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

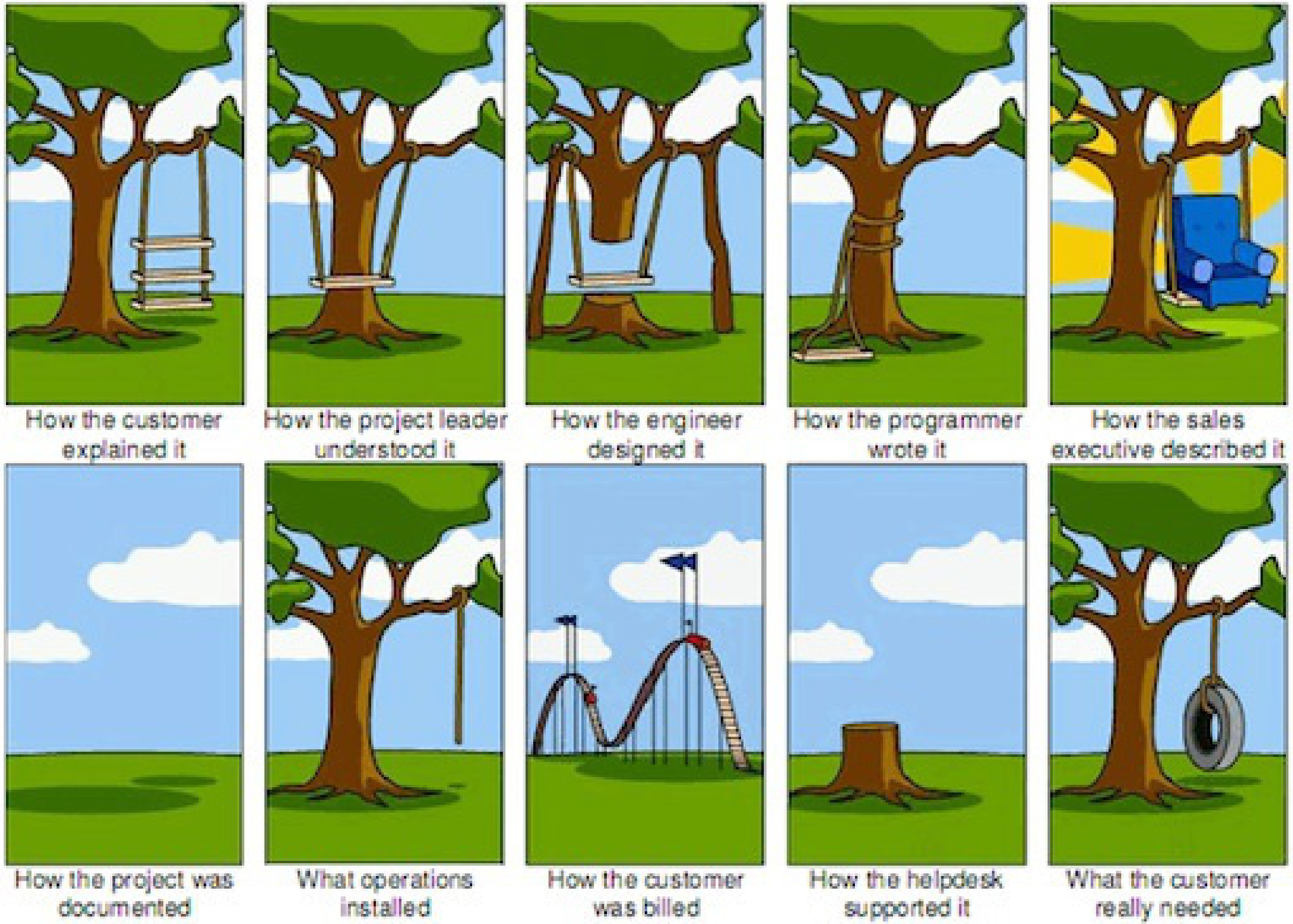
Web vs. Paper

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

where on paper the constraints are constant

