

UI & Design

Crash Course

le wagan 

Why this workshop?

Design for non-Designers

I hired the best UX designer for my mockup.

I paid 1000\$ for this logo.

I need a web-designer for my graphical identity.

This is



Disclaimer

100+ design services every day

Roadmap

- 1) Find inspiration**
- 2) Find assets**
- 3) Design rules of thumb**
- 4) Sketch demo**

Let's check Design collections



Product Hunt

1) Inspiration

We are not born designers,
We just ~~copy/paste~~ find inspiration

What are you looking for?

General inspiration

UI components examples

Website design examples

Inspiration for everything

dribbble

Challenge #1 - Dribbble search

A **wagon or van**

A **signup form**

An **icon set**

A **free food icon set**

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Inspiration for UI

CALLTOIDEA



UI Movement

Challenge #2 - CallToldea search

A **login form**

A **footer**

A **404 page**

...

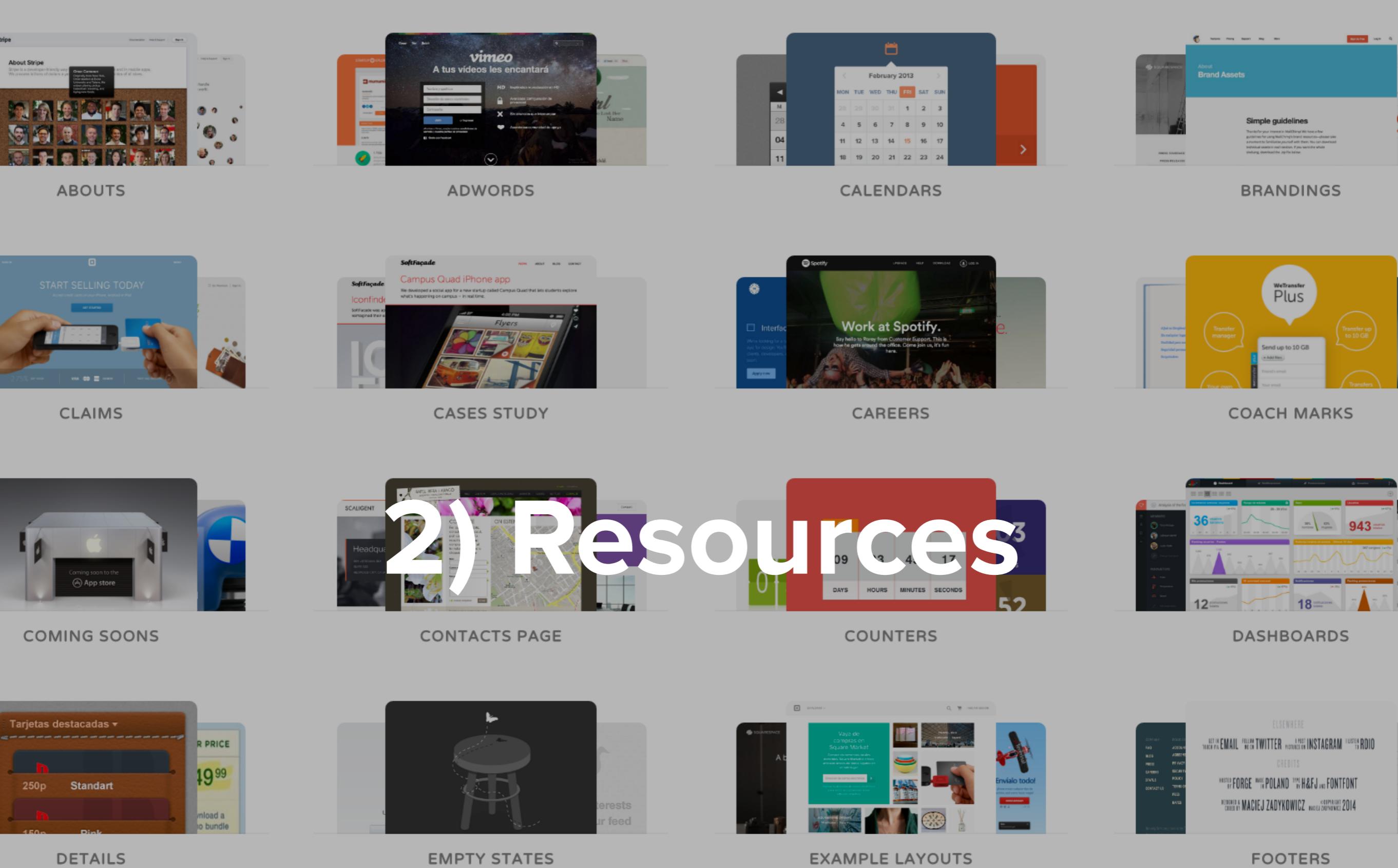
Inspiration for Website design



AWWWARDS®

UI pre-requisite, **you must read**

<http://www.goodui.org/>



2) Resources

What's a graphical asset?

