

# A Research and Visual Analysis for the Icon of the iPhone Application

## -Choosing the United States Top 50 as Research Objects

### 1. Introduction

Icons are one of the most important ways to communicate with the user, and are one of the basis of a good user interface. A launcher icon is a graph that represents your application on the device's Home screen and in the Launcher window. Today, iPhone application, since iPhone, iPad were invented in the world, has been being the issue which the UI and UX designers focus on because only one popular iPhone application is attractive enough to help to earn more than one million a day. However, what really appeals to the users is not only the content of the application, UI design also plays a vital role in it. In the increasingly competitive market, different designs of UI with the same function of application directly lead to a striking as well as startling contrast in sales. In the design process, icon is an element which should never be ignored. It appears in screen window straightly and it is one of the most important elements which can most directly deliver visual, perceptual and sensory information. Therefore, the icon design principles, its design trend and the style expressed with its design trend constitute the main contents of this research.

### 2. Research Methods and Purpose

In this paper, first we collect and analyze the basic design principles of icon. On this basis, the United States Top 50 of iPhone application (take the list on Sep.23th, 2010 for reference) are selected and applied to make a visual analysis of icon in content, style, composition, color, Etc. In this way, we summarize the representative style of the popular icons, which aims to provide help for icon lovers to follow the design trend, and, especially, provide design wizard and reference information for iPhone application developers and designers.



United States Top 50 Overall Apps(2010.09.23)

### 3. The Icon of the iPhone Application

Android is designed to run on a variety of devices that offer a range of screen sizes and resolutions. When you design the icons for your application, it's important keep in mind that your application may be installed on any of those devices. This document provides information to help you create icons for various parts of your application's user interface that match the general styles. (Icon Design Guidelines, Android 2.0)

#### 3.1 Content, Style and Composition



#### 3.2 Materials and Color

Launcher icons should make use of tactile, top-it, textured materials. Even if your icon is just a simple shape, you should try to render in a way that makes it appear to be sculpted from some real-world material. The Launcher icons for the platform's default applications use the set of materials. Your icons can use these materials or you can create new materials.

Android launcher icons usually consist of a smaller shape within a larger base shape and combine one neutral and one primary color. Icons may use a combination of neutral colors but should maintain a fairly high level of contrast. Icons should not use more than one primary color per icon, if possible. Icons should use a limited color palette that includes a range of neutral and primary colors. The icons should not be over-saturated.



