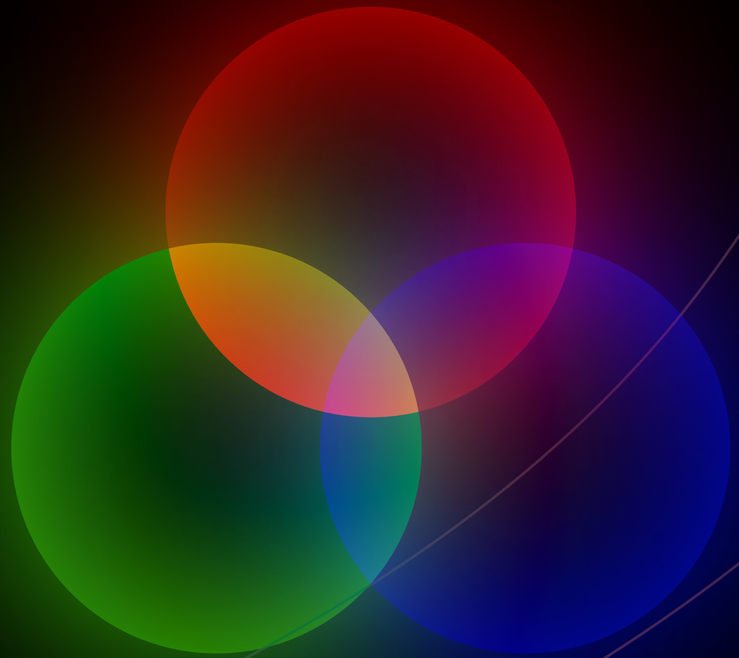
Lesson 2:

Visual Design

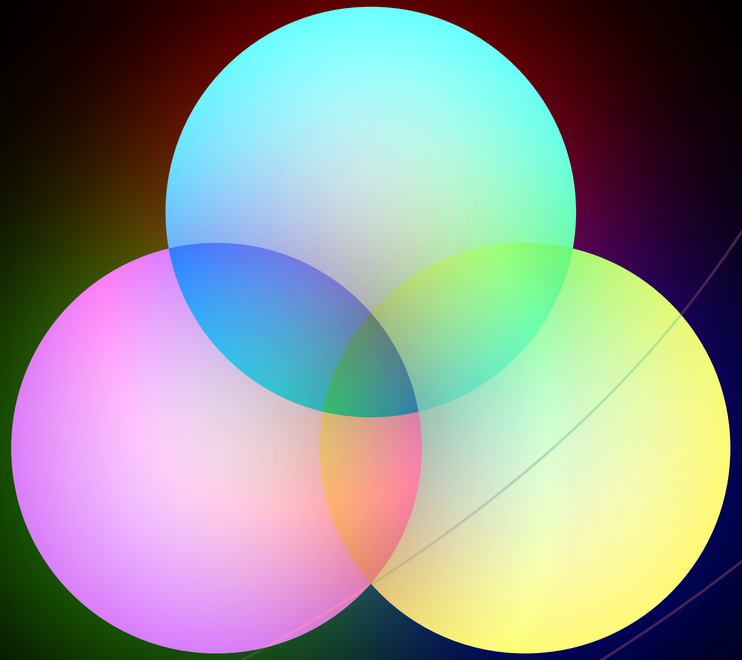
ooo pretty...



Lesson 2:

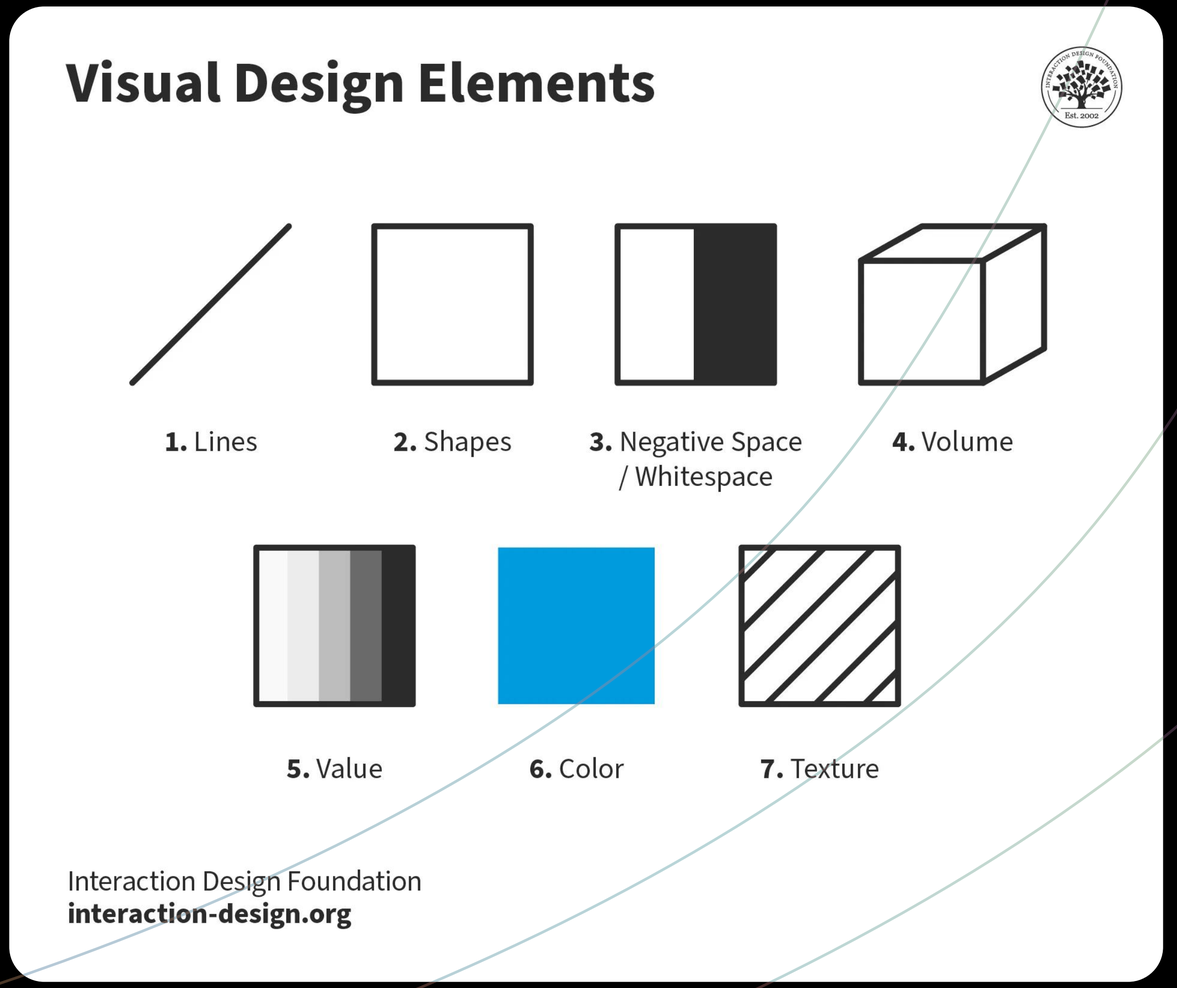
Visual Design

ooo pretty...



You know this already

So let’s skip all this nonsense



Color

RGBHLSHSBCMYK??????

Red Green Blue
RGB

Hue Saturation Brightness
HSB

Hue Saturation Lightness
HSL

Cyan Magenta Yellow Black
CMYK

Hexideximal

HEX

#ffffff

Decimal	Hex	Binary
0	0	0000
1	1	0001
2	2	0010
3	3	0011
4	4	0100
5	5	0101
6	6	0110
7	7	0111
8	8	1000
9	9	1001
10	A	1010
11	B	1011
12	C	1100
13	D	1101
14	E	1110
15	F	1111

