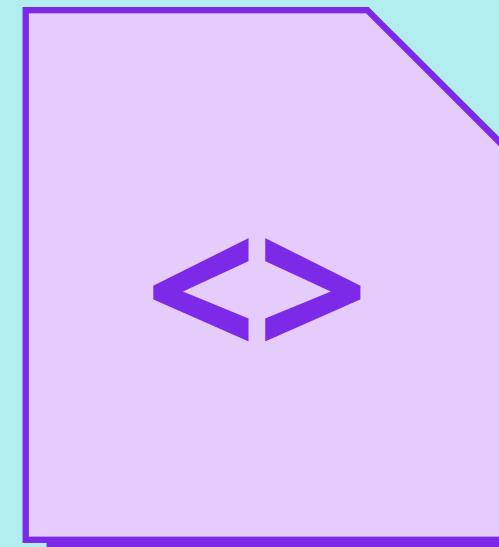
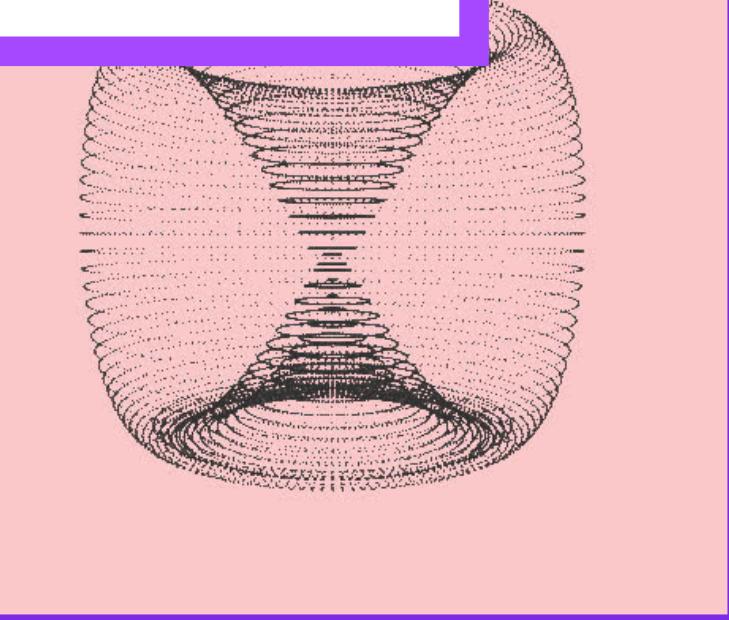


UI/UX #1



UI Fundamentals

Presented by
Sam Parkinson



What's the difference?

UX User Experience

- The "usability" of an app.
Does the app feel logical?
- Who are the users?
- User research (interviews, tests)

UI User Interface

- The graphics and copy-writing
- Visual design: colors, pixels, shadows, etc.
- The "branding" of an app

Aim of UI: Making apps easier

- ensuring users aren't scared
(basic visual design principles)
- make it easier to find things
(visual hierarchy)
- make it easier to do something
(affordances)

Part One:

**Ensuring users
aren't scared:
Graphic basics**

Making your app less scary

Alignment

Humans like like aligned,
consistent patterns

**Using a grid helps great
alignment.**

Fonts

Having a consistent fonts
reduces confusion

Less is more.

Colors

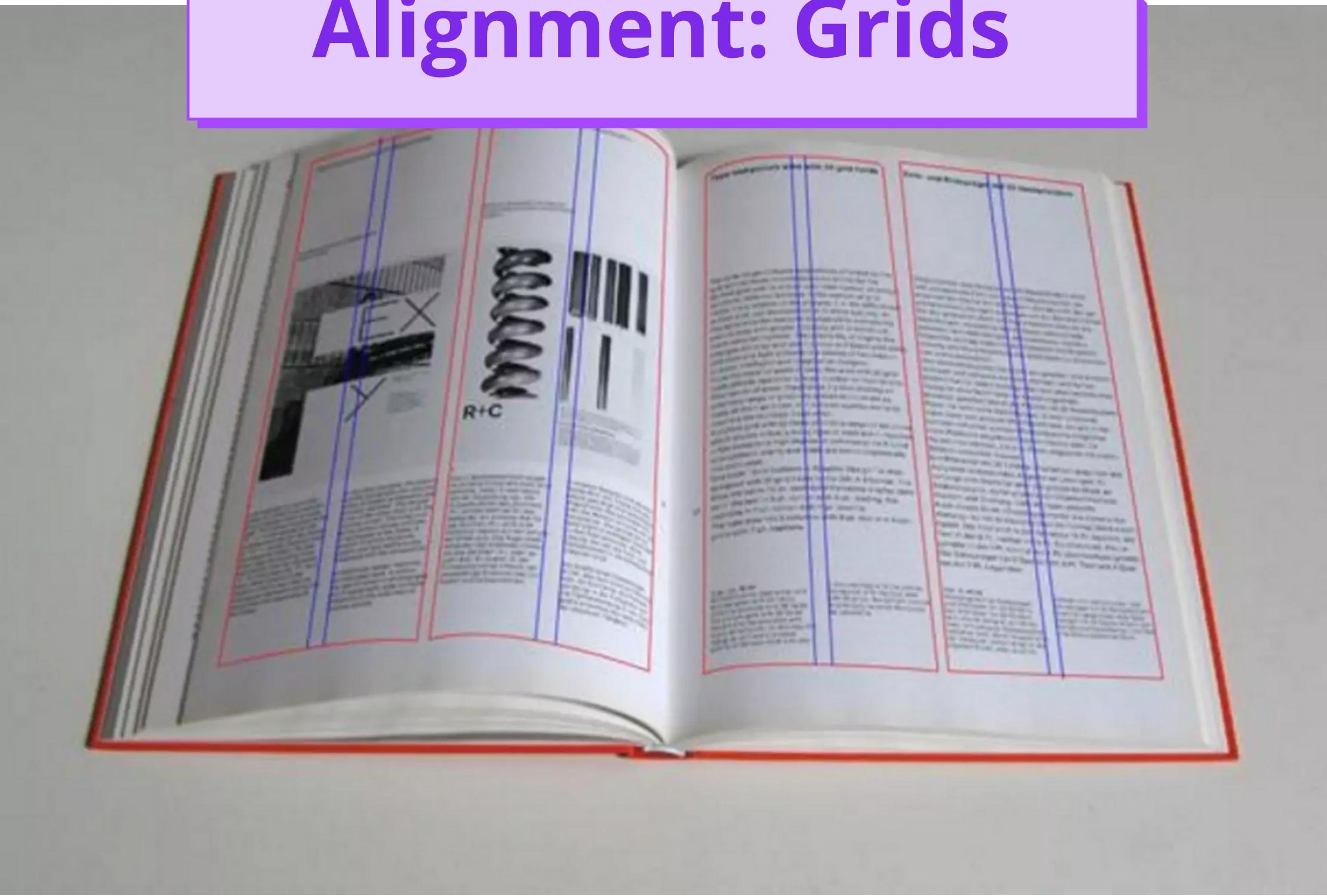
Using a harmonious set of
colors can makes a design
look right.

**Use maths for colors that
look great together.**

Alignment in our World



Alignment: Grids



BBC.com - an example of modern grids:

The screenshot shows the BBC.com homepage with a clean, modern design using a grid layout. At the top, there's a black navigation bar with the BBC logo, a sign-in link, and categories: Home, News, Sport, Reel, Worklife, Travel, Future, Culture, More, and a search bar.

The main content area has a white background. In the top left, a large image of Joe Biden and King Salman of Saudi Arabia is displayed with the headline "Biden raises human rights in call with Saudi king". Below this, a sub-headline reads: "The murder of exiled Saudi journalist Jamal Khashoggi in 2018 still overshadows US-Saudi relations." To the right of this main image are four smaller cards: "Ex-US Olympics coach found dead after sex charges" (US), "Can Asia help Myanmar find a way out of coup crisis?" (ASIA), "Is sleep the new self-care?" (WORKLIFE), and "The return of a once-dying lake" (FUTURE PLANET).

Below the main image, there's a section titled "News" with three items:

- A video thumbnail of a stadium at night with the headline "Biden approves airstrike on Iran-backed militias" and the category "MIDDLE EAST".
- An aerial view of a dense green forest with the headline "Amazon rainforest plots illegally sold on Facebook" and the category "TECHNOLOGY".
- A photograph of a building with many people on balconies, with a play button icon, and the headline "Fijian team sings moving tribute to quarantine staff" and the category "AUSTRALIA".

