

Colour theory and UI Design in Illustrator

Colour has the ability to make humans think different things and feel different things. As a designer it is important to recognize this and utilize it. In this lecture we will take a look at this.



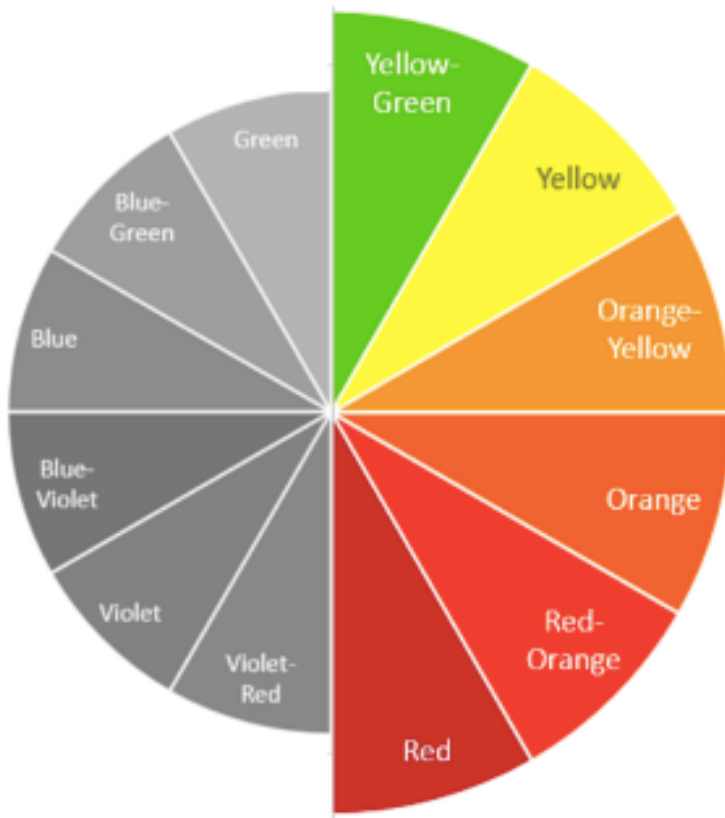
When we are designing, we can apply different colours to achieve a different feel, but we must be able to anticipate what these feelings will be. Depending on the colour scheme you use, you may get different outcomes. Keeping in mind that different people, different cultures may see things different. There are different ways we can break these colours down. Lets start with:

Warm & Cool

Warm colours

Such as red, yellow, and orange; evoke warmth because they remind us of things like the sun or fire.

WARM COLOURS



Red

Positive: Physical courage, strength, warmth, energy, basic survival, 'fight or flight', masculinity, stimulation, excitement.

Negative: Defiance, aggression, visual impact, strain.

Orange

Positive: Physical comfort, food, warmth, security, sensuality, passion, abundance, fun.

Negative: Deprivation, frustration, frivolity, immaturity.

Yellow

Emotional

Positive: Optimism, confidence, self-esteem, extraversion, emotional strength, friendliness, creativity.

Negative: Irrationality, fear, emotional fragility, depression, anxiety.

Green

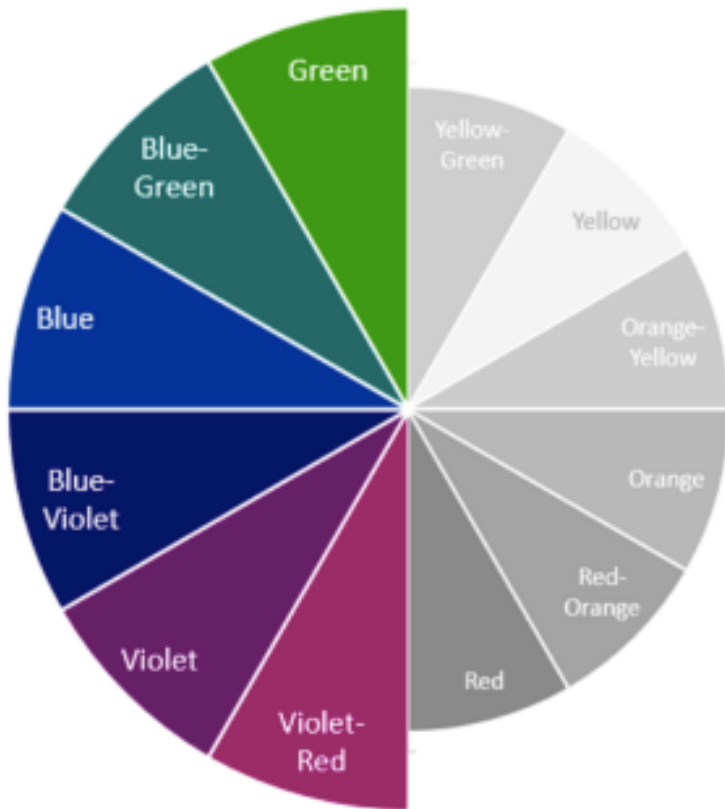
Balance

Positive: Harmony, balance, refreshment, universal love, rest, restoration, reassurance, environmental awareness, equilibrium, peace.

Negative: Boredom, stagnation, blandness, enervation.

Cool Colours

Such as blue, green, and purple (violet); evoke a cool feeling because they remind us of things like water or grass.



COOL COLOURS

Violet

Spiritual

Positive: Spiritual awareness, containment, vision, luxury, authenticity, truth, quality.

Negative: Introversion, decadence, suppression, inferiority.

Blue

Intellectual.

Positive: Intelligence, communication, trust, efficiency, serenity, duty, logic,

coolness, reflection, calm.

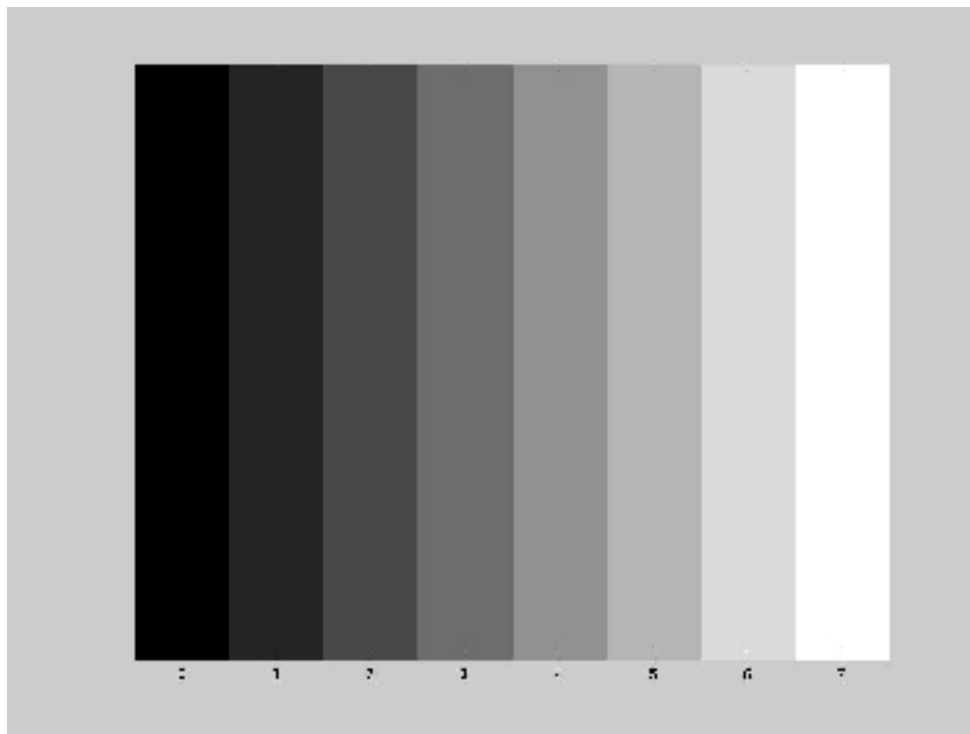
Negative: Coldness, aloofness, lack of emotion, unfriendliness.

Pink

Positive: Physical tranquillity, nurture, warmth, femininity, love, sexuality, survival of the species.

Negative: Inhibition, emotional claustrophobia, emasculation, physical weakness.

Shades



Black

Positive: Sophistication, glamour, security, emotional safety, efficiency, substance.

Negative: Oppression, coldness, menace, heaviness.

White

Positive: Hygiene, sterility, clarity, purity, cleanness, simplicity, sophistication, efficiency.

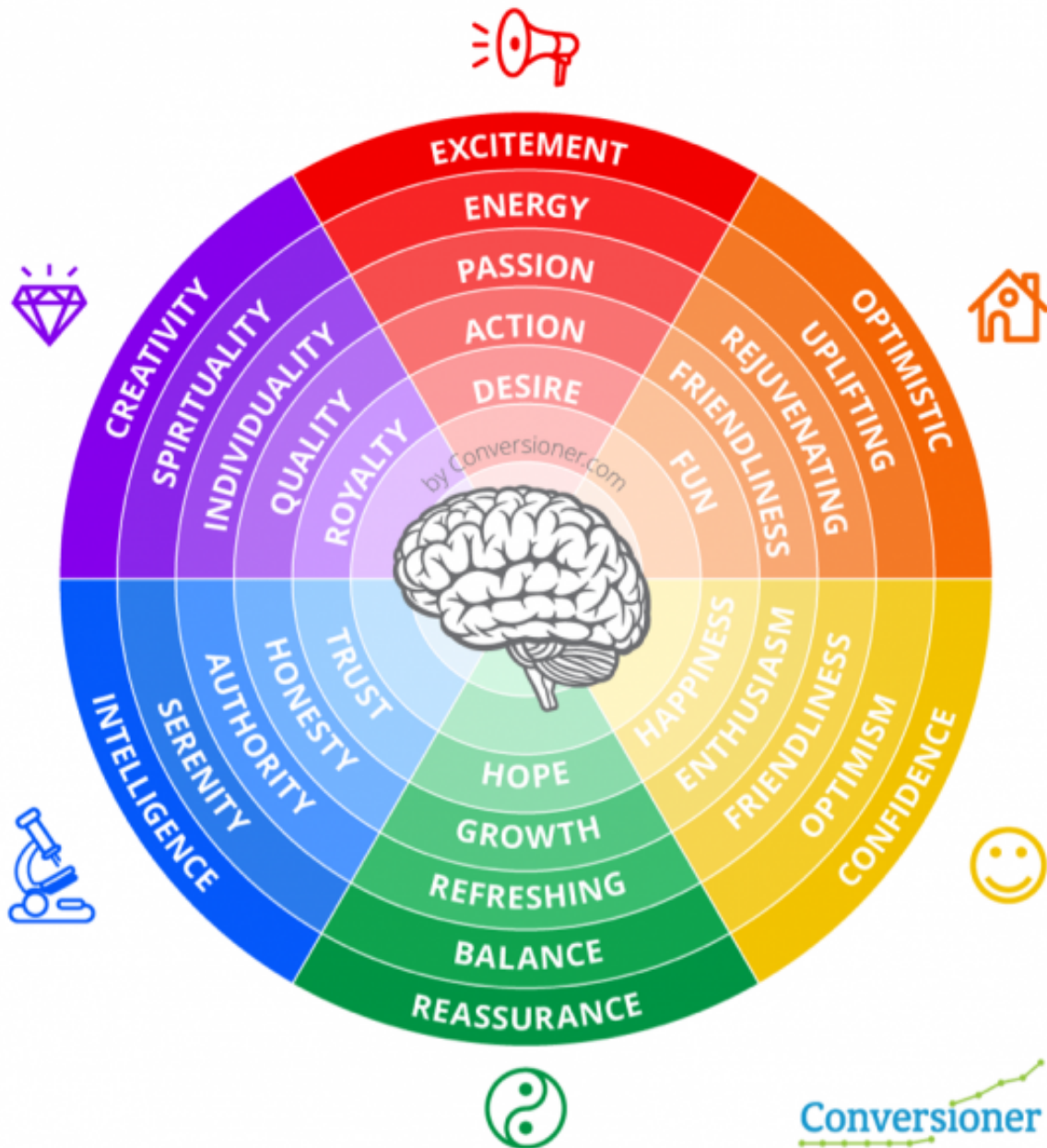
Negative: Sterility, coldness, barriers, unfriendliness, elitism.

