# UI & Design
## Crash Course

le wagon

# Pierre Facq
# <span style="color:red">Driver</span> @LeWagonNantes

🐦 @lesvotres

**Bring technical skills to creative people**

# Why this workshop?

## Design for **non-Designers**

*I hired the best UX designer for my mockup.*

*I paid 1000$ for this logo.*
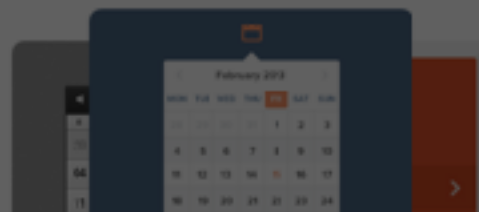
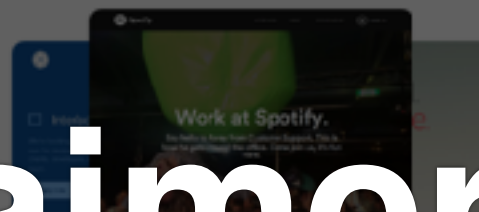*I need a web-designer for my graphical identity.*

# This is

# Disclaimer

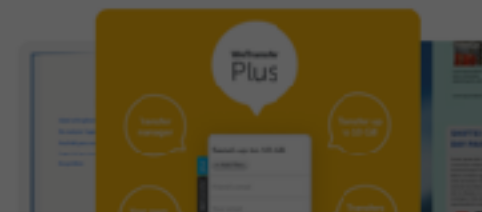## 100+ design services **every day**

# Let's check **Design collections**

# Roadmap

1) Find inspiration
2) Find assets
3) Design rules of thumb
4) Sketch demo

# 1) Inspiration

We are not born designers,
We just ~~copy/paste~~ **find inspiration**

# **W**hat are you looking for?

General inspiration

UI components examples

Website design examples

