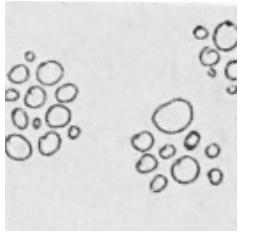
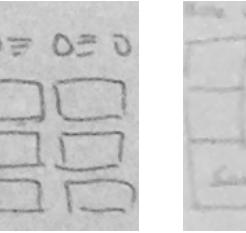
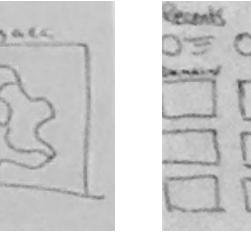
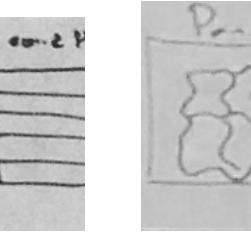
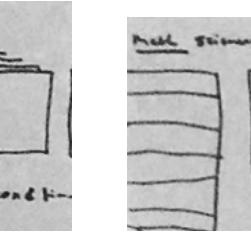
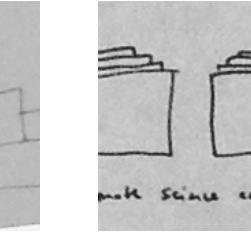
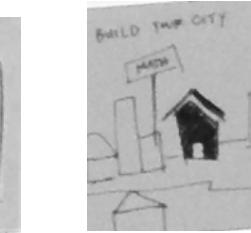
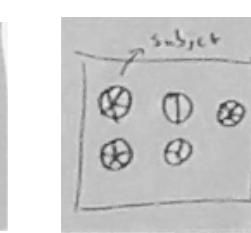
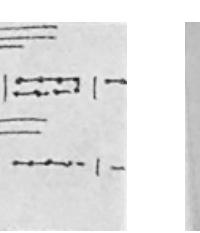
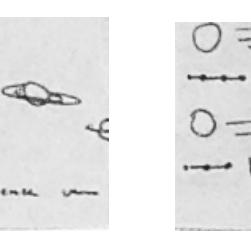
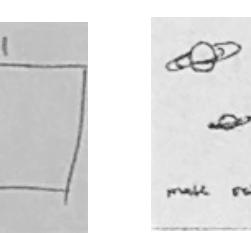
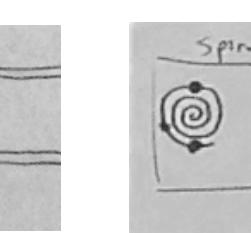
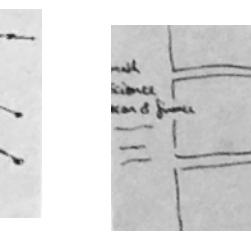
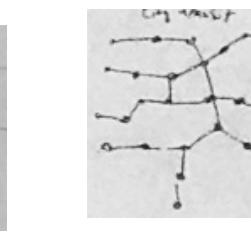
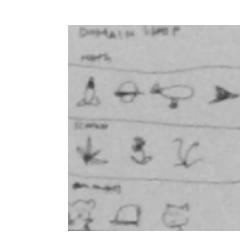
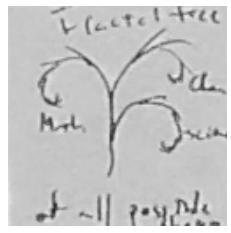
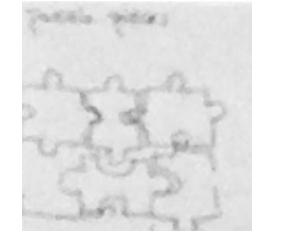


A crash course in

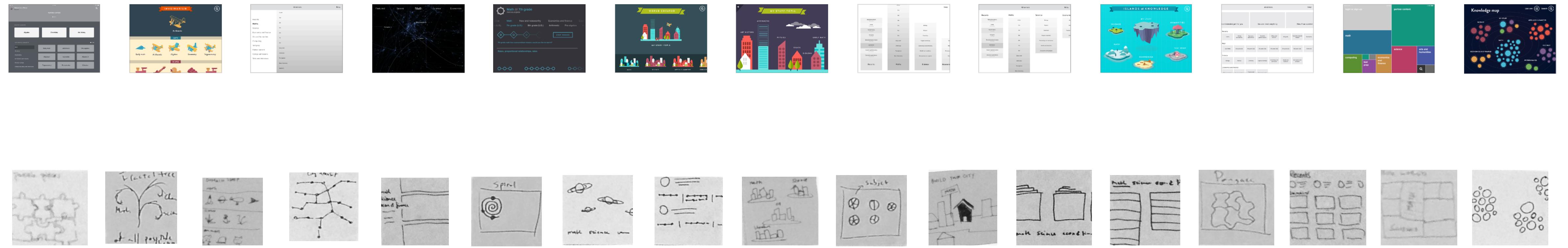
Visual Design



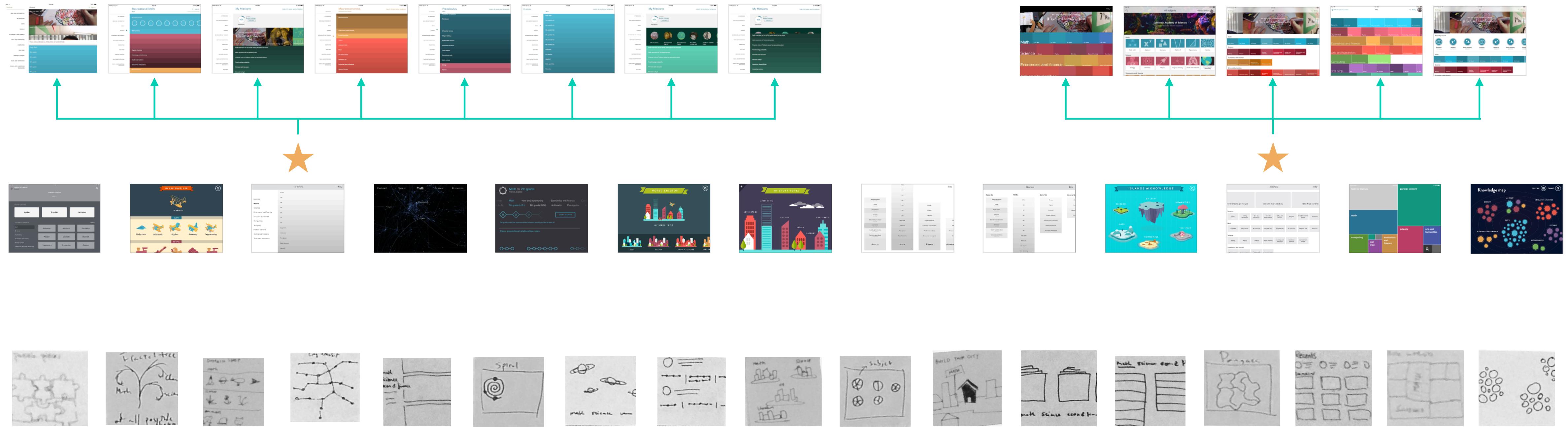
What is visual design?



