

Make an app suck less

make an  
app suck

*less*

\* a talk by Benjamin Gordon

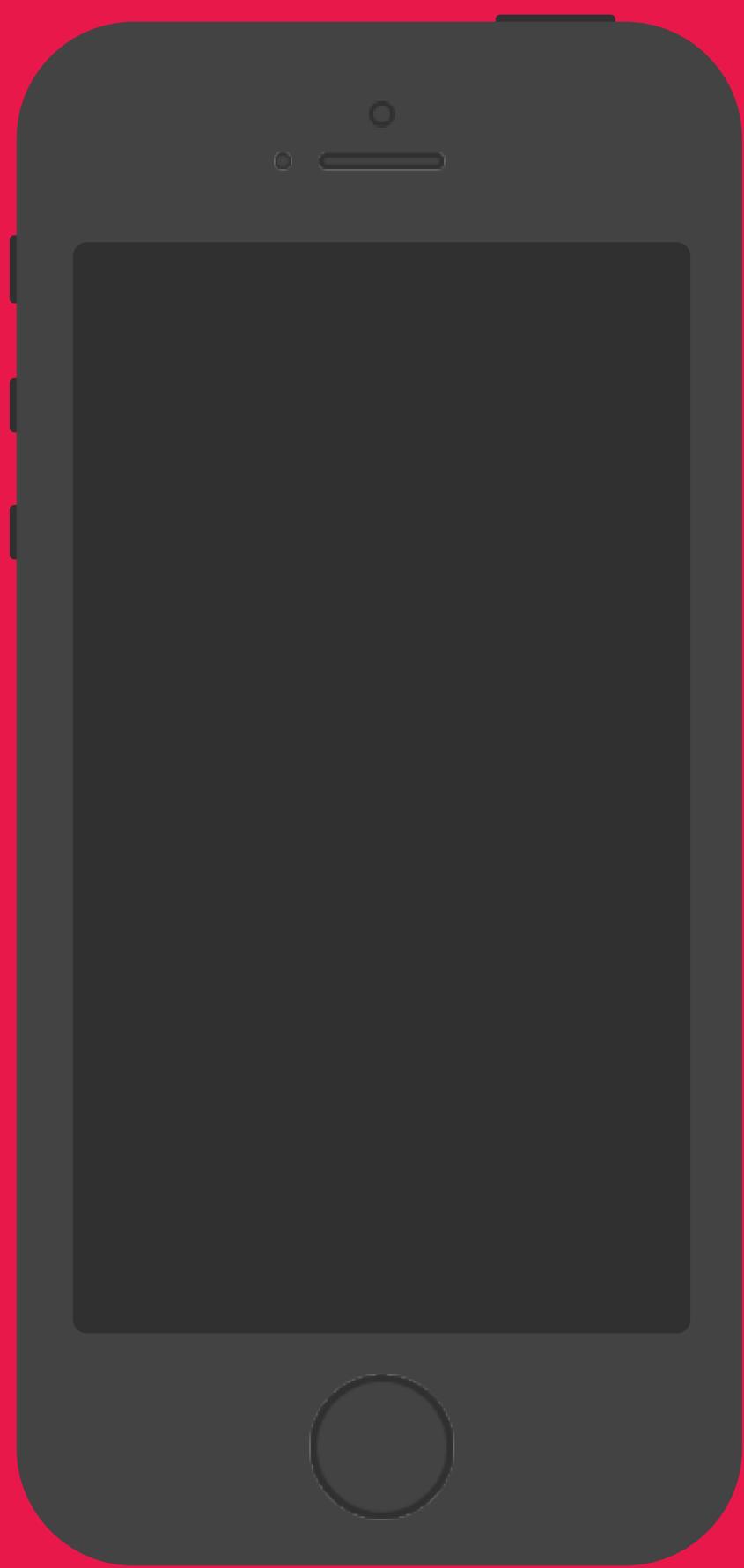


@bennyguitar

so you  
made an  
app...



