

**If you're going to miss
class/meeting/deliverables or need a mental
health day**

48-hour advance notice would be nice

Present a follow-up plan so I can see what you've done

Presentations May 20/21

5 minutes

Put your deck on SLACK
for all to see

Be prepared to discuss project 2
If you can meet sooner, that's fine

Here is a suggested outline for your final presentation. You may use it as a starting point rather than a checklist. Everyone's project is different, your mileage may vary...

Turmeric

1. Your brand, mission statement, or elevator pitch, logo.
2. The Myth, the legend, or the science. Why Turmeric and Nigella
3. Who is the user, and what is their context or scenario
4. Moodboard, colors and fonts, photos or similar
5. Packaging, detail if possible, and rough drafts if relevant
6. Launch website, start with mobile, explain content strategy
7. Move to tablet and desktop, show off amazing css grid skills.
8. High fives and applause!

Car2Go

1. Your brand, mission statement, or elevator pitch, logo
2. Who is the user, and what is their context or scenario
3. Your key differentiator, your approach
4. Potential fears, how did you design for trust
5. Moodboard, colors and fonts, photos or similar
6. Landing page, with an emphasis on content strategy
7. Mobile app prototype, how it works
8. High fives and applause!

Windows TV

1. What was the problem to be solved
2. Summary of research
3. Discussion of features, explain Windows Fluent Design System
4. Example of conversational flowchart or dialog
5. Storyboard or script
6. Summary of onboarding
7. Play video
8. High Fives and applause!

PDF

A young woman with long dark hair, wearing a grey knit beanie and a black leather motorcycle jacket, is smiling broadly. She is standing on a stone wall that overlooks a vast, flat, open landscape. The ground below is a mix of brown and green, suggesting a coastal or marshy area. In the distance, there's a low horizon line under a blue sky with scattered white clouds. The overall scene is bright and open.

It's due on 6/18!

#1. Research the Cannabis Industry, especially in states like Washington. How do people consume cannabis now? Who are they (archetypes)?

What is the difference between THC and CBD? What about Indica vs. Sativa?

Bring a new cannabis product* to market. Design the brand, the packaging (PSD mockup OK), and put all that into a website built in [Webflow](#).

*not just smokeable marijuana, a product. Edible, topical, etc

We'll be working in MIRO. If you would like to set up a design meeting earlier, let me know... Mixed teams. If your partner can join, that's great! If not, I only need to see one of you each week...alternating.

Who is the user? What is their need?

What is the promise of the brand?

What is your key differentiator?

What is the benefit?

How much does it cost?

5/27-8 Product pitch and persona. Mood board, logo rough, colors, fonts, photos

6/3-4 Logo refinement, packaging rough, copywriting

6/10-11 Packaging done (PSD mockups) begin working in Webflow

6/17-8 Final presentation and website

#2: Cannabis drone delivery: Quarantine is still happening and you cannot leave your home to go to the pot shop. Solve all logistical problems for cannabis home delivery via drone.

Probably a combination of mobile app and short videos, but deliverables are up to you. This is a logistics problem. Did you consider every step in the user experience? Can you use a short video to explain how it works?

5/27-8 Summary of logistics*, How will you solve this problem?
Google maps are not precise enough. What about apartment buildings, duplexes, balconies, which side of the house, etc?

6/3-4 Begin App prototype

6/10-11 Short Video. AfterEffects, Premiere? Drone footage?

6/17-8 Final presentation, prototype, and short video

Skills: UX Design, Storytelling, Humor

*We are assuming in-app payment. Technically not true

#3: Data Visualization. Love in the time of Covid-19. Inspired by the great short film by Tom Van Deusen. Make a survey, asking people how they are approaching sex, dating, and relationships in the time of social distancing. Analyze your data and distill it into 10 trends, archetypes, or stories. Add 10 illustrations, graphs, charts, pull quotes or gifs. Place it all into a responsive website built in [Webflow](#). Make it look and feel like journalism.

