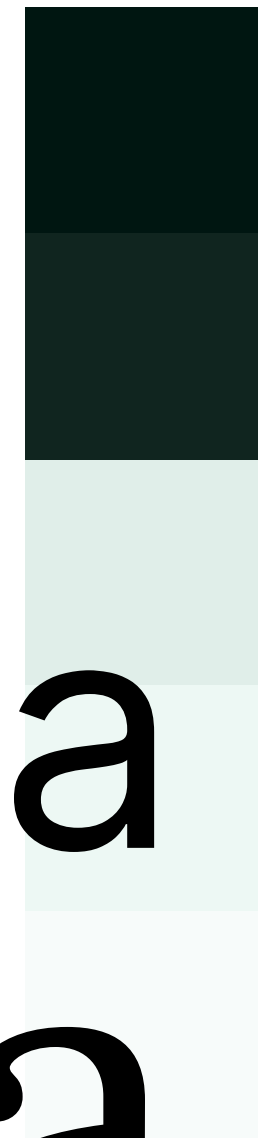
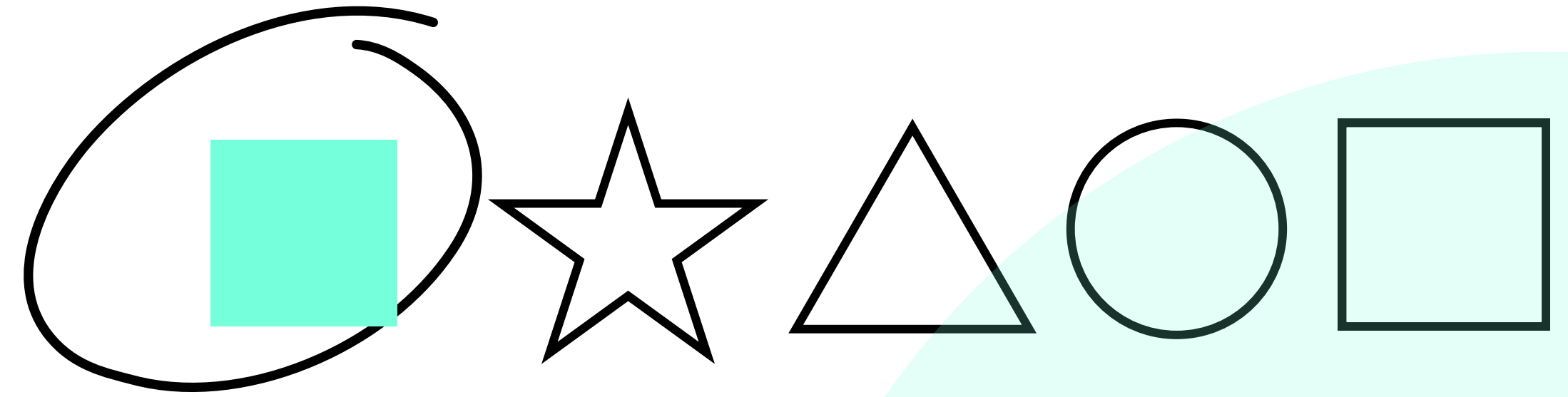


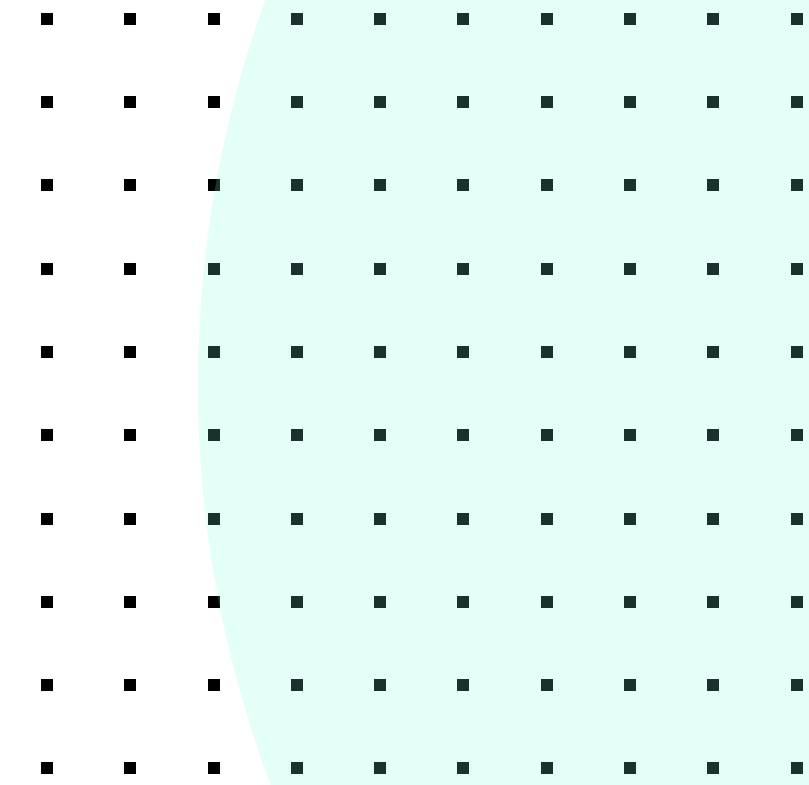
Layers.Studio

UX / UI Bootcamp

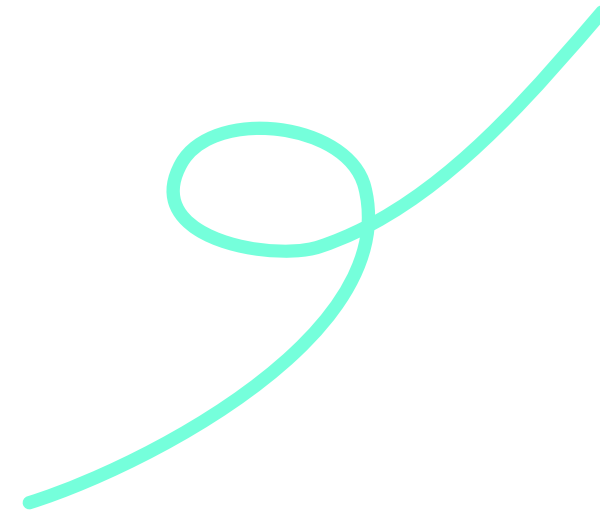
UI Design Fundamentals



Aa
Aa



Today's Agenda



01 Introduction to UI Design

02 Design Principles

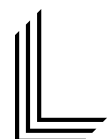
03 Inclusive Design

04 Design Heuristics

05 Colour & Typography

06 General Design Tips

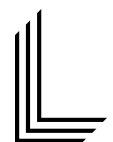
07 Wrap-Up and Preview Next Session



Introduction to UI Design



What is UI Design?

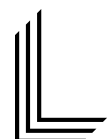


User Interface Design (UI)

“The user interface is the space where interactions between humans and machines occur. The goal of this interaction is to allow effective operation and control of the machine from the human end, while the machine simultaneously provides feedback that aids the operators' decision-making process.”



Digital.gov



Design Principles

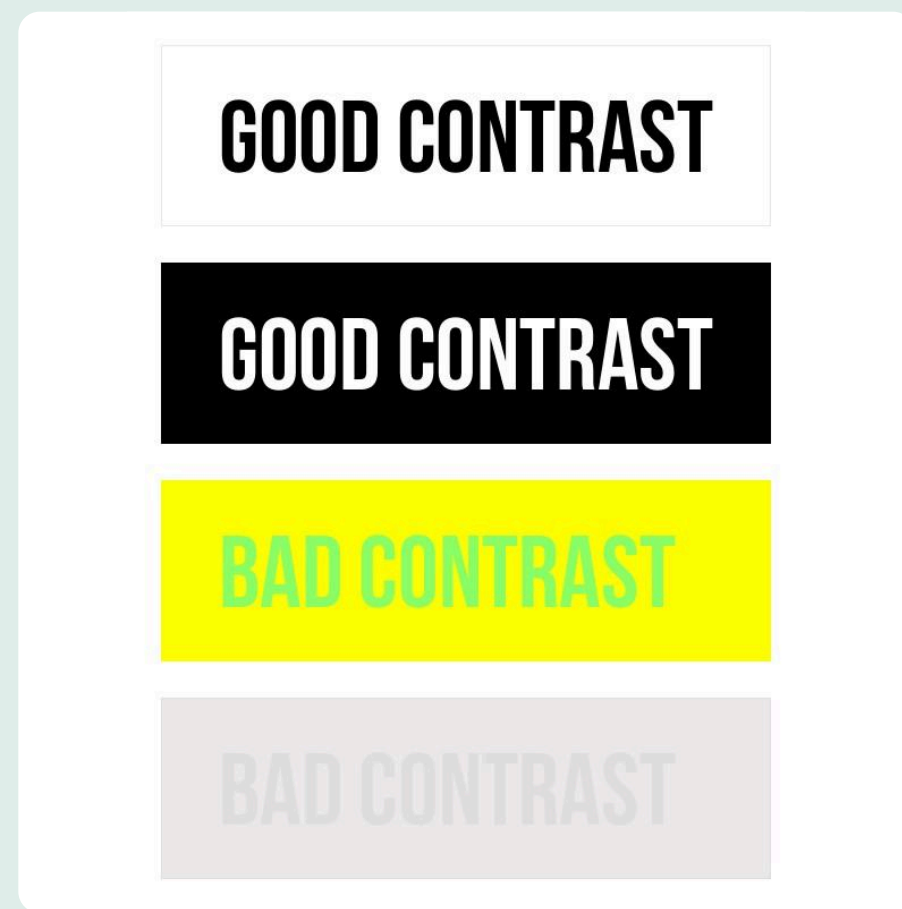


Key Principles

All of the following principles contribute to a coherent and aesthetically pleasing interface

