Color Theory to help you choose your Theme

Typography

Search

Learn how contrast affect your design

Use gradients for a more elegant look

The Golden Rectangle and The Golden Spiral

Square

Golden Rectangle

Pixsel Academy

Grids

Consistency in Iconography

Learn to create stylish forms

Send

Layout

Typography

en Rectangle and Th

Combinat

contrast affect your desig

Color Theory to help you cho

101

Dos & Don'ts

of UI Design

Learn How Even Minor Changes can have a
Significant Impact on the Quality of Your Design.

Pixsel Academy

An Introduction

First of all, Thank You so much for getting this "UI Pedia" for yourself.

Secondly, let us introduce ourself – "We are the team of qualified designer at Pixsel who aim to provide the best knowledge to upcoming Designers. We think that sharing the knowledge we have, will bring the community together.

With this hope, the Instagram page named – Pixsel Academy was created.

As we were sharing the knowledge through our posts yet, we decided to make this freebie for our followers that contains around 101 UI design tips.

I hope, this will help you in a way and that's what our mission is. Providing the knowledge and resourses that we can.

Let's all grow together and grow this community even bigger.

Thank You so much.

Let's begin

Tip - 1 # Human-like Language

APPLE Airpods Pro
with MagSafe Charging Case Bluetooth Headset

In stock: **7**　　　　　**₹21,900**

🛒 **Cart**

❌

Avoid using Robotic language, this will make user confused.

APPLE Airpods Pro
with MagSafe Charging Case Bluetooth Headset

Only **7** left in stock!　　　**₹21,900**
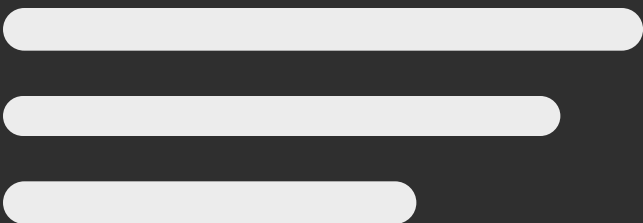
🛒 **Add to Cart**

✅

Use human-like language to connect labels and values.

Tip - 2 Limit Saturation

Title

Button

Adding elements with high saturation will damage the contrast of your dark UI.

Title
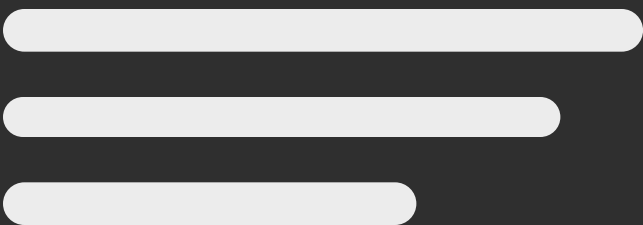
Button

Avoid going beyond **200 - 500** of tone level when using colors.

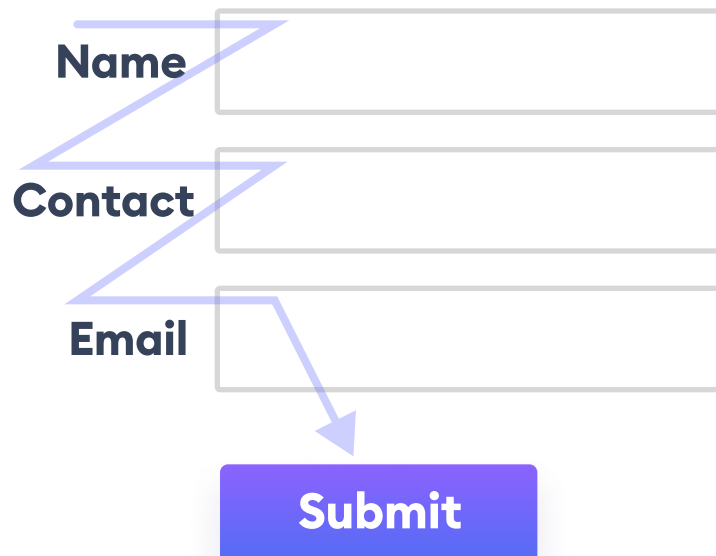**Tip - 3** **Making 2 Color Palettes**

Avoid using same color palettes for both Dark and Light mode.

Most of the people prefer light theme. So, make a different color palette with darker shades.

Tip - 4 Horizontal Alignment

Name

Contact

Email

Submit

❌ Inconsistent alignment looks very unprofessional and hard to follow.

Name

Contact

Email

Submit

✅ Using **horizontal** alignment make user's orient much better and faster in forms.

Tip - 5 # Menu Representation

New Tab

New Incognito

Recent Tabs

Downloads

History

Bookmark

❌

Avoid using only labels for complex or abstract functions.

New Tab

New Incognito

Recent Tabs

Downloads

History

Bookmark

✅

Use Icon + Label representation to create rational and emotional impact.

Tip - 6 **Breaking Up Content**

Property Feature

Beautiful waterfront location. 98% of recent guests gave this location a 5-star review. Fast check-in experience. 95% of recent guests gave the check-in experience a 5-star review. Free secure parking. This property features a single lock-up garage with storage.

Avoid using only text for showing important features.

PROPERTY FEATURES

📍 **Beautiful Waterfront Location**
98% of recent guests gave this location a 5-star review.

🔑 **Fast check-in experience**
95% of recent guests gave the check-in experience a 5-star review.

🚗 **Free secure parking**
This property features a single lock-up garage with storage.

Allow people to quickly scan content by using descriptive headings and icons.
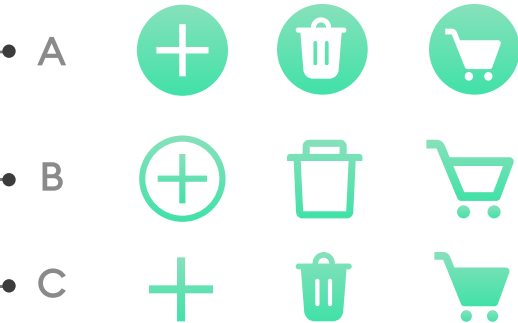
Tip - 7 Icon Consistency

Icons

See our Icons collections:

Inconsistent icons could create a risk of confusion and can hurt brand's visual credibility.

Icons

See our Icons collections:

A

B

C

Use a consistent icon set for better communication among the users.

Tip - 8 Descriptive Options

Discard draft

Are you sure you want to cancel your upload?

OK   Cancel

This is an example of bad UX. It creates confusion for users to select an option.

Discard draft

Are you sure you want to cancel your upload?

Yes, Cancel   Don't Cancel

Having options with clear description helps the users to take decision as per his/her choice.

Tip - 9 Process Bar

Payment

| PayPal | Card |

Card Number:

Expires on: CVV:

Cardholder Name:

Pay Now

Here user won't be able to track their process in the flow.

Shipping
Detals   Payment   3

| PayPal | Card |

Card Number:

Expires on: CVV:

Cardholder Name:

Pay Now

Use a process bar to indicate the user's status in the process flow.

Tip - 10 **Tooltips & Guides**

Username:

pixselacademy

Password:

****

Login   Cancel

1 error found ⓘ

❌

Here users will find it difficult to locate the error and the reason for the same.

Username:

pixselacademy   ⓘ

Username not valid!

Password:

****

Login   Cancel

✅

Show the user where and why the error occurred. This help users to do the necessary changes.
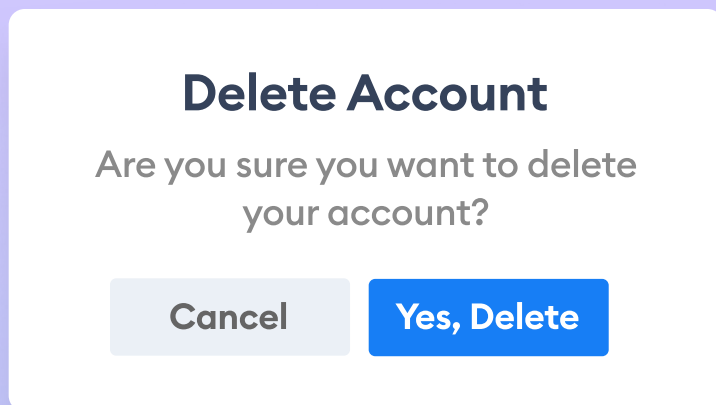
Tip - 11 **Fitt's Law**

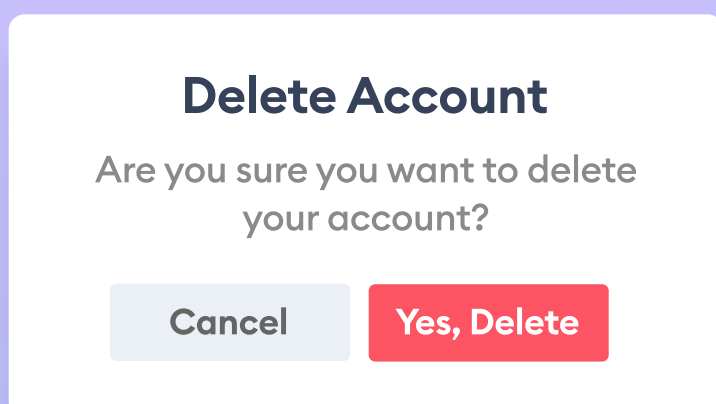**Small and Distanced CTA will acquire more time for users to take action.**

Keep main CTA big and closer to the thumb. This will help users to identify easily.

Tip - 12 # Color Psychology

Delete Account

Are you sure you want to delete your account?

Cancel   **Yes, Delete**

Blue color for destructive action looks normal.

Delete Account

Are you sure you want to delete your account?

Cancel   **Yes, Delete**

Red color for destructive action alerts the users and act as a warning sign.

Dos & Don'ts for UI Design

Tip - 13 Fewer Font Sizes

16 —— **Email:**

12 —— Enter your email

Password:

Enter your password

32 —— **Sign in**

The more font sizes, the longer it takes to process the form.

12 —— **Email:**

Enter your email

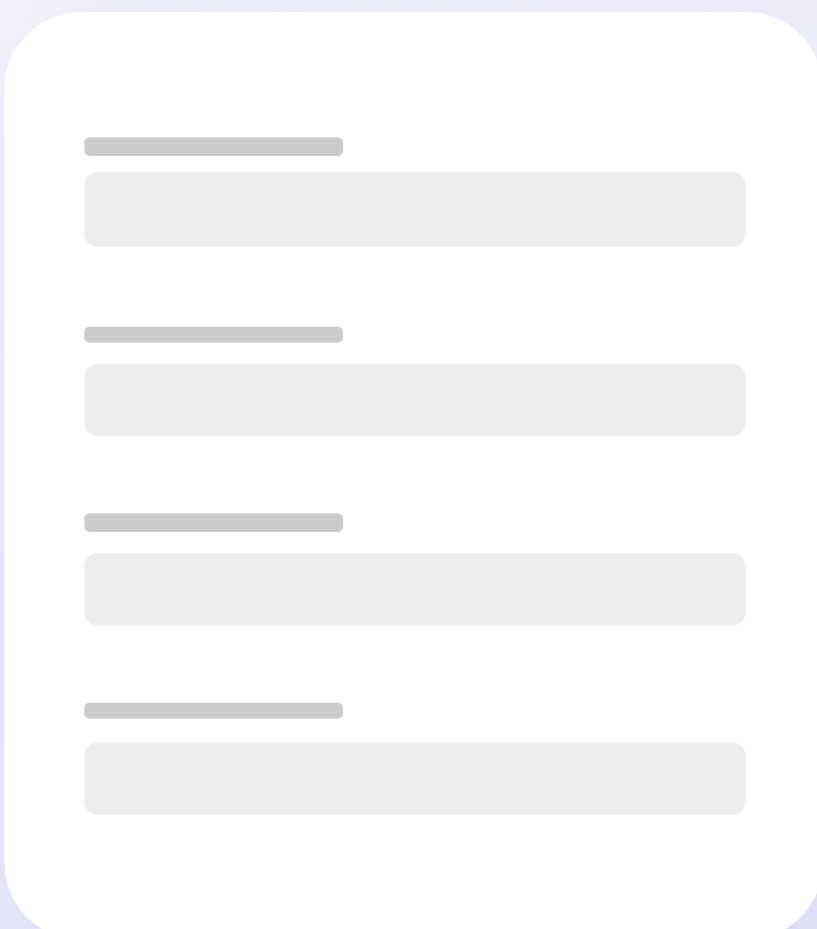**Password:**

Enter your password

32 —— **Sign in**

Try to differentiate the font only between sections and actions.

Tip - 14 # Single Column Form

Multiple columns disrupt a user's vertical momentum.

Use a single column on small forms, or group them on other cases.

Tip - 15 Avoid Pure Black

Black
#000000

❌

Pure black or white can cause uneasiness in user's eyes.

Dark Grey
#333335

✓

Avoid using pure black instead, you can use variation like this.

Tip - 16 Social Media Login First

Log In

Username

Password

Log In

or log In with

Facebook

Don't,have an account? Create here

Avoid using registration form before social media login option.

Log In

Facebook

or log In with

Username

Password

Log In

Don't,have an account? Create here

Using social media login first help the user to see it first and help to log in without filling the registration form.

Dos & Don'ts for UI Design

Tip - 17 **Text Alignment**

📍 **Beautiful Waterfront Location**

98% of recent guests gave this location a 5-star review.

🔑 **Fast check-in experience**

95% of recent guests gave the check-in experience a 5-star review.

🚗 **Free secure parking**

This property features a single lock-up garage with storage

❌

Unaligned text creates difficulty for users to scan the content.

📍 **Beautiful Waterfront Location**
98% of recent guests gave this location a 5-star review.

🔑 **Fast check-in experience**
95% of recent guests gave the check-in experience a 5-star review.

🚗 **Free secure parking**
This property features a single lock-up garage with storage

✅

Aligning text is an easy way to clean up your design and make content easy to read.

Tip - 18 # Checklist Vs Radio Button

What are your favourite skills?

☐ Programming

☑ Design

☐ Videography

☐ Photography

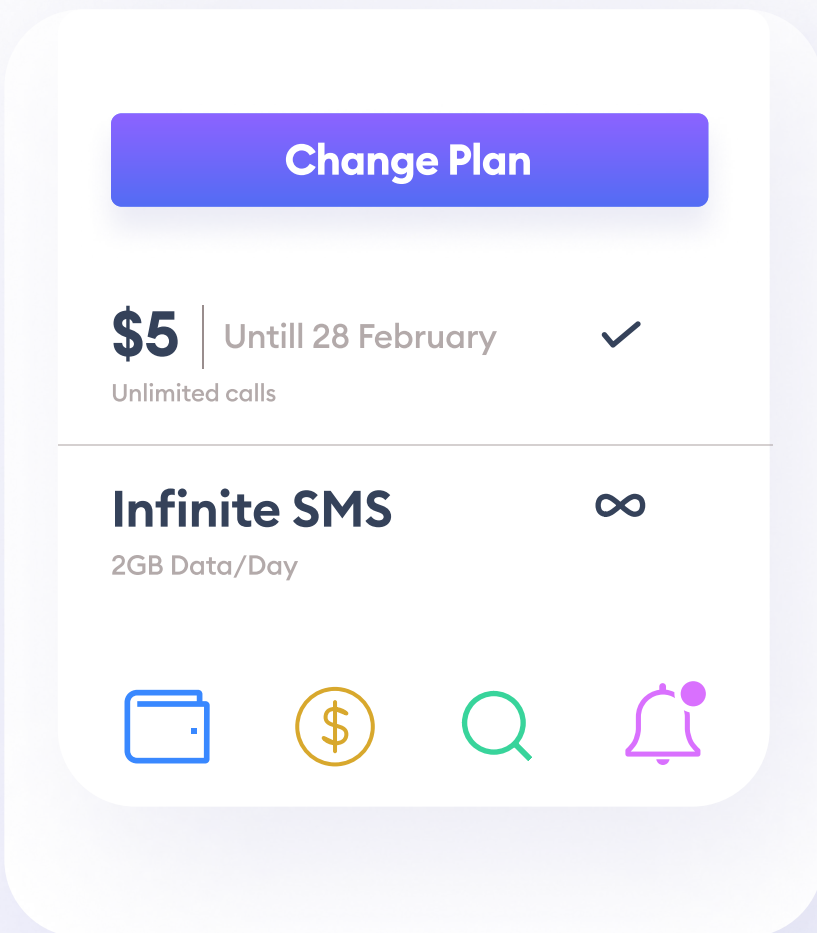☑ Marketing

Checklist is use for multiple choice selections.

What are your favourite skills?

○ Python

○ Java

○ Ruby

◉ JavaScript

○ Swift
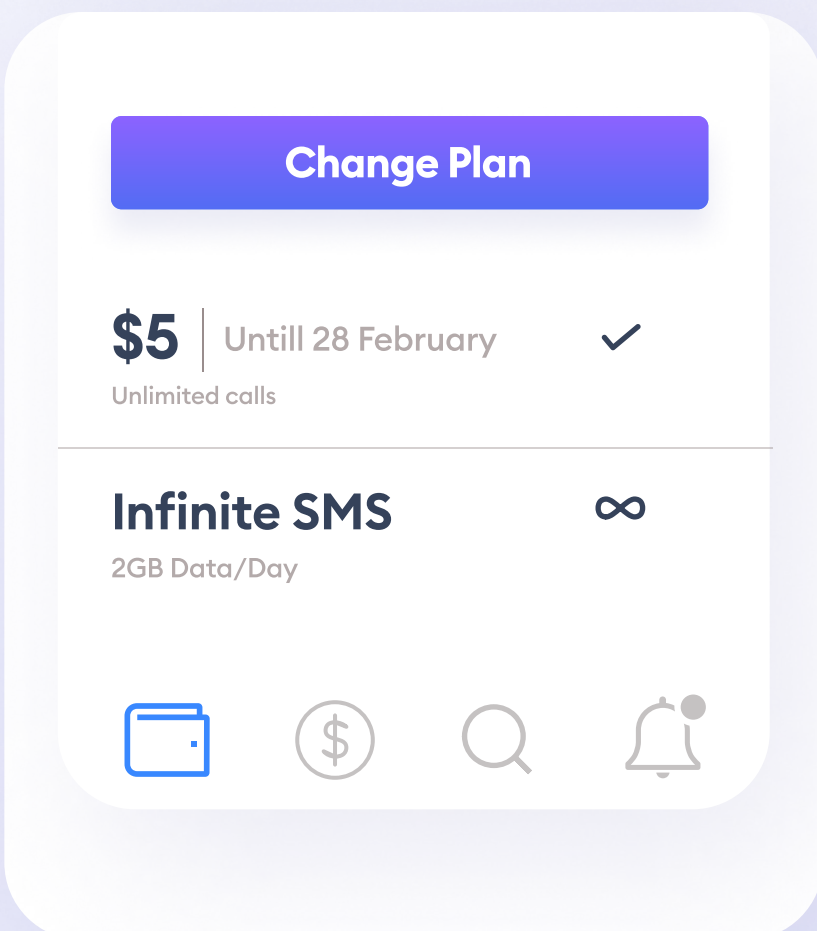
Whereas, Radio buttons are use for single choice selections.

Dos & Don'ts for UI Design

Tip - 19   Selection Color

Change Plan

$5 | Untill 28 February   ✓
Unlimited calls

Infinite SMS   ∞
2GB Data/Day

❌

Multiple colour navigation adds to the cognitive load.

Change Plan

$5 | Untill 28 February   ✓
Unlimited calls

Infinite SMS   ∞
2GB Data/Day

✅

Try keeping colours to two, with one to denote the selection.

Tip - 20 **Space the Sections**

Options

New Tab

New Incognito

Recent Tabs

More

Settings

Add Account

Sign out

Using new element like "a line" just to create a division is not ideal option.

Options

New Tab

New Incognito

Recent Tabs

More

Settings

Add Account

Sign out

Instead use spacing to create divisions whenever required.

Tip - 21 **Different Shades For Layers**

New Tab

New Incognito

Recent Tabs

Downloads

History

Bookmark
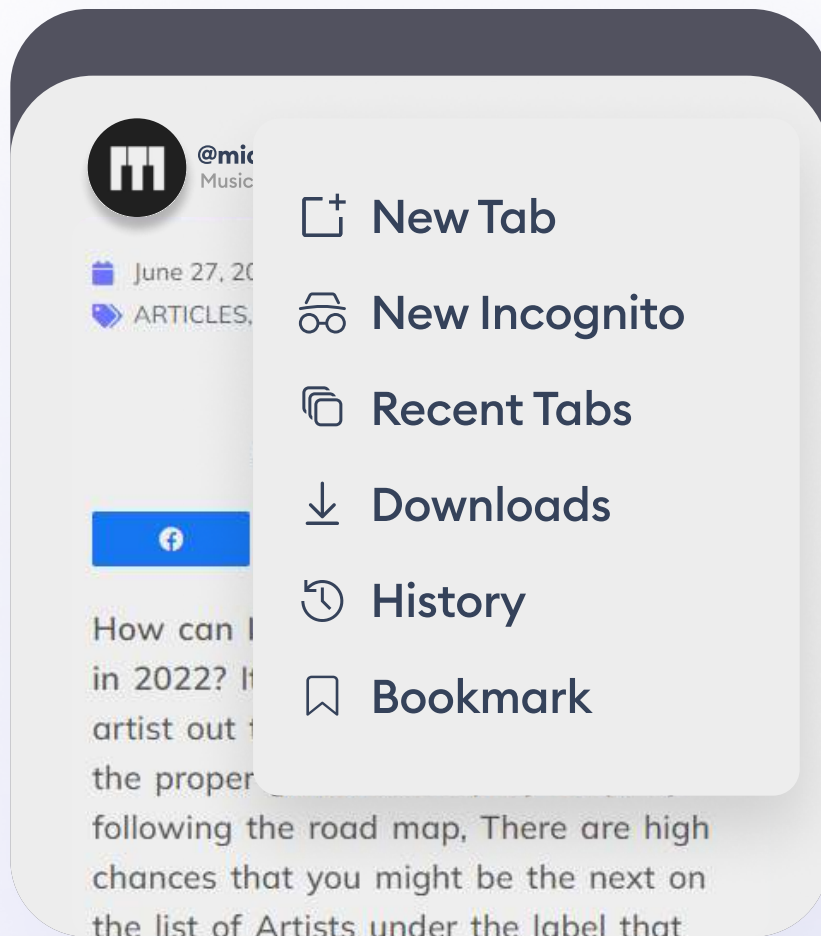
Similar shades for different layer creates uneasiness to the eyes.

New Tab

New Incognito

Recent Tabs

Downloads

History

Bookmark
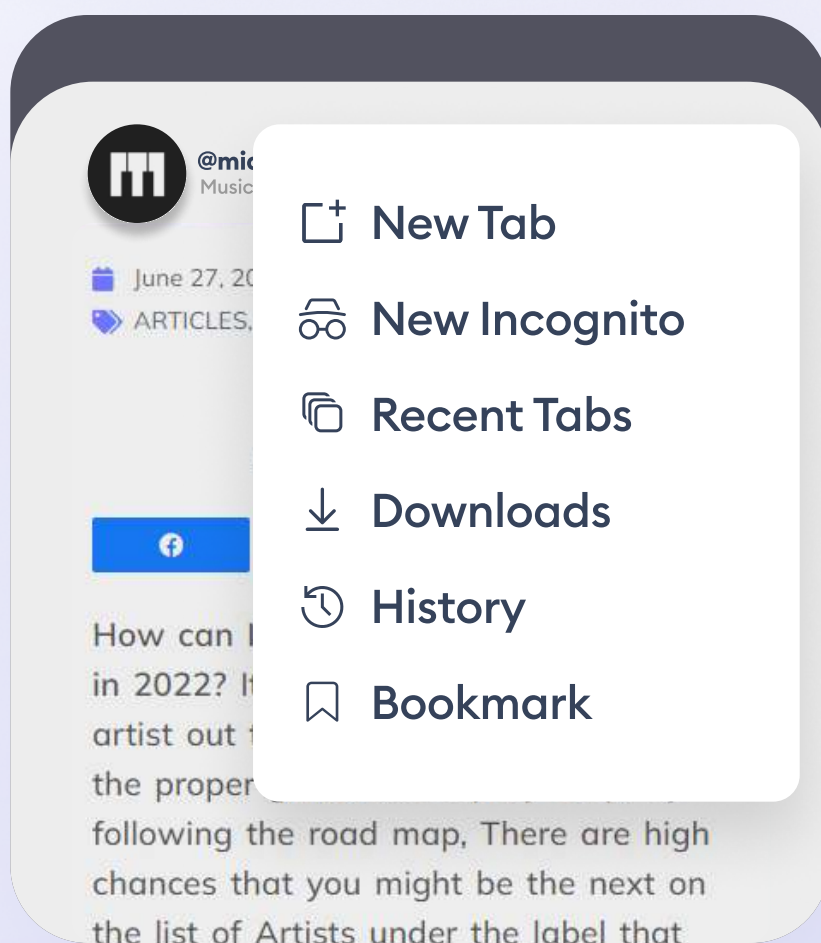
Keep the second layer such as drop-down at least 2 shades or tints different than the background.

Tip - 22 **Padding & Margin**

Photography Workshop

❌ Less margin and padding destroy visual hierarchy of the page and looks cluttered.

Photography Workshop

✅ Use **more padding** and **margin** to give better breathing space for the design.

Tip - 23 Pattern Repetition

Choose your Footwear type:

Loafers | Sneakers | **Sandals**

Select your size: ⓘ

7 | **8** | 9 | 10 | 11

Quantity:

− | 2 | +

User Experience almost worsens due to any strange differences in visual elements between screens.

