

Abstract

User interface elements and the order in which they are organized and perceived by the user are creating particular narrative – visual narrative. This narrative, which is interpreted by users, should serve as a visual tool to guide users through the process of interaction. Meaning of the interface is created through visual relationships and their hierarchy. Visual narrative can guide the user through the necessary steps of interaction by using an appropriate spacing and enhancing of interfaces elements. Presentational diploma thesis demonstrates that structure of visual narrative has a particular impact on a quality of human-computer interaction. The case study represents application of constructed principles on the selected web pages of airline reservation systems.