



# INTRO TO UI & UX DESIGN

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*Instructor - Dave Pinke*

# WHY DESIGN MATTERS

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*Section A*

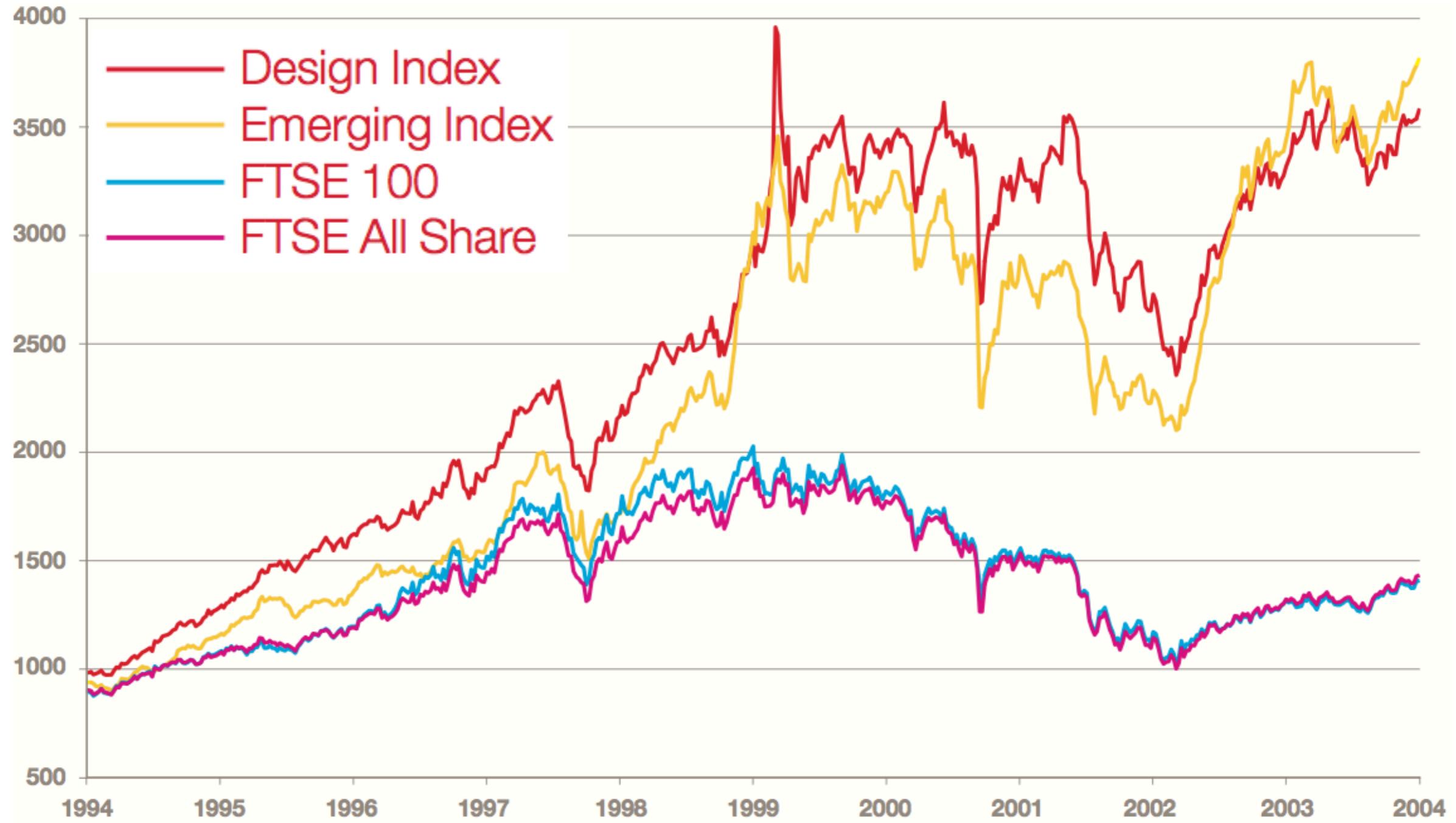
# WHY DESIGN MATTERS

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- 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

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

# **TYPES OF DESIGN**

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# GRAPHIC DESIGN

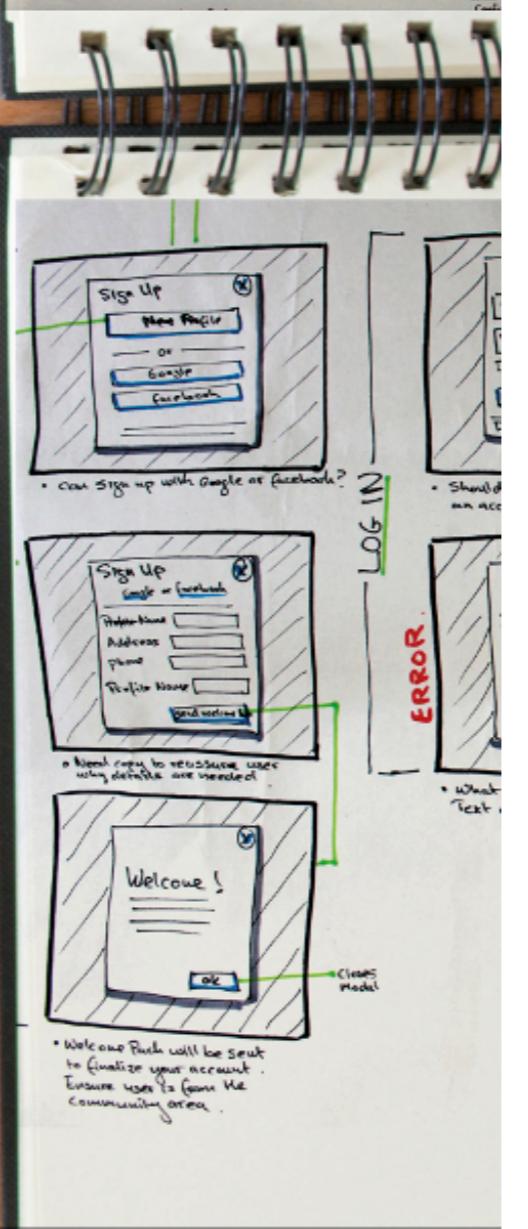
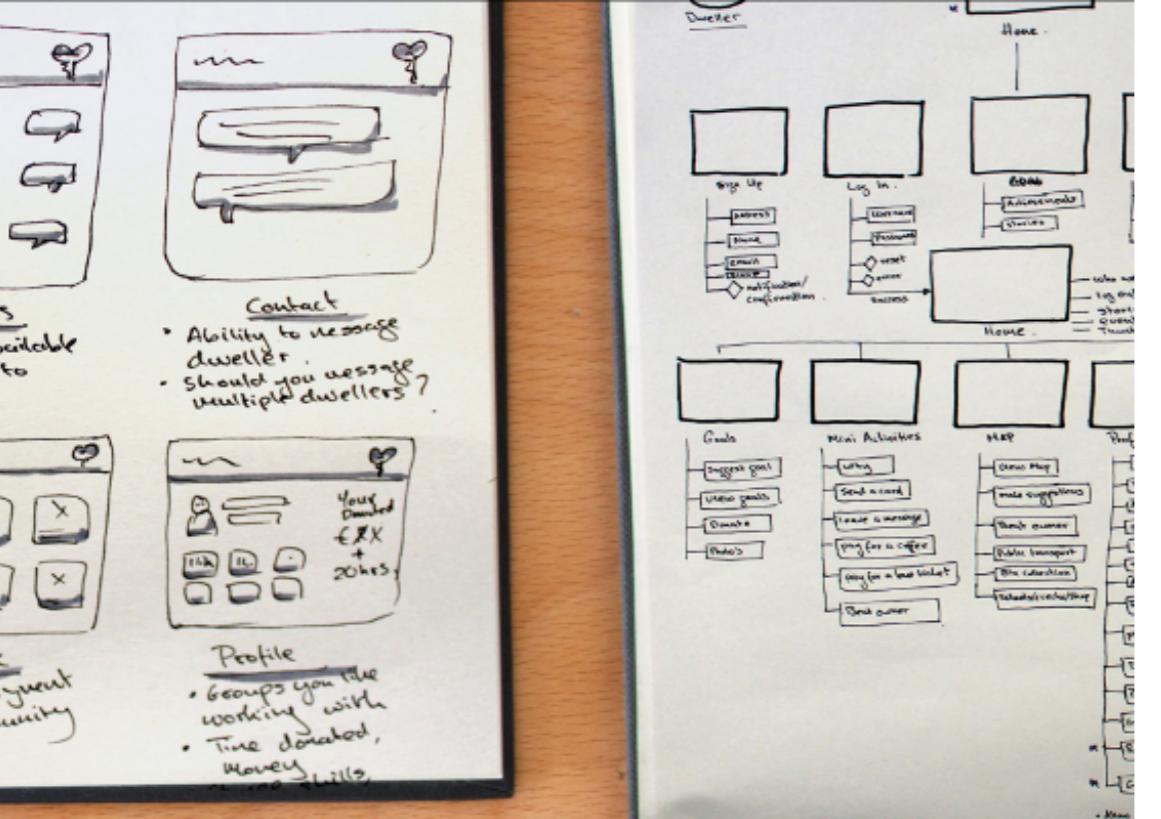
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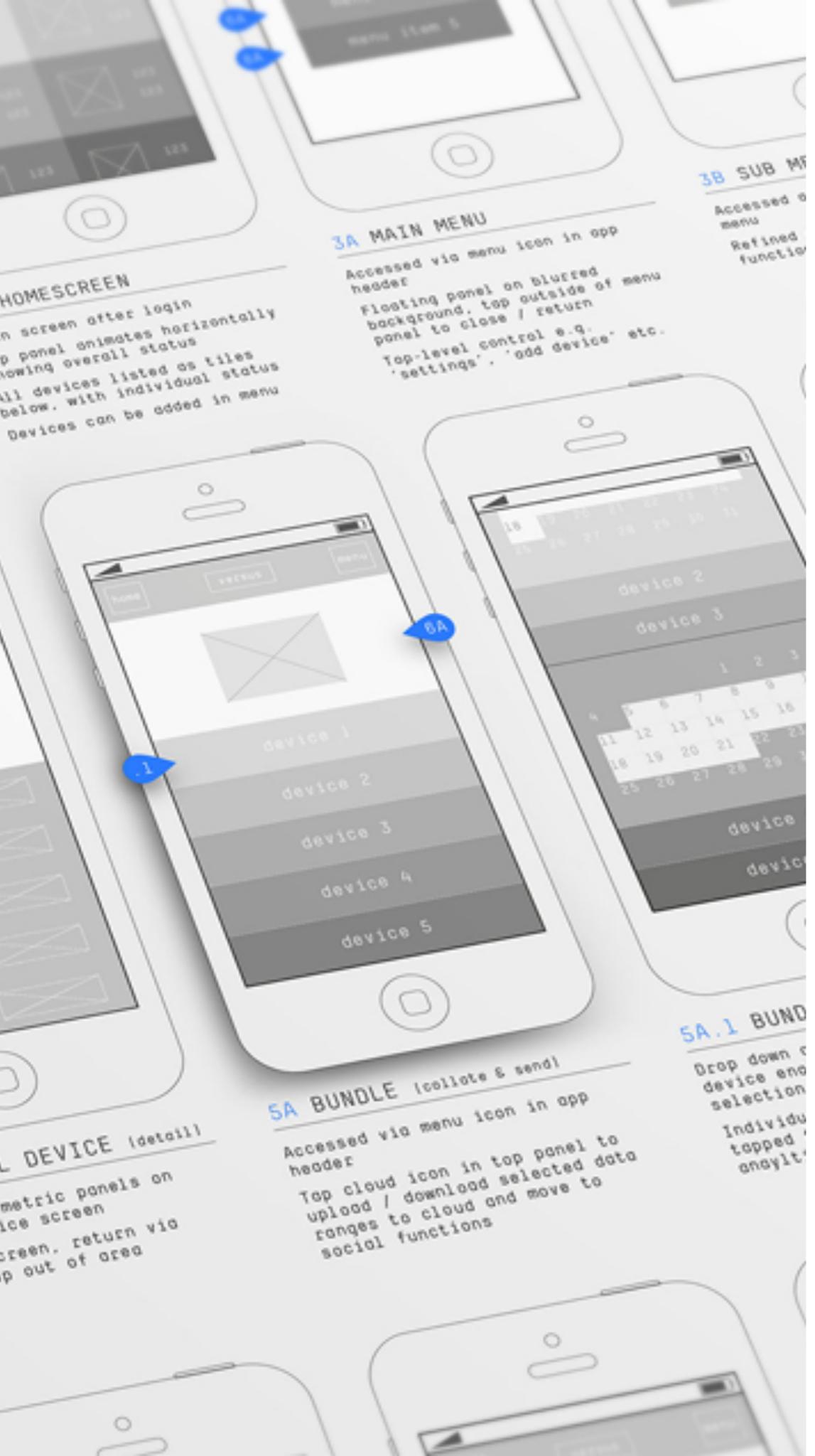
- Communicate ideas to inspire, inform, or captivate consumers
- Specialists in choosing typography (font) and matching it with layouts
- Often still done by hand on paper
- Vital for marketing and sales materials

# INTERACTION DESIGN (ID) & INFORMATION ARCHITECTS

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- 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



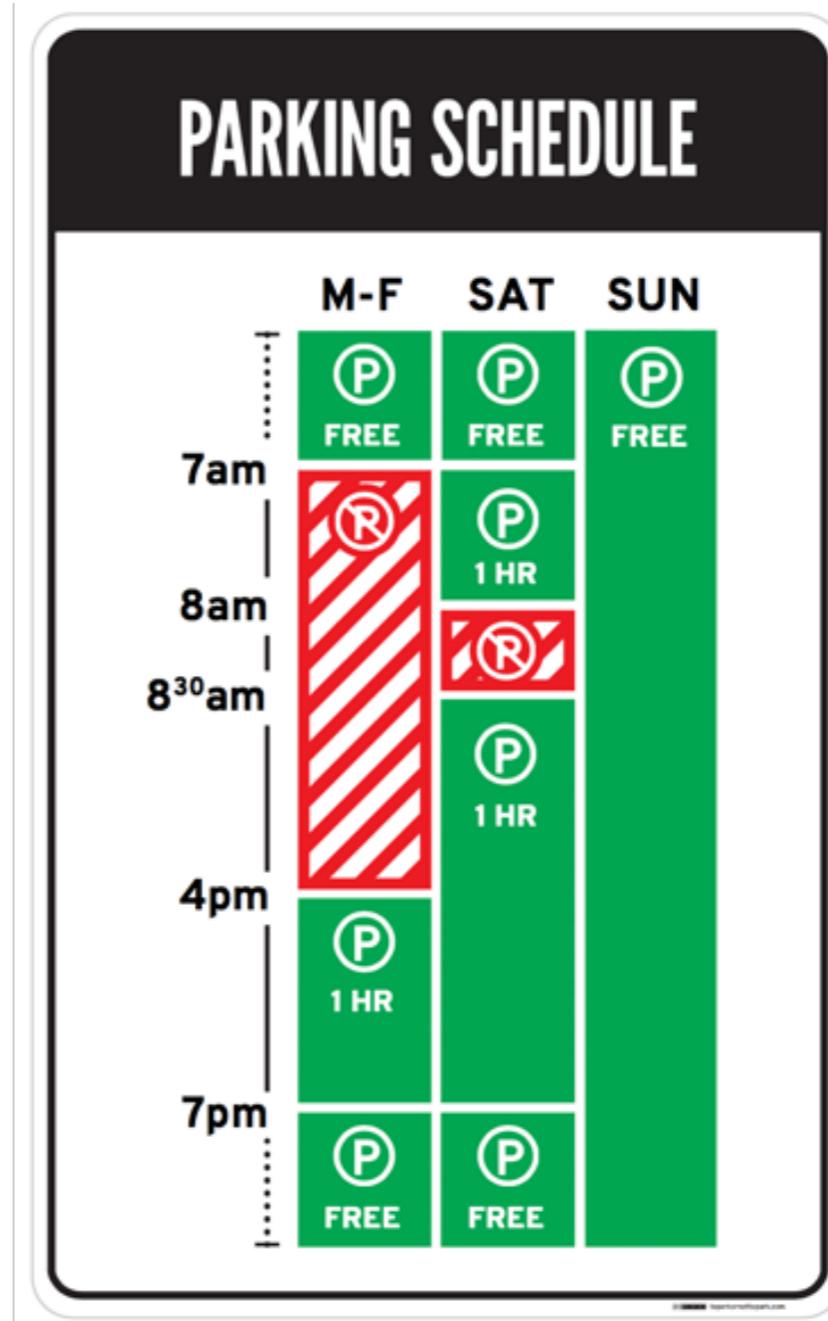


# USER EXPERIENCE DESIGN (UX)

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- 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

