



RWD

Class 10

Overview

Turn in Content Assignment

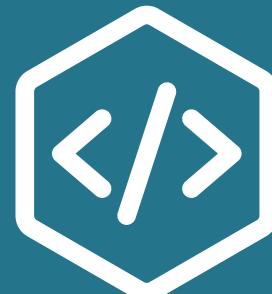
Survey Feedback

CSS Grid CodePen Assignment

Visual Design Process on the Web

TypeCast & Sketch Overview

Work on Style Assignment



Submit Content Assignment

<http://rwdkent.com/class/assignments/content>



Current Events



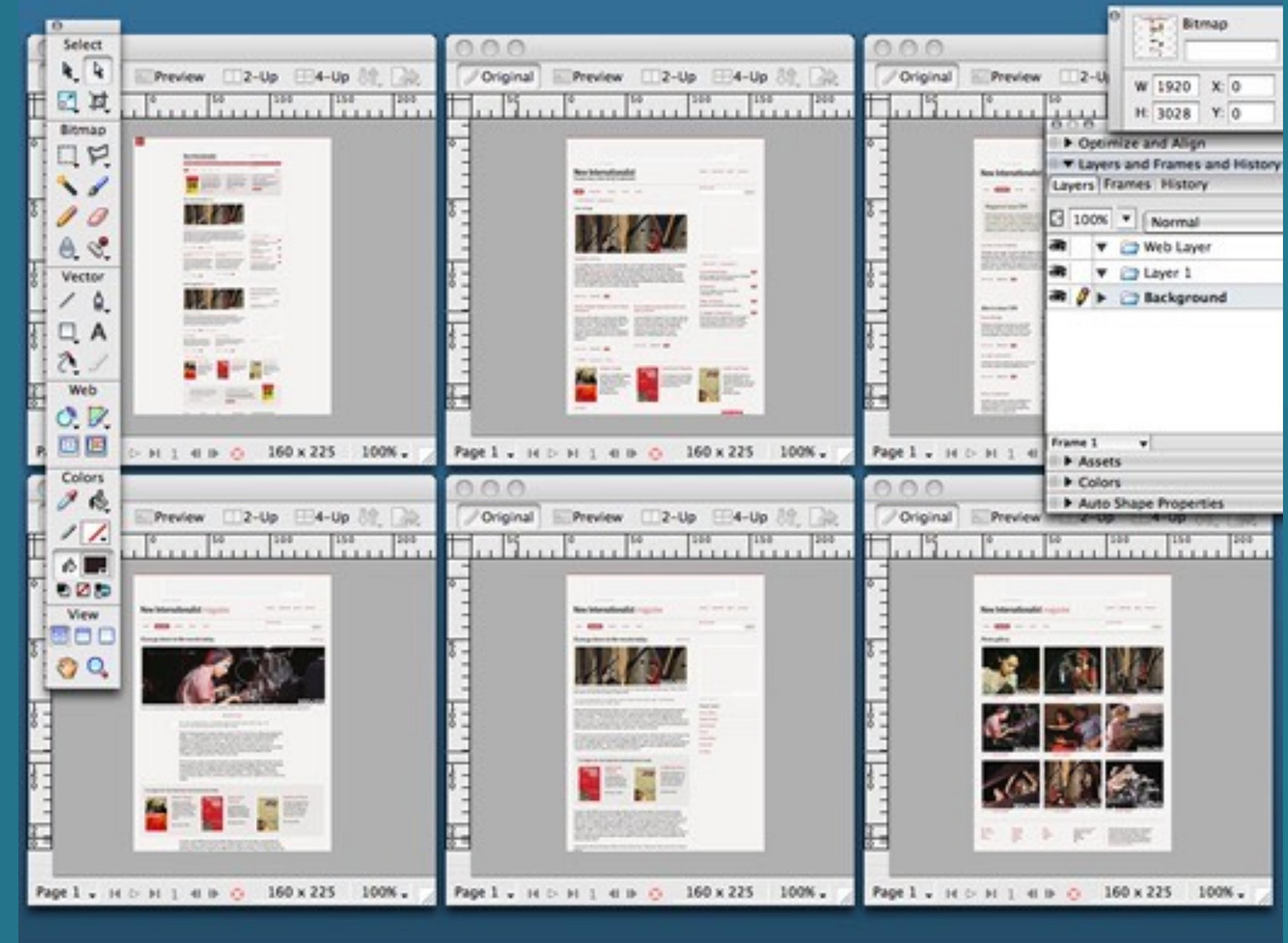
CSS Grid Workshop

<https://mozilla-developers.github.io/playground/02-first-grid/>



Visual Design Process on the Web