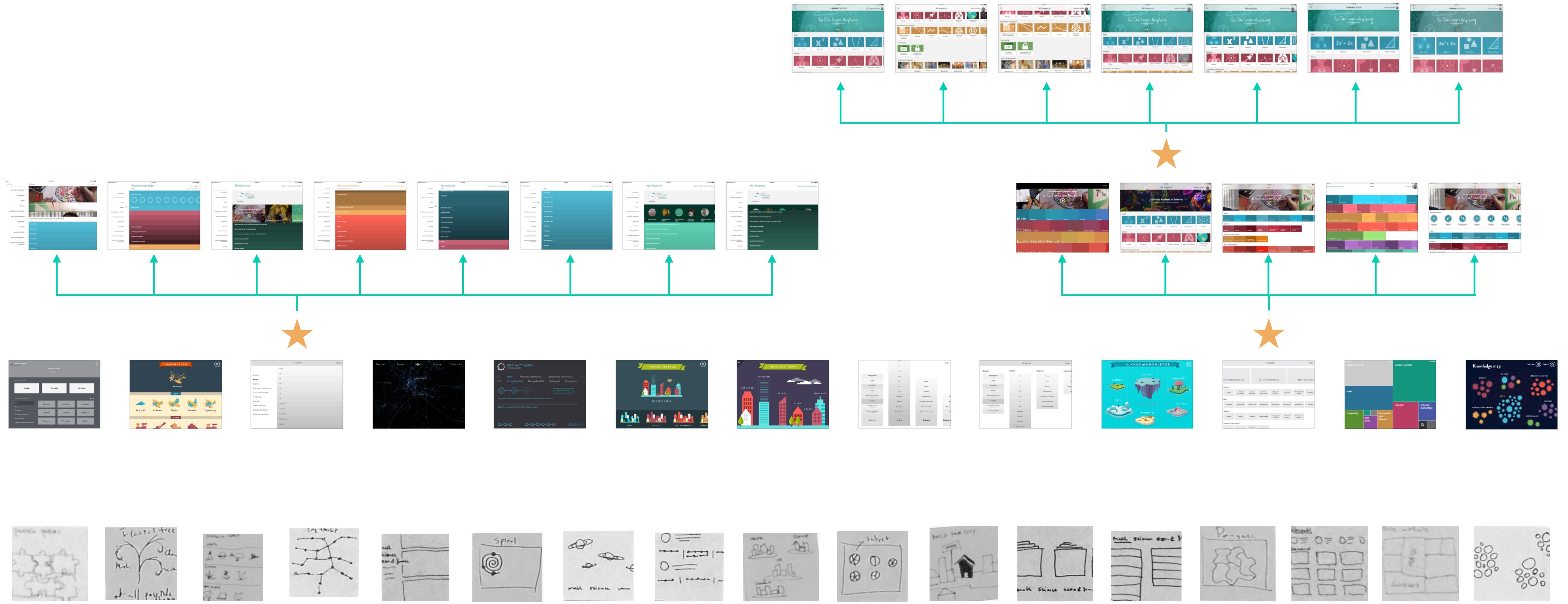
Universe of possible solutions



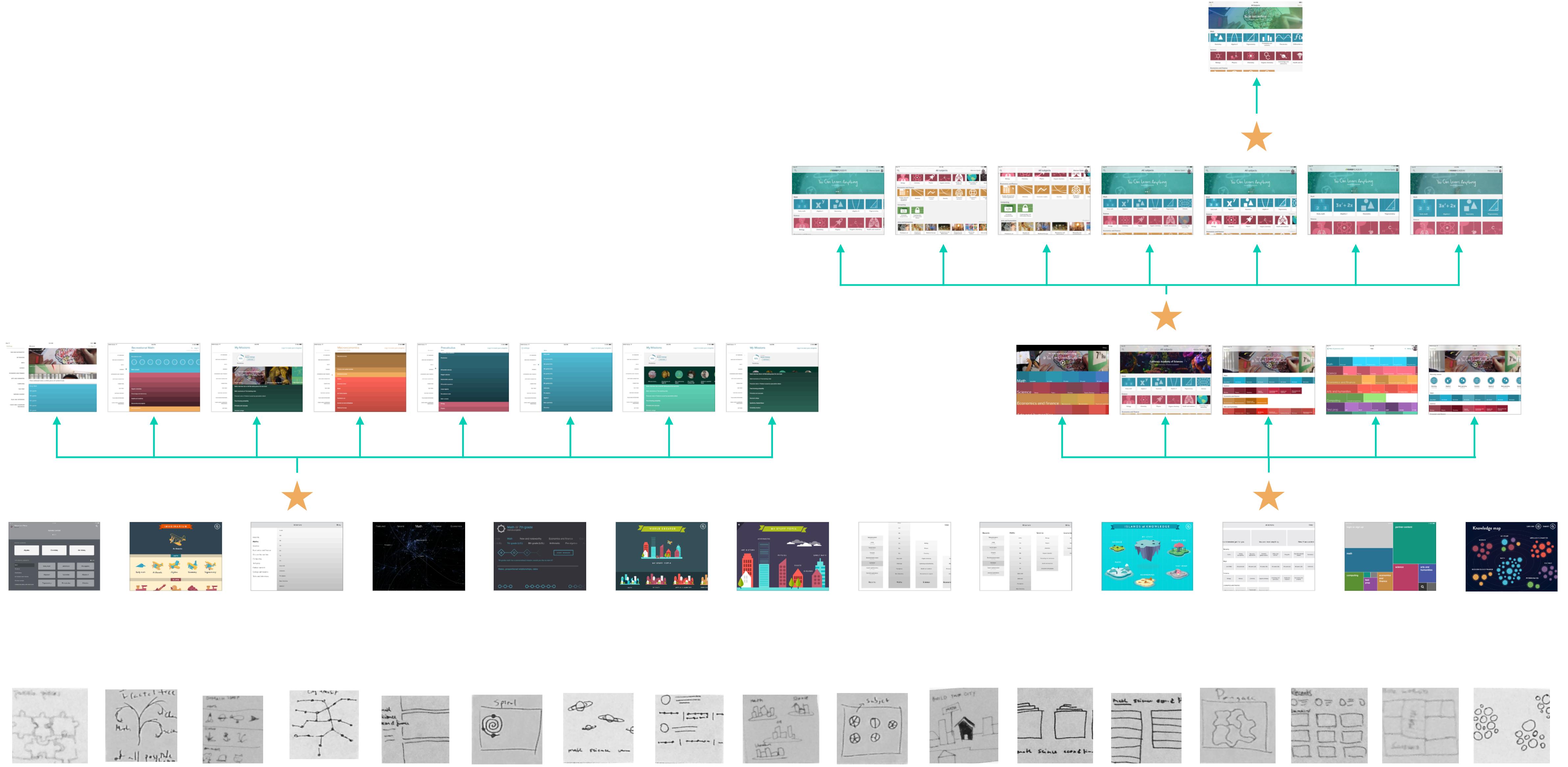
Universe of possible solutions



Universe of possible solutions



Universe of possible solutions



Universe of possible solutions

Alice Lee's Carousel logos iteration



Shape

Color

Layout

Typography

iOS guidelines

Shape

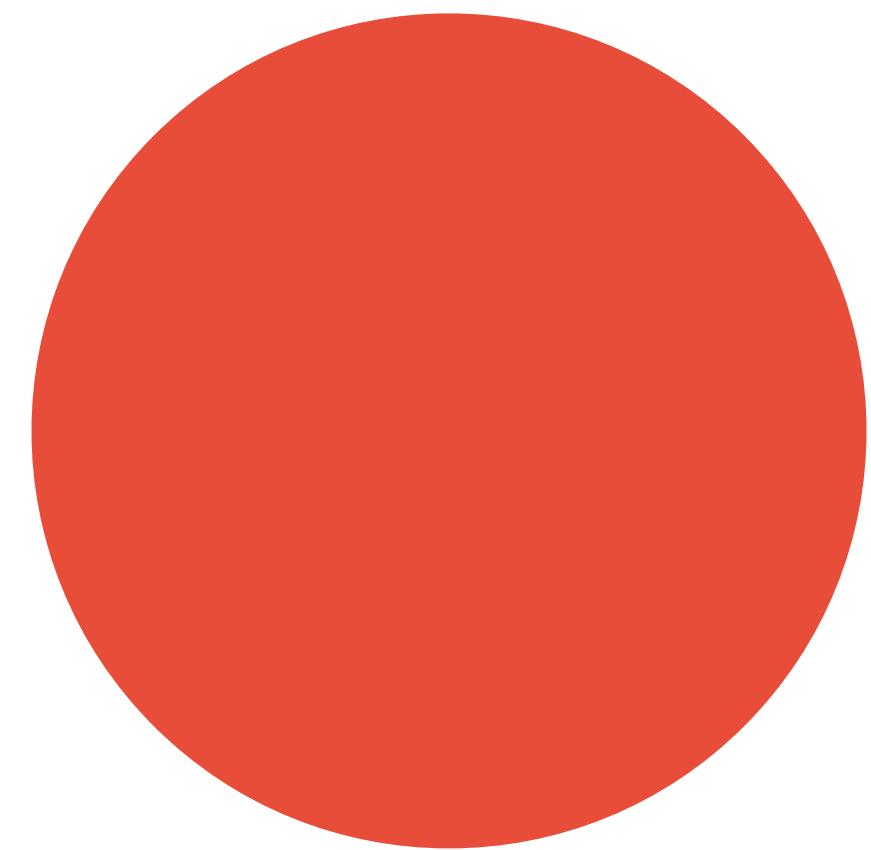
Color

Layout

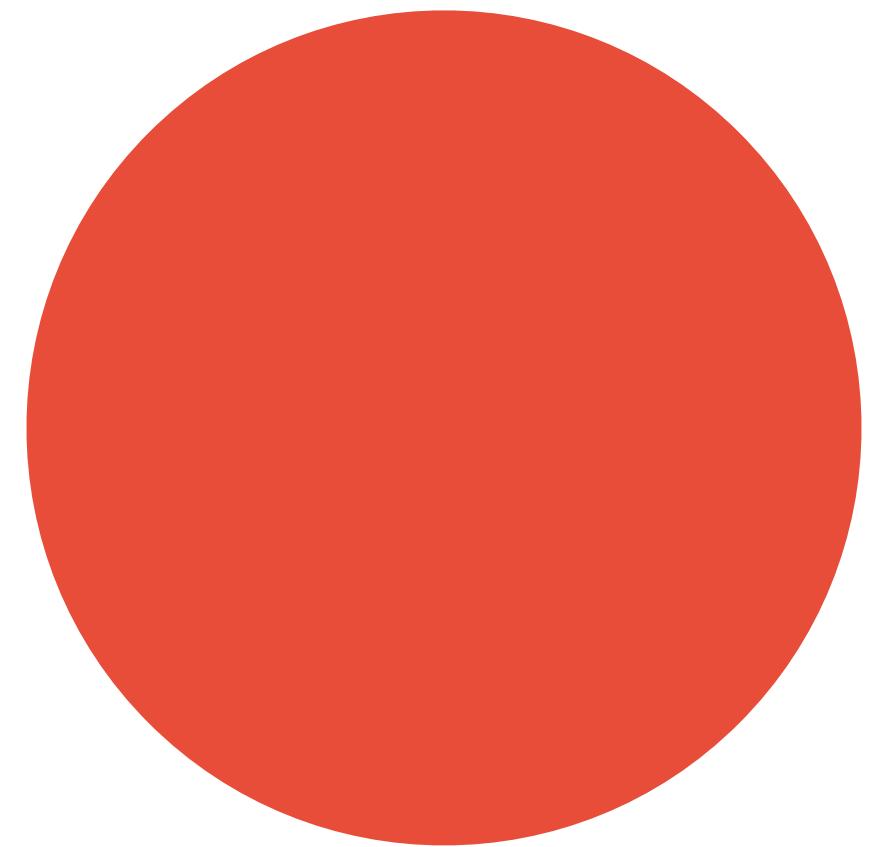
Typography

iOS guidelines

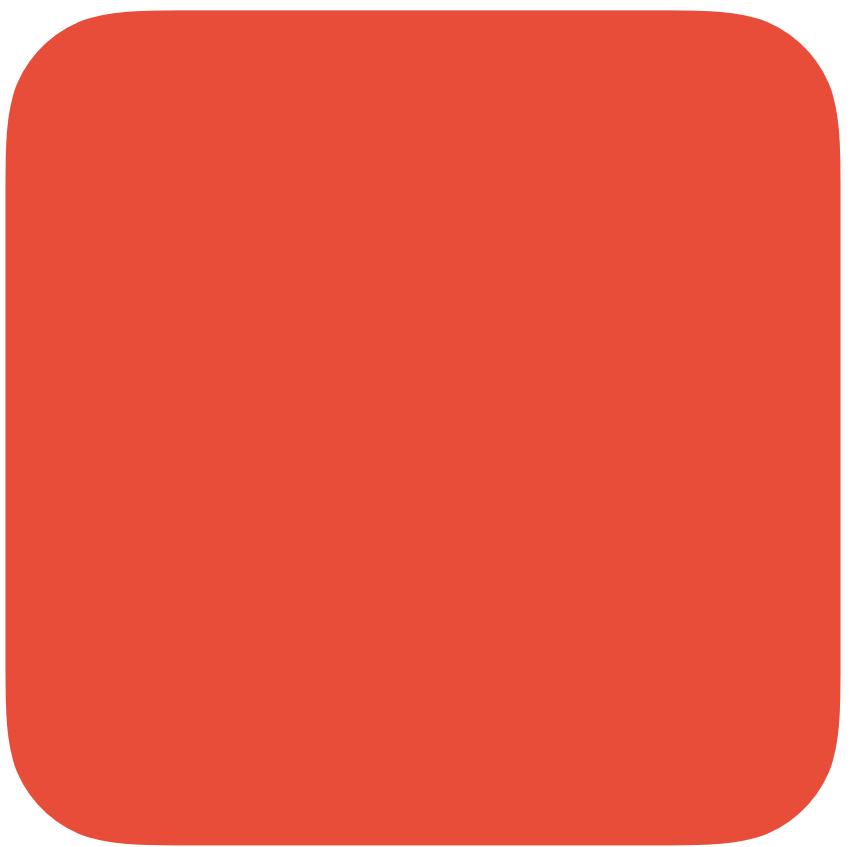
Which one is friendlier?



Which one is more serious?



What about these two?



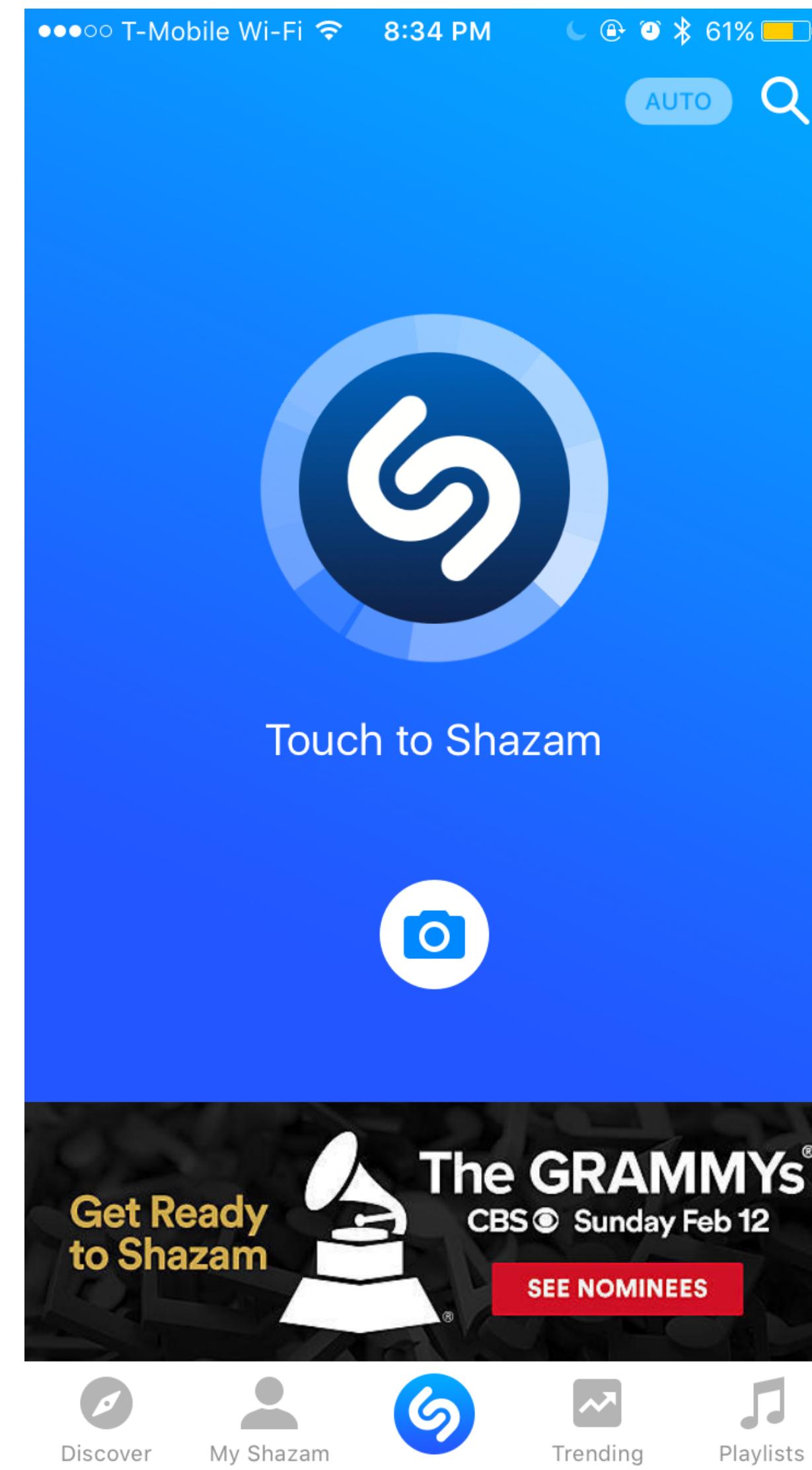
Button 1

Button 2

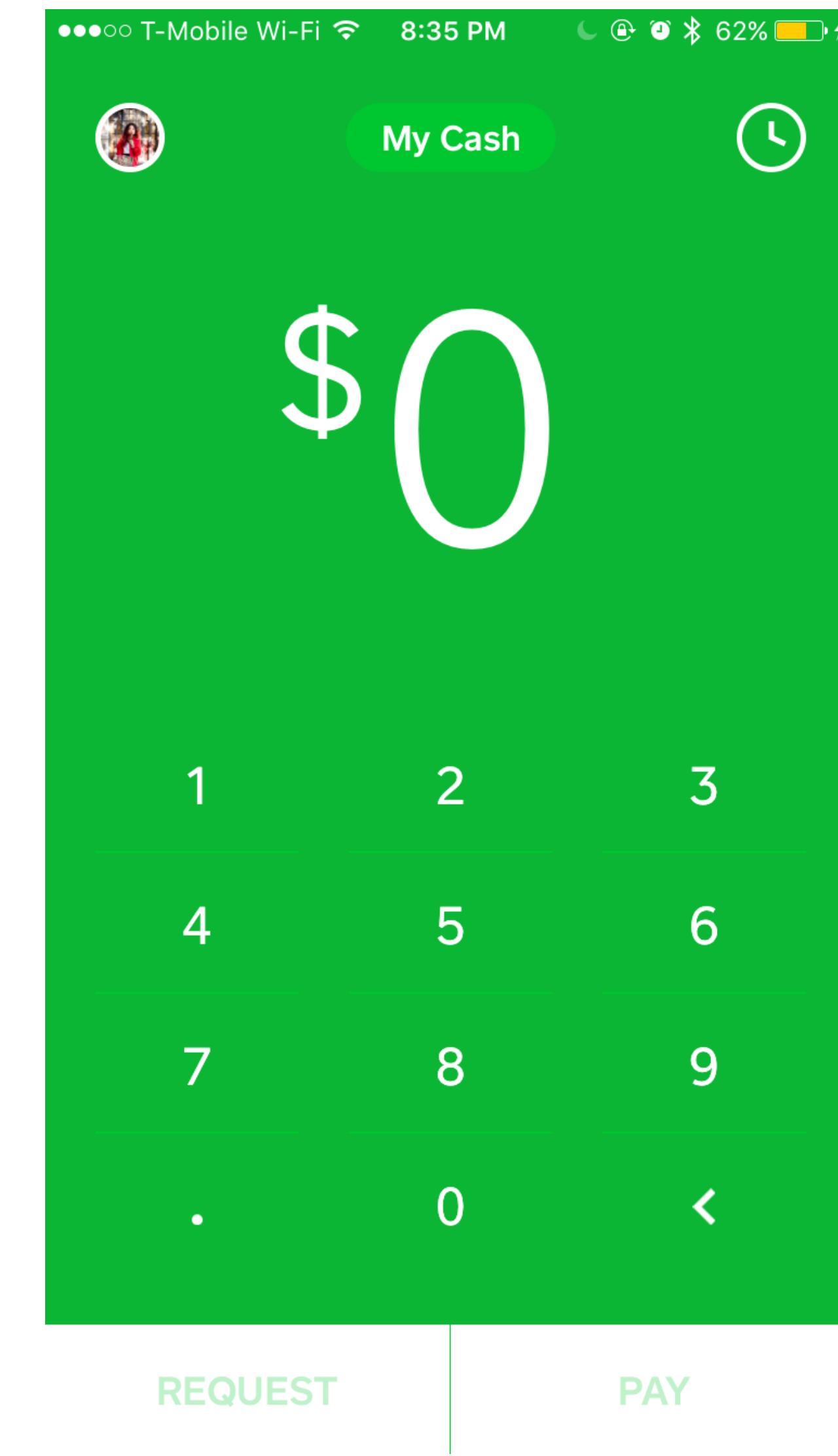
Button 3



Duolingo



Shazam



Cash

Shape

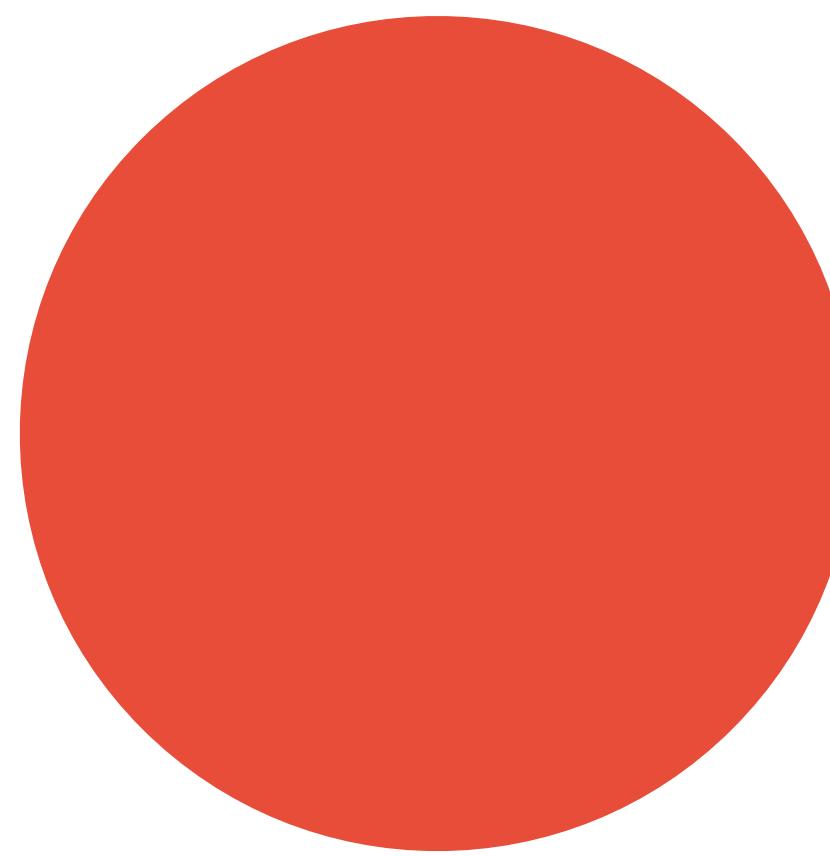
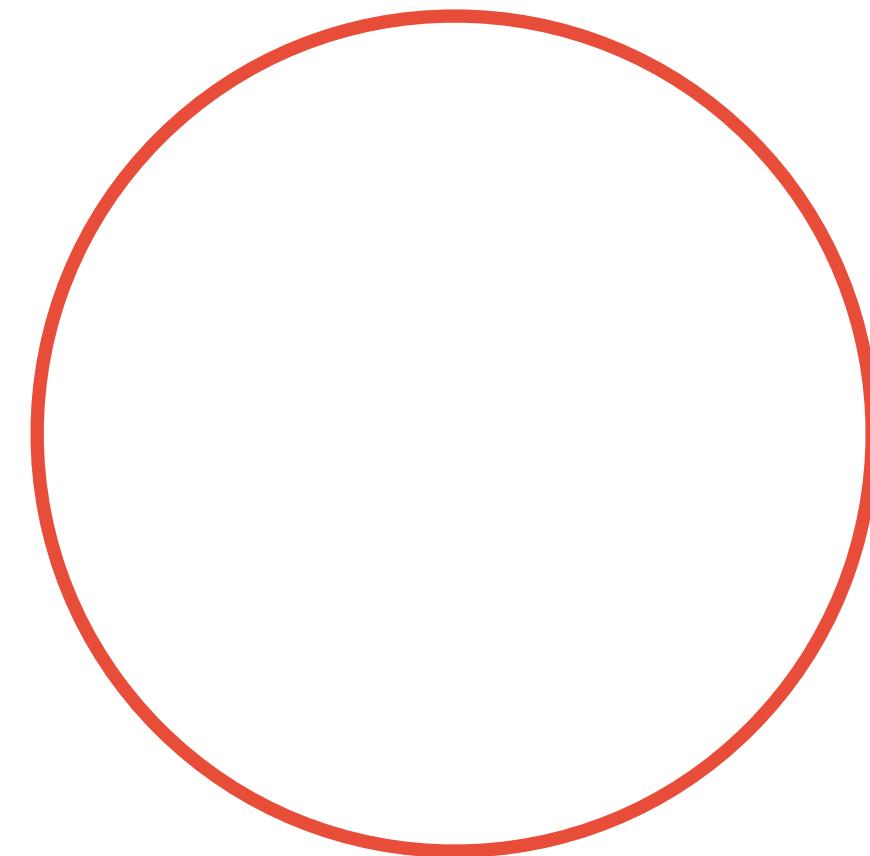
Color

