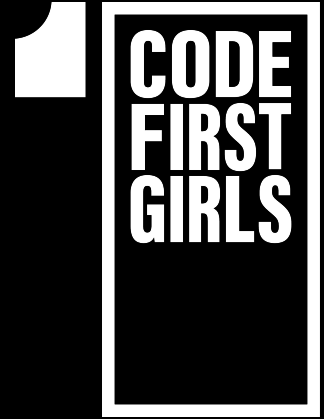


WELCOME TO CFG

YOUR INTRODUCTION TO WEB DEVELOPMENT



TECH SHOULDN'T JUST BE A BOYS CLUB.

COURSE JOURNEY

MODULE 6: UI/UX

MODULE 01

HTML

MODULE 02

CSS

MODULE 03

Recap
Project
design

MODULE 04

Bootstrap

MODULE 05

JavaScript

MODULE 06



UI/UX

MODULE 07

Github
Pages
Project
work

MODULE 08

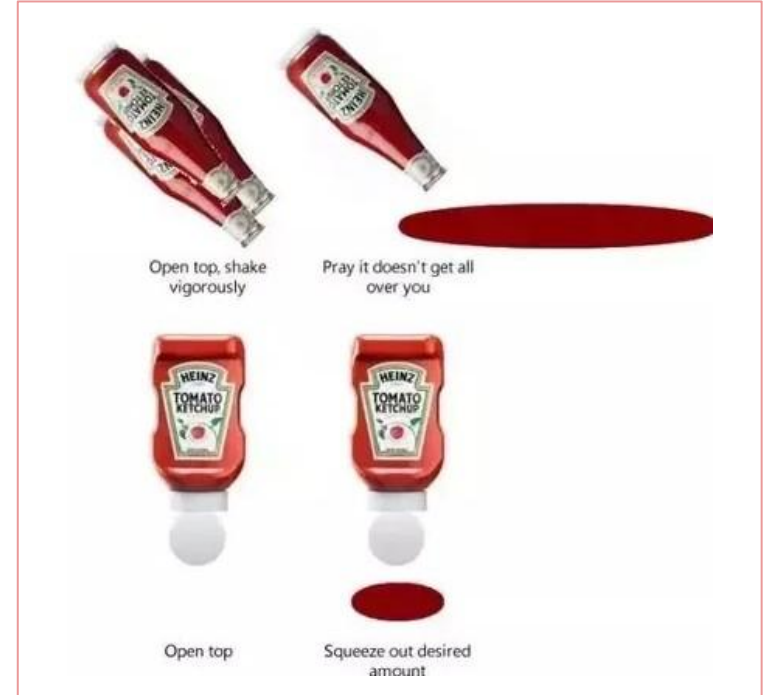
Project
presentations

UI vs UX

FOUR PRINCIPLES OF UI/UX

WIREFRAMING AND PROJECT PLANNING

UI vs UX



UI vs UX

UI

- * Aesthetic forced on the user
- * UI Designer focuses on the visual elements
- * Your goal: make the website interface please to the eyes
- * That includes taking into account people with disabilities, visual impairments, etc

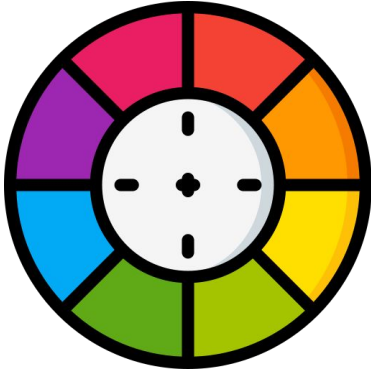
UX

- * Experience that the user needs
- * UX designer focuses on the conceptual aspects
- * Your goal: Make website interface useful

