

WORKSHOP 4

GRFX-2303 PROJECT 3

PROJECT 3

ui/ux: icon design + intro to app prototype

WEEK OF SEPT 26

- MON SEPT 26
 - App icon sketches **DUE 11:00am**
 - WORKSHOP 3**
 - App icon final art creation (Illustrator) - finish before next class.
- WED SEPT 28
 - App icon final art **DUE 10:45am**
 - WORKSHOP 4**
 - Begin Design System (Illustrator) + Mock-Up - finish before next class.

MENU

workshop 4

DESIGN SYSTEMS

INTRODUCTION TO DESIGN SYSTEMS

Lecture/discussion in class that introduces design systems overall, then how this is applied to UI design, and finally, the requirements of Project 3.

Project 3 DESIGN OBJECTIVES:

Visual messaging is core to graphic design.

The challenge is especially crucial when creating a **simple mark that must transcend language and cultural barriers**, which is often the case of marks for User Interface design*. Therefore, this project will introduce these skills, capitalizing on all projects thus far that pushed students to be aware of shape and space to create a message.

*It is also essential in logo creation, which will be explored in Identity Design for Graphic Design majors (not Digital Design emphasis).

Another core design skill is the creation and application of a **consistent design system**. This same consistency is mirrored in branding – and even advertising campaigns and product design. Design systems are crucial to develop from the beginning and then applied repeatedly with no alterations to the rules.

The project will also show students how font choice is greatly limited per digital platform used; hence, all the more reason color choice(s) must visually hold a system together.

- ## PROJ 3 | WORKSHOP 4
- REVIEW: Final App Icons
 - Introduction to Design Systems
 - Build Design System / Refine App Icon
 - Color
 - Fonts and the Internet
 - Buttons and Forms
 - Build Mock-Up Using Design System
 - What's Due for Wednesday

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What Is A Design System?

A design system is a set of standards for design and code along with components that unify both practices. Think of it as the same set of instructions and Lego kit for everyone if you're a designer or a developer, then this guide to building your own design system is for you.

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Design system features:

- Layout
- Color
- Typography
- Components
- Material Theming
- Design Source Files
- Mobile Guidelines
- Starter Kits

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VENNGAGE STYLE GUIDE CHEATSHEET

TYPOGRAPHY	COLOR GUIDE	LOGO VARIATIONS
<p>FONT PREVIEW</p> <p>Oxygen</p> <p>abcdefghijklmnopqrstuvwxyz 12345678910</p> <p>HEADING FONT WEIGHT</p> <p>Aa</p> <p>1/20 HIGHER TEXT WEIGHT</p> <p>Aa</p> <p>1/20 LOWER TEXT WEIGHT</p> <p>Aa</p>	<p>COLORS</p> <p>VENNGAGE</p> <p>VENNGAGE</p> <p>VENNGAGE</p>	<p>VENNGAGE</p> <p>VENNGAGE</p> <p>VENNGAGE</p>

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Weight	Size	Line Height	Letter Spacing	Color
Title	Medium	24pt	0pt	Black
Headline	Small	20pt	0pt	Black
Body	Medium	16pt	0pt	Black
Text	Small	14pt	0pt	Black
Text	Medium	16pt	0pt	Black
Text	Large	18pt	0pt	Black
Text	Small	14pt	0pt	Black
Text	Medium	16pt	0pt	Black
Text	Large	18pt	0pt	Black
Text	Small	14pt	0pt	Black
Text	Medium	16pt	0pt	Black
Text	Large	18pt	0pt	Black

Rules are set.

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Then when followed, consistency holds it together.

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Design (including graphic design) is visual problem-solving.

The whole team works together first to come up with the best overall solutions to an objective. Once all objectives are considered, including audience and goals of the entire experience, then the interface aesthetics are considered.

DESIGN SYSTEMS
HOW TO **LEARN**
AND **STEAL**
FROM THEM

In class: Zoom watch :24 - 1:19.

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BUT EVEN BEFORE UI CLAIMED THIS TERM, the idea was rooted in CONSISTENCY.

Do you want things to relate as a series or group? For example, create a Style Guide/Design System for your brand.

Or for a book (and Project 5), it's about establishing visual hierarchy (headline vs. body text vs. caption, etc.), then being consistent throughout the piece.

