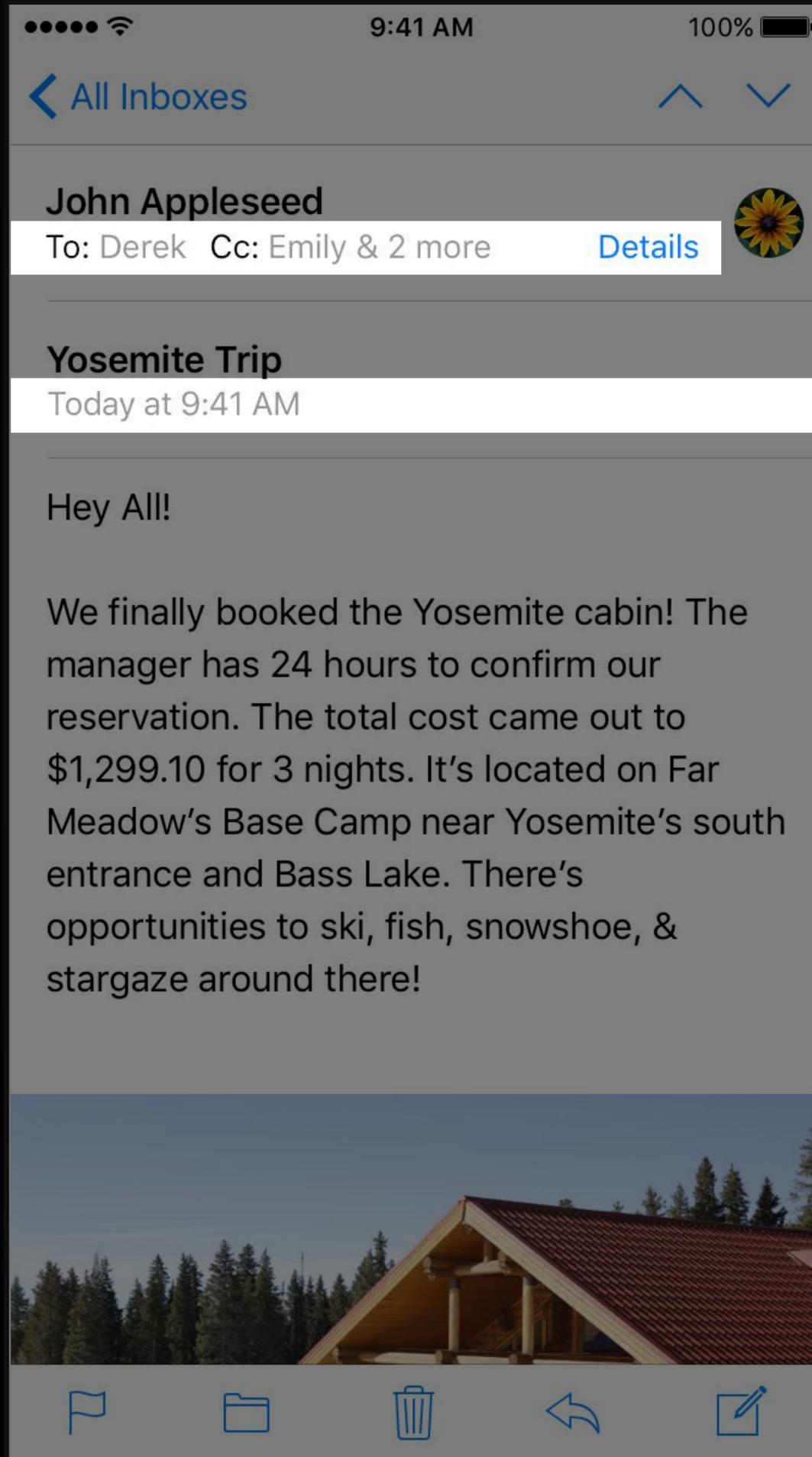
Subhead



1

Subhead

Subhead



1



John Appleseed

To: Derek Cc: Emily & 2 more

Details



Yosemite Trip

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Hey All!

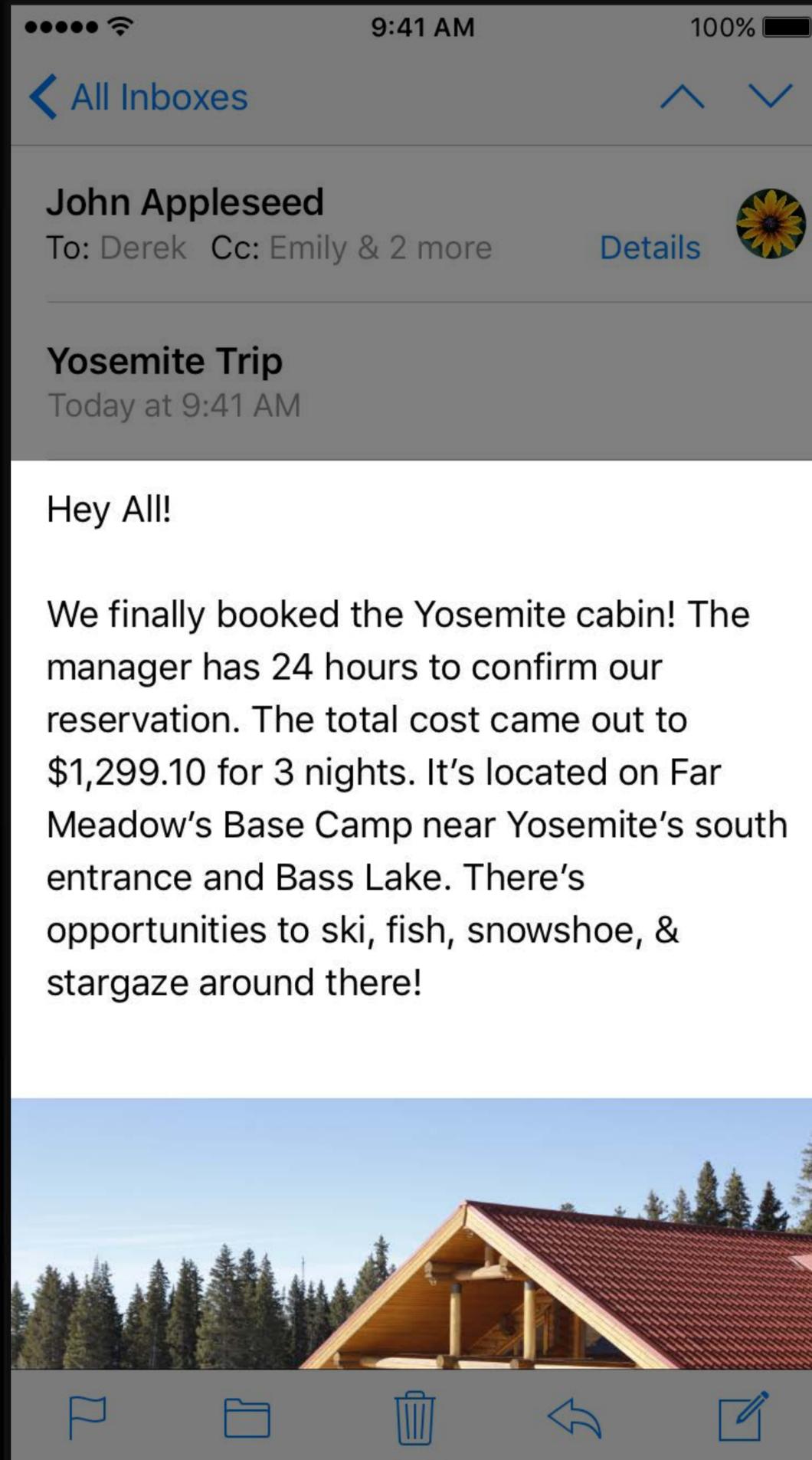
We finally booked the Yosemite cabin! The manager has 24 hours to confirm our reservation. The total cost came out to \$1,299.10 for 3 nights. It's located on Far Meadow's Base Camp near Yosemite's south entrance and Bass Lake. There's opportunities to ski, fish, snowshoe, & stargaze around there!



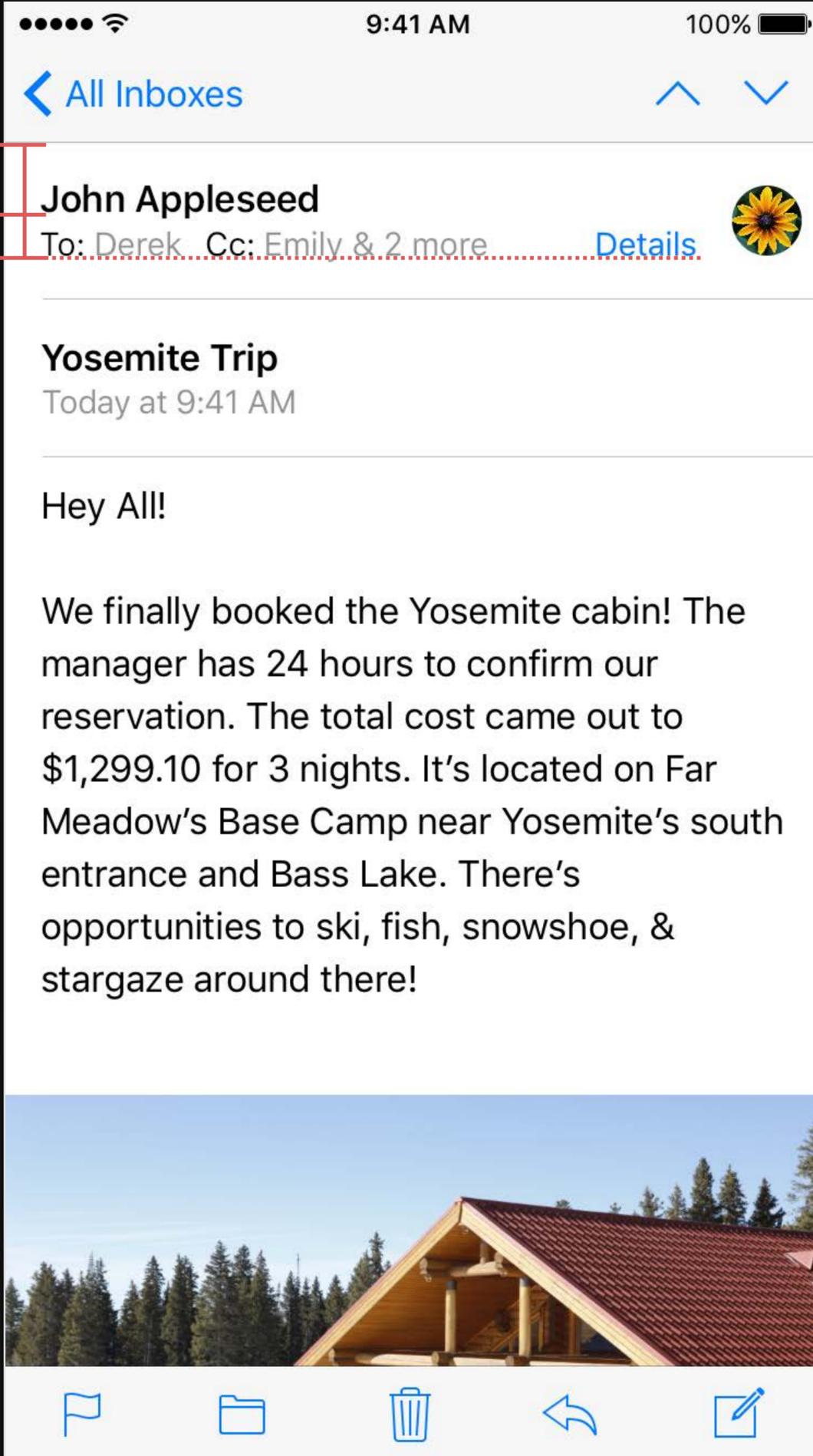
Body

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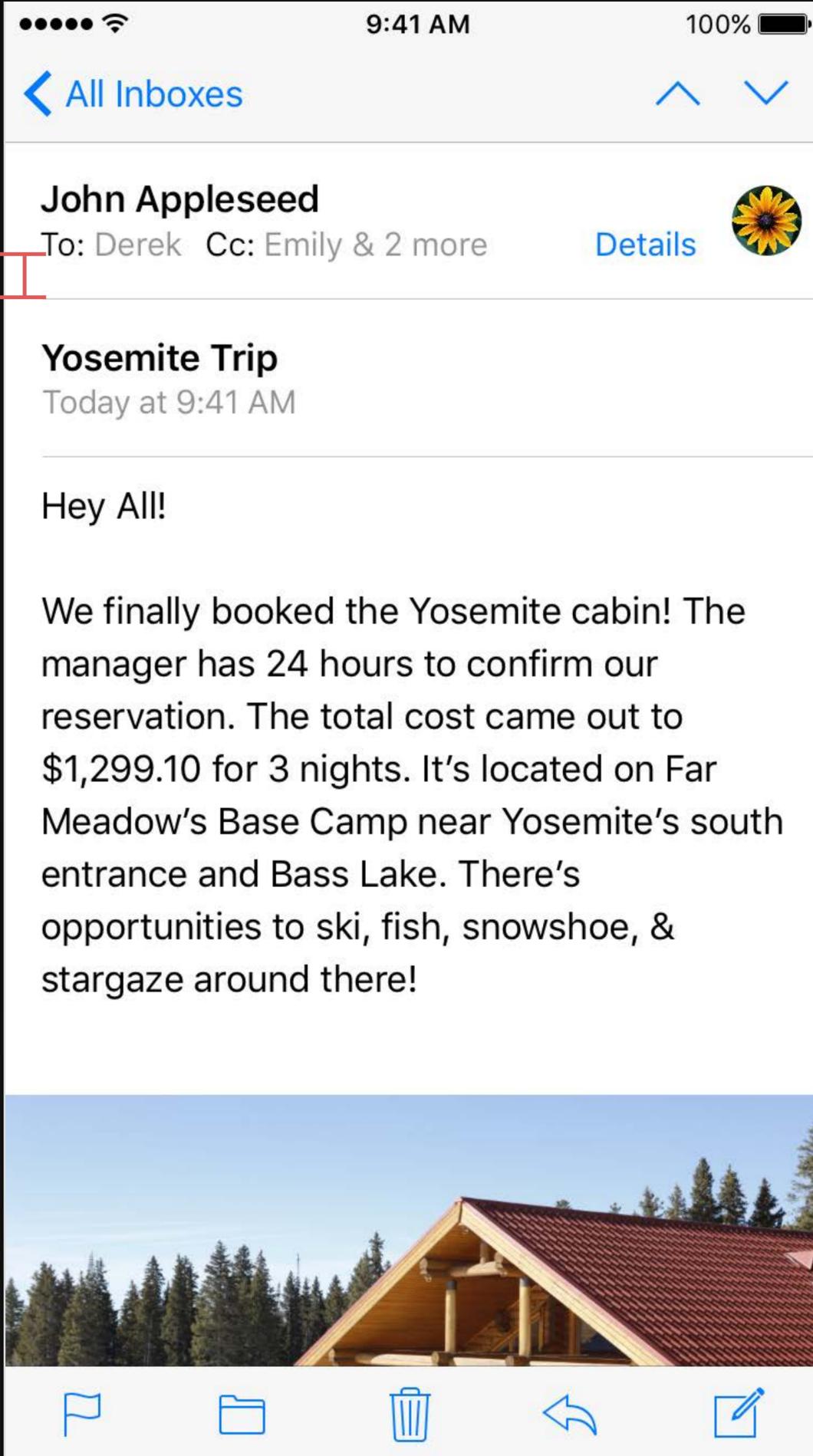
Body



