

ROOTS OF UI/UX DESIGN

Learn to Develop
Intuitive Web Experiences



Elisa Păduraru



Creative Tim

Roots of UI/UX Design

Learn to Develop Intuitive Web Experiences

2024

© 2024 Creative Tim

All rights reserved. No part of this publication may be reproduced in any form or by any means - graphic, electronic, or mechanical, including photocopying, scanning, recording, or information storage and retrieval systems - without the prior permission in writing of the publishers.

ISBN 978-973-0-39358-3

Find us:

Email: hello@creative-tim.com

Website: creative-tim.com

TikTok: [@creative.tim](https://tiktok.com/@creative.tim)

Instagram: instagram.com/creativetimofficial

Youtube: youtube.com/@creativetimofficial

Facebook: facebook.com/CreativeTim

Twitter: twitter.com/CreativeTim

Github: github.com/creativetimofficial

2,300,000+

Developers and Designers around the World

5,500,000+

NPM Installs and Downloads

30,000+

Hours of Experience

288

Designed and Coded Digital Products

5

Products included in the Github Vault
for 10.000 years code archive

CREATIVE TIM UI BOOK

www.creative-tim.com

Preface

Dear Reader,

Welcome to the fascinating world of web design and user experience! As we embark on this journey together, I, Elisa Paduraru, UI/UX Designer at Creative Tim, am thrilled to present to you our comprehensive UI/UX book-guide, born from 9 years of experience and a passion for empowering developers and designers like you. Additionally, it is worth noting that this book is based on Material Tailwind design and draws inspiration from the "Fundamentals of Creating a Great UI/UX" by Creative Tim book

At Creative Tim, we have a deep-rooted belief in the power of creativity and the importance of giving back to the community that has supported us throughout our journey. As a result, we actively sponsor educational initiatives, hackathons, and events, where we get the opportunity to nurture and mentor aspiring developers, designers, and entrepreneurs.

Our story began in 2014 when we noticed that developers were often stuck in a loop of "reinventing the wheel" while creating websites for their clients. Common components like login and register modals, calendars, wizards, headers, and footers were being recreated repeatedly, draining precious time and creative energy. This realization inspired us to create a set of standard components that could be used and reused efficiently, allowing you to focus on the exciting and innovative aspects of your work.

The ever-evolving market has been inundated with resources like UI Kits and templates, which undoubtedly assist people in their projects. However, the correct implementation of these resources and the user experience they deliver are paramount for success. That's where this book comes in.

Drawing from our eight years of experience in crafting next-generation web design tools, UI Kits, Admin Dashboards, and Mobile App Templates, we have carefully curated this book to serve as a definitive guide for developers and designers in creating outstanding UI/UX experiences. Our goal is to provide essential knowledge that we consider a "must-have" foundation, enabling you to approach design with confidence and consciousness.

The book is thoughtfully organized into 7 parts, each building upon the other to provide a comprehensive understanding of UI/UX design. It commences with an UI/UX Past to Present exploration delving into the historical context and the principles that have shaped modern design trends.

The journey continues with an in-depth analysis of essential elements at a molecular level. In the third part “From Pixels to Elements”, we will guide you in creating small yet impactful components, including typography, buttons, inputs, images, and more. Subsequently, we progress to the fourth part, where these elements unite to form cohesive sections. As we advance to the fifth part, you will learn the foundations of mobile design and the six part will present you how these sections learned before come together to create concrete examples of captivating web pages.

Finally, in the last part, you will find real-world examples of websites from esteemed companies and brands that embrace the principles outlined in this book, reinforcing their effectiveness and value.

I want to express my sincere appreciation to my incredible teammates at Creative Tim – Alexandru Paduraru, Alexandra Murtaza, Benjamin Marcu, Stefan Moldovan, Cristina Neculai, and Dragos Costin. I also extend my gratitude to my business partners: Rares Toma, Stefan Condurachi, Alexandru Dobrin, Cristian Andrei, Andrei Amos, Alexandru Liviu, Radu Gogoasa, Robert Tatoi, Fredy

Craciun, Vlad Mihalache, Eugen Tudorache, and Alexandru Boghiu. Their unwavering support and invaluable feedback have been instrumental in shaping this book. Also, I want to thank the artist Paul Virlan who created the book's cover design.

As you immerse yourself in the knowledge within these pages, I encourage you to embrace the learning process, embrace the challenges, and embrace the joy of crafting exceptional user experiences. May this book inspire and empower you to create digital masterpieces that leave a lasting impact on users.

Thank you for choosing to accompany us on this enlightening adventure.

Enjoy your reading!

Warm regards,

Elisa Paduraru

UI/UX Designer at Creative Tim

PART I

Shaping Design: From Past to Present

1. A Visual History of Design	14
2. Web Design's Turning Points	20

PART II

Embarking on Design Journeys: A UI/UX Exploration

1. User Interface - The Visual Language	25
2. User Experience - The Language of Interaction	39
3. Exploring the World of UI/UX Designers	41

PART III

From Pixels to Elements

1. Grid and Layout	45
2. Typography	53
3. Colors	64
4. Gradients	76
5. Shadows	81
6. Buttons	87
7. Forms	99
8. Icons	111
9. Images	118
10. Illustrations	129
11. Navigations	132

PART IV

Mastering UI/UX Components

1. Navbars	140
2. Hero	145

3. Features	155
4. Cards	165
5. Content	176
6. Team	184
7. Logo Areas	190
8. Stats	195
9. Charts	199
10. Tables	206
11. Maps	212
12. Widgets	215
13. Frequently Asked Questions (FAQs)	219
14. Contact Us	228
15. Footers	234
16. Sidebars	240
17. Wizards	246
18. Timelines	249
19. Reviews and Testimonials	252

PART V

The Foundations of Mobile Design

1. Mobile Adoption	258
2. Mobile Design Guide	259

PART VI

Web Experiences in Action

1. About Us	266
2. Profile Page	269
3. Blog Page	272
4. Blog Post Page	275
5. Product Page	278
6. Rental Page	281
7. Application Page	284
8. Sign Up Page	288
9. Sign In Page	290
10. Legal Agreements Page	292

11. Chat and Messages Page	293
12. Shopping Cart Page	295
13. Checkout Page	297
14. Admin Templates	298

PART VII

Journey Through Outstanding Websites

1. Stripe - stripe.com	304
2. Vercel - vercel.com	307
3. Wope - wope.com	310
4. Diagram - diagram.com	313

PART VIII

End Credits

Bibliography	317
--------------	-----

PART I

Shaping Design: From Past to Present

**“Design is the intersection of
art and function.”**

Paul Rand

Paul Rand was an American art director and graphic designer, best known for his corporate logo designs, including the logos for IBM, UPS, Enron, Morningstar, Inc., Westinghouse, ABC, and NeXT.

1. A Visual History of Design

a. Genesis of the Typography Framework

Typography is the art and technique of arranging type to make written language legible, readable, and visually appealing. It's a fundamental aspect of design that can greatly influence the user experience. Now, when we talk about the first Typography System, we're essentially looking at the origins of how type was organized and presented.

In the early days of typography, before the digital era, the process was entirely manual. Each character, punctuation mark, and symbol had to be physically set in place, usually through methods like letterpress printing. This process required meticulous attention to detail and craftsmanship. One of the earliest and most influential typography systems was developed by Johannes Gutenberg in the 15th century with his invention of the movable type printing press.

Gutenberg's system revolutionized the spread of information by making books more accessible. He designed a standardized set of typefaces that allowed for consistent and efficient printing. This marked the beginning of the use of serif and sans-serif typefaces, which are still prevalent in design today. The Gutenberg Bible, printed around 1455, is a testament to the power of this typography system and its impact on communication.

Johann Gutenberg Font

Fast forward to today's digital age, and typography systems have evolved significantly. We've moved from physical type-setting to digital typefaces that can be easily manipulated and customized using design software. Typography systems in modern UI/UX design involve selecting appropriate typefaces, defining hierarchy, establishing grids, and ensuring readability across various devices and screen sizes.

When designing for the web, typography plays a essential role in creating a harmonious and engaging user experience. Consistency in typography helps establish a brand identity and guides users through content. It sets the tone for the website or application, conveying emotions, and aiding in navigation.

It's a reminder of how far we've come and how essential typography remains in contemporary design, especially in the realm of UI/UX. As designers, we can draw inspiration from historical systems while leveraging modern tools to create captivating and functional user experiences.

b. Unveiling the Inception of Logos

A logo is the visual cornerstone of a brand's identity. It's a unique symbol or design that encapsulates a brand's essence, values, and purpose. When we talk about "The First Logo," we're exploring the origins of this essential element of design and branding.

The concept of logos can be traced back to ancient civilizations where symbols, marks, and emblems were used to represent various tribes, families, or businesses. However, the modern concept of a logo as we know it today began to take shape during the Industrial Revolution.

One of the earliest recognized logos is the Bass Brewery's red triangle, registered in 1876. This simple yet impactful design marked the beginning of visual branding. It was used to distinguish Bass Pale Ale from other beers and became synonymous with quality. This early logo showcases the power of a well-crafted visual identity in a competitive market.

Fast forward to the digital age, and logos have become an integral part of a brand's identity. They're displayed not only on physical products but also across digital platforms, websites, social media, and apps. A successful logo instantly triggers brand recognition and evokes emotions associated with the brand.

When designing a logo for today's digital landscape, there are key principles to consider. Simplicity is paramount; a logo needs to be easily recognizable and scalable across various screen sizes. Versatility is essential too; a logo should work well in color as well as black and white, and in different contexts. Additionally, a logo should align with a brand's values and resonate with its target audience.

Incorporating historical elements from "The First Logo" while adhering to modern design principles can result in a logo that bridges the past and present, fostering a strong connection with consumers.

Awesome Facts

The Oldest Known Logo

The oldest known logo dates back to ancient Egypt, over 4,000 years ago. The logo, known as the "Rosetta Stone," featured a pharaoh's name inscribed in hieroglyphs, demotic script, and ancient Greek. While not a commercial logo in the modern sense, it served a similar purpose of conveying identity and information. This concept of using a consistent symbol or text for recognition and communication has similarities to modern logo design and branding practices, which is why the Rosetta Stone is often cited as a precursor to contemporary logo design principles.



Image Courtesy of Wikipedia

Apple's Bitten Logo

The iconic Apple logo with a bite taken out of it isn't just a nod to the fruit itself. According to Apple co-founder Steve Jobs, the bite was added to the logo to avoid it being confused with a cherry or any other round fruit.



Apple Logo

The FedEx Arrow

The FedEx logo is known for its clever use of negative space. If you look closely between the "E" and the "x," you'll notice a subtle arrow formed by the negative space. This arrow symbolizes the company's forward momentum and efficient delivery services.



FedEx Express Logo

The Nike Swoosh

The Nike swoosh logo was designed by a graphic design student named Carolyn Davidson in 1971. She was paid \$35 for her work. However, as the brand gained popularity, Nike gave her a significant amount of company stock, making her a millionaire.

Hidden Messages

Logos often hide clever hidden messages or meanings. For example, the logo of the Tour de France, a bicycle race, cleverly incorporates a cyclist within the letter "R." Similarly, the logo of the Minnesota Twins baseball team features two baseball players forming the shape of the "M" and "T."



c. Evolution of Graphic Design

In the world of design, terminology often plays a significant role in shaping our understanding of roles and responsibilities. The term "graphic design" first emerged in 1922. It was in an article titled "New Kind of Printing Calls for New Design," published in the Boston Evening Transcript. The person behind this term was William Addison Dwiggins, a book designer. In this article, Dwiggins used "graphic design" to precisely describe his role in organizing and overseeing the visual elements within book design. This was a pivotal moment, as it marked the first time designers were able to articulate their work in a way that captured its essence.

Jumping ahead to the year 2000, a critical shift occurred in the realm of web design. This was a time when web developers and designers were faced with the challenge of ensuring their websites functioned smoothly across various browsers and devices. The approach they adopted involved creating multiple versions of a website, each tailored for different devices and browsers. While this method was effective in ensuring compatibility, it came with significant drawbacks. It was labor-intensive and time-consuming, given the constant evolution of devices and browsers.

Maintaining separate versions for desktop, tablet, and mobile meant that any updates or changes had to be implemented individually across each version. This not only increased workload but also posed practical challenges in keeping the content consistent across the various iterations.

As technology progressed, the industry recognized the need for a more streamlined approach to web design. This recognition led to the development of responsive web design. Responsive design aimed to create websites that automatically adapt and respond to the user's device, whether it's a desktop computer, tablet, or mobile phone. This innovation was a game-changer, allowing designers and developers to create a single version of a website that would dynamically adjust its layout and content based on the screen size and orientation. Responsive web design not only improved efficiency but also enhanced the user experience. Websites became more accessible and user-friendly, irrespective of the device being used. This approach marked a significant shift in the way websites were designed and built, aligning with the principles of adaptability and user-centric design.

2. Web Design's Turning Points

a. Emergence and Evolution of Technologies

The Visionary Behind WWW (1989)

Sir Tim Berners-Lee, a British scientist, invented the World Wide Web (WWW) in 1989. The WWW was envisioned as a space where researchers could share, access information seamlessly and revolutionized communication, commerce, entertainment, and much more.

Introduction of HTML (1990s)

The creation of the Hypertext Markup Language (HTML) marked the foundation of web design. It allowed text to be linked with other documents and gave birth to the concept of hypertext. This laid the groundwork for the interconnected web of information that we know today.

The Browser Wars (1990s)

The fierce competition between web browsers, mainly Netscape Navigator and Internet Explorer, led to rapid advancements in web technology. The emergence of new HTML and CSS features sparked innovation in design and layout possibilities.

CSS for Layout (Early 2000s)

Cascading Style Sheets (CSS) gained prominence as a tool for separating content from design. This separation allowed designers to control the visual appearance of websites more effectively, leading to cleaner and more efficient code.

Introduction of Flash (Late 1990s - Early 2000s)

Macromedia Flash (later acquired by Adobe) introduced interactive multimedia elements to websites. Flash-based sites were visually dynamic, but they also posed accessibility and performance challenges. The decline of Flash in the late 2000s marked a shift toward more open and accessible web technologies.

Responsive Web Design (2010s)

The proliferation of smartphones and various devices necessitated the adoption of responsive design principles. Ethan Marcotte's 2010 article introduced the concept, advocating for designs that adapt fluidly to different screen sizes. This marked a pivotal turning point in user-centered design, prioritizing accessibility and consistency across devices.

Mobile-First Design (2010s)

With mobile internet usage surpassing desktop usage, designing for mobile devices first gained prominence. This approach shifted the design focus from larger screens to smaller ones, ensuring that websites were optimized for mobile users' needs.

Introduction of CSS Grid and Flexbox (2010s)

CSS Grid and Flexbox layout systems revolutionized web design. They provided designers with powerful tools for creating complex layouts with precision and flexibility, reducing the need for workarounds and hacks.

b. User-Centric Design and Technological Innovations

User Experience (UX) Design Focus (2010s - Present)

Web design shifted its focus from aesthetics alone to user experience (UX) design. The emphasis is on creating websites that are intuitive, easy to navigate, and cater to users' needs, resulting in enhanced engagement and satisfaction.

Minimalist and Flat Design (2010s - Present)

Aesthetic trends evolved toward minimalist and flat design, characterized by clean lines, simple typography, and vibrant colors. This design style enhances usability and readability while promoting a modern and uncluttered visual experience.

Web Accessibility (2010s - Present)

A growing emphasis on web accessibility led to greater awareness and implementation of features that make websites usable by individuals with disabilities. This inclusivity-driven approach ensures equal access to information and services.

Artificial Intelligence Integration

AI-powered tools can analyze design trends, user behavior, and content to provide designers with insights and suggestions. This can help designers make informed decisions about layout, color schemes, and typography, ultimately leading to more effective designs.

**“Design is not just what it
looks like and feels like.
Design is how it works.”**

Steve Jobs

Steve Jobs was the co-founder, chairman, CEO of Apple and the founder,
chairman, CEO of NeXT.

PART II

Embarking on Design Journeys: A UI/UX Exploration

1. User Interface - The Visual Language

a. Types

Graphical User Interface (GUI)

GUI design focuses on how users interact with the visual elements and digital controls of a system. It's the traditional visual interface seen on computer desktops and mobile apps. A good GUI should prioritize clarity, ease of use, and an intuitive layout to ensure users can navigate and perform tasks effortlessly.

Voice-controlled Interface (VUI)

VUI design involves interactions between users and systems through voice commands. Popular examples include virtual assistants like Siri and Bixby. VUI design requires careful consideration of natural language processing and user feedback to create a seamless voice-driven experience.

Gesture-based Interface

This format is often found in immersive technologies like virtual reality (VR) and augmented reality (AR). It relies on gestures and body movements for user interactions within 3D environments. Successful gesture-based design should prioritize user comfort, precision, and natural movements to enhance user engagement and immersion.

b. Characteristics

Efficiency

A well-designed UI should prioritize efficiency. Users should be able to complete tasks quickly and with minimal effort. This often involves logical placement of buttons and controls, reducing unnecessary steps, and optimizing workflows to streamline user interactions.

User Satisfaction

User satisfaction is a essential characteristic. Users should find using the interface enjoyable, fulfilling, and devoid of frustration. This involves considering aesthetics, visual appeal, and the overall user experience to create a positive impression.

Brand Communication

The UI design should effectively communicate the brand identity and values of the company or organization it represents. Consistency in branding elements, such as colors, fonts, and logos, helps reinforce the brand's image and fosters trust among users.

10 Principles of Good Design

by Dieter Rams

01.

Good design is innovative

02.

Good design makes a product useful

03.

Good design is aesthetic

04.

Good design makes a product understandable

05.

Good design is unobtrusive

06.

Good design is honest

07.

Good design is long-lasting

08.

Good design is thorough down to the last detail

09.

Good design is environmentally friendly

10.

Good design is as little design as possible

Image Courtesy of creative-tim.com

c. Prominent Trends in UI Design

1. Flat UI Design

Flat design is a minimalist design style that gained prominence in the early 2010s, particularly with the release of Microsoft's Windows 8 operating system and Apple's iOS 7. It is characterized by the use of clean, two-dimensional (flat) elements, a focus on simplicity, and the absence of stylistic embellishments like gradients, shadows, and textures.

The image shows a website and a mobile phone displaying a flat UI design. The website has a light blue header with the text 'Brand' and a dark blue footer with the text 'About', 'Products', and 'Login'. The main content area features a large orange section with white text: 'Choose The Best. Work with the rockets' and a subtext: 'We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game.' Below this are two cards: one teal card with a gear icon and the text 'Our company mission' and another blue card with a bell icon and the text 'Book your next trip'. Both cards have small descriptions and 'READ MORE' buttons. The mobile phone below it shows a similar layout with the same orange header, teal and blue cards, and a dark blue footer with the text 'Brand' and a menu icon.

Image Courtesy of creative-tim.com

Key Characteristics of Flat UI Design:

Typography

Typography plays a significant role in flat design. It emphasizes legible and clean typefaces without ornamentation.

Borders

Icons, buttons, and graphics are represented as flat shapes without simulated depth or shadows.

Colors

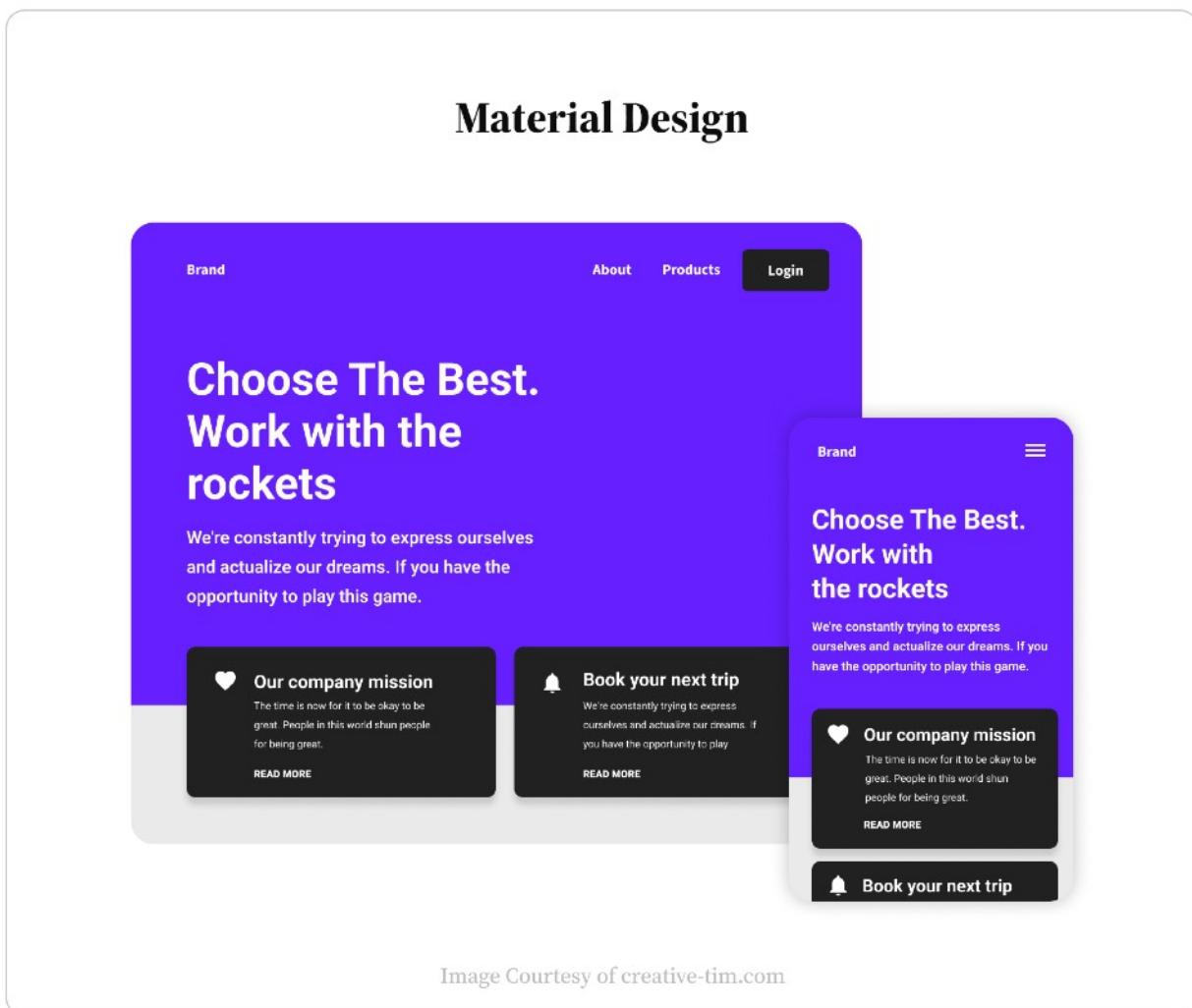
Flat design employs a bold and vibrant color palette, often with contrasting colors. These colors are used to draw attention to important elements and create visual hierarchy.

Layout

Flat UI design often employs a grid-based layout system. Grid layouts are popular in flat design because they align with the design philosophy of simplicity and clarity.

2. Material Design

Material Design is a design language and style guide created by Google in 2014. It is characterized by a focus on realism, a sense of depth, and the use of tactile and physical metaphors in the digital realm. Material Design is aimed at providing a visually pleasing, user-friendly, and consistent experience across various Google platforms and applications.



Key Characteristics of Material Design:

Elevation

Material Design introduces the concept of elevation, where elements cast shadows to indicate their relative position on the Z-axis. This elevation system helps users understand the hierarchy of elements.

Typography

Typography in Material Design is chosen for legibility and clarity. Google's own typeface, Roboto, is often used, along with other complementary typefaces.

Icons

Material Design includes a comprehensive set of icons that are consistent in style and easily recognizable. These icons are designed to work seamlessly within the overall design language.

Colors

Material Design employs a bold and vibrant color palette with strong contrasts. It uses color not only for visual appeal but also to convey information, hierarchy, and interactivity.

Layout

Material Design employs a responsive grid system that ensures consistency in layout and alignment across different devices and screen sizes. It emphasizes the importance of card-based layouts for organizing content.

3. Neubrutalist UI Design

Sometimes referred to as "Neue Brutalism," this design style doesn't have a specific inventor or a fixed point of origin like some design movements. Instead, it's a design approach that has evolved over time, drawing inspiration from architectural Brutalism and taking on its own unique characteristics in the digital realm.

Neubrutalist UI Design

The image displays a Neubrutalist UI design, characterized by its raw, industrial aesthetic. The design features a light beige background with a prominent concrete texture. At the top, there is a navigation bar with the words "BRAND", "ABOUT", "PRODUCTS", and "LOGIN". Below the navigation, a large headline reads "Choose The Best. Work with the rockets". A subtext below the headline states: "We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game." To the right of the text, there is a graphic of a person sitting cross-legged with a laptop, surrounded by three stars (one yellow, one orange, one red). Below the main headline, there are two call-to-action boxes: a blue box labeled "Our company mission" with a rocket icon, and a yellow box labeled "Book your next" with a tag icon. Both boxes contain small text and a "READ MORE" button. On the right side of the main screen, there is a smaller, overlapping mobile view of the same interface, showing the responsive design. The overall style is clean, modern, and minimalist, emphasizing raw materials and industrial elements.

Image Courtesy of creative-tim.com

Neubrutalist UI design shares similar characteristics, and here are the key elements:

Typography

This refers to the use of large, heavy typography. Designers use strong, sans-serif typefaces, which are fonts without decorative flourishes

Borders

In Neubrutalist UI design, you'll often see elements like cards and buttons outlined with thick black borders. This creates a stark contrast with the background, drawing attention to these elements and giving them a sense of solidity.

Colors

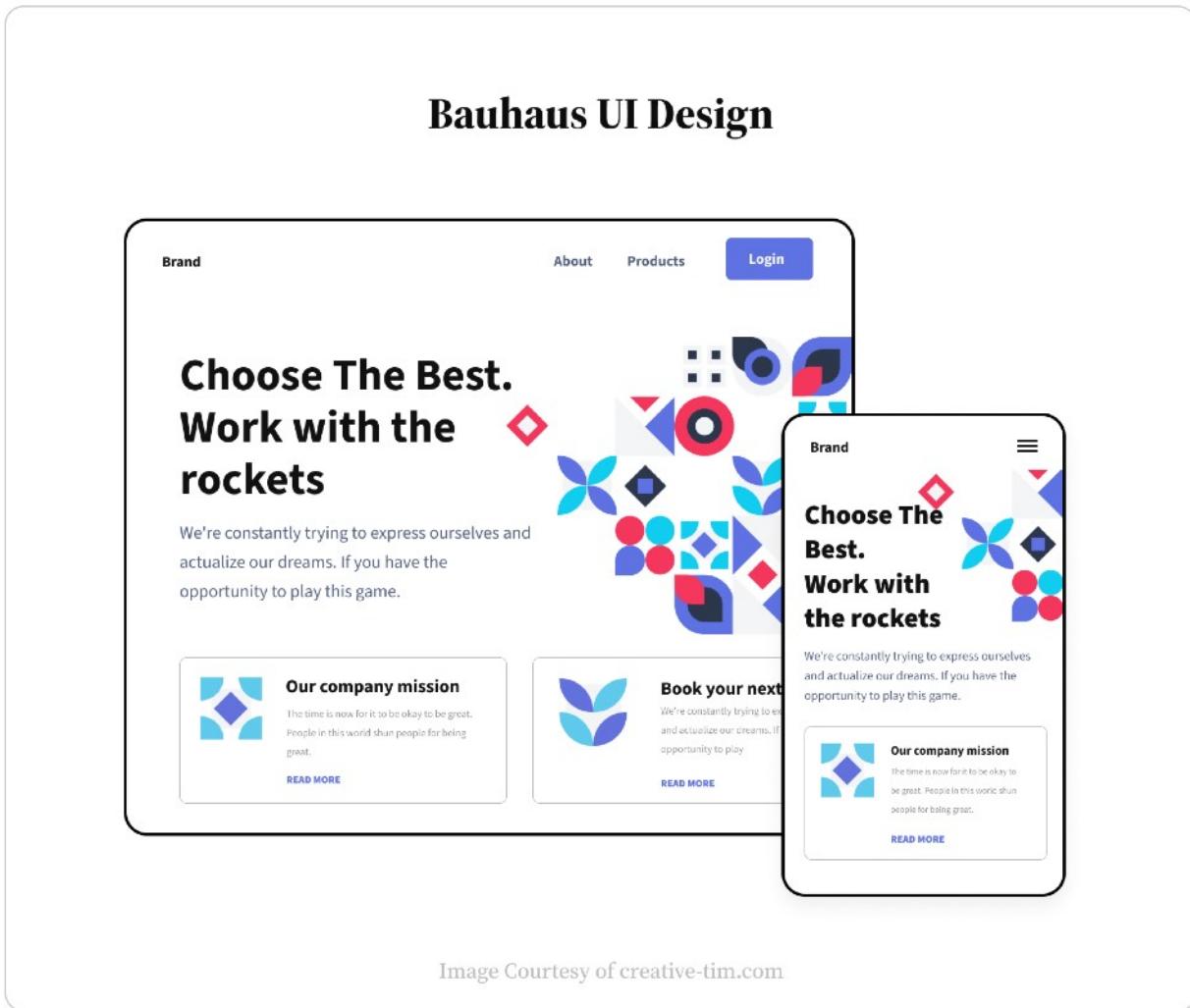
Neubrutalist designs make use of strong contrasts between colors, typography, and background elements. These high-contrast combinations create a visually impactful experience, grabbing the user's attention and making a bold statement.

Layout

Neubrutalist designs embrace asymmetry, irregular grids, and non-traditional alignments. Instead of following strict and conventional layout rules, designers intentionally break the mold, creating layouts that may appear chaotic or disorganized but are intentionally designed to challenge norms.

4. Bauhaus UI Design

The Bauhaus design movement, which originated in Germany in the early 20th century, has had a profound influence on contemporary UI Design.



Here are the main characteristics of Bauhaus-inspired UI design:

Typography

Bauhaus typography often featured sans-serif typefaces with geometric shapes and clean lines.

Patterns

Bauhaus embraced regular geometric 2D shapes, particularly squares, triangles, and circles. These shapes were used to create patterns and compositions that were visually pleasing.

Colors

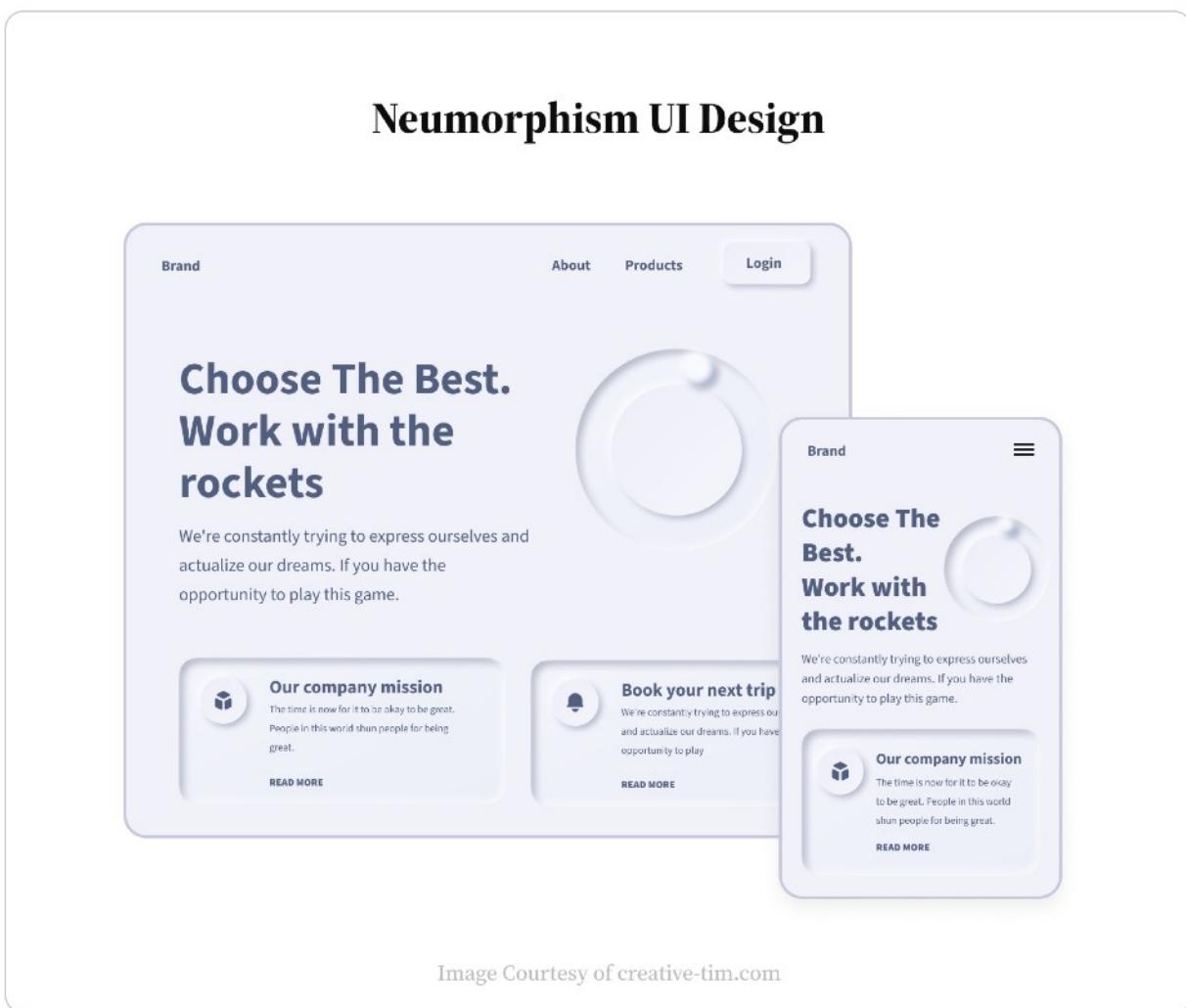
Bauhaus design frequently employed a limited color palette consisting of the primary colors red, yellow, and blue, or a palette that focused on black and white with a single accent color, often red or blue.

Layout

Bauhaus popularized the use of grid systems in design. Grid layouts provide structure and organization, enabling designers to create balanced and harmonious compositions.

5. Neumorphism UI Design

Neumorphism is seen as an evolution of design trends. It takes inspiration from both skeuomorphism (which replicates real-world objects) and flat design (which emphasizes simplicity and minimalism). Neumorphism's goal is to provide a pleasing and intuitive user experience while incorporating elements of realism.



Key characteristics of Neumorphism UI Design:

Concept

Neumorphism blurs the lines between the background and foreground. Elements appear to melt into the background, giving the impression that they are part of the same surface.

Shadows

Shadows play a essential role in Neumorphism. Elements cast soft, ambient shadows both inward and outward to create the illusion of depth. These shadows are often delicate and don't create strong contrasts.

Color

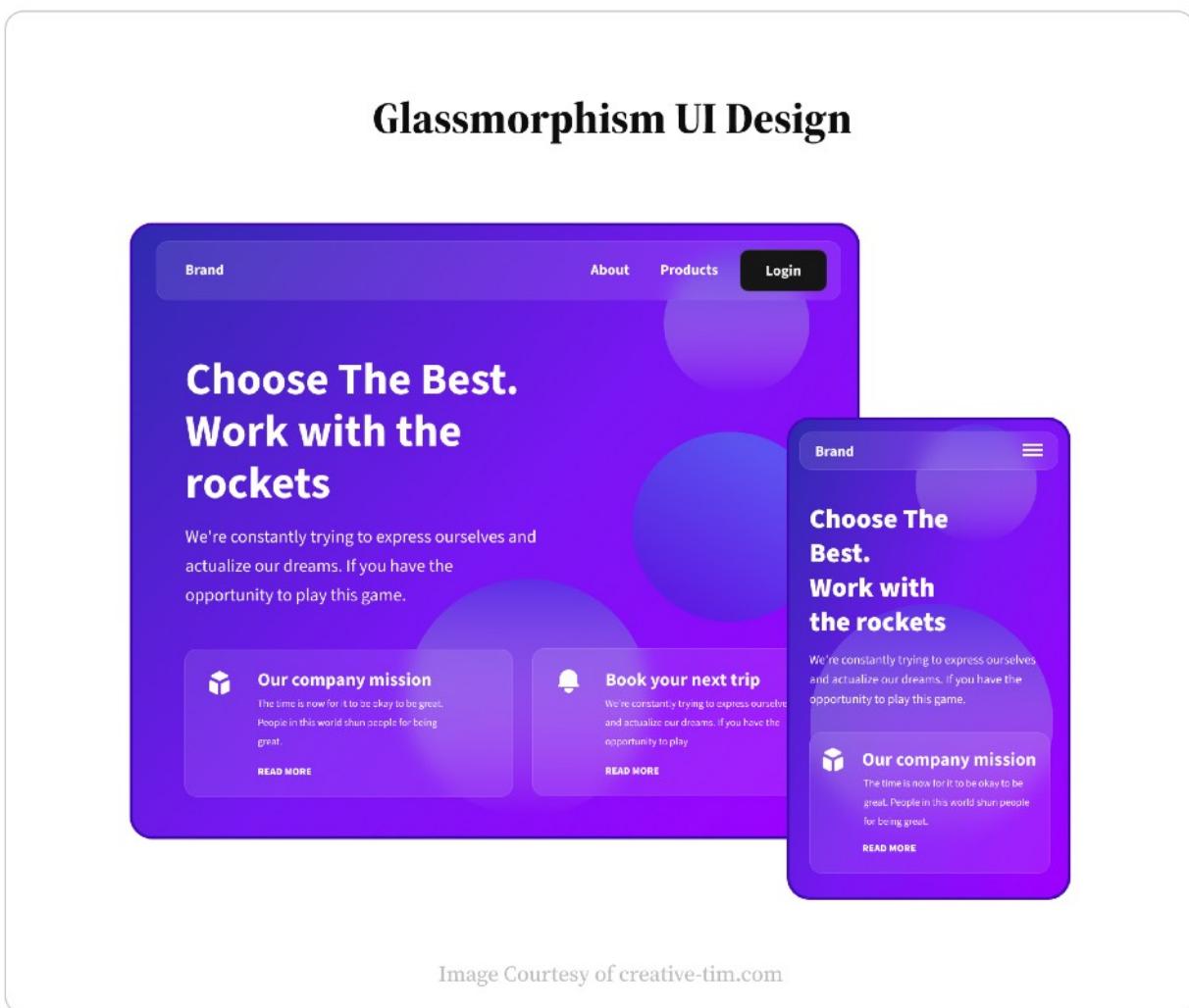
Neumorphism avoids high-contrast elements commonly found in other design styles. Buttons and controls, for example, often have very subtle differences in color or shade, making them less visually intrusive.

Layout

While Neumorphism embraces realism, it doesn't overcomplicate the interface. The focus remains on the usability of elements and maintaining a clean and uncluttered layout.

6. Glassmorphism UI Design

Glassmorphism is considered an evolution of earlier design styles, particularly Neumorphism and Skeuomorphism. It takes the concept of creating real-world depth in digital interfaces but adds its unique twist with the frosted glass-like effect.



Here are the main characteristics of Glassmorphism UI design:

Typography

Typography in Glassmorphism designs is chosen for readability. Clear and legible text is essential to ensure the content is easily accessible.

Concept

User interface elements, such as cards, modals, or panels, often have a frosted glass-like transparency. This allows users to see a hint of the background through these elements, adding depth and dimension to the design.

Colors

Glassmorphic designs often use vibrant and saturated background colors. These colors show through the frosted glass effect, creating an aesthetically pleasing contrast.

Layout

Glassmorphism tends to embrace minimalism and simplicity. The focus is on usability, and the design typically avoids excessive ornamentation.

2. User Experience - The Language of Interaction

a. The UX Roadmap

UX design is a critical component of creating digital products and interfaces that prioritize the user's needs and preferences. It focuses on enhancing the overall experience a user has while interacting with a system, whether it's a website, mobile app, or any other digital platform.

Interaction Design

Interaction design is a core element of UX design. It deals with how users interact with the system's interactive components, such as buttons, menus, forms, and animations. The goal is to make these interactions smooth, intuitive, and effortless, ensuring users can complete their tasks without frustration.



User research

User research is a fundamental step in the UX design process. It involves gathering insights from users through methods like surveys, interviews, and observations. The aim is to understand user behaviors, preferences, and pain points. User research forms the foundation for making informed design decisions that align with user needs and expectations.

Information architecture

Information architecture focuses on organizing and structuring the information and content within a system. It's about creating a logical and user-friendly hierarchy for content presentation. UX designers must understand how different

pieces of content relate to each other and ensure that users can find what they need easily.

b. Guidelines

To ensure effective UX Design, adhere to the following guidelines:

- Ensure the product is intuitive, logical, and self-explanatory in its usage.
- The product should address the user's specific needs and issues effectively.
- Make the product accessible and usable by a diverse audience.
- Prioritize creating a positive user experience where tasks are accomplished smoothly and without causing frustration.

3. Exploring the World of UI/UX Designers

a. Exploring the Drawbacks of a Dual UI/UX Role

Having a combined UI/UX role is akin to simultaneously wearing two distinct hats in the design world. While many organizations promote the idea of a single UI/UX position, it's essential to recognize that UI (User Interface) and UX (User Experience) designers bring unique skill sets, perspectives, and approaches to the table.

A combined UI/UX role demands the constant toggling between these two distinct realms of design. This switch between conceptualization (UX) and visualization (UI) can be challenging, as it requires a designer to shift their mindset, methodologies, and creative processes frequently. This constant context switching can lead to a reduction in the amount of attention each discipline deserves.

b. The Collaborative Process of UI and UX Designers

UI designers primarily focus on crafting the visual elements of a product—how it looks and how users interact with it on a surface level. They excel in creating aesthetically pleasing interfaces, understanding design principles, and ensuring consistency in elements like colors, typography, and layout.

On the other hand, UX designers dive deep into the user's journey, emphasizing how a product feels, functions, and fulfills user needs. They employ methods like user research, personas, and wireframing to create a seamless and intuitive user experience. Their goal is to optimize the user's interactions, making the product as efficient and user-friendly as possible.

A UI/UX Exploration

	UI	UX
Focus	delights aesthetically	delights with effectiveness
Visual Design	✓	—
Layout Design	✓	—
Wireframe & Prototype	—	✓
User Research	—	✓
Creative Mindset	✓	✓
Team Experience	✓	✓
Collaboration with developers	✓	✓
Tools	HTML5, CSS3, JS	Sketch, Figma, Adobe, etc.

Image Courtesy of creative-tim.com

In essence, the difficulty lies in balancing the artistic and functional aspects of design while simultaneously addressing the intricacies of user experience. While some designers excel in wearing both hats effectively, it's important to acknowledge that these roles naturally encourage specialization for a reason. The potential drawbacks of combining them include the risk of diluting the expertise and compromising the depth of attention each discipline requires to deliver outstanding results.

**“Design is an expression of
the purpose.”**

Charles Ormond Eames Jr.

Charles Ormond Eames Jr. was responsible for groundbreaking contributions in the field of architecture, furniture design, industrial design, manufacturing and the photographic arts.

PART III

From Pixels to Elements

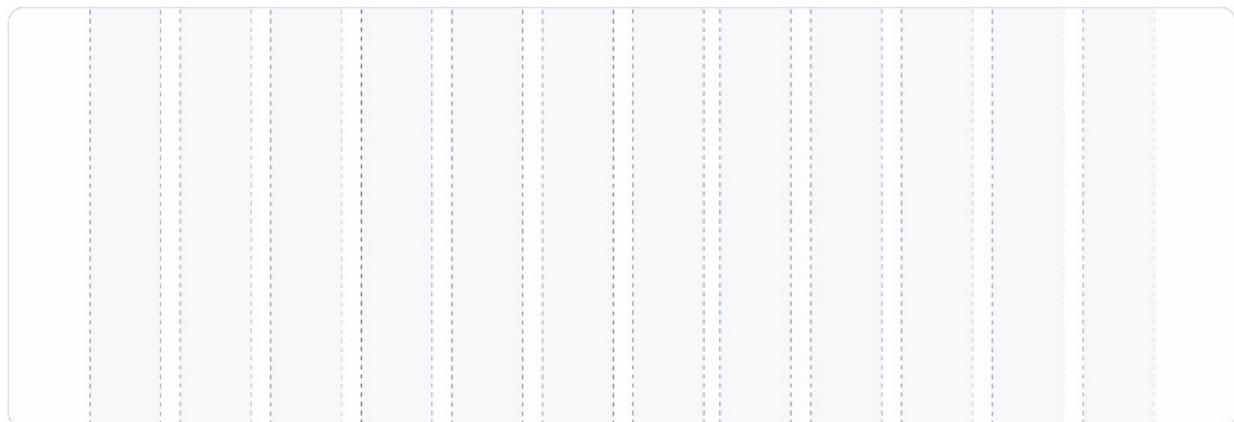
1. Grid and Layout

a. About Grid

The grid serves as a foundational cornerstone. This grid system is established by intersecting horizontal and vertical lines, effectively partitioning the screen into a well-defined grid of columns and rows. By maintaining a consistent spacing between various elements such as buttons, cards, and paragraphs, the page or application gains a sense of structure and alignment. Beyond enhancing clarity, the grid plays a pivotal role in ensuring the design's responsiveness and streamlining the design workflow.

Columns

Columns represent the vertical segments of the grid. While they can be configured in pairs of 6 or 8, the most commonly employed configuration by UI/UX designers comprises 12 columns. It's advisable to avoid using values like 7, 9, or 11 for column counts, as these figures lack divisibility by numbers other than themselves.



Example of 12 Columns Grid

Rows

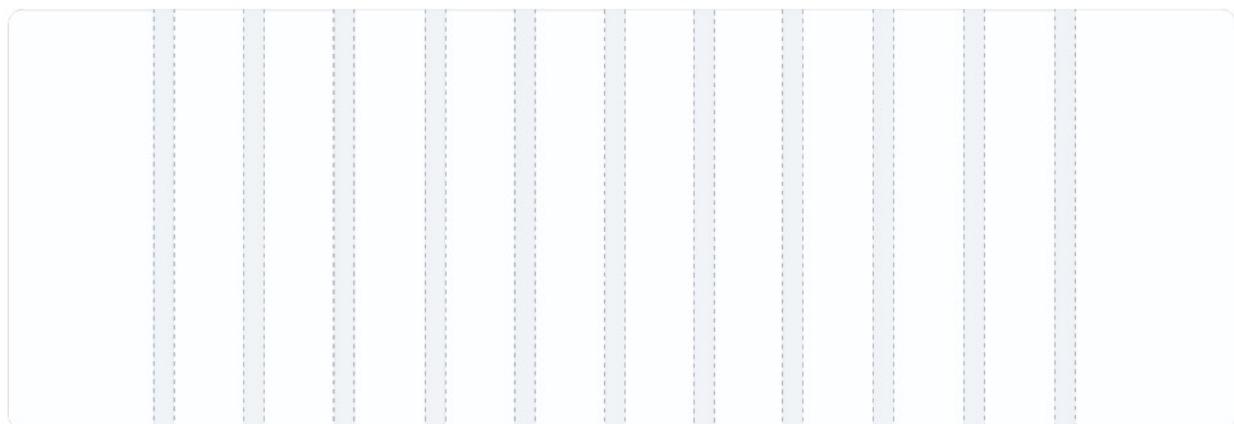
Rows, on the other hand, pertain to the horizontal segments of the grid. However, it's worth noting that this type of grid is less frequently utilized in web design.



Example of Rows Grid

Gutters

The empty spaces that delineate columns and rows are referred to as gutters.



Example of Gutter Grid

Margins

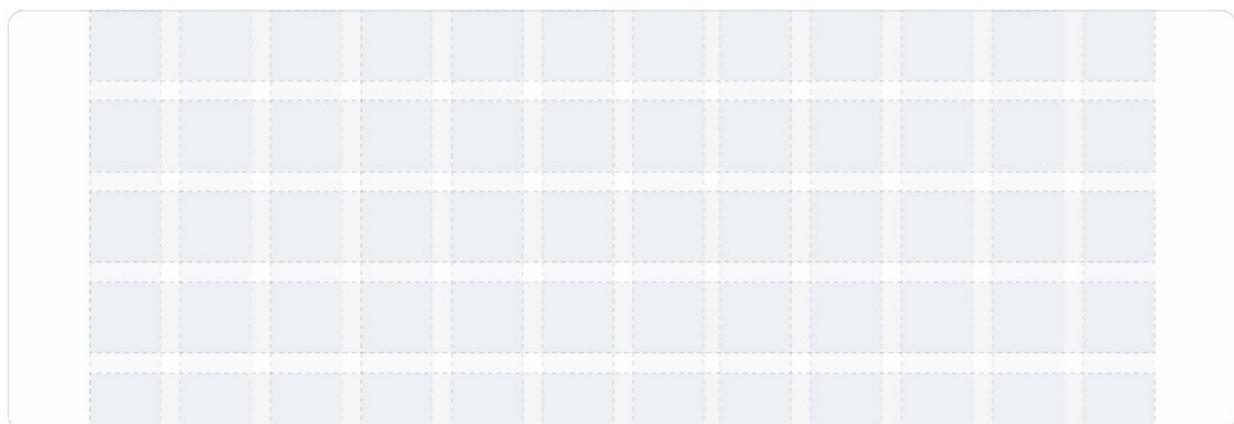
Margins encompass the space surrounding columns, rows, and gutters. Ample margins and well-considered spacing between content sections offer users moments to pause and breathe while navigating your website.



Example of Margins Grid

Modular

The modular grid is the precise point of intersection between a column and a row, where the design elements find their alignment and coherence within the overall grid structure.



Example of Modular Grid

b. What is Fluid Grid?

Fluid Grid empowers designers to adapt elements dynamically in response to varying screen sizes. Specifically, it facilitates the adjustment of column widths to accommodate different screen widths, while maintaining fixed margin and gutter widths. This grid configuration is highly advisable for crafting responsive interfaces.

For example, this header is set on a fluid grid, so it looks like this on 12 columns grid and on 8 columns grid.

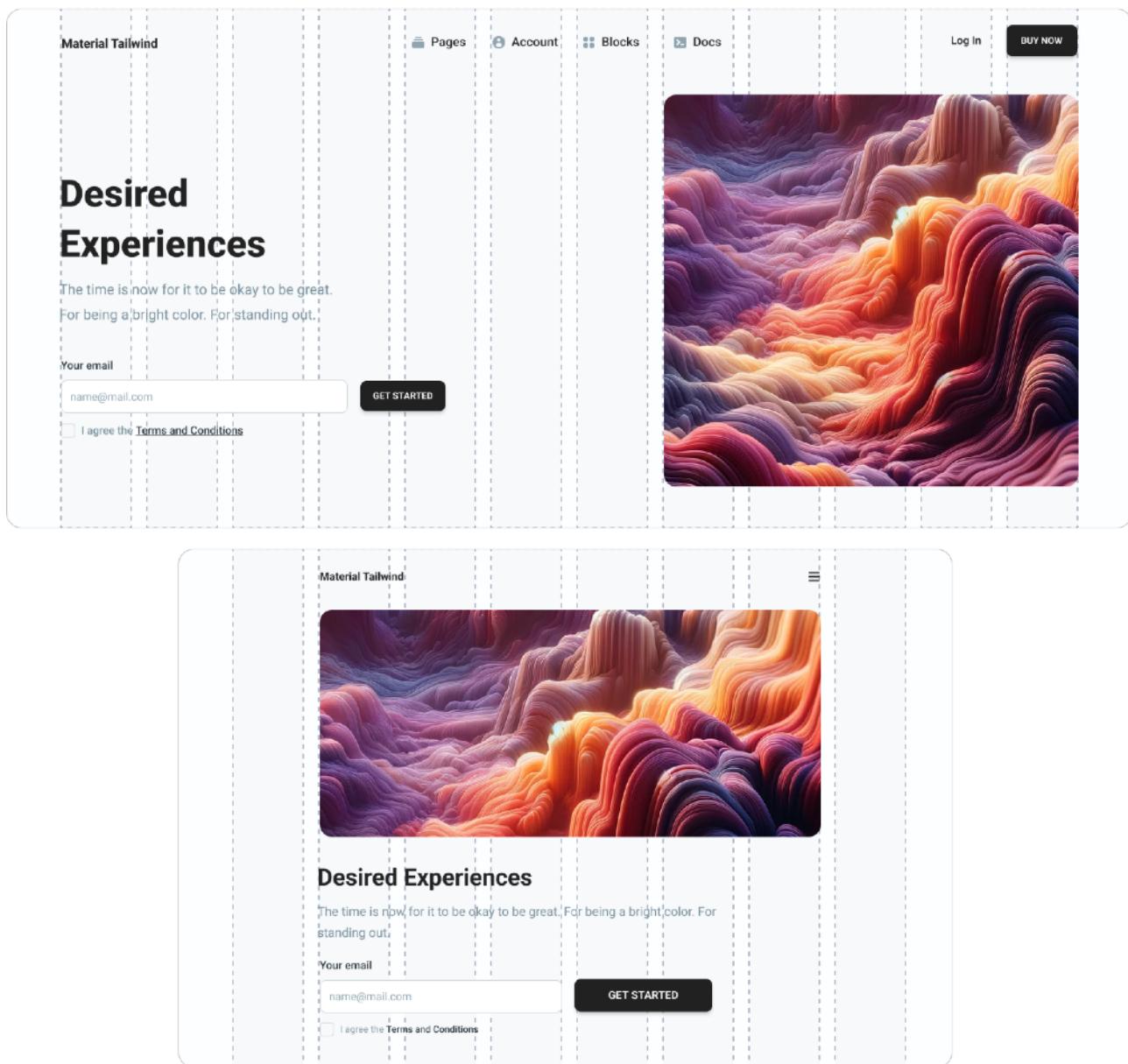


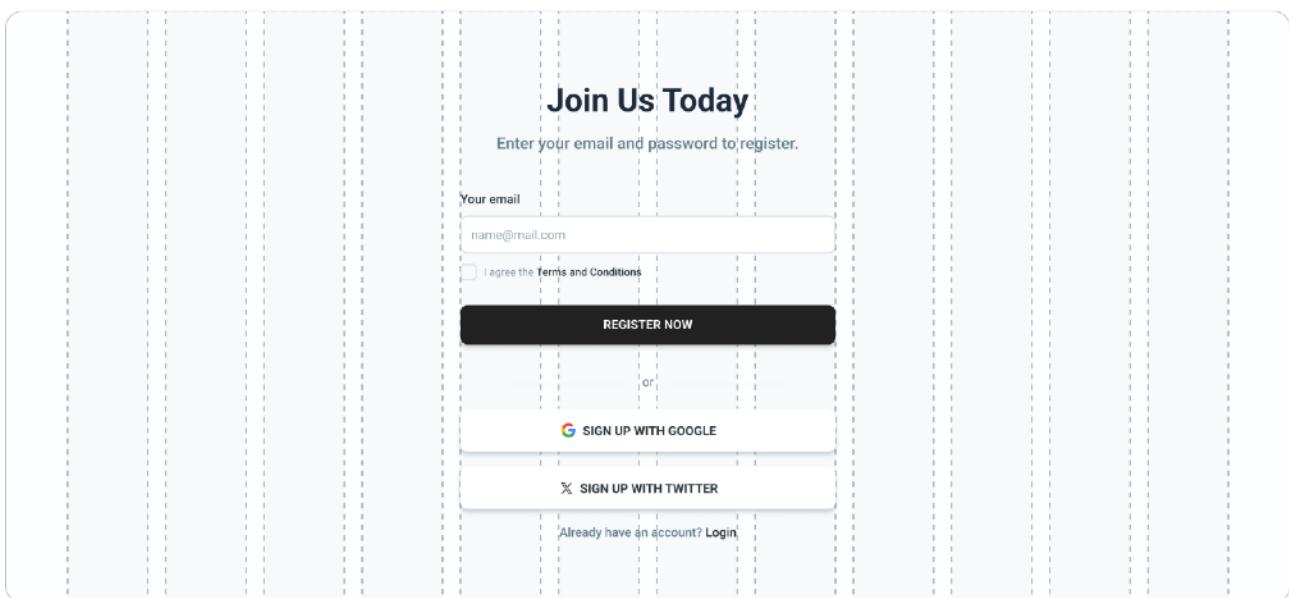
Image AI-generated

c. What is Fixed Grid

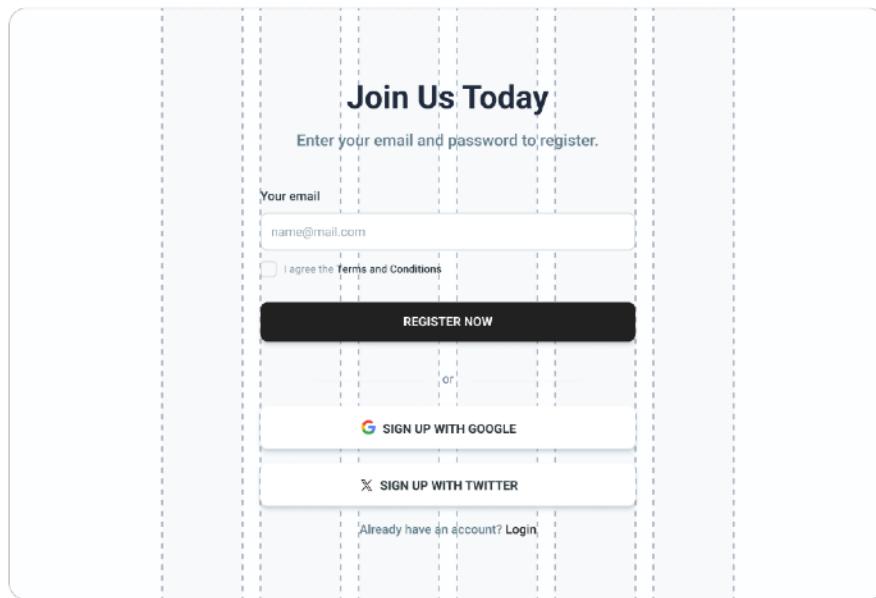
Fixed Grid is a design framework characterized by elements that maintain a constant size and position regardless of the screen size or device being used. In essence, the column widths, gutter spacing, and margins within this grid system do not adapt or change in response to varying screen sizes.

This type of grid is well-suited for content that doesn't need to be reconfigured or resized for different screen dimensions.

For example, this form is set on a fixed grid, so it looks like this on a 12 columns grid,



and it will also look the same on a grid of 6 columns.



d. For Desktop

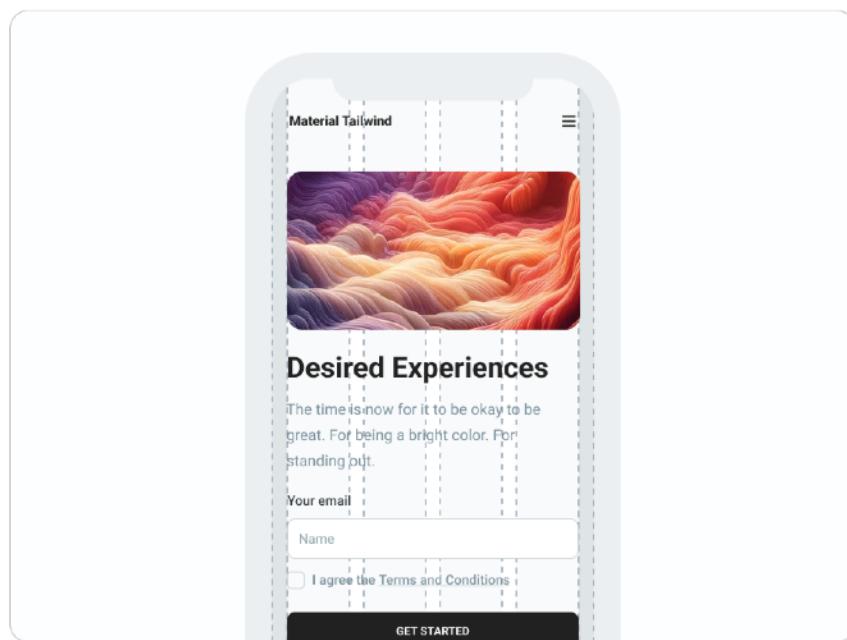
The standard practice is to employ a 12-column grid as the go-to choice for layout organization. Typically, for optimal results, consider using gutter sizes of 12pt, 14pt, or 16pt, and margin sizes of 160pt or 180pt.

When it comes to designing individual elements within your layout, adhering to a grid is equally essential. Most screen sizes can be evenly divided by 8, making the 8pt rule a valuable guideline. This rule dictates that all element dimensions should be multiples of 8, such as 16, 24, 32, 40, and so forth.

By following this rule, you not only establish a sense of design consistency but also streamline the implementation process, ultimately saving valuable time and effort.

e. For Mobile

In the world of mobile UI/UX design, it's a common practice to employ an 8pt grid system as the foundational structure. Margin specifications typically adhere to a consistent width of 16px, although some applications opt for slightly larger margins, ranging between 20px to 24px.



When it comes to defining gutter spacing, the recommended standard is typically 16px. Deviating below 16px is generally discouraged, as it may not provide adequate visual separation between elements. However, in specific contexts, such as constrained layouts or minimalistic designs, a narrower gutter of 8px could be considered.

Additionally, for maintaining visual alignment and readability, text elements often adhere to a baseline grid set at 4px increments.

e. How it Works for Text

Text alignment should always consider the baseline as a primary reference point. When the need arises to align multiple pieces of text in relation to one another, the alignment should be based on the baseline of their initial lines.

“

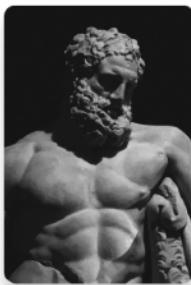
**Learn the rules
like a pro,
so you can break
them like an artist.**

— Pablo Picasso

By aligning text elements according to the baseline of their first lines, it results in a visually clean and harmonious layout. This practice ensures that the text elements maintain a coherent and pleasing appearance, contributing to a better overall user experience.

X

Blog Posts Trending | Recent



Enterprise

Autodesk looks to future of 3D printing with Project

Don't be scared of the truth because we need to restart the human foundation in truth And I love you like Kanye loves Kanye.

 **Tania Andrew**
10 September 2022

✓

Blog Posts Trending | Recent



Enterprise

Autodesk looks to future of 3D printing with Project

Don't be scared of the truth because we need to restart the human foundation in truth And I love you like Kanye loves Kanye.

 **Tania Andrew**
10 September 2022

Image source numbers: 1, 2. Check the end credits

2. Typography

a. Typeface vs. Font

A typeface (Family Font) encompasses the overall lettering design, exemplified by fonts like Open Sans, Helvetica, Roboto, and others. Within each typeface, there exists a range of distinct styles known as fonts, such as Regular, Italic, Light, SemiBold, and Bold.

The selection of a typeface should prioritize factors such as legibility, scalability, and the availability of a diverse set of font weights. These considerations ensure that the chosen typeface not only conveys information effectively but also adapts seamlessly to various contexts and design requirements.

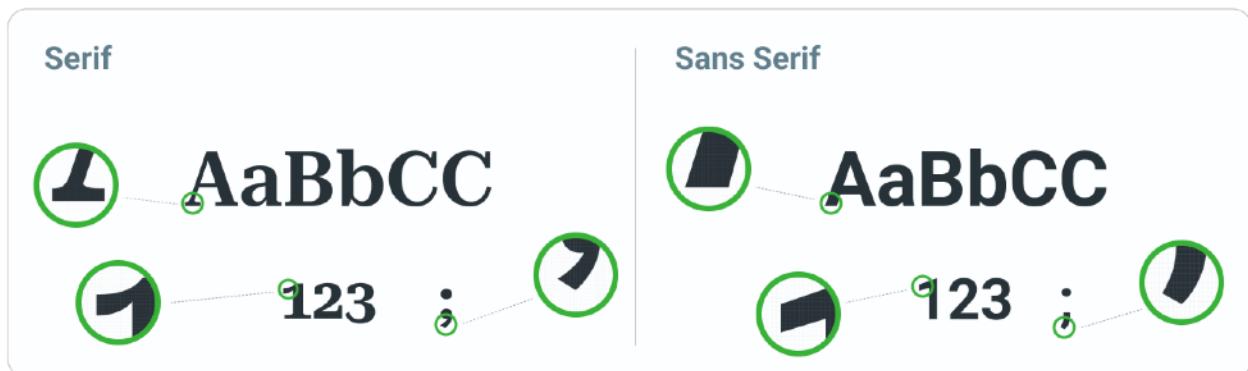
Typeface	Fonts
Roboto	Roboto Regular Roboto Medium Roboto Semibold Roboto Bold Roboto ExtraBold Roboto Black

b. Typeface

Typefaces can be categorized into three main groups: Sans Serif, Serif, and Script. Among these, Script typefaces are often avoided in UI/UX design, especially when used as primary text, due to their inherent difficulty in readability.

Serif	Sans Serif	Script
AaBbCc	AaBbCc	<i>AaBbCc</i>
1234567890	1234567890	<i>1234567890</i>
#@%^;?!#	#@%^;?!#	#@%^;?!#

Serif typefaces are characterized by the presence of small decorative features at the ends of letter strokes. They exude a sense of sophistication and classic elegance, making them a popular choice for certain design contexts.



In contrast, Sans Serif typefaces lack these decorative features (serifs), hence their name, derived from the French word "sans," meaning "without." Sans Serif typefaces are known for their clean and informal appearance, conveying a more relaxed and contemporary feel.

c. Line Height and Line Length

The relationship between line height and font size operates on an inverse principle. When dealing with larger text, it's suitable to employ a shorter line height, while smaller text benefits from a taller line height.

Specifically, for small text, it's common practice to calculate the line height by multiplying the font size by a factor of 1.6. For instance, if the font size is 16pt, this calculation results in 25.6pt, which can be rounded to 26pt to achieve an appropriate line height.

Find more great partners

It really matters and then like it really doesn't matter. What matters is the people who are sparked by it.
And the people who are like offended by it, it doesn't matter.

We are here to make life better. And now I look and look around and there's so many Kanyes I've been trying to figure out the bed design for the master bedroom at our Hidden Hills compound... and thank you for turning my personal jean jacket into a couture piece.I speak yell scream directly at the old guard.

"And thank you for turning my personal jean jacket into a couture piece."

 -Kanye West, Producer.

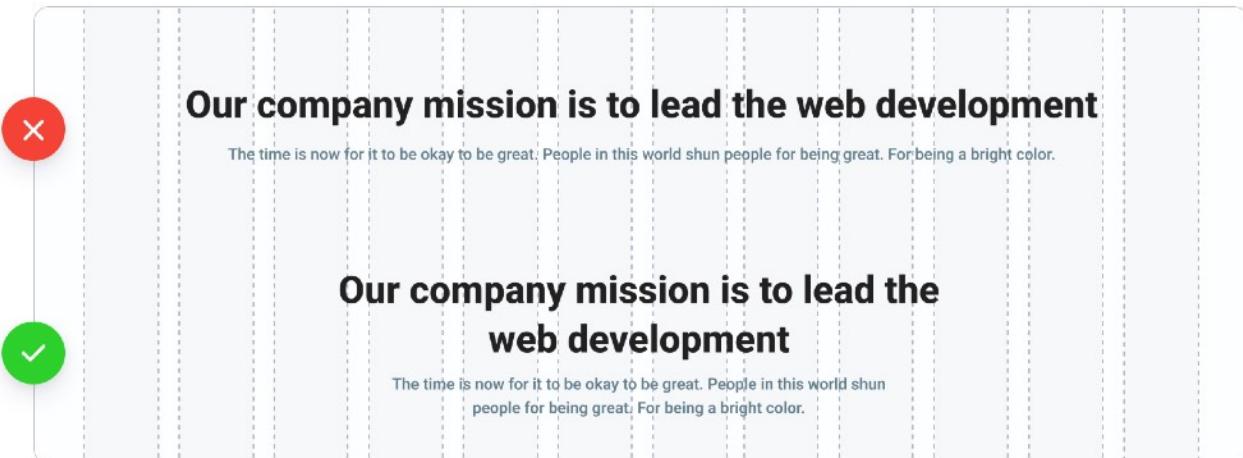




Image source number: 3. Check the end credits

The "line length" is the measurement between the left and right boundaries of a text block. In terms of readability, shorter lines tend to be more user-friendly compared to longer ones. As line length extends, it necessitates greater eye movement from the end of one line to the beginning of the next.

If lines are excessively short, it can disrupt the flow of the text, while excessively long lines can disrupt the reading rhythm as readers search for the starting point of each line. Striking the right balance in line length is essential for an optimal reading experience.



d. Letter Spacing

Letter spacing, often referred to as tracking, pertains to the space between individual letters within text. The primary objective of adjusting letter spacing is to enhance the legibility and readability of the text. By default, when you set a font

TIGHT

Build Something Great

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment.

WIDE

Build Something Great

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment.

size, the letter spacing value is typically set to 0. It's essential to note that while there's room for artistic expression in design, caution should be exercised when considering higher letter spacing values.

Indeed, there are scenarios where fine-tuning letter spacing becomes necessary. For instance, when consecutive capital letters appear together, their inherent spacing can be overly tight. To enhance readability in such cases, it becomes essential to adjust the spacing, a practice often known as "kerning."

In most instances, well-crafted fonts are meticulously designed, and they come with optimal spacing, minimizing the need for significant adjustments. Additionally, adhering to default typography guidelines, such as those provided by

The diagram illustrates letter spacing (kerning) with three examples:

- TOO TIGHT**: A red circle with a white 'X' is positioned to the left of the heading **Build Something Great**. Below the heading is a quote: "We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment."
- TOO WIDE**: A red circle with a white 'X' is positioned to the left of the heading **Build Something Great**. Below the heading is a quote: "We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment."
- NORMAL**: A green circle with a white checkmark is positioned to the left of the heading **Build Something Great**. Below the heading is a quote: "We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment."

Material Design and Apple for their respective typefaces, can serve as valuable references.

These guidelines offer practical insights into typography best practices, ensuring that the text remains aesthetically pleasing and highly legible without the need for extensive modifications.

e. Alignment

The "text-align" property serves to determine the horizontal alignment of text within a container. Text can be aligned to the left, right, center, or justified, depending on the desired layout and design objectives.

LEFT ALIGN	CENTER	RIGHT ALIGN	JUSTIFY
Pick the best plan for you You have Free Unlimited Updates and Premium Support on each package.	Pick the best plan for you You have Free Unlimited Updates and Premium Support on each package.	Pick the best plan for you You have Free Unlimited Updates and Premium Support on each package.	Pick the best plan for you You have Free Unlimited Updates and Premium Support on each package.

It's a well-established fact that approximately 90% of the human population is right-handed, and most languages are read from left to right. Consequently, the most commonly employed text alignment is left-aligned. While center alignment can be visually appealing due to its symmetry, it becomes less practical when dealing with large amounts of text, as it can hinder readability.

Absolutely, paying attention to the "rag" is essential in typography. This informal term refers to the uneven margin on the vertical side of a column of text. When the rag is noticeably irregular, it creates visual disruptions that can seriously impede the reader's ability to smoothly transition from one line of text to the next.

To ensure readability and a visually pleasing layout, it's essential to maintain a well-balanced and even rag in your typography design.

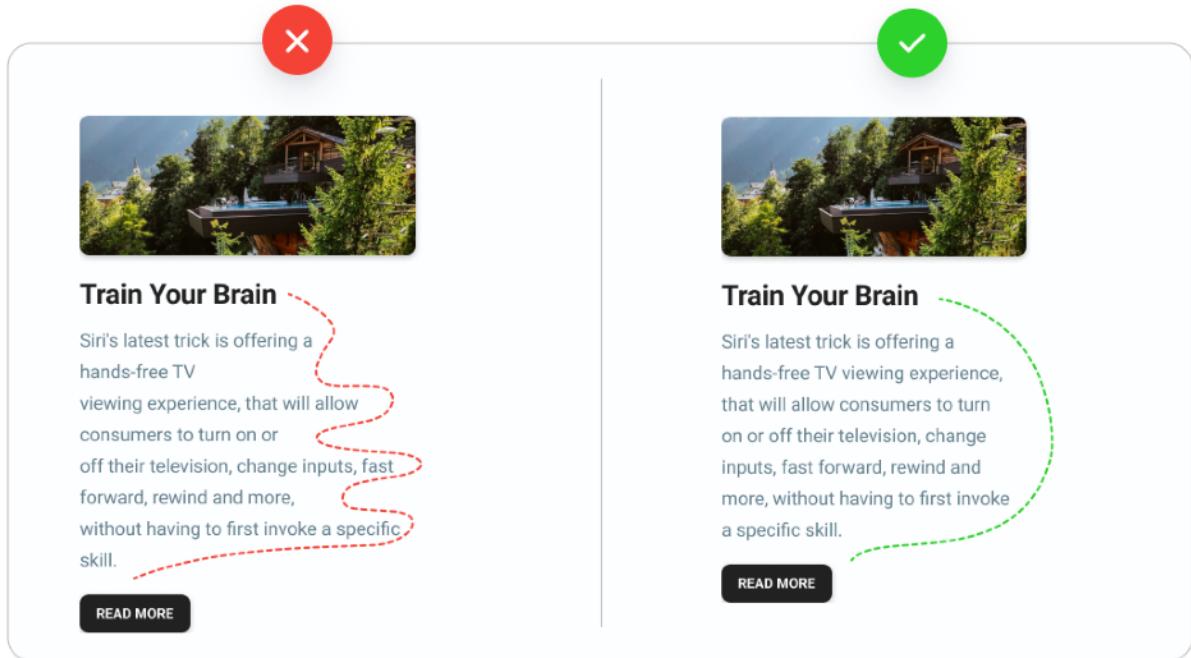


Image source number: 4. Check the end credits

f. Type Scale

The type scale is a collection of 10 or more text styles integrated into the typography system, each serving specific purposes and conveying distinct meanings. Its primary objective is to provide a consistent set of text sizes that can be readily employed in design.

Fortunately, there are numerous online tools available to assist in creating your custom type scale. These tools simplify the process by allowing you to input your base size and generate a well-structured type scale.

Here's an example of a type scale that generally works effectively across various design projects.

Display - 60px

Awesome Type Scale

Headline 1 - 48px

Awesome Type Scale

Headline 2 - 36px

Awesome Type Scale

Headline 3 - 30px

Awesome Type Scale

Headline 4 - 24px

Awesome Type Scale

Headline 5 - 20px

Awesome Type Scale

Headline 6 - 16px

Awesome Type Scale

Lead Text - 20px

Awesome Type Scale

Base - 16px

I will be the leader of a company that ends up being worth billions of dollars, because I got the answers. I understand culture. I am the nucleus. I think that's a responsibility that I have, to push possibilities, to show people, this is the level that things could be at.

Small - 14px

I will be the leader of a company that ends up being worth billions of dollars, because I got the answers. I understand culture. I am the nucleus. I think that's a responsibility that I have, to push possibilities, to show people, this is the level that things could be at.

Tiny - 12px

I will be the leader of a company that ends up being worth billions of dollars, because I got the answers. I understand culture. I am the nucleus. I think that's a responsibility that I have, to push possibilities, to show people, this is the level that things could be at.

This type scale not only promotes design consistency but also enhances the overall user experience. Additionally, it's advisable to limit the use of more than three font sizes within a single section of your design.

Here's an example for reference.

Image source number: 4. Check the end credits

X


House

Warner Music Group buys concert discovery service Songkick

Warner Music Group announced today it's acquiring the selected assets of the music platform Songkick, including its app for finding concerts and the company's trademark. Songkick has been involved in a lawsuit against the major...

by Millie Borough, 10 days ago

H2
36px
H5
20px
H5
20px
H6
16px

✓


House

Warner Music Group buys concert discovery service Songkick

Warner Music Group announced today it's acquiring the selected assets of the music platform Songkick, including its app for finding concerts and the company's trademark. Songkick has been involved in a lawsuit against the major...

by Millie Borough, 10 days ago

H5
20px
H3
30px
H6
16px
H6
16px

Image source number: 5. Check the end credits

g. Design with Artificial Intelligence

AI tools can suggest font types and styles based on the tone and industry of your project.


Help me with a Typography System that will include all font sizes and will be appropriate for a medical website. Choose a professional font from Google Fonts.

 Font Choice: Lato - A versatile and professional sans-serif font.

1. Heading 1:
 - Font: Lato
 - Font Size: 36px
 - Line Height: 1.2
2. Heading 2:
 - Font: Lato
 - Font Size: 28px
 - Line Height: 1.2
3. Heading 3:
 - Font: Lato

Generated on 18.10.2023

From Pixels to Elements

You can provide a description of the tone and style you want to convey, and AI can suggest font types and styles to consider. Also, AI tools analyze content, screen size, and user preferences to deliver custom typography that enhance legibility and aesthetics on mobile interfaces, all while saving designers time and effort.



Help me with a Typography Style Guide for a mobile application in excel format.



Sure! Here's an example of a Typography Style Guide for a mobile application in Excel format:

Element	Font Family	Font Size	Font Weight	Text Color	Example
Heading 1	Roboto	24px	Bold	#212121	A Quick Brown Fox
Heading 2	Roboto	20px	Bold	#212121	A Quick Brown Fox
Heading 3	Roboto	16px	Bold	#212121	A Quick Brown Fox
Body Text	Roboto	14px	Regular	#212121	A Quick Brown Fox
Subheading	Roboto	18px	Regular	#212121	A Quick Brown Fox
Button Text	Roboto	16px	Bold	#212121	Click Me

Generated on 18.10.2023

By taking into account elements such as style, contrast, and readability, these tools simplify the process of selecting font pairs, providing designers with greater ease when working on websites and apps.



Help me with 3 examples of font pairings that could work well for a bank website.



Here are three examples of font pairings for a bank website using Google Fonts:

- Montserrat and Merriweather:** This pairing is a classic combination of a sans-serif and a serif font. Montserrat is a clean and modern sans-serif font that is easy to read on digital screens. Merriweather is a serif font that adds a touch of elegance and sophistication to the design. This pairing is perfect for a bank website that wants to convey a sense of trust and professionalism.
- Roboto and Lato:** This pairing is another classic combination of two sans-serif fonts. Roboto is a versatile font that is easy to read and looks great on both small and large screens. Lato is a slightly more decorative font that adds a touch of personality to the design. This pairing is perfect for a bank website that wants to convey a sense of modernity and innovation.

Generated on 18.10.2023

Q: Why did the font go to therapy?

**A: Because it had too many issues with
its family (font families, that is)!**

3. Colors

a. The Art of Color in UX

Color plays a fundamental role in establishing the mood, tone, concept, and connotation for a brand or product. Research conducted by the Institute for Color has demonstrated that users typically take around 90 seconds to form judgments about the quality of online products.

Choosing the right colors not only enhances the visual appeal of design elements but can also strengthen their impact. This is particularly true for elements like calls-to-action, where the strategic use of color can significantly improve customer navigation and engagement.

Colors can be represented in various formats, with some of the most common ones being:

Pantone

Pantone is a standardized color matching system widely used in printing and graphic design. Pantone colors are often employed in branding and packaging design.



Image Courtesy of pantone.com

HEX

HEX (Hexadecimal) is a color representation system used primarily for digital displays, including web design.

RGB

RGB (Red, Green, Blue) is another digital color model used in screens and electronic displays. Different intensities of these three primary colors create a wide spectrum of colors on screens, including computer monitors, smartphones, and TVs.

CMYK

CMYK stands for Cyan, Magenta, Yellow, and Key (Black). It is a color model used for color printing materials like magazines, brochures, and posters.

Green 500 

HEX # 4CAF50

RGB R: 76 G: 175 B: 80

CMYK C: 39% M: 0% Y: 37% K: 31%

Hue

Hue represents the pure and unaltered color itself, without any adjustments in terms of brightness or saturation.



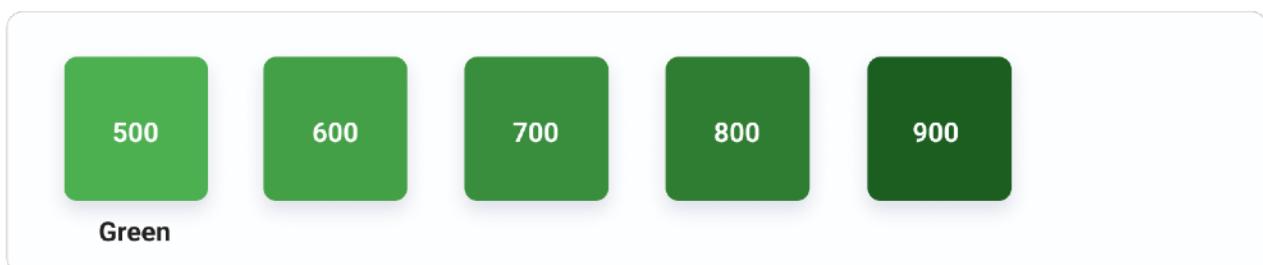
Tints of Color

Increasing the lightness of a color involves adding white to the original hue. This process, often referred to as "tinting," results in creating variations of the color that appear lighter and brighter.



Shades of Color

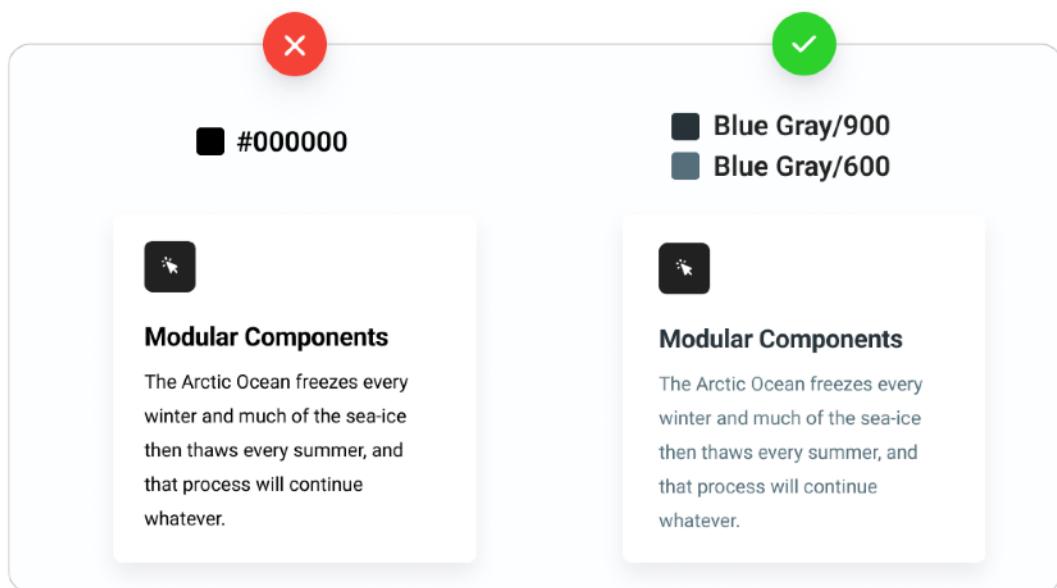
Decreasing the lightness of a color involves adding black to the original hue. This process, often referred to as "shading," results in creating variations of the color that appear darker and deeper.



b. Why Pure Black Isn't Ideal

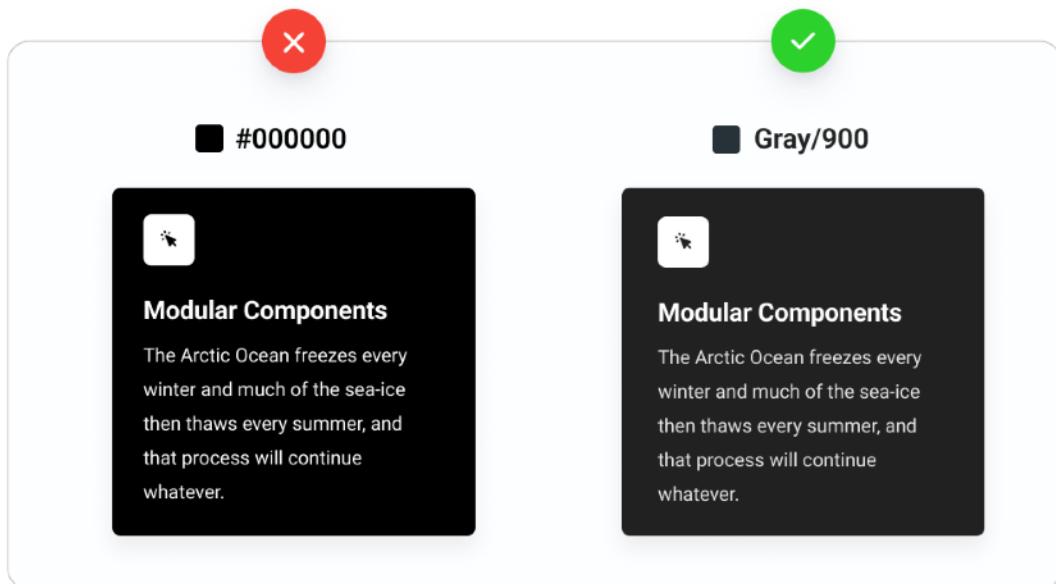
Using pure black in web design, especially for text on white backgrounds, can lead to eye strain and discomfort for users, particularly during extended reading sessions. This issue arises from the significant contrast between white (100% color brightness) and pure black (0% color brightness), which results in high levels of light intensity that can overstimulate the eyes.

A more user-friendly approach is to opt for dark gray text on a white background. This choice minimizes the abrupt change in brightness, making the reading experience more comfortable and preventing excessive strain on the retina.



Using a pure black background with white text can also pose challenges for readability and user comfort. The stark contrast between white text and a pure black background can result in a phenomenon known as "halation."

In this scenario, the white letters can appear to bleed or glow against the black background, causing the text to blur and making it difficult to read. This effect is particularly pronounced for users with astigmatism, a common vision condition.

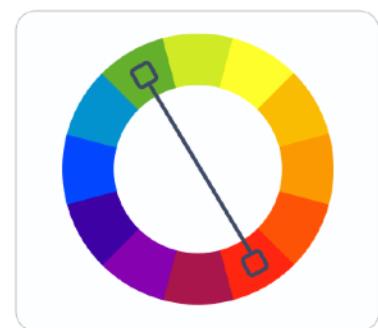


c. Color Choices Matter

UI designers use the color wheel and color theory to choose colors that align with the project's objectives, convey appropriate emotions, and ensure visual harmony, ultimately enhancing the user's interaction with the interface.

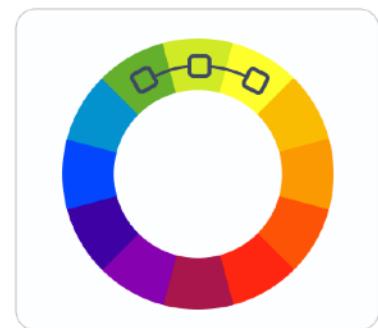
Complementary Colors

Complementary colors are positioned diametrically opposite each other on the color wheel. This pairing yields a vivid and high-contrast color combination that commands attention and stands out prominently when used together.



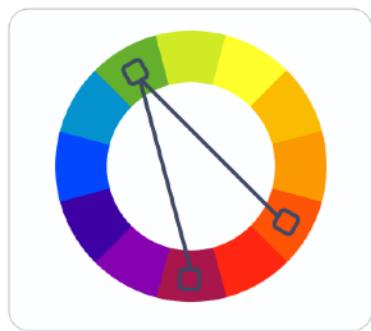
Analogous Colors

To create a harmonious analogous color palette, designate one color as the dominant hue and utilize the remaining two as accent colors for balance and visual interest.



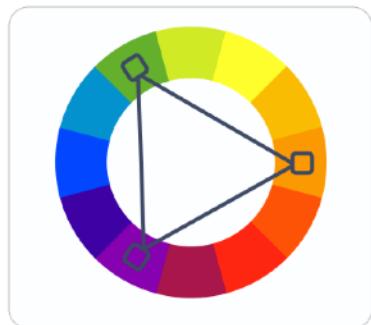
Split-complementary Colors

The split-complementary color scheme revolves around a primary color and incorporates the two colors found on either side of the primary color's complement.



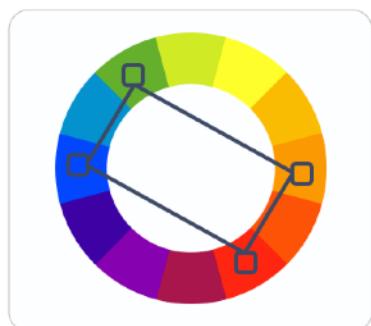
Triadic Colors

This color scheme consists of three colors that form a triangular shape on the color wheel. This configuration results in a high-contrast color scheme that exudes boldness and impact.



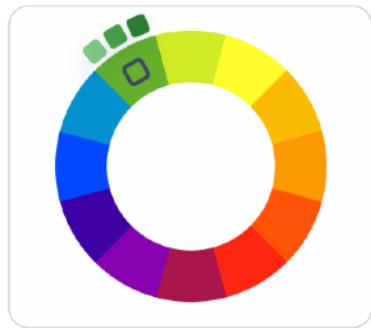
Rectangular Colors

Four colors are derived from the pairing of two sets of complementary colors, resulting in a combination that exhibits strong and striking contrasts.



Monochromatic Colors

This palette comprises a primary color along with its various tints and shades. This color combination imparts a sense of subtlety and delicacy, making it easy to work with for a wide range of design applications.



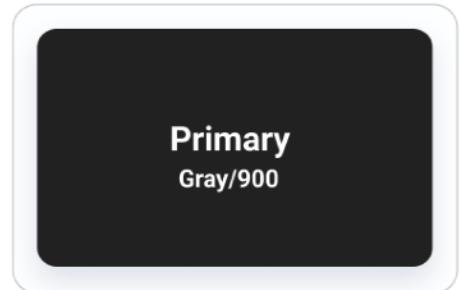
Colors carry visual and emotional significance, and they can greatly impact the user's perception and experience.

d. Crafting a Harmonious Color Palette (5 Steps)

To create an intricate color palette encompassing all essential colors, simply adhere to these guidelines.

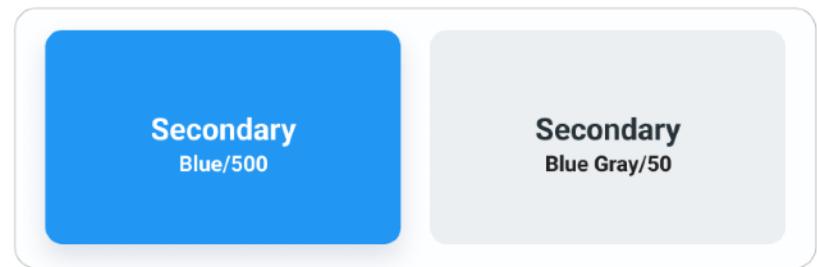
Step 1: Establish the Primary Color

Typically, this color serves as a recurring motif, applied to elements such as buttons, icons, typography, cards, headers, and more. It doesn't necessarily need to originate from the color wheel.



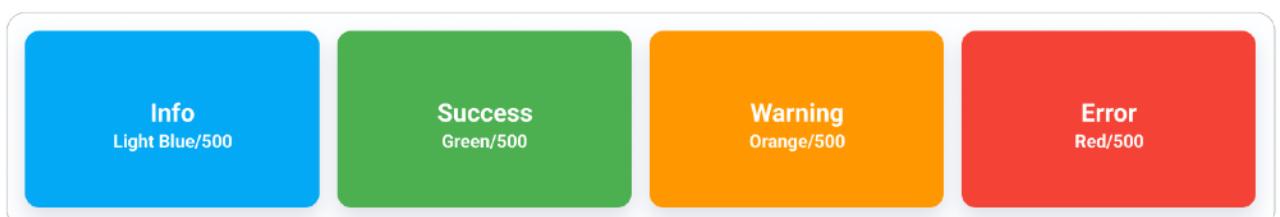
Step 2: Select a Secondary Color

In design, it's important to include a secondary color to direct users toward secondary actions. This color can either be the complementary color to the primary one or a neutral shade, such as various tones of gray.



Step 3: Establish Attention-Grabbing Colors

These particular colors are highly recommended to establish effective communication with the user. These attention-catching colors are deployed in elements such as notifications, alerts, modals, inputs, and more.



Step 4: Leveraging Tints and Shades

To achieve proper color harmony in the project, it's essential to include variations like tints and shades of the selected colors in the color palette. These can be applied to elements like cards, backgrounds, or image overlays, enhancing the overall visual appeal.

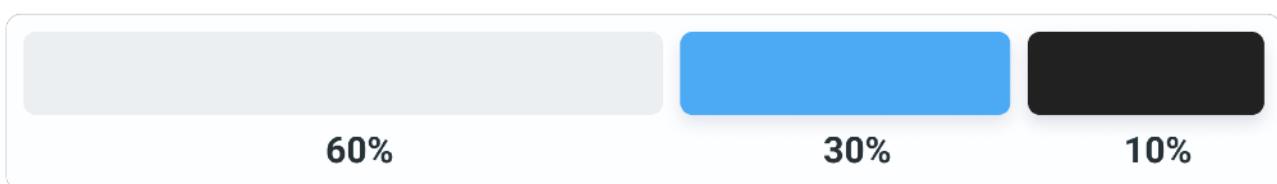


Step 5: Applying the Golden Ratio Effect

The Golden Ratio Effect is based on the principle of allocating percentages as 60% - 30% - 10%.

In this scheme:

- **60%** represents the dominant hue, typically a neutral color
- **30%** is designated for the secondary color, which can be complementary or another shade of gray.
- **10%** is allocated to the accent color.



Secrets of the Pros

An alternative method for crafting a color palette is to draw inspiration from the natural world. Nature offers an extensive and diverse spectrum of colors, encompassing a wide range of tints and shades. Opting for natural colors can contribute to a design that feels fresh, organic, and balanced. This choice is particularly advantageous because users encounter these hues in their daily surroundings, making them visually familiar and comfortable.

