

## Minimalist Style of UI Interface Design in the Age of Self-Media

Rui Dong

College of art, Xi'an University, Xi'an, Shaanxi, 710065

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**Abstract:** With the continuous strengthening of scientific and technological means, the application of self-Media in different terminals is more mature, such as tremble, micro-messaging and other mobile terminal software, which has become one of the manifestations of social generalization. In modern life, self-Media has become one of the characteristics of the times. Based on this, this paper discusses the minimalist style of UI interface in mobile terminal and self-Media era, so as to provide more reference for self-Media development and design style.

Self-media, also known as personal media or mass media, has the characteristics of autonomy, generalization and privatization, while the means of communication mainly rely on modern science and technology. In the use of modern terminals, mobile terminals are the main types of terminals used by self-media. Mobile terminal development is also the main driver of UI design development. In UI design, minimalism has become a popular design style. Therefore, it is of practical significance to discuss the minimalist style design of UI interface in the era of self-media.

### 1. Minimalist Style in UI Design

Minimalism came into being or was discovered in the field of painting. After the end of World War II, a style appeared in Western paintings, which was then called minimalism. Minimalism emerged in the mid-1960s when British scholars criticized artists' creations in their works. In modern minimalism, the main idea lies in the central idea of "less is more", which is the concept of "less is more" put forward by architects. In their architectural design, they throw out tedious decoration and only carry out functional design, which is also the earliest representative of minimalism. Minimalism is more popular in all fields of design, and is often one of the mainstream options. In UI interface design, minimalism is widely used and highly praised by Internet companies and designers (Figure 1).

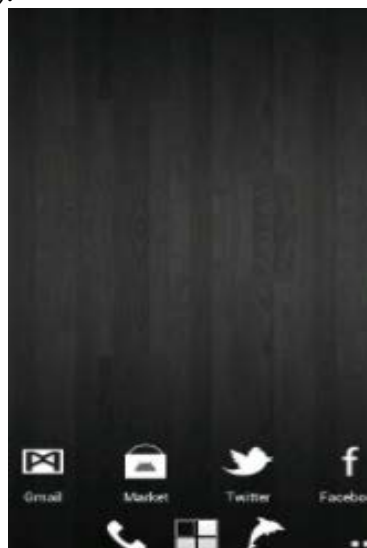


Figure 1. Mobile terminal minimalist interface design

The key words in minimalism are relatively simple, but it is not easy in the process of design. Relevant scholars summarize them, mainly with the following characteristics: first, in sensory sense,

the interface is simple and clear. Different elements have corresponding functions. It has a lot of blanks. Core part highlights. It does not have non-functional ornaments. The purpose of minimalism is to make user's behavior more intuitive and easier to operate.

## **2. Application of Minimalist Style in Mobile UI Interface Design**

### **2.1. Extremely Simplified Vision**

Flattening is an important part of the minimalist UI interface design process. Flattening is generally regarded as a technical method and design style in design. In the process of using the concept of flattening to design, the pseudo-physical design that highlights the visual senses is removed. Gradual cracks, shadows and highlights are usually eliminated, and the decorative elements which have no practical meaning in the interface are removed.

The realization of minimalism and the concept of flattening are very important. They can strengthen the subject and enhance the efficiency. Flattening design makes the interface more stereoscopic. Plates, images and buttons can exist on the same plane, which makes the interface simple and clear. Users can also reduce learning costs and cognitive impairment when they use it. Flat design is a concrete concept and realization way in minimalism, not a flat form or network structure after the design is completed. In icons, fonts and buttons, the main content of the interface is emphasized, not because it needs to be simplified. Setting meaningless mechanical lines is a misunderstanding of minimalism and even flattening. In the design of UI interface of mobile terminal, typesetting and font are the most important contents, which are the main senses conveyed by the whole interface.

### **2.2. Simplification of Style and Form**

In the process of UI interface design, we need to highlight the main body and reduce visual interference. Interface is an integral structure. The reduction of visual interference factors can make the whole subject more prominent. If there is a demand for prominent subject and other visual effects need to be guaranteed, it is necessary to weaken the prominent effect of the subject until they are in a harmonious relationship within the interface. In order to simplify the interface, listing the elements and contents of the interface and simplifying the interface after considering other conditions can facilitate users to operate easily. In UI interface design, there are strong requirements for the harmony and unity of the whole interface, including color, language, graphics and other elements, which always need to be able to maintain style requirements. Therefore, in the design of UI interface form, it is necessary to visualize the function when the visual impact is minimized, which is also the main design concept in modern UI design.

### **2.3. Emphasis on Functions and Characteristics**

In the process of UI interface design, it is necessary to simplify the whole UI interface to achieve minimalist design. When choosing the color and image, it is also very simple, so the interface design features and design functions can be more prominent. After highlighting the function, it can make the information more intuitive to the audience. In terms of concretization, the visual image is condensed and combined with function development. In the process of planning and designing the interface function, it is necessary to arrange the options and icons reasonably, so as to ensure that the UI interface can guarantee the concise requirements. In the process of function design, we also need to pay attention to the implicit relationship between functions, which highlights the relationship between the main body of the interface and other functions. In the process of designing indirect graphics, we need to have stronger ideographic features, so that the functions and features can be clearly defined. In the interface with strong decorative sense, although there will be surprise in the short term, there will be aesthetic fatigue when it is used for a long time. Therefore, minimalism focuses on simplification and functionality, which is the consideration of the long-term use of the interface. On the other hand, in the process of design, we also need to pay attention to the sense of functional hierarchy, to ensure that it is conducive to user operation (Figure 2).



