ITI0209: User Interfaces

08. Design Systems - Continued

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Spring 2025

Typeface

Baseline
Bowl
Ascender
Ligature
Stem
Crossbar
Terminal

Typography

Counter
Finial
Leading
X-Height
Serif
Spine
Descender

Sans Serif

Aa

Montserrat

Serif

Aa

Playfair Display

Typography

- If you want an elegant or classic look, you might want to incorporate a serif typeface in your design

- For a playful look, you could use a rounded sans serif:

- If you're going for a plainer look, or want to rely on other elements to provide the personality, your safest bet is a fairly neutral sans-serif — think something like Helvetica.

- If you really don't trust your own taste, one great option is to rely on the system font stack: `-apple-system, Segoe UI, Roboto, Noto Sans, Ubuntu, Cantarell, Helvetica Neue;`

Text Scales

Choosing font sizes without a system is a bad idea for two reasons:

1. It leads to annoying inconsistencies in your designs.

2. It slows down your workflow.

Hand-crafted scales

For interface design, a good approach is to simply pick values by hand. You do not have to worry about subpixel rounding errors this way, and you have total control over which sizes exist instead of outsourcing that job to some mathematical formula.

Choosing a Font

- **Ignore typefaces with less than five weights.** While not always true, typefaces that come in a lot of different weights tend to be crafted with more care and attention to detail than typefaces with fewer weights.

- **Optimize for legibility.** When someone designs a font family, they are usually designing it for a specific purpose. Fonts meant for headlines usually have tighter letter-spacing and shorter lowercase letters, while fonts meant for smaller sizes have wider letter-spacing and taller lowercase letters.

- **Choose Popular fonts.** If a font is popular, it's probably a good font. Most font directories will let you sort by popularity, so this can be a great way to limit your choices. Inspect some of your favorite sites and see what typefaces they are using.

Do This ✓

TYPOGRAPHY

Web typography is one of the essential aspects of designing good websites. This affects, to a greater extent,readability,user engagement, brand identity and ultimately customer experience.

Don't Do This ✗

TYPOGRAPHY

Web typography is one of the essential aspects of designing good websites. This affects, to a greater extent, readability,user engagement, brand identity and ultimately customer experience.

