УДК 004.73

FEATURES OF NEGATIVE SPACE IN THE DESIGN OF MOBILE APPLICATION

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In the paper was analyzed the possibility of using "negative space" *in the designing for mobile application. It is emphasized the relevance of this compositional method that optimizes of the transmission and reception of information. It was determined the benefits that contributed to increasing the functionality and expression of artistic characteristics of the design project.*
Key words: *functionality, space, visual perception, user, designing.*

INTRODUCTION

At the current stage of the development of digital technologies, the issue of quality interactive exchange of information resources is relevant. It actualizes design methods and means, adequately provide specific requests of users of our time. Mobile application design is becoming a more and more popular sphere of design. It combines aesthetically functional aspects of the creation of accessible visual and text content with an understanding of space-time peculiarities of real existence. It operates with economic and marketing means to create adequate socio-cultural communication.

PURPOSE

The trend of functionalism in approaches to the design of mobile applications dictates methods and solutions, actualizes stylistic trends that are consistent with the needs of modern society. The need to draw the user's attention to the main element of information determines the use of strategies in stylistics, which allows achieving maximum effect. In this context, the "negative space" as a method of design work on the construction of a composition of a mobile application has available advantages.

RESULTS AND DISCUSSION

Proper use of "negative space" significantly optimizes the user's experience in perceiving content. The balance between elements of the compositional space directly affects the effectiveness of the page or interface typography. It has a positive effect on branding. In some graphic design elements (e.g., logos), designers provide an appropriate amount of "negative space" around the object to make the perception more comfortable. If these features are not taken into account, it reduces the quality of the visual form. Also, "negative space" affects the design stylistics, forms the character of a mobile application. A sufficient amount of "negative

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space" improves the visual hierarchy, and allows users to focus on crucial elements, optimizes the attention factor [2]. As a result, "negative space" affects the visual perception of text and graphics content and improves navigation.

One of the strengths of the specified design reception of mobile applications is that the minimalism of the solution in interface design increases the attention of users. Pages are not overloaded, and all present elements are focused on the necessary information, increases the functionality of the application. As a rule, designers do not use a considerable quantity of visual images, but those which are used, very informative and appreciable. Searching for such images takes much time. However, by carefully selecting them, it can be created the desired image. Visual forms must conform to the principles of minimalism. Otherwise, they can destroy the entire created effect. Also, it should be noted that designers use contrast when choosing colors, shapes, and arrangement of elements, one of the most reliable tools to help achieve maximum expressiveness.

In the interface design of mobile applications, "negative space" is an essential factor of high usability and interface management. We emphasize that the concept of "negative space" and "white space" are the same. The term "white space" comes from the design of printing since the days when pages are predominantly white. So, the white space was all around, between and inside letters or symbols, as well as around illustrations. The term has nothing to do with white but refers to an empty space, not color. The term "negative space" comes from photography: in a photo, it defines positive space (objects that attract attention) and negative space (background). "Negative space" in web design should not be just white. It can be any color, texture, even pattern or background image.

Thus, too many elements without enough space significantly increase the level of distraction: overloaded with information and interactive elements, most of which they do not need [1]. Users will have to make an effort to find what they need. With this, the notion of "negative space" should be given adequate meaning. "Negative space" is a zone of the layout that remains empty. It can be not only around objects that placed in the layout but also between them and inside them. Because of this, white space is an appropriate design element that has a significant influence on the positive experience of users.

Based on the above, let us highlight the benefits of using "negative space" in the design of mobile applications:

– the level of psychological perception of the interface by the user is improved;

– conditional links are formed between the elements of the composition, focusing on the user and usability;

– promotes compositional balance in the design of the interface space;

– sets the user's focus on the principal elements and reduces distractions;