



RWD

Class 10

Overview

Turn in Content Assignment

TypeCast & Sketch Overview

Survey Feedback

Work on Style Assignment

Visual Design Process on the Web



Survey Feedback

More practice in class would be nice

Make screens easier to see

Utilizing progression of skills each week is helpful

Class is late in afternoon (ZZZZZ)

More about design aesthetic and process

Lectures could be a bit faster

Pop quizzes aren't helpful



Submit Content Assignment

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



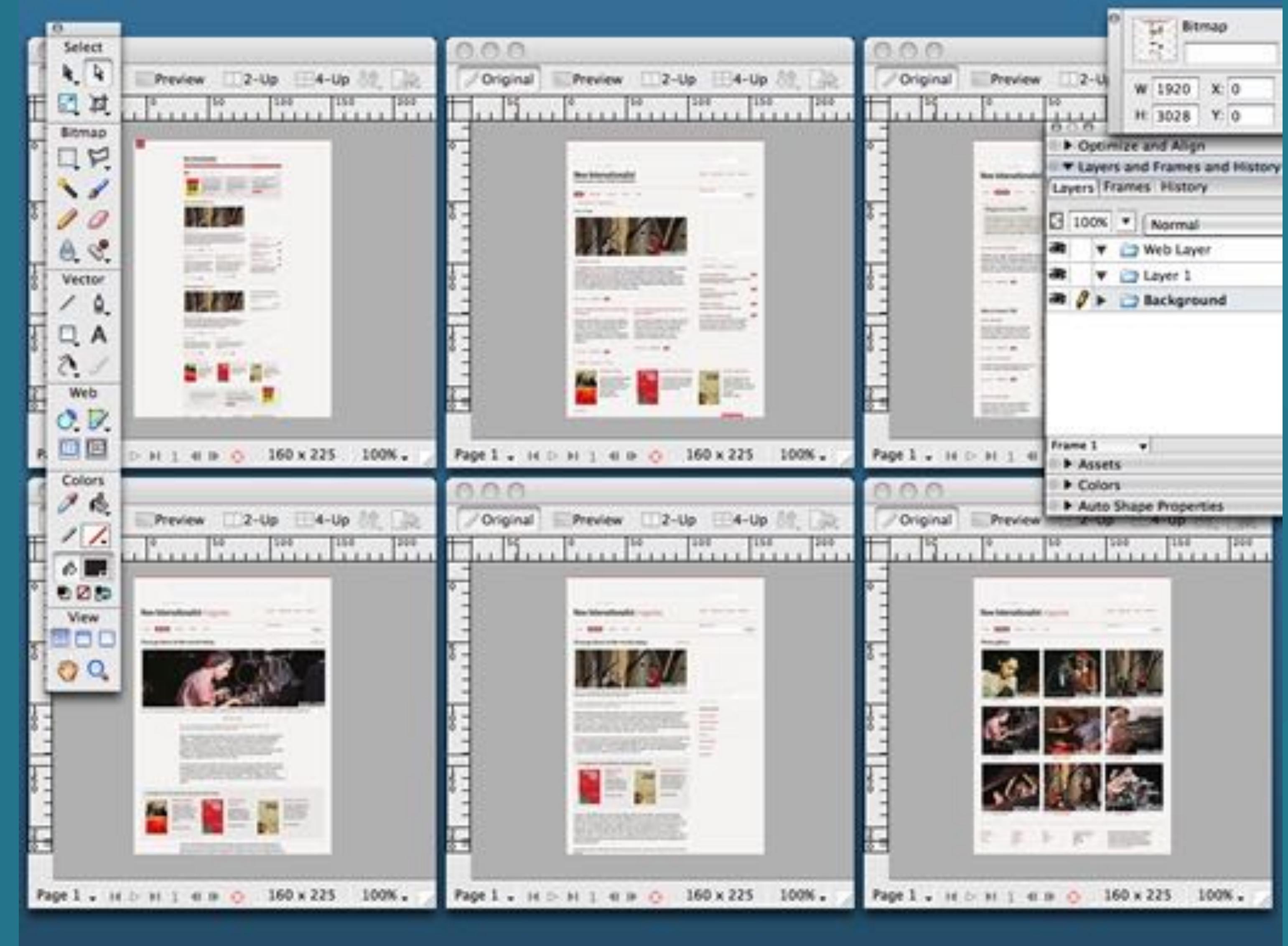
Flexbox Froggy

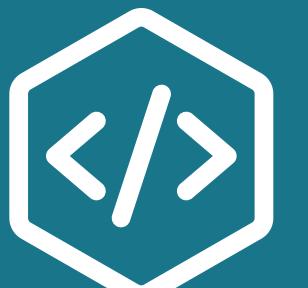
<http://flexboxfroggy.com/>



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