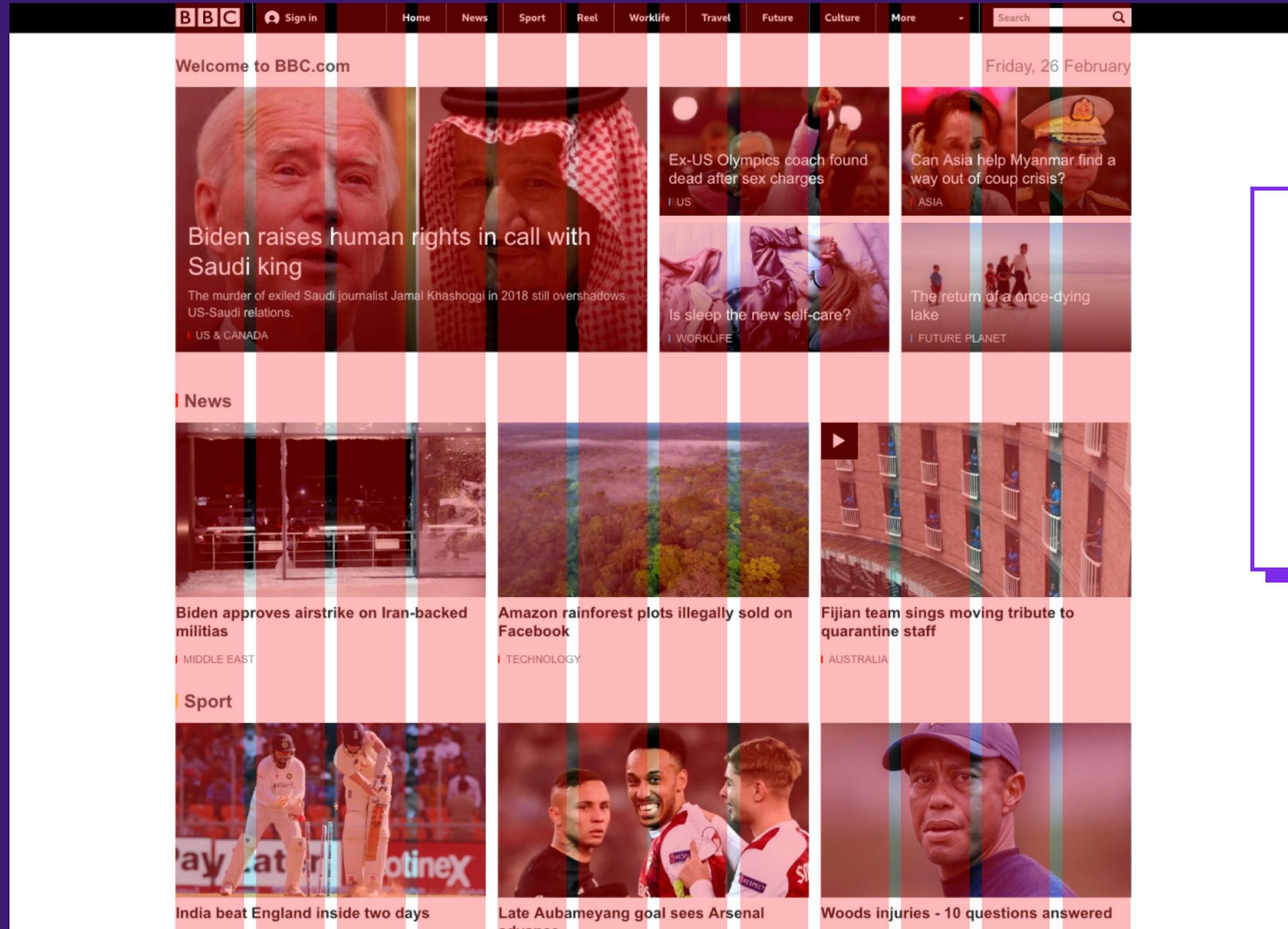
At the bottom, there's a "Sport" section with three items:

- A cricket match thumbnail with the headline "India beat England inside two days".
- A football player thumbnail with the headline "Late Aubameyang goal sees Arsenal advance".
- A portrait of Tiger Woods with the headline "Woods injuries - 10 questions answered".

BBC.com - an example of modern grids:

12 columns

16px gap
between
columns



1200px limit (for readability)

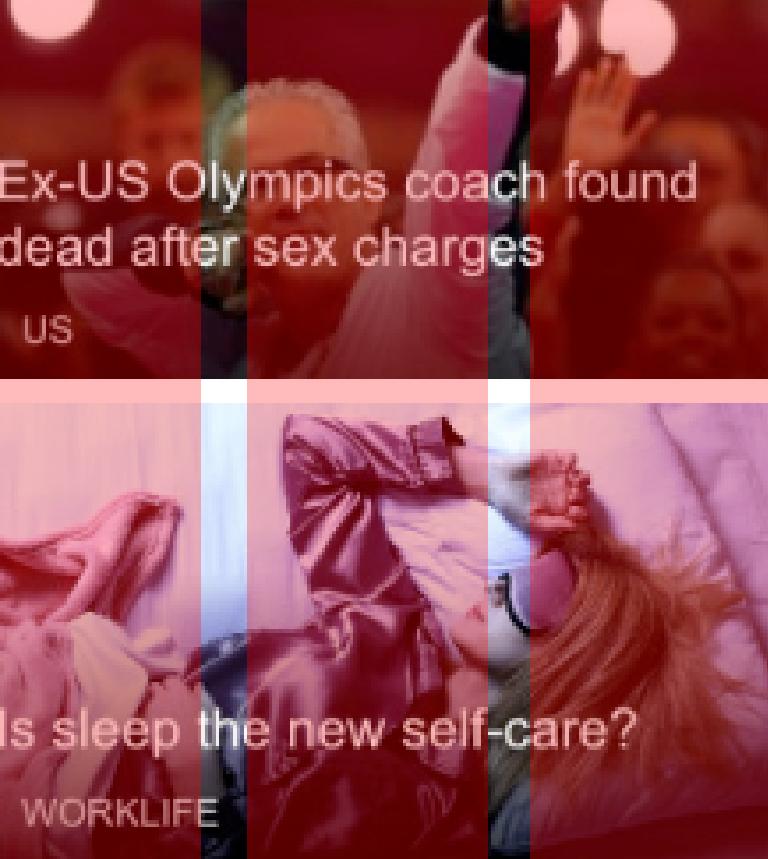
12 columns is a common grid, because it can be divided into 1, 2, 3, 4 or 6 cleanly!



Biden raises human rights in call with Saudi king

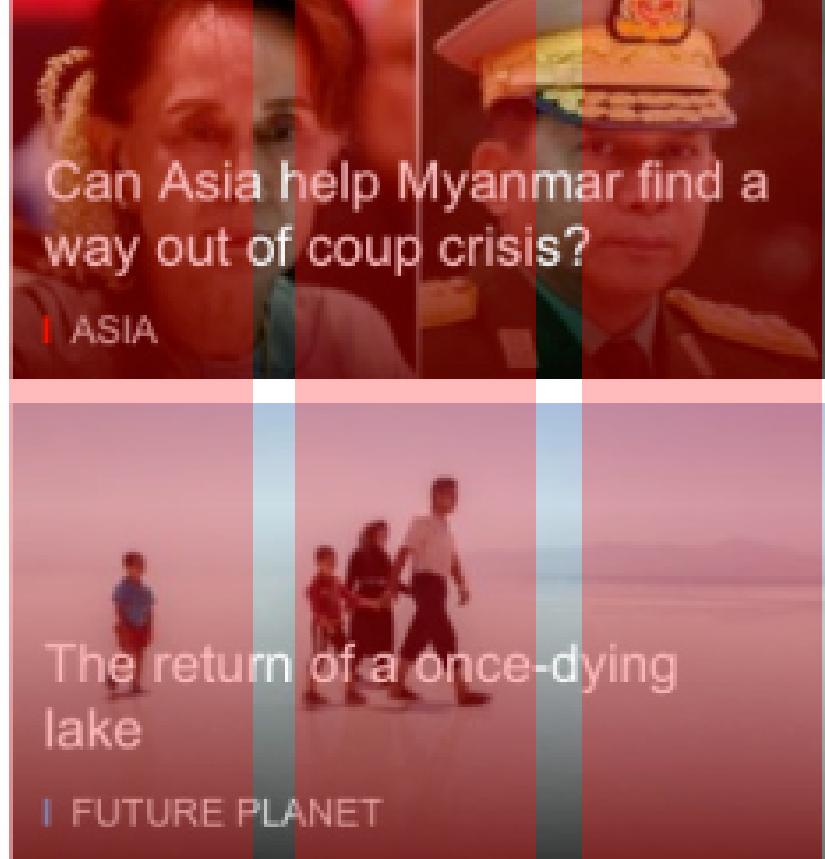
The murder of exiled Saudi journalist Jamal Khashoggi in 2018 still overshadows US-Saudi relations.