Colors

Images

Icons

Fonts

Code Snippets

Gradients

Colors - color pickers



 **Sip**



ColorZilla

Colors - resources



colorhunt.co



coolors.co

Colors - trends

<http://nathanspeller.com/color-pickers/>



Images - resources

flickr

flick.com
exhaustive

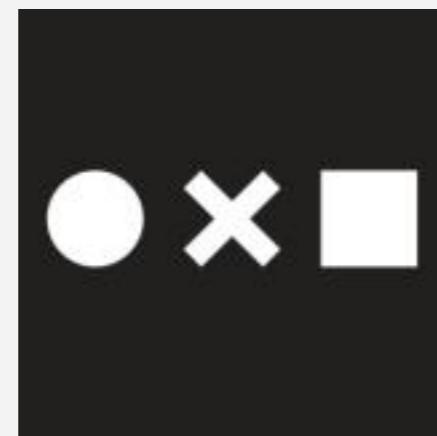
PEXELS

pixels.com
selective



unsplash.it
for prototypes

Icons - resources



thenounproject.com
historic (B&W)



iconstore.co
free icons sets

Challenge #3 - IconStore search

Entertainment icons

Sport icons

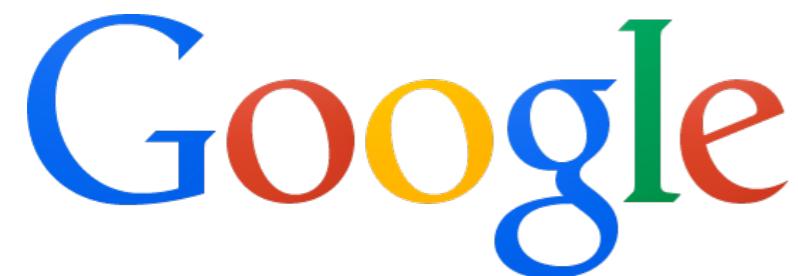
Legal icons

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Fonts - tools



Fonts - resources

 Google Fonts

google.com/fonts

free

 MyFonts

myfonts.com

paid

Challenge #3 - Fonts search

Montserrat on Google

Raleway on Google

Avenir on MyFonts

...

Gradients - resources

uiGradients

Code Snippets - resources



codepen.io

Challenge #4 - CodePen search

Loading

Progress Bar

Beers animation

...

