

Le Wagon 21.06.2018

DLG Training Day I

October 13, 2018



le wagon



Part III

Create a visual prototype
of your client brief



Understand the core user journey



5 views max

**less views
less friction
better design** 



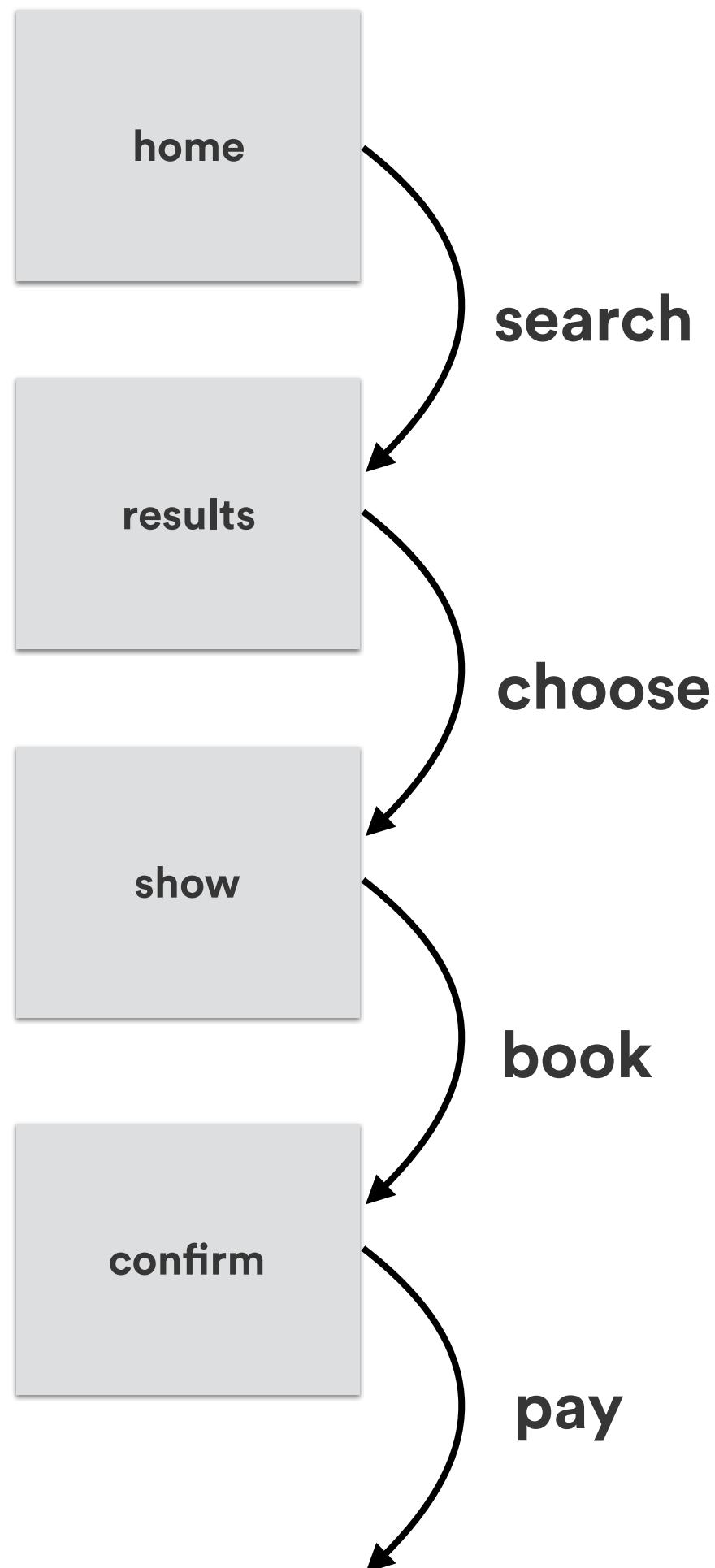
Airbnb



What's the core user journey?



Airbnb



Context

**what my user
needs
to see**



What's key for understanding?

- Title & description
- Price
- Equipment & beds
- Reviews
- Pictures
- Owner's profile picture
- Owner's other flats
- Similar flat offers
- District pictures
- Nearby cool places
- Other renters' details



Action

**what I want my
user to do**

One call to action



The tools.



What is a graphical asset?

