

UI/UX design

Margit Tennosaar

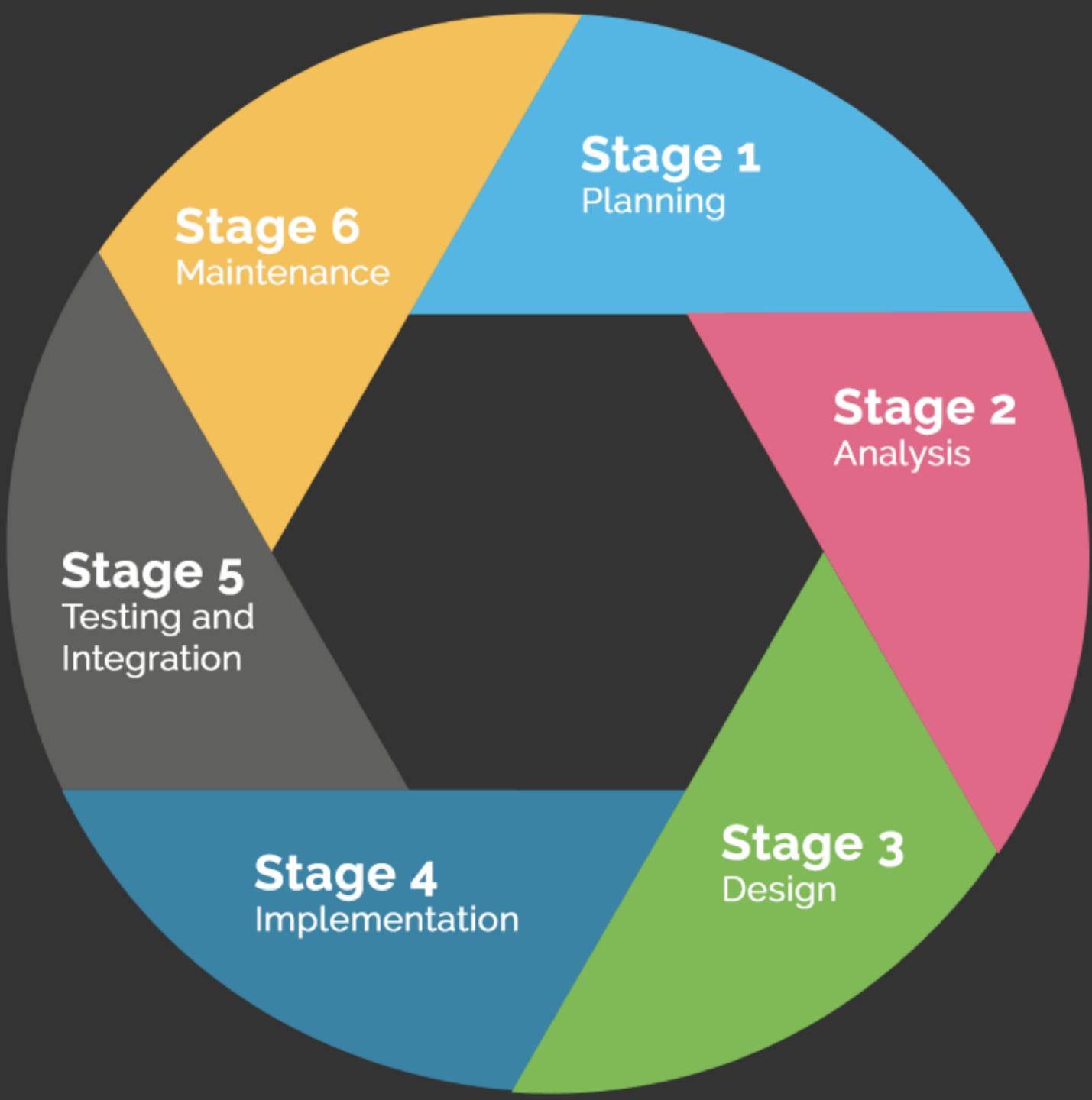
This session:

Who is who and what is UX and UI?

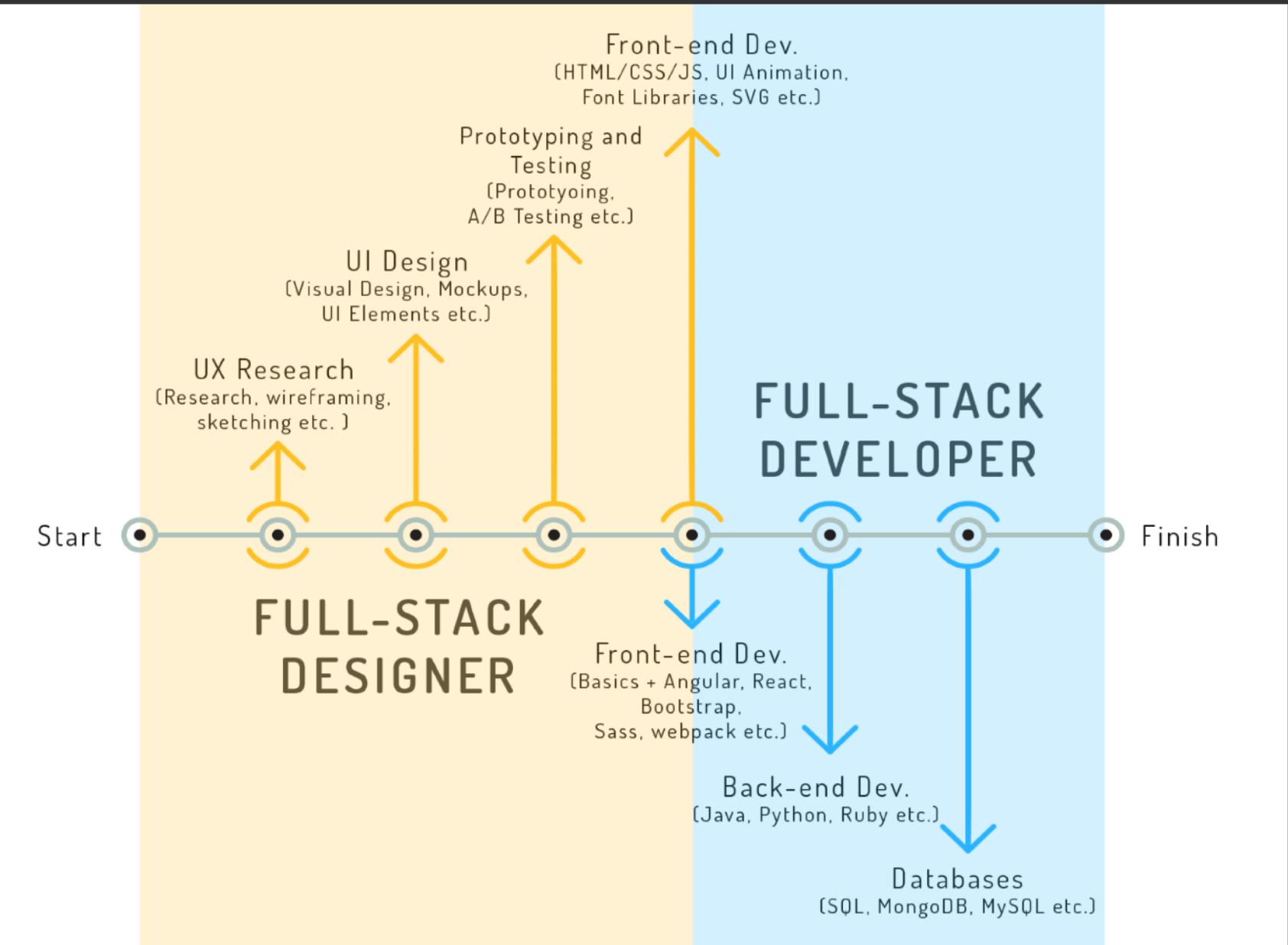
Why you should care about UI design?

