



# Design Philosophy



Hieu Hiep Nguyen

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Mobile UI & UX Trends 2016

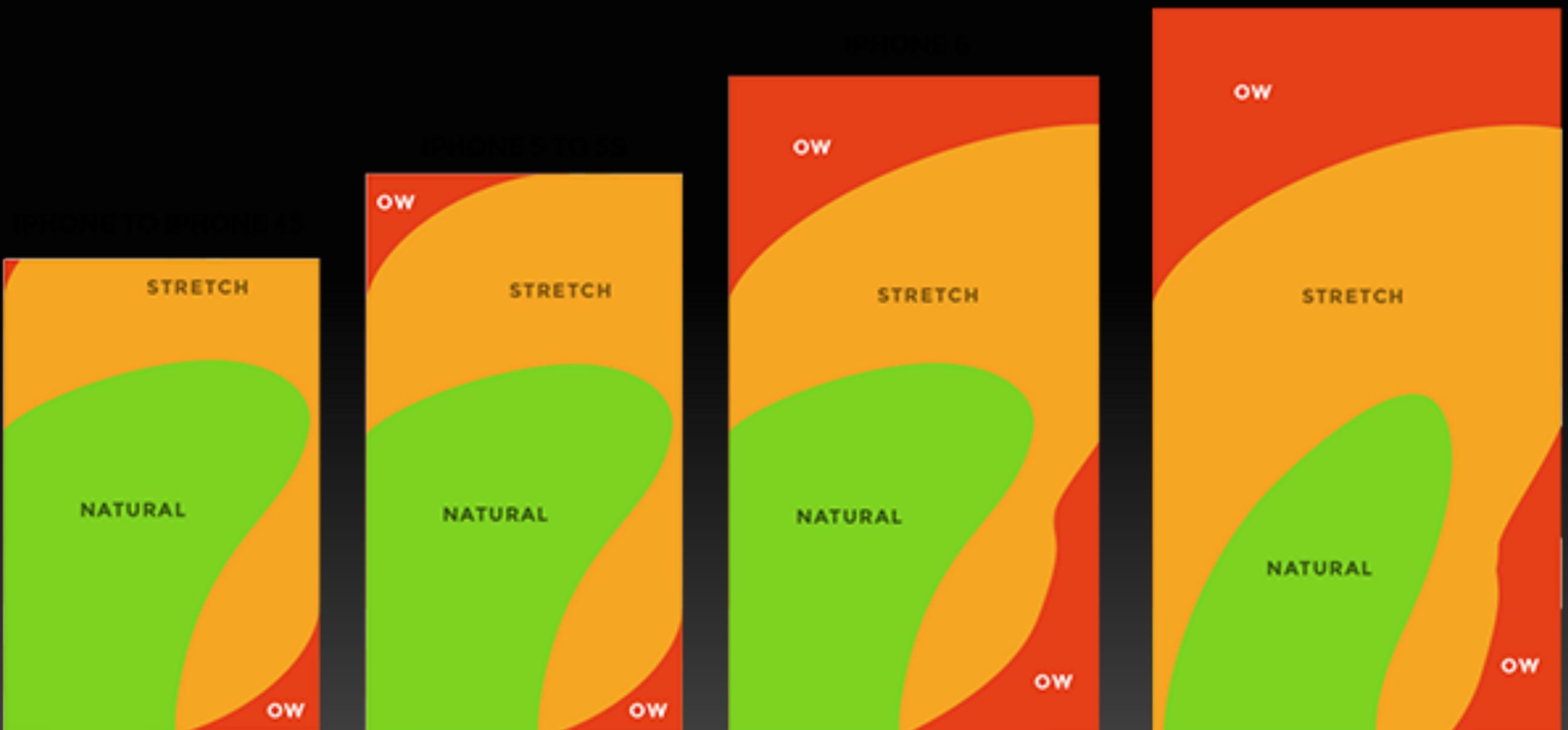
Text - Typography

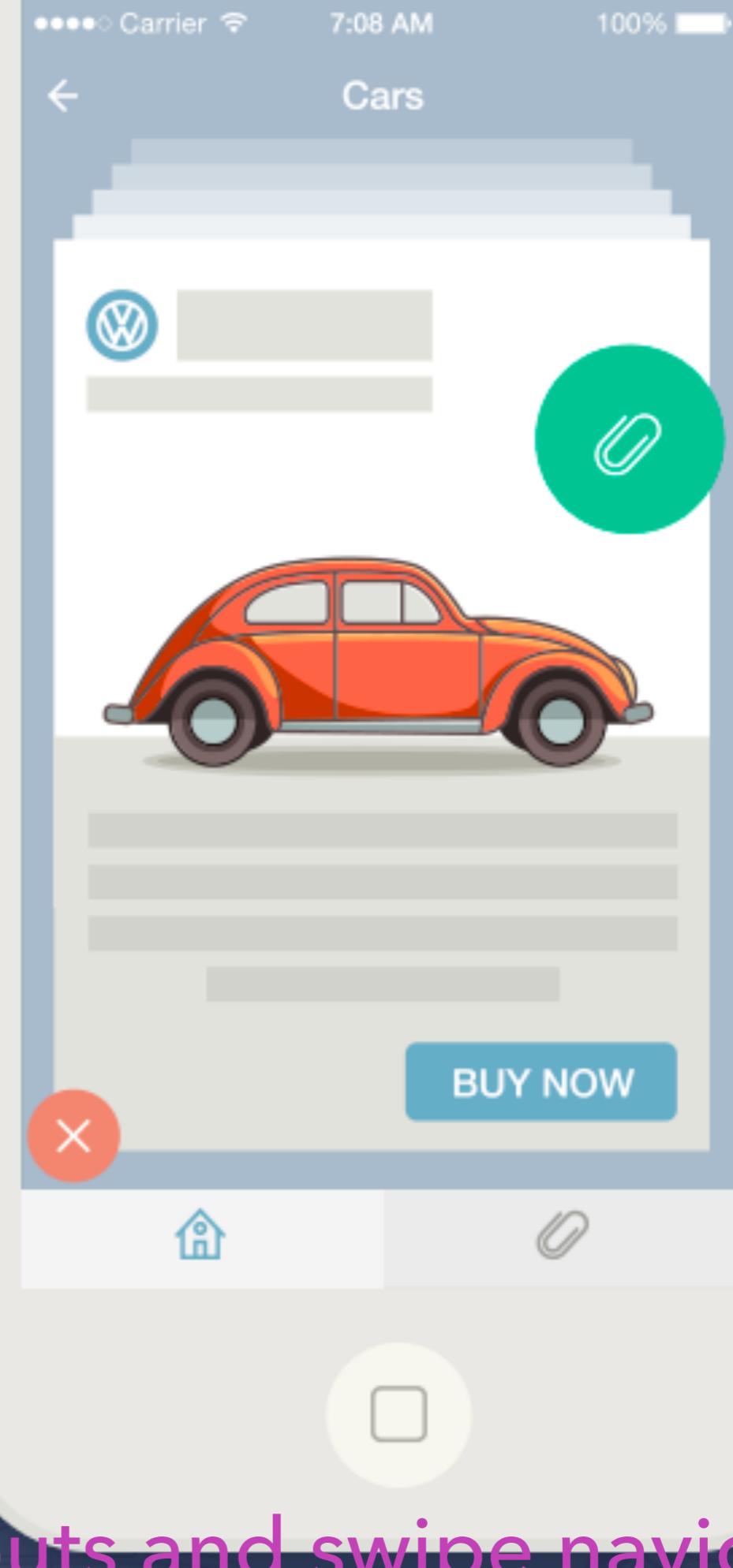
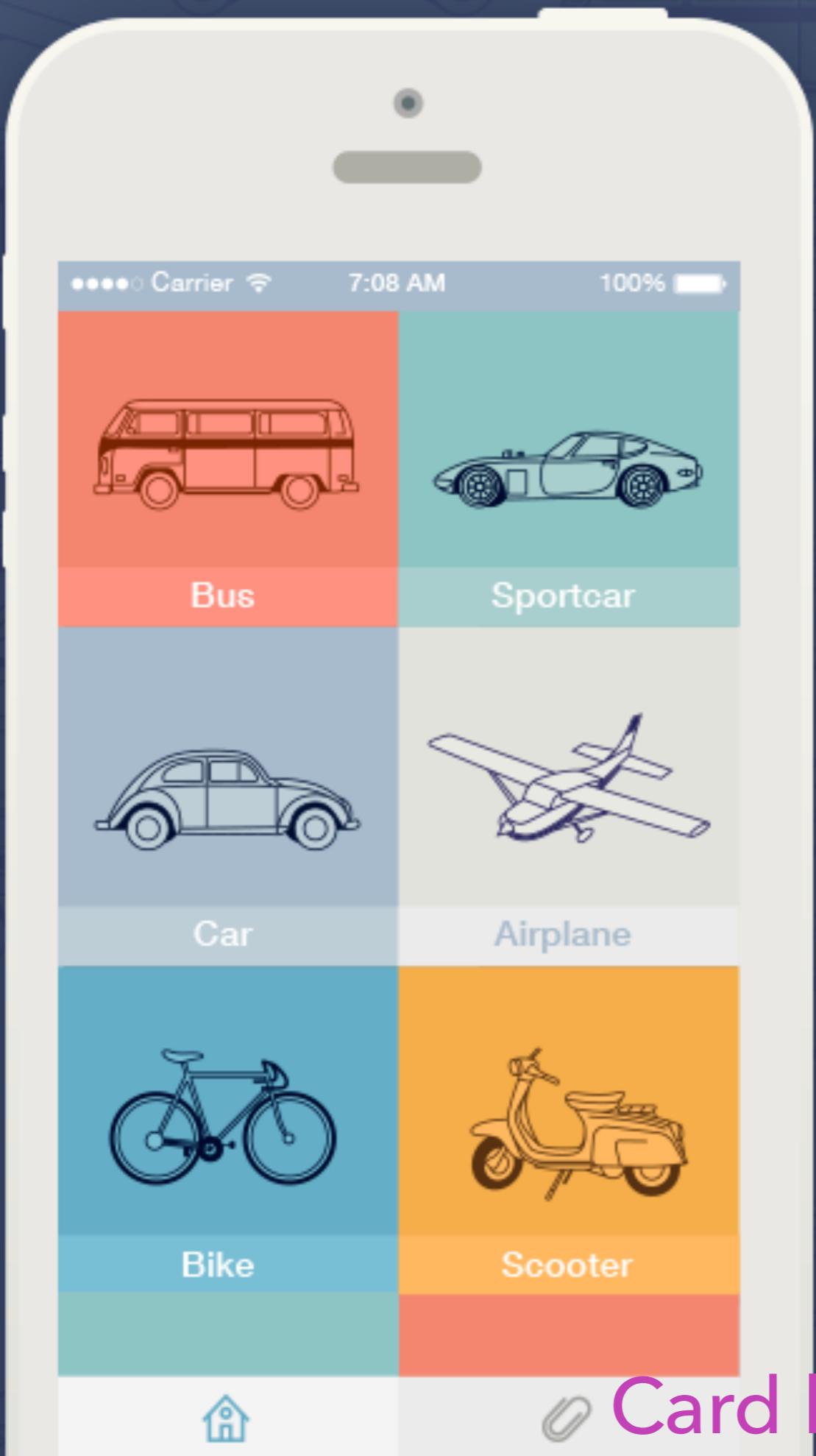
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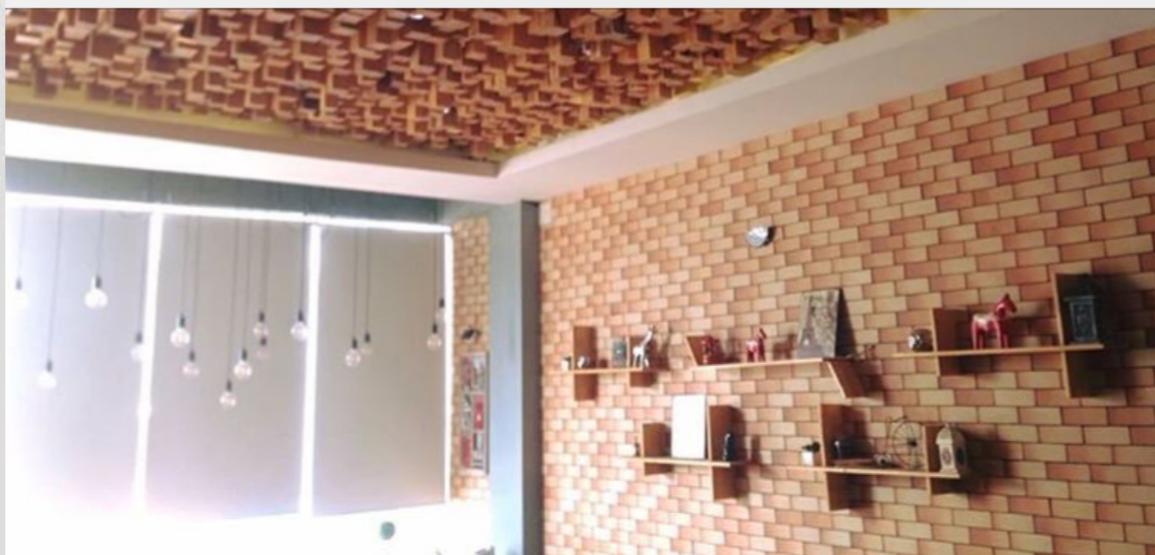
# Bigger Screen





Card layouts and swipe navigation

< moda.coffeehouse ...



