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Ultimate guide for designing UI cards

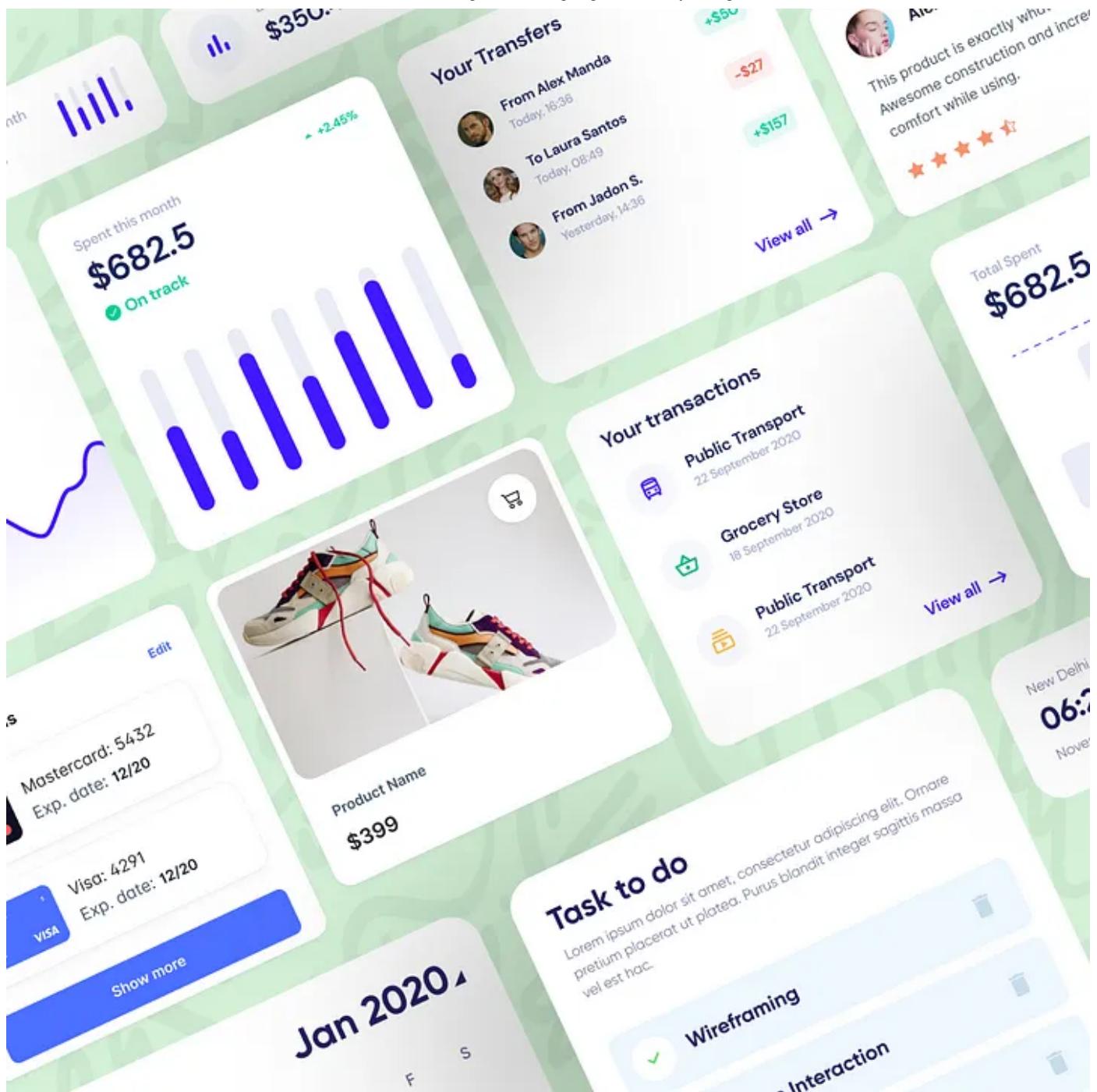
Tips, tricks and best practices for designing better cards.

Vikalp Kaushik · [Follow](#)

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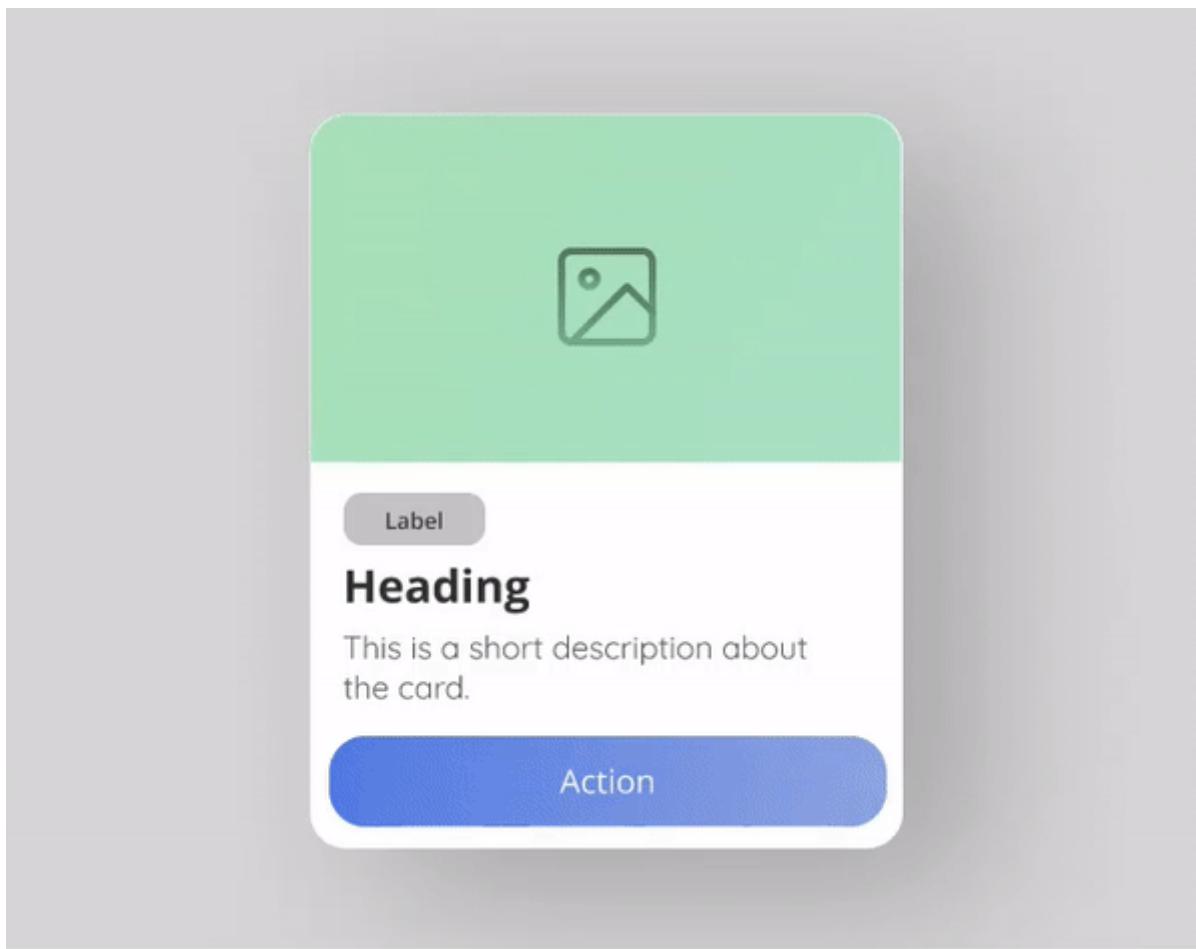


Cards are universal—from social media sites like Instagram and Facebook to E-commerce stores like Amazon. Card layout has quickly earned popularity.

As an information container, cards hold all elements such as text, rich media, buttons, etc. Based on this content, it can adjust its size to that of different devices and screens, balancing user interface and user experience.

What Are Cards?

Cards are a UI component containing content and actions about a single case. Cards can contain various elements, but they all should be about a single topic.



Card Styles

The purpose behind this is to avoid long texts and render more scannable content. Even though users might not be familiar with a card's concept from a design point of view, they instantly know how to use them since they are identical to physical cards.

Why is it so popular?

