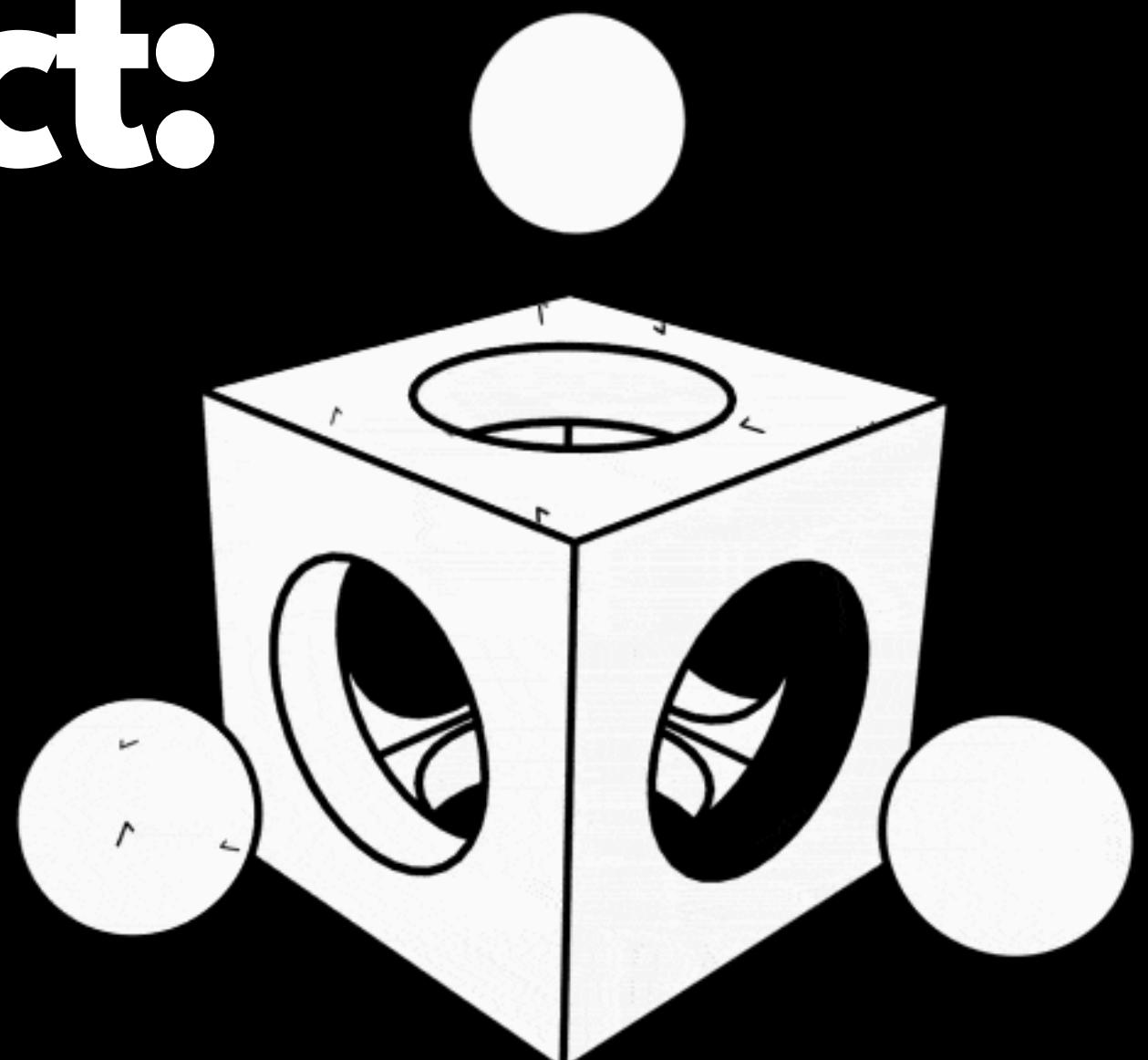


Design for Impact: UI/UX Design

GRAVITY CODING



Why is this important for **YOU?**



**If you want to make a career
as UI/UX Designer**



**If you want to create
Designs**



**If you want to solve problems
and make life easier**



**If you want to build product
for Hackathons**



**If you are looking for NON -
Coding Career Options**

What are we going to cover today?

- **What is UI UX?**
- **Difference between them ?**
- **User-Centered Design**
- **Wireframing and Sketching**
- **Prototyping with Tools**
- **Visual Design Basics**
- **Usability Testing**
- **Where To Build Your Portfolio**
- **Resources and Next Steps**

What is UI?

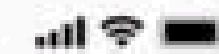
LET'S SEE

User Interface

A User Interface (UI) is how you interact with a computer or device. It includes everything you see on the screen, buttons you click, or even voice commands you use.