Choose your Footwear type:

Loafers | Sneakers | **Sandals**

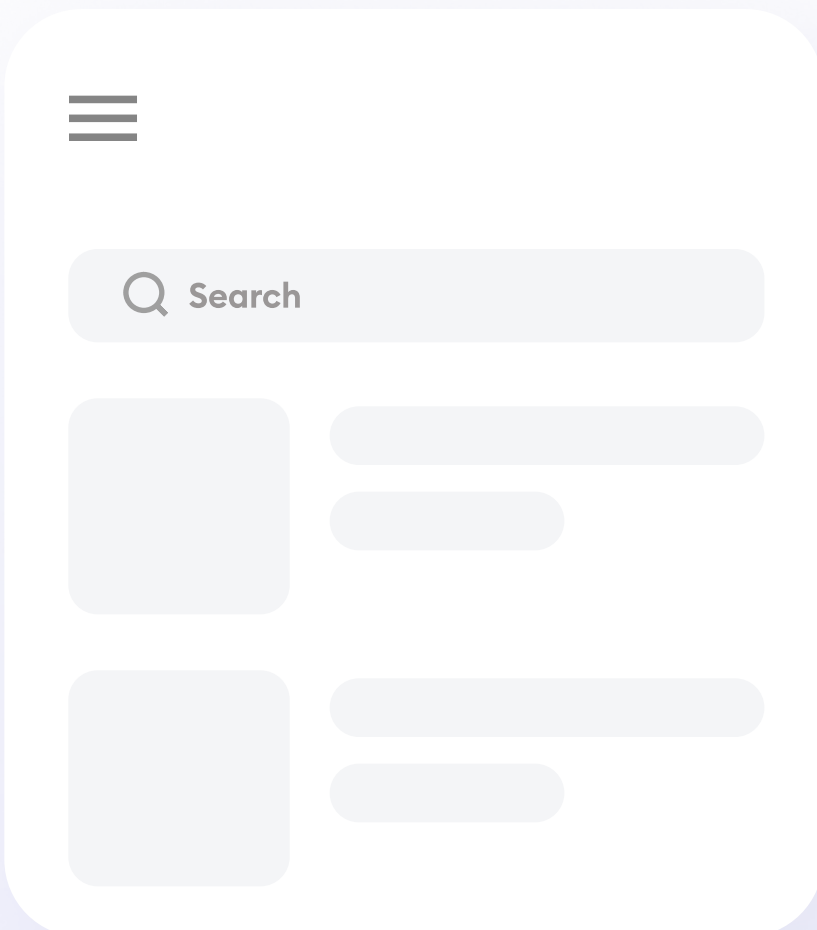Select your size: ⓘ
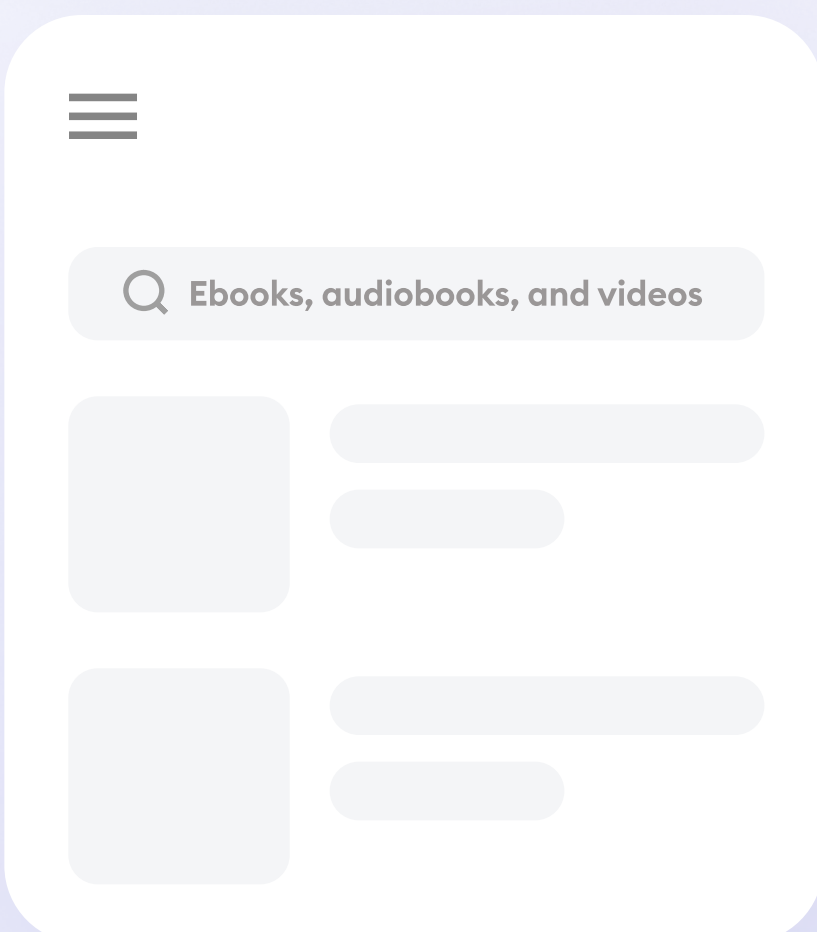
7 | **8** | 9 | 10 | 11

Quantity:

− | 2 | +

Maintain consistency to make users not to force themself to learn new representations or toolsets for each task.
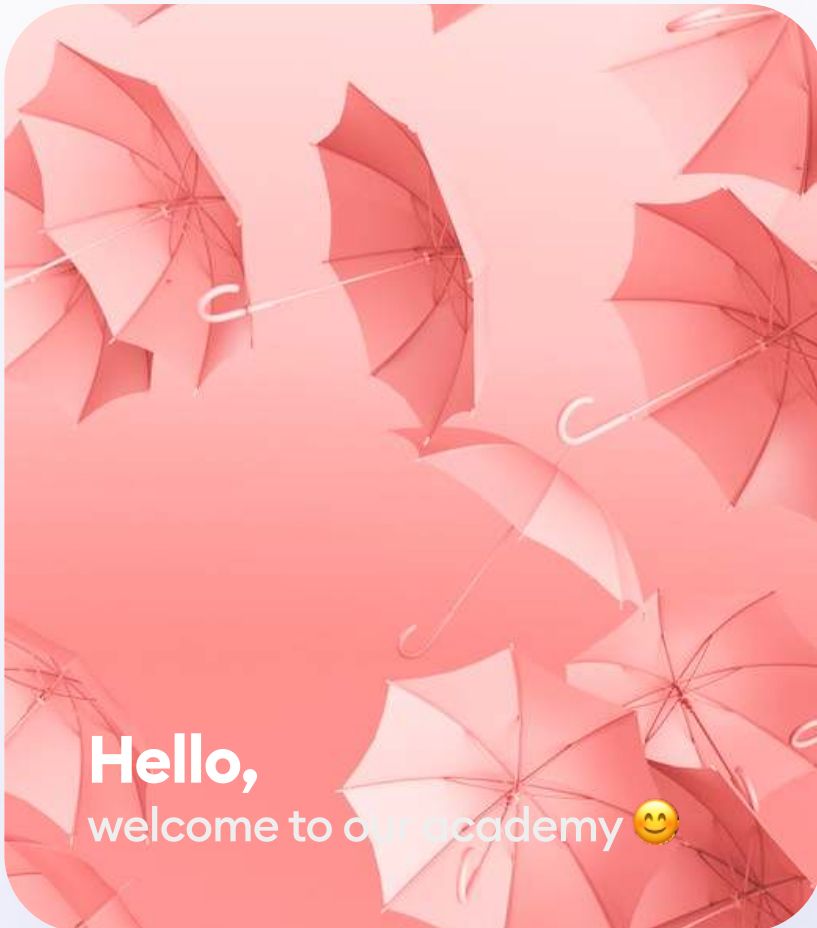
Tip - 24 Search Input

Search

User will feel clueless about what kind of information he can look up without placeholder text in search field.

Ebooks, audiobooks, and videos

Use placeholder text in search field to **give hint** to the users about what kind of information to look up.

Dos & Don'ts for UI Design

Tip - 25   Add Contrast with Overlay

Hello,
welcome to our academy 😊

❌

Without contrast the text does not seems to appear clearly because of the bright image.

Hello,
welcome to our academy 😊

✅
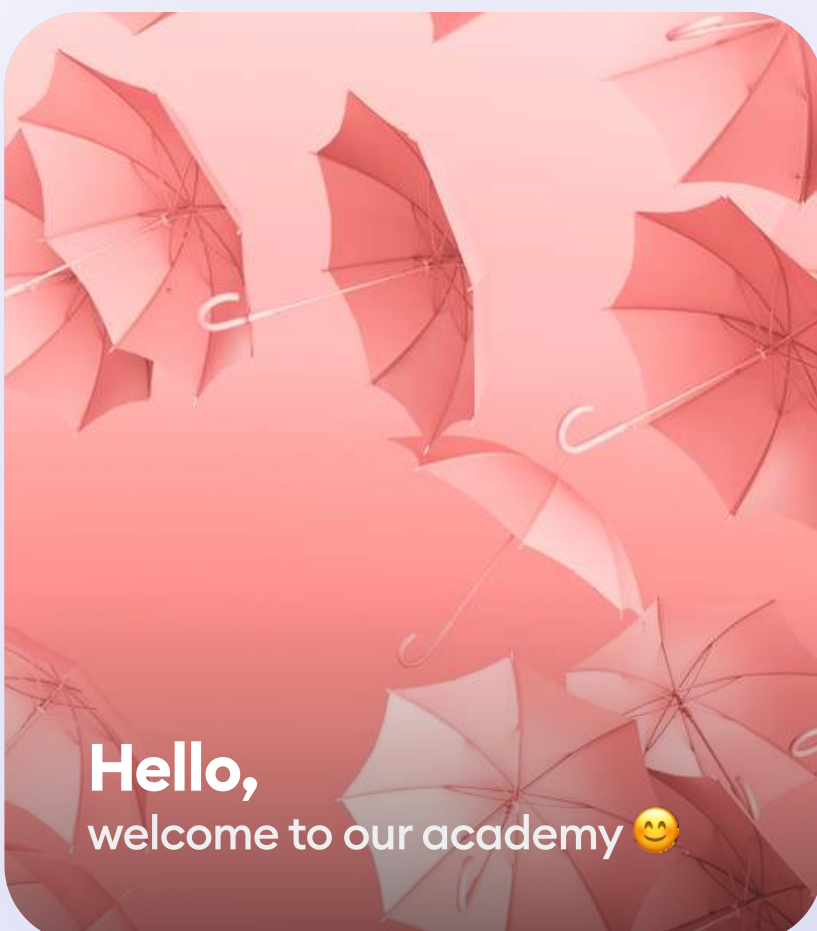
Add contrast with overlay to make your text more visible if the original image isn't dark enough

Tip - 26 **Gradient Tip**
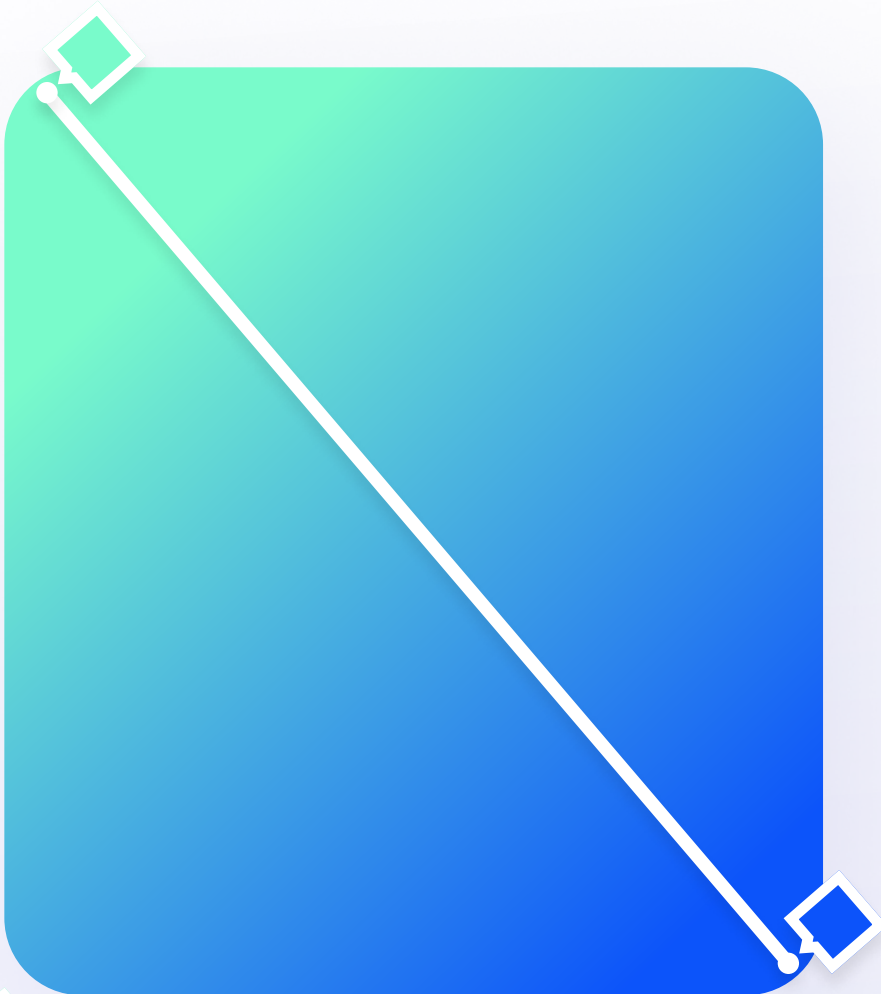
Gradient with close end points looks direct and sharp which creates bad impression.

To achieve a smooth gradient, make the gradient handle's start and end farther away from the object.

Tip - 27 **Onboarding Tip**

Before we start

We have a few questions, How much time do you plan spending on the app?

Pick the frequency ▼
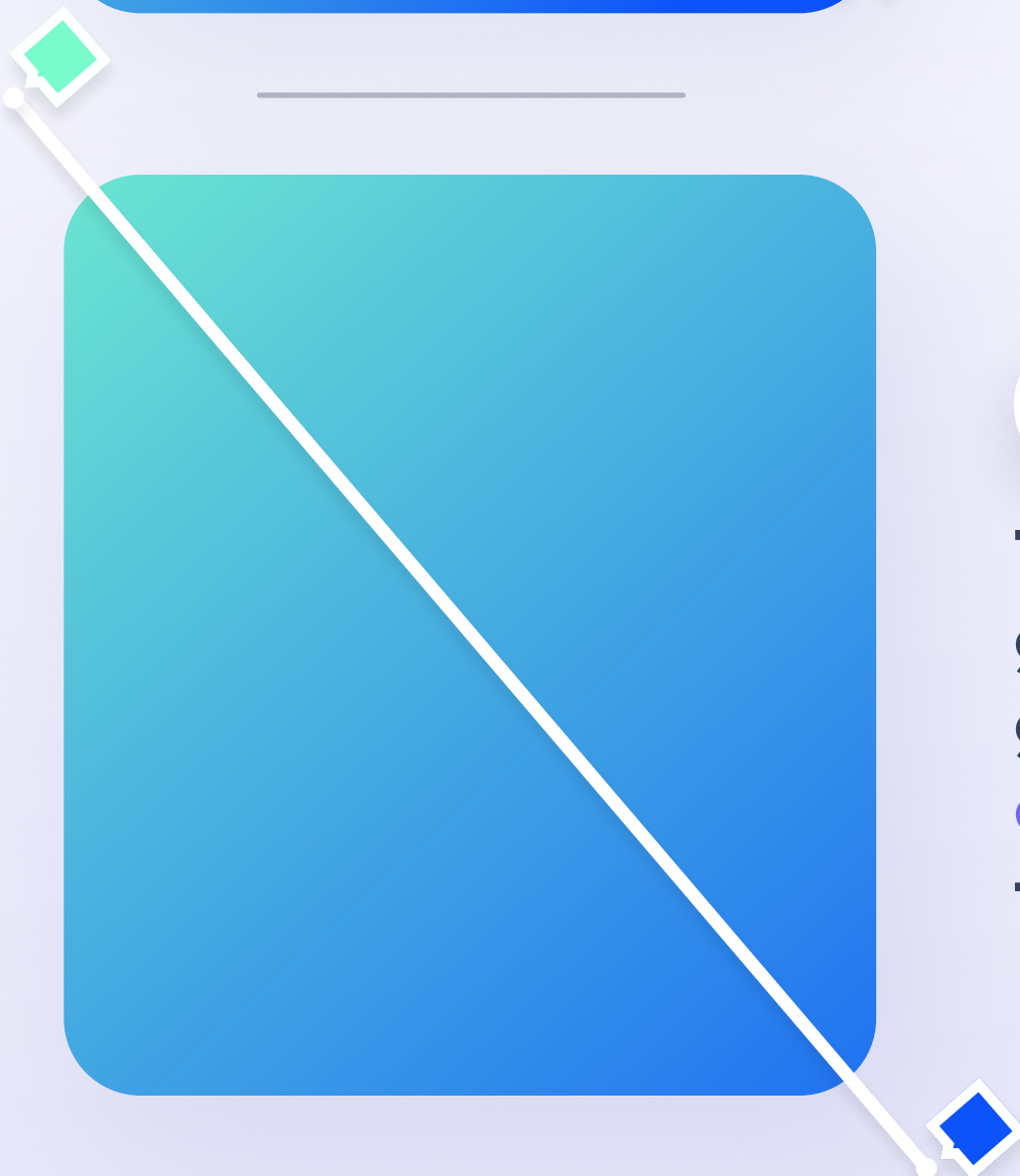
Next ▶

❌

Here the user are not familiar with how many steps or procedures they have to attempt.

Before we start

We just have one question, How much time do you plan spending on the app?

Pick the frequency ▼

Next ▶

● ● ● ● ●

✅

Use some visual elements to show the steps or proceducers.

Tip - 28 **Make CTA Stand Out**

PRO 🚀

$120/m

- Unlimited projects
- Shareable files
- Multiple editors

Get Pro

CTA having dull color creates less attention. So it become hard for user to click on it.
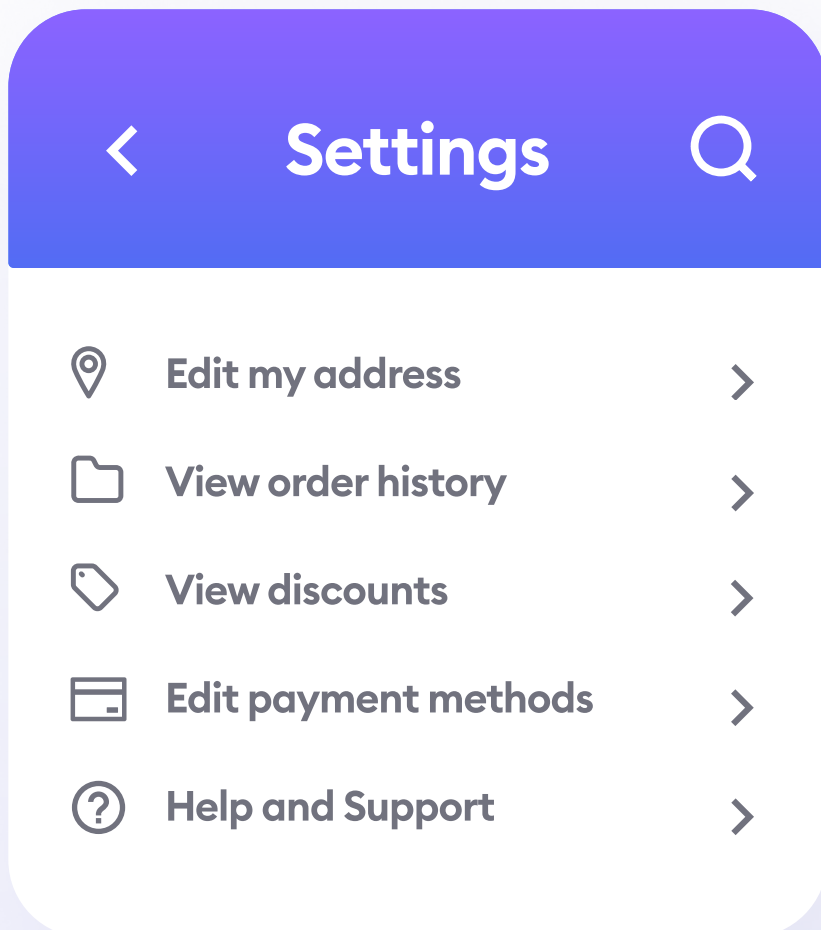
PRO 🚀

$120/m

- Unlimited projects
- Shareable files
- Multiple editors

Get Pro

Use primary color to make the CTA stand out and encourage action.

Tip - 29 Cut off Verbs in Label

Settings

〈   **Settings**   🔍

📍 Edit my address 〉

📁 View order history 〉

🏷 View discounts 〉

💳 Edit payment methods 〉

❓ Help and Support 〉

❌

Using verb in labels makes it long and seems too detailed.

Settings

〈   **Settings**   🔍

📍 My address 〉

📁 Order history 〉

🏷 Discounts 〉

💳 Payment methods 〉

❓ Help and Support 〉

✅
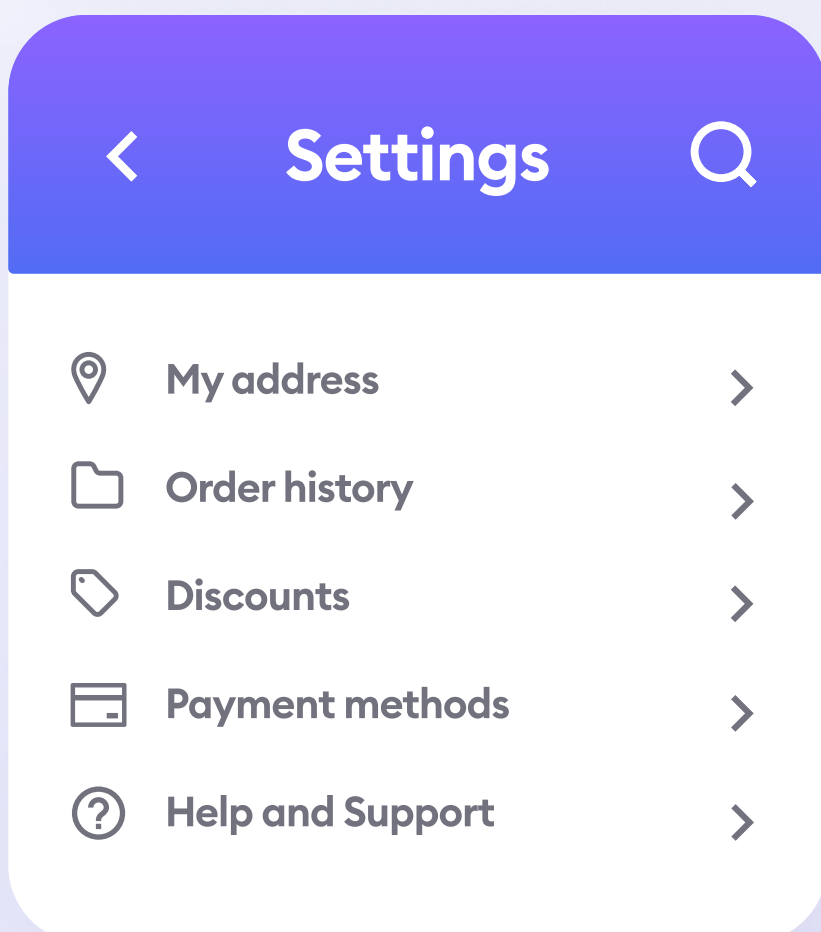
Avoid using verb in labels if it is clear enough to express the action.

Tip - 30 **Button Hierarchy**

Log In

Phone or email

Password

Log In

Sign Up

Button without hierarchy harms the visual representation and make user hard to take desicions.

Log In

Phone or email

Password

Log In

Sign Up

Utilize button hierarchy to help user make a clear choice.

Tip - 31 One Typeface is Good

Travelling

Why Travel the World this year?

If you travel, you will not only learn about foreign cultures, but about your own as well.

Avoid using different typefaces, this creates confusion and harms the readability of the page.
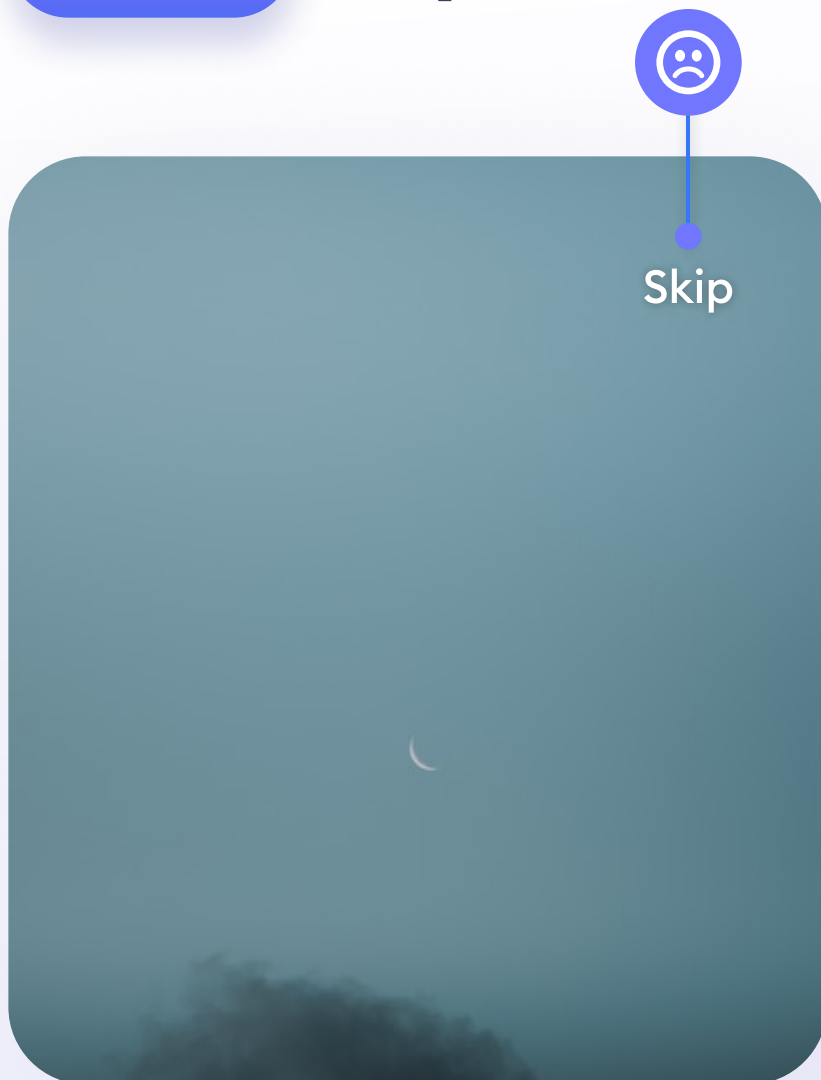
Travelling

Why Travel the World this year?

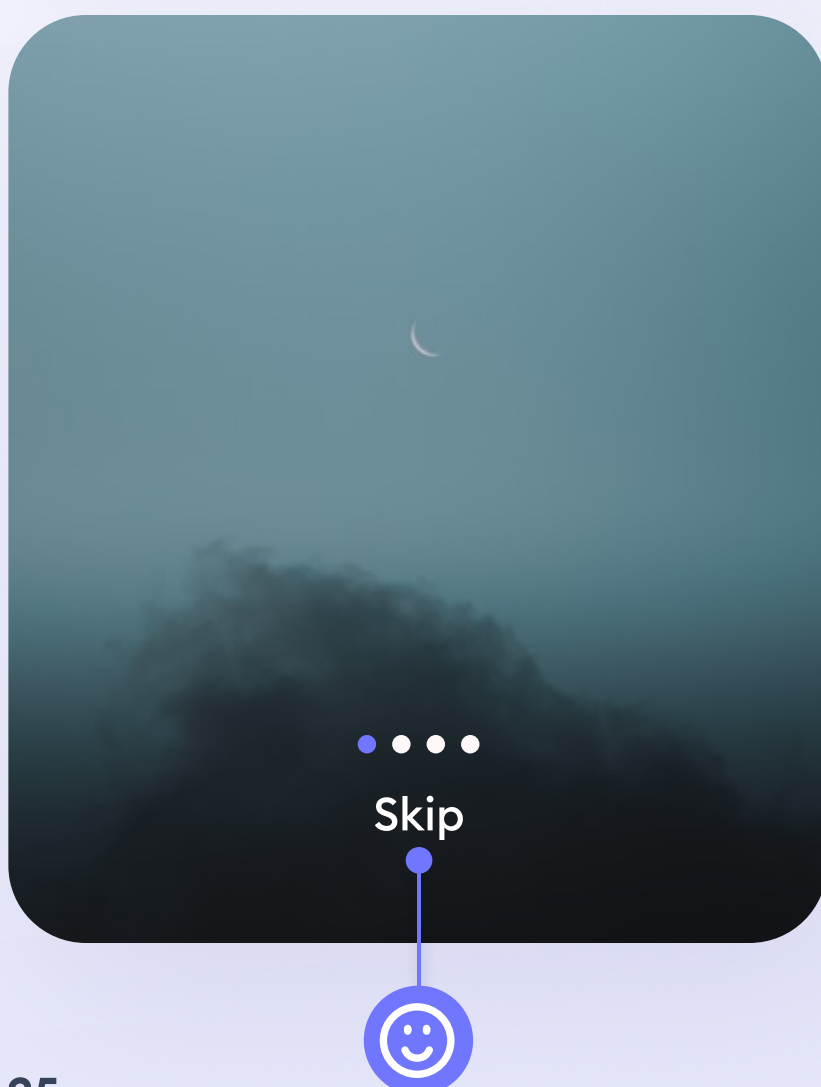If you travel, you will not only learn about foreign cultures, but about your own as well.