Cards are popular because they seem to suppress content. Cards are modular, so different content items can be stacked together without visiting attention to their differences.

Cards minify content, by forcing content to adjust to the limitations of the card boundary and card visual layout. Designers like that cards allow numerous content to be mixed and matched without concern that the design will become cluttered.

Cards can break down content into digestible bits that allow users to interact with it. By giving a container for content, cards indicate that the content is real and emotional to the user.

Card UI design is popular for other many reasons:

- **Intuitive:** Cards look identical to real-world definite cards as they seem in user interfaces. They appear common to users. Before cards became popular elements in mobile and web apps, they were all around in real life: business cards, baseball cards, sticky notes. Cards represent a beneficial visual analogy that allows our brains to intuitively connect a card with the piece of content it represents—just like in real life.
- **Easy to digest:** Cards don't take up much space and urges the designer to prioritize its content. In a twist, each card becomes digestible pieces of content that are easily accessed and explored. Cards make it easier for users to find the content that they are interested in.
- **Cards are attractive and user friendly:** Card-based design often relies heavily on visuals (especially, images); any copy is usually secondary to the visual in terms of the information architecture. The emphasis on using images can help make card-based design more attractive to users than the same content not arranged in cards.
- **Advantageous for responsive design:** Cards are rectangular shape resizes smoothly to fit the horizontal and vertical frontages of different screens, which means users get a uniform experience across all devices.
- **Shareable:** Cards can encourage users to share content on social media, as it allows users to easily share only specific piece of content vs a whole page.

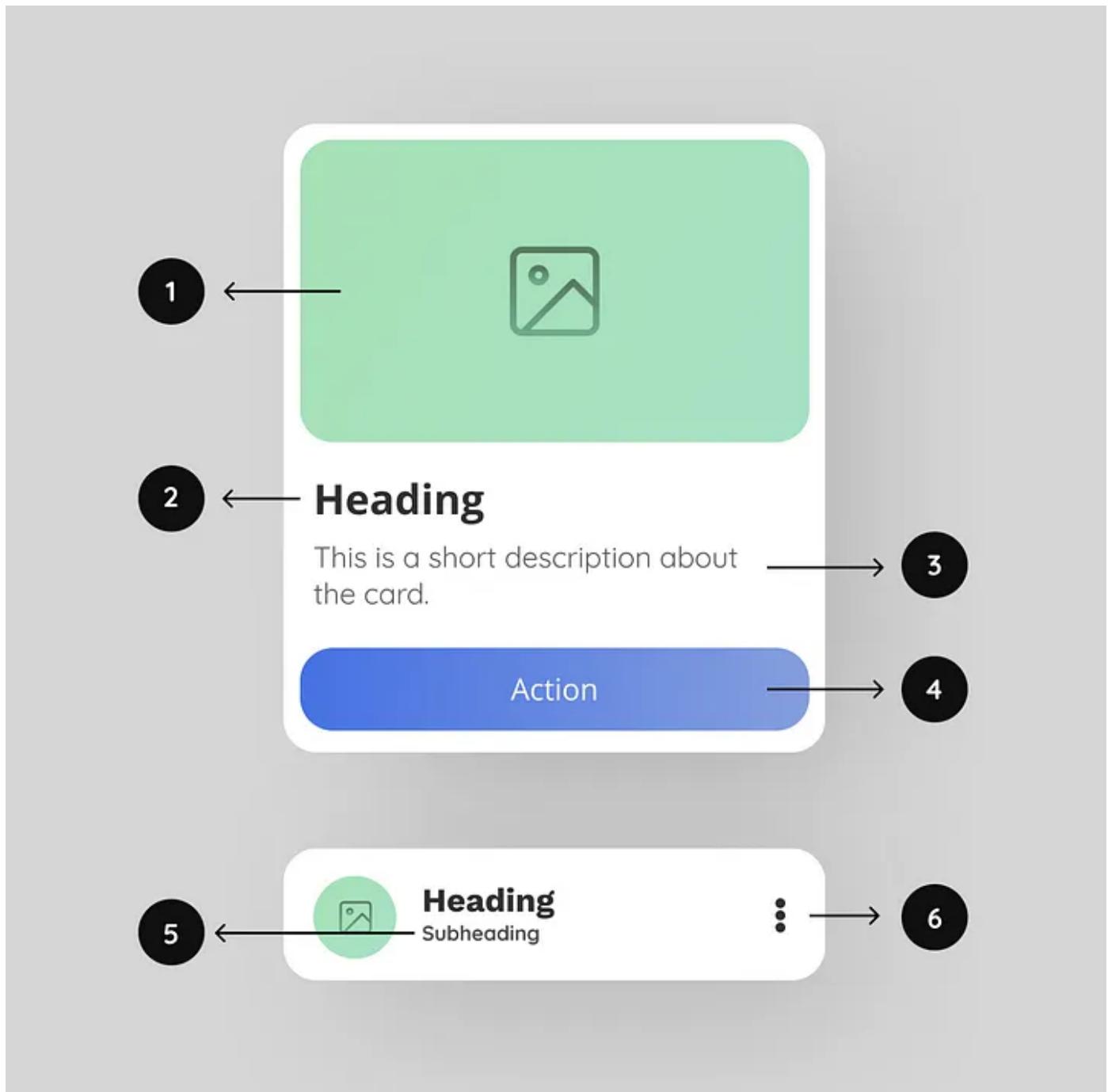
When to use card UI design?

This is usually the case when you have:

- **A search-based interface:** Cards allow applicable content to generally indicate itself, making it possible for users to dive deep into their interests. Card-based design is a very suitable way for presenting such kind of content.
- **Browsing products:** Cards are better compatible when users browse for information.
- **Task Management:** When you can illustrate a single task in a flow as a card. Cards can be easily organized for a list of tasks. The task management app does a great task of using a card-style interface to create a dashboard for users, where each card represents a separate task.
- **Similar items:** Cards work best for collections of heterogeneous items (when not all the content is of the same basic type).
- **Analytical Visualization:** Dashboards usually show a variety of content samples simultaneously on the same sheet. In such circumstances, the card analogy can help create more obvious differences between items where each card can adapt to a different role.

Anatomy of cards

Card layouts can differ to support the categories of content they include. The following components are commonly found among that variety.



- (1) **Rich Media:** Cards can contain thumbnails to show an image, illustration, avatar, logo, icon or graphics.
- (2) **Heading:** Header text can contain things like the name or title of a photo album or article.
- (3) **Description:** Supporting text contain text like an article summary or a short description.
- (4) **Call to Action:** Cards can contain buttons for actions.

(5) Subheading: Subhead text can contain text elements such as an article byline or a tagged location.

(6) Icons: Cards can contain icons for actions.

