

Starting Out Your UIUX Career

Module 7 Cards

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How To Show Cards

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Cards Structure

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Cards and Icons

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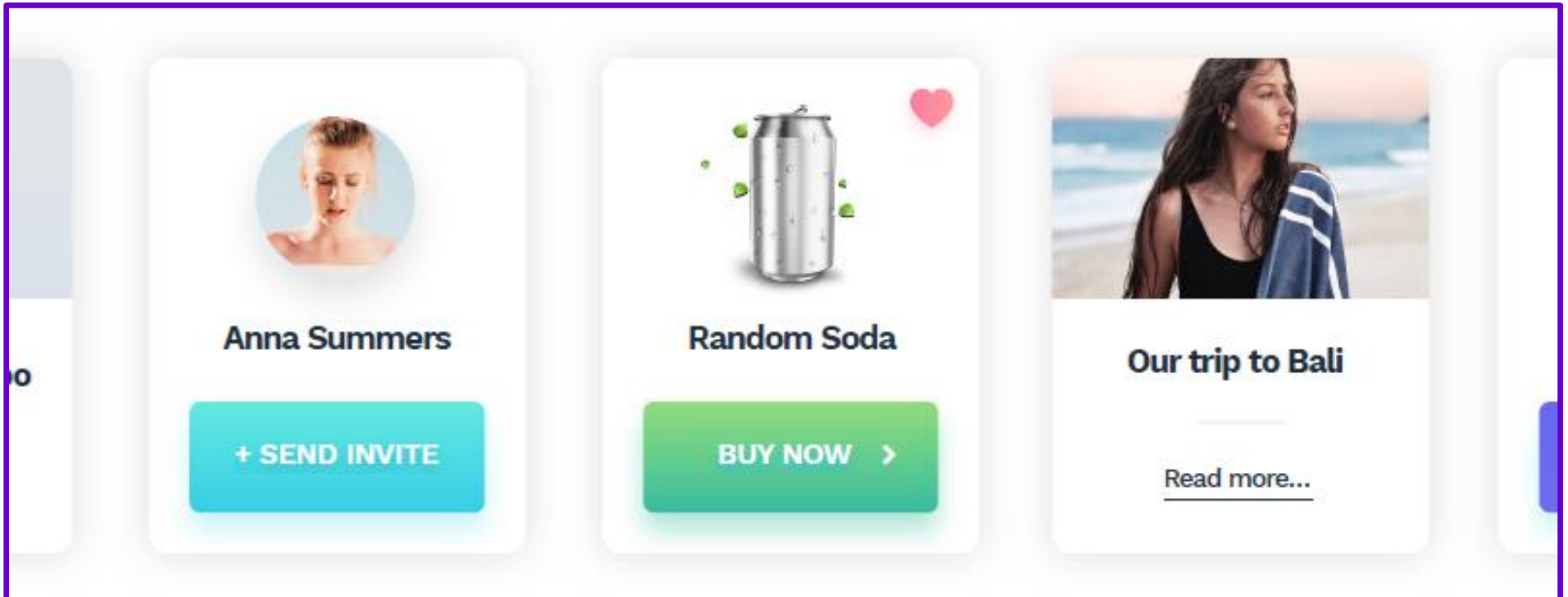
Cards Shadows

5

Best Practices

Cards

Cards are one of the most popular ways (especially after Material Design) of showing content in an interface.



HOW TO SHOW CARDS (HORIZONTAL)

Horizontal cards are
the base for side-
scrolling carousels.



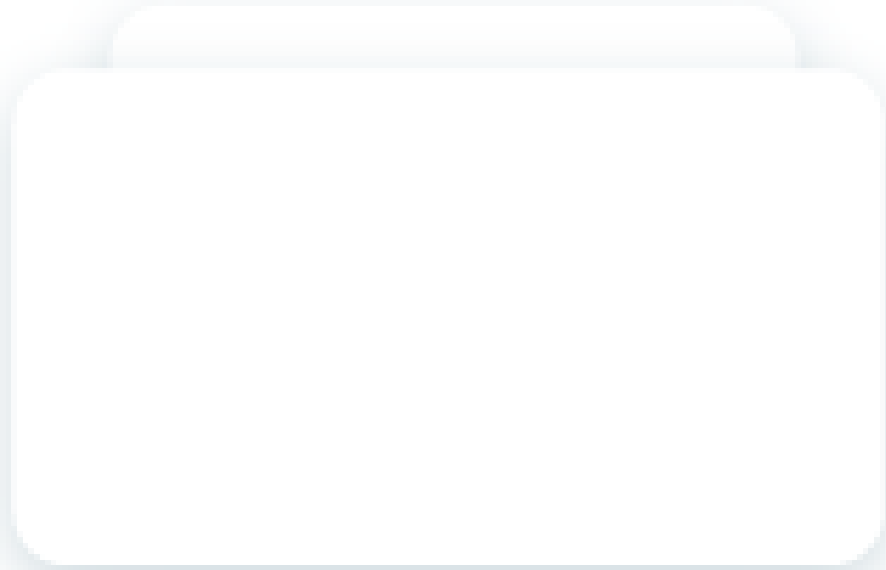
HOW TO SHOW CARDS (VERTICAL)

Vertical cards are
best for catalogs
and other data-
heavy
presentations.



HOW TO SHOW CARDS (STACK)

Stacks work well for simple, action-based sorting (like swiping them away to the left or right).