# Inspiration for **everything**

# **Challenge #1 -** Dribbble search

A **wagon or van**

A **signup form**

An **icon set**

A **free food icon set**

**. . .**

# Inspiration for **UI**

CALLTOIDEA

UI Movement

# **Challenge #2 -** CallToIdea search

A **login form**

A **footer**

A **404 page**

…

UI pre-requisite, **you must read**

**http://www.goodui.org/**

# Inspiration for **Website design**

ABOUTS ADWORDS CALENDARS BRANDINGS

CLAIMS CASES STUDY CAREERS COACH MARKS

# 2) Resources
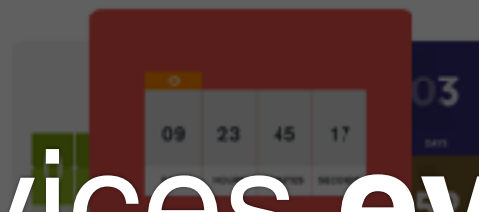
COMING SOONS CONTACTS PAGE COUNTERS DASHBOARDS
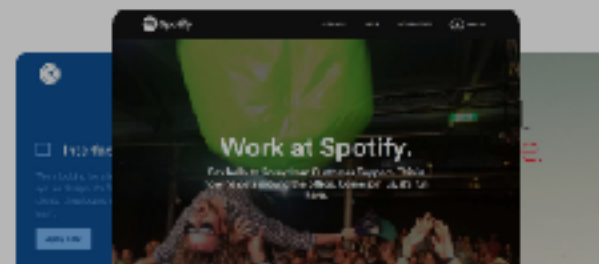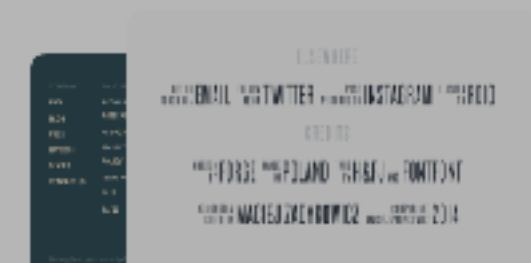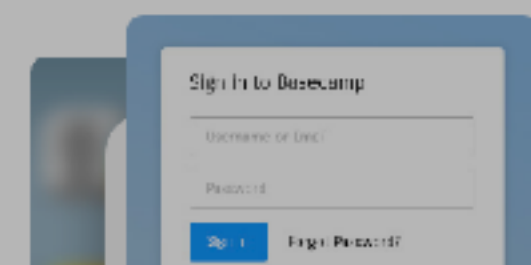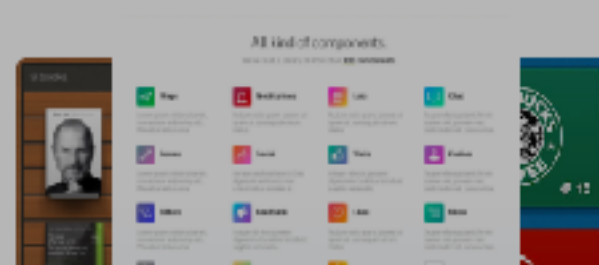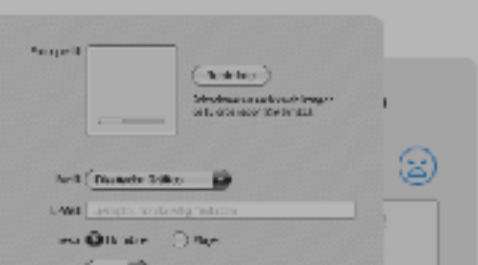
DETAILS EMPTY STATES EXAMPLE LAYOUTS FOOTERS
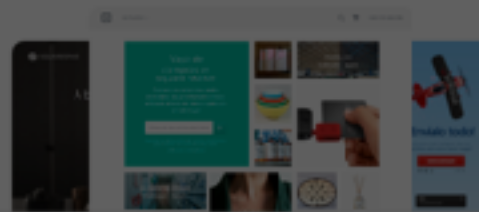
# What's a graphical asset?

