October 21, 2021

Second week of class.

**Design**

**Intro**

**Overview**

* Design Thinking
* Basic Design Principles
* Core Principles in Visual and Interactive Design
* Design Ideas, Photos, and Typography
* Prototyping

**Design Thinking**

* Is the site usable for users? Do they have a good experience?
* Does the site make users think it’s trustworthy?
* Is it attractive?

**Basic Design Principles**

**User Experience**

***User experience*** is how a person feels while interacting with a product or interface.

The goal is to help users interact with a product that is useful and easy to use resulting in a positive and meaningful experience.

**Usability**

*In large part, what makes something usable is the absence of frustration in using it.*

*—Dana Chisnell*

* Communicate what users should do now
  + If there’s a most-popular option, draw attention to it
    - This could be color, size, placement
* Provide feedback to reward success
  + “You’ve completed 2 of 3 steps”
  + Progress Bars
* Hide non-critical Options unless needed
  + Can hide options behind modals, dropdowns, mouseovers
* Interactivity should be self-evident
  + Example: Is it obvious that clicking a header sorts the table?
    - Would help text/small arrows make this more clear?

**Trust / Credibility**

Quiet, consistent design promotes a sense of trust.

Which of these would you trust?

* [This art school](http://www.academyart.edu/) or [art school #2](http://art.yale.edu/)?
* [This author site](http://www.laurenoliverbooks.com/) or [author site #2](http://www.suzannecollinsbooks.com/)?
* [This e-commerce site](http://amazon.com/) or [e-commerce site #2](http://arngren.net/)?

**Aesthetic Delight**

Beautiful apps inspire exploration and use.

When in doubt, consistency & plenty of whitespace are good goals.

**Design Misconceptions**

* It’s just a step in the process
  + **Reality:** It’s not just one part, it’s woven throughout.
* It’s easy
  + **Reality:** Designers make things seem easy because they make things make sense.
* It’s the role of one person/department
  + **Reality:** While there might be individual designers or a team of them, they work with other teams to help them implement design into what they’re working on.
* It’s a choice
  + **Reality:**

*The biggest misconception is that [companies] have a choice to invest in their user’s experience. To survive, they don’t.*

*—Josh Porter*

**Core Principles**

**Principles of Interaction Design**

**Consistent**

Good designs are consistent. We want users to be comfortable using our websites and consistency helps with that.

**Visible**

Good designs are visible — users need to be able to see what they can do in an app. They should be able to infer that an opportunity for interaction exists, don’t make them guess/search for it.

**Learnable**

Good designs are learnable. Users should be able to quickly pick up and use features.

**Predictable**

Good designs are predictable. These principles are intertwined with each other. The more consistent a design, the more predictable it is, which then makes it easier to to learn.

**Feedback**

Good designs provide feedback. Have you ever been on a website, clicked on a button, and expected something to happen but nothing did?

**Principles of Visual Design**

Visual design is all about what our websites look like — what our users are actually seeing on the screen.

**Contrast**

* Contrast creats more interest and can be used to establish hierarchy of info
* Can add contrast with color, size, shape, type…

**Repetition**

* Helps to make things look like they belong together
* Ex.: repeating colors or line weights

**Alignment**

* Every element in a design should have a visual connection to something else in the design.
* Avoid using more than one text alignment in the same design.

**Proximity**

* Place related items together, unrelated items far apart
* Ex.: navigation bars

**Design Ideas**

**Grids and Spacing**

Grids and spacing bring together parts of both alignment and proximity. Grids bring order to the information and content presented and provide visual anchors to elements in the design. The columns are generally what’s used to align the main parts of a design (like main content and side navigation). They’re what make up the proportions of the website.

In a grid, we call the negative space around columns gutters. The gutters should always remain the same size even if the size of the columns changes. That negative space is also sometimes called whitespace. Whitespace is very important in design because it helps things from becoming too cluttered. It also helps differentiate between sections of the website.

**Color Harmony**

Color harmony is when the arrangement of colors used are pleasing to the eye. Color harmony delivers a sense of balance and order. If colors are out of harmony, the design can become too bland or too obnoxious.

**Color Palette**

Having a “color palette” for your site helps.

It guides selection of photos and colors, and ensures consistency.

* [coolors](https://coolors.co/generate)
* [color hunt](https://colorhunt.co/)

**Photos**

A strong photo is a great way to add visual interest to your homepage.