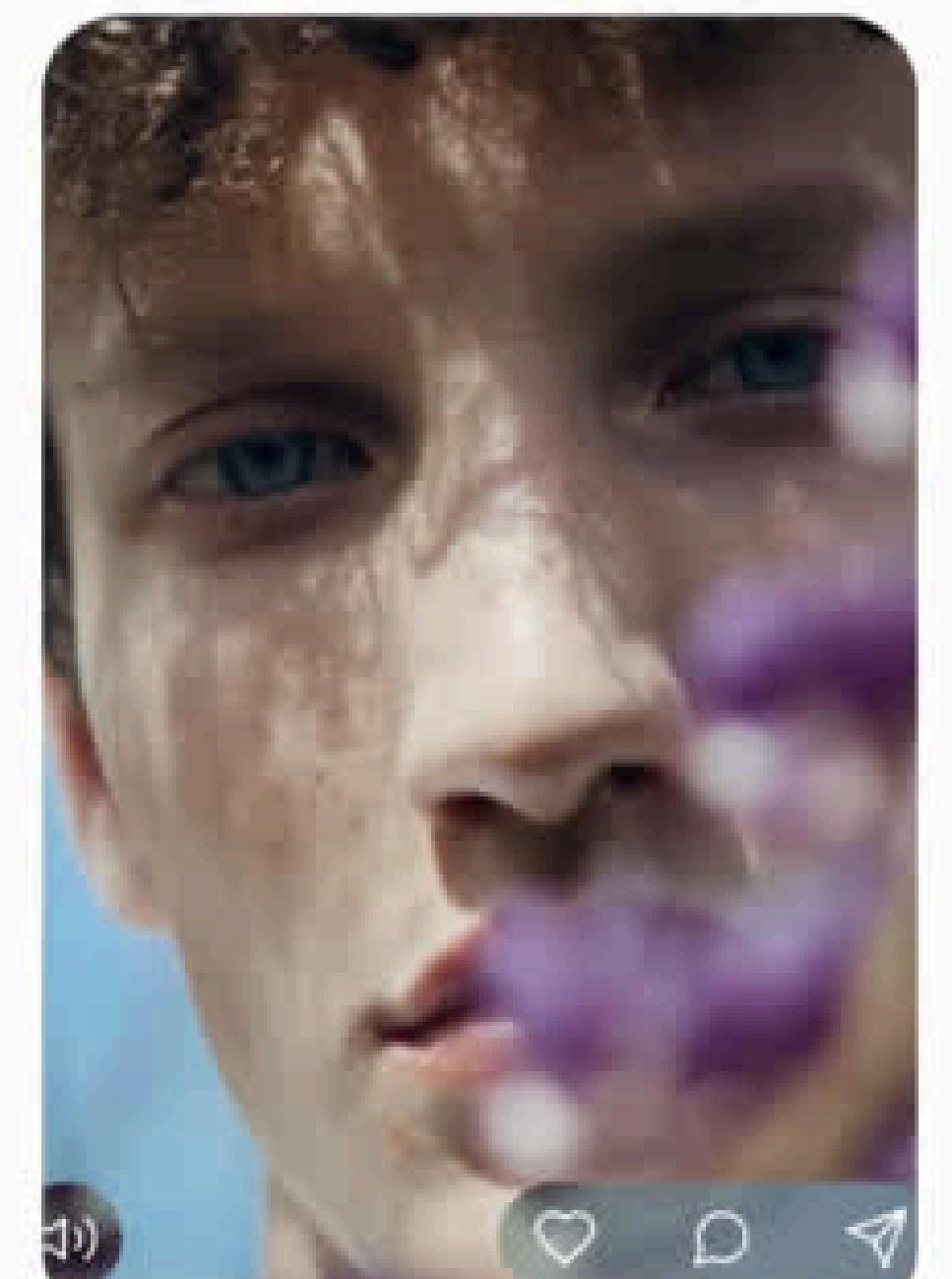
9:41



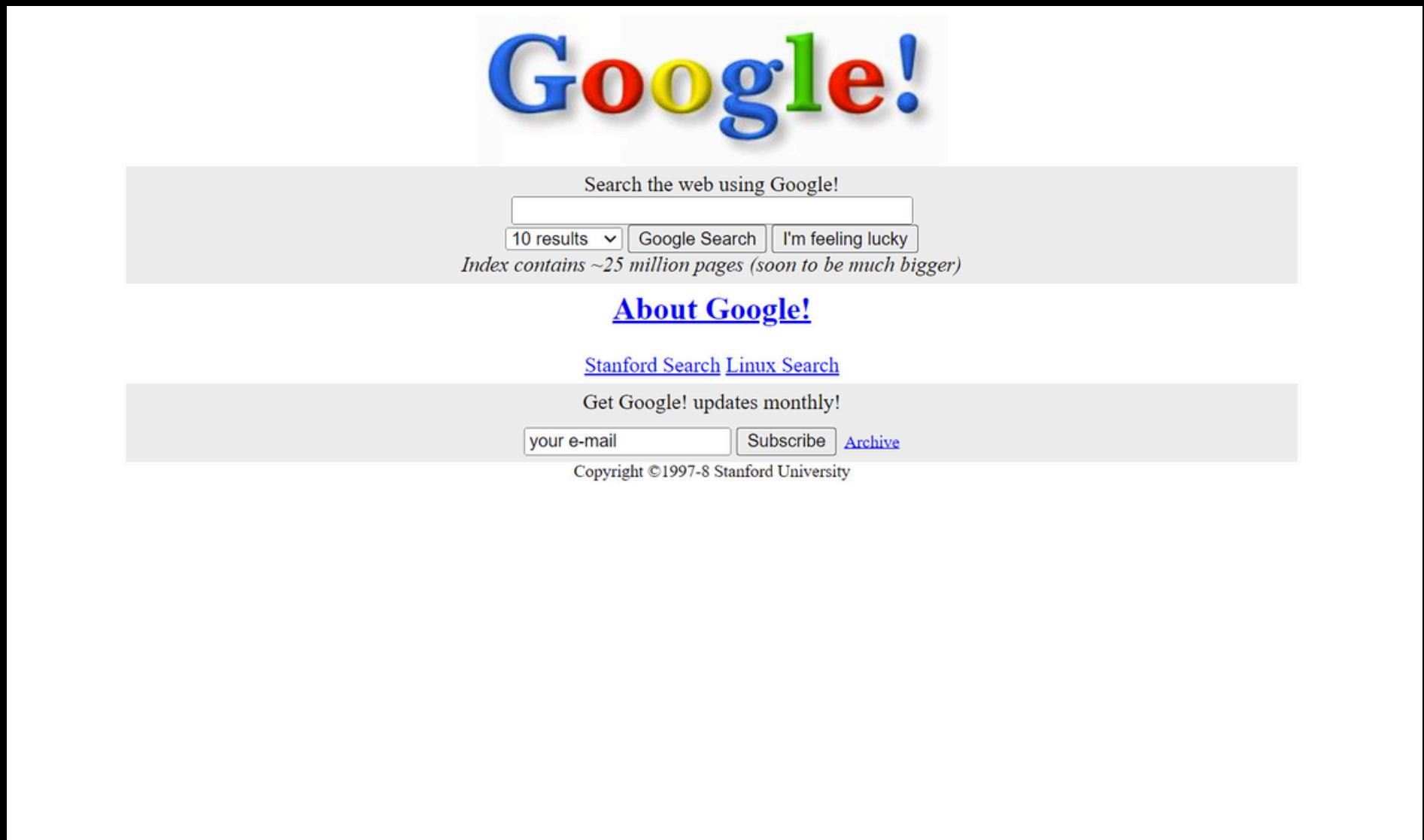
makko



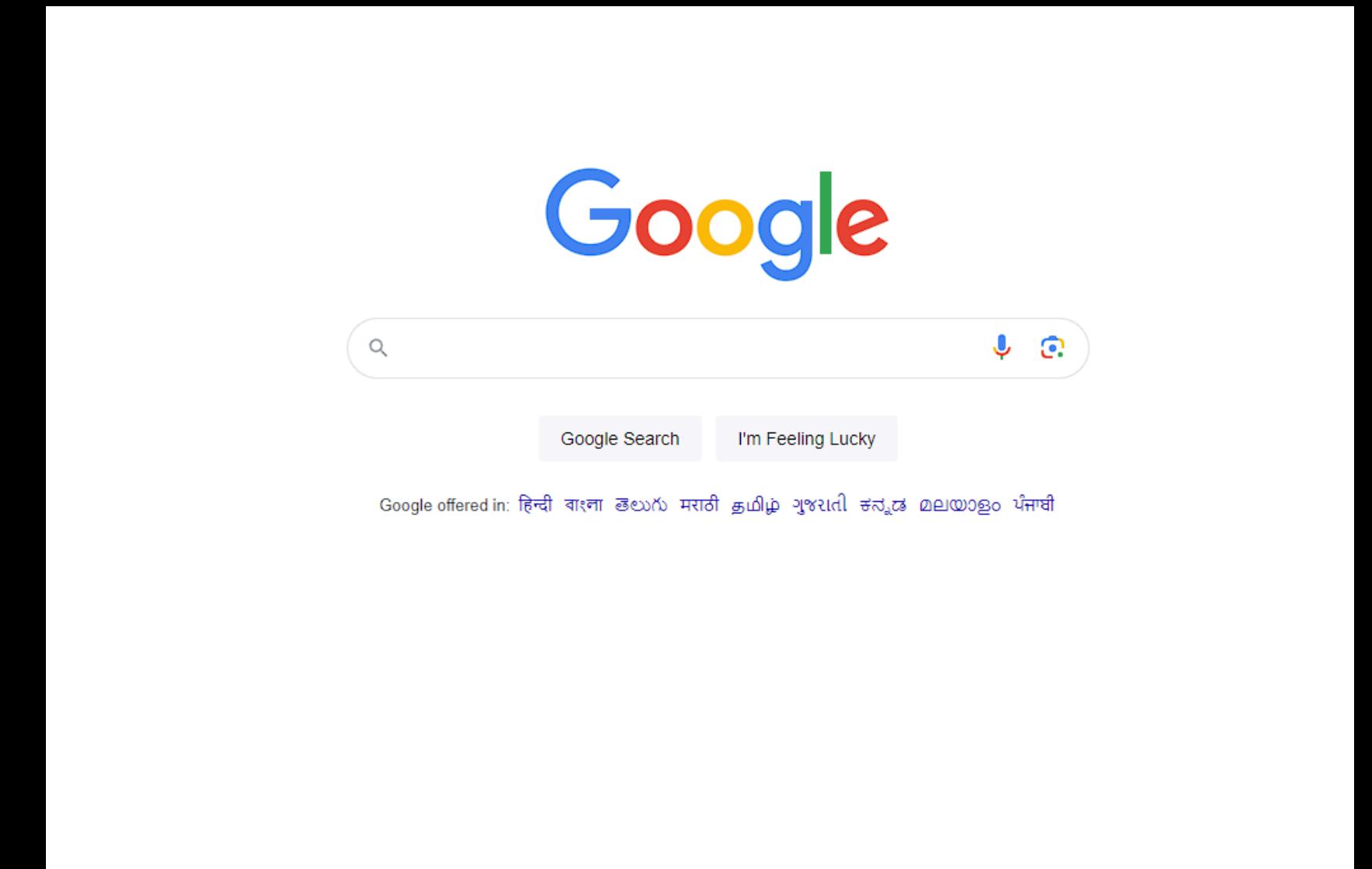
All Photos Videos Posts

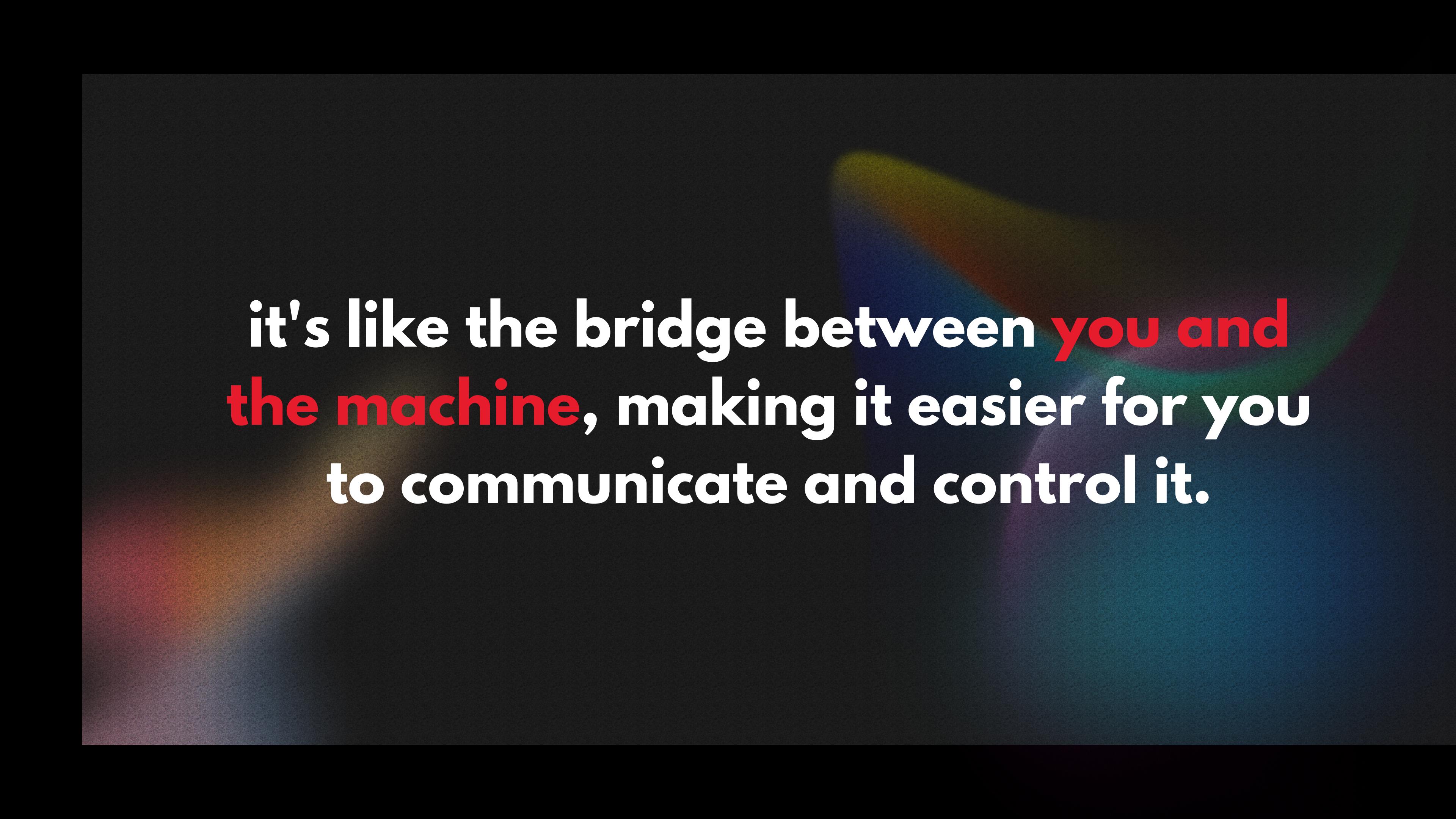


Before



Now





it's like the bridge between **you** and
the machine, making it easier for you
to communicate and control it.

What is UX?

LET'S SEE

User Experience

User Experience (UX) is how someone feels and how well they can use a product or system. It's about making things easy, accessible, and enjoyable for users.



User Experience



