



UI/UX Design for Developer

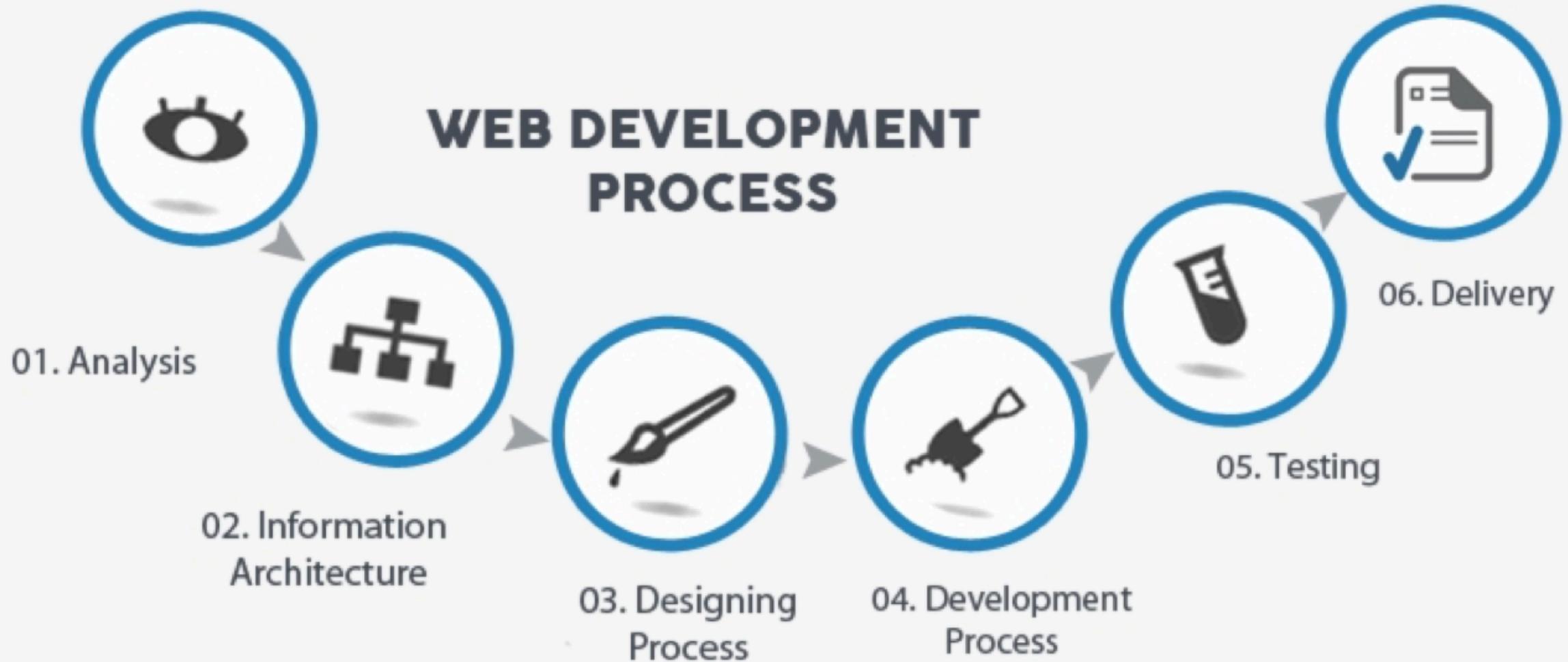
Web UI/UX Design

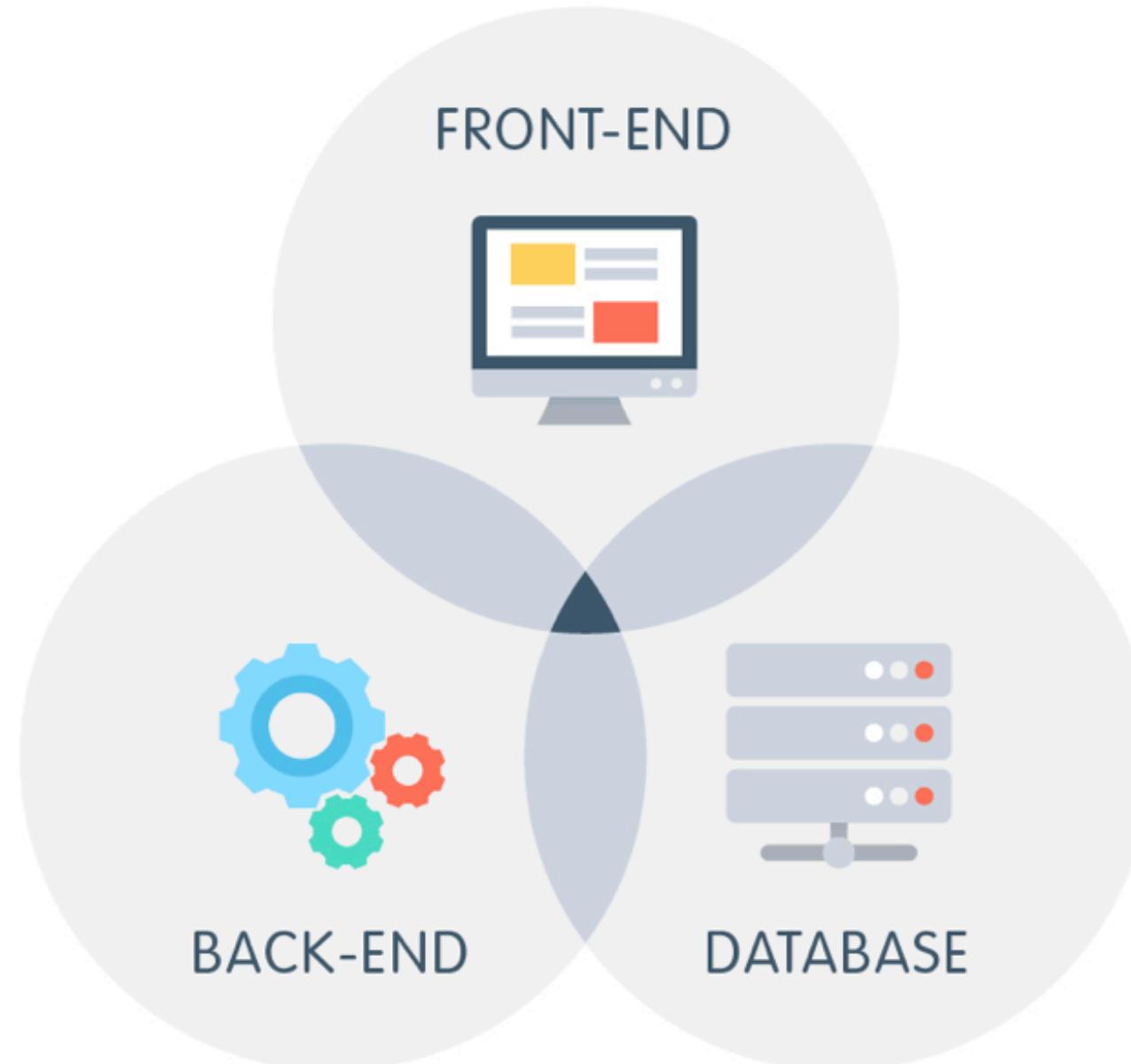
Session 2

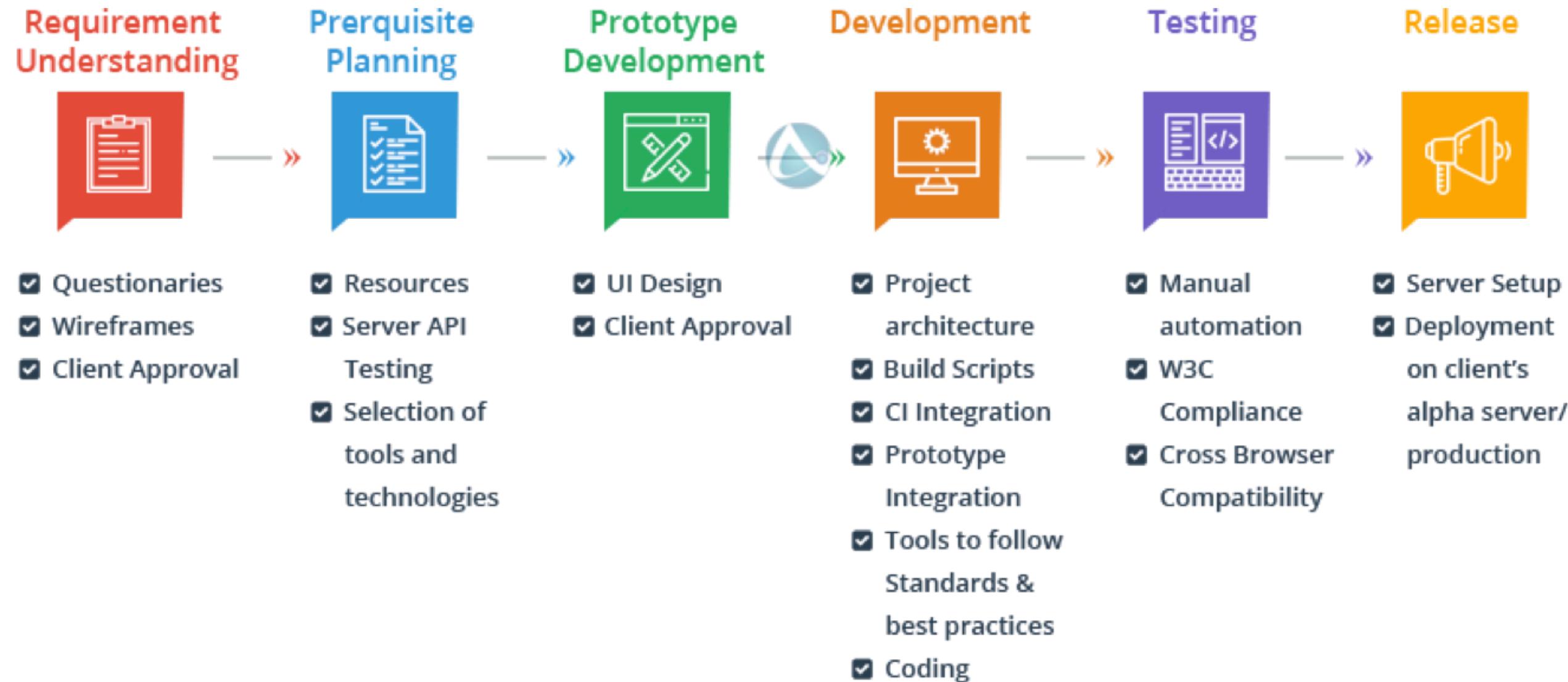
- Introduction to Web development
- Web Front-End development
- Web UI design
- Color theory in Web design
- Using font in Web design

- Web development is defined as the work process that goes into creating and managing a website either for the World Wide Web, or for a private network/intranet.
- The work that goes into it can vary in magnitude, from being simple and straight forward to being a multi-faceted venture of combining a complicated mixture of various web-based internet applications and social network services.