Home Page

Interior Page

News Article

Home Page

Home
Page

Interior Page

Interior
Page

News Article

News
Article



Home Page

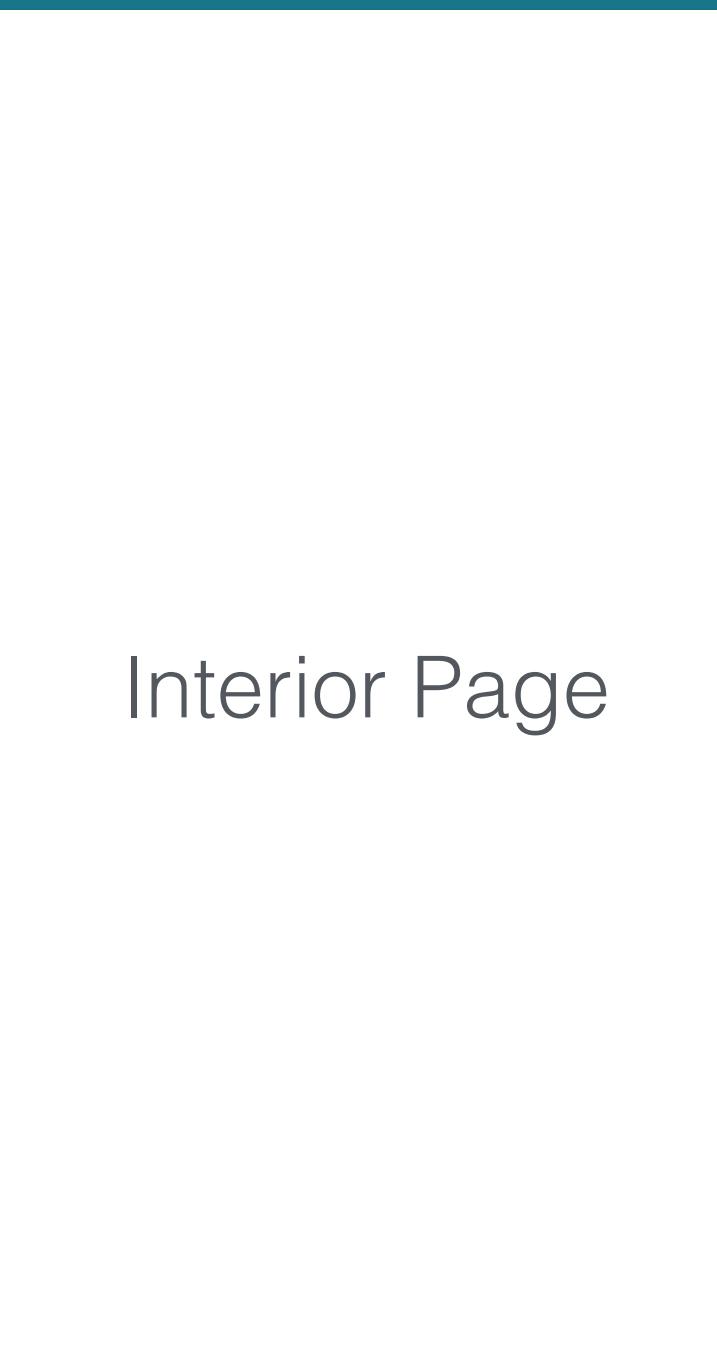
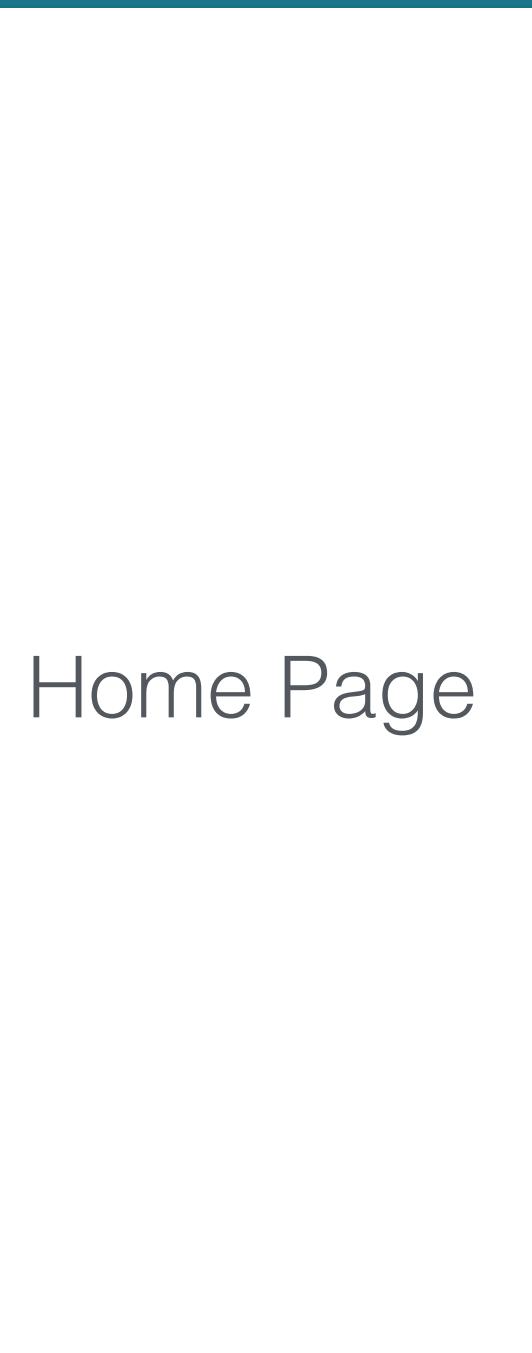
Home
Page

