



# UI & PROTOTYPING

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# ○ This session

- Course schedule, assignments & learning goals
- What is UI & UX?
- Why should you care about UI Design?
- Task: Moodboard





## Course assignments

Main tasks:

1. Style guide
2. Prototype

Smaller tasks during class:

- Mood board
- Standards and Trends

## Learning goals:

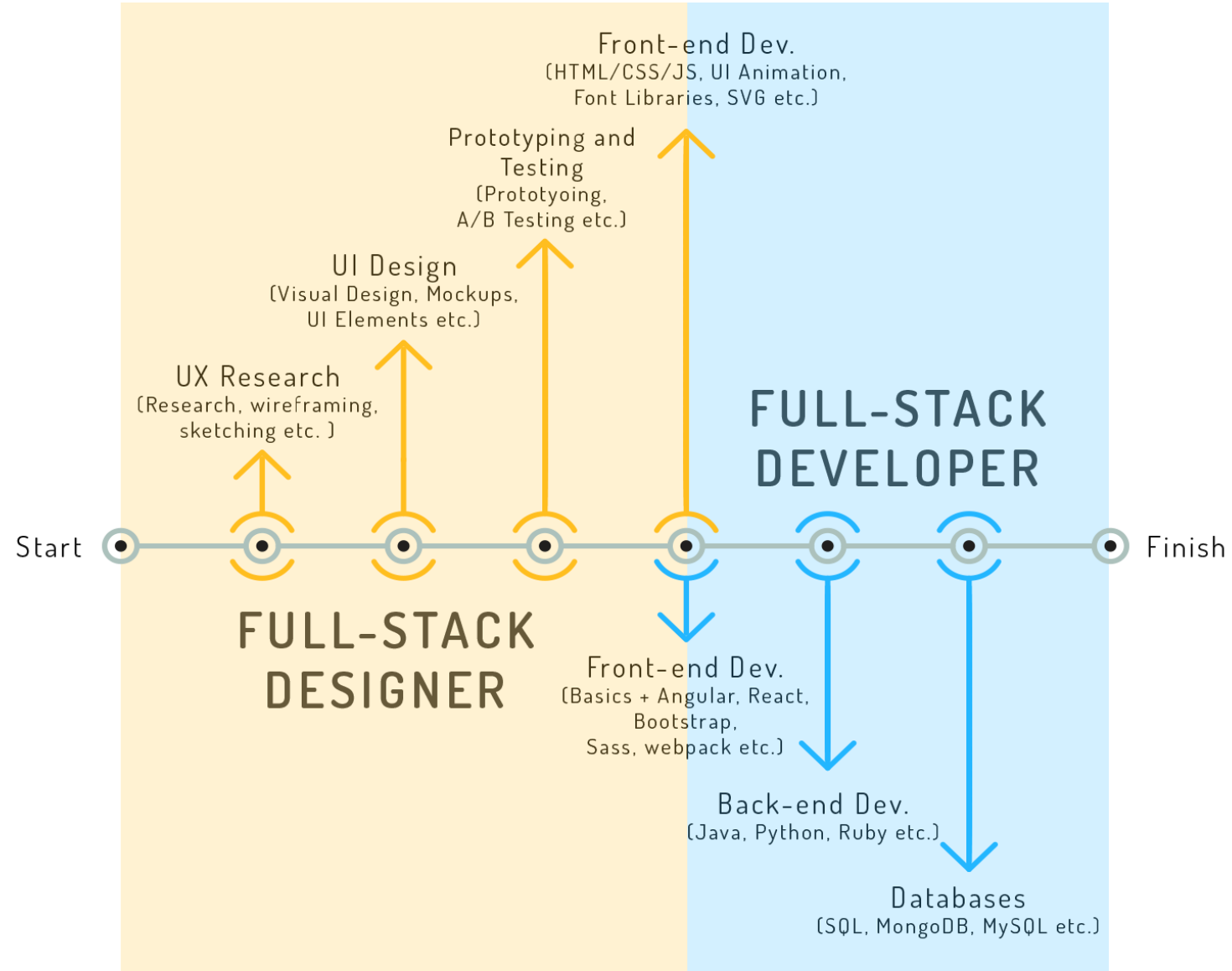
the basics of UI design

- What is a design handover and how to make one
- How to use prototyping as a tool for planning

