Proceedings of the 5th International Conference on Signal Processing and Machine Learning
DOI: 10.54254/2755-2721/116/2025.20427

Visual Theory and Application of Interaction Design

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Abstract: This paper provides an overview of visual interaction design. It explores the theoretical foundations, key tools, practical applications, current limitations, and prospects. It explores the theoretical foundations, key tools, practical applications, current limitations, and prospects. First, the paper introduces visual interaction design's core concepts and principles. It explains how to use visual elements combined with user behavior to improve user experience. Then, it analyzes popular design tools like Figma, Photoshop, and p5.js, showing their roles in different design stages. Then, it analyzes popular design tools like Figma, Photoshop, and p5.js, showing their roles in different design stages. Next, the paper discusses successful applications of visual interaction design, such as augmented reality, adaptive interfaces, and personalized design, highlighting their impact on enhancing user experience. The paper also addresses limitations, including technical reliance, emotional interaction issues, accessibility challenges, and data privacy concerns. The paper also addresses limitations, including technical reliance, emotional interaction issues, accessibility challenges, and data privacy concerns. It aims to provide theoretical and practical guidance for designers and researchers, helping them understand and apply visual interaction design to enhance user experience.

Keywords: Visual Interactive Design, User Experience, AR, Adaptive interfaces, Individualized design.

1. Introduction

Visual Interaction Design is a key component in modern user experience design. With the popularization of digital products, users' requirements for interaction experience are increasing, and Visual Interaction Design plays a crucial role in this context [1]. It not only affects how users perceive the product's aesthetics but also directly relates to the convenience and satisfaction of users in the operation process. In recent years, with the rapid development of science and technology, more and more new tools and technologies have been applied to visual interaction design, which makes this field constantly break through traditional boundaries and develop in the direction of more intelligent and personalized.

Visual interaction design involves the layout, color, and typography of visual elements and the mode of interaction between the user and the interface. Its core lies in combining visual presentation with user behavior to optimize information delivery and user experience. Through reasonable design, visual interaction can improve the product's ease of use and trigger the user's emotional resonance.

DOI: 10.54254/2755-2721/116/2025.20427

Therefore, understanding visual interaction design's fundamental principles and application scenarios is crucial for designers and product developers.

This paper aims to provide a comprehensive overview of visual interaction design. First, this paper introduces the theoretical foundation of visual interaction design, including basic concepts and key principles; then, it analyzes several commonly used design tools and techniques to help designers better select and apply the tools; then, it explores the effects of the application of visual interaction design in practice through specific case studies; and finally, it discusses the limitations faced by visual interaction design and the future development direction. Through this systematic overview, this paper provides designers, researchers, and related practitioners with theoretical and practical references to help them better understand and apply visual interaction design. The central theme of this paper is to explore the theory and practice of visual interaction design, analyze its existing achievements and shortcomings, and propose possible directions for future development. Through this overview, this paper aims to promote the further development of this field, enhance the user experience, and meet the growing needs of modern users.

2. Theoretical basis

Visual interaction design is based on the interaction between vision and user experience; its purpose is to find the problems in the design and experience and, through the optimization of these problems, to improve the user's visual perception and use of experience [2]. In design, the researchers need to pay attention to color, typography, layout, and other elements and give users a good experience in the visual. In the interaction, the researchers need to pay attention to the user's behavior, feedback mechanism, and the intuitiveness of the user's operation so that the user can get good feedback and a simple mechanism in the experience.

The integration of vision and interaction is mainly reflected in the visual presentation of information, smoothness of operation, and feedback and guidance in specific applications. Firstly, information is presented through a clear layout, intuitive graphics, and reasonable color matching so that users can quickly understand the content of the interface. Secondly, the smoothness of operation is ensured by simplifying the operation process and optimizing the interaction design to ensure that users can proceed smoothly when using the interface and avoid tedious operation steps. Finally, timely feedback and guidance, through animation effects, prompt messages or color changes, and other forms, help users better understand the system status to enhance operational confidence and the user experience.