Fonts in use

https://fontsinuse.com/

Futura

Staff Pick

...ype

...etype

Work Sans

Space Grotesk

Source Serif

Mier

Resial

JHA Times Now

The Monthly

AFTER ASSANGE

Artific

LLU BCN

...hing we've

...hrough
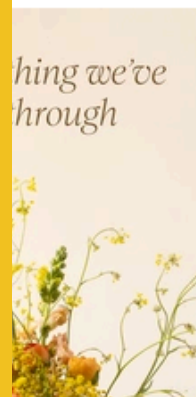
Zoran

ClashRoyale

汉仪皇室战争体

Chocolate Watch

No Way Out

Bragga

CASLON
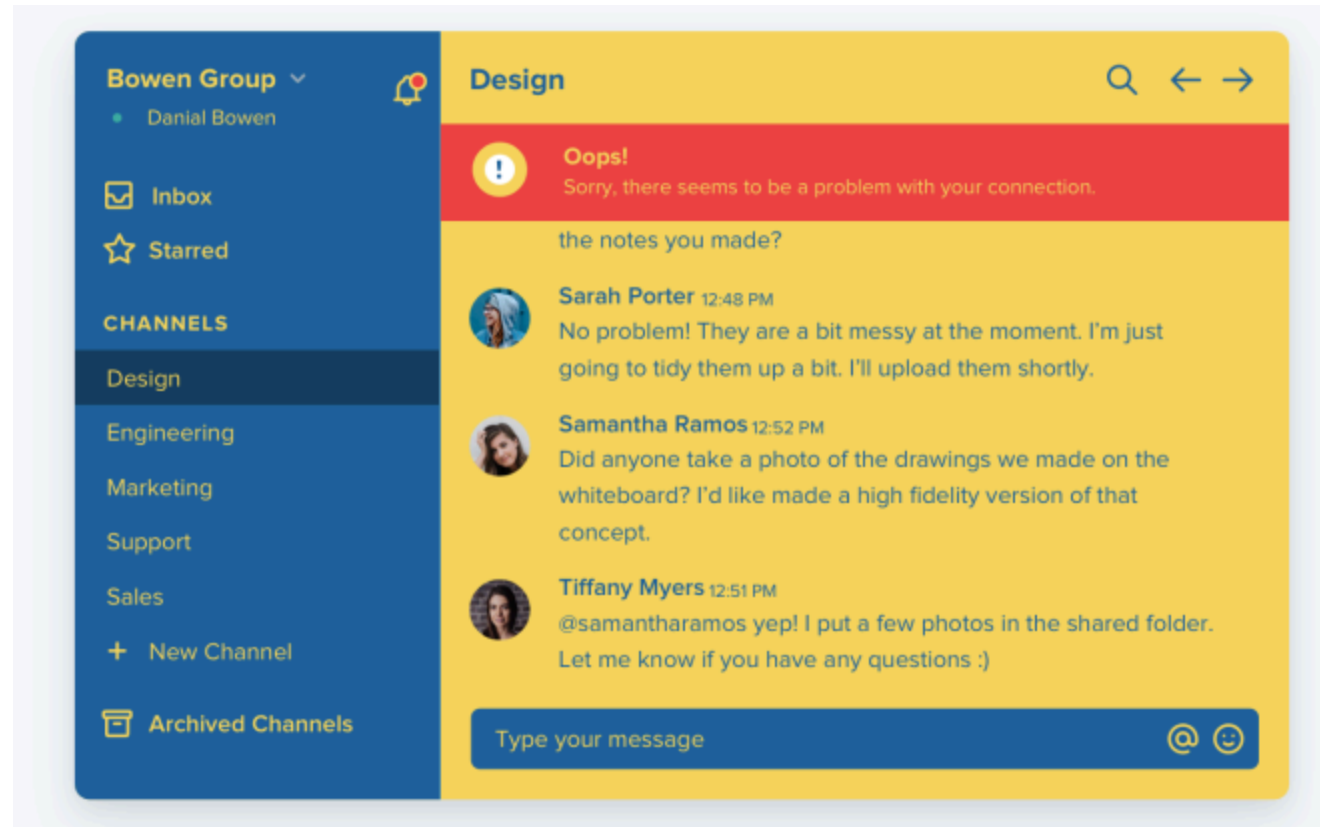
People notice first:

a shape Δ
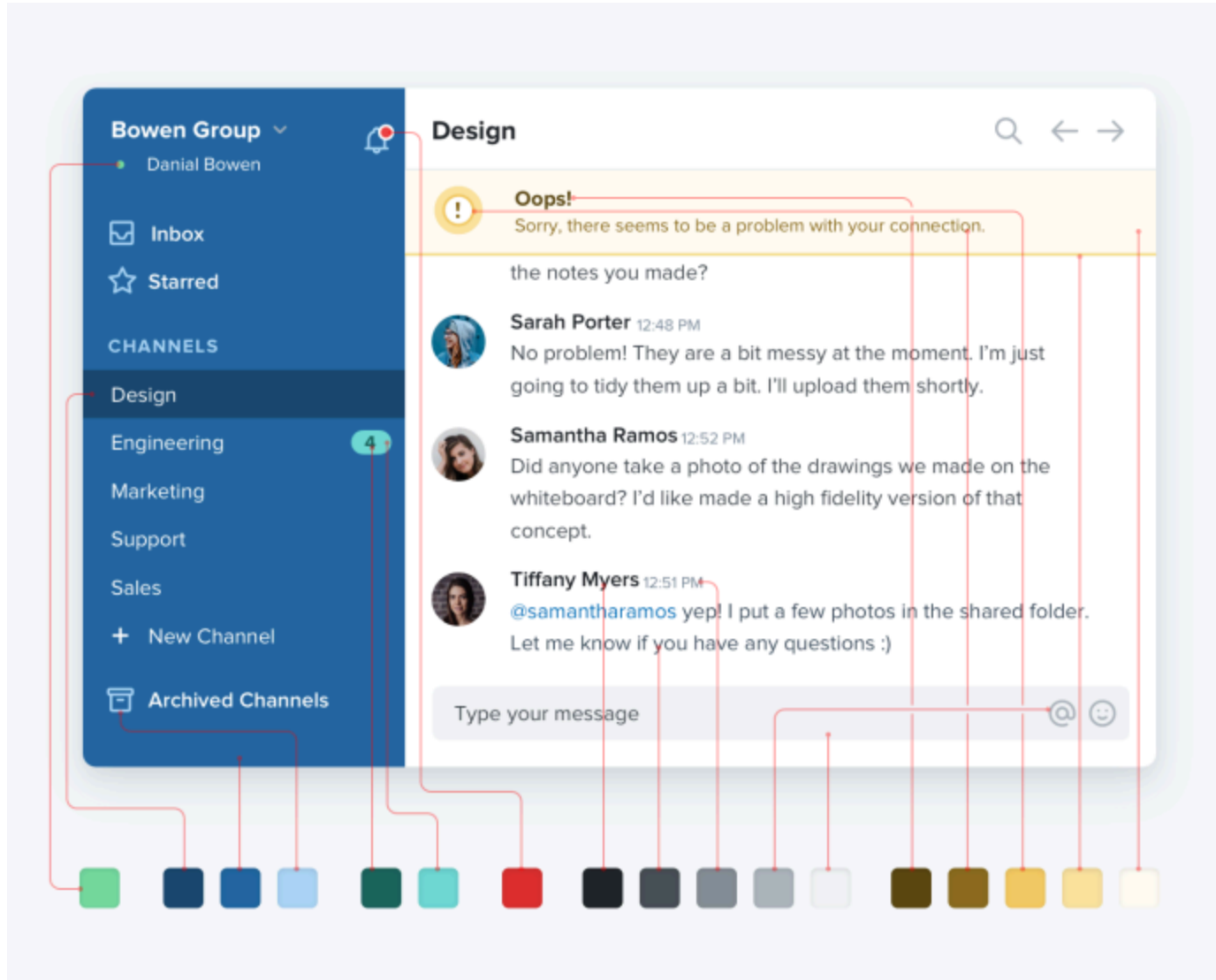**then color**
and lastly content

