

# Web Design Fundamentals 1 - Aug 22

## Lesson 1.1 - UX vs UI

### UX (user experience) Design

Goal: seamless experiences for user's positive interaction  
all about how someone feels when using a product or website  
UX is the skeleton (inside)

### UI (user interface) Design

Goal to create and design user interfaces  
All about the presentation or appearance of a product  
UI is the appearance (outside)

## Lesson 1.2 - Wireframes/Mockups/Prototypes

Help designers gauge how to move forward in their process based on feedback

### Wireframes - Low Fidelity

Very basic sketch of a design idea, usually grayscale or black and white

### Mockups - Medium Fidelity

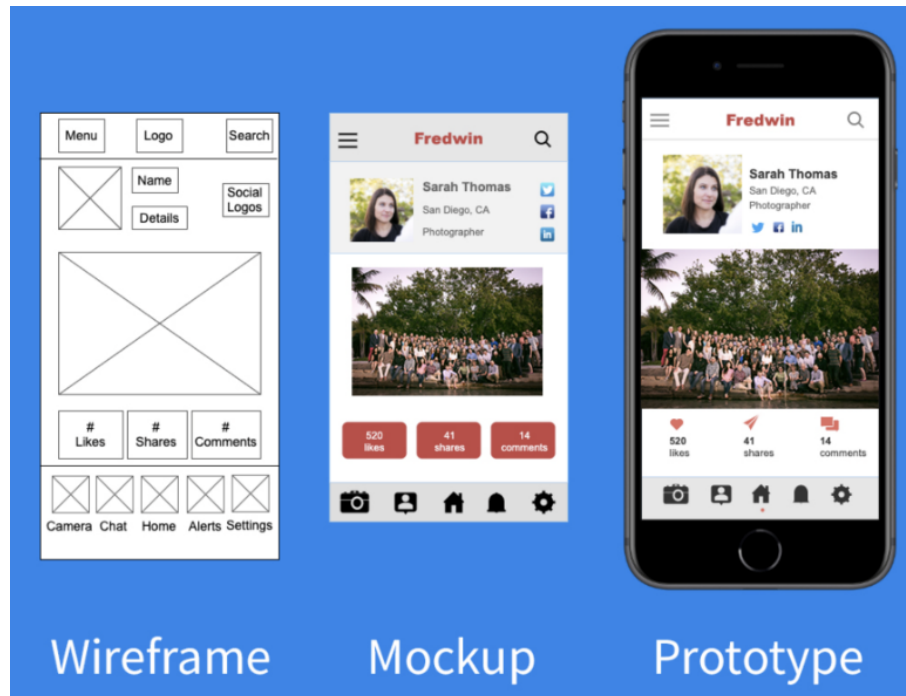
More advanced than a wireframe in the sense that they may include color and buttons but they NOT FUNCTIONAL

Mockups allow for buttons to be moved, photo and text boxes to be laid out and any other features to be visually represented and changed

## Prototypes - High fidelity

Full color, interactive version of the proposed product.

Does not have full functionality but it does function to some degree.



## Lesson 1.3 - Visual Design Tools

Visual Design Tools are used to create wireframes, mockups and prototypes that are presented to stakeholders throughout the design process.

### Adobe XD

Adobe XD is a subscription based design tool for web and mobile applications. Not the most beginner friendly, but powerful.

Video about Adobe XD: <https://www.youtube.com/watch?v=TfdrHObZ8zY>

## Sketch

Design tool only available for MacOS systems. Free trial period if you want to try it out. Allows collaboration and has its own cloud system.

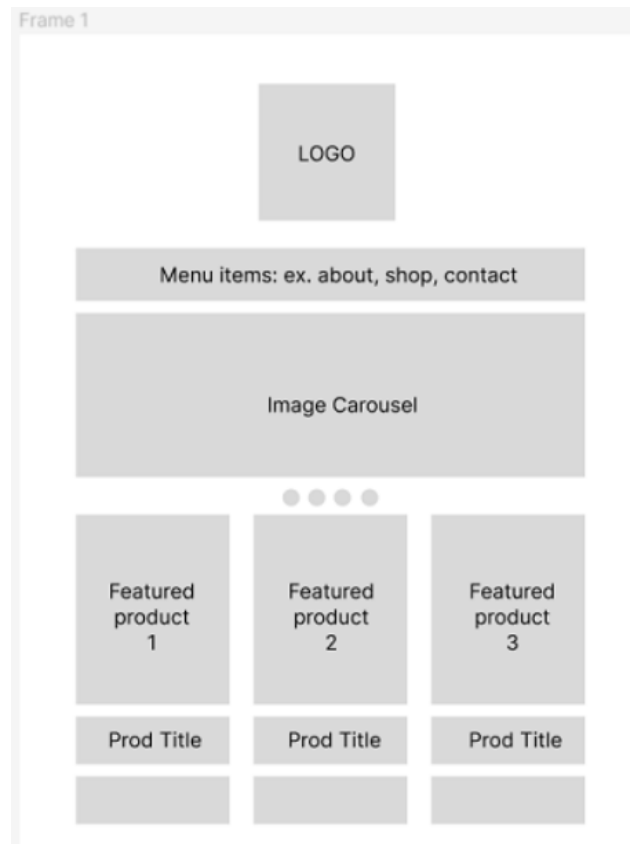
Sketch documentation : <https://www.sketch.com/docs/>

## Lesson 1.4 - Figma

Design tool that is web based and offers real time collaboration, and it's free!

<https://www.figma.com/>

## Making a wireframe in Figma



I recommend you mess around with Figma if you have time, just to get a sense of the different functionalities that it offers.