Open top

Squeeze out desired amount

4 MAIN PRINCIPLES



COLOR
THEORY

TYPOGRAPHY



USER
EXPERIENCE

KNOWING
YOUR
AUDIENCE

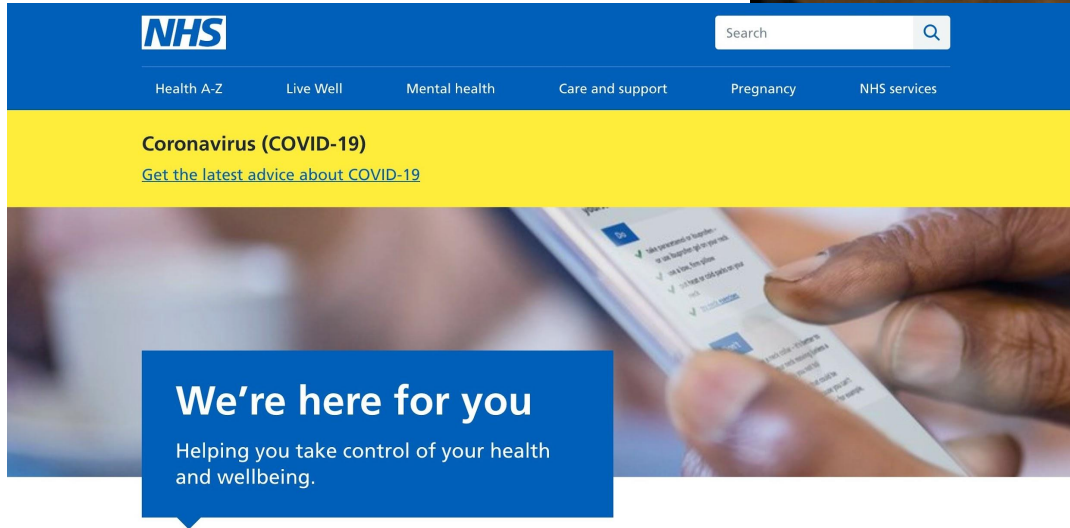
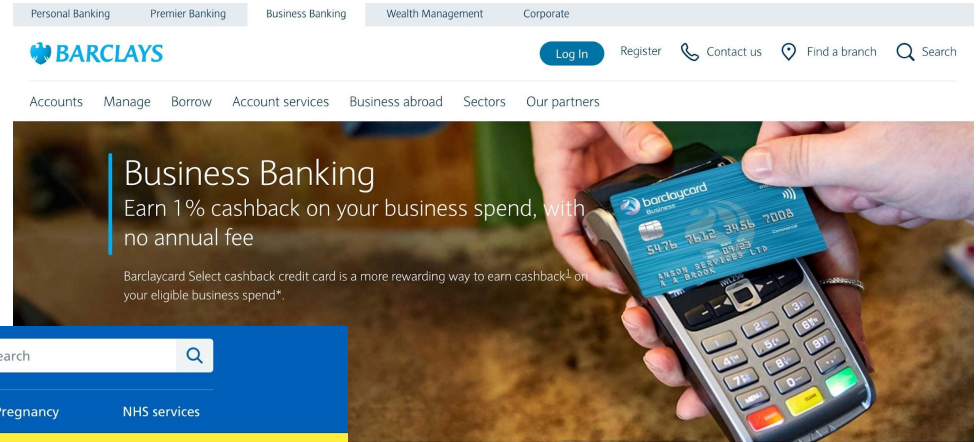


ROLE OF COLORS

The art of creating the right patterns of colors for your website



BLUE



- Stability
- Trust
- Loyalty
- Serenity

GREEN



[Agricultural Development Company 'Back to Nature' by Pavel Naumov on Dribbble](#)