Colors

Images

Icons

Fonts

Code Snippets

Gradients

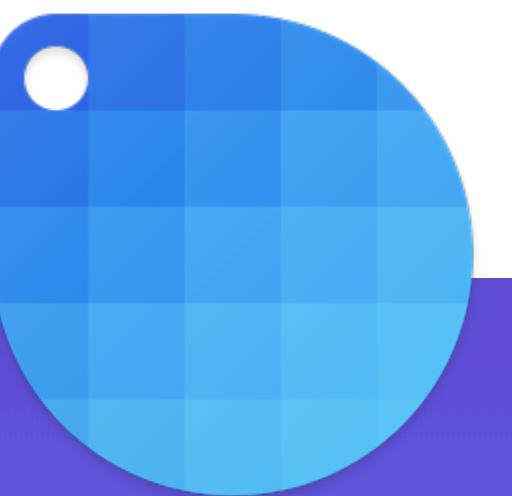




Colors

Color Pickers

Sip



Powerful Features



Palettes

A new and powerful way to create, organize, edit and share colors with everyone.



Custom formats

Customize color formats already provided, and also create and share new ones.



Multiple Colors

Easy as it should be: Hold shift and click in the sequence of colors you need..



Snapshots

We know how important your data is. That's why we created snapshots.



Color dock

Your "currently in use" palettes more available and unobtrusive than ever.



Editor

A quick and simple way to edit colors without the need of any additional software.

Colorzilla



ColorZilla for Chrome and Firefox

Advanced Eyedropper, ColorPicker, Color Analyzer and other colorful goodies for your Chrome and Firefox.



Le Wagon 21.06.2018

Colors

Palette Pickers



	Pale Goldenrod #EAD8AC		Indian Red #C46C4C		Dark Slate Gray #1E3226		Rosy Brown #A19F81		Dark Sea Green #799179
--	------------------------------	--	-----------------------	--	-------------------------------	--	-----------------------	--	------------------------------

