UI Design and Prototyping

The quick brown fox jumps over the lazy dog Th

Elina Kuutti

(adapted from Margit Tenoosaar's material)

This session:

- Moodboard-introductions
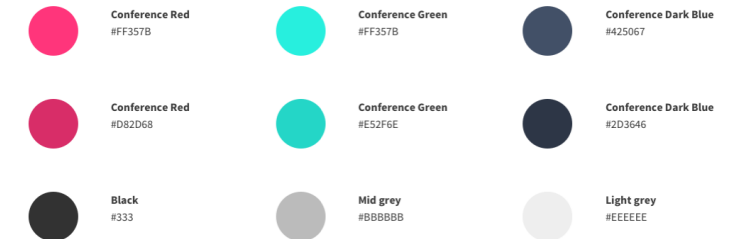- Introduction to Figma
- Does Typography matter?

Moodboard

Introduce yourself in **1 minute** using your moodboard.
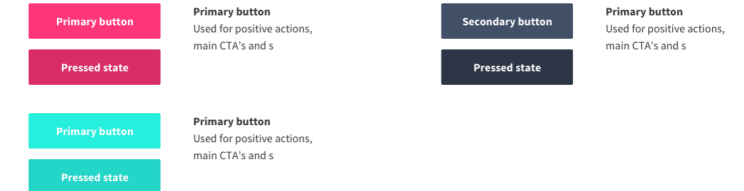
Style Guide

- Colors
  - Primary, secondary and accent colours
  - Hex code and sample
  - Name (optional)
- Typography
  - Fonts and color of font
  - Where fonts are used (Header 1, body, quotes etc.)
- Common elements, layouts and interactions
  - Links, buttons, icons, inputs

Web Summit
iOS styleguide

FIVE
April 30 2016
by Ivan Bjelajac

Colors

Conference Red	Conference Green	Conference Dark Blue
#FF357B	#FF357B	#425067
Conference Red #D82D68	Conference Green #E52F6E	Conference Dark Blue #2D3646
Black #333	Mid grey #BBBBBB	Light grey #EEEEEE

Buttons

Primary button — Primary button, Used for positive actions, main CTA's and s — Pressed state

Secondary button — Primary button, Used for positive actions, main CTA's and s — Pressed state

Primary button — Primary button, Used for positive actions, main CTA's and s — Pressed state

Typography

Style name	Azo Sans	Use	Colors
Headline large	Bold	Talk details, Attendee & Speaker name	
Headline small	Bold	Titlebar name,	
Body text	Regular	Body text, List item descriptions	
Button text	Bold	Buttons	
Caption	Regular	Tab navigation, timestamp, caption	

Some examples and inspiration:
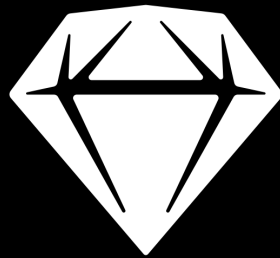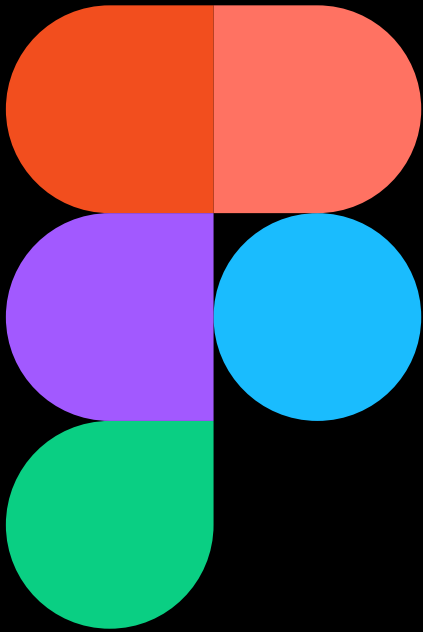
[RamenGo! Style Guide by Gabriela Biscàro](#)