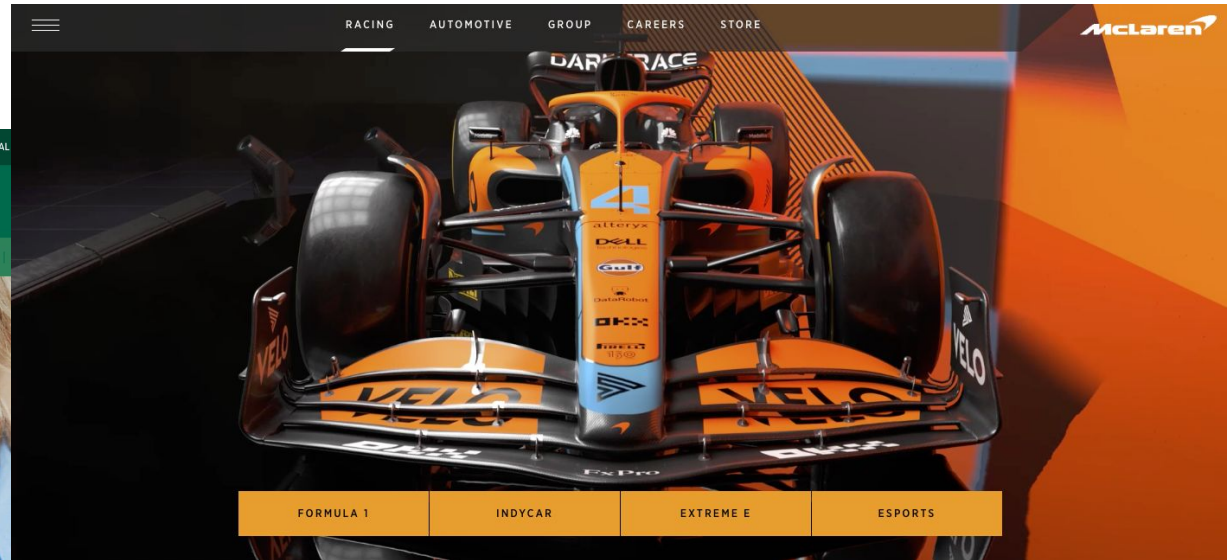
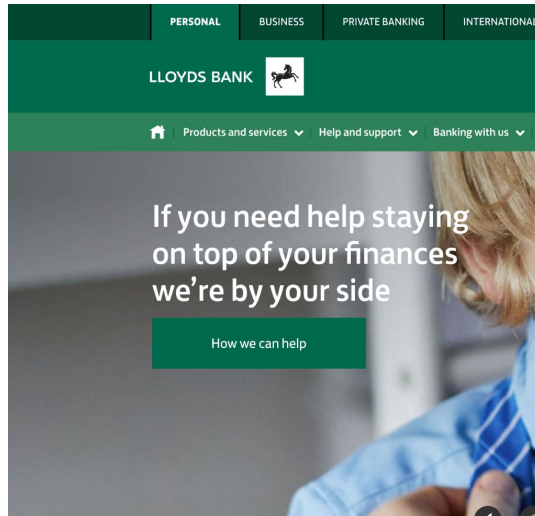
- Growth
- Safety
- Nature
- Healing



[Sunday Lawn by Evan Place on Dribbble](#)

Colours Aside ...

Some brands will opt out of following colour theory and principles for personal branding! This is okay, as they will stick to other UI/UX principles!



Review your savings options >

Arranged overdraft cost calculator >

COLOUR THEORY

Scientific ways of picking colours

Analogous: Harmonious, comfortable design. colors that are next to each other on the color wheel, not to grab attention but to be easy on the eyes.

[Adobe Color](#) is a great colour palette tool that allows you to generate a colour palette according to a preset colour harmony rule. Let's take a quick look!

Complementary: Opposite colors on the color wheel. Tricky to use in large doses but work well when you want something to be attention grabbing.



More on color harmonies [here](#)

TYPOGRAPHY

The art of choosing the right text fonts, sizes and colours.

SERIF

Traditional STABLE RESPECTABLE

Minion Pro

Trajan

Baskerville

SANS-SERIF

Sensible SIMPLE STRAIGHTFORWARD

Helvetica

Avenir

Din

SCRIPT

Personal Creative Elegant

Freestyle Script

Adios Script Pro

Snell Roundhand

DISPLAY

Friendly LOUD *Amusing*

Vag Rounded

Gin

Thirsty Rough

MODERN

STYLISH CHIC SMART

Sackers Gothic

Gotham

Futura

In a small handout a conference, you can see the different contrasting typefaces can make. In the example at the right, two typefaces (Dream Orphans Bold and Raleway Thin) are starkly separated from each other. This creates nice professional vibe and even removes tacky '+' bullets.



