

## Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

Controls and Acquisition GUI Strategies Satellite Workshop  
**NOBUGS** | 23 September 2024

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# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Introduction



- Beamline operation: working during a wide range of hours demanding extreme on-screen focus.
- Physical fatigue, mental exhaustion, ocular health issues – eye strain, eye dryness, discomfort due to screen exposure.
- Creating a user-centered GUI design: enhance usability, increase efficiency, improve user satisfaction, attract more industrial users, address inclusivity, help to reduce screen-related ocular problems and stress. Adaptability to various working environments is a plus.



Photo credit: DESY

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines



## Introduction

- Incorporating basic screen design principles, addressing UI/UX design needs, following the **Web Content Accessibility Guidelines 2.2 (WCAG 2.2)** (<https://www.w3.org/TR/WCAG22/>) (latest version as of Sept 15, 2024. WCAG 3 on the way) by the **World Wide Web Consortium (W3C)** ([w3c.org](http://w3c.org)).
- “Web Content Accessibility Guidelines (WCAG) 2.0 covers a wide range of recommendations for making Web content more accessible.”
- Making content accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of these.
- This presentation will focus on beamline GUIs’ accessibility for users with color vision deficiency, as well as how to reduce ocular stress and help to reduce screen-related ocular health problems.



Photo credit: DESY

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Is Your Color Scheme Accessible?



- **Color accessibility:** Choosing the correct hues, saturation, and tint for ideal contrast increases **inclusivity** towards users with **color vision deficiency**.



Image by Sketchpedia on Freepik

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines



## Is Your Color Scheme Accessible?

- **Color accessibility:** Choosing the correct hues, saturation, and tint for ideal contrast increases **inclusivity** towards users with **color vision deficiency**.
- **Most common type** of color vision deficiency: telling the difference between **red and green**. Worldwide, **8% of men and 0.5% of women** have a red/green type of **color vision deficiency**.
- These figures rise in areas where there is a greater number of Caucasian people per head of population, so in **Northern Europe** the figures increase to **~10-11% of men**.
- Other types of color vision deficiencies: blue-yellow color vision deficiency (~1/10.000), complete color vision deficiency (monochromacy, ~1/33.000).

**Sources:** [National Eye Institute \(nei.nih.gov\)](http://nei.nih.gov), [colourblindawareness.org](http://colourblindawareness.org).

Original



Green blind / Deuteranopia



Red blind / Protanopia



Blue blind / Tritanopia

Image by Sketchpedia on Freepik

Color vision simulator: <https://pilestone.com/pages/color-blindness-simulator-1>

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Is Your Color Scheme Accessible?



- “1.4.1 Use of Color: Color [...] (should not be) used as the **only visual means** of conveying information, indicating an action, prompting a response, or distinguishing a visual element.” **Web Content Accessibility Guidelines 2.2 (WCAG 2.2).**
- **Besides color vision deficiency;**
  - Users with partial sight often experience limited color vision.
  - Some older users may not be able to see color well.
  - Users who have color-blindness benefit when information conveyed by color is available in other visual ways.
  - People using limited color or monochrome displays may be unable to access color-dependent information.

Original



Green blind / Deuteranopia



Red blind / Protanopia



Blue blind / Tritanopia



Image by Sketchpedia on Freepik

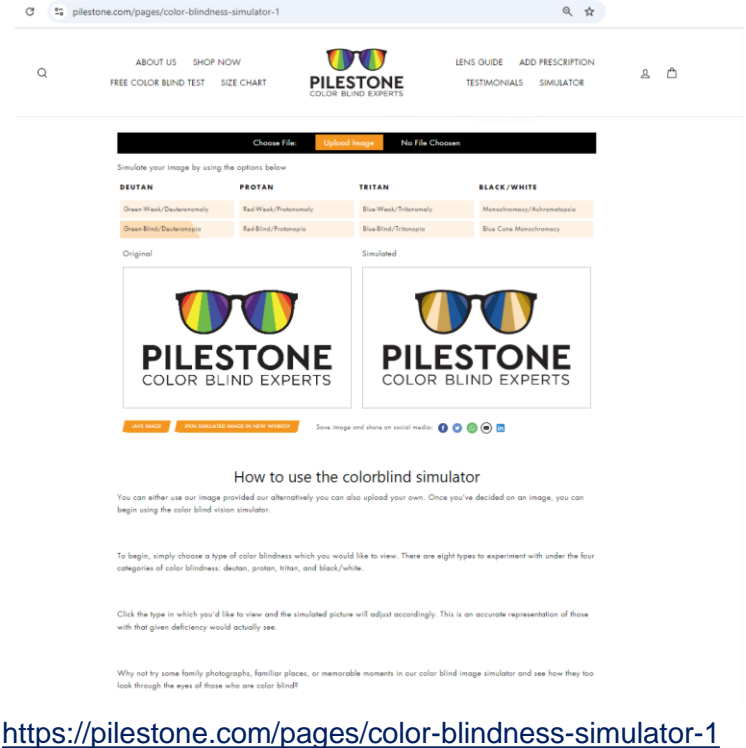
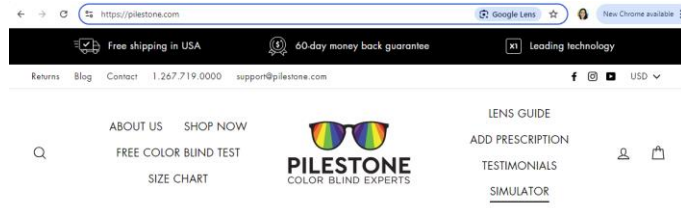
Color vision simulator: <https://pilestone.com/pages/color-blindness-simulator-1>

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Is Your Color Scheme Accessible?



Online color blind vision simulator: <https://pilestone.com/> → SIMULATOR



<https://pilestone.com/pages/color-blindness-simulator-1>

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Is Your Color Scheme Accessible?



