

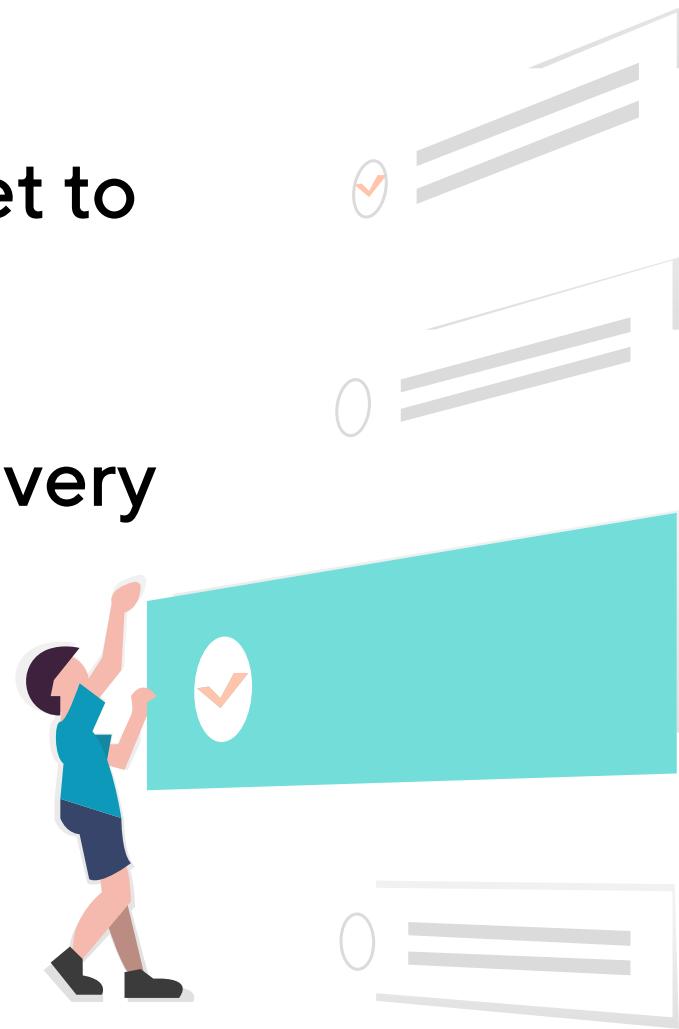
101

Design Basics for Web Developers



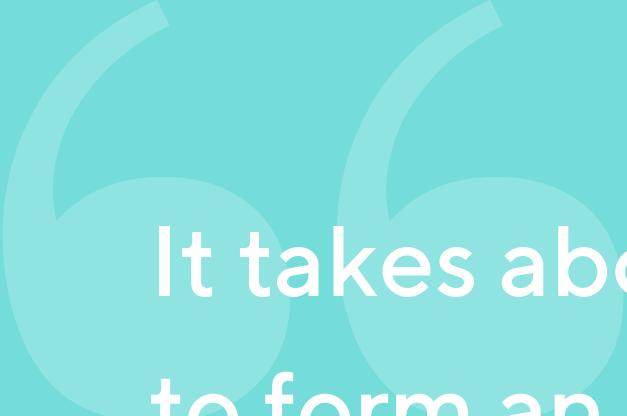
HOW THIS WILL HELP

- This is a checklist of helpful design considerations that people often forget to think about.
- You should be able to answer YES to every question on this list, for every project.



WHY DESIGN MATTERS

- You're developers, not designers.
- When you get a job you won't be designing, but thinking about these things now will make you a better developer.
- No matter how well coded your portfolio is, no one wants to look at poorly designed content.
- Right now you need to build beautiful projects! Think about how every project will fit into your portfolio now.



It takes about 50 milliseconds for visitors to form an opinion about your website; whether they like it or not, whether they'll stay or leave. In addition, first impressions are mostly design-related.”

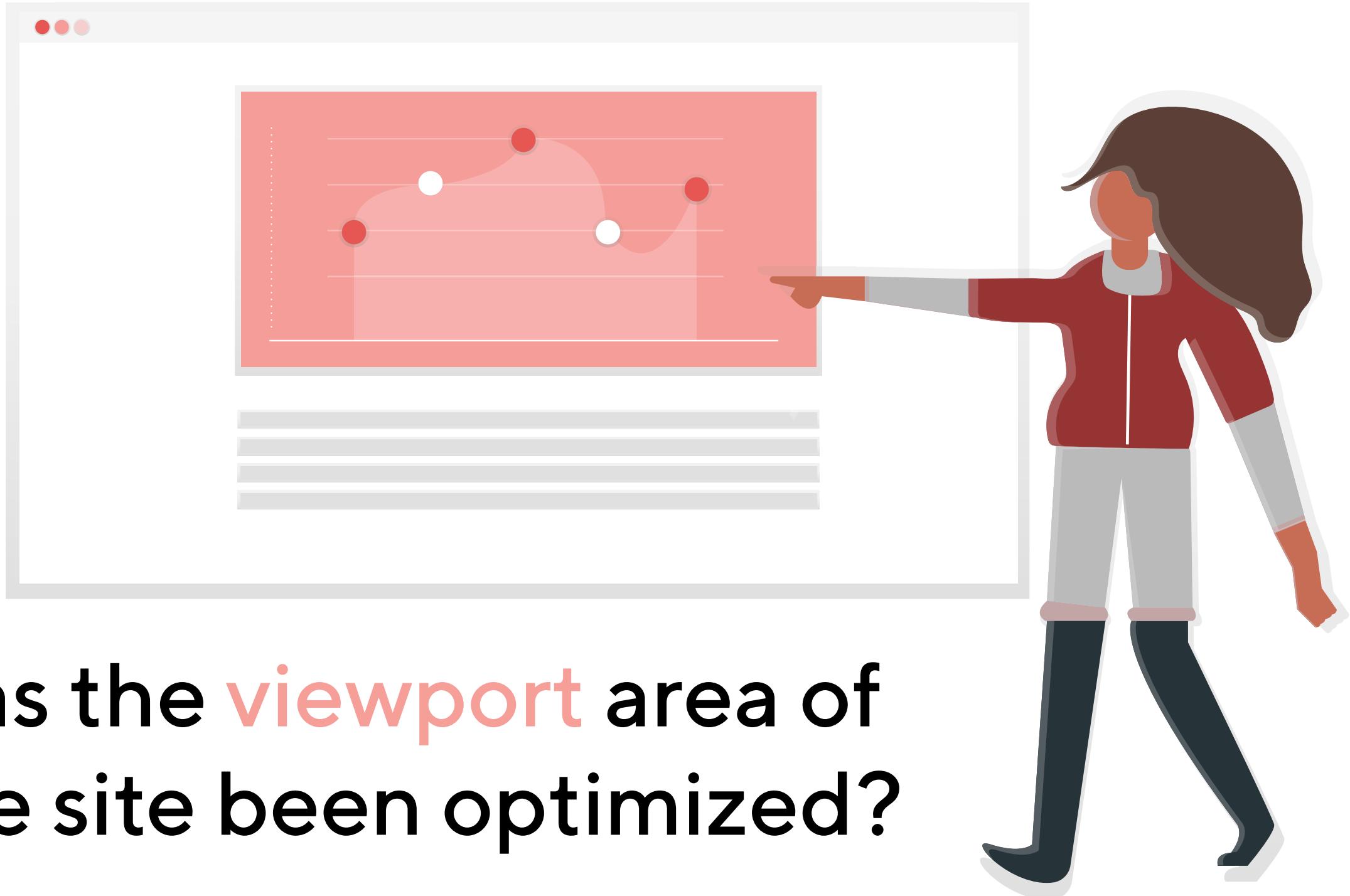
- *Shopify, 10 Tips for Building a Beautiful Web Developer Portfolio*

DESIGN RULES

- These are basic design 101 rules.
- Great design usually breaks some rules.
- But, you have to understand and master the rules before you can break them.
- Most importantly - keep things simple and unique.

1

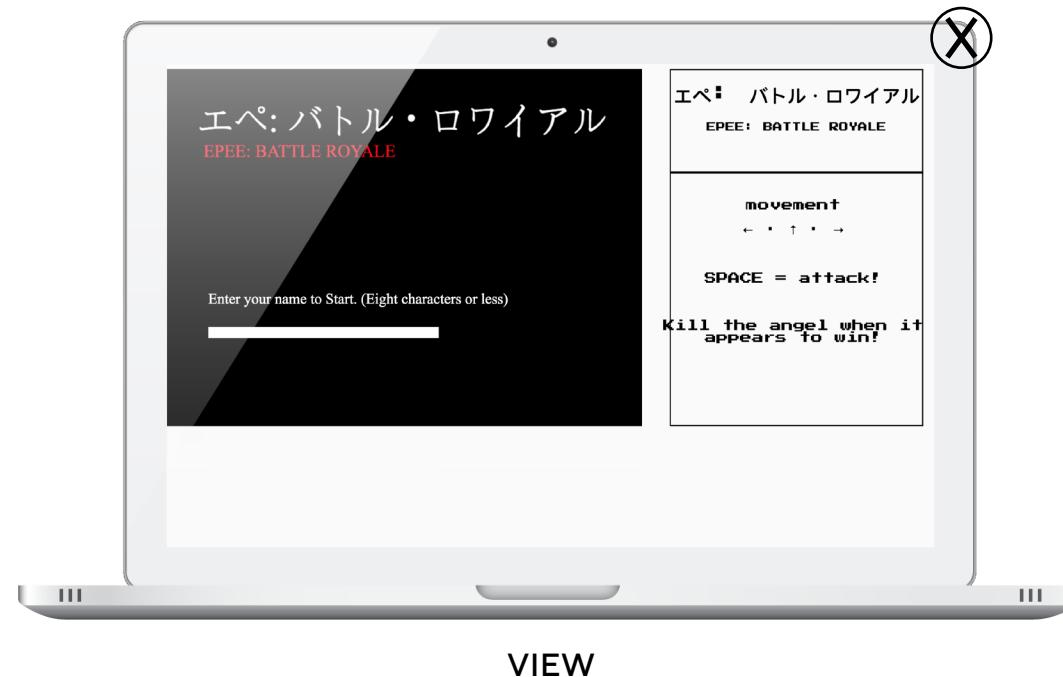
Has the **viewport** area of
the site been optimized?



- Make sure your scroll is intentional, not accidental.
- If scroll is only slight, get rid of it.



- Make sure you use the *whole* viewport area.
- Extend content to fill the *whole* viewport of any device.



Sponsored by Birchbox

SCISSORS & CLIPPERS

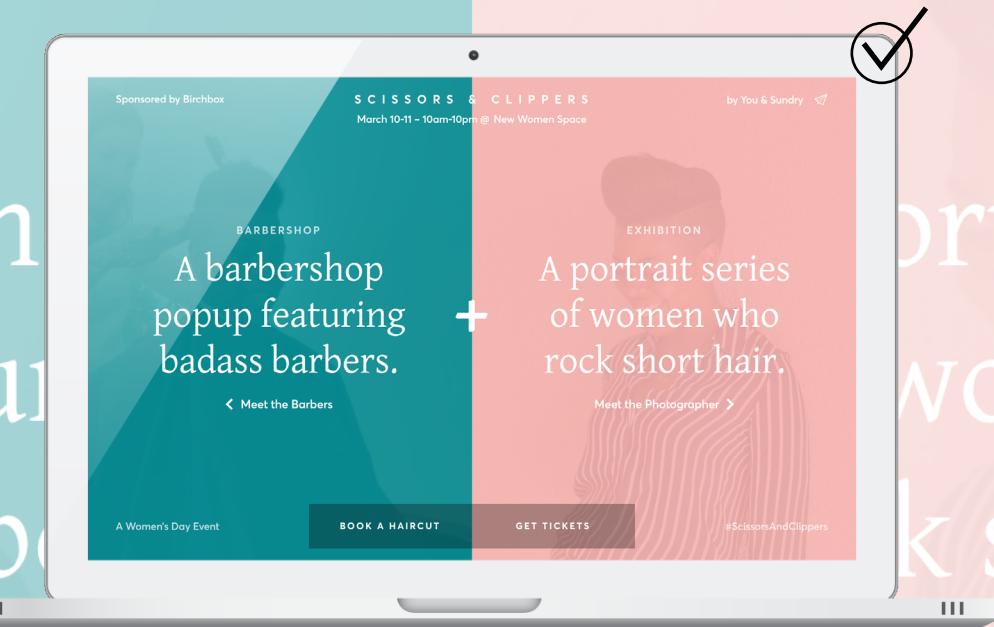
March 10-11 ~ 10am-10pm @ New Women Space

by You & Sundry



BARBERSHOP

A barbershop
popup featuring
badass barbers.