Avoid this: all one typeface.

Welcome, Guests!

This year is going to be our greatest yet! While at the conference, please pay attention to some of the big events each day:

+THURSDAY: Kick-off dinner will be held the Grand Atrium at 7:30.

+FRIDAY: Guest speaker Marev Junati will be giving a presentation on bias and priveledge in the workplace.

+SATURDAY: Group tour of the Photography House is scheduled for 10:00a.m. Chocolate fondue and hors d'oeuvres will be served!



Try this: two contrasting typeface families

Welcome, Guests!

This year is going to be our greatest yet! While at the conference, please take note of each day's main event:

THURSDAY

Kick-off dinner will be held the Grand Atrium at 7:30.

FRIDAY

Guest speaker Marev Junati will be giving a presentation on bias and priveledge in the workplace.

SATURDAY

Group tour of the Photography House is scheduled for 10:00a.m. Chocolate fondue and hors d'oeuvres will be served!



Key Takeaway

Most documents will benefit from using two typefaces. Find typefaces that contrast drastically family and style but that feel aesthetically connect. Recognize that font choice is one of most important considerations in designing professional materials.

On the bottom left, you see two typefaces (Calibri and Eras) that are too similar. The lack of clear contrast between the typeface families can look accidental to readers and it doesn't create visual interest. On the right, the clear difference between the two



Avoid this: two similar typefaces.

Welcome, Guests!

This year is going to be our greatest yet! While at the conference, please pay attention to some of the big events each day:

THURSDAY: Kick-off dinner will be held the Grand Atrium at 7:30.

FRIDAY: Guest speaker Marev Junati will be giving a presentation on bias and privilege in the workplace.

SATURDAY: Group tour of the Photography House is scheduled for 10:00a.m. Chocolate fondue and hors d'oeuvres will be served!



Try this: two very different typefaces.

Welcome, Guests!

This year is going to be our greatest yet! While at the conference, please take note of each day's main event.

THURSDAY

Kick-off dinner will be held the Grand Atrium at 7:30.

FRIDAY

Guest speaker Marev Junati will be giving a presentation on bias and privilege in the workplace.

SATURDAY

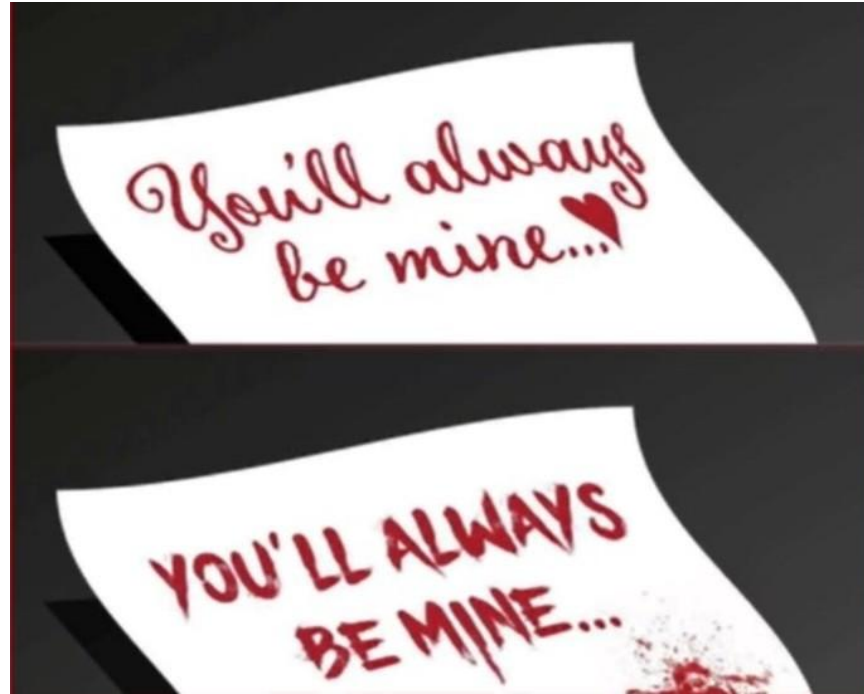
Group tour of the Photography House is scheduled for 10:00a.m. Chocolate fondue and hors d'oeuvres will be served!