You will become even more familiar with typography and its longer history and different requirements for readability with the printed page in Project 4.

Note: If you can handle typography well on the printed page, an app or website is easy. Aggravating because there are so few choices, but still easy.

LESSON 10 | TEXT HIERARCHY AND USING MULTIPLE TYPEFACES

1:
Futura Bold in all caps at 22pts
180pts tracking; 21pts leading

2:
Futura Medium in all caps at 12pts
default tracking; 16pts leading

3:
Bodoni Book at 11pts
default tracking; 13pts leading

4:
Bodoni Book at 7pts
default tracking

1: TEXT HIERARCHY IS A LOGICAL AND VISUAL GUIDE,

WHICH ALLOWS THE VARIETY OF HEADINGS THAT NORMALLY ACCOMPANY BODY TEXT TO BE ORGANIZED.

Hierarchy indicates different degrees of importance through the use of point sizes and/or type styles. — Andrew Thomas

AIGA

Identity guidelines

November 2016

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	01 Brand applications
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PUBLICATIONS & CREATIVE SERVICES

GRAPHIC STANDARDS

Arkansas State University

HOME | PUBLICATIONS & CREATIVE SERVICES

GRAPHIC STANDARDS

- Logos, Colors & Fonts
- Using the Logo
- University Stationery Guidelines
- Merchandise Guidelines
- Logo Download Library
- Digital Templates

WHAT IS THE ARKANSAS STATE BRAND?
A brand isn't a logo. It isn't a tagline or a product. A brand is our reputation. The way we speak, the way we act, the experiences that our students and visitors have on campus is our brand. Every person at Arkansas State, each department, and all the work they contribute, diverse as it may be, make up the Arkansas State brand. Brands are performance driven.

Unified Visual Identity
A unified campus with a consistent brand and mission strengthens the university. A clear message and visual identity reflect a multi-faceted, but unified, organization. There is a responsibility to ensure that the Arkansas State brand and imagery is used consistently and appropriately by all.

In Project 3, you will create a Design System for User Interface of a grocery app, then put it in a mock-up.

You will create a Design System for Project 5's multi-page book.

ADIXE
The word ADIXE is derived from the Latin word ADIXE, meaning to add or increase.

APC
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APM
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Ascender
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1: TEXT HIERARCHY IS A LOGICAL AND VISUAL GUIDE,

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DESIGN SYSTEM FOR APP

First, students will be introduced to the supplied vector template. UI Design Kit Template.ai is located in the Google shared folder for Project 3. Ignore the font warning. Rename the file YOUR LAST NAME_Proj3_DesignSystem.AI. SAVE EARLY, SAVE OFTEN.

FROM PROF NIKKI

- Icon_SketchSheets.pdf
- Proj3_2303_F22.xd
- Proj3_GroceryMockUp.ai
- Proj3_IconBuild.ai
- Proj3_UI Design Kit Template.ai

COLORS

- 2 (min.) to 5 (max.) colors required + white, black, and gray.

What colors do you think should be in your design system? Discuss.

COLORS

- 2 (min.) to 5 (max.) colors required + white, black, and gray.
- Pick colors and then find the hexadecimal codes. These will then be carried through the entire design system.

You will learn more about color in Project 4. For apps and web, you need to provide the hexadecimal color code.

lesson 14 | Color

lesson 15 | Consistency and Design Systems

COLORS

- 2 (min.) to 5 (max.) colors required + white, black, and gray.
- Pick colors and then [find the hexadecimal codes](#). These will then be carried through the entire design system.

20. SECOND TUTORIAL

Ai

How to find the HEX Code of a Color in Illustrator

Arch-rivals; to serif or not to serif ?

Before we think about the best fonts for app designs, it's important to make the distinction between two different styles. These styles are serif and sans-serif.

visual messaging with shapes and space

SERIFS

Serifs are those little "bits" on the terminals (ending points) of the letters.

The typefaces below are all set to the same point size (how they are measured). Doesn't Garamond look smaller than Georgia?

SANS SERIFS

"Sans" means without and you can see why these typefaces are indeed without serifs.

Though sans serifs don't often have the asc or weight differences most serifs do, we know these letters also look different sizes, though they are all technically the same.

Why? The shape vs. the space.