Grey

Positive: Psychological neutrality.

Negative: Lack of confidence, dampness, depression, hibernation, lack of energy.

The Emotional Triggers of Colors



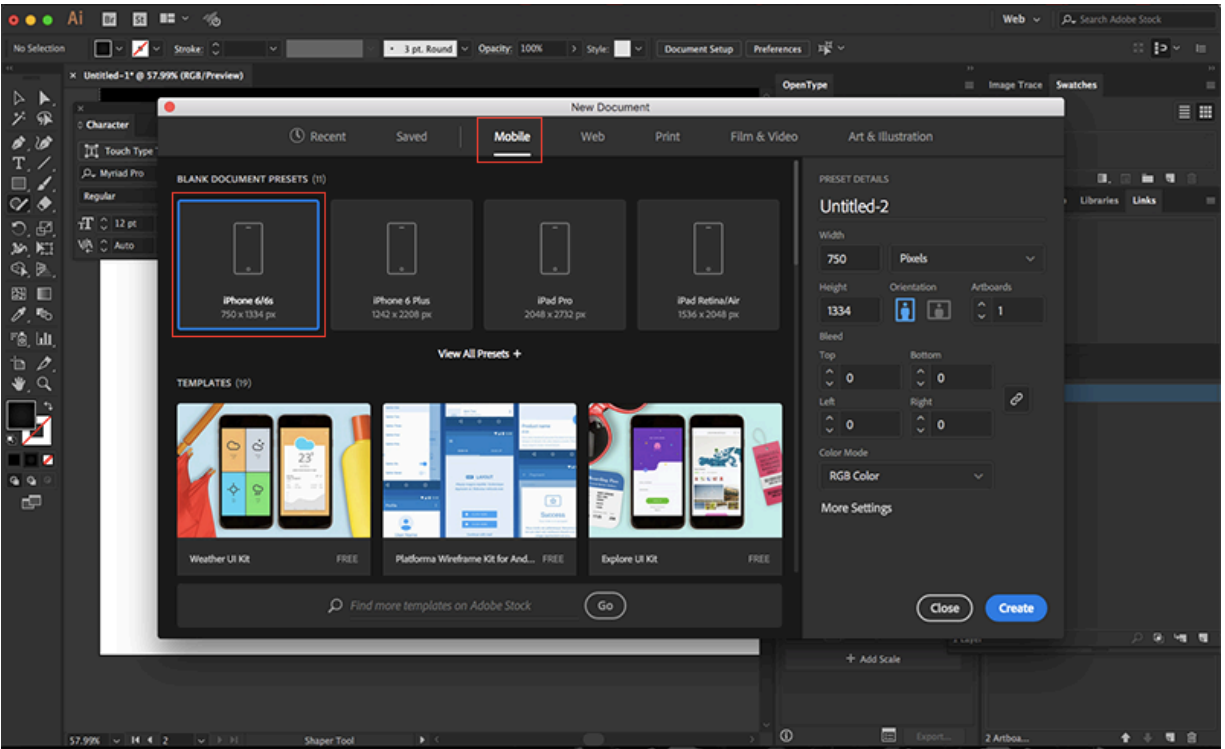
As you can see, different colours can have very different impacts. These impacts can be positive or negative depending on the message involved.

We can create designs for UI's in illustrator. UI design is a very large area of design so if you want to continue designing UI's you will have to do some further independent study. You must take into account UI design theory can be different depending on the screen size. Desktop, tablets and phones typically have different sizes and we design to suit these different screens individually.

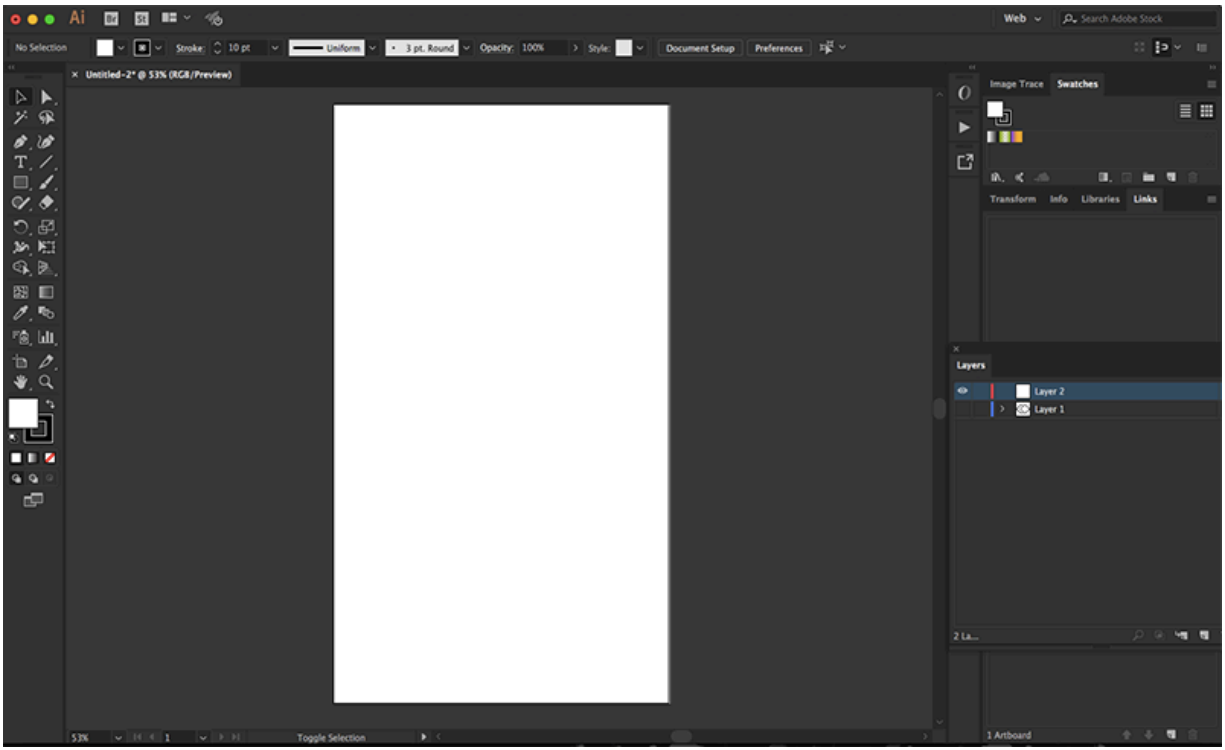
Lets do a design for an app for a phone.

First off lets create our art board.

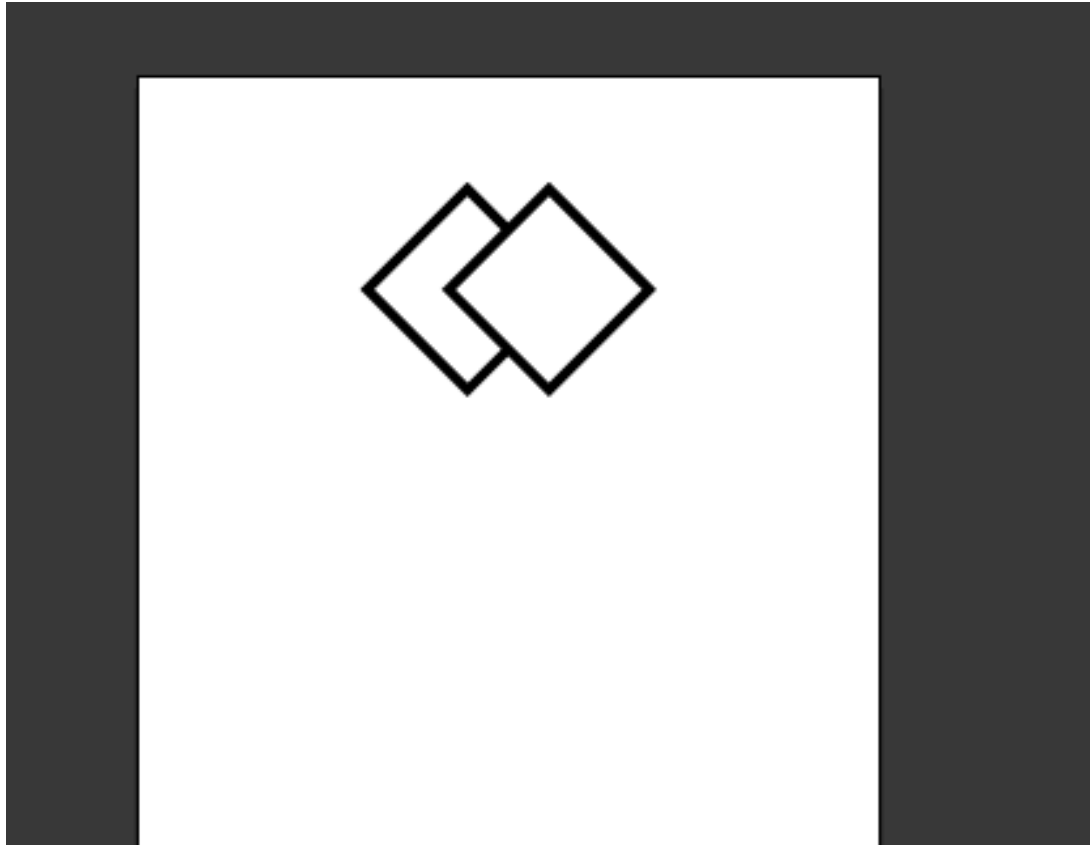
In illustrator we can quickly pull up defaults for various screen sizes when we create a new document. Click "Mobile" and in this case lets just pick the first option for iPhone 6



