



INTRO TO UI & UX DESIGN

Instructor - Dave Pinke

WHY DESIGN MATTERS

Section A

WHY DESIGN MATTERS

- More and more, businesses compete on the battleground of design. A perfect example is Apple vs. Microsoft.
- Design is the main way you communicate and brand your business to your customers.
- Design translates ideas into useful products.
- Good design influences how we feel and what we do.
- Design spans from identifying business goals and users needs, all the way to what fonts and colors are chosen.

WHY DESIGN MATTERS

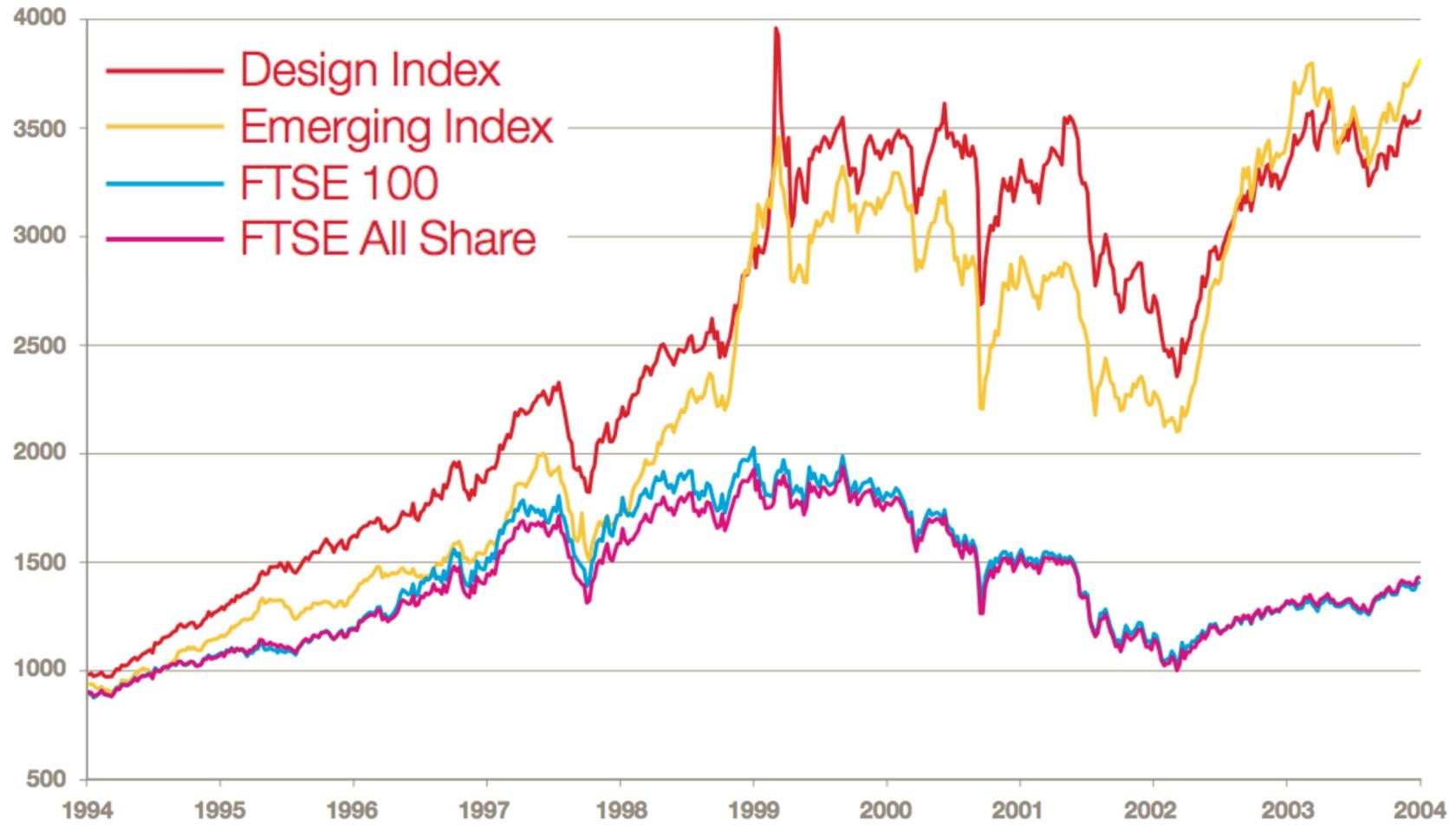


Image credit: <http://eglinski.com/design/#tactics>

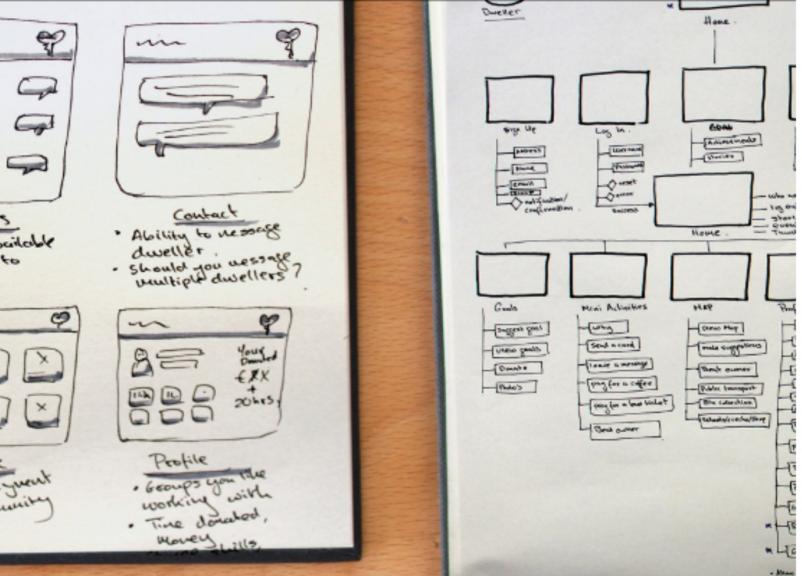
TYPES OF DESIGN



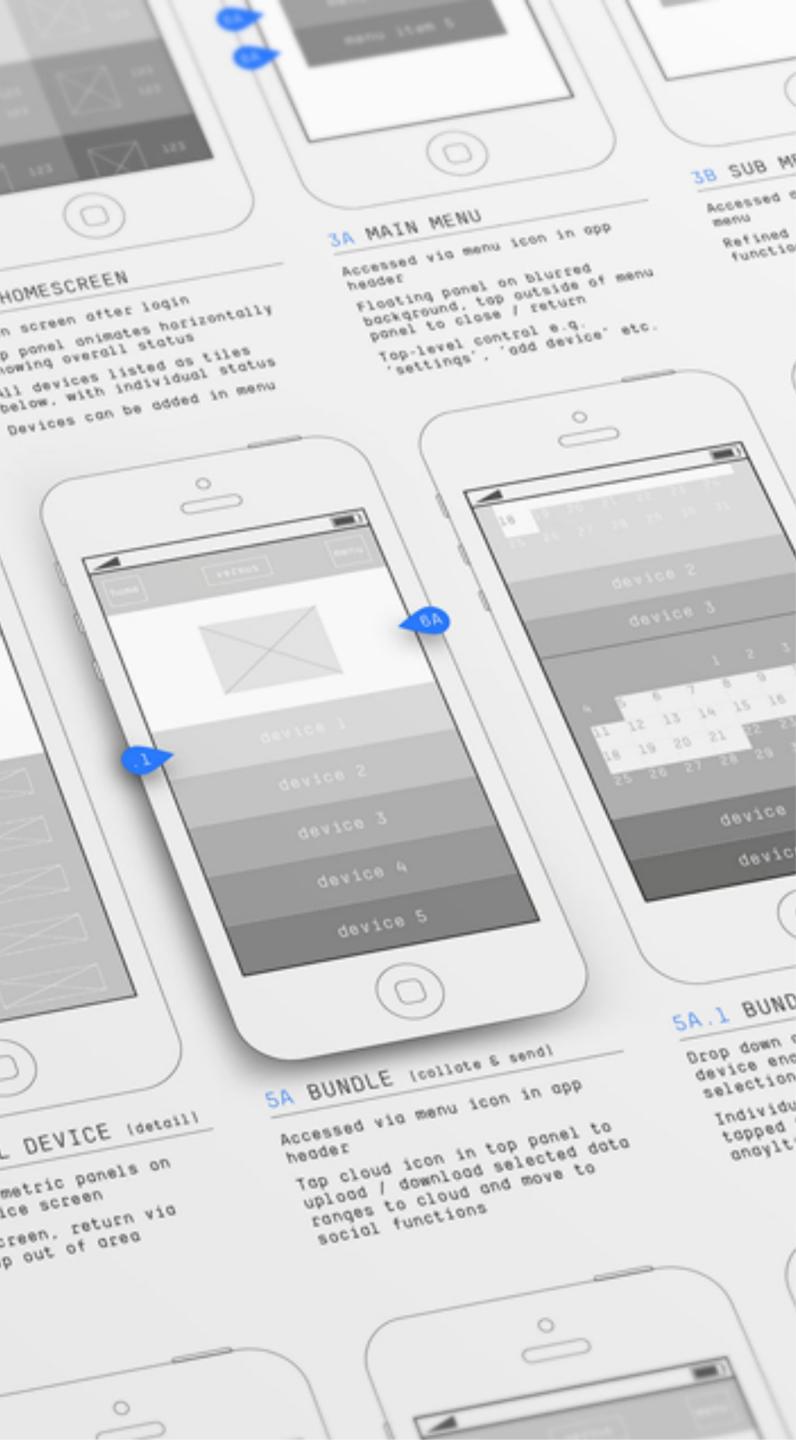
GRAPHIC DESIGN

- Communicate ideas to inspire, inform, or captivate consumers
- Specialists in choosing typography (font) and matching it with layouts
- Often still done by hand on paper
- Vital for marketing and sales materials

INTERACTION DESIGN (ID) & INFORMATION ARCHITECTS



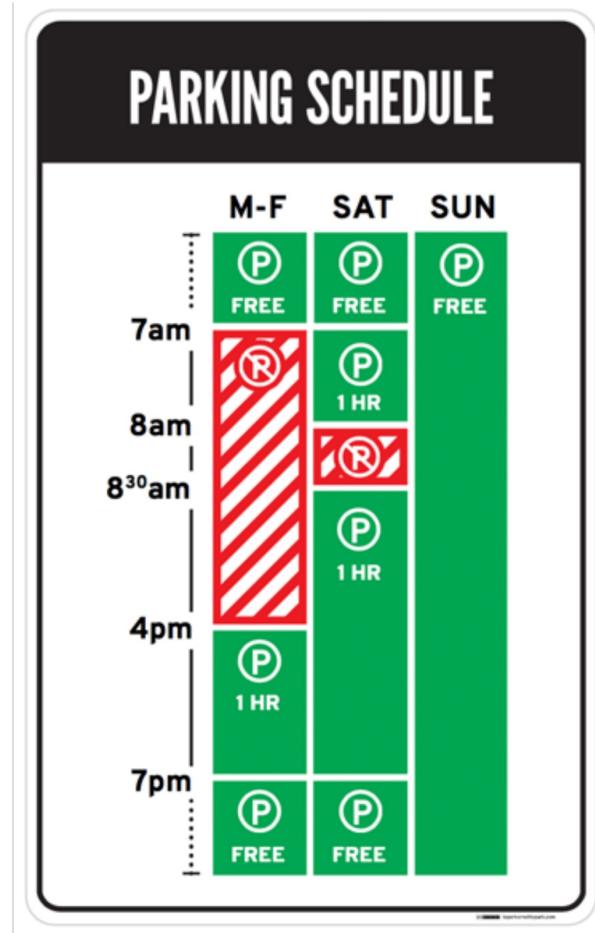
- Focuses on satisfying the needs of users
- Enables users to achieve their goals and organize information
- Laser focused on the user journey
- The backbone of UX (user experience)
- Often ID and UX go hand in hand