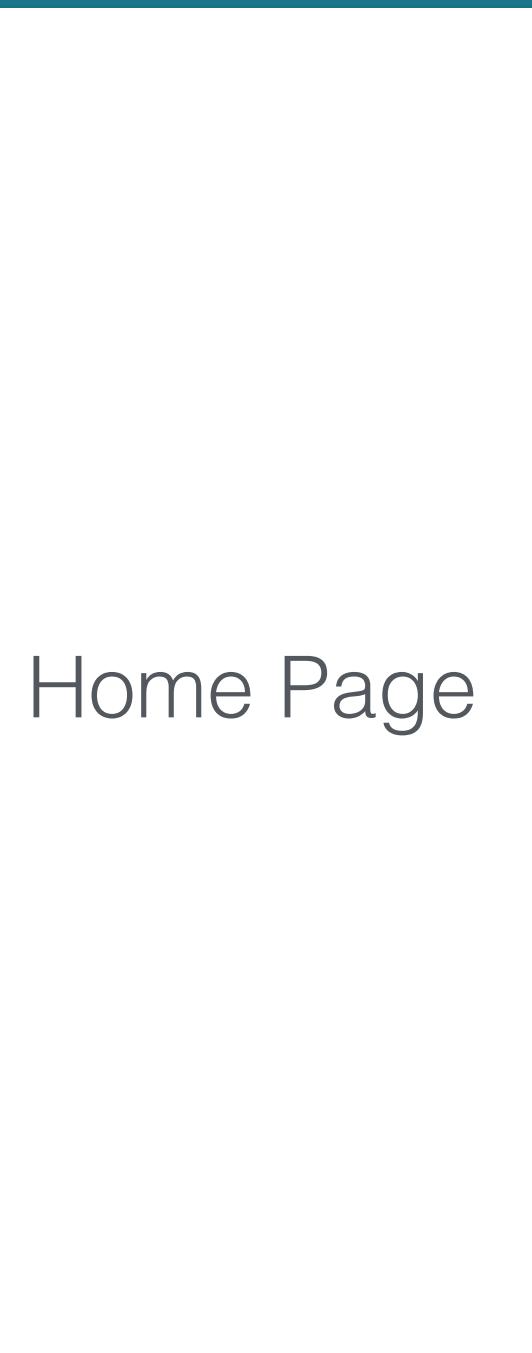
Home
Page

Interior Page

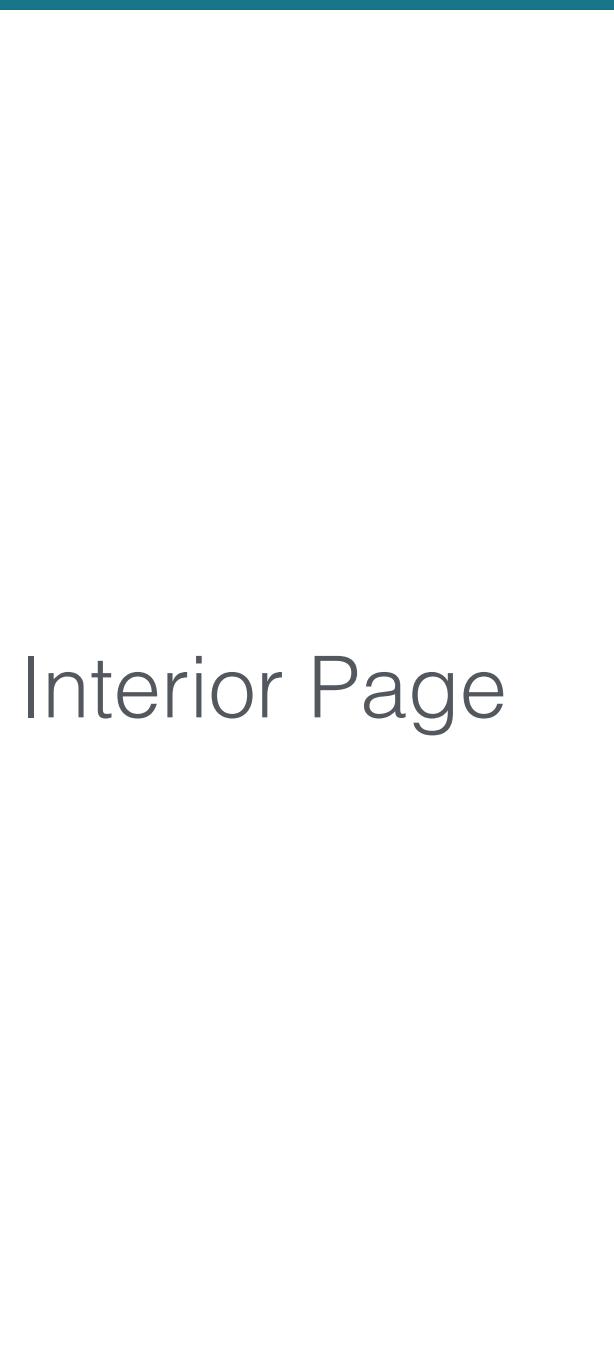
Interior
Page

News Article

News
Article



Home Page



Interior Page



News Article



Home Page
with rollovers

Home
Page
with
rollovers

Interior Page
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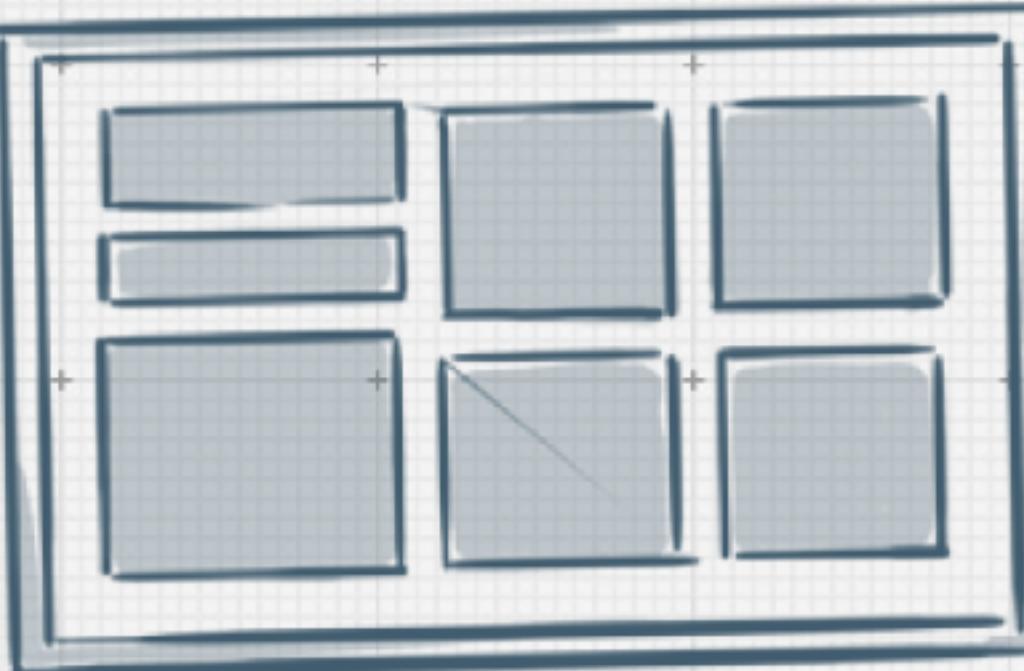
Style TILES