http://iampaddy.com/lifebelow600/

Prototype Iterate



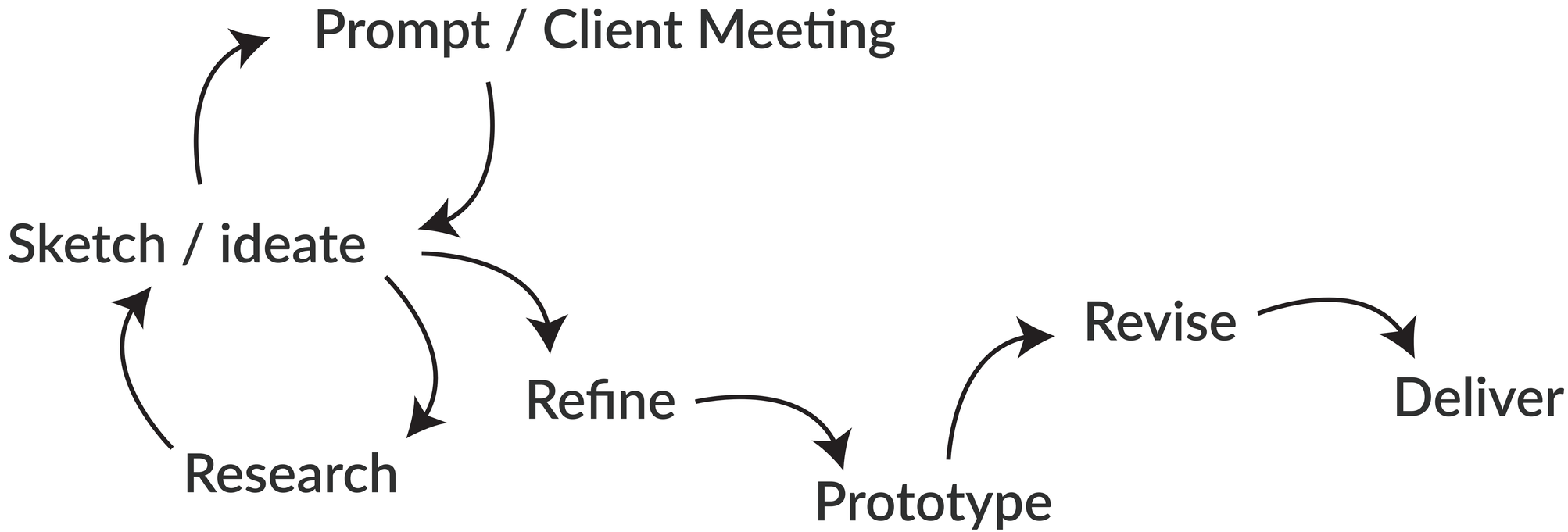
tamingdata.com

Good Design

“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.”

