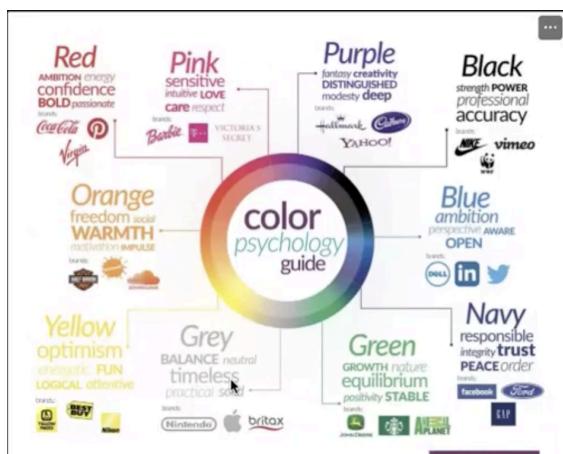


12.1 - UI/UX Design

- Poppins is a pretty nice font, can be found on fonts.google
- Poppins 16px is suggested on most screens.
- Line height is the space between two lines.
 - 120% - body text
 - 150% - heading text
- Letter spacing is the space between all the letters.
 - Suggested: -1% to 3%
- These attributes/percentages get converted to rem in tailwind css which will be taught later.
- Resources in the notion notes for better testing these styling.
- Stick to two fonts max in your website.
- uncut.wtf is a nice website to search for fonts.
- Each color has its own effects on human psychology and each color signifies something unique:



- **60** (dominant color - background - usually black or white) **-30** (secondary color - sidebars/cards/buttons) **-10** (accent color - used rather rarely - highlight important actions - your brand color) **rule**
- As designers, we like to use HSL (hue-saturation-lightness) over hex, to manipulate the colors manually.
- Watch the youtube video in notes to better understand colors
- Not all applications need a fancy or complex UI, many applications are utility-based.
- Hierarchy communicates importance.
- Maintaining consistency in UI is not just about looks but also about functionality, internal consistency (uniformity in product) and external consistency (common patterns followed in general websites). For example, if two buttons look the exact same but one of them opens in a new tab while the other one in the same tab, that is bad design (of course if it is unintentional).
- White/negative (black) space is REALLY important.
 - Visual hierarchy, readability, better focus, breathability.
- Having continuity of workflow within your application is also very important.
- UX Laws:
 - **Hick's law:** limit choices and break complex tasks into smaller steps
 - **Fitt's law:** make buttons large enough and frequently used aspects in clear visibility of the user, portrays clear intentions to the user
 - **Jakob's law:** follow familiar designs - like having video scroller at the bottom instead of redesigning oddly to be at the top
 - **Miller's law:** Do not give more than 7 elements for the user to view as a user is unable to remember more than 7 at a time (unless of course it is intentional, like with google docs top bar)
 - **Law of proximity:** items close to each other are perceived to be of similar functionality
 - **Aesthetic-usability effect:** if something is more aesthetic, it is more usable.

- lummi.ai is a great resource to find ai-generated copyright-free pics for your website.

Steps for designing:

1. Select desktop frame (by default figma sets to macbook resolution, but general desktop have 1920x1080p resolution - manually set it)
2. Set multiple frames: desktop (1920x1080), desktop mac (default by figma - 1440x1080), tablet (768x1080), mobile (375x1080).
3. Prototype skeleton structure in exalidraw, based on the purpose of the website, understanding what the user needs, forming user journeys etc.
4. Design low-fidelity and high-fidelity wireframe (which is the skeleton, just low quality and high quality). These get converted to prototypes which eventually get converted to an app.
 - a. You can create clickable prototypes in Figma as well.
5. Take references from inspiring websites (of course, not copy-paste but getting ideas) to extend the design further for your use case - pinterest or dark mode designs are a nice option to get references.

- Design system is a set of guidelines through which a family of components within a similar branding ideology (similarity in coloring, styling etc) are created (essentially same theme for all components).
 - Material design by google and apple's human interface guidelines by apple.
- You should have designs for desktop, laptop, tablet and mobile.
- You can convert a website into different resolutions through chrome's developer tools itself.
- Mobile-first approach (first design mobile and then expand to desktop), desktop-first approach (first design for desktop and then slowly size it down for mobile).
- Hero section of a web app is the main attractive point of it, like Google's logo and search bar.
- In figma, you can right click to add the plugin of Tailwind color generator, to add your entire color palette (which is the range of color from very light to very dark for that color).
- Auto layout is a button in figma on the right side which basically works like flexbox in css (aligns element, adds padding etc).
- Use grid layout of columns on desktop with margin 100, while on mobile, set margin 16.
 - Gutter is the gap between the grid layout columns.
- Major things:
 - Importing color palette
 - Font styling (width, styles, letter spacing)
 - Column grid outline
 - Practice
- Design course - Youtube for Figma tutorial