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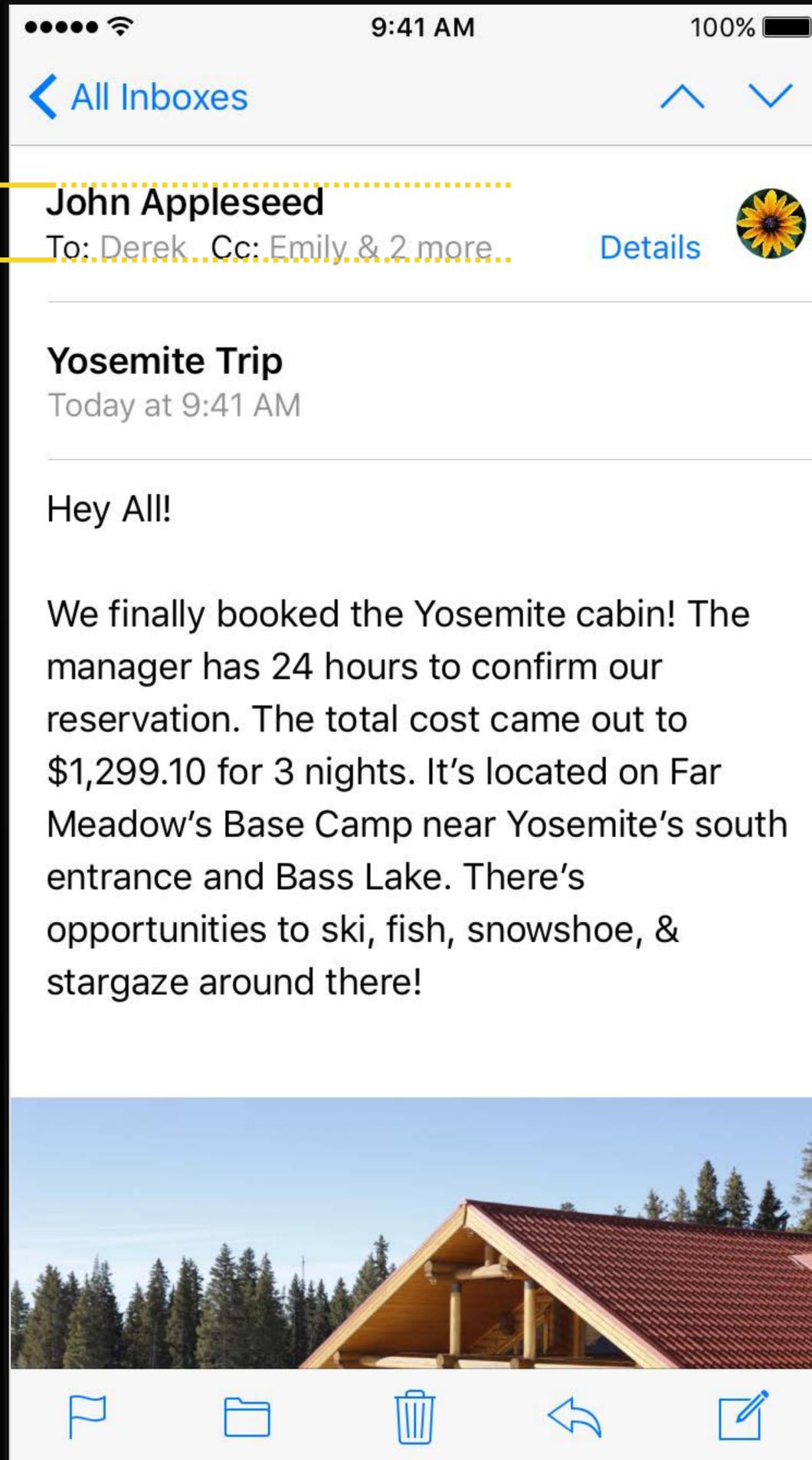


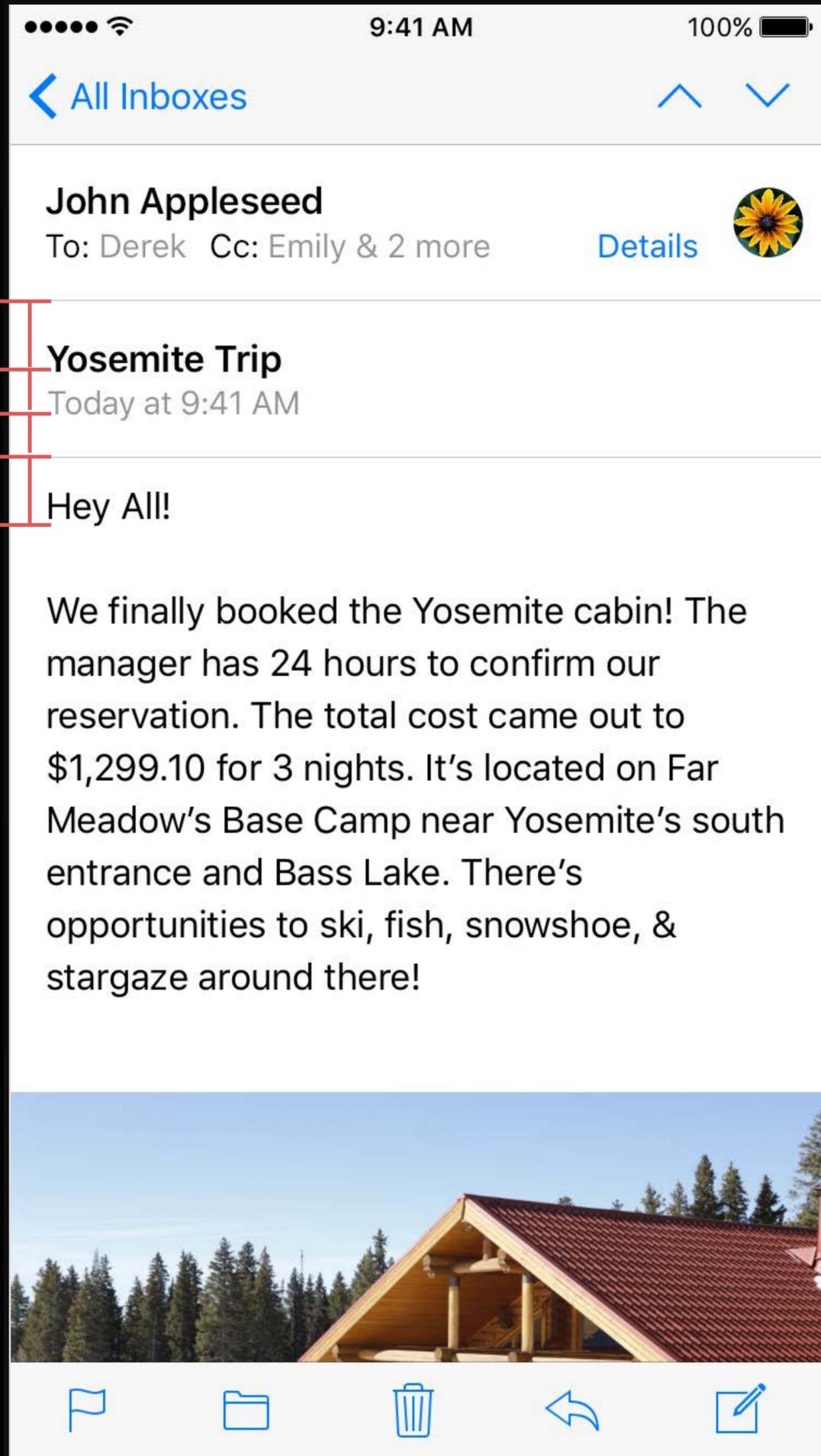
32 pts, Leading of Headline  
20 pts, Leading of Subhead



20 pts, Leading of Headline

Vertically centered





32 pts, Leading of Headline

20 pts, Leading of Subhead

20 pts, Leading of Headline

32 pts, Leading of Body

**John Appleseed**

To: Derek Cc: Emily & 2 more

[Details](#)



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**John Appleseed**

To: Derek Cc: Emily & 2 more

15

Details

15



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9:41 AM

100%

[All Inboxes](#)



**John Appleseed**

To: Derek Cc: Emily & 2 more

[Details](#)



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9:41 AM

100%

[← All Inboxes](#)



**John Appleseed**

To: Derek & 3 more

[Details](#)



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9:41 AM

100%

[← All Inboxes](#)



**John Appleseed**

To: Derek & 3 more

[Details](#)



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पू ९:४१

१००%

इनबॉक्स



**पापा**

प्रति : करन मिश्र

विवरण



**वंश वृक्षावली**

परसों, पू ११:२९

प्रिय कन्नू

मैं वंश वृक्षावली भेज रहा हूँ, समयानुसार इसको एक चार्ट का रूप दे देना।

उम्मीद है कि तुम बीजिंग समय पर पहुँच गये होंगे और आराम करने का वक्त भी मिल गया होगा। धीरे धीरे मैं कोशिश करूँगा कि सभी लोगों से सम्बन्धित तारीखें भी मिल जायें।



**John Appleseed**

To: Derek Parker Cc: Emily Parker, Katie Ball and Adam Gooseff

[Details](#)

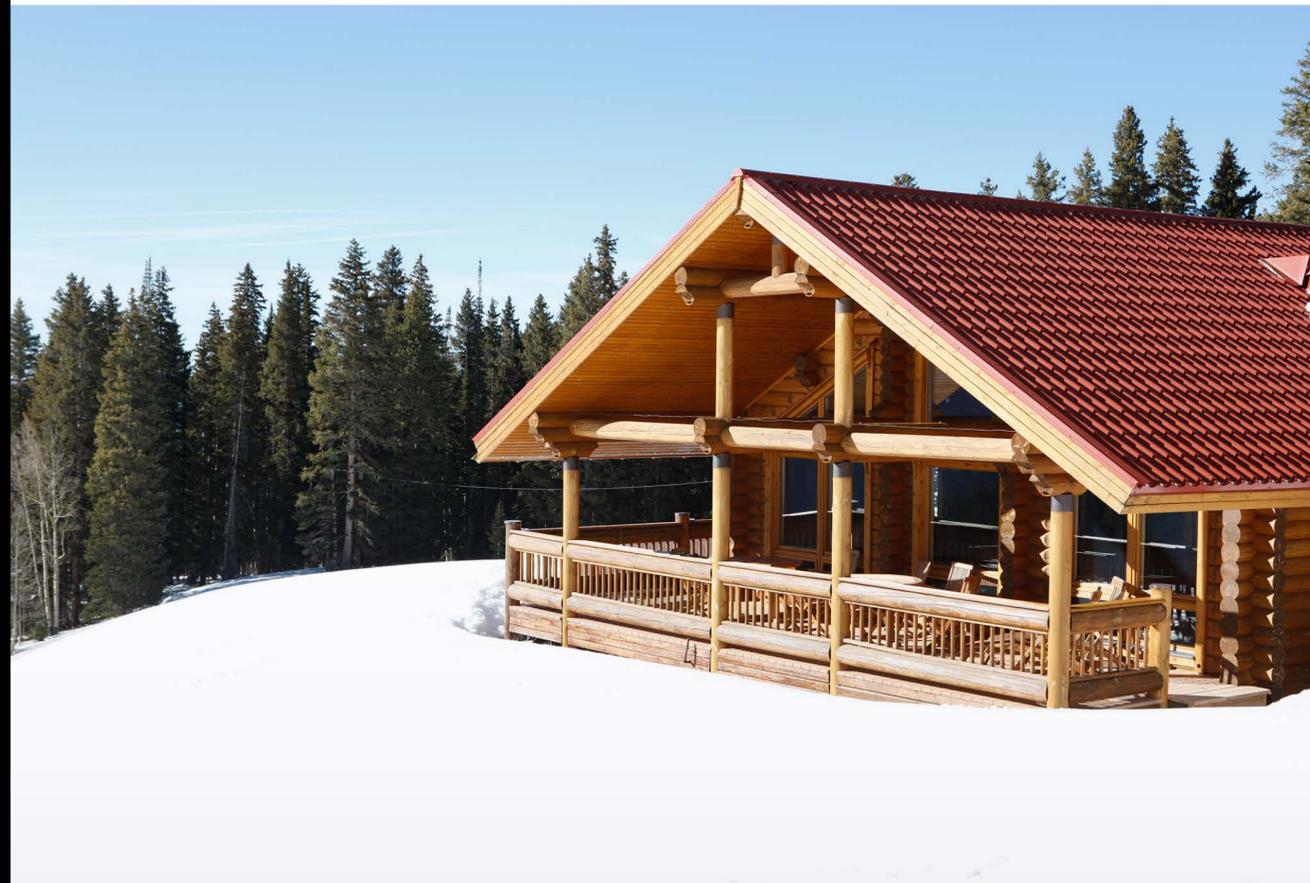


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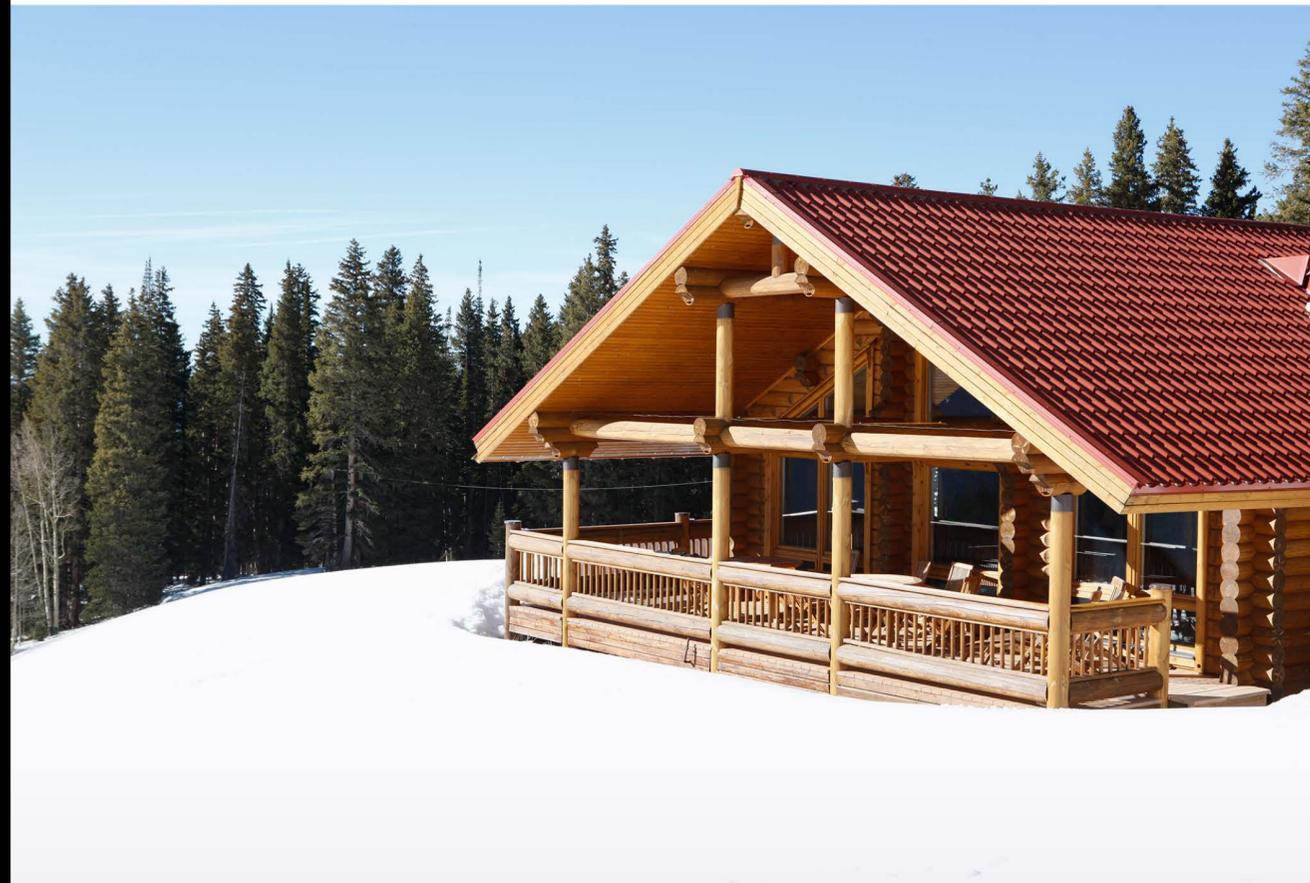


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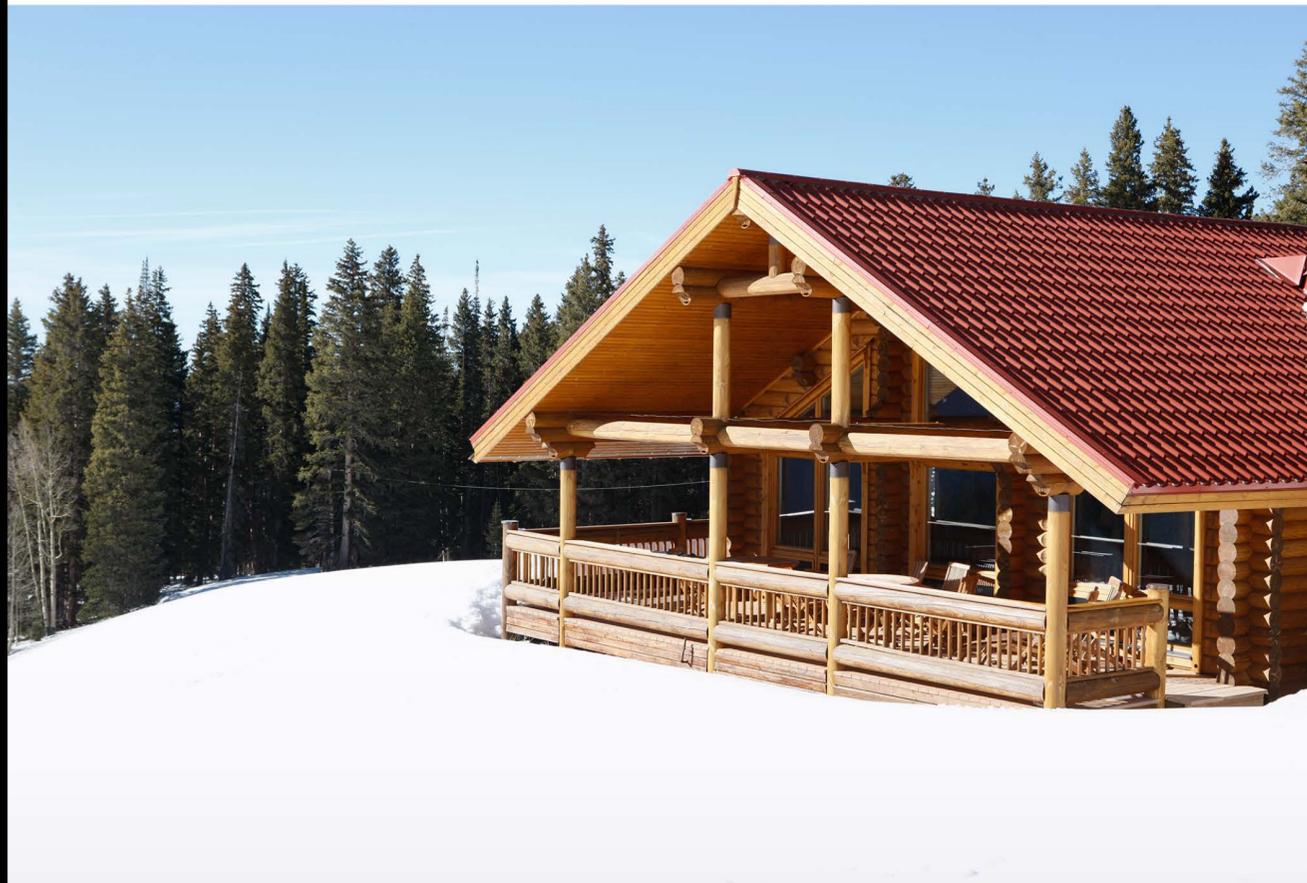


