

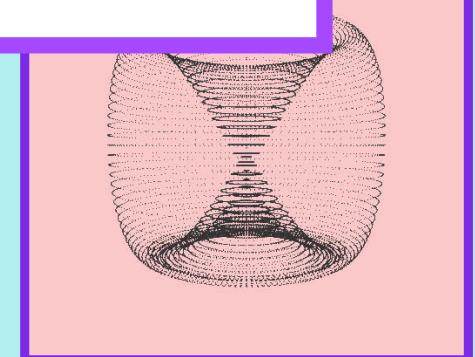
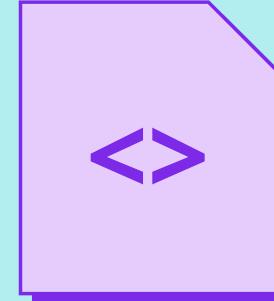


UI/UX #1

UI Fundamentals

Presented by
Sam Parkinson

Canva



What's the difference?

UX User Experience

- The "usability" of an app.
Does the app feel logical?
- Who are the users?
- User research (interviews, tests)

UI User Interface

- The graphics and copy-writing
- Visual design: colors, pixels, shadows, etc.
- The "branding" of an app

Aim of UI: Making apps easier

- ensuring users aren't scared
(basic visual design principles)
- make it easier to find things
(visual hierarchy)
- make it easier to do something
(affordances)

Part One:

Ensuring users aren't scared: Graphic basics

Making your app less scary

Alignment

Humans like like aligned,
consistent patterns

**Using a grid helps great
alignment.**

Fonts

Having a consistent fonts
reduces confusion

Less is more.

Colors

Using a harmonious set of
colors can makes a design
look right.

**Use maths for colors that
look great together.**



Alignment in our World

Alignment: Grids



BBC.com - an example of modern grids:

BBC | Sign in | Home | News | Sport | Reel | Worklife | Travel | Future | Culture | More | Search |

Welcome to BBC.com | Friday, 26 February



Biden raises human rights in call with Saudi king
The murder of exiled Saudi journalist Jamal Khashoggi in 2018 still overshadows US-Saudi relations.
| US & CANADA

