

Principles of Design



Form

- Photography
- Illustration
- Line and Shape
- Texture
- Color
- Typography
- Composition / Whitespace

Line and Shape



IFLY

50

Welcome to iFly 50, the anniversary
edition of iFly ELM Magazine. Fifty
breathtaking reasons to travel.

Scroll or use arrow keys



ENGLISH  



https://www.ifly50.com/en_us/50

Photography



The Syrian and other refugees streaming into Europe since 2015 have roiled its politics and tested its tolerance.

THE NEW EUROPEANS

Voices from a changing continent



Composition and Whitespace

ANNUAL
REPORT
2014/15

→ DOWNLOAD
NUMBERS AS PDF

IT'S ALL ABOUT FOOD



when pigs fly

Context

- Age
- Ethnicity
- Geography
- Interest
- Education
- Market
- Social Group

Age



Context-Market

craigslist

post to classifieds

my account

help, faq, abuse, legal

search craigslist

for sale

event calendar

S M T W T F S

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 1

avoid scams & fraud

craigslist factsheet

best-of-craigslist

job boards compared

san francisco bay area

community

activities

artists

childcare

general

groups

pets

events

lost+found

musicians

local news

politics

rideshare

volunteers

classes

strictly platonic

women seek women

women seeking men

men seeking women

men seeking men

misc romance

casual encounters

missed connections

rants and raves

discussion forums

1099

apple

arts

athletic

autos

gifts

haku

health

help

history

pets

philos

politic

psych

queer

housing

apts / housing

rooms / shared

sublets / temporary

housing wanted

vacation rentals

parking / storage

office / commercial

real estate for sale

for sale

barter

bikes

boats

books

business

computer

free

furniture

general

jewelry

material

rvs

sporting

tickets

arts+crafts

auto parts

baby+kids

cars+trucks

cds/dvds

clothes+acc

collectibles

electronics

farm+garden

games+toys

garage sale

household

motorcycles

music instr

jobs

accounting+finance

admin / office

arch / engineering