Translation Layer

But it is not always 1:1

Red Green Blue
RGB

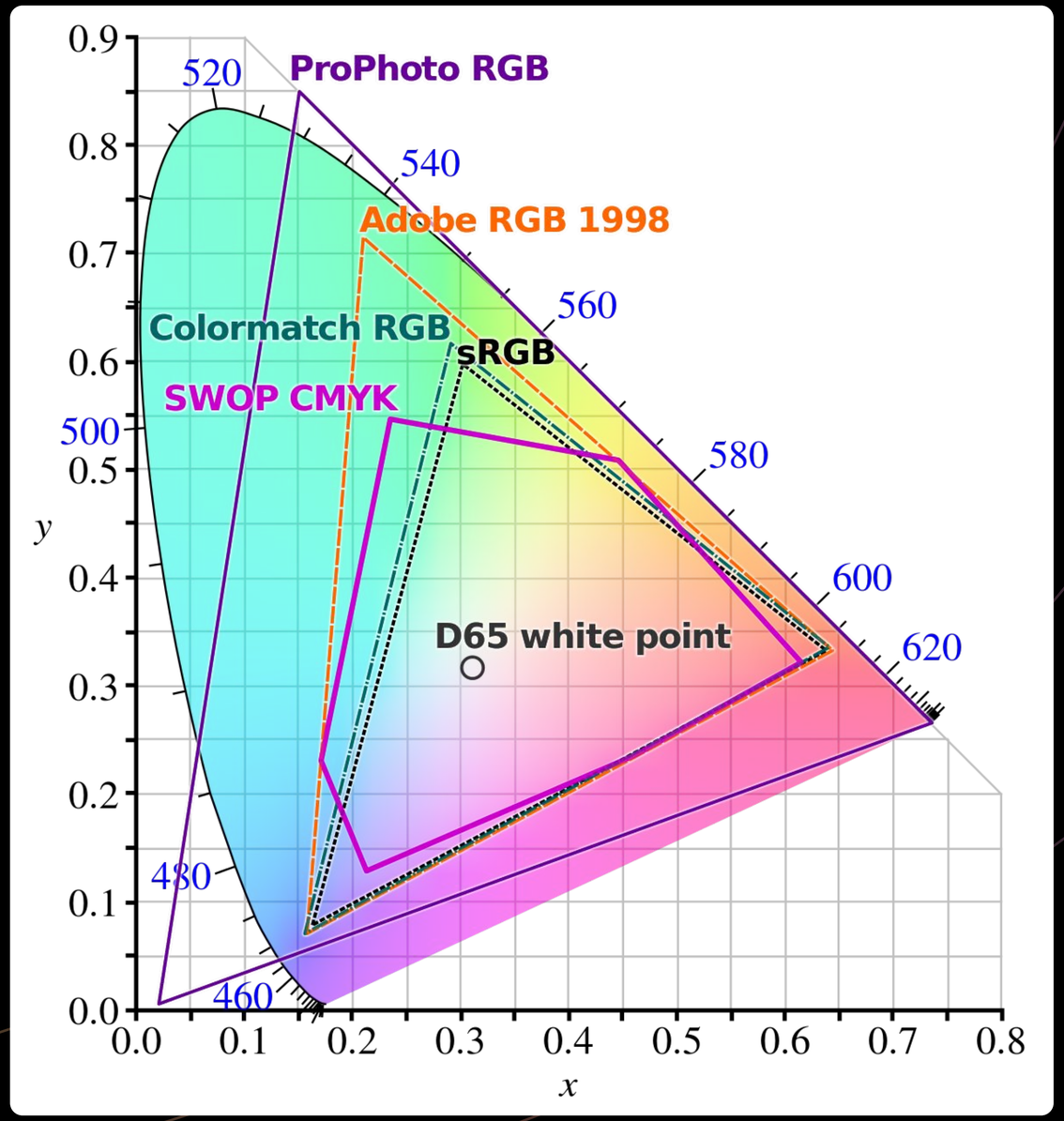
Hue Saturation Brightness
HSB

Hue Saturation Lightness
HSL

Cyan Magenta Yellow Black
CMYK

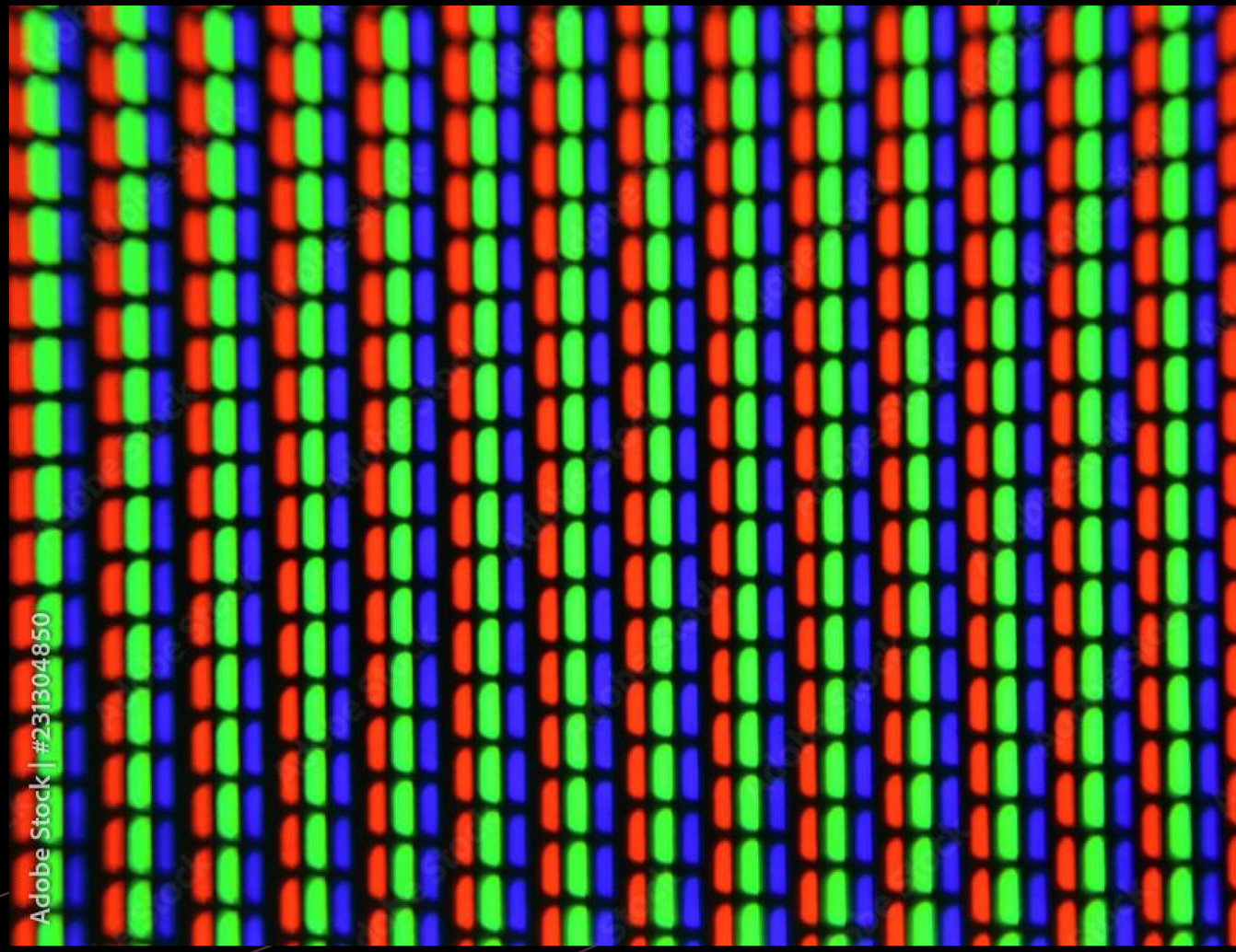
Color Spaces

Not the same for everyone



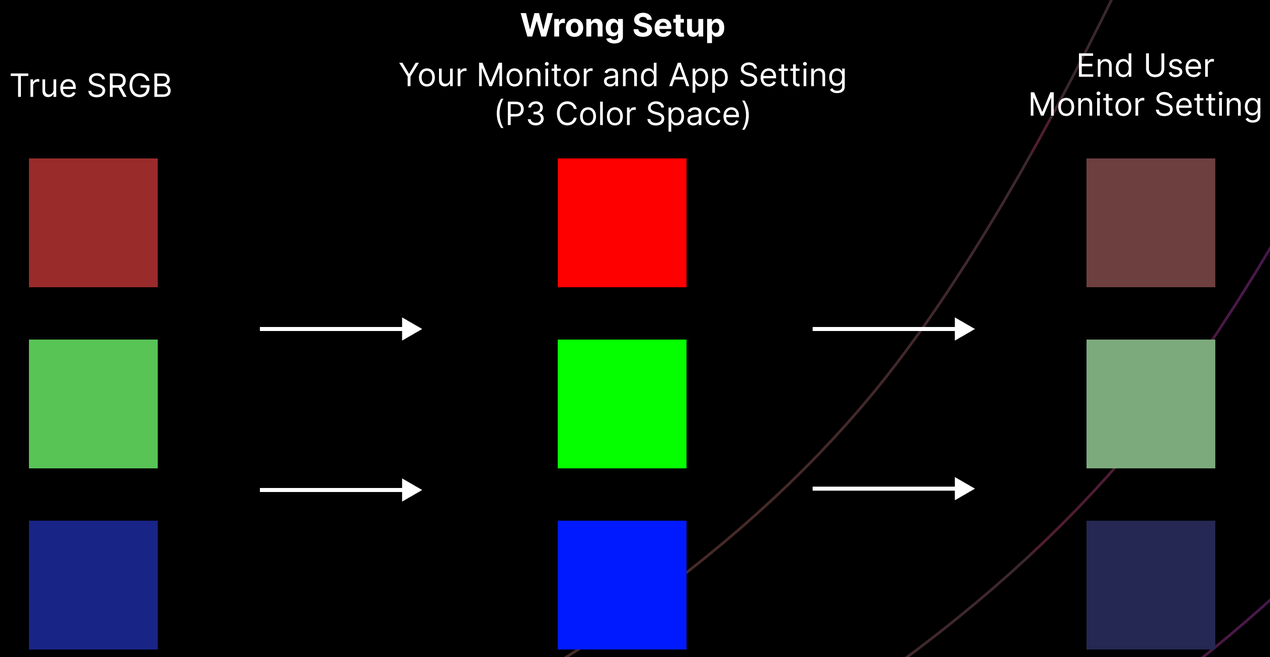
Color Spaces

Not the same for everyone



Color Spaces

Not the same for everyone



Stick with the standards

Most monitors are SRGB or larger

Design App → SRGB

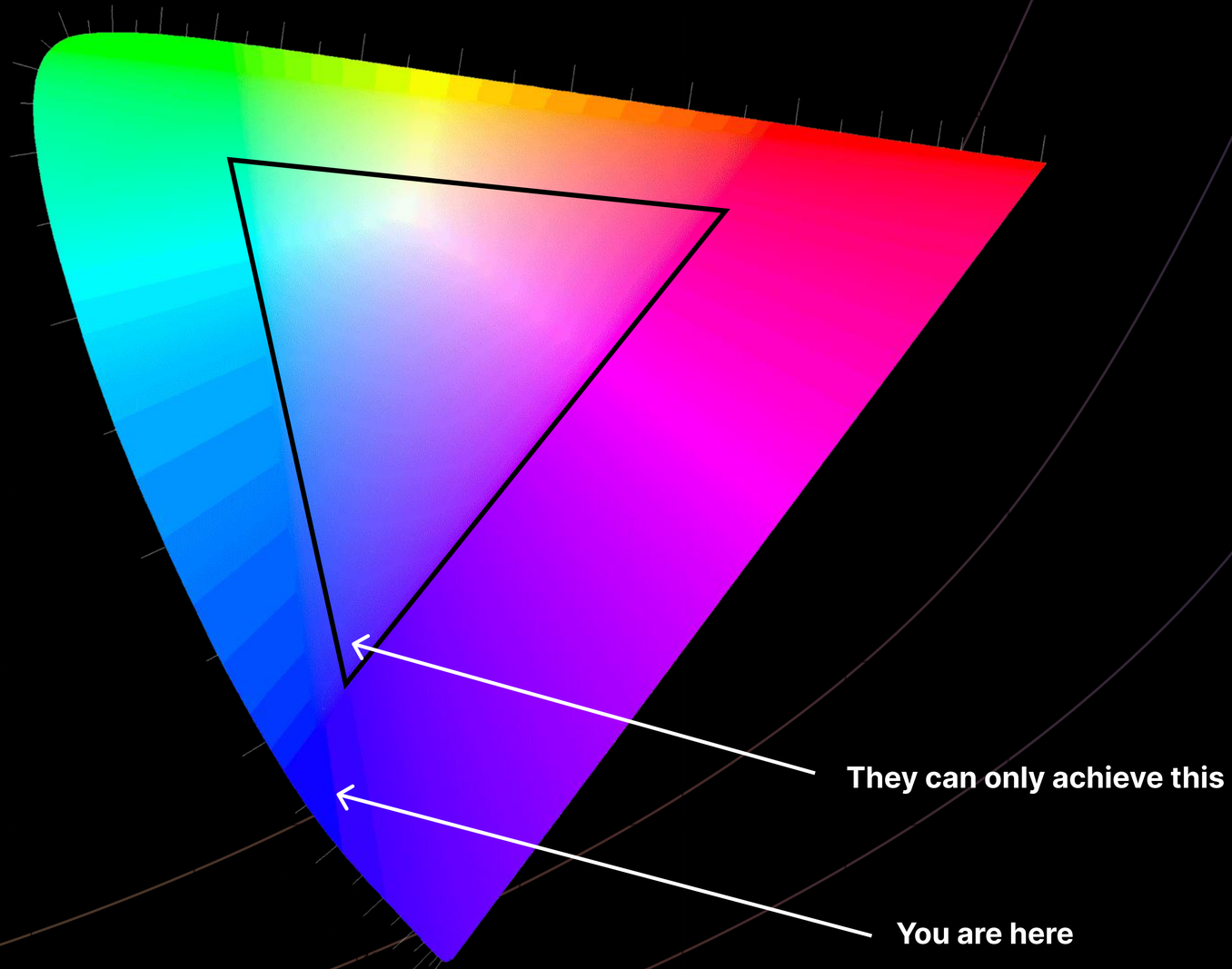
Monitor → SRGB

Don’t design higher then your end user

Colors get crushed when outside of a color space range

Color Spaces

Not the same for everyone



Values
REM vs EM vs PX

- % — percentage
- **em** — font size of the element , relative to its parent(3em means that 3 times the normal font size)
- **rem** — font size of the element, relative to the root html element
- **ch** — width of the “0” character (in monospace fonts all characters are of equal width)
- **ex** —x-height of the font used (the height of “x” character)

- **cm** — centimeters
- **mm** — millimeters
- **in** — inches
- **pt** — points
- **px** — pixels
- **pc** — pica

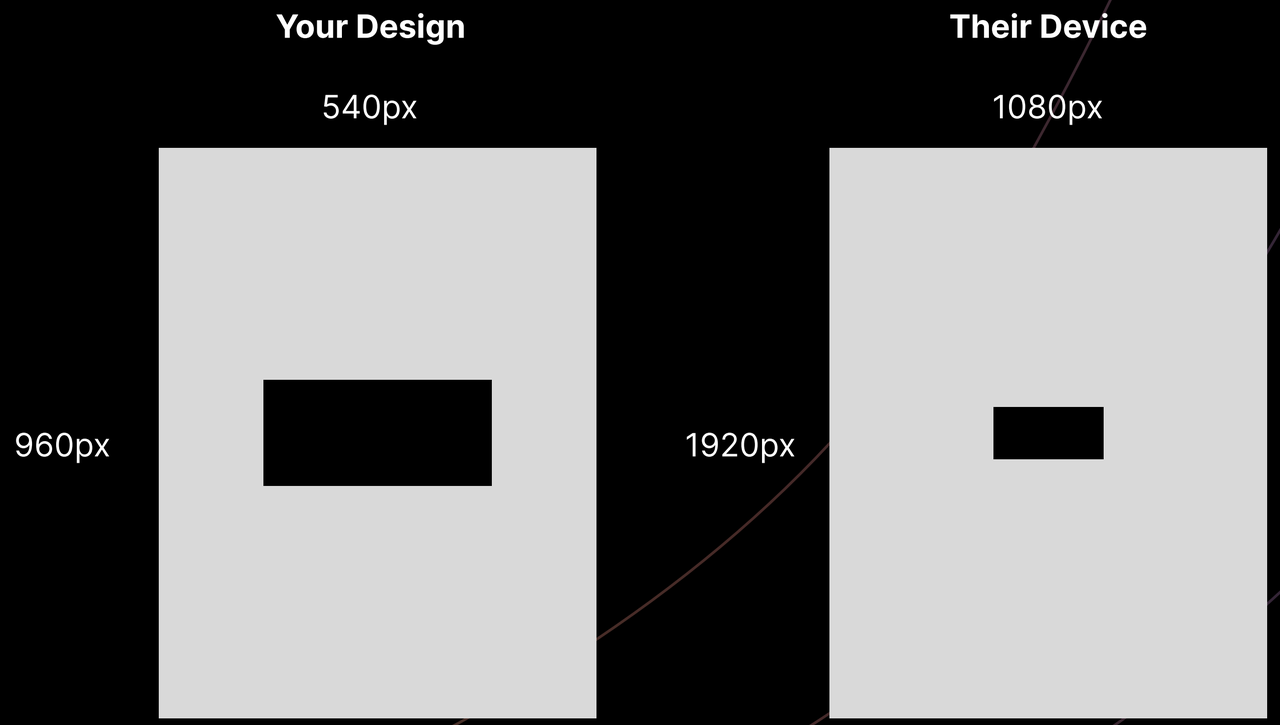
- **vw** — % of viewport width
- **vh** — % of viewport height
- **vmin** — % of the smaller dimension (width or height)
- **xmax** — % of the larger dimension (width or height)

PPI (Pixels per Inch)

This is a unit of pixel density. Devices these days are “retina” and are 2x what you design.