Layout

Typography

iOS guidelines

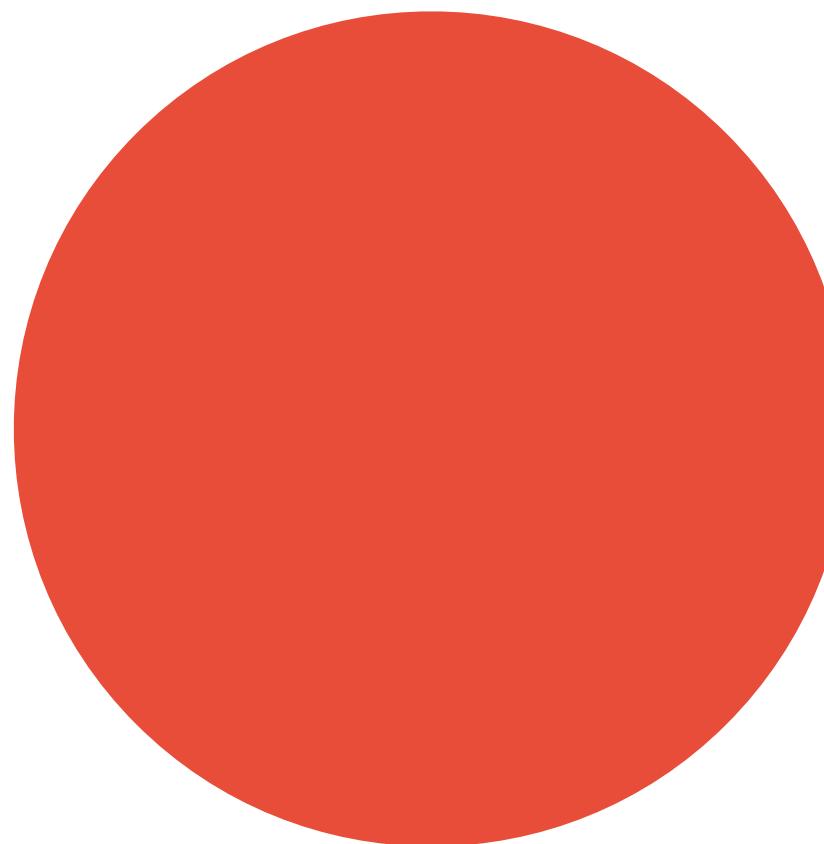
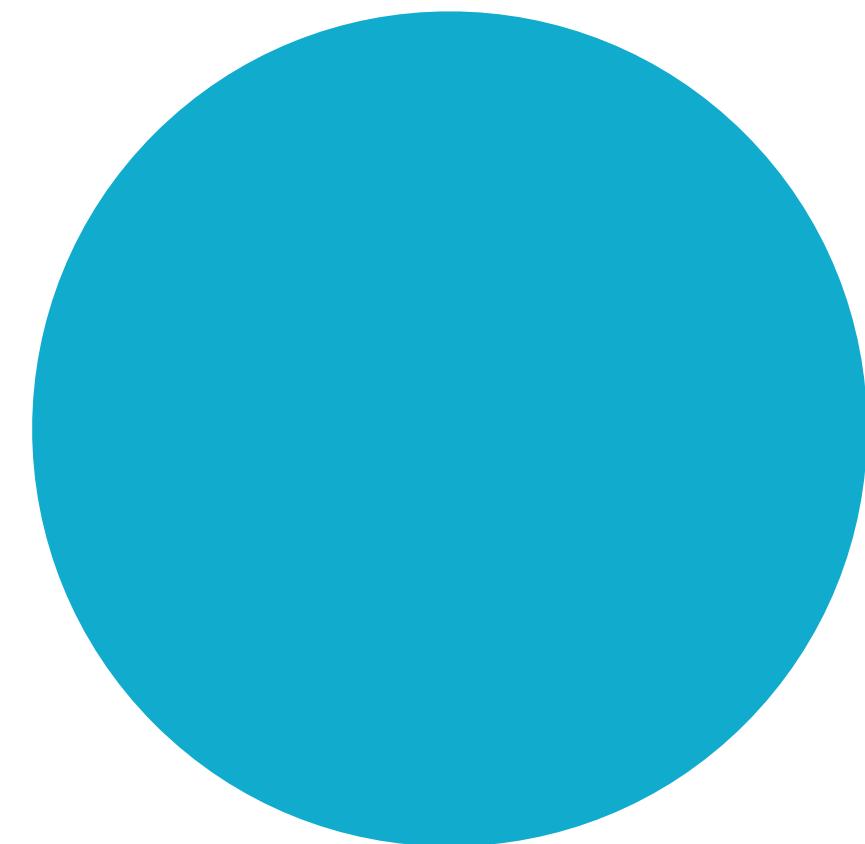
Which one is louder?



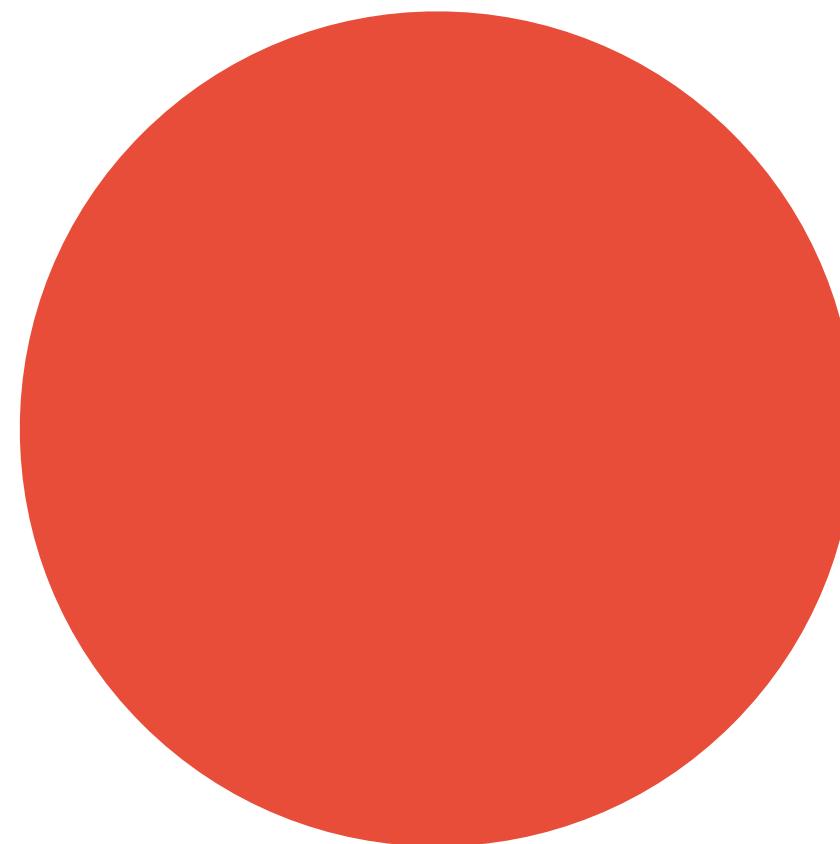
Button 1

Button 2

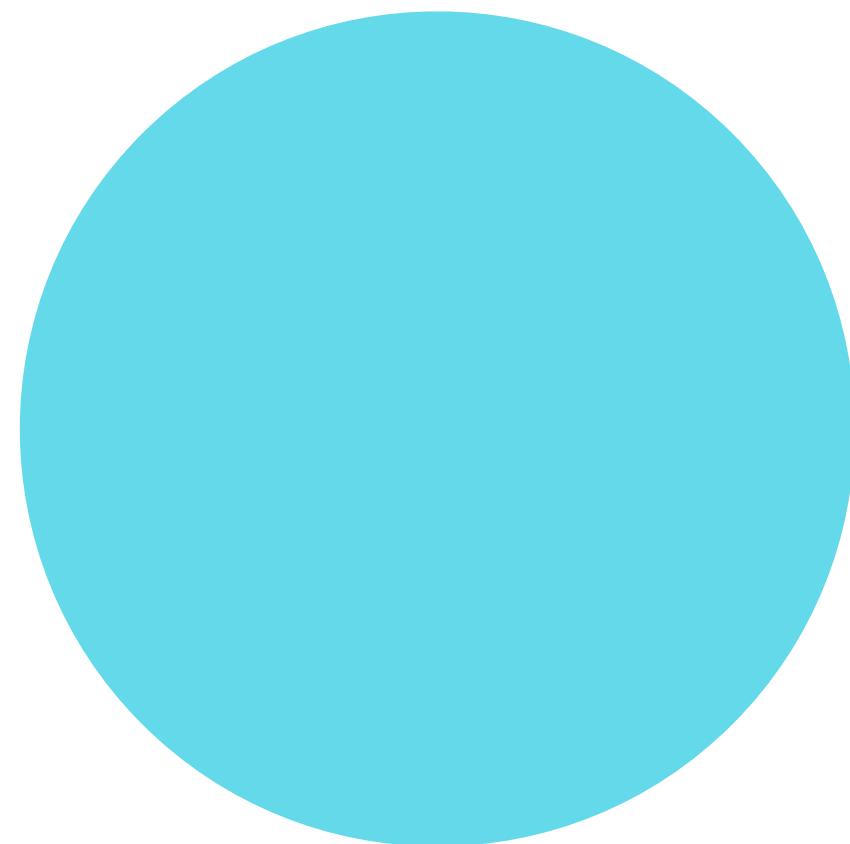
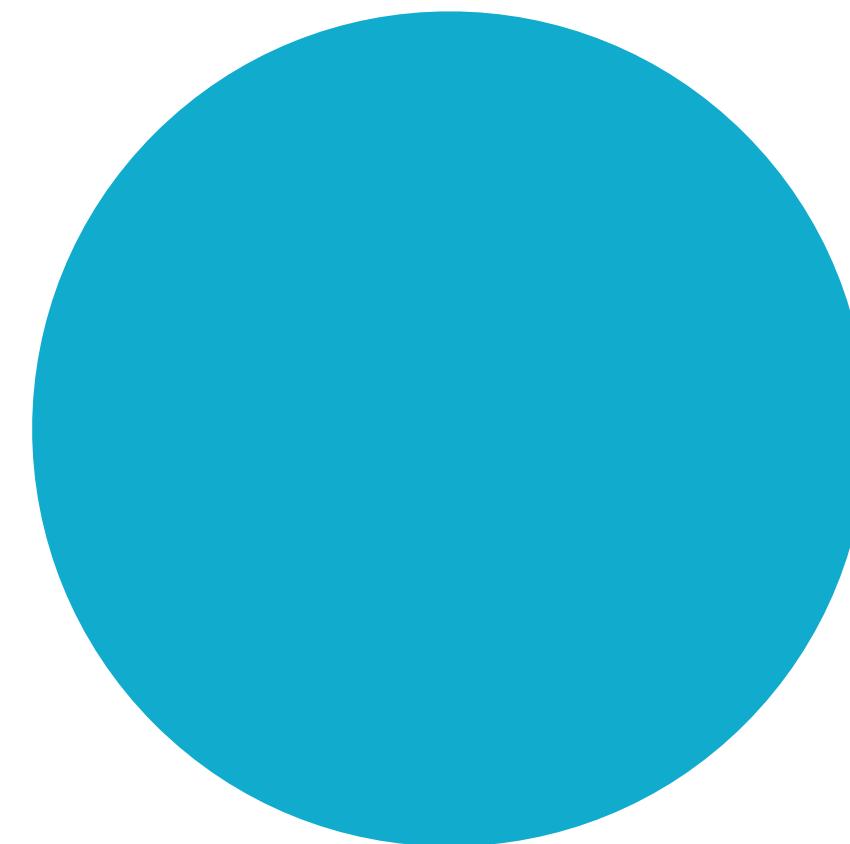
Which one feels safer?



Which one feels safer?

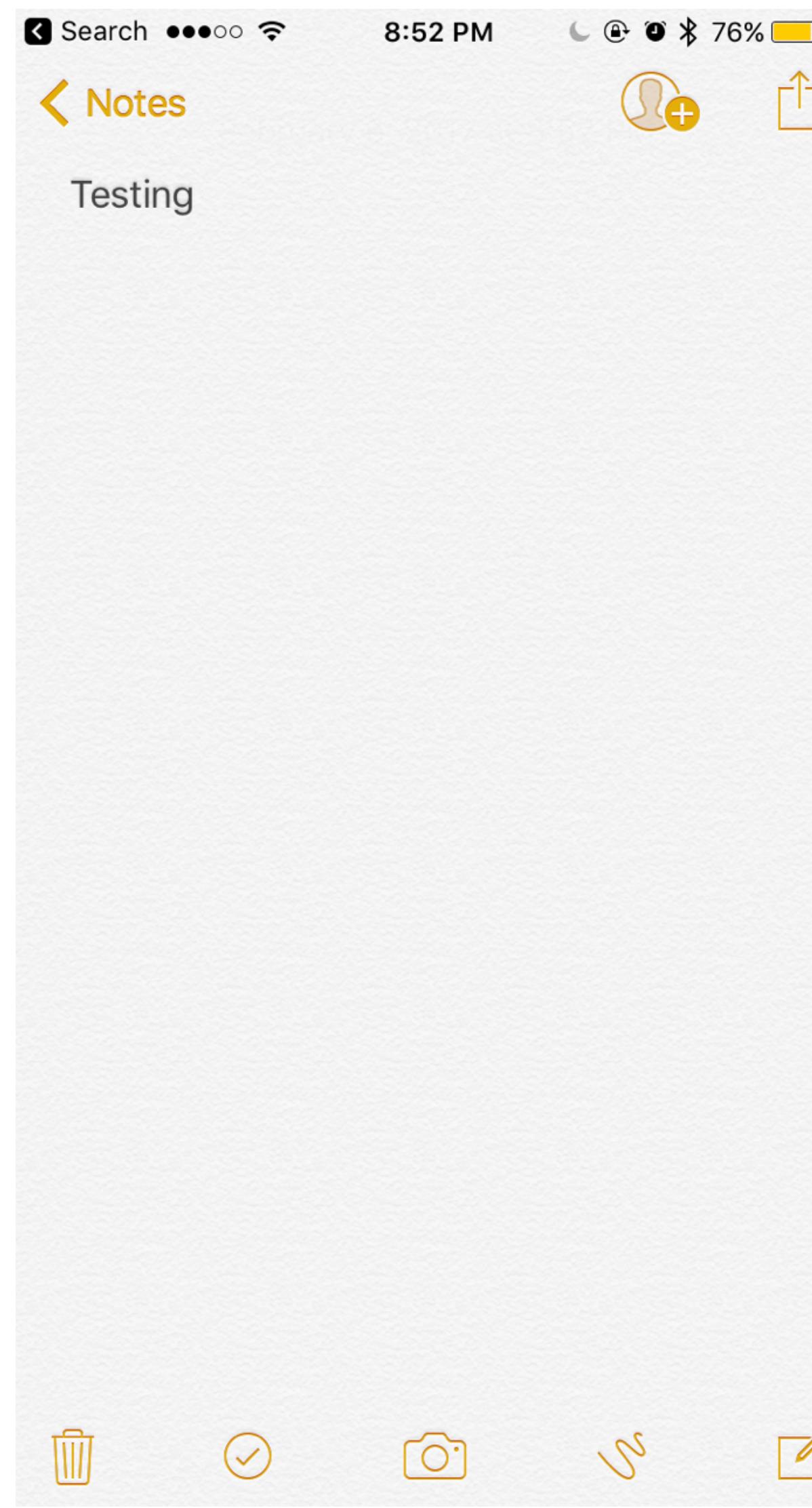


Which one feels more secure?

