

Modular Design Frameworks

A Projects-based Guide for UI/UX
Designers

—
James Cabrera

VISUAL HIERARCHY

Size — The bigger something is, the more important it is.

Color — Creating primary, secondary, tertiary colors, and fixing them on a scale of importance: that is, always using a primary color on the most important elements.

Natural Order — Whatever you place first in the natural flow of the document is the most important. Natural flow is subjective based on design. It could be top-down, left-right, outside-inside, etc.

VISUAL HIERARCHY



James Cabrera

@jamescabrera

Not sure if shower or air conditioner fluid.
[#nycproblems](#)

3:48 PM - 27 Jun 2016



ESTABLISHING A FONT SYSTEM

The image shows a screenshot of the BuzzFeed News website with several text elements highlighted by colored boxes and arrows pointing to labels on the right. The labels are: Menu Font (red), Category Font (green), Headline Font (blue), and Body Font (purple). The website content includes the BuzzFeed News logo, a navigation menu with items like News, Videos, Quizzes, Tasty, and DIY, a 'Featured' section with a headline 'The Tribe That's Suing The US Government To Keep Its Promises', and a main article headline 'After Trump Win, The Alt-Right Prepares For An Unexpected Future'.

BuzzFeedNEWS

News Videos Quizzes Tasty DIY More ▾

Get Our News App Like 8.7M

Politics

Featured

The Tribe That's Suing The US Government To Keep Its Promises

By Nishi Subbaraman
BuzzFeed Staff

2 days ago In a landmark lawsuit, the Rosebud Sioux tribe is suing its government-run hospital for failing to provide the free health care that they say has been promised since 1968. The feds, in turn, argue that they actually have no legal...

After Trump Win, The Alt-Right Prepares For An Unexpected Future

By Rosie Gray
BuzzFeed News Reporter

14 hours ago "I think moving forward the alt-right as an intellectual vanguard can complete Trump."

Michael Chabon Is An Underdog On Top Of The World
By Dorice Sinsler

The Little-Known Law That Put A Man Behind Bars Twice For The Same Shooting
By Albert Samaha

Menu Font

Category Font

Headline Font

Body Font

ESTABLISHING A FONT SYSTEM

Duas grandes famílias

A f l s

Sans serif

A f l s

Serif

ESTABLISHING A FONT SYSTEM

Serifs vs Sans serif

As fontes "serifs"

Têm pequenos traços nos extremos dos caracteres

Usadas no corpo dos textos impressos

Ex. **Times New Roman, Palatino**

As fontes "sans serif"