♥ 7 likes

moda.coffeehouse 🎵🎵🎵🎤🎤🎤

Sau tất cả mình lại trở về với Moda....  
Tựa như chưa bắt đầu, tựa như ta vừa mới... more

\_29.3 Đạo nhạc quá :v

moda.coffeehouse 😊😊😊

4 DAYS AGO



moda.coffeehouse

Moda Coffee House >

...



NO BLOCKS  
ANY MORE

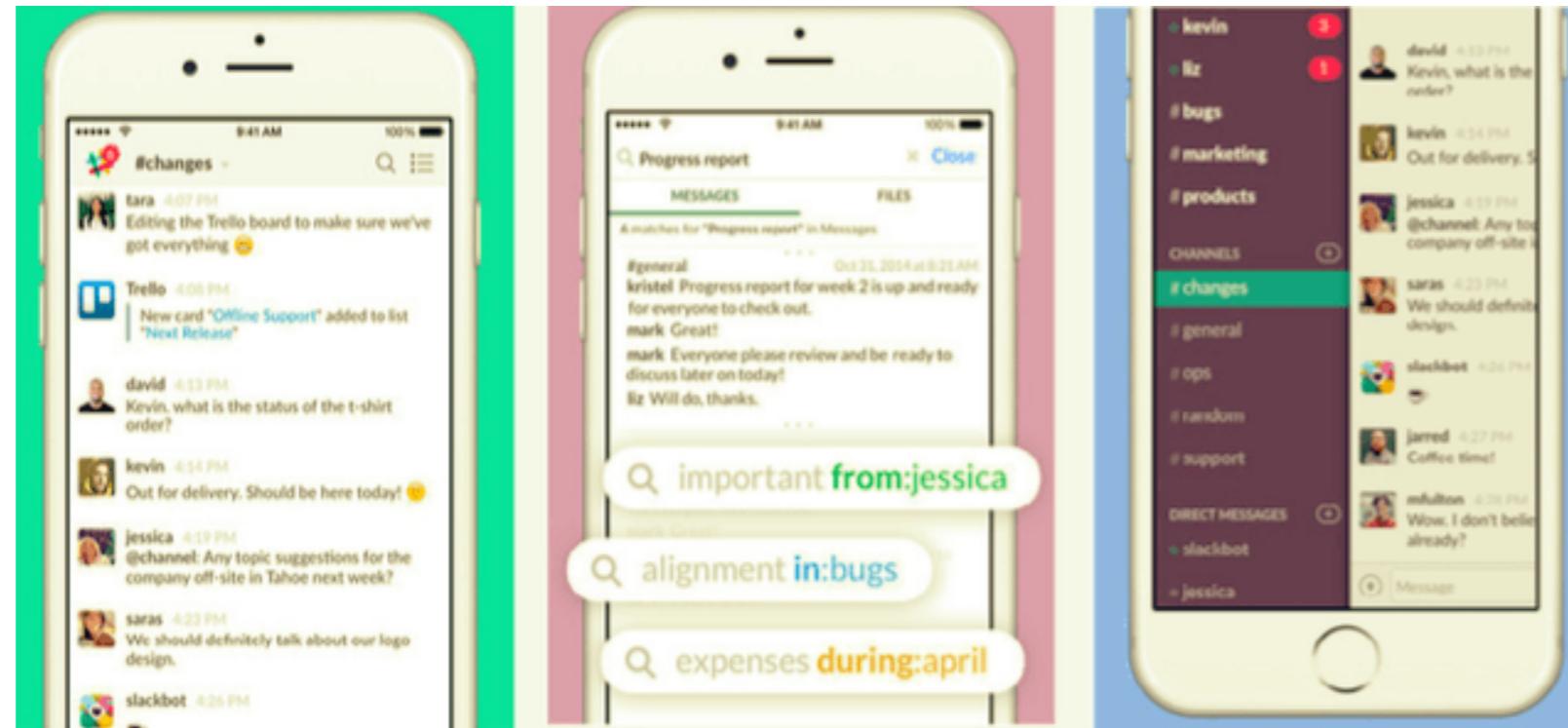
WE BACK TO  
LINES

# MICRO INTERACTIONS

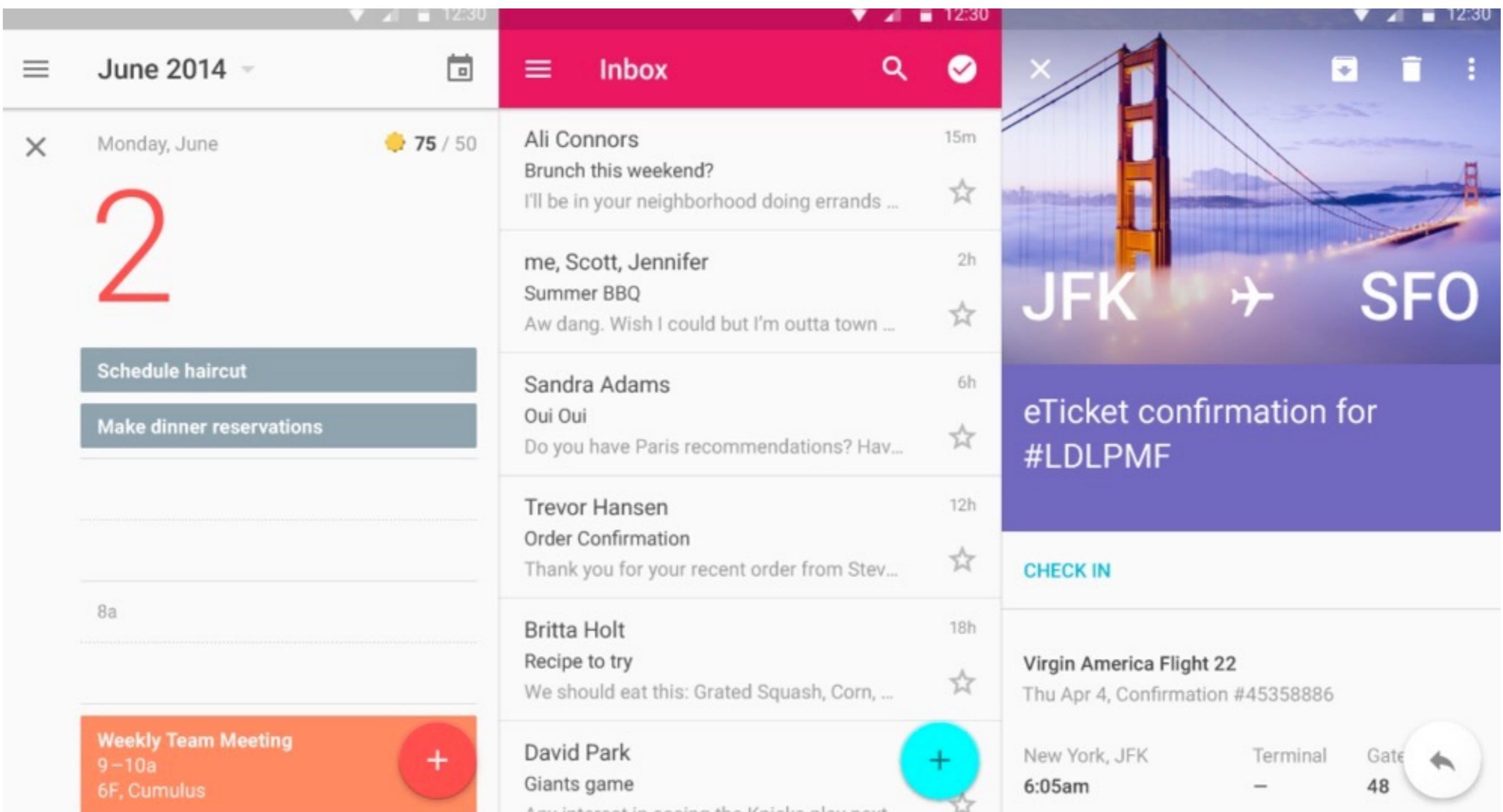




2015. SMALLER COLOR PALETTE

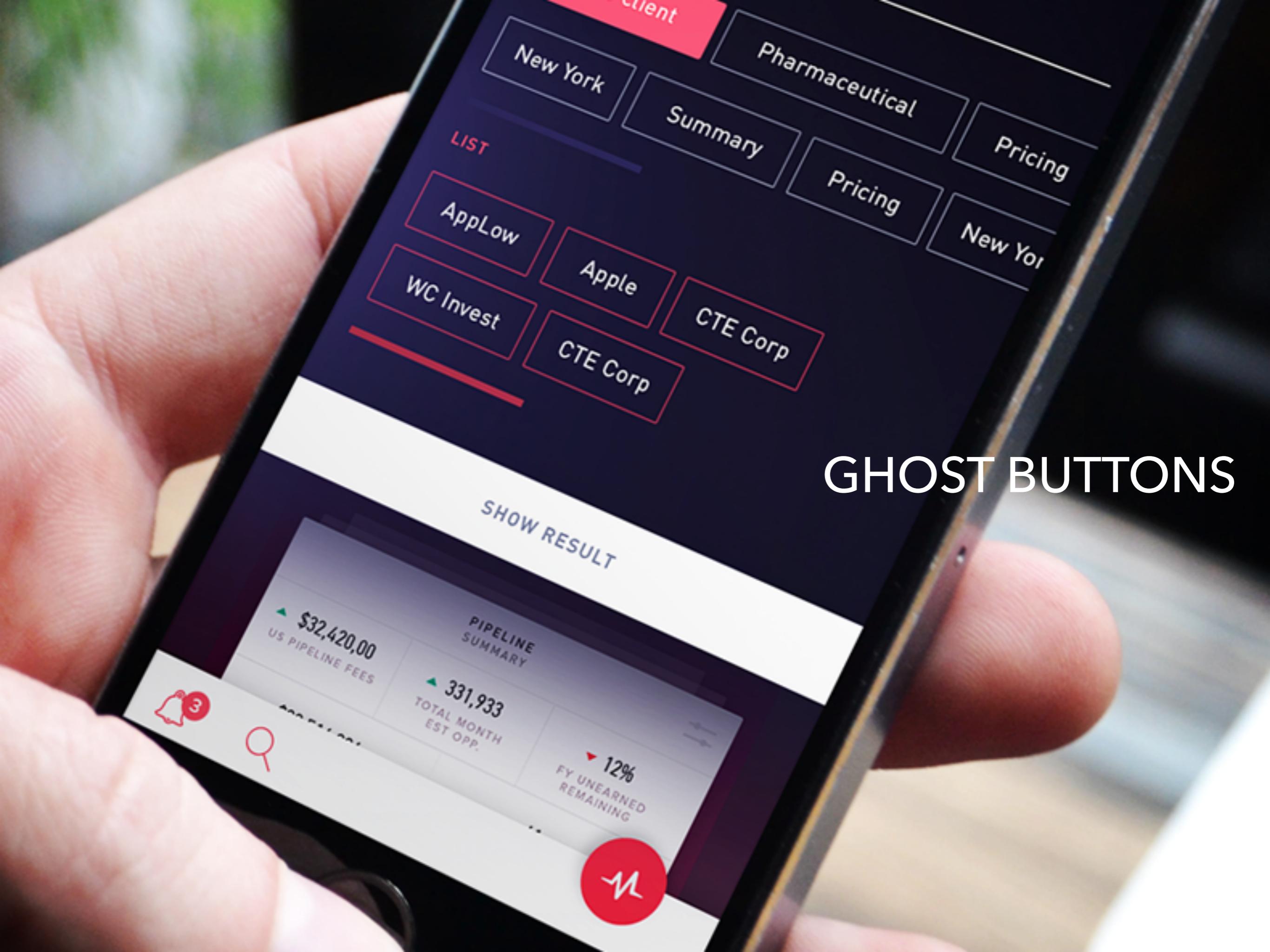


# 2016. DIVERSITY OF COLORS

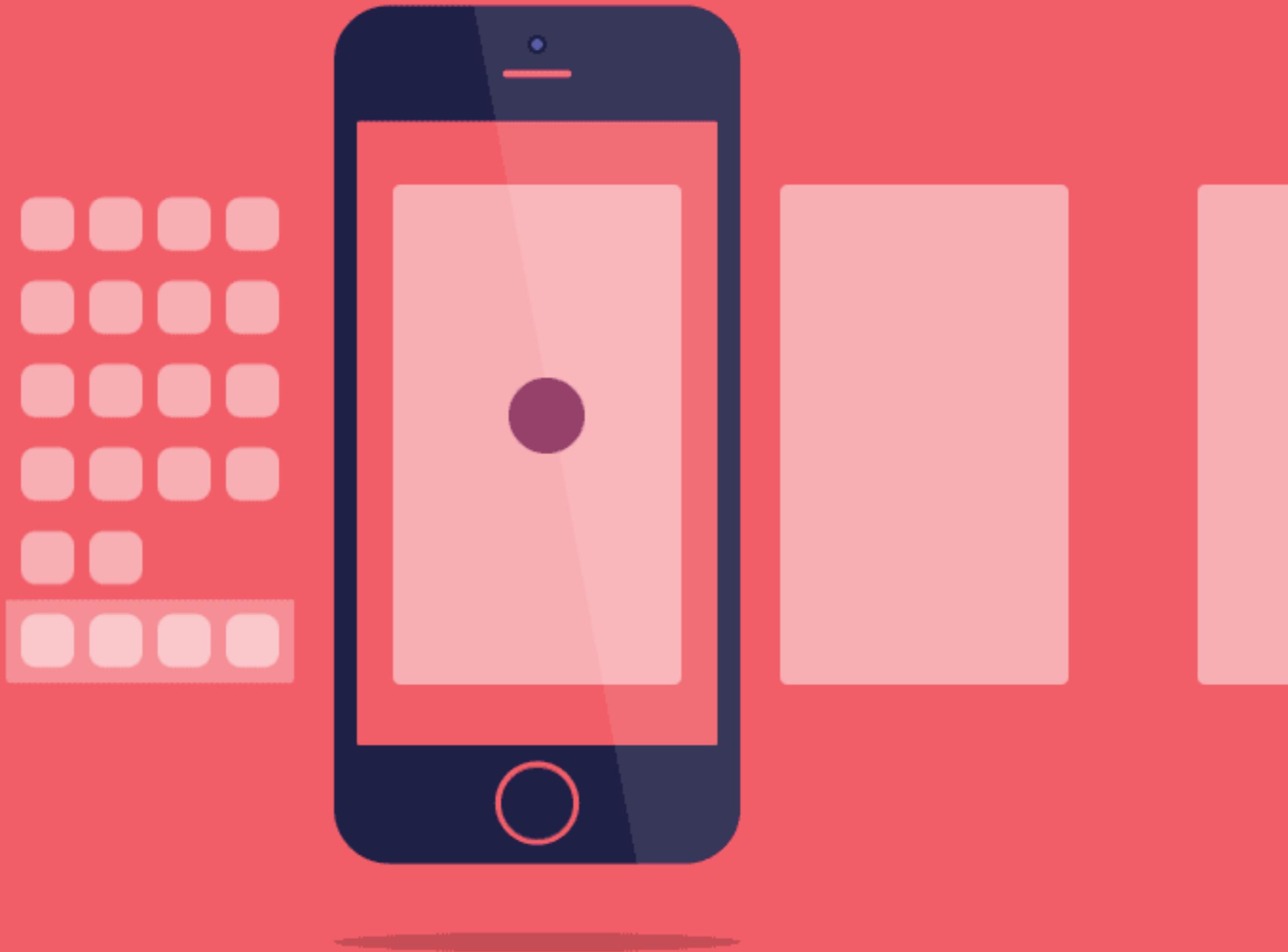


# LAYER INTERFACE - MATERIAL DESIGN

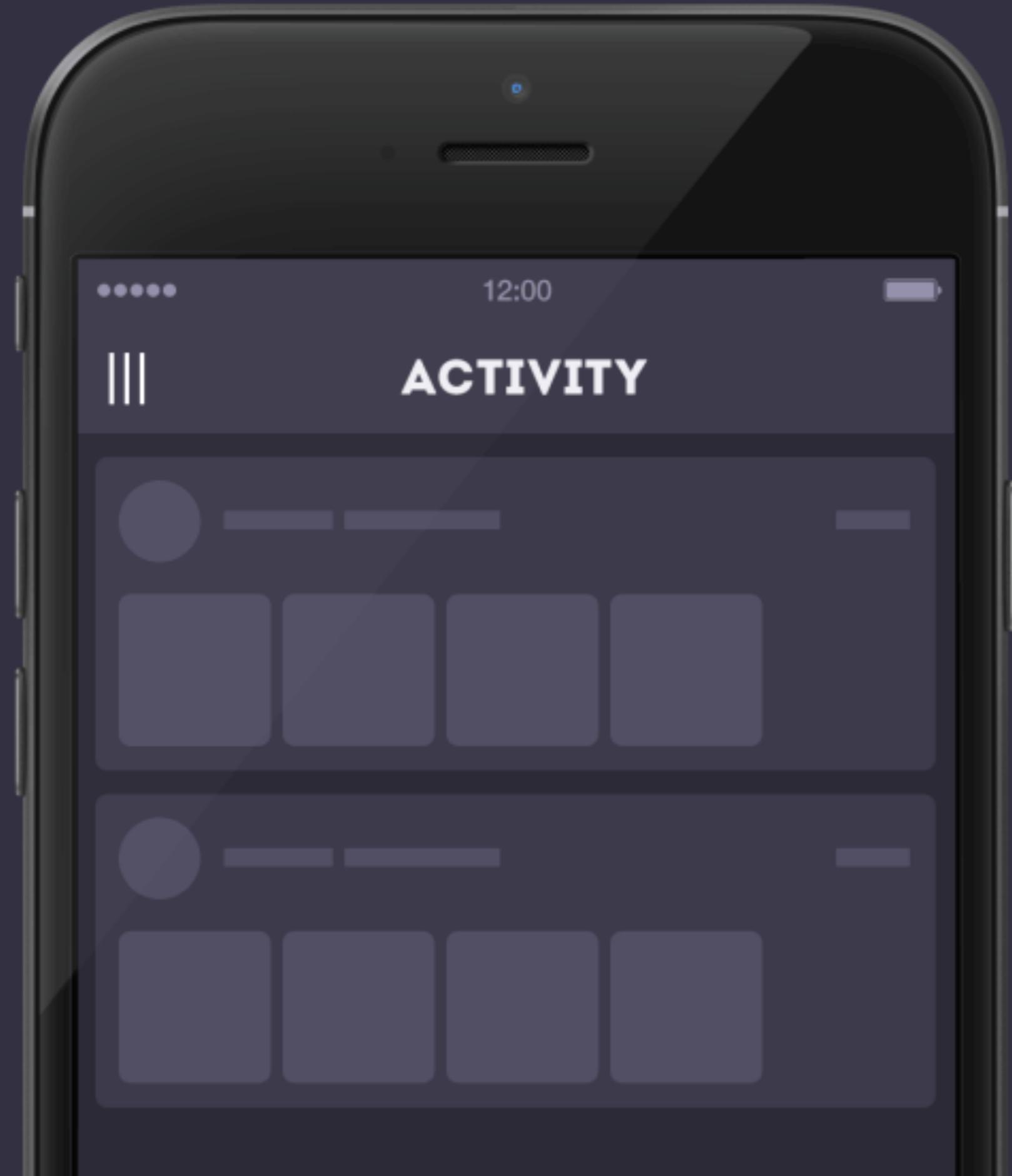
# GHOST BUTTONS



# GESTURES



# FUNCTIONAL MOTION & ANIMATION

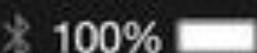