Keeping your typefaces consistent is the key to avoiding confusion. Sticking to a typeface help the users to understand a pattern.
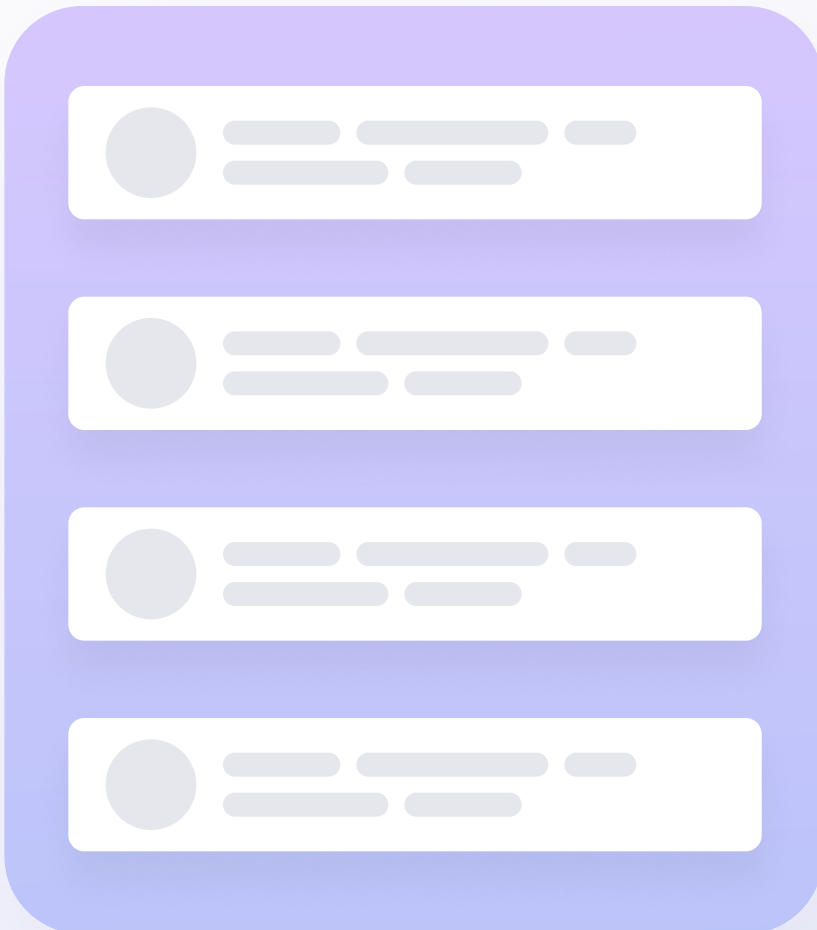
Tip - 32 **Improve Onboarding Experience**

Skip

❌

Placing skip link in the top corners will make it little difficult for user to reach.

✓

Enable users to skip your Mobile App Onboarding sequence at any time, and place that Skip link within easy thumb reach.

Skip

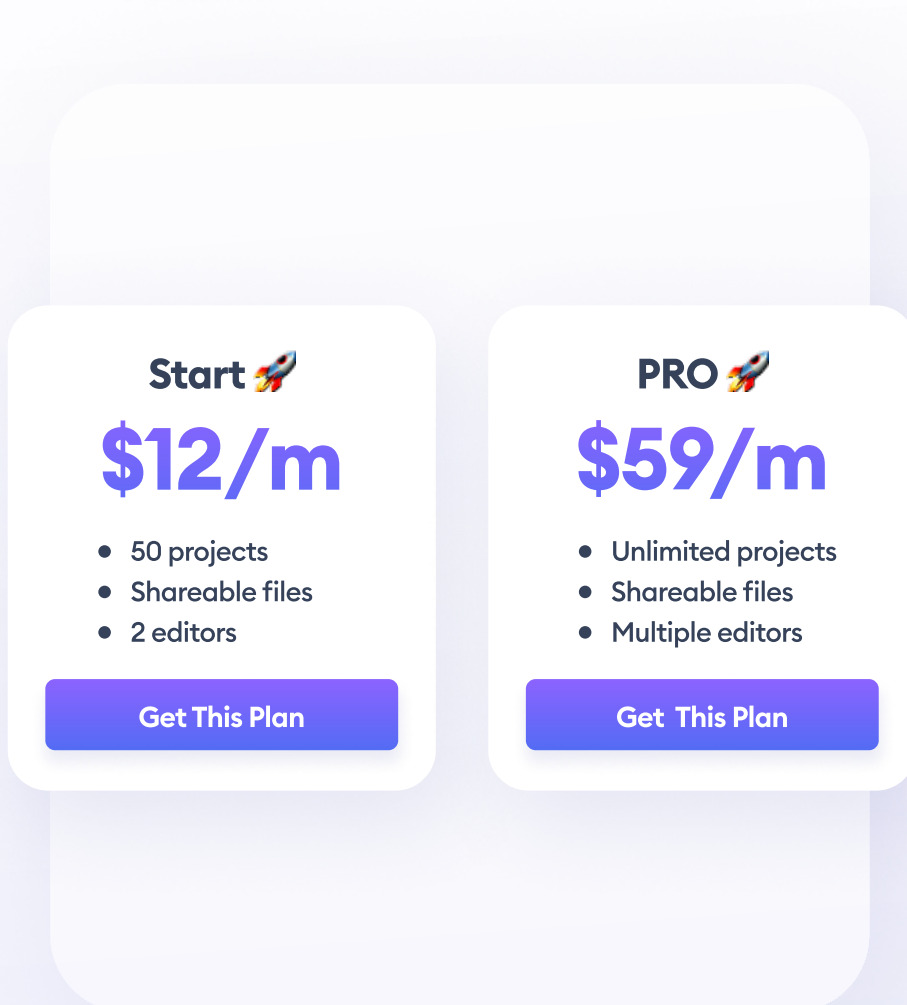**Tip - 33** **Make Your Cards Look Clickable**

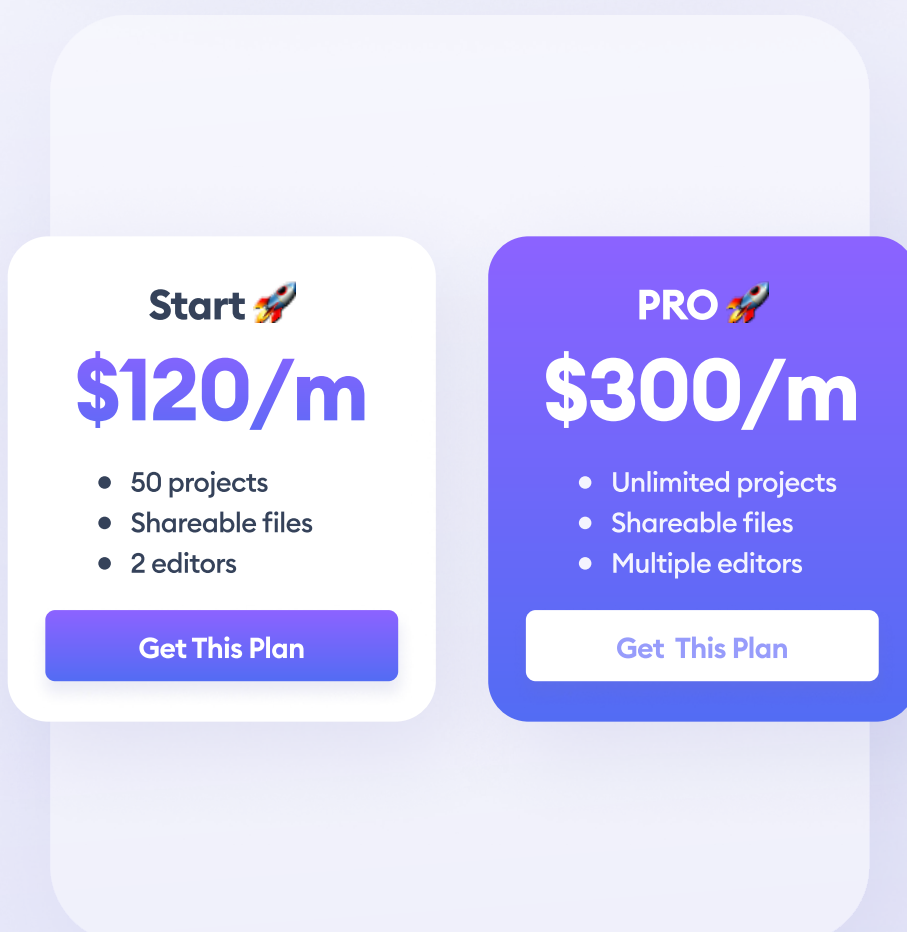**In this case, cards fail to indicate that they're clickable.**

Apply >

Apply >

Apply >

Apply >
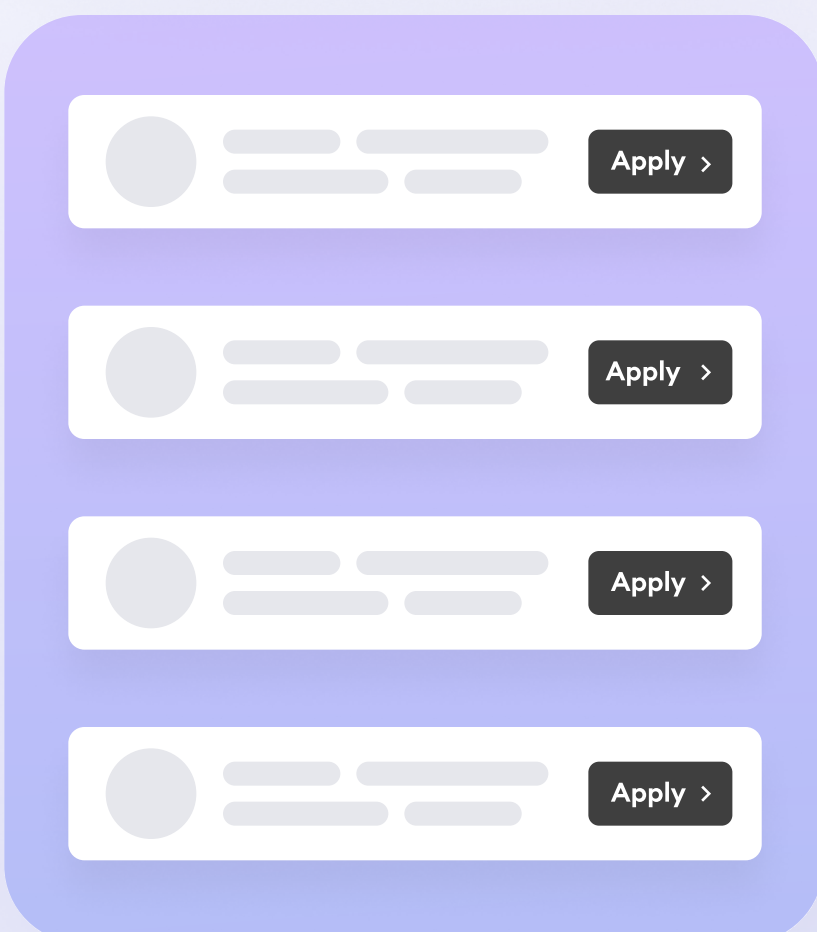
use an actionable button to prompt clickability and describe the action.

Tip - 34 # Highlight The Best Plan

Start 🚀
$12/m
- 50 projects
- Shareable files
- 2 editors

Get This Plan

PRO 🚀
$59/m
- Unlimited projects
- Shareable files
- Multiple editors

Get This Plan

❌ **Having same color for both plan makes the most used plan less of no importance.**

Start 🚀
$120/m
- 50 projects
- Shareable files
- 2 editors

Get This Plan

PRO 🚀
$300/m
- Unlimited projects
- Shareable files
- Multiple editors

Get This Plan

✅ **Always highlight the best plan to help users identify the most used plan and you promote your top offer.**

Tip - 35 **Avoid Too Wide Lines**

Wide lines can bore users and create readability problems.

Instead of pixels, you can restrict the character number per line as well for better visual representation of content.

Tip - 36 **Hick's Law**

Preferred Programming Language?

○ Python
○ Java
○ Ruby
◉ JavaScript
○ Swift
○ PHP
○ Scala
○ Kotlin

❌

More options create complexity of choices and leads to delay in making decision.

Preferred Programming Language?

○ Python
○ Java
○ Swift
◉ Others

    Type Here

✅

Provide user with less options for better and quick decision and also provide the 'other' section for entering their views.

Tip - 37 **Serial Positioning Effect**

User won't be able to switch
between pages without looking the
navigation bar carefuly.

Improper arrangement leads to difficulty in switching the pages.

Most Important Pages
Should be at the corners.

Users tend to remember the First & Last items in a series. So place the most important pages at the corners.

Tip - 38 **Use Input Masks**

Create an Account

Phone Number

Number

Date of birth

Date

Absence of input mask makes the user unsure about the format.
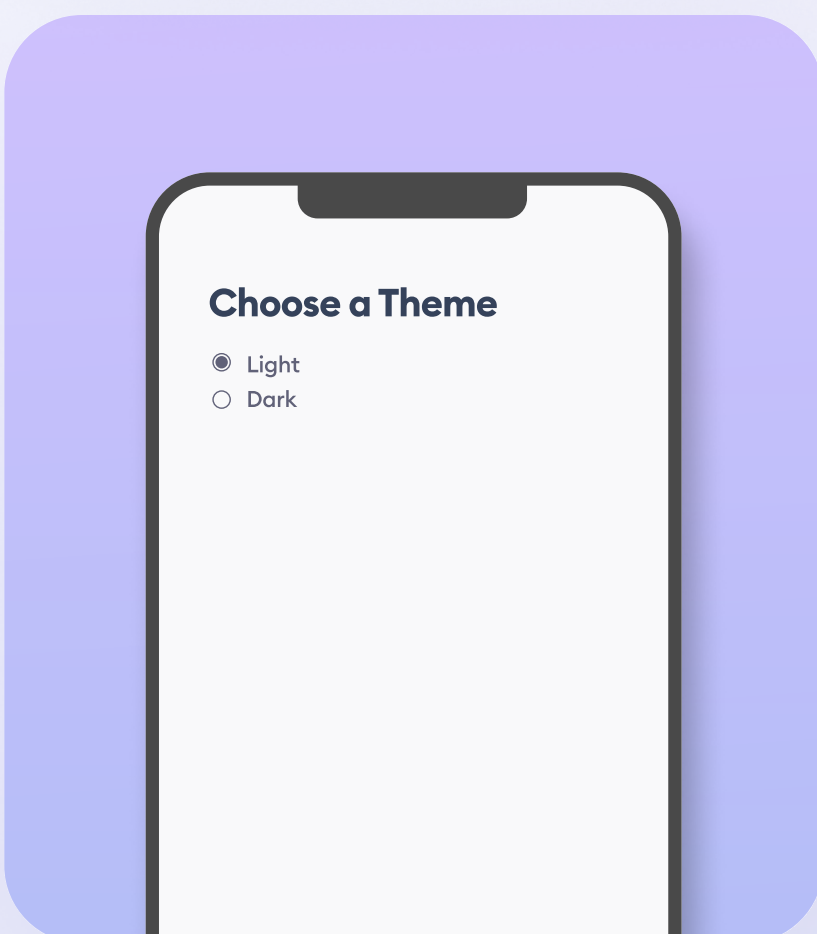
Create an Account

Phone Number

(___) ____-____

Date of birth

DD/MM/YYYY

Provide input masks to avoid any error especially for phone numbers and dates.

Tip - 39 **2 to 4 Option Rule**

Choose a Theme

Light ▾

❌
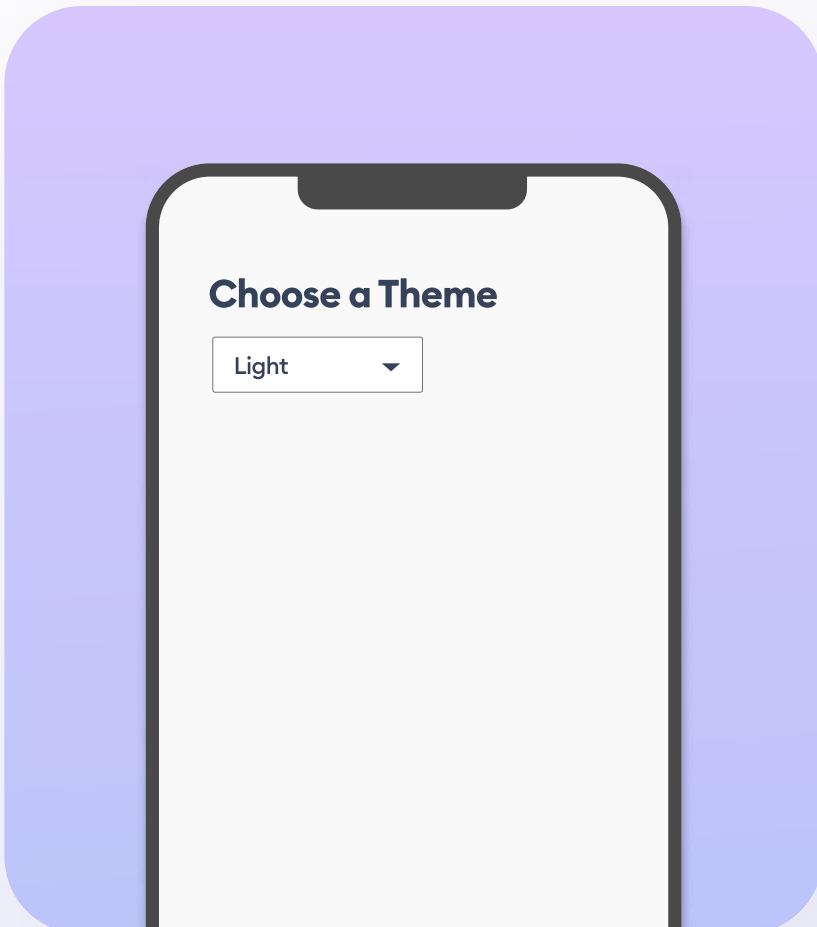
It is not ideal to enter more than 2 or 3 values inside a drop-down list.

Choose a Theme

◉ Light
○ Dark

✅

Display all options side by side when user has to select from 2 to 4 values.

Dos & Don'ts for UI Design

Tip - 40 Avoid Writing When Possible

Price Range

From

$40

To

$150
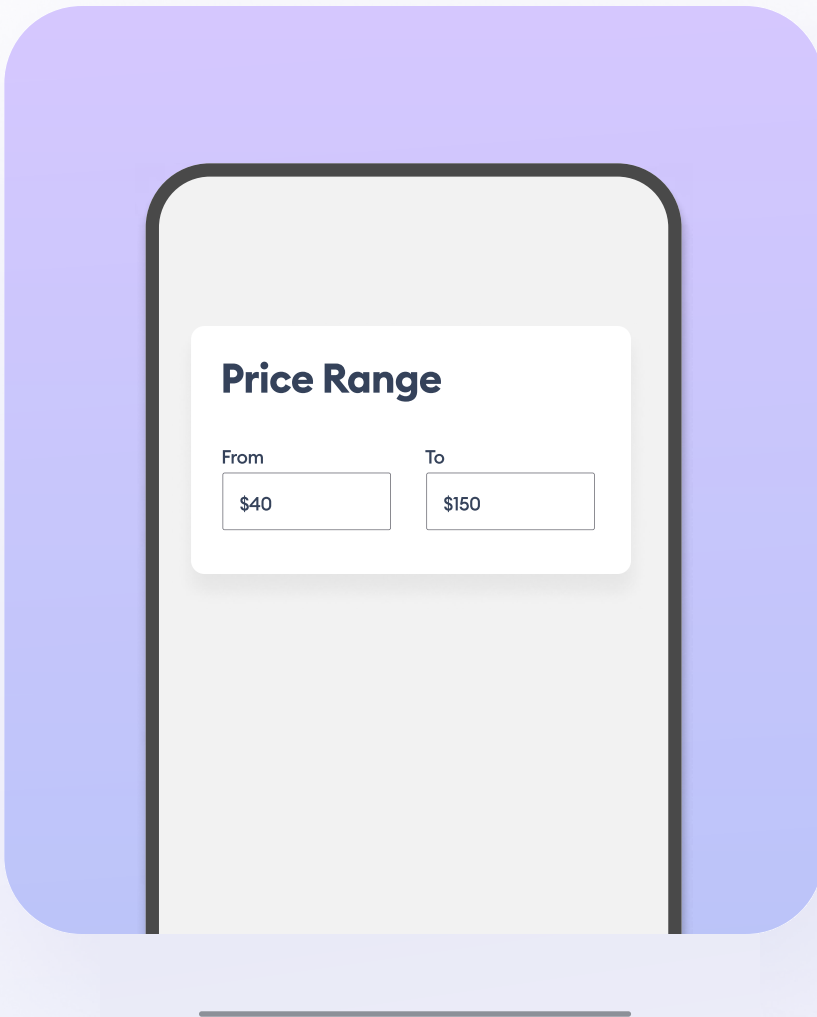
Using fields everywhere is not an ideal choice.

Price Range

$47 $150
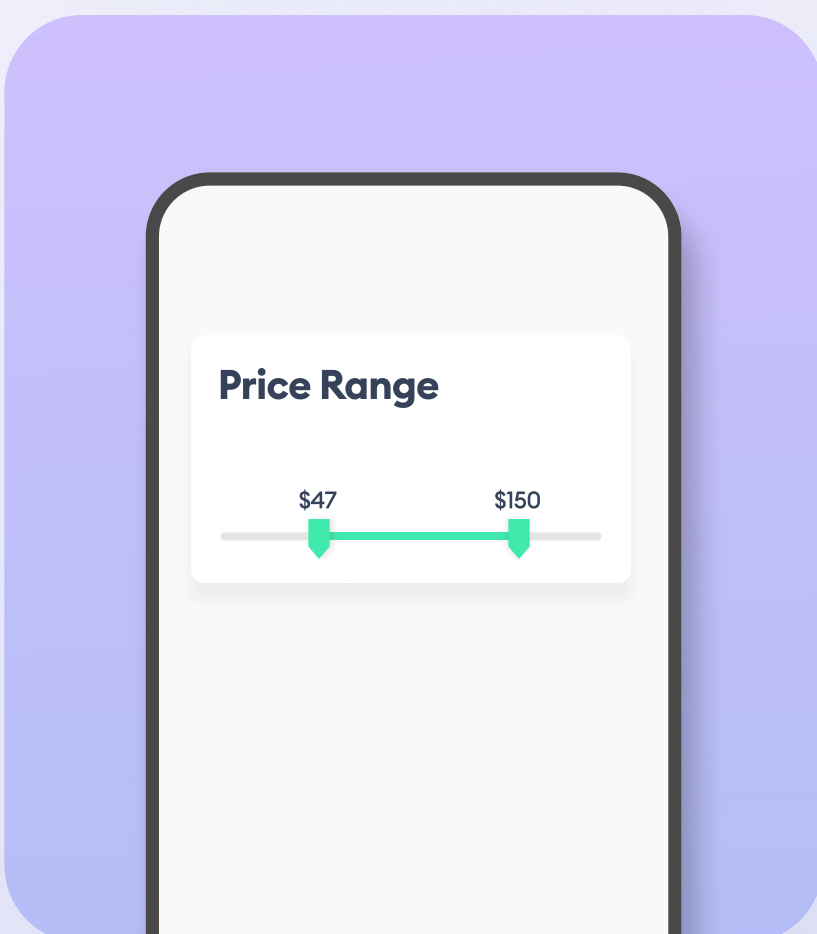
Using slider will make the process fast and understandable.

Tip - 41 Spacing is the Key

Travelling

Why Travel the World this year?
If you travel, you will not only learn about foreign cultures..

Less or inconsistent spacing creates difficulty in readability and grouping.
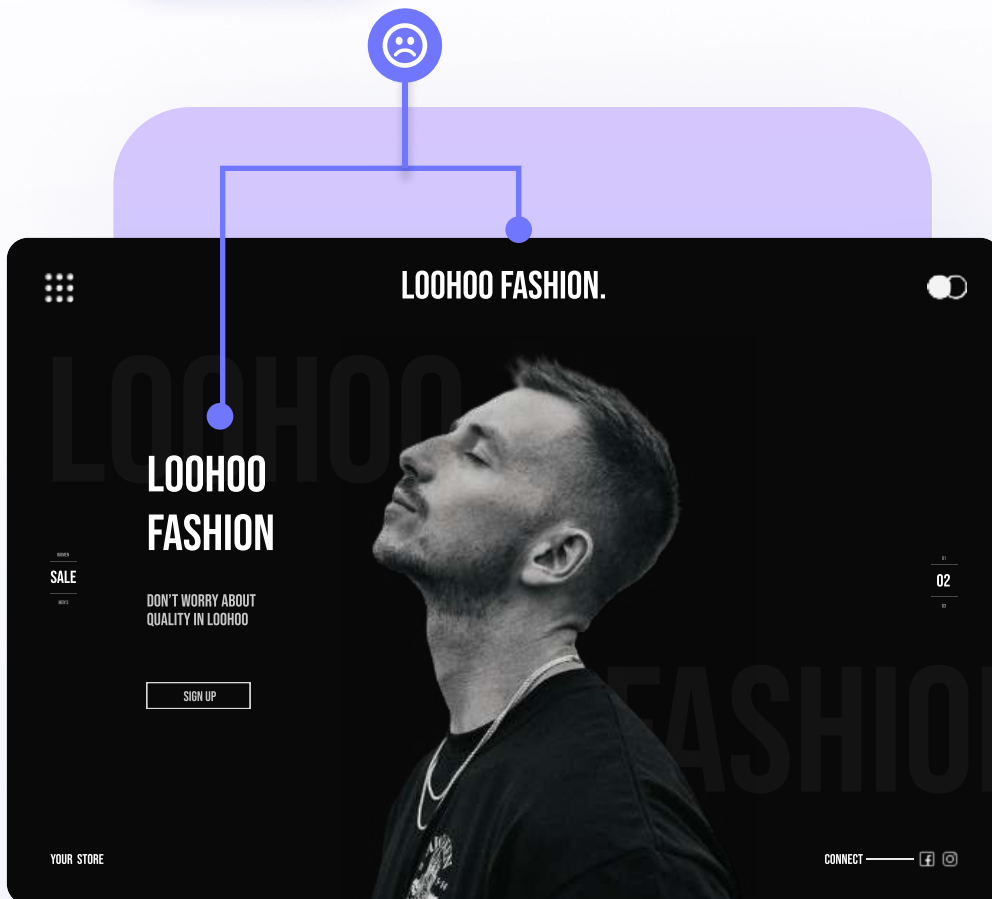
Travelling

Why Travel the World this year?