Colors

Images

Icons

Fonts

Code Snippets

Gradients

# Colors - color pickers

Sip

ColorZilla

# Colors - resources

colorhunt.co

coolors.co

# Colors - trends

http://nathanspeller.com/color-pickers/
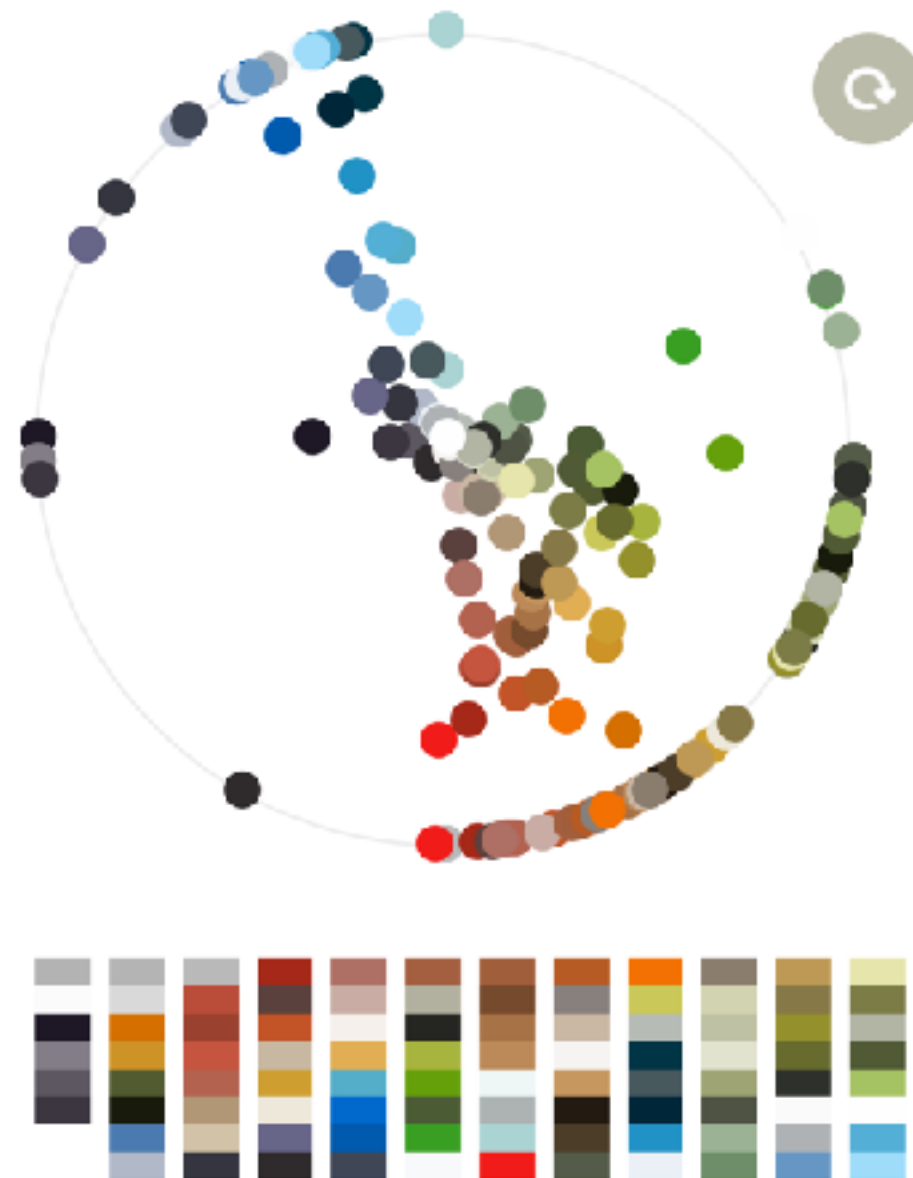
# Images - resources

**flickr**

flick.com
**exhaustive**

**PEXELS**
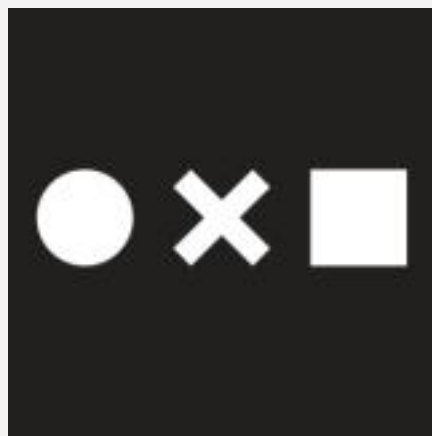
pixels.com
**selective**

unsplash.it
**for prototypes**

# Icons - resources



thenounproject.com

**historic (B&W)**



iconstore.co

**free icons sets**

# **Challenge #3 -** IconStore search

**Entertainment icons**

**Sport icons**

**Legal icons**

. . .

# Fonts - tools



FontFaceNinja

# **F**onts - resources

Google Fonts

google.com/fonts

**free**

MyFonts

myfonts.com

**paid**

# **Challenge #3 -** Fonts search

**Montserrat on Google**

**Raleway on Google**

**Avenir on MyFonts**

. . .

# **G**radients - resources

uiGradients

# Code Snippets - resources

codepen.io

# **Challenge** #4 - CodePen search

**Loading**

**Progress Bar**

**Beers animation**

. . .

