UI Design Fundamental

UI design *is the design of user interfaces for software or machines, such as the look of a mobile app, with a focus on ease of use and pleasurability for the user*

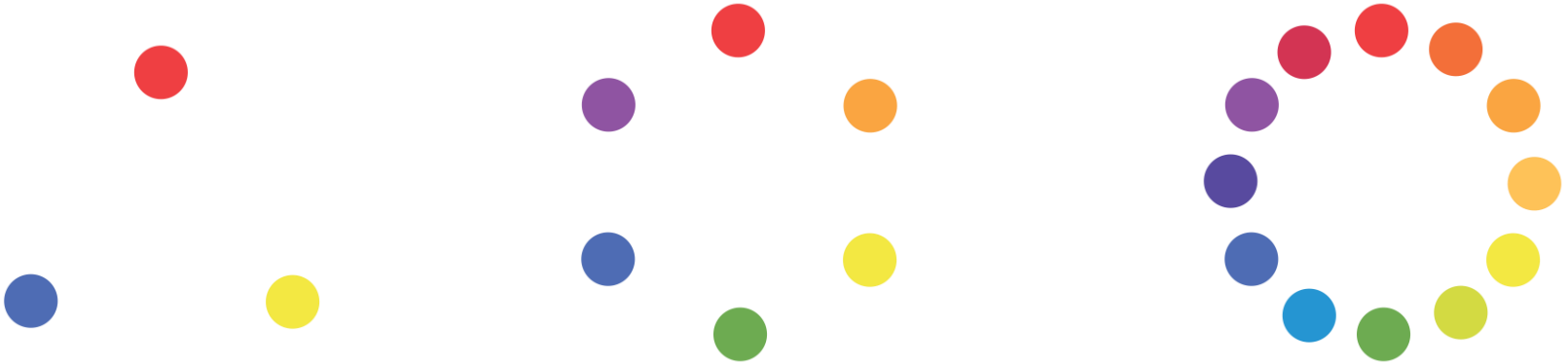
1 Typography

Typography cont.

Typography principles

2 Colors

Color Theory

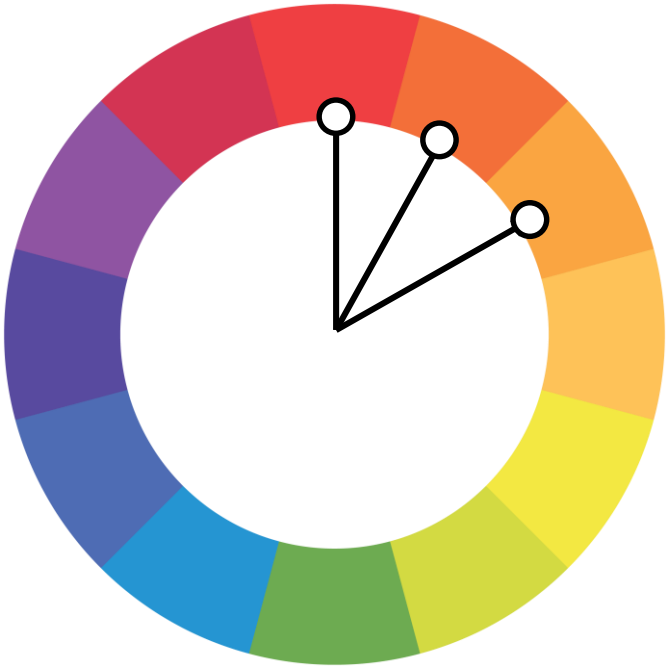


Color Palette

Formula:

Monochromatics

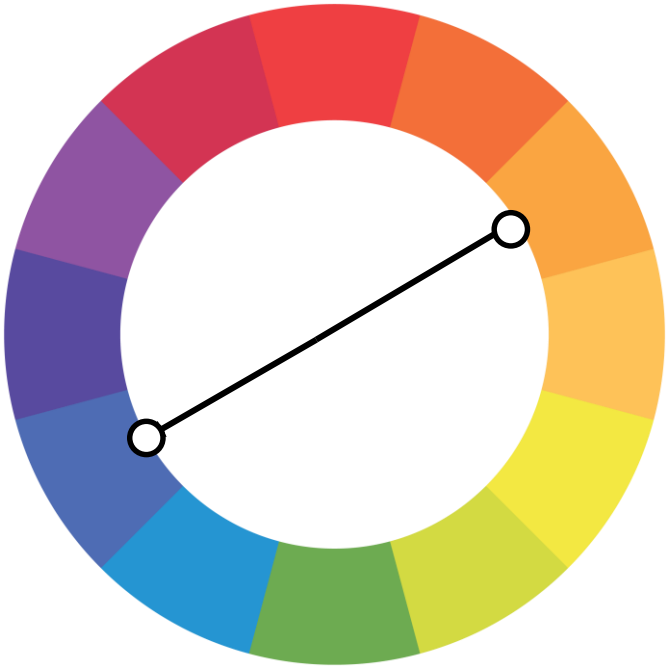
Color Palette



Formula:

Analogous

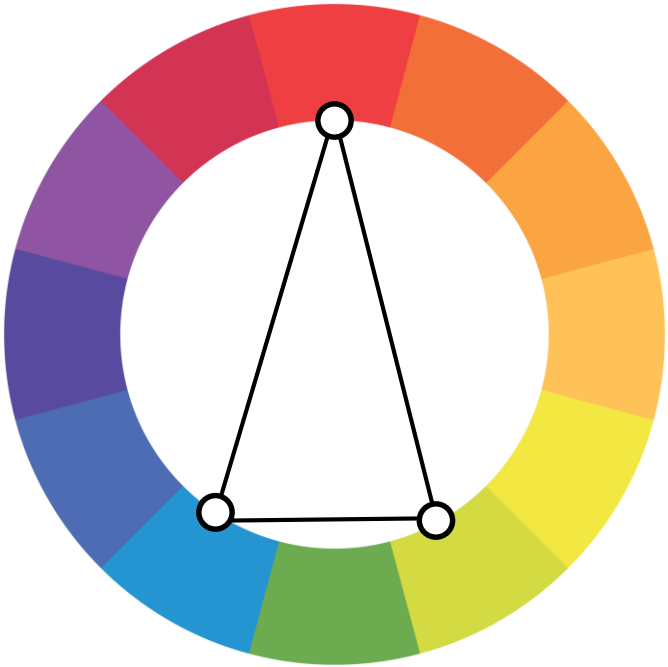
Color Palette



Formula:

Complementary

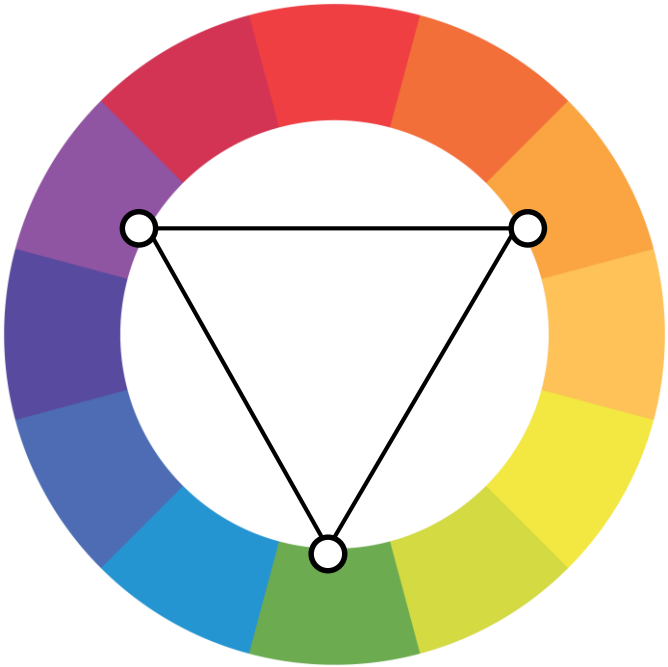
Color Palette



Formula:

Split Complementary

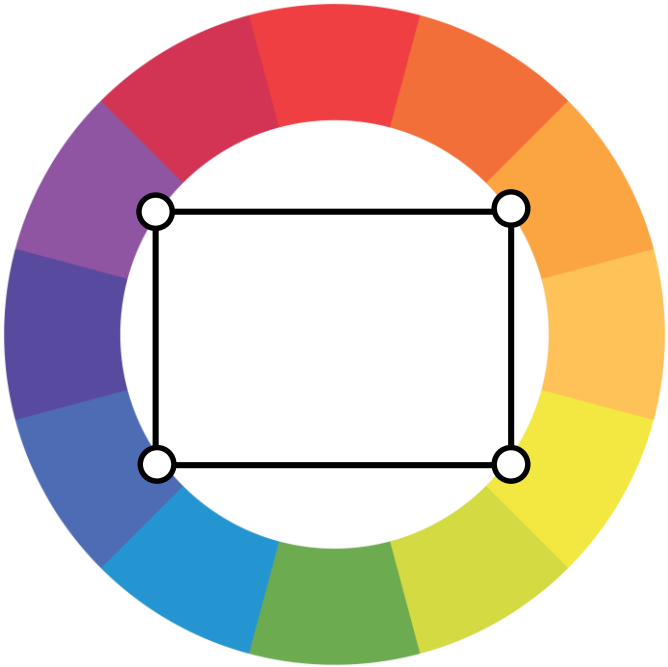
Color Palette



Formula:

Triadic

Color Palette



Formula:

Tetradic

Color Palette References

- https://material.io/guidelines/style/color.html#color-color-palette
- https://www.w3schools.com/colors/colors_palettes.asp

3 Layout

5 basic terms

Proximity

White Space

Alignment

Contrast

Repitition

Big Principles

Principles

Consistency

Different sections of the app must be coherent in the design, and there must be a consistent flow of the layout throughout the app.

Unambiguous

The design elements that are interactive in nature must be clearly depicted.

Principles cont.

Intuitive

The term ‘Intuitive’ is often used to describe mobile apps when suggesting that they are very user-friendly.

Answer User’s Queries

When a users tap a button, they want to know whether the process has started and how long will it take.

Layered UX

Layered here refers that all the features of an app must not be exposed at once.

Principles cont.

Know your user

Your user's goals are your goals, so learn them. Restate them, repeat them. Then, learn about your user's skills and experience, and what they need.

Keep it simple

The best interface designs are invisible. They do not contain UI-bling or unnecessary elements.

Thanks!

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