Simplicity and consistency are key principles in visual interaction design. Designers should reduce users' cognitive burden by simplifying the interface and reducing unnecessary elements [2]. At the same time, maintaining consistency in the interface, including consistency in colors, fonts, and layout, can help users quickly become familiar with and understand the interface.

The theoretical foundations of visual interaction design provide clear directions and strategies for actual design. In design practice, these theories help designers achieve several key goals: first, optimize information delivery, organize the interface layout through the Gestalt principle so that users can quickly capture key information; second, enhance the user experience flow, optimize the interaction path through the principles of simplification and consistency, and ensure the smoothness of the operation; and finally, stimulate the emotional connection, and enhance users' goodwill and loyalty to the product through the attraction of emotional design and practical user feedback, to enhance the user's goodwill and loyalty to the product. Overall, the theoretical foundation of visual interaction design not only provides designers with operational guidance but also helps them build both aesthetic and efficient design solutions based on users' cognitive and emotional needs to bring excellent experiences to users.

DOI: 10.54254/2755-2721/116/2025.20427

3. Key tools for visual interaction design

In visual interaction design, the choice of tools directly impacts the design's efficiency, quality, and end-user experience. These tools help designers ensure efficiency and precision at every step, from the initial creative concept to the final design delivery.

3.1. Visual Design Tools

Figma. Figma is a modern, cloud-based design tool that has become integral to visual interaction design in recent years. The best feature of Figma is its powerful online collaboration capabilities, which allow designers, developers, and other stakeholders to collaborate and communicate in real-time within the same workspace. Its cloud-based nature allows designers to access their projects from a browser on any device, enabling actual cross-platform design.

Figma's core features are important in improving design efficiency and team collaboration. First, its real-time collaboration feature allows team members to view and edit designs simultaneously, significantly improving communication efficiency and design iteration speed. In addition, the real-time commenting feature allows team members to capture feedback, reducing communication delays quickly. Second, Figma provides powerful prototyping capabilities that allow designers to easily add interactions and simulate user behavior in the interface during the design phase, helping team members and clients better understand the design concept and user experience. Finally, Figma's rich ecosystem of plug-ins and templates allows designers to utilize a variety of plug-ins to extend functionality, such as quickly importing icon libraries, creating complex graphical effects, or automatically generating layouts. At the same time, Figma provides an extensive library of design templates and resources to help designers quickly start and advance their design projects.

3.1.1. Adobe Photoshop

Adobe Photoshop is a leading tool in image processing and is widely used in photography, visual arts, and visual interaction design. Photoshop is often used in visual interaction design to create and edit sophisticated visual elements such as background images, interface illustrations, and various complex visual effects. Photoshop offers many powerful features to help designers work efficiently and precisely in their visual creations. First, the image editing and compositing features become a powerful tool for handling visual details through diverse layer management, filters, and effect tools that enable designers to efficiently perform image compositing, special effects creation, and detail touch-ups. Secondly, in terms of high-precision design, Photoshop's free drawing and detail editing functions enable designers to precisely adjust images, especially in the shadows, gradients, texture processing, and other detailed adjustments to show its advantages. Finally, scalability is also a significant feature of Photoshop, and it supports many third-party plug-ins; designers can use these plug-ins to quickly complete specific tasks, such as automatically adjusting color tones or generating complex texture effects, significantly improving work efficiency.