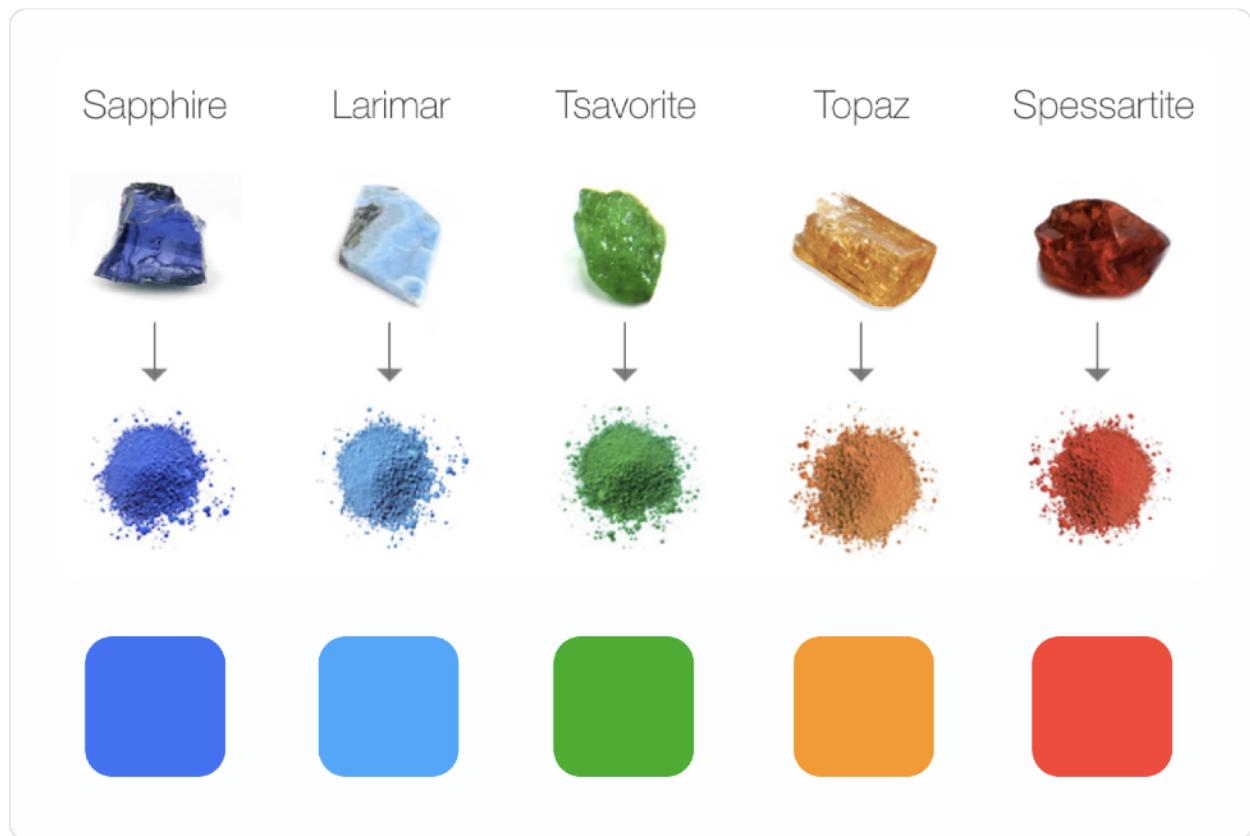


Image Courtesy of creative-tim.com

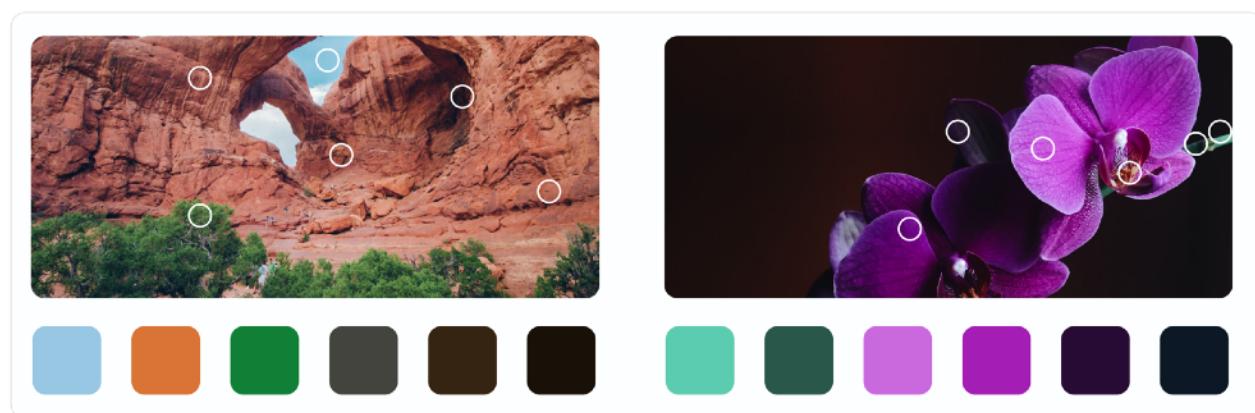


Image source numbers: 6,7. Check the end credits

e. Contrast

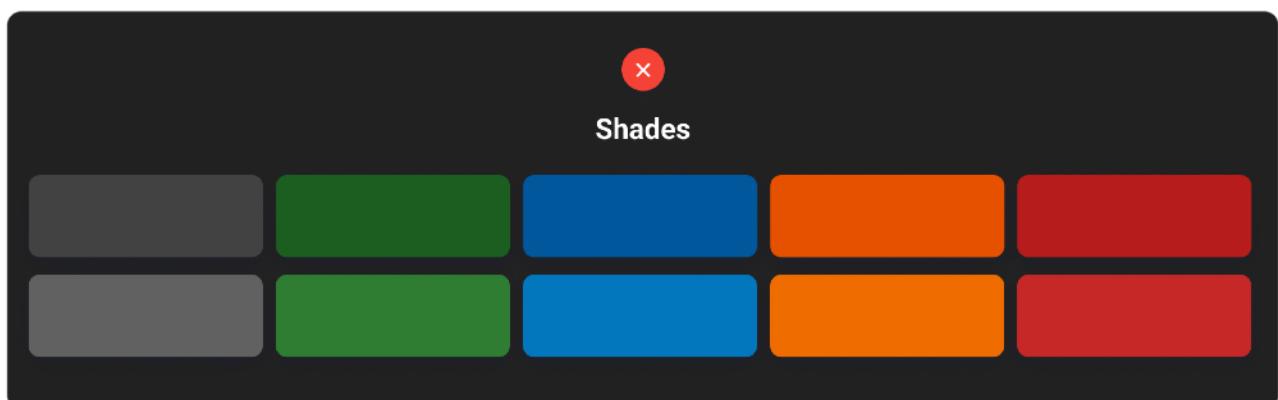
Contrast plays a pivotal role in enabling users to differentiate between different elements, whether they are text or non-text components. Increased contrast enhances the clarity and visibility of imagery, while reducing contrast can impart a more subdued quality to visuals.

Visit contrast-ratio.com to effortlessly compute color contrast ratios.

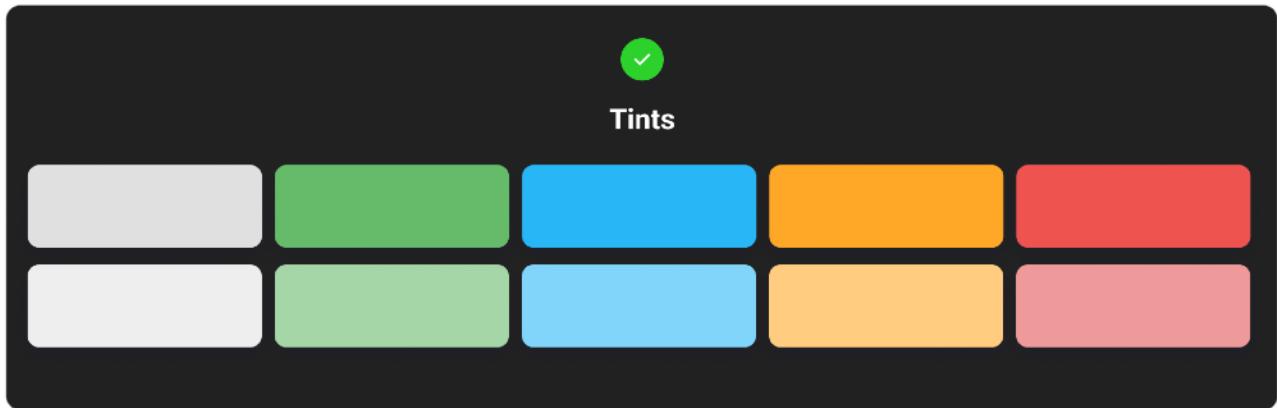


f. Mastering colors for Dark Mode

As users spend more time in front of screens, the popularity of dark mode design has risen as a user-friendly alternative to traditional white screens that can cause eye fatigue. Consequently, its adoption has become widespread, and users now often anticipate a Dark Mode option in your website or application. Dark Mode is indeed preferable for reducing eye strain caused by bright text on a dark background. It helps minimize screen flickering and the exposure to blue light, which can be detrimental to our eyes, especially during prolonged late-night internet usage.



From a color palette perspective, it's important to note that tints tend to create a more pronounced contrast in dark mode compared to shades.



g. Design with Artificial Intelligence

AI can provide designers with pre-structured color palettes that not only look visually appealing but also convey the intended emotions or themes. AI accelerates the design process by automating color selection and contrast optimization.



Find a color palette that will work for a crypto website. The style has to be futuristic and dark.



Here's a color palette that might work well:

1. **Deep Blue (#050A30)**: This dark, deep blue evokes a sense of depth and mystery, making it suitable for the background and a futuristic feel.
2. **Electric Blue (#007BFF)**: This vibrant electric blue adds a high-tech touch and draws attention to important elements.
3. **Cryptic Purple (#6E00FF)**: A shade of purple with a hint of neon adds a futuristic and mysterious vibe to your design.
4. **Cosmic Silver (#A9A9A9)**: A muted silver color can be used for accents, icons, or secondary elements to provide contrast.
5. **Neon Green (#00FFA3)**: For call-to-action buttons or interactive elements, neon green adds a futuristic pop of color.

Generated on 18.10.2023

Designers can save valuable time that would otherwise be spent on manual color exploration and testing.

From Pixels to Elements



Create a color palette for a Health App with green as the primary color.



Green is often associated with health and well-being. Here's a color palette with green as the primary color:

1. **Primary Green (#4CAF50)**: This fresh and lively green can be used for key elements like call-to-action buttons and health-related icons.
2. **Soft Mint (#8BC34A)**: A softer shade of green can be used for backgrounds and to create a soothing and calming effect.
3. **Fresh White (#FFFFFF)**: White is a clean and neutral color that can be used for backgrounds and text, providing high contrast and readability.
4. **Sky Blue (#2196F3)**: Complementing green with a calming blue can create a sense of trust and security in a health app.

Generated on 18.10.2023

Accessibility is a key consideration in UI/UX design. AI tools can automatically evaluate contrast ratios between text and background colors to ensure compliance with accessibility standards such as WCAG.



For the following color palette check the contrast ratio and suggest other colors for the inappropriate ones. Primary (#FFEAEA), Green (#17B793), Blue (#BAC8F6), Red (#ED2323).



To ensure proper contrast and readability, let's evaluate the contrast ratios and suggest alternative colors if needed:

1. Primary (#FFEAEA): The provided color has poor contrast with text. It's recommended to use a darker, more readable color, such as a warm light pink (#FFC0CB) or a light peach (#FFDAB9).
2. Green (#17B793): The green color appears to have a reasonable contrast ratio and is suitable for text or elements on light backgrounds.
3. Blue (#BAC8F6): The blue color seems to have a good contrast ratio and can be used for text or UI elements.
4. Red (#ED2323): The red color also appears to have a reasonable contrast ratio and can be used for text or UI elements.

Generated on 18.10.2023

4. Gradients

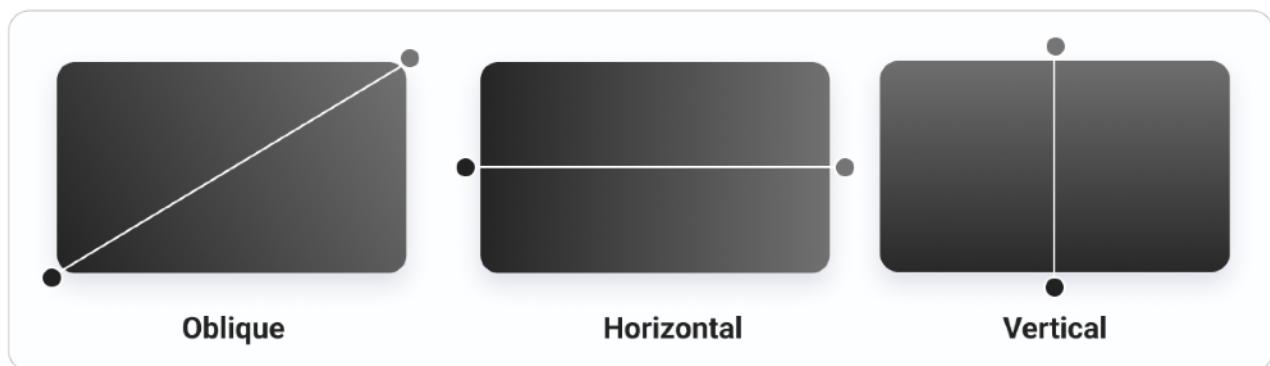
a. Understanding Gradients

Gradients involve the gradual transition from one color to another or even multiple colors. They add a sense of realism to designs, mimicking the way colors blend in the real world, where objects aren't flat and colors aren't uniform. Gradients are commonly utilized in various UI elements, including typography, buttons, cards, headers, and illustrations, enhancing the visual appeal of these elements.

b. Types of Gradients

Linear Gradient

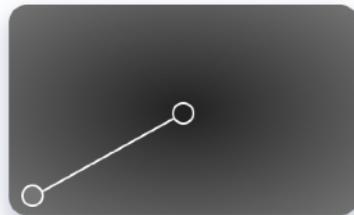
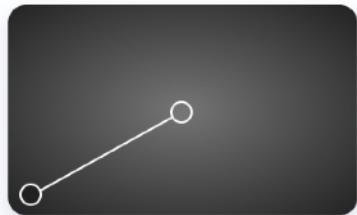
A linear gradient signifies a transition between two or more colors, which can run obliquely, horizontally, or vertically. For natural lighting effects, it's advisable to position the lightest color at the top, as light typically originates from above. This type of gradient is best suited for square or polygonal shapes.



Radial Gradient

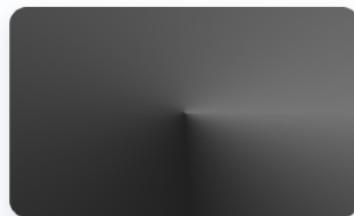
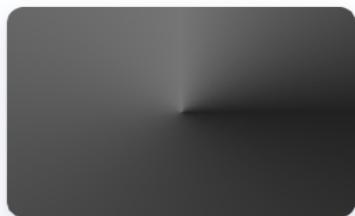
In a radial gradient, one color starts at the center point of the shape and gradually blends towards its edge, where the other color is situated. When the right color

combinations are employed, this gradient can produce a striking 3D effect. It is particularly effective for circular or round shapes.



Angular Gradient

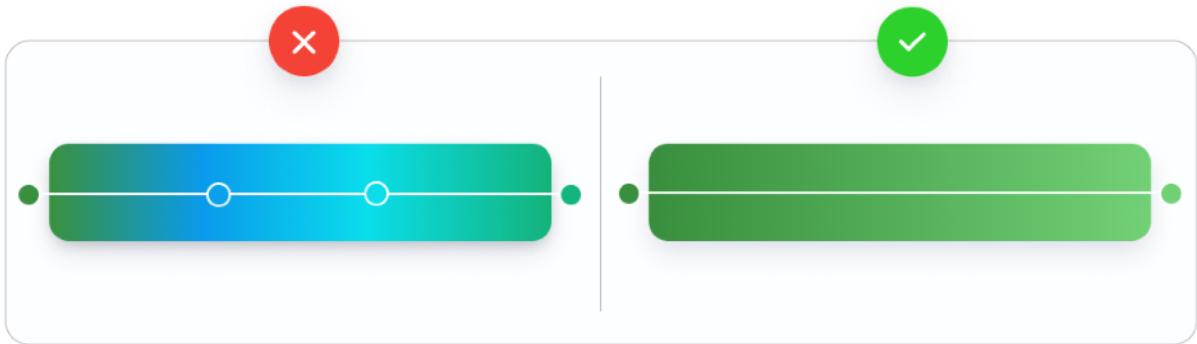
Also referred to as a Conic Gradient, this type of gradient introduces an angular element. The color distribution changes in relation to a central point, the specified starting and ending angles, creating unique visual effects.



c. Crafting a Gradient

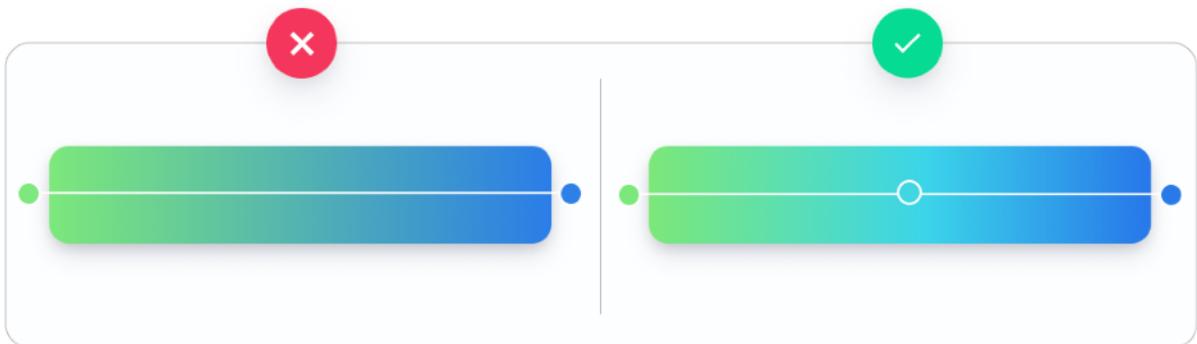
Strive for gentle color transitions when creating gradients to achieve a seamless blend. In small shapes, it's advisable to limit the use of more than three colors and maintain symmetry among the color stops.

When forming a gradient using a primary color along with its tints or shades, it falls within a safe color range.



However, gradients can also be composed of primary and complementary colors. In such cases, using only these two colors may result in an unattractive greyish hue appearing between them.

To prevent this undesirable effect, it's essential to introduce an additional color, specifically one from the color wheel, to bridge the gap and maintain visual appeal.



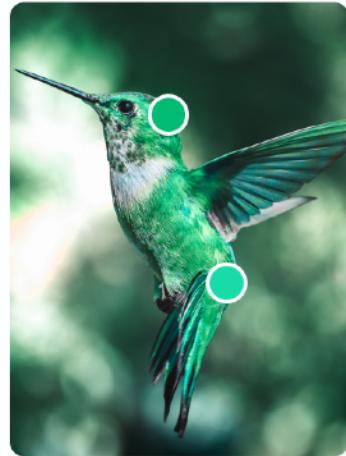
Another effective approach to crafting stunning gradients is to draw inspiration from nature-themed themes. Much like color palettes, the beauty of gradients can already be found in the natural world.



GET STARTED



GET STARTED



GET STARTED



GET STARTED



GET STARTED



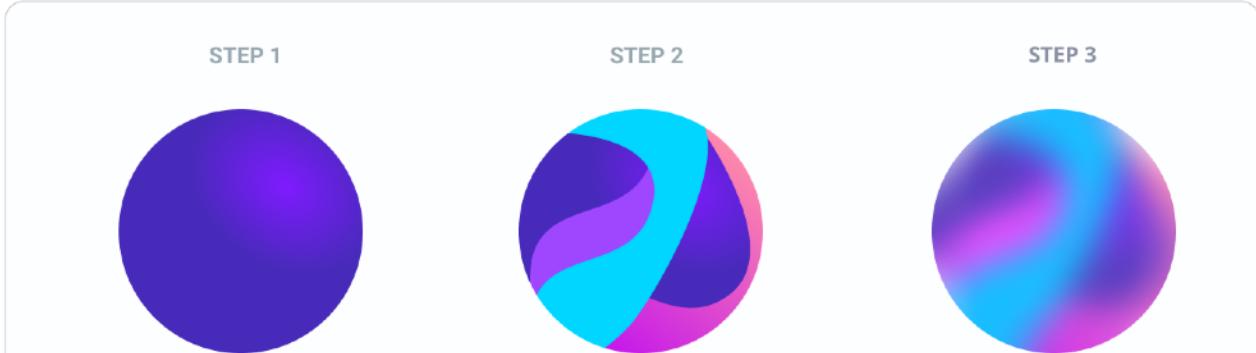
GET STARTED

Image source numbers: 8, 9, 10, 11, 12, 13. Check the end credits

d. Crafting a Morph Gradient

Now that we've mastered gradient creation, let's delve into something special – crafting a morph gradient, which combines two types: radial gradient and linear gradient.

Follow these steps to achieve this unique effect.



STEP 1

STEP 2

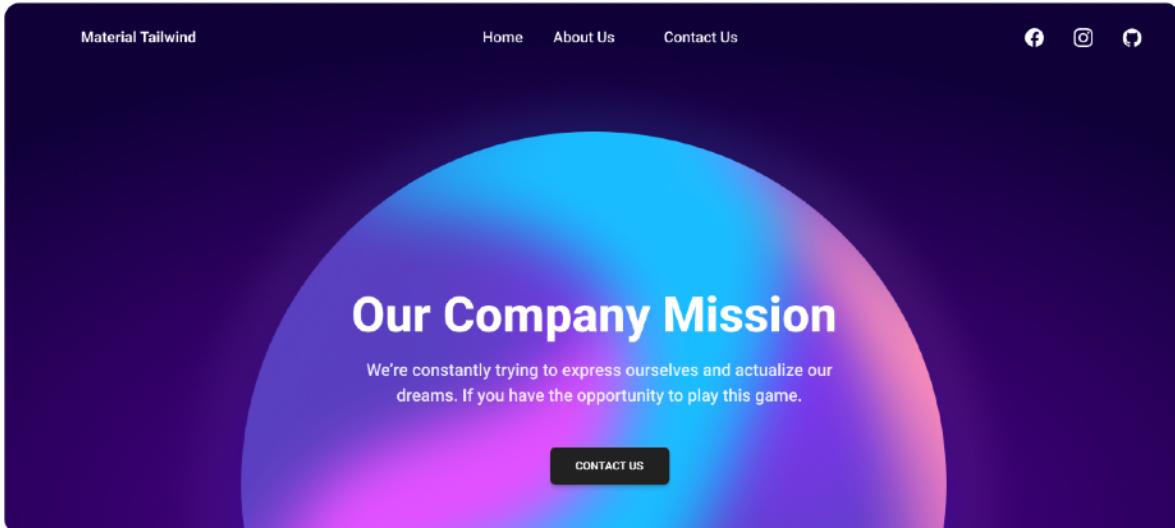
STEP 3

Begin by creating an oval shape and filling it with a radial gradient.

Proceed to sketch colorful shapes, forming a pattern with a linear gradient.

Layering another oval shape on top and apply a Background Blur effect with a strength of 40.

READY TO USE!



5. Shadows

a. The Role of Shadows in Design

Shadows play an important role in design for several reasons. In the natural world, shadows are formed due to the presence of sunlight, and our eyes are accustomed to perceiving three-dimensional objects with variations in shadows and lighting. When shadows are absent, a design may lose its sense of realism.

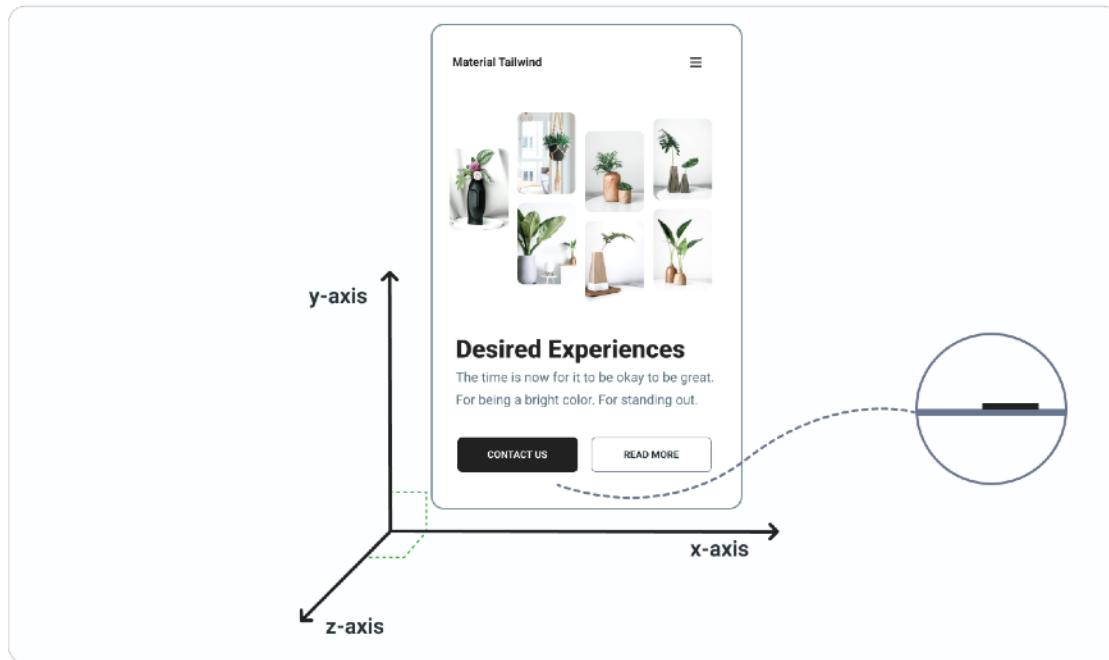
In accordance with Material Design principles, objects in a design can be stacked or connected, but they do not overlap. Instead, they cast shadows and interact with light.

In many user interfaces, elements are layered along the z-axis, and shadows serve multiple purposes, such as indicating the hierarchy of elements, providing depth perception, conveying movement direction, defining surface edges, and assisting users in recognizing the relative positions of objects.

In UI/UX Design, elements can be designed without shadows, with drop shadows, or featuring inner shadows, each choice impacting the visual and functional aspects of the interface.

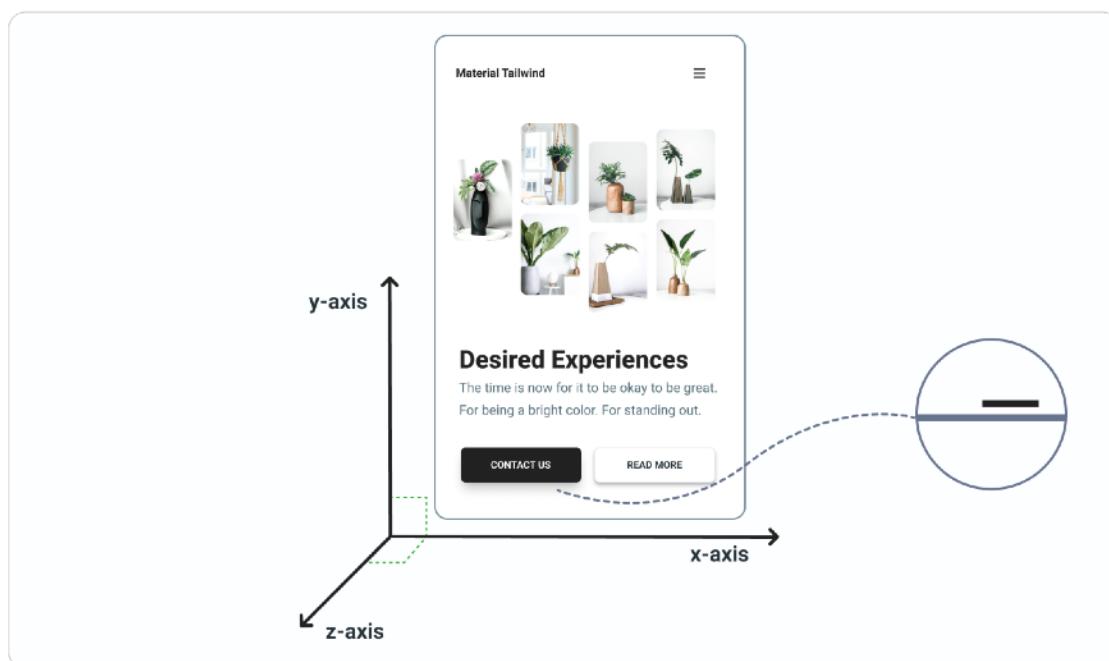
No Shadow

In the absence of a shadow, the element appears as if it's positioned directly on the background.



Drop Shadow

With a drop shadow, the element takes on the appearance of being raised above the background. The extent of this elevation can vary depending on the specific shadow values, ranging from a subtle lift to a more pronounced separation from the background.



Inner Shadow

An inner shadow imparts the impression that the element is embedded within the background. This technique is occasionally employed in input fields to signal to users that they should input information. It's a design effect commonly associated with Neumorphism Design as well.

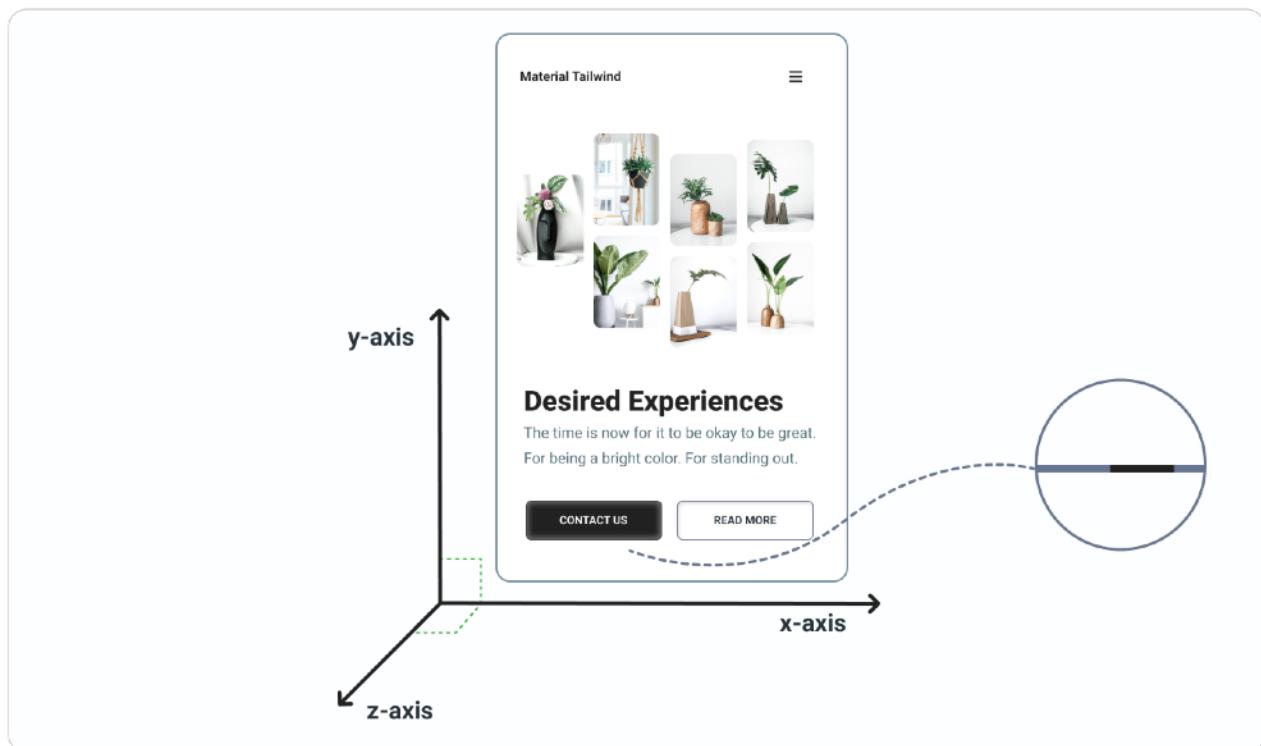


Image source numbers: 14, 15, 16, 17, 18, 19, 20. Check the end credits

b. Create Realism with Shadows

To begin, a shadow can be generated by specifying values for the x-axis and y-axis. Depending on these values, the shadow's placement can vary, whether it's positioned at the top, bottom, left, or right of the element. Additionally, the blur and opacity values play a essential role in achieving either a pronounced or subtle shadow effect.

It's advisable to refrain from situating the shadow at the top of the element, as this contradicts the natural orientation of sunlight. Consequently, users may find it less familiar or intuitive.

In real-life situations, when an object is illuminated by light, it gives rise to two discernible shadow categories. The initial one is known as the core shadow, characterized by a slender, dark ring located in immediate proximity to the object. The second is the cast shadow, presenting itself as a wider, lighter shadow cast behind the object.

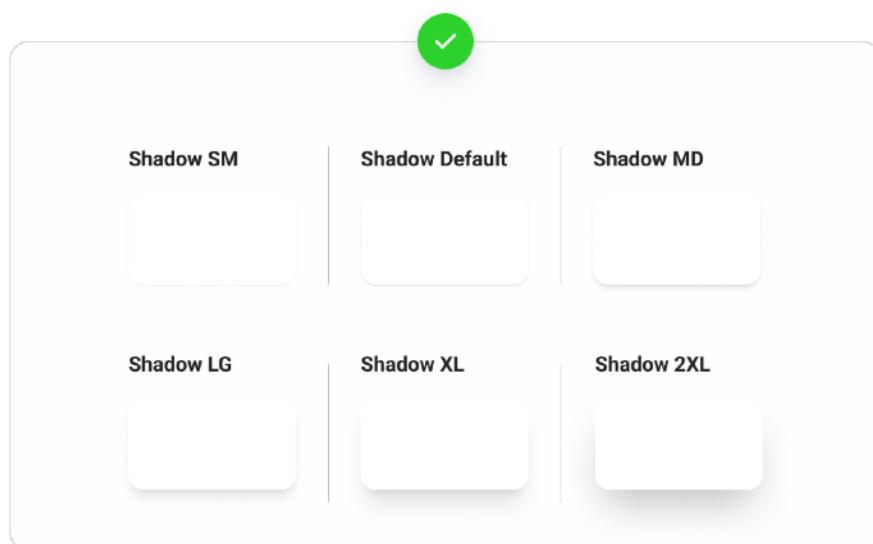


Image source number: 21. Check the end credits

Many designers make a common mistake when working with shadows, especially when aiming to create depth and dimension in their designs. Instead of using a combination of two distinct shadows, they often rely on a single shadow layer. To achieve a more realistic and polished look, it's advisable to incorporate both a core shadow and a cast shadow, each with its own unique characteristics. This approach creates a more natural and balanced shadow effect.



The size of an object's shadow is directly proportional to the size of the object itself. To achieve a more realistic design effect, consider applying shadows of varying sizes.



c. Shadows in Dark Mode

Using white shadows is a common error in dark mode design. This approach creates a stark contrast between the element and the background, leading to an unfitting and visually tiring effect.

In dark mode, it is advisable to employ a darker shade of the element's color along with a lighter tint from the background for a more suitable outcome.

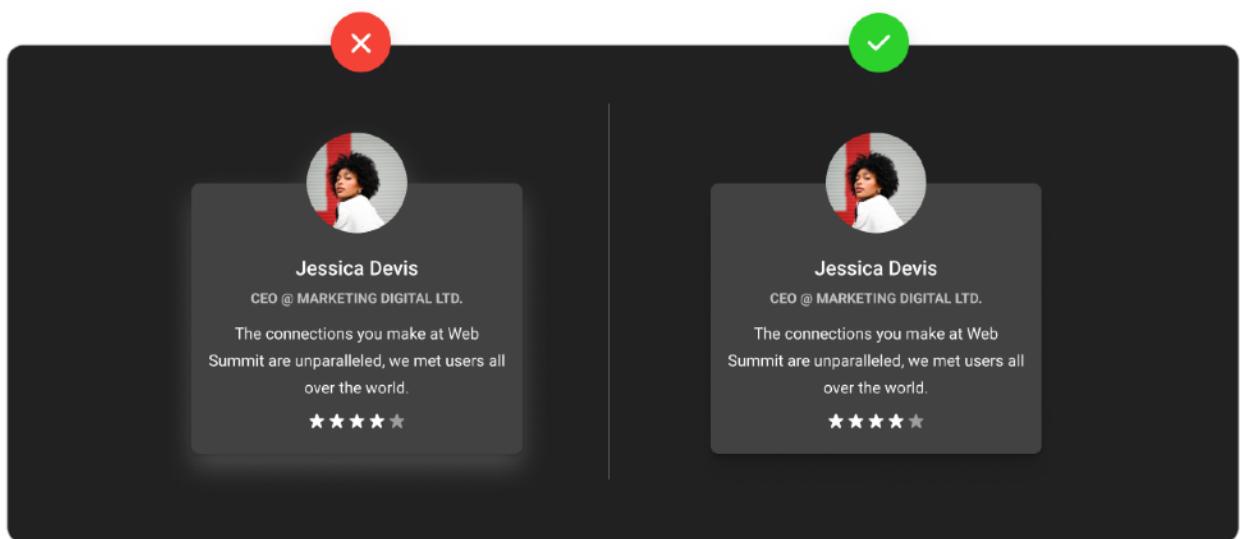
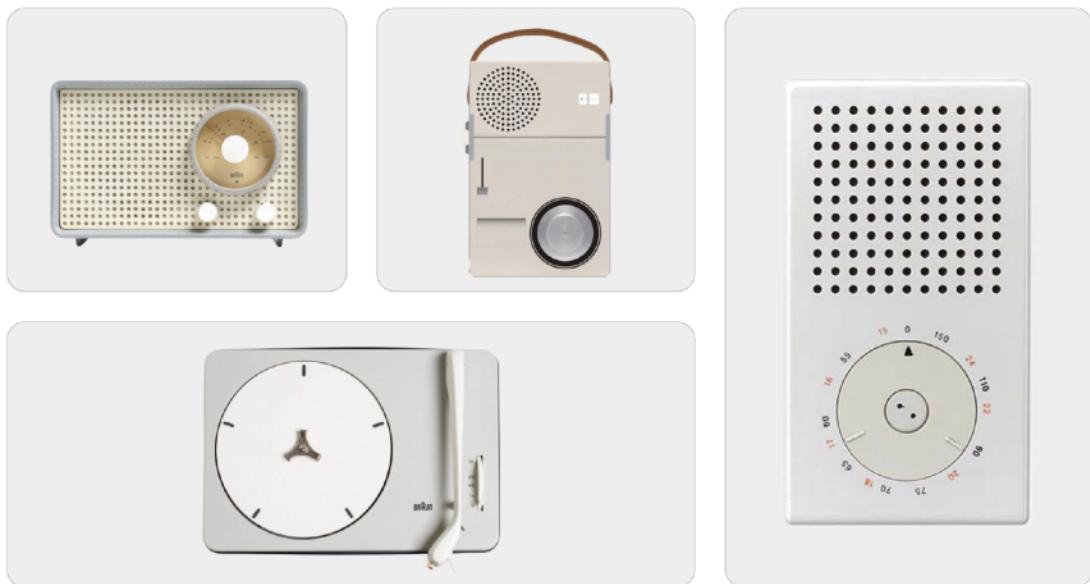


Image source number: 22. Check the end credits

6. Buttons

a. Understanding Buttons

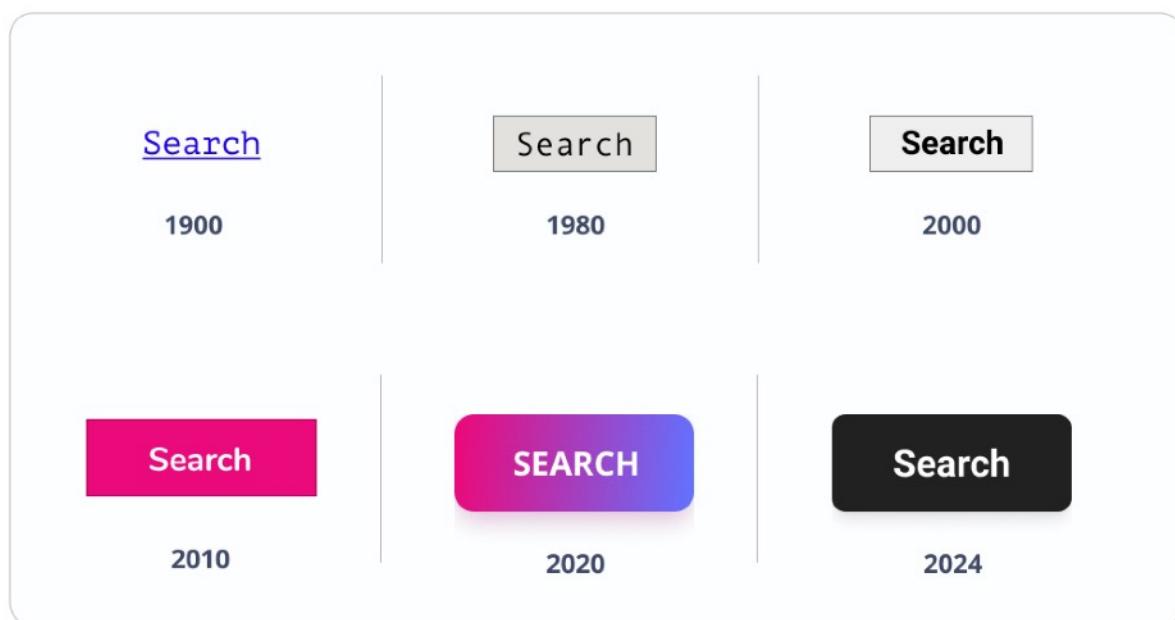
Throughout history, people have grown accustomed to various devices, like radios, fax machines, or doorbells, that feature buttons requiring physical interaction to initiate actions.



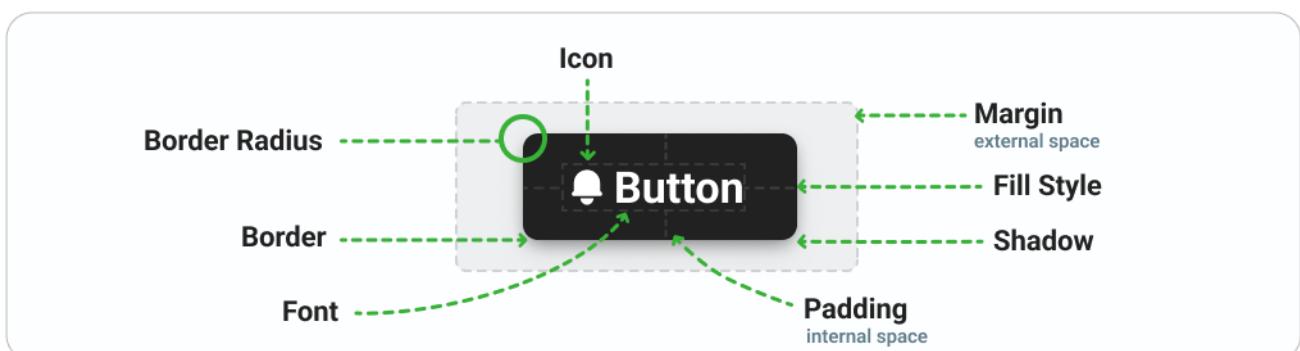
Exemplary Design Work by Rams for Braun's Iconic Products.

Similarly, in web design, buttons serve as interactive components within a User Interface, conveying instructions or calls to action. These buttons should possess an inherently interactive appearance, necessitating nothing more from users than a simple click on a desktop screen or a tap on a mobile device. The extent of interactivity conveyed by the element is influenced by its shape, size, color, shadow, and label.

The evolution of buttons in the realm of UI/UX design represents a fascinating journey through the ever-changing landscape of digital interfaces. From their inception as static, clickable elements, buttons have evolved into dynamic, responsive components that are integral to user interactions and experiences.

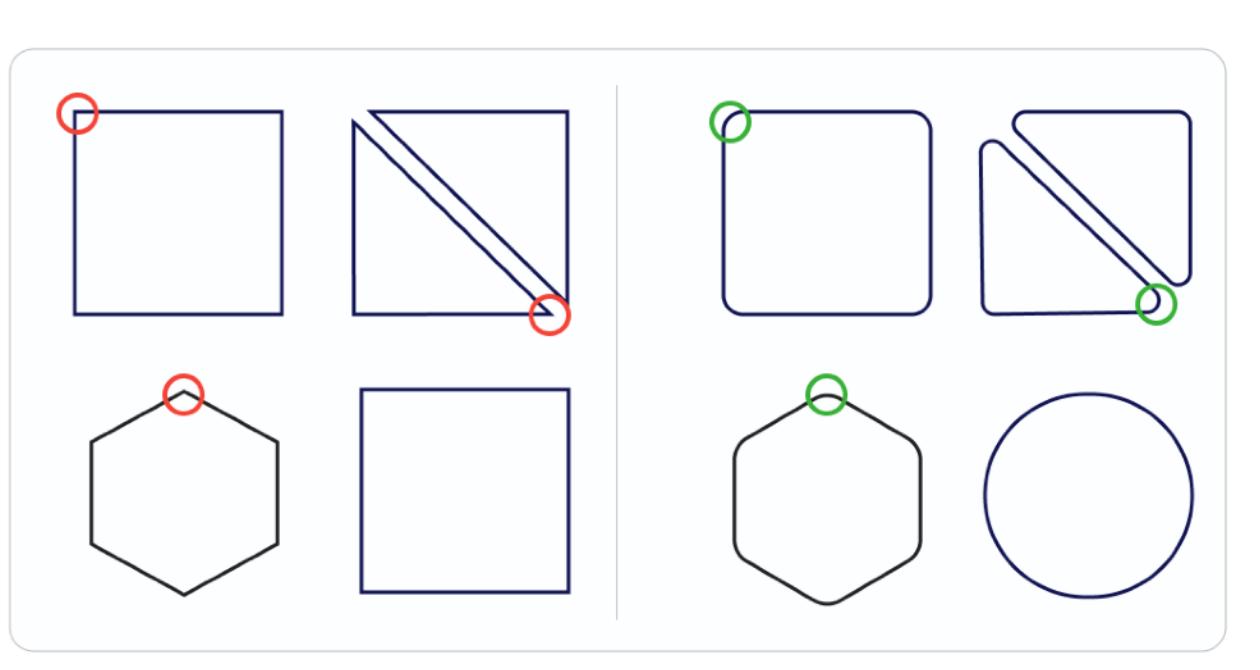


Let's take a closer look at the anatomy of buttons. Understanding the various elements that make up a button can provide valuable insights into how they function and how they contribute to user interactions in design.

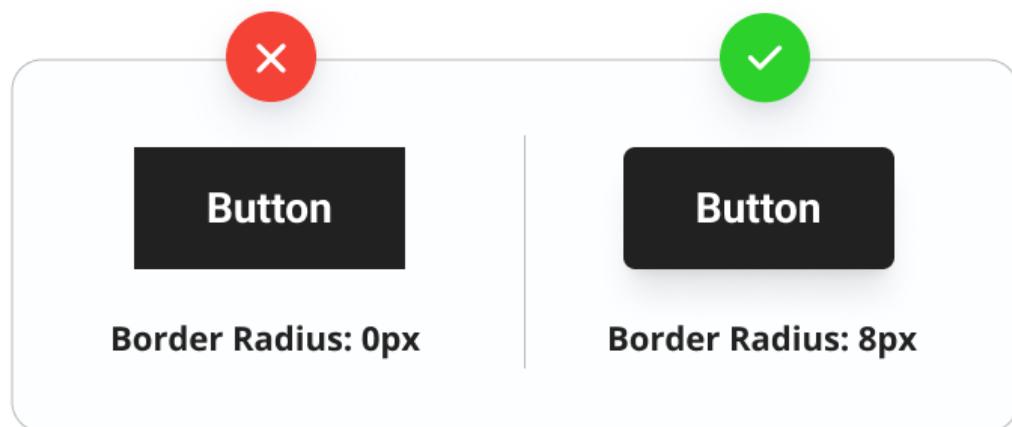


b. The Psychology of Rounded Corners in UI Design

In the article titled "Why Rounded Corners Are Easier on the Eyes," experts suggest that rectangles featuring rounded corners are visually more comfortable compared to those with sharp edges. This preference is due to the reduced cognitive effort required for processing. Sharp corners tend to divert focus outward from the rectangle, whereas rounded corners encourage attention inward.

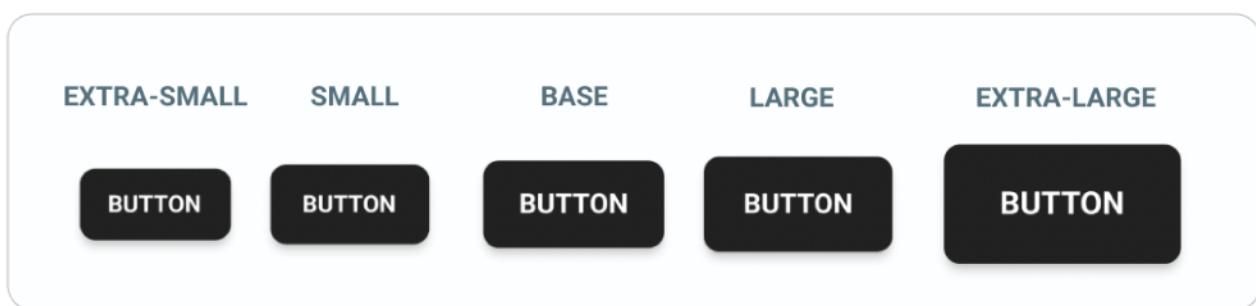


In practical terms, this means that rounded corners can enhance the emphasis on labels and actions. The most prevalent button shapes in design are typically square or square with rounded corners, which are achieved by specifying a border radius value.



c. How to set Button Sizes

Button size plays an important role in establishing hierarchy among elements. To ensure an optimal User Experience, Material Design principles recommend that touch targets should be a minimum of 36px by 36px, while Apple's Human Interface Guidelines suggest a minimum action area of 40px by 40px.



Depending on the button's placement and the level of focus it requires, you can choose from various sizes: extra-small, small, base, large, or extra-large.

Let's establish a Base Button.

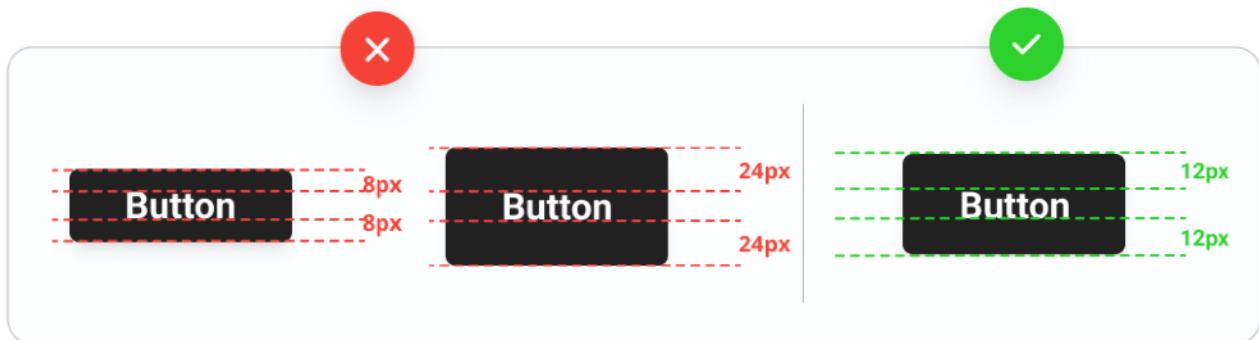
Text Size

First, we establish the font size, with a base size of 16px. The recommended text size for both web and mobile is 16px (1rem). While it can be larger, going smaller than this can impact the overall User Experience.



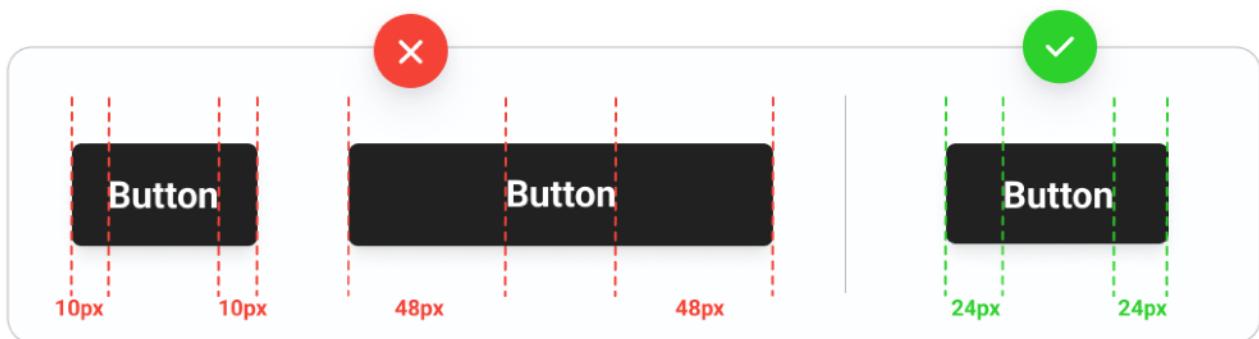
Height

Similarly, finding the right height for a button is essential. For both web and mobile interfaces, an ideal padding for a base button size is 12px.



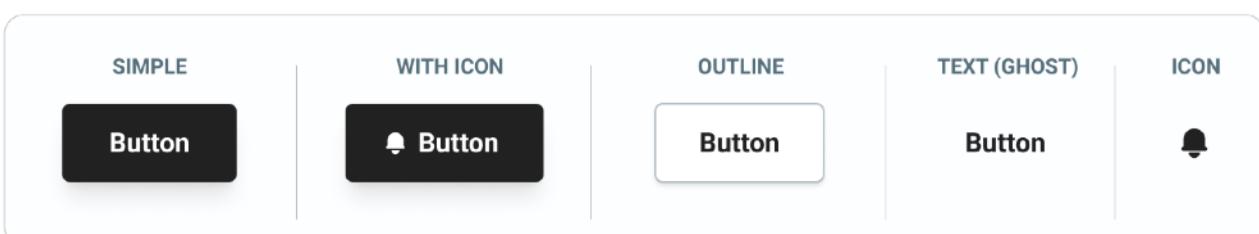
Width

It's essential to strike a balance when determining button width. To determine the appropriate width, a simpler approach is to double the height.

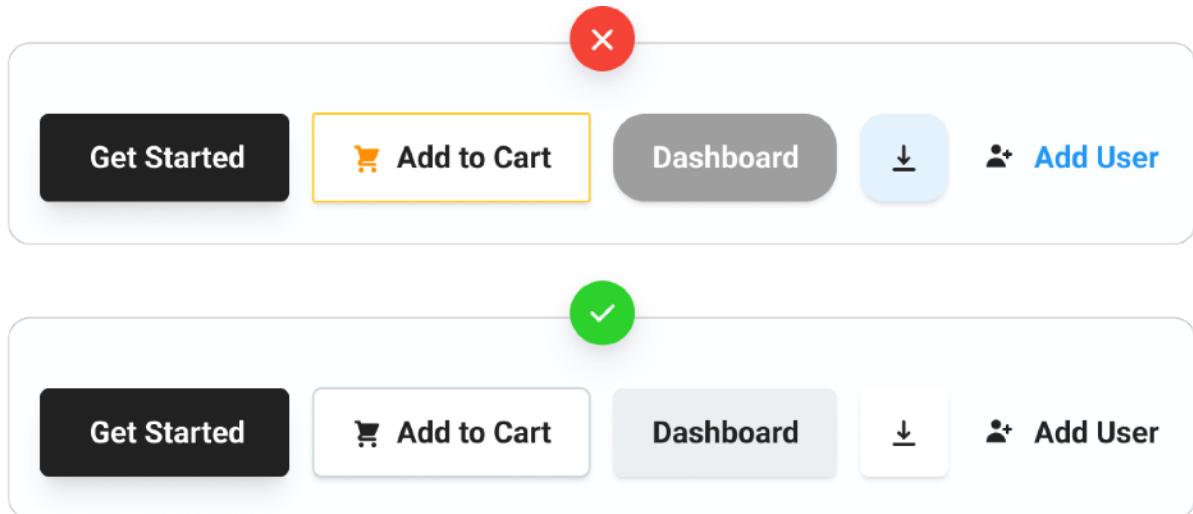


d. Designing Button Variations

The choice of colors and styles plays an important role in conveying the significance of an action and establishing a hierarchy among buttons. This, in turn, informs the user about the button's level of importance and can even influence the user's behavior.

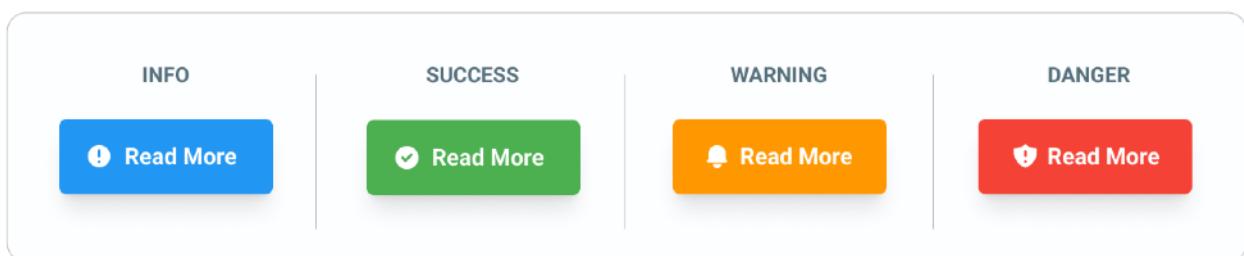


Maintaining consistency across buttons is essential. It's important to ensure that primary, secondary, and tertiary buttons share common design elements such as border radius, typography, and shadow.



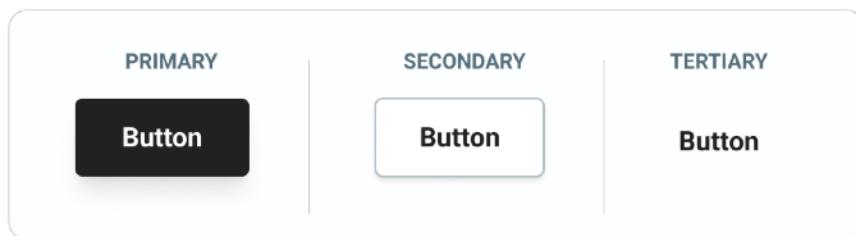
e. Color Choices for Buttons

The selection of colors plays a pivotal role in shaping a user's perception of buttons. Colors are not just visually pleasing; they also convey information and meaning. For instance, blue often signifies information, green represents success, yellow serves as a warning, and red indicates danger or errors.

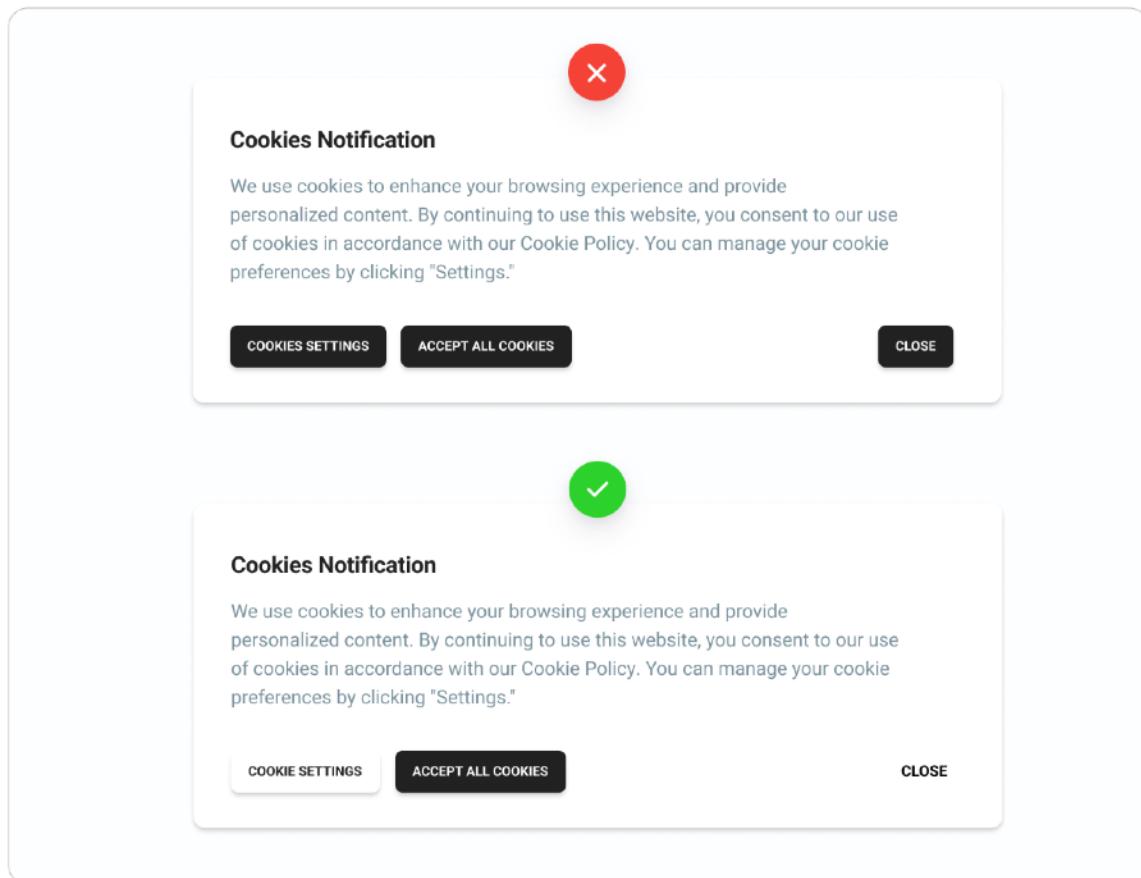


f. Button Roles and Functions

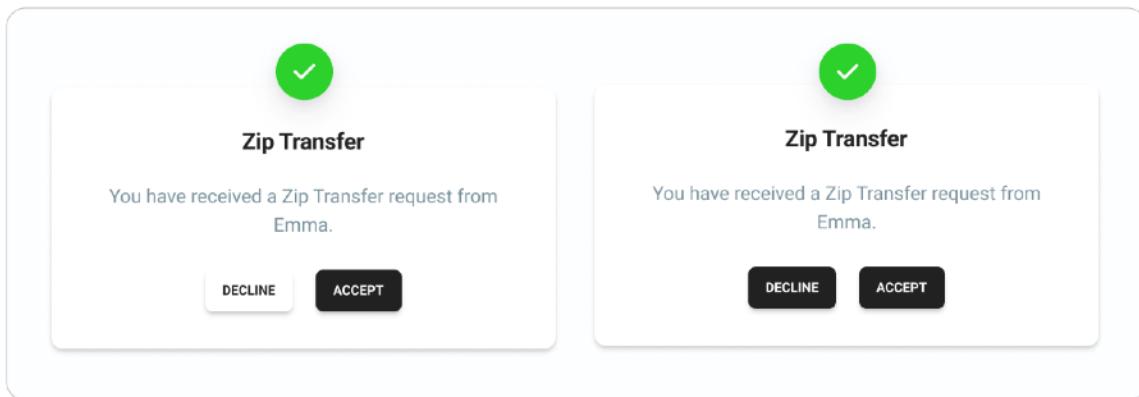
Similar to defining a color palette, button roles and functions are essential in guiding user interactions.



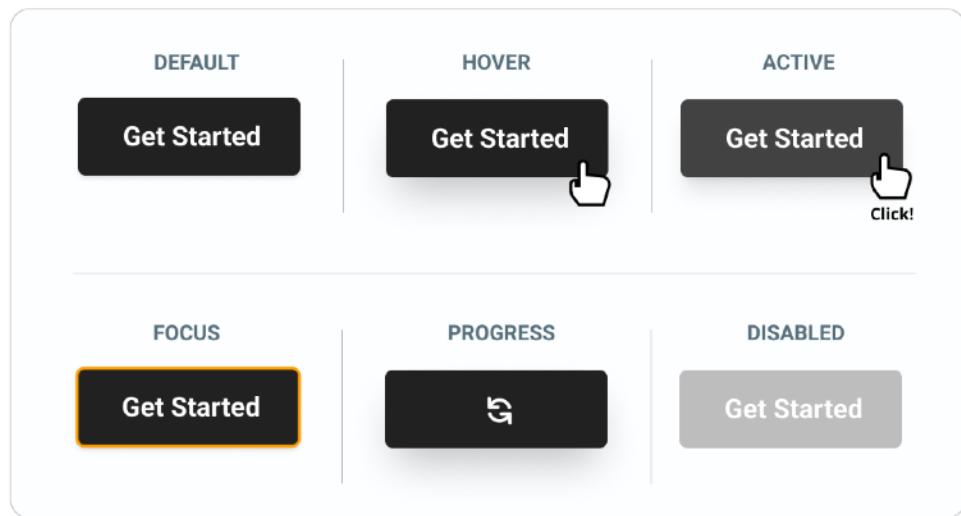
The primary action is typically assigned to the "primary button," while secondary actions are represented by the "secondary button." For actions with minimal impact, the "tertiary button" comes into play.



In certain user flows, all options may be equal, and there is no need to establish a hierarchy that could potentially influence the user's choice.



g. Button States



Default State

In the default state, the button remains unchanged. It's interactive and enabled for use.

Hover State

When the user hovers the cursor over the button, the hover state becomes active, providing visual feedback.

Active State

The active or pressed state is visible after the user clicks or taps on the button, indicating the interaction.

Progress State

The progress state is used when an action isn't immediately completed, signaling that the button is working on the task.

Focus State

The focus state becomes visible when the user highlights the button using a keyboard or other input method.

Disabled State

In the disabled state, the button is non-interactive, but it may become enabled in the future.

h. Button Placement

Human eyes naturally gravitate toward specific points of interest, driven by recognizable patterns and trends. Therefore, it's essential to place buttons where users expect to find them.



From Pixels to Elements

There are two commonly noticed patterns for how users scan and read content on a webpage or interface: the F-Pattern and Z-Pattern. These patterns describe the typical eye movements users make when looking at a page.

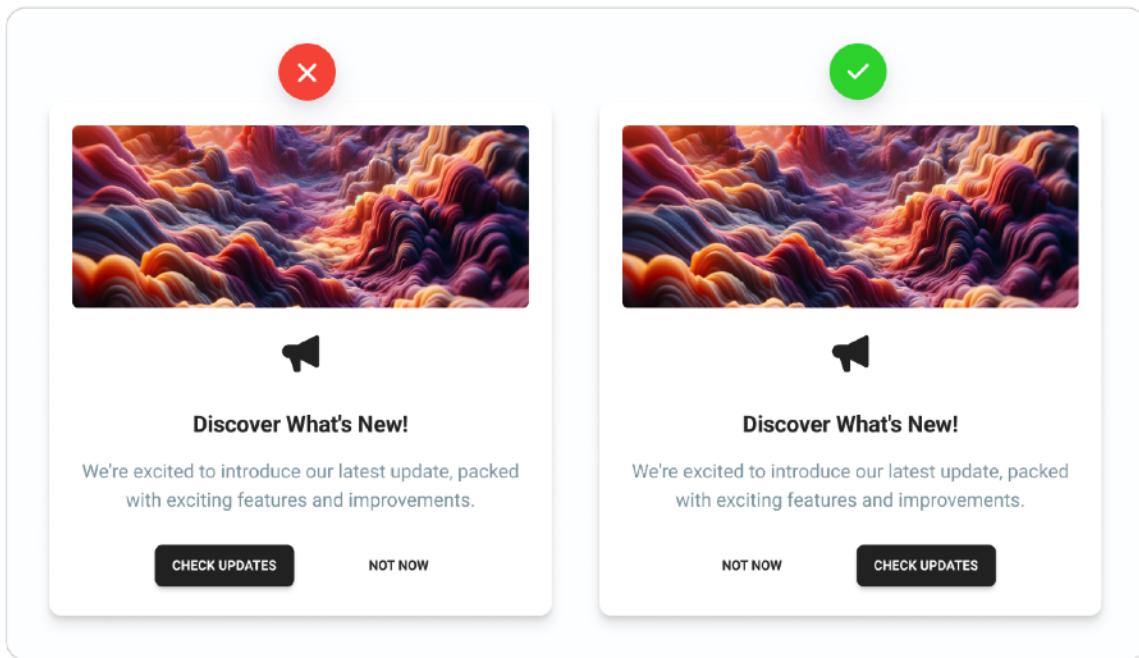
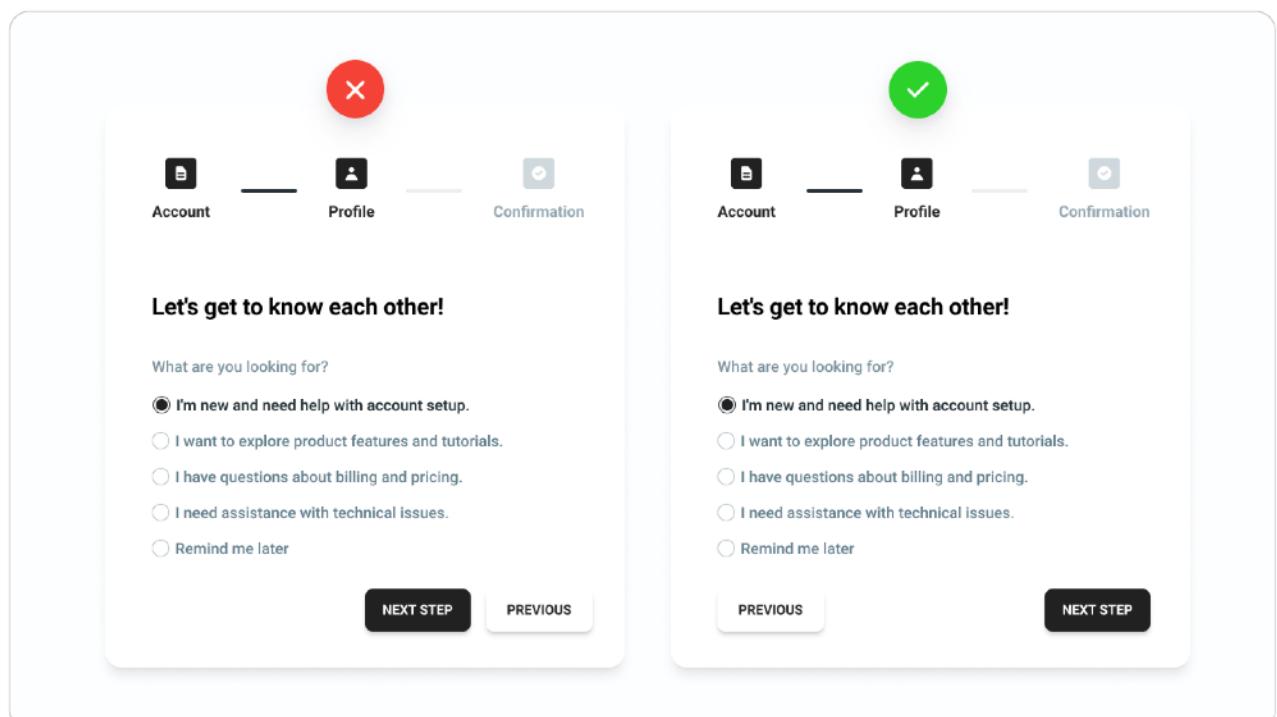


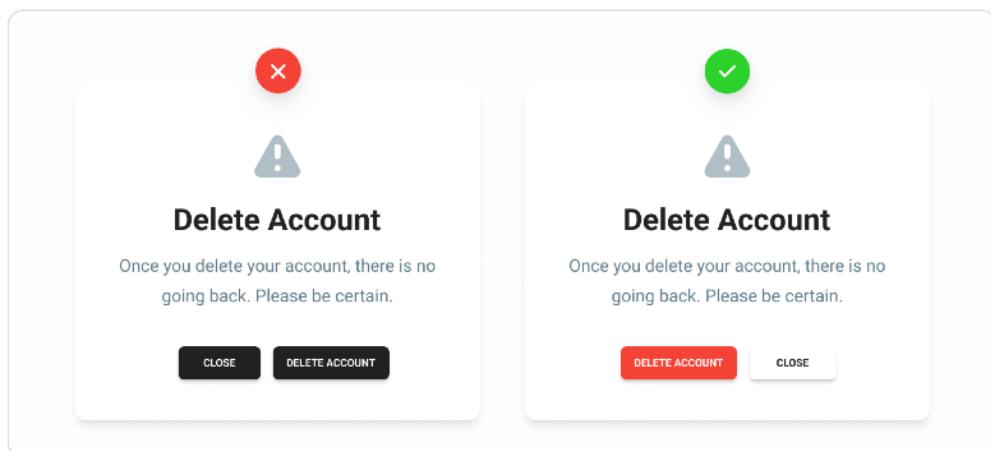
Image AI-generated

Button placement should align with expected user behavior to avoid confusion. When buttons are positioned in areas that users don't naturally scan, other visual cues such as color and size may not be as effective.



Additionally, creating a visual distinction between primary and secondary actions can reduce cognitive load for users. The button that advances or moves forward should be on the right, while the button for going back or returning should be on the left.

Also, it's common practice to switch the positions of these buttons when a website wants to prevent users from taking actions like account deletion.



i. Design with Artificial Intelligence

AI tools can assist designers in choosing button colors by streamlining the color selection process, ensuring accessibility, and optimizing user engagement.



How can color psychology be applied to button design to evoke trust?



To evoke trust through button design using color psychology, consider the following color options and strategies:

1. **Blue:** Blue is often associated with trust, reliability, and professionalism. It's a safe choice for buttons meant to instill trust in users. Use shades of blue, such as navy or royal blue, for buttons like "Sign Up," "Get Started," or "Learn More."

Generated on 18.10.2023

Also, AI tools can help you pick the ideal button style



Help me choose the button styles suitable for a coffee shop based in UK. Include a comparison between the recommended styles.



Certainly! Let's delve into button styles suitable for a coffee shop based in the UK.

1. Vintage Rustic Style:

- Appearance: Distressed textures, vintage fonts, possibly with sepia or brown undertones.
- Pros: Reflects a traditional, cozy, and homey ambiance, which can be synonymous with many classic coffee shops.

Generated on 18.10.2023

and suggest the best labels tailored to your project's industry.



How can button labels be optimized for clarity and sale increase for an e-commerce website?



The right label can guide users more effectively and influence purchase decisions. Here's a breakdown of optimization strategies:

1. Use Clear, Action-Oriented Language:

- Verbs inspire action. Use words that directly indicate what will happen when the button is clicked.

Generated on 18.10.2023

7. Forms

A form is an important user interface component that serves as a structured way for users to input, submit, or manipulate data. It's like a digital document where users can fill in specific information or make selections.

Join Us Today

Enter your email and password to register.

Your Name
Emma Roberts

Your email
name@mail.com

I agree the [Terms and Conditions](#)

REGISTER NOW

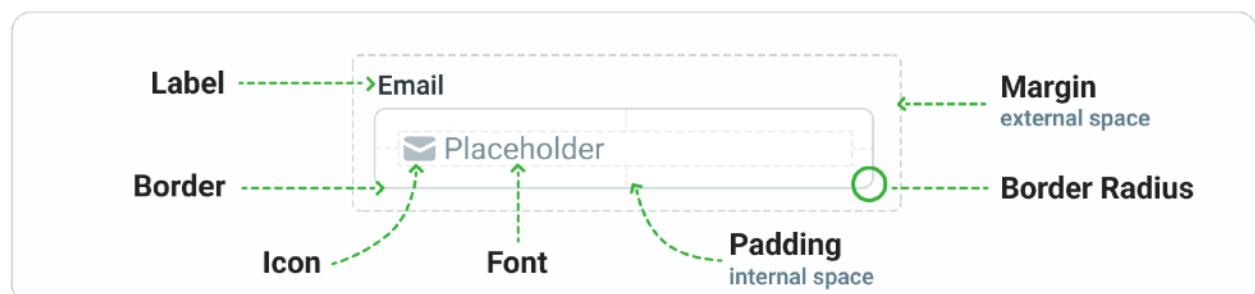
or

SIGN UP WITH GOOGLE

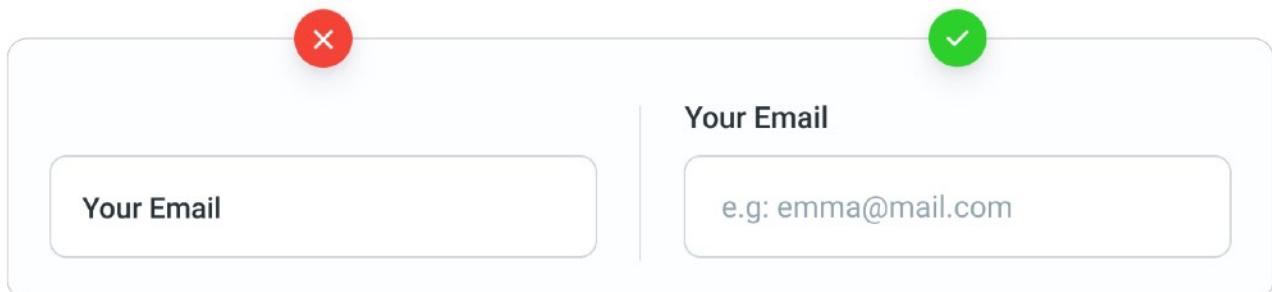
Already have an account? [Login](#)

a. Input

An input field is an UI component that allows users to input text or other data into an application or website. The size and layout of the input field should be comfortable for typing, and the field should accept the type of data expected (e.g., text, numbers, email addresses) to minimize errors.



To enhance user-friendliness and streamline the process, it's highly intuitive to include placeholder text within the input fields. This practice not only ensures a friendly user experience but also promotes time efficiency by providing users with clear examples, facilitating quicker input completion.



Varieties of Input Styles

Input fields can be designed with either outline, icons or additional text.

OUTLINE e.g: emma@mail.com	OUTLINE WITH ICON ✉ e.g: emma@mail.com
OUTLINE WITH LABEL Your Email e.g: emma@mail.com	OUTLINE WITH LABEL AND ICON Your Email ✉ e.g: emma@mail.com
WITH ADDITIONAL TEXT Your Email e.g: emma@mail.com <input type="checkbox"/> I agree the Terms and Conditions	WITH ADDITIONAL TEXT Your Email ✉ e.g: emma@mail.com <input type="checkbox"/> I agree the Terms and Conditions

In most cases, users tend to favor input fields with rounded corners, as they are the prevailing choice. Also, incorporating relevant icons within text fields is a recommended practice, enhancing the intuitiveness of the input process.

State Changes for Input Fields

Text fields should have the capability to alter their visual appearance based on user interactions. This adaptation allows users to understand the outcome of their input through informative feedback.

Providing messages as notifications is an effective means of communication. Such notifications can take the form of an error message, signaling that the form was completed incorrectly (e.g., 'Please enter a valid email address.'), or a success icon, indicating that the form was filled out correctly."

DEFAULT	HOVER
Your Email e.g: emma@mail.com	Your Email e.g: emma@mail.com 
ACTIVE	VALIDATION
Your Email Luca	Your Email Lucamail.com 
ERROR	SUCCESS
Your Email Lucamail.com	Your Email luca@mail.com 
Please enter a valid email address.	

Effective Error Messaging

Instead of simply alerting users to an error, provide clear and precise information about what went wrong and offer actionable steps for correction. This approach ensures that error messages are valuable to users by guiding them toward a solution.

The image shows two side-by-side examples of form validation. Both examples feature a red-bordered input field containing the text "Lucamail.com". A red circle with a white "X" is positioned above the input field on the left, and a green circle with a white checkmark is positioned above the input field on the right. Below the input field on the left, the text "An email address must contain a single @" is displayed in red, indicating an error. The background is a light gray gradient.

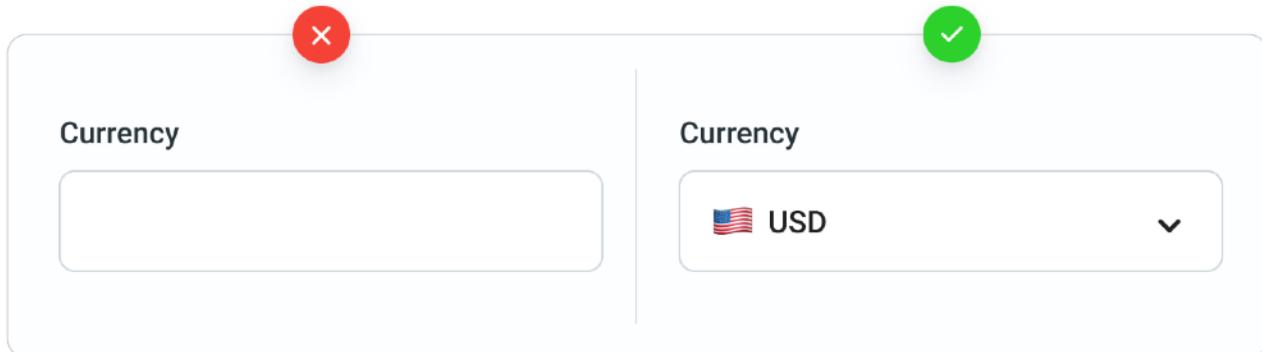
Inputs Width

In certain situations, inputs need to adhere to specific width constraints due to limited text field space. Employing a narrower width for these fields offers a more structured and organized appearance, enhancing the overall design coherence.

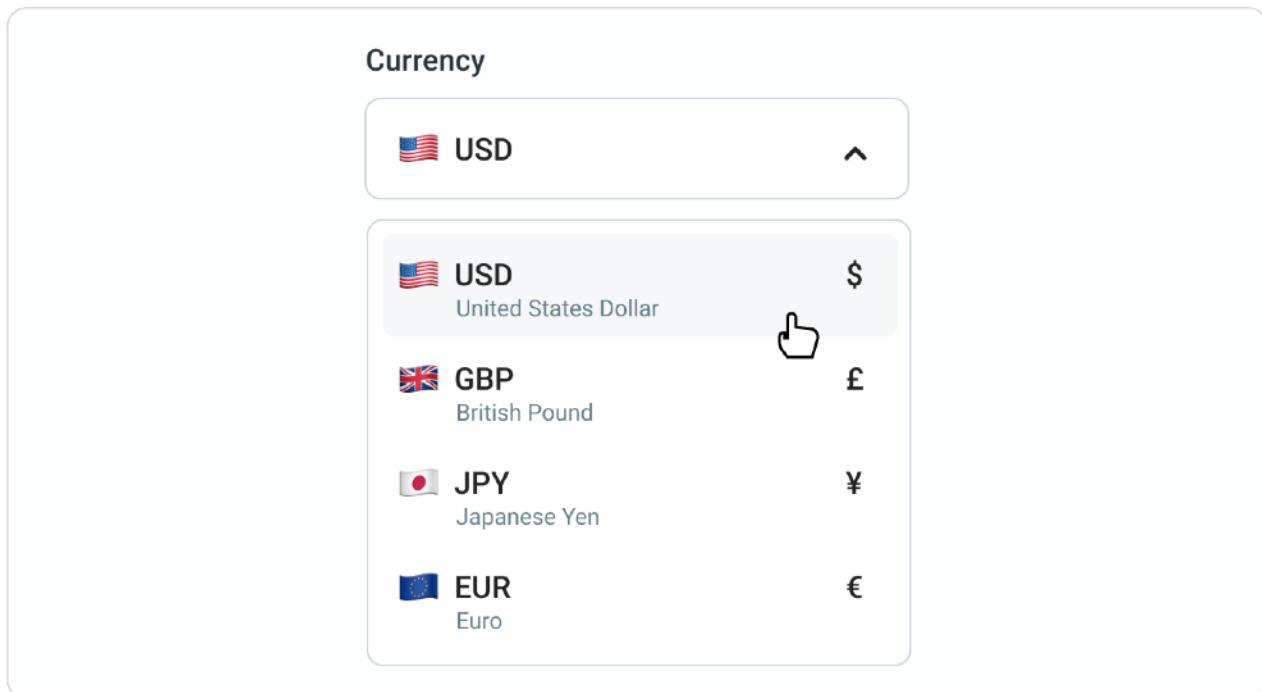
The image shows two side-by-side examples of a payment form. The left example has a vertical layout with several input fields: "Your Name" (value: Emma), "Your Email" (value: emma@mail.com), and a checkbox for "I agree the Terms and Conditions". Below these is a section titled "Shipping Address" with fields for "Address" (value: e.g. Wall Street), "City" (value: City), "Postal Code" (value: 0000), and "Country" (value: USA). A "PROCEED TO PAYMENT" button is at the bottom. The right example shows the same information but with a more horizontal and compact layout. The "Your Name" and "Your Email" fields are side-by-side. The "Shipping Address" section is also more compact, with the "Address" field being longer and the "City", "Postal Code", and "Country" fields stacked vertically. The "PROCEED TO PAYMENT" button is also more prominent at the bottom.

b. Dropdown

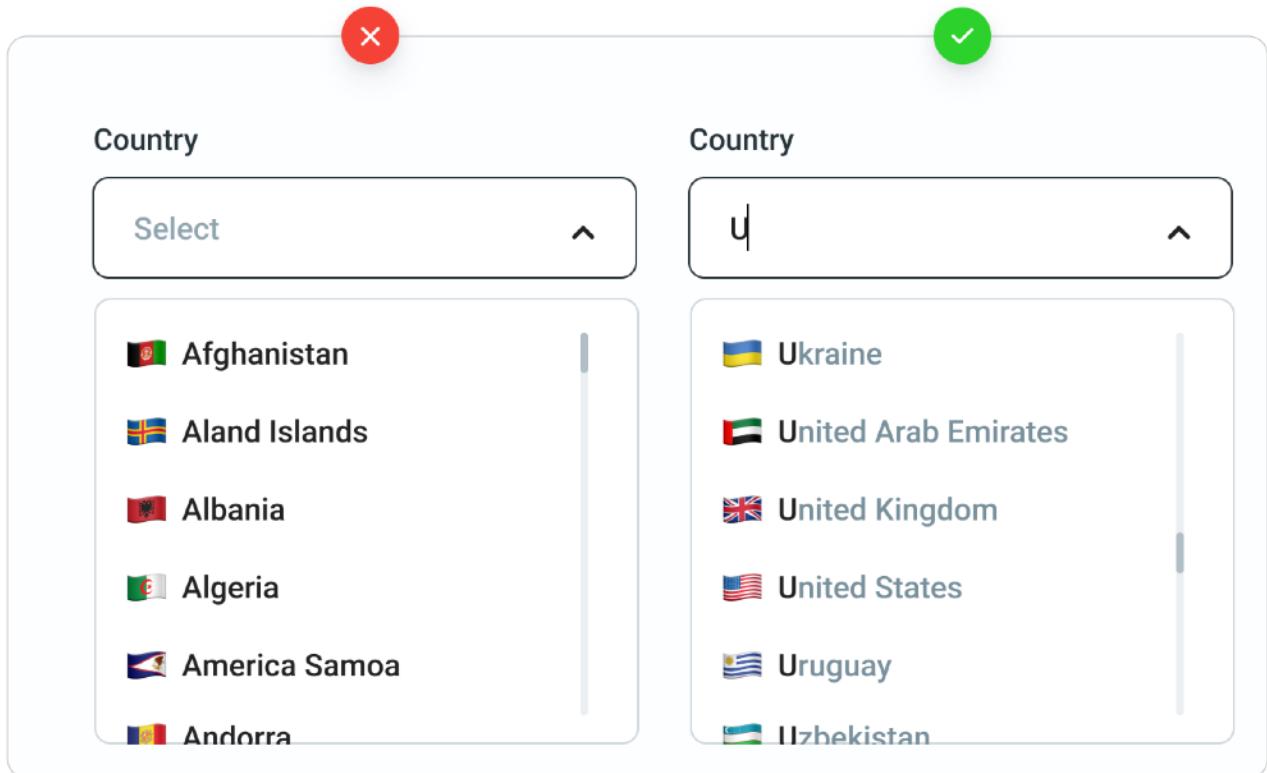
From a structural perspective, the dropdown is essentially an input element accompanied by an icon. However, its functionality differs significantly. The placeholder text within the dropdown suggests the presence of a list, while the icon, typically represented as a chevron, implies that the user needs to make a selection.



The dropdown becomes active when the user interacts with it, revealing a list of available items from which they can make their preferred choice. This type of selection interface is particularly recommended when there are more than four items to choose from.

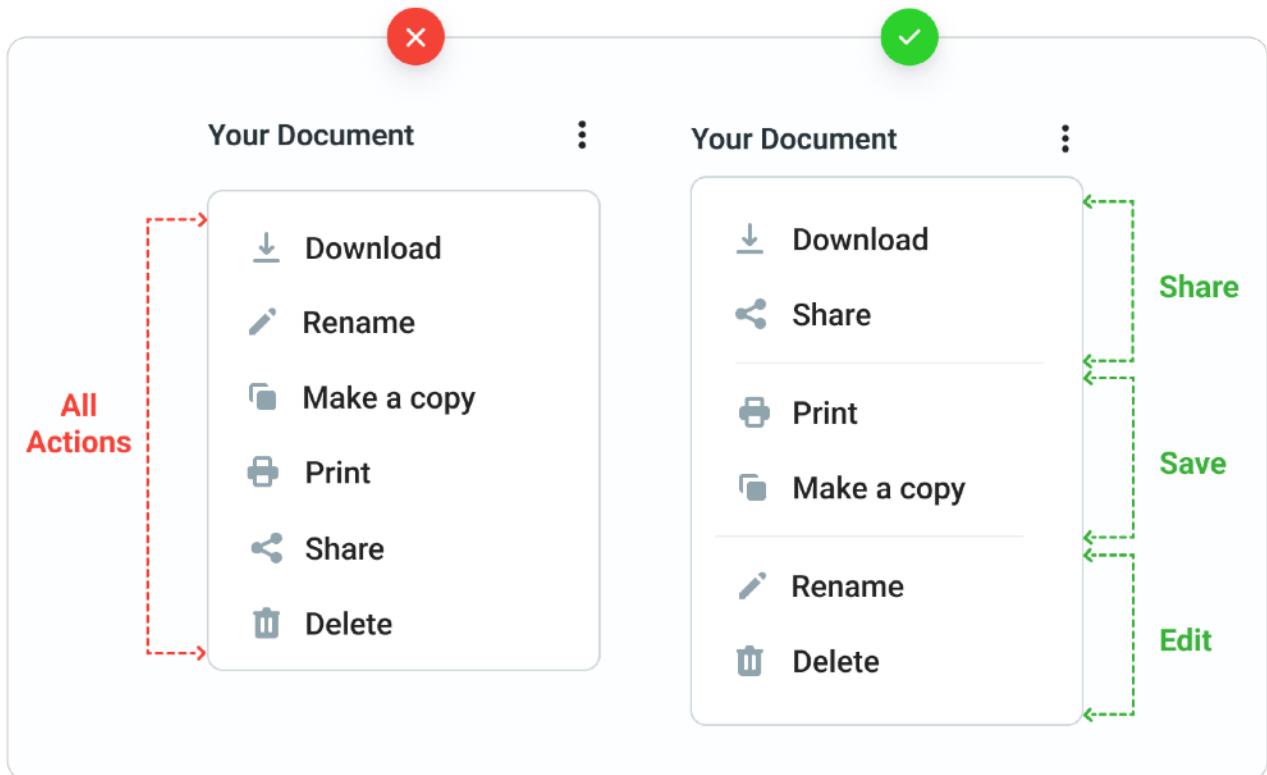


An additional feature that can enhance the overall user experience is the integration of a search function within the dropdown.



The scrollbar serves the purpose of preventing an excessively long list, while also communicating to the user that multiple options are available. This approach helps users locate their desired option more efficiently and speed up the selection process.

Moreover, when designing a dropdown, it is an improvement to ensure that its content remains user-friendly. Implementing visual categories or employing dividers can enhance the overall user experience.



c. Radio Button

Similar to dropdown menus, radio buttons are employed to facilitate a choice from a list.

What is your role?

We are delighted to get to know you better

UI/UX Designer Web Developer Other

Next Step

Radio buttons come into play when there exists a list of two or more options that are mutually exclusive, requiring the user to make a single selection from the available choices. Choosing an unselected radio button will automatically deselect any previously chosen radio button within the list.

What card do you pay with?

Choose your card

VISA/MasterCard/EuroPay ApplePay PayPal Purchasing Card

What card do you pay with?

Choose your card

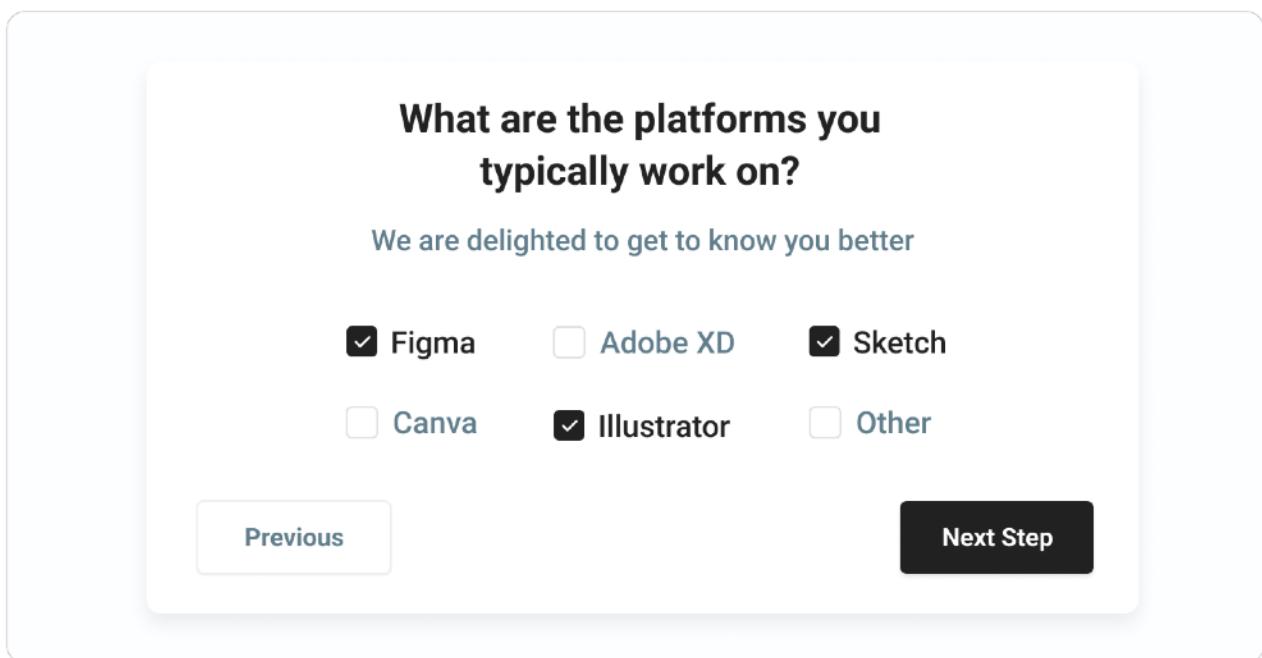
VISA/MasterCard/EuroPay ApplePay PayPal Purchasing Card

Next Step

Next Step

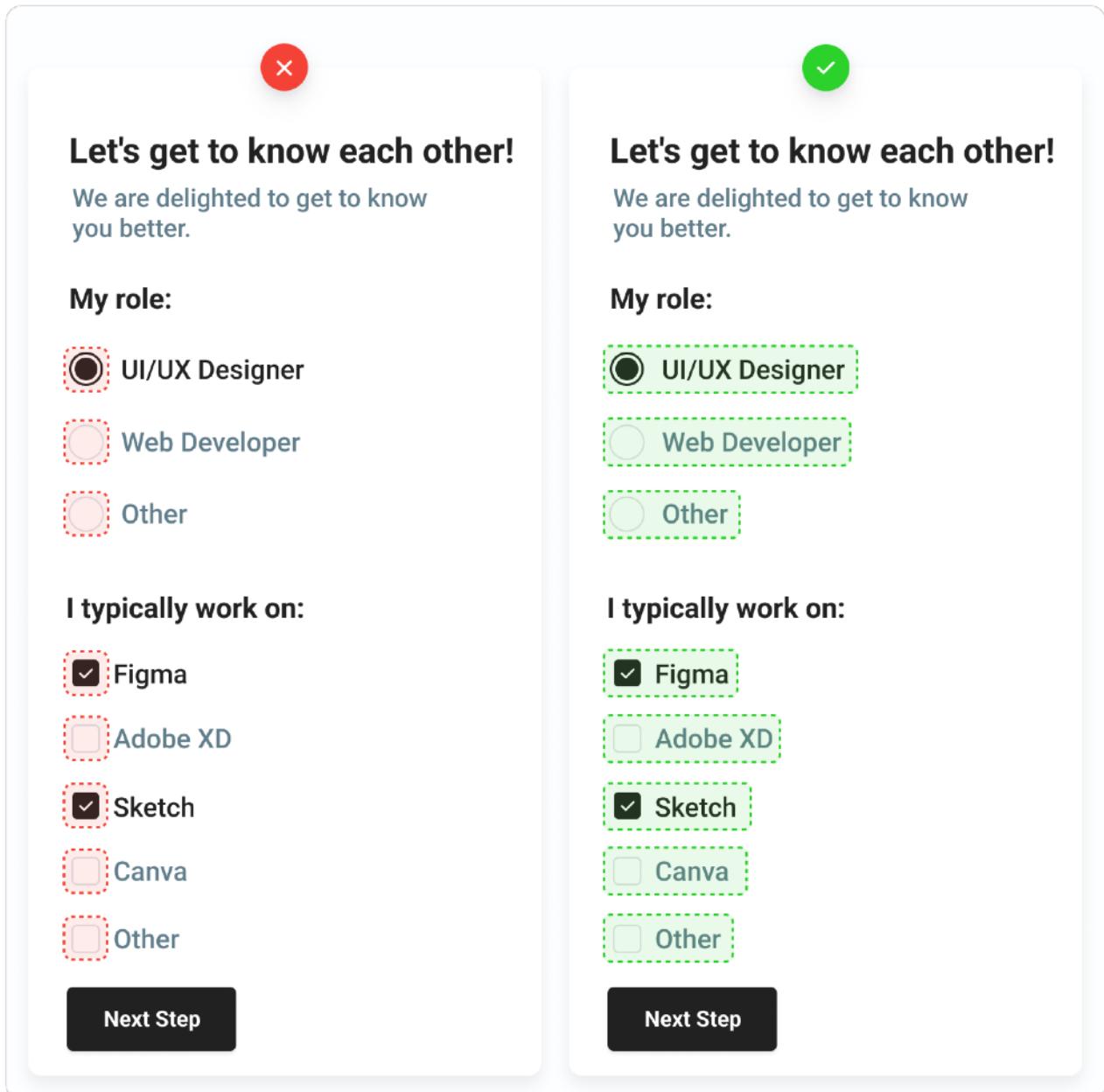
d. Checkboxes

Checkboxes are employed when presenting a list of options, allowing users to select any number of choices, whether it's one or several. Each checkbox operates independently, meaning selecting one checkbox won't affect the others in the list.



