

# UI / UX Principles

## Lecture 7: High-Fidelity Prototyping (Visual Design and UI Design for Web)



# Chapter 5



# TABLE OF CONTENT

- **Visual Design**
- **UI Design for Web**
- **UI Design for Mobile**
- **High-fidelity prototypes**
- **5th stage "Test"**
- **Design Hand-off**

EMPATHIZE  
↓



IDEATE  
↓



↑  
DEFINE



TEST  
↓



↑  
PROTOTYPE

Do you remember

**Prototype**



**What?**

# Visual Design

How a product appears to users.



# Why is it Important?

- Make the product look nicer and more attractive
- Increase the product's usability
- Reach the business goals

# Principles & Elements

## 1- Point, Line & Shape

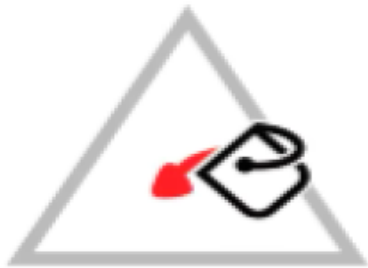
With these you can create anything you want, from simple icons to very complex illustrations, everything is made with the combination of these simple elements.



# Principles & Elements

## 2- Colors

Colors attract people the most. Color can affect your behavior, mood, and thoughts. Colors can convey emotions, signal actions, and add variety.





# Principles & Elements

## 2- Colors

### What different colors mean:

**Red** — is the color of danger and passion, as well as excitement.

**Orange** — is a very creative color that's also associated with adventure and youth. المغامرة والشباب والطاقة الإيجابية.

**Yellow** — is happy, optimistic, and cheerful.

**Green** — has varied associations. On one hand, it provokes feelings of wealth and tradition (particularly darker hues), while on the other it's strongly associated with environmentalism and nature. الثروة والتقاليد

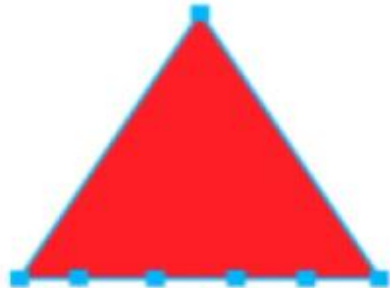
**Blue** — is most often associated with loyalty and trust.

**Black** — implies sophistication and luxury. It can also be tied to sorrow and negativity. الأناقة والفخامة الحزن والسلبية

# Principles & Elements

## 3- Typography

- It means the use of text and fonts.
- Typography can help add hierarchy to your designs, make text easy to read and add visual style.



# Principles & Elements

## 3- Typography

**How to find the perfect typography for your design:**

- Select a type classification,
- Pick a typeface.
- Choose a font.

Serif



Sans Serif



# Principles & Elements

## 3- Typography

How to find the perfect typography  
for your design:

- Select a type classification,
- Pick a typeface.
- Choose a font.



A word cloud of typography-related adjectives in various fonts. The words are arranged in a cluster, with some in bold, some in italics, and some in different weights and styles. The words include: graceful, DARING, informal, wistful, contemporary, authoritative, hand-crafted, PLAYFUL, personal, friendly, trustworthy, neutral, and STRONG.

# Principles & Elements

## 3- Typography

How to find the perfect typography  
for your design:

- Select a type classification,
- Pick a typeface.
- Choose a font.

Font 10

Font 16

Font 22

Font 28

Font 34

Font 40

# Principles & Elements

## 3- Typography

Example

Typeface

Font

Roboto

Roboto Thin

Roboto Light

Roboto Regular

**Roboto Medium**

**Roboto Bold**

**Roboto Black**

# Principles & Elements

## 4- Iconography

Icons are images or symbols that stand for specific actions or tools in an app or website. Using icons in your designs can quickly communicate concepts, **instead of explaining a concept's meaning with words.**



Search



Home



Account Circle



Settings



Done



Info



Check Circle



Delete



Visibility



Shopping Cart



Favorite



Description



Logout



Favorite Border



Lock



Schedule



Language



Help Outline

# Principles & Elements

## 5- Images

Images are used to tell stories, make an impact without words, and add visual emphasis. Images can be static, like pictures and illustrations, or moving, like animations and GIFs.





# Principles & Elements

## 6- Space

There is space between the elements and letters which has to be in the right proportion to avoid making your design look scattered and messy.

AWESOME

# Principles & Elements

## 7- Contrast and balance

The perfect design requires a balance in the elements and their contrast to each other so that it creates visually appealing designs with the more important things highlighted and the rest in light contrast.



YOU ARE  
AWESOME

# Principles & Elements

## 8- Scale

The scale is using the right and suitable size for the elements depending upon their importance.

YOU ARE  
AWESOME

YOU ARE  
AWESOME

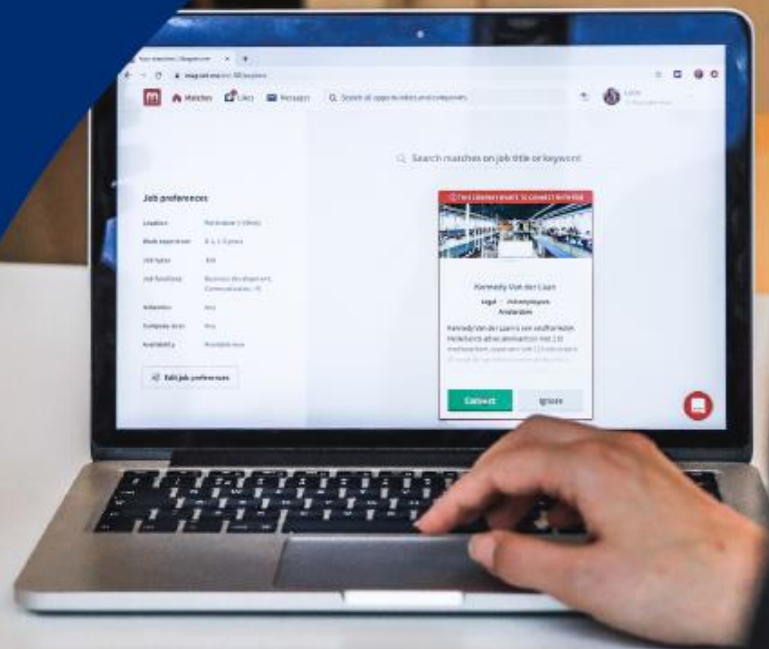
# Principles & Elements

## 9- Grid & Alignment

The elements and the content should be arranged in the grid format to avoid giving a messy appearance but if the designers are purposely giving that scattered designing, they should still take care of the alignment of it so that it doesn't look untidy.



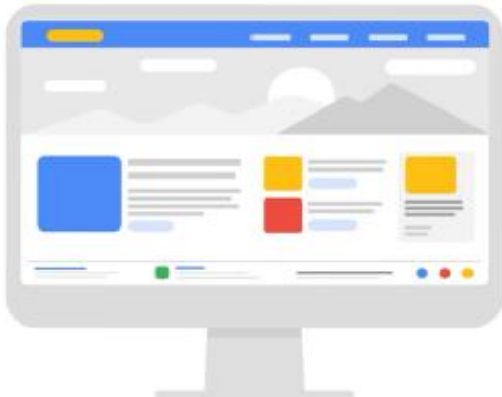
# UI Design for Web



# Responsive Web Design

## What?

- Responsive web design allows a website to change automatically depending on the size of the device.
- Responsive websites will appear smaller to fit smaller screens, like mobile phones, and will appear larger to fit larger screens, like desktop computers.



# Responsive Web Design

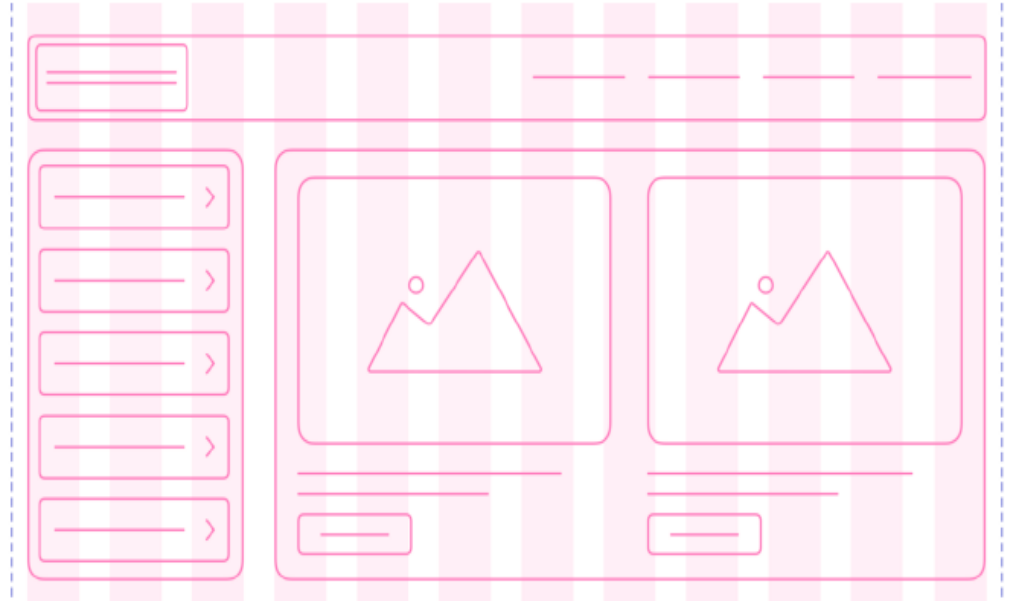
## Why?