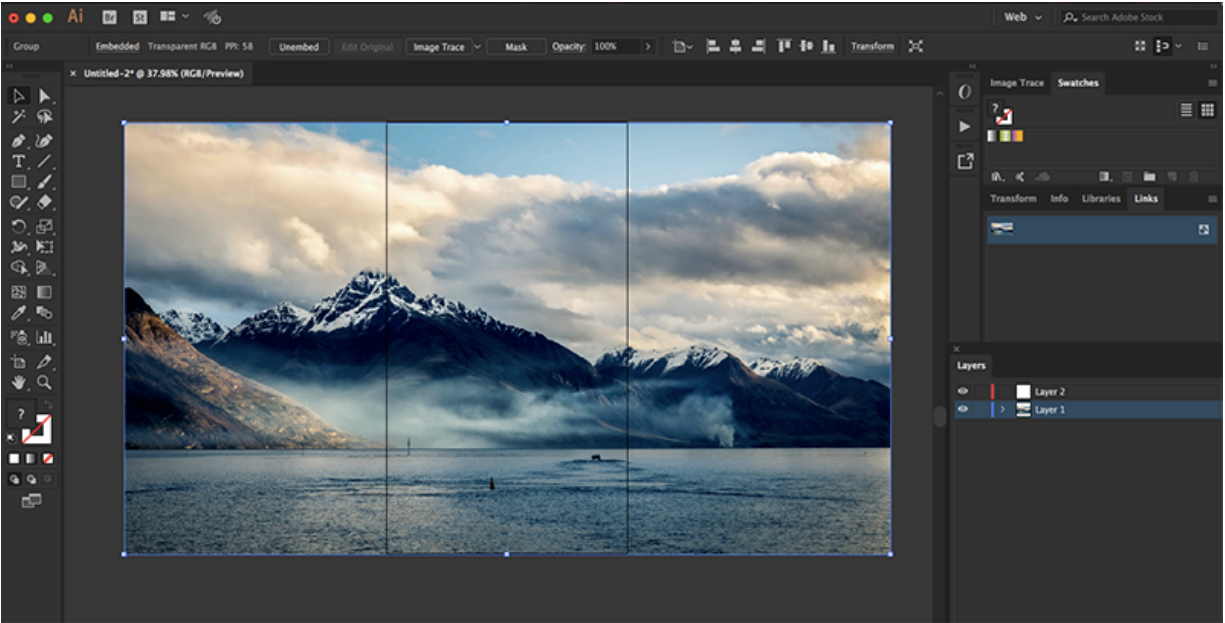
From here we can begin our design...



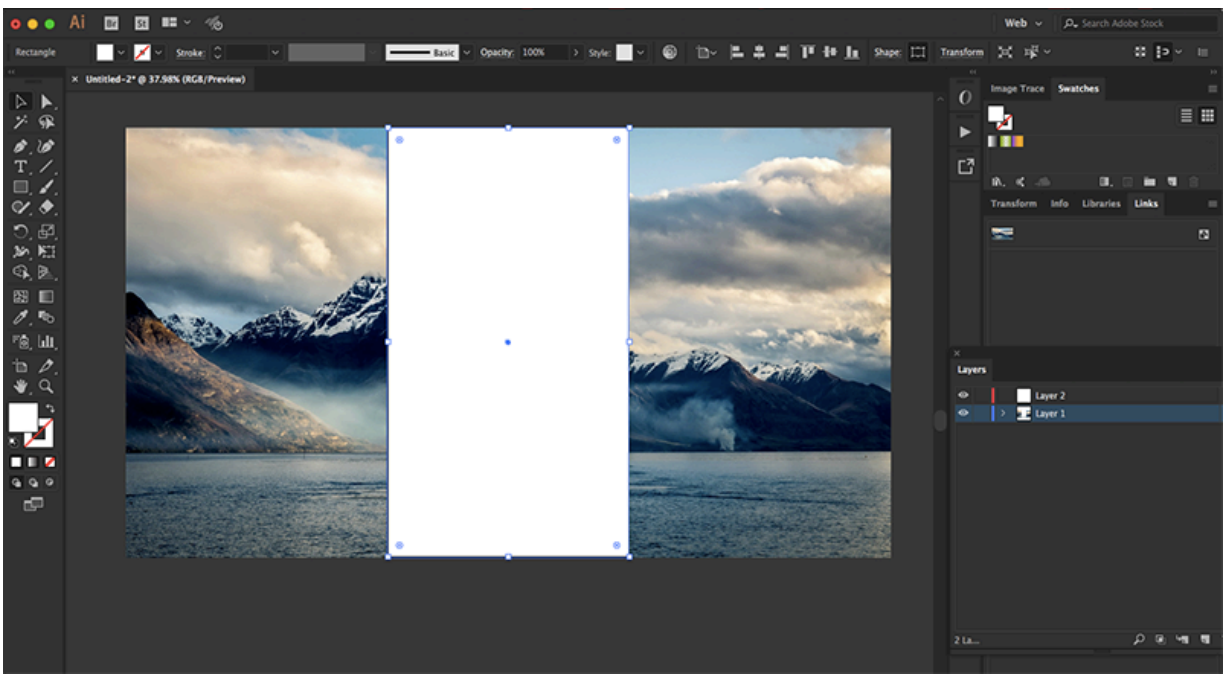
We can make a quick logo...



Lets use an image as the background, We can find a photo we can legally use. Place the photo over the art board and scale it so that it covers the entire art board.

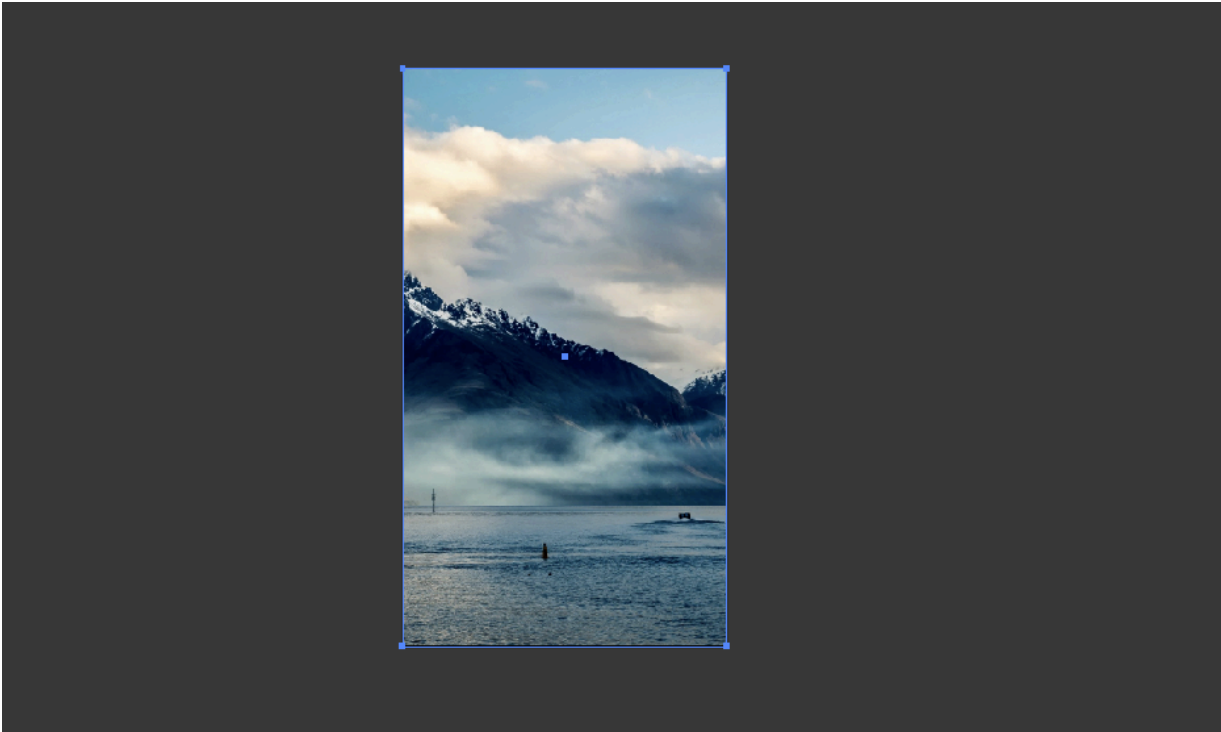
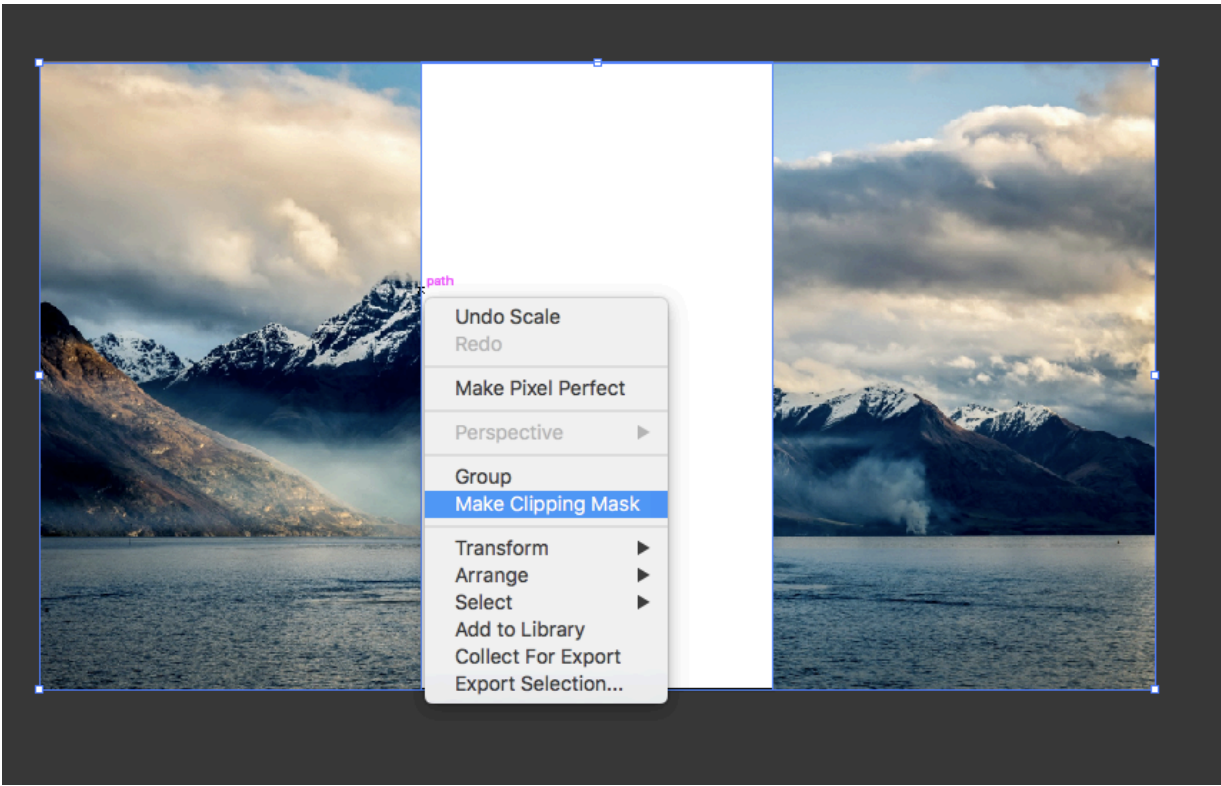


Now lets make a rectangle on top the same size as the art board...