Colormind.io

F6F4F4 9C94A1 77E061 7D535B 313A50

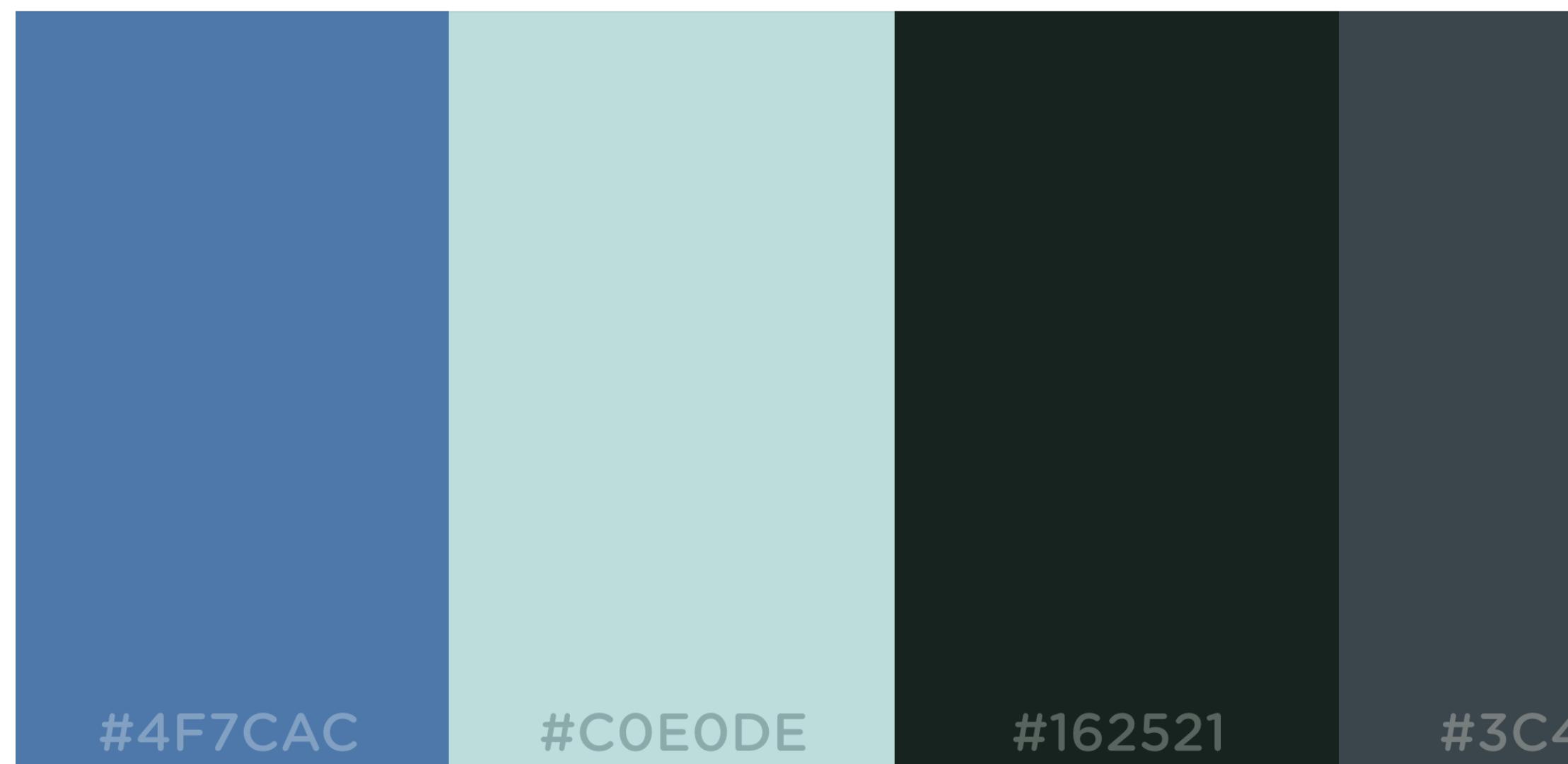
Canva

Color Palette

Le Wagon 21.06.2018

Colors Resources

Press the spacebar to generate color schemes!



colorhunt.co

Color Hunt Palettes New ▾

Palette Type	Heart Count	Icon
Today	30	Red Bus
Yesterday	104	Dark Grey Bus
2 days	83	Yellow Bus

