UI & Design
Crash Course

le wagon

@tgenaitay

Why this workshop?

Design for non-Designers

I hired the best UX designer for my mockup.

I paid 1000$ for this logo.
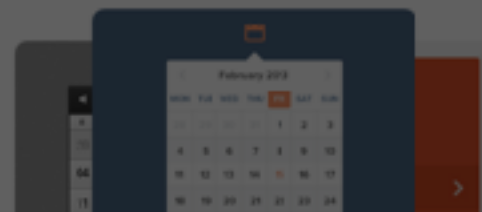
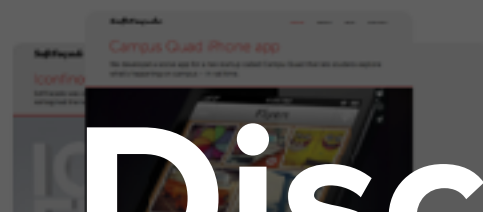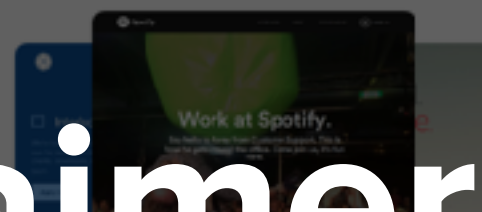*I need a web-designer for my graphical identity.*

This is

NUTS

Disclaimer

100+ design services every day

Let's check Design collections

Product Hunt

Or the Chinese world

Roadmap

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

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

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

ui.cn

Challenge #2 - CallToIdea search

A **login form**

A **footer**

A **404 page**

...

UI pre-requisite, you must read

http://www.goodui.org/
http://www.thepixellary.com/
http://dangrover.com/archive/

Inspiration for Website design

2) Resources

ABOUTS

ADWORDS

CALENDARS

BRANDINGS

CLAIMS

CASES STUDY

CAREERS
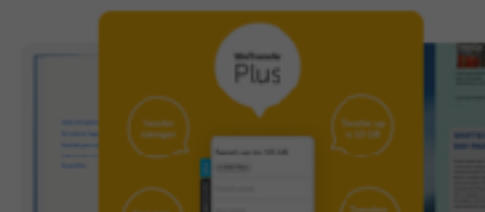
COACH MARKS

COMING SOONS
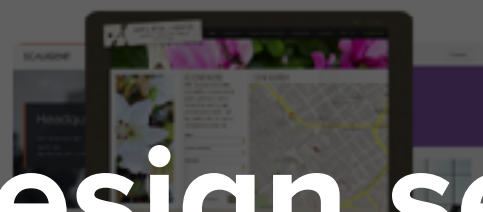
CONTACTS PAGE
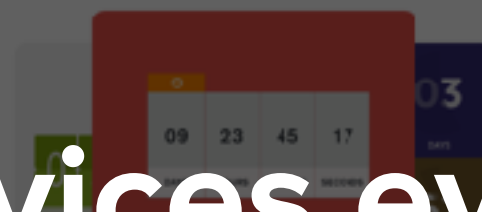
COUNTERS

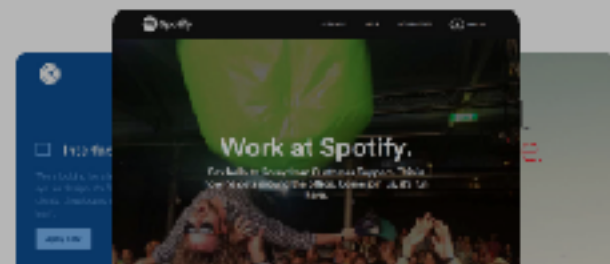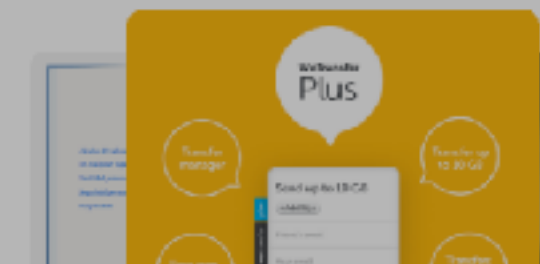DASHBOARDS

