

UI & Design Crash Course



le wagon

@agourdji

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

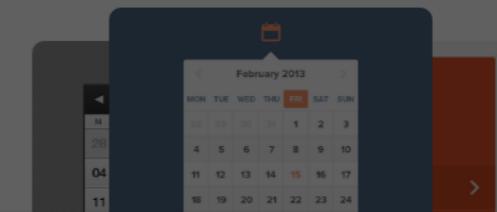
100+ design services every day



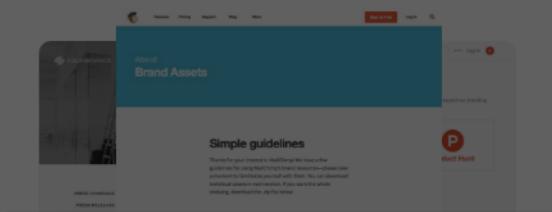
ABOUTS



ADWORDS



CALENDARS



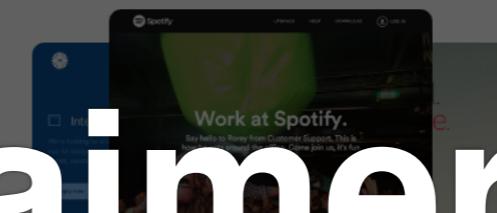
BRANDINGS



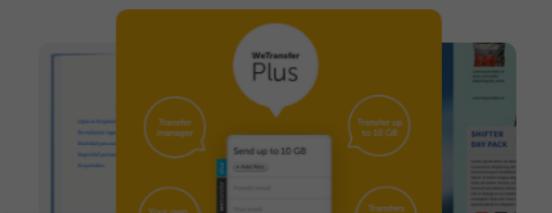
CLAIMS



CASE STUDIES



CHECKLISTS



COACH MARKS



COMING SOONS



CONTACTS PAGE



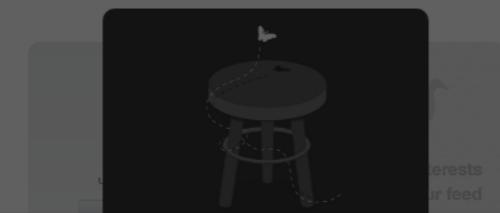
COUNTERS



DASHBOARDS



DETAILS



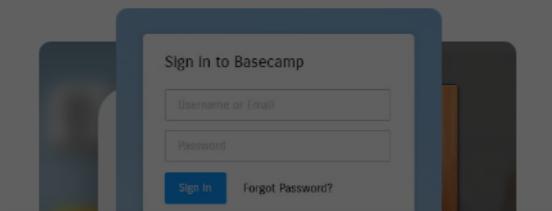
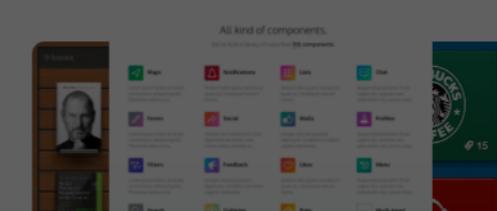
EMPTY STATES



EXAMPLE LAYOUTS



FOOTERS



Let's check Design collections



Product Hunt

Or the Chinese world



Roadmap

- 1) Find inspiration**
- 2) Find assets**
- 3) Design rules of thumb**
- 4) Figma 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/>