Figure 2. Minimalist Functional Identity Practice

### 3. A Case Sharing: WeChat Interface Design as an Example

#### 3.1 Flat Design Style

At present, in the era of digital self-media, the flat visual language is widely used to construct the interface. Bauhaus' design concept advocates abandoning decorative elements, attaching great importance to the practicability of products, presenting them to the audience in a concise form, and achieving the unity of technology and art. Each WeChat self-media constructs brand image through flat style design elements, which is embodied in color, text, layout and so on; colors generally choose saturated colors with high brightness and high contrast, eliminate shadows, gradual gradients and other complicated effects, clearly guide the user experience, and achieve efficient information transmission; large and small sizes are used alternately on the text. The interface focuses on the use of super large font size with unconventional fonts, differentiation emphasizes the theme, enriches the level sense of the user experience; the layout adopts the creation technique of "leaving white", endows the user with unlimited imagination when experiencing, eliminates all unnecessary visual languages, and most directly lets the user pay attention to the main body icon or text, so as to achieve the minimalist communication of the information.

The flattened design style is influenced by the "minimalism" rising in the 20th century, which replaces the quasi-materialized design market. The interface language is simply and not simply tamped, the form seems simple and simple, the space and composition are actually grasped aesthetically, the visual subtraction is made for the interface content, and the user pays attention to the information itself and grasps the first impression of the user's visual senses. In order to establish the brand image to do further foreshadowing. In his book *simplicity: four Strategies for Interactive Design*, Colburn notes: "if you also want to design a simple product, remember to design it for mainstream users [3]. In order to get the response in the media market, the concise design must also pay attention to the emotional demands of the mainstream users.

#### 3.2 The Design Language of Interest

In the digital age, in order to better interact with users, WeChat public platform can add interesting elements when designing the interface. Users will experience the pleasure of information exchange and function sharing, and build a new way of entertainment interaction. The graphics, text, color, style and so on of the media interface design can be processed with interest, turn the functional beauty to the artistic beauty, narrow the distance with the users, increase the affinity of the brand image, make the user have the first good feeling, and build the benign emotional hub of the two. Interesting interface operation design, can understand the emotional demands of users at a deeper level So that the communication between people is no longer boring and monotonous, fully meet the user's experiential psychology, and sublimate the aesthetic trend of thought between interactions. Because the interesting design language can enrich people's emotion, each major self-media platform can be widely extracted and used, reflected in the main menu interface, jump web page interface, attribute bar interface and so on, break the first line of defense of user preview with humor and funny, stimulate users to try and experience services, improve users' good feelings for the brand, in order to achieve the purpose of marketing. Follow the user's visual habit of interface preview, timely add colorful and interesting design considerations, so that users can feel

the delicacy of brand culture and the texture is the artistic charm of the colorful effect of the interface.

### 3.3 The Design Language of the Cartoon



Figure 3. Card-style style

Card-style style is most of the formal language extracted from the mass card, which is used as the way of self-expression. Cartoon style is characterized by the hyperbole of its image, the variability of narrative style and the imagination and creativity in it to attract the interest of the viewer. If the interface design of WeChat public platform is made use of the design language, we can see the profound meaning of the platform more clearly. The mainstream users of WeChat public platform are mostly the generation of young people after 80. This group is happy to chase personality, accept new things, and have been inspired by various animation works since childhood. The organic combination of cartoon design language and interface design form, applies cartoon style to the design of software interface, provides users with a more flexible and personalized experience, makes the human-computer interaction design of WeChat develop in the direction of people-oriented, distinguishes from other similar software, strengthens the playability of the software, thus forming its own unique interface design concept. Bring users a different sense of use. The cartoon design language is introduced into the interface design of WeChat official account, which is more easily recognized and favored by young users, which has the prospect of humanized design of WeChat official account. It is of great practical significance.

### 3.4 Humanized Aesthetic Route

Humanization is an indispensable factor in the interface design of WeChat official account. The self-media will reflect the invisible spirit of the brand through the tangible material state, and the WeChat public platform will be used as the conversion medium to pay full attention to the emotional demands of users and customize the personalized service belonging to the mainstream users. Carry out the "people-oriented" design concept, fully consider the impact of each component on the user, whether the user can have a multi-dimensional aesthetic experience, mobilize the user's perception factor. "the research on the interface design of smart phone mobile Internet applications" mentioned: "Interface design aesthetics is the relationship between the designer and the interface, in which the interface design aesthetics is the relationship between the designer and the interface." The beauty includes barrier-free communication between people and interface, coordination between user experience and interface and its environment, good cognitive and emotional experience [4] ". In order to optimize the interaction between human and interface, it can be humanized as the

foundation, pay attention to the user's living habits and operating habits, combine the form and function of the interface, and give full play to the aesthetic effect of pragmatism.

#### 4. Conclusion

In the design of minimalist UI interface style for mobile terminals, it can make the main body of the interface more clear visually. Secondly, it can meet the relevant requirements in form. Finally, it can enhance the functionality in the functional icon design, so that the practical requirements of minimalism can be met. On the other hand, UI design is not limited to interfaces. It can also be applied in interaction and information processing Focus on the four aspects of audience, innovation, entertainment and environment, so as to realize the pre-evolution of social platform and optimize user experience, so that the overall UI design can better meet the practical requirements.

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