Key Takeaway

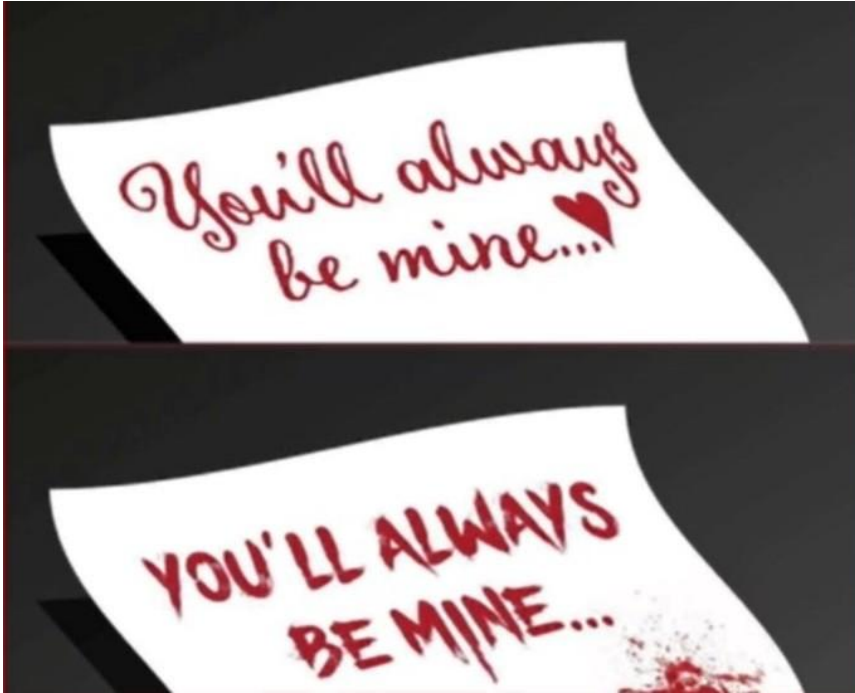
Most documents will benefit from using two typefaces. Find typefaces that contrast drastically family and style but that feel aesthetically connect. Recognize that font choice is one of most important considerations in designing professional materials.

THINK ABOUT THE MESSAGE YOU WANT TO CONVEY



What do you think of these notes? What message do they convey?

THINK ABOUT THE MESSAGE YOU WANT TO CONVEY



Cute note! Looks like a note from a loving partner! ❤️

Very scary... Very worrying and alarming...
Call the police 🚓

MANAGING ATTENTION IN UI

Hierarchy



Highlight what you want the eyes to be drawn to using colors, fonts, sizes, etc

Alignment & Whitespace

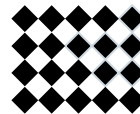


Space out the elements to reduce the number of alignment points



Layout

Aim for 40-60 character per line and make it interesting



Audience

Design your website for the intended users



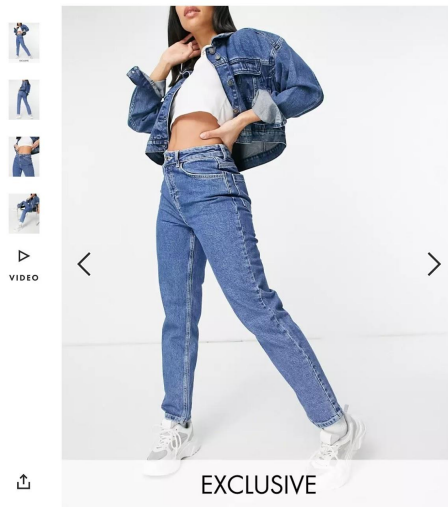
HIERARCHY

[Sale](#) [New in](#) [Topshop](#) [Clothing](#) [Shoes](#) [Accessories](#) [Trending now](#) [Face + Body](#) [Sportswear](#) [Brands](#) [Outlet](#) [Marketplace](#)

