



# RWD

## Class 10

# Overview

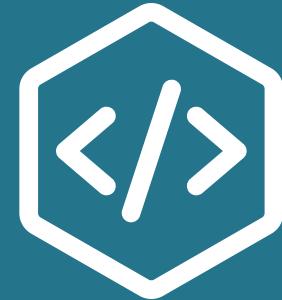
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# Survey Feedback

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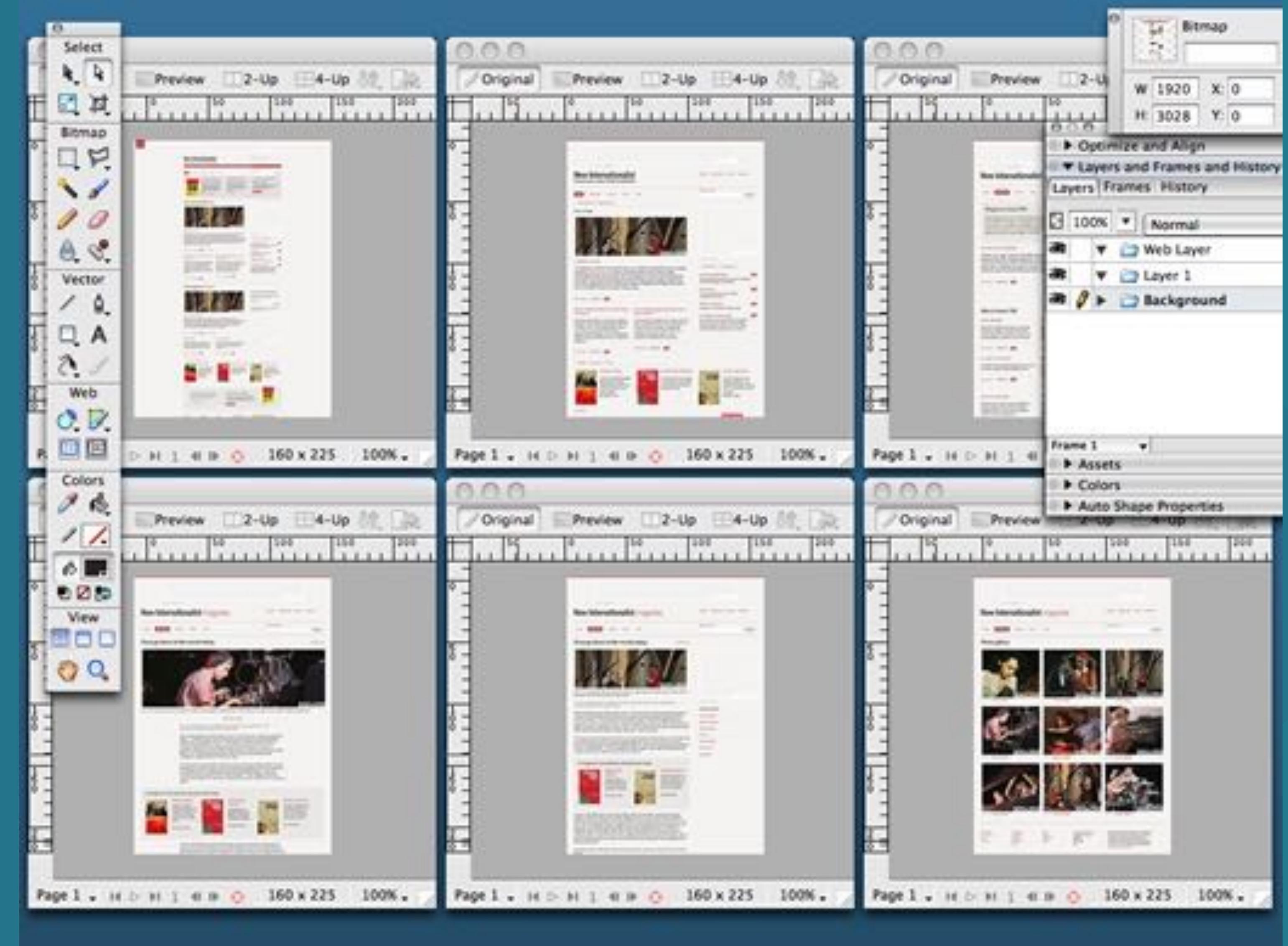
# Flexbox Froggy