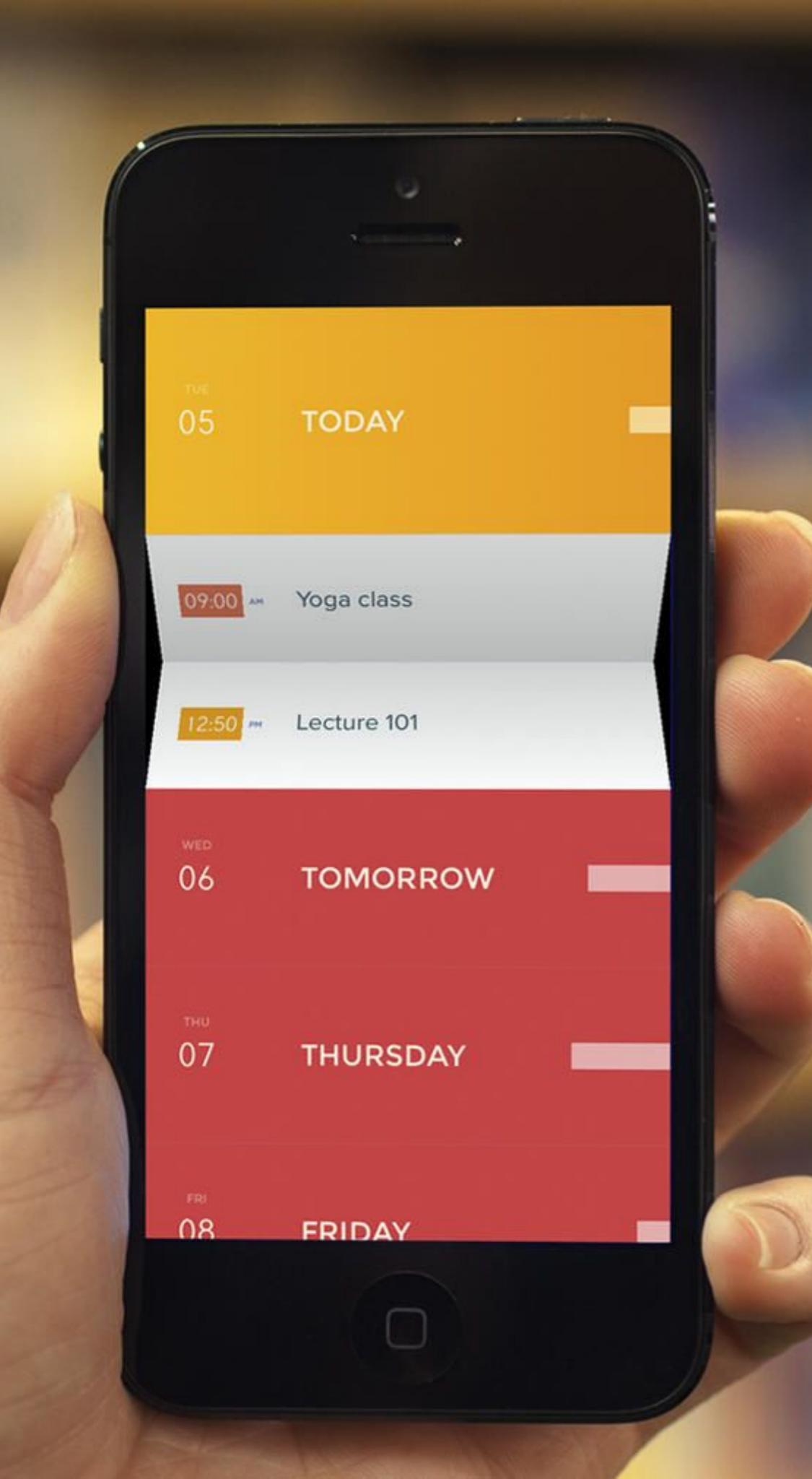
# WHICH USER EXPERIENCE WOULD YOU CHOOSE?



# USER INTERFACE DESIGN (UI)

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- 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

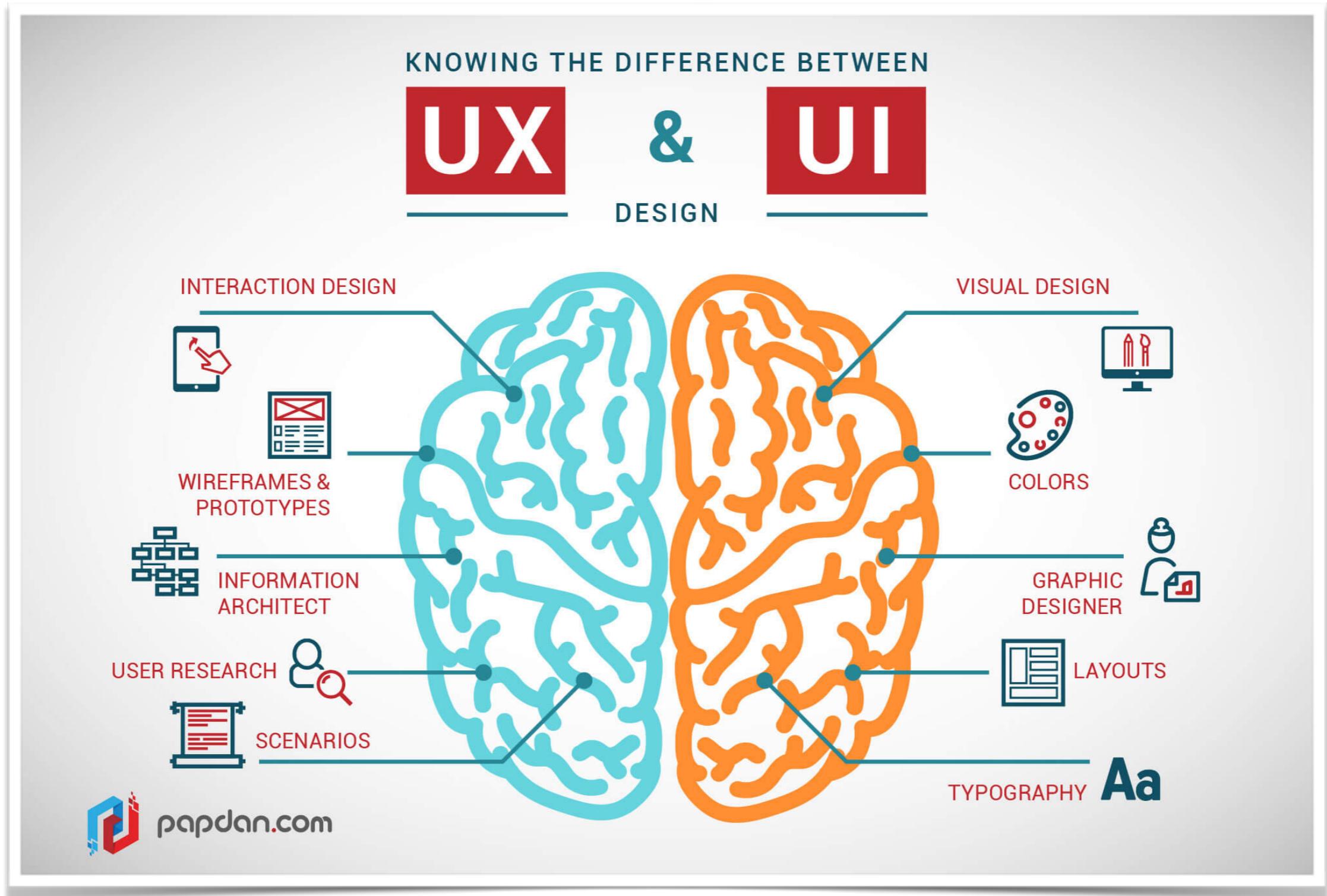


Image Credit: <https://www.mockplus.com/blog/post/ux-vs-ui-vs-ia-vs-idx-4-confusing-digital-design-terms-defined>

# DESIGN THINKING

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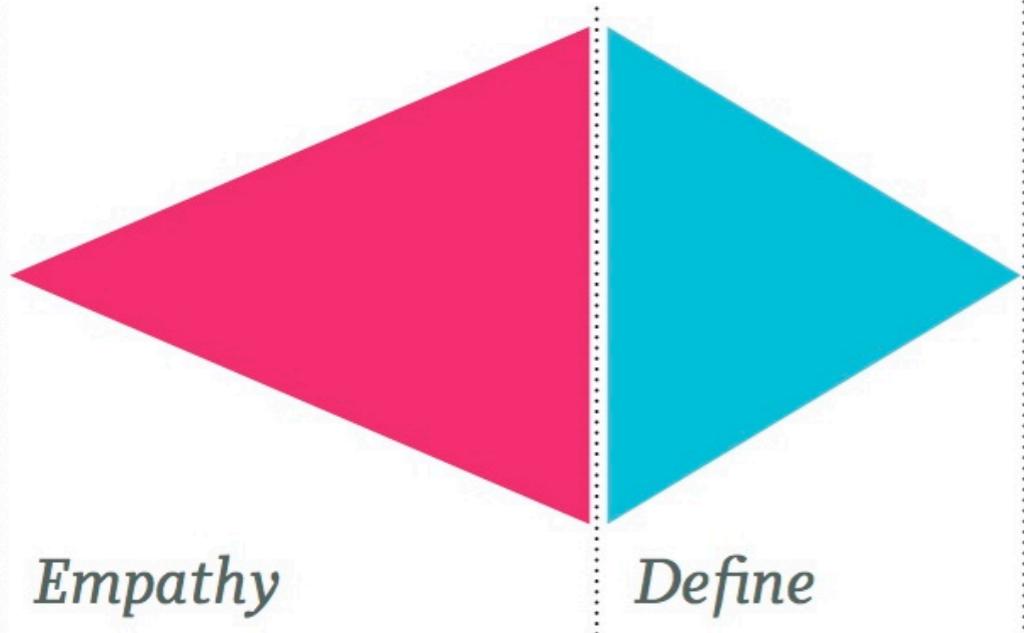
*Image credit: <https://www.bbva.com/en/can-world-banking-learn-design-thinking/>*

# DESIGN THINKING

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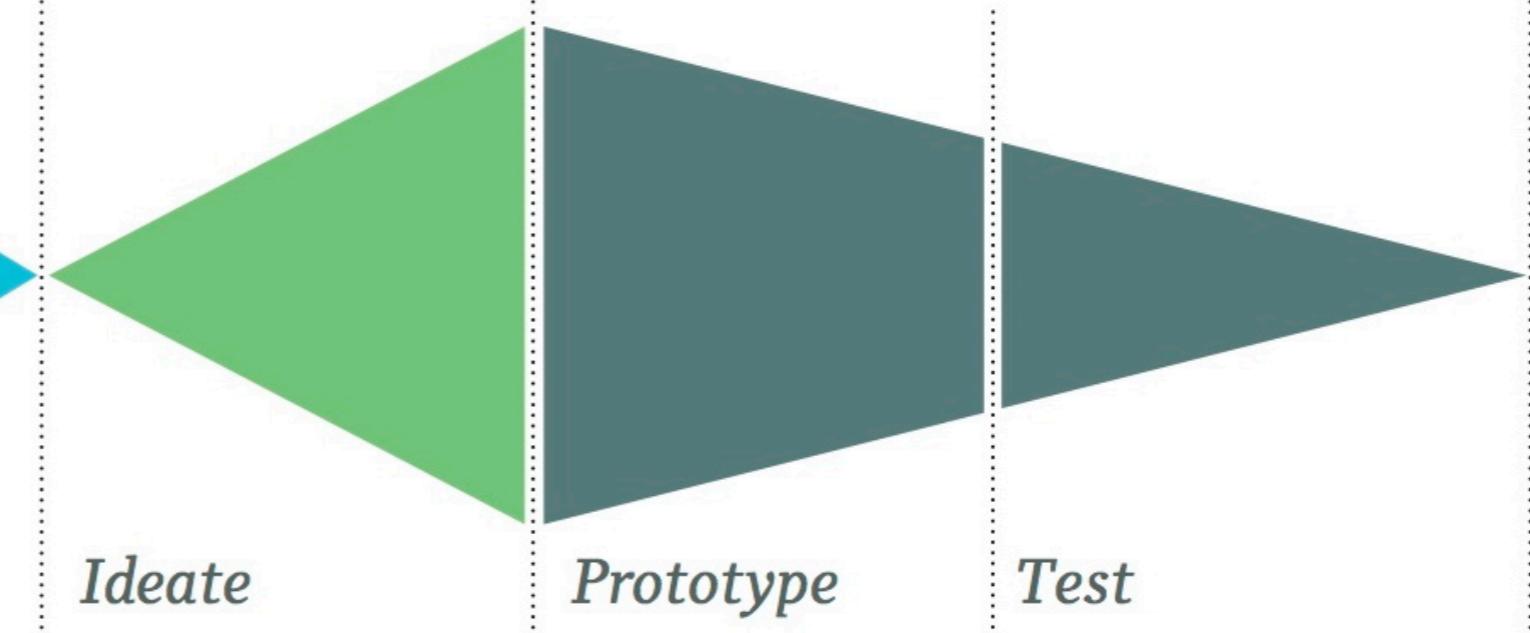
## Understand

Understanding ends in **Insight**.



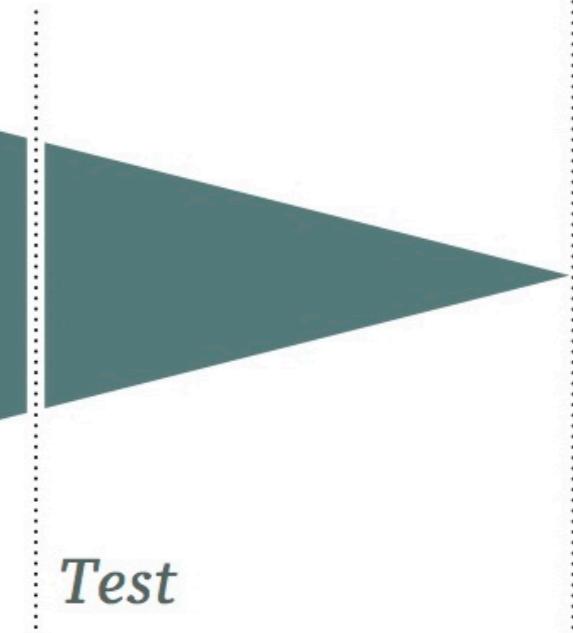
## Create

Creation ends in **ideas**.