# 3) Design Rules of Thumb

# #1 - One day to fix your identity
## Don't beat around the bush

# Example - **Our Colors**

Persian Red - #D23333

Mine Shaft - #343434

Quincy - #6C5145

Sea Blue - #006A9C

# Example - **Our Fonts**

T Avenir - Black

TT 30px    ↕ 33px    |↔| -2px

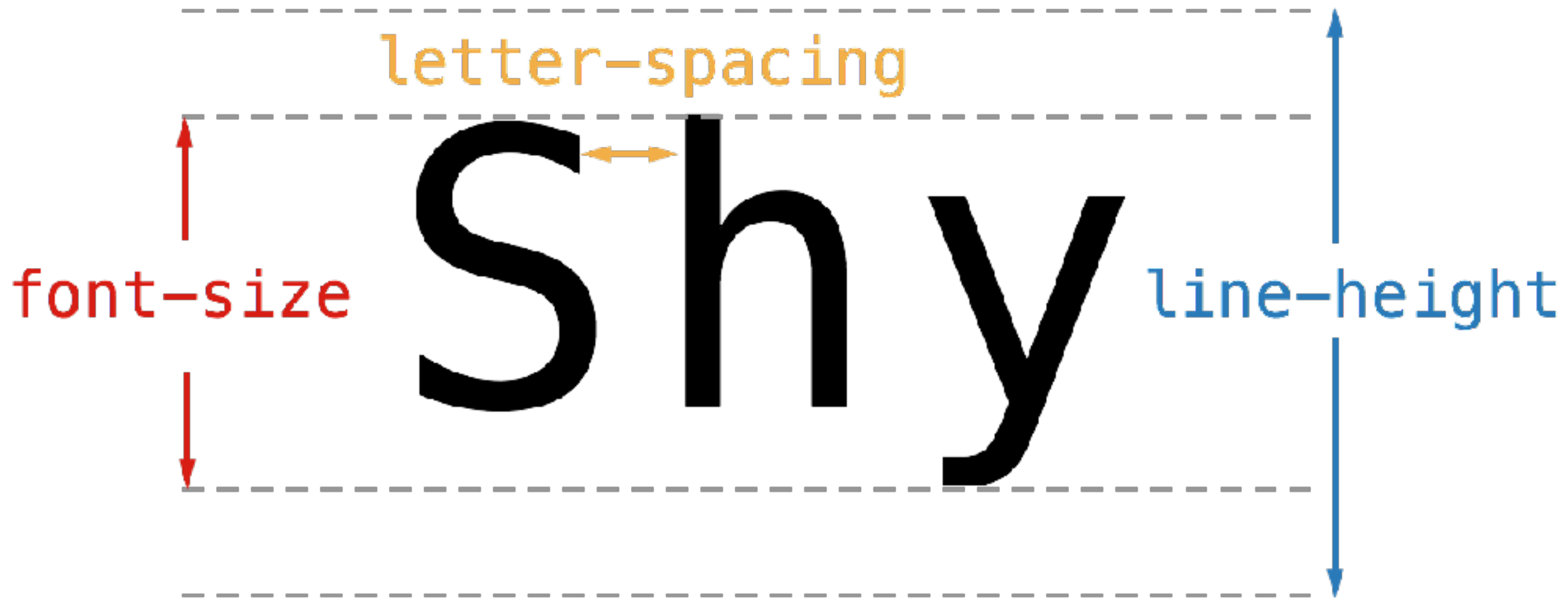**Le Wagon**

# Example - **Our Spelling**

Le Wagon

**NOT**

~~lewagon~~  ~~LeWagon~~  ~~leWagon~~  ~~le wagon~~  ~~le Wagon~~