9:41 AM



9:41 AM



## TRANSACTION



Pike Place  
1912 Pike Place  
Seattle, WA 98101

Today at 9:41 AM

Stars may take 24 hours to appear

Item	Amount
------	--------

In-Store Purchase	\$2.78
-------------------	--------

Tipping available until 11:41 AM

No Tip	\$0.50	\$1.00	\$2.00
--------	--------	--------	--------

Total	\$3.78
-------	--------

My Card (4375)	\$3.78
----------------	--------

PAY

STORES

GIFT

**Rosemary Valaire**

Account &amp; Settings

**REWARDS**

Gold Level

**4**Stars Until  
Next Reward

MESSAGES

2

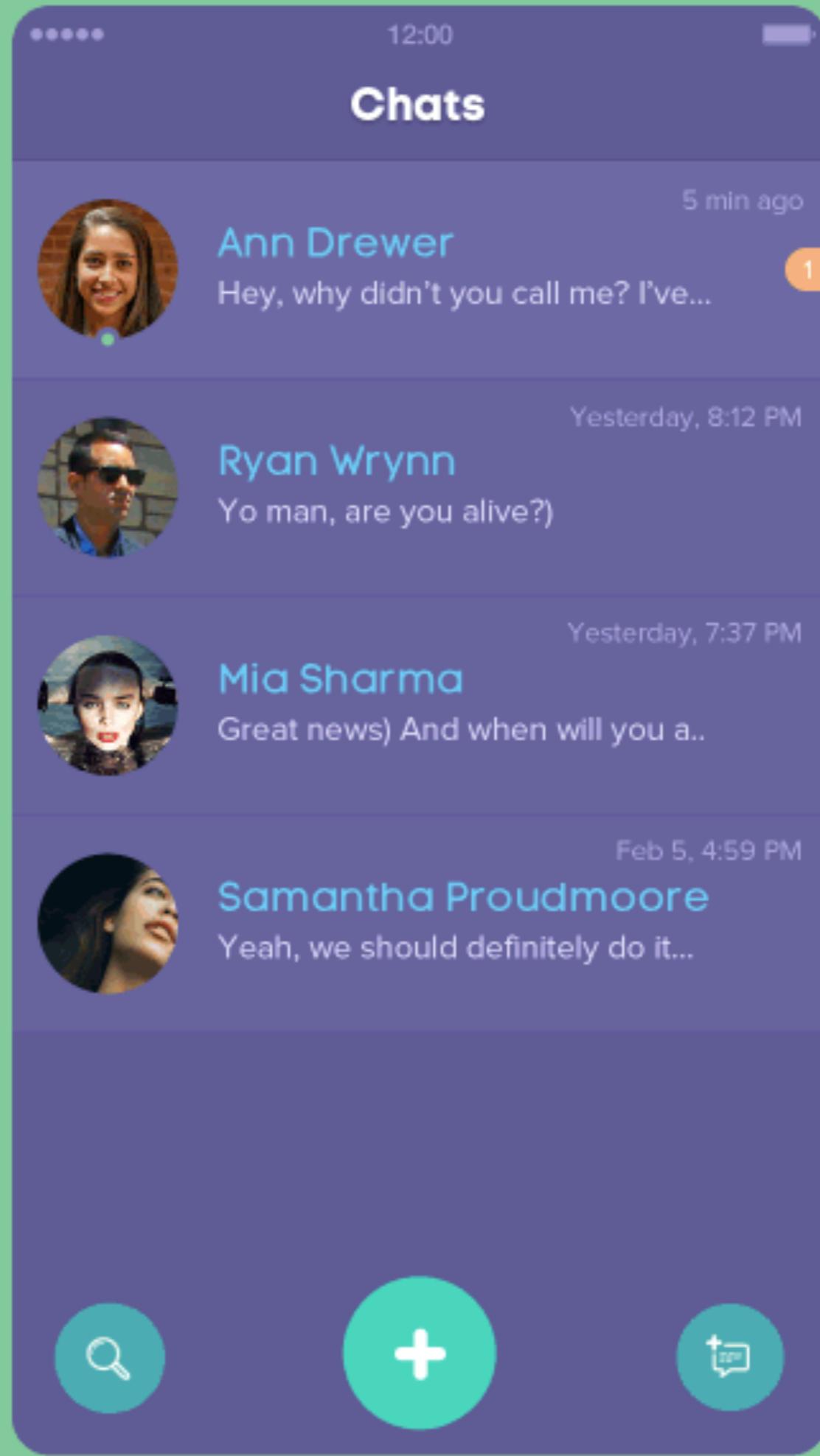
Pick of the Week  
Free Song by  
The Lumineers