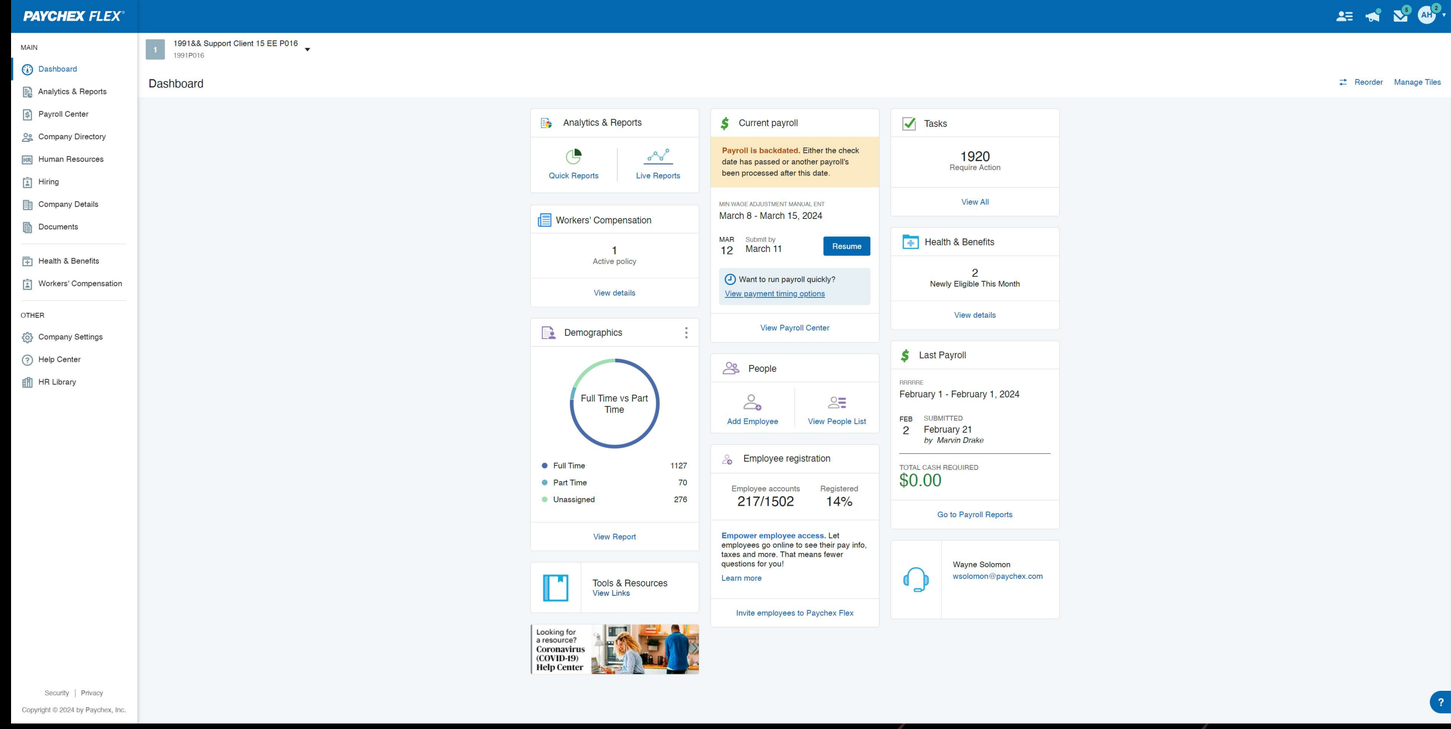
That’s why on 4k displays everything gets so much smaller, the design called for a specific px dimension to be used. But now your monitor has 4x the amount of pixels so the UI takes up much less room.

it just happens that most screens are close to what we design. In some cases devices will perform a UI scale to make things fit better.



4K

1920


PAYCHEX FLEX
MAIN
Dashboard
Analytics & Reports
Payroll Center
Company Directory
Human Resources
Hiring
Company Details
Documents
Health & Benefits
Workers' Compensation
OTHER
Company Settings
Help Center
HR Library
Security | Privacy
Copyright © 2024 by Paychex, Inc.
1991&& Support Client 15 EE P016
1991P016
Dashboard
Reorder
Manage Tiles
Analytics & Reports
Quick Reports
Live Reports
Workers' Compensation
1
Active policy
View details
Demographics
Full Time vs Part Time
Full Time 1127
Part Time 70
Unassigned 276
View Report
Tools & Resources
View Links
Looking for a resource? Coronavirus (COVID-19) Help Center
Current payroll
Payroll is backdated. Either the check date has passed or another payroll's been processed after this date.
MIN WAGE ADJUSTMENT MANUAL ENT
March 8 - March 15, 2024
MAR 12
Submit by March 11
Resume
Want to run payroll quickly?
View payment timing options
View Payroll Center
People
Add Employee
View People List
Employee registration
Employee accounts 217/1502
Registered 14%
Empower employee access. Let employees go online to see their pay info, taxes and more. That means fewer questions for you!
Learn more
Invite employees to Paychex Flex
Tasks
1920
Require Action
View All
Health & Benefits
2
Newly Eligible This Month
View details
Last Payroll
RRRRRE
February 1 - February 1, 2024
FEB 2
SUBMITTED
February 21
by Marvin Drake
TOTAL CASH REQUIRED
$0.00
Go to Payroll Reports
Wayne Solomon
wsolomon@paychex.com

Based off non-static values

- % — percentage
- **em** — font size of the element , relative to its parent(3em means that 3 times the normal font size)
- **rem** — font size of the element, relative to the root html element
- **ch** — width of the “0” character (in monospace fonts all characters are of equal width)
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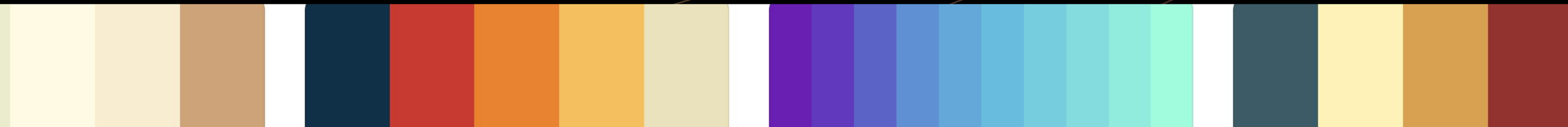
- **vw** — % of viewport width
- **vh** — % of viewport height
- **vmin** — % of the smaller dimension (width or height)
- **xmax** — % of the larger dimension (width or height)

Color Use

I don’t have much here because it’s so subjective and depends on the project.

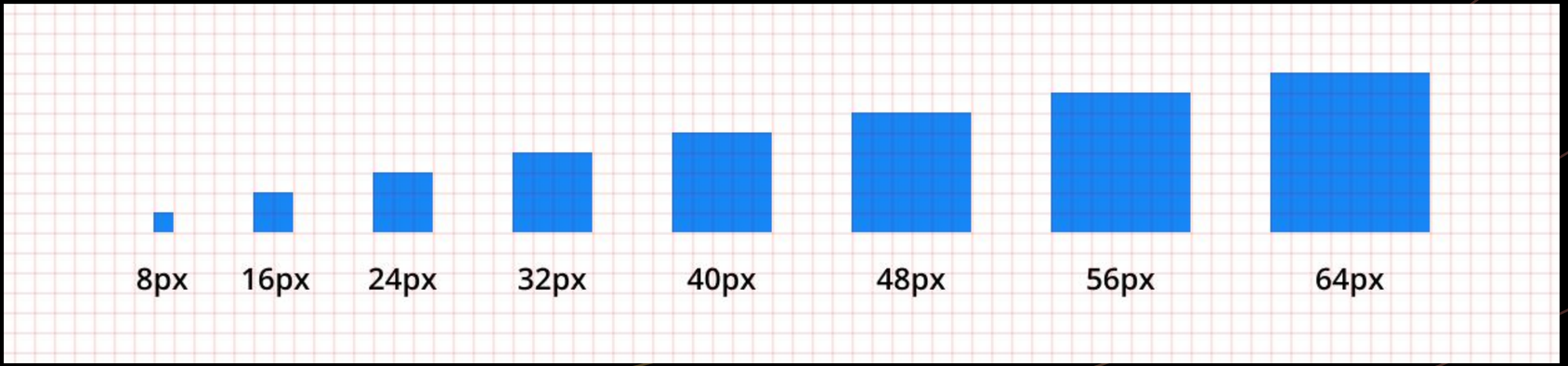
Some tips

- Keep it simple to start, refrain from overusing colors
- Use colors as signifiers
- Colors can add fun or messaging
- Colors invoke emotion
  - casual (limited pallet, blues)
  - business/corporate (monochrome, with one core color)
  - fun/crazy (colorful, red/pink/yellow/etc)
- Don’t be afraid to switch it up, find what works



Scales

Mainly for organization and consistency



Scale Category

H1

H2

H3

H4

H5

H6

Subtitle 1

Subtitle 2

Body 1

Body 2

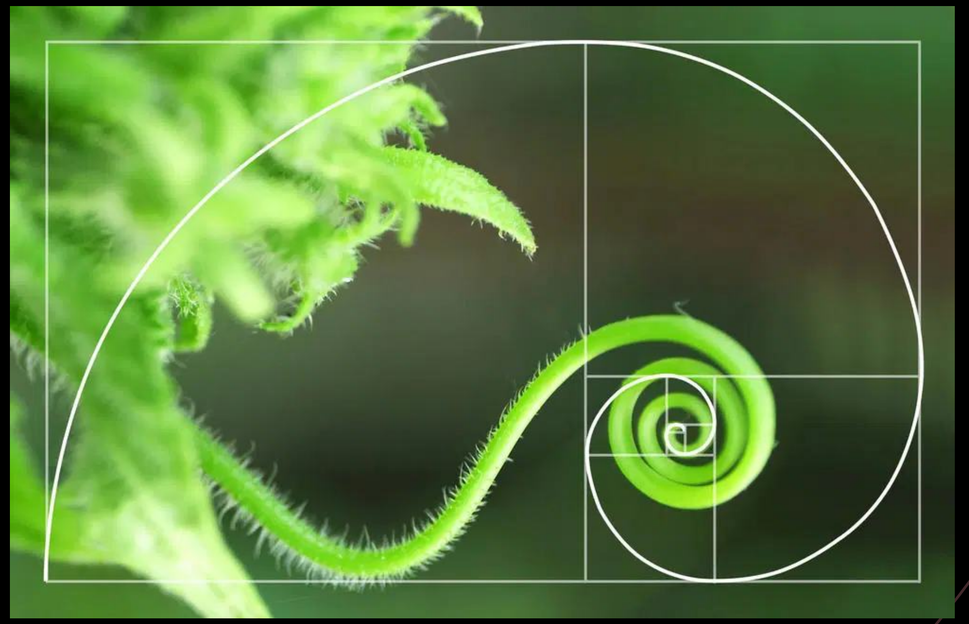
BUTTON

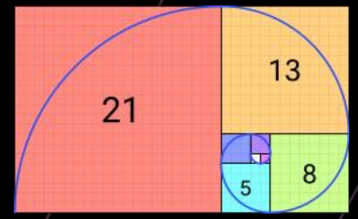
Caption

OVERLINE

Math-tastic

A bit overkill, but nature ay?





Major Second Scale (1.125)

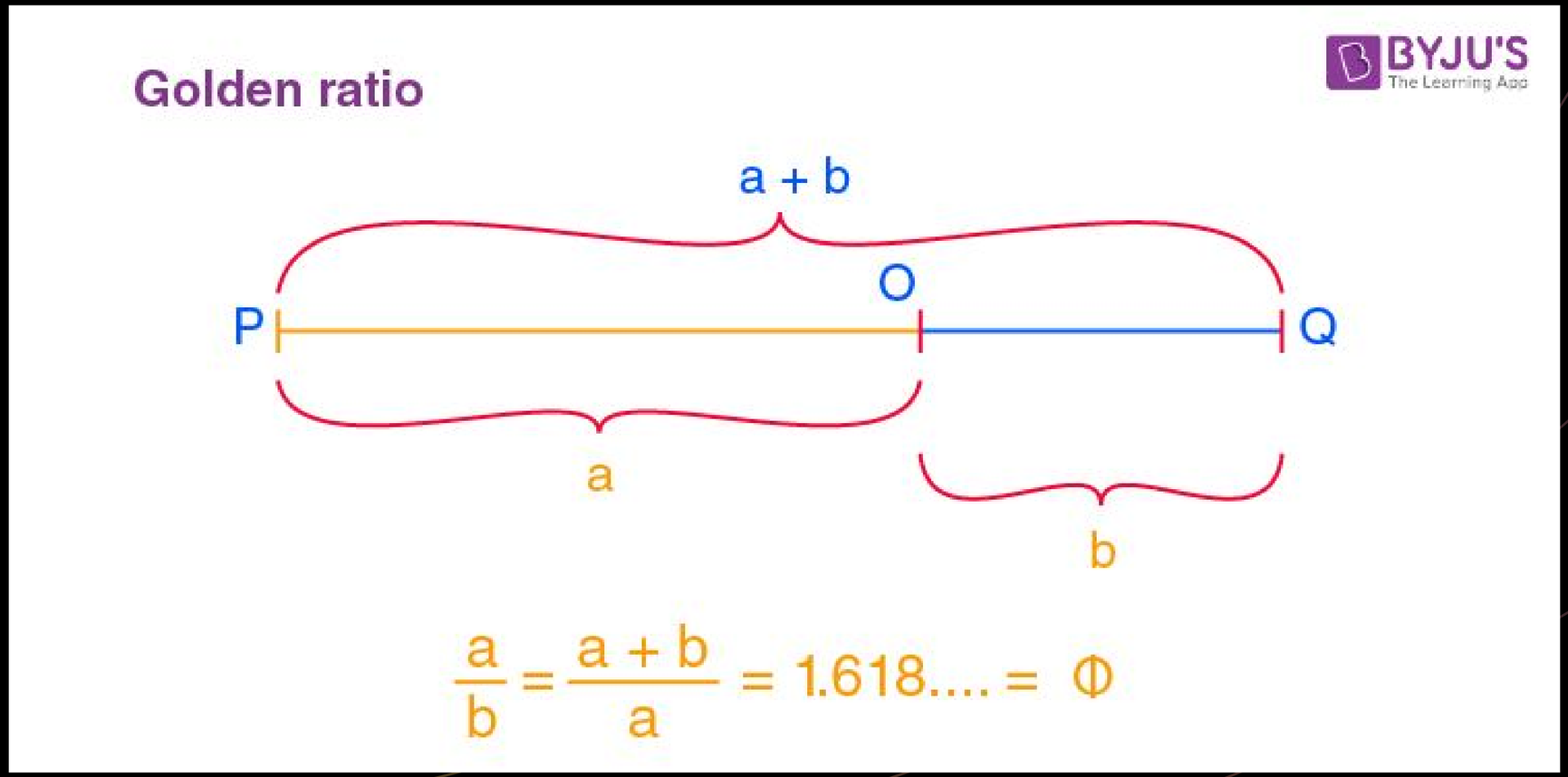
P	H6	H5	H4	H3	H2	H1
16px	18px	20.25px	22.78px	25.63px	28.83px	32.44px