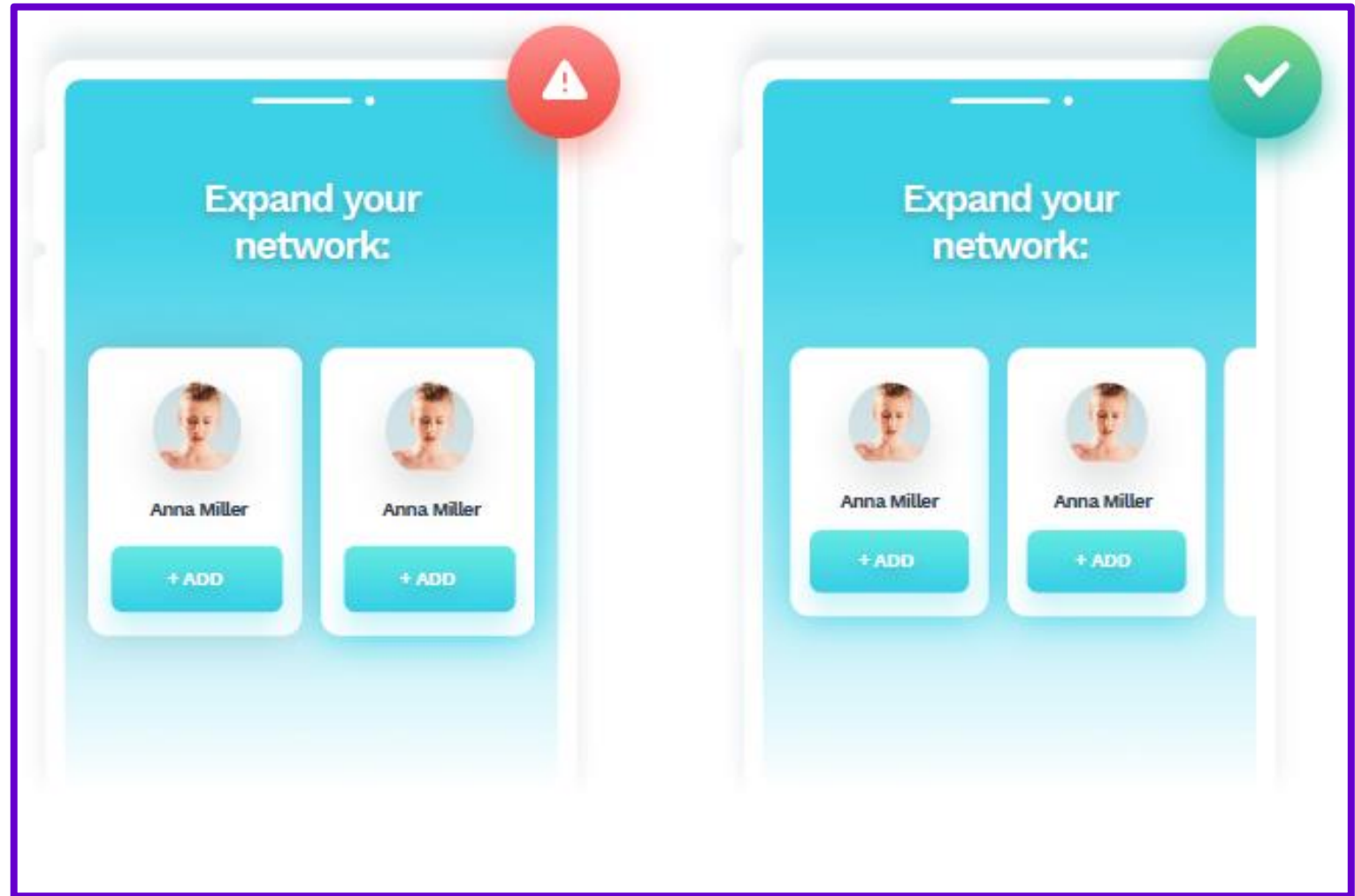
HOW TO SHOW CARDS (GRID (MASONRY))

Both the masonry
and even grids are
suitable for news
portals and e-
commerce sites.



SCROLLING CARDS

If your cards are in a side-scrolling carousel, try to have the last one slightly cut-off by the edge of the screen.



