* Module 01 - Introduction *

- UI/UX Course Notes.

1. Customer Experience (CX):

- CX which stands for customer experience encompasses overall interaction between customer & company's product throughout the entire customer journey.
- It includes all touchpoints and interactions a customer has with a brand. Such as marketing, sales, customer service, & post-purchase experience.

2. User Experience (UX):

- UX Layer is part of CX layer focusing on users digital interactions with a product.
- This includes all aspects of the product that have effect on user experience such as usability, accessibility & enjoyment of product.
- It includes elements like user research, information architecture wireframing, prototyping.

3. User Interface (UI):

- UI Layer is a part of UX Layer. It encompasses on visual and interactive aspects of product.
- Involves creating of visual elements such as buttons, icons layout, and color schemes.

* Module 02 - UI Design Principles *

01 - Intro to Design Principles

Design principles are fundamental guidelines & concept that designers follow to create effective, aesthetically pleasing & functional design.

- Well if we don't know design principles and we start creating a design it will look ugly.

- Think of it as this way just as a Chef knows how to pick the proper ingredients, how to chop & grill in order to make delicious meal.

- These principles provide a framework for making decisions and solving design problems across various deciplines, including #Graphic Design, #Web Design #Product Design & more.

02 - Layout

- Layout is a fundamental principle that differs to the arrangement of visual elements within a space.
- In design a layout can be used to create sense of order, Hierarchy & Balance.
- In UI design its very IMP because it directly affects the usability of digital product.

- Here are some key principles related to Layouts.
  1. Grid Systems: provides framework for organizing content on a screen.
  2. Hierarchy: clear visual hierarchy can guide user through content in a logical order.
  3. Balance: Equality within all elements.

  4. Whitespace (Negative-Space): used & is essential for a clean interface.

  5. Consistency: maintaining a consistent layout in spacing, alignment, typography, & color schemes.

  6. Responsiveness: should adapt to different screen size.

  7. Grouping & Alignment: grouping related elements visually and aligning them cherently aids in creating sense of order.

- 03 - Visual Hierarchy.

- Key points
  1) definition   2) most imp to least imp   3) Size   4) Color   5) Placement
  6) Proximity   7) repetition   8) whitespace

- Visual Hierarchy: Arrangement of visual elements in order of importance, with the most important elements appearing first.

- Here are key aspects of visual hierarchy:

1. **Size & Scale:**
   - **Element Size:** Larger elements are perceived as more important.
     - Buttons, icons, or images that are larger in size can attract attention.
   - **Proximity:** Grouping related elements together & making them larger collectively.

2. **Color:**
   - **Contrast:** Vibrant or contrasting colors can be used to highlight important elements, such as buttons, calls to action or critical information.

3. **Placement:**
   - **Proximity:** Closer elements are perceived as related so grouping related items together with consisted spacing reinforces their relationship.
   - **Alignment:** Elements that are aligned with each other creates a sense of order & organization.

4. **Readability:**
   - **Hierarchy in Text:** Structuring text content with clear headings, subheadings & bullet points helps users easily navigate & understand the information.

04 :- Visual Noise.

- It refers to the presence of excessive or unnessesory visual elements that interfear with the users ability to perceive & interact with the interface.

- It can take many forms such as:
  1. Cluttered layouts,
  2. Exccessive use of Color or Typography.
  3. Distracting Aimations or Transitions.

  1. Cluttered layouts.

- Too many visual elements such as text, images & icons it can be difficult for users to find formation they are looking for.

  2. Inconsisted styles.

- When a user designs inconsistent style for different part of the interface such as fonts, colors & spacing it can create visual noise, making it harder for user to understand.

  3. Unnecessary Animations.

- When a design includes unnecessary animations or transitions that serves no functional purpose they can be distracting and add to visual noise Interface.

  4. Busy Backgrounds.

- When a user overly complicates the design background it can make it harder users to read or interact with it.

05 :- Iconography

- It is use of Symbol or Icon visual to represent ideas, concepts, or actions in UI design.

- Icons are powerful UI element that can help to communicate information quickly & effectively and are commonly used in Interfaces to replace or supplement text based Labels.

- Icons can take many forms. from simple geometric shape to more complex designs that resemble real world object or actions.

- For example a magnifying glass icon is used to represent search Bar while a Trash Icon is oftenlly used to resemble a delete function.

Monday
December 4
Day 2 of UI/UX Course

06 :- Typography

- Typography in Design refers to the Art and Technique of arranging type to make written language Legible, Readable, and Appealing when displayed.

- Good Typography in UI/UX design involves selecting the right Typeface, Font size, Font weight & Spacing to create a clear hierarchy of information & guide the user's eyes to Important Elements.