- Main tasks in web development:
 - Web designing
 - Client-side/server-side scripting
 - E-commerce development
 - Web server
 - Network security configuration
 - Web content development

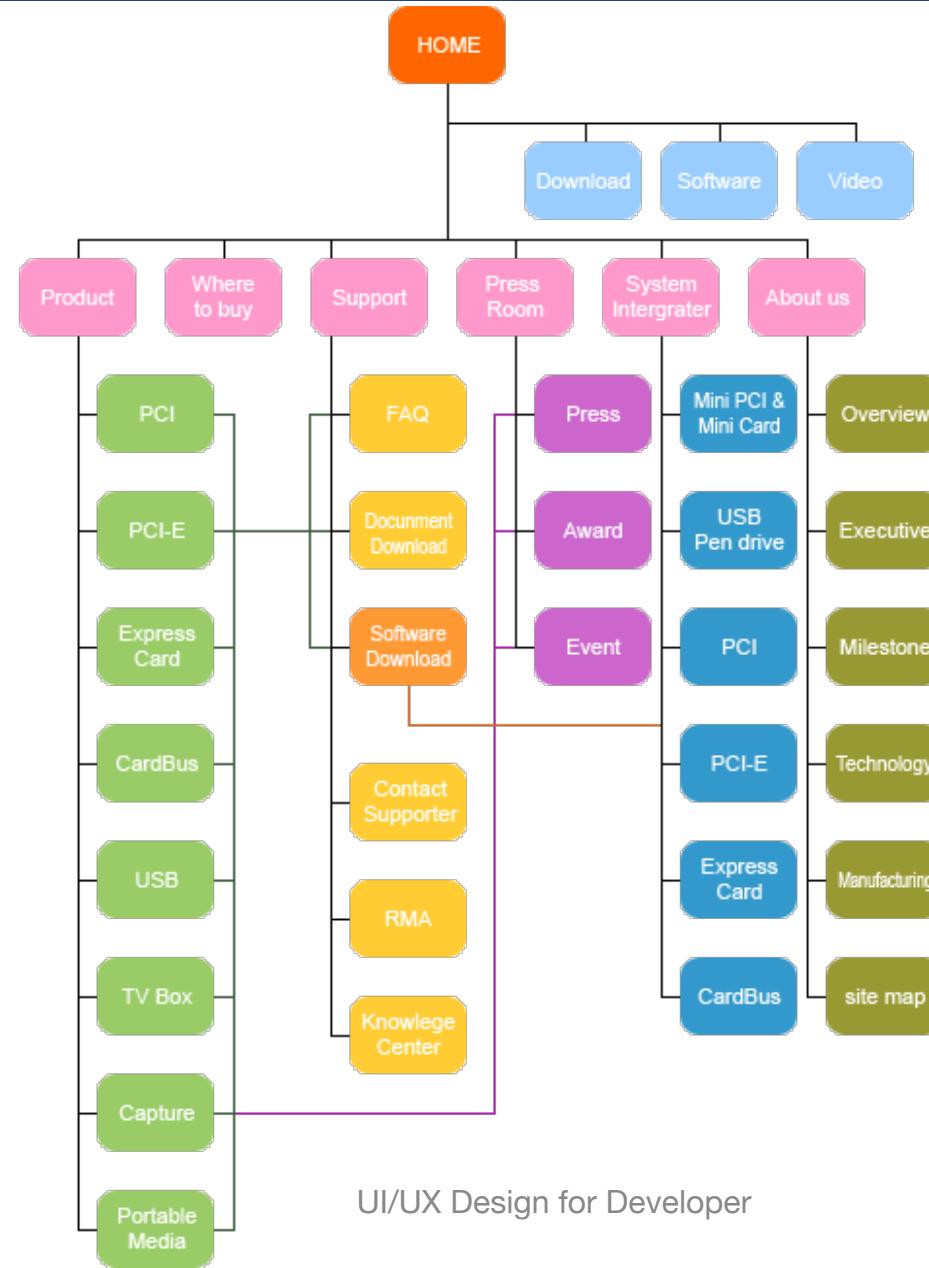




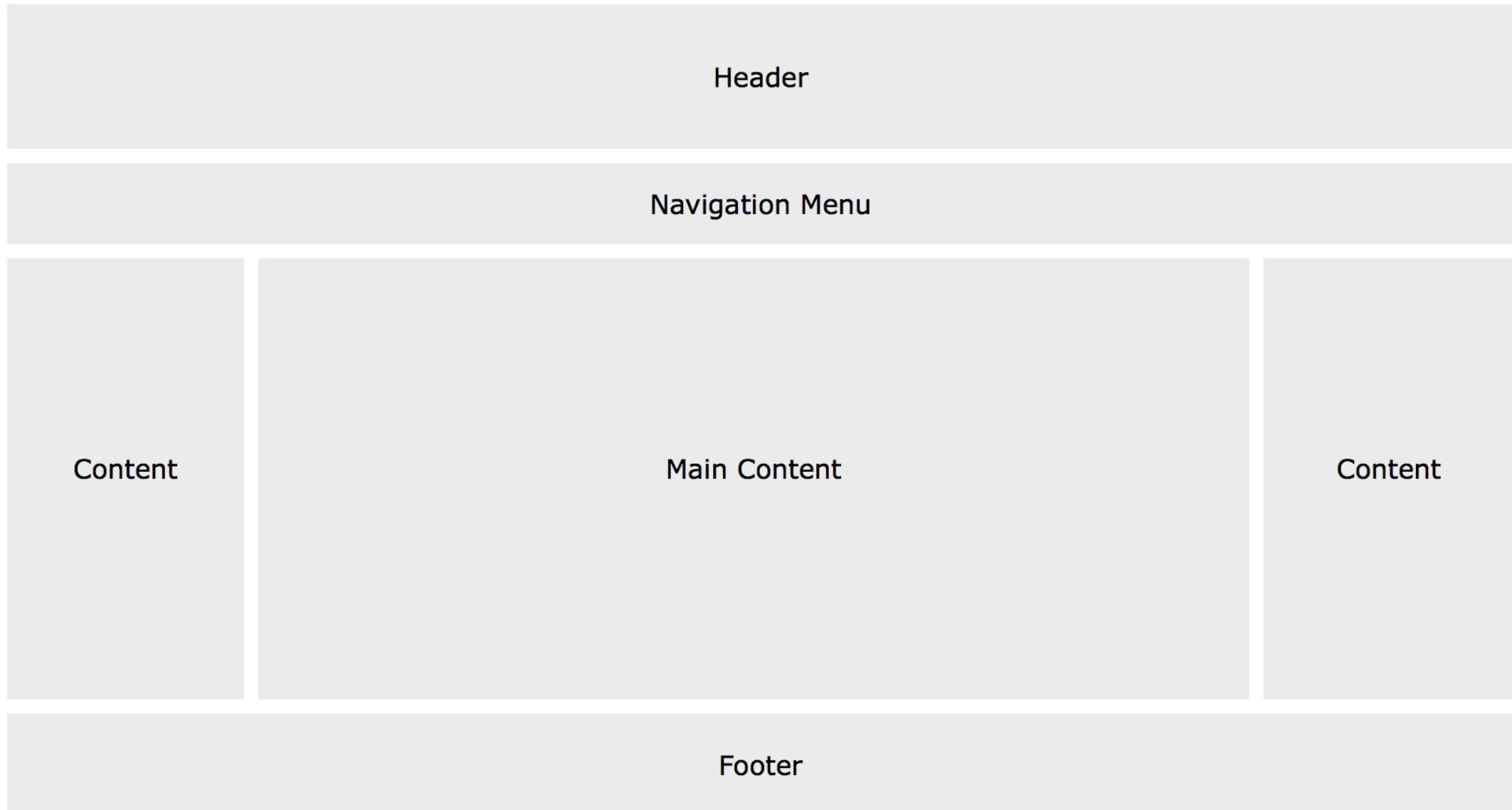


- Site maps
- Web layout
- Grid system
- Web template
- Web UI elements
- Responsive web design

