UI & Design

Crash Course

le wagon

@LeWagonNantes

Why this workshop?

Design for **non-Designers**

I hired the best UX designer for my mockup.

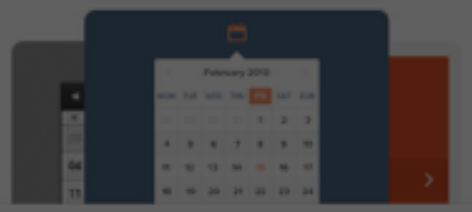
I paid 1000$ for this logo.

I need a web-designer for my graphical identity.

This is

ABOUTS

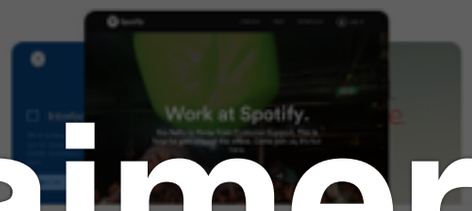
ADWORDS



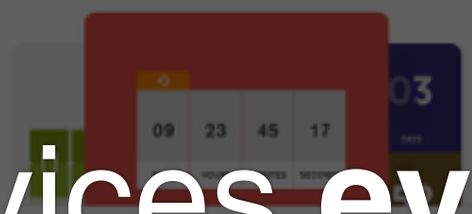
CALENDARS

BRANDINGS

CLAIMS

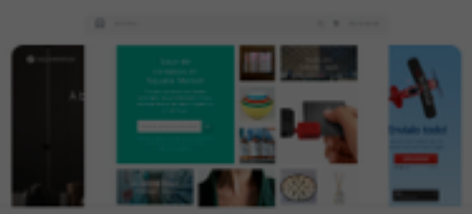


COACH MARKS



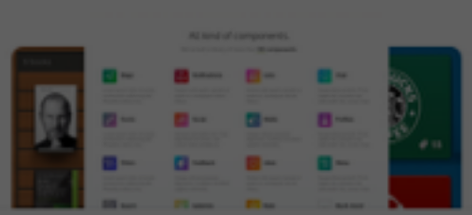
DETAILS

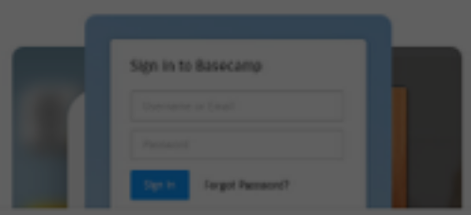
EMPTY STATES



EXAMPLE LAYOUTS

FOOTERS





Disclaimer

100+ design services **every day**

Let’s check **Design collections**

Product Hunt

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**

What are you looking for?

General inspiration

UI components examples

Website design examples

Inspiration for **everything**

dribbble

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 - CallToldea search

A **login form**

A **footer**

A **404 page**

...