art / media / design

biotech / science

business / mgmt

customer service

education

food / bev / hosp

general labor

government

human resources

internet engineers

legal / paralegal

manufacturing

marketing / pr / ad

medical / health

nonprofit sector

real estate

retail / wholesale

sales / biz dev

salon / spa / fitness

security

skilled trade / craft

software / qa / dba

usa

alabama

alaska

arizona

arkansas

california

colorado

connecticut

delaware

dc

florida

georgia

guam

hawaii

idaho

illinois

indiana

iowa

kansas

kentucky

louisiana

maine

maryland

mass

michigan

minnesota

mississippi

missouri

montana

nebraska

nevada

n.hampshire

new jersey

new mexico

new york

canada

alberta

brit columbia

manitoba

n.brunswick

new f & lab

nova scotia

ontario

pei

quebec

saskatchewan

onle

chile

colombia

costa rica

czech repub

denmark

egypt

finland

france

germany

great britain

greece

hungary

india

indonesia

ireland

israel

italy

japan

korea

lithuania

malaysia

mexico

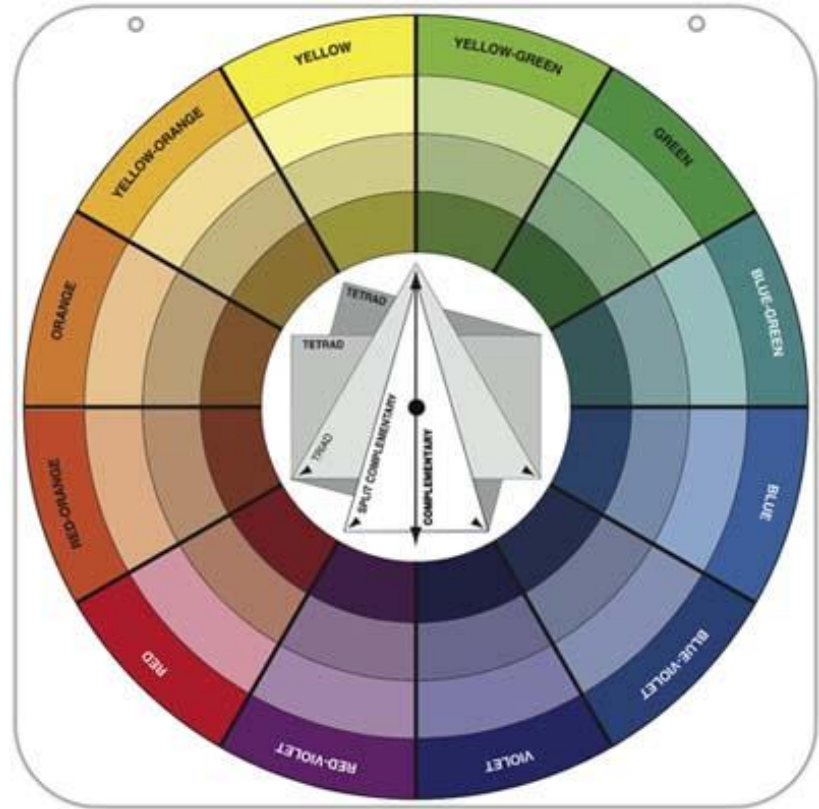
michronesia

netherlands

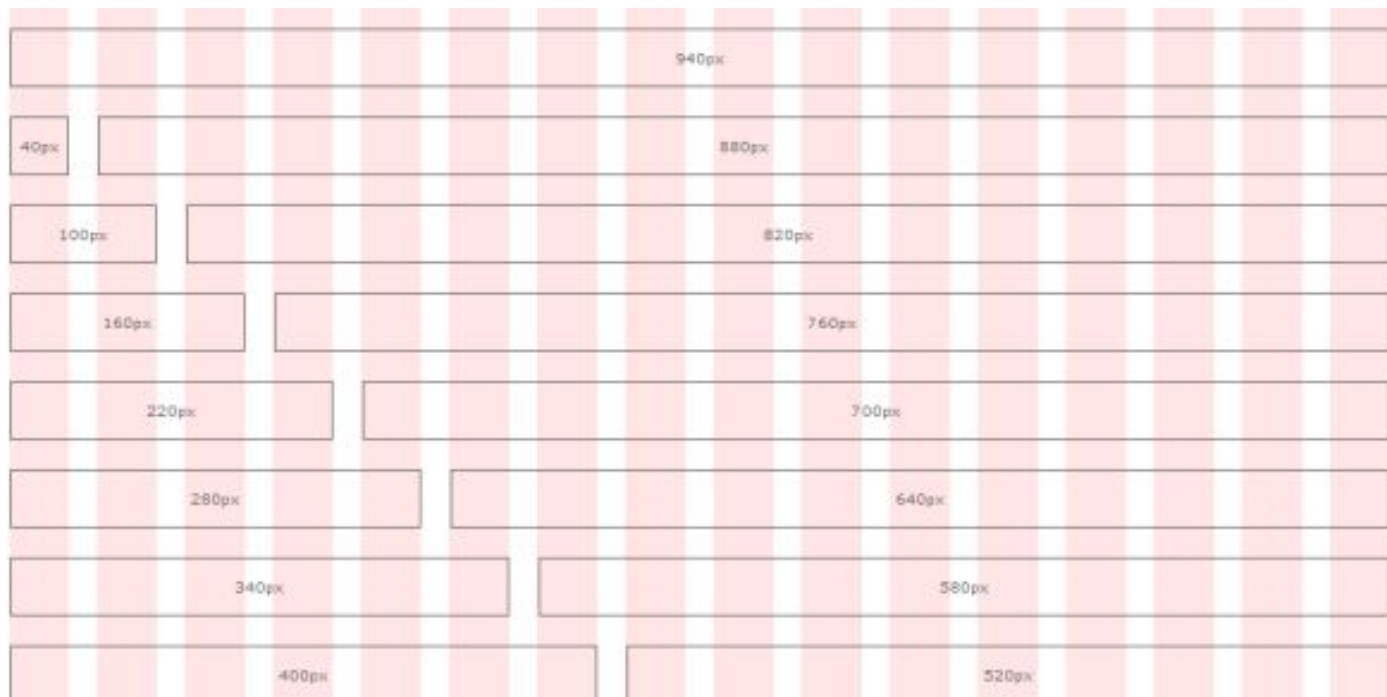
new zealand

Color

- Hue
- Value
- Intensity
- Culture
 - http://webdesign.about.com/od/colorcharts/l/bl_colorculture.htm



Grid



Typography

- Font Selection
- Type Size
- Alignment
- Kerning
- Tracking
- Leading



Typography

- Choosing the right typeface
 - <https://creativemarket.com/blog/2015/04/24/how-to-choose-the-right-typeface>
- Legibility
- Audience
- Readability
- Design intent
- Mood

Legibility vs Readability

- Legibility

- can be defined as the ability a human reader to read something without effort.

There are of course multiple methods people have used in the past to identify readability in the text. How one can search in text to find such patterns that textually emerges either as readable or legible depends on many factors, like serif presence, etc.

- Readability

- how the combination of letter are read within a larger body of text.