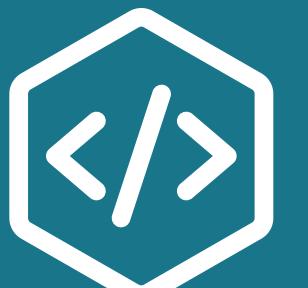
<http://flexboxfroggy.com/>



# 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

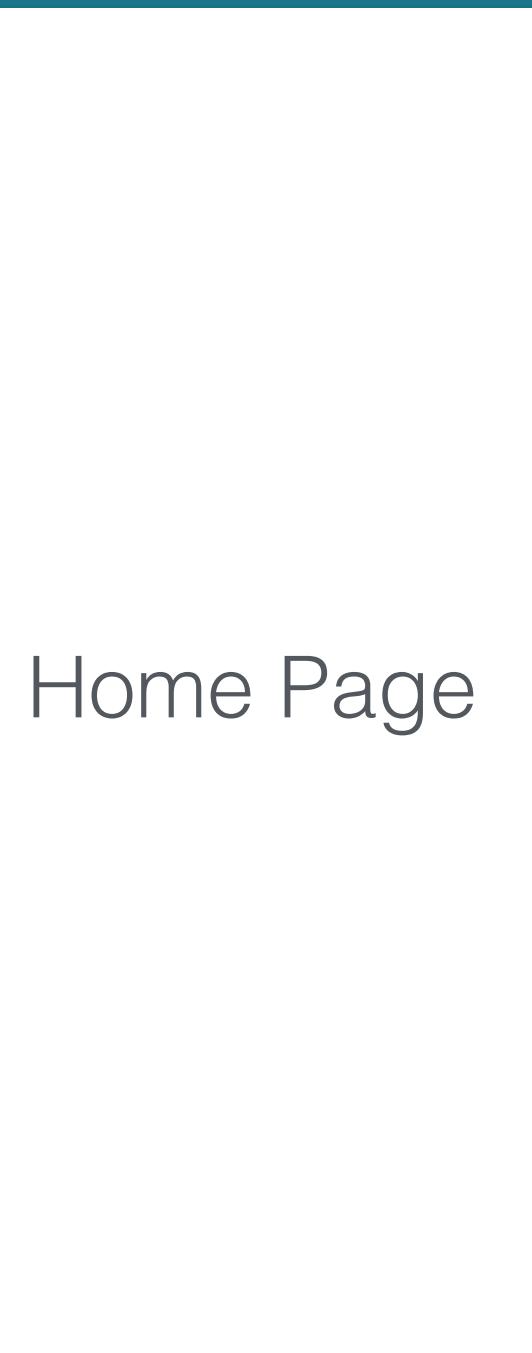
Home  
Page

Interior Page

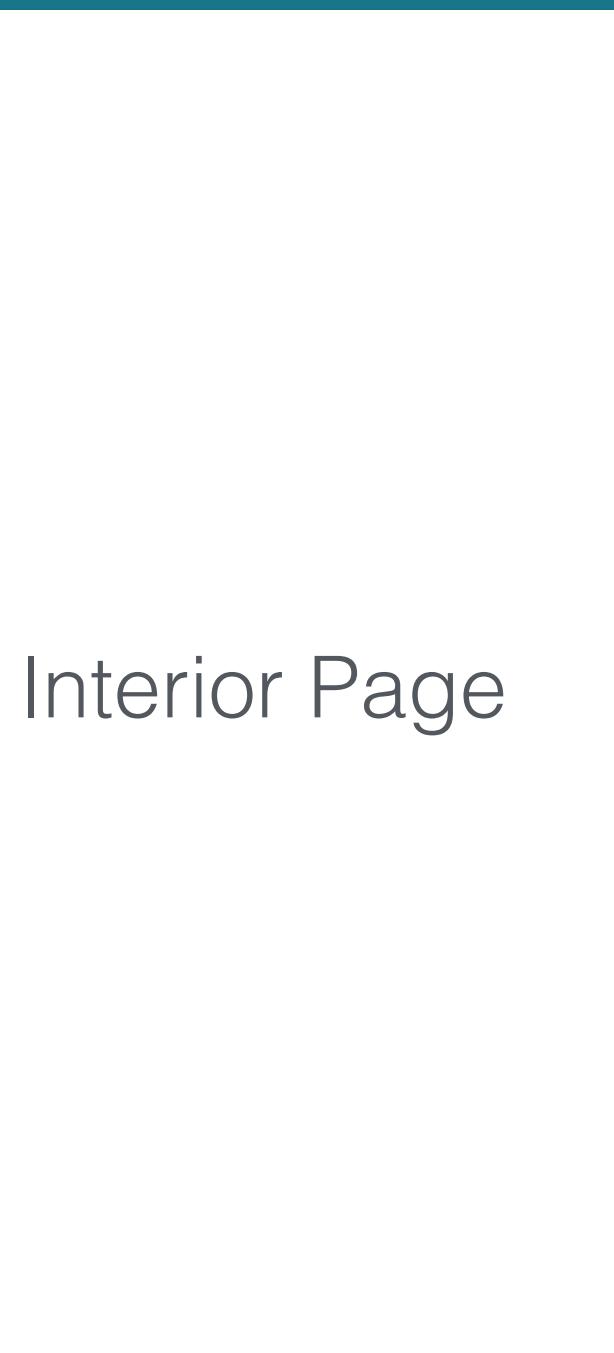
Interior  
Page

News Article