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[Details](#)



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[Details](#)

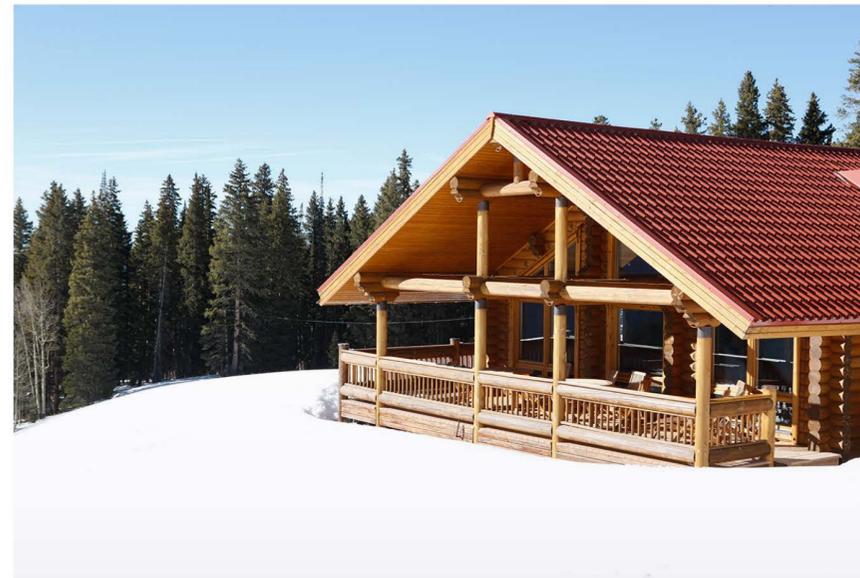


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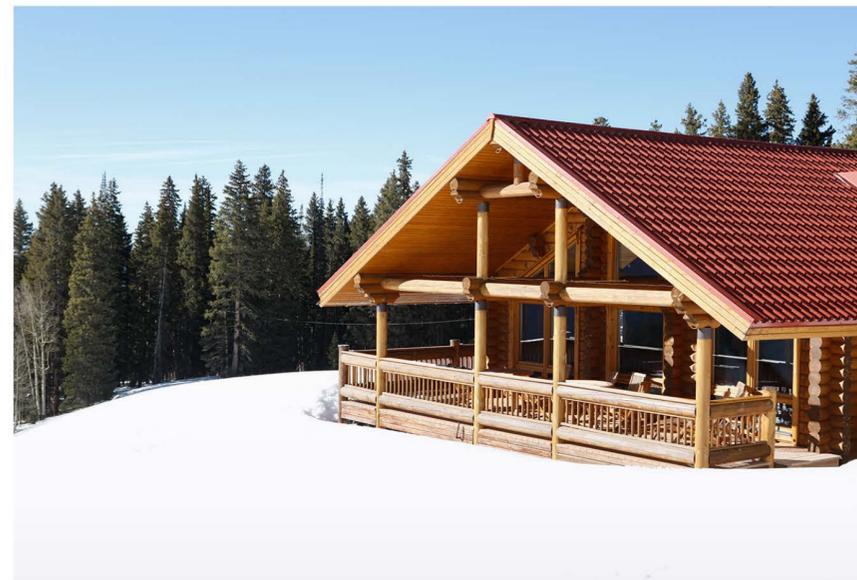


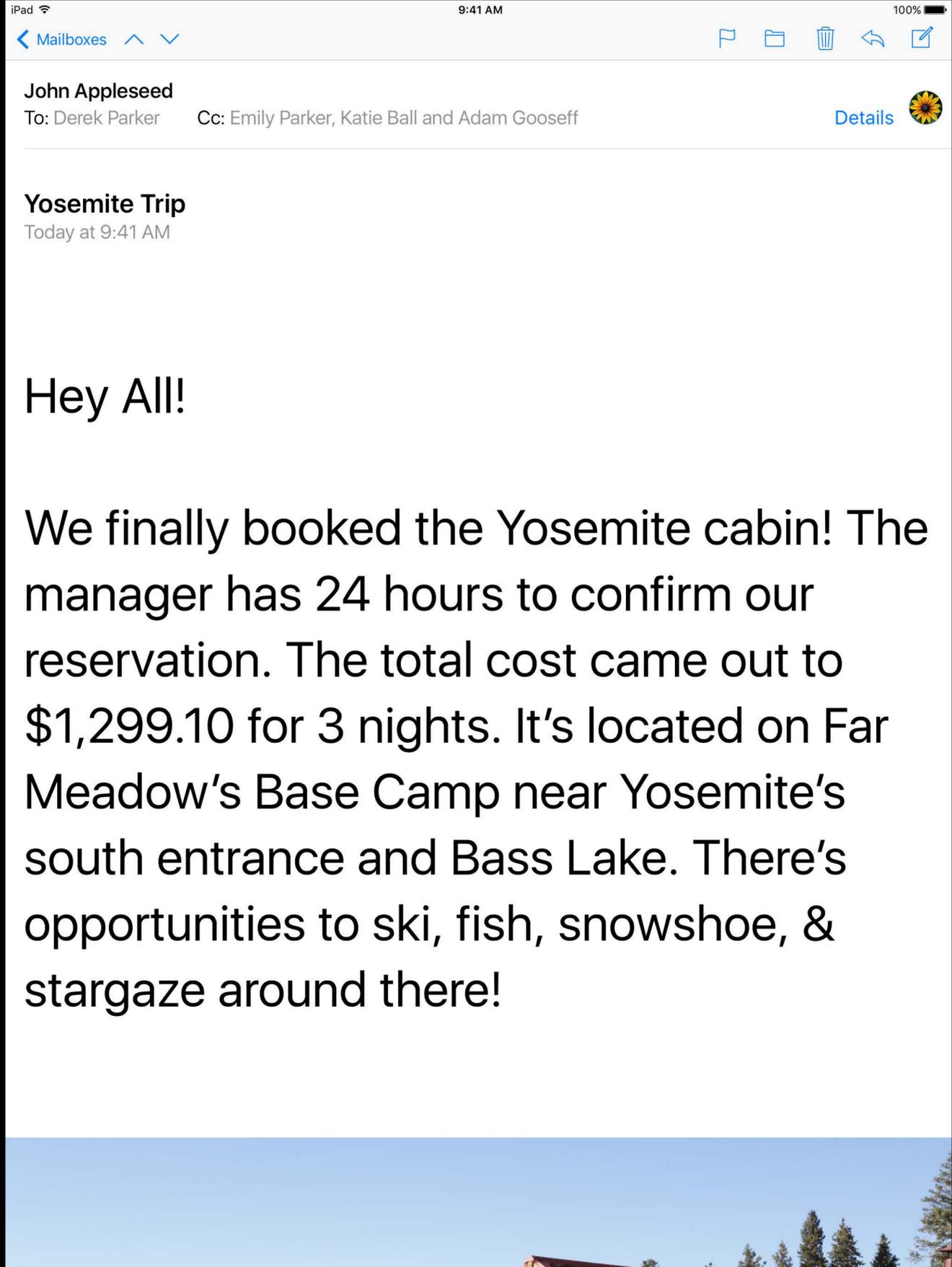
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Right-to-Left Languages

**CNN @CNN** 2h  
It's real. Scientists have created transparent wood -- and it could be stronger than steel [cnn.it/25cOwd7](http://cnn.it/25cOwd7)  
[pic.twitter.com/AJ3MI8IPKr](http://pic.twitter.com/AJ3MI8IPKr)

**CNN @CNN**  
Joy really is viral, experts say [cnn.it/1OTdSIM](http://cnn.it/1OTdSIM) [pic.twitter.com/xmx48QpmB0](http://pic.twitter.com/xmx48QpmB0)

**CNN @CNN** 3h  
Will the new overtime rules actually hurt workers? [cnn.it/25cLN3v](http://cnn.it/25cLN3v)  
[pic.twitter.com/kwiwR8cY6U](http://pic.twitter.com/kwiwR8cY6U)

**CNN @CNN** 3h  
Sub-saharan Africa's apparel and footwear market is worth \$31 billion [cnn.it/25cLzch](http://cnn.it/25cLzch) [pic.twitter.com/i43qvRIJmo](http://pic.twitter.com/i43qvRIJmo)

**CNN @CNN** 3h  
#BeautyAndTheBeast trailer teases Emma Watson as Belle [cnn.it/10ToXvY](http://cnn.it/10ToXvY) [pic.twitter.com/](http://pic.twitter.com/)

١٤س  
**بالعربية CNN @cnnarabic**  
شاهد.. ما هو مهرجان "قارب التنين" بهونغ كونغ  
شاهد الفيديو  
[cnn.it/1XbYb2c](http://cnn.it/1XbYb2c)

CNNArabic... **CNNArabic Travel**  
هل تخطط للسفر هذا الصيف؟  
عليك قراءة هذا المقال [cnn.it/1XH8JHm](http://cnn.it/1XH8JHm)  
بالعربية CNN

١٦س  
**بالعربية CNN @cnnarabic**  
ما هو "الجوع العاطفي" وكيف تتخلص منه؟  
[cnn.it/1WGgBbb](http://cnn.it/1WGgBbb)

١٩س  
**بالعربية CNN @cnnarabic**  
من بينها نافورة في مدينة عربية  
بالصور... 15 نافورة من بين الأجمل في العالم  
[cnn.it/1Yb8zX3](http://cnn.it/1Yb8zX3) [pic.twitter.com/14AeX902yJ](http://pic.twitter.com/14AeX902yJ)

١٨س  
**بالعربية CNN @cnnarabic**  
بالصور... الصيام: تقاليد وممارسات روحانية  
وطرق عبادة مختلفة بين دين وآخر