DETAILS

EMPTY STATES
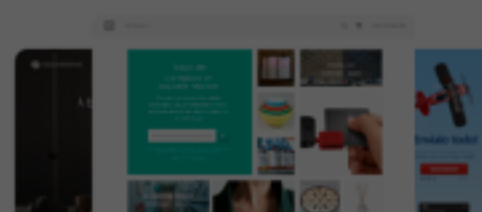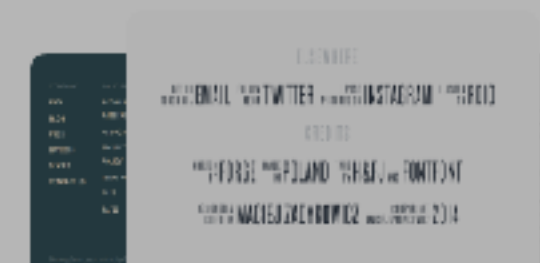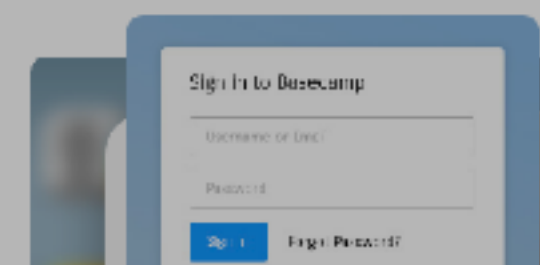
EXAMPLE LAYOUTS

FOOTERS
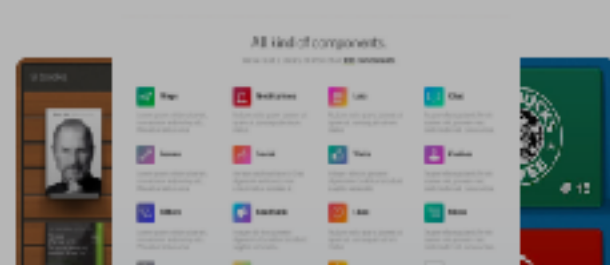
What's a graphical asset?

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/
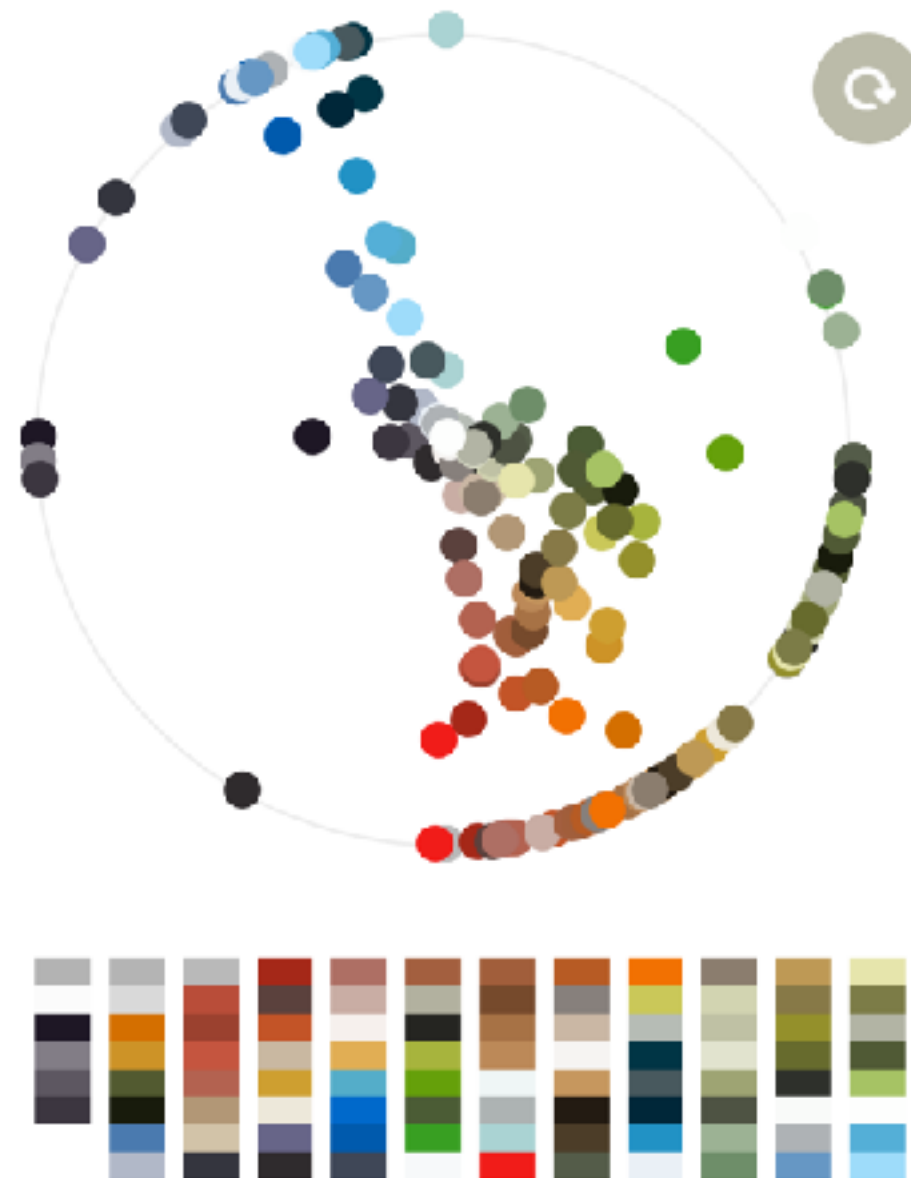
Images - resources