| US & CANADA



Ex-US Olympics coach found dead after sex charges

| US



Can Asia help Myanmar find a way out of coup crisis?

| ASIA



Is sleep the new self-care?

| WORKLIFE



The return of a once-dying lake

| FUTURE PLANET

| News



Biden approves airstrike on Iran-backed militias

| MIDDLE EAST



Amazon rainforest plots illegally sold on Facebook

| TECHNOLOGY



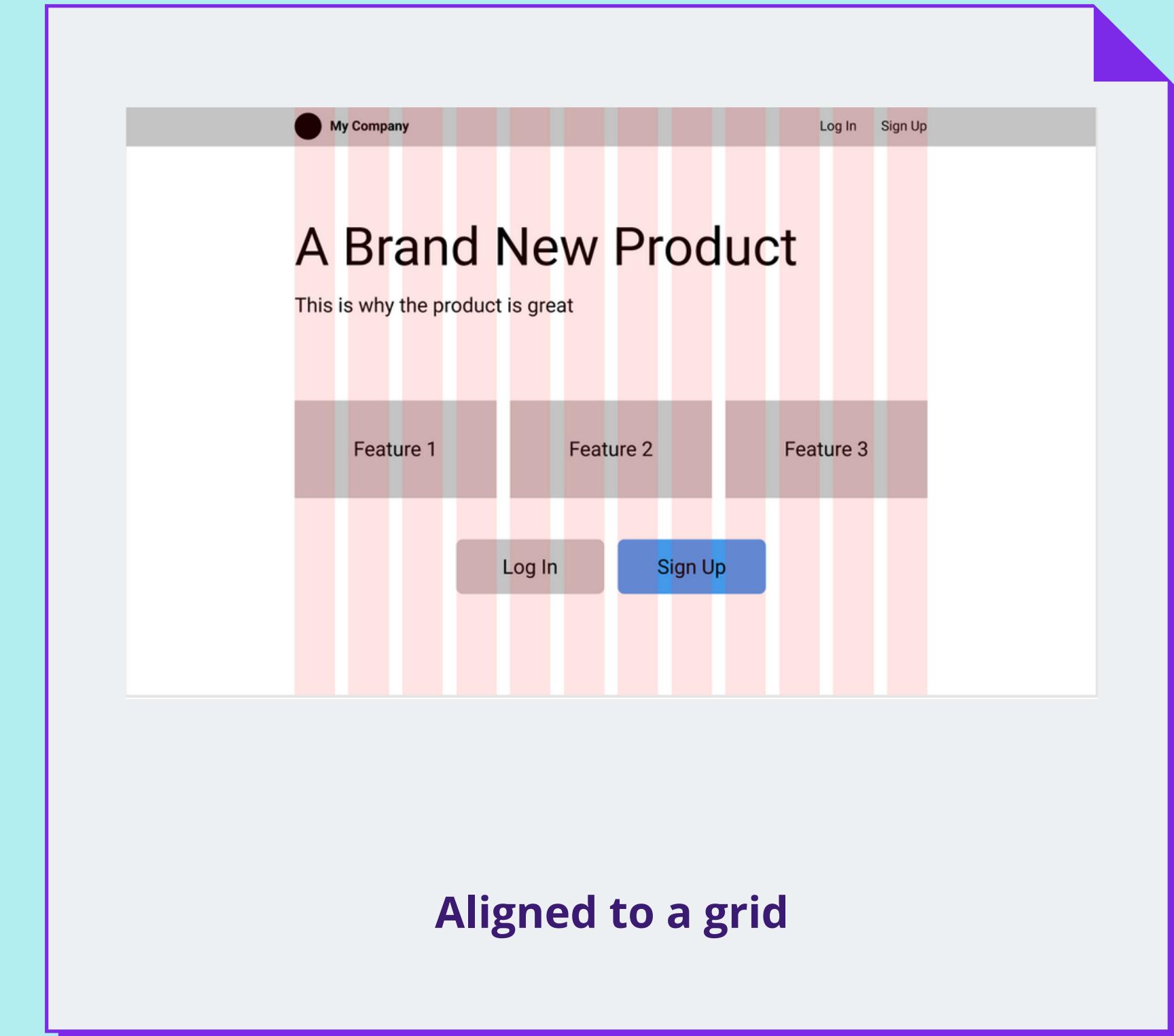
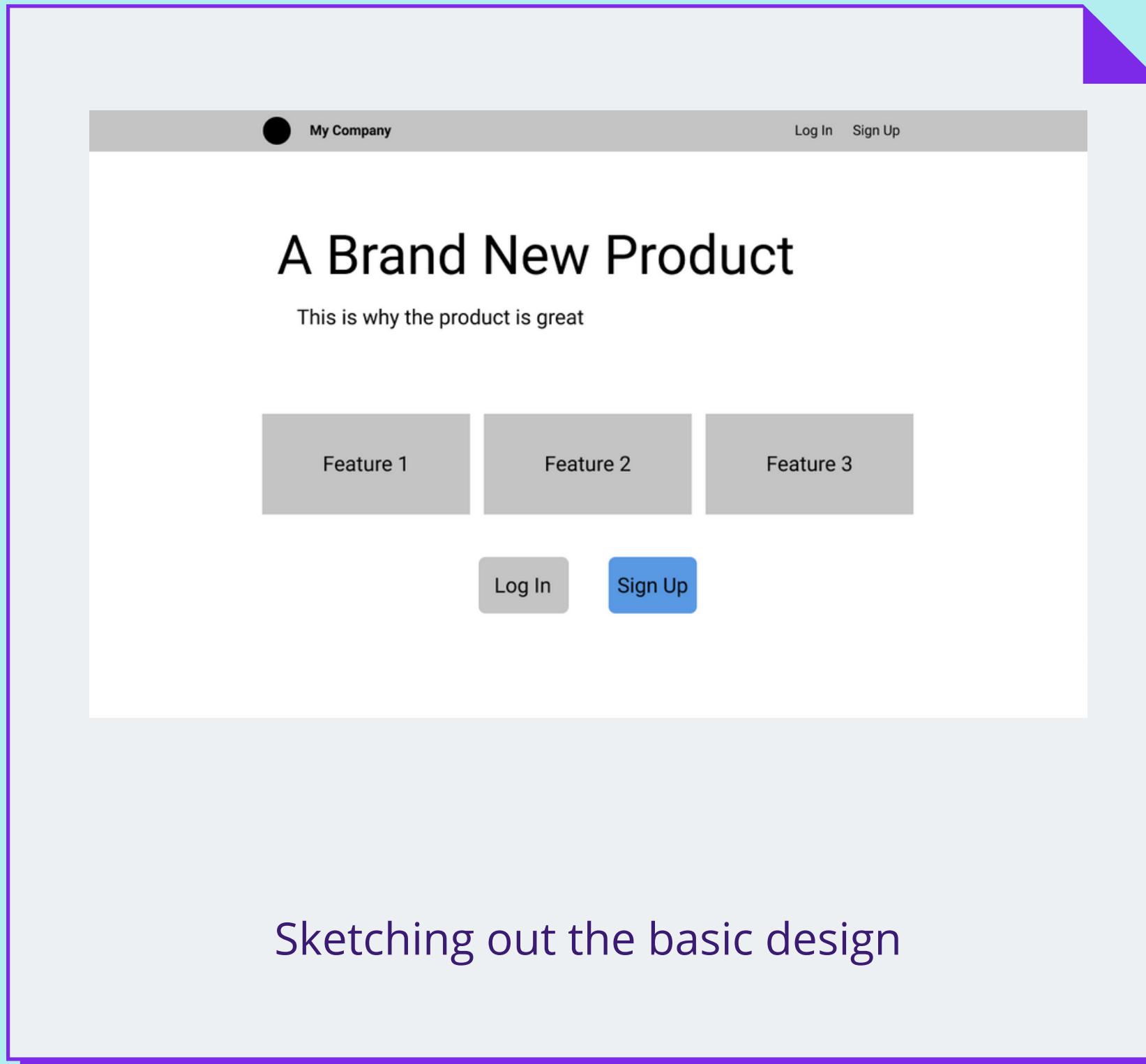
Fijian team sings moving tribute to quarantine staff