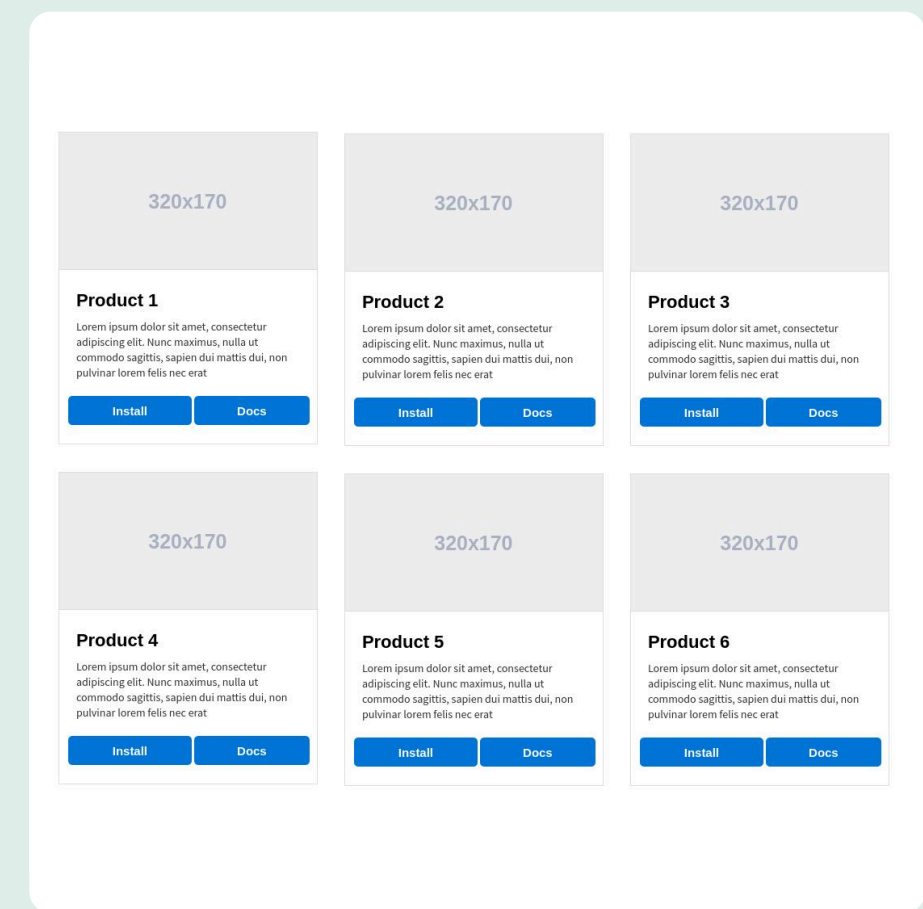
Contrast

Enhances readability and focuses user attention by differentiating elements.



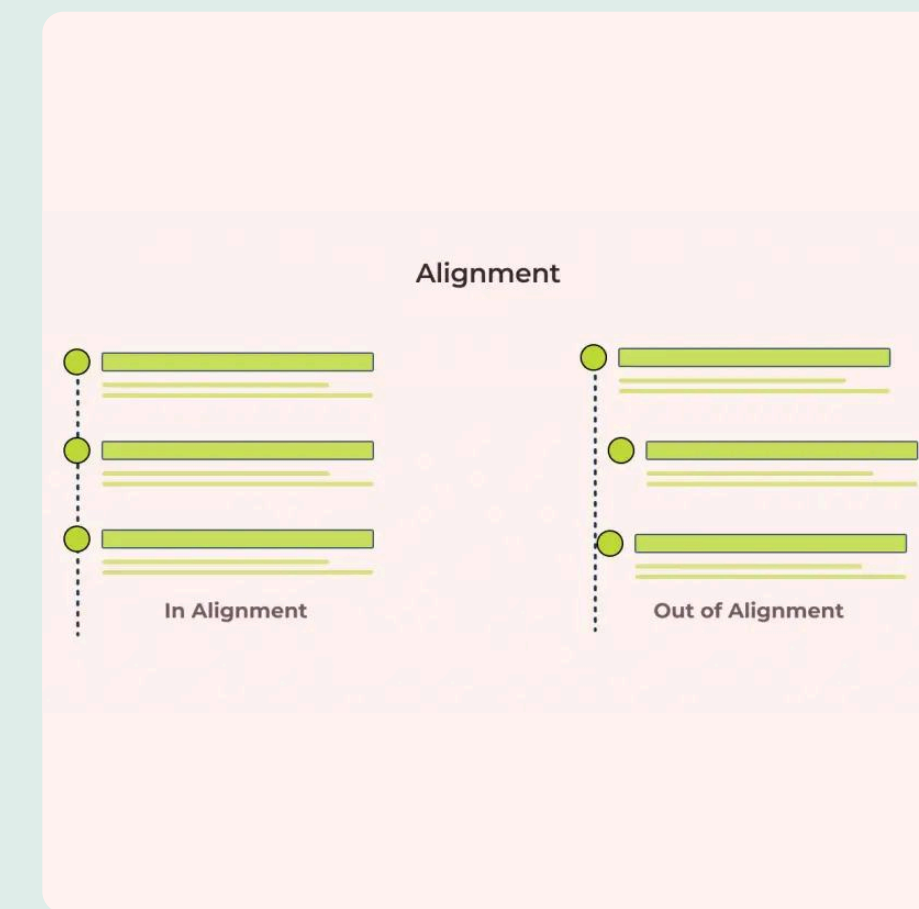
Repetition

Creates a sense of familiarity and consistency, which helps in user navigation.



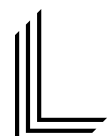
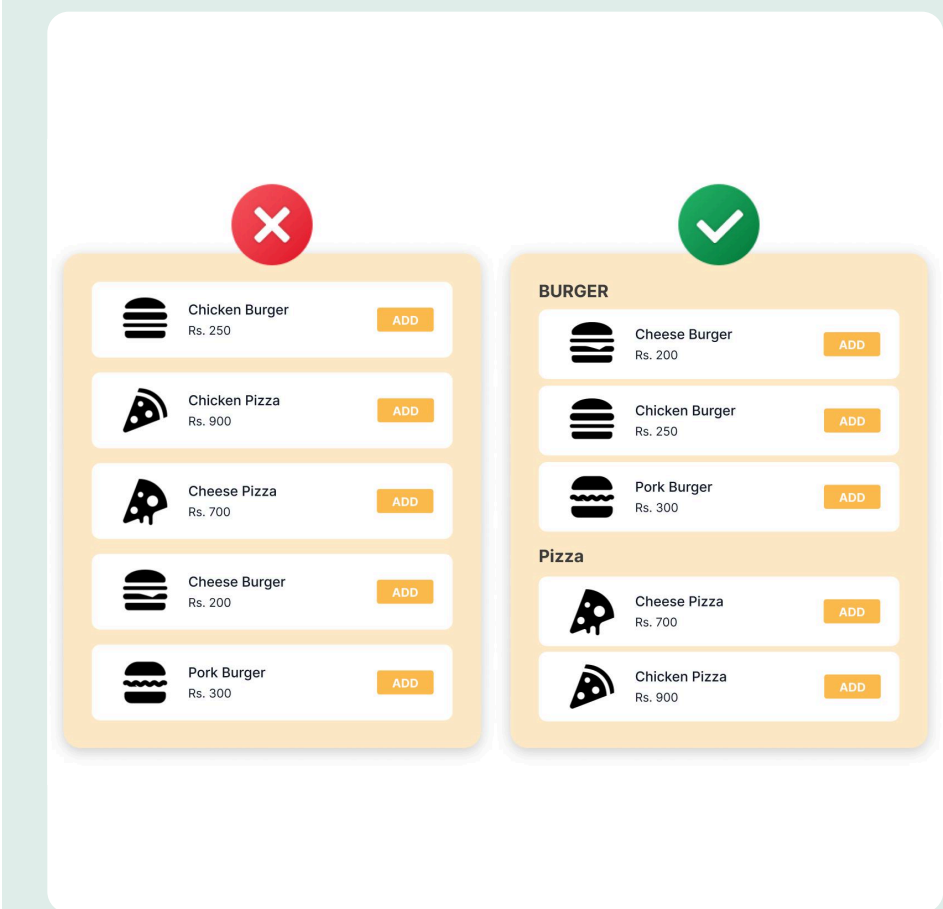
Alignment

Ensures a clean and organized appearance that improves the usability of the design.

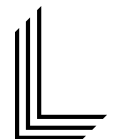
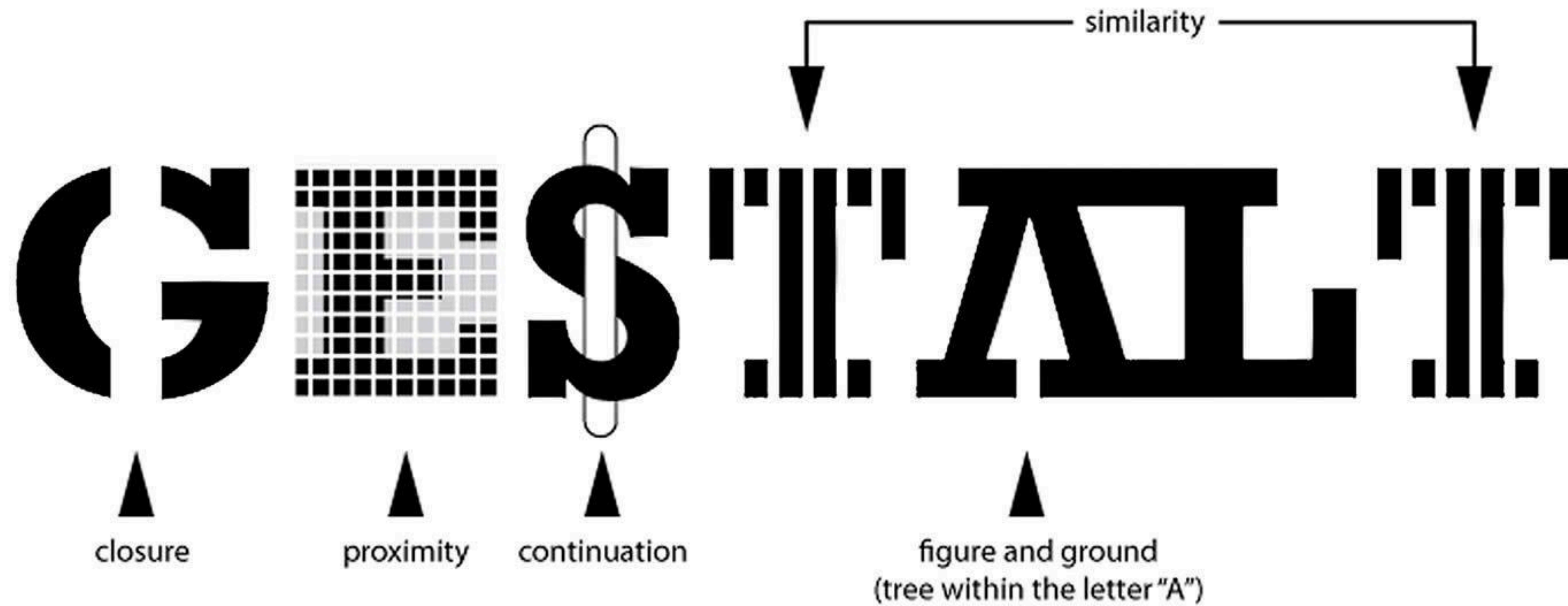


Proximity

Groups related items together, helping the user process information efficiently.