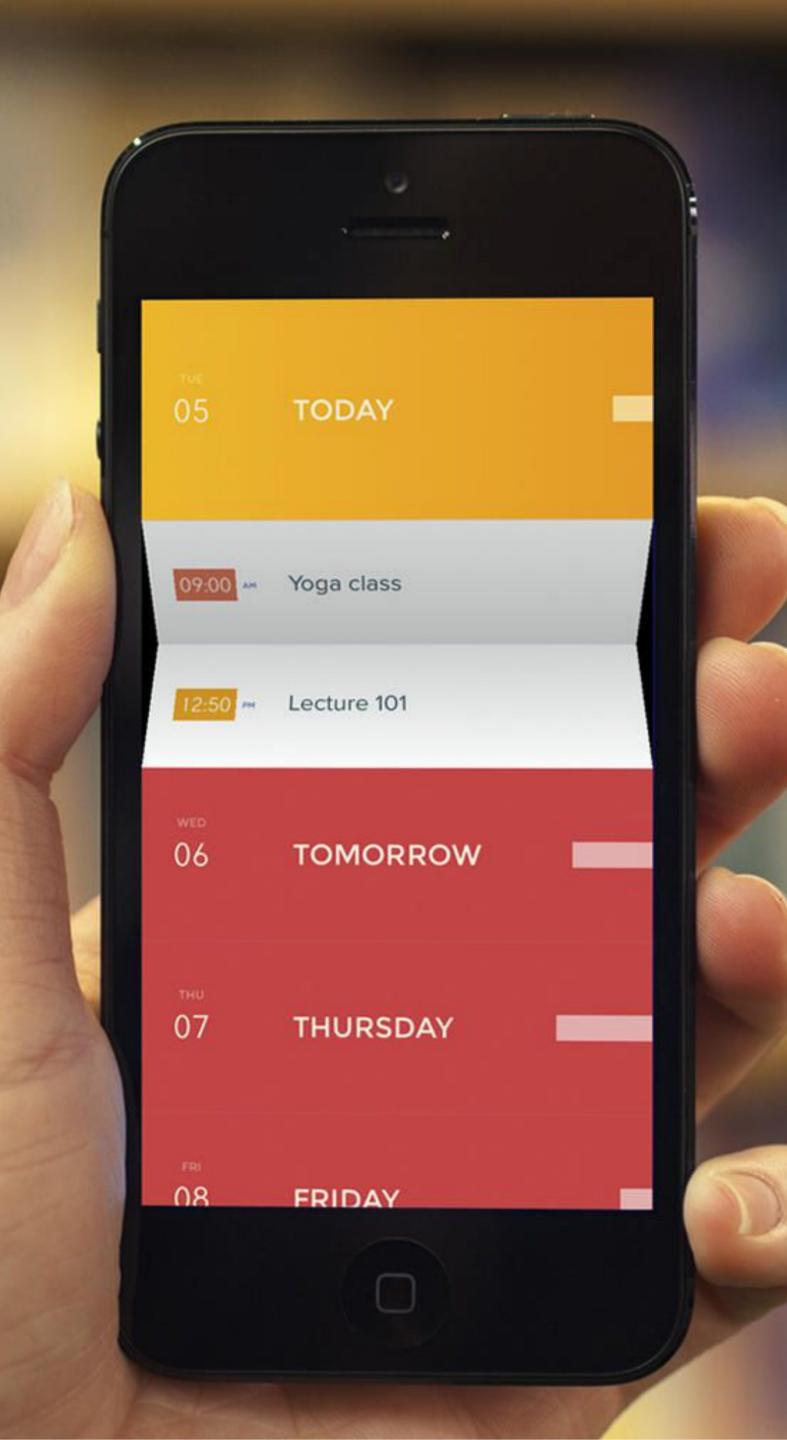
USER EXPERIENCE DESIGN (UX)

- Next step after Interaction design
- Focuses on where things go and how they work
- Takes into account the full experience for the user
- Makes sure both business and user needs are being met
- Based on user research and interviews
- Tested early and often on users to determine success

WHICH USER EXPERIENCE WOULD YOU CHOOSE?



<https://www.interaction-design.org/literature/article/bad-design-vs-good-design-5-examples-we-can-learn-frombad-design-vs-good-design-5-examples-we-can-learn-from-130706>



USER INTERFACE DESIGN (UI)

- Focuses on ease of use of an interface
- Creates a pleasurable experience, delighting users
- Highlights importance of elements
- Creates a visual hierarchy
- Colors, fonts, animations chosen

IN SIMPLE TERMS

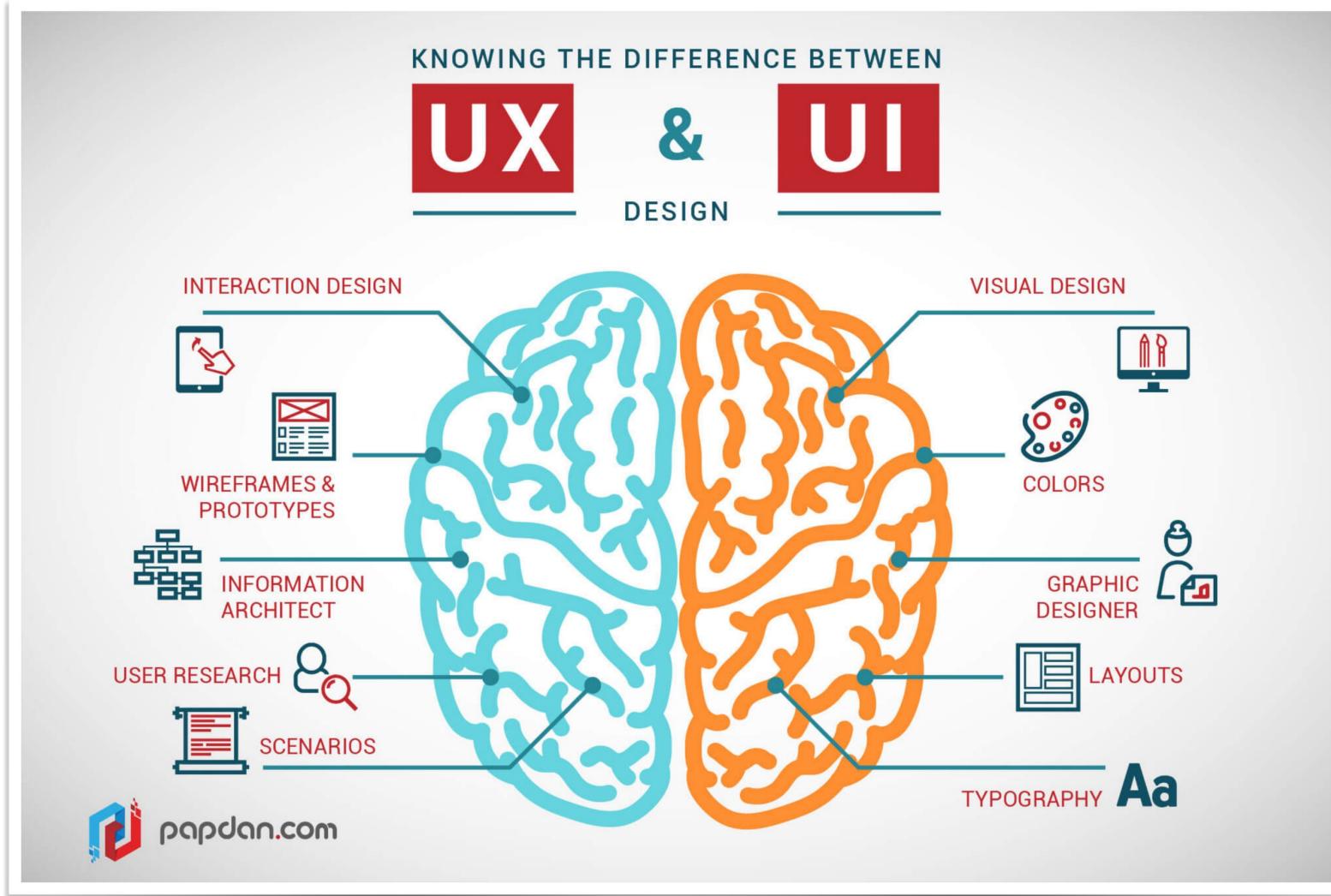


Image Credit: <https://www.mockplus.com/blog/post/ux-vs-ui-vs-ia-vs-idx-4-confusing-digital-design-terms-defined>

DESIGN THINKING

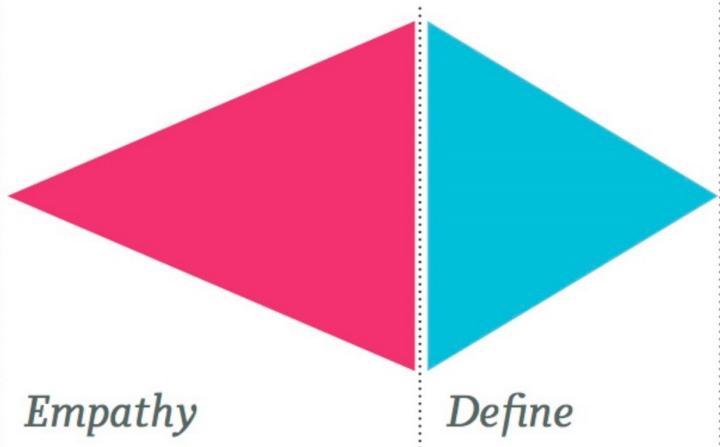


Image credit: <https://www.bbva.com/en/can-world-banking-learn-design-thinking/>

DESIGN THINKING

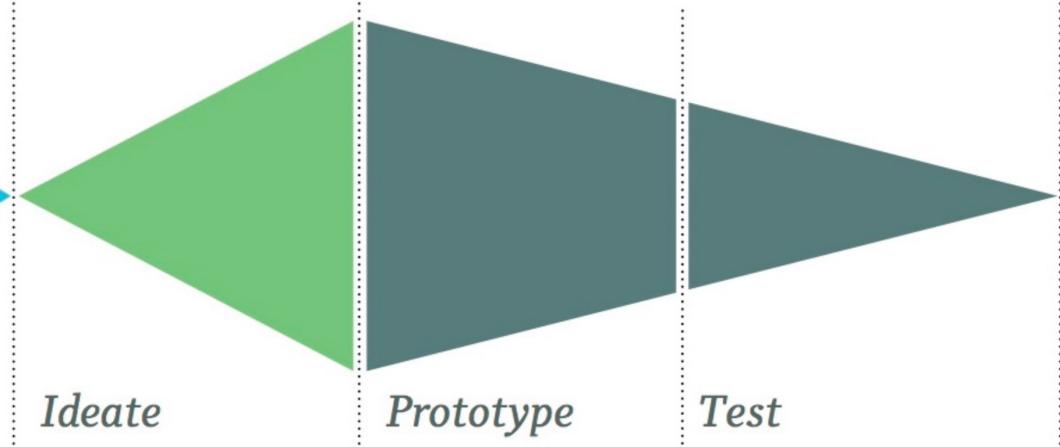
Understand

Understanding ends in **Insight**.



