



# UI Workshop

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## What is UI?

- Every way that a user has to interact with something can be considered an UI, buttons on a car panel, mobile app buttons, etc
- Differently from UX, UI is how the application should behave. While UX is how it works. UX will collect the data ( what should be requisited to the user, what are the functionalities of the application ) and pass it to a UI designer to implement it in a stylish fashion. UX will make the structure, the wireframe of the application, UI will give life to it, adding colors, typography, icons, etc
- You must have utility to have usability

## Bear these 3 questions in mind when designing a product

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- Why?
- Audience?
- How?

## Gestalt

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- How human beings perceive shapes
- Studies how the human brain detects and interprets shapes
- Helps people assimilate and understand information that we pass through images

- It has some main pillars that the human brain knows well, and identify as good
  - Closed figures
  - Unification
  - Continuity
  - Segregation
  - Similitude
  - Proximity



- An interface is composed of elements that make the user's life easier, not harder, elements should be strategically positioned for that to happen
- Projects are made for other people, not yourself. Always imagine another user using your interface and the problems they might have

## What is an efficient interface?

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- It should deliver information to the user in a way that doesn't generate stress nor make them spend more energy than they need to
- Let the user happy and in control of what he is doing
- Pillars of an efficient interface
  - Usability
  - Utility
  - Consistency
  - Accessibility
  - Keeping it simple
  - Visually attractive
  - Useful content

## UI Tips

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- Always multiply information by a factor of 8.
  - 8, 16, 24, 32, 40, 48...
  - The information shall guide the user where to look at given the text and information sizing
  - It's a design technique made by google
  - Good interfaces are made with hierarchy
- Use grids to help creating interfaces, grids are vertical lines that can be used in order to make the application look more concise

## Desktop

1440

Count 12 | Width 64 | Gutter 32

## Tablet

768

Count 8 | Width 56 | Gutter 32

## Mobile Android

360

Count: 4 | Width 56 | Gutter 16

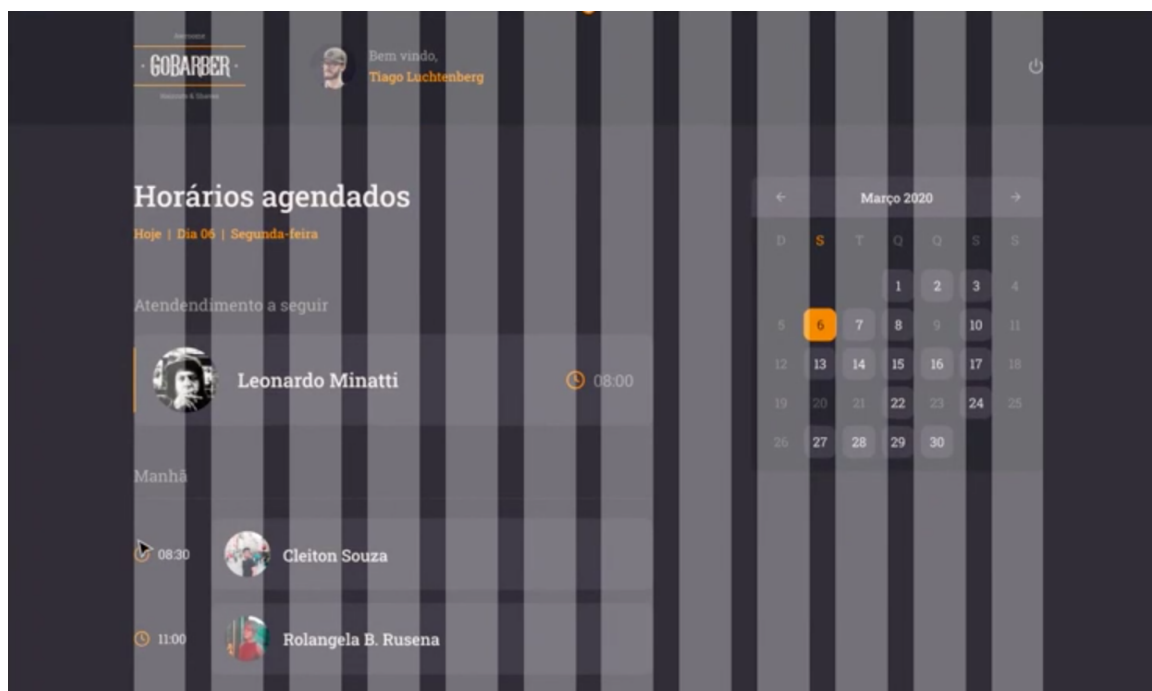
## Mobile iOS

375 (jesus me salva)

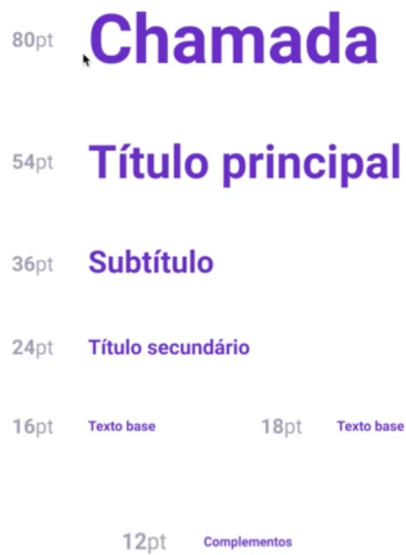
Count: 6 | Width: 41 | Gutter 16

*Some devices and their respective grid sizes*

- Example of grid usage, using figma to build the user interface



- Typography expresses feelings, emotions and they must be in all cases readable
  - For text information and sizing use the 1.5x rule, where the text will get 1.5x smaller if it's a sub-title or something similar, the technique is called perfect fifth:



- Creating a color palette to make the application look good and harmonious, colors can be analogous, complementary, etc. Depends on the result you're expecting
  - Some techniques can be used in order to achieve good results in the application layout, such as the 60-30-10 rule, where one color will be used in 60% of the application, another one in 30% and the last on 10%. Where the colors use in the 10% are generally use to make an information stand out, 30% for texts and 60% for background, application blocks etc
- Icons are good to enforce a text function to our mind, we as humans identify icons better than we do with text
  - Icons must also maintain some harmony. eg.: If you're always using light icons and out of nowhere transition to a filled one it will look weird

[feathericons.com](https://feathericons.com)  
Finos, elegantes.

[material.io/resources/icons](https://material.io/resources/icons)  
Cheios, imponentes.

[flaticon.com](https://flaticon.com)  
Personalizados

- Images have a visual appeal really so use them carefully

[freepik.com](https://www.freepik.com)

Grátis, um pouco limitado.

[shutterstock.com](https://www.shutterstock.com)

Pago, um universo.

[elements.envato.com](https://elements.envato.com)

Pago, um pouco limitado.

*Using vector images on these websites when looking for new images might be a good catch*

Hoje concluí o workshop Tiago Luchtenberg sobre UI.

Foi um conhecimento bastante enriquecedor, em que pude aprofundar conhecimentos relativos a cores, tipografia e hierarquia de elementos no design de produtos