| AUSTRALIA

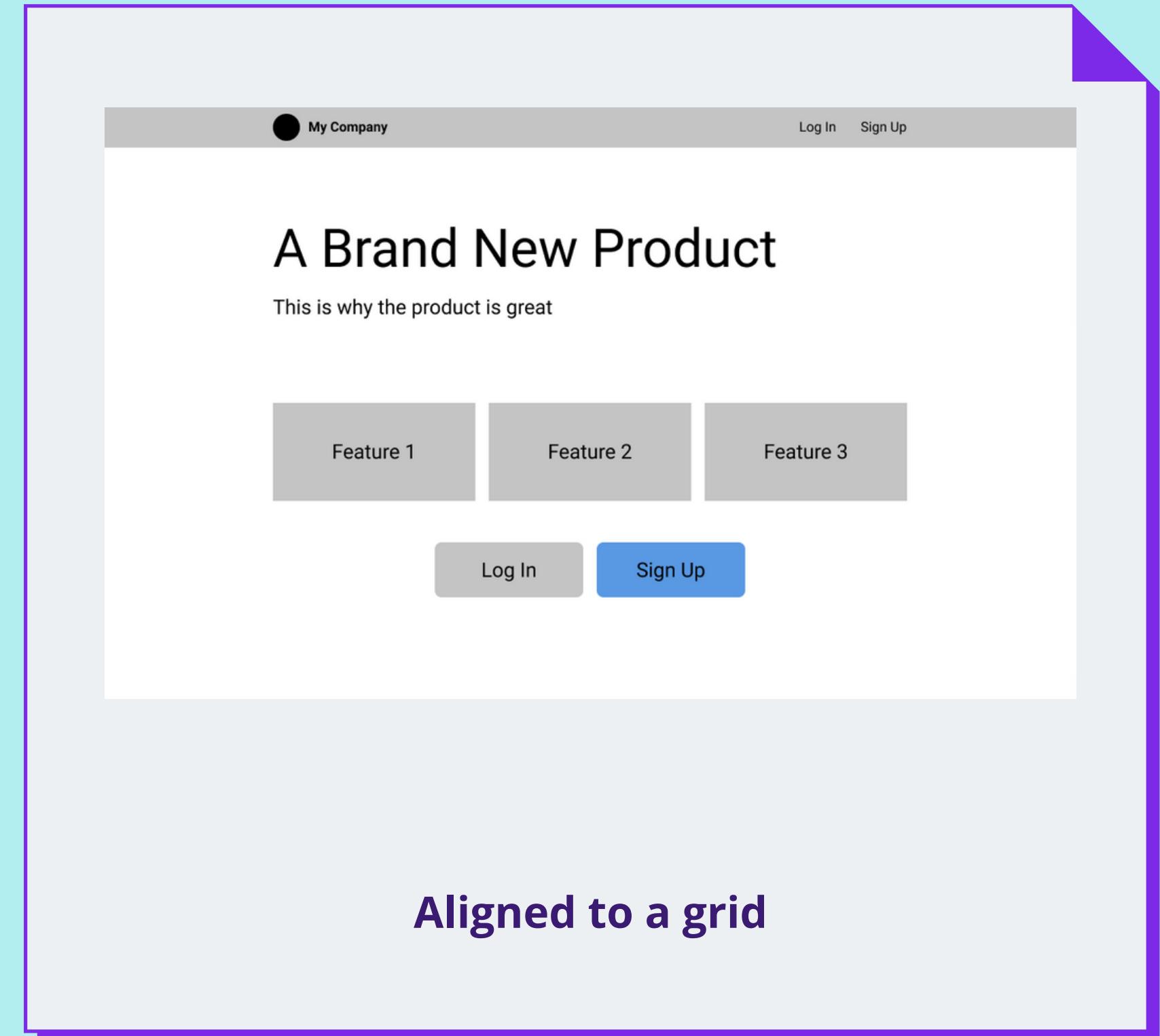
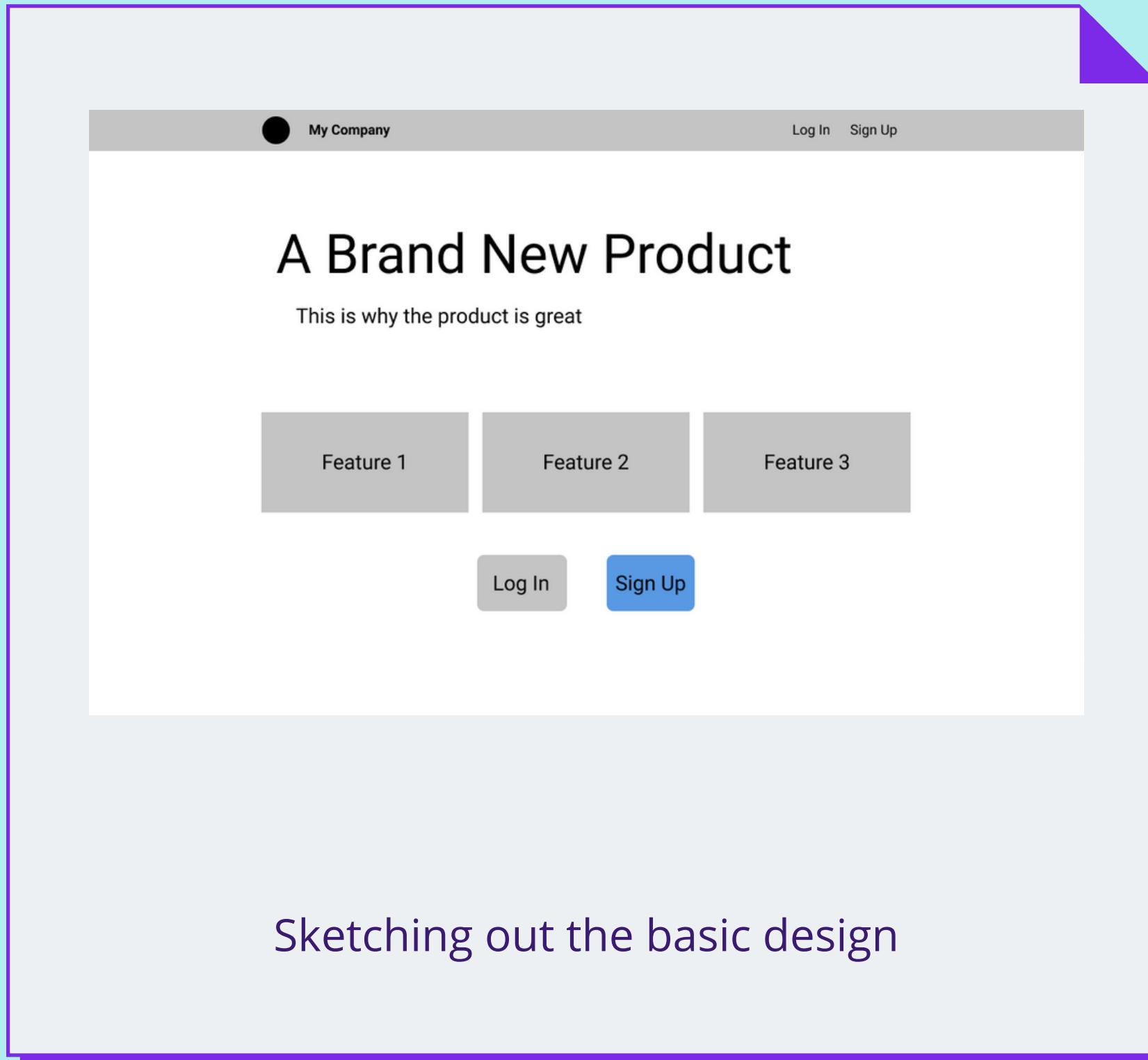
| Sport



Example of using a grid



Example of using a grid



Typography

Less is more. Create consistency by limiting the number of different text stylings.