Create

Creation ends in **ideas**.

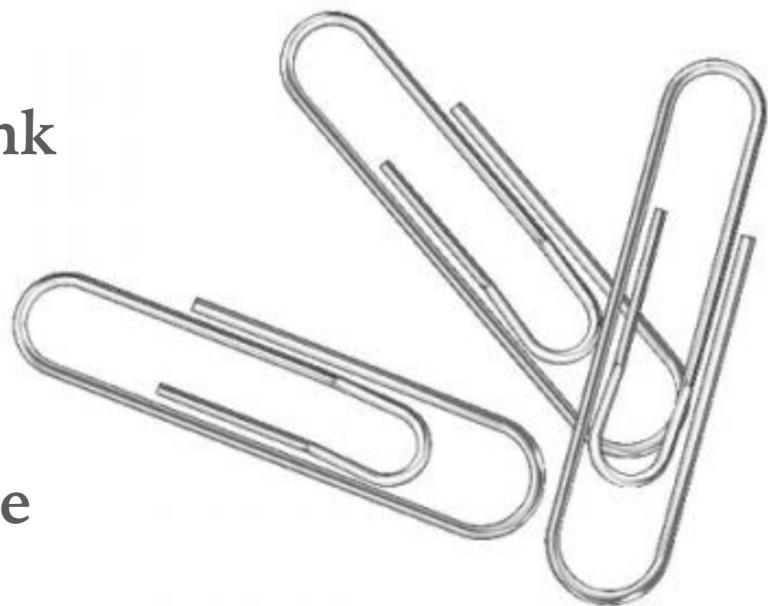


Deliver

Delivery ends in **reality**.

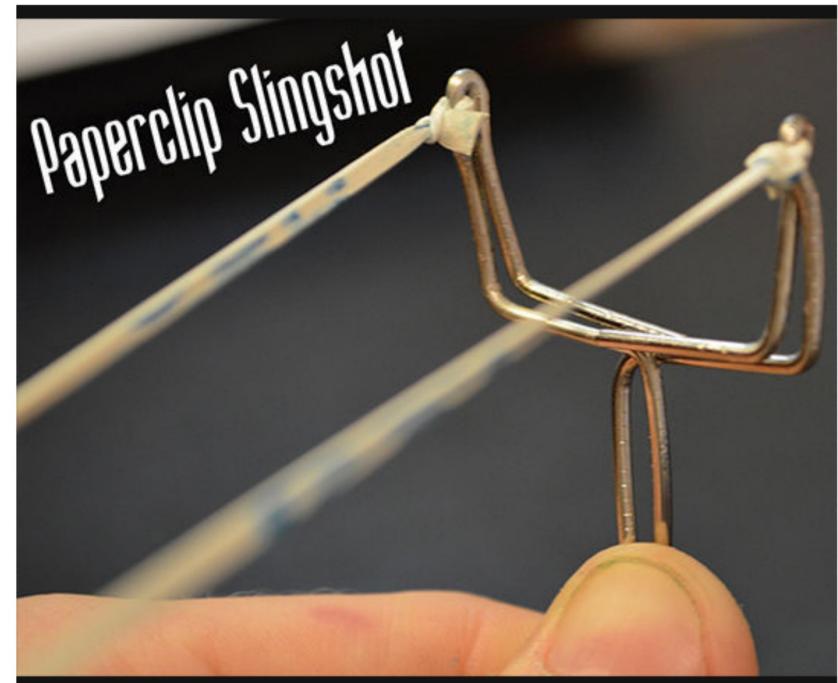
DESIGN THINKING EXERCISE

- Let's say you work for a paperclip manufacturer looking for some new ideas.
- Write as many uses you can think of for a paperclip in the group chat
- Feel free to explore options for both the paperclip shape and the flexible metal itself.
- Weird ideas encouraged
- The goal is quantity of ideas



DESIGN THINKING EXERCISE

- Now that we've generated ideas, we have a deep backlog to start prototyping and showing to users for feedback. This is design thinking in action.



DESIGN THINKING



Q&A

COLOR AND TYPOGRAPHY

Section B

LEARNING TO SEE

.....

YAHOO! Gmail Images

My Yahoo! My Mail

Search: Web Search

Yahoo! Answers: What is the difference between a road and a street?

Featured Entertainment Sports Money

Who will your team pick?
NFL Draft: Charles Robinson breaks down Saturday's first round. [more](#)
[Cris Carter: Who I'd take No.1...](#)
[Dan Wetzel: Young and priceless](#)
[More Y! Sports NFL Draft analysis](#)

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Bush visits New Orleans as FEMA criticized
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Sago air equipment has history of problems
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Markets: Dow: +0.2% Nasdaq: +0.5% Stock Quotes: Go

Marketplace

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Refinance rates as low as 4.625% - \$200,000 loan only \$771 a month. Intro - *Terms.

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Summer Road Trips Romantic Getaways Book any trip. Anytime. Anywhere.

Yahoo! Pulse

Most Popular Sedans

1 Honda Civic [Read user reviews](#)
2 BMW 3 Series [Read user reviews](#)
3 Mazda MAZDA3 [Read user reviews](#)
4 Toyota Corolla [Read user reviews](#)

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Google

 [Google Search](#)[I'm Feeling Lucky](#)[Privacy](#)

COLOR & PALETTE



WARM COLORS



RED

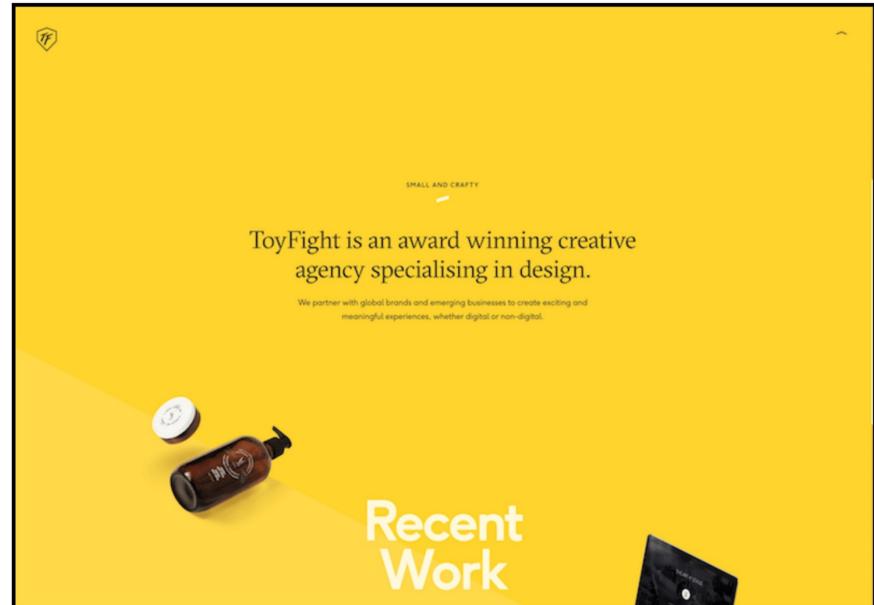
ORANGE

YELLOW

EXAMPLES

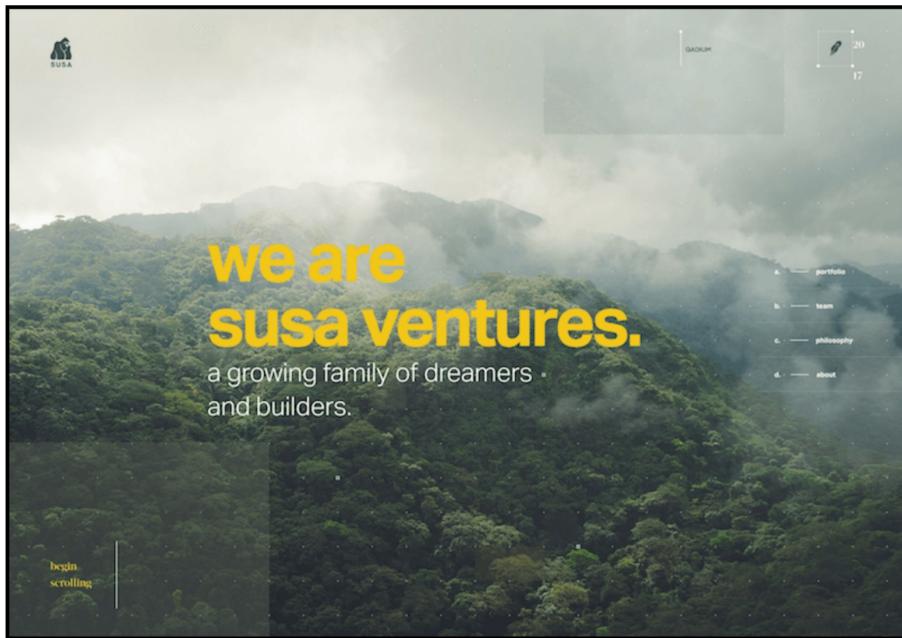


*Orange lends energy and boldness
To play off the energy of a user's
excitement on moving to New York.*

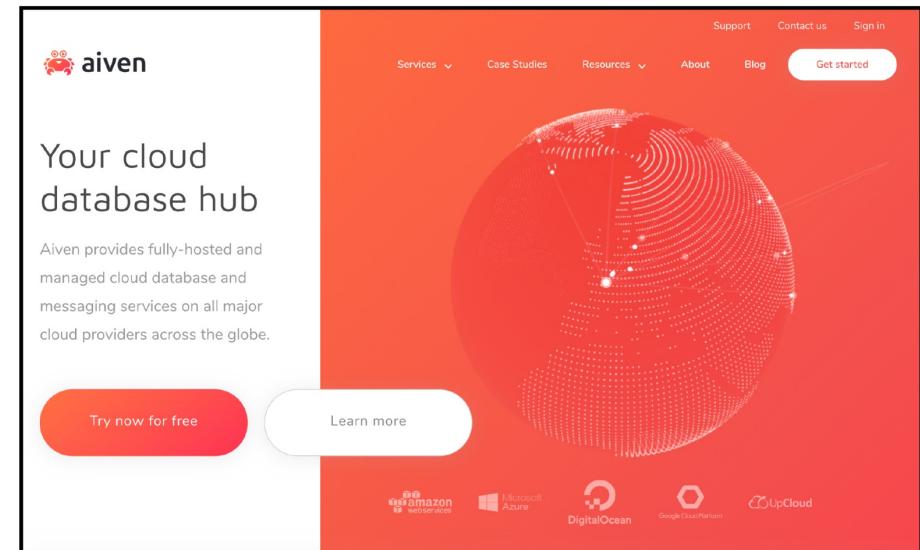


*Yellow is vibrant and happy,
while the text still stands out.*

EXAMPLES



By incorporating a Yellow font, the feeling of sunrise and adventure comes through.



