

ROOTS OF UI/UX DESIGN

Learn to Develop
Intuitive Web Experiences



Elisa Păduraru

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Creative Tim

Roots of UI/UX Design

Learn to Develop Intuitive Web Experiences

PREVIEW

Elisa Paduraru

2023

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Preface

Dear Reader,

Welcome to the fascinating world of web design and user experience! As we embark on this journey together, I, Elisa Paduraru, UI/UX Designer at Creative Tim, am thrilled to present to you our comprehensive UI/UX book-guide, born from 9 years of experience and a passion for empowering developers and designers like you. Additionally, it is worth noting that this book is based on Material Tailwind design and draws inspiration from the "Fundamentals of Creating a Great UI/UX" by Creative Tim book

At Creative Tim, we have a deep-rooted belief in the power of creativity and the importance of giving back to the community that has supported us throughout our journey. As a result, we actively sponsor educational initiatives, hackathons, and events, where we get the opportunity to nurture and mentor aspiring developers, designers, and entrepreneurs.

Our story began in 2014 when we noticed that developers were often stuck in a loop of "reinventing the wheel" while creating websites for their clients. Common components like login and register modals, calendars, wizards, headers, and footers were being recreated repeatedly, draining precious time and creative energy. This realization inspired us to create a set of standard components that could be used and reused efficiently, allowing you to focus on the exciting and innovative aspects of your work.

The ever-evolving market has been inundated with resources like UI Kits and templates, which undoubtedly assist people in their projects. However, the correct implementation of these resources and the user experience they deliver are paramount for success. That's where this book comes in.

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Drawing from our eight years of experience in crafting next-generation web design tools, UI Kits, Admin Dashboards, and Mobile App Templates, we have carefully curated this book to serve as a definitive guide for developers and designers in creating outstanding UI/UX experiences. Our goal is to provide essential knowledge that we consider a "must-have" foundation, enabling you to approach design with confidence and consciousness.

The book is thoughtfully organized into 7 parts, each building upon the other to provide a comprehensive understanding of UI/UX design. It commences with an UI/UX Past to Present exploration delving into the historical context and the principles that have shaped modern design trends.

The journey continues with an in-depth analysis of essential elements at a molecular level. In the third part “From Pixels to Elements”, we will guide you in creating small yet impactful components, including typography, buttons, inputs, images, and more. Subsequently, we progress to the fourth part, where these elements unite to form cohesive sections. As we advance to the fifth part, you will learn the foundations of mobile design and the six part will present you how these sections learned before come together to create concrete examples of captivating web pages.

Finally, in the last part, you will find real-world examples of websites from esteemed companies and brands that embrace the principles outlined in this book, reinforcing their effectiveness and value.

I would like to extend my heartfelt gratitude to my incredible teammates at Creative Tim – Alexandru Paduraru, Alexandra Murtaza, Benjamin Marcu, Stefan Moldovan, Cristina Neculai, Dragos Costin, Stefan Condurachi, Alexandru Dobrin, Cristian Andrei, Andrei Amos, Alexandru Liviu, Radu Gogoasa, and Alexandru Boghiu. Their unwavering support and invaluable feedback have been

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instrumental in shaping this book. Also, I want to thank the artist Paul Virlan who created the book's cover design.

As you immerse yourself in the knowledge within these pages, I encourage you to embrace the learning process, embrace the challenges, and embrace the joy of crafting exceptional user experiences. May this book inspire and empower you to create digital masterpieces that leave a lasting impact on users.

Thank you for choosing to accompany us on this enlightening adventure.

Enjoy your reading!

Warm regards,

Elisa Paduraru

UI/UX Designer at Creative Tim

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PART I

Shaping Design: From Past to Present

1. A Visual History of Design

a. Genesis of the Typography Framework

Typography is the art and technique of arranging type to make written language legible, readable, and visually appealing. It's a fundamental aspect of design that can greatly influence the user experience. Now, when we talk about the first Typography System, we're essentially looking at the origins of how type was organized and presented.

In the early days of typography, before the digital era, the process was entirely manual. Each character, punctuation mark, and symbol had to be physically set in place, usually through methods like letterpress printing. This process required meticulous attention to detail and craftsmanship. One of the earliest and most influential typography systems was developed by Johannes Gutenberg in the 15th century with his invention of the movable type printing press.