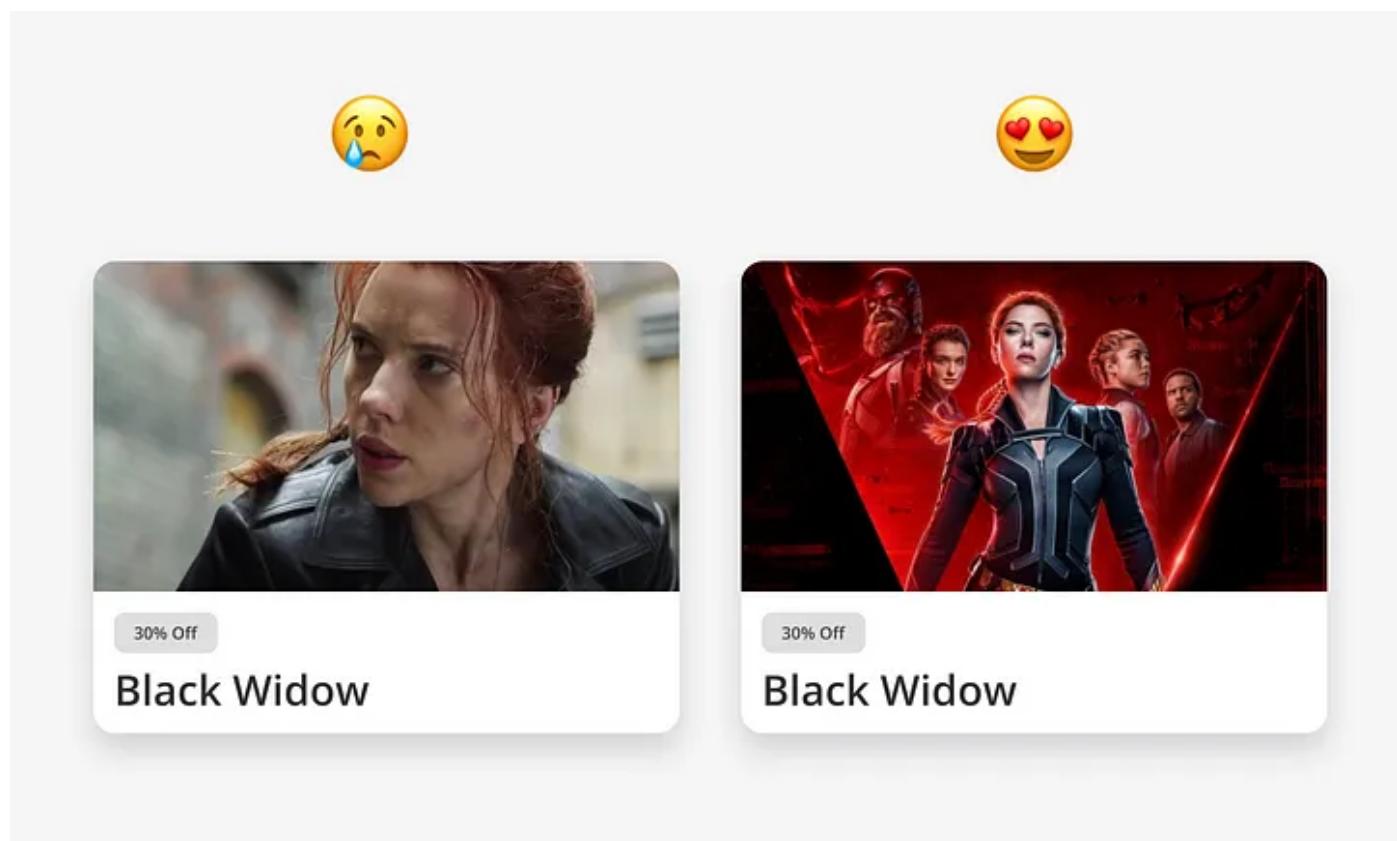
Tips & Best Practices

There are a few things that can improve card design.

1. Use relevant image

The image is the leader of the card design, you need a great image to draw users attention to each card.

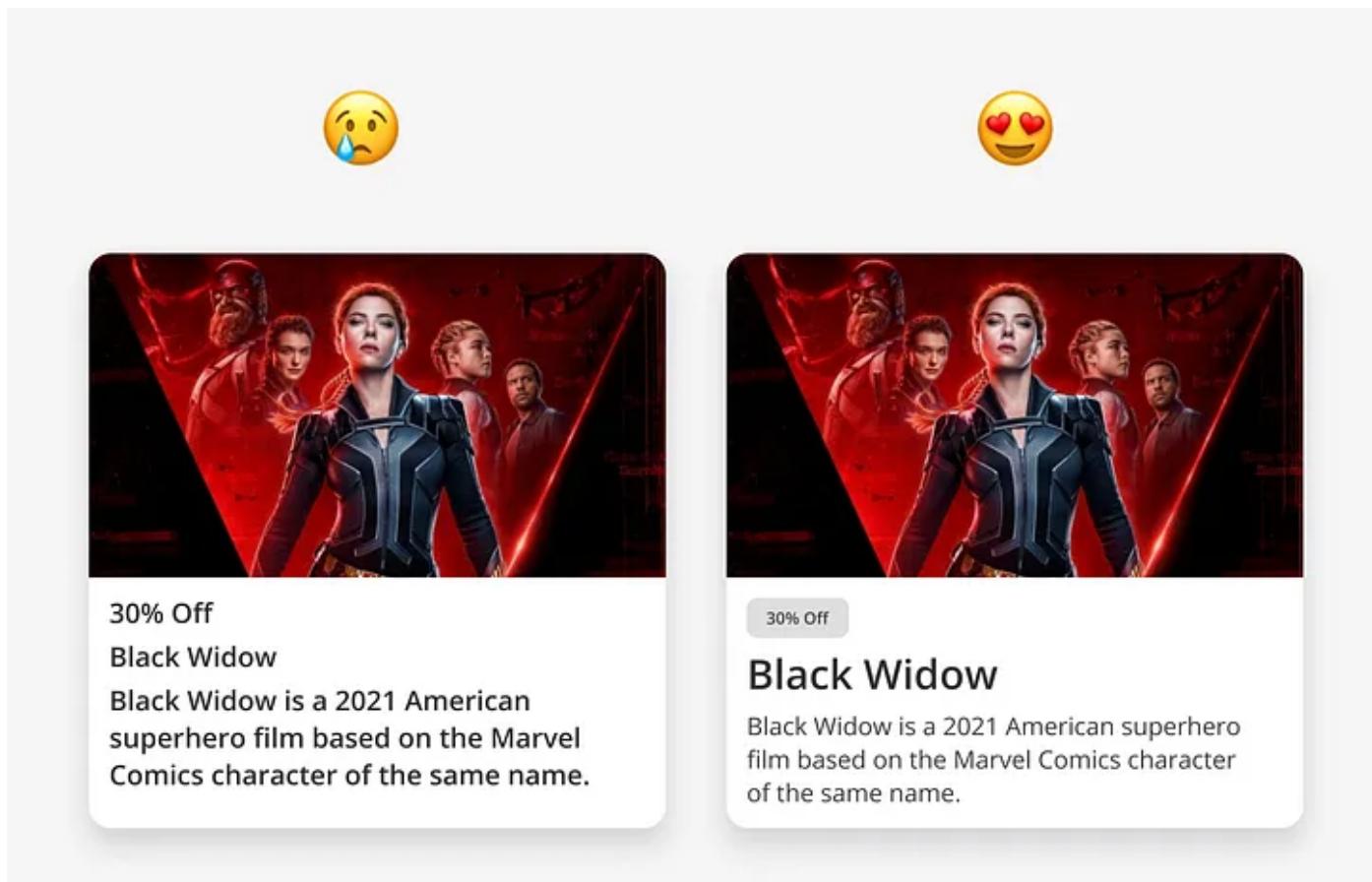
Not only images, but cards can also contain illustrations, icons with light background box or any other kind of rich media but needs to be relevant to the content.



2. Add visual hierarchy

Hierarchy within cards helps direct the scrutiny of users to the most important information.

Place main content at the top of the card and use typography to promote the main content. Use white space & contrast to separate content areas that need more diverse visual separation.



3. Limit content

A card should include only important information and propose a correlated access point to additional details, rather than the full details themselves.

As many of us, try to put too much content into a card, the card can turn out to become extensive or too lengthy and in a twist, lose its actual connection to the card analogy as it doesn't look like a card anymore.



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4. Avoid embedded links

Don't include inline links. Cards should link by themselves or provide a limited set of activities available.



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Black Widow

Black Widow is a 2021 American superhero film based on the Marvel Comics character of the same name.

5. Differentiate actions

Cards that contain numerous actions should be visually contrasted.

In the below example, I make the successive action less well-known by giving it a light tone instead of a primary button style.