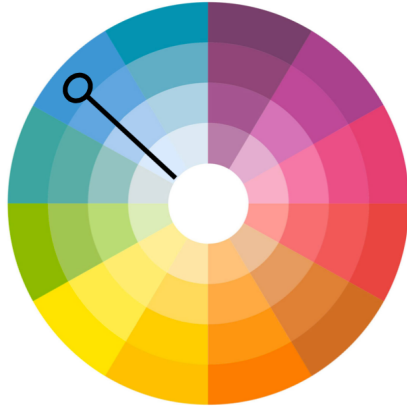
Não têm esses traços

Usadas nos cabeçalhos de textos impressos e no ecrã

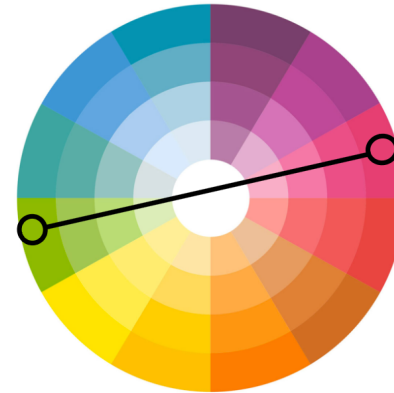
Ex. **Optima, Arial**

ESTABLISHING A COLOR SYSTEM

Esquema de cores monocromático



Esquema de cores complementar



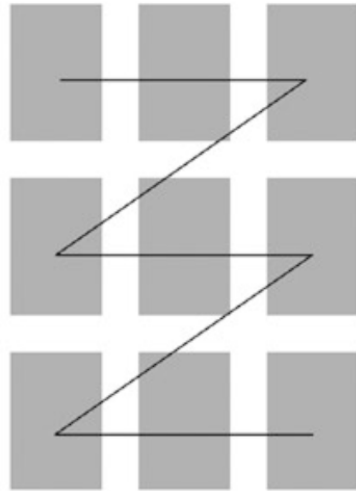
Esquema de cores análogo