Ex-US Olympics coach found dead after sex charges
| US

Can Asia help Myanmar find a way out of coup crisis?
| ASIA

Is sleep the new self-care?
| WORKLIFE

The return of a once-dying lake
| FUTURE PLANET

News



Biden approves airstrike on Iran-backed militias
| MIDDLE EAST

Amazon rainforest plots illegally sold on Facebook
| TECHNOLOGY

Fijian team sings moving tribute to quarantine staff
| AUSTRALIA

Sport



India beat England inside two days
| CRICKET

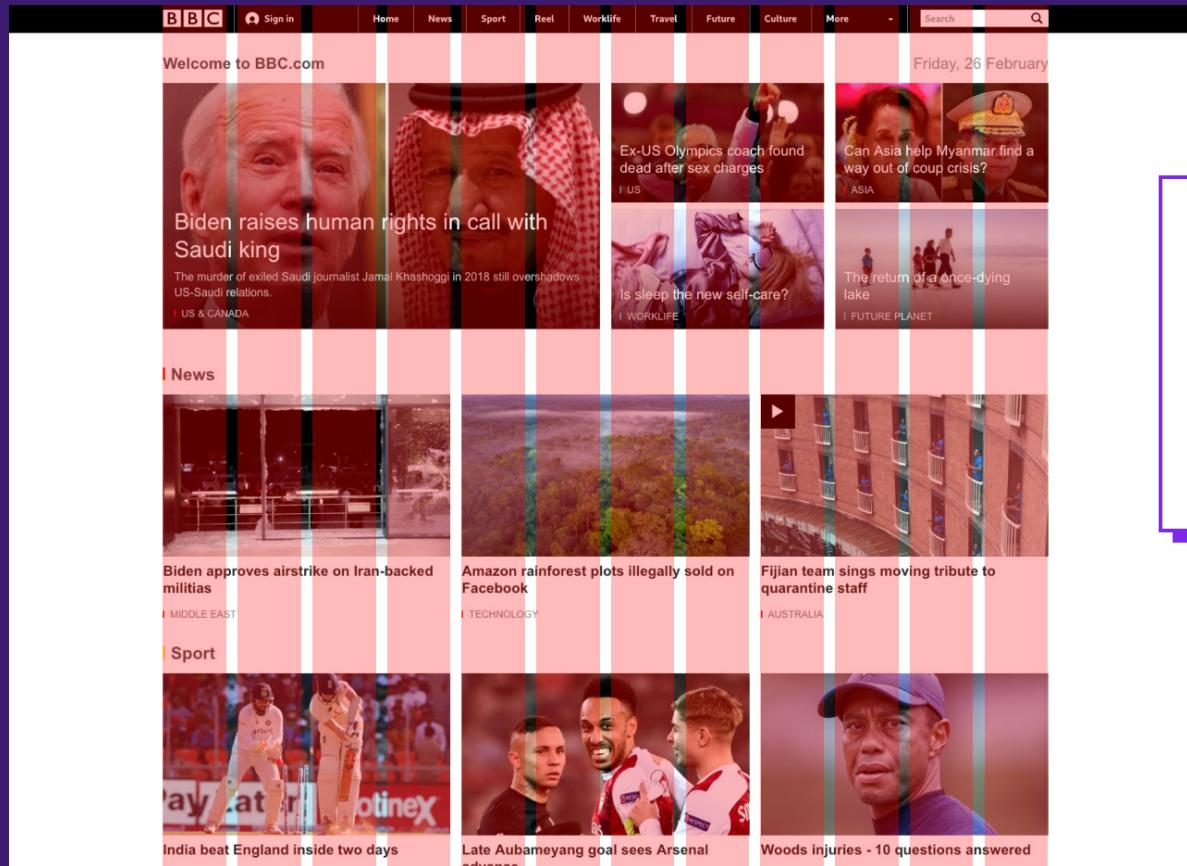
Late Aubameyang goal sees Arsenal advance
| SOCCER

Woods injuries - 10 questions answered
| GOLF

BBC.com - an example of modern grids:

12 columns

16px gap
between
columns



1200px limit (for readability)

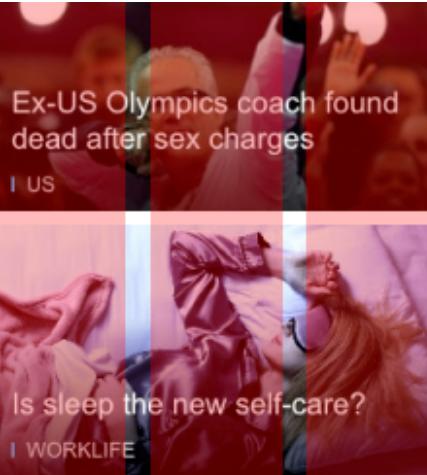
12 columns is a common grid, because it can be divided into 1, 2, 3, 4 or 6 cleanly!