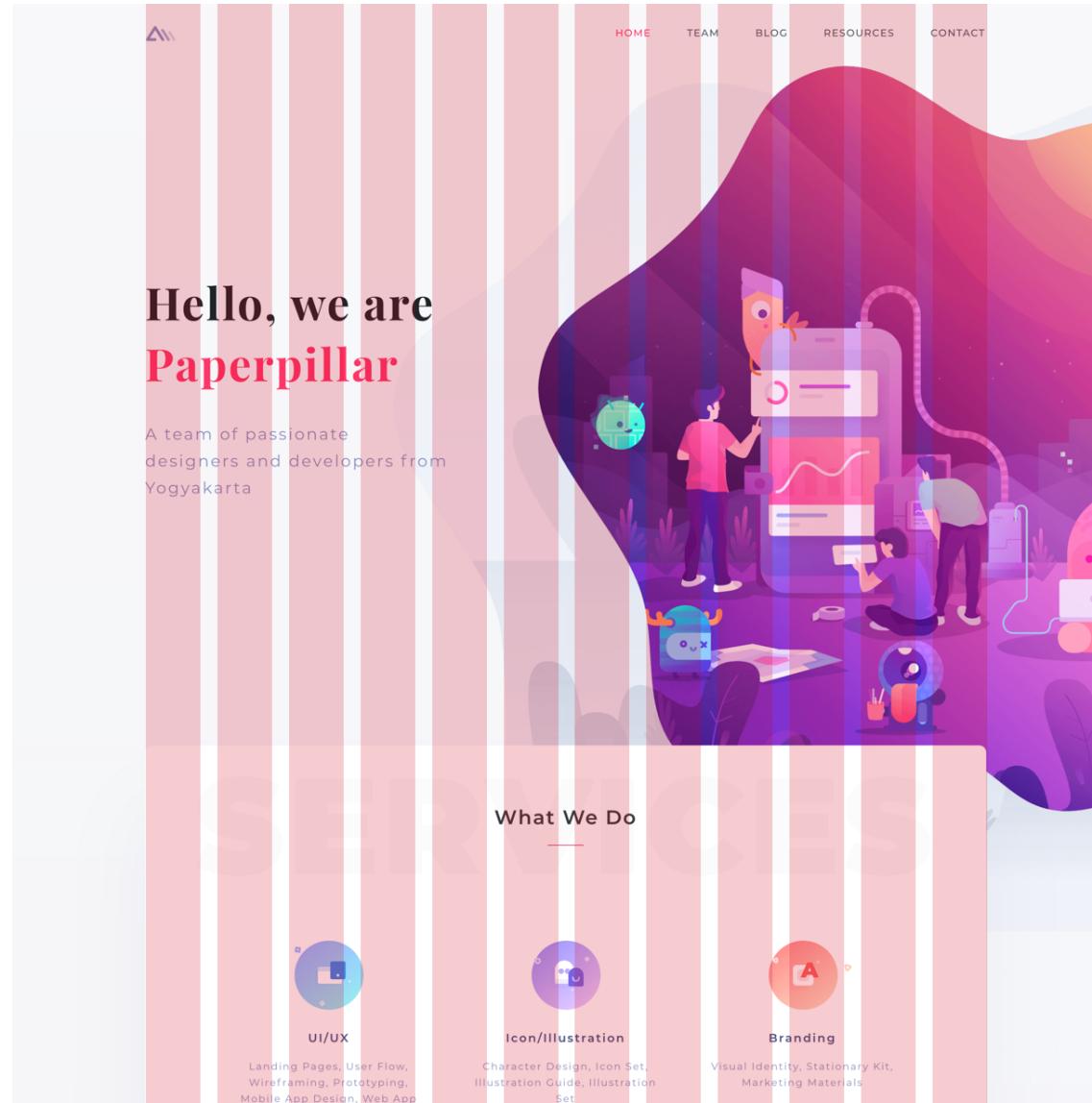
- A site map (or sitemap) is a list of pages of a web site.
- There are three primary kinds of site map:
 - Site maps used during the planning of a Web site by its designers.
 - Human-visible listings, typically hierarchical, of the pages on a site.
 - Structured listings intended for web crawlers such as search engines.



