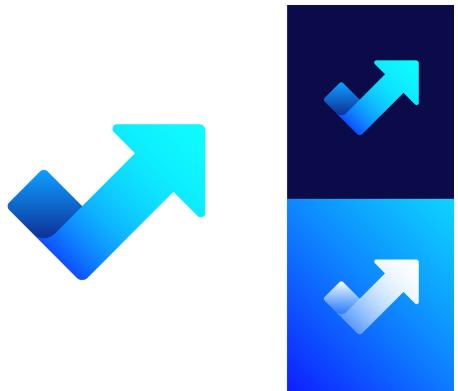


Ixd303– UX School

# Visual Grammar

# Logo



**bigminer**



**FOKKET**



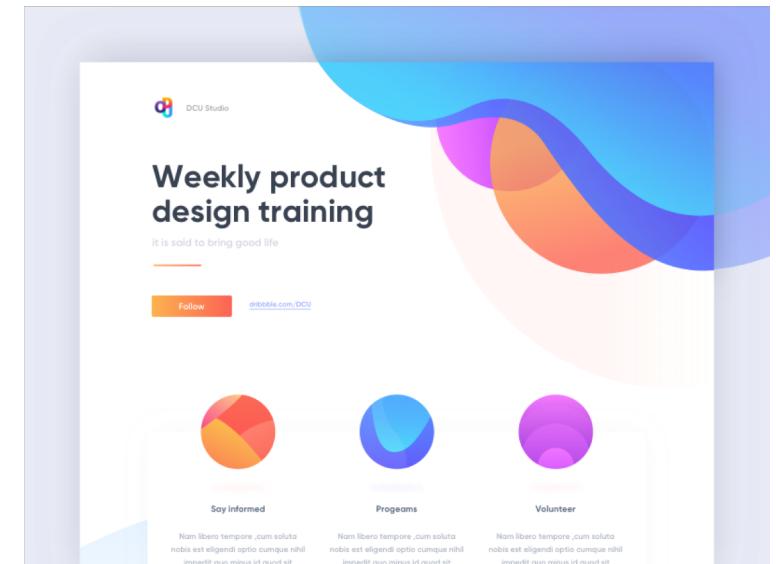
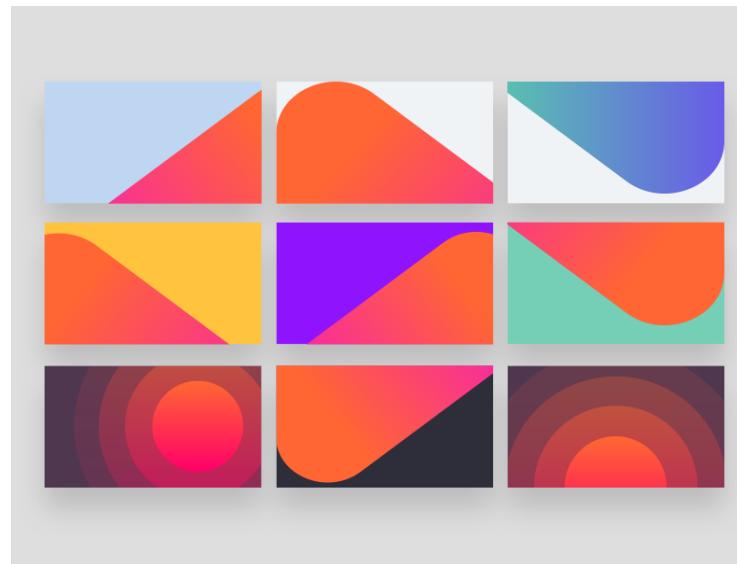
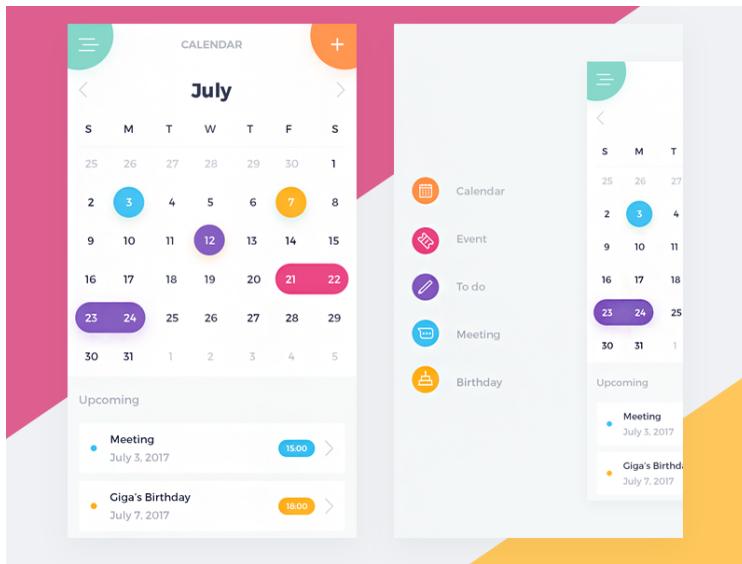
**ChatUnited**



**kube**

# Colour

Interesting use of bright colour pallets, a route I would like to approach to make education more exciting and fun.



