

Grids and Design Tools

Agenda

- Grid Systems
- Writing Content
- Photographs
- Picking Colors
- Icons
- Fonts

Grid Systems

A **grid system** is a set of measurements a graphic designer can use to align and size objects a webpage.

CNN: 16 Column Grid

Blog Example: 12 Column Grid

12 Column Grid

CSS Frameworks

- Bootstrap (<http://getbootstrap.com/>)
- Foundation (<http://foundation.zurb.com/>)
- Bourbon Neat (<http://neat.bourbon.io/>)
- ... and more!

Bootstrap

<http://getbootstrap.com/>

Wireframe with Bootstrap

Placeholder content

Lorem Ipsum is the stereotypical placeholder content.

Use if you need to fill your page with content, but do not want to write it now.

<http://www.lipsum.com/>

Fun Lorem Ipsum

- Bacon: <http://baconipsum.com/>
- Cupcakes: <http://cupcakeipsum.com/>
- Zombies: <http://www.zombieipsum.com/>
- Bob Ross: <http://www.bobrosslipsum.com/>
- Riker: [`http://www.rikeripsum.com/#!/`](http://www.rikeripsum.com/#!/)

Content Snippets

Actual (real) content for parts of site, taken from other sites.

<http://www.contentsnippets.com/>

Stock photography

Things to know:

- There are a lot of stock photography sites online.
- Not all photographs online are free. (But some are!)
- Check the licenses for images you want to use.

Photo license types

- **Commercial:** Used to sell or promote products.
- **Editorial:** Used for journalism or educational purposes.
- **Retail:** Photos that are taken or commissioned for client's personal use.

Photo license usage

- **Royalty-free:** Nearly unlimited use once you purchase a license. Can use for as long as you would like for nearly any application.
- **Rights-managed:** Usage is restricted by geography, time, or other uses. Outlined in the license agreement.

Free stock photo sites

- Gratisography: <http://www.gratisography.com/>
- Pexels: <https://www.pexels.com/>
- Links to other sites: <https://medium.com/@dustin/stock-photos-that-dont-suck-62ae4bcbe01b#.gkqtp5ddd>

Need a placeholder image in the meantime?

- <http://placekitten.com/>

Fill in your wireframes
with (fake) content

Picking colors

There are a ton of color palette picks online:

- Paletton: <http://paletton.com/>
- Spectral: <http://jxnblk.com/Spectral/>

Picking colors

There are also a random color scheme generators:

- <https://coolors.co/app/>

Need icons?

Icon fonts are a great way to incorporate icons into your site

- Navigation
- Social Media
- Payment Methods

<http://fontawesome.github.io/Font-Awesome/>

Speaking of fonts

Don't forget about Google Fonts!

<https://www.google.com/fonts>

Let's start designing

Need Design Inspiration?

- Uxplore: <http://uxplore.francescobalducci.com/>
- Behance: <https://www.behance.net/search?field=102&content=projects&sort=appreciations&time=week>
- Flat Design: <http://creativepro.com/36-amazing-examples-of-flat-design/>
- Thinking about responsive: <http://mediaqueri.es/popular/>