Numerals

يوجد خصم ٢٥٪ من السعر الاساسي

מחר הטמפרטורות יהיה עד 26° צלזיוס

Numerals

Phone Numbers

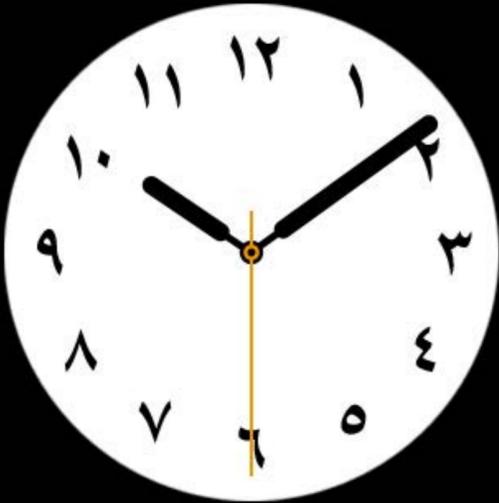
+1-800-854-3680

+١-٨٠٠-٨٥٤-٣٦٨٠

Numerals

Phone Numbers

Clocks

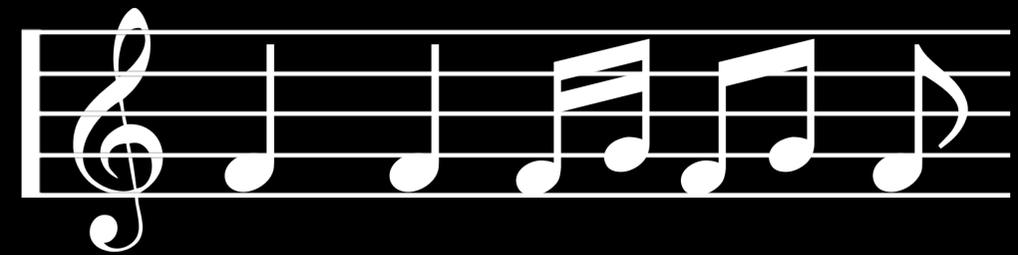


Numerals

Phone Numbers

Clocks

Music Notes



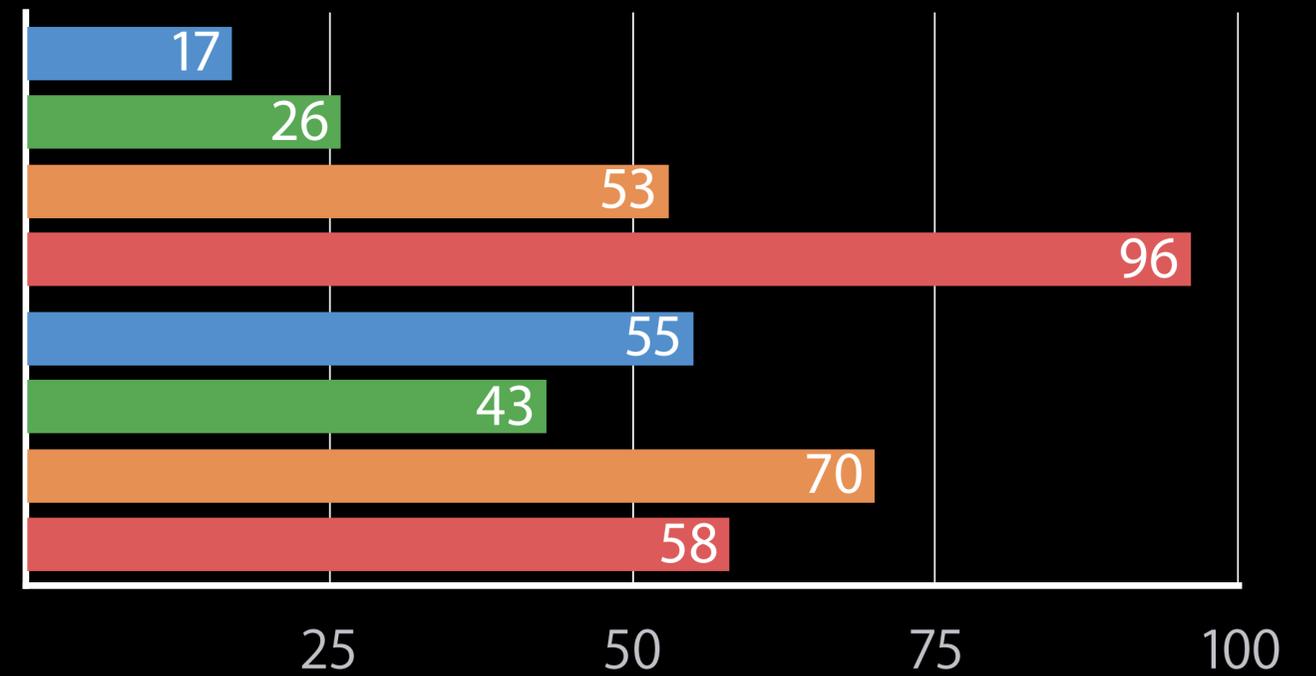
Numerals

Phone Numbers

Clocks

Music Notes

Graphs



Numerals

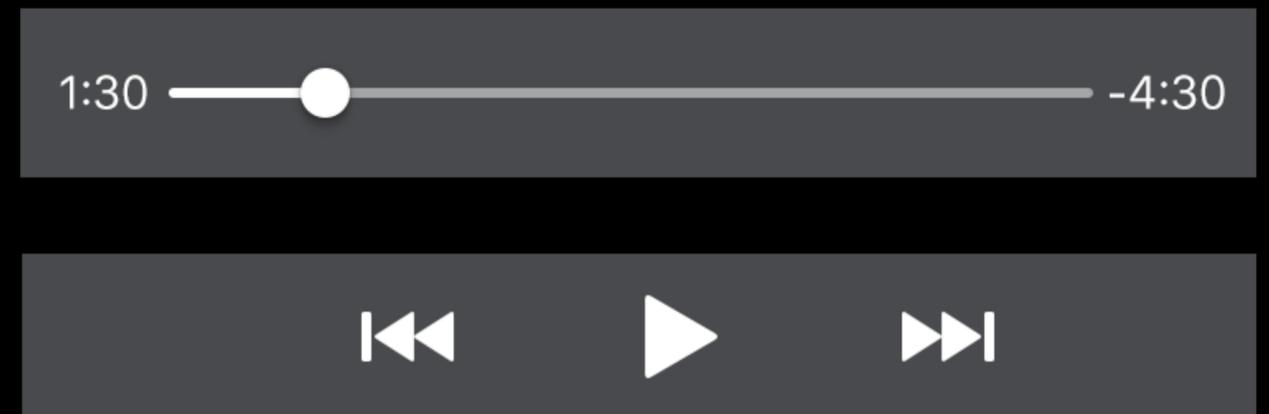
Phone Numbers

Clocks

Music Notes

Graphs

Video Playback Controls



Numerals

Phone Numbers

Clocks

Music Notes

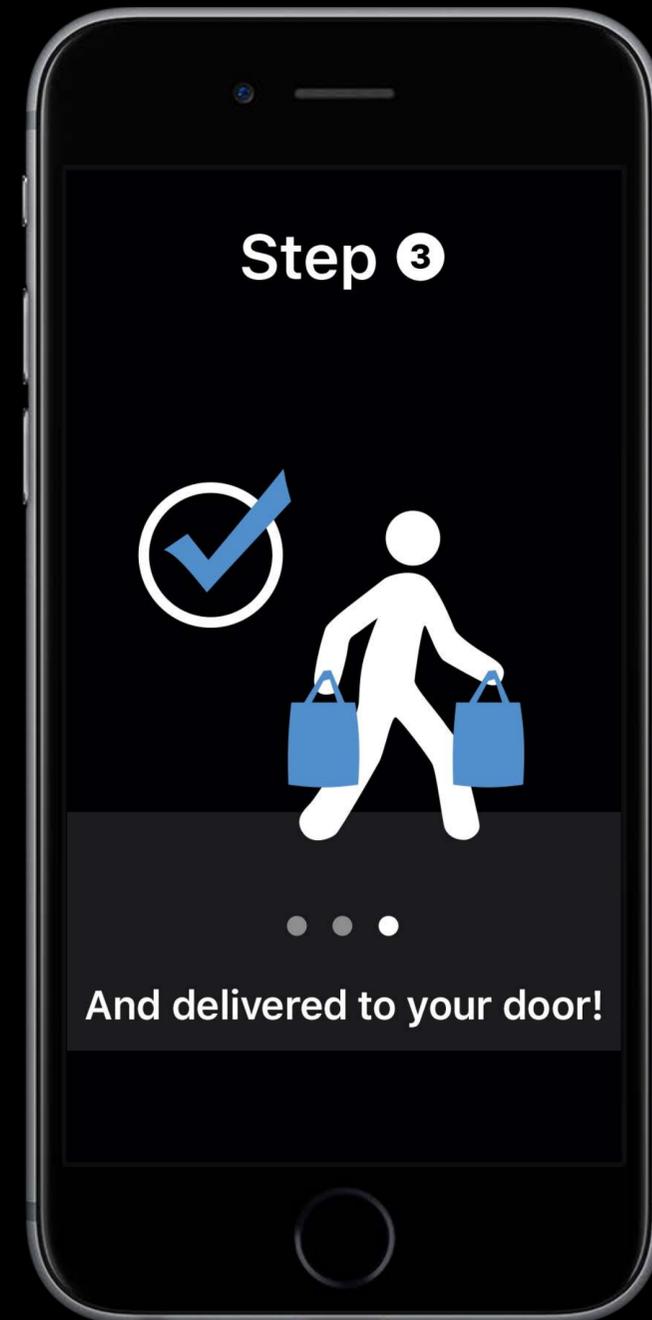
Graphs

Video Playback Controls

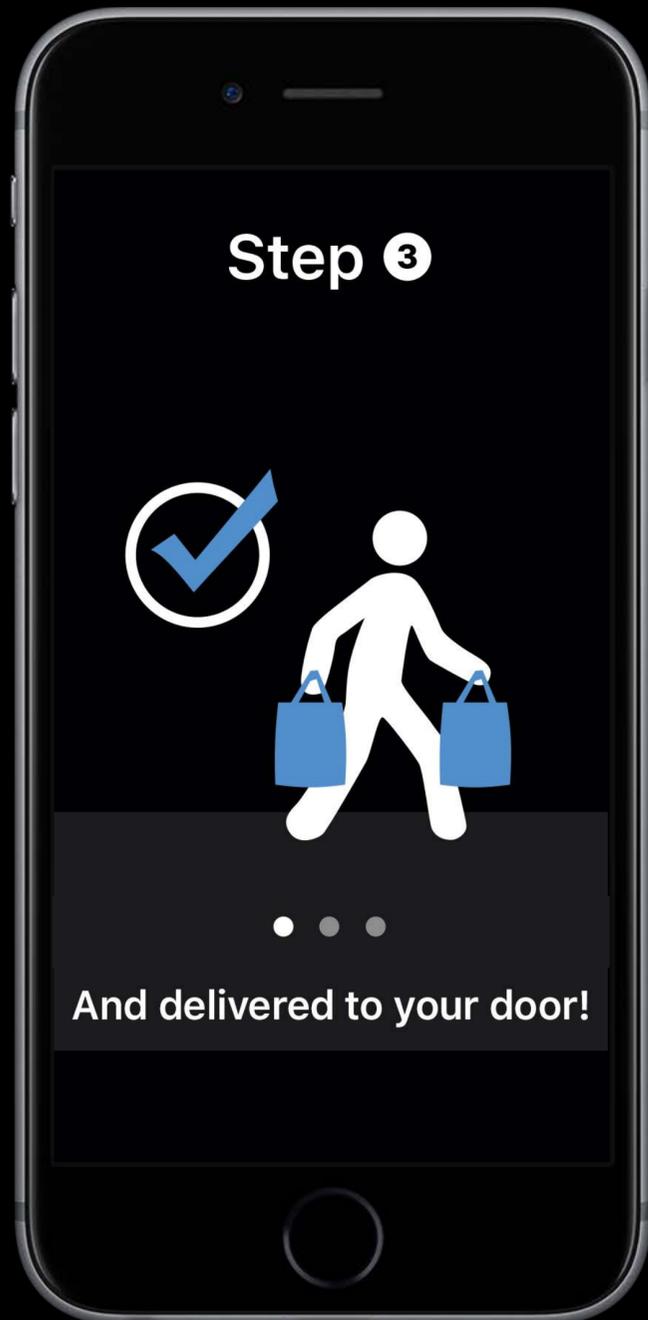
Images