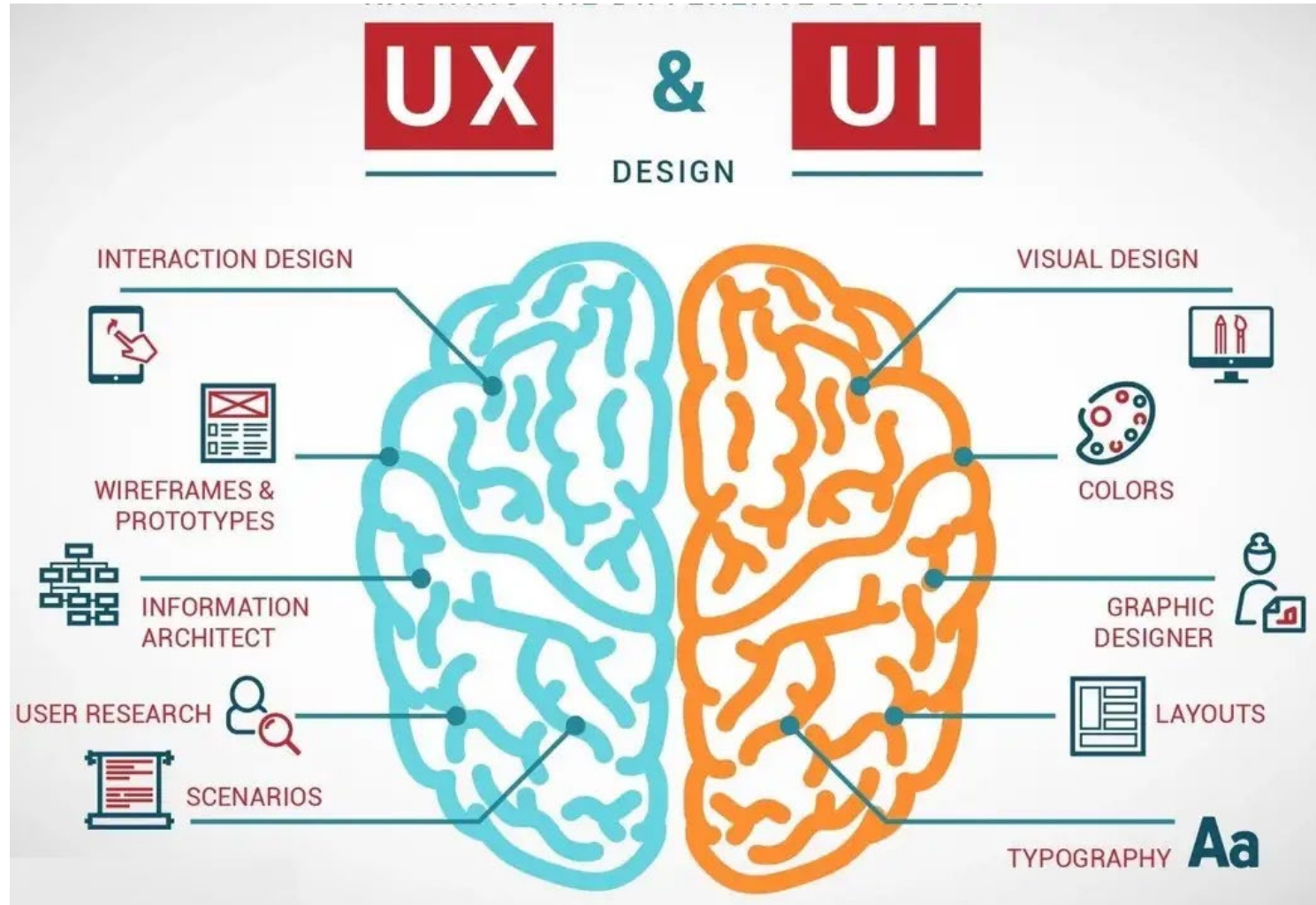
Program used -> Figma

<https://www.figma.com/>



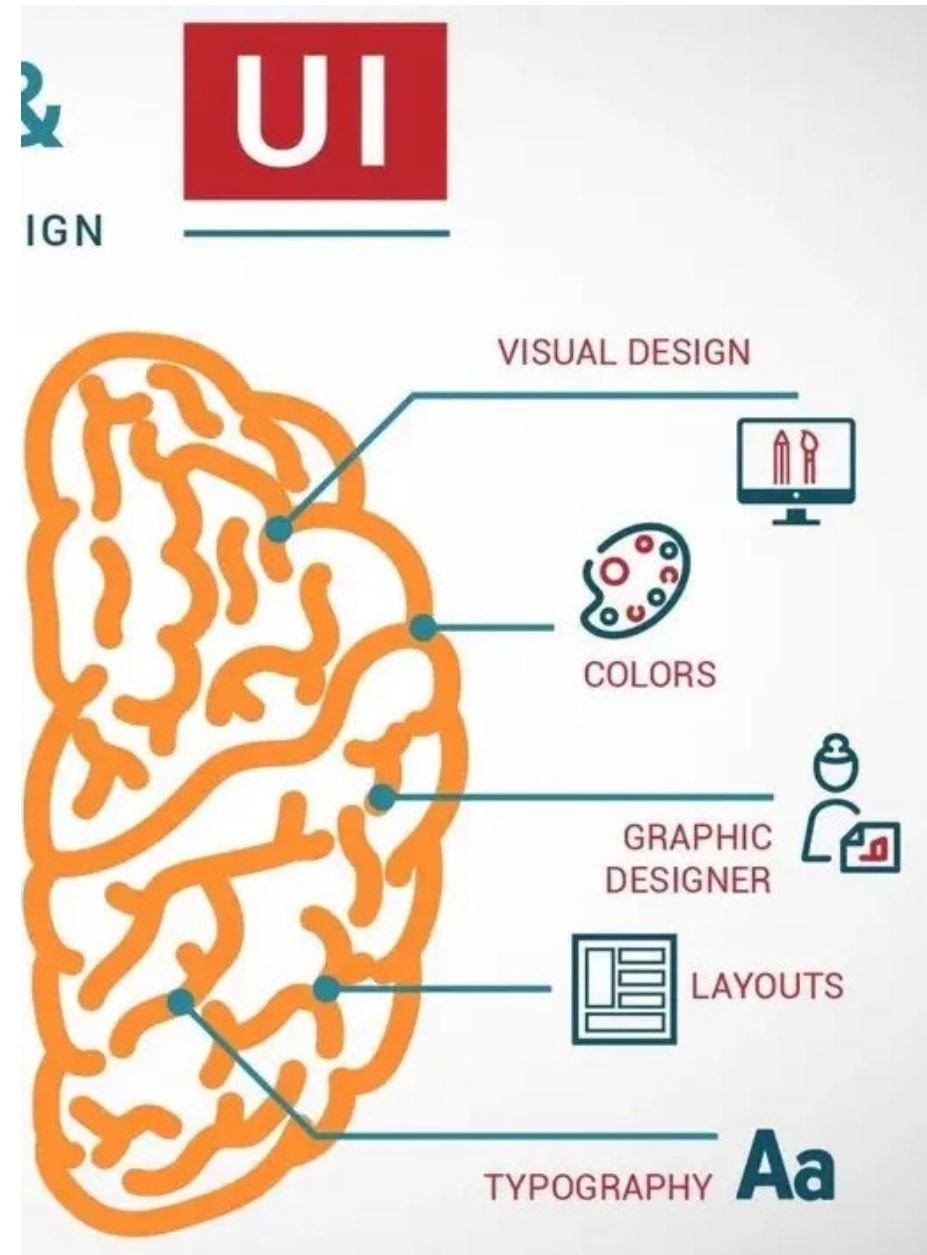


# What is UX and UI design?



# ○ UI – User interface

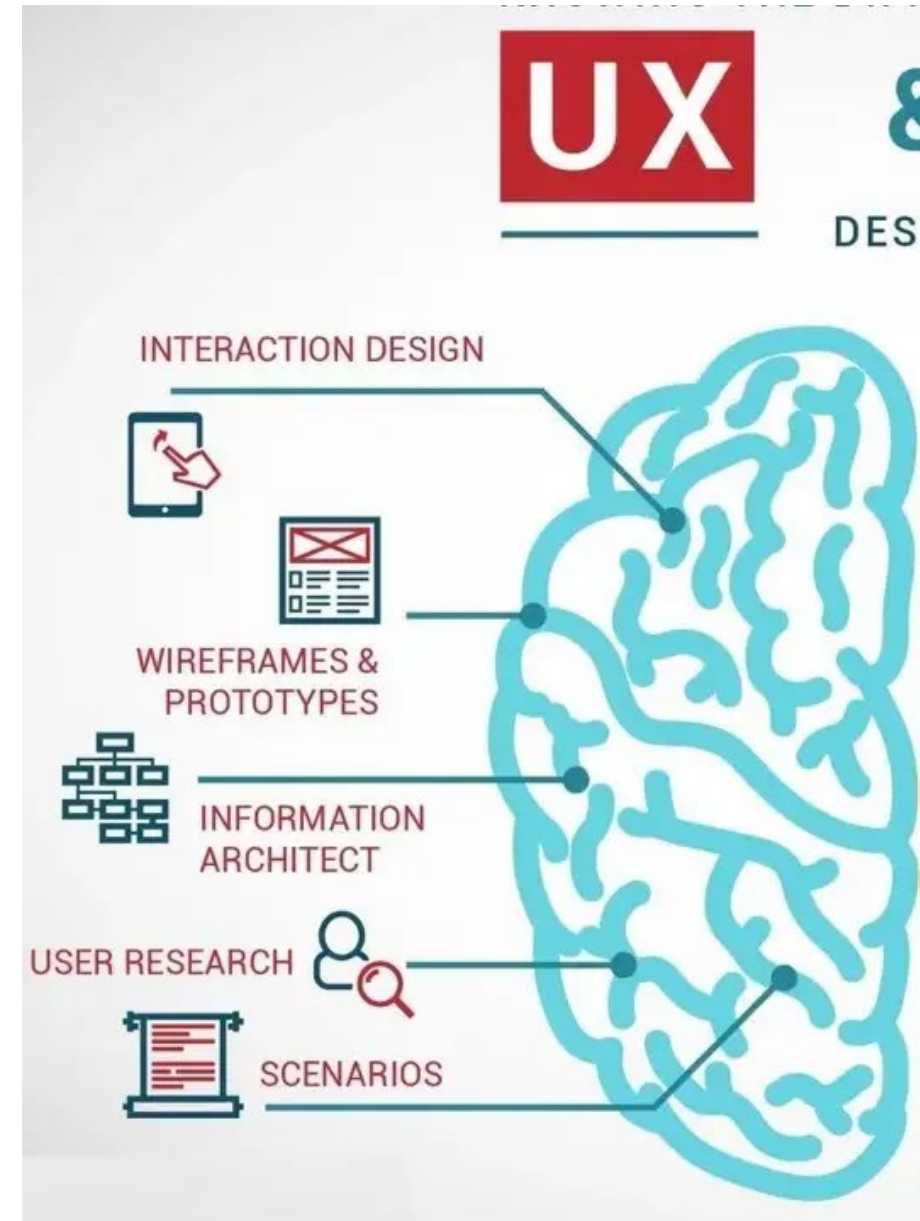
- Visual design
  - Colors
  - Typography
  - Images, icons, visual elements
- Interactivity
- Layouts
- *“Overall look and feel of a product screen or web page”*



# ○ UX- User Experience

- Covers the user's over all experience with the product or website.
- User Experience Design entails a multitude of design and research practices:

<https://www.uxmatters.com/>



# ○ 5 Ws + H:

Who?

What?

Where?

When?

Why?

+ How?