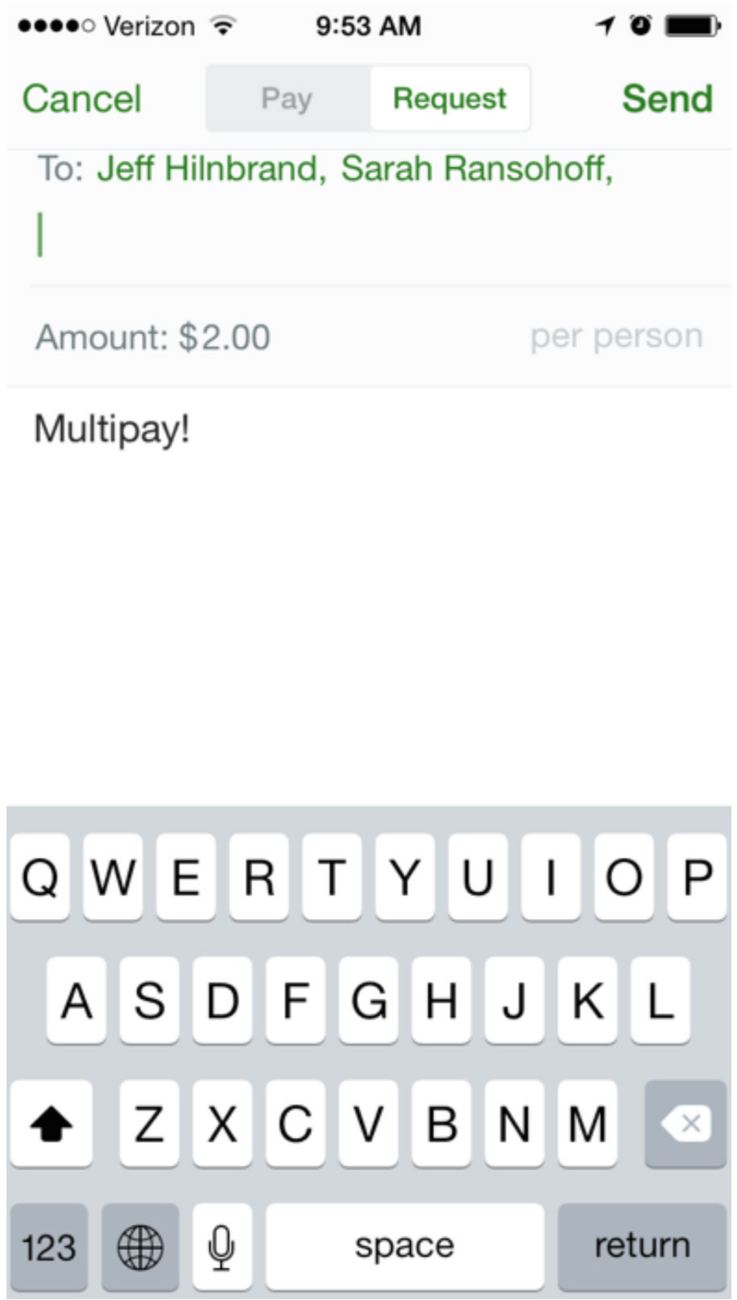
-Susan Kare

Design Process

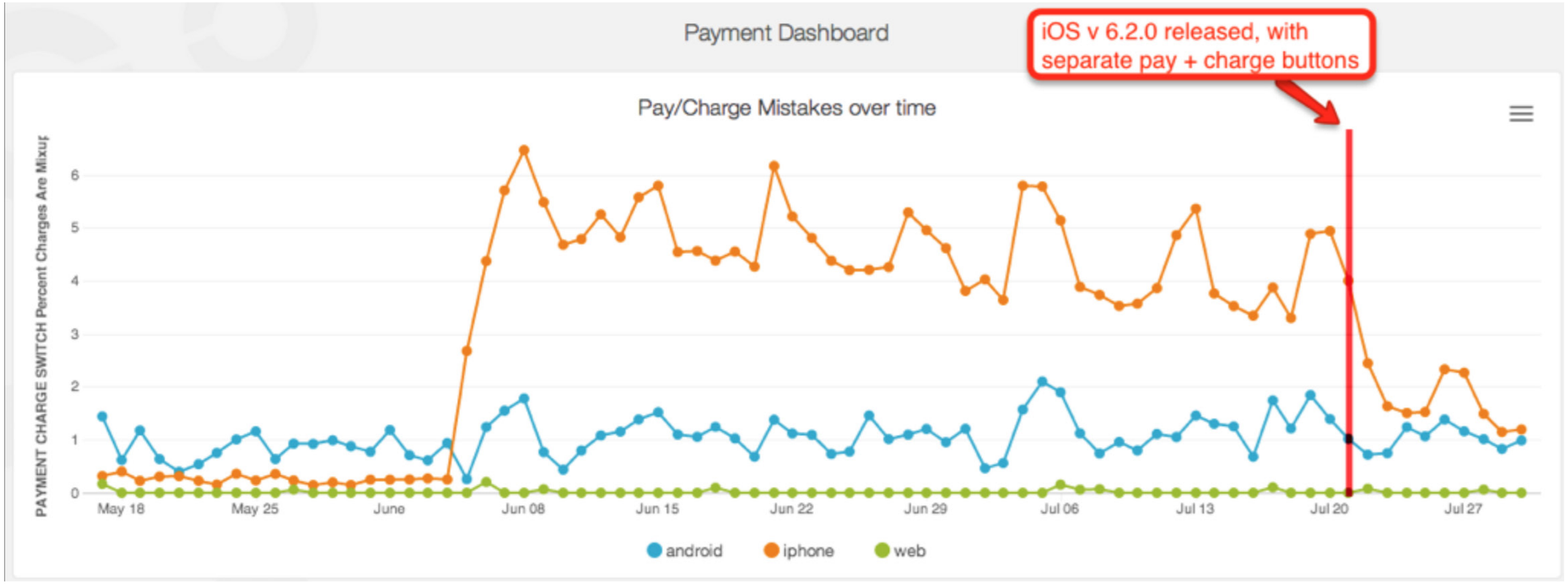


Web Chrome

Clarity


Verizon
9:53 AM
Cancel
Pay
Request
Send
To: Jeff Hilnbrand, Sarah Ransohoff,
Amount: $2.00
per person
Multipay!
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return

Clarity


Payment Dashboard
iOS v 6.2.0 released, with separate pay + charge buttons
Pay/Charge Mistakes over time
PAYMENT CHARGE SWITCH Percent Charges Are Mixur
0
1
2
3
4
5
6
May 18
May 25
June
Jun 08
Jun 15
Jun 22
Jun 29
Jul 06
Jul 13
Jul 20
Jul 27
android
iphone
web

Principles

CONTRAST

COLOR

TONE/VALUE

SIZE/SHAPE

DIRECTION

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.

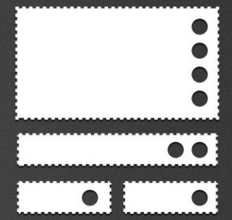
To the left, you can see 4 ways to create contrast in your design.

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.

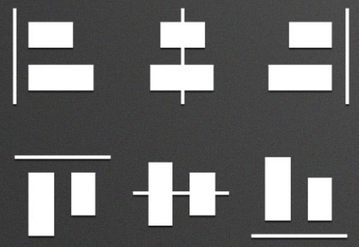


PRINCIPLES of DESIGN

quick reference poster

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.



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.