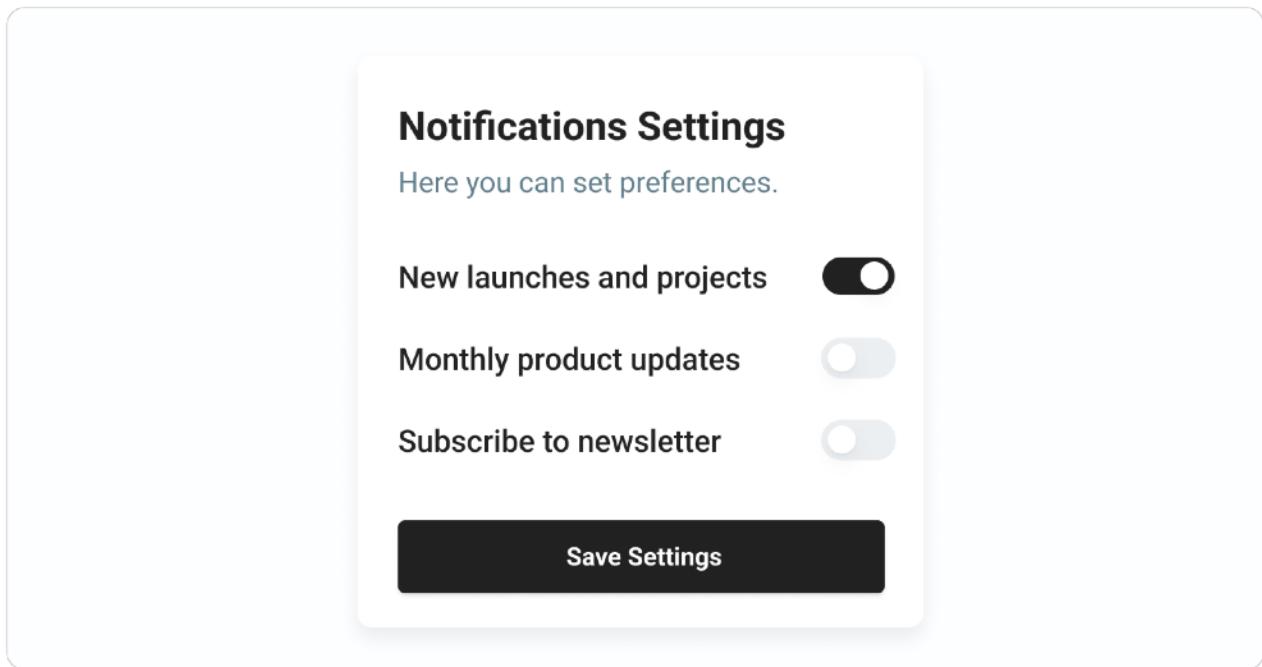
Interactive Area

Given their compact size, it's important to designate an interaction area for desktop and touch area for mobile devices to ensure accessibility. Desktop users benefit from precise mouse cursor control, simplifying interactions with these elements. In contrast, mobile interactions should accommodate the typical fingertip size, with an interaction area exceeding 48px to ensure ease of use.

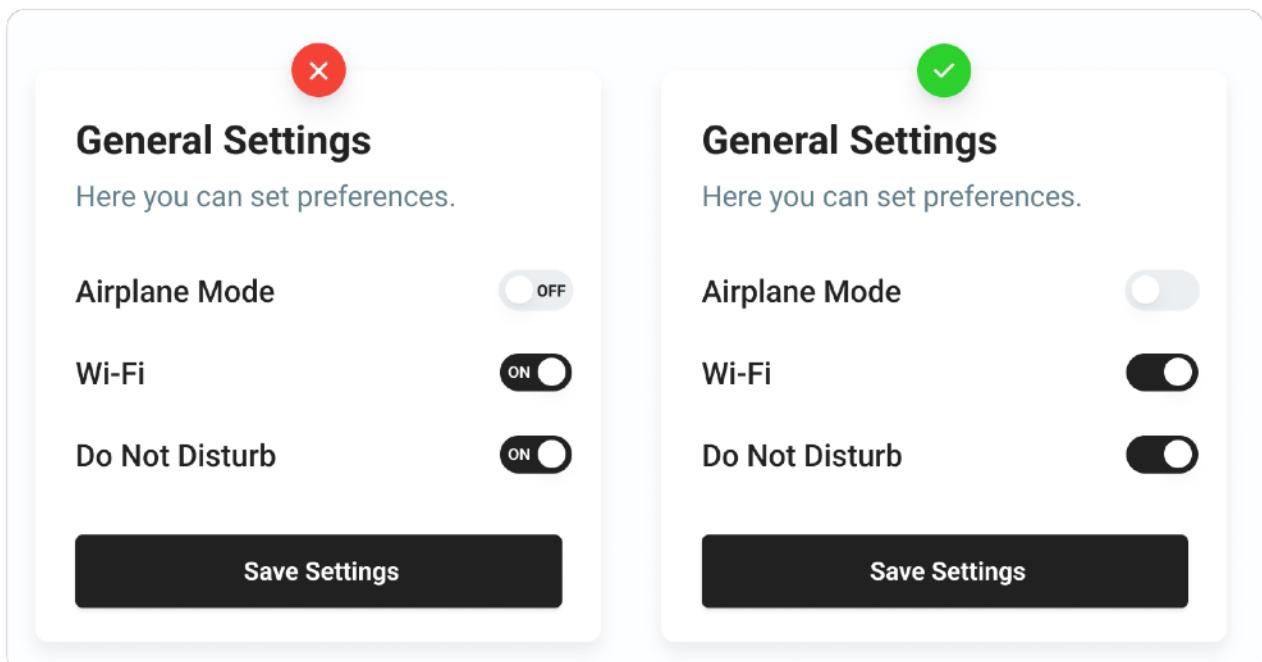


e. Toggle Buttons

A Toggle Button is a user interface element with two interconnected states, such as On / Off, Light/ Dark, or Active / Inactive. Its design and functionality are inspired by physical switches, allowing users to toggle various settings.



Avoid incorporating the text "ON" and "OFF" directly into the button's graphics as it can make it more challenging for users to determine the current state. Instead, use a distinct color to indicate the active state.



From Pixels to Elements

While most user data is collected through forms, it's essential for users to complete them accurately and patiently for the information to be meaningful. However, when a form appears lengthy, users may be discouraged. In such cases, dividing the inputs into categories and organizing them into steps can help improve the user experience.

The image displays two wireframe prototypes of a user registration form, illustrating the transition from a single large form to a step-by-step process.

Top Prototype (Single Form):

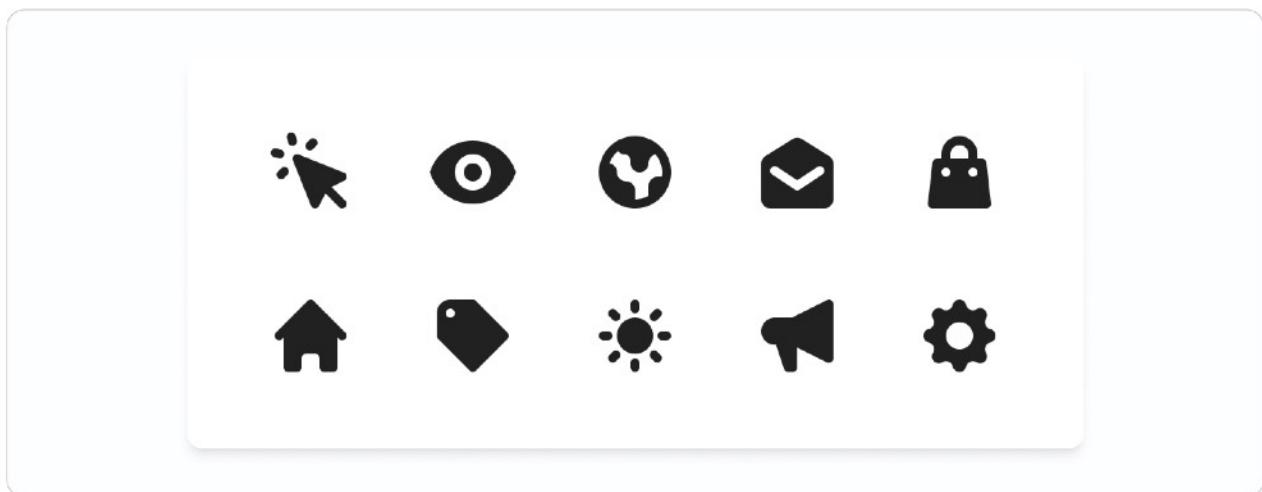
- Header:** "Nice to meet you!"
- Fields:** "Your name" (text input), "Your email" (text input), and a checkbox for "I agree the [Terms and Conditions](#)".
- Section:** "Let's get to know each other!"
- List:** A list of five options for what the user is looking for, with the first option ("I'm new and need help with account setup") selected.
- Section:** "Confirm your email address"
- Note:** "We have sent a four-digit verification code to the email address associated with your account, name@company.com. To complete the confirmation of your email address, please enter the provided code in the field below."

Bottom Prototype (Step-by-Step Process):

- Header:** "Nice to meet you!"
- Fields:** "Your name" (text input), "Your email" (text input), and a checkbox for "I agree the [Terms and Conditions](#)".
- Progress Bar:** Shows three steps: "Account" (selected), "Profile", and "Confirmation".
- Next Step:** A button labeled "NEXT STEP".

8. Icons

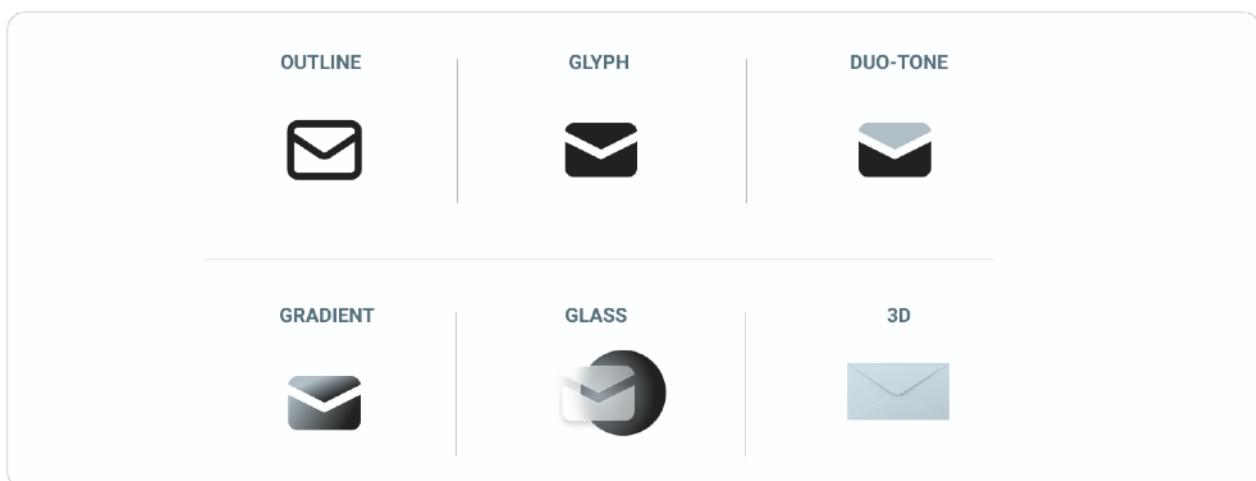
Icons are straightforward symbols employed in various contexts to convey information. Research has shown that the majority of individuals process images more quickly than text. Therefore, icons should be readily recognizable and comprehensible to ensure an exceptional user experience.



heroicons.com (MIT License)

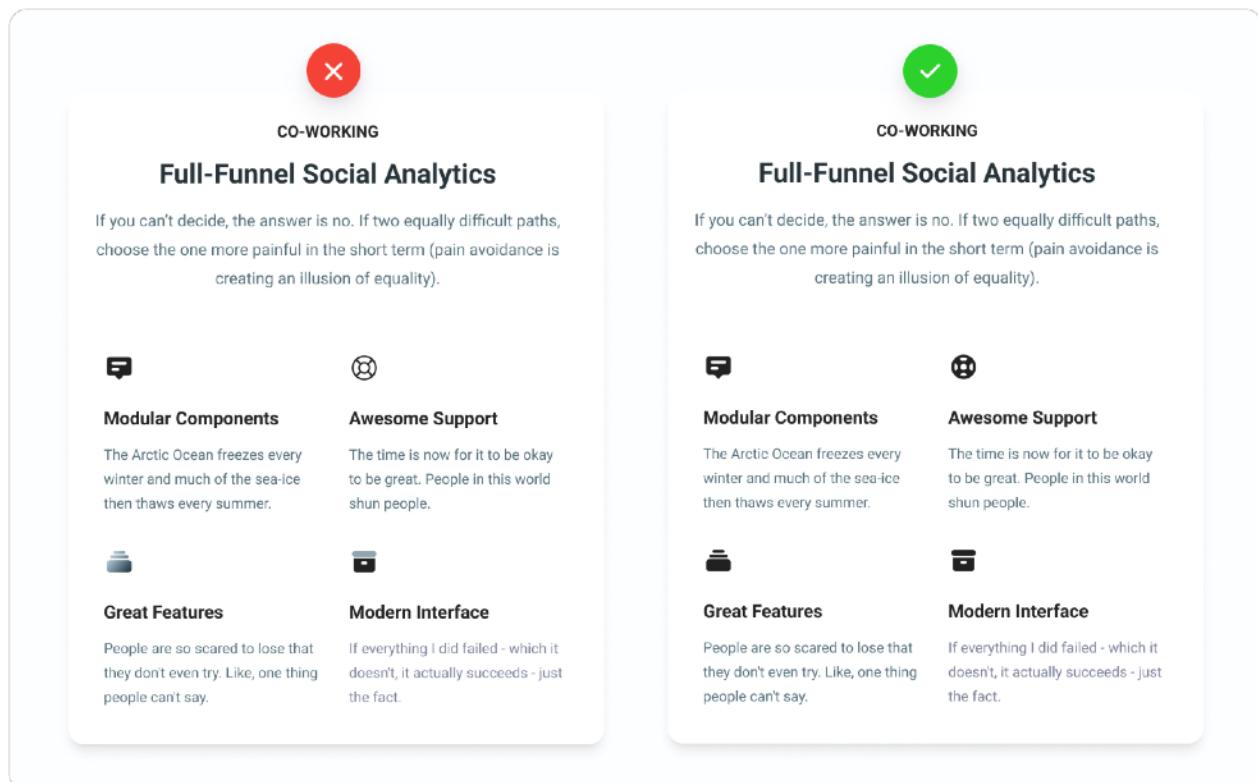
a. Icon Styles

There are several icon styles to choose from, but the most common ones are Outline Icons, Glyph Icons, and Duo-Tone Icons. These styles are popular because they are easy to view and understand.



On the other hand, Gradient Icons and Glass Icons can have a more striking effect, but they should be used sparingly to prevent visual fatigue, especially if they appear frequently throughout a project. Additionally, 3D icons gained popularity and are best suited for larger sizes.

It's essential to maintain consistency in your project's icon style. Mixing multiple icon styles can confuse users, so it's better to select an icon pack that adheres to a specific style. Fortunately, there are numerous icon libraries available, allowing you to find the perfect set of icons that matches your design needs.



b. Icon Functions

Icons serve various functions depending on their purpose within a design. These functions can be categorized into three main types: clarification, interactivity, and decoration.

Clarification Icons

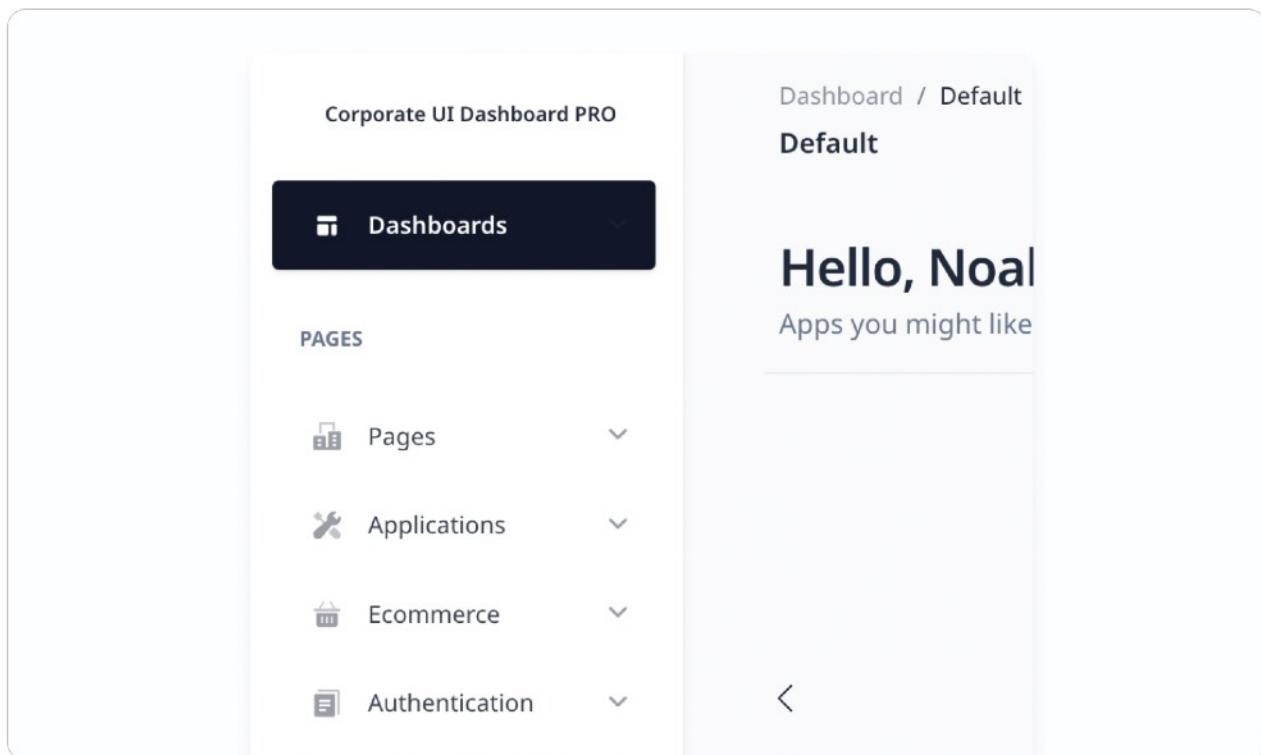
Clarification icons are designed to visually illustrate accompanying text. This approach engages multiple aspects of perception simultaneously, enhancing the user's understanding of the content. Users who quickly grasp the meaning of the icon may not pay as much attention to the text, while those who rely more on text for comprehension will benefit from the visual reinforcement. This dual approach reduces the risk of misunderstanding or misinterpretation.

The screenshot shows a website header with the title "Turn your idea into a startup". Below the title is a subtitle: "We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play." Underneath this are three service cards, each with an icon and a brief description:

- Check our team**: An icon of a hand pointing at a screen. Description: "People in this world shun people for being great. For being a bright color. For standing out." [READ MORE →](#)
- Support 24/7**: An icon of a person with a gear inside their head. Description: "We get insulted by others, lose trust for those others. We get back here to follow" [READ MORE →](#)
- Unlimited revisions**: An icon of a document with a checkmark. Description: "The time is now to be okay to be the greatest you. Would you believe in what you believe in?" [READ MORE →](#)

Interactive Icons

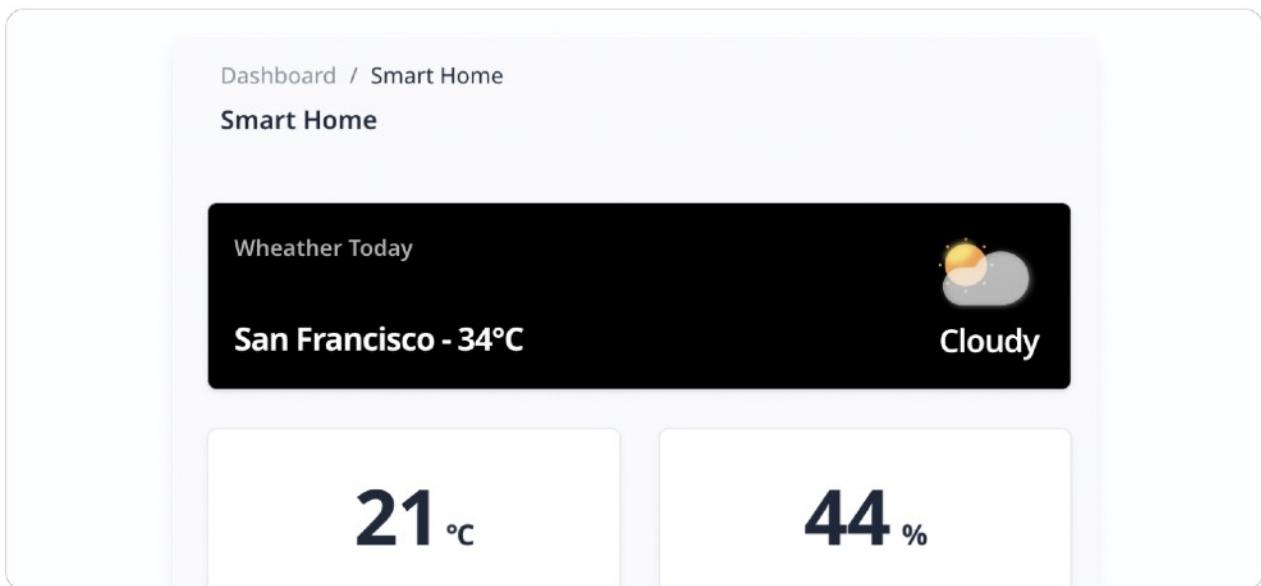
Interactive icons are typically found in areas where user engagement is required. Their primary function is to represent an action that users can perform. These icons directly facilitate the interaction process and play a essential role in navigation. For instance, users can click or tap on interactive icons to initiate specific actions or functions in response to their input.



Corporate UI Dashboard PRO by Creative Tim

Decorative Icons

Decorative icons primarily serve an aesthetic purpose. They enhance the visual appeal of a design and can attract and engage users, contributing to a positive user experience. Decorative icons are often used as illustrative elements, adding visual interest and creativity to the overall design.

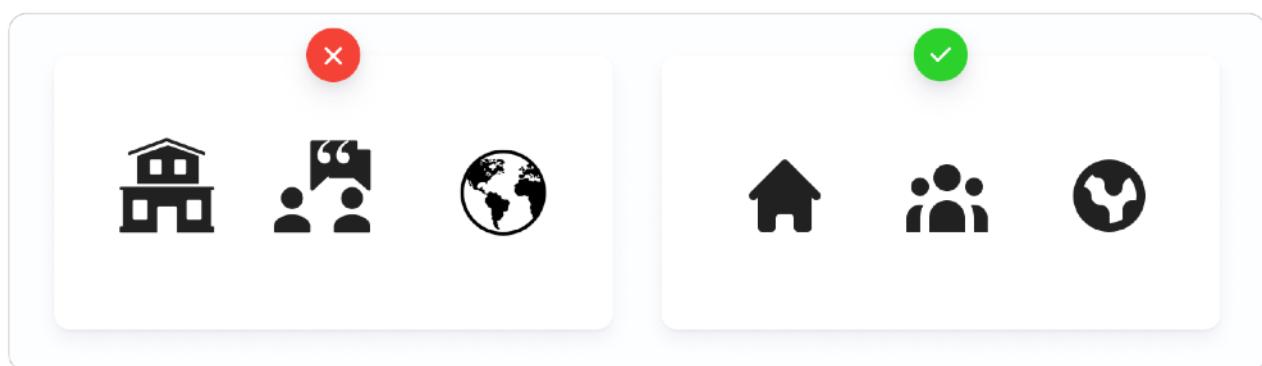


Corporate UI Dashboard PRO by Creative Tim

c. Utilizing Icons Effectively

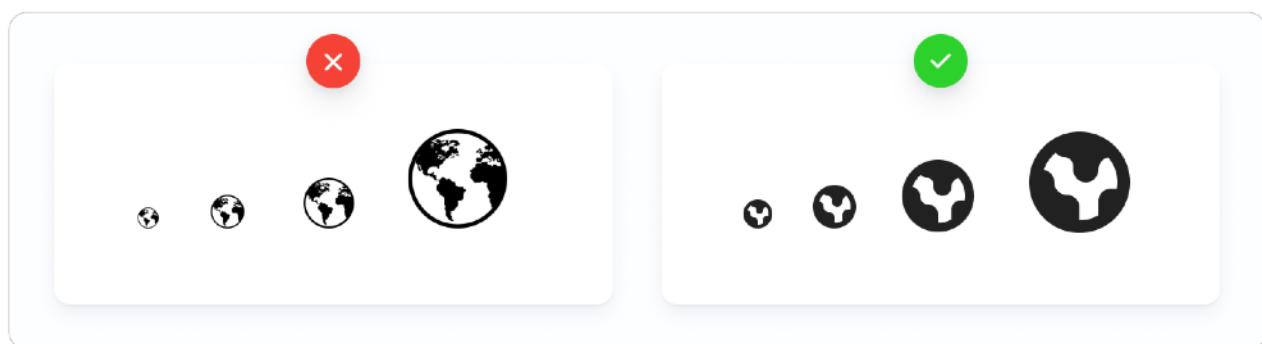
Clarity and Simplicity

Icons should prioritize simplicity for ease of comprehension. When icons become overly intricate, their meanings may be subject to interpretation, leading to user confusion. Therefore, simplicity in icon design enhances the overall user experience.

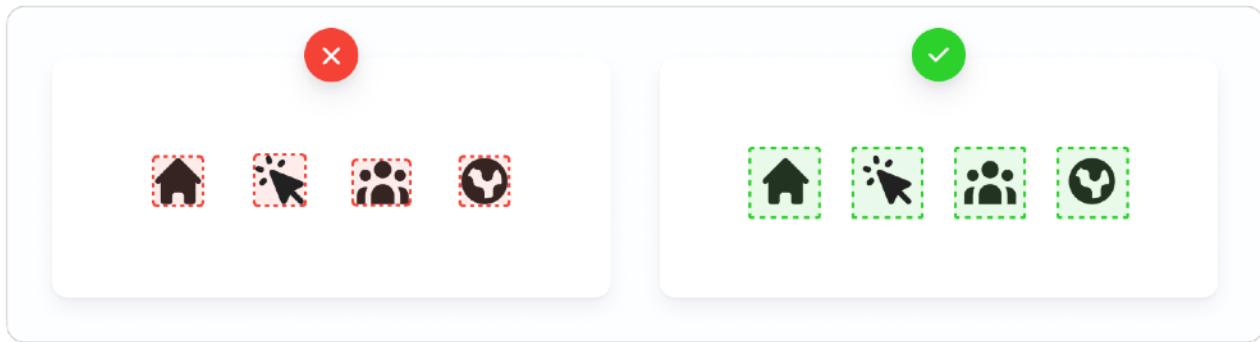


Scalability and Versatility

Icons should maintain their visual integrity and readability across various sizes and resolutions. To facilitate easy and accurate scaling, icons should be contained within a defined frame.

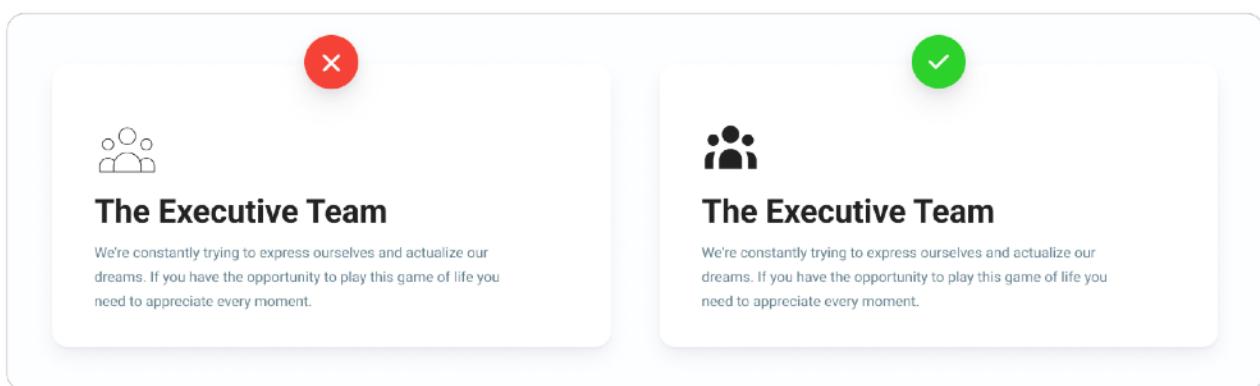


Once the frame size is established, all icons can be adjusted to fit within this space. Common frame sizes include 16x16px, 24x24px, or 32x32px, with other sizes used as needed. Resizing the frame will proportionally adjust the icon.

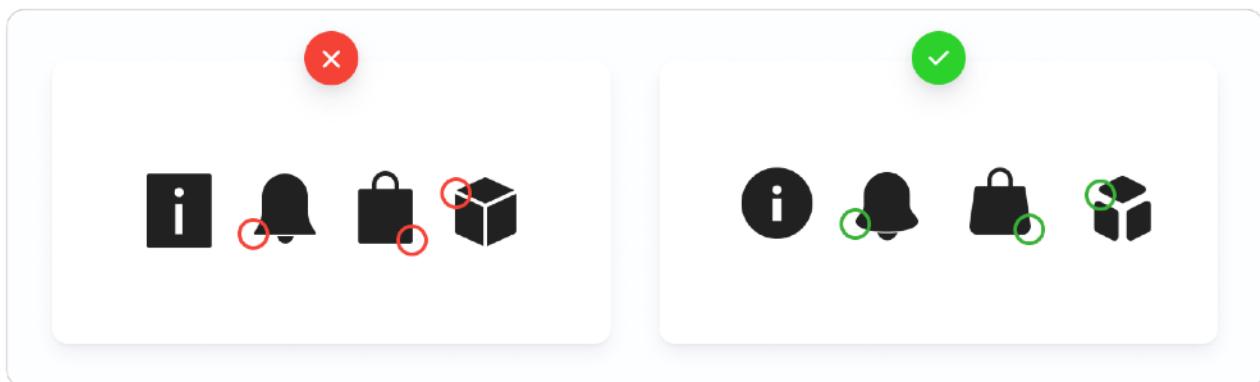


Consistency

Maintaining consistency is important, beginning with the color palette. Using no more than three to four colors helps maintain a clean and coherent design. Additionally, attention should be given to line widths in icons, ensuring uniformity across all icons and alignment with text line widths.



Applying the insights from the article "Why Rounded Corners Are Easier on the Eyes," particularly in the Buttons chapter, can also be beneficial for icons.



Rounded icons, like rounded buttons, tend to enhance user-friendliness.

Resources for Free Icons Library:

heroicons.com

icons8.com

materialdesignicons.com

nucleoapp.com/free-icons

figma.com/community

worldvectorlogo.com

9. Images

As humans, our brains process images a staggering 60,000 times faster than text, and approximately 90% of the information we absorb is visual in nature. This inherent visual nature can be harnessed to significantly improve data processing and the overall effectiveness of a design.

When working with images, it's essential to establish a clear focal point to ensure they can be effectively cropped without sacrificing context. A useful guideline to follow is: "If an image is challenging to interpret on a small screen, it's likely not the optimal choice." As a best practice, always conduct testing with your images across various screen sizes and aspect ratios to ensure they maintain their impact and clarity.

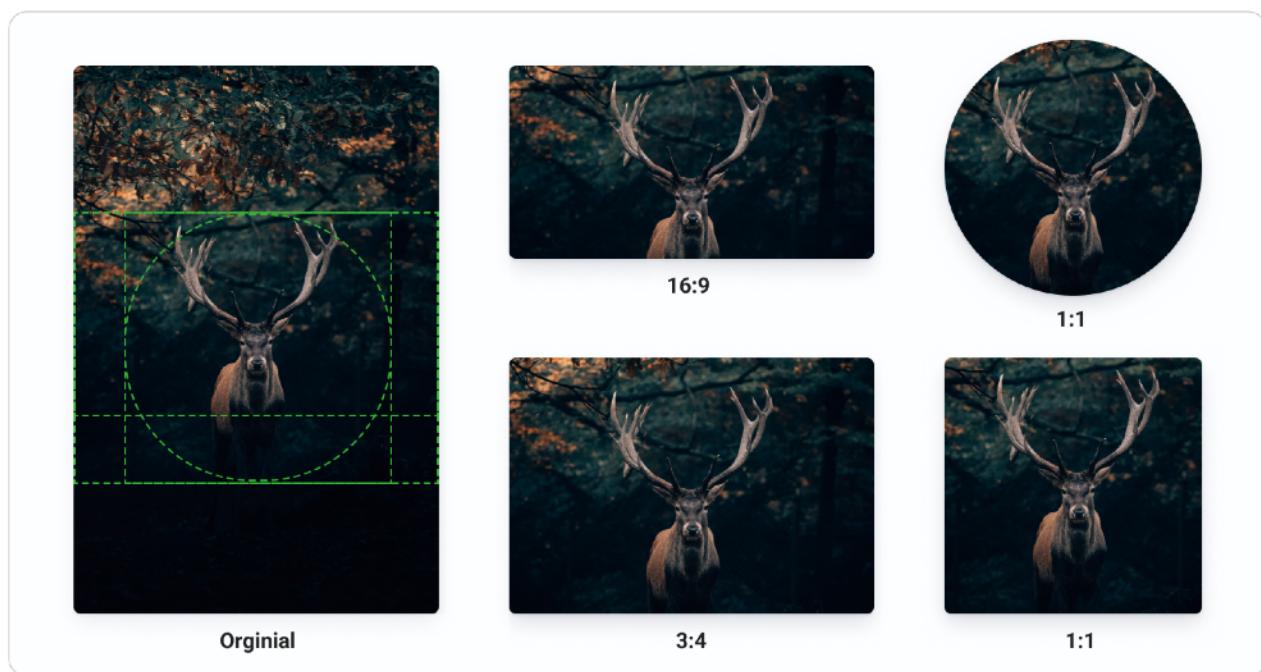


Image source number: 23. Check the end credits

a. Image Clarity

In the realm of product design, ensuring impeccable image clarity holds utmost importance. When users encounter blurry or fuzzy images, it immediately conveys a sense of low quality, which can be a significant detriment to both the brand and its products.

Prior to uploading images to a website or application, an important initial task involves image compression. This process not only optimizes loading speed but also plays a pivotal role in maintaining image clarity, contributing to an enhanced user experience.

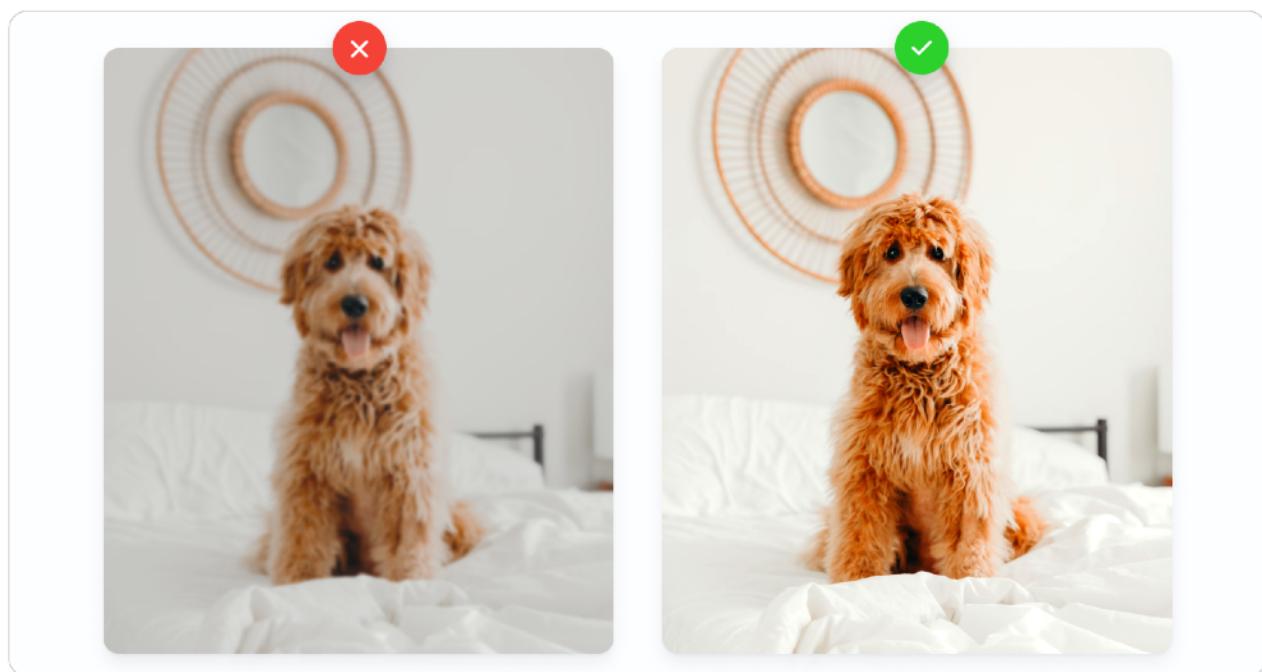


Image source number: 24. Check the end credits

b. Visual Uniformity

Visual uniformity is the cornerstone of a polished design. Identify a style that resonates with your target audience and establish clear guidelines, perhaps in the form of a mood board, to maintain this consistency. When incorporating stock imagery, it's vital to source from collections that align with your chosen style. This ensures uniformity in terms of style, color palettes, and well-balanced visual compositions across all your visuals.

✗
✓










Moodboard Palette
Moodboard Palette




Image source numbers: 25, 26, 27, 28, 29, 30. Check the end credits

c. Contextually Appropriate

Incorporating images that are contextually irrelevant can lead to user confusion. It's important to have a deep understanding of the brand's concept. This understanding enables you to make judicious choices between more serious or playful imagery that aligns with the brand's identity. Images should always be pertinent, evoking the appropriate emotions and resonating with the website or application's subject matter and theme.

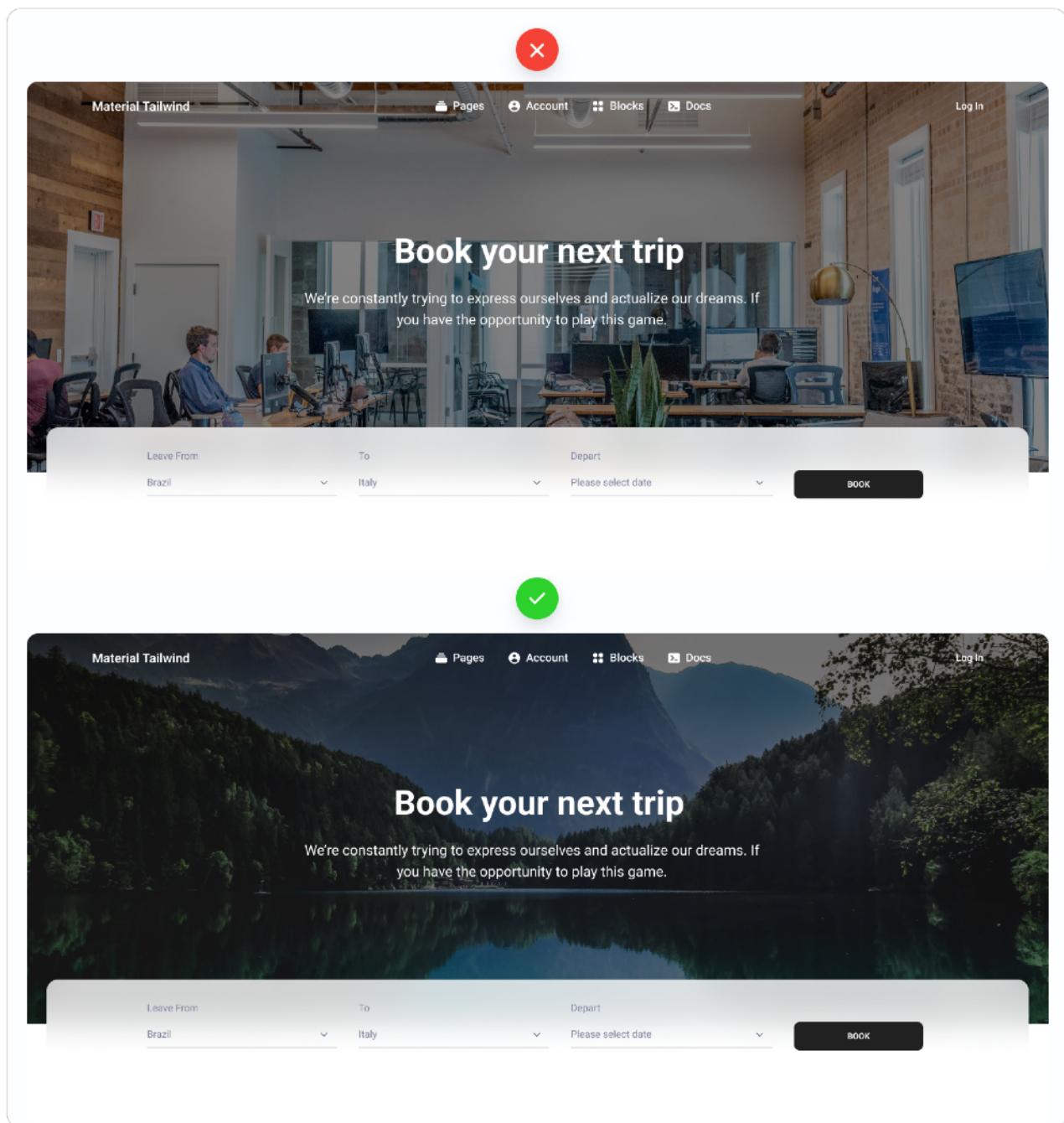


Image source numbers: 31, 32. Check the end credits

d. Images and Typography

Typically, images lack the requisite consistency for overlaid text. In such cases, a filter must be applied to the image, usually in black or another primary color. The filter's opacity can vary depending on the image's brightness, ranging from 50% to 80%. This opacity level ensures that image details remain visible while enhancing the legibility of overlaid text.

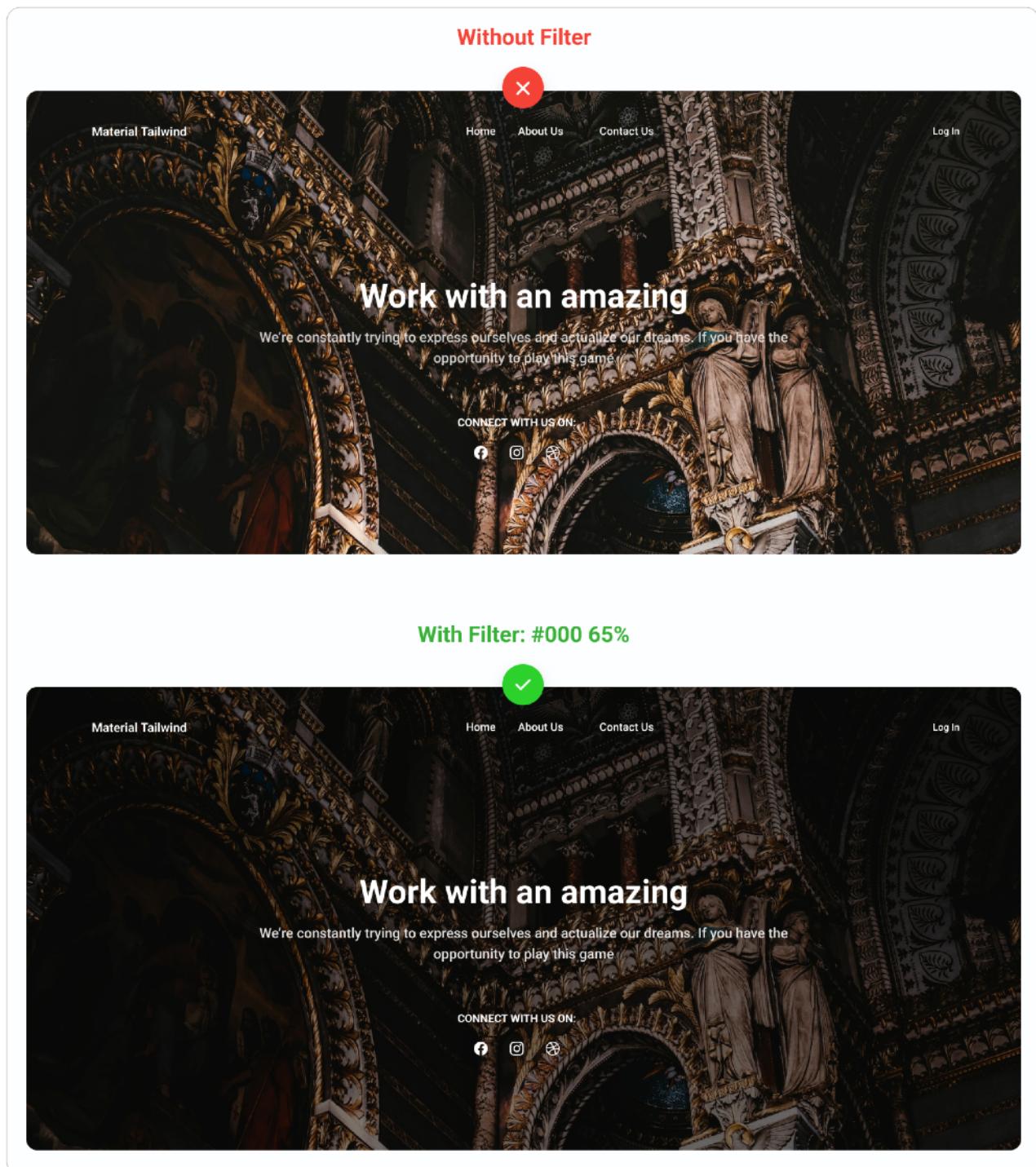


Image source number: 33. Check the end credits

Allow Your Design to Breathe

Ensuring there is enough space between elements, such as text, images, and buttons, to create a visually balanced and comfortable design.

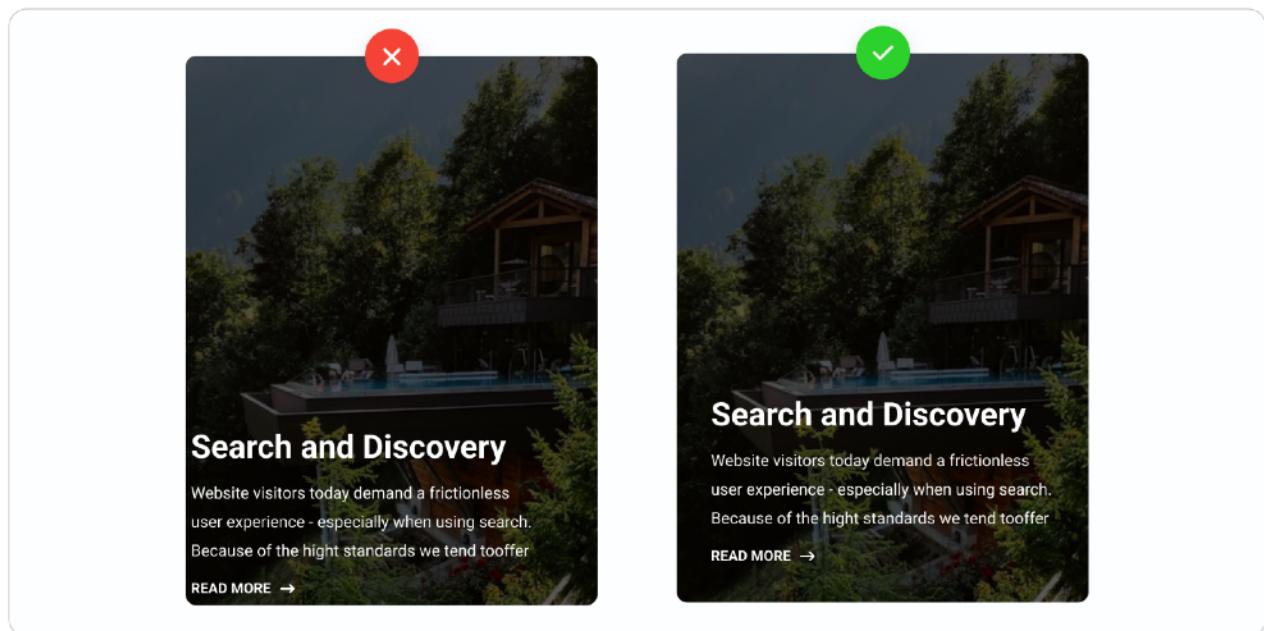


Image source number: 4. Check the end credits

Open Images

Choosing images that have minimal visual clutter and leave room for other design elements, contributing to a clean and uncluttered layout.

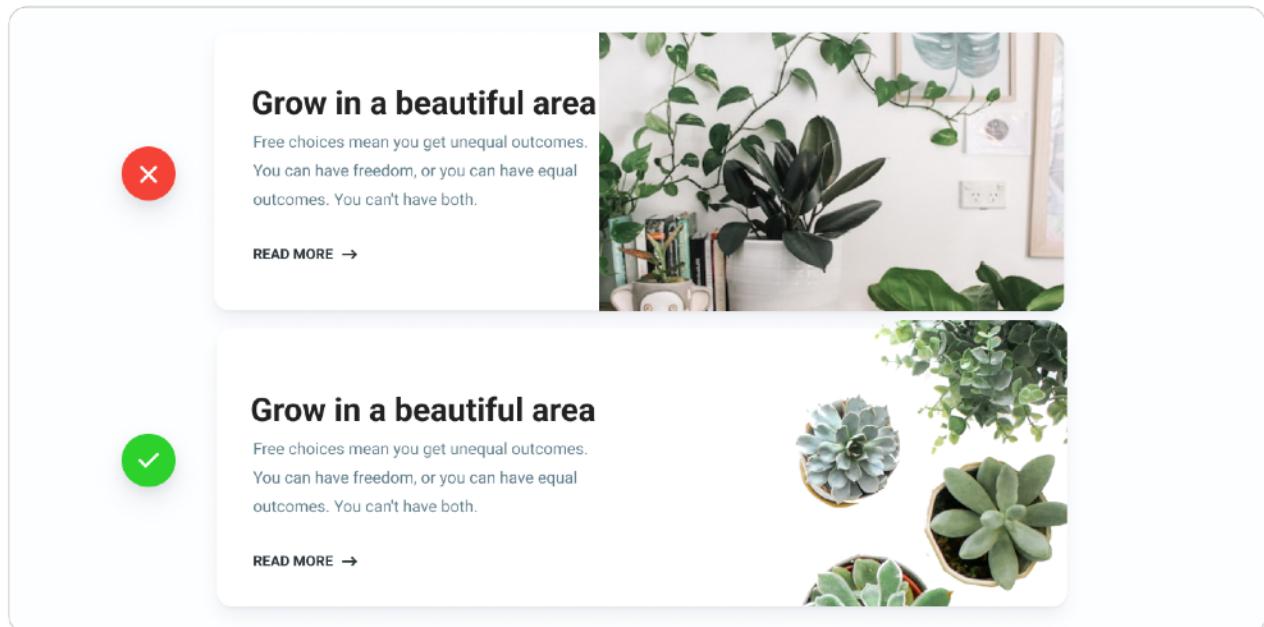


Image source number: 34. Check the end credits

Concise Messaging

Focusing on delivering the key message with minimal text, eliminating unnecessary details to maintain a streamlined and efficient use of space.

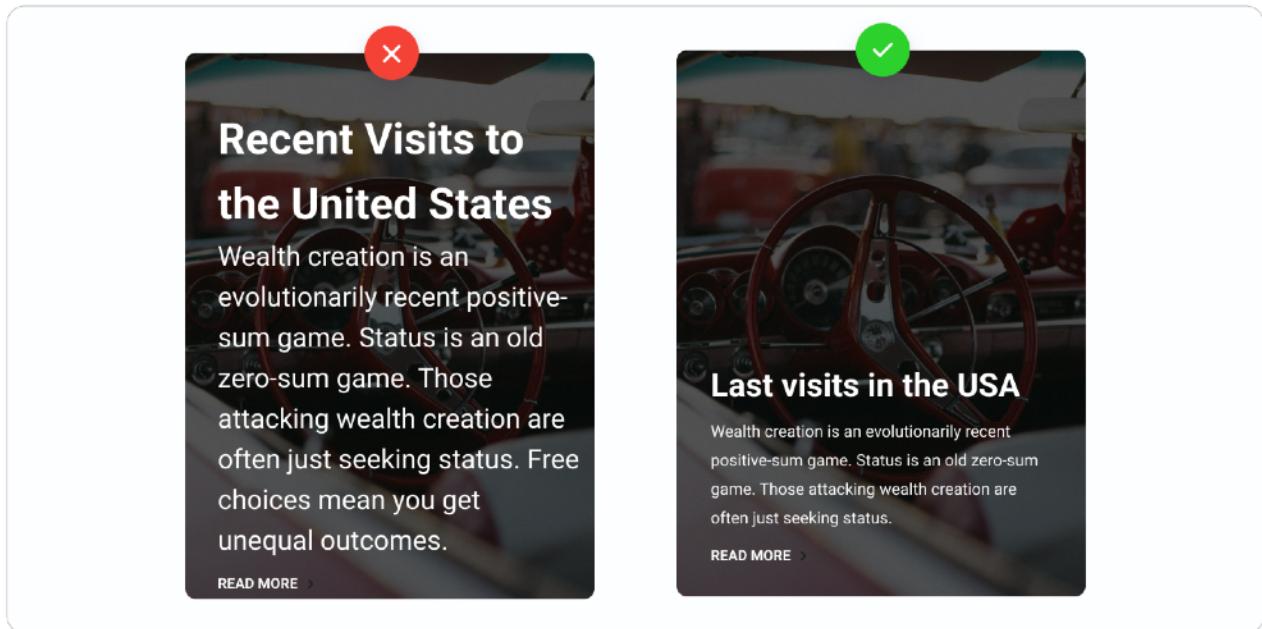


Image source number: 35. Check the end credits

e. The "Rule of Thirds"

The "Rule of Thirds" is a composition guideline suggesting that an image should be divided into nine equal parts using two equally spaced horizontal lines and two equally spaced vertical lines. Important elements within the composition should align with these lines or their intersections. Placing a subject at these points can infuse the composition with more tension, energy, and visual interest compared to centering the subject.

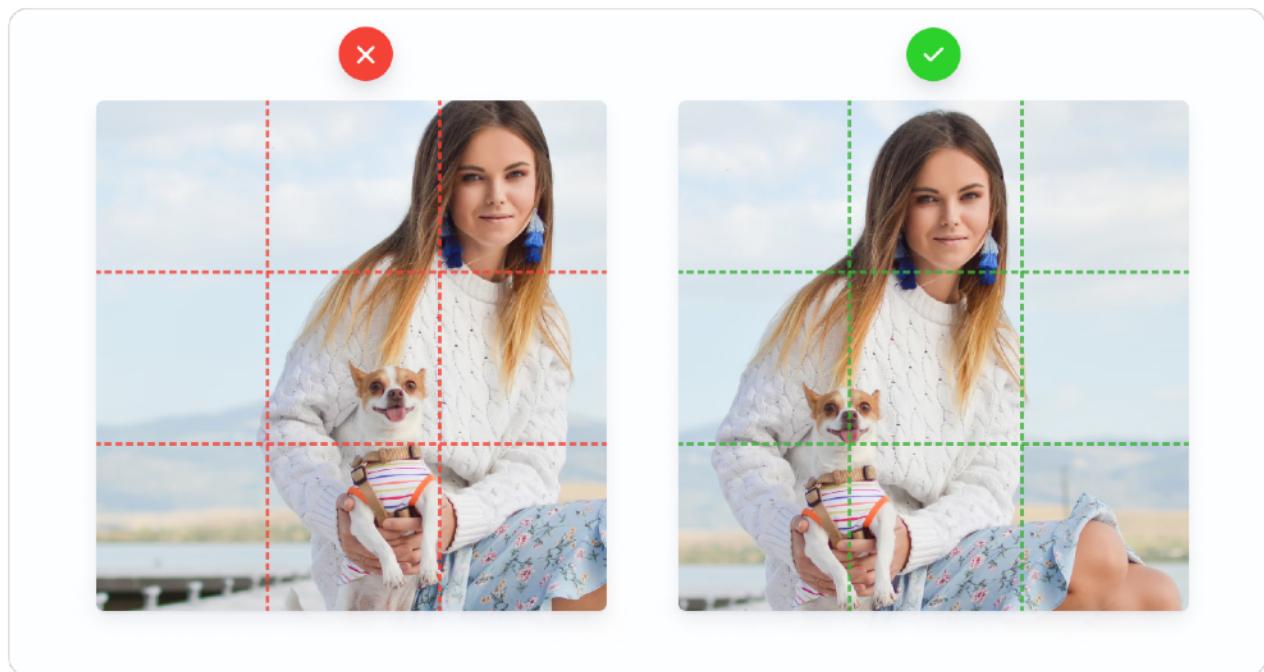


Image source number: 36. Check the end credits

In conclusion, for a positive user experience, it is recommended to use images that convey a sense of humanity. The presence of people can inspire confidence, nature scenes can evoke a sense of calm, and the inclusion of animals can create a playful atmosphere. Conversely, it's advisable to avoid using harsh or cold images that do not evoke a positive emotional response.

Resources for Free High Resolution Images:

unsplash.com

pexels.com

pixabay.com

10. Illustrations

a. The Role of Illustrations

Psychologists suggest that people can form a general perception of a visual scene or element in as little as 1/10 of a second, a feat that is nearly impossible for textual content.

All aspects of an illustration, whether it's the lines, shapes, colors, facial expressions, or the flow of curves, wield significant influence in evoking emotions. By studying user behavior and recognizing the factors that impact emotional engagement, designers can harness the power of illustrations to establish an immediate emotional connection with users.

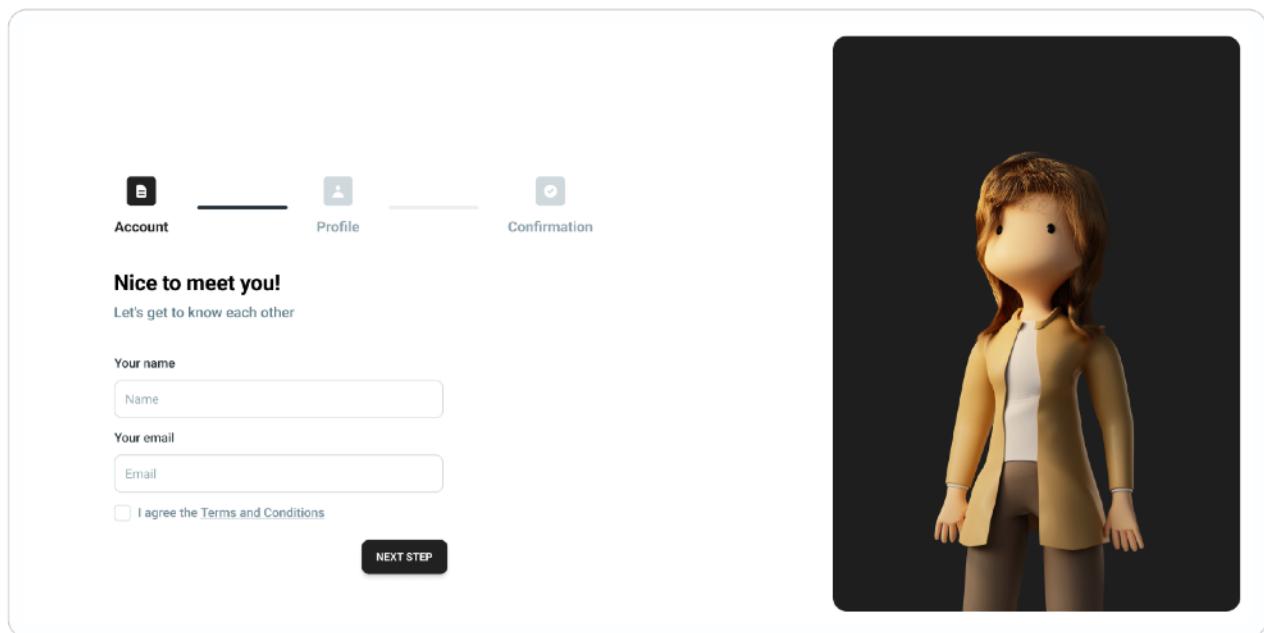


Image source number: 37. Check the end credits

Since 2021, the popularity of 3D illustrations has been on the rise. To stay current and create a visually appealing design, consider incorporating these trendy elements.

Like images, illustrations serve as visual aids that can effectively convey information, often replacing the need for photographs.

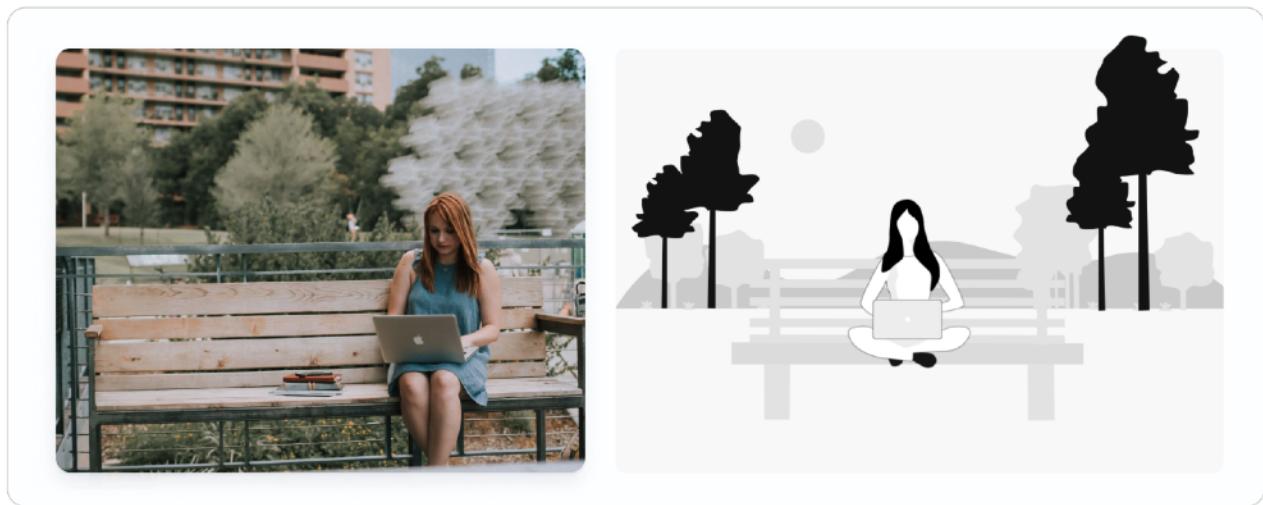


Image source numbers: 38, 39. Check the end credits

b. How to Use Illustrations

Attention to Detail

Avoid placing illustrations in confined or small spaces, especially when they are scaled down. To ensure clarity, it's essential that the details in illustrations remain visible. In scenarios with limited space, consider using simplified illustrations that serve the same purpose as explanatory icons.

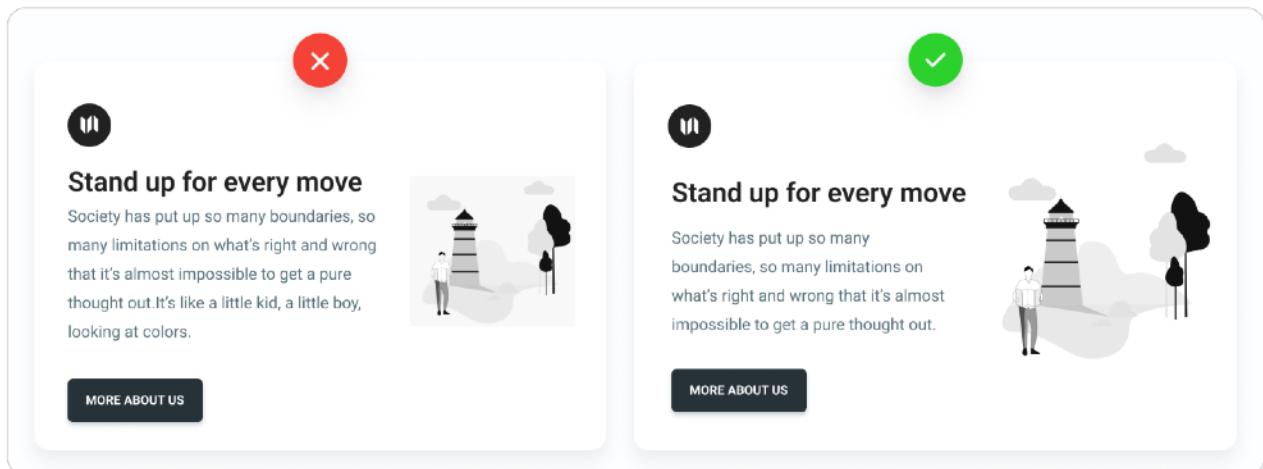


Image source number: 40. Check the end credits

Maintain Consistency

Illustrations often tell a story, making consistency vital. Even when used across different sections of a website or application, illustrations should follow a cohesive theme. This consistency extends from color tones to maintaining the same character's appearance in various poses or settings.

Creating illustrations from scratch is not always necessary. Numerous libraries offer a wide range of pre-made illustrations, eliminating the need for extensive drawing skills.

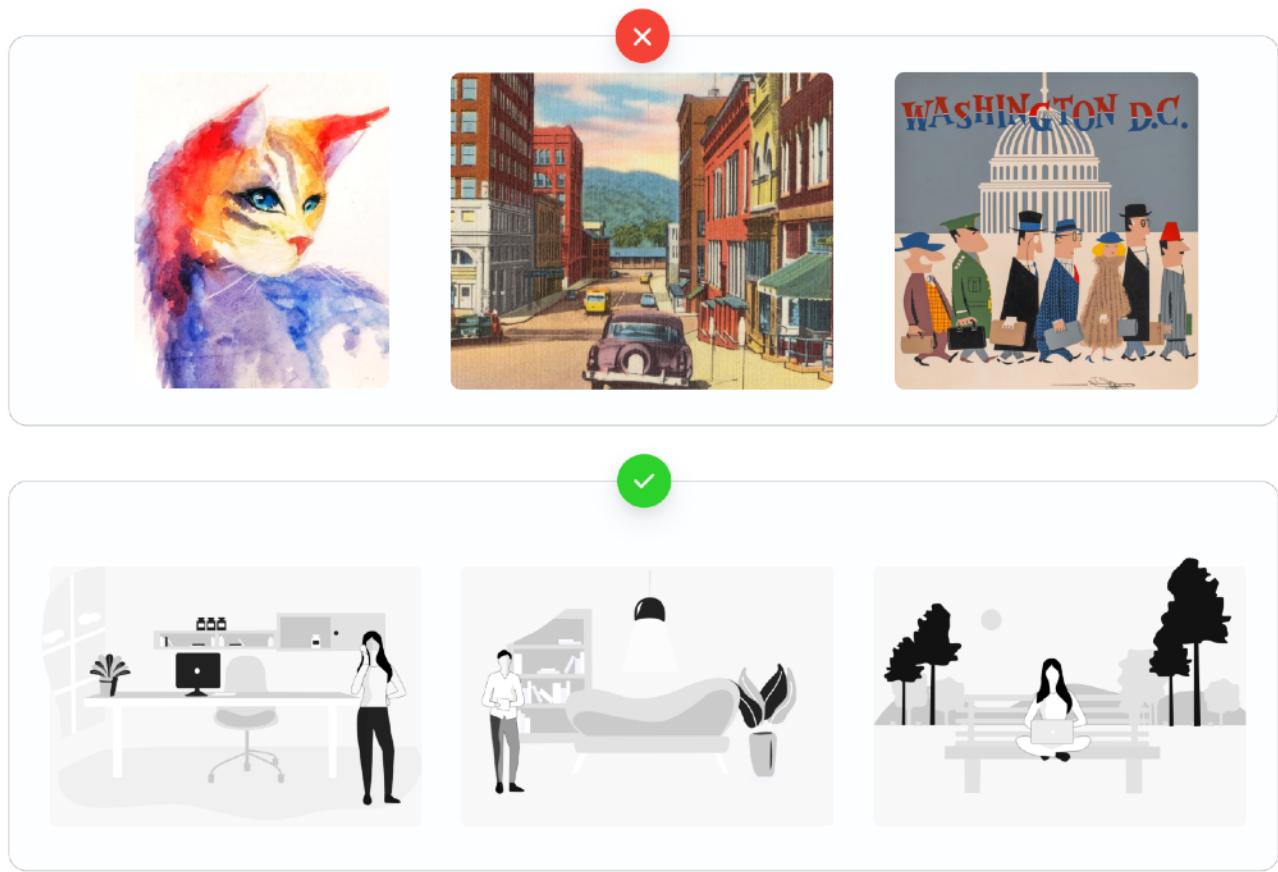


Image source numbers: 41, 42, 43, 44, 45, 46. Check the end credits

Consider Realism

While illustrations can be a great addition, they may not always be the best choice. In some cases, actual images may be more suitable, especially when users need to see a product precisely as it exists in reality, rather than as a drawn sketch or 3D rendering.

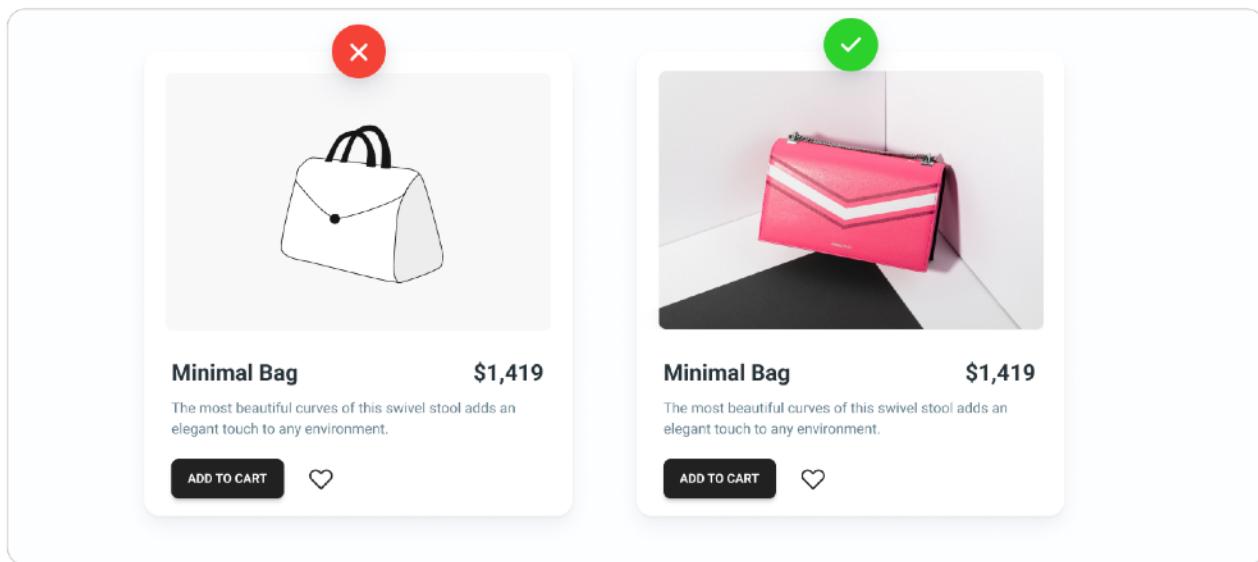


Image source numbers: 47, 48. Check the end credits

c. Areas for Illustrations

Hero

Illustrations on hero sections are used to convey the essence of the content, set the mood, or provide a visual introduction to the site's or app's primary message or theme.

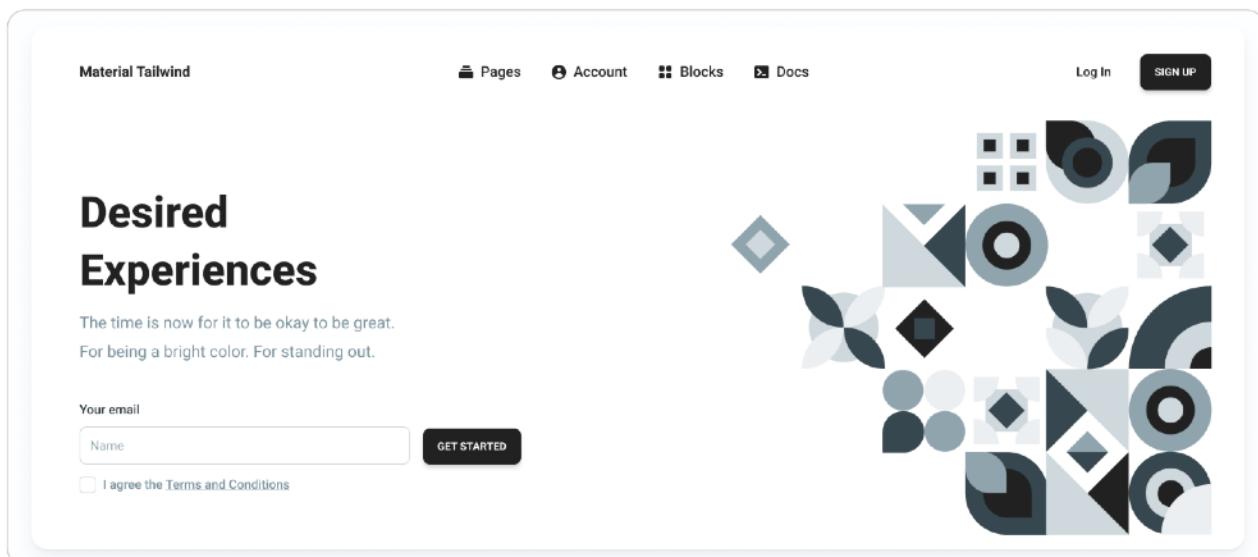


Illustration inspired by Paaatterns

Onboarding

Onboarding screens or illustrations on onboarding screens can guide users through the essential features, functionalities, or benefits of the application.

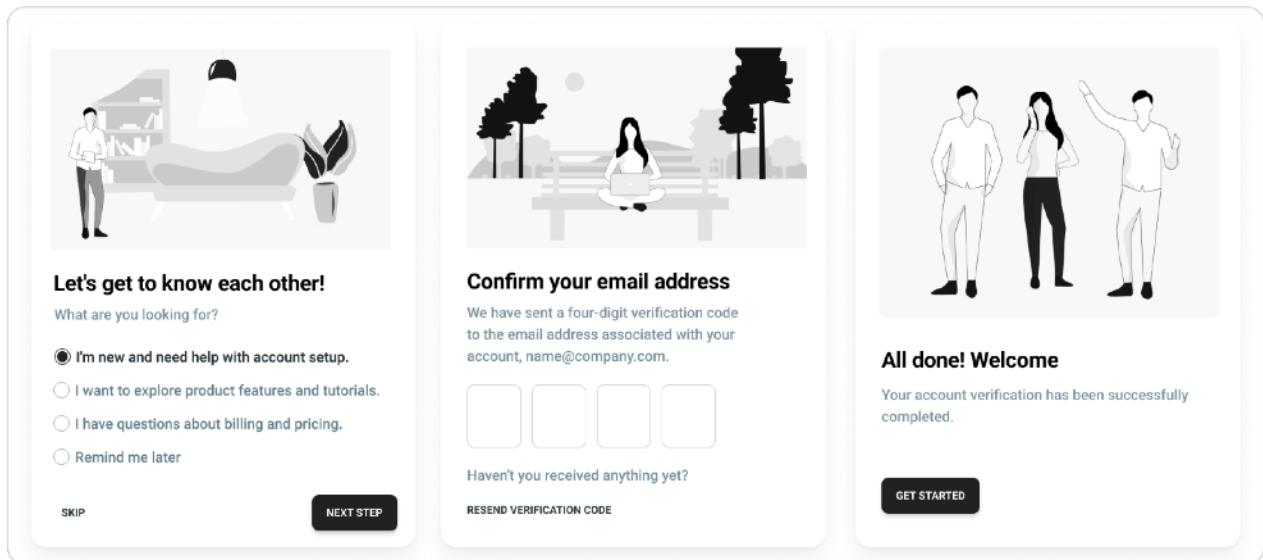
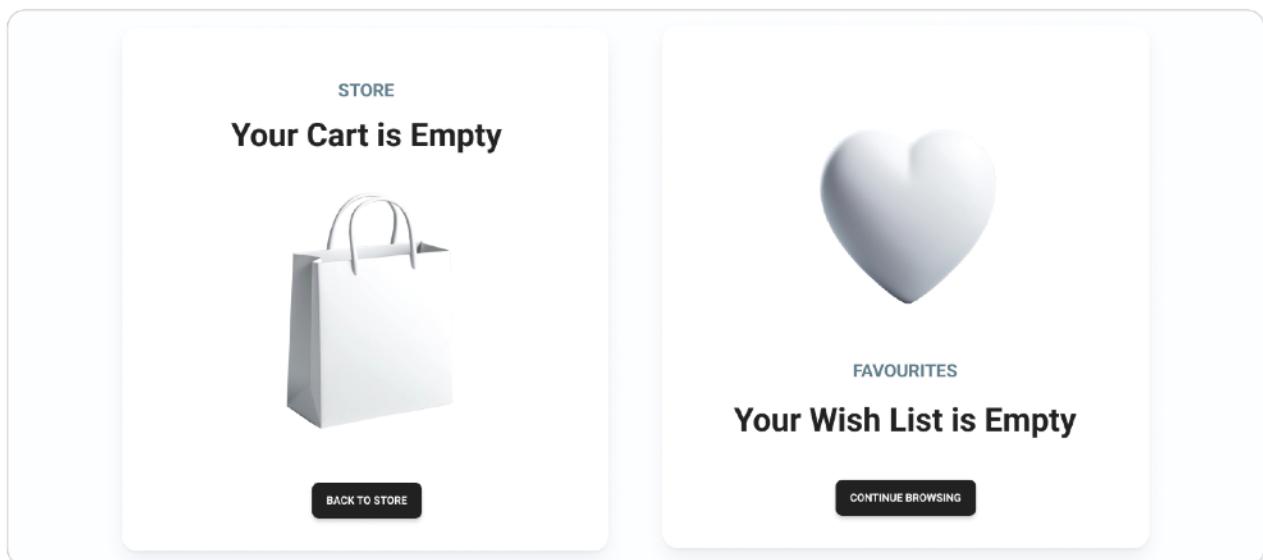


Illustration inspired by IraDesign

Empty States

Empty state illustrations appear when there is no content or data to display on a page or screen. They prevent users from encountering a blank or confusing space and offer visual cues, messages, or suggestions on what to do next.



Images AI-generated

Error Pages

Error page illustrations play a essential role in maintaining a positive user experience by providing a friendly, informative, or humorous message that acknowledges the problem and offers potential solutions or navigation options.

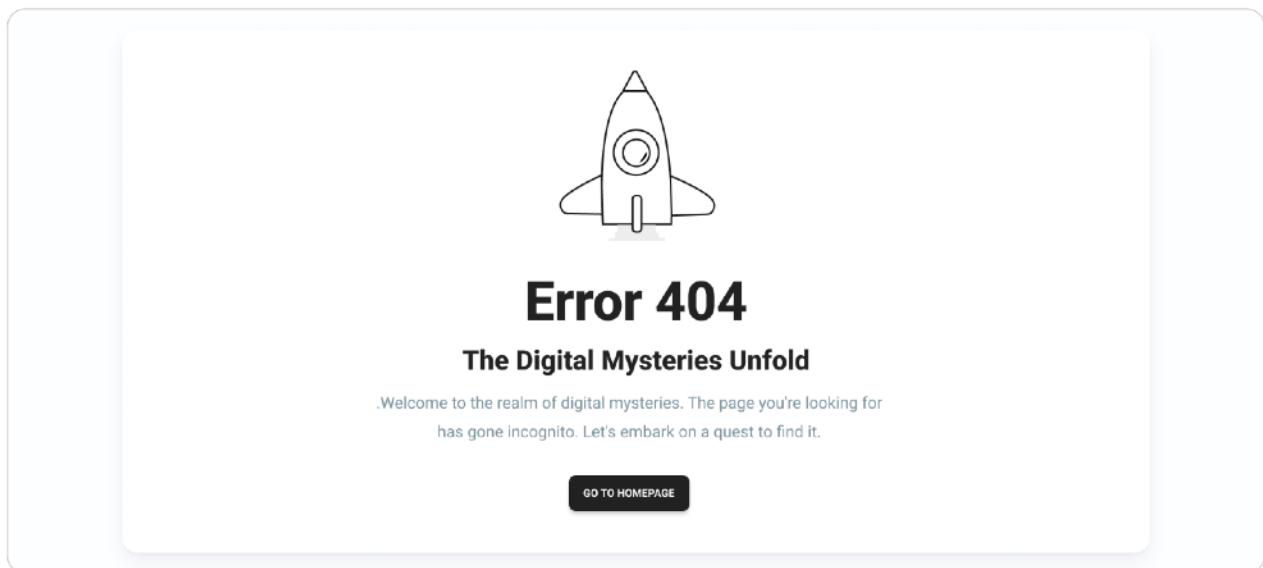


Illustration inspired by [IraDesign](#)

Illustrations find their way into a variety of contexts, beyond these typical use cases. However, the areas from above are some of the most common ones where illustrations are employed.

Resources for free illustrations:

iradesign.io

blush.design

drawkit.com/

figma.com/community

ls.graphics

11. Navigation

Navigation is an essential component in shaping user interactions with websites and applications, forming the foundation of the user experience. Navigation elements typically consist of linked texts, icons, or buttons.

a. Types of Navigation

Menu

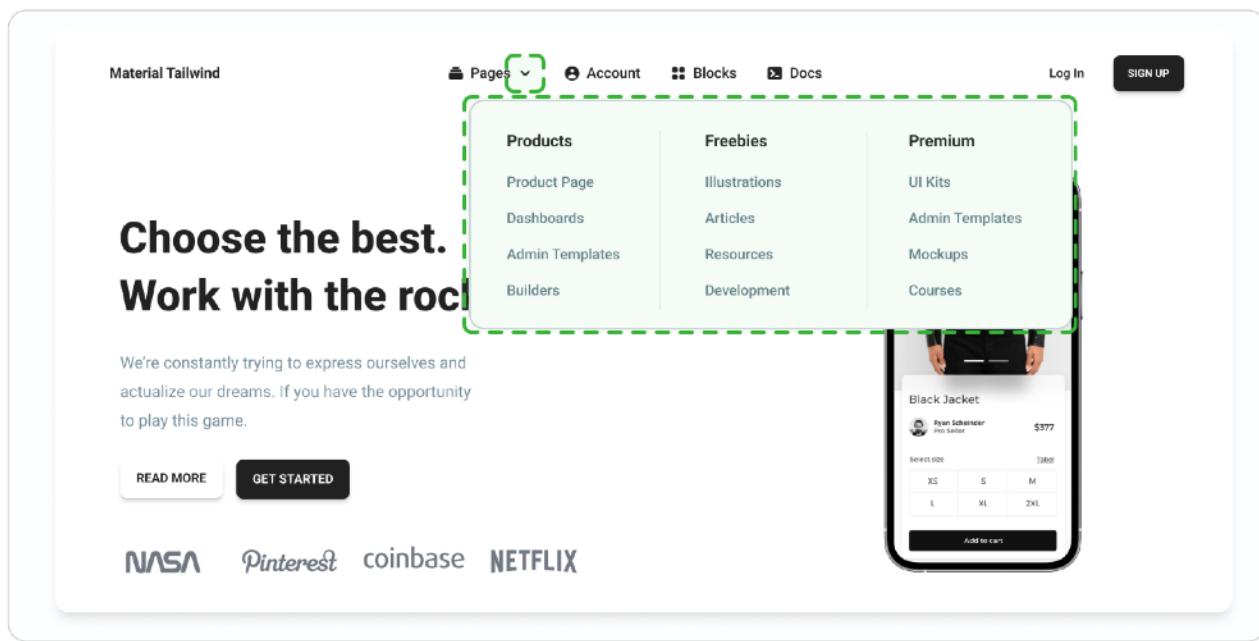
The menu serves as the primary means of accessing essential pages on a website or application, organizing the content. Depending on their placement, menus can be categorized as::

- **Header Menu:** Typically positioned as the primary menu element at the top of the website, featuring links to key sections such as products, about us, and login/signup.

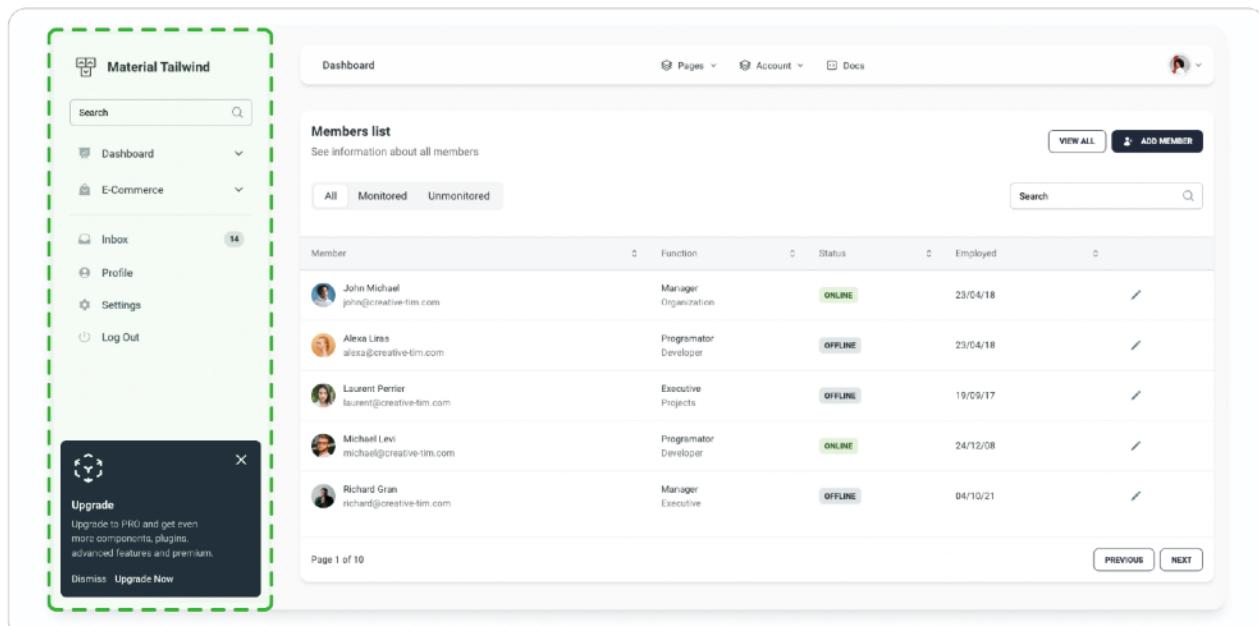
Depending on the complexity of the interface, the menu design can range from a simple layout to one with dropdown options. The inclusion of a downward arrow

From Pixels to Elements

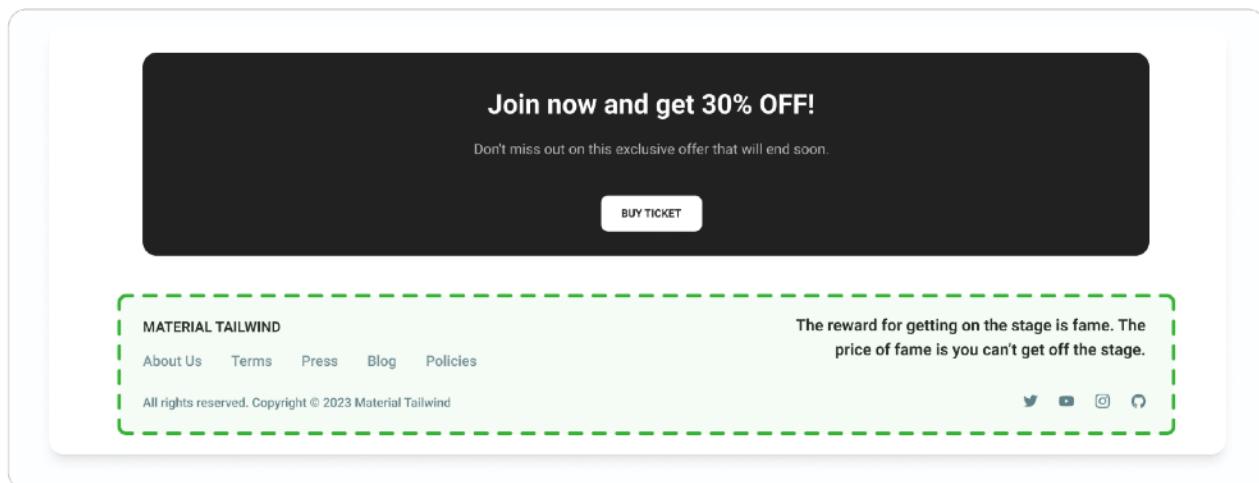
icon serves as a visual cue to users, indicating the availability of multiple categories for selection.



- **Sidebar Menu:** Often found on the left or right side of the interface, this type of menu is commonly utilized in admin templates and aids users in navigating through the platform's various sections.

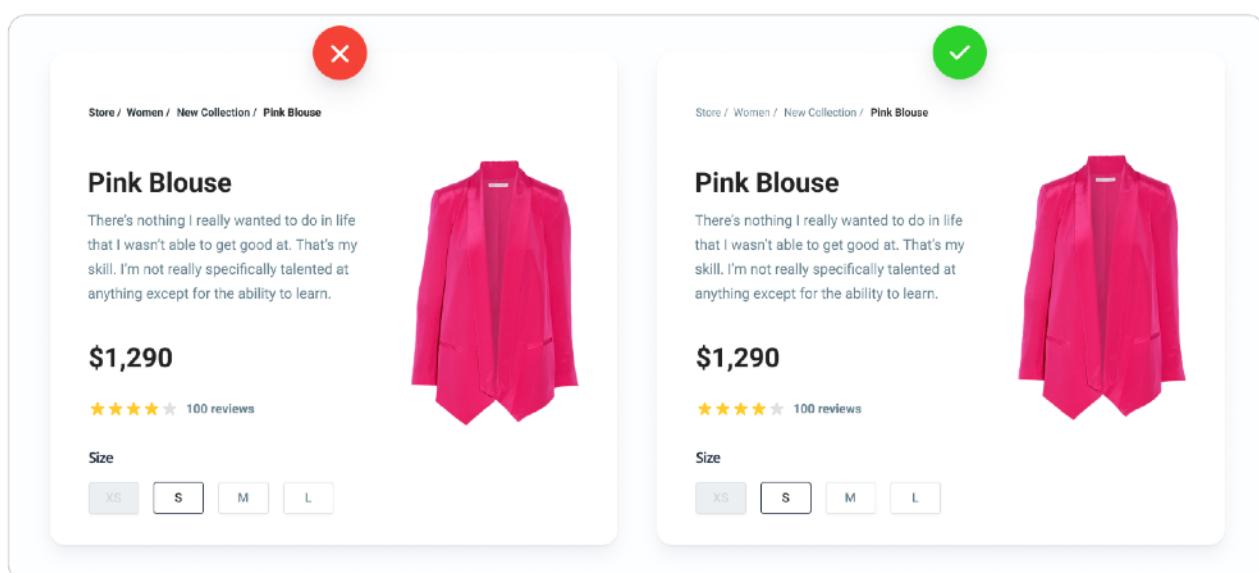


- **Footer Menu:** Positioned at the bottom of the page, the footer menu offers access to essential links and content, including resources, policies, contact information, newsletter subscriptions, and social media links.