Making the product's user experience better means it's simpler and more enjoyable to use, which encourages people to use it more.

UI

**How would the
product look to
the user?**

UX

**How would the
user feel while
using the product?**

**PUSH
or
PULL**

Norman's Door



UI

USER INTERFACE
DESIGN THE PRODUCT



UX

USER EXPERIENCE
DESIGN THE EXPERIENCE

UI + UX = INTERACTIVE EXCELLENCE

Why the User Research is important?



Why the User Research is important?



**“Design is not just what it
looks like and feels like.**

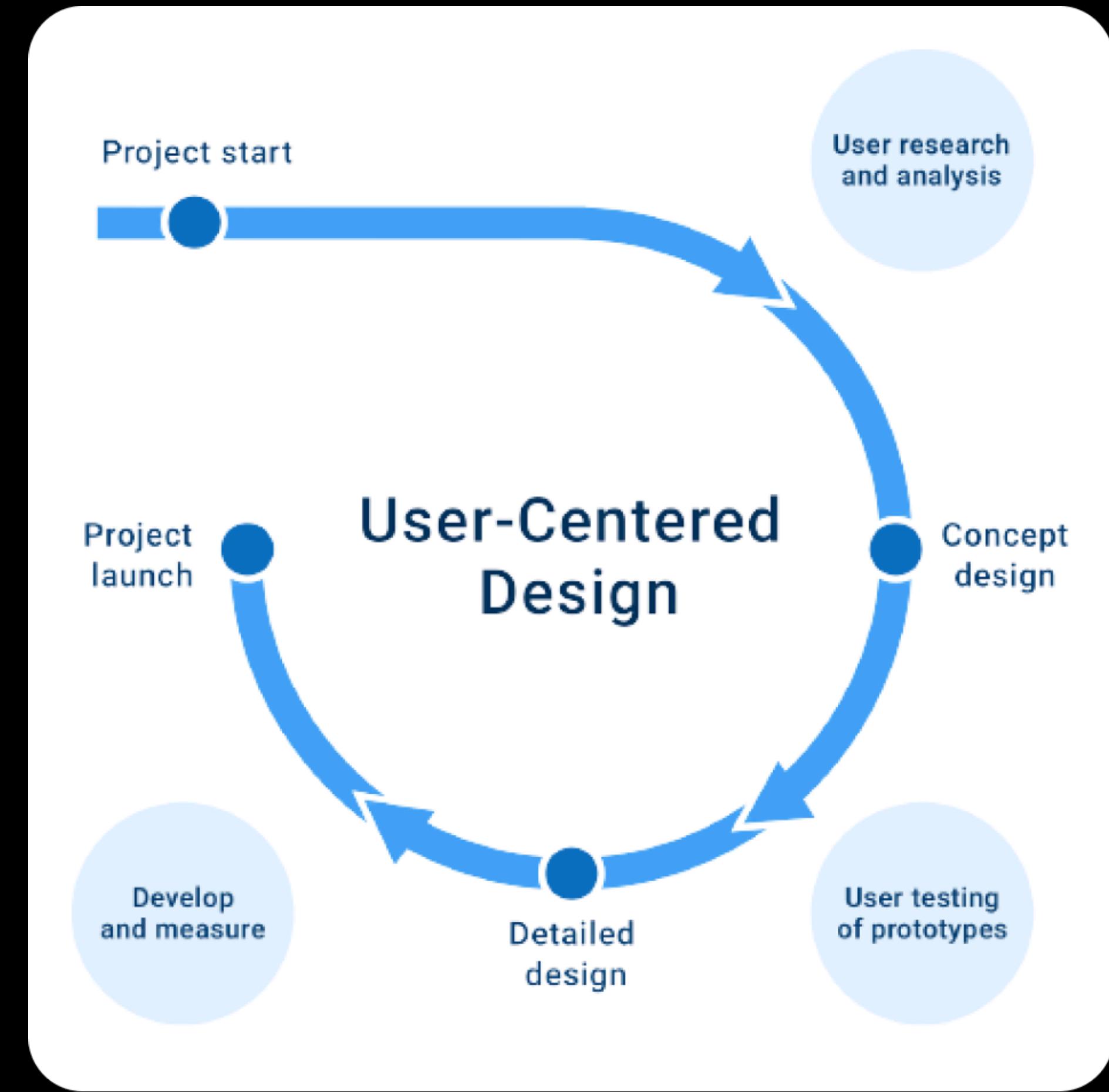
Design is how it works”