Gutenberg's system revolutionized the spread of information by making books more accessible. He designed a standardized set of typefaces that allowed for consistent and efficient printing. This marked the beginning of the use of serif and sans-serif typefaces, which are still prevalent in design today. The Gutenberg Bible, printed around 1455, is a testament to the power of this typography system and its impact on communication.

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Johann Gutenberg Font

Fast forward to today's digital age, and typography systems have evolved significantly. We've moved from physical type-setting to digital typefaces that can be easily manipulated and customized using design software. Typography systems in modern UI/UX design involve selecting appropriate typefaces, defining hierarchy, establishing grids, and ensuring readability across various devices and screen sizes.

[...]

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PART II

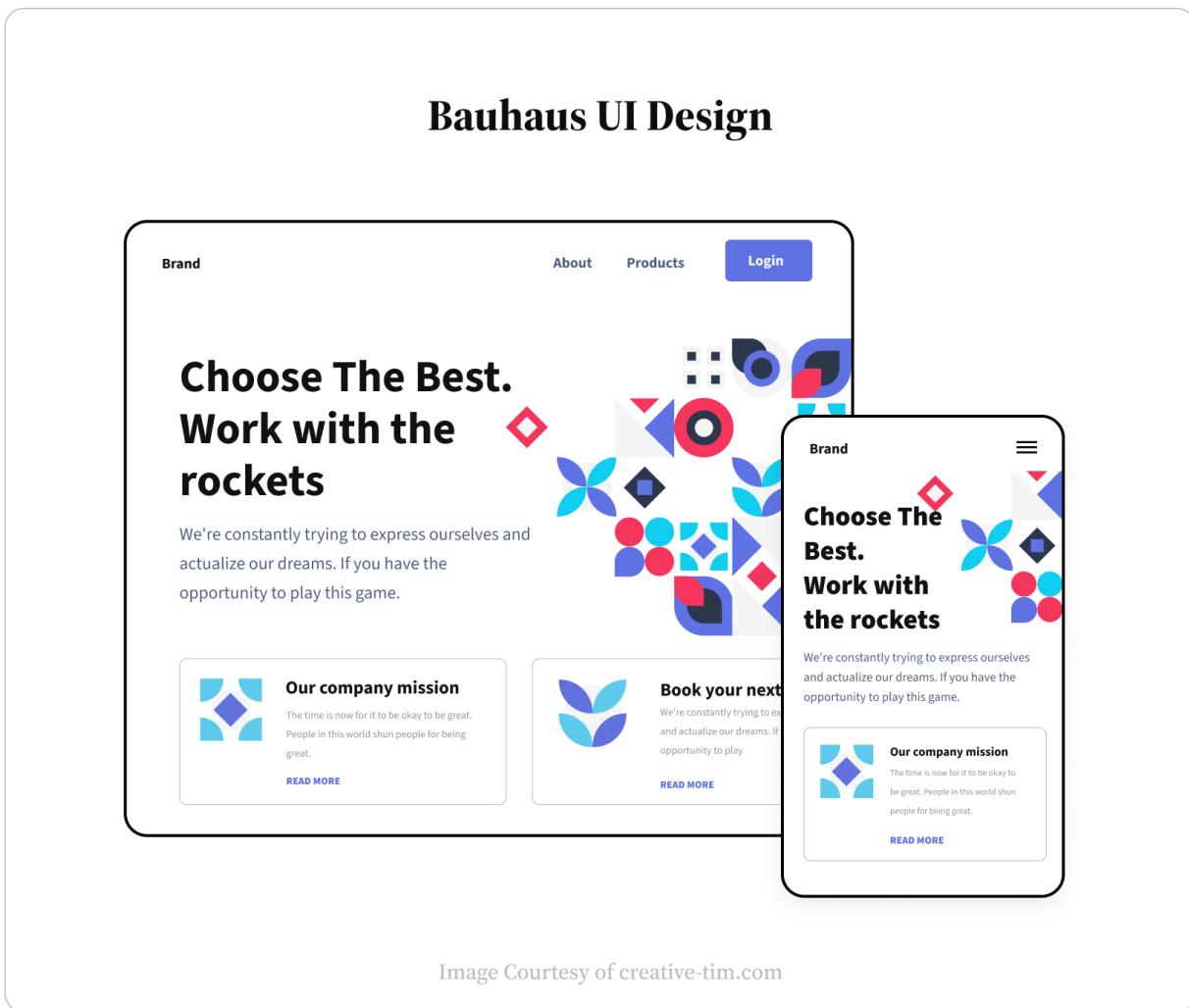
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[...]