5/27-8 Summary of 10 data trends. What we learned from our survey

6/3-4 Initial illustrations or graphs, colors, fonts

6/10-11 Illustrations or graphs finished, begin working in Webflow

6/17-18 Final presentation and the finished website

Skills: UX Research, Data Visualization, Illustration, Journalism

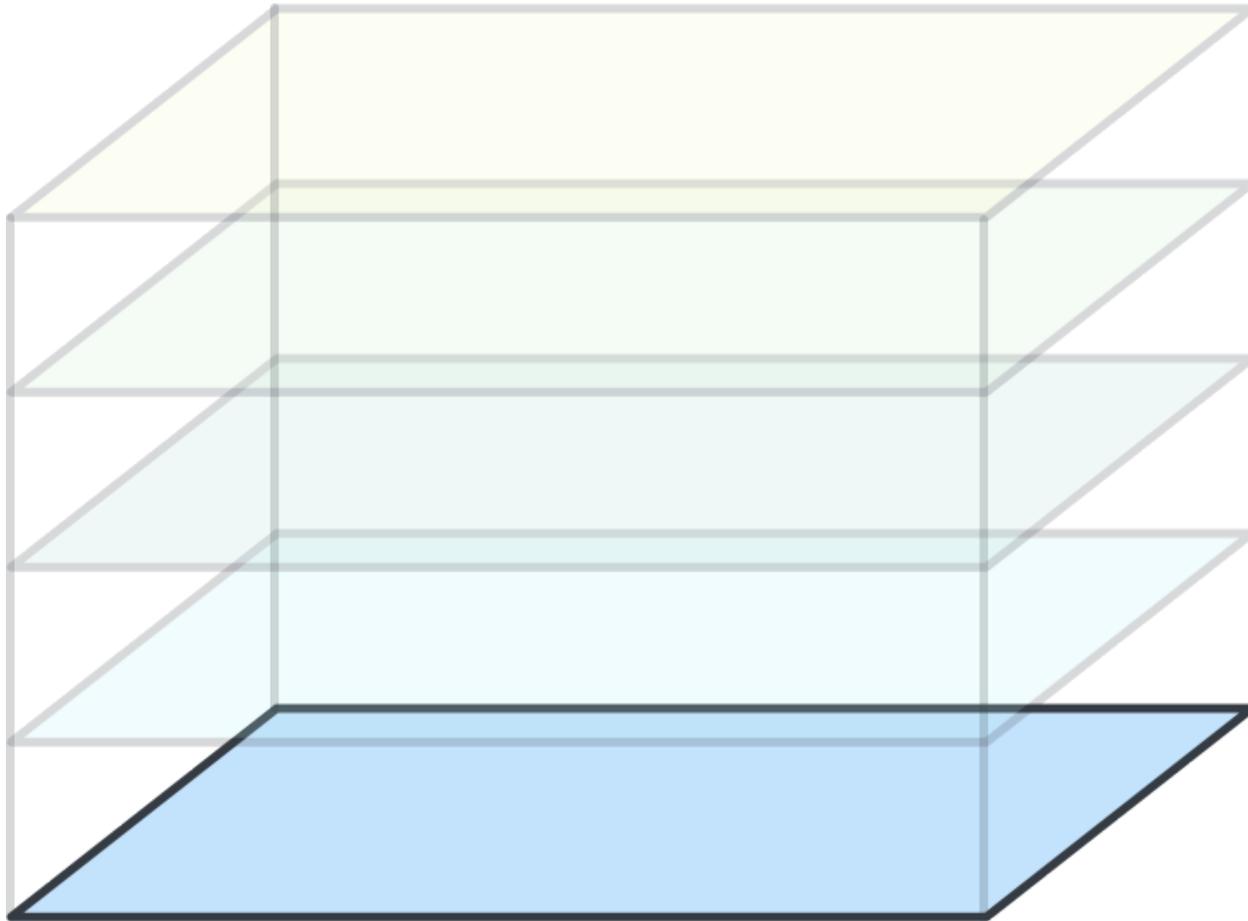
Hey, are you going to teach us about screen design? Teach us how to make it look really good?

~Kamaria

Hmmm. Maybe. Are you going to stay up all night making it look perfect?