There are of course multiple methods people have used in the past to identify readability in the text. How one can search in text to find such patterns that textually emerges either as readable or legible depends on many factors, like serif presence, etc.

Design Intent

- Don't use Papyrus just because your topic is "ancient"
- Don't use Comic Sans just because your topic is humorous.
- Don't use Lithos just because your topic is about Greek restaurants.
- Don't use Futura just because your topic deals with "the future"

<http://www.smashingmagazine.com/2011/03/how-to-choose-a-typeface/>

In Ancient Times
funny Things happened
IN GREEK RESTAURANTS
about the FUTURE

PAPYRUS, COMIC SANS, LITHOS & FUTURA

(NOTE: DO NOT ATTEMPT THIS AT HOME. WE ARE TRAINED PROFESSIONALS)

Mood

Love

Hate

Love

Hate

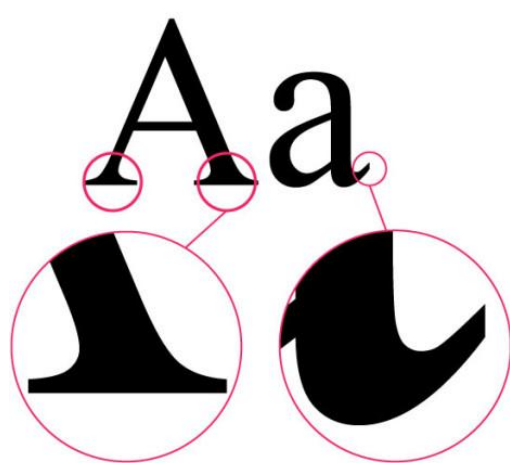
Love

Hate

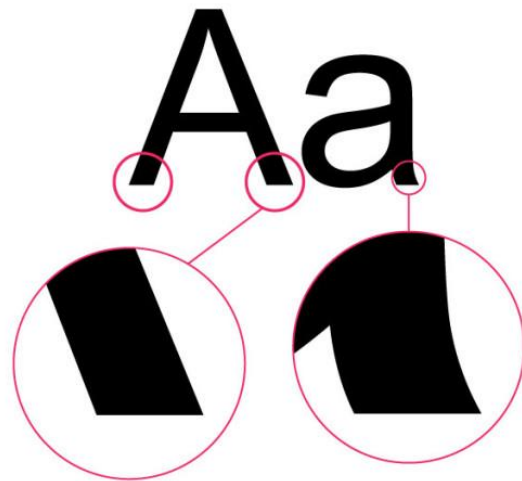
LOVE

HATE

Typography



SERIF



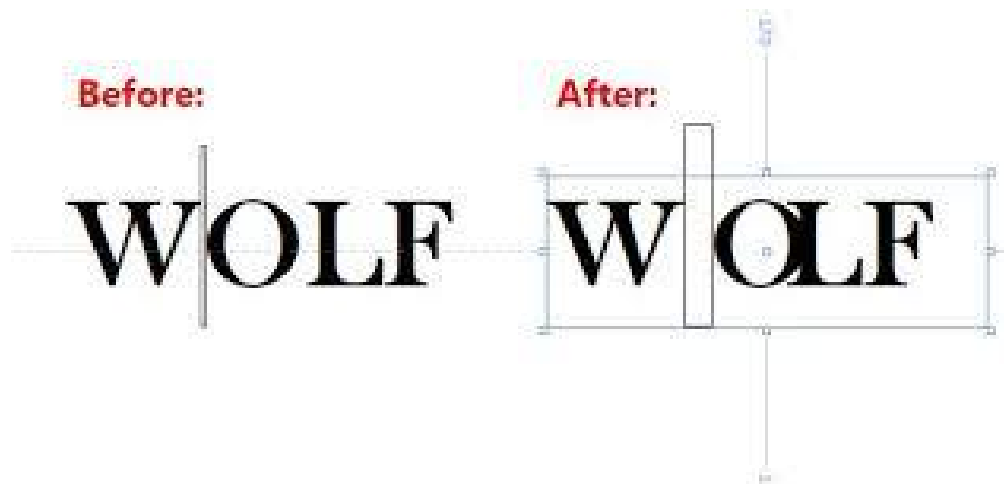
SANS SERIF

Typography

<i>Excitably</i>	cursive: Apple Chancery
Excitably	fantasy: Papyrus
Excitably	monospace: Monaco
Excitably	sans-serif: Helvetica
Excitably	serif: Times New Roman

