Starting Out Your UIUX Career
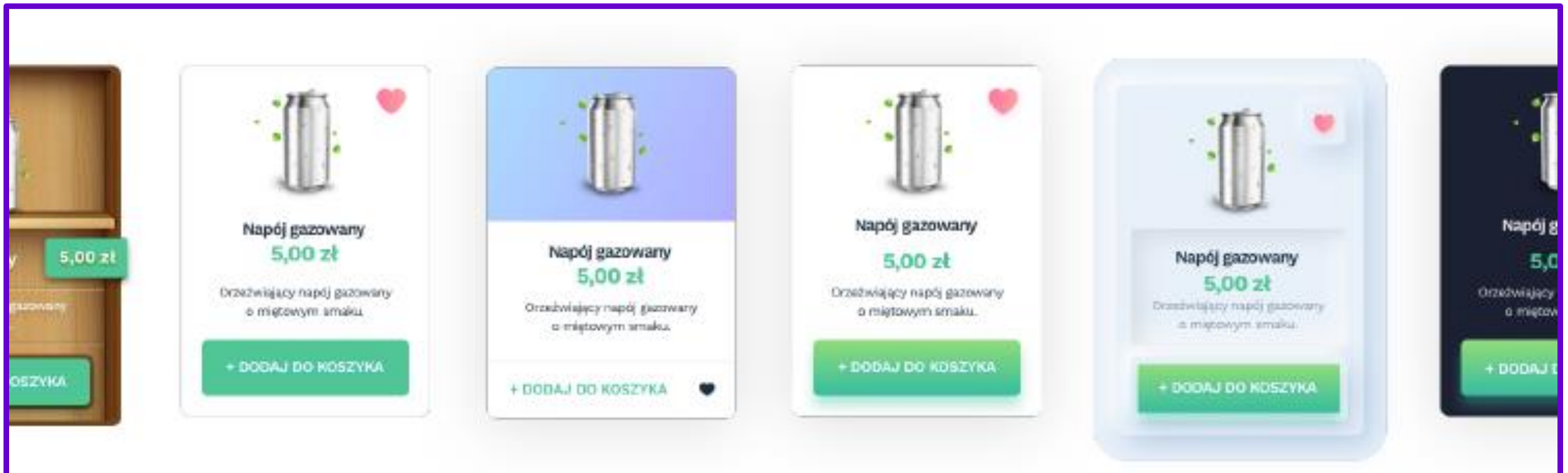
Module 12
Design Styles

Ali Samanipour

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Introduction

Over the years, we have gone through various design styles, coming back and revisiting some of them after a few years. Those styles take cues from general (and well known) art and design styles **but have their unique names in UI design**.

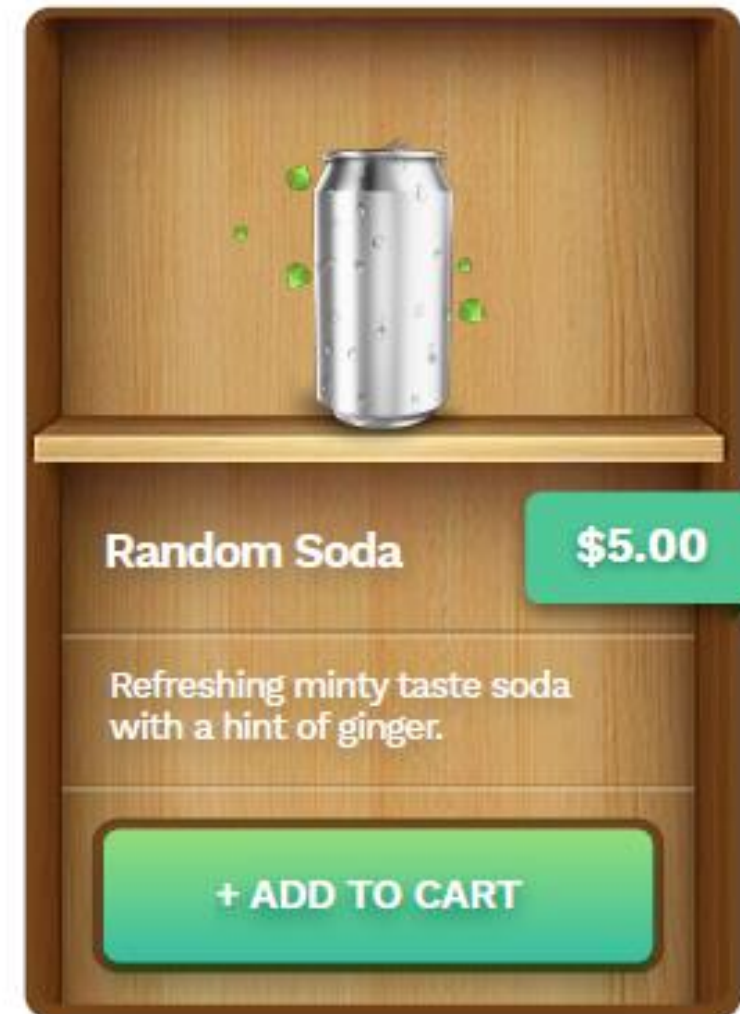|	
1	Skeuomorphism
2	Flat, Material and Modern Design
3	Neu-morphism
4	Glass-morphism
5	Minimalism
6	Design Trends

Skeuomorphism

This trend is all about using real objects metaphors to make the UI easier to understand.

Random Soda
$5.00

Refreshing minty taste soda with a hint of ginger.

+ ADD TO CART

Main Problems With Skeuomorphism

Designers laugh at those rare Skeuomorphic attempts, so the trend is **practically non-existent** in real products

It's a bit **difficult to code**, as every little element has to be a separate bitmap, while in other design trends, you can generate a lot in code alone.

Users understand interfaces a lot better now.