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

http://www.goodui.org/

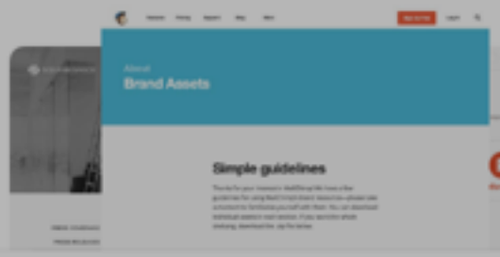
Inspiration for **Website design**

AWWARDS®

ABOUTS

ADWORDS

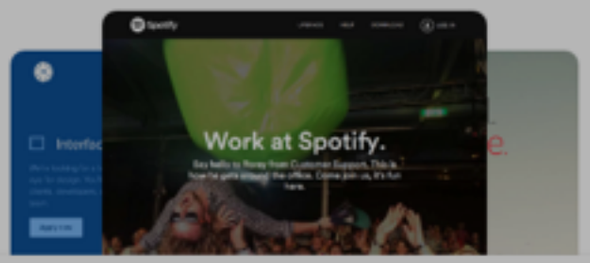
CALENDARS



BRANDINGS

CLAIMS

CASES STUDY



CAREERS

COACH MARKS

COMING SOONS

CONTACTS PAGE

COUNTERS

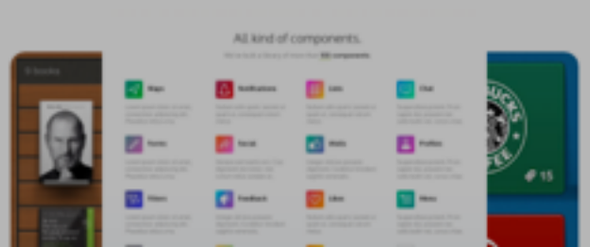
DASHBOARDS

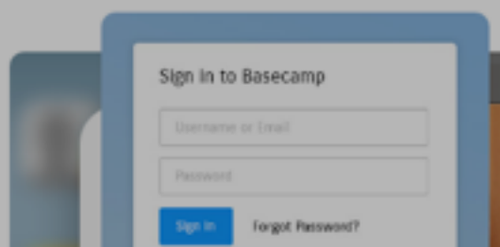
DETAILS

EMPTY STATES

EXAMPLE LAYOUTS

FOOTERS





2) Resources

What's a graphical asset?