- A website layout is a pattern (or framework) that defines a website's structure. It has the role of structuring the information present on a site both for the website's owner and for users.
- It provides clear paths for navigation within webpages and puts the most important elements of a website front and center.



- A grid is the division of a layout with vertical and/or horizontal guidelines to incorporate margins, spaces and columns in order to provide a framework for organizing content.
- Grids are traditionally found in print work but are very applicable to web design.
- In web design, grid systems are invisible structures that collect all the elements within a web page together.
- You can use 10 and 16 column grid systems as well which have their own advantages but 12 column grids is most popular.



- A website template is a predesigned resource that shows the structure for the comprehensive layout and display features of any website.
- A Website template is provided by various suppliers to help make Web design a lot easier for designers.
- A website template is also known as a Web page template or page template.



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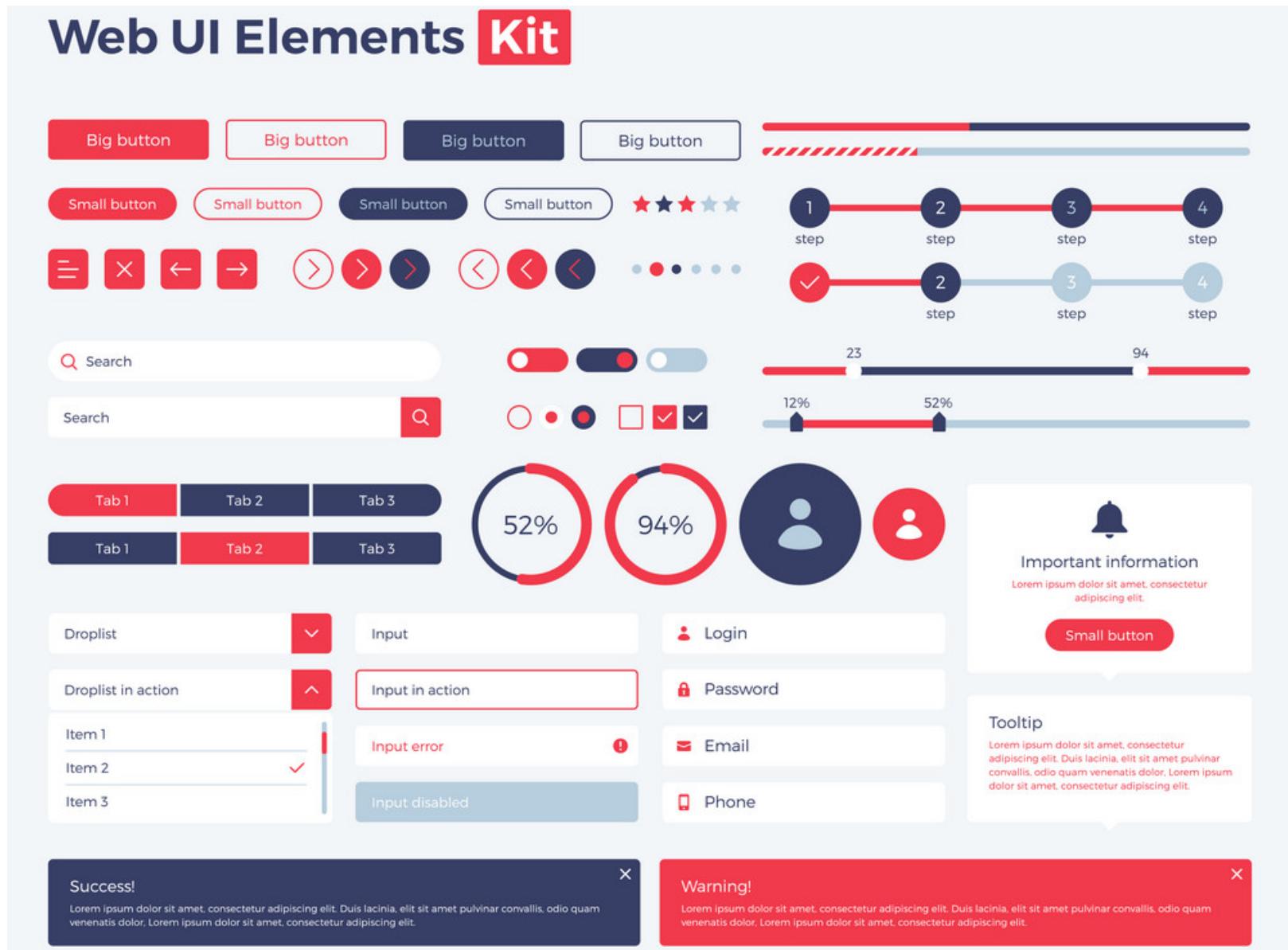
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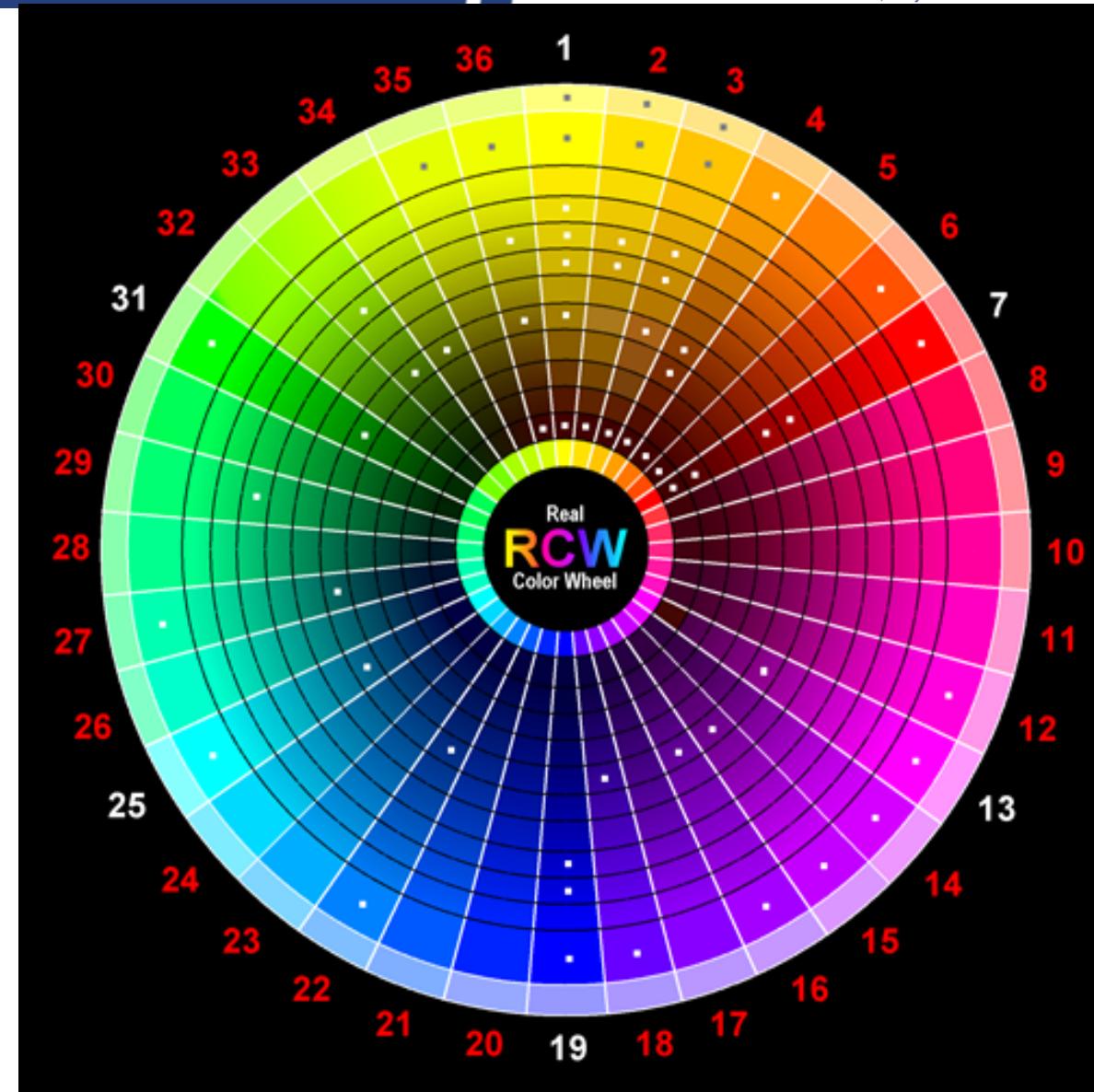
- Responsive Web Design is about using HTML and CSS to automatically resize, hide, shrink, or enlarge, a website, to make it look good on all devices (desktops, tablets, and phones).
- A responsive web design will automatically adjust for different screen sizes and viewports.