Color

There's a lot of science out there on the psychology of color, but in practice, you really just need to pay attention to how different colors feel to you.

Choosing primary colors is not enough

You need more colors than you think

Choosing the colors

Preparation: make your layout design grayscale

Before choosing colors for your design, you should make the UI design grayscale so colors won't distract you. This decision will also swift your focus to the content and visual hierarchy of UI elements so you can tweak it before choosing the colors.

1. Select the base color

2. Create a color palette

3. Apply the palette to design

Principles of Color

1. **Keep it simple** – too many colours makes using them hard. One or two core colours are required for a logo. These colours shouldbecome the visual identifiers across different media.

2. The colours need to **complement each other**, yet have good contrast.

3. **Be distinctive** – check the colours your competition is using.

4. **Test, test and test** – how do the colours look on screen and in print, are there any cultural issues, do they stand out on different backgrounds?

5. Most importantly - your colours need to **express and enhance the meaning of your brand**, have relevance to your audience and last for a long time.

Choosing Primary Color

- **Red:** Coca-Cola or Nintendo – Implies excitement or happiness

- **Orange:** Nickelodeon or Fanta – Implies a friendly, fun time is ahead

- **Yellow:** Nikon or McDonalds – Implies optimism and happiness

- **Green:** Whole Foods or Animal Planet – Implies freshness and nature

- **Blue:** Walmart or American Express – Implies dependability and reassurance

- **Purple** Roku, Twitch – Purple is associated with royalty, fantasy, and flowers

- **Brown:** Nespresso or UPS – Implies a reliable product that can be used by anyone

- **Black:** Chanel or Prada – Implies luxury or elegance

- **White:** Apple or Nike – Implies sleek, user-friendly products

Tools

- **Coolors:** https://coolors.co

- **Colorsafe:** http://colorsafe.co/

- **Adobe Color:** https://color.adobe.com/

...

- **UXPro Collection of Color Tools:** https://uxpro.cc/toolbox/visual-design/colors/

Examples of Design Systems

- Google Material Design System. https://material.io/

- Apple Human Interface Guidelines. https://developer.apple.com/design/

- Atlassian Design System. https://atlassian.design/

- Shopify Polaris. https://polaris.shopify.com/

- Uber Base Web. https://baseweb.design/

- Taltech. https://taltech.ee/brand

- Tartu Ülikool. https://ut-stiiliraamat.voog.com/

- UK Government Design System. https://design-system.service.gov.uk/

See also: Design Systems in Finland. https://github.com/viljamis/design-systems-in-finland

Links

- Everything you need to know about Design Systems. https://uxdesign.cc/everything-you-need-to-know-about-design-systems-54b109851969#
- A Brief Guide to Creating a UI Style Guide. https://xd.adobe.com/ideas/process/ui-design/ui-style-guide-template/
- 10 great design systems and how to learn (and steal) from them https://uxdesign.cc/10-great-design-systems-and-how-to-learn-and-steal-from-them-4b9c6f168fa6
- Typography for Developers. https://css-tricks.com/typography-for-developers/
- How to Use web fonts. https://blog.logrocket.com/how-to-use-web-fonts-in-css-a0326f4d6a4d

Thank you!