Interior Page

Interior
Page

News Article

News
Article



Home Page
with rollovers

Home
Page
with
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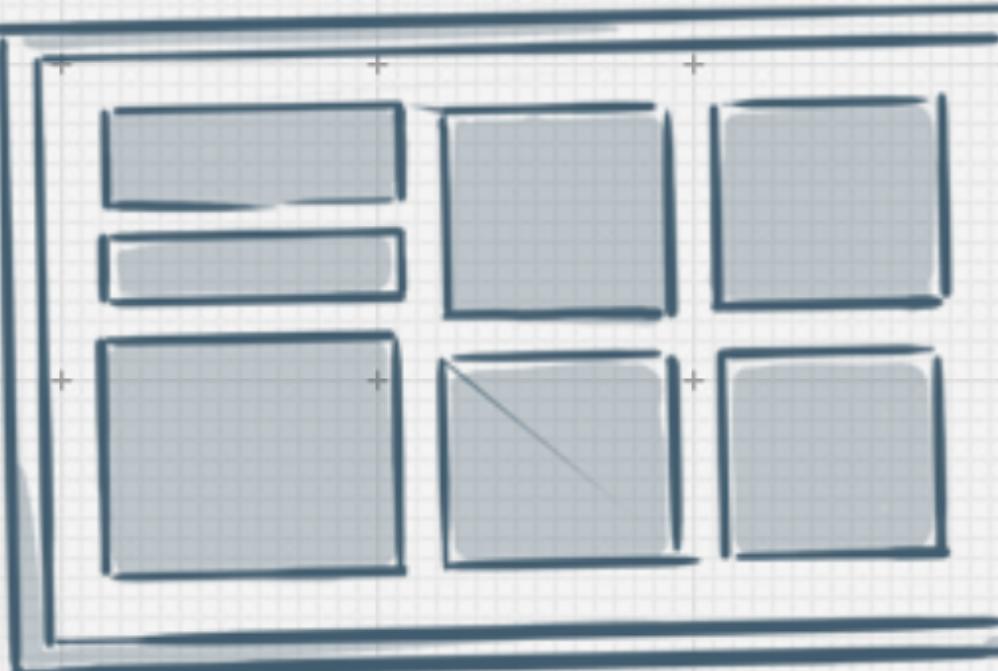
Style TILES