In particular, use at most 2 different font families. Choose a nice **font** or **font pairing**.

LEAGUE SPARTAN

Libre Baskerville

Libre Baskerville. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Made in  Canva

Scale Category	Typeface	Weight	Size	Case	Letter spacing
H1	Roboto	Light	96	Sentence	-1.5
H2	Roboto	Light	60	Sentence	-0.5
H3	Roboto	Regular	48	Sentence	0
H4	Roboto	Regular	34	Sentence	0.25
H5	Roboto	Regular	24	Sentence	0
H6	Roboto	Medium	20	Sentence	0.15
Subtitle 1	Roboto	Regular	16	Sentence	0.15
Subtitle 2	Roboto	Medium	14	Sentence	0.1
Body 1	Roboto	Regular	16	Sentence	0.5
Body 2	Roboto	Regular	14	Sentence	0.25
BUTTON	Roboto	Medium	14	All caps	1.25
Caption	Roboto	Regular	12	Sentence	0.4
OVERLINE	Roboto	Regular	10	All caps	1.5

Creating a palette / table of types can ensure consistency throughout a project.

Example of a app color palette

The slide features a color palette on the left and a UI mockup on the right.

Color Palette:

- Primary: Purple (#6200EE)
- Secondary: Teal (#03DAC5)
- Grayscale: 500 (#3700B3), 700 (#3700B3), 200 (#6200EE)

UI Mockup: A mobile application interface titled "Analytics". It displays various performance metrics:

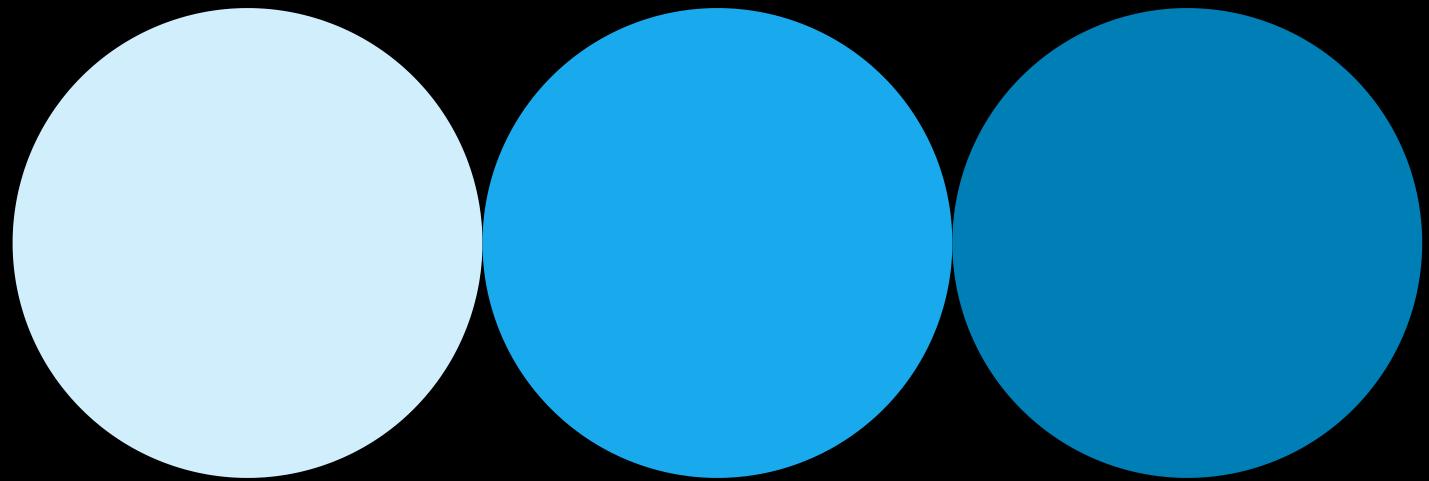
- Marketing: 123.4 M
- Conversion: 537 (+22% of target)
- Sales: 345.8 M (+11% of target)
- Users: 45.5 M
- Sessions: 23,242
- Pageviews: 12%
- Avg. session: 4:53 H (+56.6% of target)
- Bounce rate: 12%

Text:

Primary hue with variants,
Secondary hue,
Grayscales

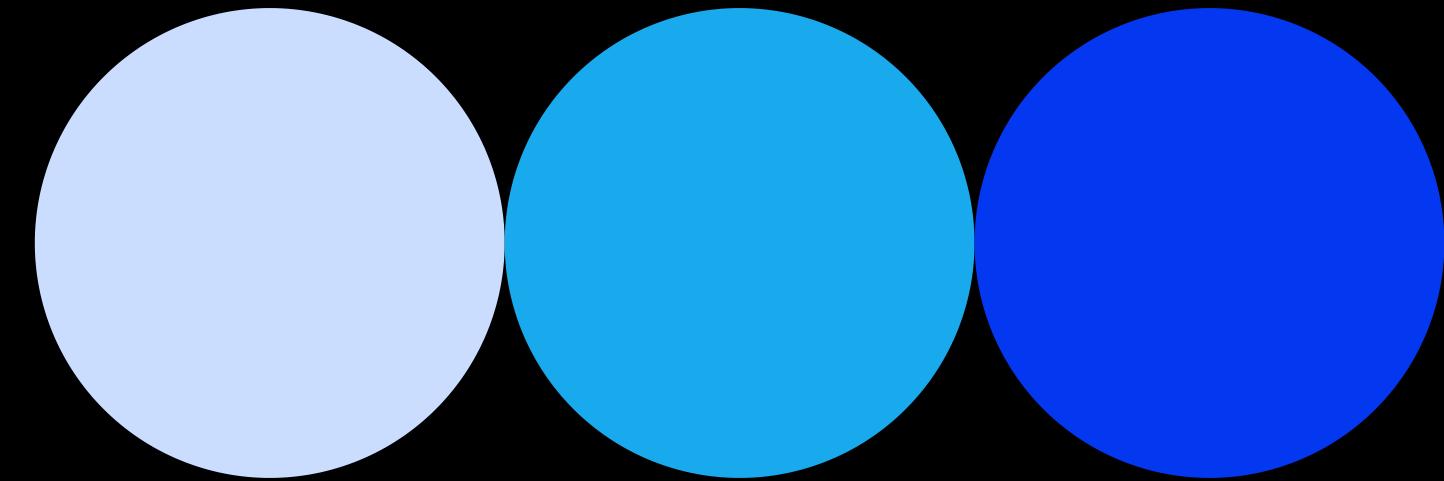
Generally, apps have a constrained color palette. This creates a sense of cohesion. Choosing a palette of colors beforehand helps achieve that.

Harmonious Colors



Harmonious

pleasing variants, when you
need a lighter/darker colors

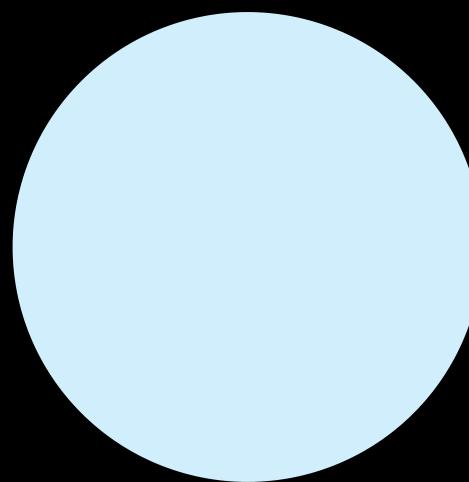


Not Harmonious

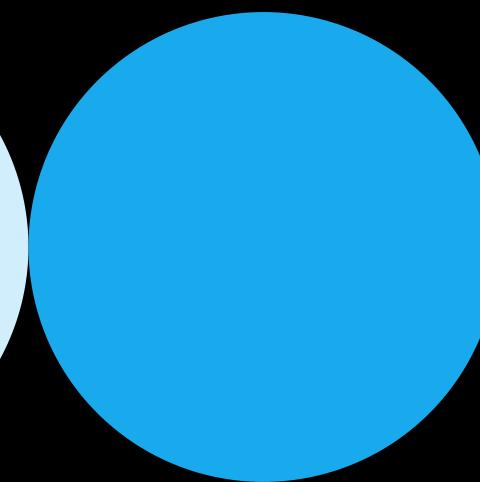
distract users, because they don't
look like the same color