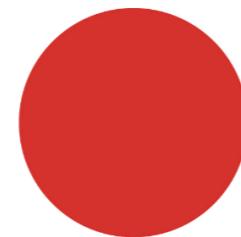
3) Design Rules of Thumb



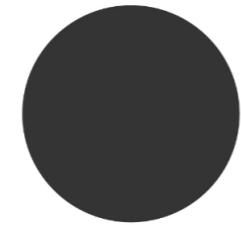
#1 - One day to fix your identity

Don't beat around the bush

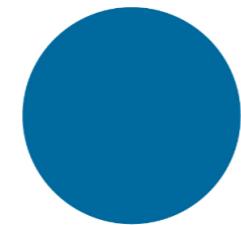
Example - Our Colors



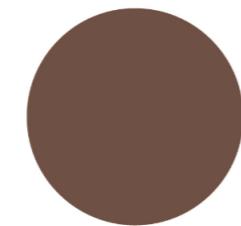
Persian Red - #D23333



Mine Shaft - #343434



Quincy - #6C5145



Sea Blue - #006A9C

Example - Our Fonts

T Avenir - Black

tT 30px ↗ 33px ↪ -2px

Le Wagon

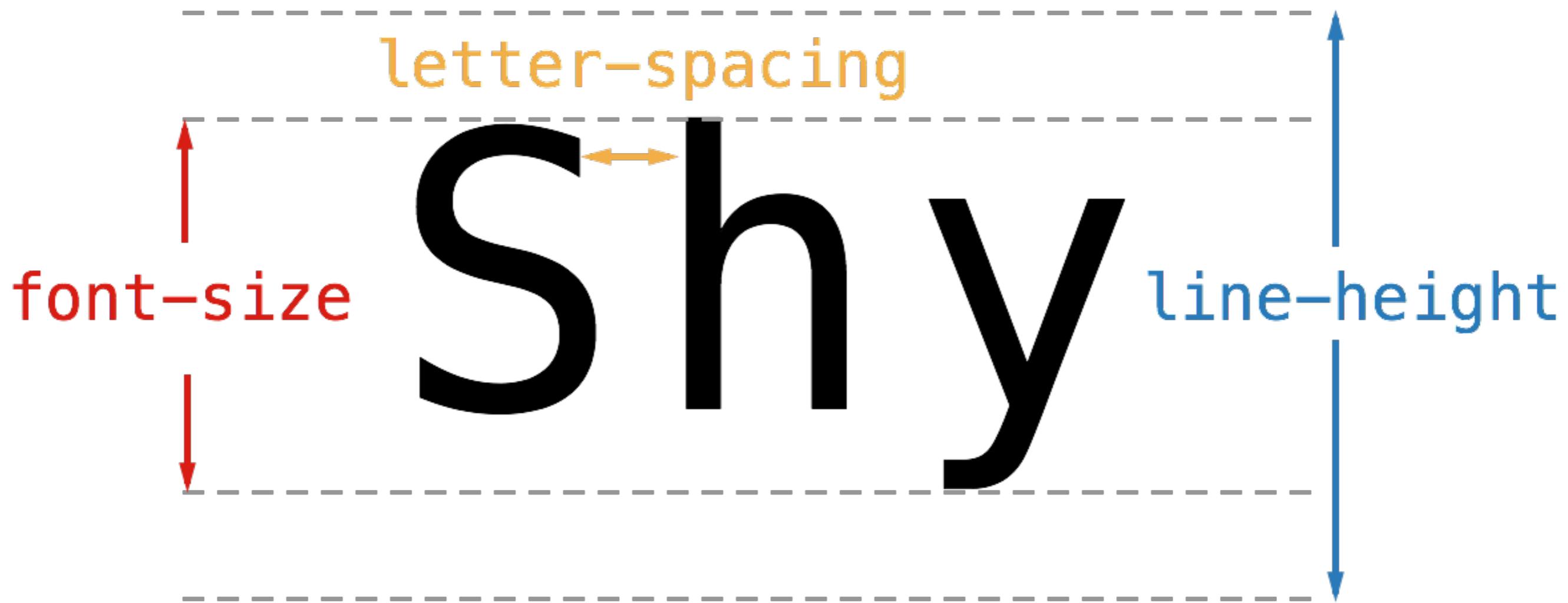
Example - Our Spelling

Le Wagon

NOT

~~lewagon~~ ~~LeWagon~~ ~~leWagon~~ ~~le wagon~~ ~~le Wagon~~

#2 - Font = ratios



#3 - Don't buy all Font suite

Buy desktop version (.ttf) and convert it for web



#4 - Contrast your texts

Big Bold Black Header

Light Small Grey sub-header

#5 - Don't play fancy with colors

Gray scale is your best friend
Bring colors with small touches



Gray scale + Green



Medium

#6 - Design = Space



The space that surrounds an object
is **as important** as the object itself.

A photograph of a woman with long blonde hair, wearing a blue shirt, sitting at a wooden desk. She is looking down at a spiral-bound notebook, writing with a pen. On the desk in front of her is a white mug on a saucer, a laptop keyboard, and another spiral-bound notebook. The background shows a window with a view of a building.

