

# UI / UX

“A user interface is like a joke. If you have to explain it, it’s not that good”.  
Martin Leblanc



# CHOOSING COLORS

## COMBINING FONTS

### TIPS & TRICKS



# Essential COLOR guidelines

## **3 COLORS MINIMUM**

base, contrast, accents

## **5 COLORS MAXIMUM**

base, contrast, 3 accents

## **OPACITIES**

play with them, but not too much

# Combining **COLORS**



## **COMPLEMENTARY COLORS**

orange & blue, green & purple

## **BE ATTRACTIVE, SEARCH FOR CONTRASTING COLORS**

Complementary, analogous, triadic

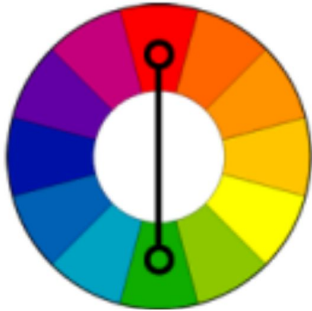
## **INSPIRE YOURSELF**

Marvel movies posters

# Color Combination

**WHAT MAKES A COLOR IS THE COLORS THAT SURROUND IT**

Complementary



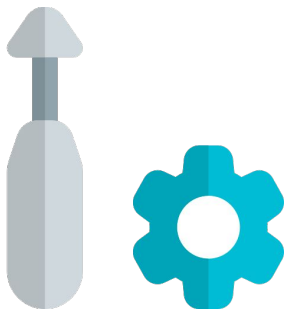
Analogous



Triadic



# Useful TOOLS



## COLOURS

<https://colors.co>

## FLAT UI COLOR PICKER

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

## ADOBE COLORS

<https://color.adobe.com/es/create/color-wheel>

## My Color Space

<https://mycolor.space>

## COLOR Tool - Material

<https://material.io/resources/color>

## Chroma\*\*

<https://gka.github.io/palettes/#/9|s|00429d,96ffea,ffffe0|ffffe0,ff005e,93003a|1|1>



# RULES

## 3 FAMILIES MAX!



You can do less  
but don't do  
more

## 2 SANS SERIF



Don't overwhelm  
the user, sans  
serifs are better  
on screens

## HIERARCHY



Title, subtitle, text  
and stick to it!



# PRODUCTION

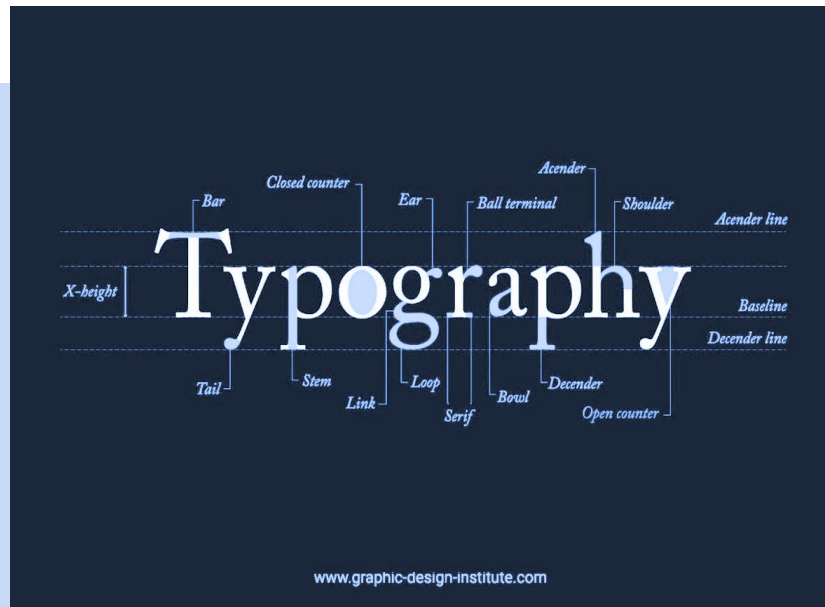
Useful tools

## Fonts

[HTTPS://FONTJOY.COM](https://fontjoy.com)

[HTTPS://FONTPAIR.CO](https://fontpair.co)