a handy paper leaf resource

Constraints

blog.cliffano.com

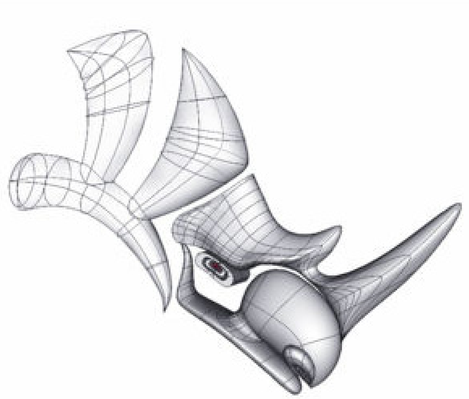
Design a UI

Design a Spaceship control panel

constraints: only buttons

on/off
fire thrusters, top, left right, bottom, front and back
self destruct

Tools



Inspiration

+

File Prep

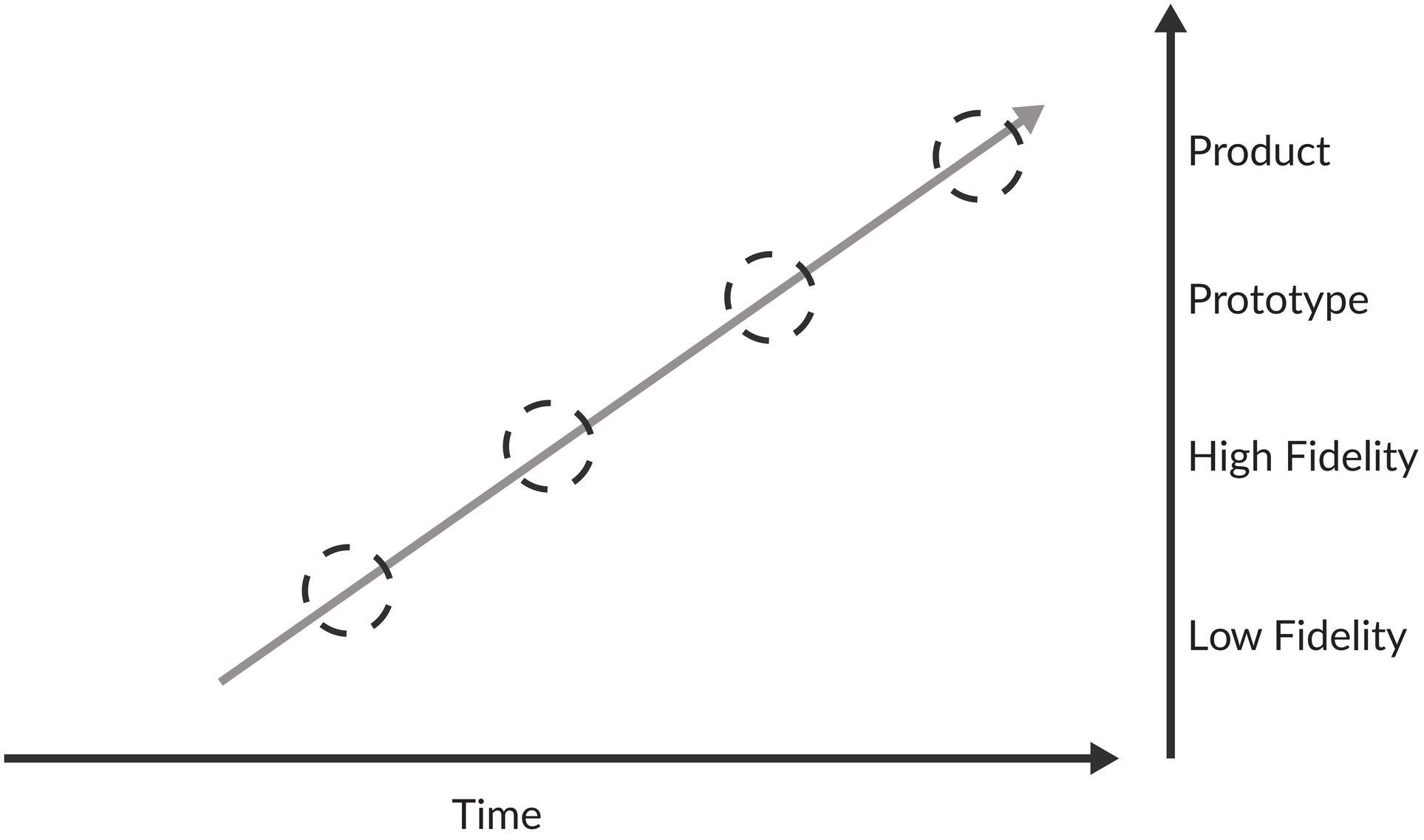
72dpi is plenty for the web
make images the size you want to display them

