What’s New in iOS

Session 810

Nicole Ryan, Designer
Wayfinding
Wayfinding

Typographic Hierarchy
Wayfinding
Typographic Hierarchy
Contrast
Wayfinding

Typographic Hierarchy

Contrast
Mailboxes

- All Inboxes: 202
- iCloud: 128
- Apple mail: 74
- VIP
- Flagged: 7

ICLOUD
- Inbox: 128
- Drafts
- Sent
- Junk

APPLE MAIL
- Inbox: 74
- Drafts
Where should I use Large Titles?
Top Level of an App With Tabs
Apps With Rich and Extensive Content
Apps With Rich and Extensive Content
Apps With Rich and Extensive Content
Visually Similar Layouts

iOS 10
Visually Similar Layouts

New in iOS 11
Use Large Titles purposefully
Should Not be Used Everywhere
Wayfinding

Typographic Hierarchy

Contrast
“Typography exists to honor content.”

Robert Bringhurst, The Elements of Typographic Style
“Typography exists to honor content.”

Robert Bringhurst, The Elements of Typographic Style
Label 1
Label 2

Position
<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label 1</td>
<td>Label 1</td>
</tr>
<tr>
<td>Label 2</td>
<td>Label 2</td>
</tr>
<tr>
<td>Position</td>
<td>Size</td>
</tr>
<tr>
<td>-----------</td>
<td>-----------</td>
</tr>
<tr>
<td>Label 1</td>
<td>Label 2</td>
</tr>
<tr>
<td>Label 2</td>
<td>Label 2</td>
</tr>
<tr>
<td></td>
<td>Label 1</td>
</tr>
<tr>
<td>-------</td>
<td>---------</td>
</tr>
<tr>
<td>Position</td>
<td></td>
</tr>
<tr>
<td>Size</td>
<td></td>
</tr>
<tr>
<td>Weight</td>
<td></td>
</tr>
<tr>
<td>Color</td>
<td></td>
</tr>
</tbody>
</table>
San Francisco
Jul 2–7, 2016 · California

Santa Monica & Venice Beach
Jul 15–19, 2016 · Los Angeles

Lamai Beach
Sep 3–8, 2016 · Thailand
Wayfinding

Typographic Hierarchy

Contrast
iOS 11

iOS 10
Regular weight
Photos Memories Shared Albums

Collections

California
Jul 2–Sep 8, 2016 · United States

Cupertino, Sonoma & San Francisco
Dec 31 – Jan 13, 2016 · California
Cupertino, Sonoma & San Francisco
Dec 31–Jan 13, 2016 · California
Apple Online Store $64.31
5/27/17
Wayfinding
Typographic Hierarchy
Contrast
Wayfinding

Typographic Hierarchy

Contrast
Wayfinding

Typographic Hierarchy

Contrast
Wayfinding

Typographic Hierarchy

Contrast