TYPOGRAPHY

- Choose font with guidance. Change name of font on template and adjust all examples of it. How/why to use [Google fonts](#)* will also be discussed.

*Students should plan on this app not needing to function within strict iOS design guidelines; however, comprehension of the expectations and comfort level of the audience and the goal of a grocery app must be considered. Comprehension of this will be displayed in font choices.


Quickly adjust all fonts on the form using **Type : Find/Replace Font**

TYPOGRAPHY

The spectacle before us was indeed sublime.

- The spectacle before us was indeed subtitle.
- The spectacle before us was indeed subtitle.
- The spectacle before us was indeed subtitle.
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The spectacle before us was indeed subtitle.



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Arch-rivals; to serif or not to serif ?

Before we think about the best fonts for app designs, it's important to make the distinction between two different styles. These styles are serif and sans-serif.

That's grotesque!

Conversely, a sans-serif – also known as Grotesque – is a font without serifs, hence "sans". These fonts include familiar typefaces such as Helvetica, Proxima Nova and Open Sans. Many modern fonts for apps are sans-serif because they increase readability and can scale much more easily. They also tend to clash the least with most UI designs.

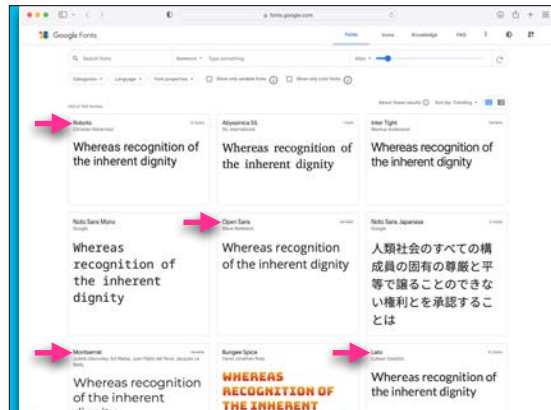
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Why do some fonts for apps work better than others?

Following on from our outfit analogy, let's imagine you wear a Hawaiian shirt to a funeral. Seem appropriate? Neither would Comic Sans be on the menu of a Michelin-starred restaurant. In this way, many of us already understand the feeling that fonts can elicit. It's this feeling that can help determine which are the best fonts for apps.

However, we're not just talking about whether or not a font "goes with something". Just because a font looks good doesn't always mean that its appearance translates into other important areas: legibility, readability and usability.



Whereas recognition of the inherent dignity

Whereas recognition of the inherent dignity

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BUTTONS and FORMS


- Adjust buttons and forms to express design system.

When finished and saved, also **File : Save As a PDF** because a PDF shares better on Slack than an AI file.

BUTTONS



FORMS



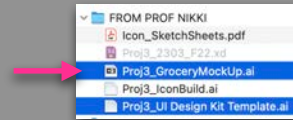
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DESIGN SYSTEM APPLIED TO MOCK-UP

Students will also be provided with a layered vector template of a product screen mock-up.

- GroceryMockUp.AI** is located in the Google shared folder for Project 3.
- Rename the file **YOUR LAST NAME_Proj3_GroceryMockUp.AI**. **SAVE EARLY, SAVE OFTEN.**
- Add the finished app icon large to the left of the page and small at the top of the screen.
- Adjust fonts, colors, and any other aspects that reflect the established Design System.
- When finished and saved, also **File : Save As a PDF**.



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WEEK OF OCT 3 A Date Mathem Exams Oct 5 - 11 - No midterm exam in CMV-2303

- MON OCT 3
 - Design System + Mock-Up **DUE 10-45am**
- WORKSHOP 4
 - Introduction to Adobe XD using a simple pre-made template
 - Lecture/discussion about UI/UX
 - Overview of Navigation Maps
 - Introduction to User Testing
 - XD Template file completed **DUE** in class
 - Complete User Testing and required research documentation before next class.

DUE > WHAT • WHEN • WHERE

DUE by 10-45am on Mon Oct 3:

- SLACK**
 - On Slack **#2303_Project 3** in the thread requesting it, upload both of the following in one post:
 - YOUR LAST NAME_Proj3_DesignSystem.PDF**
 - YOUR LAST NAME_Proj3_GroceryMockUp.PDF**
- GOOGLE**
 - In the **Project 3** folder for this class, upload both the **AI** and **PDF** files. Make sure they are both correctly named.