

WDW



— —

ScottyLabs



interxchange.github.io

good design is all about
making other designers feel
like idiots because that idea
wasn't theirs.

-Frank Chimero

clear thinking
made visual

#Design

staring at a computer screen
until your eyes bleed

Web vs. Paper

web is interactive and has to work on many different devices and internet speeds and lots of constantly changing elements

where on paper the constraints are constant

<http://iampaddy.com/lifebelow600/>

Prototype Iterate



How the customer explained it



How the project leader understood it



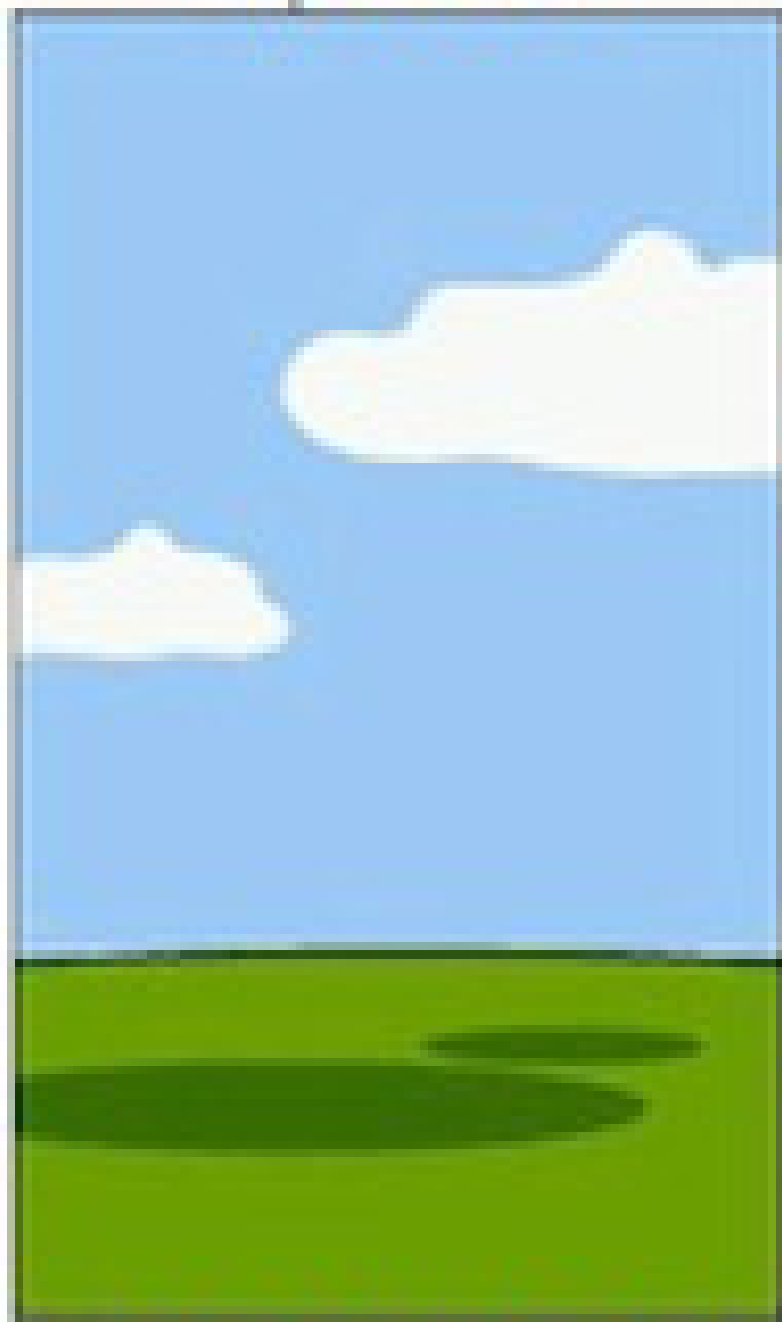
How the engineer designed it



How the programmer wrote it



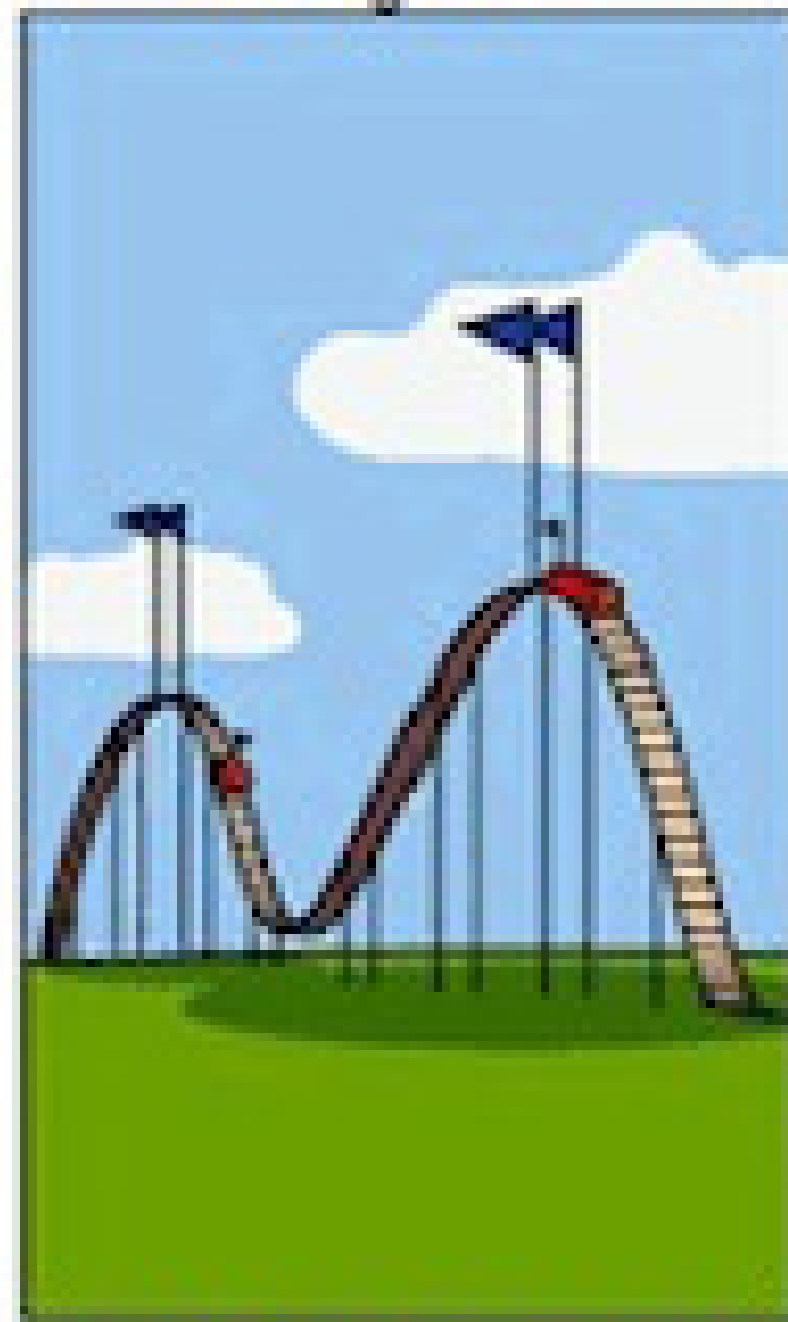
How the sales executive described it