[WOMEN](#) [MEN](#)

Hey, you're new here!
Get 30% off everything with code: **ASOSNEWPLS**

[Home](#) > [Women](#) > [Sale](#) > [Jeans](#) > ASYOU 90's straight jeans in blue



ASYOU 90's straight jeans in blue

~~£20.00~~ **£12.00** (-40%)
Free Delivery (Ts&Cs apply)

★★★★☆ 3.0 (2)

Hey, you're new here!
Get 30% off everything*
With code: **ASOSNEWPLS**

COLOUR: Blue

SIZE:

Please select

ADD TO BAG



PRODUCT DETAILS

Jeans by ASYOU

- Wear, wash, repeat
- High rise
- Belt loops
- Four pockets
- Straight fit

PRODUCT CODE

1897147

BRAND

Serving up new-new trends, emerging brand ASYOU is a big vibe. Whether you're off-duty or on.

SHOW MORE

SIZE & FIT

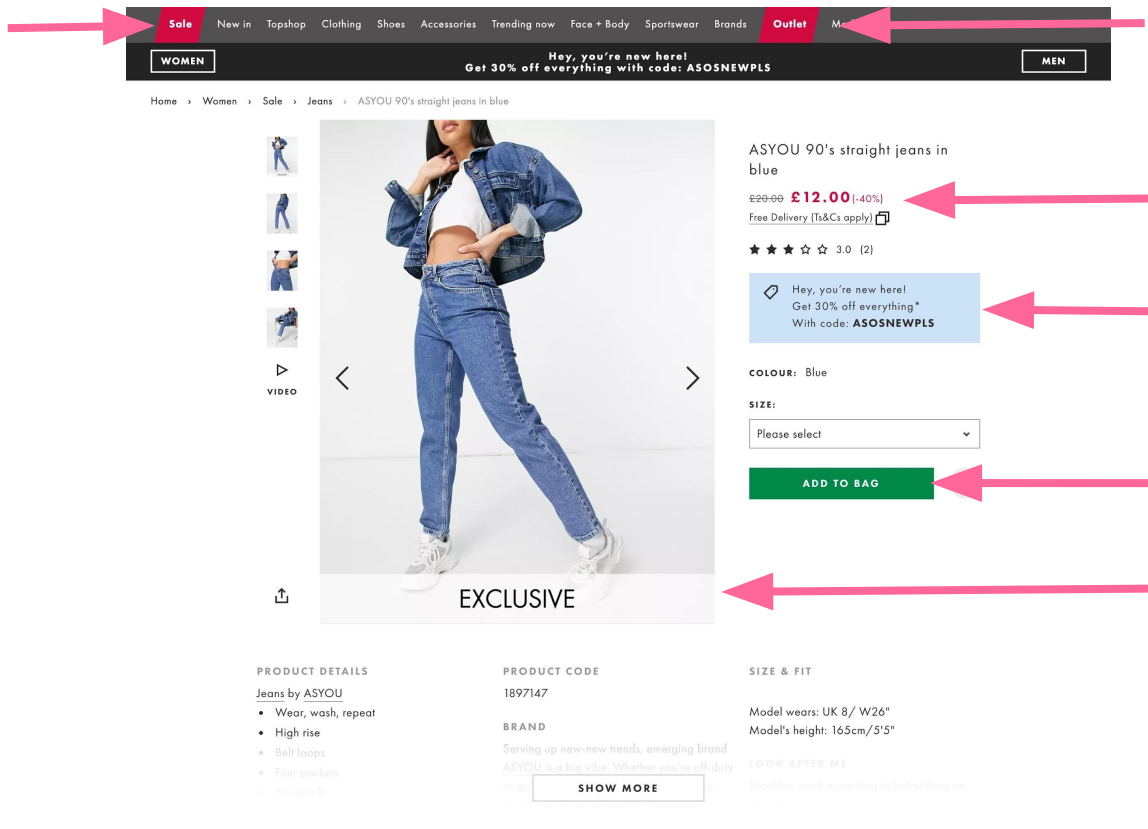
Model wears: UK 8 / W26"
Model's height: 165cm/5'5"

LOOK AFTER ME

Machine wash according to instructions on label.