Biden raises human rights in call with Saudi king

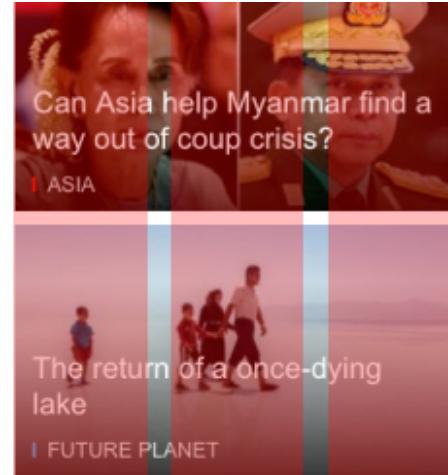
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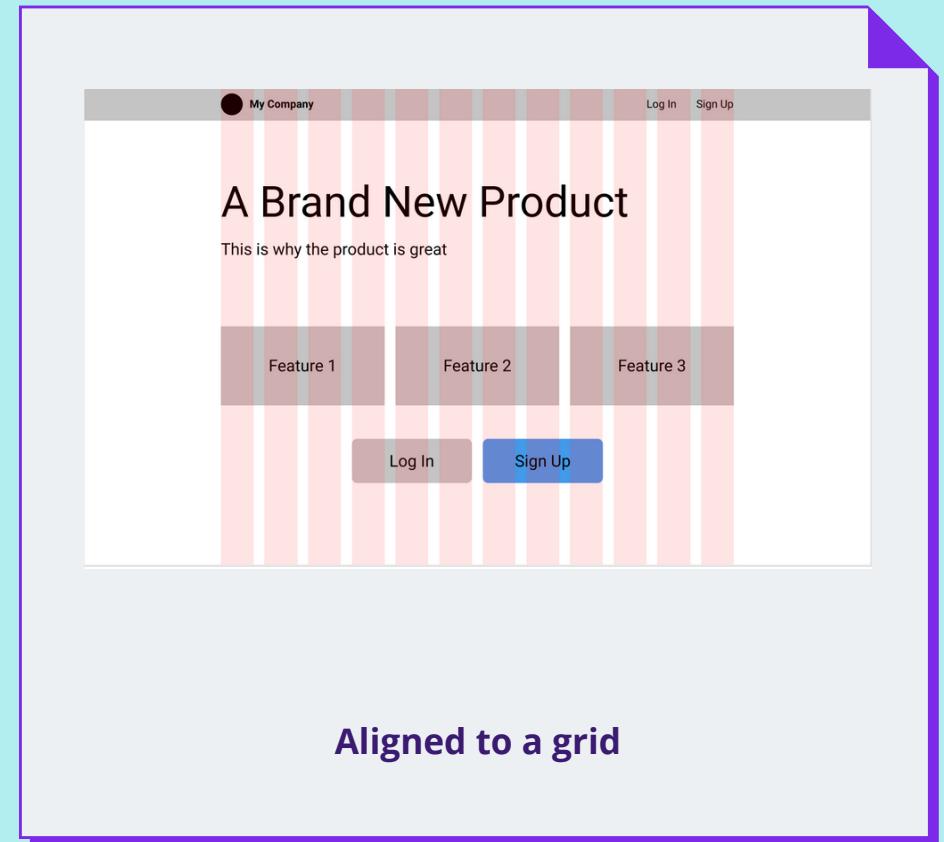
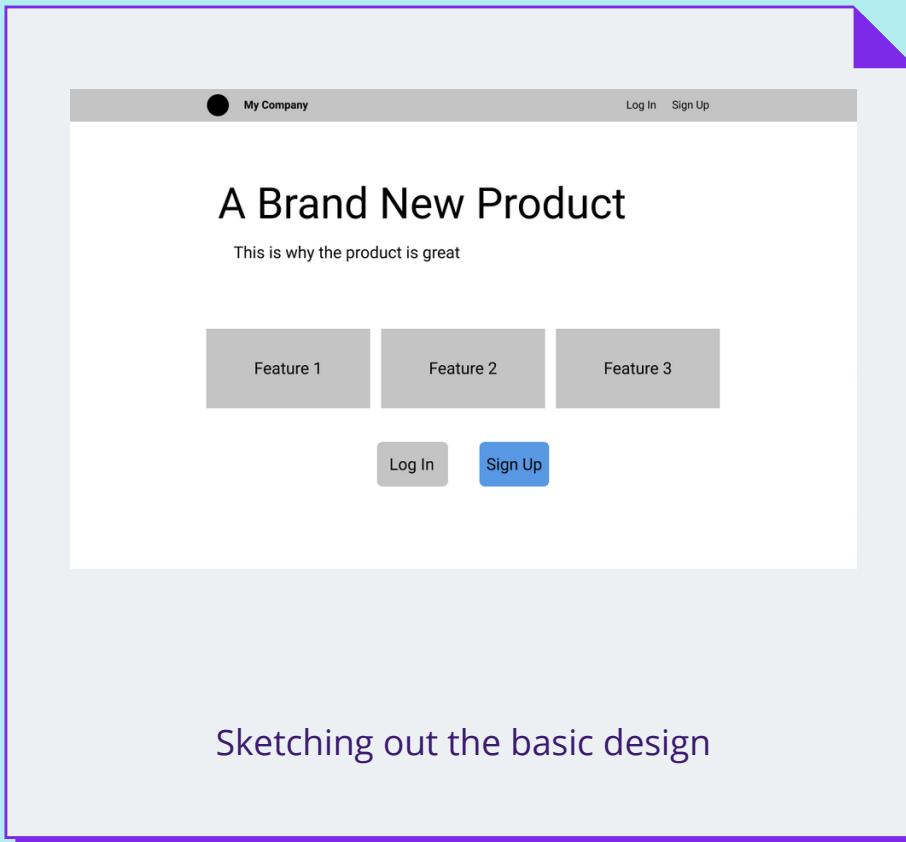
| AUSTRALIA

