Principles of Design

Form

Photography

Illustration

Line and Shape

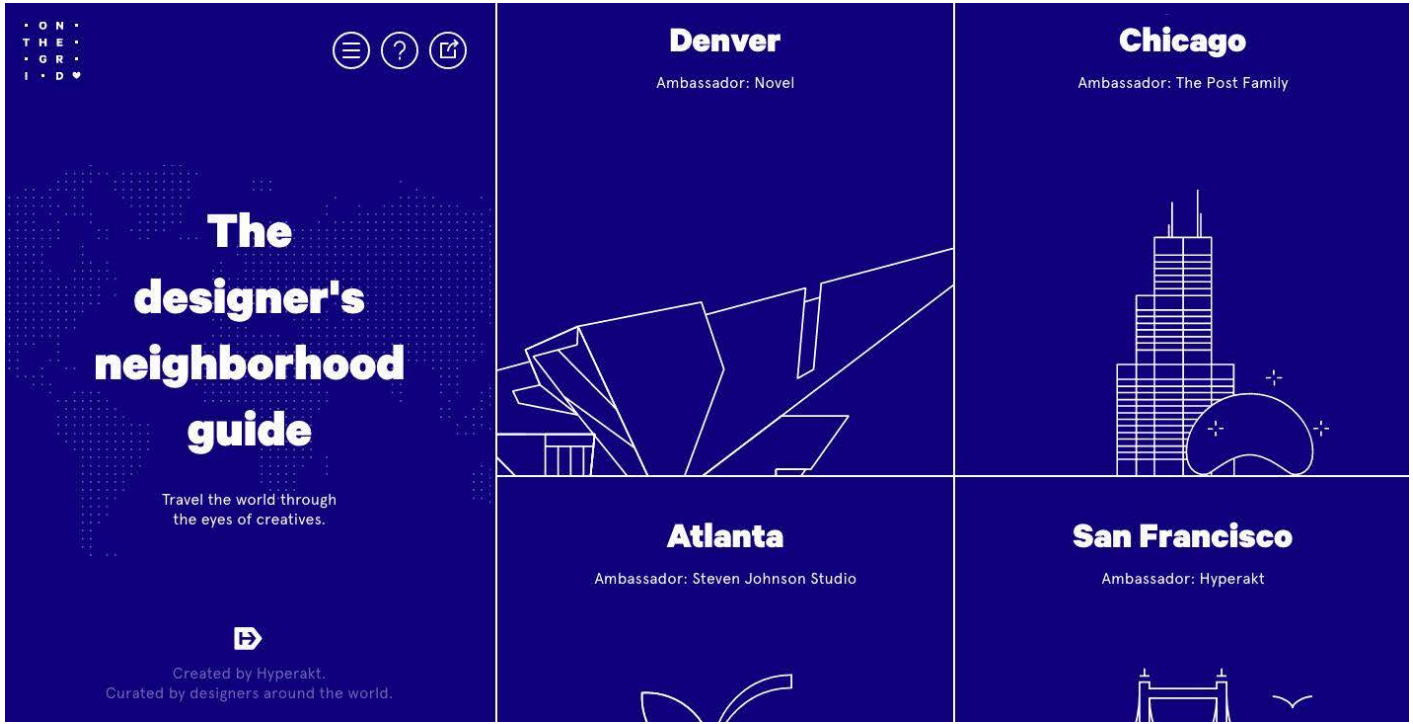
Texture

Color

Typography

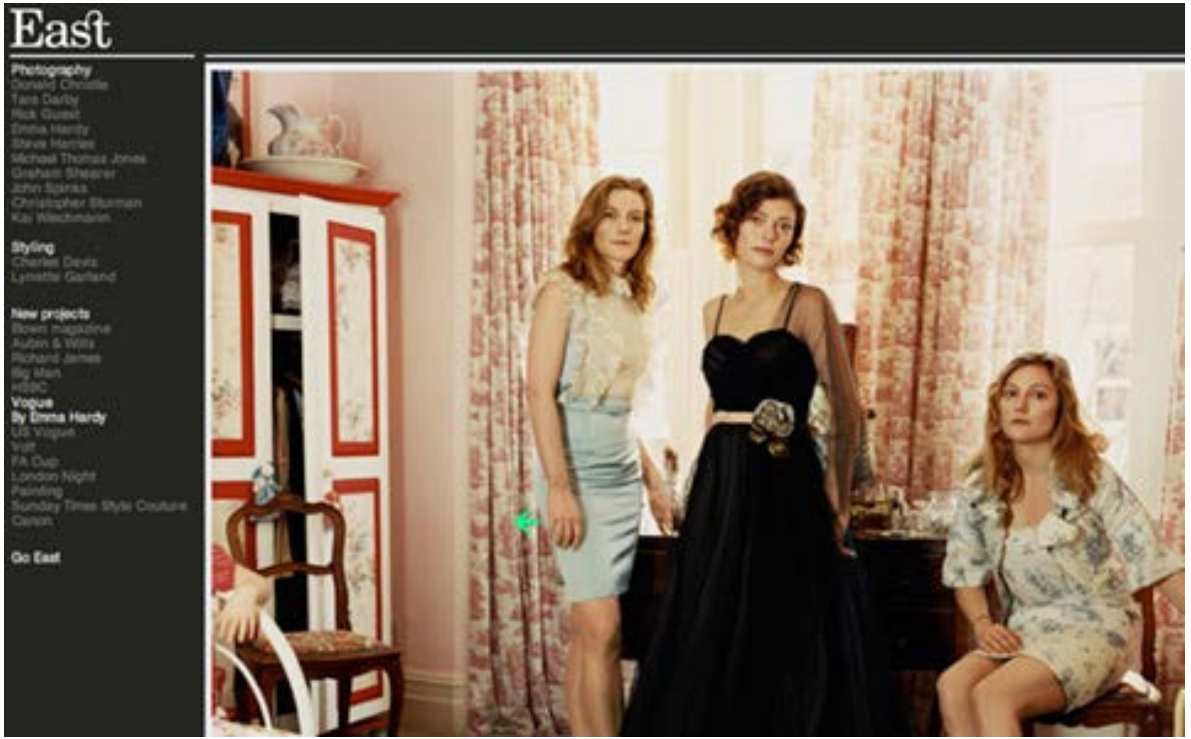
Composition / Whitespace

Line and Shape



http://www.onthegrid.city/

Photography



http://east.co/

Composition / Whitespace

http://www.chrisboddy.co.uk/

Context

Age

Ethnicity

Geography

Interest

Education

Market

Social Group

Age

RANDOM HOUSE CHILDREN'S BOOKS
MORE SITES
HELP
BOOKS
AUTHOR
VIDEO
GAMES & ACTIVITIES
Seussville
CHARACTERS
NEWS
EDUCATORS
PARENTS
ON/OFF
MULBERRY ST.
School
Games
Books
Dr. Seuss's Studio
Whoville
Jungle of Nool
Mulberry St.
McElligot's Pool
FAQ
Seussville Newsletter
Products
HOME | VIDEO | GAMES & ACTIVITIES | BOOKS | NEWS & EVENTS | CHARACTERS | ABOUT THE AUTHOR | PARENTS | EDUCATORS