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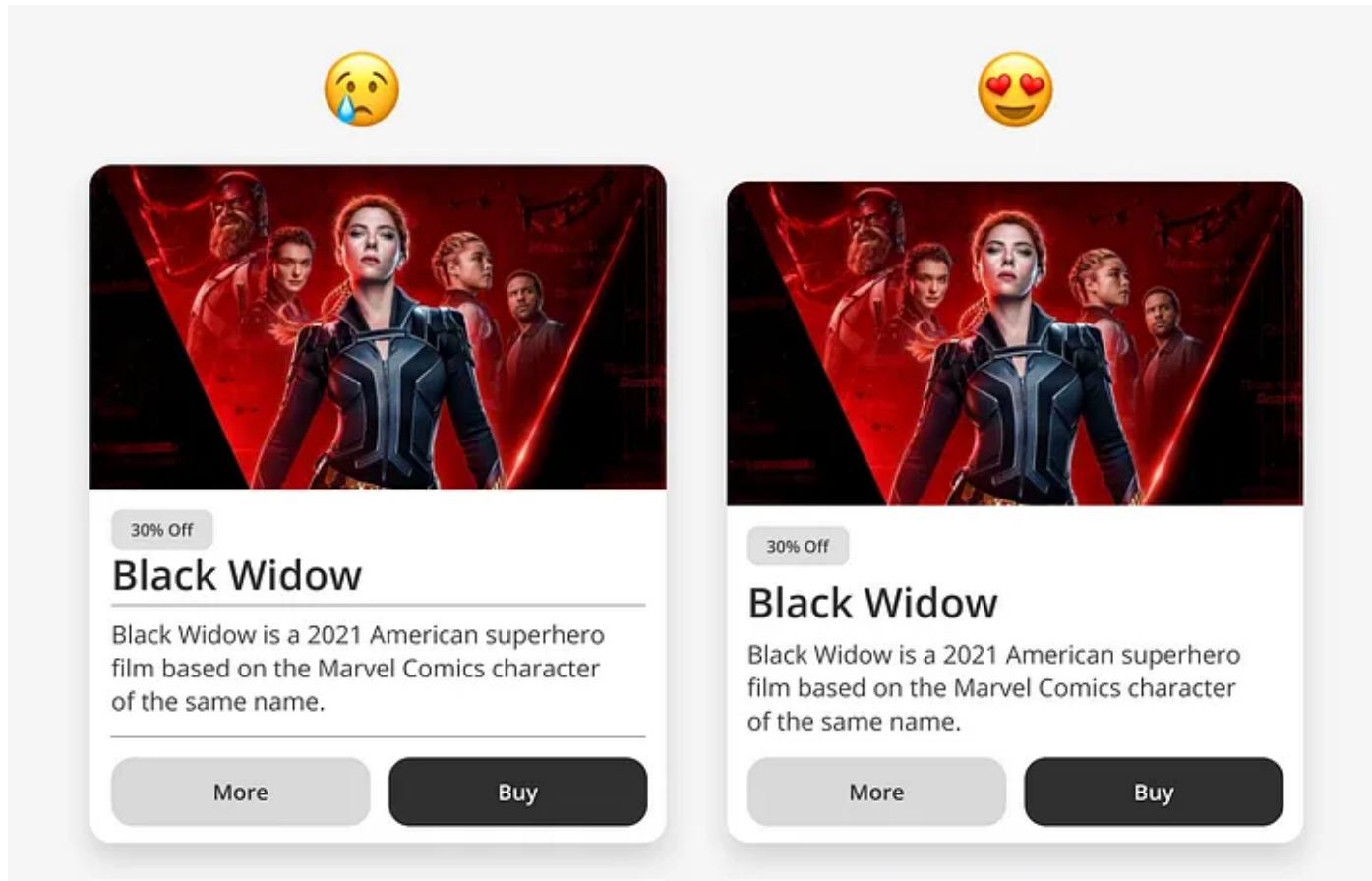
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6. Resist lines for grouping

It's common for new designers to distinguish content with borders as a way to define different groups. These borders cause unnecessary visual noise that detracts from the content.



Aesthetic & Modern UI cards

Modern digital cards aren't a pure skeuomorphic idea, but quite frequently, using consistent analogies and principles used from physics help users make sense of interfaces and analyze visual hierarchies in content. In the case of cards there are a couple of things you can do:

1. Use rounded corners

To visually compare with a real-world real card in posture.

Rounded corners are more effective because they allow our eyes to easily follow lines “as it suits better to the natural movement of the head and eyes respectively”.



2. Add a light border or soft shadow

To show depth and reveal that the whole card is clickable. Shadows create a chasm in the interface which helps us to differentiate UI elements.

However, adding shadow into the design is not as simple as it sounds. Sometimes designers get carried away and by overdoing effects they make an otherwise decent-looking design look cheap. **Avoid using pure black colour for the shadow.**



Black Widow

\$29.99



Black Widow

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Bonus: Take care of fonts & white space

It is essential to give each card room to be seen, read and understood. Add plenty of whitespace around each block to provide users time and peace to visually reset as they look from one card to the next.

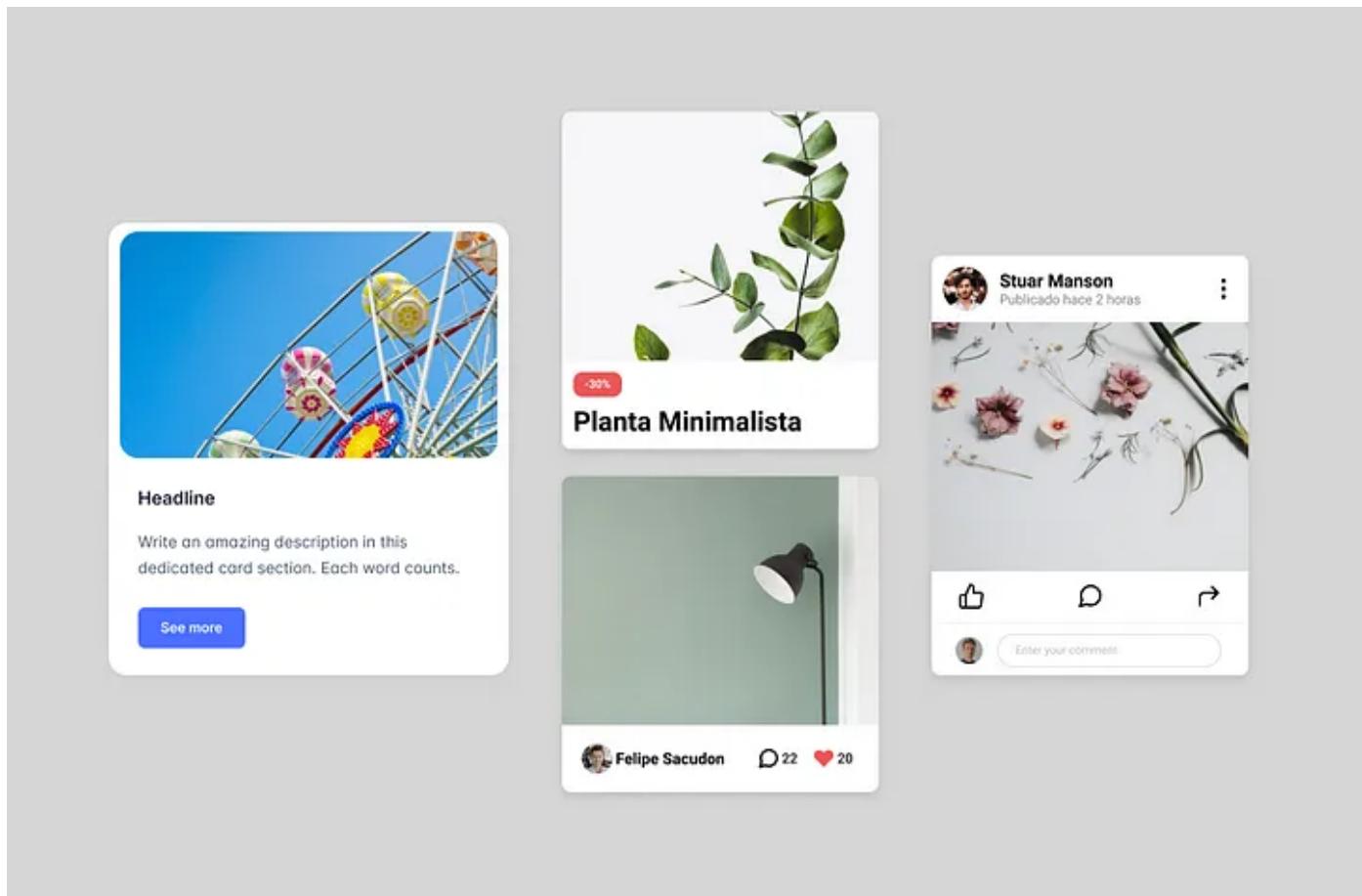
And opt for simple and basic typefaces (such as sans-serif with normal weight for card body copy), as basic typography maximizes readability and helps to browse.

Some UI card examples

Let's look at the real-word UI card examples

Blogs / Posts card:

It's essential to keep your blog cards simple. They should have a consistent, repeated structure, but use different image and font sizes to represent the most important to least important elements of the card to make them more understandable for those reading them.