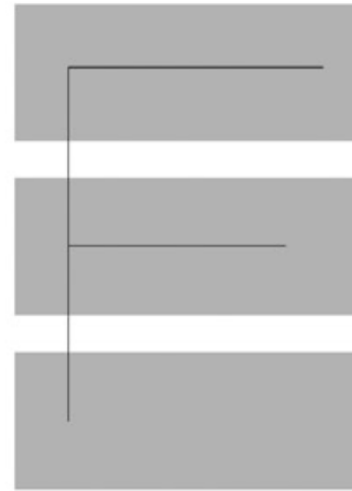
Esquema de cores triádico



CONTENT FLOW



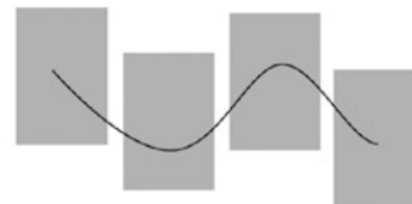
"Z" Pattern



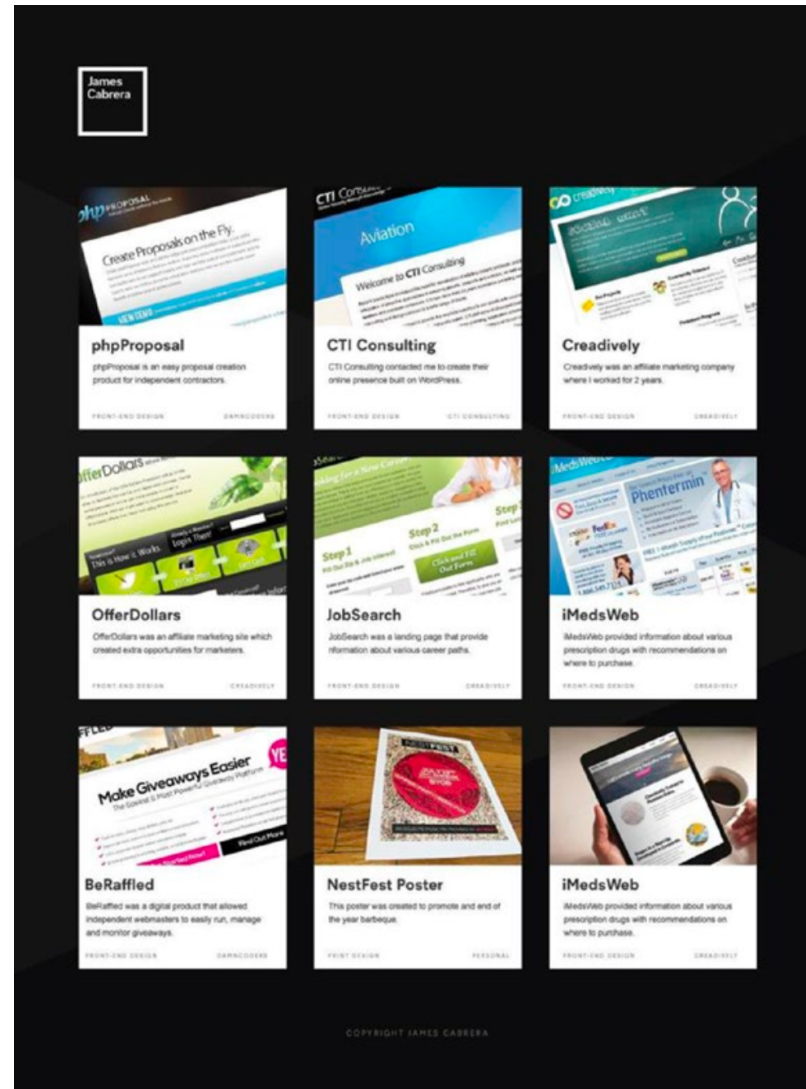
"F" Pattern




"?" Pattern



CONTENT FLOW



ADAPTATION, REUSABILITY, VARIATION, AND ITERATION



phpProposal
phpProposal is an easy proposal creation product for independent contractors.