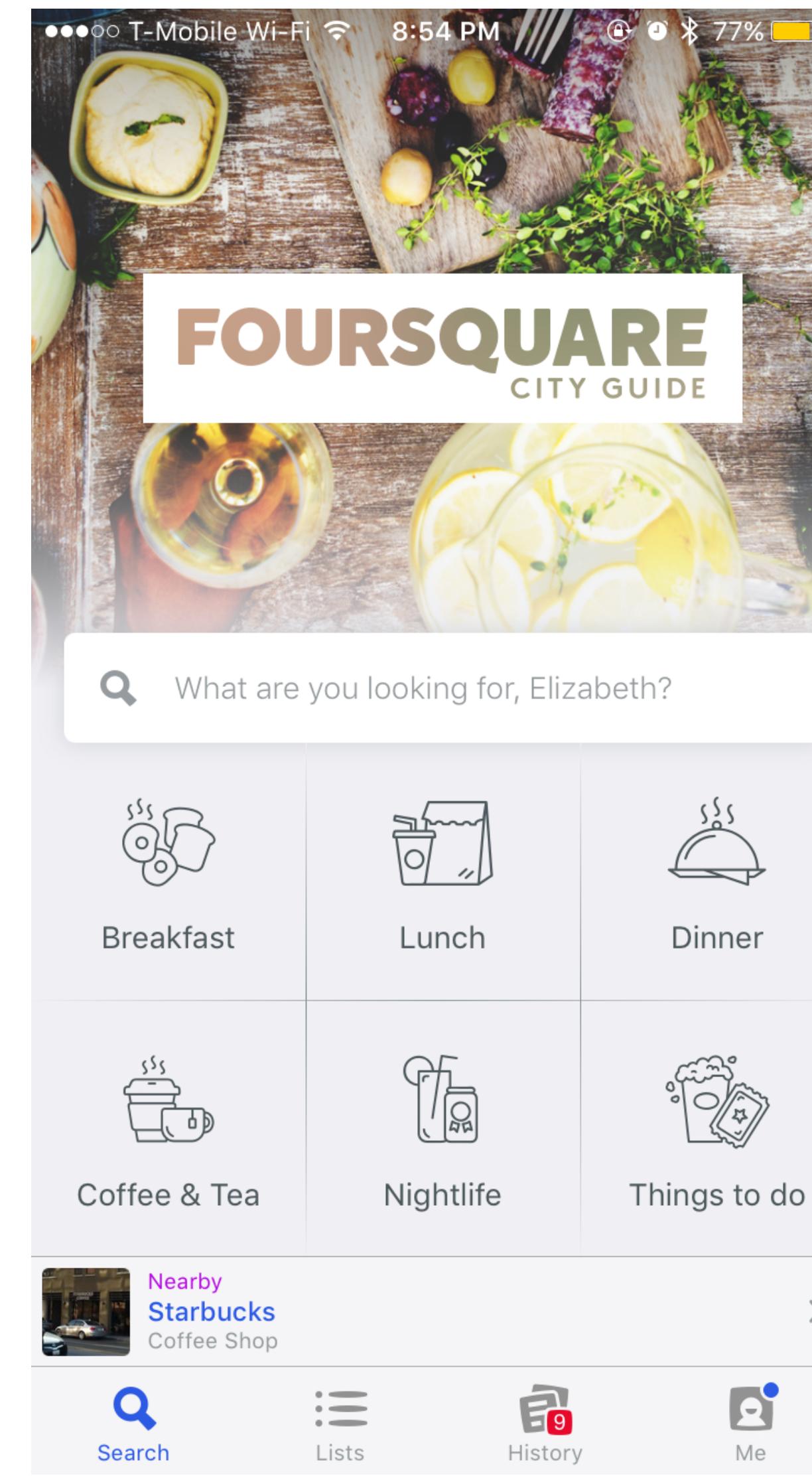


Why does this feel weird?