coolors.co
COOLORS

Colors Trends

An Intro to Color Theory: How to combine colors and set the mood of your designs



Images Resources

PEXELS

pexels.com

selective



unsplash.com

prototypes



burst.shopify.com

products



Icons Resources



iconfont.cn
alibaba



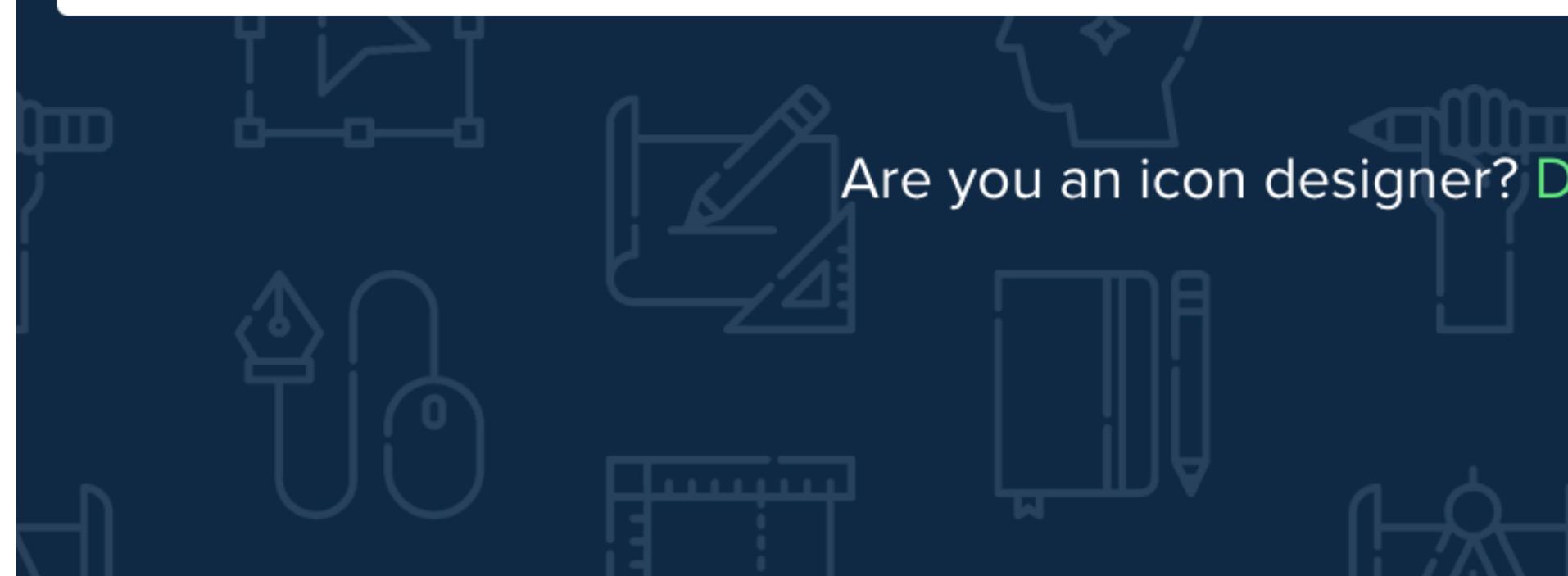
flaticon.com
icon sets

FLATICON

1,142,000 vector icons

The largest database of free icons available

Search icons



Best packs of



Fonts Resources



FontPair

fontpair.co

Google Fonts
fonts.google.com



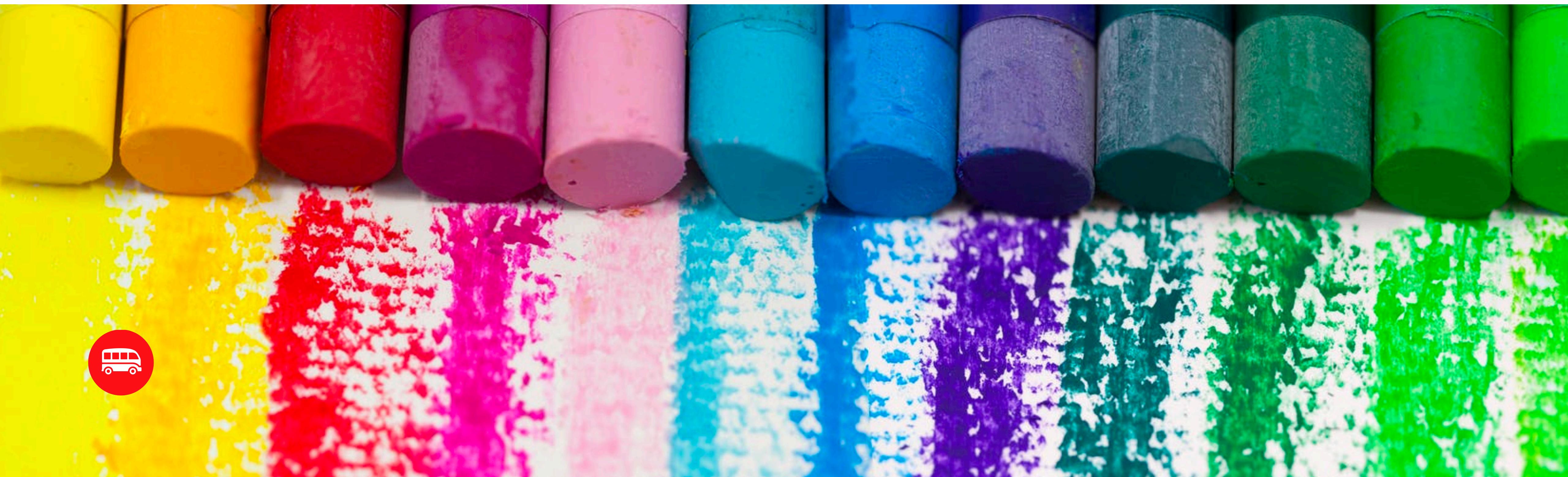
Design

Rules of



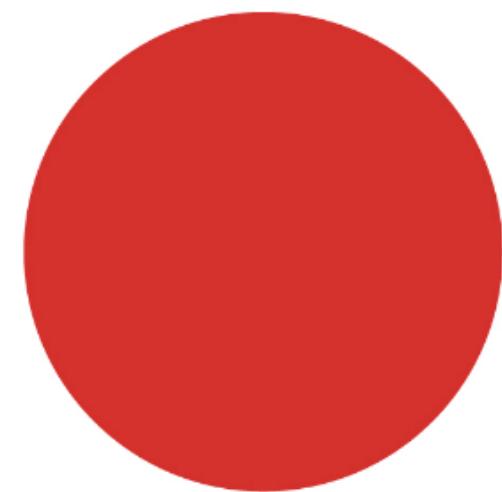
#1 Know the visual identity

Don't beat around the bush

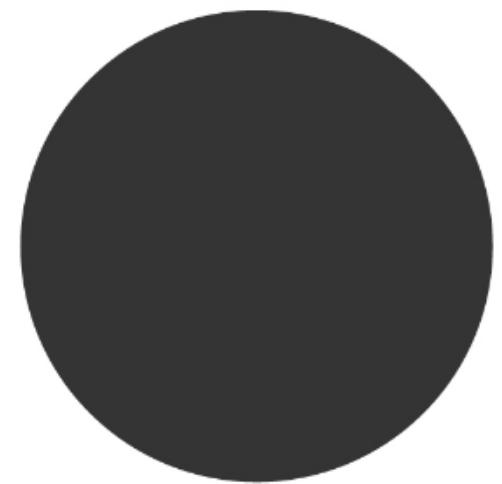


Example

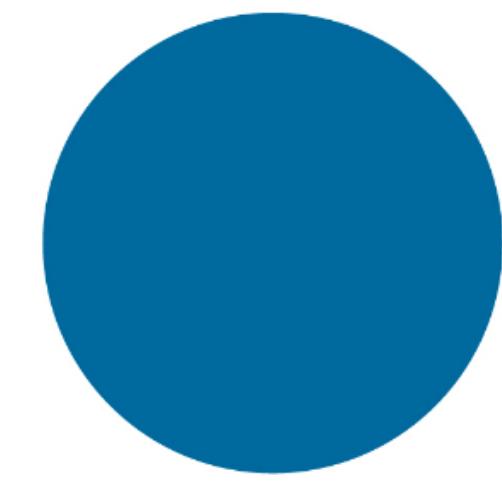
Our colors



Persian Red - #D23333



Mine Shaft - #343434



Quincy - #6c5145



Example

Our Fonts

Le Wagon

Circular STD Black
Spacing 1.2



Example

Our Spelling

Le Wagon

NOT

lewagon LeWagon leWagon le wagon



Example

Our Brand

Le Wagon

Change ★ Your Life ★ Learn to code

Font

Ratios



Contrast

Your Text

A Big Bold Header

a light grey subheader



Don't play

fancy with colors

Gray scale is your best friend
Bring colors with small touches