News  
Article



Home Page



Interior Page



News Article



Home Page  
with rollovers

Home  
Page  
with  
rollovers

Interior Page  
with rollovers

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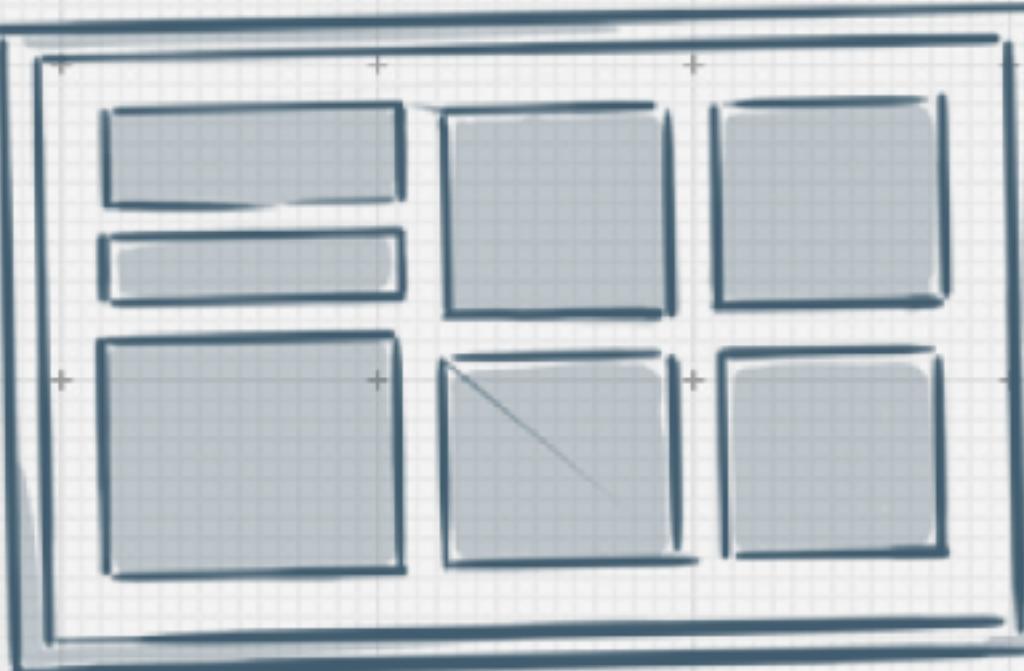
# Style TILES

