A Non-Expert's Encyclopedia of UI & UX Design Topics

analogies

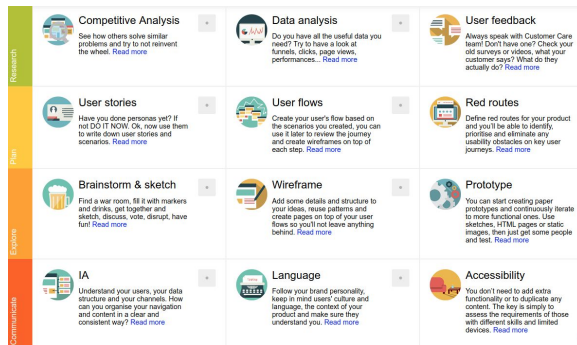[How to Think Using Visual Analogies (Anna.VC)](#)

animation

[The Proper Use of Animation (UX Design)](#)

annotation

[Annotation is Now a Web Standard (Hypothes.is)](#)

checklists

[A UX Checklist (Github)](#)

[Front End Performance Checklist (Smashing Magazine)](#)

colors

[Color Theory (Color Matters)](#)

[Why Facebook is Blue (Buffer)](#)

[Hues, Tints, Tones, Shades (MyBluPrint)](#)

[Contrasting Colors (Canva)](#)

content models

[Content Models (UX for the Masses)](#)

design patterns

[7 Rules for Creating Gorgeous UI (Pt 1) (@erikdkennedy)](#)

[7 Rules for Creating Gorgeous UI (Pt 2) (@erikdkennedy)](#)

design patterns (dark)

[Dark Pattern Types (Dark Patterns)](#)

design patterns (web)

[Web Interface Design patterns (OReilly)](#)

[Designing Web Interfaces - Explore](#)

[Response Web Design Patterns (Brad Frost)](#)

[A Collection of Explore-and-Exploit Interfaces (Medium)](#)

[Design Patterns (Designing Interfaces)](#)

[What is Flat Design (Design Contest)](#)

[Good UI](#)

empathy maps

[Empathy Maps (UX for the Masses)](#)

[Empathy Maps (Innovation Games)](#)

experience maps, customer journey maps, user stories

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[Examples of Customer Journey Maps (ConversionXL)](#)

[User Story (Wikipedia)](#)

[Experience Maps (UX for the Masses)](#)

[Our Guide to Experience Mapping (Adaptive Path)](#)

[How to Build an Experience Map (@wnialloconnor)](#)

[Examples of Customer Journey Maps (ConversionXL)](#)

grids

[5 Design Ideas with Grids (Canva)](#)

logos

[Intro to Logo Design (Creative Bloq)](#)

kerning

https://www.canva.com/learn/kerning/

knolling

[Knolling Examples (The UltraLinx)](#)

letterpress

[Letterpress (Canva)](#)

parallax

[What Parallax ... Lacks (NN Group)](#)

personas

[Personas (UX for the Masses)](#)

principles, guidelines, frameworks

[How to Design a Large-Scale Responsive Site (UX Booth)](#)

[The Laws of UX](#)

[UX Guidelines: Ecommerce Homepages, Category Pages, Product Listings (NN Group)](#)

[Awesome Design Principles (GitHub)](#)

[Visual Perception and Gestalt (Smashing Magazine)](#)

[Space And The Figure-Ground Relationship (Smashing Magazine)](#)

[Contrast And Similarity (Smashing Magazine)](#)

[Visual Weight And Direction (Smashing Magazine)](#)

[Dominance, Focal Points And Hierarchy (Smashing Magazine)](#)

[Compositional Flow And Rhythm (Smashing Magazine)](#)

process diagrams

[Process Diagrams (UX for the Masses)](#)

pull quotes

A short quote or excerpt pulled from the main text and used as a visual element to help highlight important ideas and draw interest to the piece. Pull quotes are very common in magazine design.

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resources

[Awesome UX Resource (Netoguimaraes - GitHub)](#)

[Awesome Design Resources (GitHub)](#)

scale

[Scale & Design (Canva)](#)

scenario maps

[Scenario Maps (UX for the Masses)](#)

searching

[7 Things I Wish Every Search Did (Intercom)](#)

sitemaps

[Sitemaps (UX for the Masses)](#)

sketching

[Sketching (UX for the Masses)](#)

stock photos

[Stock photos (Canva)](#)

storyboards

[Storyboards (UX for the Masses)](#)

[Intro to Storyboarding (Johnny Holland)](#)

[Storyboarding (Smashing Magazine)](#)

style guides

[Style Guides (UX for the Masses)](#)

[Creating a Style Guide (A List Apart)](#)

[Example Online Style Guide (Starbucks)](#)

[Buffer's Style Guide](#)

symmetry

[The Rule of Thirds (MyBlueprint)](#)

[The Rule of Thirds (Company Folders)](#)

[Intro to the Golden Ratio (Canva)](#)

[How to Use the Golden Ratio (Company Folders)](#)

(software) tools

[Free UX Tools (UX for the Masses)](#)

[Visual Inspiration Tools (Awwwards)](#)

task grids (work breakdown diagrams)

[Task Grids (Work Breakdowns) (UX for the Masses)](#)

tooltips

[How to Use Tooltips as Micro-Interactions (Web Designer Depot)](#)

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typography

[Intro to Typography (Practical Typography)](#)

[How to Pick Font Families for your Site (LifeWire)](#)

[Understanding Typographic Hierarchy (TutsPlus)](#)

[A Visual Guide to Typography (Canva)](#)

(uncategorized)

[Why Japanese Web Design is So Different (RandomWire)](#)

[Everything I Needed to Know About Good UX I Learned While Working in Restaurants (NN Group)](#)

[A Crash Course in User Psychology (The Hipper Element)](#)

visualization

[The Periodic Table of Visualization Methods (Visual Literacy)](#)

[10 Simple Rules for Better Visualizations (Plos)](#)

[Style Tiles (A Visual Site Language) (UX for the Masses)](#)

[Beautiful Reasons (Accurat Studio)](#)

white space

[White space (Canva)](#)

wireframes

[Great Wireframe Examples (Pinterest)](#)

word clouds

http://tagcrowd.com/

[Word Clouds with Wordle (Boxes & Arrows)](#)

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