What is your attention drawn to?

HIERARCHY



So how is your attention drawn?

- **Colour contrasts:** the red, blue and green to contrast with the white and black to call you to action
- **Font size:** discounts being made bigger, 'EXCLUSIVE' being in all caps and a bigger font size
- **Positioning:** attention to the product by positioning it at the center of the page

LAYOUT

Let's compare these two pages about oranges! [Page 1](#) is from Wikipedia and [Page 2](#) is from Medical News Today, both containing very similar info but different layouts.



Main page
Contents
Current events
Random article
About Wikipedia
Contact us
Donate

Contribute
Help
Learn to edit
Community portal
Recent changes
Upload file

Tools
What links here
Related changes
Special pages
Permanent link
Page information
Cite this page
Wikidata item

Print/export
Download as PDF

Not logged in | Talk | Contributions | Create account | Log in

Article | Talk | Read | View source | View history | Search Wikipedia

Orange (fruit)

From Wikipedia, the free encyclopedia

"Orange peel" redirects here. For other uses, see [Orange peel](#) (disambiguation).

An **orange** is a fruit of various citrus species in the family *Rutaceae* (see *list of plants known as orange*); it primarily refers to *Citrus × sinensis*,^[1] which is also called **sweet orange**, to distinguish it from the related *Citrus × aurantium*, referred to as **bitter orange**. The sweet orange reproduces asexually (apomixis through nucellar embryony); varieties of sweet orange arise through mutations.^{[2][3][4][5]}

The orange is a **hybrid** between pomelo (*Citrus maxima*) and mandarin (*Citrus reticulata*).^{[2][6]} The chloroplast genome, and therefore the maternal line, is that of pomelo.^[7] The sweet orange has had its full genome sequenced.^[2]

The orange originated in a region encompassing Southern China, Northeast India, and Myanmar,^{[8][9]} and



Oranges – whole, halved and peeled segment



Oranges after peeling the skins

MEDICALNEWSTODAY

Health Conditions ▾

Health Products ▾

Discover ▾

Tools ▾

Connect ▾

SUBSCRIBE

PRODUCTS AND REVIEWS |

Nutrition & Fitness

Vitamins & supplements

CBD

Sleep

Mental health

At-home testing

Men's Health

What to know about oranges

Benefits | Nutrition | Diet | Risks

Oranges are a type of low calorie, highly nutritious citrus fruit. As part of a healthful and varied diet, oranges contribute to strong, clear skin and can help lower a person's risk of many conditions.

Oranges are popular due to their natural sweetness, the many different types available, and the diversity of uses. For example, a person can consume them in juices and marmalades, eat them whole, or use zested peel to add a tangy flavor to cakes and desserts.

This popular citrus fruit is particularly known for its **vitamin C** content. However, oranges contain a range of other plant compounds and **antioxidants** that may reduce **inflammation** and work against disease.

In this article, we look at the many health benefits of oranges, their nutritional profile, and how to include more in the diet.

Benefits

The nutrients in oranges offer a range of health benefits. The sections below discuss these benefits in more detail.

Cancer



Medically reviewed by
Natalie Butler, R.D., L.D. — By
Megan Ware, RDN, L.D. on
December 10, 2019

Latest news

Alzheimer's: Does genetic predisposition to ADHD increase risk later in life?

Are meat substitutes missing key nutrients, and if so, which?

New PTSD treatment avenue? Blocking serotonin may reduce fear

Eczema and children: Lotions, creams, emollients may help prevent the condition

Hemorrhagic stroke: Long-term statin use may significantly lower risk

LAYOUT

Let's compare both layouts:

Wikipedia:

- Cluttered: texts and images too close
- No spacing: small margins and paddings
- Dull design: no big contrast
- Long blocks of texts and minimal pictures
- Small font size: poor accessibility, not easy on the eyes

Medical News Today

- Font difference: bigger font and contrast, start of articles bigger than the rest
- Smaller block of texts and bigger margins
- More variety: more frequent and bigger images between

Let's take a look at how small changes in the layout can affect your user experience!