| Sport

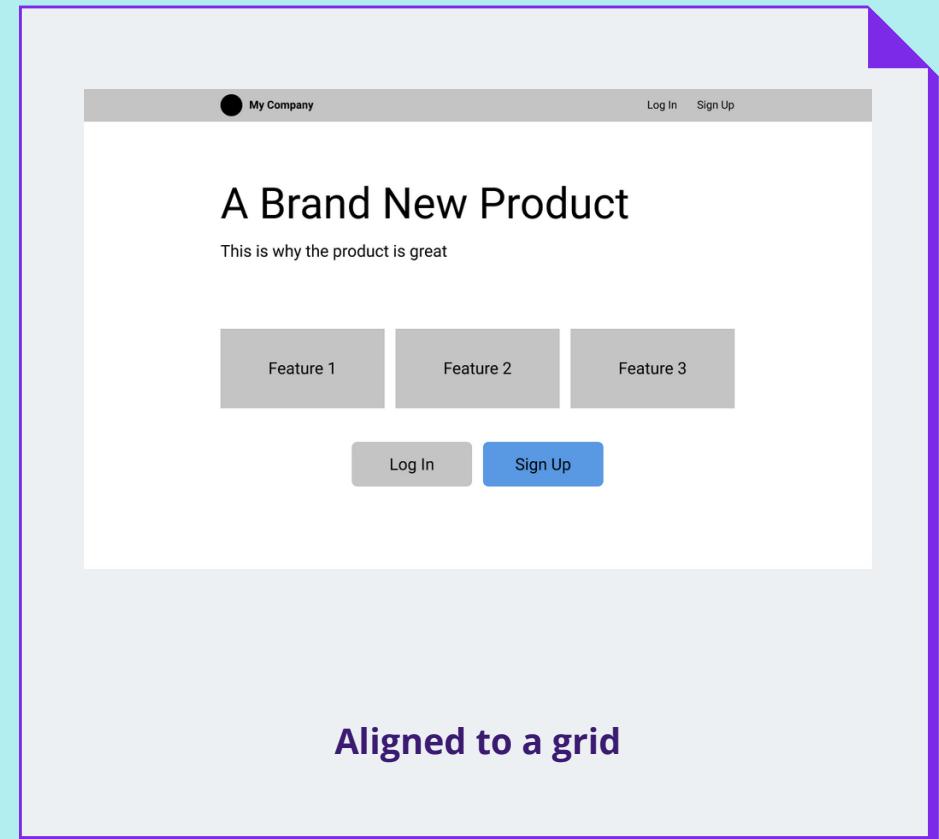
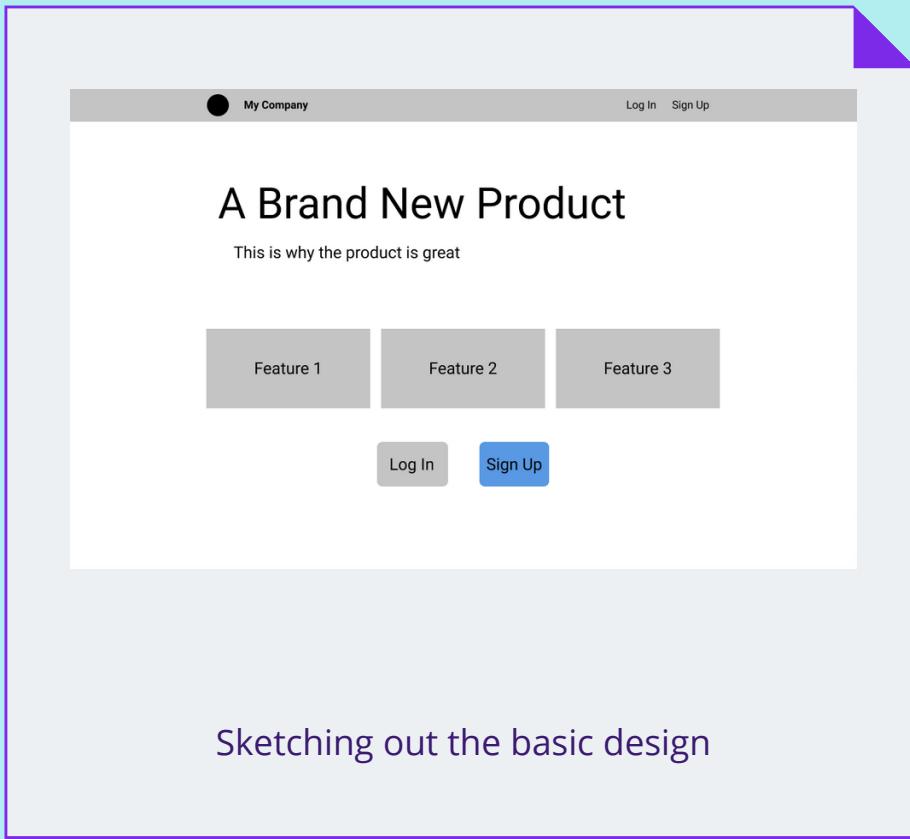