1 Skeuomorphism

2 Flat, Material and Modern Design

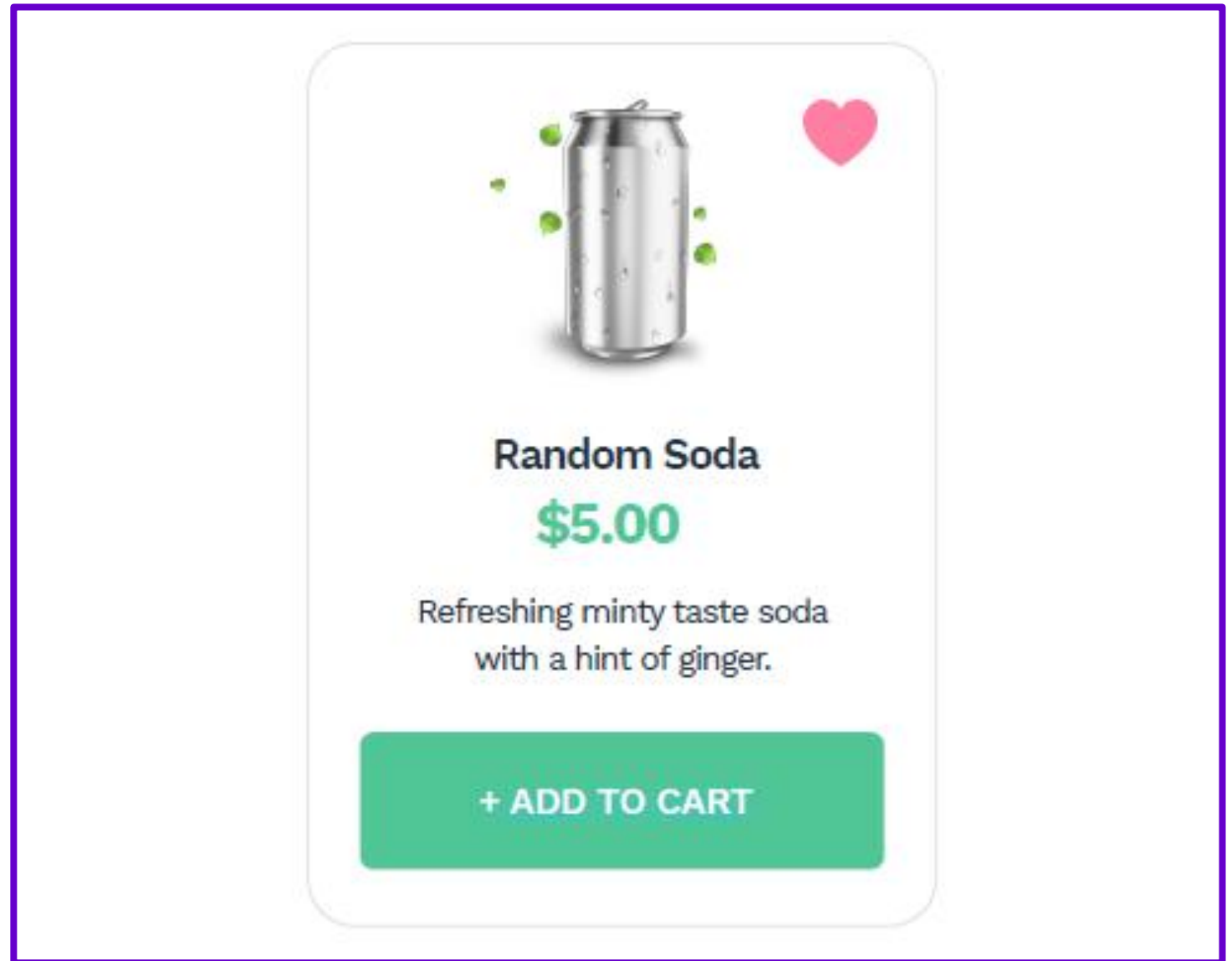3 Neu-morphism

4 Glass-morphism

5 Minimalism

6 Design Trends

Flat Design

The central premise of this style is minimalism. No ornamentation, no effects. That includes the lack of shadows on objects, hence the name "flat."

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Main Problems With Flat Design

It's harder to design well without relying on shadows and faux-3d for hierarchy guidance

To create a great flat design, you need to nail typography, spacing, and color at 100%

On the user side, there are considerable difficulties with understanding some of the object's purpose.

Material Design

The main idea of this design system is to simulate "digital-paper." It means the layers themselves are still flat, but their position on the Z-axis is a way to set hierarchy and order.