STEVE JOBS
1956 - 2011



User-Centered Design

User-centered design (UCD) is an **iterative design process** in which designers focus on the users and their needs in each phase of the design process.



Point 1

The Importance of Understanding Users

- * **Successful design starts with a deep understanding of the end-users.**
- * **Meeting user needs and expectations leads to better products**

Point 2

Conducting Basic User Interviews

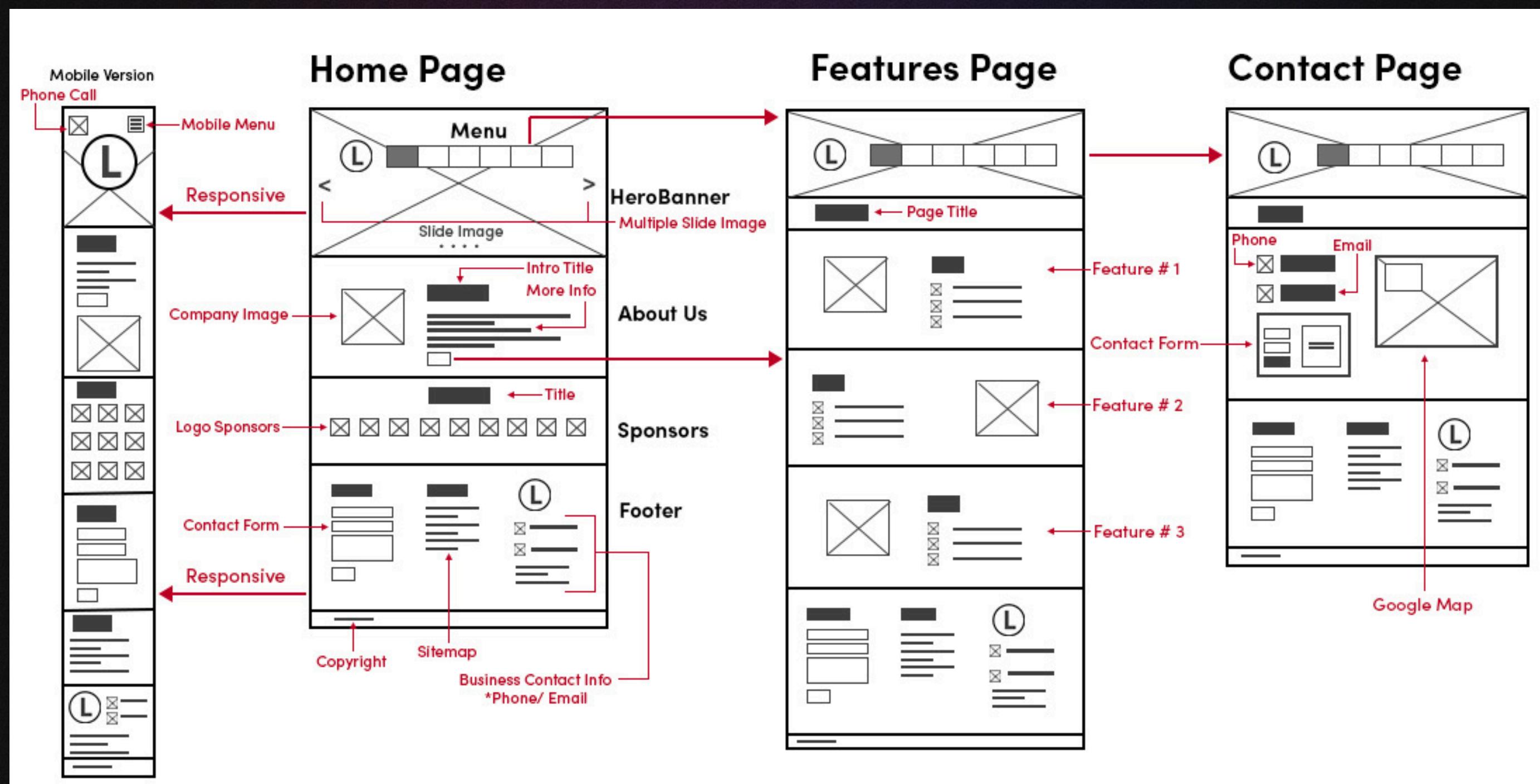
- * **User interviews are a vital part of understanding users.**
- * **Encourage open-ended questions to gather valuable insights.**

Point 3

Identifying User Needs and Pain Points

- * To analyze interview data to identify recurring patterns.
- * The significance of identifying common user needs and problems.