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>



## Election Headline

Font: FF Tisa Web Pro Bold Typekit

### Election Subhead

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**Learn More →**

Possible Colors



Possible Patterns



Style Tile  
version:3



## Election Headline

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### Election Subhead

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**Learn More »**

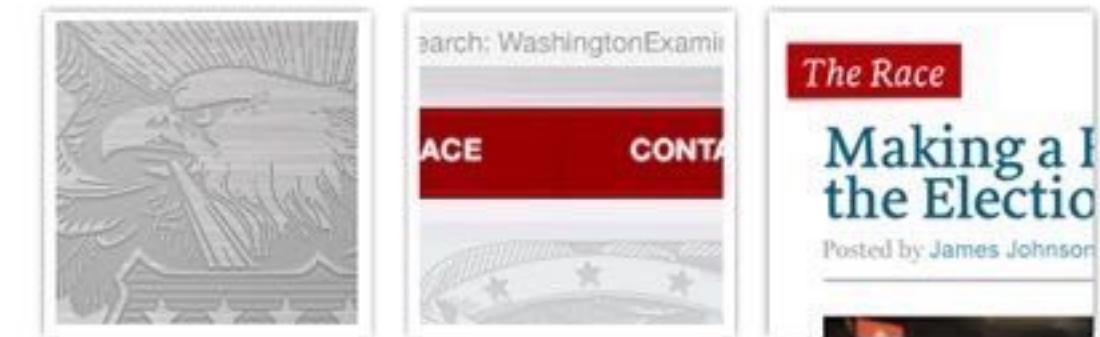


Style Tile  
version:2

Possible Colors



Possible Patterns