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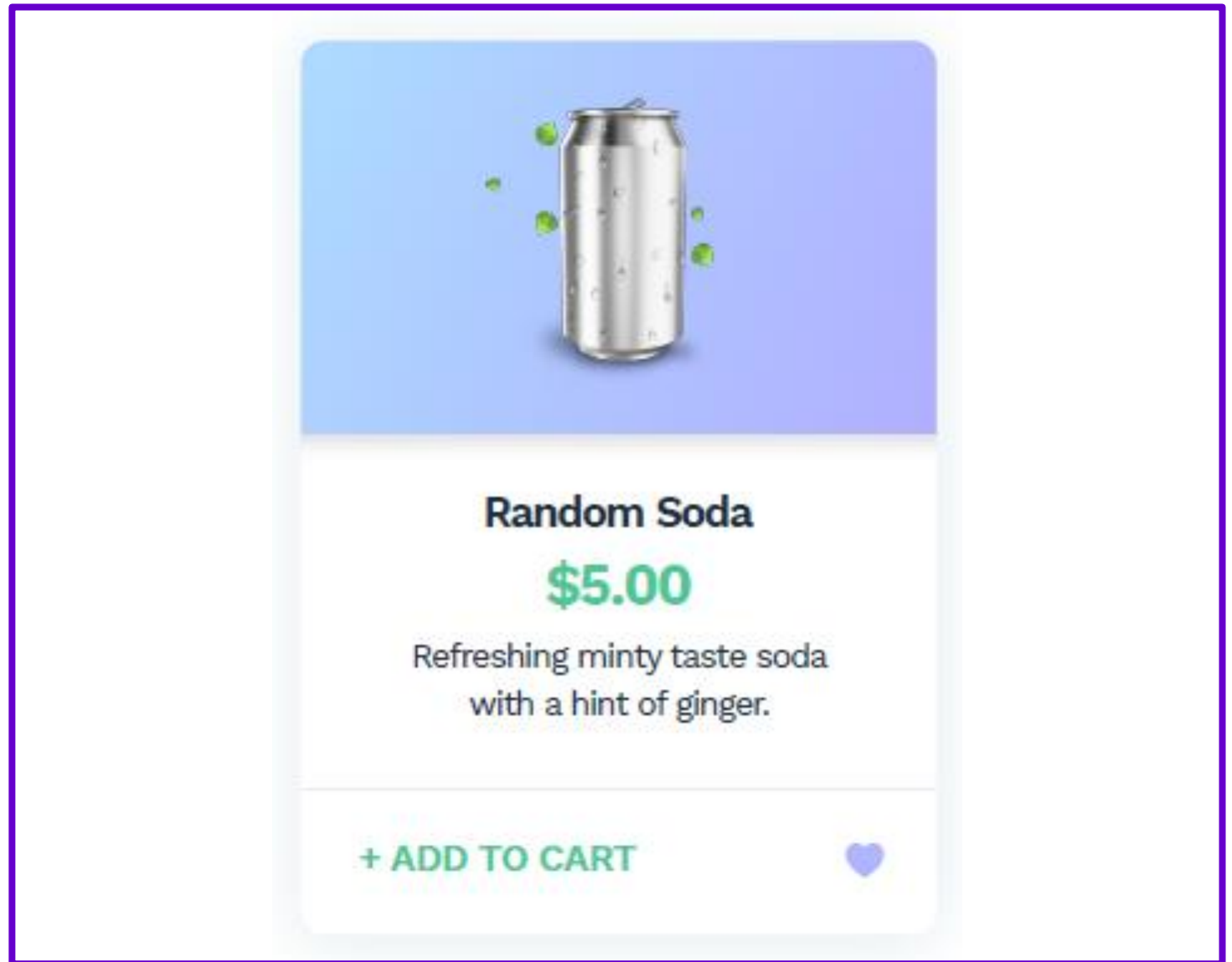
Main Problems With Material Design

The main problem with this Design System is that using the same colors, font, and shadows, in essence, make all the Material Design products look alike.

