

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

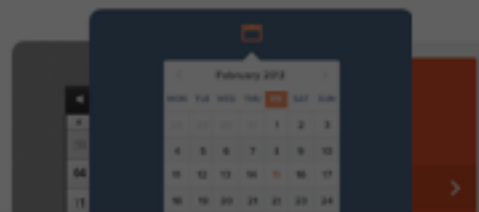




ABOUTS



ADWORDS



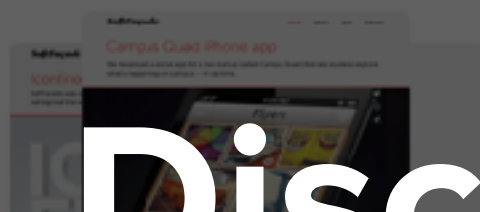
CALENDARS



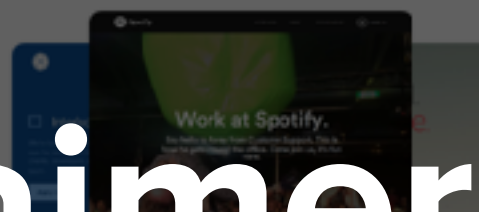
BRANDINGS



CLAIMS



DESIGN



CAREERS



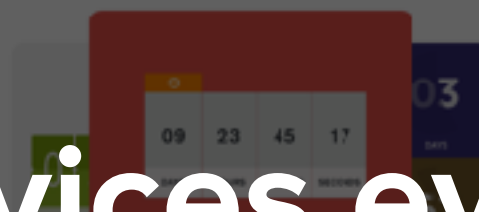
COACH MARKS



COMING SOONS



COMPUS PAGE



COUNTERS



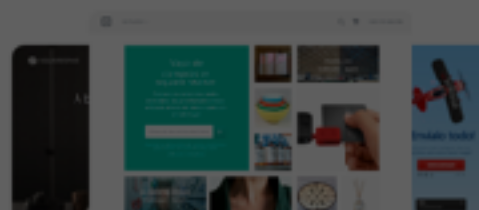
DASHBOARD



DETAILS



EMPTY STATES



EXAMPLE LAYOUTS



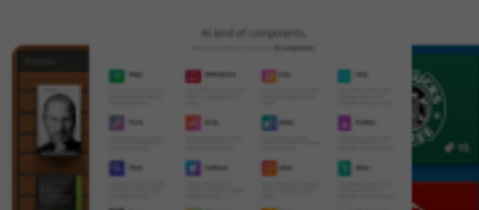
FOOTERS



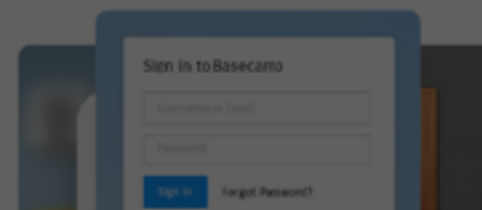
FORMS



INTERIORS



INTERIORS



SIGN IN

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

dribbble

Challenge #1 - Dribbble search

A wagon or van

A signup form

An icon set

A free food icon set

...

