Medium-Fidelity Prototyping

Outline

- Low-fi vs. Medium-fi vs. Hi-fi
- Visual design fundamentals
- Tools - Figma
- More resources

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Interactive Prototypes

Medium Fidelity

Interactive Prototypes

Hi-Fidelity

Visual Design Fundamentals

Shape, Color, Type, Layout
Visual Design is...

- Drawing someone’s attention to what’s most important, while also conveying an emotion!
- Guiding the user to know what to do next
- An iterative process, based on a set of attributes: shapes, color, type, and layout

Which of these shapes is...

- Friendlier?
- More trustworthy?

Now think about how this applies to UI design...

Shapes

Every app/site can be translated into a set of simple shapes - rectangles, circles, and lines

Shapes - Buttons

Standardize your shapes across your design - will they all be rectangular vs. rounded?

Color

Use color to draw attention to the most important thing
Color
Only use color when it has a purpose! Try to stick with one main color, accompanied by text color & greys

Type
Good typography is invisible, bad typography is everywhere.

Picking a Typeface
Choose a font with a variety of weights and styles

Picking a Typeface
Are you using the font for headings or for body text?

Picking a Typeface
What personality do you want to express? Who is your audience?
Combining Typefaces

Consider 2 rules when combining multiple fonts:

1. Create contrast!
2. Only change one thing at a time.

Additional Type Tips

1. Stick to one font family
2. Easiest to use a sans-serif typeface like Open Sans, Roboto, or Lato & use with a variety of weights
3. Avoid using ALL CAPS
4. Don’t change the letter spacing
5. Left alignment is the most legible (but centering can be used for headings)

Layout

3 main principles: Spacing, groups, scale

Layout - Spacing

Use a grid system - Layout Grid feature in Figma

all of the apps you know and love use grid systems for alignment!

Layout - Groups

Group relevant information together

New York Times website uses dividing lines to group
Layout - Scale
Relative size signals importance & rank in a composition

Starbucks - Pay in store button (left)
Spotify - Shuffle Play button (right)

Figma
Free, collaborative, interactive design software
browser based, but can also download desktop version (recommended)
Think of it like the Google Docs of design software!

Getting Started
Setting up your first file

Sign up for Figma using your @stanford.edu email address and use this link below to get free team features!
https://www.figma.com/education/

Figma 101: An Introduction Tutorial (18 min)

More Resources
Colors, images, illustrations, icons, inspiration
Free Figma Assets

- Wireframe
- iOS UI Kit
- iPhone Mockup
- Android UI Kit
- Website Mockup
- Safari Mockup
- More Assets

Color Palettes

Generators
- https://coolors.co/

Instagram accounts
- @ocean.ui
- @colours.cafe
- @colorpalette.cinema

Free Images and Illustrations

Images
- https://www.pexels.com/
- https://unsplash.com/
- https://pixabay.com/

Illustrations
- https://www.humaaans.com/
- https://undraw.co/
- https://www.drawkit.io/
- https://icons8.com/ouch
- https://absurd.design/

Icons

Best practice to choose a set of icons all from one site so they’re all visually similar!

General icons
- https://www.flaticon.com/
- https://thenounproject.com/

React Native compatible (icon library)
- https://feathericons.com/
- https://fontawesome.com/

Instagram Inspo

General design tips and tricks
- @uiux
- @alexanderhess.design
- @hellotegra
- @ui_gradient
- @uxflavors

UI inspo
- @instauix
- @gifux