Reds and Oranges speak to the safety and comfort of a cloud storage company.

COOL COLORS

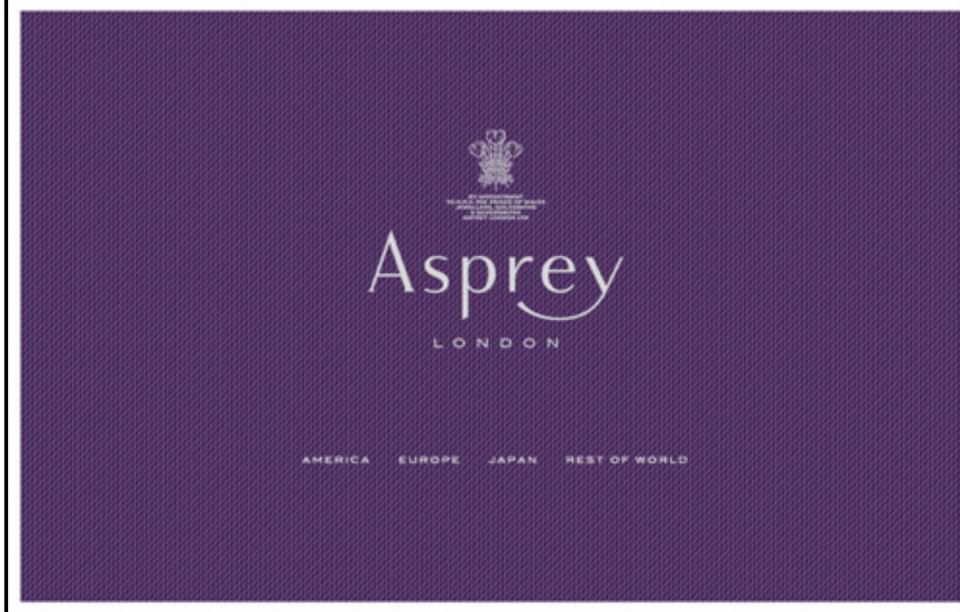


GREEN

BLUE

PURPLE

EXAMPLES

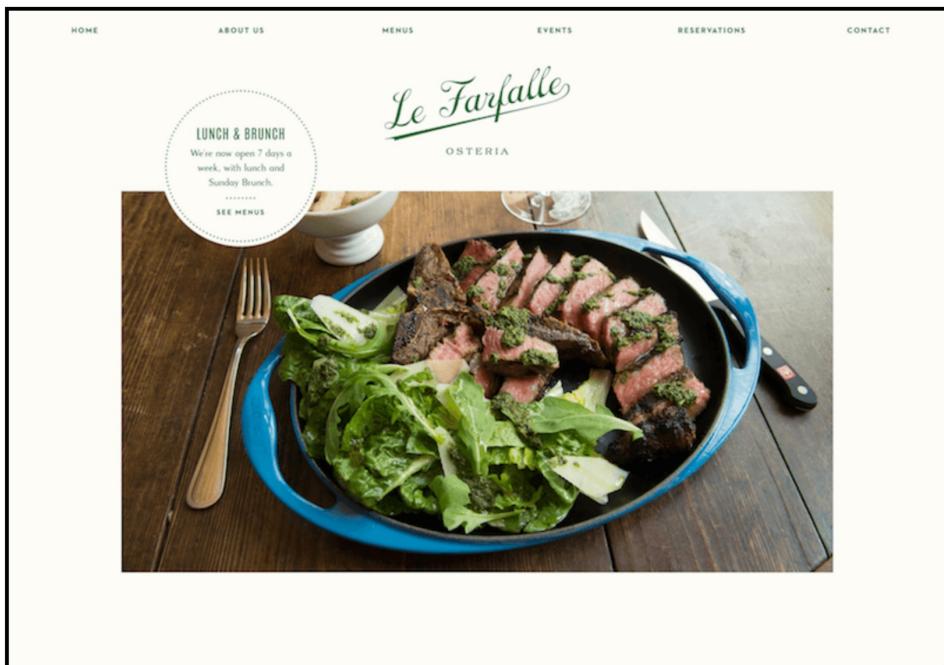


*Purple has a royal connotation,
a great fit for this English luxury
goods brand.*

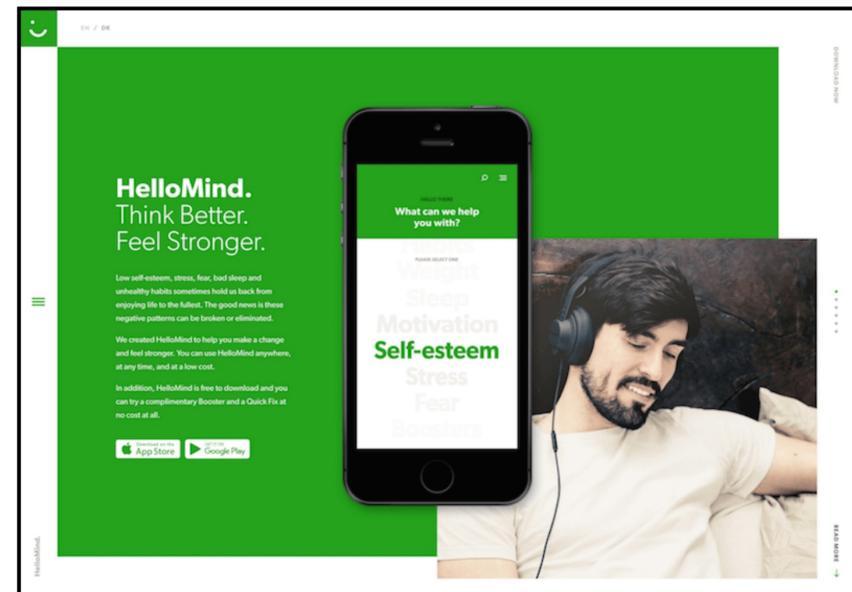
A screenshot of the Industrial Media website. The header features the "I" logo followed by the text "Industrial Media" and "strategic. creative. technical." Below the header, there's a navigation bar with links to "About Us", "Our Services", "Our Work", and "Contact Us". The main content area contains text about Industrial Media being an interactive agency based in Ottawa, Canada, and providing services like website design and development. It also highlights two specific projects: the "Nuden Vinyl Products Website" and the "Courage in Red Website", each with a thumbnail image and a "View the Project Details" button. To the right, there's a sidebar with the text "Strategic Thinking. Creative Genius. Technical Prowess." and a paragraph about the company's history and focus. At the bottom right, there's a button labeled "Learn more about Industrial Media".

*Dark blue is trustworthy,
An excellent choice for instilling
confidence in clients.*

EXAMPLES

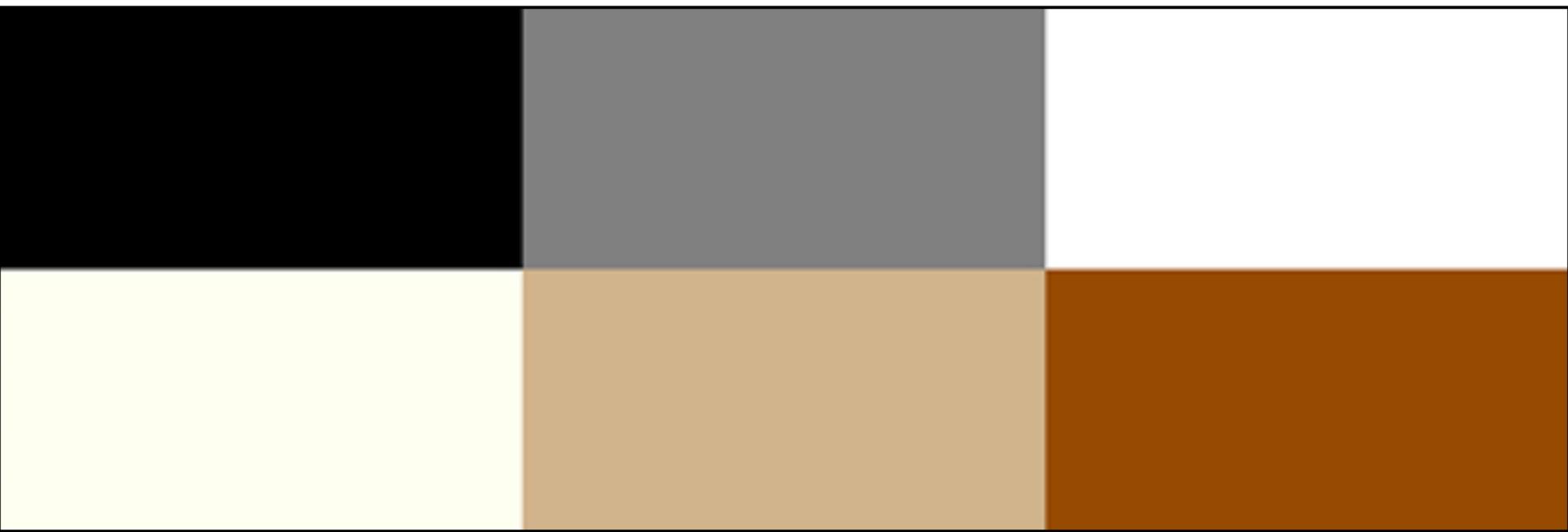


Dark green on a cream background adds a richness and exclusivity to this restaurant's website.

