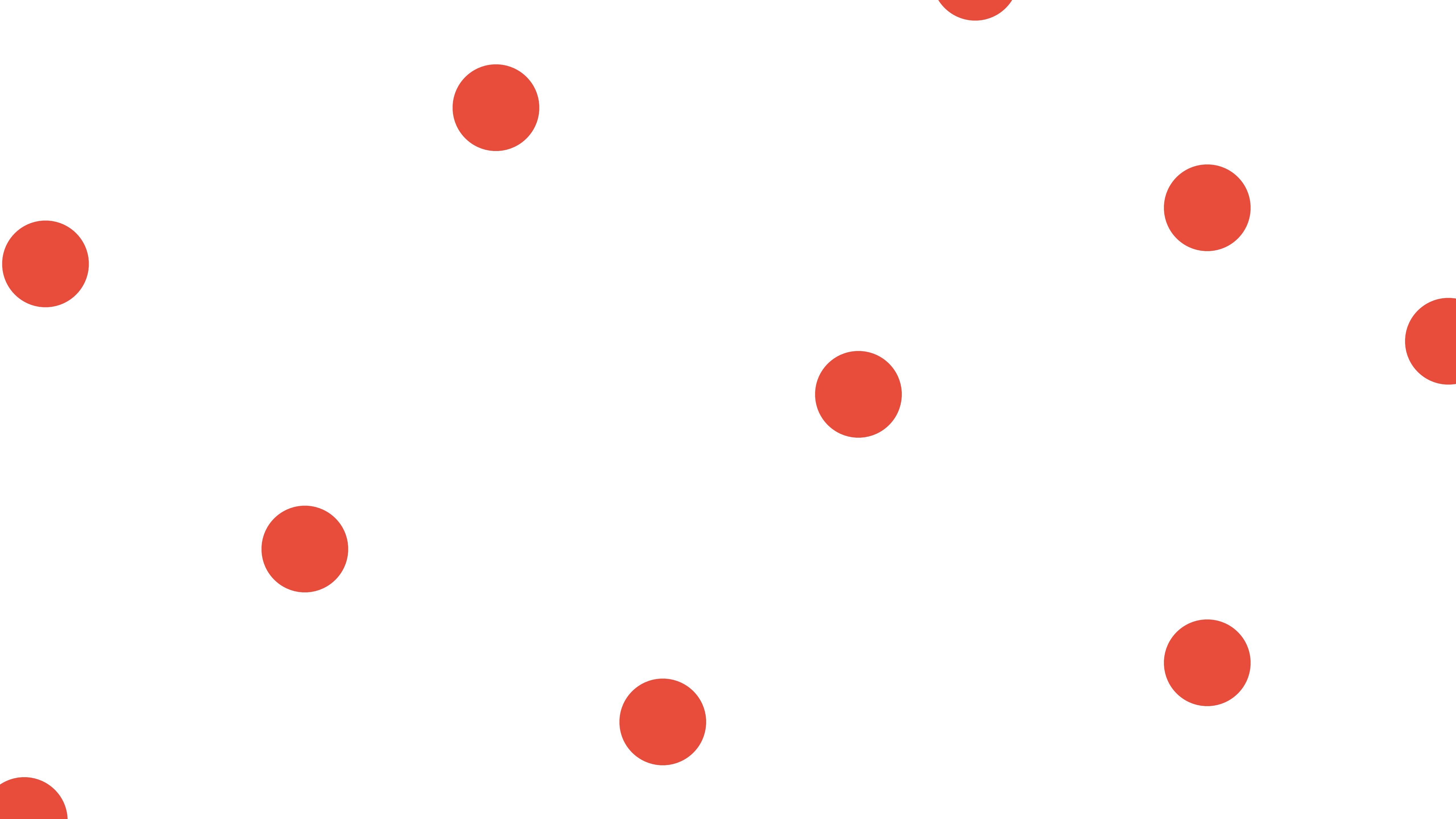


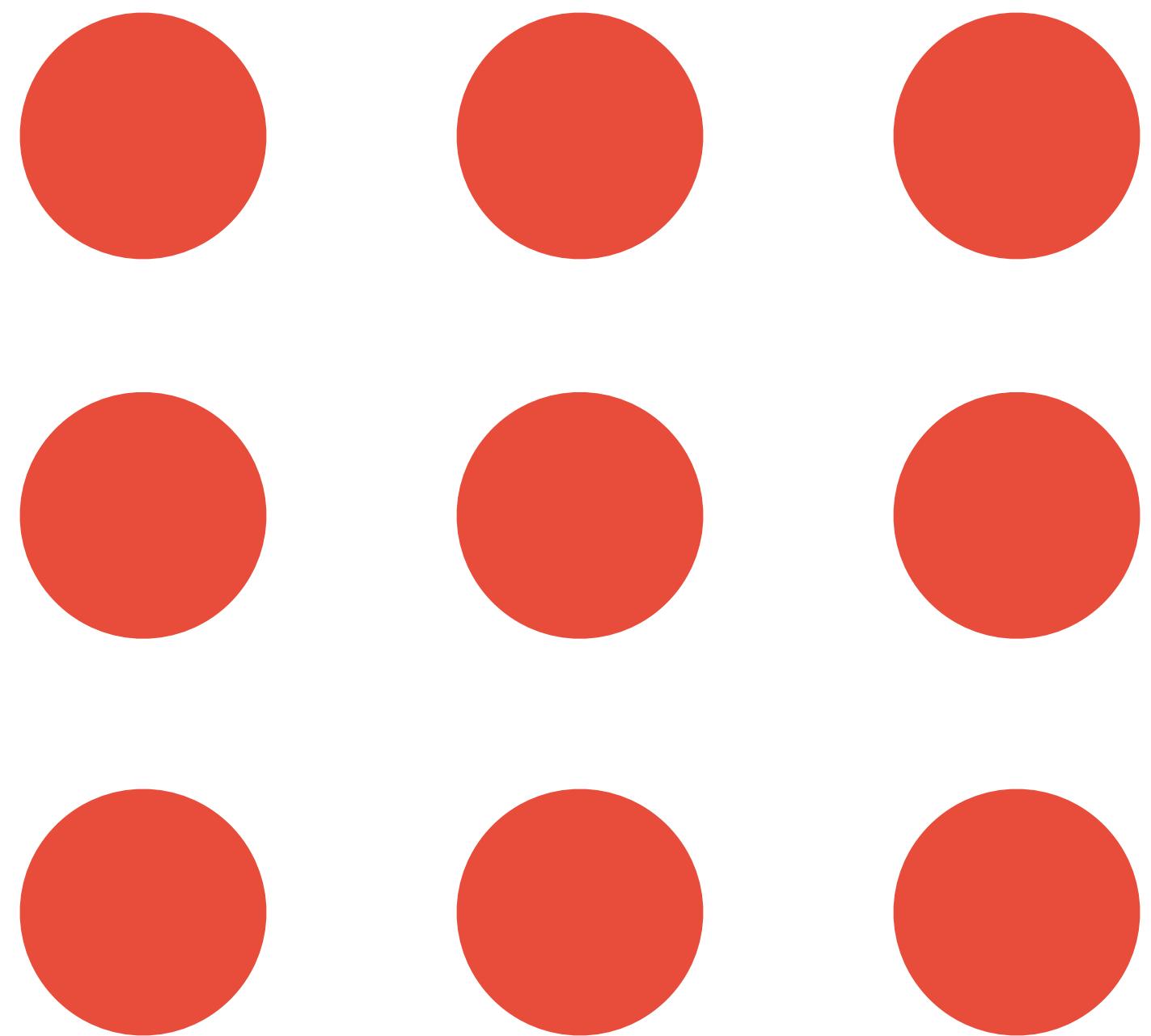
A Crash Course in