Grayscale + Green



Medium

Design = space

**the space that surrounds an object
is as important as the object itself**



Design challenge

The Mandarin Oriental Hotel Group has asked you to create an H5 campaign to promote their New Year's Eve event



Design challenge



MANDARIN ORIENTAL
THE HOTEL GROUP



Design challenge

The client asks that you keep the campaign elegant and festive



Design challenge

Use the client's existing logo as a jumping off point for a visual identity consisting of fonts, colors, icons, and a branding guideline



Design

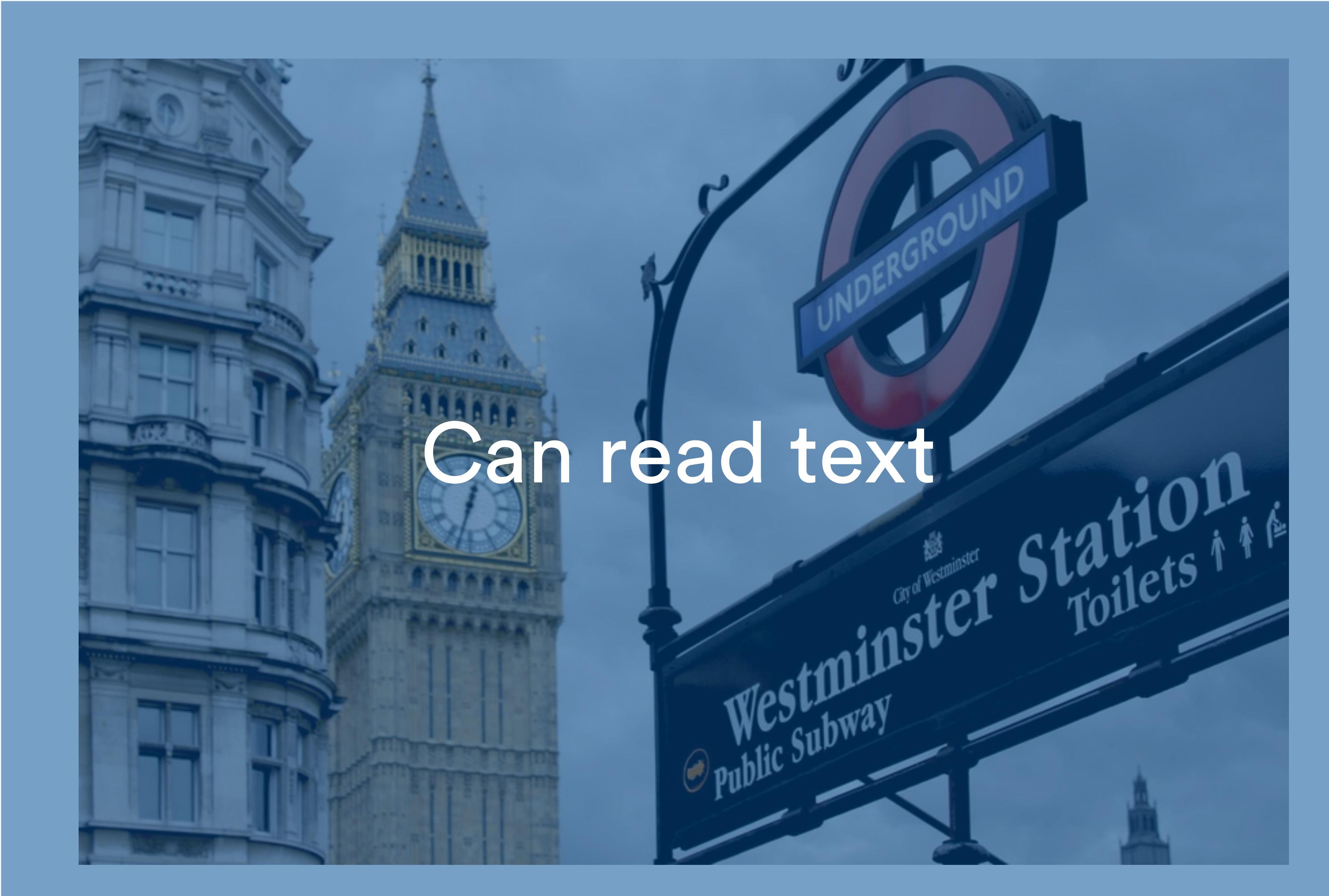
Dos ★ and
Donts ✗



Add filter & shadows









Better with text shadow

The image shows a classic London Underground sign at Westminster Station. The sign features the iconic red circle with a white 'U' symbol and the word 'UNDERGROUND' in white. Below it, a larger sign reads 'Westminster Station' in large letters, with 'Public Subway' and 'Toilets' underneath. A small 'City of Westminster' logo is visible above the station name. In the background, the Elizabeth Tower (Big Ben) and the Palace of Westminster are visible against a clear blue sky. A red circular icon containing a white bus icon is located in the bottom left corner of the slide.