## Deliver

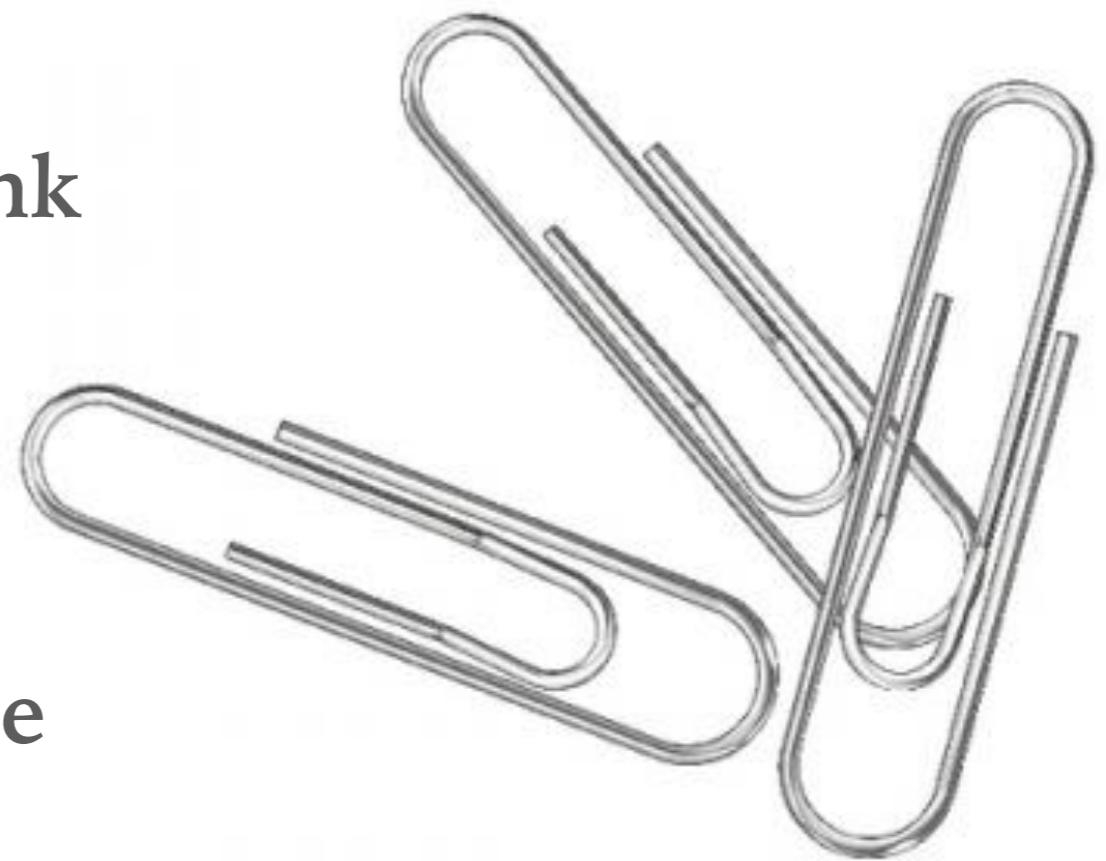
Delivery ends in **reality**.



# DESIGN THINKING EXERCISE

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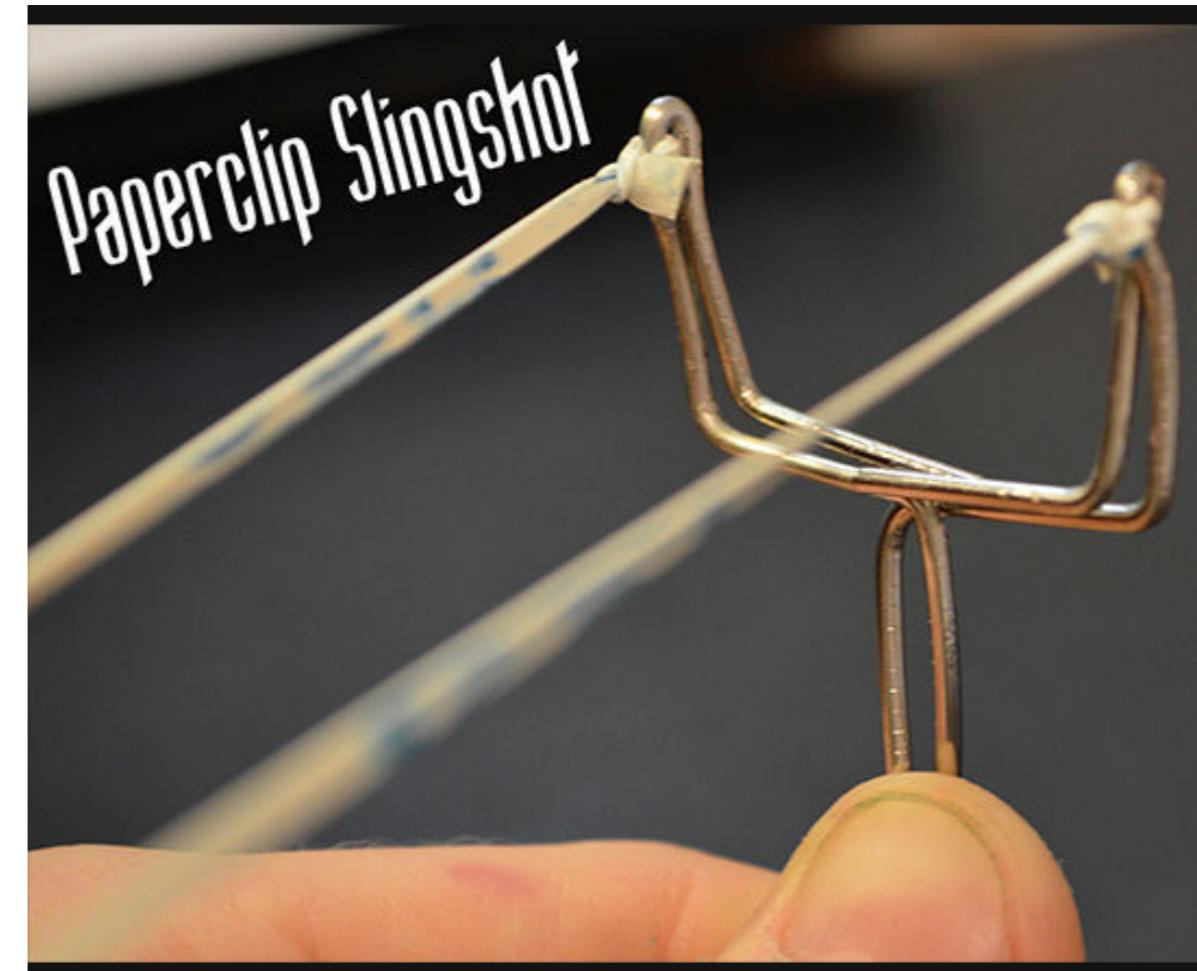
- Let's say you work for a paperclip manufacturer looking for some new ideas.
- Write as many uses you can think of for a paperclip in the group chat
- Feel free to explore options for both the paperclip shape and the flexible metal itself.
- Weird ideas encouraged
- The goal is quantity of ideas



# DESIGN THINKING EXERCISE

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- 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

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# Q&A

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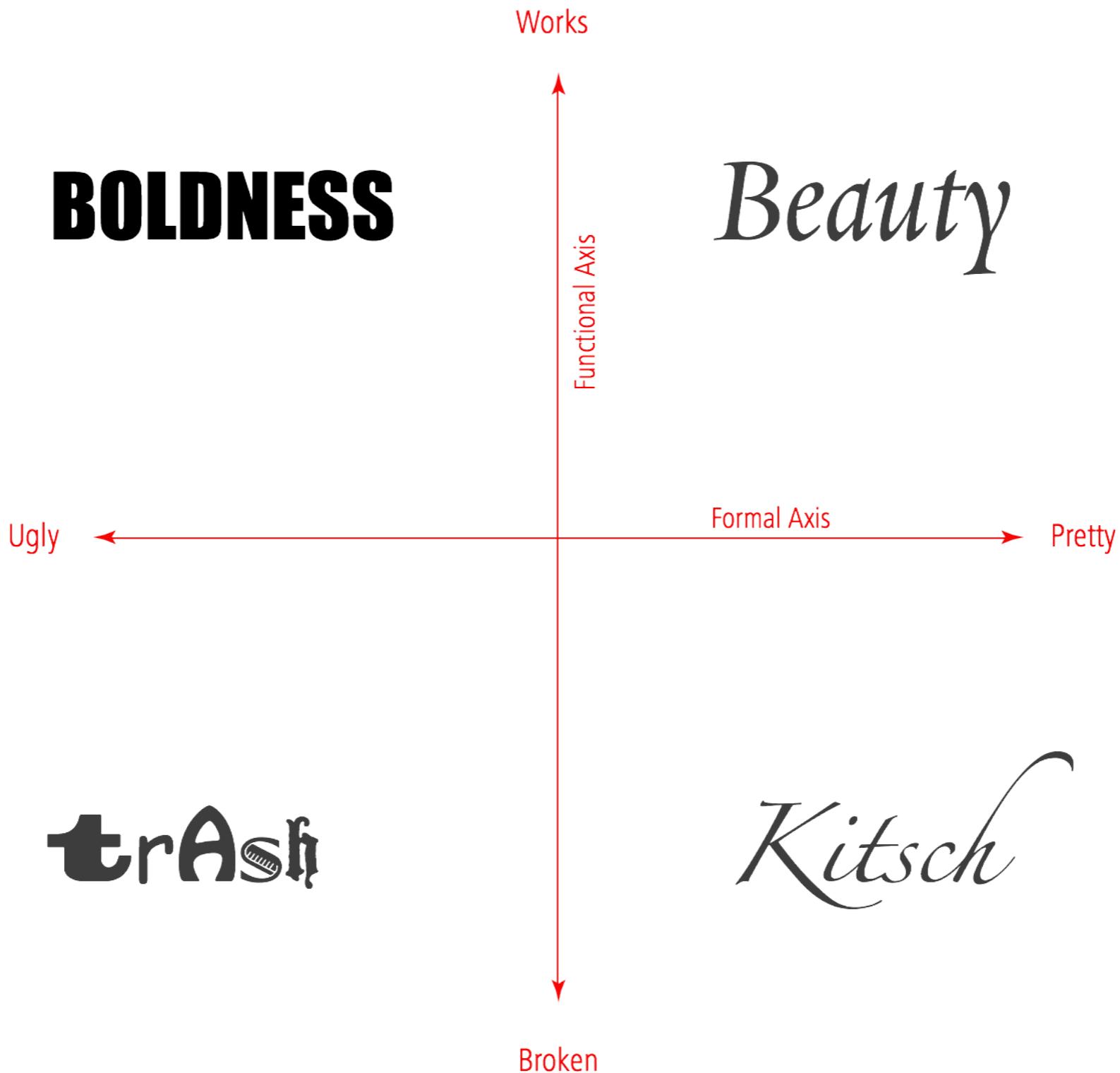
# COLOR AND TYPOGRAPHY

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*Section B*

# LEARNING TO SEE

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# COLOR & PALETTE

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# WARM COLORS

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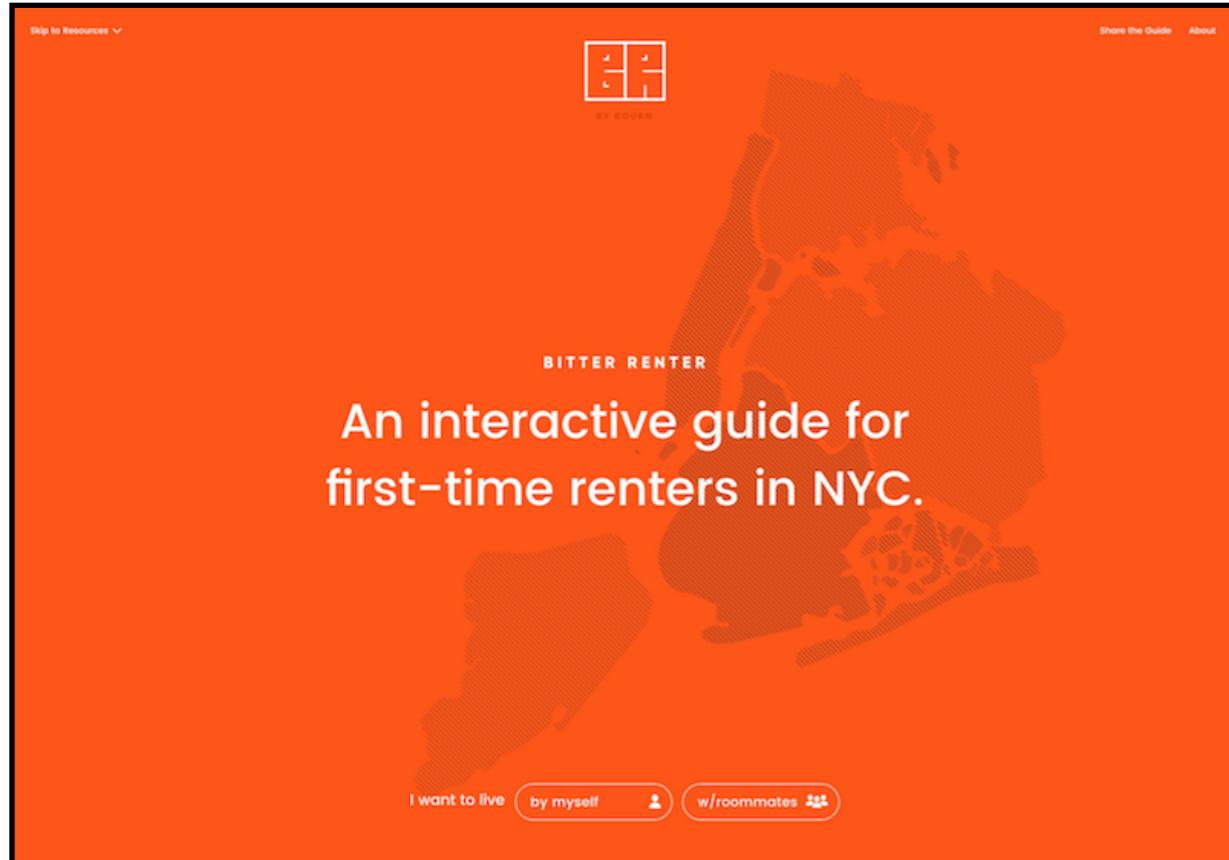
RED

