



# 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>



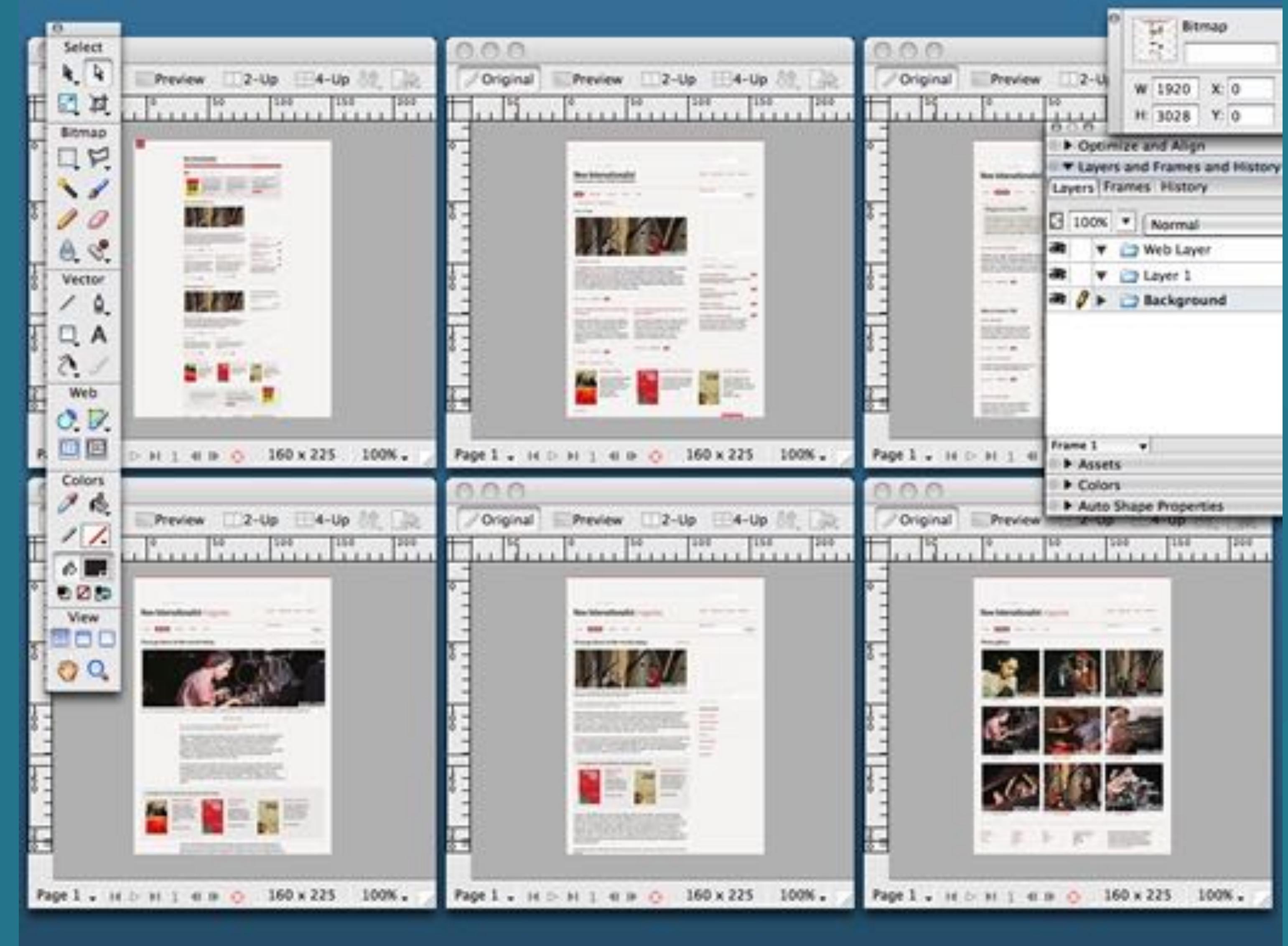
# Flexbox Froggy

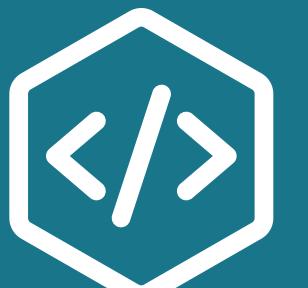