ACCOUNT  
HISTORY

Leave a Tip at  
Pike Place

# Storytelling and Branding

# New means of navigation



SAN FRANCISCO

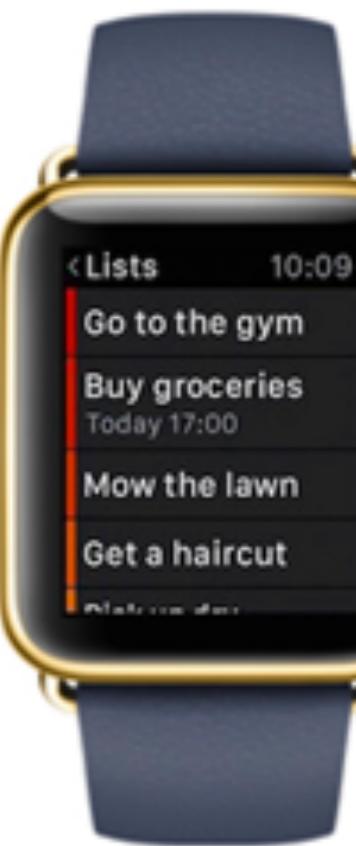
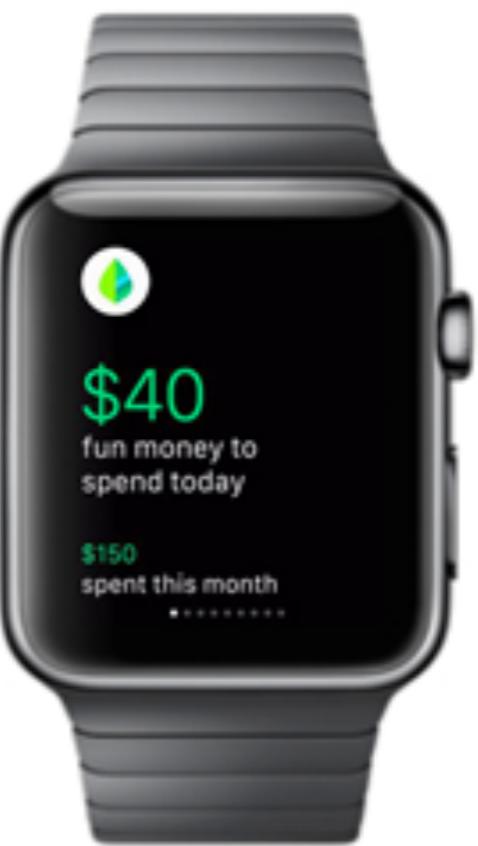
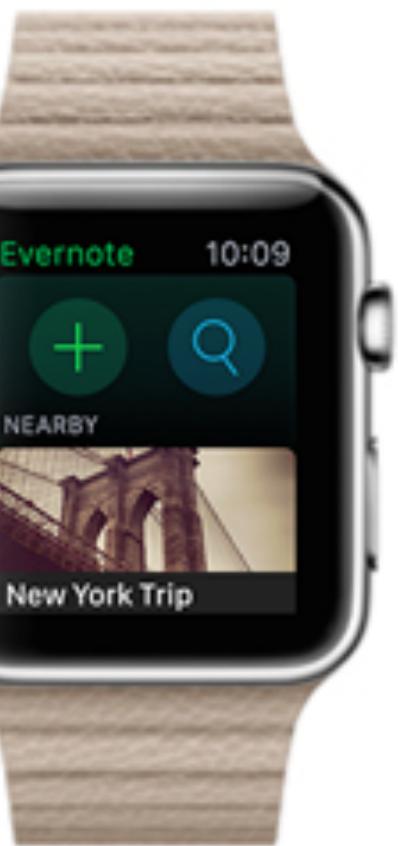
# Discover the best ramen in the city

*40 restaurants you can't miss*



New means  
of navigation

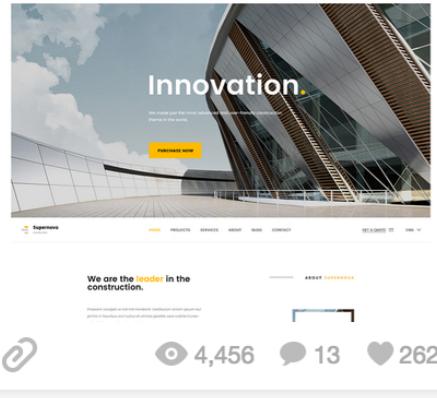
# WEARABLE



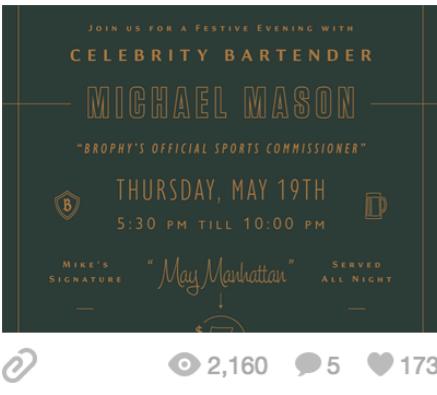


Where to update the laster trends?

# dribbble.com



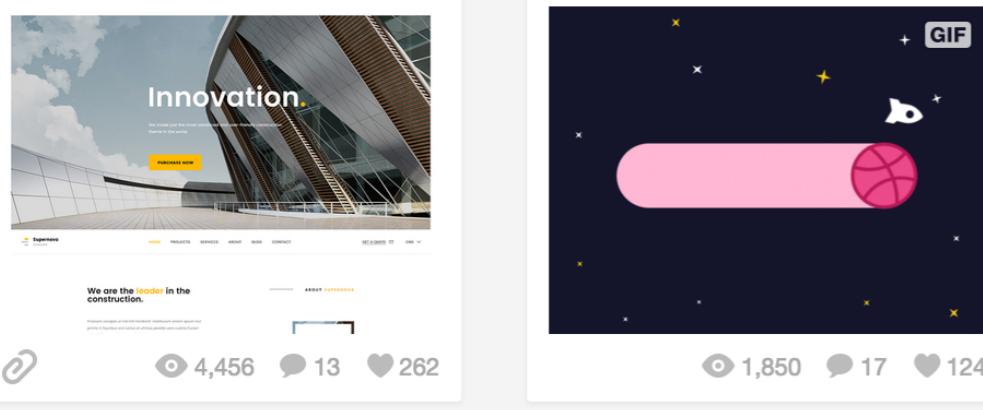
C-Knightz Art



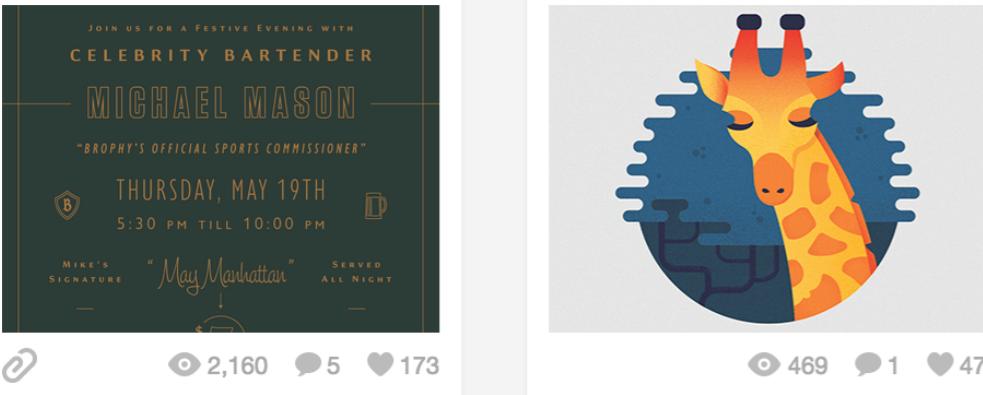
Alex Rinker



Dennis Salvatier  
com/davidgrau



Ann



miss.abwehr

**David Grau**  
Los Angeles, CA  
Design @ Red Bull Media House

Following

PRO 7 Shots 26 Followers

David Grau liked this

36 0 10

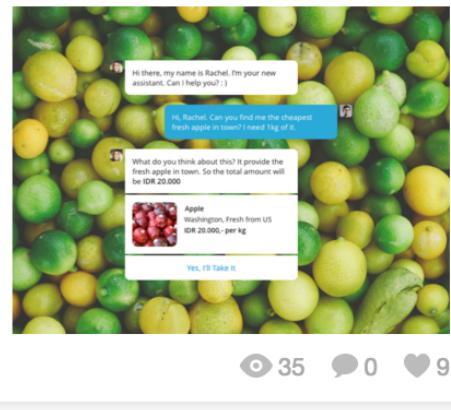
Weeds Brand PRO

TAOJUJIN

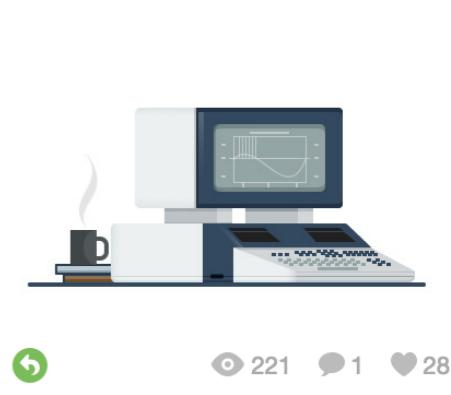
Mercury

44 3 19

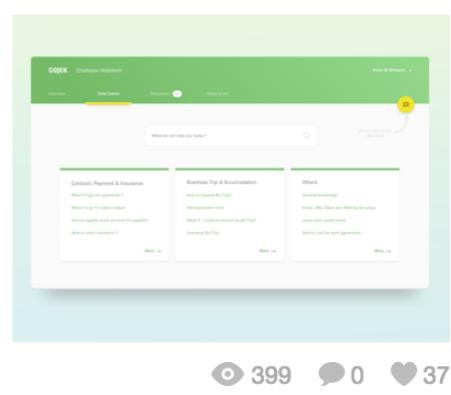
Jona Dinges



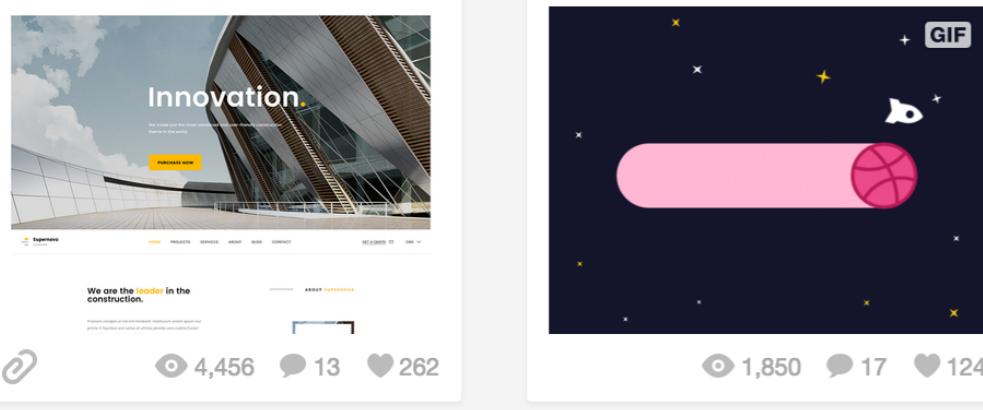
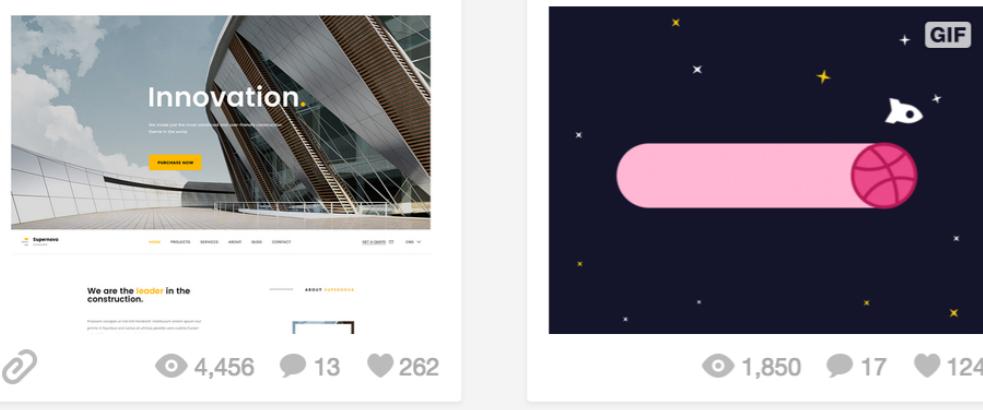
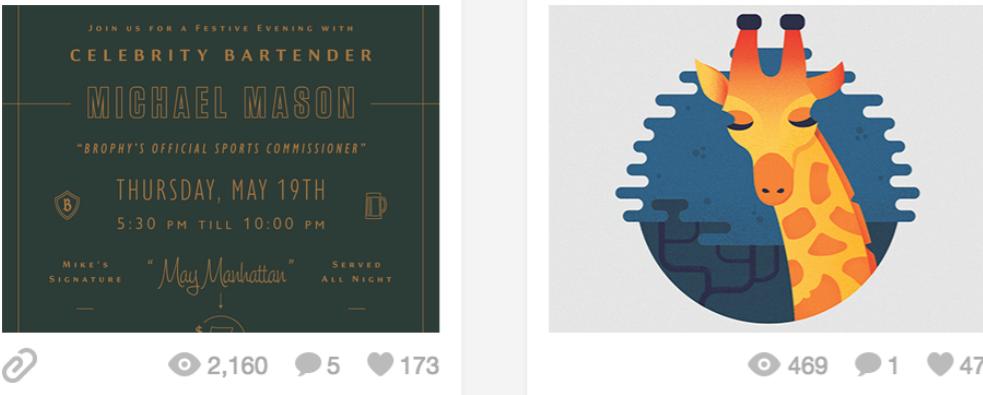
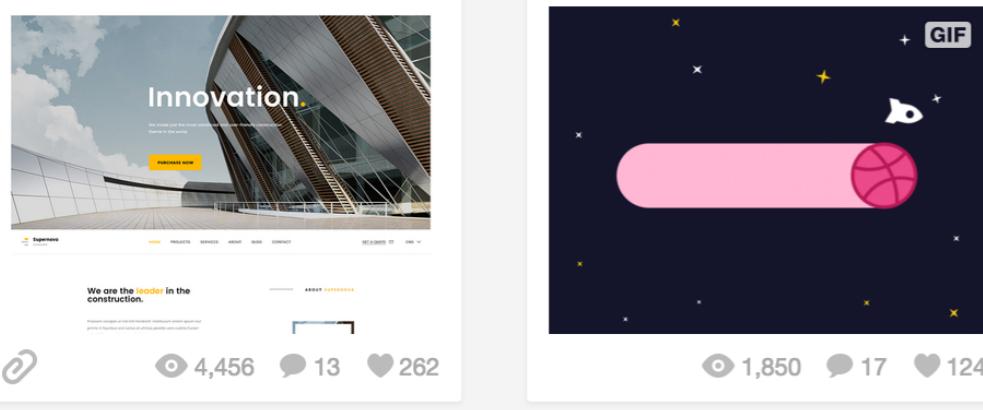
Adwin