*content goes to the edge of columns,
but not into the margins*

Example of using a grid



Example of using a grid



Typography

Less is more. Create consistency by limiting the number of different text stylings.

In particular, use at most 2 different font families. Choose a nice **font** or **font pairing**.

57 PT UPPERCASE

LIBRARY SPARTAN

27 PT ITALIC

Libre Baskerville

13 PT

Libre Baskerville. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Made in

Scale Category	Typeface	Weight	Size	Case	Letter spacing
H1	Roboto	Light	96	Sentence	-1.5
H2	Roboto	Light	60	Sentence	-0.5
H3	Roboto	Regular	48	Sentence	0
H4	Roboto	Regular	34	Sentence	0.25
H5	Roboto	Regular	24	Sentence	0
H6	Roboto	Medium	20	Sentence	0.15
Subtitle 1	Roboto	Regular	16	Sentence	0.15
Subtitle 2	Roboto	Medium	14	Sentence	0.1
Body 1	Roboto	Regular	16	Sentence	0.5
Body 2	Roboto	Regular	14	Sentence	0.25
BUTTON	Roboto	Medium	14	All caps	1.25
Caption	Roboto	Regular	12	Sentence	0.4
OVERLINE	Roboto	Regular	10	All caps	1.5

Creating a palette / table of types can ensure consistency throughout a project.

Example of a app color palette

The image shows a color palette on the left and a mobile application interface on the right.

Color Palette:

- Primary Purple: A dark purple square with the name "Primary Purple" above it. It includes hex codes for three shades: #6200EE (top), #3700B3 (middle), and #03DAC5 (bottom).
- Secondary Teal: A teal square with the name "Secondary Teal" above it. It includes hex code #03DAC5 at the bottom.
- Grayscale: A grayscale gradient bar with numerical values 500, 700, and 200 next to it, corresponding to the colors above.

Mobile Application Interface:

An analytics dashboard titled "Analytics". It displays various metrics:

- Marketing: 123.4 M
- Conversion: 537 (+22% of target)
- Sales: 345.8 M (+11% of target)
- Users: 45.5 M
- Avg. session: 4:53 H (+56.6% of target)
- Sessions: 23,242
- Pageviews: 12%

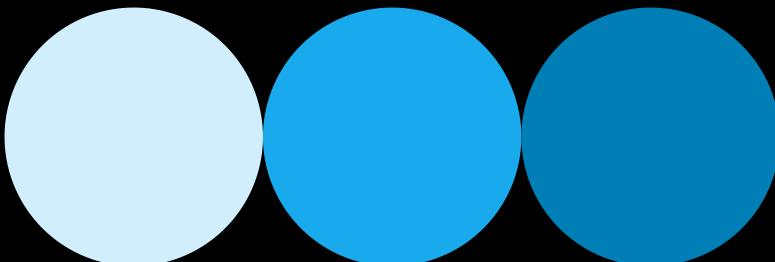
The interface has a light gray background with dark purple accents for the header and some text elements.