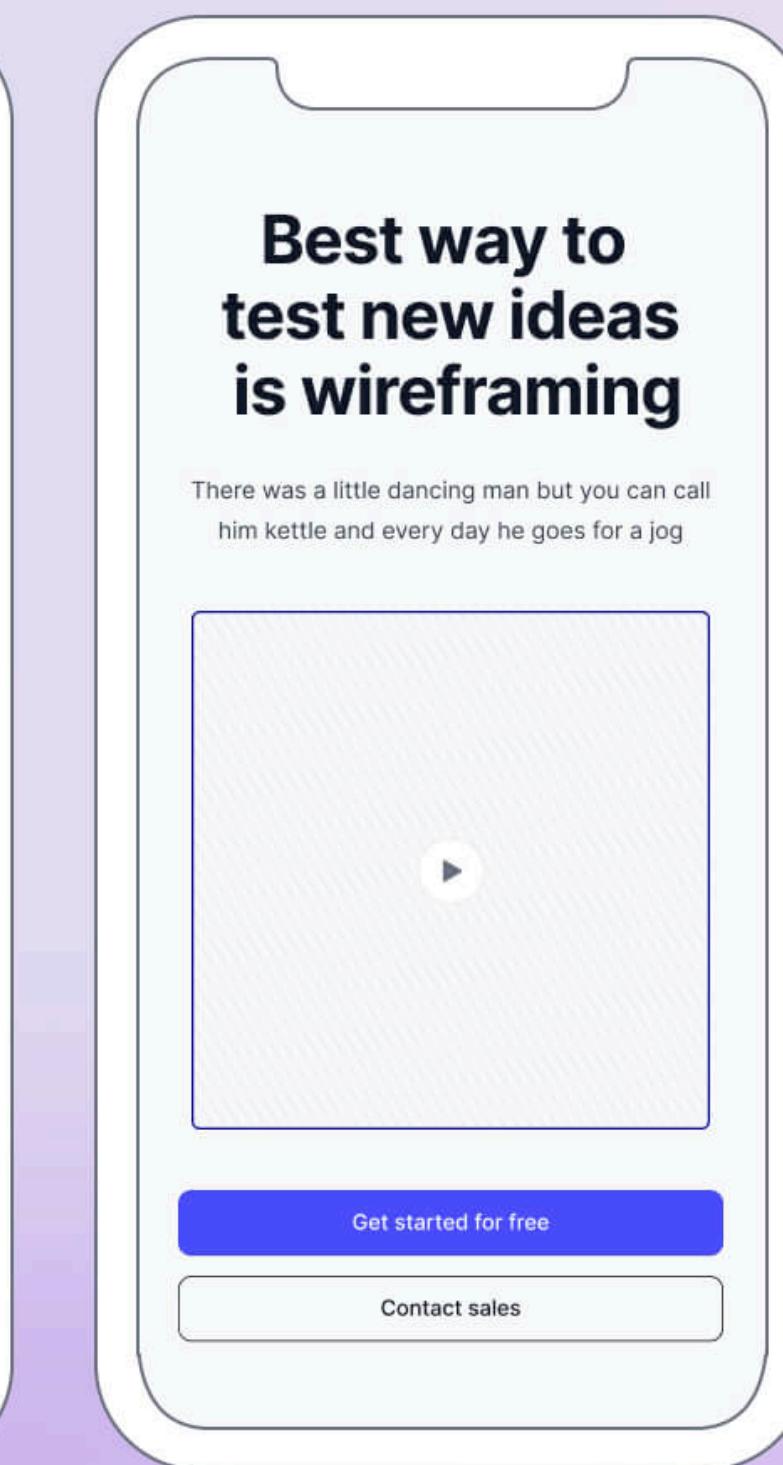
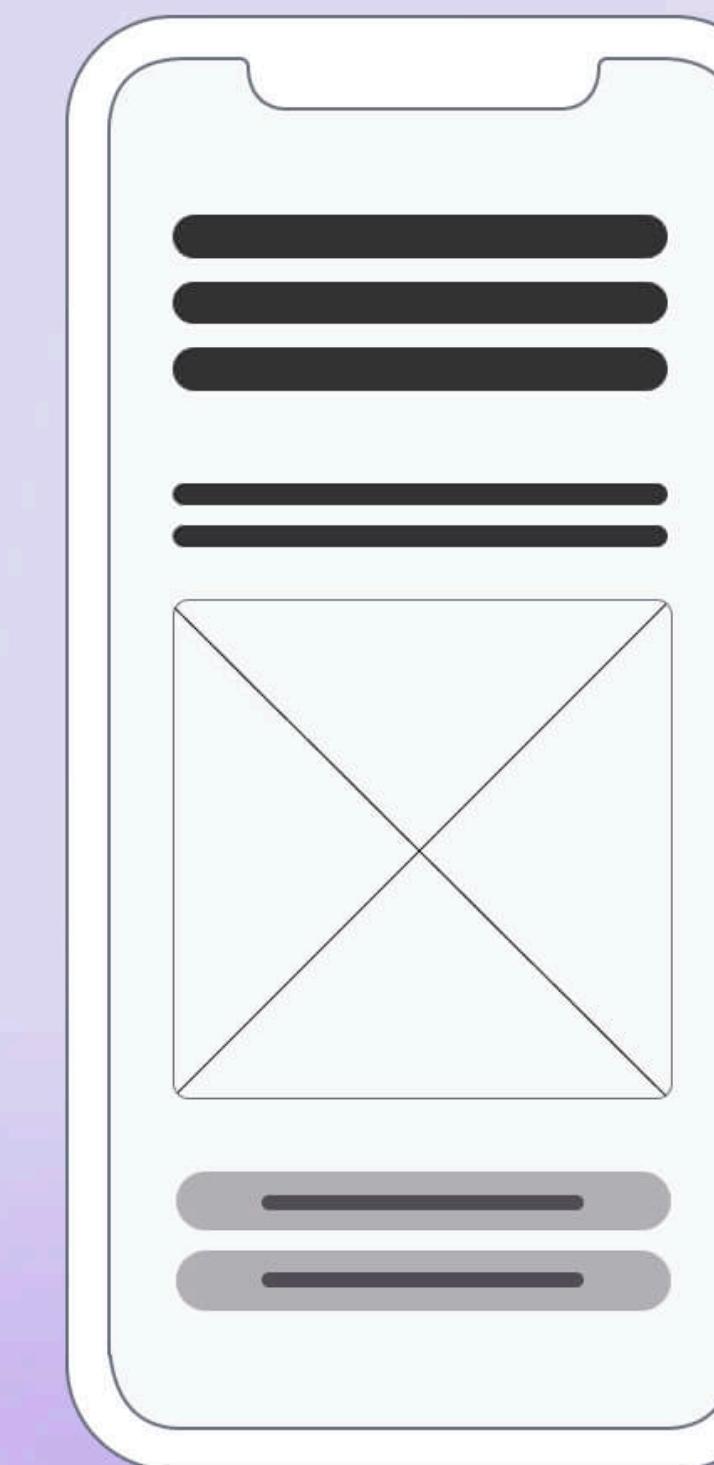
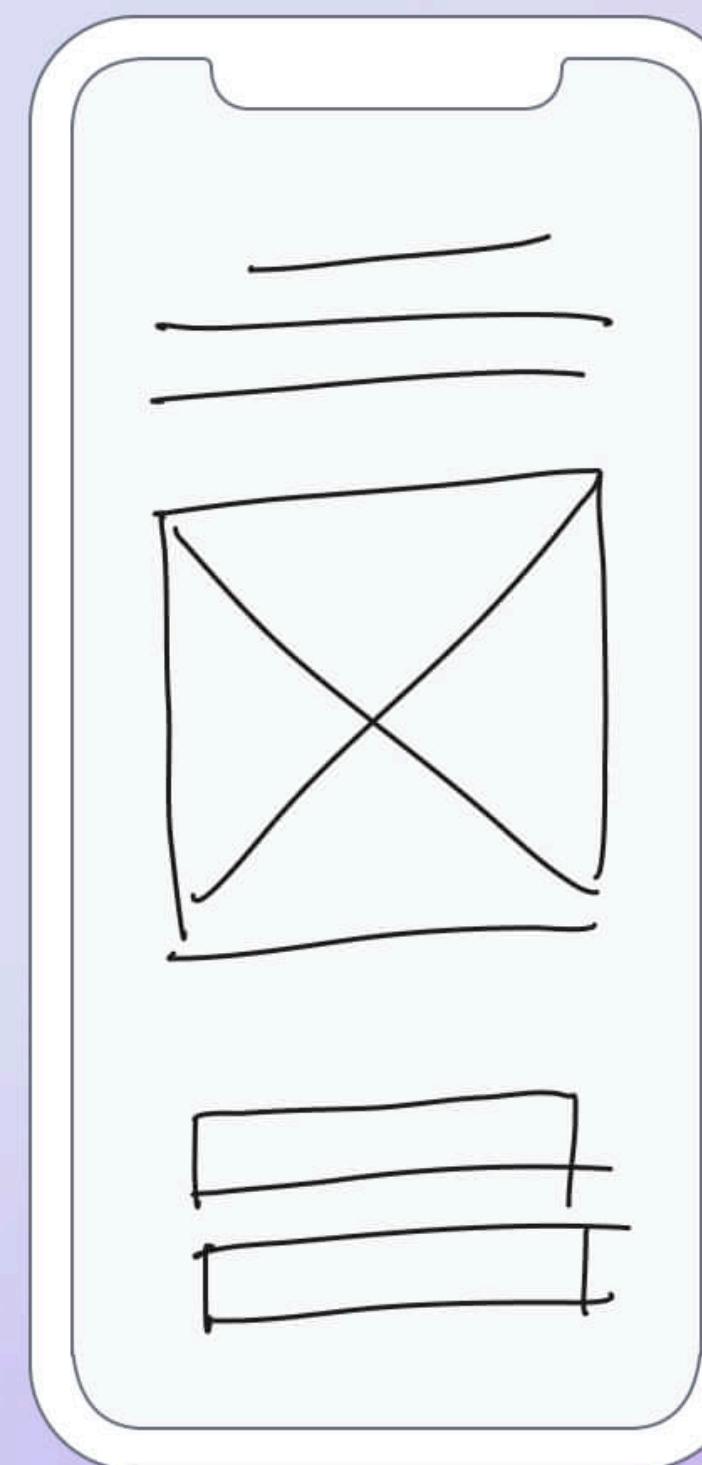
Wireframing and Sketching