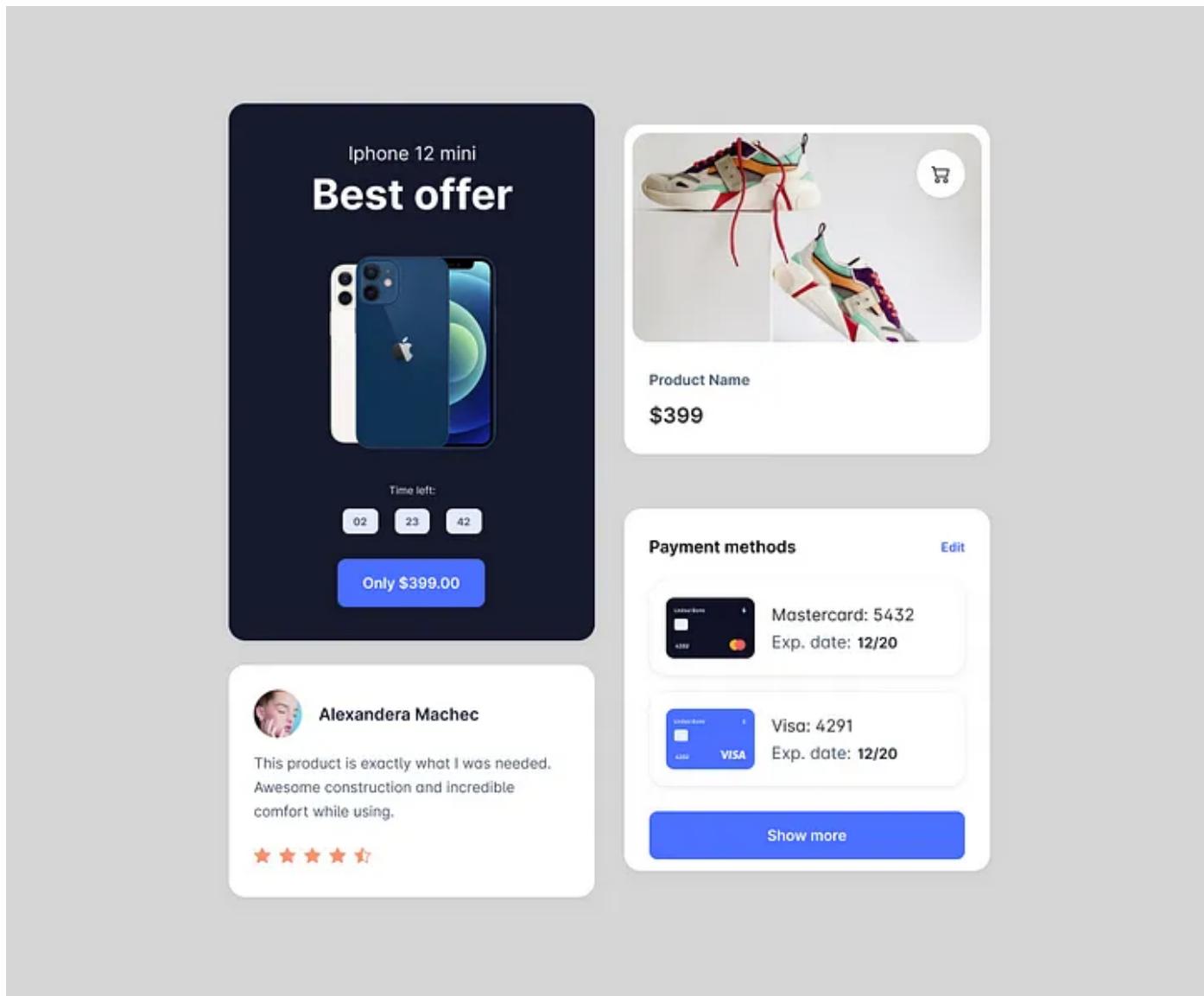


Designed by Diseno Constructivo & Webpixels

They highlight the featured image and title as the most prominent elements. Then, they also included quotes, which not only help users decide whether or not the article or posted content is right for them, but can entice them to click through if they were on the fence.

E-Commerce / Product card:

A product card is an important thing that helps you convert a visitor to a customer. An excellent product card should attract attention, arouse the desire to get the product, work out questions and disapproval, motivate people to buy, and also promote your website in search results.



Designed by Webpixels

The name of the product should be placed in the most noticeable place so that the visitor will immediately understand that he has come to the right place.

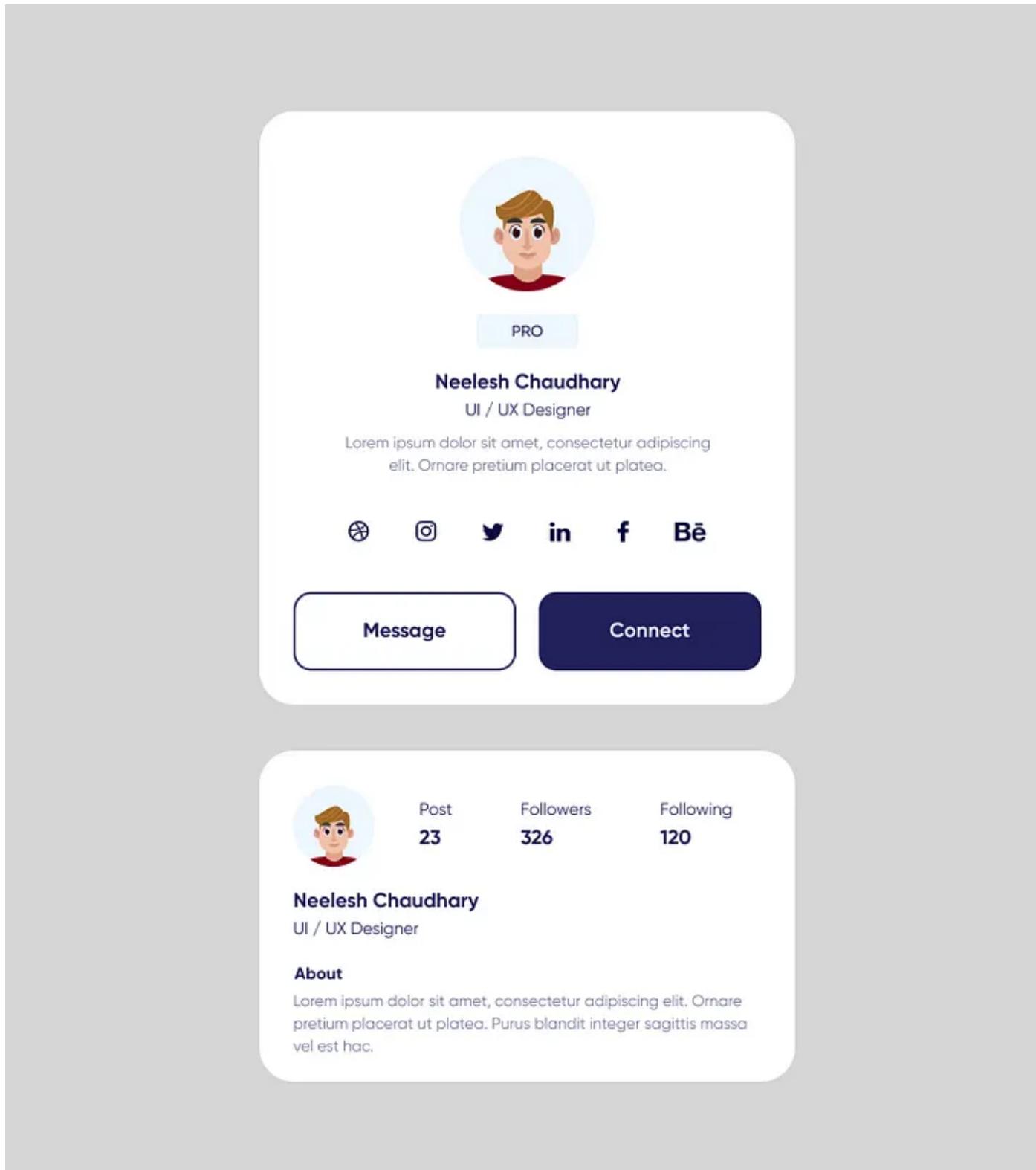
A good image will tell the customer over a thousand words, so you need a high-quality image to have the perfect product card.