Modern Design

Modern design is a mix of Flat and Material, but with a slightly more significant emphasis on breaking the rules, which in Material Design are pretty strict.
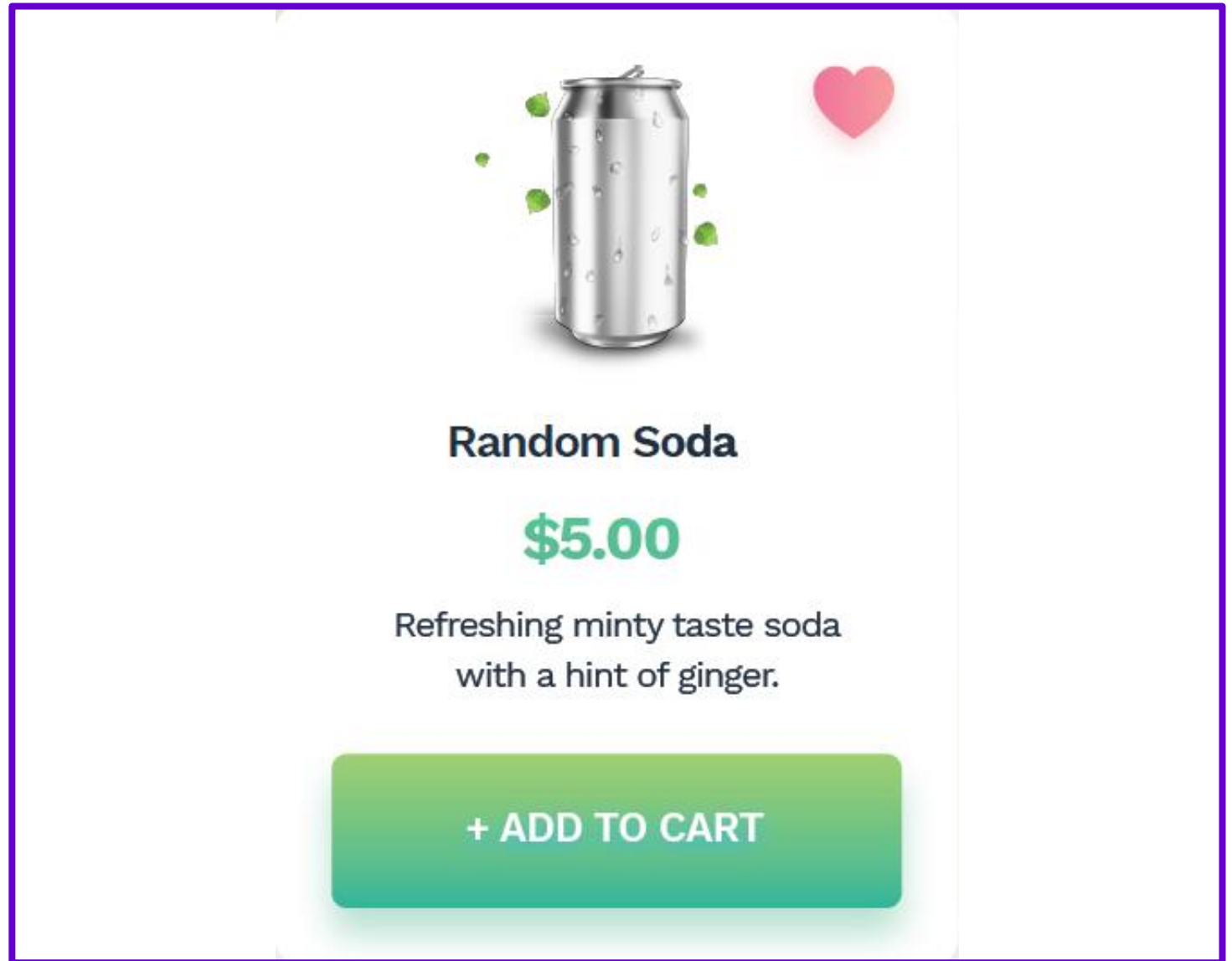