# ○ Why should you do UI Design and Prototyping?

- Explore your ideas and plan out designs
- Show Intention behind a feature or design to users without investing on development



# ○ Design Handover

- Design handoff is the process of handing over a finished design for implementation by the developer. It involves transferring a designer's intent, knowledge and specifications for a design.
- A design handoff can often include:
  - A style guide
  - A Wireframe
  - A Prototype



# ○ Style guide

A collection of pre-designed elements, graphics and **rules** designers or developers should follow to ensure that separate website pieces will be consistent and will create a cohesive experience at the end.

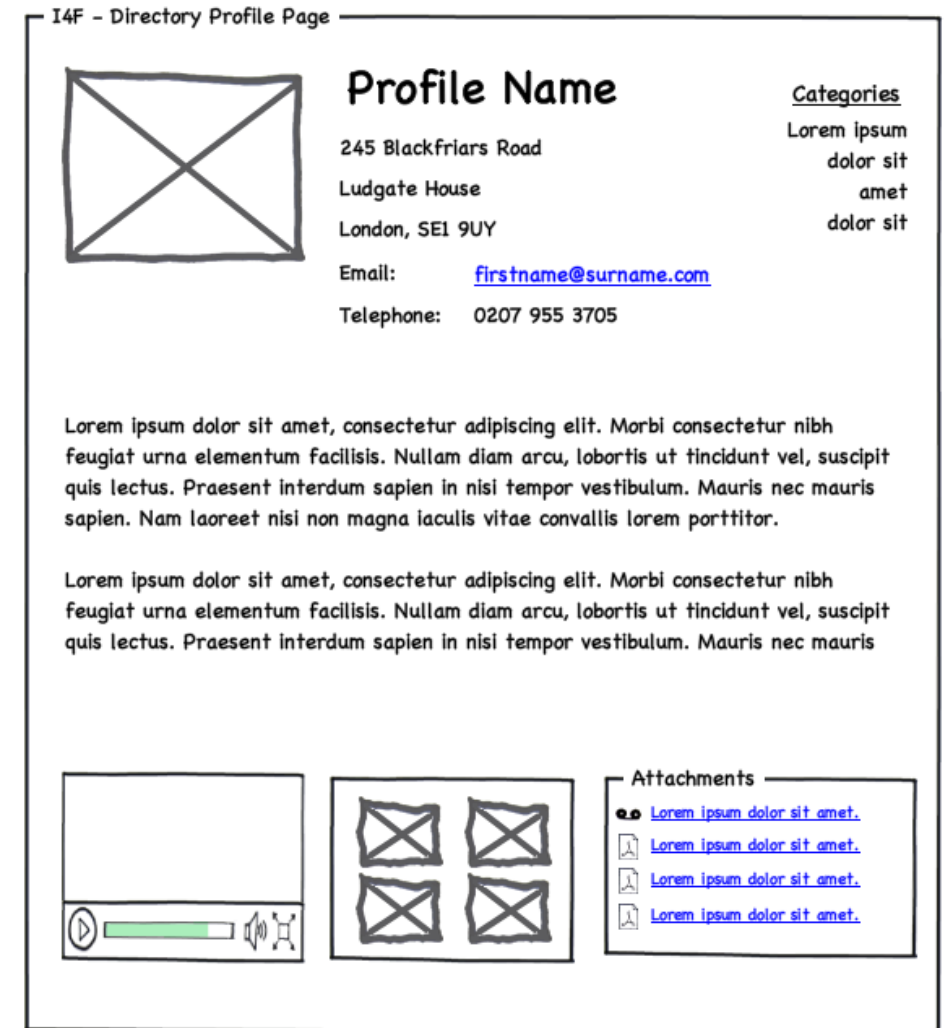


Bagel Street Café by Nikolaj Kledzik



# Wireframe

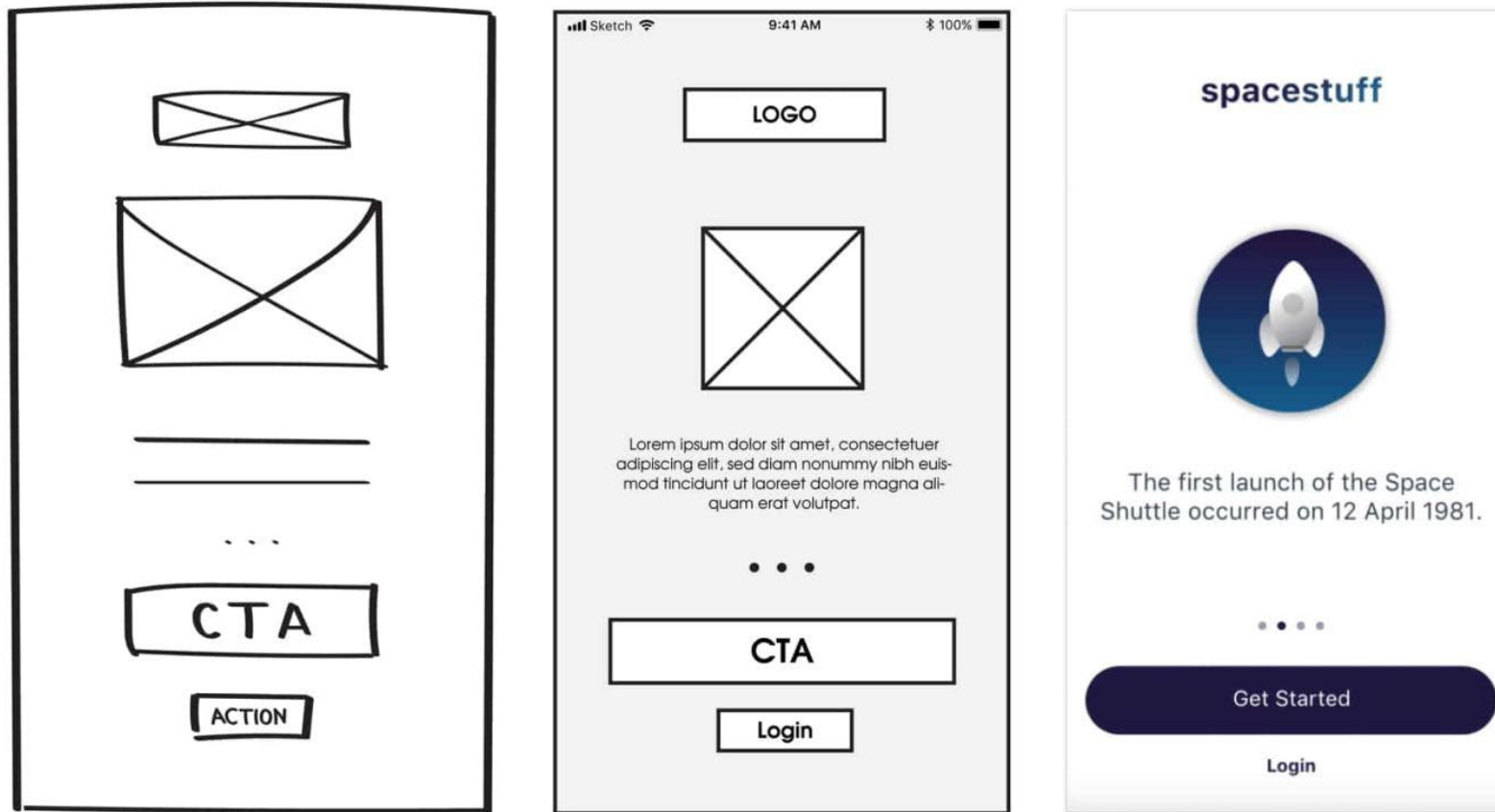
Also known as a page schematic or screen blueprint, is a visual guide that represents **the skeletal framework of a website**. Wireframes are created for the purpose of arranging elements to best accomplish a particular purpose.



created with Balsamiq Mockups - [www.balsamiq.com](http://www.balsamiq.com)



# Low to high fidelity wireframe



Artwork by Tsvetelina Lazarova.