- Anyone can use the website.
- Improving the accessibility.
- Better User experience.
- More traffic, More sales.

# Grid Layout

## What?

- Is a series of columns and alleys that allow you to **organize** elements in a design.
- It helps to maintain consistency across the different pages and make faster design decisions.

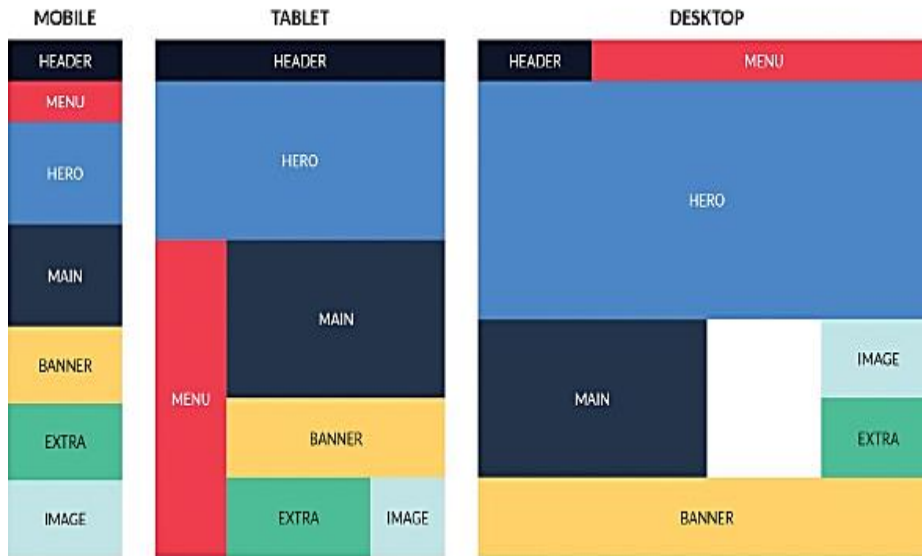




# Grid Layout

## Why?

- Users can easily scan grid-based interfaces.
- A good grid is easy to adapt to various screen sizes and orientations.
- Better organization of UI elements.
- An easier collaboration with designers and developers.

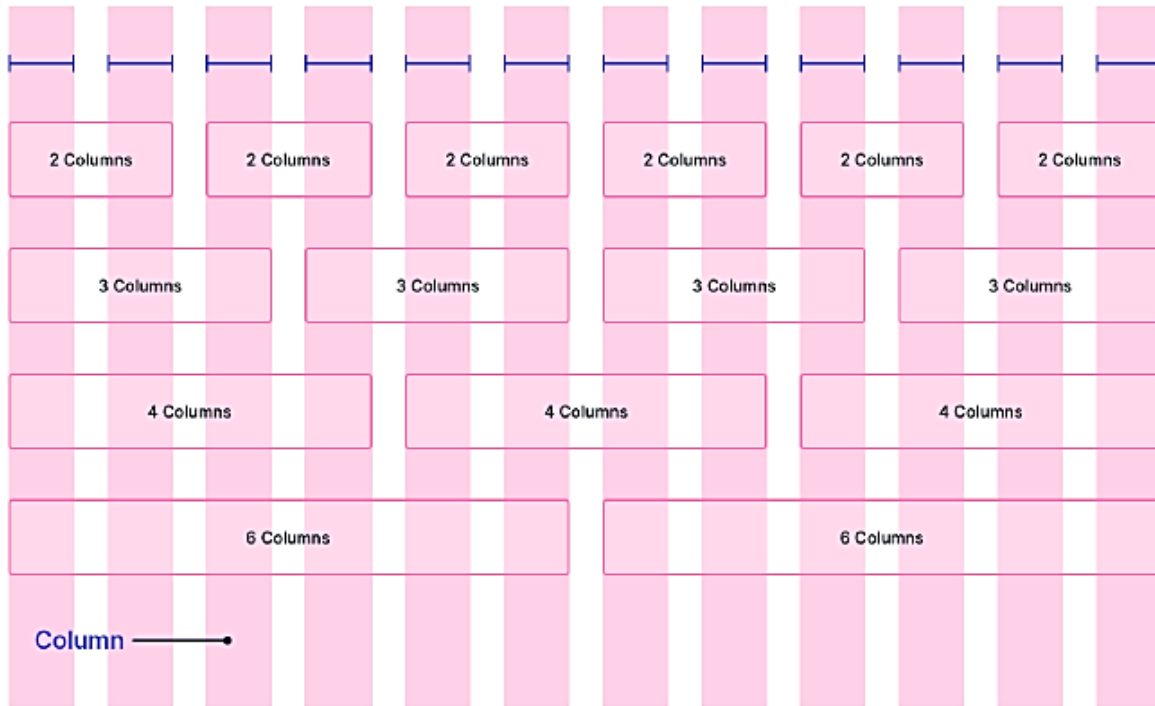


# Grid Layout

## Consisting of ?

### Columns

Are the imaginary vertical blocks and are used to align the content.

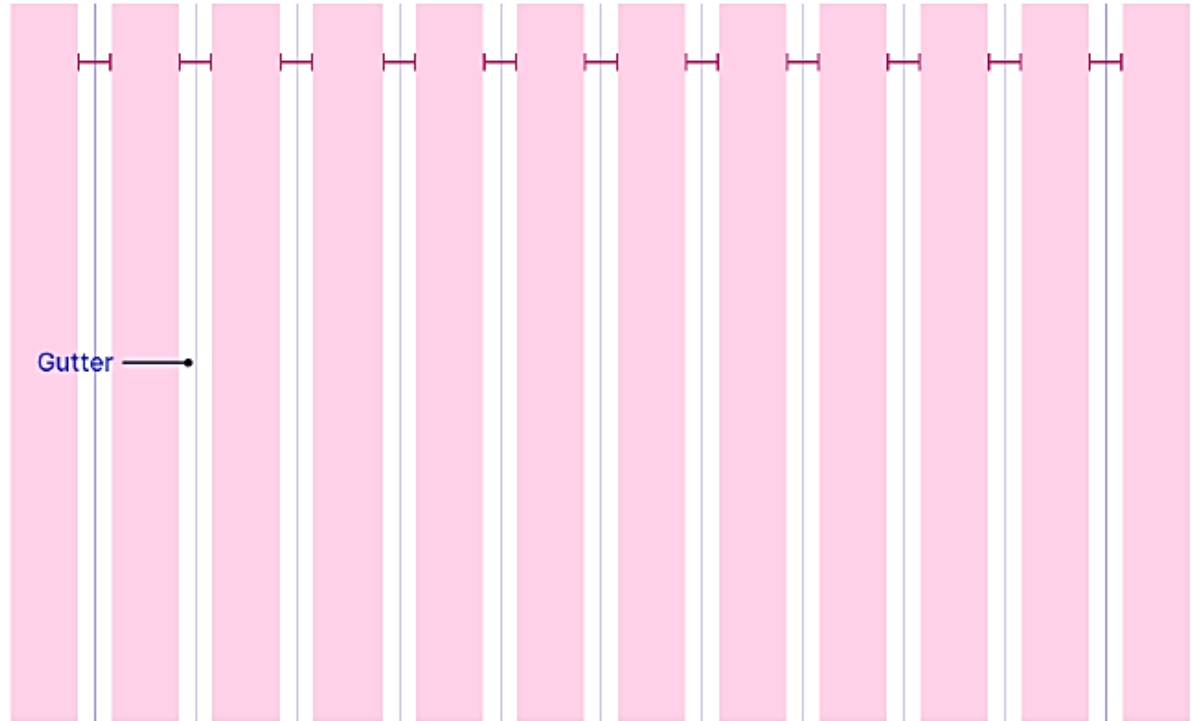


# Grid Layout

## Consisting of ?

### Gutters

Are the spaces between the columns. It helps to separate the content.