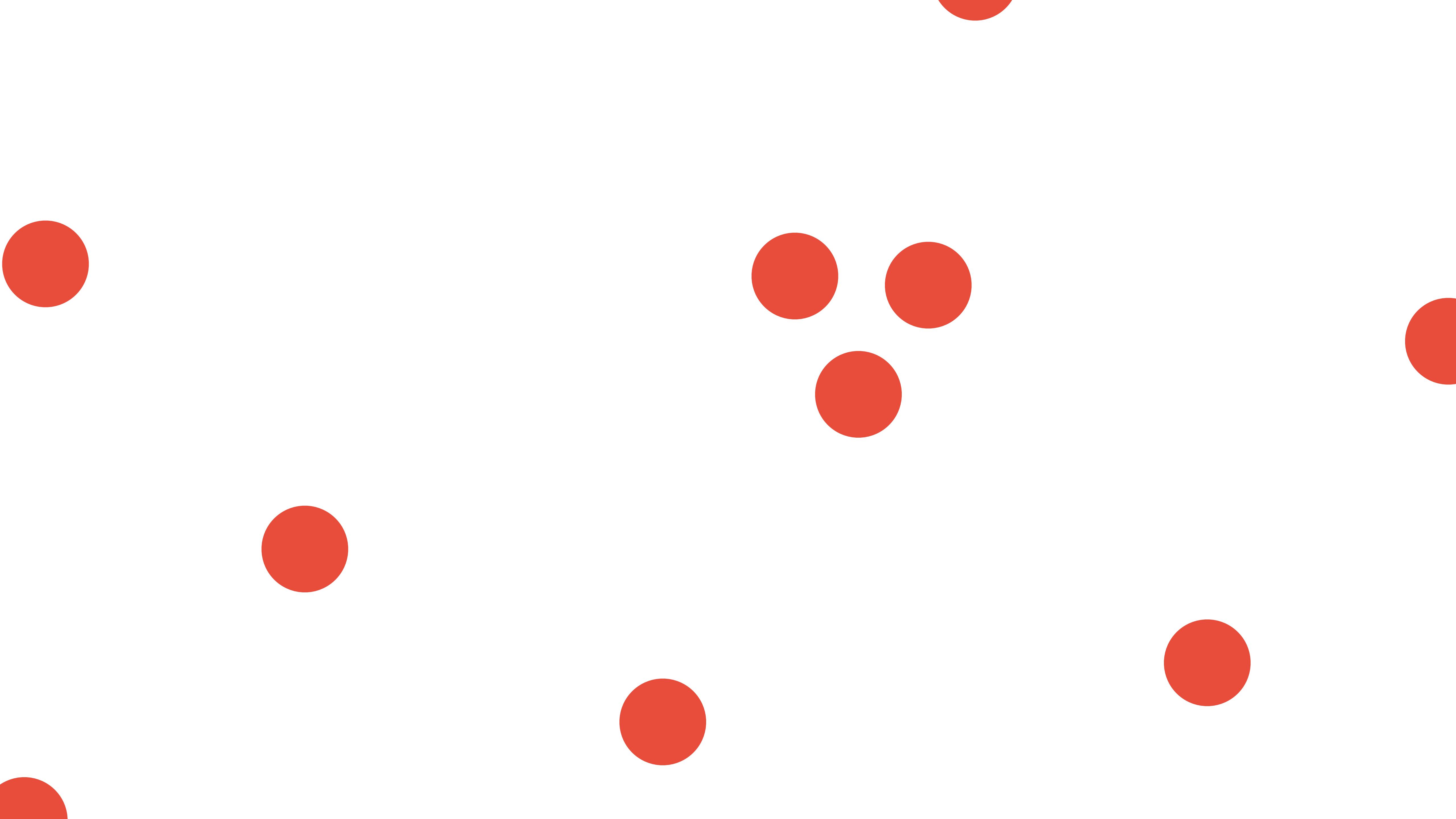
# Visual Design

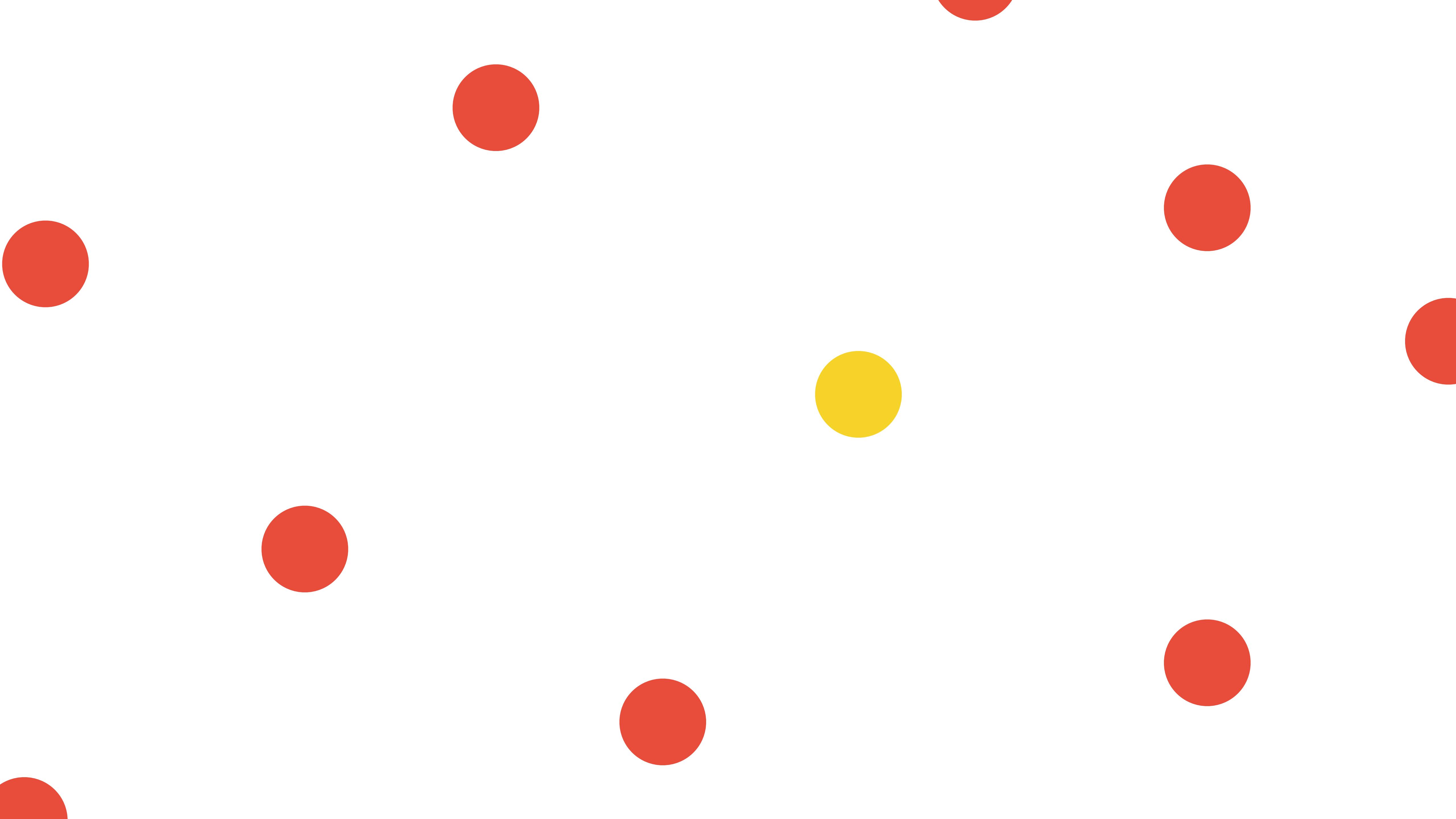
# Some Principles

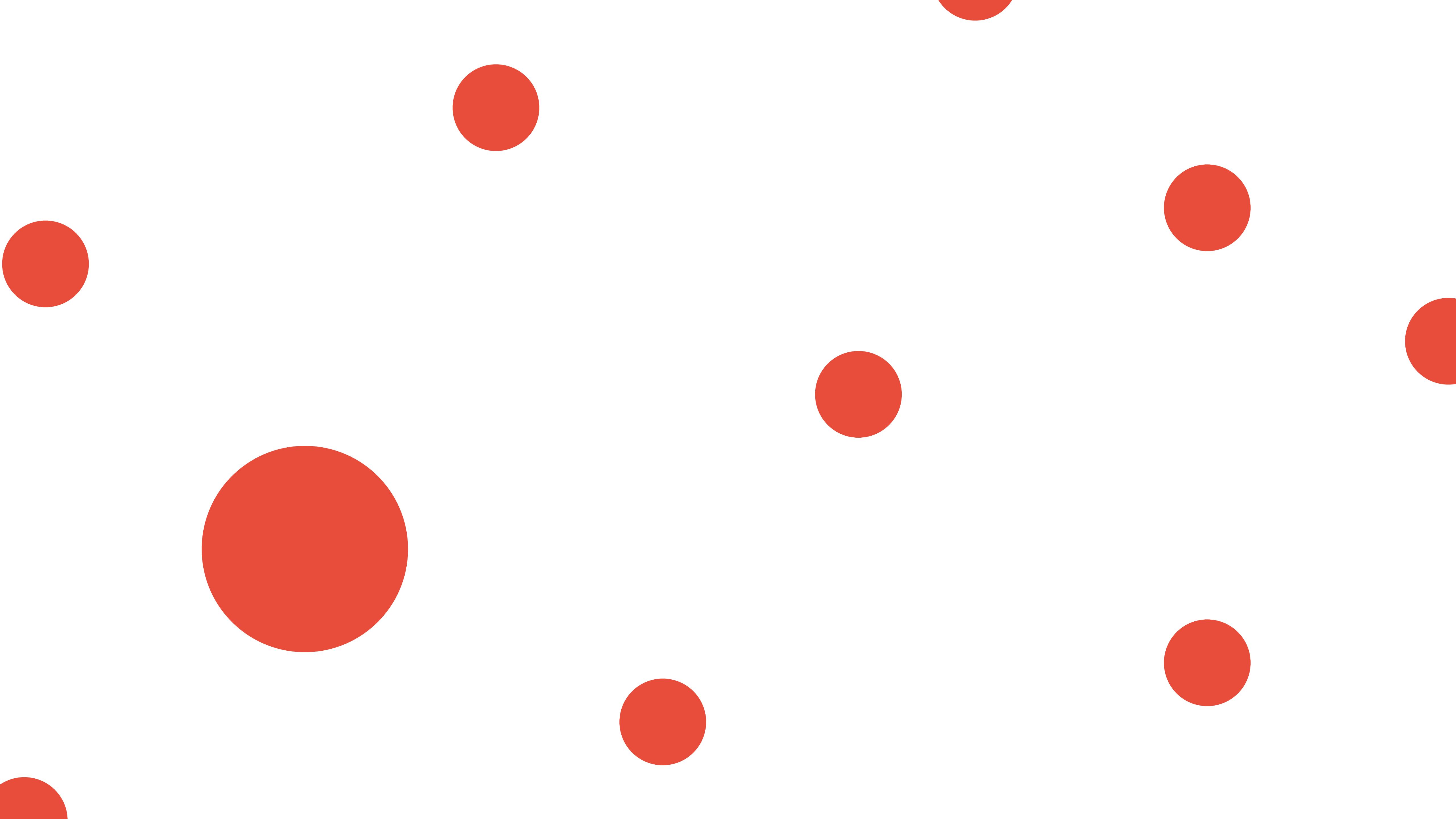