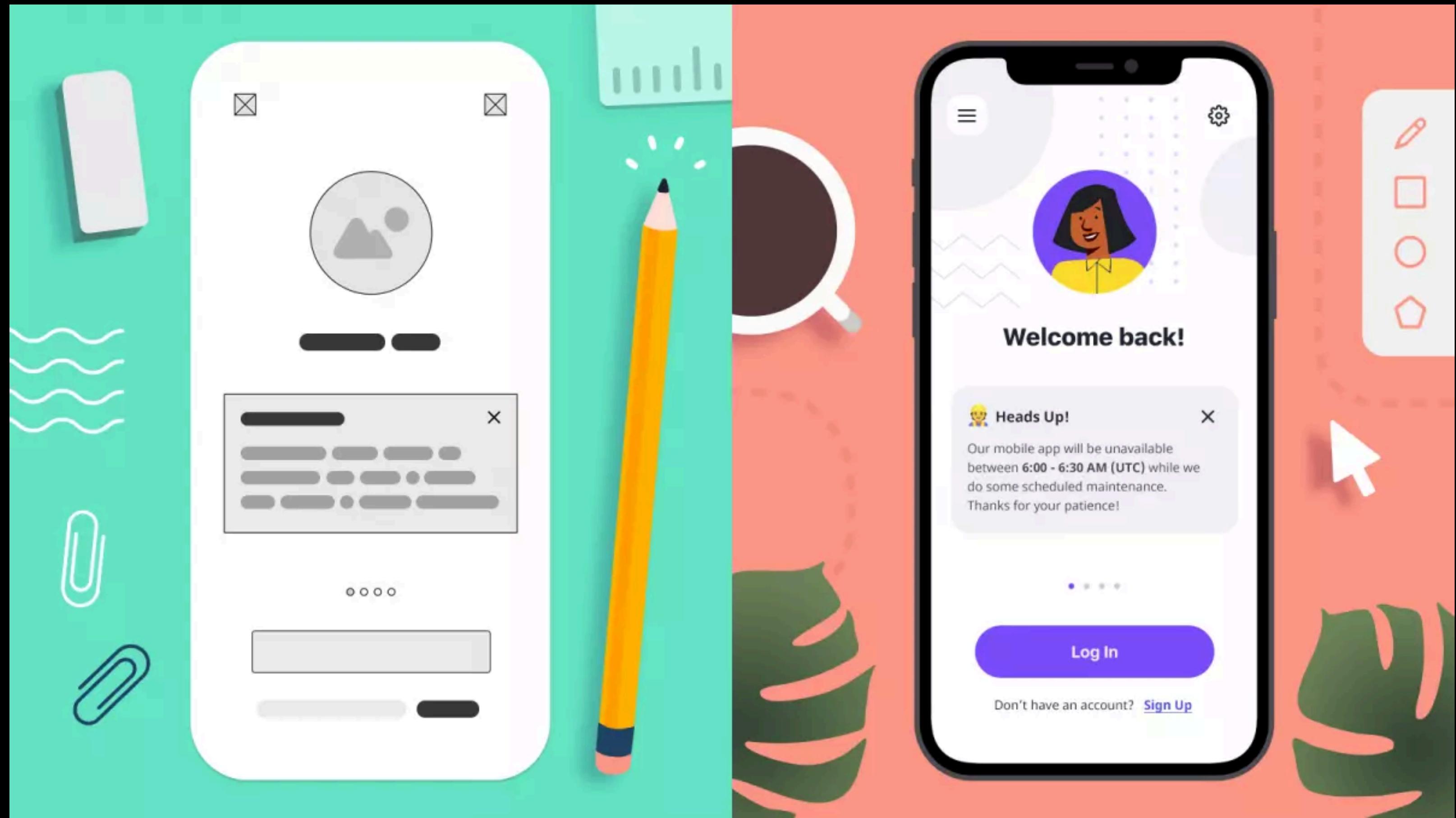


Point 1

Sketching Interface Ideas

- * The importance of sketching ideas on paper as a **quick and flexible** way to explore concepts.
- * This can assist you in gaining a **general understanding** of how the product will progress.

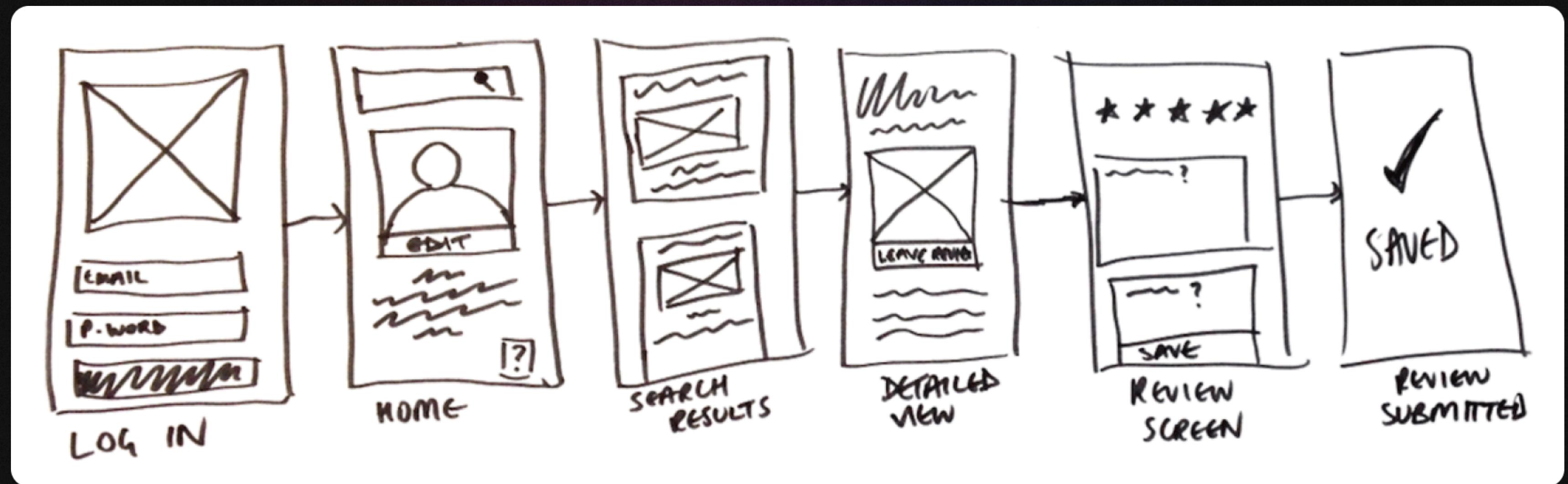




Point 2

Introduction to Paper Prototyping

- * **Paper prototypes help in testing ideas rapidly and inexpensively.**
- * **They allow for quick feedback without any digital tools.**