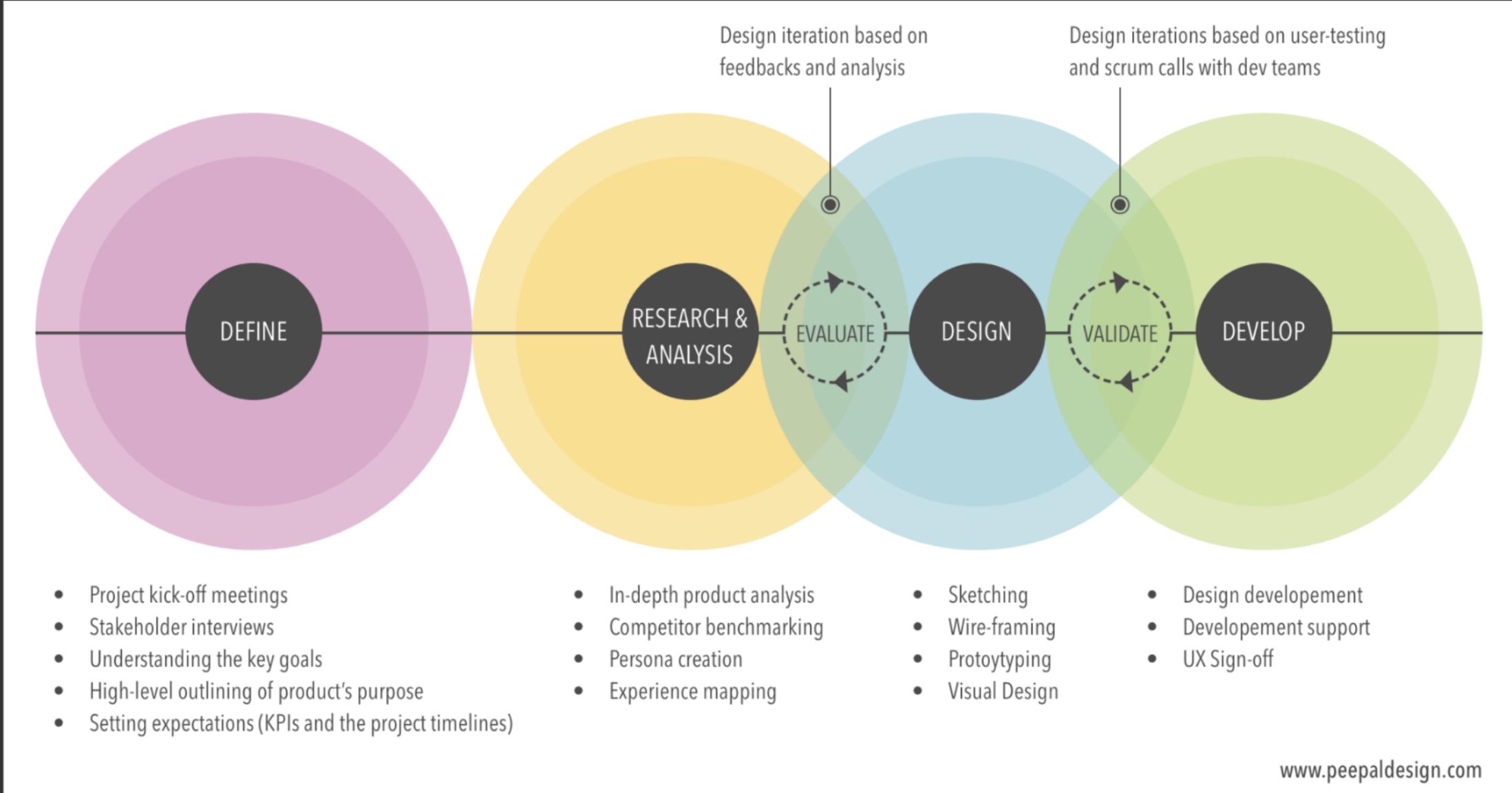
Does color matter?

Software life cycle

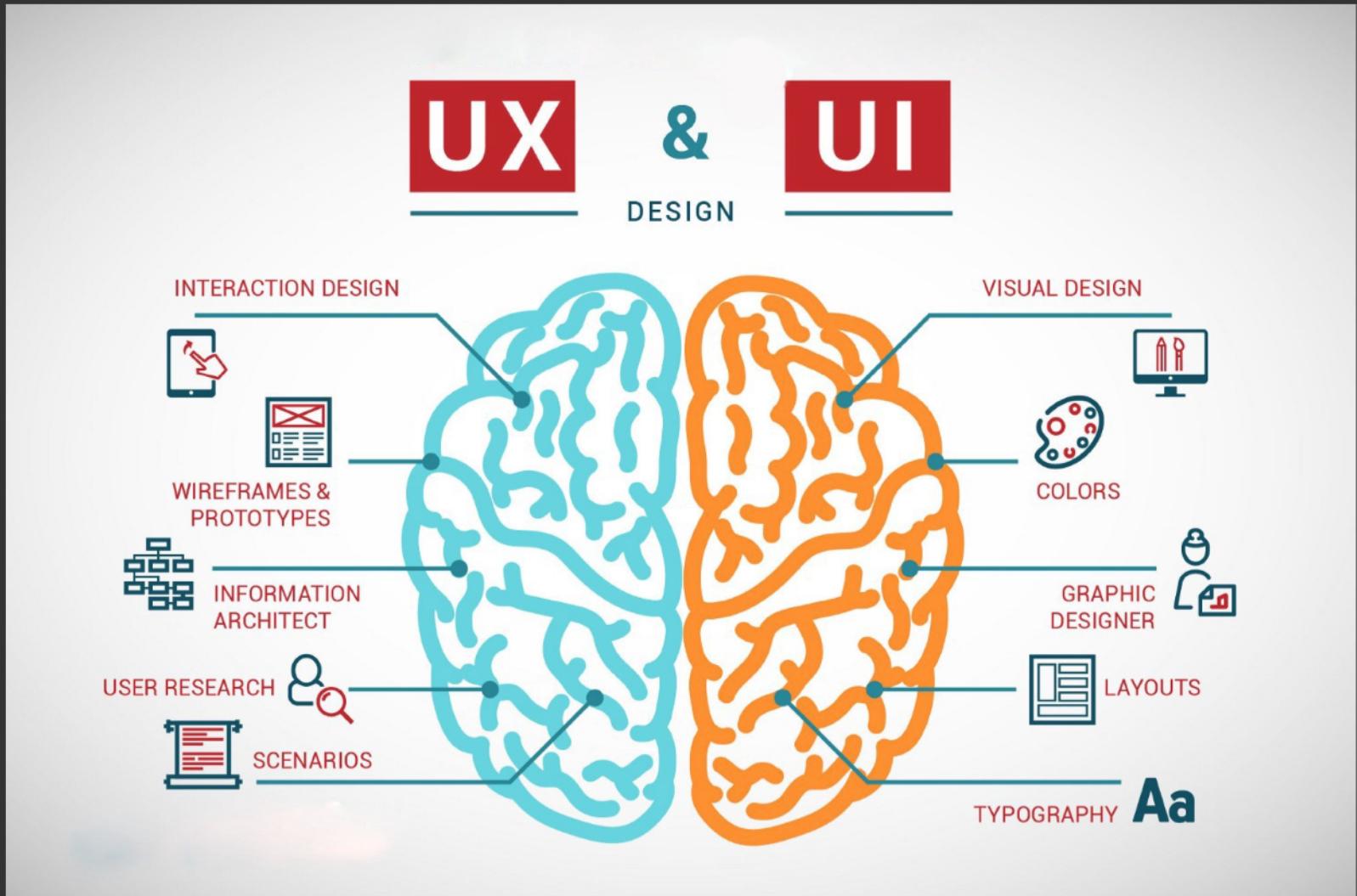


Who is who?