Creating a color scheme:

<https://color.adobe.com/create/color-accessibility>

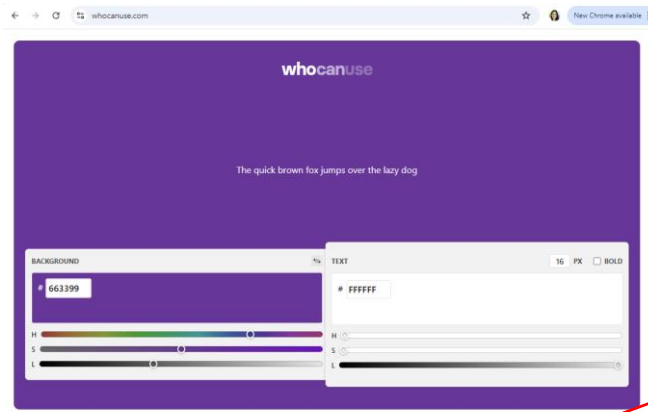
Red and green can work together as separate indicators with the right contrast ratio.

A screenshot of the Adobe Color website's "Color Accessibility" tool. The browser address bar shows "color.adobe.com/create/color-accessibility". The page title is "Adobe Color" with navigation tabs for "CREATE", "EXPLORE", "TRENDS", "LAB", and "LIBRARIES". The main content area is titled "Accessibility Tools" and includes a "Color Wheel" and "Extract Theme" section. A central color wheel has several colored swatches placed around it. A tooltip indicates "Potential Color Conflict" and provides instructions: "Possible conflicts found. Move the swatches on color wheel to make colors distinct and color blind safe." Below the wheel, a "Color Mode" dropdown is set to "RGB". A horizontal bar displays the selected colors: orange, blue, yellow, red, and green. To the right, there are options to "Save to My Library", "Name" (set to "My Color Blind Safe Theme"), "Tags" (with buttons for "DistinctColors", "CreativityForAll", "ColorBlind", "Blue", "Bright"), and a "Publish Theme" button. A note states "Theme is not color blind safe" and a "Save" button is visible. At the bottom, a "Color Blind Simulator" section shows three rows of color swatches: "Deuteranopia", "Protanopia", and "Tritanopia", illustrating how the colors appear to different types of color blindness.



# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Is Your Color Scheme Accessible?

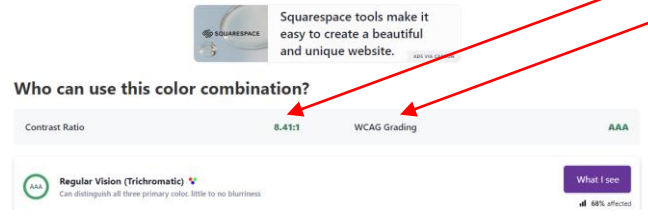


**Large texts:** Contrast Ratio > 3:1

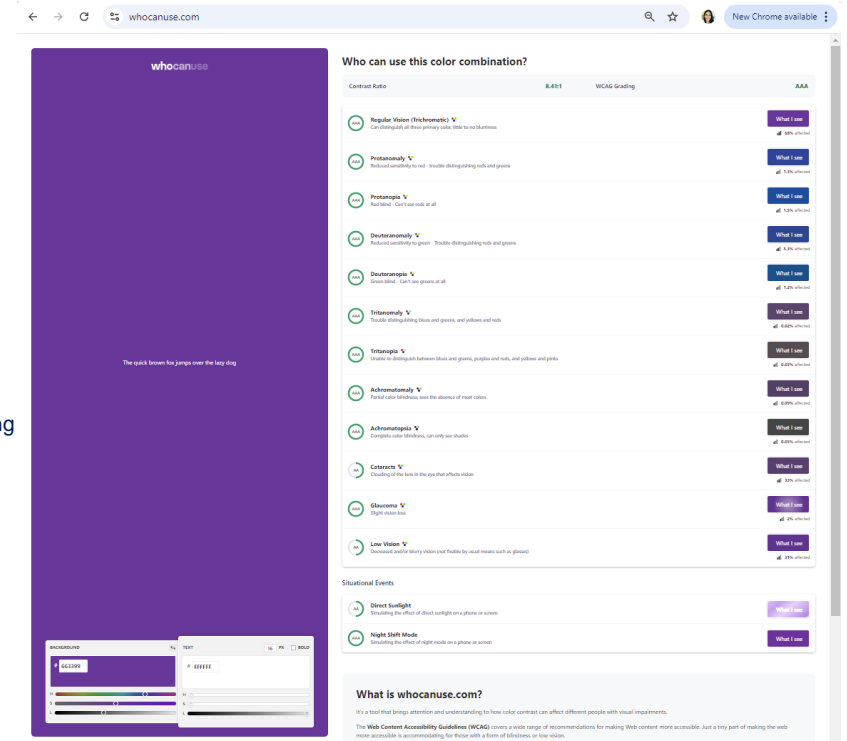
**Regular texts:** Contrast Ratio > 4,5:1 (unless inactive components) (WCAG 2.2 – 1.4.3)

Contrast Ratio > 4,5:1

WCAG Grading



<https://www.whocanuse.com/>



# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Selecting Eye-Friendly Color Schemes



- Avoid using pure white (#FFFFFF) and pure black (#000000) on screen (both as background colors and text colors).
- Using softer colors, creating good contrast (meeting the 1:4,5 WCAG standard), and light & dark mode options will help reduce eye strain due to long screen exposures.
- Search “shades of white”, “shades of black” for inspiration.