# Principle of Unequal Spacing

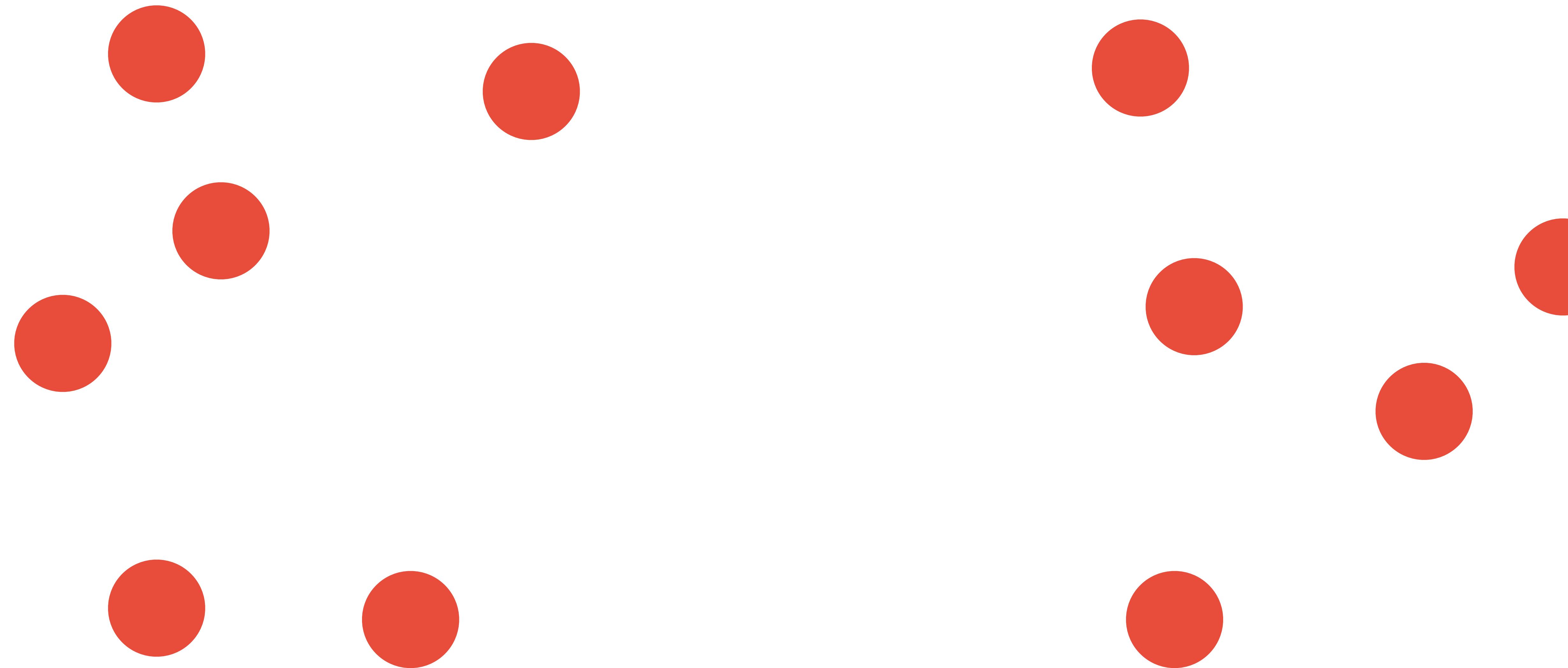












