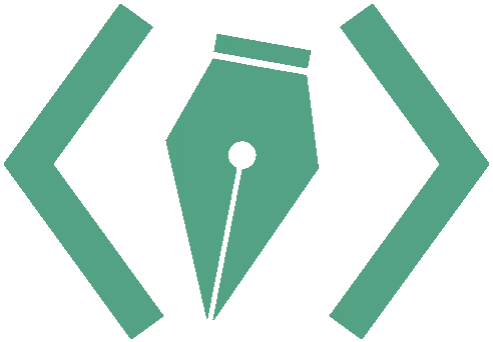
Week 1

Introduction To Design



What is design?

Design is not *purely* aesthetics.

Ultimately, design is about problem solving.

Surface
Visual Design

Skeleton
Interface and Navigation Design
Information Design

Structure
Information Architecture
UX Design

Scope
Content Requirements
Feature Requirements

Strategy
Business Objectives
User Needs

User Interface Design

Physical Product Design

Graphic Design

Product Design

Visual Design

User Experience Design

User Research

User Testing

Service Design

Brand Design

Human-centered Design

User Interface Design

Physical Product Design

Graphic Design

Product Design

Visual Design

User Experience Design

User Research

User Testing

Service Design

Brand Design

Human-centered Design

User Interface (UI)

the space where interactions between humans and machines occur

User Experience (UX)

a person's emotions and attitudes about using a product, system, or service

Human-centered design (HCD)

HCD is a design approach that incorporates the human perspective (i.e. what works best for humans?)

We'll cover the process for this later.

Basically: form, meet function.

How do i make things look good

How come my designs don’t look like other people’s/the examples

I get the theory of visuals but how do i apply it

“I just can’t see it”

I don’t know how to do visual design

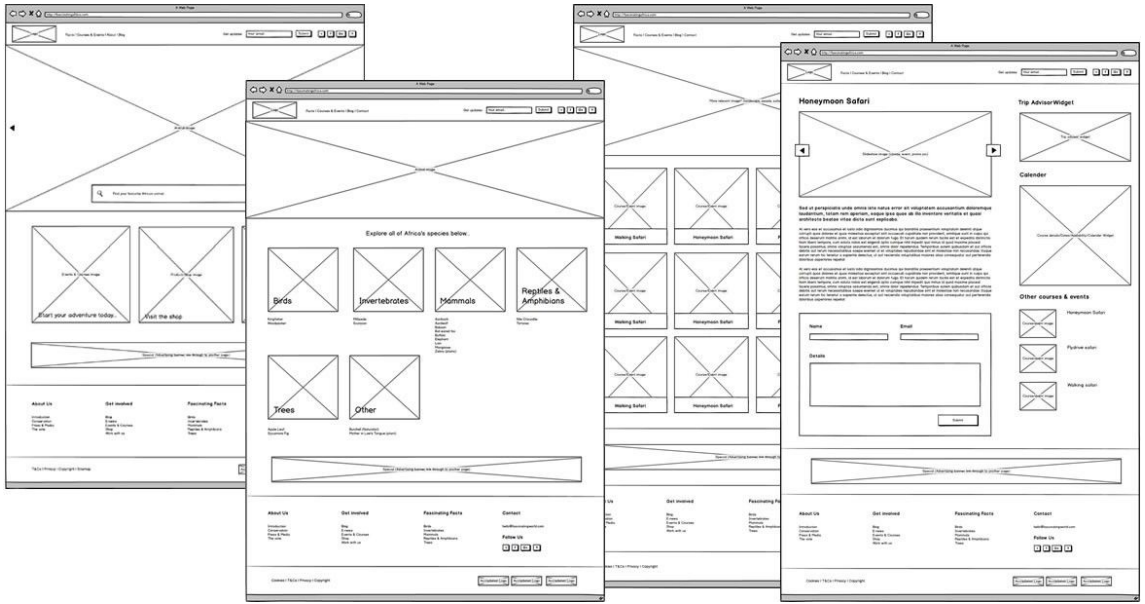
For some reason, my design always look bad