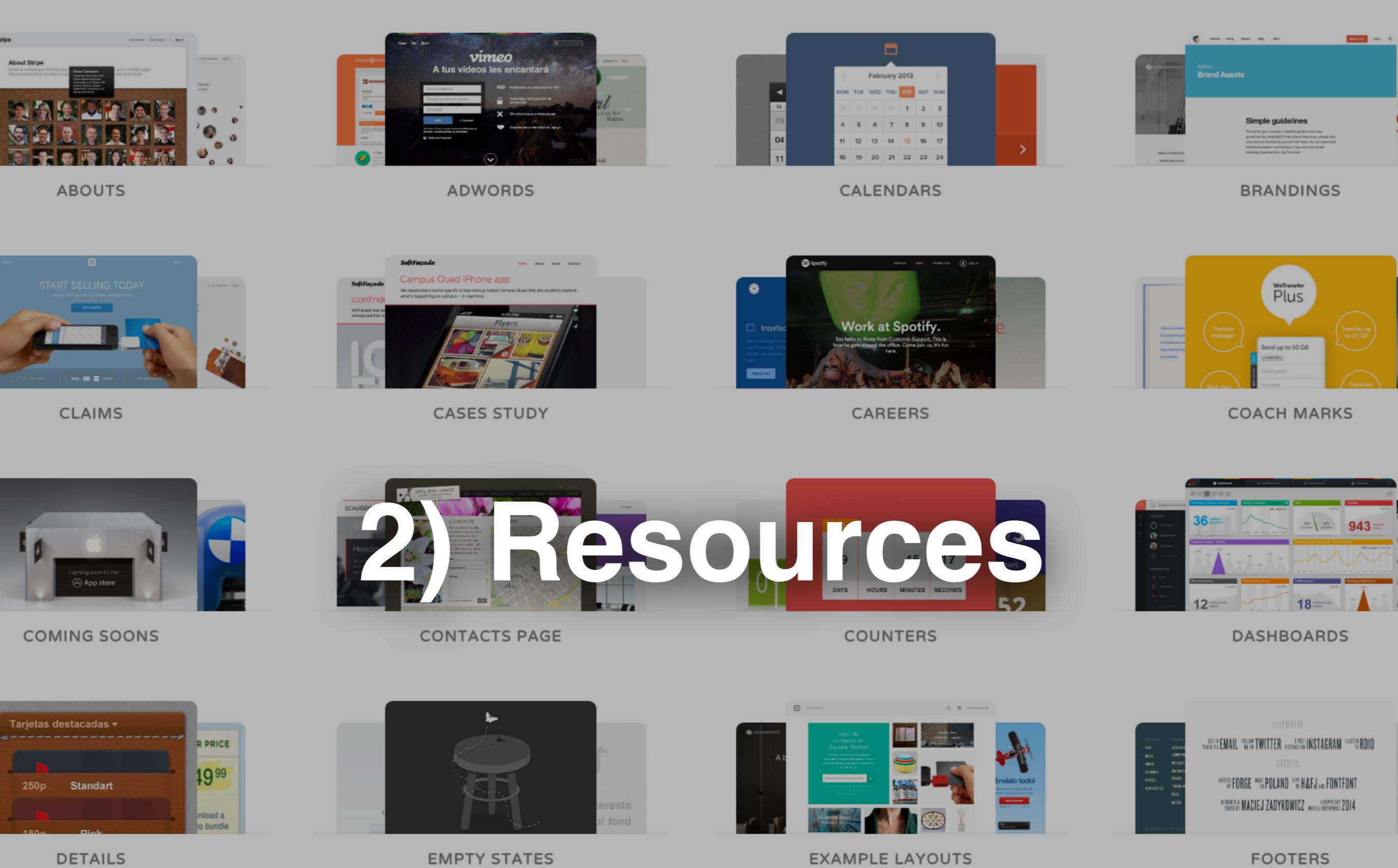
<http://www.thepixellary.com/>

<http://dangrover.com/archive/>

Inspiration for Website design



AWWWARDS®



2) Resources

What's a graphical asset?