◀ Meet the Barbers

VIEW

Meet the Photographer ➤

A Women's Day Event

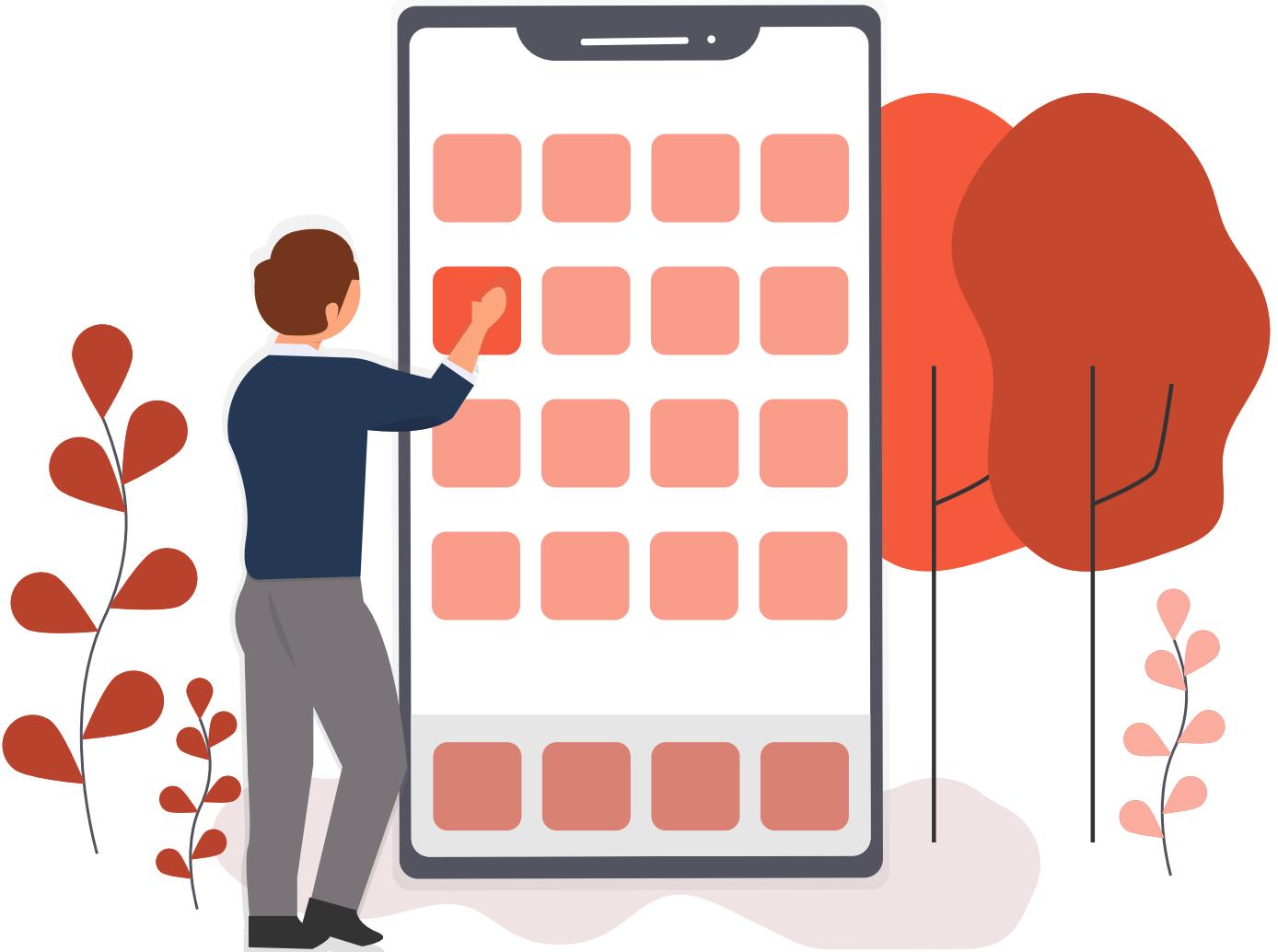
BOOK A HAIRCUT

GET TICKETS

#ScissorsAndClippers

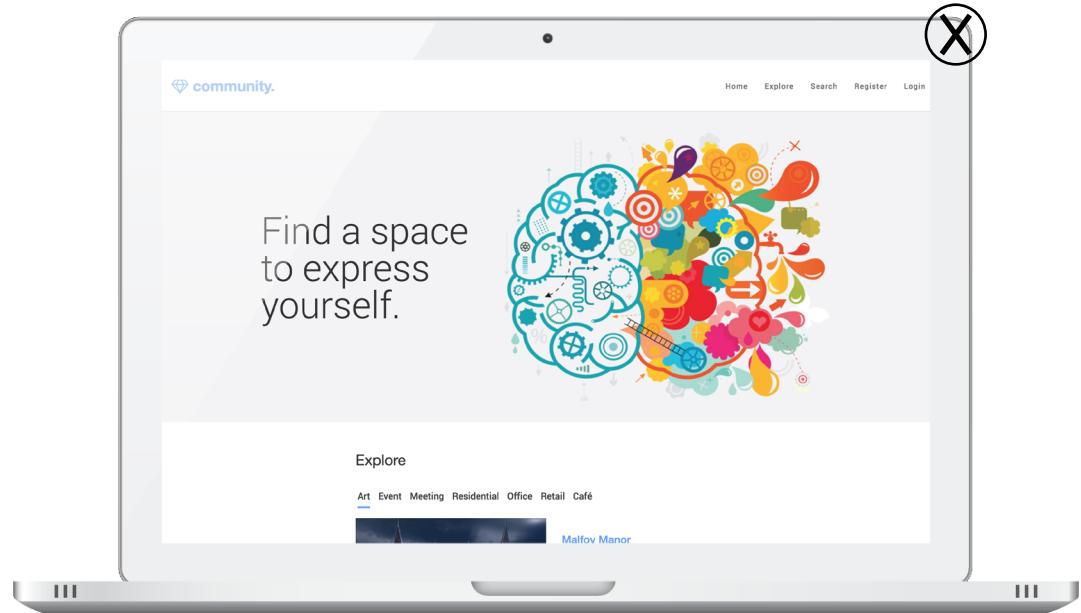
2

Are all the elements of the site arranged along a **grid** system?

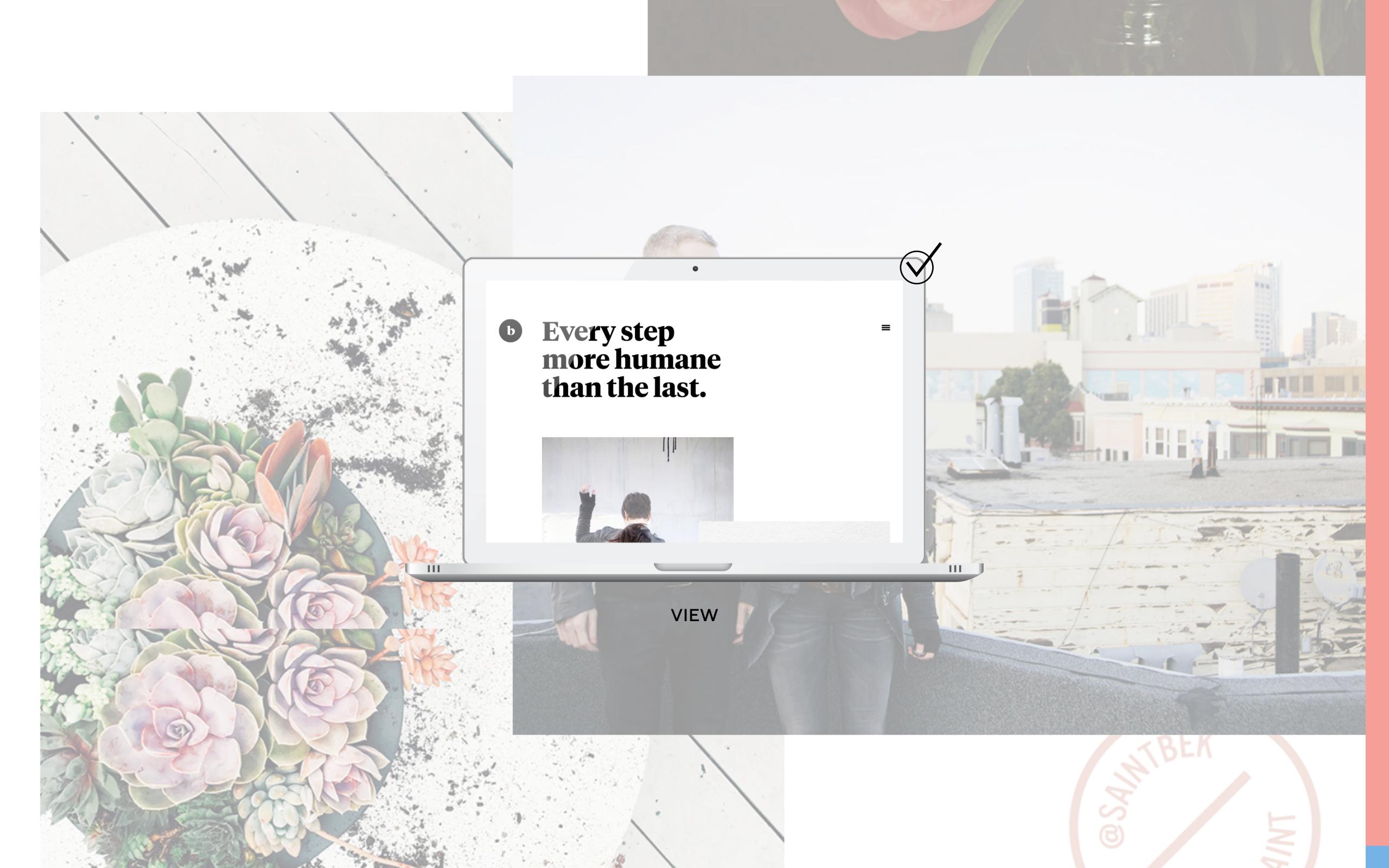


ALIGNMENT

- A consistent alignment throughout the whole site makes things look simpler and more cohesive.
- This is especially clear along the outer edges of a page as you scroll against the straight edge.
- Don't stretch content to fit, but any content that is near the edge should extend to the same place.



VIEW



b Every step
more humane
than the last.