UX and UI



5W+H
core essence of UX

Who, What, When, Where, Why, and How

Design Handover

Style Guide

- Colors
- Typography
- Common elements layout and interactions

Wireframes

Mockups or Prototypes

Style guide

A collection of pre-designed elements, graphics and rules designers or developers should follow to ensure that separate website pieces will be consistent and will create a cohesive experience at the end.

COLOR PALETTE

	CANDY APPLE	#e82535
	CRIMSON	#c92830
	COOL BLUE	#074f67
	DEEP LAKE	#143548
	GRAVEL	#565656
	WET CEMENT	#778480

TYPOGRAPHY

Header 1	Font: Montserrat Bold / Color #143548
HEADER 2	Font: Montserrat Bold / Color #143548
HEADER 3	Font: Montserrat Bold / Color #143548
HEADER 4	Font: Montserrat Bold / Color #143548
Header 5	Font: Montserrat Bold / Color #565656

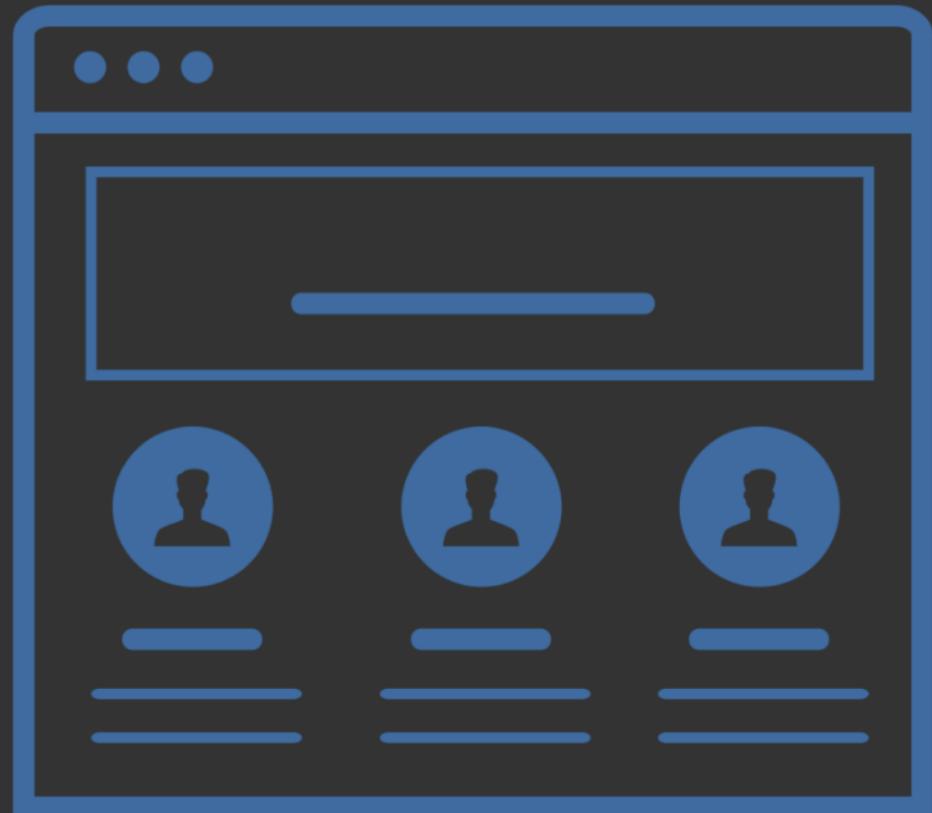
This is Body copy. *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eu semper ligula, nec fermentum odio. Aenean non blandit neque, ac accumsan nibh. Morbi elementum neque id sodales blandit. Morbi eget turpis in urna sodales pharetra. Aenean quis pulvinar lacus, sed lacinia sem.*

[This is an inline link](#)

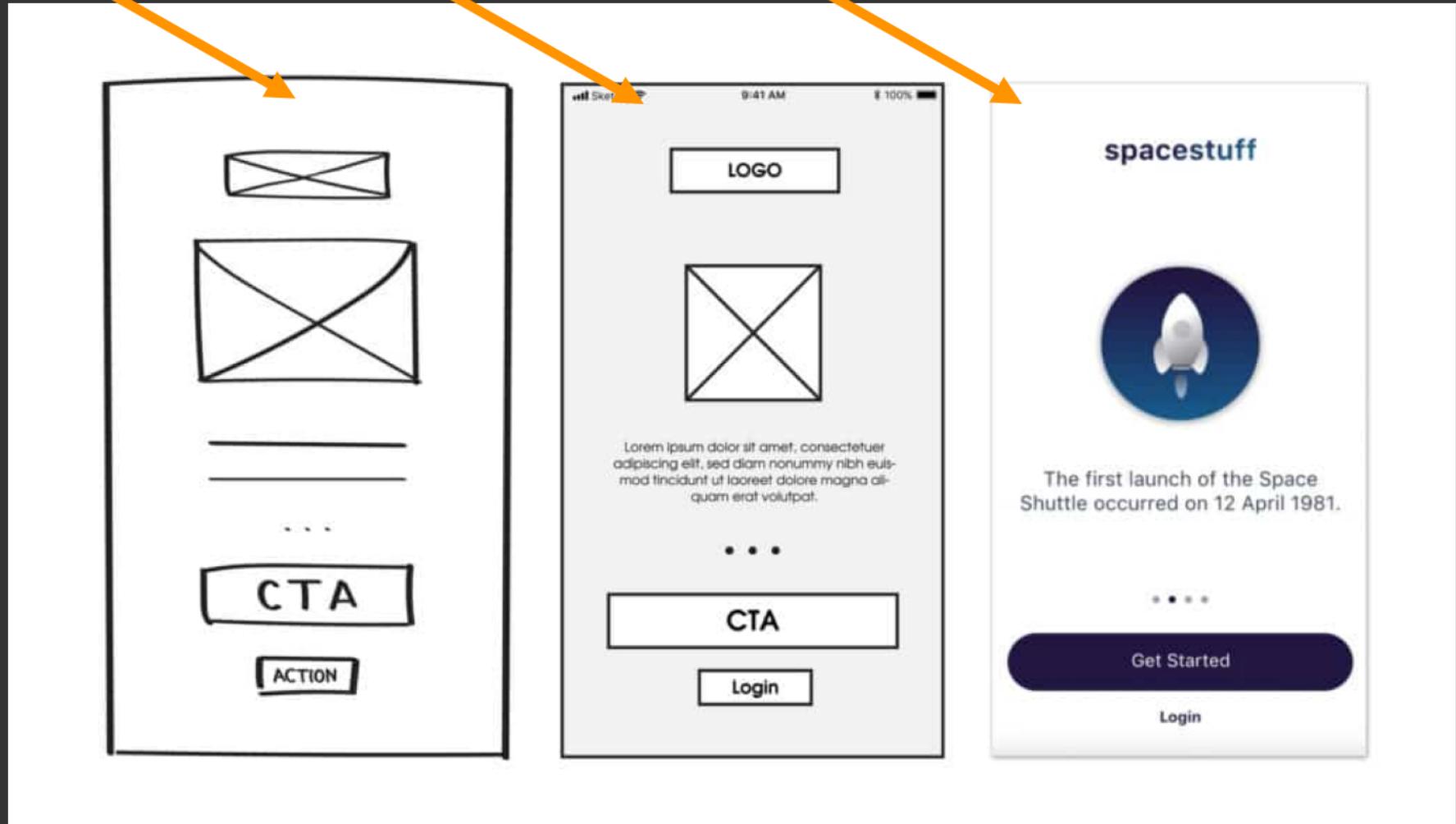
Wireframe

Also known as a page schematic or screen blueprint, is a visual guide that represents the skeletal framework of a website.