# Typography



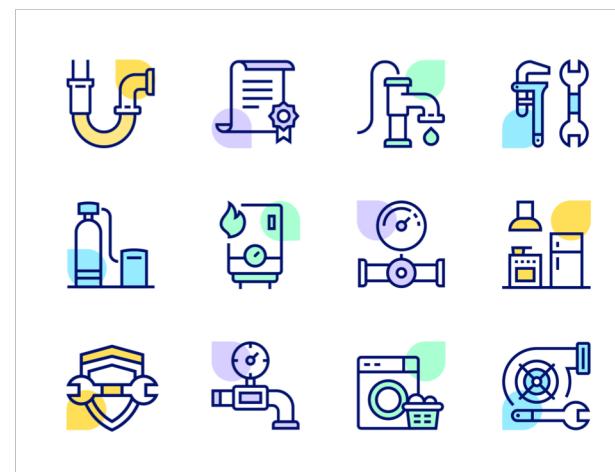
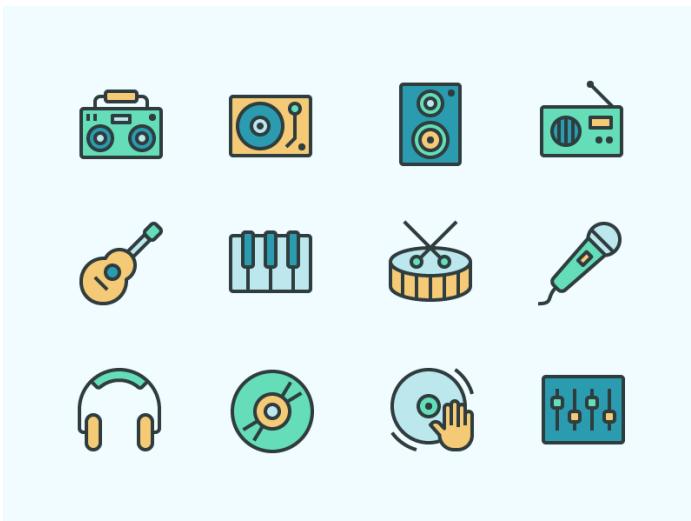
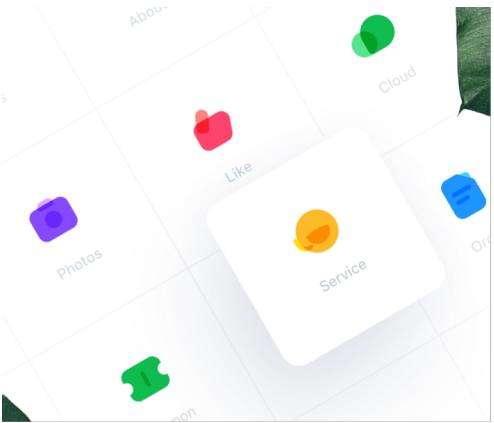
LIVE + MOVE