Kerning

- Spacing between letters



Tracking

- Spacing of an individual word
- CSS equivalent
 - `letter-spacing: 2px;`

Tracking
0 tracking

Tracking
-20 tracking

Tracking
50 tracking

Leading

- Space between lines
- CSS equivalent
 - `line-height: 90%;`

THESE ARE
JUST A FEW
RANDOM
WORDS

Leading

Auto
(~48pt)

THESE ARE
JUST A FEW
RANDOM
WORDS

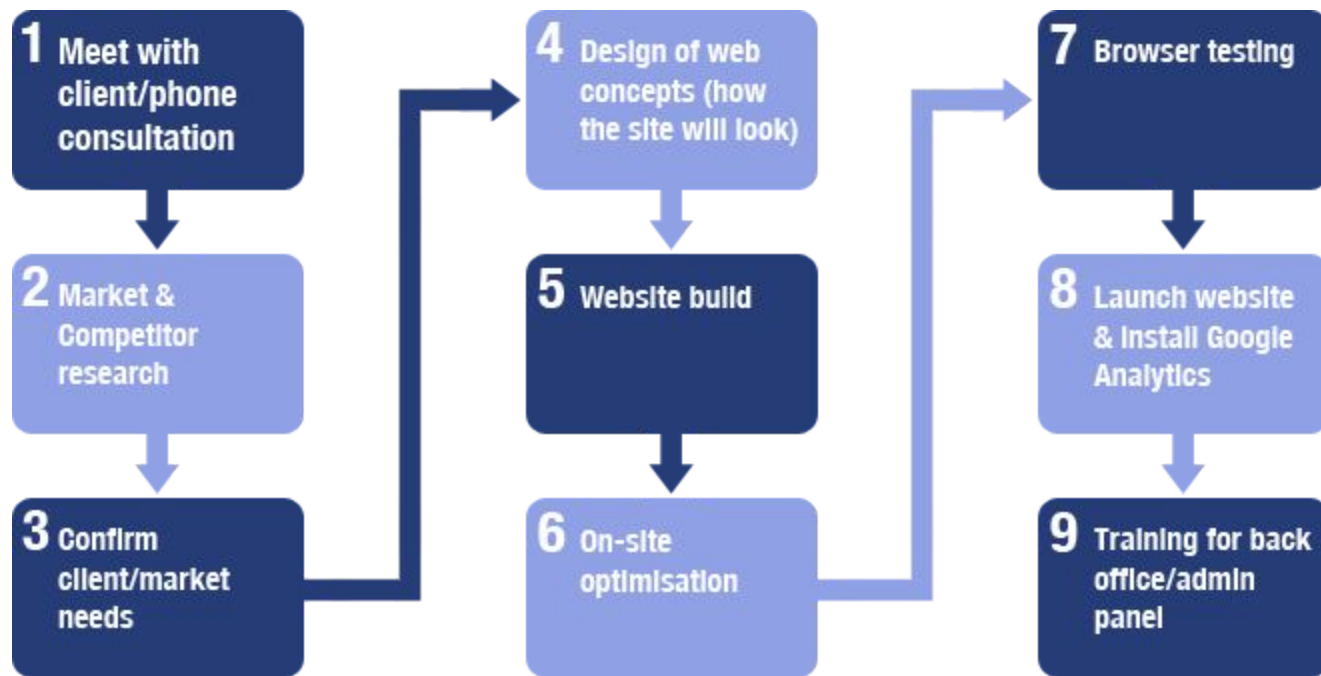
38pt

Website Types

- Information
- Brochure / Catalogue
- E-Commerce
- Blogs
- Personal
- Social Media
- Photo
- Mobile

Designing a Site

1. Information Gathering
2. Planning
3. Design
4. Development
5. Testing and Delivery
6. Maintenance



<http://webdesign.tutsplus.com/articles/carrying-out-successful-research-for-a-web-project--cms-20828>

Research

1. Research for ballpark estimate (takes about 15-20 min)
2. Research for a proper estimate (2-3h)
3. Deep dive research (as long as it takes)

Research Tips


- Check the competition and see what you could expect from your client in the future (take screenshots)
- Try to quickly outline a possible sitemap and see what pages could be missing from the brief.
- Briefly try to understand the client's current business process.
- Understand customers needs and expectations.
- Understand the structure, strategies, and priorities of your customer's company

ecommerce

myownbike

www.myownbike.de/singlespeed-und-fixie-konfigurator

Apps Making the Band - ... YouTube - Beyond B... stuff web cnc commlab web rhinoPython save on delicious Session 1 Create a new box vBI3Q.jpg (504x599) bri



