



**NATIONAL UNIVERSITY**  
**OF COMPUTER AND EMERGING SCIENCES**  
**CHINIOT - FAISALABAD CAMPUS**



# **CS-4074**

## **USER**

## **EXPERIENCE**

## **ENGINEERING**

<b>Semester</b>	<b>Spring 2024</b>
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**FAST School of Computing**

The purpose of this assignment is to enhance your understanding of User Experience (UX) design principles by focusing on color palette and typography for your web or mobile application. You will apply these principles to your Final Year Project (FYP) user interface, ensuring a visually appealing and user-friendly design.

### Assignment Components:

#### 1. Color Palette Design:

- **Primary Colors:** Choose a set of colors that represent the core identity of your application. These colors will dominate the interface and create a cohesive visual identity.
- **Secondary Colors:** Select complementary colors that support the primary colors and provide variety to the interface.
- **Accent Colors:** Pick accent colors to highlight specific elements, such as buttons, links, or important notifications.

#### 2. Typography Details:

- **Typefaces:** Decide on appropriate typefaces for your headings, subheadings, and body text. Consider readability and alignment with your application's theme.
- **Font Details:**
  - *Heading Font Sizes:* Determine font sizes for various heading levels (H1, H2, H3, etc.).
  - *Subheading Font Sizes:* Specify font sizes for subheadings to maintain hierarchy.
  - *Body Text Font Size:* Choose an optimal font size for the main content to ensure readability. This decision would be based on your platform (web or mobile)

#### 3. Submission Requirements:

- Submit a document outlining your selected color palette, including hex codes or color names.
- File should contain your current UI snapshots of all screens (if you are on FYP-1 skip this)
- Brief introduction of your FYP.
- Provide details of the chosen typefaces and their implementation in your interface.
- Mention any proposed changes or adjustments to the existing color palette and typography.
- You are to submit current and updated proposed changes.

#### 4. Description of App's Target Market:

- Clearly describe the target audience for your application.
- Identify key demographics, behaviors, and preferences of your users.
- Explain how your color palette and typography choices align with the preferences and expectations of your target audience.

#### Guidelines and Tips:

1. **Consistency is Key:** Maintain consistency across your color palette and typography to create a unified and professional look.
2. **Accessibility Considerations:** Ensure that your color choices and typography meet accessibility standards, allowing users of all abilities to interact with your application.
3. **User-Centric Approach:** Consider the emotional impact of colors and the readability of typography on your users. Aim for an experience that resonates with your target audience.
4. **Palette:** If possible, provide visual representations of your color palette and typography in the context of your FYP interface through mockups or prototypes.

#### Grading Criteria:

- Adherence to design principles.
- Effectiveness of color choices and typography in achieving a user-friendly interface.
- Thoughtfulness in addressing the target market's preferences and needs.
- Clarity and completeness of the submission.

**NOTE: Using any LLM to attempt your assignment would lead to negative marking (not zero)**

**Useful Link:** <https://brandportal.sapublichosting.com/>