THUTSday ber, 30. Day 1 of UI) UX COUSE. DATE * Module 01 - Introduction * UI/UX COURSE Notes. 1. Customer Experience i (CX): 1000 of congres to · Cx which stands for customer experience encompasses overall interaction between customer & company's product ithroughout the entire customer journey with tot . It includes all touchpoints and interactions accustomer has with a brand. Such as marketing, sales, customer service, * post-purchase experience would trob go i light . viou Mory His di goiseb o paitoses 2. USES Experience (UX): · ux layer is part of cx layer focusing on users digital interactions with a product the soul regard and wing · This includes all aspects of the product that have effect on user experience such as usability, accessibility & enjoyment of product n objumy sold ning sent . It includes elements like user research, inpormation architecture wireframing prototyping DI painted in societies . amon & aplead bullong th 3. USEX INTEXFACE (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 calor schemes. Invalu to talendonous to except of heart ed and function acideb at . - andolna 2 udzepteju. kaloso and the president is supposed that there are appeared to all . · Jounga Lotloth to ptilitoen out

· 38 EURO XULLU 70 A UNI OR · 790 DATE COUNTY I Module 02 - UI Design Principles * - 01 - Into to Design Principles : 1 Tomorau .. continue sometime of elements doline at pesign principles are fundamental quidelines & concept that designers follow to create effective, aesthetically rest pleasing sto Punctional designing doubt the estation of . the with a board buch as mostleting, sales customes service · Well if we don't know design principles and we start creating a design it will look ugly. 2. (Leer Dependence (UX): Think of it as this way just as a Chef knows how to pick the proper ingredients, how to chop of grill in order . This includes all aspects of pam eulicious meals stage of the effect e prinidizazione, prinidizzo as dona americano secu no These principles provide a framework for making decisions and solving design problems across various deciplines, including # Graphic Design, # Web Design #product pesign & more. 8. USBS 11/16/8/106 (TT): 02- Layoutis II . TOHINI XII THE TEDO D SI TOHINI IN . subsect of all and this control for double Layout is a fundamental principle that differs to the assangement of visual elements within auspace. In design a vayout 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. Gold Systems: provides framework for organizing content on a screening & asia . . 2. Hierarchy: clear visual hierarchy can guide user through content in a logical order. Balance: Equality within all elements. in size can attracte attention. Whitespace (Negative-Space): used & is respontial for a clean intexpace interline control month 5. Consistency: Maintaining a consistent layout in spacing, alignment; typography; & color ischemes. tamet ico. . e po dous staemele santsogai such or 16. Responsiveness: should adapt to different screen size. 7. Grouping & Alignment: grouping related elements visually and aligning them chevently aids in creating isense of order. seign attice readjourn agreti hetutas poriumento 03 - Visuali Hierarchy . A Think phings · Months the most state of the property of the social state of the - Key tolnite asc & tateo to Barba a saftage 1) definition 2) most imp to least imp 3) size 4) color 5) Placement o) proximity v) reperition (a) whitesparetillido and .p · Richard in Text: Standard text contents of the Visual Hierarchy: Assangement of visual elements in order of importance, with the most important elements appearing

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first.

· Heretare Key aspects of inisual mierarchy: 900 3094 4. Gold Systems: provides framewark for argunizing 1. Size & scale: 300 D no +119tano Element size: Larger elements rare perceived as more through codration logical order. stran Buttons gicons gost images that are larger in size can attract attention. meso o Proximity: Grouping: related-elements: together & making them larger collectively of cothi 6. Consistency: Maintaining a consistent laugurolog spering · Contragt = uibrant for contragting colors can be used to highlight important elements, such as -951 199000 105 bluttons, calls to action of critical information. pillous: Placementotoles paiguoso: inemapila à paiguoso or proximity: Closer elements are perceived as related so grouping related items together with consisted spacing reinforces wheir relationship. 80 Alignment: Elements that are aligned with each other creates a sense of order of organization. 4. Readability: Hierarchy in Text: Structuring text content with clear headings, subheadings of built points helps and users easily navigate & understand the information.

Wasser, in I -: Be

04 : - Visual Noise.