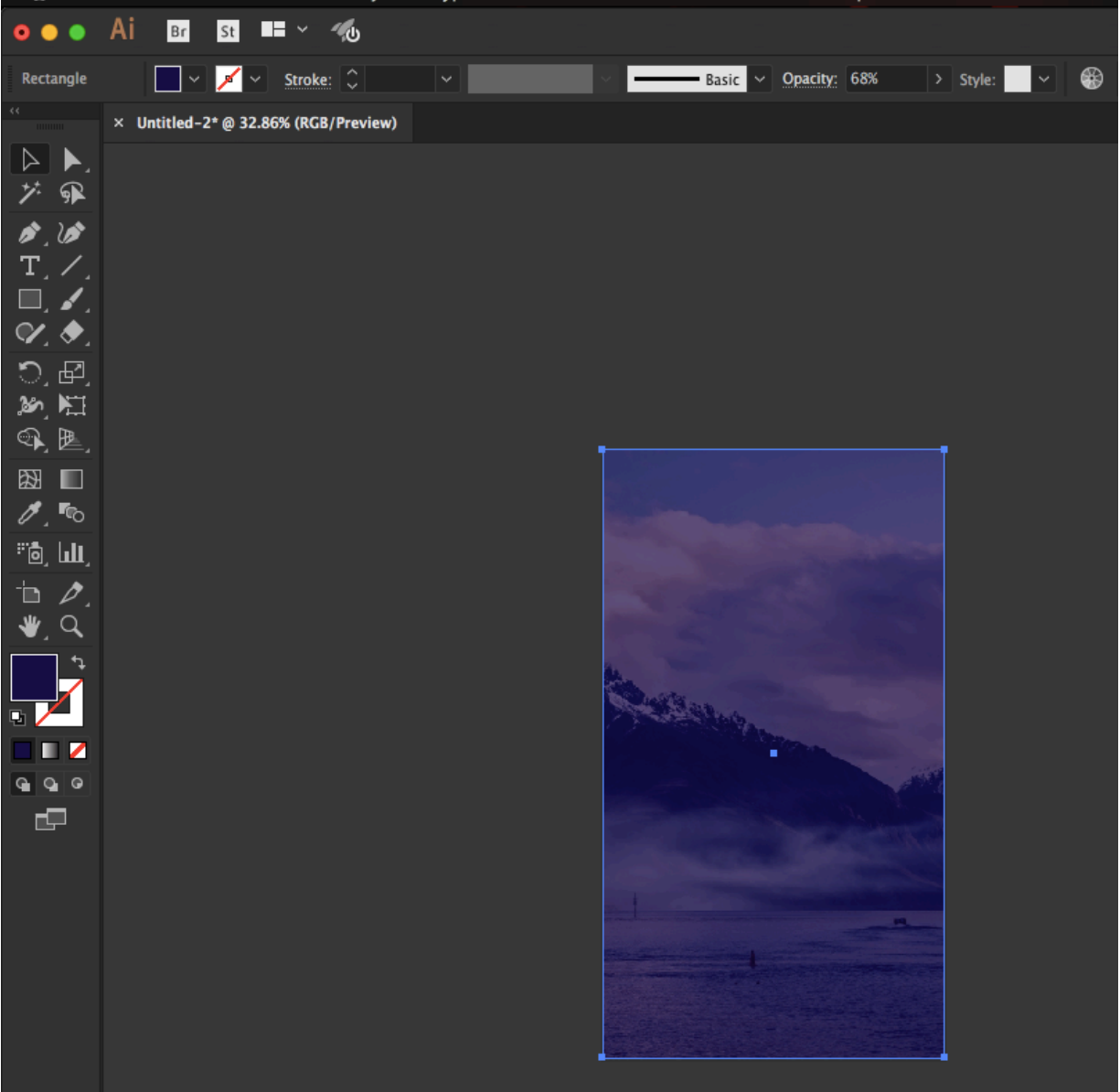


Once done select both the rectangle and the background image, right click and hit "make clipping

mask"



Lets tint the background image with another rectangle...



Note the opacity is at 68% and the colour chosen is a dark blue.

We can pull the logo to the front and start adding in some foreground elements.



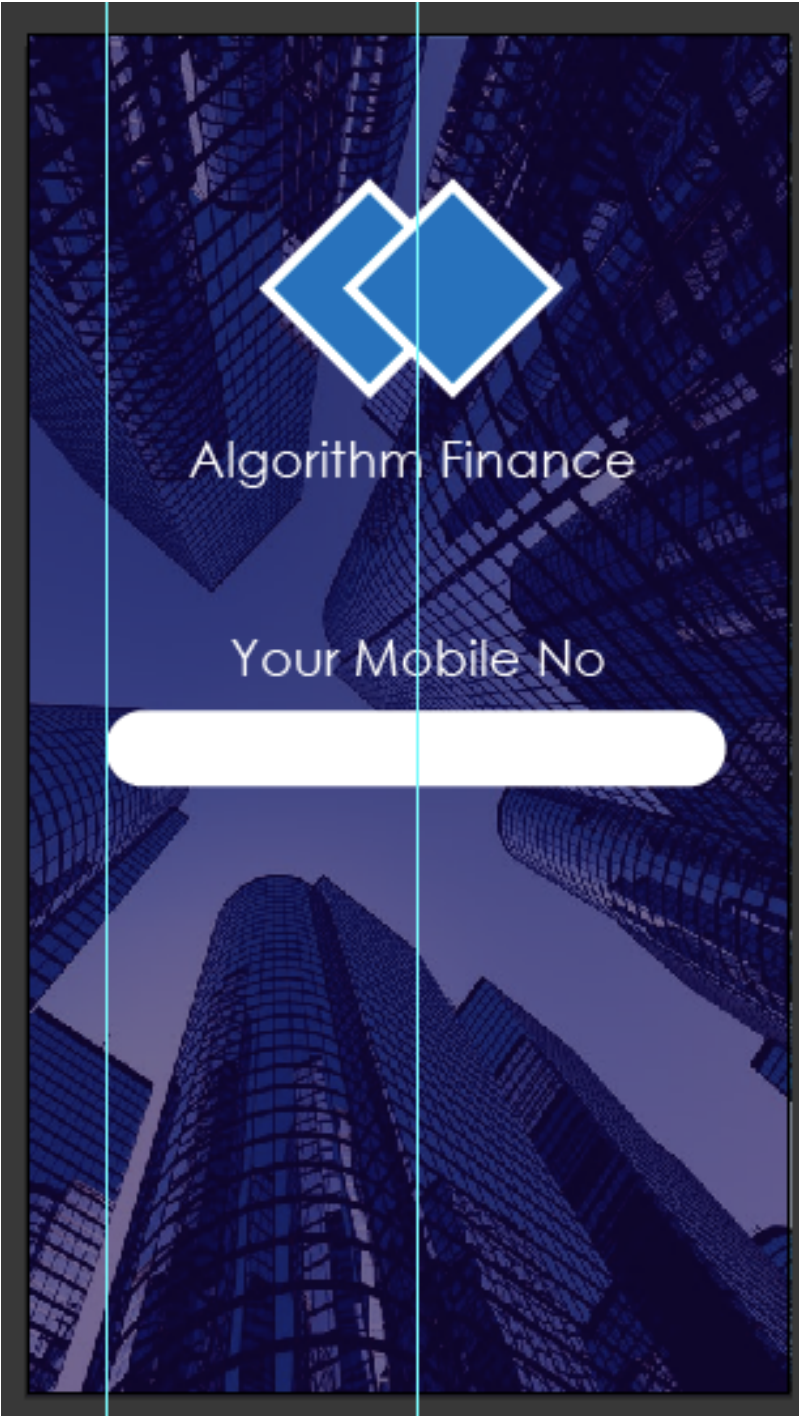
We can make a rectangle and than round the corners and fill colour it white...