[HTTPS://TYP.IO](https://typ.io)



# PRODUCTION

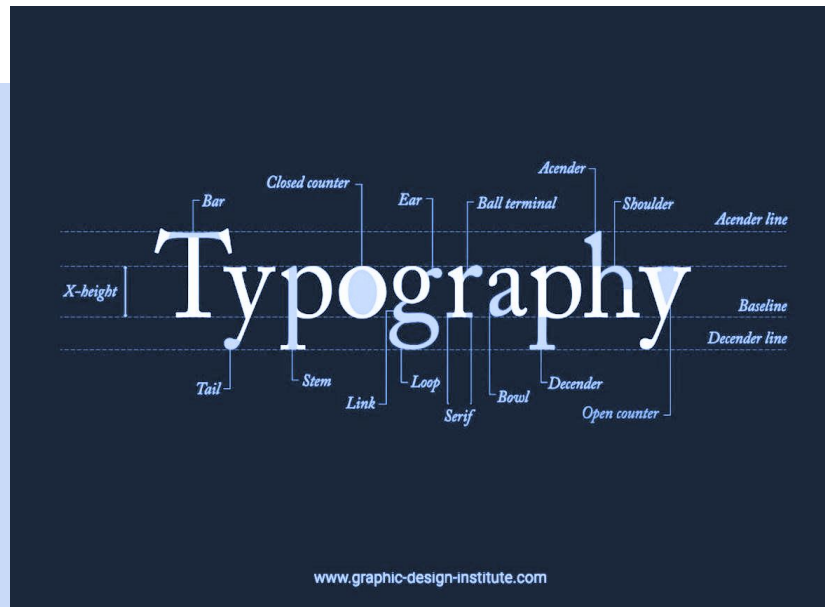
Useful tools

## Contrast check

<https://contrast-finder.tanaguru.com>

<http://colorsafe.co>

<https://www.getstark.co>



# ACTIVITY

## TIME



# ACTIVITY

## description

### Repo link

<https://gitlab.com/jandresgomez16/design-activity>

- 1 Clone and open the Android project
- 2 Choose an appropriate color palette and fonts
- 3 Implement your app's theme using the following guide:  
**<https://developer.android.com/guide/topics/ui/look-and-feel/themes#DefiningStyles>**
- 4 Analyze the impact of your changes in the app's components

# TIPS and TRICKS



Image taken from - [www.unsplash.com/](https://www.unsplash.com/)

# Take into account

## **SIZE MATTERS!**

Text size of course



## **WE READ FROM LEFT TO RIGHT**

So the most  
important things  
should go in the  
left side



## **THE SMALLEST, THE EASIEST**

People don't have  
magnifier glasses  
for their phones,  
make it simple

# Also...



## **NO MORE THAN 3 CLICKS**

I gets boring

## **LONG TEXT, ONE COLOR, NO HOLES**

Beware of the holes left by justification . Do not change the color of the text within it

# NAVIGATION





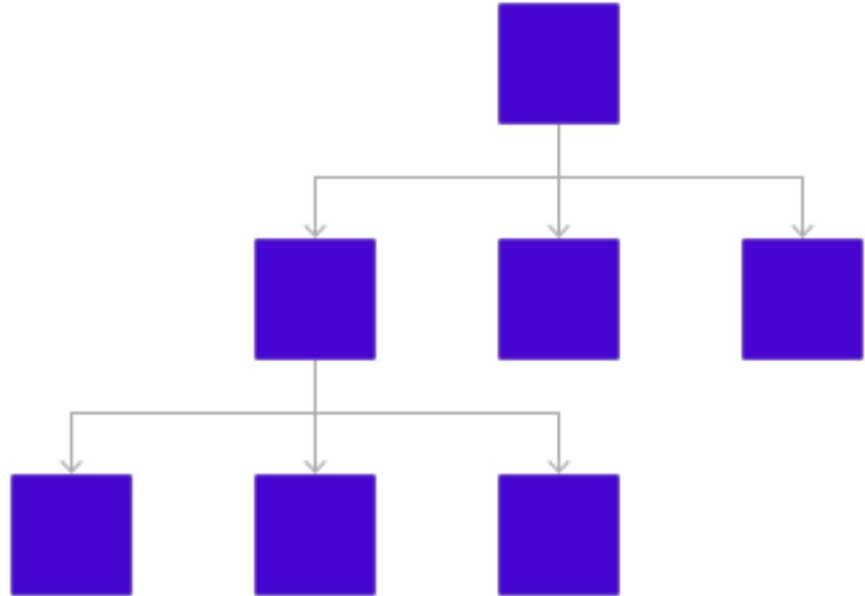
## FROM THE IOS HUMAN INTERFACE GUIDELINES