- Contrast
- Vibrancy
- Color Scheme

Contrast

- Every shade of color has a set opposite - an “arch-nemesis” whose contrast is far greater than any other color.
- You can use the color wheel below to find each specific color’s opposite. Simply locate the color on the opposite end of the circle.



- Each color evokes specific moods: the brighter warm colors (red, orange, yellow) tend to energize a user and make them more alert, while darker cool shades (green, blue, purple) tend to be more relaxing and tranquil.
- CNN uses a red banner in their top navigation to heighten alertness, a color decision that suits the site's breaking news content.

The screenshot shows the CNN homepage with a prominent red header bar. At the top left is the CNN logo. To its right, the text "SET EDITION: U.S. | INTERNATIONAL | MEXICO | ARABIC" and "TV: CNN | CNN en Español | HLN" are displayed. On the far right of the header are "Sign up | Log in", a search bar with a "SEARCH" button, and the text "POWERED BY Google". Below the header is a navigation menu with links to Home, TV & Video, U.S., World, Politics, Justice, Entertainment, Tech, Health, Living, Travel, Opinion, iReport, Money, and Sports.

The main content area features a large advertisement for Canon cameras. It shows various Canon equipment like cameras, lenses, and monitors, all connected by a network of red circles representing hotspots. The text "THERE'S MORE TO THE IMAGE THAN ANYONE THOUGHT POSSIBLE." is displayed above a "CLICK THE HOTSPOTS TO LEARN MORE" button. The Canon logo and "SEE IMPOSSIBLE" slogan are at the bottom left of the ad.

Below the ad, the text "updated 8:08 PM EDT, Wed October 22, 2014" and "Make CNN Your Homepage" are visible. A "EDITOR'S CHOICE" section lists stories: Ottawa shooting, ISIS, UNC academic fraud, Ebola, Mysterious hero, Moana, Florida secession, and Football coach fired.

A "BREAKING NEWS" banner at the top of the main article reads: "Canada IDs suspected shooter". The main headline below it is "Michael Zehaf-Bibeau was killed in rampage". To the left of the headline is a photo of a Canadian soldier holding a rifle. A "Click to play" button is overlaid on the photo. To the right of the headline is a summary of the story: "2 shooting locations in Ottawa", "Soldier killed is Cpl. Nathan Cirillo", "Official lauded for shooting gunman", "U.S. monitors, tracks developments", and links to "Live blog | Photos | Witness accounts".