You've Earned
0
Create your own Who!

Context-Market

Color

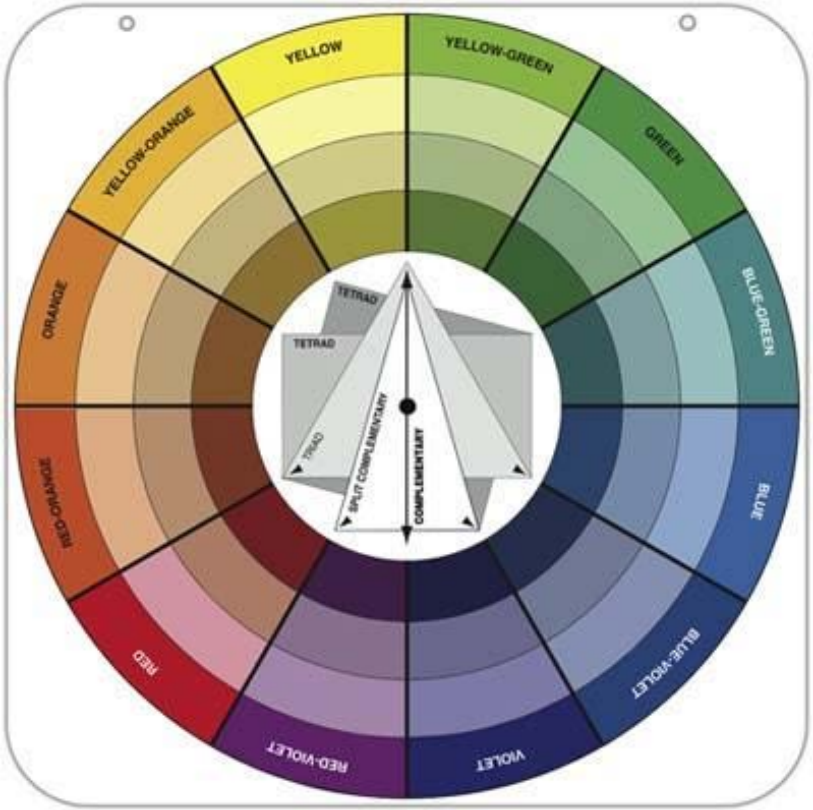
Hue

Value

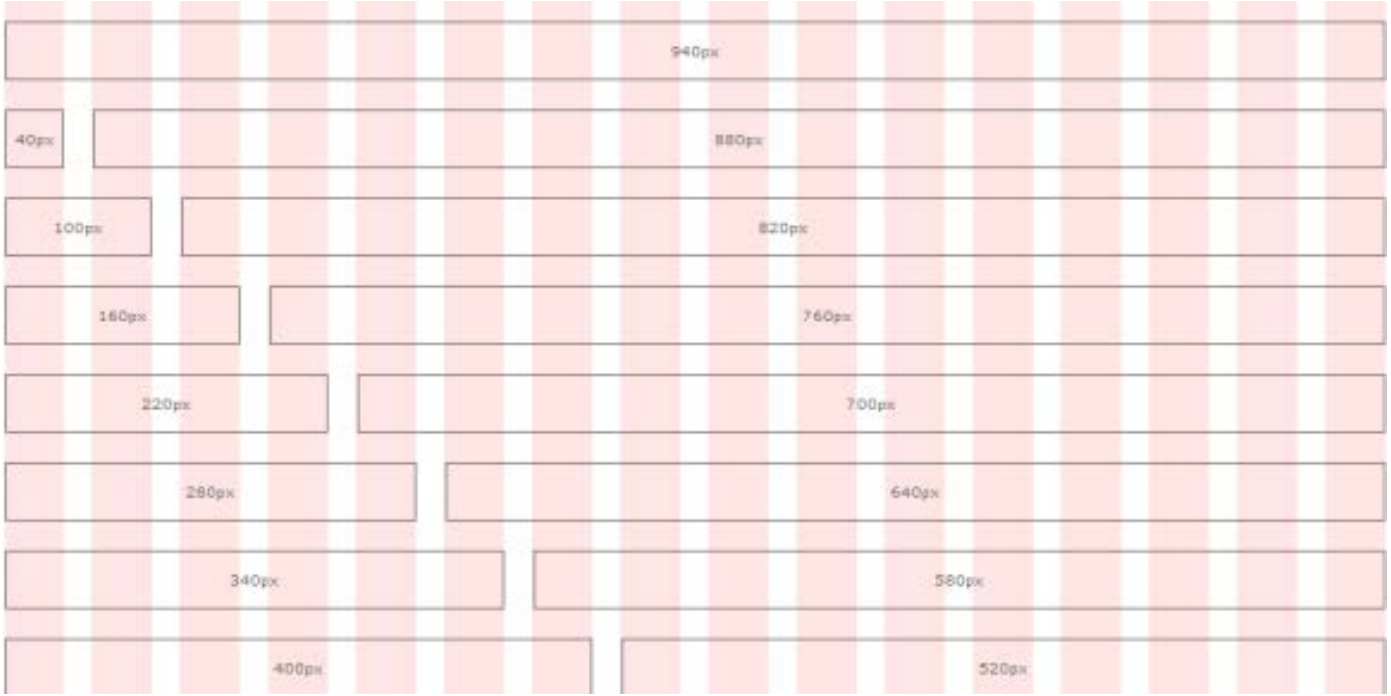
Intensity

Culture

http://webdesign.about.com/od/colorcharts/l/bl_colorculture.htm



Grid


940px
40px
880px
100px
820px
160px
760px
220px
700px
280px
640px
340px
580px
400px
520px

Typography

Font Selection

Type Size

Alignment

Kerning

Kerning

Tracking

Leading

Typography

Choosing the right typeface

https://creativemarket.com/blog/2015/04/24/how-to-choose-the-right-typeface

Legibility

Audience

Readability

Design intent

Mood

Legibility vs Readability

Legibility

can be defined as the ability a human reader to read something without effort.