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



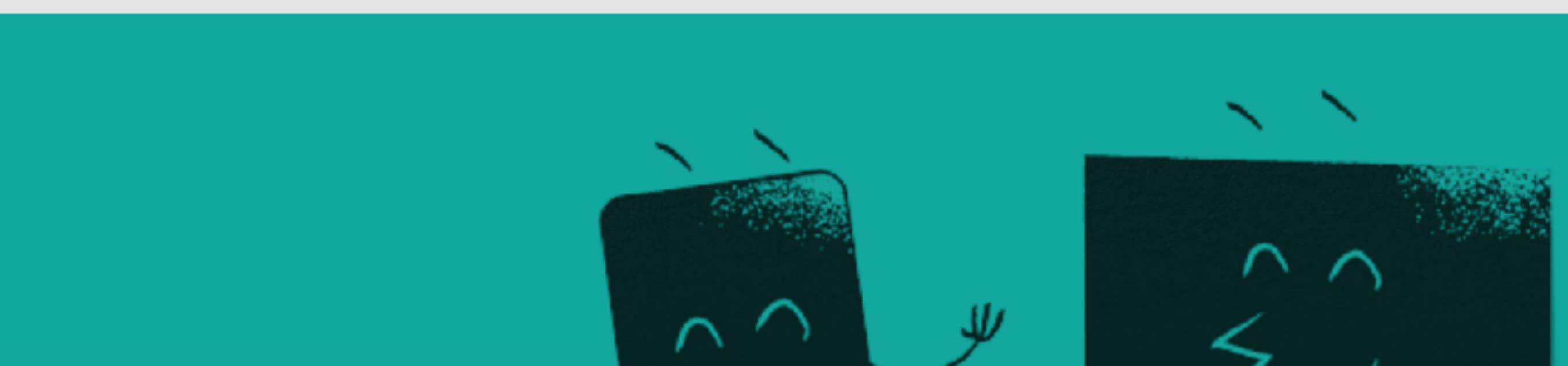
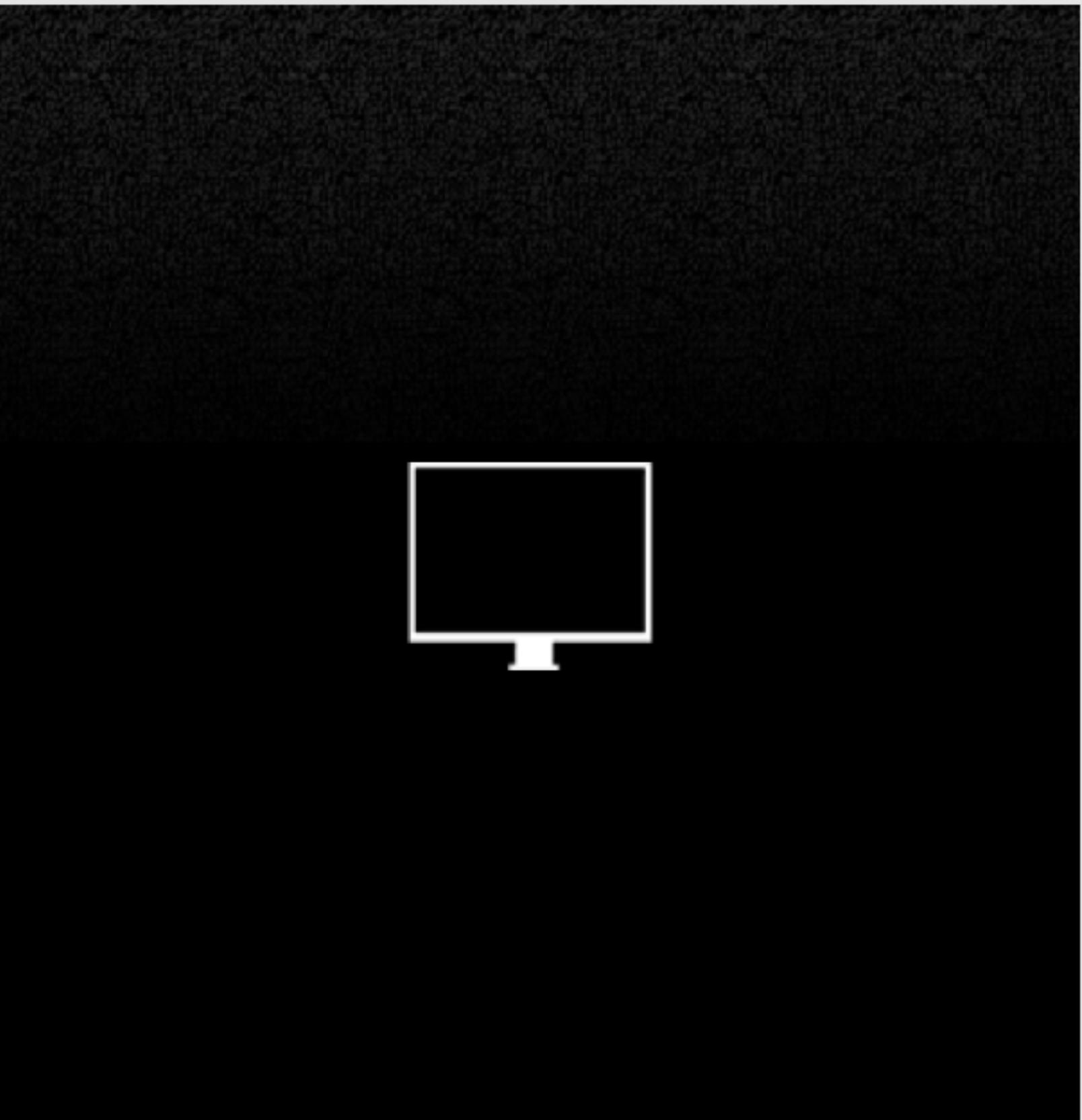
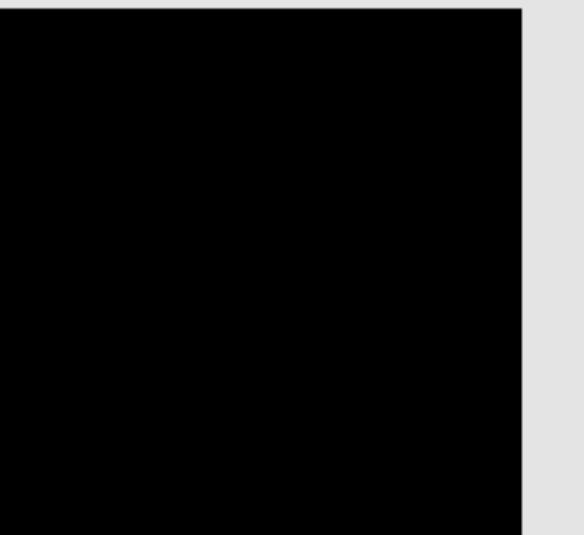
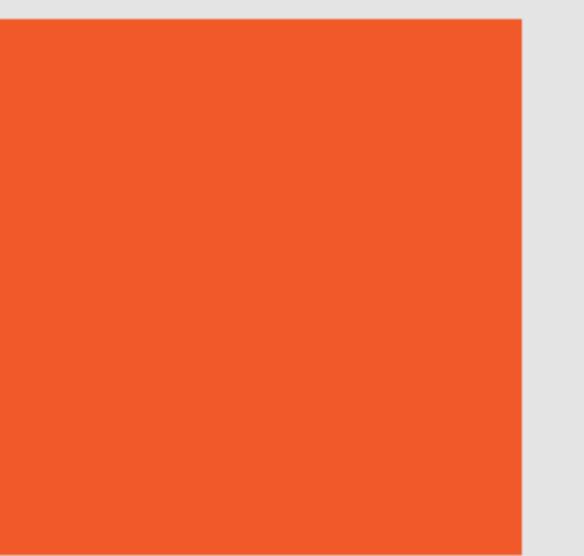
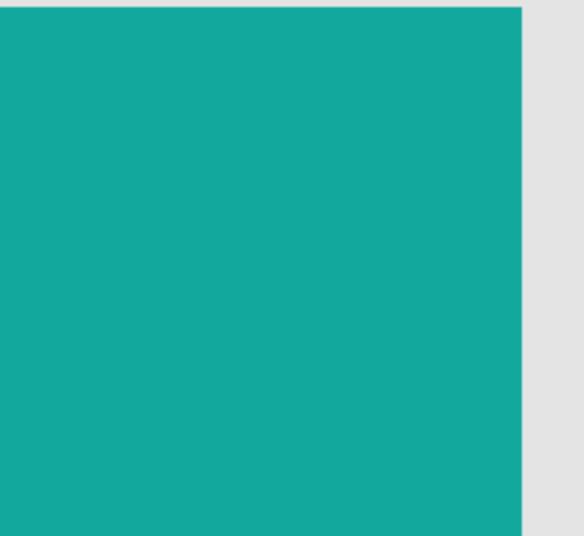
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**“...the goal of a Style Prototype is to allow a client to get a visual summary of a site’s proposed design direction without the time investment of creating multiple pages of Photoshop comps or fully developing HTML pages.”**