3.1.2. Adobe Illustrator

Adobe Illustrator is a vector graphics design tool for creating high-precision visual elements such as icons, illustrations, and logos. Illustrator is particularly suitable for designing visual elements that need to be displayed in various resolutions on different devices due to the unique characteristic of vector graphics, which is that they remain sharp no matter how many times they are scaled. Illustrator provides designers with powerful visual interaction design features that can help those involved create high-quality visual elements. First, for icon and illustration creation, Illustrator provides precise vector drawing tools to help designers create icons, buttons, and other visual decorations with

DOI: 10.54254/2755-2721/116/2025.20427

consistency and high precision to ensure the unity of interface design. Second, in terms of color and typography, Illustrator has powerful color management and typography tools that allow designers to quickly create unique visual styles for various elements in the interface and display personalized typography effects. Finally, Illustrator's seamless integration with other Adobe tools allows designers to import the vector graphics they create directly into Photoshop or Figma, further enriching and refining their designs and improving the efficiency of their workflow.

3.1.3. Adobe InDesign

Adobe InDesign is primarily used for complex typography and print design, but in visual interaction design, InDesign can also provide solutions for designing pages that involve large amounts of text. It is particularly well suited to the design of documents that require beautiful typography, such as e-books, product brochures, and informational display pages. InDesign has certain advantages in typography and multi-page design, which can help designers realize fine visual creation. First of all, in terms of fine layout control, InDesign provides powerful layout tools that allow designers to accurately adjust the word spacing, line spacing, and paragraph styles of each paragraph of text to ensure that the text is easy to read and the page is visually pleasing to the eye. Secondly, the multi-page design function enables designers to efficiently manage and organize multiple pages, use master pages, automatic page numbering, and other tools to maintain the consistency of page content and improve design efficiency. Finally, regarding graphic integration, InDesign's ability to comprehensively process graphic content makes it easy to seamlessly combine complex graphics and text to form a professional visual presentation, which is especially suited to design projects requiring dense graphic layouts.

3.2. Code Tools

3.2.1. p5.js

p5.js is a JavaScript-based open-source programming tool primarily used for creating interactive art, animation, and multimedia works. For visual interaction designers, p5.js is a flexible tool that can help them quickly create interactive prototypes and realize rich, dynamic effects.

p5.js provides various features to help designers quickly realize creative programming and interactive design. First of all, the easy-to-use syntax is one of the significant features of p5.js, which is designed to make programming more straightforward to understand so that even designers with no programming experience can get started quickly. Simple syntax and intuitive function naming enable designers to create graphics, animations, and interactive effects easily. Second, the rich interactive features, p5.js, provide various tools and functions for handling mouse events, keyboard events, touch interactions, etc., greatly facilitating the realization of visual interactive effects. For example, designers can use p5.js to realize the dynamic response of buttons, real-time changes in graphics, and the combination of sound and vision. Finally, multimedia support, p5.js not only supports basic graphics and interactive features but is also able to handle audio, video, and other multimedia content; designers can use it to create complex multimedia interactive experiences, which is very helpful for producing dynamic effects or displays interactive features of the visual interaction design. With p5.js, designers can transform static visual designs into dynamic, interactive visual experiences that not only test the feasibility of the design but also allow end users to experience the design beforehand.

3.2.2. Summary

Visual interaction design combines creative and technical work, in which the choice and use of tools are crucial. Figma, Photoshop, Illustrator, and InDesign are responsible for all design stages, from

DOI: 10.54254/2755-2721/116/2025.20427

conceptualization and visual presentation to detailed layout. p5.js strongly supports interactive and dynamic effects, enabling designers to transform static visual designs into lively interactive experiences. The efficient combination of these tools in the design process improves the quality of visual presentation and helps designers realize a more attractive and interactive user experience. Through the effective use of tools, designers can grasp every detail of the design, from conceptualization, design, and interactive implementation to user testing, ensuring that the final design is aesthetically pleasing and has a good user experience. In addition, design is not limited to specific design software or tools; the purpose of using design tools is to create design works. So, as long as you can accurately design your work, any design software or tool is just an aid.

4. Application case studies

Visual interaction design is the core of the modern digital experience, which optimizes the interaction between humans and machines and shows a wide range of application potential in education, e-commerce, streaming media, art display, and web design. The following is a case study to explore the practical application of visual interaction design in enhancing user experience.

