

# Basics of User Interface Design

## Assignment 1: Visual Hierarchy & Grouping Analysis

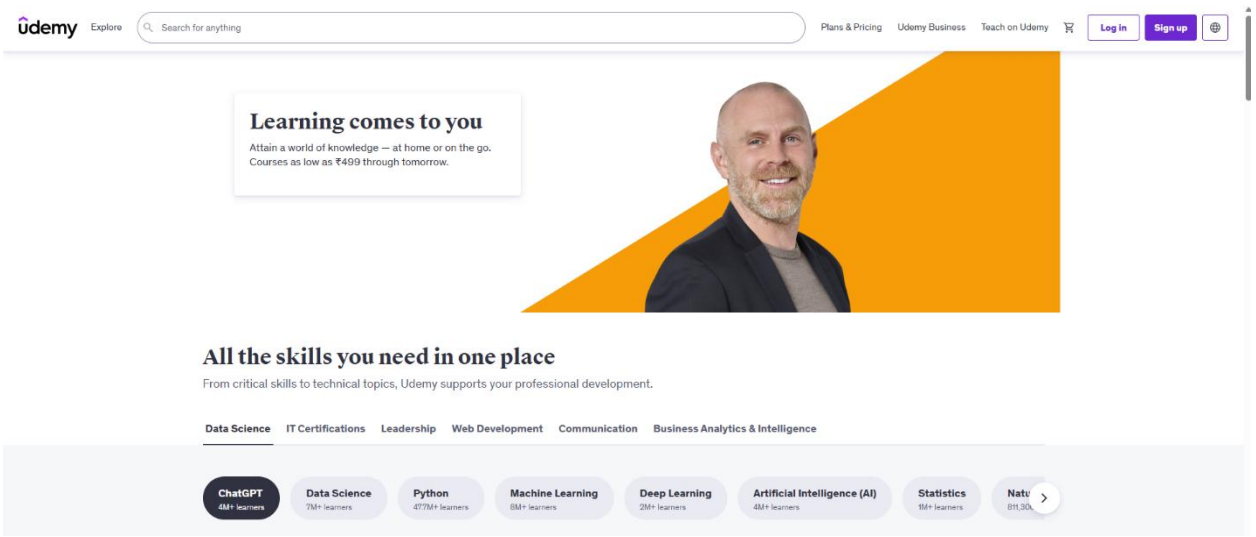
**Objective:** Apply principles of visual hierarchy and grouping to analyze interface organization.

### Instructions:

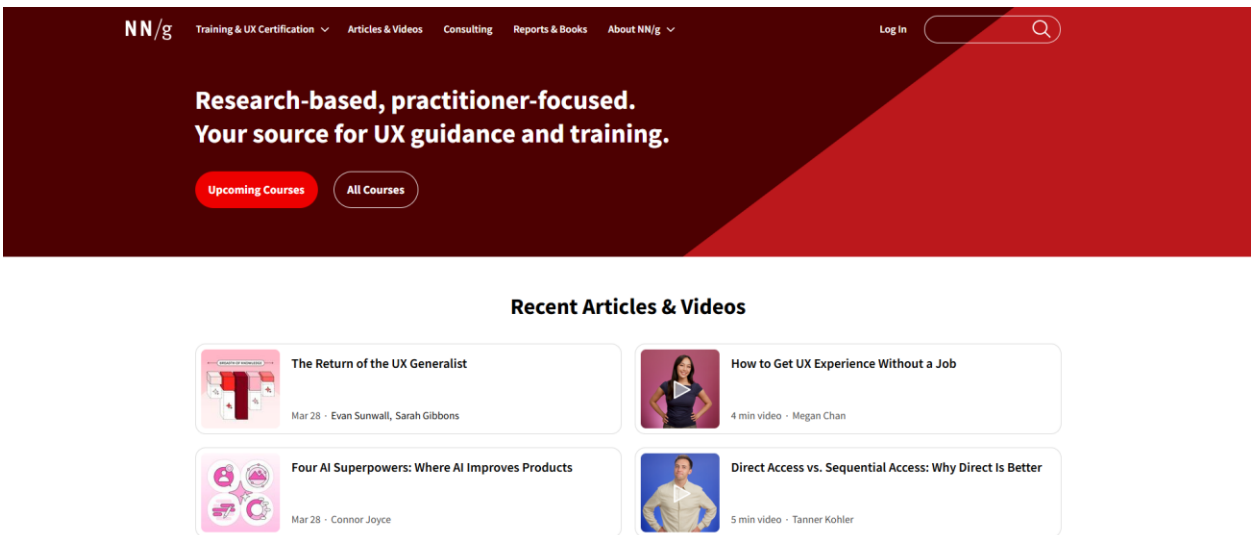
For each screen of the below screens, create a sketch that identifies and outlines the major visual groups of elements.