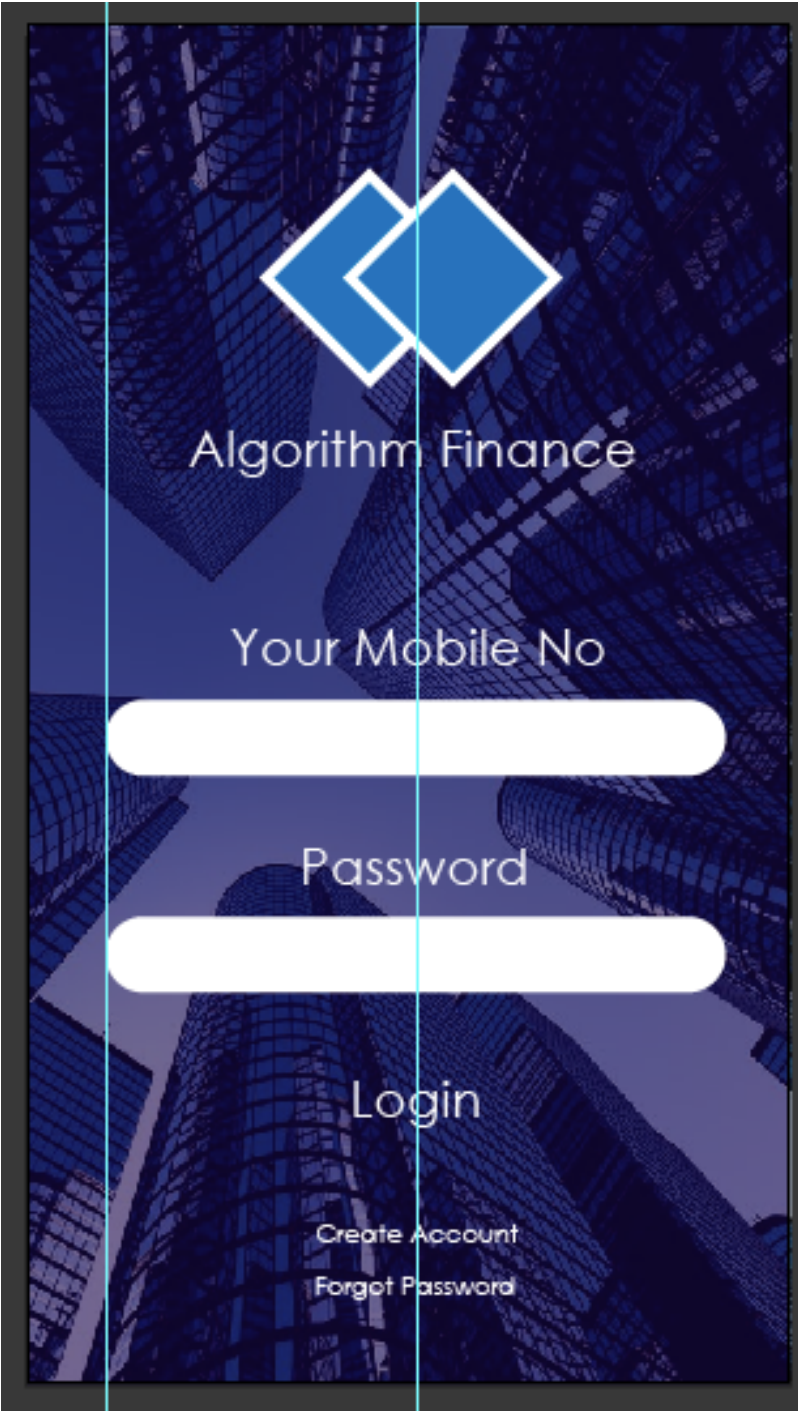


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Your Mobile No



We can make use of the text box we just made and copy and paste it to make a second one.



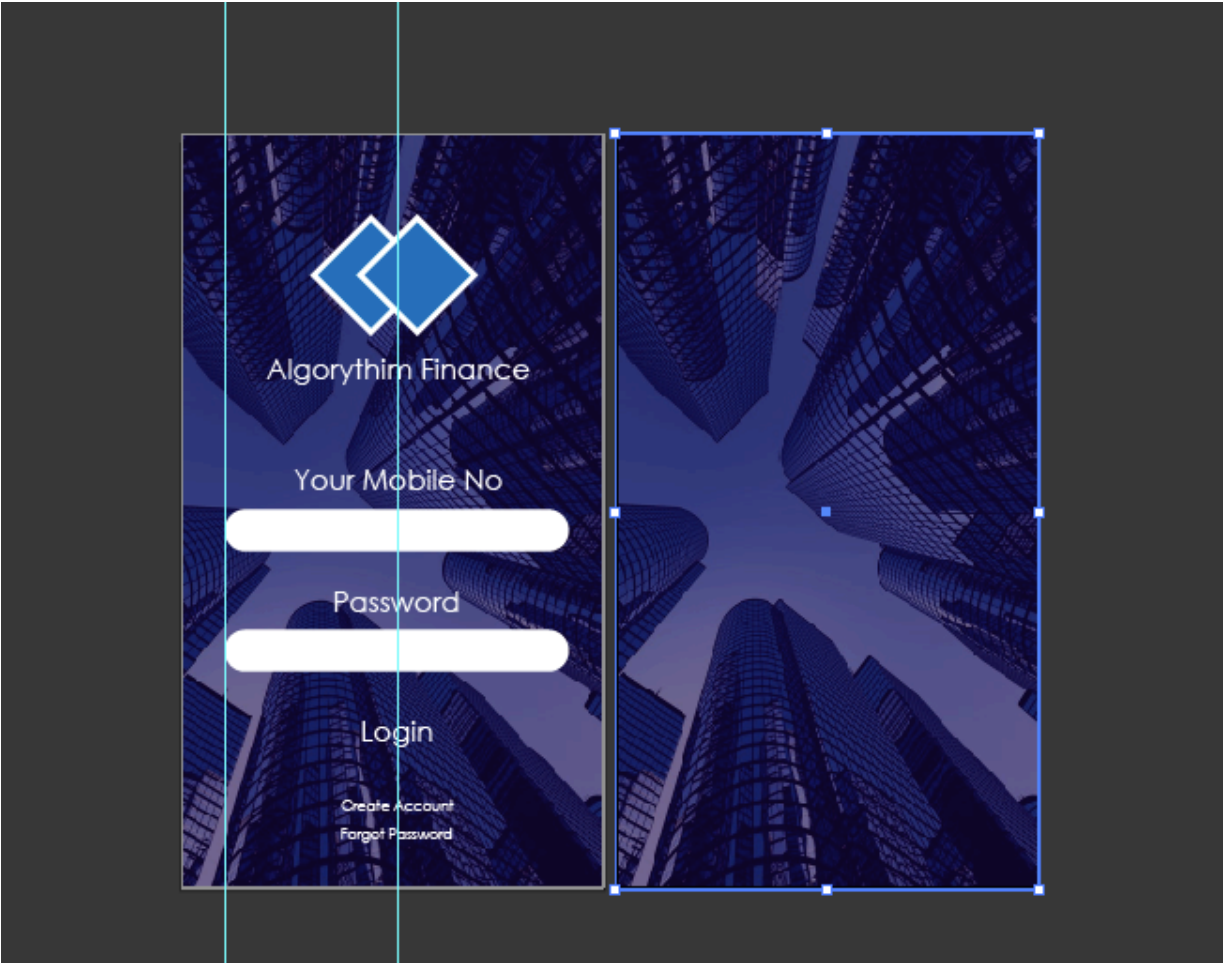
For mobile design we want a clean modern easy to view interface. Because of the nature of the idea being finance we change the image to something better suited.

From here, explore design ideas and design more pages.

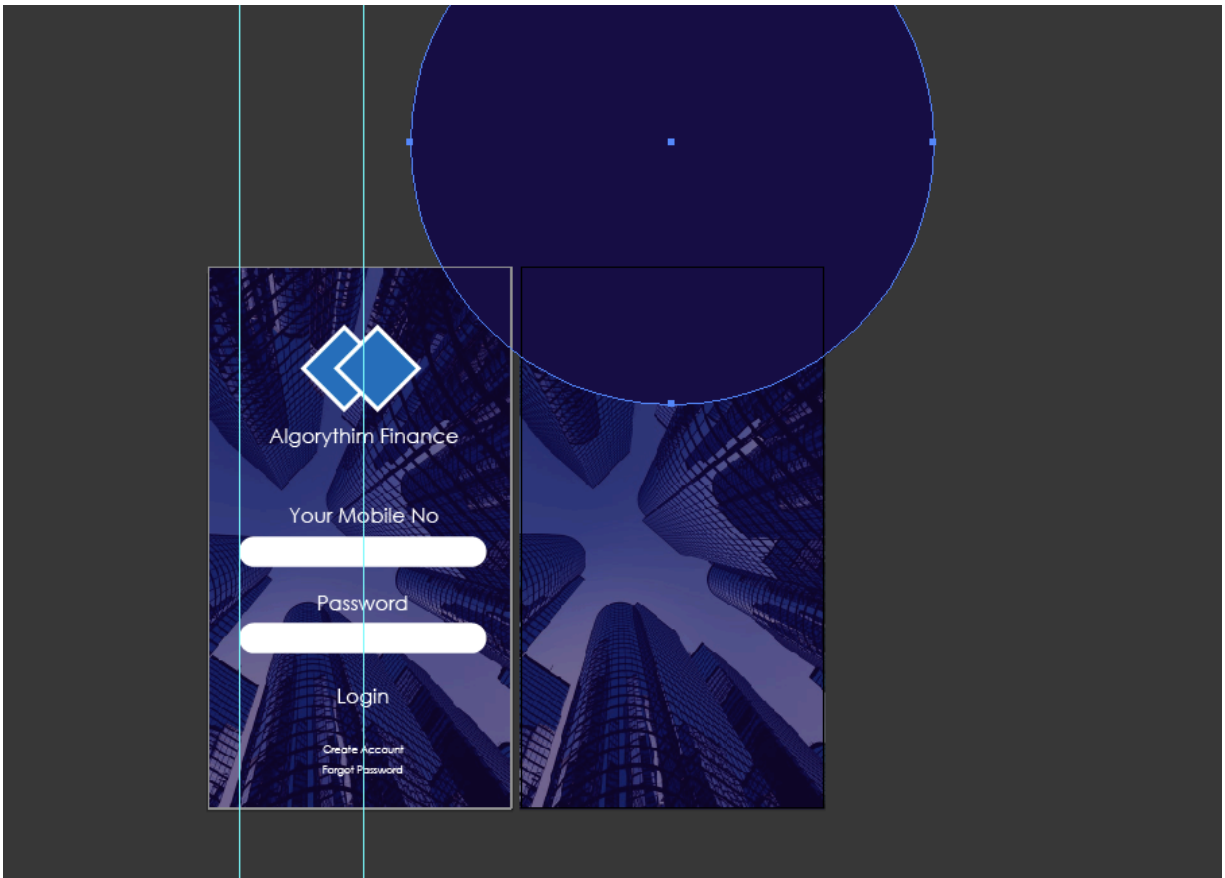
Lets do another page.

We can make a new art board [Window>Artboards](#) and than click "New" than copy and paste the backgrounds in.