Idk how to aesthetic

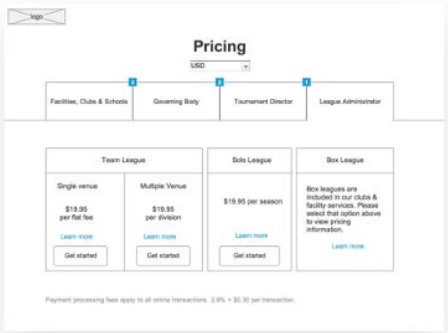
send help

Fidelity Explanation

Low/Mid Fidelity

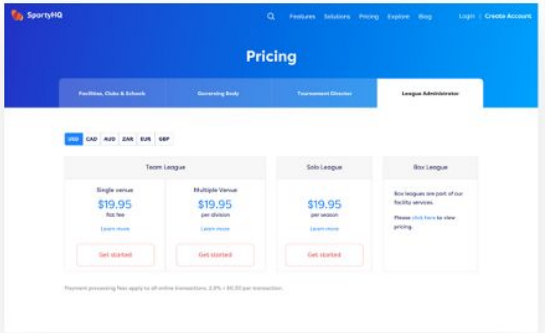


High Fidelity



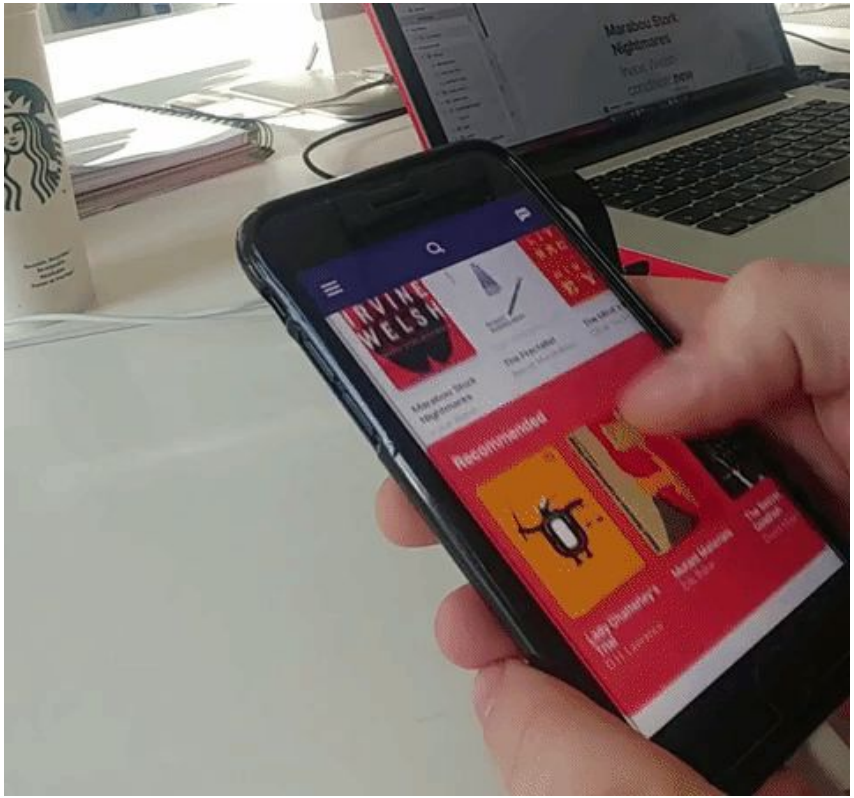
Low-fidelity

VS



High-fidelity

Interactive Prototypes

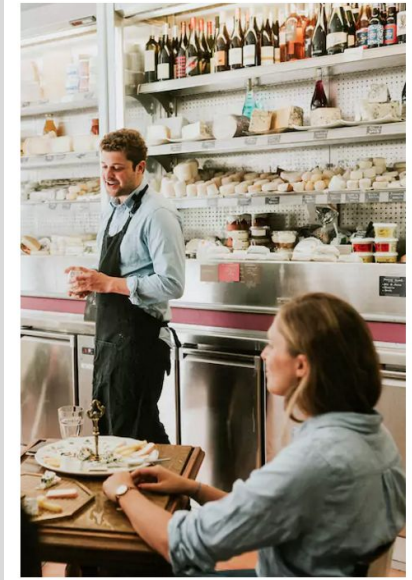


Putting it all together

Wireframe → Mockup → HTML

Wireframe

Website



$70 Discover and eat French cheese with a cheesemonger

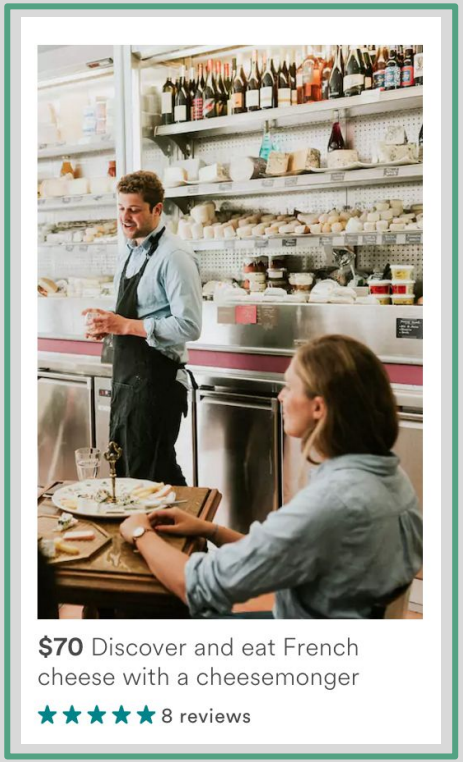
★★★★★ 8 reviews

HTML

```
<div> <!-- Container -->
    <div><img></div>
    <div> <!--Price, title --> </div>
    <div> <!-- Rating -- > </div>