https://marvelapp.com/blog/style-guides-better-design-development/

https://www.aalto.fi/en/brand-library#/

Tools for design
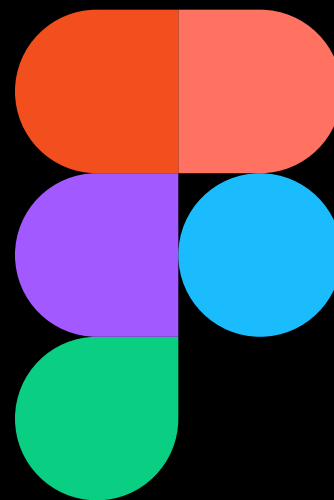
Tools for prototyping

How to choose a tool?

Usage

Platform

Cost

Free version

Offline

Prototyping

Handoff

https://uxtools.co/tools/design/

Figma for beginners

- **Figma Essentials course (3 h)**
  https://youtu.be/kbZejnPXyLM

- **Figma for Beginners (playlist)**
  https://youtube.com/playlist?list=PLXDU_eVOJTx7QHLShNqIXL1Cgbxj7HlN4

Introduction to Figma

1. Make a new user https://www.figma.com/

2. Make a new team – BCH

3. Make a new project – Portfolio

4. Make a new frame for your style guide – A4

5. Make color examples

Typography

(Or do fonts matter?)

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Font or Typeface?

A typeface is the collective name of a family of related fonts (such as Times New Roman), while **fonts** refer to the weights, widths, and styles that constitute a typeface (such as Times New Roman Regular, *Italic*, **Bold**, etc.).

In most instances when people refer to fonts, they really mean typefaces.

Font types

- Serif

- Sans-Serif

- Script / Handwriting

- Display

- Monospace

Serif   Sans-Serif

Script   Handwriting

DISPLAY   Monospace

Serif or Sans-serif?

From the top:

Sans-Serif

Serif

Serif (Serifs in red)

AaBbCc

AaBbCc

AaBbCc

Successful publications (leading magazines, newspaper, websites, brochures, etc.) all choose their font designs deliberately and carefully. Their font choices are absolutely not random at all.

Font as a branding tool:

Different font styles communicate different subconscious messages
to people – which can help you build brand identity.

It can help you grow your business.

A change of font makes a difference:

Where would you use this font?

- *My first website*

- My first website

- My first website

- **MY FIRST WEBSITE**

- My first website

SNL - Papyrus

https://youtu.be/jVhlJNJopOQ

How to choose a font?

1. Font type

2. The message

3. Mixing typefaces

4. Optimize load time

Mixing typeface

1. Combine a Sans-Serif with a Serif

2. Contrast **Font Weights**

3. Use Different Point Sizes

4. Contrast Distinct with Neutral

5. *Don't Mix* Moods

6. **Avoid Combinations** That are Too Disparate

7. KISS

Mixing typeface

- Combine a Sans-Serif with a Serif

- Contrast Font Weights

- Use Different Point Sizes

- Contrast Distinct with Neutral

- Don't Mix Moods

- Avoid Combinations That are Too Disparate

- KISS

https://www.smashingmagazine.com/2010/11/best-practices-of-combining-typefaces/

Web safe fonts

A web safe font is one that is installed on the majority of systems.

https://www.cssfontstack.com/

https://www.guru99.com/web-safe-fonts-html-css.html

Most popular fonts

[Analytics - Google Fonts](#)

More resourses:

Understanding Typography
https://material.io/design/typography/understanding-typography.html

Legibility is important

https://material.io/design/color/text-legibility.html

Task

Go to Google fonts and find five favourites from each category:

Serif, Sans-serif, Handwriting, Display, Monospace

Choose 1-3 you might want to use in your portfolio and save the names of the typefaces for later use.

Portfolio style guide - fonts

Figma tutorial: text tool and Fonts

https://youtu.be/5i-ebNTjad8