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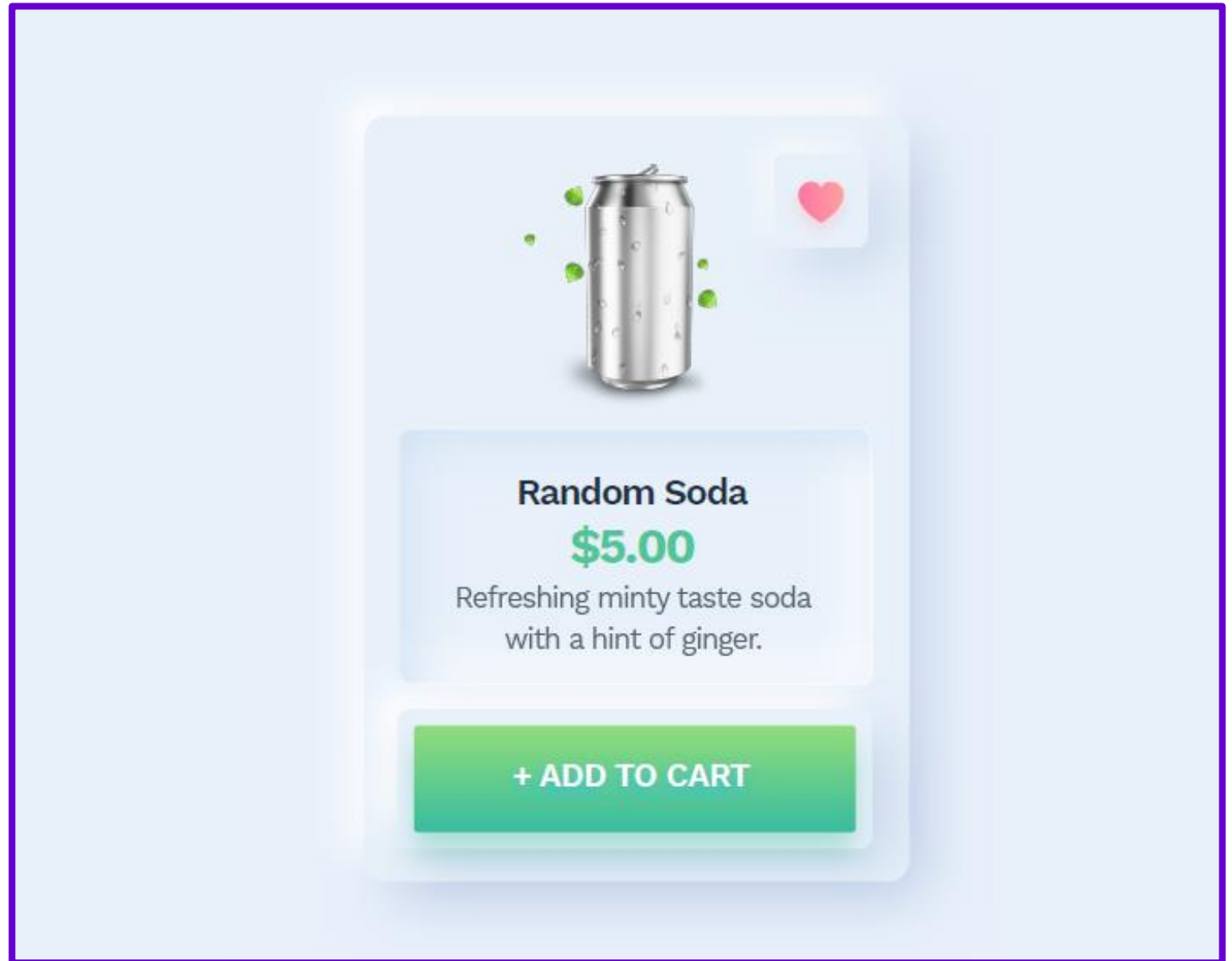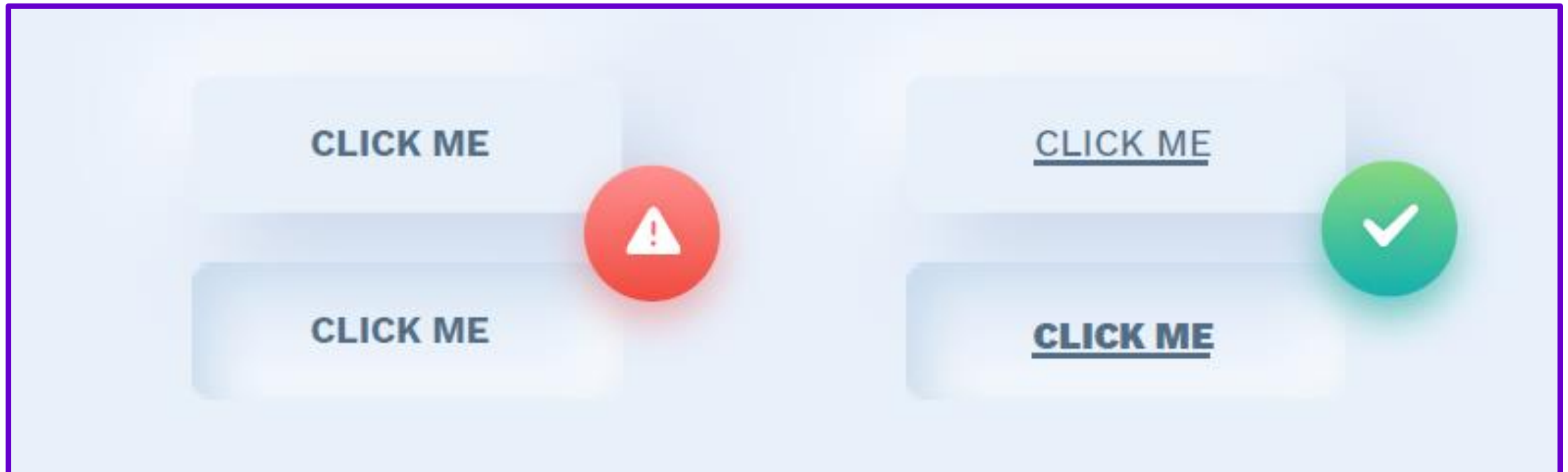|	
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Neumorphism