UX design vs. UI design vs. Interaction design

Better to know which component to use and when

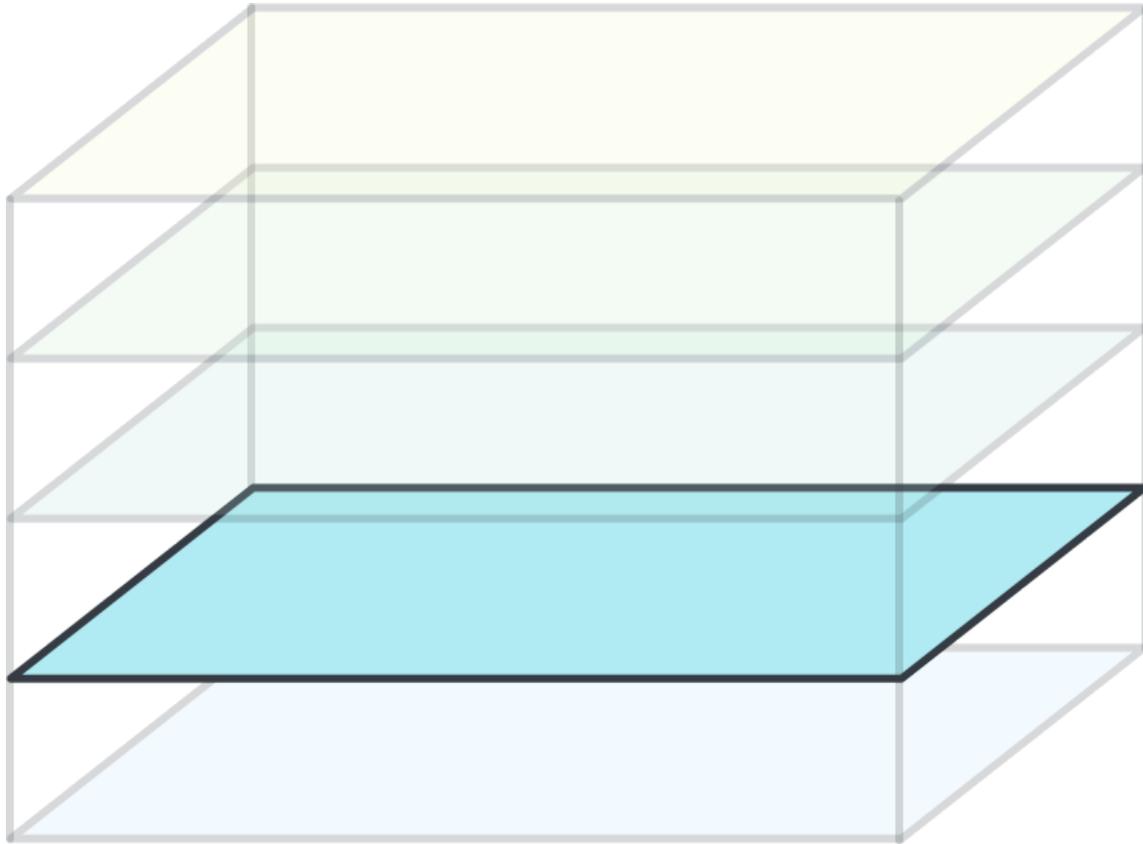


Strategy

User Needs

Product Objectives

What is the problem you are trying to solve?
What are your user needs?

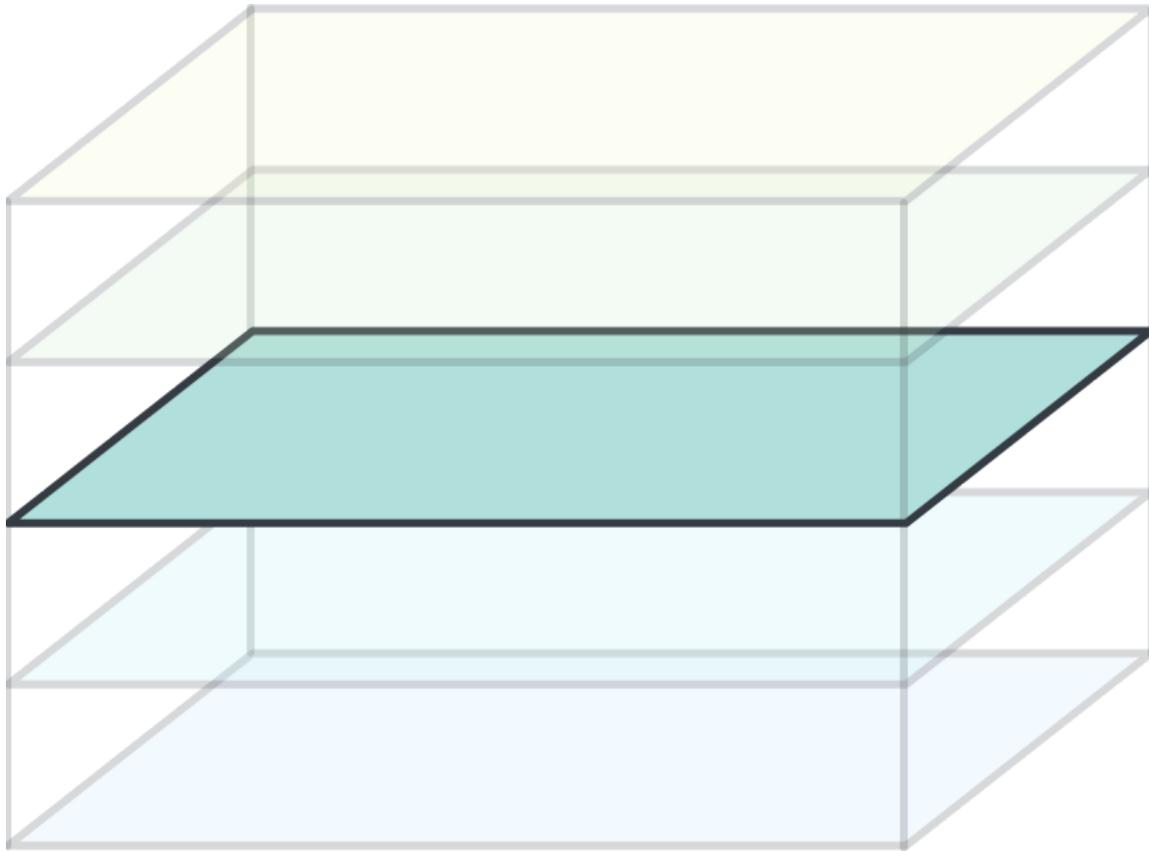


Scope

Functional Specifications

Content requirements

How might you solve the problems through your platform? What are the features, and how might you prioritize them?