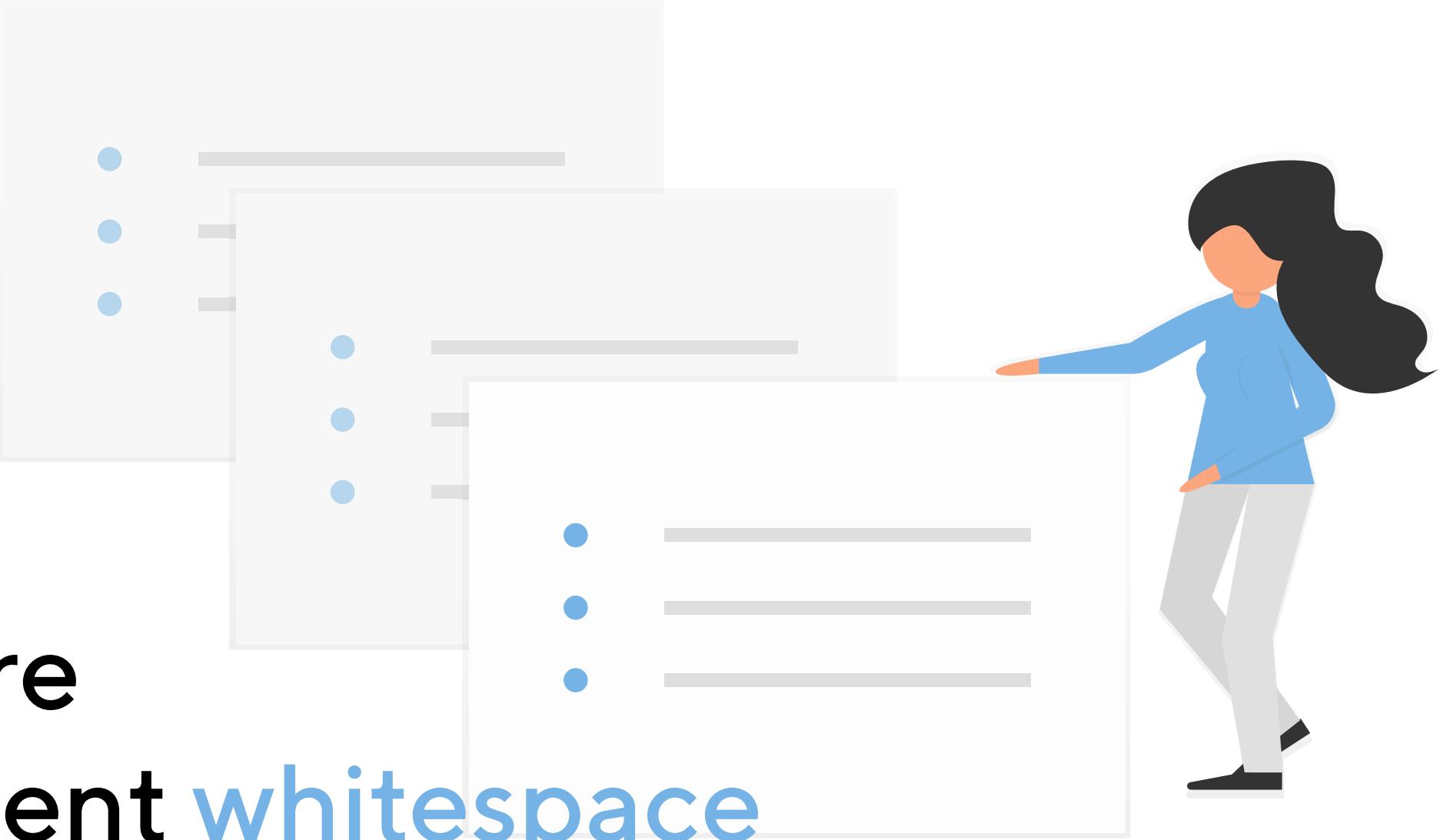


VIEW



3

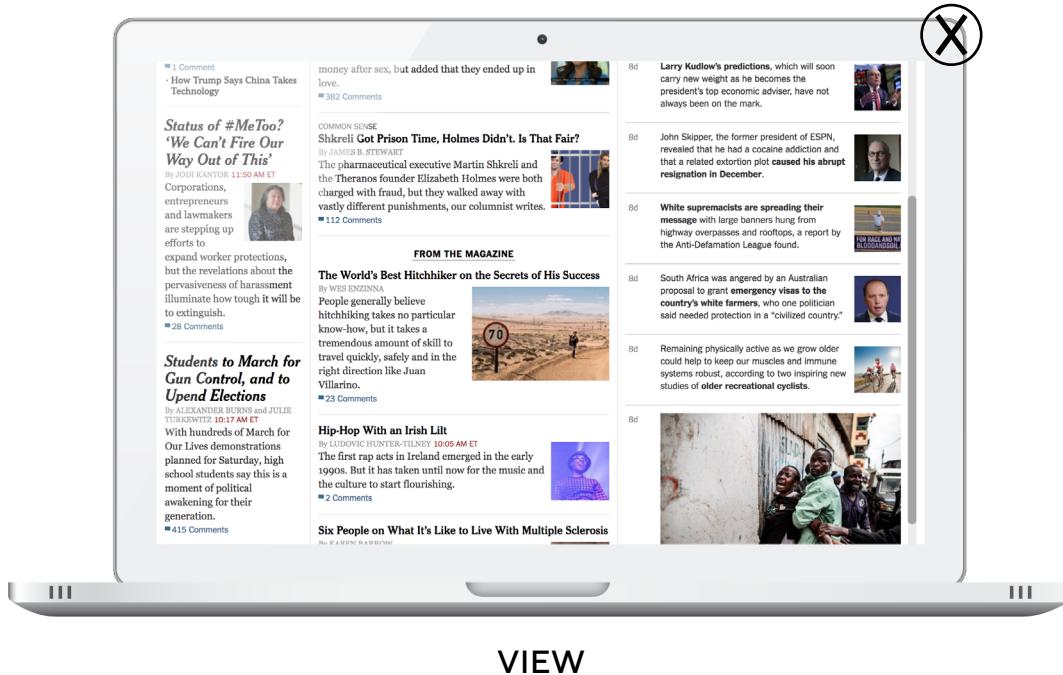
Is there
sufficient **whitespace**
throughout the site?

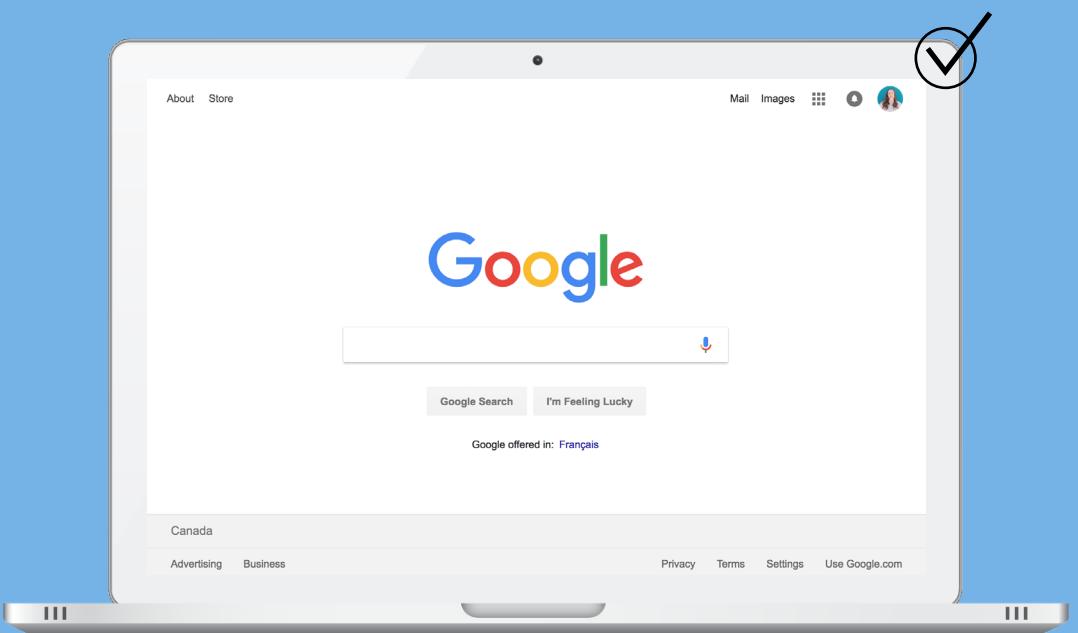


WHITESPACE

- Whitespace is the area between the design elements of a page, illustration, layout, web page, etc.
- Provides visual relief and directs the user's eye.
- Doesn't have to be white. It's whatever the background colour is. Called 'whitespace' because paper is white.
- Padding and margin create whitespace in web design.
- Keep space consistent throughout.

- Make sure you have enough whitespace. Some kinds of content, like news, can get away with using less.





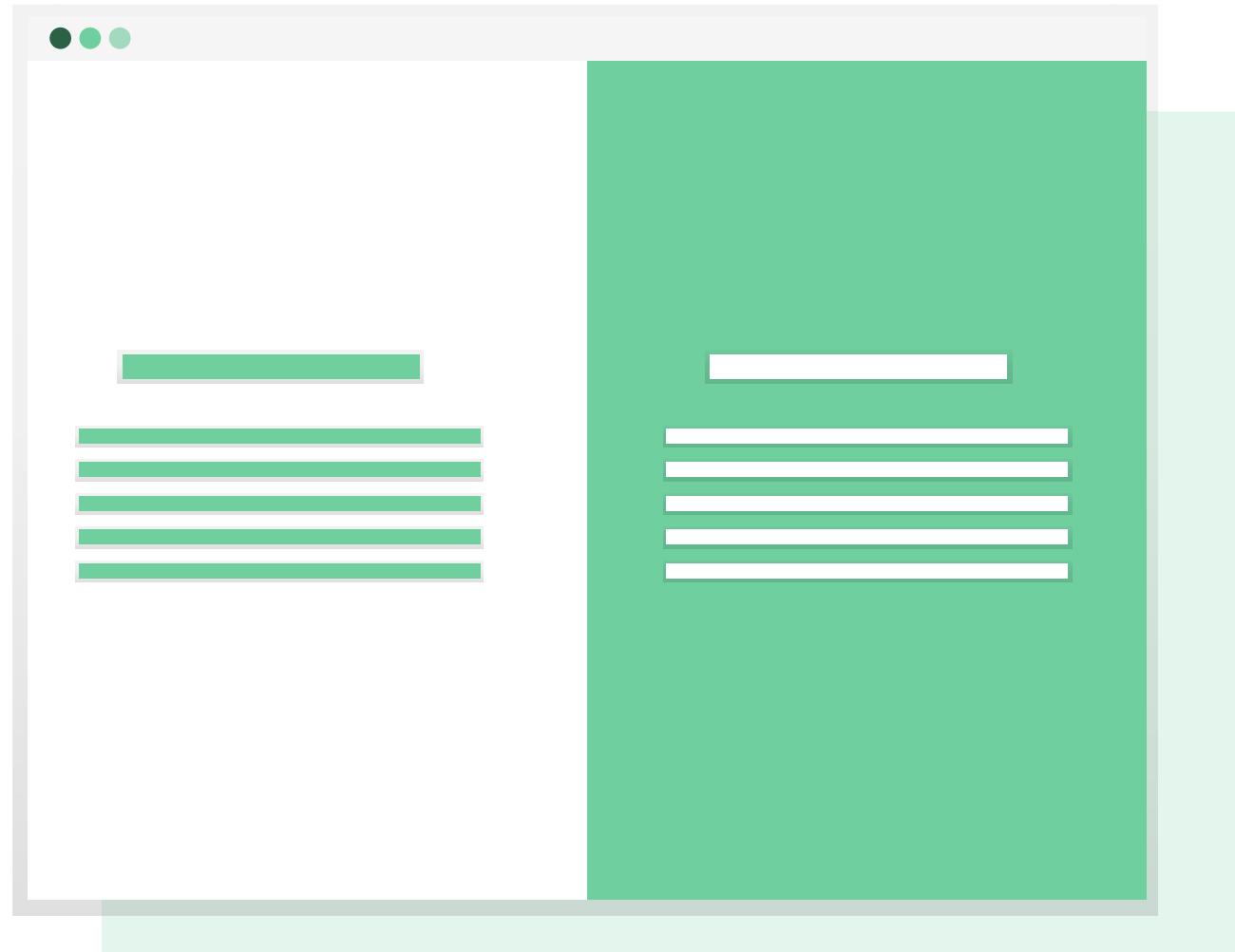
VIEW



VIEW

4

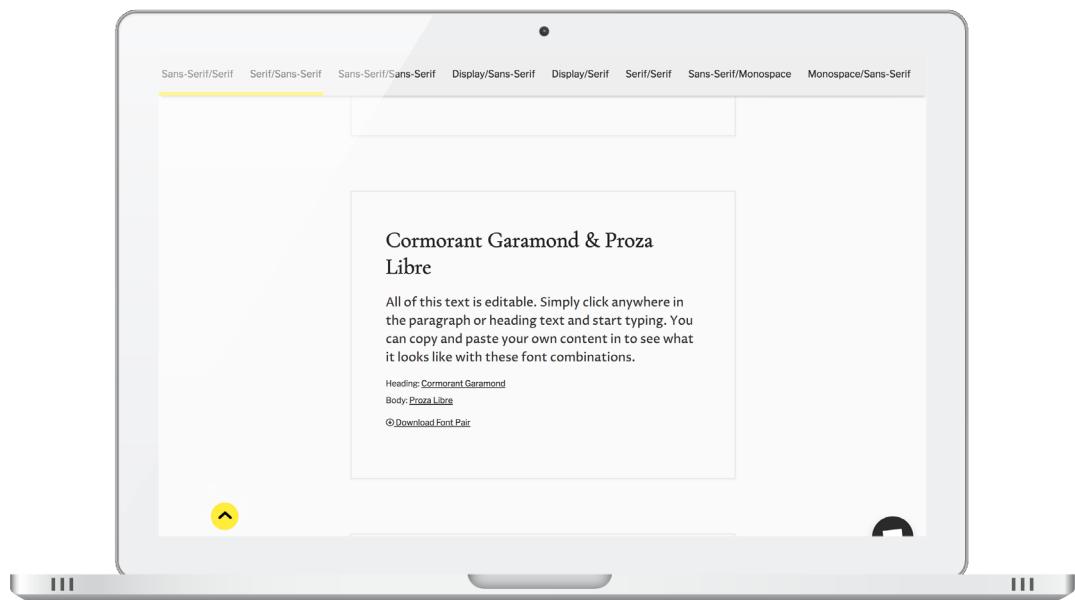
Are the **fonts**
used appropriate
for the site?



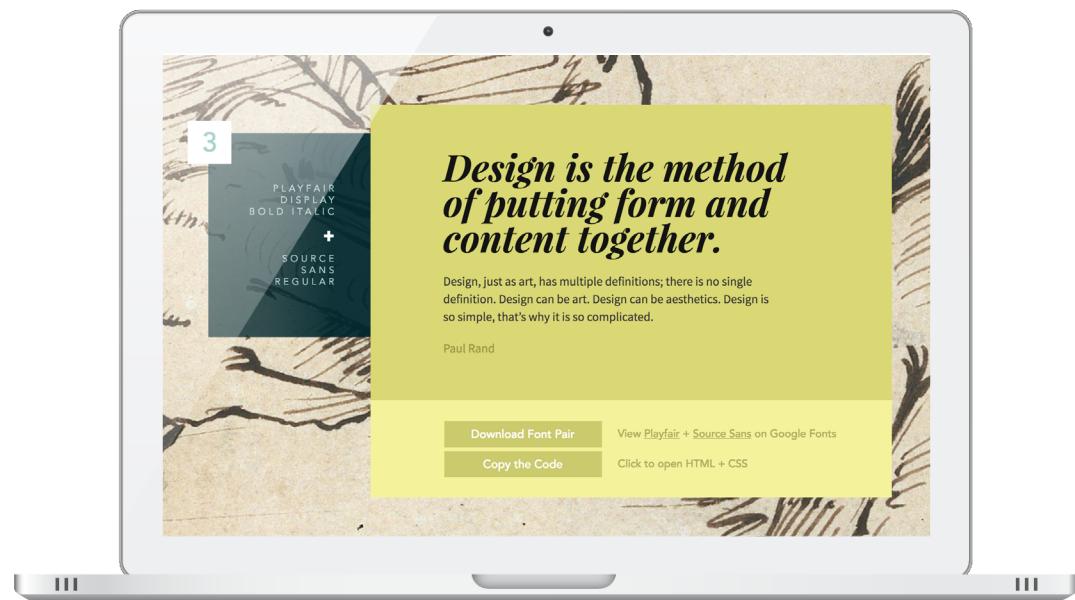
HOW TO PAIR FONTS

- Sans-serif fonts are best for body text, because they are easier to read on a screen.
- Keep any interesting or elaborate fonts for the headings, since headings are shorter and larger.
- If your heading font is elaborate, choose a simpler body font. If your heading font is simpler you can choose a more interesting body font.