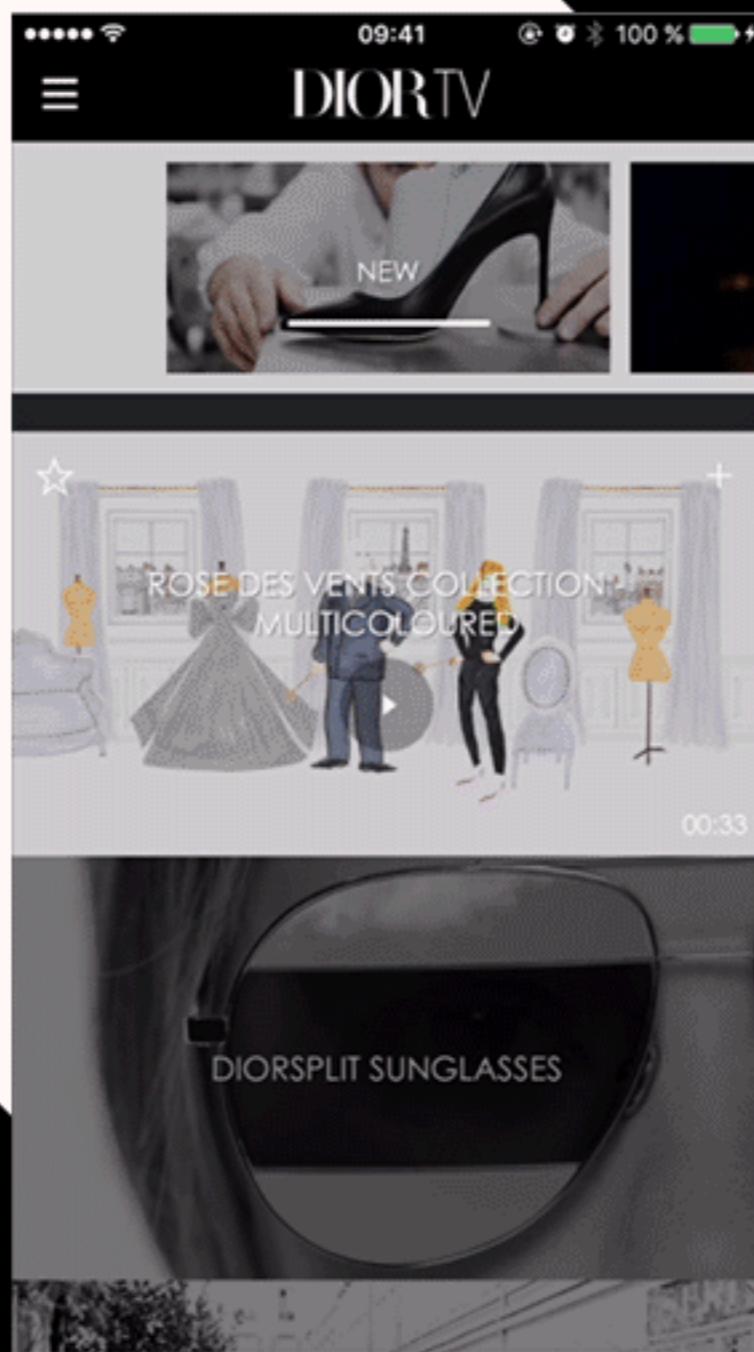
Eric



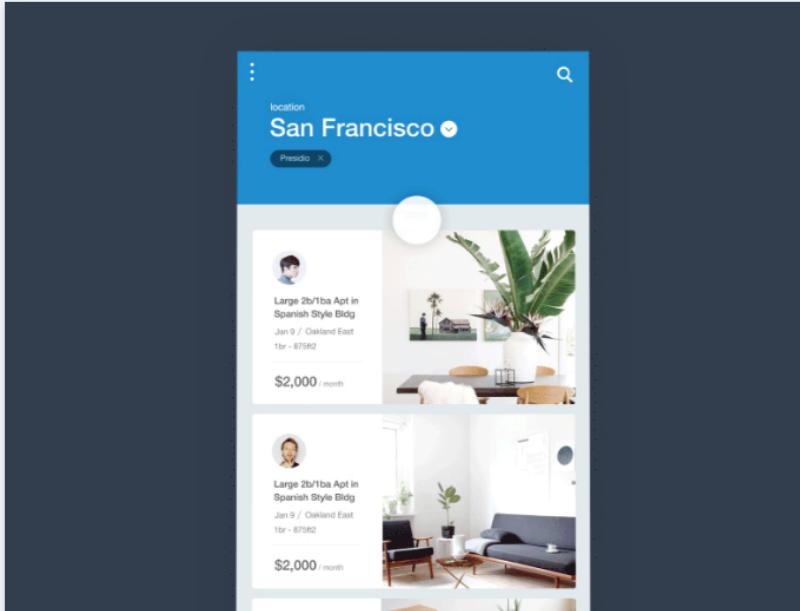
Ervan M Wirawan



# uimovement.com



# uiinteractions.com



## Houses for rent app Animation

Houses for rent app Animation Concept

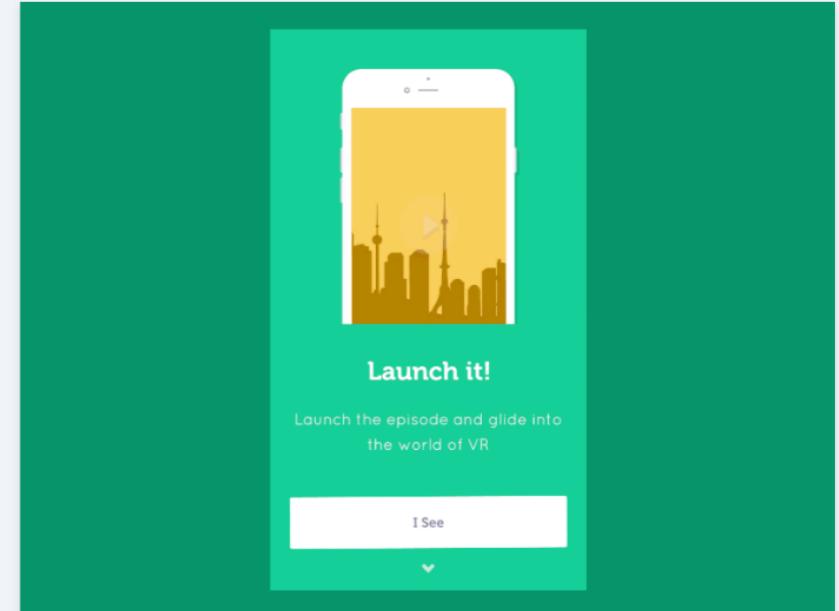
5 days ago      in iOS



## Ride Request Widget

We're announcing the all new Ride Request Widget, a simple, beautiful way to bring the entire

5 days ago      in Android



## Onboarding experience

Onboarding experience helps users to successfully adopt a product.

5 days ago      in iOS



TYPOGRAPHY

# TYPOGRAPHY

- ① The four most important typographic choices you make in any document are **POINT SIZE**, **LINE SPACING**, **LINE LENGTH**, and font (*passim*), because those choices determine how the **BODY TEXT** looks.
- ② **POINT SIZE** should be 10–12 points in printed documents, 15–25 pixels on the web.
- ③ **LINE SPACING** should be 120–145% of the point size.
- ④ The average **LINE LENGTH** should be 45–90 characters (including spaces).
- ⑤ The easiest and most visible improvement you can make to your typography is to use a professional font, like those found in **FONT RECOMMENDATIONS**.
- ⑥ Avoid **GOOFY FONTS**, **MONOSPACED FONTS**, and **SYSTEM FONTS**, especially **TIMES NEW ROMAN** and Arial.
- ⑦ Use curly quotation marks, not straight ones (see **STRAIGHT AND CURLY QUOTES**).
- ⑧ Put only **ONE SPACE BETWEEN SENTENCES**.
- ⑨ Don't use multiple **WORD SPACES** or other **WHITE-SPACE CHARACTERS** in a row.
- ⑩ Never use **UNDERLINING**, unless it's a hyperlink.
- ⑪ Use **CENTERED TEXT** sparingly.
- ⑫ Use **BOLD OR ITALIC** as little as possible.
- ⑬ **ALL CAPS** are fine for less than one line of text.
- ⑭ If you don't have real **SMALL CAPS**, don't use them at all.
- ⑮ Use 5–12% extra **LETTERSPACING** with all caps and small caps.
- ⑯ **KERNING** should always be turned on.
- ⑰ Use **FIRST-LINE INDENTS** that are one to four times the point size of the text, or use 4–10 points of space between paragraphs. But don't use both.
- ⑱ If you use **JUSTIFIED TEXT**, also turn on **HYPHENATION**.
- ⑲ Don't confuse **HYPHENS AND DASHES**, and don't use multiple hyphens as a dash.
- ⑳ Use **AMPERSANDS** sparingly, unless included in a proper name.
- ㉑ In a document longer than three pages, one exclamation point is plenty (see **QUESTION MARKS AND EXCLAMATION POINTS**).
- ㉒ Use proper **TRADEMARK AND COPYRIGHT SYMBOLS**—

# TYPOGRAPHY

- ②3 Put a NONBREAKING SPACE after PARAGRAPH AND SECTION MARKS.
- ②4 Make ELLIPSES using the proper character, not periods and spaces.
- ②5 Make sure APOSTROPHES point downward.
- ②6 Make sure FOOT AND INCH MARKS are straight, not curly.

# SUMMARY KEY OF RULES

① The typographic quality of your document is determined largely by how the **BODY TEXT** looks. Why? Because there's more body text than anything else. So start every project by making the body text look good, then worry about the rest.

In turn, the appearance of the body text is determined primarily by these four typographic choices:

② **POINT SIZE** is the size of the letters. In print, the most comfortable range for body text is **10-12 point**. On the web, the range is **15-25 pixels**. Not every font appears equally large at a given point size, so be prepared to adjust as necessary.

③ **LINE SPACING** is the vertical distance between lines. It should be **120-145%** of the point size. In word processors, use the “Exact” line-spacing option to achieve this. The default single-line option is too tight; the  $1\frac{1}{2}$ -line option is too loose. In CSS, use `line-height`.