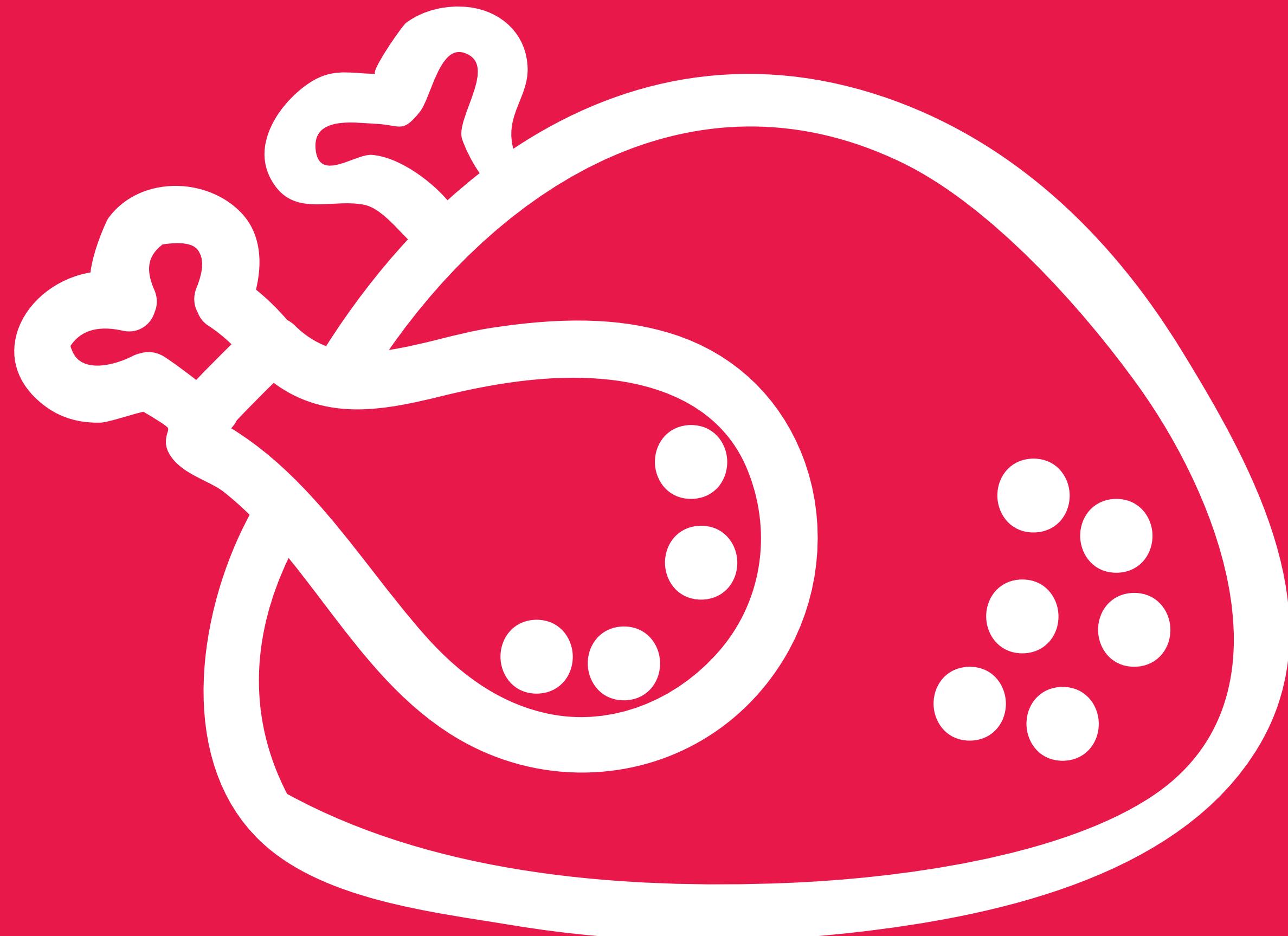
**and it's  
got all of  
these  
features...**