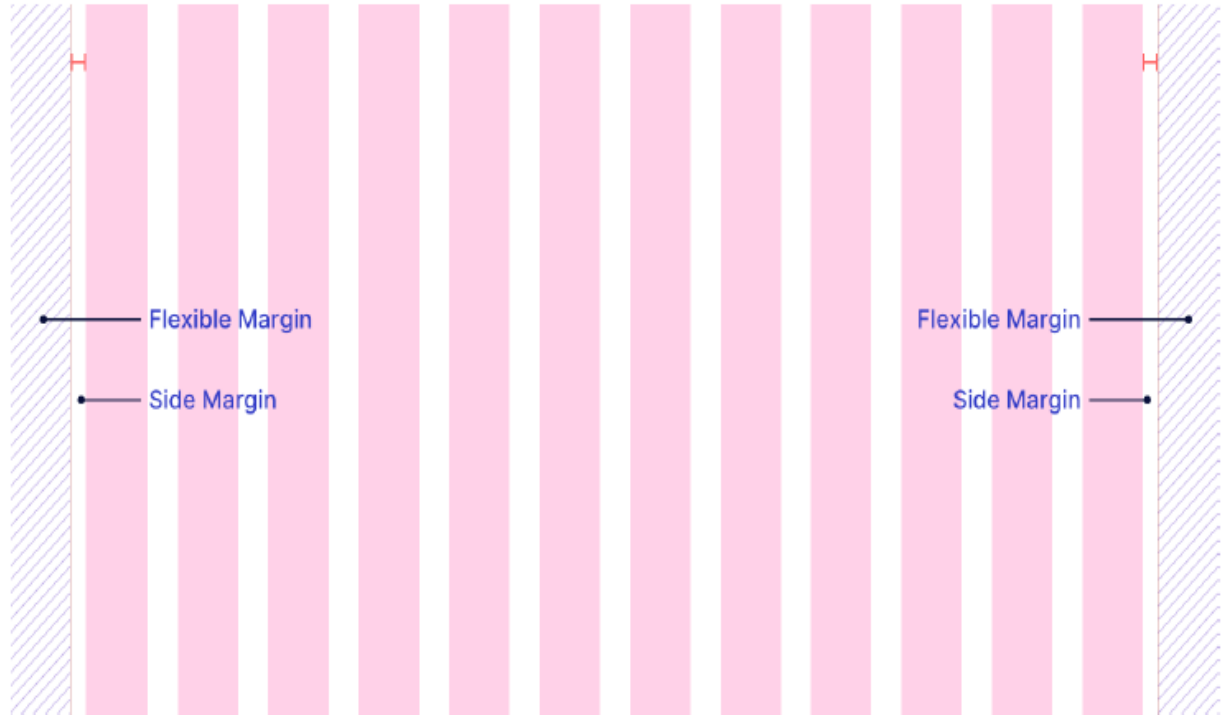


# Grid Layout

## Consisting of ?

### Margins

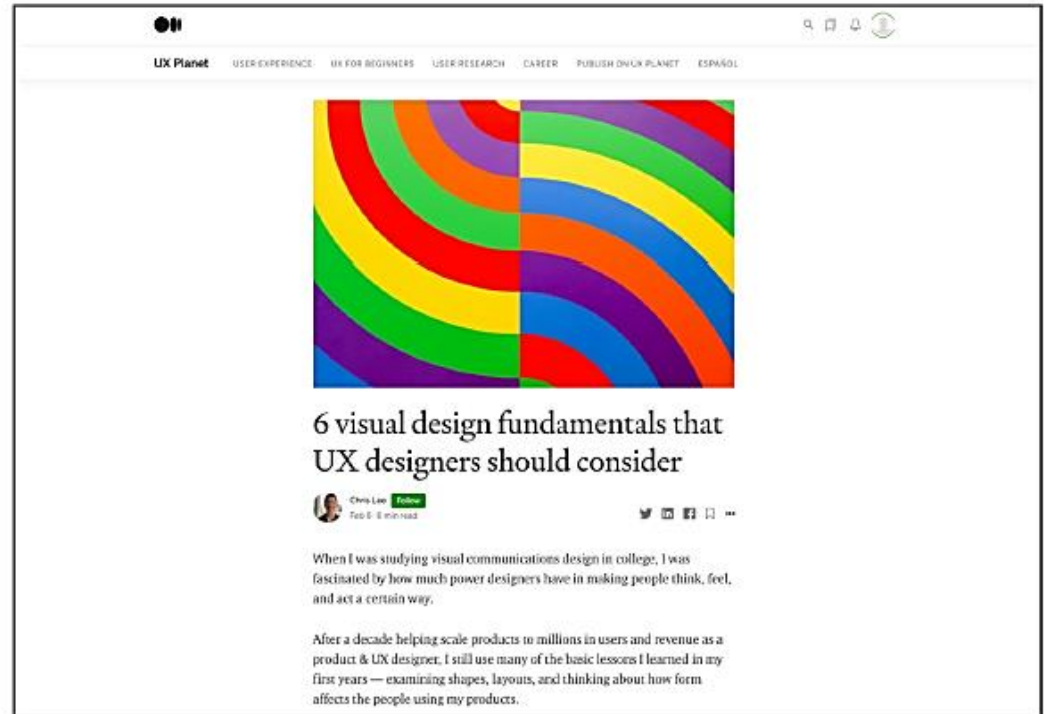
Are the space between content and the edges of the screen.