Colors

Images

Icons

Fonts

Code Snippets

Gradients

Colors - color pickers



 **Sip**



ColorZilla

Colors - resources



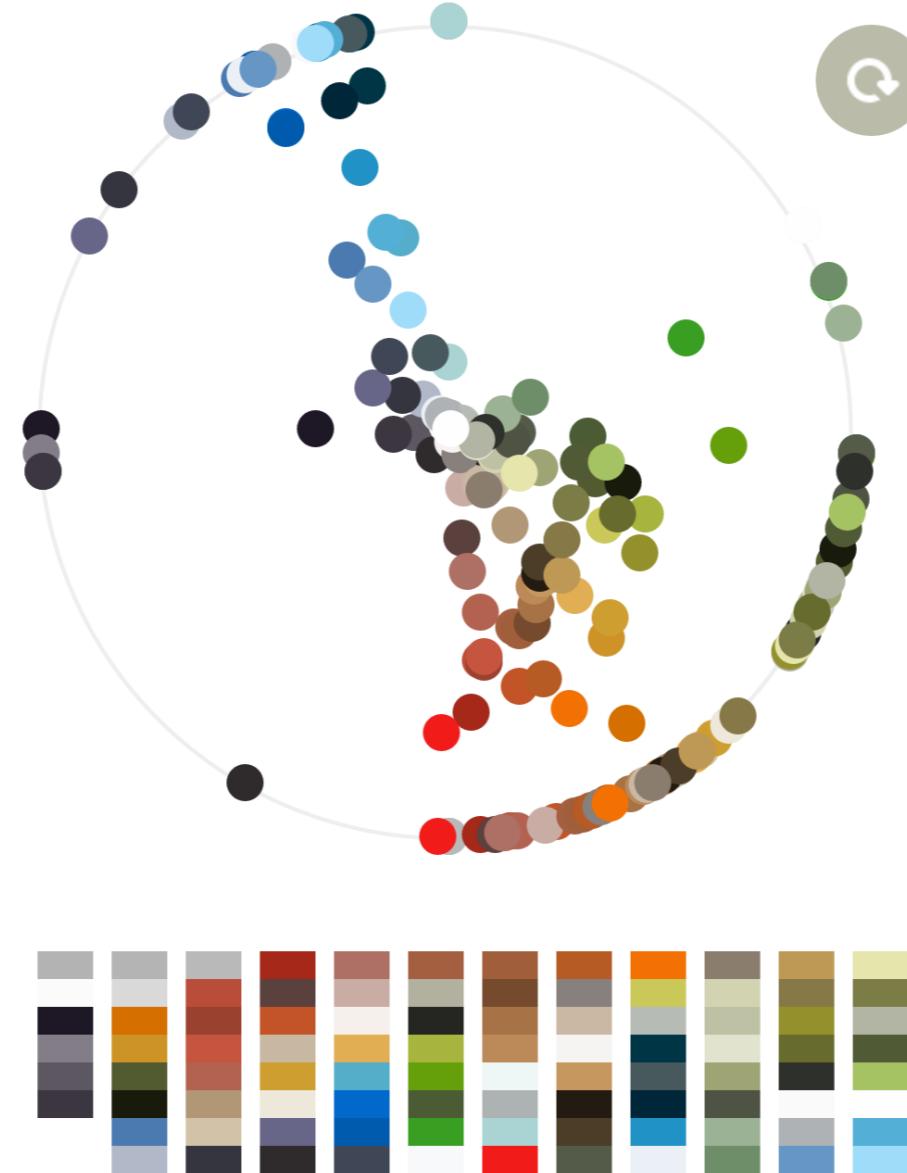
colorhunt.co

[coolors](https://coolors.co)

coolors.co

Colors - trends

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



Images - resources

flickr

flick.com
exhaustive

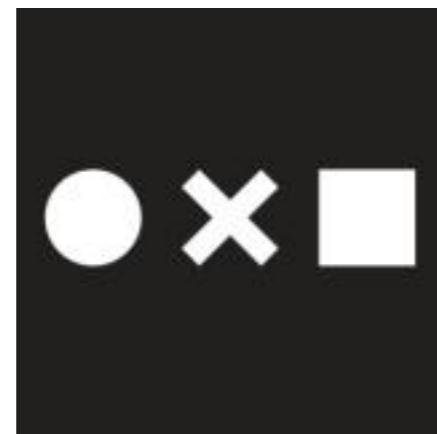
PEXELS

pexels.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



CSS Peeper

Fonts - resources

Google Fonts
[google.com/fonts](https://fonts.google.com)
free

MyFonts
[myfonts.com](https://www.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

...
...



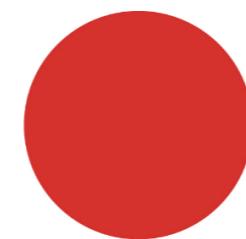
le wagon

3) Design rules of
 (Note: The text 'Design rules of' is followed by a yellow thumbs up emoji.)