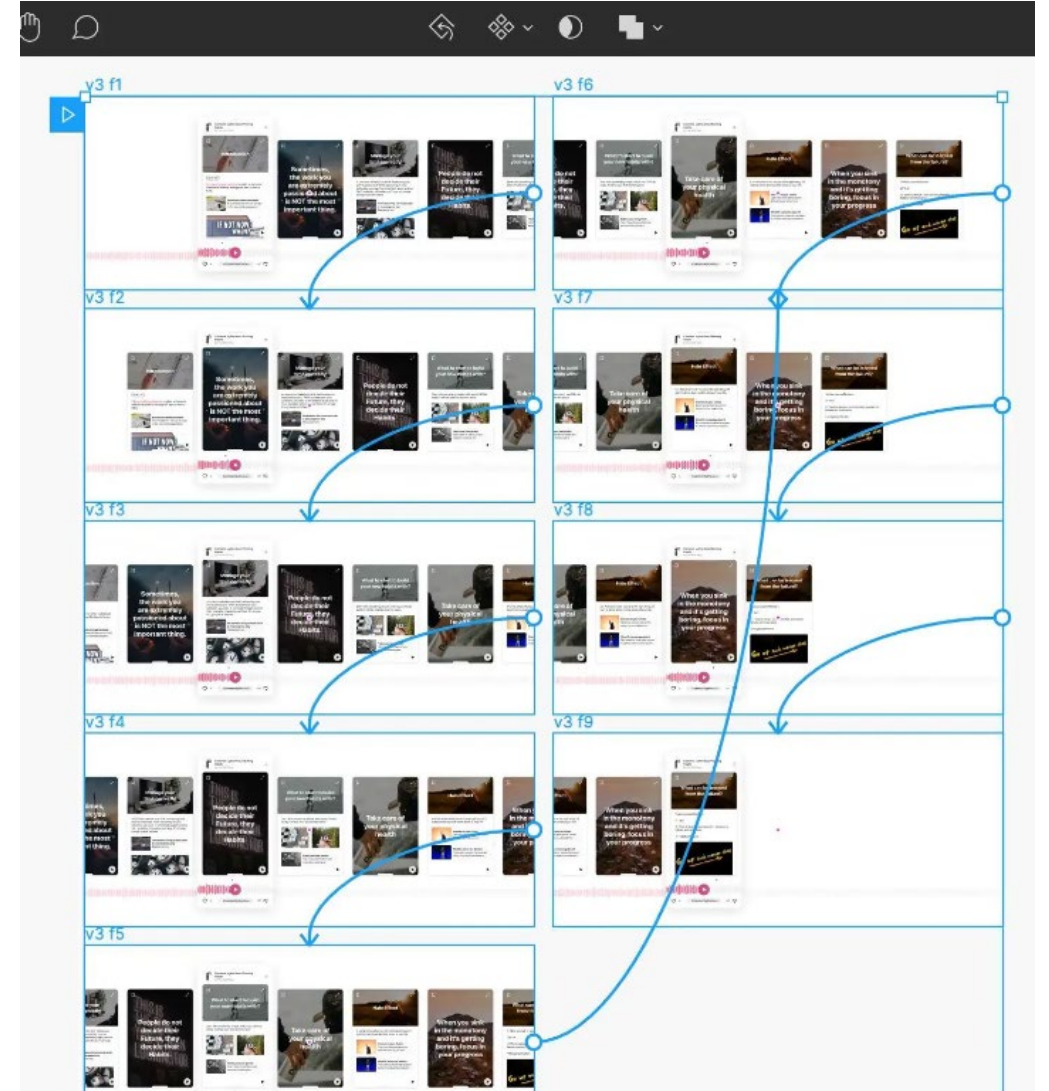
<https://mentormate.com/blog/low-fidelity-wireframes-vs-high-fidelity-wireframes/>





# Prototype

An early sample, model, or release of a product built **to test a concept or process**. It is a term used in a variety of contexts, including semantics, design, electronics, and software programming. A prototype is generally used to evaluate a new design to enhance precision by system analysts and users.