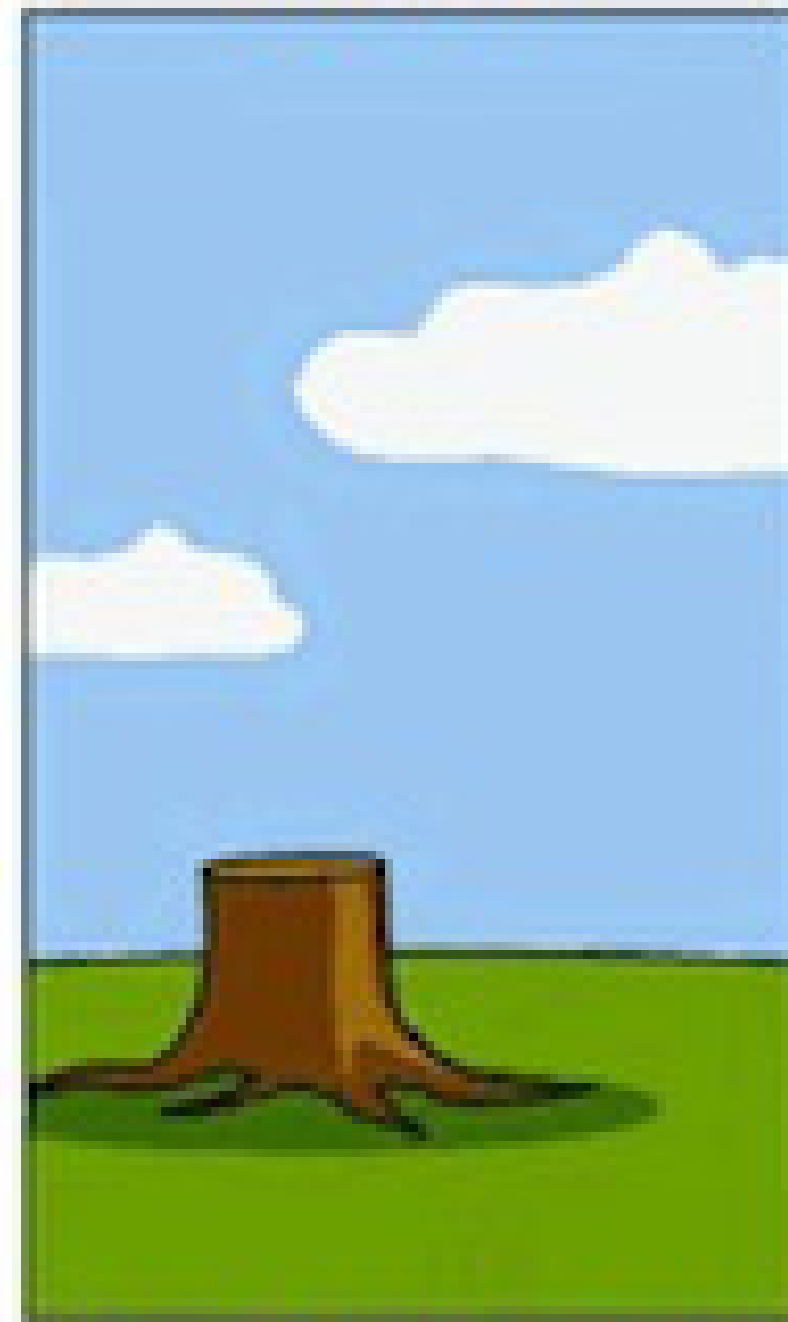
How the project was documented



What operations installed



How the customer was billed



How the helpdesk supported it

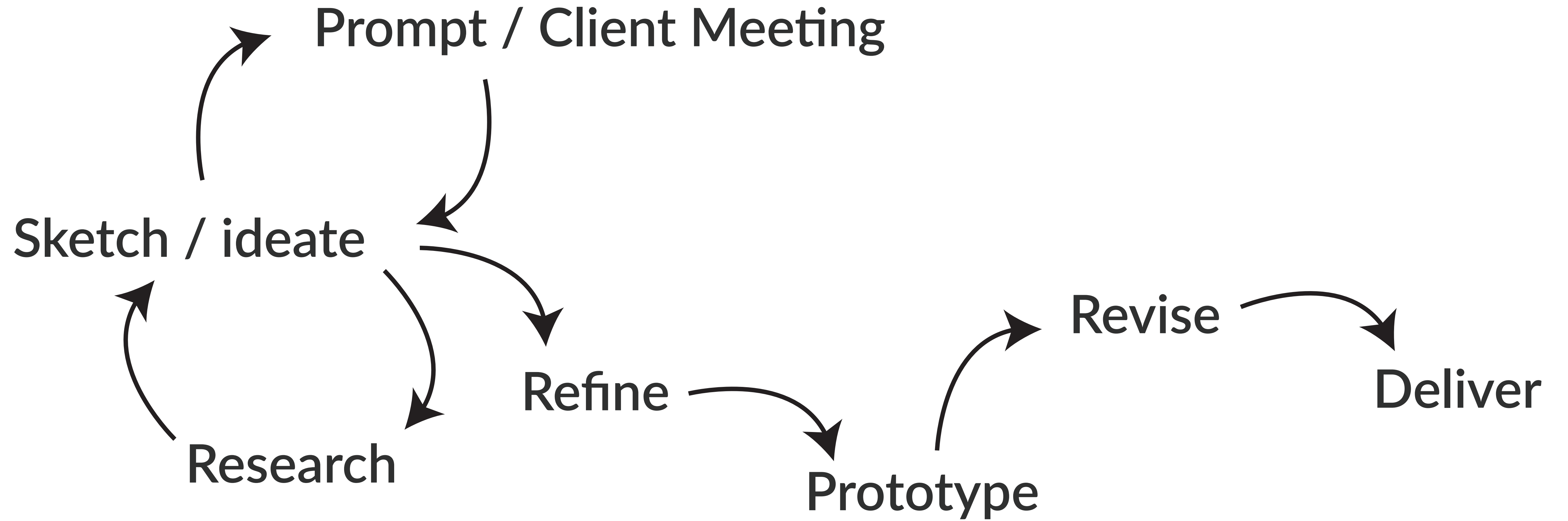


What the customer really needed

“Good design is not about what medium you’re working in. It’s about thinking hard about what you want to do and what you have to work with before you start.”