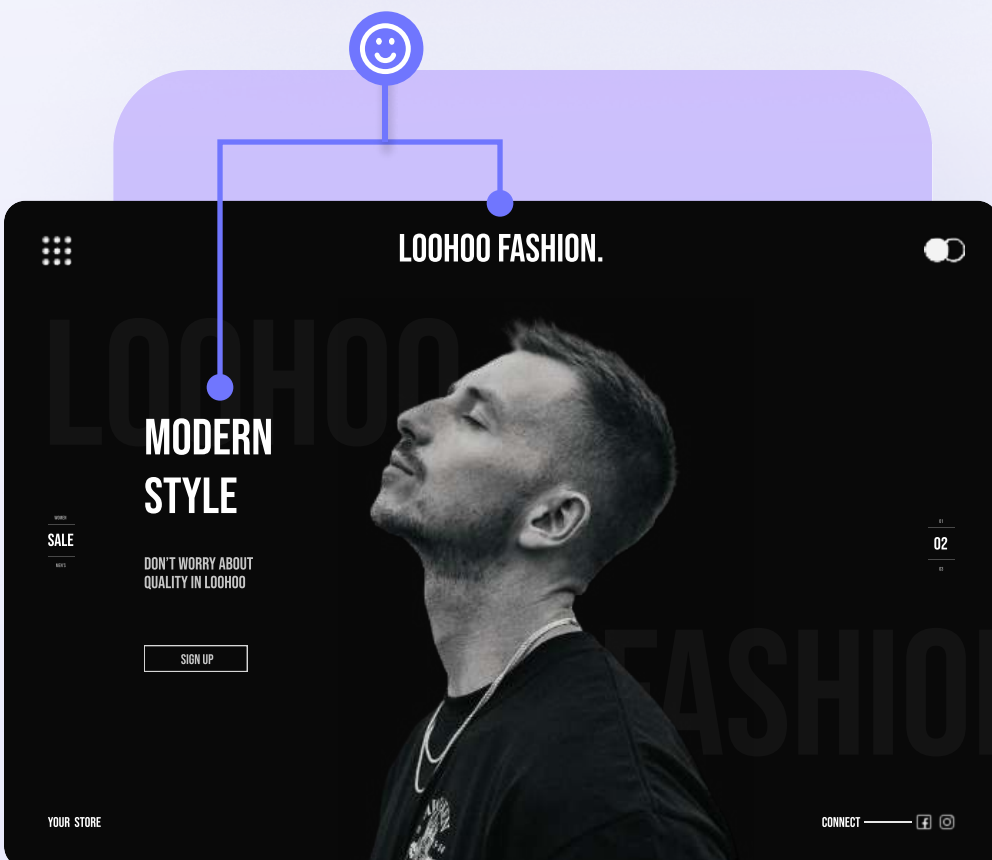If you travel, you will not only learn about foreign cultures..

Make sure to leave spaces from edges and group relevent elements.
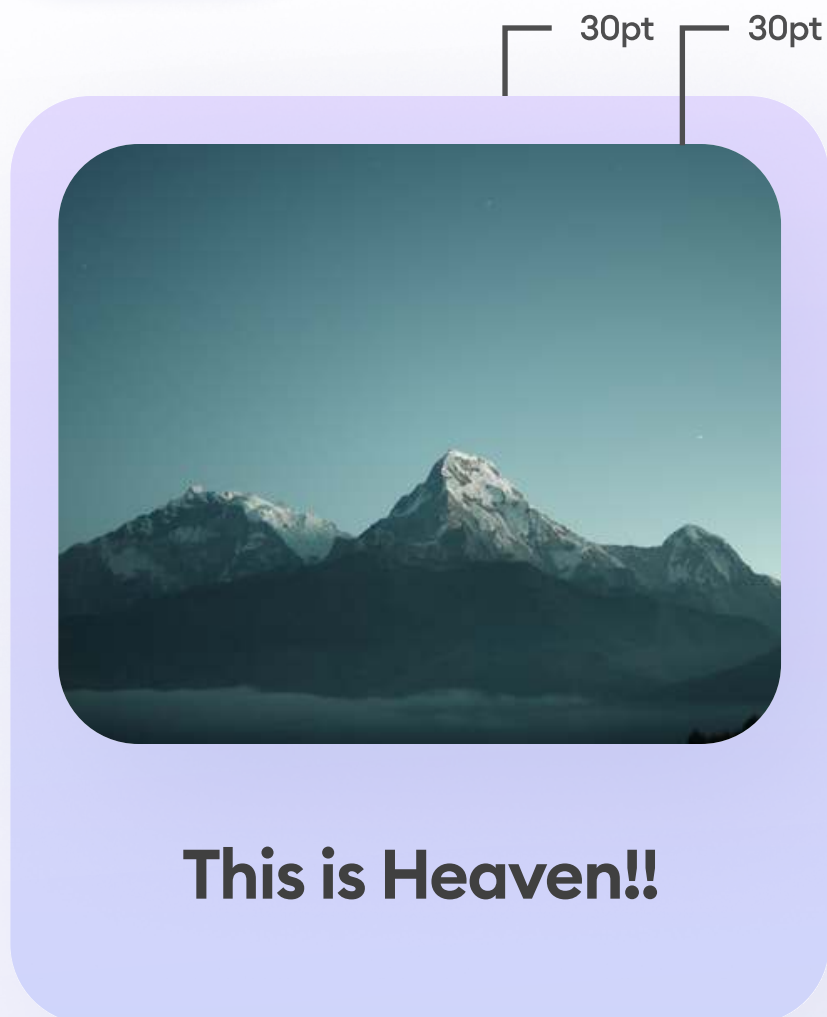
Tip - 42 Logo Repetition

LOOHOO FASHION.

LOOHOO
FASHION

SALE

DON'T WORRY ABOUT
QUALITY IN LOOHOO

SIGN UP

02

YOUR STORE

CONNECT

Repetetion of the logo many times in the same page is not ideal.

LOOHOO FASHION.

MODERN
STYLE

SALE

DON'T WORRY ABOUT
QUALITY IN LOOHOO

SIGN UP

02

YOUR STORE

CONNECT

Instead **use a headline** to convey the style and info about what you do.

Tip - 43 # Border Radius

30pt   30pt

This is Heaven!!

❌ **Using same border radius for both outer and inner elements looks uneven.**

30pt   15pt

This is Heaven!!
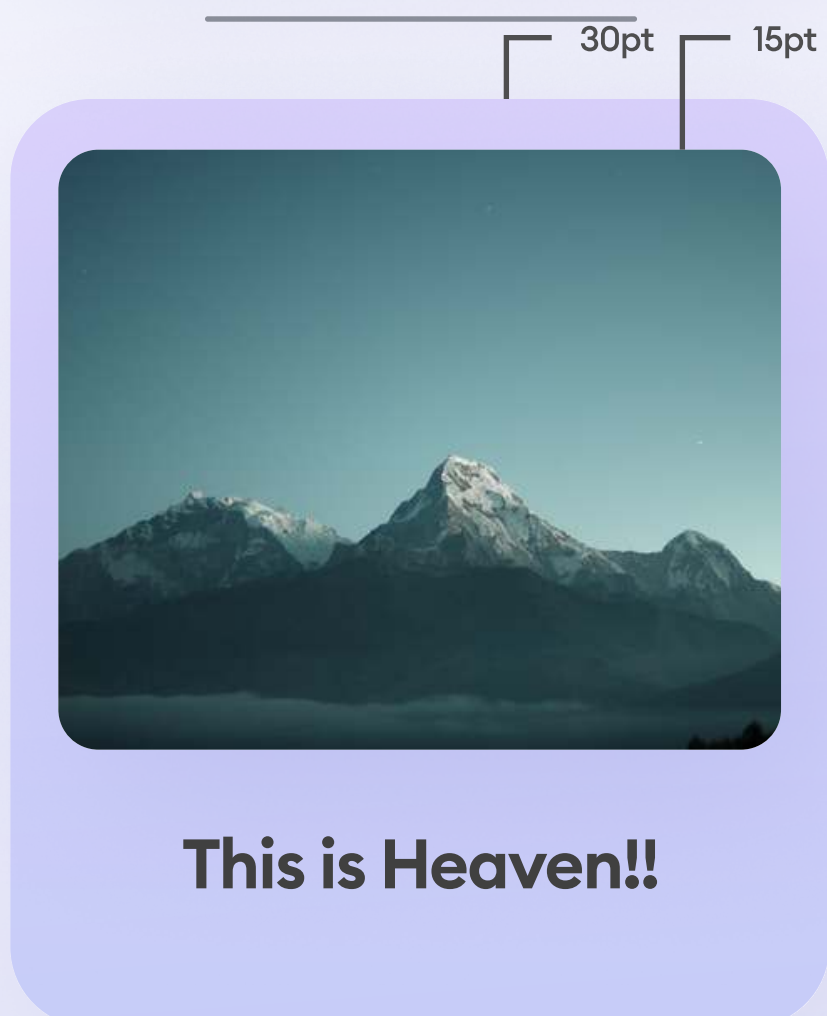
✅ **Don't round inner element the same amount as of the card. Decrease it slightly for a better look.**

Tip - 44 **Limit content**

Bali

★★★★⯪ 4.0 (98)

Bali is part of the Coral Triangle, the area with the highest biodiversity of marine species, especially fish and turtles. In this area alone, over 500 reef-building coral species can be

Scrolling within a card can create a lot of confusion.
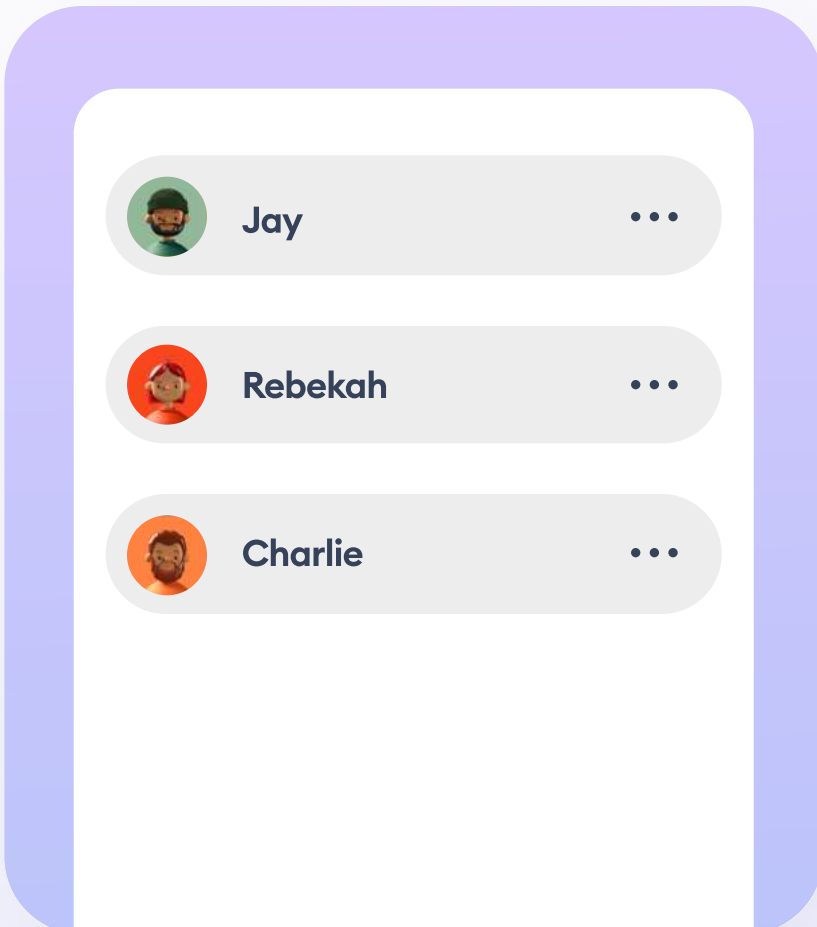
Bali

★★★★⯪ 4.0 (98)

Bali is part of the Coral Triangle, the area with the highest...
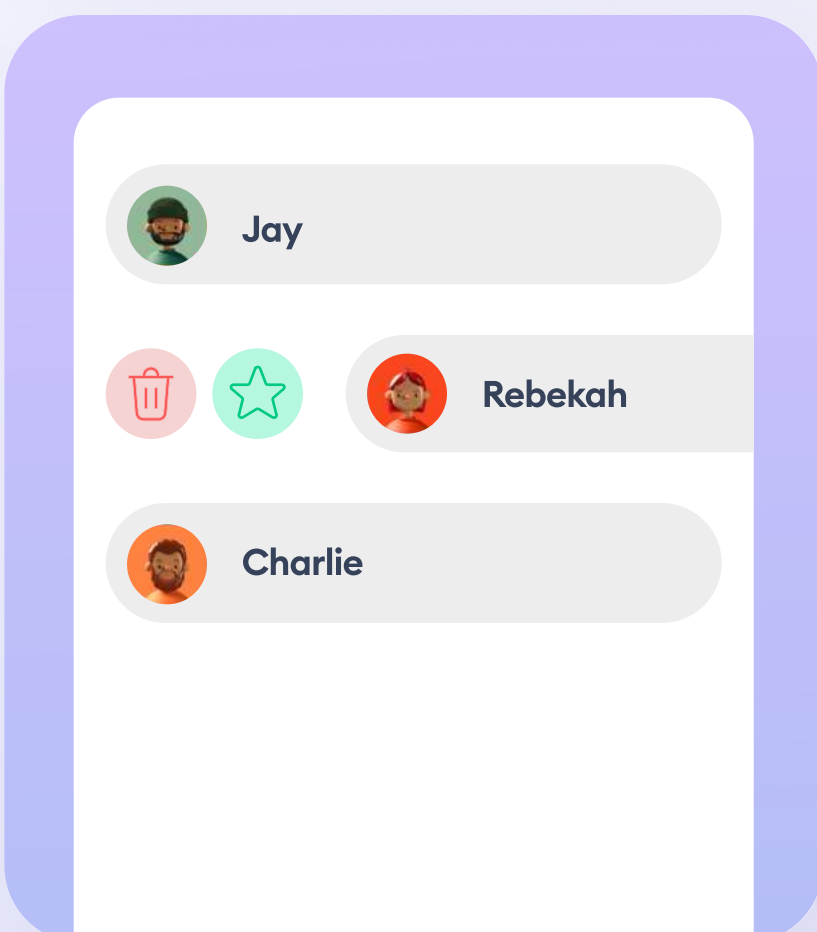
Explore More

Instead use a 'See more' or 'Explore' buttons.

Tip - 45 Use Swipe Actions

Jay ⋯

Rebekah ⋯

Charlie ⋯

❌

Using option button can slow down the process.
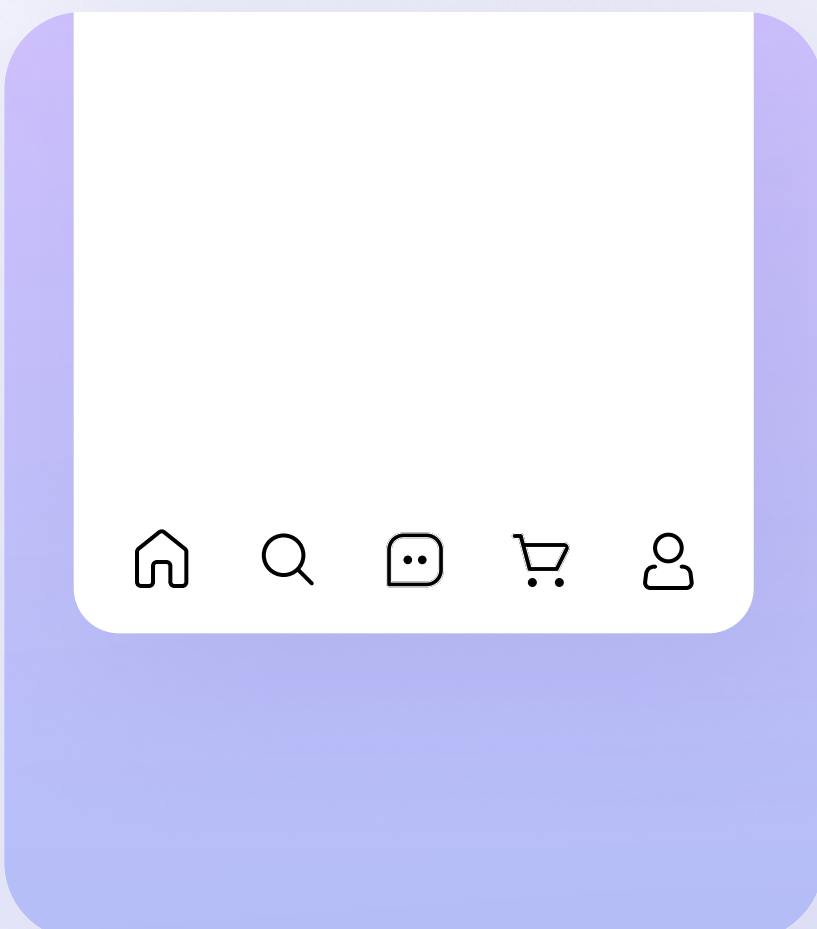
Jay

🗑 ⭐ Rebekah

Charlie

✅

Use swipe actions on certain card to make the process fast and minimal.
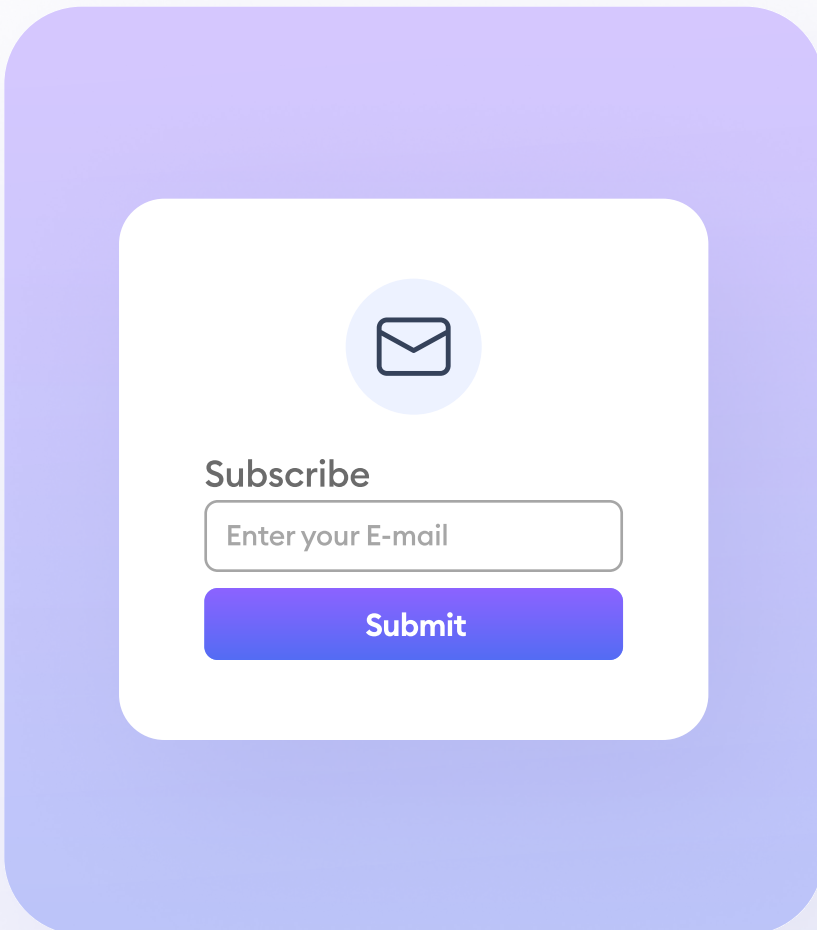
Tip - 46 Icon Selection

Using fancy icons makes your design look unprofessional.

Use simple flat icons for more professional look.

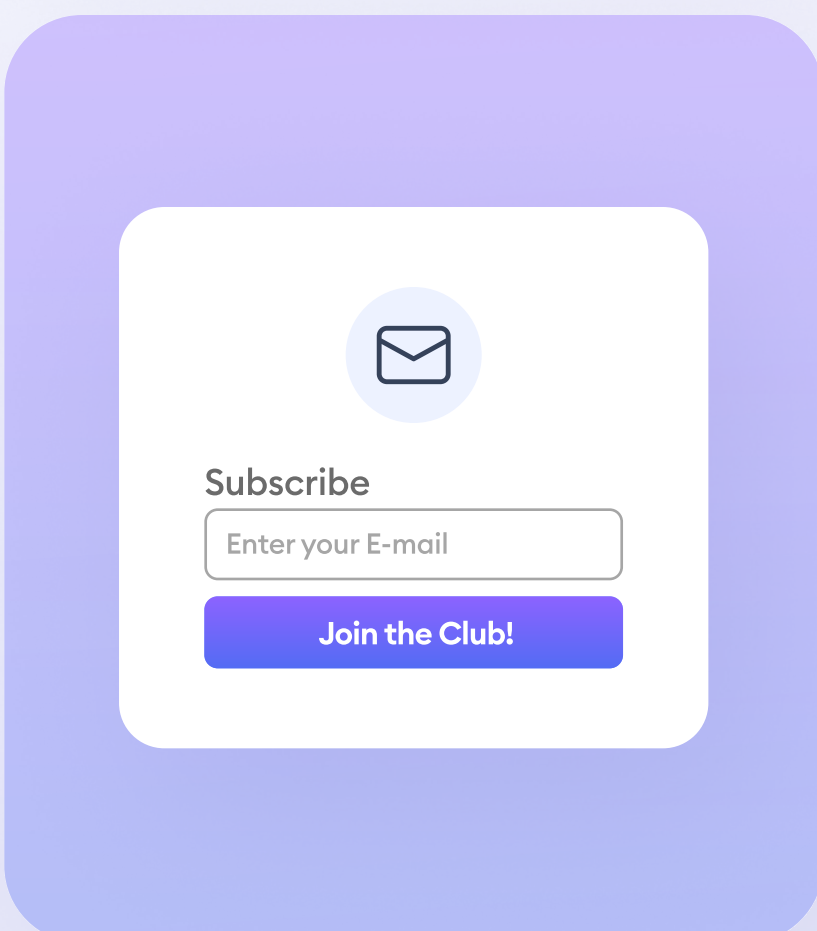**Tip - 47** **Using Right Words**

Subscribe

Enter your E-mail

Submit

Wrong words will make people less interested about your program.

Subscribe

Enter your E-mail

Join the Club!

Use words that make users to be excited to join in.

Tip - 48 **Enhancing Clickable Area**

Click Me →

◉ I'm an option

Clickable Area

Having small clickable area creates difficulty for the user to click on buttons or elements.

Click Me →

◉ I'm an option

Clickable Area

Enhance the clickable area of the elements to make it easy to click.

Dos & Don'ts for UI Design

Tip - 49 **The Gutenberg Priciple**

The Gutenberg Principle states that user's eyes travel to a Z-shaped path from the top-left area to the bottom-right area.
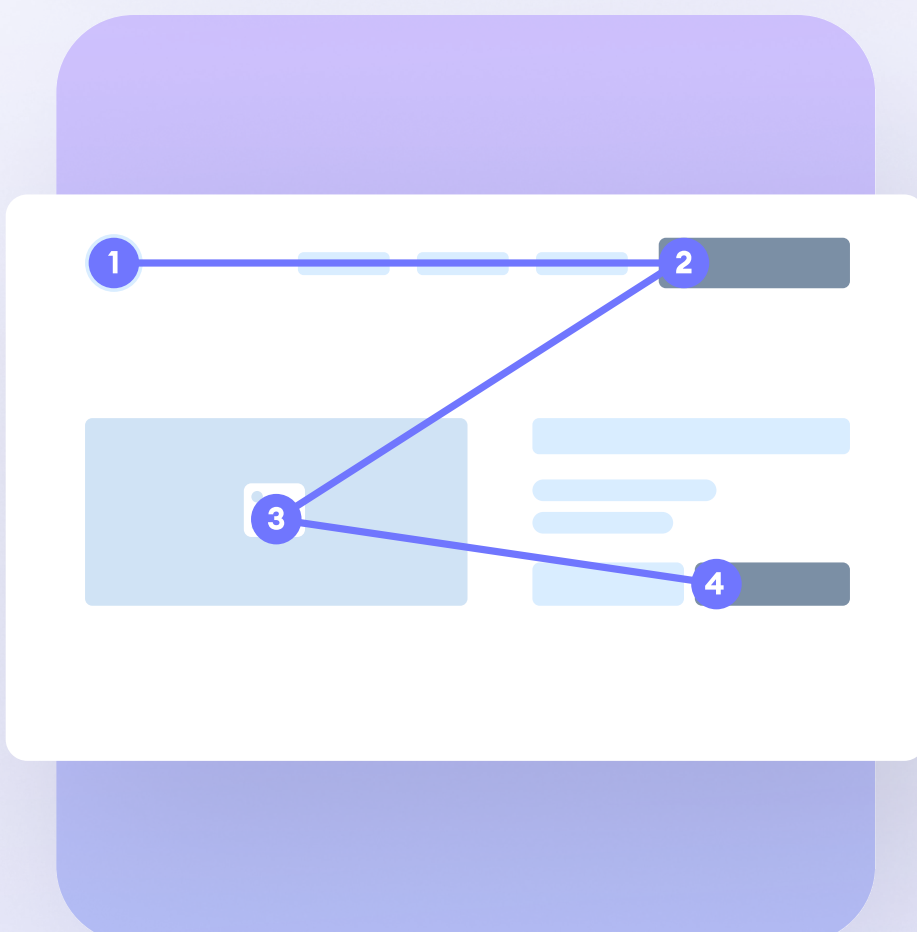
It's a good practice to place your CTA at the end of this flow to lead users to take action.

Tip - 50 Prompt User to Scroll
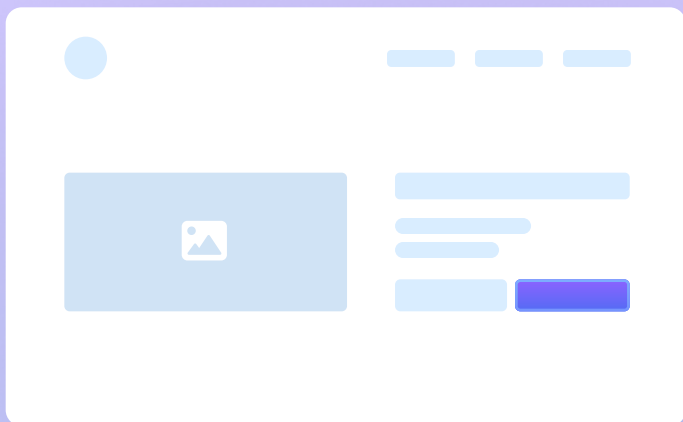
If you have too much spacing between the sections user will less likely scroll to the down.
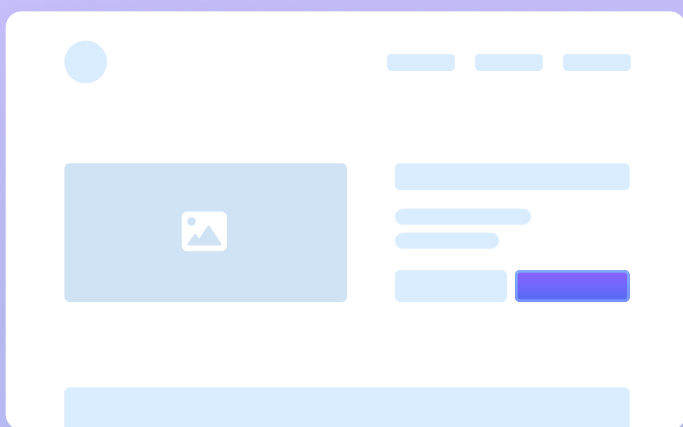
A simple hack to prompt users to scroll is by showing them a glimpse of the next section.