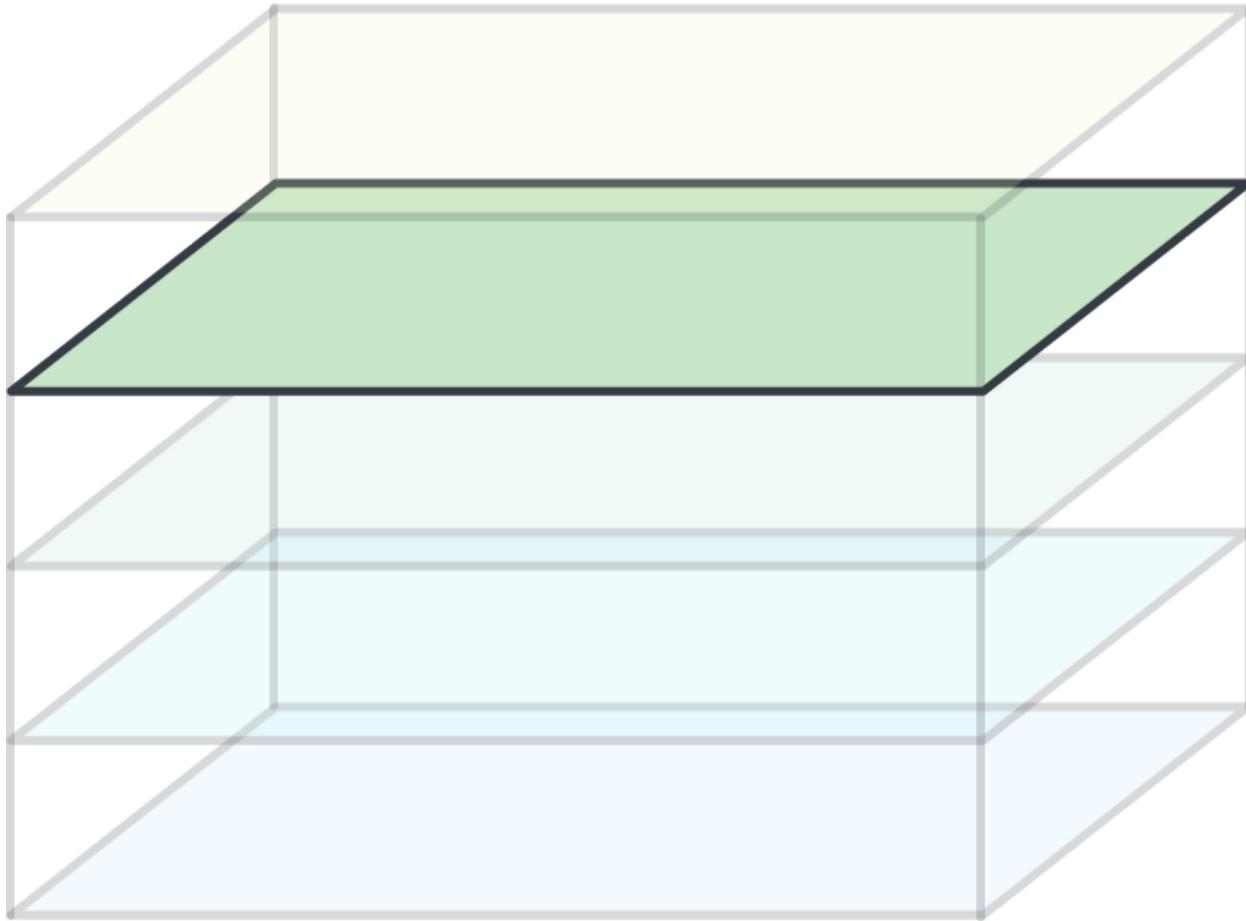


Structure

Information Architecture

User Flow

Information architecture, user flows

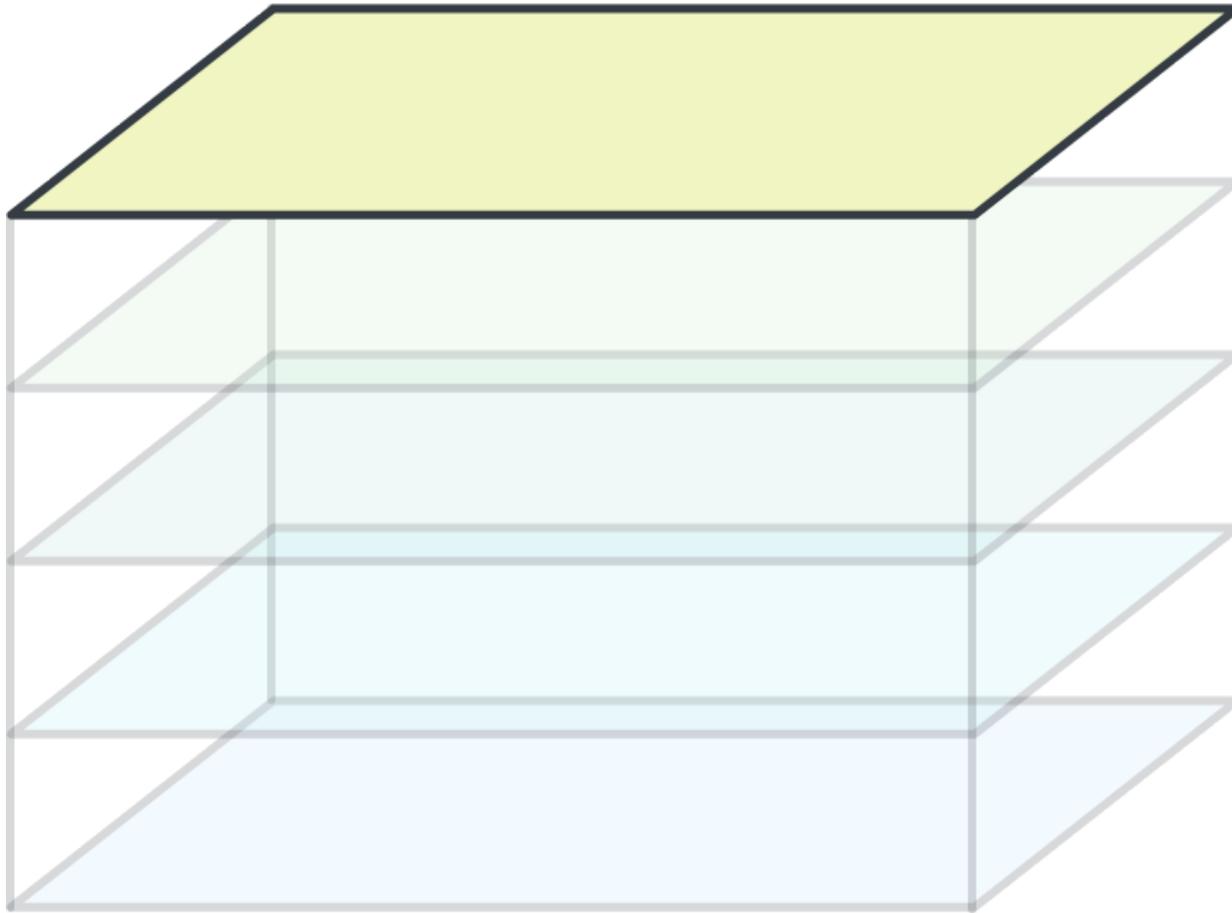


Skeleton

Interface Design

Information Design

Wireframes, prototypes, iterating, testing



Surface

Sensory Experience

Visual Design

Surface, or UI Design

Principle #1: Clarity comes first.

There's nothing worse than ambiguity in an app. *What does this button do? How did I get here? How do I go back?* In order to avoid this, a designer should always ask themselves:

Principle #2: Provide clear, meaningful feedback

We've all used a website or an app where we'll try to click a button, and we'll wonder if the system registered the click.

Principle #3: Consistency matters.

When I refer to consistency, I'm talking about consistency in the placement of interface elements or the language throughout the product. Once your users start learning how to use a product, they shouldn't have to relearn it. Let's take a look at an example of bad consistency.

Principle #4: ... use established design patterns.

Don't get me wrong here – innovation is awesome and encouraged, but it shouldn't have to be at the expense of the user experience. There's no need to reinvent the wheel if the wheel is doing a great job at doing its job. For example, if you're ever unsure if an icon accurately or intuitively represents a word, just use the word in its place. Or adhere to common color patterns, such as a shade of red to warn/alert a user, or green to mark something complete.