# Rule of Odds



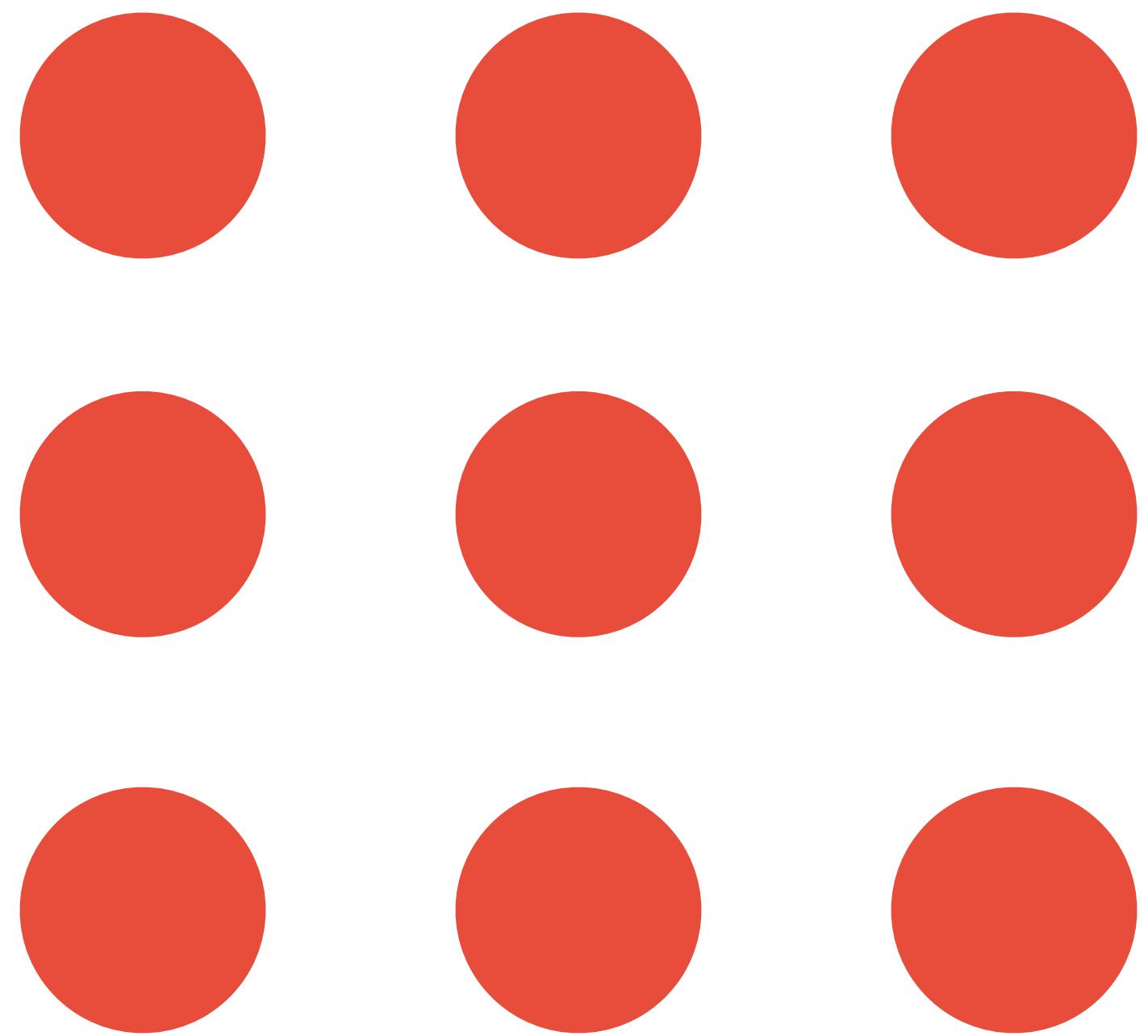


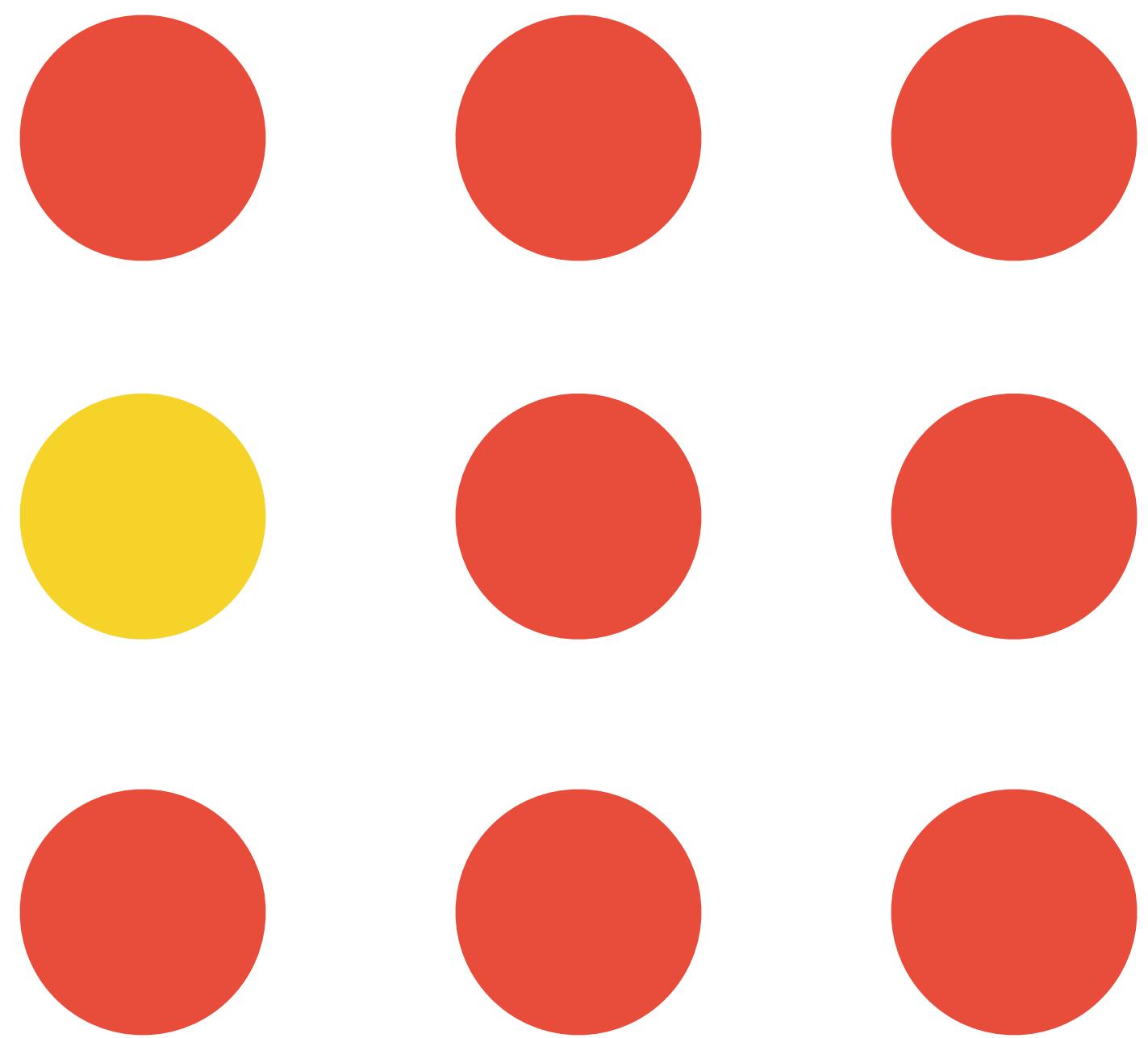
# Horizon Line