WHITE #FFFFFF	IVORY #FFFFF0	BEIGE #F5F5DC	CREAM #FFFDD0
EGGSHELL #F0EAD6	SEASHELL #FFF5EE	GHOST WHITE #F8F8FF	VANILLA #F3E5AB
LINEN #FAFAD2	OFF WHITE #FAF9F6	PEARL WHITE #F8F8FD	WHITE DOVE #F0F0E7
ANTIQUE WHITE #FAEBD7	BABY POWDER #F0F0F0	BONE #E3DACC	CORNSILK #FFF8DC

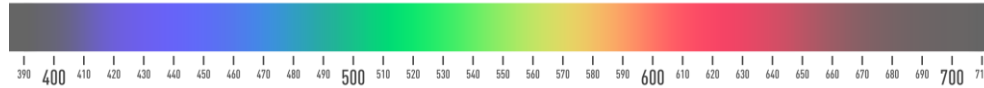
Image source: <https://creativebooster.net/blogs/colors/shades-of-white-color>

Nature Black #111810	Winter Black #20211A	Bitter Black #1D1615	Galaxy Black #2A292B
Black Mist #4B4547	Black Bronze #1F1D1B	Blackened Pearl #4E4B51	Old Black #292827
Cold Black #121214	Arctic Black #2E3135	Intense Black #1A1819	Aurora Black #202020
Blackboard #1C1C1C	Black Purple #0F0616	Anthracite Black #252729	Ash Black #383B39

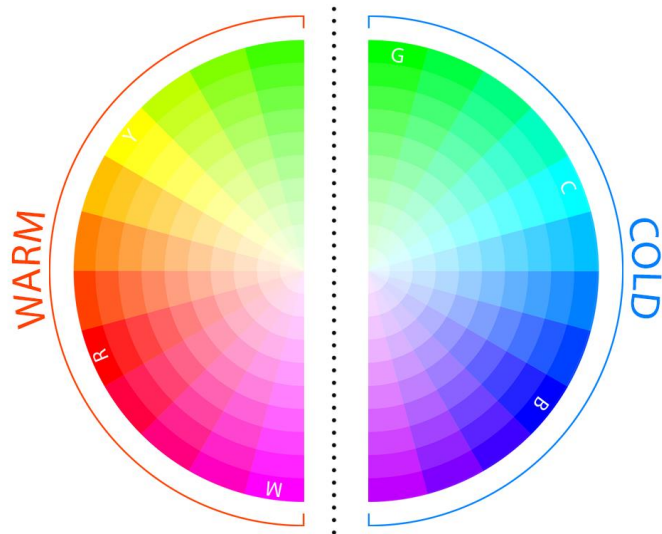
Image source: <https://kbmd3signs.com/what-is-color-theory/what-is-the-color-black/>

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines Selecting Eye-Friendly Color Schemes

The human-visible spectrum perceived from 390 to 710 nm wavelength.



Visual by Bhutajata - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=59589865>



"Warm" gray

"Cool" gray

Mixed with 6% yellow Mixed with 6% blue

Image source: [https://en.wikipedia.org/wiki/Color\\_temperature](https://en.wikipedia.org/wiki/Color_temperature)

Image source: <https://www.serenarchetti.com/blog/how-to-effectively-use-warm-and-cool-colors-in-art>

The terms 'warm' and 'cool' colors in this presentation do not refer to the color temperature of the electromagnetic radiation emitted by an ideal black body.

Color temperatures and example sources

Temperature	Source
1700 K	Match flame, low pressure sodium lamps (LPS/SOX)
1850 K	Candle flame, sunset/sunrise
2400 K	Standard incandescent lamps
2550 K	Soft white incandescent lamps
2700 K	"Soft white" compact fluorescent and LED lamps
3000 K	Warm white compact fluorescent and LED lamps
3200 K	Studio lamps, photofloods, etc.
3350 K	Studio "CP" light
5000 K	Horizon daylight, Tubular fluorescent lamps or cool white/daylight compact fluorescent lamps (CFL)
5500–6000 K	Vertical daylight, electronic flash
6200 K	Xenon short-arc lamp <sup>[10]</sup>
6500 K	Daylight, overcast
6500–9500 K	LCD or CRT screen
15,000–27,000 K	Clear blue poleward sky

Image source: [https://en.wikipedia.org/wiki/Color\\_temperature](https://en.wikipedia.org/wiki/Color_temperature)

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Selecting Eye-Friendly Color Schemes – Screen Typography



This text is written on pure black background (#000000) in pure white (#FFFFFF) with the Arial typeface.

Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut facis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis cident min consero tem latet as dolupicabor sitat.

Ullaccu lparitatur a nis mo con conem quunt, as eatur? Xeriore hendes se num que num quosam-usam illaccu llacepe ipsape conecta que omnin


This text is written on a softer black background (#1F1E1C) in a warm white tone (#FAF9F6) with the Arial typeface.

Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut facis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis cident min consero tem latet as dolupicabor sitat.


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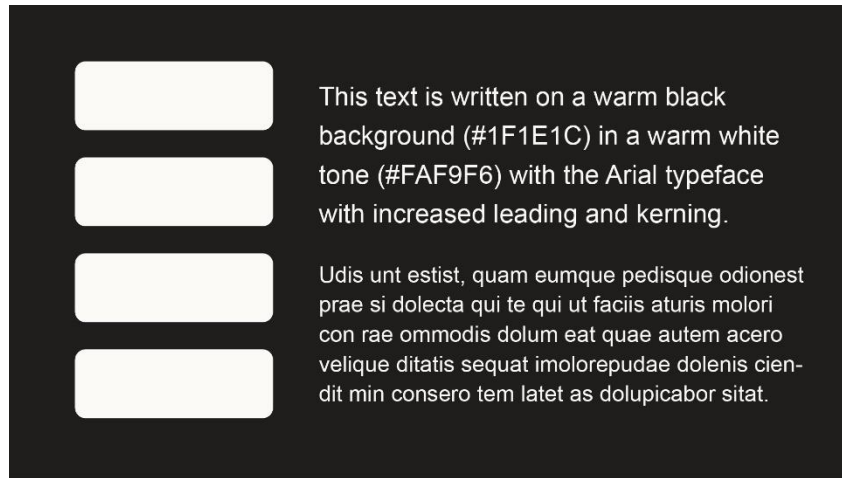
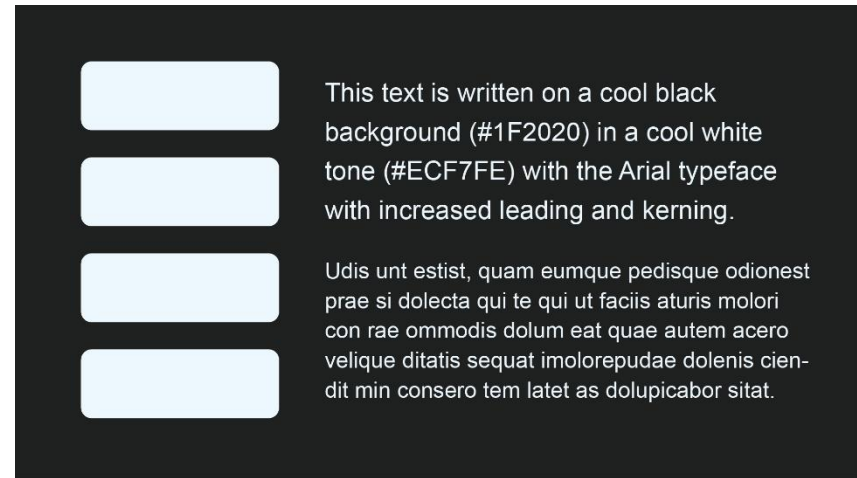
This text is written on a warm black background (#1F1E1C) in a warm white tone (#FAF9F6) with the Arial typeface with increased leading and kerning.

Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut faciis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis cident min consero tem latet as dolupicabor sitat.

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines



## Selecting Eye-Friendly Color Schemes – Screen Typography

This panel illustrates a warm color scheme. It features a dark charcoal gray background (#1F1E1C). On the left, there are four horizontal rounded rectangular boxes stacked vertically, each filled with a warm white color (#FAF9F6). To the right of these boxes, there are two paragraphs of text. The first paragraph is in a warm white font (#FAF9F6) with increased leading and kerning. The second paragraph is in a light gray font (#E0E0E0) and contains Latin placeholder text: "Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut faciis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis cien-dit min consero tem latet as dolupicabor sitat."This panel illustrates a cool color scheme. It features a dark charcoal gray background (#1F2020). On the left, there are four horizontal rounded rectangular boxes stacked vertically, each filled with a cool white color (#ECF7FE). To the right of these boxes, there are two paragraphs of text. The first paragraph is in a cool white font (#ECF7FE) with increased leading and kerning. The second paragraph is in a light gray font (#E0E0E0) and contains Latin placeholder text: "Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut faciis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis cien-dit min consero tem latet as dolupicabor sitat."

Warm tones are ideal for reducing eye stress.  
Reducing the amount of blue light is better for the eyes.

Ideal for environments with bright light.

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines



## Selecting Eye-Friendly Color Schemes – Screen Typography



This text is written on pure white background (#FFFFFF) in pure black (#000000) using the Verdana typeface.



Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut faciis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis ciendit min consero tem latet as dolupicabor sitat.



Ullaccu lparitatur a nis mo con conem quunt, as eatur? Xeriore hendes se num



This text is written on a warm white background (#FAF9F6) in a softer black tone (#1F1E1C) using the Verdana typeface.



Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut faciis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis ciendit min consero tem latet as dolupicabor sitat.



Ullaccu lparitatur a nis mo con conem





# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines



## Selecting Eye-Friendly Color Schemes – Screen Typography



This text is written on a warm white background (#FAF9F6) in a softer black tone (#1F1E1C) using the Verdana typeface.



Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut faciis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis ciendit min consero tem latet as dolupicabor sitat.



Ullaccu lparitatur a nis mo con conem



This text is written on a warm white background (#F5F5F5) in a warm black tone (#413839) using the Verdana typeface with increased leading and kerning.



Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut faciis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis ciendit min consero tem latet as

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Selecting Eye-Friendly Color Schemes – Screen Typography



**% 40** This text is written on a warm white background (#F5F5F5) in a warm black tone (#413839) using the Verdana typeface with increased leading and kerning.

**% 60**

**% 80** Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut faciis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis ciendit min consero tem latet as

**% 100**

Ideal especially environments that are not too bright.  
Reducing the amount of blue light reduces eye stress.

**% 40** This text is written on a cool white background (#F8F8FF) in a cool charcoal tone (#36454F) using the Arial typeface with increased leading and kerning.

**% 60**

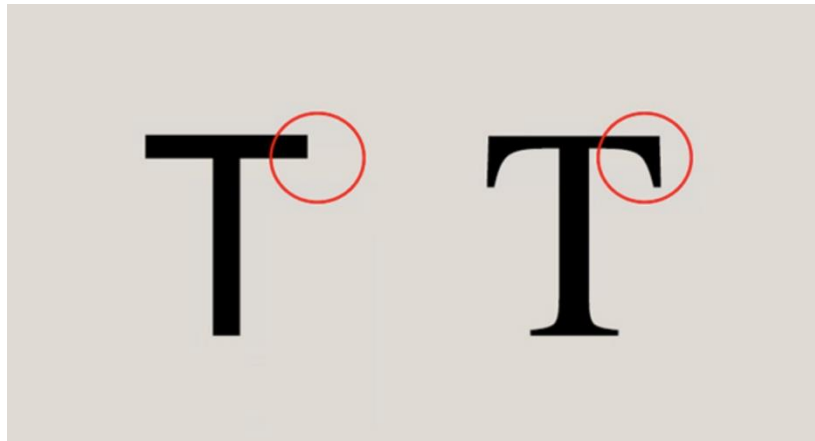
**% 80** Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut faciis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis ciendit min consero tem latet as dolupicabor sitat.

**% 100**

Works better in brightly lit environments.