Modern UI design uses a GUI Kit

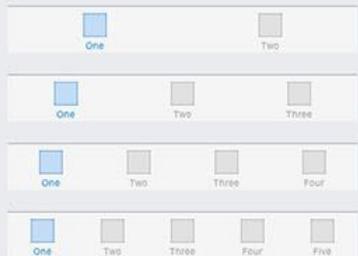
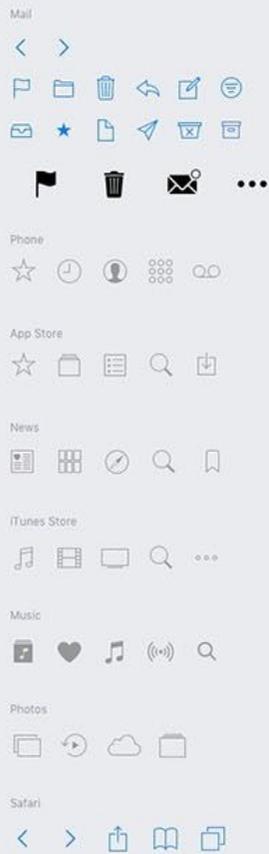
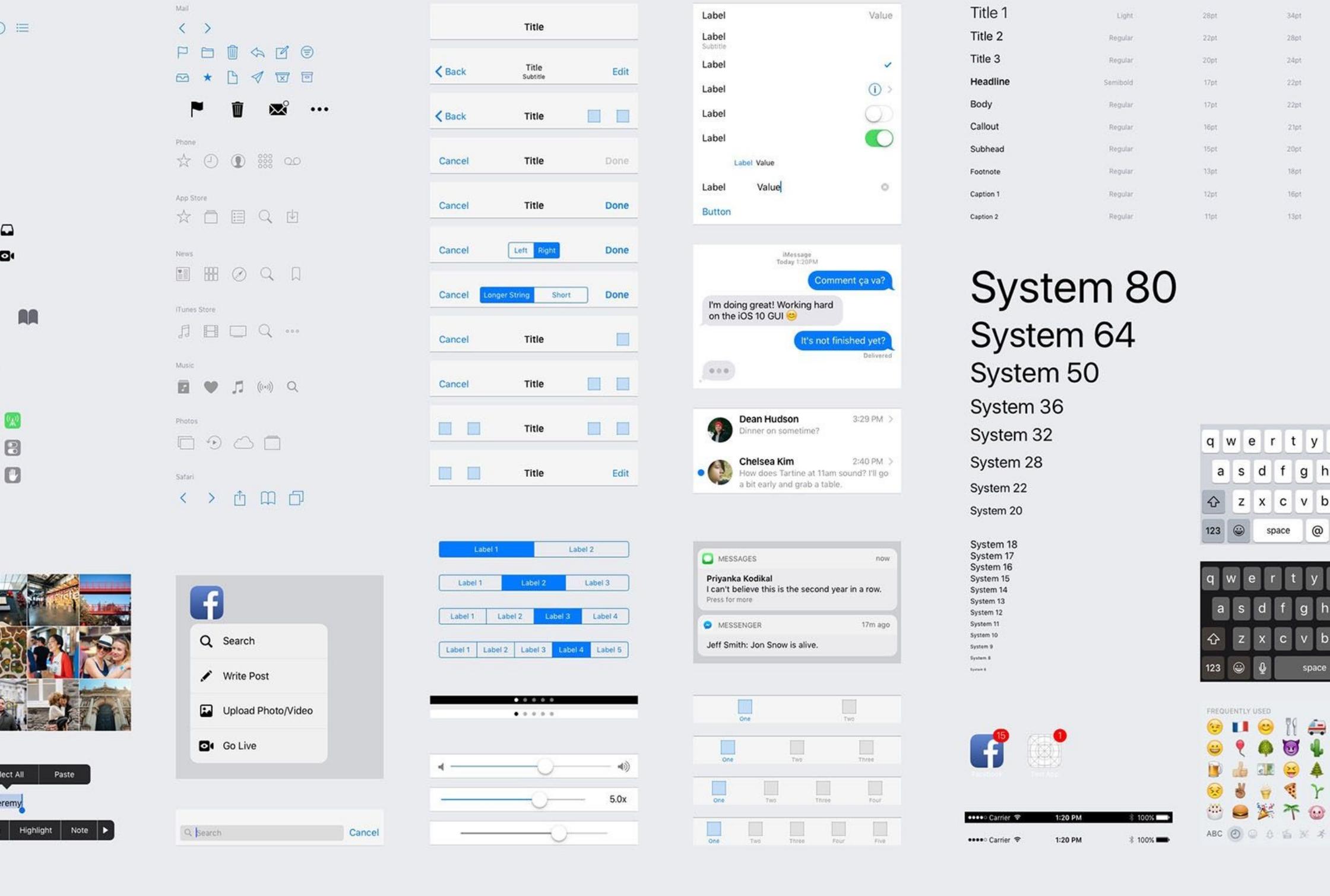
It's probably iOS or Material Design

Or an internal design system GUI Kit

It's highly likely that everything has been solved for you

<https://facebook.design/ios11>





Title 1	Light	28pt	34pt
Title 2	Regular	22pt	28pt
Title 3	Regular	20pt	24pt
Headline	Semibold	17pt	22pt
Body	Regular	17pt	22pt
Callout	Regular	16pt	21pt
Subhead	Regular	15pt	20pt
Footnote	Regular	13pt	18pt
Caption 1	Regular	12pt	16pt
Caption 2	Regular	11pt	13pt

System 80
System 64
System 50
System 36
System 32
System 28
System 20

System 18
System 17
System 16
System 15
System 14
System 13
System 12
System 11
System 10
System 9
System 8
System 8





Lester Nygaard
This is a sample message that crosses over in two lines and goes on for a while.

GOT IT ✓

Note

Note

It was a humorously perilous business for bot

Note

It was a humorously perilous business for bot

Directions
Start navigation to Restaurant Mos Eisley?

CANCEL **START**

Settings

Branches

LIST MAP

Ticket details

← →

q w e r t y u i o p
a s d f g h j k l
↑ z x c v b n m ✕
7123 🎤 . 🗣️

How did the Italian chef die? He pasta way. The doctors cannoli do so much.

18:04

Seriously? :-)

18:04

Learn more about this feature in a sentence or two. Its great!

✕

To make a payment please enter a receipt.

+ + ✓



BUY TICKET

BUY TICKET

☰ ▼ ← ^ > → ↶ ↷ ⋮

✓ ✕ ✔ ⊗ 🗑️ ↺ ▶️ ✎

🔍 ⓘ + ★ ☆ ♥ ❤️ 📞

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Download GUI for free

Want more templates, components and guides? Check out the [full version](#)



Sketch

↓ DOWNLOAD



Adobe XD

↓ DOWNLOAD



Figma

↓ DOWNLOAD

<https://materialdesignkit.com/android-gui/>

Apples Human Interface Guidelines (HIG)