Augmented Fourth Scale (1.414)

P	H6	H5	H4	H3	H2	H1
16px	22.62px	31.99px	45.23px	63.96px	90.44px	127.88px

Your Homework

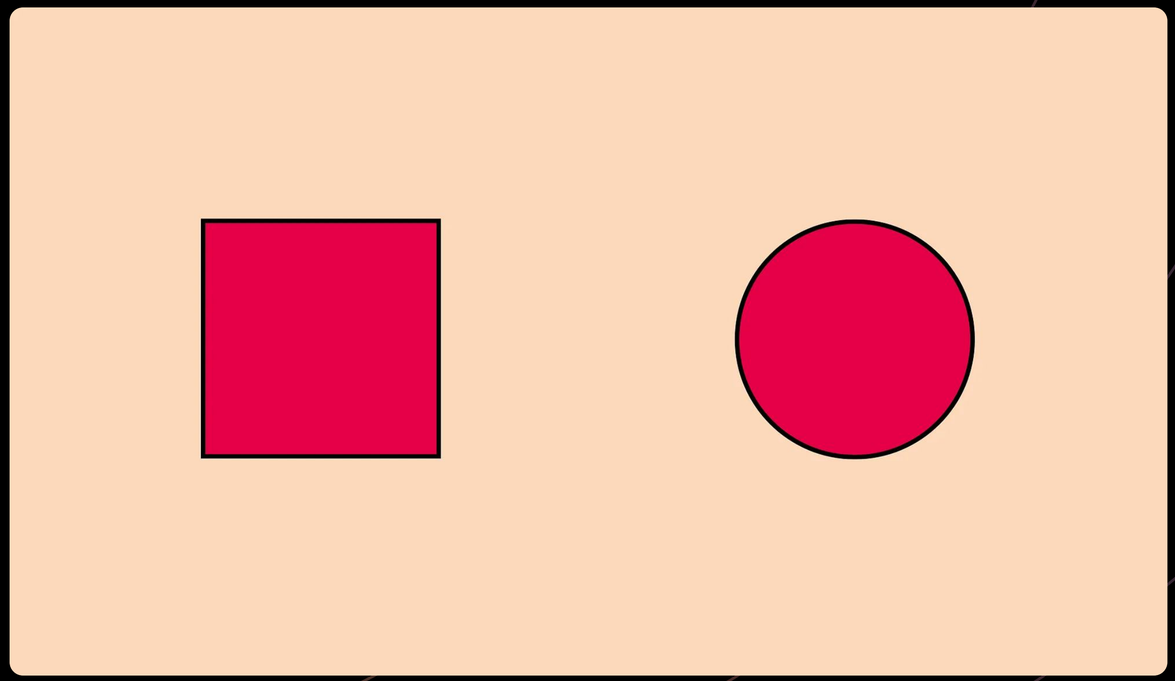
Find the limit for the Golden Ratio derivative



Just kidding, math isn’t real!

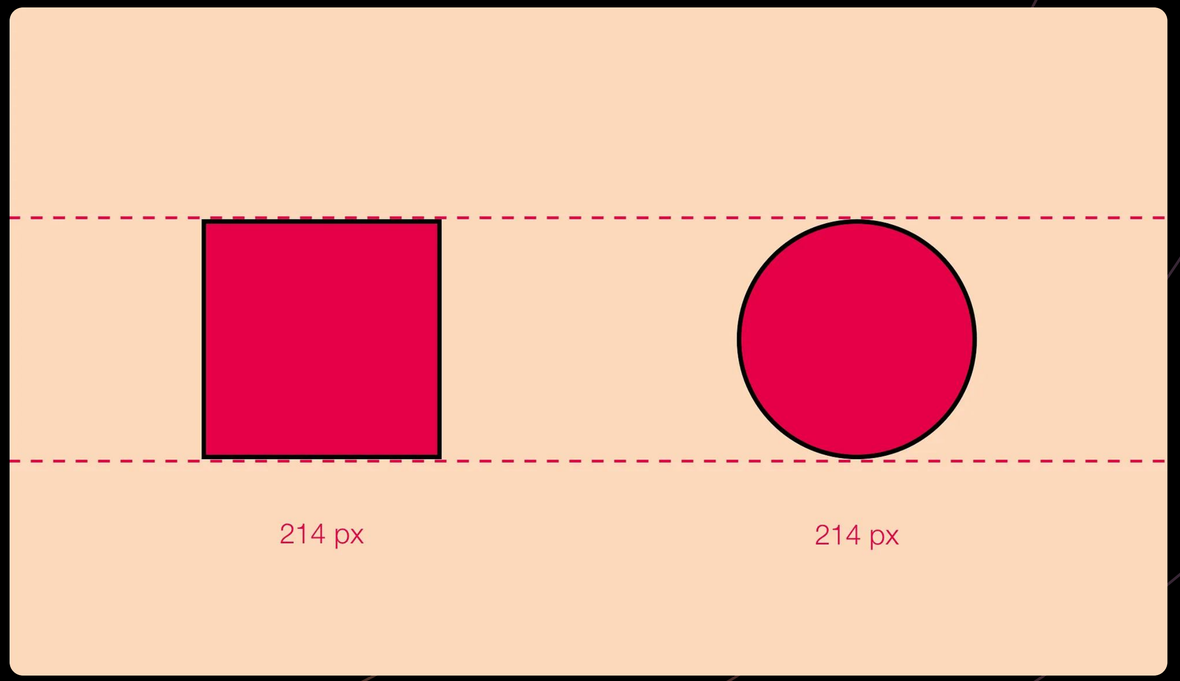
Shapes and Layout

Which one is bigger?

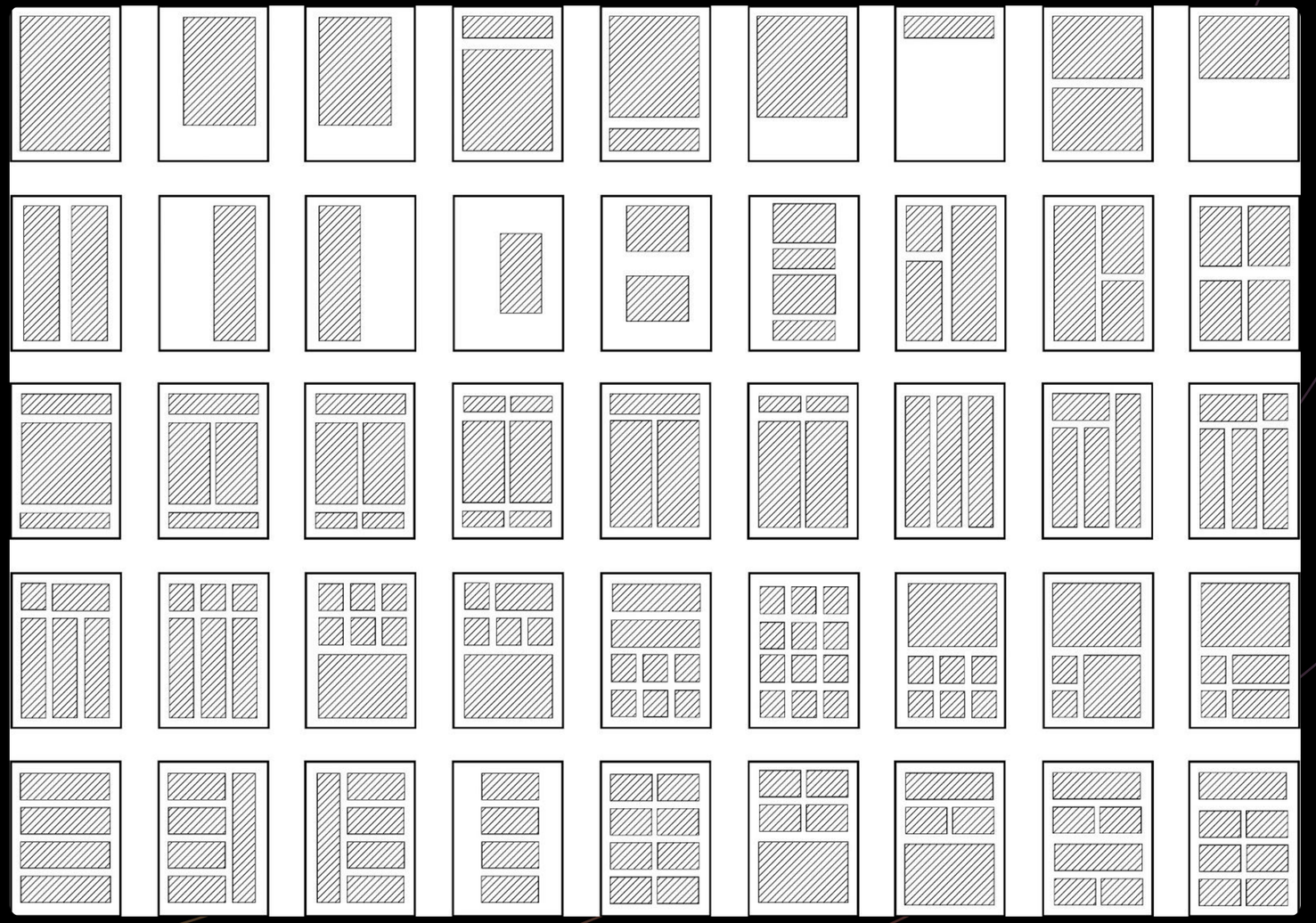


Optical Alignment

Were you right?



Layout



Grids

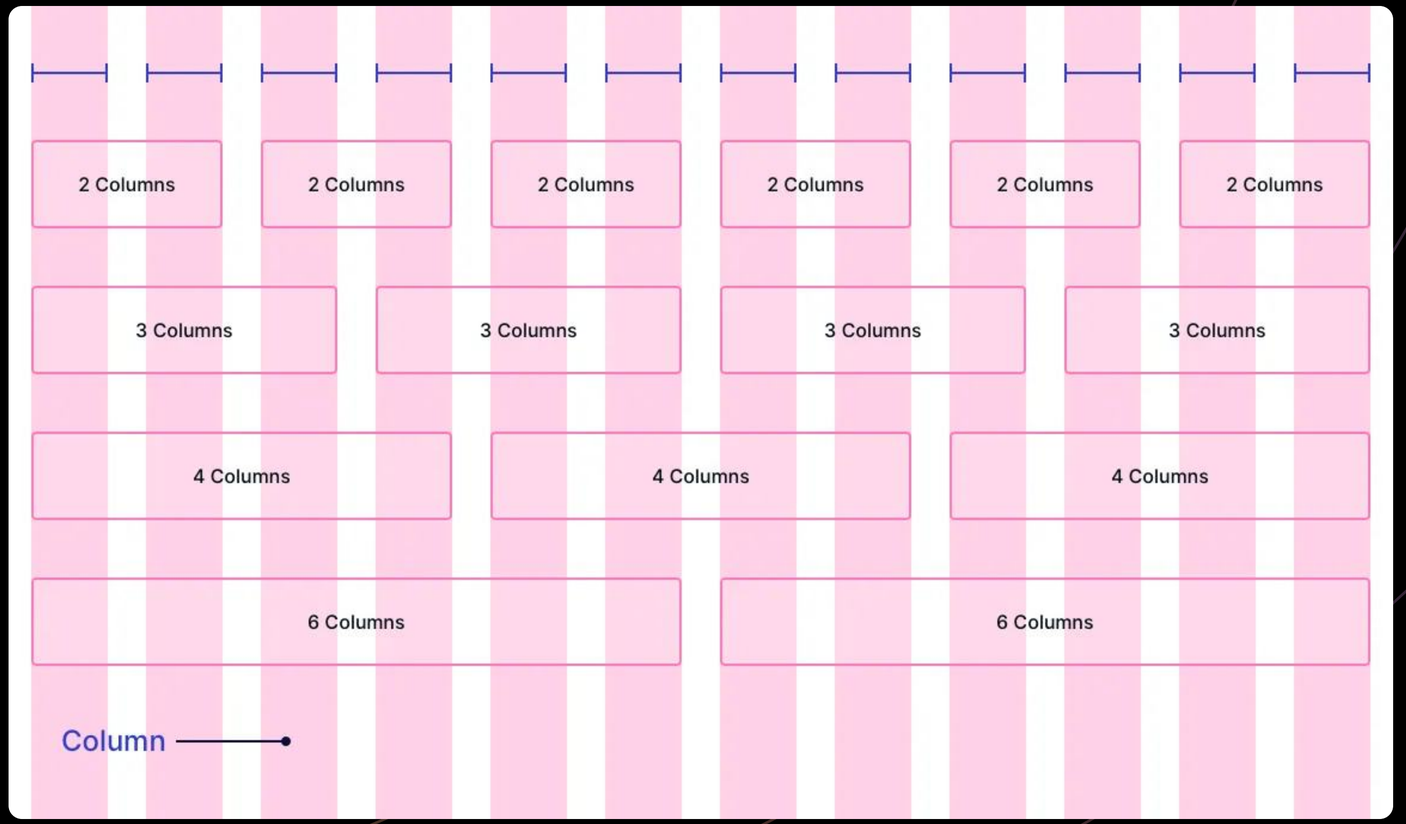
Predictable

More likely to be responsive

Organized

Applies to large and small layouts

Flexible



primer

Products | Why Primer | Developer | Company | Resources | Login | Contact Sales

Build brilliant commerce & payment *experiences*

Unify your payment and commerce services, crafting seamless customer journeys and expanding into new markets effortlessly.