4. Bauhaus UI Design

The Bauhaus design movement, which originated in Germany in the early 20th century, has had a profound influence on contemporary UI Design.



Here are the main characteristics of Bauhaus-inspired UI design:

Typography

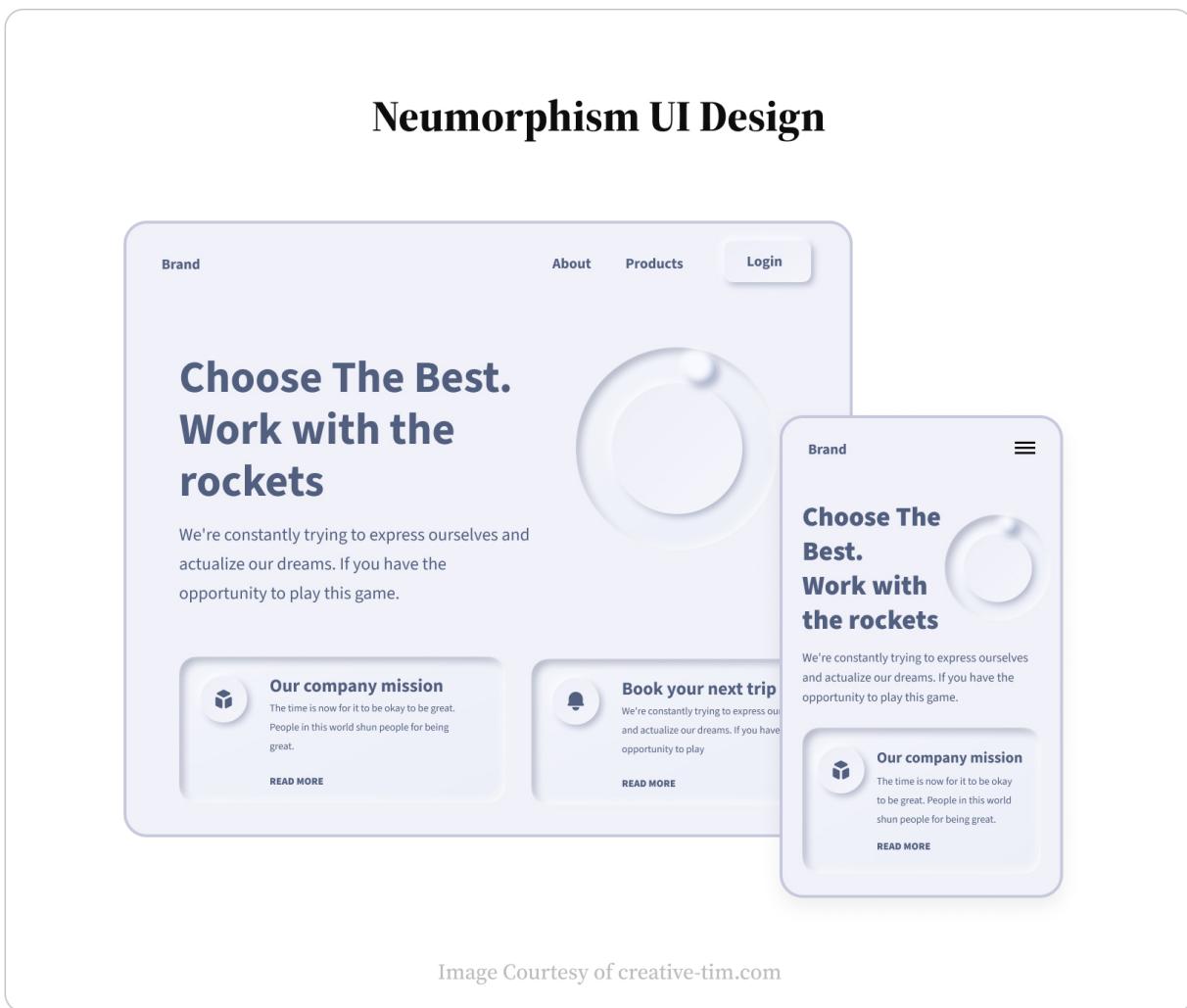
Bauhaus typography often featured sans-serif typefaces with geometric shapes and clean lines.

[...]

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5. Neumorphism UI Design

Neumorphism is seen as an evolution of design trends. It takes inspiration from both skeuomorphism (which replicates real-world objects) and flat design (which emphasizes simplicity and minimalism). Neumorphism's goal is to provide a pleasing and intuitive user experience while incorporating elements of realism.