-Susan Kare

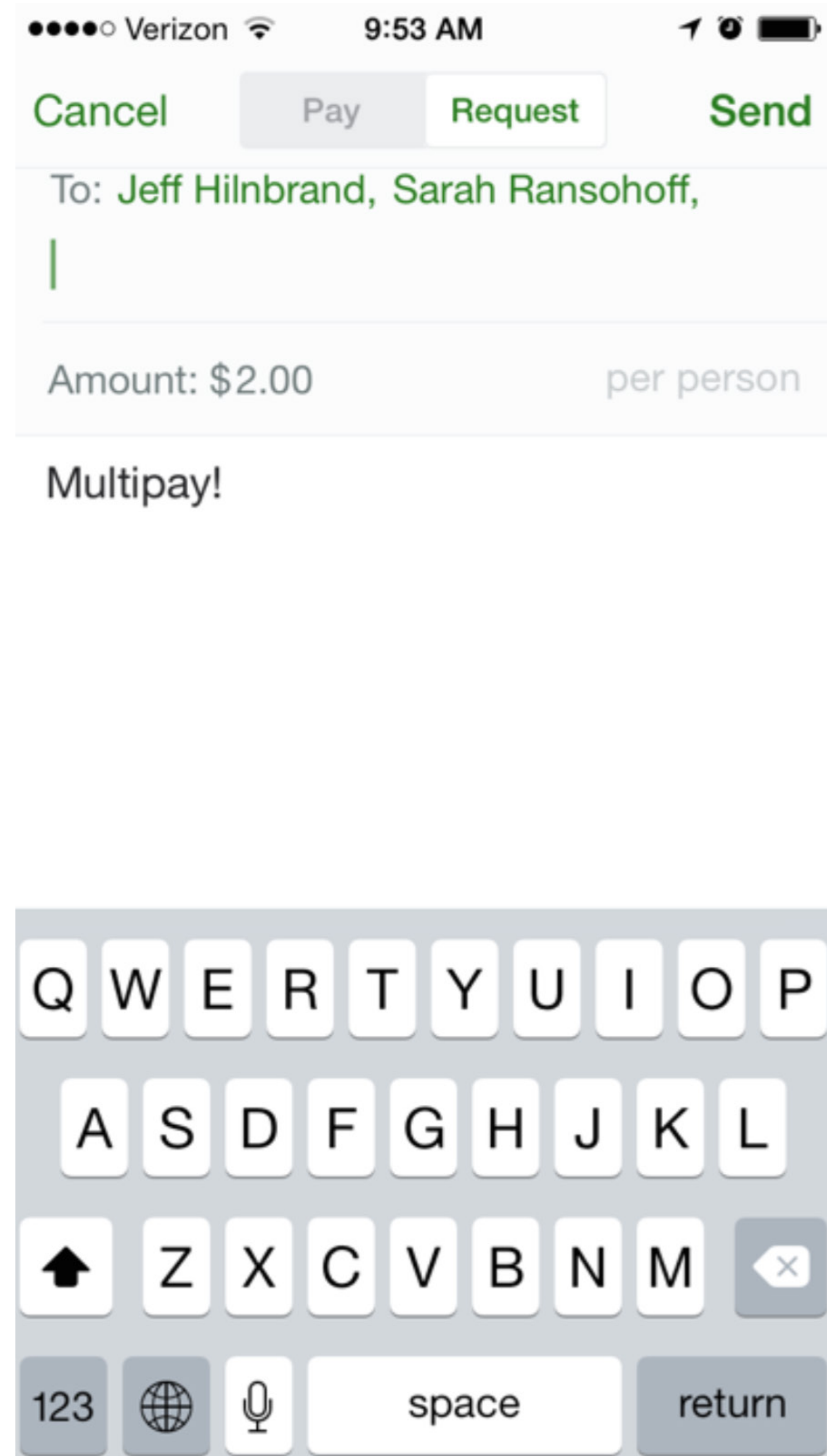
Design Process



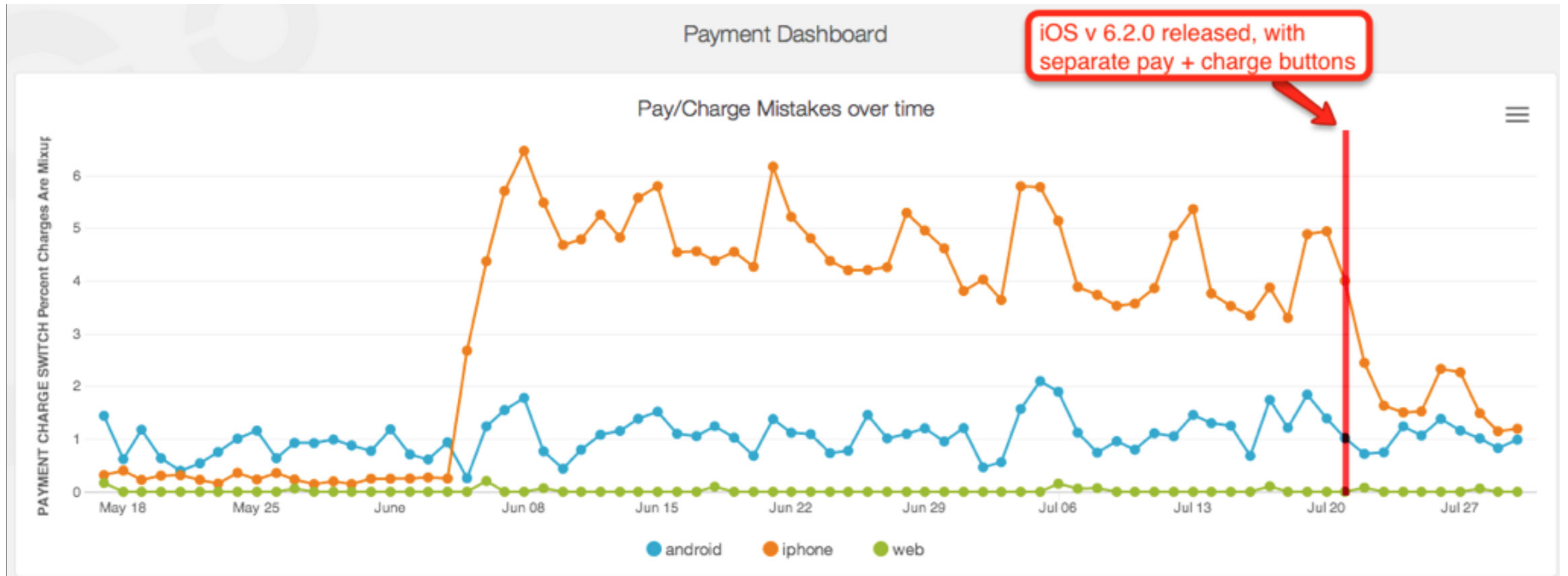
Web Chrome



Clarity

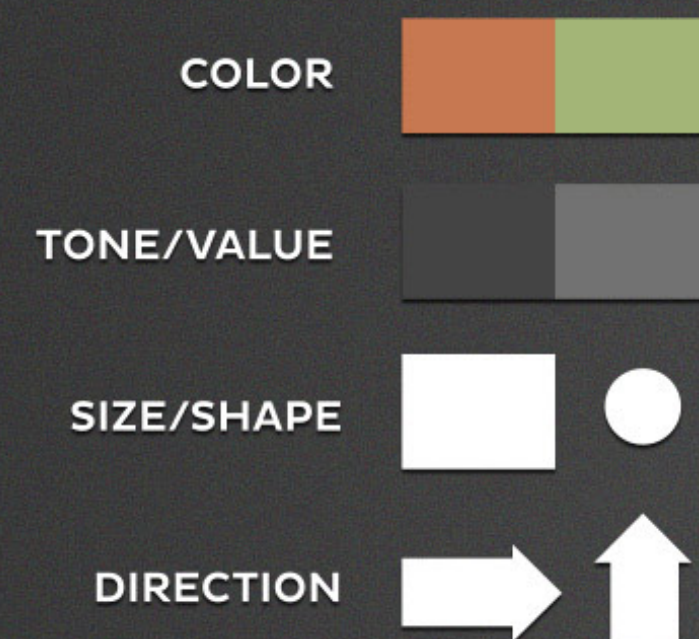


Clarity