Tip - 51 Padding on Buttons

Stay Updated

Join our community & be the first to hear about our upcoming Products and news.

Join Newsletter

x

❌

Buttons with small paddings don't look good.

Stay Updated

Join our community & be the first to hear about our upcoming Products and news.

2x **Join Newsletter** 2x

x

✓

Double the value of the side paddings from the value of top and bottom paddings.

Tip - 52 **Make Selected Items Pop**

What are your favourite skills?

- [ ] Programming
- [x] Design
- [ ] Videography
- [ ] Photography

It becomes difficult for users to know that something happened once selected.

What are your favourite skills?

- [ ] Programming
- [x] Design
- [ ] Videography
- [ ] Photography

To grab their attention, make those selected items stand out.

Tip - 53 **Know when to use list**
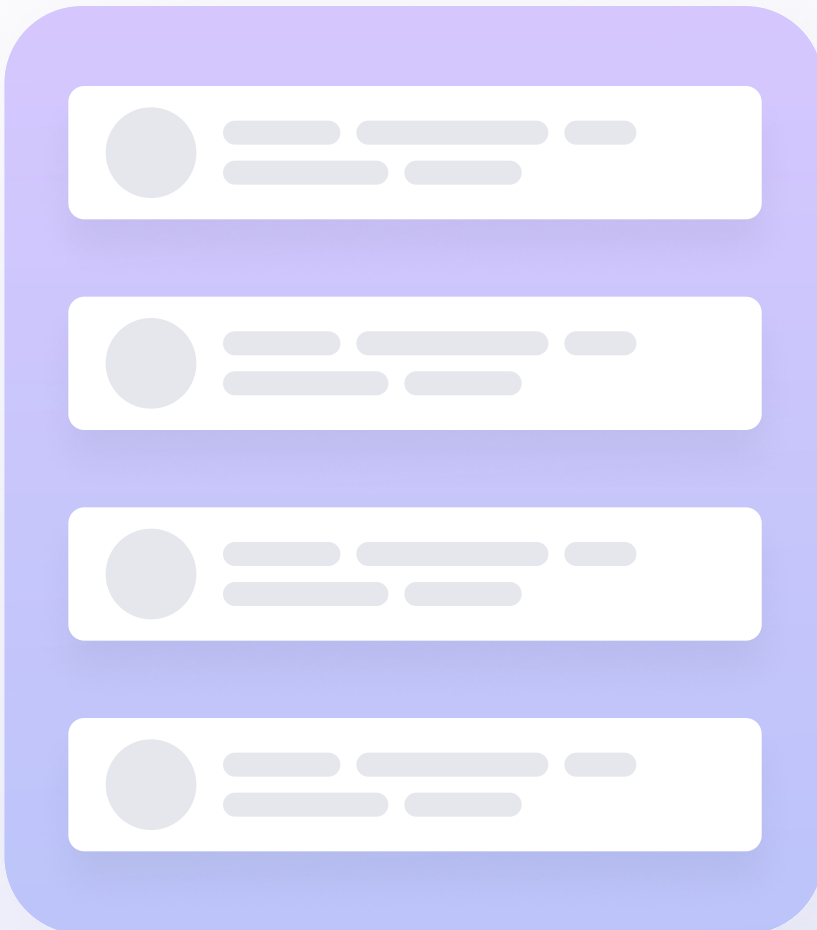
Cards do not give the sense of similarity between the homogeneous elements.

To promote speedier scanning, use a list instead of a card for homogeneous content.

Tip - 54 Avoid using bad color schemes
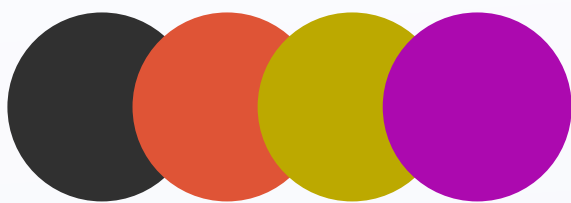
A colour scheme with too many inconsistencies looks terrible.
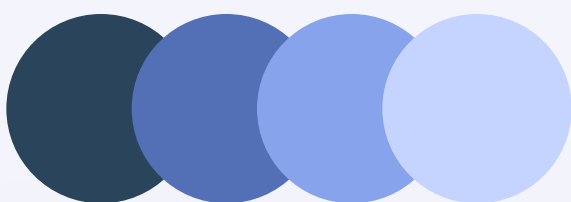
Avoid using too many **inconsistent color** for a single color scheme.

Tip - 55 **Brand Color Usage**

Your Travels

Bali
★★★★☆ 4.0 (98)
Bali is part of the Coral Triangle, the area with the highest...
Explore More

Paris
★★★★☆ 4.0 (98)
Bali is part of the Coral Triangle, the area with the highest...
Explore More

New York
★★★★★ 4.0 (98)
Bali is part of the Coral Triangle, the area with the highest...
Explore More
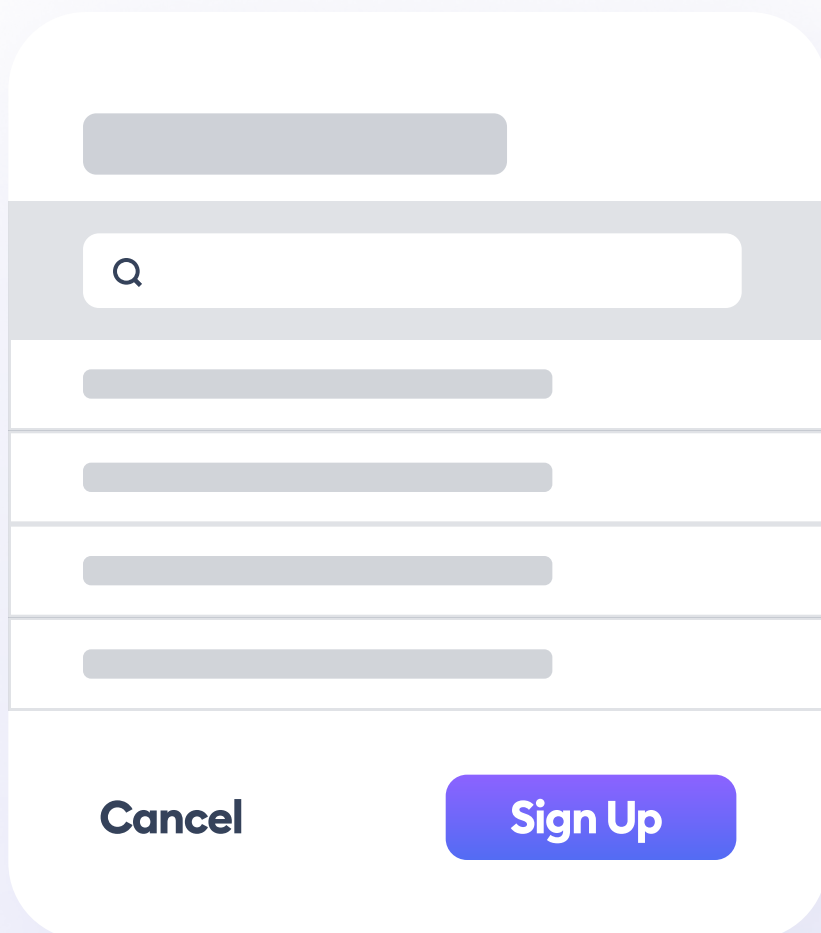
Mumbai
★★★★★ 4.0 (98)
Bali is part of the Coral Triangle, the area with the highest...
Explore More

❌
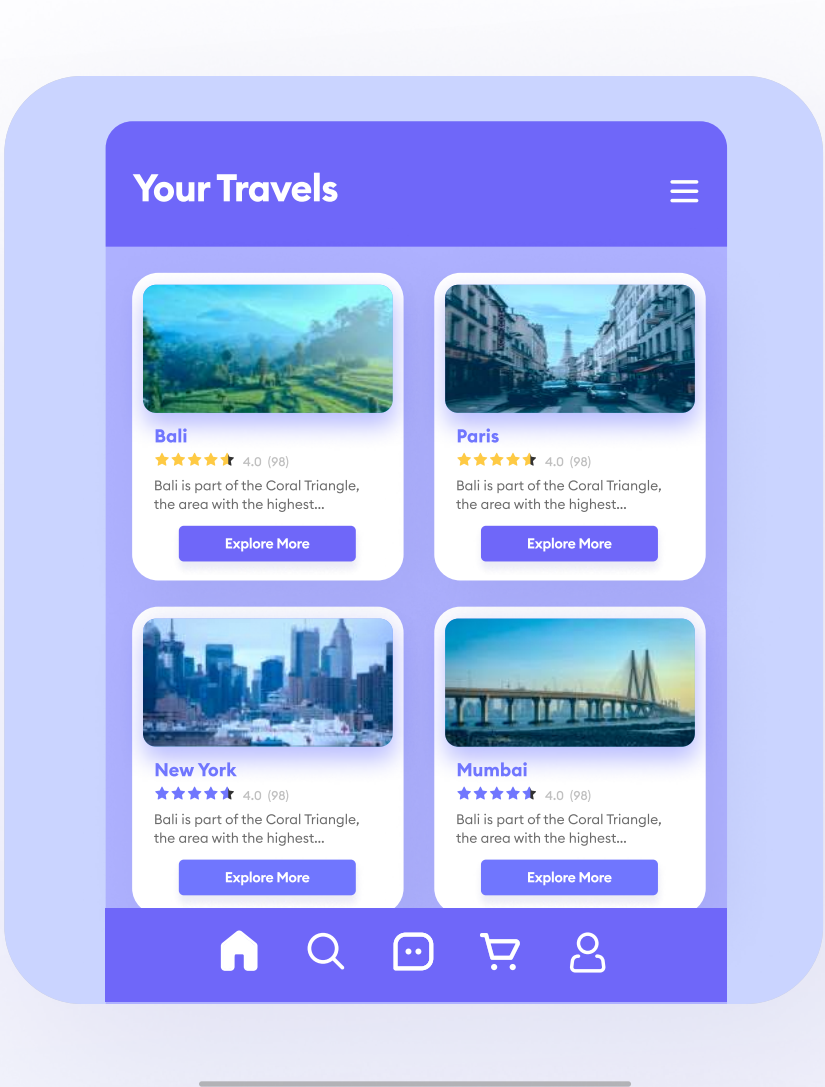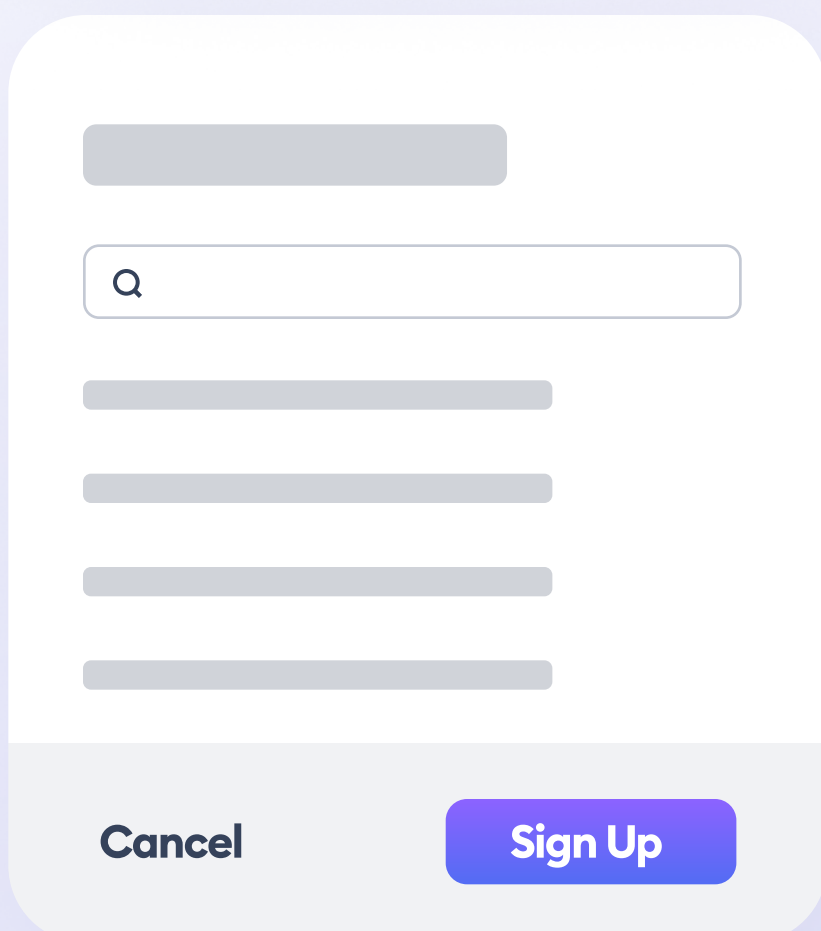
Too much primary colour does not look nice.

Your Travels

Bali
★★★★☆ 4.0 (98)
Bali is part of the Coral Triangle, the area with the highest...
Explore More

Paris
★★★★☆ 4.0 (98)
Bali is part of the Coral Triangle, the area with the highest...
Explore More

No color overlay ─────

Darker / Shade ─────

New York
★★★★☆ 4.0 (98)
Bali is part of the Coral Triangle, the area with the highest...
Explore More

Mumbai
★★★★☆ 4.0 (98)
Bali is part of the Coral Triangle, the area with the highest...
Explore More

✅

Using your primary colour to showcase just the most crucial components of your UI.

Tip - 56 Borders

A design with too many borders can complicate the user's experience and make it appear awful.

Therefore, avoid using **too many** borders in your website.

Tip - 57 **Button Statement**

Create account

Username:

pixselacademy

Password:

****

Next

Avoid using vague actions like OK or Next.

Create account

Username:

pixselacademy

Password:

****

Create account

Your button needs to **clearly state** what's going to happen.

Tip - 58 **Make Design Responsive**
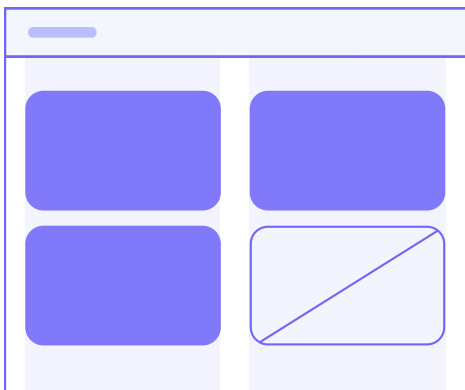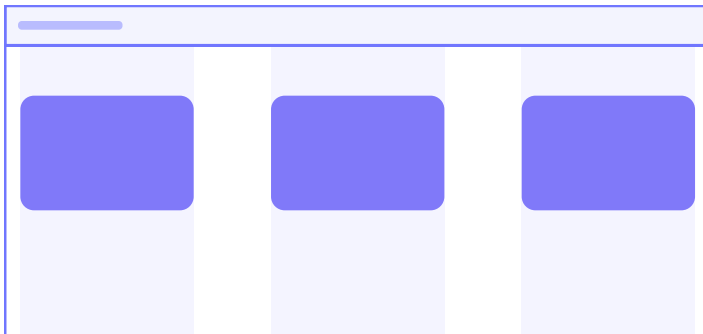
Irresponsive website design has a negative impact on user experience.
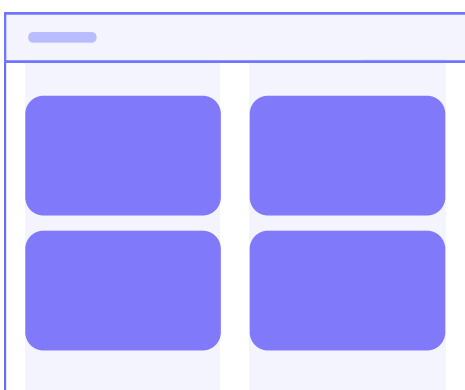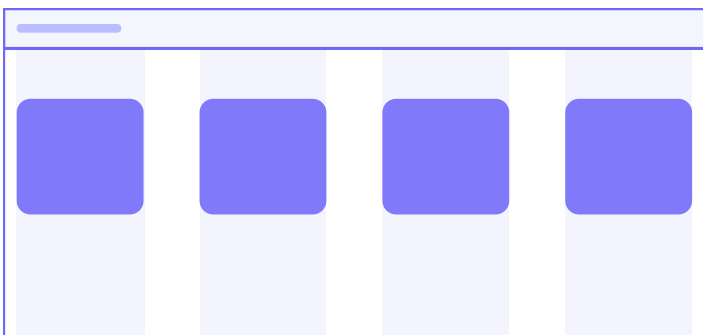
Use a grid and test your grid design in different screen sizes.

Tip - 59 Fewer fields are preferred.

First Name

Last Name

Email

Adress:

❌

Every additional field in your form lowers your conversion rate and causes you to lose leads.

Name

Email

Adress:

✅

Try to keep form as short and clear as possible.

Tip - 60 Error Indication

Shop
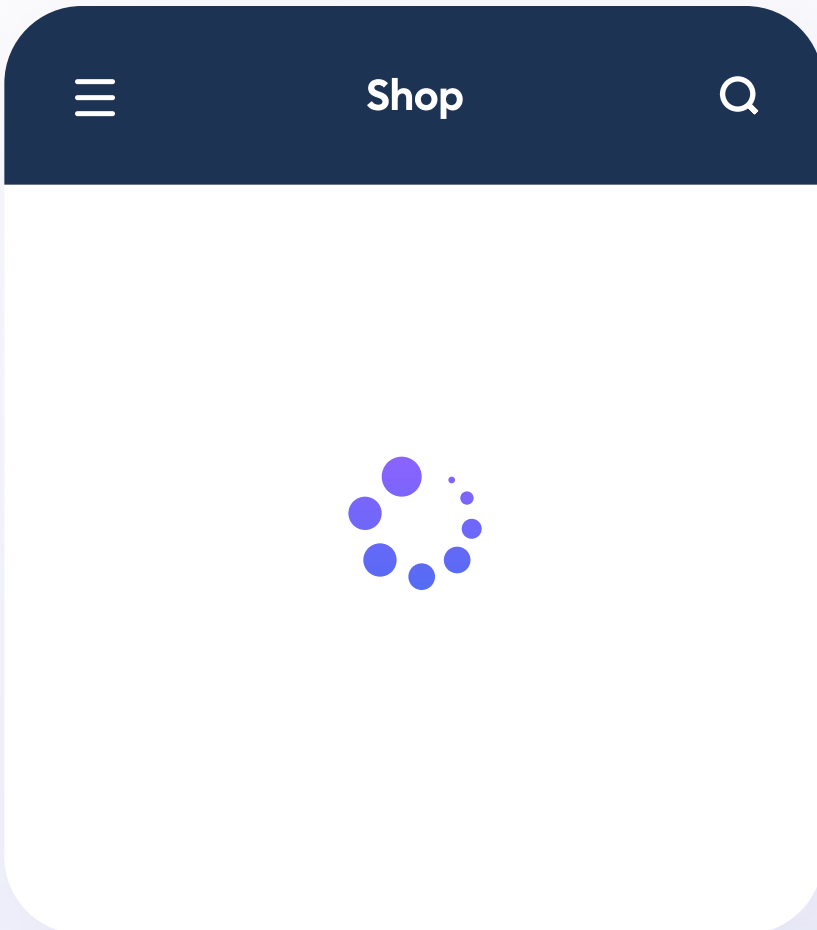
This type of error indication looks incomplete and less interesting.

Shop

You're offline

Retry
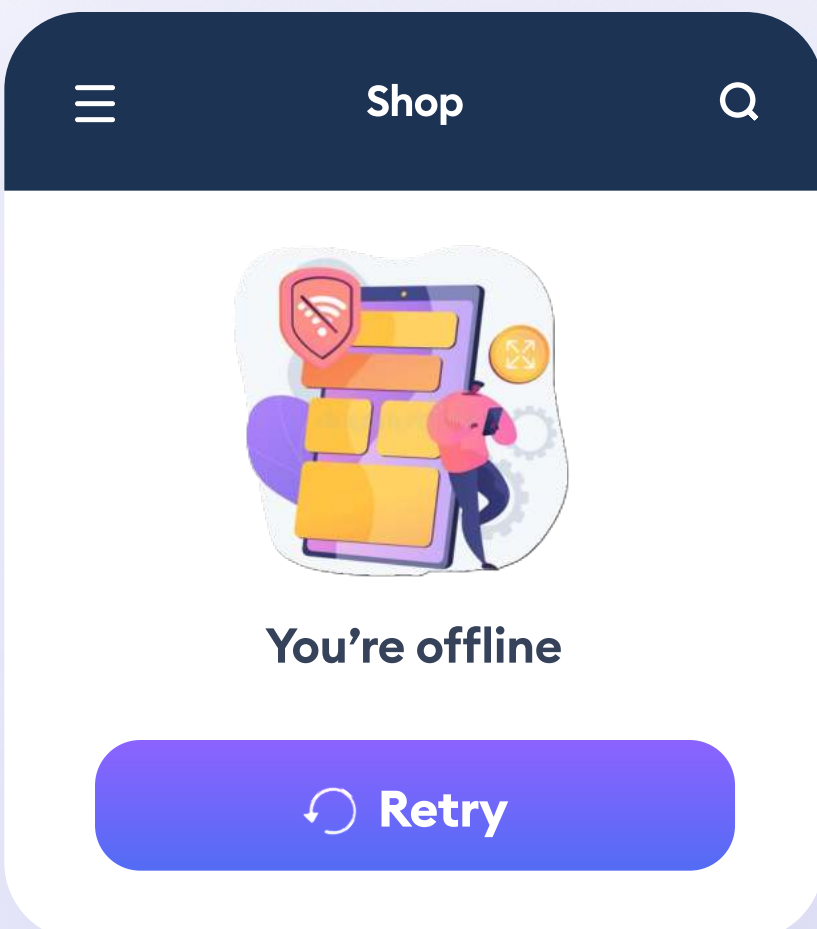
Clearly indicate an **error** and suggest a **solution**.

Tip - 61 **Shadow Directions**

Shadow ▶

◀ **Direction**

Random shadow directions look odd and compliacte the user's experience.

Shadow ▶

Direction ▶

Make sure that your shadows always come from single light source.

Tip - 62 Skeleton loading Vs Loading Circle
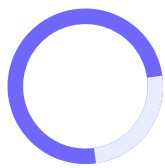
Loading Spinners make loading appear slower and give users no idea what to expect on screen.
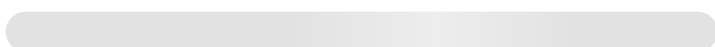
Use Skeleton loading as it is percieved as **faster** than standard loadings.

Dos & Don'ts for UI Design

Tip - 63 **Keep Important information visible**

Username:

pixselacademy

Password must be 8 characters
or more and contain special
characters or numbers

Password: ?

********   👁

Login   Cancel

❌ **Important
information
should not be hidden
under a tooltip.**

Username:

pixselacademy

Password:

********   👁

● More than 8 characters
○ Include special characters or numbers

Login   Cancel

✅ **Make the important
guideline visible for
users to immediately
understand what is
required.**

Tip - 64 **Use Boxes in Forms**

Name

Email

Address:

❌

It takes a while for underline fields to be understood as a form.

Name

Email

Address:

✅

Instead, make use of rectangles with visible borders.

Tip - 65 **Make Elements look clickable**

Why Travel the World this year?

If you travel, you will not only learn about foreign cultures, but about your own as well.

Read more

Here it creates difficulty for users to identify the clickable elements.

Why Travel the World this year?

If you travel, you will not only learn about foreign cultures, but about your own as well.

Read more

Add color or a button to indicate its clickability.

Tip - 66 # Keep Illustration Consistent

❌ **Inconsistent illustration fails to define the brand's style and look.**

✓ **Keep your illustrations consistent, as these become part of your brand.**

Tip - 67 **Consistent Gaps**
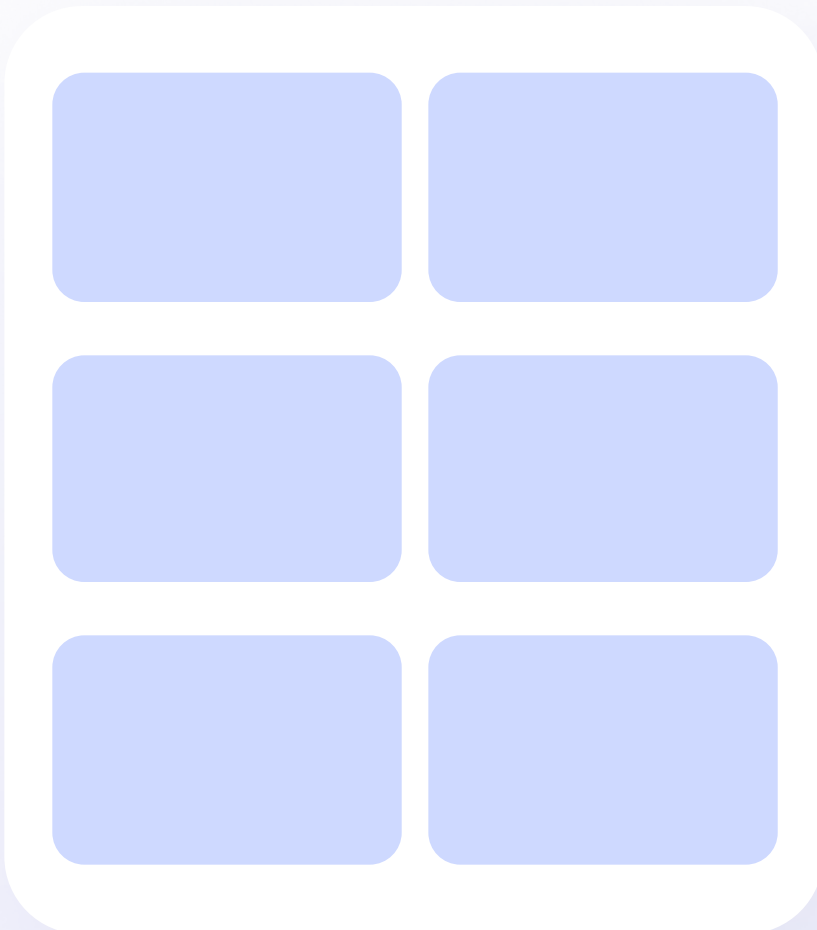
Keeping uneven gaps gives a bad user experience.
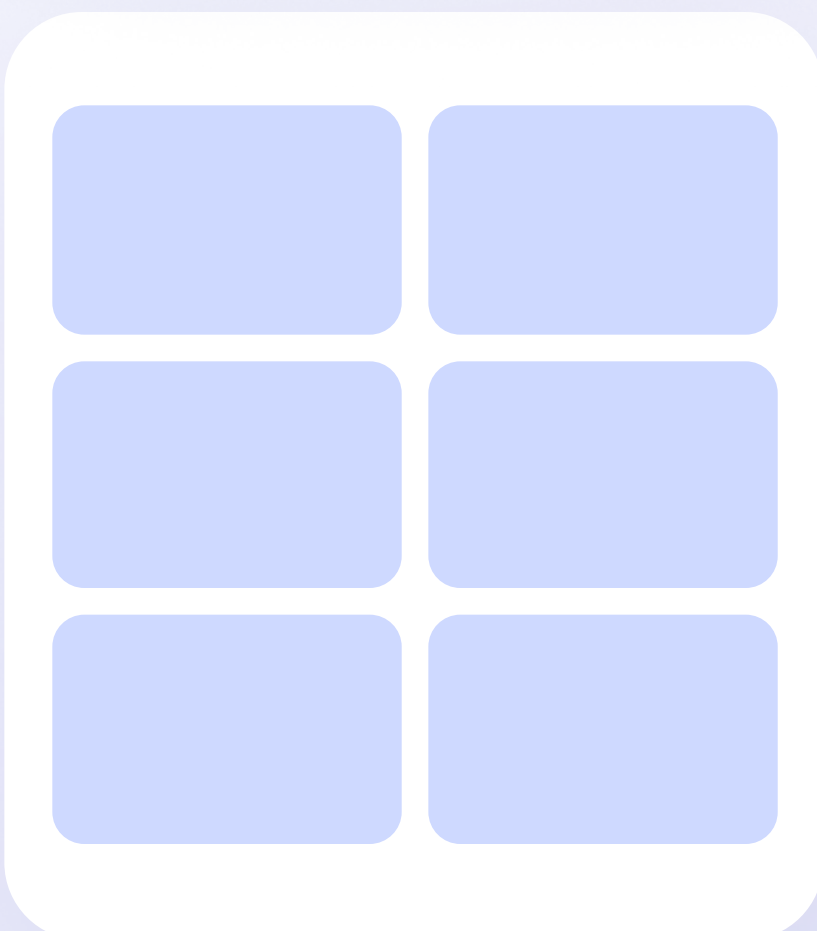
Instead, use **consistent gaps** to enhance the quality of your grid.