Notes



Foursquare



Fitbit

Shape

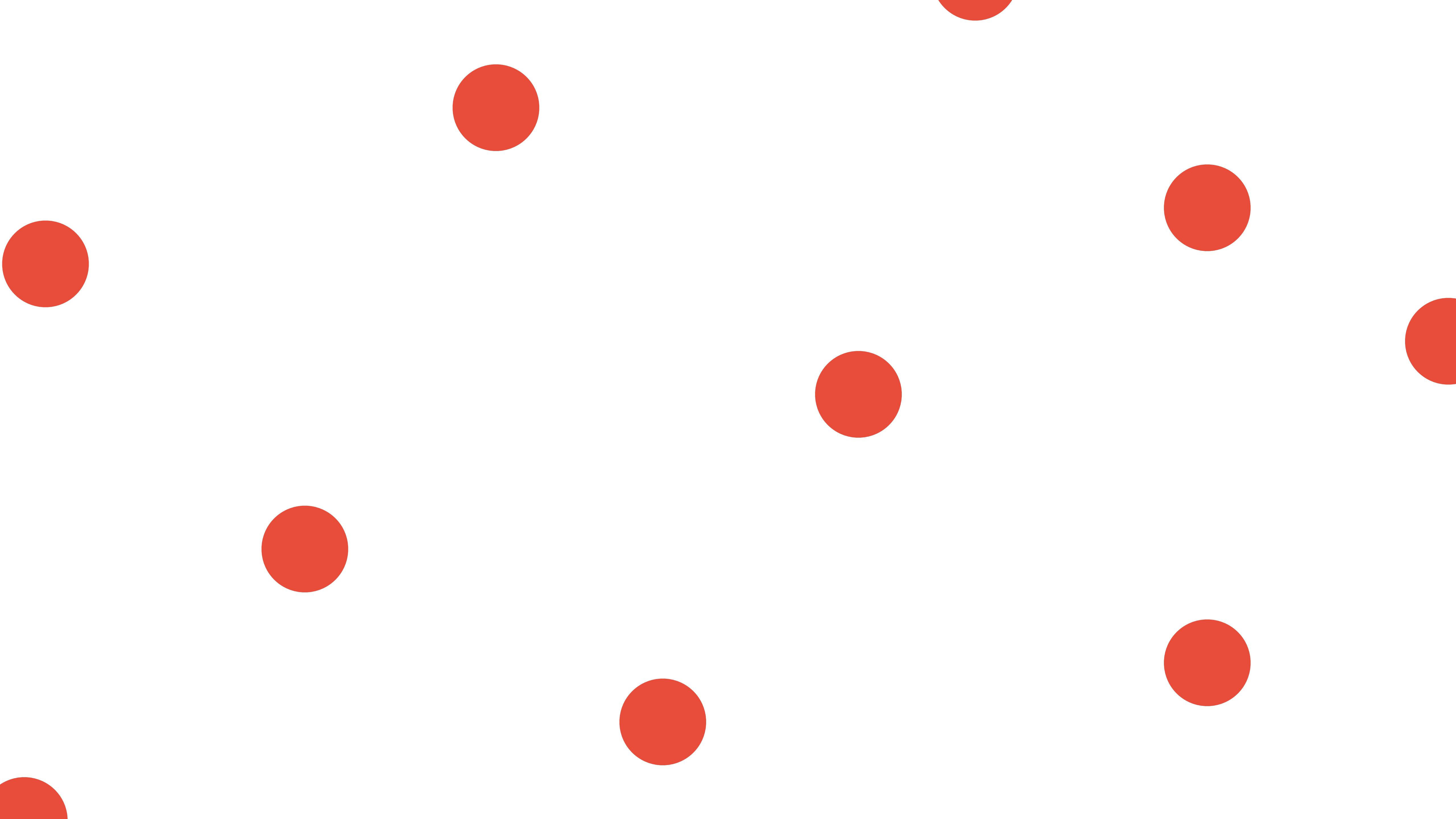
Color

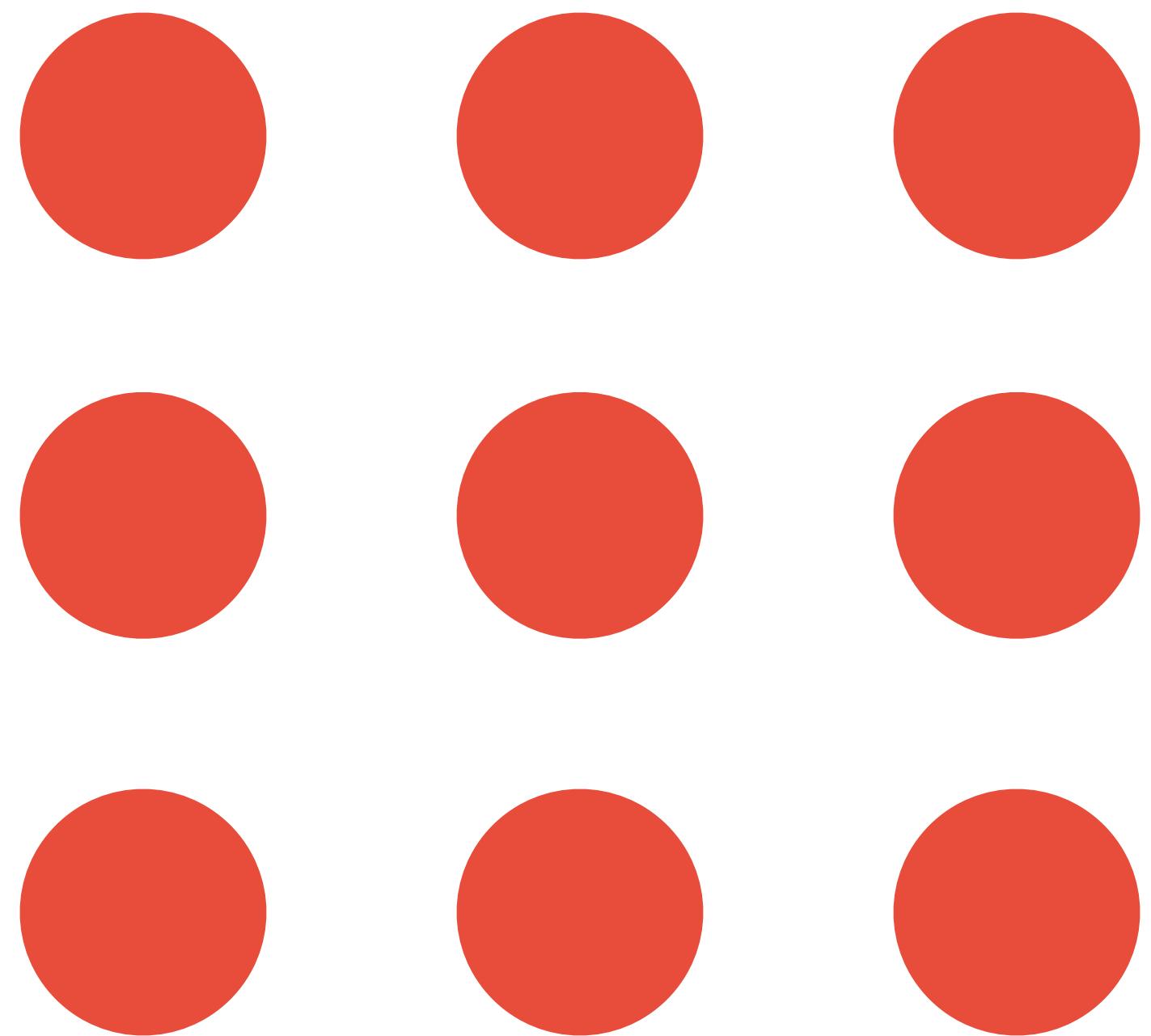
Layout

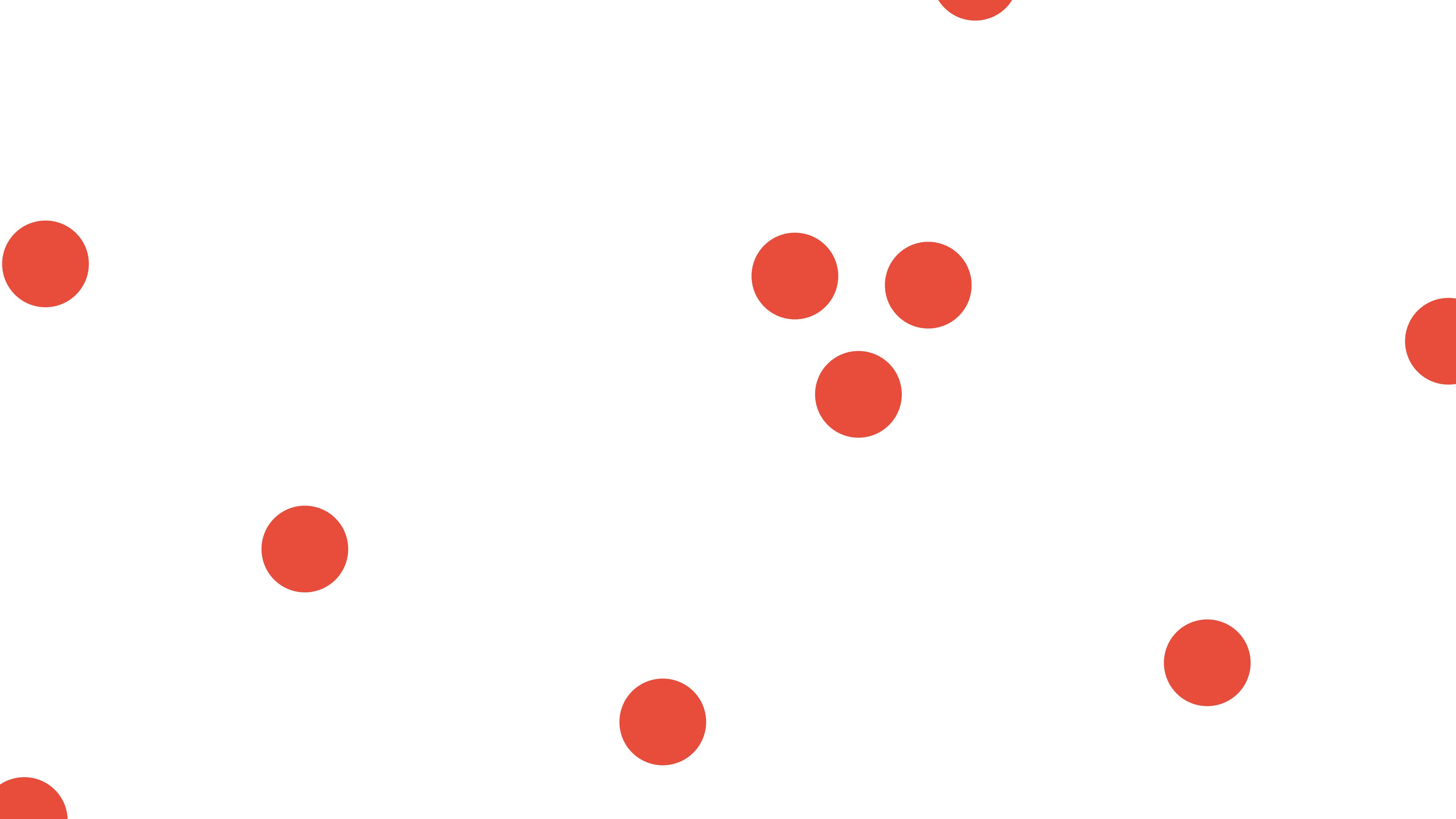
Typography

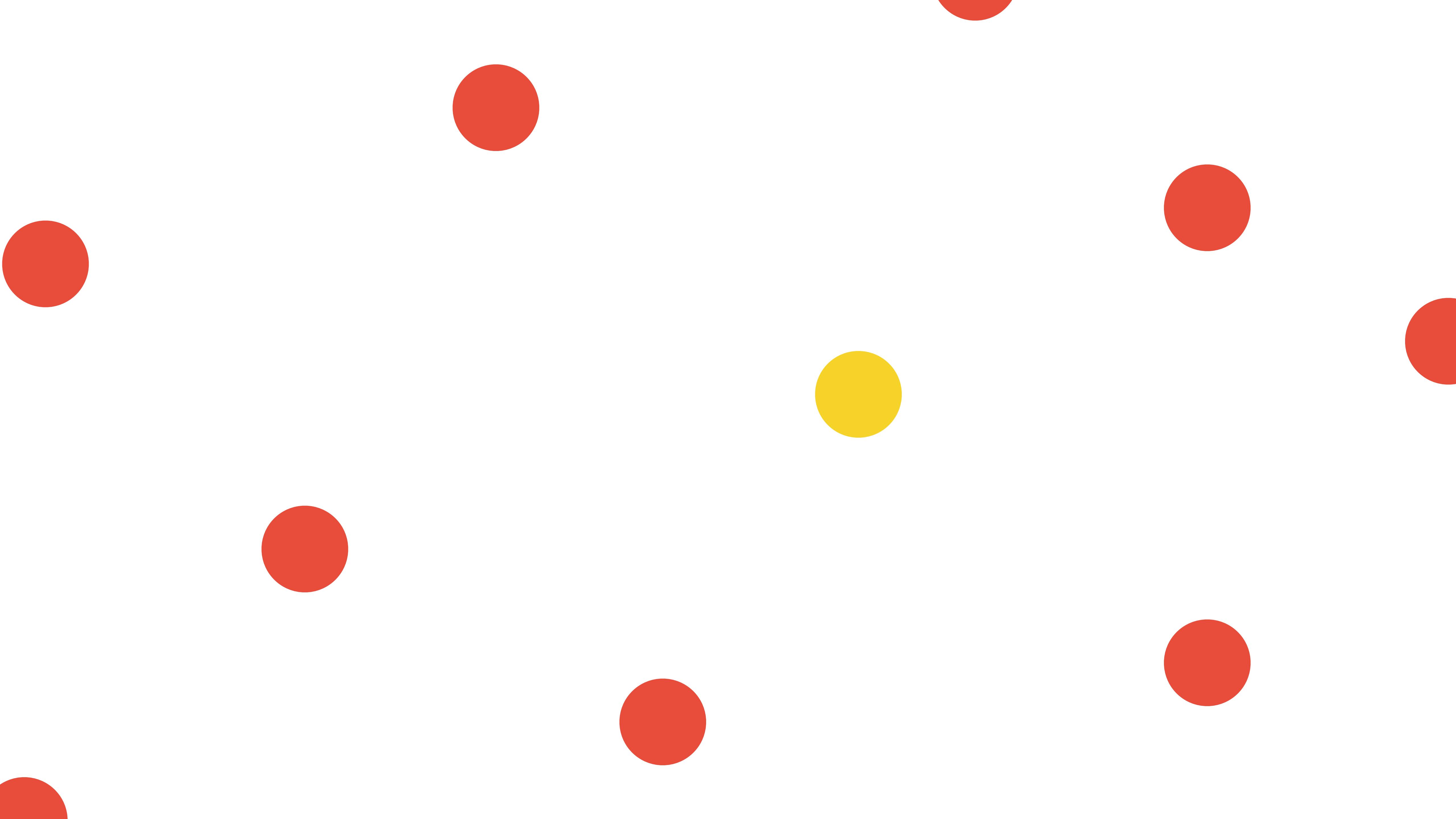
iOS guidelines

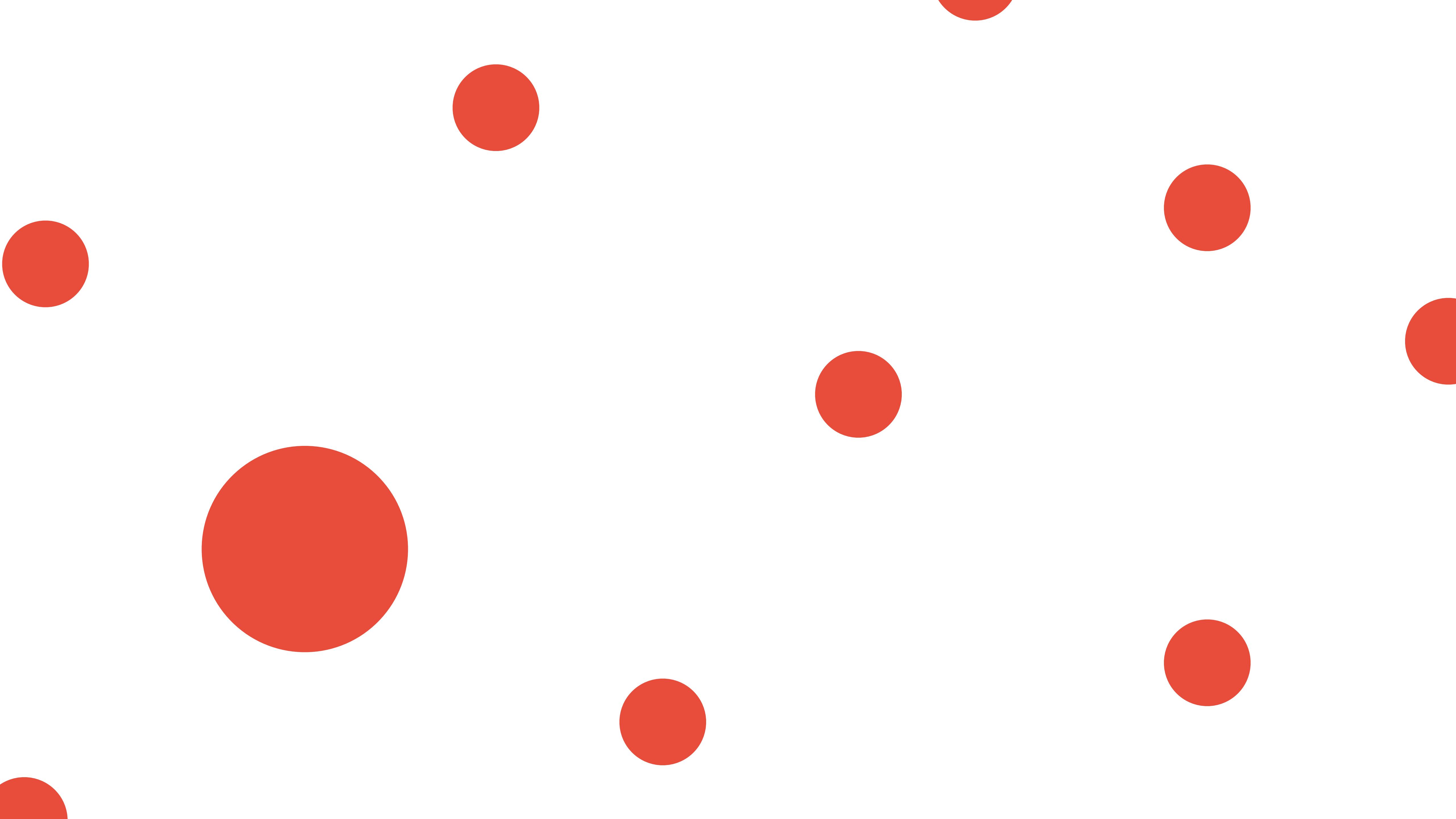
Principle of Unequal Spacing









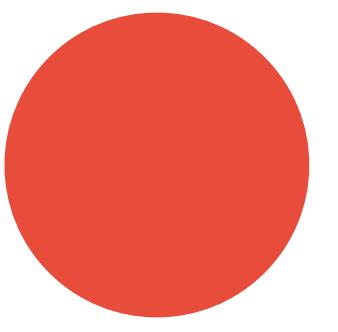
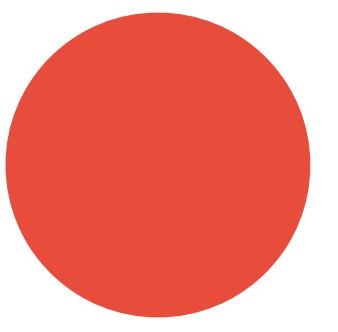
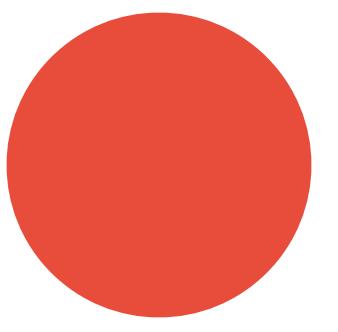
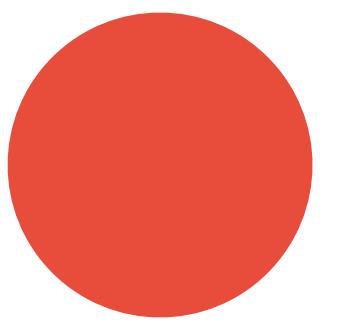