<http://flexboxfroggy.com/>



# 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

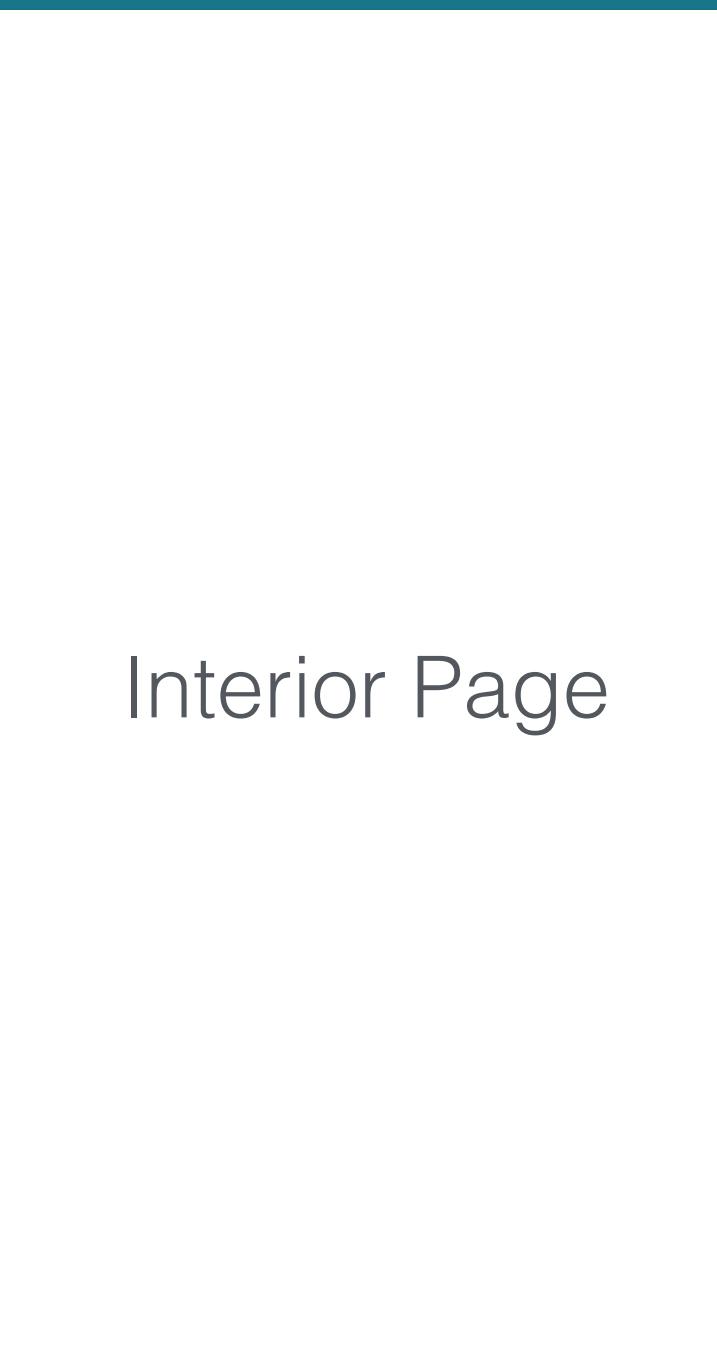
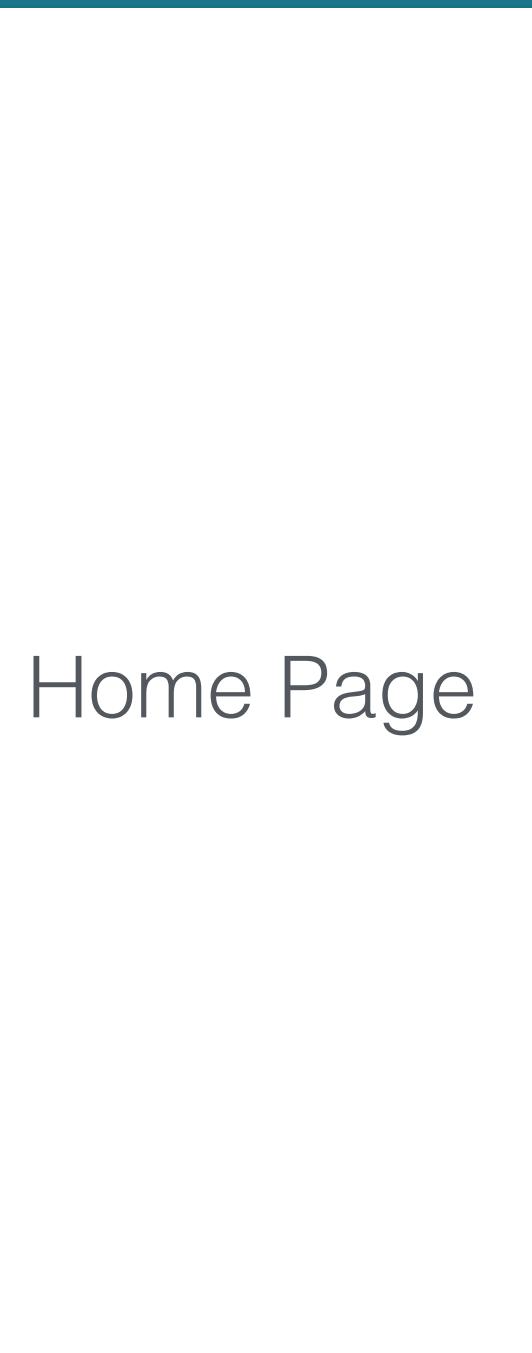
Home  
Page