**how do  
you take  
it from  
good to great?**



FOOD



**features**





the result



you

let's spice it ↑↑

# theory of general relativity

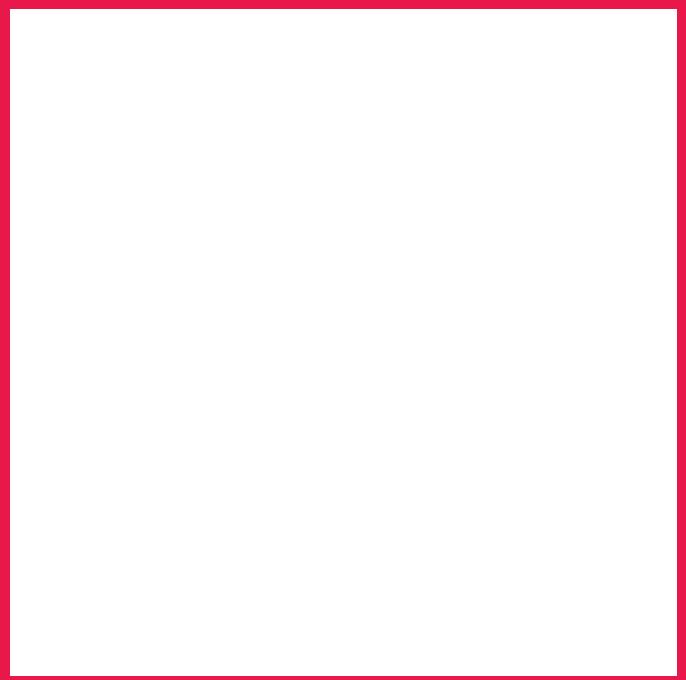
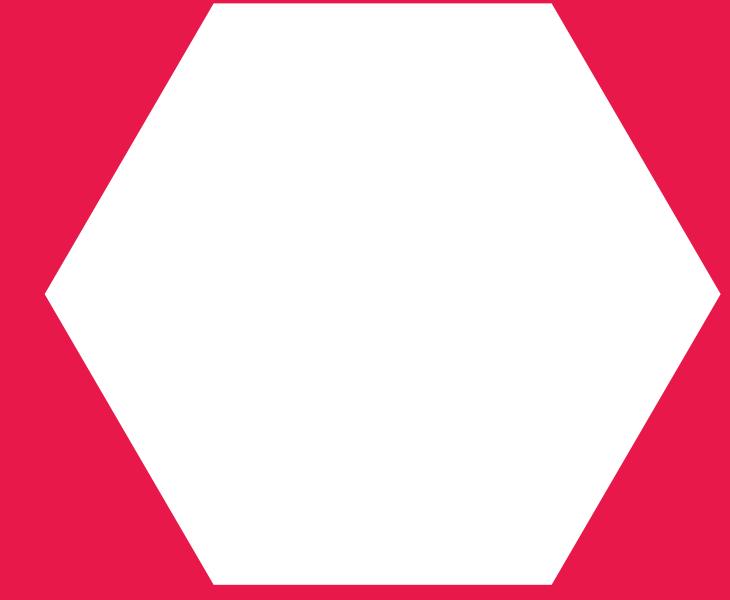
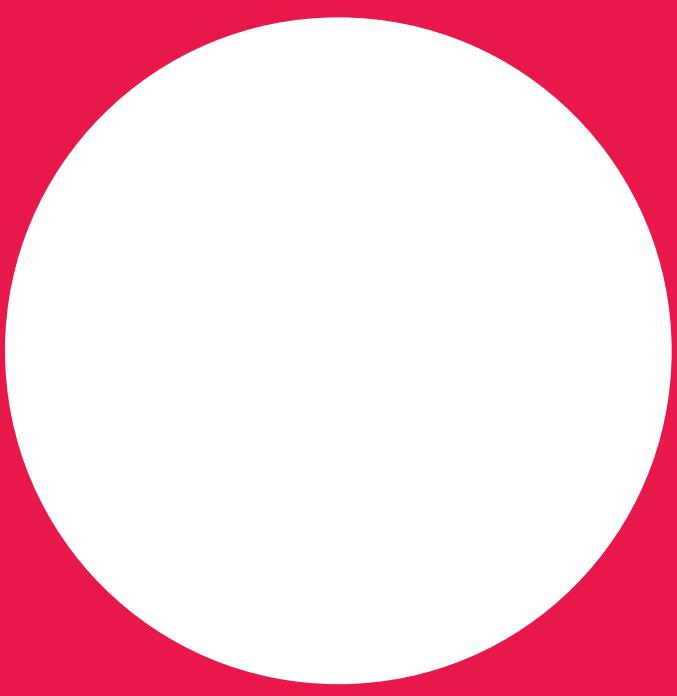
**as it applies to Graphic Design**