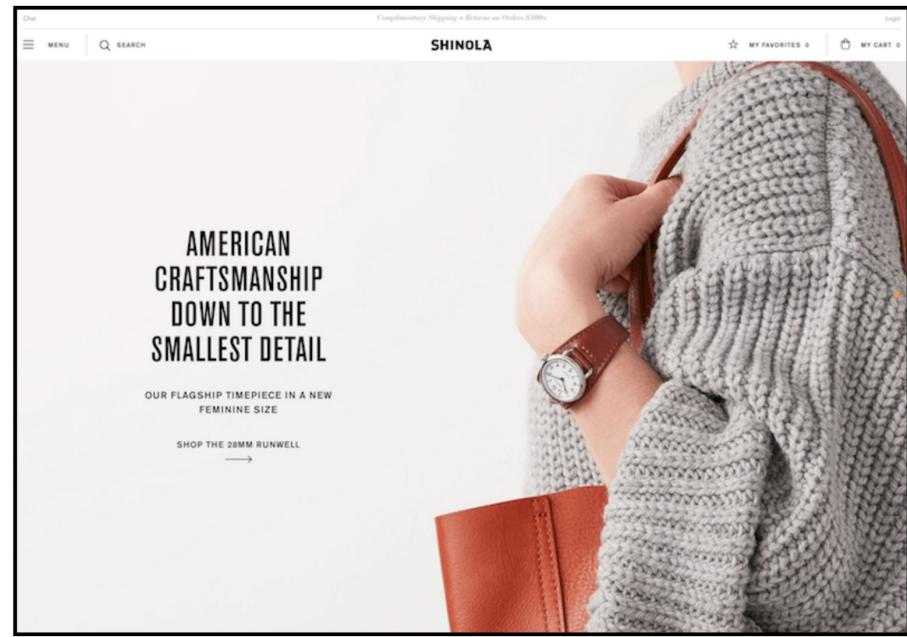


Vibrant greens offer a feeling of youth and growth, befitting of this startup's mission.

NEUTRAL COLORS



EXAMPLES



This artist uses black and stripes of color on his website to evoke the mysterious nature of his work.

Light grey has a luxurious but down to earth feeling for this watch and leather goods brand.

EXAMPLES



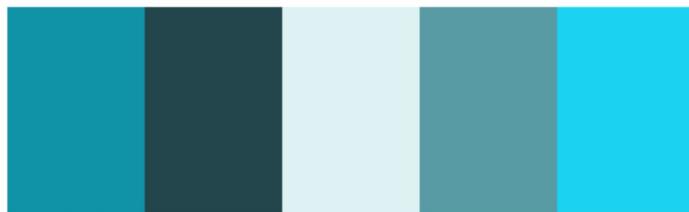
Wood and brown tones give this barber supply company an old-tyme appeal.



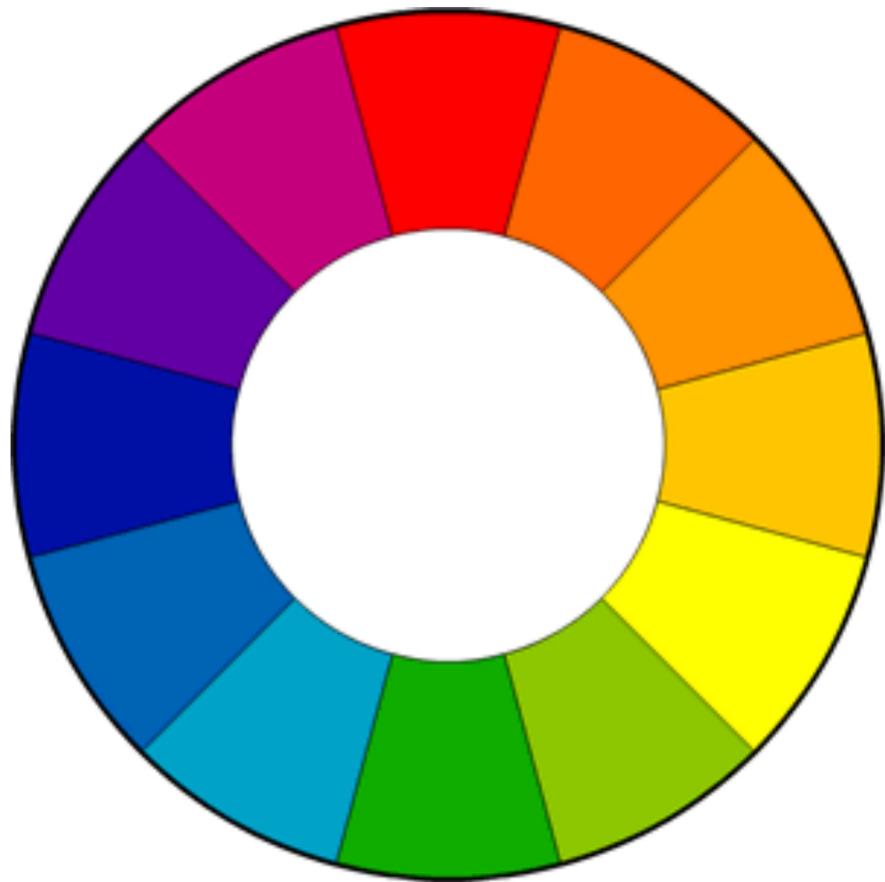
The creams and beige here reflect the comfort of ice cream and gelato.

COLOR PALETTES

MONOCHROMATIC



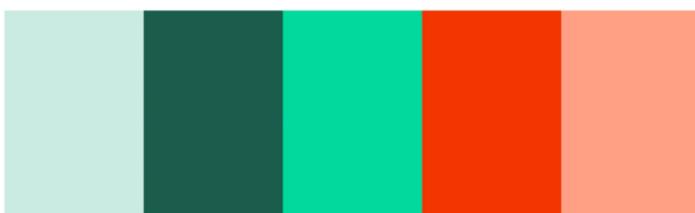
12 COLOR WHEEL



ANALOGOUS



COMPLEMENTARY



#99B898

#FECEA8

#FF847C

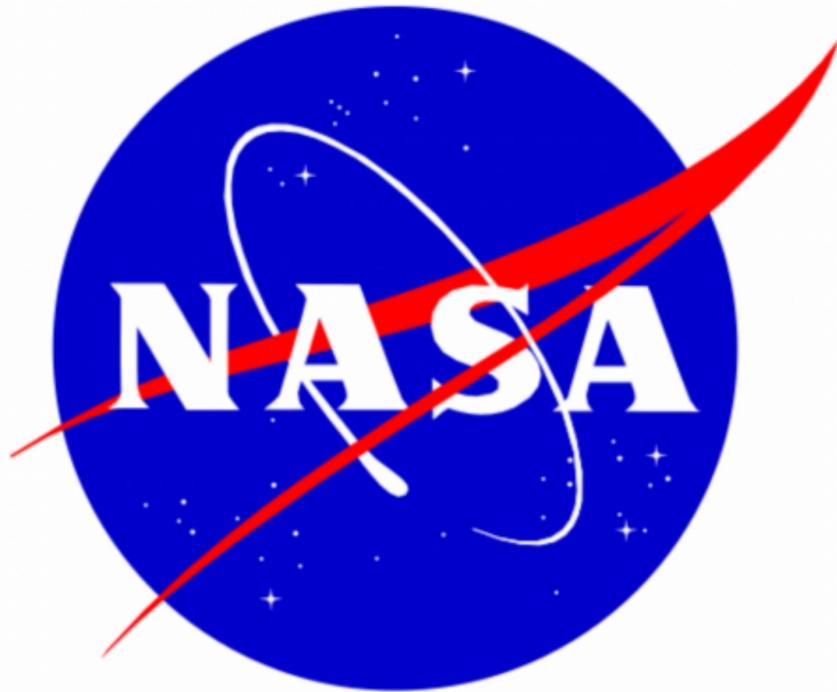
#E84A5F

#2A363B

COLOR PALETTES

- A palette is a group of colors you can use in your design that work well together.
- Color matching is a science too complicated for this course, but you don't need it because...
- Many sites online will create a palette for you based on picking moods, an image, specific starting colors and more:
 - <https://coolors.co/>
 - <https://www.canva.com/color-palette/>
 - <http://colormind.io/>

COLOR PALETTES FROM A LOGO



TYPOGRAPHY, FONTS AND YOU

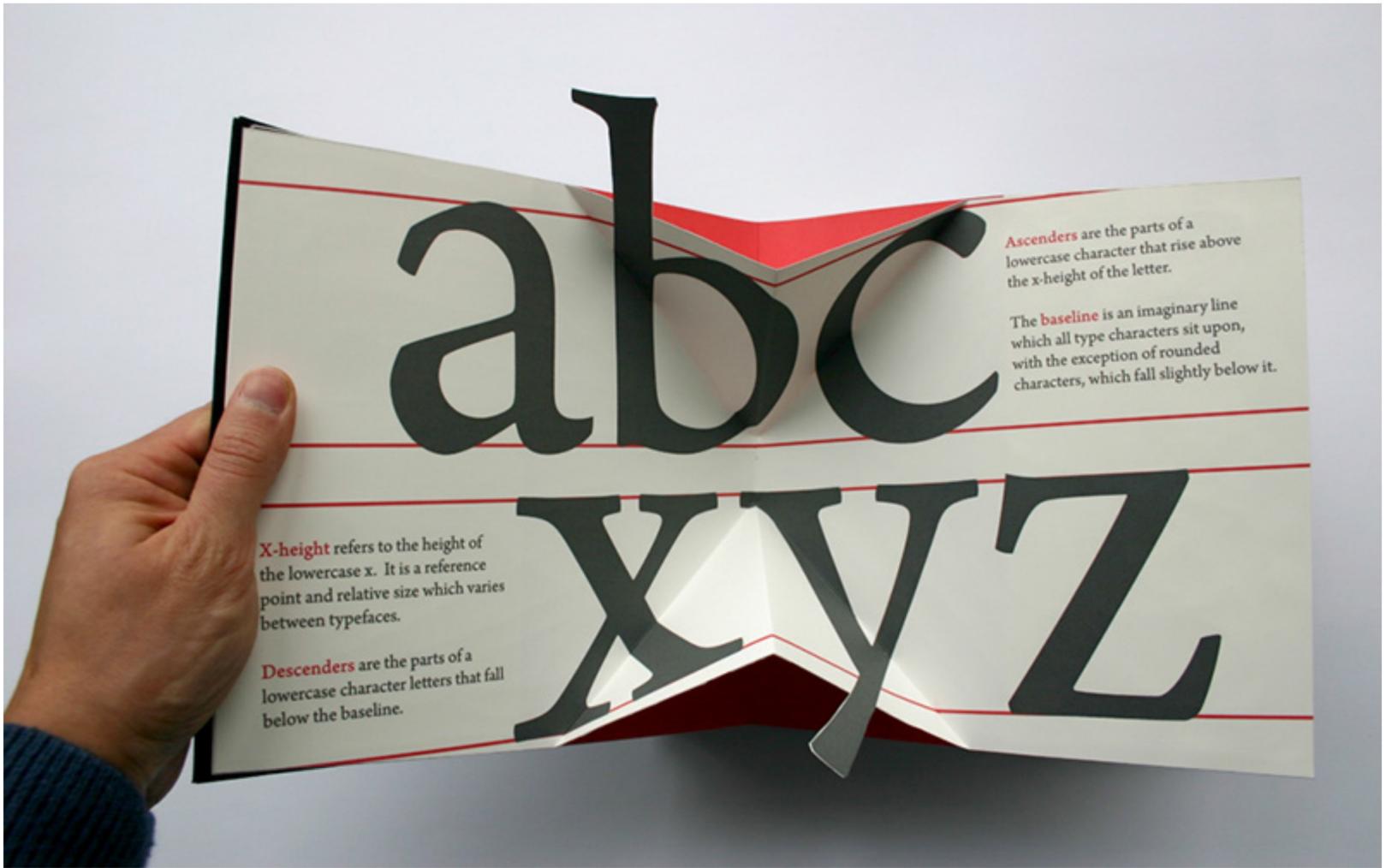
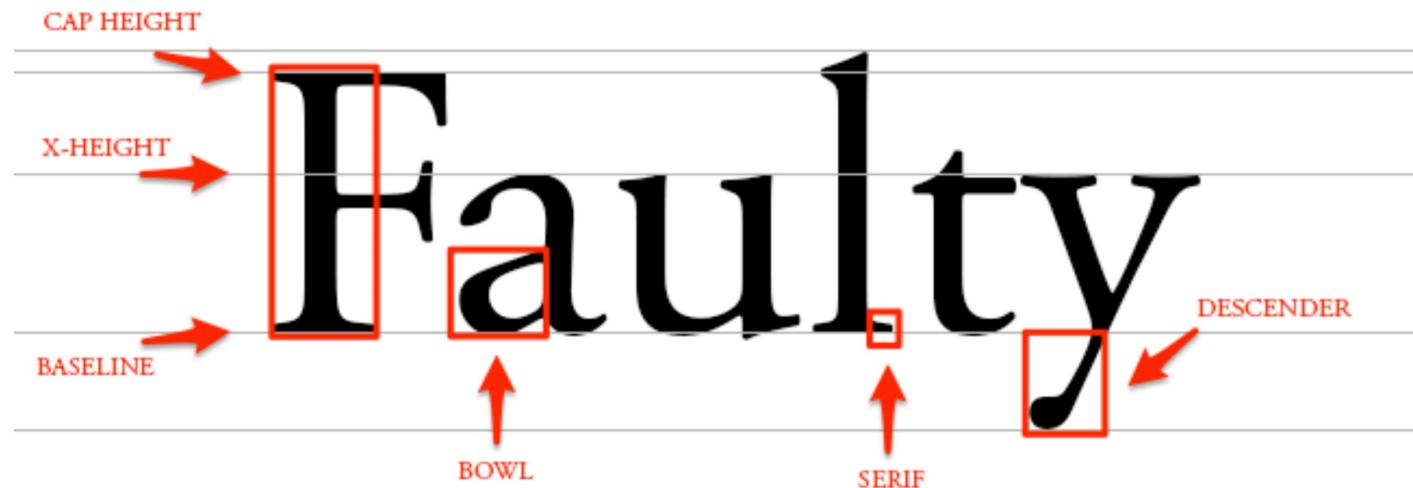