Great talk for more depth: <https://www.youtube.com/watch?v=AS1OHMW873s>

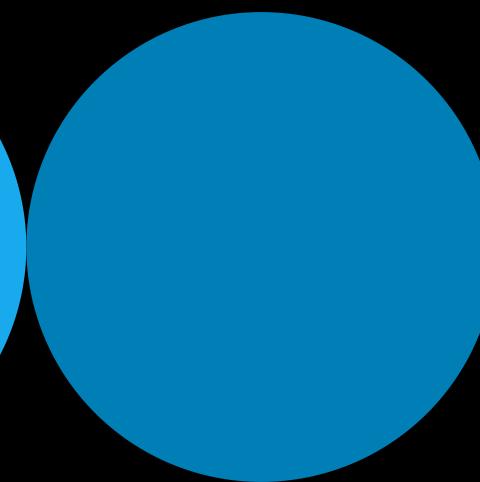
Harmonious Colors



209, 238, 252

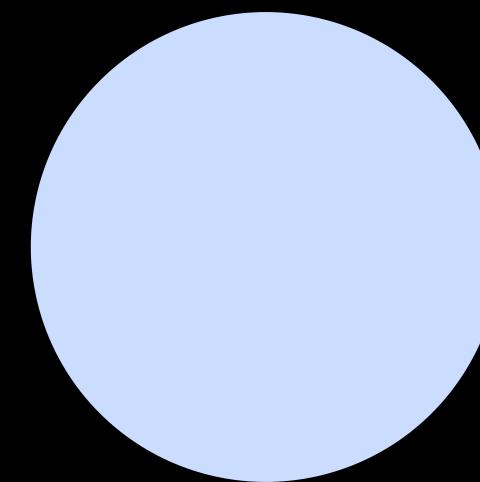


25, 170, 238

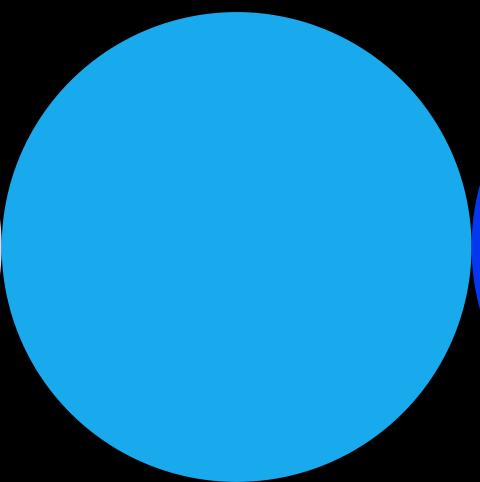


0, 126, 182

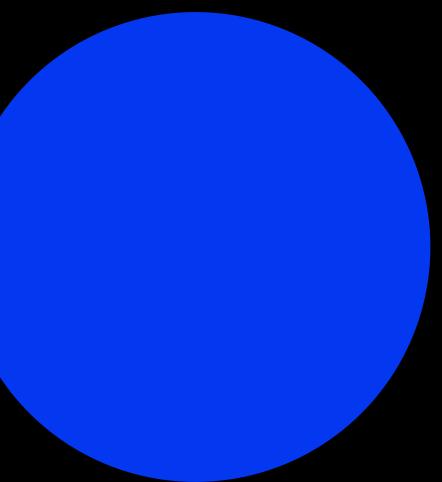
RGB value
(= hex code)



203, 221, 255



25, 170, 238



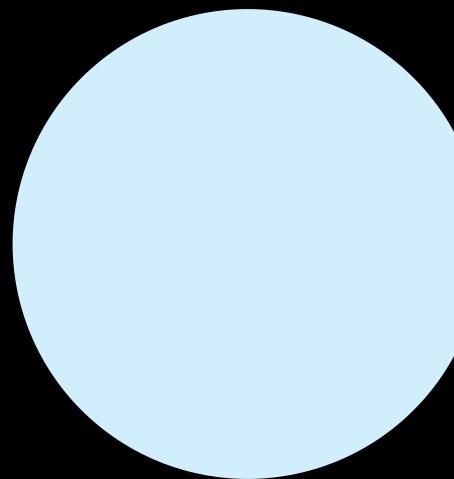
4, 55, 240

Harmonious

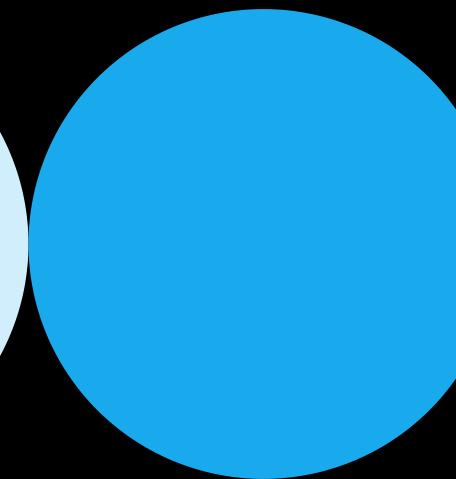
Not Harmonious

Who does the left look better?