People tend to be unaware of an app's navigation until it doesn't meet their expectations. Your job is to implement navigation in a way that supports the structure and purpose of your app without calling attention to itself.

Navigation should feel natural and familiar, and shouldn't dominate the interface or draw focus away from content

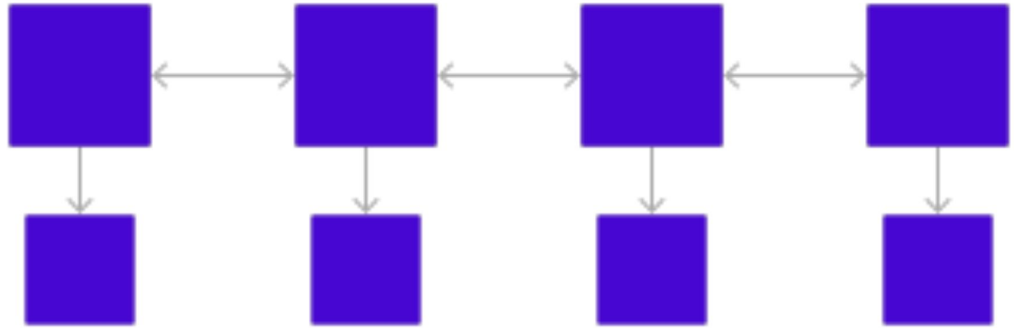