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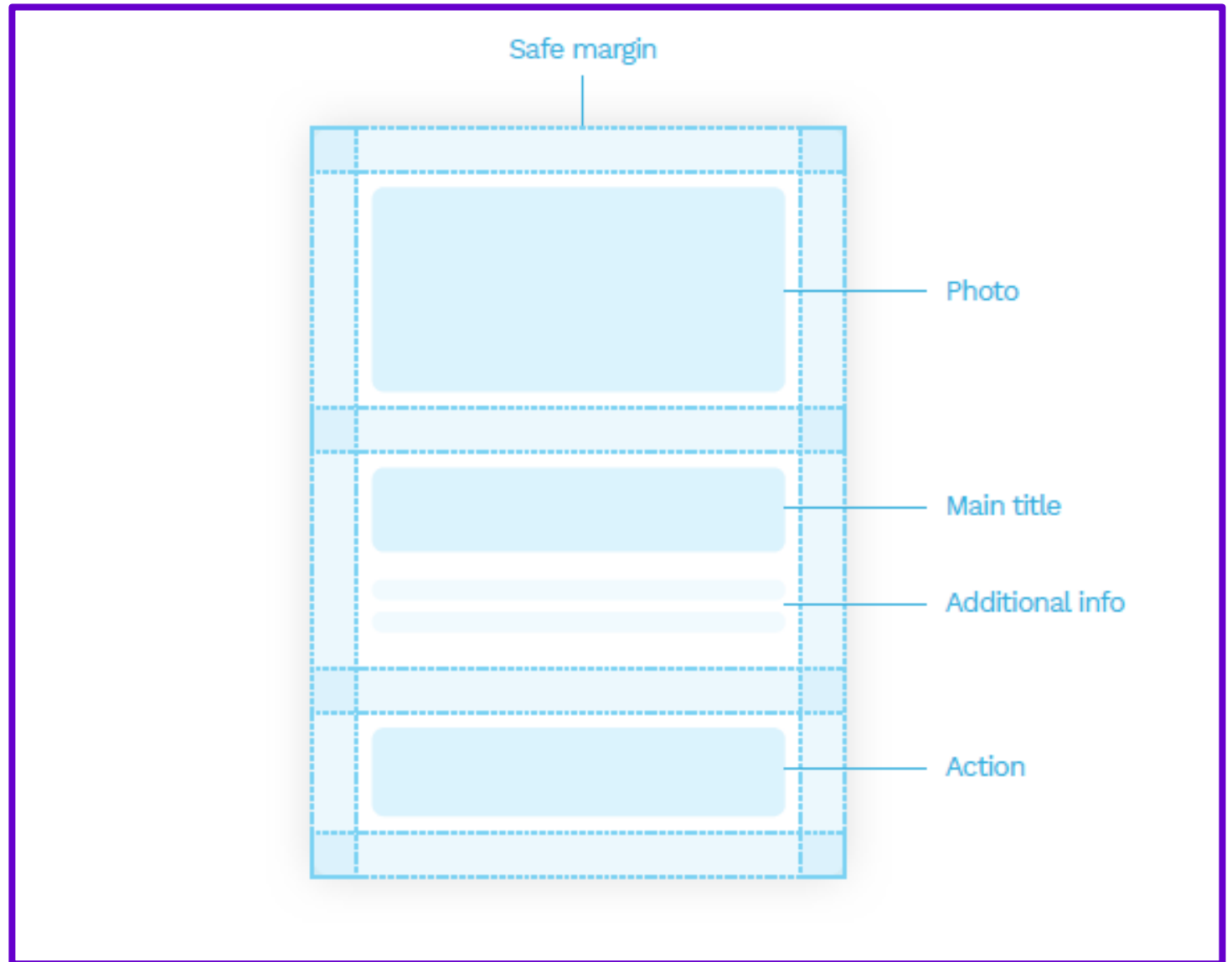
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Best Practices