Konfigurator

Onlineshop






Ladengeschäft

Galerie

Kontakt

Login


Zeige dein Bike auf



+

OFF

ON



1.079,00 €

Details ausblenden

☐ Rahmen in 54cm

☒ Rahmen in 59cm

Rahmen

Felgen

Reifen

Lenker

Vorbau

Sattel

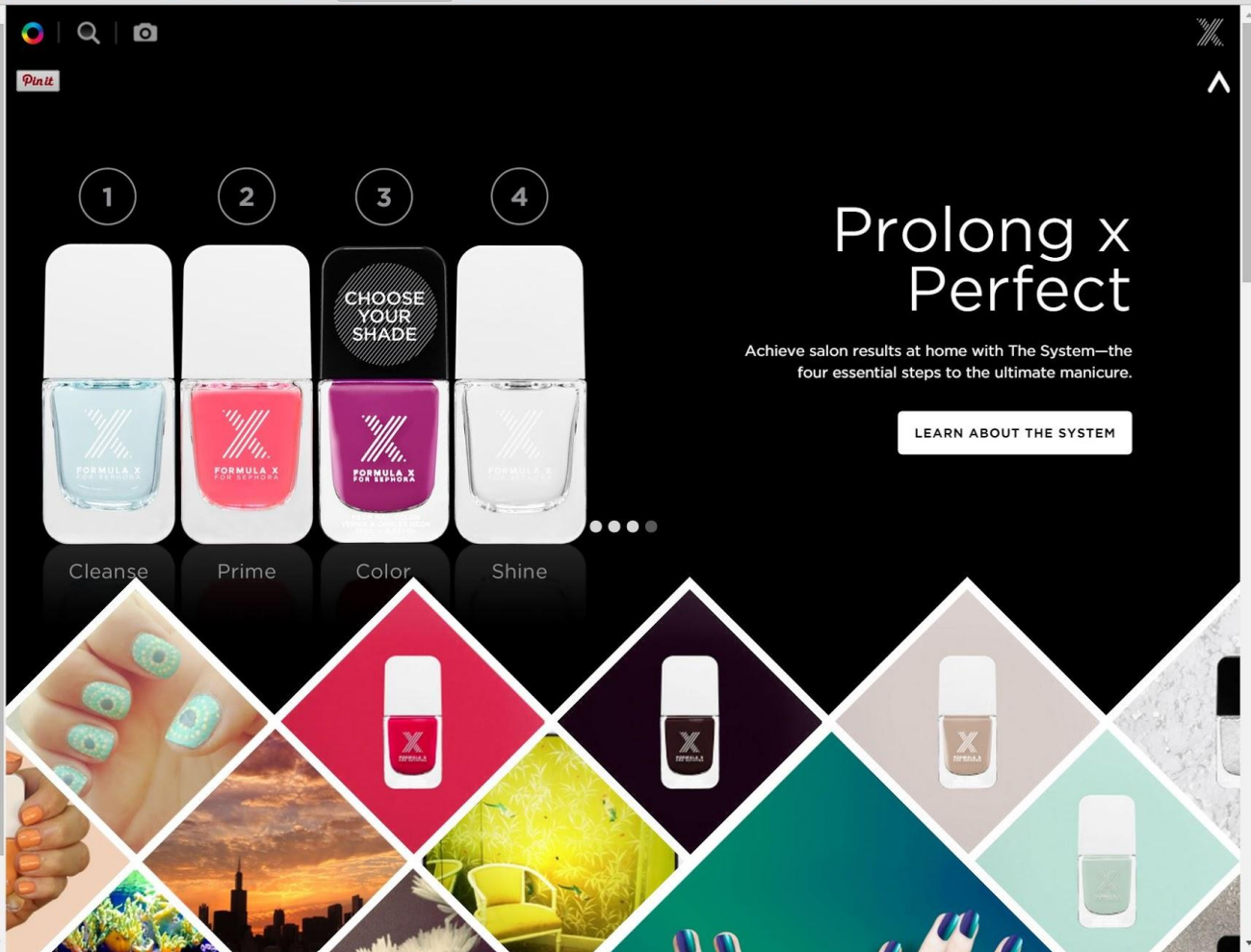
Sattelstütze

Kurbel

Kette

Pedale

javascriptvoid(0)



Products About Blog

Sign In Bag



Black Porcelain Bowl
Hasami Porcelain

From
\$24.00



Aalto Vase
Iittala

\$105.00



Spherical Bud Vase
Josh Herman Ceramics

\$65.00



Helvetica
Lars Muller Publishers

\$25.00



Blockitecture

\$25.00



Cast Iron Animals
Kamasada

\$120.00



Boskke Cube
Boskke

From
\$24.95



Down the long driveway you'll
see it

\$70.00

Formerly Yes

Top

blog



TheUpshot

EDITED BY DAVID LEONHARDT
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Is Trump the Candidate Reform Conservatives Are Seeking?