A Visual Web Design Process *for Clients & the Responsive Web*

■ WHAT ARE STYLE TILES? ■

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



DOWNLOAD TEMPLATE 

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

Present clients with interface choices without making the investment in multiple photoshop mockups.

■ WHEN TO USE STYLE TILES? ■

“Style tiles are a flexible starting point that define a style to communicate the web in a way clients understand. A style tile is more refined than a traditional mood board and less detailed than a website mockup or comp.”

Samantha Warren, Style Tiles and How They Work



<http://alistapart.com/article/style-tiles-and-how-they-work>



Election Headline

Font: FF Tisa Web Pro Bold Typekit

Election Subhead

Font: FF Tisa Web Pro Typekit

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This is an example of a Text link »

Learn More ➔

Possible Colors



Possible Patterns



Style Tile
version:3



Election Headline

Font: Sirba Web from Typekit

Election Subhead

Font: Sirba Web Italic from Typekit

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This is an example of a Text link »

Learn More »

Style Tile
version:2

Possible Colors



Possible Patterns

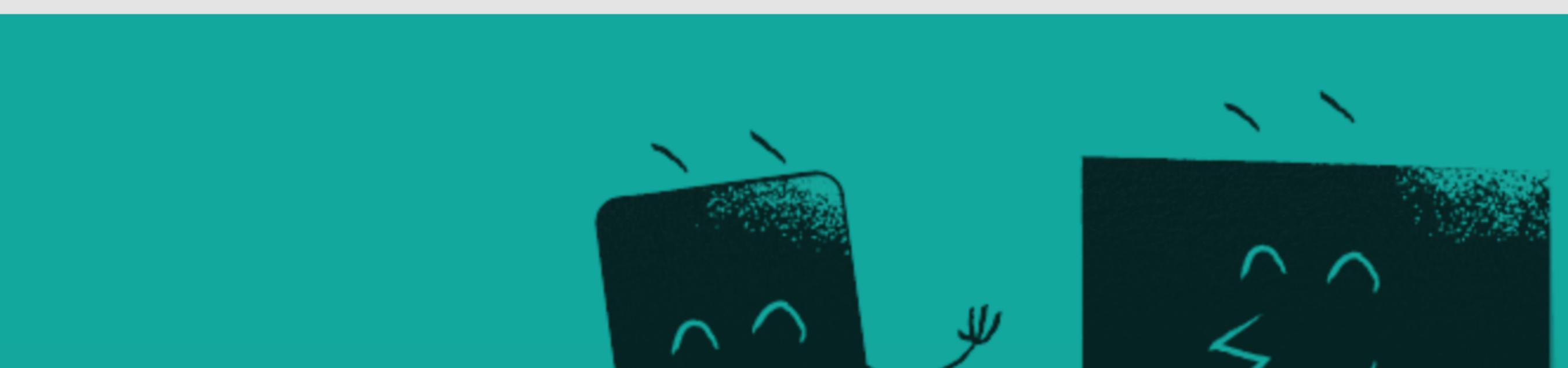
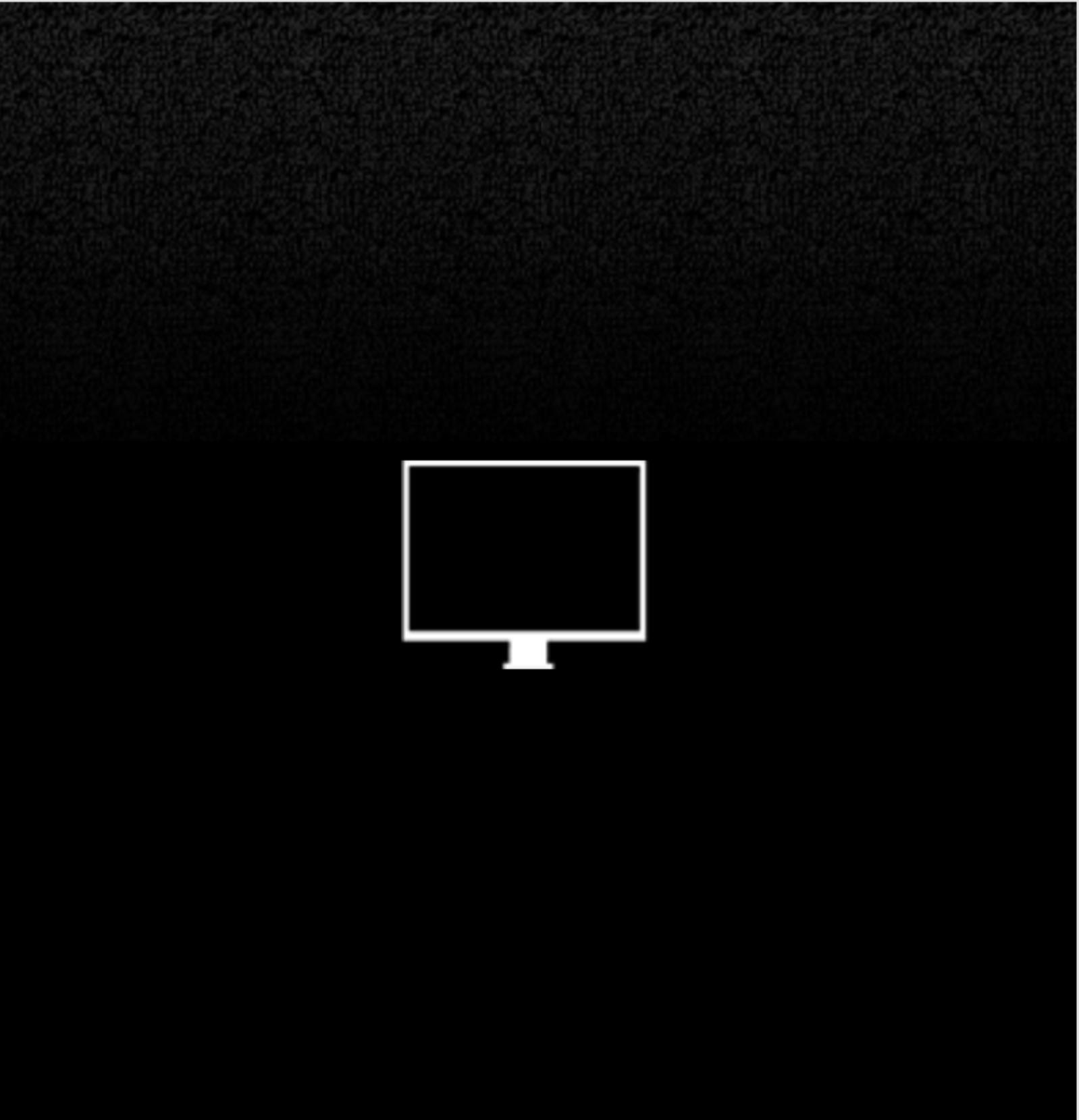
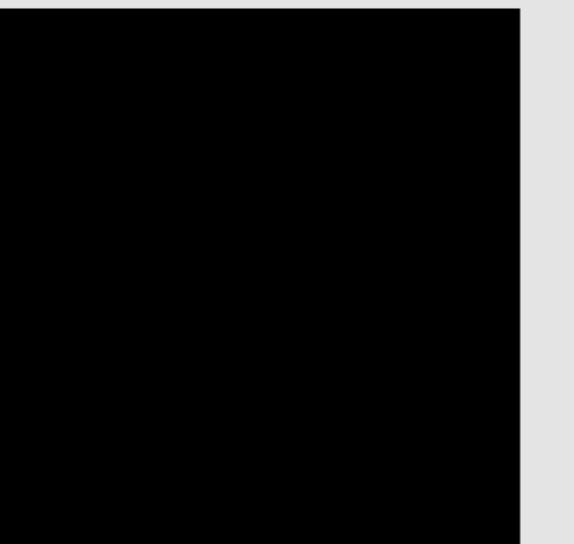
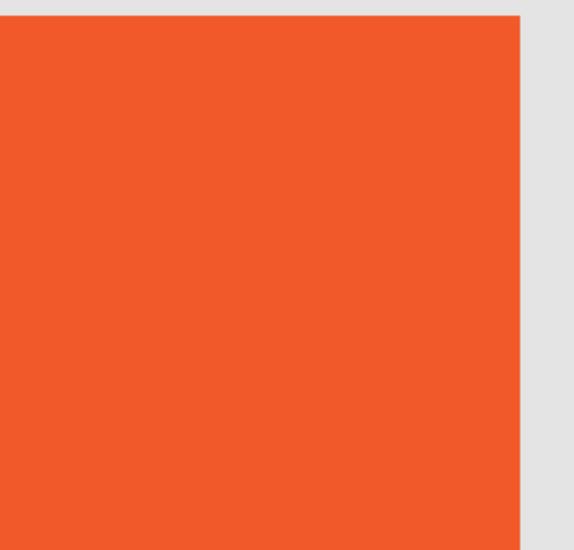
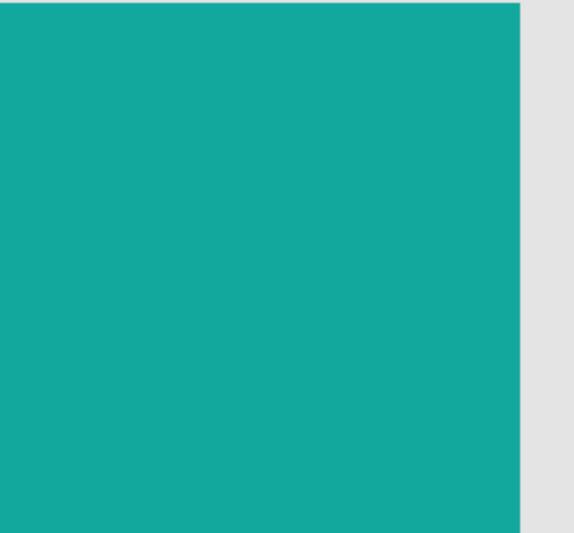