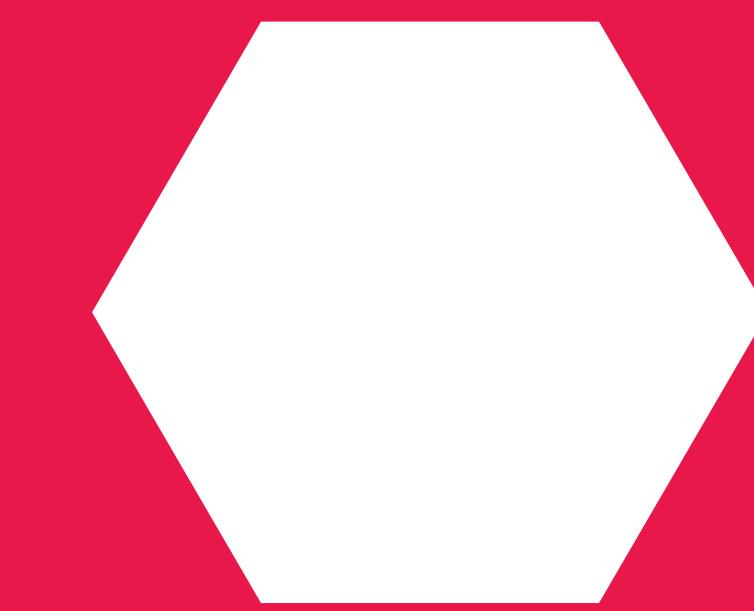
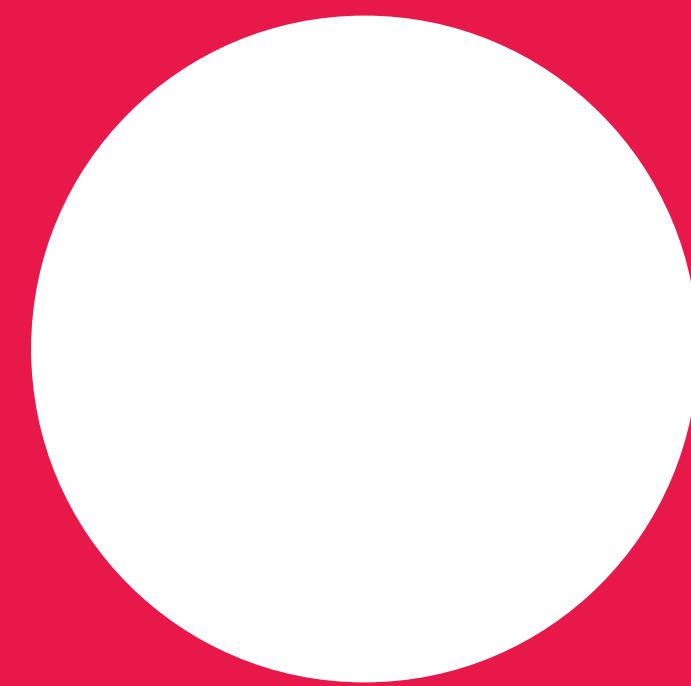
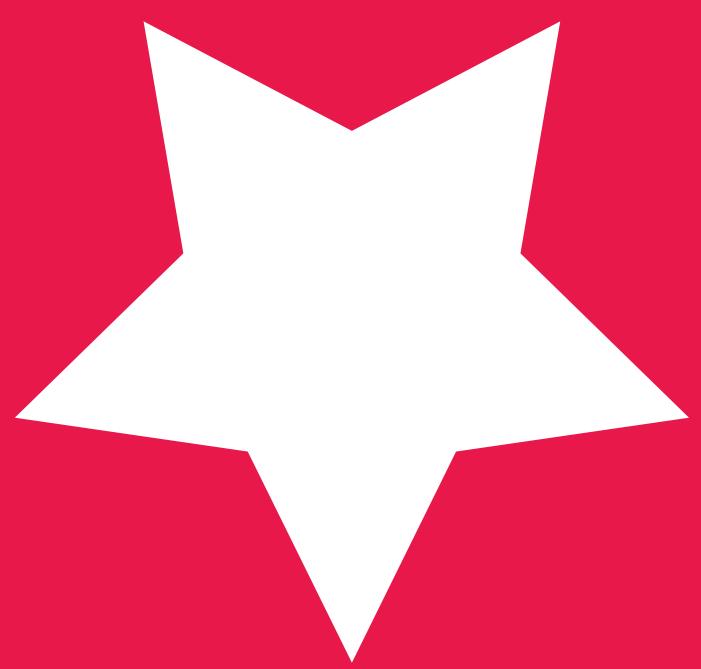
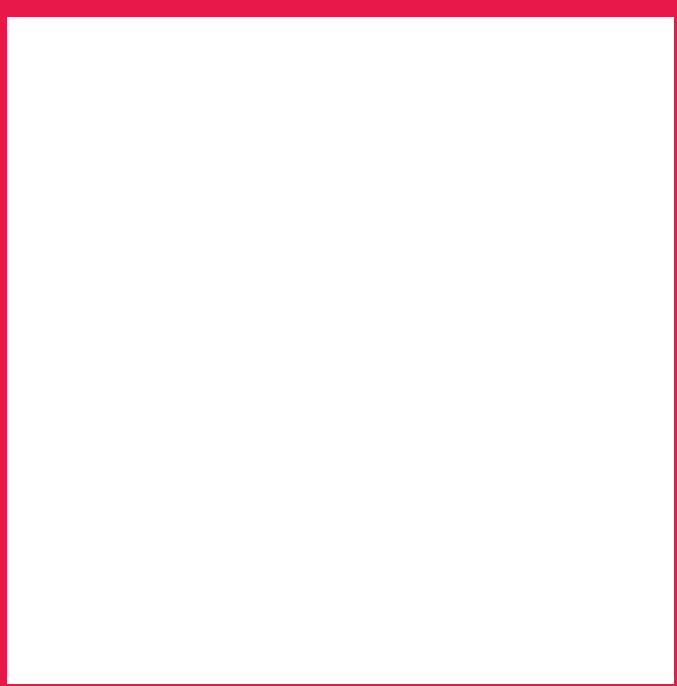


