Samsung mobile icon design for 2011

Highly Confidential - Attorneys' Eyes Only

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Background & Objective

Samsung's mobile development has been rooted from a very functional aspect.
Our icon is mostly based upon premium branding strategy, new high technology,
and usability tests.
This results in Samsung taking the second largest market share in the mobile industry.
However, whether Samsung's mobile devices are loved by users is another question.
This project aims to gain the best icon design.
Importantly, we hope to touch upon the emotional aspect of our customers
in their mobile user experience.

- Best of best icon for Samsung mobile phone

- Well organized icon system for 3rd party company

- Icon design can be real in all 2011 Touch devices

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Deliverables

**Icon design &
Style guideline**

30 Main menu icons

Icon **style guideline**
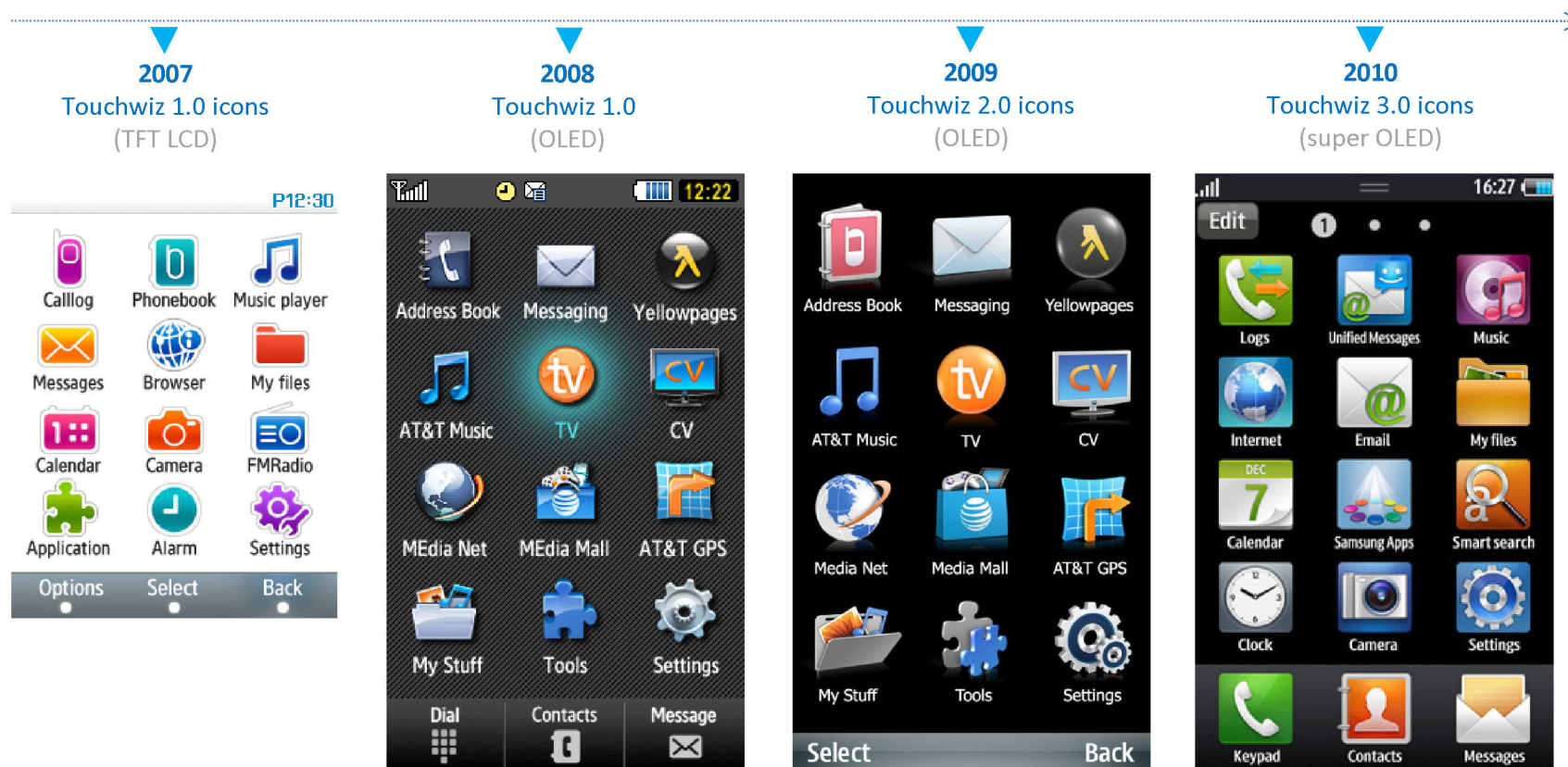
Design requirements