FONT PAIRING RESOURCES



VIEW



VIEW

HOW TO CHOOSE FONTS

- Different fonts convey different things.
- Think about the content of your site, what your site is about, and the mood that it should convey.
- A font can be classic, artistic, alternative, modern, etc.

Playfair

Edo regular

Wild Youth

TT NORMS

Classic

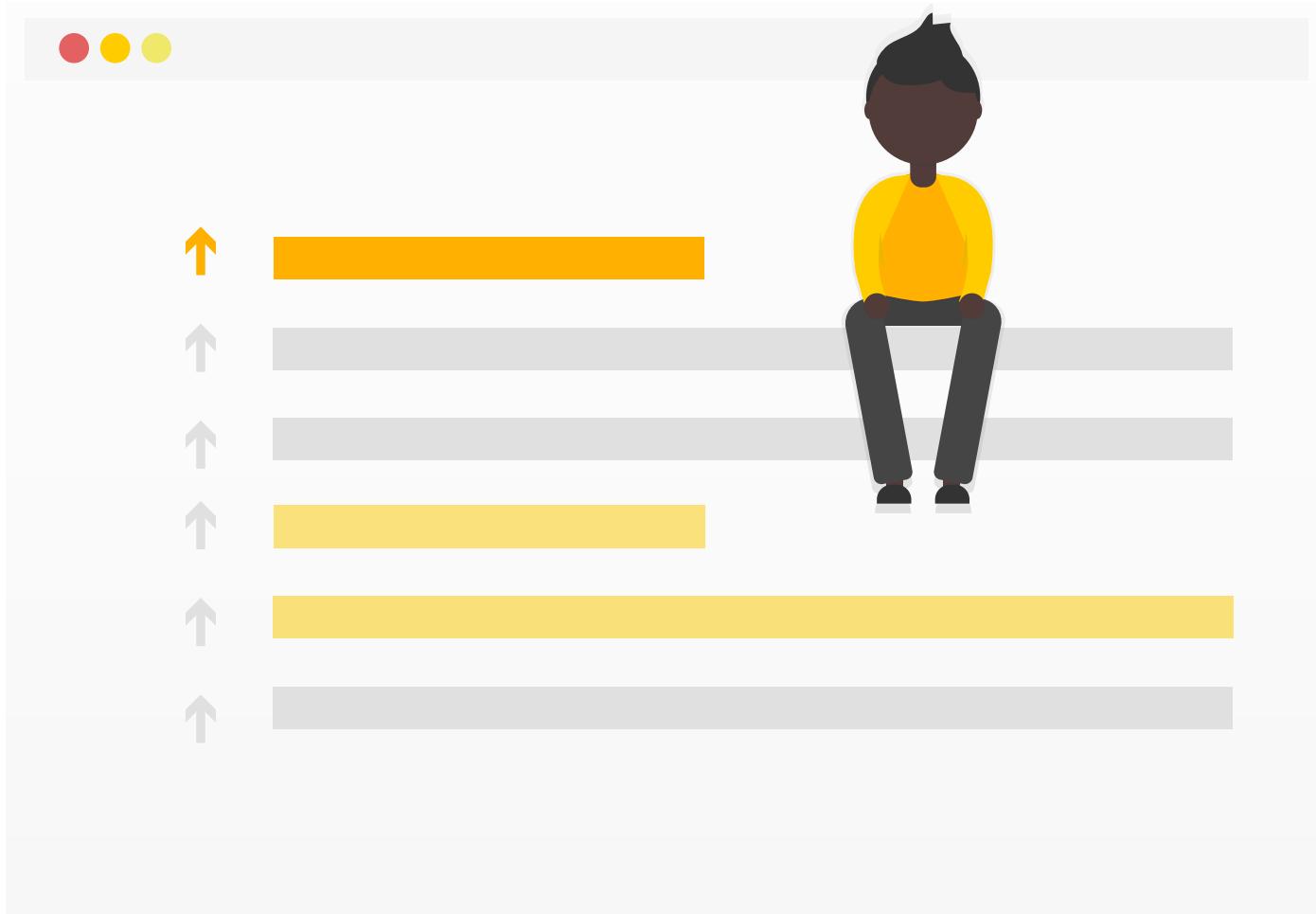
Youthful

Artistic

MODERN

5

Is the text
throughout the site
styled and readable?



READABILITY

- Once you choose your fonts, it's important that they are readable.
- A number of different things affect readability: font colour, background colour, font size, line height, letter spacing, text alignment, etc.
- You may have to rethink your font choices if they turn out not to be readable in your design.

LINE HEIGHT

- Line height or *leading* is the height of a line of text. It is the distance from one baseline to the next.



The diagram illustrates the concept of line height. It shows two identical lines of text, "LINE HEIGHT", positioned one above the other. Vertical lines extend downwards from the bottom of the first "N" in the top line and the bottom of the first "N" in the bottom line, meeting at a common point on the page, which represents the baseline for both lines.

- Too little line height makes paragraphs hard to read.
- Too much line height makes each line look like a separate element.

1.2

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2.5

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ut est, conserum est magni aut dolut eum

LINE HEIGHT

- Default HTML line height is around 1.2.
- A line height of around 1.6 is usually a good place to start.
- The ideal line height varies depending on what font you are using.
- Less line height is needed for headings, because they are bigger and less intricate.
- Set line height for one-line headings so it's responsive.

ALIGNMENT

- How you align your text affects how easy it is to read.
- Left aligned should be your default choice because it is easiest for the eye to follow.
- The eye always wants to jump back to the same spot when it goes to the next line.

BAD CENTER ALIGNMENT

This text is so long that having it aligned to the center makes it really hard to read. Hendi rem
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- Don't use center aligned bullets ever.
 - They look really bad.
 - And are hard to read for your user.

GOOD CENTER ALIGNMENT

Use center alignment just for headings or really short areas of text, maybe a couple lines long. Also make sure that areas of text that are centered do not span too wide.

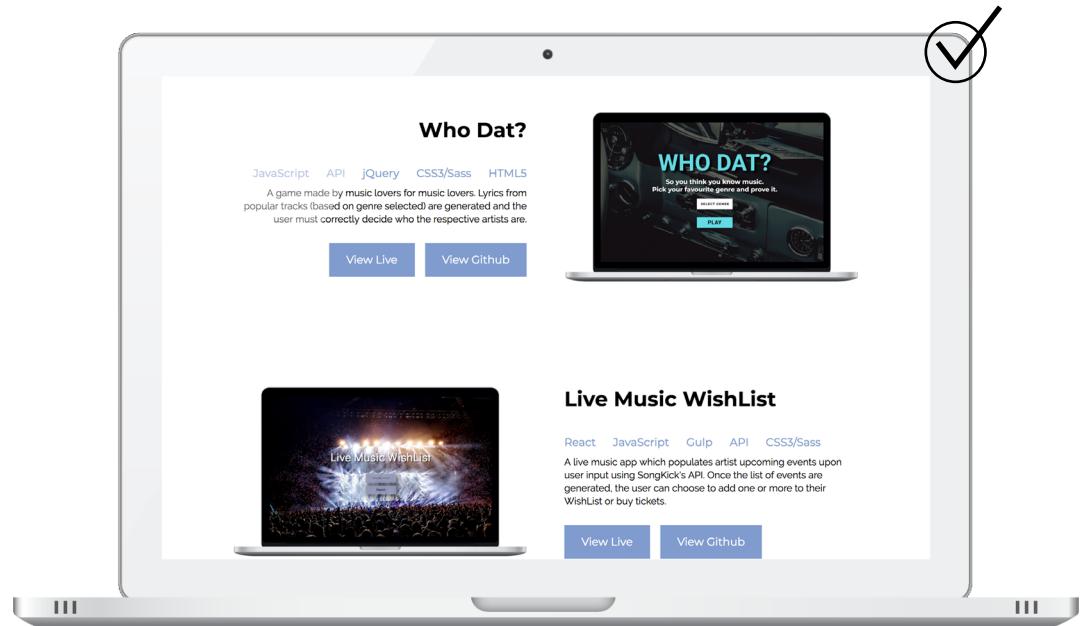
BAD RIGHT ALIGNMENT

This text is so long that having it aligned to the center makes it really hard to read. Hendi rem
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repuditatis eſſimintia voluptas̄pid undit faceſtiam, sus moleneſatio vent eos.

- Don't use right aligned bullets ever.
 - They look really bad.
 - And are hard to read for your user.

GOOD RIGHT ALIGNMENT

Right aligned text should be used sparingly
and for short areas of text because it is hard to read.



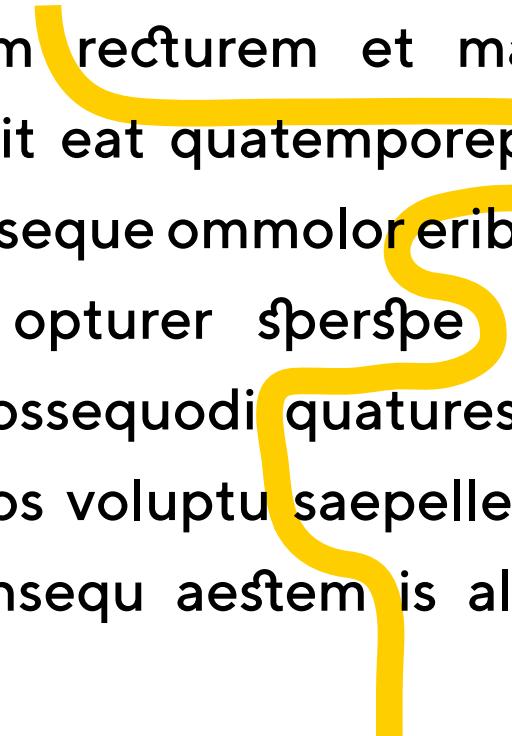
VIEW

BAD JUSTIFICATION

This area of text is so narrow that rivers are created through the text by justifying it. This makes the text very hard to read. Hendiremissenesendis
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re opturer s̄pers̄pe ribusam aut
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BAD JUSTIFICATION

This area of text is so narrow that rivers are created through the text by justifying it. This makes the text very hard to read. Hendiremissenesendis
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quossequodi quatures sum velent
quos voluptu saepellestia que non
nonsequ aestem is alicatae volori



GOOD JUSTIFICATION

This area of text is so wide that justifying it is okay, because the words don't have to spread out much to fill the space. This area of text also allows hyphenation so the words can break onto new lines to fill the space well. However, watch out, too much hyphenation can also harm user experience! Hendi rem issenesendis dem recturem et maximusae et essit eat quatemporepe consectetur resseque ommolor eribe aqua berum re opturer sperspe ribusam aut quossequodi quatures sum velent quos voluptu saepellestia que non nonsequ a estem is alicatae volori officid qui custrum doluptata sundaes istoreicimil ipsuntisquis quam vellanda pe cuptibu saecto tem. Velentiam apis explati id excest volupieni accabo. Nequam qui nos as aut voluptae. Equosant qui odigentem volupis minctatoria aci conem litios sunti doluptati quam quas repro offictem. Laccusam, quiam enim si dessequi consequos et eatium del expero es sectur? Cabo. Hendipi scitem quam latia corepera volenit alitasþ erchilitis si sita voluptatissi coneucus eium aut alit voluptatem eossit omniscid quas aut debit aut vit hiciis eium quam, accupic tatempo repuditatis essimintia voluptasþid undit faces-tiam, sus molene catio vent eos.

NOT GREAT LEFT ALIGNMENT

It's pretty hard to go wrong
with left aligned text. The one
thing that won't look great
is if your area of text is too
narrow. This area of text is so
narrow that each line of text
is super short, making this
area unattractive visually.