Interior Page

Interior  
Page

News Article

News  
Article



Home Page  
with rollovers

Home  
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rollovers

Interior Page  
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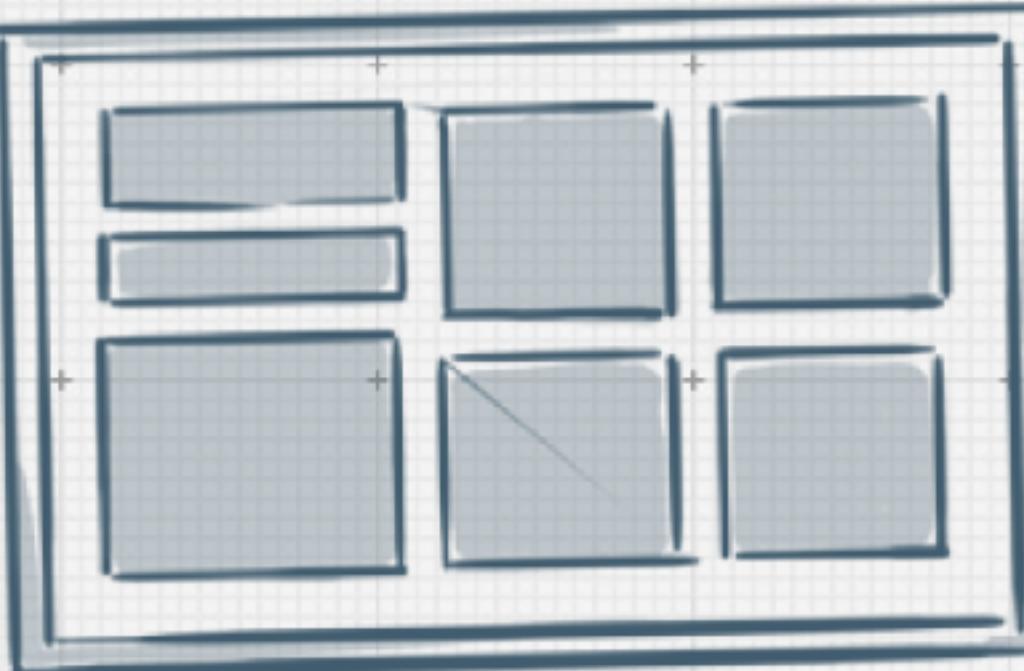
# Style TILES