There are of course multiple methods people have used in the past to identify readability in the text. How one can search in text to find such patterns that textually emerges either as readable or legible depends on many factors, like serif presence, etc.

Readability

how the combination of letter are read within a larger body of text.

There are of course multiple methods people have used in the past to identify readability in the text. How one can search in text to find such patterns that textually emerges either as readable or legible depends on many factors, like serif presence, etc.

Design Intent

Don’t use Papyrus just because your topic is “ancient”

Don’t use Comic Sans just because your topic is humorous.

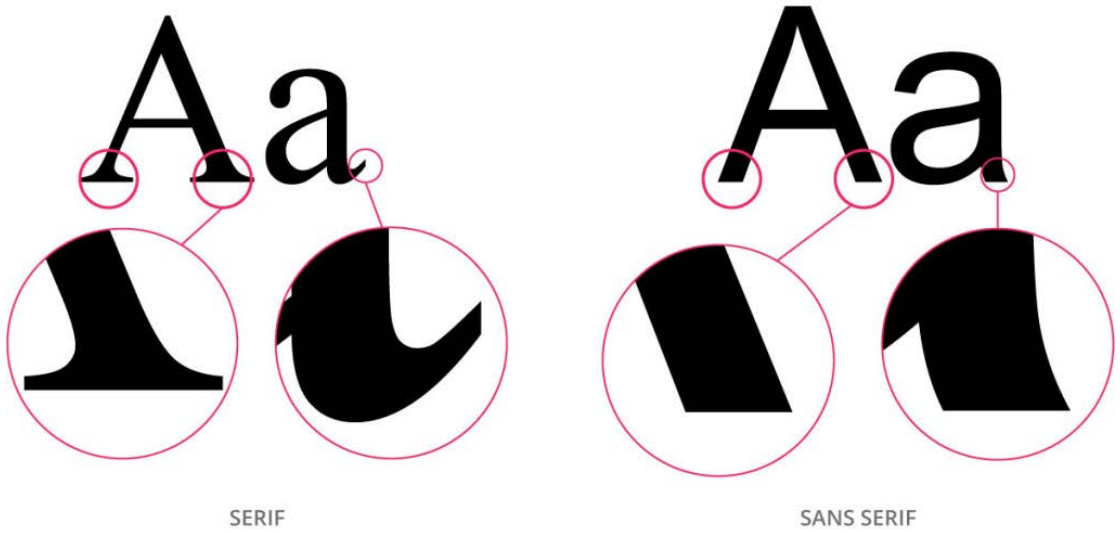
Don’t use Lithos just because your topic is about Greek restaurants.

Don’t use Futura just because your topic deals with “the future”

http://www.smashingmagazine.com/2011/03/how-to-choose-a-typeface/

Mood

Typography

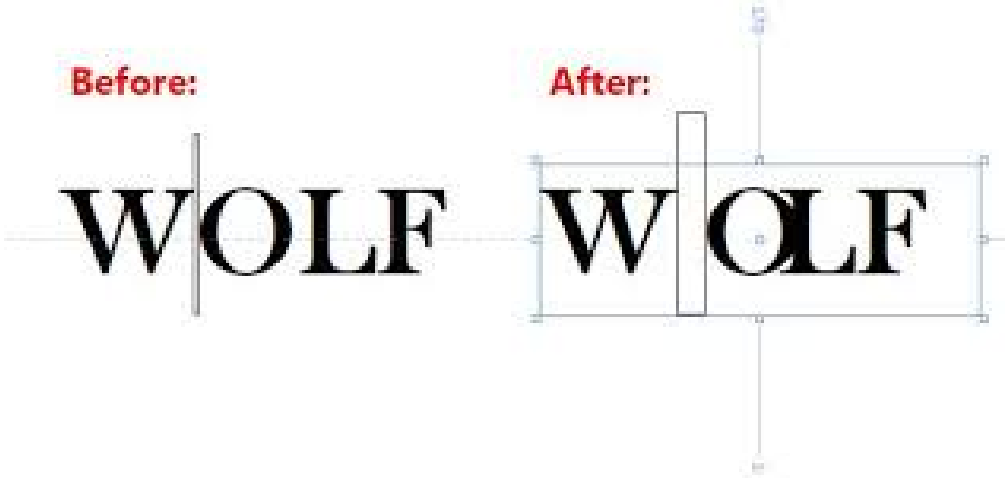


Typography

Excitably	cursive: Apple Chancery
Excitably	fantasy: Papyrus
Excitably	monospace: Monaco
Excitably	sans-serif: Helvetica
Excitably	serif: Times New Roman