- Meet the upcoming design trend (2011/2012)

- Address the target group (business/luxury seeker)

- Enabling consistency with third-party icons

- Finding the best metaphor for the each applications

Phone specification

-480x800 pixel or higher

-Around 4.2 inch, Touch screen

-Super AMOLED screen

-4x5 grid on menu / or 3x5 on menu

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How did we do

2007	2008	2009	2010
Touchwiz 1.0 icons	Touchwiz 1.0	Touchwiz 2.0 icons	Touchwiz 3.0 icons
(TFT LCD)	(OLED)	(OLED)	(super OLED)

*OLED display is naturally achieve higher contrast ratios than LCD screens

Design direction

- 3D or Photorealistic style

- Visual consistency in size and dimension of all icons

- Consistent graphic language: Corners, cuts and lines have similar values.

- Clear distinction between the applications

- Details on materials, texture and colors

- Well-balanced representation with emphasis, metaphor, and detailed drawing
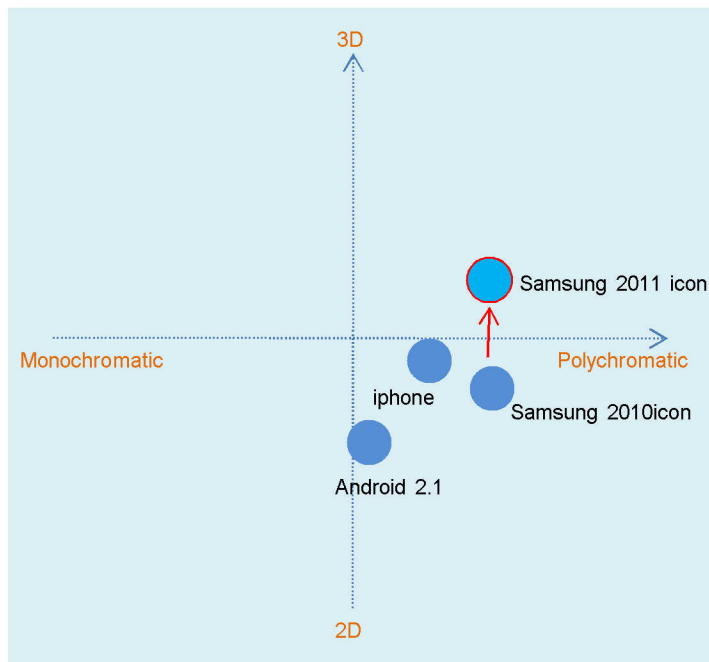
Position of Design technique
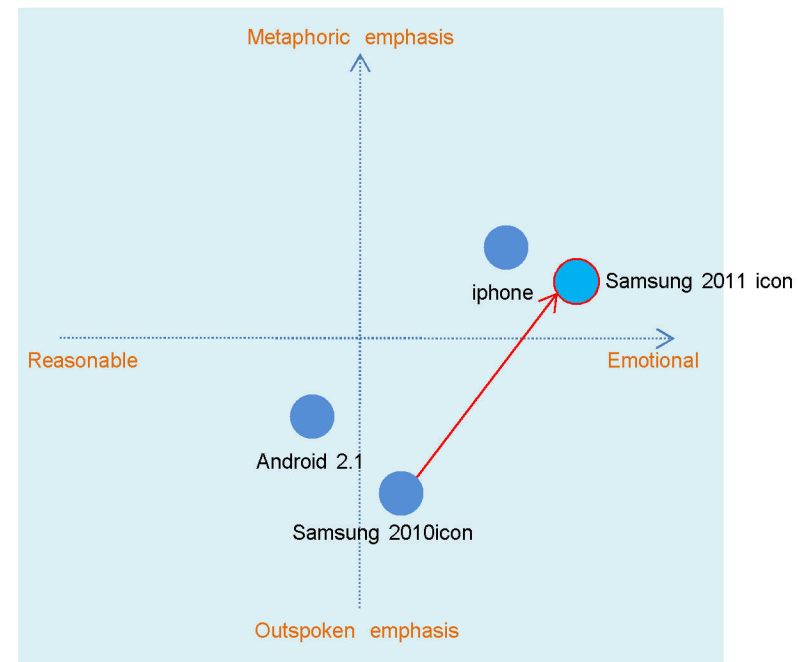
Position of Emotional value