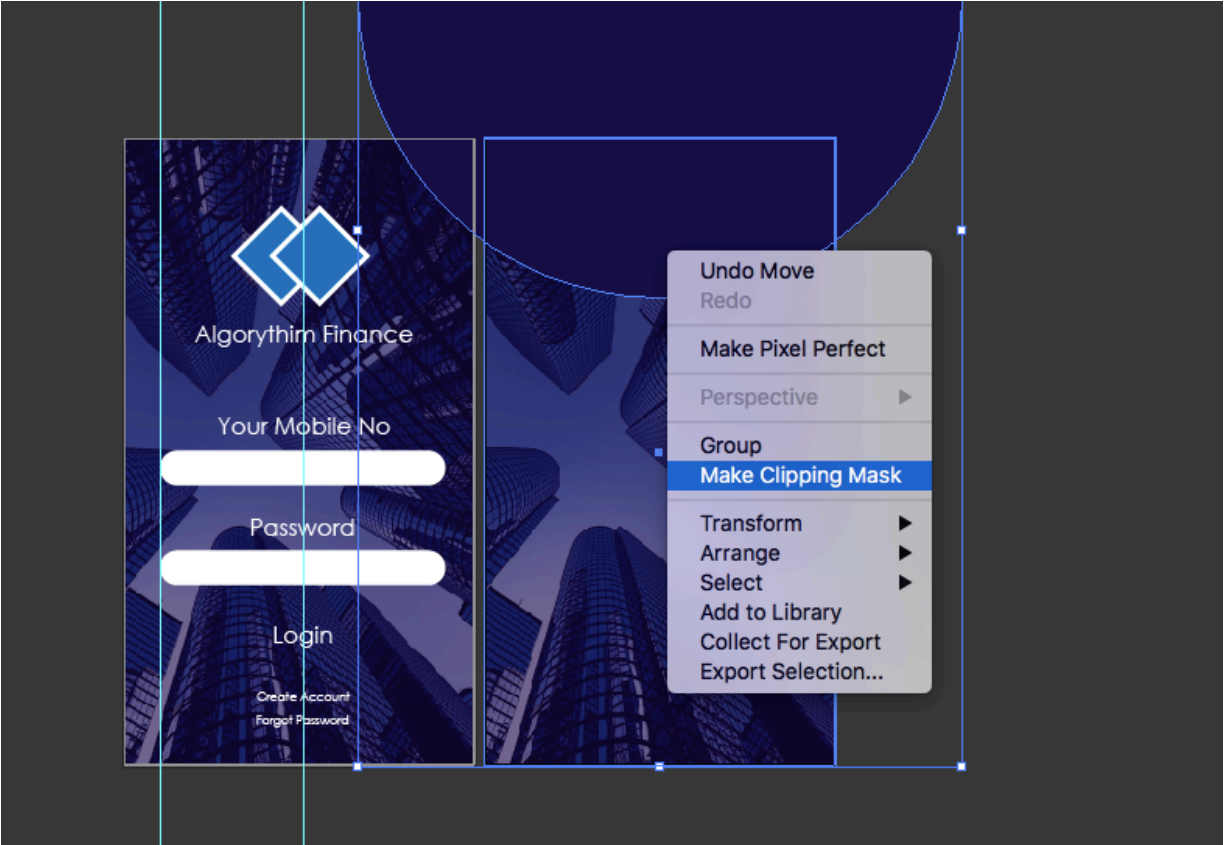
We can stylize it a little different.



Make a big circle to use to cut.



Select both the circle and the grouped background images and make a clipping mask



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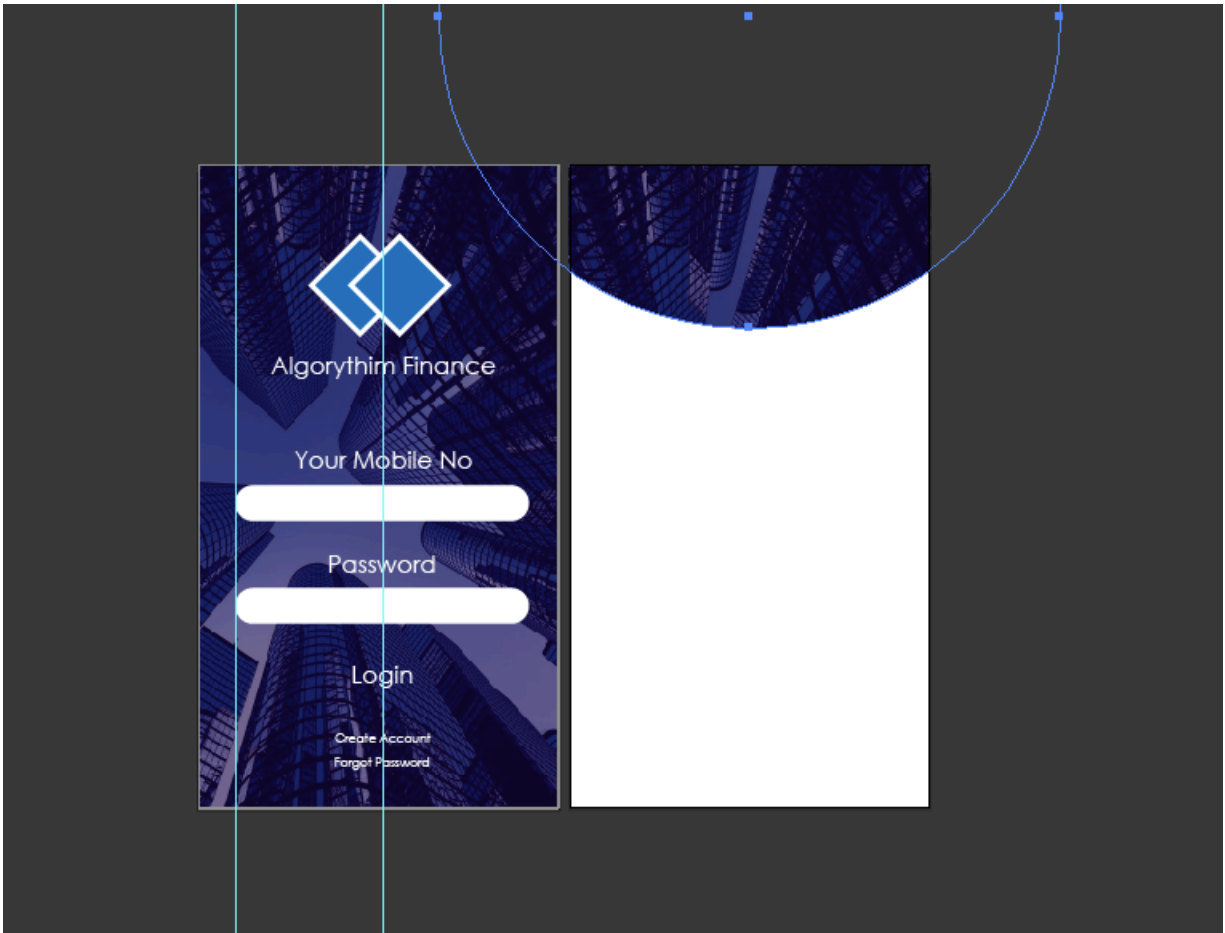
Your Mobile No

Password

Login

[Create Account](#)
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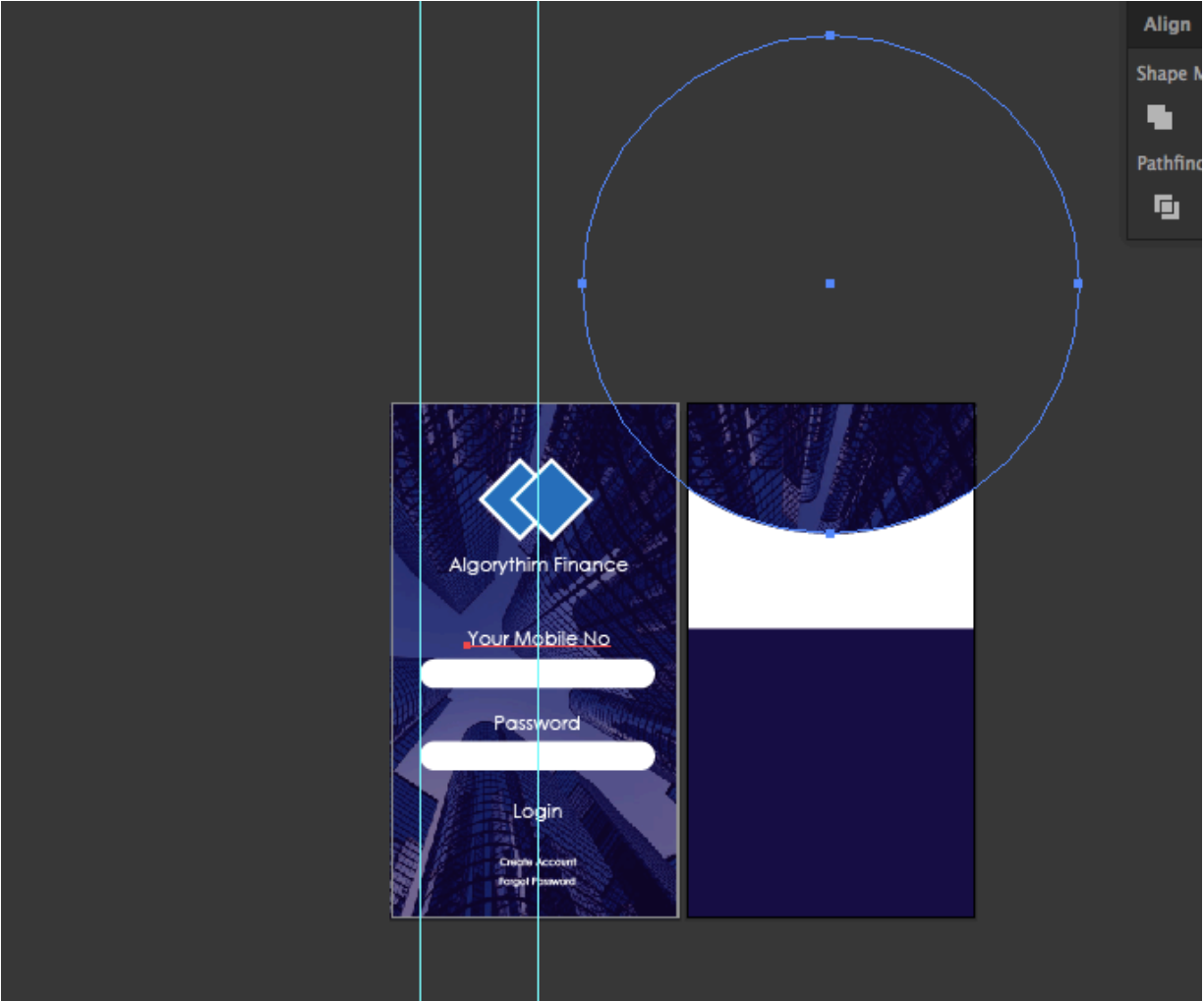
- Undo Move
- Redo
- Make Pixel Perfect
- Perspective ▶
- Group
- Make Clipping Mask**
- Transform ▶
- Arrange ▶
- Select ▶
- Add to Library
- Collect For Export
- Export Selection...