Wireframes are created for the purpose of arranging elements to best accomplish a particular purpose.

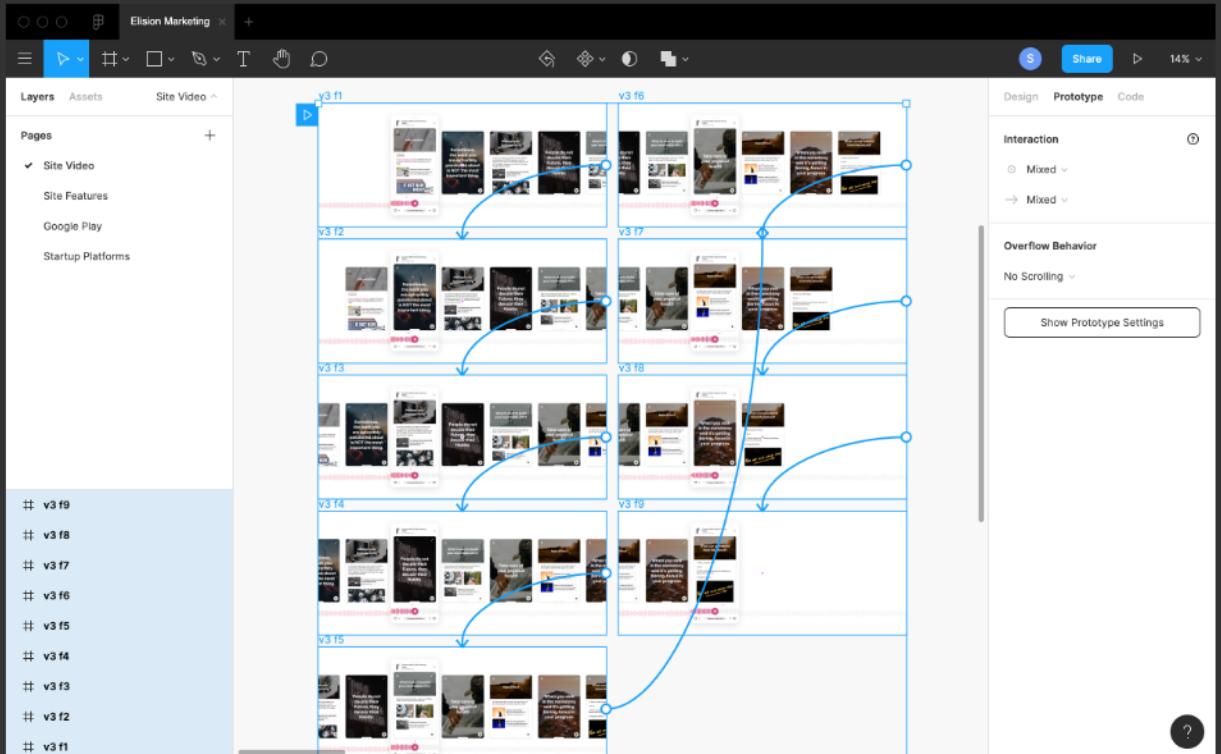


Low, medium and high fidelity wireframes



A prototype

An early sample, model, or release of a product built to test a concept or process. It is a term used in a variety of contexts, including semantics, design, electronics, and software programming. A prototype is generally used to evaluate a new design to enhance precision by system analysts and users.



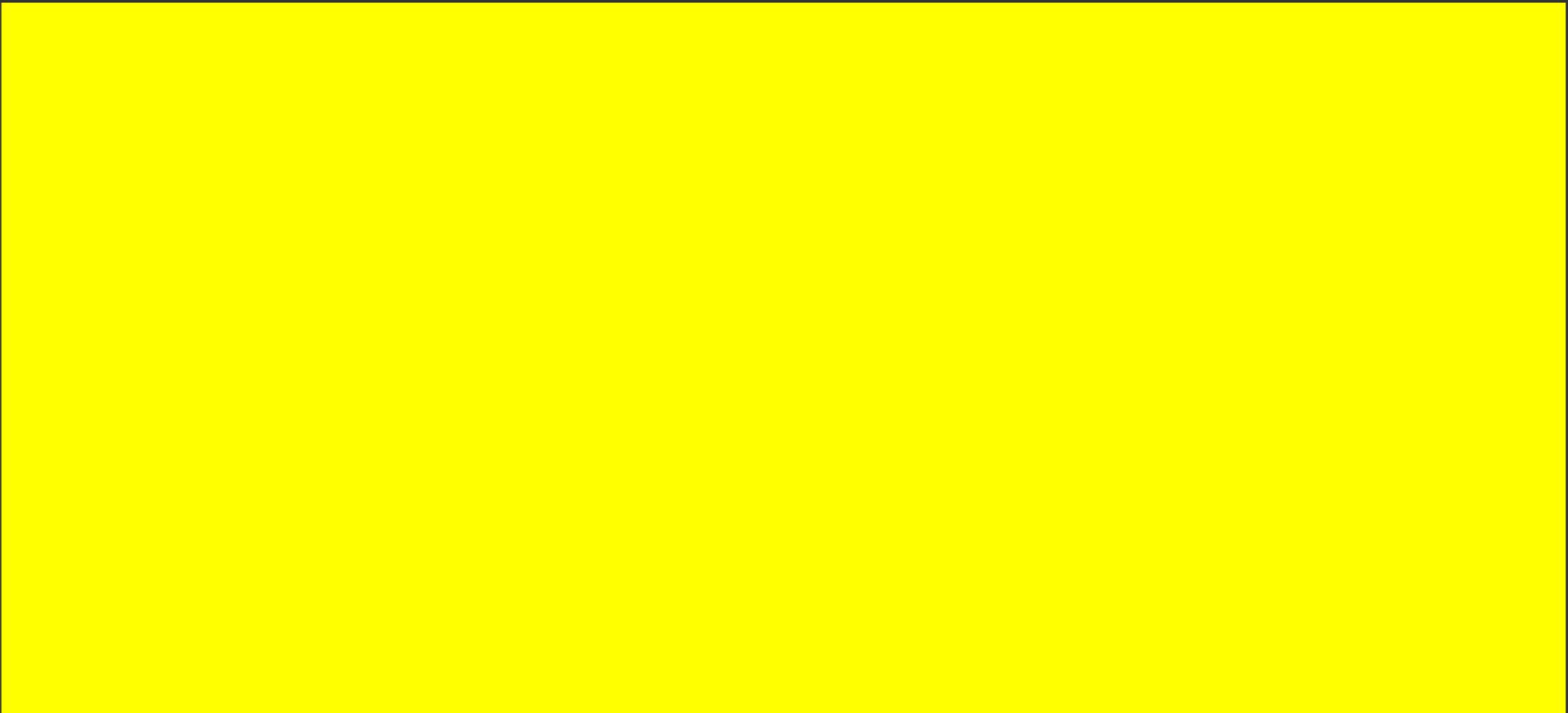
Colors

Describe feeling



How this color makes you feel?

