26 September 2024 16:34

?

UI/UX

Q - What is UI ?

↓

User Interface

↓

main Goal ⟶ Grab & catch user attention

↓

It is the interface of the website or a Digital product through which user interacts.

Importance of UI Design

↓

1) User Experience

2) Engagement

3) Branding

4) Efficiency

UX Design ⟶ (User Experience)

↓

Principles of UI & UX

1- Simplicity

2- User Centered Design

3 - Visibility

4- Consistency

5- clarity

6 - Efficiency

UI

↓

looks & feels of the product

↓

Buttons, Icons, Colors, layout

↓

make the product look appealing

UX

↓

overall experience

↓

Researching user needs, testing

↓

make the product easy & enjoyable

1) Typography

It is the art of utilizing typefaces and fonts to create content on a website.

clear

Readable

Undert and

Typeface

design of specific letters

font

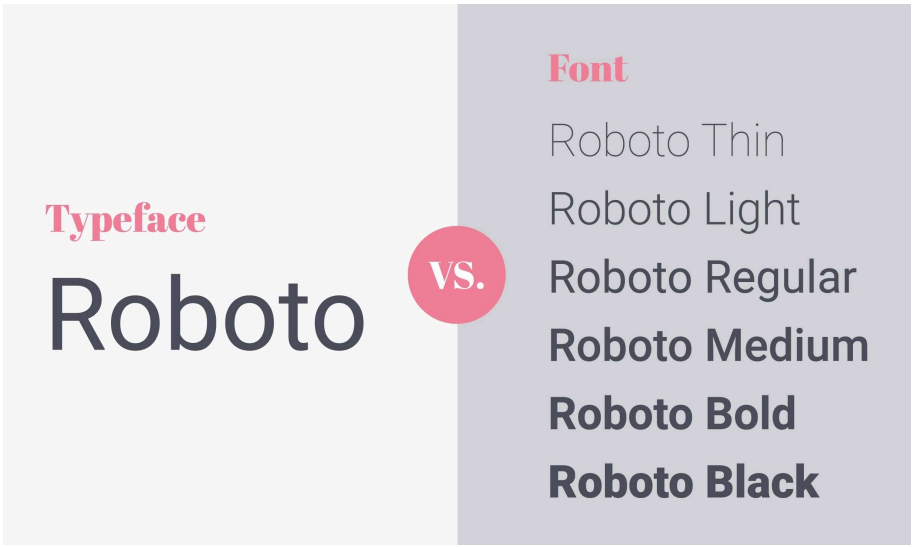
Partia style

10px Re

font family.

variant size

Eg - Futura, poppin



Types of fonts

1. Serif font → tradition

↓

little feet or lines

at the end of letters.

or

books, newspapers

2) Sans - Serif fonts

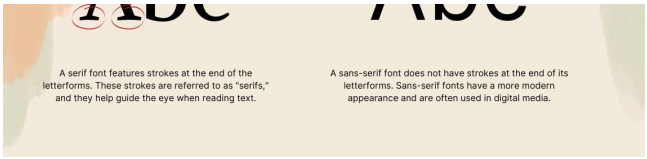
clean & simple

Don't have any extra stroke

→ Roboto

→ Arial

→ Helvetica



Scrift fonts

↓

Connected strokes of cursive Handwriting

- Brush scrift
- Lucida

↙

Invitations
Greetings

Font Weight

↓

Thickness of the characters

↓

light ⟶ Bold

1) Thin
2) Regular
3) Bold
4) Extra Bold

Font size

↓

* Height of Character

* Pixels, Points.

* How large/small text appears on screen

Body text → 14 px - 18 px

Heading → 20 px - 40 px

3) line Height

↓

spaces b/w lines of text.

↓

1.4 times - 1.6 times

4) letter spacing

space b/w individual characters

- Tight
- Normal
- Loose

Base line

↓

Invisible Imaginary

Layout

↓

How the elements are arranged in a webpage or app screen.

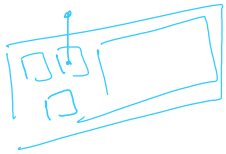
1) Guide user attention
2) Improves visibility
3) Enhance Usability.