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

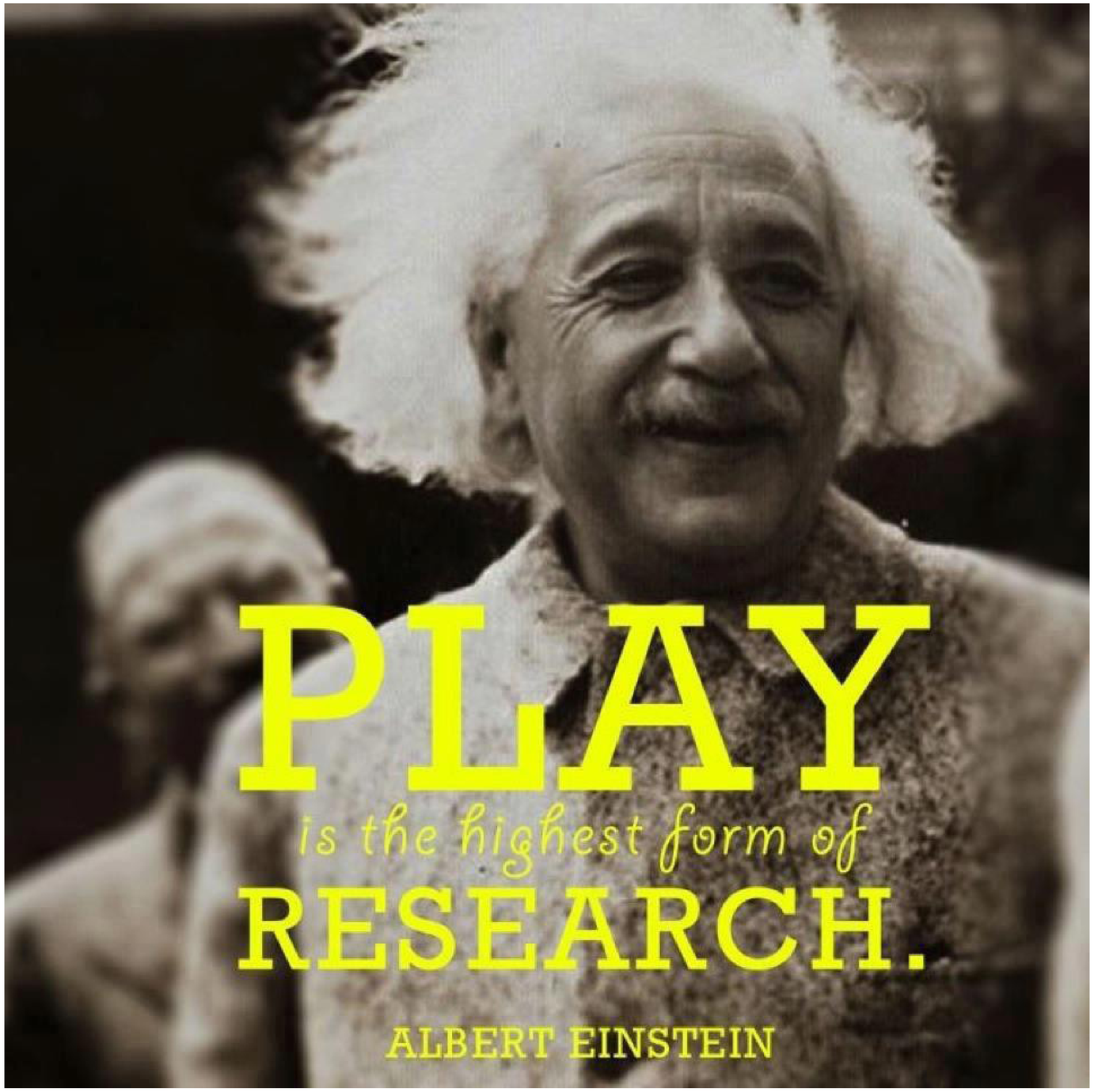
1. Design Everything

2. Design More Things

3. Look for Projects

4. Take Classes

5. Read about design



commonsenseux.com