# Grid Layout

## Types?

### 1) Single column layout



# Grid Layout

## Types?

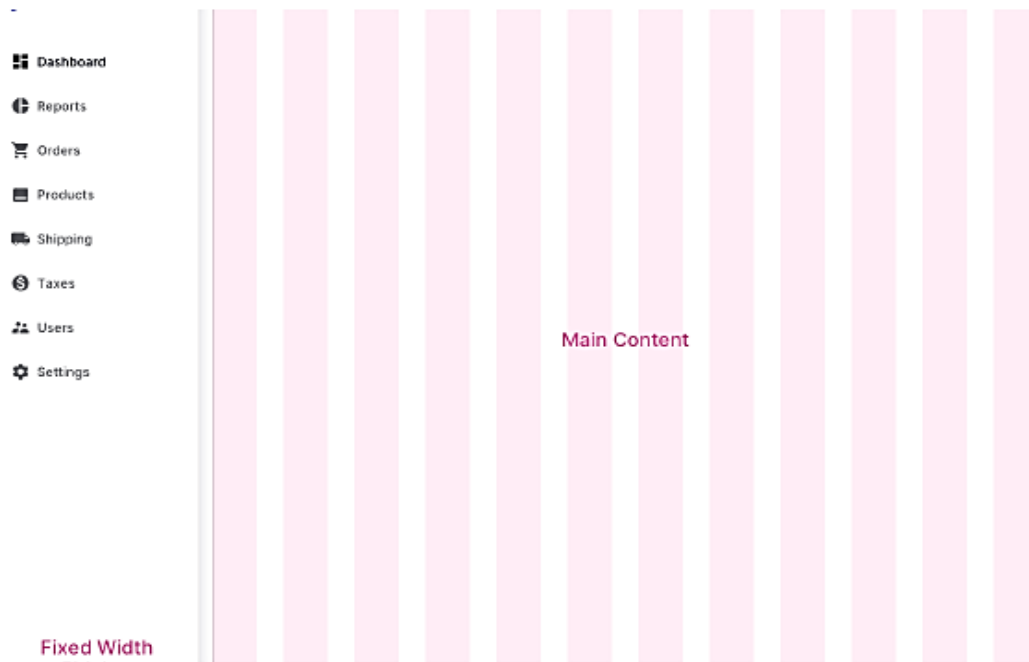
## 2) Multicolumn layout



# Grid Layout

## Types?

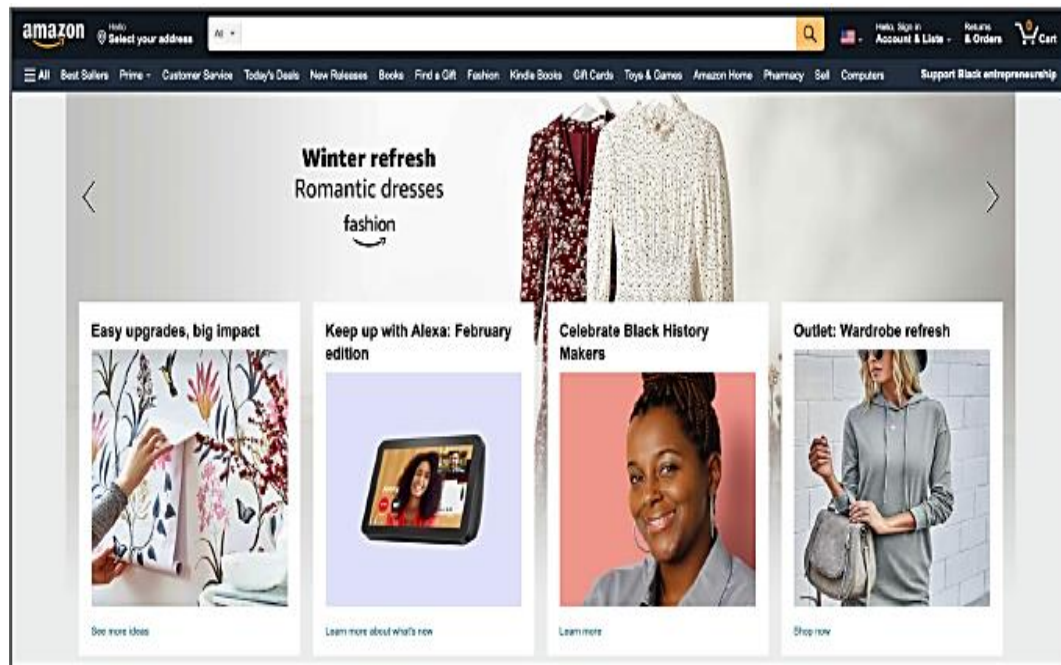
### 3) Fixed-Sidebar Layout



# Grid Layout

## Types?

### 4) Box layout

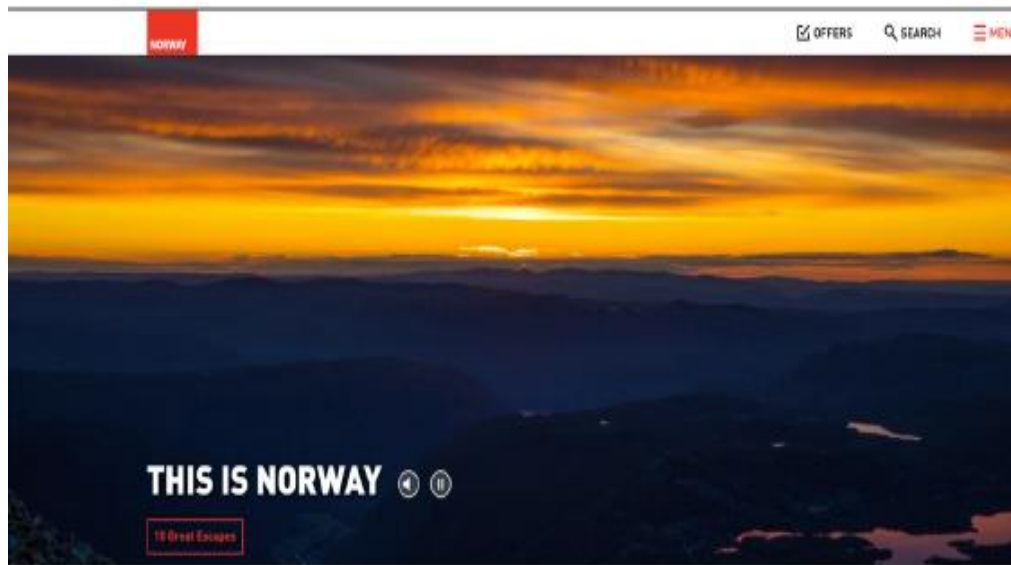




# Grid Layout

## Types?

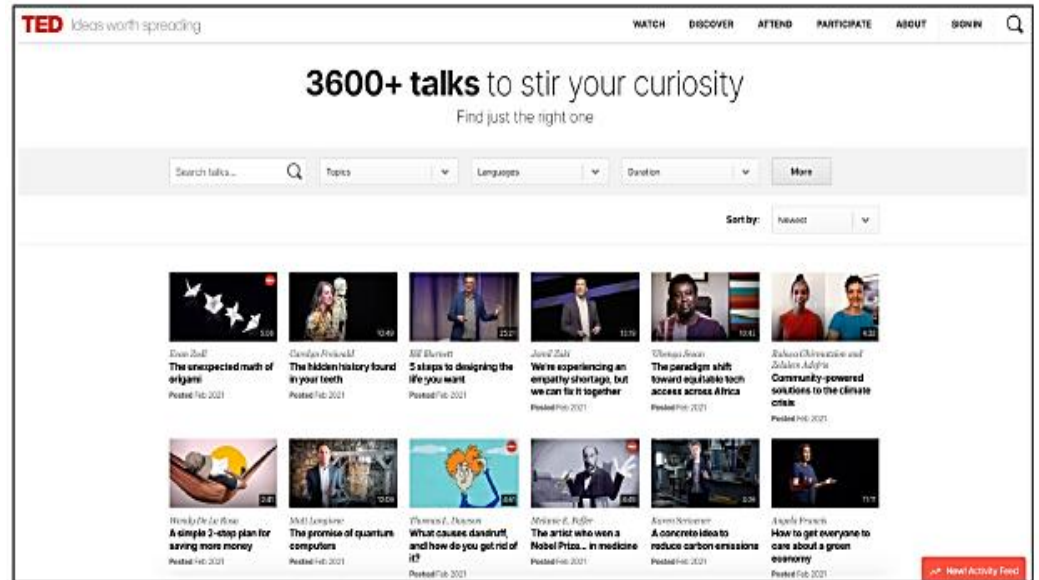
### 5) Featured image layout



# Grid Layout

## Types?

### 6) Grid of cards layout



# Common UI elements for **Web**

Navigation elements  