By JOSH BARRO

Donald Trump has pointed to many of the same problems that trouble so-called reformocons, but that doesn't mean they agree on solutions.



Julia Yellow

The Key Role of Conservatives in Taxing Carbon

By N. GREGORY MANKIW

While environmentalists oppose a revenue-neutral carbon tax plan in Washington State, British Columbia won business support for a similar plan that has cut emissions.

THE LATEST

7:00 AM, September 4

How Economists Can Be Just as Irrational as the Rest of Us

By NEIL IRWIN

9:23 AM, September 4

A Positive Jobs Report Keeps the



ARE YOU IN THE
90% WHO DON'T
GET ENOUGH NUTRIENTS?



LEARN ABOUT
OUR QUALITY
CORE PRODUCTS

MASHABLE PHOTO CHALLENGE

13 photos that skillfully embrace Instagram's latest update

ENTERTAINMENT

11 standout moments at
Made in America, from
Beyoncé to the Weeknd

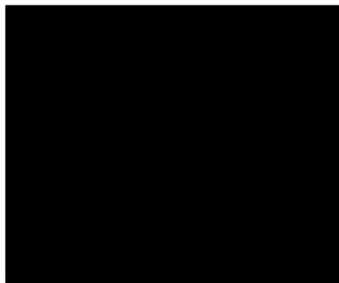
WORLD

Buddie, a fuzzy marijuana
mascot, is cultivating all
kinds of trouble

WATERCOOLER

YouTuber tries to poke fun
at body shaming, pisses off
the Internet instead

What's New



What's Rising



TECH

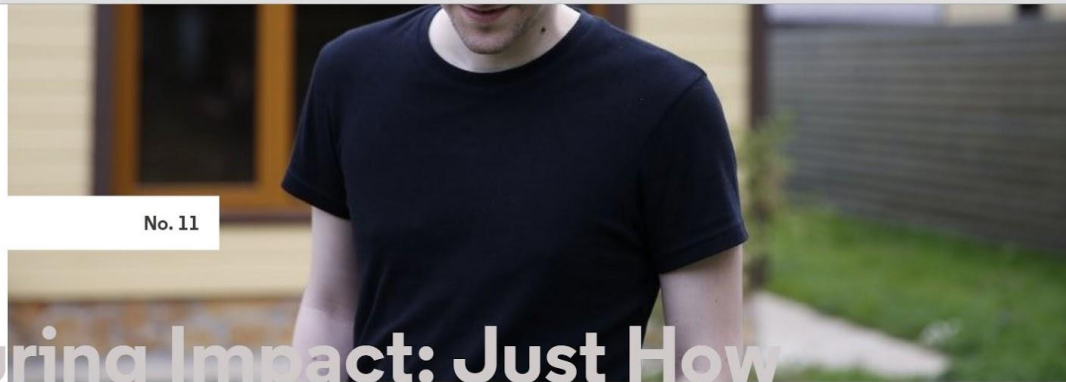
Apple unveils the iPhone 6S
and much more: Join us live

1.1K SHARES

What's Hot



Beachgoers band together
to rescue a 2,000-pound
great white shark



No. 11

Measuring Impact: Just How Does Film Drive Change?

Beadie Finzi knows all about the power of documentaries—through BRITDOC, the film-nurturing organization she co-founded a decade ago, she had a hand in this year's Documentary Feature Oscar winner, "CITIZENFOUR," and in another nominee, "Virunga." But filmmakers don't have to reach the red carpet to have measurable impact today. We explore BRITDOC's Impact Field Guide—one of a growing set of tools available online—to learn more. [EXPLORE →](#)

No.