Design approach

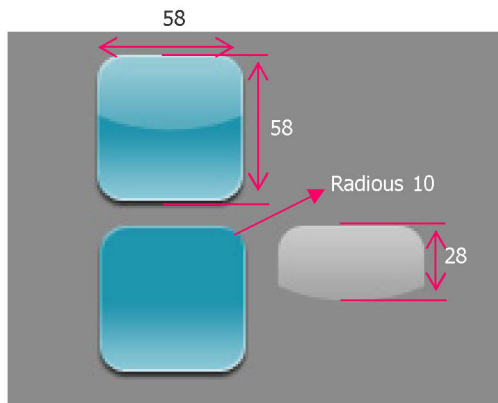example of Good design approach

Photorealistic but simple
Super Detail but clean

*These images shown the detail description of metaphor
Icon should be more varicolored

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Design approach

Enabling consistency with third-party icons

58

58

Radious 10

28

iphone icon container
(all applications are following icon guideline)
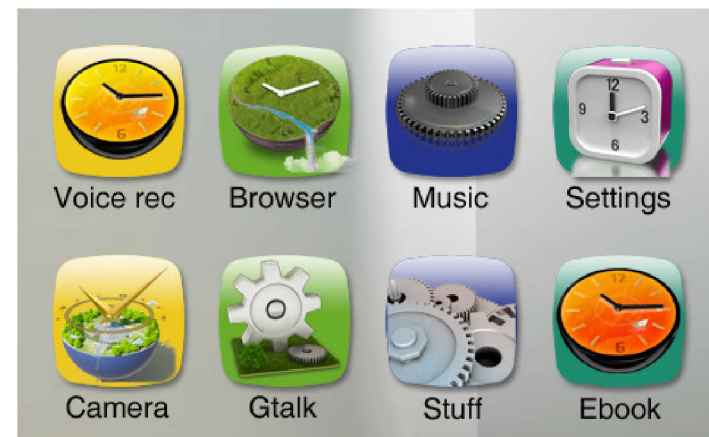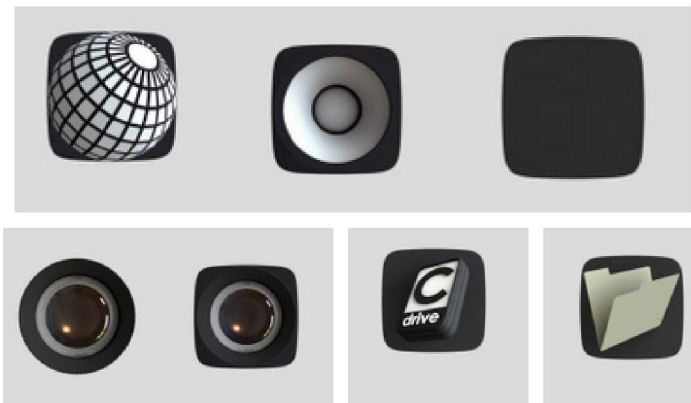

iphone applications
(container or container shape makes consistency)