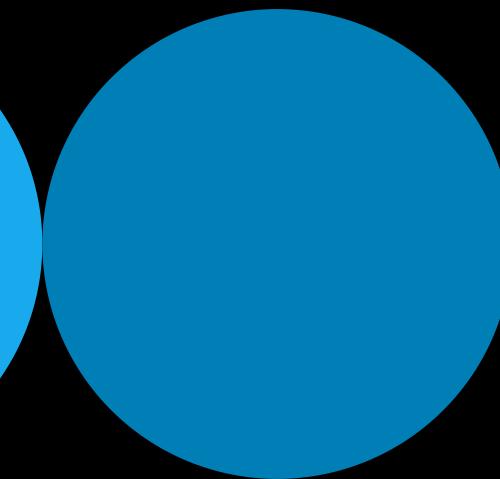
Harmonious Colors



209, 238, 252
199, 86, 90

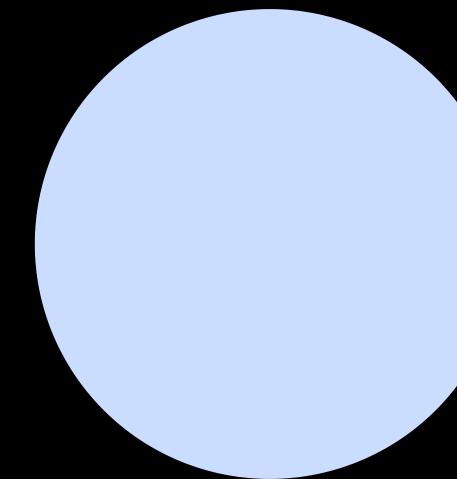


25, 170, 238
199, 86, 51

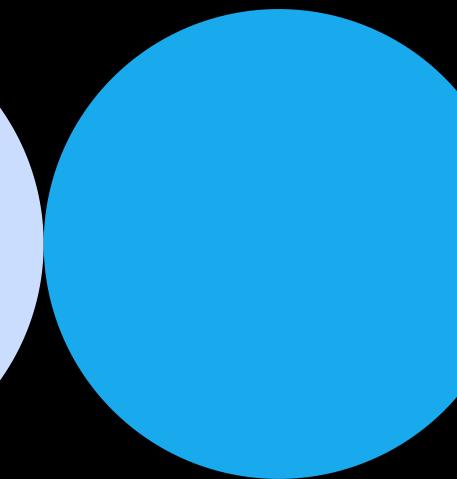


0, 126, 182
199, 100, 35

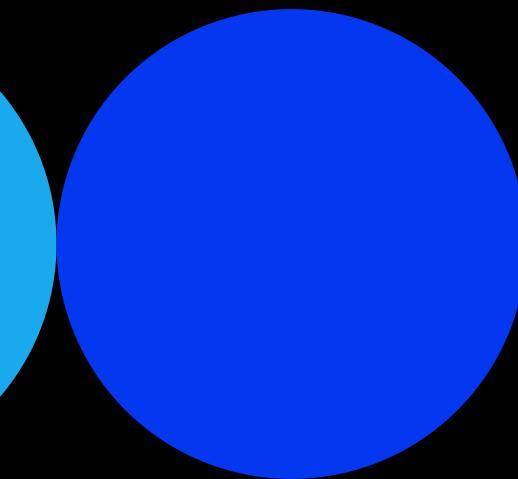
RGB value
HSL value



203, 221, 255
230, 100, 89



25, 170, 238
199, 86, 51



4, 55, 240
277, 96, 47

Harmonious

I.e. the HUEs are the same

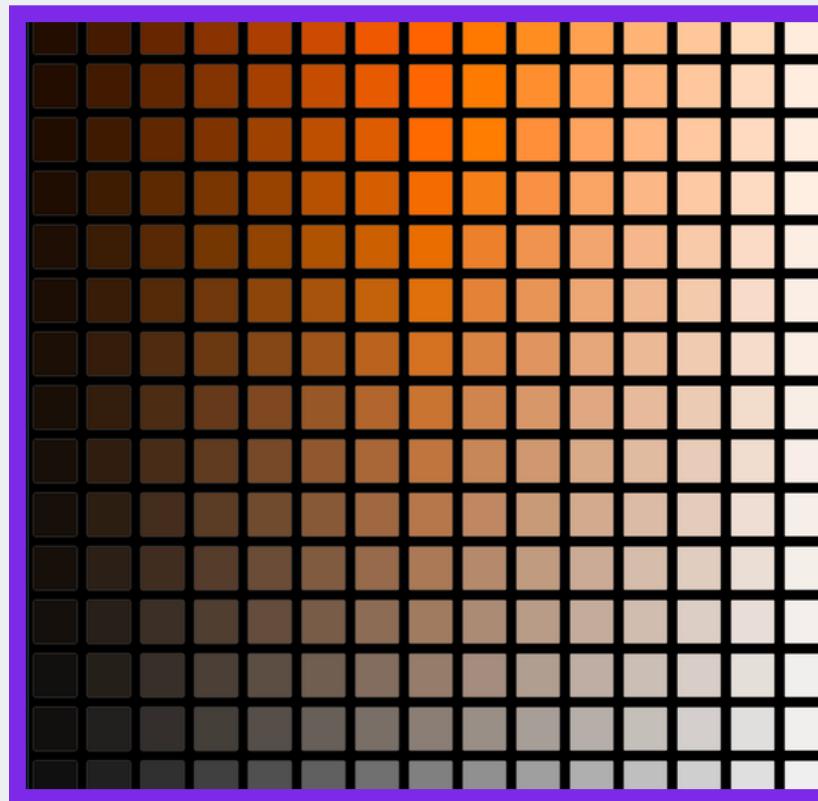
Not Harmonious

I.e. the HUEs are not the same

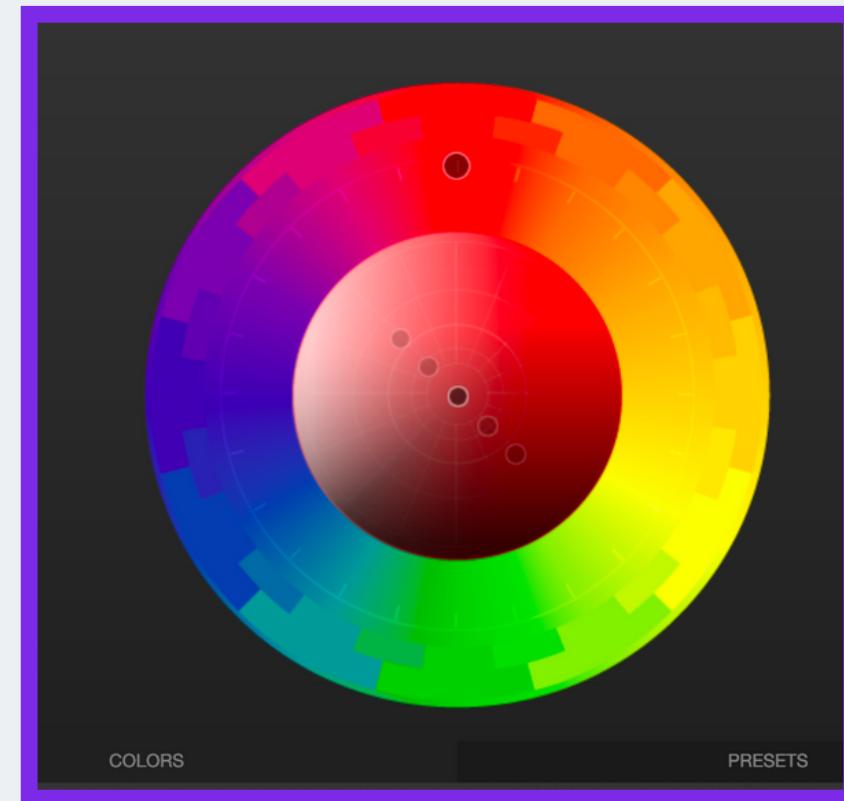
Great talk for more depth: <https://www.youtube.com/watch?v=AS1OHMW873s>

So many great color (free) tools

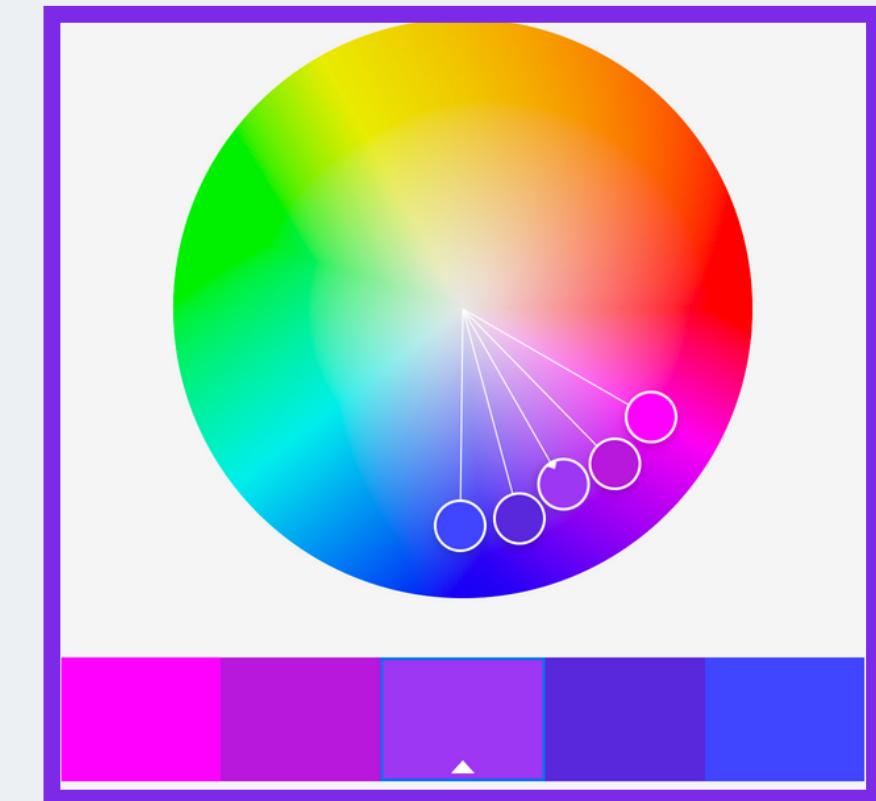
[Colorizer.org](#)



[Paletton.com](#)



[Adobe Color](#)



Part Two: Help people find things

We use visual hierarchy
to make what's most
important stand out



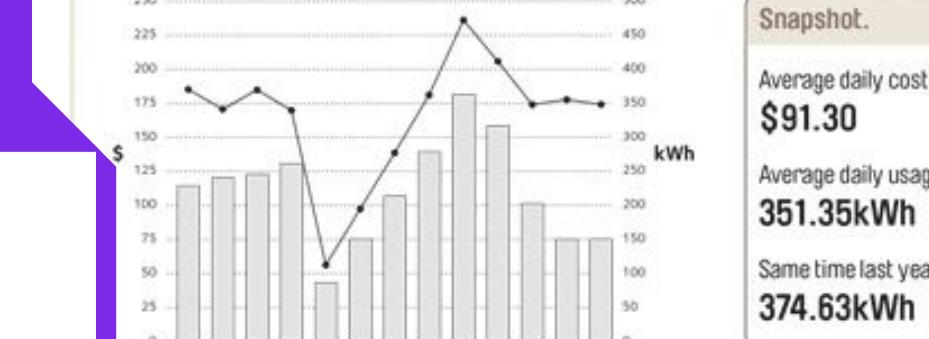
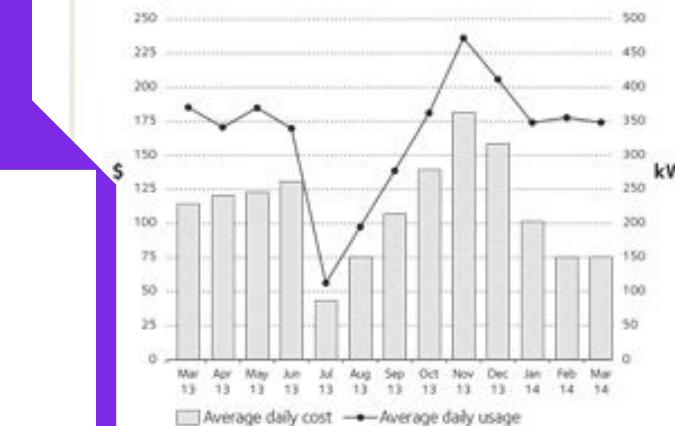
Energy in action.[®] Since 1837 AGL AGL electricity account.



