

# Assignment-2



**Applying Visual Hierarchy,  
Spacing, Alignment & WCAG  
Accessibility in UI Design**

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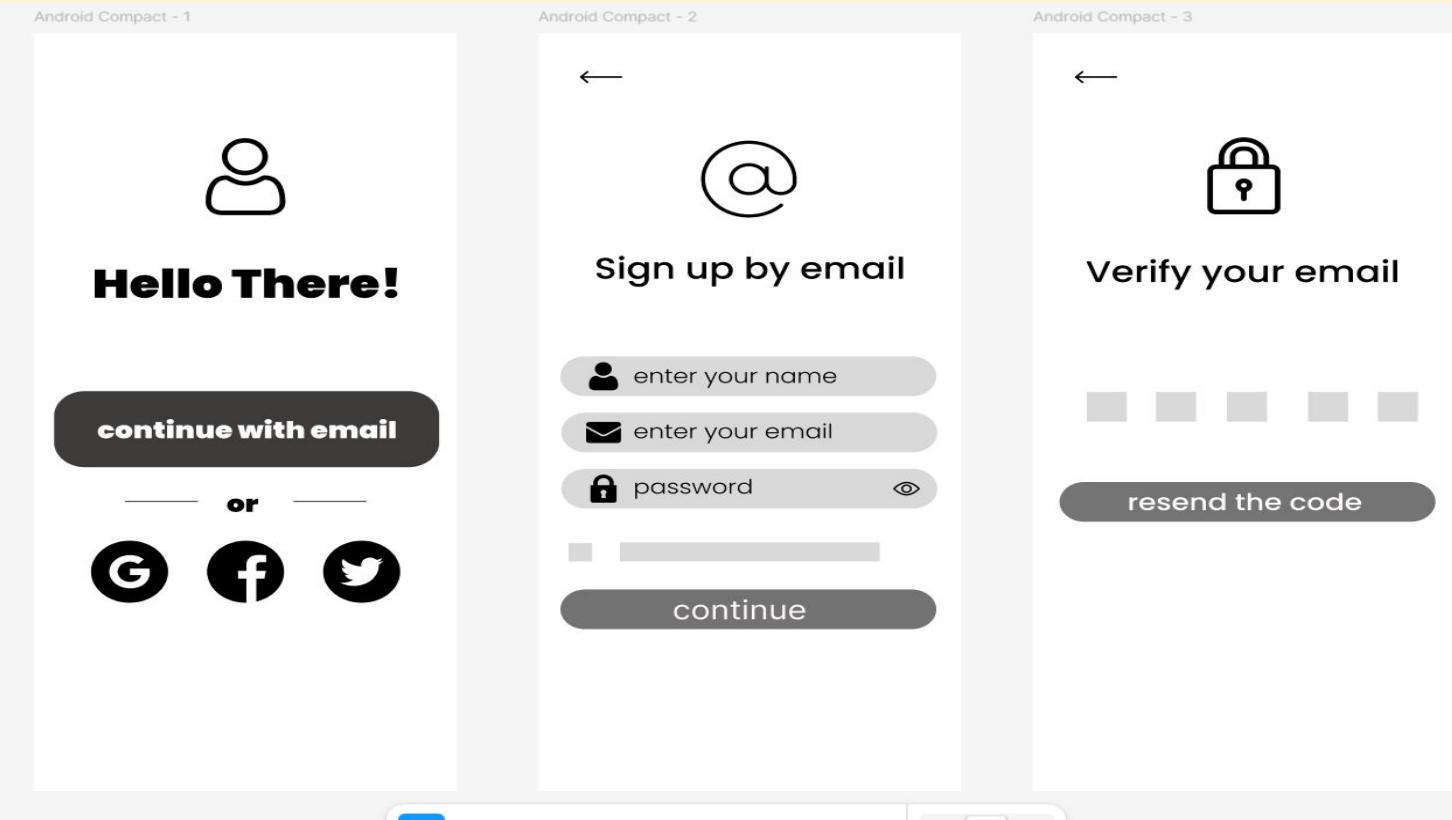
# ASSIGNMENT OBJECTIVE

## Content :

- To understand visual hierarchy, spacing, contrast, and alignment in UI design
- To ensure color accessibility using WCAG AA & AAA standards
- To design a readable and usable interface



# Sign up screen for a Travel app



Below is the link of my Figma work

<https://www.figma.com/design/P8XK84W7wkXhAVT2Xh8aXN/Untitled?node-id=0-1&t=0nGOwJ93lV62PbXH-1>

# Explanation

- The screenshot in the previous slides is of a signup screen for a travel app
- The app has been designed in such a way that the sign up will take in three steps.
- I have took inspiration from a random app and has put some icons so as to make it both aesthetic and accessible.
- Also I have used text in bold in order to pass the Stark accessibility and contrast testing.
- Have given consistent margin and padding between elements

# Color Palette

## Primary colors



Icon/header



Buttons

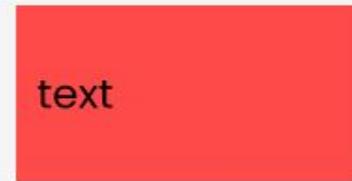


Body text

## Secondary colors



divider



Cards



Background

Screenshot from Figma

# Explanation

- **Orange:**Have chosen orange as a primary color for a travel app as it represents adventure,trill and fun. Also it is less aggressive then the Red but more energetic than yellow.
- **Black:** I have chosen black for the text as it is most standard for apps ,easy to read and communicate.
- **Coral Red:**It encourages fast action ,high intensity and attention grabbing.
- **White:**It helps to create a contrast with the black text and is mostly used by app designers.

# Accessibility Test using Stark

The screenshot shows a Figma design interface with an overlaid Stark - Contrast & Accessibility Checker window.

**Primary colors:**

- Icon: Orange (#F5F5F5)
- Buttons: Light orange (#F5F5F5)
- Body text: Black (#000000)

**Secondary colors:**

- divider: Grey (#F5F5F5)
- Cards: Red (#F5F5F5) containing text "text" (size 219 x 65)
- Background: White

**Stark - Contrast & Accessibility Checker (Contrast tab):**

- Icon: #F5F5F5
- Body text: #000000
- Score: 100 (Perceptual Contrast (APCA) Beta)

**Suggestions:**

- Large text: 45 (Green checkmark)
- Fluent text: 60 (Green checkmark)
- Body text: 75 (Green checkmark)
- Preferred: 90 (Green checkmark)

**Toolbars:**

- Top: Selection, Hash, Rectangle, Ellipse, Text, Circle, Group, Unlink, Undo, Redo
- Bottom: Apply to layer, Apply to all

Screenshot from Figma

# THANK YOU