</div>
```

Wireframe

Website



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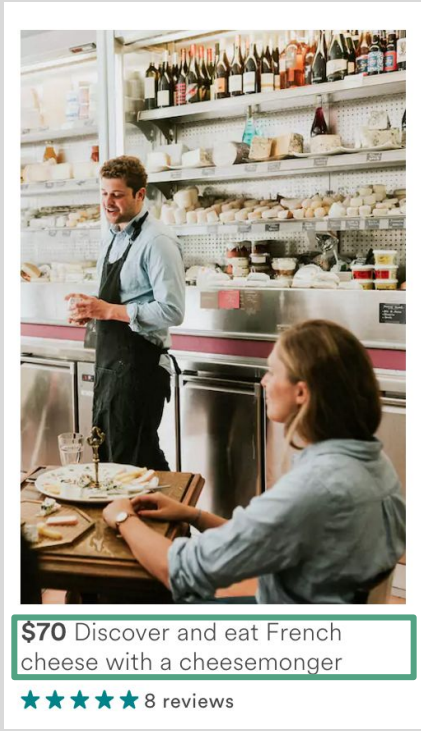

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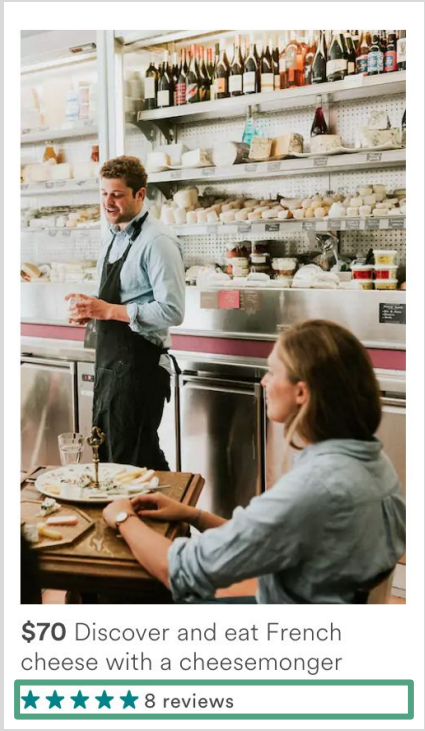

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```

Creative tools

Web Browser

Chrome

Safari

Firefox

Opera

Edge

Code Editor

Atom

Sublime

Visual Studio Code

WebStorm

Brackets

Prototyping

Figma

Adobe XD

Keynote

~~Powerpoint~~

~~Illustrator~~

Encouragement Interlude

We all need a little sometimes!

If you’re interested in design...

Design Section

Questions?