# #2 - Font = ratios

# #3 - Don't buy all Font suite

Buy desktop version (.ttf) and convert it for web

# #4 - Contrast your texts

# A Big Bold Black Header

## a light small grey sub-header

# #5 - Don't play fancy with colors

Gray scale is your best friend
Bring colors with small touches

| 0 | 50 | 87 | 162 | 209 | 255 |

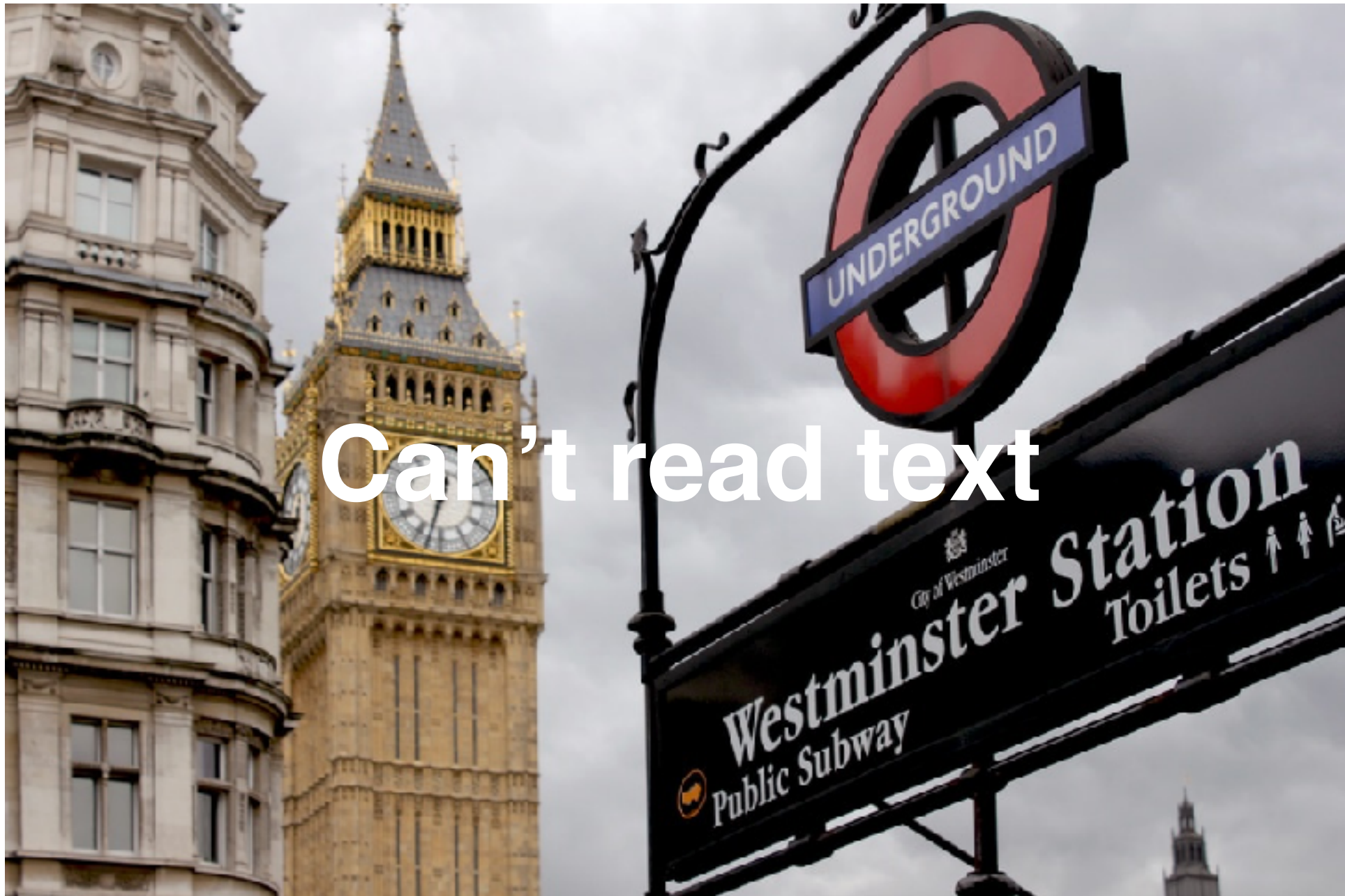# Gray scale + Green

# #6 - Design = Space



The space that surrounds an object
is **as important** as the object itself.