Colors

Images

Icons

Fonts

Code Snippets

Gradients

Colors - color pickers

Sip

ColorZilla

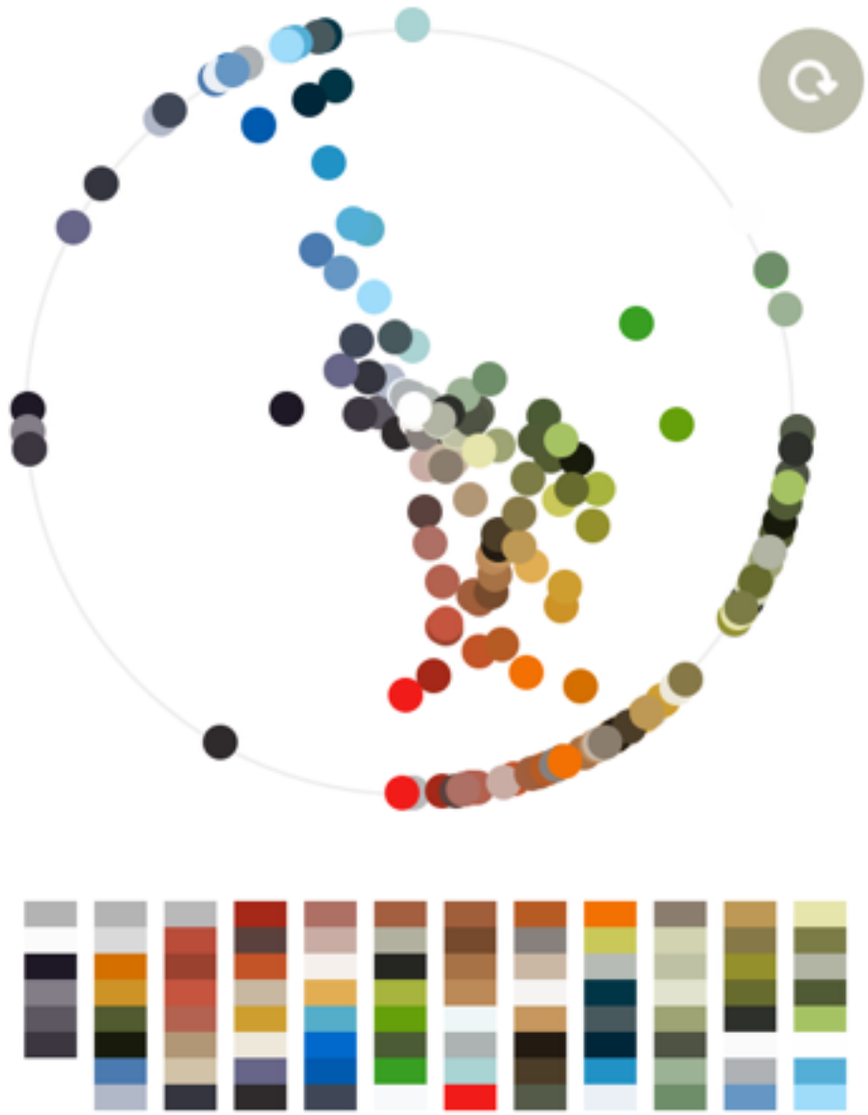
Colors - resources

colorhunt.co

coolors.co

Colors - trends

http://nathanspeller.com/color-pickers/



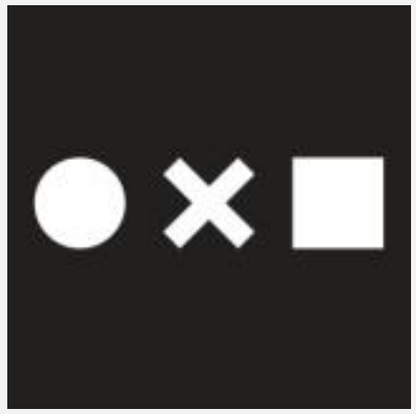
Images - resources

flick.com
exhaustive

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

Fonts - resources

Google Fonts

google.com/fonts

free

MyFonts

myfonts.com

paid

Challenge #3 - Fonts search

Montserrat on Google

Raleway on Google

Avenir on MyFonts

. . .