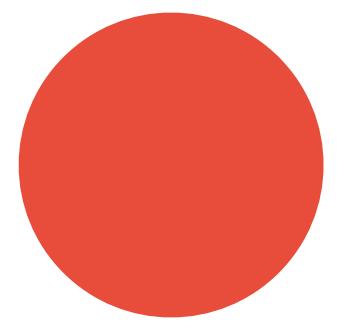


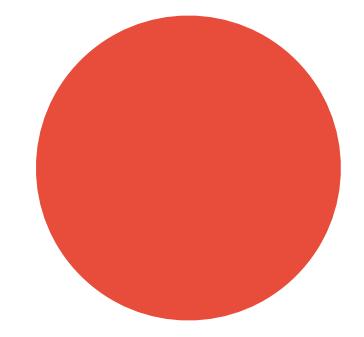
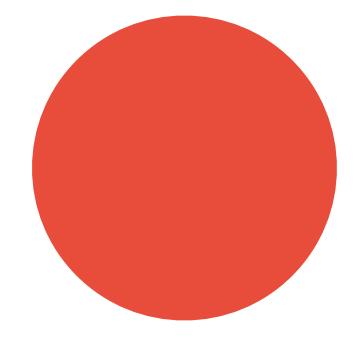
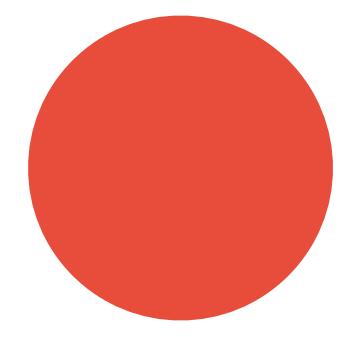
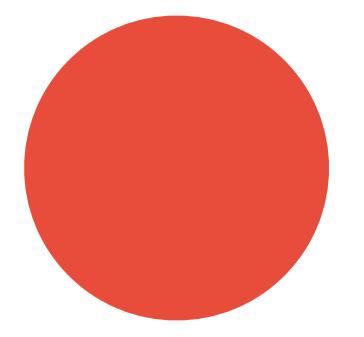


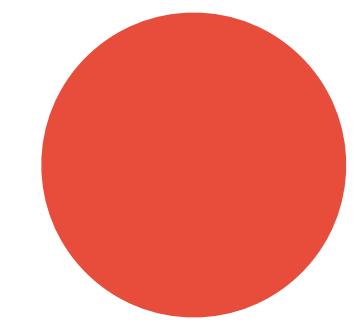
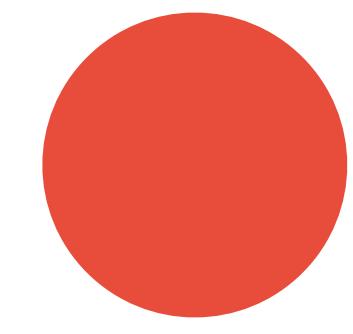
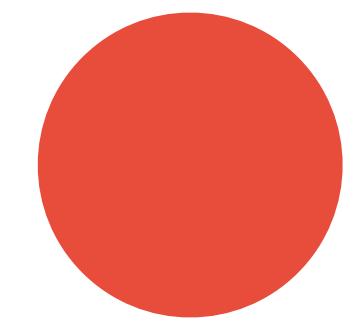
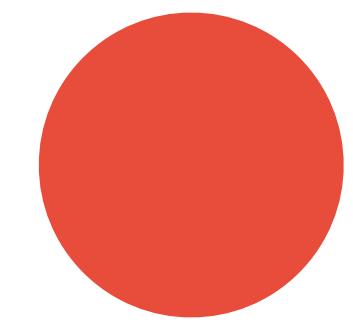
Rule of Odds



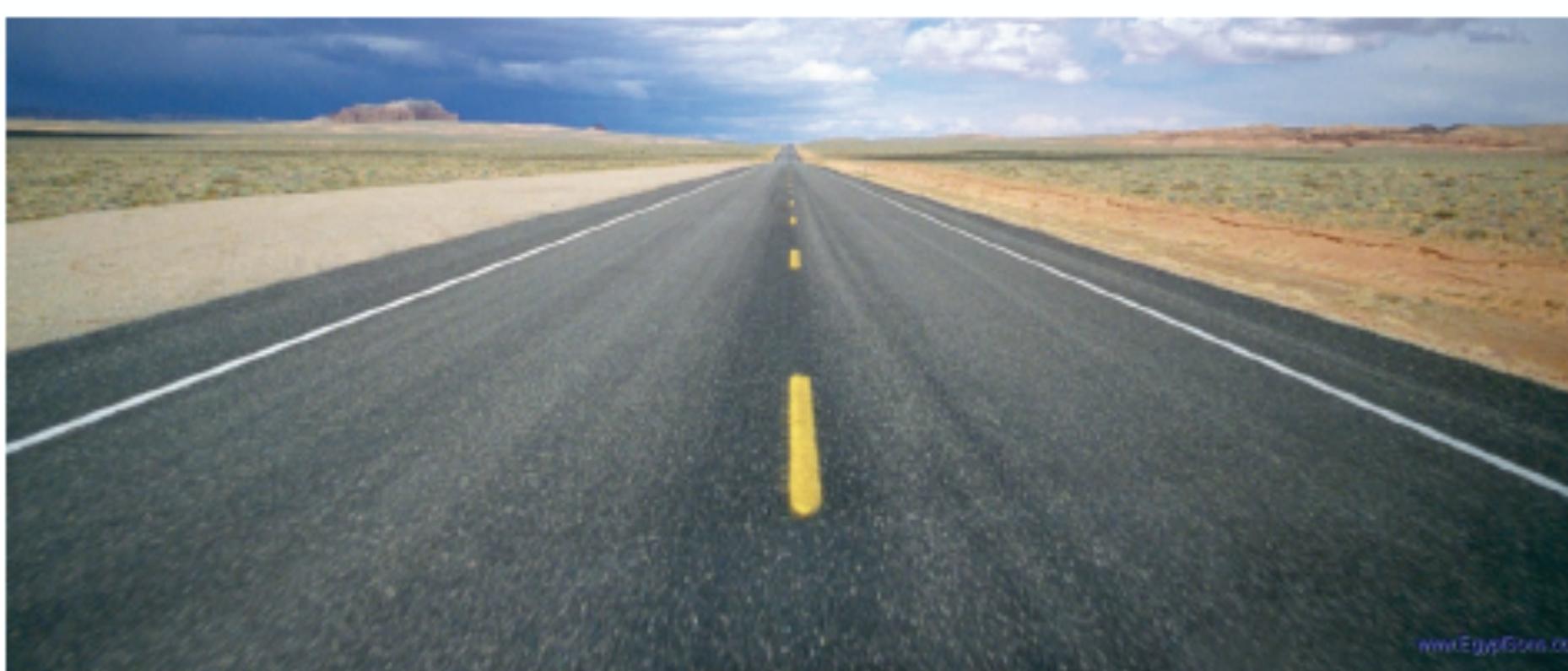
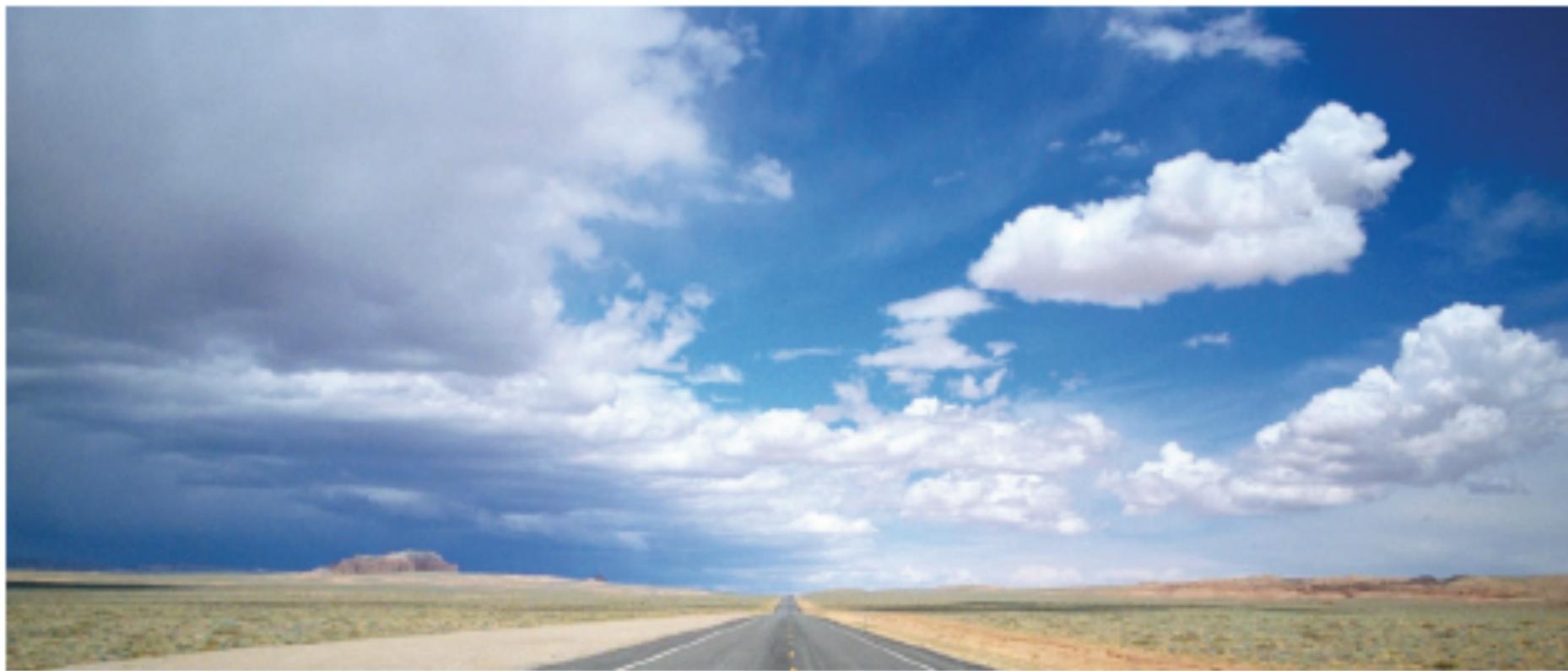