# iOS Navigation types

**Hierarchical**



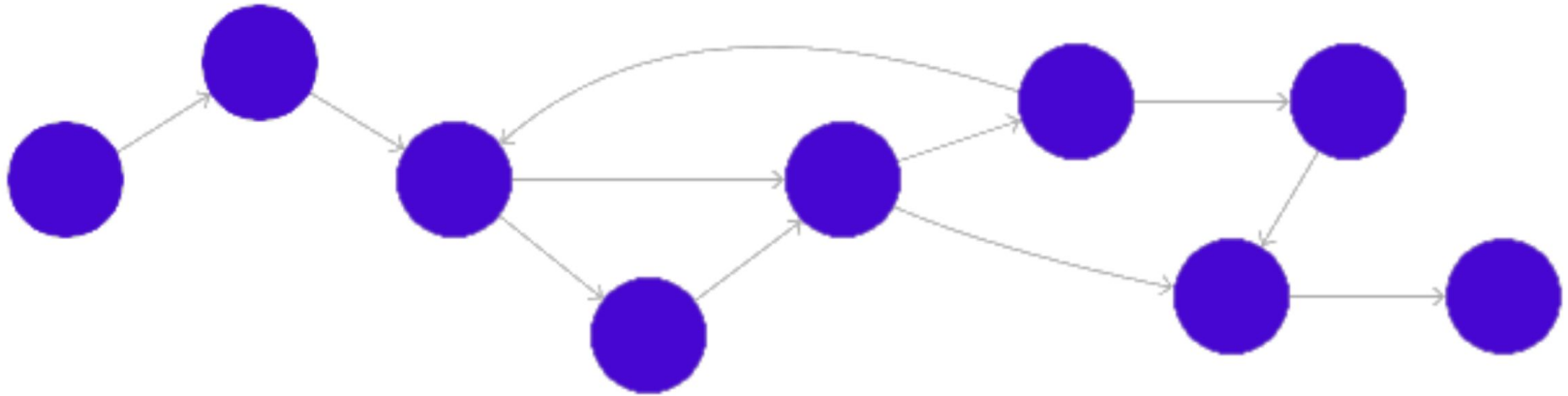
# iOS Navigation types

**Flat**

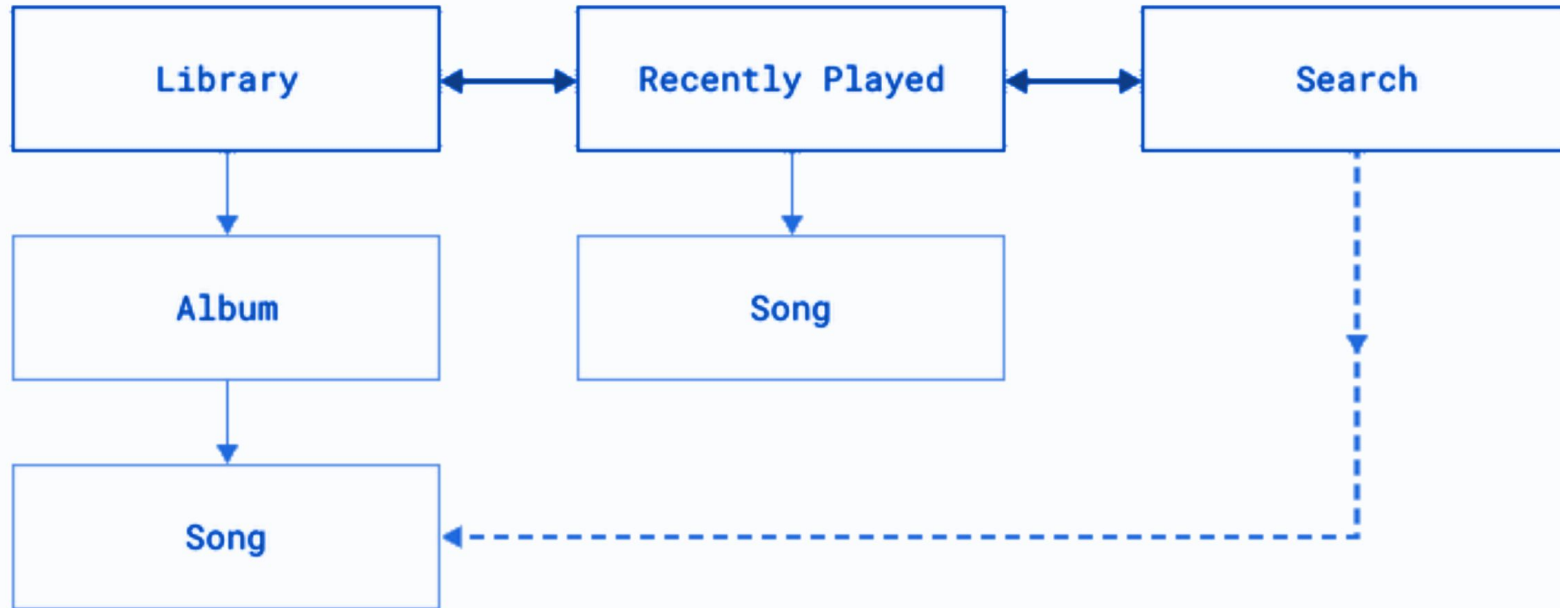


# iOS Navigation types

**Content-driven or Experience-driven**

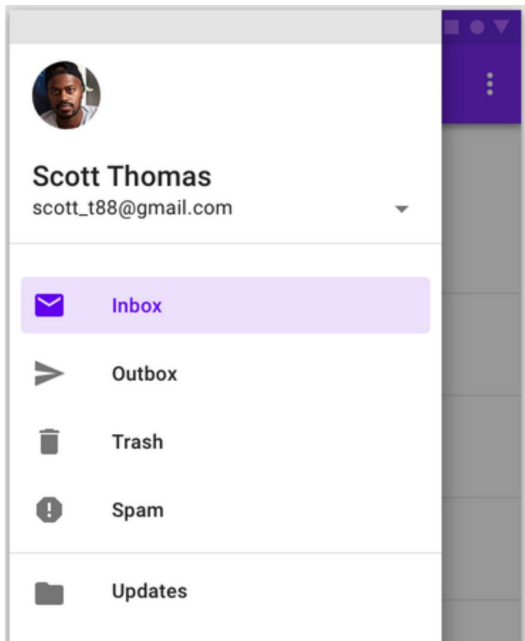


# Material Design Navigational Directions



L  
A  
T  
E  
R  
A  
L