If a product has a special offer, indicate not only the promotional price in the price block but also the regular price and how much money the customer will save.

Profile card:

Profile card has become a nail user interface widget in a website template. With personal branding becoming important more than ever due to the shift of interest

towards the online domain, it's time to move away from those boring hyperlinks pointing to your online page.



Designed by Neelesh Chaudhary

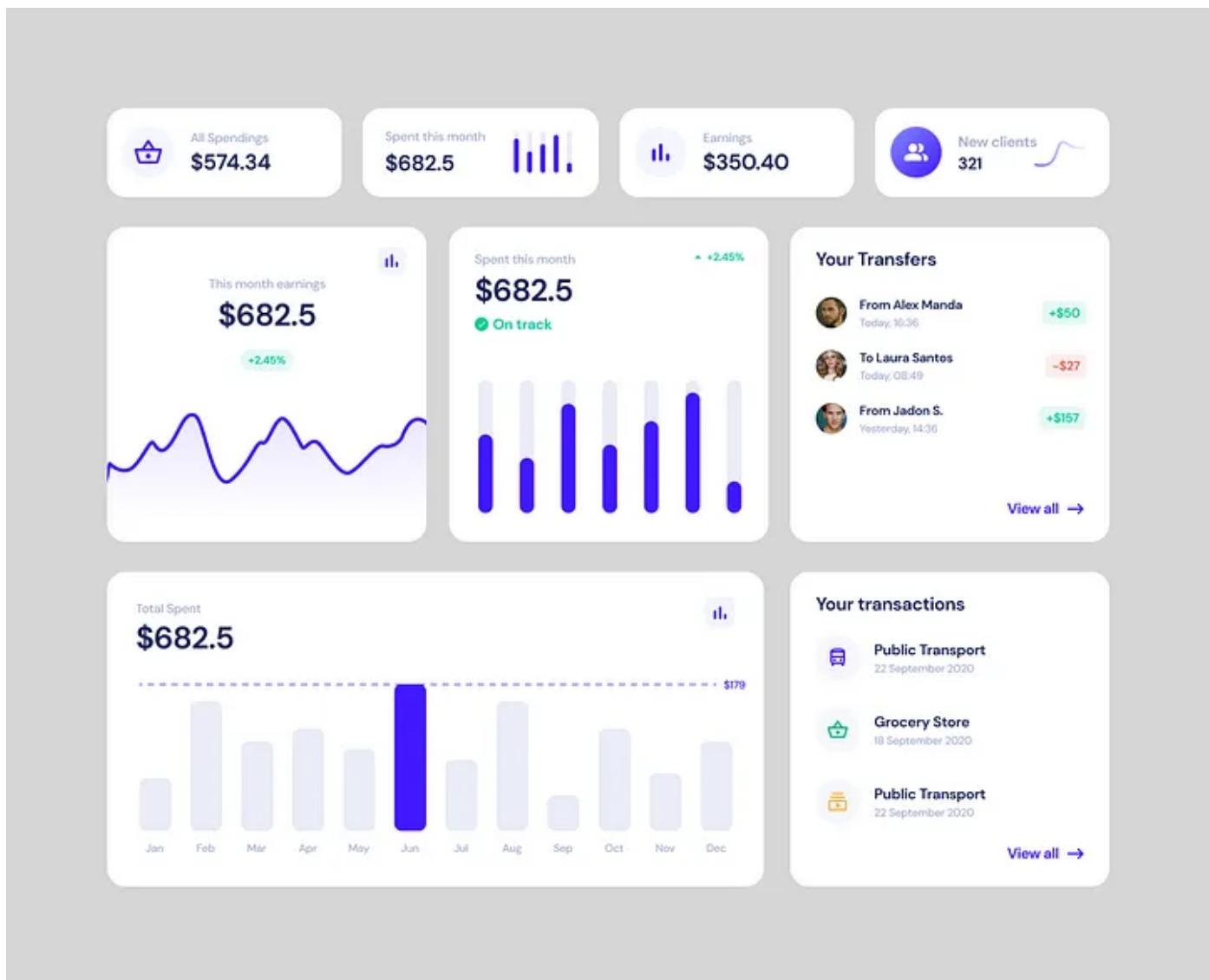
Just like every card, a profile card is a UI component that holds pieces of information vital to what it represents. It's yourself you want to sell to your audience (not literally) to achieve your objective.

Make sure to include only the necessary information (e.g., image, name, profession) and let your “about” page to have the remaining details to complete your profile.

This is in terms of design and layout whereas both interior and exterior of the card does not damage the look and theme of the website. Hierarchy is the key.

Dashboard cards:

Dashboard designs can differ widely. But all dashboards are made of cards. Depending on the type of dashboard, each card might include profile info, notifications, quick links or a navigation design element, key data, graphs and data tables. Make sure you use the correct type of card for each element.



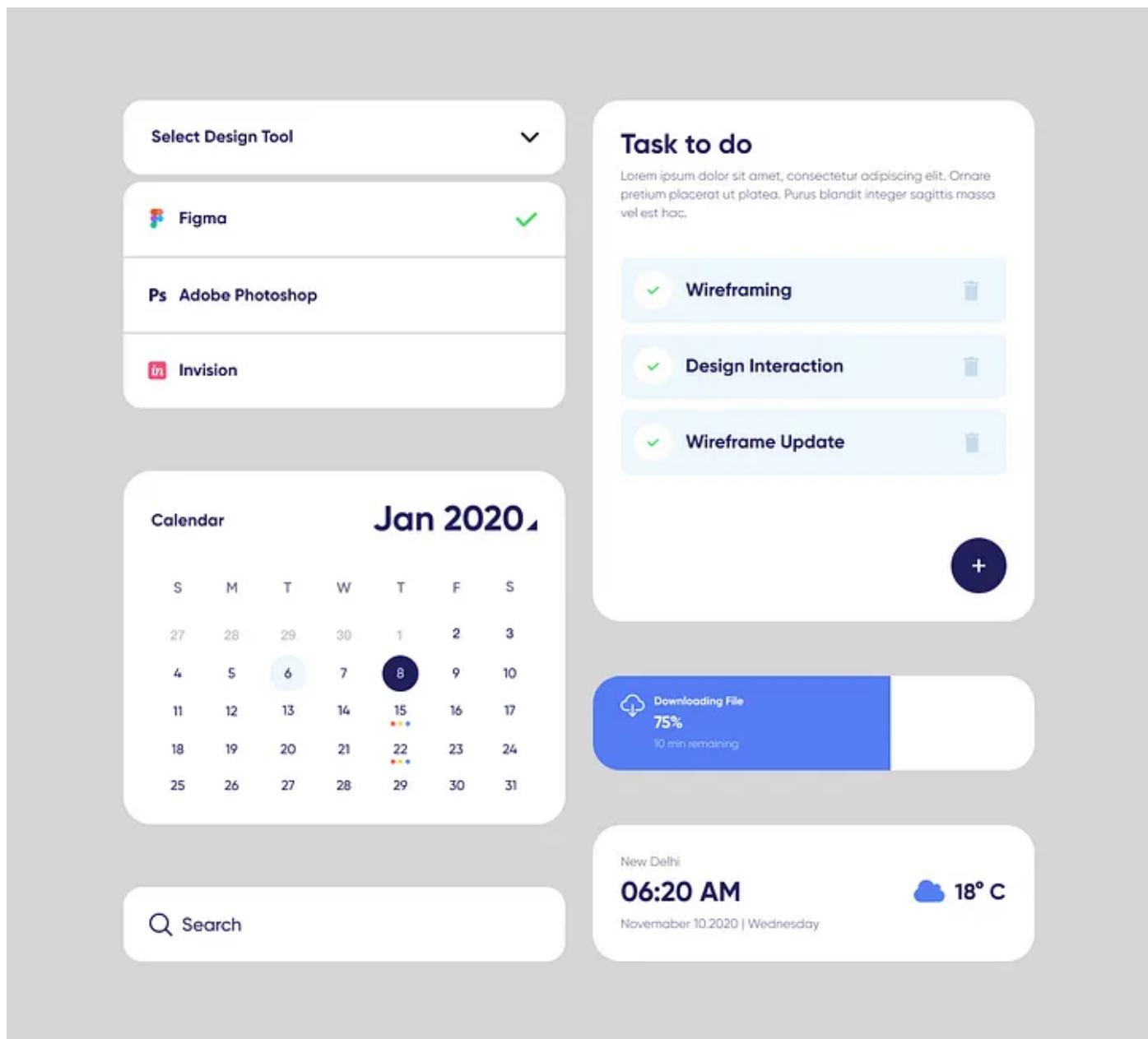
Designed by Simmmple

Dashboard card allows the user to decide which data they want to focus on. Easily understood UI which allows the user to control exactly which data needs to be front and center in the dashboard.