ORANGE

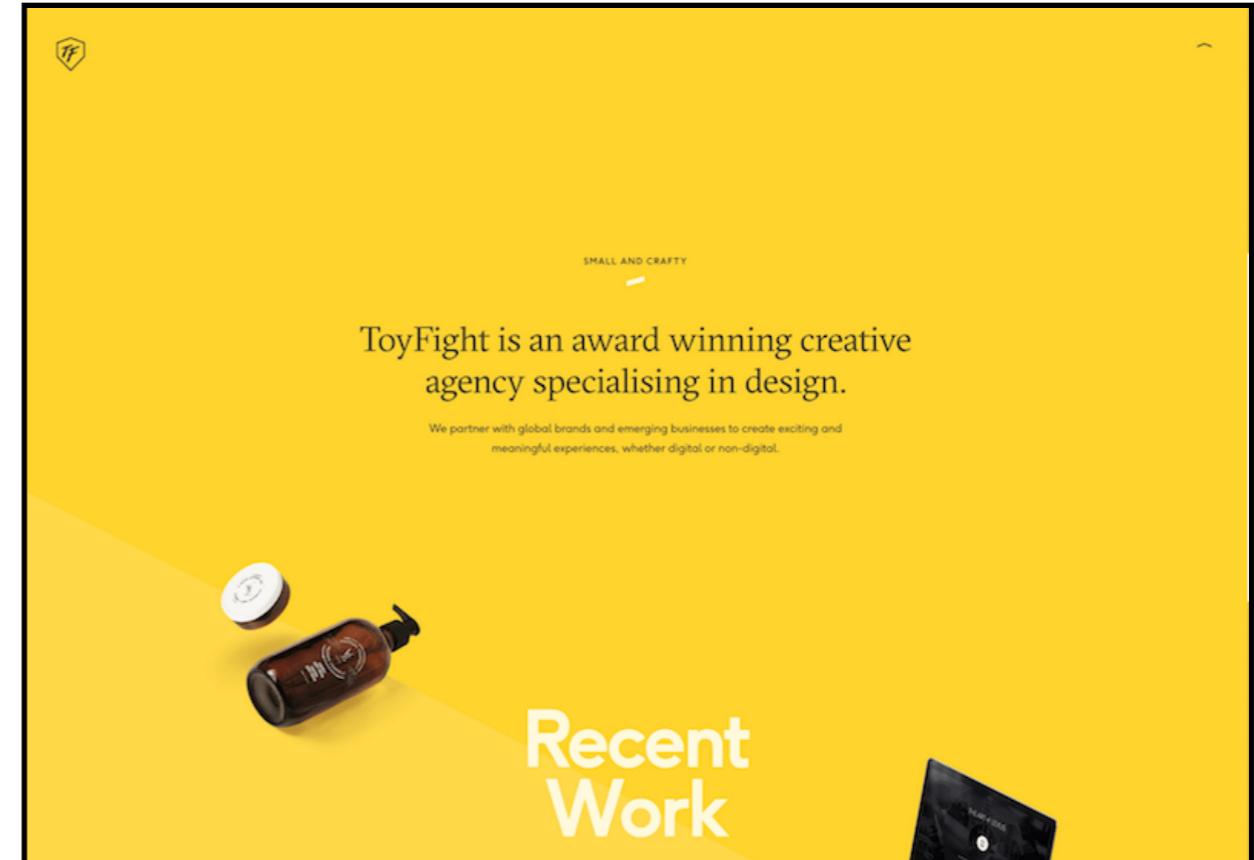
YELLOW

# EXAMPLES

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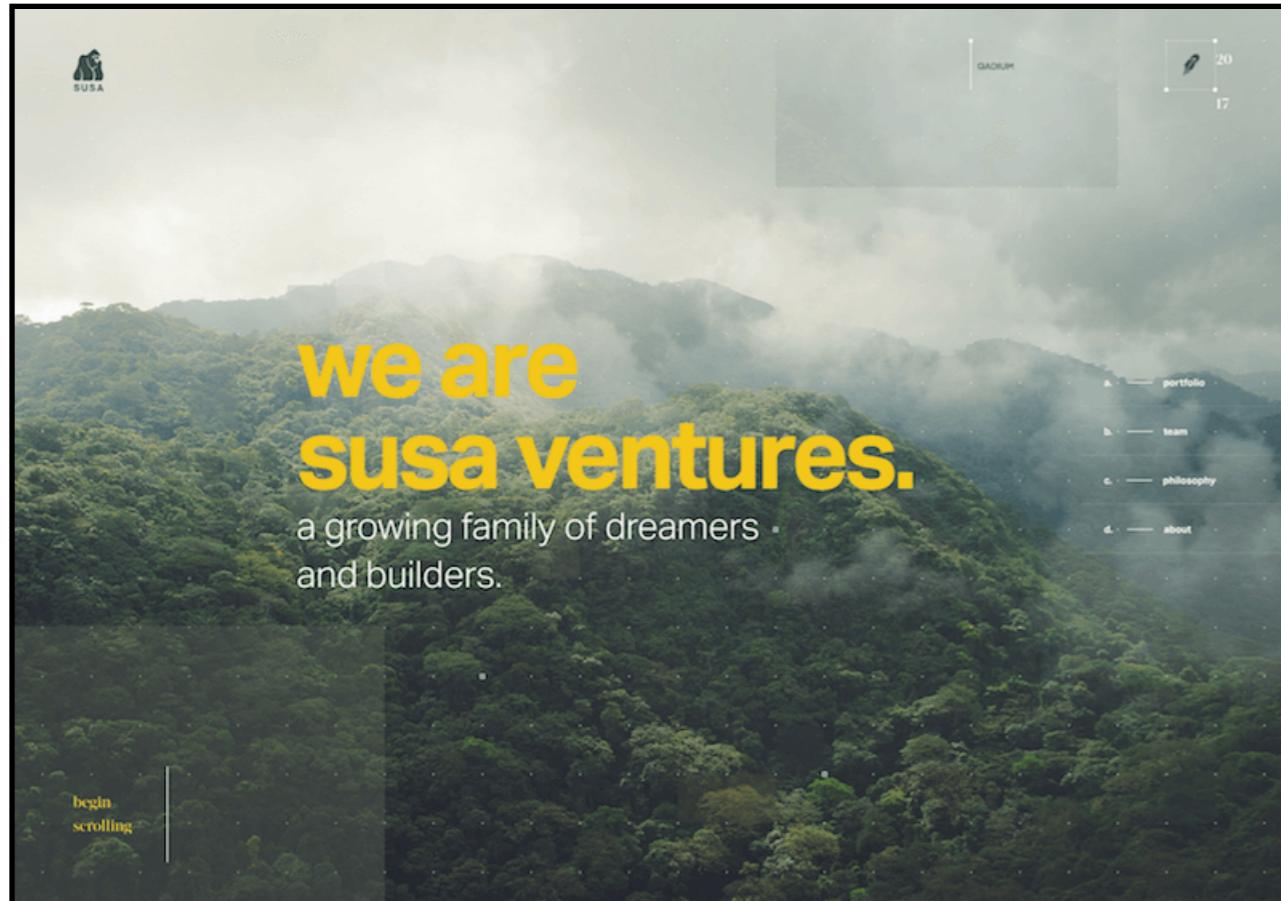
*Orange lends energy and boldness  
To play off the energy of a user's  
excitement on moving to New York.*



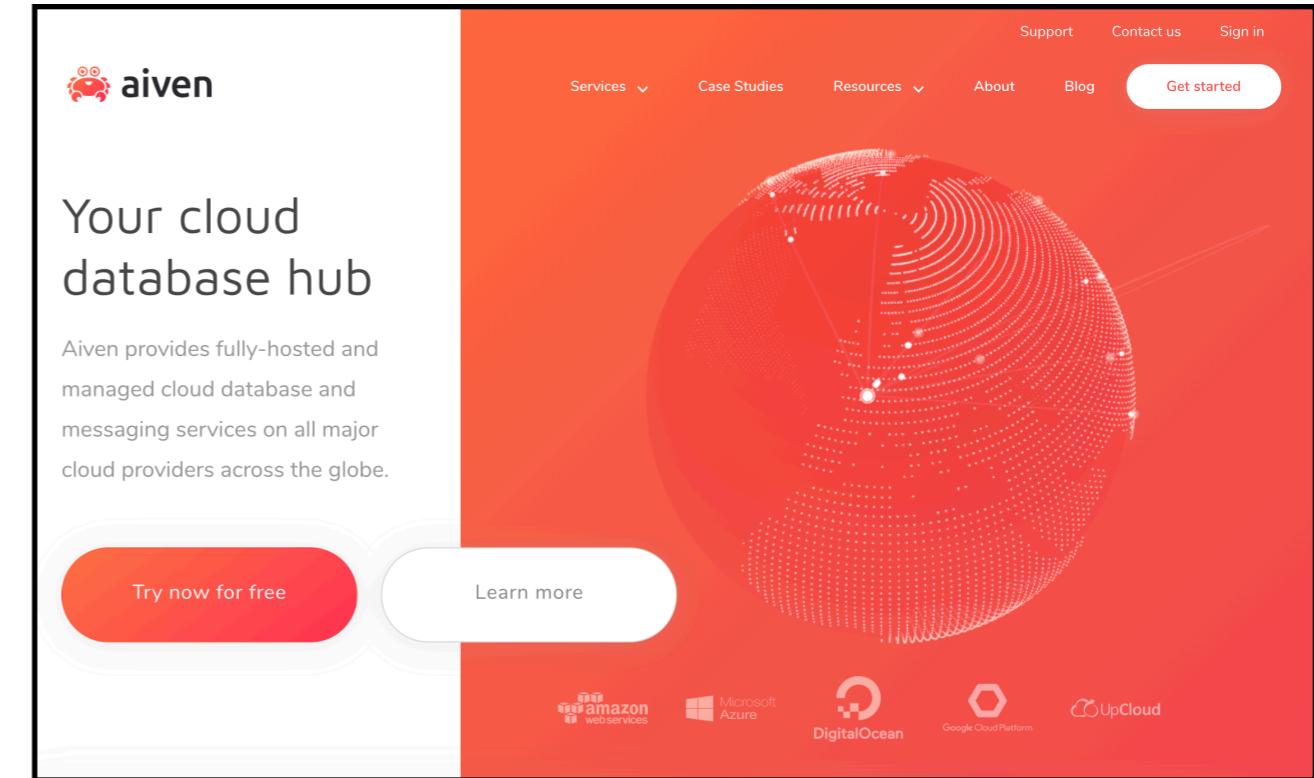
*Yellow is vibrant and happy,  
while the text still stands out.*

# EXAMPLES

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*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

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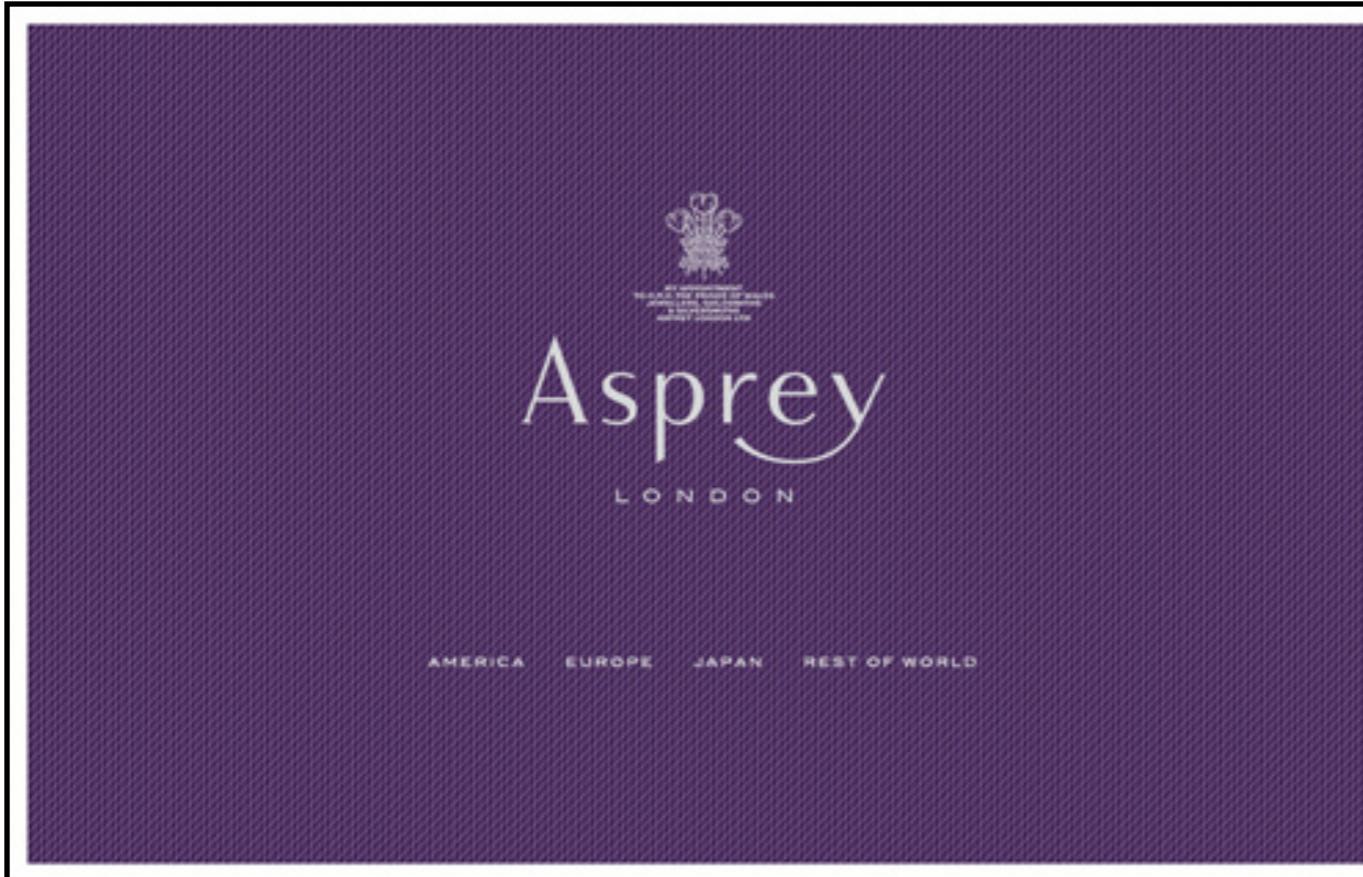
GREEN