1) Single Column

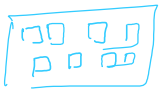
↓

All content placed in a single vertical column

2) Multi-column



3) Grid layout
→ rows / columns

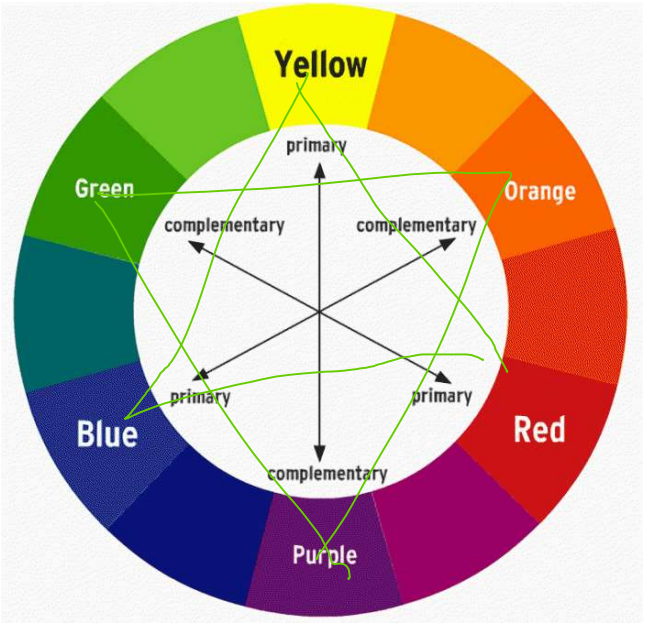


Pinterest.com

Good layouts
- ✓ Prioritize
- ✓ Easy to Navigate

Poor Layouts
- can be cluttered / confusing.

Colors
↓
Color wheel



Color Psychology
↓
affect human Beha & emotions

Red — passion
energy
urgency

Blue → Trust
Calmness

Green — Health
Growth

Yellow — Happiness
optimism

Purple - Wxury, wisdom

Primary Colors → Base of the color

↙ ↓ ↘

Blue Red Yellow

Secondary → formed by Primary colors

↓

green, orange, purple

orange → Yellow +

Tertiary → using primary + Secondary

violet lemon Y

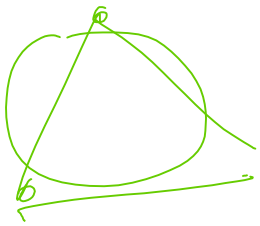
peacock green

Analogous ↓

sit next to each other

Blue – Blue green, green

Triadic →



– Red Yellow

– Green orange

purple

Coca Cola

↓

→ excitement energy

facebook

↓

Blue

Starbucks → green

Spacing & Alignments

17 Margins

↓

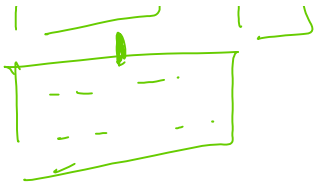
Spaces around

1 inch

margin

↓

outer edge



2) Padding

↓

content & element

3- whitespace

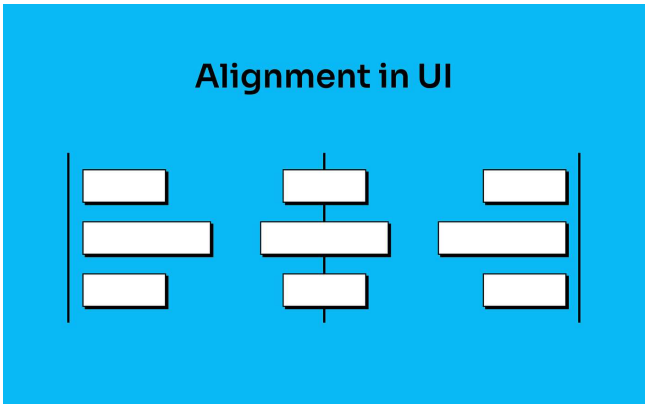
Proper Alignment

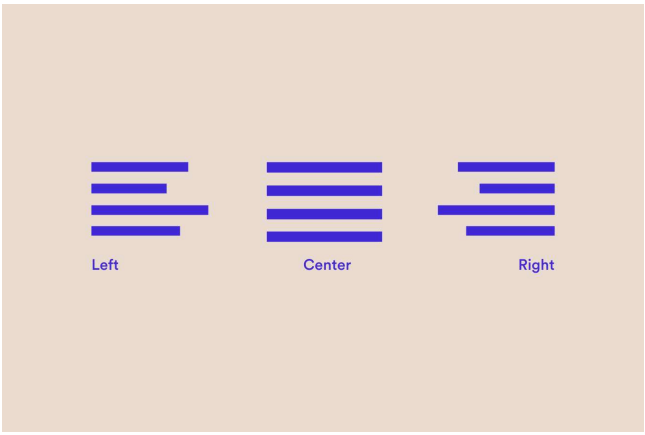
↓

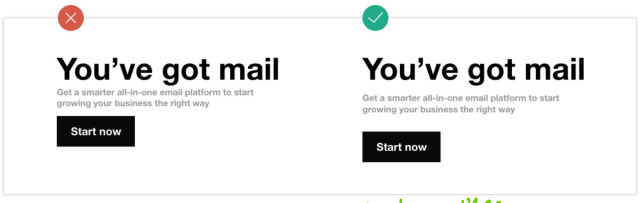
1) left Alignment

2) Center Aligned

3) Right Alignment







A set of rules & standards

1) Logo usage
2) Typography
3) Colour palette
4) Imagery
5) Tone of voice