Gestalt Principles of Design



Inclusive Design



Accessibility

Providing access and assistance to people with special needs, applied to spaces, events, situation but also technology and services; Considering accessibility is means removing barriers

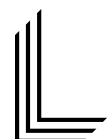
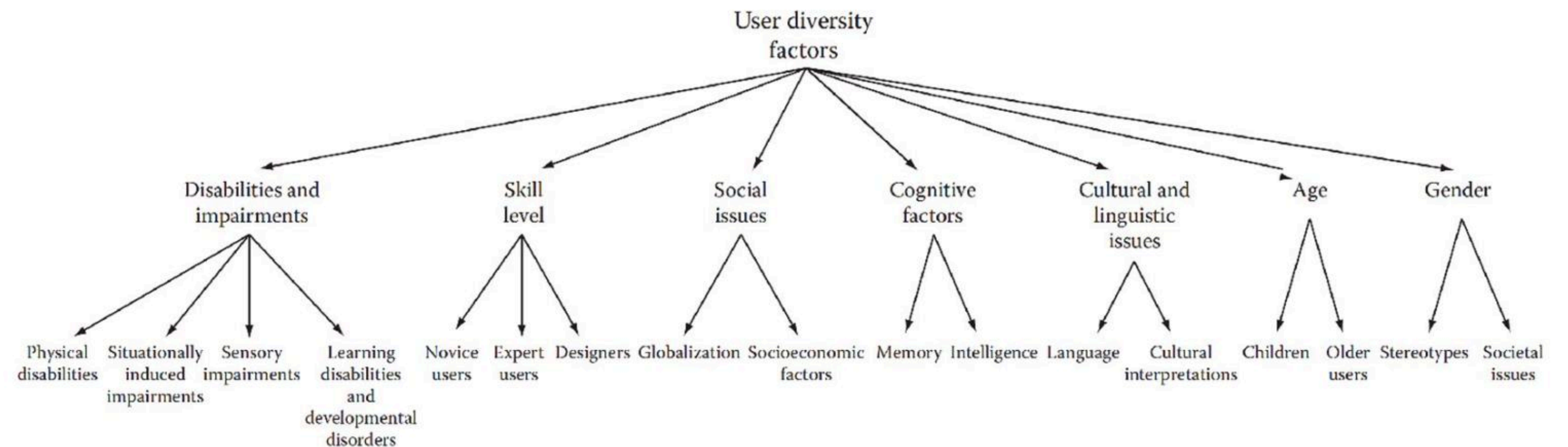
- > **Sensory impairments**
e.g. vision or hearing

- > **Physical impairment**
e.g. motor skills

- > **Cognitive impairment**
e.g. language processing

4-2

The Universal Access Handbook

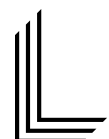


Guidelines

WCAG 2.2

Our projects typically conform to WCAG 2.2 Level AA standards. In the UK, it is a legal requirement for public sector bodies to meet WCAG 2.1 Level AA standards.

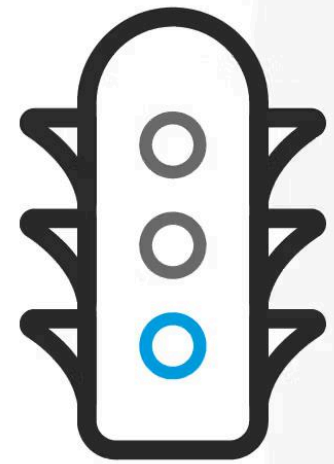
- > [Digital A11Y](#)
- > [WCAG, but in language I can understand](#)
- > [Contrast Checker Tool](#)
- > [How fast do I listen to the screen reader on my computer](#)
- > [WAVE Evaluation Tool](#)
- > [aXe Dev Tools](#)
- > [Digital A11Y Tablets](#)