Only include the most relevant information and for your users, at least in the initial screen. When you have datasets that are easier to understand when seen together, find ways of presenting them in a single card. But be careful not to confuse the user.

Daily activities card (Kanban):

Kanban task cards seem like a pretty straightforward thing — take a sticky note, write what you need to do and put it on the wall. These cards must contain the number of units that need action. They also likely contain a variety of other information that clearly conveys what must be done.



Designed by Neelesh Chaudhary

The information contained on the card includes the name of the task and important details like what type of task it is and who owns it. Kanban cards are placed under status categories. The most basic status categories are “To Do”, “In Progress”, and “Complete”, but statuses may vary project to project.

The card structure is best for small changes like adding or deleting tasks rather than changing big picture ideas like your overall goals.

Conclusion

Cards can be designed more effectively in several ways. By initial defining and observing cards, we got a better idea of what this design pattern looks like across industries. It also allowed us to make some speculations as to what actions users are wanting on these cards. Cards work especially well in contexts where they provide summaries of many different kinds of content, rather than when simply used as a modern-looking replacement for a list of content.

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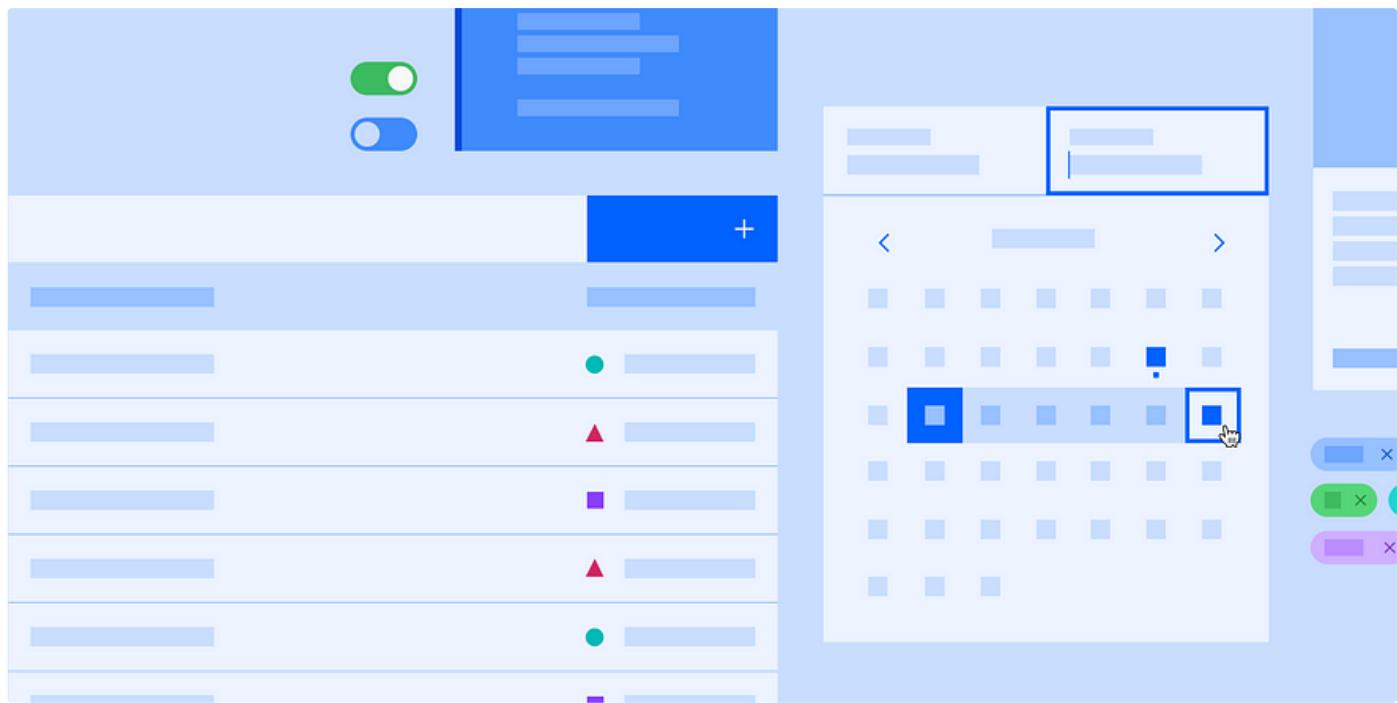
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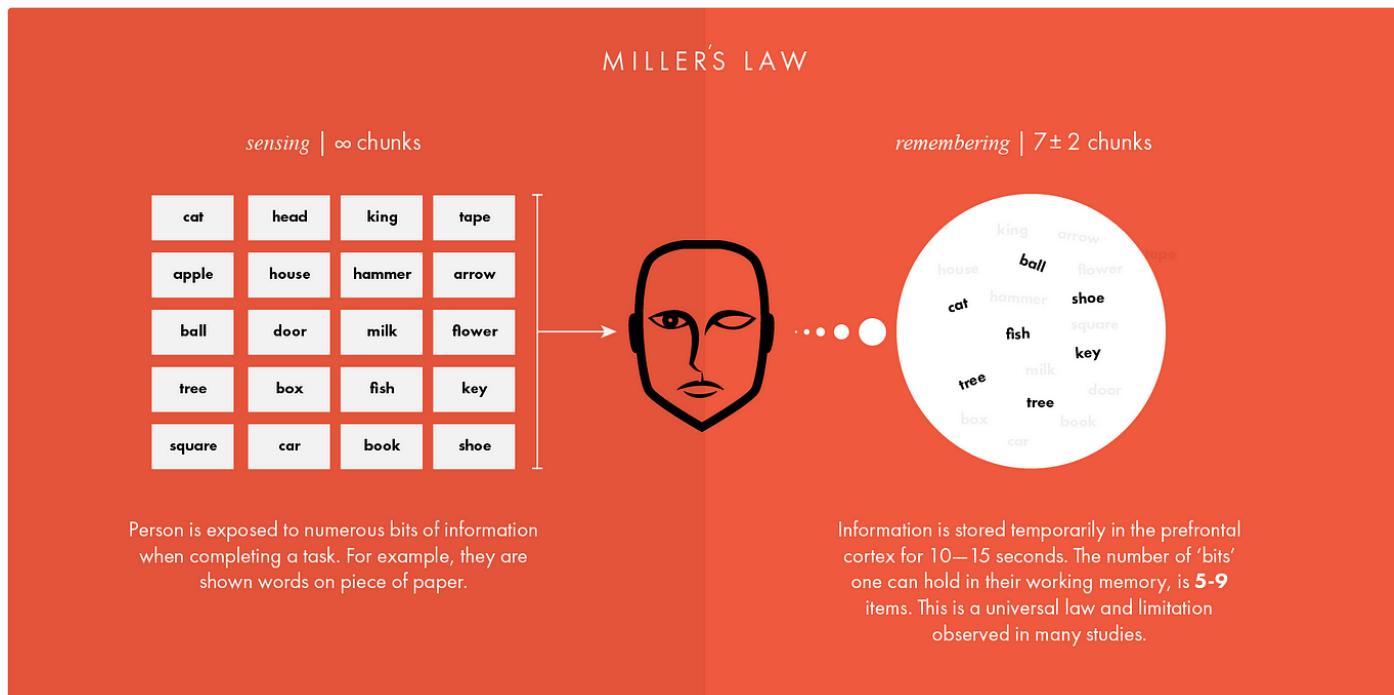
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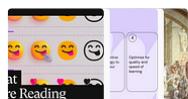