Key characteristics of Neumorphism UI Design:

[...]

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PART III

From Pixels to Elements

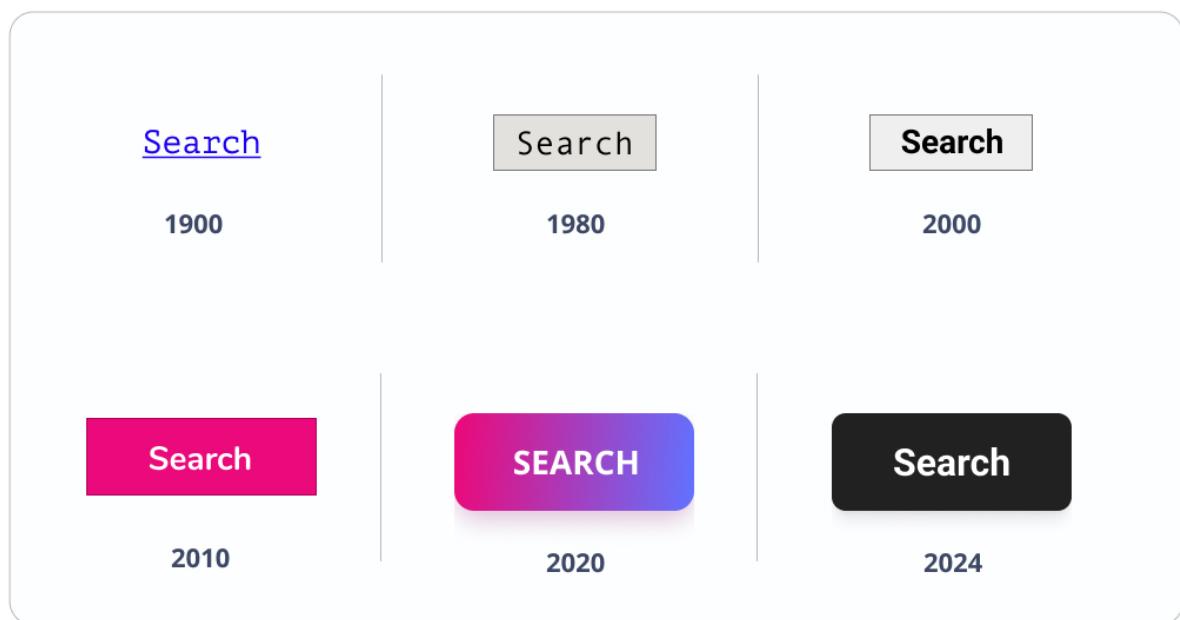
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6. Buttons

a. Understanding Buttons

[...]

The evolution of buttons in the realm of UI/UX design represents a fascinating journey through the ever-changing landscape of digital interfaces. From their inception as static, clickable elements, buttons have evolved into dynamic, responsive components that are integral to user interactions and experiences.



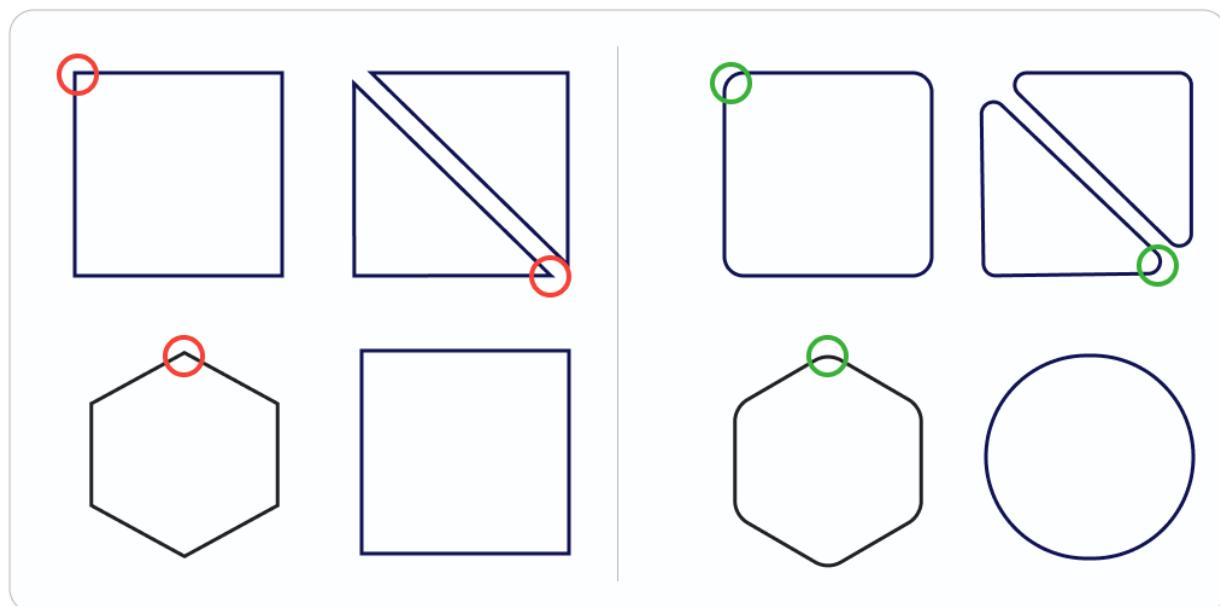
Let's take a closer look at the anatomy of buttons. Understanding the various elements that make up a button can provide valuable insights into how they function and how they contribute to user interactions in design.

