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6MMCS001 W MOBILE USER EXPERIENCE LECTURE

10/4/2020

Layout & Composition, Style Guide

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Style Guides

Specify when, where, how, why and which assets to use in which circumstances

What is the purpose of a style guide?

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- ❑ Instructional manual
- ❑ Helps achieve consistency
- ❑ Explains values
- ❑ Provides guidelines for usage of brand material and design elements

Logo of the brand & how it can be used

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- Status – what is the status of your business (new, established, innovative?)
- Tone – the tone of your written communication
- Style manual (use an established style)

- Logo
 - ▣ How your logo will be used and not be used
 - ▣ Alternative versions (depending on screen size)
 - ▣ Space around it

Colour palette

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- Primary colours
- Secondary colours
- RGB HEX
- Consider jQuery Mobile ThemeRoller

This screenshot shows the 'Page' settings in the jQuery Mobile ThemeRoller. The 'Page' section includes fields for TEXT COLOR (#211050), TEXT SHADOW (0, 1px, 0, #f3f3f3), BACKGROUND (#f4a4f1), and BORDER (#bbbbbb). The 'Header/Footer Bar' section includes TEXT COLOR (#333333), TEXT SHADOW (0, 1px, 0, #eeeeee), BACKGROUND (#e9e9e9), and BORDER (#dddddd). The 'Body' section includes TEXT COLOR (#1f0d63), TEXT SHADOW (0, 1px, 0, #f3f3f3), BACKGROUND (#ffffff), and BORDER (#dddddd). The 'Link' section includes LINK COLOR (#3388cc). The 'Button: Normal' section includes TEXT COLOR (#333333), TEXT SHADOW (0, 1px, 0, #f3f3f3), BACKGROUND (#f6f6f6), and BORDER (#dddddd). The 'Button: Hover' section includes TEXT COLOR (#333333), TEXT SHADOW (0, 1px, 0, #f3f3f3), BACKGROUND (#ededed), and BORDER (#dddddd).

This screenshot shows a mobile application interface with a pink background. It features a 'Body' section with sample text and a link. Below this is a 'List Header' section with a 'Read-only list item' and a 'Linked list item' with a right arrow. Further down are a 'Radio' button and a 'Checkbox' with a checkmark. Below these are 'On' and 'Off' toggle buttons. At the bottom is a 'Text Input' field and a slider control set to 50.



Typography

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- Type face suitable to the brand
 - ▣ Font family
 - ▣ Availability
- Style
- Colours

Imagery

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- Image type (illustrations vs photography)
- Image style
 - ▣ illustrations (texture: material vs smooth)
 - ▣ Portraits - close ups, buildings – whole building)
- Image treatment (frames, rounded corners,
- Technical specs (format, size)
- Icons

UI elements

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- It explicitly states the appropriate usage of other design elements like:
 - ▣ Buttons
 - ▣ Button status (active, inactive, visited)
 - ▣ Consider jQuery Mobile UI