Text below the palette:

Primary hue with variants,
Secondary hue,
Grayscale

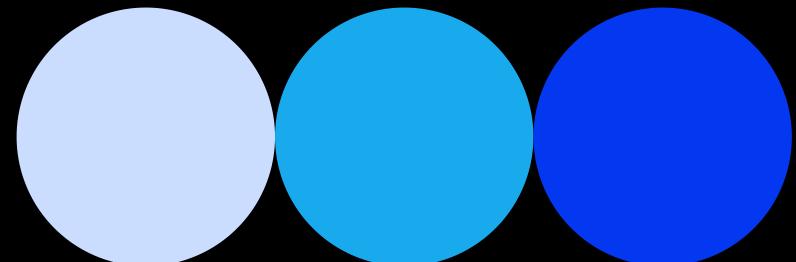
Generally, apps have a constrained color palette. This creates a sense of cohesion. Choosing a palette of colors beforehand helps achieve that.

Harmonious Colors



Harmonious

pleasing variants, when you
need a lighter/darker colors

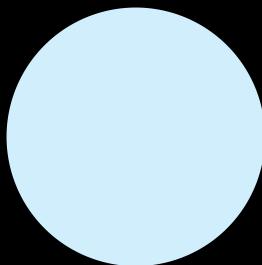


Not Harmonious

distract users, because they don't
look like the same color

Great talk for more depth: <https://www.youtube.com/watch?v=AS1OHMW873s>

Harmonious Colors

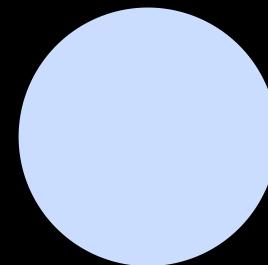


209, 238, 252

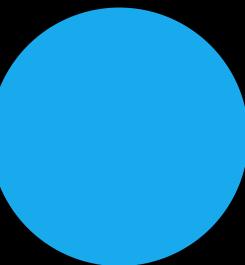
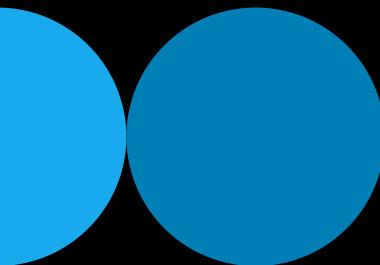
25, 170, 238

0, 126, 182

RGB value
(= hex code)



203, 221, 255



25, 170, 238

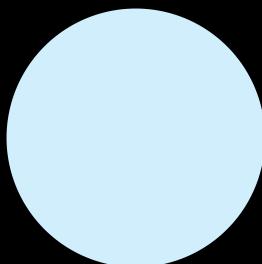
4, 55, 240

Harmonious

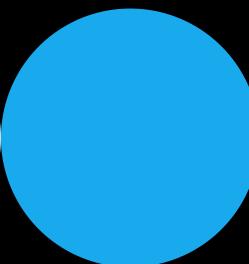
Not Harmonious

Who does the left look better?