[...]

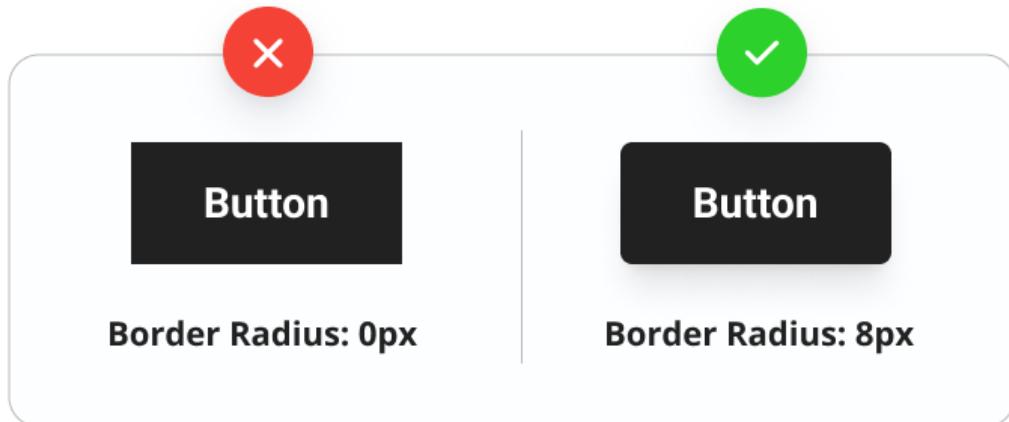
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b. The Psychology of Rounded Corners in UI Design

In the article titled "Why Rounded Corners Are Easier on the Eyes," experts suggest that rectangles featuring rounded corners are visually more comfortable compared to those with sharp edges. This preference is due to the reduced cognitive effort required for processing. Sharp corners tend to divert focus outward from the rectangle, whereas rounded corners encourage attention inward.



In practical terms, this means that rounded corners can enhance the emphasis on labels and actions. The most prevalent button shapes in design are typically square or square with rounded corners, which are achieved by specifying a border radius value.



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[...]

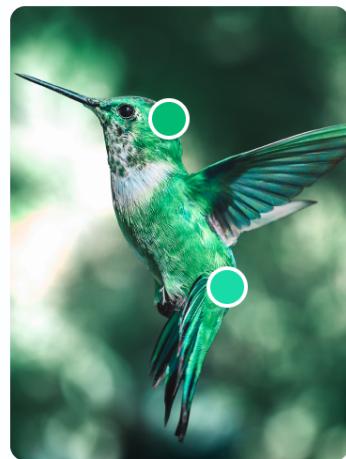
Another effective approach to crafting stunning gradients is to draw inspiration from nature-themed themes. Much like color palettes, the beauty of gradients can already be found in the natural world.



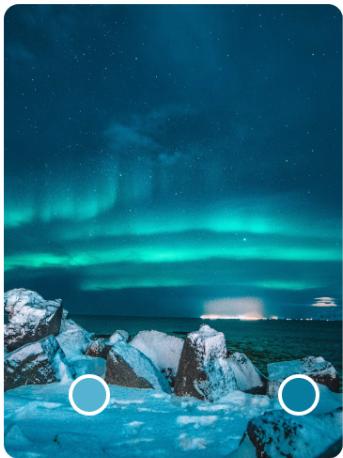
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i. Design with Artificial Intelligence

AI tools can assist designers in choosing button colors by streamlining the color selection process, ensuring accessibility, and optimizing user engagement. Also, AI tools can help you pick the ideal button style and suggest the best labels tailored to your project's industry.