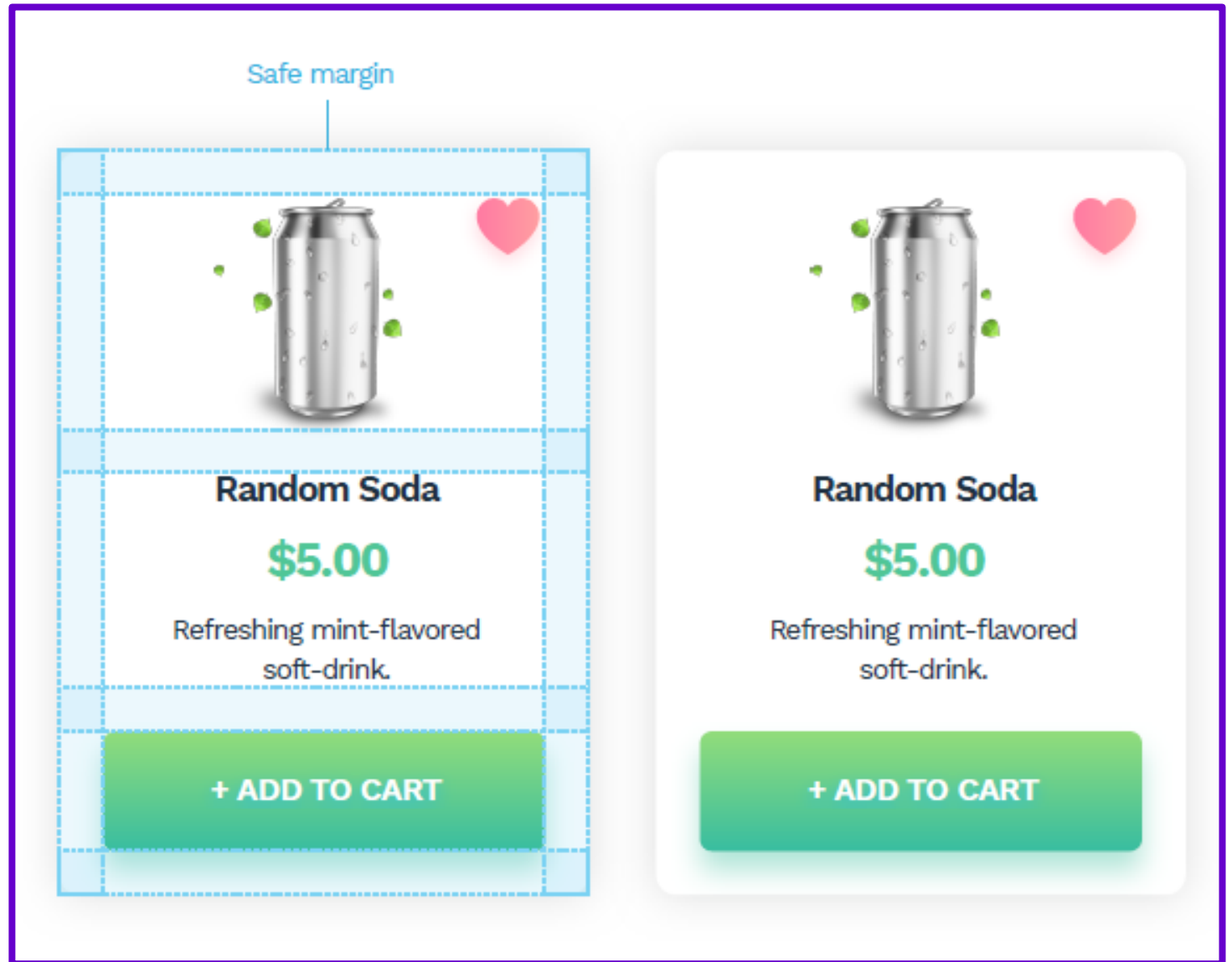
DISSECTING A CARD

Layout and hierarchy of our card directly influence how easy and fast it will be to understand their purpose and take action.



CARD STRUCTURE

Once we get the content hierarchy right, you can start adding the visuals (photos, icons, or a Call to Action button).



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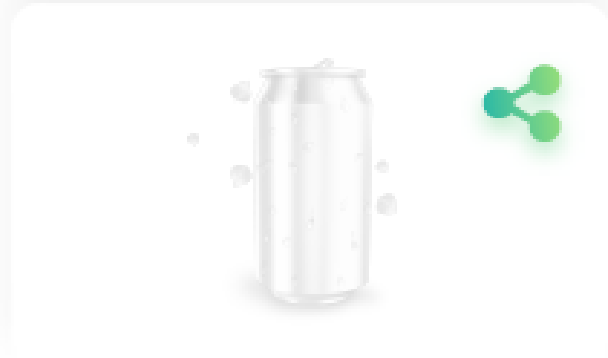
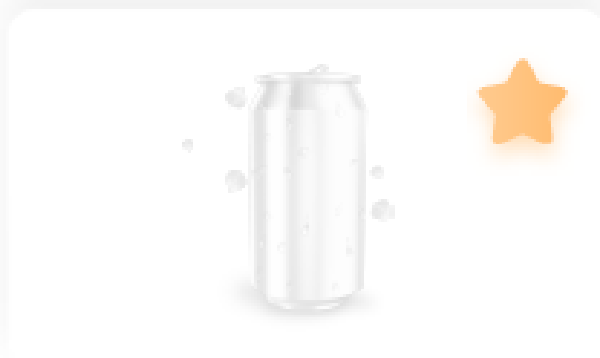
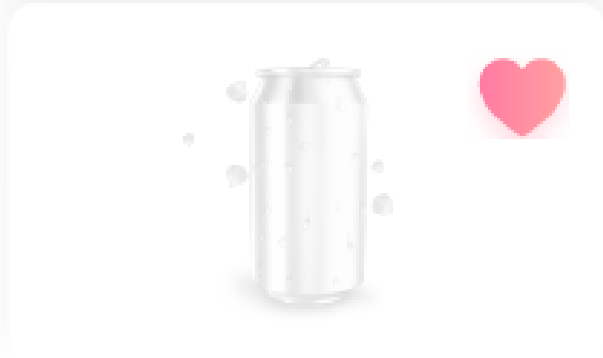
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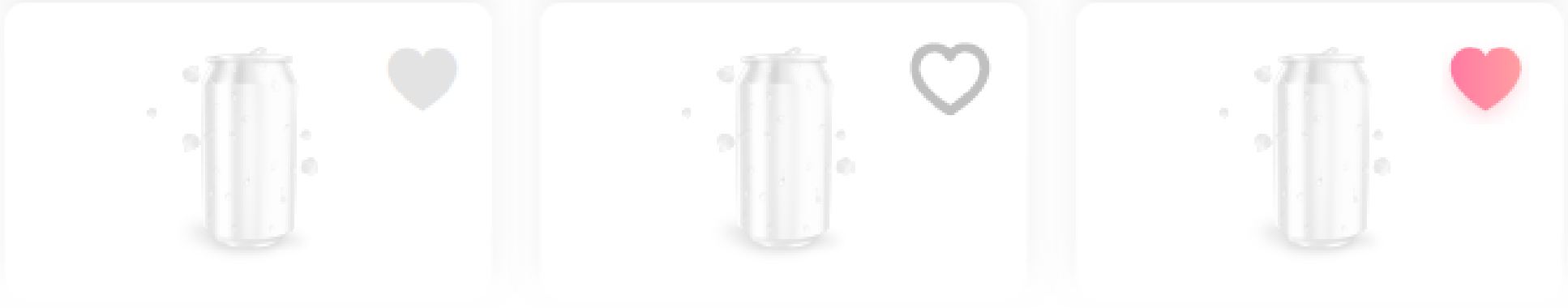
ICONS

Cards can use icons for non-essential actions that won't compete with the CTA too much (things like "add to favorites," "share on social media").