# Lateral component example

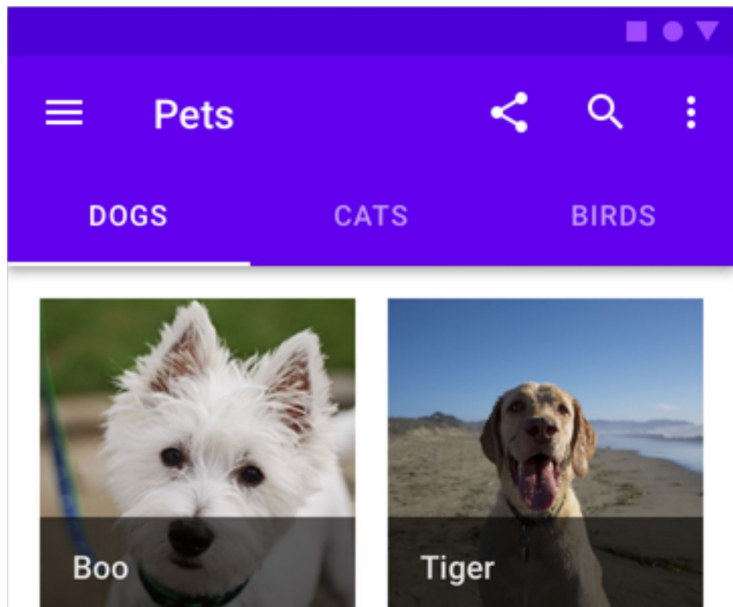


## Navigation drawers

Appropriate for five or more top-levels destinations

Can be used across device sizes for a consistent navigation experience

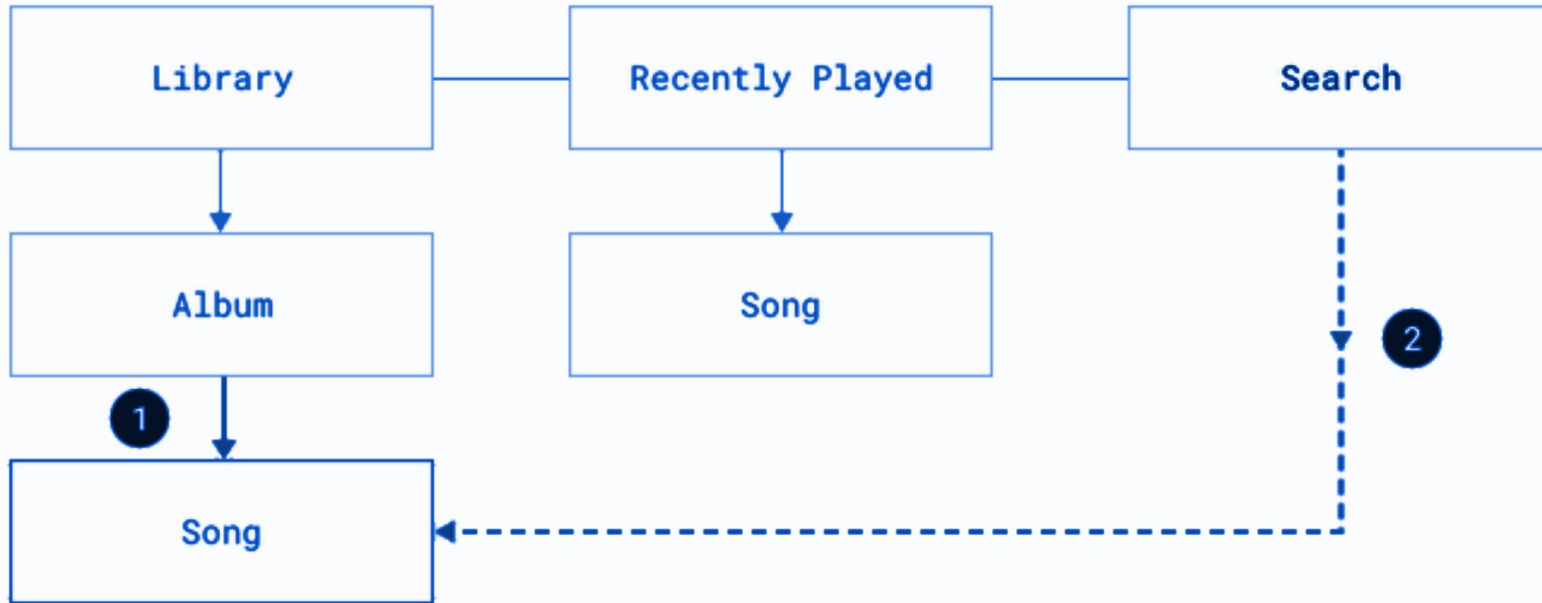
# Lateral component example



## Tabs

Can be used at any level of the app's hierarchy to present two or more peer sets of data across screen sizes