[VIEW PROJECT](#)



Resume
This was my custom infographic resume that I used from 2008-2011

[VIEW PROJECT](#)



NestFest
This poster was created to promote an end of the year barbeque.

[VIEW PROJECT](#)

ORGANIZATION, CLUSTERING, PAGES, AND NAVIGATION

The screenshot displays the Bloomingdale's website interface. At the top, a black navigation bar contains the text "SPRING EXCLUSIVES" with a small upward arrow, followed by "STORES & EVENTS", "USD", "MY ACCOUNT", "WISH LIST", and "BROWN BAG: (0)". Below this is the Bloomingdale's logo and a search bar with the text "FREE SHIPPING FOR LOYALISTS" and "INFO/EXCLUSIONS". The search bar contains the placeholder text "Enter Keyword or Web ID" and a magnifying glass icon. A horizontal menu below the search bar lists various categories: DESIGNERS, WHAT'S NEW, WOMEN (highlighted in pink), SHOES, HANDBAGS, JEWELRY & ACCESSORIES, BEAUTY, MEN, KIDS, HOME, GIFTS, THE REGISTRY, and SALE.

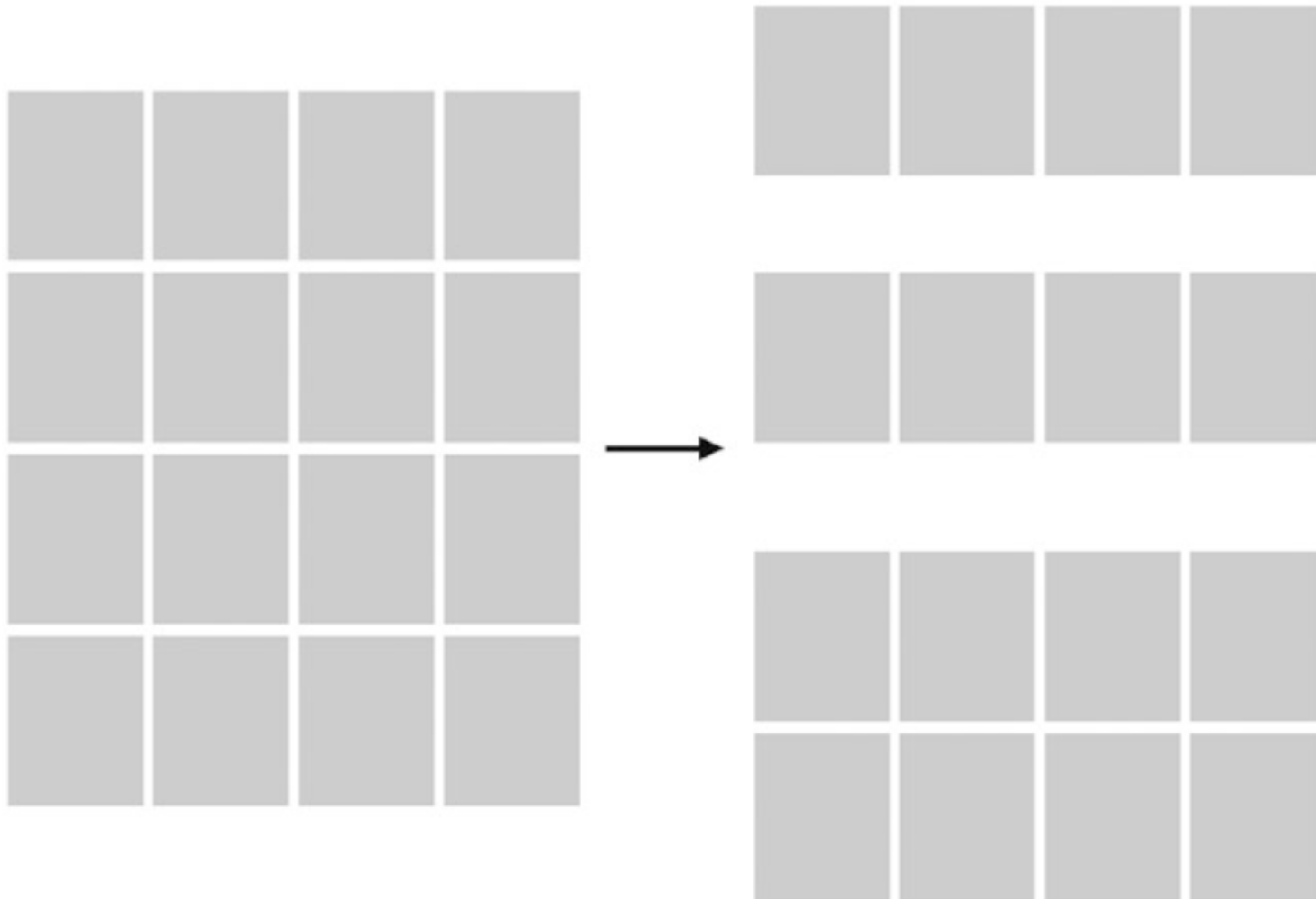
On the left side, there are several vertical lists of links:

- WHAT'S NEW
 - New Arrivals
 - 100% Exclusives
- CLOTHING
 - Active & Workout
 - Coats
 - Dresses
 - Jackets
 - Jeans
 - Jumpsuits & Rompers
 - Lingerie, Bras & Panties
 - Pants
 - Shorts
 - Skirts
 - Sleepwear & Robes
 - Suit Separates
 - Sweaters
 - Sweats & Lounge
 - Swimsuits & Cover-Ups
 - Tights, Socks & Hosiery
 - Tops & Tees
- SPECIAL SIZES
 - Petites
 - Plus
- FEATURED SHOPS
 - Active & Athleisure
 - Best Sellers
 - Clothing Under \$100

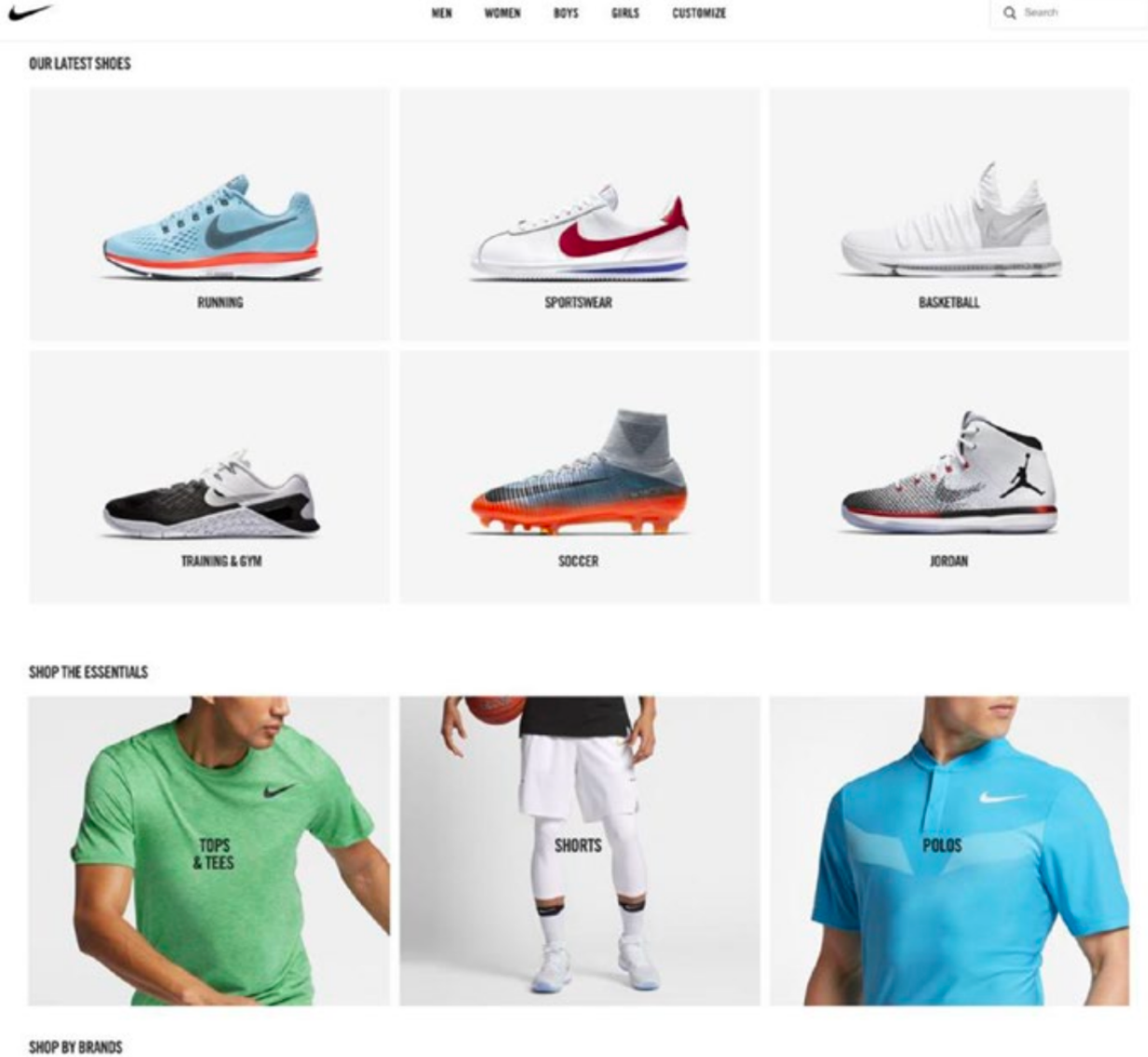
In the center, a section titled "THE ESSENTIALS:" features a grid of ten product images arranged in two rows of five. Each image is accompanied by a category label below it:

- Row 1: A light blue dress (DRESSES), a light blue top (TOPS & TEES), a floral bikini (SWIMSUITS), a denim jacket (JACKETS), and blue jeans (JEANS).
- Row 2: Grey leggings (ACTIVE & WORKOUT), a pink jumpsuit (JUMPSUITS & ROMPERS), a denim skirt (SKIRTS), a pink bikini (LINGERIE), and white pants (PANTS).