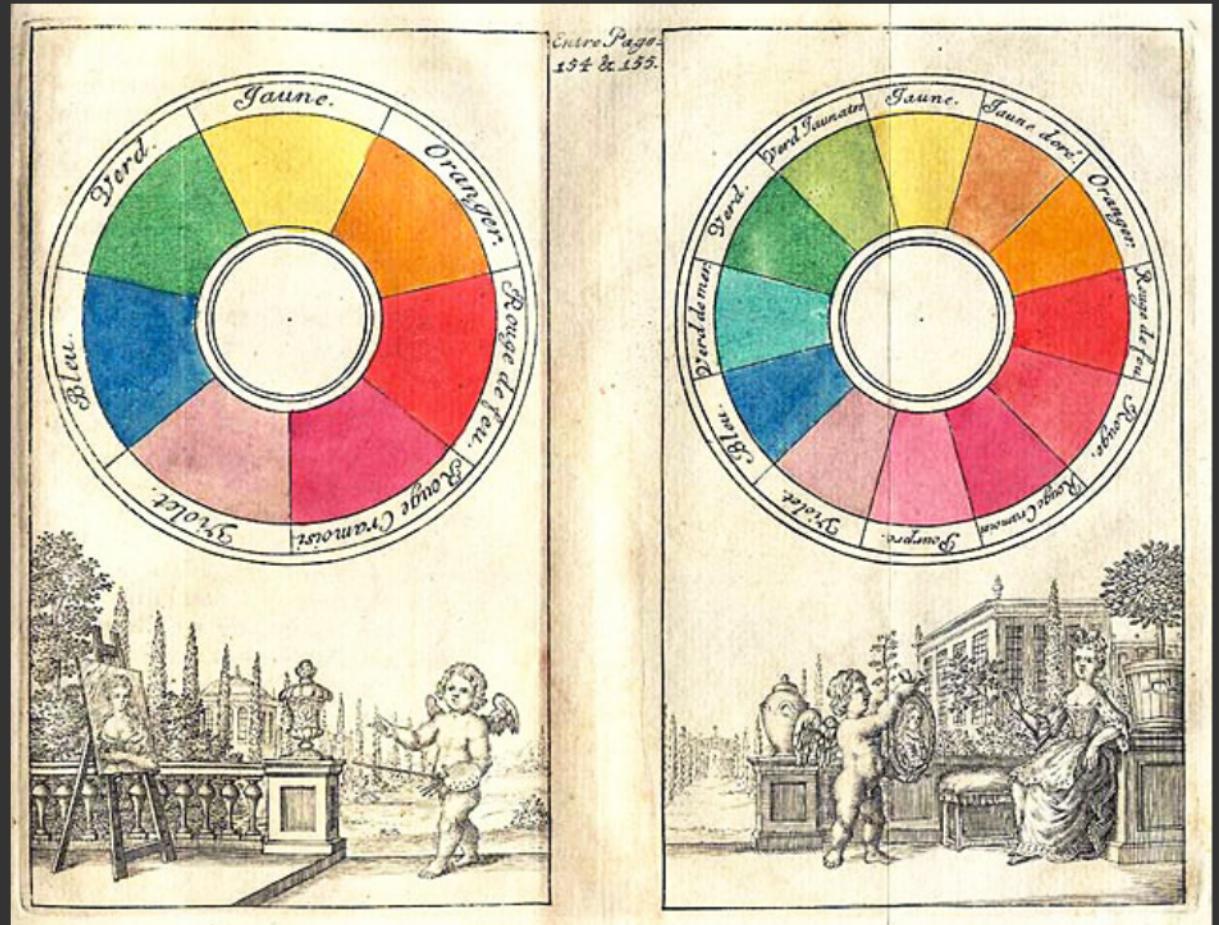
Describe feeling



And this one?

Colors do matters!

A color wheel or color circle is an abstract illustrative organization of color hues around a circle, which shows the relationships between primary colors, secondary colors, tertiary colors etc.

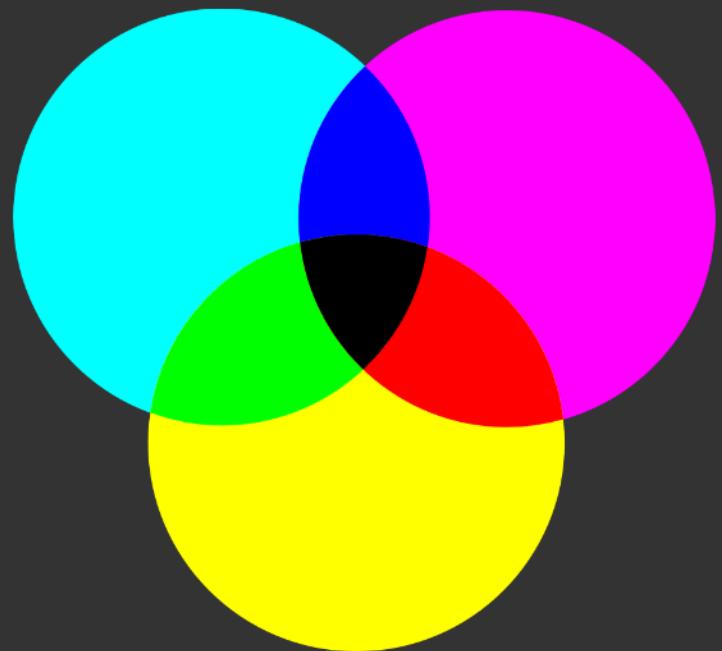


Boutet's 7-color and 12-color color circles from 1708

Primary colors

Primary colors cannot be created by mixing other colors together.