**Authoritative Solid
Insightful Conservative**



Hey There

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“...the goal of a Style Prototype is to allow a client to get a visual summary of a site’s proposed design direction without the time investment of creating multiple pages of Photoshop comps or fully developing HTML pages.”

Jeremy Lloyd: Our New Responsive Design Deliverable: The Style Prototype



http://seesparkbox.com/foundry/our_new_responsive_design_deliverable_the_style_prototype

“The web affords us a wonderful opportunity: to be able to design and test a design in the actual medium for which we’re designing. It’s time to stop designing pictures of websites and start designing all aspects of the user experience simultaneously and in a practical way.”

Stephen Hay. “Responsive Design Workflow”



How Can We Better Understand the Client's Aesthetic Preferences?



What are the advantages of
prototyping in the browser
(as opposed to
Photoshop)?



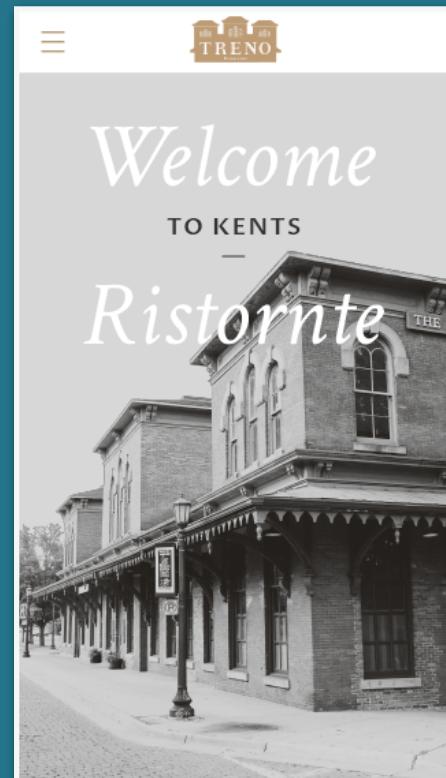
Style Prototype Demo

<http://sparkbox.github.io/style-prototype/>



Mockups/Comps





ABOUT

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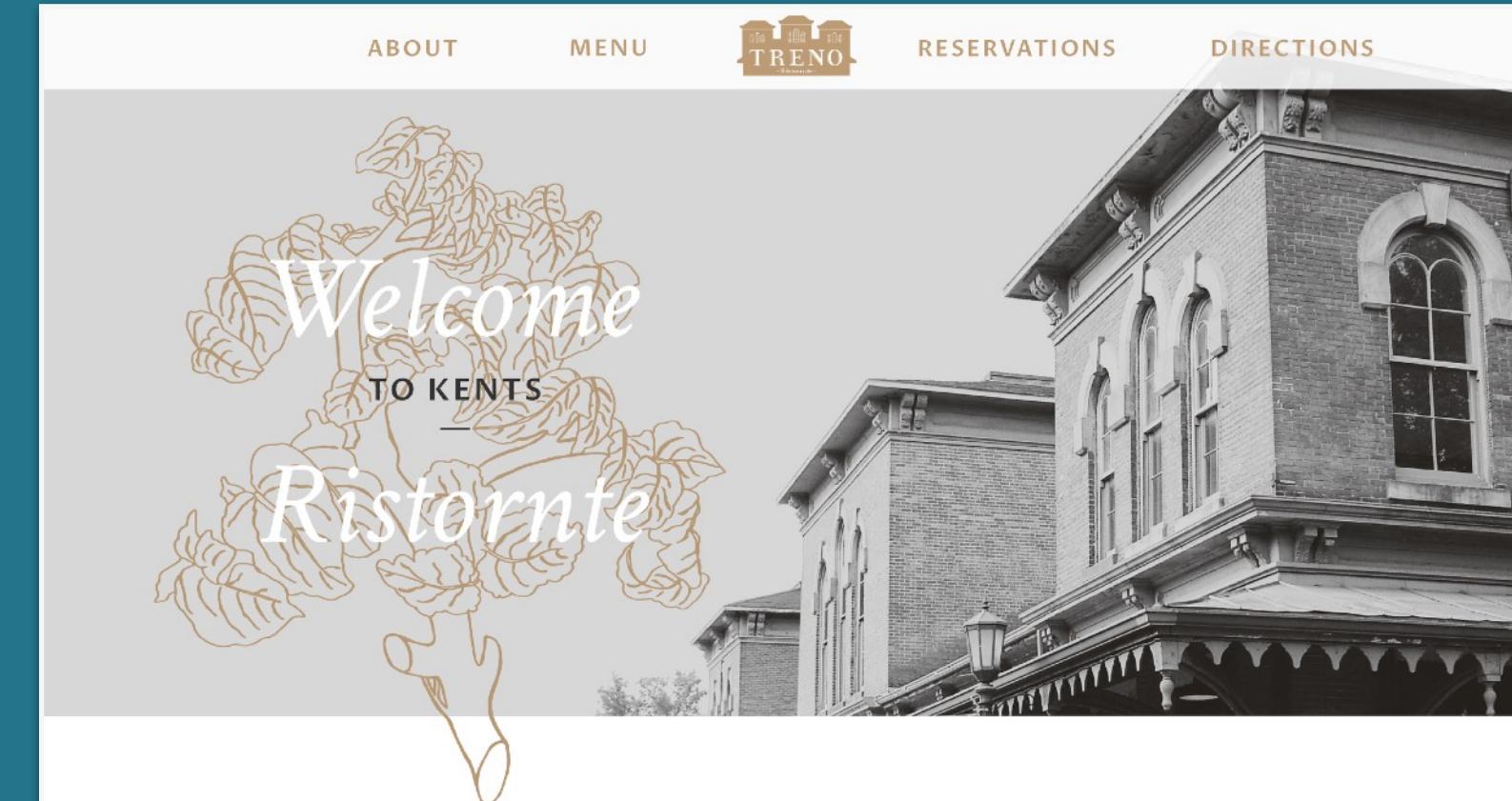