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.”**

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*Samantha Warren, Style Tiles and How They Work*



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

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## 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

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### Election Subhead

Font: Sirba Web Italic from Typekit

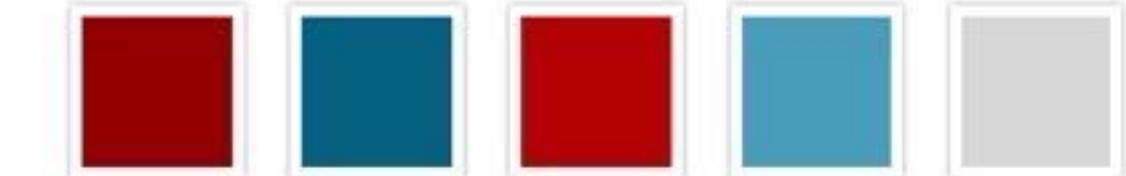
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*This is an example of a Text link »*

**Learn More »**

Style Tile  
version:2

Possible Colors



Possible Patterns



**Authoritative Solid**  
*Insightful* **Conservative**



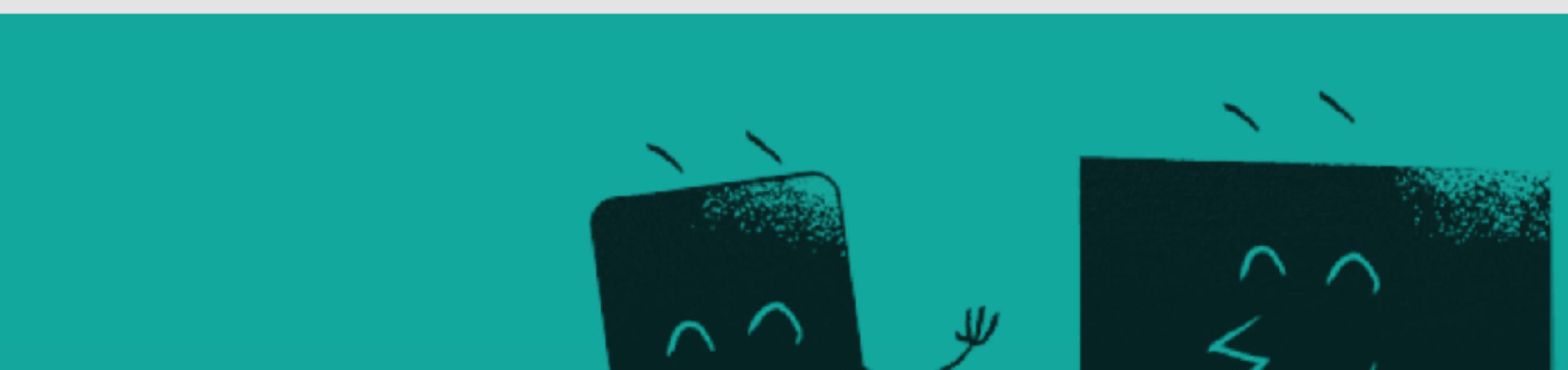
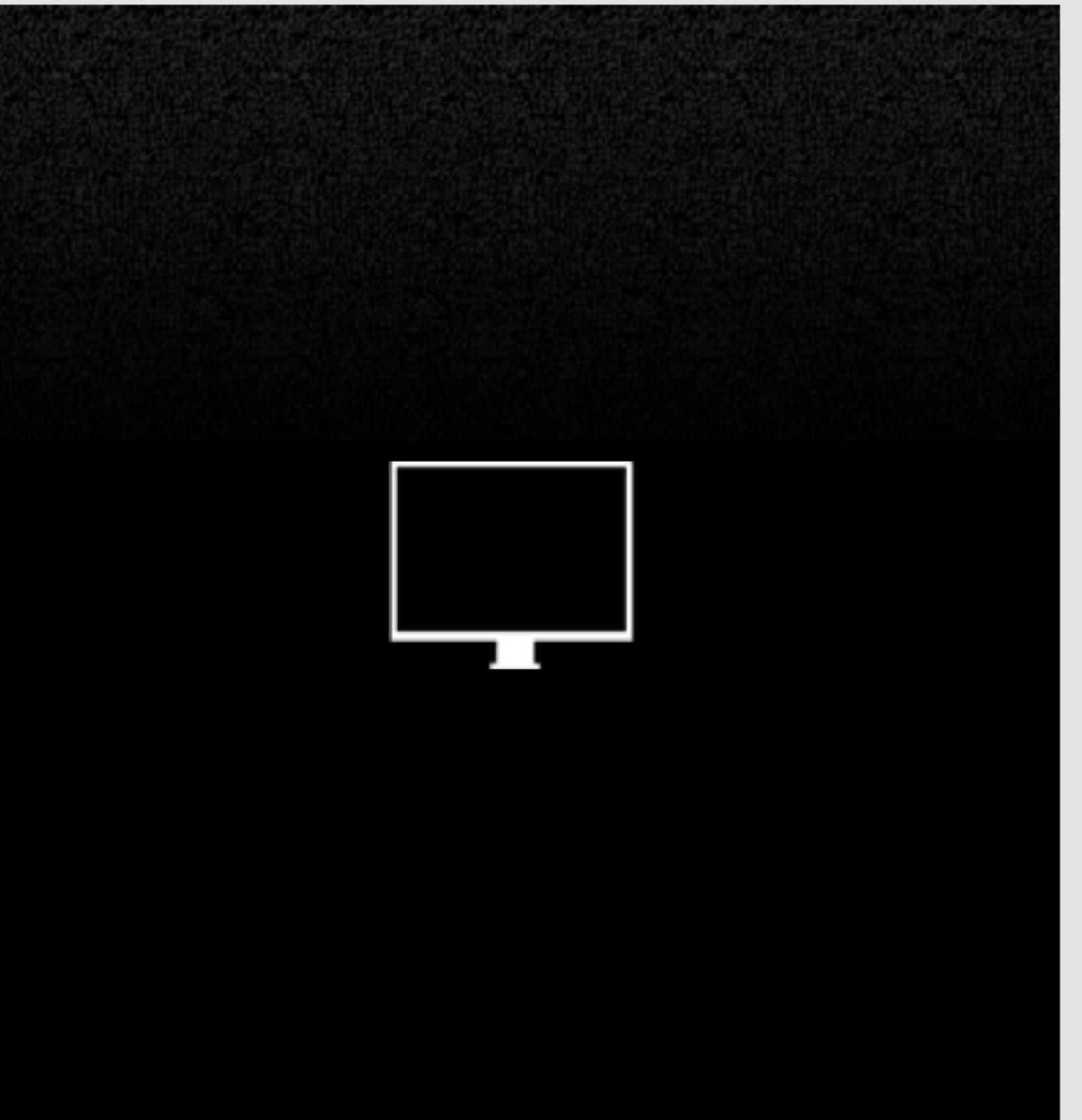
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**“...the goal of a Style Prototype is to allow a client to get a visual summary of a site’s proposed design direction without the time investment of creating multiple pages of Photoshop comps or fully developing HTML pages.”**

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



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[http://seesparkbox.com/foundry/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.”**

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*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)?