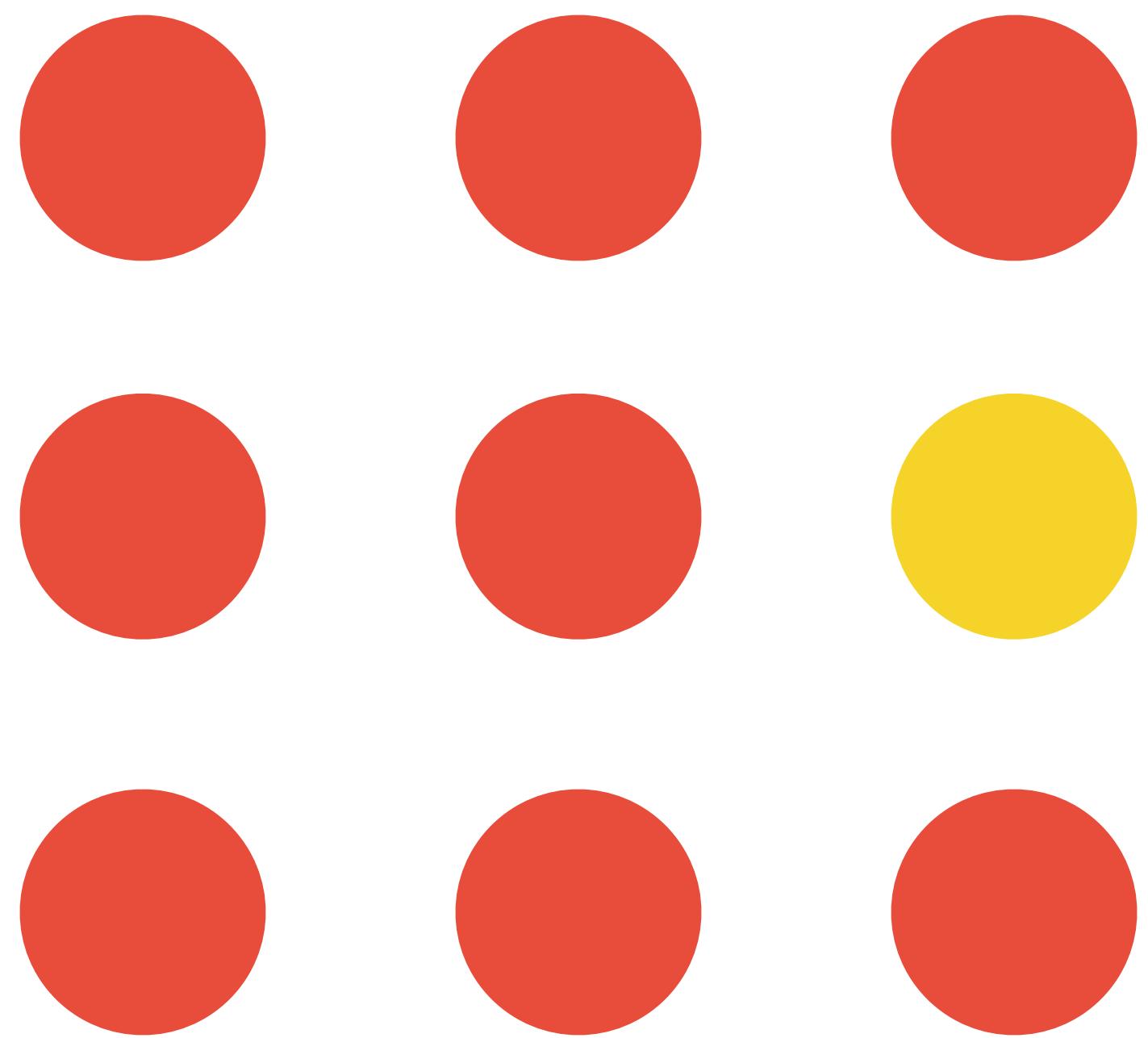


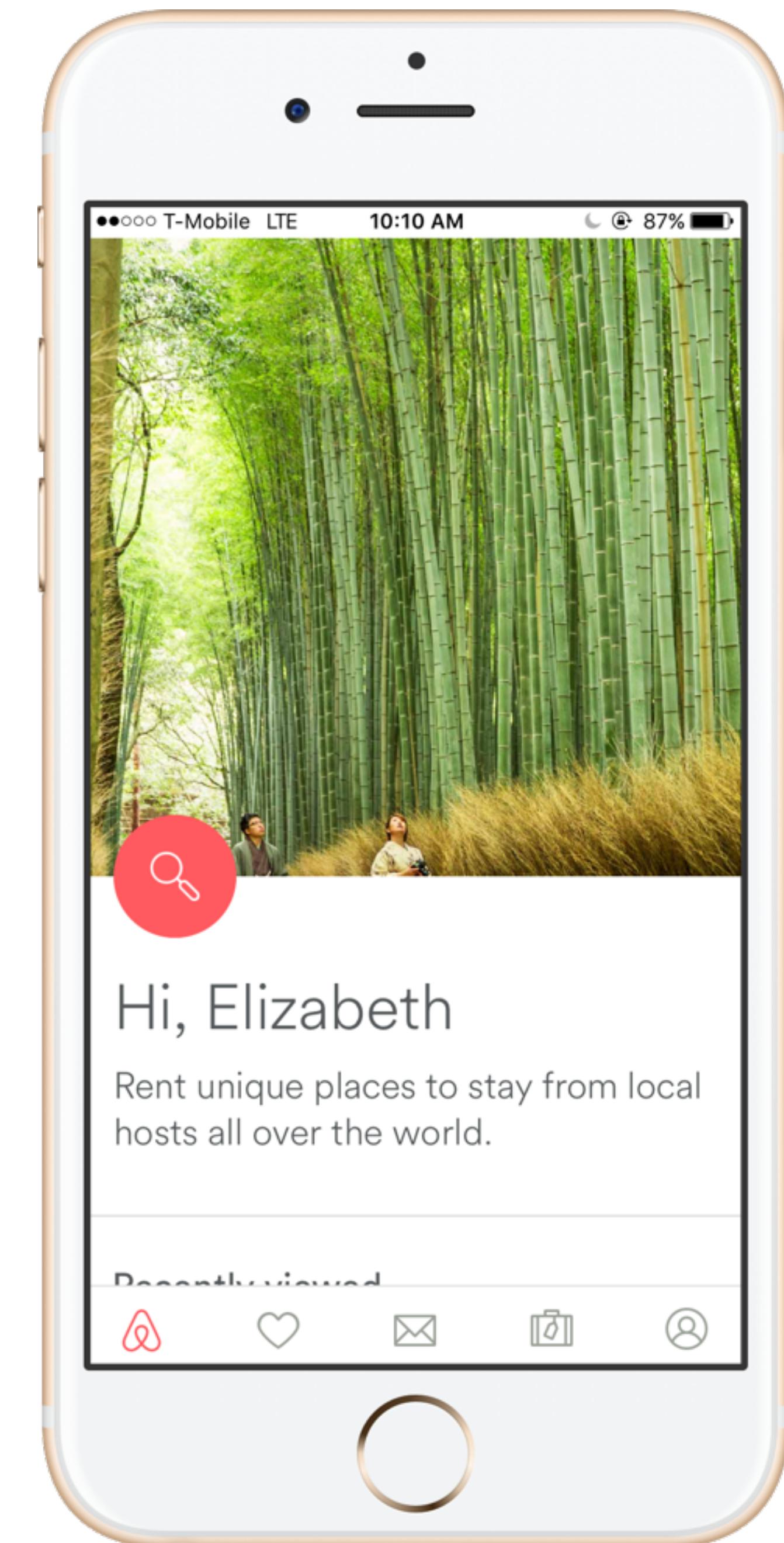
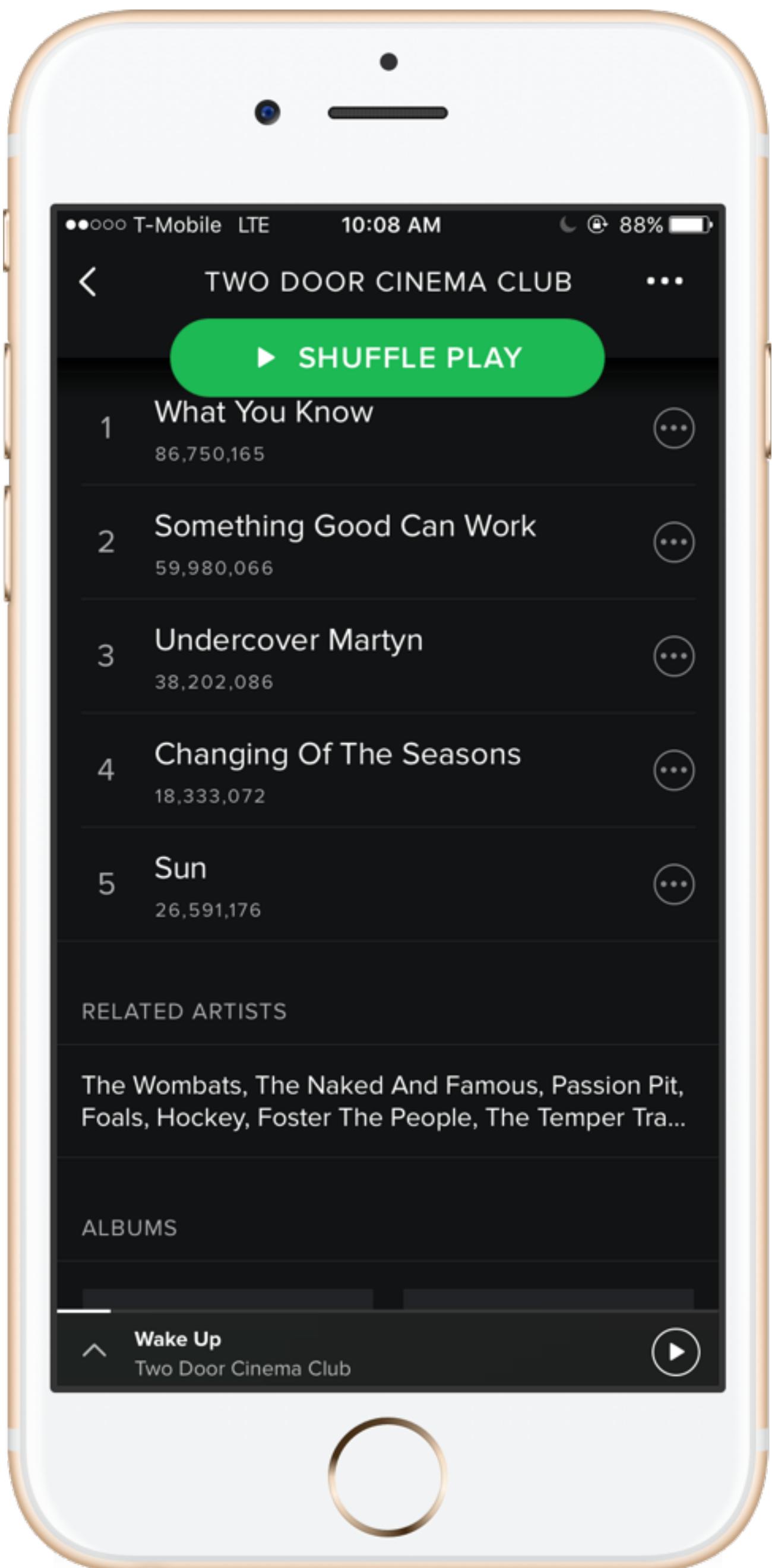
Ask yourself