flickr

flick.com
exhaustive

PEXELS

pixels.com
selective

unsplash.it
for prototypes

Icons - resources
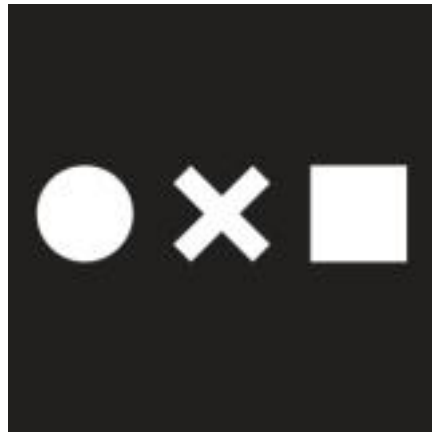
thenounproject.com
historic (B&W)

iconstore.co
free icons sets

iconfont.cn
alibaba

Challenge #3 - IconStore search

Entertainment icons

Sport icons

Legal icons

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Fonts - tools

FontFaceNinja

FontFaceNinja

CSS Peeper

Fonts - resources

Google Fonts
google.com/fonts
free

MyFonts
myfonts.com
paid

GET
THE
FONT
😄

Challenge #3 - Fonts search

Montserrat on Google

Raleway on Google

Avenir on MyFonts

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Gradients - resources

Code Snippets - resources

codepen.io

Challenge #4 - CodePen search

Loading

Progress Bar

Beers animation

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3) Design rules of 👍

#1 - One day to fix your identity

Don't beat around the bush

Example - Our Colors

Persian Red - #D23333

Mine Shaft - #343434

Quincy - #6C5145
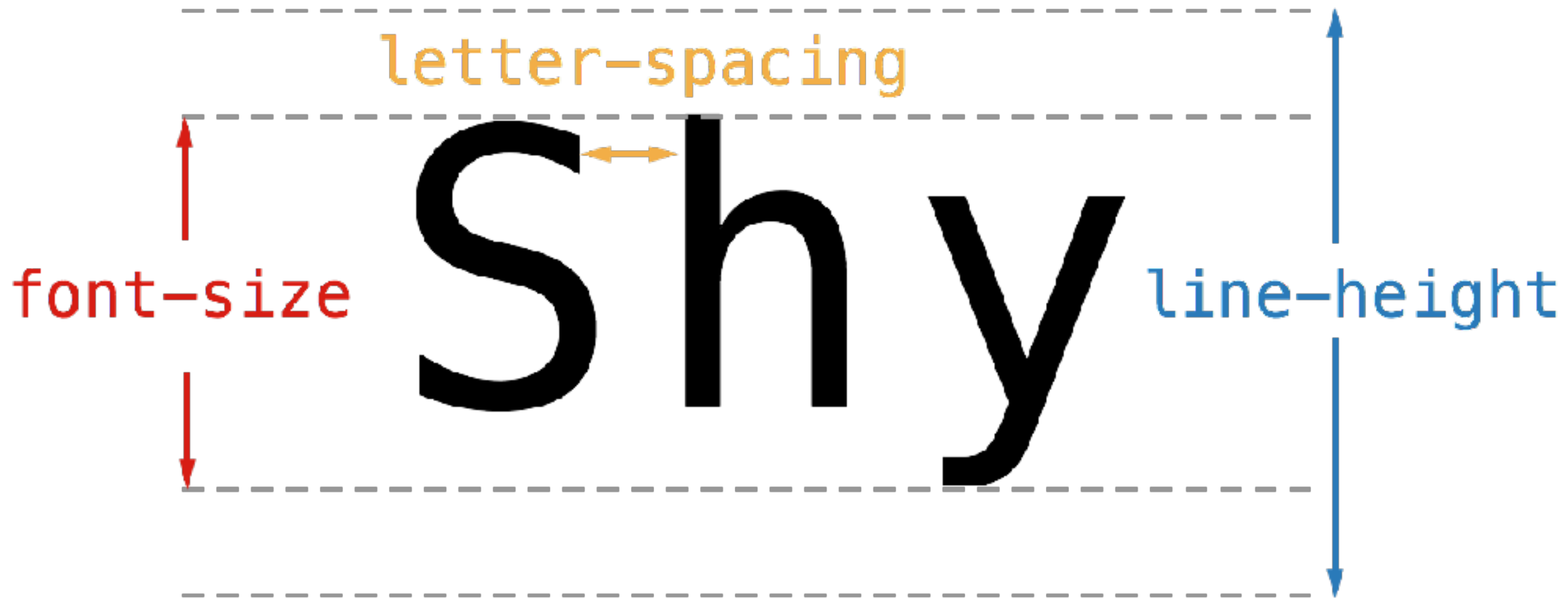
Example - Our Fonts

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

A Big Bold Black Header