Kerning

Spacing between letters



Tracking

Spacing of an individual word

CSS equivalent

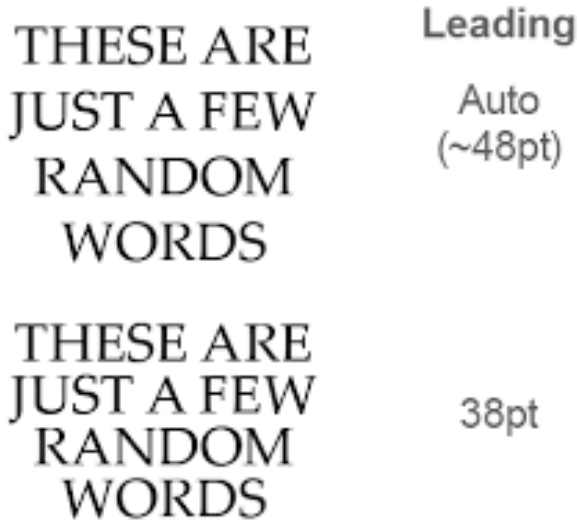
```
letter-spacing: 2px;
```

Leading

Space between lines

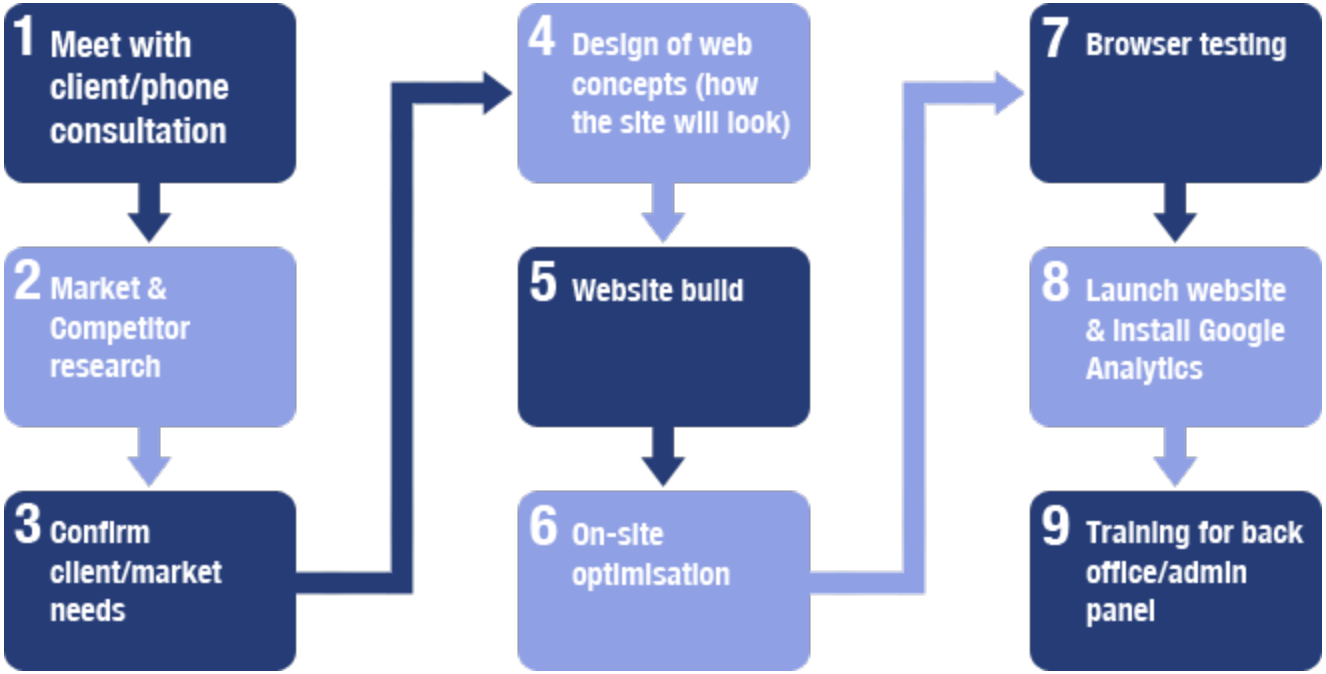
CSS equivalent

```
line-height: 90%;
```



Designing a Site

1. Information Gathering
2. Planning
3. Design
4. Development
5. Testing and Delivery
6. Maintenance


1 Meet with client/phone consultation
2 Market & Competitor research
3 Confirm client/market needs
4 Design of web concepts (how the site will look)
5 Website build
6 On-site optimisation
7 Browser testing
8 Launch website & install Google Analytics
9 Training for back office/admin panel

http:/ / webdesign.tutsplus.com/ articles/ carrying-out-successful-research-for-a-web-project--cms-20828

Research

1. Research for ballpark estimate (takes about 15-20 min)
2. Research for a proper estimate (2-3h)
3. Deep dive research (as long as it takes)

Research Tips

Check the competition and see what you could expect from your client in the future (take screenshots)

Try to quickly outline a possible sitemap and see what pages could be missing from the brief.

Briefly try to understand the client's current business process.

Understand customers needs and expectations.

Understand the structure, strategies, and priorities of your customer’s company

Things to look for

- Logo Placement
- Menus
- Header
- Footer
- Column layout

Website Types

Information

Brochure / Catalogue

E-Commerce

Blogs

Personal

Social Media

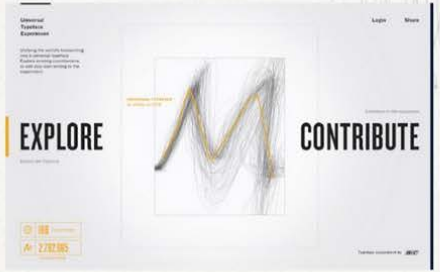
Photo

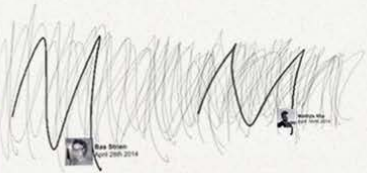
Mobile

Universal Typeface Experi
hellojury.theuniversaltypeface.com
Apps Making the Band – ... YouTube - Beyond B... stuff web cnc commlab web rhinoPython save on delicious Session 1 Create a new box v8l3Q.jpg (504×599) bri
zevensuy

WHAT

UniversalTypeface.ttf is an ever-changing and co-created cross section of people's handwriting.





WHY

After over 100 Billion items, Bic's Cristal ballpoint pen is the best selling pen ever. It can truly be called "the universal pen" – reason enough to find out what a universal handwriting would look like.

HOW

For a natural feeling of writing people enter their handwriting via tablet, smartphone and desktop using mobile connect. With every contribution the typeface evolves due to a newly developed algorithm. Additional font families emerge thanks to tags based on social characteristics and can be explored and shared just like the universal typeface itself.

Virgin America | Plane Tic

https://www.virginamerica.com

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Traveler Alerts: San Francisco, Los Angeles & JFK More

virgin america

BOOK CHECK IN MANAGE

Deals Flying With Us Where We Fly Fees Flight Status Flight Alerts

elevate Sign In Sign Up

Round Trip One Way Multi City

Where would you like to go?