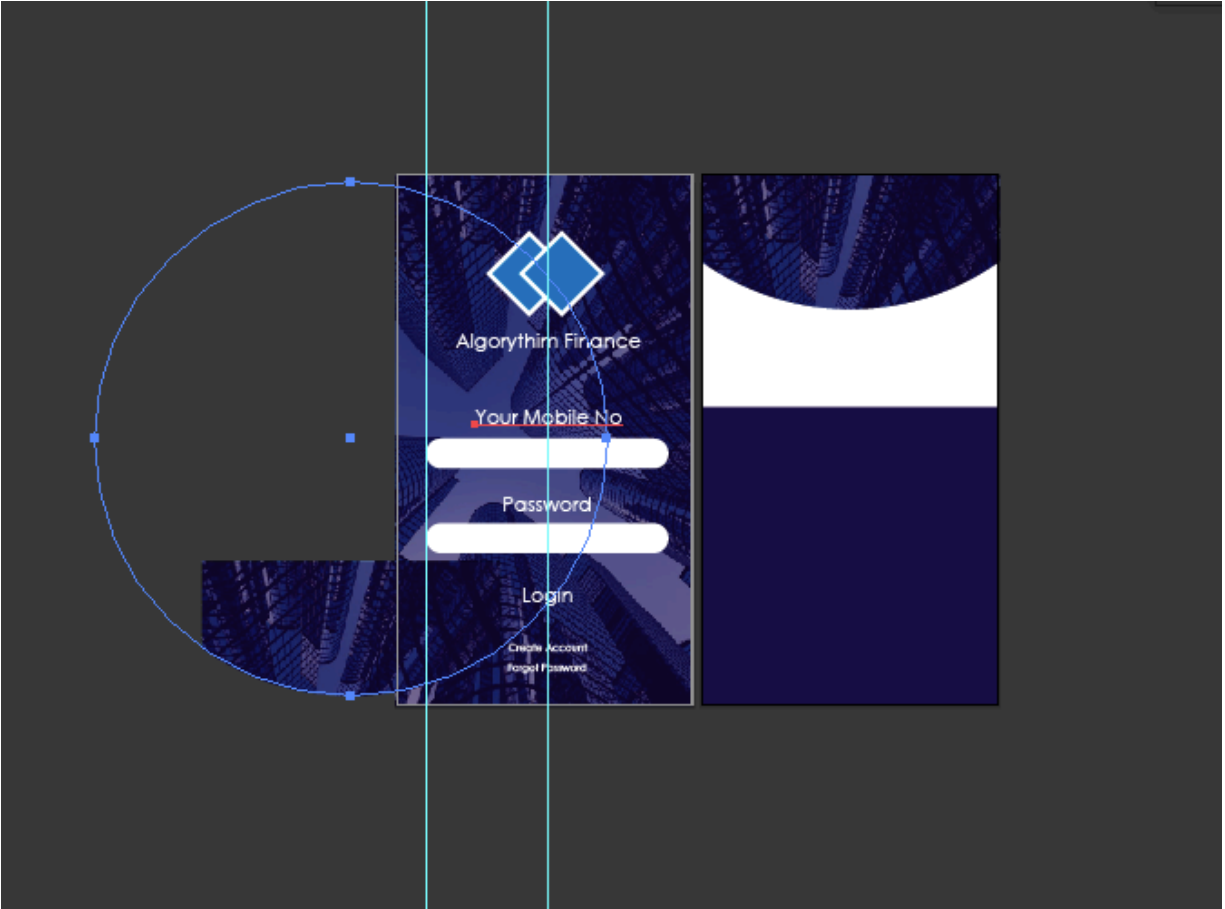


This will be the top BG of the app. Now we can make a bottom part using a rectangle and a circle.



We can copy and paste the top circle to use with the rectangle





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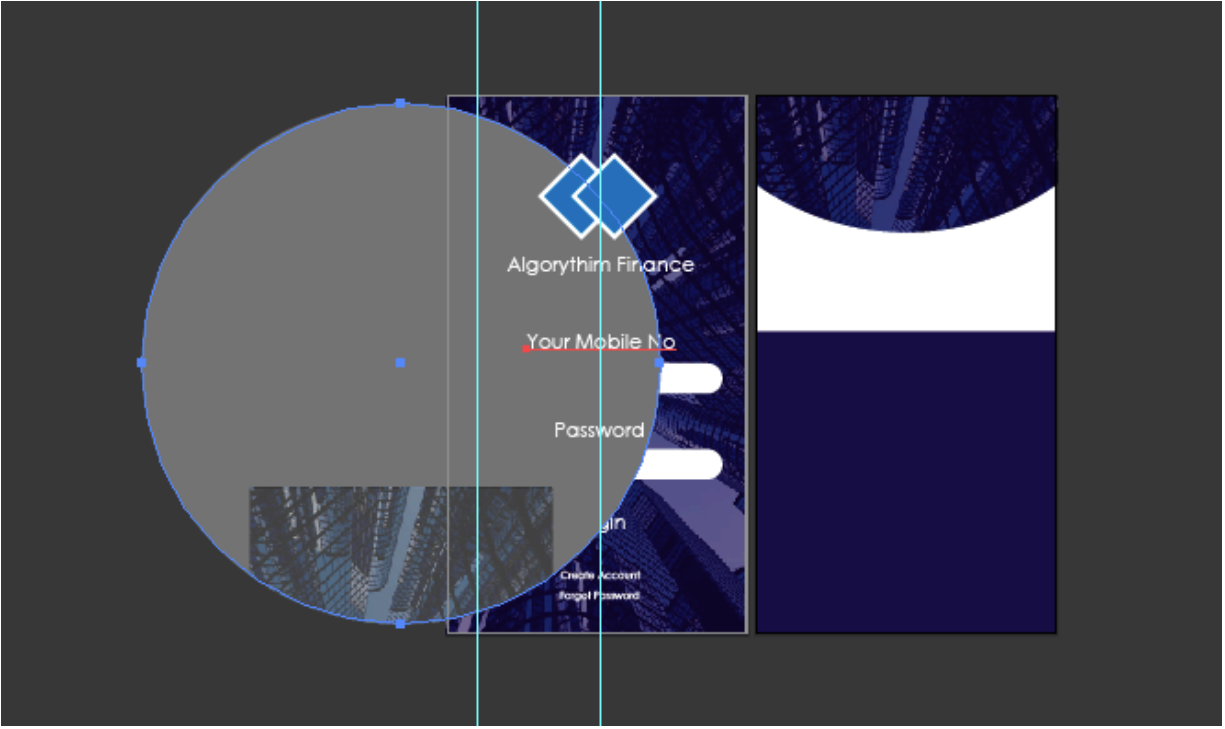
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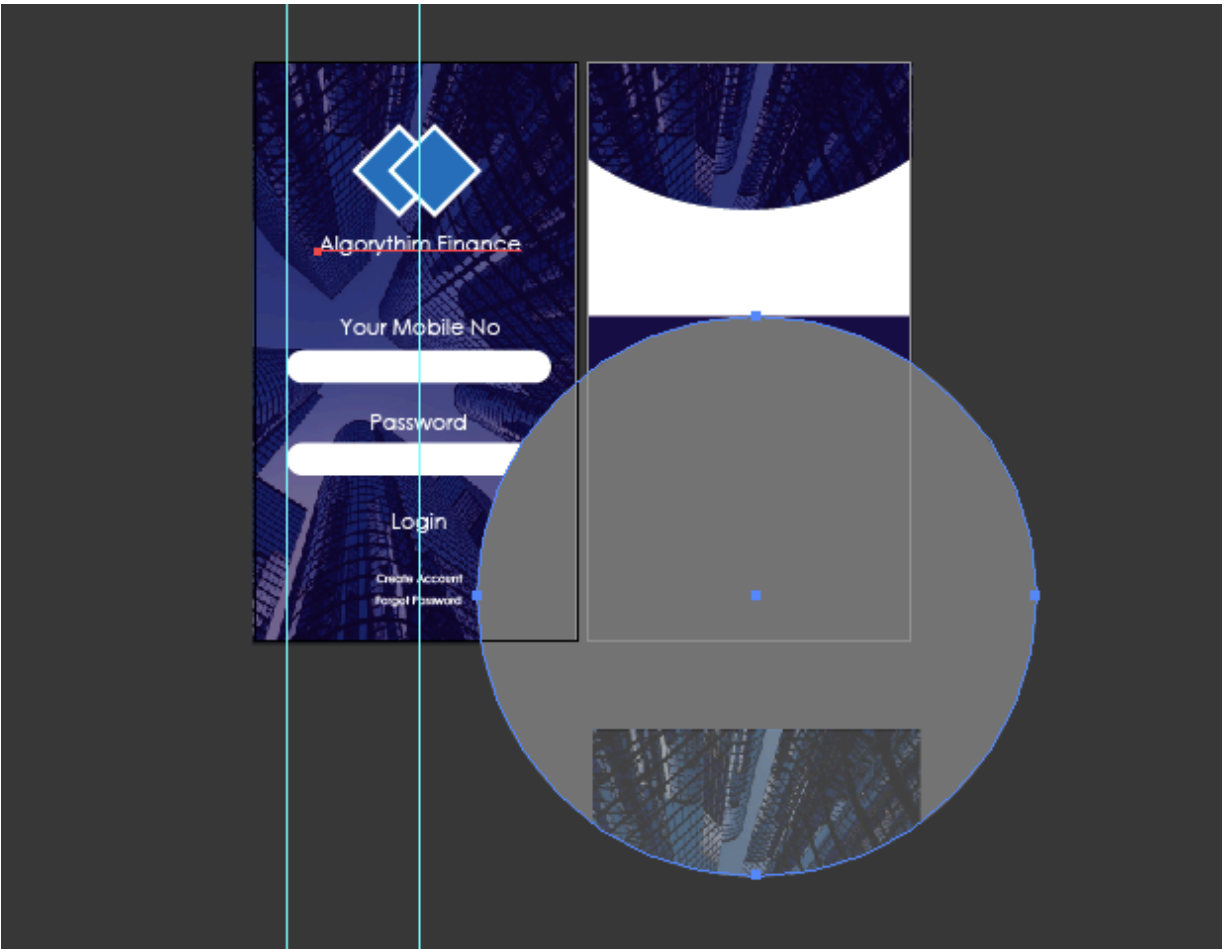
Login