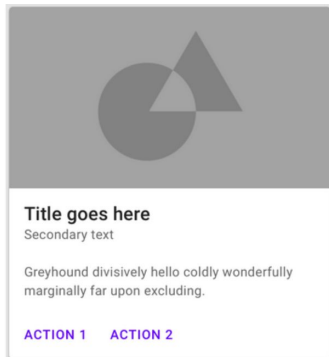
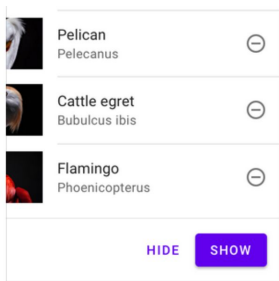
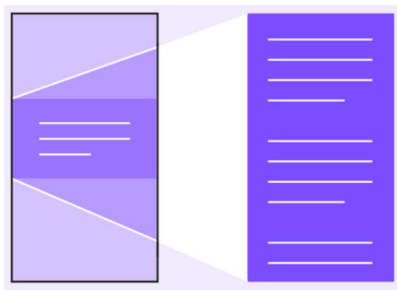
# Material Design Navigational Directions



F  
O  
R  
W  
A  
R  
D



# Forward component example



## Can be implemented using:

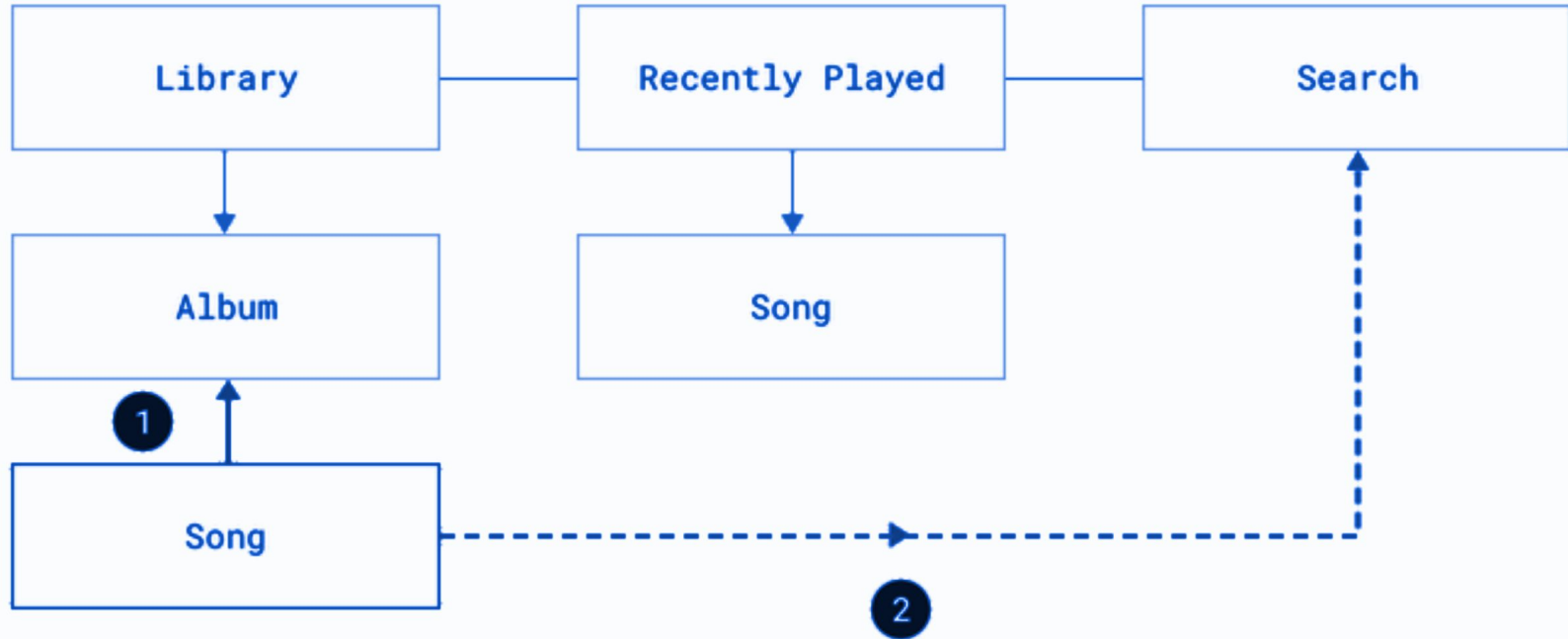
Content containers such as cards, lists, or image list