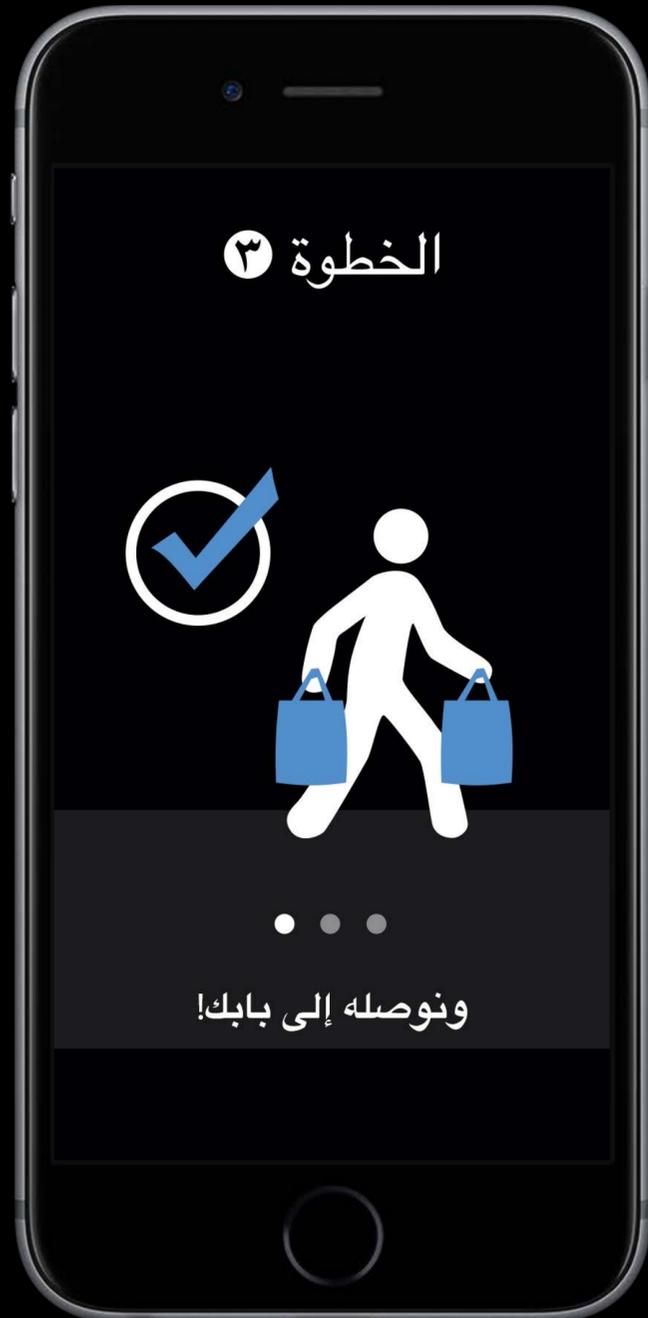
# Left-to-Right Languages



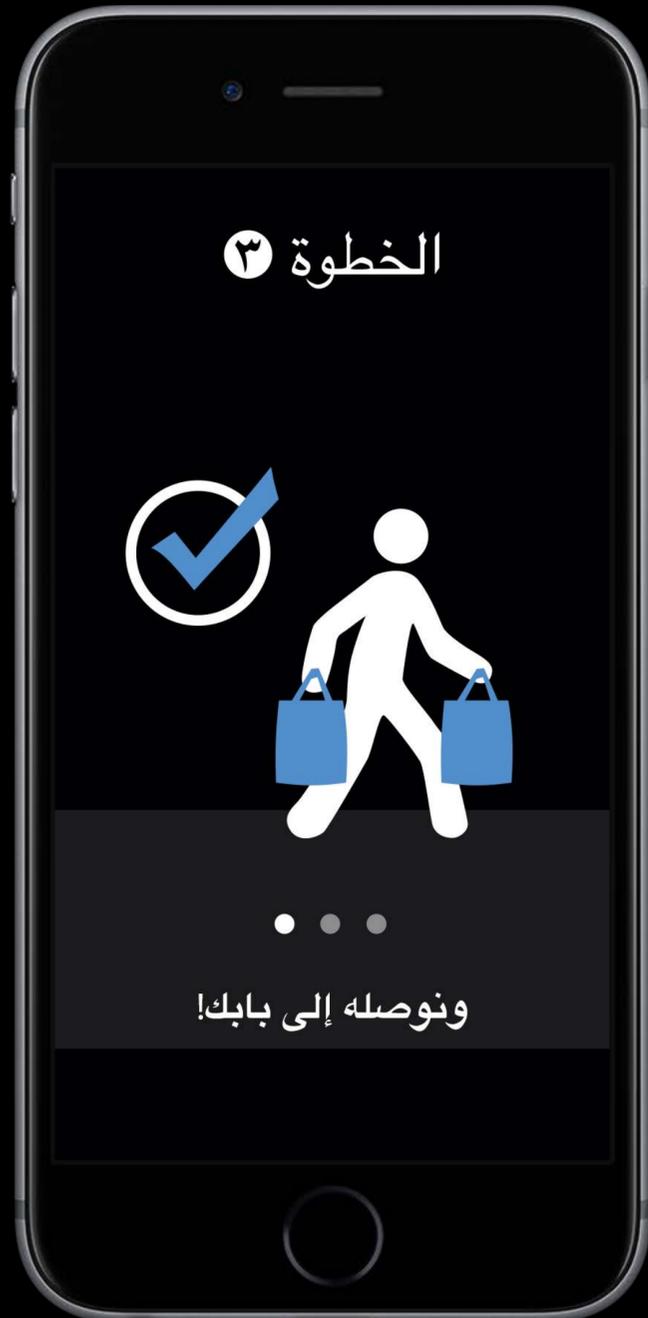
# Right-to-Left Languages



# Right-to-Left Languages



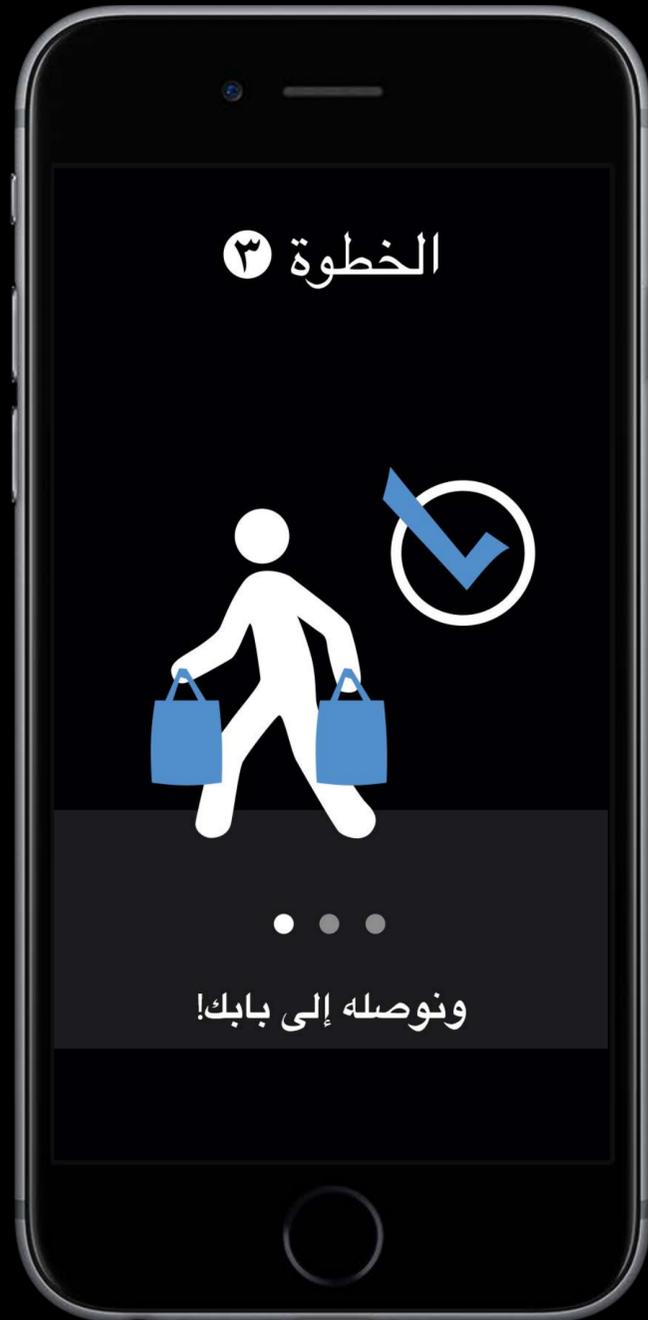
# Right-to-Left Languages



# Right-to-Left Languages



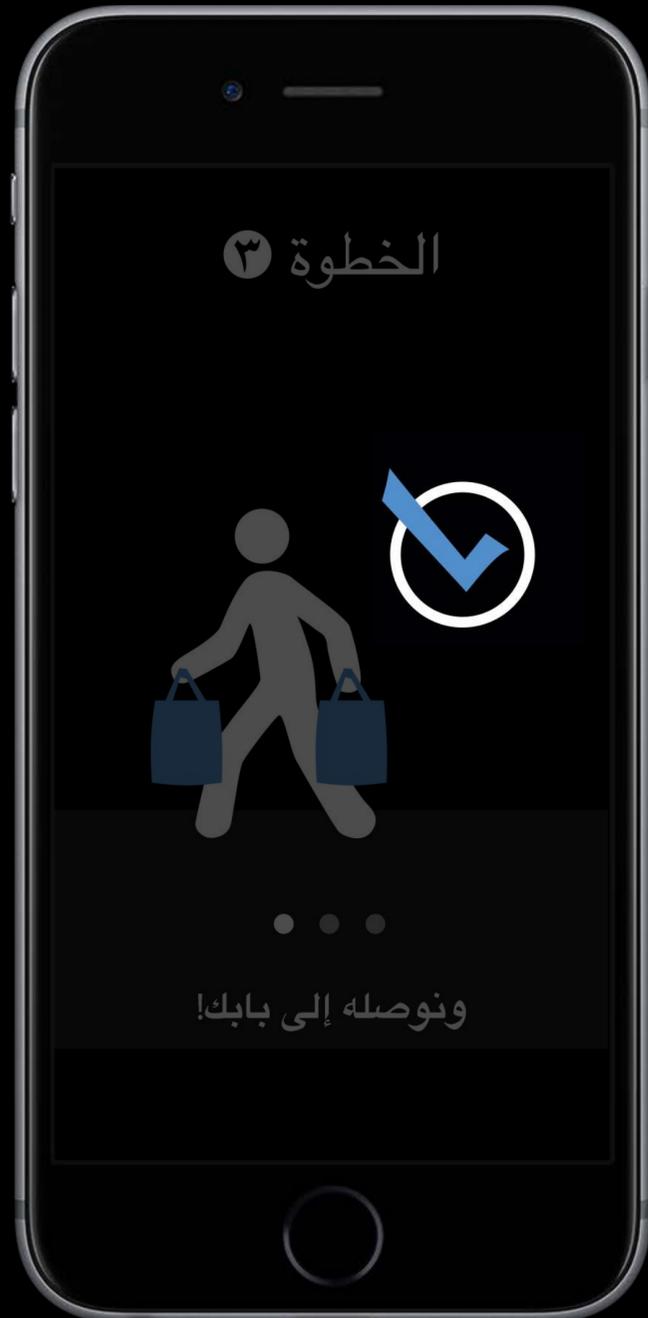
# Right-to-Left Languages



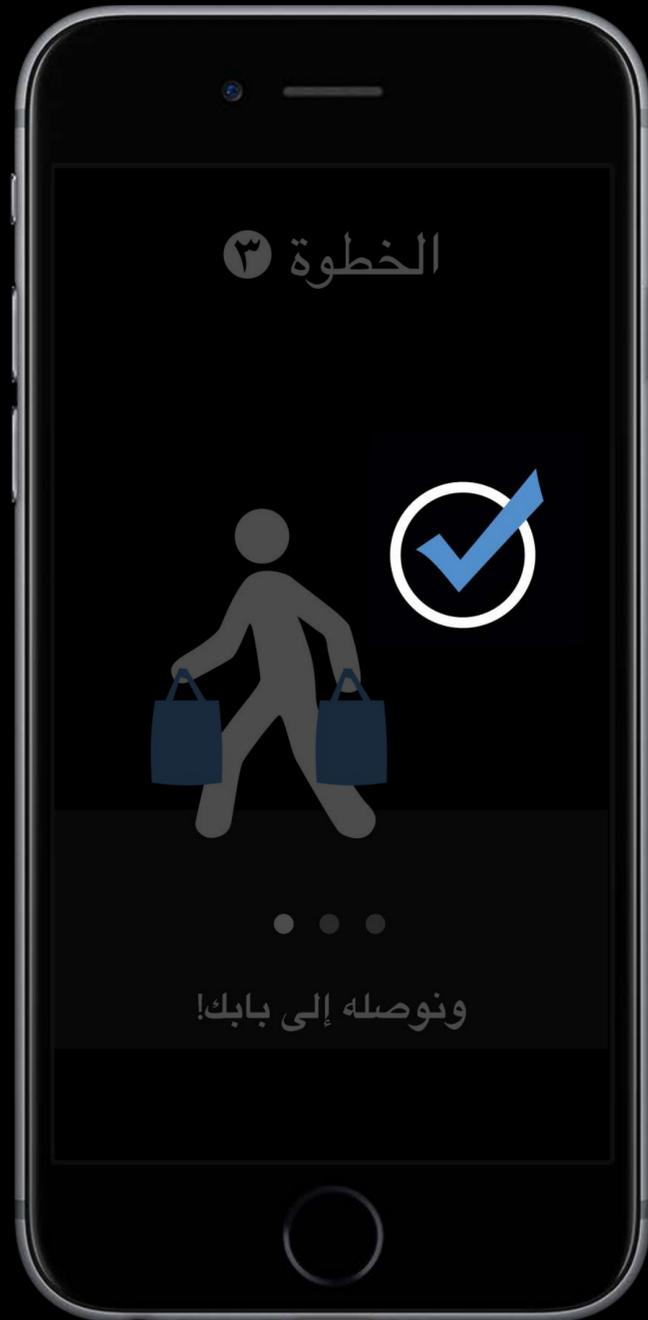
# Right-to-Left Languages



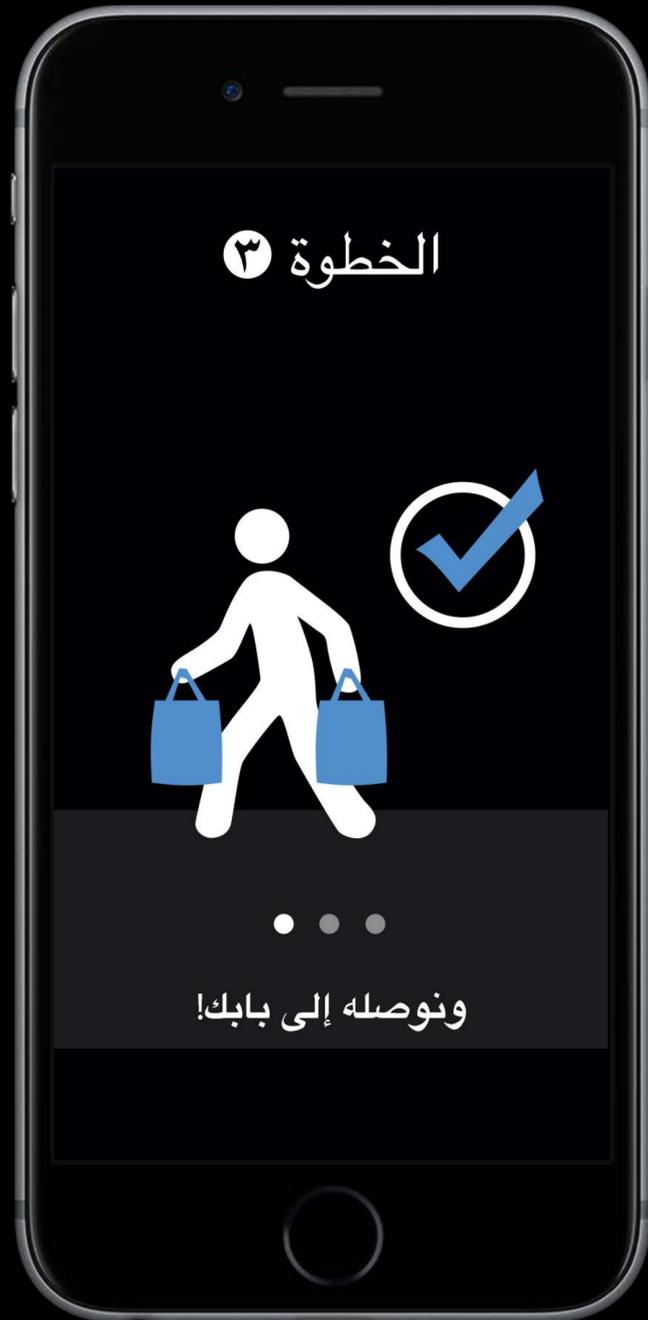
# Right-to-Left Languages



# Right-to-Left Languages



# Right-to-Left Languages



# Things to Remember

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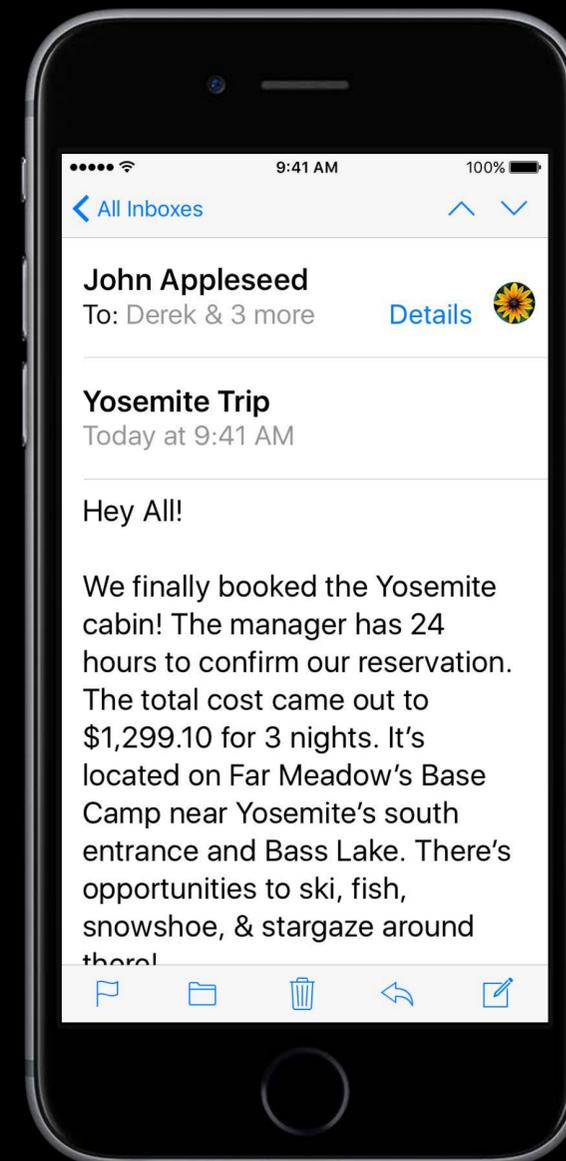
Translation lengths will vary