Talk to our team

Business ❤ Primer

Walmart | cisco | VOLVO | Deloitte. | okta

Powerful automation with *zero code*

Drive more revenue with sophisticated, end-to-end Workflows. Build brilliant customer journeys and keep customers happy with limitless payment options and commerce services.

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Our free plan gives you unlimited team members, 3 boards, and 300+ expert-made templates. Signing up with your work email lets you bring in your team faster. See our

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Miro has 100+ powerful integrations with tools you already use like G Suite, Slack, and Jira, so your workflow is seamless. View the full list in our Marketplace .

Security first

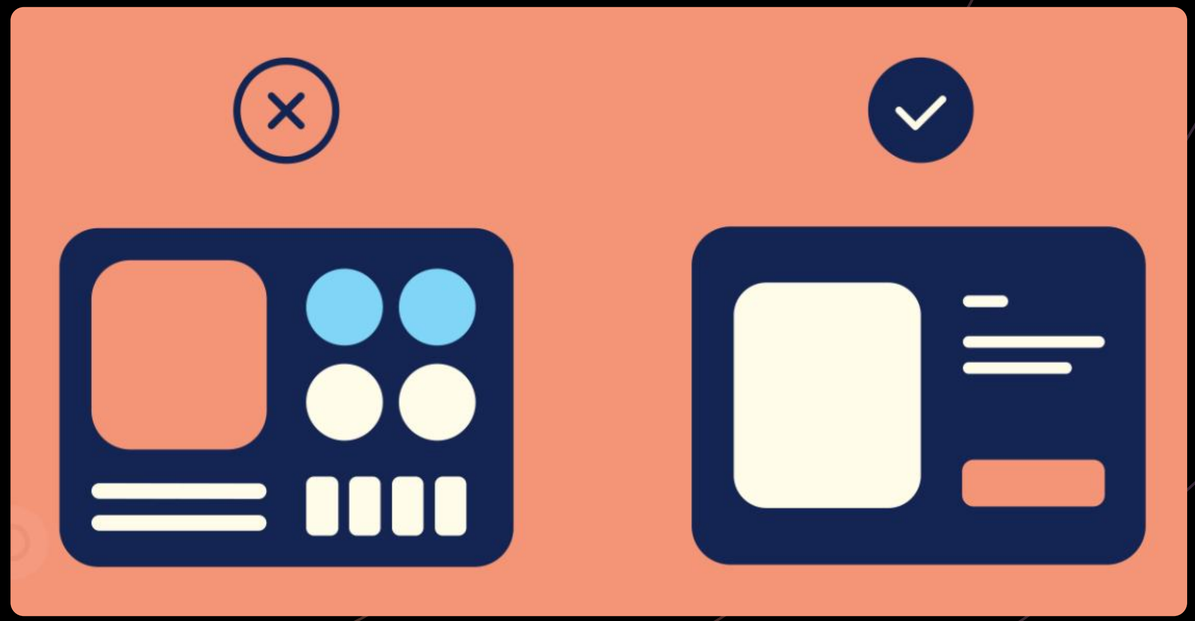
We treat your data like you would — with the utmost care. We follow industry-leading security standards and give you tools to protect intellectual property. Learn more

The hierarchy of

Spacing

It’s really important to get this down. Spacing between elements allows designs to explain themselves through visual hierarchy. The distance between elements invokes various forms or organization.

You’ll know you got it when you spend more time correcting yours and others spacing then actually designing.



Comes with practice

This is one of the most important skills in visual design. It has both a psychological use and visual use.

Leads users where you want them to go and makes it pretty.

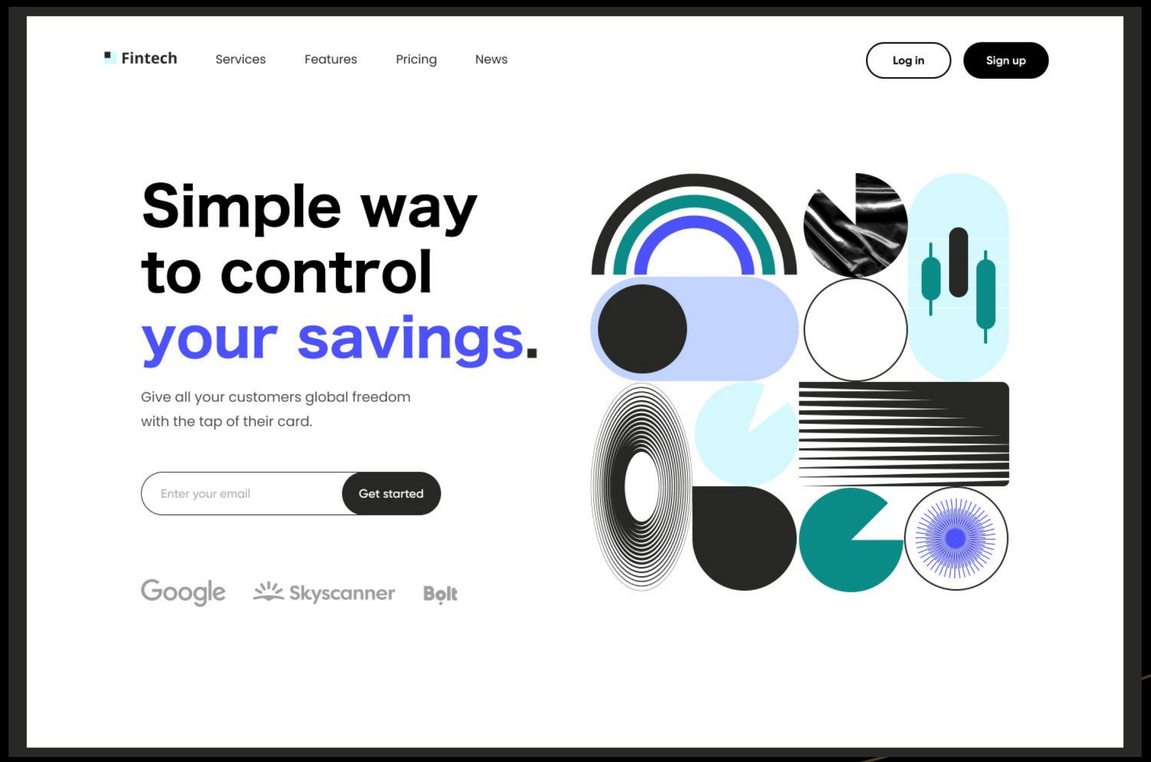
Well that was technical...

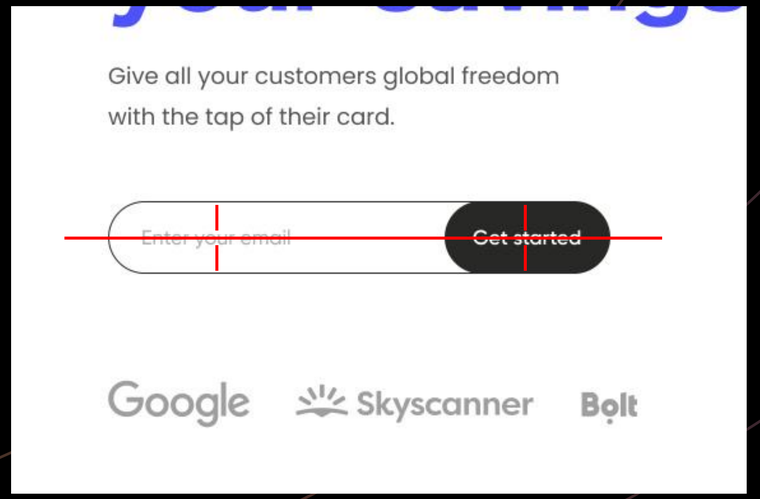
yes it was!

Understanding the nuances of design is harder then understanding what looks good at a glance

It’s easy to see that this looks good

but not WHY it looks good





Next Up

The Real Stuff

STEAL

wait...

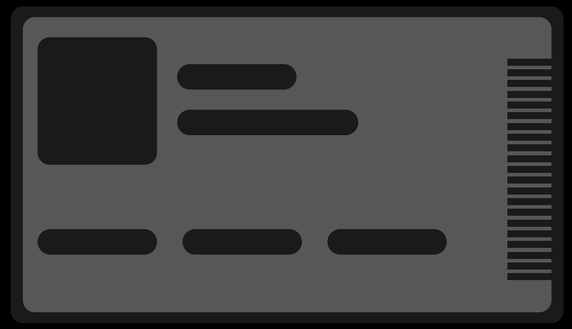
ya, steal

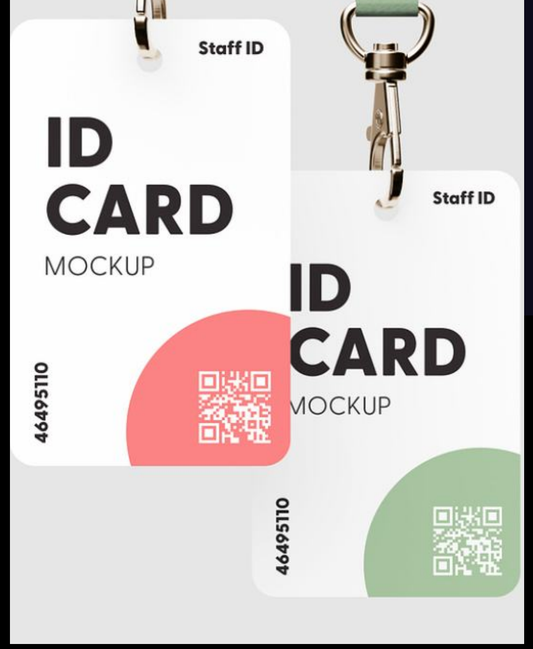
but like not actually

What I mean is when you first start out it’s best to take heavy prescriptive inspiration