BLUE

PURPLE

# EXAMPLES

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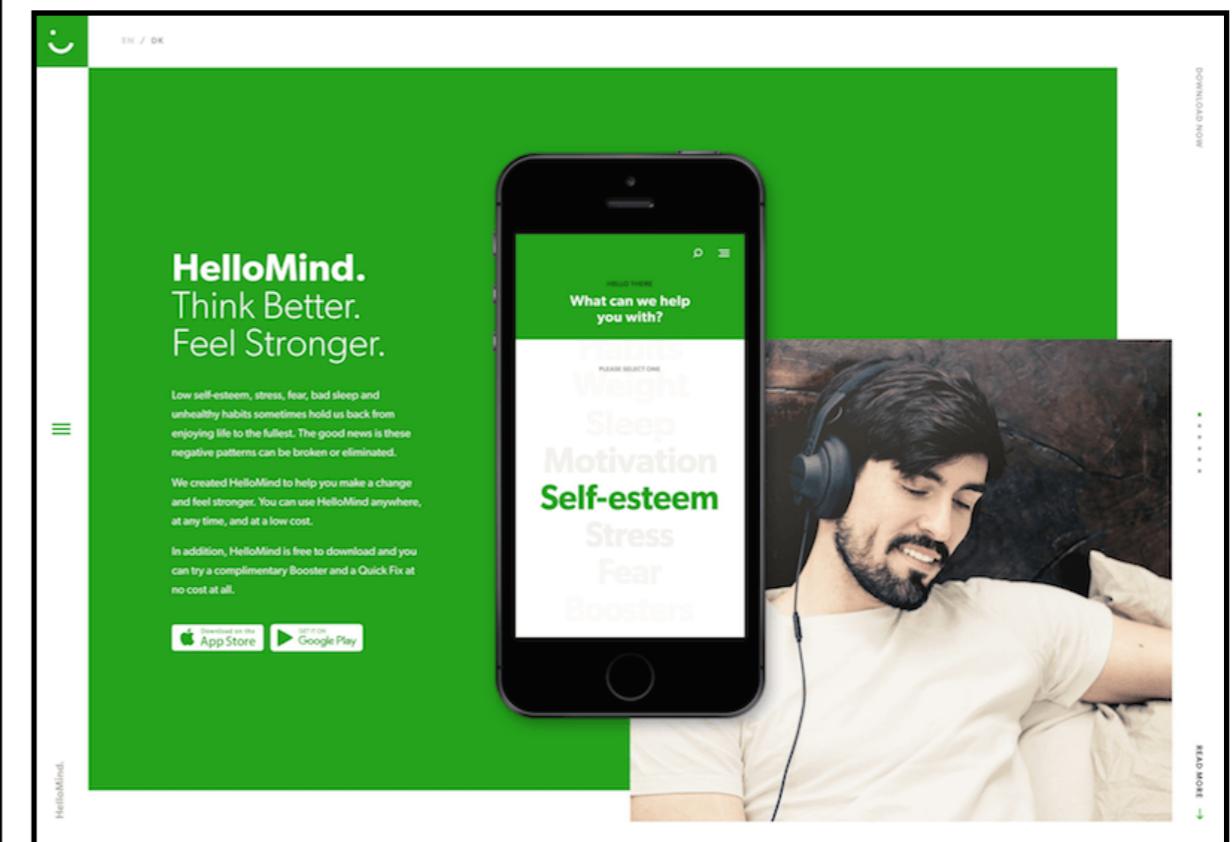
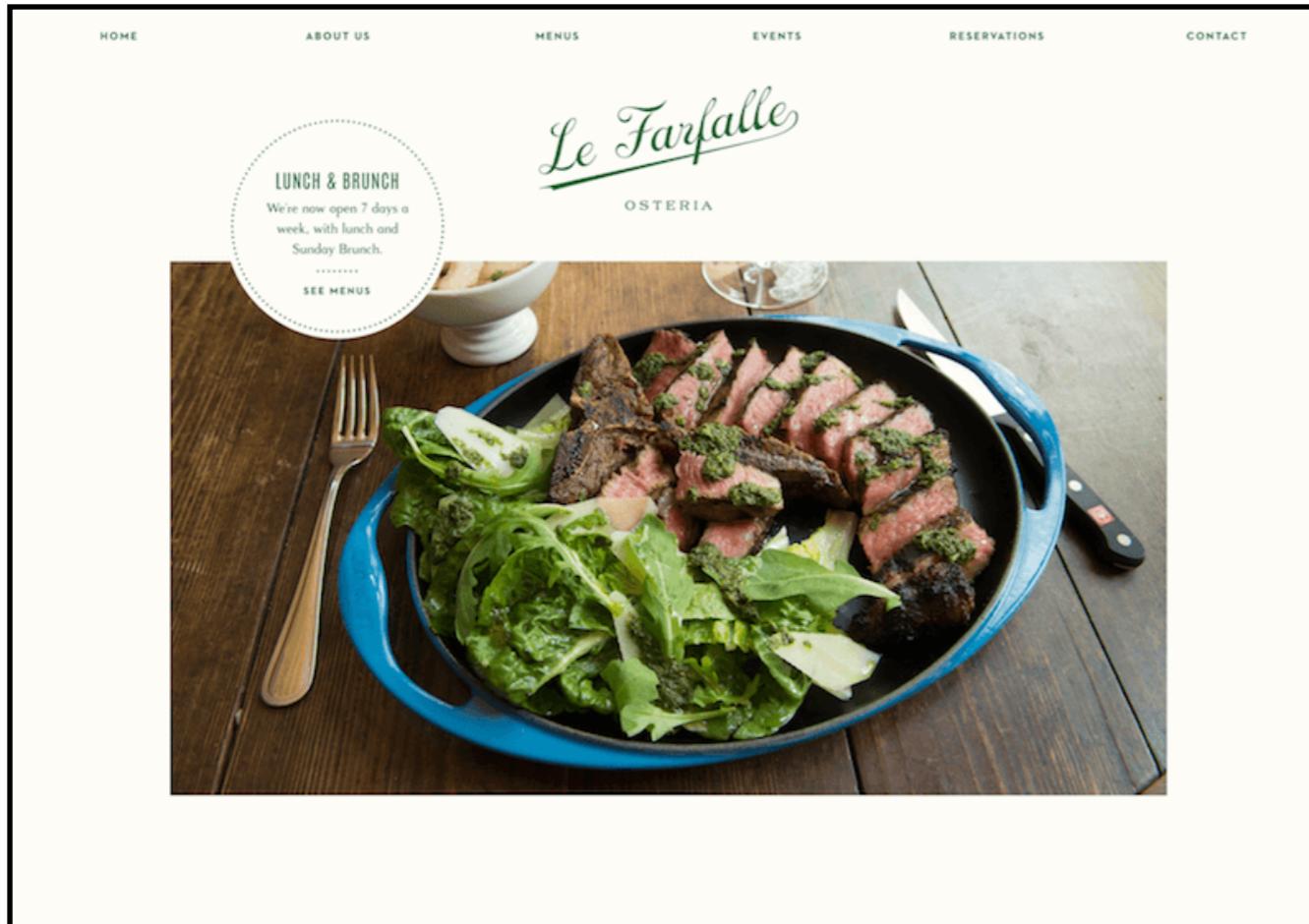
*Purple has a royal connotation,  
a great fit for this English luxury  
goods brand.*

A screenshot of the Industrial Media website. The header features the company logo (an orange 'I' icon) and the text "Industrial Media strategic. creative. technical." Below the header, a sub-header reads: "Industrial Media is an interactive agency based in Ottawa, Canada. We design websites, develop websites, create interactive media, and provide traditional creative services." Two project examples are shown: "Nuden Vinyl Products Website" (with a screenshot of the website and a "View the Project Details" button) and "Courage in Red Website" (with a screenshot of the website and a "View the Project Details" button). To the right, a sidebar lists the company's values: "Strategic Thinking.", "Creative Genius.", and "Technical Prowess.". A large text block describes the company's history and mission, and a button at the bottom right says "Learn more about Industrial Media".

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

# EXAMPLES

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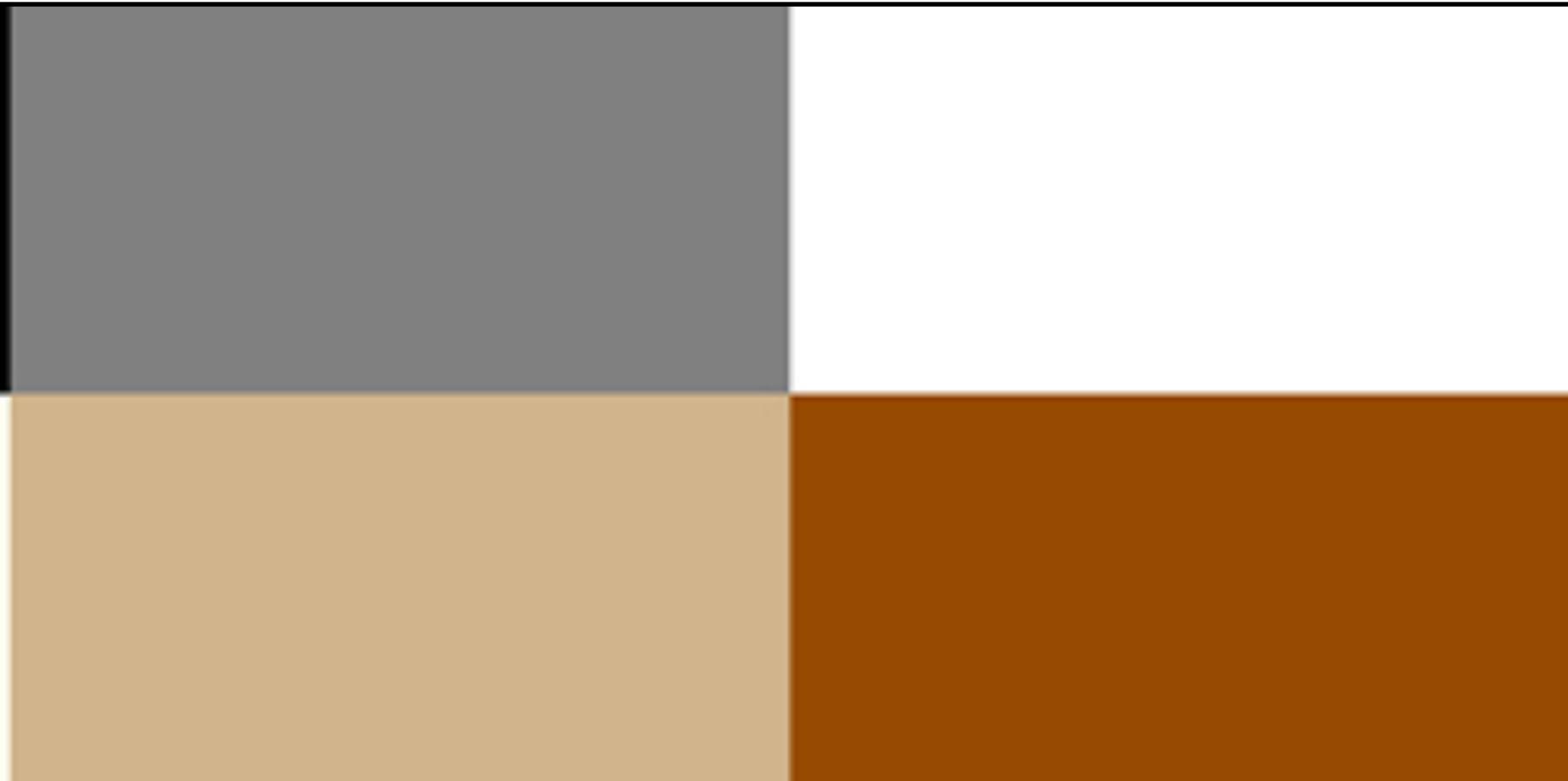


*Dark green on a cream background adds a richness and exclusivity to this restaurant's website.*

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

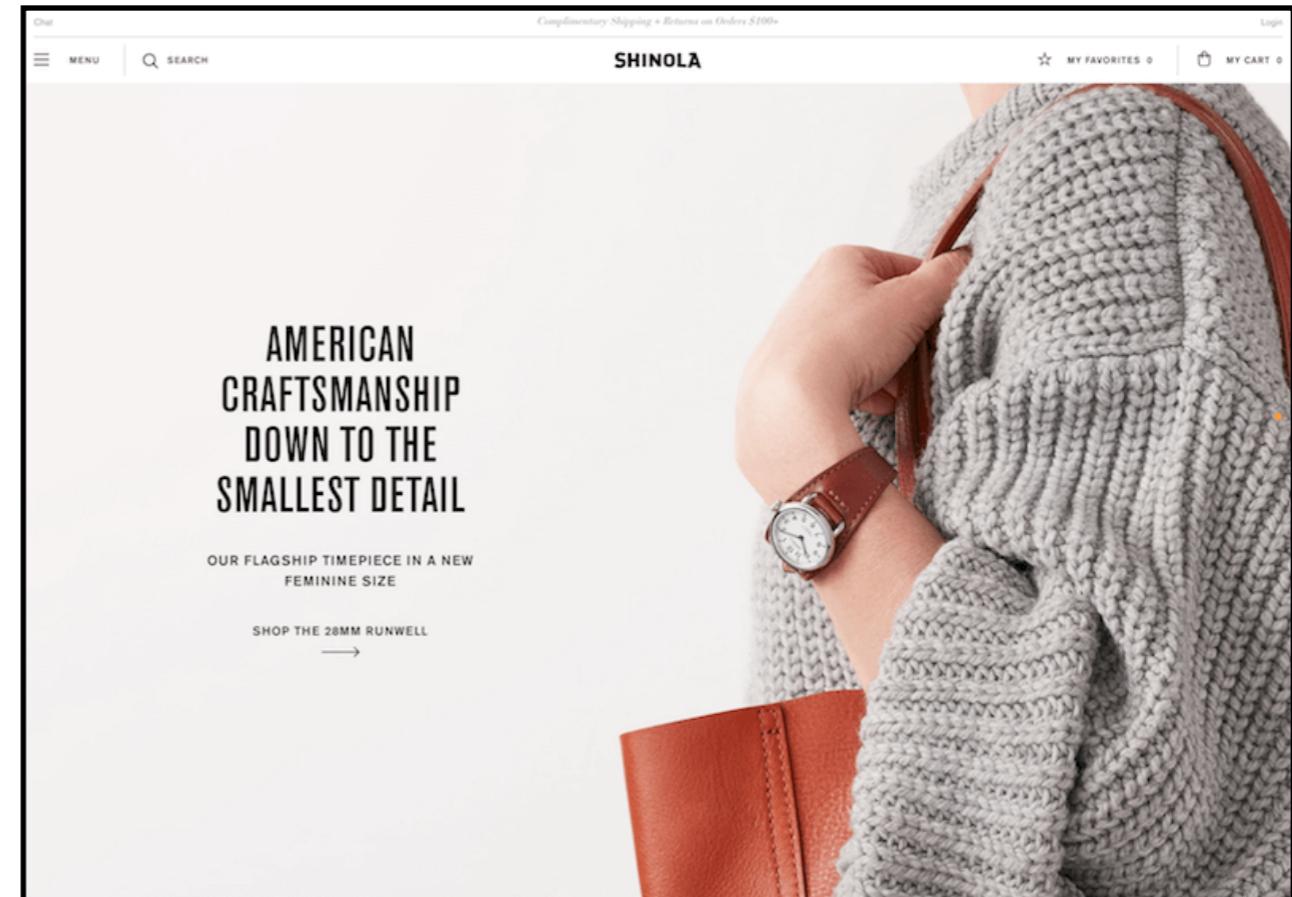
# NEUTRAL COLORS

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# EXAMPLES

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*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

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*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.*