Help me choose the button styles suitable for a coffee shop based in UK. Include a comparison between the recommended styles.



Certainly! Let's delve into button styles suitable for a coffee shop based in the UK.

1. Vintage Rustic Style:

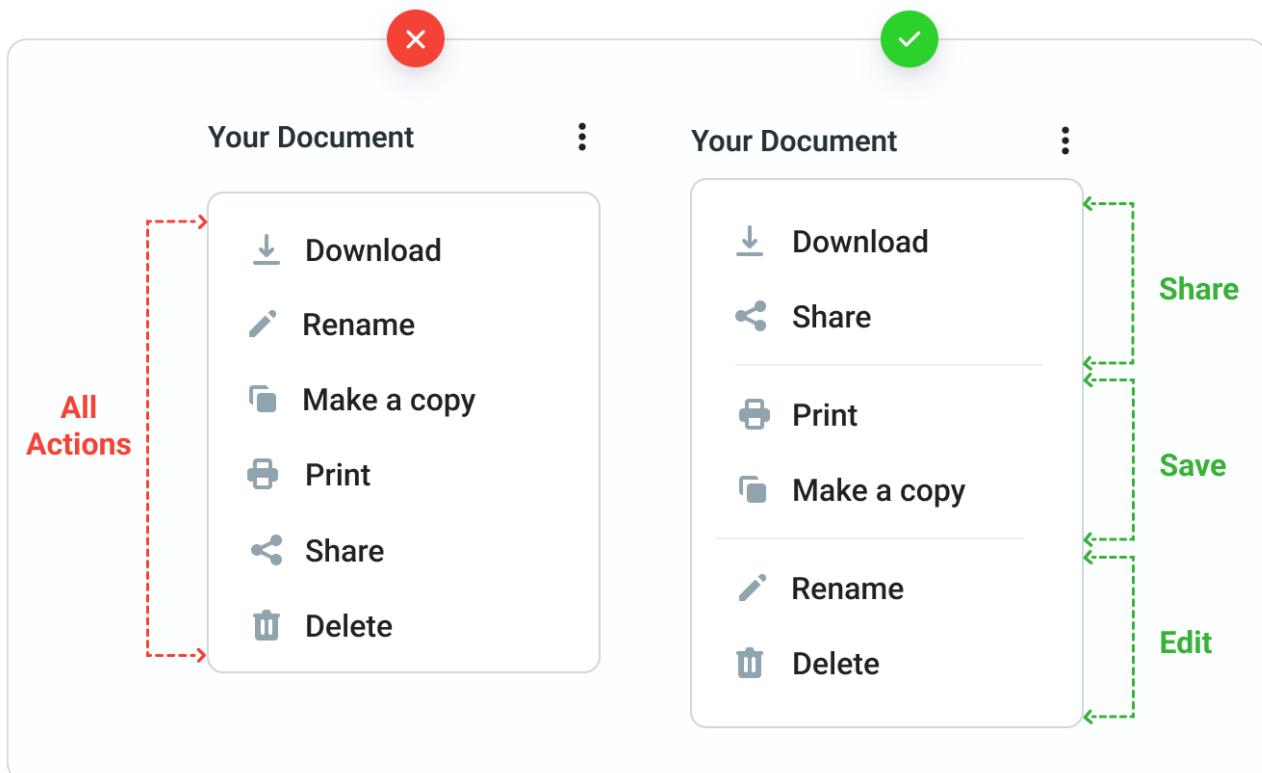
- Appearance: Distressed textures, vintage fonts, possibly with sepia or brown undertones.
- Pros: Reflects a traditional, cozy, and homey ambiance, which can be synonymous with many classic coffee shops.

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[...]

Moreover, when designing a dropdown, it is an improvement to ensure that its content remains user-friendly. Implementing visual categories or employing dividers can enhance the overall user experience.