As you iterate, find examples to inform specific portions of your design

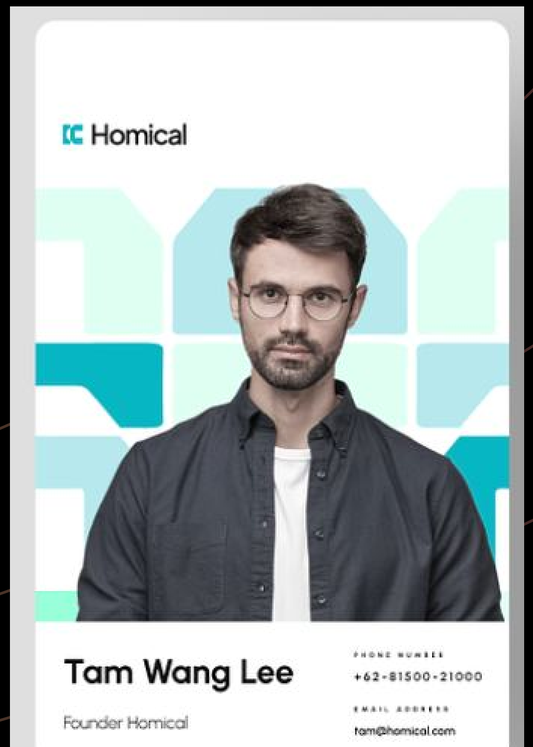
ID Card

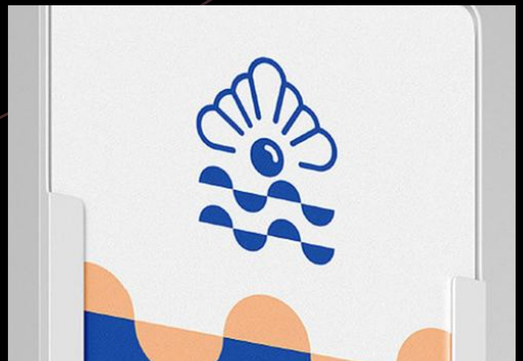



Staff ID
ID
CARD
MOCKUP
46495110
Staff ID
ID
CARD
MOCKUP
46495110

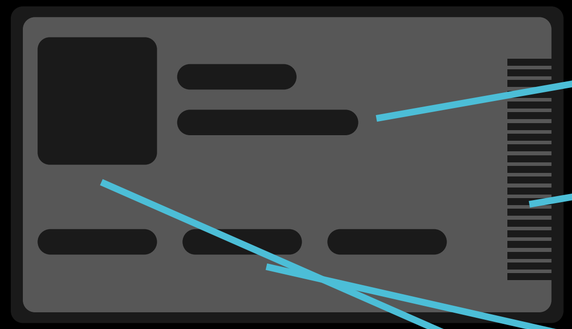
WE ARE HIRING
SENIOR C++ DEVELOPER

Chris Owens
Creative Director
Illustration
Mobile
UI

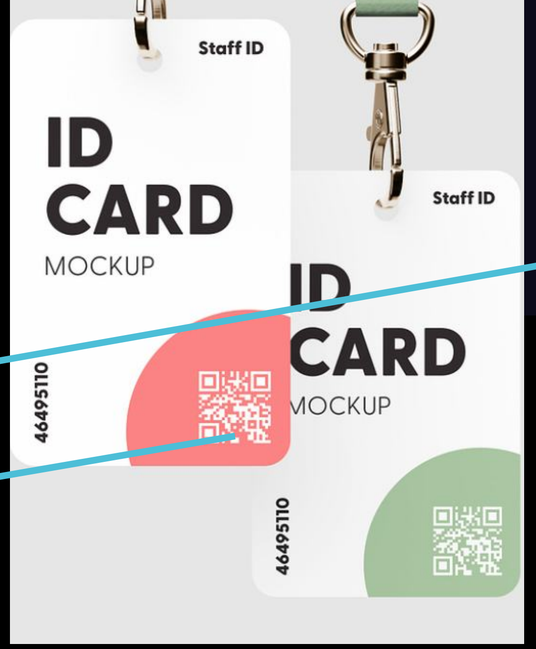

Homical
Tam Wang Lee
Founder Homical
+62-81500-21000
tam@homical.com

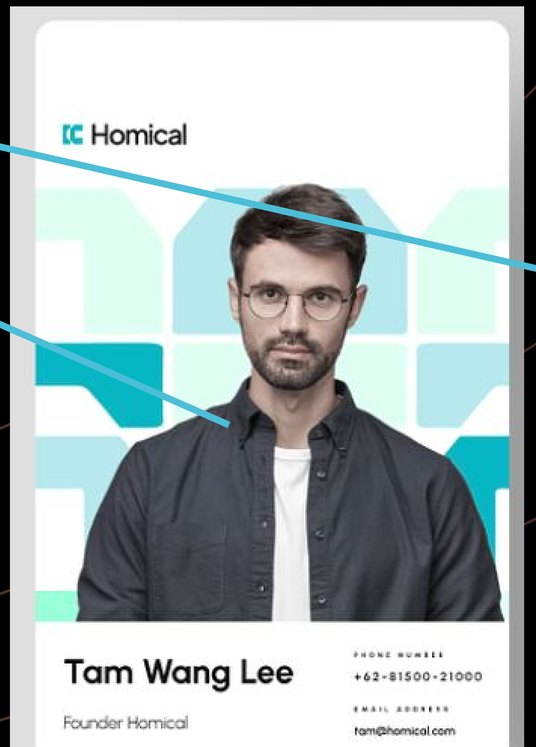


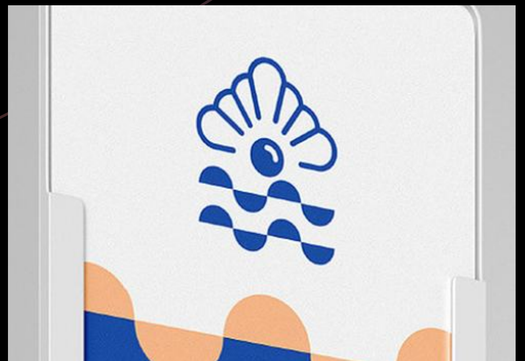
ID Card

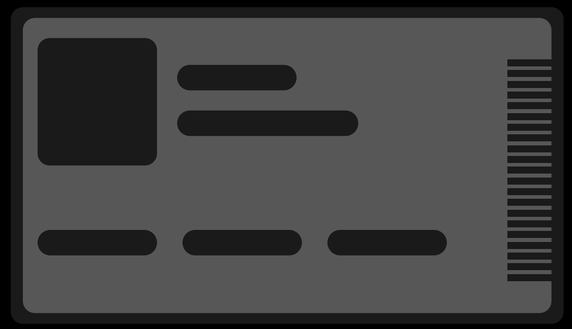


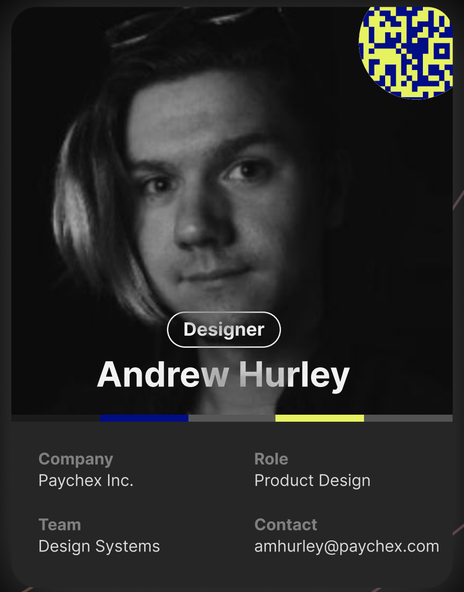
- Typography Options
- Layout
- Ways of doing certain UI
- Imagery
- Color Schemes



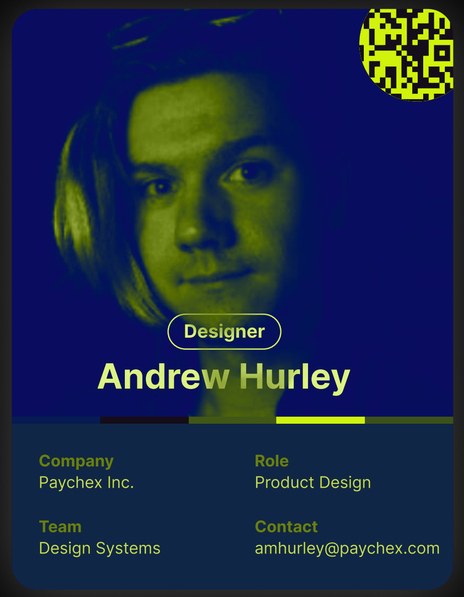


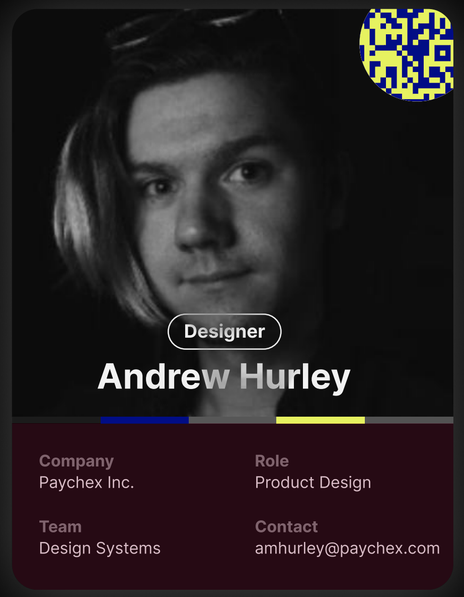


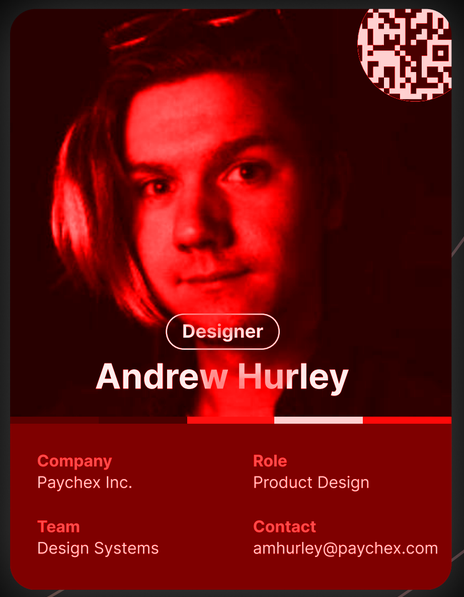


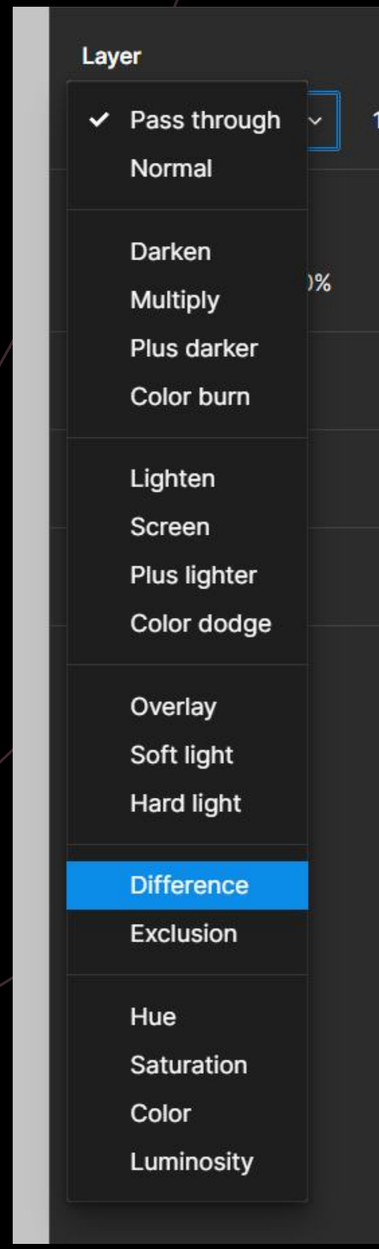

Designer
Andrew Hurley
Company
Paychex Inc.
Role
Product Design
Team
Design Systems
Contact
amhurley@paychex.com

Utilize Blend Modes









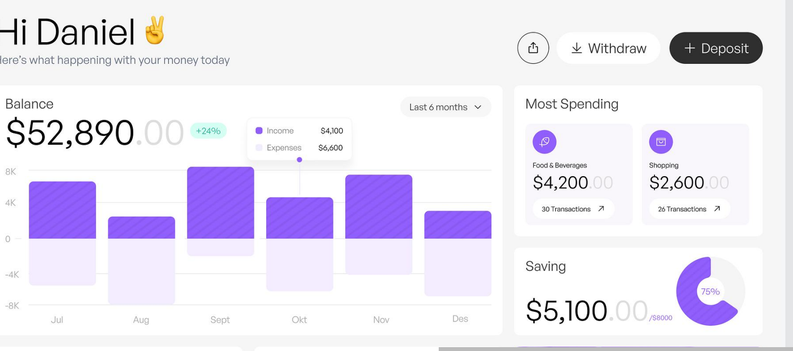
Inspiration

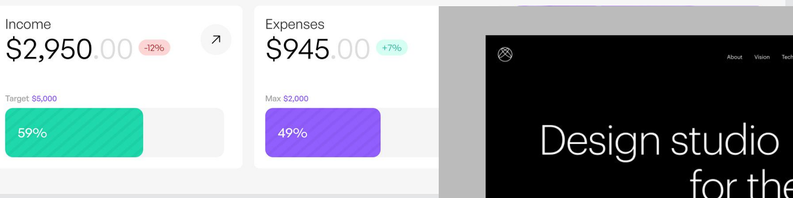
every bits gotta come out of a vacuum, ay?