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Screen Typography



Sans serif typeface vs Serif typeface

Image source: <https://www.adobe.com/uk/creativecloud/design/discover/serif-vs-sans-serif.html>

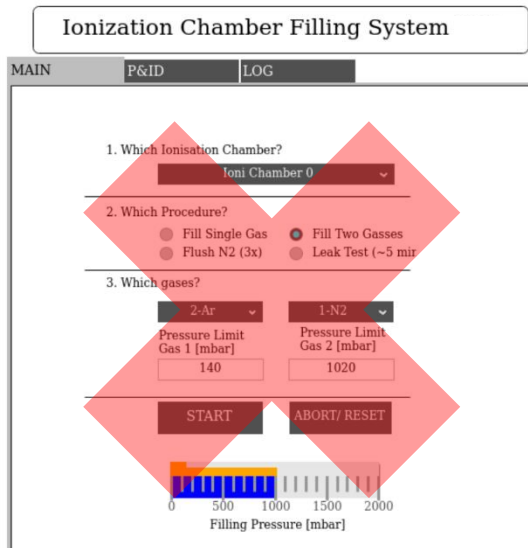
Setting aside the exceptions and focusing on basic rules;

- **Serif typeface** – classical, ideal for long texts, books; enables a continuous horizontal movement of the eye.
- **Sans serif typeface** – modern, clean and simple, no bulk - **ideal for screens**. Needs extra leading for long texts.

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines Screen Typography



- Using sans-serif, clean typefaces designed for screens increase readability and legibility.



**Web safe sans-serif typefaces:**  
Arial  
Verdana  
Tahoma  
Trebuchet MS

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Screen Typography



### WCAG 2.2 – 1.4.8 Visual Presentation

- Width is no more than 80 characters or glyphs (40 if CJK).
- Text is not justified (*i.e.* not aligned to both the left and the right margins).
- Line spacing (leading) is at least space-and-a-half within paragraphs, and paragraph spacing is at least 1.5 times larger than the line spacing.

### WCAG 2.2 - 1.4.12 Text Spacing

- Line height (line spacing) to at least 1.5 times the font size;
- Spacing following paragraphs to at least 2 times the font size;
- Letter spacing (kerning) to at least 0.12 times the font size;
- Word spacing to at least 0.16 times the font size.

% 40

This text is written on a warm white background (#F5F5F5) in a warm black tone (#413839) using the Verdana typeface with increased leading and kerning.

% 60

% 80

% 100

Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut faciis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis ciendit min consero tem latet as

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines



## Creating a Color Scheme

### WCAG 2.2 1.4.11, Non-text Contrast

The visual presentation of the following have a contrast ratio of at least 3:1 against adjacent color(s):

- User Interface Components:** Visual information required to identify user interface components and states, except for inactive components or where the appearance of the component is determined by the user agent and not modified by the author;
- Graphical Objects:** Parts of graphics required to understand the content, except when a particular presentation of graphics is essential to the information being conveyed.

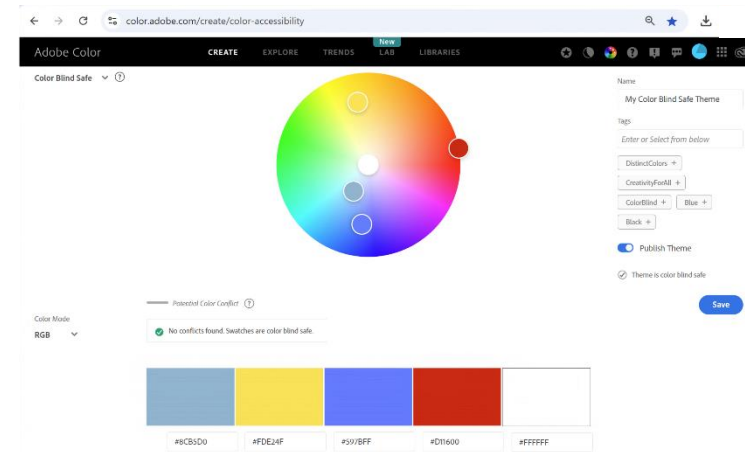
A dark blue rectangular area containing four colored boxes with hex codes and text. The boxes are light blue, yellow, blue, and red. The text describes the contrast and readability of the text on these backgrounds.

#8cb5d0 This text is written on a dark blue background (#000747) in a cool white tone (#ECF7FE) with the Arial typeface with ideal leading and kerning.

#fde24f

#3d64ff Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut faciis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imolorepudae dolenis cendit min consero tem latet as doluplicabor sitat.

#d04b3c



Source: [www.color.adobe.com](http://www.color.adobe.com)

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Creating a Color Scheme



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Green blind/Deuteranopia

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**#d04b3c**

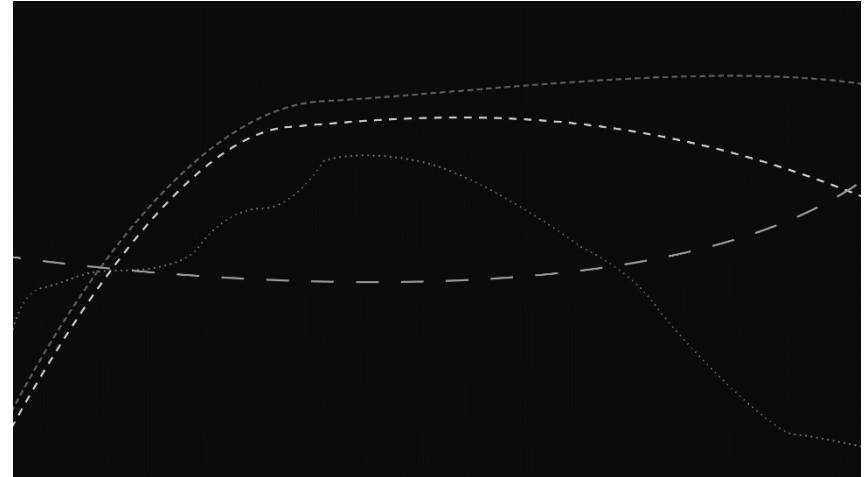
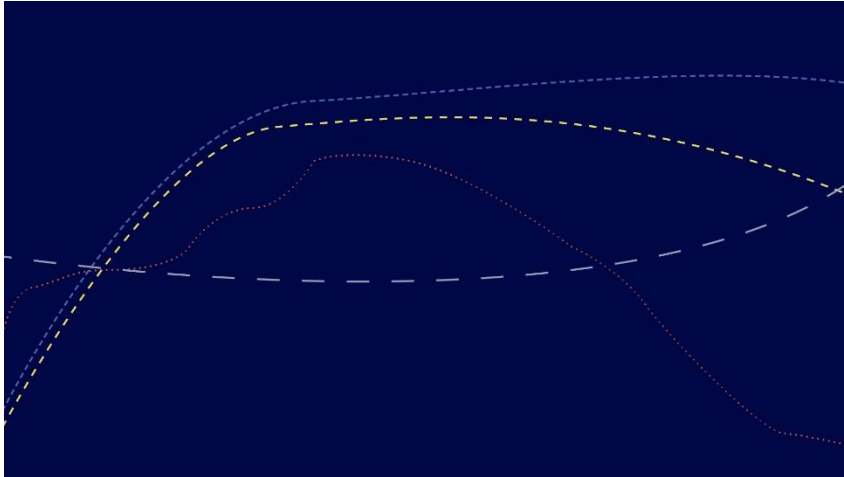
Udis unt estist, quam eumque pedisque odionest prae si dolecta qui te qui ut facis aturis molori con rae ommodis dolum eat quae autem acero velique ditatis sequat imoloreputae dolenis ciendit min consero tem latet as dolupicabor sitat.

