In the past few years flat user interface design has become the predominating visual style of operating systems, websites and mobile apps. Although flat design has been widely criticized by HCI and... Page, T.: Skeuomorphism or flat design: future directions in mobile device user interface (UI) design education. Int. J. Mob. Citation: PAGE, T., 2014. Skeuomorphism or flat design: Future directions in mobile device user interface (UI) design education. International Journal of Mobile Learning and Organisation, 8 (2), pp. 130 - 142. Metadata Record: https://dspace.lboro.ac.uk/2134/17188. Version: Accepted for publication. His research interests are in engineering design, value management, technology education and electronic product design. ABSTRACT. Skeuomorphism in user interface (UI) design has received much attention and criticism about its usefulness and purpose the design of smartphone apps. The argument of whether or not Skeuomorphism still has a place in UI design is explored in this paper. What is Skeuomorphism? Skeuomorphism is a term most often used in graphical user interface design to describe interface objects that mimic their real-world counterparts in how they... Skeuomorphism’s use in making interfaces more familiar and thus easier to use stems from the early days of computing and mobile computing. For instance, early versions of Apple’s mobile operating system, iOS, used skeuomorphism heavily across its user interface (e.g., buttons resembling glossy ‘real’ buttons, photos with white borders looking like physical photographs, etc.). Skeuomorphism in iOS was widely regarded as part of the reason it was so intuitive to use by people who had never used a touch-based smartphone before.