Image Credit: <https://www.designer-daily.com/an-impressive-3d-movable-book-about-type-59284>

TYPOGRAPHY (OR FONT)



Sans Serif Serif

The word "Sans Serif" is in a black sans-serif font. The word "Serif" is in a black serif font, with its serifs highlighted by red boxes and arrows.

TYPOGRAPHY

- Matching fonts is more art than science
- It is a huge topic on it's own, but as with color palettes...
- Many sites online will generate fonts that look great together for most common needs so you don't have to overthink it:
 - <https://fontpair.co/>
 - <https://www.mixfont.com/>
 - <http://fontjoy.com/>

FONT PAIRING EXAMPLES

Questrial

Open Sans

LEAGUE GOTHIC

BREE REGULAR

BREE

museo slab italic

LEAGUE GOTHIC

museo slab

BREE REGULAR

Questrial

Great Vibes

FUTURA

EVEN EASIER FONT PAIRING

Futura
[TYPEFACE]



Futura Light
Futura Book
Futura Medium
Futura Bold
Futura Light Italic

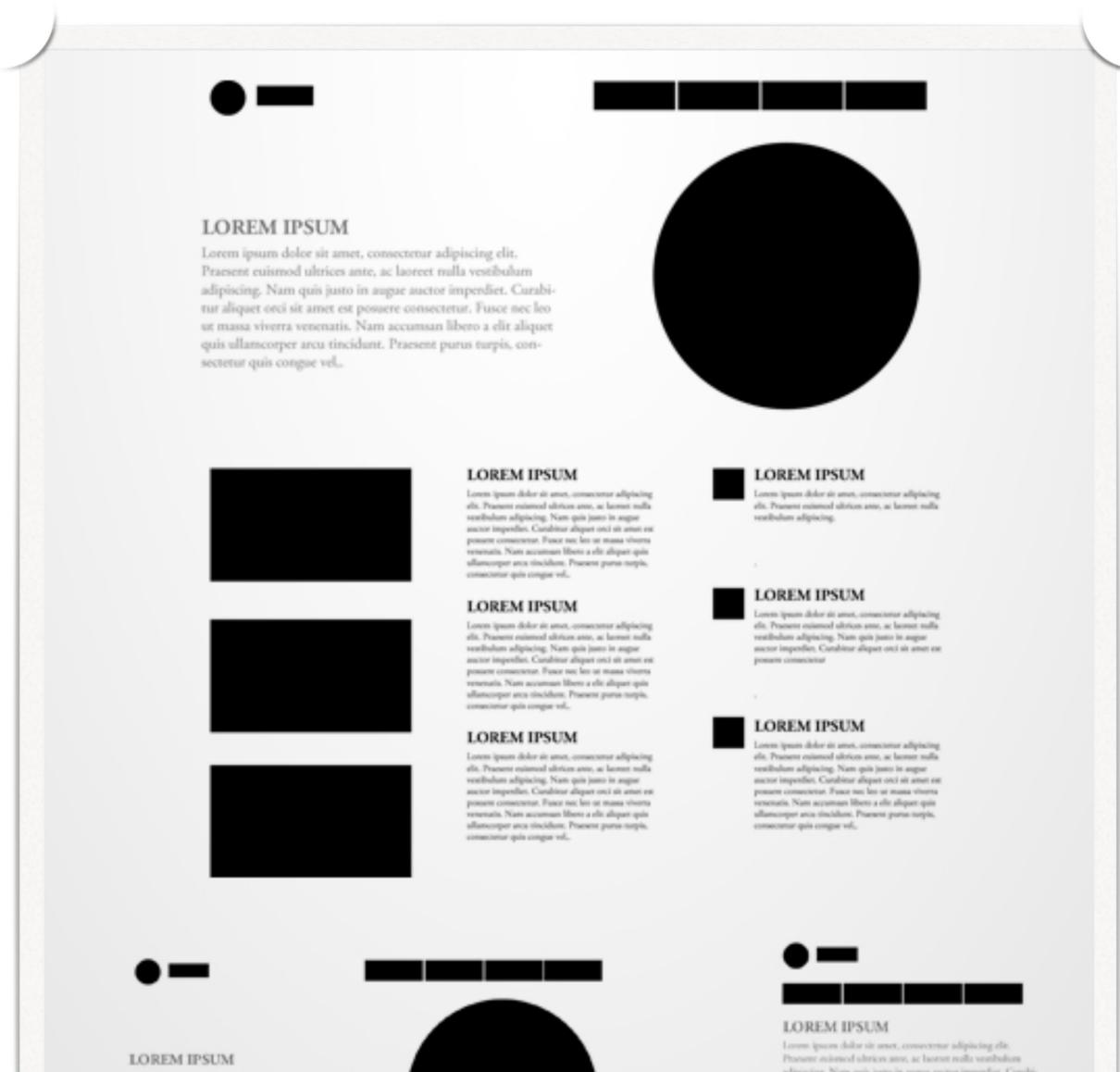
[FONTS]

Q&A

LAYOUT

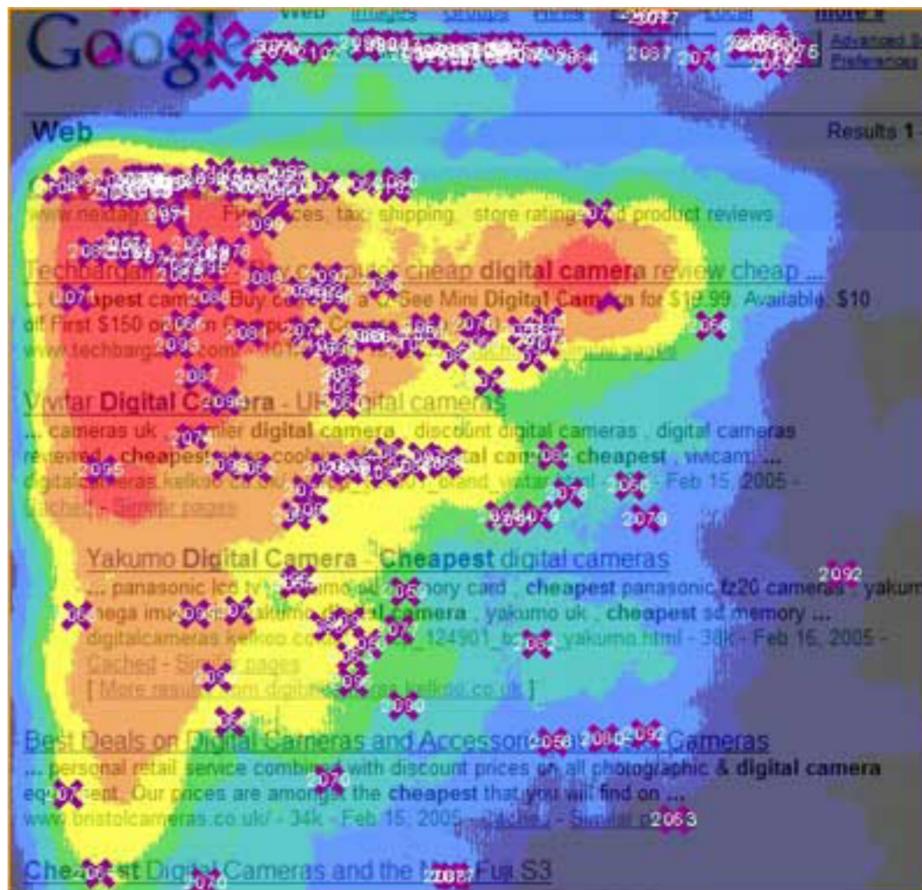
Section C

LAYOUT & VISUAL HIERARCHY



LAYOUT

- Heatmaps show that people scan sites in an “F” shape from top left to right and down the left hand side.