**Finding Photos**

* [Unsplash](https://unsplash.com/) — High quality, huge variety, curated collections
* [Coverr](https://coverr.co/) — HTML5 Videos for full-widtth landing pages
* [Pixabay](https://pixabay.com/) — Wide variety
* [Splitshire](http://www.splitshire.com/) — More concept art, high quality
* [Pexels](http://www.pexels.com/) — Good quality, more people pictures
* [Flickr Creative Commons](https://www.flickr.com/creativecommons/) — Huge variety, widely varying quality

**Warning:** this can be a huge time sink!

**Typography**

Typography helps with visual hierarchy. It also provides visual interest and helps make a website look more intentional than if you use the defaults.

Sans-serif and serif fonts are best for web design (sometimes monospace) because they are the most accessible. It’s usually a good idea to stay away from overusing cursive or fantasy fonts.

**Guideline**

Use no more than two font families

* One for headlines / large, special text
* One for normal text

**Go Big**

This is a simple rule that tends to override other rules, guides and principles. It is what it sounds like: make something big to draw attention to it. Readers notice and read big things first.

**Prototyping**

**What is it?**

“A prototype is a draft version of a product that allows you to explore your ideas and show the intention behind a feature or the overall design concept to users before investing time and money into development.”

– usability.gov

* Something that is interactive with limited functionality to test an idea.
* Can be low-fidelity: paper
* Can be high-fidelity: feels like a real app, but isn’t
  + Can click through

**Why?**

It is much cheaper and cost effective to build a limited functioning product/software and see if it works/has a market before investing a lot of money on resources and development.

* Test out usability
* Ensure your product is right so you don’t have to make big changes post-launch

**Paper Prototyping**

* Low-cost effective way to discover ideas
* Communicate ideas visually
* Sketching does not have to be “art”
  + Doesn’t have to be visually pleasing, necessarily
  + Needs to communicate an idea

**Example**

Diagram

Description automatically generated

[Source](https://www.uxpin.com/studio/blog/what-is-a-prototype-a-guide-to-functional-ux/)

**Sketches**

* Needs to happen quickly and on demand
* Cheap enough to be disposable
* Communicate in a medium/ material that gives it a sense that it is rough
* Visual vocabulary needs to be understood by all viewers (lines, arrows, boxes)

**Low-Fi & High-Fi Prototypes**

* Low-Fi and High-Fi prototypes are not sketches
* They’re created using prototyping software
* They look like real app pages

**Low-Fi**

* Some placeholder images or placeholder text
* High level design is in place
* Gives a general feel of the experience

**High-Fi**

* Looks exactly as the app would look if it were built
* Not a functioning app, but it could fool you

**Low-Fi vs. High-Fi**

Diagram

Description automatically generated

[Source](https://www.webfx.com/blog/web-design/design-mockup-fidelity/)

**Going Further**

**Free Tools**

* Adobe color
* Moqups
* Figma
* Coolors, Color Hunt
* Unsplash
* Flat Icon

**Resources**

[https://uxtools.co](https://uxtools.co/)

<https://www.youtube.com/playlist?list=PLWlUJU11tp4deQOnSFNn_ekpS9GA5_7yP>

* [Iterative Prototyping and Feedback](https://www.youtube.com/watch?v=_Fksx7VTBaU)
* [Wireframe by Number](https://drive.google.com/file/d/1u7zTPaKxTnpfE1ktrmiWlueqXYjerIq7/view?usp=sharing)

**To Read**

* [Mashable UX Design](https://mashable.com/2009/01/09/user-experience-design/#usgMFy0wnkqA)

**8 Point Grid**

* [Spec.fm](https://spec.fm/specifics/8-pt-grid)
* [Intro to 8 Point](https://builttoadapt.io/intro-to-the-8-point-grid-system-d2573cde8632#.un1qcrle8)

**Tools**

* [Coolers](https://coolors.co/)
* [Font Pair](https://fontpair.co/)

**Sites With Good Design**

* <https://www.thetouchagency.co.uk/>
* <https://eephusleague.com/>

**Good Pairings**

[Type We Like](http://typewelike.wirsindsmyk.de/) shows good pairings in a design context.

*Other Typography Resources* - [Typography in Ten Minutes](https://practicaltypography.com/typography-in-ten-minutes.html) is a good general reference on typography.

If you like font humor, you may be amused by [Does Papyrus Belong Here?](http://doespapyrusbelonghere.tumblr.com/) .

* [Adobe TypeKit](https://typekit.com/) is like Google Fonts, but commercial, and has a much larger set of high-quality fonts.

**Online Resources**

* [A List Apart](http://alistapart.com/)
  + An excellent website of tips for usability & CSS tricks
* [Web Designer Depot](http://www.webdesignerdepot.com/)
  + A visual-design oriented resource for web designers

**The End**

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-create figma account

- make note of your colors in a rectangle box underneath the frame and set it the colors of what it is

-always makes notes about what you’re doing

-great place to style forms

-control Z undoes the last thing on figma

-refresh everytime we change or add something