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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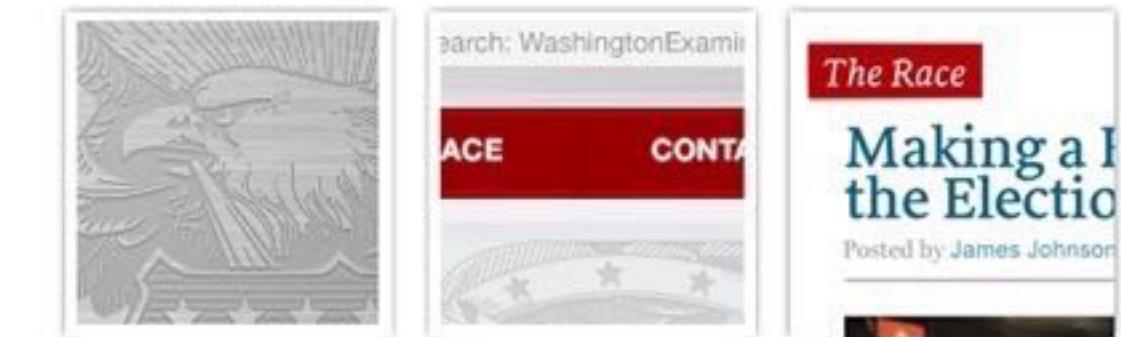
Learn More »