Monochromacy/Achromatopsia

Color vision deficiency simulations: <https://pilestone.com/pages/color-blindness-simulator-1>

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Distinguishing Colors: Patterns



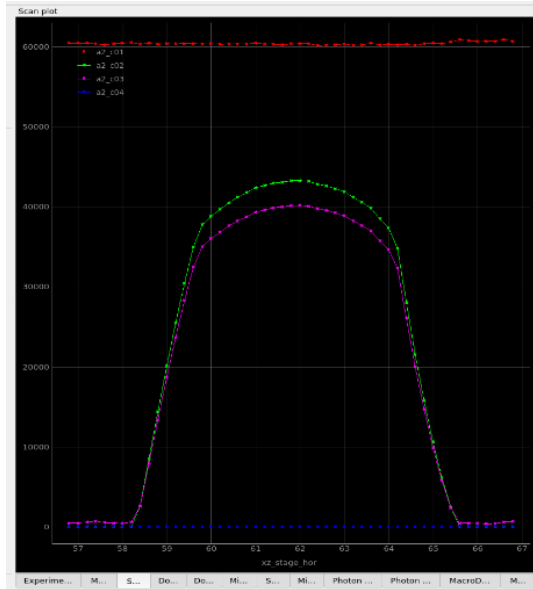
Monochromacy/Achromatopsia

Color vision deficiency simulation: <https://pilestone.com/pages/color-blindness-simulator-1>

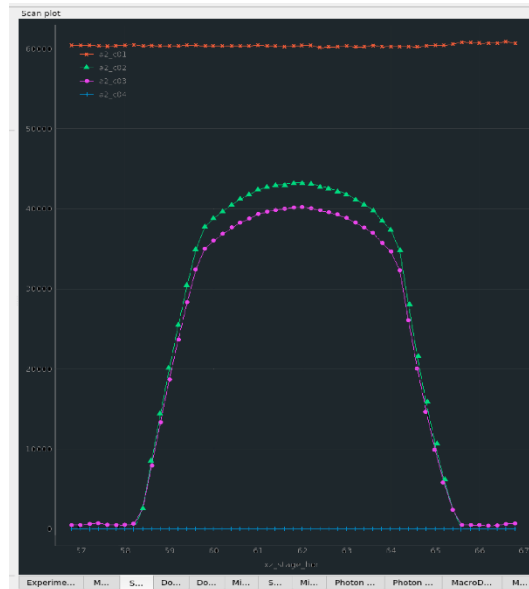


# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

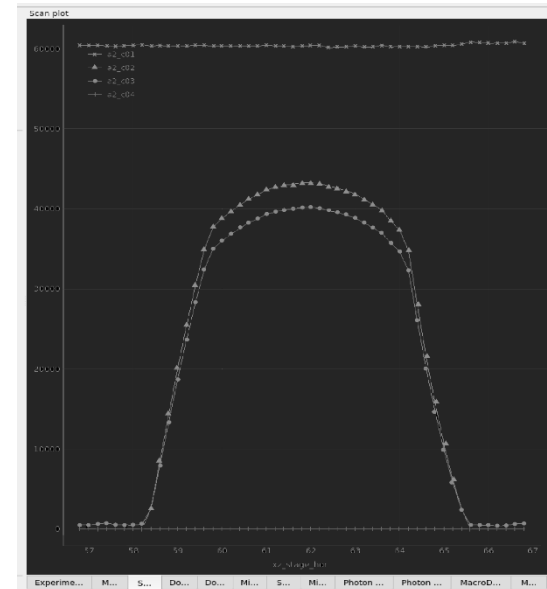
## Distinguishing Colors: Shapes and Icons



Current state.

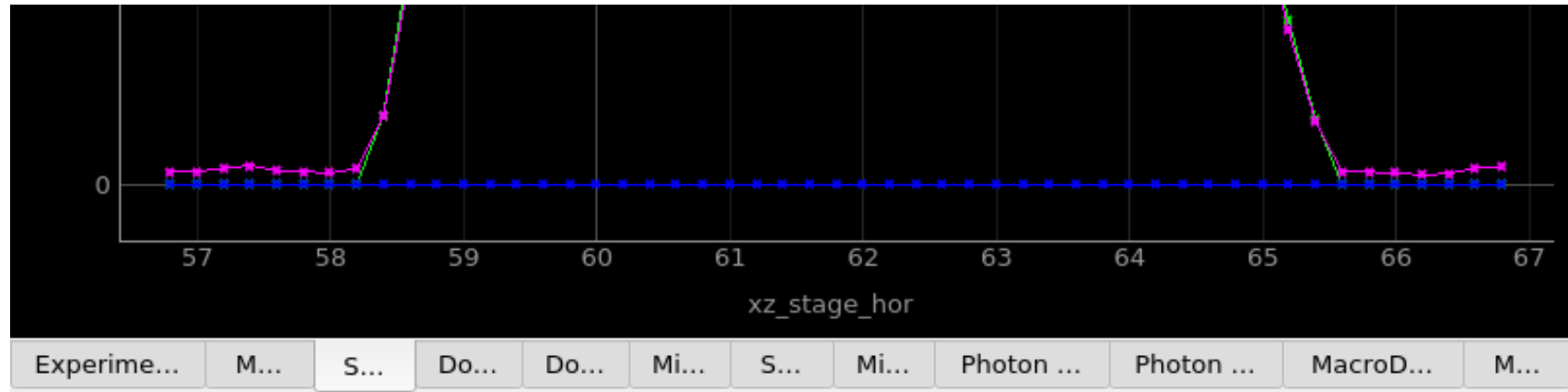


#000000 background changed with #1E272C. Softer and lighter tones are used for better contrast and to reduce eye strain.