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Design approach

example of Good design approach

Enabling consistency with third-party icons

Voice rec Browser Music Settings
Camera Gtalk Stuff Ebook

Example of Containers

Wish forms for the output

The following is the suggested deliverables of this project,

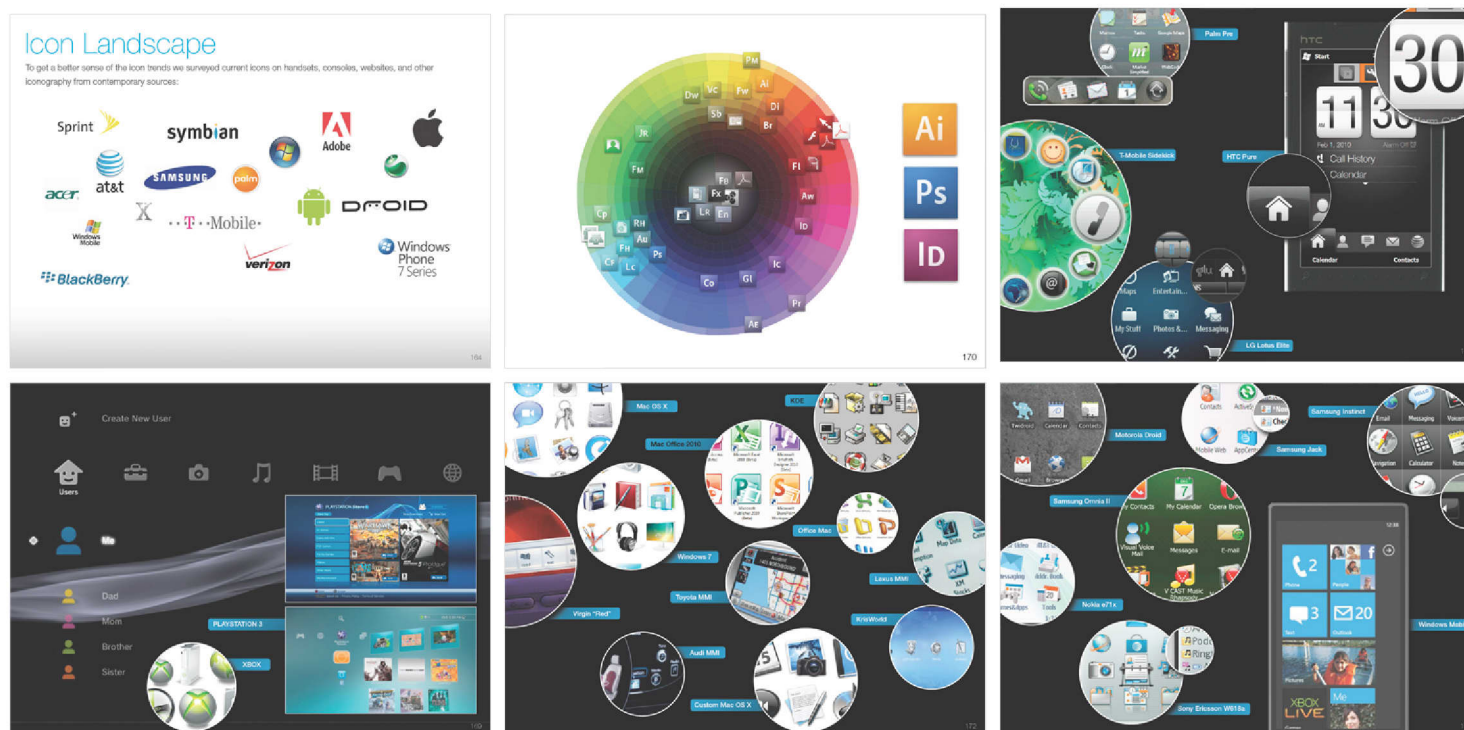however it is possible to present the best method of deliverables according to the process and subject.