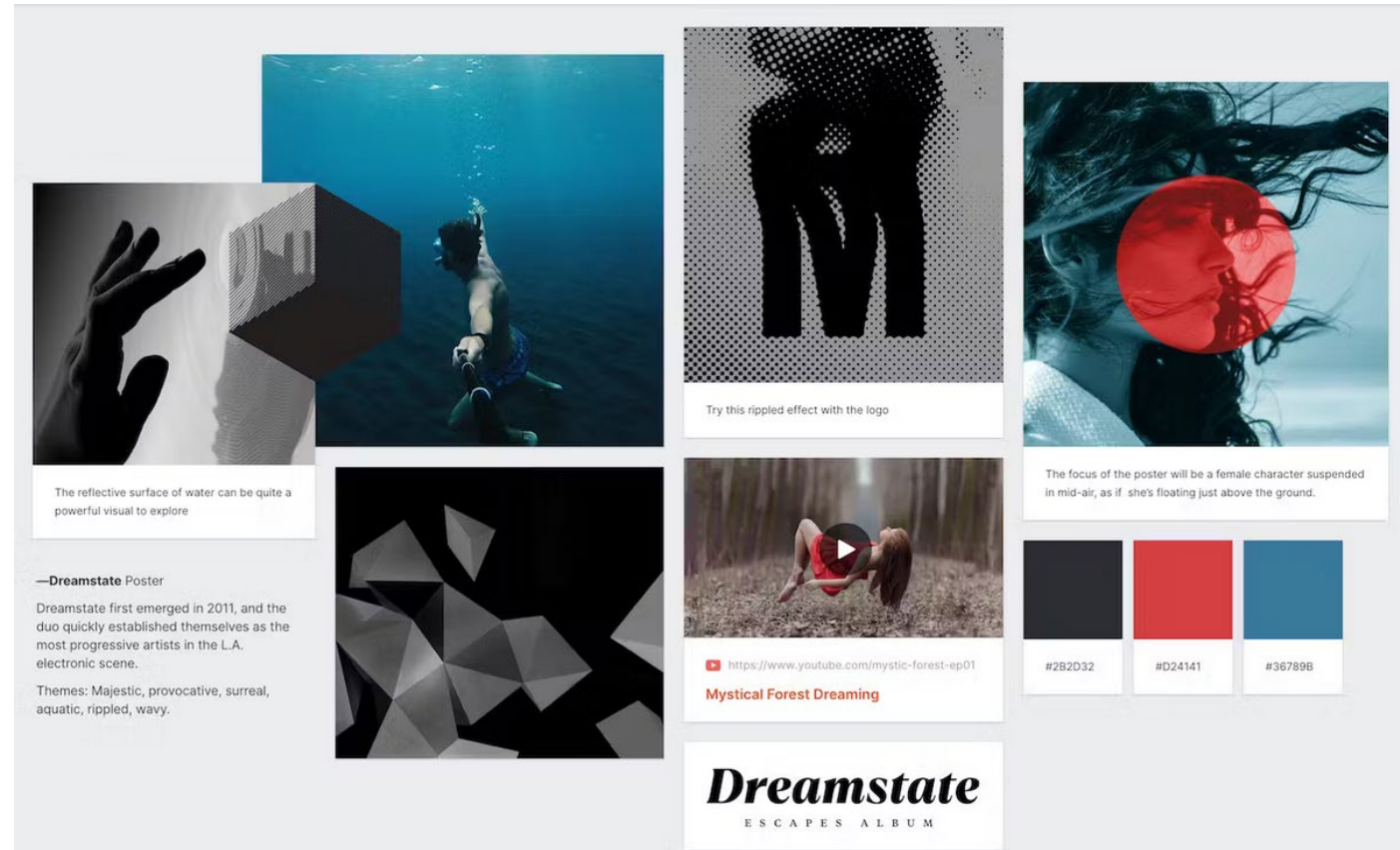






# Moodboard

Mood board – an arrangement of images, materials, pieces of text, etc. intended to evoke or project a **particular style or concept**.



# ○ Task – Moodboard

Make a digital moodboard for your portfolio using only images.

We are presenting our moodboards next week to get to know each other, so make sure that your moodboard introduces you without words.

Return your moodboard to ItsLearning by next week.





# ○ Some tools for creating your moodboard

- <https://spark.adobe.com/make/mood-board-maker/>
- <https://www.canva.com/>
- <https://www.milanote.com/>
- Or choose your own tool!