On the right side of the page, there is another Canon advertisement for a camera, with the text "THERE'S MORE TO THE IMAGE THAN ANYONE THOUGHT POSSIBLE.", a "CLICK TO EXPLORE" button, and the Canon logo. Below this is a "WATCH NOW" section featuring a thumbnail for "MIKE ROWE [NEW SHOW] SOMEBODY'S GOTTA DO IT TONIGHT 9/8c".

- Promotes: *power, importance, youth*
- The most stimulating color, red is so energizing it has been used to increase blood circulation.
- Representing passion and power, red is the color that will attract the most attention, which is why it is commonly used for warnings and important notices.

- Red is very appropriate for the No Way NSA website, whose purpose is calling alarm to a perceived threat from the NSA.
- Using red in the first section of the single-page site is especially clever because it calls attention to the primary message while physiologically inducing people to “get out of the danger zone” by scrolling downwards.



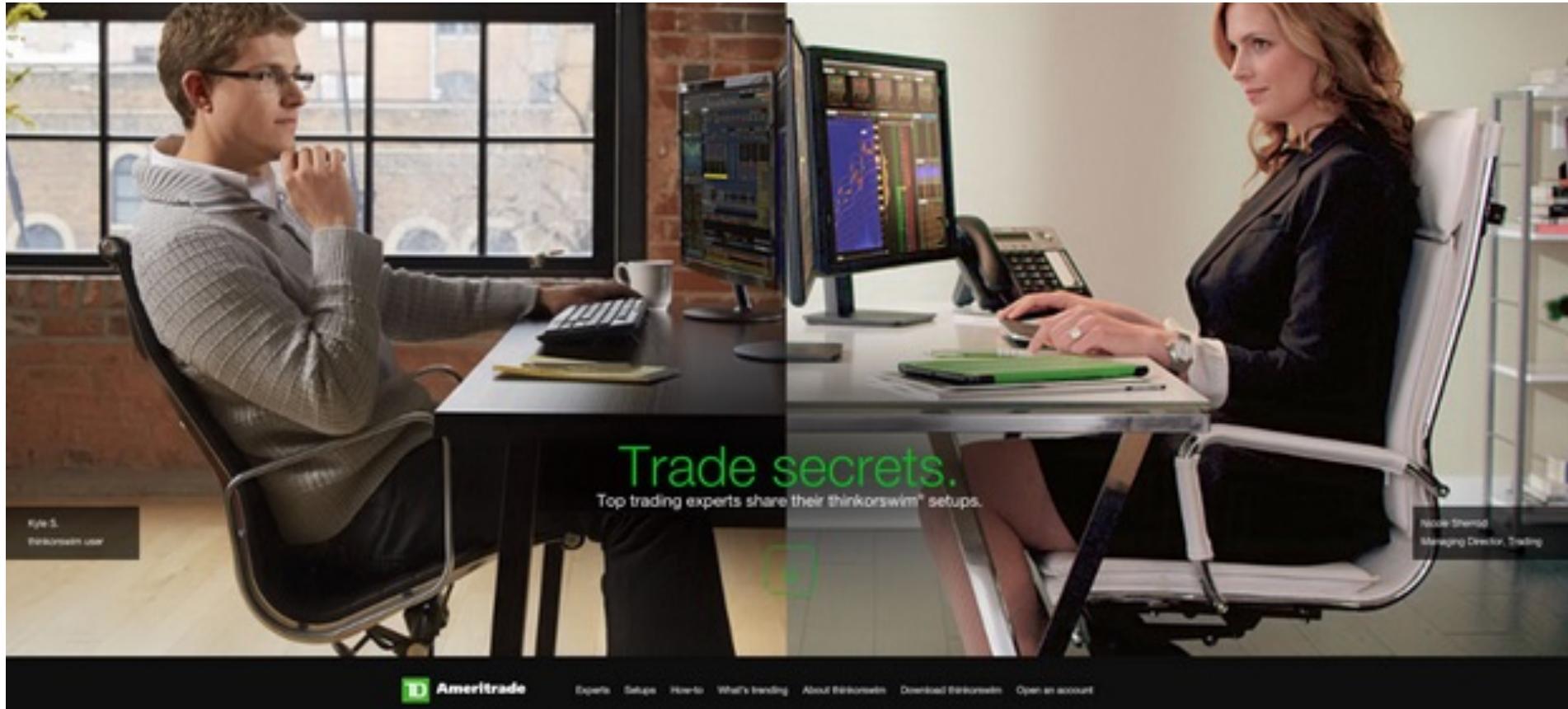
- Promotes: *friendliness, energy, uniqueness*
- As the most muted of the warm colors, orange is uniquely versatile. As a primary color it can be engaging and energizing, and as a secondary color it also retains these properties in an unobtrusive way.
- Orange also helps to create a sensation of movement and energy.

- Aside from it being part of the brand style, orange works well with Fanta's lighthearted and cartoonish site.
- The color shows creativity while retaining familiarity.



- Promotes: *growth, stability, financial themes, environmental themes*
- Green bridges the gap between warm and cool colors, though tends to be more of a cool color.
- This means green has the same relaxing effects of blue, but still retains some of the energizing qualities of yellow. As such, it creates a very balanced and stable atmosphere.

- Darker shades give off more of the money/affluence feelings which you can see with Ameritrade below.



- Promotes: *calm, safety, openness (lighter shades), reliability (darker shades)*
- Like yellow, blue's meaning varies greatly depending on the shade.
- All blues are universally relaxing and safe, but the lighter shades will seem more friendly while the darker ones seem more somber.

- Social media sites like Twitter and Facebook take advantage of light and medium shades, while corporate websites prefer dark shades' tones of strength and reliability.