# **principle one**

**Every object in the composition is assessed visually in relation to every other object, and to the composition as a whole.**

**Shapes**



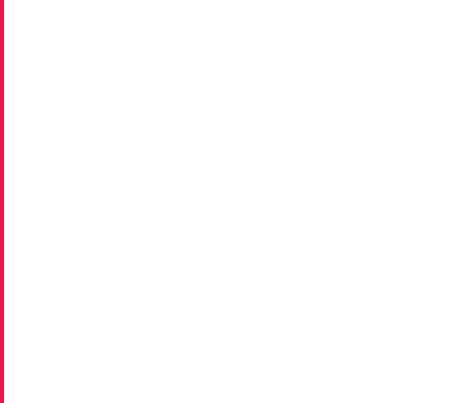
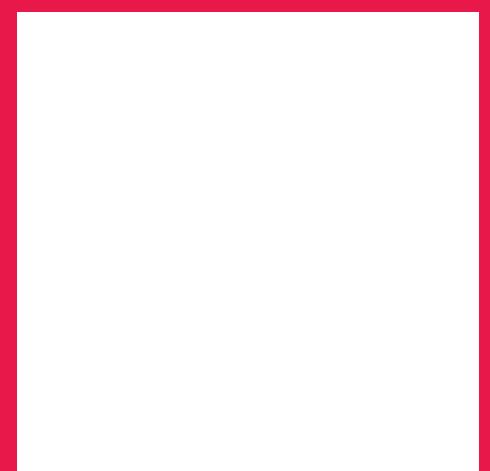


**shapes**

# **principle two**

**Elements of like matter tend to group together, and similarly, groups of like matter cluster.**

# squares & letters



# **squares**



# **letters**

**A A A A A A A A**

# **principle three**

**As each new typeface is added,  
the composition becomes  
exponentially more unstable.**

this is  
stable

this,  
is  
the opposite  
of  
that

# **principle four**

**A boundary is sometimes  
not a boundary.**

0123456789



**start improving  
today.**

**design**  
**aka artsy fartsy**

color.

color.

**the world's  
not b&w**

**your app shouldn't be either.**

**you're not  
in kindergarten**

**ditch the primaries.**

explore



**picnic**



space



caus  
two  
photobea

ahh

that's better.



**don't let  
your  
labels  
run to  
the edge**



**give  
them  
space**

**fonts  
have character too.**

**Helvetica is so last year.**

**71**

**families**

**260**

**typefaces**

Papyrus

Comic Sans

*Booom*

**a font can make or break  
your entire application.**

# **Great Expectations**

**A story by Charles Dickens  
written about software users.**



magic



**users & you**

youiser

**patience  
is not a virtue.**





LACG



character