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Mood board

Colour Schemes: The Palettes of 50 Visually
Impactful Websites to Inspire You

Imagery

Typography



Tools for Mood Boards

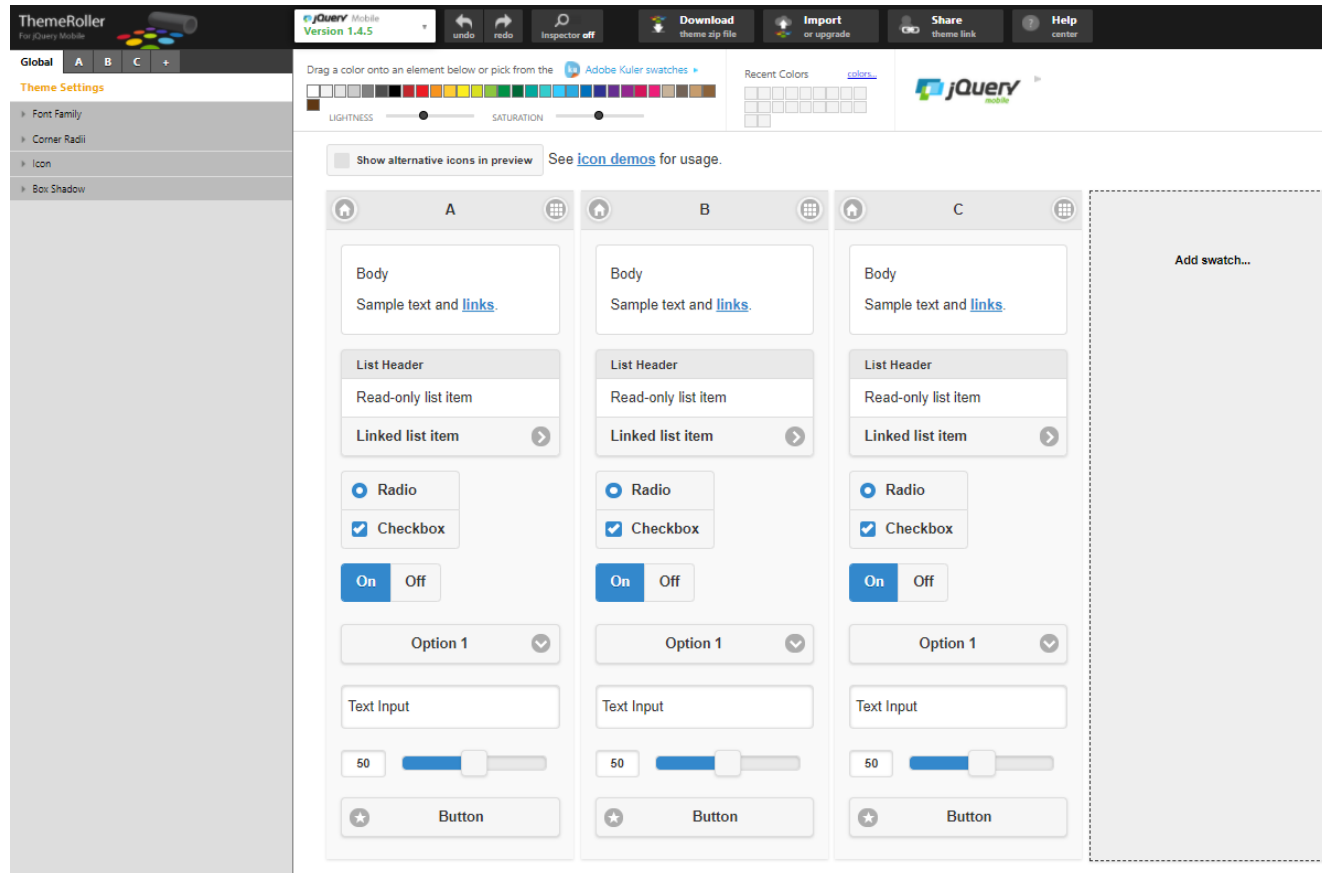
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- Pinterest – visual bookmark
- Matboard
- Musepeak.com
- Mural
- Padlet

ThemeRoller

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□ <https://themeroller.jquerymobile.com/>



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Tutorial activities

Activities

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1. Upload your **FlowMap** on BB as part of your LogBook and discuss it with the tutorial tutor to get some formative feedback
2. Work with your team and decide and create the **Style Guide** you will follow for your project.

Experiment with online tools that are available to create your own style guide.

I tried frontify.com [<https://frontify.com/>] it allows you to create a 30 days trial account and put up the basic information which is required at this stage for your Style Guide which is to specify:

- How the identity of the company will be presented [Logo]
- Colour palette [primary and secondary colours in HEX for CSS]
- Typography [font family, style, colours]
- Imagery
- UI elements like buttons

Look at a sample style guide that I created using <https://frontify.com/> in the link below:

<https://company-122161.frontify.com/d/SaYCzn7dD1x4>

Justify how the proposed styleguide satisfies principles of UX design discussed during the lecture

Transfer your style guide in Themeroller <https://themeroller.jquerymobile.com/>

3. Upload your Style Guide as Logbook 2 and discuss it with the tutorial tutor to get some formative feedback.