Information elements  
Input elements

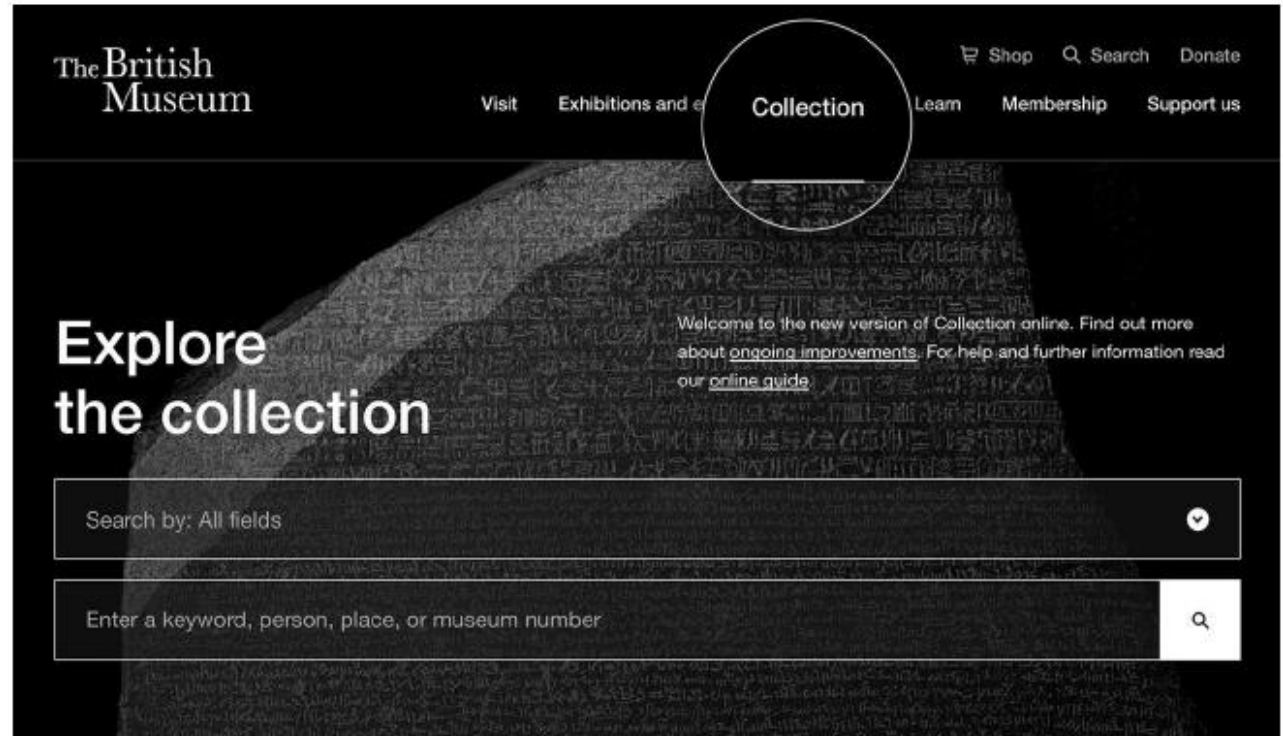


# Web UI Elements

## Navigation

### 1) Menu

- Fixed
- Mega
- Sidebar
- Hamburger
- Footer

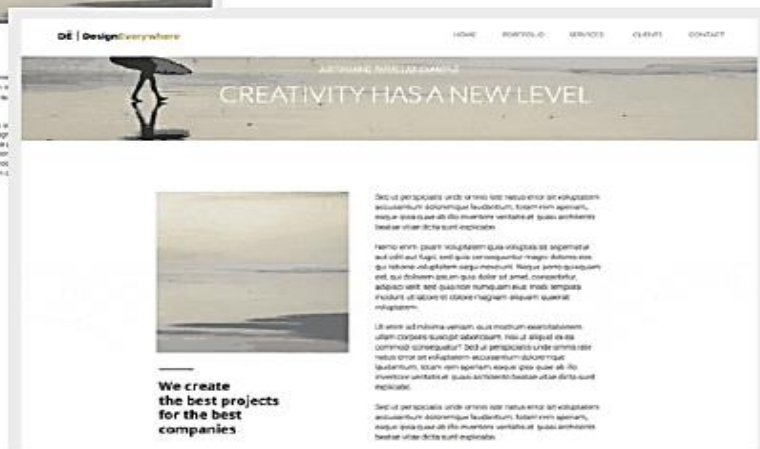


# Web UI Elements

## Navigation

### 1) Menu

- **Fixed**
- Mega
- Sidebar
- Hamburger
- Footer

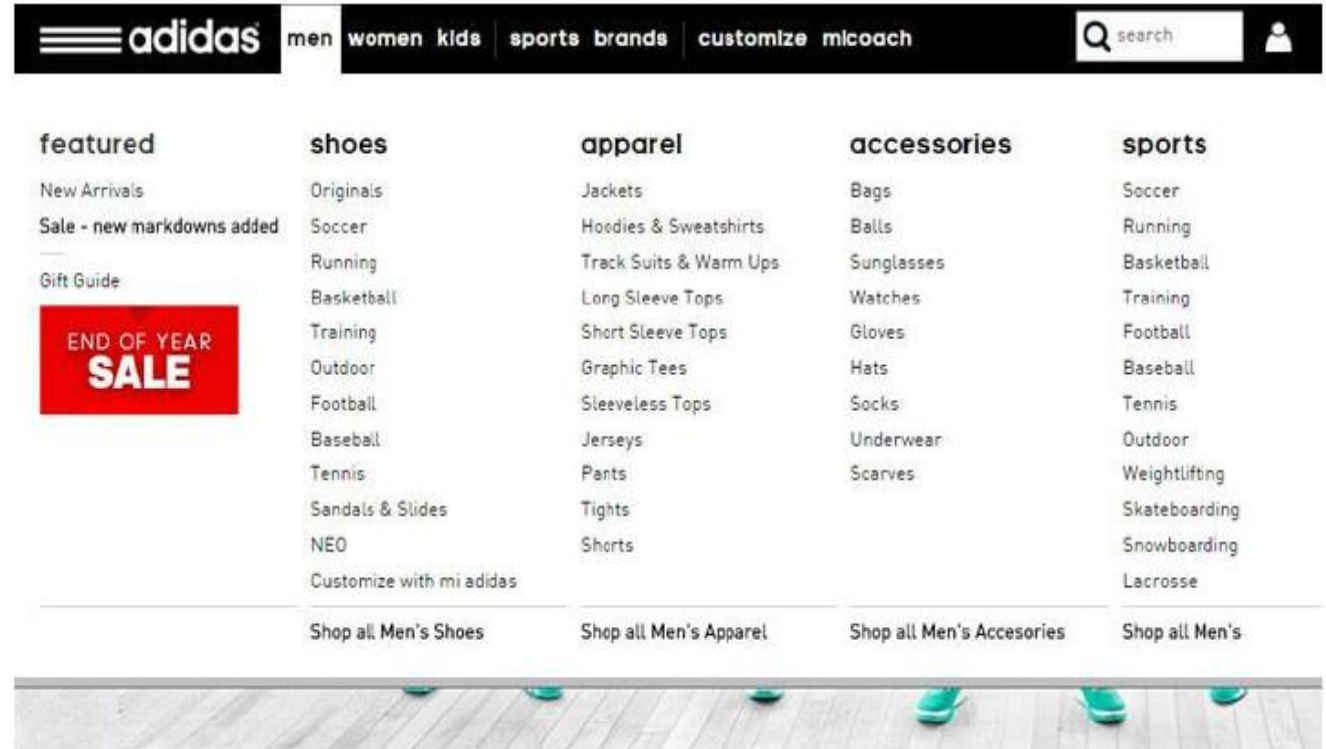


# Web UI Elements

## Navigation

### 1) Menu

- Fixed
- **Mega**
- Sidebar