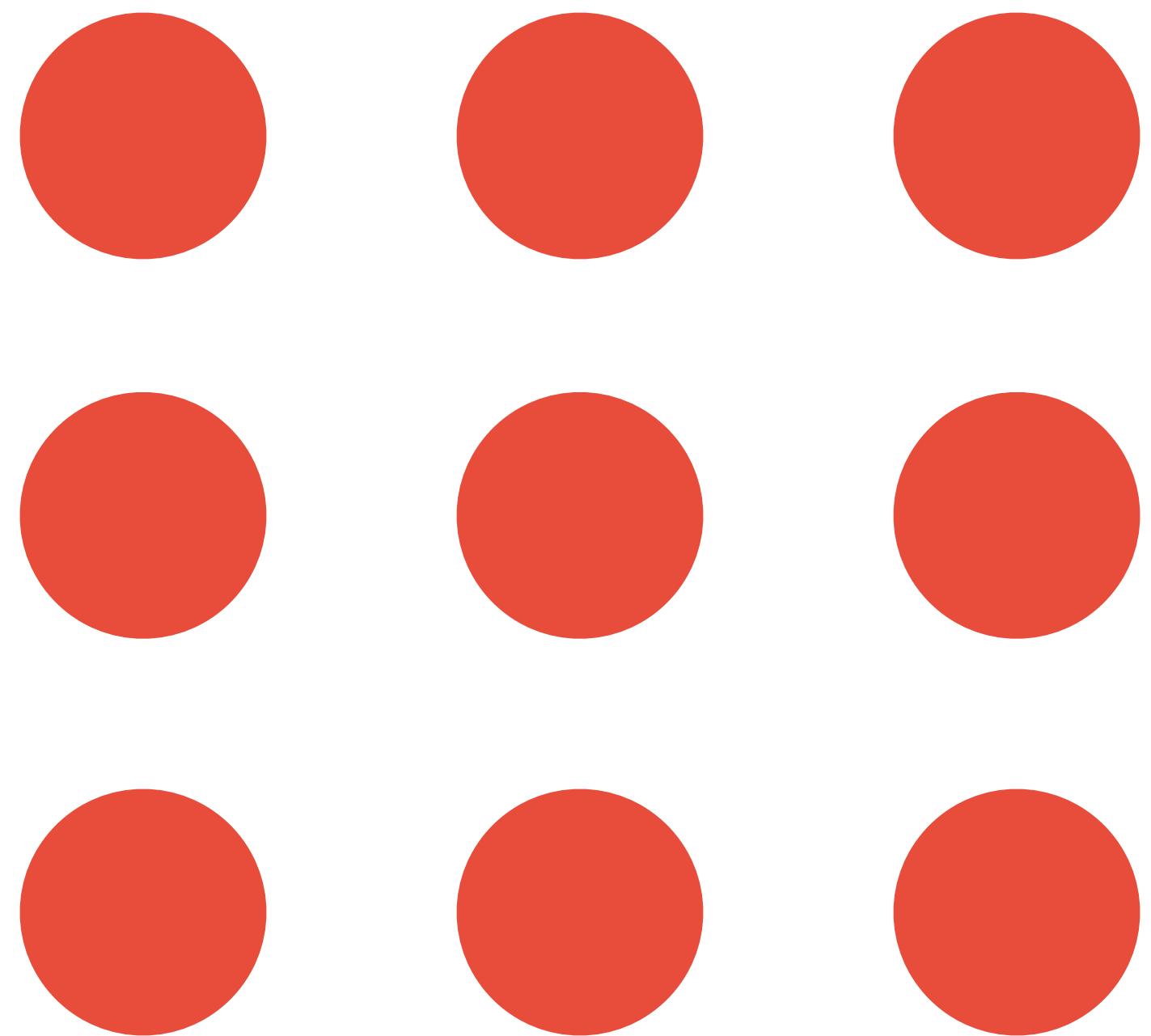


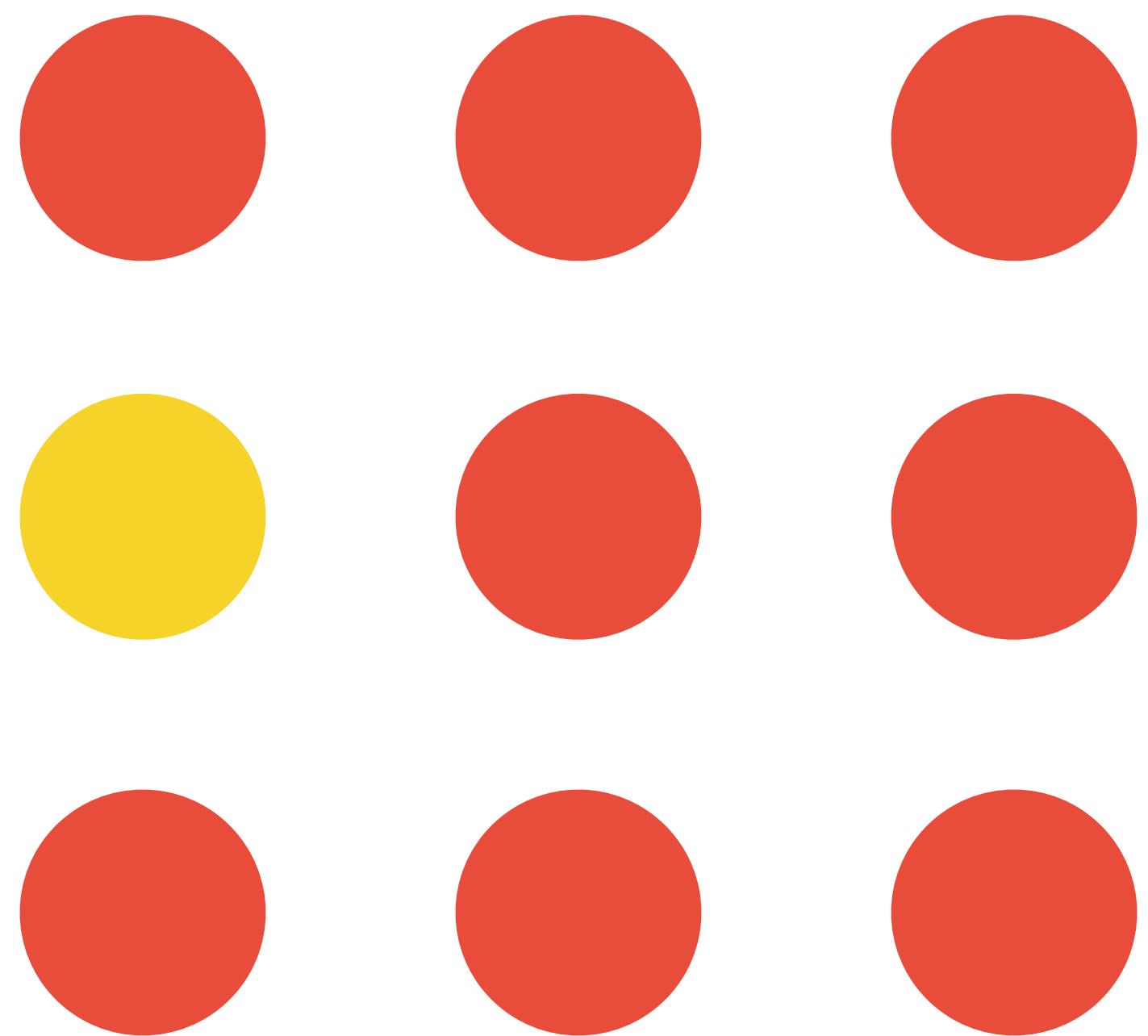
Horizon Line

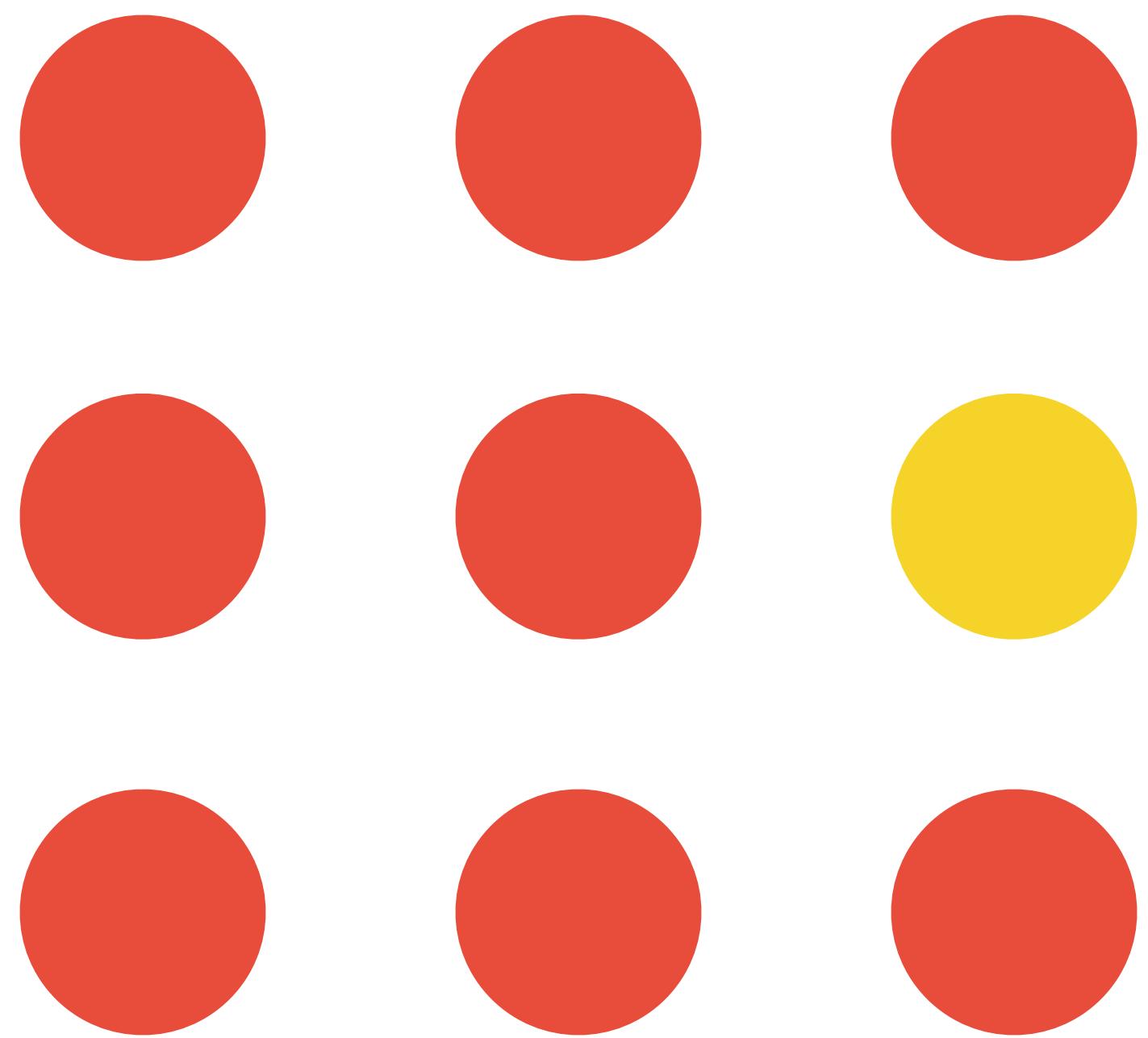


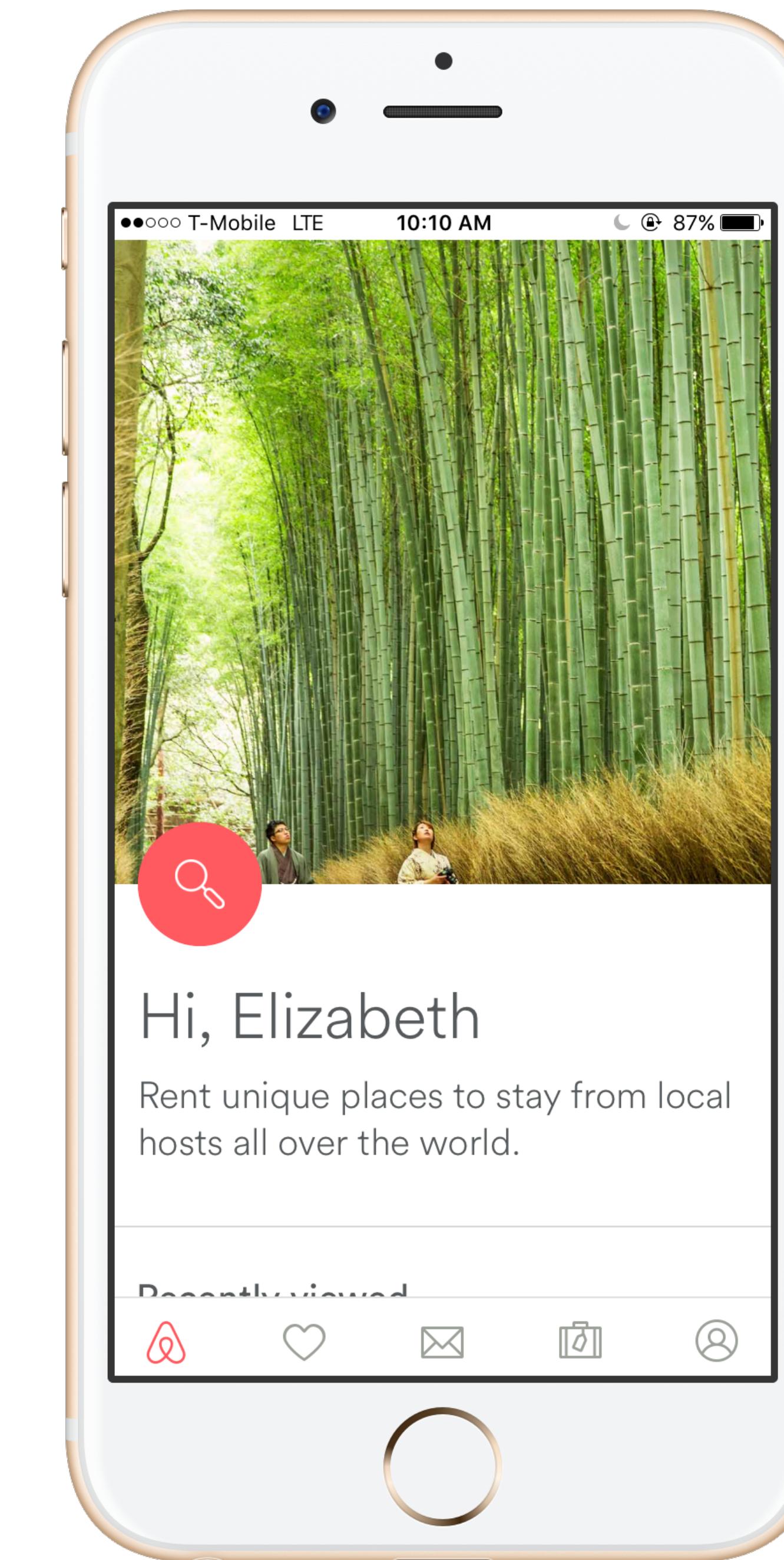
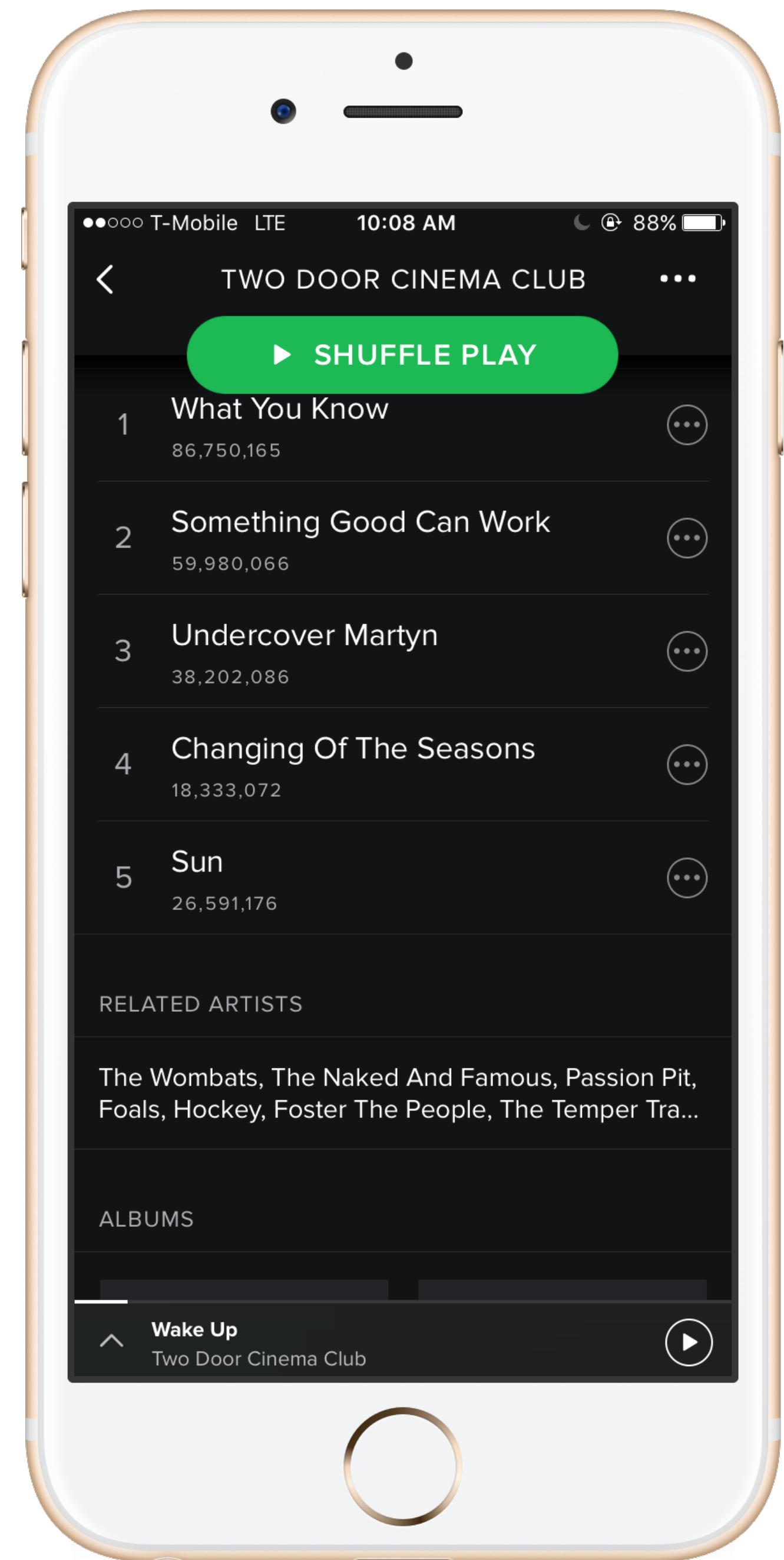
Ask yourself

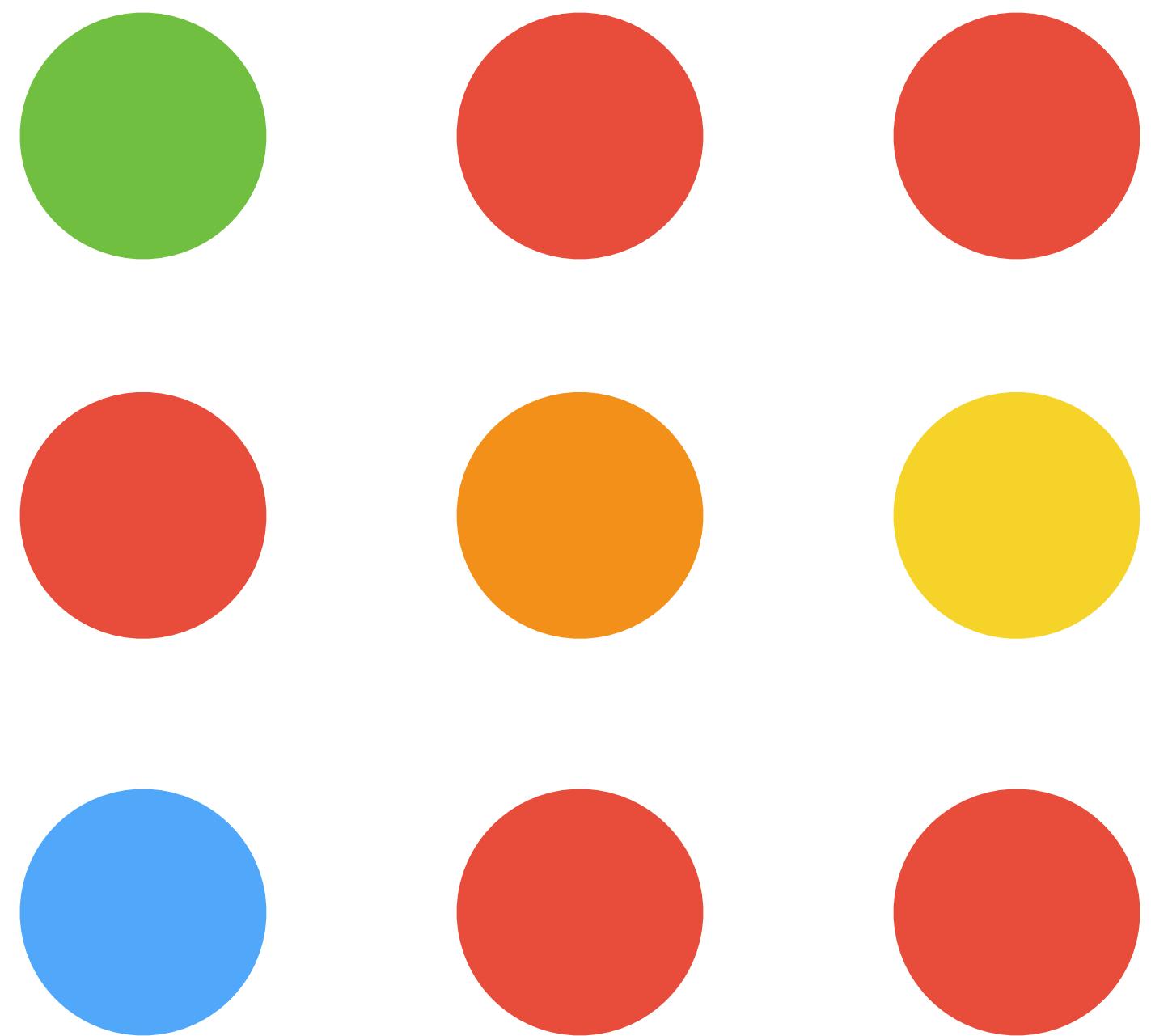
What is most important?











Shape

Color

Layout

Typography

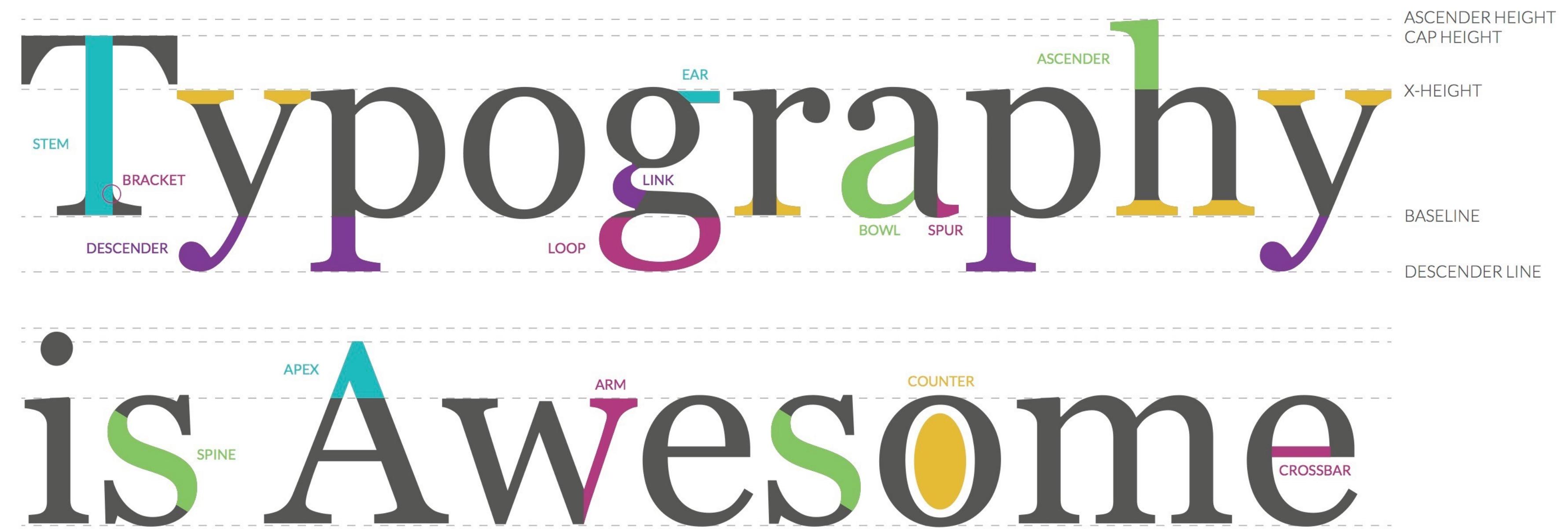
iOS guidelines

Typography is the study of how letterforms interact on a surface, directly relating to how the type will be set.

Good typography is
invisible,
bad typography is
everywhere.



Type Anatomy



How to Pick a Typeface

1. Does it have a variety of weights?

Archer Hairline

Archer Hairline Italic

Archer Thin

Archer Thin Italic

Archer Extra Light

Archer Extra Light Italic

Archer Light

Archer Light Italic

Archer Book

Archer Book Italic

Archer Medium

Archer Medium Italic

Archer Semibold

Archer Semibold Italic

Archer Bold

Archer Bold Italic

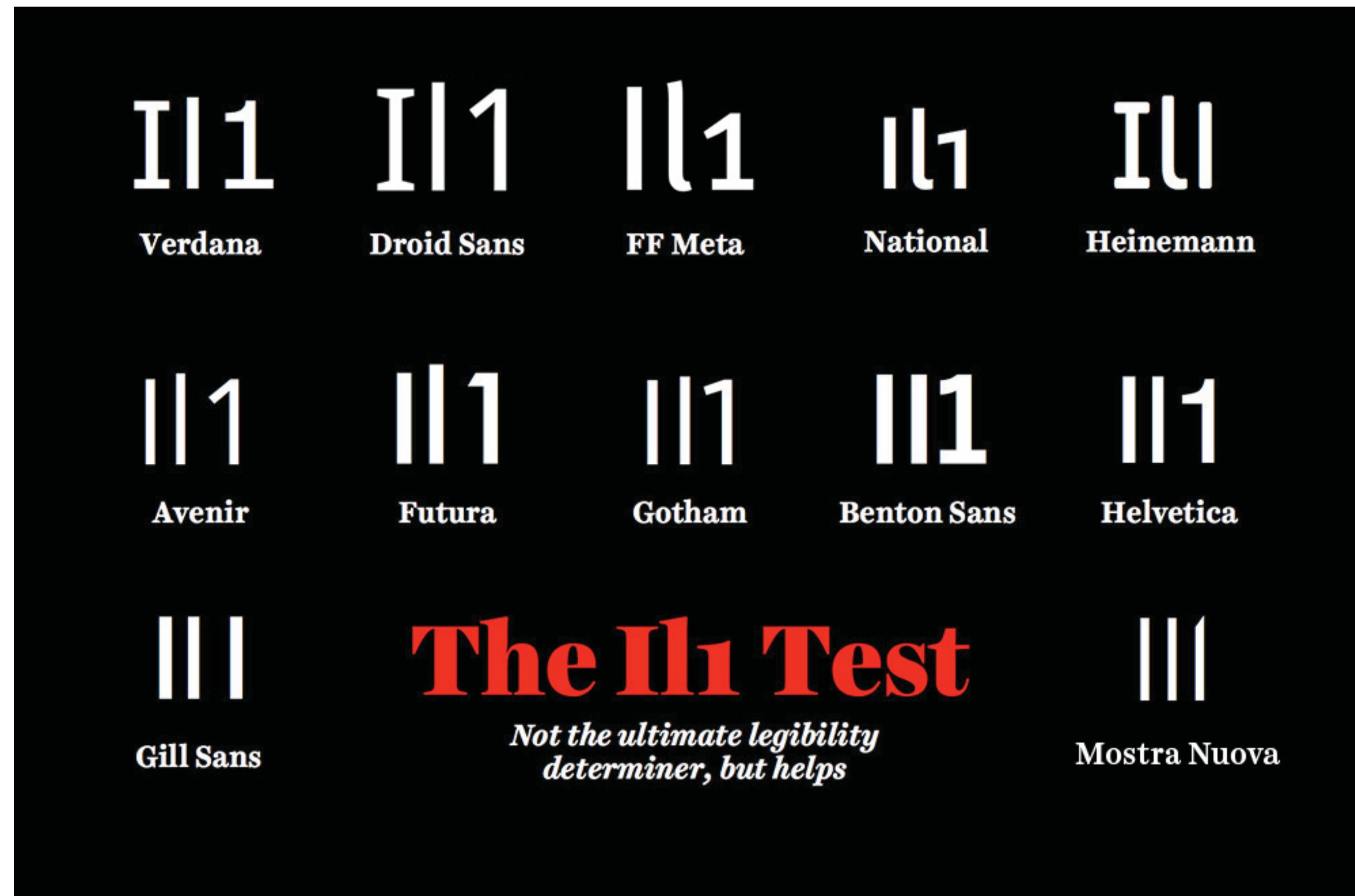
2. Does it have a tall x-height?

Gotham Medium

3. Does it have a true italic?

Georgia vs. *Georgia*

4. Does it pass the I1I Rule?



5. Are the characters differentiated?

ag

vs.

ag

Combining Typefaces

The Main Rule

Create Contrast!