Good Design is the one you don't notice



Poor Radius



Good Radius



Poor Border



Good Border



Poor Shadow



Good Shadow

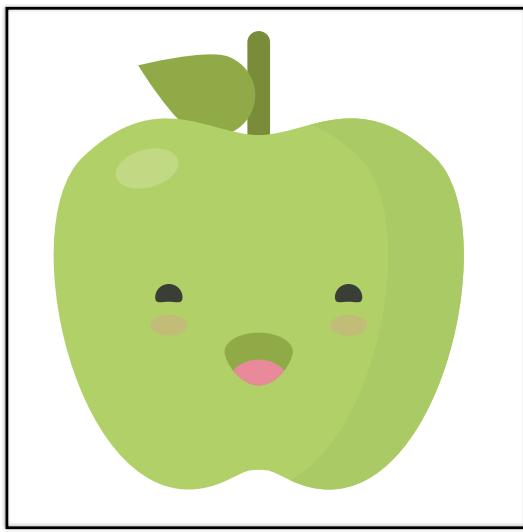
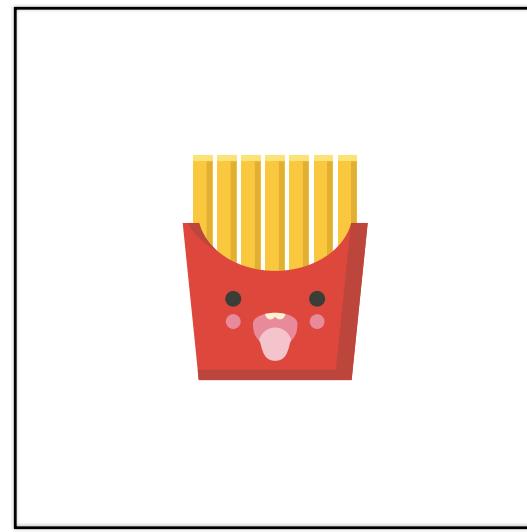


Think proportion

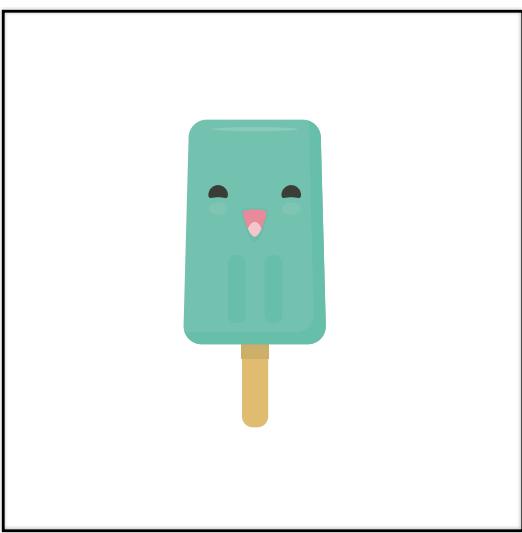
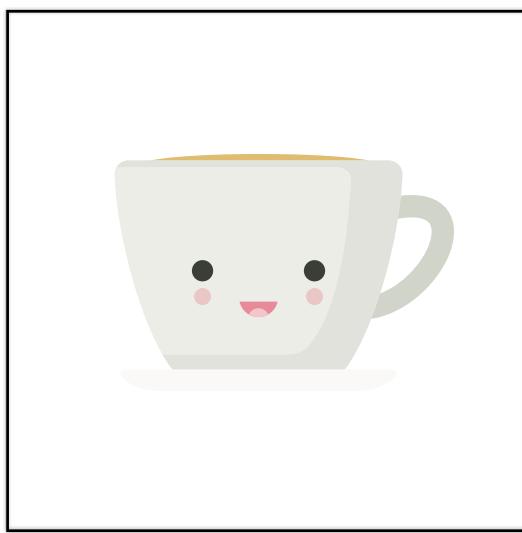
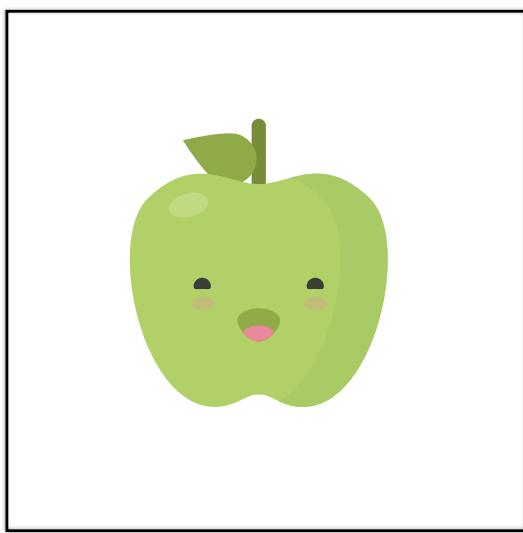
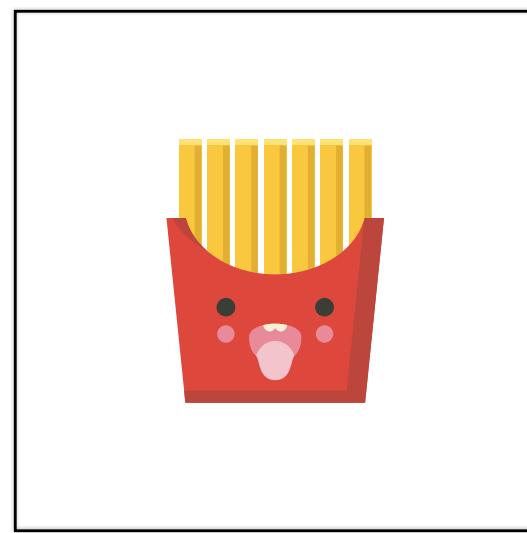
size doesn't mean proportion