Guests
1 ADULT

From
NEW YORK CITY

To
CITY

Best Fares Guaranteed online

SEARCH FLIGHTS

Bust Out Of Town

Plan an awesome fall escape with sweet low fares from $49 one way.

Restrictions apply

GRAB A SEAT

Win A #Hawaiiscape

Score 100,000 Elevate points and the ultimate Hawaiian getaway.

Official rules apply

ENTER NOW

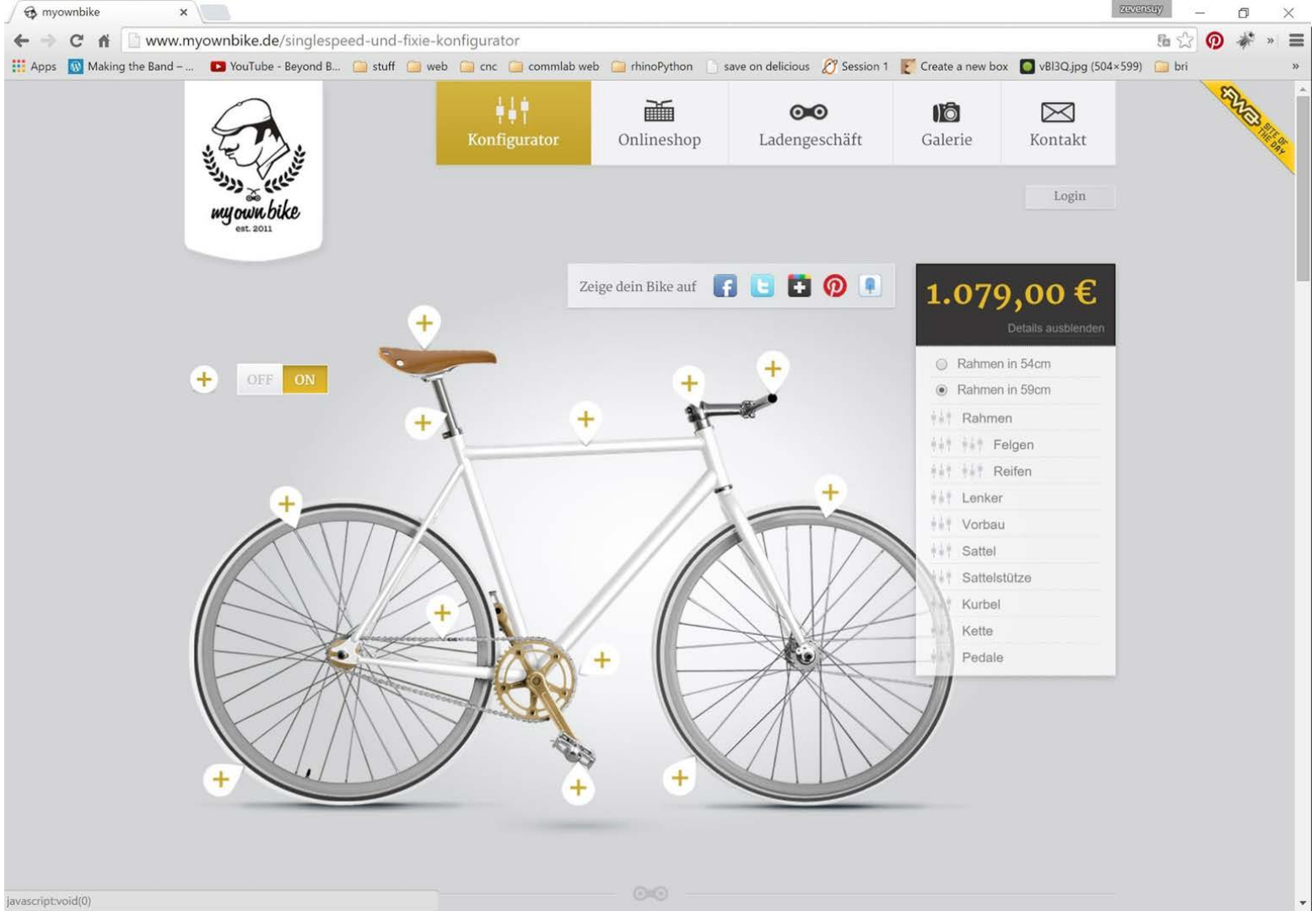
Take Off Faster

Earn 10K points with a Virgin America Visa Signature Card.

Terms and conditions apply.