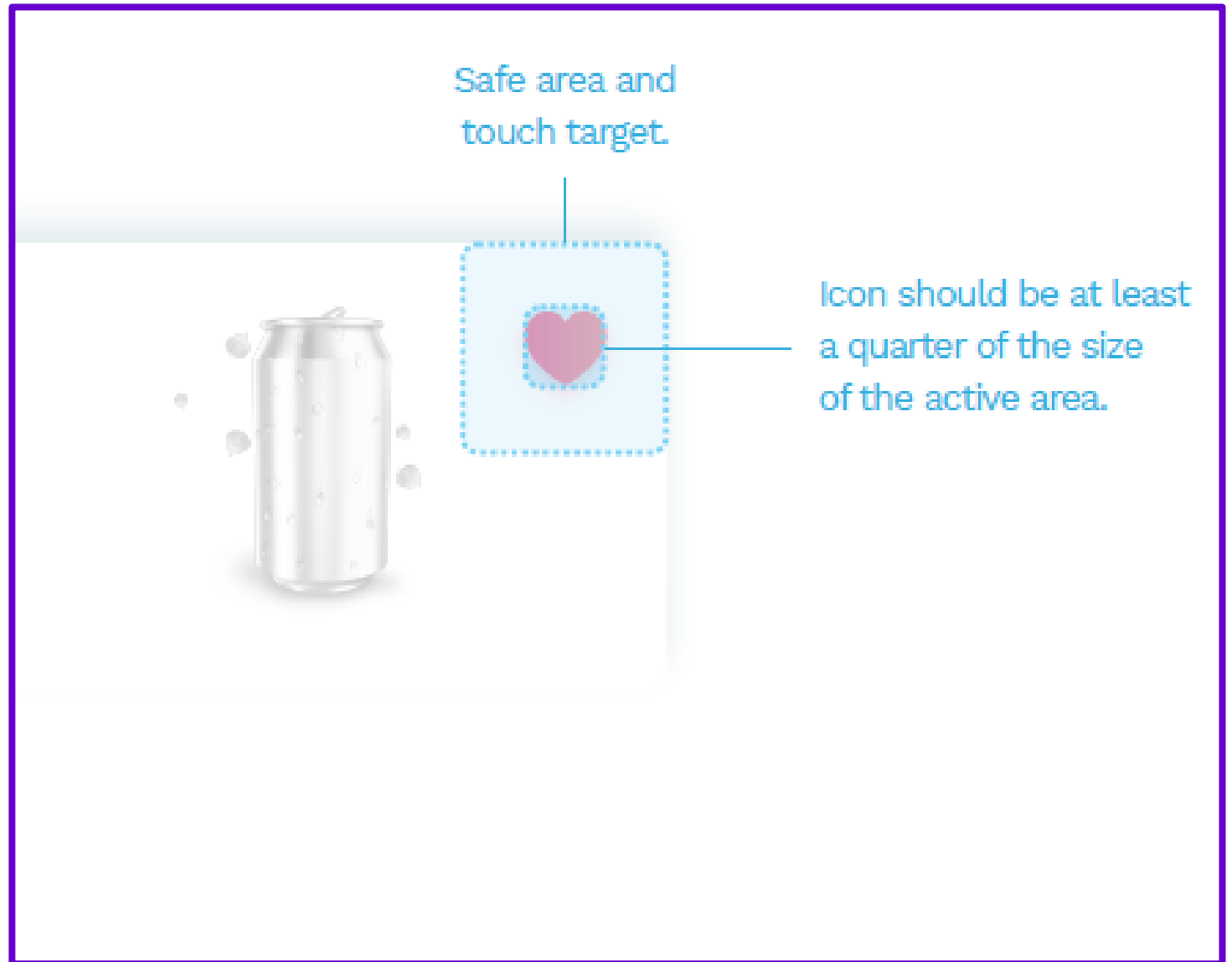
ICONS

All internal icons need to show which state they're in precisely.



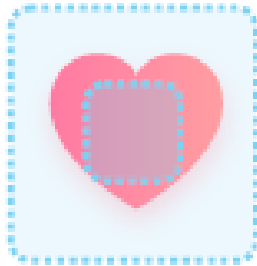
ICON ALIGNMENT

The icon should be the right size, with a proper margin from the sides and big enough active area, also known as the touch target.

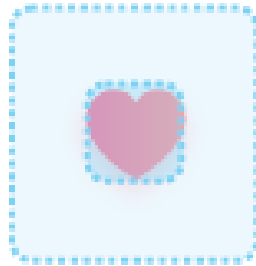


ICON ALIGNMENT

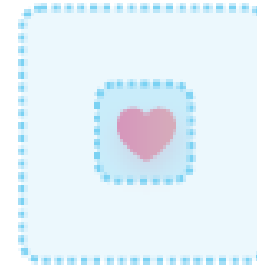
If too big, the icon can grab way too much attention away from the CTA. If too small, it can disappear or look like a decoration, and not something you can use.



Too big



Just right



Too small

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CARD SHADOWS (PLEASANT, GOOD LOOKING CARDS)

A soft, subtle shadow that makes the card appear as if it's floating over the background.