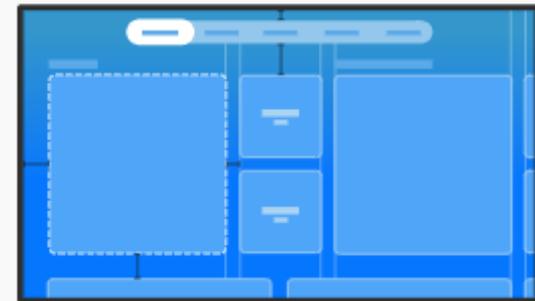
macOS >



iOS >



watchOS >



tvOS >

> Icons and Images

▼ Bars

Navigation Bars

Search Bars

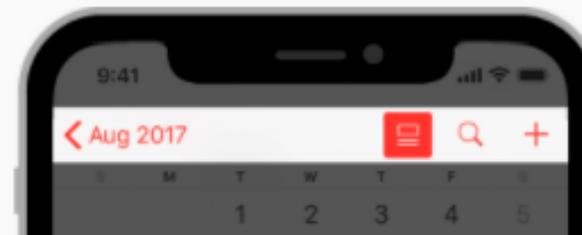
Status Bars

Tab Bars

Toolbars

Navigation Bars

A navigation bar appears at the top of an app screen, below the status bar, and enables navigation through a series of hierarchical screens. When a new screen is displayed, a back button, often labeled with the title of the previous screen, appears on the left side of the bar. Sometimes, the right side of a navigation bar contains a control, like an Edit or a Done button, for managing the content within the active view. In a split view, a navigation bar may appear in a single pane of the split view. Navigation bars are translucent, may have a background tint, and can be configured to hide when the keyboard is onscreen, a gesture occurs, or a view resizes.



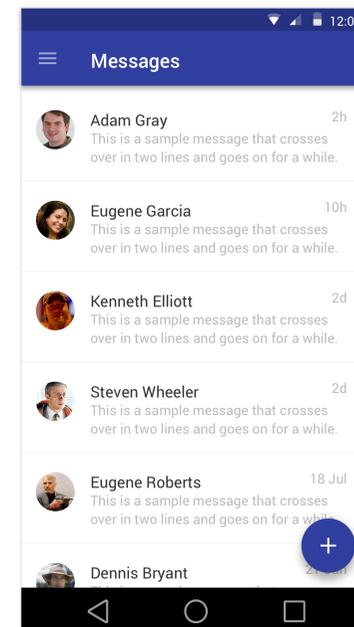
Material Design

MATERIAL DESIGN

<https://material.io/components>

Floating Action Button (FAB)

The Floating Action Button represents the main action in a screen design (according to the specs of Material Design), and the FAB is a strong interface element to use in order to make a recognizable UX for Android users.



Buttons

Floating action buttons



Normal



Pressed



Normal



Pressed



Normal



Pressed



Normal



Pressed

Components

Floating action buttons

Aa Floating action butt

Light

▶ Normal

▶ Pressed

▶ Mini Normal

▶ Mini Pressed

Base bg

Dark

▶ Normal

▶ Pressed

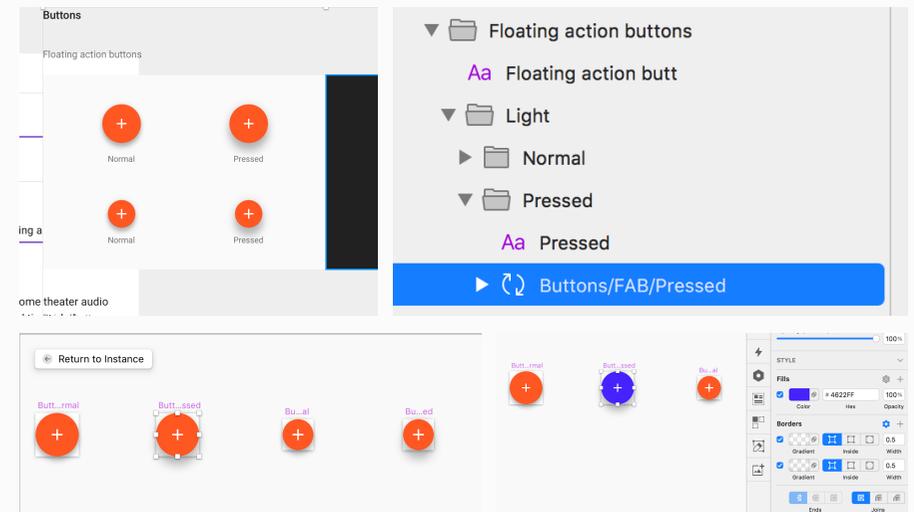
▶ Mini Normal

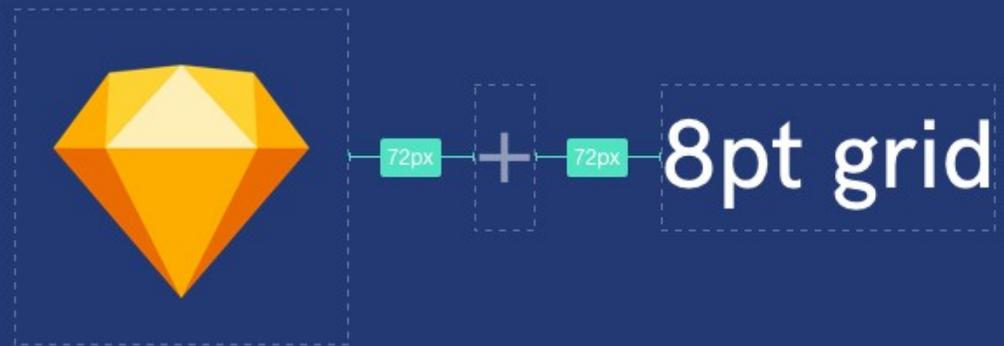
▶ Mini Pressed

Base bg

After downloading my Android GUI kit Sketch file

Symbols and Instances
Twirl down, twirl down





The 8pt Grid: Consistent Spacing in UI Design with Sketch

The 8-Point Grid

The basic principle

Use multiples of 8 to define dimensions, padding, and margin of both block and inline elements.