# Things to Remember

Translation lengths will vary

Dynamic Type will adjust type and layout

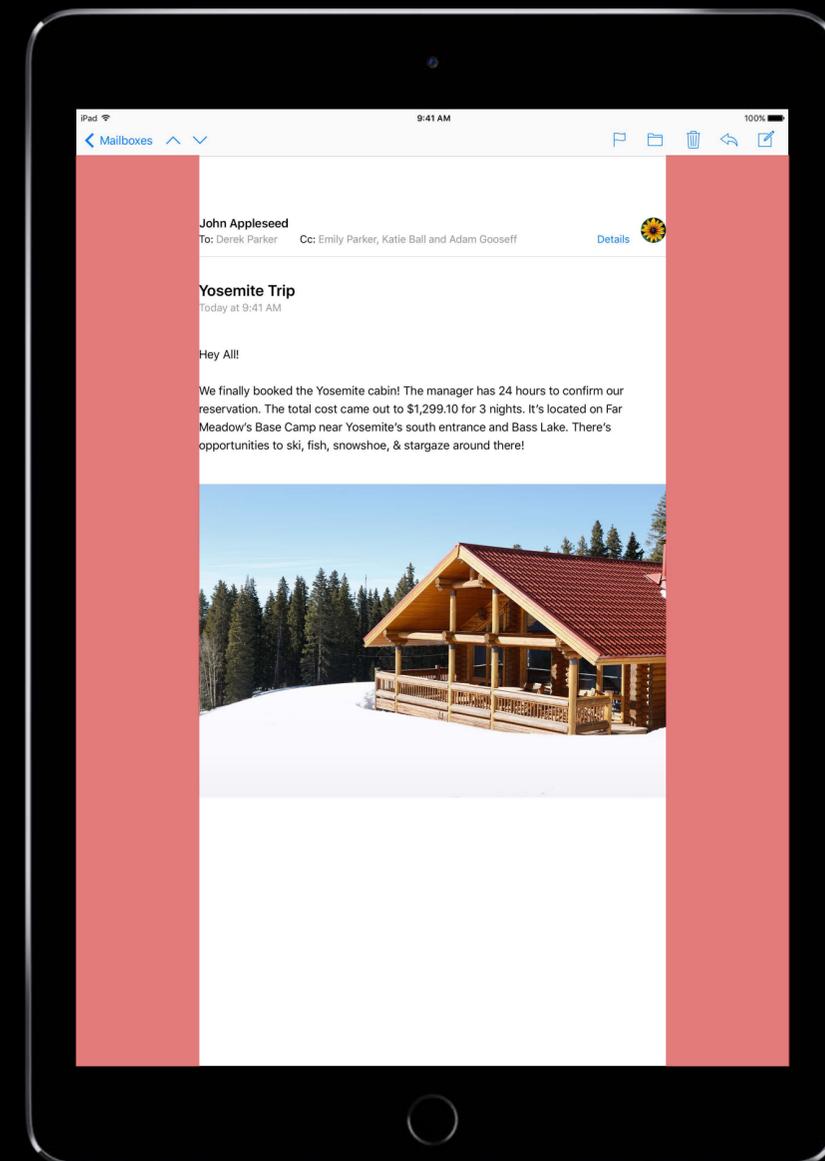


# Things to Remember

Translation lengths will vary

Dynamic Type will adjust type and layout

Readability margins maintain line lengths on iPads



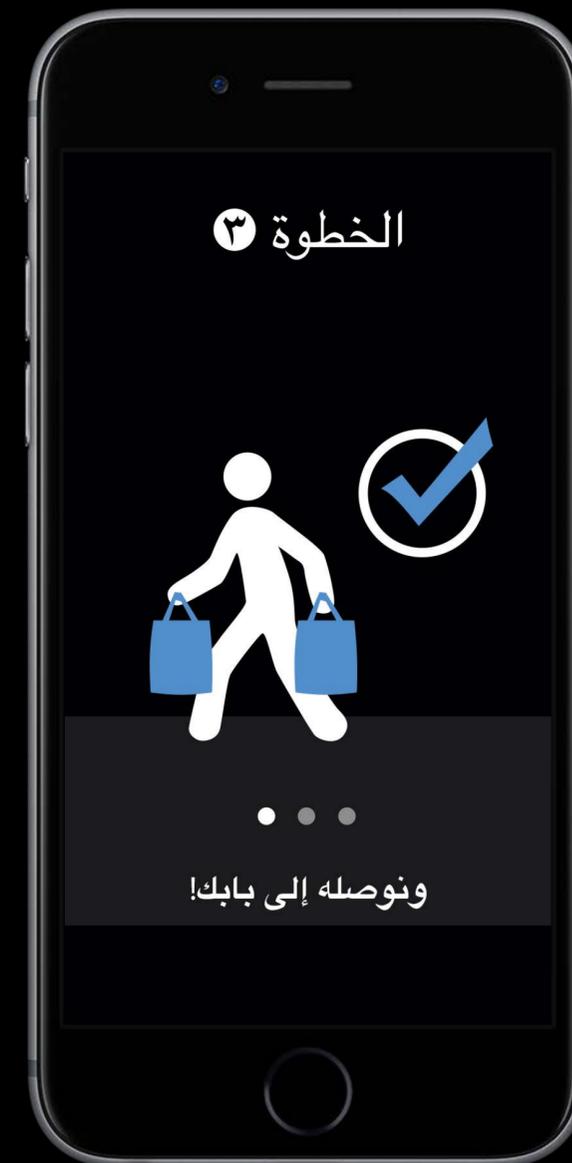
# Things to Remember

Translation lengths will vary

Dynamic Type will adjust type and layout

Readability margins maintain line lengths on iPads

Right-to-left languages should mirror UI



# Agenda

Typography

Dynamic layouts

Color

Iconography

---

Auditing Your Apps for Accessibility

Nob Hill

Wednesday 10:00AM

---

Making Apps Adaptive, Part 2

Presidio

Friday 9:00AM

---

What's New in International User Interfaces

Nob Hill

Friday 9:00AM

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# Agenda

Typography

Dynamic layouts

Color

Iconography

Color

# Color Considerations

Colors elicit emotions

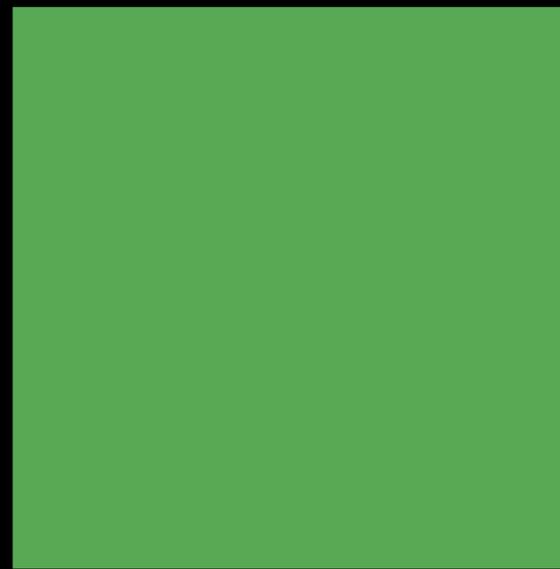
Blue



Blue



Green



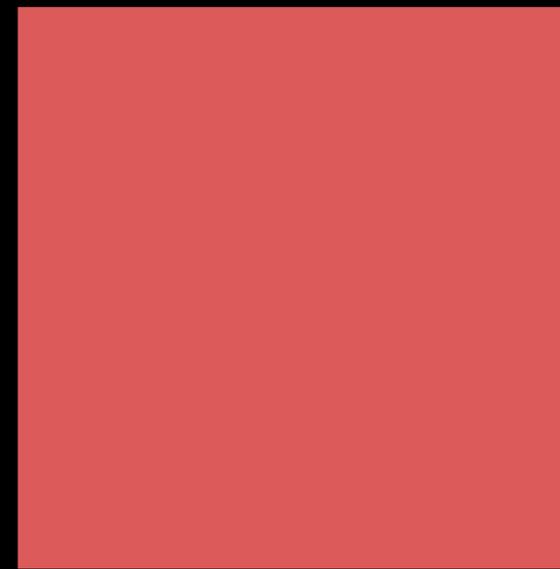
Blue



Green



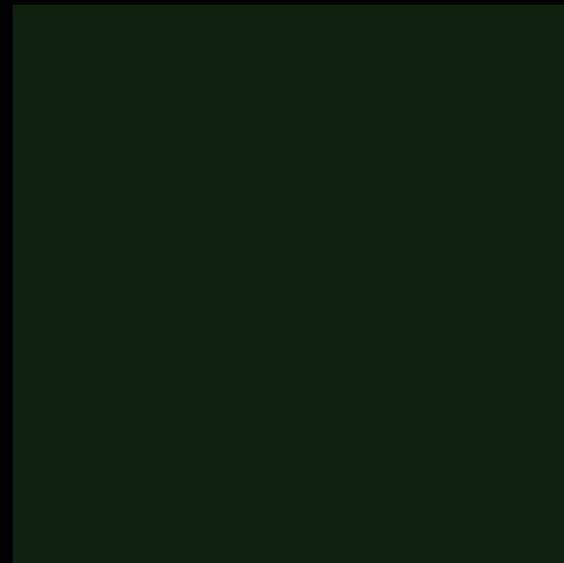
Red



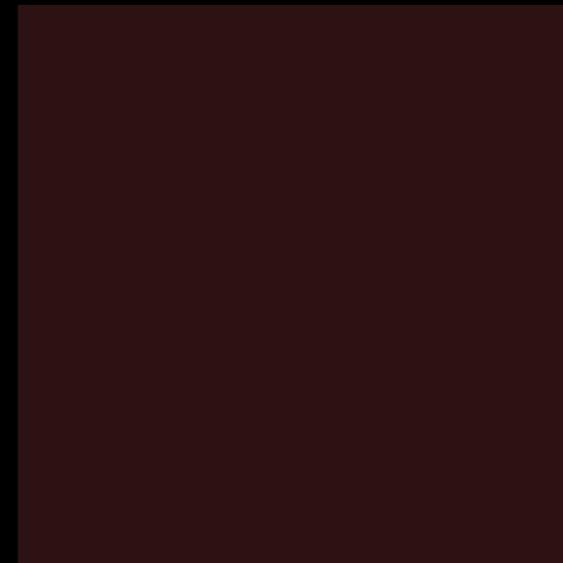
Blue



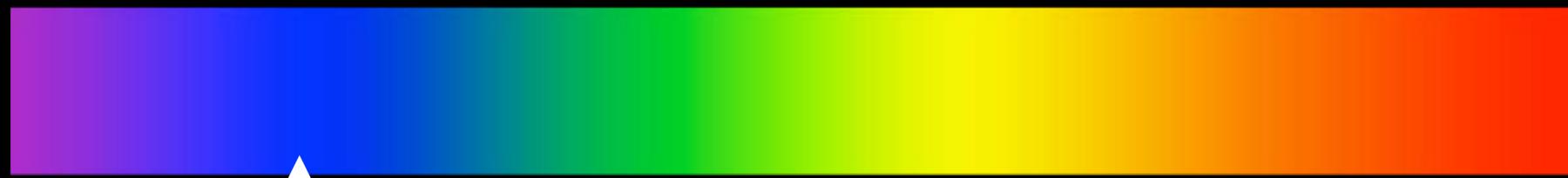
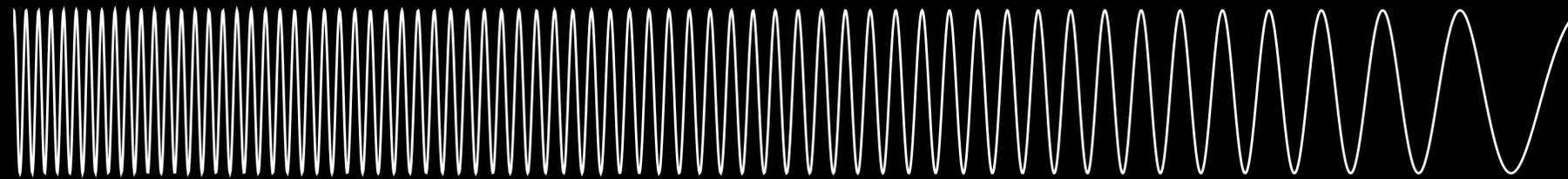
Green



Red



400nm  
ultraviolet  
light

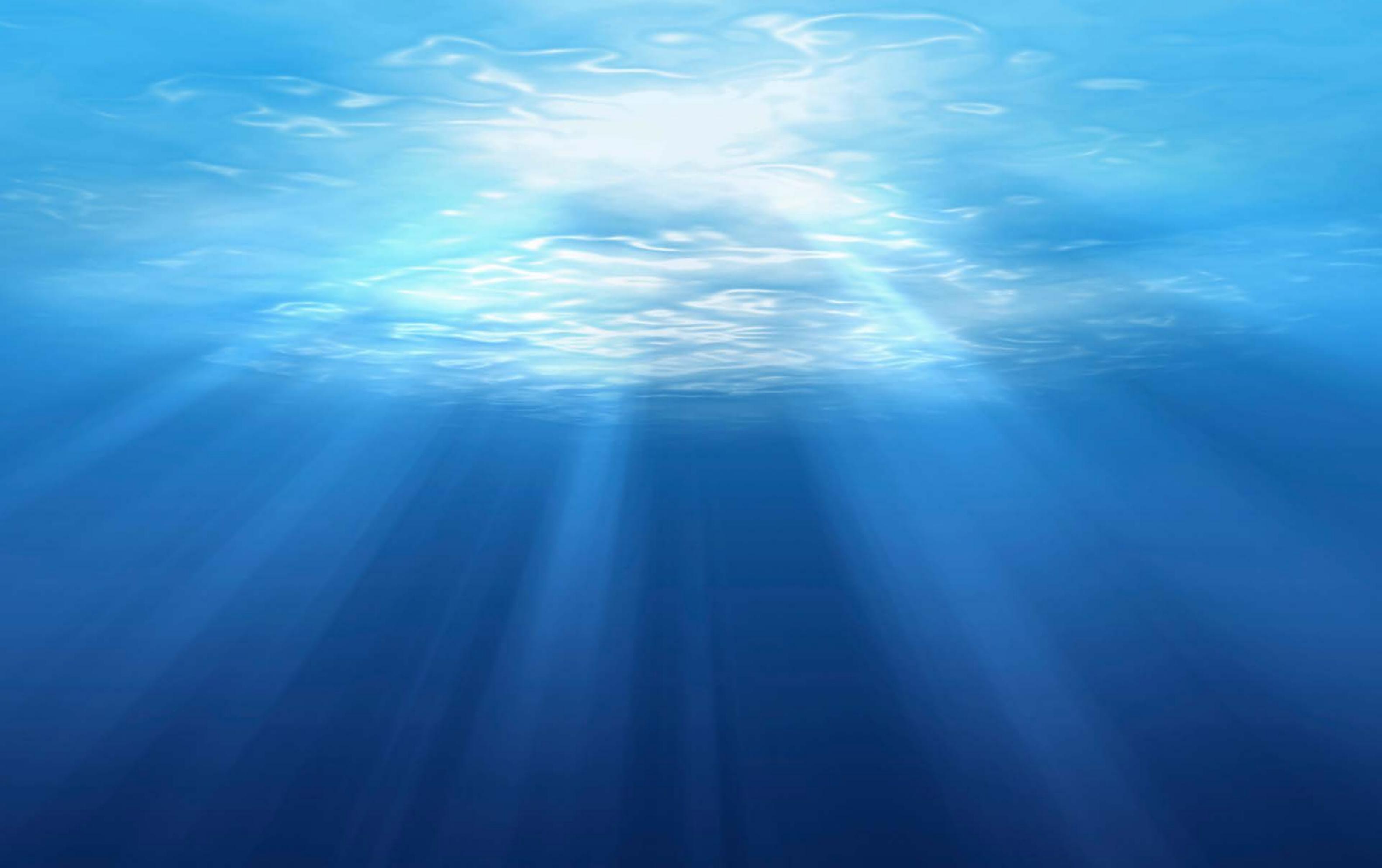


700nm  
infrared  
light

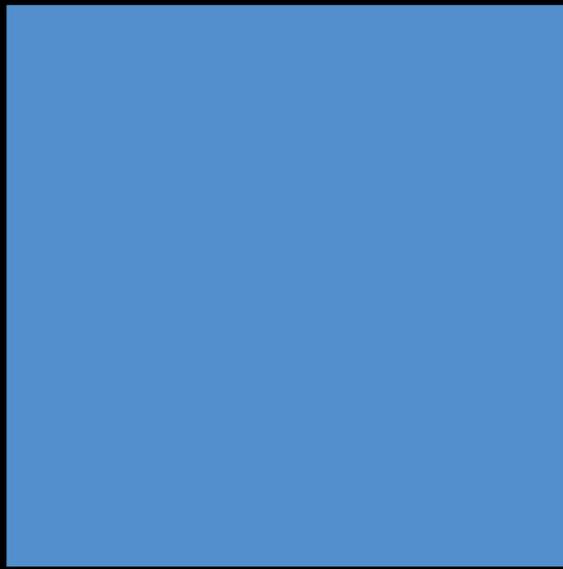








Blue



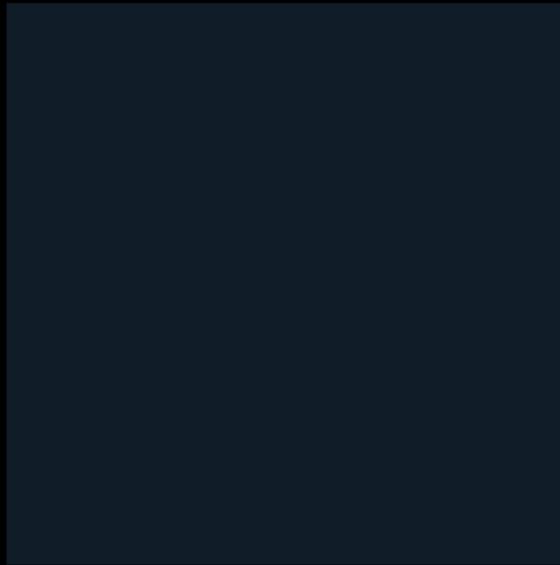
Green



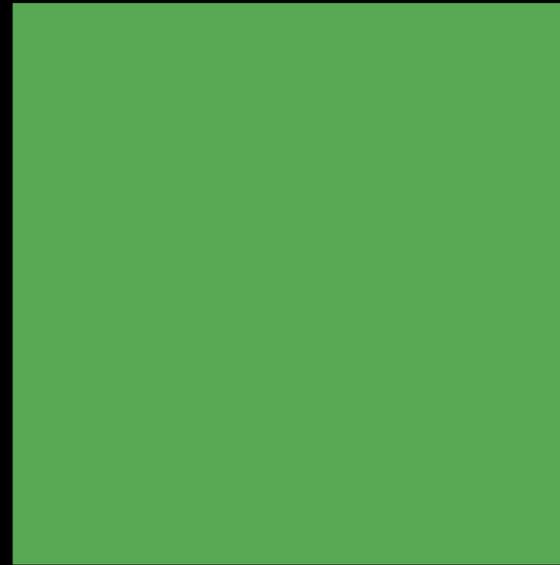
Red



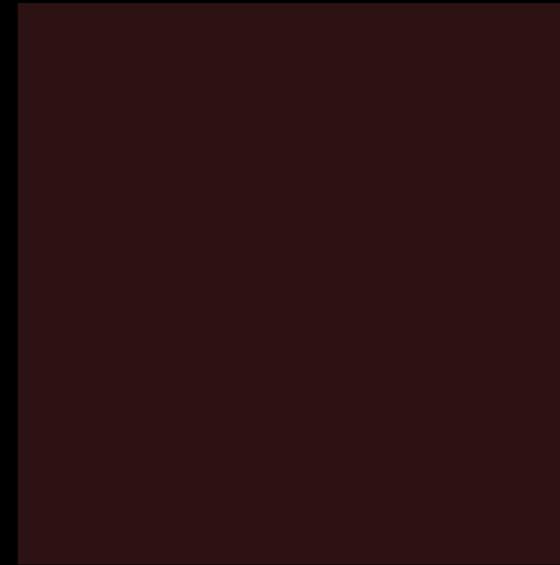
Blue



Green



Red









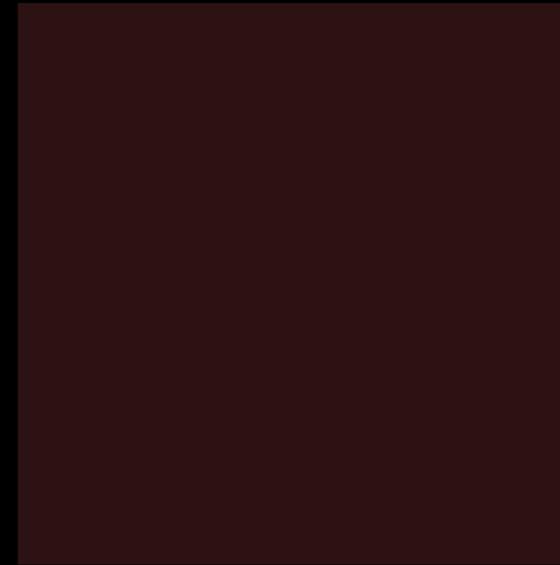
Blue



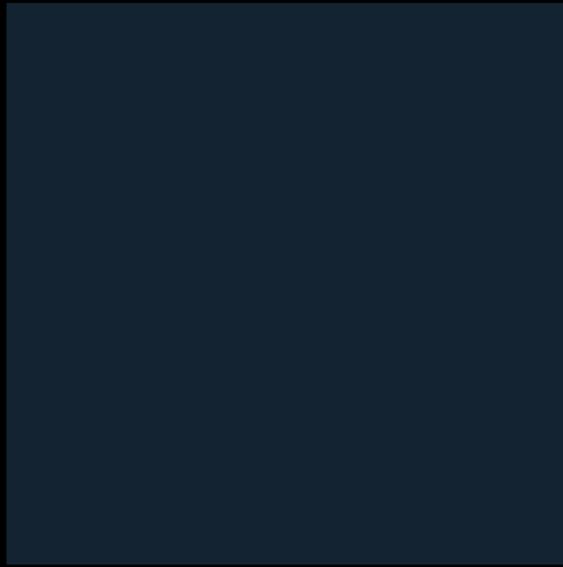
Green



Red



Blue



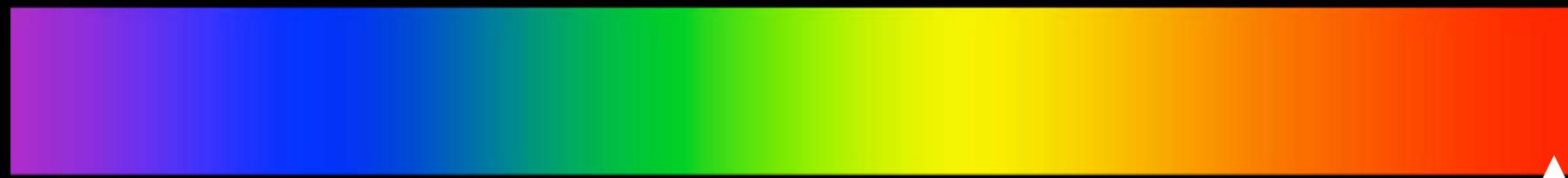
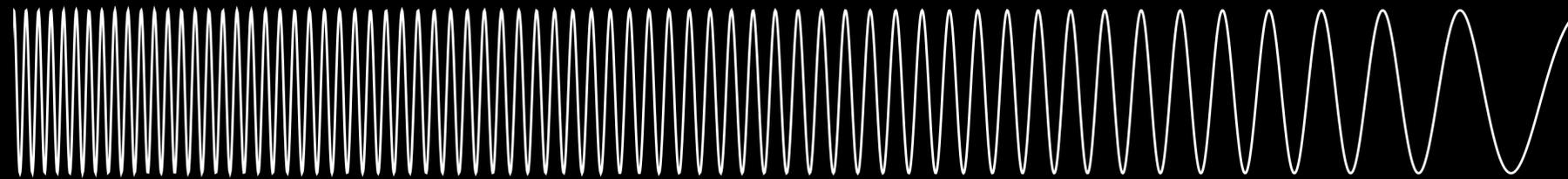
Green