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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”*



# 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



# Responsive Deliverables

Dave Rupert



“Tiny Bootstraps, for  
Every Client”

Dave Rupert



The Microsoft homepage features a large image of an HTC smartphone displaying a grid of app icons. A dashed line highlights the phone's screen area. To the left, a blue box promotes "Design the next great app for Windows Phone" and "Get the SDK". Below the phone, there are several sections: "Discover" (Windows, Office, Surface, Windows Phone, Xbox, Skype, Bing), "For home" (Check out the revolutionary screen management for Surface, Streamline your workday with Windows 8, Get the specific tools you need with search results just for you, Type the Recipe On), "Downloads" (Windows, Office, Internet Explorer), "Security & updates" (Microsoft Update, Microsoft Security Essentials, Windows Service Pack Center), and "Support" (Windows Help and Support, Office, Windows Live account). A "Follow us" section includes links for Facebook, Twitter, and News Center. A green banner at the bottom right announces "Rx for an ailing healthcare system" from March 4, 2012. The footer contains links for "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), "Footer resources" (Windows 8, PC and Laptop, Tablet and Computer, Windows Phone support, Windows Phone apps and games, Microsoft computer security, Microsoft revised test, Microsoft Dynamics CRM Online), and "About" (About, Careers, Company News, Press releases, Site map). The footer also includes links for "Contact us", "Privacy & Cookies", "Terms of use", "Trademarks", and "© 2012 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/>



# Style Hands-On



# For Next Class

**Read:**

HTML Wireframes and Atomic Web Design by Brad Frost

**Due:**

Style Tiles and Prototype