4.1. Augmented Reality (AR) in Education

Augmented Reality (AR) technology has brought a whole new paradigm of teaching and learning to the field of education. Students can learn more intuitively and interactively by superimposing virtual content onto real-world environments. For example, AR-based science learning tools allow students to observe complex concepts such as molecular structure and the operation of celestial bodies from multiple perspectives [3]. These tools help students understand abstract knowledge and enhance the fun and engagement of learning through interactive tasks. The addition of AR has also revitalized history teaching. For example, some schools use AR technology to recreate scenes of historical events, allowing students to "be in" the historical picture and interact with virtual characters. Studies have shown that such immersive learning can significantly improve memorization and stimulate students' interest in learning [3]. During the pandemic, AR technology made up for the gap in offline teaching, providing new possibilities for distance education.

4.2. Adaptive User Interface Design in E-Commerce

In e-commerce, adaptive UI design has become a key technology that enhances user experience. It can adjust the interface content in real-time according to the user's browsing history and shopping behavior. For example, the recommendation system will display relevant products according to the user's preference, and this personalized display strategy significantly improves the user's willingness to buy and length of stay [4]. In addition, adaptive UI can optimize the user interface layout. For example, when a user accesses it via a mobile device, the interface automatically adjusts the display ratio according to the screen size to ensure the readability of information and ease of operation [4]. This flexible design approach reduces operational barriers for users and improves the smoothness of the overall shopping experience. Statistics show that optimizing adaptive interfaces can significantly improve the conversion rate and customer satisfaction of e-commerce platforms.

4.3. Personalization in Streaming Media Platforms

Streaming media platforms widely adopt personalized designs to enhance the user experience. By analyzing users' viewing records and behavioral data, recommender systems can push the content that users are interested in precisely. For example, Netflix uses complex algorithms to generate a personalized list of movie or TV series recommendations based on users' historical viewing records

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[5]. This recommendation model reduces the time users spend looking for content and significantly increases user stickiness. In addition, personalization is also reflected in the customization features of the interface. For example, Spotify allows users to create music playlists and helps them explore more songs that match their preferences through intelligent recommendations [5]. These features enhance the sense of interaction between users and the platform, resulting in a significant increase in the time users spend on the platform.

4.4. Interactive art and multimedia exhibitions

Interactive art utilizes visual interaction design to bring the viewer closer to the work of art. Artists commonly use tools such as p5.js to create interactive digital artworks that allow viewers to change the painting's form, color, and even content through simple gestures. This participatory design allows the viewer to be less of a passive observer and more of a part of the creation of the work [6]. In multimedia presentations, museums provide a more in-depth visitor experience by integrating touchscreens, AR glasses, and haptic feedback technology. For example, the Los Angeles County Museum of Art (LACMA) provides visitors with interactive screens that allow them to zoom in on artwork details or view hidden backstories [6]. These innovative designs dramatically increase the immersion of visitors and stimulate their interest in history and art.

4.5. Mobile devices and web design

In mobile device and web design, visual interaction design dramatically improves the user experience by simplifying processes and optimizing the user interface. For example, online payment interfaces help users complete operations quickly through color feedback and dynamic prompts. These designs can reduce the user's cognitive load while lowering the operation error rate. Visual interaction design improves users' purchase conversion rate in shopping platforms by optimizing product display pages. For example, the platform provides 360-degree rotating views and high-resolution images of each product to help users fully understand product features. In addition, simple interfaces with "buy now" buttons shorten the purchase path and improve the efficiency of the user experience [7].

4.6. Summary

The practical applications of visual interaction design cover many fields, from education to e-commerce and streaming media to interactive art. These cases show that through reasonable visual interaction design, information delivery can be effectively optimized, user engagement can be enhanced, and overall user experience can be improved. With the further development of technology, the application prospect of visual interaction design will be even broader.

5. Existing limitations and prospects

Visual interaction design is important in enhancing the user experience of various digital platforms. However, it faces several challenges and offers many opportunities for future development.