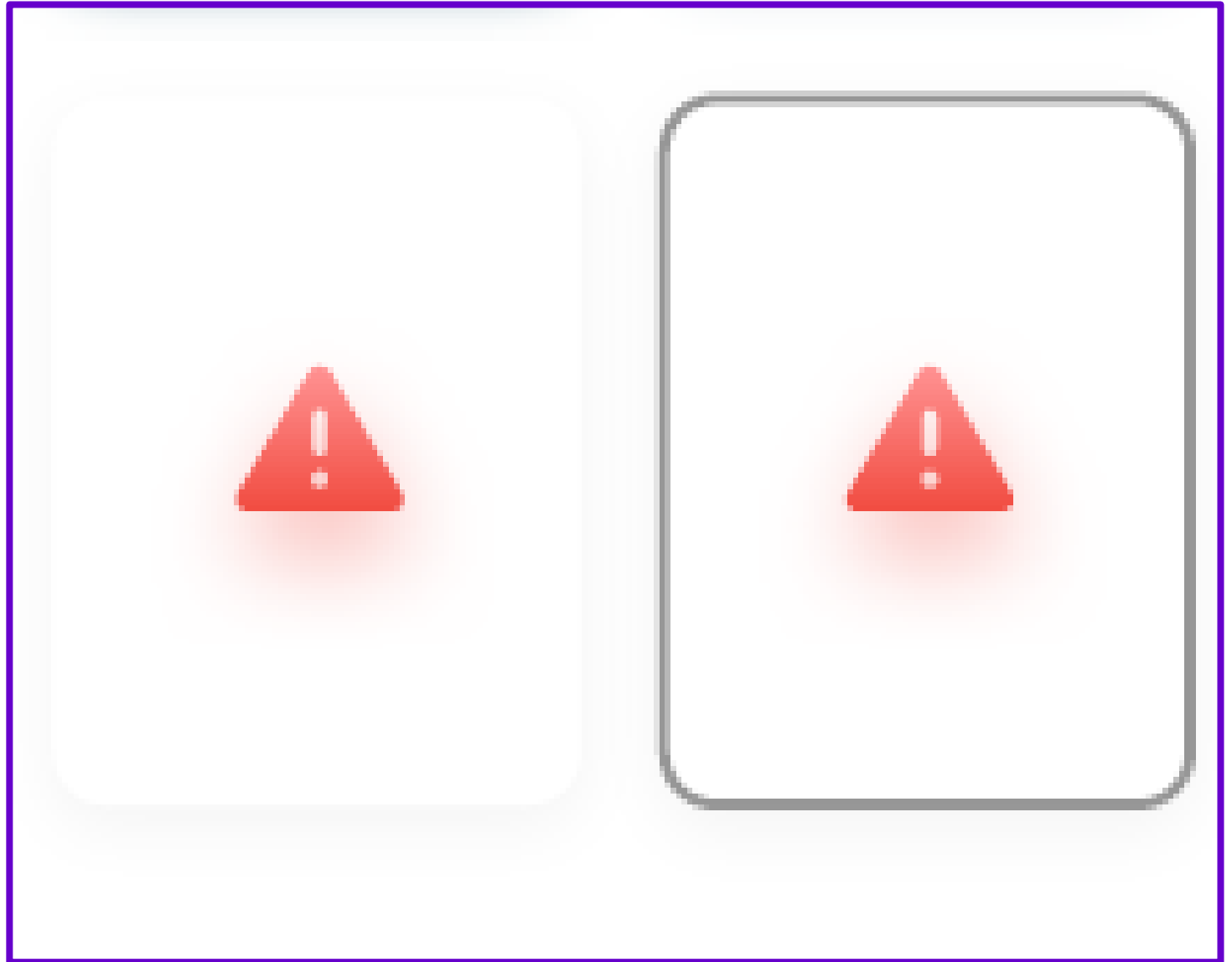
CARD SHADOWS (MOST COMMON PROBLEMS)

If the shadow or stroke is too strong (high contrast), it takes the attention away from the contents of the card.



CARD SHADOWS (MOST COMMON PROBLEMS)

Too little contrast
will result in a
blurry border that
makes the entire
card harder to
discern.



