Numerous studies show the influence of aesthetics on various HCI aspects (e.g., usability, trust, credibility, etc.). Consequently, it is important to understand which interface design features affect the users' aesthetic perception.

There are mainly two approaches to measure interface aesthetics [1]:

- The **objective screen-design-based** approach relates screen design factors and layout elements to the users' perception of visual aesthetics [e.g. 2, 5].
- The **subjective questionnaire-based** approach uses questionnaire-based instruments to measure the impact on users' perception of visual aesthetics [e.g. 3, 4].

So far, only little is known about how these two approaches are related [1]. Altaboli and Lin [1] concluded that there is a need of experimental studies.

### RESULTS

- **Symmetry**
- **Diversity**
- **Simplicity**
- **Craftsmanship**
- **Colorfulness**
- **Brightness**
- **Saturation**

**Note:** Values represent effect sizes from the ANOVAs ($n^2_p$), *medium effect, **large effect*

### DISCUSSION

- On all facets, except for colorfulness, **symmetry had the largest effect**. The same was observed for the overall score ($n^2_p = .80$). In contrast, the perception of the facet colorfulness was influenced by hue, saturation and brightness.
- Our results suggest that all our objective screen design factors affected subjective visual aesthetics.
- This study showed that the different objective design factors can be linked to specific facets of the subjective evaluation of aesthetics.
- Our findings may help designers to systematically target specific facets of visual aesthetics.

**REFERENCES**