ALIGNMENT AND WHITESPACE



Let's take a look at daily examples alignment and whitespace in real life: shopping stores.

- + The items are ordered into a grid
- + They displays one item per shelf section
- + They adjust the lighting around and spacing between and around the items
- + There is a well separation and distribution of colours

These adjustments allow this store to look more **presentable**, have a **better user experience** and seem **more high-end!**

As opposed to...

ALIGNMENT AND WHITESPACE



In this store:.

- + The items are cluttered and seem to have been thrown around randomly
- + There is no space or order between the items
- + There is no colour contrast but a mix of size and colours all around

This lack of order makes this store have an unenjoyable user experience as the user will struggle to find and scroll through the items and looks less presentable

Keep this in mind when designing your website! Space out your items and align them properly!

ALIGNMENT AND WHITESPACE



SENNHEISER
HD 598
SPECIAL EDITION



SENNHEISER

- Luxury Sound Quality
- Unrivaled Comfort
- High-Quality Leatherette
- Impeccable Sound Quality
- Innovative Acoustic Engineering

**FOR AUDIOPHILES
QUALITY IS THE
TRUE DIFFERENTIATOR**



**FOR AUDIOPHILES QUALITY
IS THE TRUE DIFFERENTIATOR.**



ALIGNMENT AND WHITESPACE



In this ad:

- More cluttered: poor spacing, makes the ad seem cheap
- Focus on wrong items: name of the brand not in focus, name of the model is wavy too big
- Unnecessary repetition of the logo with no proper focus on them
- The main item i.e the headphones picture is not centered: the focus goes to the text rather than the product itself

ALIGNMENT AND WHITESPACE

While in this ad:

- Cuts to the chase
- Product + Branding = both centered => the user knows exactly what they're looking at
- A lot of spacing all around
- K.I.S.S - Keep It Simple, Stupid! Enough information is displayed to get the user curious about the product!

This ad is a massive improvement to the previous one but it is still a bit lacking...



ALIGNMENT AND WHITESPACE

Poor design choices:

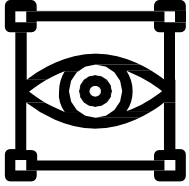
- While it's on brand, there's poor contrast with the black on black
- Text could be more visible with more spacing and bigger size
- There's enough info to get the user curious but not enough info about the product itself other than the brand



KNOW YOUR AUDIENCE

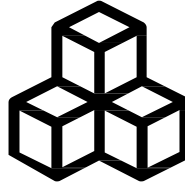


USER EXPERIENCE



Simplicity

Keep it simple. Draw the eyes to what is needed



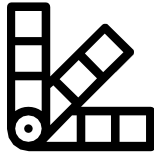
Consistency

An inconsistent website will confuse your audience



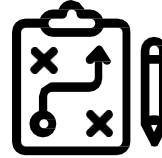
All-Platform Design

A responsive website is a successful website



Reading Patterns

Pick the correct pattern for your website (F-pattern, Z- pattern, etc)



UX test

Get feedback from users on your UI in order to improve the UX

More on consistencies in UI/UX [here](#)

NOW LET'S PUT THIS INTO PRACTICE

MODULE 6: UI/UX

FOR THE REMAINDER FOR THE SESSION

Get into your project groups and discuss how you will be implementing the UI/UX fundamentals into your website!

GROUP EXERCISE



HOMEWORK

+ Homework Task

Go to the websites you frequent. Take a look through a designers lens: what UI/UX principles are followed, which aren't, what can be improved, what works, etc. ***We'll discuss it at the start of next session!***

+ Additional Optional Work

You can start **building more projects** and **adding them to your portfolio** using frontendmentor.io!

It gives you multiple options of webpages to build with instructions, media files and colour palettes as well as font families. **Consider starting from the Newbie level and moving up! You can then add these projects to Github and host them after we've covered that next week!**

THANK YOU
HAVE A GREAT
WEEK!