Prototyping with Tools



Visual Design Basics



Few ways to make a good Visual Hierarchy

SIZE

To create hierarchy

Color

Change Color to grab attention

Contrast

To show importance

SPACE

To give Directions

Point 1

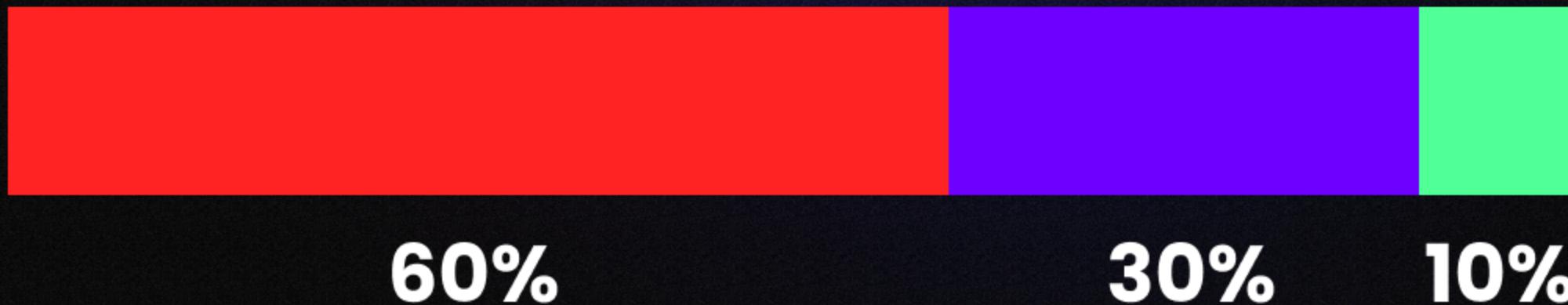
Color Theory and Basic Color Selection

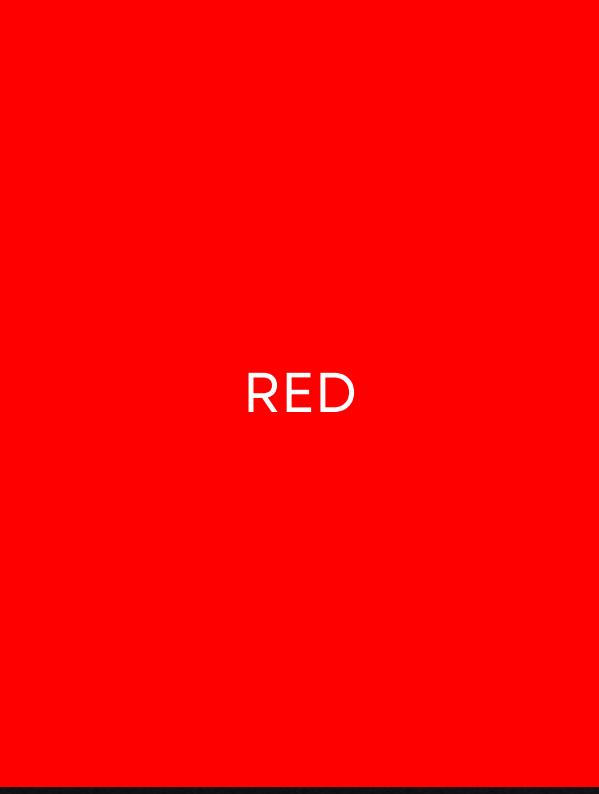
- * **The psychology of colors (e.g, warm vs. cool) and how they can evoke emotions.**
- * **The importance of choosing a harmonious color palette for design consistency.**

What is the 60-30-10 rule?

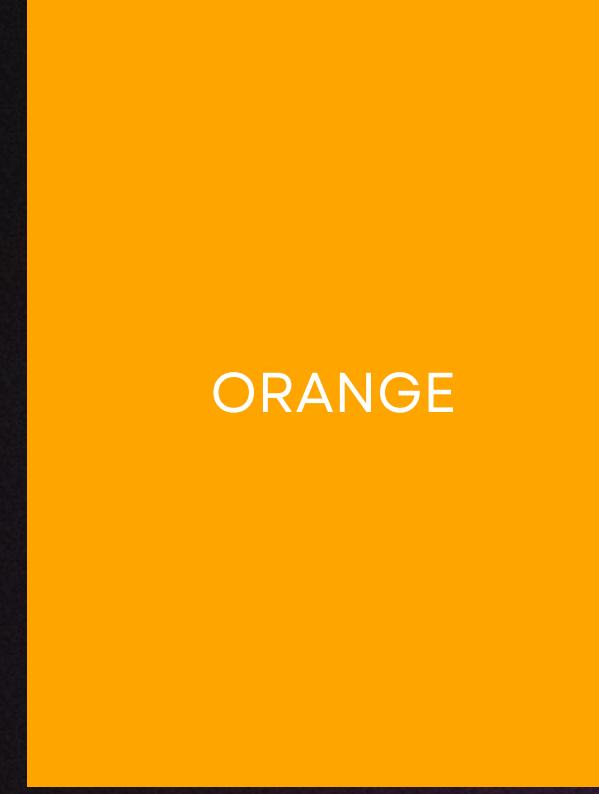
In the design world, the 60-30-10 rule is a rule that helps to guide designers on choosing and pairing colours for their designs.

To put it simply, this rule says that the **dominant/primary colour should take up 60%** of your design, **the secondary colour should take up 30%**, while an **accent colour should take up 10%** of your design.