LAYOUT

versus

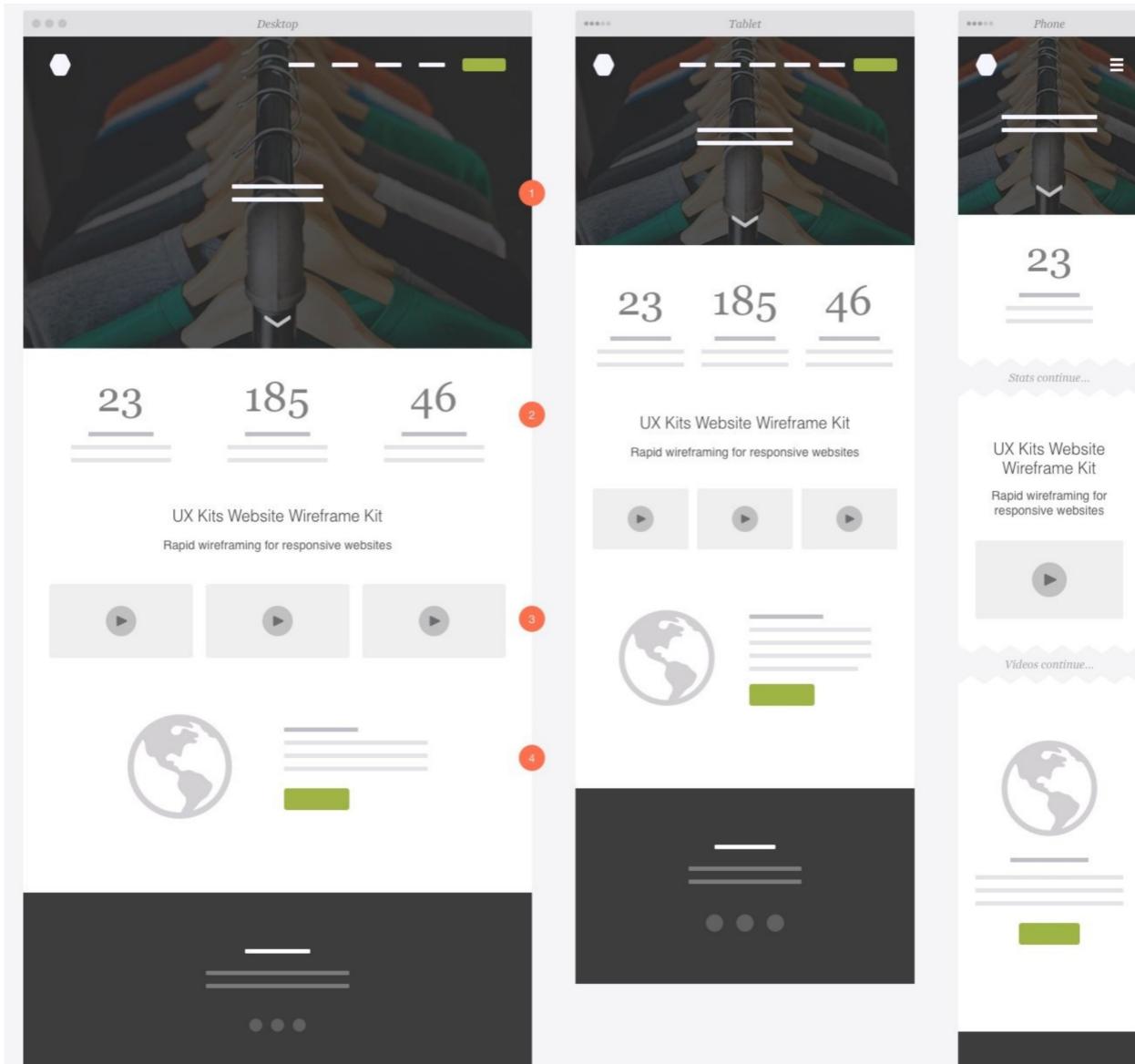
Lorem ipsum dolor sit amet.

Consectetuer adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis.

Ut justo. Suspendisse potenti.

Sed egestas, ante et vulputate volutpat, eros pede semper est, vitae luctus metus libero eu augue. Morbi purus libero, faucibus adipiscing, commodo quis, gravida id, est. Sed lectus. Praesent elementum hendrerit tortor. Sed semper lorem at felis. Vestibulum volutpat, lacus a ultrices sagittis, mi neque euismod dui, eu pulvinar nunc sapien ornare nisl.

BEING RESPONSIVE - FROM MOBILE TO DESKTOP



BEING RESPONSIVE – FROM MOBILE TO DESKTOP

Bootstrap Grid System



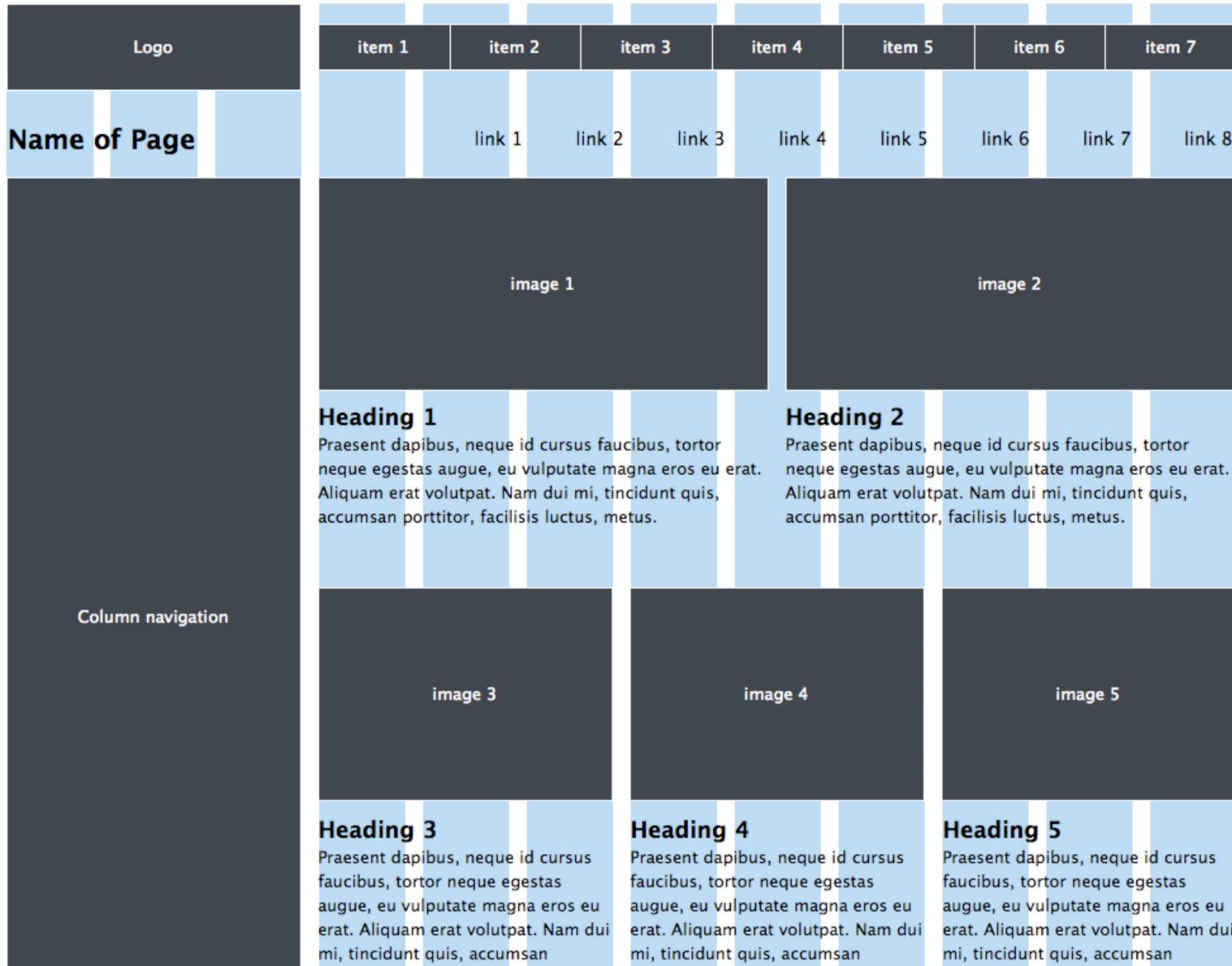
Bootstrap lets you organize content based on the “number of columns” a div spans – out of a total 12 columns.

Example:

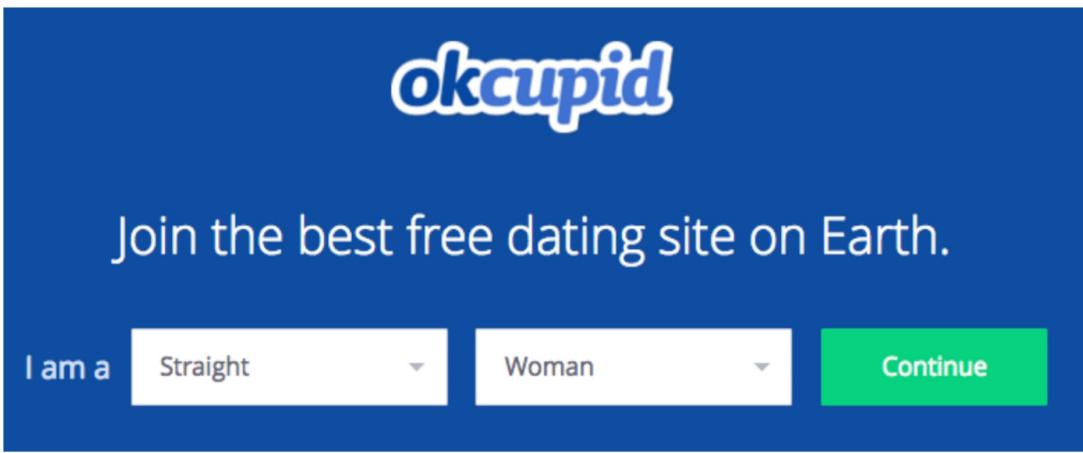
```
<div class="col-md-12">  
(Spans full width)
```

```
<div class="col-md-4">  
(Spans 1/3 of full width)
```

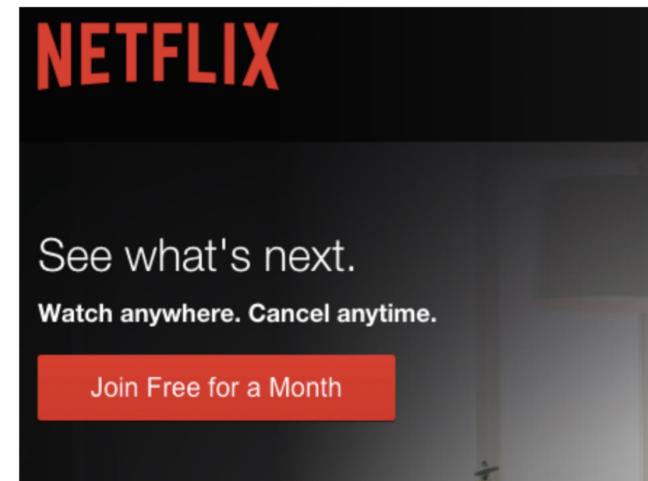
BEING RESPONSIVE – FROM MOBILE TO DESKTOP