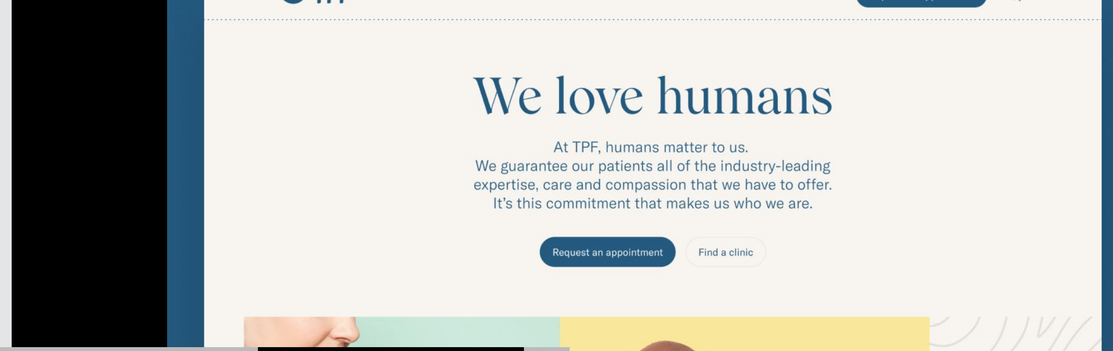
Dribbble

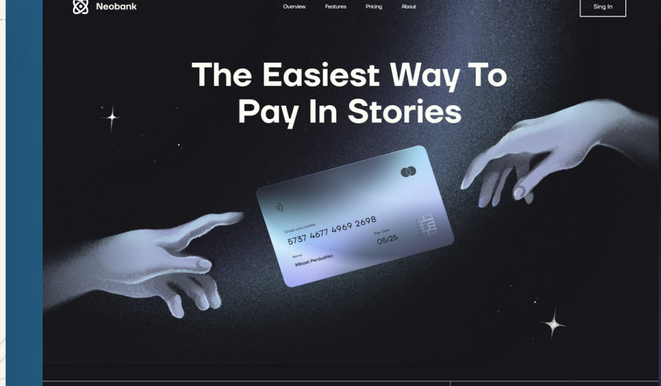
Awwwards

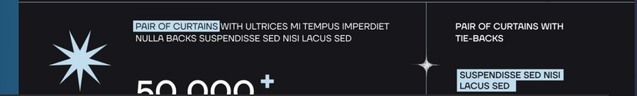
Collect UI

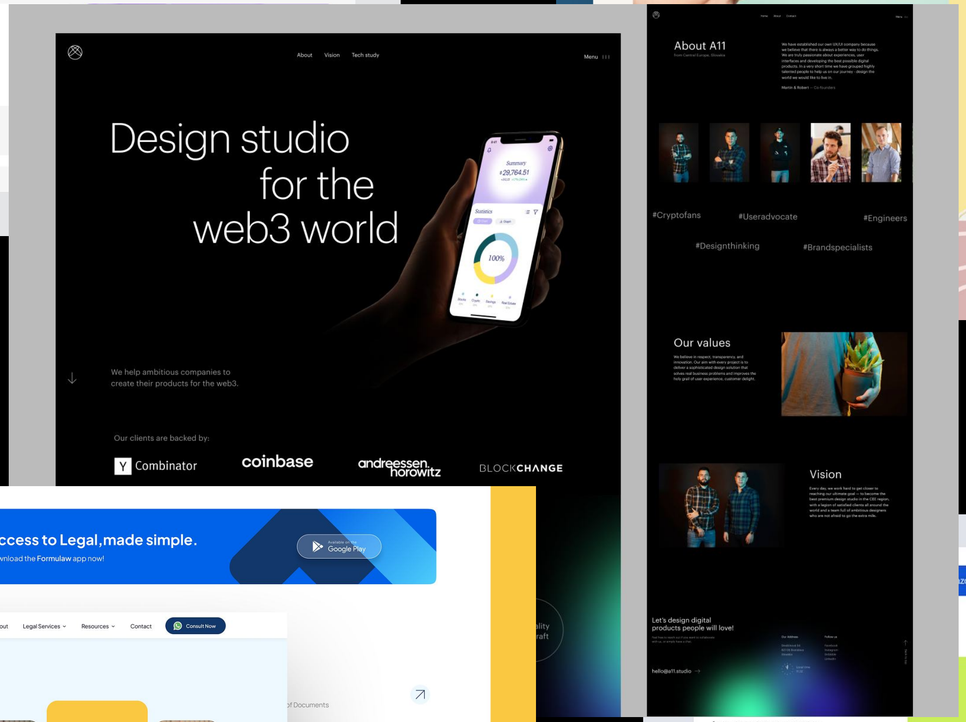

Hi Daniel ✌
Here's what happening with your money today
Withdraw
Deposit
Balance
$52,890.00
+24%
Income $4,100
Expenses $6,600
Last 6 months
8K
4K
0
-4K
-8K
Jul
Aug
Sept
Okt
Nov
Des
Most Spending
Food & Beverages
$4,200.00
30 Transactions
Shopping
$2,600.00
26 Transactions
Saving
$5,100.00
/$8000
75%


Income
$2,950.00
-12%
Target: $5,000
59%
Expenses
$945.00
+7%
Max: $2,000
49%

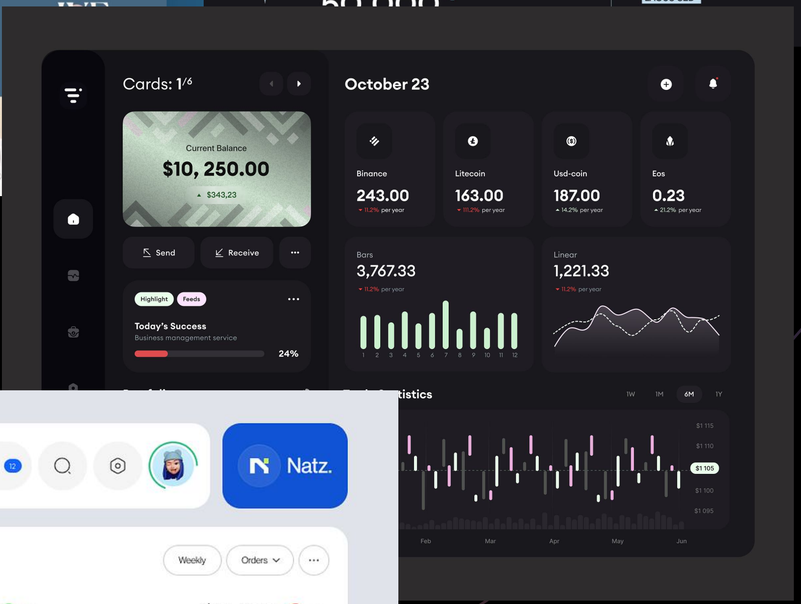

We love humans
At TPF, humans matter to us.
We guarantee our patients all of the industry-leading expertise, care and compassion that we have to offer.
It's this commitment that makes us who we are.
Request an appointment
Find a clinic

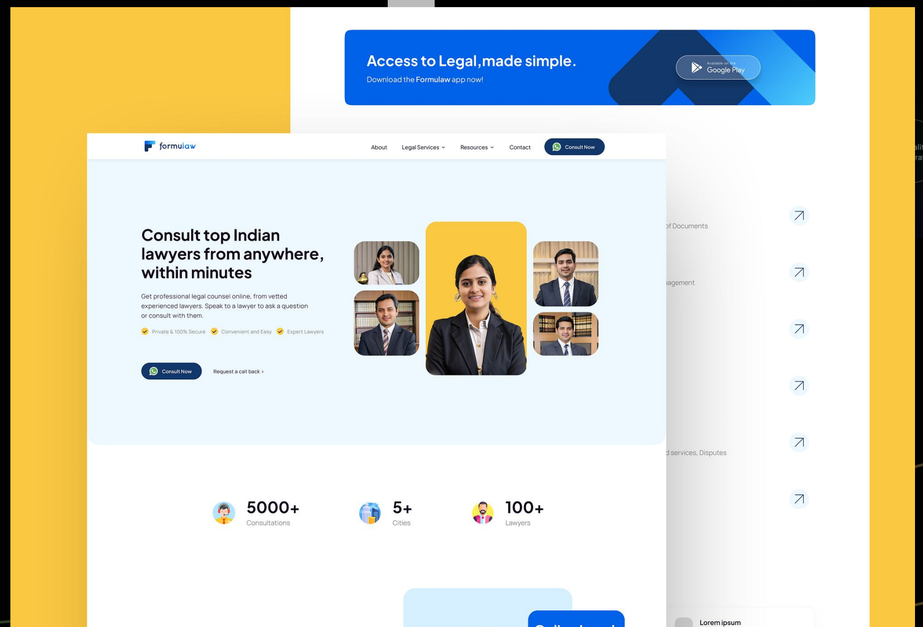

Neobank
Overview
Features
Pricing
About
Sing In
The Easiest Way To Pay In Stories
5757 4677 4969 2698
05/25
Mikael Pendekko


PAIR OF CURTAINS WITH ULTRICES MI TEMPUS IMPERDIET NULLA BACKS SUSPENDISSE SED NISI LACUS SED
PAIR OF CURTAINS WITH TIE-BACKS
SUSPENDISSE SED NISI LACUS SED
50,000+


About
Vision
Tech study
Menu
Design studio for the web3 world
We help ambitious companies to create their products for the web3.
Our clients are backed by:
Y Combinator
coinbase
andreessen horowitz
BLOCKCHANGE

About A11
#Cryptofans
#Useradvocate
#Engineers
#Designthinking
#Brandspecialists
Our values
Vision
Let's design digital products people will love!


Cards: 1/4
October 23
Current Balance
$10, 250.00
$343,23
Send
Receive
Highlight
Feeds
Today's Success
Business management service
24%
Binance
243.00
Litecoin
163.00
Usd-coin
187.00
Eos
0.23
Bars
3,767.33
Linear
1,221.33


Access to Legal, made simple.
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Resources
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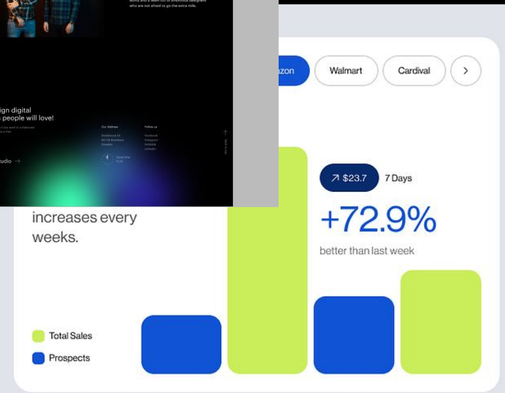
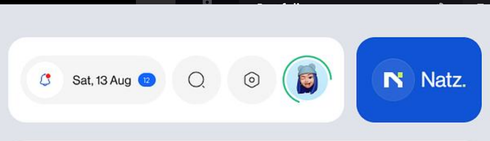
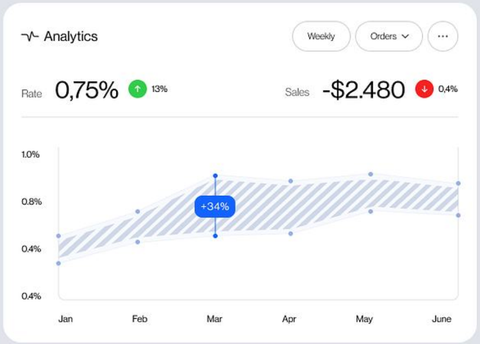
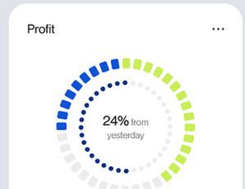
Consult Now
Consult top Indian lawyers from anywhere, within minutes
Get professional legal counsel online, from vetted experienced lawyers. Speak to a lawyer to ask a question or consult with them.
Private & 100% Secure
Convenient and Easy
Expert Lawyers
Consult Now
Request a call back
5000+
Consultations
5+
Cities
100+
Lawyers


Walmart
Cardival
increases every weeks.
$23.7
7 Days
+72.9%
better than last week
Total Sales
Prospects


Sat, 13 Aug
Natz.

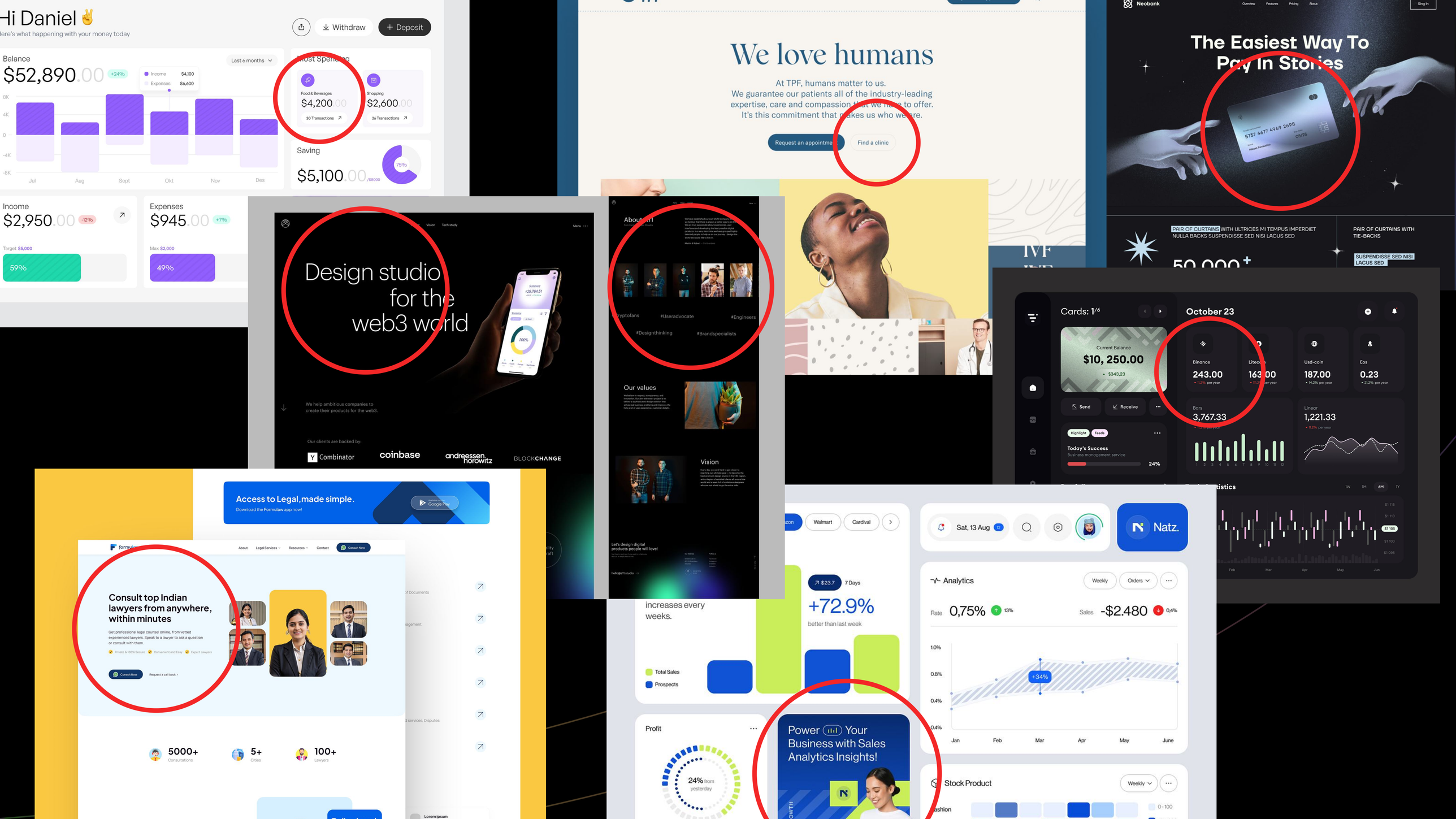

Analytics
Weekly
Orders
Rate
0,75%
13%
Sales
-$2.480
0,4%
1.0%
0.8%
0.4%
0.4%
+34%
Jan
Feb
Mar
Apr
May
June


Profit
24% from yesterday

Power Your Business with Sales Analytics Insights!