10

'YOU BECOME A



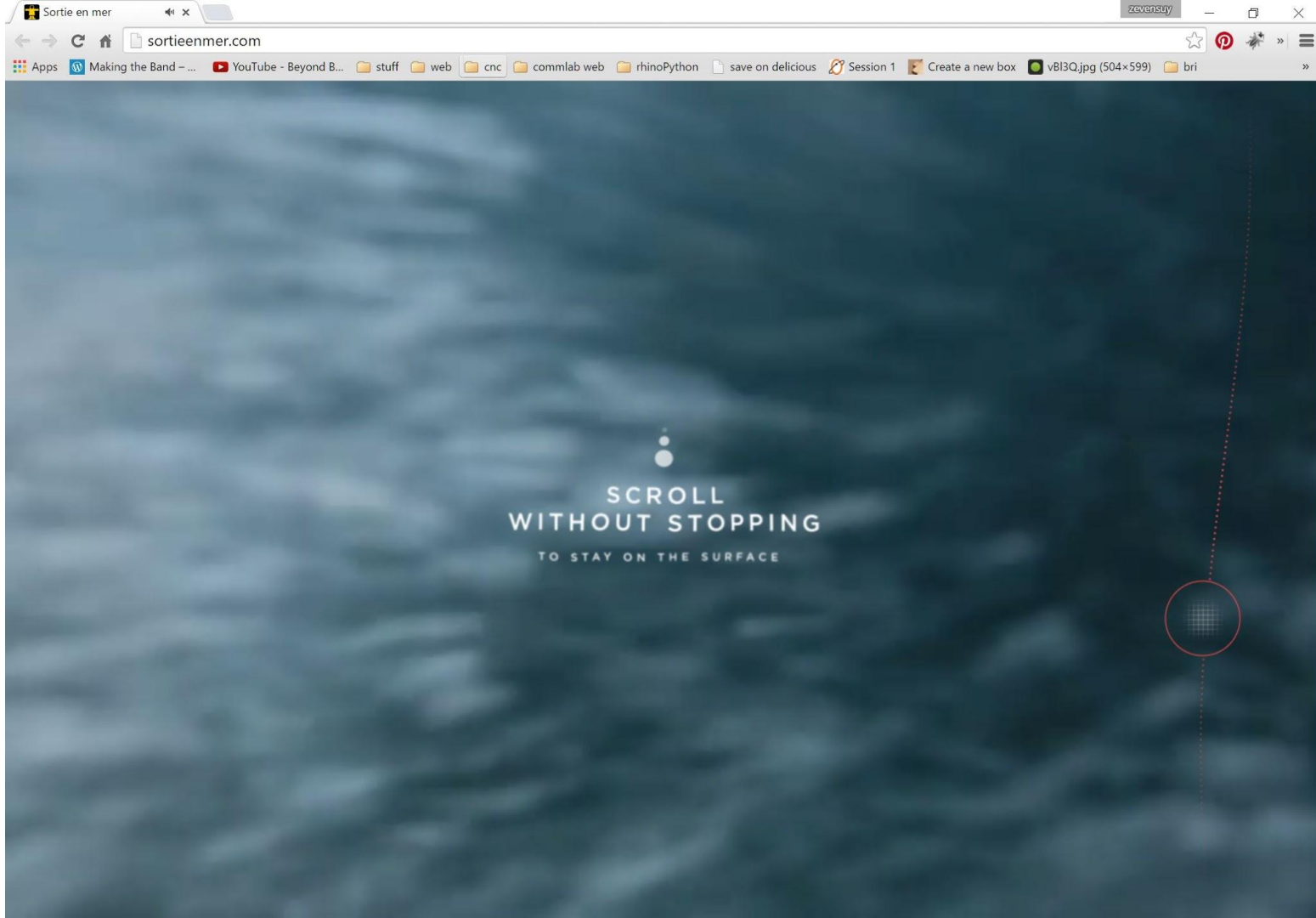
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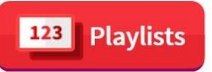
9

EBOLAINLIBERIA.ORG: A



games





THIS WEEK: PLAY ALL DAY WITH ELMO



NEW

BOUNCY ELMO'S CASTLE



DRESS UP TIME!