Buttons that advance to another screen

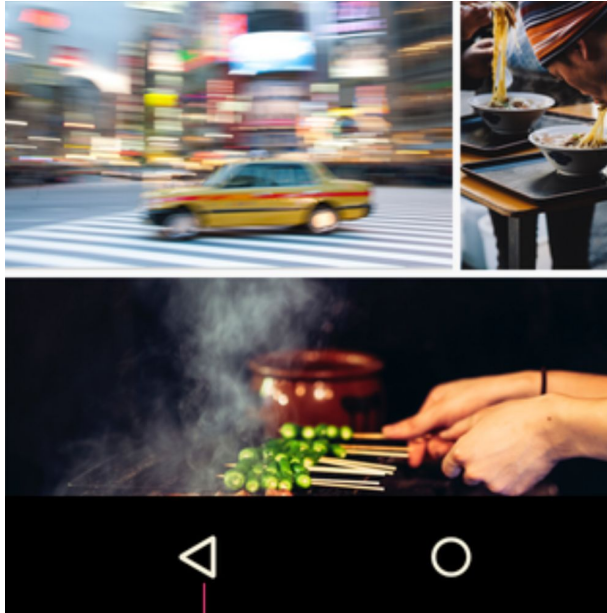
In-app search on one or more screens

Links within content

# Material Design Navigational Directions



# Reverse component example

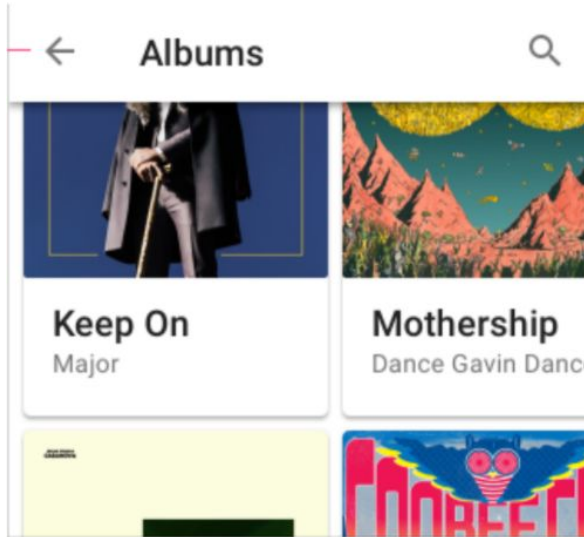


## **Chronological:**

Navigating in reverse order through a user's history of recently viewed screens.

Typically provided by the operating system or platform.

# Reverse component example



## Upward navigation:

Allows user to navigate one level upwards within a single app's hierarchy, until the app's home or top-level screen is reached

Upward navigation should be implemented for all child screens in an app and follow platform guidance.

# Now it's your turn and remember

“If you think good design is  
expensive, you should look at  
the cost of bad design.”

Dr. Ralf Speth