16. Sidebars

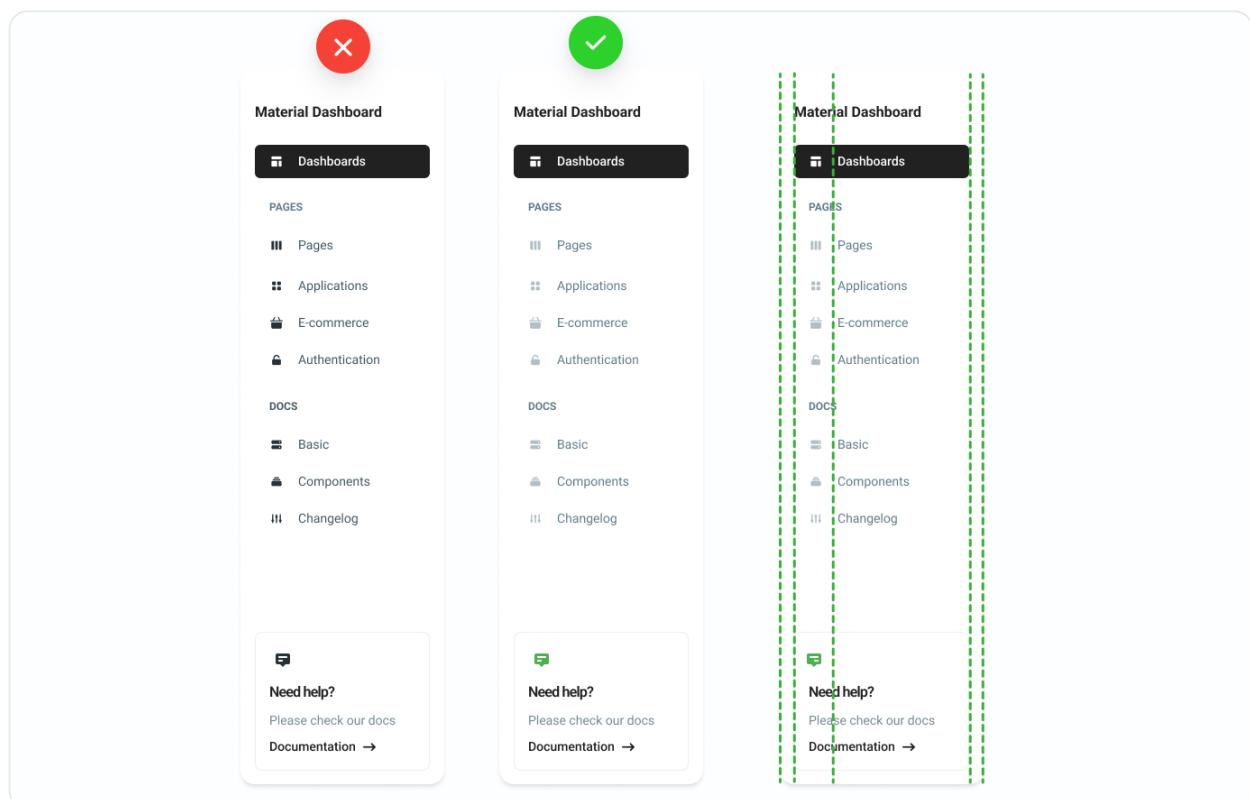
Sidebars play an important role in the navigation process, particularly in dashboards. They can be positioned on either the left or right side of the screen, although they are typically on the left, especially for users who read from right to left.

[...]

b. How to Design

Appropriate Icons

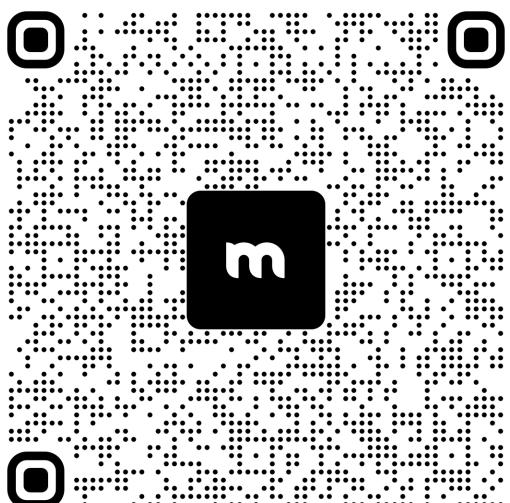
Choosing suitable icons for the links can help users quickly scan and locate what they need. Avoid overpowering icons and maintain a balance by using a slight tint of color or setting their opacity to around 60-70% compared to the text. Align icons with the margin to ensure consistent spacing.



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Unlock a world of possibilities by scanning the QR code below or clicking on it. It's your gateway to explore additional sections and discover more content. Just point and tap, or simply click, to begin your journey!



