

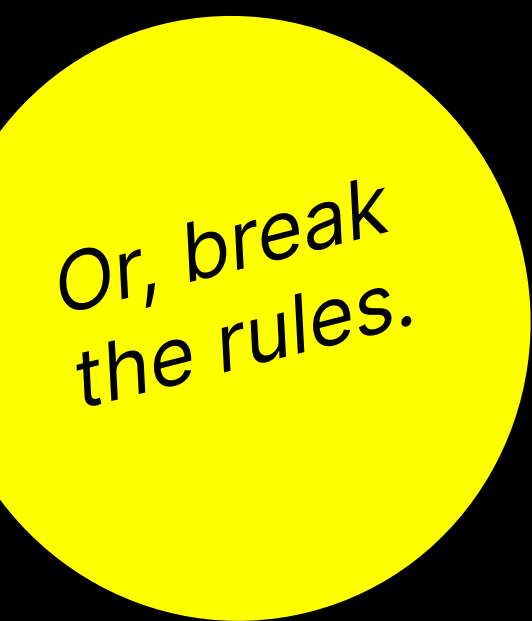
UX/UI

Design

Purpose
Audience
Content

Visual Hierarchy
Color
Typography
Consistency
Navigation
Responsiveness
Familiarity

- Make important elements stand out.
- Gently lead the user to an action.
- Use empty space.



Visual Hierarchy

Color

Typography

Consistency

Navigation

Responsiveness

Familiarity

- Use brand colors.
- Establish a consistent color palette. Or, use limited or neutral colors.
- Use color for links and buttons.
- Don't let colors compete with photographs.



*Or, be
experimental.*

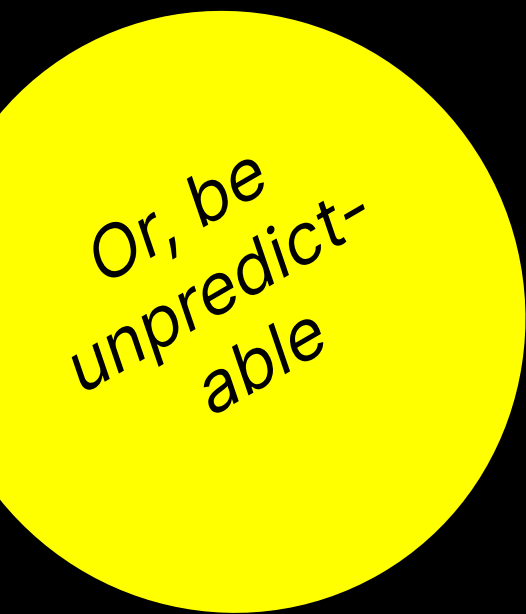
Visual Hierarchy
Color
Typography
Consistency
Navigation
Responsiveness
Familiarity

- Use a typeface that speaks to the brand or conveys a feeling or personality.
- Use typographic hierarchy.
- Don't use too many.
- Be legible.
- Try pairing serif and sans.

*Or, be
expressive,
quirky,
strange.*

Visual Hierarchy
Color
Typography
Consistency
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Responsiveness
Familiarity

- Be consistent with colors, typography, links, buttons.
- Establish systems or patterns.
- Re-use layouts and sections.



Visual Hierarchy

Color

Typography

Consistency

Navigation

Responsiveness

Familiarity

- Do a site map.
- Get to places with very few clicks.
- Have just enough pages.
- Make the navigation its own area that is the same on every page.

Or, let the
user
explore

Visual Hierarchy
Color
Typography
Consistency
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Familiarity

- Make the website experience work the same on different browser sizes and devices.
- Test, test, test.

*Or, design
unique
experiences
for each
device.*

Visual Hierarchy
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- Follow conventions and expectations.

Visual Hierarchy

Color

Typography

Consistency

Navigation

Responsiveness

Familiarity

*Or, be
unusual*

The user
comes first.
Always.
Always.
Always.

Accessible
structure, page
format, visuals,
and both written
and visual
content.

<https://www.w3.org/WAI/standards-guidelines/wcaq/>

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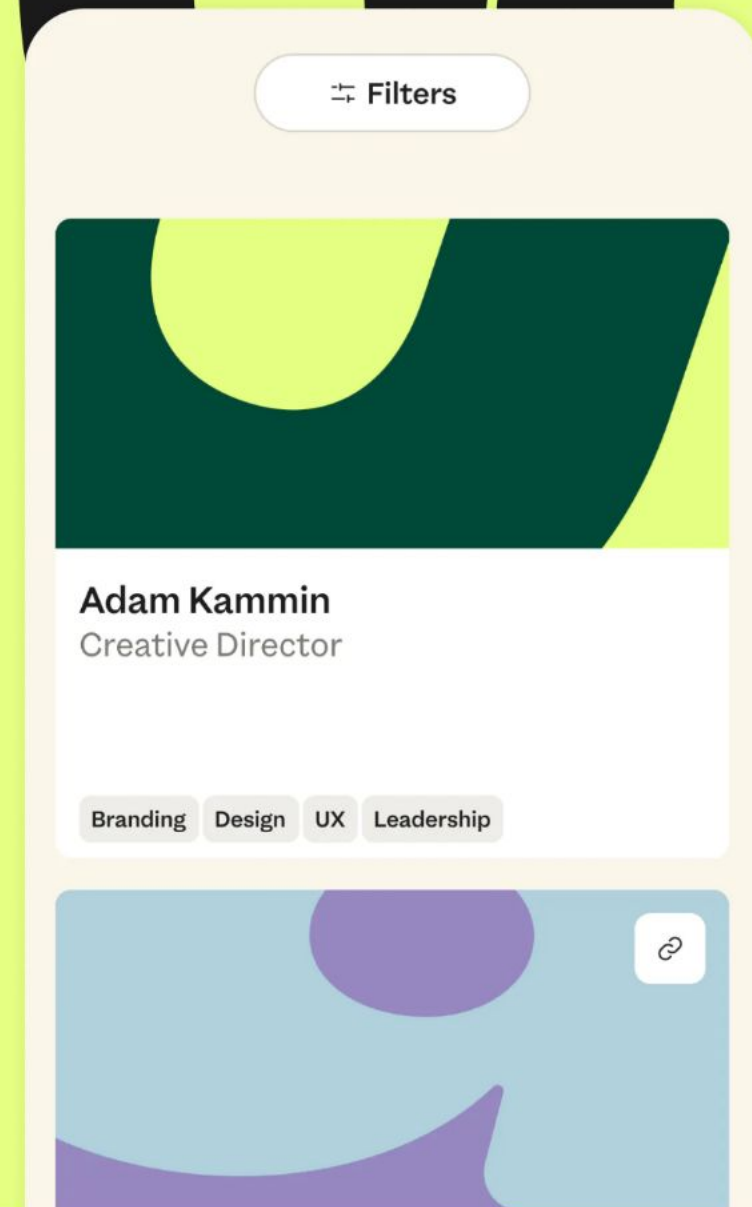


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of each other



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