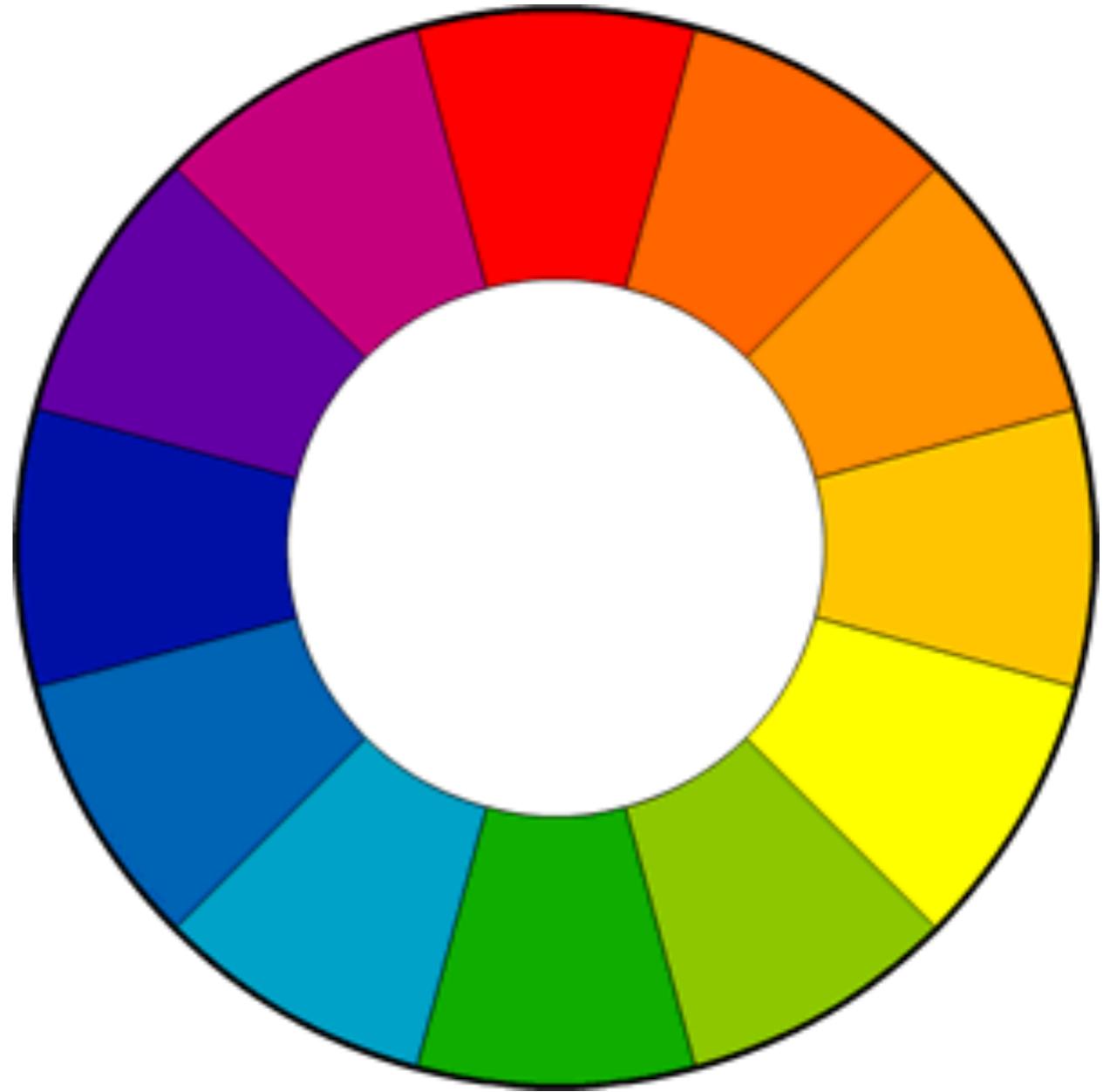
# COLOR PALETTES

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MONOCHROMATIC



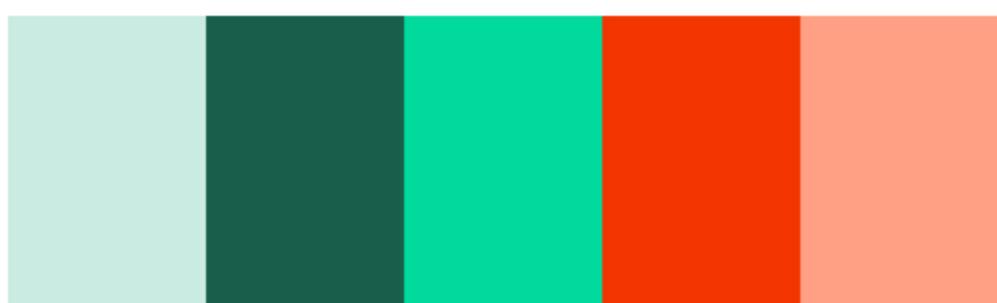
12 COLOR WHEEL



ANALOGOUS



COMPLIMENTARY



#99B898

#FECEA8

#FF847C

#E84A5F

#2A363B

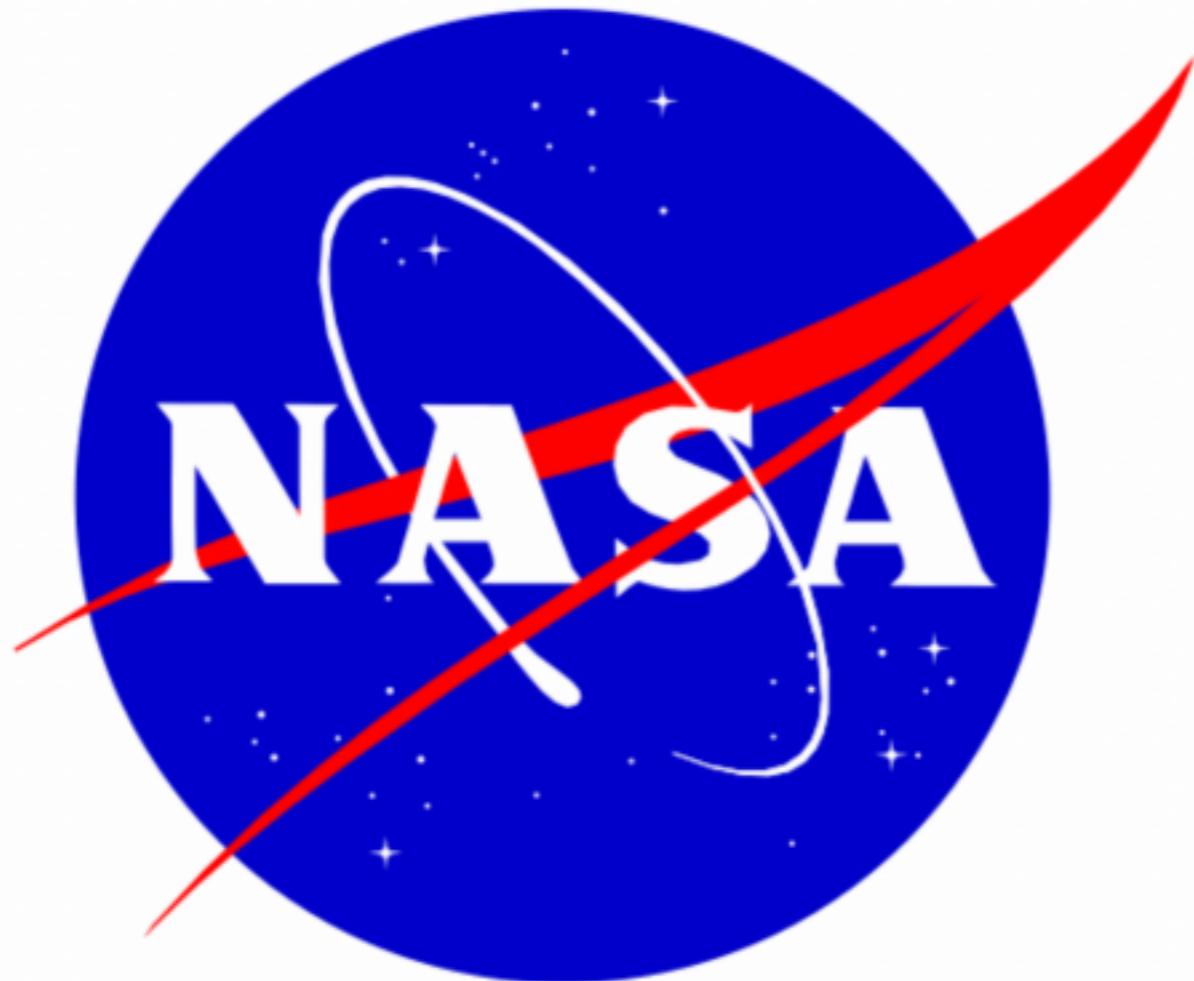
# COLOR PALETTES

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- 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

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# COLOR PALETTES FROM AN IMAGE

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#2C2B30

#88AED4

#474C17

#DDE3E7

#494A38

# TYPOGRAPHY, FONTS AND YOU

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**X-height** refers to the height of the lowercase x. It is a reference point and relative size which varies between typefaces.

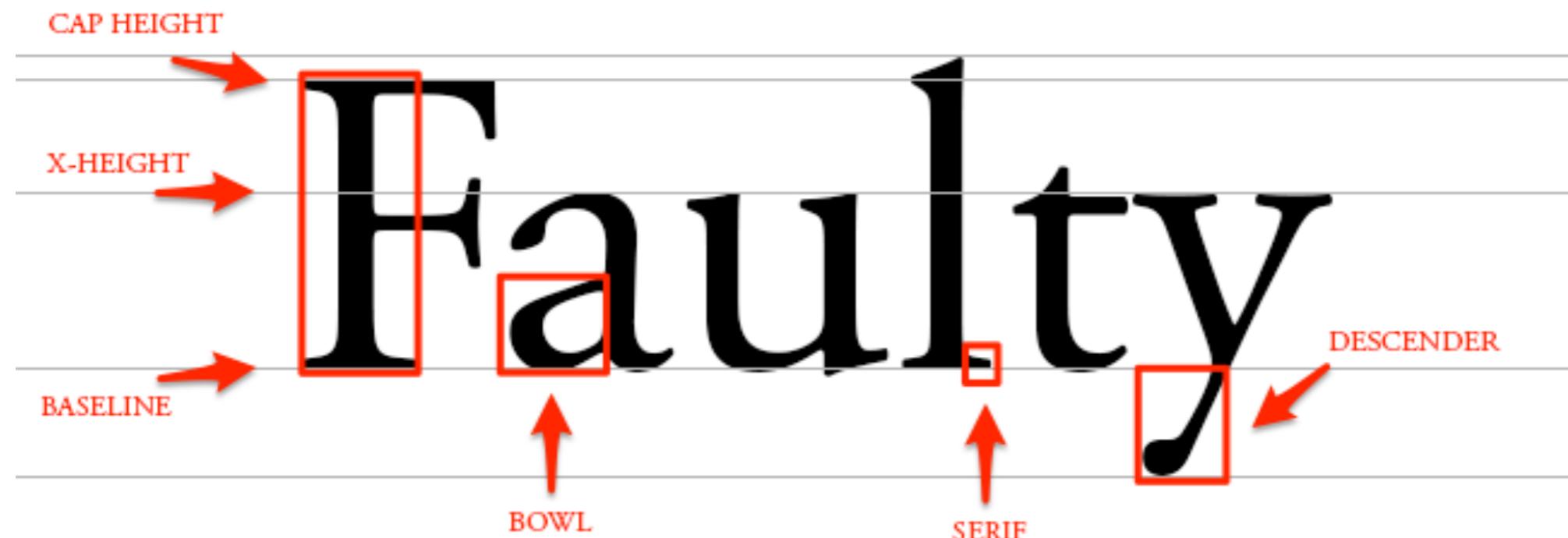
**Descenders** are the parts of a lowercase character letters that fall below the baseline.

**Ascenders** are the parts of a lowercase character that rise above the x-height of the letter.

The **baseline** is an imaginary line which all type characters sit upon, with the exception of rounded characters, which fall slightly below it.

# TYPOGRAPHY (OR FONT)

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Sans Serif      Serif

The word "Sans Serif" is written in a bold, black sans-serif font. The word "Serif" is written in a bold, black serif font. Red arrows point to the vertical stems of the letters in "Sans Serif" and to the serifs of the letters in "Serif".

# TYPOGRAPHY

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- 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/>
  - <http://fonts.greatsimple.io/>
  - <http://fontjoy.com/>

# FONT PAIRING EXAMPLES

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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

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Futura

[TYPEFACE]

Futura Light  
Futura Book  
**Futura Medium**  
**Futura Bold**  
Futura Light Italic

[FONTS]

# Q&A

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# LAYOUT

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*Section C*

# LAYOUT & VISUAL HIERARCHY

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## LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent euismod ultrices ante, ac laoreet nulla vestibulum adipiscing. Nam quis justo in augue auctor imperdiet. Curabitur aliquet orci sit amet est posuere consectetur. Fusce nec leo ut massa viverra venenatis. Nam accumsan libero a elit aliquet quis ullamcorper arcu tincidunt. Praesent purus turpis, consectetur quis congue vel..



## LOREM IPSUM

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## LOREM IPSUM

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LOREM IPSUM

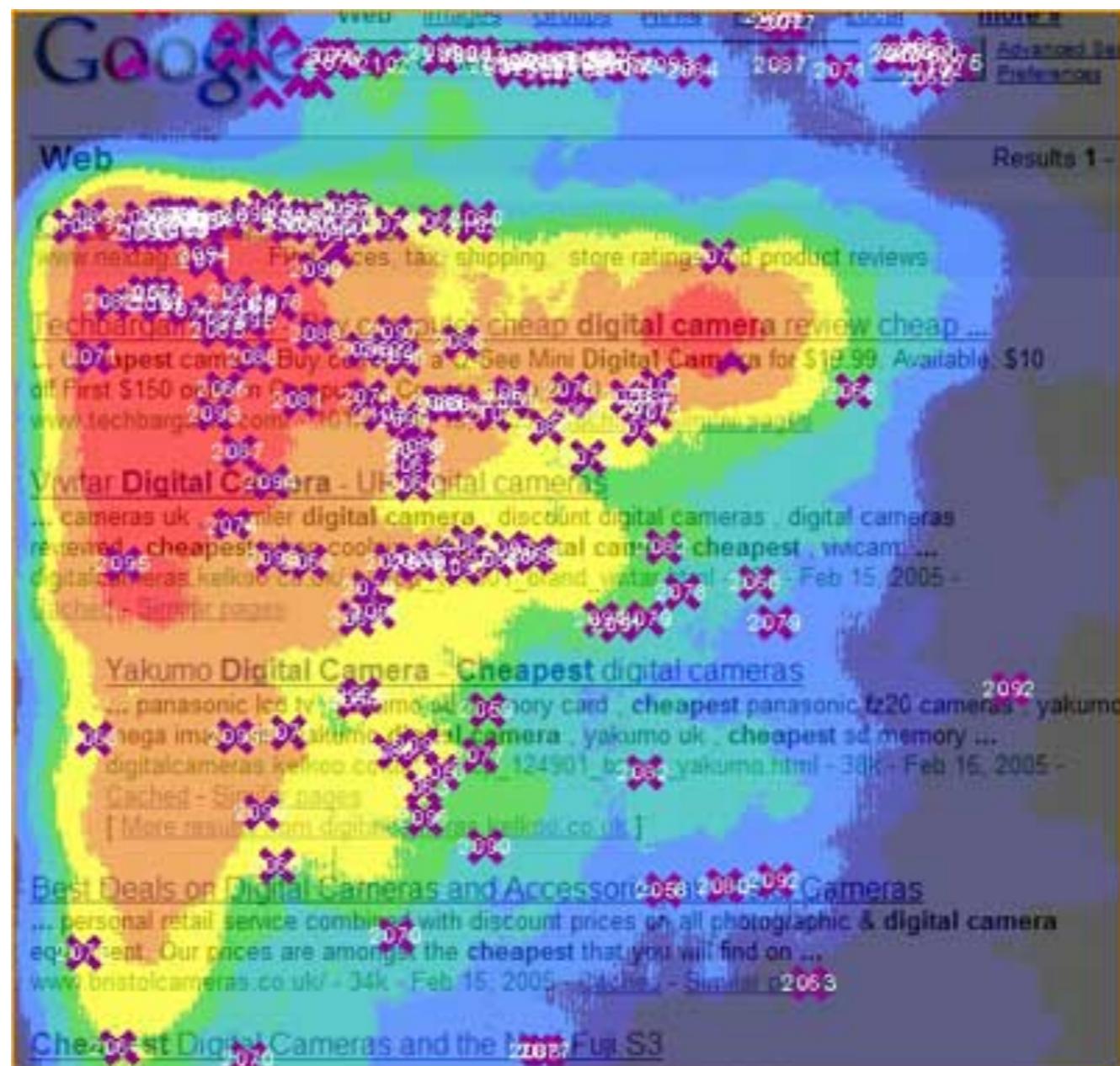
## LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent euismod ultrices ante, ac laoreet nulla vestibulum adipiscing. Nam quis justo in augue auctor imperdiet. Curabitur aliquet orci sit amet est posuere consectetur. Fusce nec leo ut massa viverra venenatis. Nam accumsan libero a elit aliquet quis ullamcorper arcu tincidunt. Praesent purus turpis, consectetur quis congue vel..