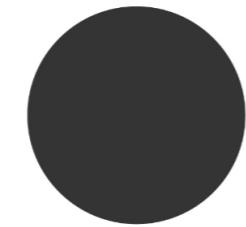
#1 - One day to fix your identity

Don't beat around the bush

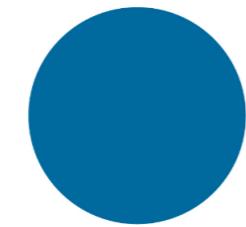
Example - Our Colors



Persian Red - #D23333



Mine Shaft - #343434



Quincy - #6C5145

Example - Our Fonts

T Avenir - Black

tT 30px ↴ 33px ↪ -2px

Le Wagon

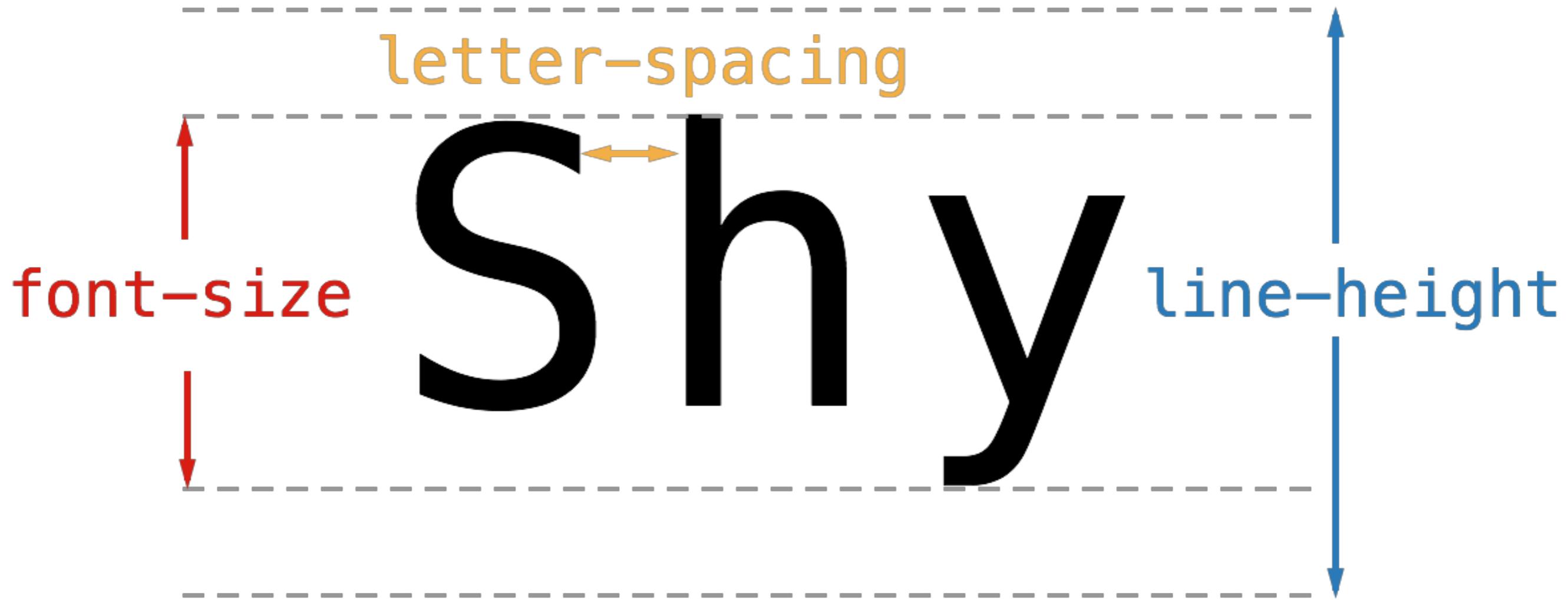
Example - Our Spelling

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

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.

A photograph of a person with long blonde hair, wearing a blue shirt, sitting at a wooden desk. They are looking down at an open spiral-bound notebook, writing with a black pen. On the desk in front of them is a white mug on a saucer, a laptop keyboard, and another spiral-bound notebook. The background shows a window with a view of greenery.