The illusion of soft, extruded plastic in UI began. This style works best with non-active objects and when it's not overused.
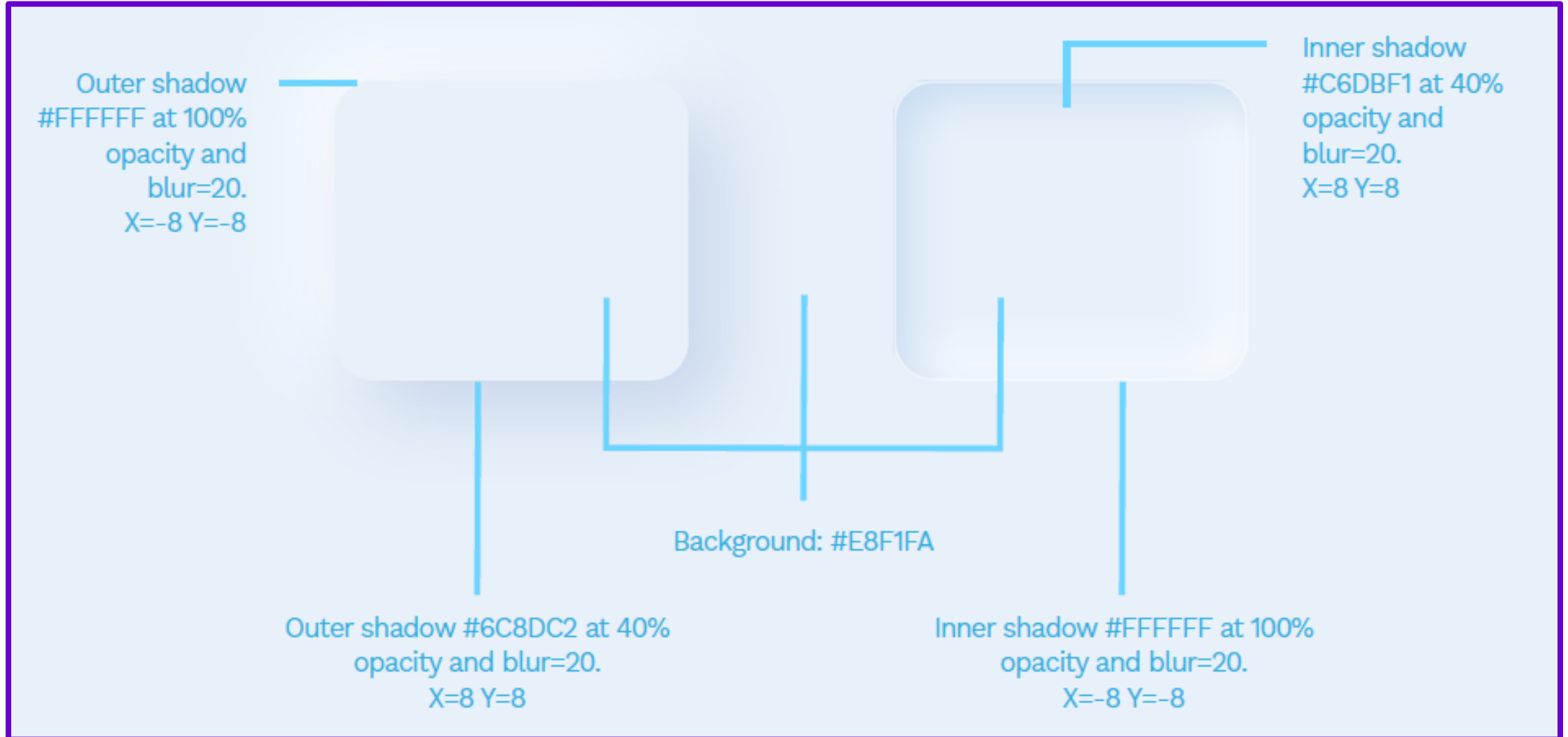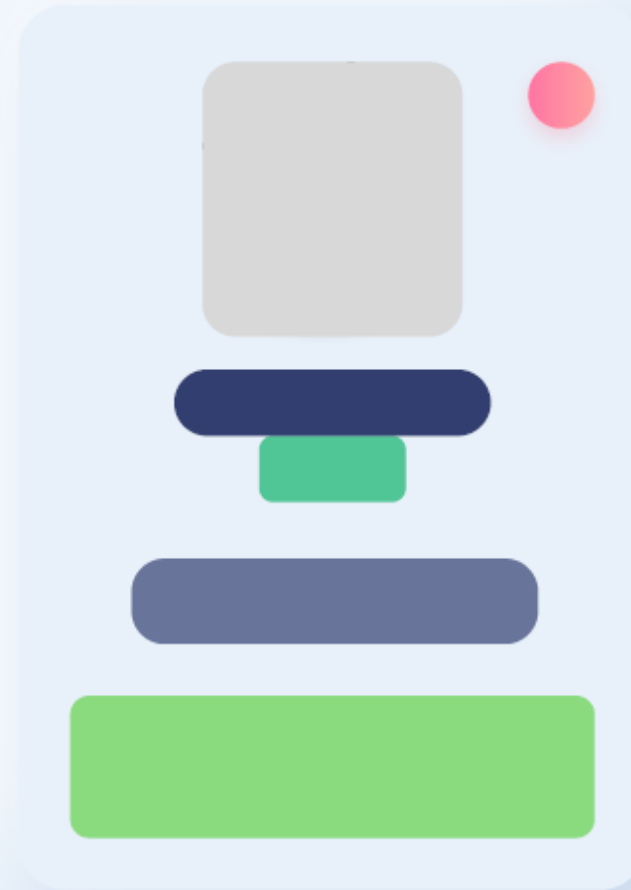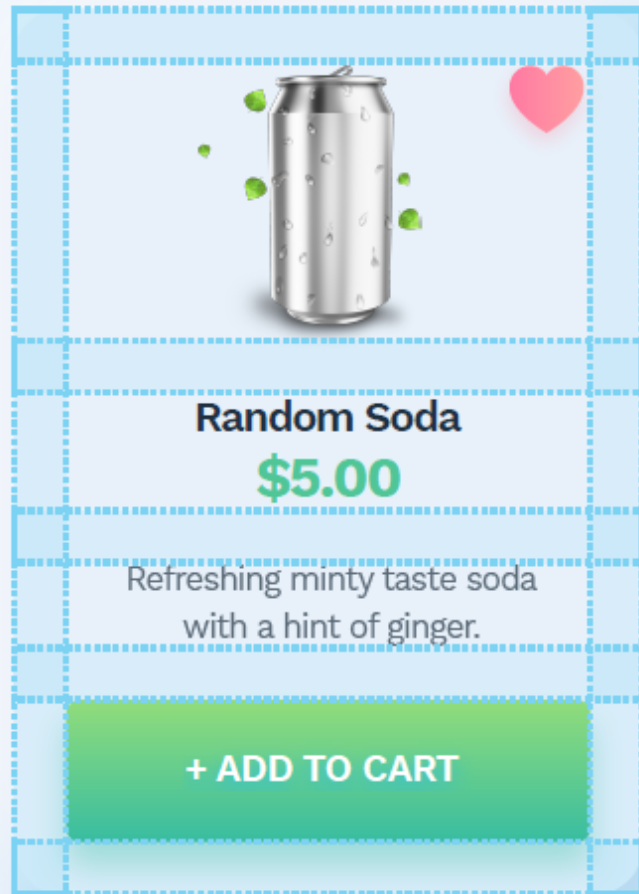
NEUMORPHISM IS TERRIBLE FOR BUTTONS