Designed  
to scale

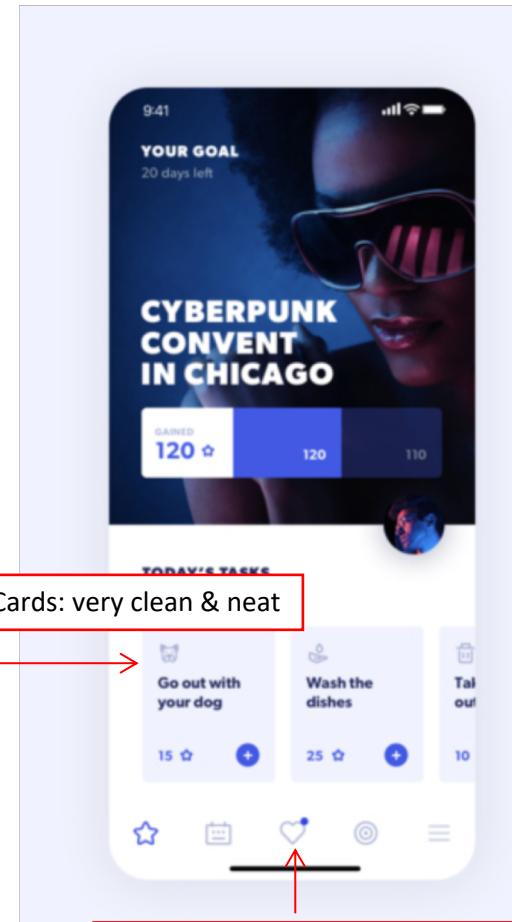
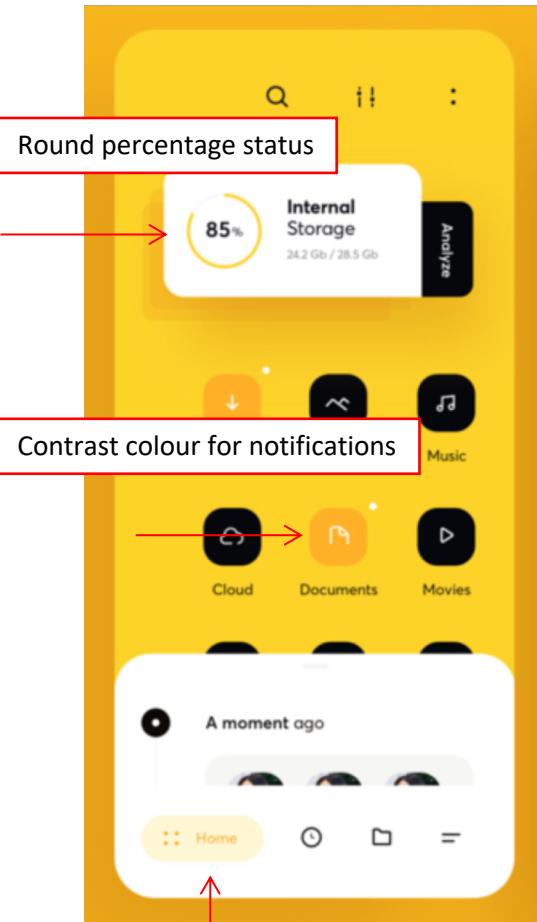


THE WHO  
IS COME  
FULL CIR  
I AM HER

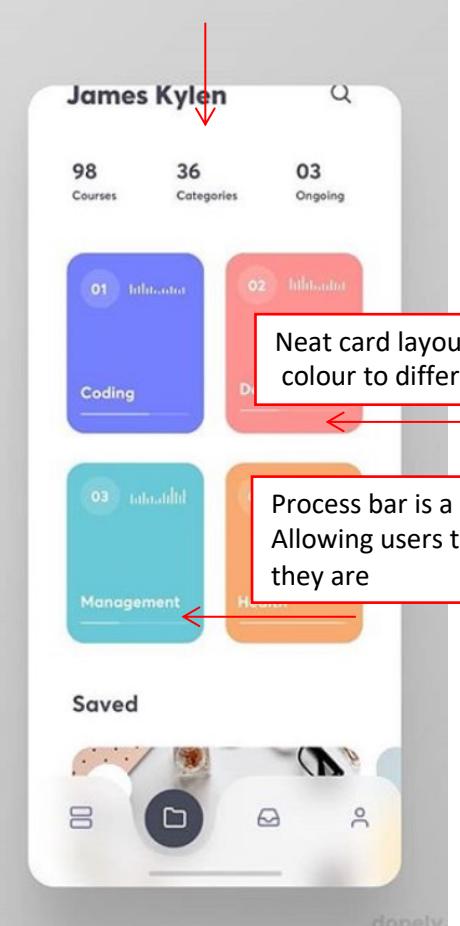
# Iconography



# UI Design



Clear structure with good use of white space. Shows users process of courses is an interesting idea



# Tone & Voice

**Tell us **why** you want  
to learn to code**



**We'll show you **what**  
to learn**

*Code academy\**

- Selfless – Emphasis on the user and **what they want**
- Honest
- Passionate

## Simply start learning

We've got you covered. With this complete approach to learning UI & UX Tools, you are in good hands. We'll also keep you up to date so that you can use your time efficiently.

**LET THE JOURNEY BEGIN**

*Learnux\**

- Personal – “we’ve got you covered”
- Reassuring – “you are in good hands”
- I like the word “journey” It sounds fun and exciting