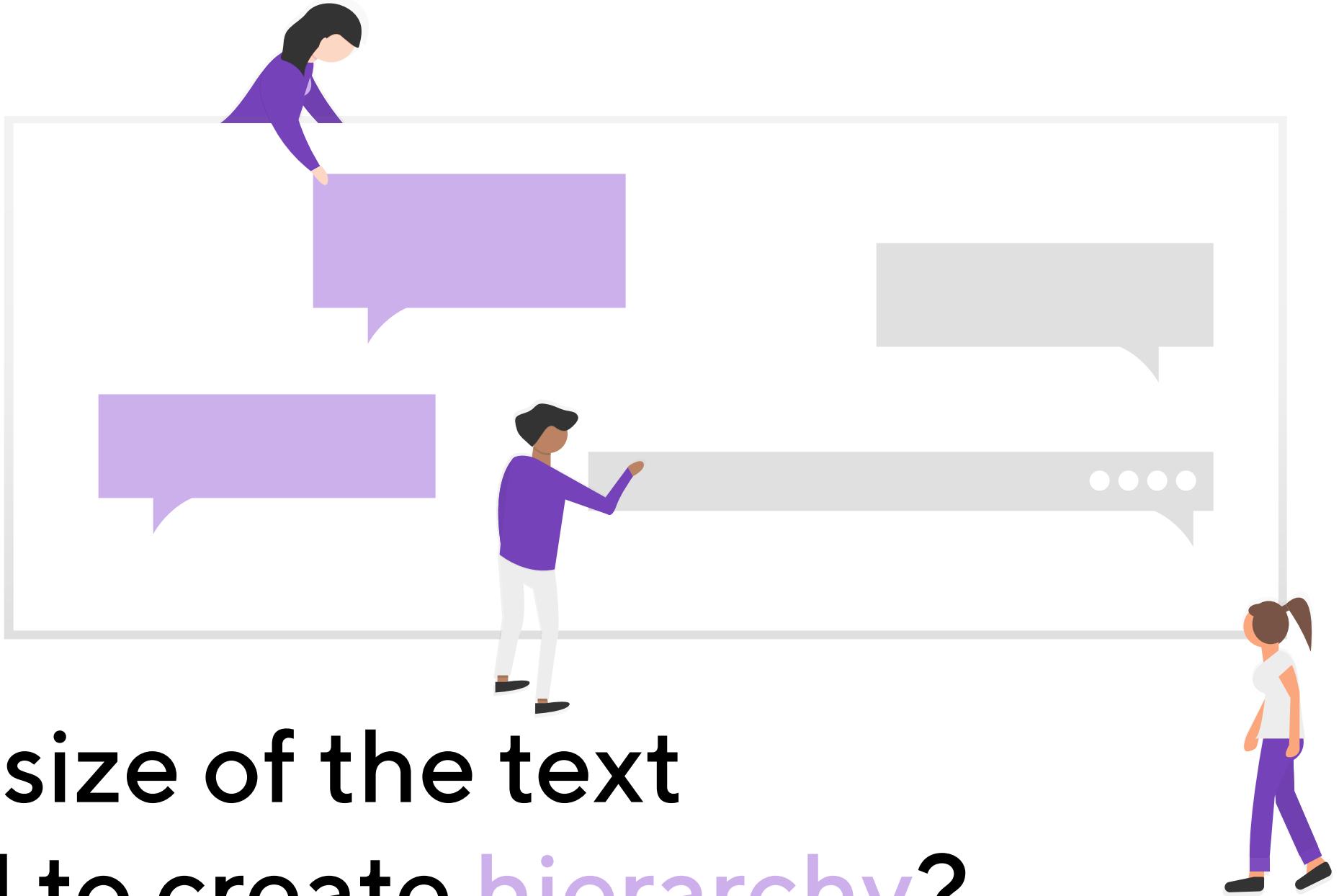
Hendi rem issenesendis dem
recturem et maximusae et essit
eat quatemporepe consectetur

GOOD LEFT ALIGNMENT

Left alignment is your safest bet. If you aren't sure, choose left alignment. It's easiest for the eye to read and lets the words space out naturally. It isn't as attractive as justified text in terms of design, but it's the most user friendly! Hendi rem issenesendis dem recturem et maximusae et essit eat quatemporepe consectetur resseque ommolor eribeaqui berum re opturer s̄pers̄pe ribusam aut quossequodi quatures sum velent quos voluptu saepellestia que non nonsequ aestem is alicatae volori officid qui cuſtrum doluptata sundaes iſtoreicimil ipsuntisquis quam vellanda pe cuptibu saecto tem. Velentiam apis explati id excest volupieni accabo. Nequam qui nos as aut voluptae. Equosant qui odigentem volupis minctatiora aci conem litios sunti doluptati quam quas repro offictem. Laccusam, quiam enim si dessequi consequos et eatium del espero es sectur? Cabo. Hendipi scitem quam latia corepera volenit alitasþ erchilitis si sita voluptatissi coneucus eium aut alit voluptatem eossit omniscid quas aut debit aut vit hicis eium quam, accupic tatempo repuditatis essimintia voluptasþid undit faceſtiam, sus moleneſatio vent.

6

Is the size of the text
varied to create hierarchy?



FONT SIZE

- Think about what information on your page is the most important, then size your text appropriately.
- You don't want to steal attention with big font that contains unimportant content.
- Differences in text size should be noticeable and intentional or they will seem accidental.

Potential Heading

POTENTIAL SUBHEADING

Paragraph text everum, od mo es sit evelest que parum fugiaeptatium quis sum sitiae doluptae landunti que maionsequam re, ipide nihilictatem accus et quianditat.

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BUTTON MAYBE

Potential Heading

POTENTIAL SUBHEADING

Paragraph text everum, od mo es sit evelest que parum fugiaeptatium quis sum sitiae doluptae landunti que maionsequam re, ipide nihilictatem accus et quianditat.

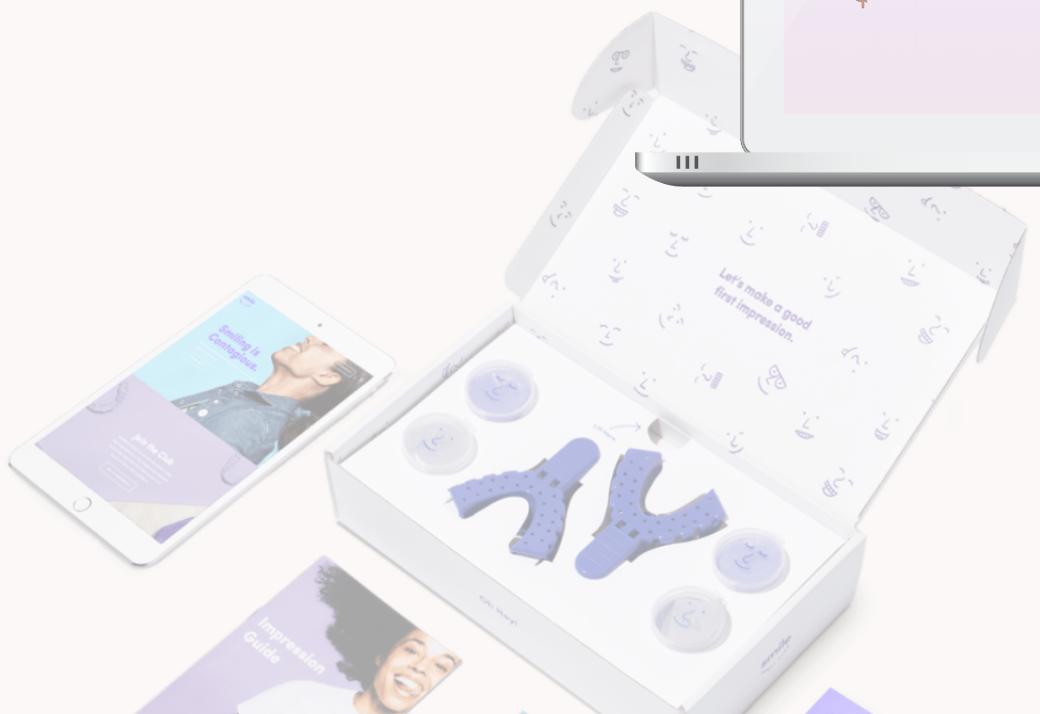
Harum re culpa sam, optam aut ad ullabo. Nusam quiam quatiusciis ullantem issedis volupta temolum qui dolores aut reruptate se optatur?

Rae. Sa num fuga. Aquo ium, tem quiatus cori senestes utem volore nulla vitatur epraturemodi ut rem eum, sitias earum, illeucus estium eroviti untiuntem. Dus eiciis ipsandis.

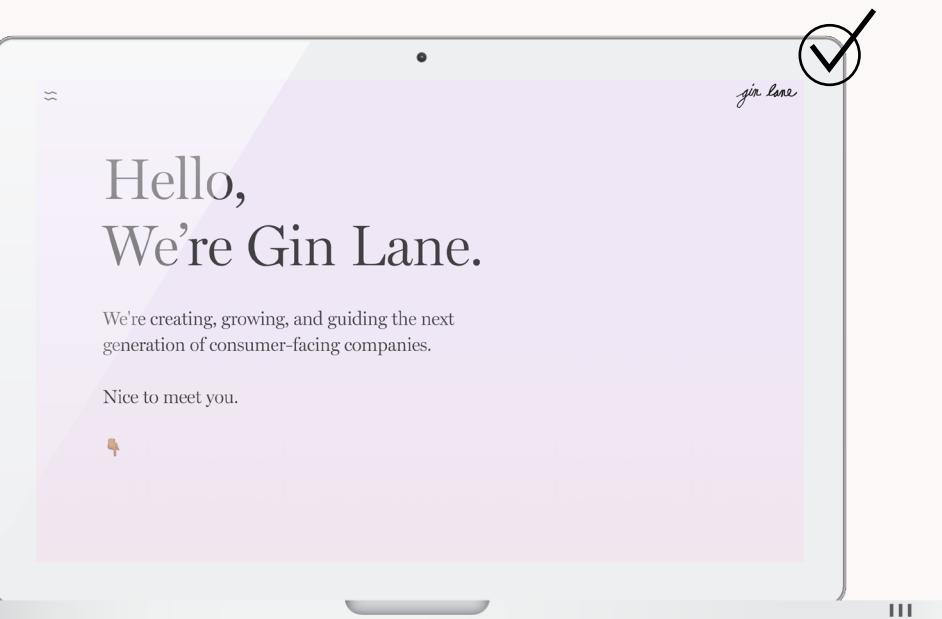
BUTTON MAYBE

We transform emerging companies into industry leaders by refining the brand's personality and elevating the digital experience.

VIEW SELECT PROJECTS BELOW



[VIEW](#)



EARLY STAGE GROWTH

Smile Direct Club

Smile Direct Club offers high quality invisible aligners direct to the consumer at an affordable price. In reshaping the branding, content, and digital experience, we crafted an empathetic and

7

Does the site use a
consistent colour scheme?

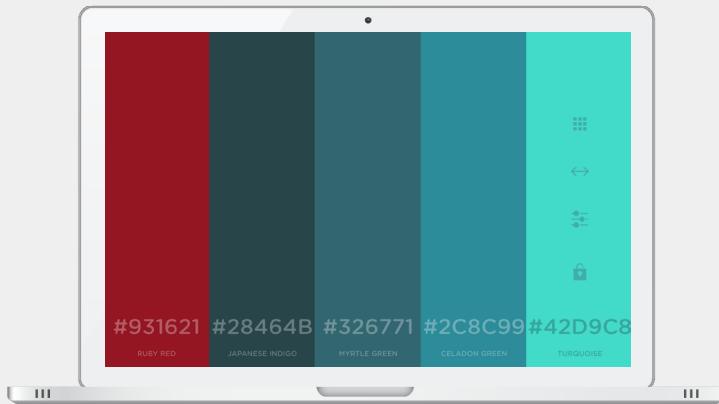


CHOOSING COLOURS

- You don't need to know how to create a colour scheme, just where to find one.
- Choose a colour scheme and then use it throughout the *whole* design.

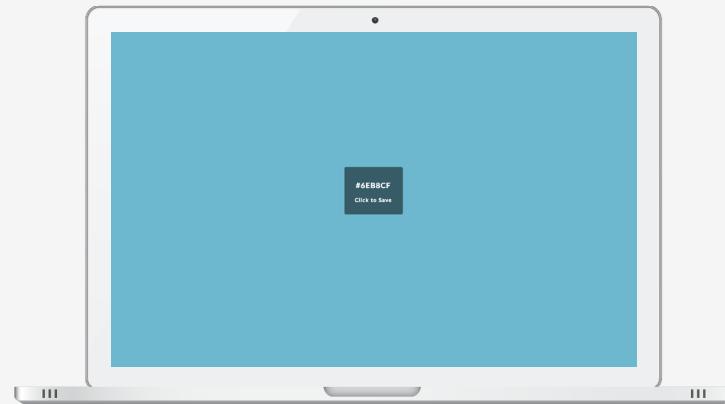
COLOUR SCHEME RESOURCES

BEGINNER



VIEW

INTERMEDIATE



VIEW

ADVANCED



VIEW

CHOOSING COLOURS

- If you are worried about colours, the safest option is to keep it simple.
- Use white or a very light grey (#FAFAFA) for the background of your website.
- Use black or a very dark grey (#232323) for the text of your website.
- Then choose just three other colours...