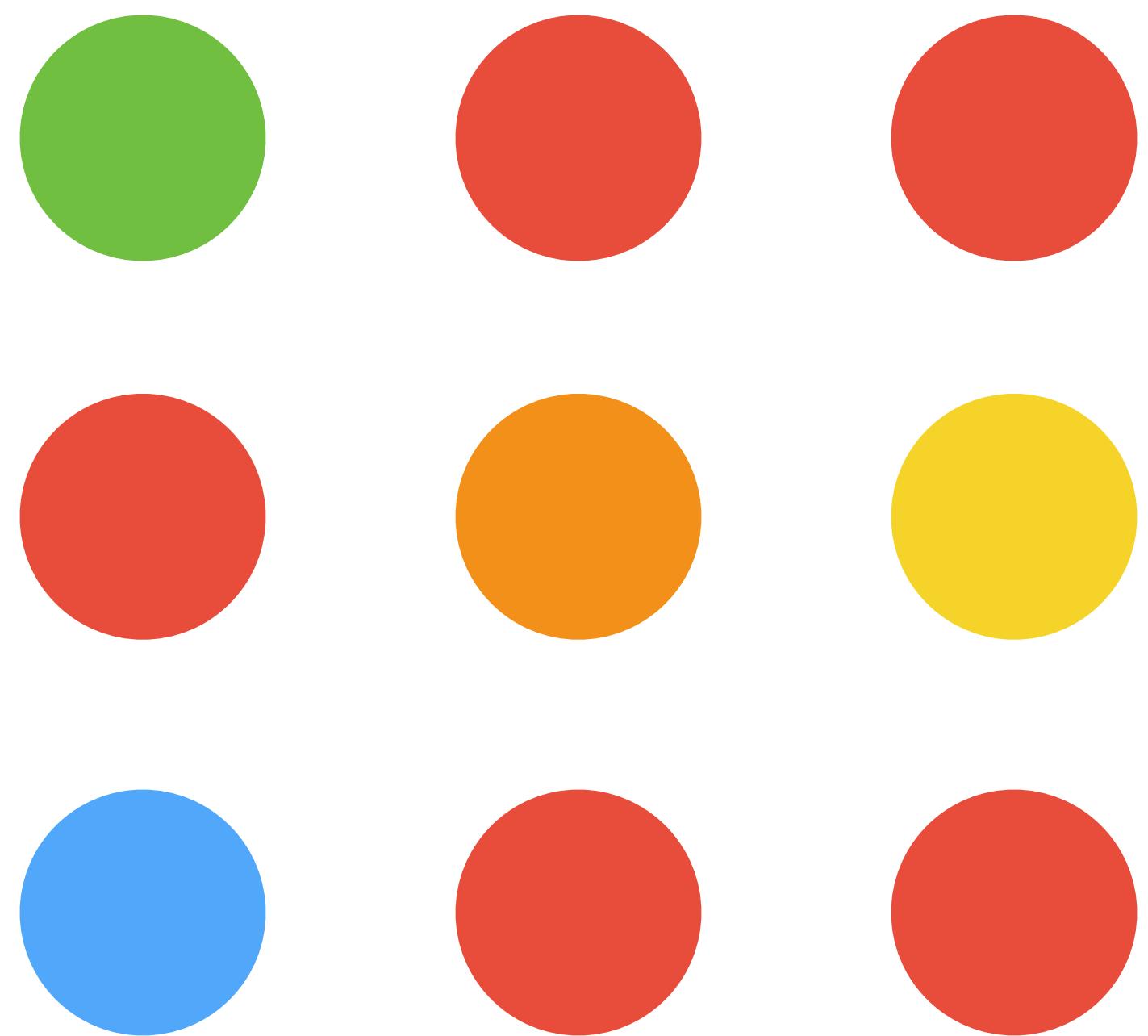
**What is most important?**











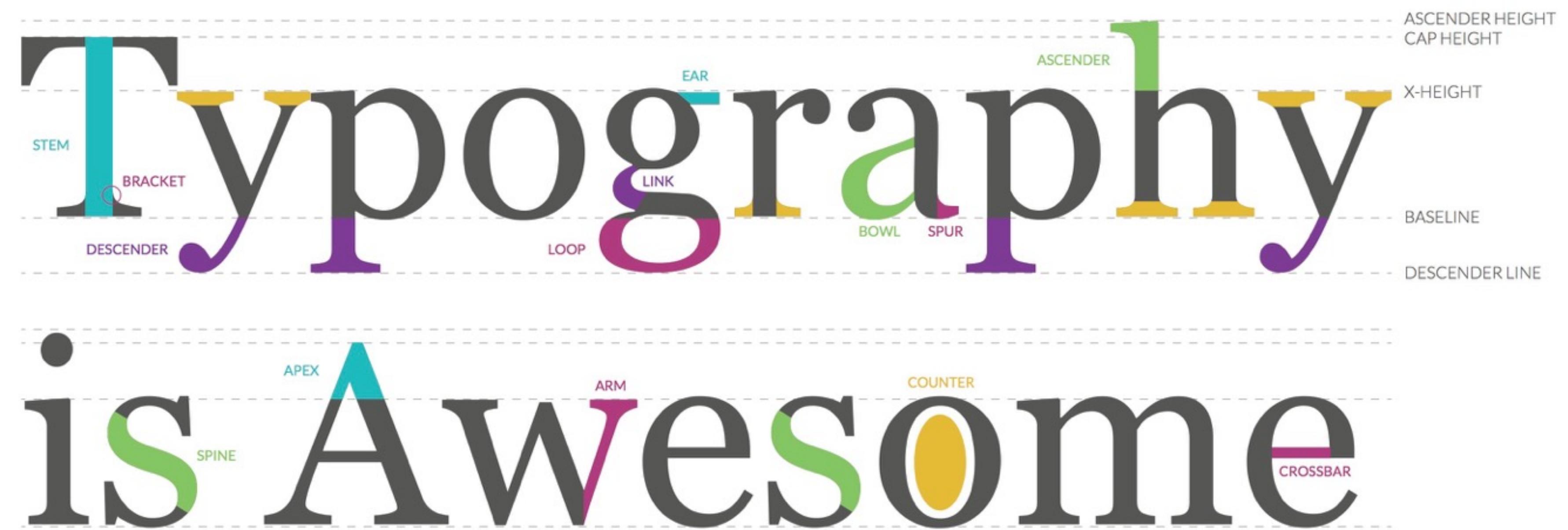
# What is typography?

**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***

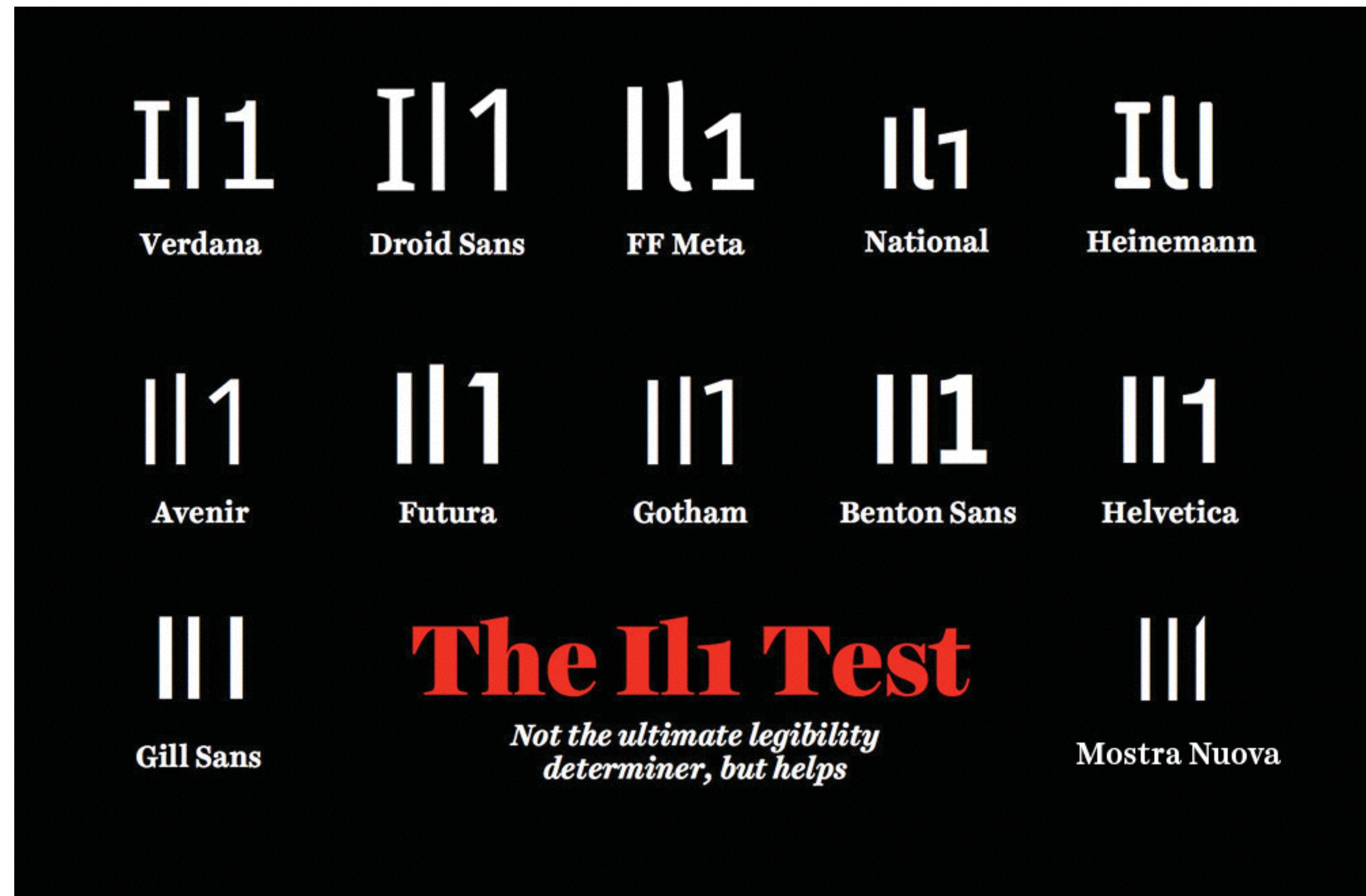
## 2. Does it have a tall x-height?