Principles

CONTRAST

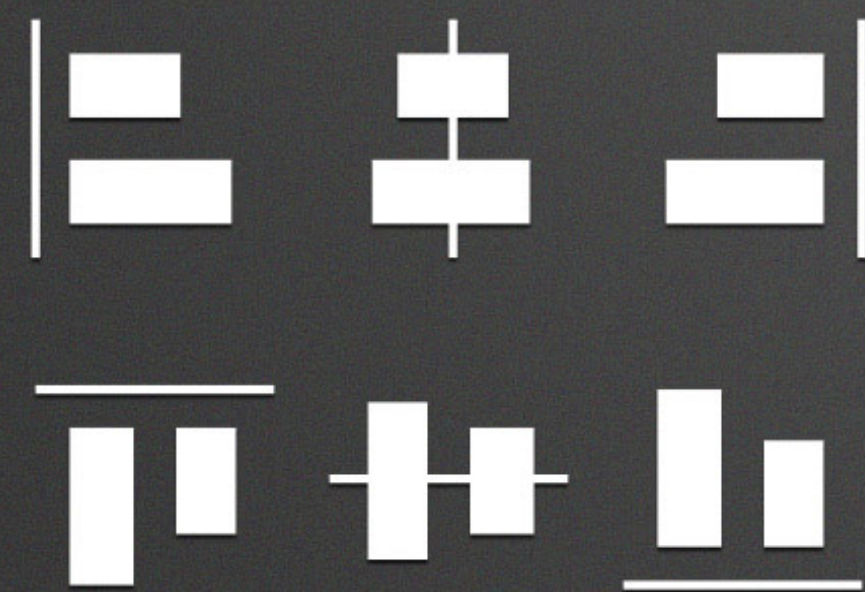


Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

To the left, you can see 4 ways to create contrast in your design.

ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



PRINCIPLES of DESIGN

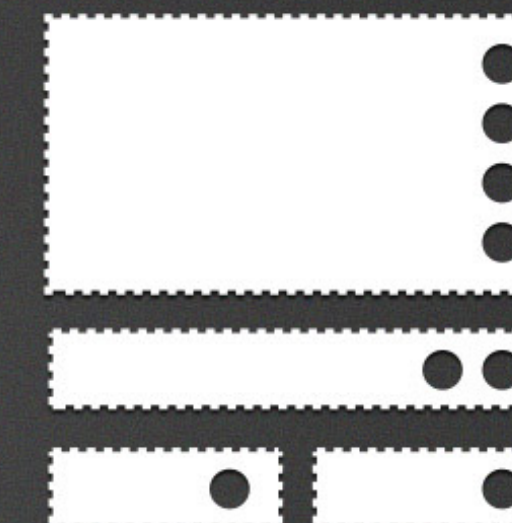
quick reference poster

REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.



PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

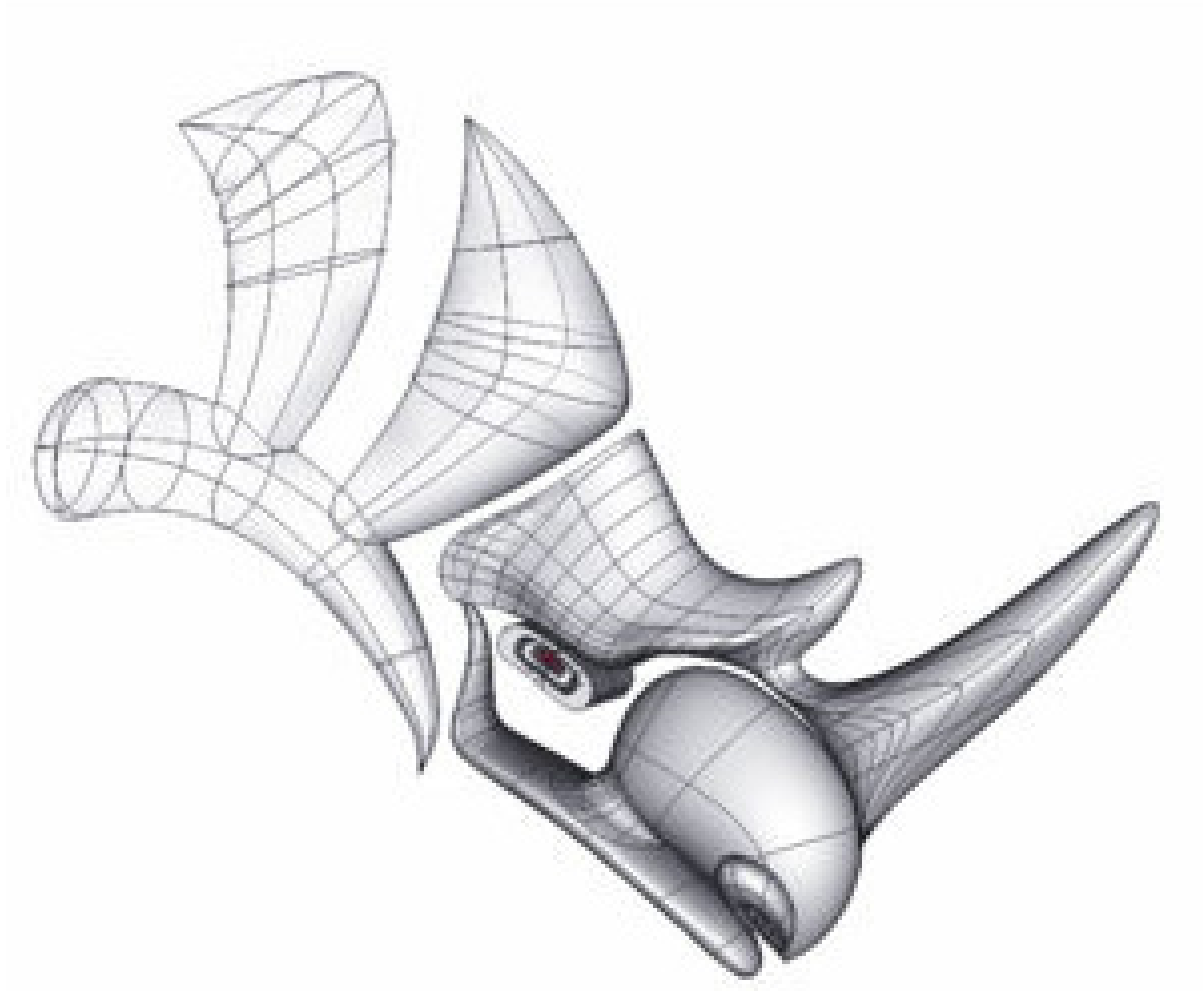
Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.