5.1. Existing Limitation

Designers need to consider users' various visual barriers, such as visual stress, color blindness, and low vision. These issues may affect the user's understanding and operation of the interface. Studies have shown that colorblind users have difficulty distinguishing between specific colors, which may lead to ignoring certain visual cues, thus affecting the efficiency of use [8]. In order to solve these problems, designers need to use technical tools such as high-contrast colors and dynamic text size adjustment. This inclusive design enhances the experience of special populations and provides a more

DOI: 10.54254/2755-2721/116/2025.20427

precise interaction for all users [8]. There are many challenges to developing effective VR interaction interfaces, including the need for intuitive design principles and comprehensive evaluation methods [9]. Users may experience vertigo or cognitive overload in VR environments, requiring designers to optimize the interface's intuitiveness and reduce user learning costs [9]. Current research focuses on developing more intuitive interaction principles, such as gesture-based control and spatial navigation approaches, to improve user experience in VR environments [9]. Ensuring that all users can easily access the visualization of data and information is a key challenge in modern design [10]. This includes designing user-friendly interfaces for the visually impaired and taking into account the simplified presentation of complex information. For example, data visualization charts that lack clear labels or highlight important information may confuse or cause users to abandon their use [10]. Designers must employ techniques such as multimodal cues (e.g., speech and haptic feedback) and adaptive layouts to enable more users to participate in the information access process [10].

5.2. Prospects

Integrating multiple interaction modes (e.g., touch, voice, and line-of-sight tracking) can enhance data visualization and user engagement. This approach provides a more immersive experience by catering to different user preferences [11]. For example, in data visualization, users can zoom in on chart details with gestures or quickly locate specific data points with voice commands [11]. Applying AR technology to the design of visual communication media can create a more engaging and interactive user experience. For example, in the education domain, AR can present complex chemical molecular structures as 3D models, helping students understand abstract concepts more intuitively [12]. Similarly, in the medical field, AR is used for surgical simulation and anatomy teaching, providing a platform for risk-free practice [12]. Incorporating emotional design elements based on cognitive psychology can enhance user engagement by resonating with users on a deeper level [13]. This approach focuses on creating interfaces that elicit positive emotional responses, leading to more meaningful interactions [13]. Research has shown that emotional design makes users feel good about an interface and enhances their trust in the brand [13].

5.3. Summary

Visual interaction design has great potential in technology, user experience, and personalization, but it also faces many challenges. From visual perception and VR applications to accessibility issues, these problems need to be solved by new technologies and design strategies. In the future, with the more profound development of multimodal interaction, AR technology, and emotional design, visual interaction design will provide users with a more intelligent, inclusive, and emotional experience. In fields such as education, healthcare, and retail, this evolution will have a broad social impact and further promote the deep integration of technology and human needs.

6. Conclusion

This paper introduces the fundamental theories, leading tools, and practical applications of visual interaction design. This paper analyze its current status and limitations and proposes future development directions. In the theory section, this article explains visual interaction design's core concepts and principles. These include Gestalt principles, simplification and consistency, user feedback and guidance, and emotional design. These principles help designers better understand design essentials, allowing them to create aesthetically pleasing and practical user interfaces. In the Tools section, this article details the standard design tools Figma, Adobe Photoshop, Adobe Illustrator, InDesign, and p5.js. They play their respective roles in different stages of design. Through real-world use cases, this paper shows how visual interaction design can enhance the overall experience by

DOI: 10.54254/2755-2721/116/2025.20427

optimizing messaging, improving user experience, and enhancing the user's emotional connection. This paper provides designers and researchers with theoretical and practical references by synthesizing visual interaction design. In the future, the goal of visual interaction design is to improve the user's visual experience and provide a more personalized, emotional, and inclusive experience of use in an ever-changing technological environment. By exploring new design methods and techniques, visual interaction design will show its potential in more fields, bringing users a better experience and more value.

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