CHOOSING COLOURS

1. Main Colour – Use as the base colour of your design.
(Backgrounds of sections, some headings, etc.)
2. Secondary Colour – Use as a supporting colour to add visual interest. (Backgrounds of sections, some headings, etc.)
3. Accent Colour – Use to call attention to things. (buttons, links, CTAs, etc.)
 - If you're worried, stay even simpler and just use black, white, and one colour.

8

Is there an
accent colour that
captures attention?



ACCENT COLOUR

- Your accent colour is important because it is meant to draw attention to things.
- When you want someone to visit a page or purchase something, the accent colour draws their eye.
- That's why links and buttons are the accent colour.



VIEW

Introducing Thumper

A haptic communicator
that creates precise
taps. Sign up for a
chance to try one.

[Learn More](#)

9

Are design
elements throughout
the site **consistent?**



CONSISTENCY

- Elements should stay consistent on your site. From one section to the next, and one page to the next, the styling should be the same.
- Keep buttons consistent. Use the same border radius and shadows everywhere.
- Keep borders consistent. Use the same border width and style everywhere.

BUTTON

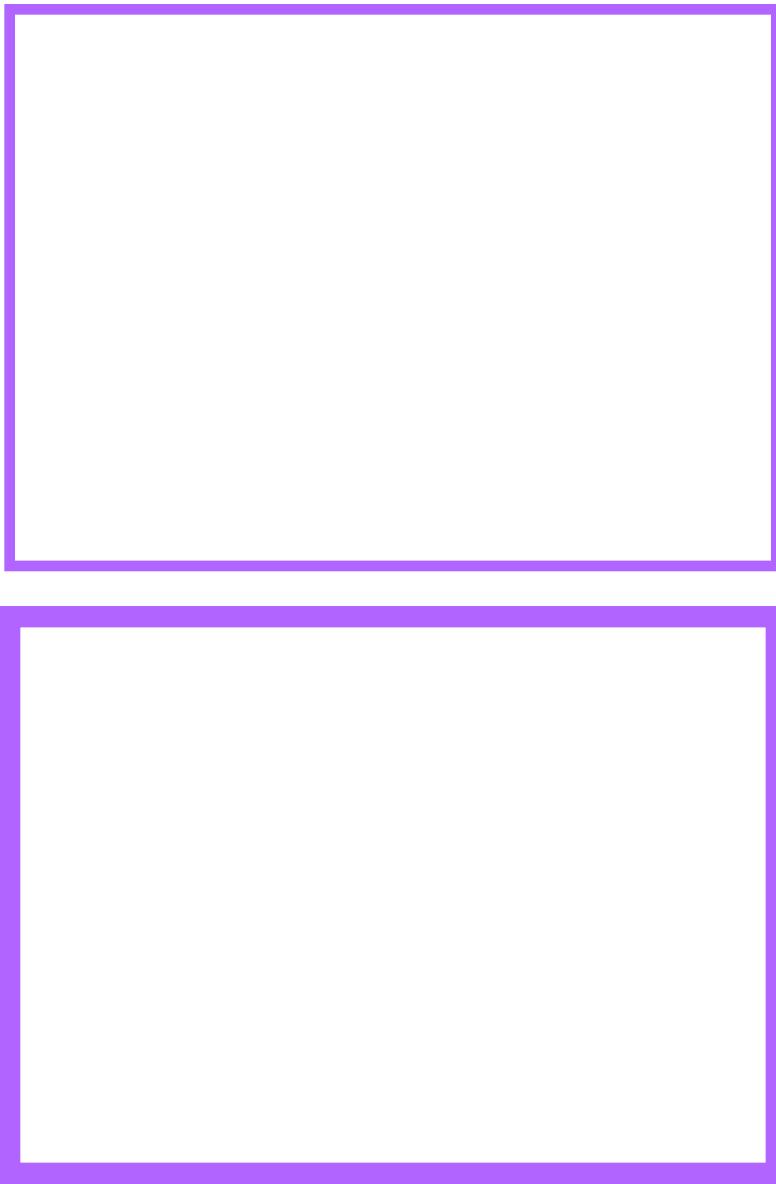
BUTTON

BUTTON

BUTTON

BUTTON

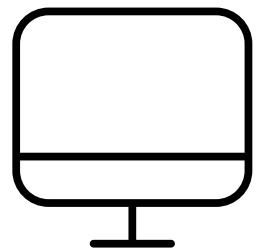
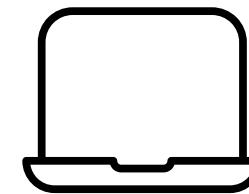
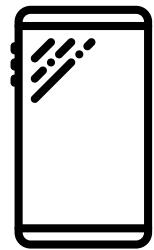
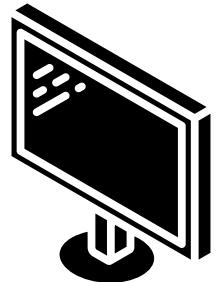
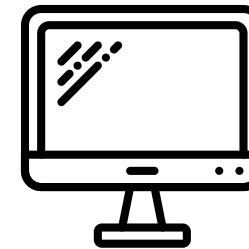
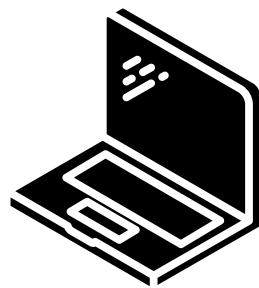
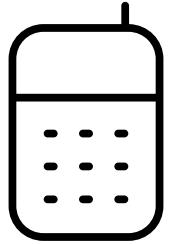
BUTTON

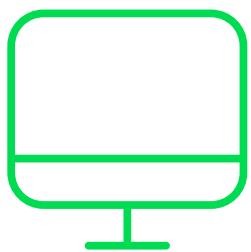
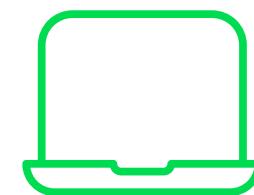
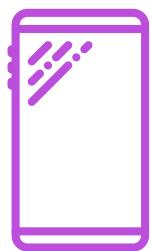
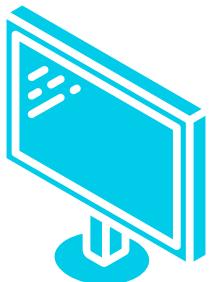
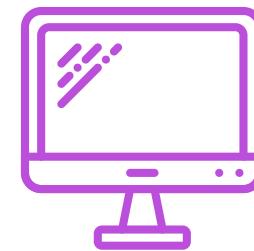
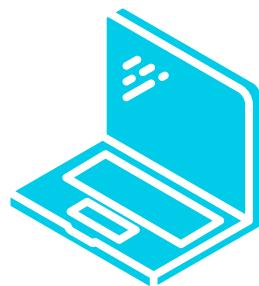
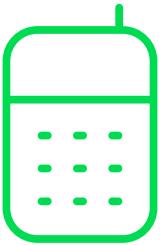


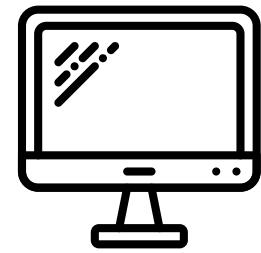
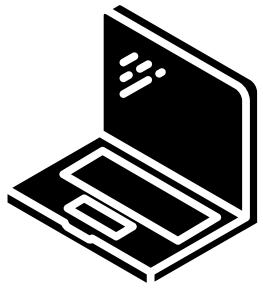
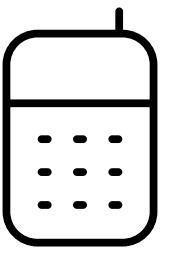
10

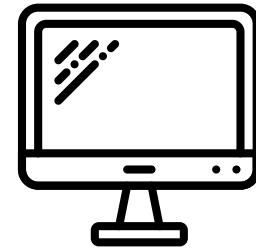
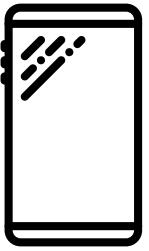
Are the **icons** throughout
the site cohesive
with one another?





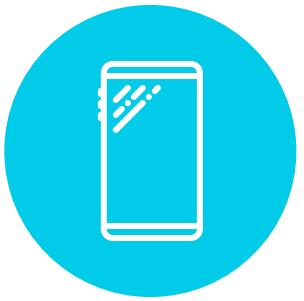






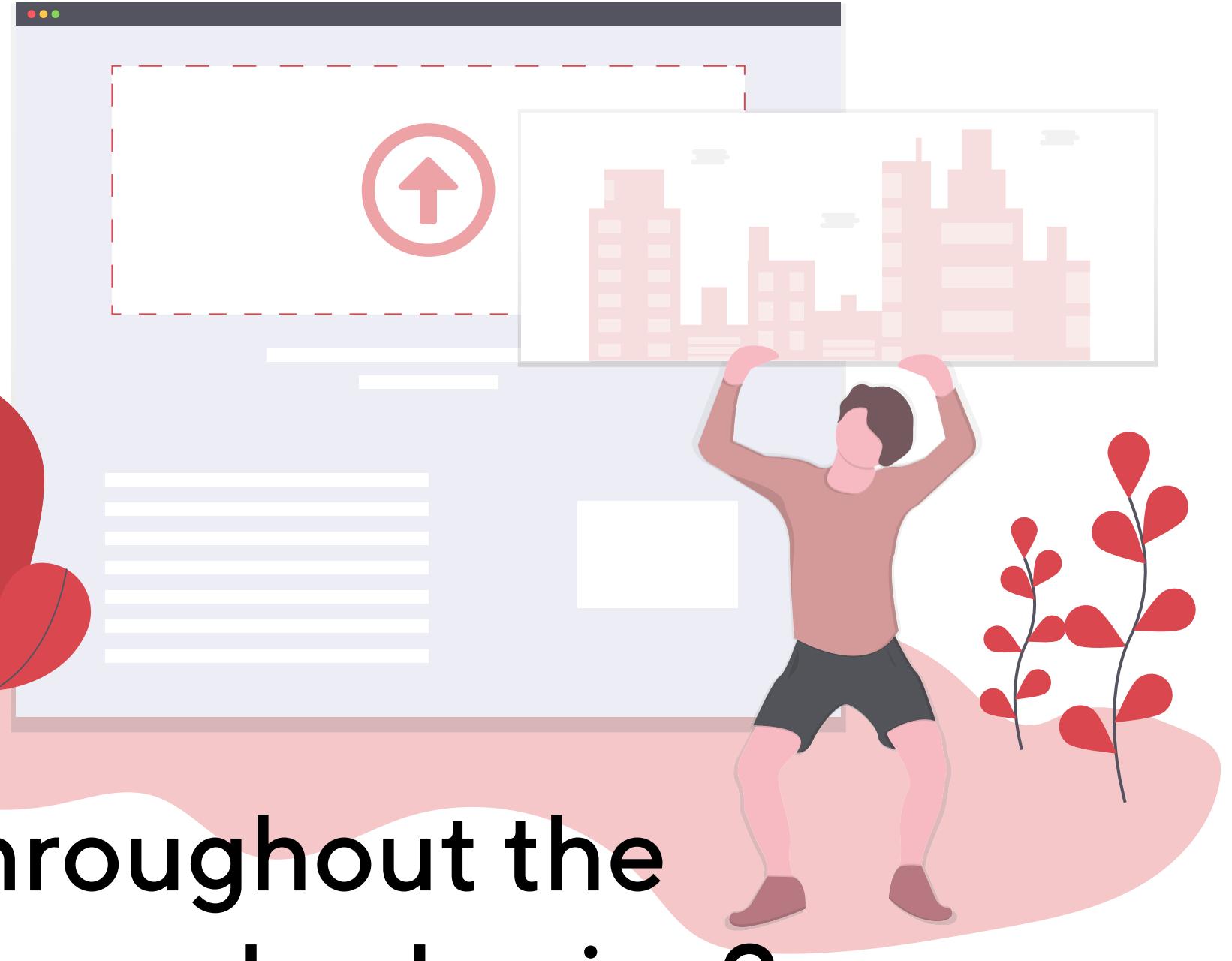
ICONS

- Icons should be cohesive, and look like they are part of a set. This makes everything look more professional.
- Maintain a consistent colour, size, and treatment.
- Easiest way to achieve this is to choose icons from one set or artist.
- **Noun project**