Stock Product
Weekly
Fashion
0 - 100

1W
1M
6M
1Y
$1 115
$1 110
$1 105
$1 100
$1 095
Feb
Mar
Apr
May
Jun


Hi Daniel
Withdraw
Deposit
Balance
$52,890.00
Most Spending
Food & Beverages
$4,200.00
Shopping
$2,600.00
Saving
$5,100.00
Income
$2,950.00
Expenses
$945.00
We love humans
At TPF, humans matter to us.
We guarantee our patients all of the industry-leading expertise, care and compassion that we have to offer.
It's this commitment that makes us who we are.
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Find a clinic
The Easiest Way To Pay In Stories
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October 23
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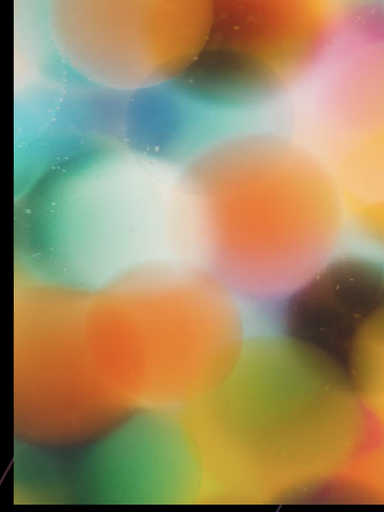
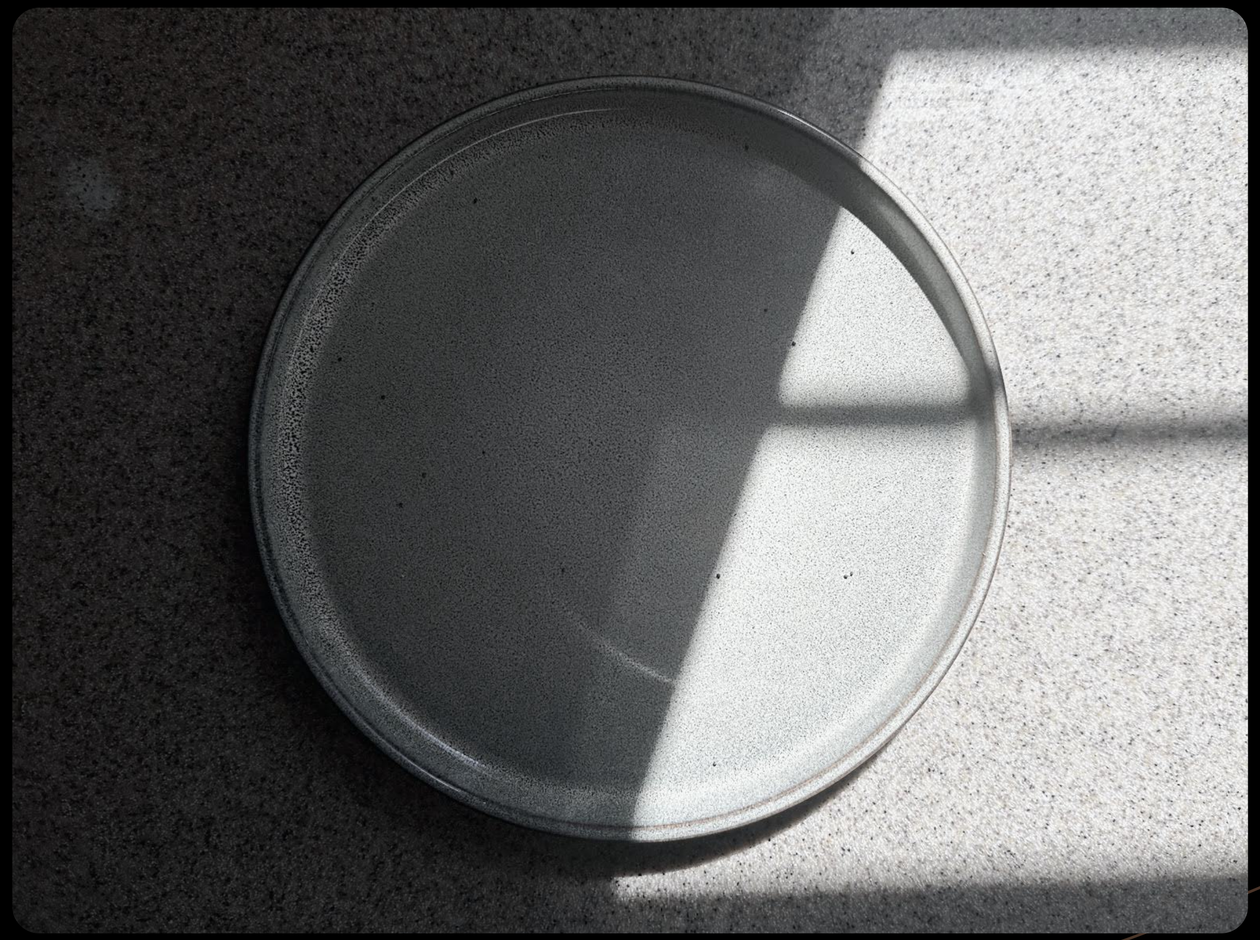
187.00
Eos
0.23
Bars
3,767.33
Linear
1,221.33
Today's Success
Access to Legal, made simple.
Consult top Indian lawyers from anywhere, within minutes
5000+
5+
100+
Natz.
Analytics
Rate 0,75%
Sales -$2.480
+72.9%
better than last week
Profit
Power Your Business with Sales Analytics Insights!
Stock Product

The World

Reality provides us with novel inspiration that doesn’t naturally occur in the digital realm.





I made a bagel

and used a plate

Plates, Inc.

"NO BOWLS, JUST PLATES"

Plates, Inc.

"NO BOWLS, JUST PLATES"

Everything is a remix

The only real way novel things come about is through experimentation.

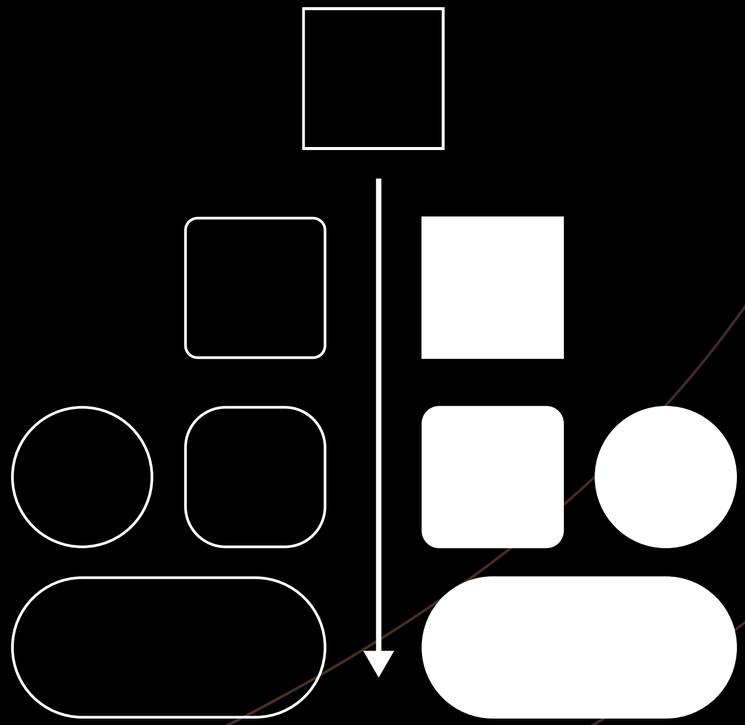
Everything else is inspiration based on our experiences of others experimentation.

A lot of fun comes from experimentation, but it’s not necessary to make good design.

Through creative combination of inspiration you can make incredible designs.

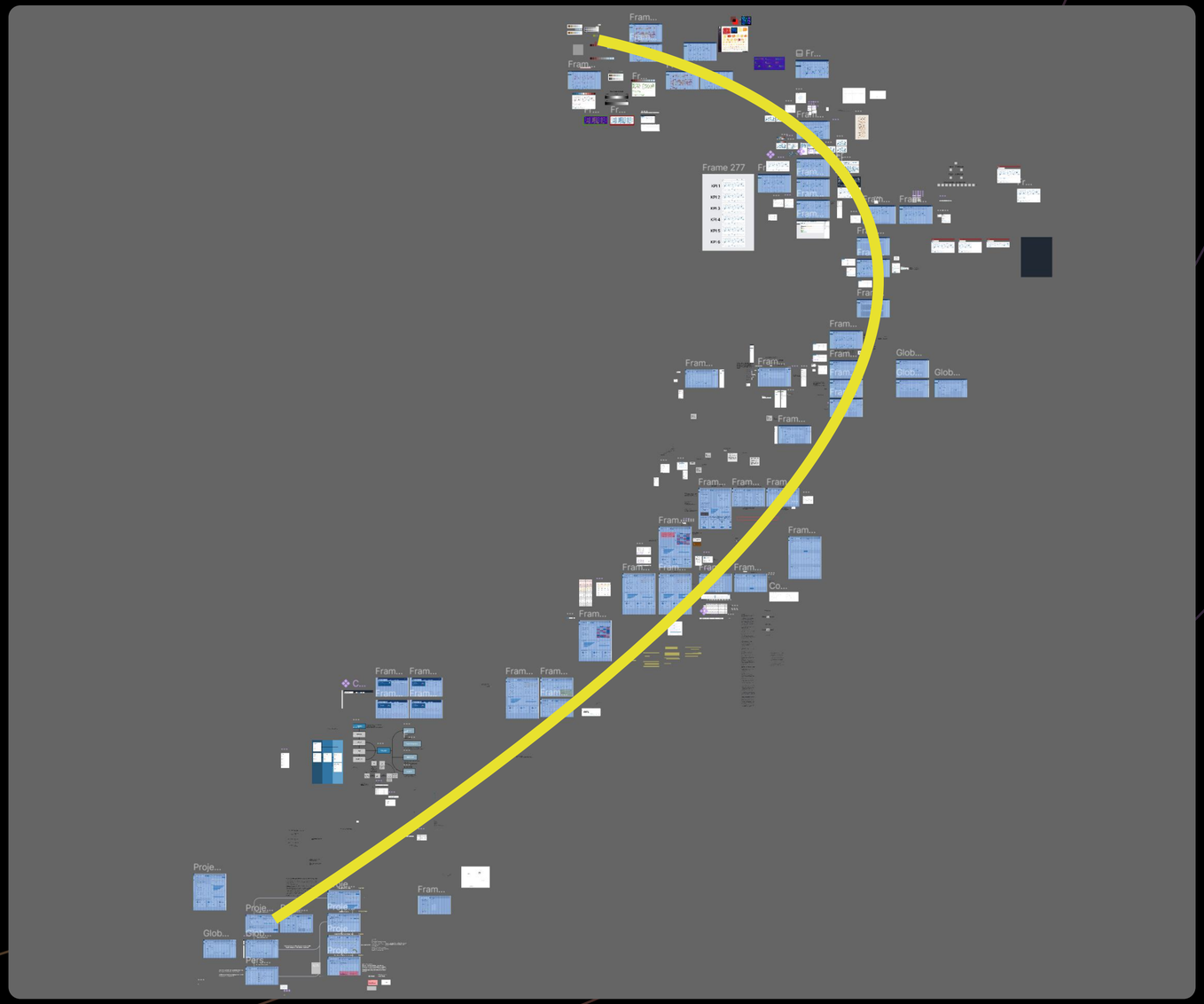
Rapid Iteration

More fun then it sounds



Don’t think, just do

Get lost in the process



It’s about the exploration

- Do things that don’t make sense
- Make tiny tweaks
- Focus on portions of the design
- Don’t be afraid to wipe out whole areas of work
- Enhance segments as you go
- Do what feels right for you

Get Critique

Pain is temporary, design is forever

You’re bad and I’m bad

It’s not about you!

People like what they like and it may seem that people like everything but what you design.

At first that’s how it will be, but over time you’ll notice less and less “bad” critique is given. But it should never be 0.

You don’t get better if you’re never fixing anything.

Critique /= Advice

As you advance take criticism with a grain of salt.

Everyone has preferences
They may not know the context
They may not know about any restrictions
You’re the designer

Criticism is gut reaction not advice, take what they say and consider it as you continue working.

That being said, criticism is invaluable

Don’t get it right away, but mid-late stage design needs it. Overtime you acquire design blindness. Everything either looks great all the time or horrible.

Next Lesson

User Experience

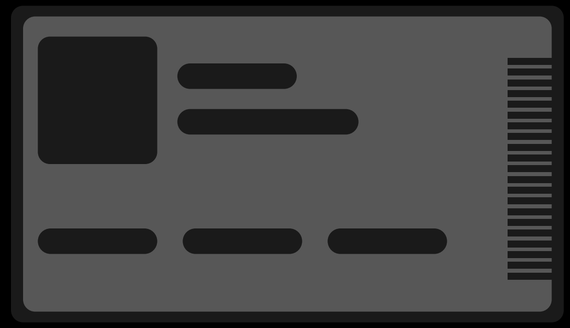
But first, you’re homework

Next up: Lesson 3 - User Experience

Homework

Tips:

- Outline the things you want in the UI
- Find inspiration from places like Dribbble
- Iterate, iterate, iterate
- Get critique



Create your Recruitment ID

We must verify your identity, please present your enlistment ID at the next session!

Must include:

- Photo Area
- Personal Details Area
- ID Code (barcode/QR/other)
- Include at least one color from your theme
- Anything else you want!