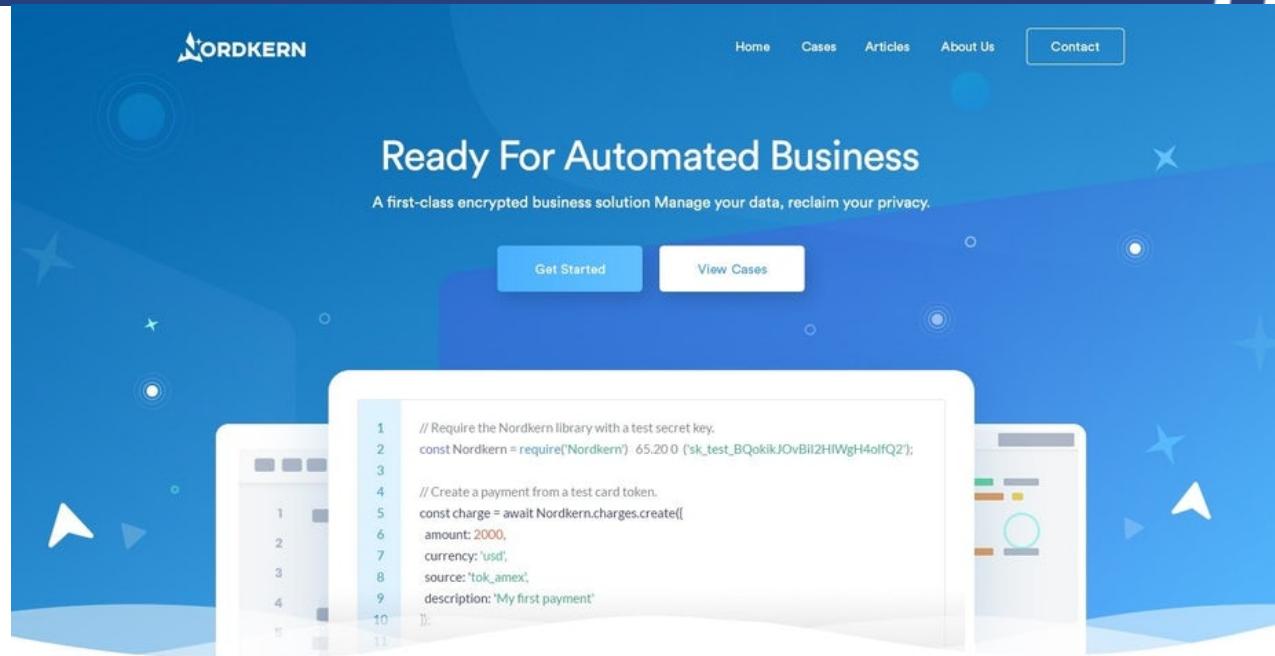


- The importance of consistency
- Matching your existing brand fonts

- Visual consistency helps the user learn the website.
- Fonts, buttons, photos, and colors are just a few of the many elements of visual consistency.
- These elements need to stay the same throughout your site. Visual consistency is lost as soon one of these elements doesn't remain consistent throughout your site.
- With consistent use of typography, font and header tags throughout your text, visitors can more quickly “learn” how to navigate through a page to get to the information they want.

- Brand guidelines will include typefaces and families, font sizes, and the hierarchy of the fonts your brand uses, so you can integrate them into your web design immediately. If not, you can use the “What The Font” feature on [Myfonts.com](https://myfonts.com) which help you identify the name of the font you’re dealing with.
- However, if your brand uses custom typography, your designer will try to find a similar looking web font to use in your web design.
- You also can use [Google Fonts](https://fonts.google.com) to match your brand typography as closely as possible.

Matching Your Existing Brand Fonts



The screenshot shows the 'Cases' section of the Nordkern website. It features a photograph of a person working at a desk with a laptop displaying the Nordkern interface. A white callout box with the Exxon logo is overlaid on the laptop screen. To the right of the image is the word 'Cases' and a brief description: 'A first-class encrypted business solution Manage your data, reclaim your privacy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque eget rutrum est.' Below this is another snippet of text: 'Nullam rhoncus hendrerit auctor facilisi. Pellentesque blandit enim aliquam, laoreet eros a, pulvinar dolor.' At the bottom right is a blue button labeled 'Who are we'.

Matching Your Existing Brand Fonts

The screenshot shows the Google Fonts website interface. At the top, there's a navigation bar with links for DIRECTORY, FEATURED, ABOUT, and a user icon. A search bar is on the right. Below the header, it says "Viewing 720 of 720 font families". On the left, there's a sidebar with categories like Serif, Sans Serif, Display, Handwriting, and Monospace, all checked. It also has sections for Sorting (Trending), Language (All Languages), Total Styles, Thickness, and Slant, each with a slider. The main content area displays six font families in a grid:

- Roboto** by Christian Robertson (12 styles) - Preview: MADE IN 1985
Ocean Beach
Two Natures
- Space Mono** by Colophon (4 styles) - Preview: THE STORM
Land Trust
Cumberland
- Slabo 27px** by John Hudson (1 style) - Preview: RED FLAIR
Flying Vessel
The Spectacle
- Capriola** by Viktoriya Grabowska (1 style) - Preview: NOT AFRAID
Falling Star
Dark Purple
- Taviraj** by Cadson Demak (18 styles) - Preview: MAKE EXTRA
Three Hours
Change Date
- Yatra One** by Catherine Leigh Schmidt (1 style) - Preview: SUDDENLY
For Eternity
Flying Vessel

- Web development is defined as the work process that goes into creating and managing a website either for the World Wide Web, or for a private network/intranet.
- Web Full-Stack Development includes Front-End, Back-End and Database development.
- Web UI design: site maps, web layout, grid system, web template, UI elements and responsive web design.
- Web developers can use their fonts or Google's fonts in Web design.



Q & A



*Thank
you!*