④ **LINE LENGTH** is the horizontal width of the text block. Line length should be an average of **45-90 characters** per line (use your word-count function) or **2-3 lowercase alphabets**, like so:

abcdefghijklmnpqrstuvwxyzabcdefghijklmnpqrstuvwxyzabcd

In a printed document, this usually means **PAGE MARGINS** larger than the traditional one inch. On a web page, it usually means not allowing the text to flow to the edges of the browser window.

⑤ And finally, font choice. The fastest, easiest, and most visible improvement you can make to your typography is to ignore the fonts that came free with your computer (known as **SYSTEM FONTS**) and buy a professional font (like my fonts **EQUITY** and **CONCOURSE**, or others found in **FONT RECOMMENDATIONS**). A professional font gives you the benefit of a professional designer's skills without having to hire one.

# YOUR BODY TEXT IS EVERYTHING

Helvetica Neue Light

Proxima Nova Light

Avenir Next Ultra Light

Museo Sans 300

Open Sans Light

# TYPOGRAPHY THAT STAYS FIT

Helvetica Neue 24px

Helvetica Neue 36px

Helvetica Neue 48px

Ultra Light 64px

# LINE HEIGHT THAT BREATHE

Helvetica viral chambray farm-to-table direct trade photo booth, salvia skateboard mustache sartorial cray roof party. Kale chips paleo you probably haven't heard of them Marfa, lomo lo-fi Portland Williamsburg fingerstache. Scenester Austin Thundercats, seitan meggings wayfarers Tonx banjo cray irony viral chia ethnic kale chips retro. Disrupt post-ironic chambray, slow-carb Blue Bottle viral Vice. Food truck before they sold out shabby chic roof party meggings.

Biodiesel forage Williamsburg meh sartorial scenester pour-over jean shorts yr, aesthetic tofu dreamcatcher put a bird on it. Leggings dreamcatcher roof party whatever, gastropub retro 3 wolf moon seitan cred. Kale chips Portland cred, bitters church-key banh mi cardigan street art Blue Bottle Shoreditch vegan keffiyeh narwhal sriracha Tonx.

# 45-90 CHARACTERS PER LINE RULE

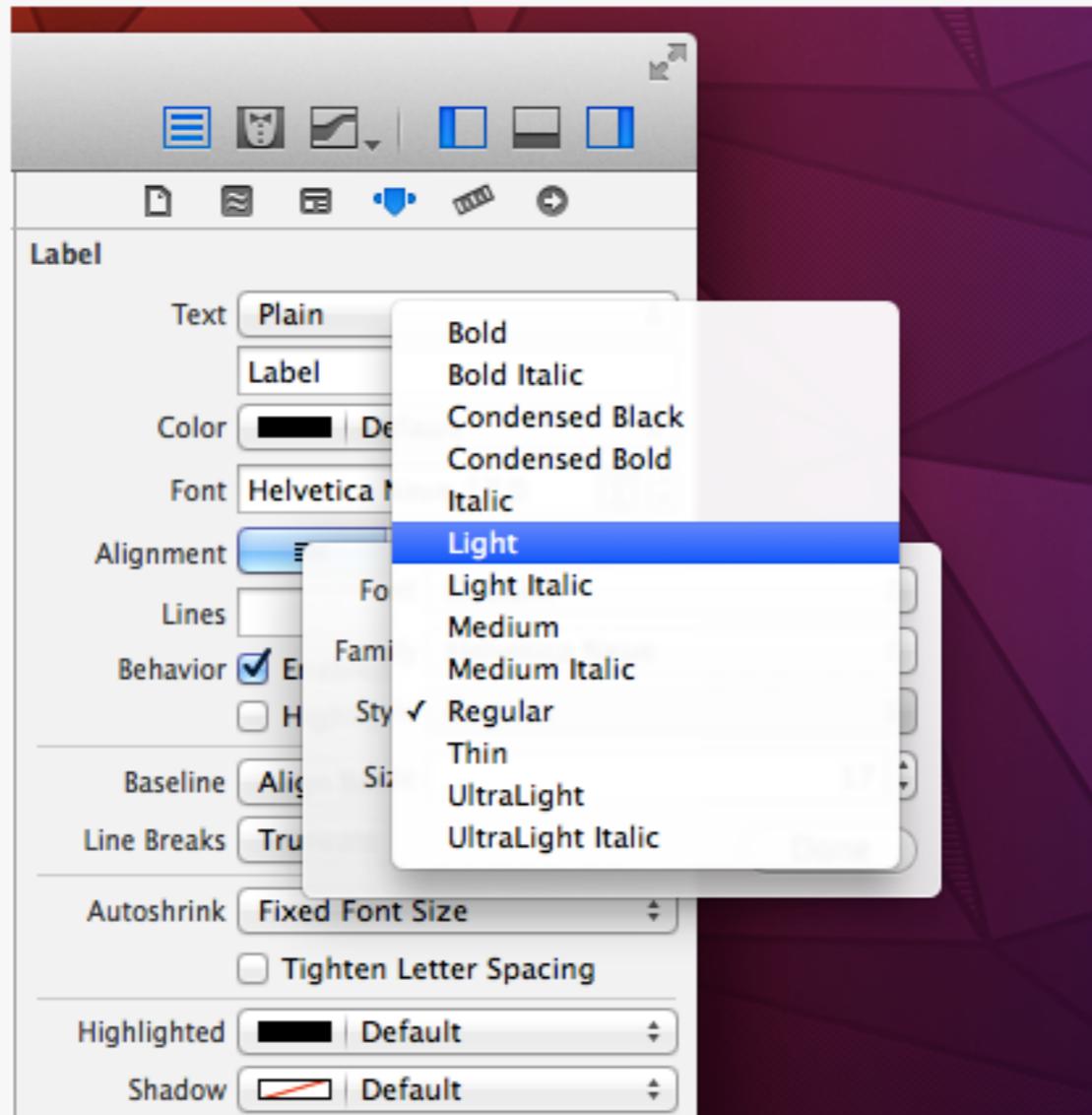
## Too many words per line

Helvetica viral chambray farm-to-table direct trade photo booth, salvia skateboard mustache sartorial cray roof party. Kale chips paleo you probably haven't heard of them Marfa, lomo lo-fi Portland Williamsburg fingerstache. Too long.

## Perfect

Biodiesel forage Williamsburg meh sartorial scenester pour-over jean shorts yr, aesthetic tofu dreamcatcher put a bird on it. Leggings dreamcatcher roof party whatever, gastropub retro 3 wolf moon seitan cred. Kale chips Portland cred, bitters church-key banh mi cardigan street art Blue Bottle Shoreditch vegan keffiyeh narwhal sriracha Tonx.

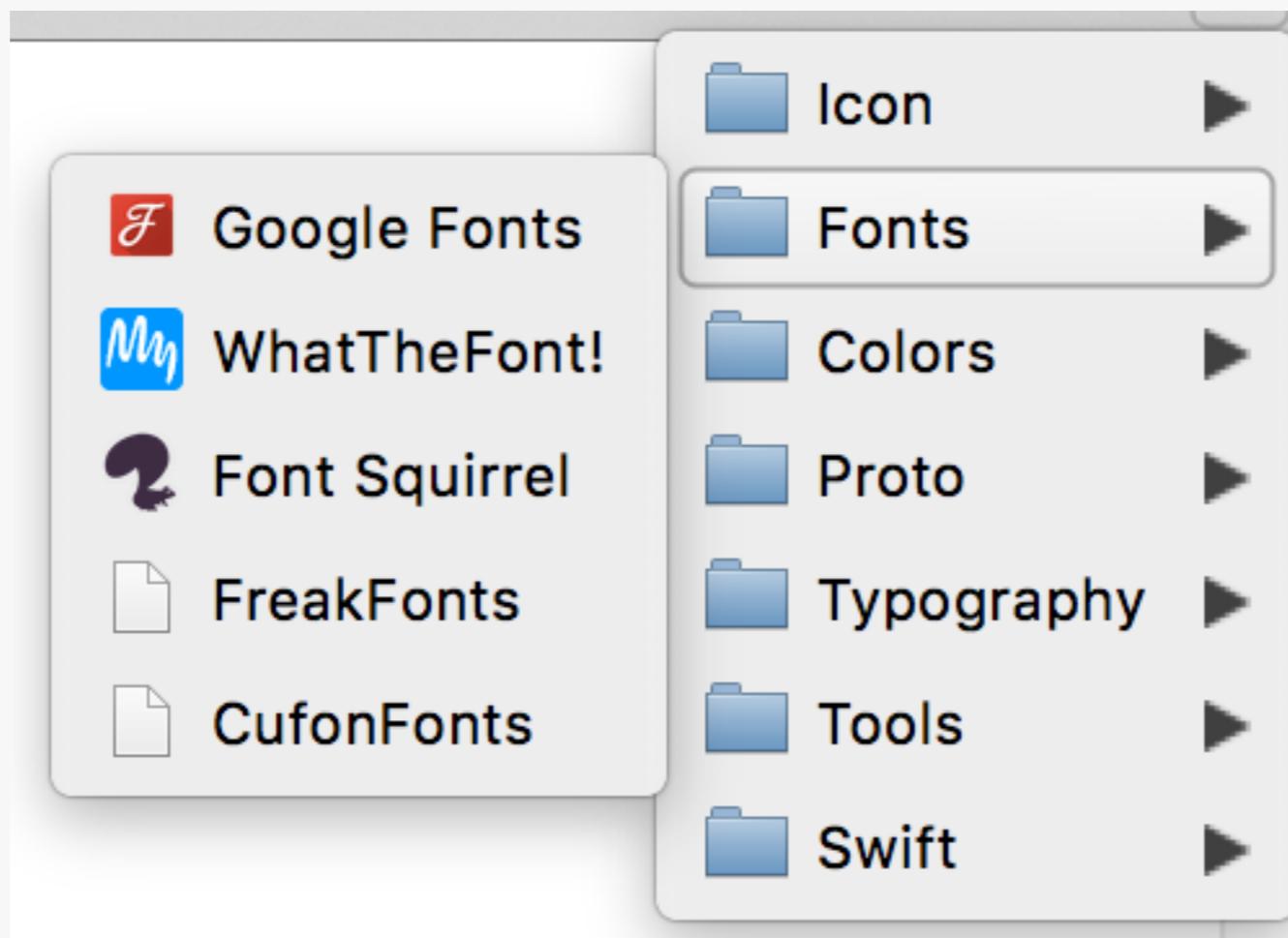
# USE YOUR FONT WISELY



"Biodiesel forage Williamsburg meh sartorial  
scenester pour-over jean shorts yr, aesthetic  
tofu *dreamcatcher* put a bird on it."