Gradients - 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**

Le Wagon

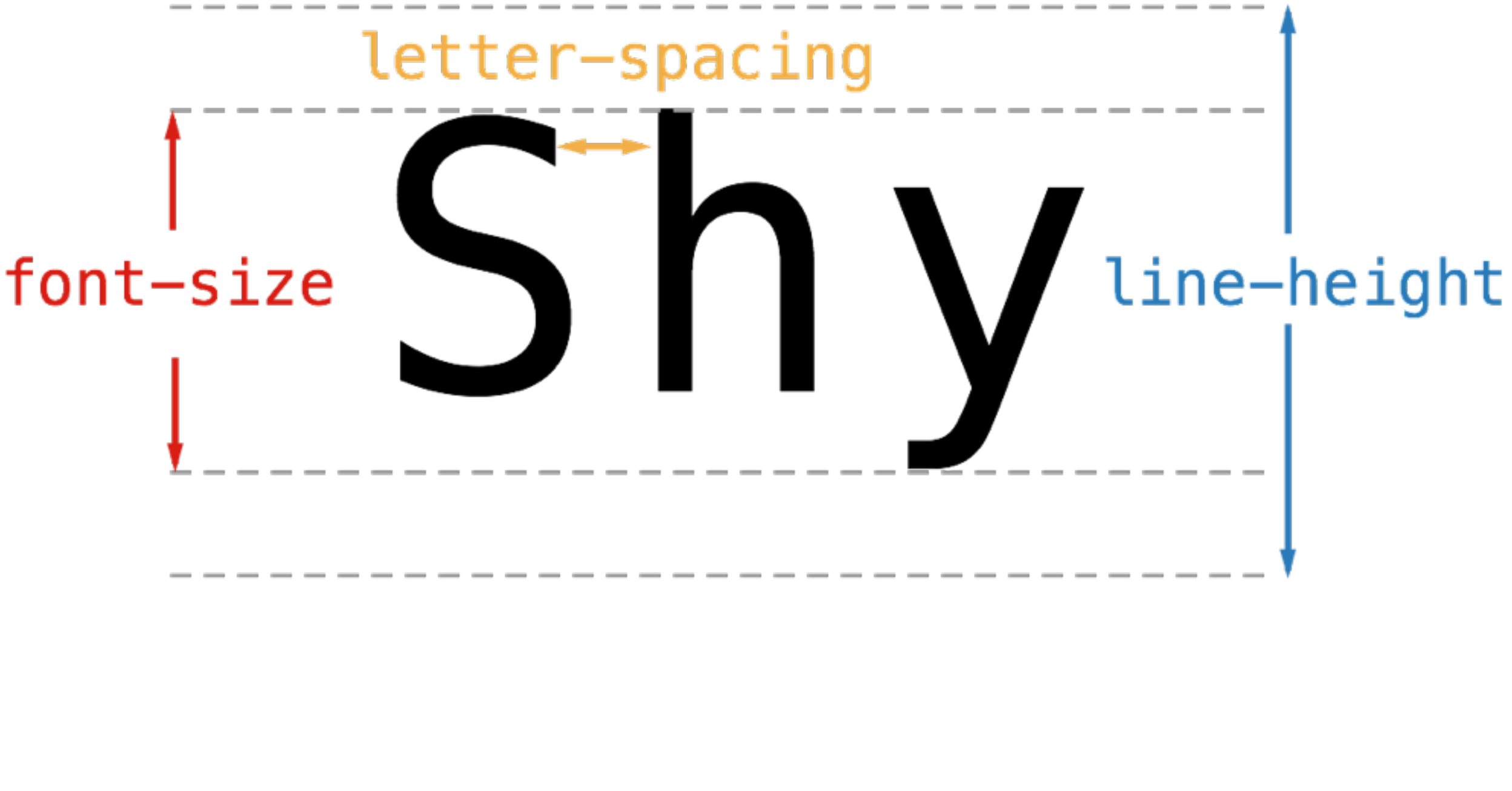
Example - **Our Spelling**

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

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
UNDERGROUND
City of Westminster
Westminster Station
Toilets
Public Subway

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

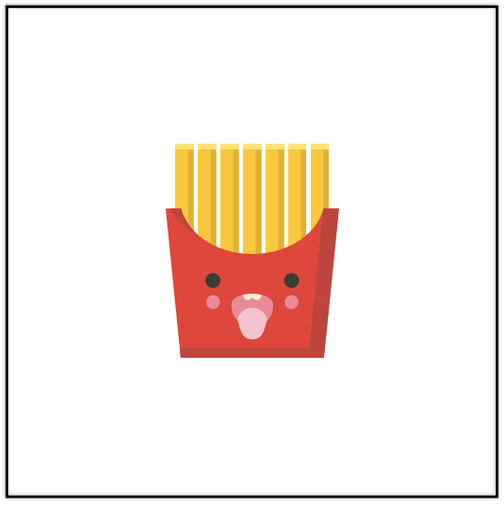
Poor Shadow

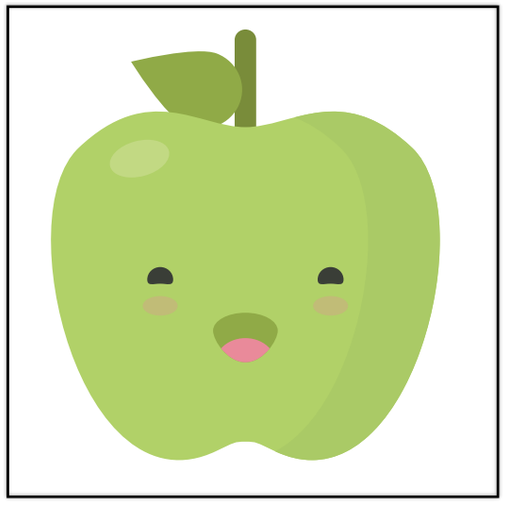
Good Shadow

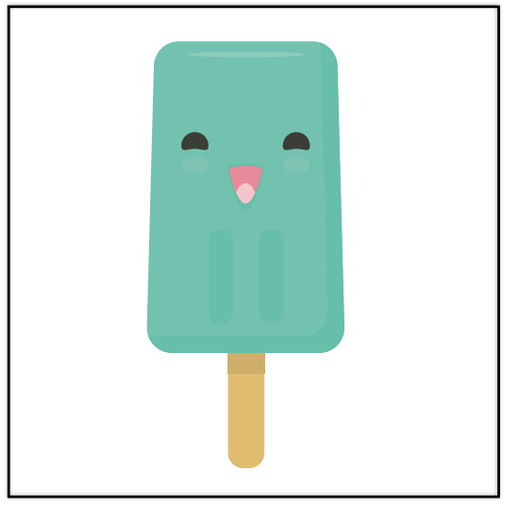
#9 - Think proportions

Size doesn’t mean proportion

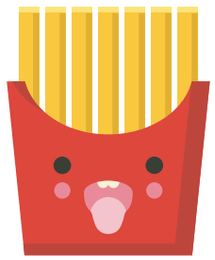
Same Sizes

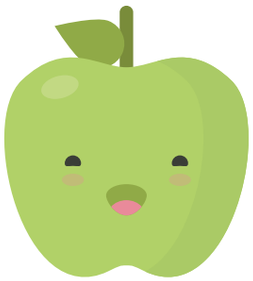






Same Proportions





4) Sketch Demo

Challenge #5 - Sketch Sprint

Let’s build

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

Custom icons **re-shaped**

Remember

Design is **accessible**

Thank you!