LEARN MORE

ecommerce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est. 2011
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Rahmen in 59cm
Rahmen
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Reifen
Lenker
Vorbau
Sattel
Sattelstütze
Kurbel
Kette
Pedale
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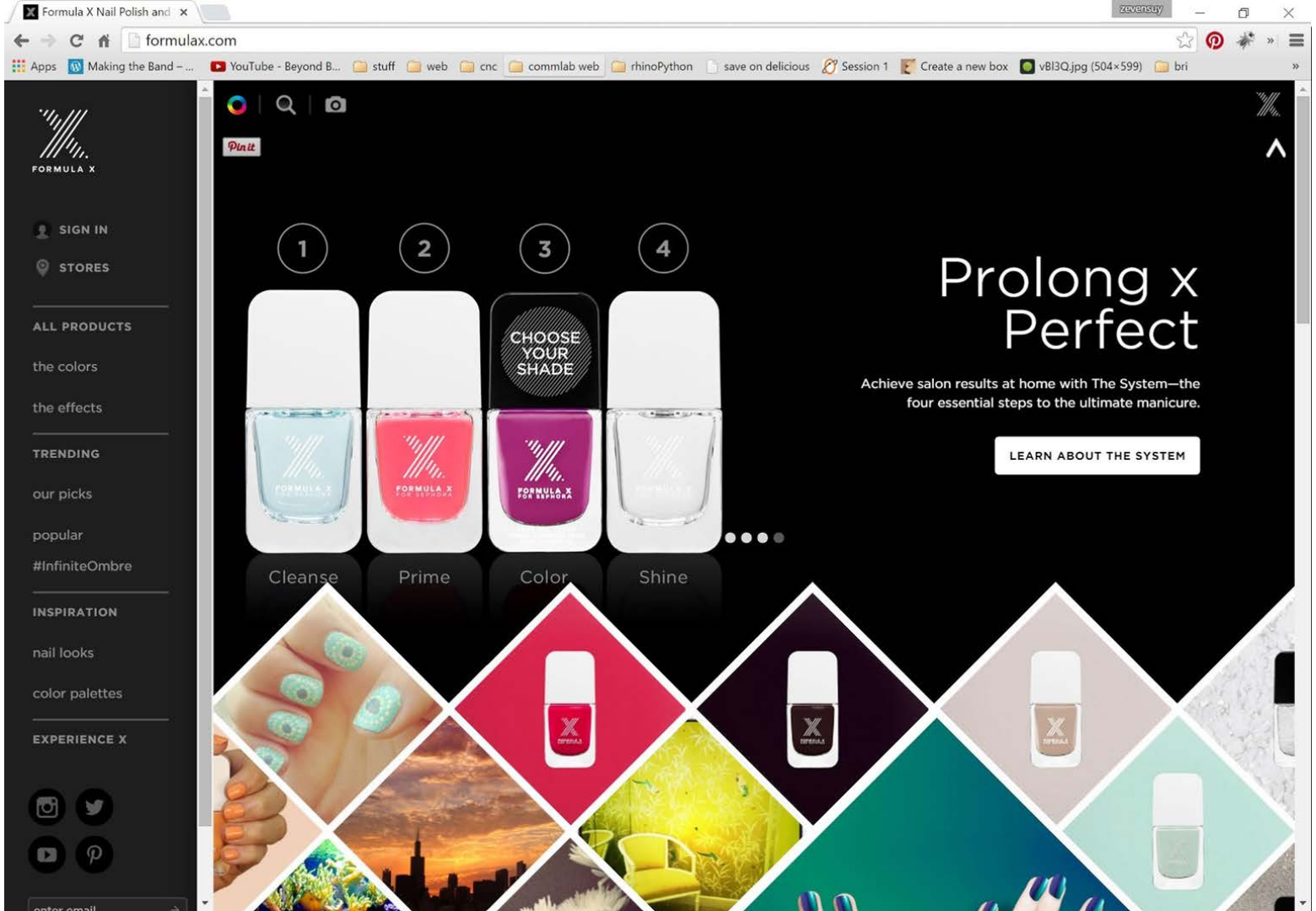
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INSPIRATION
nail looks
color palettes
EXPERIENCE X
Pin it
1
2
3
4
CHOOSE YOUR SHADE
Cleanse
Prime
Color
Shine
Prolong x Perfect
Achieve salon results at home with The System—the four essential steps to the ultimate manicure.
LEARN ABOUT THE SYSTEM

Black Porcelain Bowl — From $24.00
Hasami Porcelain

Aalto Vase — $105.00
Iittala

Spherical Bud Vase — $65.00
Josh Herman Ceramics

Helvetica — $25.00
Lars Muller Publishers

Blockitecture — $25.00

Cast Iron Animals — $120.00

Boskke Cube — From $24.95

Down the long driveway you'll see it — $70.00

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www.nytimes.com/upshot/?_r=0
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Hot Max 24008 1/8-Inch by 36-Inch ...
Harbor Freight Tools Pack of 8 ...
$27.93
AmazonBasics 13.3-Inch Laptop Sleeve
$10.49

Is Trump the Candidate Reform Conservatives Are Seeking?

By JOSH BARRO

Donald Trump has pointed to many of the same problems that trouble so-called reformocons, but that doesn't mean they agree on solutions.

Julia Yellow

The Key Role of Conservatives in Taxing Carbon

By N. GREGORY MANKIW

While environmentalists oppose a revenue-neutral carbon tax plan in Washington State, British Columbia won business support for a similar plan that has cut emissions.

THE LATEST

7:00 AM, September 4

How Economists Can Be Just as Irrational as the Rest of Us

By NEIL IRWIN

9:23 AM, September 4

Mashable

mashable.com

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Mashable

What's New

Beachgoers band together to rescue a 2,000-pound great white shark

What's Rising

TECH

Apple unveils the iPhone 6S and much more: Join us live

1.1K SHARES

What's Hot

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No. 11

Measuring Impact: Just How Does Film Drive Change?

Beadie Finzi knows all about the power of documentaries—through BRITDOC, the film-nurturing organization she co-founded a decade ago, she had a hand in this year's Documentary Feature Oscar winner, "CITIZENFOUR," and in another nominee, "Virunga." But filmmakers don't have to reach the red carpet to have measurable impact today. We explore BRITDOC's Impact Field Guide—one of a growing set of tools available online—to learn more. EXPLORE →