Gotham Medium

### 3. Does it have a true italic?

*Georgia* vs. *Georgia*

## 4. Does it pass the l1l 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.

# A few iOS Guidelines

**Take advantage of the whole screen**



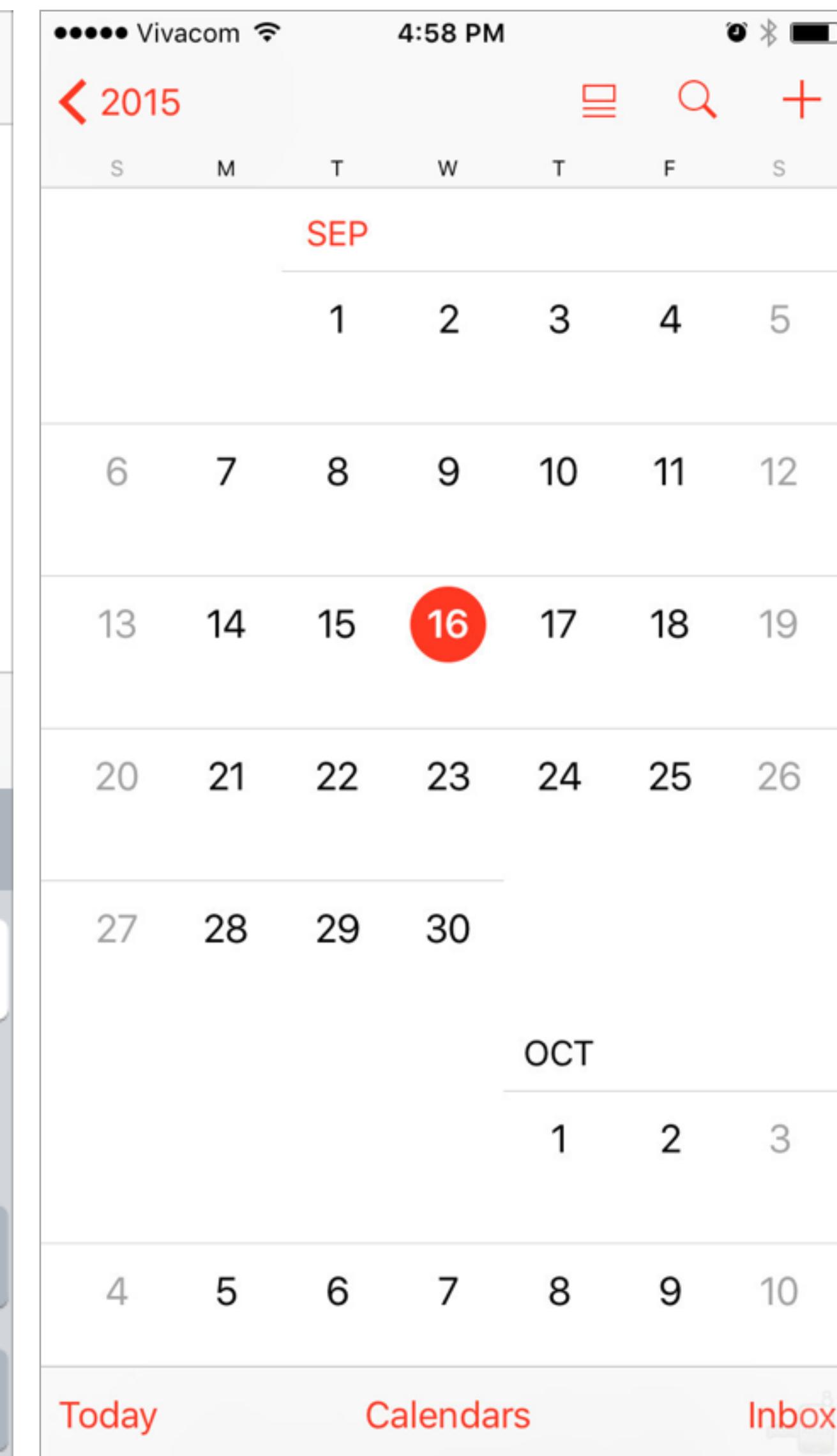
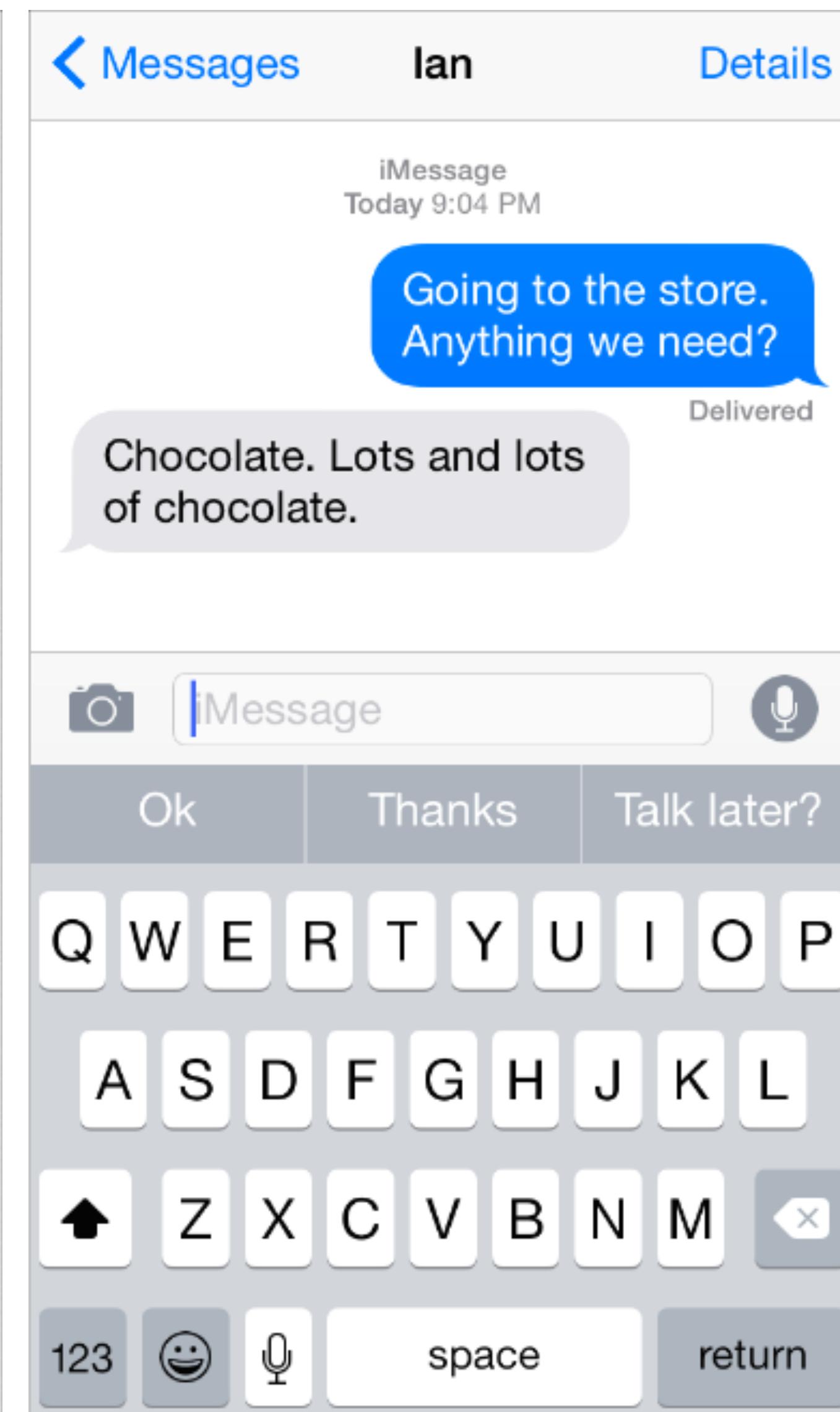
**Let color simplify the UI**