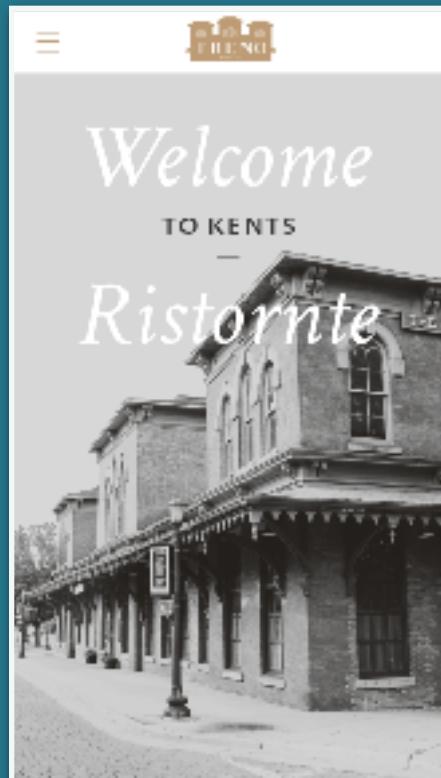
# Style Prototype Demo

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



# Mockups/Comps





## ABOUT

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## EVENTS

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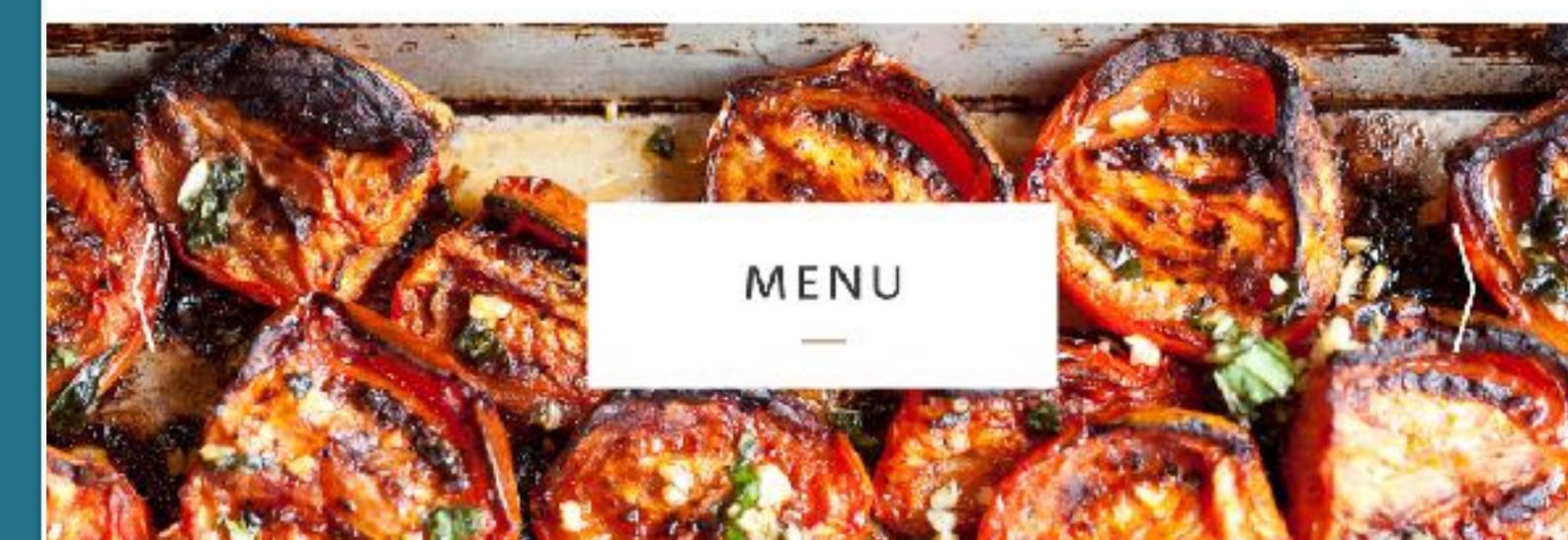
## SPECIALS

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## ABOUT

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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

