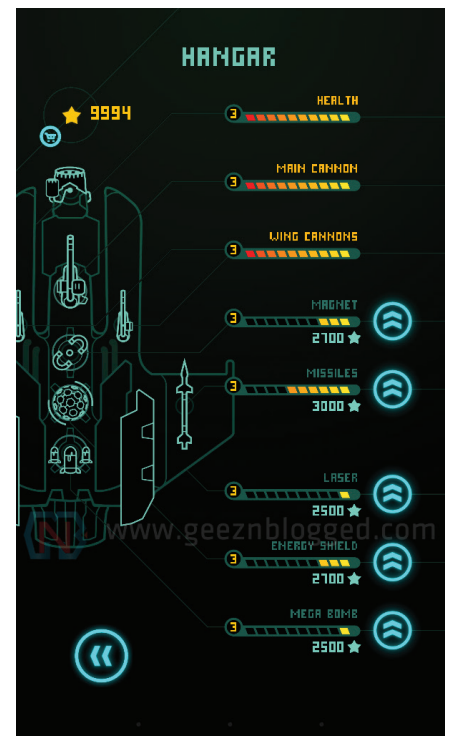
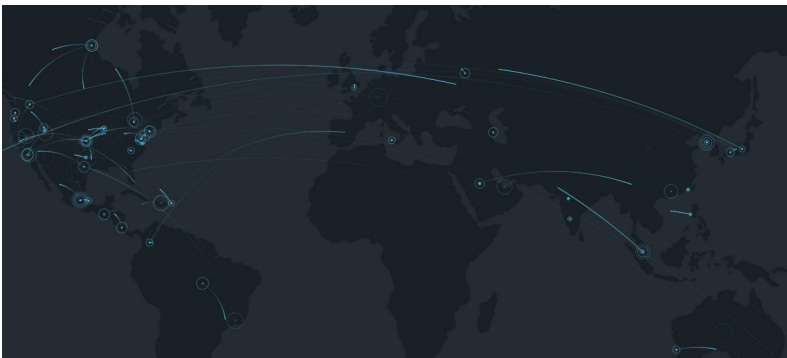
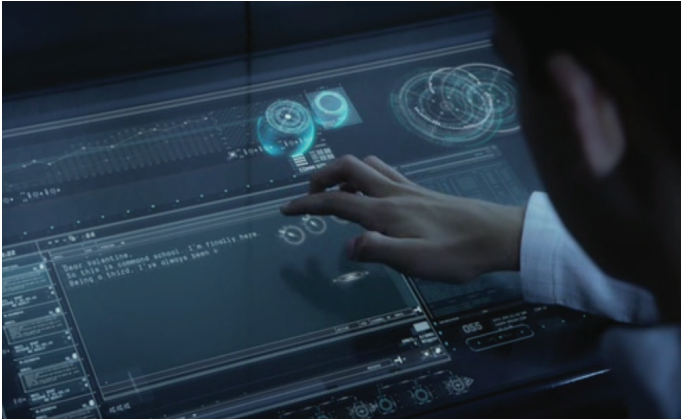


Future Tech - Minority Report, Enders Game etc.

Key Tenets:

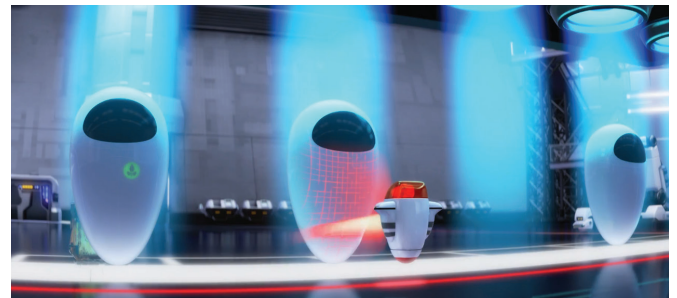
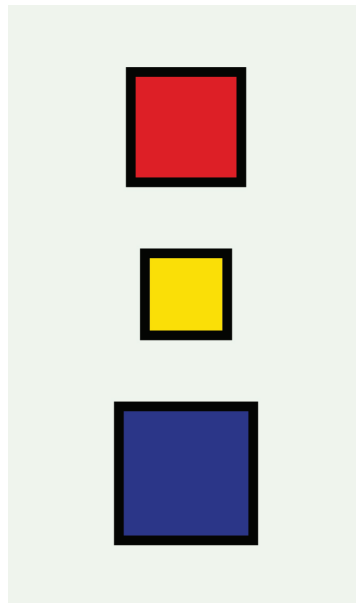
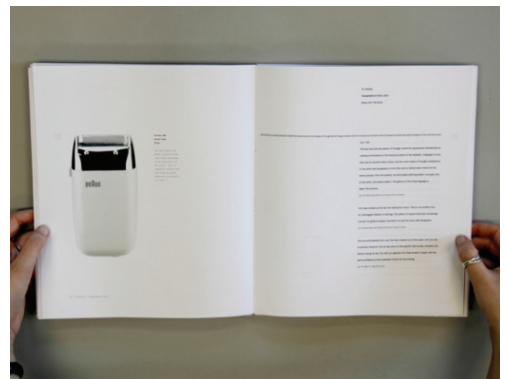
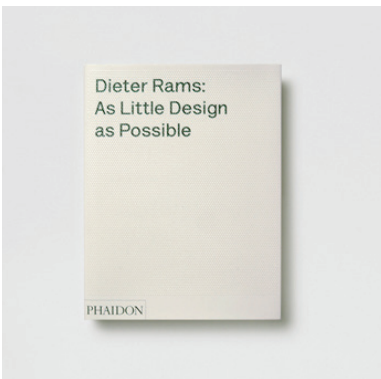
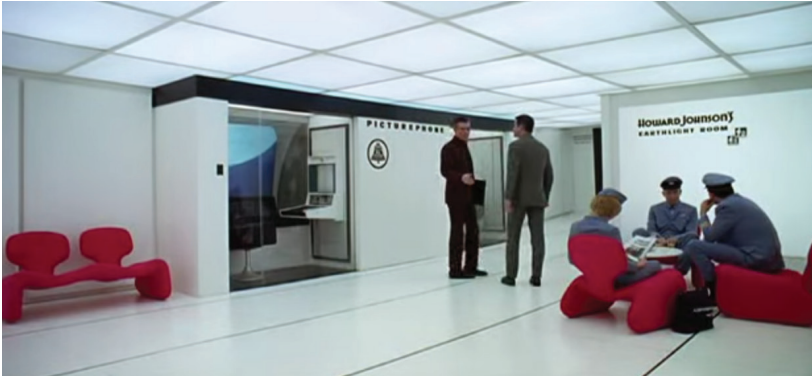
1. Everything animates
2. Glowing, transparent, flat UI
3. Flinging is a common gesture
4. Notifications border screen
5. Video chat is deeply integrated and almost always full screen
6. UI reacts to users touch (pulsing circle around finger)
7. Predictive UI (extension of the hand)
8. Augmented reality-ish.
9. Porcelain, Ceramic, Polymer, Glass
10. Blue/Yellow dominant color scheme



Sterile & Inviting - Google, 2001: A Space Odyssey

Key Tenets:

1. White dominant
2. Plenty of space for the eye to rest
3. Immaculately clean design (polished)
4. Color communicates function
5. Notifications on important activity
6. Only whats needed, nothing more.
7. Inviting by its nature, feels safe.
8. Balanced typography
9. Black, grey and white text primarily
10. Ordered, Grid based



Fun & Bright - Windows 10, Her

Key Tenets:

1. Saturated colors
2. Grey tones have a prominent hue
3. Little to no use of white/black other than with text
4. Artistically playful, not childlike
5. No sharp corners
6. Digitally native (no desktop metaphor)
7. UI communicates function with color, not just aesthetic
8. Full spectrum of color in palette
9. Strong iconography
10. Personality comes from user's content