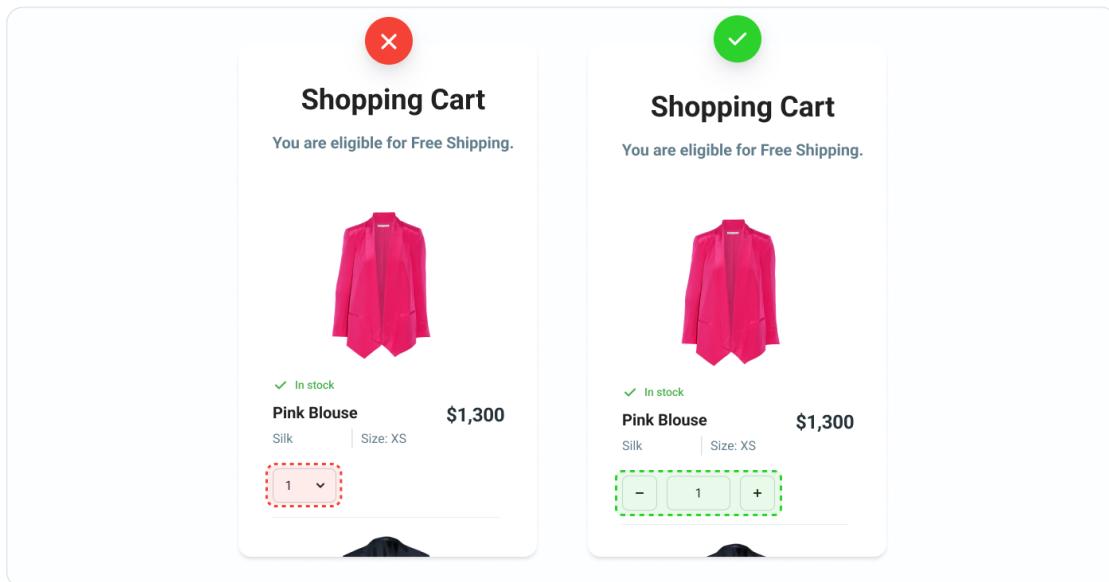
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Mobile Design Guide

[...]

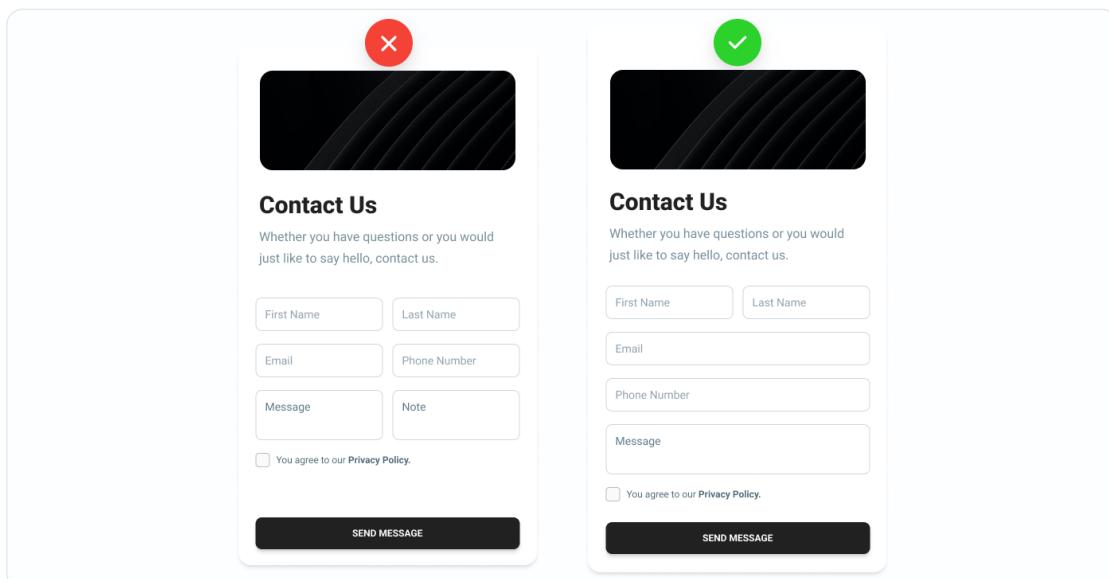
Touch and Tap

Leverage mobile-specific controls designed for touch interaction. Avoid repurposing web controls that may be challenging for users to interact with on mobile.



Simplified Forms for Effortless Mobile Input

Simplify forms to facilitate user input. Minimize the need for extensive typing and make the process of providing information as effortless as possible.



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