a light small grey sub-header

#5 - Don't play fancy with colors

Gray scale is your best friend
Bring colors with small touches

0	50	87	162	209	255

Gray scale + Green

#6 - Design = Space

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

#7 - No more startup stocks

Make it personal

#8 - Add filters & shadows

Can't read text

Can read text

Better with text shadow

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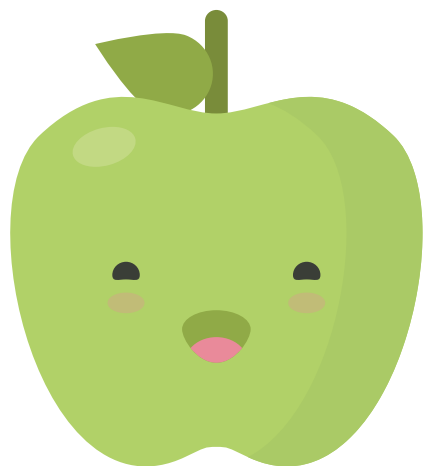# is the one you don't notice

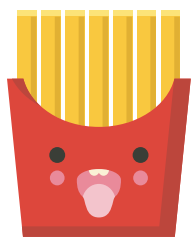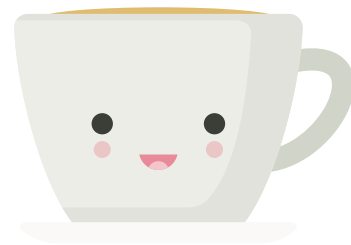# Poor Radius
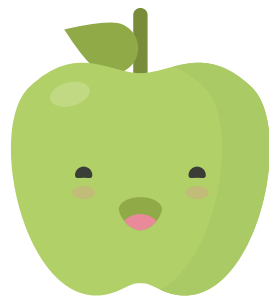
Good Radius

Poor Border

Good Border

Poor Shadow

Good Shadow

#10 - Think proportions
Size doesn't mean proportion

Same Sizes

Same Proportions

4) Sketch Demo
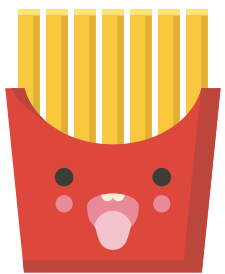
https://designer.io/ Mac, PC, online
http://figma.com/ Online

Challenge #5 - Design Sprint

Let's make

Newsletter banner for Le Wagon China

Social icons resized and colored

Remember

Design is accessible

le wagon

Your turn

Design a Mini Program

2 views max

Less views, less friction, better design