Inspiration for UI

CALLTOIDEA



UI Movement



ui.cn

Challenge #2 - CallToldea 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



AWWWARDS®



ABOUTS



ADWORDS



CALENDARS



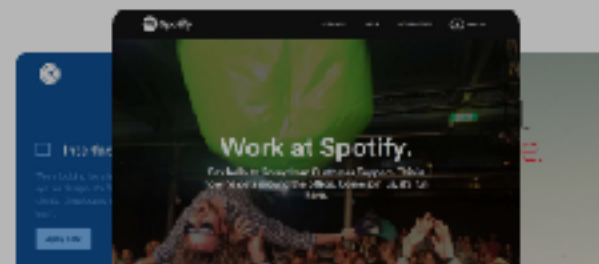
BRANDINGS



CLAIMS



CASES STUDY



CAREERS



COACH MARKS



COMING SOONS



CONTACTS PAGE



COUNTERS



DASHBOARDS



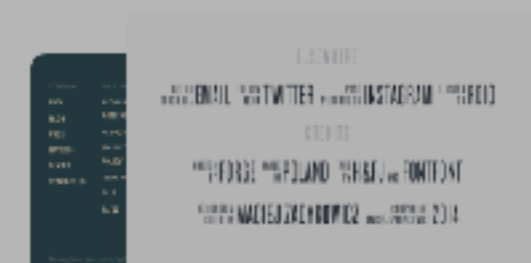
DETAILS



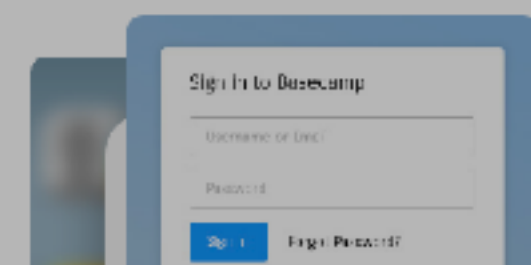
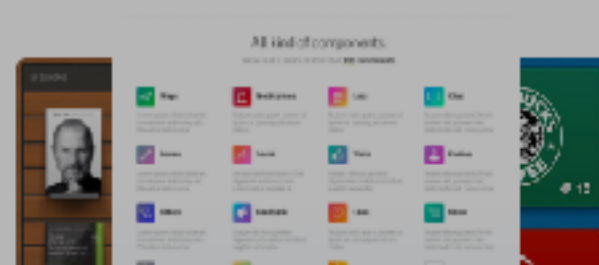
EMPTY STATES



EXAMPLE LAYOUTS



FOOTERS



What's a graphical asset?