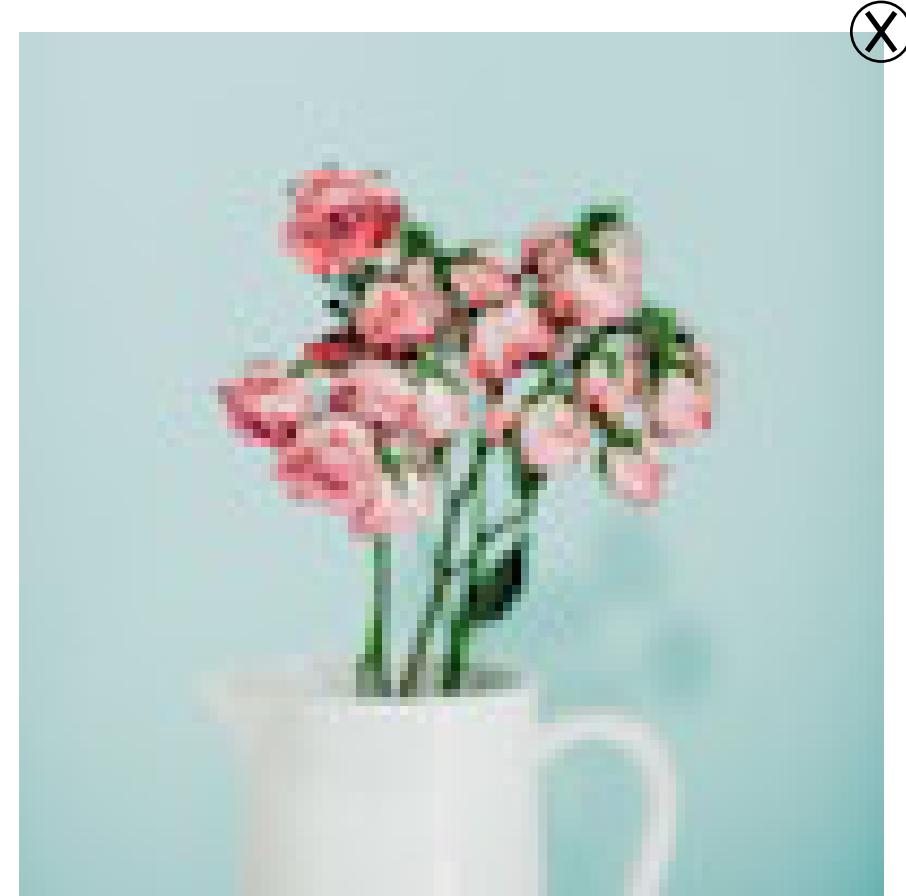
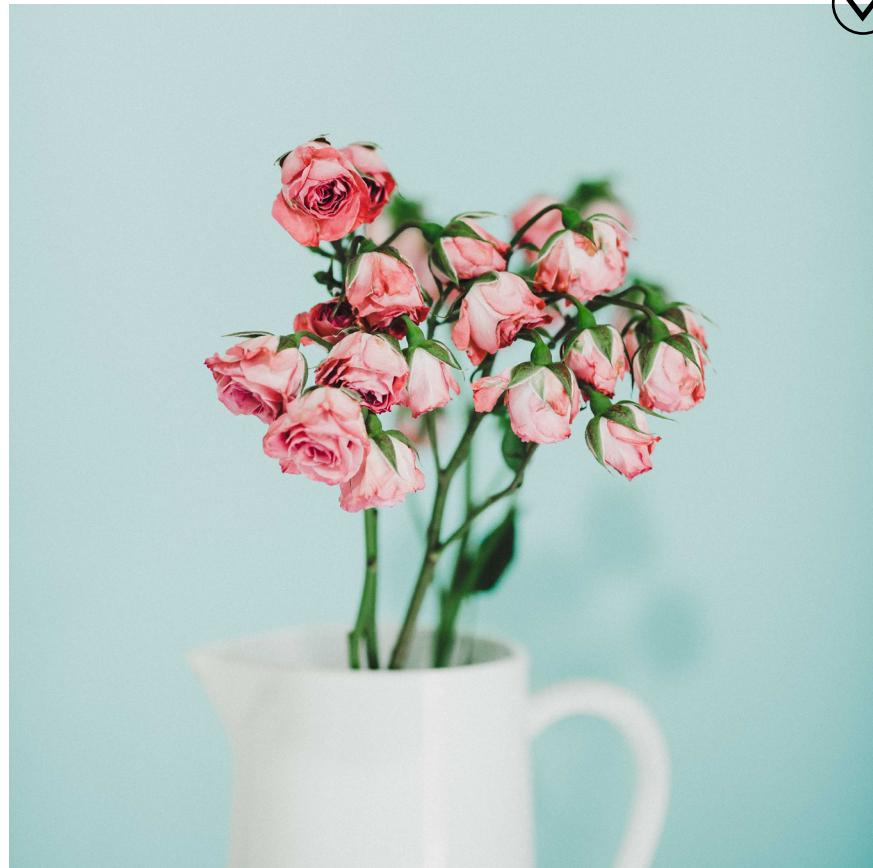


11

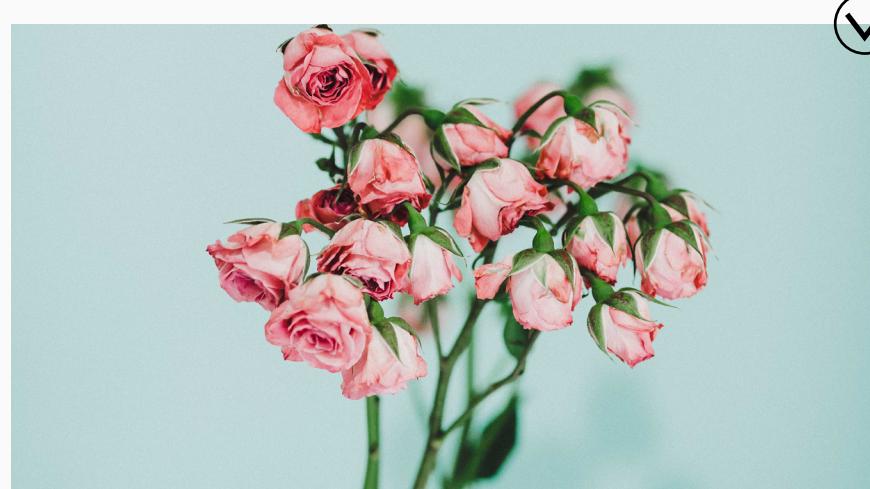
Are the
images throughout the
site strong and cohesive?



- Choose high quality images that aren't pixelated or stretched.

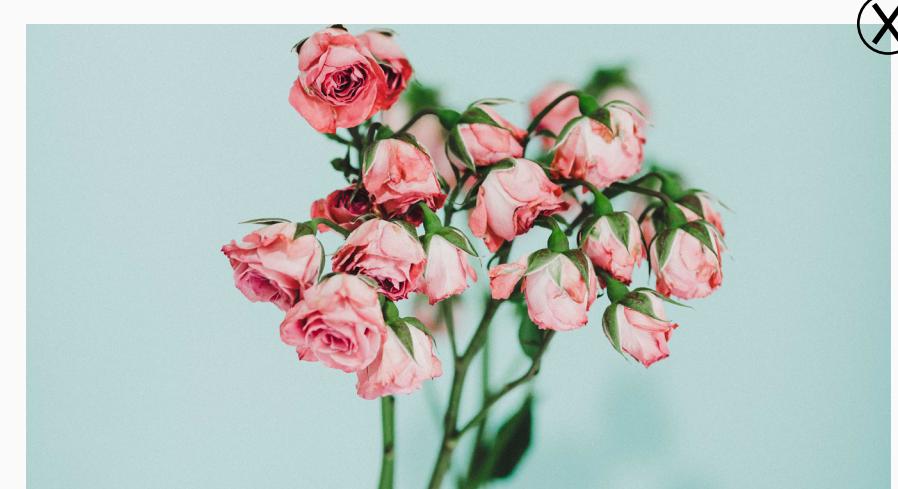


- Choose images that are relevant to your content.



I love flowers

Gitatem que pera ventesedEbit hiciaep erspitium acilis es
esci derum illam quam corem fuga. Nem sundis dolestrum
sิตatur reperest, quae pratesed quatetur sit erferiorunt facea
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I love coffee

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- Choose images that are cohesive, or use an overlay.



- Choose images that are cohesive, or use an overlay.



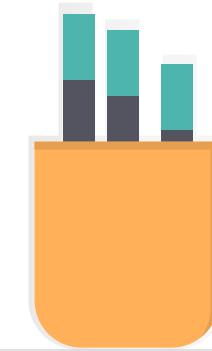
- Choose images that are cohesive, or use an overlay.



FREE IMAGE RESOURCES

- **Unsplash**
- **Pexels**
- **SplitShire**
- **Foodies Feed**
- **Life of Pix**

12

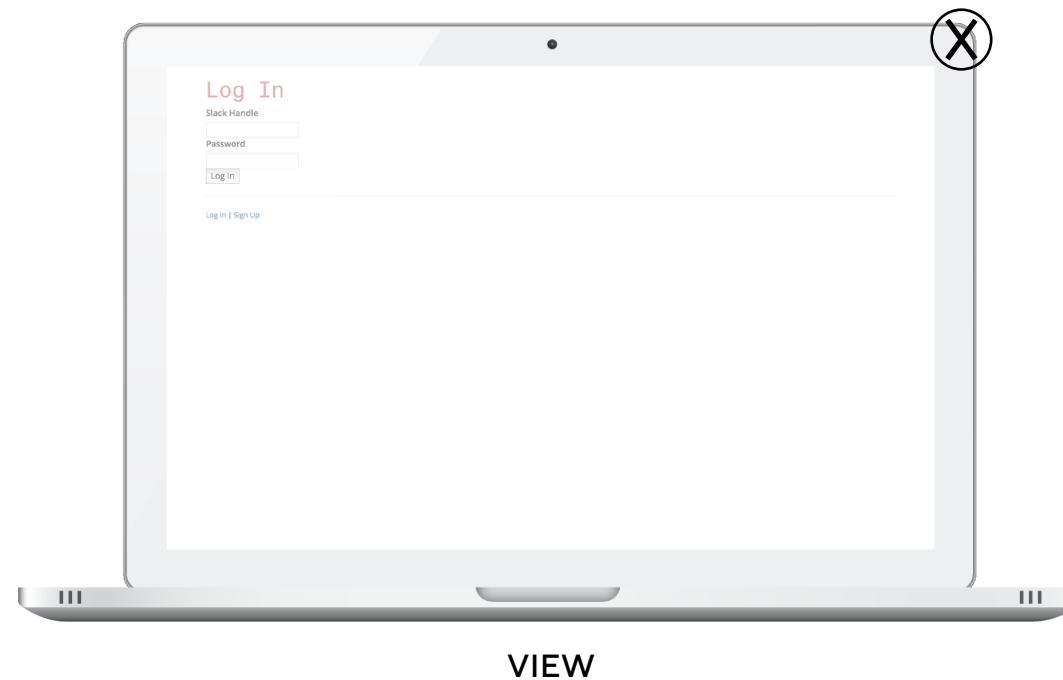


Is it immediately clear what the
purpose of the site is?

CLARITY

- Is it clear what the purpose of your site is?
- Is it clear what action a user should take on your site?
(Scroll, click, read, etc.)
- Is it clear why a user would want to login and give you
their email address?

- Make sure it is clear why someone is logging in.



CLARITY

- If the user lands on your page and is unclear about anything, it's not designed well.
- Think about a push/pull door and how design affects how you interact with the door.



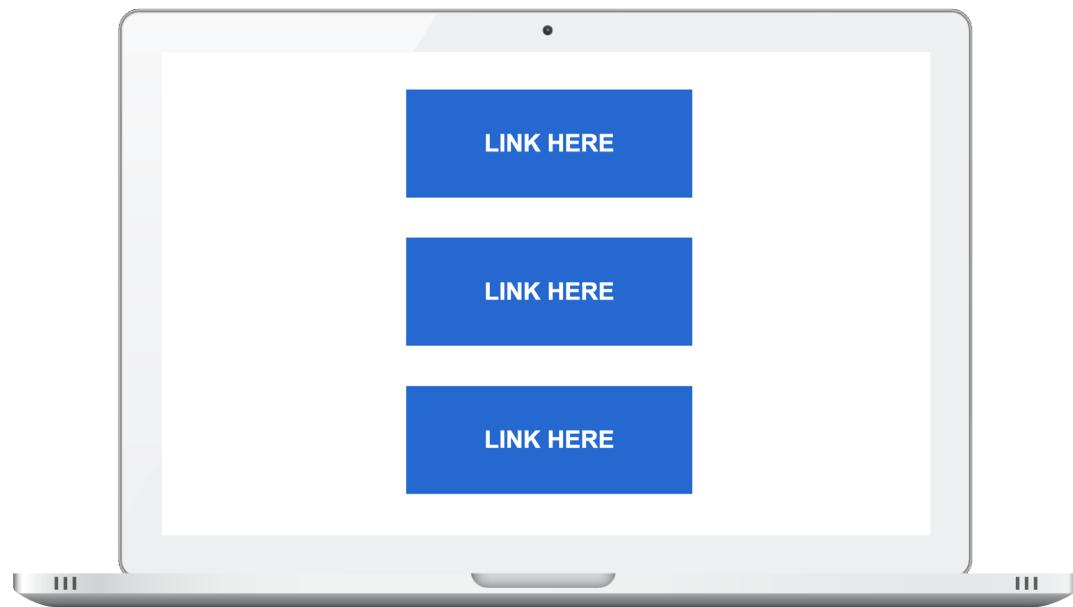
13

Are there **pseudo-states** being used to show which items are interactive?



PSEUDO STATES

- Pseudo states give the user feedback when they hover over an element, and then when they click on it.
- This feedback should tell them that this is an element they can interact with (click on).
- If an item changes on hover, but is not clickable, it's confusing to the user.