Same Sizes



Same Proportions



Mockup challenge

Create a mockup for the user stories you created earlier.
One screen = One user story



Part IV

Databases - how developers store
and manipulate information



>_

What problems do databases solve?



File Home Insert Page Layout Formulas Data Review View

Paste **B** **I** **U** | Font Alignment

A1 fx Employee List

	A	B	C	D	E
1	Employee List				
2					
3	First	Last	SSN	Date of Hire	Dept.
4	Theresa	Abel	168-91-3167	10/5/1999	Accounting
5	Lori	Miller	247-08-1243	8/25/2005	Cashier
6	Henry	Richardson	153-33-8555	11/6/2005	Sales Associate
7	Melanie	Halal	161-54-8034	9/8/2005	Sales Associate
8	Harley	Paterson	437-82-1927	10/16/2002	Cashier
9	Teri	Rapp	177-91-6128	11/20/2005	Accounting
10	James	Connors	419-19-5463	5/17/2002	Purchasing
11	Jennifer	Owens	283-29-6541	9/17/2004	Sales Associate
12	Antonio	McDonald	336-49-0303	6/27/2005	Livestock Mgt.
13	Todd	Booth	165-89-1835	12/4/2001	Sales Associate
14	Jane	Simpson	381-43-3894	7/6/2001	Customer Servic
15	Colleen	Stark	180-66-2794	8/27/2001	Accounting
16	Amanda	Lewis	164-86-4378	11/1/2004	Cashier
17	Karina	Drake	411-62-6873	10/24/2003	Sales Associate
18	Harry	Chen	441-95-2099	6/20/1999	Accounting
19	Bob	Reed	295-45-3080	7/9/2004	Cashier
20	Kathy	Howard	415-07-5465	9/3/2002	Marketing
21	Dominick	Hill	209-67-5723	1/21/2000	Sales Associate
22	Erin	Rose	183-56-2052	4/14/2003	Livestock Mgt.

Spreadsheets are a good start, but...

How do you find a customer in a table of 10,000?
How do you handle internal and external security?
What if there is duplicate information?