Red



400nm  
ultraviolet  
light



700nm  
infrared  
light









000001.SS 2,934.10 - 4.58

399001.SZ 10,363.09 + 18.18

DOW J 17,904.03 + 94.97

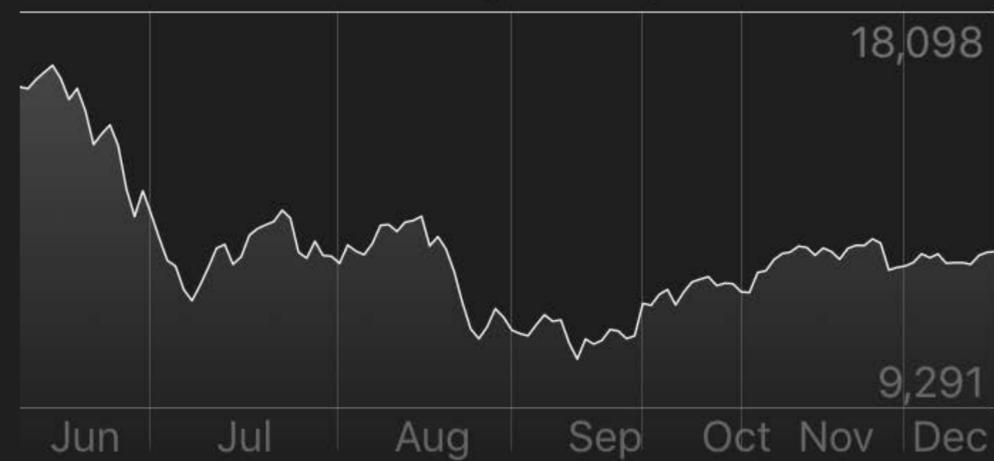
AAPL 98.81 + 0.89

SBUX 55.30 + 0.69

NKE 54.35 + 0.90

YHOO 37.17 + 0.57

1D 1W 1M 3M 6M 1Y 2Y



000001.SS 2,934.10 - 4.58

399001.SZ 10,363.09 + 18.18

DOW J 17,904.03 + 94.97

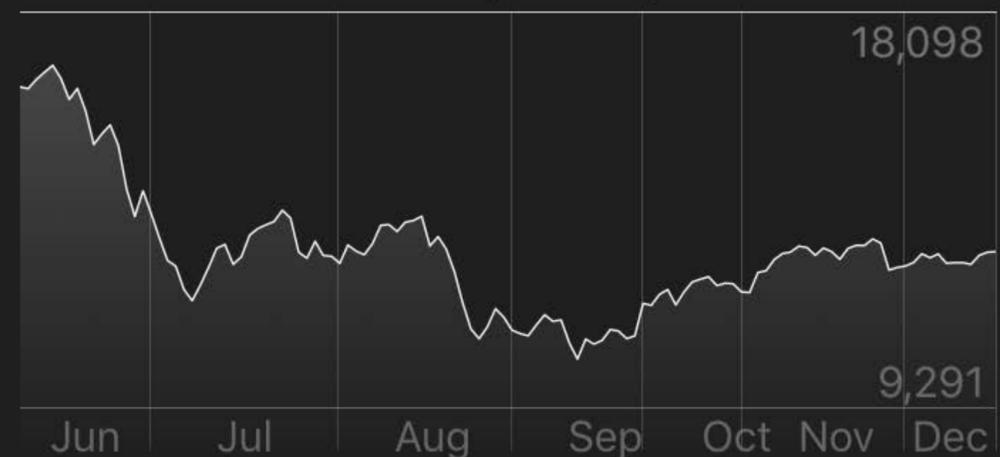
AAPL 98.81 + 0.89

SBUX 55.30 + 0.69

NKE 54.35 + 0.90

YHOO 37.17 + 0.57

1D 1W 1M 3M 6M 1Y 2Y



000001.SS 2,934.10 - 4.58

399001.SZ 10,363.09 + 18.18

DOW J 17,901.77 + 94.97

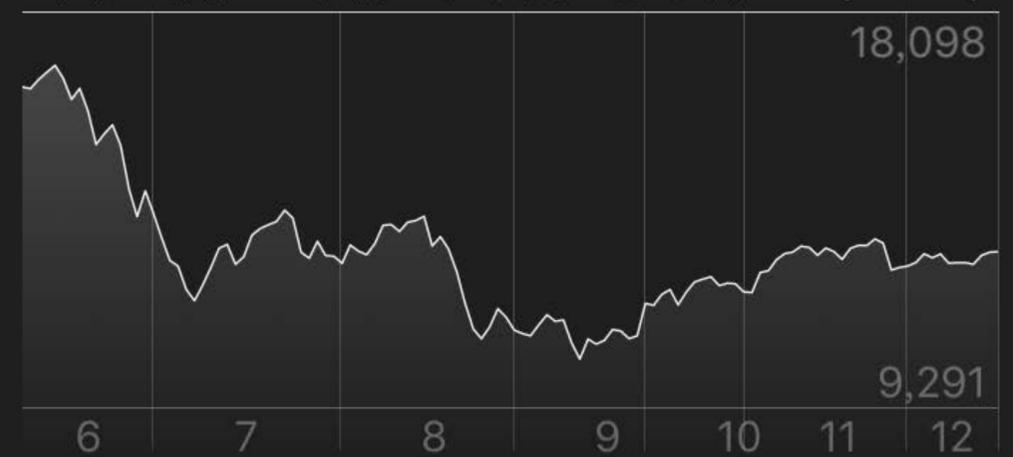
AAPL 98.79 + 0.89

SBUX 55.31 + 0.69

NKE 54.34 + 0.90

YHOO 37.16 + 0.57

1天 1周 1个月 3个月 6个月 1年 2年



# Color Considerations

Colors elicit emotions

# Color Considerations

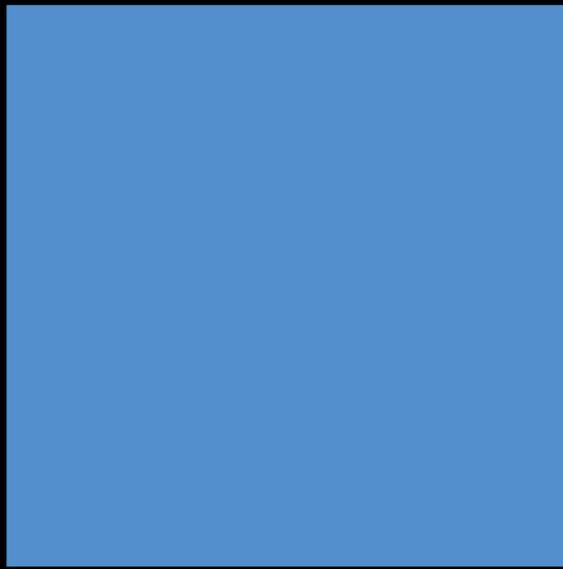
Colors elicit emotions

Color blindness

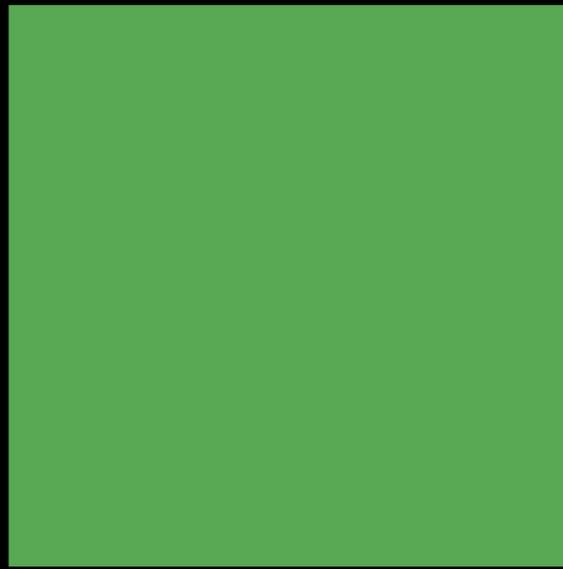
1 in 12

Men are color blind

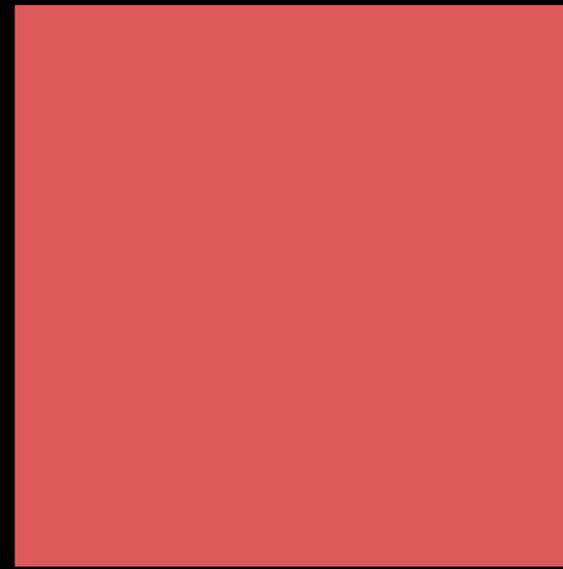
Blue



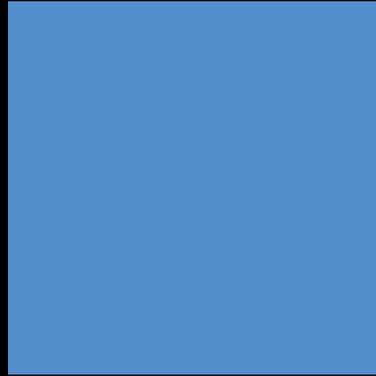
Green



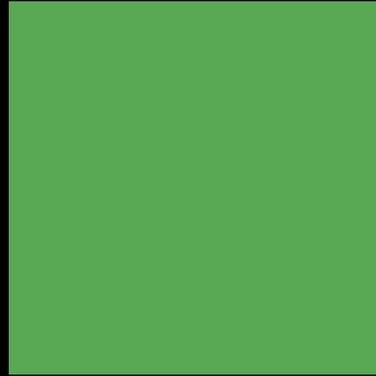
Red



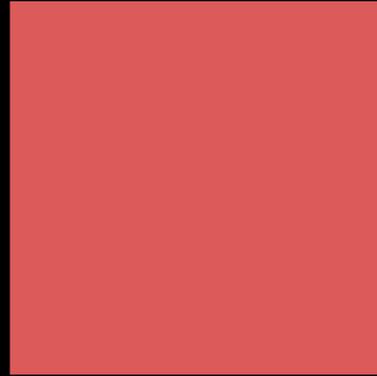
Blue



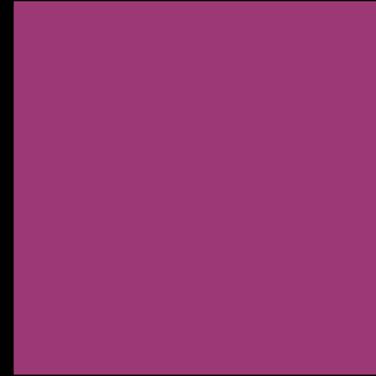
Green



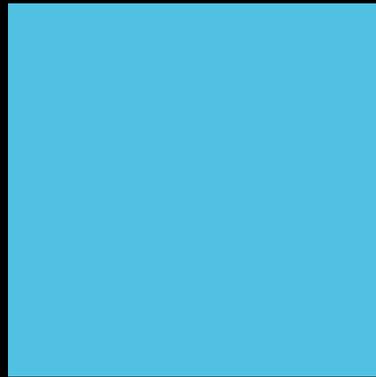
Red



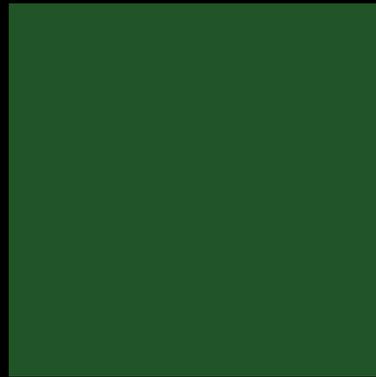
Rose



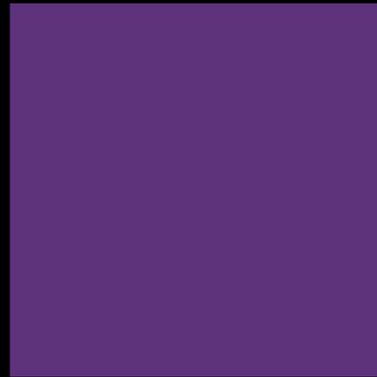
Light Blue



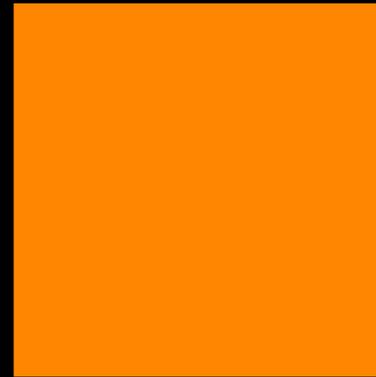
Emerald



Purple



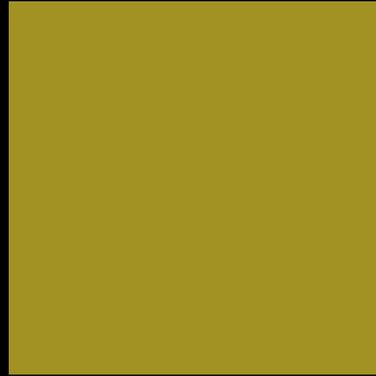
Orange



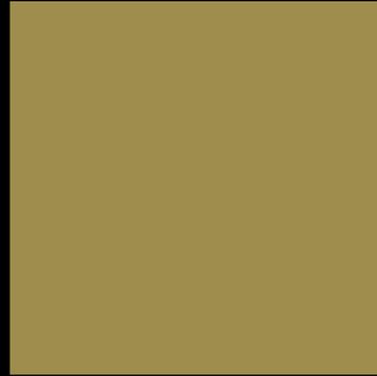
Blue



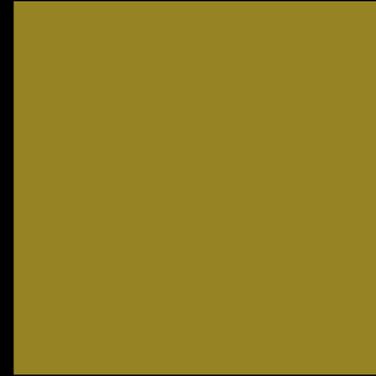
Green



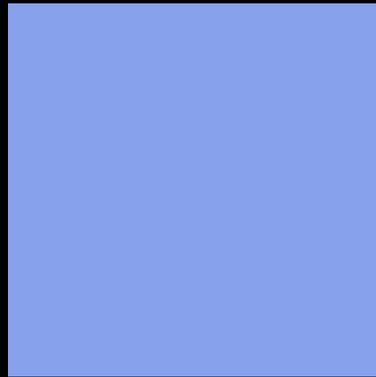
Red



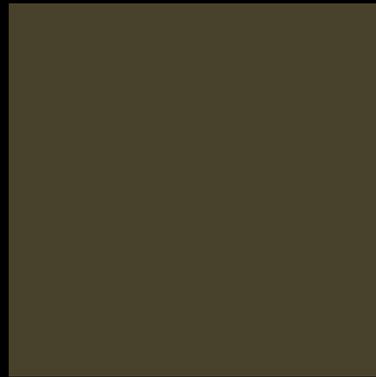
Rose



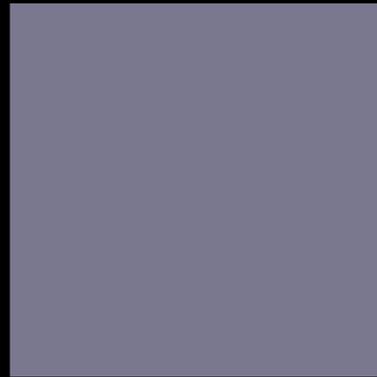
Light Blue



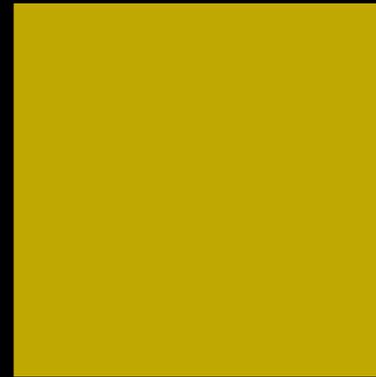
Emerald



Purple



Orange





9:41 AM

100% 

 Mail

## Flag Style

 Color

 Shape



9:41 AM

100%

Apple

Inbox

Edit

**Vivian Li** 9:20 AM >

Fresh snacks in the kitchen  
Help yourself! : ) Vivian Li, Executive Assistant |  
1 Infinite Loop, Cupertino, CA 95014

**Mani, Tomiwa & Lauren** 8:43 AM >

Mail Platform Work  
Sounds good, I'll rejigger the schedule  
accordingly and we can discuss in Monday's...

**Steve, Mandy & Chris** 8:37 AM >

Books & Magazines  
We just added a few new design books and  
magazines to the library. Thanks to everyone...

**Luke, Ted & Tiffany** 7:14 AM >

Keynote Slides for Review  
Thank you for the quick feedback. I'll send the  
vendor the feedback to get fixed. Note, the sh...

**Jeremy Sheldon** Yesterday >

Calendar Invites  
Can we make this part of the next calendar  
meeting instead of having a separate one?

**Chella Sapkarov** Yesterday >

Birthday Party!  
Hi there! Would you be able to come to my 1st...



Updated Just Now





9:41 AM

100%

Apple

Inbox

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Updated Just Now



# Color Considerations

Colors elicit emotions

Color blindness

# Color Considerations

Colors elicit emotions

Color blindness

High color contrast for legibility

Purple

R: 179  
G: 106  
B: 226



Orange

R: 238  
G: 124  
B: 22



Purple



Orange



Color Contrast Calculator

**Text** ↔ **Background**

Check enhanced conformance (WC3 AAA)

Here's to the crazy ones. The misfits. The rebels. The trouble-makers. The round pegs in the square holes. The ones who s...