EVENTS

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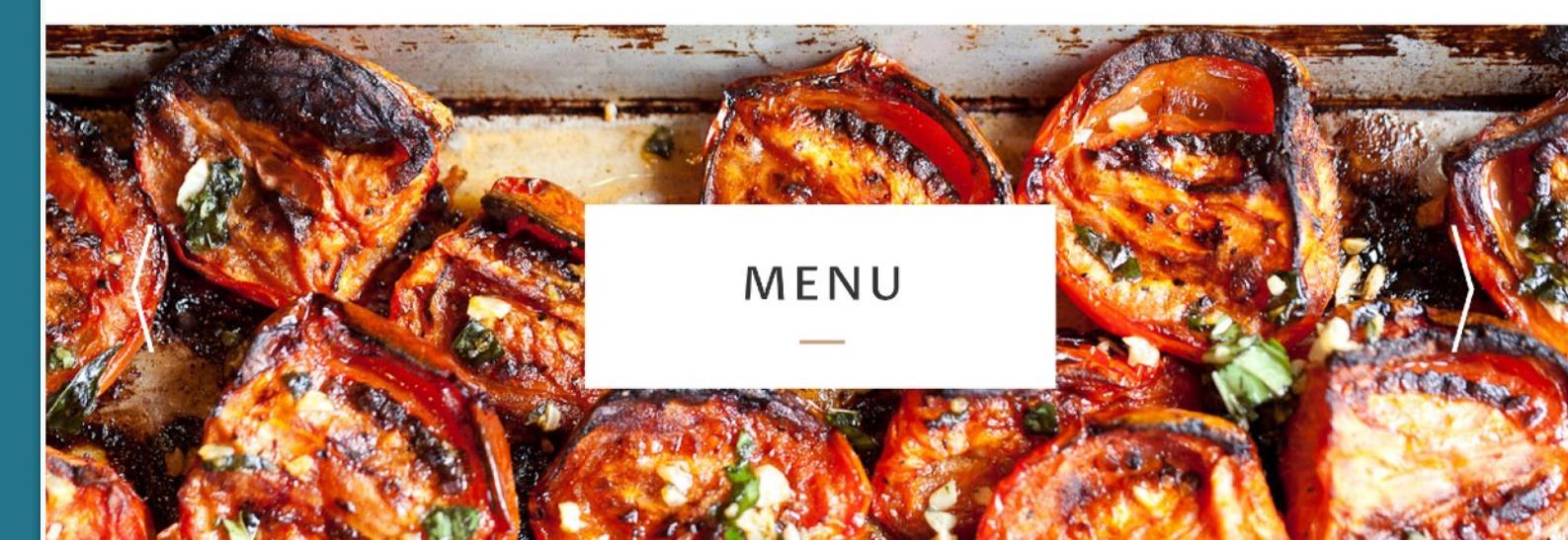
SPECIALS

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MENU

EVENTS

KENT STATE
HISTORICAL FEST

JUNE 23, 2017

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SPECIALS

LINGUINE DI MARE

Shrimp and mussels sauteed with homemade pomodoro sauce and whole grain linguine.

\$17

Design Process

Style Tile (for feedback) and Light Mockups in Static Design Tool

Begin prototyping in the browser.

Jump back to static tool when needed until you have a final prototype.



TypeCast



Type Does Not Look the Same In the Browser as It Does In Static Designs



Sketch

Becoming a popular static tool for
interaction designers

\$99 (\$50 education)



TypeCast & Sketch Hands-On



Break



Style Assignment

<http://rwdkent.com/class/assignments/style/>



For Next Class

Read:

HTML Wireframes and Atomic Web Design by Brad Frost

Due:

Style Tiles and Prototype (Export to PDF and put on project page)

CSS Grids Assignment (continued)