Dos & Don'ts for UI Design

Tip - 68   # Add a stroke on avatars

Joe Green
@joegreen

living a life, making dreams
come true.

Add friend +

Joe Green
@joegreen

living a life, making dreams
come true.

Add friend +
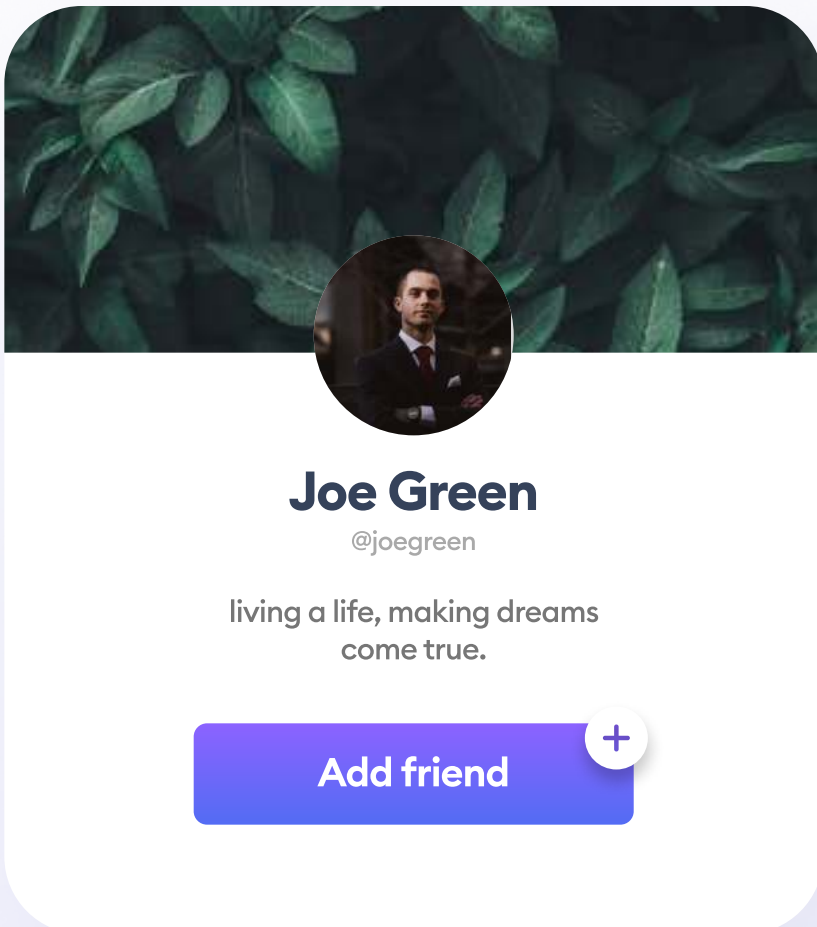
Avatars without stroke kinda blend with the background.
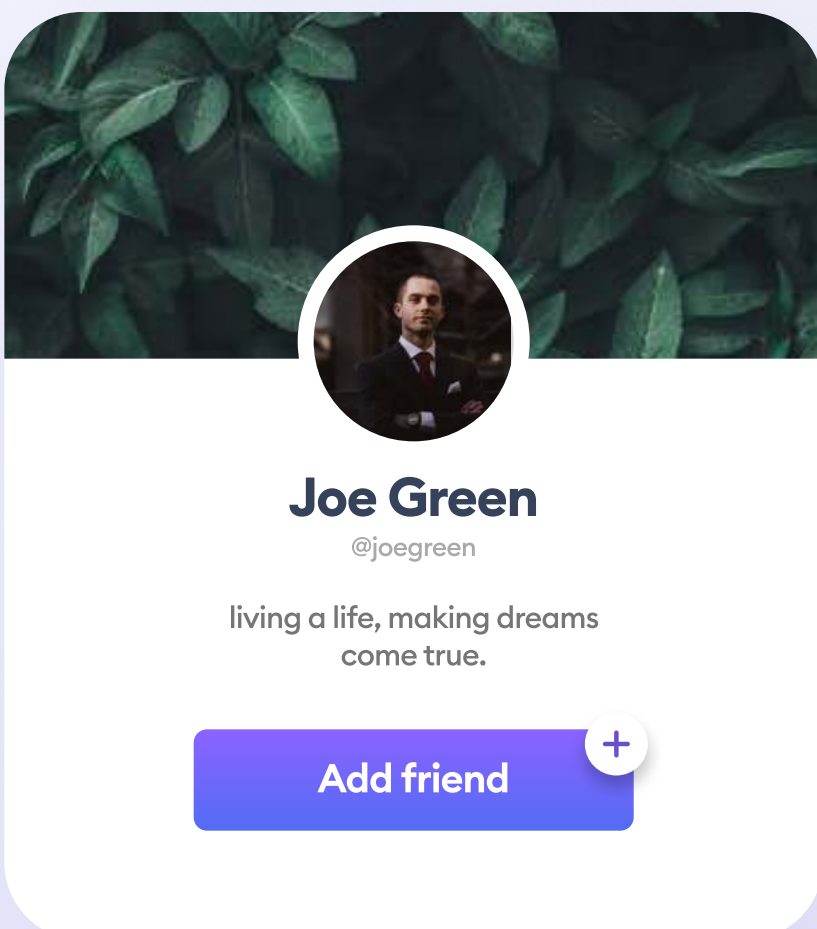
Stroke avatars to make them more appealing and distinguishable from the backdrop.

Dos & Don'ts for UI Design

Tip - 69 Image Resolution

Paris, France $1000
⭐ 4.9 (2.7K)   * Estimated Cost
Overview   Details   Reviews   Costs
Paris possesses a rich and attractive cultural scene with shows, activities and festivals.
🕐 5 Days   📍 625 KM   ☀ 21˚C
Duration   Distance   Sunny
$1200   Book Now

❌
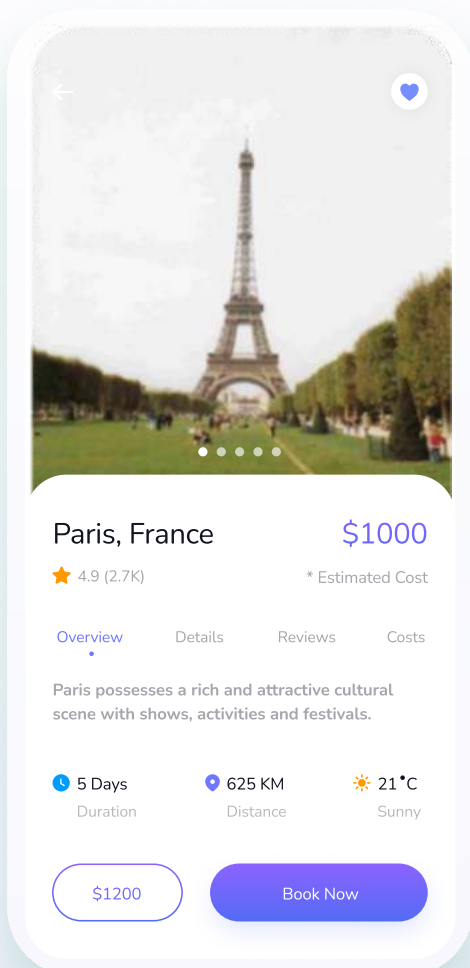
Blurry or distorted image doesn't look appealing.

Paris, France $1000
⭐ 4.9 (2.7K)   * Estimated Cost
Overview   Details   Reviews   Costs
Paris possesses a rich and attractive cultural scene with shows, activities and festivals.
🕐 5 Days   📍 625 KM   ☀ 21˚C
Duration   Distance   Sunny
$1200   Book Now

✅
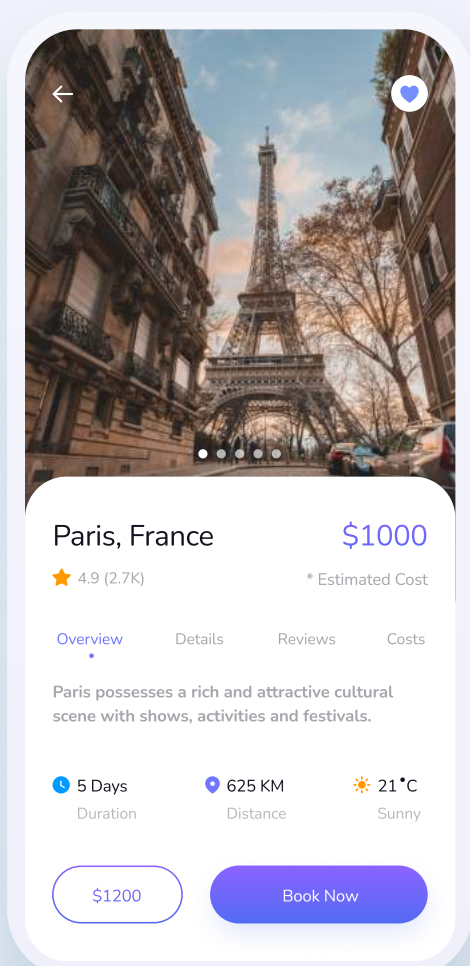
Use high-resolution images to place text over them and maintain legibility.

Tip - 70 Perspective views?

Icon with perspective views looks complicated.

Make icons **front facing** for better experience.

Tip - 71 **Be Consistent with weight**

Inconsistent icon's stroke weight is not a good practice.

Pay attention to using the same stroke weight through an icon set.

Tip - 72 Make Images Stand Out

It become hard for
users to recognize the
lead images.

With multiple images
on a screen, make
some to lead the pack.

Tip - 73 **Add Dynamic to the Layout**

It detracts from the appeal of the images on the website.
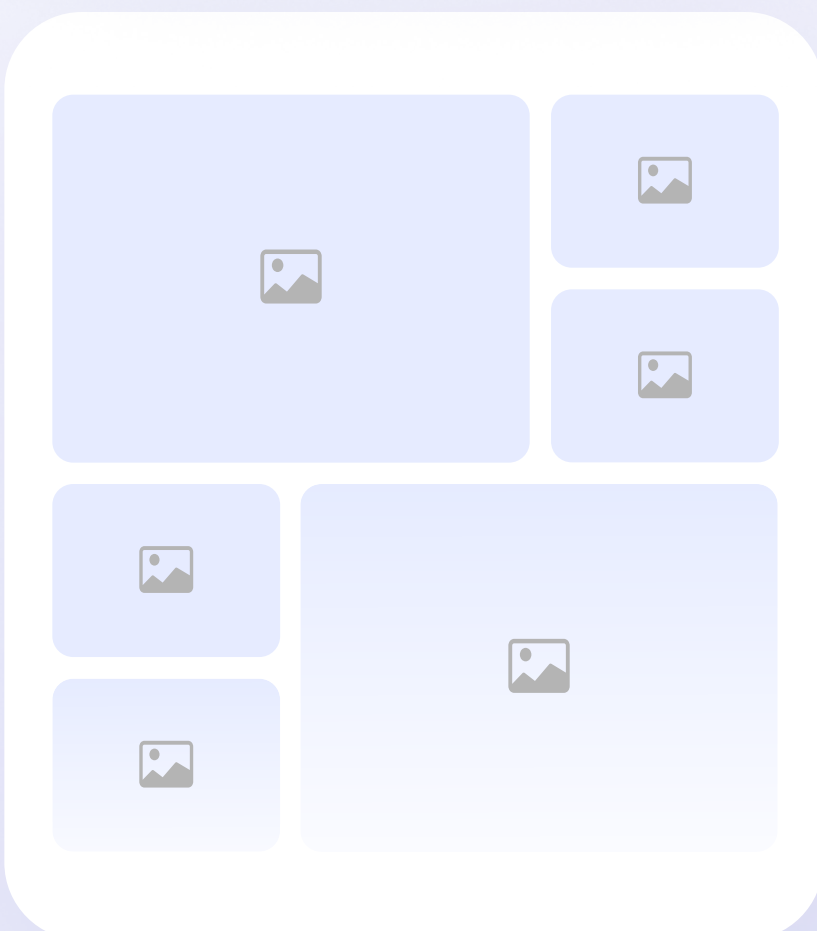
Employ multiple columns and image sizes to make scrolling more fun and dynamic.

Tip - 74 **Placeholder text**

Name

Email

Address:

❌

Using placeholder text as label can cause many usability issues.

Name

Joe

Surname

Green

Address:

joegreen@gmail.com

✅

Instead, resist using placeholder text as labels.

Dos & Don'ts for UI Design

Tip - 75 Color - based distinction

Joe Green	Experience
Senior Analyst	5 Years
Shortlisted	

Joe Green	Experience
Senior Analyst	3 Years
Rejected	

Joe Green	Experience
Senior Analyst	6 Years
In - process	

Joe Green	Experience
Senior Analyst	1.5 Years
Rejected	

Here, It fails to create visual distinction between elements.

Joe Green	Experience
Senior Analyst	5 Years
SHORTLISTED	

Joe Green	Experience
Senior Analyst	3 Years
REJECTED	

Joe Green	Experience
Senior Analyst	6 Years
IN - PROCESS	

Joe Green	Experience
Senior Analyst	1.5 Years
REJECTED	

Add color-based distinction to highlight significant classifications and quick visual scanning.

Tip - 76 Avoid the 'super - minimal' look

Success
#1
Downloaded ▼

Confidence
#2
Downloaded ▼

Life
#3

Productivity
#4
Downloaded ▼

Money
#5
Downloaded ▼
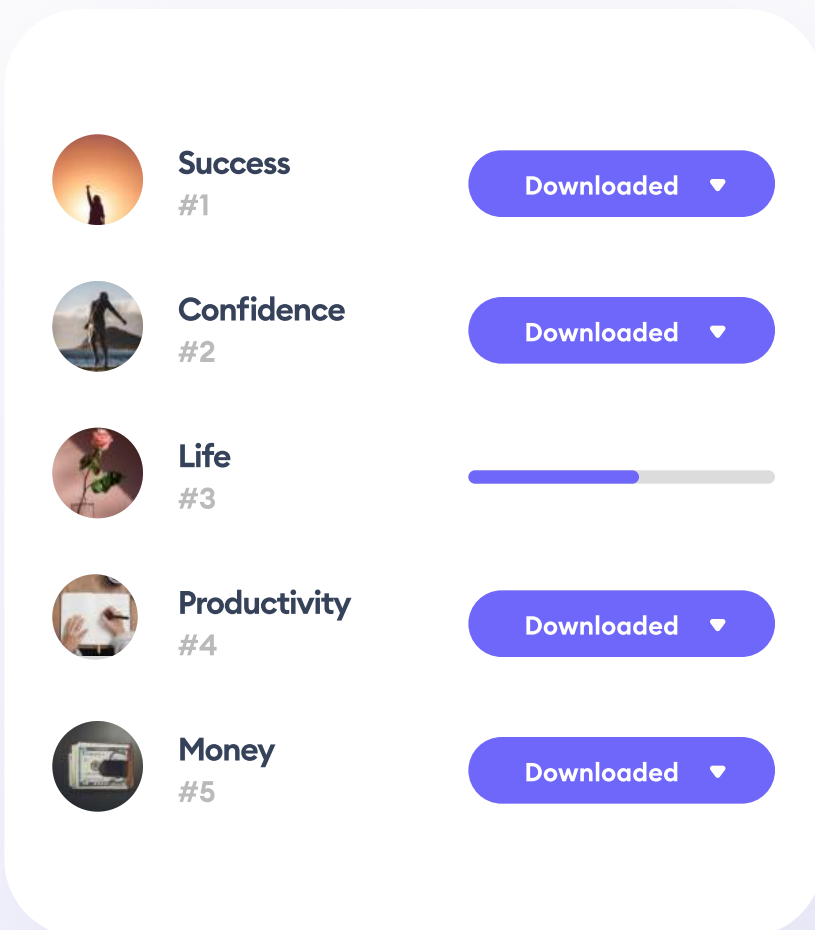
Here, It fails to provide proper details about the element.

Success
Episode #1
Downloaded ▼

Confidence
Episode #2
Downloaded ▼

Life
Episode #3
42%

Productivity
Episode #4
Downloaded ▼

Money
Episode #5
Downloaded ▼
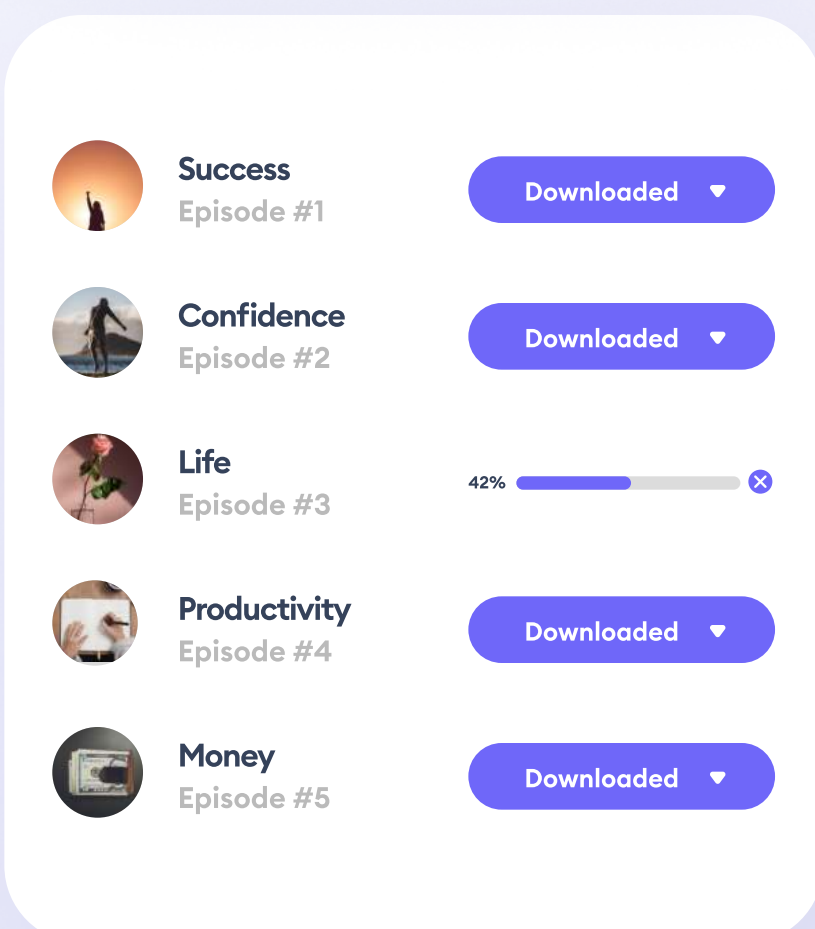
Add some details to the elements to make user know much about the process.

Dos & Don'ts for UI Design

Tip - 77 **Power of Dark - Side**

❌
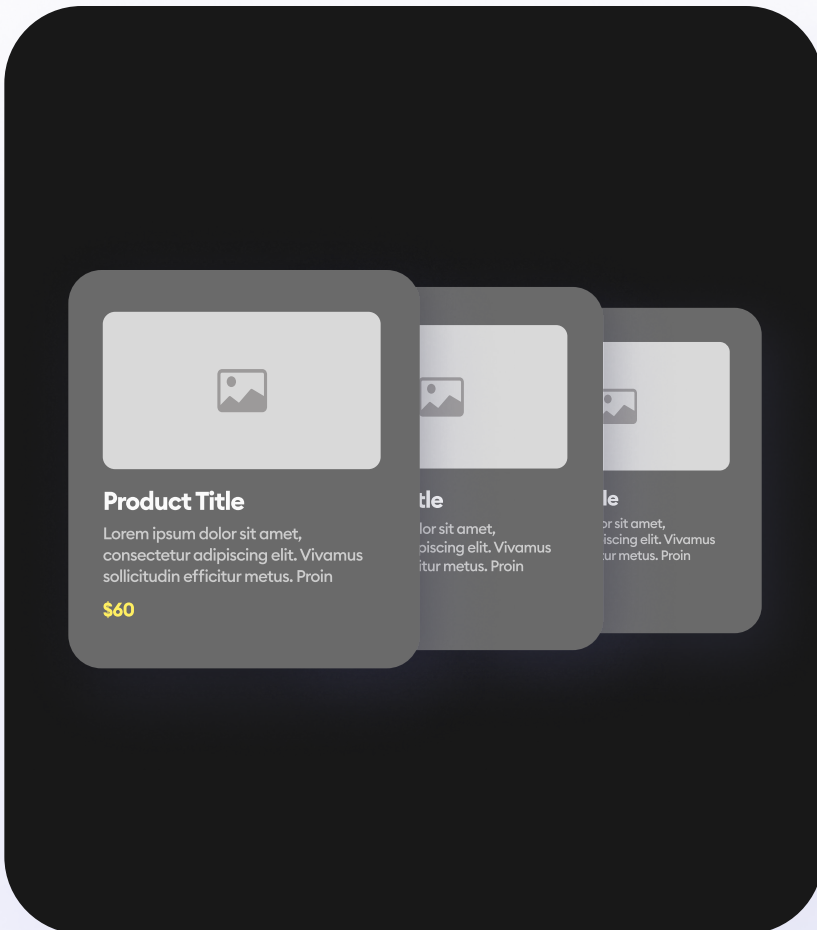
Using just shadows for the separation of layers does not help much for dark themes.

✅
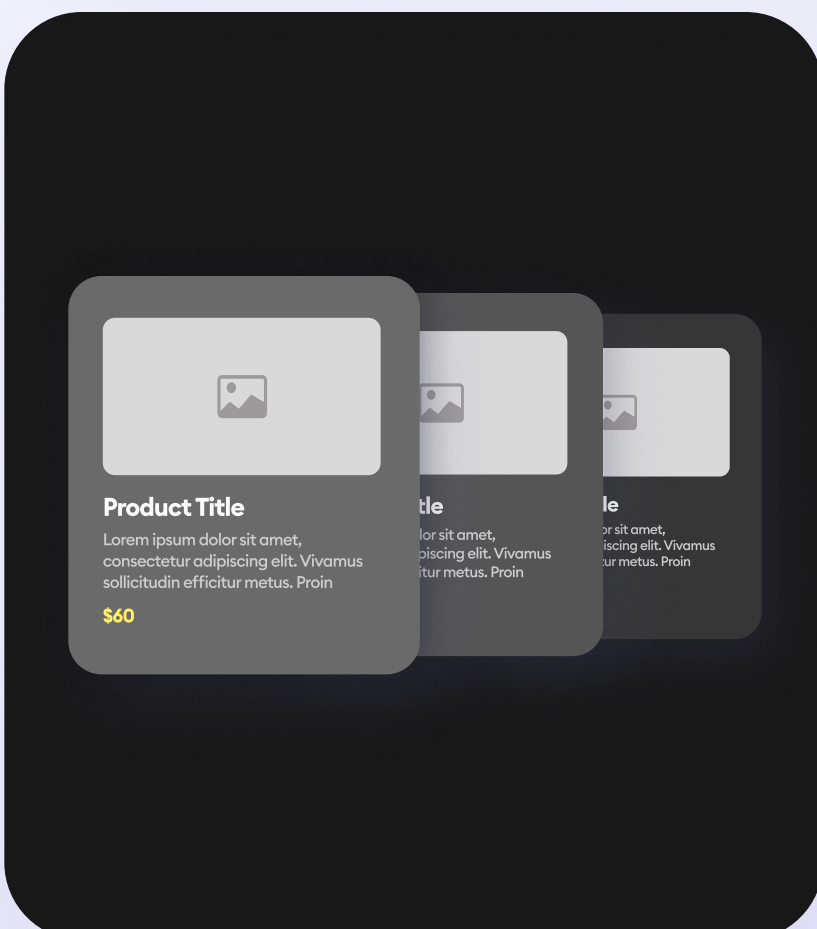
Use shades of Grey to communicate an element's elevation when working on Dark themes.

Tip - 78 **Use Supportive Images**

PixselPay ☰

The simplest way to pay your bills

❌

irrelevant images fails to support the story and meaning.

PixselPay ☰

The simplest way to pay your bills

2020 1234 0970 2309

✅

Use Images that support what you are telling and add meaning.

Tip - 79 Overlapping Elements

Joe Green
@joegreen

FOLLOW +

living a life, making dreams come true.

Posts
430

Following
2.5K

Followers
31.5K

John, Jay and 2 others follow him
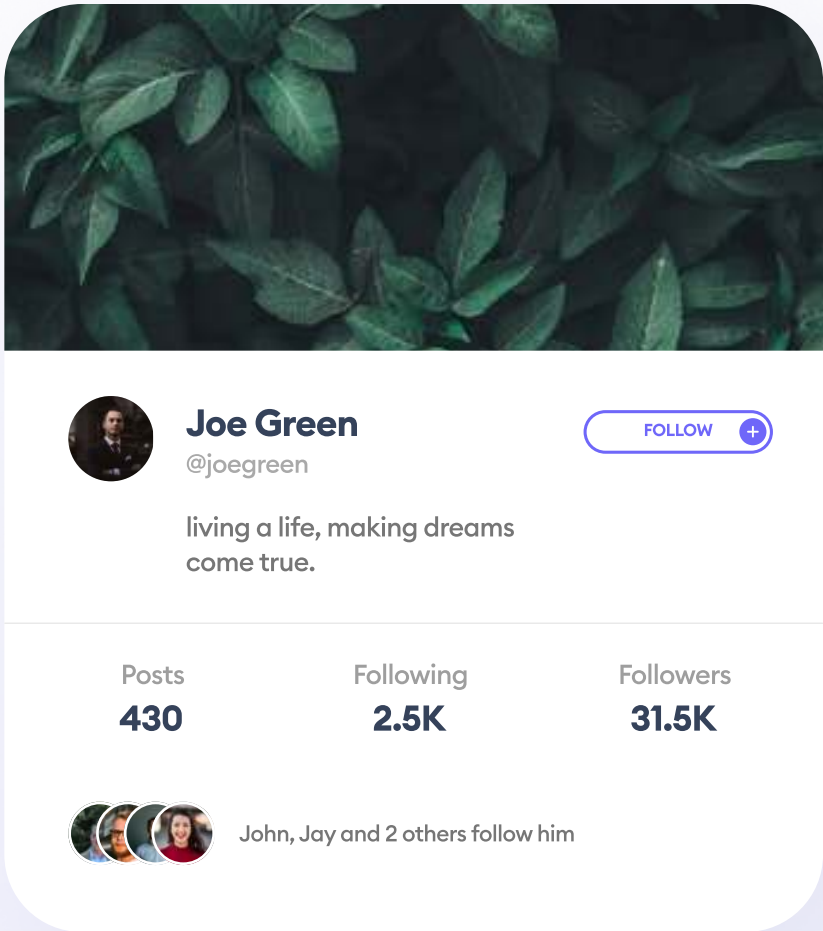
Keeping elements separate gives a basic look.