# LAYOUT

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



# LAYOUT

*Etiam velit utrumque. Sed etiam velit utrumque. Ut enim ad minimus quisque velit utrumque. Quod velit utrumque. Ut enim ad minimus quisque velit utrumque.*

### **versus**

## **Lorem ipsum dolor sit amet.**

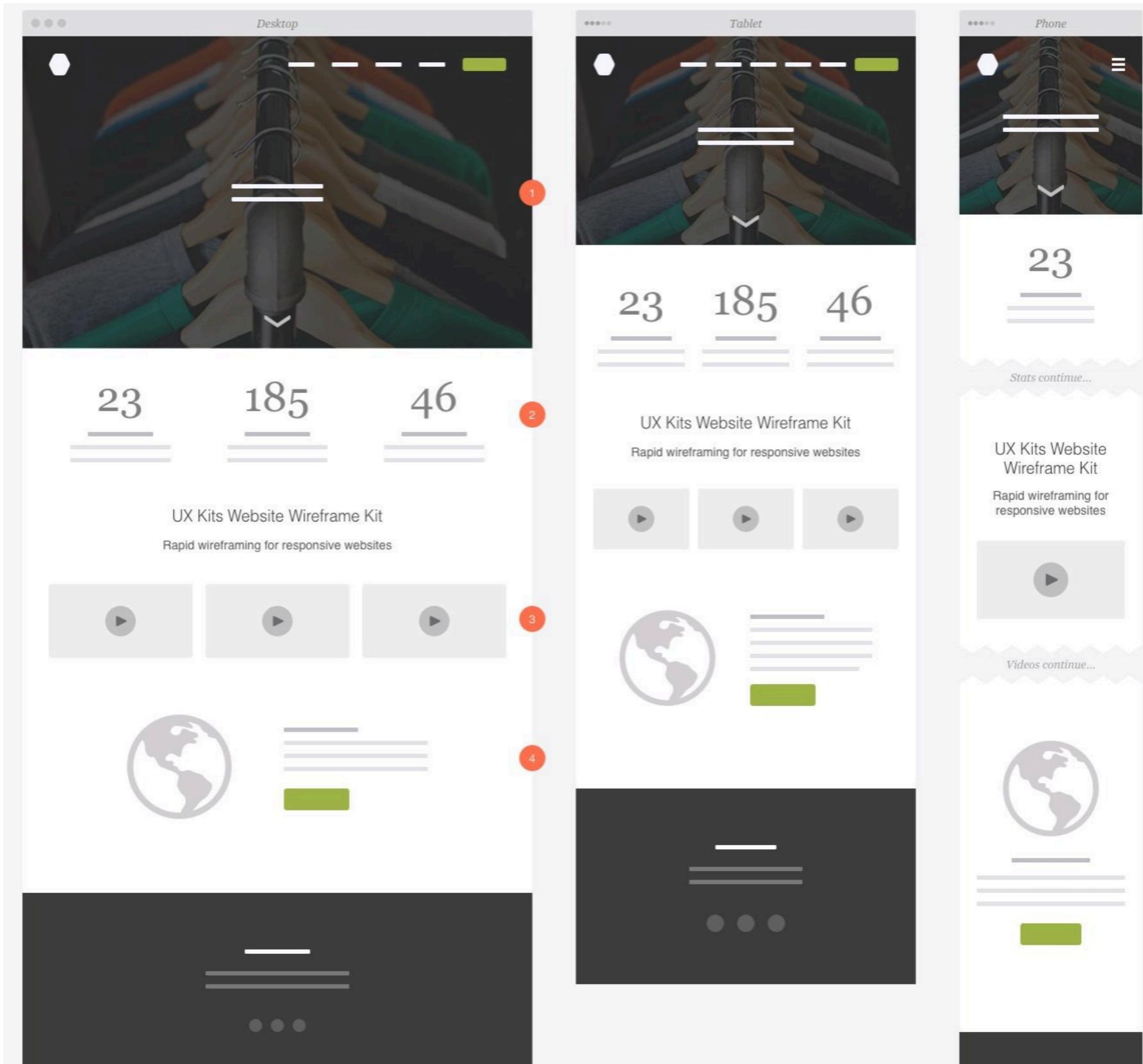
Consectetuer adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis.

## 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

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# BEING RESPONSIVE - FROM MOBILE TO DESKTOP

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## Bootstrap Grid System



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

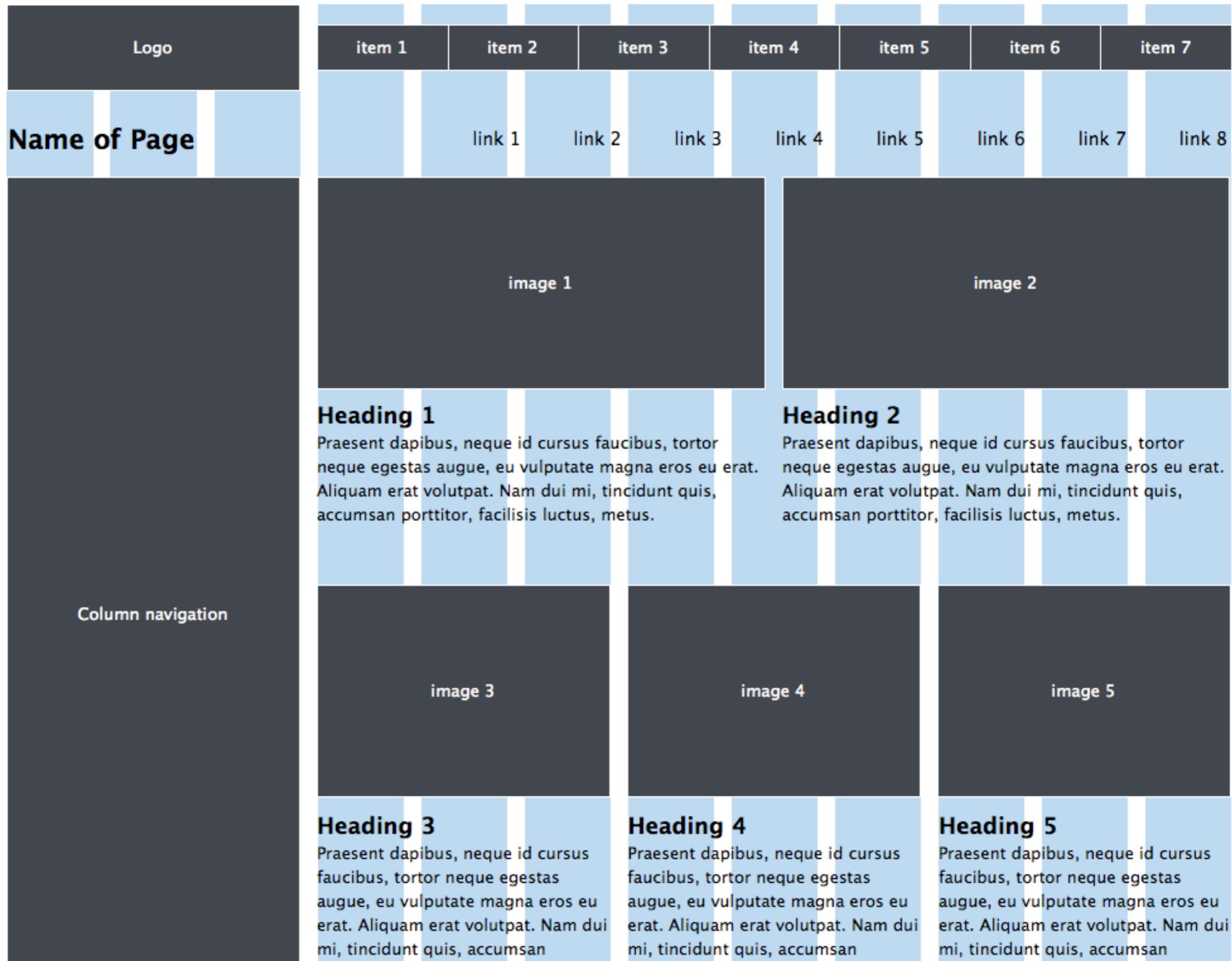
### Example:

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

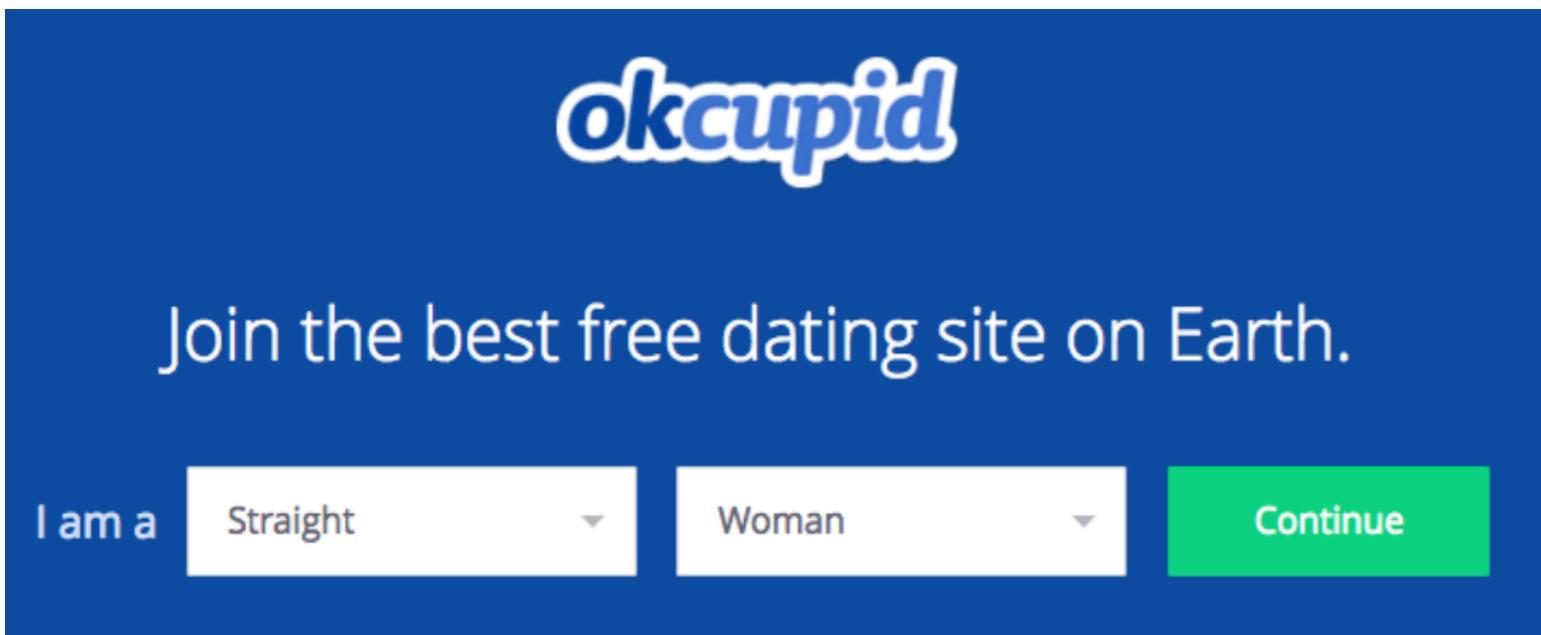
```
<div class="col-md-4">  
(Spans 1/3 of full width)
```

# BEING RESPONSIVE – FROM MOBILE TO DESKTOP

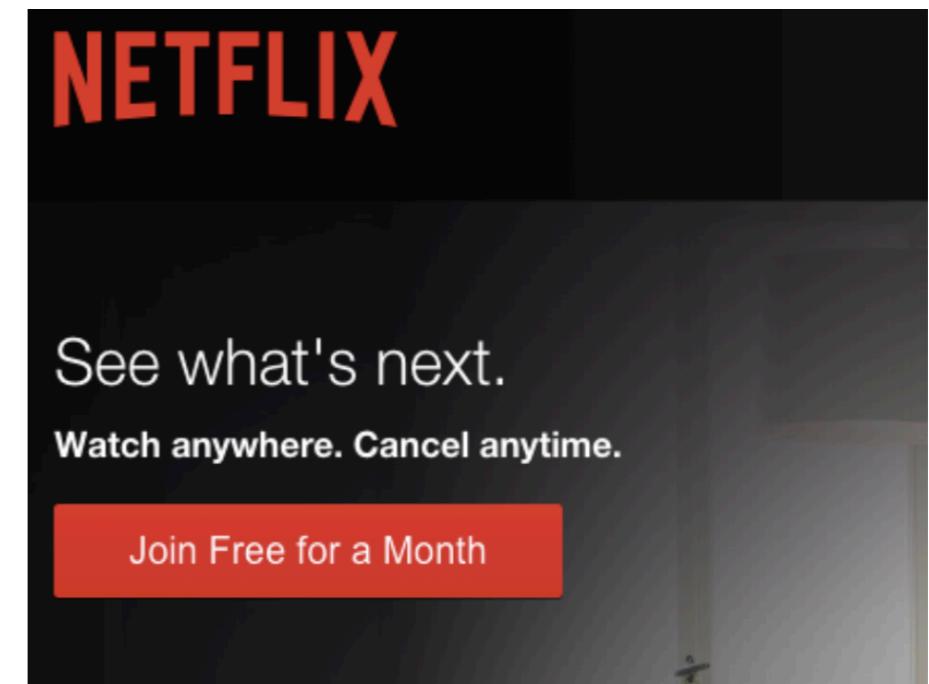
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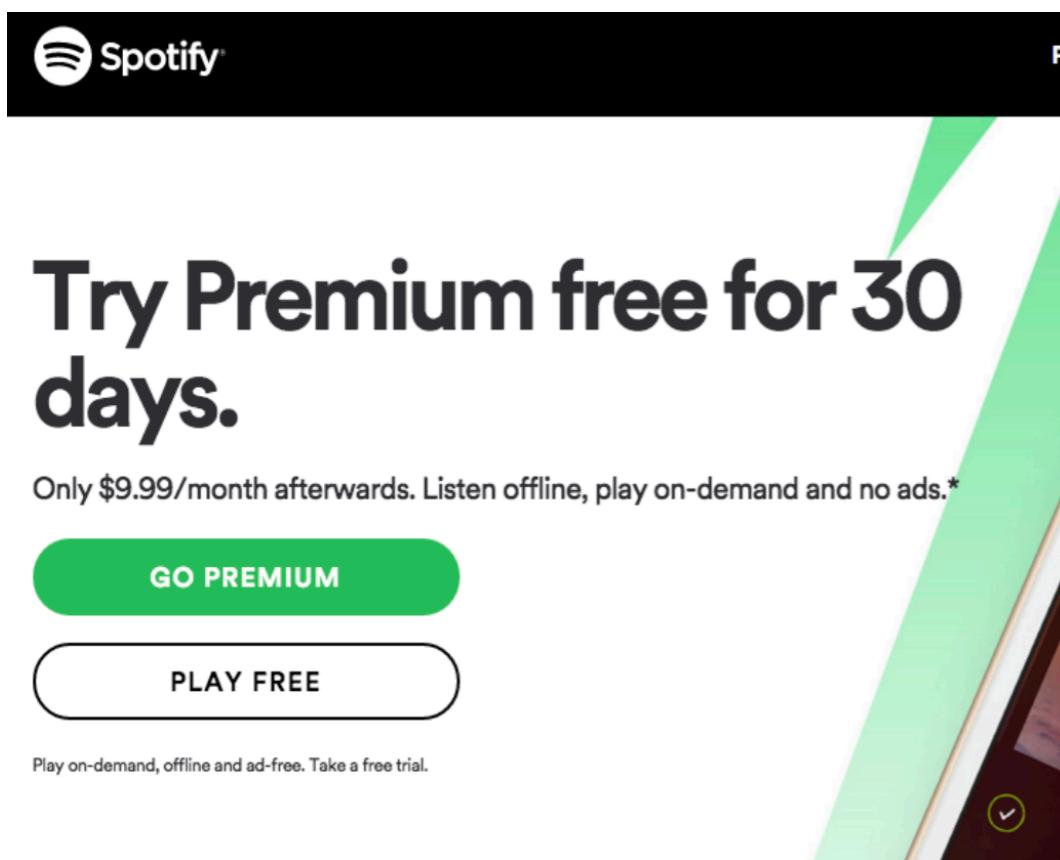
# CALLS TO ACTION (CTA)