Designing a button, make sure that your normal and active states are using underline or font-weight to differentiate

HOW TO ACHIEVE THE EFFECT

Outer shadow #FFFFFF at 100% opacity and blur=20.
X=-8 Y=-8

Inner shadow #C6DBF1 at 40% opacity and blur=20.
X=8 Y=8

Background: #E8F1FA

Outer shadow #6C8DC2 at 40% opacity and blur=20.
X=8 Y=8

Inner shadow #FFFFFF at 100% opacity and blur=20.
X=-8 Y=-8

Cards and Neumorphism

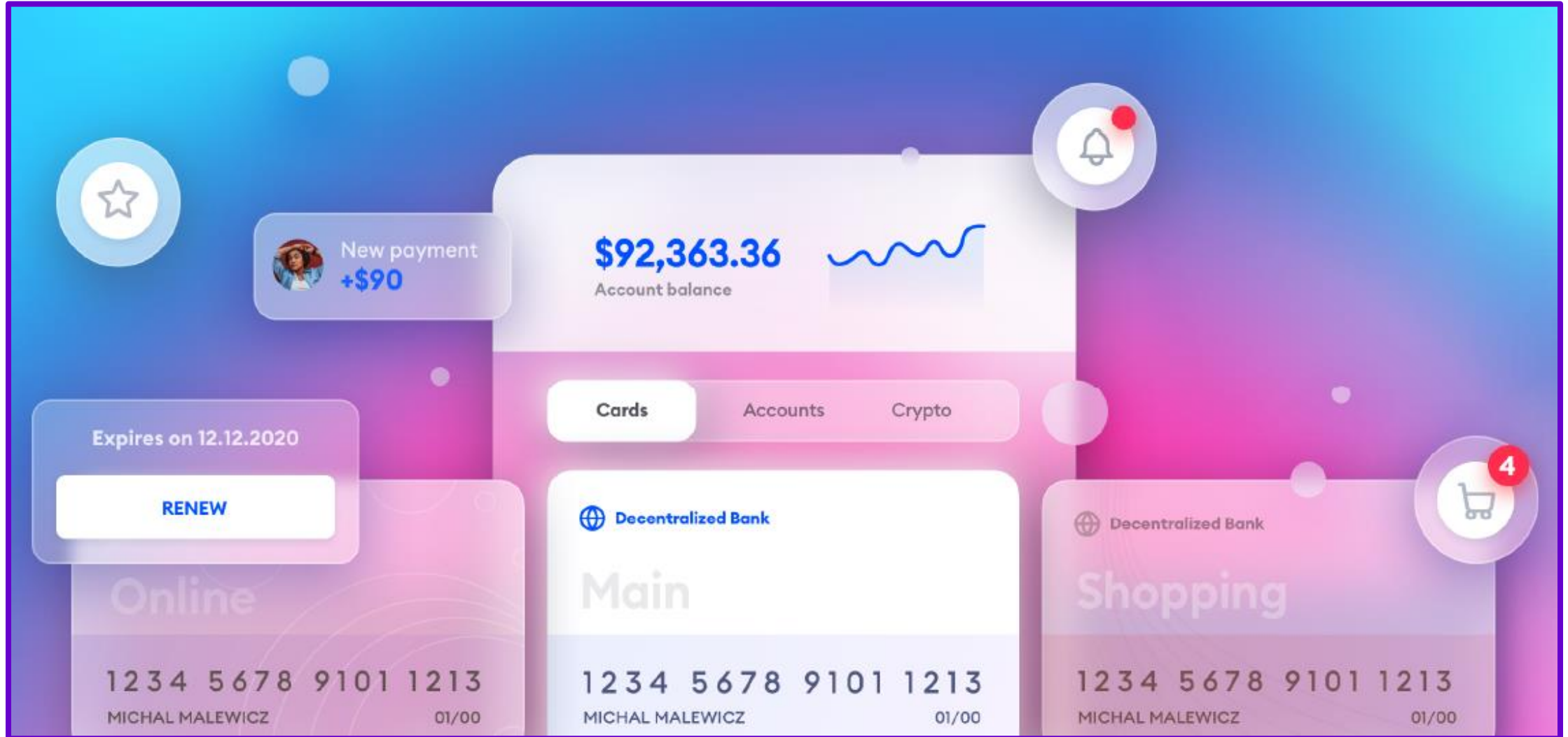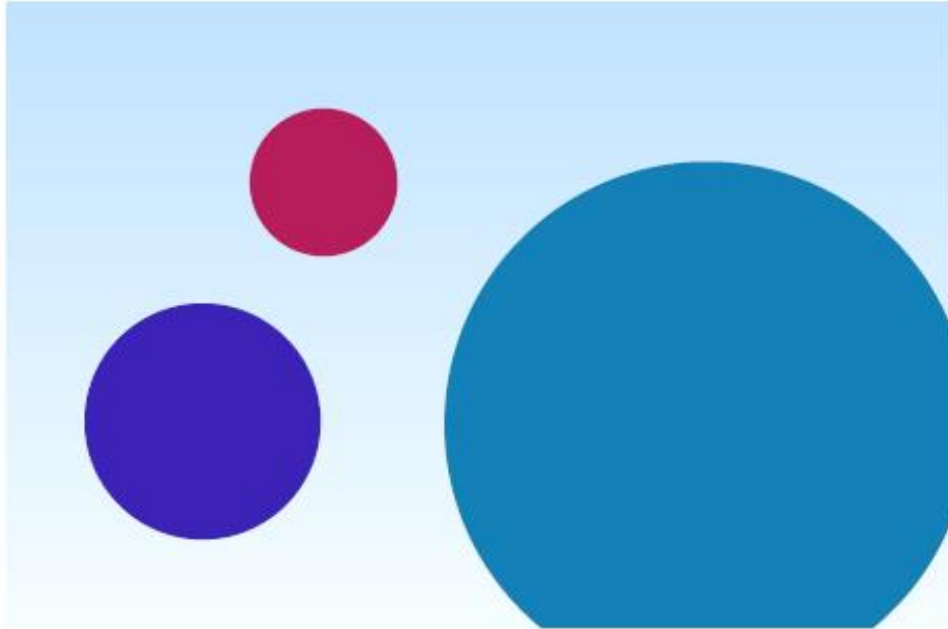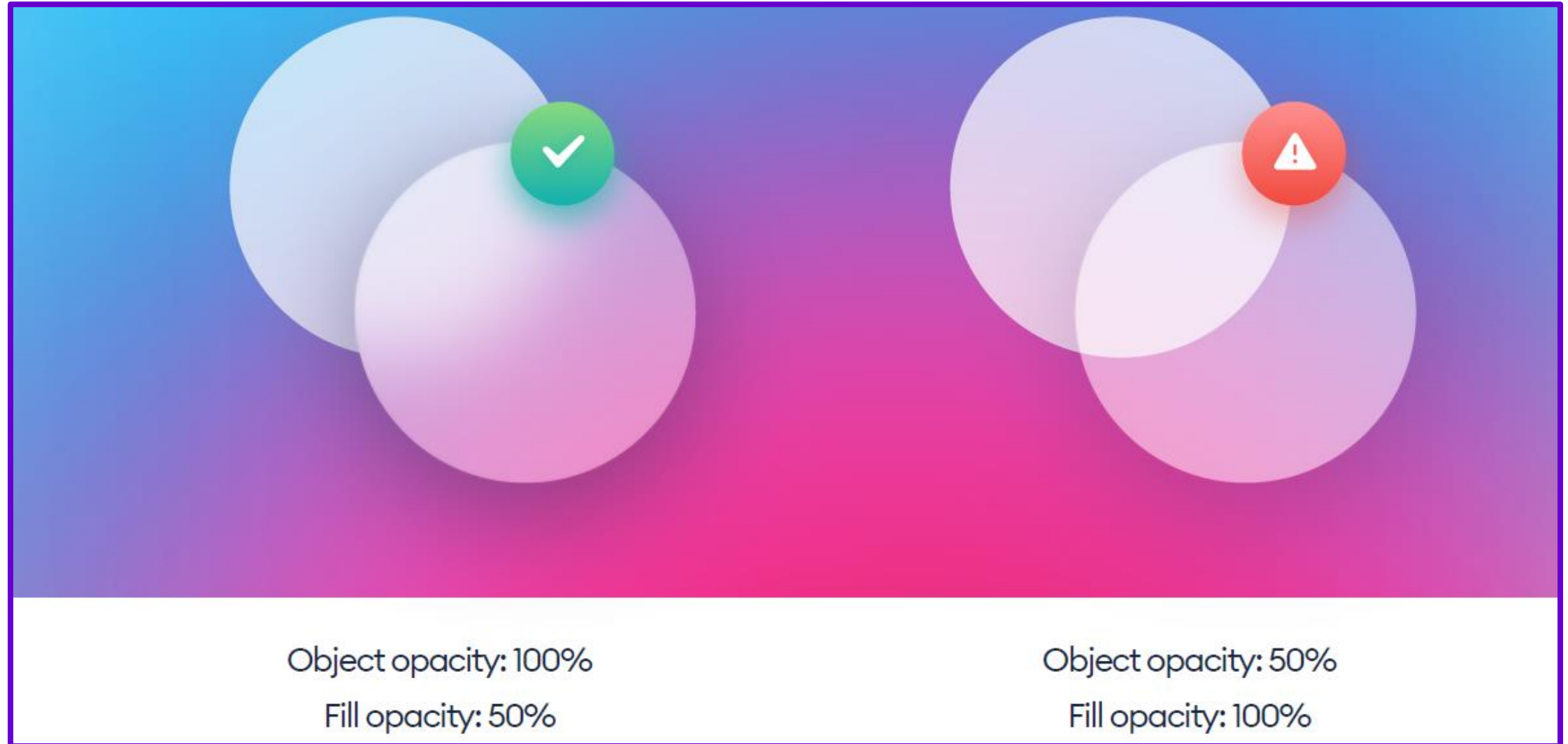| 1 | Skeuomorphism |
2	Flat, Material and Modern Design
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Glassmorphism