How much energy is your business using?

Bill period: 4 Feb 2014 to 3 Mar 2014 (28 days)

Average daily cost and usage.



Tax Invoice: Issued 4 Mar 2014
24444B8888/-000078
AGL South Australia Pty Limited ABN 49 091 105 092

Important numbers.

Enquiries: agl.com.au or 133 835
Faults and emergencies: 131 366 (SA Power Networks)

Account details.

Name:	Sample Business
Account number:	0000 0000
Supply address:	18 Sample Avenue SAMPLETOWN SA 5555
ABN:	00 000 000 000

Bill overview.

Balance brought forward	\$0.00
+ New charges	\$2,556.32
=	
Total due	\$2,556.32
Due date	24 Mar 2014

To avoid a late payment fee of \$12.73, please pay by the due date.
Thank you.

Cooling, hot water and heating needs?
Call us on 131 788 or visit agl.com.au for sales, service, installation and repairs.



AGL stays in touch as you move.

When you move your energy with AGL, we'll keep you informed with SMS messages throughout the connection process, so you'll know exactly where you're at, every step of the way.

Call 1300 308 245 or visit agl.com.au/MovingHome

A hand holding a smartphone displaying an SMS message from AGL. The message reads: "Your electricity connection request for 23 Sample St, SAMPLETOWN VIC 3333 on 25 May 2014 has been confirmed. Your Account No. is 4010221148."

Useful information.

Easier budgeting with monthly billing.
My AGL Monthly Bill™ could help you control your business budget with smaller, regular, easier to manage energy bills. Get started at agl.com.au/AGLEnergyOnline

Elements of Visual Hierarchy

- 1 - Size** (bigger means important)
- 2 - Color** (brighter means important)
- 3 - Contrast** (contrasting things draw attention)
- 4 - Spacing** (big margins create importance)
- 5 - Alignment** (misaligned things draw attention)
- 6 - Repetition** (puts things on the same level)

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Get the latest news and live notifications with the ABC News app



New South Wales Top Stories

Dhanya Mani asked the PM's office for help over an alleged assault. She says she did not get any



A former NSW Liberal Party staffer who publicly aired allegations of indecent assault against a colleague in 2019 says she reached out to the Prime Minister's office for help and did not receive any.

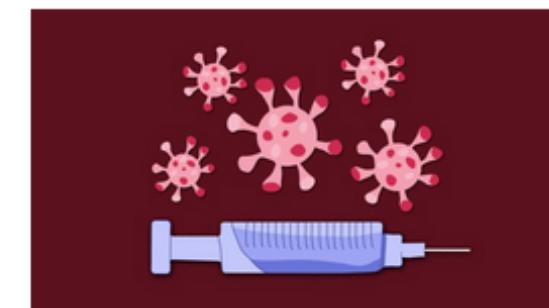
Fourth woman alleges former staffer at centre of rape allegations 'stroked her thigh'



A fourth woman reveals to Four Corners that she has made an allegation to police about the former staffer at the centre of what is currently Australia's biggest political scandal.

Sam Burgess charged with traffic offences while driving BMW, allegedly failed roadside drug test

Features



Which COVID-19 vaccine group are you in?



How a 'mongrel plumber' found enlightenment — and wants you to, too

Just In

Dhanya Mani asked the PM's office for help over an alleged assault. She says she did not get any

Posted 22m ago

Photographer snaps giant 'flash rip' roiled up by big WA surf

Posted 51m ago

Air NZ announces trial of digital COVID-19 vaccination passports on flights to Australia

Posted 1h ago

Mother jailed over helping alleged drug trafficking son flee Australia to avoid facing charges

Posted 1h ago

139-year-old house rolls to a new San Francisco address

Posted 2h ago

repetition, alignment, small size

make these easy to ignore (for the better)

Sydney
Change location

22°C Now
Feels like 20°



Just In Coronavirus Watch Live Politics World Business Analysis Sport Science Health Arts Fact Check Other

Missing our news on Facebook?

Get the latest news and live notifications with the ABC News app



New South Wales Top Stories

size
top headline is
the biggest

Dhanya Mani asked the PM's office for help over an alleged assault. She says she did not get any



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Posted 1h ago

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Posted 2h ago

color
prioritizes "features"
over "just in"

Part Three:

Helping people use things: Affordances

Affordances

Q

What is an affordance?

A

An affordance is the visual properties of an element that let the user know they can do something with it.

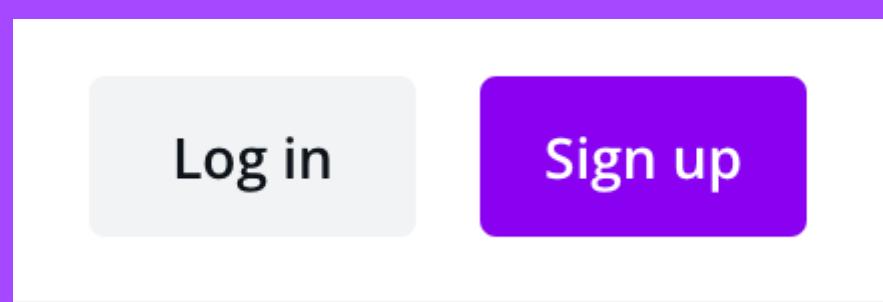
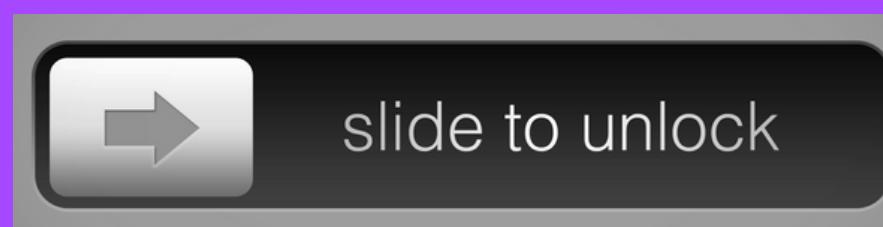
E.g. a handle on a door. A button on a web page.

Some types of affordances

Explicit

An explicit affordance *tells* people how to interact

"Click here" to do something.

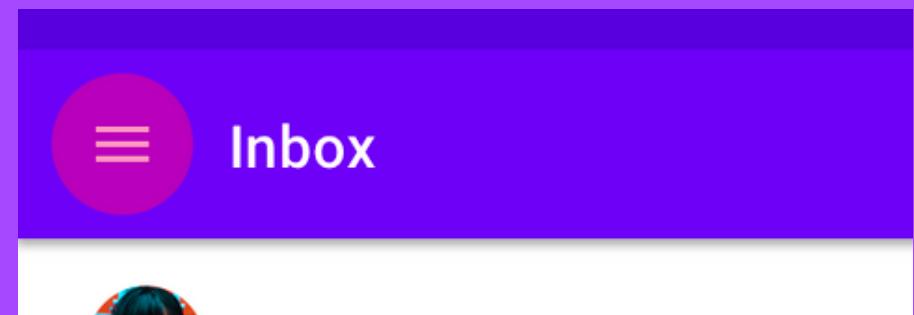


Pattern

A pattern affordance uses a *common pattern* to *imply* an interaction is possible.

Underlined, blue text implies a link.

Hamburger implies menu:



False

A false affordance *looks like* it would do something it can't do.

False affordances should be avoided - they are confusing.

Review

- Alignment is important for a cohesive design, a grid is a way of achieving that.
- Creating a font/color palette beforehand can create consistency
- Use maths to choose harmonious colors.
- Think about what's most important, make it most visually important too (visual hierarchy).
- Making possible interactions obvious (affordances).