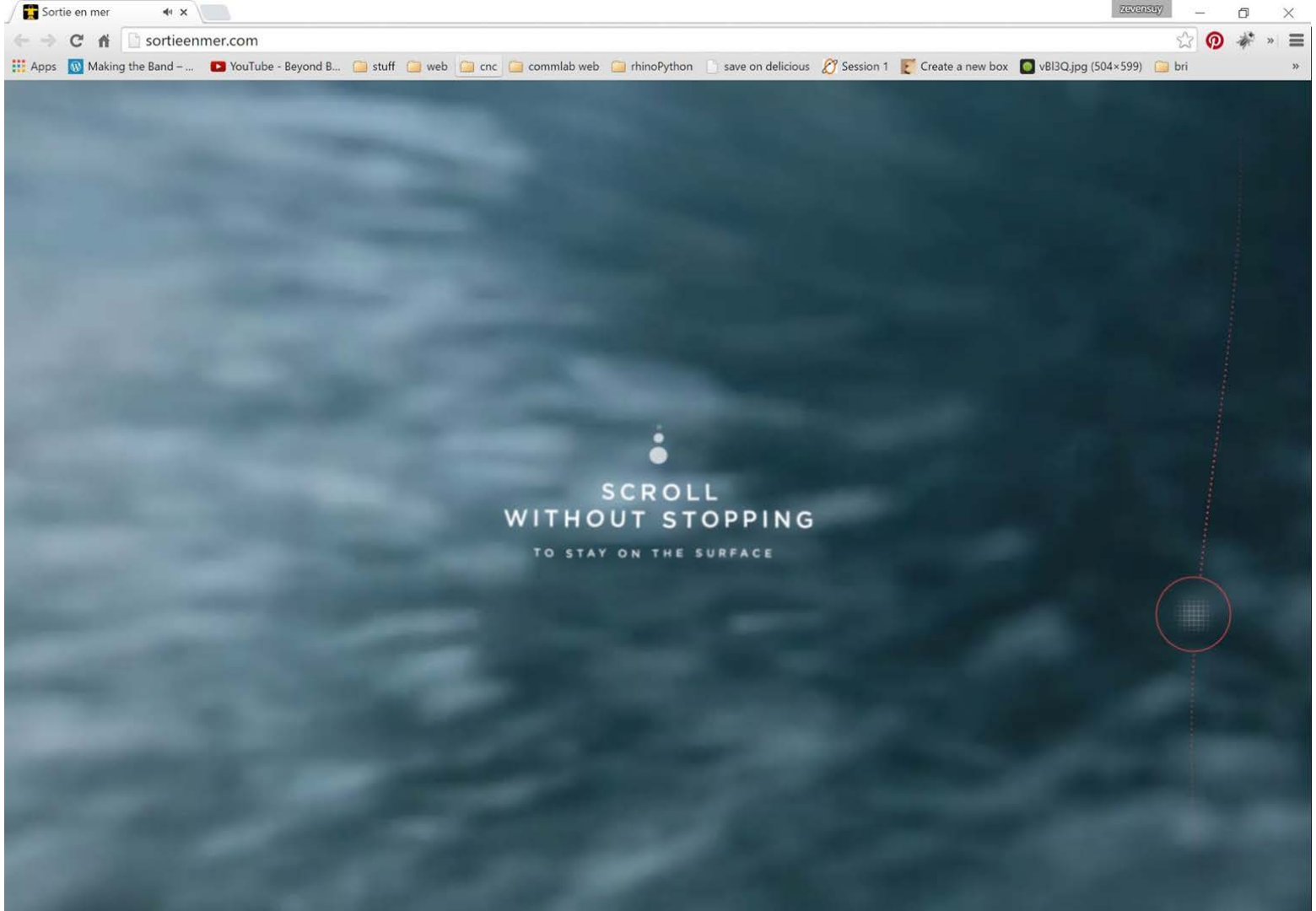
No. 10

'YOU BECOME A

No. 9

EBOLAINLIBERIA.ORG: A

games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SCROLL
WITHOUT STOPPING
TO STAY ON THE SURFACE

Play Fun Games for Kids - ×

www.sesamestreet.org/games

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SESAME STREET

Games | Videos | Art Maker | Muppets | 123 Playlists

THIS WEEK: PLAY ALL DAY WITH ELMO

BOUNCY ELMO'S CASTLE

DRESS UP TIME!

TRAIN TRACK ENGINEERS

ELMO AND GROVER'S LEMONADE STAND

SUPER ELMO'S ABC JUMP

net art

NY Train Project
zevensuy
nytrainproject.com/train-6.html
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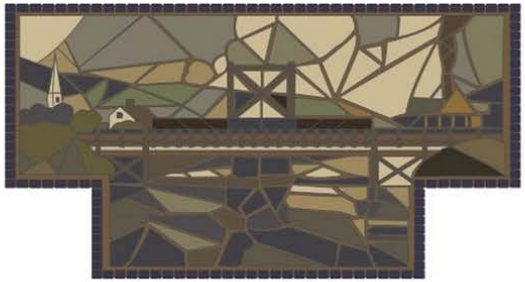
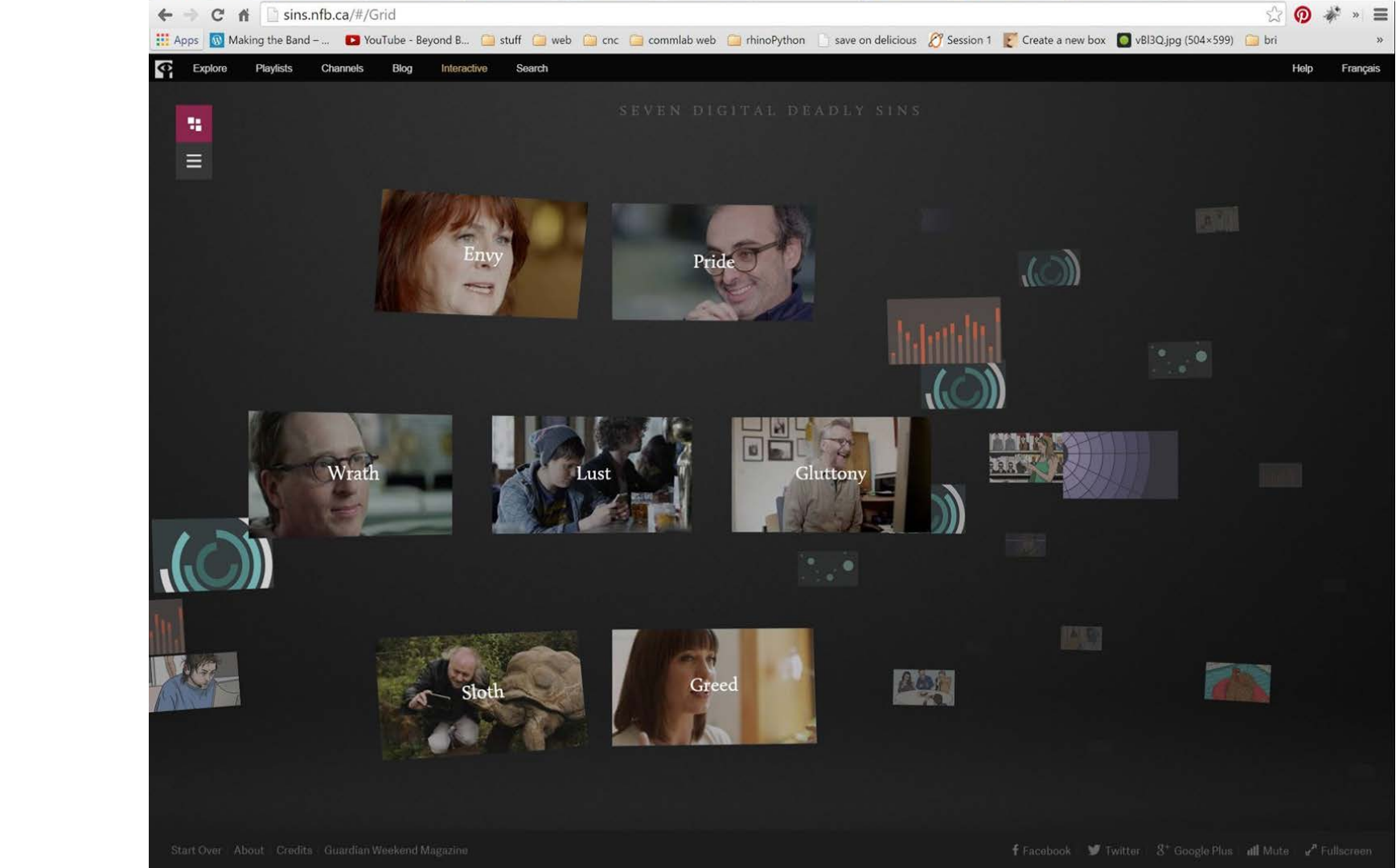
NY TRAIN Project



