



Fig. 11. Behaviour pattern example of 2:3:5 ratio on National Geographic website user interface design (*Image source: www.nationalgeographic.com*)

The overall user interface design of *National Geographic* website is also shown the same pattern behaviour of 2:3:5 ratio in a larger and more complex scale and even in more cluster of images than mobile *android* application. This proved the assumption that National Geographic website user interface also designed in consideration of using the golden section composition technique and that also proved that 2:3:5 ratio can be identified on visual user interface composition website design using that composition technique. The different of website from mobile UI design is that a website design is consist of multicluster of images on a larger screen. Therefore the combination of cluster composition of ratio's shape is more complex than the mobile version in the whole web visual composition.

6. Conclusion

2:3:5 ratio as a new visual composition technique can be identified in selected website and *android* mobile application user interface design that assumed by author are designed using the golden section composition. Therefore the 2:3:5 ratio can also be assume had certain attribute as same as the golden section, and can be used to pursue the 'pleasing to the eye' effect for natural composition and proportion design. The other mobile apps and websites UI design is not yet to be identified using this ratio. This process of identification are also discover a certain ratio's behaviour pattern that can be used as basics to unlock new possibilities of ratio's usage. This certain behaviour pattern is still under testing and development for future identification process on multiplatform UI.

The future research and consistency of development of this 2:3:5 ratio composition technique can give the UI artist more room to explore their creativity on designing user interface, and also make the design more pleasing to the eye as the

golden section naturally do with simpler steps and easy to understand guidelines of ratio's usability in various UI design projects.

References

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