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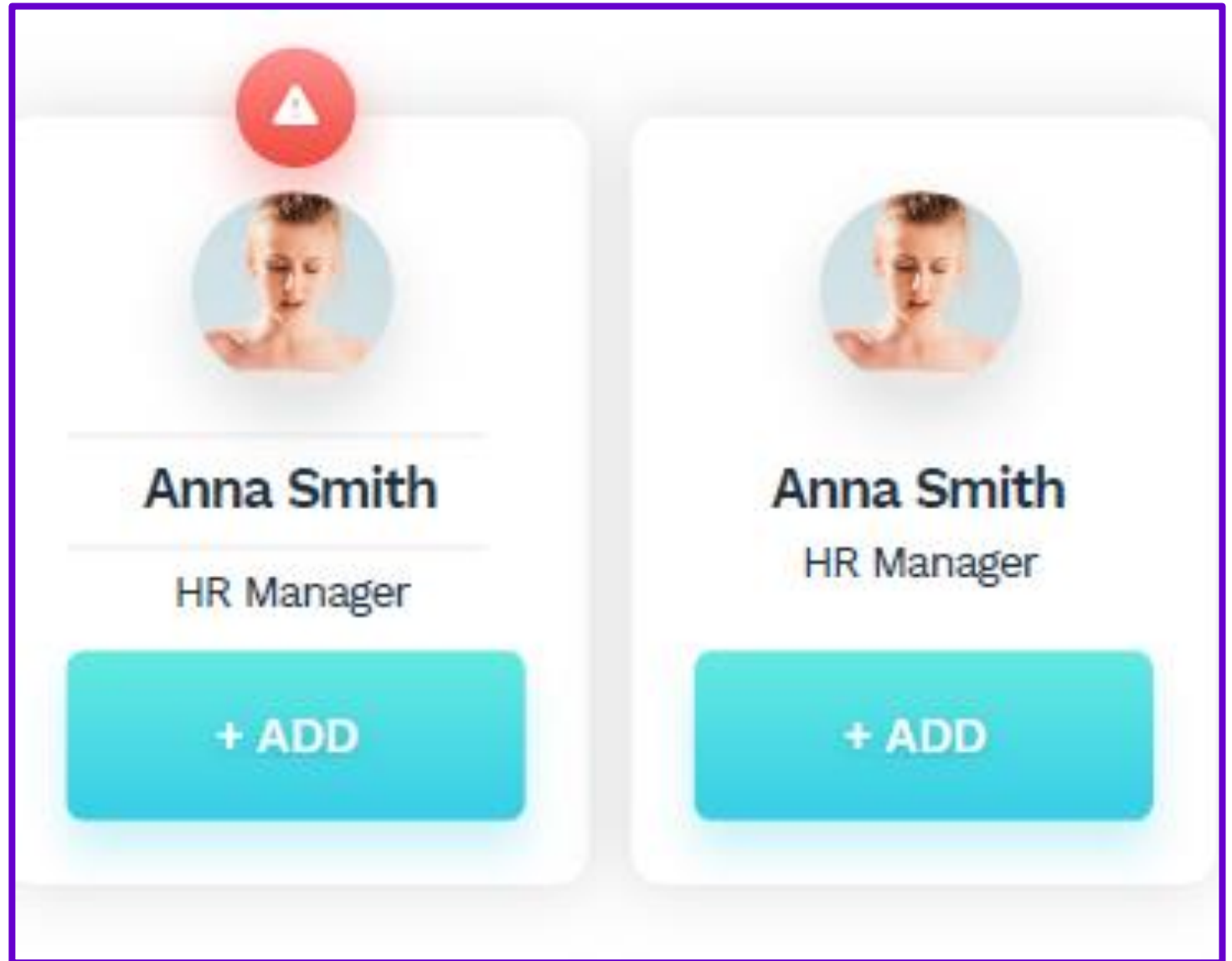
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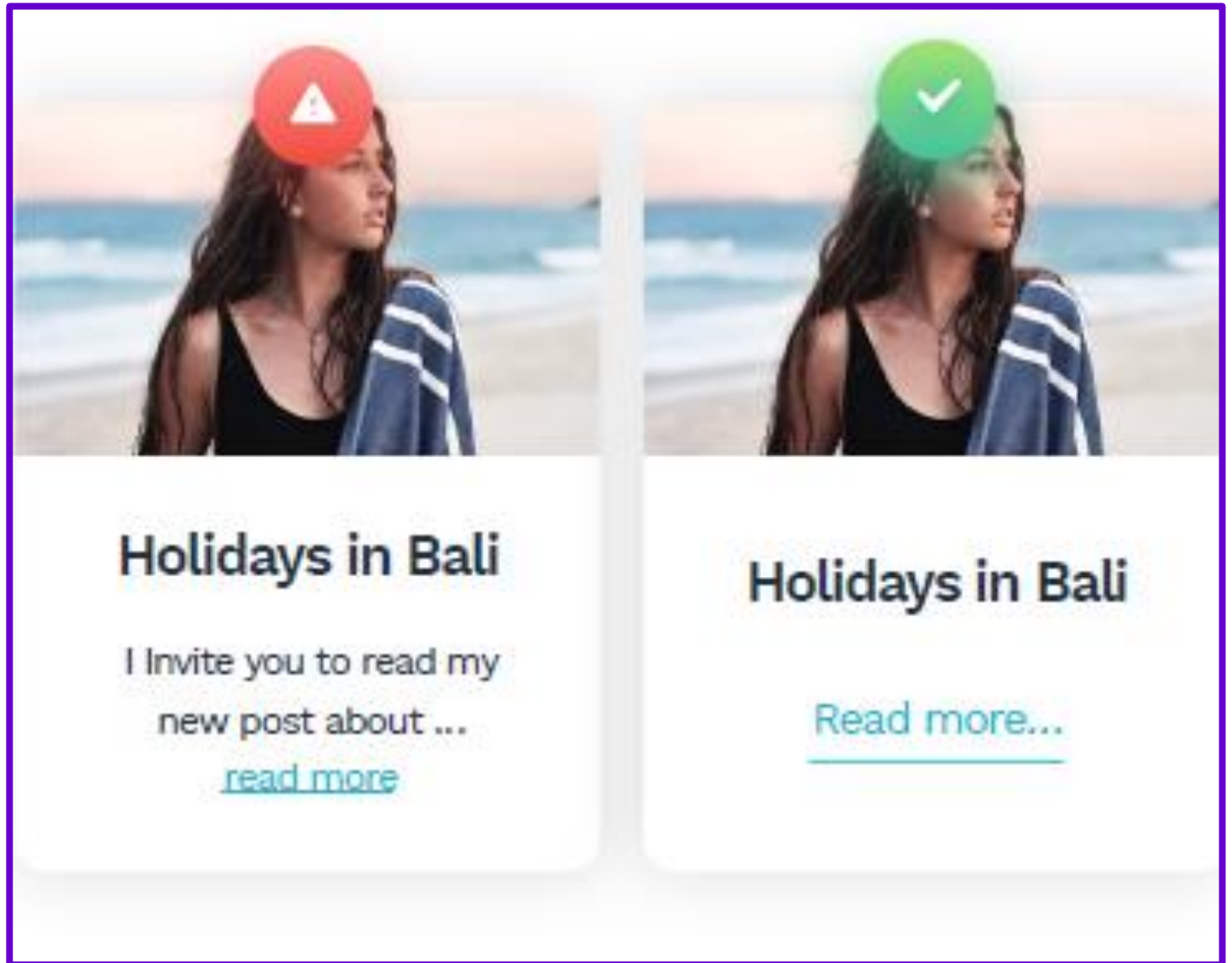
GOOD PRACTICES (LESS IS MORE)

Use the right margins and font sizes to set the layout and hierarchy in place. Avoid unnecessary decoration (like separators or other decoration).