HOW TO ACHIEVE THE EFFECT

By simply blurring a couple of masked circles you can create a nice, soft background perfect for this UI style.

HOW TO ACHIEVE THE EFFECT

Object opacity: 100%

Fill opacity: 50%

Object opacity: 50%

Fill opacity: 100%

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Ultra-minimalism

The interface uses mostly monochrome text (and sometimes divider lines) without colors, shadows, or decoration.

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TRENDS COME AND GO

Every style gets old after it's been around for a while. Designers get bored with it and start experimenting.

But it's important to understand **that it's not the style itself that matters**. **It's your understanding of the basic design principles** of grid, typography, colors, and knowledge on how to put it together for the best result.
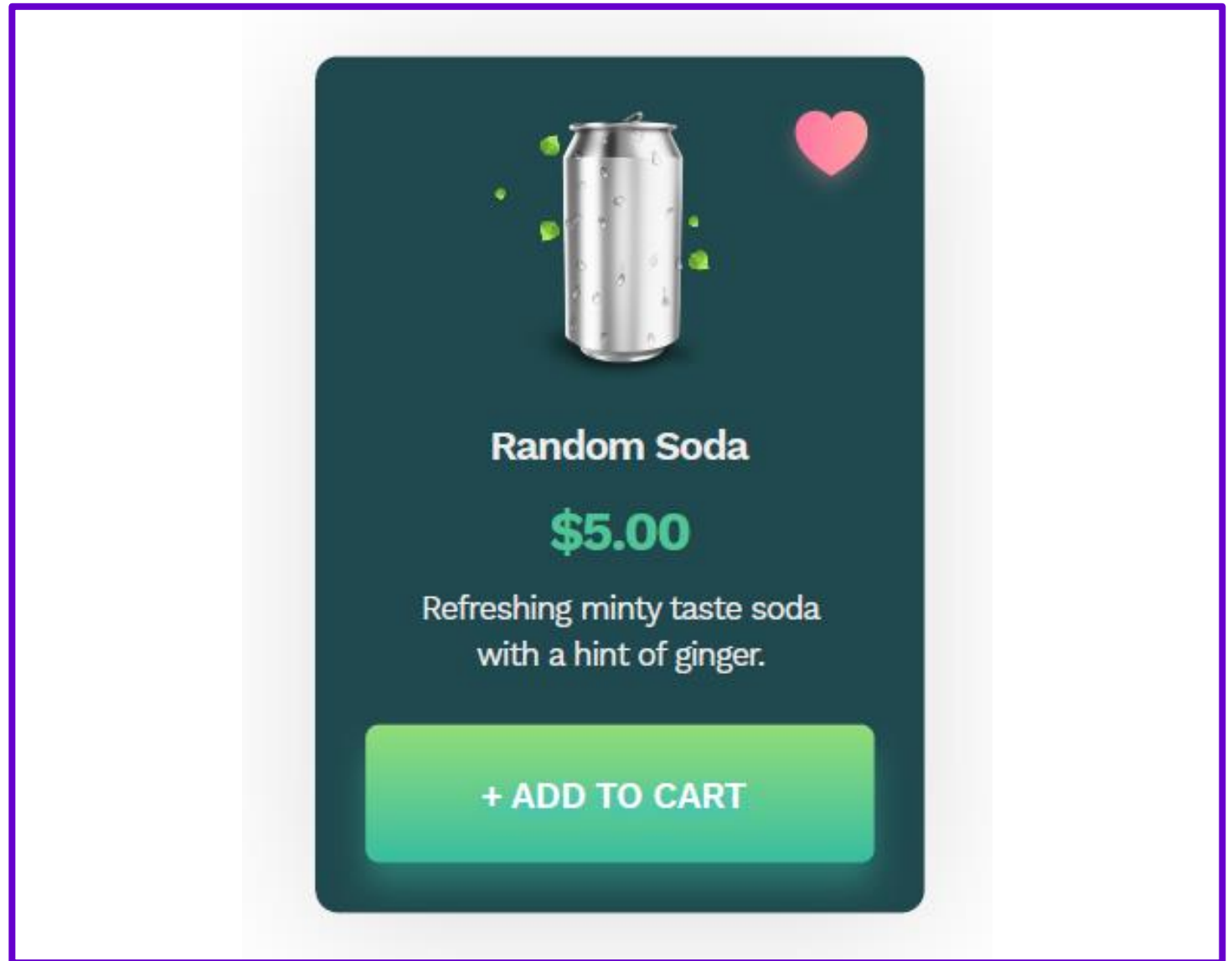
Picking a Design Style

Picking a design style for your product requires some thought on who are your users exactly.

The best approach is to combine best parts of different styles for a unique look & feel.

Dark mode

Dark mode became popular with the gaining popularity of OLED screens in mobile devices.

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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

linkedin.com/in/Samanipour

t.me/SamaniGroup

github.com/Samanipour