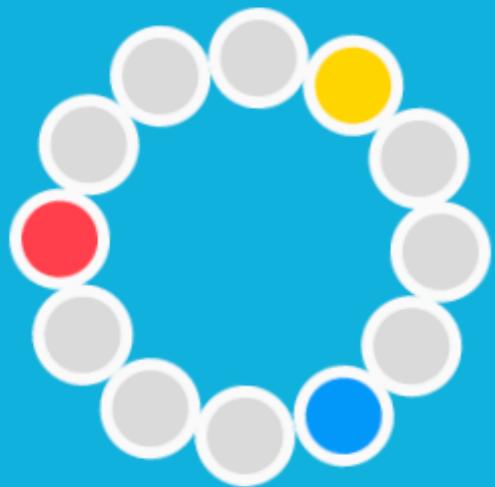
SERIF AND SANS-SERIF

# WHERE TO FIND FONTS



COLORS

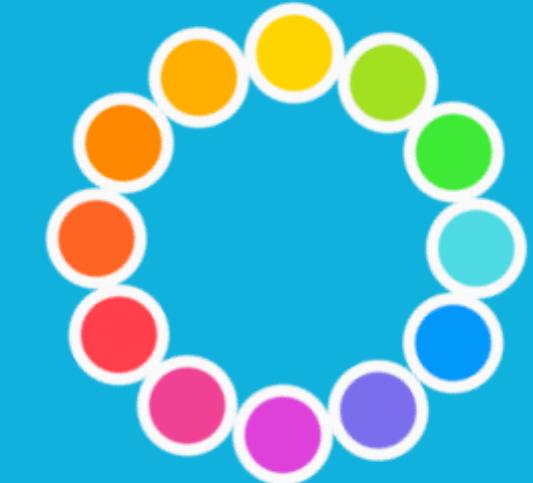
# DEFINITION OF COLORS



PRIMARY

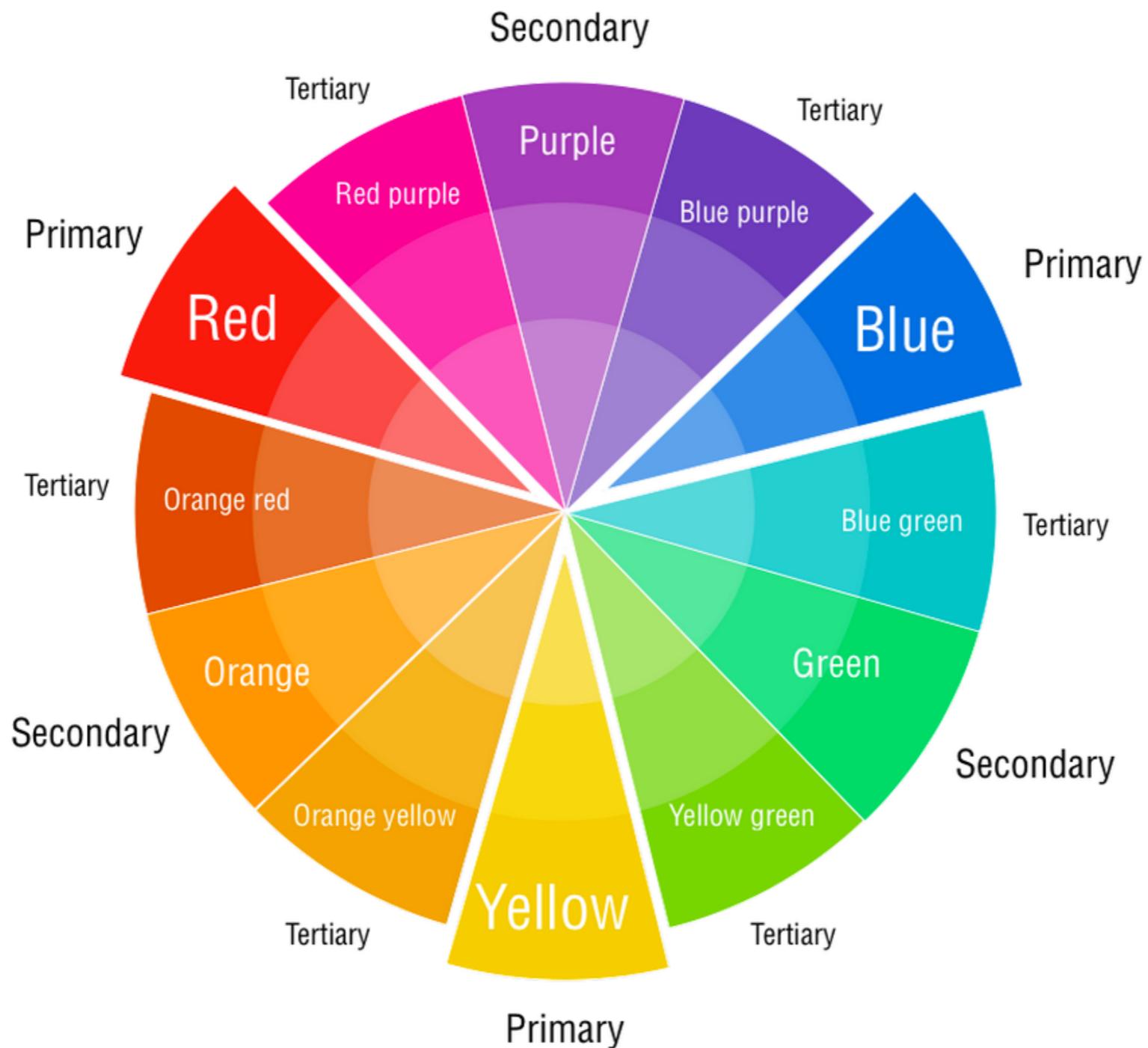


SECONDARY



TERTIARY

# 12 BASIC COLORS

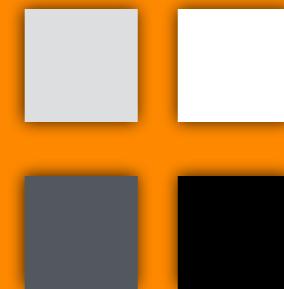


# WARM AND COOL



vivid and energetic

smooth and calm



neutral colors

# HOW MANY COLORS?

“The risk of using too many colors is greater than the risk of using too few.”

3 colors

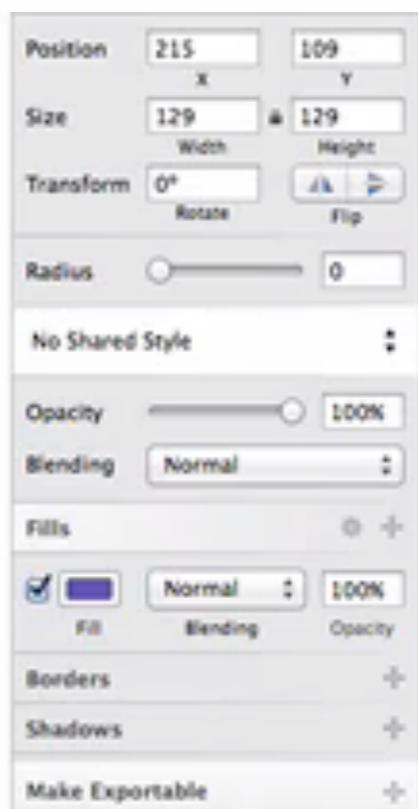
primary

secondary

tertiary



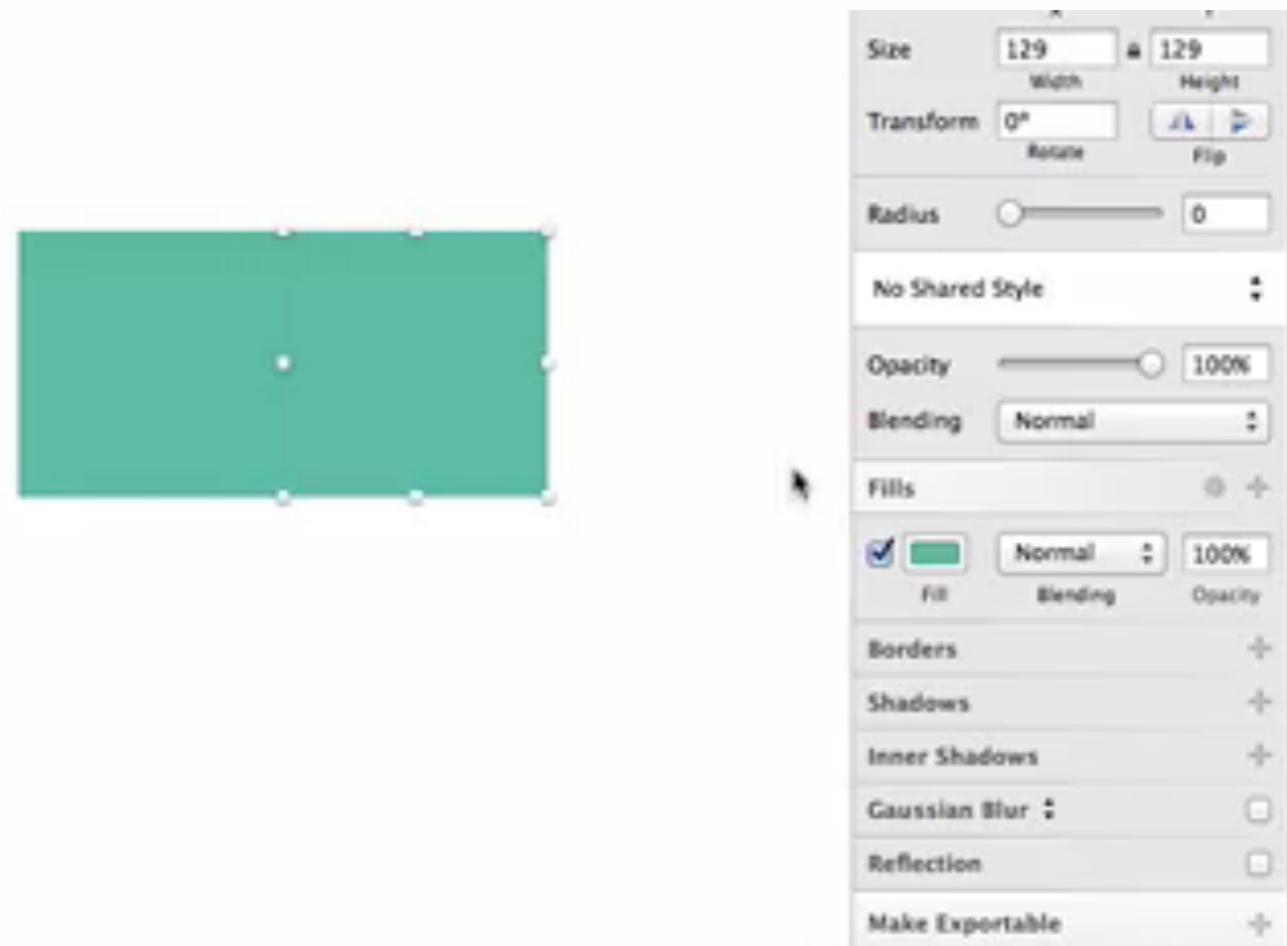
# Monochrome colors



# Analogous colors



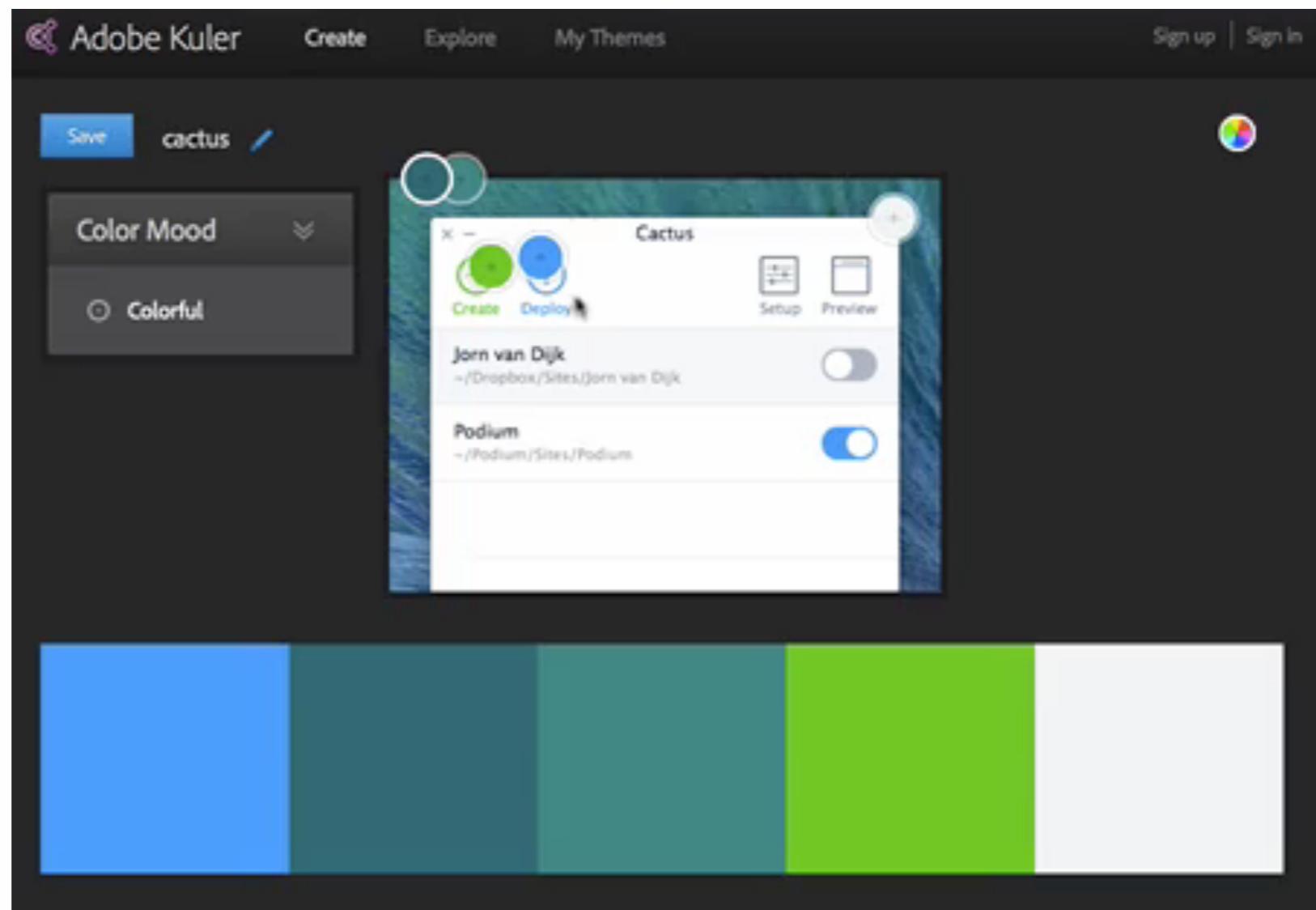
# Complementary colors



# Neutral tones



# Stealing colors



Adobe Kuler: [color.adobe.com](http://color.adobe.com)