Style Tile
version:2

Possible Colors



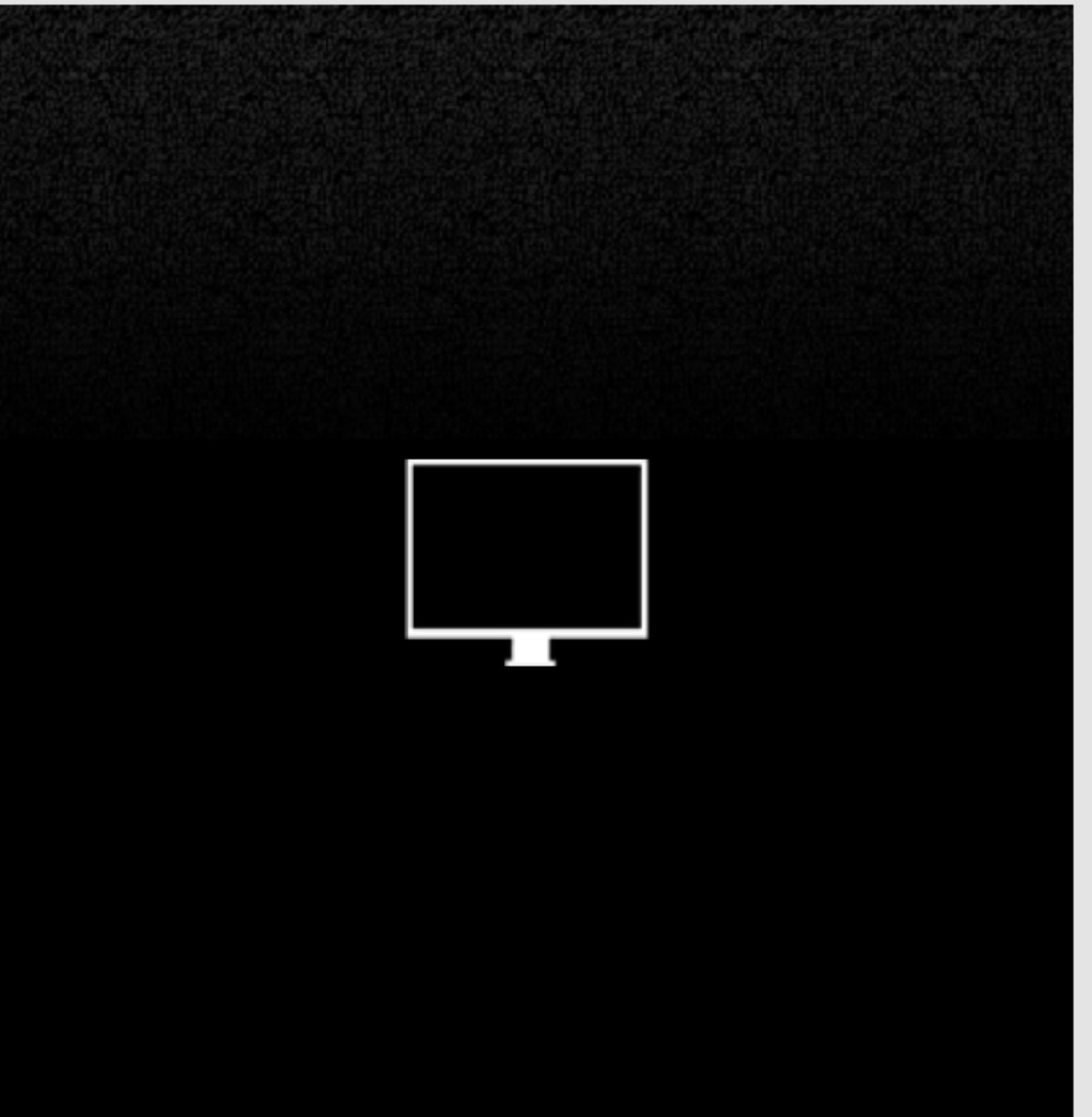
Possible Patterns



Authoritative Solid
Insightful **Conservative**



Hey There



“...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”



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.