TRAIN TRACK ENGINEERS



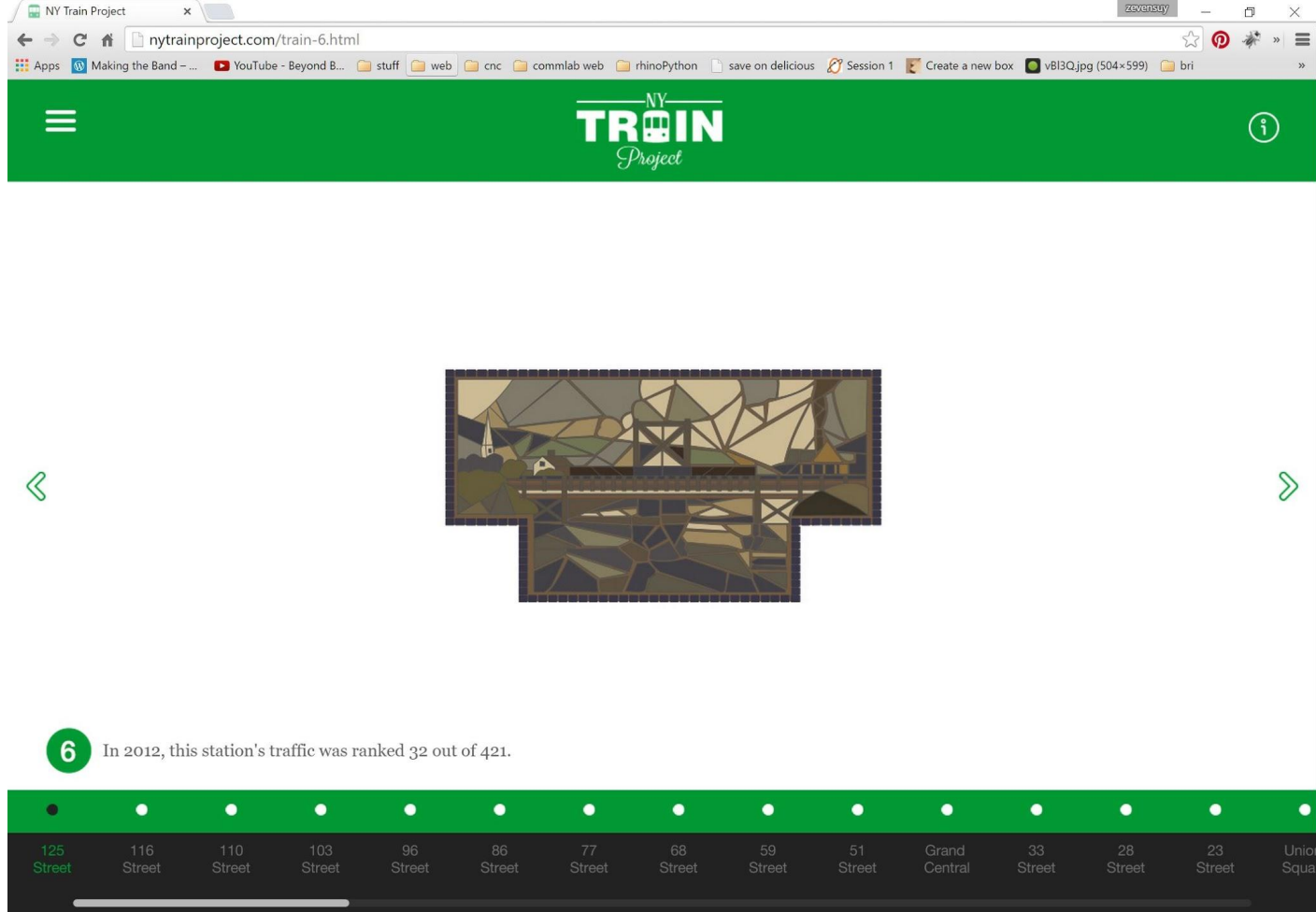
ELMO AND GROVER'S LEMONADE STAND



SUPER ELMO'S ABC JUMP



net art



<http://nytrainproject.com/>



<https://tuinderlusten-jheronimusbosch.ntr.nl/en>



FILMS

INTERACTIVE

EDUCATION

STORE

SIGN IN

FR

SEARCH



Newly
Added Films

All
Films

Films by
Subject

Films by
Director

For
Teachers

Narrow your search



GENRE



FORMATS



LANGUAGE



- ☐ All languages
☒ English
☐ Français

ACCESSIBILITY



ONLINE STREAMING



DOWNLOAD



SAFE SEARCH



PRODUCTION YEAR



FILM DURATION



Clear

Not all NFB films are available for online viewing

[Click here to view the complete](#)

142 → Results.

Sort :

By alphabetical order from A to Z



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Number



A is for Architecture



A Little Fellow from Gambo -
The Joey Smallwood Story



Abegweit



Aboriginality



Absences



Acadia Acadia ??



Acadia Acadia ??



Accordion



Website Tips

- <http://www.idesignstudios.com/blog/web-design/phases-web-design-development-process/#.Ve5UkPnBzGc>
- <http://www.creativeblog.com/web-design/steps-perfect-website-layout-812625>
- <http://www.smashingmagazine.com/2008/01/10-principles-of-effective-web-design/>
- http://www.w3schools.com/website/web_design.asp
- <http://www.smashingmagazine.com/2011/06/following-a-web-design-process/>

Responsive Web





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1 2 3 4 5 →

verizon

Rectangular Snip



POLITICS

What I Learned at Gerrymandering Summer Camp

ISSIE LAPOWSKY



DISASTERS

How Will Houston Handle the Deluge of Hurricane Harvey?

NICK STOCKTON



WHILE YOU WERE
OFFLINE
The Internet



BIOLOGY
INTERPRETER