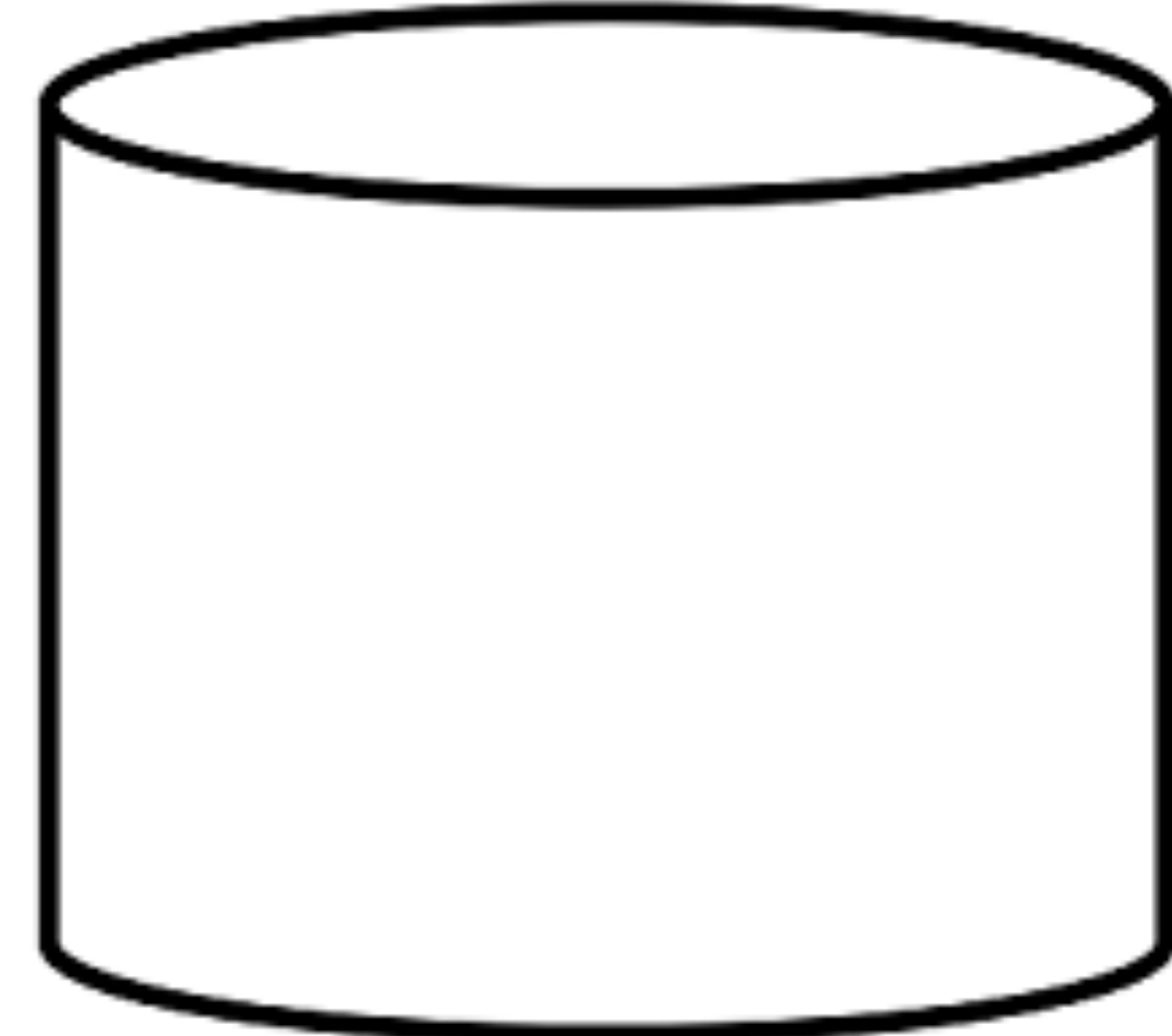


When do we need a database?

- Size
- Accuracy
- Redundancy
- Importance
- Overwriting



OK, so how do I make a database?



database



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	3



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	3
4	Freshest	frshst.com	



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	3
4	Freshest	frshst.com	2



1..N relationship

a user **has many** products

users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	3
4	Freshest	frshst.com	2

a product **belongs to one** user



users			products		
id	username	email	id	name	url
1	olivier	olivier@kudoz.com	1	LovelyHood	lovely-hood.com
2	edward	ed@lovelyhood.com	2	Kudoz	getkudoz.com
3	vincent	vincent@uslide.io	3	uSlide	uslide.io
			4	Freshest	frshst.com

primary key  

foreign key 



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	3
4	Freshest	frshst.com	2

upvotes

id	user_id	product_id	date



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	3
4	Freshest	frshst.com	2

upvotes

id	user_id	product_id	date
1	3	2	17/10/15



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	3
4	Freshest	frshst.com	2

upvotes

id	user_id	product_id	date
1	3	2	17/10/15
2	3	1	15/11/15



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	3
4	Freshest	frshst.com	2

upvotes

id	user_id	product_id	date
1	3	2	17/10/15
2	3	1	15/11/15
3	2	1	20/01/16



users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	3
4	Freshest	frshst.com	2

a user has many upvotes

1..N

upvotes

a product has many upvotes

1..N

id	user_id	product_id	date
1	3	2	17/10/15
2	3	1	15/11/15
3	2	1	20/01/16



N..N relationship

users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	3
4	Freshest	frshst.com	2

a user has many products
through upvotes

a product has many users
through upvotes

upvotes

id	user_id	product_id	date
1	3	2	17/10/15
2	3	1	15/11/15
3	2	1	20/01/16



database challenge (optional)

Create a mock database for
the mockups you created earlier



Thank you.