Weight

I'm important!

I'm not



Style & Decoration

I'm important!

I'm not



Classification

I'm important!

I'm not 

Starting Point

Choose one typeface (Open Sans, Droid Serif, Times New Roman, etc) and only use that typeface with a variety of weights and sizes to create a typographic hierarchy.

THIS IS A HEADLINE

This is a subheading

This is where the author's name goes

Here's a paragraph of text. Never use Lorem Ipsum! Try to write copy that fits the real use case.

Shape

Color

Layout

Typography

iOS guidelines

Take advantage of the whole screen



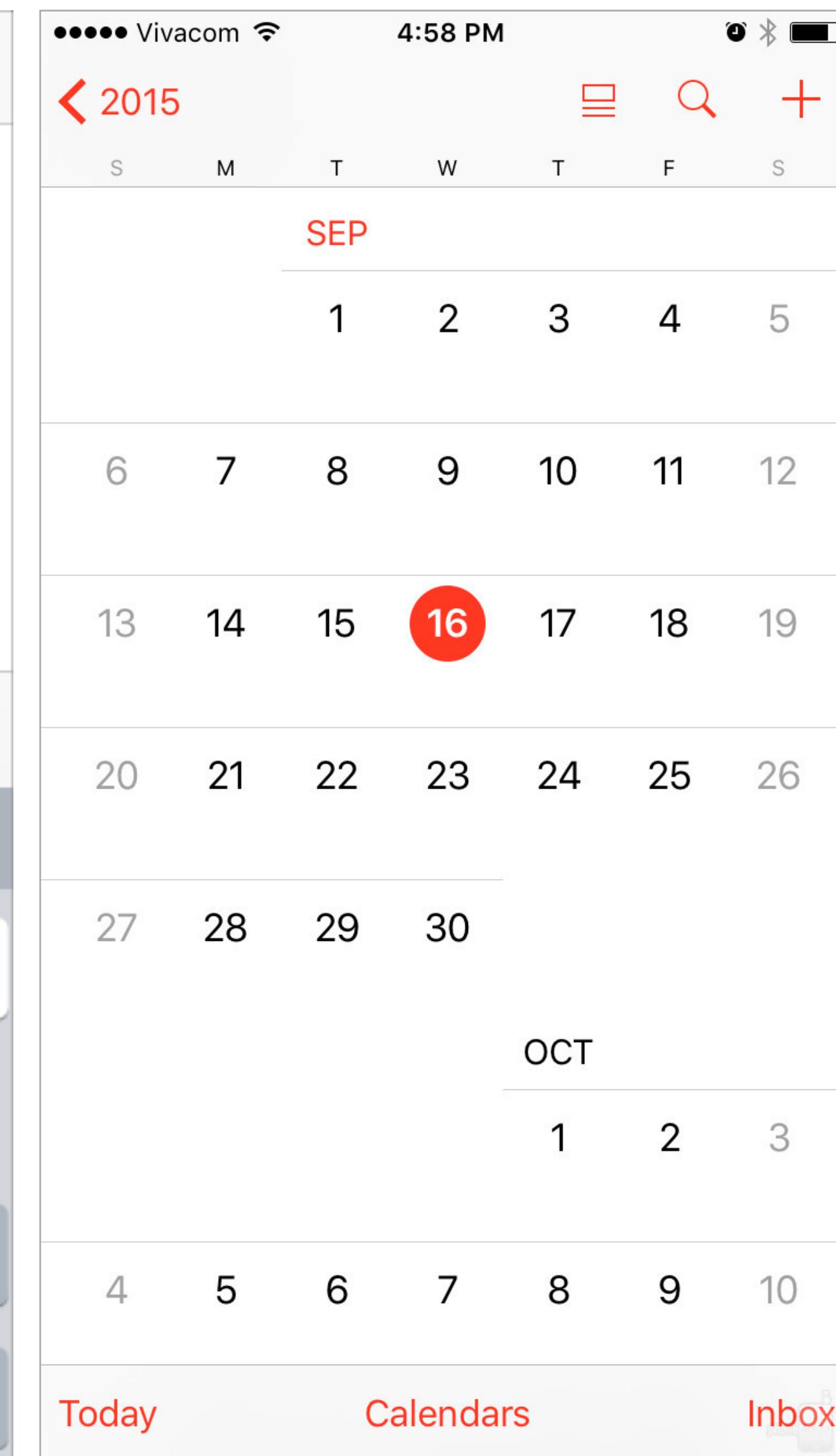
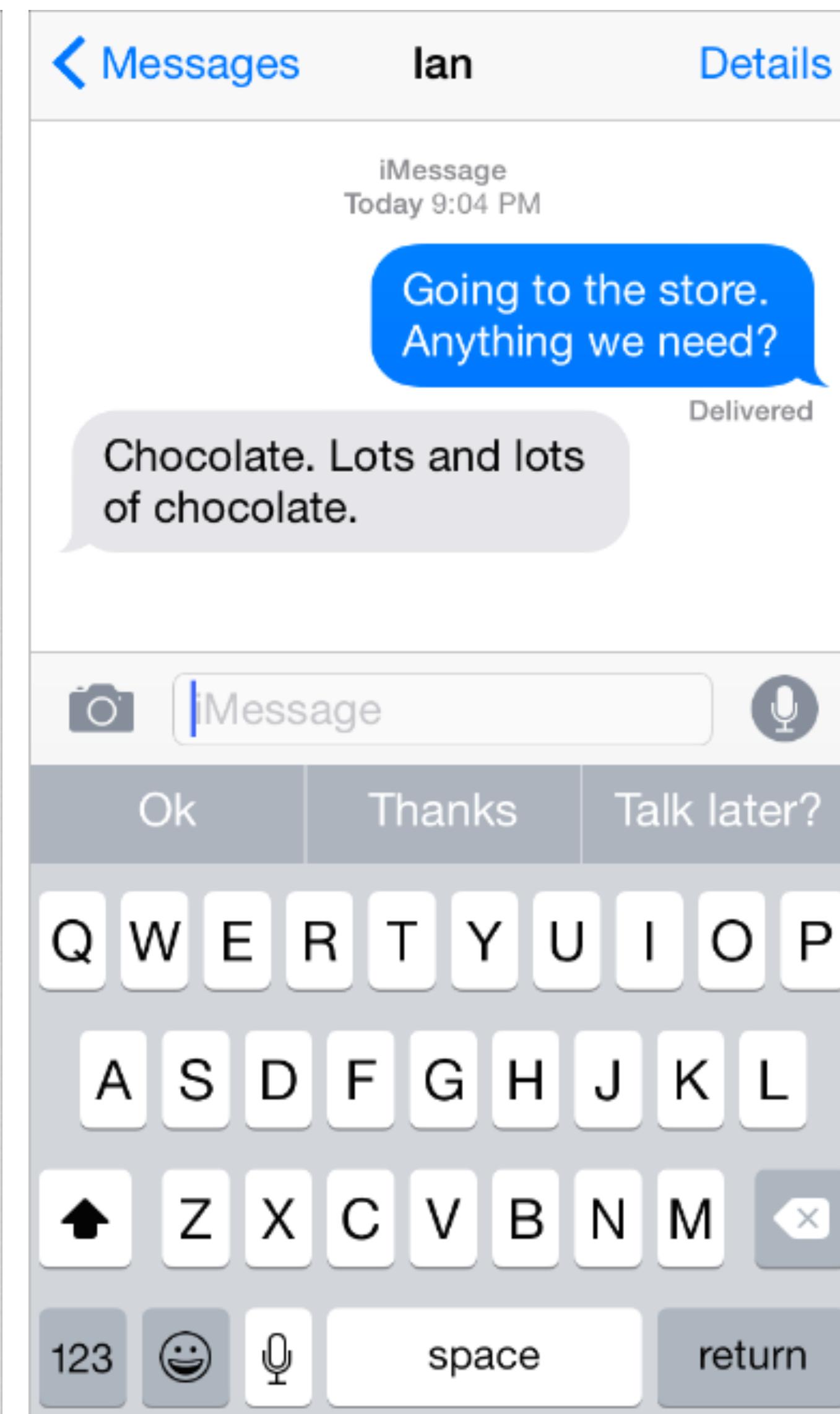
Let color simplify the UI

[◀ Back](#)

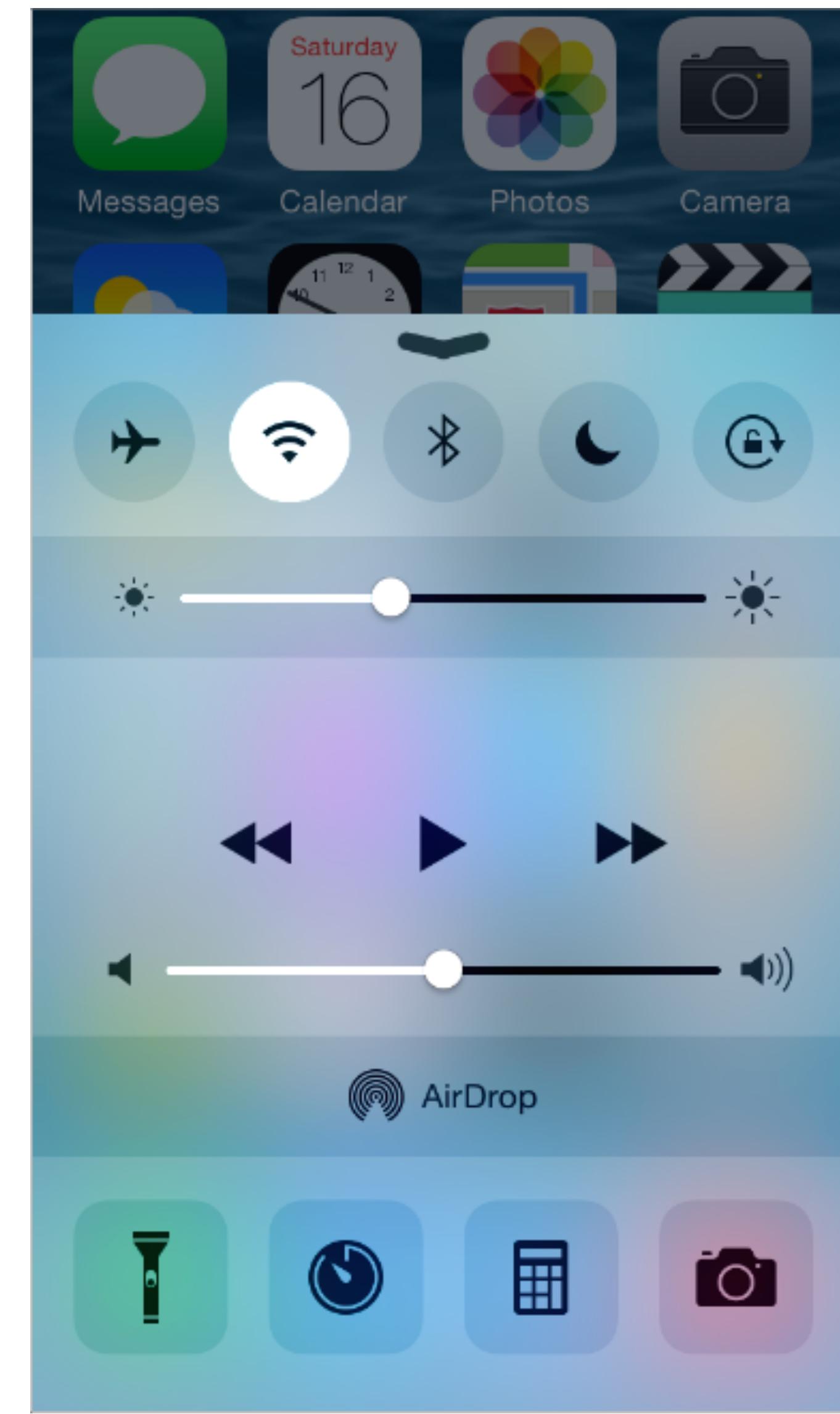
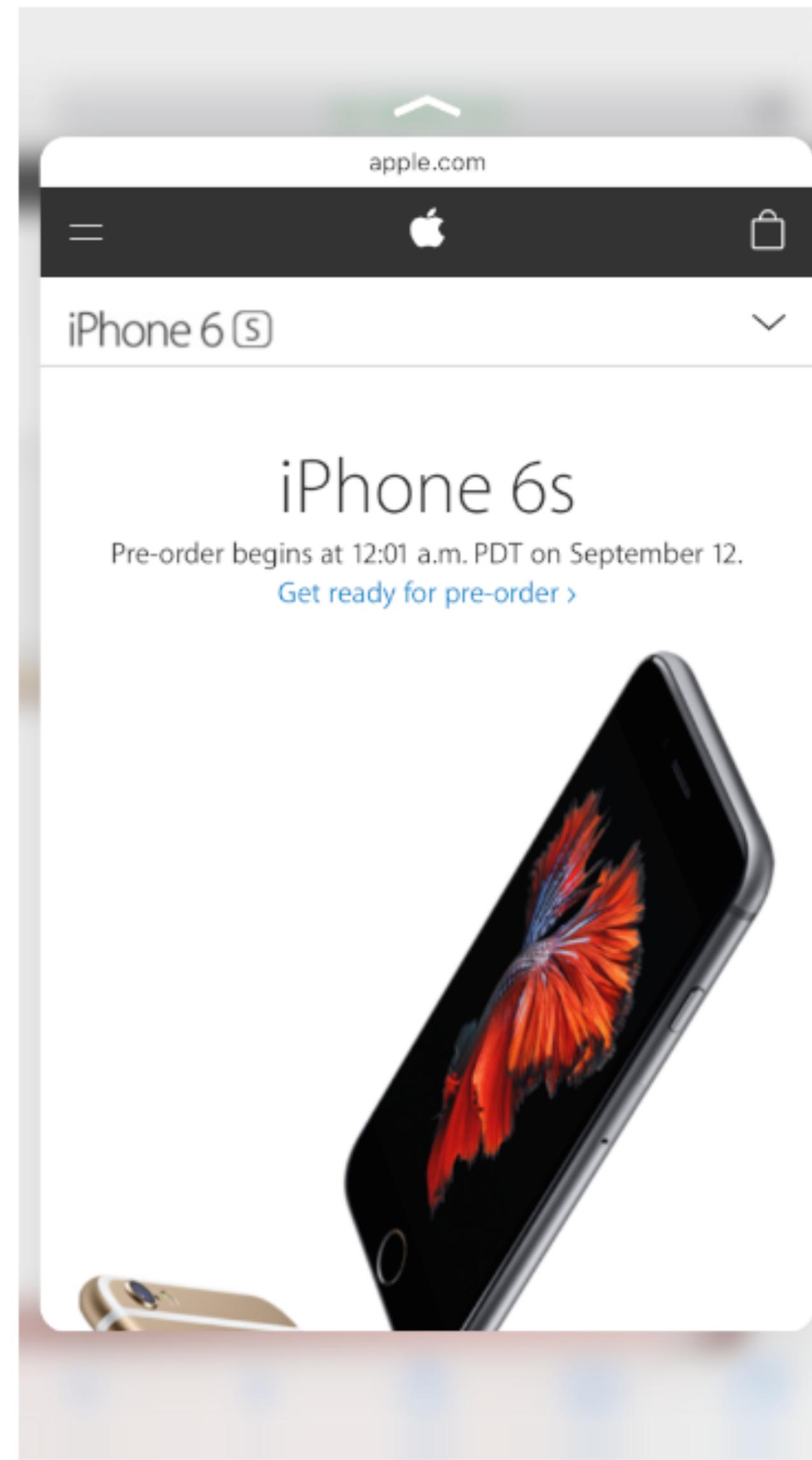
August 16, 2014, 7:04 PM

To be, or not to be, that is the question—
Whether 'tis Nobler in the mind to suffer
The Slings and Arrows of outrageous Fortune,
Or to take Arms against a Sea of troubles,
And by opposing end them? To die, to sleep—
No more; and by a sleep, to say we end
The Heart-ache, and the thousand Natural shocks
That Flesh is heir to? 'Tis a consummation
Devoutly to be wished. To die, to sleep,

[trash](#) [edit](#) [sleep, perchance to Dream Aye](#) [edit](#)



Use depth to communicate



Questions?

Thanks 🤝

elizabethylin@gmail.com