1. moodboard

Documentation or image cut

-The mood board going to be help achieve concept.
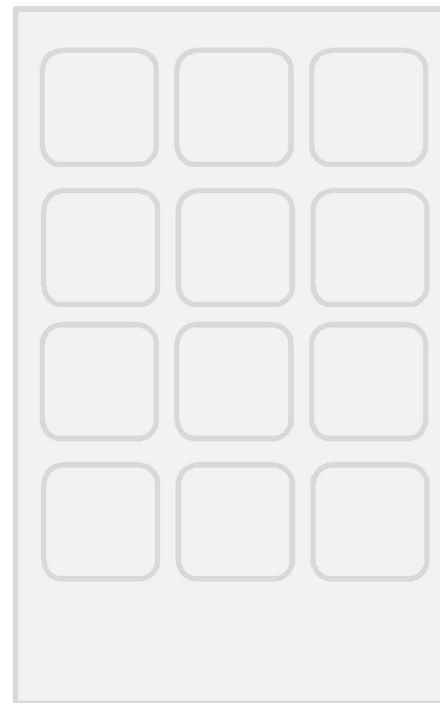-The mood board document doesn't need to be official.

2. Concept

image Cuts or sketch

-various concept direction
-3~4 icons or 3 idea cuts recommended
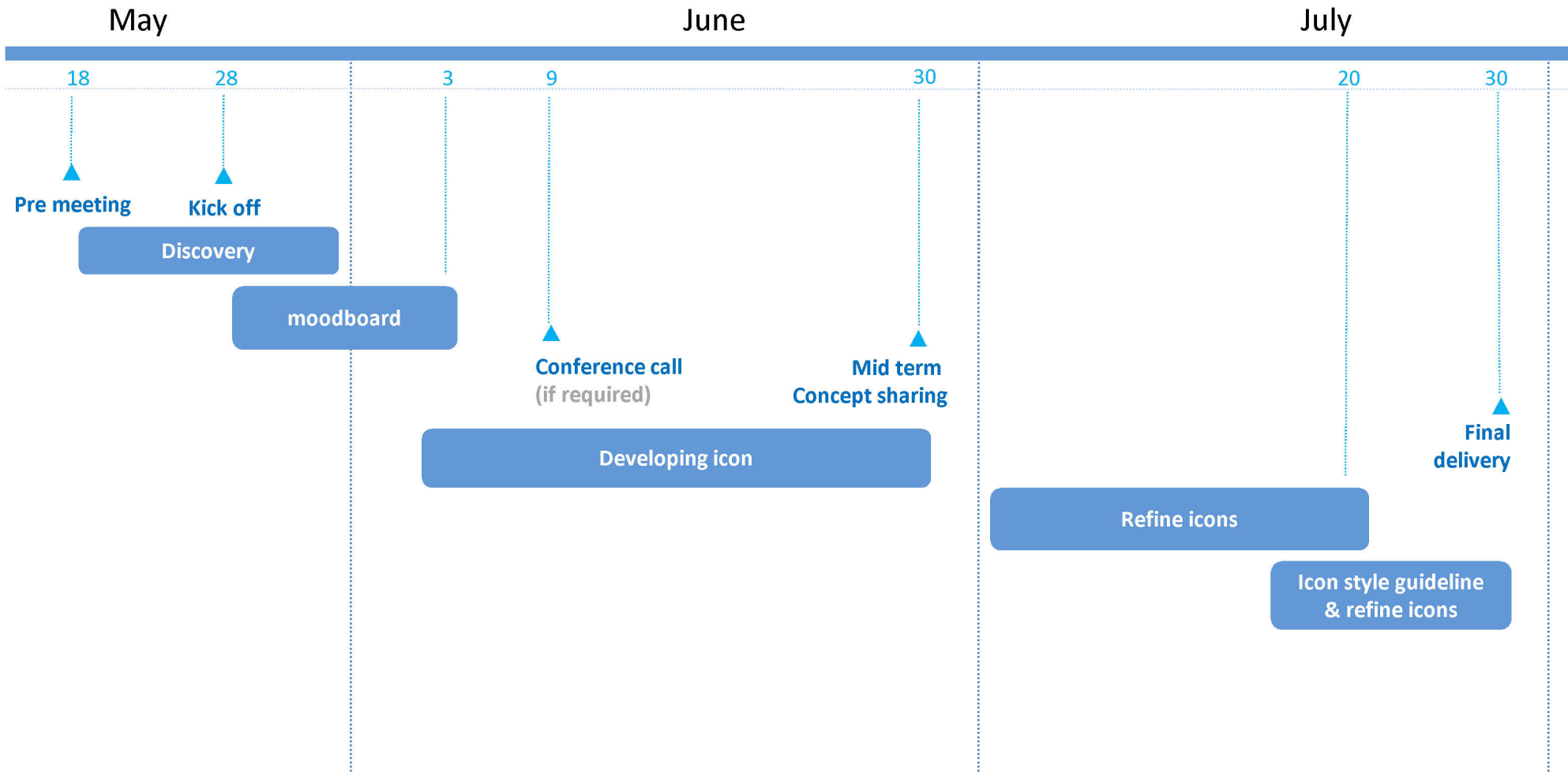
3. Final deliveries