Design Heuristics



10 Usability Heuristics



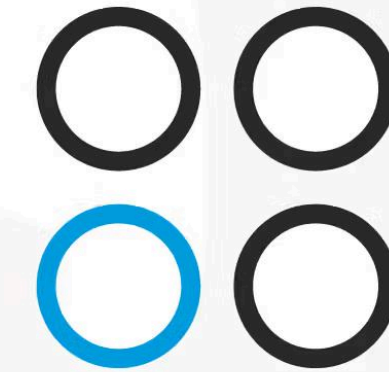
Visibility of System Status



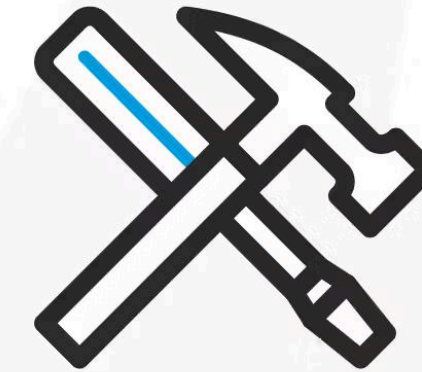
Match Between System & the Real World



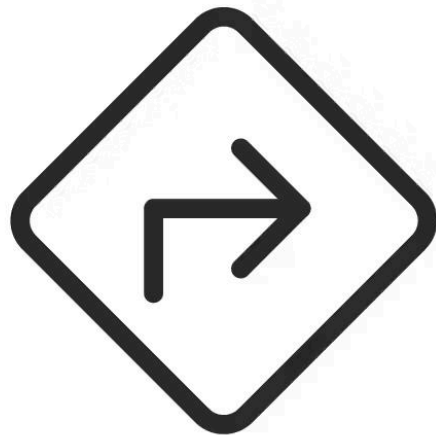
User Control & Freedom



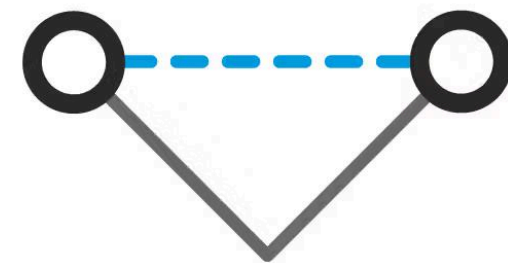
Consistency & Standards



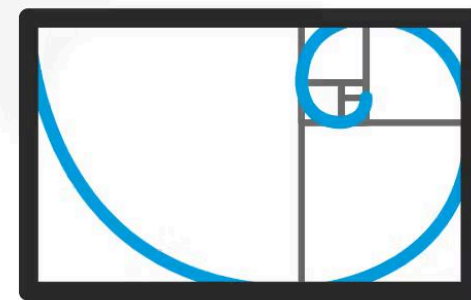
Error Prevention



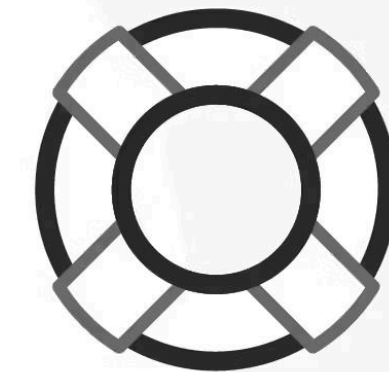
Recognition Rather than Recall



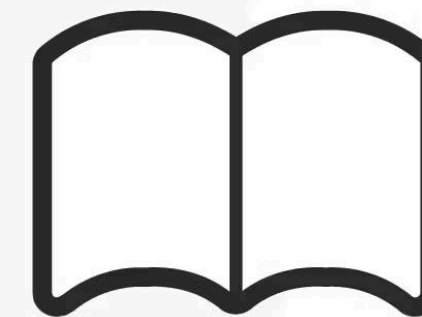
Flexibility & Efficiency of Use



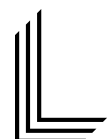
Aesthetic & Minimalist Design



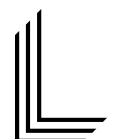
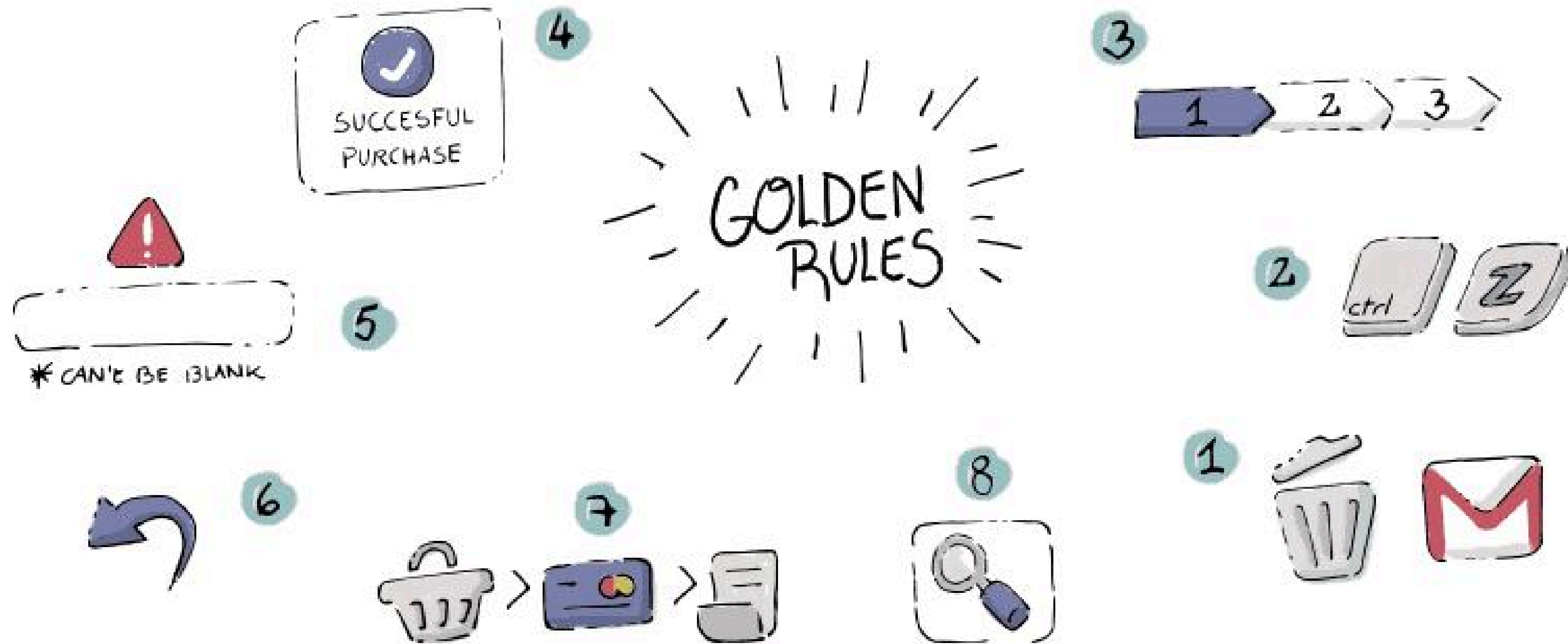
Help Users Recognize, Diagnose & Recover from Errors



Help & Documentation



Shneiderman's 8 Golden Rules



Colour & Typography



Style Guides



Layers Studio Styles

Desktop

Grad (regular), Inter(thin, regular, medium, bold)

Headings

H1 Heading 1

H2 Heading 2

H3 Heading 3

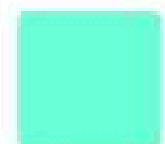
H4 Heading 4

Paragraph

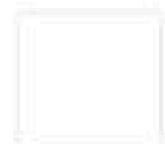
Paragraph Paragraph emphasised

Colours

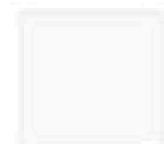
Brand & UI



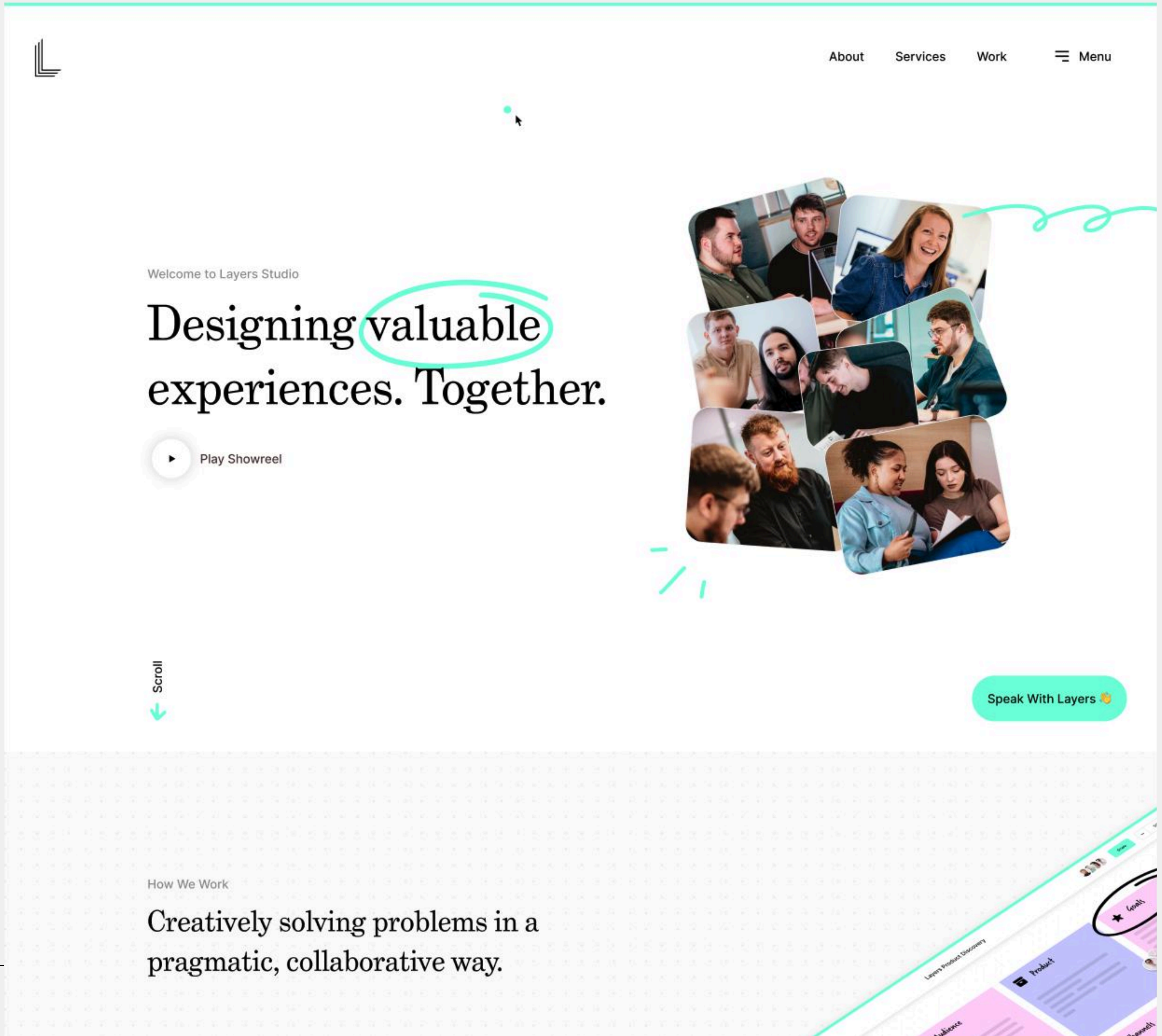
#75FFDC
Layers
Green



#FFFFFF
White



#FBFBFB
Light Grey



Layers Studio Styles

Desktop

Grad (regular), Inter(thin, regular, medium, bold)

Headings

H1 Heading 1

H2 Heading 2

H3 Heading 3

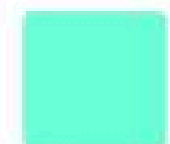
H4 Heading 4

Paragraph

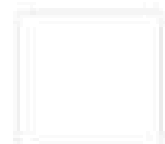
Paragraph Paragraph emphasised

Colours

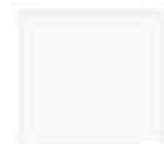
Brand & UI



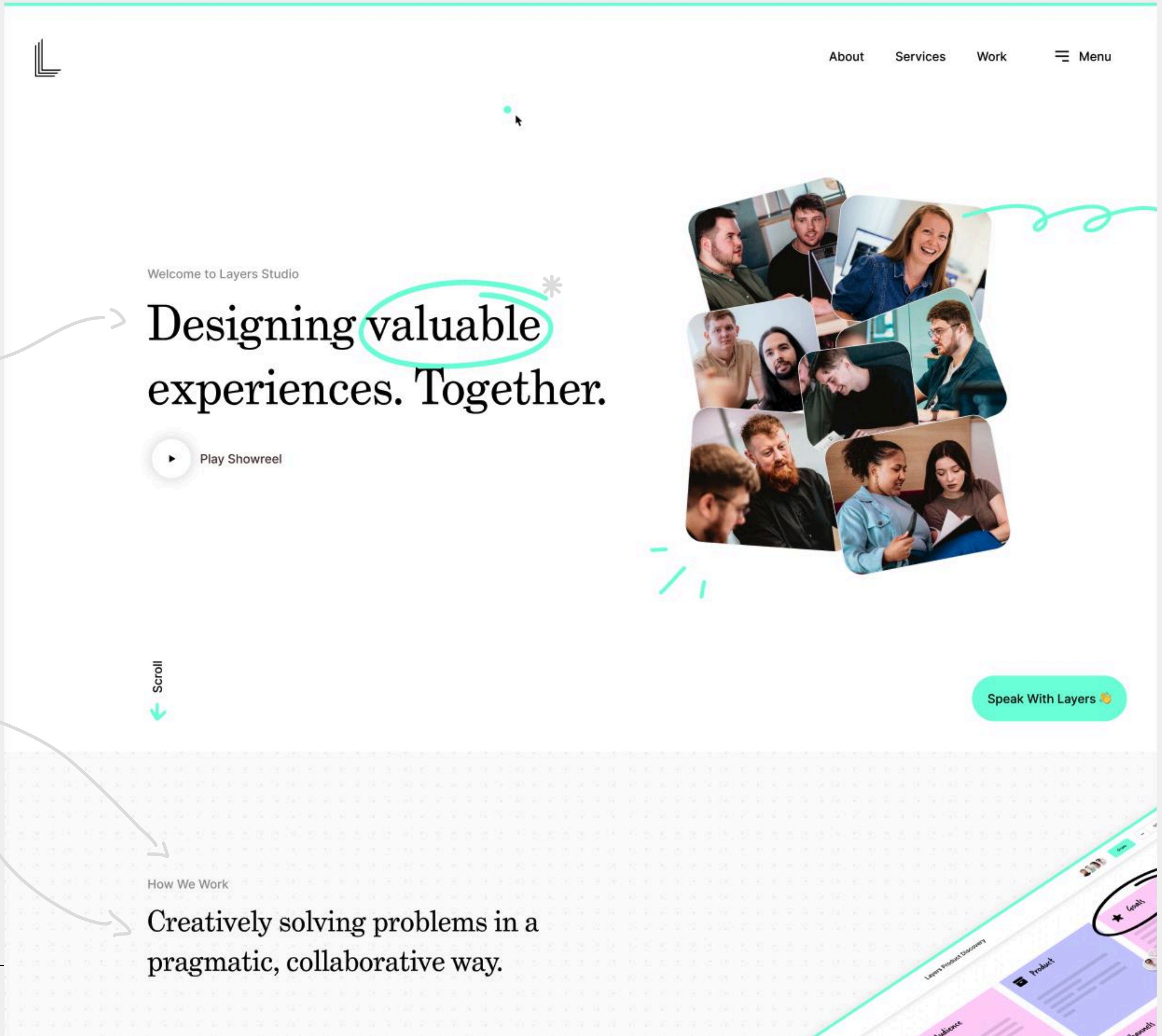
#75FFDC
Layers
Green



#FFFFFF
White



#FBFBFB
Light Grey



Welcome to Layers Studio

Designing valuable experiences. Together.