Colors

Images

Icons

Fonts

Code Snippets

Gradients

Colors - color pickers



 **Sip**



ColorZilla

Colors - resources



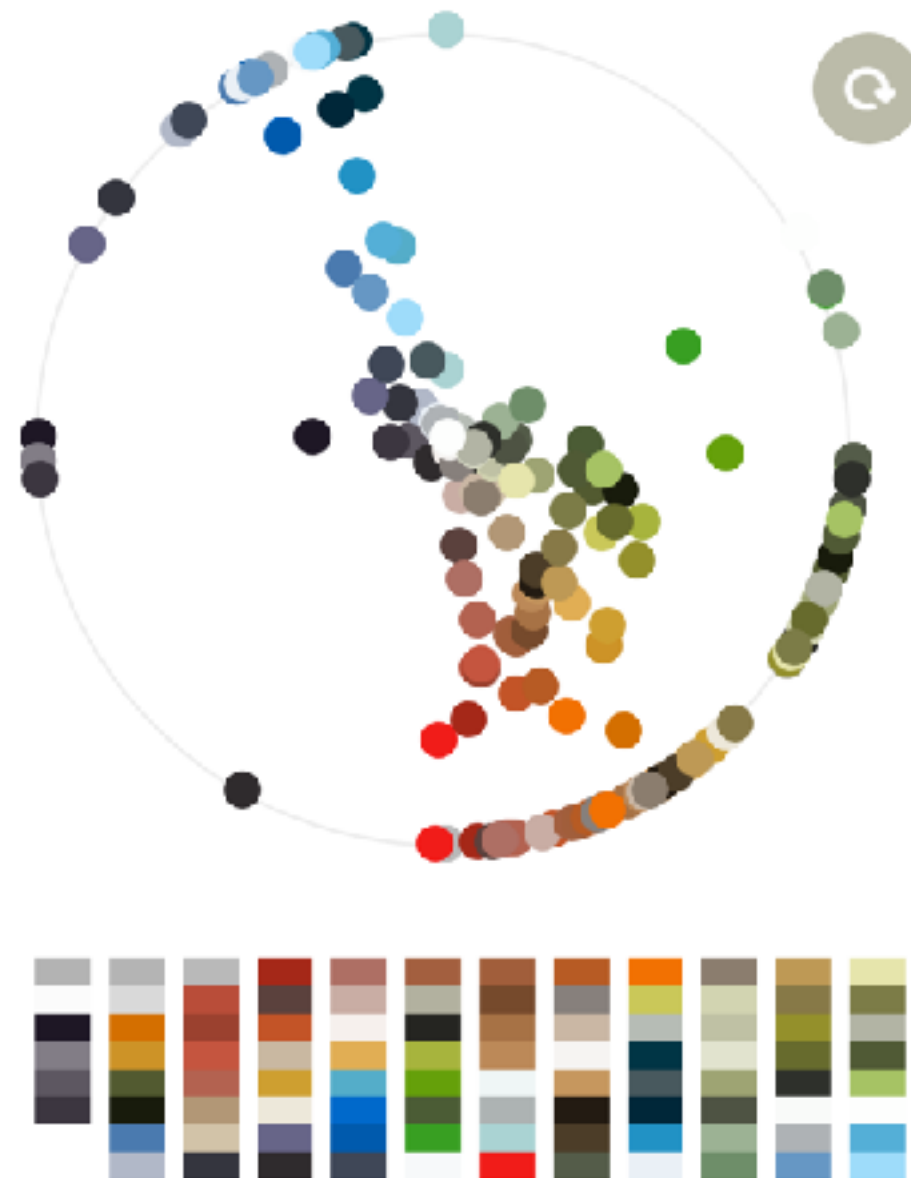
colorhunt.co



coolcolors.co

Colors - trends

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



Images - resources

flickr

flickr.com
exhaustive

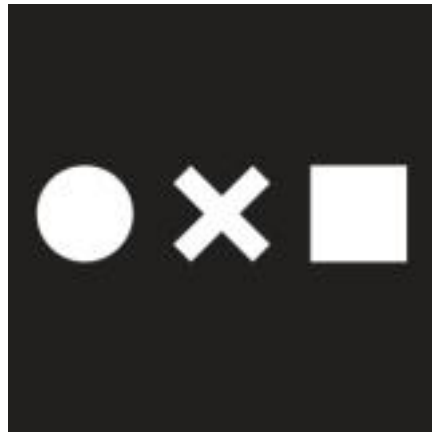
PEXELS

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

...

Fonts - tools



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

...

Gradients - resources

uiGradients

Code Snippets - resources



codepen.io

Challenge #4 - CodePen search

Loading

Progress Bar

Beers animation

...