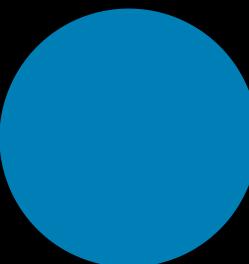
Harmonious Colors



209, 238, 252
199, 86, 90

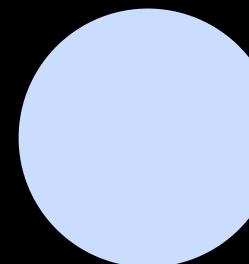


25, 170, 238
199, 86, 51

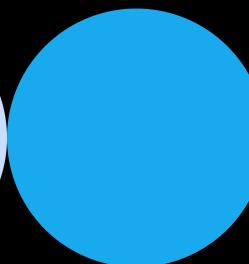


0, 126, 182
199, 100, 35

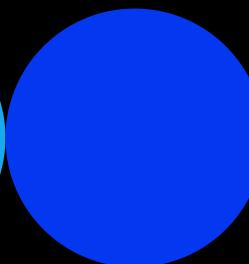
RGB value
HSL value



203, 221, 255
230, 100, 89



25, 170, 238
199, 86, 51



4, 55, 240
277, 96, 47

Harmonious

I.e. the HUEs are the same

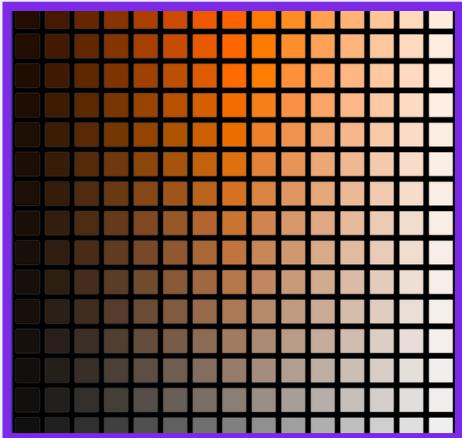
Not Harmonious

I.e. the HUEs are not the same

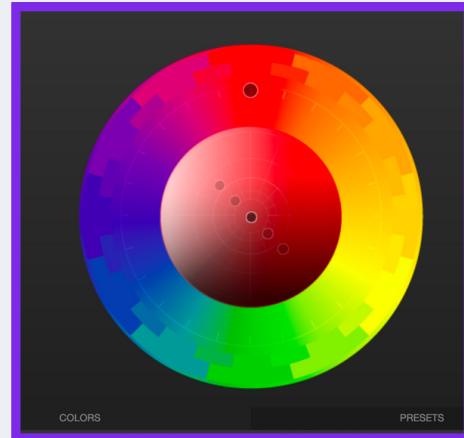
Great talk for more depth: <https://www.youtube.com/watch?v=AS1OHMW873s>

So many great color (free) tools

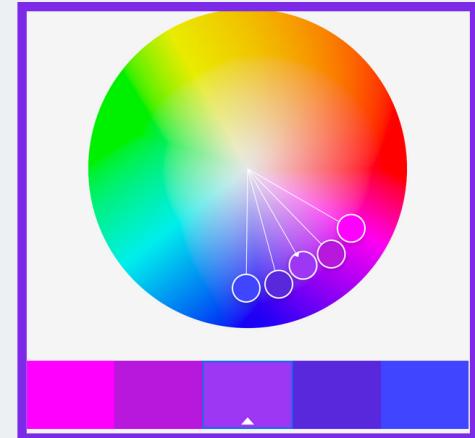
[Colorizer.org](#)



[Paletton.com](#)



[Adobe Color](#)



Part Two: Help people find things

We use visual hierarchy
to make what's most
important stand out

Energy in action.[®] Since 1837.

AGL electricity account.

Sample Business
Ms Sarah Sample
PO Box 123
SAMPLETOWN SA 5555

Barcode

How much energy is your business using?

Bill period: 4 Feb 2014 to 3 Mar 2014 (28 days)

Average daily cost and usage.

Snapshot.

Average daily cost:	\$91.30
Average daily usage:	351.35kWh
Same time last year:	374.63kWh

Tax Invoice: Issued 4 Mar 2014
AGL South Australia Pty Limited ABN 49 091 105 092
244448888/-000078

Bill overview.

Balance brought forward	\$0.00
+ New charges	\$2,556.32
= Total due	\$2,556.32

Due date 24 Mar 2014
To avoid a late payment fee of \$12.73, please pay by the due date.
Thank you.

Cooling, hot water and heating needs?
Call us on 131 768 or visit agl.com.au for sales, service, installation and repairs.

Useful information.

Easier budgeting with monthly billing.
My AGL Monthly Bill™ could help you control your business budget with smaller, regular, easier to manage energy bills. Get started at agl.com.au/AGLEnergyOnline

AGL stays in touch as you move.