14

Are any
animations purposeful and
not overwhelming?



ANIMATIONS

- Animations should subtly add to and enhance your web design, not take away from it.
- If animations are distracting, they take away from the content and purpose of your website.
- People won't complete the action you want them to take.

ANIMATIONS

- It's easy to get carried away with all the cool stuff you are learning to do, but don't go overboard. Keep things simple.
- A simple, powerful animation can go a long way and make you and your site memorable.



Christina Laba

Web Developer

Building a better internet, one div at a time.

of Toronto. Challenging myself
in an industry that never stops

VIEW

Fuelled by caffeine and an innate curiosity and love for all things thoughtfully designed, I find myself focused on usability and clean design. Passionate about creating playful and engaging user experiences.



15

Is the site design
optimized for all screen sizes?



RESPONSIVENESS

- Design shouldn't just *work* across sizes, it should be optimized to make every experience great.
- Show people that you have thought about the user experience at every size.
- Check every project across every browser/device/size available.

THINGS TO THINK ABOUT

- Body text usually gets a little bigger on mobile devices.
- Heading font usually gets smaller (so it doesn't take up a huge portion of the page).
- Buttons usually get bigger so they are easier to touch.
According to Apple buttons should be atleast 44 x 44px.
- Mobile menu should be easy to find and click on.

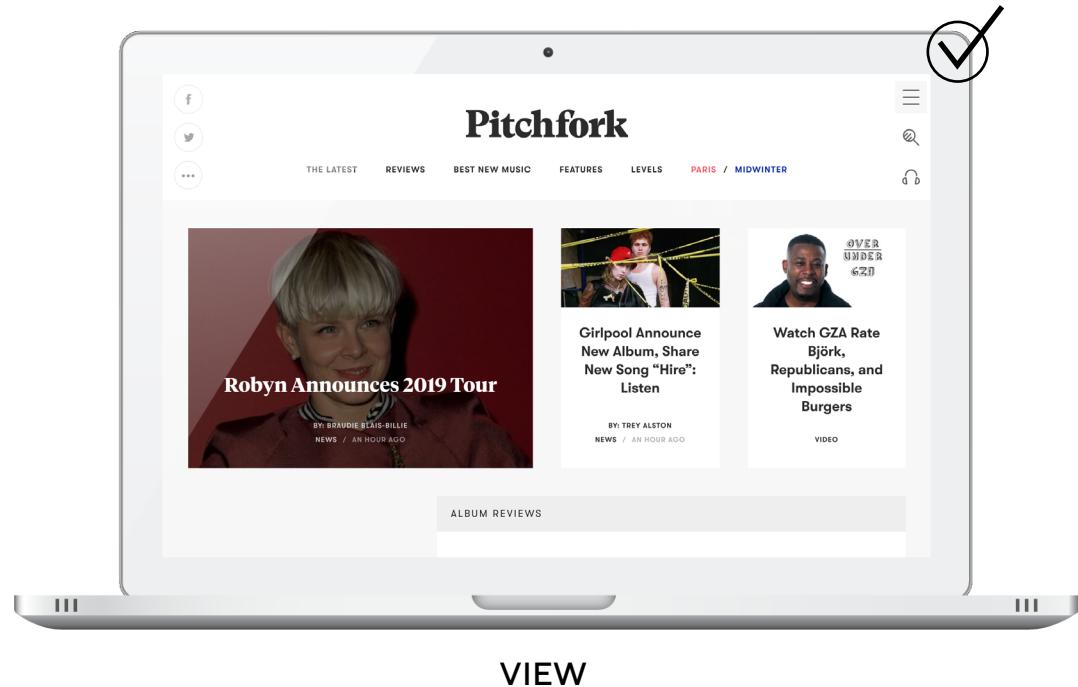
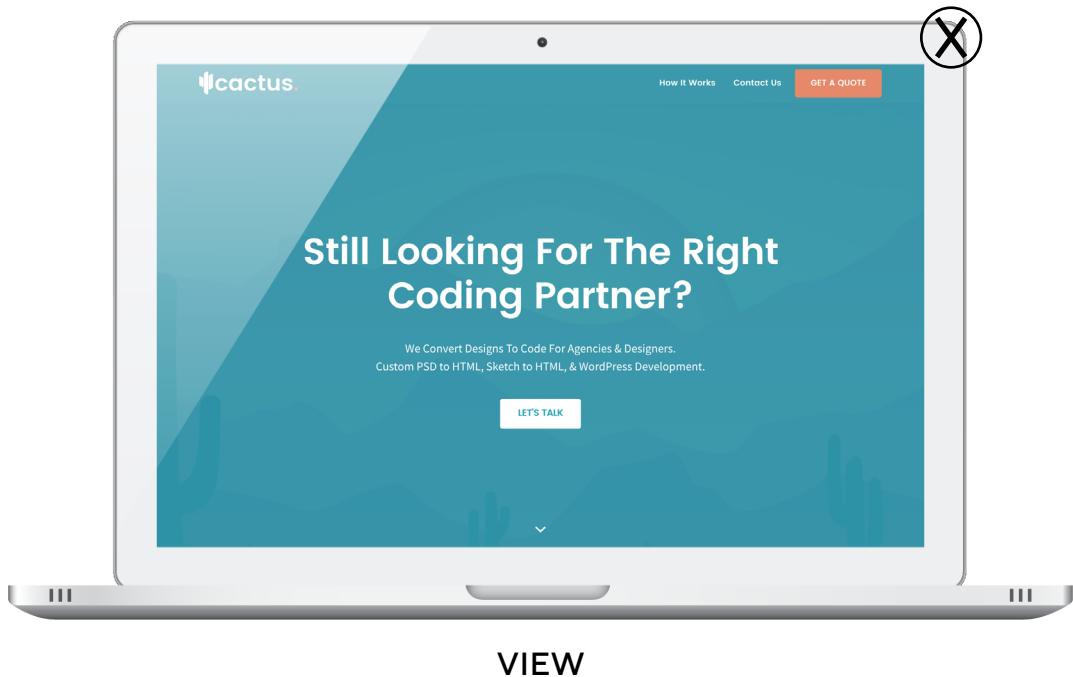
COMMON ISSUES

- Make sure you don't have any horizontal scroll.
- Make sure you adjust spacing between elements so you don't have huge gaps.
- Make sure you remove any animations or smooth scrolls that harm the user experience on smaller screens.

MOBILE NAVIGATION

- Many people struggle with turning a normal desktop menu into a mobile menu.
- Think about which links are important and need to stay visible, and which links can be hidden within a hamburger menu.
- Some secondary information might work if you move it to the footer instead.

- Think about what links are most useful to a mobile user.



16

Are the sections
of the site **laid out** in an
interesting, logical way?



LOGICAL SECTIONS

- Think about the most important section, which you should include first. It should give the user a first impression of what your site is about. (*Your portfolio about me section.*)
- Think about what you want to leave the user with, which you should include last. It should tell the user what action they can take next. (*Your portfolio contact me section.*)

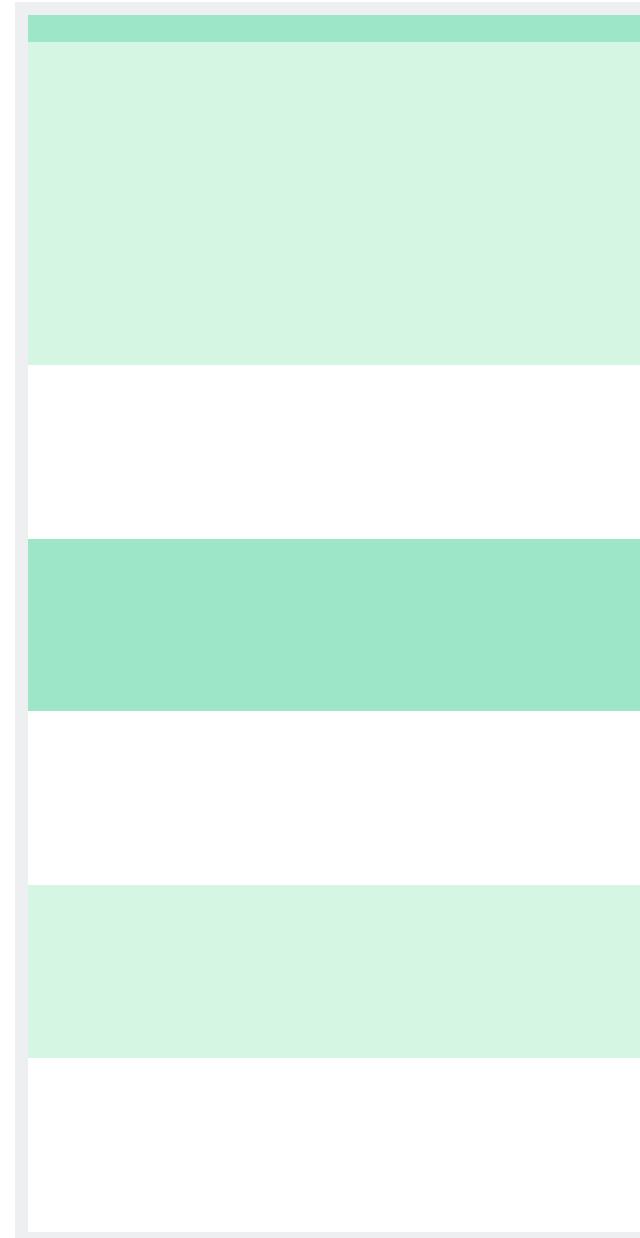
INTERESTING SECTIONS

- The simplest way to design a website is in a grid, with basic horizontal sections.



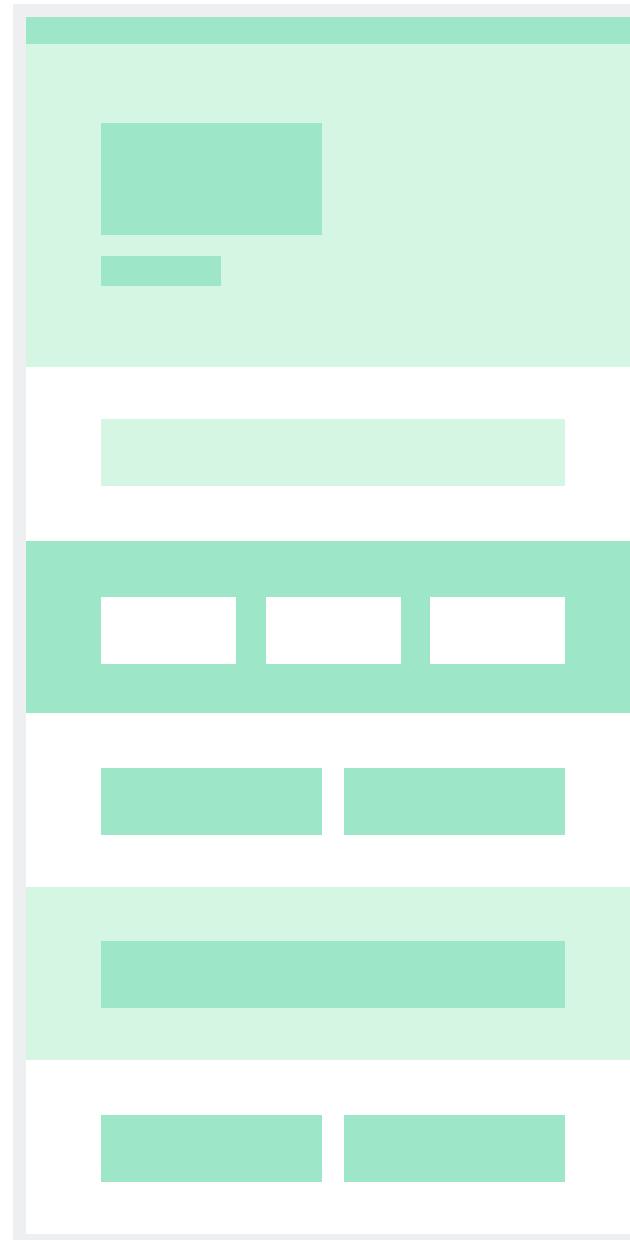
INTERESTING SECTIONS

- Alternate colours to provide visual division and keep things interesting.



INTERESTING SECTIONS

- Then alternate the number of parts in each section to add more interest.
- This is what makes a simple page interesting without having to do too much.



WIREFRAMES

- A great way to think ahead about layouts is to create a wireframe for your desktop design AND your mobile design.
- Draw a simple wireframe on paper of where you want your content to go.



17

Is there something
that makes the site
visually interesting?



VISUAL INTEREST

- Your portfolio and projects must have some element of visual interest.
- This can be a striking colour, an interesting image, a cool animation, etc.
- Something must be memorable so that employers don't forget about you.
- Fill your work with personality. Show who you are.



The web design industry is ripe with designers and developers, and it's up to you to set yourself apart. Your personality is as important as the tools you use, because most employers aren't looking to hire a list of great projects – they're looking for a great person.

- *Shopify, 10 Tips for Building a Beautiful Web Developer Portfolio*