CLUSTERING



CLUSTERING



PAGING

PROJECT LIST

TITLE



TITLE

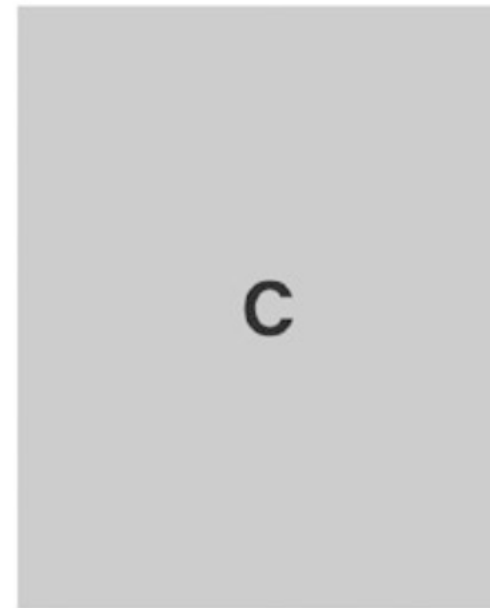


PROJECT DETAIL

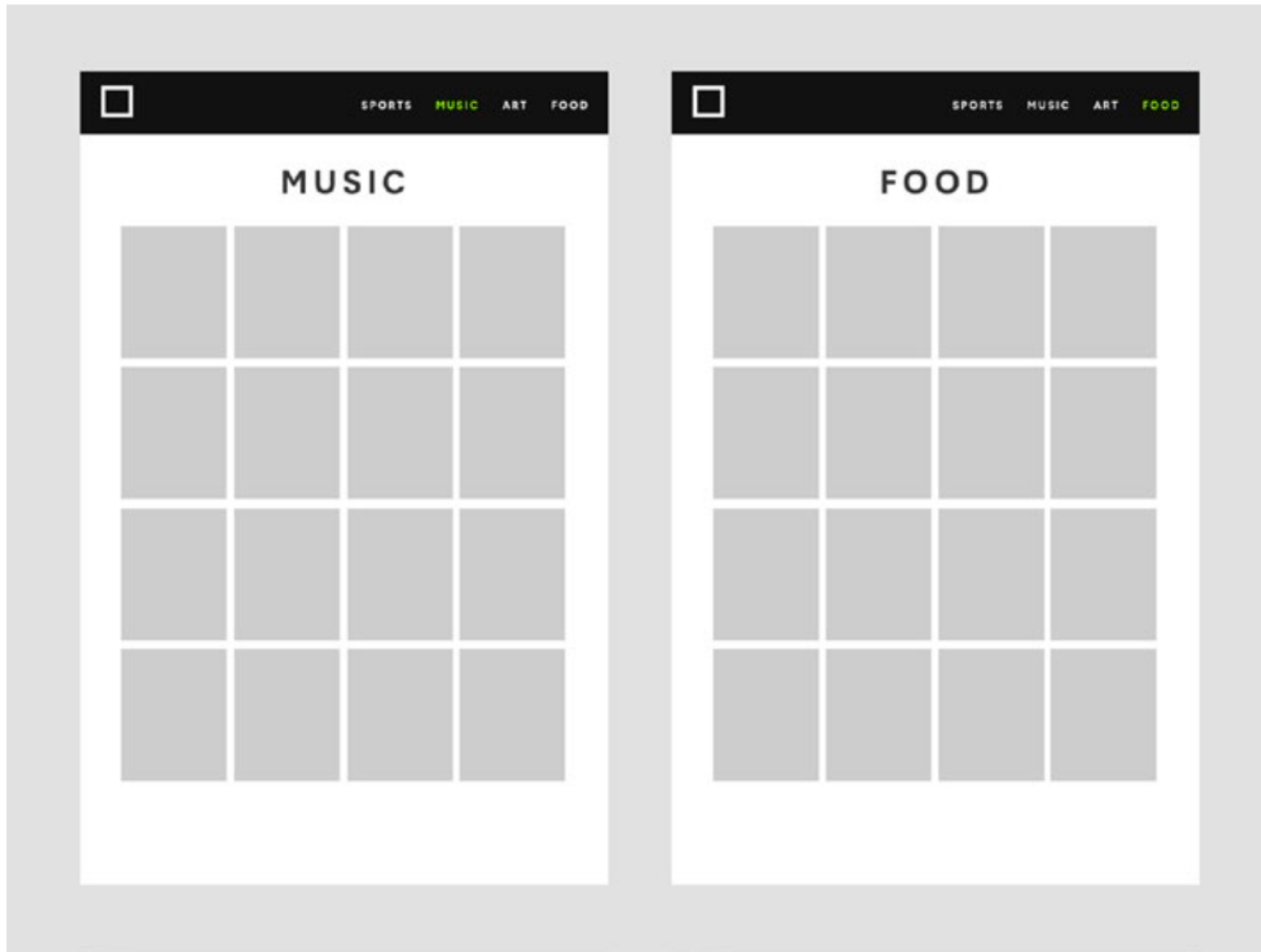
TITLE



TITLE



NAVIGATIONAL DESIGN ELEMENTS



FILTERS