#4 - No more startup stocks

Make it personal

#7 - Add filters & shadows



Can't read text

Can read text



Better with text shadow

#8 - Good Design
is the one you don't notice

Poor Radius

Good Radius

Poor Border

Good Border

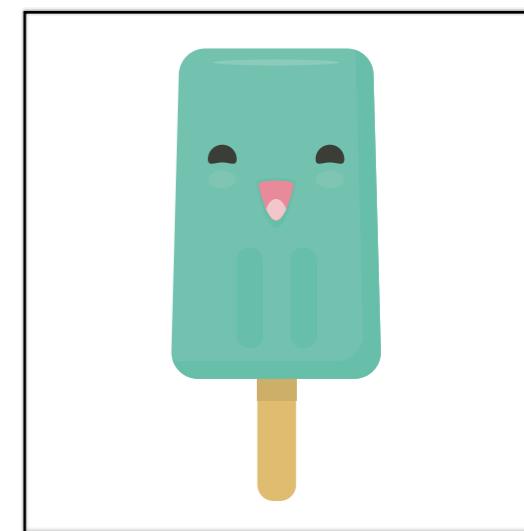
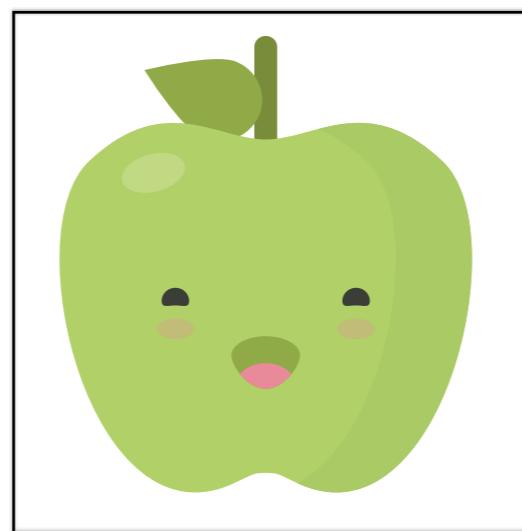
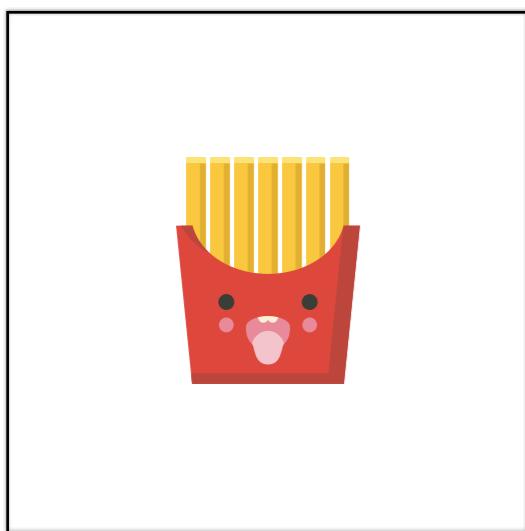
Poor Shadow

Good Shadow

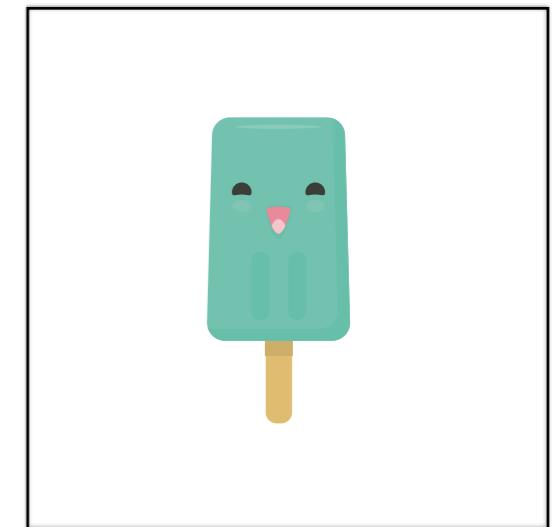
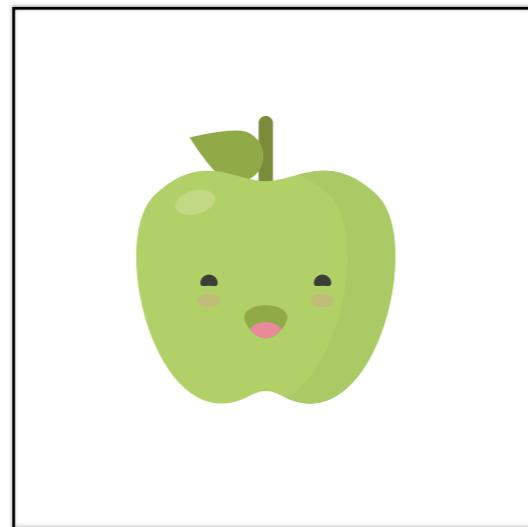
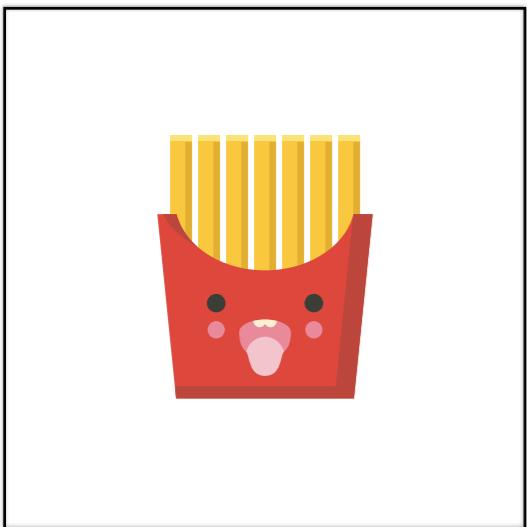
#9 - Think proportions

Size doesn't mean proportion

Same Sizes



Same Proportions



4) Sketch Demo



Challenge #5 - Sketch Sprint

Let's build

Newsletter banner for Le Wagon London

Social icons **resized** and **colored**

Custom icons **re-shaped**

Remember

Design is **accessible**

Thank you!