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



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



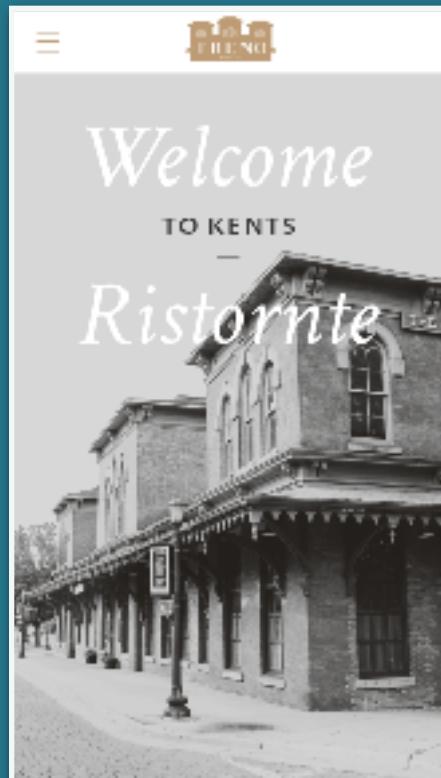
Style Prototype Demo

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



Mockups/Comps





ABOUT

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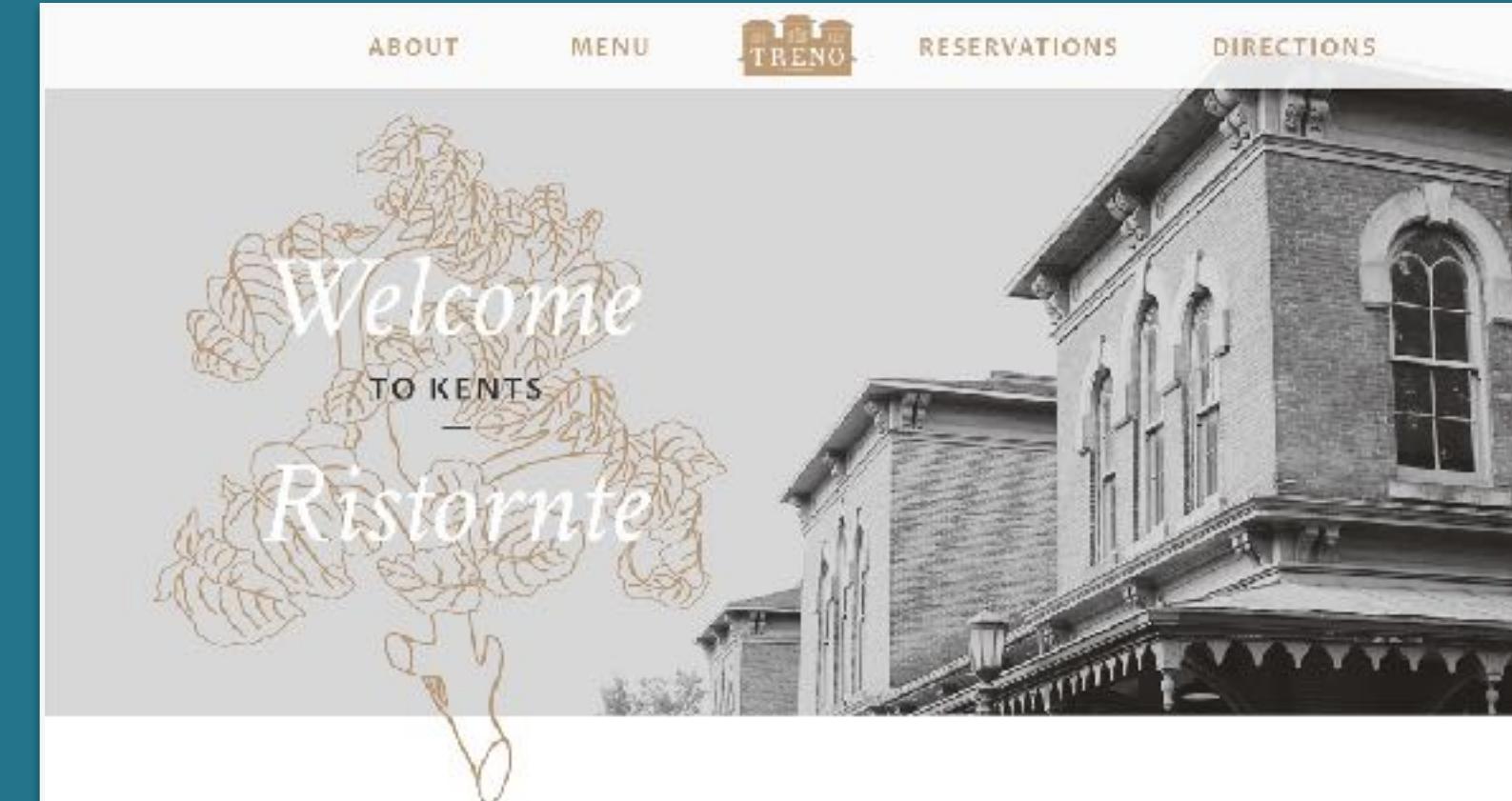


EVENTS

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SPECIALS

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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

Responsive Deliverables

Dave Rupert



“Tiny Bootstraps, for
Every Client”

Dave Rupert



The screenshot shows the Microsoft homepage. At the top, there's a navigation bar with links for Products, Downloads, Support, Security, and Shop. A search bar is located at the top right. Below the navigation, there's a large image of an HTC smartphone displaying a grid of app icons. To the left of the phone, there's a blue box with the text "Windows Phone" and "Design the next great app for Windows Phone" followed by a "Get the SDK" button. The main content area is divided into several sections:

- Discover**: Includes links to Windows, Office, Surface, Windows Phone, Xbox, Skype, and Bing.
- For home**: Includes links to Check out the revolutionary screen management for Surface, Streamline your work and play routine with Windows 8, Get the complete family, and Use search with search results you really prefer: Type, Pinch & Click.
- Downloads**: Includes links to Windows, Office, Internet Explorer.
- Security & updates**: Includes links to Microsoft Update, Microsoft Security Essentials, Windows Service Pack Center, Windows Help and Support, Office, and Windows Live account.
- Support**: Includes links to Windows Help and Support, Office, and Windows Live account.

Below the main content, there's a "Follow us" section with links to Facebook and Twitter, and a "News Center". A green banner features a photo of a healthcare professional and the text "Rx for an ailing healthcare system". The footer contains links to Other Microsoft sites (Windows, Office, Surface, Windows Phone, Xbox, Skype, Bing, Microsoft Store), Downloads (External Drive, Windows download, Office download), Security (Security Home, Microsoft Security Essentials), Support (Support Home, Knowledge base), About (About, Careers, Company Home, Press releases, Site map), and Footer resources (Windows RT, PC and Laptop, Tablet and Computer, Windows Phone accessories, Windows Phone apps and games, Microsoft computer security, Microsoft revised test, Microsoft Dynamics CRM Online).

At the bottom, there are language and region settings (United States - English), a Microsoft logo, and links for Contact us, Privacy & Cookies, Terms of use, Trademarks, and © 2013 Microsoft.



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