Specialized icons make it easier to distinguish lines regarding color vision deficiency.

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines Iconography



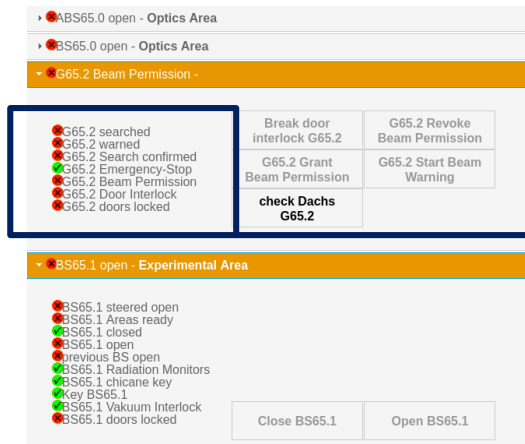
Tabs not readable and create confusion:  
this can be solved by basic iconography.

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

## Readability and Legibility + Distinguishing with Iconography



“1.4.1 Use of Color: Color [...] (should not be) used as the **only visual means** of conveying information, indicating an action, prompting a response, or distinguishing a visual element.”  
**Web Content Accessibility Guidelines 2.2 (WCAG 2.2)**



Key elements of a user-friendly screen design include

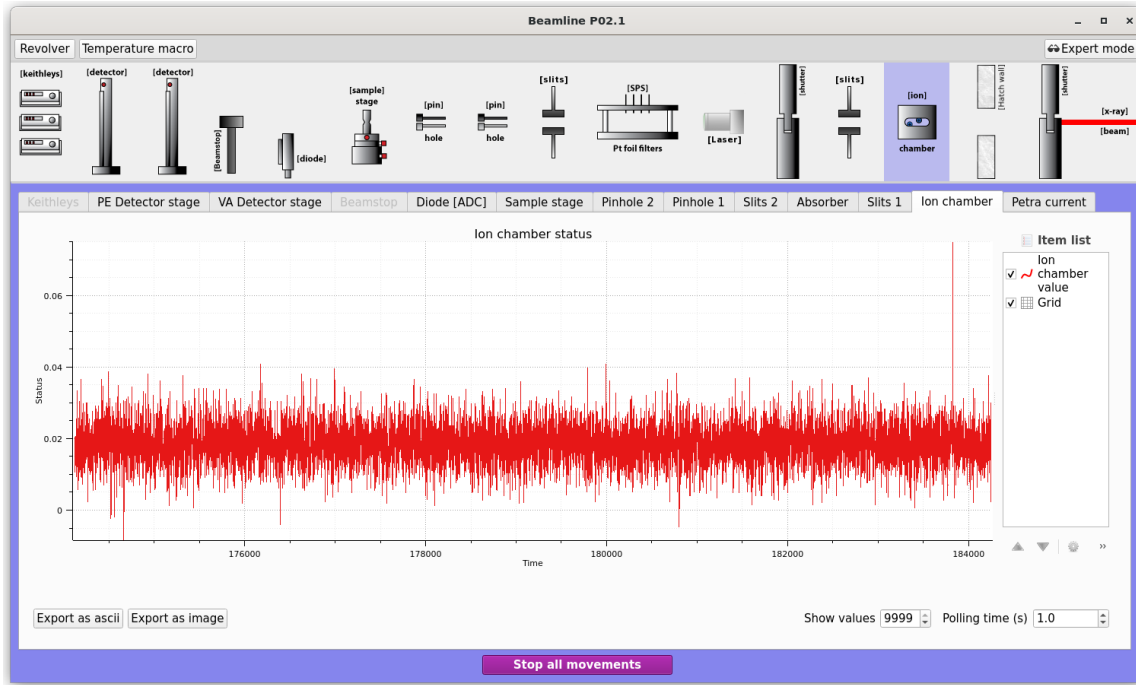
- choosing a readable font at an appropriate size,
- ensuring sufficient contrast between text and background meeting the **minimum 4,5:1** (WCAG 2.2 - 1.4.3), **enhanced: 7:1** (WCAG 2.2 1.4.6) standard,
- adjusting kerning and leading for optimal spacing,
- using clear iconography when necessary.

A particular presentation of text is essential to the information being conveyed (1.4.5 WCAG 2.2).

⊗	G65.2	Searched
⊗	G65.2	Warned
⊗	G65.2	Search confirmed
⊕	G65.2	Emergency stop
⊗	G65.2	Beam permission
⊗	G65.2	Door interlock
⊗	G65.2	Doors locked

Improved legibility through kerning, leading, and distinguished background color. More legible icons added for different types of color perceptions.

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines Iconography



Enhanced user experience by the visualization of beamline components.