- Hamburger
- Footer

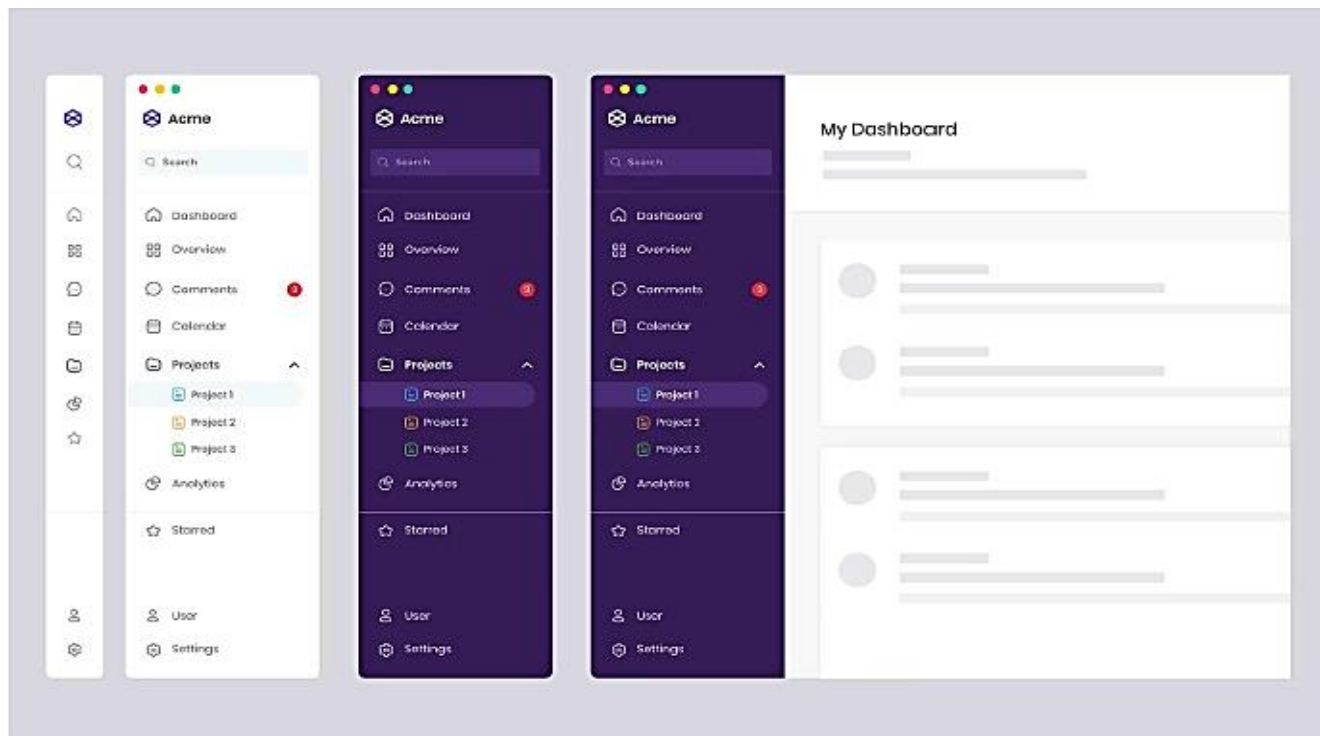


# Web UI Elements

## Navigation

### 1) Menu

- Fixed
- Mega
- **Sidebar**
- Hamburger
- Footer

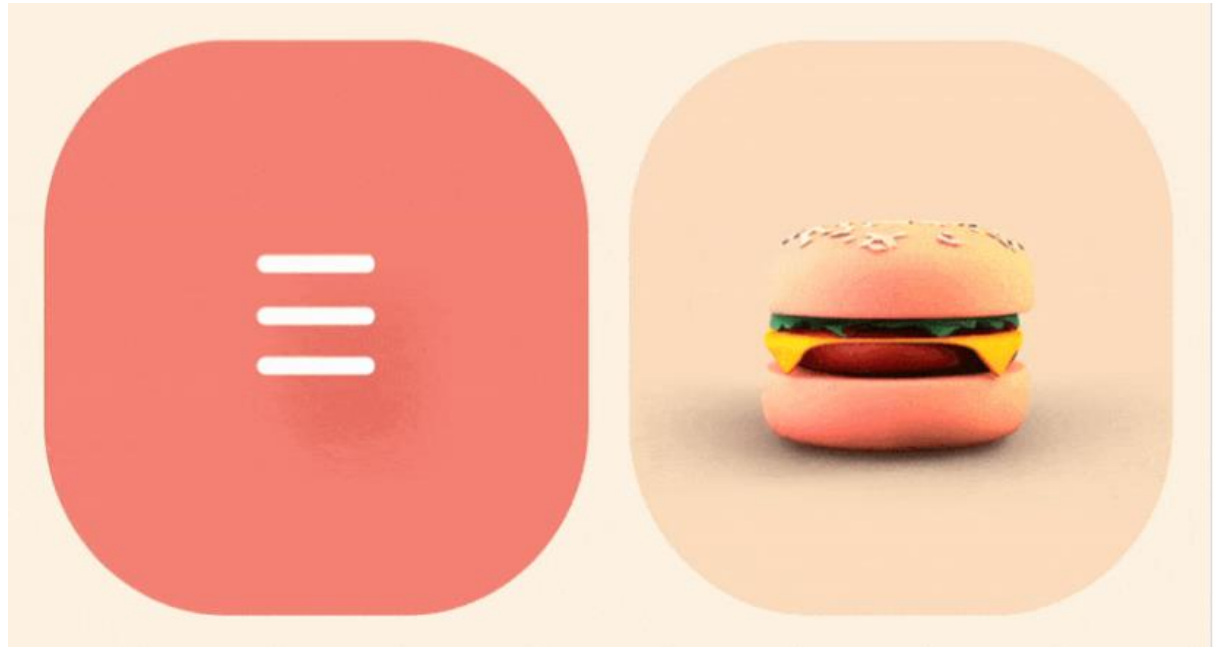


# Web UI Elements

## Navigation

### 1) Menu

- Fixed
- Mega
- Sidebar
- **Hamburger**
- Footer



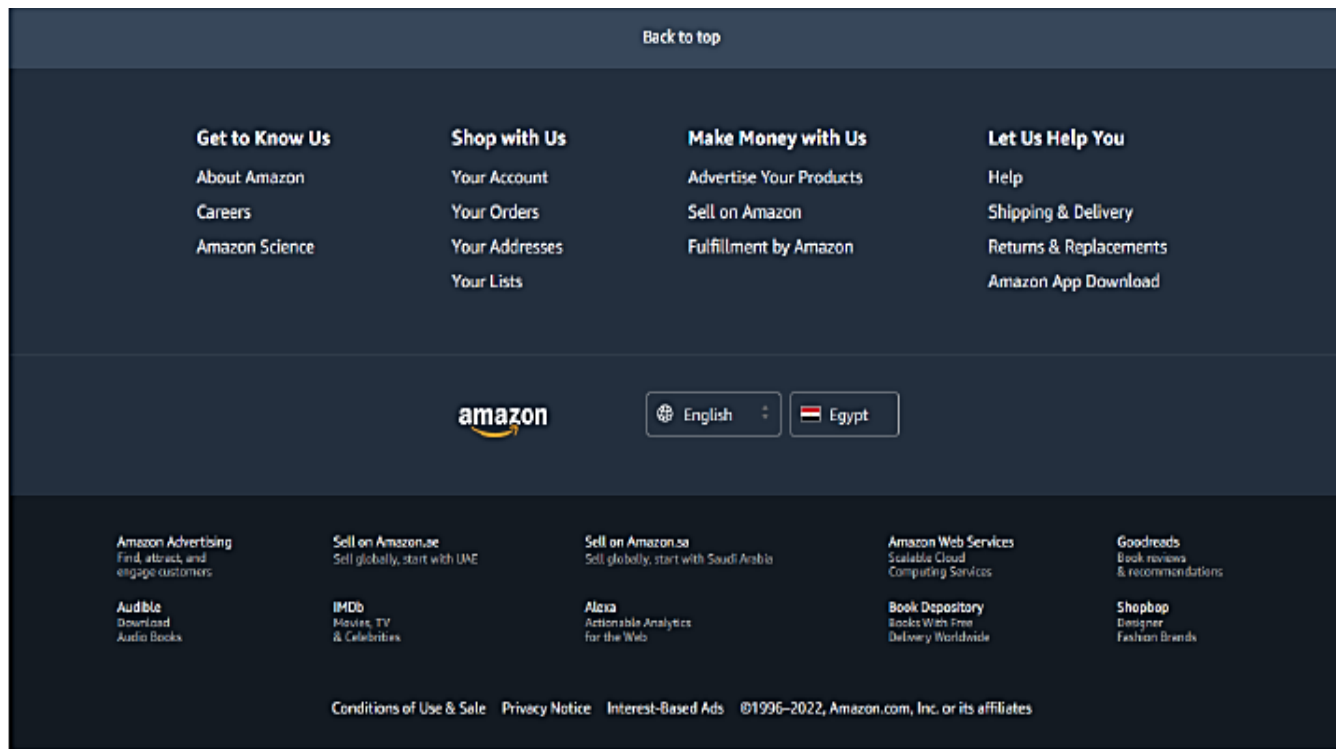


# Web UI Elements

## Navigation

### 1) Menu

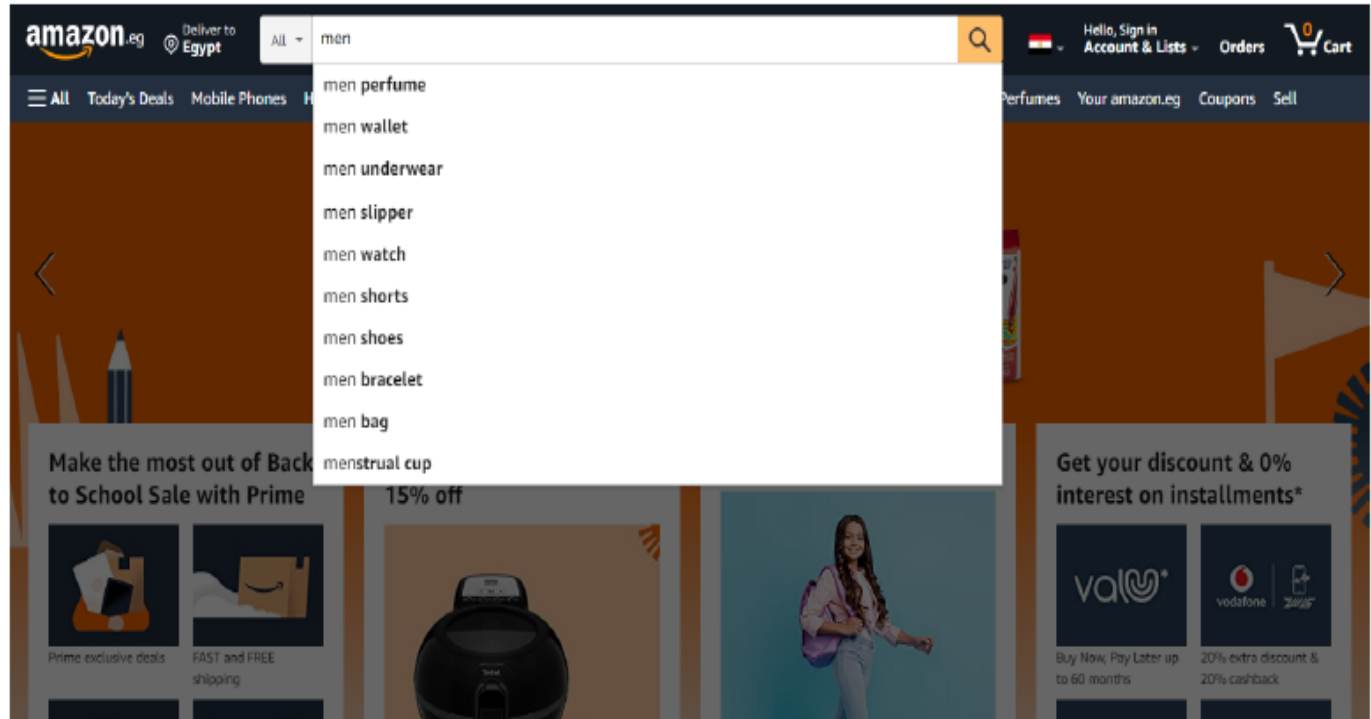
- Fixed
- Mega
- Sidebar
- Hamburger
- **Footer**



