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COURSE NAME :19CSE315 – UI/UX DESIGN

IIIEAR/ VI SEMESTER

UNIT – II TYPOGRAPHY

Topic :Design For Platforms

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DESIGN FOR PLATFORMS

Designing for platforms in UI/UX involves understanding the specific requirements, constraints, and design patterns of each platform, such as mobile, web, desktop, or even emerging platforms like smartwatches or voice assistants. Here are some key considerations.

Platform Guidelines: Familiarize yourself with the guidelines provided by the platform (e.g., Material Design for Android, Human Interface Guidelines for iOS). These guidelines outline design principles, components, and interactions specific to each platform.

Responsive Design: Ensure your design adapts seamlessly across different screen sizes and orientations. Use fluid layouts, flexible grids, and media queries to achieve responsiveness.



Design for platforms

Consistent Branding: Maintain consistent branding elements (colors, typography, imagery) across all platforms to reinforce brand identity and provide a cohesive user experience.

Navigation and Layout: Design intuitive navigation and layout structures tailored to each platform's conventions. For example, mobile apps often use bottom navigation tabs, while desktop websites may have a horizontal navigation bar.

Interaction Patterns: Leverage platform-specific interaction patterns and gestures to enhance usability and familiarity. For instance, mobile apps commonly utilize swipe gestures, while desktop applications rely on mouse clicks and keyboard shortcuts.

Performance Optimization: Optimize performance by minimizing load times, reducing file sizes, and prioritizing content based on platform capabilities (e.g., limited processing power or bandwidth on mobile devices).



Design for platforms

Accessibility: Ensure your design is accessible to users with disabilities by following accessibility standards (e.g., WCAG) and incorporating features like screen reader compatibility, high contrast modes, and resizable text.

Cross-Platform Compatibility: Strive for consistency in functionality and aesthetics across different platforms while still respecting each platform's unique characteristics. Consider using cross-platform frameworks or design systems to streamline development and maintenance.

User Feedback and Testing: Gather feedback from users across different platforms through usability testing, surveys, and analytics. Iterate on your designs based on user insights to continually improve the user experience.



Moodboards: Mobile, Web

Creating mood boards for UI/UX design on mobile and web platforms involves compiling visual elements, color schemes, typography choices, and interface inspirations to establish a cohesive design direction. Here's a step-by-step guide on how to create mood boards for both mobile and web UI/UX:

Step 1: Define the Theme or Concept

Identify the overarching theme, mood, or concept you want to convey through your UI/UX design. Consider factors like the brand identity, target audience, and the purpose of the platform (e.g., professional, playful, minimalist).

Step 2: Gather Inspiration

Browse through various sources such as design websites, social media platforms, design books, and competitor platforms to collect inspirational images, screenshots, color palettes, typography examples, and interface designs. Pinterest, Dribbble, and Behance are excellent platforms for finding design inspiration.



Moodboards: Mobile, Web

Step 3: Organize Visual Assets

Organize the collected images and visual assets into categories based on their relevance to different aspects of UI/UX design, such as color, typography, layout, navigation, and interaction patterns.

Step 4: Create Mood Boards

Separate mood boards for mobile and web platforms can help focus on the specific design requirements and constraints of each.

Mobile Mood Board:

Color Palette: Compile a selection of colors that evoke the desired mood and align with the brand identity.

Typography: Showcase various fonts and typography styles suitable for mobile screens, ensuring readability and consistency across different screen sizes.



Moodboards: Mobile, Web

Layout and Navigation: Include examples of mobile interface layouts, navigation patterns (e.g., tab bar, bottom navigation, hamburger menu), and screen transitions.

Visual Elements: Incorporate UI elements such as buttons, icons, illustrations, and images that complement the overall design theme.

Interaction Patterns: Highlight animations, gestures, and micro-interactions that enhance the user experience on mobile devices.

Web Mood Board:

Color Palette: Curate a palette of colors optimized for web interfaces, considering factors like accessibility and compatibility with various screen resolutions.

Typography: Showcase web-friendly fonts and typography hierarchies suitable for readability on larger screens.

Visual Elements: Include UI components like buttons, form inputs, cards, and imagery optimized for web display



Moodboards: Mobile, Web



Interaction Patterns: Present examples of hover effects, scroll animations, modal dialogs, and other interactive elements specific to web interactions.

Layout and Navigation: Explore different grid systems, responsive layouts, navigation menus, and header/footer designs tailored for web browsing.

Step 5: Refine and Iterate

Review the mood boards with stakeholders and team members to gather feedback and refine the design direction further. Iterate on the mood boards based on the feedback received to ensure alignment with project goals and user needs.

Step 6: Finalize and Implement

Once the mood boards are approved, use them as a reference throughout the UI/UX design process to maintain consistency and coherence across the mobile and web platforms. Translate the visual elements and design principles from the mood boards into wireframes, prototypes, and ultimately, the final product.



Thank
you

Thank you!