Why it matters

Consistent UI

When all of your measurements follow the same rules, you automatically get a more consistent UI.

Fewer decisions = less time

By removing 7 of every 8 spacing options, you reduce the amount of fiddling available to you and subsequently reduce speed to code.

Forget color, forget typography. Nail the spacing and you're halfway there. Why?

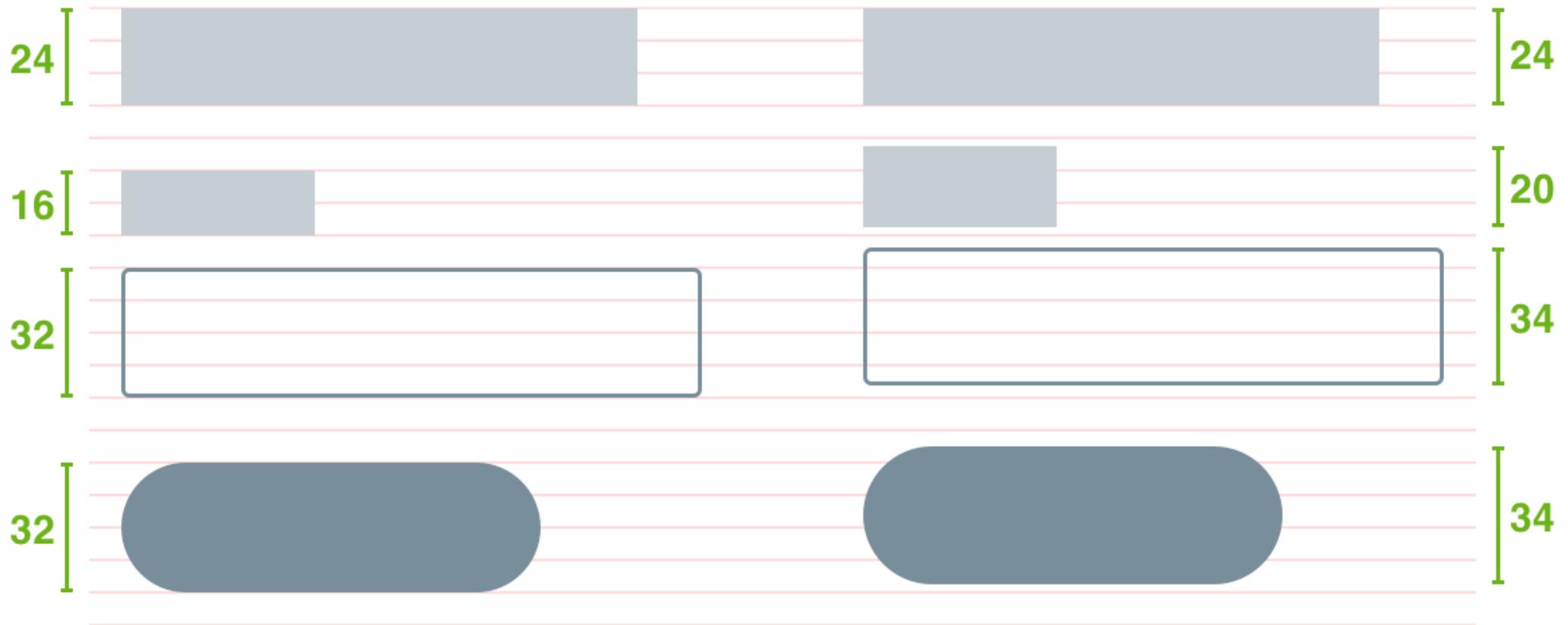
- It improves data consumption through better legibility
- It provides customers with a more consistent user experience
- It eliminates guesswork and decision fatigue whilst designing and developing
- It drives consistent scalability
- It conveys meaning by giving elements a visual hierarchy
- If you're a designer, your output will just... look better.

Why 8pts?

The variety of screen sizes and pixel densities has continued to increase making the work of asset generation more complicated for designers. Utilizing an even number like 8 to size and space elements makes scaling for a wide variety of devices easy and consistent.

Ok, I get the even number thing, but seriously, why not 6, or 10?

The majority of popular screen sizes are divisible by 8 which makes for an easy fit. Scaling by increments of 8 offers a good amount of options without overloading you with variables like a 6 point system, or limiting you like a 10 point system. Ultimately you have to decide what size is right for your audience. The "system" is only good if it is easy to follow and repeat.



Aligned to an 8pt Grid

No clear element grid

Sketch. XD. Figma.

Download a GUI. iOS or Android.

Understand the patterns for the problem
you're trying to solve.

Set up an 8 point grid for consistency