When you move your energy with AGL, we'll keep you informed with SMS messages throughout the connection process, so you'll know exactly where you're at, every step of the way.

Call 1300 308 245 or visit agl.com.au/MovingHome

Today 1:05 PM

Elements of Visual Hierarchy

- 1 - Size** (bigger means important)
- 2 - Color** (brighter means important)
- 3 - Contrast** (contrasting things draw attention)
- 4 - Spacing** (big margins create importance)
- 5 - Alignment** (misaligned things draw attention)
- 6 - Repetition** (puts things on the same level)

Missing our news on Facebook?

Get the latest news and live notifications with the ABC News app



New South Wales Top Stories

Dhanya Mani asked the PM's office for help over an alleged assault. She says she did not get any

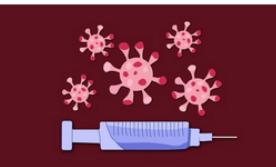
A former NSW Liberal Party staffer who publicly aired allegations of indecent assault against a colleague in 2019 says she reached out to the Prime Minister's office for help and did not receive any.

Fourth woman alleges former staffer at centre of rape allegations 'stroked her thigh'

A fourth woman reveals to Four Corners that she has made an allegation to police about the former staffer at the centre of what is currently Australia's biggest political scandal.

Sam Burgess charged with traffic offences while driving BMW, allegedly failed roadside drug test

Features



Which COVID-19 vaccine group are you in?



How a 'mongrel plumber' found enlightenment — and wants you to, too

Just In

Dhanya Mani asked the PM's office for help over an alleged assault. She says she did not get any

Posted 22m ago

Photographer snaps giant 'flash rip' roiled up by big WA surf

Posted 51m ago

Air NZ announces trial of digital COVID-19 vaccination passports on flights to Australia

Posted 1h ago

Mother jailed over helping alleged drug trafficking son flee Australia to avoid facing charges

Posted 1h ago

139-year-old house rolls to a new San Francisco address

Posted 2h ago

make these easy to ignore (for the better)



size
top headline is
the biggest



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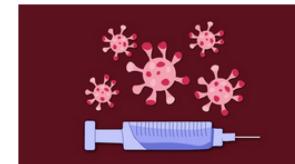
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Posted 1h ago

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Posted 2h ago

spacing & contrast
draws attention to the facebook banner

color
prioritizes "features"
over "just in"

Part Three:

Helping people use things: Affordances

Affordances

Q

What is an affordance?

A

An affordance is the visual properties of an element that let the user know they can do something with it.

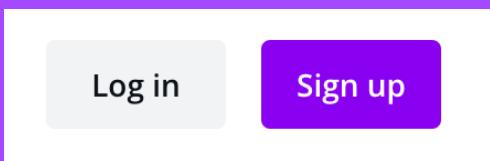
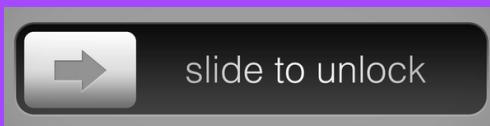
E.g. a handle on a door. A button on a web page.

Some types of affordances

Explicit

An explicit affordance *tells* people how to interact

"Click here" to do something.

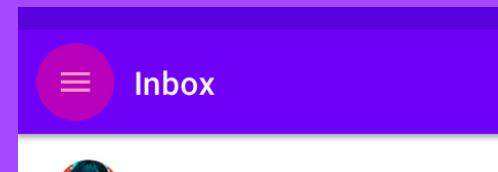


Pattern

A pattern affordance uses a *common pattern* to *imply* an interaction is possible.

Underlined, blue text implies a link.

Hamburger implies menu:



False

A false affordance *looks like* it would do something it can't do.

False affordances should be avoided - they are confusing.

Review

- Alignment is important for a cohesive design, a grid is a way of achieving that.
- Creating a font/color palette beforehand can create consistency
- Use maths to choose harmonious colors.
- Think about what's most important, make it most visually important too (visual hierarchy).
- Making possible interactions obvious (affordances).