# Web UI Elements

## Navigation

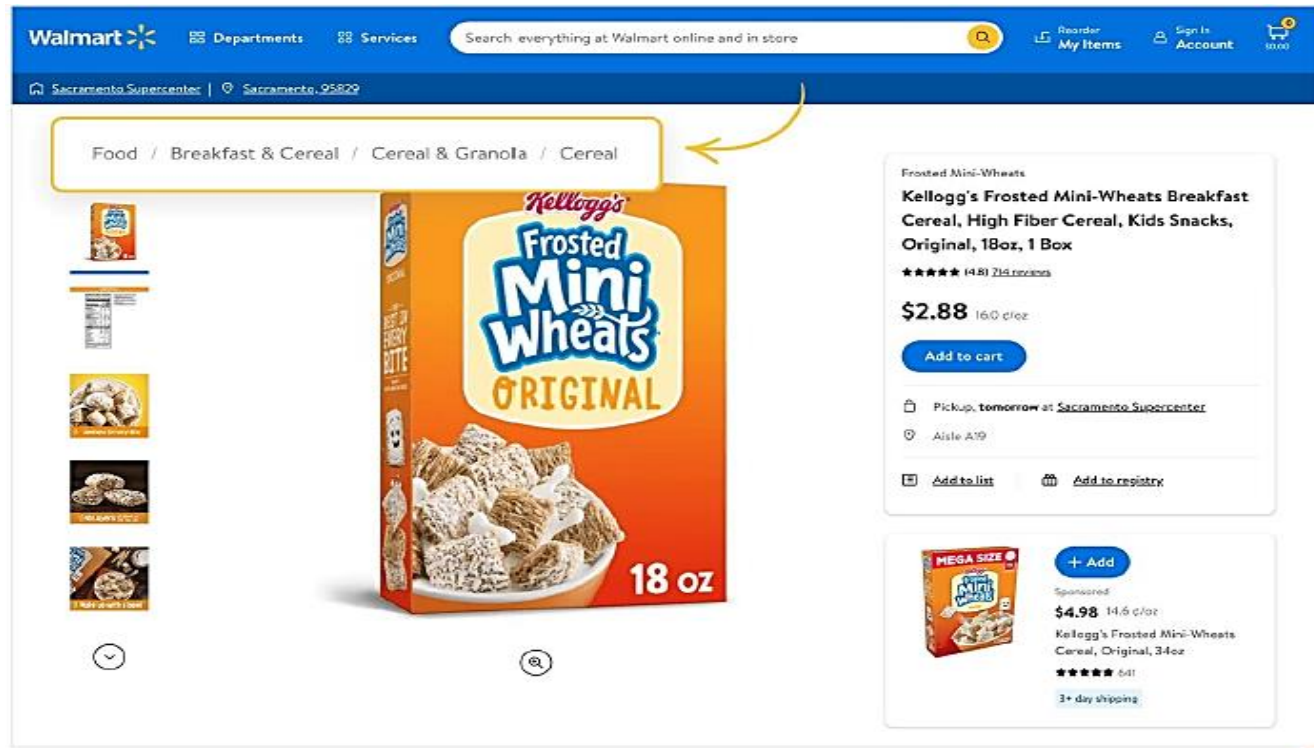
### 2) Search bar



# Web UI Elements

## Navigation

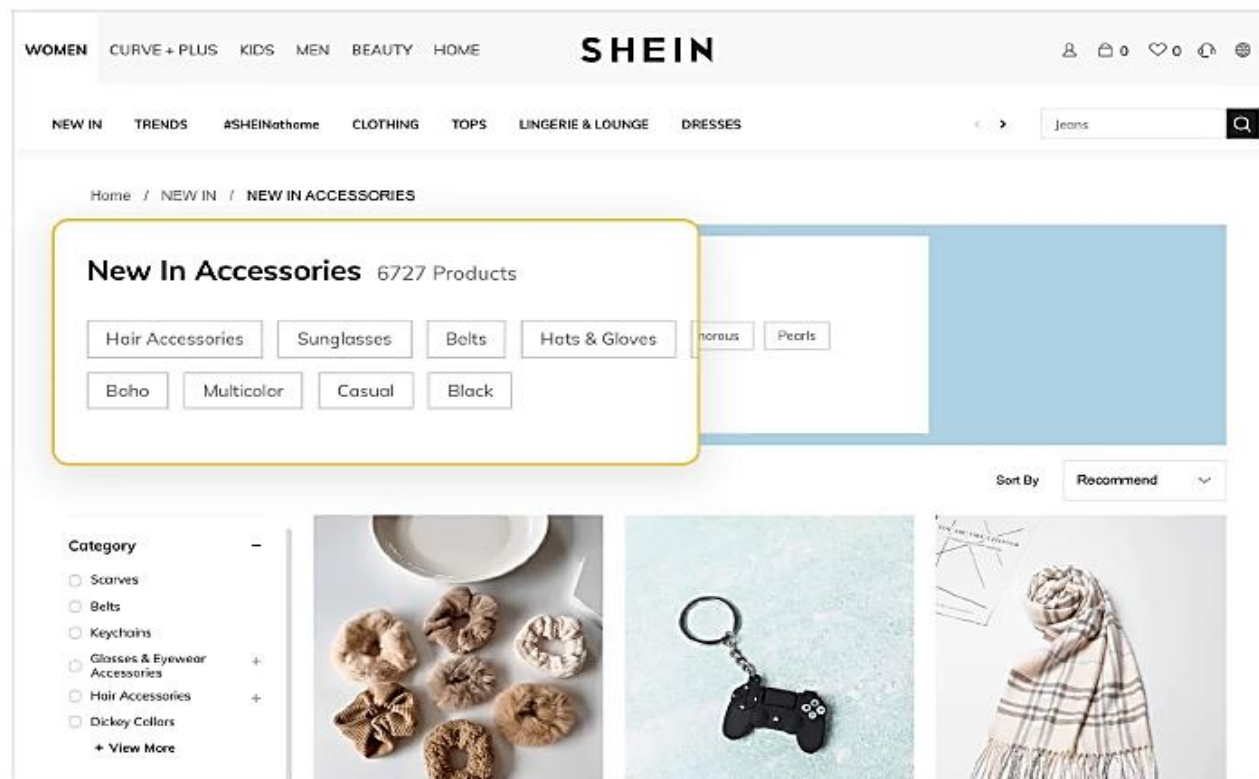
### 3) Breadcrumbs



# Web UI Elements

## Navigation

### 4) Labels / Tags



# Web UI Elements

## Navigation

### 5) Pagination



Shipped from abroad

56 fashion Fashion Men's Luxury  
Stainless Steel Analog Quartz Spor...

EGP 133.20

EGP 264.55 -50%



Shipped from abroad

Fngeen Brand Men's Watch Fashion  
Top Men's Watch/Men's Gift

EGP 207.00

EGP 273.00 -24%



Shipped from abroad

Megir Brand Men's Watch Fashion  
Casual Business Watch/Men's Gift

EGP 553.00

EGP 776.00 -29%

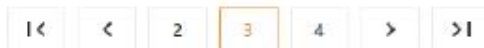
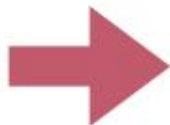


Shipped from abroad

Fashion Men Hollow Quartz Watch  
Student Waterproof Luminous...

EGP 289.00

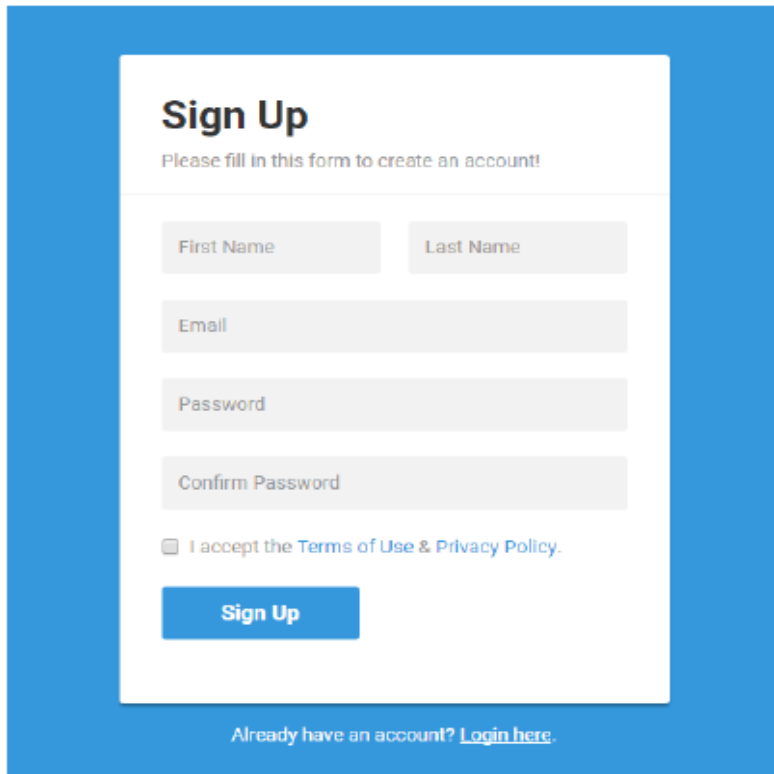
EGP 413.00 -30%



# Web UI Elements

## Input

### 1) Text fields



**Sign Up**  
Please fill in this form to create an account!

First Name Last Name

Email

Password

Confirm Password

☐ I accept the [Terms of Use & Privacy Policy](#).

**Sign Up**

Already have an account? [Login here](#).

# Web UI Elements

## Input

### 2) Date / Time fields

**Date-Time**

**Sale Date**

**Products**

**Units Sold**

**Revenue**

< OCTOBER 2016 >

SU	MO	TU	WE	TH	FR	SA			
25	26	27	28	29	30	1			
2	3	4	5	6	7	8	11	:	10 : 33
9	10	11	12	13	14	15			
16	17	18	19	20	21	22			
23	24	25	26	27	28	29			
30	31	1	2	3	4	5			

# Web UI Elements

## Input

### 3) Radio buttons

DISCOUNT PERCENTAGE

☐ 50% or more

☐ 40% or more

☐ 30% or more

☐ 20% or more

☐ 10% or more



Shipped from abroad



Shipped from abroad



# Web UI Elements

## Input

### 4) Check box

What do you want on your burger?