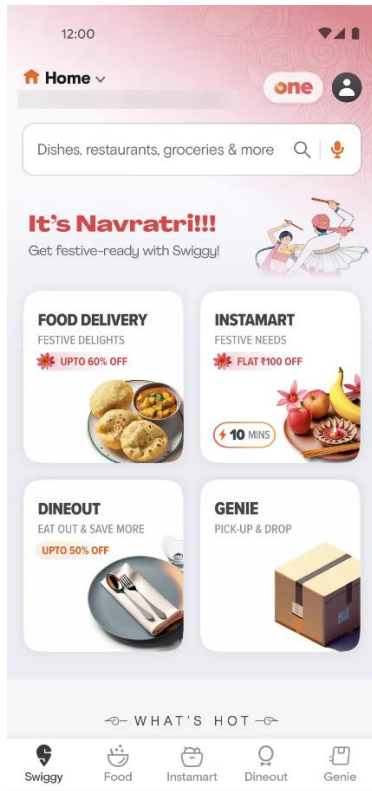
**Submission Format:** Hand-drawn sketches (photographed clearly) or digital mockups. Include your explanations in a text document or directly on the sketches if space allows.

1.

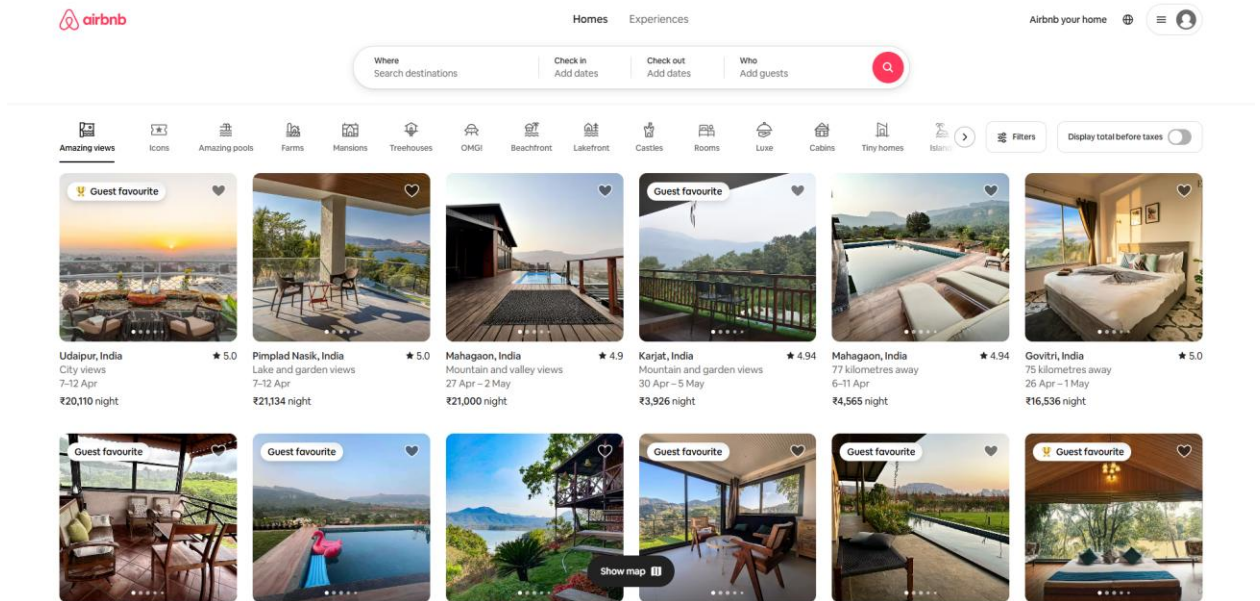


2.





3.



4.

THIS IS ME

## PHILIP GILBERT

You will begin to realise why this exercise is called the Dickens Pattern with reference to the ghost showing Scrooge some different futures.

[DISCOVER NOW](#)

5.

### Assignment 2: UI Design Critique

**Objective:** Develop critical analysis skills by evaluating existing interfaces against UI principles.

#### Instructions:

1. Collect screenshots of 3 different mobile application screens and 2 website screens of your choice. These should be interfaces you regularly use or find interesting.
2. For each screenshot:
  - Identify and describe one feature that demonstrates good UI design practice.
  - Identify and describe one feature that demonstrates problematic UI design. Explain why it creates issues for users.
  - Provide a specific, actionable recommendation for how the problematic feature could be improved while maintaining its functionality.
3. Present your analysis in a clear, organized format with the screenshots prominently displayed.

**Submission Format:** PDF document or slides with screenshots, analysis, and recommendations clearly labeled.

### **Assignment 3: UI vs. UX Distinction Analysis**

**Objective:** Demonstrate understanding of the relationship and differences between UI and UX design.

#### **Instructions:**

1. Select one mobile application screen and one website screen (must be different from screenshots from the above two assignments).
2. For each screen:
  - Clearly identify and describe UI elements (visual and interactive components like buttons, typography, color schemes, icons, etc.).
  - Analyze UX aspects (information architecture, user flow, accessibility considerations, how the screen fits into the larger user journey, etc.).
3. Write a brief reflection on how the UI and UX elements work together to create the overall user experience, and how changes to one might impact the other.

**Submission Format:** PDF document with screenshots, labeled diagrams, and your written analysis.