Play Showreel

Scroll

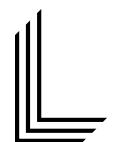
How We Work

Creatively solving problems in a pragmatic, collaborative way.

Speak With Layers

About Services Work Menu

Why Do We Use Style Guides



Why do we use Style Guides

- > Consistency across all applications
- > Outline Hierarchy
- > Helpful for developers when handing over the designs to be built

Style Sheet

Layers Studio Styles

Desktop

Grad (regular), Inter(thin, regular, medium, bold)

Headings

H1 Heading 1

H2 Heading 2

H3 Heading 3

H4 Heading 4

Paragraph

Paragraph

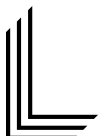
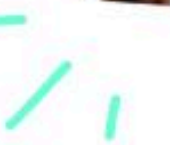
Paragraph emphasised

Layers Studio

Designing **valuable** experiences. Together.

Layers Studio

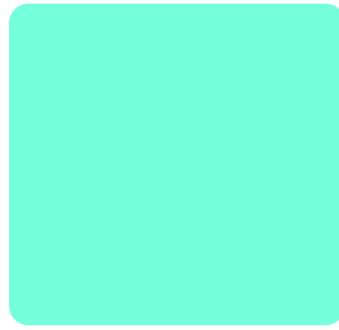
Designing problems in a collaborative way.



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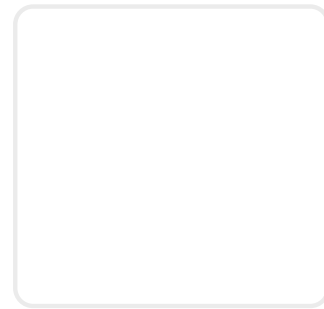
Colour



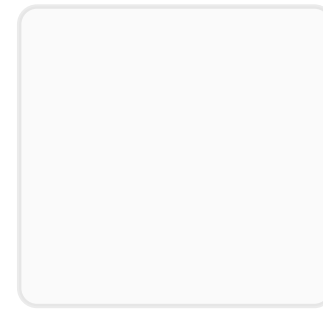


#75FFDC
Layers
Green

Primary Colour



#FFFFFF
White



#FBFBFB
Light Grey

Background Colours

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About Services Work Menu

Welcome to Layers Studio

Designing **valuable**
experiences. Together.

▶ Play Showreel



Scroll
↓

Speak With Layers 🗨️

How We Work

Creatively solving problems in a
pragmatic, collaborative way.

Layers Product Discovery

Product

Quality

Audience

Research

How to pick your colours

Pick your favourite colour



This will be your primary colour

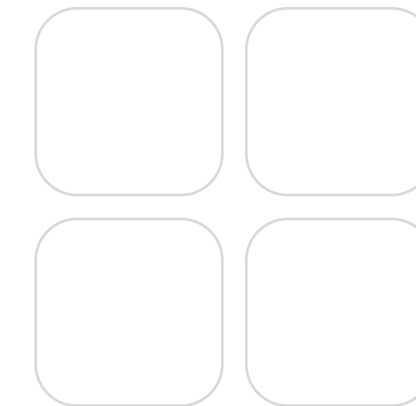
Find complimentary colours



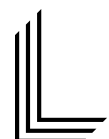
These will be your secondary... colours

[colour combination tool](#)

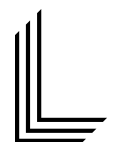
Create colour palette



These are the colours you'll use across your designs



Typography



☆☆☆ Core Font Types

Aa

Serif

Formal

Decorative

Aa

San-Serif

Clean

Modern

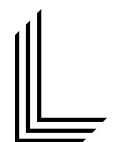
High Legibility

Aa

Handwritten

Playful

Character



Type Hierarchy' -

Overline
16px

Lorem ipsum dolor sit

Heading
64px

Lorem ipsum dolor sit amet consectetur.

Sub-Heading
64px

Lorem ipsum dolor sit amet

Leading Paragraph
24px

Lorem ipsum dolor sit amet consectetur. Mattis sagittis risus et pharetra elit. Vel sed ut enim et nec elementum lectus tempor. Massa eget ut velit.

Body
16px

Lorem ipsum dolor sit amet consectetur. Dis urna non eget tristique rhoncus nisi. Diam convallis ipsum mi platea arcu. At nulla tortor adipiscing facilisis aenean id. Adipiscing blandit tincidunt tempor facilisi



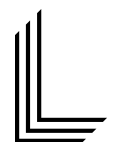
How to pick your fonts



Google Fonts

fontpair

Fontpair



General Web Design Tips



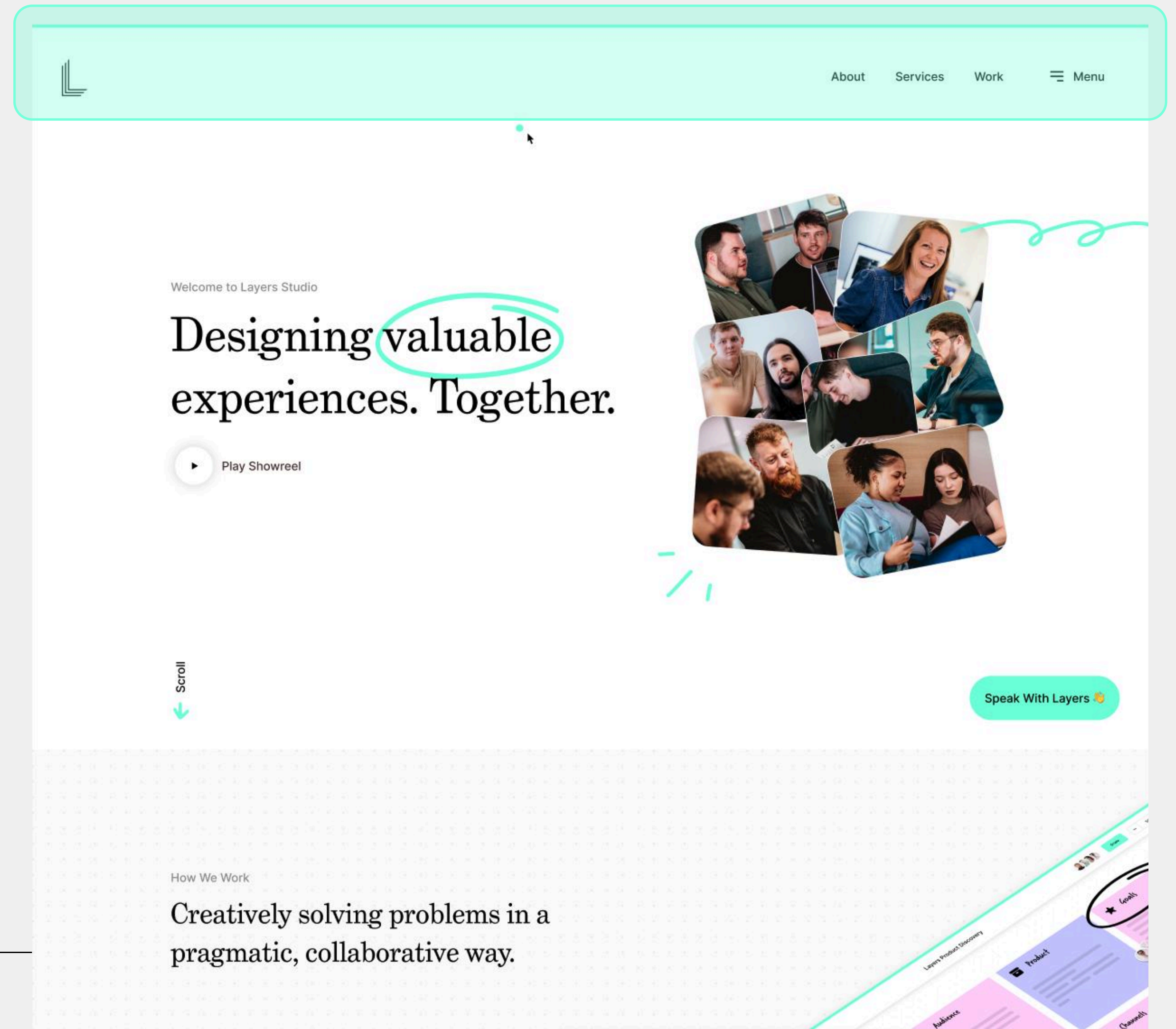
Site Structure



Site Structure

Navigation Bar

- How users move around the site
- Links to different pages
- 'Scroll-to links' on the same page
- Call to action
- Branding (your name, initials, signature)
- Sticky (stays at the top of the page)