Breadcrumbs

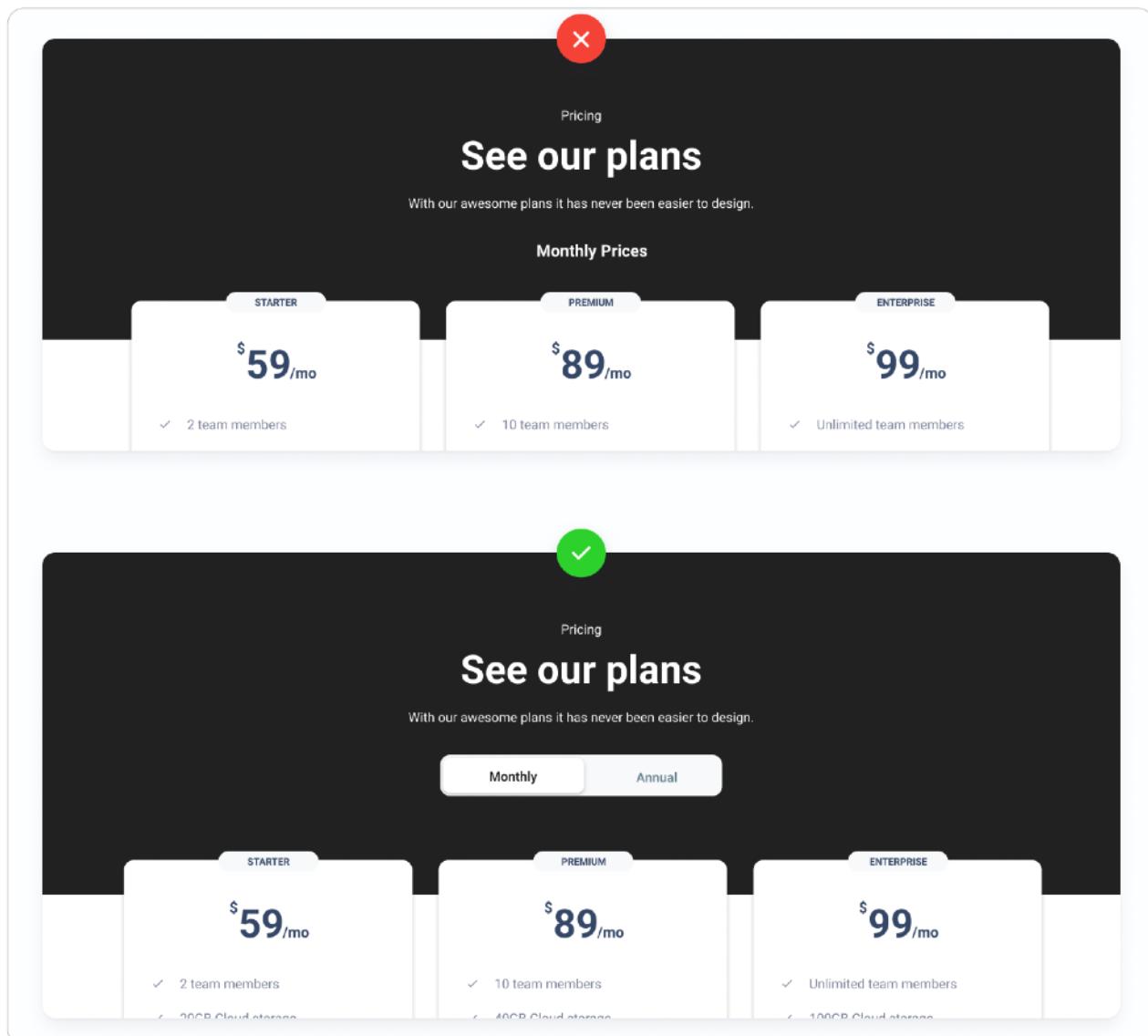
Breadcrumbs become essential for websites featuring more than two pages and their effectiveness depends on precision. In this type of navigation, the links need to be distinctly highlighted to ensure users grasp the page hierarchy. Otherwise, it could lead to user confusion.



Tabs

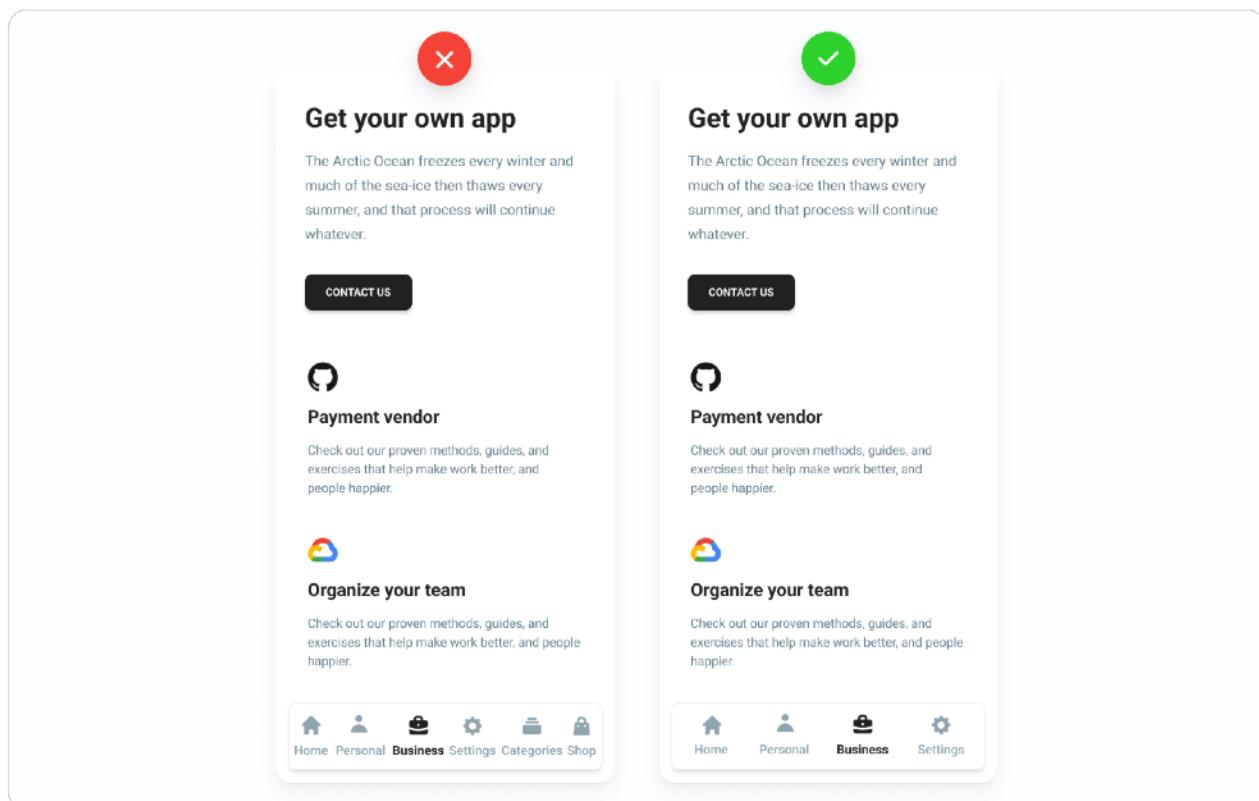
Tabs can be utilized for both desktop and mobile app interfaces.

- **Desktop Tabs:** On desktop, tabs optimize the user flow and experience by simplifying navigation. For example, they allow users to switch between pricing plans seamlessly without the need to navigate to a separate page or scroll extensively.



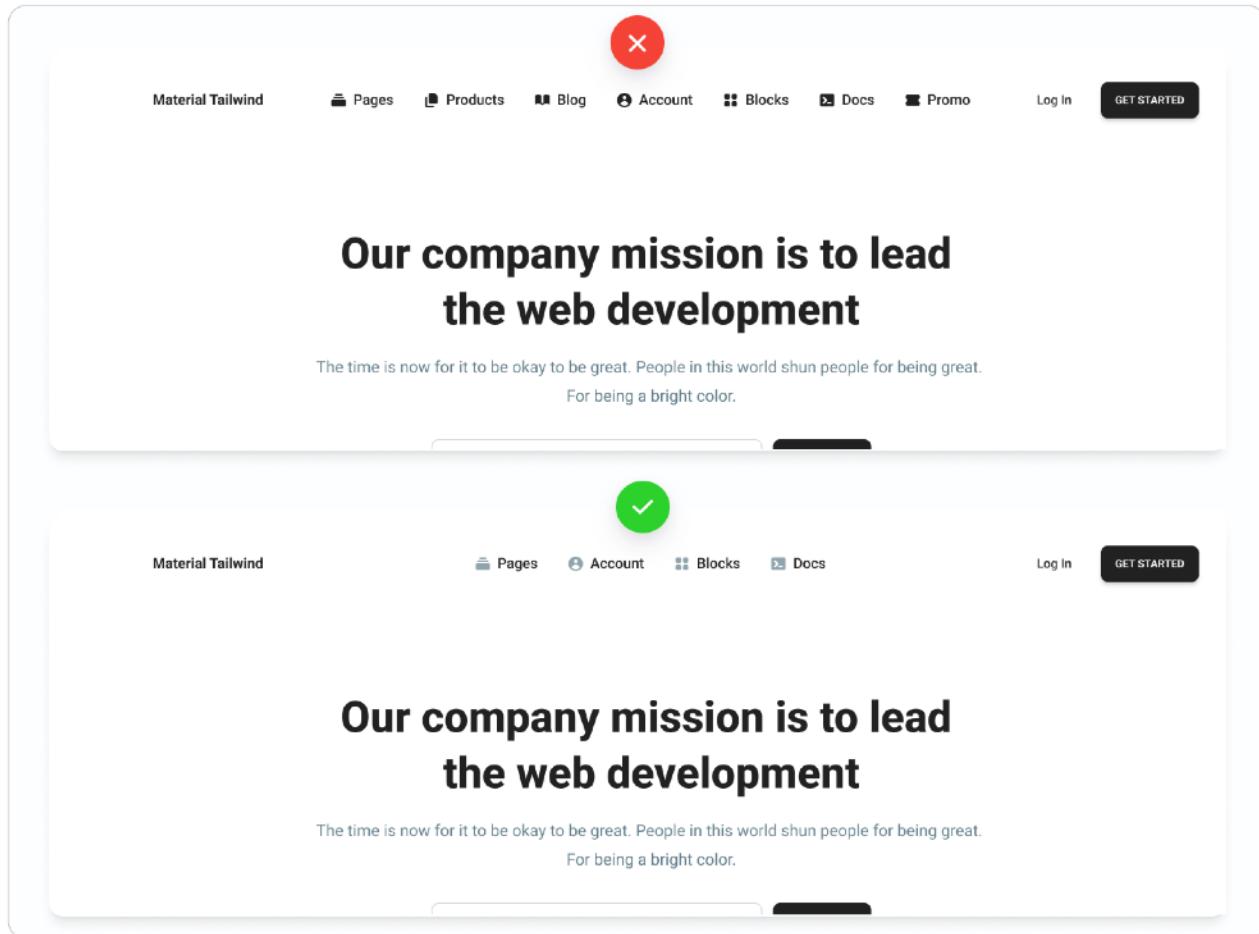
- **Mobile Tabs:** mobile tabs function as a condensed application menu, providing users with a convenient means to explore the various pages of the application.

They are positioned at the screen's bottom and are reserved for the most critical application screens, with a recommended limit of no more than five. Beyond this number, tabs would become too small, impeding the user's ability to tap on them easily.

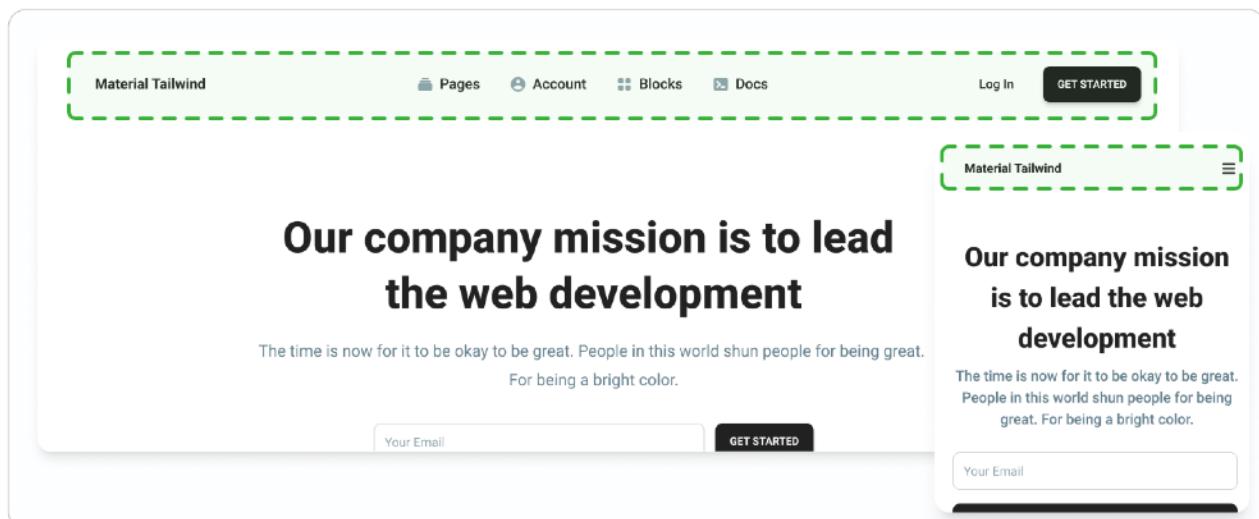


b. Consistency

Avoid cluttered navigation that can overwhelm users, and prioritize the primary pages.



Focus on creating straightforward interactions, clean design, and ensuring responsive compatibility for a seamless user experience.



PART IV

Mastering UI/UX Components

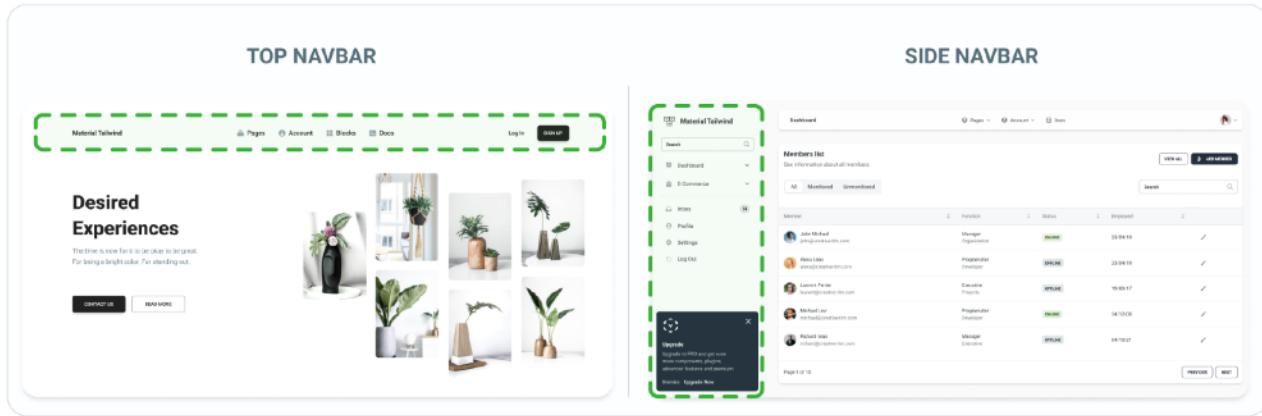
**“Design is the art of solving
problems.”**

Karl Gerstner

Karl Gerstner was a Swiss designer, typographer, author, and artist.

1. Navbars

The navigation bar can take two primary forms: the Top Navbar, typically used for websites, or the Side Navbar, commonly employed in dashboard designs.

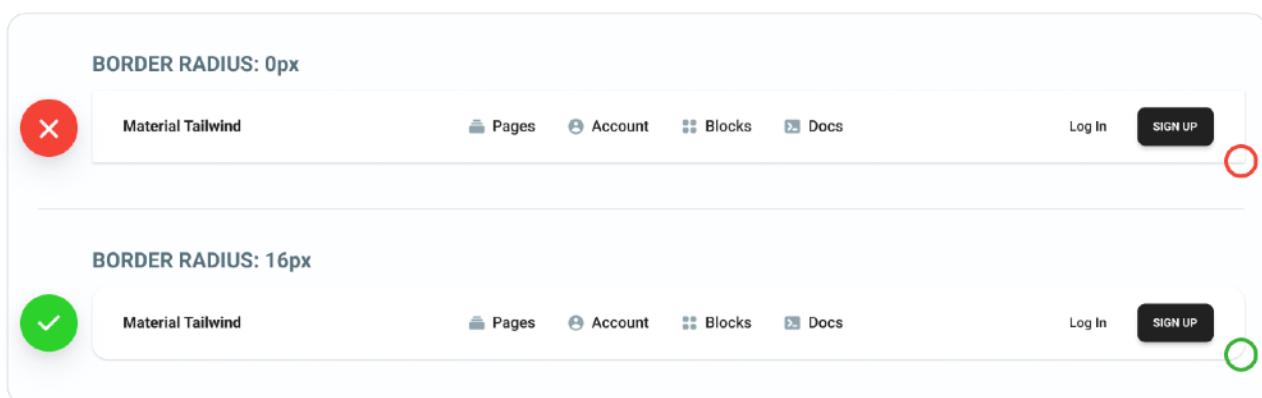


a. Designing the Navigation Bar

When designing a navigation bar, several key aspects deserve your attention to ensure an optimal user experience.

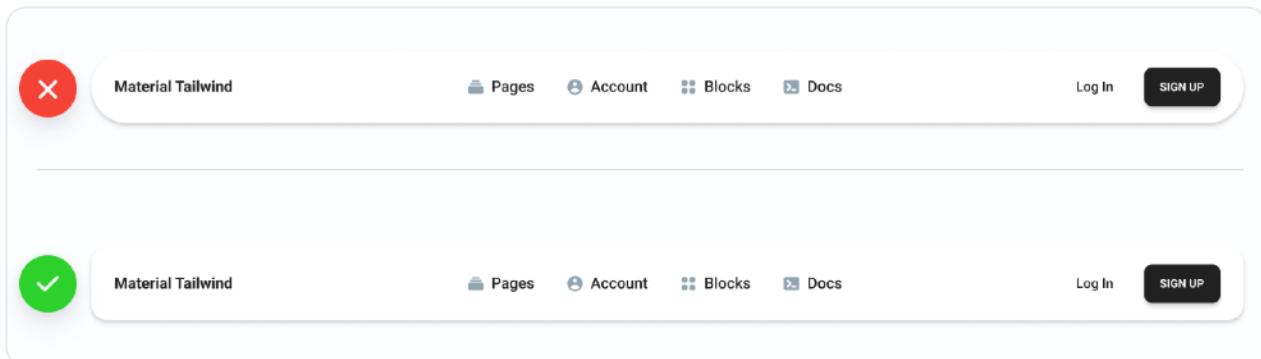
Border Radius

Avoid sharp edges by incorporating a border radius of more than 8px. This simple adjustment can make your navigation bar appear more inviting and user-friendly.



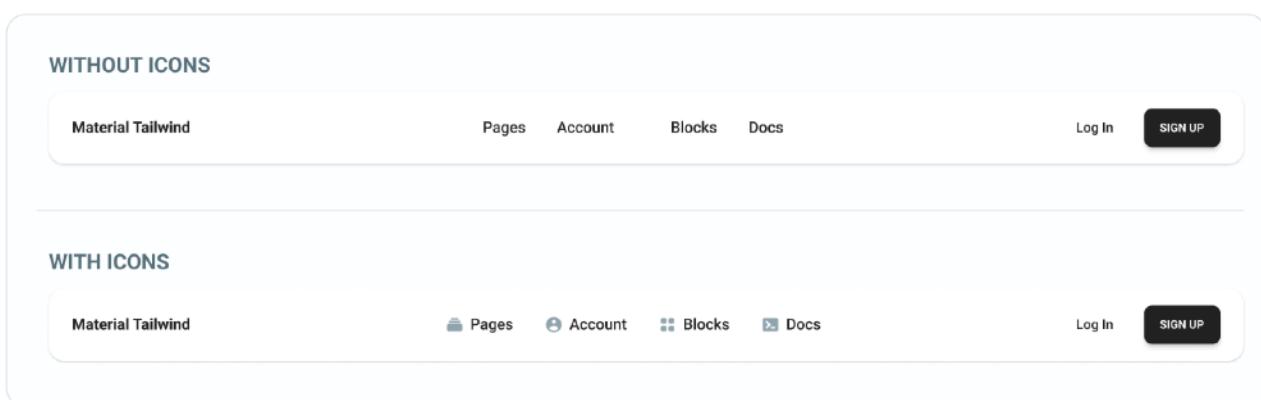
Consistency

Maintain design consistency throughout your navigation elements. If you include buttons within the navigation bar, ensure they share the same border radius as the bar itself.

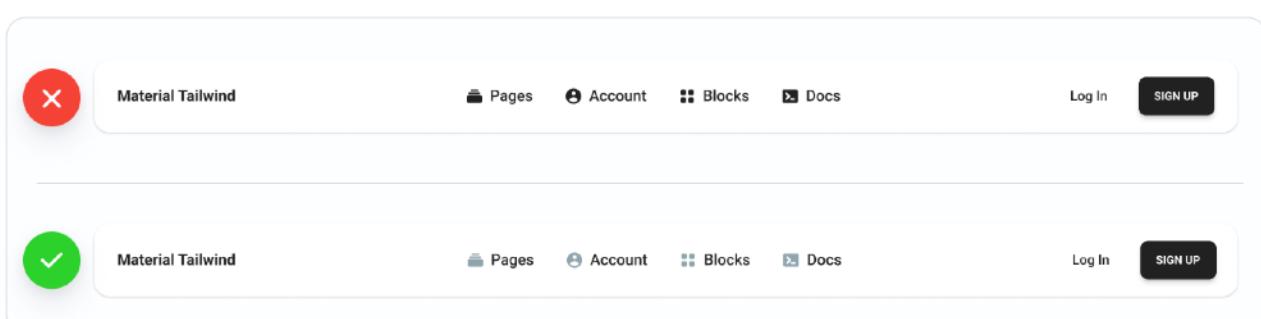


Icons

Consider integrating icons into your navigation bar to enhance user intuition.



However, make sure not to use the same color as the text for icons. Instead, apply a primary color's tint or an opacity between 50% and 60% to achieve visual harmony.



Gaps

Allow your navigation links to breathe by adjusting their margins appropriately. Margins smaller than 16px can lead to user confusion. Prioritize links if space is limited, but always aim for user clarity. Moreover, maintain equal margins around the content within the navigation bar to achieve visual balance, using 24px gap.



b. Navigation Bar Styles

The navigation bar comes in various styles, and your choice should be consistent across all project pages. Ensure it doesn't exceed 80px in height to maintain a balanced header section.

Simple Navbar

Create a navigation bar with a transparent background to blend seamlessly with your content.

Light Navbar

Opt for a light-colored navigation bar for a clean and minimalist look.

Dark Navbar

Consider a dark-themed navigation bar for a sleek and stylish appearance.

Blurred Navbar

Experiment with a blurred effect on the navigation bar to add depth and intrigue to your design.

SIMPLE

Material Tailwind

Pages Account Blocks Docs

WITH ICONS

Material Tailwind

Pages Account Blocks Docs

Log In SIGN UP

WITH SEARCH

Material Tailwind

Pages Account Blocks Docs

Search

SEARCH

COMPLEX

Material Tailwind

Pages Account Blocks Docs

Log In



DARK

Material Tailwind

Pages Account Blocks Docs

Log In SIGN UP

BLURRED

Material Tailwind

Pages Account Blocks Docs

Log In SIGN UP



c. Design with Artificial Intelligence

AI tools can be incredibly beneficial for designers when it comes to developing navbars for websites and applications.



Can I use a sticky navbar for an application? Please list its advantages and disadvantages.



Certainly! Here are the advantages and disadvantages of using a sticky navbar in an application:

Advantages:

1. Constant Accessibility:

- Users can access main navigation options no matter where they are in the application.

Generated on 18.10.2023

AI tools can assist in making navigation bars more accessible by providing suggestions for alternative text.



Could you provide five examples of CTA button text for a navbar aimed at boosting sales for a Black Friday campaign?



Certainly! Here are five examples of CTA (Call to Action) button text for a navbar aimed at boosting sales during a Black Friday campaign:

1. "Black Friday Mega Deals!"

- This creates a sense of excitement and emphasizes the exclusivity of the offers available.

Generated on 18.10.2023

Also, can help categorize content and recommend how to structure navigation items logically.



Generate a navbar structure for a restaurant website that includes a feature to make reservations.



Sure! Here's a suggested navbar structure for a restaurant website with a feature to make reservations:

1. Logo:

- Positioned at the leftmost part of the navbar for easy brand recognition. Clicking on the logo should redirect to the homepage.

Generated on 18.10.2023

2. Hero

The hero section serves as a pivotal component of the webpage, and when executed effectively, it can entice users to engage with the site for an extended duration. First-time visitors, in particular, tend to scan rather than meticulously inspect the page's content. Therefore, the hero section should feature elements that instantly capture their attention and engage them, encouraging them to remain on the website.

The Layout Scanning Patterns, specifically the F-Pattern and Z-Pattern discussed in the Button Chapter, can be valuable tools when designing the header.

Typography

Typography plays a essential role in the header's design. It's essential to strike a balance and avoid overwhelming users with excessive text. The title should be concise, comprising no more than 10 words, and employ an appropriate heading size, typically H1.

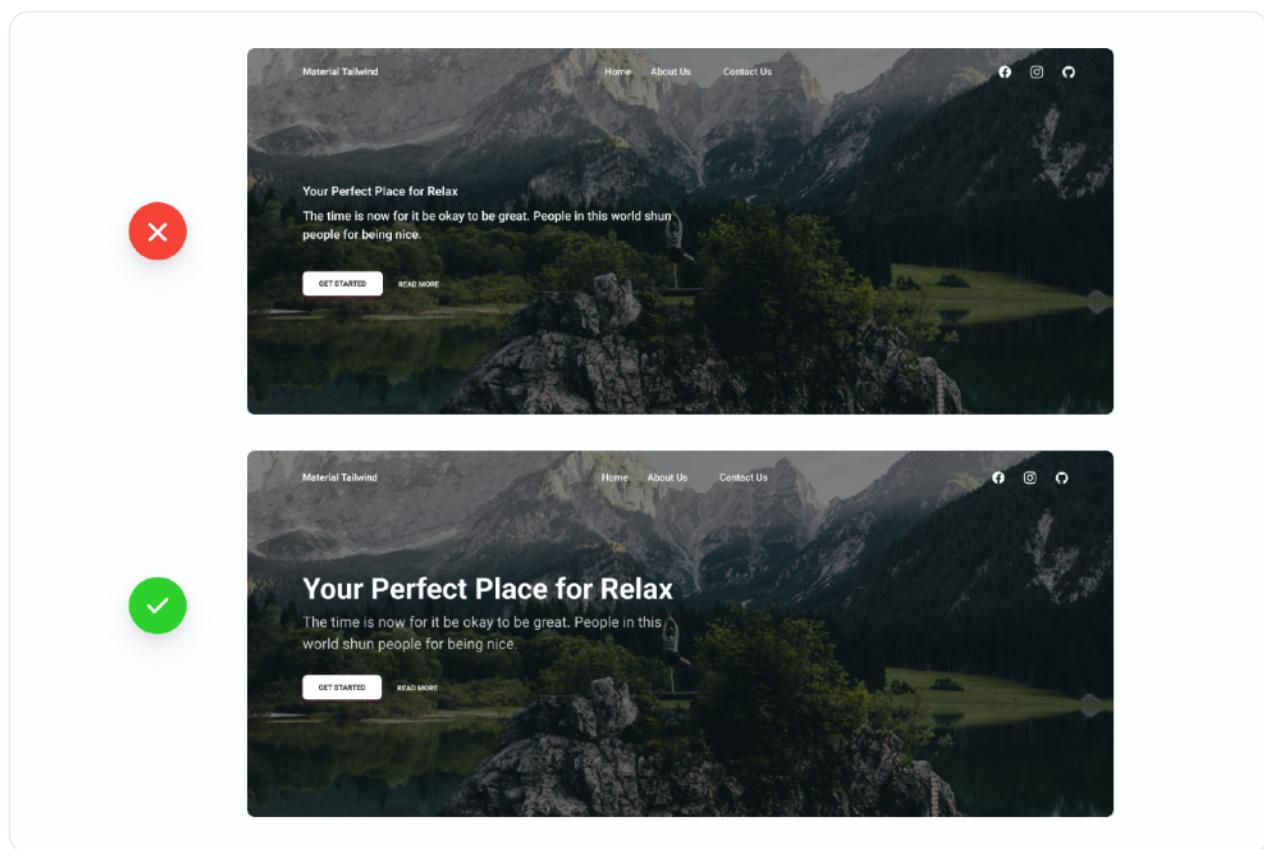


Image source number: 49. Check the end credits

Positioned beneath the title, a brief description may be included, using heading styles such as H5 or H6. It's imperative to establish and adhere to a clear hierarchy within the header.

a. What would the Hero Section Include?

It's important not to overcrowd the hero with an excessive array of elements and components. Each webpage should have a hero with a specific purpose, and the included information must align accordingly.

Brand Identity Elements

Incorporating essential brand elements aids in user recognition and recall. These elements include the logo, brand name, and, where relevant, a slogan, a brief company description, its mission statement, product images, or team photos.

The screenshot shows a website header with navigation links for 'Pages', 'Account', 'Blocks', and 'Docs', along with 'Log In' and 'SIGN UP' buttons. Below the header is a hero section with a large image of several potted plants. To the left of the image is a title 'Desired Experiences' and a subtitle: 'The time is now for it to be okay to be great. For being a bright color. For standing out.' At the bottom left are two buttons: 'CONTACT US' and 'READ MORE'.

Image source numbers: 14, 15, 16, 17, 18, 19, 20. Check the end credits

Call to Action

The hero's call-to-action button plays a pivotal role in directing users to the primary focal point of the website, such as a product, item, or service.

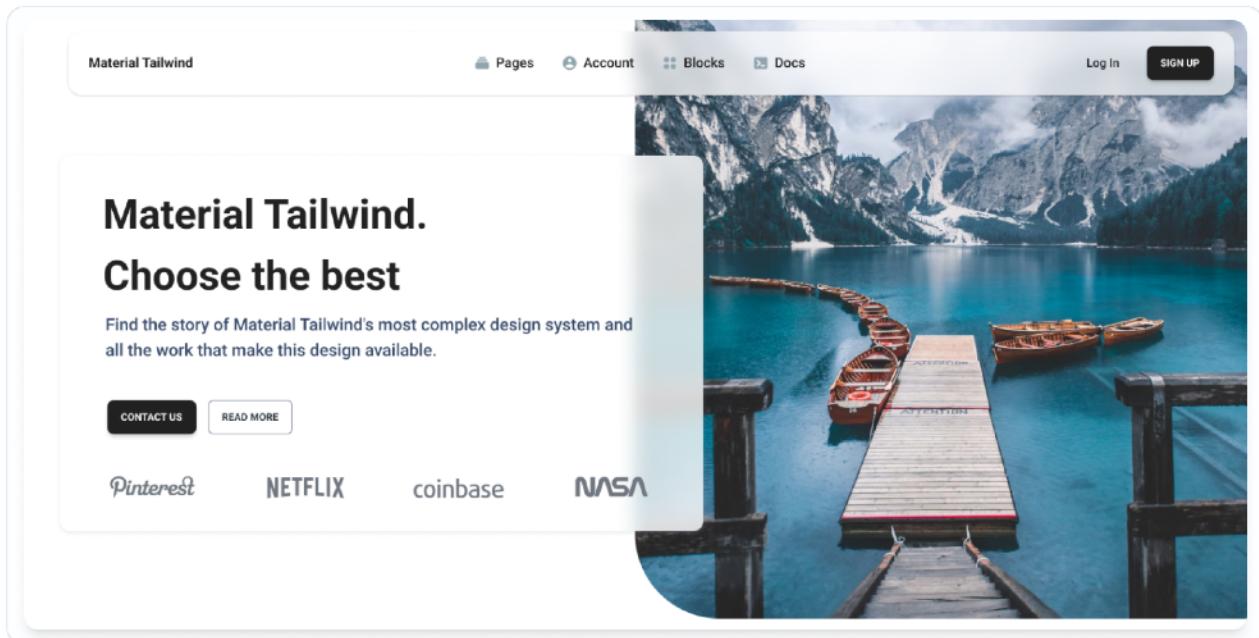


Image source number: 50. Check the end credits

Search Functionality

For websites featuring numerous categories, options, or products, a search section within the hero can greatly assist users in finding what they're looking for. This is particularly useful for travel or booking websites.

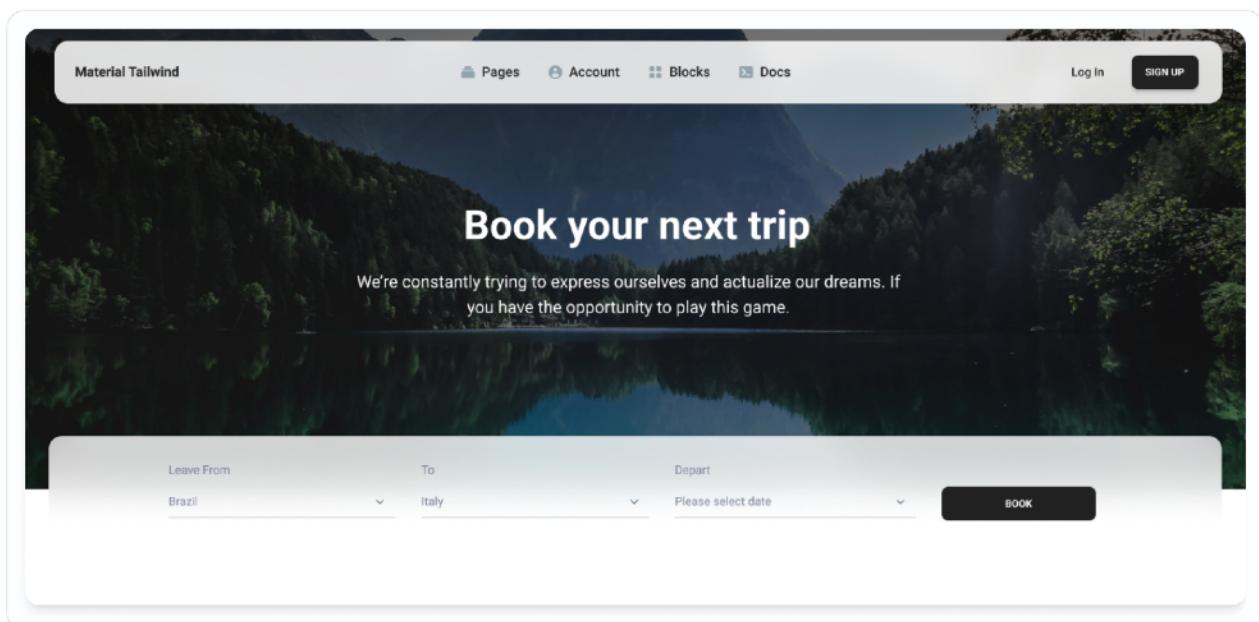
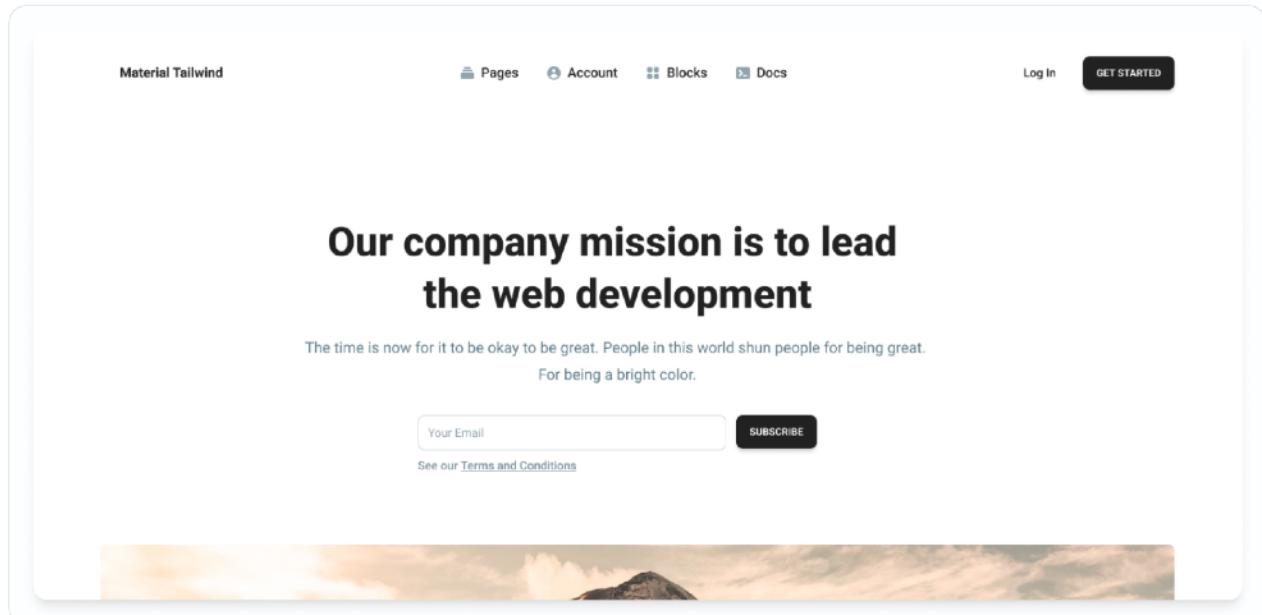


Image source number: 32. Check the end credits

Subscription Option

Integrating a subscription section can help expand your user database and keep visitors informed about website activity. However, it's essential to use this feature responsibly to avoid overwhelming users with excessive notifications.



Social Media Links

If the website maintains a presence on social media platforms like Twitter, Instagram, Facebook, and LinkedIn, including social media buttons makes it easier for users to locate and connect with these accounts. These buttons are typically positioned at the bottom of the website.

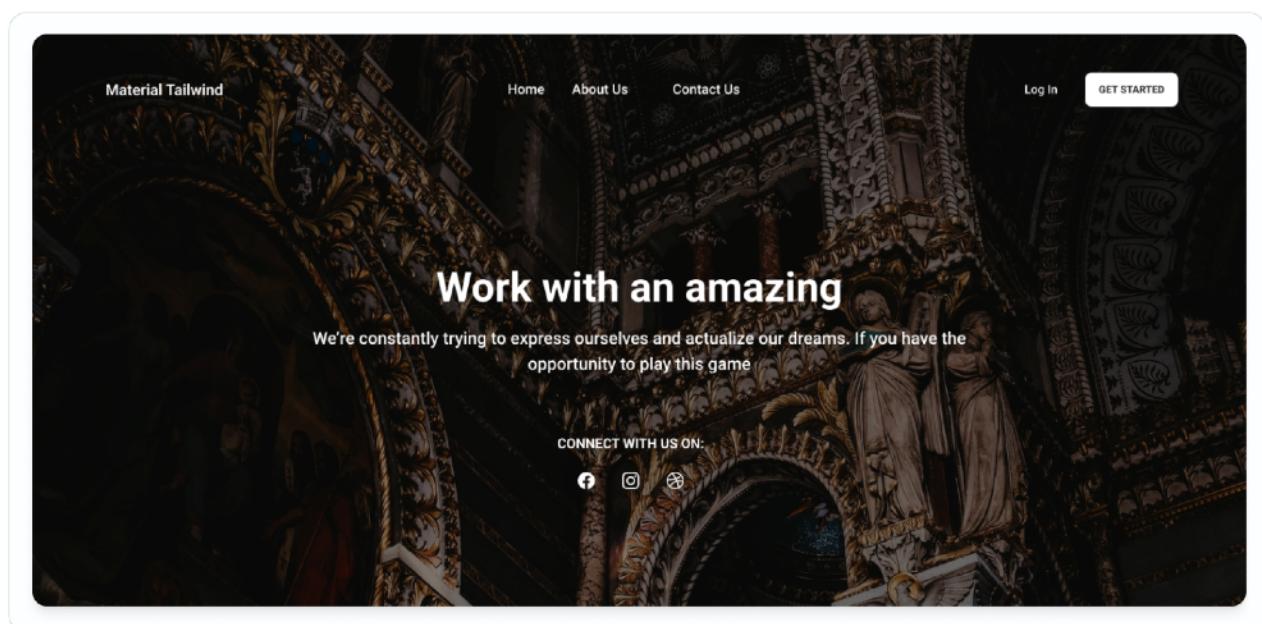
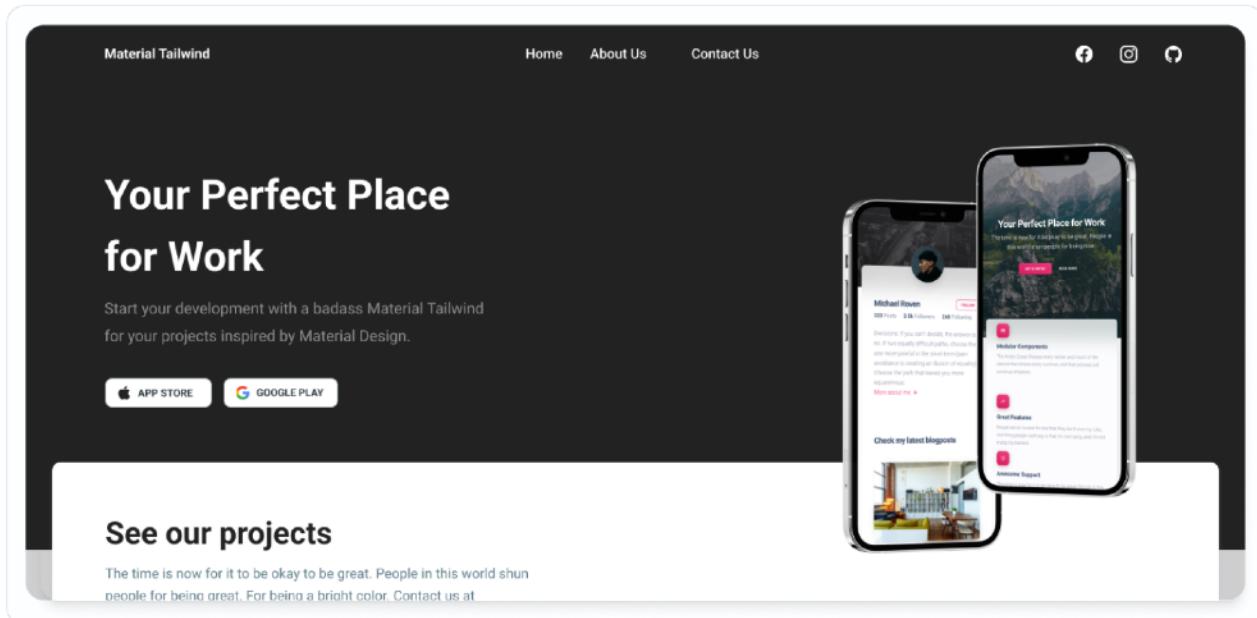


Image source number: 33. Check the end credits

Download/Buy Buttons

Directly integrating buy or download buttons in the header expedites user actions, allowing them to engage with your content more swiftly.



b. Choose a Hero Style

Hero can be designed in various styles. Once you've selected a style, maintain consistency by using it across all pages of your project.

Background Image

When opting for this style, ensure the image resolution is suitable, and consider adding a black filter with adjustable opacity if needed. Remember, the background image is the user's first impression, so it should evoke emotion.

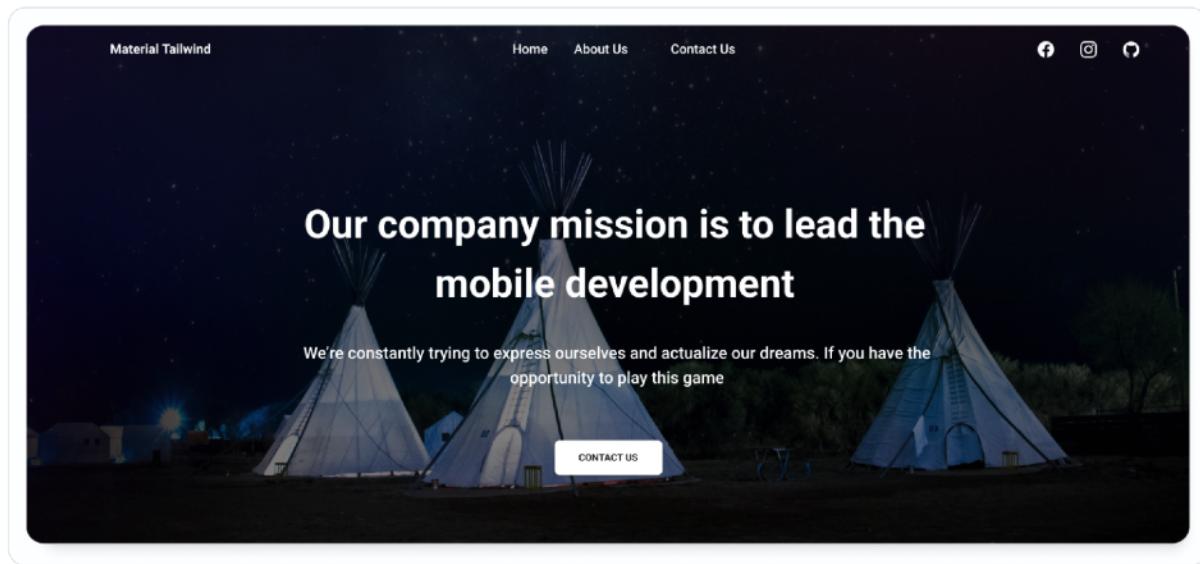


Image source number: 51. Check the end credits

Side Image

Similar to the background image, but visible in only half of the header area.

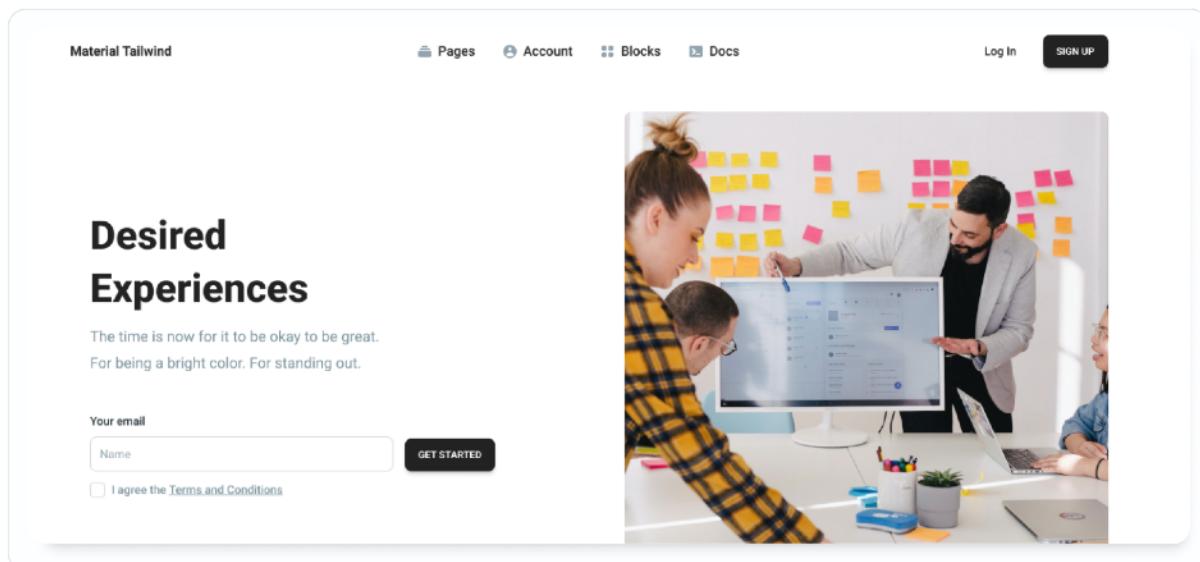


Image source number: 52. Check the end credits

Carousel

A carousel-style header allows you to incorporate more information content without overwhelming the user. It offers a dynamic element that can enhance the user experience.

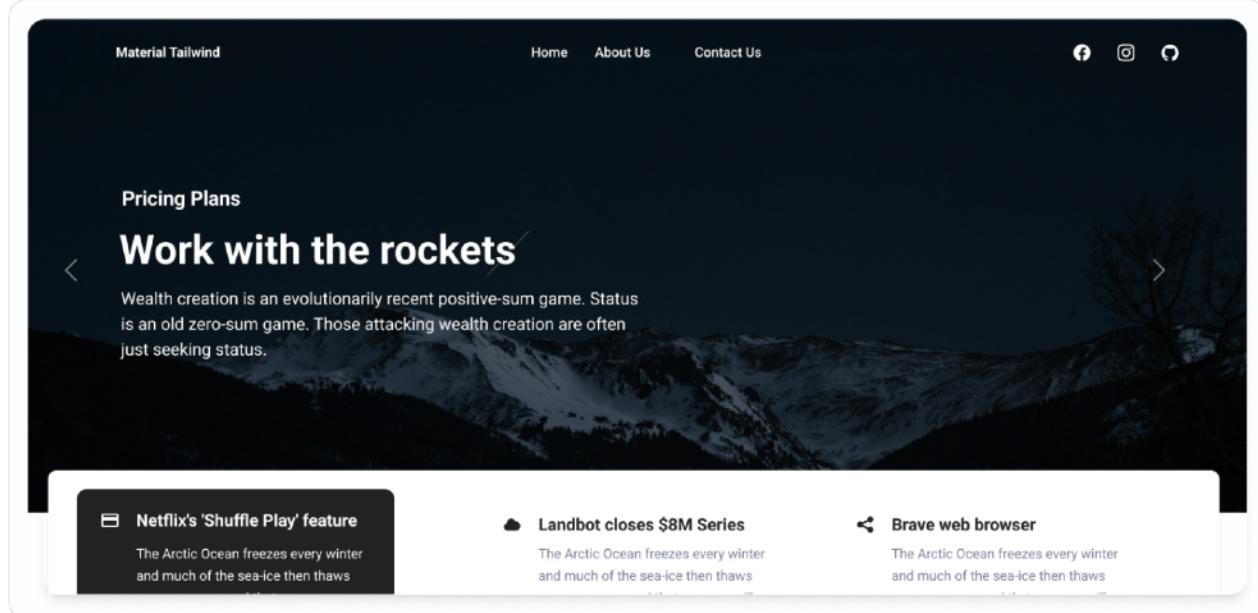


Image source number: 53. Check the end credits

Background Video

Incorporating a video in the header's background can quickly capture the user's attention. However, ensure the video has the appropriate resolution for optimal viewing.

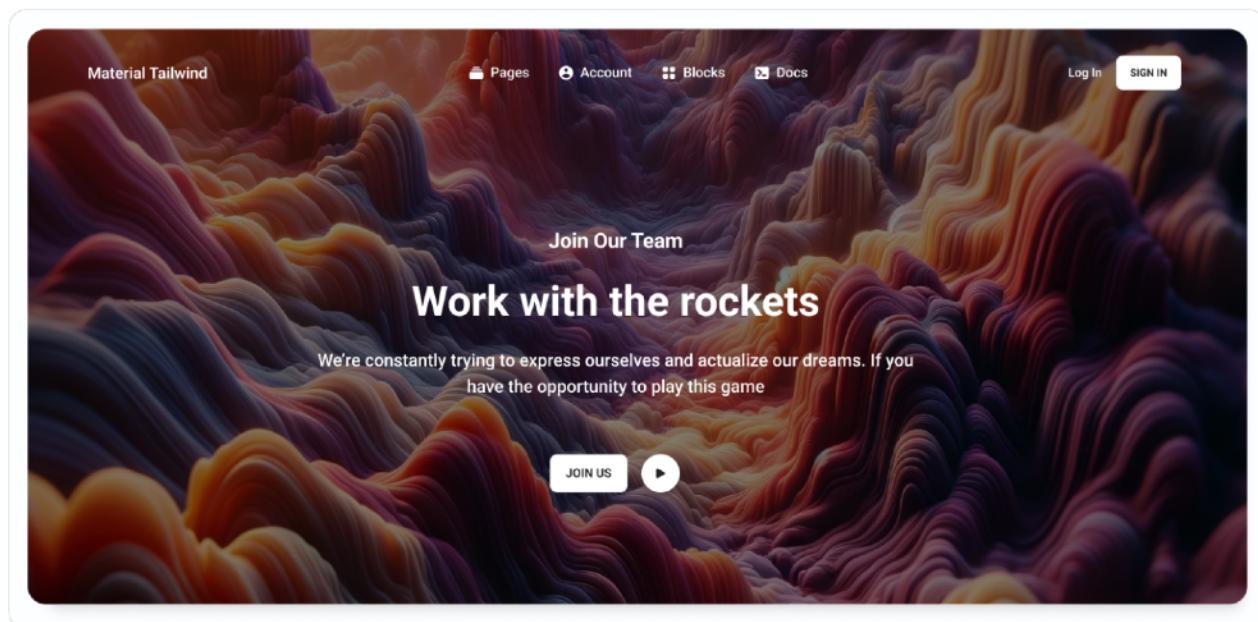


Image AI-generated

Blur Effect

Consider integrating the blur effect into the header for a consistent design, especially if you're following the Glassmorphism trend or using glass icons.

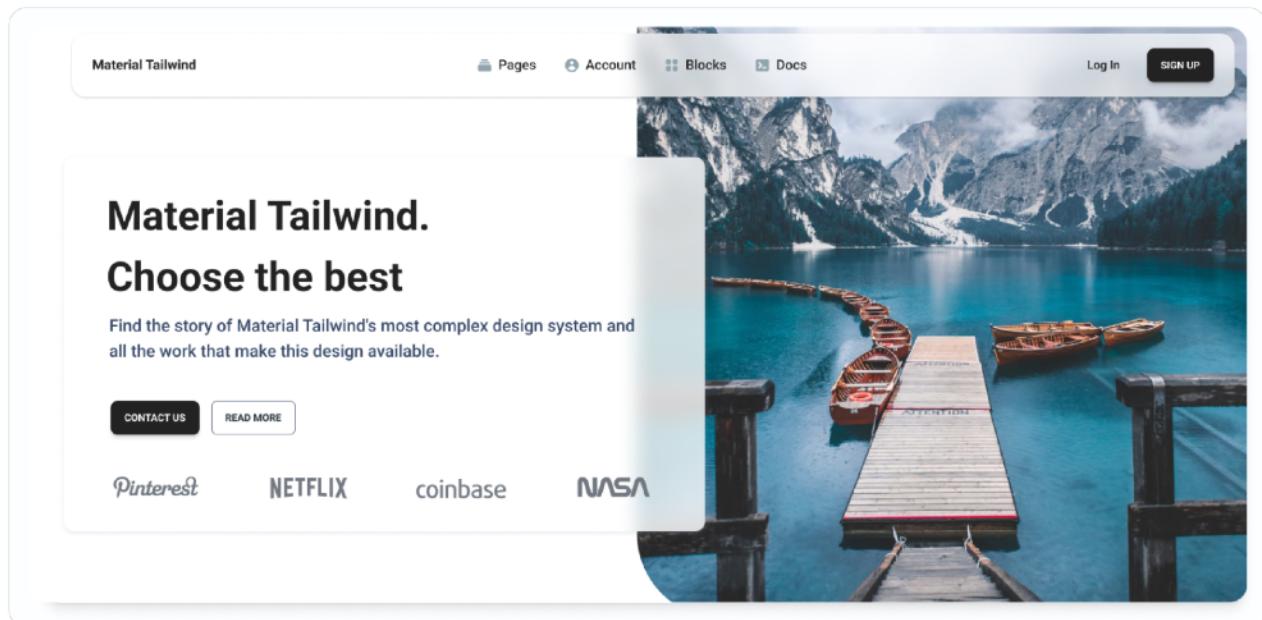
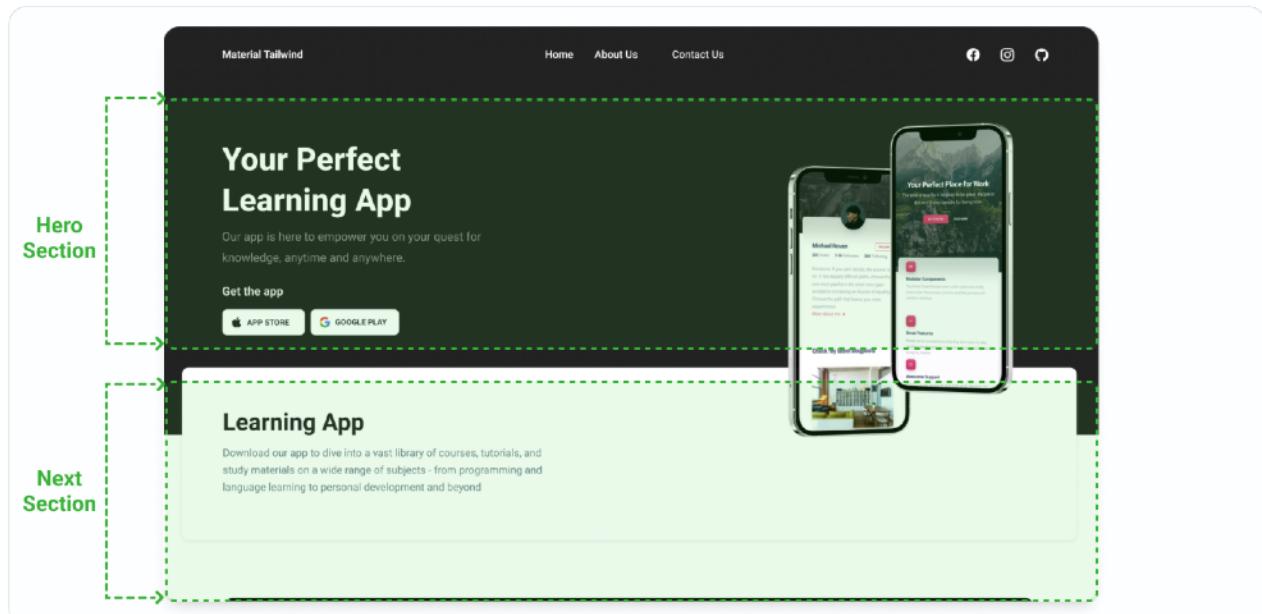


Image source number: 50. Check the end credits

When designing the header, avoid covering the entire visual area. Revealing a portion of the next section can pique the user's curiosity and encourage scrolling.



c. Design with Artificial Intelligence

AI can generate creative content suggestions for the hero section, that resonate with the target audience or align with the brand's messaging.



Generate content for a hero section placed on the homepage of a Pet Shop that conveys a feeling of coziness and warmth.



Certainly! Here's a proposed content for the hero section of a Pet Shop's homepage:

Main Heading: "Where Every Pet Feels at Home"

Subheading: "Discover a world of warmth, comfort, and joy for your beloved companions."

Call to Action (CTA) Button: "Explore Our Collection"

Generated on 18.10.2023

AI ensures that the hero section adapts seamlessly to various screen sizes and devices.



What considerations should be made when designing a hero section for a mobile app?



Here are some key considerations:

1. Responsive Design:

- Ensure the hero section adjusts smoothly to different screen sizes and orientations.

This involves testing layouts, typography, and images across various devices.

2. Content Hierarchy:

Generated on 18.10.2023

Also, AI aids in preparing materials for development.



What specifications I should share with the developer if you want to insert a video background in the hero section?



If you want to insert a video background in the hero section and ensure a seamless collaboration with your developer, consider sharing the following specifications:

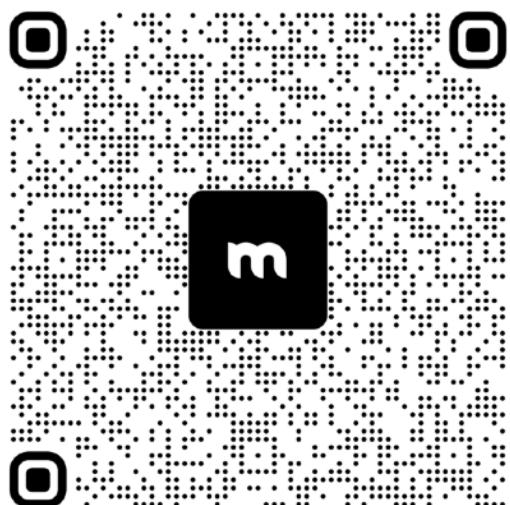
1. Video File Format:

- Specify preferred formats (e.g., MP4, WebM) to ensure compatibility and efficient loading. WebM, for instance, offers good compression but might not be supported

Generated on 18.10.2023

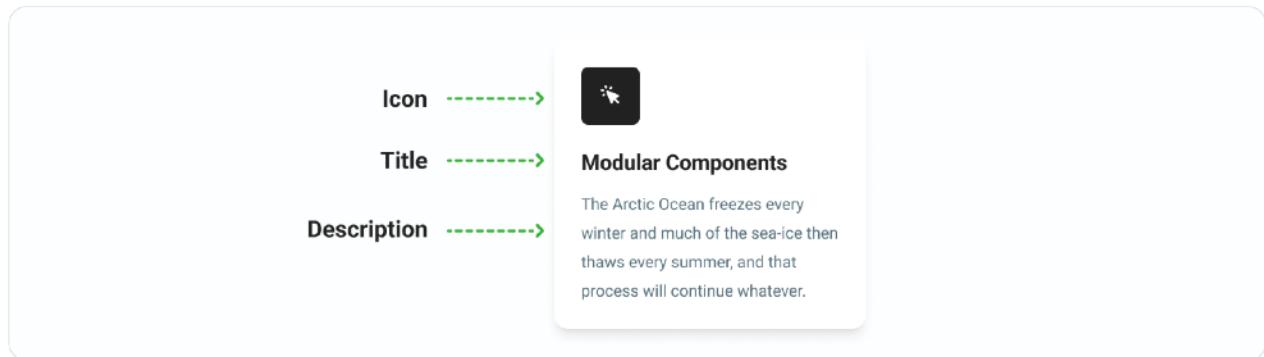
Scan or Click for More Hero Sections

Unlock a world of possibilities by scanning the QR code below or clicking on it. It's your gateway to explore additional sections and discover more content. Just point and tap, or simply click, to begin your journey!



3. Features

This section is specifically devoted to highlighting the attributes and functionalities of the product, service, application, or content showcased on the website.

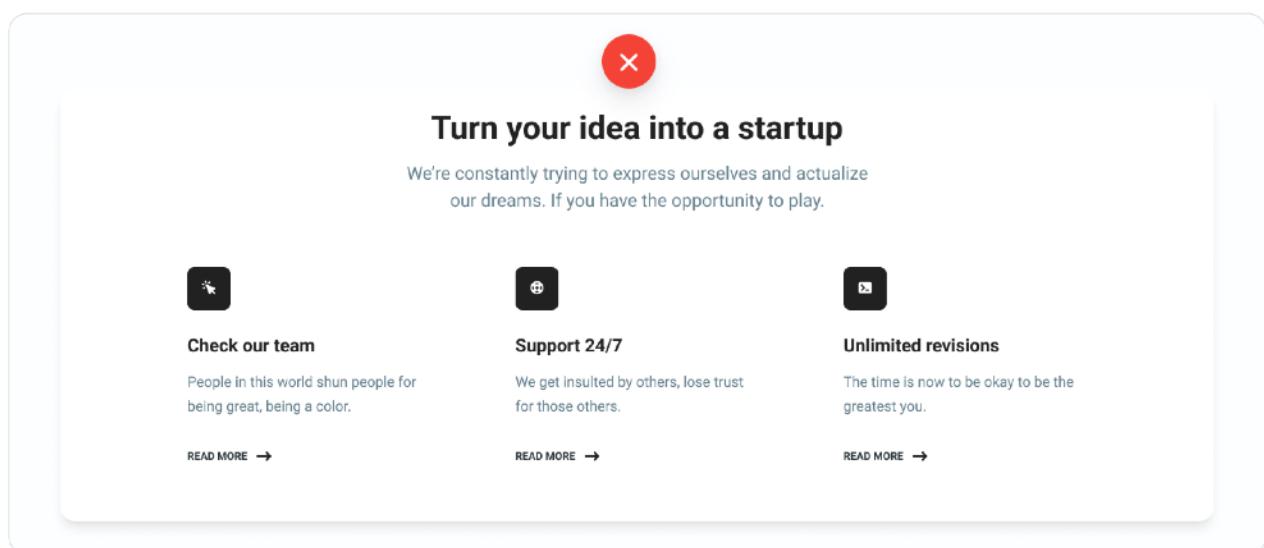


a. Designing the Features Section

To craft a well-designed feature section that effectively conveys information, it's essential to consider the following aspects:

Center-Alignment

For short descriptions, typically consisting of two lines, use center alignment.



Center-aligned text in such cases looks visually appealing and is easy to read.

The screenshot displays a mobile application's landing page. At the top is a large green circular icon containing a white checkmark. Below it is a bold, black, sans-serif heading: "Turn your idea into a startup". Underneath the heading is a subtitle in a smaller, gray font: "We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play." The main content area features three cards arranged horizontally. Each card has a small icon above its title: a person icon for "Check our team", a gear icon for "Support 24/7", and a document icon for "Unlimited revisions". The text in each card is left-aligned. Below each card is a "READ MORE" button with a right-pointing arrow.

Left-Alignment

This screenshot shows the same mobile application interface as the previous one, but with left-aligned text. The visual elements are identical: the green checkmark icon, the main heading, the subtitle, and the three cards with their respective icons and descriptions. The text within the cards is now aligned to the left instead of center. The "READ MORE" buttons remain at the bottom of each card.

When dealing with descriptions longer than two lines, opt for left alignment. This ensures that users can follow the text comfortably as they read through it.

Consistency

If you encounter lengthy descriptions, consider condensing the content while retaining the core idea to maintain consistency in the section.

The diagram illustrates two versions of a landing page section, each featuring three items: "Check our team", "Support 24/7", and "Unlimited revisions".

Version 1 (Top): This version uses red dashed arrows for all three items. It includes a red circular icon with a white "X" at the top center.

- Check our team:** Description: "The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer." Call-to-action: "READ MORE →"
- Support 24/7:** Description: "The time is now for it to be okay to be great. People in this world shun people for being great, for being a bright color, , and that process will continue whatever." Call-to-action: "READ MORE →"
- Unlimited revisions:** Description: "People are so scared to lose that they don't even try, like one thing." Call-to-action: "READ MORE →"

Version 2 (Bottom): This version uses green dashed arrows for the first two items and a solid green arrow for the third item. It includes a green circular icon with a white checkmark at the top center.

- Check our team:** Description: "The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer; and that process will continue whatever." Call-to-action: "READ MORE →"
- Support 24/7:** Description: "The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color." Call-to-action: "READ MORE →"
- Unlimited revisions:** Description: "People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying my hardest." Call-to-action: "READ MORE →"

Content Area

In the features section, you'll typically find a title and a description. Avoid using the full width of the content area to enhance readability and aesthetics.

Turn your idea into a startup

Download our app to dive into a vast library of courses, tutorials, and study materials on a wide range of subjects - from programming and language learning to personal development and beyond

Check our team

The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.

Support 24/7

The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color.

Unlimited revisions

People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying my hardest.

[READ MORE →](#)

[READ MORE →](#)

[READ MORE →](#)

Details

For short features consisting of 4-5 words, skip the traditional bullet points and use checkmarks instead. This approach adds more value and keeps the section looking clean and organized.



Some of Our Awesome Projects

This is the paragraph where you can write more details about your projects. Keep you user engaged by providing meaningful information.

- **Listen to Social Conversations**

Gain access to the demographics, psychographics, and location of unique people who talk about your brand.
- **Performance Analyze**

Unify data from Facebook, Instagram, Twitter, LinkedIn, and Youtube to gain rich insights from easy-to-use reports.
- **Social Conversions**

Track actions taken on your website that originated from social, and understand the impact on your bottom line.



Some of Our Awesome Projects

This is the paragraph where you can write more details about your projects. Keep you user engaged by providing meaningful information.

- ✓ **Listen to Social Conversations**

Gain access to the demographics, psychographics, and location of unique people who talk about your brand.
- ✓ **Performance Analyze**

Unify data from Facebook, Instagram, Twitter, LinkedIn, and Youtube to gain rich insights from easy-to-use reports.
- ✓ **Social Conversions**

Track actions taken on your website that originated from social, and understand the impact on your bottom line.

Additionally, consider using icons that complement the design and maintain a clean appearance.



Some of Our Awesome Projects

This is the paragraph where you can write more details about your projects. Keep you user engaged by providing meaningful information.

- **Listen to Social Conversations**

Gain access to the demographics, psychographics, and location of unique people who talk about your brand.
- **Performance Analyze**

Unify data from Facebook, Instagram, Twitter, LinkedIn, and Youtube to gain rich insights from easy-to-use reports.



Some of Our Awesome Projects

This is the paragraph where you can write more details about your projects. Keep you user engaged by providing meaningful information.

- ✓ **Listen to Social Conversations**

Gain access to the demographics, psychographics, and location of unique people who talk about your brand.
- ✓ **Performance Analyze**

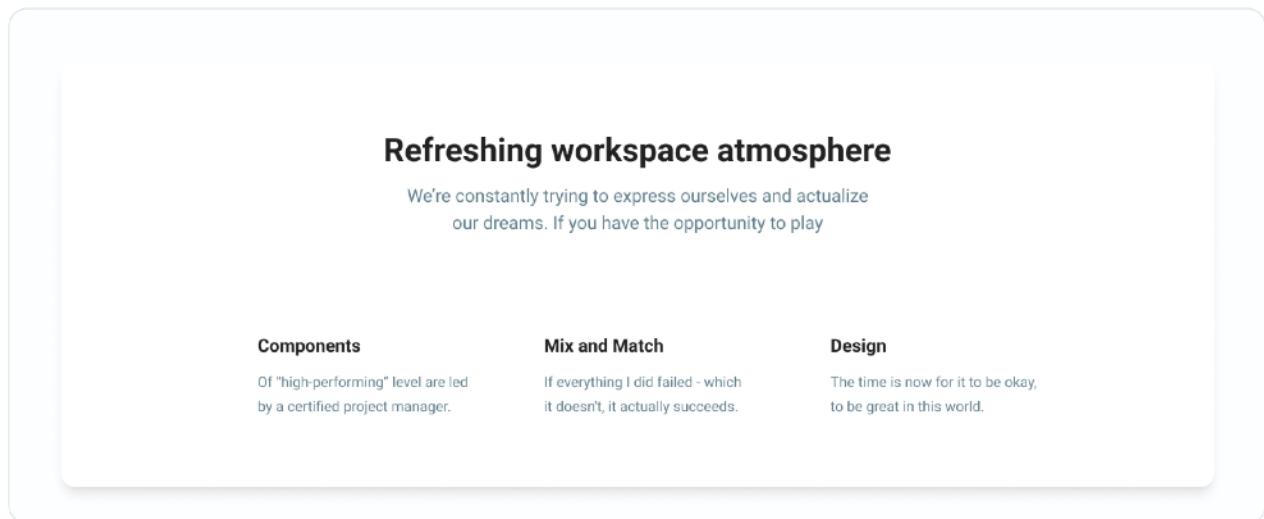
Unify data from Facebook, Instagram, Twitter, LinkedIn, and Youtube to gain rich insights from easy-to-use reports.

b. Select a Feature Style

Based on the incorporated elements, features can take on various forms, such as:

Minimalistic

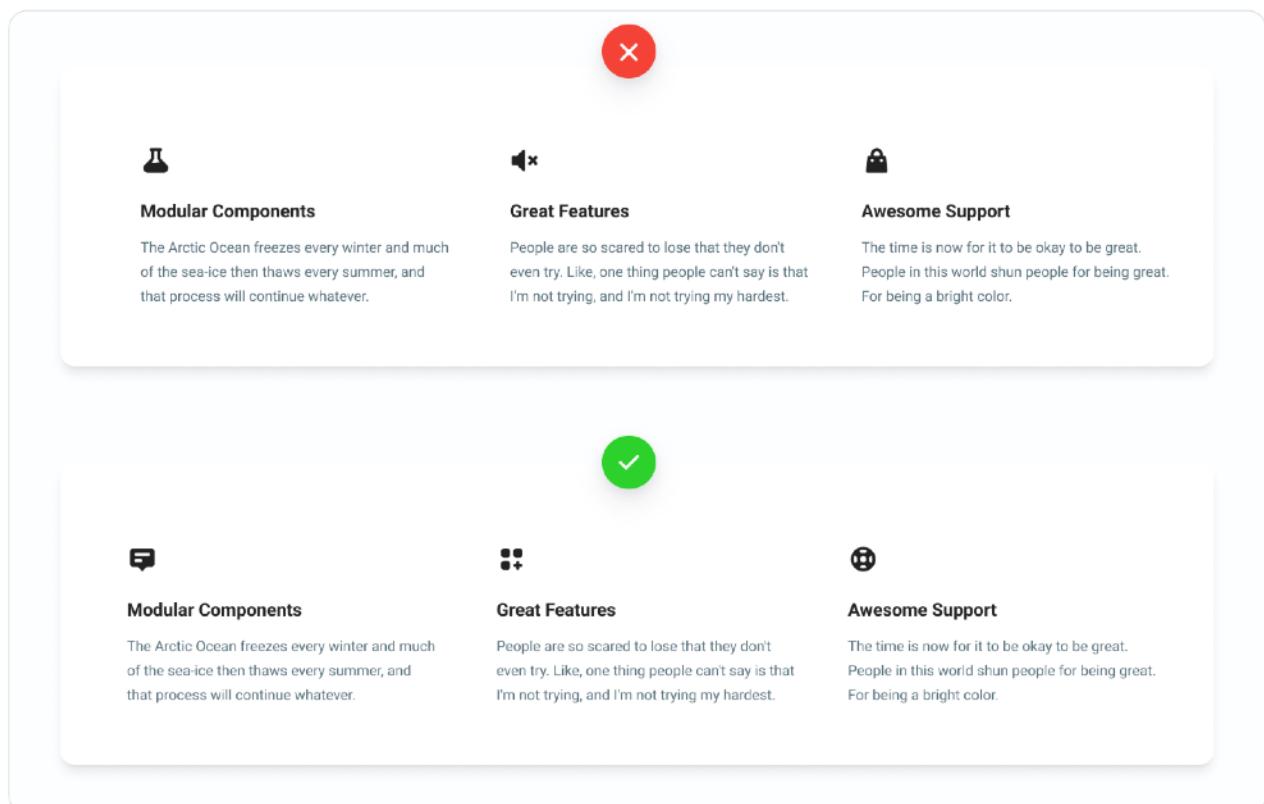
This style is simple and primarily focuses on text content.



A minimalist design card featuring a large central title and two columns of text below it. The title is "Refreshing workspace atmosphere". Below the title is a quote: "We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play". The card is divided into three sections: "Components", "Mix and Match", and "Design".

Components	Mix and Match	Design
Of "high-performing" level are led by a certified project manager.	If everything I did failed - which it doesn't, it actually succeeds.	The time is now for it to be okay, to be great in this world.

With Icons



A card featuring three columns of text, each preceded by an icon. The first column has a red 'X' icon above it. The second column has a green checkmark icon above it. The third column has a blue checkmark icon above it. The columns are labeled "Modular Components", "Great Features", and "Awesome Support".

Modular Components	Great Features	Awesome Support
The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.	People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying my hardest.	The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color.

Modular Components	Great Features	Awesome Support
The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.	People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying my hardest.	The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color.

Incorporating icons is a common and effective style. When selecting icons, ensure they align with the text to prevent user confusion. You can refer to Chapter 8, "Icons," in "From Pixels to Elements" for more guidance on using icons effectively.

With Logos

Similar to icons, logos can replace text in certain cases, depending on the context.

Get your own app

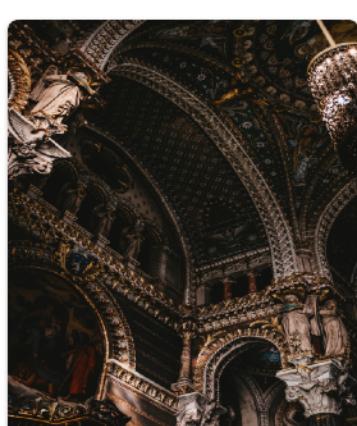
The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.

CONTACT US

 Payment vendor Check out our proven methods, guides, and exercises that help make work better, and people happier.	 Organize your team Check out our proven methods, guides, and exercises that help make work better, and people happier.	 Ecommerce Check out our proven methods, guides, and exercises that help make work better, and people happier.
 Digital Product Design Check out our proven methods, guides, and exercises that help make work better, and people happier.	 Better Communication Check out our proven methods, guides, and exercises that help make work better, and people happier.	 Logo Design Check out our proven methods, guides, and exercises that help make work better, and people happier.

With Visual

This style incorporates images, which can also be replaced with illustrations as needed.



Awesome Design Values

The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color

 Give your best Creativity starts with an empty calendar and ends with a full one.	 Learn new things We get insulted by others, lose trust for those We get back.	 Never give up When playing, surround yourself with people happier than you.
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Image source number: 33. Check the end credits

Linked

If you opt for this style, ensure that the links have appropriate contrast for readability.

The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.

Google

We get insulted by others, lose trust for those others. We get back here to follow my dreams.

[READ MORE >](#)

coinbase

Check out our proven methods, guides, and exercises that help make work better, and people happier.

[READ MORE >](#)

NETFLIX

Unify data from Facebook, Instagram, Twitter, LinkedIn, and YouTube to gain rich insights from easy-to-use reports.

[READ MORE >](#)

The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.

Google

We get insulted by others, lose trust for those others. We get back here to follow my dreams.

[READ MORE >](#)

coinbase

Check out our proven methods, guides, and exercises that help make work better, and people happier.

[READ MORE >](#)

NETFLIX

Unify data from Facebook, Instagram, Twitter, LinkedIn, and YouTube to gain rich insights from easy-to-use reports.

[READ MORE >](#)

c. Design with Artificial Intelligence

AI can help in crafting persuasive headlines and descriptive texts.



Generate the content for the Features Section from a Mobile App's presentation page that conveys a feeling of professionalism and safety. Take into consideration that the mobile app is for an Insurance Company that helps the users pay their insurance tax online.



1. Seamless Integration: With a design focused on clarity, our app integrates effortlessly with your insurance account, ensuring every transaction is straightforward.

2. Advanced Encryption: Your safety is paramount. Our app employs top-tier encryption methods, safeguarding your personal data and financial transactions from any unauthorized access.

Generated on 18.10.2023

Great recommendations for suitable icons, images, and graphics to effectively represent the features.



Give me 5 representative icons for the feature section of a restaurant. Use descriptions for these icons.



1. Plate & Cutlery:

- Description: A neatly set plate with a fork to its left and a knife to its right. This icon symbolizes the primary offering of the restaurant: food. It's straightforward and universally recognized.

1

Generated on 18.10.2023

Additionally, suggestions may include micro-interactions and transitions that enhance the user experience.



Give me 4 examples of engaging micro-interactions to consider when designing a features section.



Absolutely! Here are four engaging micro-interactions for a features section:

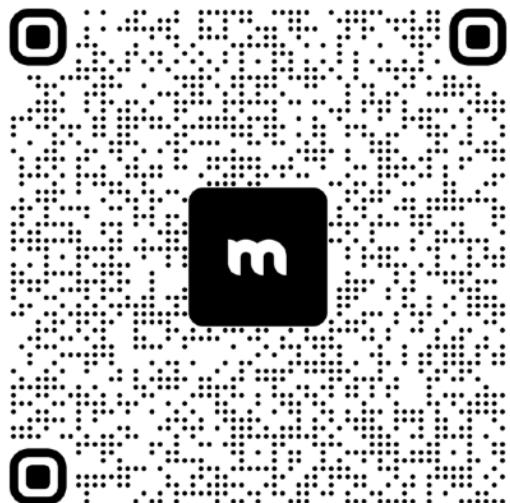
1. Feature Highlight on Hover:

- Description: When a user hovers over a particular feature, the background subtly brightens or changes color, while the accompanying icon slightly enlarges or animates. This interaction helps in drawing attention to individual features on the page.

Generated on 18.10.2023

Scan or Click for More Features Sections

Unlock a world of possibilities by scanning the QR code below or clicking on it. It's your gateway to explore additional sections and discover more content. Just point and tap, or simply click, to begin your journey!



4. Cards

Cards play a vital role in the design of your website or mobile application, greatly influencing the user experience when designed effectively. They offer versatile functionality and can accommodate a variety of content, including images, descriptions, files, charts, videos, and more.

a. Designing Cards

Consider the following guidelines when designing a card:

Establish Visual Hierarchy

Visual hierarchy is key to directing user attention to essential information. Position critical content at the top of the card and utilize typography, white space, and contrast to emphasize it. Properly separate content areas that require visual distinction.

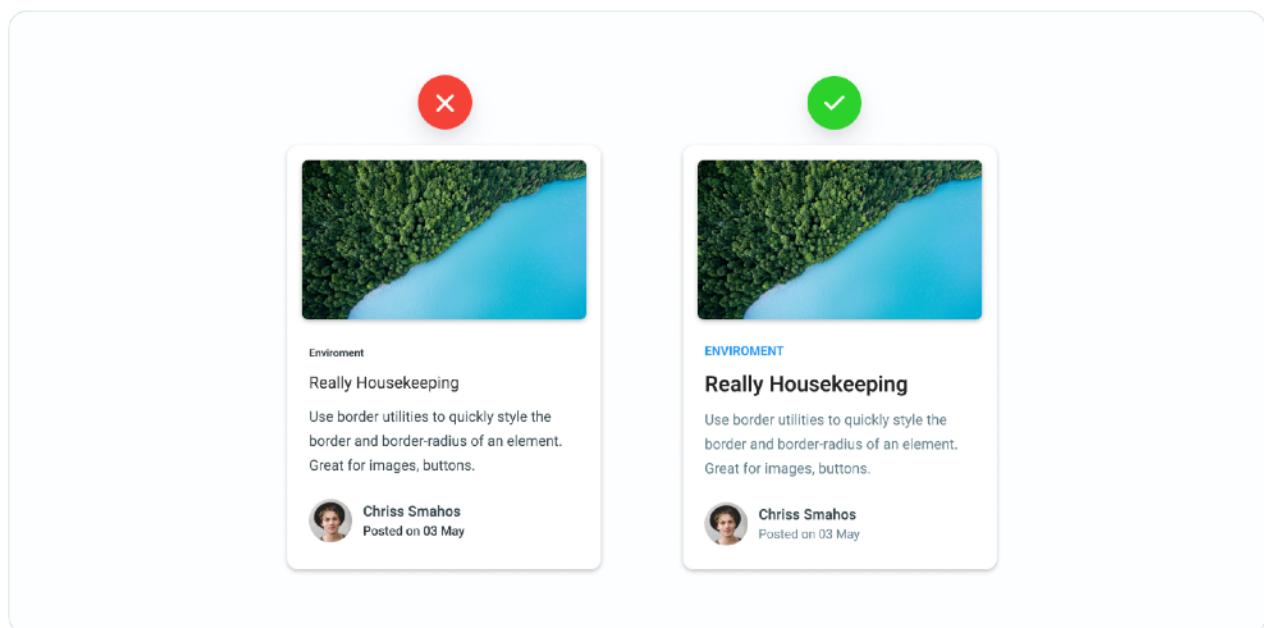


Image source numbers: 66, 67. Check the end credits

Content Control

Keep card content concise and relevant. Avoid overwhelming cards with excessive information, which can make them lengthy and less effective. If you need to include additional text, ensure it is well-structured within the card.

X


Enterprise

Autodesk looks to future of 3D printing with Project Escher

I will be the leader of a company that ends up being worth billions of dollars, because I got the answers. I understand culture. I am the nucleus. And now I look and look around and there's so many Kanyes I've been trying to figure out the bed design for the master bedroom.

✓


Enterprise

Autodesk looks to future of 3D printing with Project Escher

I will be the leader of a company that ends up being worth billions of dollars, because I got the answers. I understand culture. I am the nucleus. And now I look and look around and there's so many Kanyes I've been trying to figure out the bed design for the master bedroom.

Incorporate Links

While it's important to include links in cards, avoid overloading them with links, as it may dilute the card's primary purpose. Use a single clear link to indicate where users can find more information

X

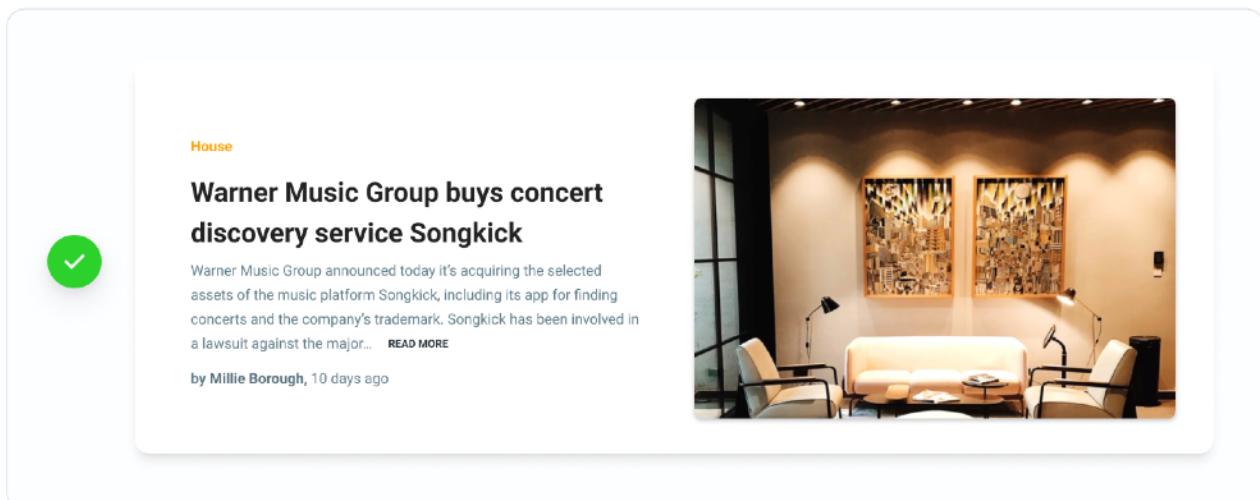
House

Warner Music Group buys concert discovery service Songkick

Warner [Music Group](#) announced today it's acquiring the selected assets of the music platform [Songkick](#), including its app for finding concerts and the company's trademark. [Songkick](#) has been involved in a lawsuit against the major.

by Millie Borough, 10 days ago





House

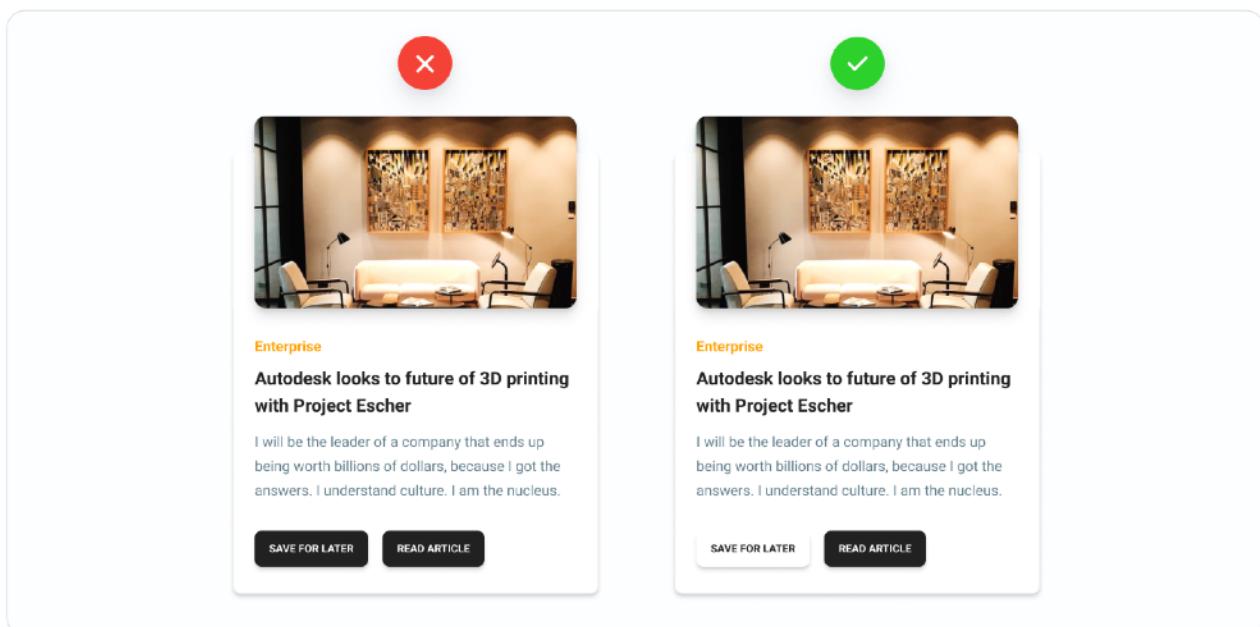
Warner Music Group buys concert discovery service Songkick

Warner Music Group announced today it's acquiring the selected assets of the music platform Songkick, including its app for finding concerts and the company's trademark. Songkick has been involved in a lawsuit against the major... [READ MORE](#)

by Millie Borough, 10 days ago

Call to Actions

Buttons are expected elements in cards, so it's essential to make their functions evident. Users should easily distinguish between primary and secondary buttons.



Enterprise

Autodesk looks to future of 3D printing with Project Escher

I will be the leader of a company that ends up being worth billions of dollars, because I got the answers. I understand culture. I am the nucleus.

[SAVE FOR LATER](#) [READ ARTICLE](#)

Enterprise

Autodesk looks to future of 3D printing with Project Escher

I will be the leader of a company that ends up being worth billions of dollars, because I got the answers. I understand culture. I am the nucleus.

[SAVE FOR LATER](#) [READ ARTICLE](#)

Image source number: 5. Check the end credits

Images Inside Cards

When adding images to cards, pay attention to their alignment. Maintain consistent margins above, below, left, and right of the image. Ensure that the image's border radius is smaller than that of the card.

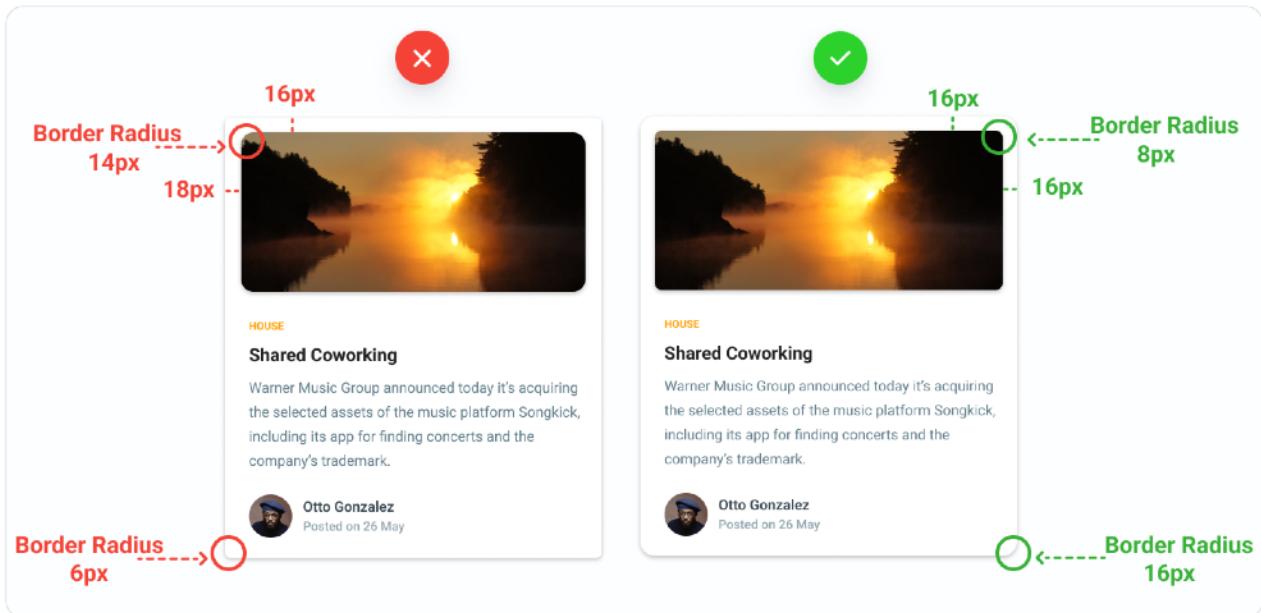


Image source number: 54. Check the end credits

Raised Images

Similarly, if you have a raised image within a card, adhere to the same rules for alignment. Include a few pixels of margin around the text to avoid any optical misalignment.

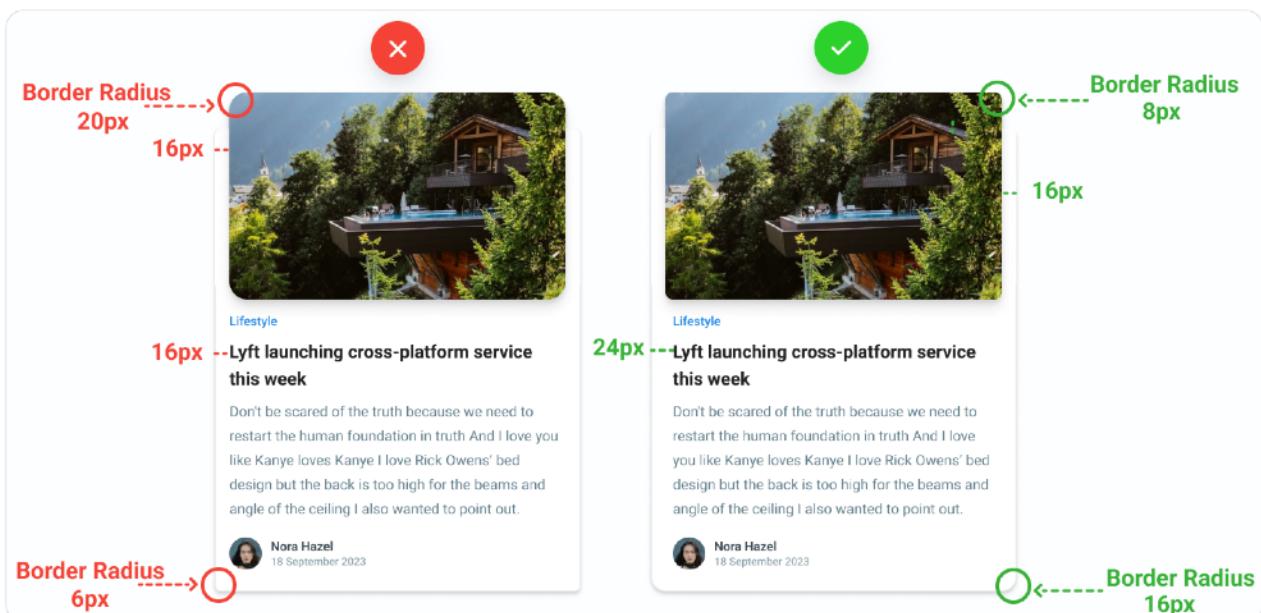


Image source number: 4. Check the end credits

Responsive Design

Cards are adaptable and can scale down smoothly to various screen resolutions. Their square shape fits well within different grid systems. Vertical scrolling can be enabled for smaller screens instead of horizontal swiping.

DESKTOP



Business

Autodesk looks to future of 3D with Project Escher

Warner Music Group announced today it's acquiring the selected assets of the music platform Songkick, including its app for finding concerts and the company's trademark. Songkick has been involved in a lawsuit against the major... [READ MORE](#)

 Otto Gonzalez
Posted on 26 May

MOBILE



Business

Autodesk looks to future of 3D with Project Escher

Warner Music Group announced today it's acquiring the selected assets of the music platform Songkick, including its app for finding concerts and the company's trademark. Songkick has been involved in a lawsuit against the major... [READ MORE](#)

 Otto Gonzalez
Posted on 26 May

Image source number: 55. Check the end credits

Consistency

To prevent content misalignment and maintain an attractive appearance, consistency in card framing is essential. Consistent framing contributes to a clean design and enhances the readability of information.

Mastering UI/UX Components

Take a look at these examples to understand the impact of consistent card framing. Before you understand the impact of consistent card framing, the card designs may look cluttered and disorganized.