# PORTRITION



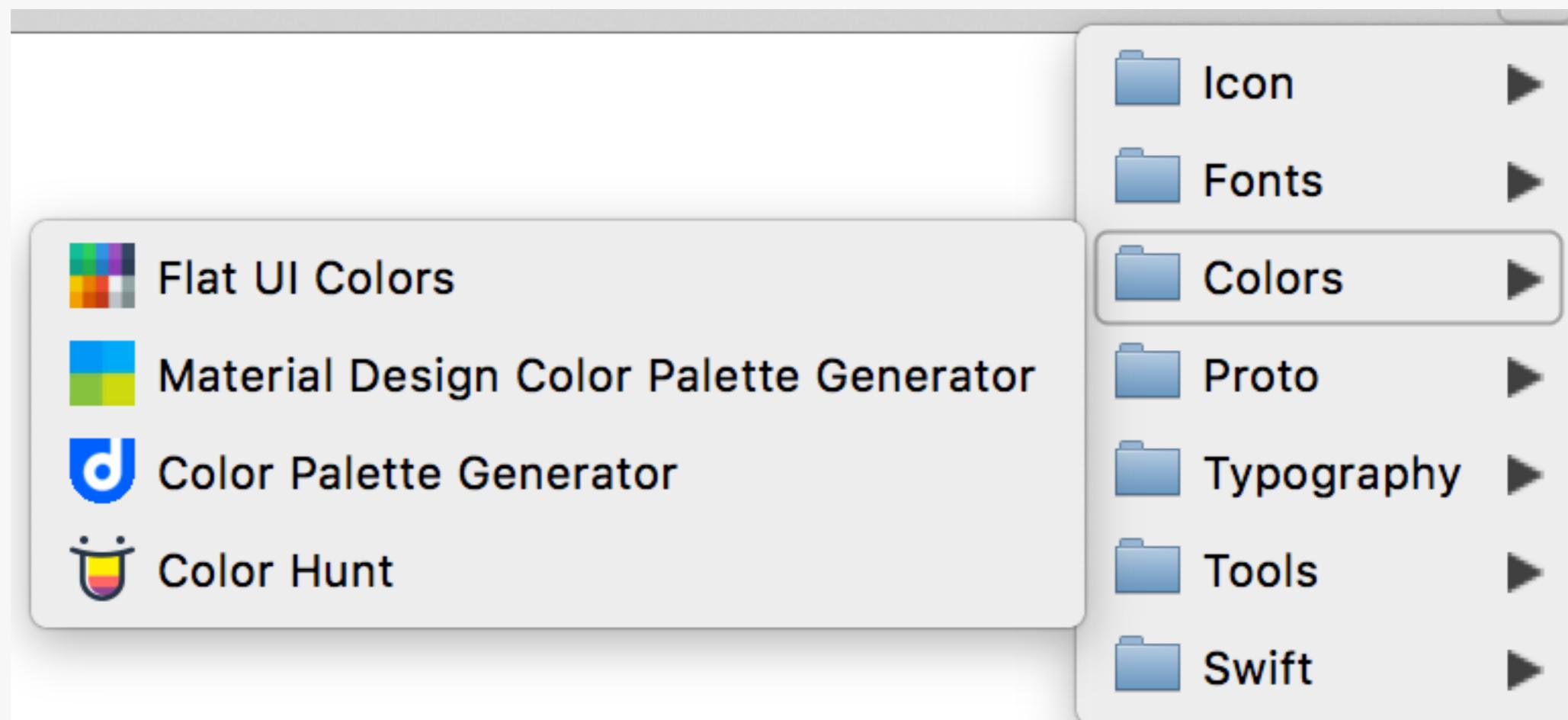
# Dark

1. Don't use absolute black. It's very hard to see the details in pitch black and the contrast can be too high against white.
2. If you must use black, make sure to have variations of dark gray to alleviate the high contrast..
3. Avoid grays when using blue. Dark blue complements blue better than gray.

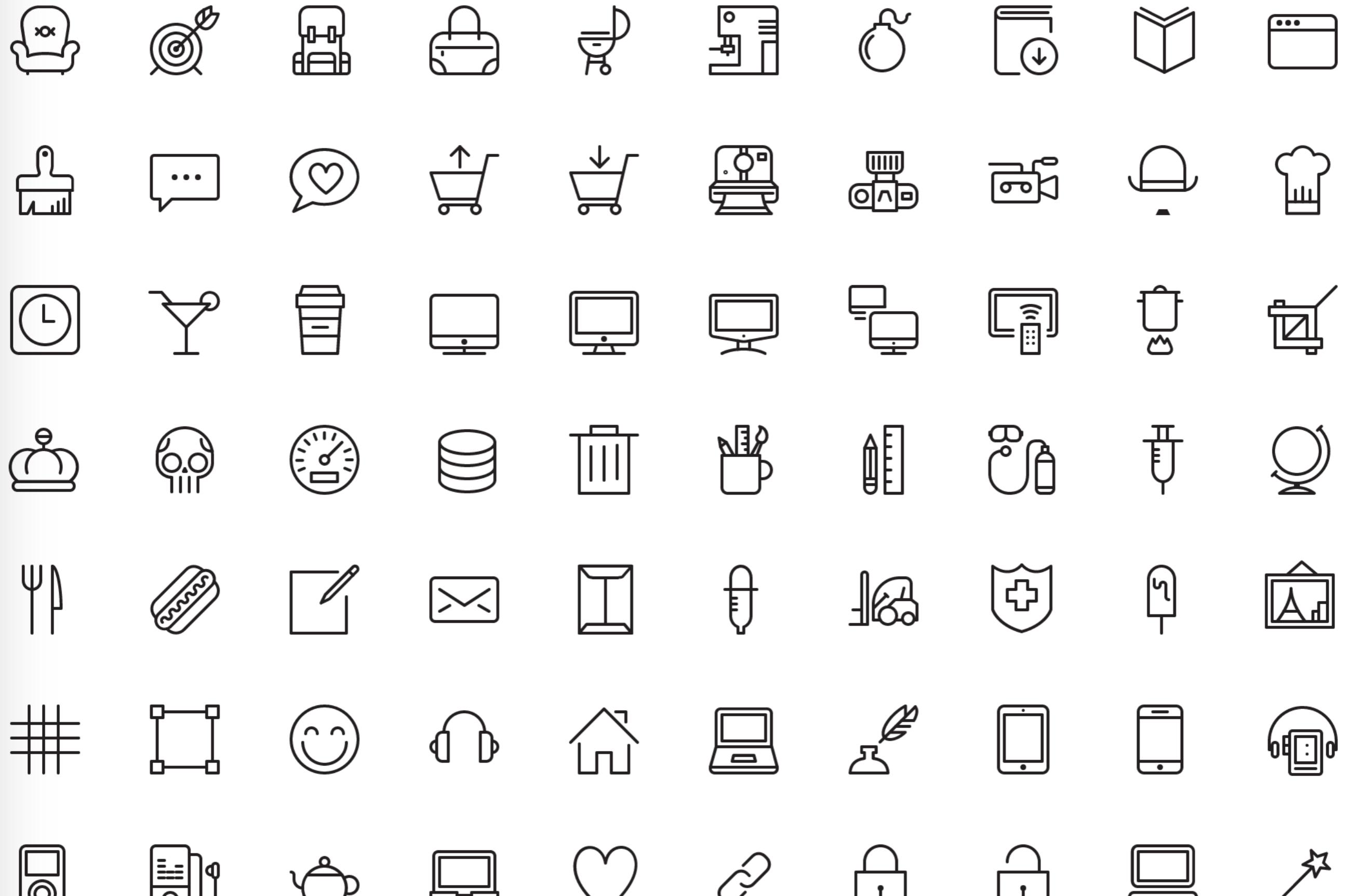
# Light

1. The content should be lighter than the background. Objects in focus are usually better lit than the background.
2. Don't overuse colors. They really grab your attention. Use colors to give importance to buttons and highlighted states.
3. Avoid average colors. 90-100% white is usually the best range.

# HOW TO FIND COLOR IDEAS?



# UI Icons



# Solid



Trash Can



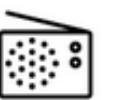
Cloud



Flag



Lock



Radio



Shopping Cart



Trophy



Tools



Cog



Person



Microphone



Camera



Magnifying Glass



Phone



Thumbs Up



Scissors



Star



Key

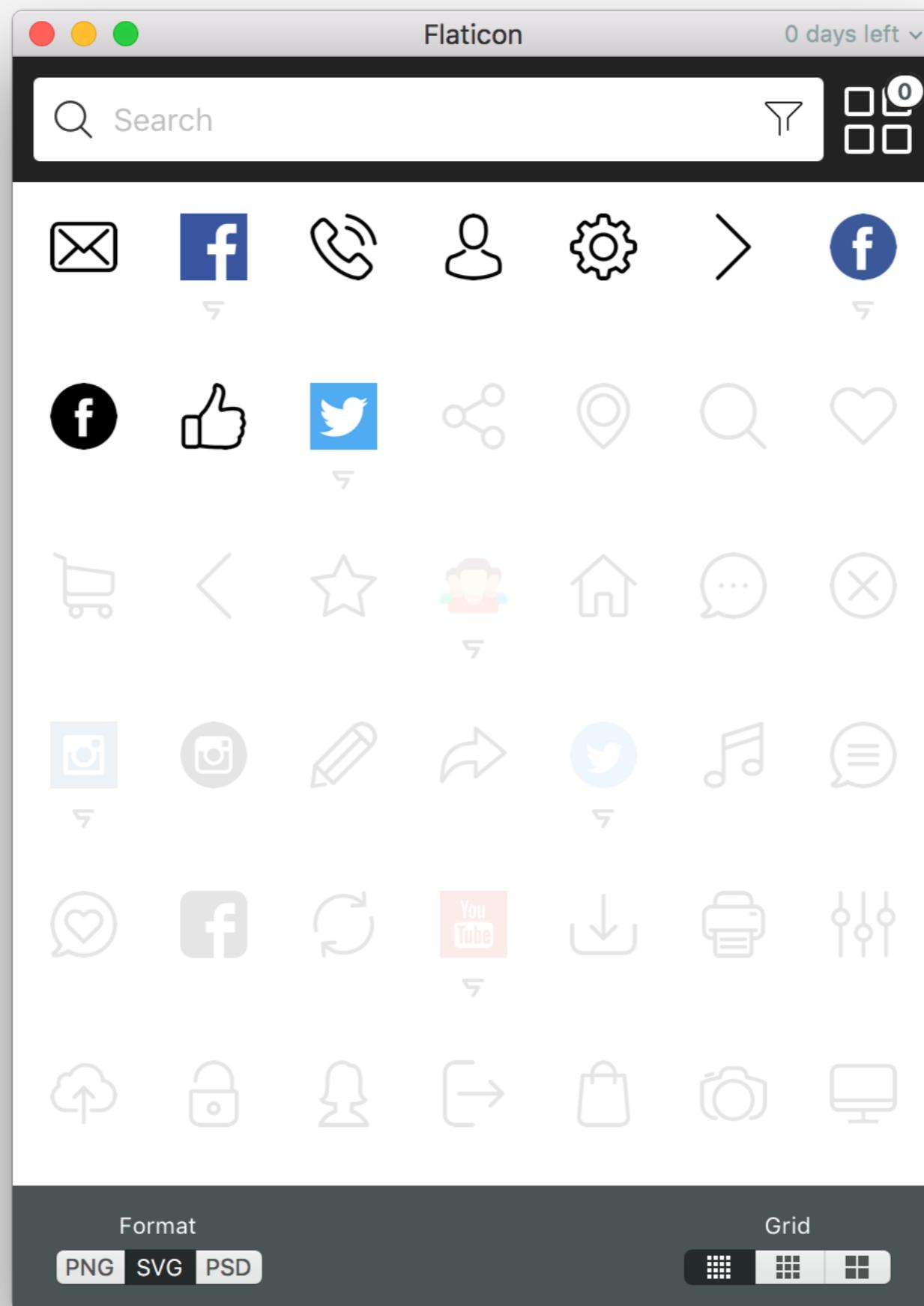


Tags



Speech Bubble

# HOW TO FIND ICONS?





Sketch + Plugins



Demo