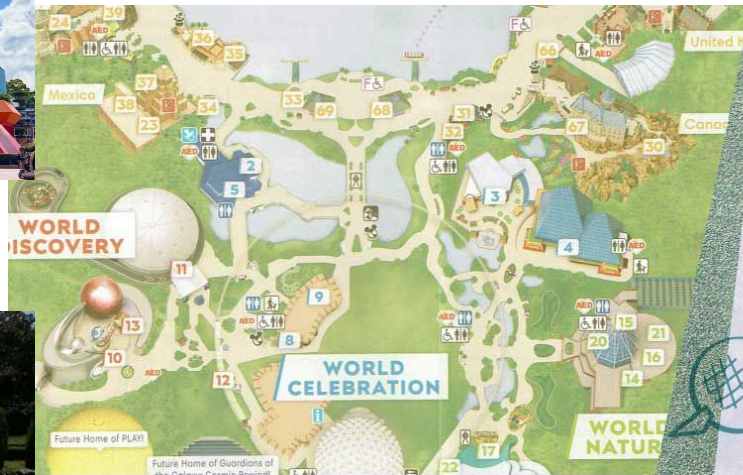


User Design Principles UI and UX



Logic vs Design



2021 EPCOT MAP
Plot Your Course Around the World





What is UI and UX

UI stands for User Interface

UX stands for User Experience

When designing web sites it is very important to have both of these principals in place

Your website can have the fastest and best written code in the world but with a poor UI/UX it will more than likely fail





A picture is worth a thousand words

When designing a front end it is best to start with drawings as opposed to talking about how the website should look. This allows for faster requirement gathering.

Here are some common design tools

Sketch

Adobe XD

Figma

Canva



UI/UX Design Best Practices

While there are no hard and fast rules for UI and UX here are some good practices

- Avoid using complex geometric shapes on web pages. Most sites use rectangle or circle shapes
- Group similar pieces of content together
- Real Estate is precious on a site, only display what is required
- Use a color pallet
- Use the same theme (font, button design, table layout, etc) across your site



Color Sets

Color pallets are a way to find colors that work well together for your site

Color pallets are typically a combination of a primary and secondary color set

The primary color set will be used for background colors, logos, menus, navigation, headings, etc.

The secondary color set will help the primary color set stand out and is typically used in element outlines, separating content, font colors, etc

<https://www.canva.com/colors/color-palettes/>



Fonts

Avoid using fonts that are hard to read

It is best practice to not use more than 3 font types on your site

If you are using different font types its best practice to give all elements of the same type the same font. Example all paragraphs should be font type 1, headings font type 2, text font type 3

Always make sure your font is appropriately sized for your site. Example paragraphs should not be sized larger than headings



Selecting a font



Serif vs Sans Serif

Serif fonts contain a stroke that finishes off the end of a letter

Sans Serif does not contain a “tail” that finishes off the letter (Sans in french stands for without so Sans Serif really means without a tail)

The most common fonts to use are Times New Roman (Serif) and Georgia (Serif). Both of these fonts are typical website fonts and will always be supported any browser type

The type of font you choose depends on your design style and the target audience you are trying to reach



Button Styling

Buttons should be distinct from the other text elements on your page so the user knows it is clickable

The color of the button should allow the text to stand out

The text on the button should be concise

The button should be intuitive so the user knows where they are going or what action will be performed when they click the button



Responsive Design

Use Flexible Grid Layouts

Media Queries - `@media only screen and (max-width: 600px)`

Responsive Images

Mobile-First Approach



Search Engine Optimized (SEO)

Title Tags: Ensure they are unique for each page and contain the target keyword.

Meta Descriptions: Write compelling meta descriptions that include target keywords.

Header Tags (H1, H2, etc.): Use them to structure content and include keywords where relevant.

URL Structure: Use clean, concise URLs that include the target keyword.

Internal Linking: Link to other relevant pages on your site using descriptive anchor text.

Image Optimization: Use alt tags, compress images, and use descriptive file names.



Centralized CSS

To reduce the amount of code you have to write and to ensure all your elements are the same use a centralized CSS

```
<link rel="stylesheet" href="site.css">
```



Header

A header is the main navigation bar used for your site

A header can either be a single line across the top of your page or a “hamburger menu” that is located at the top right or left (more mobile friendly)

Headers should be as minimal as possible on your web page. It is best practice to use drop downs if more room is needed

Traditionally every page on your site should have a header (excluding login pages, registration pages, etc)

It is best practice for the header on all your pages to be exactly the same



Footer

Footers are typically at the bottom of a web page

The footer of a page typically contains a logo and links(About Us, Contact Us, Social links, etc)

The footer is a great way to help users have a “quick links”

Traditionally every page on your site should have a footer (excluding login pages, registration pages, etc)

It is best practice for the footer on all your pages to be exactly the same



Centralized Header and Footer

Like a centralized css file we can have our header code and our footer code in an html file we reference

The benefit of this is instead of having to manually update all your pages when you need to change the header or footer you can instead update it once