Book your next trip

An arrangement you make to have a hotel room, tickets, etc. at a particular time in the future.



Entire Apartment • 3 Guests • 2 Beds

Lovely and Cozy Apartment

Fast forward, rewind and more, without having to first invoke a specific skill, or even press a button on their remote.

FROM \$120/NIGHT



Private Room • 1 Guests • 1 Sofa

Single Room in the Forest

As Uber works through a huge amount of internal management turmoil, the company is also consolidating more of its international business. Siri's latest trick is offering a hands-free TV viewing experience

FROM \$99/NIGHT



Entire Apartment • 4 Guests • 2 Beds

Independent House Bedroom

Music is something that every person has his or her own specific opinion about.

FROM \$240/NIGHT



Entire Apartment • 3 Guests • 2 Beds

Zen Gateway with Pool

Fast forward, rewind and more, without having to first invoke a specific skill, or even press a button on their remote, skill, or even press a button on their.

FROM \$320/NIGHT



Private Room • 1 Guests • 1 Sofa

Hotel for a Luxury Vacation

We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves.

FROM \$145/NIGHT



Entire Apartment • 4 Guests • 2 Beds

Cozy Double Room Near Lake

If you have the opportunity to play this game of life you need to appreciate every moment. A lot of people don't appreciate the moment until it's passed.

FROM \$490/NIGHT

After applying consistent framing, the card designs appear cleaner and more organized, enhancing the overall visual appeal.



Book your next trip

An arrangement you make to have a hotel room, tickets, etc. at a particular time in the future.



Entire Apartment • 3 Guests • 2 Beds

Lovely and Cozy Apartment

Siri's latest trick is offering a hands-free TV viewing experience, that will allow consumers to turn on or off their television, change inputs, fast forward.

FROM \$120/NIGHT



Private Room • 1 Guests • 1 Sofa

Single Room in the Forest

As Uber works through a huge amount of internal management turmoil, the company is also consolidating more of its international business.

FROM \$99/NIGHT



Entire Apartment • 4 Guests • 2 Beds

Independent House Bedroom

Music is something that every person has his or her own specific opinion about. Different people have different taste, and various types of music.

FROM \$240/NIGHT



Entire Apartment • 3 Guests • 2 Beds

Zen Gateway with Pool

Fast forward, rewind and more, without having to first invoke a specific skill, or even press a button on their remote, skill, or even press a button on their.

FROM \$320/NIGHT



Private Room • 1 Guests • 1 Sofa

Hotel for a Luxury Vacation

We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves.

FROM \$145/NIGHT



Entire Apartment • 4 Guests • 2 Beds

Cozy Double Room Near Lake

If you have the opportunity to play this game of life you need to appreciate every moment. A lot of people don't appreciate the moment until it's passed.

FROM \$490/NIGHT

Image source numbers: 56, 57, 58, 59, 60, 61. Check the end credits

b. Card Styles

Based on the context, cards may take on various forms:

Blog Card

When designing blog cards, keep them simple and consistent. Maintain a structured format while using different images and font sizes to emphasize the most important card elements. This style allows for flexibility in representing various blog posts with a cohesive design.



ENTERPRISE

Siri brings hands-free TV to more devices

Siri's latest trick is offering a hands-free TV viewing experience, that will allow consumers to turn on or off their television, change inputs, fast forward, rewind and more, without having to first invoke a specific skill, or even press a button on their remote. Society has put up so many boundaries, so many limitations on what's right and wrong that it's almost impossible.

[READ MORE](#)



Startups

Lyft launching cross-platform service this week

Don't be scared of the truth because we need to restart the human foundation in truth And I love you like Kanye loves Kanye I love Rick Owens' bed design but the back is too high for the beams.

 **Nora Hazel**
12 September 2022



Enterprise

Autodesk looks to future of 3D printing with Project

Don't be scared of the truth because we need to restart the human foundation in truth And I love you like Kanye loves Kanye I love Rick Owens' bed design but the back is too high for the beams and angle.

 **Ryan Samuel**
10 September 2022

Image source numbers: 62, 63, 1. Check the end credits

Booking Card

This style is minimalistic and focuses primarily on content. Booking cards aim to provide essential information in a clean and straightforward manner, making it easy for users to access booking details or reservations.



Entire Apartment • 3 Guests • 2 Beds

Lovely and Cozy Apartment

Siri's latest trick is offering a hands-free TV viewing experience, that will allow consumers to turn on or off their television, change inputs, fast forward.

[FROM \\$120/NIGHT](#)

Image source number: 56. Check the end credits

Profile Card

Profile cards should contain only essential information, such as an avatar, name, and social links. The goal is to offer a quick overview of a user's profile, leaving detailed information for the Profile Page. This approach keeps the profile card clean and uncluttered.

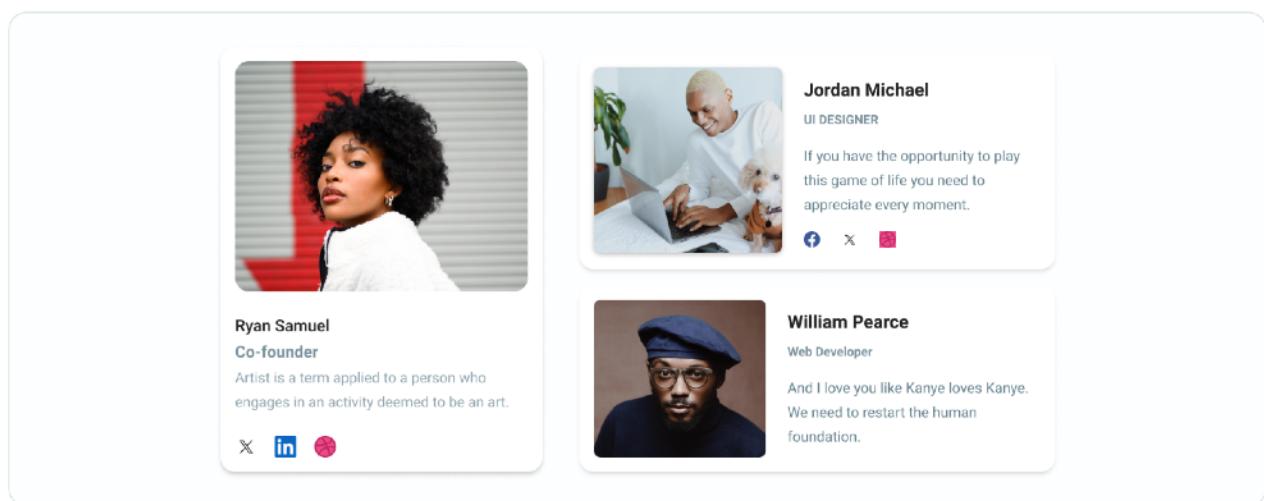
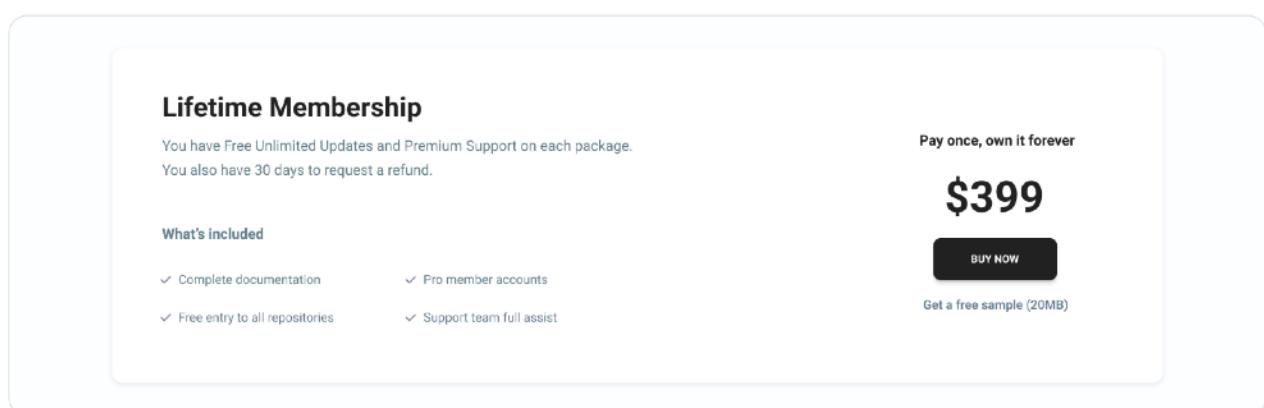


Image source numbers: 22, 64, 3. Check the end credits

Pricing Card

Pricing cards prioritize key elements, including the buy button, price, and features. Consistency in presenting these elements is essential for user clarity. Users should easily identify pricing options and associated features, facilitating decision-making.



Background Card

In this card style, the emphasis is on the background image. It's essential to ensure that the contrast between the image and text overlay is appropriate, allowing the text to remain visible and readable. This style is often used to create visually appealing card designs with captivating images.

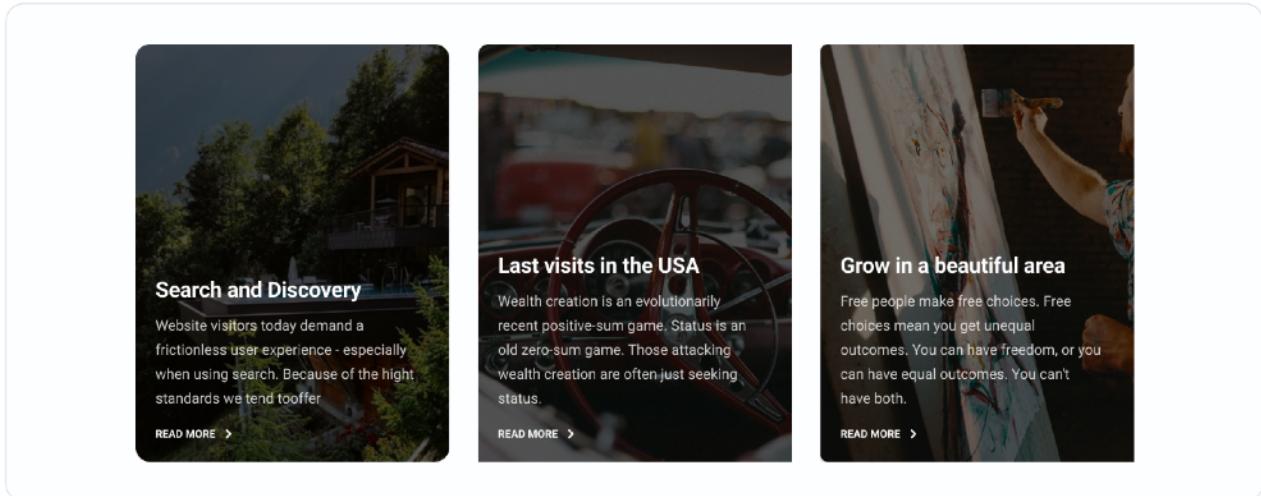


Image source numbers: 4, 35, 62. Check the end credits

Card with Colored Shadow

To achieve a more eye-catching effect, consider adding a colored shadow to the card's image. This style enhances the visual impact of the card and can make it stand out among other content. The colored shadow adds depth and dimension to the card's design.

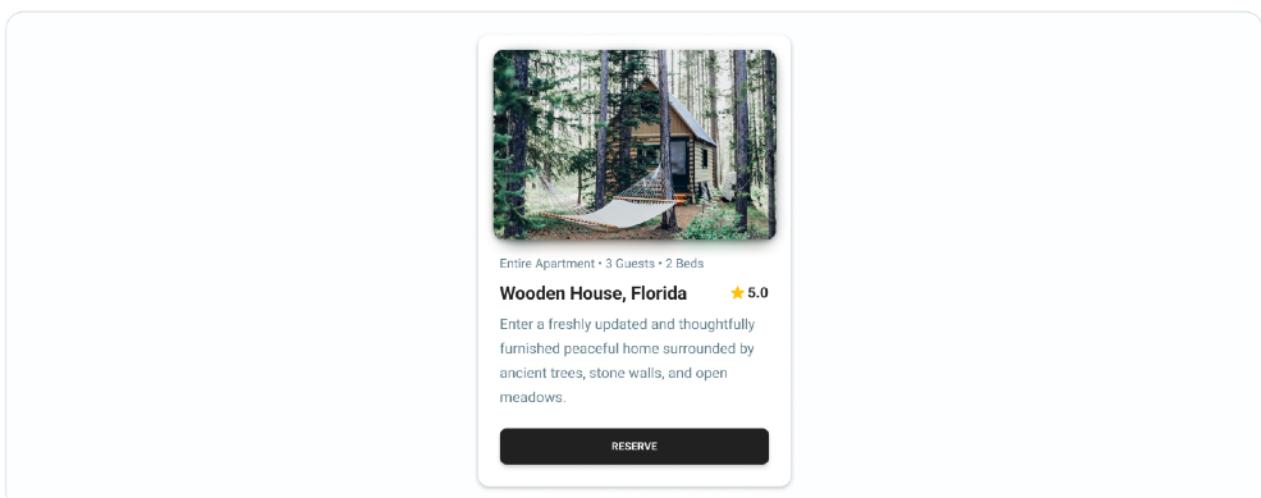


Image source number: 65. Check the end credits

c. Design with Artificial Intelligence

AI tools can provide valuable assistance to designers in the development of cards.



Design a card template for displaying popular recipes with options for categorization (e.g., appetizers, main courses, desserts).



Shape & Size:

- Rectangular card with rounded corners.
- Dimensions: About 300px in width and 450px in height (adjust as needed).

Top Section (Image):

- Feature a high-resolution image of the finished dish.

Image credit: [Unsplash](#) (https://unsplash.com/photos/1234567890abcde)

Generated on 18.10.2023

Interaction and Animation Suggestions



Recommend interactive elements to enhance a hotel booking card, such as a date picker, room selection, and an "add to cart" button.



Certainly! Interactive elements can significantly improve the user experience for a hotel booking card. Here's a breakdown of several interactive elements tailored for this purpose:

1. Date Picker:

- Description: An interactive calendar pop-up that allows users to select check-in and check-out dates. When a date range is chosen, the selected span should be highlighted.

Generated on 18.10.2023

Performance Optimization



What steps can be taken to ensure that cards load smoothly on various devices, including mobile, tablet, and desktop?



Ensuring that cards load smoothly across various devices is crucial for a seamless user experience. Here are some steps you can take:

1. Responsive Design:

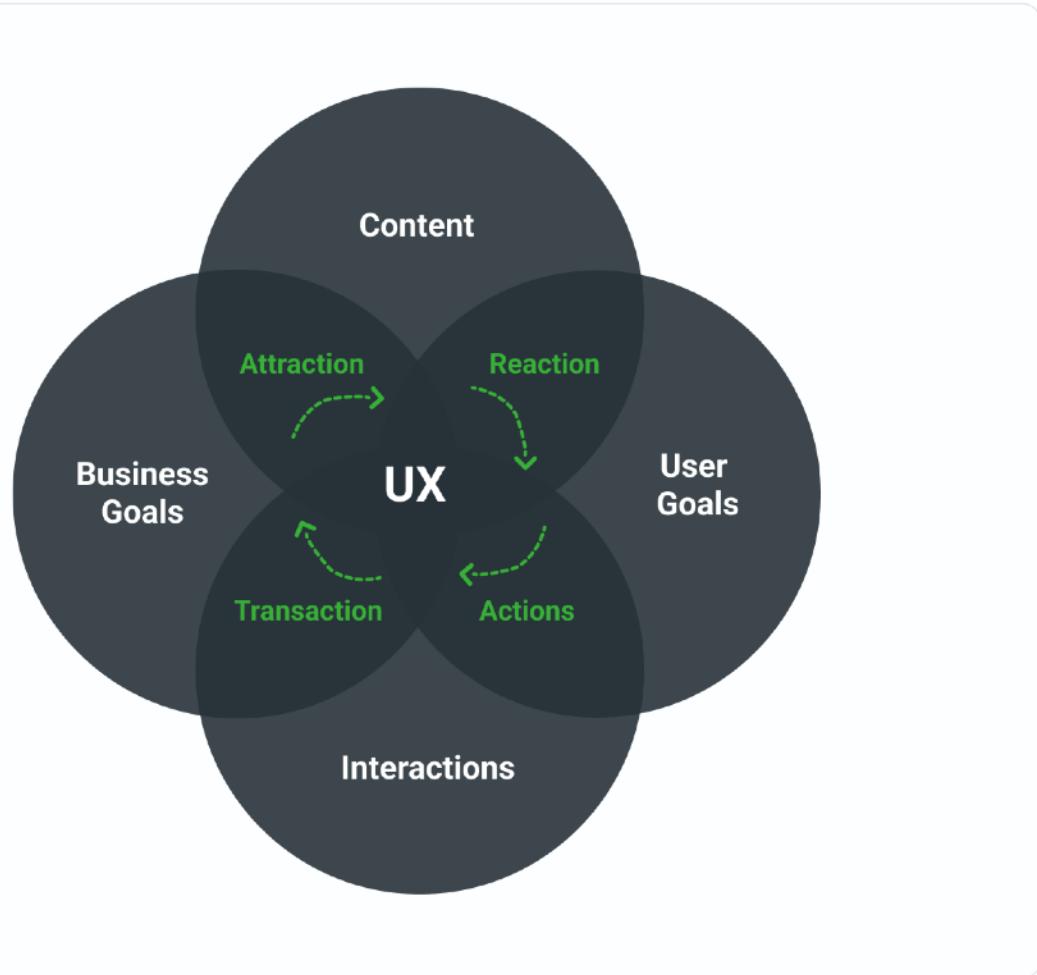
- Design cards with a mobile-first approach and ensure they adapt well to different screen sizes using CSS media queries.

• Stack cards vertically on mobile, use a grid layout for tablets, and expand on desktop.

Generated on 18.10.2023

5. Content

High-quality content is a fundamental aspect of providing an excellent user experience. The CUBI Experience Model, developed by Corey Stern, outlines four key components that contribute to the overall user experience.



User Experience Model by Corey Stern

These components are Content, User Goals, Business Goals, and Interactions. What makes this model impactful is its recognition of content as a central element in shaping the user's experience. In other words, the quality and relevance of the content significantly influence how users perceive and engage with a product or service, ultimately affecting the success of both user and business objectives.

a. Prioritize Meaningful Content

When it comes to content, it's not just about being "content-first"; it's about considering content throughout every phase of the project, from inception to completion.

Typography

Ensure that your typography choices enhance content clarity, with the information's visual weight and hierarchy serving as effective tools for conveying your message.

Value

Select words that are clear and impactful, making it easy for users to identify calls to action and grasp the value proposition. Your content should swiftly convey the brand's voice, tone, and messaging.

Responsiveness

Prioritize responsive design that adapts to varying screen sizes. Streamline your content to feature only the most critical elements, ensuring readability on smaller devices.

User-Centric Approach

Craft a user-centered design that aligns with user expectations and needs, consistently focusing on delivering a user experience that resonates.

b. Structuring Content Areas

Below, I'll outline essential content areas that can be adapted to suit your specific content needs.

Content with Images

To prevent overwhelming the page with lengthy descriptions, consider rephrasing extensive text to emphasize key points. When creating an image album, maintain consistent spacing between images, even if they vary in size. Ensure image alignment to achieve a neatly organized section, akin to the game of Tetris.

×

CO-WORKING

Explore our places in London

If you can't decide, the answer is no. If two equally difficult paths, choose the one more painful in the short term
(pain avoidance is creating an illusion of equality).



✓

CO-WORKING

Explore our places in London

If you can't decide, the answer is no. If two equally difficult paths, choose the one more painful in the short term
(pain avoidance is creating an illusion of equality).



Image source numbers: 61, 59, 57, 56, 4 . Check the end credits

Text Combined with Images

For text areas, employ appropriate line-height, particularly when using a font size of 16px, where a line-height of 26px is ideal.

Highlight your call to action using contrasting colors that pass accessibility standards. Ensure image integration enhances the section and complements the text.

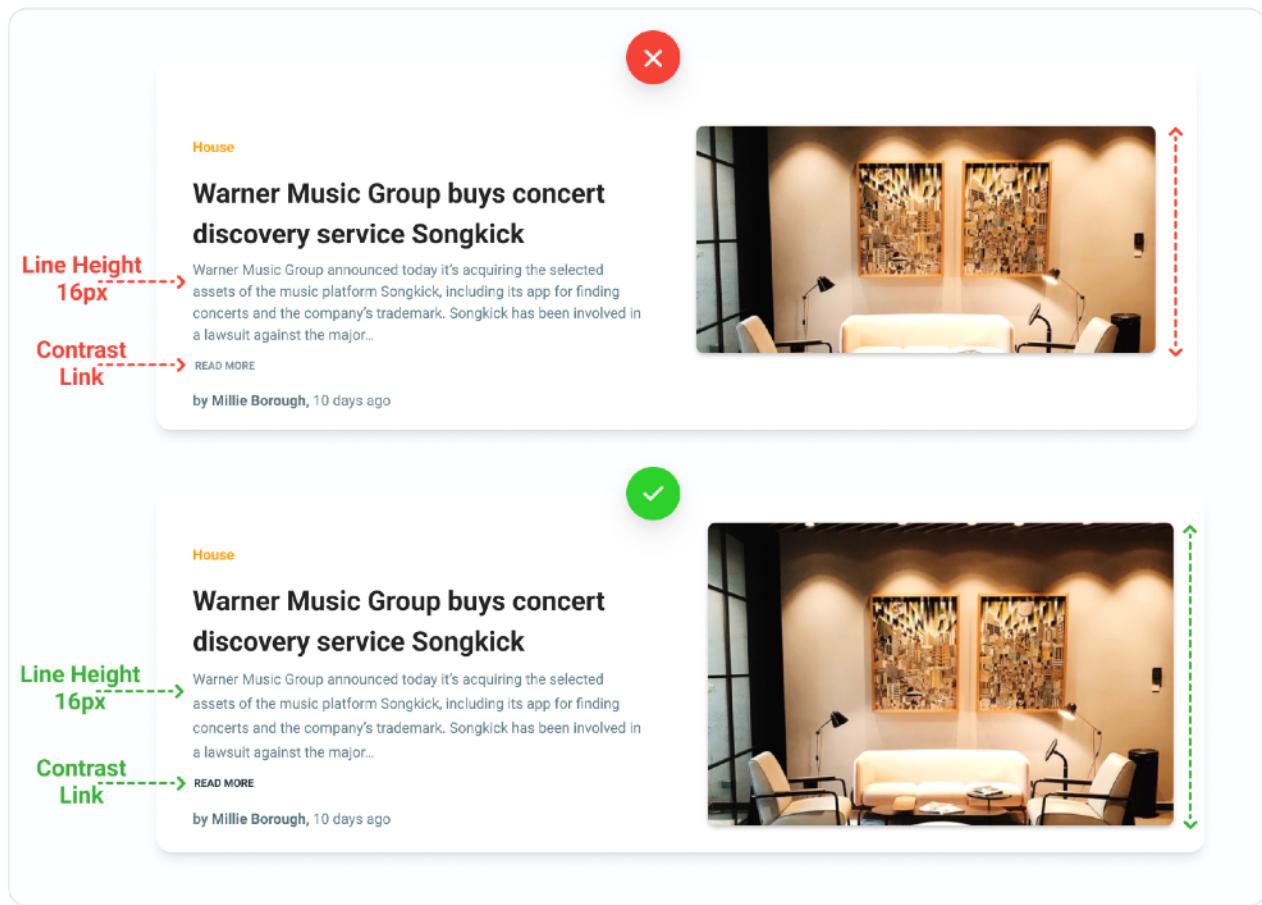


Image source number: 5 . Check the end credits

Articles

Establish a visual hierarchy using varying text sizes from your typography scale. Limit the use of text sizes to a maximum of three for consistency and maintain proper line-height for readability.

Mastering UI/UX Components

A new way to buy your next home

If you can't decide, the answer is no. If two equally difficult paths, choose the one more painful in the short term (pain avoidance is creating an illusion of equality).

Font Size 24px **Short Sentences Gives You the Liberty**

Paradoxically, using more short sentences gives you the liberty to write beautiful long sentences. But in a way that's never been done before.

Mathew Glock
Author

Font Size 18px **5 Ways to Improve your Life.**

Create first, edit second. Never do them at the same time.

Mathew Glock
Author

Font Size 14px **Podcasts**

An interview with Tesla founder.

Alexa Rossa

Font Size 36px **Interviews**

Make \$500k through small biz or raise it from family.

Jonathan Silvia

Font Size 16px **Podcasts**

An interview with Tesla founder.

Alexa Rossa

Font Size 30px **Short Sentences Gives You the Liberty**

Paradoxically, using more short sentences gives you the liberty to write beautiful long sentences. But in a way that's never been done before.

Mathew Glock
Author

Font Size 30px **5 Ways to Improve your Life.**

Create first, edit second. Never do them at the same time.

Mathew Glock
Author

Font Size 30px **Interviews**

Make \$500k through small biz or raise it from family.

Jonathan Silvia

Font Size 30px **Podcasts**

An interview with Tesla founder.

Alexa Rossa

Font Size 36px **High performers are like surfers.**

High performers are like surfers.

Emma Roberts

A new way to buy your next home

If you can't decide, the answer is no. If two equally difficult paths, choose the one more painful in the short term (pain avoidance is creating an illusion of equality).

Font Size 30px **Short Sentences Gives You the Liberty**

Paradoxically, using more short sentences gives you the liberty to write beautiful long sentences. But in a way that's never been done before.

Mathew Glock
Author

Font Size 30px **5 Ways to Improve your Life.**

Create first, edit second. Never do them at the same time.

Mathew Glock
Author

Font Size 16px **Podcasts**

An interview with Tesla founder.

Alexa Rossa

Font Size 30px **Interviews**

Make \$500k through small biz or raise it from family.

Jonathan Silvia

Font Size 30px **Podcasts**

An interview with Tesla founder.

Alexa Rossa

Font Size 30px **Short Sentences Gives You the Liberty**

Paradoxically, using more short sentences gives you the liberty to write beautiful long sentences. But in a way that's never been done before.

Mathew Glock
Author

Font Size 30px **5 Ways to Improve your Life.**

Create first, edit second. Never do them at the same time.

Mathew Glock
Author

Font Size 30px **Interviews**

Make \$500k through small biz or raise it from family.

Jonathan Silvia

Font Size 30px **Podcasts**

An interview with Tesla founder.

Alexa Rossa

Font Size 36px **High performers are like surfers.**

High performers are like surfers.

Emma Roberts

Image source number: 4,56, 5 . Check the end credits

Logos

Incorporating logos from prominent companies enhances user confidence and credibility. Ensure they are visible and emphasize this area, but also prioritize highlighting the feature titles.

CO-WORKING

Beautiful Mobile Apps

Font Size
16px
 Awesome Support
 Great Features

If everything I did failed - which it doesn't, it actually succeeds - just the fact that I'm willing to fail is an inspiration. People are so scared to lose that they don't even try.

[Read more →](#)

You have the opportunity to play this game of life you need to appreciate every moment. A of people don't appreciate the moment until i motivating the other doers.

[Read more →](#)

People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying my hardest.

[Read more →](#)

CO-WORKING

Font Size
20px
 Awesome Support
 Great Features

If everything I did failed - which it doesn't, it actually succeeds - just the fact that I'm willing to fail is an inspiration. People are so scared to lose that they don't even try.

[Read more →](#)

You have the opportunity to play this game of life you need to appreciate every moment. A of people don't appreciate the moment until i motivating the other doers.

[Read more →](#)

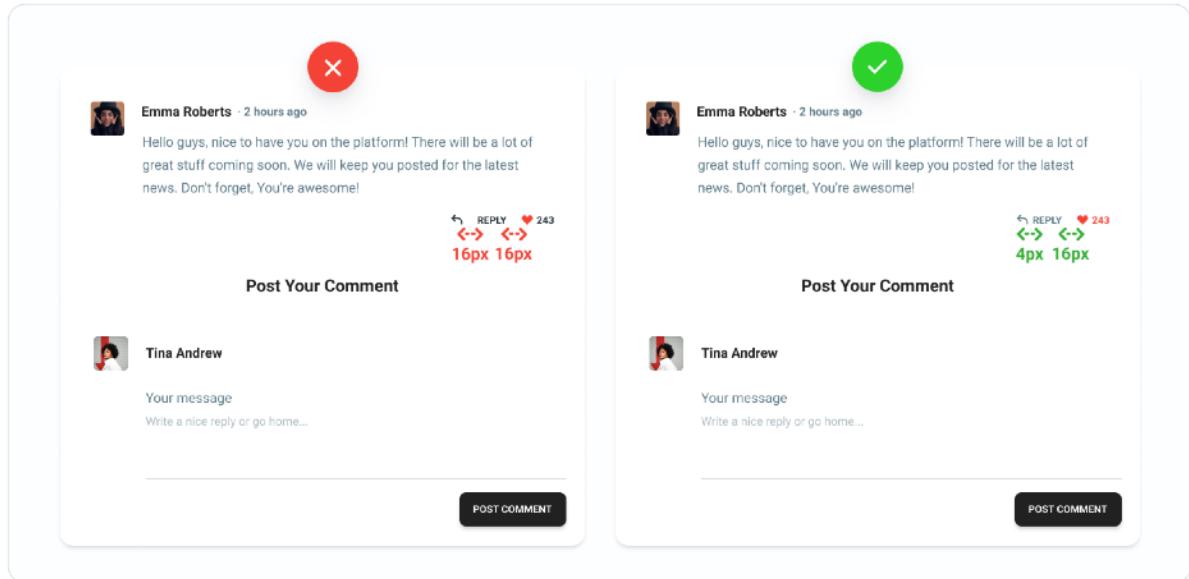
People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying my hardest.

[Read more →](#)

Comments

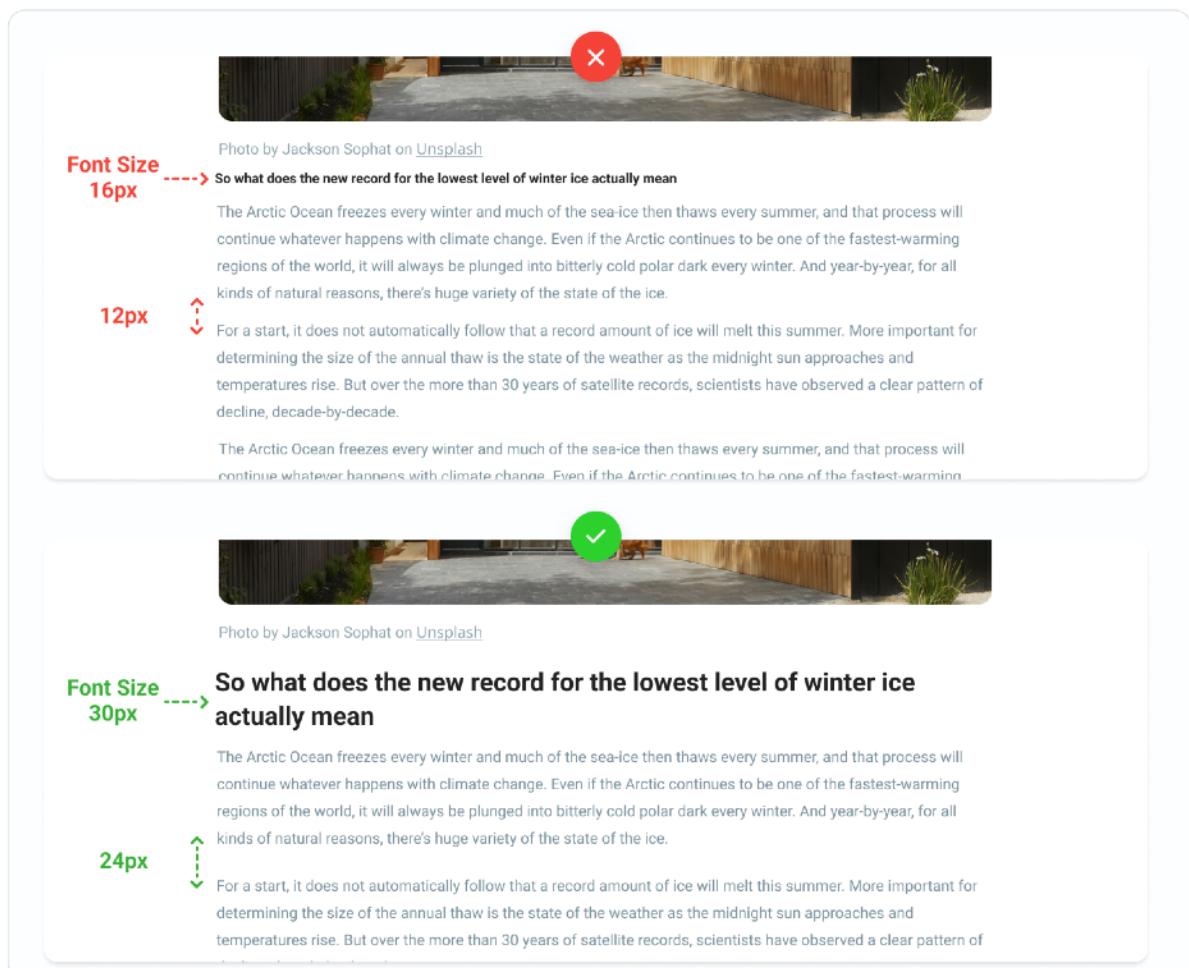
Organize elements with sufficient spacing, minimizing emphasis on icons with tints of primary color. The "like" icon should only turn red in its active state. Additionally, placing the "Post Comment" button on the right provides a more intuitive user experience for this type of content.

Mastering UI/UX Components



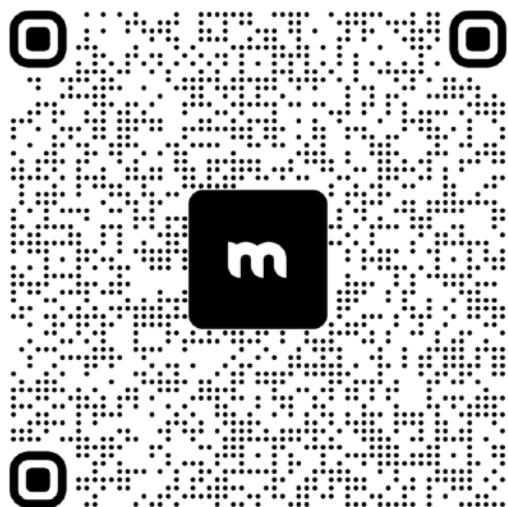
Blog

Effective title highlighting, well-structured paragraphs in content-rich sections, and properly spaced text blocks are essential for reader comprehension.



Scan or Click for More Content Sections

Unlock a world of possibilities by scanning the QR code below or clicking on it. It's your gateway to explore additional sections and discover more content. Just point and tap, or simply click, to begin your journey!



6. Team

In general, most websites include a dedicated section to showcase their team members. Since people are at the heart of any organization, it's essential to design these sections thoughtfully. This section typically includes elements such as a person's image, name, position, social media buttons, and perhaps a favorite quote.

a. Design Considerations

Focus on Faces

When designing this section, avoid using overly artistic or abstract images. The goal here is to introduce the team members or company leaders, so photos showing their faces convey authenticity and credibility.

The Executive Team

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life.



Emma Roberts
UI Designer

Artist is a term applied to a person who engages in an activity deemed to be an art.



William Pearce
Web Developer

If you have the opportunity to play this game of life you need to appreciate every moment.

The Executive Team

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life.



Emma Roberts
UI Designer

Artist is a term applied to a person who engages in an activity deemed to be an art.



William Pearce
Web Developer

If you have the opportunity to play this game of life you need to appreciate every moment.

Image source numbers: 68, 69, 22, 3. Check the end credits

Pay Attention to Contrast

Consistency is key when it comes to image visibility. Images that blend into the background can be distracting. Instead, opt for images that provide good contrast. You can enhance this by adding subtle shadows or using a filter with appropriate opacity to highlight image details.

Our Awesome Team

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment.

Ryan Samuel
FINANCIAL EXAMINER
 [Facebook](#) [X](#) [LinkedIn](#)

Jordan Michael
Front End Developer
 [Facebook](#) [X](#) [LinkedIn](#)

Nora Hazel
UI/UX Designer
 [Facebook](#) [X](#) [LinkedIn](#)

Our Awesome Team

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment.

Ryan Samuel
FINANCIAL EXAMINER
 [Facebook](#) [X](#) [LinkedIn](#)

Jordan Michael
Front End Developer
 [Facebook](#) [X](#) [LinkedIn](#)

Nora Hazel
UI/UX Designer
 [Facebook](#) [X](#) [LinkedIn](#)

Our Awesome Team

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment.

Ryan Samuel
FINANCIAL EXAMINER
 [Facebook](#) [X](#) [LinkedIn](#)

Jordan Michael
Front End Developer
 [Facebook](#) [X](#) [LinkedIn](#)

Nora Hazel
UI/UX Designer
 [Facebook](#) [X](#) [LinkedIn](#)

Image source numbers: 70, 71, 72, 22, 67, 73 . Check the end credits

Emphasize Team Member Names

While including a person's position is helpful, the primary focus should be on displaying the team members' names, as users are interested in learning about the individuals.

Font Size 14px

Meet Us

Our Awesome Team

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment.

Ryan Samuel
FINANCIAL EXAMINER

William Pearce
WEB DEVELOPER

Nora Hazel
UI/UX DESIGNER

Font Size 20px

Meet Us

Our Awesome Team

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment.

Ryan Samuel
FINANCIAL EXAMINER

William Pearce
WEB DEVELOPER

Nora Hazel
UI/UX DESIGNER

Image source numbers: 22, 3, 73 . Check the end credits

b. Style Choices

With Brief Descriptions

Choose this style if you prefer concise descriptions for team members.



Our Awesome Team

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life.



Ryan Samuel
Co-founder
Artist is a term applied to a person who engages in an activity deemed to be an art.



Jordan Michael
Front-End Developer
And I love you like Kanye loves Kanye. We need to restart the human foundation.



Nora Hazel
UI/UX Designer
If you have the opportunity to play this game of life you need to appreciate every moment.

Image source numbers: 22, 67, 73 . Check the end credits

With Stats

If you have relevant statistics or data to showcase, consider using this style to add value to the section.

You are into a great company

This is the paragraph where you can write more details about your team. Keep your user engaged by providing meaningful information.



Ryan Samuel
Montreal, QC
323 Projects **500+** Hours **24/7** Support



Annie Spratt
Montreal, QC
450 Projects **400+** Hours **24/7** Support



Bruce Mars
Atlanta, U.S.
750 Projects **800+** Hours **24/7** Support

Image source numbers: 22, 74, 75 . Check the end credits

With Social Media Buttons

Social media buttons are a common feature in team sections. You can use them as a distinct style or incorporate them into various team styles to add depth and complexity to the presentation.

The Executive Team

This is the paragraph where you can write more details about your team. Keep your user engaged by providing meaningful information.



Jordan Michael
Front-End Developer
[Twitter](#) [LinkedIn](#) [GitHub](#)



Nora Hazel
UI/UX Designer
[Twitter](#) [LinkedIn](#) [GitHub](#)



Otto Gonzalez
Marketing Specialist
[Twitter](#) [LinkedIn](#) [GitHub](#)

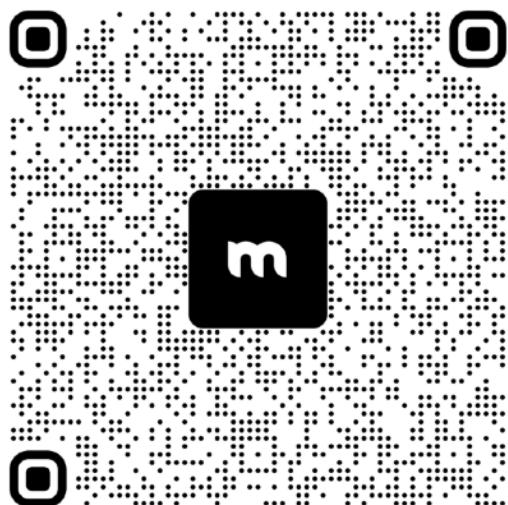


Ryan Samuel
Co-Founder
[Twitter](#) [LinkedIn](#) [GitHub](#)

Image source numbers: 67, 74, 75, 22 . Check the end credits

Scan or Click for More Team Sections

Unlock a world of possibilities by scanning the QR code below or clicking on it. It's your gateway to explore additional sections and discover more content. Just point and tap, or simply click, to begin your journey!



7. Logo Areas

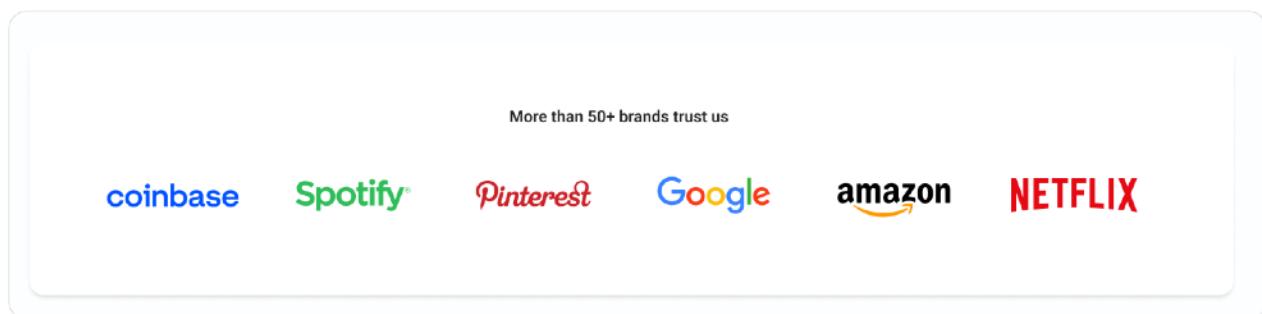
Across the board, most web pages feature a dedicated section to highlight their partnerships and the brands that have placed their trust in them, whether through services or products. Displaying logos of these esteemed companies fosters trust among prospective clients.

a. How to Integrate Corporate Logos

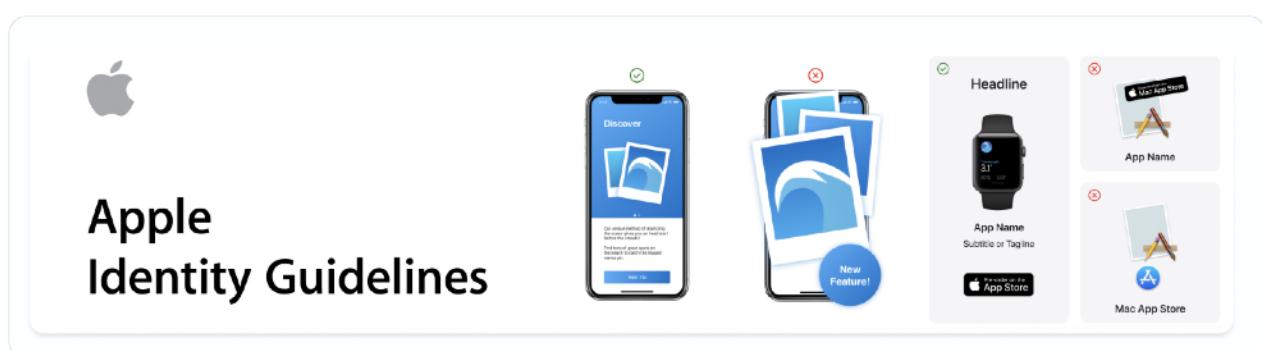
Consider the following guidelines when designing a logo area:

Colorful Logos

Colorful logos should be displayed exactly as they are presented by the respective brands. When using a brand's logo, it's essential to ensure it adheres to the brand's guidelines and usage instructions.



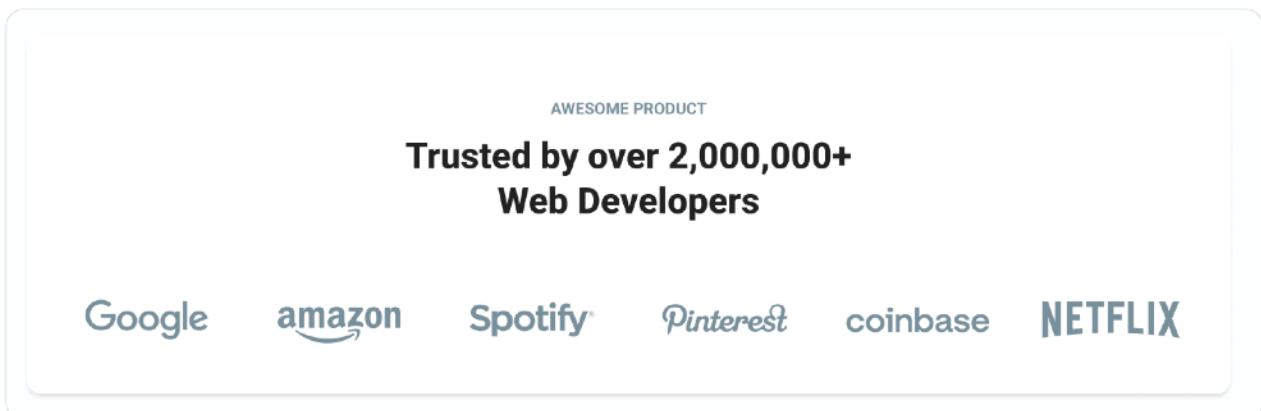
For instance, Apple provides specific guidelines outlining when and how to use their logo.



Apple Identity Guidelines

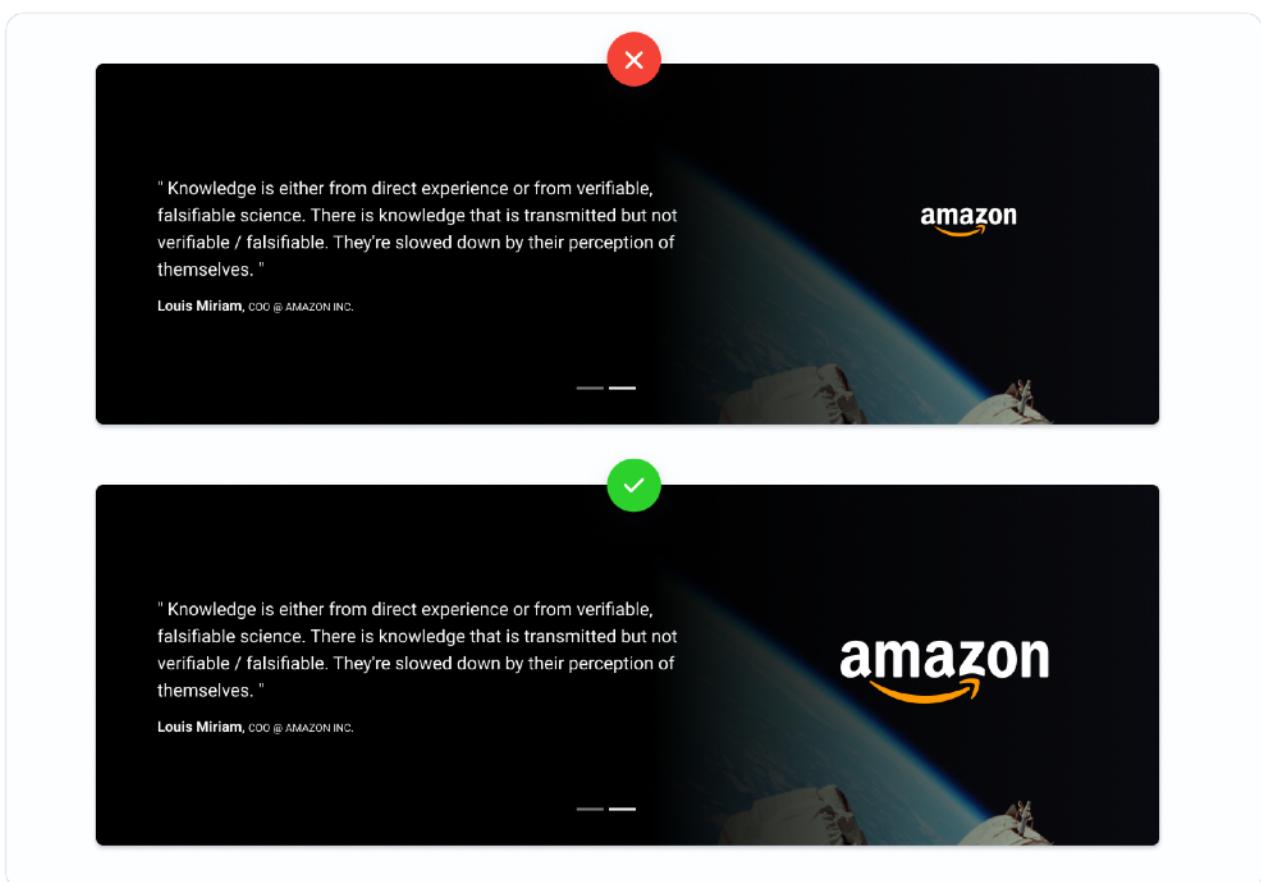
Grayscale Logos

There will be situations where grayscale logos are a better fit. If the brand does not offer a grayscale version of its logo, you can create one by desaturating the colors while preserving the logo's concept.



Scalability

Logos in small sizes may go unnoticed. It is essential to ensure that logos are scalable and sized appropriately for the context.

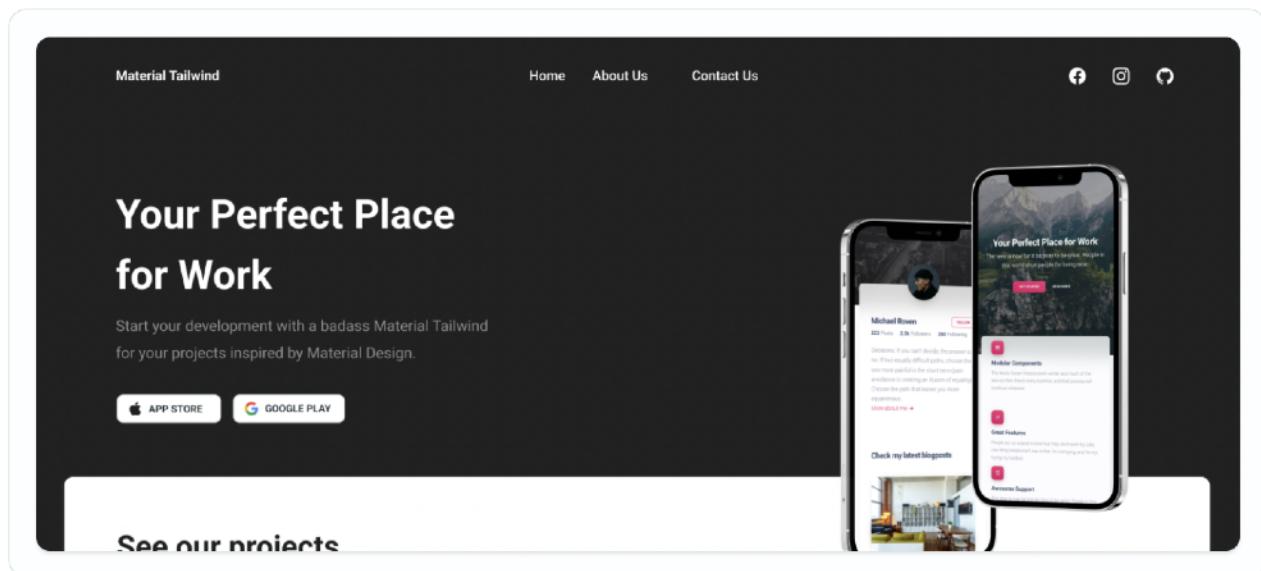
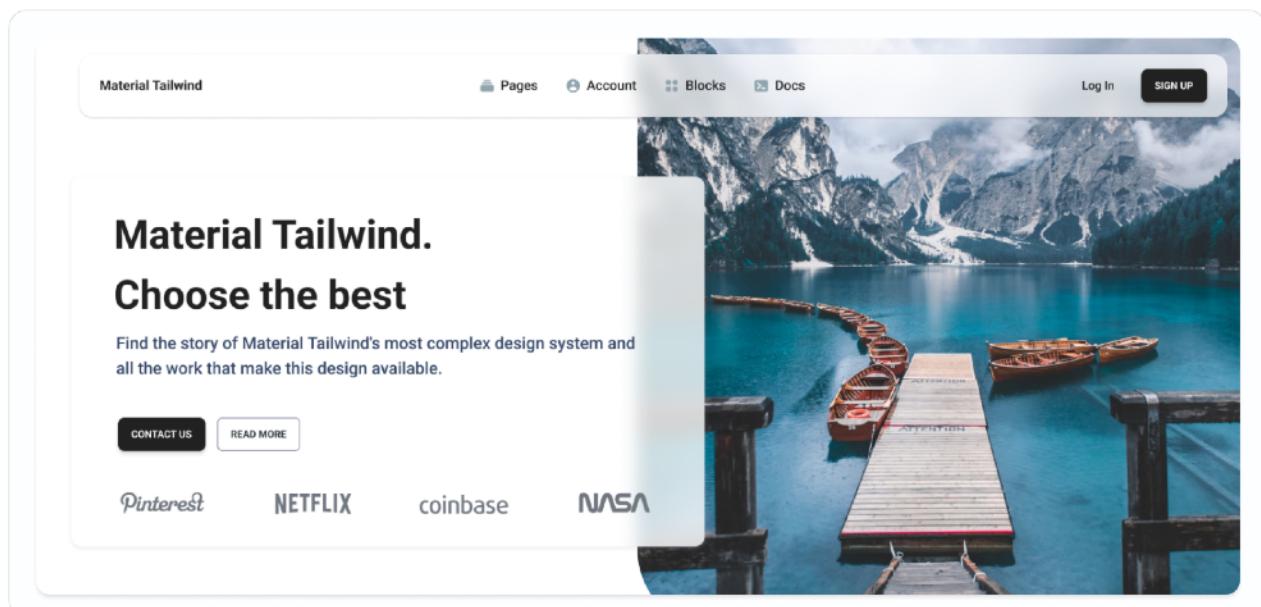


b. Where to Use Corporate Logos

Logos can be incorporated as per the context; here are some of the most common areas where logos are frequently utilized.

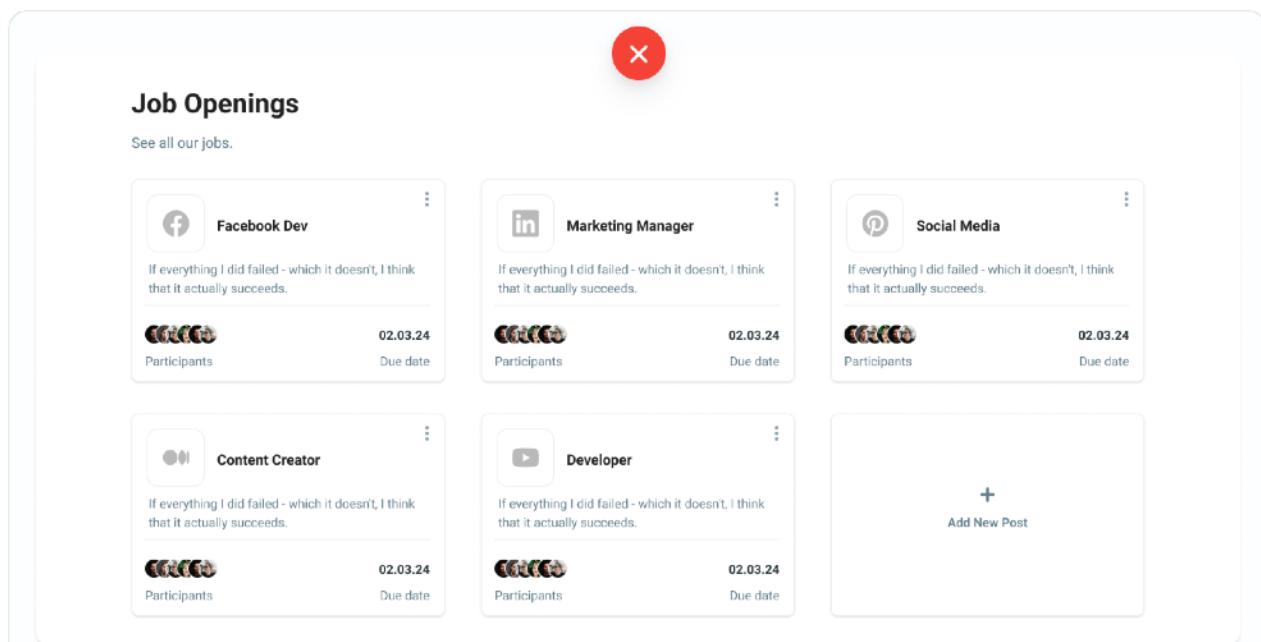
Hero Section

The header section is the most common location for logos. This is the initial section users interact with, and the presence of logos conveys credibility and professionalism.



Jobs Section

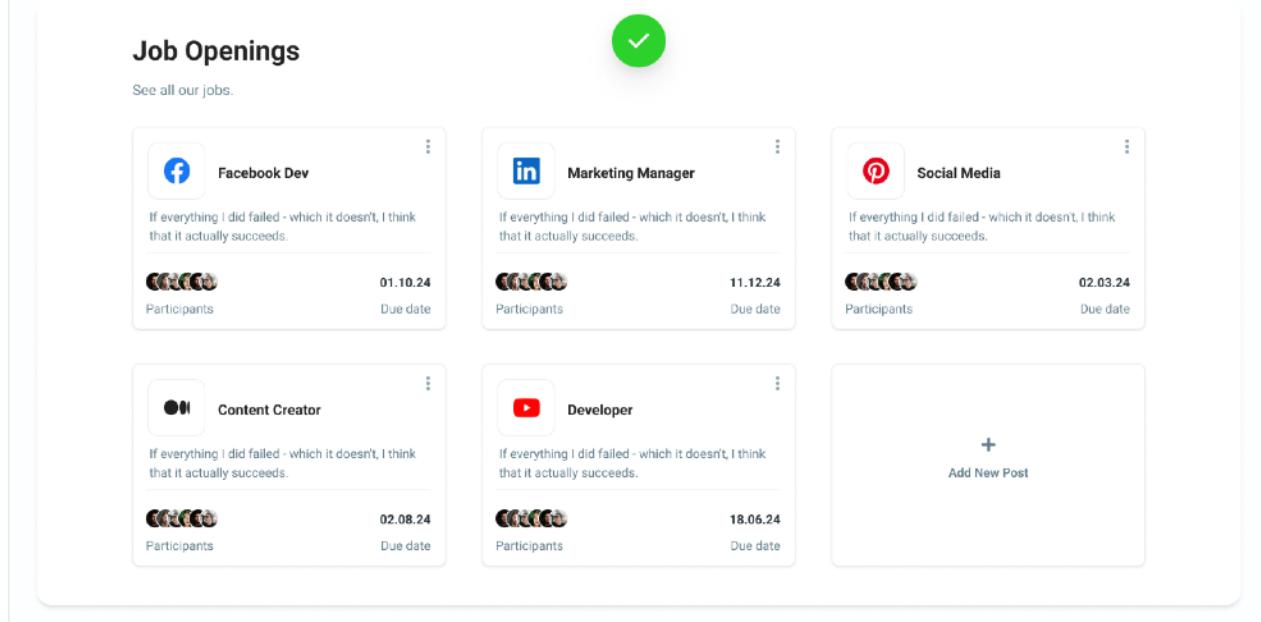
For sections listing job opportunities, it is advisable to use colorful logos. Job seekers tend to recognize company logos more readily, which can aid in their decision-making process.



Job Openings

See all our jobs.

 Facebook Dev If everything I did failed - which it doesn't, I think that it actually succeeds. 02.03.24 Participants Due date	 Marketing Manager If everything I did failed - which it doesn't, I think that it actually succeeds. 02.03.24 Participants Due date	 Social Media If everything I did failed - which it doesn't, I think that it actually succeeds. 02.03.24 Participants Due date
 Content Creator If everything I did failed - which it doesn't, I think that it actually succeeds. 02.03.24 Participants Due date	 Developer If everything I did failed - which it doesn't, I think that it actually succeeds. 02.03.24 Participants Due date	Add New Post



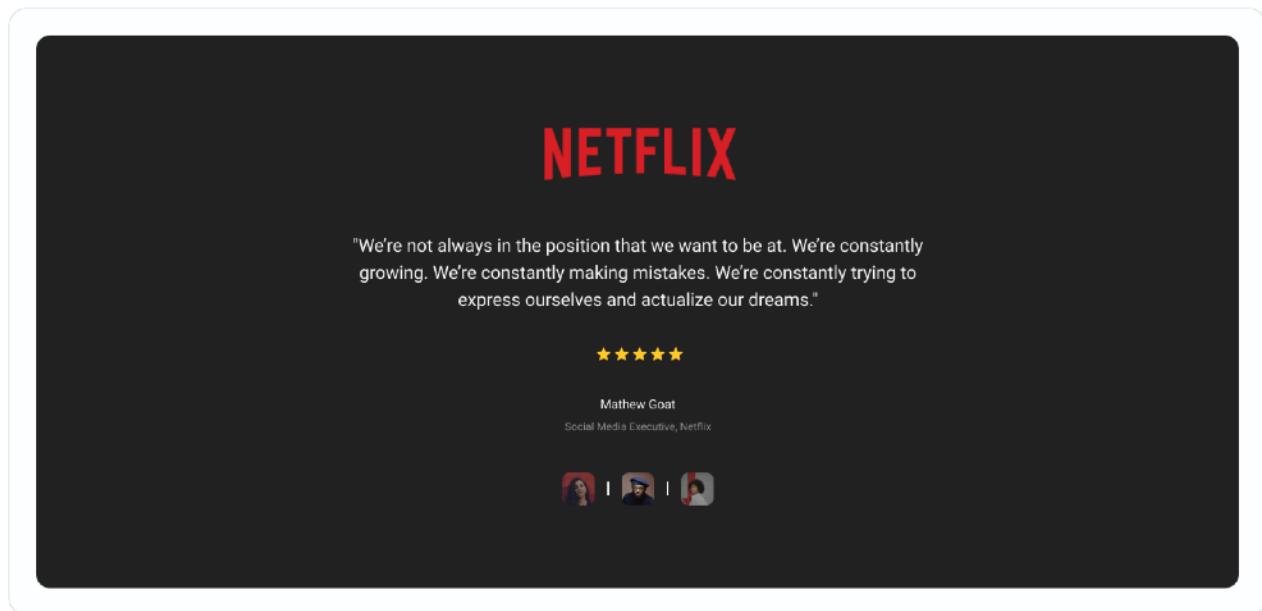
Job Openings

See all our jobs.

 Facebook Dev If everything I did failed - which it doesn't, I think that it actually succeeds. 01.10.24 Participants Due date	 Marketing Manager If everything I did failed - which it doesn't, I think that it actually succeeds. 11.12.24 Participants Due date	 Social Media If everything I did failed - which it doesn't, I think that it actually succeeds. 02.03.24 Participants Due date
 Content Creator If everything I did failed - which it doesn't, I think that it actually succeeds. 02.08.24 Participants Due date	 Developer If everything I did failed - which it doesn't, I think that it actually succeeds. 18.06.24 Participants Due date	Add New Post

Review Section

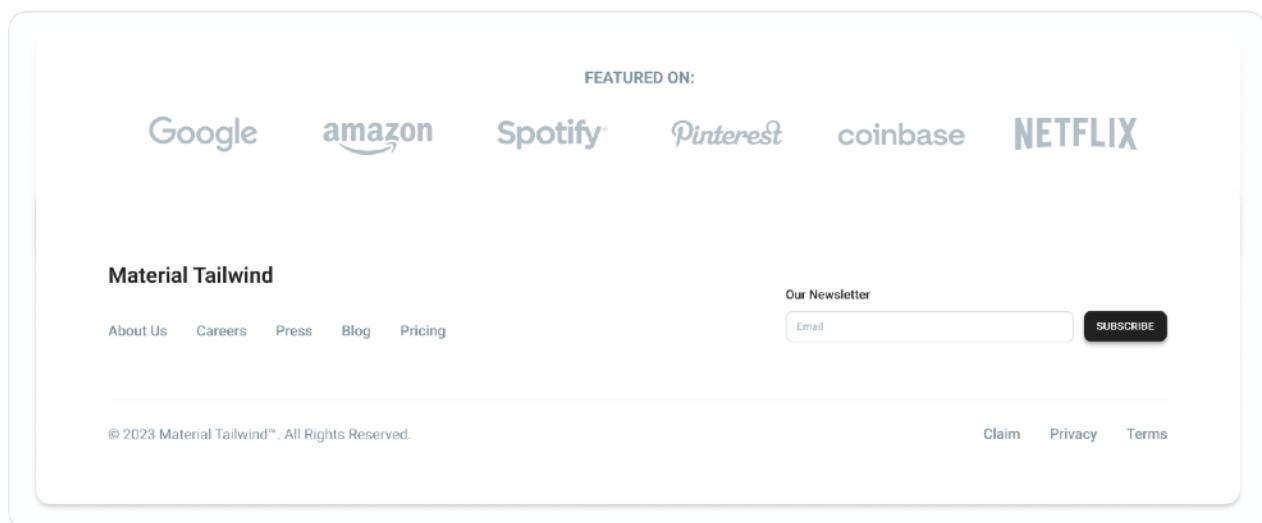
Including logos in a review section establishes credibility. Users can form opinions about a product or service more quickly when they see logos alongside reviews by other users.



While their presence is essential, it is advisable to avoid excessive contrast and pure black. Instead, opt for a light gray color.

Footer Section

Logos can also be placed in the pre-footer area to inspire confidence and enhance site credibility.



8. Stats

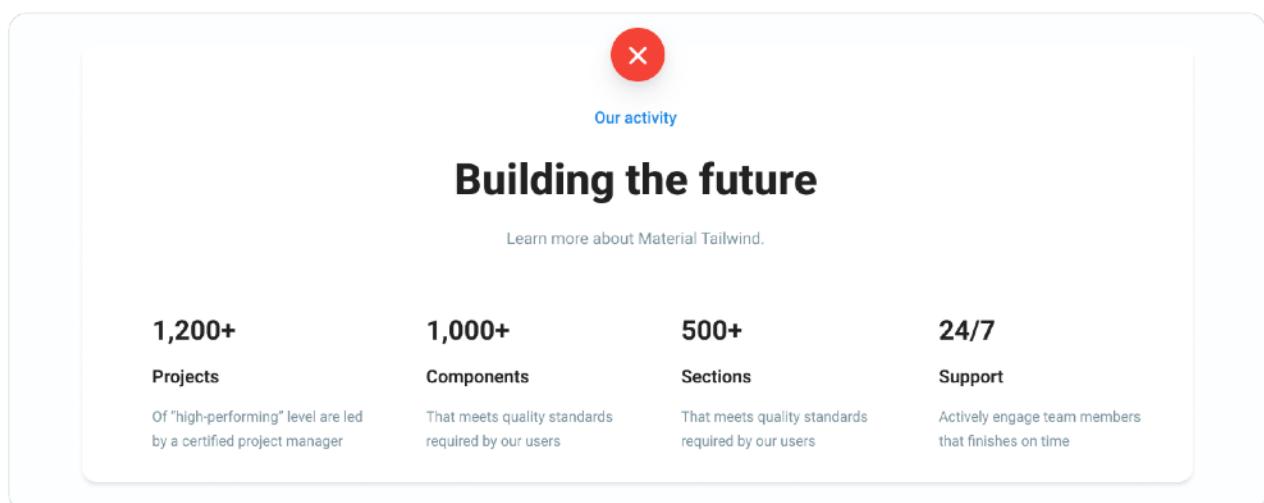
The statistics section is designed to enhance the user experience by presenting numerical data in an engaging manner. In this section, you can incorporate statistics related to project numbers, product quantities, customer counts, working hours, reviews, sales figures, or other relevant metrics. This information can sometimes influence the user's decision-making process, expediting their choices.

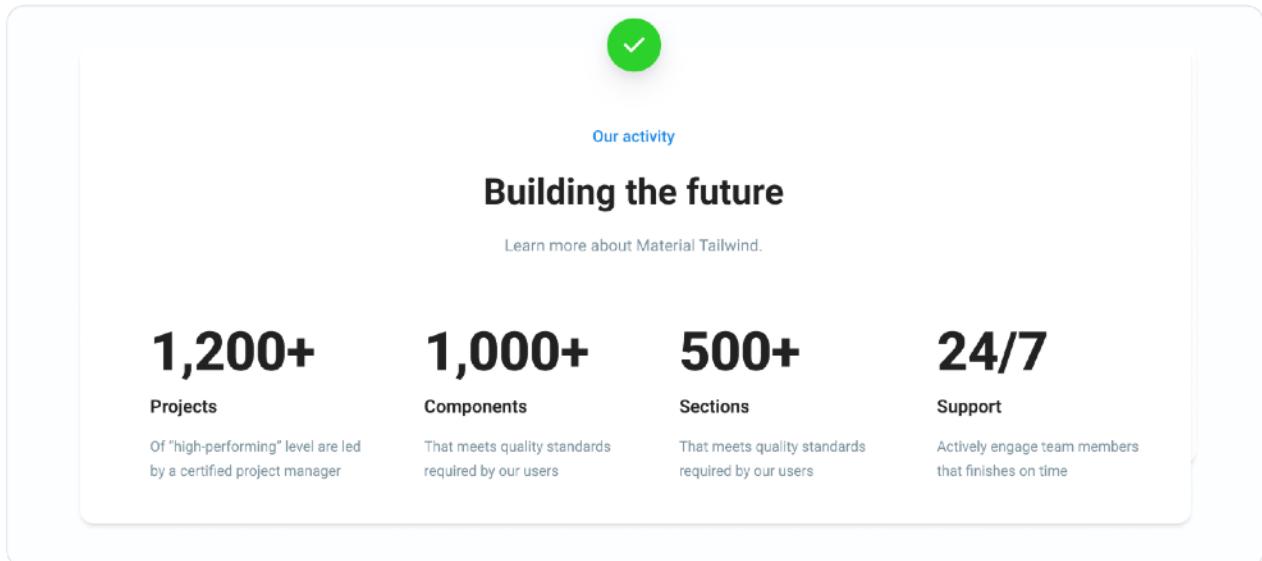
a. Design Considerations

Consider the following guidelines when designing statistics section:

Text Size

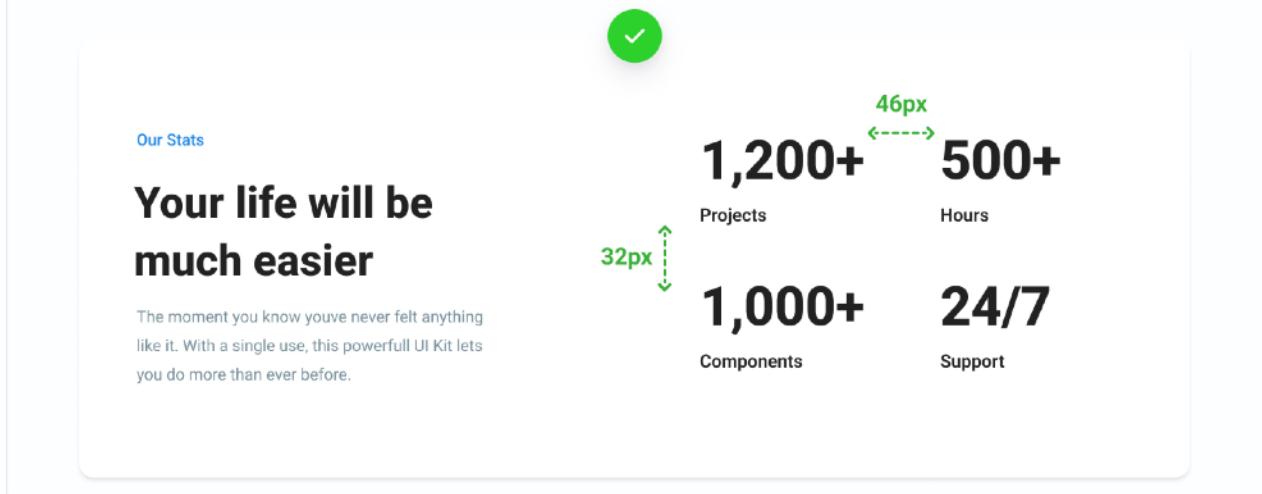
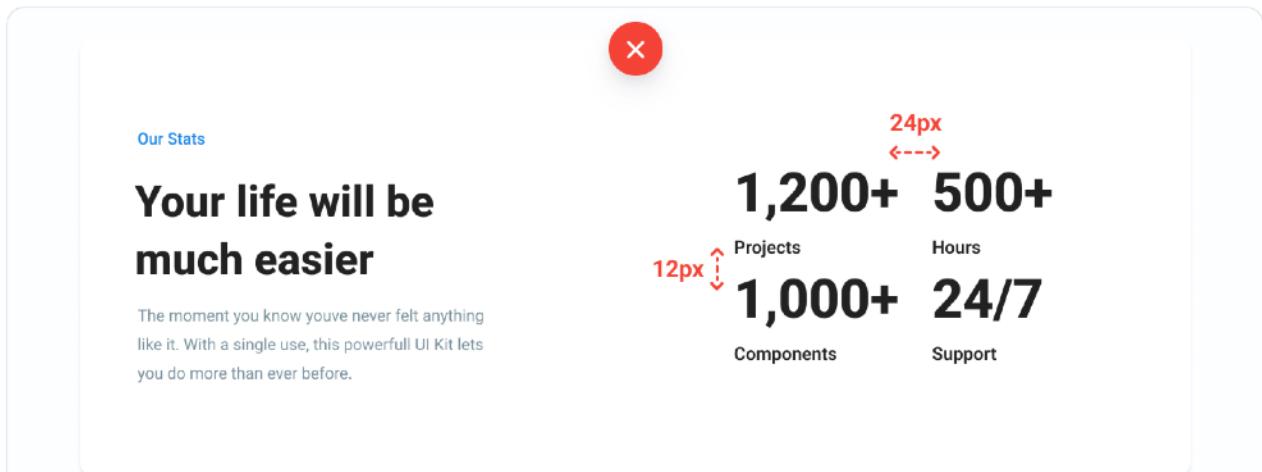
Since this information holds value, avoid using small text sizes. Utilize typography elements such as H1, H2, or H3, depending on your typography scale.





Whitespace

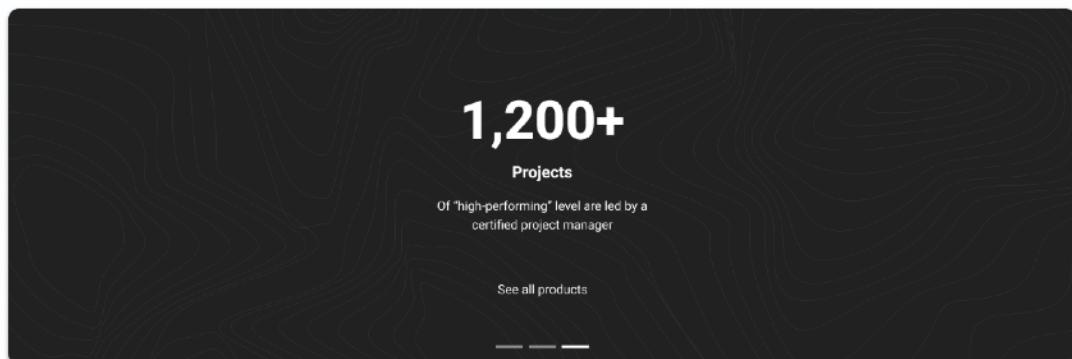
Given the abundance of numerical data, it's essential to ensure ample whitespace for a clean and organized section.



b. Style Choices

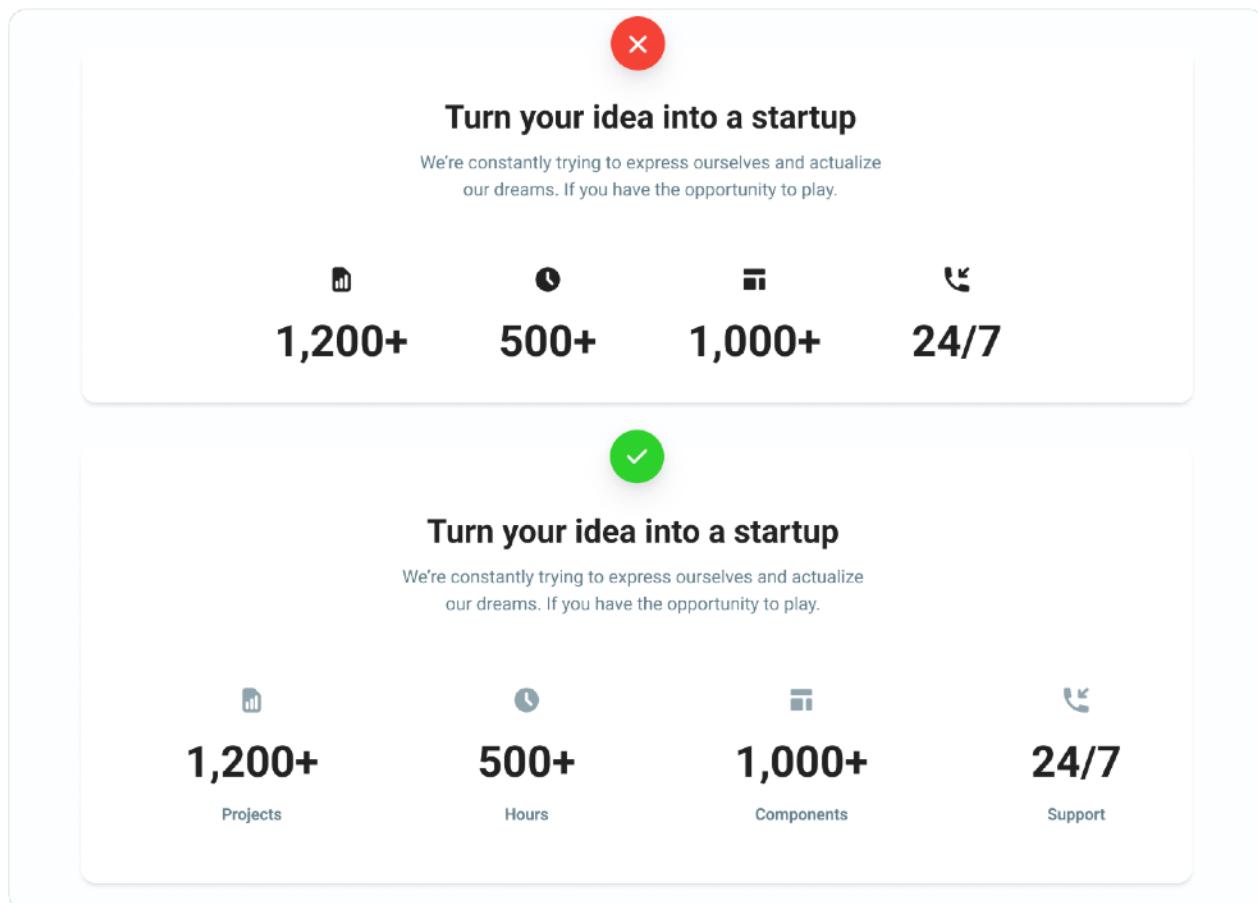
Carousel Animation

A stats section with a carousel is a dynamic and interactive way to present a variety of statistics and key metrics to users.



Icon Integration

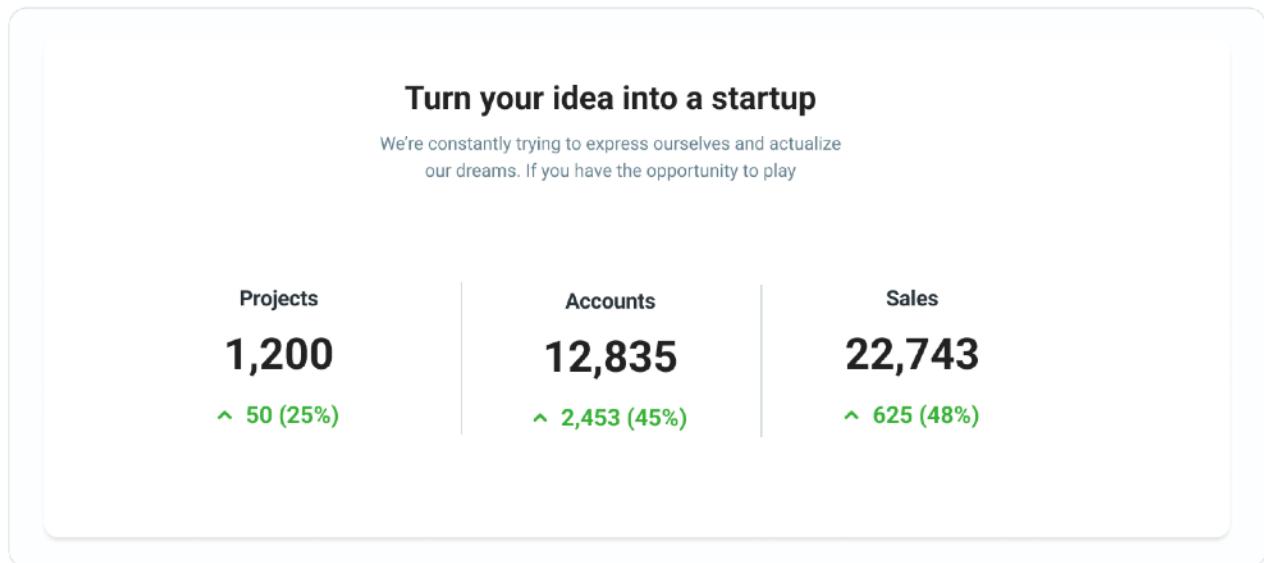
Icons within this context serve a decorative purpose.



Avoid replacing titles with icons to ensure that users can easily comprehend the statistics. If necessary, users should be able to read the accompanying description for clarity.

Growth Visualization

This style of presenting statistics allows you to showcase the historical growth of the website or application to the user.



9. Charts

Cards play a vital role in the design of your website or mobile application, greatly influencing the user experience when designed effectively. They offer versatile functionality and can accommodate a variety of content, including images, descriptions, files, charts, videos, and more.

a. Styles

LINE CHART

Overview

Here you have more details.

[Unique Visitors](#)

Total Pageviews

Bounce Rate

Last 7 days 

76,000



LINE CHART WITH GRADIENT

Overview balance

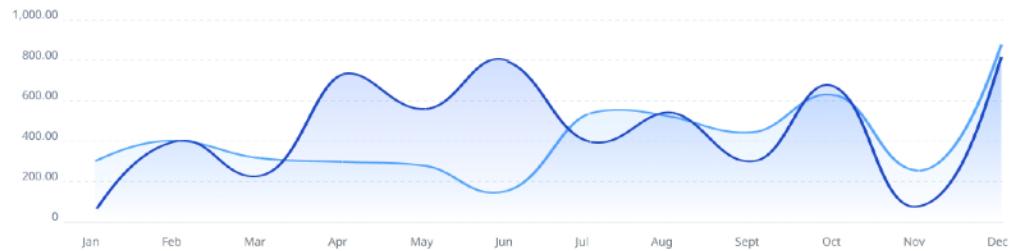
Here you have details about the balance.

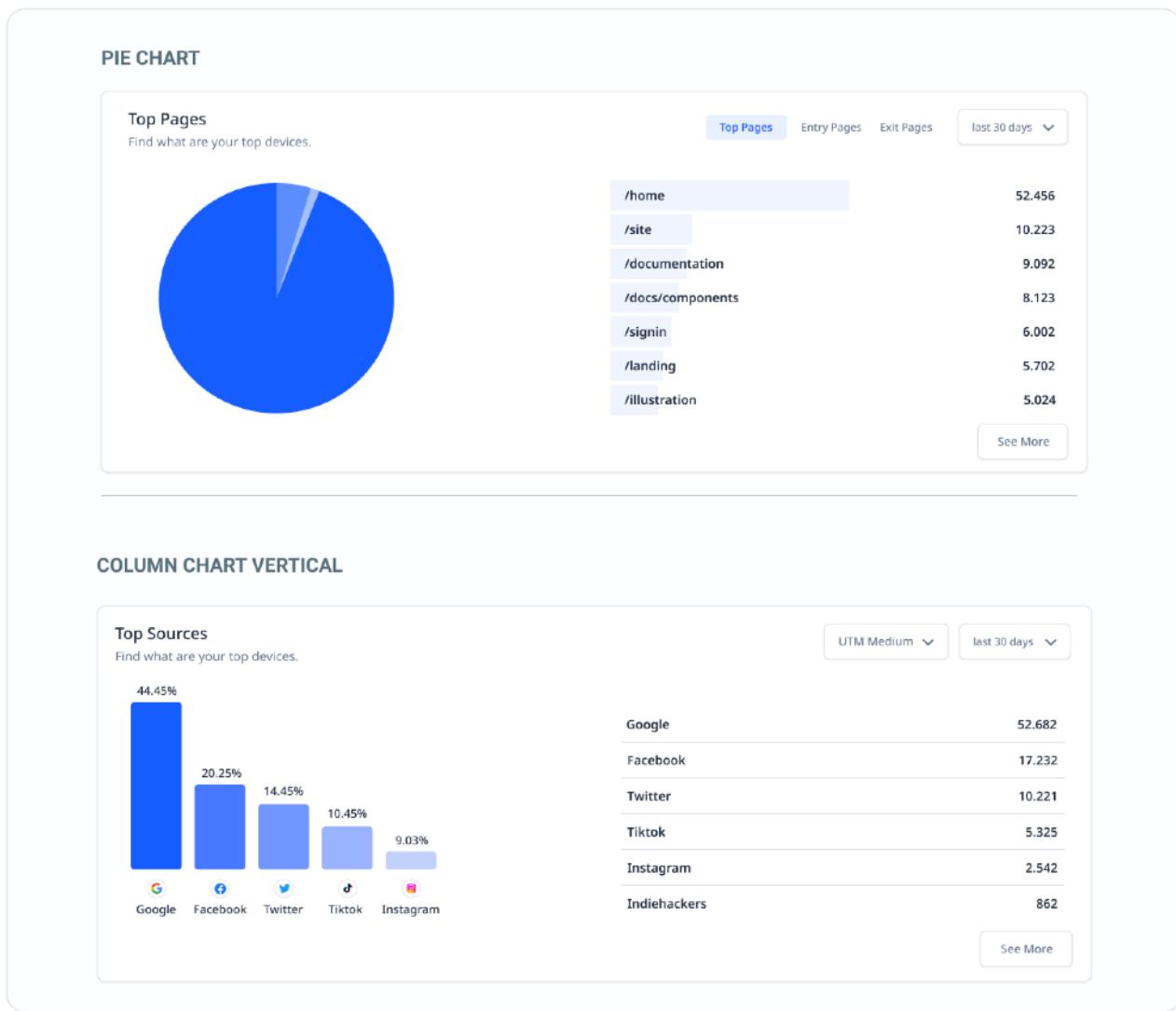
[View report](#)

\$87,982.80

 10.5%

● Volume ● Trade



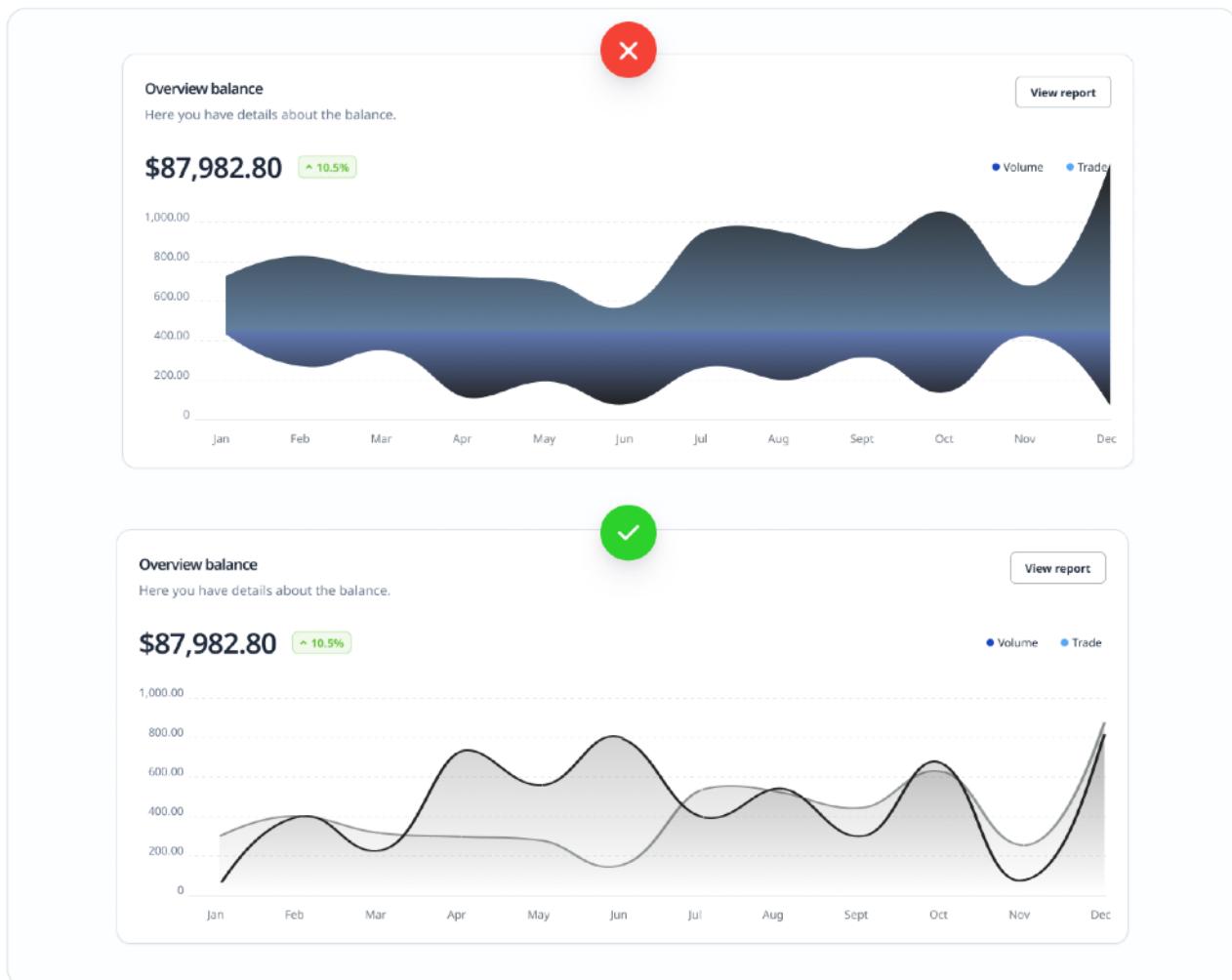


b. Designing Effective Charts

Readability Matters

Charts should prioritize readability to enable users to understand the data effortlessly. Avoid overly abstract or ornate designs that might hinder comprehension. For bar or column charts, consider incorporating sorting options (ascending or descending) to help users navigate the data more effectively.

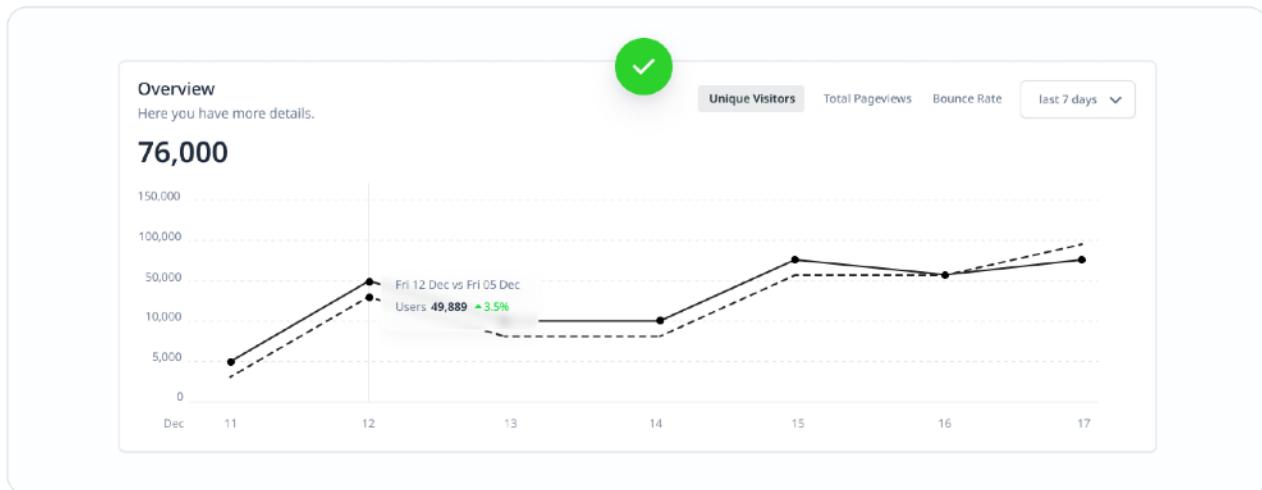
Mastering UI/UX Components



Useful Additional Details

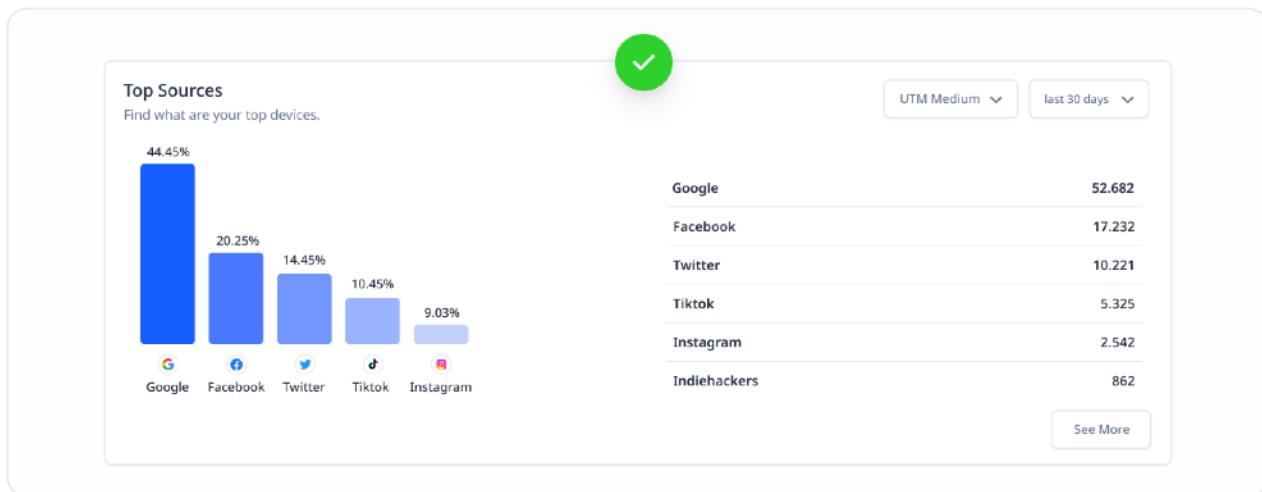
Enhance the value of your charts by including supplementary information. Tooltips with expanded details can be valuable, but don't rely on them as substitutes for essential chart elements. Tooltips should appear upon user hover actions to provide context.