- Now let's see what is a Typeface?
- Typeface refers to the specific design of a set of characters such as Arial, Times New Roman, Inter.
- A typeface refers to a particular family of designs for Letters, Numbers & other characters; each of which is typically available in range of sizes and styles.
  ↳ For example:

  Times New Roman : Design
  Regular:

  Times New Roman : **Design**
  Bold:

  Times New Roman : *Design*
  Italic:

- Different typefaces can convey different moods and emotions.

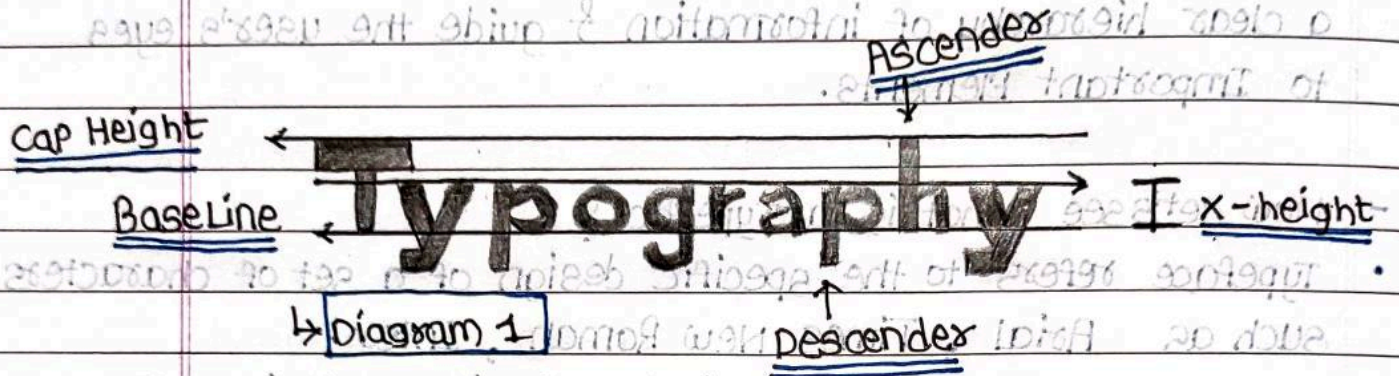- Now let's see what is a Font?
- Refers to a particular size, weight and style of a typeface. In other words a font is a specific instance of a typeface.
  ↳ For example:

  Times New Roman : This is a font.
  12pt, Bold

Q→ Let us understand about type properties!

Ascender

Cap Height

Baseline   **Typography**   I x-height

↳ Diagram 1   Descender

Design   ┐
            ├ Line Height   → Diagram 2
Leading   Principles ┘

Kerning

Typography   → Diagram 3

Tracking

Ty p o g r a p h y   → Diagram 4

Here are some common properties:

1. Baseline : Its an imaginary line on which the letters sit.

2. x-height : Its the height of lower case letters.

3. Cap Height : Its the height of the upper case flat letters. And they are measured from the Baseline to the top of the Capital letter.

4. Ascender: The part of the letter that extends above the x-height.

5. Descender : The part of the letter that extends below the baseline.

6. Leading : Its also known as Line-Height refers to the spacing between Baselines of a Multiline Texts.

↳ • We increase Line Height for small font sizes and line text blocks. Decrease

• We increase Line Height for Large font size and small text blocks.

7. Kerning : Its the spacing between Individual elements. But we don't use it because its not a good practice to use it in coding.

8. Tracking : Its known as letter spacing and it can be done in groups of characters.

• When choosing a Typeface make sure it contains 3-5 font weights.

* Types of Typefaces *

• Here are most common classification :

1. Serif : Have small lines at beginning and end of each stroke of letter.
They are often considered more traditional and formal than sans serif.

- used for books & printed materials.

2. **Sans serif :** This type faces don't have those small lines they are often considered more modern & minimalistic and are commonly used for digital products such as websites & Apps.

- Example are:
  - SF Pro Display
  - Inter
  - Plus Jakarta Sans

3. **Display :** This type faces are designed for use at large sizes such as Headlines & Titles.

They are highly stylized and decorative. Difficult to read at smaller sizes.

- Examples are:
  - Brush script
  - Impact

4. **Script :** Mimic handwritings and are often used for formal Indentations, greeting cards & other decorative applications.

5. **Monospace :** They have same width for each letter & often used for coding and programming.

- Which classification for UI/UX is better?
- It will depend on specific project, brand identity & type of audience.
  In most cases Sans serif are used.
  Make sure not to use more than 2 typefaces.

- Line Length : It should be 40 to 60 characters.

- Alignment: 3 types of align.
  - most commonly used alignment option for Left-to-right languages like English is left alignment.
  - Right align can be used for persian & arabic langages.
  - Center align is usually used to distinguish short text within a layout.