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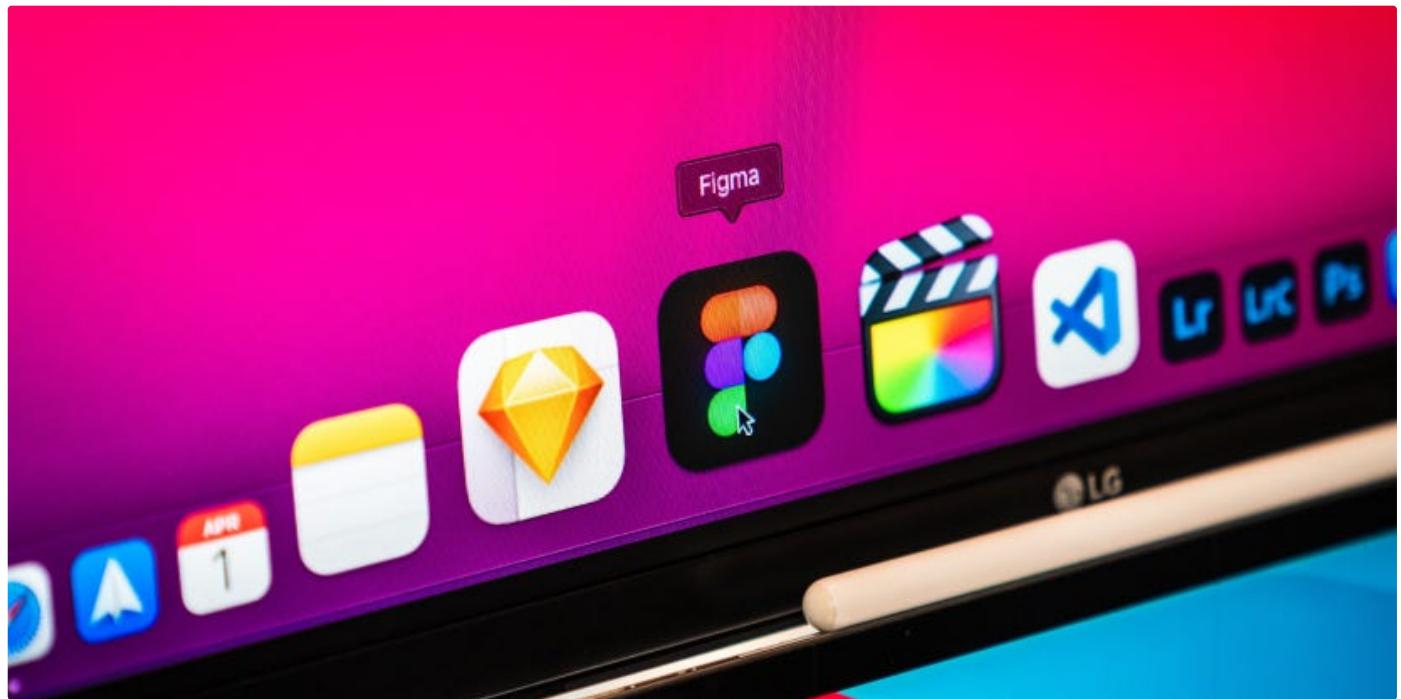
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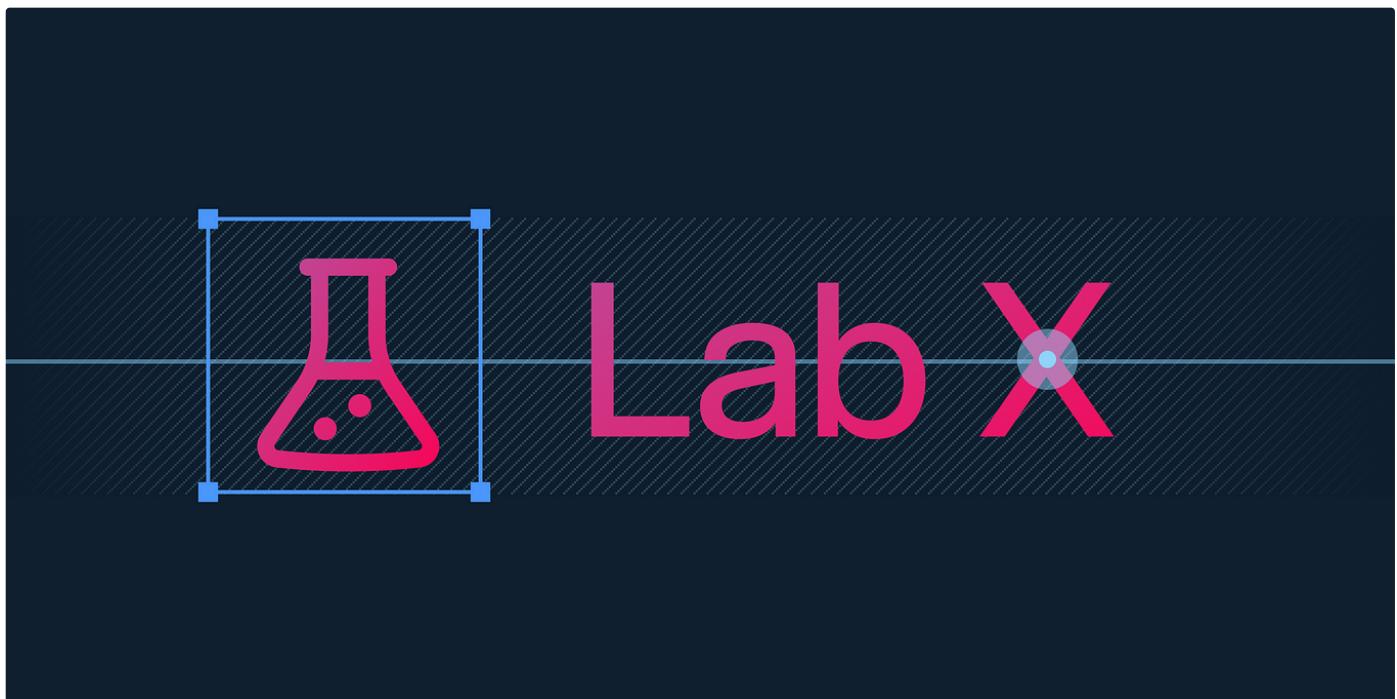
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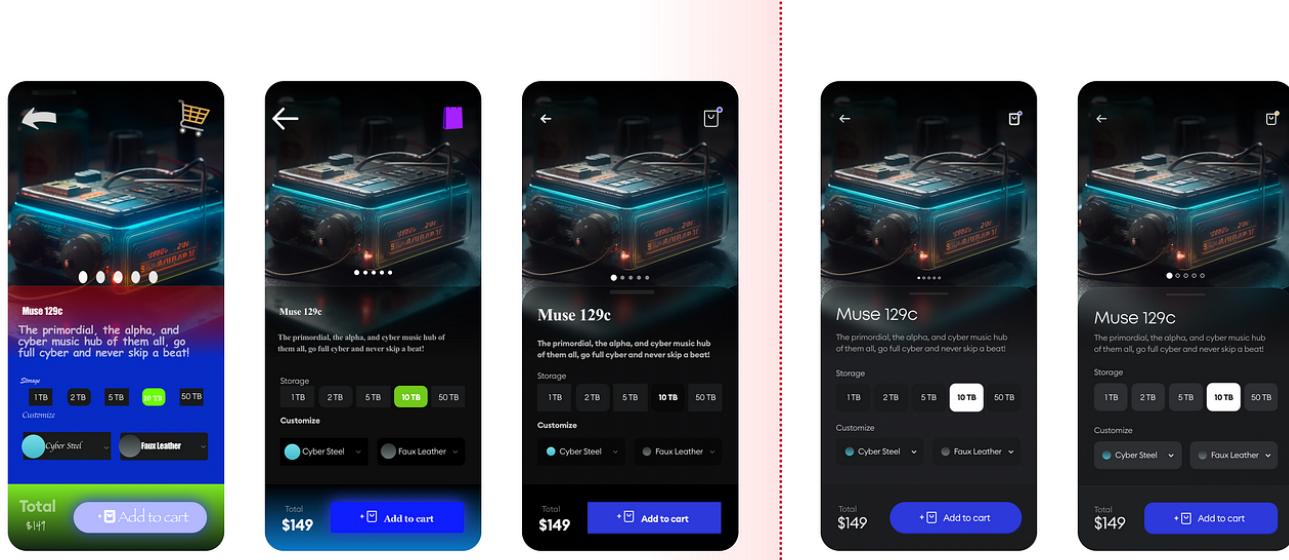
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