Constraints



Tools



Inspiration



+



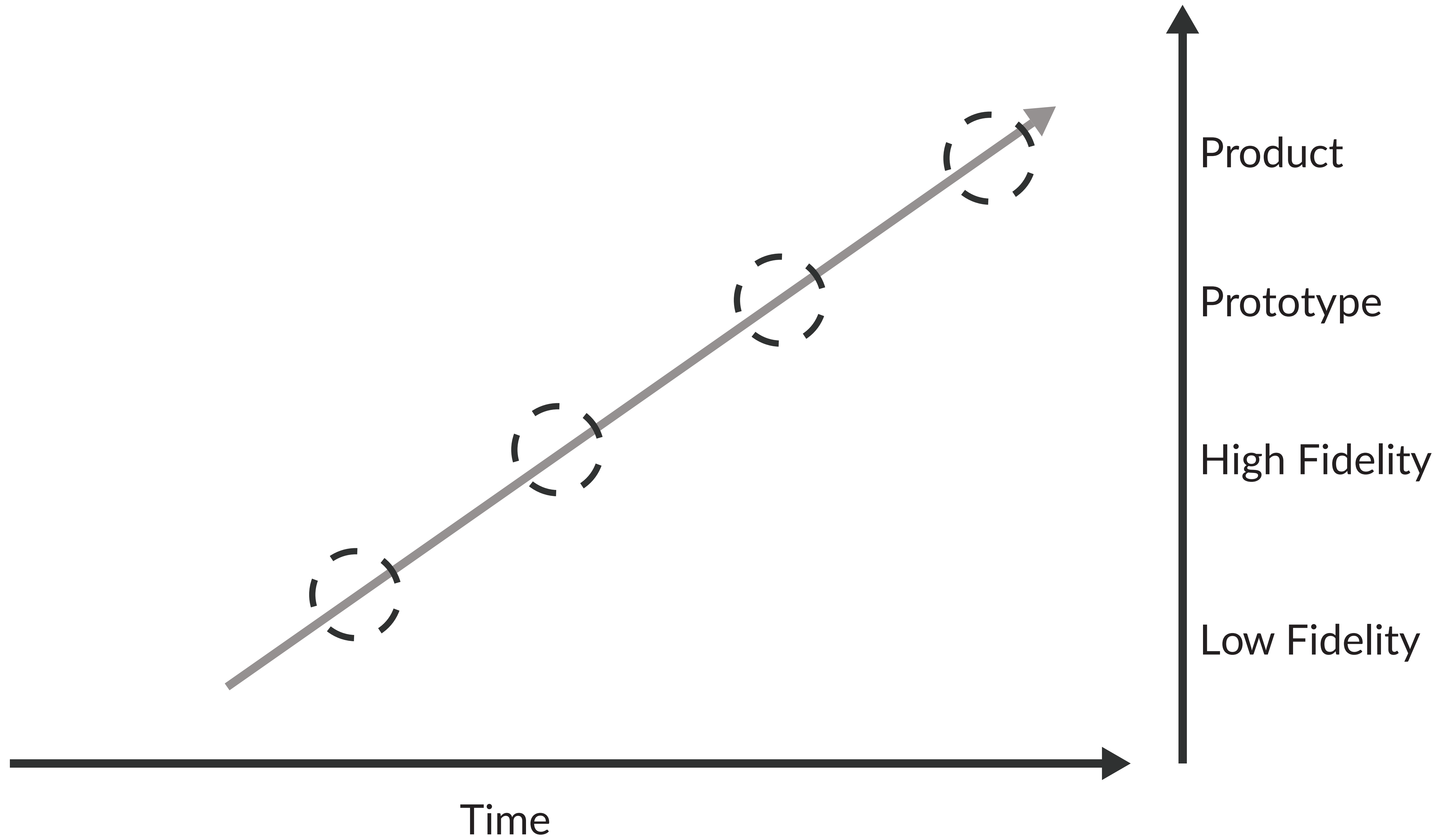
72dpi is plenty for the web
make images the size you want to display them

PNGs are good for images
SVGs for things like logos

optimize your images: imageoptim(mac) xnview(win)

use camelCase for file names

How to Design?



Becoming a Designer

1. Design Everything
2. Design More Things
3. Look for Projects
4. Take Classes
5. Read about design



PLAY
is the highest form of
RESEARCH.

ALBERT EINSTEIN