- It refers to the presence of excessive or unessessory visual elements that interfear with the users ability to perceive & interact with the interface.
- It can take many forms such as the immuno

topic and trait transfer in legislating exp engot

- so energy Cluttered layouts of keep plannamen gen
 - 2. Processive use of color or Typography.
 - 3. Distracting Aimations or Transitions.
- Too many visual elements such as text, images & icons it can be difficult for users to find formation they are looking for the contraction of the
- winters. Inconsisted styles climb and transa transaction
 - · When a user designs inconsistent style for different part of the interface such as fonts, colors of 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 sexues no functional propose they can be distracting
 and add to visual noise interface.
 - Her Busy Backgrounds. Soler apied ai pagingager -
- can make it harder users to read or interact with it.

ealey tobaily -: Po Iconography 05 : -- It is use of symbol or Icon visual to represent ideas, concepts, los actions liniux design. Loudu cestraide 4 interact with the interface. Icons are powerful uI element that can help to communicate information quickly of effectively and are commonly used in Interfaces to replace or supplement text based Labels 3. Distauction Rimodians or Transitions. Icons can take many forms from simple geometric shape to more complex designs that resemble real. and it world tobject or jactions and the think ad the ti for example a magnifying glass icon is used to represent search Bar while a Trash Icon is oftenly ties to resemble a detete function real o media part of the interface each as fonts, entires & spacific it pecember pay 2 of ut/ux course in the accompany a. Unnecessuru Animailans. of anthoritypography senior senior in the senior of mental The second involvement on assess that confectal seion lightly of the han Typography in Design refers to the Art and Technique of arranging type to make written language Legible, Readable; and Appealing when displayed.

PAGE N	PAGE NO.:				
DATE	1	1			

	Good Typography in UT/UX design involves selecting the		
	sight Typeface, font size, font weight & spacing to create		
	a clear hierarchy of information & guide the user's eyes		
	to Important Elements.		
	Cap Height		
-	Now jets see what is a Typeface?		
•	Typeface refers to the specific design of a set of characters		
-	such as Avial, Times New Roman, Inter		
	A typeface sefest to a pasticular family of designs for		
	Letters; Numbers & other characters; each of which is typically		
	available in range of sizes and styles.		
	Ly flor example:		
	E mesonial Times New Roman : Design		
	Regulas:		
	F morphia L. piddfoxaffodfat		
	Times New Roman : Design		
-	: Baites Bold: nammers 3,000 300 909H		
-Jie 8	10 Hold out Holds Times i New Roman in Diesignani hand it		
	Italic:		
	Different typefaces can convey different moods and enactions.		
-20H=	Now let's see what is a font 2 it com : I do not go . 8		
	Refers to a particular size, weight and style of a typeface.		
	In other words in fant is a specific linstance of a typeface.		
	→ For example:		
911	to about the times to New Roman This is a fant . I		

12pt, Bold 1- x 4/1

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	noisa []: Typingraphymit, Diagram	3	
	Tracking		
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	Times New Roman : Design		
	Here are some common properties:		
1.	Baseline: Its an imaginary line on which the	e letters sit.	
onrine.	DILOTE		
.0.00	theight: The the height of lower case letter	13 9910 ·	
3.	Can Height: The the bright of the warm		
	Cap Height: Its the height of the upper case that letters		
- 90044	que De som to the top of the Capital letter.	Rosenne	
4.	Ascender: The part of the reternithat exter	ode about	
	the x-height.		

5.	pescender: The post of the letter that extends below the
	pieves actio baselines eacil llome seat
	our has distronging 3 crosbor over
6.	leading the also known as line-Height befers to the spacing
	between Baselines of a Multiline Texts.
	b. We increase wine Height for
	small font sizes and line text
	. blocks · pecrease
44	· We increase line Height for
	Large font size and small text
	- A Regulash son ablocks or aldr : uniquiq · 8
	9 Renillands an Jours Assissment In each
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 in
	: See Estamples in:
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
di	rweights on and for parast and only of the
	Pareitenligge Scitercenah Kadto è
-*	Types of Type faces *
d	os rea dibia: semes send padi : apropacabilité
	Here are most common classification:
	- coleogar-spring team
	1. sexif: Have small lines at beginning and end
	of each stroke of letter.
	They are often considered more traditions
	and formal than sans serif.
	- used for books of printed materials.

DATE 1

ent gold shield Sang Sexif of This type faces don't have . those small lines they are often considered more modern & Minimalistic and are painted at a serie commonly used for digital products such as . Street enwebsites & Apps of nearled *- Prample rave : 200000 1 001 . Z that anil 6.5P Pro Displaylome · International Too this Plus Takarta Sans . test libra bao asta that event 3. Display: This type faces are designed for use at largesizes such as Headlines & 1. Keaming : 115 the spaning between aselfithual elements can they wave highly stylized and becorative. Difficult to read at smaller sizes. - Examples are: ed not ti bao pribrysh scriptor award att : paidocat .8 · 2004 Impact & 200000 ni 900b tone a saint 40 Script: Mimic hand writings and are often . used for formal Indentations, greeting cards 3 other decorative applications. a Rupes of Typesures a 5. Monospace: They have same width for each : noting letter & often used for coding and programming. bas blo palanies to senir Home such : Tiese of each stauxe of letter. they are often carridered more readitional

- used for bears & painted materials.

· tikes appe and I looked but

· Which classification for UI/UX is better?

It will depend an 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 lauput.