☒ Toppings ^

☒ Bacon

☒ Tomato

☒ Lettuce

---

☐ Cheese ^

☒ Cheddar

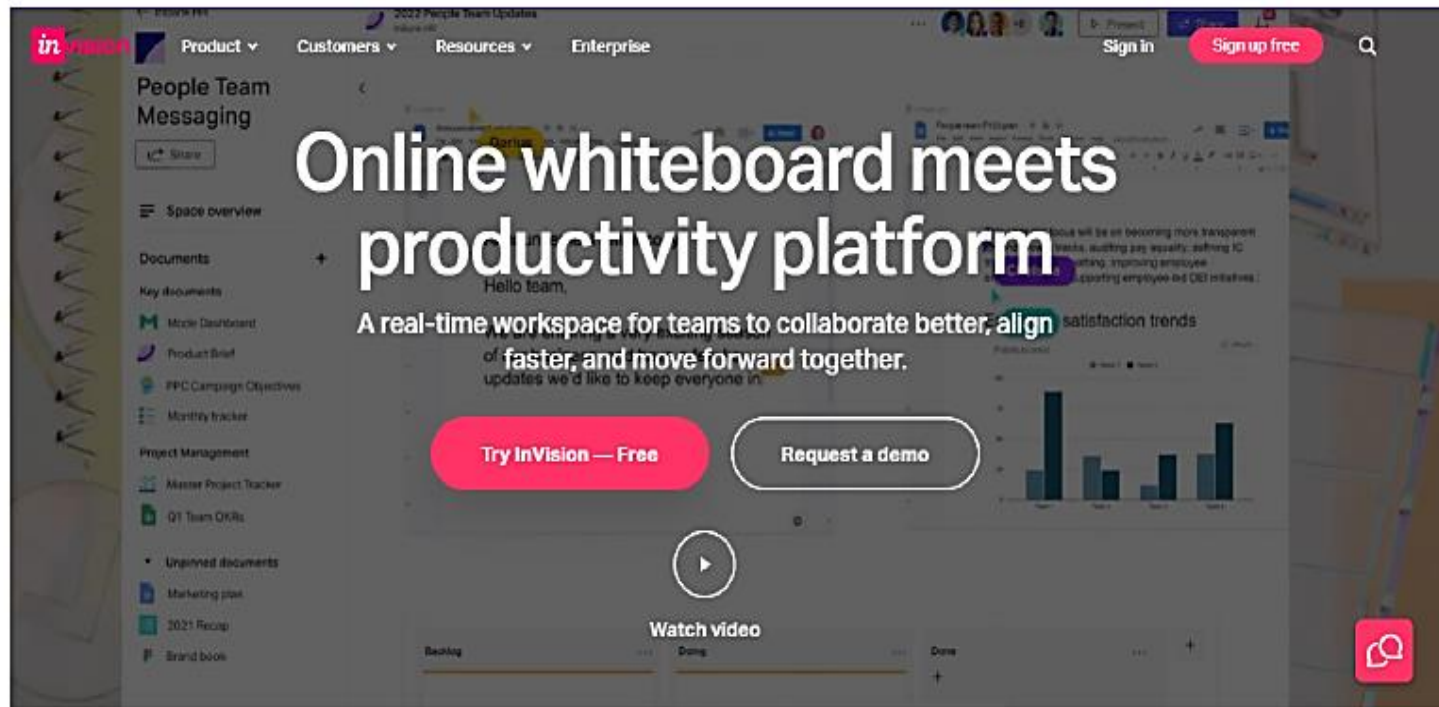
☐ Mozzarella

☐ Sauces v

# Web UI Elements

## Input

### 5) Buttons

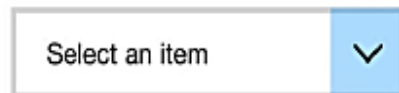


# Web UI Elements

## Input

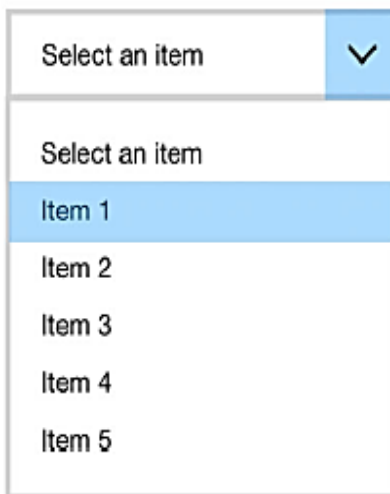
### 6) Dropdown list

Select an item:

A rectangular input field with a light gray border. Inside, the text "Select an item" is on the left, and a blue square button with a white downward-pointing chevron is on the right.

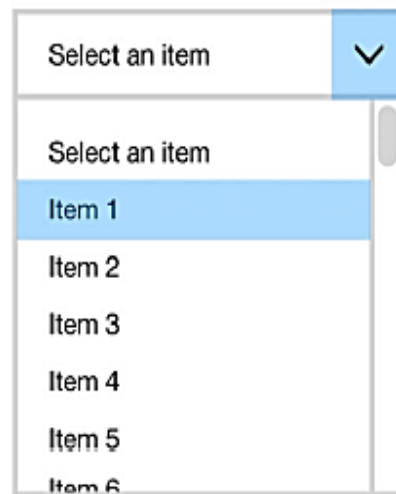
*Closed Dropdown List*

Select an item:

A dropdown menu that is open. The top part is the same as the closed state. Below it, a list of items is shown: "Select an item", "Item 1", "Item 2", "Item 3", "Item 4", and "Item 5". "Item 1" is highlighted with a blue background.

*Static Dropdown List*

Select an item:

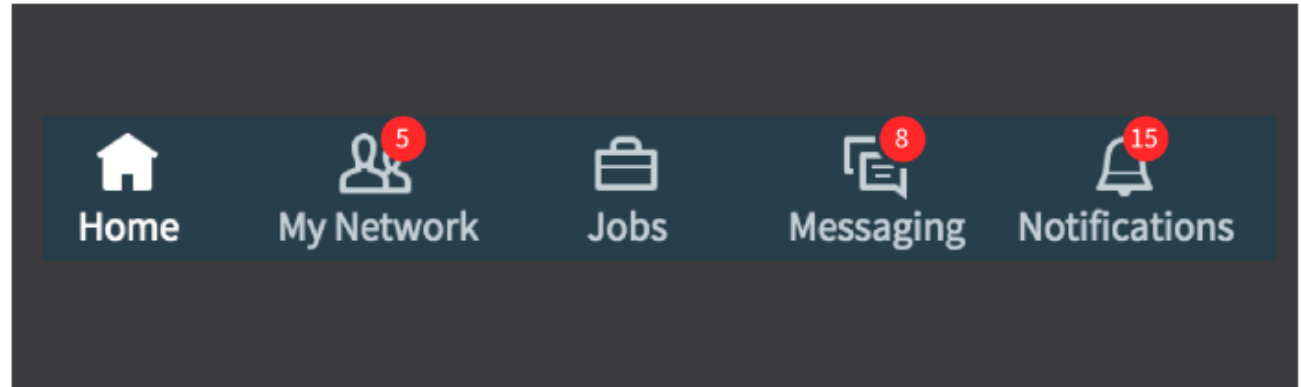
A dropdown menu that is open and scrollable. It has the same top bar as the others. The list of items below is "Select an item", "Item 1", "Item 2", "Item 3", "Item 4", "Item 5", and "Item 6". "Item 1" is highlighted with a blue background. A vertical scrollbar is visible on the right side of the list.

*Scrollable Dropdown List*

# Web UI Elements

## Information

### 1) Notification



# Web UI Elements

## Information

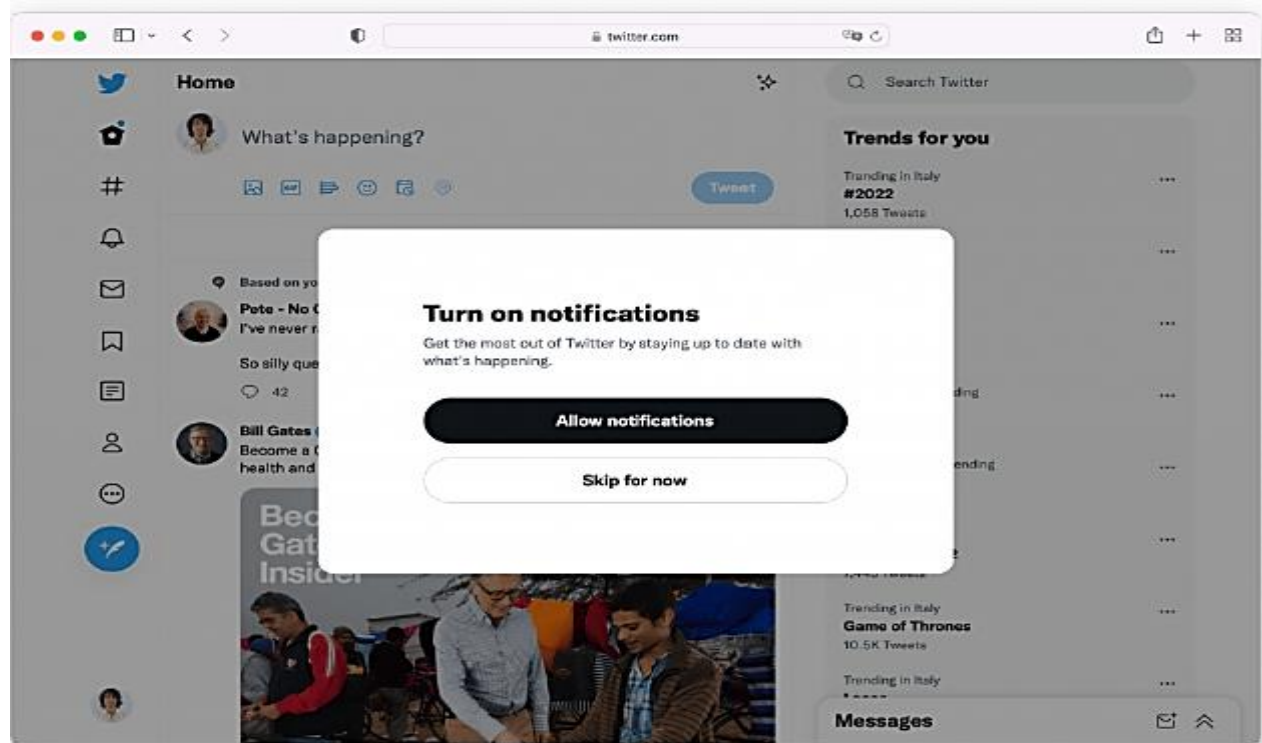
### 2) Progress bar



# Web UI Elements

## Information

### 3) Pop up / Modal



# Thank You