Text Size: 20 pt

 **Basic Conformance**  
WC3 AA  
Fails for all text sizes

1.6 : 1

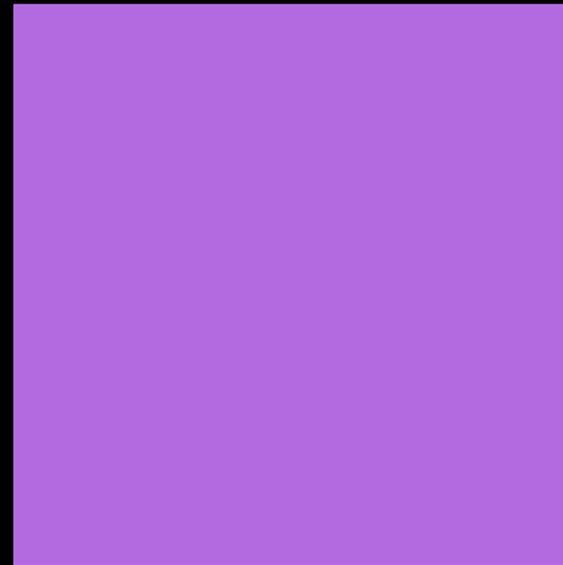
Color	Text	Background
Red	255	117
Green	255	213
Blue	255	255

1.5:1

Purple

Orange

R: 179  
G: 106  
B: 226



R: 238  
G: 124  
B: 22



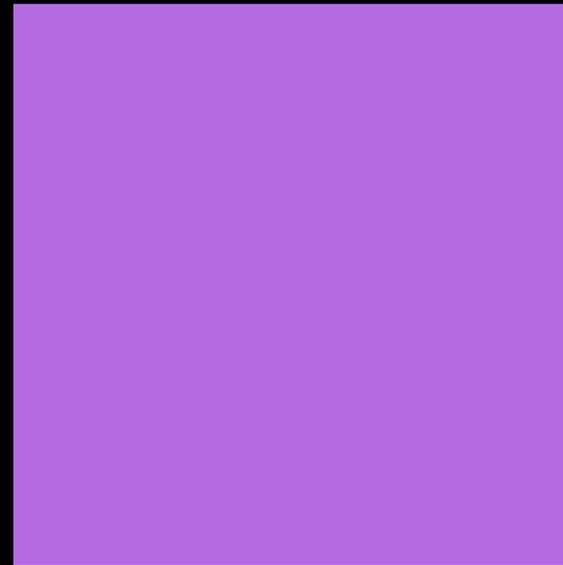
1.5:1



Purple

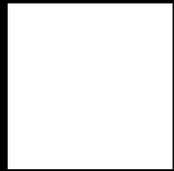
Orange

R: 179  
G: 106  
B: 226



R: 238  
G: 124  
B: 22

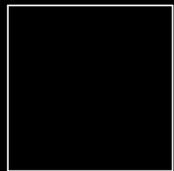




R: 255

G: 225

B: 225



R: 0

G: 0

B: 0

30pt Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut.

18pt Ut enim ad minim veniam, nostrud exercitation  
ullamco laboris. Duis aute irure dolor in  
reprehenderit in voluptate velit esse cillum  
dolore eu fugiat nulla pariatur.

15pt Ut enim ad minim veniam, nostrud exercitation  
ullamco laboris. Duis aute irure dolor in  
reprehenderit in voluptate velit esse cillum dolore  
eu fugiat nulla pariatur.

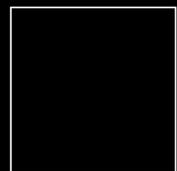
# 21:1



R: 255

G: 225

B: 225



R: 0

G: 0

B: 0

30pt Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.



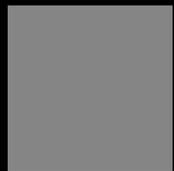
18pt Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



15pt Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



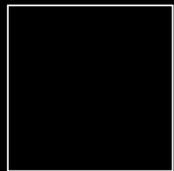
# 4.4:1



R: 114

G: 114

B: 114



R: 0

G: 0

B: 0

30pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.



18pt

Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



15pt

Ut enim ad minim veniam, nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



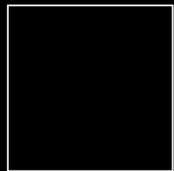
# 1.9:1



R: 60

G: 60

B: 60



R: 0

G: 0

B: 0

30pt

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut.



18pt

Ut enim ad minim veniam, nostrud exercitation  
ullamco laboris. Duis aute irure dolor in  
reprehenderit in voluptate velit esse cillum  
dolore eu fugiat nulla pariatur.



15pt

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ullamco laboris. Duis aute irure dolor in  
reprehenderit in voluptate velit esse cillum dolore  
eu fugiat nulla pariatur.



[Get Started](#)

[Get Started](#)

[Get Started](#)

[Get Started](#)

2.2:1

Get Started

Get Started

2.2:1

Get Started

9.6:1

Get Started

2.2:1

Get Started

9.6:1

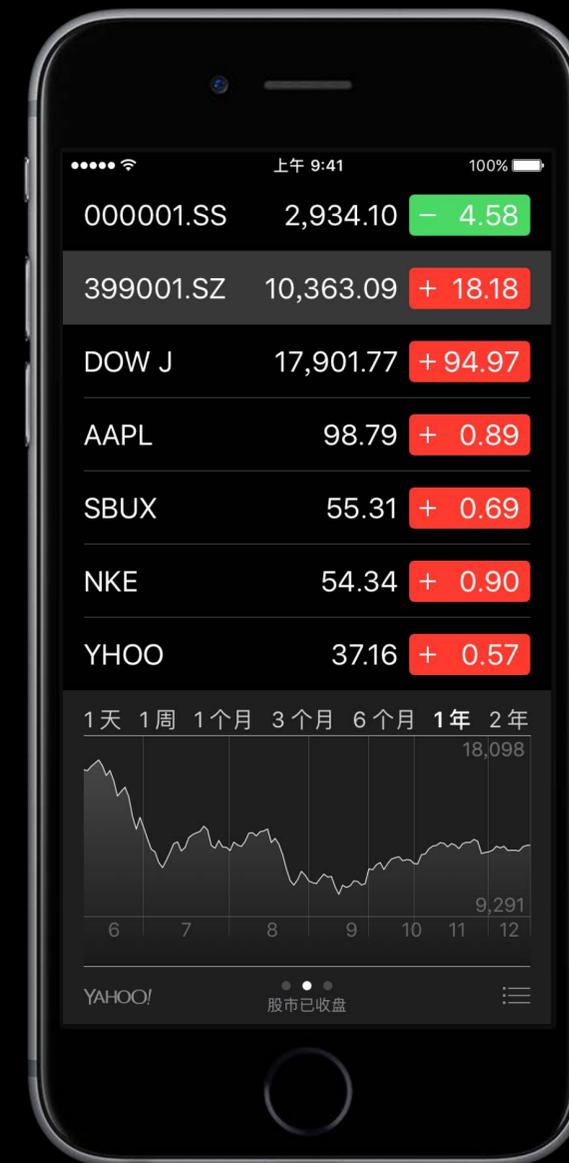
Get Started



# Things to Remember

# Things to Remember

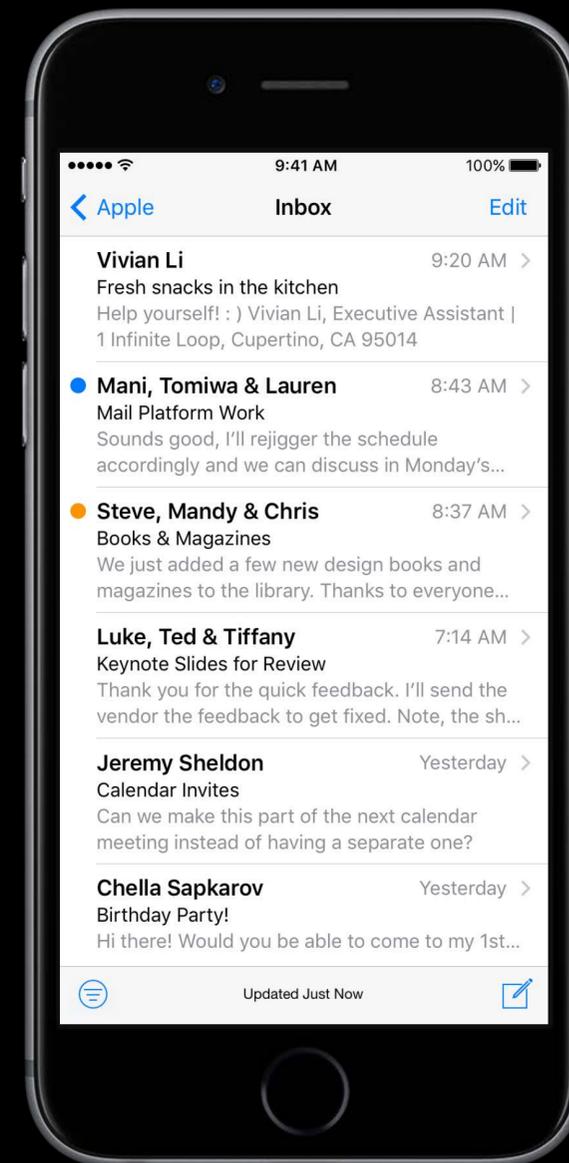
Colors can have different meanings



# Things to Remember

Colors can have different meanings

Don't rely on color alone



# Things to Remember

Colors can have different meanings

Don't rely on color alone

Need high color contrast for legibility

Get Started

9.6:1 Contrast Ratio



# Agenda

Typography

Dynamic layouts

Color

Iconography

# Agenda

Typography

Dynamic layouts

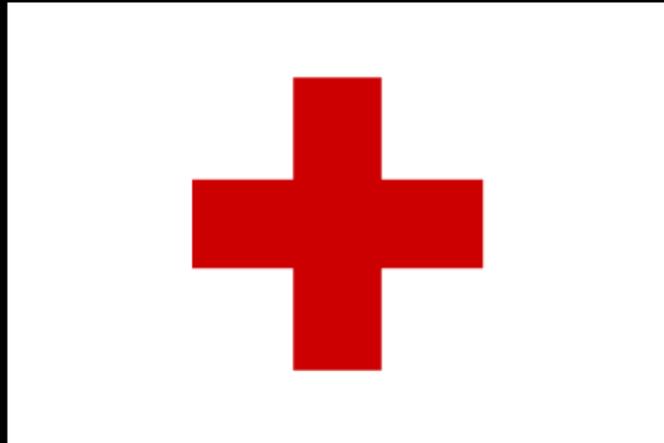
Color

Iconography

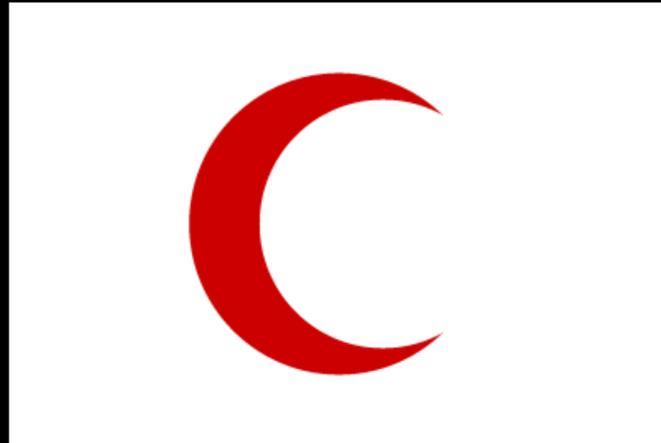
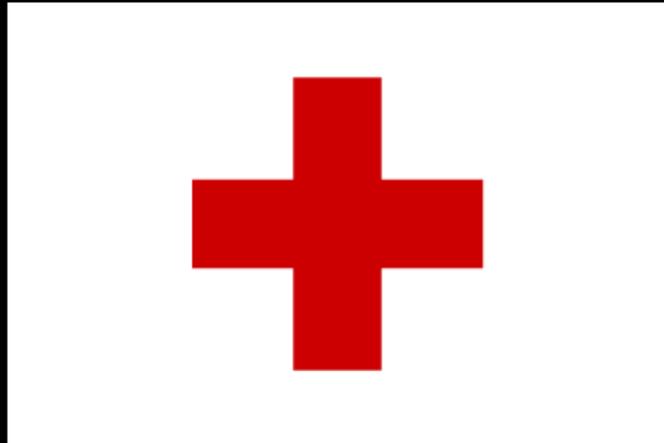
Iconography

# Semiotics

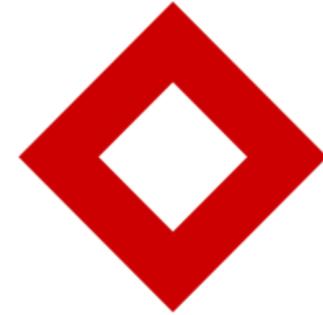
# Semiotics



# Semiotics



# Semiotics











9:41 AM

100%

## الإعدادات



نمط الطيران



< AppleWiFi

Wi-Fi



< تشغيل

Bluetooth



خلوي



الإشعارات



مركز التحكم



عدم الإزعاج



عام



شاشة العرض والإضاءة



خلفية الشاشة



الأصوات



100%

9:41 AM



الكاميرا



الصور



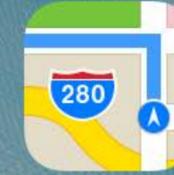
التقويم



الرسائل



الفيديوهات



الخرائط



الساعة



الطقس



الأسهم



التذكيرات



الملاحظات



Wallet



صحتي



iBooks



App Store



iTunes Store



الإعدادات



الموسيقى



البريد



Safari



الهاتف



9:41 AM

100%

## الإعدادات



نمط الطيران



< AppleWiFi

Wi-Fi



< تشغيل

Bluetooth



خلوي



الإشعارات



مركز التحكم



عدم الإزعاج



عام



شاشة العرض والإضاءة



خلفية الشاشة



الأصوات



100%

9:41 AM



الكاميرا



الصور



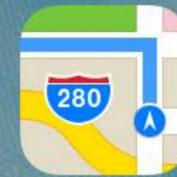
التقويم



الرسائل



الفيديوهات



الخرائط



الساعة



الطقس



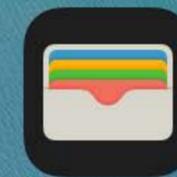
الأسهم



التذكيرات



الملاحظات



Wallet



صحتي



iBooks



App Store



iTunes Store



الإعدادات



الموسيقى



البريد



Safari



الهاتف



9:41 AM

100%

## الإعدادات



نمط الطيران



< AppleWiFi

Wi-Fi



< تشغيل

Bluetooth



خلوي



الإشعارات



مركز التحكم



عدم الإزعاج



عام



شاشة العرض والإضاءة



خلفية الشاشة



الأصوات



100%

9:41 AM



الكاميرا



الصور



التقويم



الرسائل



الفيديوهات



الخرائط



الساعة



الطقس



الأسهم



التذكيرات



الملاحظات



Wallet



صحتي



iBooks



App Store



iTunes Store



الإعدادات



الموسيقى



البريد



Safari

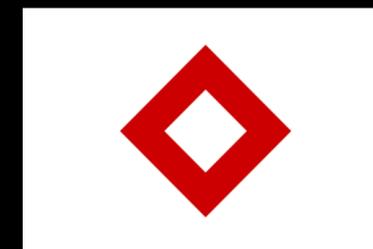
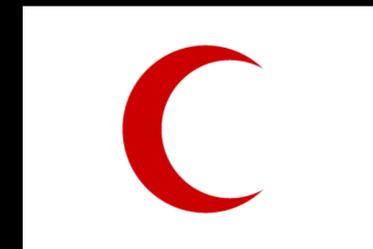
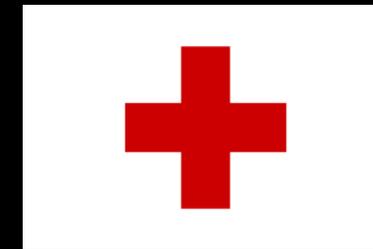


الهاتف

# Things to Remember

# Things to Remember

Symbols can have different meanings



# Things to Remember

Symbols can have different meanings

Avoid direction and text



# Things to Remember

Symbols can have different meanings

Avoid direction and text

Iconography should match UI



# Next Steps

# Next Steps

Who is your audience?

What are their cultural values?

What capabilities will they have?

Speak with them directly

# Next Steps

Who is your audience?

What are their cultural values?

What capabilities will they have?

Speak with them directly

How can I be more inclusive?

More Information

<https://developer.apple.com/wwdc16/801>

# iOS Human Interface Guidelines Beta

The world's most advanced mobile OS offers everything you need to design beautiful, engaging apps that radiate power and simplicity.

## Overview ▼

### Design Principles

What's New in iOS 10

Interface Essentials

Interaction

Features

Visual Design

Graphics

UI Bars

UI Views

UI Controls

Extensions

Technologies

Resources



As an app designer, you have the opportunity to deliver a killer product that rises to the top of the App Store charts. To do so, you'll need to meet high expectations for quality and functionality.

Three primary themes differentiate iOS from other platforms:

- **Clarity.** Throughout the system, text is legible at every size, icons are precise and lucid, adornments are subtle and appropriate, and a sharpened focus on functionality motivates the design. Negative space, color, fonts, graphics, and interface elements subtly highlight important content and convey interactivity.

# Related Sessions

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Typography and Fonts	Presidio	Wednesday 9:00AM
Auditing Your Apps for Accessibility	Nob Hill	Wednesday 10:00AM
Making Apps Adaptive, Part 2	Presidio	Friday 9:00AM
What's New in International User Interfaces	Nob Hill	Friday 9:00AM

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# Labs

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User Interface Design by Appointment Lab

UI Design Lab

Daily 9:00AM

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Accessibility User Interface by Appointment Lab

UI Design Lab

Tuesday 9:00AM

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Accessibility User Interface by Appointment Lab

UI Design Lab

Wednesday 9:00AM

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