#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

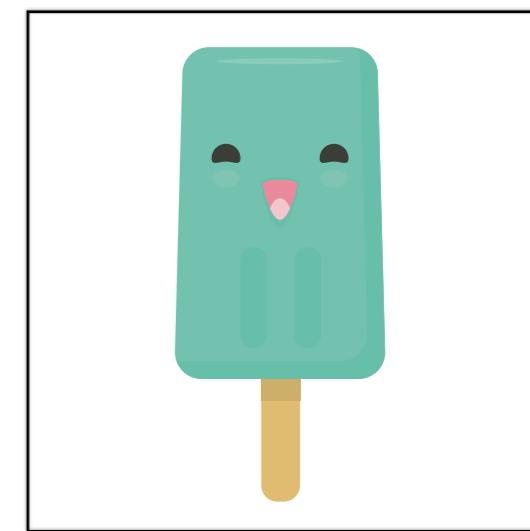
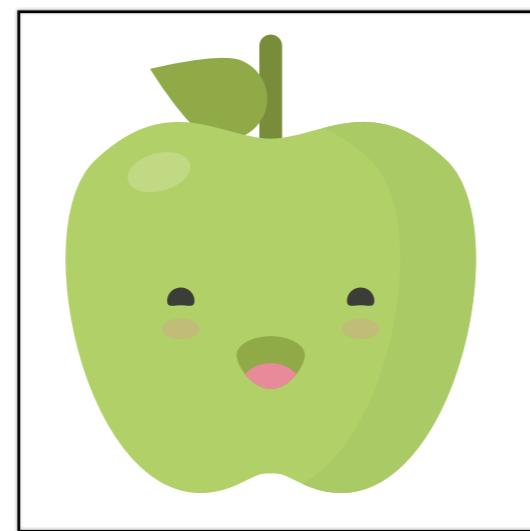
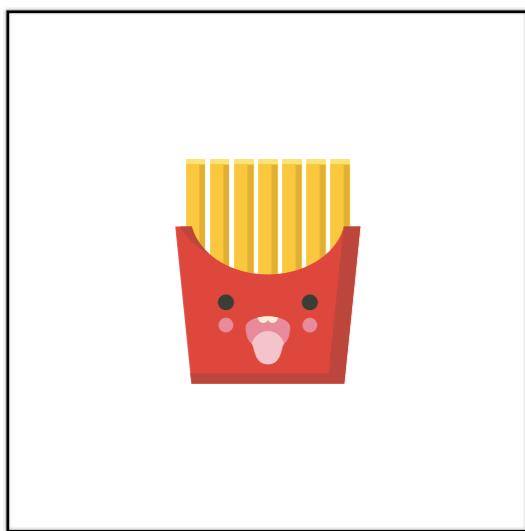
Good Border

Poor Shadow

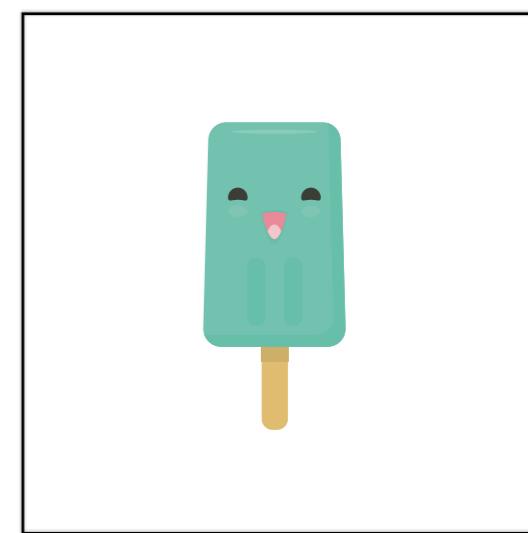
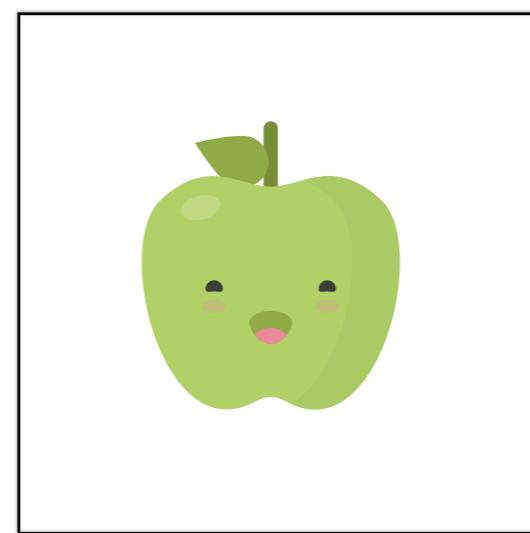
Good Shadow

#10 - Think proportions
Size doesn't mean proportion

Same Sizes



Same Proportions



4) Figma 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