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines

UI



UX



## Thank you for your attention!

Zeynep Isil ISIK DURSUN | DESY  
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More information on ROCK-IT:  
[www.rock-it-project.de](http://www.rock-it-project.de)

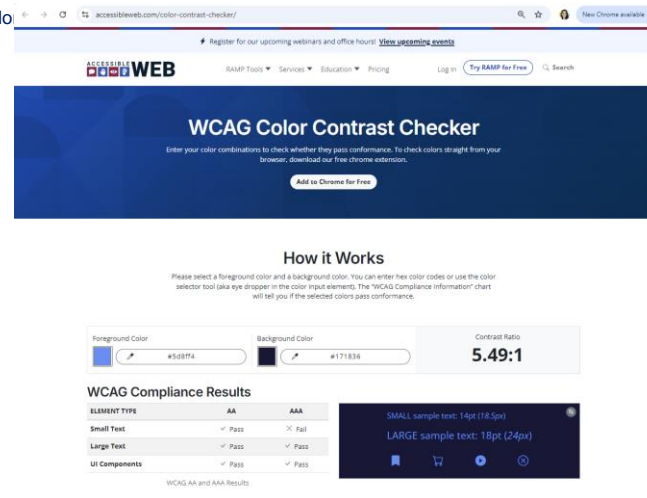
# Thank you for your attention!

Zeynep Isil ISIK DURSUN | DESY  
zeynep.isik.dursun@desy.de

# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines Working Environment: Dark hub or office with sunlight?



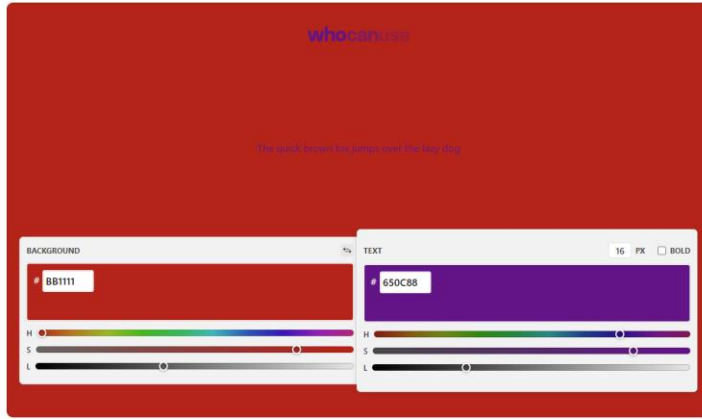
- Dark and light modes.
- Light mode – more color options. Watch out for background color – no pure white; #ffffff, to reduce eye strain.
- Dark mode – can get tricky. No pure black #000000, but shades of black, depending on your color scheme. Dark mode uses less energy on screens.
  - Blue – reduces tension, green gives positive messages – suggested to include in the color scheme (blue color).
  - Make sure to have enough contrast between the colors (örnekle).
  - How to measure contrast: “color contrast checker” <https://accessibleweb.com/color-contrast-checker/>



# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines



## Is Your Color Scheme Accessible?



Squarespace tools make it easy to create a beautiful and unique website.

### Who can use this color combination?

Contrast Ratio **1.63:1** WCAG Grading **FAIL**

**FAIL** Regular Vision (Trichromatic)   
 Can distinguish all three primary color, little to no blindness   
 68% affected

<https://www.whocanuse.com/>

Contrast Ratio **1.63:1** WCAG Grading **FAIL**

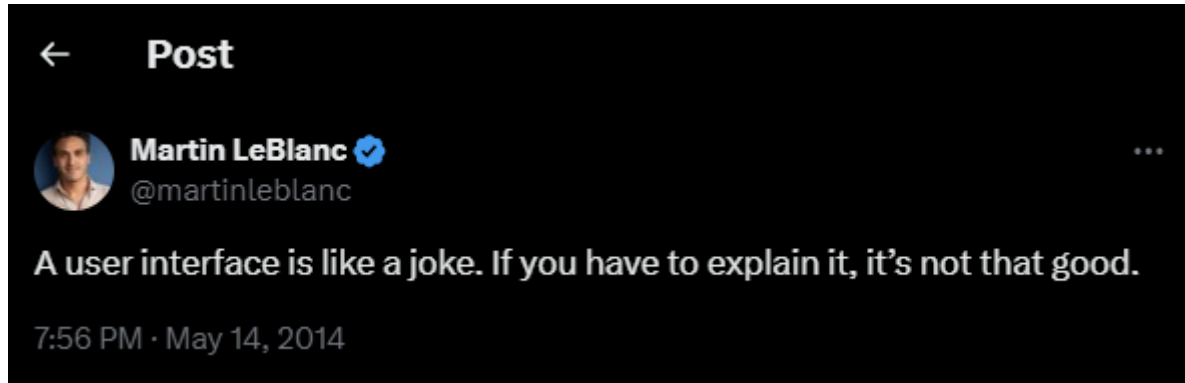
- FAIL** Regular Vision (Trichromatic)   
 Can distinguish all three primary color, little to no blindness   
 68% affected
- FAIL** Protanomaly   
 Reduced sensitivity to red - trouble distinguishing reds and greens   
 1.2% affected
- FAIL** Protanopia   
 Red blind - Can't see reds at all   
 1.5% affected
- FAIL** Deuteranomaly   
 Reduced sensitivity to green - Trouble distinguishing reds and greens   
 5.5% affected
- FAIL** Deuteranopia   
 Green blind - Can't see greens at all   
 1.2% affected
- FAIL** Tritanomaly   
 Trouble distinguishing blues and greens, and yellows and reds   
 0.02% affected
- FAIL** Tritanopia   
 Unable to distinguish between blues and greens, purples and reds, and yellows and pinks   
 0.03% affected
- FAIL** Achromatomaly   
 Partial color blindness, sees the absence of most colors   
 0.96% affected
- FAIL** Achromatopsia   
 Complete color blindness, can only see shades   
 0.05% affected
- FAIL** Cataracts   
 Clouding of the lens in the eye that affects vision   
 33% affected
- FAIL** Glaucoma   
 Sight vision loss   
 2% affected
- FAIL** Low Vision   
 Decreased and/or blurry vision (not fixable by usual means such as glasses)   
 9% affected

**Situational Events**

- FAIL** Direct Sunlight   
 Simulating the effect of direct sunlight on a phone or screen
- FAIL** Night Shift Mode   
 Simulating the effect of night mode on a phone or screen



# Fundamentals of Screen Design: Creating a User-Centered GUI Design for Beamlines



Martin LeBlanc - Chief Product Officer at Freepik and the founder of Iconfinder  
Screenshot: <https://x.com/martinleblanc/status/466638260195041280>