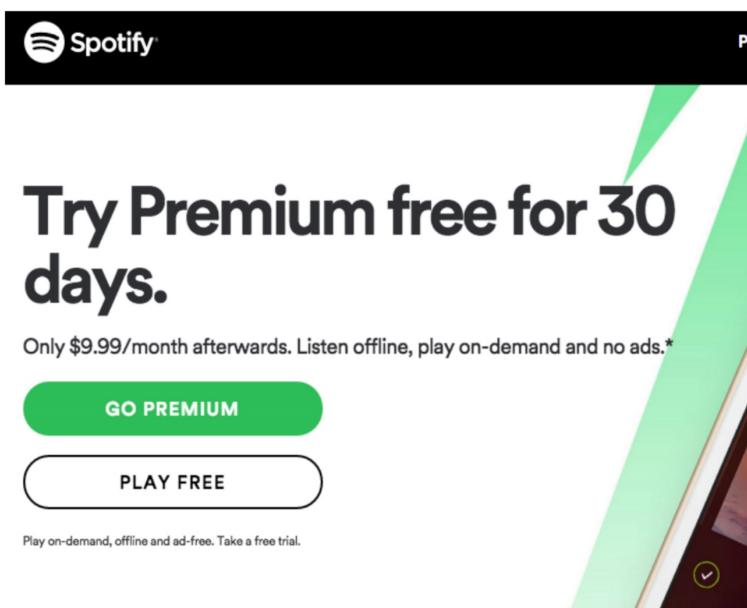
CALLS TO ACTION (CTA)



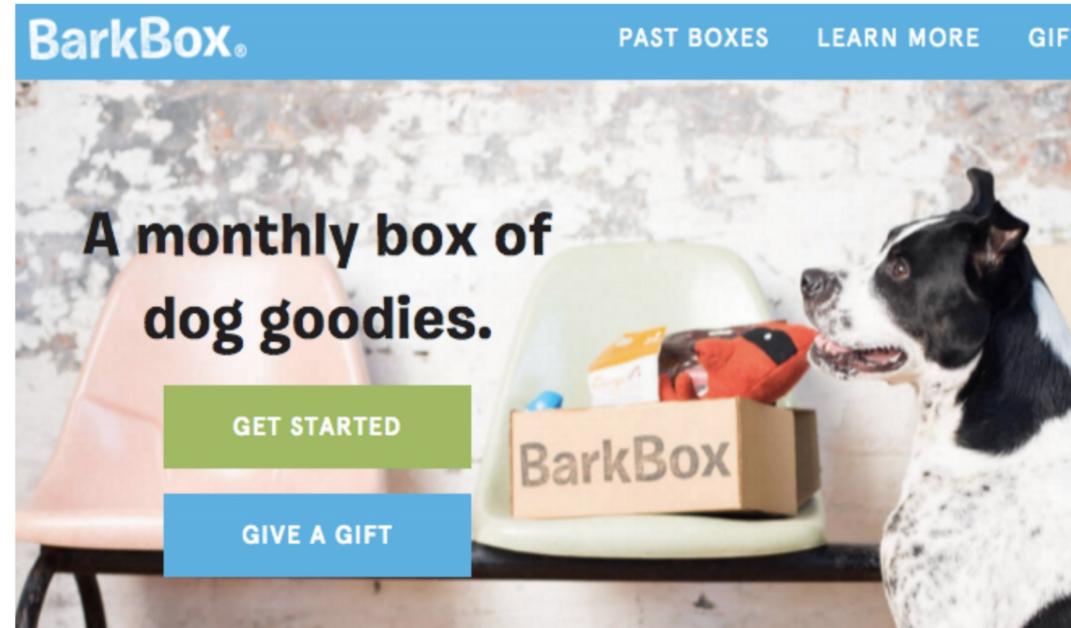
The OkCupid landing page features a large blue header with the brand name "okcupid" in white, lowercase, sans-serif font. Below the header is a white text area containing the tagline "Join the best free dating site on Earth." Underneath this, there are two dropdown menus: "I am a" followed by "Straight" and "Woman". To the right of these dropdowns is a green rectangular button with the word "Continue" in white. The background of the main section is a solid blue color.



The Netflix landing page has a black background. At the top, the word "NETFLIX" is written in its signature red, blocky font. Below this, in a smaller white font, is the text "See what's next." Further down, another white text area reads "Watch anywhere. Cancel anytime." To the right of this text is a red rectangular button with the white text "Join Free for a Month".



The Spotify landing page has a black header bar with the Spotify logo and the word "Spotify" in white. Below this is a large white area containing the text "Try Premium free for 30 days." in bold black font. Underneath this, in smaller text, is "Only \$9.99/month afterwards. Listen offline, play on-demand and no ads.*". At the bottom left are two buttons: a green one labeled "GO PREMIUM" and a white one labeled "PLAY FREE". A small note at the very bottom says "Play on-demand, offline and ad-free. Take a free trial." with a small checkmark icon.



The BarkBox landing page features a light blue header with the brand name "BarkBox" in white. To the right of the name are three links: "PAST BOXES", "LEARN MORE", and "GIFT". The main visual is a black and white photograph of a dog looking at a cardboard box filled with dog treats. Overlaid on the image is the text "A monthly box of dog goodies." in bold black font. At the bottom left is a green button labeled "GET STARTED" and at the bottom right is a blue button labeled "GIVE A GIFT".

LAYOUT EXERCISE

1. List out the most important things to show your user
2. Rank them from 1-10 in order of importance
3. Look at the way the information is arranged
4. Assign values from 1-10 according to the *actual* visual importance as you see it in the live design.
5. Does the expected importance match up with the actual layout importance?

LAYOUT EXERCISE

1

2

3

4

5

6

Bloomberg

MENU Americas ▾ Sign In Search

MARKETS COMMODITIES STOCKS RATES + BONDS CURRENCIES FUTURES FIXED INCOME ETF SECTORS

Dow Jones mini -30.00 S&P 500 mini -1.75 FTSE100 Future +45.50 Nikkei 225 Future +120.00 USD +0.0005

24286.00 -0.12% 2672.75 -0.07% 7372.00 +0.62% 22440.00 +0.54% 113.86 +0.04%

6:45 PM 6:46 PM 3:59 PM 4:30 PM 6 PM

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Amazon, Intel Earnings Boost Tech Momentum in Post-Market Surge

Technology— Amazon Eyes Second Biggest Market Cap

Gadfly— Being Jeff Bezos Means Never Apologizing About Profits

Technology— Amazon Jumps to All-Time High After Strong Earnings

White House Releases Photos of Pompeo Shaking Hands With Kim

POLITICS — Updated 3 hours ago

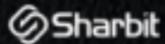
Sessions Will Challenge Rules Denying Work to Wall

POLITICS — 2 hours ago

SPOT WHAT'S WRONG – WEBSITE DESIGNS



SPOT THE ISSUES WITH THIS DESIGN

[Home](#)[About](#)[How it works](#)[About us](#)[Blog](#)[Contact](#)

Rent things from
people nearby!

UK based mobile app

Sign up to get notified about iOS release and outside UK launch!

[Sign up!](#)

GET IT ON
 Google Play



SPOT THE ISSUES WITH THIS DESIGN

[COLLECTIONS](#)[COLLABORATIONS](#)[WATCH SELECTOR](#)[SUPPORT](#) EN

OFFICIAL TW STEEL STORE

FREE WORLD WIDE SHIPPING

1-2 DAYS DELIVERY

[PRE-ORDER NOW](#)[READ MORE](#)

SPOT THE ISSUES WITH THIS DESIGN



FOR EMPLOYERS

EMPLOYERS LOGIN

LOGIN

SIGN UP

AUTOMATE YOUR JOB HUNT

Join our platform and let our auto-apply technology find your perfect job, hundreds of times.

Get Started Now



SPOT THE ISSUES WITH THIS DESIGN



Veamly

HOME

WHY VEAMLY

ABOUT US

INTEGRATIONS

DOWNLOAD

BLOG

GET YOUR FREE ACCOUNT

Because your time is precious

Are you tired of jumping back and forth between your collaboration apps? Are you getting lost with all notifications and information scattered all over the place?

Your work email

Your company

GET YOUR FREE ACCOUNT

SPOT THE ISSUES WITH THIS DESIGN

.....



Businesses

Accountants

API & Integrations

Blog

About

Support

Log in

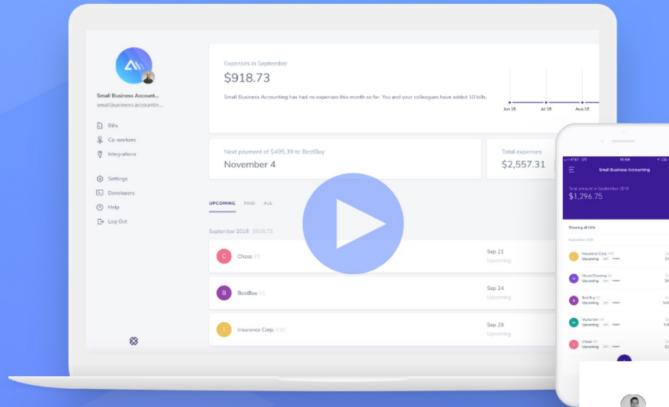
Accounts Payable Automation: 80% Faster Bill Pay and AP

Roger handles your accounts payable automatically, from scanning, over approvals, to accounting.

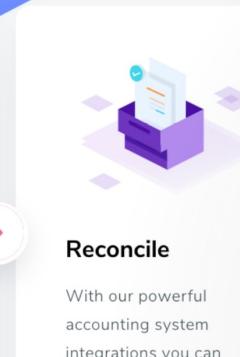
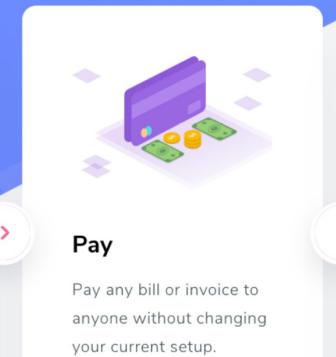
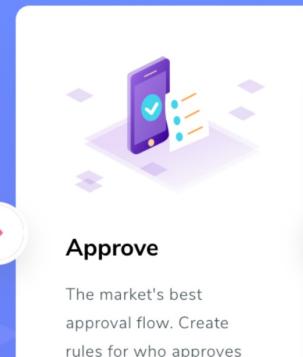
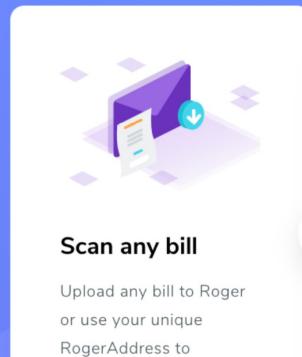
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- Integrations
 - Approval flow
 - Coworkers
- ... and much more.



CHEAT SHEET

- Rapid ideation and prototyping is a great way to generate ways to solve problems.
- Design is all about the relative importance of information, highlight what drives business value.
- Don't reinvent the wheel! Keep an eye on your competitors and use common design patterns.
- Leverage online tools to help match fonts and colors.
- Keep it simple, don't go beyond 2-3 colors or fonts in your design.

CHEAT SHEET

- Use common grid systems, I'd recommend 12 columns to make designs line up responsively
- A mobile first approach is always best when your design needs to be on multiple device sizes
- Only focus on one CTA in a given space
- A/B test CTAs whenever possible
- Test with users, and validate everything.
- Great design is what works.

Q&A, THANKS!

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