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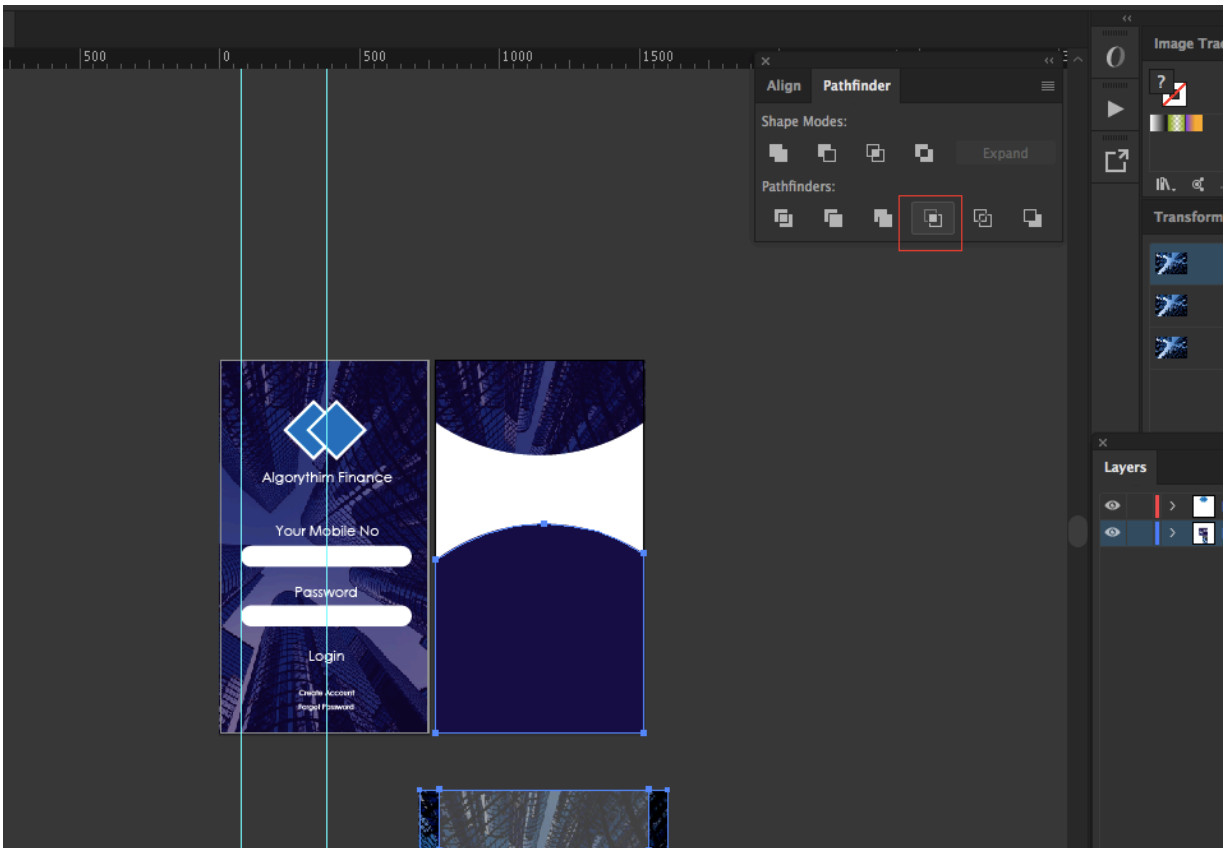
[Forgot Password](#)



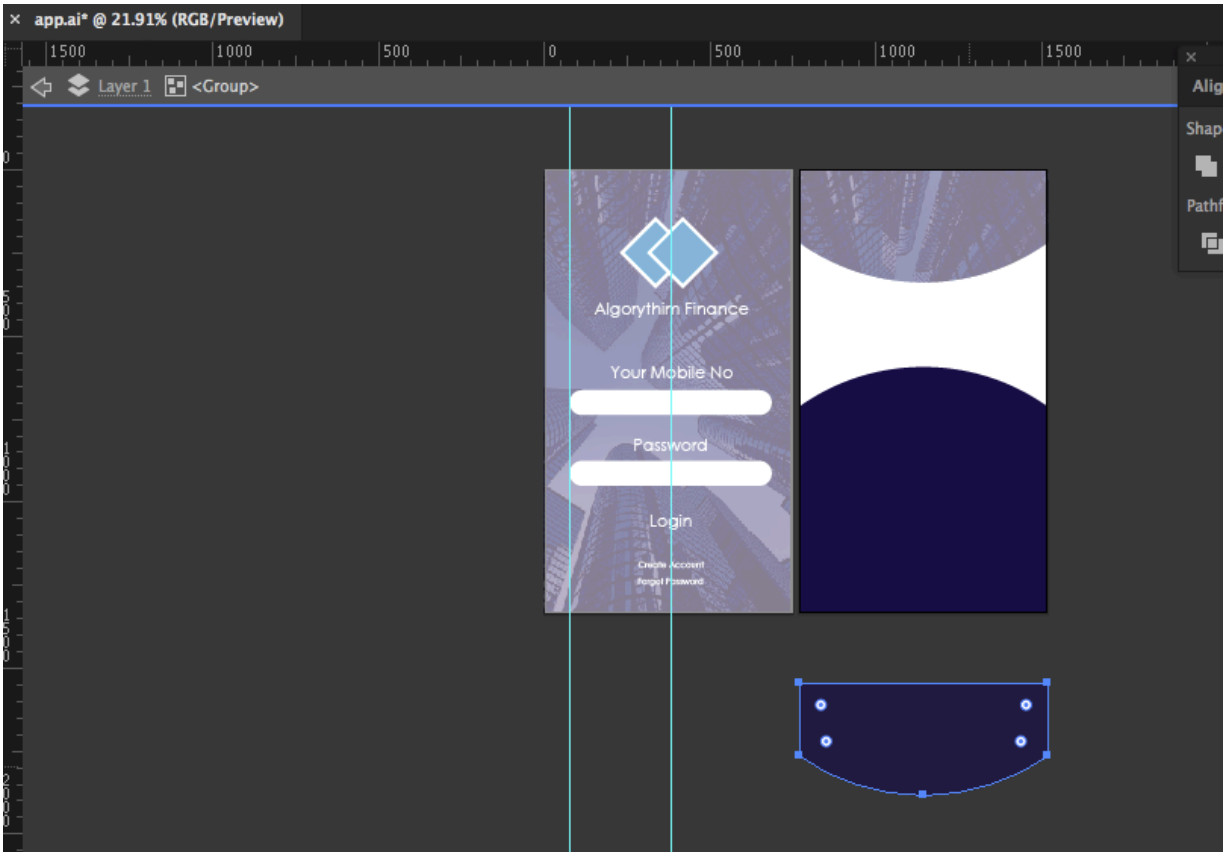
Place the copied circle over the rectangle so we can slice it up and use the remains...

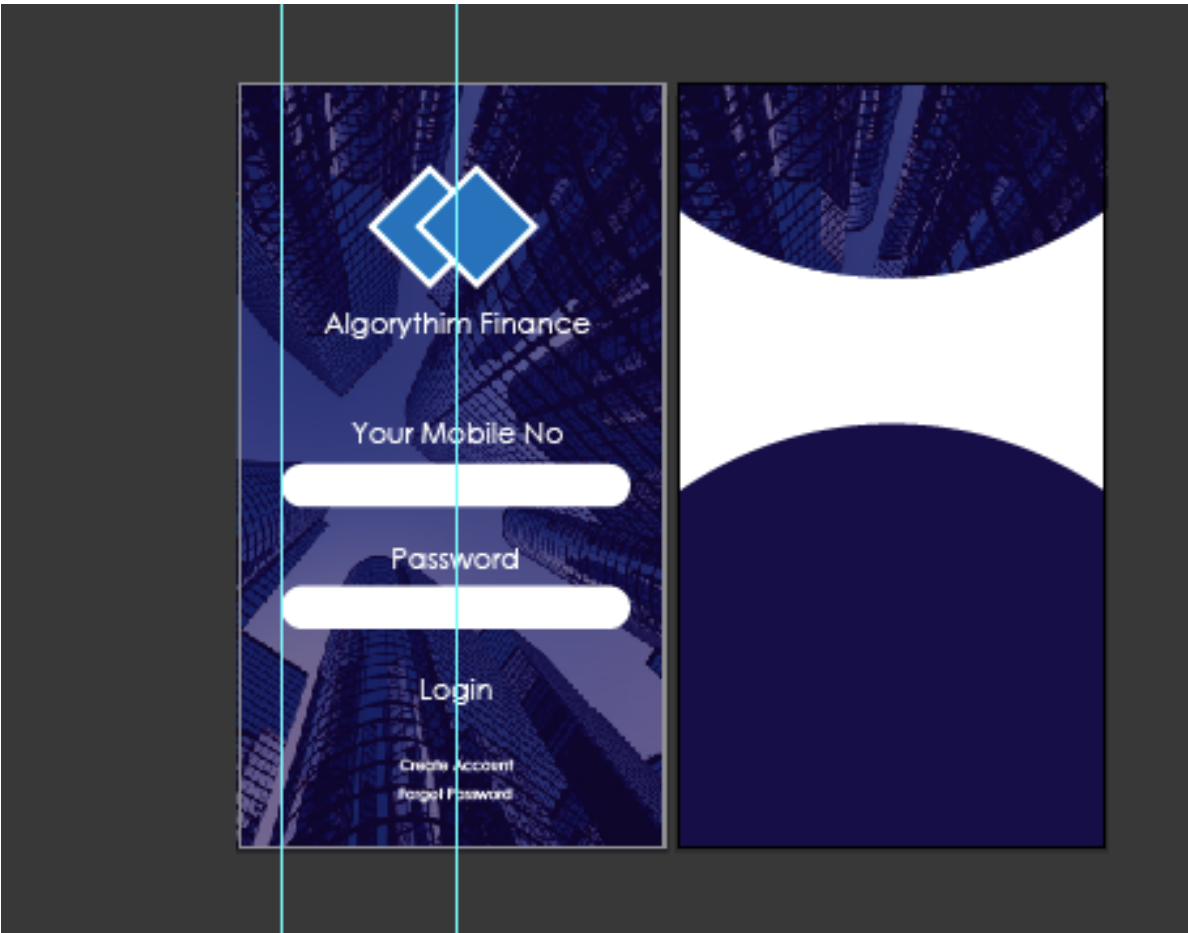


Place the circle in the centre, pull up the pathfinder [Window>Pathfinder](#) and select the "Crop" option.



Once its cropped we can delete the remains we don't need...





And polish off the interface by adding a logo and asset information.



Now we have a basic interface created.