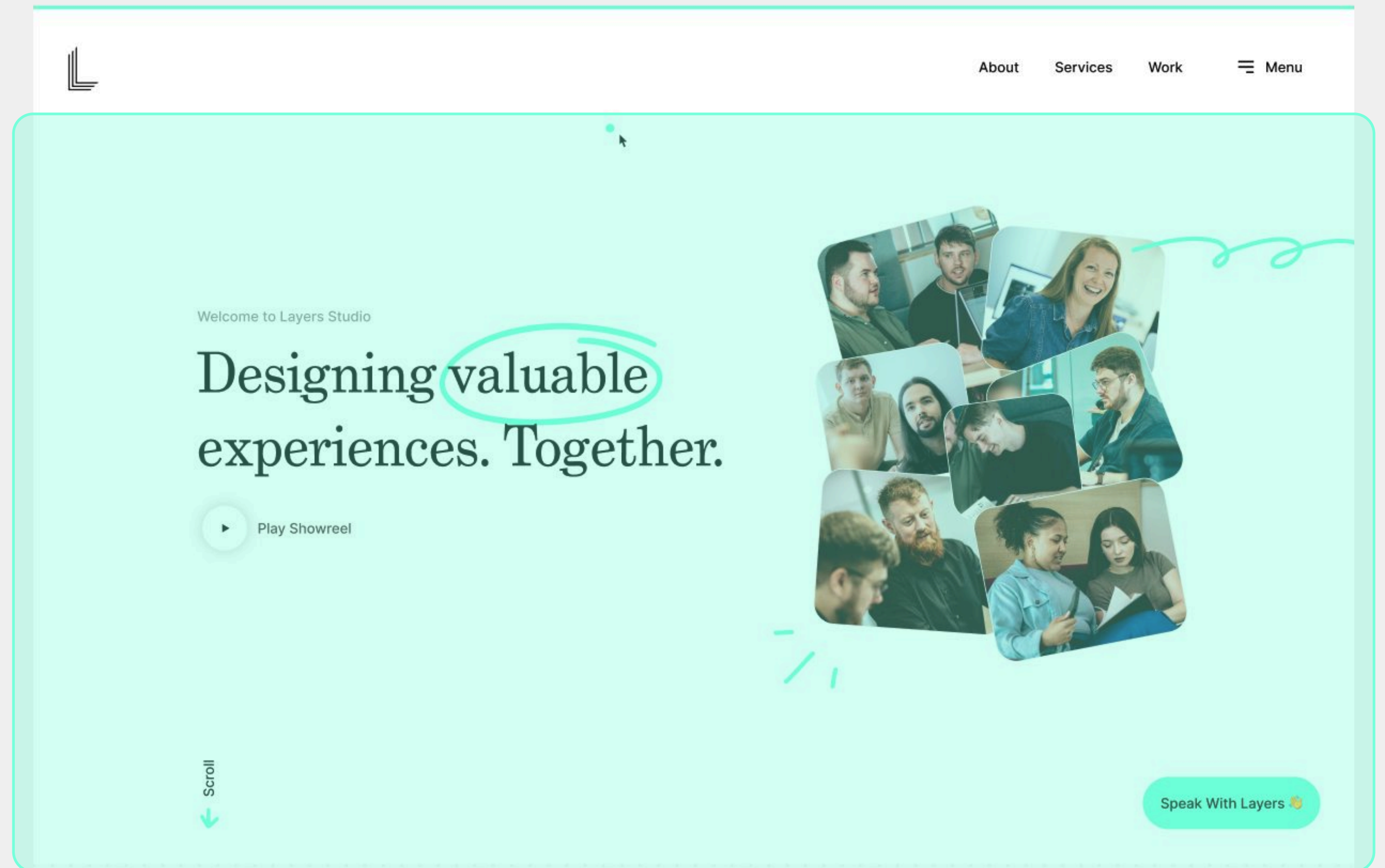


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Site Structure

Hero Section

- > First things users see
- > Call to action
- > Catchy descriptive title



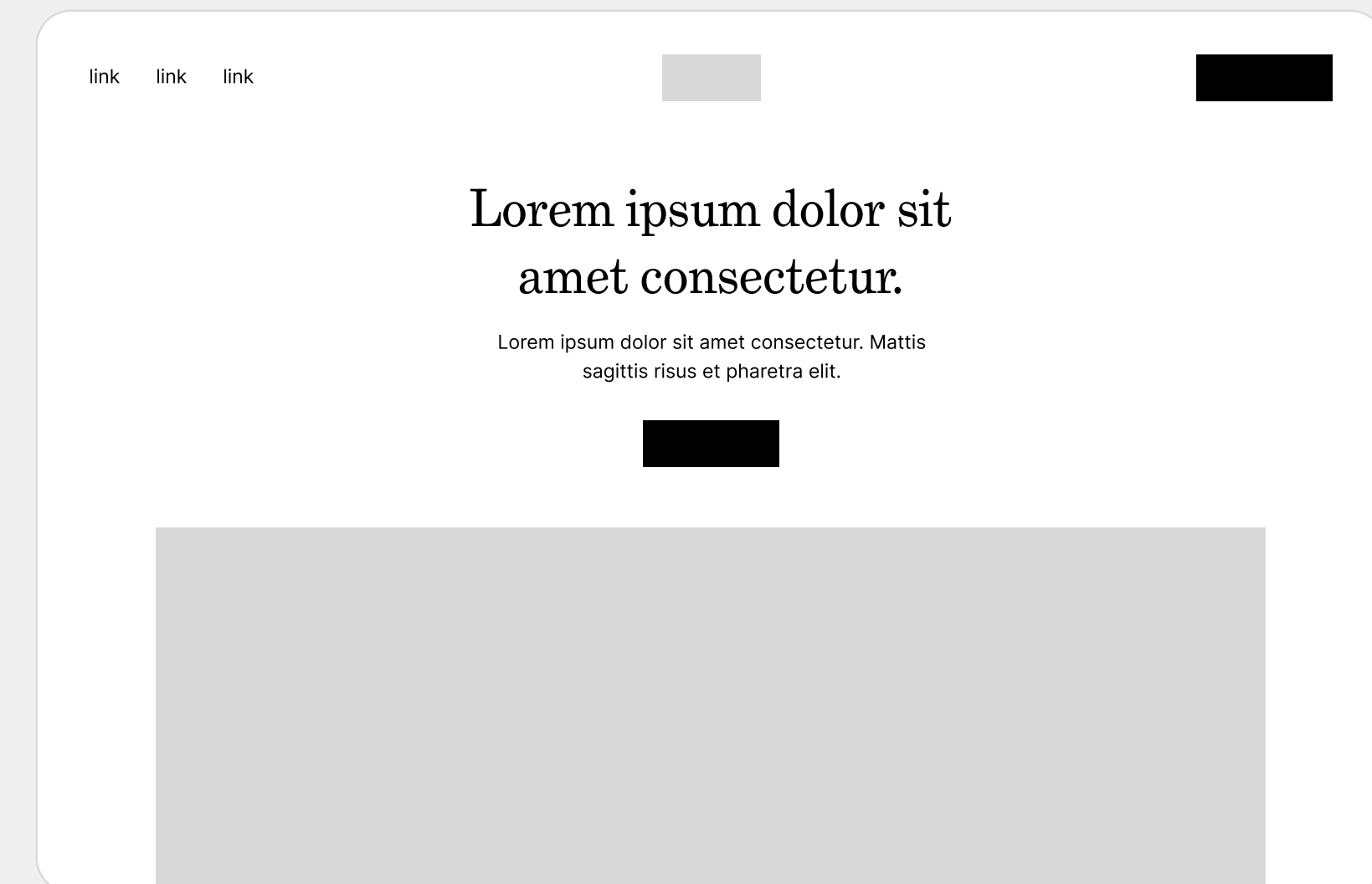
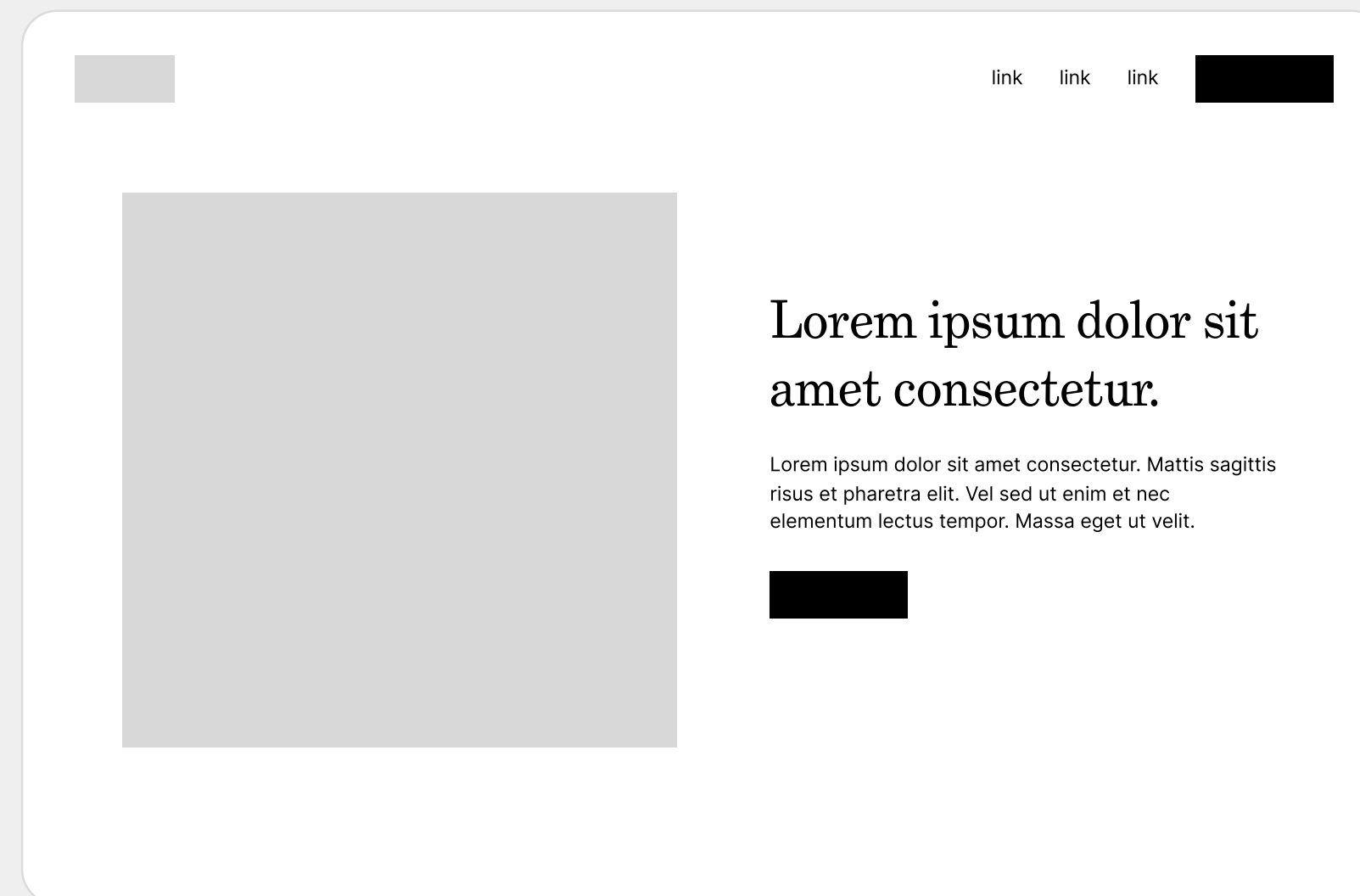
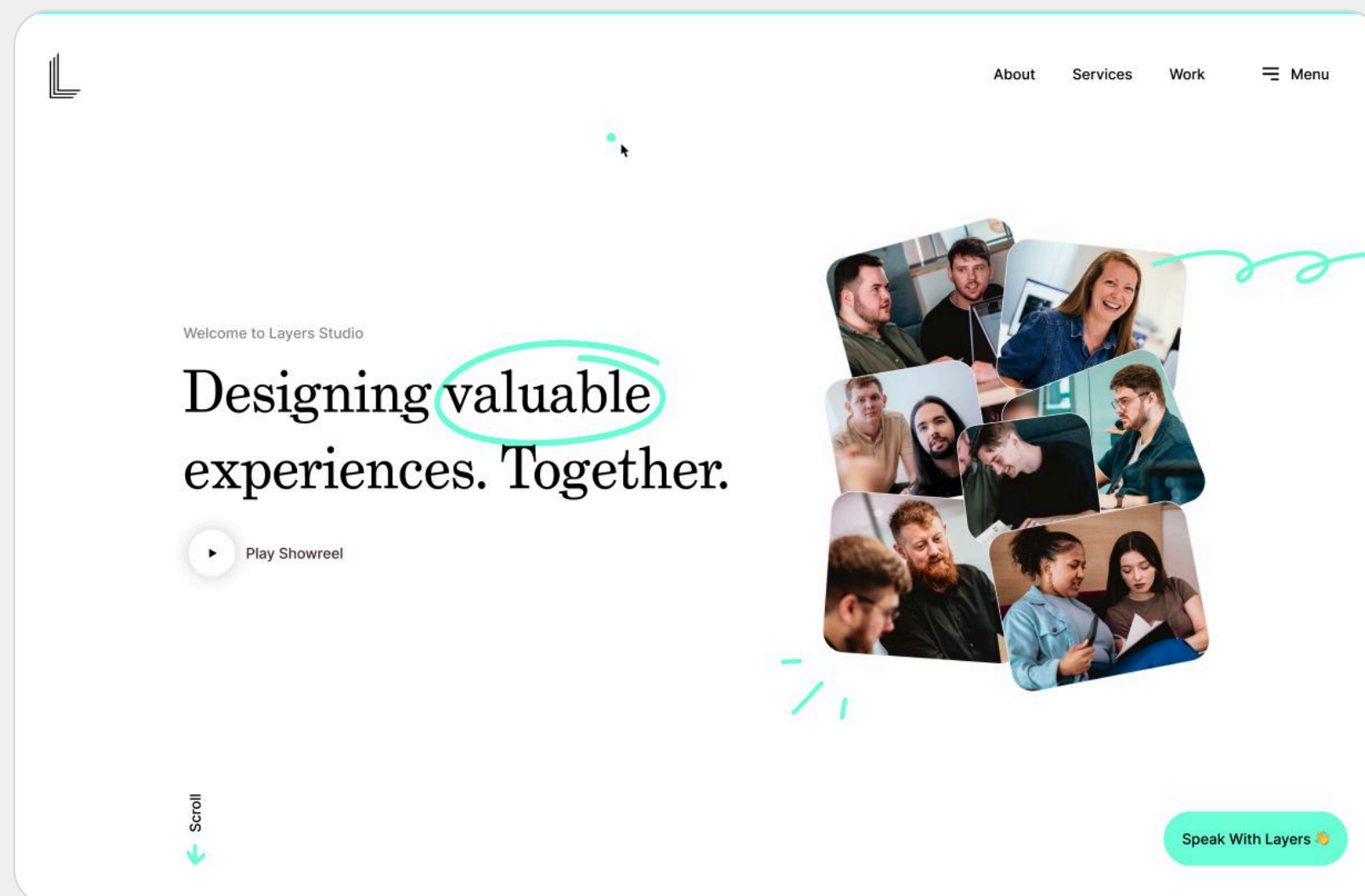
How We Work