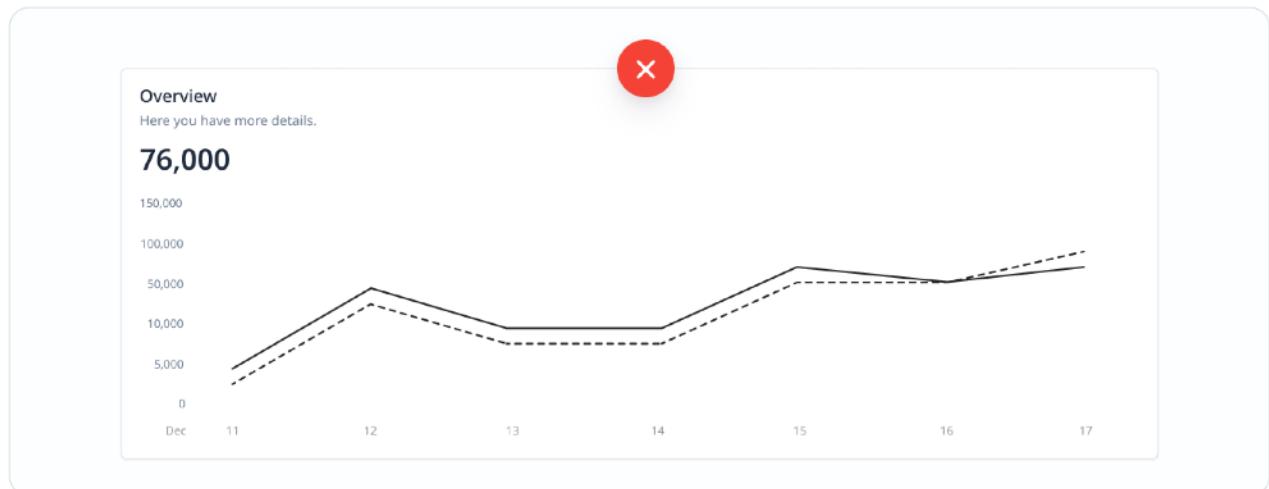
Avoid 3D Effects

While 3D design elements may be trendy in some contexts, they aren't always suitable for charts. Reserve 3D effects for cases where they genuinely enhance the user experience, such as in virtual applications.

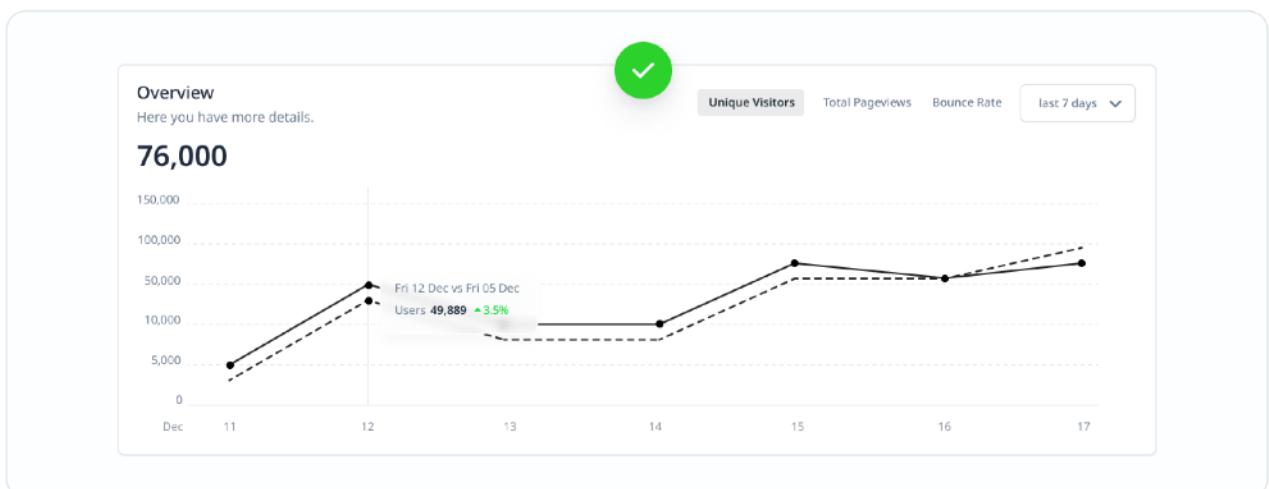


Grid Lines for Clarity

Grid lines serve to establish a visual connection between data points and the axis.

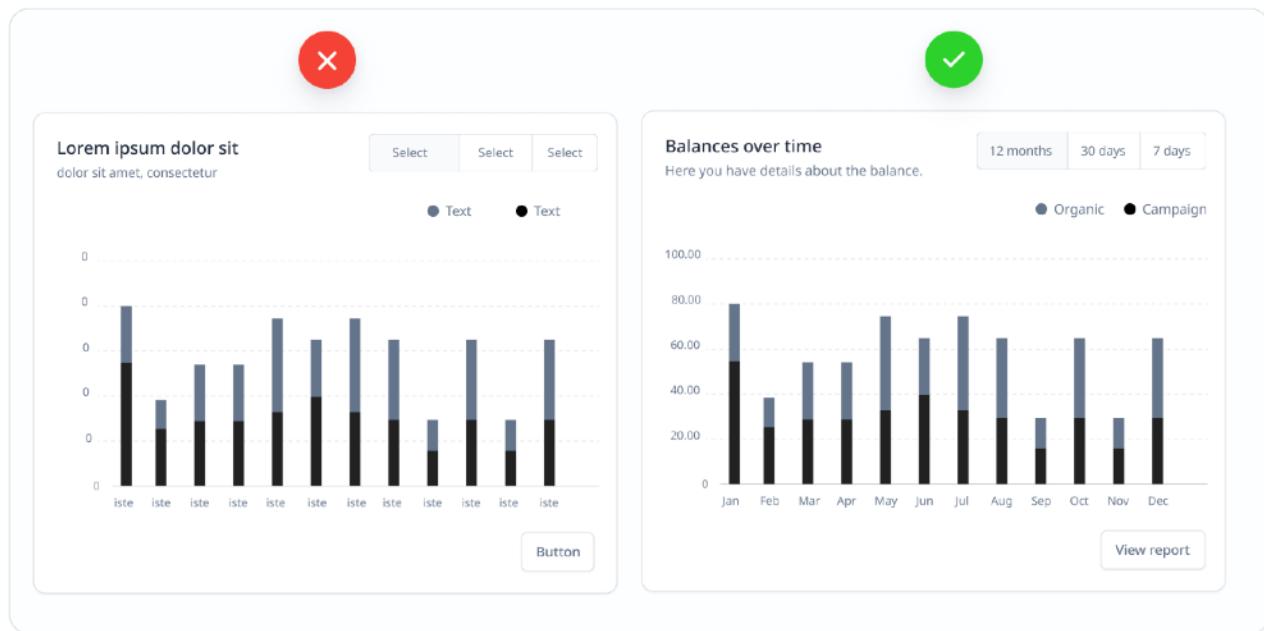


They guide the user's eye and help highlight areas of interest within the chart.



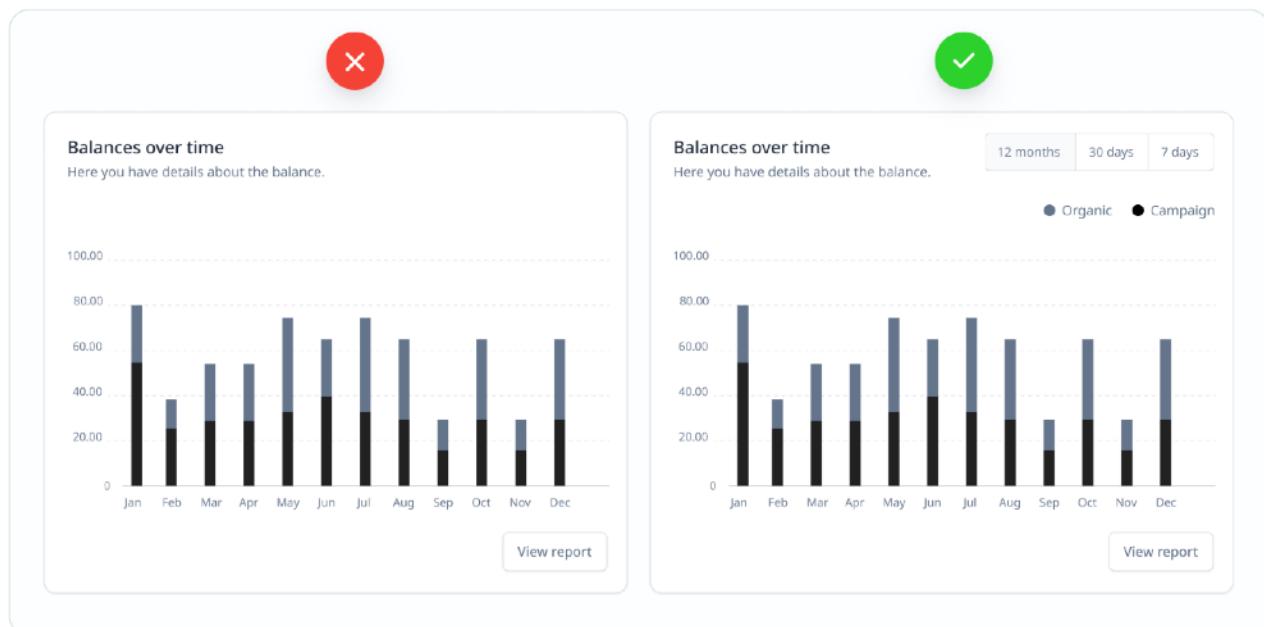
No Placeholder Text or Lorem Ipsum

Ensure that your charts are tailored to real-world scenarios and avoid using placeholder text like Lorem Ipsum. Designing charts with actual data in mind ensures that they are structured logically and effectively.



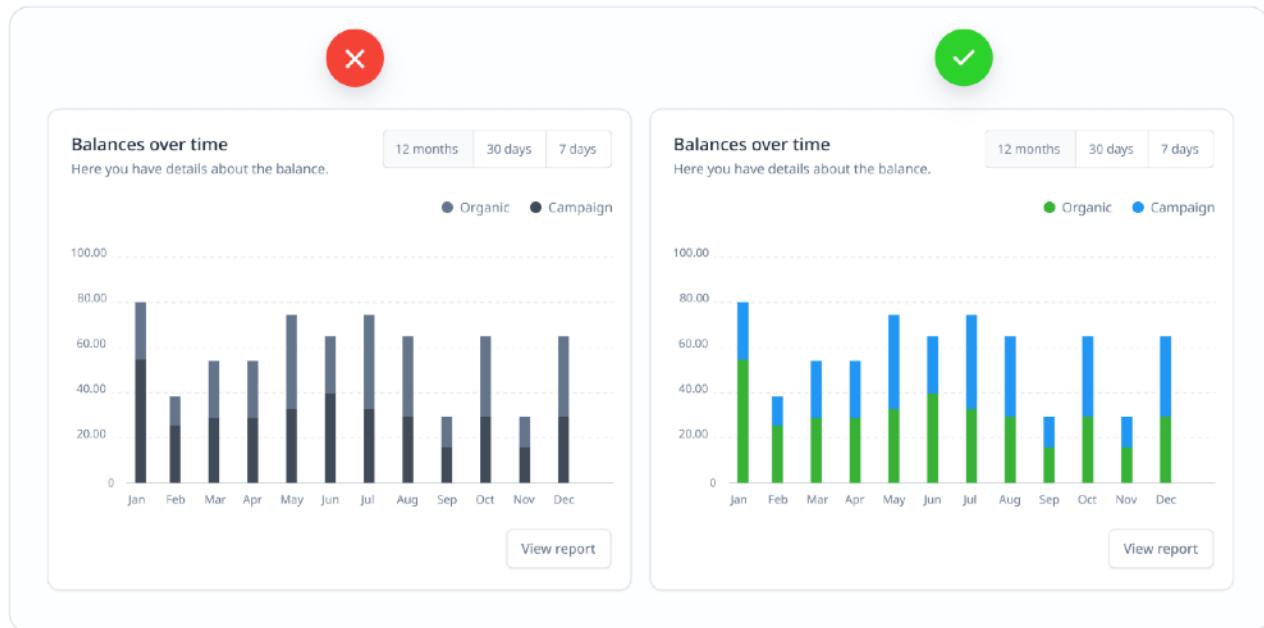
Emphasize the Legend

The legend plays a vital role in organizing chart information, particularly when dealing with multiple data series or reports. It helps users differentiate and understand the data's context.



Thoughtful Color Choices

Select colors for your charts that are easily distinguishable and provide proper contrast. Effective color usage aids in differentiating data points and enhances the overall clarity of the chart.



To sum up, when crafting charts for dashboards, it's essential to emphasize legibility, precision, and practical significance. By following these design guidelines, you'll produce charts that not only present intricate data effectively but also maintain visual allure and user accessibility.

10. Tables

Tables are a valuable means of presenting data in a structured and organized manner. The design of tables can range from simple and clean layouts to more intricate ones, depending on the volume and type of data to be showcased.

a. Styles

Simple Form

This style, characterized by a single horizontal line, is the most common and easy-to-read layout.

NAME	FUNCTION	REVIEW	EMAIL	EMPLOYED
 John Michael	Manager	● positive	john@user.com	23/04/18
 Alexa Lires	Programator	● positive	alexa@user.com	11/01/19
 Laurent Perrier	Executive	● neutral	laurent@user.com	19/09/17
 Michael Levi	Backend developer	● positive	michael@user.com	24/12/08
 Richard Gran	Manager	● negative	richard@user.com	04/10/21
 Miriam Eric	Programator	● positive	miriam@user.com	14/09/20

Zebra Stripes

Zebra stripes leverage alternating background colors to help users track rows efficiently. This style is particularly suitable for tables with dense data.

NAME	FUNCTION	REVIEW	EMAIL	EMPLOYED
 John Michael	Manager	● positive	john@user.com	23/04/18
 Alexa Lires	Programator	● positive	alexa@user.com	11/01/19
 Laurent Perrier	Executive	● neutral	laurent@user.com	19/09/17
 Michael Levi	Backend developer	● positive	michael@user.com	24/12/08
 Richard Gran	Manager	● negative	richard@user.com	04/10/21
 Miriam Eric	Programator	● positive	miriam@user.com	14/09/20

Grid Line

Featuring both horizontal and vertical lines, this style is recommended for tables with copious information. However, it's advisable to use it sparingly, as overly complex data tables can become challenging to navigate. Consider dividing extensive data into multiple tables as an alternative.

NAME	FUNCTION	REVIEW	EMAIL	EMPLOYED
 John Michael	Manager	● positive	john@user.com	23/04/18
 Alexa Liras	Programator	● positive	alexa@user.com	11/01/19
 Laurent Perrier	Executive	● neutral	laurent@user.com	19/09/17
 Michael Levi	Backend developer	● positive	michael@user.com	24/12/08
 Richard Gran	Manager	● negative	richard@user.com	04/10/21
 Miriam Eric	Programator	● positive	miriam@user.com	14/09/20

b. Design Best Practices

To ensure your table presents data that is easy to read, comprehend, and compare, consider the following alignment principles:

Left-Align Textual Data

Align textual data to the left to capitalize on the user's natural reading habit, which is from left to right.

Right-Align Numeric Data

Right-align numeric data to facilitate effective data comparison, enhancing readability.

Center Align Icons or Badges

Maintain consistency in icon and badge alignment by center-aligning them, as they tend to be of similar size.

Mastering UI/UX Components

NAME	FUNCTION	REVIEW	EMAIL	SALARY
John Michael	Manager	DONE	john@user.com	\$11,400
Alexa Liras	Programator	TO DO	alexa@user.com	\$20,300
Laurent Perrier	Executive	DONE	laurent@user.com	\$11,000
Michael Levi	Backend developer	ASSIGNED	michael@user.com	\$1,900
Richard Gran	Manager	DONE	richard@user.com	\$2,700
Miriam Eric	Programator	TO DO	miriam@user.com	\$350

Optimal Line Height

Avoid cramming rows with condensed content, even in data-rich tables, as overly tight spacing can hinder readability.

ID	DATE	STATUS	CUSTOMER	PRODUCT	REVENUE
<input type="checkbox"/> #10421	1 Nov, 10:20 AM	✓ Paid	Orlando Imieli	Nike Sport V2	\$140,20
<input type="checkbox"/> #10422	1 Nov, 10:53 AM	✓ Paid	Alice Murinho	Velvet T-shirt	\$42,00
<input type="checkbox"/> #10423	1 Nov, 11:13 AM	⌚ Refunded	Michael Mirra	Leather Wallet +1 more	\$25,50
<input type="checkbox"/> #10424	1 Nov, 12:20 PM	✓ Paid	Andrew Nichel	Bracelet Onu-Lino	\$19,40
<input type="checkbox"/> #10425	1 Nov, 1:40 PM	✗ Cancelled	Sebastian Koga	Phone Case Pink x 2	\$44,90
<input type="checkbox"/> #10426	1 Nov, 2:19 AM	✓ Paid	Laur Gilbert	Backpack Niver	\$112,50
<input type="checkbox"/> #10427	1 Nov, 3:42 AM	✓ Paid	Iryna Linda	Adidas Vio	\$200,00
<input type="checkbox"/> #10428	2 Nov, 9:32 AM	✓ Paid	Arias Liunda	Airpods 2 Gen	\$350,00
<input type="checkbox"/> #10429	2 Nov, 10:14 AM	✓ Paid	Ragna Liplo	Bracelet Warret	\$15,00
<input type="checkbox"/> #10430	2 Nov, 12:56 PM	⌚ Refunded	Anna Landa	Watter Bottle India x 3	\$25,00

Implement pagination as needed to ensure a clean, spacious, and organized appearance.

Mastering UI/UX Components

ID	DATE	STATUS	CUSTOMER	PRODUCT	REVENUE
#10421	1 Nov, 10:20 AM	Paid	Orlando Imieto	Nike Sport V2	\$140,20
#10422	1 Nov, 10:53 AM	Paid	Alice Murinho	Velvet T-shirt	\$42,00
#10423	1 Nov, 11:13 AM	Refunded	Michael Mirra	Leather Wallet +1 more	\$25,50
#10424	1 Nov, 12:20 PM	Paid	Andrew Nichel	Bracelet Onu-Lino	\$19,40
#10425	1 Nov, 1:40 PM	Canceled	Sebastian Koga	Phone Case Pink x 2	\$44,90
#10426	1 Nov, 2:19 AM	Paid	Laur Gilbert	Backpack Niver	\$112,50
#10427	1 Nov, 3:42 AM	Paid	Iryna Innda	Adidas Vio	\$200,00
#10428	2 Nov, 9:32 AM	Paid	Arrias Lunda	Airpods 2 Gen	\$350,00
#10429	2 Nov, 10:14 AM	Paid	Rugna Ipolo	Bracelet Warret	\$15,00
#10430	2 Nov, 12:56 PM	Refunded	Anna Landa	Watter Bottle India x 3	\$25,00

Showing 1 to 10 of 12 entries

(< 1 2 >)

Enhanced Functionality

Boost the user experience by incorporating interactive features such as filters, enabling users to refine their data view according to specific criteria. Implement sorting functionality with arrow indicators in table headers, allowing users to arrange data in ascending or descending order. Additionally, consider integrating a search input for streamlined data retrieval.

ID	DATE	STATUS	CUSTOMER	PRODUCT	REVENUE
#10421	1 Nov, 10:20 AM	Paid	Orlando Imieto	Nike Sport V2	\$140,20
#10422	1 Nov, 10:53 AM	Paid	Alice Murinho	Velvet T-shirt	\$42,00
#10423	1 Nov, 11:13 AM	Refunded	Michael Mirra	Leather Wallet +1 more	\$25,50

The design of tables should focus on clarity, readability, and ease of user interaction."

c. Design with Artificial Intelligence

Design Suggestions for Table Layouts



Provide design recommendations for a financial report table, including header styles, row and column spacing, cell borders, and alignment to ensure clarity and professionalism.



Certainly! Here's a design recommendation for a financial report table to ensure clarity and professionalism:

- Financial Report Table Design Recommendations
 - a. Table Structure:
 - Fixed Header: Use a fixed/sticky header so that users can scroll through data

View the full article on creative-tim.com

Generated on 18.10.2023

Implementing Data Sorting and Filtering Functionalities



Develop user-friendly sorting and filtering options for an e-commerce product comparison table, enhancing the shopping experience.



Sorting Options:

1. Default Sorting:

- Start with a default sort, possibly based on most popular products, best sellers, or highest rated.

2. Price:

View the full article on creative-tim.com

Generated on 18.10.2023

Developing Data Import and Export Functionalities



Design a file export feature for an analytics dashboard table, allowing users to easily download reports for further analysis.



Certainly! An effective file export feature for an analytics dashboard table should be intuitive, offer several common formats, and ensure that the export process doesn't disturb the user's workflow. Here's a design guide for this feature:

File Export Feature for Analytics Dashboard Table

1. Export Button:

View the full article on creative-tim.com

Generated on 18.10.2023

Performing Basic Data Analysis within Tables



Recommend the integration of a data analysis tool within a sales performance table, enabling users to view key metrics, trends, and outliers at a glance.



Integration of Data Analysis Tool for Sales Performance Table

1. Dashboard Overview:

- KPI Widgets: At the top of the dashboard, display key performance indicators (KPIs) like Total Sales, Average Sales, Highest Selling Product, and Monthly Growth Rate.
- Trend Lines: Provide visual line graphs or bar graphs showing sales trends over time.

© 2023 Creative-Tim.com

Generated on 18.10.2023

Providing User Interaction Insights



Analyze user interactions with a healthcare data table to identify which patient records are most frequently accessed and how user behavior can inform design enhancements.



Steps to Analyze User Interactions:

1. Gather Data:

- Utilize analytics tools embedded within the system or third-party solutions to capture user interaction data.
- Conduct user interviews or surveys to understand their needs and challenges.

© 2023 Creative-Tim.com

Generated on 18.10.2023

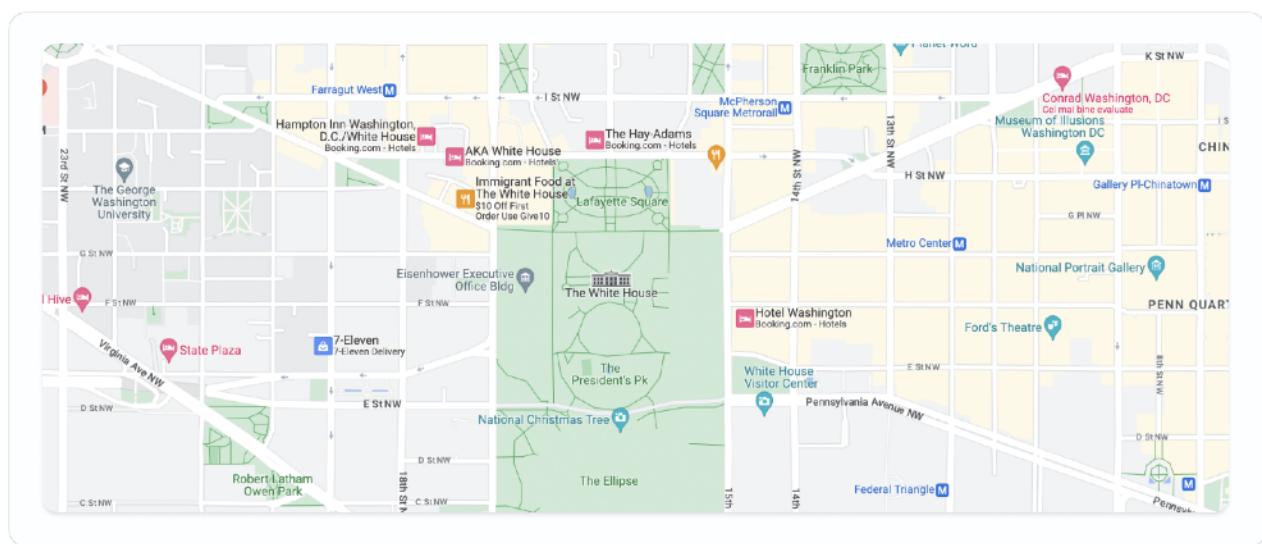
11. Maps

Maps have become an integral element of modern websites and applications, offering invaluable assistance in locating destinations, providing directions, and exploring areas of interest.

a. Styles

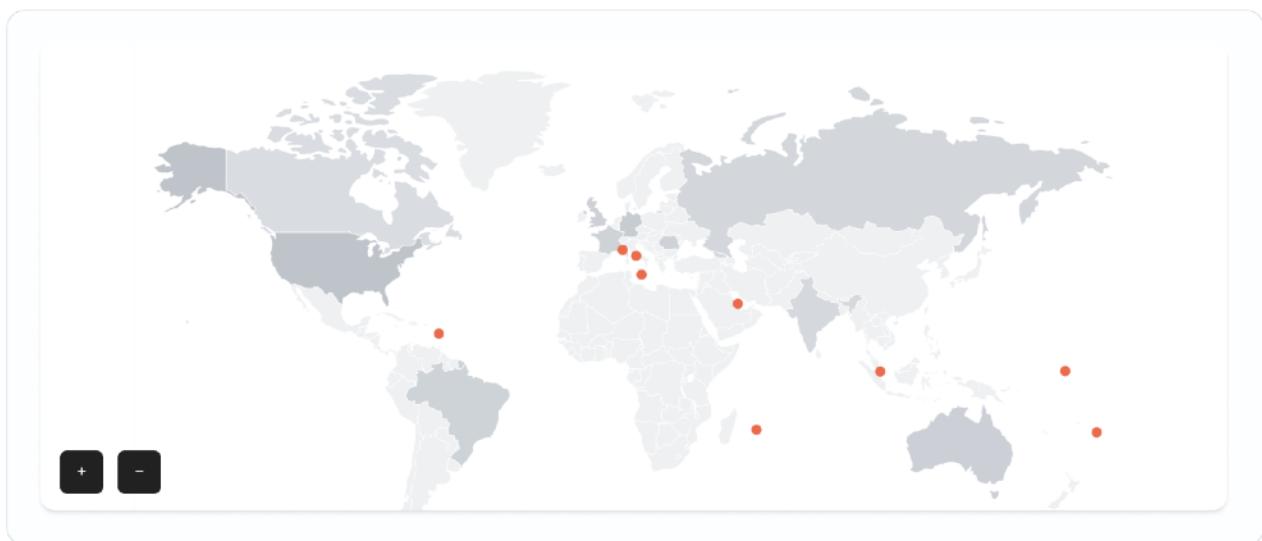
Google Maps

The most widely used map service is "Google Maps," renowned for its comprehensive coverage of restaurants, streets, hotels, and landmarks. Its complexity caters to diverse user needs.



Vector Maps

In cases where a minimalist design is preferred, or when "Google Maps" may appear overly detailed, simpler vector maps can be employed. These maps focus solely on the user's specific areas of interest, delivering a more streamlined experience.



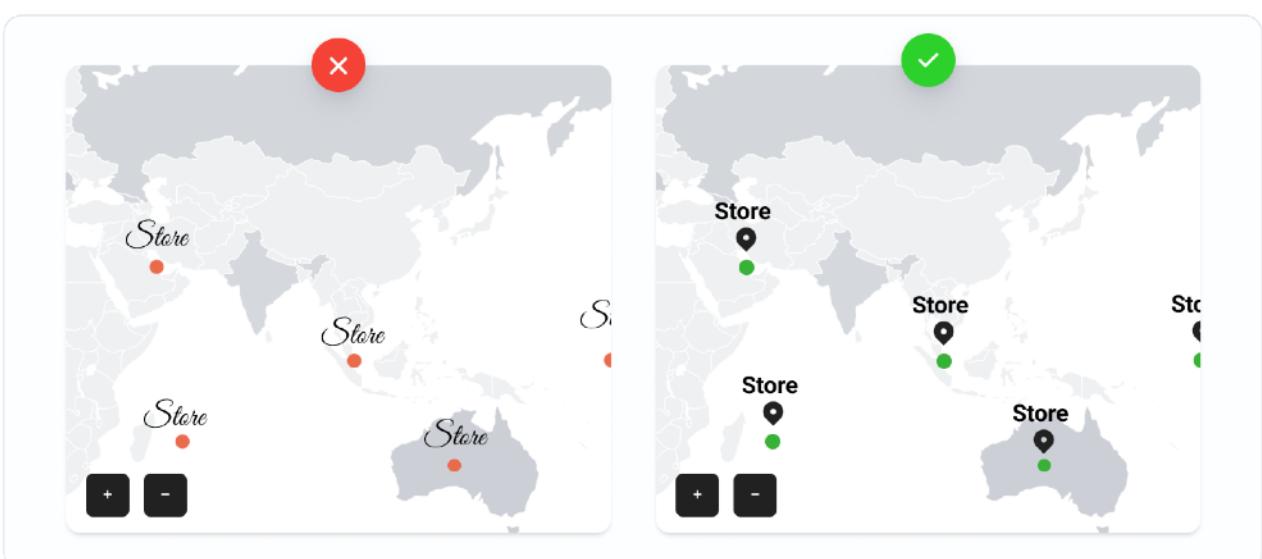
b. Design Considerations

Typography

Given the functional nature of maps, clarity and effective information transmission are paramount. Typography plays a pivotal role in map design, as text occupies approximately 70% of the map's content. Therefore, selecting an appropriate typeface is essential. Opt for legible, straightforward fonts devoid of distracting special effects.

Streamlined Information

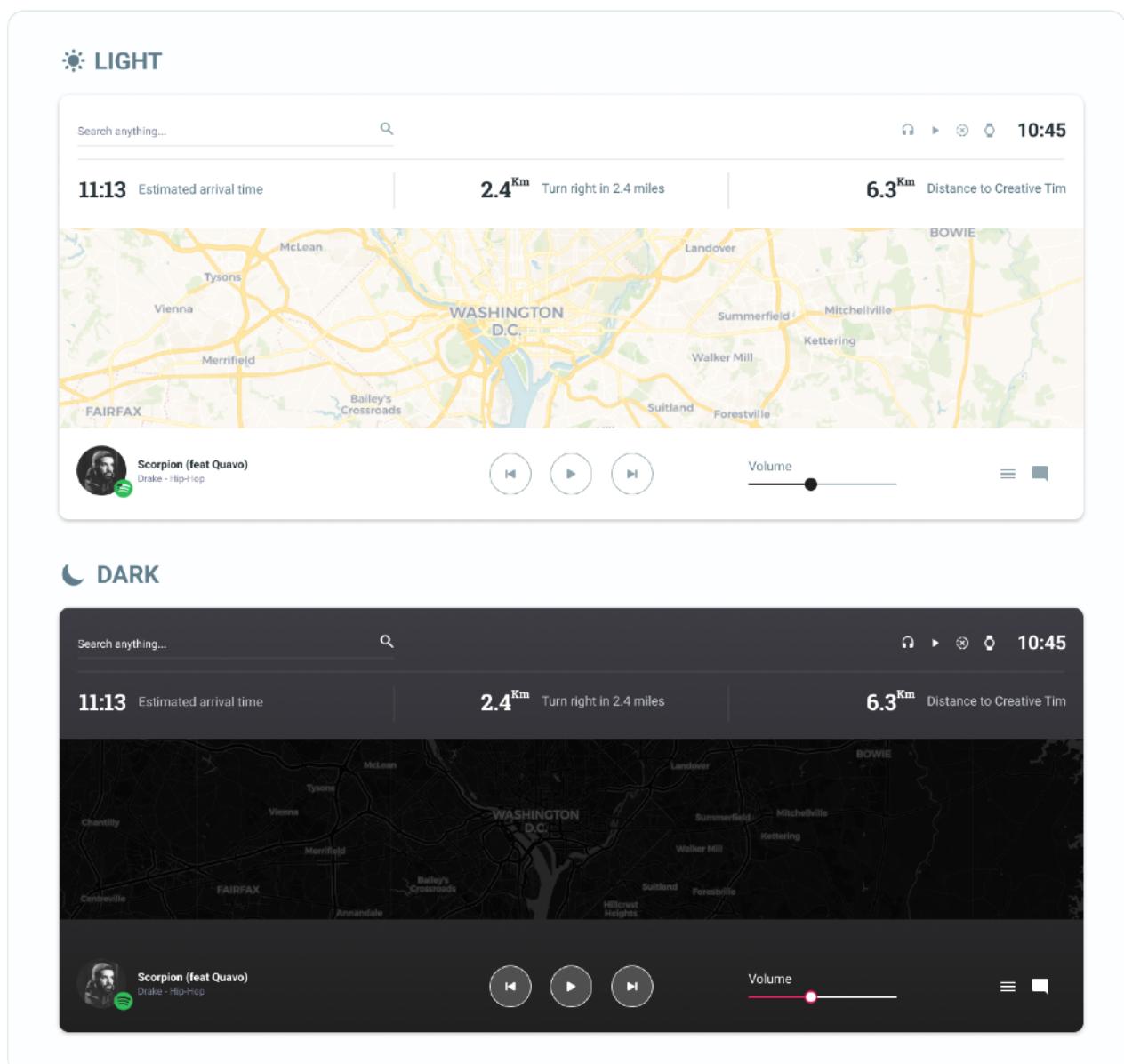
Resist the temptation to overload the map with excessive, extraneous details.



Prioritize presenting only the information users seek, preventing unnecessary clutter and confusion.

Light and Dark Themes

Enhance user experience by offering both light and dark theme variants for the map. For instance, during daytime, automatically display the light version for improved visibility. Users can seamlessly switch to the dark theme when desired, accommodating different preferences and lighting conditions.



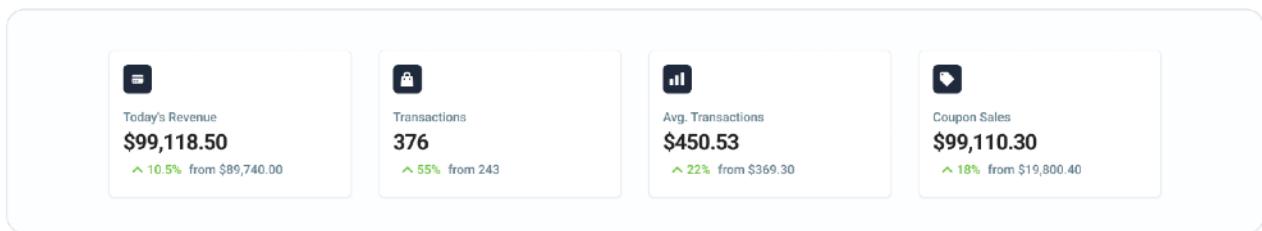
12. Widgets

Widgets, resembling cards, are versatile elements known for their multifunctionality in applications or dashboards.

a. Design Guidelines

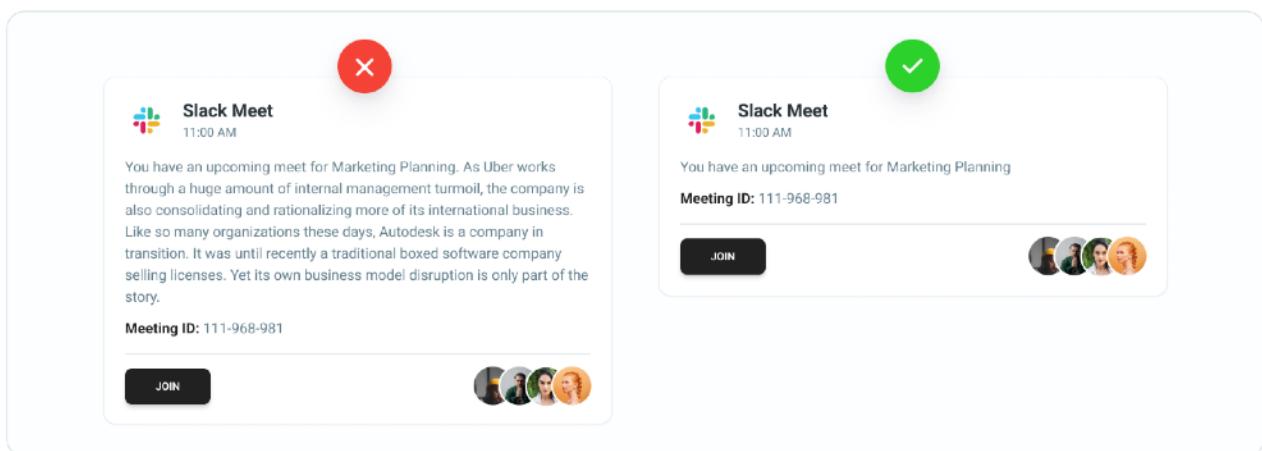
Clarity and Conciseness

Given their compact nature, widgets demand concise yet easily comprehensible information for quick user reference.



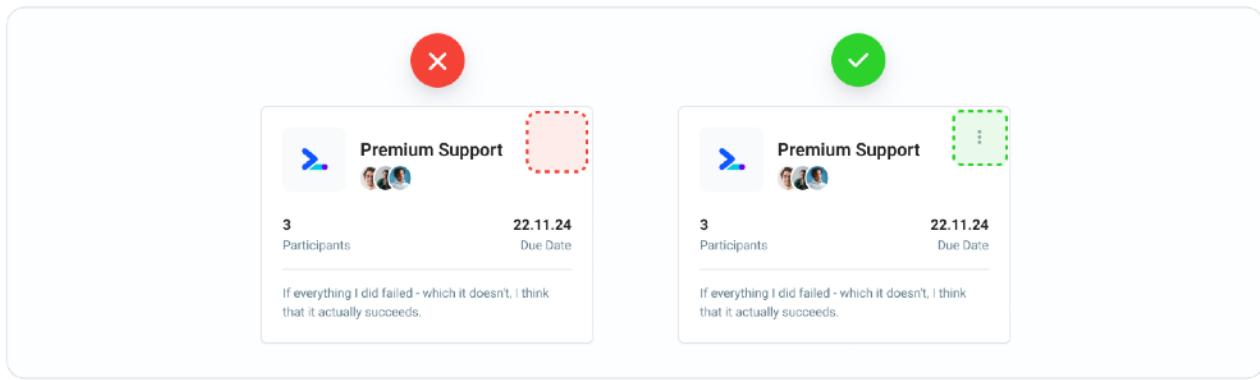
Relevance

Widget content should directly cater to users' daily needs and preferences. Avoid lengthy text or oversized images that might overwhelm.



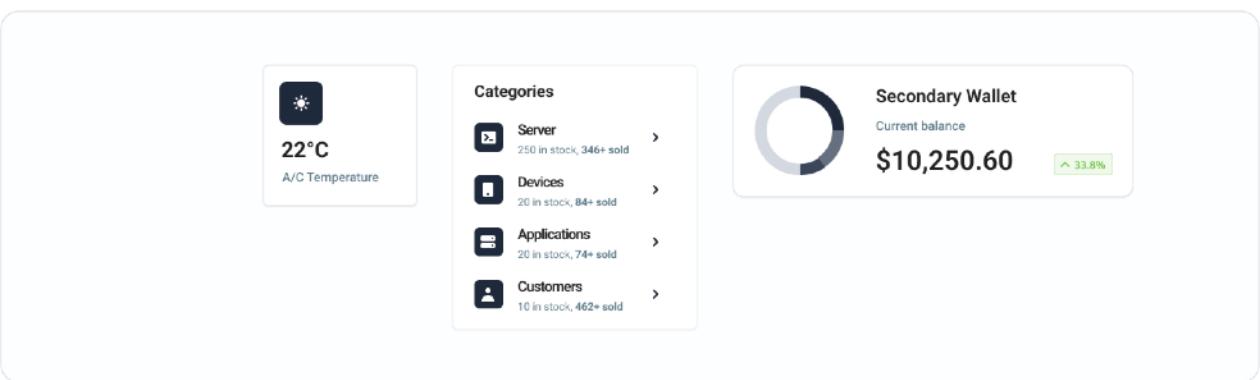
Customizability

Widgets excel in personalization, allowing users to tailor content according to their preferences. Implement user-friendly features for effortless customization.



Size Considerations

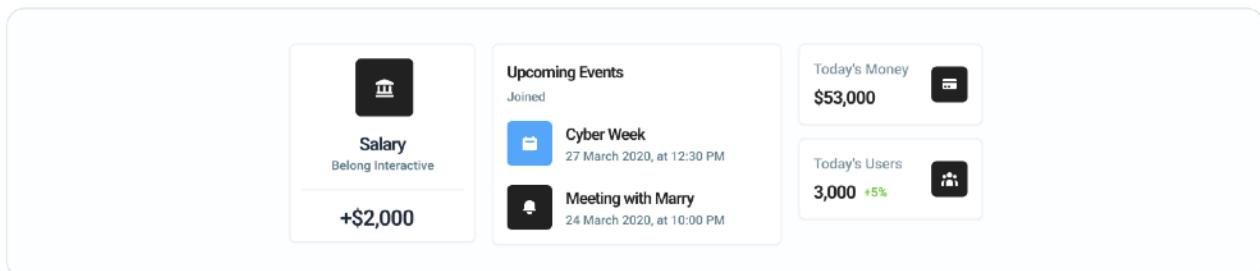
Widgets come in three sizes: small, medium, and large. Choose the appropriate size to accommodate content without unnecessary bulk, with primary emphasis on content relevance.



b. Widget Styles

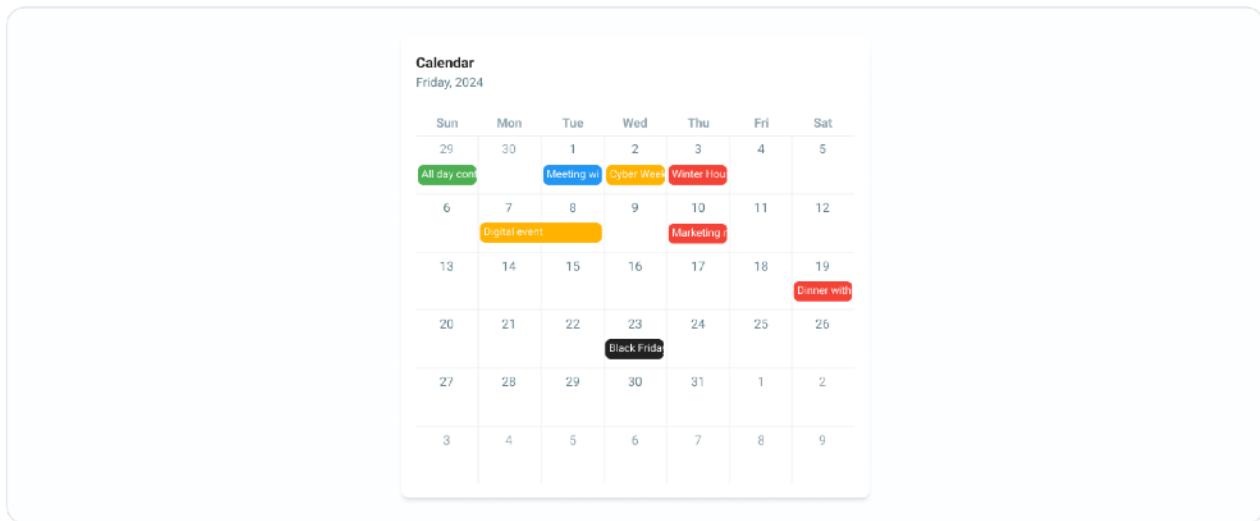
Widget With Icons

This style incorporates icons to convey essential information quickly and intuitively.



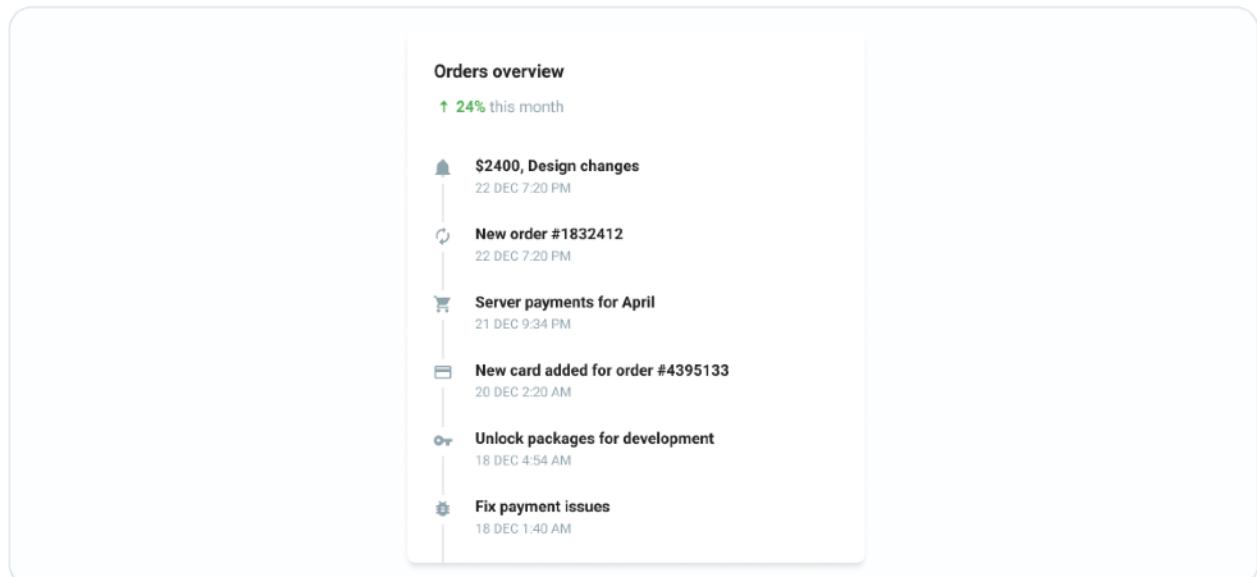
Widget with Calendar

Designed to help users manage their schedules and appointments efficiently.



Widget with Timeline

Displays chronological data or events, enabling users to track progress or developments.



Widget with Chart

Utilizes graphical representations to provide insights and statistics in a visually engaging manner.



Widget with a To-Do-List

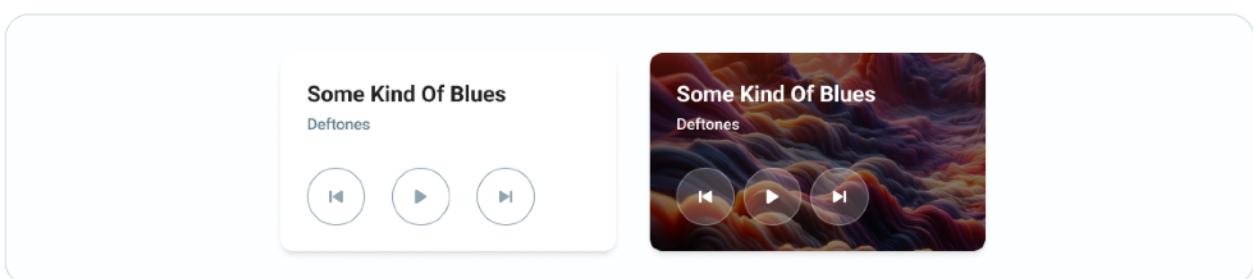
Aids users in organizing tasks and priorities, enhancing productivity.

The figure shows a rounded rectangular widget. At the top left is the text "To do list". To its right is a dropdown menu set to "last 30 days". Below this is a table with four columns: "All Projects", "Status", "Company", and "Date". There are three rows of data:

All Projects	Status	Company	Date
<input type="checkbox"/> Management	✓ Done	Google	01.02.2024
<input type="checkbox"/> IOS Dev	✓ Done	Instagram	11.03.2024
<input type="checkbox"/> Marketing	Progress	Tiktok	11.03.2024

Widget with a Music Player

Allows users to enjoy music playback directly within the widget, combining entertainment with functionality.



13. Frequently Asked Questions (FAQs)

FAQs, short for Frequently Asked Questions, find common use in articles, websites, email lists, and online forums where recurring queries are prevalent. While FAQs primarily serve to address typical questions or concerns, their format effectively organizes information. Therefore, any content featuring questions and corresponding answers, regardless of their frequency, is often referred to as a FAQ.

FAQs have emerged as a vital component of websites, whether as dedicated pages or entire sections with numerous subpages covering various topics and questions. Embedded links to FAQ pages are now a standard inclusion in website navigation bars, body content, or footers.

In web design, the FAQ page plays a pivotal role, serving multiple purposes in customer service and search engine optimization (SEO). These purposes include lightening the load on customer support staff, enhancing site navigation, and facilitating links to or integration with product pages.

a. Design Guidelines

Line Height

Given the substantial amount of text in this section, careful attention to font size and line height is important. Adequate line height ensures the entire section remains easily readable.



Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How do I order?

Font size: 16px ↑ We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment. A lot of people don't appreciate the moment until it's passed.

Line Height: 20px ↓

How can I make the payment?

How much time does it take to receive the order?



Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How do I order?

Font size: 16px ↑ We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment. A lot of people don't appreciate the moment until it's passed.

Line Height: 26px ↓

How can I make the payment?

How much time does it take to receive the order?

White Space

Leverage white space to create a clean and uncluttered section. Proper spacing between questions enhances user comprehension and readability.



Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How can I make the payment?

How much time does it take to receive the order?

Can I resell the products?

Where do I find the shipping details?



Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How can I make the payment?

How much time does it take to receive the order?

Can I resell the products?

Where do I find the shipping details?

Separating Lines

Optional separating lines can frame the text and emphasize each question, aiding in content organization.



Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How can I make the payment?

How much time does it take to receive the order?

Can I resell the products?

Where do I find the shipping details?



Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How can I make the payment?

How much time does it take to receive the order?

Can I resell the products?

Where do I find the shipping details?

Icons

Icons serve a vital role in this section, signaling to users that a particular area is expandable and contains valuable information.



Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How can I make the payment?

How much time does it take to receive the order?

Can I resell the products?

Where do I find the shipping details?



Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How can I make the payment? +

How much time does it take to receive the order? +

Can I resell the products? +

Where do I find the shipping details? +

b. Styles

Simple

Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How can I make the payment? +

How much time does it take to receive the order? +

Can I resell the products? +

Where do I find the shipping details? +

Columns

Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How do I order?

We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment.

How can I make the payment?

We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment.

Where do I find the shipping details?

We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment

Why do I have to register?

We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment.

Cards

Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

 How do I order? We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment. A lot of people don't appreciate the moment until	 How can I make the payment? We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment. A lot of people don't appreciate the moment until	 Why do I have to register? We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment. A lot of people don't appreciate the moment until
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

c. Design with Artificial Intelligence

Content Generation for FAQ



Create clear and concise FAQ content for a delivery company's website, ensuring a formal and trustworthy tone. Include commonly asked questions related to shipping, tracking, and customer service.



FAQ Content for a Delivery Company:

Q1: How long does it usually take for a package to be delivered?

Answer: Our standard delivery time varies based on the destination. Typically, domestic deliveries take 2-5 business days, while international deliveries can take 7-15 business days.

Please note that custom checks might cause additional delays for international packages.

Generated on 18.10.2023

Integration of Natural Language Processing



Provide a list of the top 5 AI-driven chatbots or virtual assistants that can be seamlessly integrated into an FAQ section to provide instant, context-aware responses to user queries. Include details about their key features and use cases.



Top 5 AI-Driven Chatbots for FAQ Integration:

1. Watson Assistant (by IBM)

- Key Features: Natural language processing, contextual awareness, integrates with most platforms.
- Use Cases: Customer support, virtual agent for websites, integrations with

Generated on 18.10.2023

AI-Powered Multilingual Support



Translate the provided FAQ content into the top 5 most spoken languages globally. Ensure the translations maintain accuracy, clarity, and cultural sensitivity to make the FAQ accessible to a wider international audience.

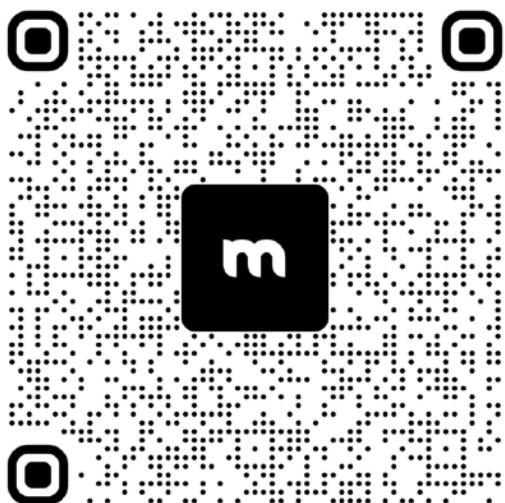


I can provide a basic translation for the above FAQs in the top 5 most spoken languages (Mandarin, Spanish, English, Hindi, and Arabic). Please be advised that these translations might require further refinement for complete accuracy and cultural relevance.

Generated on 18.10.2023

Scan or Click for More FAQ Sections

Unlock a world of possibilities by scanning the QR code below or clicking on it. It's your gateway to explore additional sections and discover more content. Just point and tap, or simply click, to begin your journey!



Q: Why did the FAQ page get a promotion?

A: Because it always had the answers before anyone even asked!

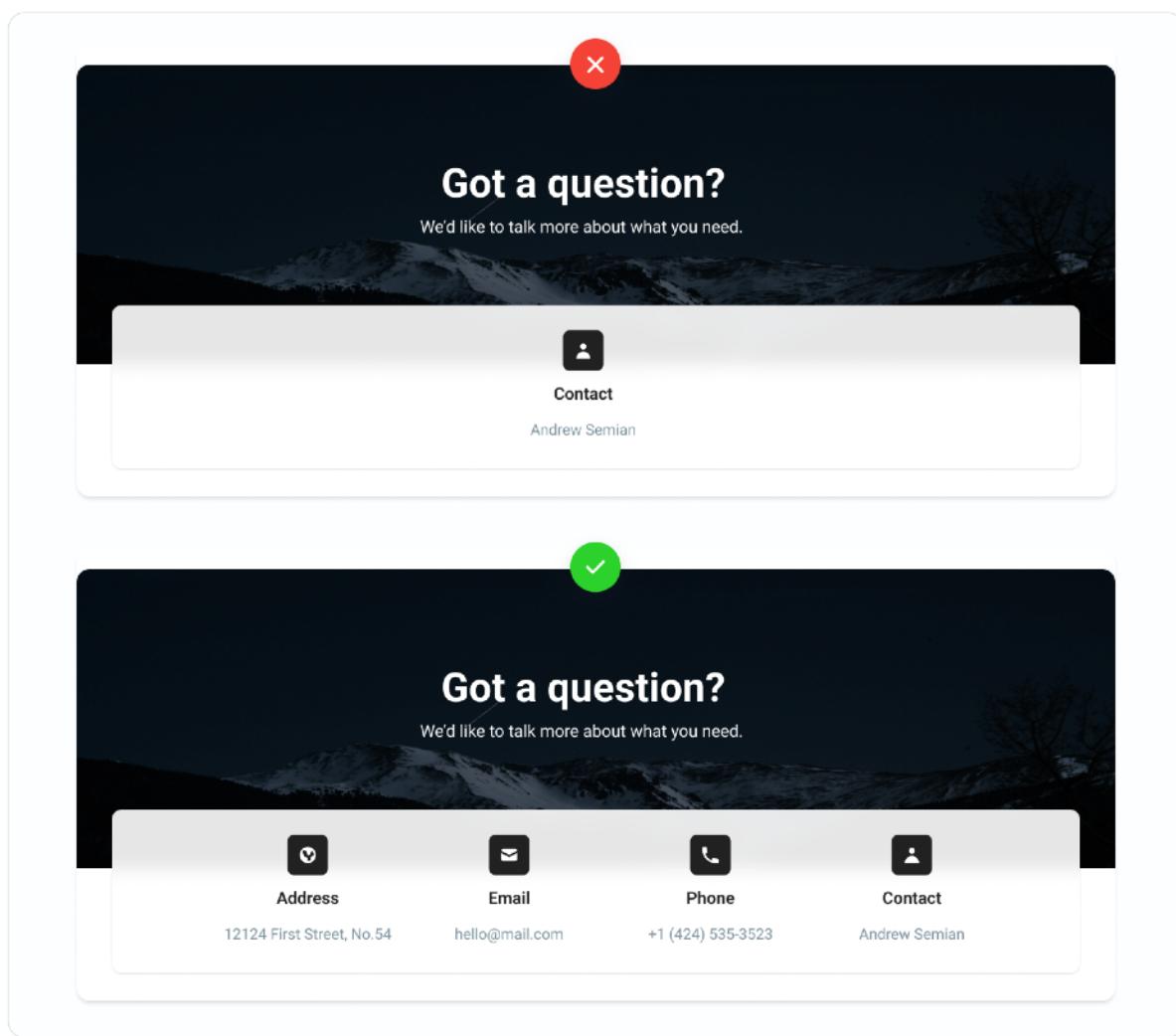
14. Contact Us

The 'Contact Us' section or page is among the most essential aspects of any website or application. It consistently ranks as one of the most frequently accessed pages for most companies, serving as the primary bridge between users and the site's administrators.

a. Design Guidelines

Gather Essential Information

As the name 'Contact Us' suggests, this page should prominently feature essential contact information such as addresses, phone numbers, and official email addresses. Aim to provide users with a variety of contact options to suit their preferences.



Contact Form

A Contact Form acts as an internal messaging system within the website or application. It enables users to send inquiries, feedback, and contact details, with the expectation of receiving a response from the support team.

The form features a large black rectangular area on the left containing "Contact Information", a phone number, an email address, a ticket link, and social media icons. The main body has fields for First Name, Last Name, and Email, followed by a "SEND MESSAGE" button.

Therefore, it's important to include all necessary form elements to facilitate this process. Consider using placeholders in the form fields, as they can be quite helpful for users.

This version of the contact form includes a green checkmark icon at the top right. It has a similar layout to the first one, with a black sidebar on the left and a main body with input fields and a message button.

Therefore, it's important to include all necessary form elements to facilitate this process. Consider using placeholders in the form fields, as they can be quite helpful for users.

Please note that Contact Forms with an excessive number of fields may overwhelm users and discourage them from completing the form. Be thoughtful about the information you genuinely need from users in their initial contact.

Terms and Conditions

In certain situations, especially when a company processes user data, it's important to provide users with the opportunity to review and agree to the terms and conditions before proceeding.

The image displays two wireframe-style prototypes of contact forms. The left form is titled 'Get in Touch' and includes sections for finding the office (address: Bld Mihail Kogalniceanu, nr. 8, 7652 Bucharest, Romania) and giving a ring (contact person: Michael Jordan, phone: +40 762 321 762, Mon - Fri, 8:00-22:00). The right form is titled 'Contact Us' and features fields for First Name, Last Name, Email, and a large Message area. A checkbox labeled 'I agree Terms and Conditions.' is highlighted with a green dashed border. A 'SEND MESSAGE' button is at the bottom.

b. Design with Artificial Intelligence

AI Tools cover a range of industries and can help UI/UX designers address specific user needs and optimize the "Contact Us" section for different businesses and organizations.



Design a "Contact Us" section for an online fashion retailer, ensuring that users can easily inquire about product availability, returns, and order status.



"Contact Us" Section for an Online Fashion Retailer

Header:

Got Questions? We're here to help!

Sub-header:

Whether it's about product availability, returns, or your order status, let us assist you

Generated on 18.10.2023

Hospitality



Improve the "Contact Us" section for a hotel booking website, enhancing the options for guests to make reservations, ask about amenities, or inquire about event bookings.



"Contact Us" Section for a Hotel Booking Website

Header:

Let's Make Your Stay Memorable

Sub-header:

From reservations to event bookings, and inquiries about our world-class amenities, we're

Generated on 18.10.2023

Financial Services



Redesign the "Contact Us" page for an online banking platform, prioritizing security and ease of use for customer inquiries regarding transactions and account management.



"Contact Us" Page for an Online Banking Platform

Header:

Securely Connect With Our Support Team

Sub-header:

Your security and convenience are our top priorities. Let's help you with your transactions

Generated on 18.10.2023

Real Estate



Create an effective "Contact Us" section for a real estate agency, enabling users to inquire about property listings, schedule viewings, and request information about the housing market.



"Contact Us" Section for a Real Estate Agency

Header:

Discover Your Dream Home With Us

Sub-header:

Whether you're looking for property listings, wanting to schedule a viewing, or curious about

Generated on 18.10.2023

Travel



Redesign the "Contact Us" interface for a travel agency, improving user experience for vacation booking inquiries and providing travel assistance.



"Contact Us" Interface for a Travel Agency

Header:

Embark on Your Next Adventure With Confidence

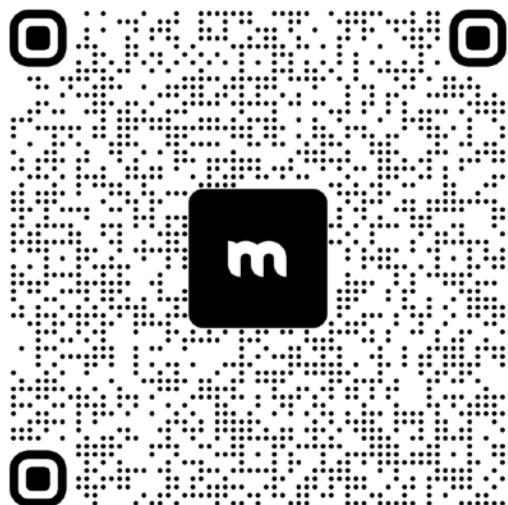
Sub-header:

Your dream vacation is just a message away. From booking inquiries to essential travel

Generated on 18.10.2023

Scan or Click for More Contact Sections

Unlock a world of possibilities by scanning the QR code below or clicking on it. It's your gateway to explore additional sections and discover more content. Just point and tap, or simply click, to begin your journey!



15. Footers

When a user has scrolled through your entire homepage and still can't find what they're looking for, the website's footer becomes their last resort. The purpose of a website footer is to assist visitors by providing additional information and navigation options at the bottom of web pages.

a. Design Guidelines

Simplicity

A straightforward footer typically contains links to the website's main pages. Ensure these links are presented in a logical order with appropriate spacing between them. If the spacing is too cramped, users might become confused and overlook important links. Consider creating a visual hierarchy using different colors.

The image displays two side-by-side wireframe prototypes of a footer design for a company named "Material Tailwind".

Top Footer (Incorrect Layout):

- Issues:** A large red circle with a white 'X' is positioned above the footer content, indicating a problem with the layout.
- Content:** The footer includes a logo placeholder, the company name "Material Tailwind", and three columns of links: "Company" (About Us, Careers), "Pages" (Login, Register), and "Legal" (Terms, Privacy). Below these columns is a quote: "The reward for getting on the stage is fame. The price of fame is you can't get off the stage." A copyright notice at the bottom right reads "© 2024 Material Tailwind™. All Rights Reserved."

Bottom Footer (Correct Layout):

- Issues:** A small green circle with a white checkmark is positioned above the footer content, indicating a good layout.
- Content:** The footer includes a logo placeholder, the company name "Material Tailwind", and three columns of links: "Company" (About Us, Careers), "Pages" (Login, Register), and "Legal" (Terms, Privacy). Below these columns is the same quote and copyright notice as the top footer.

Copyright

Include the current year and the copyright symbol in this element. It's a small detail that can help protect against website plagiarism.

The image shows two side-by-side footer designs. Both designs include a red circular icon with a white 'X' at the top center. Below it is a horizontal navigation bar with links: Company, About Us, Team, Products, Blog, and Pricing. Underneath the navigation bar are four small social media icons. The bottom section contains the text "Material Tailwind".

Top Footer (Incorrect): This version lacks the required copyright information. A large red circle with a white 'X' is positioned above the footer content.

Bottom Footer (Correct): This version includes the required copyright information. A green circle with a white checkmark is positioned above the footer content. The text "All rights reserved. Copyright © 2023 Material Tailwind" is displayed at the bottom.

Social Links

While some designers avoid placing social icons in the footer for fear of users leaving the site, it can be beneficial to establish connections to these platforms. This can help users engage with your brand on social media.

The image shows two side-by-side footer designs. Both designs include a red circular icon with a white 'X' at the top center. Below it is a horizontal navigation bar with links: Company, Pages, Legal, and Resources. The "Company" section lists: About Us, Freebies, Premium Tools, and Blog. The "Pages" section lists: Login, Register, Add List, Contact. The "Legal" section lists: Terms, About Us, Team, and Privacy. The "Resources" section lists: Blog, Service, Product, and Pricing. The bottom section contains the text "Material Tailwind".

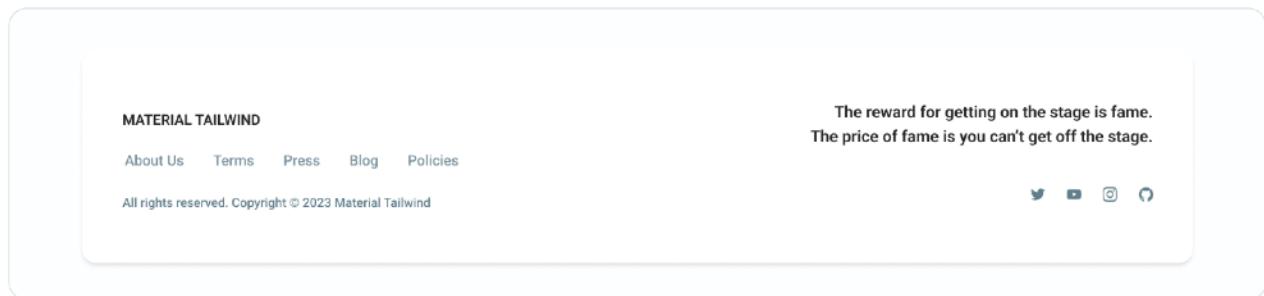
Top Footer (Incorrect): This version does not include social media links. A large red circle with a white 'X' is positioned above the footer content.

Bottom Footer (Correct): This version includes social media links. A green circle with a white checkmark is positioned above the footer content. Below the navigation bar are four small social media icons. The bottom section contains the text "All rights reserved. Copyright © 2023 Material Tailwind".

b. Styles

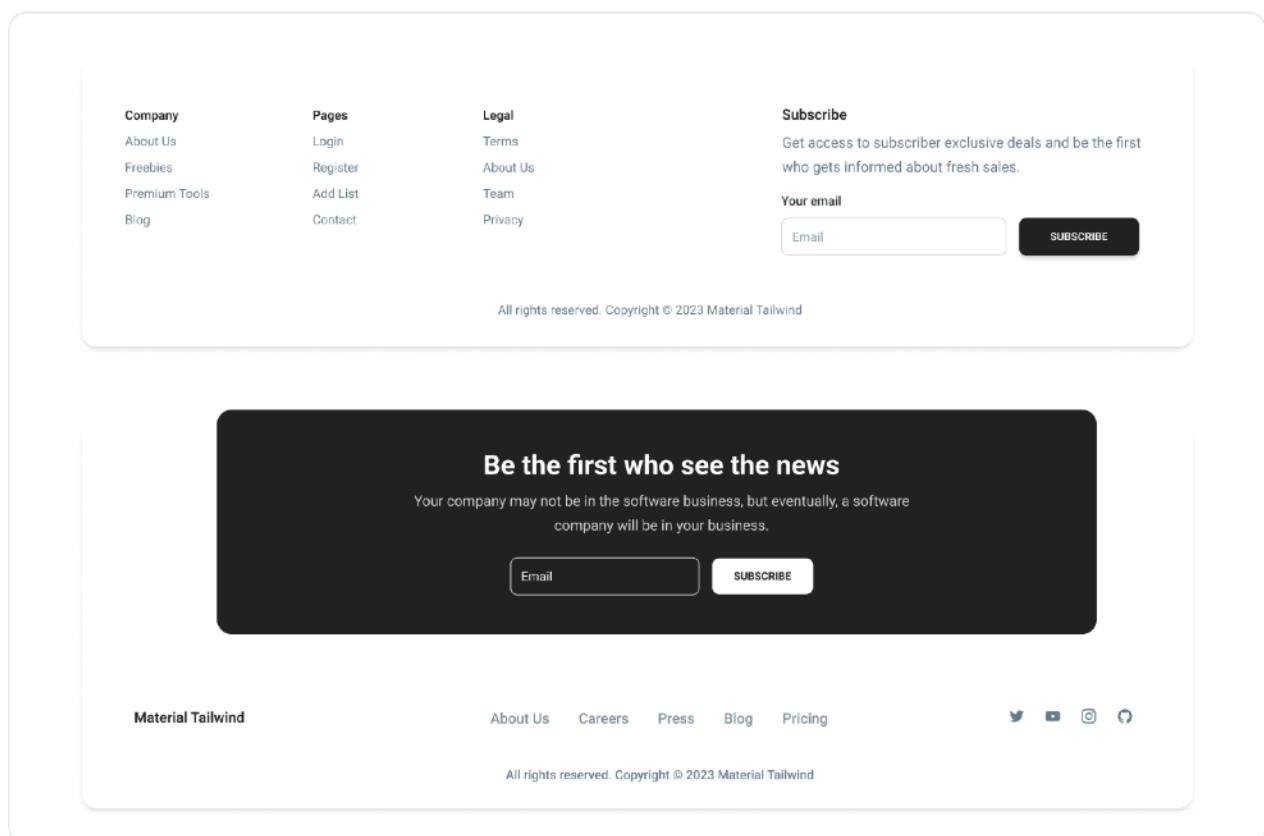
Company's Mission

The footer is an excellent place to showcase the company's logo, mission statement, and core values.



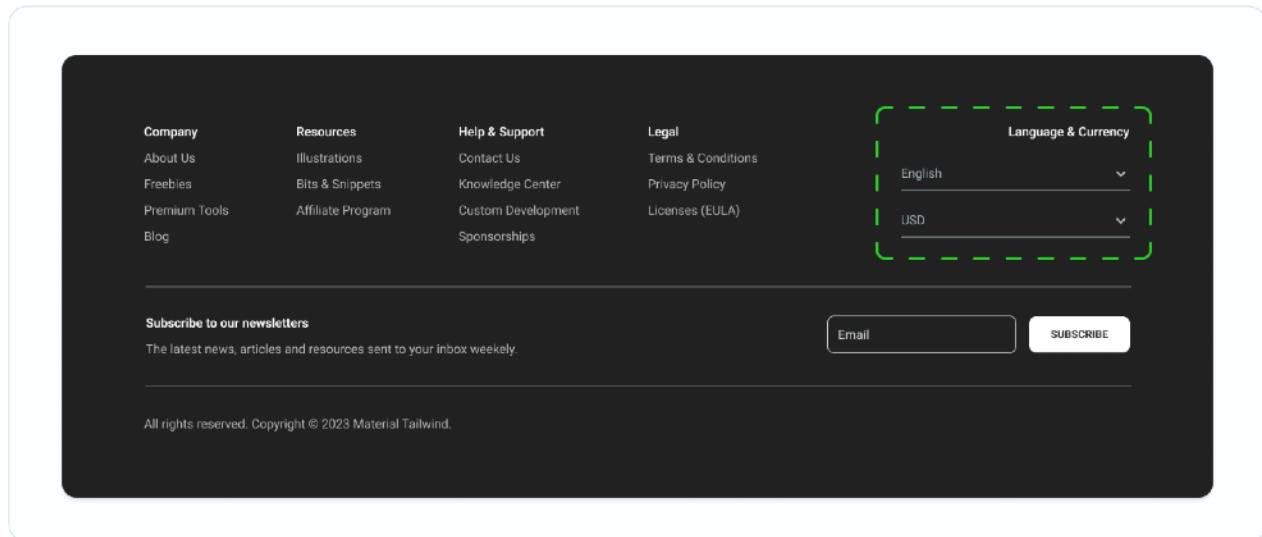
Subscription Option

Contrary to the belief that users rarely reach the footer, providing a call-to-action in this section can be effective. After users have explored your entire website and are interested in more content, they may choose to subscribe.



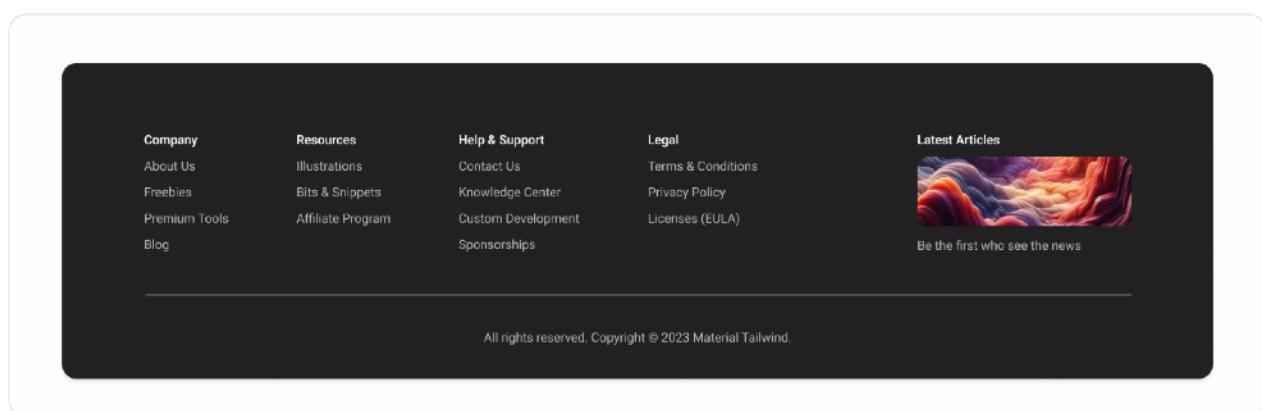
Localization Settings

Incorporating country-specific settings can enhance the user experience. For example, on an e-commerce website that displays prices, ensure users can select their preferred currency for better conversion.



Latest Articles

If your website actively engages in content marketing and social media, consider creating a section to promote the latest posts directly in the footer.



c. Design with Artificial Intelligence

Content Recommendations



Provide recommendations for the footer content of a law firm's website, including links to practice areas, attorney profiles, and contact information, all while maintaining a professional and trustworthy tone.



Footer Content Recommendations for a Law Firm's Website

1. Logo and Tagline:

- Display the law firm's logo on the leftmost side for brand recognition.
- Tagline: "Committed to Justice. Dedicated to You."

2. Practice Areas:

Generated on 18.10.2023

Guidance for Improving Footer Accessibility Compliance



Offer guidance on making the footer of an education platform fully accessible to users with disabilities. This may involve suggestions for providing clear navigation, alt text for images, and keyboard navigation options.



Making the Footer of an Education Platform Accessible

1. Semantic HTML Structure:

- Use semantic elements (`<footer>`, `<nav>`, etc.) which can be easily recognized by screen readers.

2. Clear Navigation:

Generated on 18.10.2023

Guidance on Optimizing Footer Content for Search Engines



Explain how to implement SEO best practices in the footer of an e-commerce website, ensuring that it contributes to higher search engine visibility and drives organic traffic.



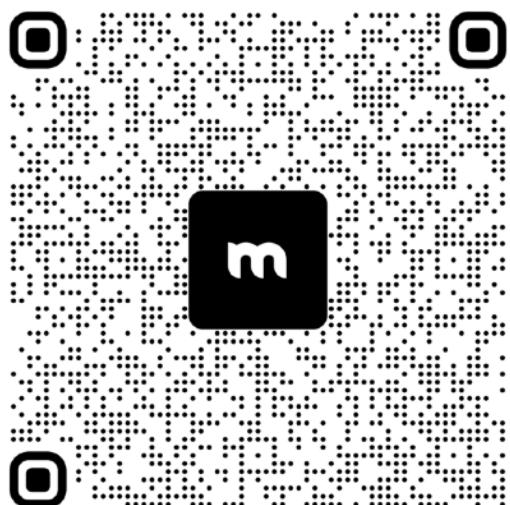
1. Relevant Footer Links:

- Descriptive Anchor Text: Use keyword-rich and descriptive anchor text for footer links. This helps search engines understand the content and relevance of the linked pages.
- Important Links: Include links to essential pages such as "About Us," "FAQs," and "Terms & Conditions." These pages can contain keyword-rich content that can help with SEO.

Generated on 18.10.2023

Scan or Click for More Footer Sections

Unlock a world of possibilities by scanning the QR code below or clicking on it. It's your gateway to explore additional sections and discover more content. Just point and tap, or simply click, to begin your journey!



16. Sidebars

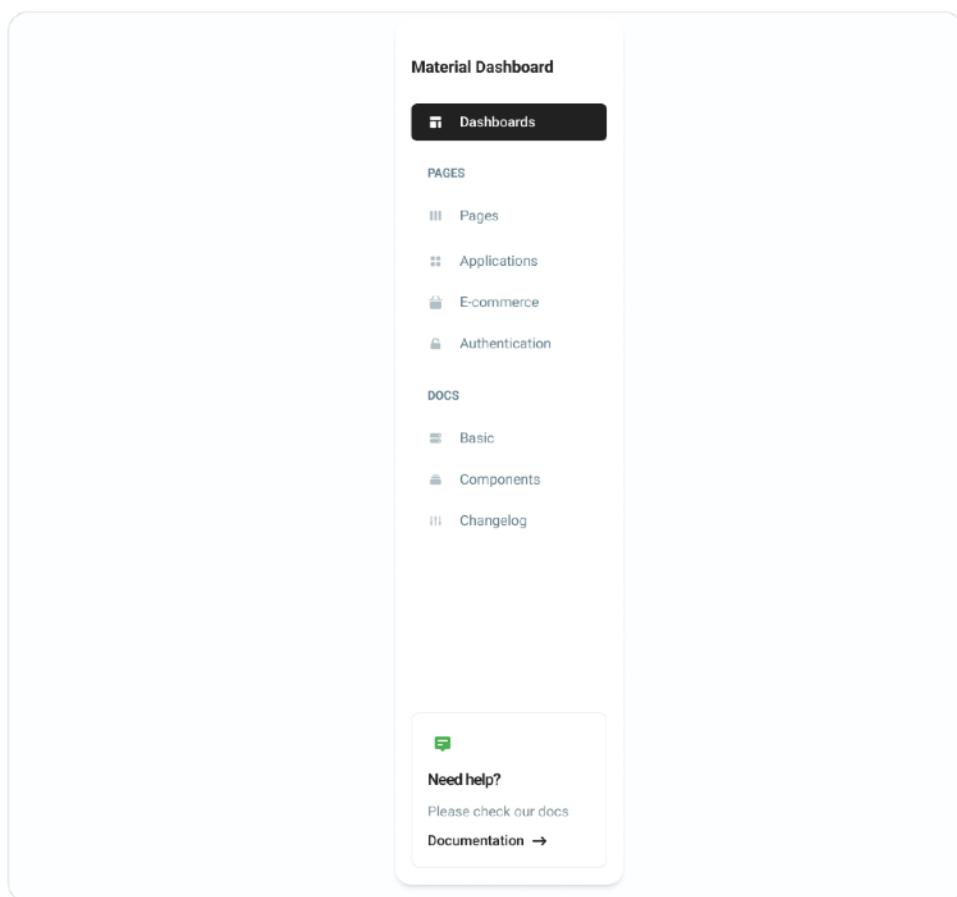
Sidebars play an important role in the navigation process, particularly in dashboards. They can be positioned on either the left or right side of the screen, although they are typically on the left, especially for users who read from right to left.

As a navigation bar, the sidebar's primary function is to facilitate users in finding the pages they are seeking.

a. Design Guidelines

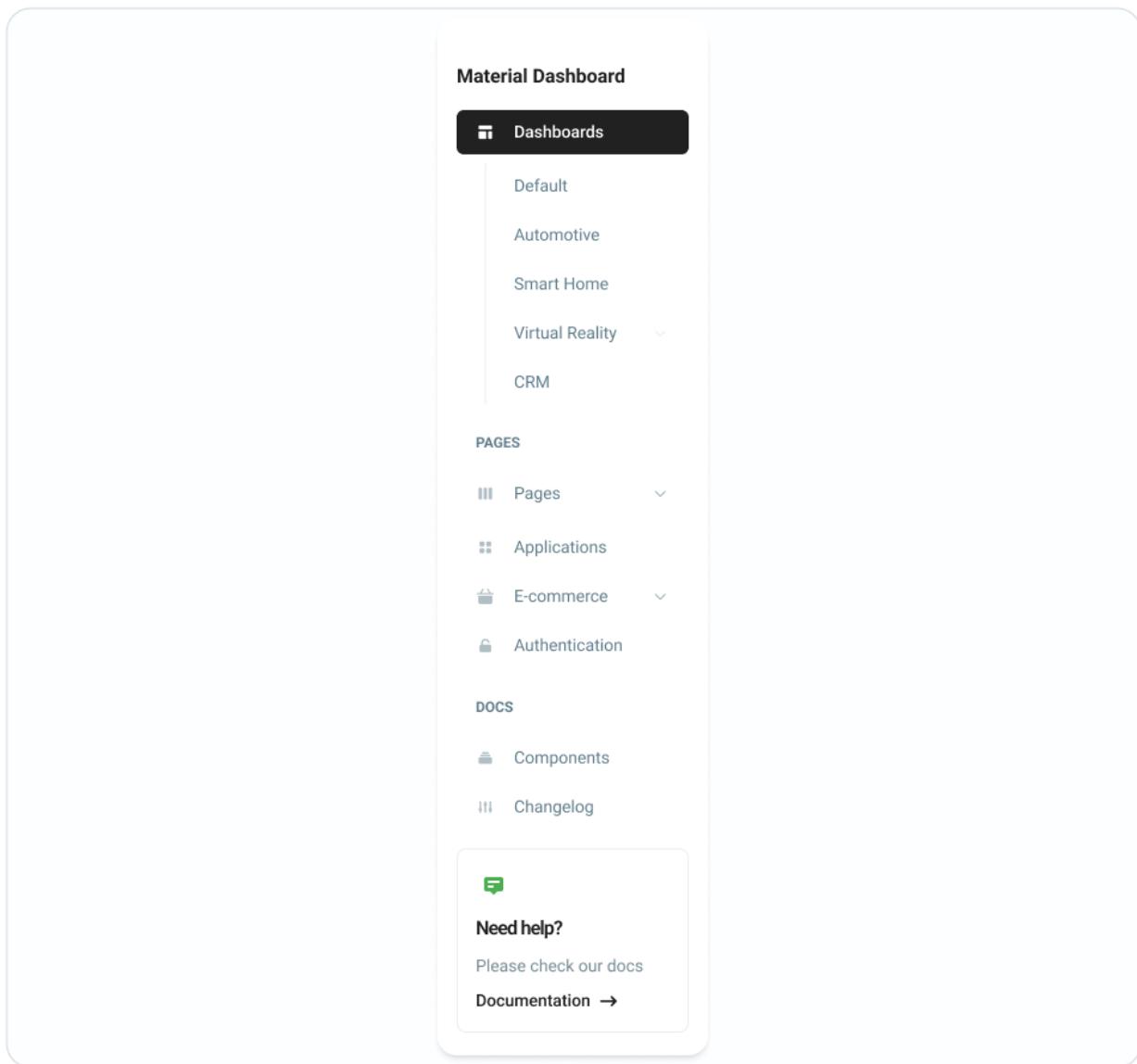
Key Links

Similar to an open menu, the sidebar should display main pages while integrating secondary ones when necessary.



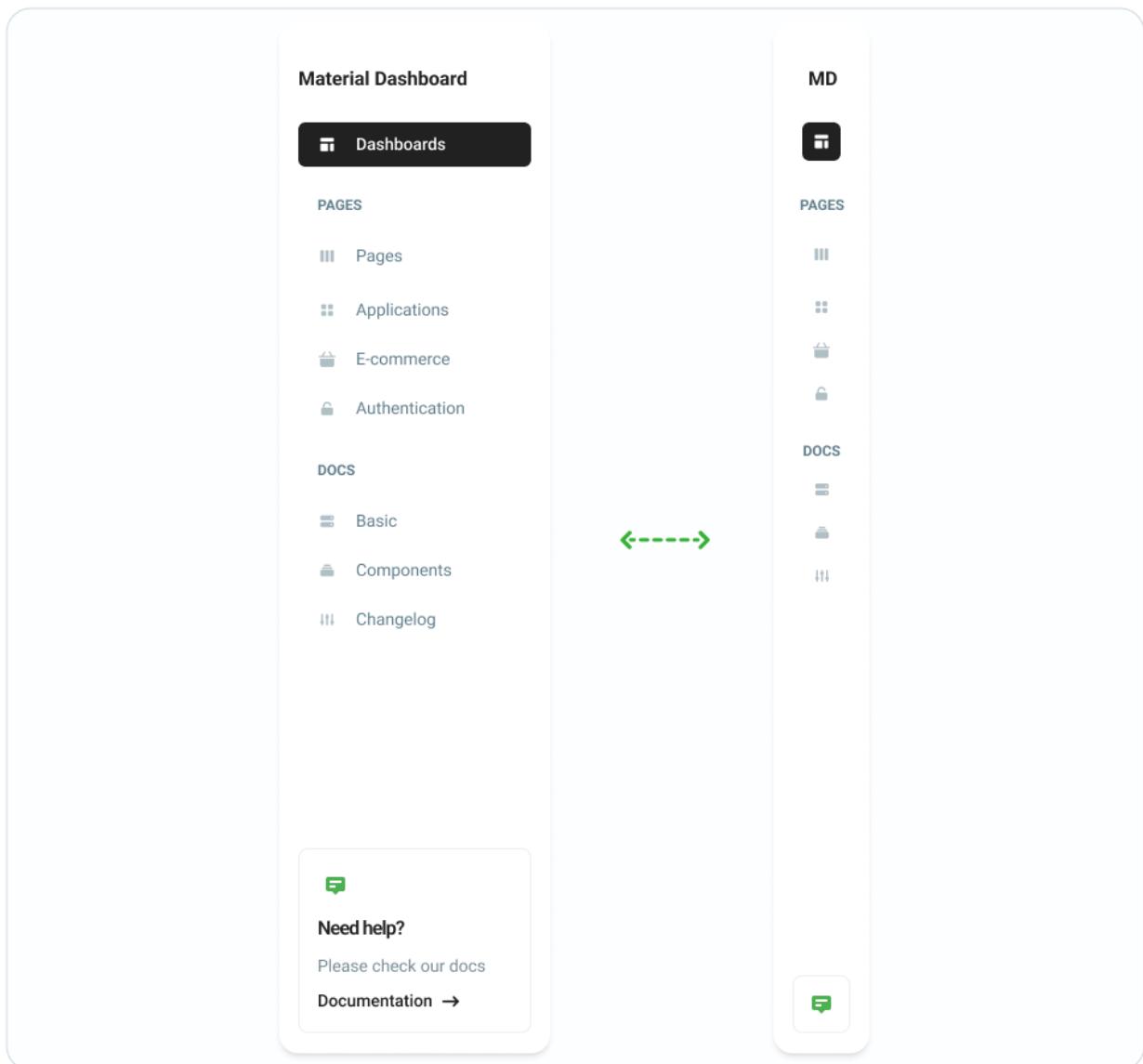
Multi-Level Dropdown

Depending on the complexity of the website, you can include multiple links. Ensure you establish a clear hierarchy among these links to prevent user confusion. Consider adding an icon to suggest that a link can be expanded.



Responsive Design

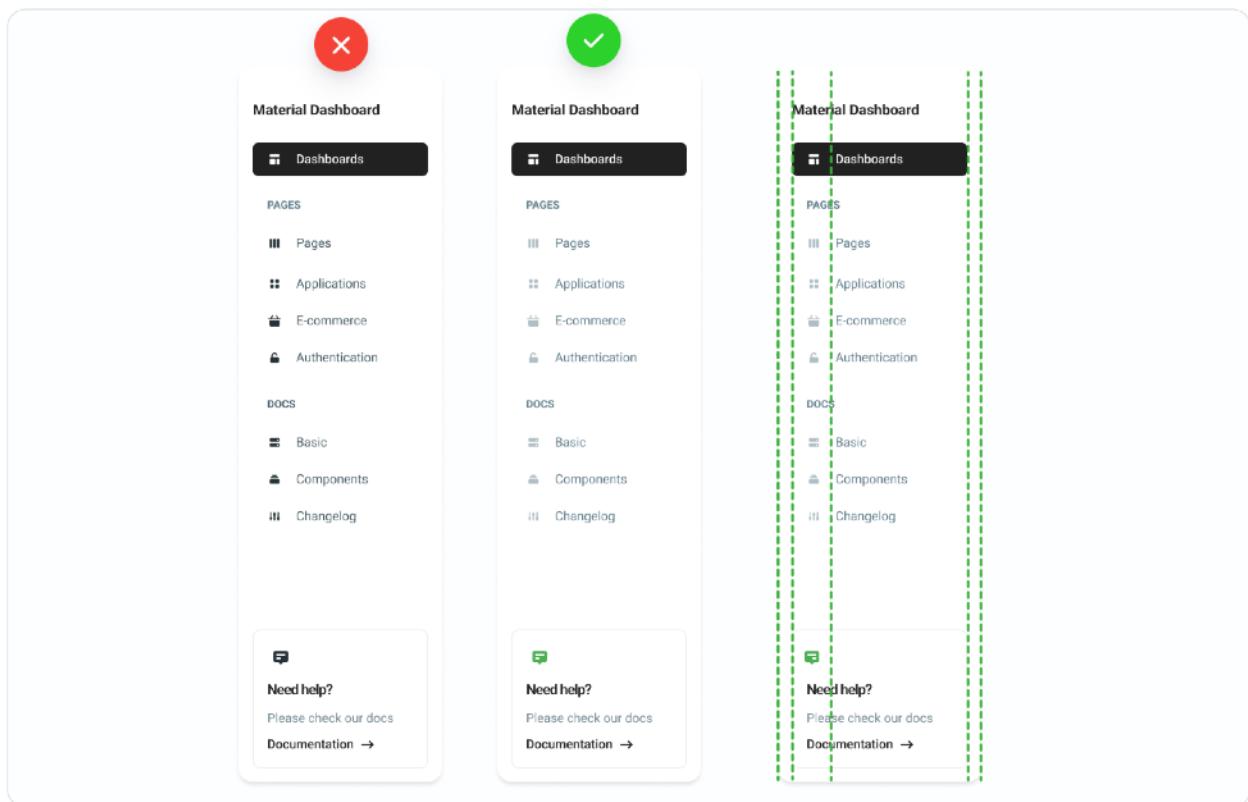
The sidebar should be responsive, allowing for resizing based on the screen size without affecting the content. It can also offer collapsible and expandable features, enabling users to view the right-side content more extensively.



b. How to Design

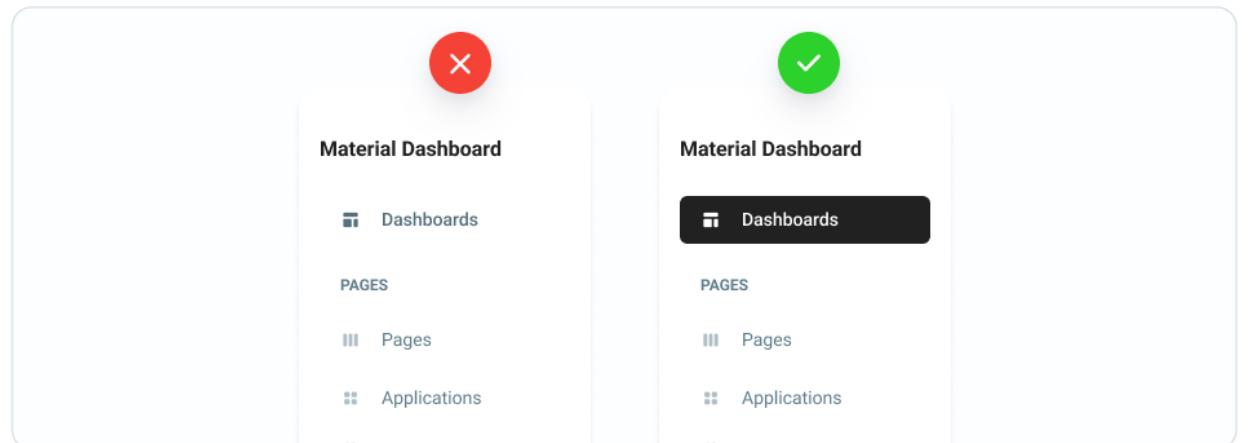
Appropriate Icons

Choosing suitable icons for the links can help users quickly scan and locate what they need. Avoid overpowering icons and maintain a balance by using a slight tint of color or setting their opacity to around 60-70% compared to the text. Align icons with the margin to ensure consistent spacing.



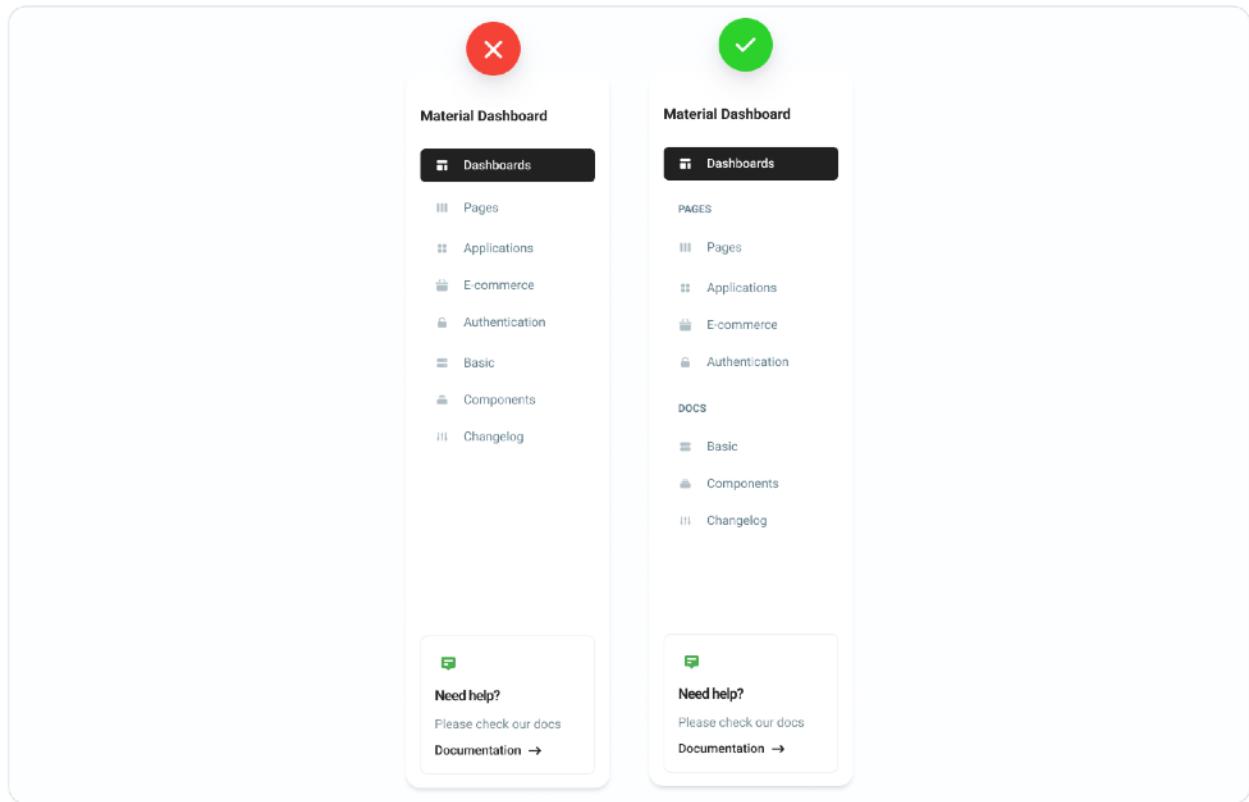
Highlight Active Link

Clearly indicate the active link to help users understand which section they are currently accessing.