# #4 - No more startup stocks

## Make it personal

# #7 - Add filters & shadows

Can't read text

Can read text

Better with text shadow

# #8 - Good Design
is the one you don't notice

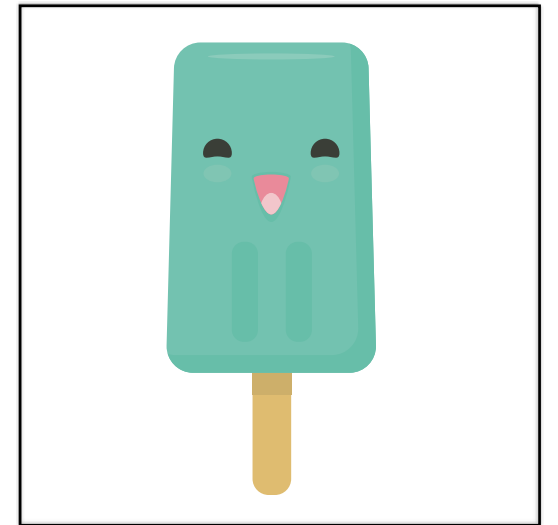# Poor Radius

# Good Radius

# Poor Border
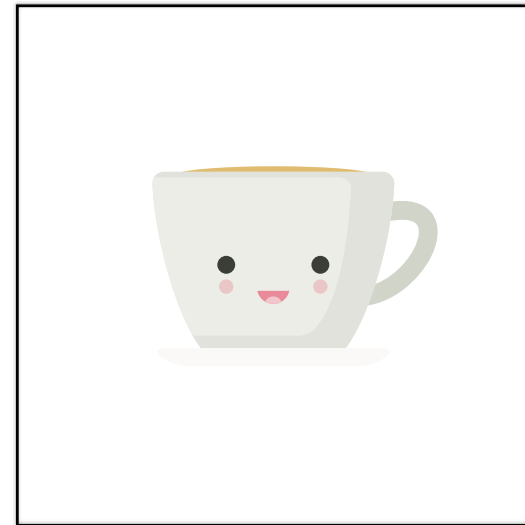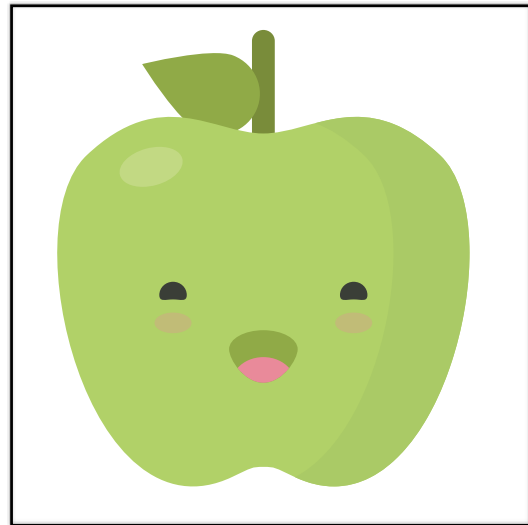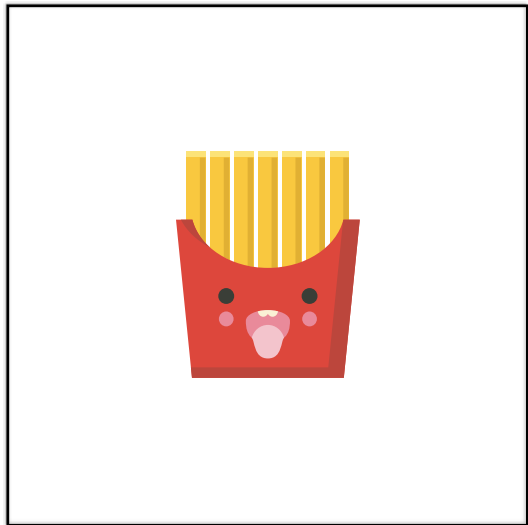
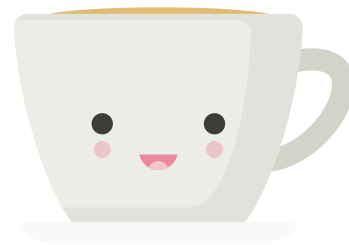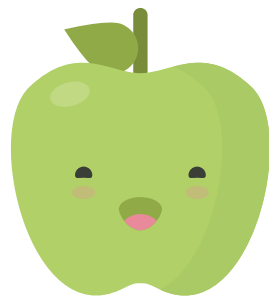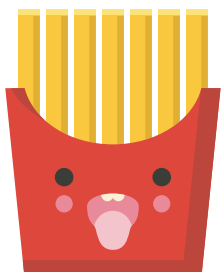# Good Border