Creatively solving problems in a pragmatic, collaborative way.

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Hero Section




About/text Sections

link link link


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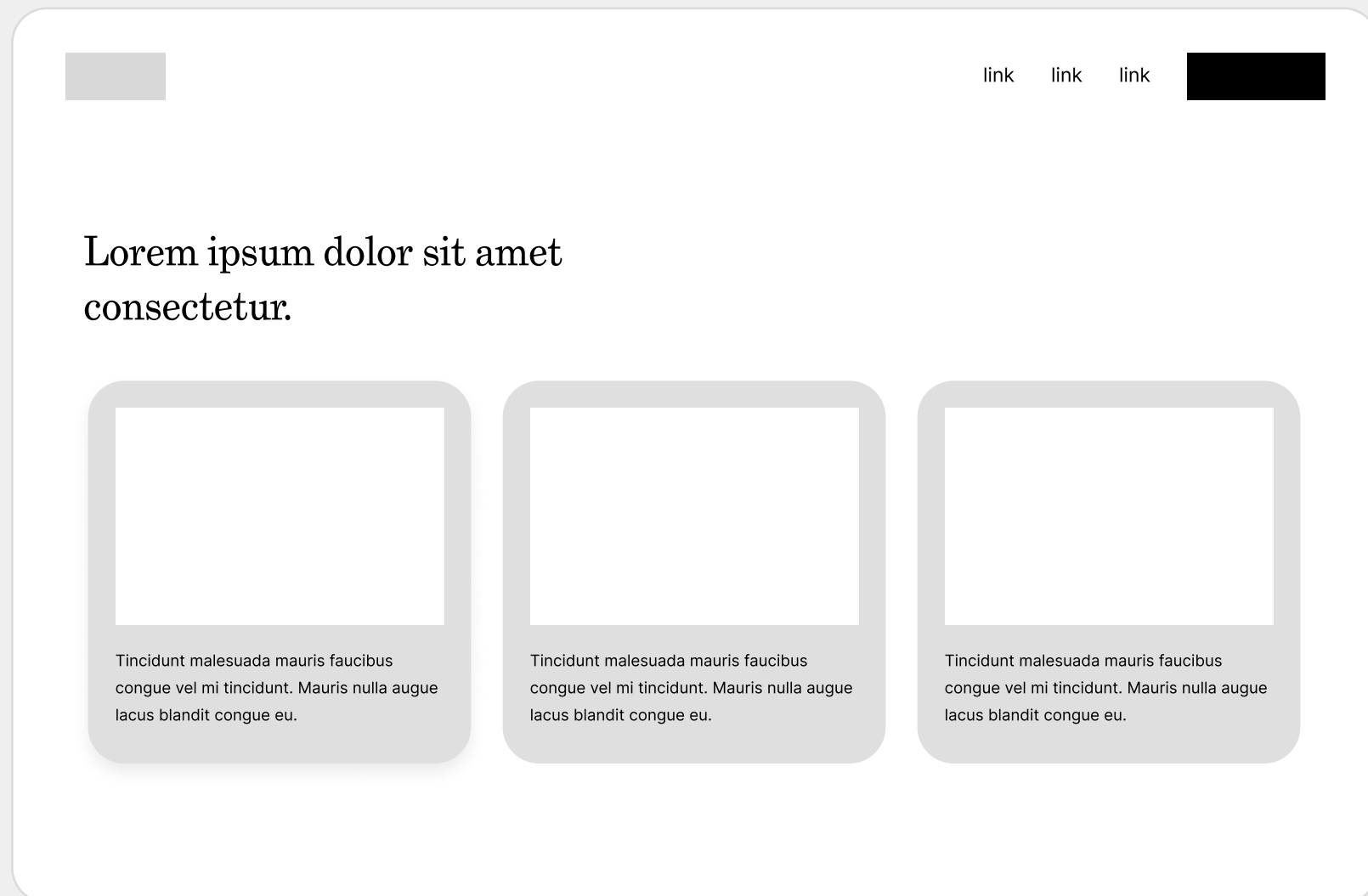
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Lorem ipsum dolor sit amet consectetur. Amet pharetra sit laoreet cursus. Metus vitae donec sit nunc gravida id aliquet suspendisse. Molestie morbi adipiscing sed vulputate. Elit est scelerisque sit blandit.