Joe Green
@joegreen

FOLLOW +

living a life, making dreams come true.

Posts
430

Following
2.5K

Followers
31.5K

John, Jay and 2 others follow him
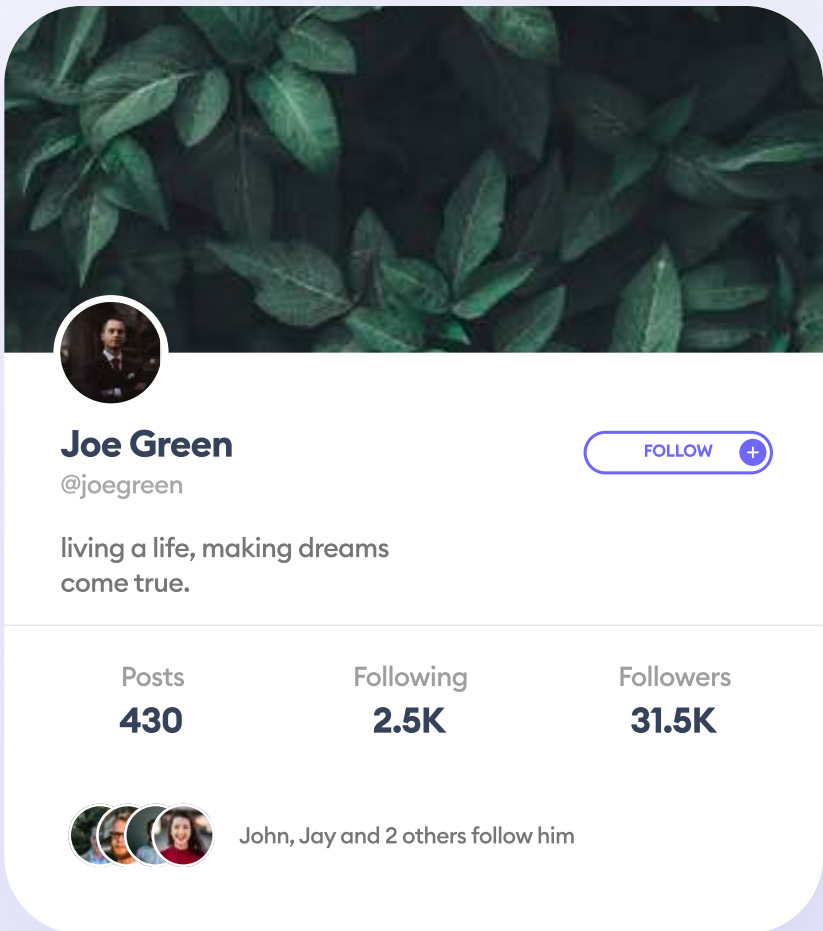
Add overlapping elements to create depth and clarity in design.

Tip - 80 **Checklist VS Toggle Tokens**

Preferred Programming Language?

- ☐ Python
- ☑ Java
- ☐ Ruby
- ☑ JavaScript
- ☐ Swift
- ☐ PHP
- ☑ Scala
- ☐ Kotlin

Long list of check box can cause users to abandon your form.

Preferred Programming Language?

Python	Java
Ruby	JavaScript
Swift	PHP
Scala	Kotlin

Use Toggle Tokens for selecting option from a large list.

Dos & Don'ts for UI Design

Tip - 81 **Visible Vs Hamburger Navigation**
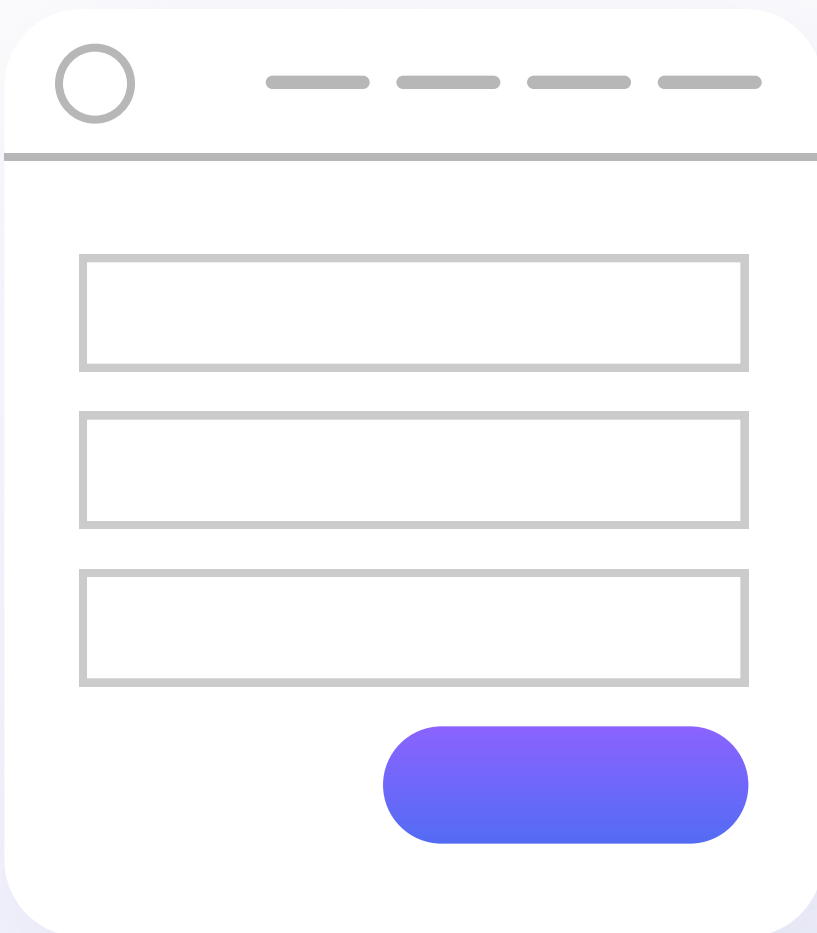
Visible Navigation decreases conversion rate.
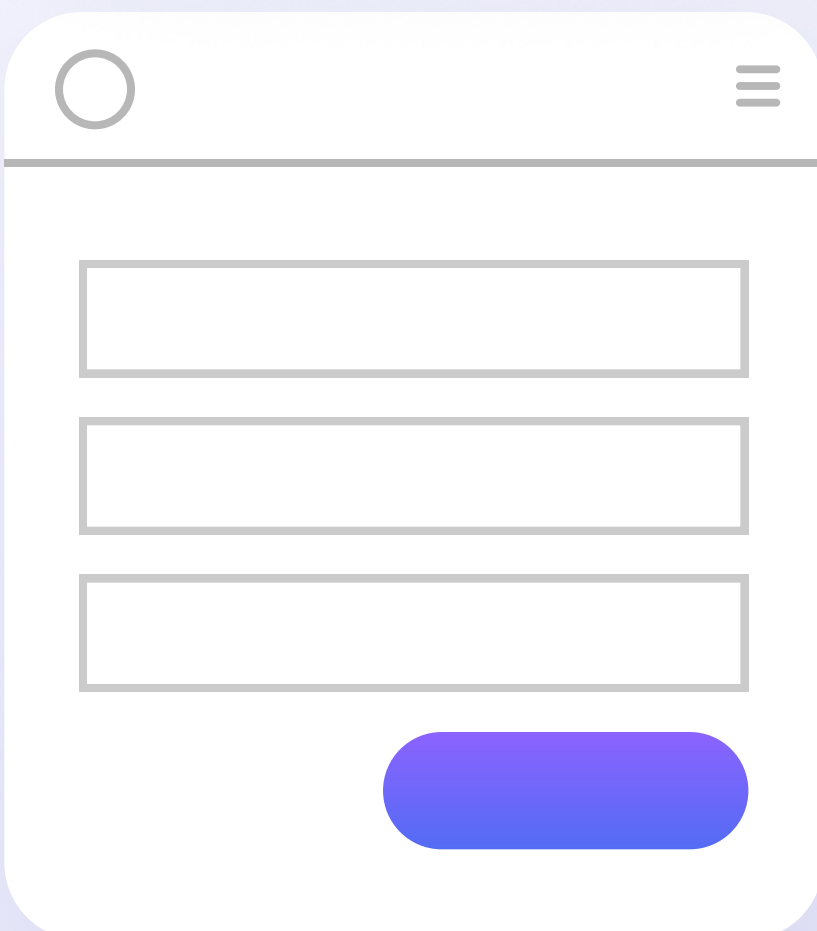
Use Hamburger Menu to increase conversion rate.

Tip - 82 **Text Wrapping on button**

Name

Contact

Email

**Submit
Your Form**

❌

Text wrapping on a button is not a good practice.

Name

Contact

Email

Submit Form

✅

Don't wrap text on buttons, Button label should be shown on a single line.

Tip - 83 Button's Color Contrast

| Neutral | Positive |
| Negative | Positive |

❌

Both buttons have similar contrast. they compete for user's attention.

| Neutral | Positive |
| Negative | Positive |

✓

Positive action has much lighter contrast. User sees a clear action.

Dos & Don'ts for UI Design

Tip - 84 Avoid Using Default Shadows

X:	0 px
Y:	2 px
BLUR:	4 px
COLOR:	000000
OPACITY:	50%

Default shadows of any software whether Figma, Xd, Sketch etc looks terrible.
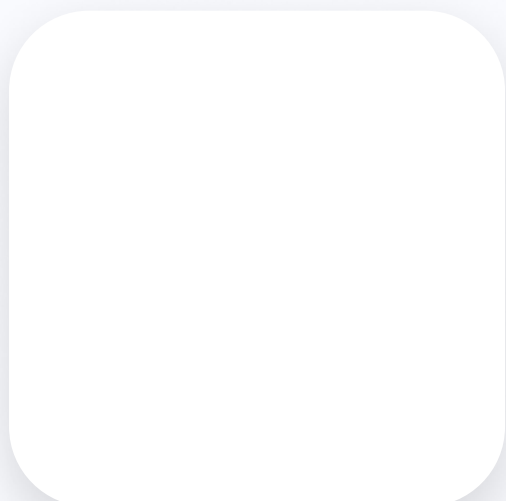
X:	0 px
Y:	8 px
BLUR:	24 px
COLOR:	000000
OPACITY:	15%

Make shadows look softer by lowering the opacity and increasing the blur.

Tip - 85 Limit Links

Title
Subhead

Text non temper quam, et lacinia sapien. Mauris accumsan eros eget libero posuere vulputate.

Primary Action   Secondary Action
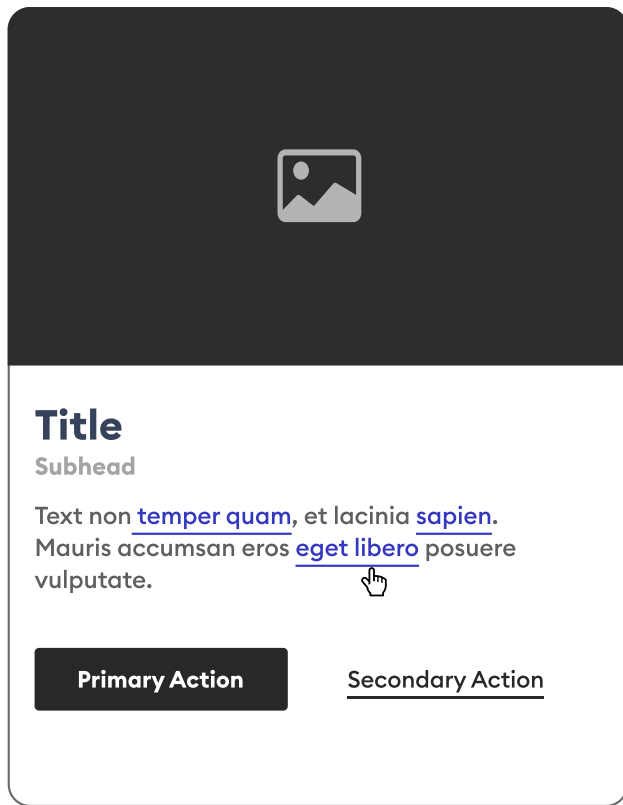
Too many inline links look awful and provide a negative impression.

Title
Subhead

Text non temper quam, et lacinia sapien. Mauris accumsan eros eget libero posuere vulputate.

Primary Action   Secondary Action
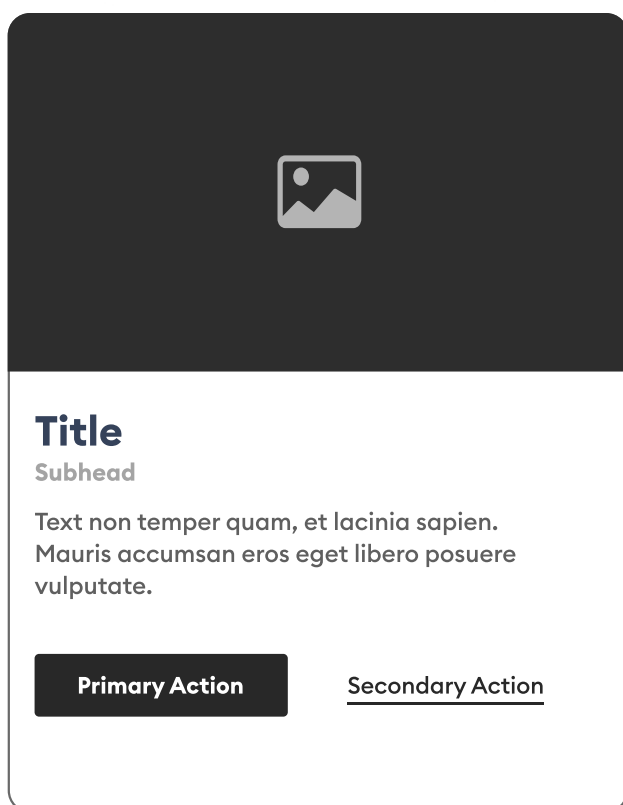
A single link or a limited set of actions should be provided by a card.

Tip - 86 DON'T make the text too small

Lorem ipsum dolor sit amet. Ea consequuntur recusandae qui quae dolores et culpa ratione qui officiis voluptas ut dolore eaque aut corrupti autem At quae fugit? Et accusamus magni id internos laboriosam non perspiciatis deserunt id error amet in sunt consequatur. In eveniet corrupti et illo dolorem vel odio quod. Ut consequatur suscipit a rerum nobis non dolor 33 consequatur vero et enim consequuntur.

12pt

Small text create difficulty for people to read clearly.

Lorem ipsum dolor sit amet. Ea consequuntur recusandae qui quae dolores et culpa ratione qui officiis voluptas ut dolore eaque aut corrupti autem At quae fugit? Et accusamus magni id internos laboriosam non perspiciatis deserunt id error amet in sunt consequatur. In eveniet corrupti et illo dolorem.

16pt

Make sure your body text should be no smaller than a size of 14pt.

Tip - 87 DON'T make continuous use of all caps

NOWHERE ELSE ON EARTH MAKES THE HEART SWOON LIKE THE MENTION OF PARIS. THE CITY LURES WITH ITS MAGNIFICENT ART, ARCHITECTURE, CULTURE, AND CUISINE, BUT THERE'S ALSO A QUIETER MAGIC WAITING TO BE EXPLORED: THE QUAINT COBBLED LANES, THE SWEET PATISSERIES AROUND THE CORNER, AND THE COSY LITTLE BISTROS.

Text of all caps are actually difficult for people to read.

Nowhere else on earth makes the heart swoon like the mention of Paris. The city lures with its magnificent art, architecture, culture, and cuisine, but there's also a quieter magic waiting to be explored: the quaint cobbled lanes, the sweet patisseries around the corner, and the cosy little bistros.
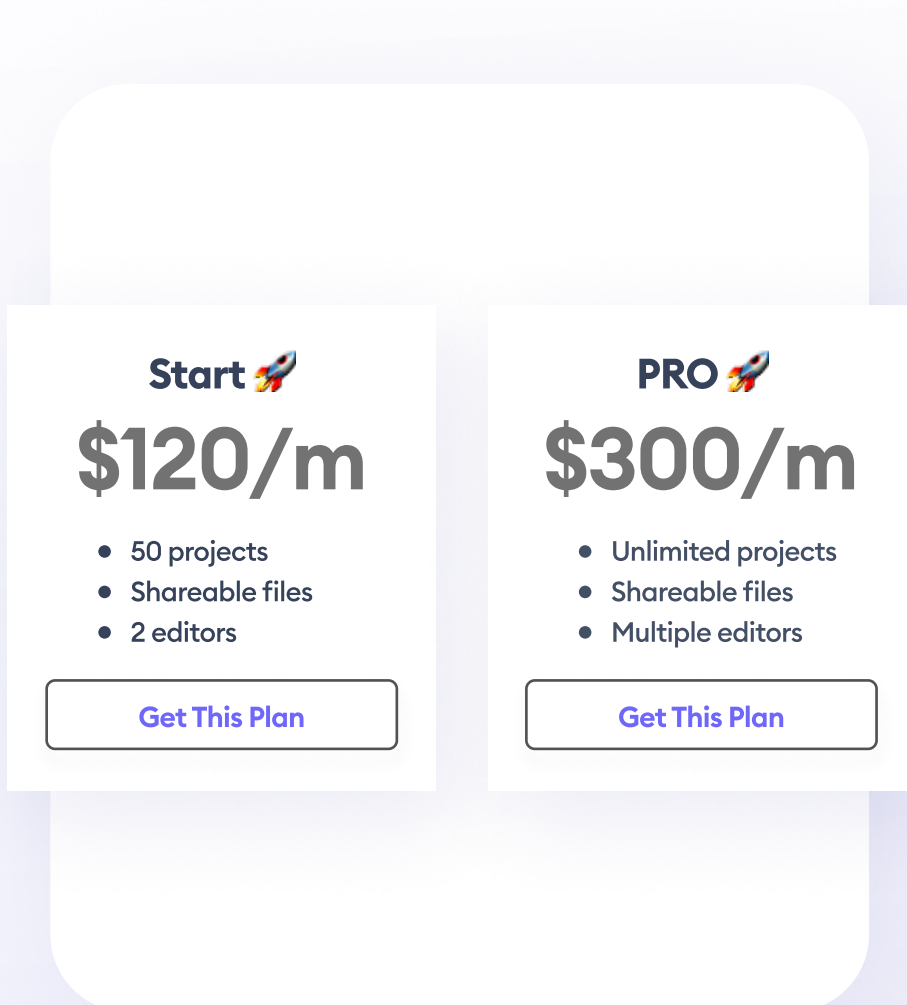
make sure that you use caps in moderation.

Tip - 88 Accent color

Start 🚀
$120/m

- 50 projects
- Shareable files
- 2 editors

Get This Plan

PRO 🚀
$300/m

- Unlimited projects
- Shareable files
- Multiple editors

Get This Plan

❌

It fails to categorise the sections and looks kinda same.

Start 🚀
$120/m

- 50 projects
- Shareable files
- 2 editors

Get This Plan

PRO 🚀
$300/m

- Unlimited projects
- Shareable files
- Multiple editors

Get This Plan

✅
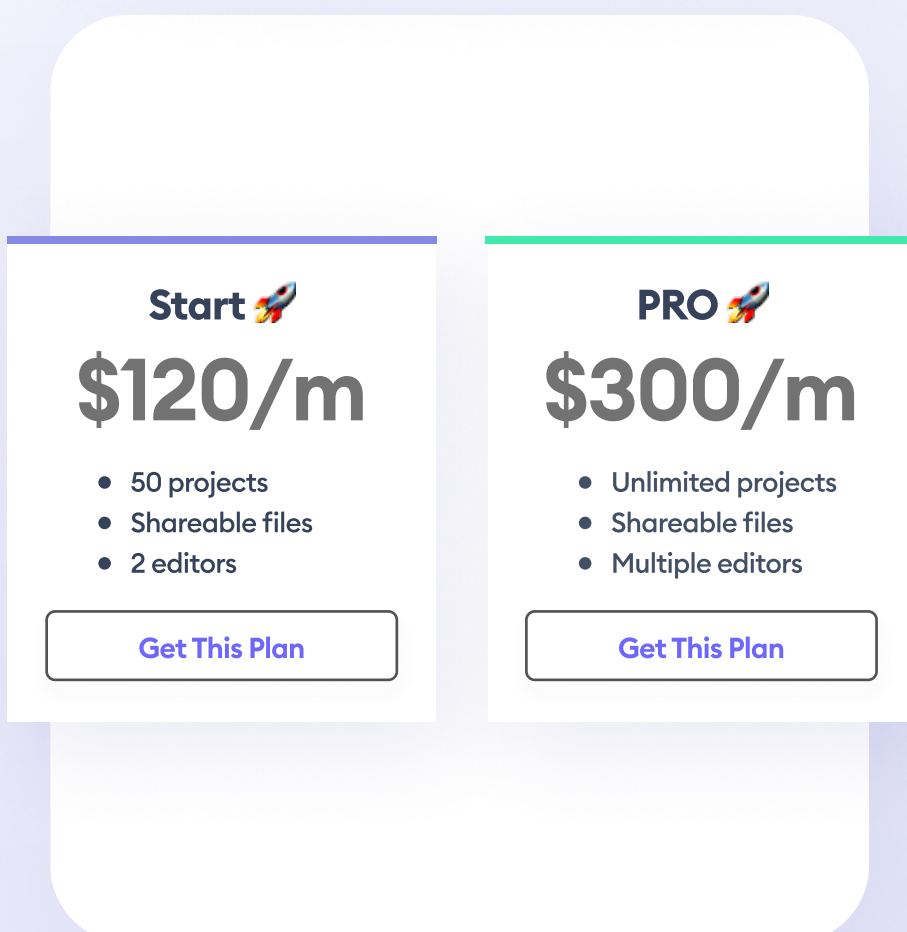
Use accent colors to assist users visually categorise sections.

Tip - 89 **Contrast**

Johngreen and Black_shade
liked your post   2d

Harrys12 and Darky liked your
post   2d

Ace.king and dandesign liked
your post   2d

uix.xpert and Greyui liked your
post   2d
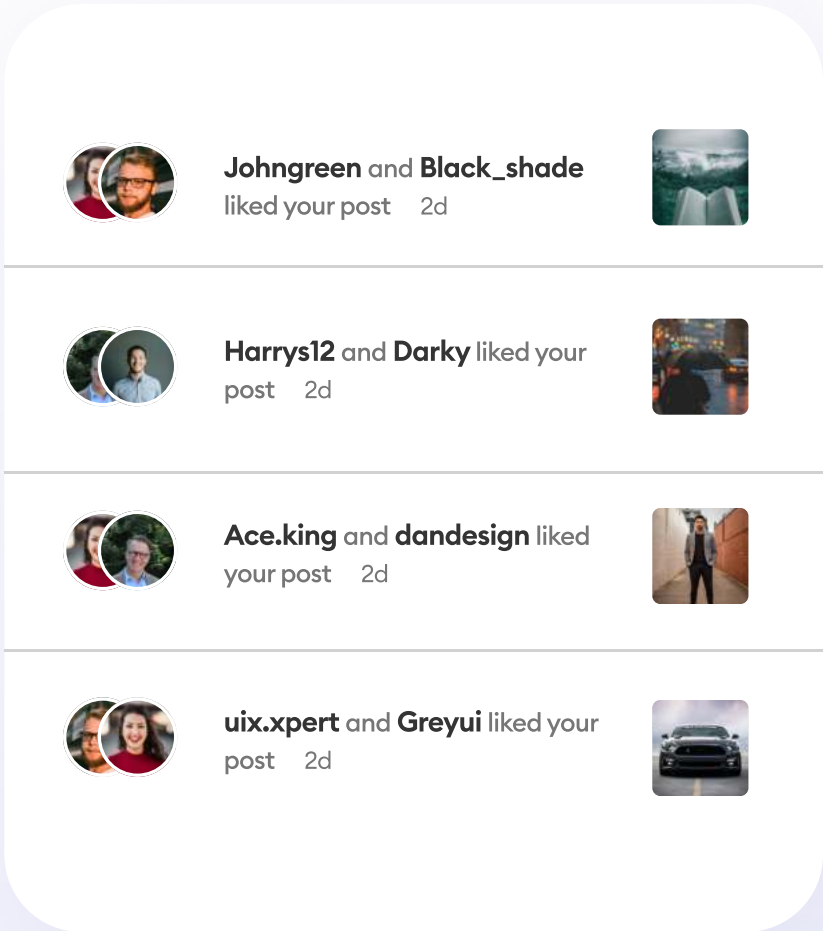
Using Borders for the differentiation, Feels a little outdated.

Johngreen and Black_shade
liked your post   2d

Harrys12 and Darky liked your
post   2d

Ace.king and dandesign liked
your post   2d

uix.xpert and Greyui liked your
post   2d
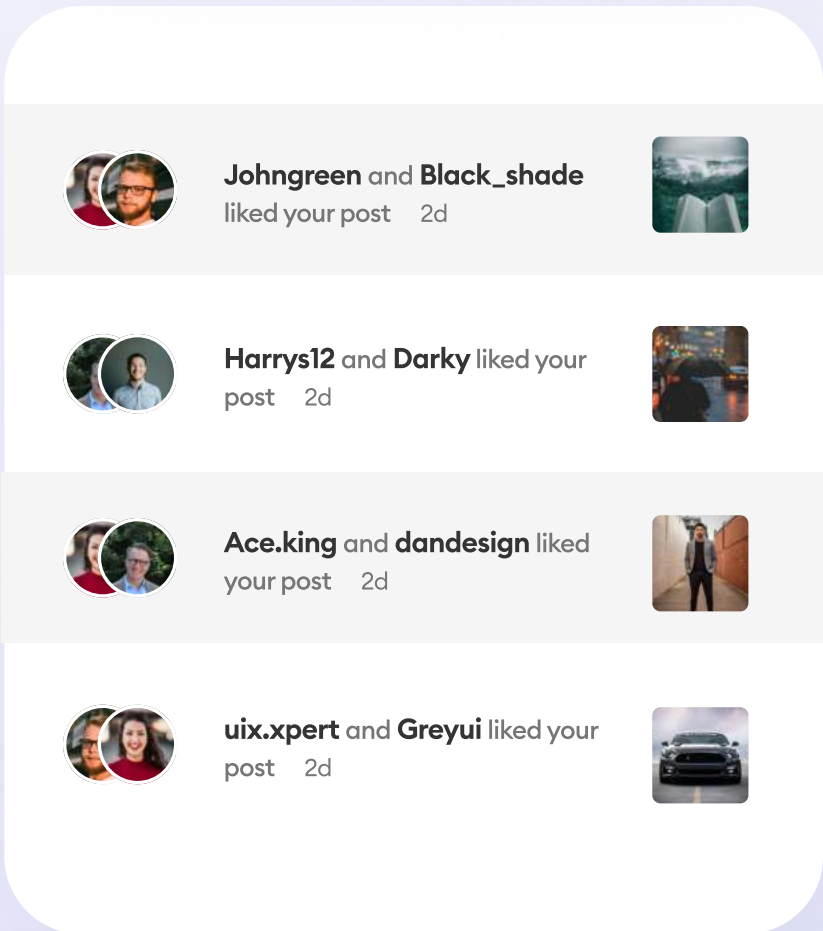
Create contrast by using color and space for content differentiation.