# Poor Shadow

# Good Shadow

# #9 - Think proportions
Size doesn't mean proportion

# Same Sizes

# Same Proportions

# 4) Sketch Demo

# **Challenge #5 -** Sketch Sprint

# **Let's build**

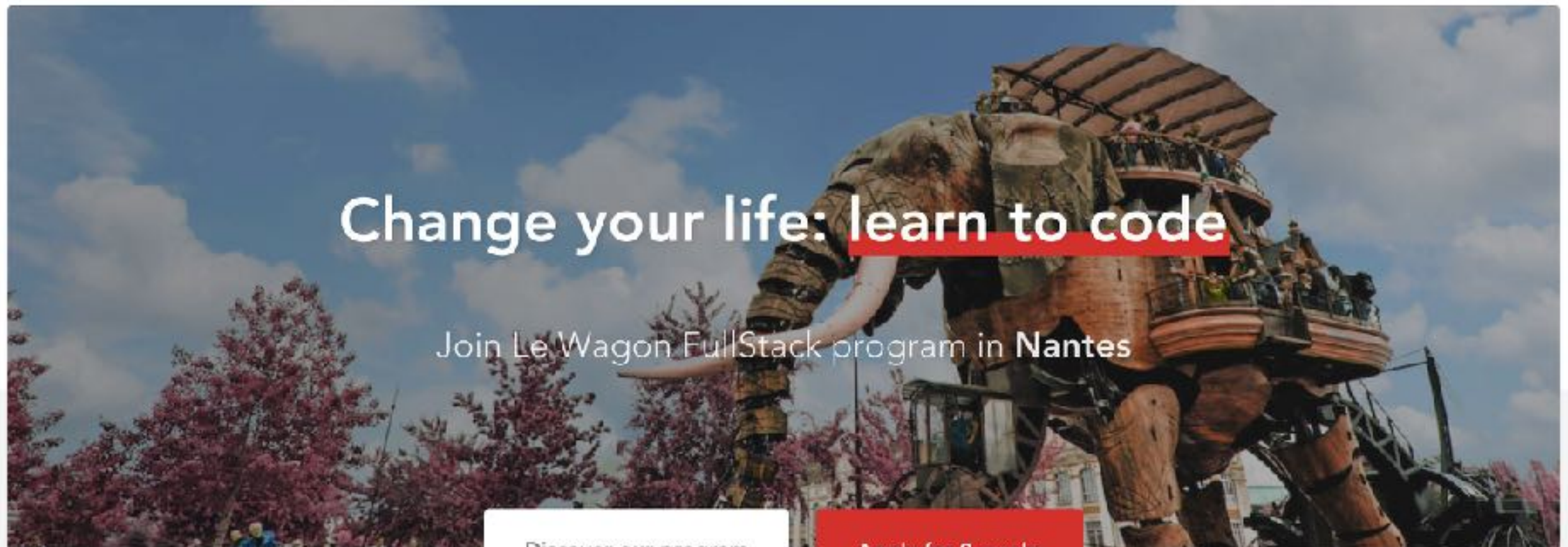Social icons **resized** and **colored**

Custom icons **re-shaped**

# Remember

Design is **accessible**

# Go beyond

## lewagon.com/nantes

**#4** **batch** : 5 juin au 4 août 2017

**#5** **batch** : octobre à décembre 2017



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# Thank you!