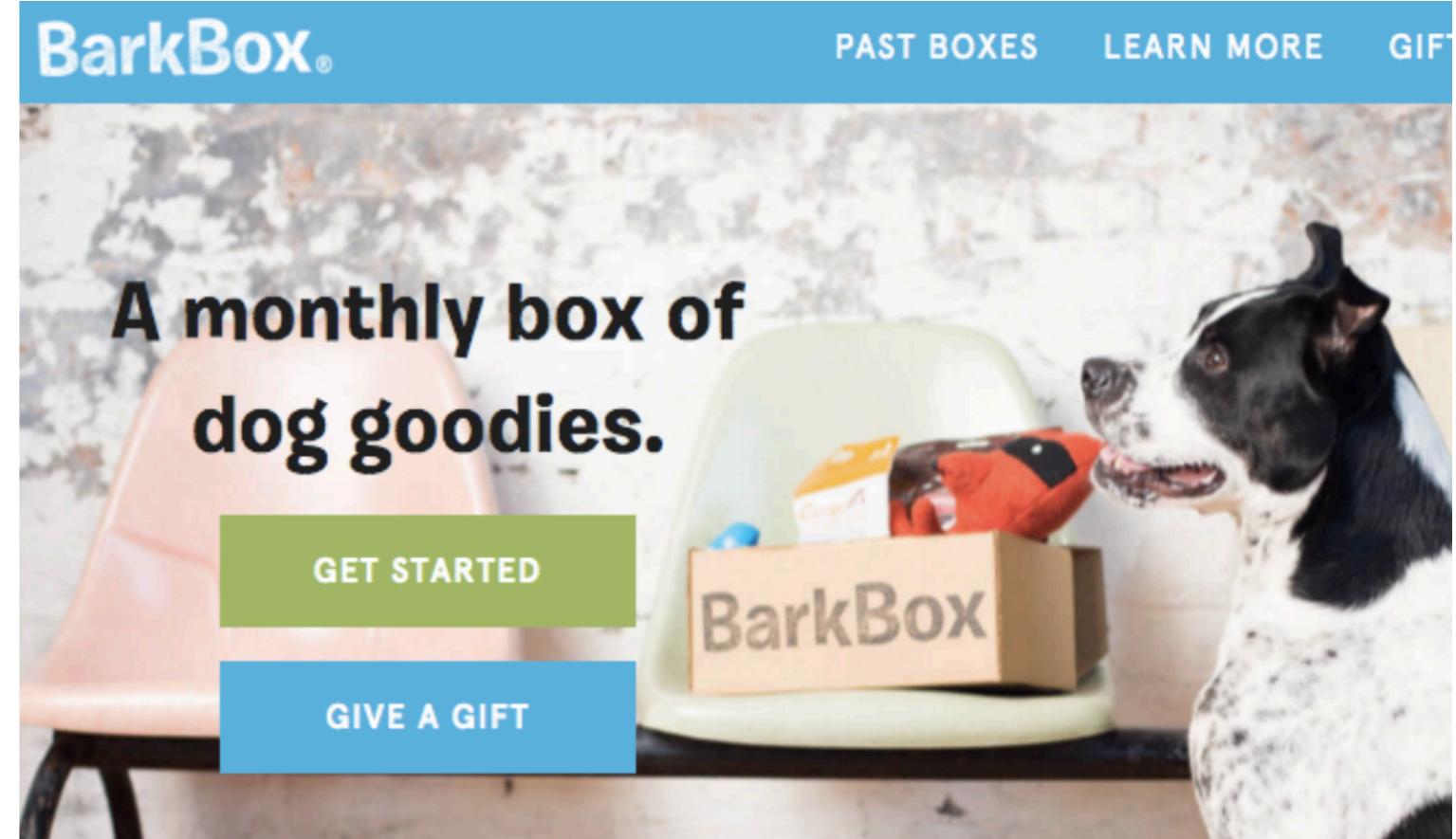
The OkCupid landing page features a large blue header with the brand name "okcupid" in white. Below the header, a white text box contains the tagline "Join the best free dating site on Earth." To the left, there are dropdown menus for gender selection: "I am a" followed by "Straight" and "Woman". To the right is a green "Continue" button. The background is a solid blue color.



The Netflix landing page has a black header with the red "NETFLIX" logo. Below the header, a dark gray background features the text "See what's next." and "Watch anywhere. Cancel anytime." To the right is a large, partially visible image of a person watching TV. At the bottom, a red button with the white text "Join Free for a Month" is positioned.



The Spotify landing page has a black header with the white "Spotify" logo. Below the header, a large white text box contains the offer "Try Premium free for 30 days." To the left, there is a "GO PREMIUM" button and a "PLAY FREE" button. A small note at the bottom states "Only \$9.99/month afterwards. Listen offline, play on-demand and no ads.\*". The background shows a blurred image of a smartphone screen displaying a music player interface.



The BarkBox landing page has a light blue header with the brand name "BarkBox®". To the right are links for "PAST BOXES", "LEARN MORE", and "GIFT". Below the header, a large image of a dog looking at a BarkBox filled with toys. Overlaid on the image is the text "A monthly box of dog goodies.". At the bottom, there are two buttons: a green "GET STARTED" button and a blue "GIVE A GIFT" button.

# LAYOUT EXERCISE

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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

The image shows the Bloomberg homepage with various interactive elements highlighted by green circles and numbered 1 through 6.

- 1**: A large green circle with the number 1 is positioned above the Bloomberg logo.
- 2**: A green circle with the number 2 is placed over the main headline: "Amazon, Intel Earnings Boost Tech Momentum in Post-Market Surge".
- 3**: A green circle with the number 3 is placed over the sub-headline: "White House Releases Photos of Pompeo Shaking Hands With Kim".
- 4**: A green circle with the number 4 is placed over the "Americas" dropdown menu.
- 5**: A green circle with the number 5 is placed over the "Latest Market Stories" section.
- 6**: A green circle with the number 6 is placed over the "USD +0.0005" currency tickers.

**Bloomberg**

**Menu** Americas ▾

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

Dow Jones mini **-30.00**  
24286.00 -0.12%  
🕒 6:45 PM

S&P 500 mini **-1.75**  
2672.75 -0.07%  
🕒 6:46 PM

FTSE100 Future **+45.50**  
7372.00 +0.62%  
3:59 PM

Nikkei 225 Future **+120.00**  
22440.00 +0.54%  
🕒 4:30 PM

USD **+0.0005**  
+0.04%  
🕒 6 PM

Latest Market Stories | Five Things You Need to Know to Start Your Day 2 hours | Trump's Known Unknowns Cloud Tec

MARKETS — 2 hours ago

## Amazon, Intel Earnings Boost Tech Momentum in Post-Market Surge 2

- 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

POLITICS — Updated 3 hours ago

### White House Releases Photos of Pompeo Shaking Hands With Kim 3

# SPOT WHAT'S WRONG – WEBSITE DESIGNS

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# SPOT THE ISSUES WITH THIS DESIGN

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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!

name@example.com

Sign up!



# SPOT THE ISSUES WITH THIS DESIGN

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

OFFICIAL TW STEEL STORE

FREE WORLD WIDE SHIPPING

1-2 DAYS DELIVERY



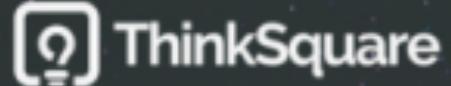
## NEW: ACE GENESIS COLLECTION

Our revolution in the Swiss watch industry continues

[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

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[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?

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# SPOT THE ISSUES WITH THIS DESIGN



Businesses

Accountants

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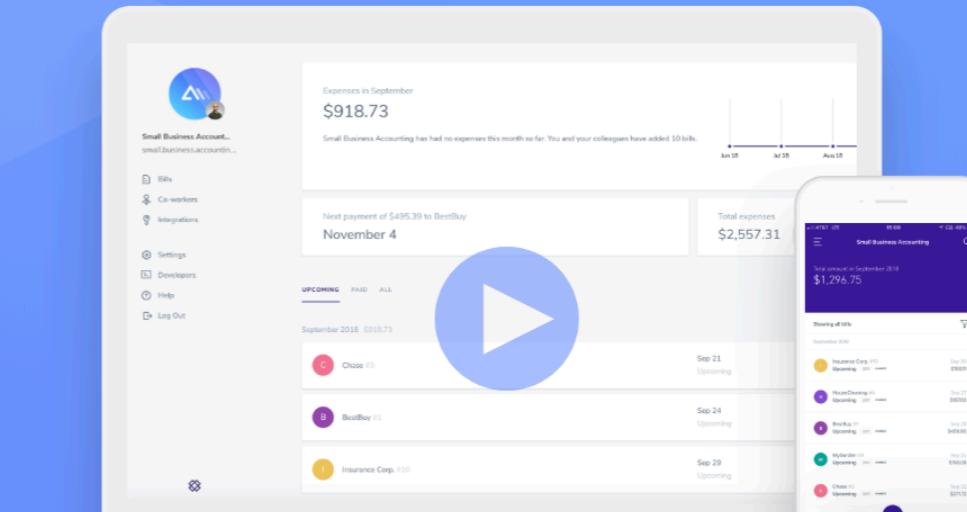
## Accounts Payable Automation: 80% Faster Bill Pay and AP

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

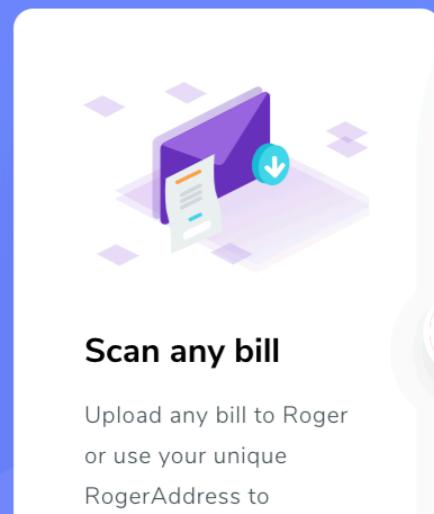
Try for free

Contact sales

No credit card required

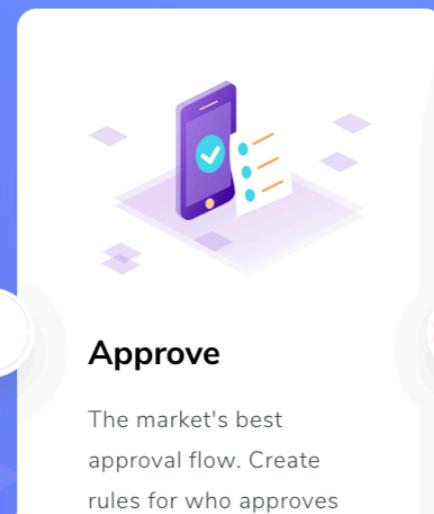


## A Seamless Accounts Payable Process



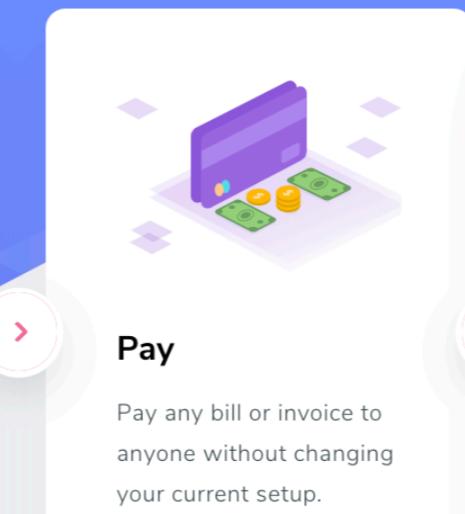
### Scan any bill

Upload any bill to Roger or use your unique RogerAddress to



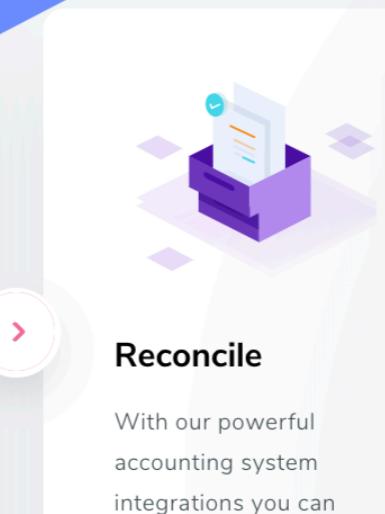
### Approve

The market's best approval flow. Create rules for who approves



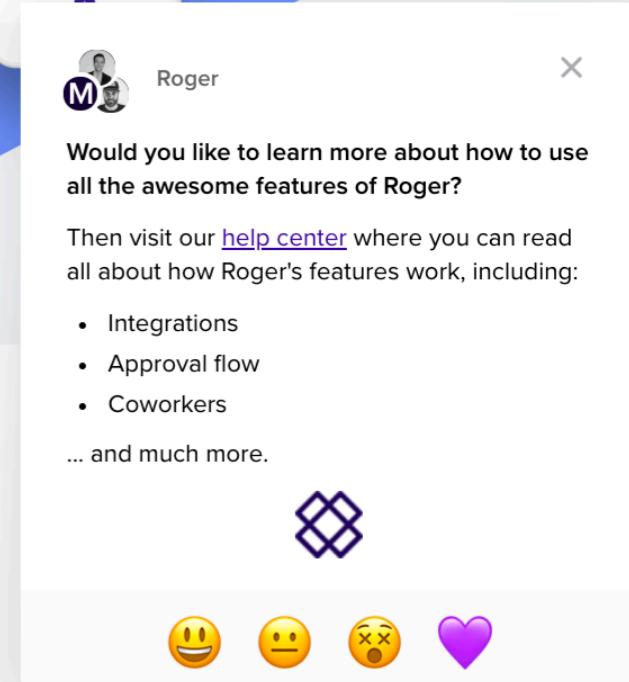
### Pay

Pay any bill or invoice to anyone without changing your current setup.



### Reconcile

With our powerful accounting system integrations you can



X



Roger

Would you like to learn more about how to use all the awesome features of Roger?

Then visit our [help center](#) where you can read all about how Roger's features work, including:

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



# CHEAT SHEET

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- 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

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- 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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