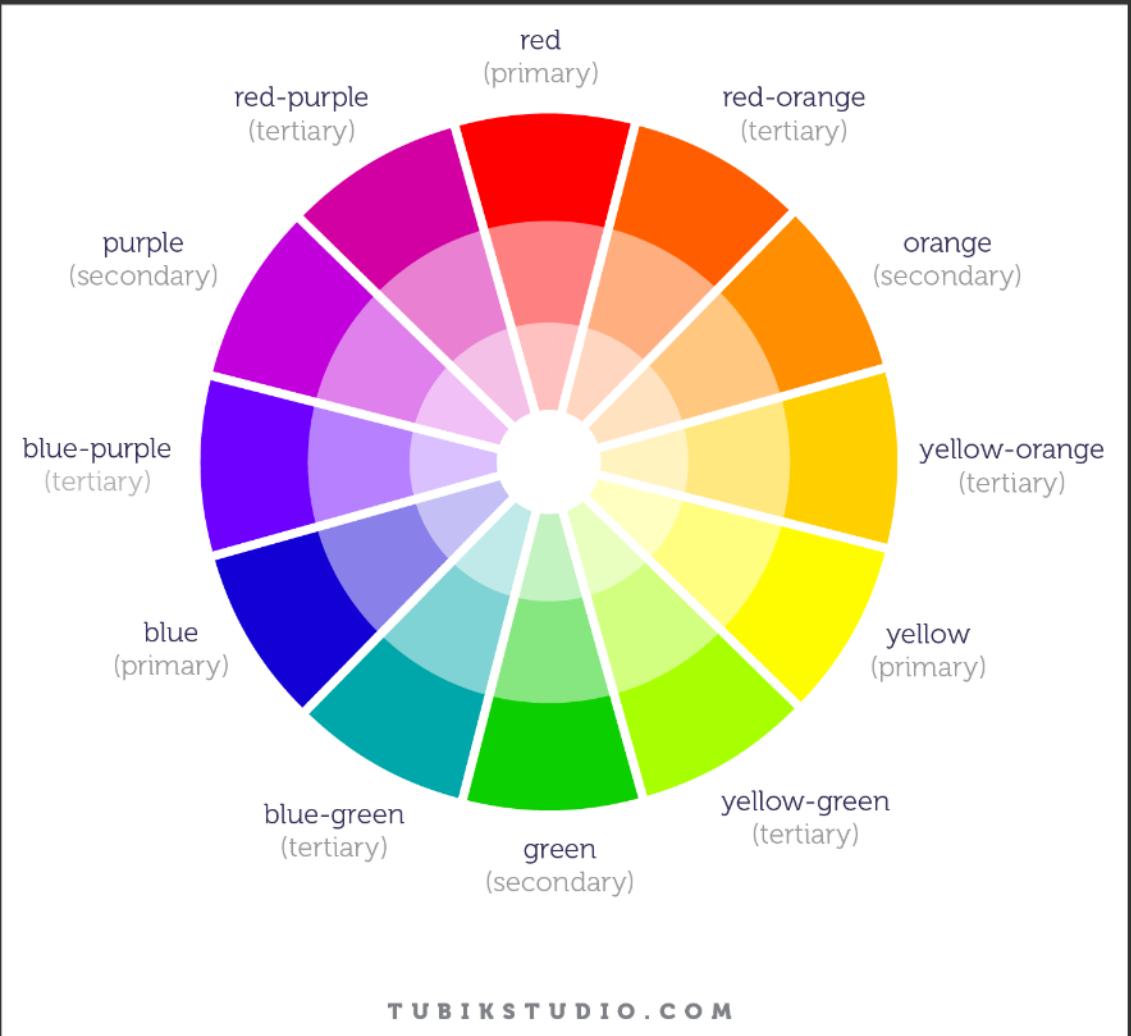
CMYK and RGB



Secondary colors

Secondary colors are formed by mixing two primary colors: blue and yellow make green, red and yellow make orange.

Tertiary colors are derived by combining primary and secondary colors: blue-green or red-orange.