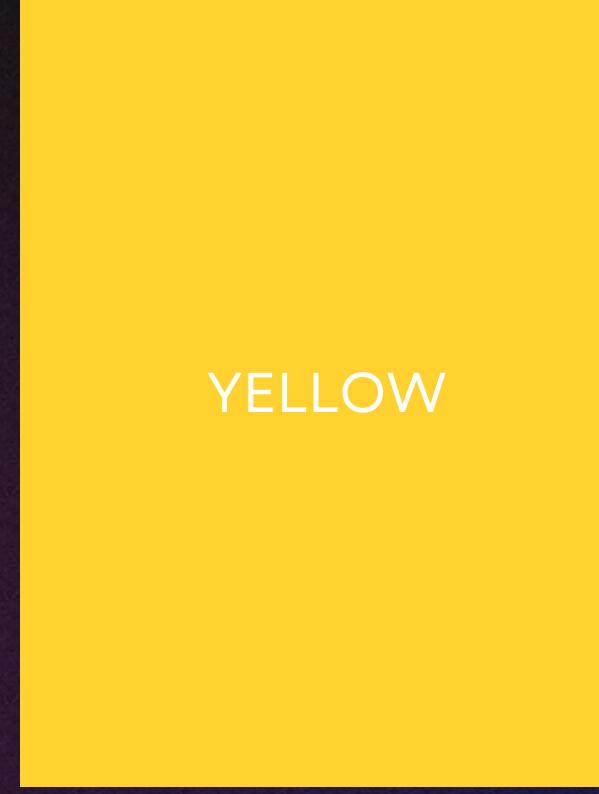




RED



ORANGE



YELLOW



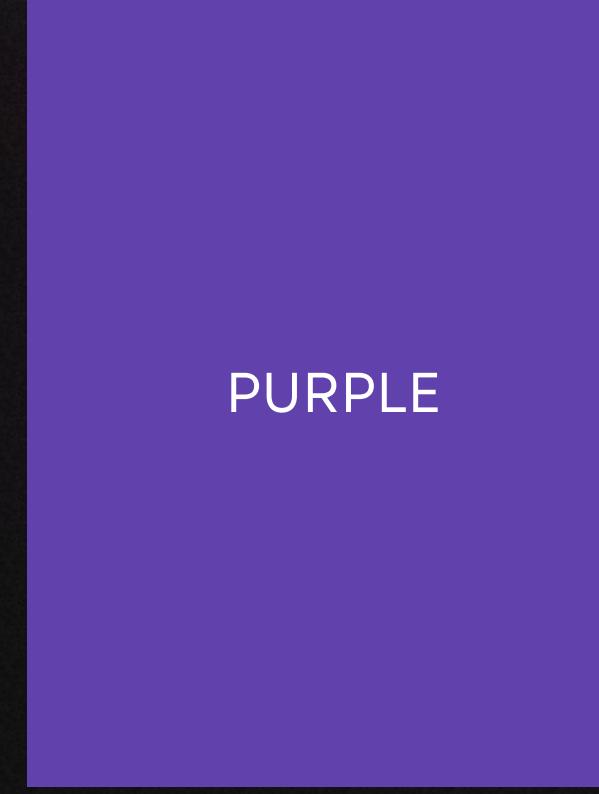
GREEN



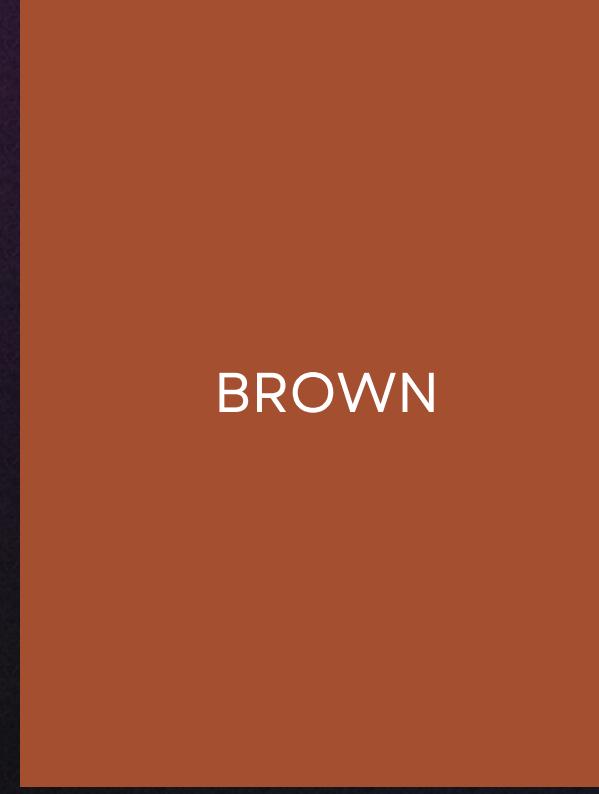
BLUE



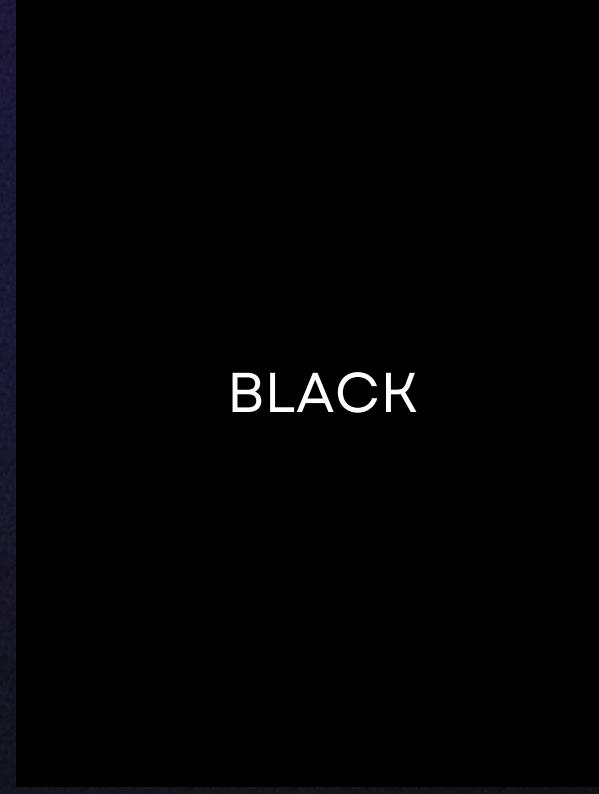
PINK



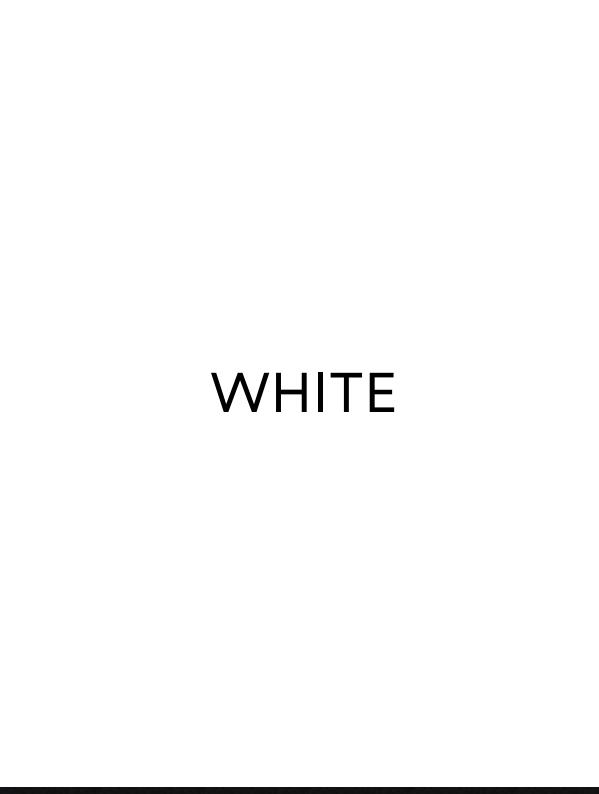
PURPLE



BROWN



BLACK



WHITE

**“If you put all the art in
single room it won’t be
museum it’s a warehouse”**

Point 2

Typography for Beginner

- * Introduce font types (serif, sans-serif, script) and when to use them.
- * Font sizes, line spacing, and font combinations for legibility.

LESS IS MORE

Avoid using more than **two fonts** in a design.

Two Fonts are more than **enough** for a single Design

This **is** A **HEADING**

This **is** a **Heading**

LESS IS MORE

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Two Fonts are more than **enough** for a single Design

This **is** A **HEADING**



This **is** a **Heading**



Double Point Size

This is a Heading

This is a Sub Heading

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

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Align to one Axis

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Point 3

Using Basic Icons and Imagery.

- * **The role of icons and images in conveying information.**
- * **Icons are commonly used and the importance of using high-quality visuals.**

Usability Testing

Why Usability Test?



Uncover Problems
in the design



Discover Opportunities
to improve the design



Learn About Users
behavior and preferences

Usability Testing: Flow of Information



Point 1

Collecting Feedback and Making Improvements

- * **How to collect feedback from test participants, including surveys and observations.**
- * **Stress the iterative nature of design and how feedback drives improvements.**

6 Tools used by UI/UX Designers



Figma

(Windows & MacOS)



Adobe XD

(Windows & MacOS)



InVision

(Windows & MacOS)



Sketch

(MacOS Only)



Adobe Illustrator

(Windows & MacOS)



Adobe Photoshop

(Windows & MacOS)

Want to Learn UI/UX for FREE??

The image is a composite graphic. In the top left corner is a 3D purple and blue geometric cube. Below it is the Figma logo, which consists of a stylized lowercase 'f' composed of overlapping colored circles (red, orange, yellow, green, blue, purple). To the right of the Figma logo is a black and white profile photograph of a young man with dark hair and a beard, smiling broadly. In the bottom right corner, there is a large green rectangular button with the text "BEGINNER TO PRO" in white. Above this button, the words "UI/UX DESIGN" are written in large, bold, black capital letters. In the top right corner, there is a logo for "GRAVITY CODING" featuring a blue circular icon with a white 'G' and the text "GRAVITY CODING" in blue. The background of the entire graphic is a dark, solid color.

Fast

Graphical

Modeling

Interactive

Application

UI/UX
DESIGN

BEGINNER
TO PRO

GRAVITY CODING

Any Question ?

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HOW DESIGN IS MADE



**HOW CLIENTS THINK
DESIGN IS MADE**



DESIGN IN PUBLIC

**Post your design in LinkedIn OR Dribbble to
Boost your Portfolio on UI UX**