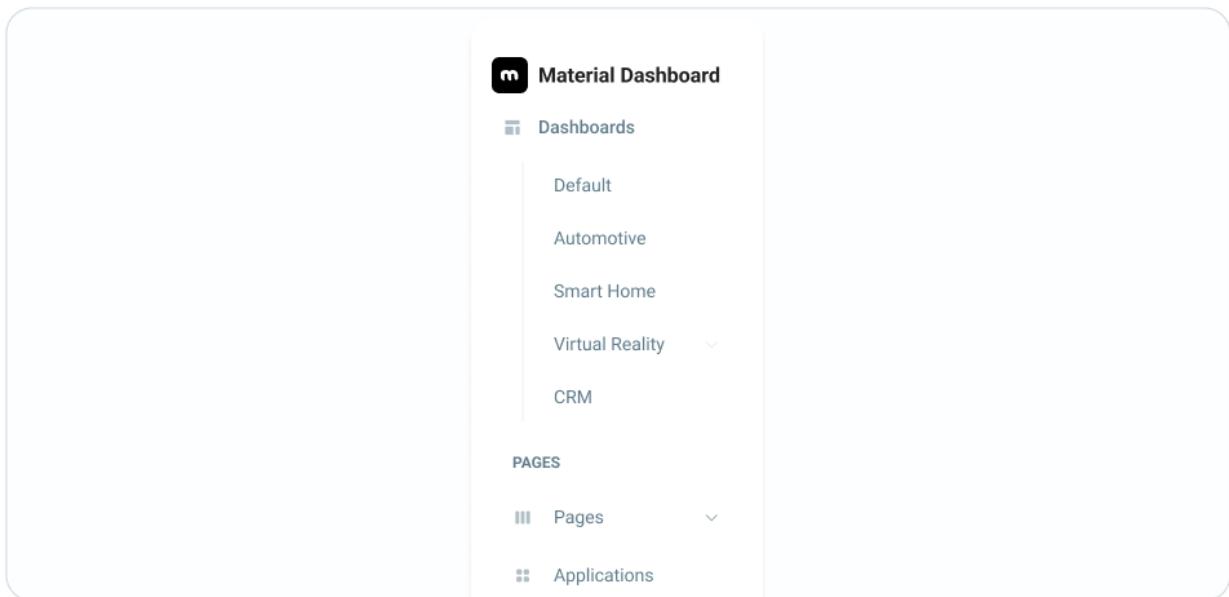
Group Links

Structuring links into groups can enhance the user experience by creating a hierarchical organization, making the content more readable.



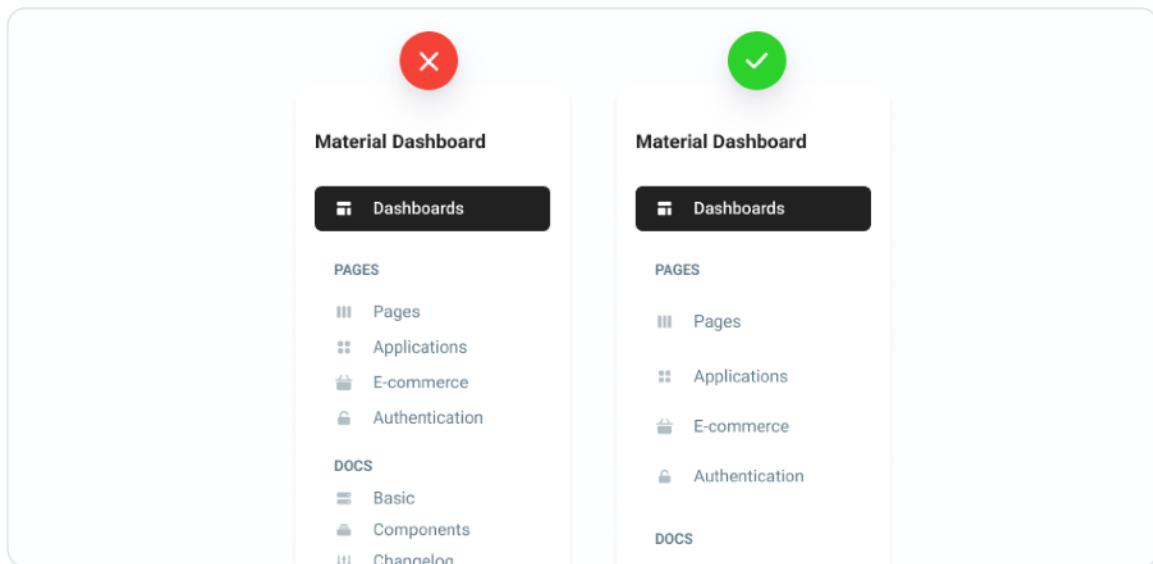
Incorporate Brand Logo

For an aesthetic touch, you can integrate the logo or the application's name into the first section of the sidebar. However, this area often serves a functional purpose and links to the main page.



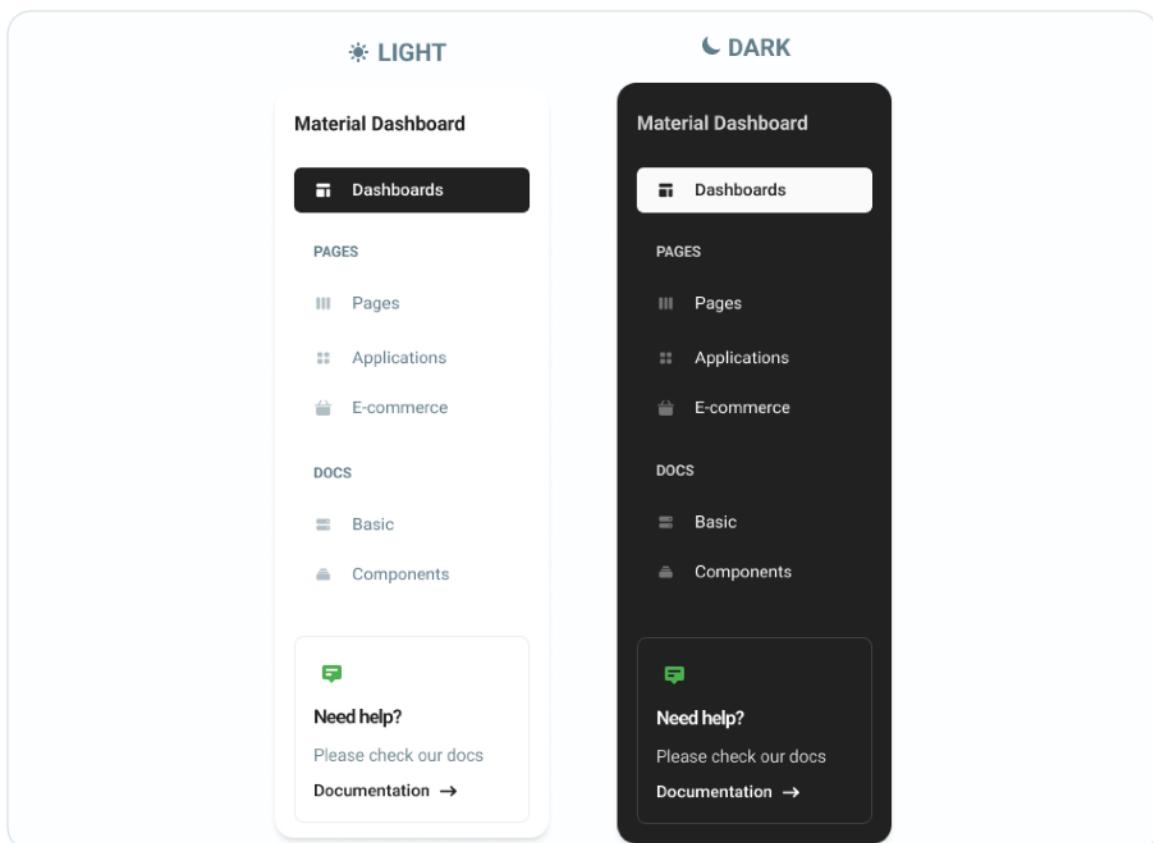
Ensure Adequate Padding

Even if links consist of just one or two words, avoid small paddings to enhance clickability.



Light and Dark Versions

If the dashboard offers both light and dark themes, remember to adapt the sidebar accordingly.



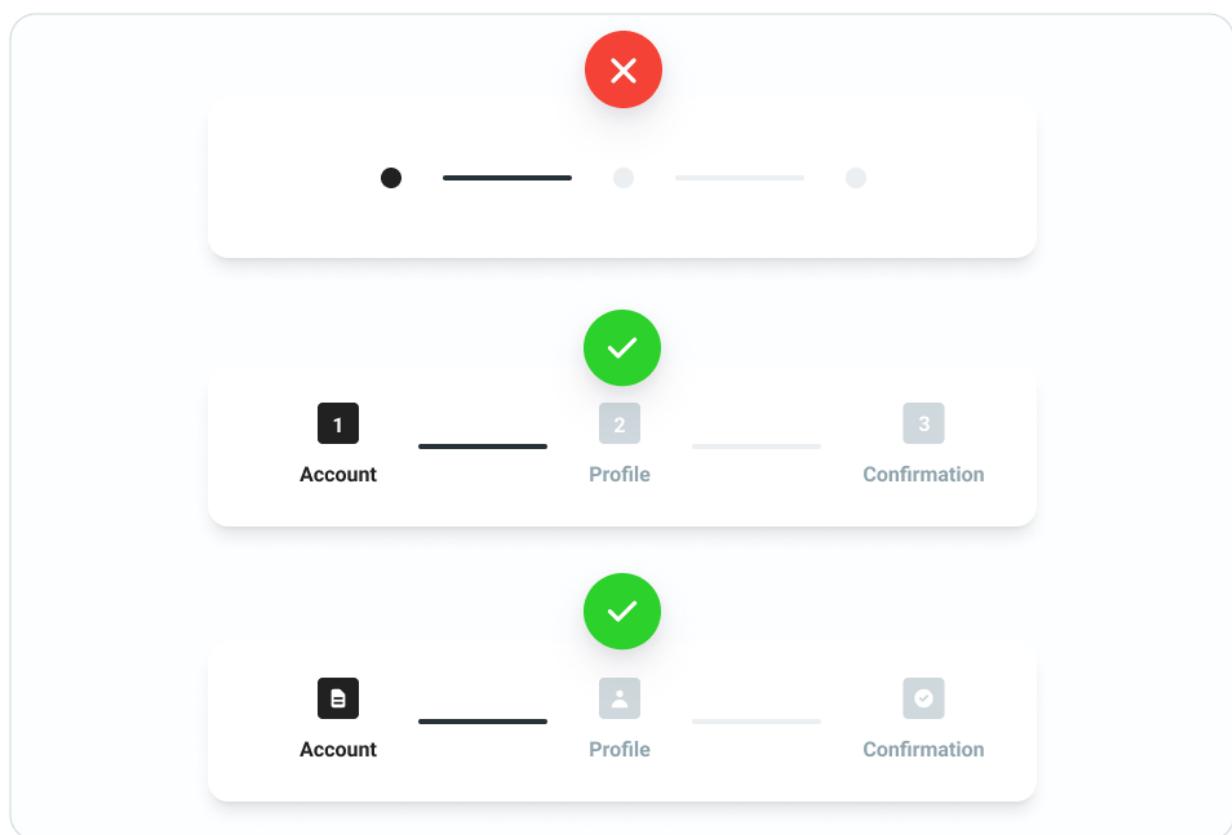
17. Wizards

A wizard is a form designed to guide users through a series of sequential steps required to accomplish a specific goal. Its primary purpose is to reduce errors by ensuring users follow a structured process. For instance, during onboarding, users may need to provide specific information to start using an application. A wizard can be implemented to streamline this process.

Designing an Effective Wizard

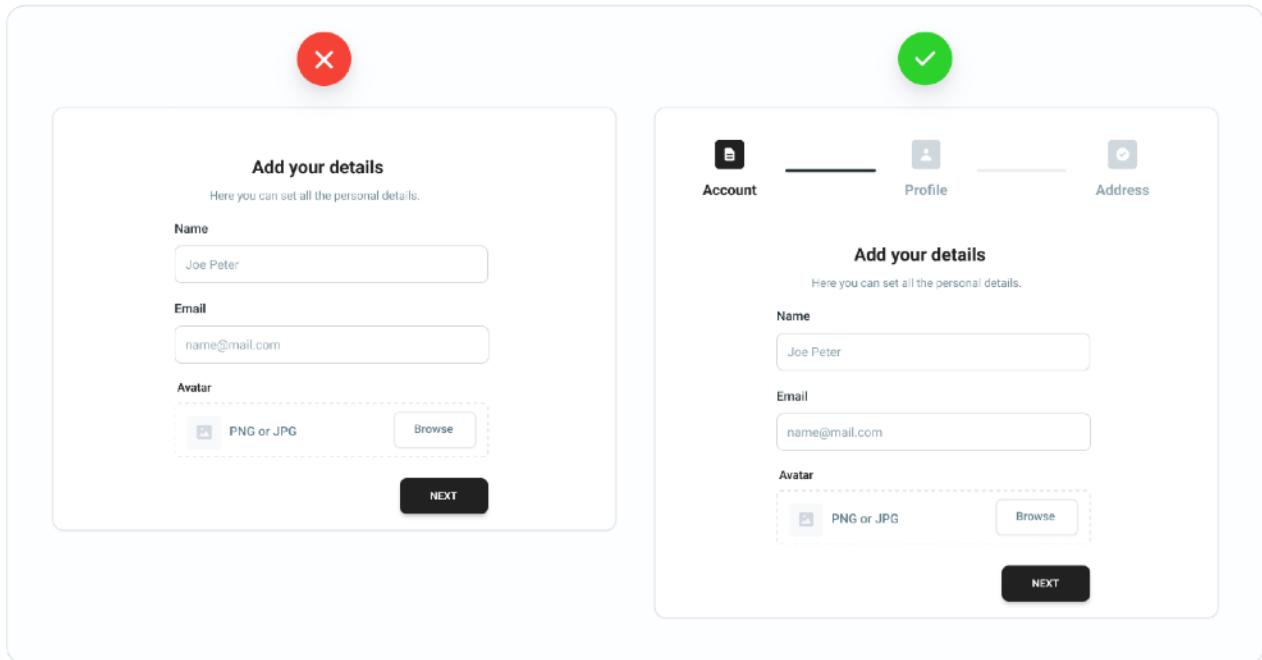
Accessibility

To enhance user understanding and orientation within the process, consider visually indicating their progress by numbering the steps or highlighting the direction of their workflow.



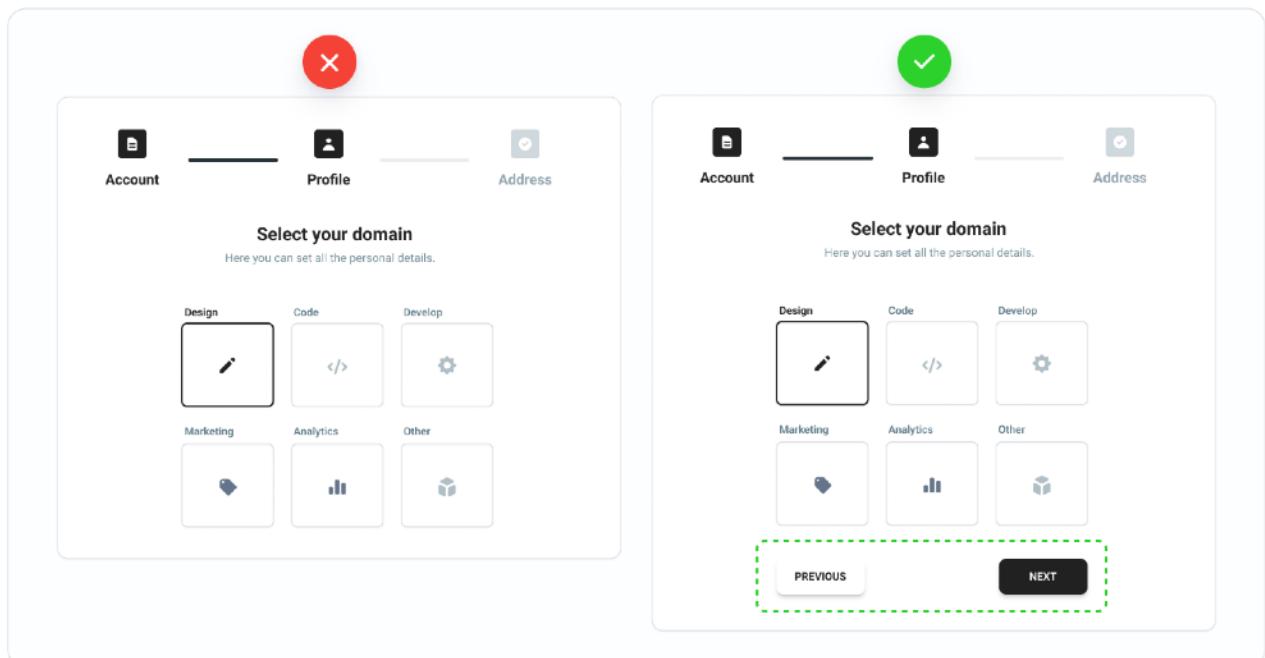
Mastering UI/UX Components

If a process involves fewer than two stages, a wizard may not be necessary. Conversely, if there are more than ten stages, it can become overwhelming for users, so streamlining should be considered.



Action Buttons

Include clear navigation buttons for proceeding to the next step or returning to the previous one. Avoid overly descriptive titles on these buttons; simple labels like "previous" and "next" are sufficient. Allow users to move to the next step only after completing all mandatory inputs for the current stage.



Explanations

Ensure that users understand the purpose of each input set within each stage by providing clear descriptions. This information will assist them in successfully completing the form.

The image displays two versions of a mobile application's address entry screen. Both screens feature a header with three tabs: 'Account' (with a briefcase icon), 'Profile' (with a person icon), and 'Address' (with a location pin icon). A red 'X' icon is positioned in the top-left corner of the first screen, indicating an error or validation failure. The second screen features a green checkmark icon in the top-right corner, indicating successful data entry. The main content area contains four input fields: 'Street Name' (value: Joe Peter), 'Street No.' (value: 00), 'City' (value: New York), and 'Country' (value: USA). Below these fields is a descriptive text: 'Add your address' followed by a smaller note: 'Here you can set all the personal details.' At the bottom of each screen are 'PREVIOUS' and 'SEND' buttons.

18. Timelines

A timeline is a web design component used to display a chronological history of activities. It allows users to track the progress of a project, product, or user's journey over time.

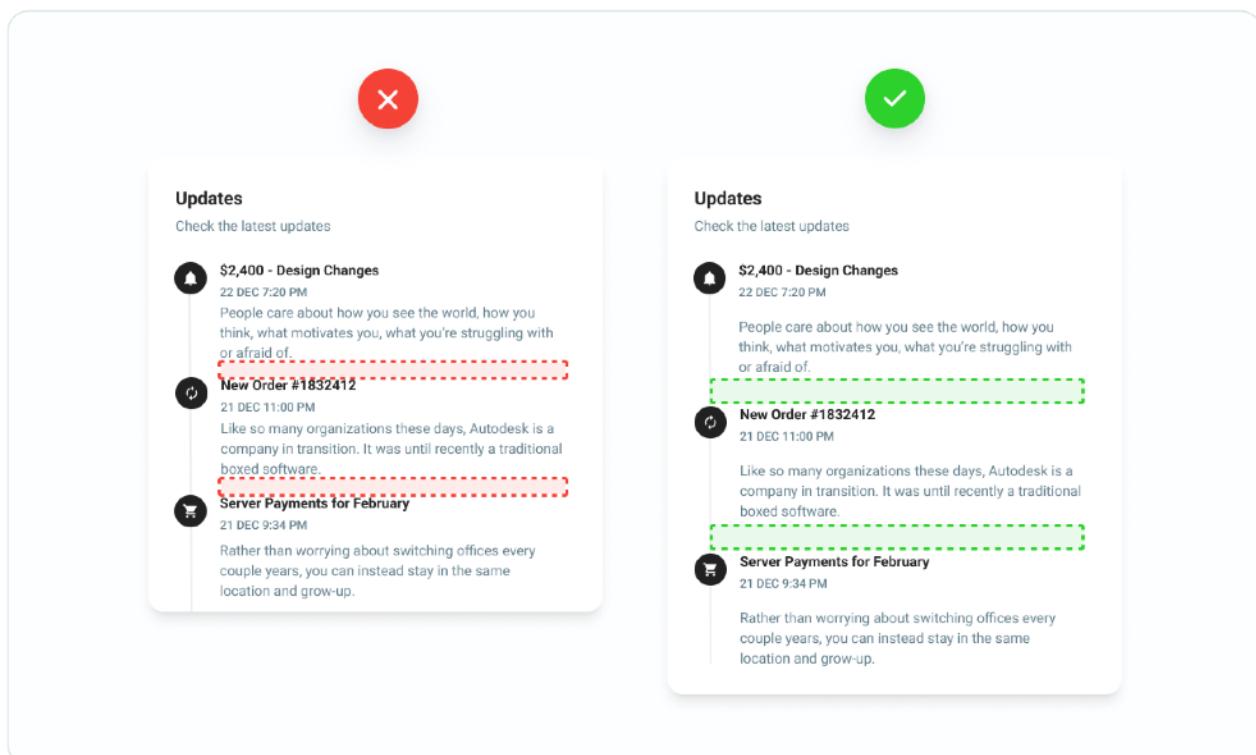
a. Designing an Effective Timeline

Structure

The timeline typically consists of a chronological axis where various stages are positioned. Each step includes a date, title, and description. Depending on the design and the complexity of each step, icons and badges can also be incorporated.

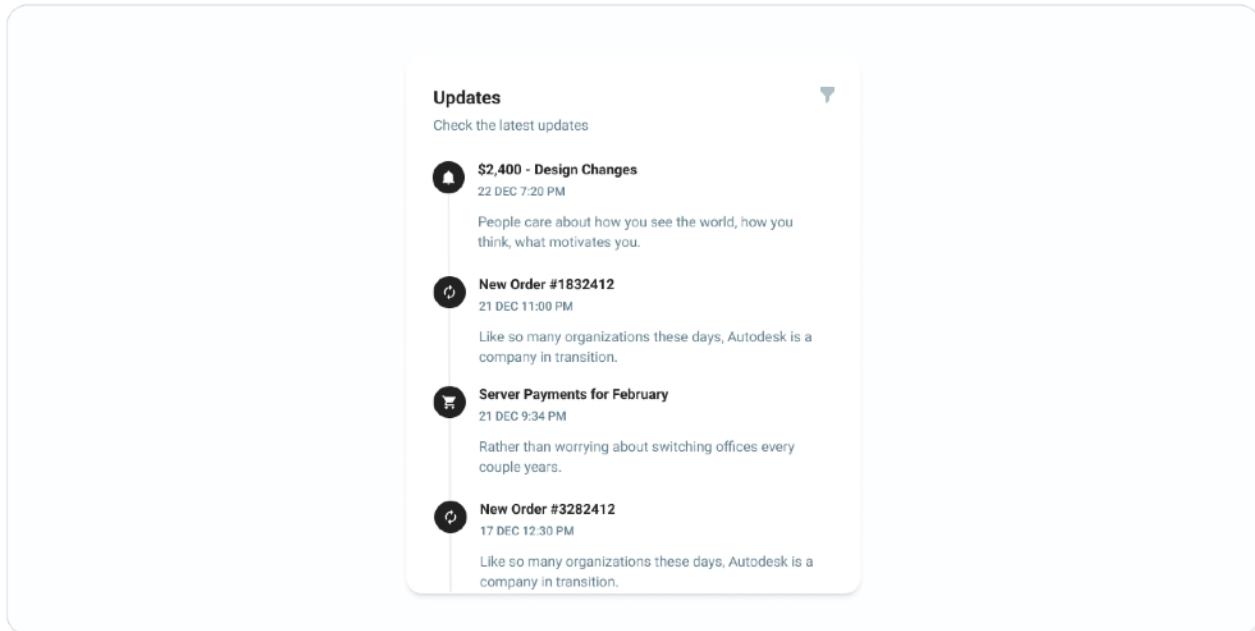
Padding

Avoid using minimal padding, as it may confuse users and make it difficult to distinguish between steps.



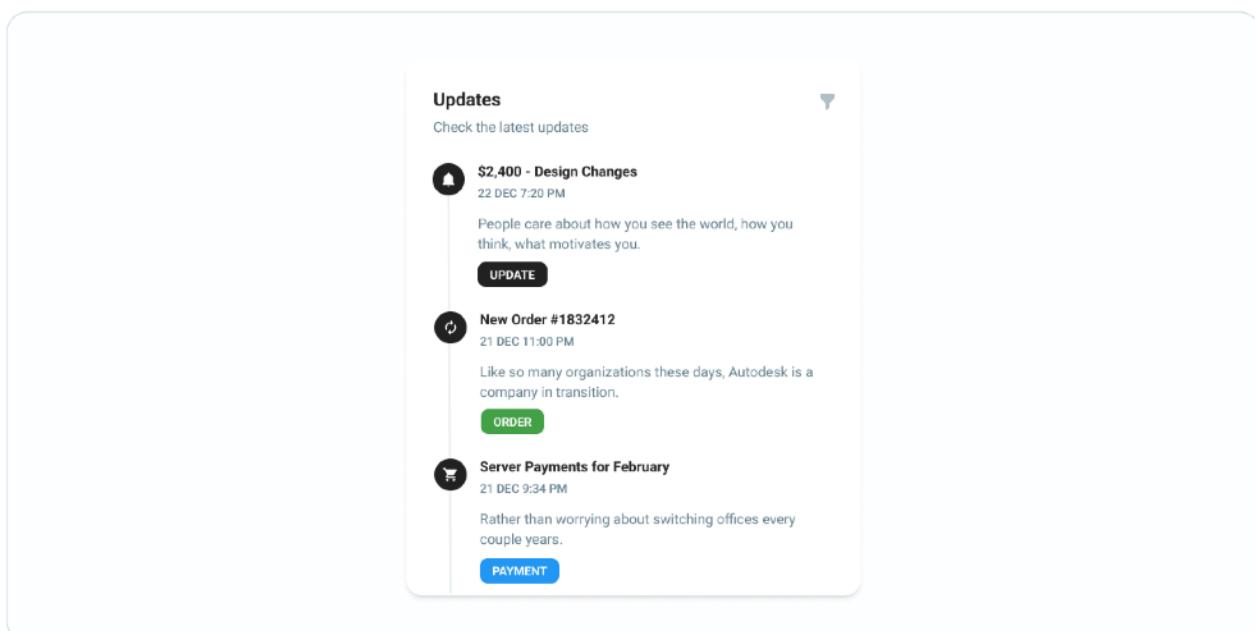
Simplicity

For timelines with limited details, it's advisable to keep the design simple, clean, and easily comprehensible.



Badges

Badges serve as labels that aid users in following structured steps, especially when these steps share common characteristics.



b. Design with Artificial Intelligence

AI Tools can be used for creating timeline components in various industries.

Healthcare



Design a timeline component for a patient's medical history, ensuring that it provides a clear and chronological view of diagnoses, treatments, and appointments.



Medical History Timeline Component Design

1. Overall Layout:

- Vertical Layout: Use a vertical timeline format, which allows ample space for events and supports scrolling for long histories.

2. Date & Time Stamps:

Generated on 18.10.2023

Fashion



Create a timeline for a fashion brand's website, showcasing the history of collections, runway shows, and collaborations with other designers or celebrities.



Fashion Brand's History Timeline

1. Overall Layout:

- Horizontal Layout: Given the visual nature of fashion, a horizontal timeline spanning the width of the page allows for large, captivating imagery. Users can scroll or slide through time periods.

Generated on 18.10.2023

Automotive



Develop a timeline feature for an auto manufacturer's website, highlighting the evolution of car models, technological innovations, and important milestones in the company's history.



Auto Manufacturer's History Timeline Feature

1. Overall Layout:

- Vertical Layout: Given the length and detail of the company's history, a vertical timeline provides a structured flow. It allows users to scroll down, progressing from the company's inception to the present.

Generated on 18.10.2023

19. Reviews and Testimonials

No matter the nature of your website or application, user feedback plays a pivotal role in influencing newcomers. Incorporating a review section not only adds credibility but also enhances the overall user experience.

a. Regarding Reviews

The Influence of Star Ratings

Star-shaped icons are a common means of rating and reviewing products or services, typically in a range of 1 to 5 stars, making it easily comprehensible.

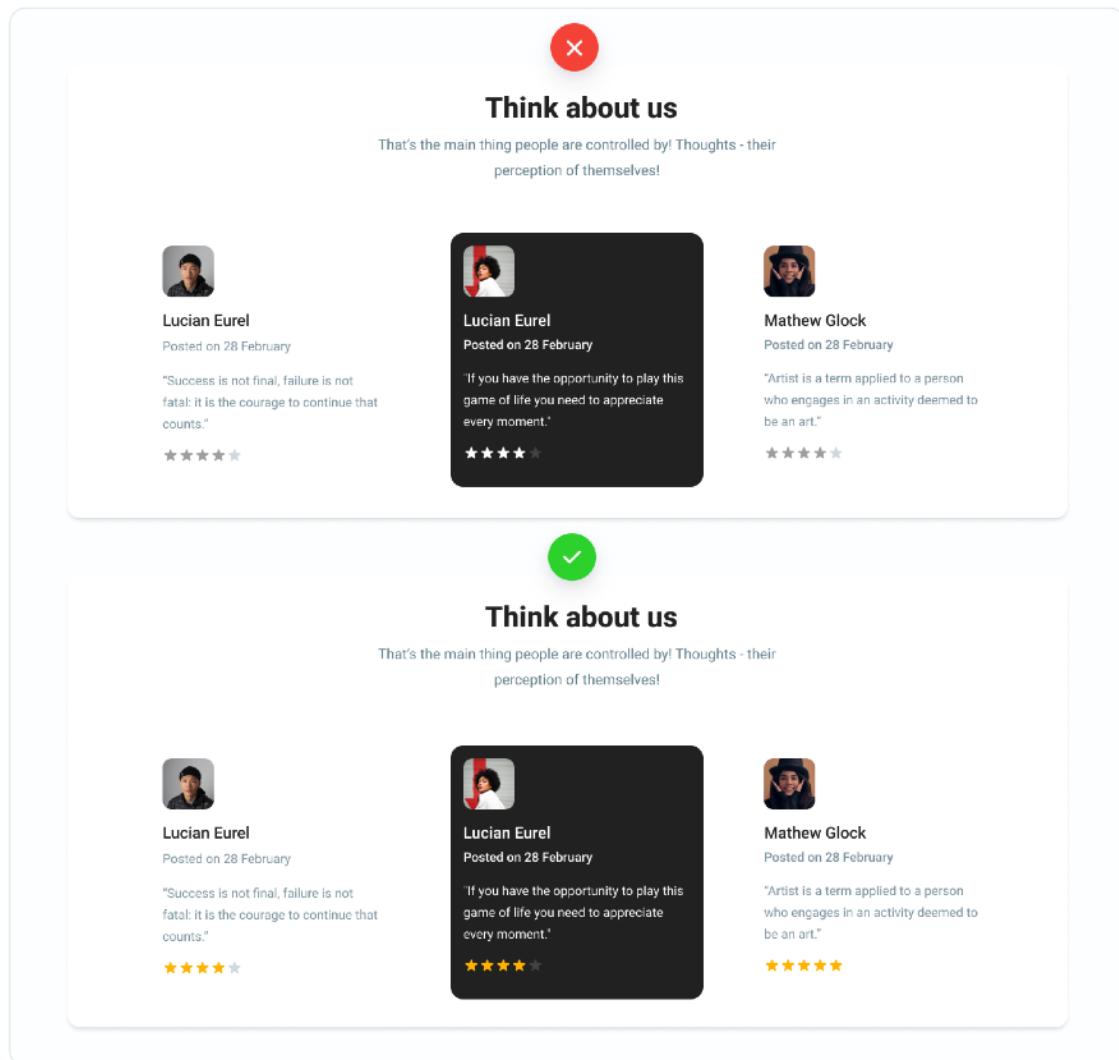


Image source numbers: 75, 22, 74. Check the end credits

Avoid the use of various colors to highlight ratings; instead, maintain consistency with a single color. Most users readily understand that 5 stars denote excellence, while 1 or 2 stars indicate less favorable feedback.

Additionally, have a design version ready in case users choose not to attach their profile pictures.

Voices of Our Valued Users

Discover what our users have to say about their experiences with our products to understand how we've made a difference businesses.

Jessica Devis CEO @ MARKETING DIGITAL LTD. "The connections you make at Web Summit are unparalleled, we met users all over the world." ★★★★★	Linde Michel MARKETING @ APPLE INC. "Web Summit will increase your appetite, your inspiration, your skills, your motivation and your network." ★★★★★	Misha Stam DESIGNER @ APPLE INC. "The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails." ★★★★★
----------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------

b. Testimonials and Their Impact

The Weight of Words

Testimonials are derived from in-depth user feedback, often expressed in more comprehensive and personal terms.

Pinterest

"I've been using this service for over a year now, and I must say it has exceeded my expectations. It's made my daily tasks so much easier. I highly recommend it to anyone looking for a reliable solution."

Marcell Glock
Chief Executive, Pinterest

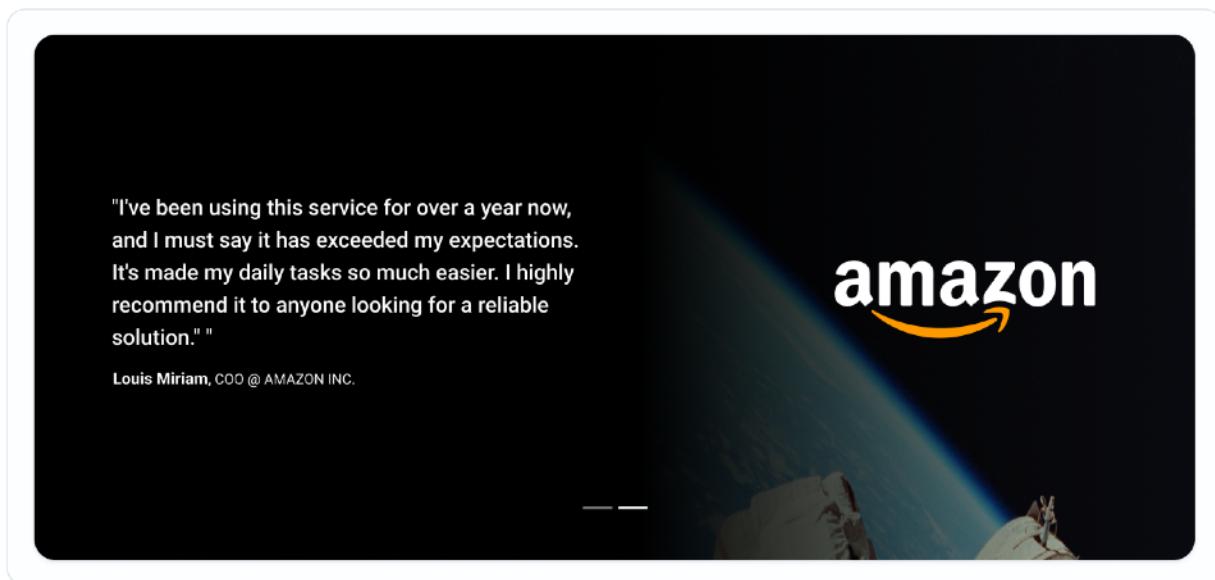


Image source numbers: 22 . Check the end credits

Mastering UI/UX Components

As users invest their time in providing valuable feedback, it's fitting to give them due credit. Employ quotation marks and italic font style to distinguish testimonials.

In cases where testimonials represent the opinions of prominent companies, don't hesitate to incorporate their logos. This lends an official tone to the testimonials, significantly enhancing their impact on the reader.



While the use of italic fonts can sometimes be optional, quotation marks are essential; they create a distinctive visual effect.

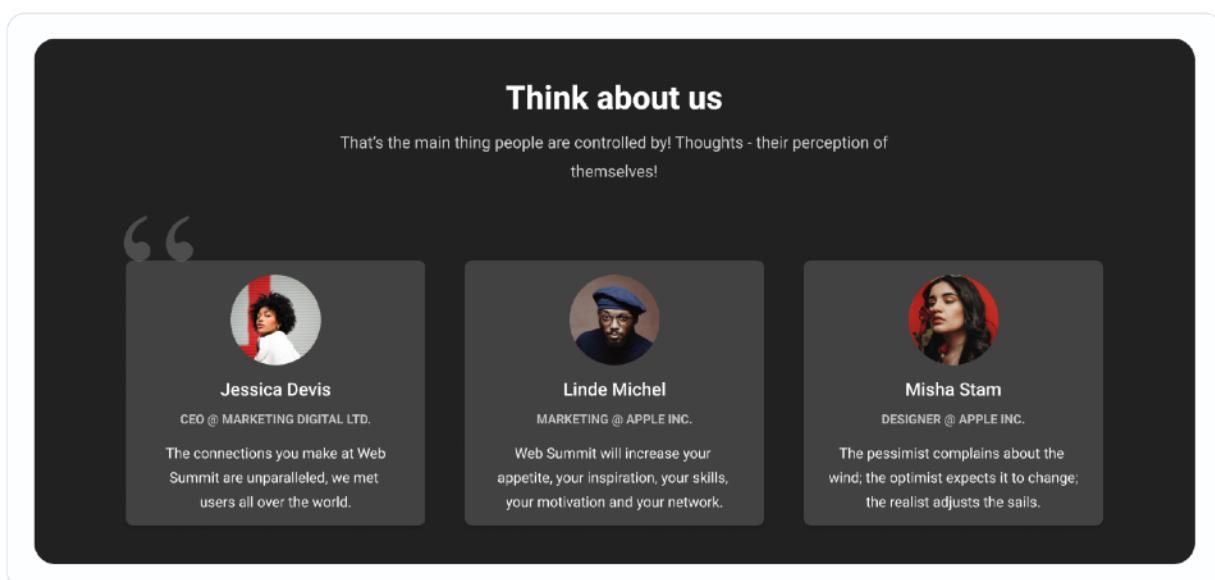
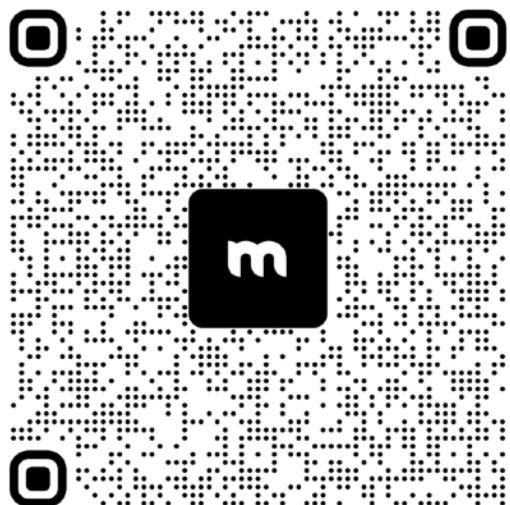


Image source numbers: 22,3, 73 . Check the end credits

Scan or Click for More Testimonials Sections

Unlock a world of possibilities by scanning the QR code below or clicking on it. It's your gateway to explore additional sections and discover more content. Just point and tap, or simply click, to begin your journey!



PART V

The Foundations of Mobile Design

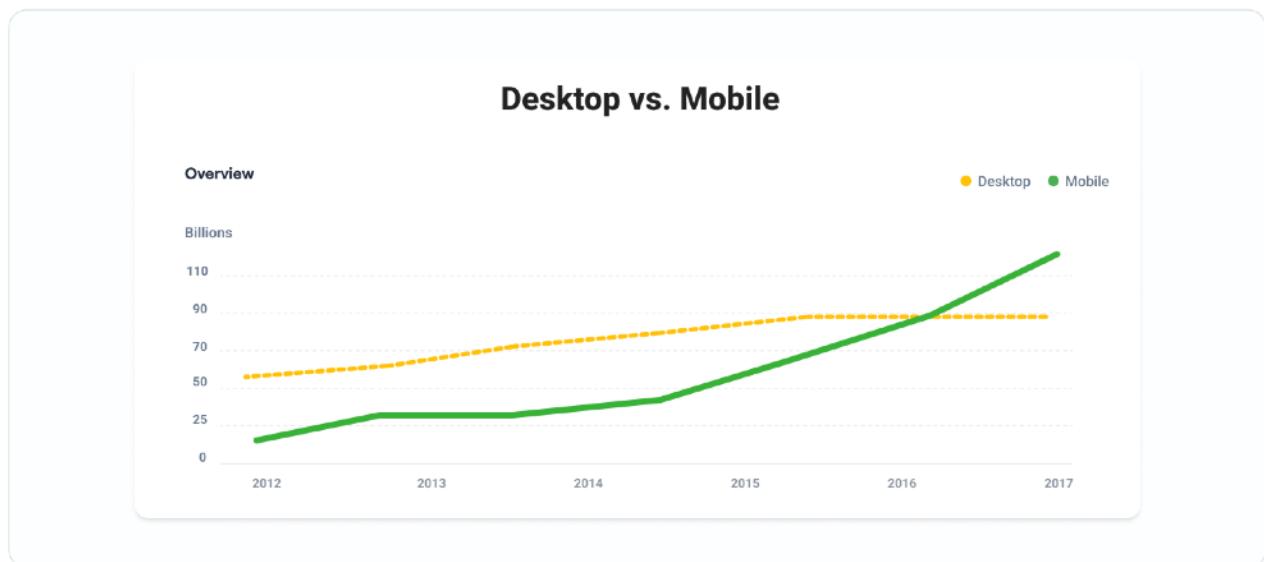
“Design is the embodiment of imagination and innovation.”

Edwin Land

Edwin Herbert Land, was an American scientist and inventor, best known as the co-founder of the Polaroid Corporation.

1. Mobile Adoption

In the past decade, mobile devices have spearheaded the digital revolution. Given that around 54% of total web traffic originates from mobile devices, the market has wholeheartedly embraced a mobile-first approach.



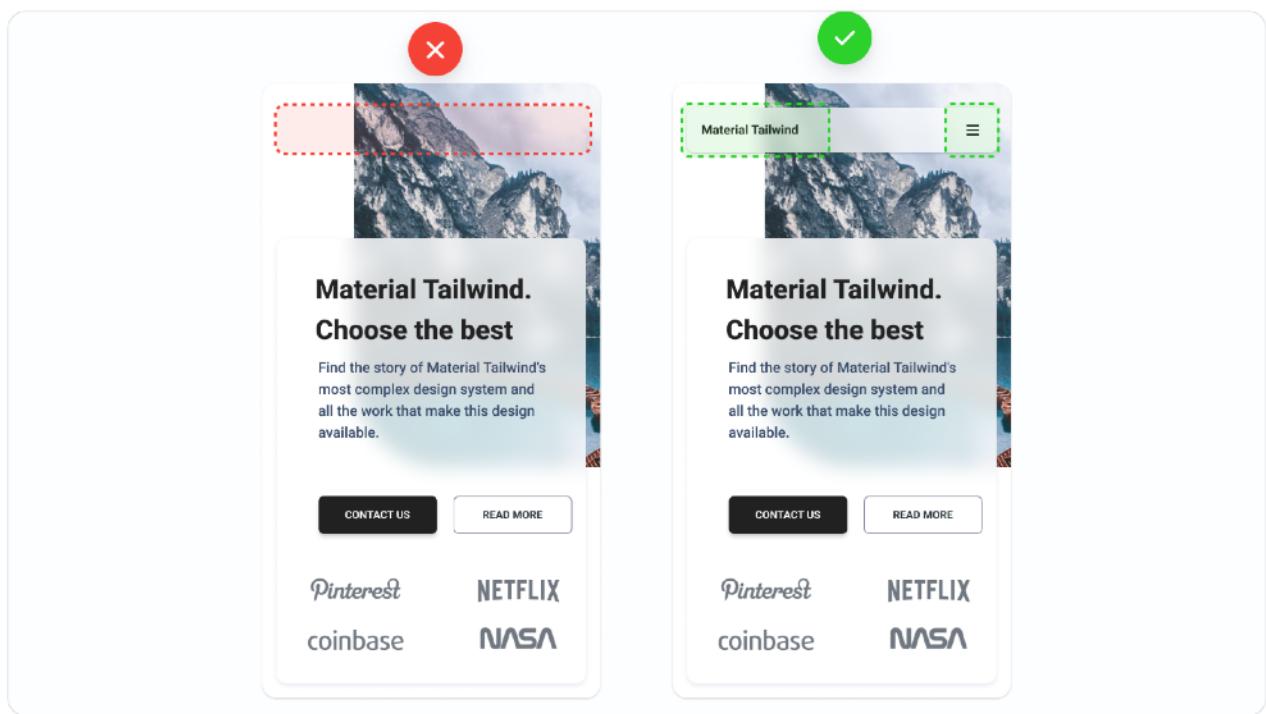
Mobile design is a critical aspect that cannot be underestimated. Globally, a larger audience now accesses the internet through mobile and tablet devices compared to desktop computers. Neglecting these users is no longer a defensible stance for UX designers. It is imperative for mobile designers to incorporate mobile UX best practices into every phase of the design process.

2. Mobile Design Guide

Mobile User Experience (UX) design is the art of creating seamless and enjoyable interactions for users on mobile devices, wearables, and the applications or services that operate on them. Achieving exceptional mobile UX involves several key principles:

Streamlining Mobile Navigation

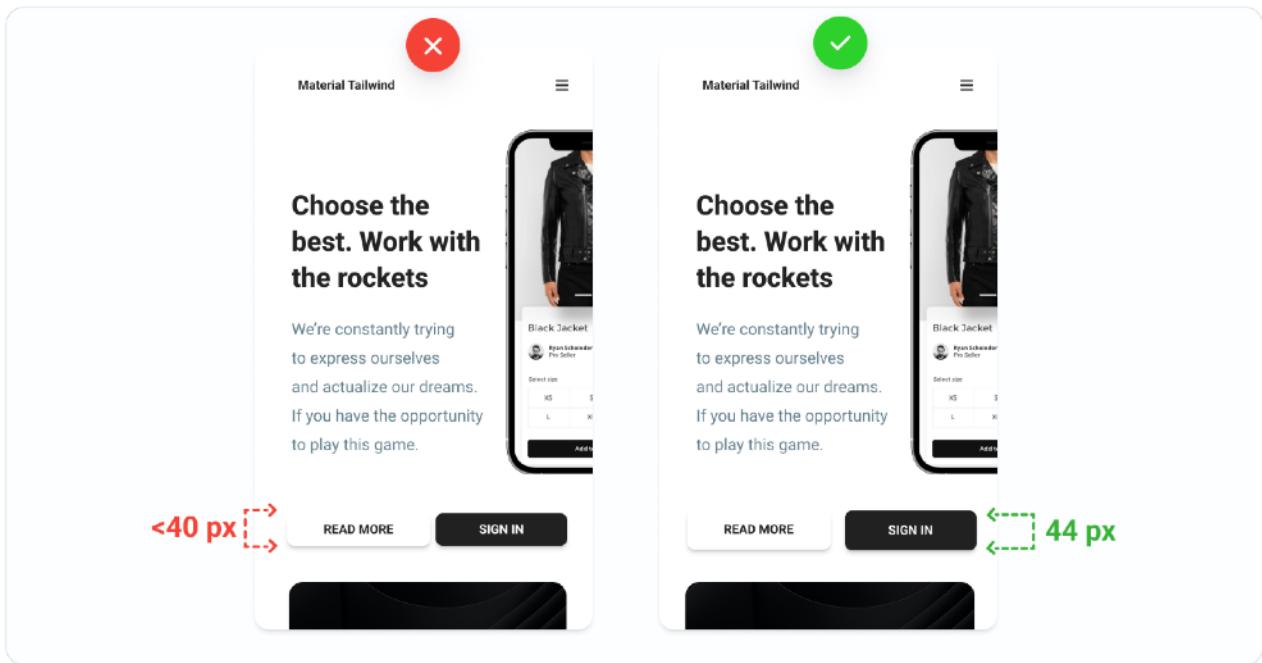
Ensuring straightforward navigation is essential. Users need an intuitive way to move between screens and locate the items they're looking for as they interact with your app.



Designing for Thumb-Friendly Touch

Design controls that are large enough to be comfortably tapped with a thumb. Smaller controls can frustrate users, so prioritize user-friendly touch targets. Buttons should be large enough to comfortably tap with a finger, typically around 44x44 pixels or larger.

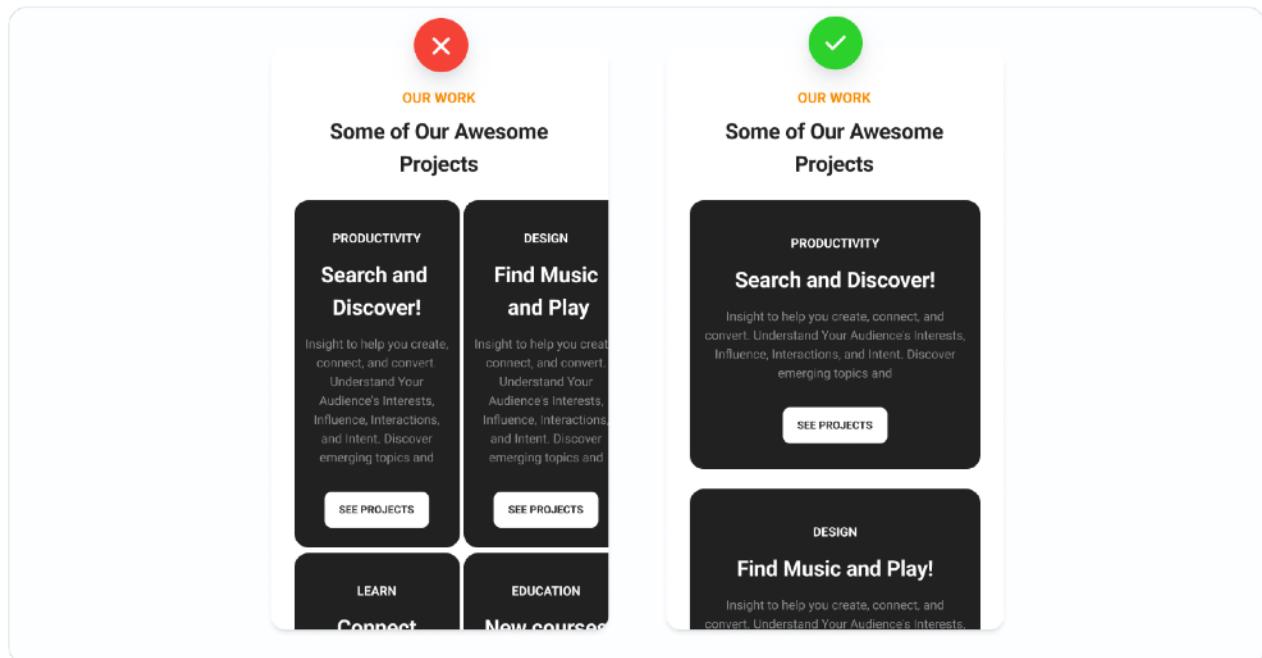
The Foundations of Mobile Design



This ensures that users can interact with them without accuracy issues. Leave enough space around buttons to prevent accidental taps on neighboring elements. Aim for a minimum spacing of 8-10 pixels between buttons.

Clarity Amid Complexity

Avoid overwhelming users with information. Organize content to make features and functions readily understandable, and maintain a clean, clutter-free interface.

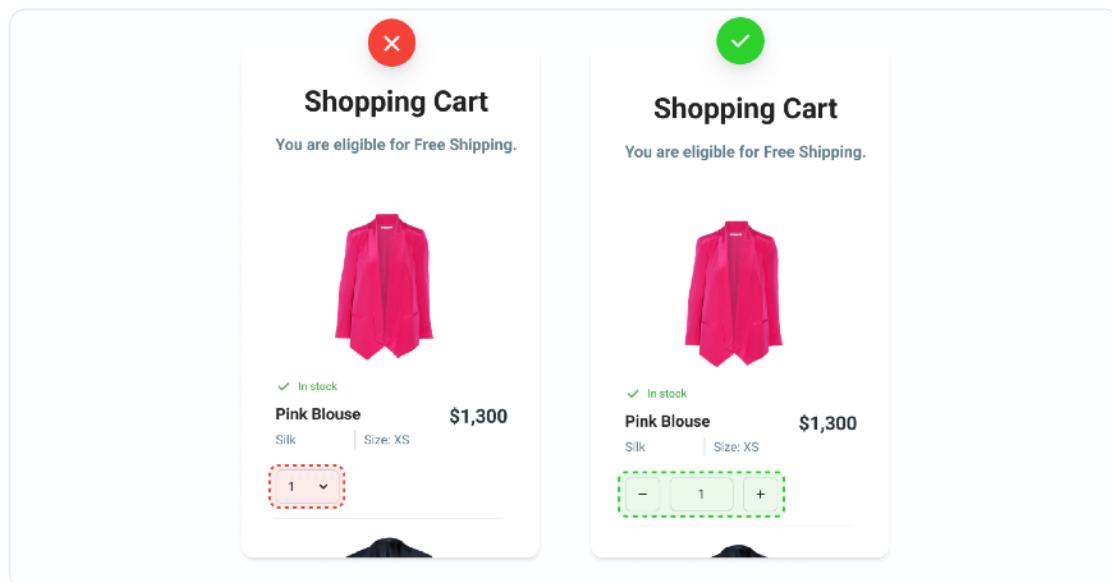


Readability

Recognize the limited screen size of mobile devices. Use larger text to enhance readability and comprehension, ensuring that users can easily consume content.

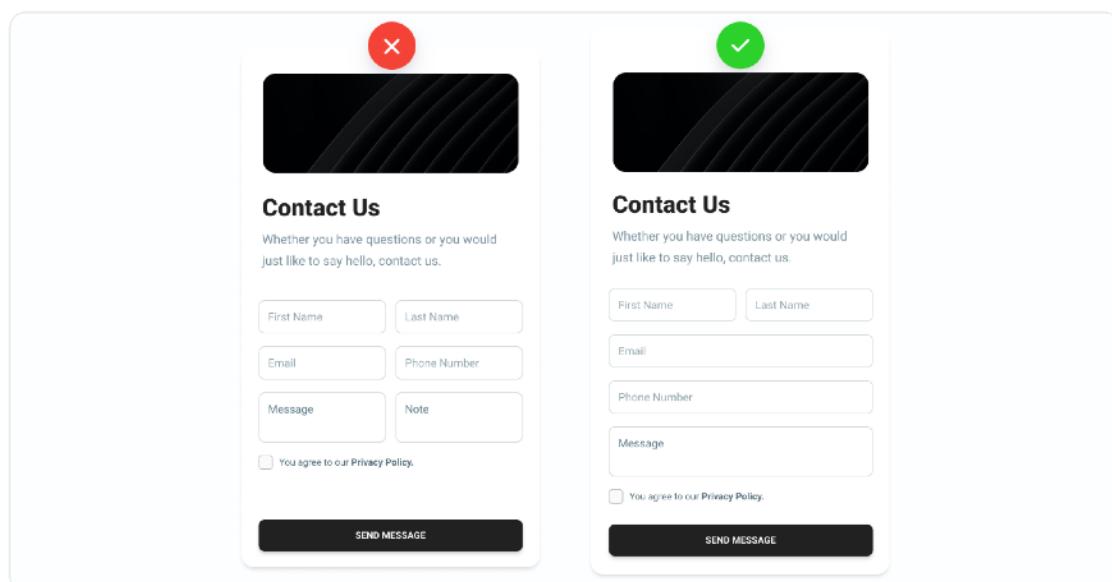
Touch and Tap

Leverage mobile-specific controls designed for touch interaction. Avoid repurposing web controls that may be challenging for users to interact with on mobile.



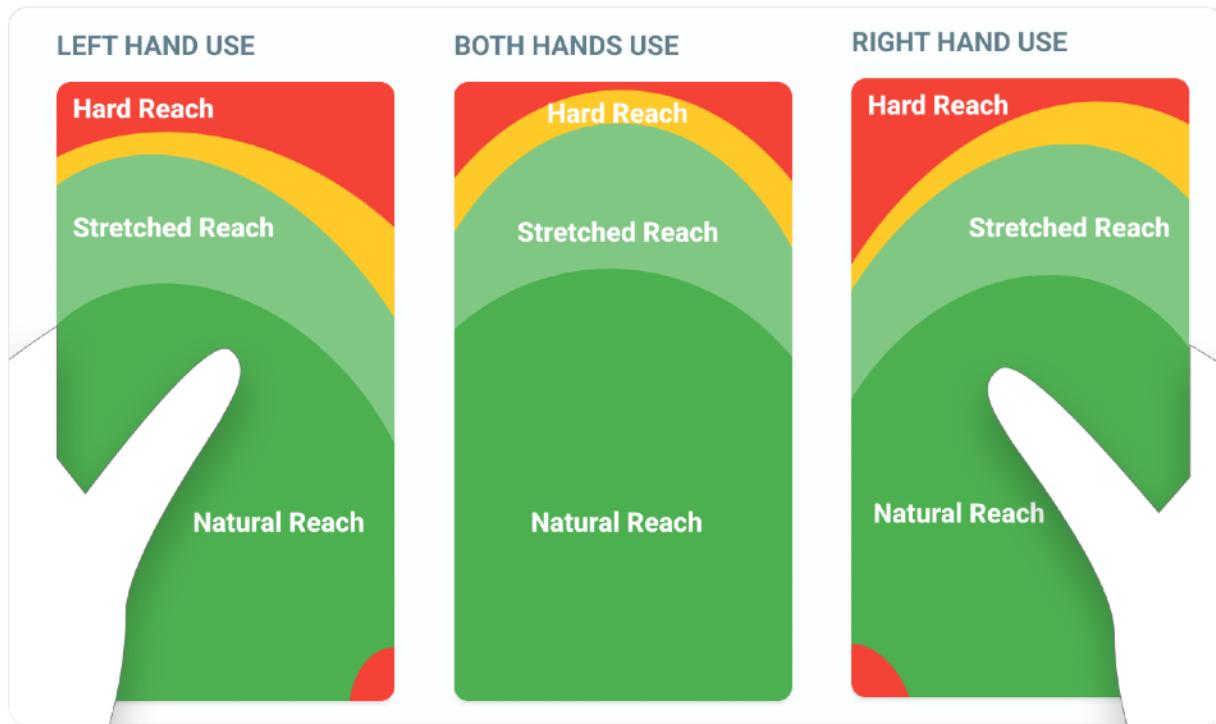
Simplified Forms for Effortless Mobile Input

Simplify forms to facilitate user input. Minimize the need for extensive typing and make the process of providing information as effortless as possible.



Optimizing for Thumb-Friendly Zones

Consider thumb-friendly zones when designing your screen layout. Position interactive elements where users can comfortably tap them with their thumbs.



Consistency Across Devices

If your site or app is accessible across both web and mobile platforms, ensure a consistent user experience. Adapt the content for smaller devices while maintaining a familiar look and feel across different devices.

The figure shows a comparison between a desktop website layout and a mobile application interface. The desktop layout on the left includes a header with 'Get your own app', a main content area with four service cards ('Payment vendor', 'Organize your team', 'Ecommerce', 'Logo Design'), and a footer. The mobile layout on the right is a simplified version of the same content, designed for a smaller screen. It features a header with 'Get your own app', a main content area with two service cards ('Payment vendor' and 'Organize your team'), and a footer. Both versions include a 'CONTACT US' button and a note about the Arctic Ocean's seasonal ice cycles.

PART VI

Web Experiences in Action

**“To design is to communicate
clearly by whatever means
you can control or master.”**

Milton Glaser

Milton Glaser was an American graphic designer who received the National Medal of the Arts award from President Barack Obama in 2009, becoming the first graphic designer to receive this honor.

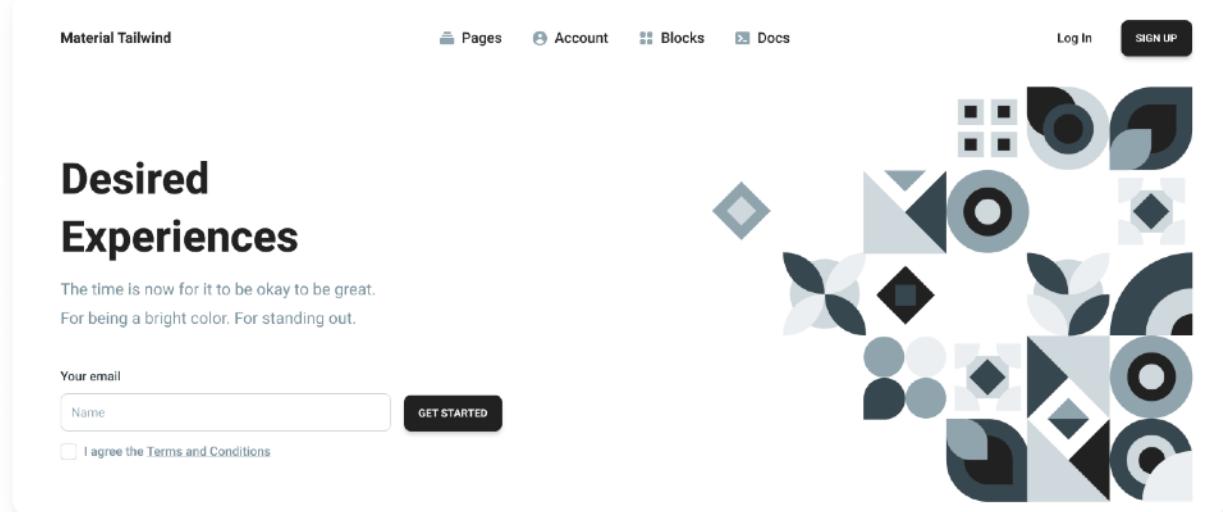
In this part of the book, we will showcase web page examples covering various common topics. It's important to note that my recommendations regarding the structure are subjective, and you have the flexibility to adapt them according to your content.

1. About Us Page

The "About Us" page can be structured into the following sections:

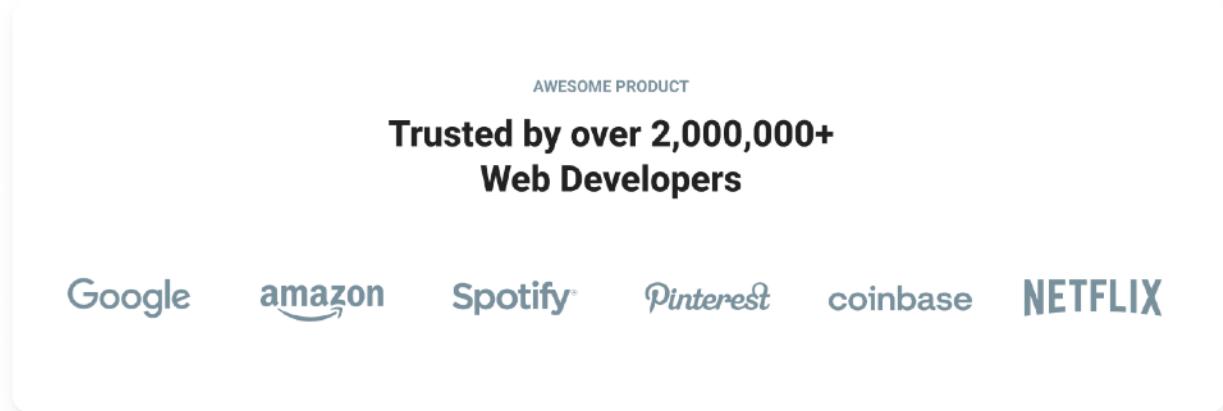
Hero

This section features a navbar containing all website links, the page's title, accompanied by a brief website description, and a prominent call-to-action button.



Logo Area

Showcase logos of partners, clients, or organizations the company has collaborated with, adding credibility and trustworthiness.



Features

Here, users can delve deeper into the distinctive features of the products or services offered.

Turn your idea into a startup

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play

Components	Mix and Match	Design	Payment
We get insulted by others, lose trust for those We get back.	We get insulted by others, lose trust for those We get back.	We get insulted by others, lose trust for those We get back.	We get insulted by others, lose trust for those We get back.

Team

Establish a human connection by introducing the team, showcasing real images of its members.

Our Awesome Team

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment.

Gina Andrew FINANCIAL EXAMINER Facebook X LinkedIn	Alec Thompson Front End Developer Facebook X LinkedIn	Tania Andrew UI/UX Designer Facebook X LinkedIn
Rebecca Stormvile UI Designer Facebook X LinkedIn	Christian Mike Web Developer Facebook X LinkedIn	George West UI/UX Designer Facebook X LinkedIn

Stats

Provide users with relevant statistics about the website to instill confidence.

Our Stats

Your life will be much easier

The moment you know you've never felt anything like it. With a single use, this powerful UI Kit lets you do more than ever before.

1,200+

Projects

500+

Hours

1,000+

Components

24/7

Support

Projects

Highlight notable projects or achievements to provide users with insight into the work the organization has done.

Some of Our Awesome Projects

We get insulted by others, lose trust for those others. We get back
freezes every winter

LANDSCAPE

Nature's Light

It really matters and then like it really doesn't matter. What matters is the people who are sparked by it.

READ MORE



Cultural

257 SPOTS



Modern Life

117 SPOTS



Popularity

243 SPOTS



Good Vibes

88 SPOTS

Footer

The final section includes website links and copyright information to enhance navigation and protect intellectual property.

Company

- About Us
- Freebies
- Premium Tools
- Blog

Pages

- Login
- Register
- Add List
- Contact

Legal

- Terms
- About Us
- Team
- Privacy

Subscribe

Get access to subscriber exclusive deals and be the first who gets informed about fresh sales.

Your email

I agree the [Terms and Conditions](#)

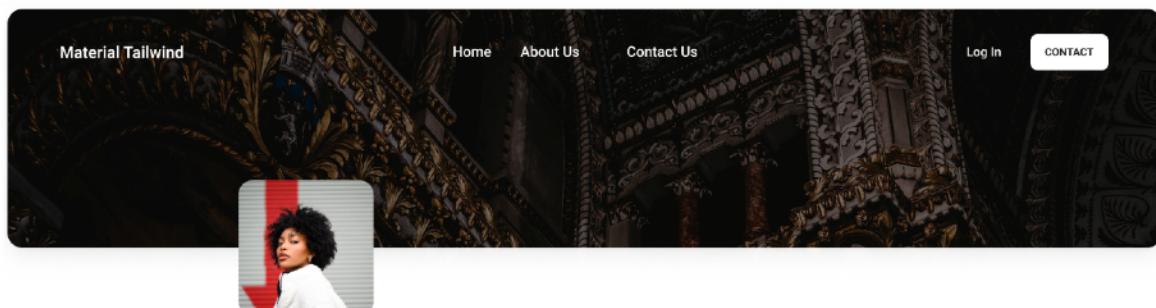
SUBSCRIBE

All rights reserved. Copyright © 2023 Material Tailwind

2. Profile Page

Hero

The hero features an avatar, the individual's name, and a brief autobiography for profile pages. Depending on the context, you can also include interactive elements like a "Follow" or "Friend Request" button.



Content

This section integrates the author's work, which may include blog posts, image galleries, showcased products, and other relevant content.

OUR WORK

Some of Our Awesome Projects

If you can't decide, the answer is no. If two equally difficult paths, choose the one more painful in the short term (pain avoidance is creating an illusion of equality).

PRODUCTIVITY

Search and Discover!

Insight to help you create, connect, and convert. Understand Your Audience's Interests, Influence, Interactions, and Intent. Discover emerging topics and

[VIEW PROJECT](#)

DESIGN

Find Music and Play!

Insight to help you create, connect, and convert. Understand Your Audience's Interests, Influence, Interactions, and Intent. Discover emerging topics and

[VIEW PROJECT](#)

DESIGN

Find Music and Play!

Insight to help you create, connect, and convert. Understand Your Audience's Interests, Influence, Interactions, and Intent. Discover emerging topics and

[VIEW PROJECT](#)

Customer Reviews

In this section, testimonials and reviews from clients can be prominently displayed to build trust and credibility.



What Clients Say

We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play.



Gina Andrew

CEO @ MARKETING DIGITAL LTD.

"Don't walk behind me; I may not lead.
Don't walk in front of me; I may not follow. Just walk beside."



Alec Thompson

MARKETING @ APPLE INC.

"The pessimist complains about the wind;
the optimist expects it to change; the
realist adjusts the sails."



Christian Mike

CFO @ APPLE INC..

"Do not go where the path may lead, go
instead where there is no path and
leave a trail."

Connection

To facilitate communication and collaboration, include a contact form that enables users to get in touch with the author for potential projects or provide feedback.

Say Hi!

Whether you have questions or you would just like to say hello, contact us.

Your Name

Your Email

Message

You agree to our [Privacy Policy](#).

SEND MESSAGE

Contact Information

Fill up the form and our Team will get back to you within 24 hours.

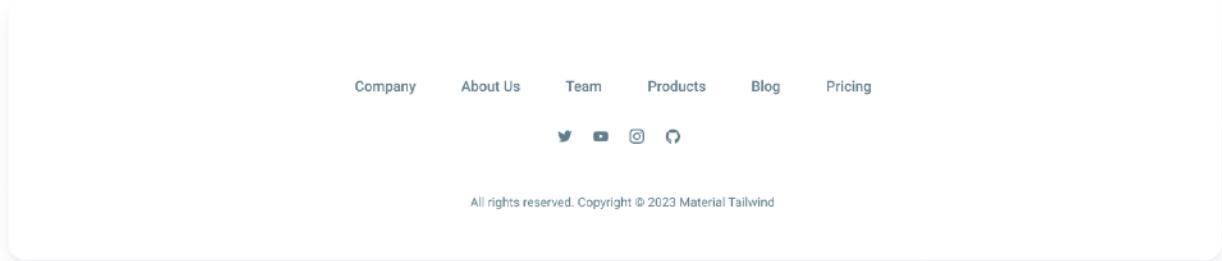
+1(424) 535 3523

hello@mail.com

Open Support Ticket

Footer

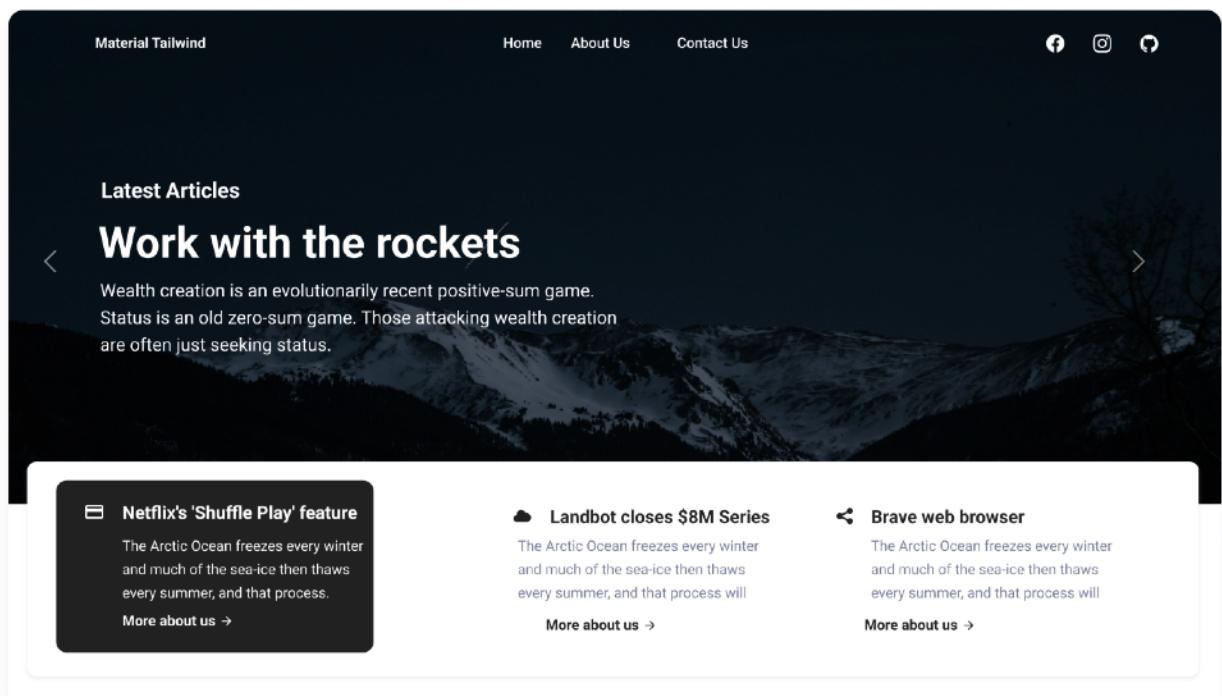
The final section can house social media buttons that link to the author's social accounts, enhancing their online presence and allowing users to connect further.



3. Blog Page

Hero

The hero typically includes the website's logo or name, which serves as a navigational element linking back to the homepage. Navigation menus help users explore different blog categories, tags, and access search functionality. Consider including a carousel to accessing important sections of the site.



Blog Post List

Use clear and consistent typography for post titles and excerpts to enhance readability. Consider including a call-to-action button for subscribing to the blog and highlight a selection of featured or recent blog posts at the top of the page.



Rover raised to \$65 million

Finding temporary housing for your dog should be as easy as renting an Airbnb. That's the idea behind Rover, which raised \$65 million to expand its pet sitting... [Read More](#)

 Kevin Roof
posted on 28 September



MateLabs mixes machine learning

If you've ever wanted to train a machine learning model and integrate it with IFTTT, a new offering from MateLabs. MateVerse, a platform where novices can spin out machine... [Read More](#)

 Emma Mannes
posted on 17 September

Newsletter

Get access to subscriber exclusive deals and be the first who gets informed about fresh sales.

Email here...

SUBSCRIBE

Activity

Top 50 Tips for Creative Tim

Mar 08, 2020



Best ways to avoid the Burnout

Aug 11, 2020



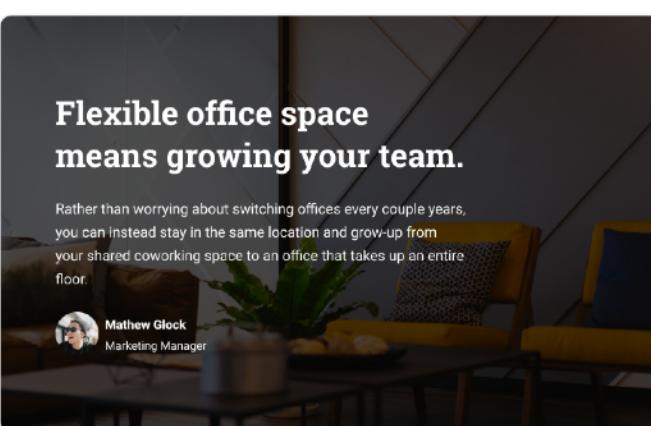
Fascinating tactics to help your Business

Jan 07, 2021



Content

Include publication dates to help users identify the recency of each post. Implement pagination or infinite scroll for easy navigation through multiple pages of posts.



Newsletter

Get access to subscriber exclusive deals and be the first who gets informed about fresh sales.

Email here...

SUBSCRIBE

Activity

Top 50 Tips for Creative Tim

Mar 08, 2020



Best ways to avoid the Burnout

Aug 11, 2020



Fascinating tactics to help your Business

Jan 07, 2021



"Other Articles" Section

This section typically appears at the end of each blog post and suggests related or recently published articles. It encourages users to continue exploring more content on the site.

Check out other articles

We get insulted by others, lose trust for those others. We get back
freezes every winter



Siri brings hands-free
Siri's latest trick is offering a hands-free TV viewing experience, that will allow consumers

[READ MORE](#)



More Comfort
Siri's latest trick is offering a hands-free TV viewing experience, that will allow consumers

[READ MORE](#)



Train Your Brain
Siri's latest trick is offering a hands-free TV viewing experience, that will allow consumers

[READ MORE](#)



Grow Your Business
Siri's latest trick is offering a hands-free TV viewing experience, that will allow consumers

[READ MORE](#)

Footer

The footer should contain essential links, such as the About Us, Contact, Privacy Policy, and Terms of Use pages and input for subscribing to the blog. Include copyright information and any necessary legal disclaimers.

Company	Pages	Legal
About Us	Login	Terms
Freebies	Register	About Us
Premium Tools	Add List	Team
Blog	Contact	Privacy

Subscribe
Get access to subscriber exclusive deals and be the first who gets informed about fresh sales.

Your email

Email

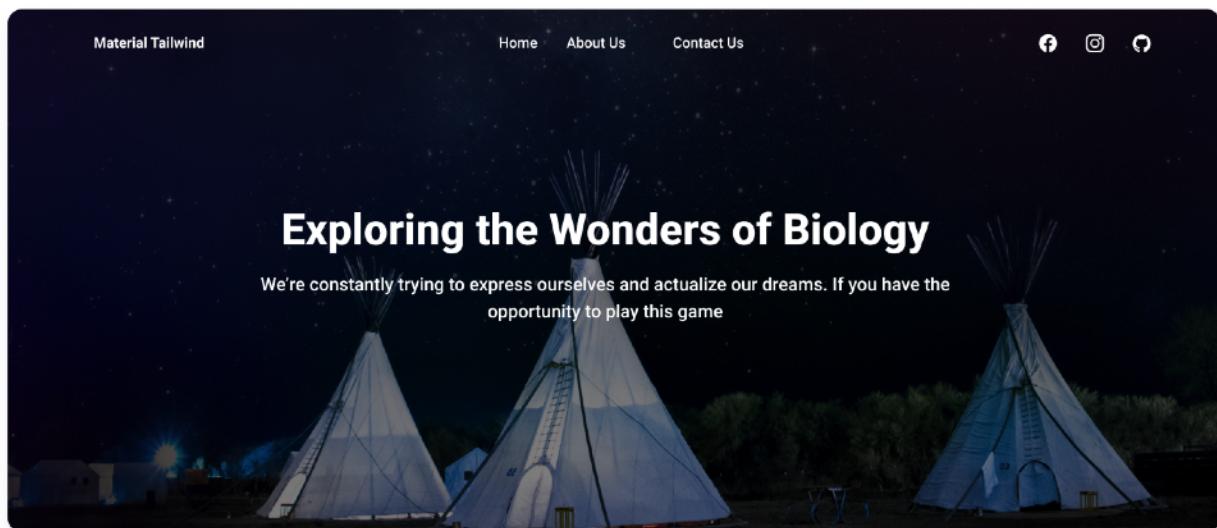
I agree the [Terms and Conditions](#)

All rights reserved. Copyright © 2023 Material Tailwind

4. Blog Post Page

Hero

Keep the header clean and straightforward. Since the page contains substantial text, ensure that the header provides essential information without overwhelming the user.



Content

Pay special attention to text stylization to ensure excellent readability. Create a clear hierarchy for the text content and set an appropriate line height for improved legibility.

Exploring the Wonders of Biology

The Branches of Biology

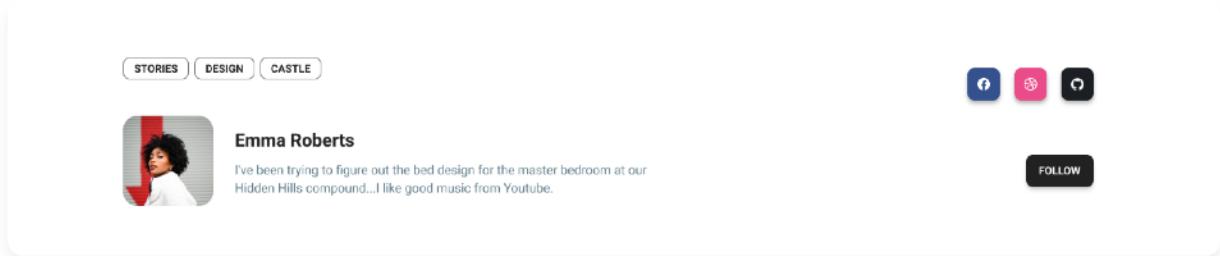
Biology encompasses a diverse array of branches, each focusing on specific aspects of living organisms. Here are a few key ones:

- a. Genetics: Genetics unravels the secrets of heredity, studying how traits are passed from one generation to the next and how variations occur. Recent advancements in genomics have revolutionized medicine, enabling personalized treatments based on an individual's genetic makeup.
- b. Ecology: Ecology delves into the relationships between organisms and their environments. It plays a pivotal role in understanding and addressing environmental challenges, such as climate change and biodiversity loss.



Author

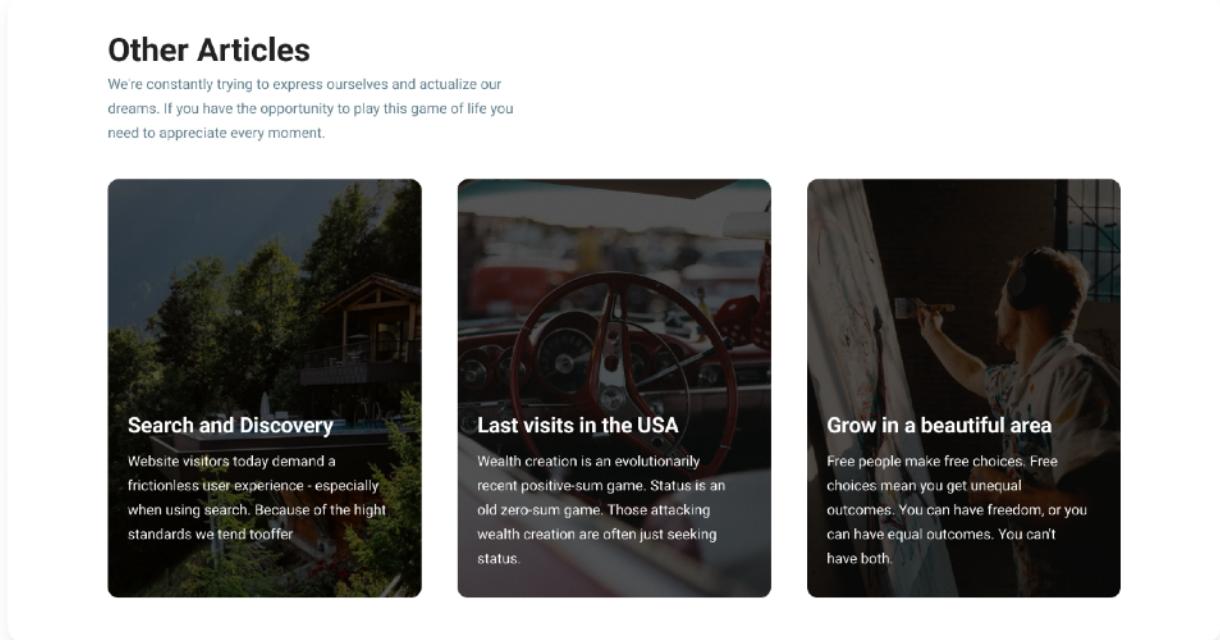
Include a section that provides information about the author, including their bio and social media links, along with a follow button for users interested in staying updated with the author's content.



A screenshot of a digital author profile card. At the top, there are three small buttons labeled 'STORIES', 'DESIGN', and 'CASTLE'. Below these is a circular profile picture of a woman with curly hair, identified as 'Emma Roberts'. To the right of the profile picture is her name, 'Emma Roberts'. Underneath her name is a short bio: 'I've been trying to figure out the bed design for the master bedroom at our Hidden Hills compound...I like good music from Youtube.' To the right of the bio is a 'FOLLOW' button with a white outline. At the very bottom right of the card is a small 'FOLLOW' button with a dark background and white text. Above the card, there are three small social media icons: a blue square with a white person icon, a red square with a white gear icon, and a black square with a white circle icon.

Other Articles

Include a section that allows users to navigate the website easily and discover other related articles, promoting further engagement and exploration.



A screenshot showing three cards for 'Other Articles' arranged horizontally. Each card has a dark overlay with white text and a small image at the top.

- Search and Discovery**
Website visitors today demand a frictionless user experience - especially when using search. Because of the high standards we tend to offer.
- Last visits in the USA**
Wealth creation is an evolutionarily recent positive-sum game. Status is an old zero-sum game. Those attacking wealth creation are often just seeking status.
- Grow in a beautiful area**
Free people make free choices. Free choices mean you get unequal outcomes. You can have freedom, or you can have equal outcomes. You can't have both.

Prefooter and Footer

In the prefooter or just above the footer, consider encouraging users to subscribe to the article. This feature can help collect user subscriptions and keep them engaged with future content.

Be the first who see the news

Your company may not be in the software business, but eventually, a software company will be in your business.

[Email](#) [SUBSCRIBE](#)

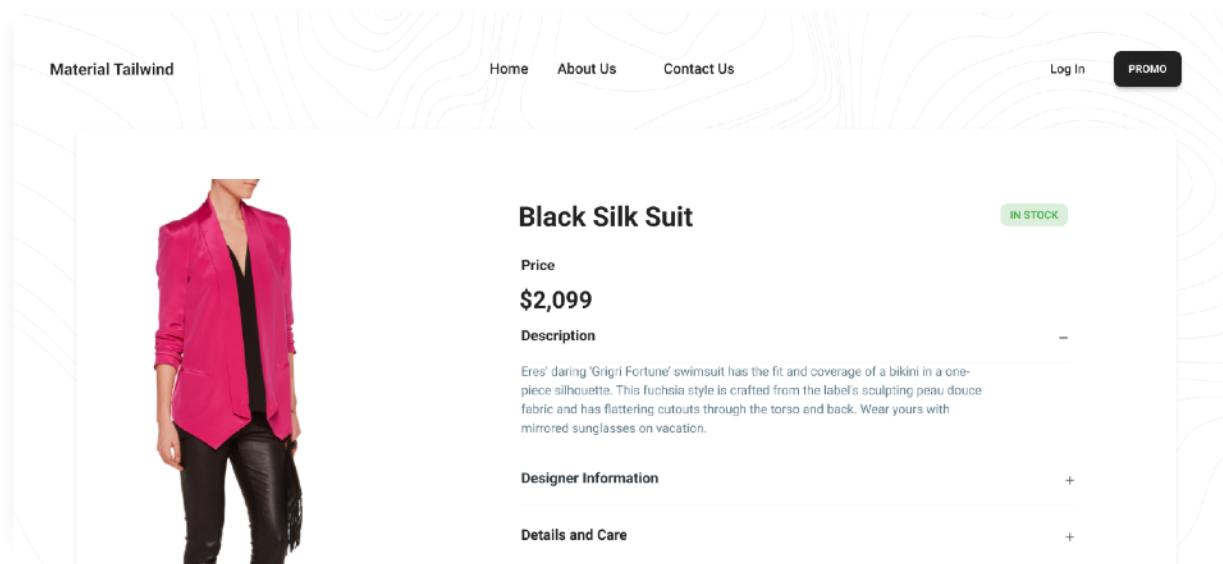
Material Tailwind [About Us](#) [Careers](#) [Press](#) [Blog](#) [Pricing](#)

All rights reserved. Copyright © 2023 Material Tailwind

5. Product Page

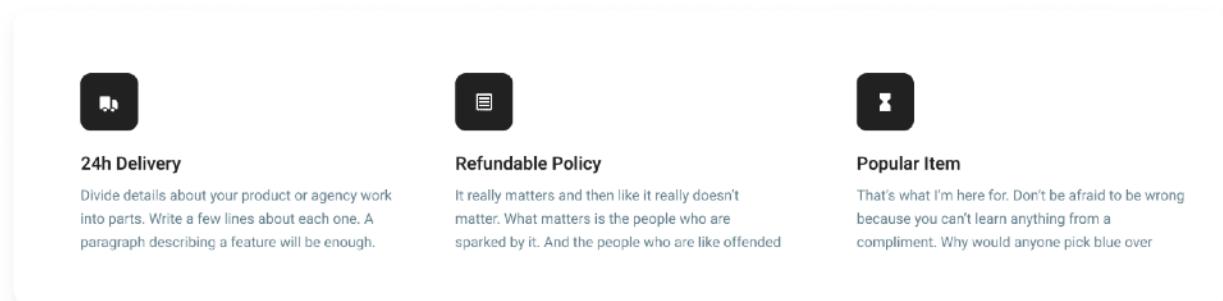
Hero

Display information about the selected product, including its name, price, stock availability, and a brief product description.



Features

Provide details about product-related information such as delivery options, the store's refund policy, and relevant tags or categories.



Client Reviews

Include a section where customers can leave reviews and ratings for the product, providing valuable feedback for potential buyers.

REVIEWS

Client Snapshot

If you can't decide, the answer is no. If two equally difficult paths, choose the one more painful in the short term (pain avoidance is creating an illusion of equality).

Client Reviews

4.7 ★★★★☆ Based on 134 Reviews

5 ★	75%
4 ★	10%
3 ★	25%
2 ★	0%
1 ★	0%

We value your opinion

The time is now for it to be okay to be great. People in this world shun people for being great.

[WRITE A REVIEW](#)

★★★★☆

If everything I did failed - which it doesn't, it actually succeeds - just the fact that I'm willing to fail is an inspiration. People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying my hardest, and I'm not trying to do the best way I know how.

Gina Andrew
03 March 2023

★★★★☆

If everything I did failed - which it doesn't, it actually succeeds - just the fact that I'm willing to fail is an inspiration. People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying my hardest, and I'm not trying to do the best way I know how.

Christian Mike
14 February 2023

Other Products

Suggest additional products that the user may find interesting or related to the one they are currently viewing.

You may also be interested in:

TRENDING

Dolce & Gabbana

Dolce & Gabbana's 'Greta' tote has been crafted in Italy from hard-wearing red textured-leather.

\$1,549

POPULAR

Balmain

Balmain's mid-rise skinny jeans are cut with stretch to ensure they retain skin fit but move comfortably.

\$459

POPULAR

Balenciaga

Balenciaga's black textured-leather wallet is finished with the label's iconic 'Giant' studs.

\$890

TRENDING

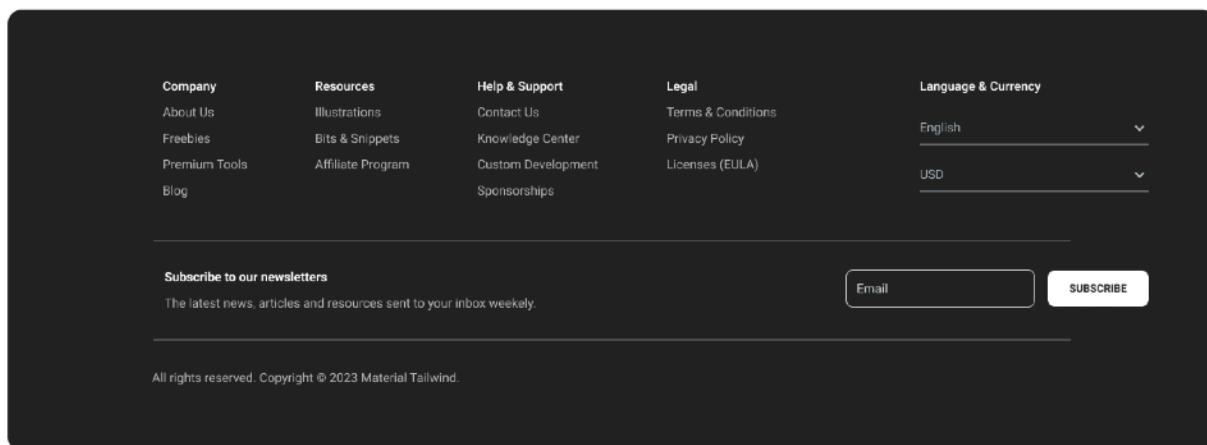
Burberry

Burberry's black textured-cotton bomber is finished with the label's iconic 'Weareable' jacket.

\$890

Prefooter and Footer

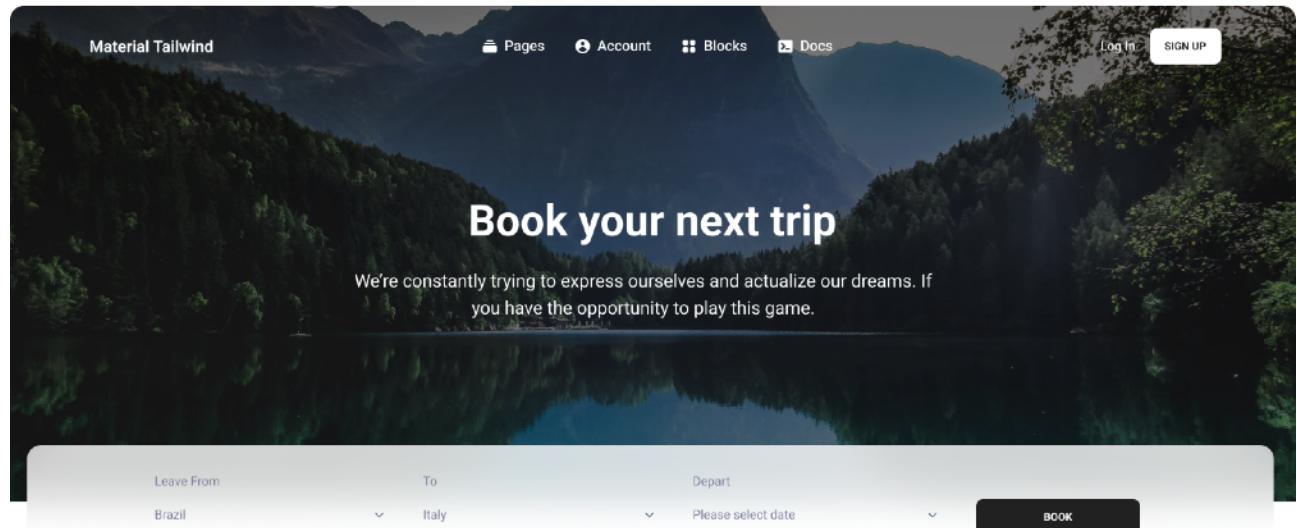
The prefooter section can encourage users to subscribe to receive promotions, discounts, or updates about new products from the shop, enhancing user engagement. In the footer, include options for users to select their preferred language and currency for a more personalized shopping experience.



6. Rental Page

Hero

Feature an appealing background image to create a visually engaging header. Include search criteria to seamlessly transition to the next section.



Places

Create informative cards for each rental property or place, providing essential details. Keep descriptions concise and include a call-to-action button on each card for booking, purchasing, or viewing more details.

Special Locations for You

An arrangement you make to have a hotel room, tickets, etc. at a particular time in the future.

Entire Apartment • 3 Guests • 2 Beds
Lovely and Cozy Apartment
Siri's latest trick is offering a hands-free TV viewing experience, that will allow consumers to turn on or off their television, change inputs, fast forward.

FROM \$120/NIGHT

Private Room • 1 Guests • 1 Sofa
Single Room in the Forest
As Uber works through a huge amount of internal management turmoil, the company is also consolidating more of its international business.

FROM \$99/NIGHT

Entire Apartment • 4 Guests • 2 Beds
Independent House Bedroom
Music is something that every person has his or her own specific opinion about. Different people have different taste, and various types of music.

FROM \$240/NIGHT

Reviews

Incorporate a section dedicated to customer reviews, offering valuable feedback to potential renters and aiding in their decision-making process.

People Who Have Booked From Us

Discover what our users have to say about their experiences with our products to understand how we've made a difference businesses.

Gina Andrew

From Italy

"The connections you make at Web Summit are unparalleled, we met users all over the world."



Alec Thompson

From USA

"Web Summit will increase your appetite, your inspiration, your skills, your motivation and your network."