30 main menu icons

-30 Main menu icons on grid
(icon has to be consider when icons are selected, downloaded, edit mode, with Badges)
-4x5 grid or 3x5 grid

Icon style guideline

Schedule

| May | | June | | | | July | |
| 18 | 28 | 3 | 9 | | 30 | 20 | 30 |

Pre meeting

Kick off

Discovery

moodboard

Conference call
(if required)

**Mid term
Concept sharing**

Developing icon

**Final
delivery**

Refine icons

Icon style guideline
& refine icons

Except the final date, schedule is negotiable
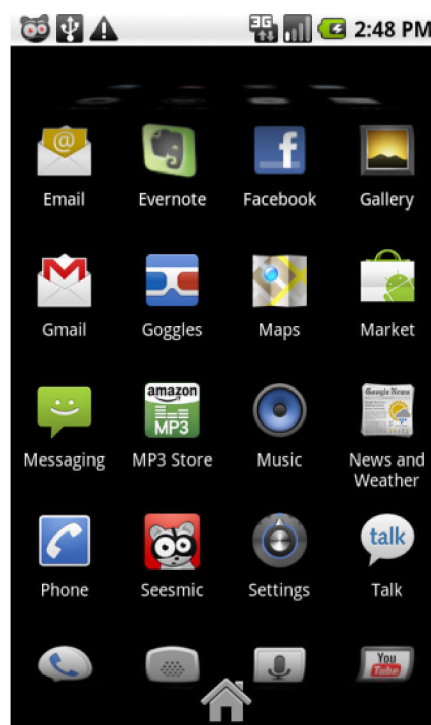
Samsung confidential
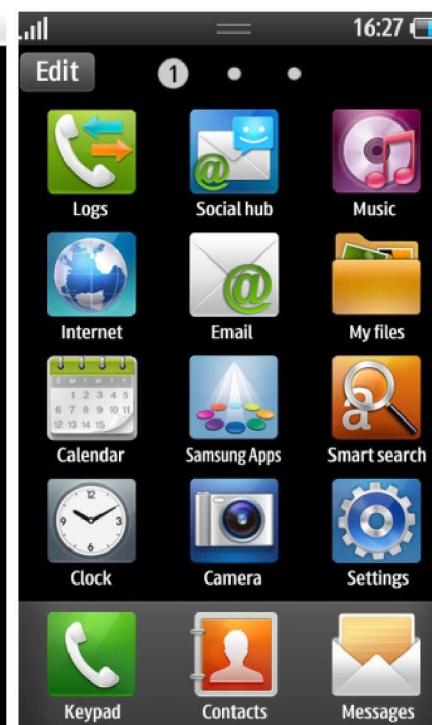
Appendix

-reference screen shots

| iphone 4.0 screen shot (badges,background) | iphone 4.0 screen shot (folder view) | Android 2.1 screen shot | Samsung 2010 icons |

-Icon guidelines

Apple Mac OS X icon guideline
http://developer.apple.com/mac/library/documentation/UserExperience/Conceptual/AppleHIGuidelines/XHIGIcons/XHIGIcons.html

Android icon design guideline
http://developer.android.com/guide/practices/ui_guidelines/icon_design.html