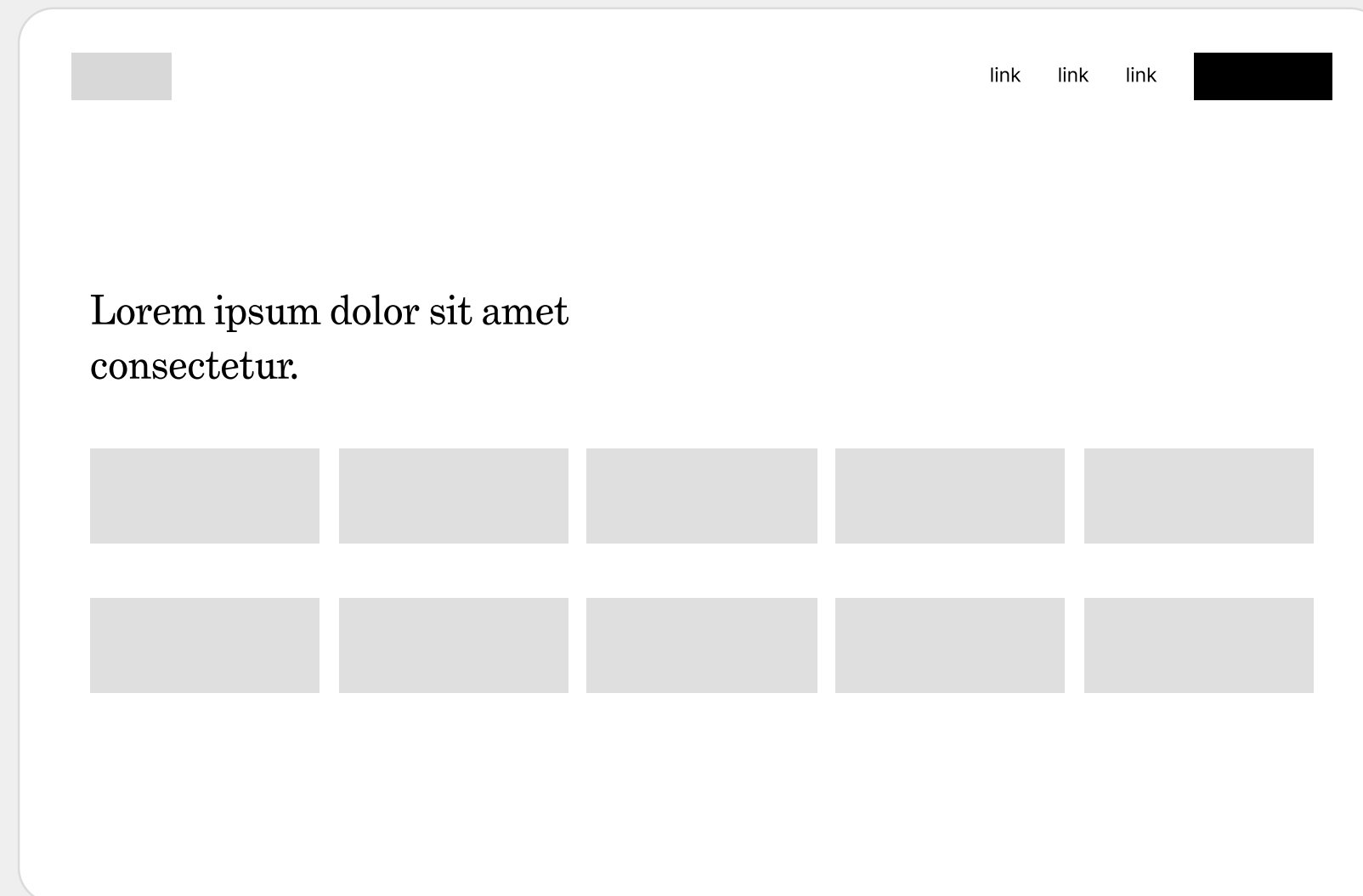
Tincidunt malesuada mauris faucibus congue vel mi tincidunt. Mauris nulla augue lacus blandit congue eu. Nullam augue nisi diam ut. Interdum integer purus tortor nullam feugiat imperdiet cras enim. Elit ultrices nunc fermentum gravida non dignissim sed pharetra ut.



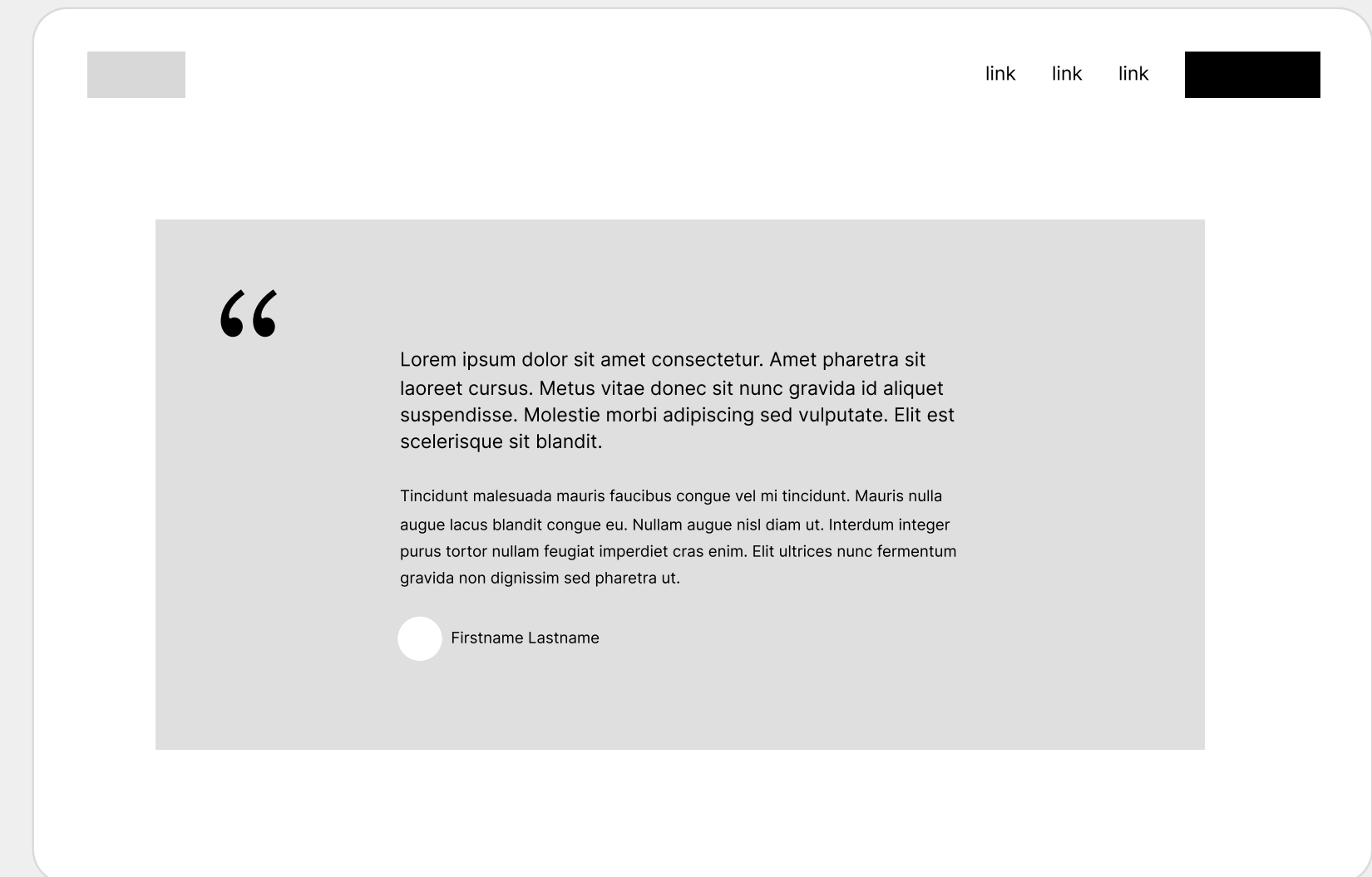
Other Sections



Cards



logos



Testimonials



Site Structure

Contact Page

- > Contact Details (email, number, location)
- > Form to send a message
- > Form Fields
- > Submit button

The screenshot shows a contact page layout. At the top right, there is a navigation menu with links for 'About', 'Services', 'Work', and a 'Menu' icon. The main heading reads 'Meet With Us' followed by 'Have an idea? Jot it down & lets see what we can create together.' Below this, two columns of contact information are provided: 'Newcastle / Gateshead (Layers HQ)' and 'Loughborough'. The Newcastle section includes 'Office 2:07', 'Northern Design Centre', 'Abbott's Hill', 'Gateshead', 'NE8 3DF', a website link '///banana.panels.forgot', and a phone number '+44 (0)191 917 5910'. The Loughborough section includes 'Canal House', 'Lisle St', 'Loughborough', 'LE11 1AW', and a website link '///icon.send.gifted'. A large yellow callout box on the right highlights a form with fields for 'Name' (Firstname and Surname), 'Email' (example@example.co.uk), 'Phone Number (optional)', and 'Message' (Example Text). Below the form is a checkbox for 'I accept the Privacy Policy' and a yellow 'Submit' button. A teal arrow points to a 'Scribble something down and send us a visual note!' section with a grid background. At the bottom, a smaller form shows 'Name' (Steven Wallace) and 'Email' (steven@layers.studio) with a red error message 'Please enter your email' and a teal 'Send Message' button.



Any Questions?



Wrap-Up and Preview Next Session



Action Items & Next Steps

> Activity:

- Create your style guides
 - Choose your colours
 - Choose your font pairings
- Start Applying your styles to your wireframes

Style Sheet

Layers Studio Styles

Desktop

Grad (regular), Inter(thin, regular, medium, bold)

Headings

H1 Heading 1

H2 Heading 2

H3 Heading 3

H4 Heading 4

Paragraph

Paragraph

Paragraph emphasised

Colours

Brand & UI

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s Studio

ning value
iences. To

g proble
orative



Layers.Studio

Thanks for listening, you can
reach out to **Layers Studio** below!

Mail

hello@layers.studio

Web

www.layers.studio