Christian Mike

From France

"The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails."



Frequently Asked Questions

Include a section that addresses common questions to proactively clarify any potential misunderstandings or concerns.

Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How do I make a reservation for a rental property?

+

What is the cancellation policy for reservations?

+

Are pets allowed in the rental properties?

+

How can I contact the property owner or manager during my stay?

+

Contact Us

Provide users with the option to contact the company directly by filling out a "Contact Us" form for any specific inquiries or assistance they may need.

Need more help?

Send us an email with more details about your specific needs.

[CONTACT US](#)

Footer

Conclude the page with a footer containing essential website links and copyright information.

Company	Pages	Legal	Subscribe
About Us	Login	Terms	Get access to subscriber exclusive deals and be the first who gets informed about fresh sales.
Freebies	Register	About Us	
Premium Tools	Add List	Team	
Blog	Contact	Privacy	

Your email [SUBSCRIBE](#)

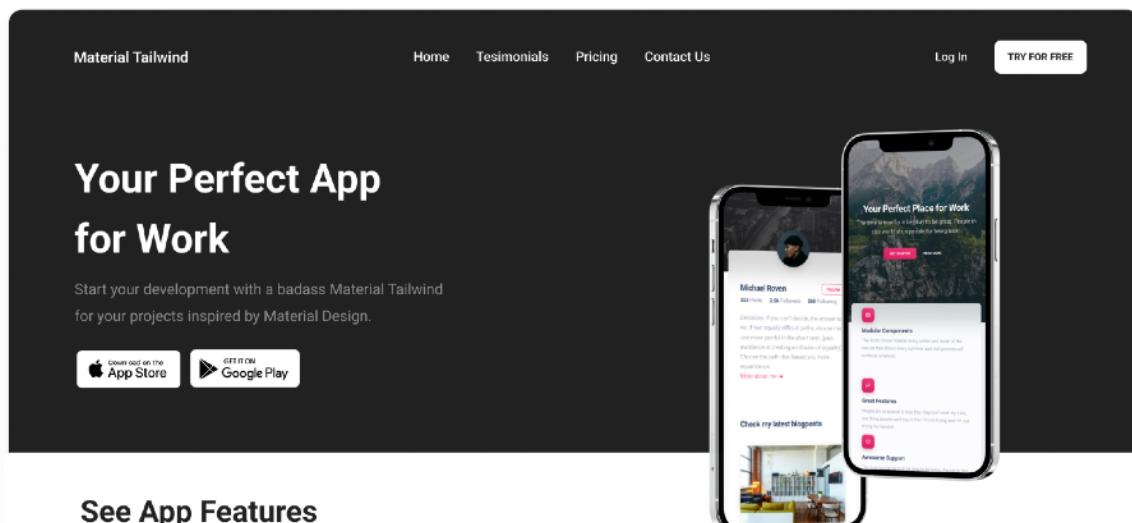
I agree the [Terms and Conditions](#)

All rights reserved. Copyright © 2023 Material Tailwind

7. Application Page

Hero

The hero is the topmost section of the Application Page and plays an important role in setting the tone and providing navigation for the user. Include navigation links (e.g., Home, Integrations, Pricing, Testimonials, Contact) to help users easily access different sections of the page. Add a prominent CTA button, such as "Get Started" or "Try for Free," encouraging users to take action.



The screenshot shows the hero section of the Material Tailwind application. At the top, there's a dark header bar with the brand name 'Material Tailwind' on the left, followed by navigation links for 'Home', 'Testimonials', 'Pricing', and 'Contact Us'. On the right side of the header are 'Log In' and a large 'TRY FOR FREE' button. Below the header, the main hero area has a dark background with white text. It features the title 'Your Perfect App for Work' in a large, bold font. Underneath the title, there's a subtext: 'Start your development with a badass Material Tailwind for your projects inspired by Material Design.' At the bottom of the hero area, there are download links for the 'App Store' and 'Google Play' stores. To the right of the hero area, two smartphones are displayed, showing the app's interface. One phone shows a profile page for 'Michael Roven' with stats like 202 posts, 3.6k followers, and 281 Following. The other phone shows a feed with posts like 'Module Components', 'Great Features', and 'Awesome Support'.

[See App Features](#)

Features

The Features section is where you showcase the core functionalities and options of your application.

See App Features

If you can't decide, the answer is no. If two equally difficult paths, choose the one more painful in the short term (pain avoidance is creating an illusion of equality).



Modular Components

The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.



Awesome Support

The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color.



Great Features

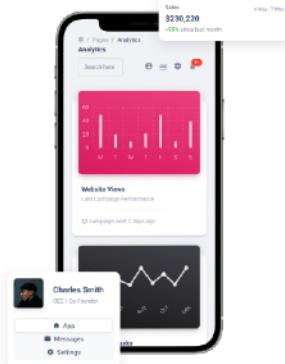
People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying my hardest.



Modern Interface

If everything I did failed - which it doesn't, it actually succeeds - just the fact that I'm willing to fail is an inspiration.

Use descriptive headings, concise subheadings to categorize features and employ visually appealing icons or images to represent each feature.



App with Modular Components

We're constantly trying to express ourselves and actualize our dreams.

323

Of "high-performing" level are led by a certified project manager

500+

That meets quality standards required by our users

24/7

Actively engage team members that finishes on time

70

Team members that finishes on time every project

Integrations

In the Integrations section, focus on providing clear information about the platforms or products that the application can integrate with. List the integrated platforms with their logos and include links or buttons that allow users to explore each integration in more detail if desired.

Get your own app

[CONTACT US](#)

The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.



Payment vendor

Check out our proven methods, guides, and exercises that help make work better, and people happier.



Organize your team

Check out our proven methods, guides, and exercises that help make work better, and people happier.



Ecommerce

Check out our proven methods, guides, and exercises that help make work better, and people happier.



Digital Product Design

Check out our proven methods, guides, and exercises that help make work better, and people happier.



Better Communication

Check out our proven methods, guides, and exercises that help make work better, and people happier.



Logo Design

Check out our proven methods, guides, and exercises that help make work better, and people happier.

Pricing

Present different pricing plans side by side, with clear headings and a brief description of each plan. Also, include a prominent CTA button for users to select a plan and proceed to the signup or purchase process.

The screenshot shows a pricing section with two plans: 'Starter' and 'Premium'. Both plans offer 'Free access for 2 members' and 'Complete documentation'. The 'Starter' plan includes 'Working materials in Sketch', 'Integration help', and '40GB Cloud storage'. It costs \$9 per year and has a 'BUY NOW' button. The 'Premium' plan includes 'Working materials in Sketch', 'Integration help', and '100GB Cloud storage'. It costs \$499 per year and has a 'BUY NOW' button. A note at the top states: 'You have Free Unlimited Updates and Premium Support on each package. You also have 20 days to request a refund.'

Plan	Members	Documentation	Materials	Storage	Cost	Status
Starter	2	✓	✓	✓	\$9 /year	
Premium	10	✓	✓	✓	\$499 /year	Popular

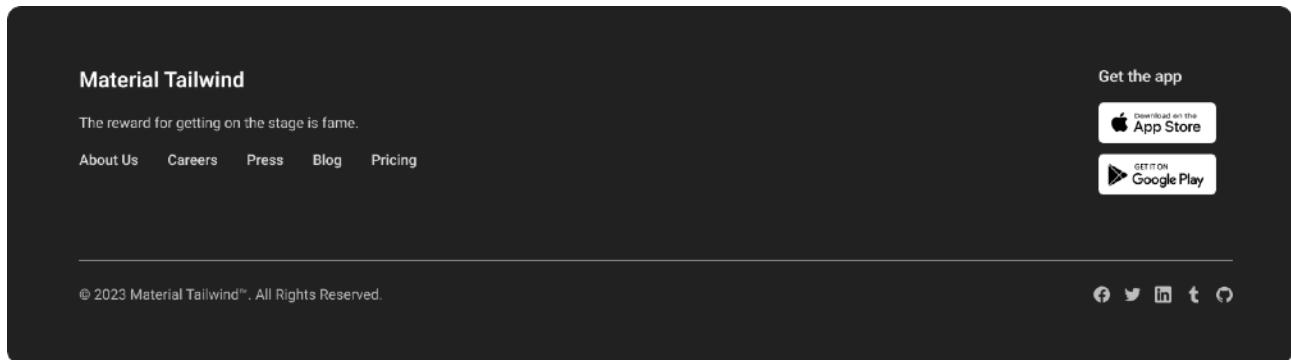
Testimonials

Testimonials add credibility and social proof to your application. Consider using a slider or carousel to display multiple testimonials in a compact space.

A testimonial card with a dark background. At the top is the Netflix logo. Below it is a quote: "We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves and actualize our dreams." Underneath the quote is a row of five yellow stars. Below that is the name 'Alec Thompson' and the title 'Social Media Executive, Netflix'. At the bottom are three small profile pictures of people.

Footer

Display the copyright notice to protect your content and include links to important pages such as Privacy Policy, Terms of Service, Contact Us.



The footer template for Material Tailwind features a dark background with white text and icons. At the top left is the logo "Material Tailwind" with the tagline "The reward for getting on the stage is fame." Below the logo are navigation links: About Us, Careers, Press, Blog, and Pricing. On the right side, there's a "Get the app" section with links to the App Store and Google Play. A copyright notice at the bottom left reads "© 2023 Material Tailwind™. All Rights Reserved." and the bottom right has social media icons for Facebook, Twitter, LinkedIn, YouTube, and GitHub.

8. Sign Up Page

Sign up Options

Divide the Sign-Up options into two distinct sections, each clearly labeled with a heading or icon to make it easy for users to choose their preferred method:

Join Us Today

Enter your email and password to register.

Your Name
Emma

Your email
name@mail.com

Create Password
password123

I agree to the [Terms and Conditions](#)

REGISTER NOW

OR

[SIGN UP WITH GOOGLE](#)

[SIGN UP WITH TWITTER](#)

Already have an account? [Sign In](#)

amazon

"Knowledge is either from direct experience or from verifiable, falsifiable science. There is knowledge that is transmitted but not verifiable / falsifiable. They're slowed down by their perception of themselves."

Louis Miriam, COO @ AMAZON INC.

Company About Us Policies Terms Blog Contact

All rights reserved. Copyright © 2023 Material Tailwind

Option 1. Classic Sign Up

Use clear and concise labels for each input field. Implement real-time validation for email and password fields to provide feedback on the format and strength of the inputs. Also, add a checkbox labeled "I agree to the Terms and Conditions" below the form fields, and include a link to the Terms and Conditions document.

Option 2. Social Media Sign Up

Provide icons and labels for popular third-party authentication providers like Facebook, Google, X (Twitter). Ensure that clicking on one of these options

initiates the OAuth process, requesting permissions as necessary and guiding the user through the authentication flow.

Below the Sign-Up options, provide a clear link labeled "Already have an account? Sign In." Clicking on this link should redirect the user to the Sign-In page, ensuring a seamless transition for existing users.

9. Sign In Page

Sign In Options

Include input fields for the user's email address and password. Use clear and concise labels for each input field.



Sign In

Enter your email and password to Sign In.

Your Email

Password

Remember me [Forgot Password](#)

SIGN IN

OR

 [SIGN IN WITH GOOGLE](#)

 [SIGN IN WITH TWITTER](#)

[Don't have an account? Sign Up](#)

Company About Us Policies Terms Blog Contact

All rights reserved. Copyright © 2023 Material Tailwind

Image source number: 76. Check the end credits

Option 1. Classic Sign In

Add a checkbox or a toggle switch labeled "Remember Me." When activated, this feature will save the user's credentials, providing convenience for returning users. Use a visually prominent and inviting "Sign In" button below the input fields. Ensure it's easily distinguishable.

Option 2. Social Media Sign In

In addition to the traditional email, password fields, and the "Remember Me" functionality, include the "Sign In" social buttons. Users should easily understand that they can sign in using their Google or Twitter accounts, which can simplify the process and reduce friction.

As mentioned, some users may not have an account yet, so it's important to provide a clear way for them to navigate to the Sign Up Page. Include a link labeled "Don't have an account? Sign Up" or something similar. Clicking on this link should redirect the user to the Sign Up Page.

10. Legal Agreements Page

Content

Policy and Terms of Conditions pages often contain extensive information. It's essential to convey this content in a clear and easily understandable manner to enhance the user's reading experience.

The screenshot shows a website layout with a header containing 'Material Tailwind', 'Home', 'About Us', 'Contact Us', 'Log In', and a 'GET STARTED' button. A sidebar on the left lists categories: 'Privacy & Policy' (selected), 'Cookie', 'License', 'Hyperlinking', 'IFrames', 'Liability', and 'Disclaimer'. The main content area is titled 'Privacy & Policy' and last modified on 'Sept 01, 2024'. It includes sections for 'Introduction', 'Managing Your Information', and 'Conditions of Use'. The 'Introduction' section states: 'Welcome! We are committed to safeguarding your privacy and handling your personal information with care. This Privacy Policy outlines how we collect, use, share, and protect your data when you use our services.' The 'Managing Your Information' section states: 'Unless otherwise stated, its licensors own the intellectual property rights for all material. All intellectual property rights are reserved. You may access this from us for your own personal use subjected to restrictions set in these terms and conditions.' The 'Conditions of Use' section lists prohibited actions: 'You must not: • Republish material from us • Sell, rent or sub-license material from us • Reproduce, duplicate or copy material from us'.

Navbar

To improve navigation and user comprehension, consider incorporating a menu featuring key sections like 'Cookies,' 'License,' and more. A dynamic menu can further simplify navigation. For instance, users can simply click on a section title in the menu, and the page will smoothly scroll to the relevant content. This interaction also ensures that the selected menu item is visually highlighted, providing a seamless browsing experience. Achieving this functionality is possible by incorporating anchor links within your section headings.

11. Chat and Messages Page

Hero

Select a visually appealing and contextually relevant background image that sets the tone for the chat experience. Ensure the image doesn't distract from the primary content.

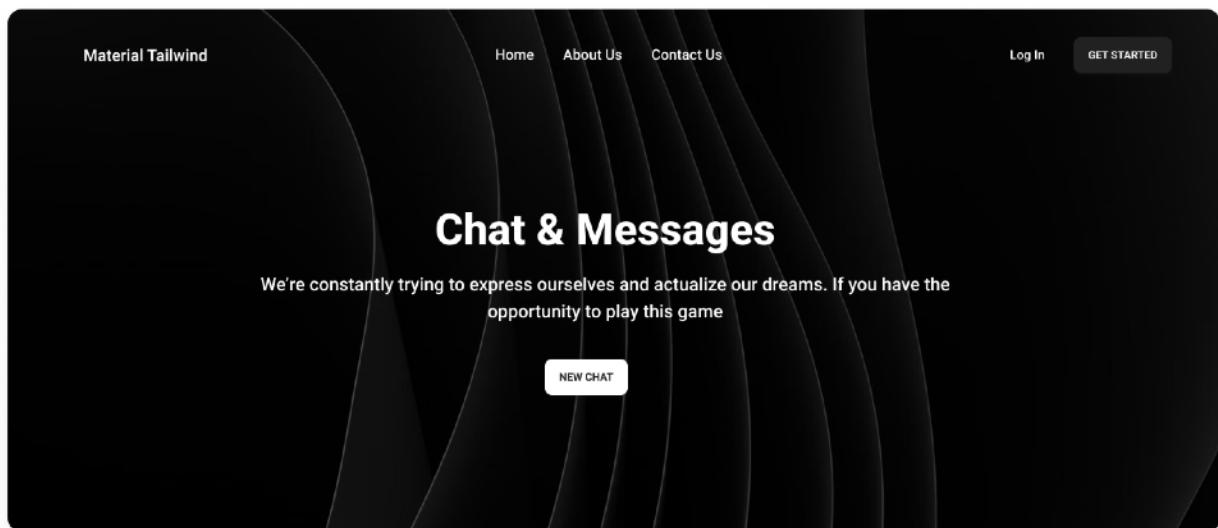


Image source number: 76. Check the end credits

Chat Window

Display message history in a clean and organized manner. Group messages by conversation, showing the sender's name and message timestamps. Incorporate a user-friendly search feature. Include a search bar that allows users to enter keywords or names to find specific messages or people.

Web Experiences in Action

Chat

Search Contact

George West
Typing...

Gina Andrew
1 hour ago
Computer users and program...

Tania Andrew
24 min ago
You can subscribe to receive we...

Rebecca Stormvile
7 hours ago
It's an effective resource regardl...

Christian Mike
1 day ago
Be sure to check it out if your dev ...

George West
last seen today at 1:53am

WED, 3:27PM

Have you seen the new picture I hung up in the living room?
⌚ 4:31pm

Oh, the one with the blue-colored feathers? It's stunning. Where did you get it?
⌚ 4:31pm

Picked it up during my trip to Brazil.
⌚ 4:42pm

It's quite lifelike. The details on its feathers and the glint in its eyes make it look almost ready to fly off the canvas.
⌚ 4:42pm

⌚ 4:47pm

Type your message 

Footer

Include links to important pages like Home, Settings, Help, and FAQs. Use clear and concise labels for these links.

Material Tailwind

Company

About Us

Careers

Pages

Login

Register

Legal

Terms

Privacy

The reward for getting on the stage is fame.

The price of fame is you can't get off the stage.

© 2023 Material Tailwind™. All Rights Reserved.

12. Shopping Cart Page

Cart Contents

List the items in the user's cart, including product names, quantities, prices, and subtotal for each item. Display small product images next to each item for visual confirmation. Allow users to easily change the quantity of each item, with buttons or input fields.

Material Tailwind

Home About Us Contact Us SIGN IN SIGN UP

Shopping Cart

You are eligible for Free Shipping.

	Pink Blouse Silk Size: XS	1 <input type="button" value="▼"/>	\$1,300	<input type="button" value="X"/>
<small>✓ In stock</small>				
	Premium Suit Linen Size: M	1 <input type="button" value="▼"/>	\$790	<input type="button" value="X"/>
<small>✓ In stock</small>				

Order Summary

Subtotal	\$2,090
Shipping Tax	\$0
Total	\$2,090

Tax included. Shipping calculated at checkout.

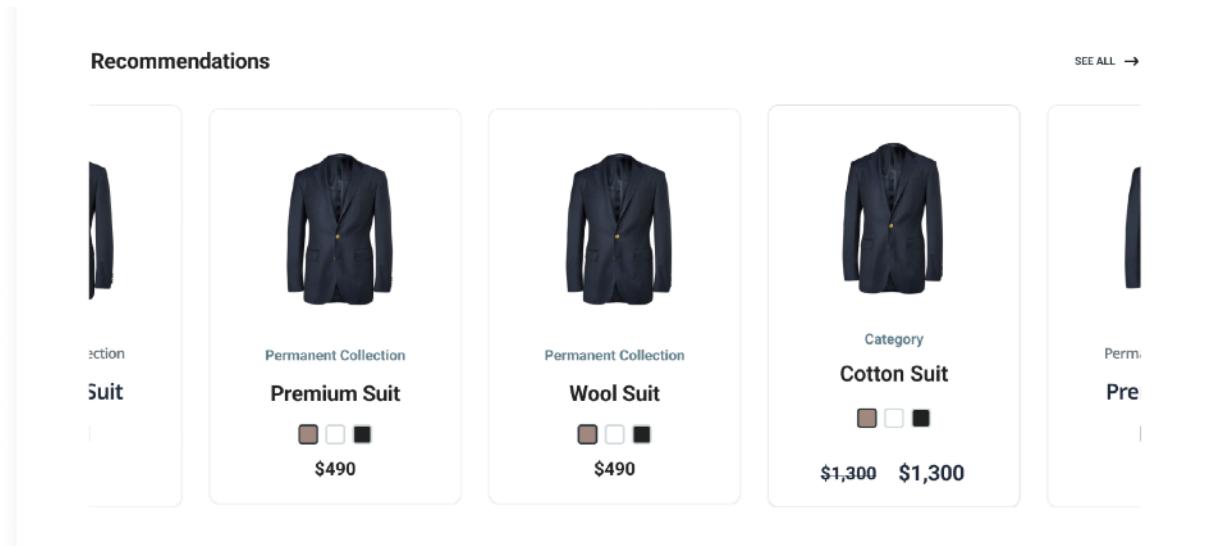
Secured Payment with:

Cart Summary

This section provides users with an overall summary of their shopping cart. Display the total cost of the order, including item costs, taxes, and any applicable shipping fees. To improve the user experience, allow users to seamlessly return to browsing by including a "Continue Shopping" button. This can take users back to the last page they visited before entering the cart.

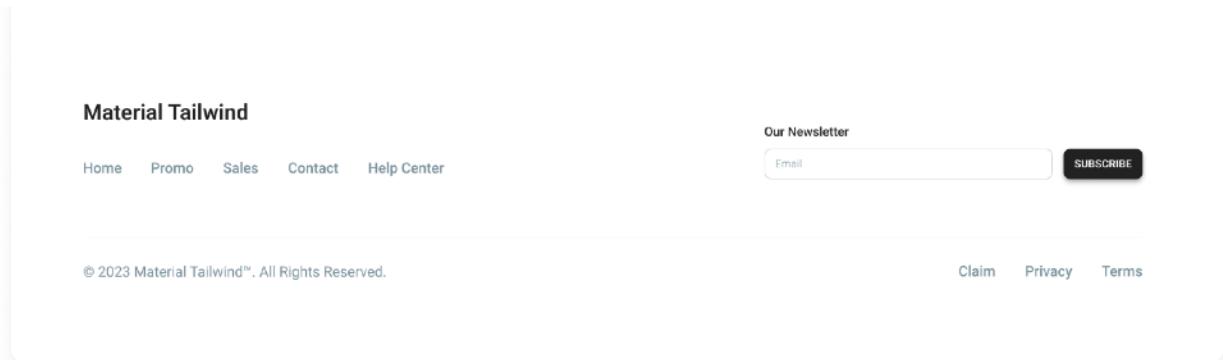
Cart Recommendations

Consider adding a section for personalized product recommendations based on the items in the cart or the user's browsing history. This can help boost sales and enhance the shopping experience.



Footer

Include contact details or links to customer support for assistance. Add links to your Privacy Policy and Terms of Service for transparency and compliance.



13. Checkout Page

Shipping and Billing Information

Use a well-organized form layout with clear labels for each input field, including name, shipping address, billing address, email, and phone number. Implement auto-fill and suggestions for common addresses to expedite the checkout process. Include fields for credit card details, billing address (if different from shipping), and any applicable discount or coupon codes.

Order Summary

The Order Summary section provides users with an overview of their purchase before they confirm the order. List the items in the user's cart, including product names, quantities, prices, and subtotal for each item. Use a clear and visually distinct "Proceed to Payment" or "Confirm Payment" button. Ensure that it stands out, making it easy for users to complete their purchase.

Material Tailwind
[Home](#)
[About Us](#)
[Contact Us](#)
[SIGN IN](#)
[SIGN UP](#)

Contact

Your Email

I agree the Terms and Conditions

Shipping Address

Address

City

Postal Code

Country

Payment Details

Card Details

Expiration Date

CVC

I agree the Terms and Conditions.

Billing Address

Same as shipping address

Amount

\$2,090

	Pink Blouse Silk Size: XS	\$1,300
	Premium Suit Linen Size: M	\$790

Subtotal

\$2,090

Shipping Fee

\$10

Tax Estimate

\$0

Order Total

\$2,100

creative-tim.com

297

14. Admin Templates

a. Dashboard

Charts are the backbone of any analytics dashboard, serving as visual representations of data. They offer a concise and intuitive way to convey complex information about sales, customer behavior, stock levels, and much more. Tables complement charts by offering a structured, tabular view of data.

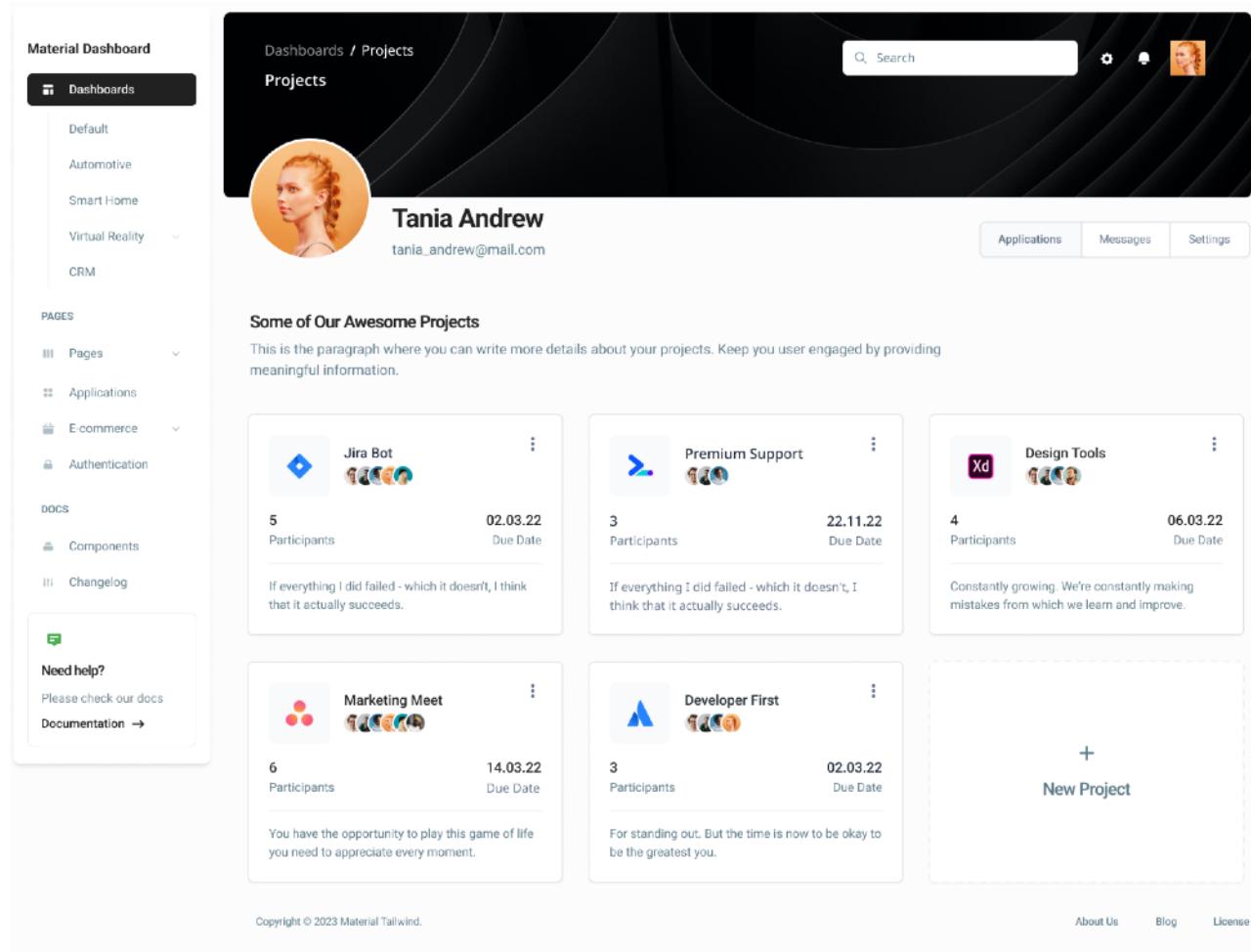
The screenshot displays a modern admin dashboard with a dark theme. On the left, a sidebar contains navigation links for Dashboards, Pages, Docs, and Help. The main area features a large chart titled 'Overview' showing unique visitors over time, with a comparison between Friday 12 Dec and Friday 05 Dec. Below the chart is a table titled 'Customers List' showing five entries with columns for Customer, Plan, Status, and Billing Date.

Customer	Plan	Status	Billing Date
Gina Andrew gina@email.com	Starter	Active	12/06/2022
Alec Thompson alec@email.com	Business	Inactive	10/01/2022
Christian Mike christian@email.com	Enterprise	Inactive	23/12/2021
George West george@mail.co	Starter	Active	06/08/2021
Rebecca Stormville rebecca@mail.com	Enterprise	Active	17/07/2021

They are especially valuable when users need to examine detailed information, compare data points, or perform specific searches. Features like sorting, filtering, and pagination further improve the usability of tables, ensuring users can interact with and extract insights from their data effectively.

b. Projects

Each card on the dashboard represents an individual project along with the team responsible for its execution. Project cards prominently display the project's deadline, ensuring that team members and stakeholders are well-informed about project timelines.



The screenshot displays a Material Dashboard interface. On the left, a sidebar contains sections for Dashboards (with 'Default' selected), Pages (Pages, Applications, E-commerce, Authentication), Docs (Components, Changelog), and Help (Need help?, Documentation). The main area shows a 'Projects' section with a profile card for 'Tania Andrew' (tania_andrew@mail.com) and a 'Some of Our Awesome Projects' section. This section lists five projects in cards:

- Jira Bot**: 5 Participants, Due Date 02.03.22. Description: If everything I did failed - which it doesn't, I think that it actually succeeds.
- Premium Support**: 3 Participants, Due Date 22.11.22. Description: If everything I did failed - which it doesn't, I think that it actually succeeds.
- Design Tools**: 4 Participants, Due Date 06.03.22. Description: Constantly growing. We're constantly making mistakes from which we learn and improve.
- Marketing Meet**: 6 Participants, Due Date 14.03.22. Description: You have the opportunity to play this game of life you need to appreciate every moment.
- Developer First**: 3 Participants, Due Date 02.03.22. Description: For standing out. But the time is now to be okay to be the greatest you.

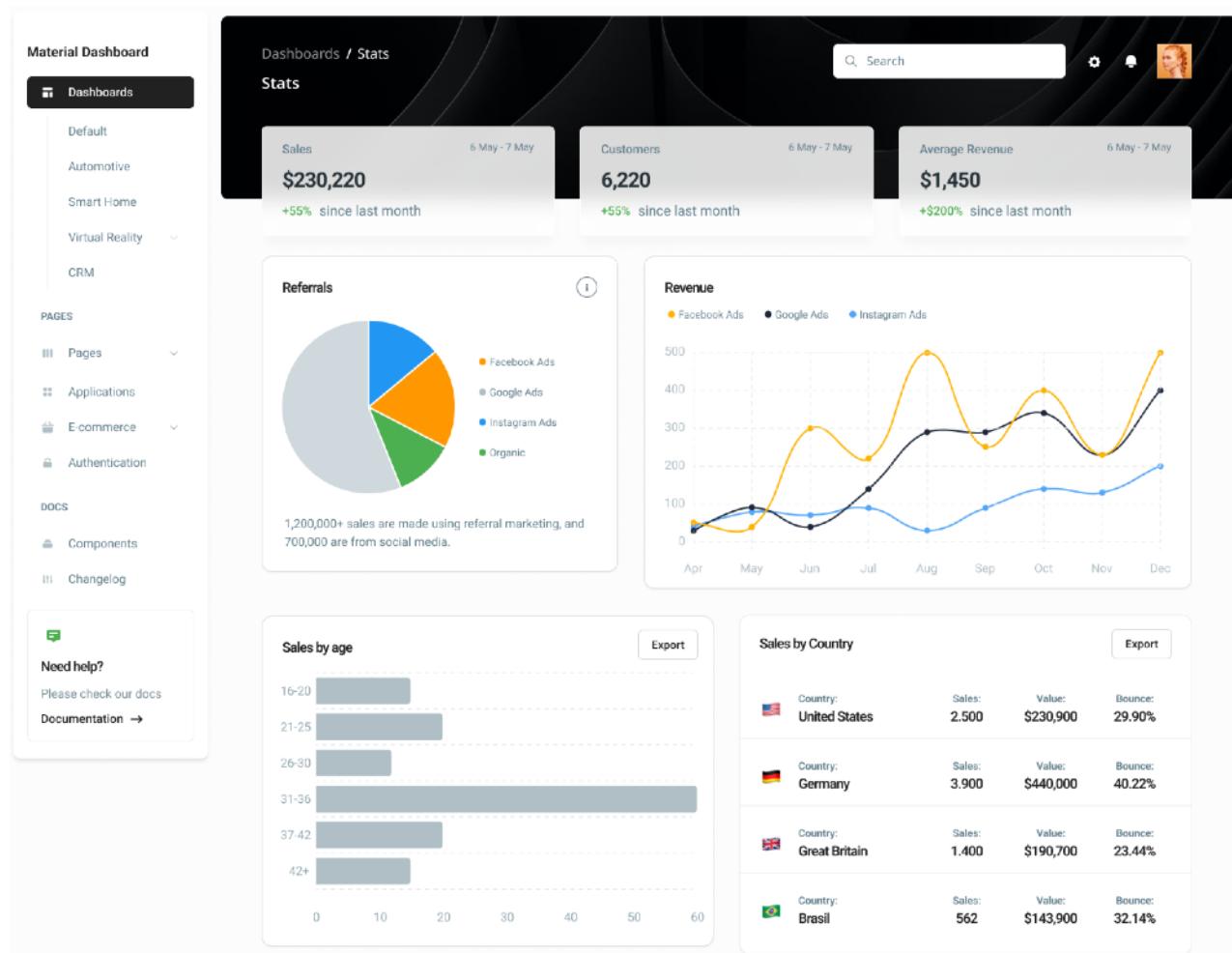
A 'New Project' button is also visible. The footer includes links for About Us, Blog, and License.

Customization features may include the ability to filter and sort projects, adjust view settings, or categorize projects by priority or type. Interactive elements, such

as clickable cards or the ability to update project statuses directly from the dashboard, promote user engagement and streamline workflow.

c. Stats and Reporting Dashboard

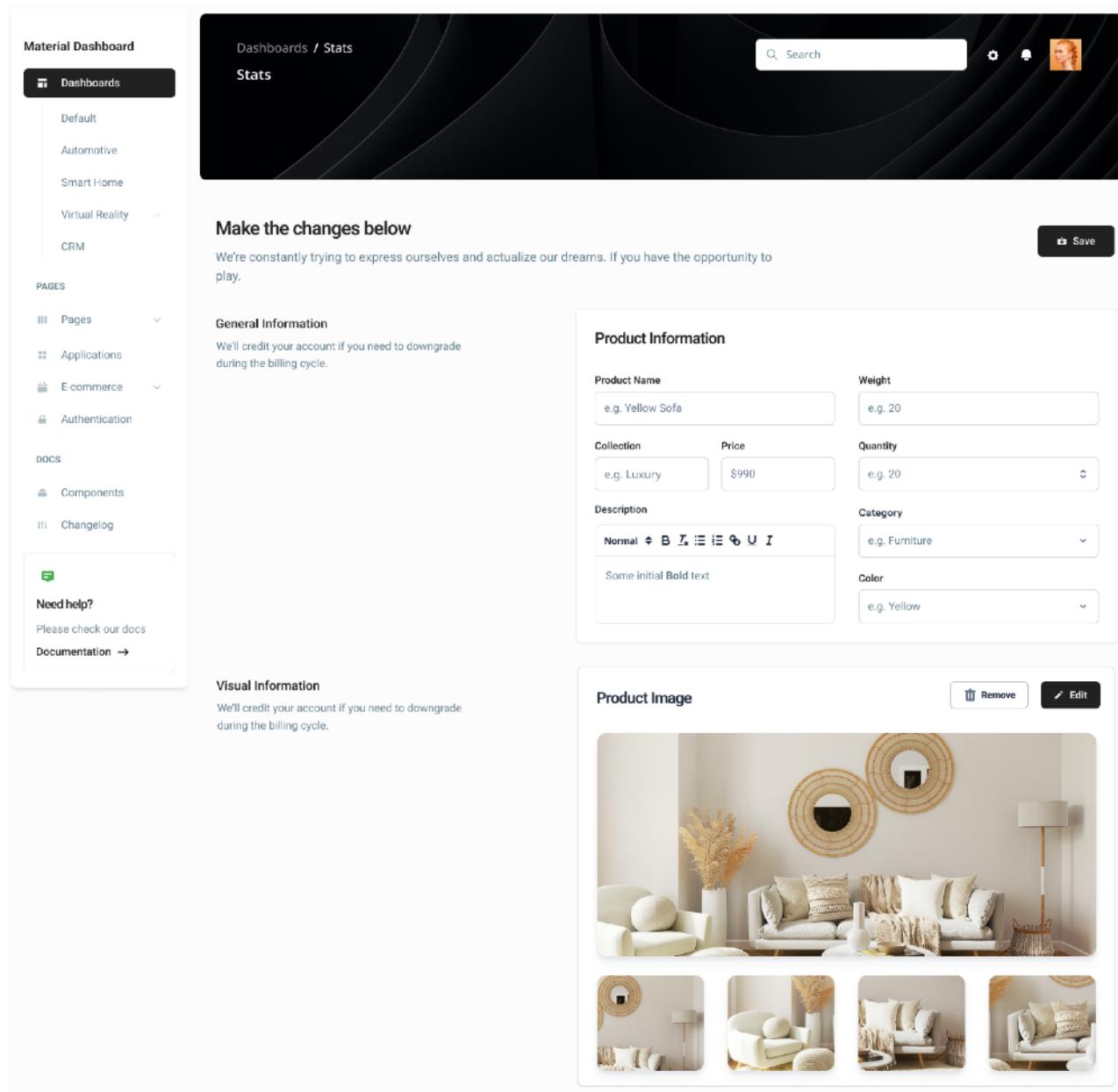
The dashboard incorporates various widgets and charts to present statistical data effectively. These visual elements make it easier for users to grasp complex information quickly. Widgets may include key performance indicators (KPIs), numerical summaries, or data summaries, providing users with at-a-glance insights.



Interactive elements, like clickable charts or drill-down options, may be included to facilitate user engagement. Recognizing that stats dashboards are often used for reporting, it's important to offer users the ability to export content to other formats, such as Excel or PDF.

d. Product Editing Dashboard

A product editing dashboard is a pivotal tool for maintaining and updating product information on a website. It empowers administrators and content managers to efficiently manage a product catalog. Within each product card, fields are provided for entering or modifying product information.



The screenshot displays a product editing dashboard for a sofa. On the left, a sidebar titled 'Material Dashboard' includes sections for Dashboards (selected), Pages (Pages, Applications, E-commerce, Authentication), and Docs (Components, Changelog). A 'Need help?' section links to documentation. The main area shows a 'Stats' dashboard with a search bar and user profile. Below it, a 'Product Information' card contains fields for Product Name (Yellow Sofa), Weight (e.g. 20), Collection (Luxury), Price (\$990), Description (Some initial Bold text), Category (Furniture), and Color (e.g. Yellow). A 'Product Image' card shows a large main image of a living room with a sofa and two circular mirrors, and four smaller thumbnail images below it. A 'Save' button is visible in the top right of the main content area.

Image source numbers: 76, 77. Check the end credits

These fields are designed to be user-friendly and intuitive, enabling administrators to update content seamlessly. Pricing fields allow administrators to set product prices, apply discounts, or manage variations (e.g., sizes or colors) and their associated prices.

PART VII

Journey Through Outstanding Websites

“It's not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and, yes, beauty to people's lives.”

Donald Arthur Norman

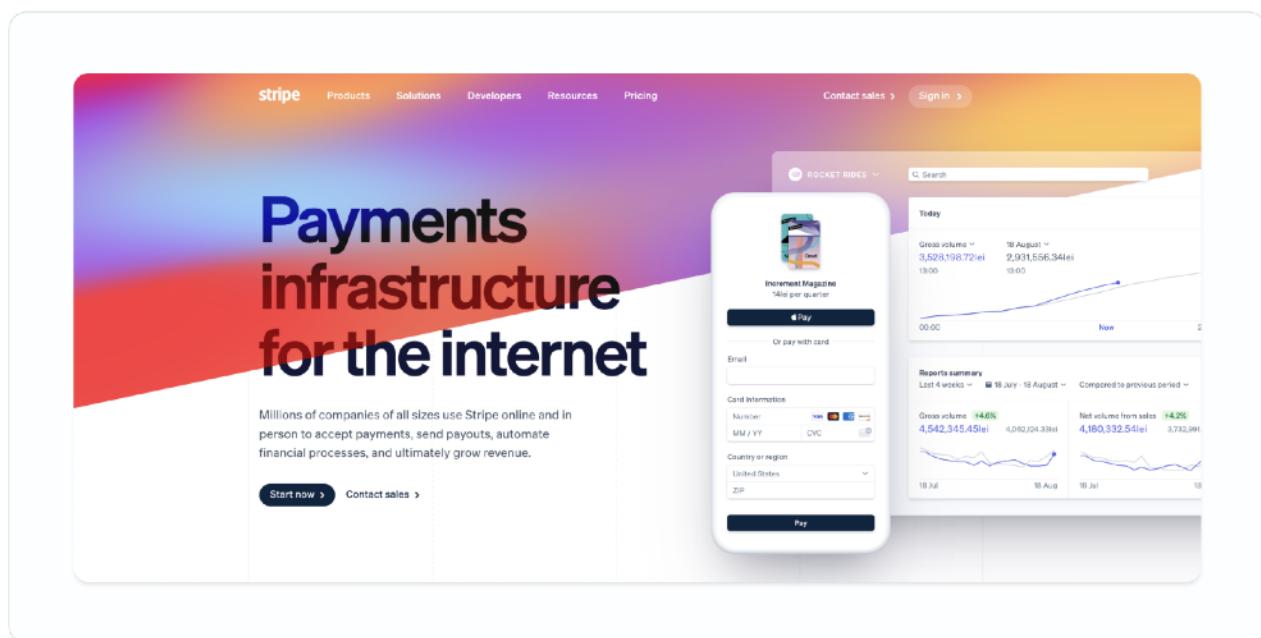
Donald Arthur Norma, an American researcher, professor, and author.

1. Stripe - stripe.com

Stripe is a globally recognized and trusted online payment processing platform that simplifies the way businesses accept payments, manage revenue, and engage with customers.

a. Dynamic Hero (Dynamic Gradient and Mockup Devices)

The hero is a standout feature in the Stripe Design, capturing users' attention with a dynamic gradient. The gradient not only adds visual appeal but also creates a sense of depth and modernity. Mockup devices within the header provide a real showcase, helping users envision the product's application in real-world contexts. This is a powerful way to showcase the versatility and practicality of the design.



b. Stats (Real Data and Interactive Globe)

The presence of real data within the design offers users immediate value and insights. It ensures that users can relate to the information provided and make informed decisions. An interactive globe is a compelling feature, allowing users to

The screenshot shows the Stripe homepage with a dark blue header. Below it, a large section titled "Global scale" features the heading "The backbone for global commerce". A paragraph explains Stripe's role in moving money globally. To the right is a world map with colored dots representing data flow. Below the map are four key statistics in boxes:

- 250M+** API requests per day, peaking at 13,000 requests a second.
- 99.99%** historical uptime for Stripe services.
- 47+** countries with local acquiring.
- 135+** currencies and payment methods supported.

explore data or geographical insights in a dynamic and engaging manner. It encourages user interaction and enhances the overall user experience.

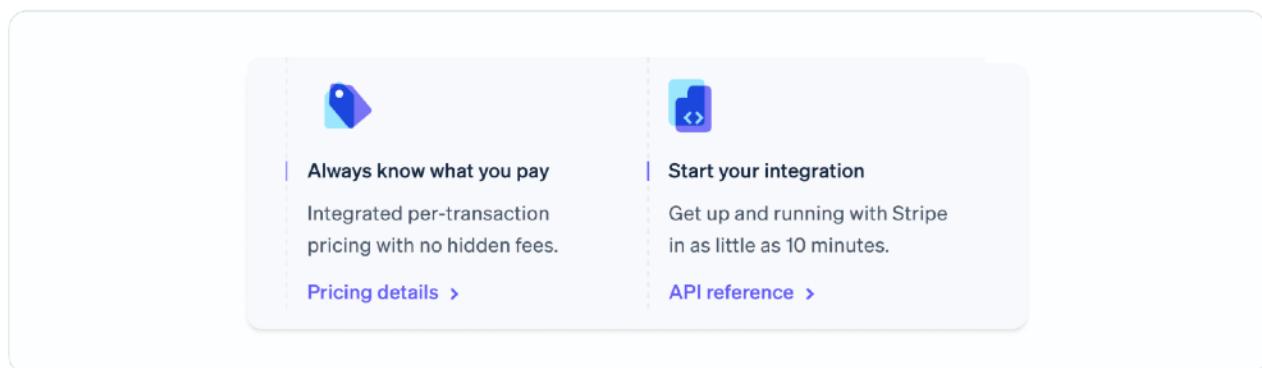
c. Carousel

The integration of a loading bar within the carousel is a notable feature that enhances the user experience. This feature ensures that users are aware of ongoing processes, reducing frustration and impatience while waiting for content to load.

The screenshot shows a Maersk website page. On the left, there are three stats in boxes: "130 Countries in logistics network", "\$10+ Billion worth of goods moved around the world each year", and "Products used" (Payments, Connect). In the center is a large image of a port with shipping containers. Overlaid on the image is a blue banner with the Maersk logo and the text "See how Maersk tapped into new technology to make it easier to ship around the world". At the bottom, there is a horizontal navigation bar with icons for BMW, Amazon, MAERSK, and Twilio.

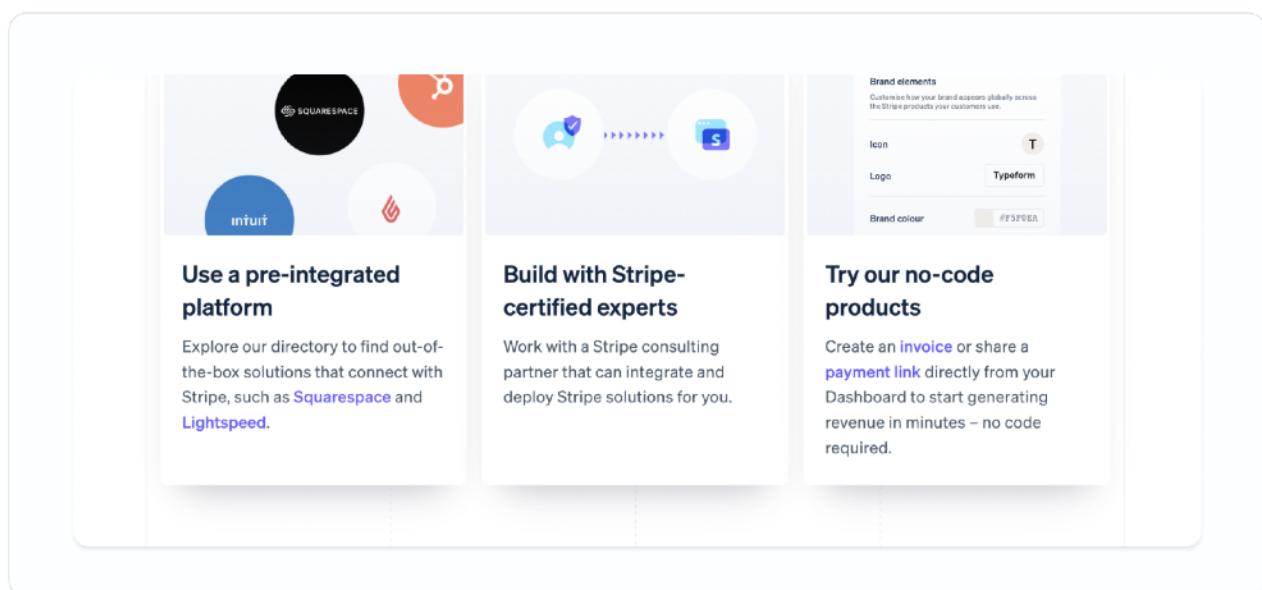
d. Animated and Duotone Icons

Dynamic icons add movement and interest to the design, making it more engaging for users. The use of duotone icons, with two contrasting colors, enhances visual appeal and aids in communicating information more effectively.



e. Realistic Shadows

Realistic shadows within the design provide a sense of depth and dimension, making elements appear as if they exist in a three-dimensional space. Shadows contribute to the overall realism of the design, making it more relatable and visually pleasing.

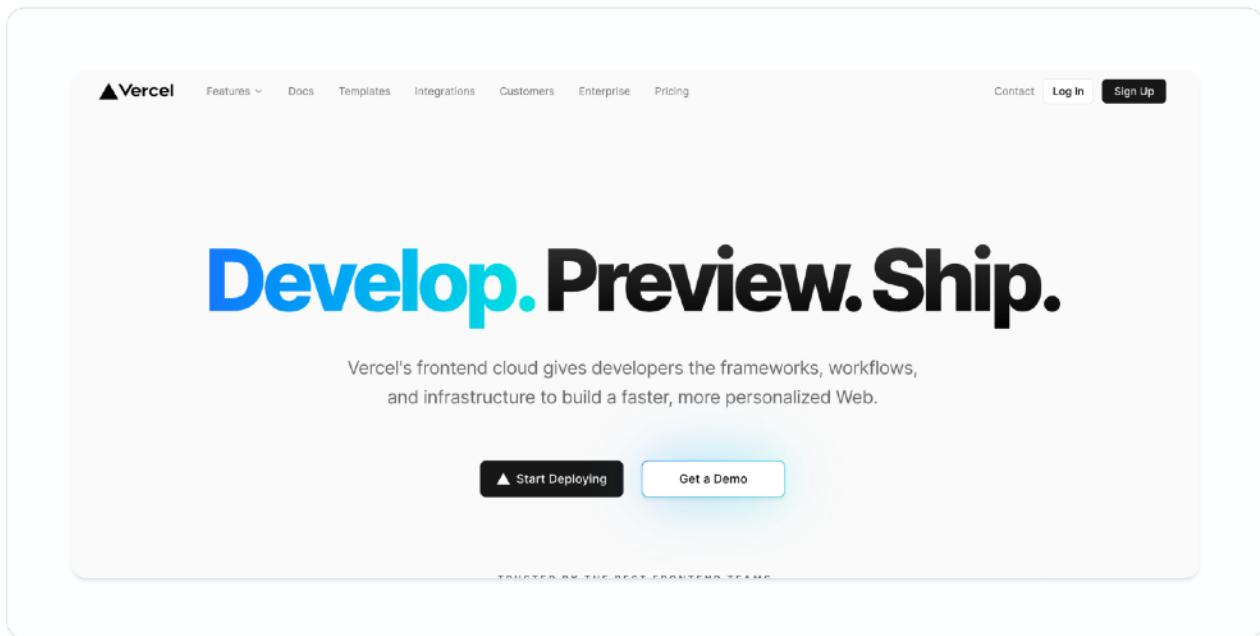


2. Vercel - vercel.com

Vercel is a cutting-edge web development platform that streamlines the process of deploying, hosting, and managing websites and web applications.

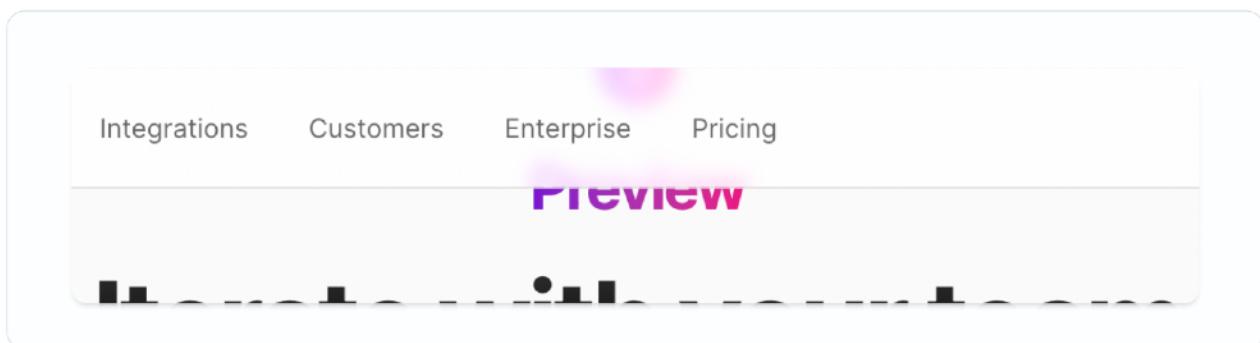
a. Bold Typography with Gradient

Vercel's design employs bold typography with gradient effects to create a strong visual impact. This design choice not only enhances readability but also contributes to a modern and dynamic visual identity.



b. Blur Effect

The blur effect is often used to create a visual hierarchy, making foreground elements pop against a blurred background. It can also be utilized for focusing

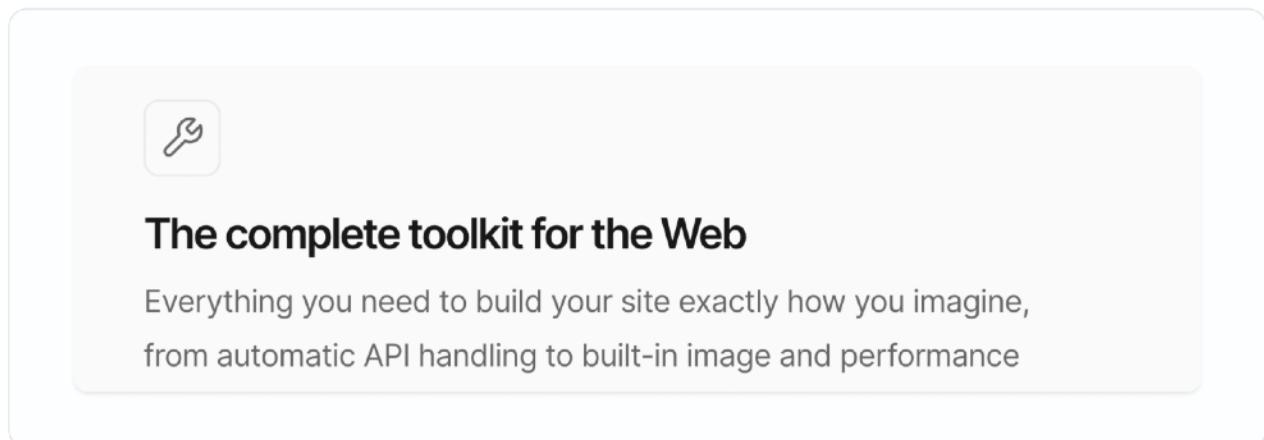


Journey Through Outstanding Websites

user attention on specific content, enhancing the user experience by guiding the user's eye to the most important information.

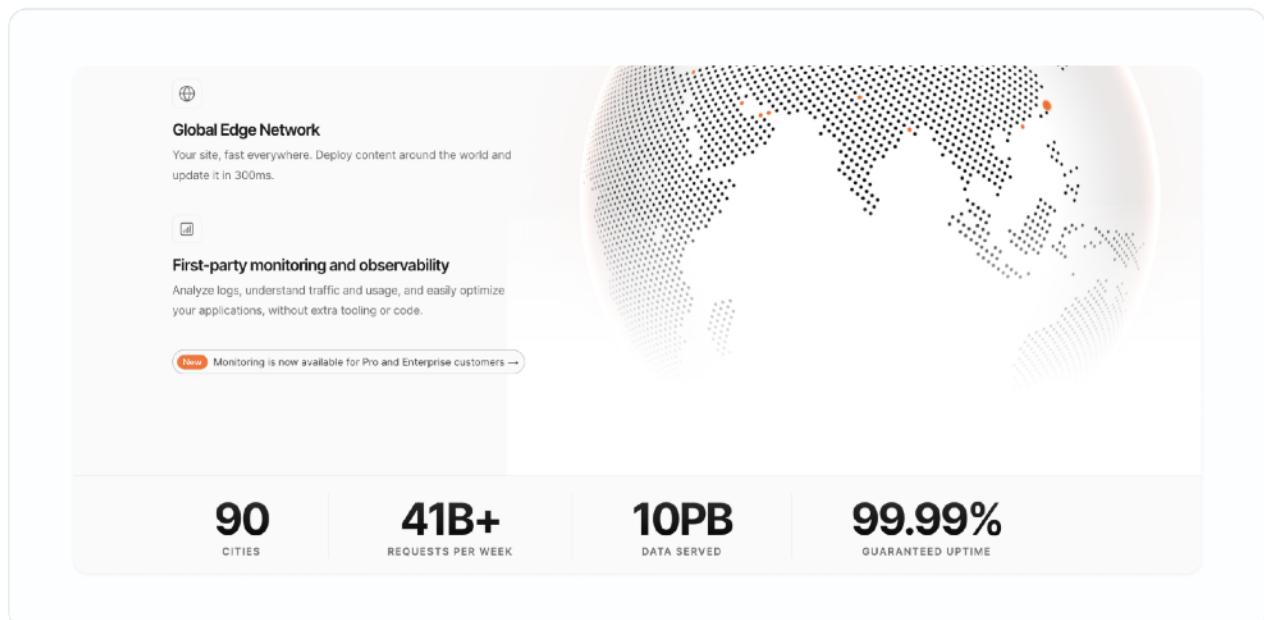
c. Simple Icons

Vercel embraces simplicity with its use of minimalist icons. Simple icons are user-friendly, as they convey information clearly and efficiently without overwhelming the user.



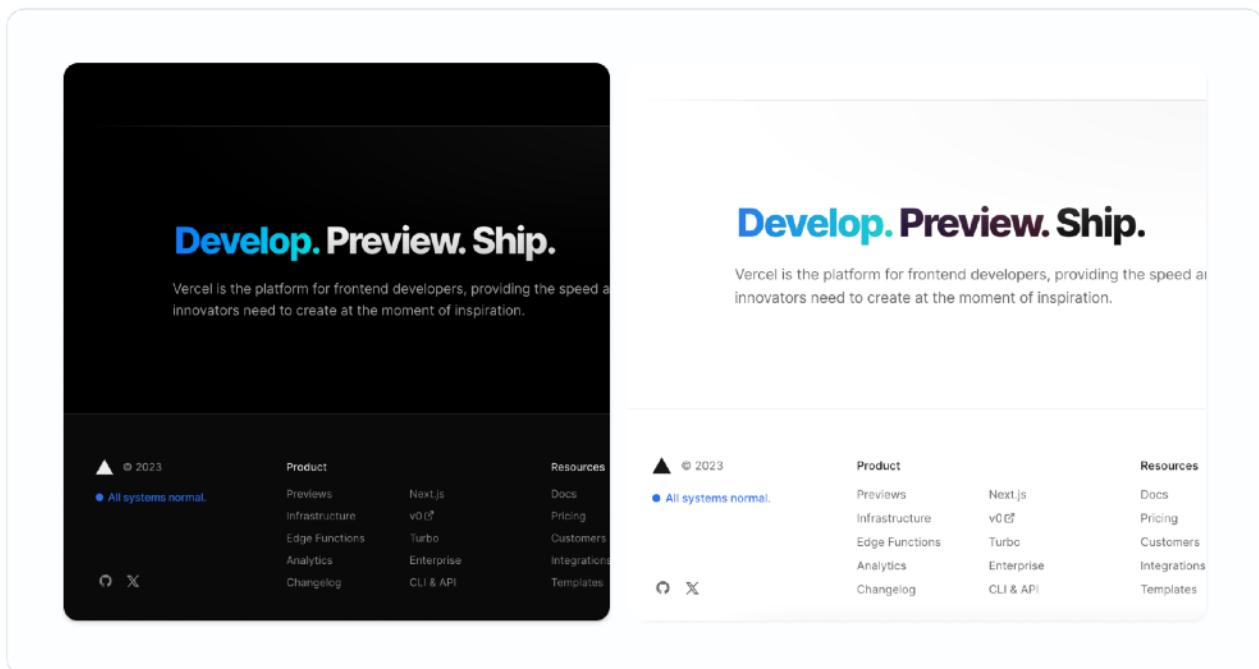
d. Stats with Interactive Globe

The inclusion of statistics paired with an interactive globe is a compelling feature. This feature encourages user interaction and provides a unique and dynamic way to present information.



e. Light/Dark Mode Version

Light mode provides a clean and familiar look, while dark mode reduces eye strain in low-light environments. The availability of both modes enhances user accessibility and customization, allowing users to tailor their experience to their liking.

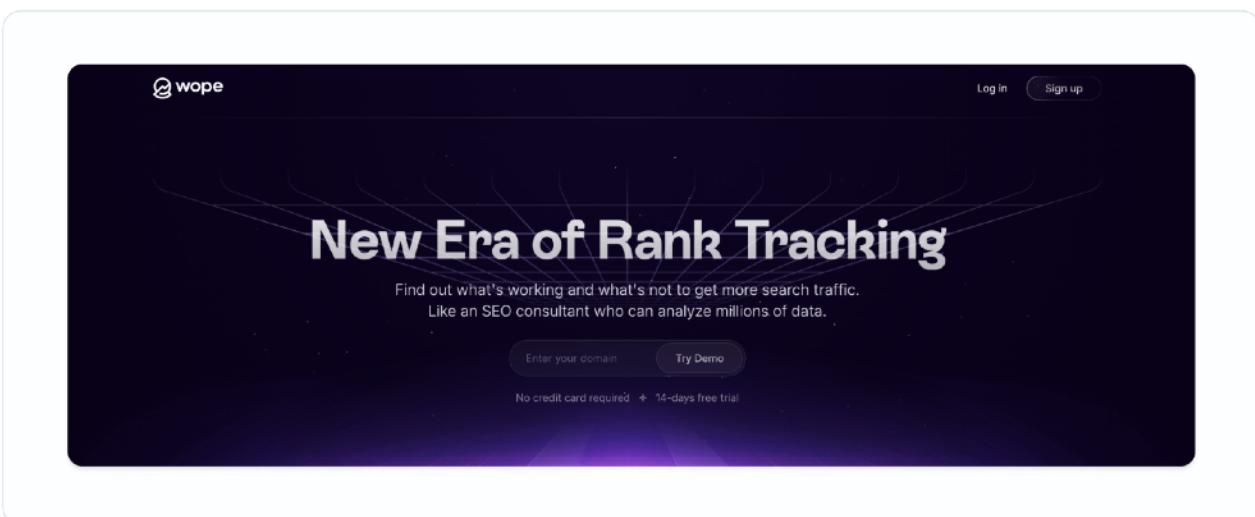


3. Wope - wope.com

Wope is a platform that empowers users to discover what's effective and what's not in their efforts to boost search traffic. It can analyze vast volumes of data, making it your go-to solution for comprehensive insights into your search performance and traffic optimization.

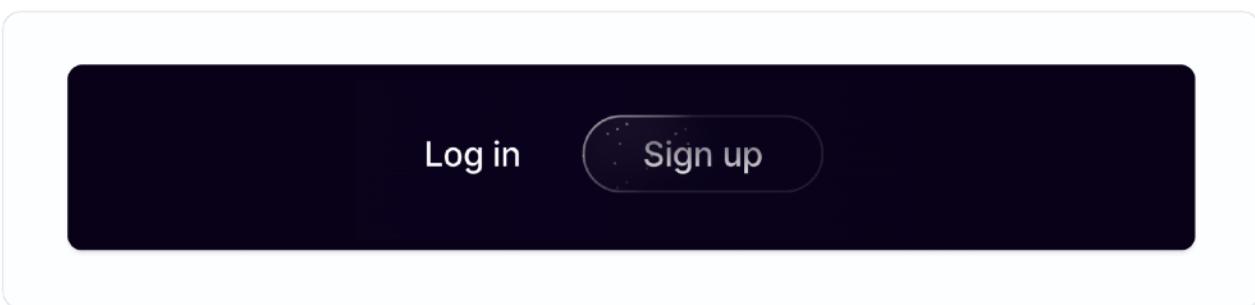
a. Dynamic Hero

The dynamic hero section in Wope Design uses a title focus line to capture users' attention effectively. This line creates a visual path that guides the user's gaze towards the title, enhancing readability and visual appeal.



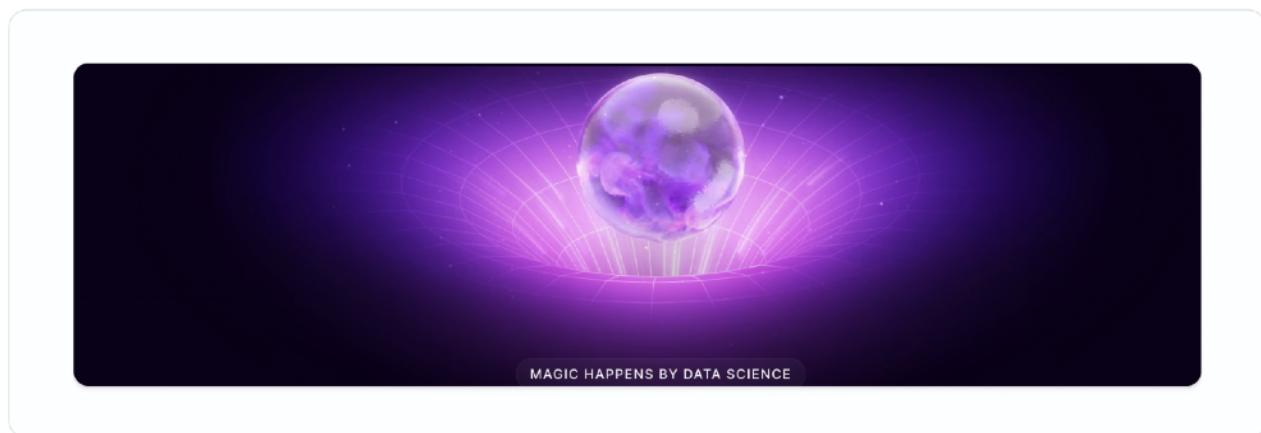
b. Primary Button (Animated with Dynamic Border)

Wope Design features primary buttons that go beyond standard design. The dynamic border effect adds an element of interactivity, making the button visually appealing and encouraging user interaction.



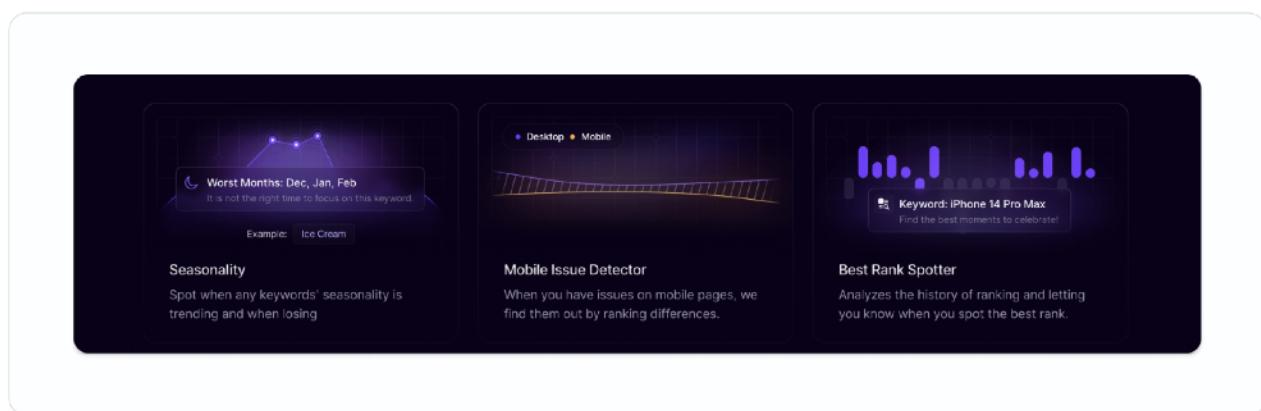
c. Paths with Gradients (3D Elements)

Paths with gradients in the design introduce a captivating 3D effect. These paths are beautifully designed with undefined shapes and gradients, creating a sense of depth and visual intrigue. The 3D elements add a layer of sophistication to the design, enhancing the overall user experience.



d. Cards (Images, Colored Elements, and Shadows)

The cards within Wope Design are visually appealing and well-structured. Colored elements within the cards create a visually pleasing contrast, making key information stand out. The strategic use of shadows adds depth and differentiation, creating a sense of hierarchy and making the content more scannable.



e. Tables (Well-Structured Information)

The design showcases tables that effectively present well-structured information. Well-structured tables improve data accessibility, ensuring that users can quickly find the information they need.

Keyword	Volume	Position	Change	Visibility	Traffic	Opportunity	Traffic Share	Insights	S. F.
playstation 5	3,4M	11	+6	52%	123.4K	12.3%	12.3%	Q. 4	
kindle	450K	8	+6	62%	123.4K	12.3%	12.3%	Q. 4	
oculus quest 2	1,5M	32	+6	24%	123.4K	12.3%	12.3%	Q. 4	
nintendo switch	2,7M	4	+6	96%	123.4K	12.3%	12.3%	Q. 4	
converse	2,2M	242	+6	37%	123.4K	12.3%	12.3%	Q. 4	
apple watch	1,5M	321	+6	46%	123.4K	12.3%	12.3%	Q. 4	

ROWS 123 KEYWORD 123 VOLUME 234.5K TRAFFIC SHARE 78%

Genius mode for choosing whatever you want

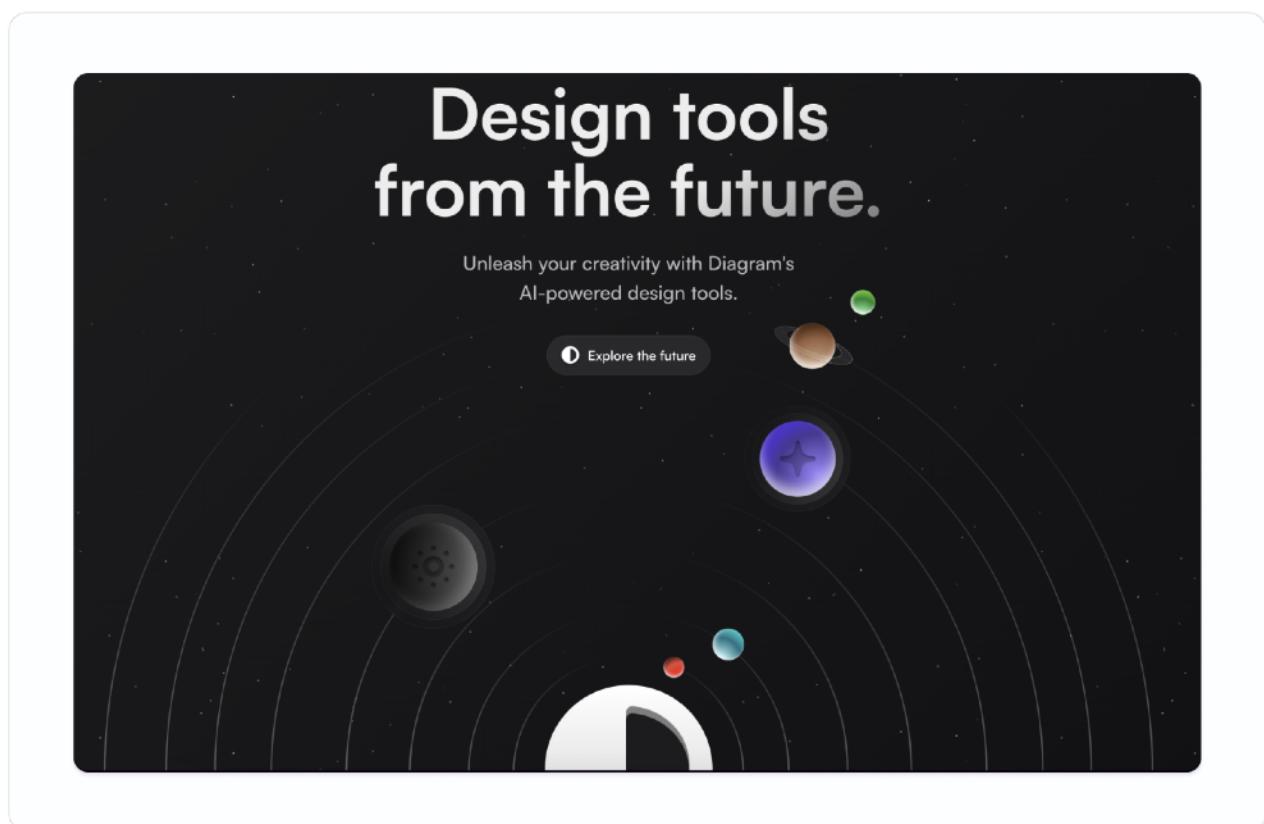
The keyword selection engine can be fully customized by advanced users.

4. Diagram - diagram.com

Diagram is a platform where the future of design takes shape. Their mission is to provide innovative solutions that inspire and transform the world of design.

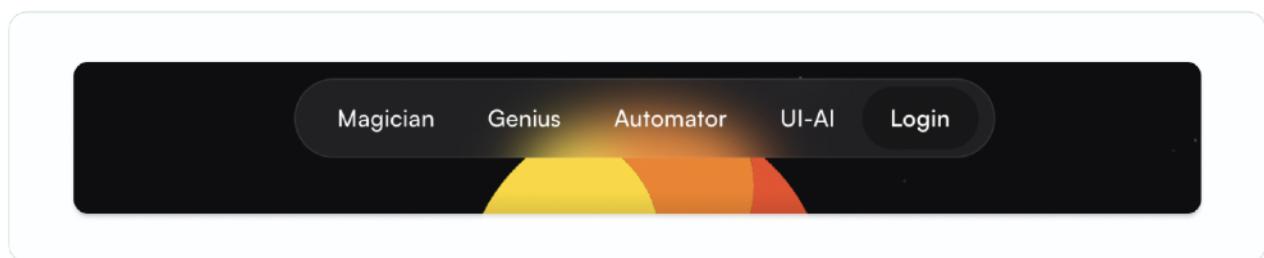
a. Hero with Animation

The hero section in the Diagram Design presents a captivating animation. The centerpiece of this hero section is a logo positioned at the center, creating a strong focal point.



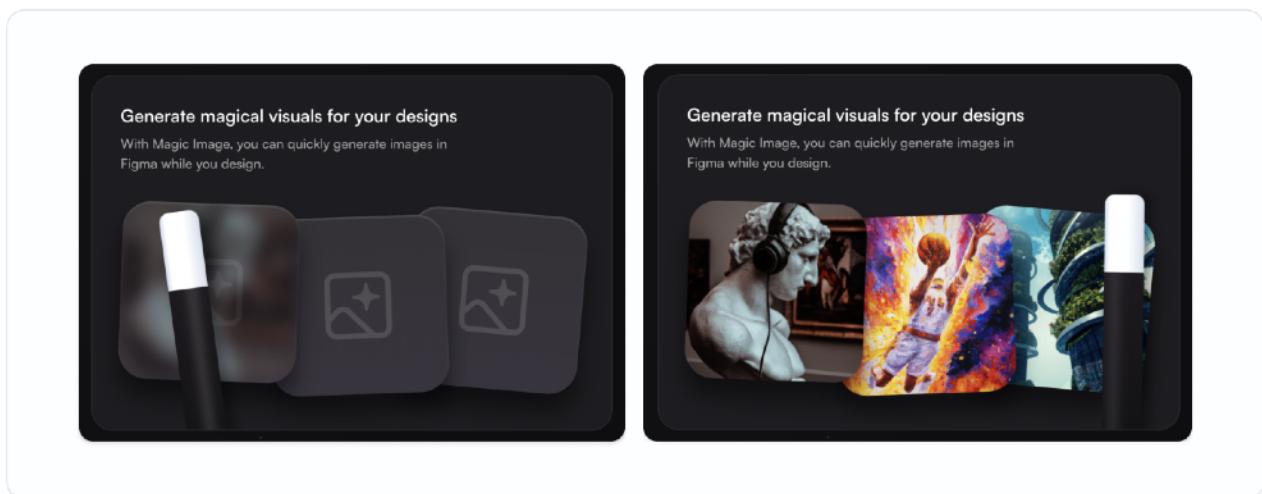
b. Blur Effect

In a dark mode design, this effect contributes to a sleek and modern aesthetic while enhancing readability and user engagement.



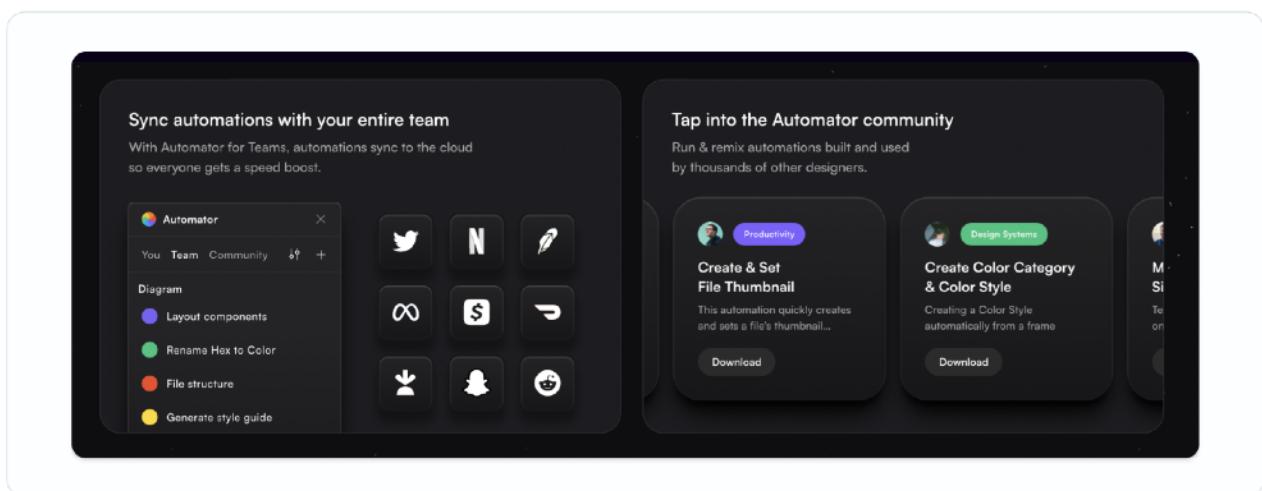
c. Card with Interactive Elements

On hover, elements integrated into the cards change shape and appearance, adding an element of interactivity and engagement. The transition from empty elements to being filled with content on hover enhances the user's understanding and experience.



d. Shadows

Being a dark mode design, Diagram places a significant emphasis on shadows to create a layered and immersive experience. In a dark mode interface, shadows are essential for creating depth and contrast, making the design visually striking and user-friendly.



Thank You!

Dear Reader,

We sincerely appreciate you taking the time to dive into the world of UI/UX with us. Our hope is that this book has offered valuable insights and tools to empower your web design journey. Stay connected and let's continue the conversation!

Elisa Paduraru:

[Linkedin](#)

[Twitter](#)

Creative Tim:

Email: hello@creative-tim.com

Website: creative-tim.com

TikTok: tiktok.com/@creative.tim

Instagram: instagram.com/creativetimofficial

Youtube: youtube.com/@creativetimofficial

Facebook: facebook.com/CreativeTim

Twitter: twitter.com/CreativeTim

Github: github.com/creativetimofficial

Your feedback is invaluable. Feel free to reach out and share your thoughts - use our special Discord Channel, here.

Thank you once again for your time and commitment. Here's to creating intuitive, impactful designs!

Warm regards,

Elisa Paduraru

UI/UX Designer at Creative Tim

PART VIII

End Credits

1. Bibliography

Articles

1. Alexandru Paduraru; 12.07.2021, “*UI/UX Design Guide: What are Designers, and How Are They Different Than UX Designers?*”; [<https://www.freecodecamp.org/news/ui-ux-design-guide/>].
2. Anthony; 17.08.2011, “*Why Rounded Corners Are Easier on The Eyes*”; [<https://uxmovement.com/thinking/why-rounded-corners-are-easier-on-the-eyes/>].
3. Anthony; 08.05.2018, “*Why You Should Never Use Pure Black For Text or Backgrounds*”; [<https://uxmovement.com/content/why-you-should-never-use-pure-black-for-text-or-backgrounds/>].
4. Donald Arthur Norman, Austin Henderson, Jim Miller; 07.05.1995, “*What You See, Some of What's in the Future, And Now We Go About Doing It: HI at Apple Computer*”; Chi'95 Mosaic of Creativity - [https://www.researchgate.net/publication/202165701_What_You_See_Some_of_What%27s_in_the_Future_And_How_We_Go_About_Doing_It_HI_at_Apple_Computer].
5. Harris Eisenberg; 15.08.2014, “*Human Process Visual Data Better*”; [<https://www.t-sciences.com/news/humans-process-visual-data-better>].
6. Monica Galvan; , “*How to use a grid in web design*”; [<https://www.flux-academy.com/blog/how-to-use-a-grid-in-web-design>].
7. Shane P Williams; 12.07.2019, “*Building a design system - where to start?*”; [<https://uxdesign.cc/building-a-design-system-where-to-start-part-4-typography-5065b8d360c>].
8. Tarsa Bakusevych; 07.04.2020, “*Button Design - UI component series*”; [<https://uxdesign.cc/button-design-user-interface-components-series-85243b6736c7>].
9. Tupik; 08.02.2019, “*User Experience:10 Big Reasons to Apply Illustrations in UI Design*”; [<https://uxplanet.org/user-experience-10-big-reasons-to-apply-illustrations-in-ui-design-196aab6185c2>].

End Credits

10. FontFabric 2020, “*The Hidden Story of Gutenberg’s First Typeface and Bible Typography*”; [<https://www.fontfabric.com/blog/gutenberg-first-typeface-original-bible-typography-used>].
11. Interaction Design Foundation - IxDF. (2016, June 1). What is Mobile User Experience (UX) Design?. Interaction Design Foundation - IxDF. <https://www.interaction-design.org/literature/topics/mobile-ux-design>

Wikipedia

12. https://en.wikipedia.org/wiki/Adobe_Photoshop
13. https://en.wikipedia.org/wiki/List_of_websites Founded_before_1995
14. https://en.wikipedia.org/wiki/Adobe_XD
15. https://en.wikipedia.org/wiki/Rule_of_thirds
16. https://en.wikipedia.org/wiki/Karl_Gerstner
17. https://en.wikipedia.org/wiki/Milton_Glaser
18. https://en.wikipedia.org/wiki/Bass_Brewery
19. https://en.wikipedia.org/wiki/Charles_Eames
20. https://en.wikipedia.org/wiki/Rosetta_Stone
21. https://en.wikipedia.org/wiki/Paul_Rand
22. https://en.wikipedia.org/wiki/Steve_Jobs
23. [https://en.wikipedia.org/wiki/Stripe_\(company\)](https://en.wikipedia.org/wiki/Stripe_(company))
24. https://en.wikipedia.org/wiki/Don_Norman

Official Sites

25. <https://www.creative-tim.com/>
26. <https://developer.apple.com/app-store/marketing/guidelines/>
27. <https://about.instagram.com/>
28. <https://material.io/design/environment/elevation.html>
29. <https://www.canva.com/colors/color-wheel/>
30. <https://iradesign.io/>

Icons 3D

1. <https://kukla-kit.wannathis.one/>
2. <https://www.figma.com/community/file/1024290918360383160/3d-icons>

Texts:

<http://www.kanye-ipsum.com>

Images

1. Şafak, A.(2019). Life imitates art. (The Sculpture of Farnese Hercules). Unsplash
<https://unsplash.com/photos/naked-man-concrete-statue-9Z-SgyNBlhU>
2. Jane, P. (2020). Street style photoshoot. Unsplash
<https://unsplash.com/photos/a-woman-in-a-black-top-leaning-against-a-wall-XLCP4bF8Fds>
3. Prince, A. (2018). Times i personally relived in the moment. Unsplash
<https://unsplash.com/photos/selective-focus-photo-of-man-holding-camera-with-flash-GqHeaHja5m0>
4. Gioia, A. (2021). Brown wooden house on top of mountain. Unsplash
<https://unsplash.com/photos/brown-wooden-house-on-top-of-mountain-qPQa6DuAr00>
5. Mateo, F. (2019). PURO Hotel Krakow. Unsplash
https://unsplash.com/photos/black-metal-framed-beige-padded-sofa-set-inside-room-XTc538P_eWk
6. Josh, S. (2017). Arches National Park, Utah during daytime. Unsplash
<https://unsplash.com/photos/arches-national-park-utah-during-daytime-Aydu-0d4Iwc>
7. Rita, O. (2018). Without Title. Unsplash
<https://unsplash.com/photos/close-up-photo-of-purple-orchid-flower-eH5gAM2X2wQ>

End Credits

8. Cody, F. (2021). purple crocus flower in bloom close up photo. Unsplash
<https://unsplash.com/photos/purple-crocus-flower-in-bloom-close-up-photo-lWJeGCgVbYI>
9. Sebastian, P. (2018). Island split. Unsplash
<https://unsplash.com/photos/green-leaved-trees-surrounded-by-body-of-water-during-daytime-Sb7x-pgnsWI>
10. Aarn, G. (2021). Without Title. Unsplash
<https://unsplash.com/photos/green-and-black-humming-bird-eLC1Bd3PLu4>
11. Nicolas, J. (2018). landscape photo of Aurora lights. Unsplash
https://unsplash.com/photos/landscape-photo-of-aurora-lights-va_nrBLonf8
12. Sandra, S. (2019). silhouette of mountain at nighttime. Unsplash
<https://unsplash.com/photos/silhouette-of-mountain-at-nighttime-6d1nbaTdd5k>
13. Zetong, L. (2019). four orange jellyfish. Unsplash
<https://unsplash.com/photos/four-orange-jellyfish-NAP14GEjvh8>
14. Linh, L. (2020). Ceramic vase with purple flowers. Unsplash
<https://unsplash.com/photos/black-and-purple-flower-on-black-ceramic-vase-RCbvuluV6iw>
15. Paul, H. (2017). Without Title. Unsplash
<https://unsplash.com/photos/green-hanging-potted-plant-near-glass-window-at-daytime-9GpqKTaw4Y4>
16. Linh, L. (2020). Minimal wooden vase with greenery decoration. Unsplash
<https://unsplash.com/photos/green-plant-on-brown-wooden-pot-giP0e750Dr8>
17. Linh, L. (2020). wooden vases with foliage. Unsplash
<https://unsplash.com/photos/green-leaves-on-brown-wooden-plank-VHX-eIns4Wo>
18. Linh, L. (2020). Banana leaf plant - Home decor. Unsplash
<https://unsplash.com/photos/green-plant-on-white-ceramic-vase-FYgnwFMZBM0>

End Credits

19. Linh, L. (2020). fern on a wooden vase. Unsplash
<https://unsplash.com/photos/brown-wooden-stand-on-white-table-hvsCpI3rneg>
20. Linh, L. (2020). Green foliage with wooden vases home decor piece. Unsplash
<https://unsplash.com/photos/green-plant-on-brown-wooden-vase-Ebwp2-6BG8E>
21. Rodion, K. (2021). Cylinder shaped podiums or pedestals for products or advertising on beige background, minimal 3d illustration render. Unsplash
<https://unsplash.com/photos/white-paper-roll-on-white-table-6W8H4puOJB0>
22. Jeffery, E. (2020). Without Title. Unsplash
<https://unsplash.com/photos/woman-in-white-and-red-shirt-vp9mRauo68c>
23. Philipp, P. (2018). Your Majesty, the King of Teutoburg Forest! . Unsplash
<https://unsplash.com/photos/brown-deer-under-tree-iQRKBNKyRpo>
24. Brooke, C. (2019). Without Title. Unsplash
<https://unsplash.com/photos/long-coated-brown-dog-Ntm4C2lCWxQ>
25. Francesca, G. (2019). Without Title. Unsplash
<https://unsplash.com/photos/brown-wooden-shelf-vwZo1zAYPws>
26. Enecta Cannabis extracts. (2019). person holding dropper. Unsplash
<https://unsplash.com/photos/person-holding-dropper-80wCkpt-IKE>
27. Priscilla, P. (2019). green plants on white wooden shelf. Unsplash
<https://unsplash.com/photos/green-plants-on-white-wooden-shelf-Wl3aWHbO47k>
28. NOEM (2023). a group of antelope standing in the desert. Unsplash
<https://unsplash.com/photos/a-group-of-antelope-standing-in-the-desert-i60yUhfWeYI>
29. Kadarius, S. (2020). clear glass bottle on white wooden round table. Unsplash
<https://unsplash.com/photos/clear-glass-bottle-on-white-wooden-round-table-Mxy5gokl8mE>

End Credits

30. Francesca, G. (2019). gray button-up jackets. Unsplash
<https://unsplash.com/photos/gray-button-up-jackets-qaGyNw5UJlE>
31. Austin, D. (2019). Without Title (useproof.com). Unsplash
<https://unsplash.com/photos/man-in-blue-dress-shirt-sitting-on-rolling-chair-inside-room-with-monitors-wawEfYdpkag>
32. Paul, P. (2017). Mountain near Piburger See. Unsplash
<https://unsplash.com/photos/body-of-water-near-trees-km74CLco7qs>
33. Adrien, O. (2020). Without Title. Unsplash
https://unsplash.com/photos/chandelier-inside-building-_kNEgjza0t8
34. Prudence, E. (2018). Without Title. Unsplash
<https://unsplash.com/photos/green-leafed-plant-NwBx723XaHw>
35. Erik, M. (2021). Without Title. Unsplash
<https://unsplash.com/photos/red-and-white-car-steering-wheel-1CYS4HIcrlk>
36. Tamara, B. (2017). Without Title. Unsplash
<https://unsplash.com/photos/woman-sitting-beside-dog-on-dock-at-daytime-gVWBMGJwlJM>
37. Vadim, B. (2021). Without Title. Unsplash
<https://unsplash.com/photos/a-woman-in-a-tan-jacket-and-tan-pants-QVyAUDUoIMw>
38. Christin, H. (2017). woman sitting on bench white using MacBook Pro. Unsplash
<https://unsplash.com/photos/woman-sitting-on-bench-white-using-macbook-pro-OQ2OjujcP9o>
39. IraDesign
<https://iradesign.io/gallery/illustrations>

End Credits

40. IraDesign

<https://iradesign.io/gallery/illustrations>

41. Fuu, J. (2021). orange blue and white cat painting. Unsplash

<https://unsplash.com/photos/orange-blue-and-white-cat-painting-6L4jcwgDNNE>

42. Boston Public Library. (2020). cars parked beside brown building during daytime. Unsplash

<https://unsplash.com/photos/cars-parked-beside-brown-building-during-daytime-fcyB3TjwAOo>

43. Library of Congress. (2020). Washington, D.C. - Braniff International Airways.

Unsplash

https://unsplash.com/photos/washington-dc-braniff-international-airways-tqpsi_BPfCI

44. 45. 46. 47. IraDesign

<https://iradesign.io/gallery/illustrations>

48. Creative Headline. (2019). Without Title. Unsplash

https://unsplash.com/photos/pink-leahter-long-wallet-UiM5WNmE_Qw

49. Mikita, K. (2018). person standing on rock formation surrounded by body of water. Unsplash

<https://unsplash.com/photos/person-standing-on-rock-formation-surrounded-by-body-of-water-mMzVTy2V1Do>

50. Geoffrey, L. (2018). Without Title. Unsplash

<https://unsplash.com/photos/boat-on-body-of-water-near-mountains-r-nJDGpjRic>

51. Maher, A. (2016). Without Title. Unsplash

<https://unsplash.com/photos/three-white-teepee-tents-under-starry-sky-vBK7wUWczxk>

52. Jason, G. (2019). Without Title. Unsplash

End Credits

<https://unsplash.com/photos/man-standing-behind-flat-screen-computer-monitor-bzqU01v-G54>

53. Nathan, A. (2016). Without Title. Unsplash

<https://unsplash.com/photos/the-night-sky-over-a-snowy-mountain-range-iYO-EGosrCo>

54. Senning, L. (2020). Without Title. Unsplash

<https://unsplash.com/photos/silhouette-of-trees-during-sunset-zE-DwE3Ysf>

55. Jack, F. (2018). Crosswalk on Santa Monica boulevard. Unsplash

<https://unsplash.com/photos/poeple-crossing-the-street-aEkk0KxvPpg>

56. Dylan, R ARCHITECTURE (2020). Without Title. Unsplash

<https://unsplash.com/photos/brown-and-white-wooden-house-near-green-trees-during-daytime-2gDwlIim3Uw>

57. Dirty, S. (2019). Without Title. Unsplash

<https://unsplash.com/photos/trees-near-white-concrete-building-JVRPGBnCL2s>

58. Ferdinand, A. (2021). Without Title. Unsplash

<https://unsplash.com/photos/swimming-pool-near-green-trees-during-daytime-oUdt2BJrLJE>

59. Dylan, R ARCHITECTURE (2020). Without Title. Unsplash

<https://unsplash.com/photos/brown-and-white-concrete-building-near-green-trees-during-daytime-GGupkreKwxA>

60. LYCS Architecture (2018). Without Title. Unsplash

<https://unsplash.com/photos/inside-bar-photo-baxEyU9FL7g>

61. Dylan, R ARCHITECTURE (2020). Without Title. Unsplash

<https://unsplash.com/photos/brown-tree-near-white-concrete-building-Cn87TISYij8>

62. Avi, R. (2020). Without Title. Unsplash

End Credits

https://unsplash.com/photos/man-in-white-and-blue-crew-neck-t-shirt-wearing-black-sunglasses-PfUH_AuFE_0

63. Martin, A. (2018). A View in AD. Unsplash

<https://unsplash.com/photos/body-of-water-beside-building-QmVp8x13Tcg>

64. Good Faces. (2021). man in white robe using laptop computer. Unsplash

<https://unsplash.com/photos/man-in-white-robe-using-laptop-computer-MUAjN1w9lUA>

65. Cara, F. (2017). Cabin in the Woods. Unsplash

<https://unsplash.com/photos/wooden-house-with-hammock-attached-on-tree-BeHRkALwXIw>

66. Andreas, G. (2017). Blue lake and green shore. Unsplash

<https://unsplash.com/photos/birds-eye-view-photography-of-trees-and-body-of-water-mawU2PoJWfU>

67. Ian, D. (2018). just me, being me. Unsplash

<https://unsplash.com/photos/man-standing-near-white-wall-d1UPkiFd04A>

68. Tamara, B. (2016). Without Title. Unsplash

<https://unsplash.com/photos/woman-in-white-short-shorts-looking-on-rocks-while-putting-her-hand-in-pocket-pONwcn4IcVU>

69. Aman, S. (2023). Without Title. Unsplash

<https://unsplash.com/photos/a-man-in-a-white-shirt-is-posing-for-a-picture-xVUF1ulEvw>

70. Joel, M. (2019). Without Title. Unsplash

<https://unsplash.com/photos/woman-wearing-floral-dress-at-the-street-kvxohKMEWbE>

71. Jake, N. (2020). woman in white crew neck shirt smiling. Unsplash

<https://unsplash.com/photos/woman-in-white-crew-neck-shirt-smiling-IF9TK5Uy-KI>

End Credits

72. iamninoslav (2021). Without Title. Unsplash

<https://unsplash.com/photos/man-in-white-crew-neck-shirt-wearing-black-framed-eyeglasses-1GeUr4mUPcI>

73. Felipe, B. (2019). Without Title. Unsplash

<https://unsplash.com/photos/woman-sniffing-red-rose-flower-VU6zopZ7wkw>

74. Raamin, K. (2020). persian girl. Unsplash

<https://unsplash.com/photos/woman-in-black-long-sleeve-shirt-and-black-hat-0qJBEzudn5E>

75. Jessica, R. (2018). Without Title. Unsplash

<https://unsplash.com/photos/man-wearing-lacoste-zip-up-hooded-top-D6t70k8F28w>

76. Andrew, K. (2022). background pattern. Unsplash

<https://unsplash.com/photos/background-pattern-Cc0VTXEkdXw>

77. Spacejoy (2021). Without Title. Unsplash

https://unsplash.com/photos/a-living-room-filled-with-furniture-and-a-mirror-c0JoR_-2x3E