le wagon

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

T Avenir - Black

⌈T 30px ⌆ 33px |↔| -2px

Le Wagon

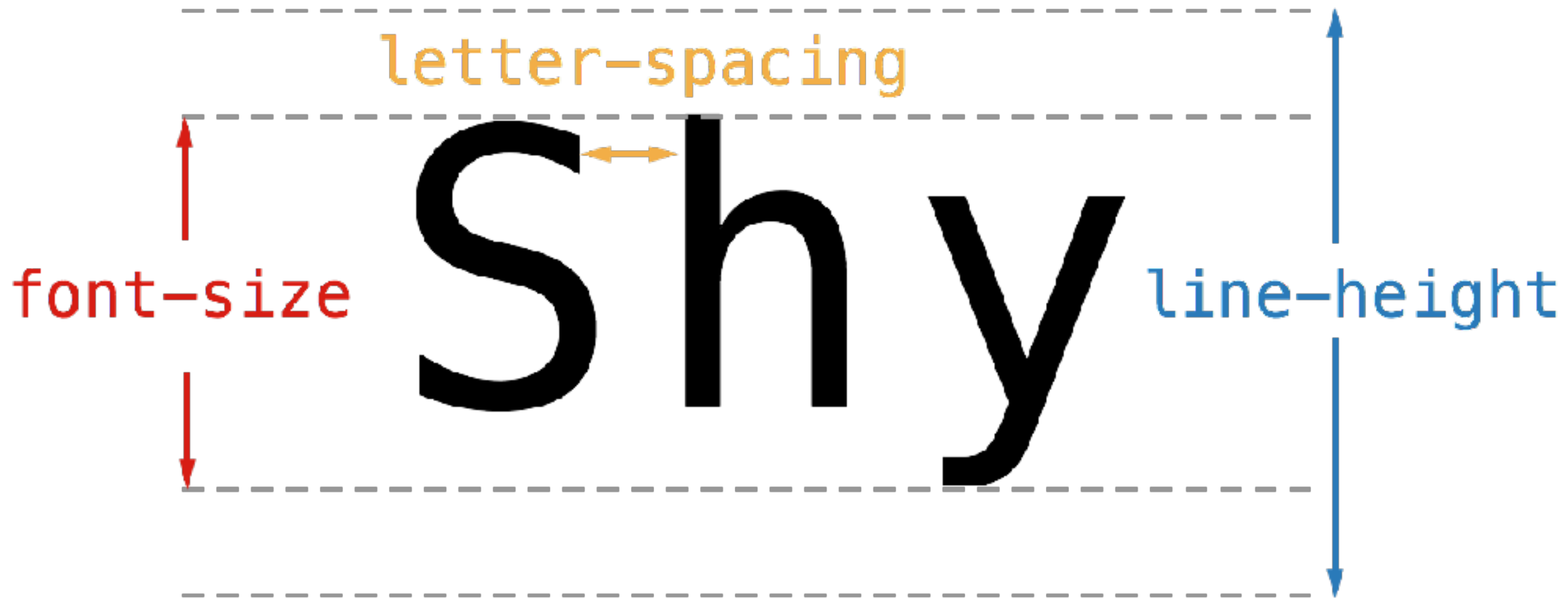
Example - Our Spelling

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

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



Gray scale + Green



Medium

#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

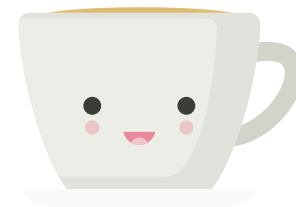
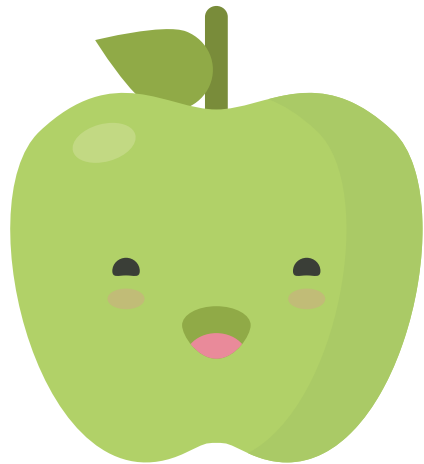
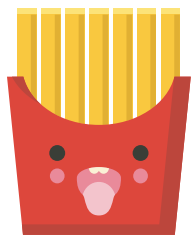
Good Border

Poor Shadow

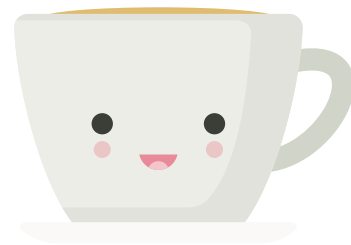
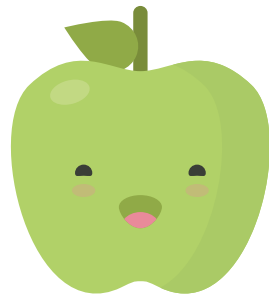
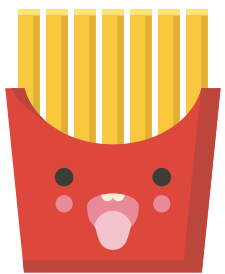
Good Shadow

#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