[◀ Back](#)

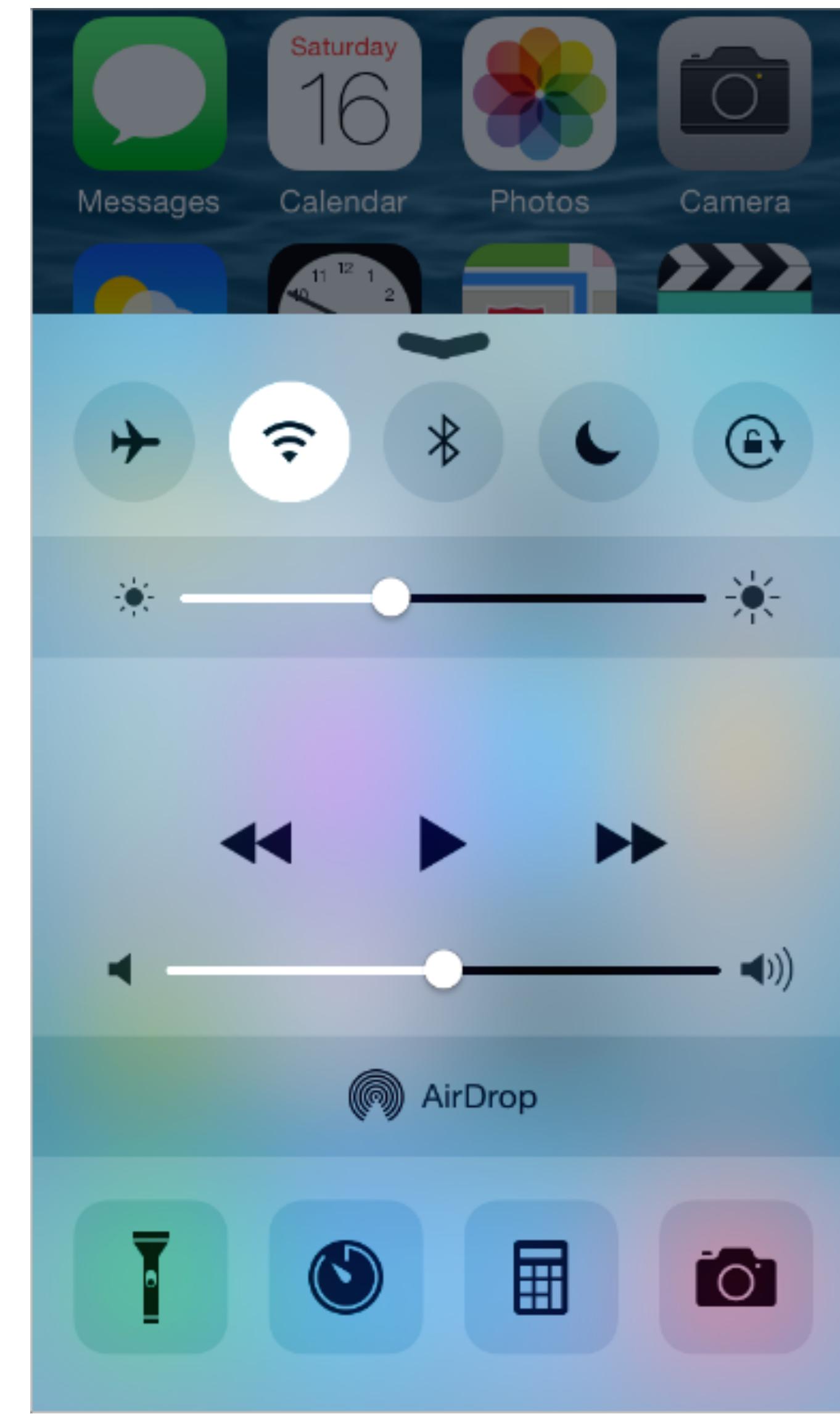
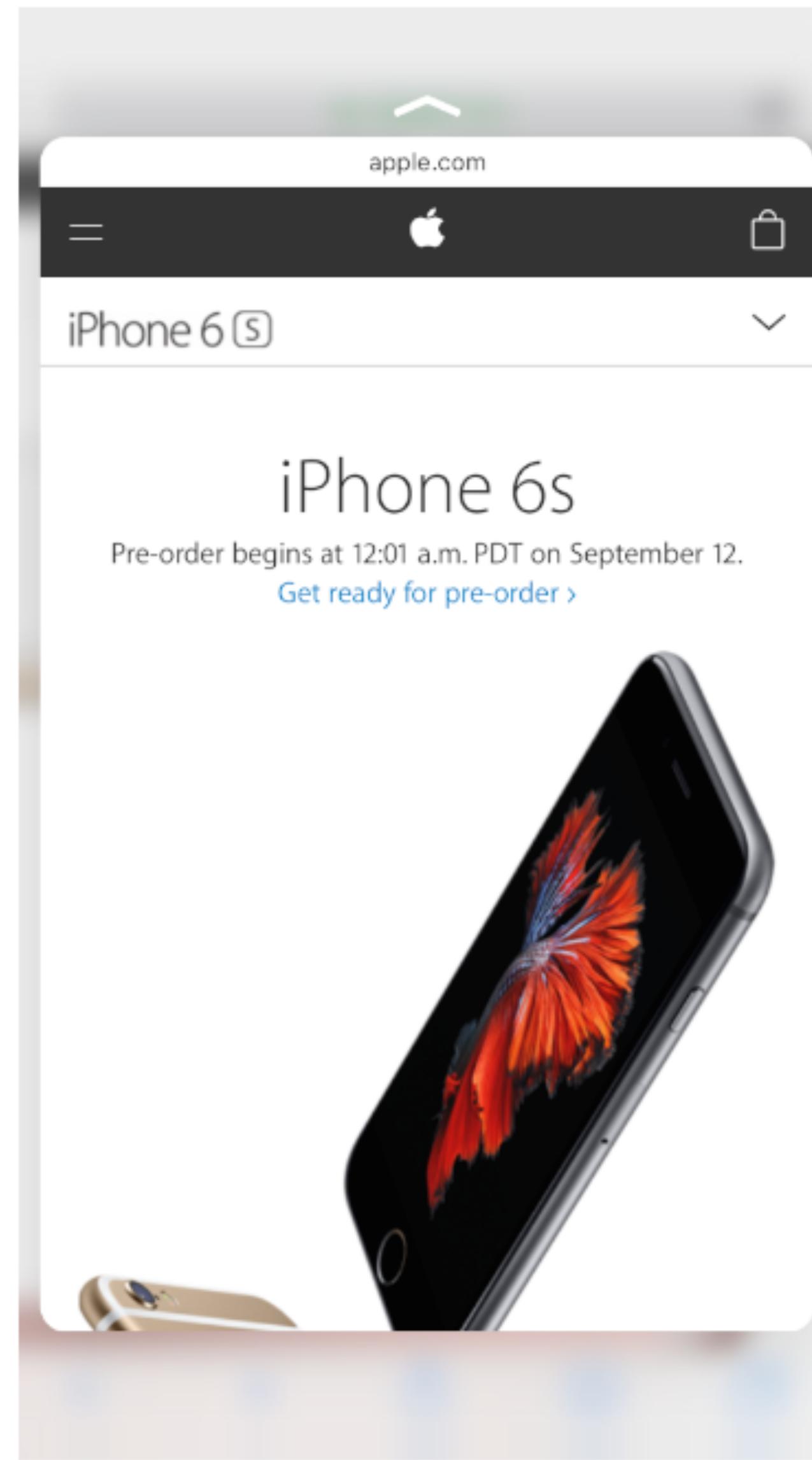
August 16, 2014, 7:04 PM

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](#) [new message](#) [Compose](#) [Edit](#)



**Use depth to communicate**



# Questions?

Thanks 🤝

*elizabethylin@gmail.com*