Tip - 90 Form Distinguish

First Name

Last Name

Address

City

❌

Ungrouped forms fails to give the proper clarity among the users.

Personal Information

First Name

Last Name

Contact Information

Address

City

✅

Reinforcement of awareness with title + grouping to distinguish between paragraphs and region.

Tip - 91 **Input area**

First Name *

Last Name *

Email *

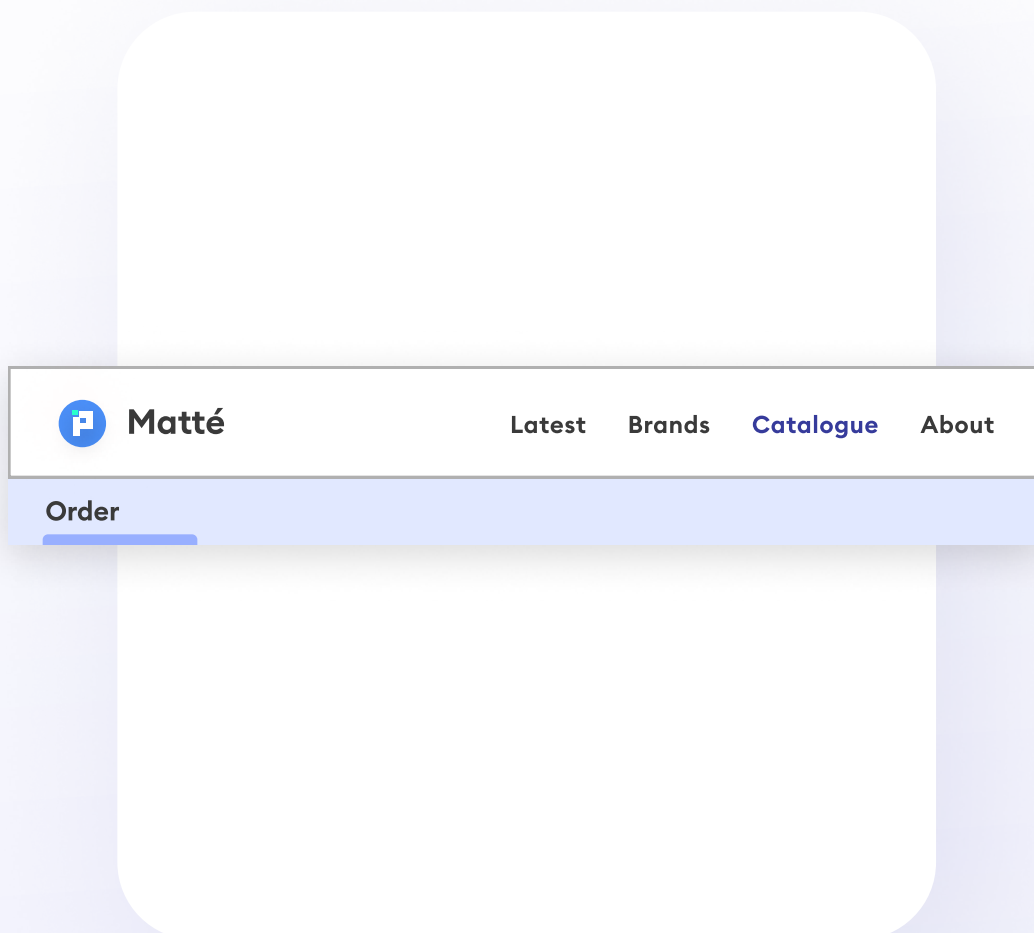**No interactive sections make the process less interesting.**

First Name *

Last Name *

Email *

Differentiating the selective section makes an interactive affect on users.

Tip - 92 # Emphasize by de-emphasizing

Matté

Latest   Brands   **Catalogue**   About

Order

Active nav item doesn't really stand out compared to the inactive items.

Matté

Latest   Brands   **Catalogue**   About

Order
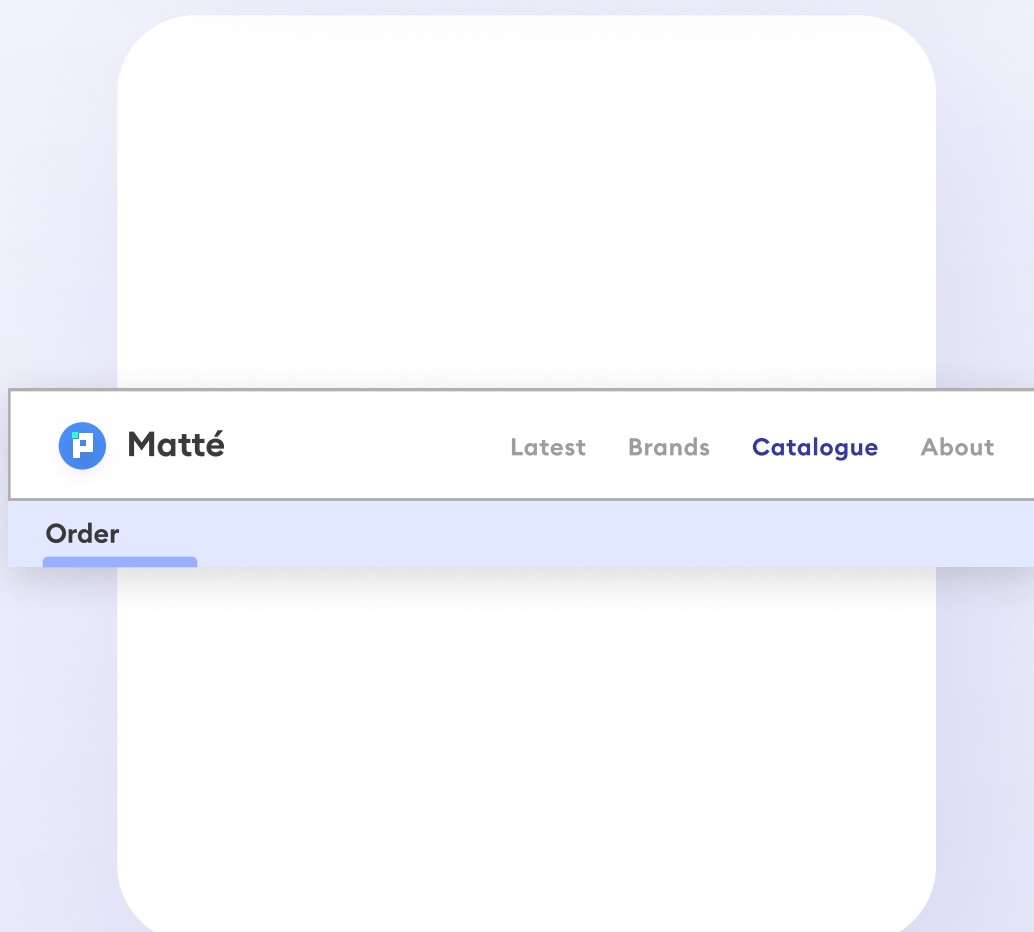
Give the inactive items a softer color so they sit more in the background and help to make active nav 'Pop'.

Tip - 93 # Avoid ambiguous spacing

First Name *

16px

Last Name *

16px

Email *

The elements in the form group don't feel obviously "connected".

First Name *

16px

Last Name *

8px

Email *

The fix is to **increase the space** between each form group so it's clear which label corresponds to which input.

Tip - 94 # Keep your line length in check

- 120 Character per line

Lorem ipsum dolor sit amet. Ea consequuntur recusandae qui quae dolores et culpa ratione qui officiis voluptas ut dolore eaque aut corrupti autem At quae fugit? Et accusamus magni id internos laboriosam non perspiciatis deserunt id error amet in sunt consequatur. In eveniet corrupti et illo dolorem vel odio quod. Ut consequatur suscipit a rerum nobis non dolor 33 consequatur vero et enim

consequuntur. Lorem ipsum dolor sit amet. Ea consequuntur recusandae qui quae dolores et culpa ratione qui officiis voluptas ut dolore eaque aut corrupti autem At quae fugit? Et accusamus magni id internos laboriosam non perspiciatis deserunt id error amet in sunt consequatur. In eveniet corrupti et illo dolorem vel odio

Usually this means lines that are too long, makes text harder to read.

55 - 65 Character per line

Lorem ipsum dolor sit amet. Ea consequuntur recusandae qui quae dolores et culpa ratione qui officiis voluptas ut dolore eaque aut corrupti autem At quae fugit? Et accusamus magni id internos laboriosam non perspiciatis deserunt id error amet in sunt consequatur. In eveniet

corrupti et illo dolorem vel odio quod. Ut consequatur suscipit a rerum nobis non dolor 33 consequatur vero et enim consequuntur.id internos laboriosam non perspiciatis deserunt id error amet in sunt consequatur. In eveniet corrupti et illo dolorem vel odio quod.

Stick to 45-75 range if you want to play it safe.

Tip - 95 **Right-align numbers**

MBOL	PRICE	CHG	MKT CAP
PPL	$174.72	-197	1.007T
OOGL	$1,068.72	-17.91	875.4B
MZN	$1,645.79	+30.78	849.7B
SFT	$1,656.56	+0.67	547.4B

Decimal in a list of numbers placed uneven, makes everything look cluttery.

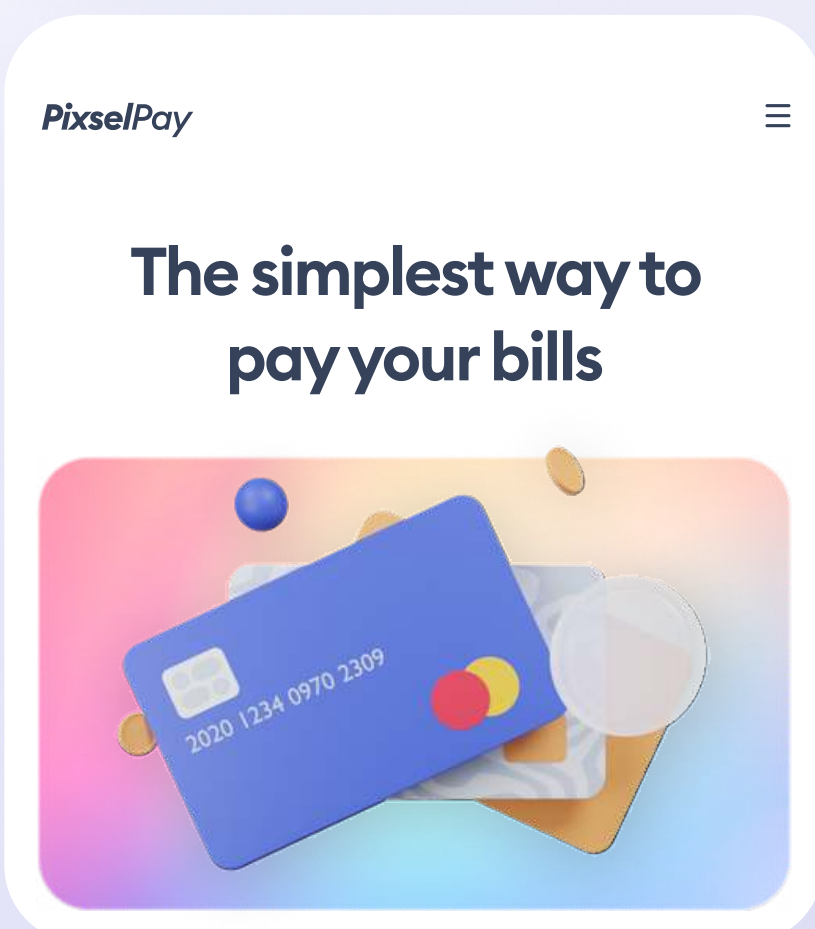| MBOL	PRICE	CHG	MKT CAP
PPL	$174.72	-197	1.007T
OOGL	$1,068.72	-17.91	875.4B
MZN	$1,645.79	+30.78	849.7B
SFT	$1,656.56	+0.67	547.4B

Usually, when the decimal in a list of numbers is always in the same place, they're a lot easier to compare at a glance.

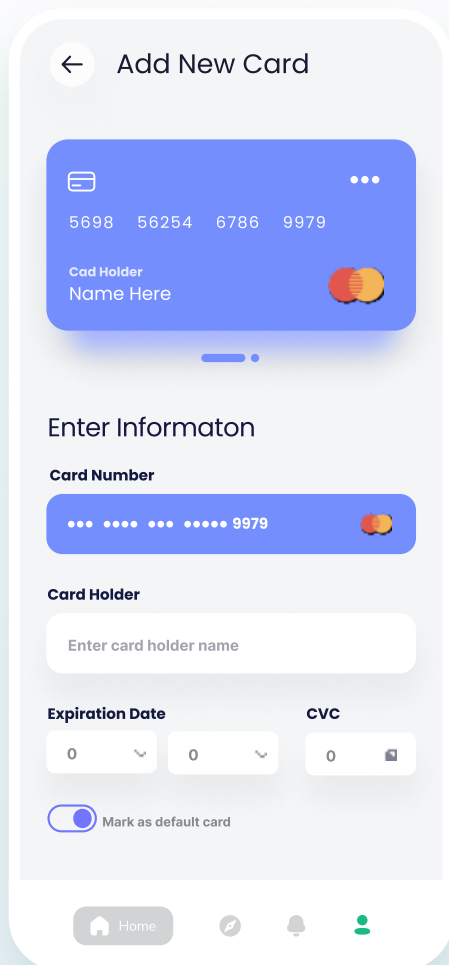**Tip - 96** **Scale your images**
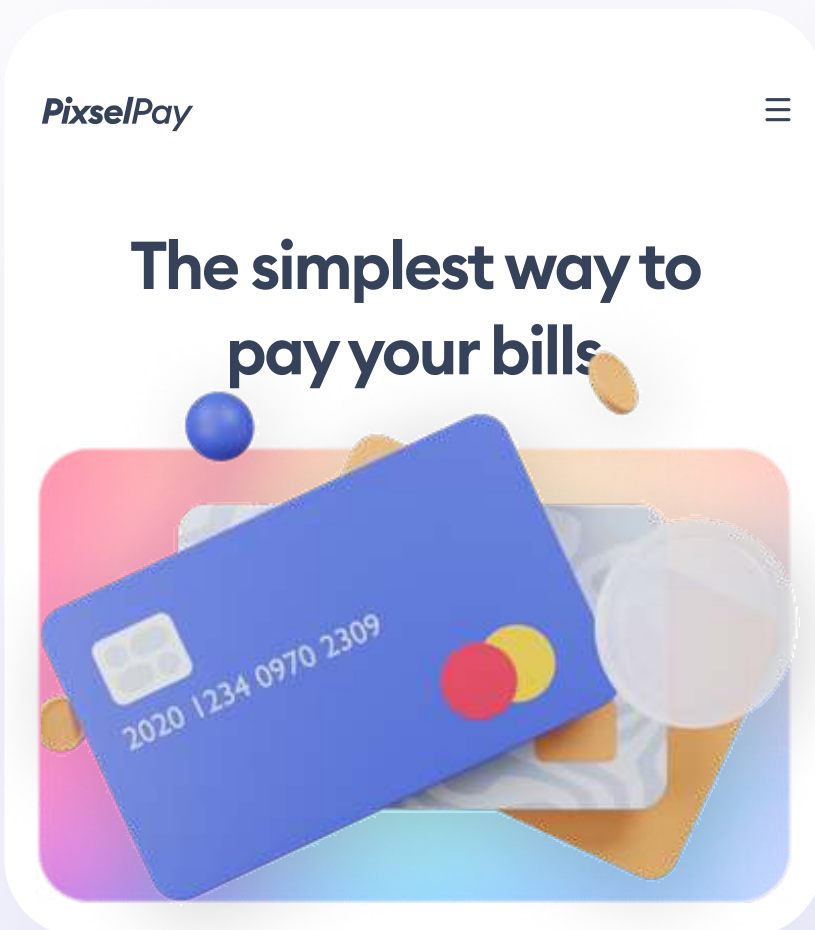
Scaling the image to the full screen might feel different for different screen sizes.
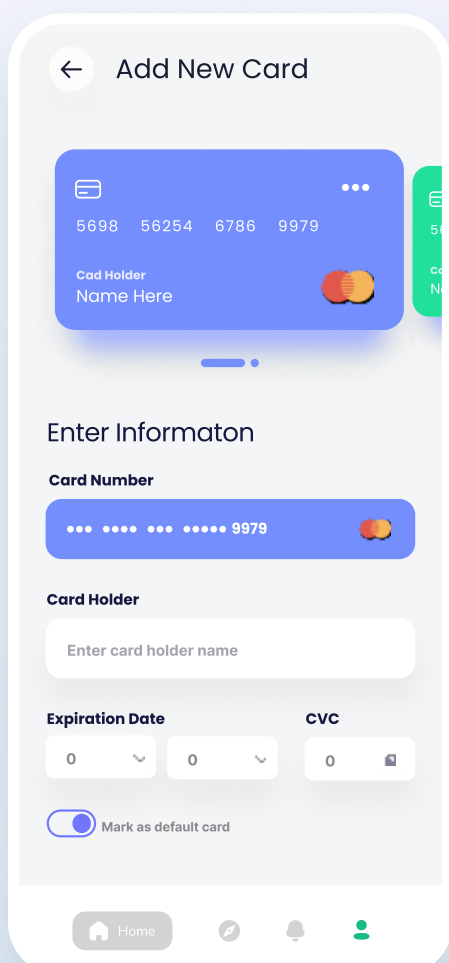

Instead scale it to **fill the screen** so the visual content is visible across all display sizes.

Tip - 97 Show offscreen elements

Add New Card

5698 56254 6786 9979

Cad Holder
Name Here

Enter Informaton

Card Number

••• •••• ••• ••••• 9979

Card Holder

Enter card holder name

Expiration Date   CVC

0   0   0

Mark as default card

Home

❌

Having just a slider indicator can sometimes lead to ingnorance of the offscreen element.

Add New Card

5698 56254 6786 9979

Cad Holder
Name Here

Enter Informaton

Card Number

••• •••• ••• ••••• 9979

Card Holder

Enter card holder name

Expiration Date   CVC

0   0   0

Mark as default card

Home

✅

Show a glance of offscreen element to indicate that there's more content hidden behind a swipe motion.

Dos & Don'ts for UI Design

Tip - 98 Use full-width buttons

Shop

You're offline

Retry

Exit
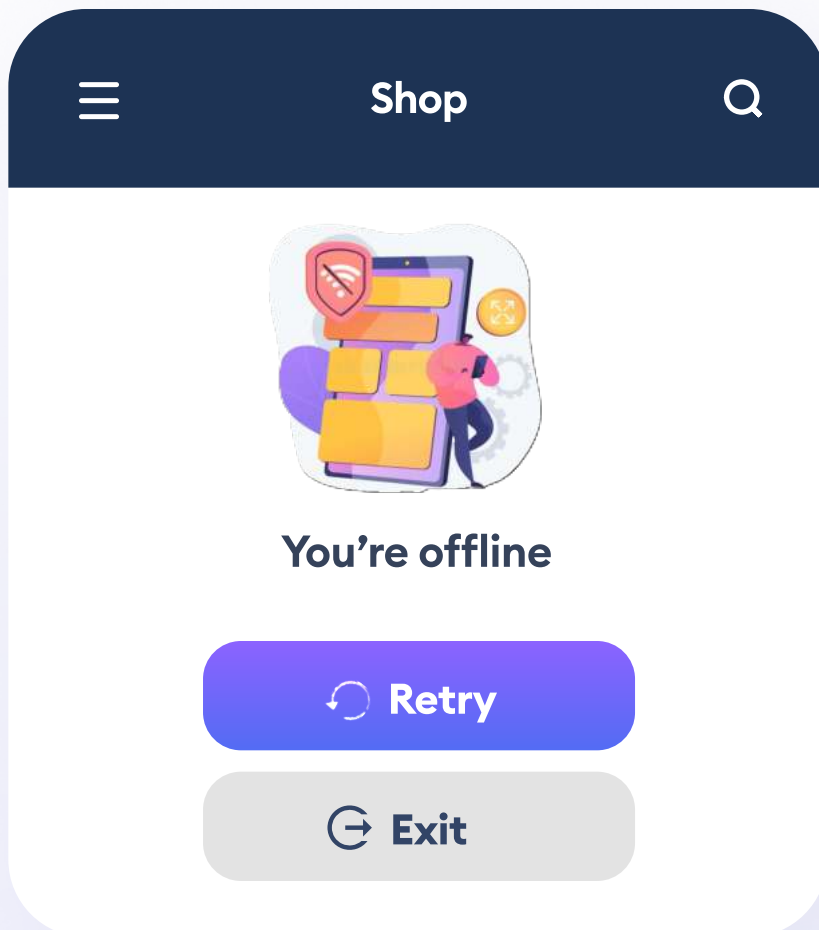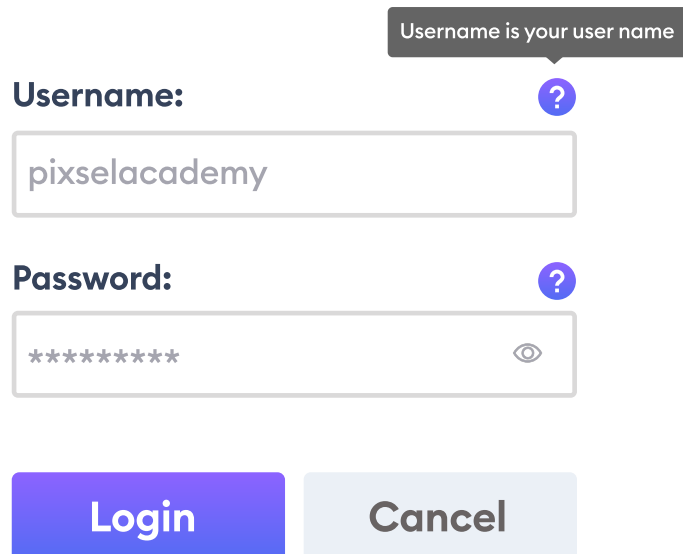
Small-sized buttons gives an incomplete feeling.

Shop

You're offline

Retry

Exit
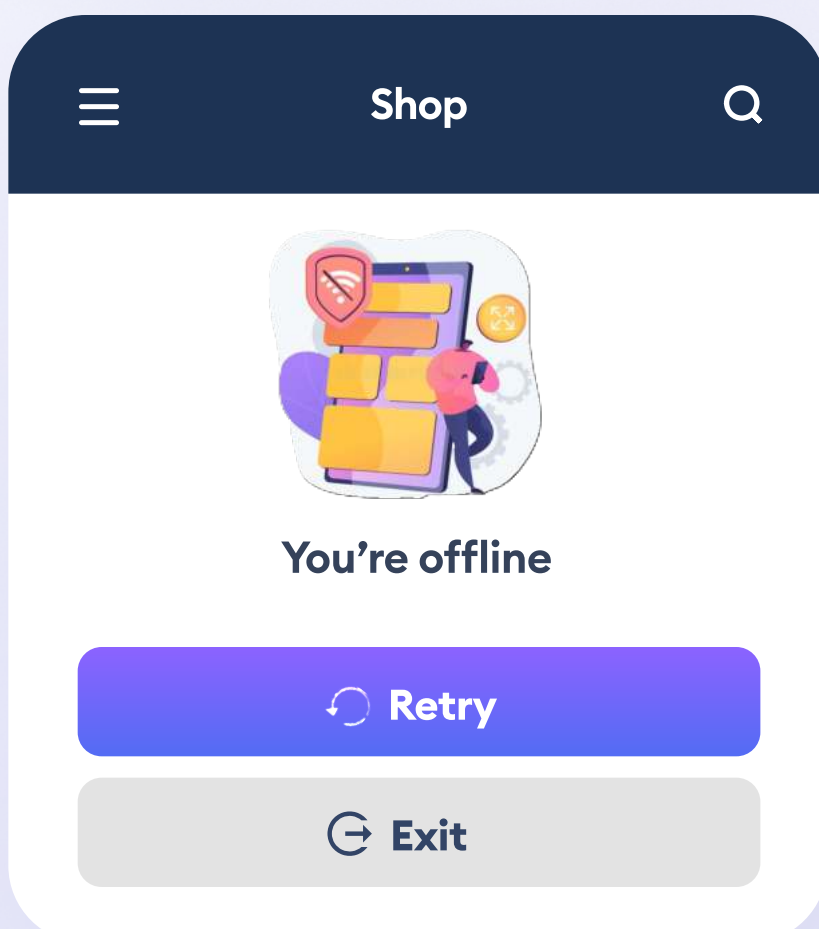
Instead try to make your buttons full-width with respect to system-specific margins.

Tip - 99 **Unnecessary guide**
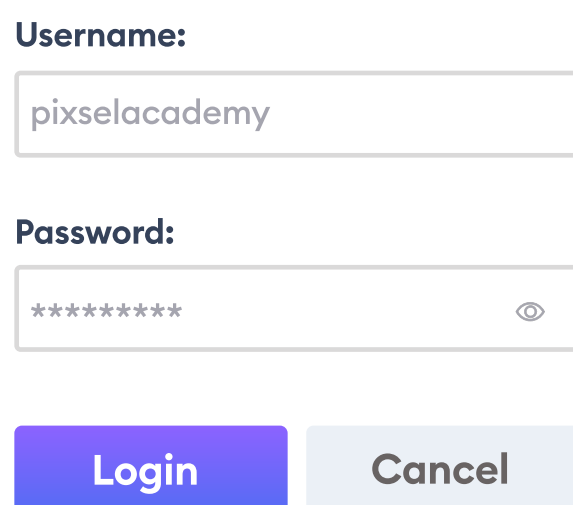
Username is your user name

Username: ?

pixselacademy

Password: ?

********* 👁

| Login | Cancel |

✗

Avoid stating the obvious info, especially with tooltips.

Username:

pixselacademy

Password:

********* 👁

| Login | Cancel |

✓

Obvious fields don't need explanation, and when they do add it right below.

Tip - 100 **Round or Box checkbox**

What are your favourite hobbies?

○ Cycling

☑ Football

○ Painting

☑ Swimming

○ Collecting Coins

❌

Round checkboxes look too similar to radio-buttons!

What are your favourite hobbies?

☐ Cycling

☑ Football

☐ Painting

☑ Swimming

☐ Collecting Coins

✅

Checkboxes should always be "boxes"!

Tip - 101

Create more than you Consume

This is a mistake you must avoid if you want to understand UI design. It's thousand times easier to read random design papers, keep scrolling social media for inspiration than it is to design.

I know it's important for designers to consume the latest information and knowledge in their field but it's necessary to maintain a balance between them.

More creation leads to more practice and ultimately help you to enhance your skill in UI design.

Dos & Don'ts for UI Design

Thank You.