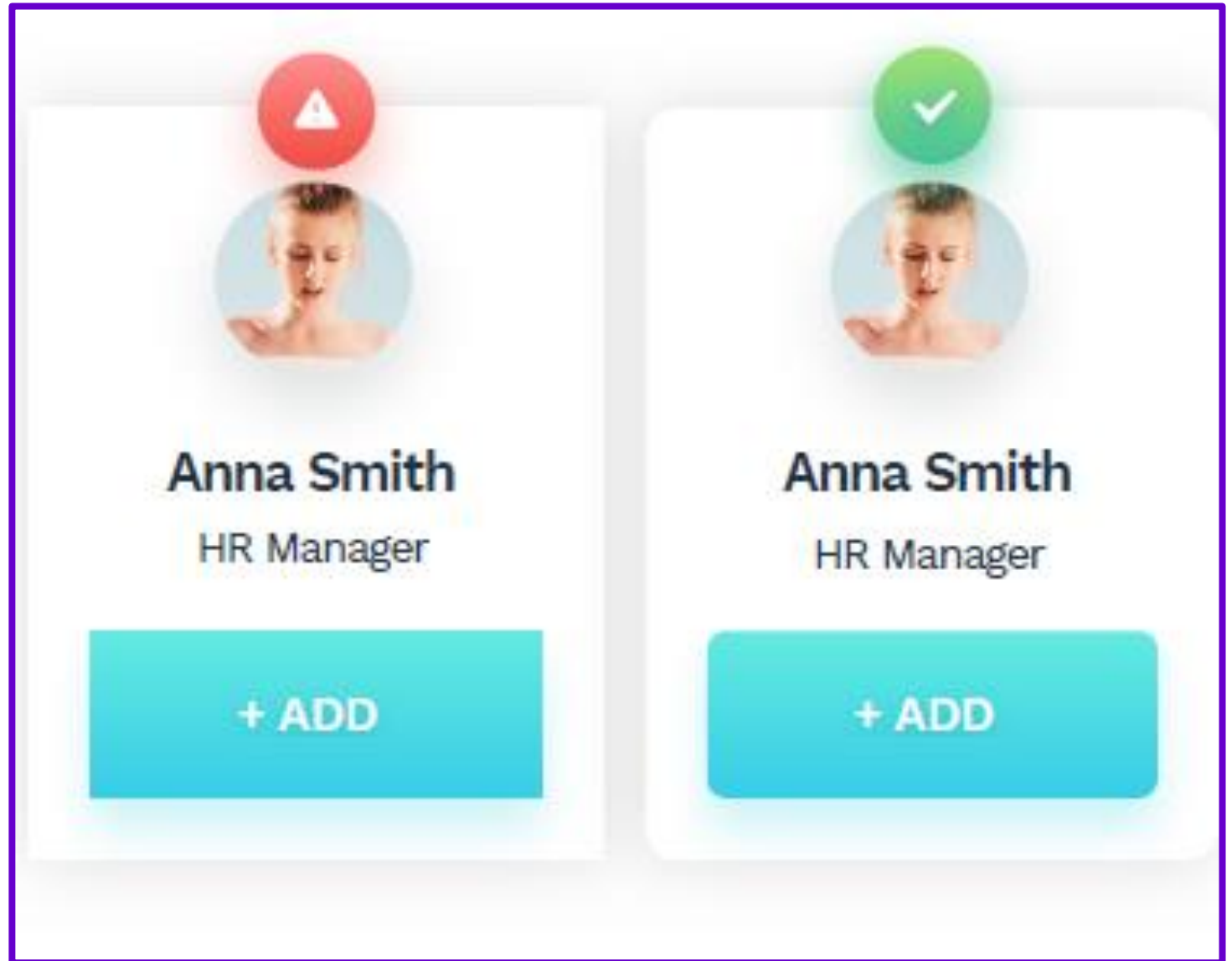
GOOD PRACTICES (TEXT LINKS)

If you plan on using a text-link instead of a button, make sure it has enough space for a comfortable touch.



GOOD PRACTICES (ROUNDED CORNERS)

Our eyes prefer rounded corners to sharp edges. Make your cards and buttons more friendly with a small border-radius.



Course References

- ***Designing User Interfaces***, Michal Malewicz & Diana Malewice, 2020
- ***UI Design Styles: Trends and Design Patterns***, Michal Malewicz & Diana Malewice, 2020
- ***What UX Is Really About :Introducing a Mindset for Great Experiences***, Celia Hodent, CRC Press, 2022
- ***Lean UX: Designing Great Products with Agile Teams 3rd Edition***, Jeff Gothelf & Josh Seiden, O'Reilly, 2021
- ***Laws of UX: Using Psychology to Design Better Products & Services***, Jon Yablonski, O'Reilly, 2020
- ***Designing and Prototyping Interfaces with Figma***, Fabio Staiano, Packet Publishing, 2022

Accessing Course Resource



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