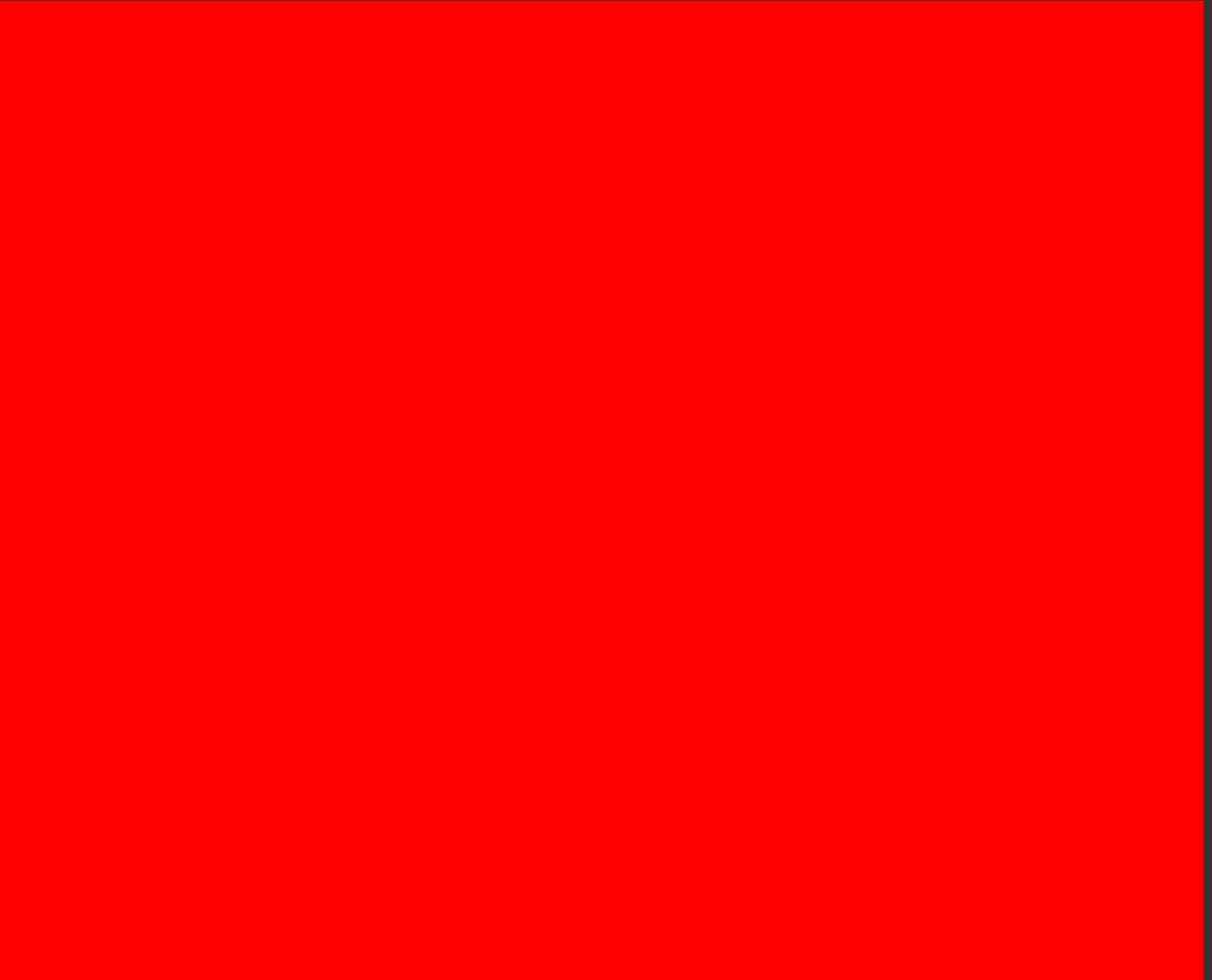


TUBIKSTUDIO.COM

<https://tubikstudio.com/color-theory-brief-guide-for-designers/>

Red

For Danger, Passion,
Excitement & Energy



Color of passion and drama

Orange

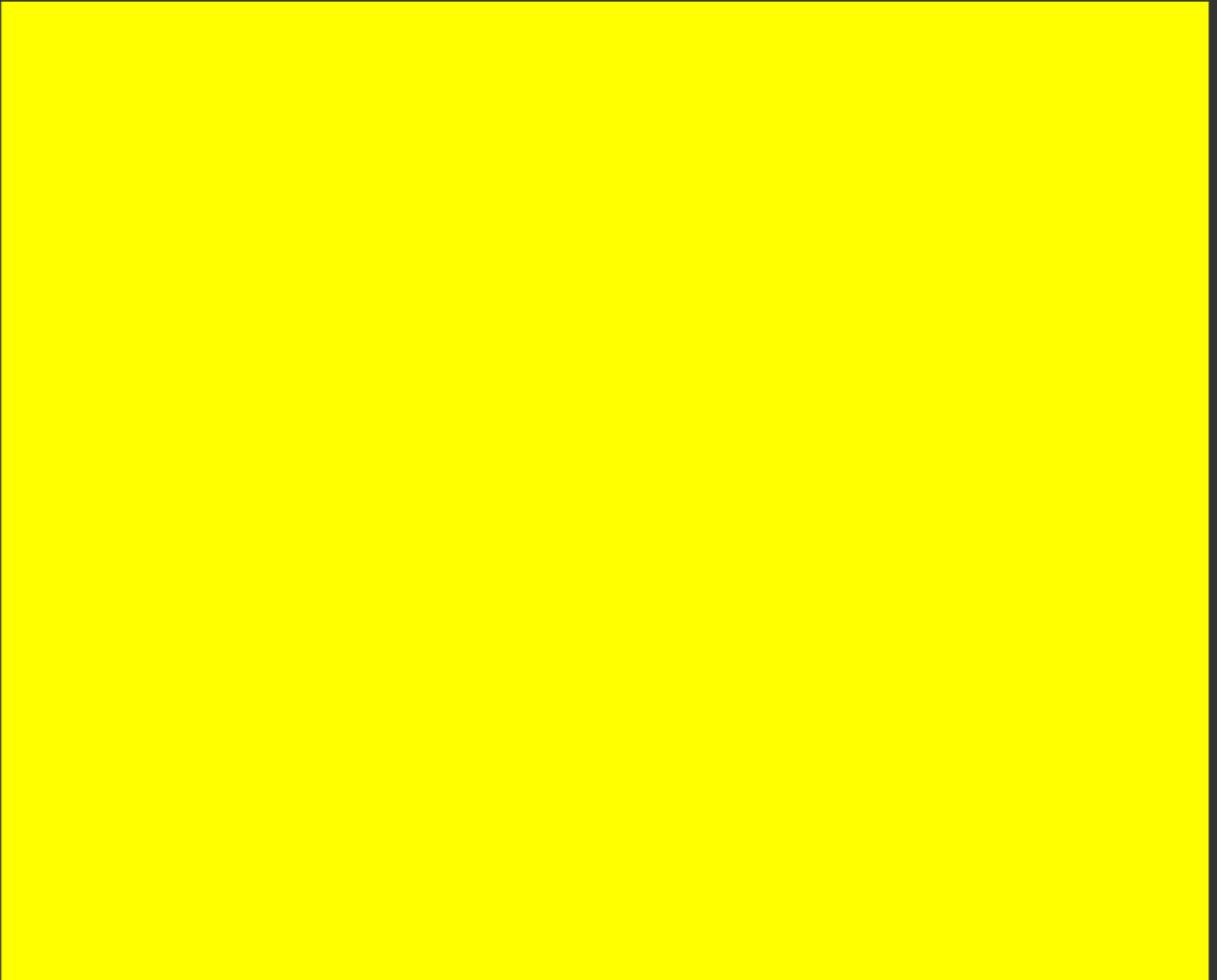
Fresh, Youthful,
Creative &
Adventurous



Color of encouragement

Yellow

Optimistic, Cheerful,
Playful & Happy



Color of optimism

Blue

Communicative,
Trustworthy, Calming &
Depressed



Color of trust

Green

Natural, Vitality, Prestige
& Wealth



Color of growth and health

Brown

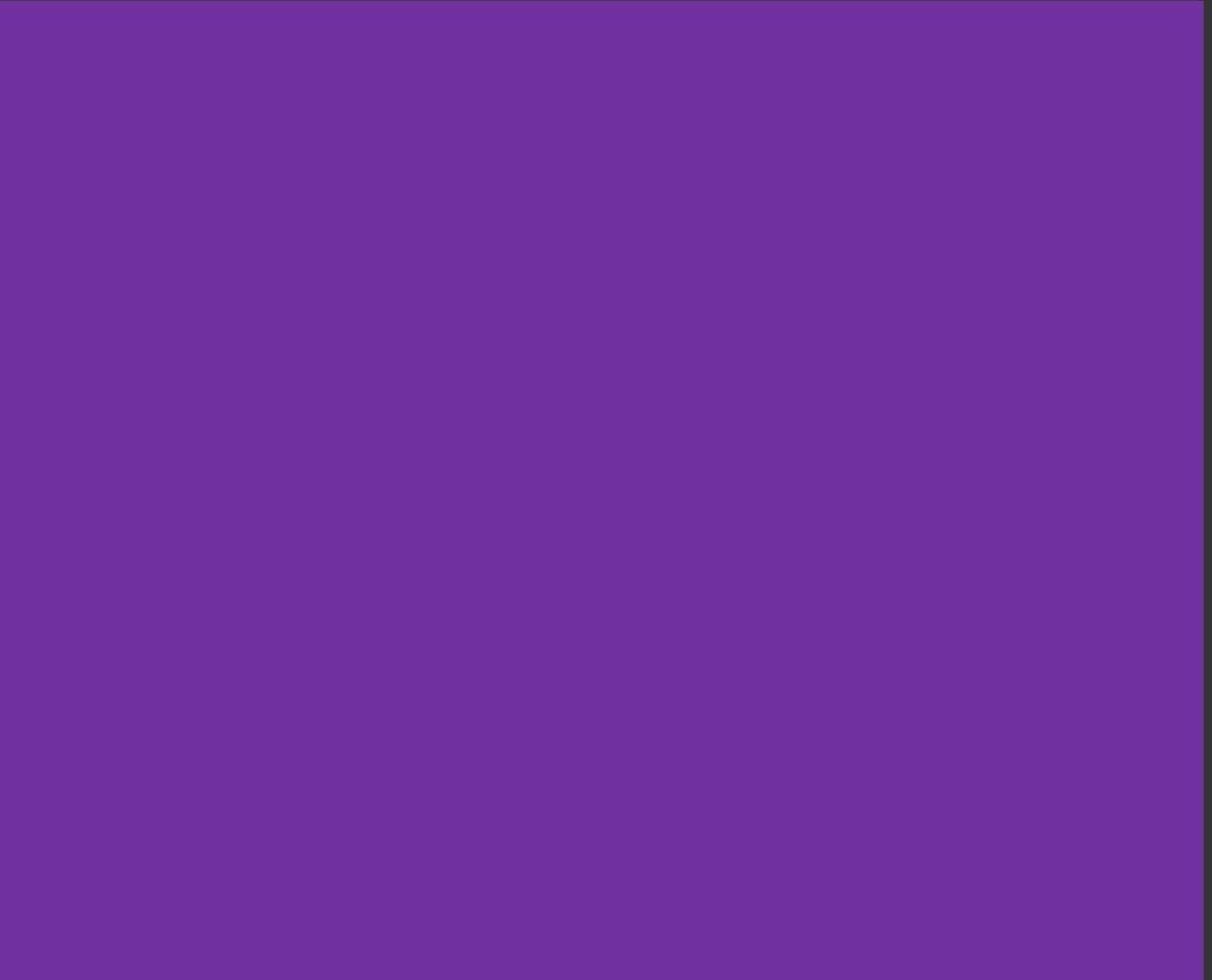
Organic, Wholesome,
Simple & Honest



Color of the earth

Purple

Royalty, Majesty,
Spiritual & Mysterious



Color of spirituality

White

Purity, Simplicity,
Innocence & Minimalism



Color of simplicity

Black

Sophisticated, Formal,
Luxurious & Sorrowful



Color of mystery

Cultural differences!

Red is the color of good luck and celebration in China but a color of mourning in South Africa

Yellow is sacred and auspicious in China and India, but the color of mourning in Egypt

Green is associated with wealth and prestige in Saudi Arabia but traditionally a forbidden color in Indonesia In Belgium

Blue, in Belgium, was traditionally the color for baby girls, while **pink** is for baby boys; in the rest of the world it is the opposite, pink for baby girls and blue for baby boys.

How to choose colors?

Monochrome

Complementary

Analogous

Triadic

Monochromatic

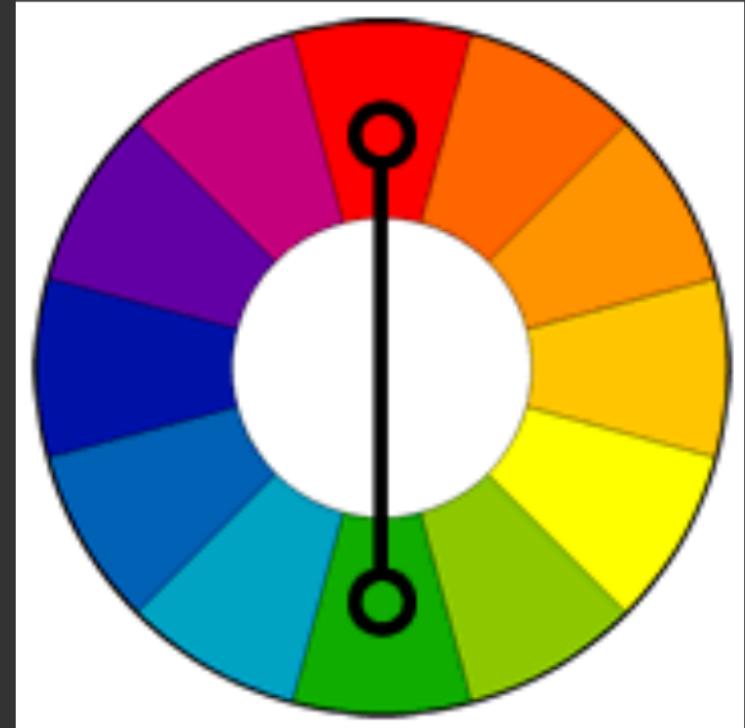
Monochromatic color schemes are easy to create because they use **only one color**.

Monochromatic schemes use different tones from the same angle on the color wheel (the **same hue**).



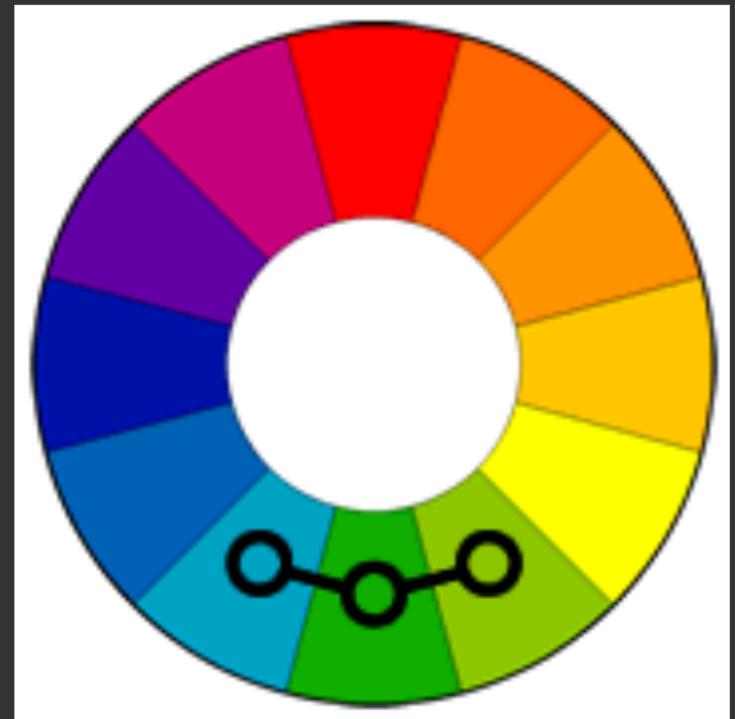
Complementary

Complementary schemes
are created by combining
colors from **opposite sides**
of the color wheel.



Analogous

Analogous color schemes
are created by using colors
that are **next to each other**
on the color wheel.



Triadic

Triadic schemes are made up
of hues **equally spaced around**
the color wheel.



Try yourself

<https://colorupplyy.com>

Brand colors

<https://brandcolors.net/>

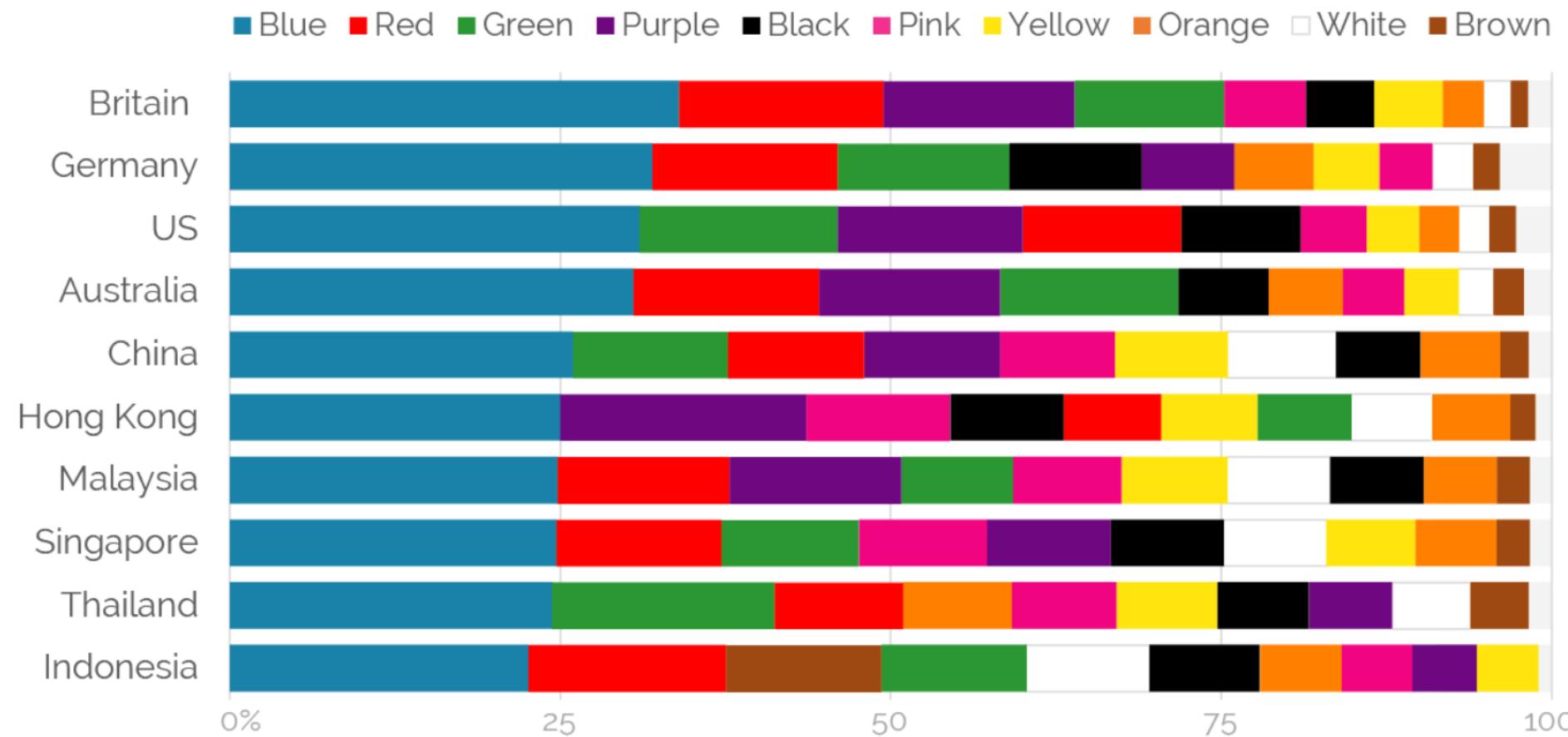
<https://99designs.com/logo-design/color-psychology>



Most favourite color?

Blue planet

Which one of the colors listed below do you like the most?



Color Scheme generators

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

<https://coolors.co/app>

<https://www.color-hex.com/color-palettes/>

<http://paletton.com>

<https://www.canva.com/color-palette/>

<https://palettegenerator.com/>

Mood board - an arrangement of images, materials, pieces of text, etc. intended to evoke or project a particular style or concept.



Task – Portfolio mood board

1. Choose **one primary color** you want to study more and what describes you.
2. Read more about this specific color (*how it feels, how to use, where to use, cultural differences, how people sense this color etc*)
3. Make **digital mood board** for your portfolio using selected primary color and adding at least one secondary color.
4. Upload your task to itslearning and include also **short description and summary about that color**.

Note, uploaded tasks will be public to other students to review.

Some tools for mood board

<https://spark.adobe.com/make/mood-board-maker/>

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

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

NOTE! You can choose whatever tool suits to you.