6 In 2012, this station's traffic was ranked 32 out of 421.

125 Street | 116 Street | 110 Street | 103 Street | 96 Street | 86 Street | 77 Street | 68 Street | 59 Street | 51 Street | Grand Central | 33 Street | 28 Street | 23 Street | Union Square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Gluttony
Sloth
Greed
Start Over
About
Credits
Guardian Weekend Magazine
Facebook
Twitter
Google Plus
Mute
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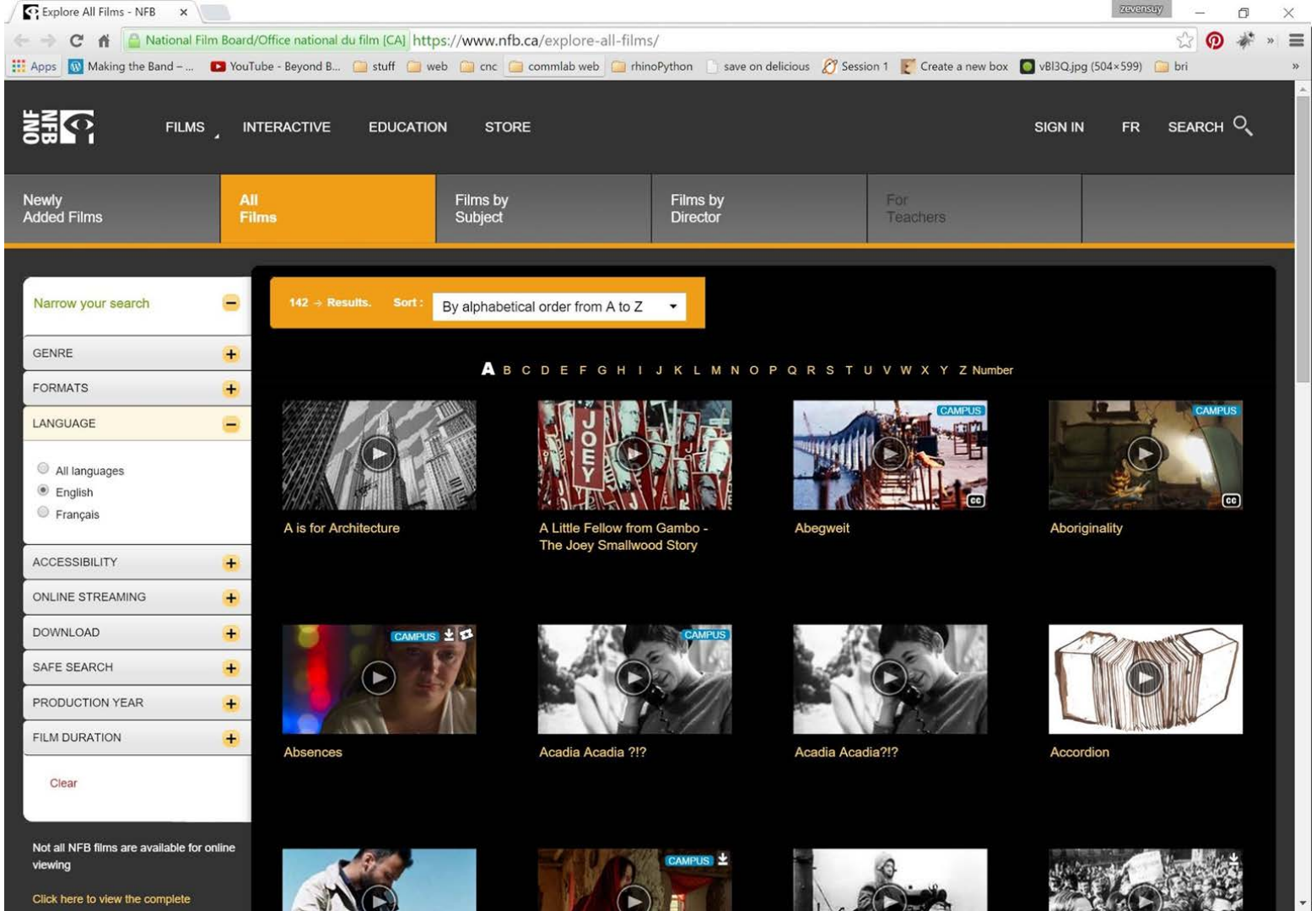
Explore All Films - NFB
zevensuy
National Film Board/Office national du film [CA] https://www.nfb.ca/explore-all-films/
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FILMS
INTERACTIVE
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Newly Added Films
All Films
Films by Subject
Films by Director
For Teachers
Narrow your search
GENRE
FORMATS
LANGUAGE
All languages
English
Français
ACCESSIBILITY
ONLINE STREAMING
DOWNLOAD
SAFE SEARCH
PRODUCTION YEAR
FILM DURATION
Clear
Not all NFB films are available for online viewing
Click here to view the complete
142 → Results.
Sort :
By alphabetical order from A to Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Number
A is for Architecture
A Little Fellow from Gambo - The Joey Smallwood Story
Abegweit
Aboriginality
Absences
Acadia Acadia ?!?
Acadia Acadia?!?
Accordion
CAMPUS
JOEY

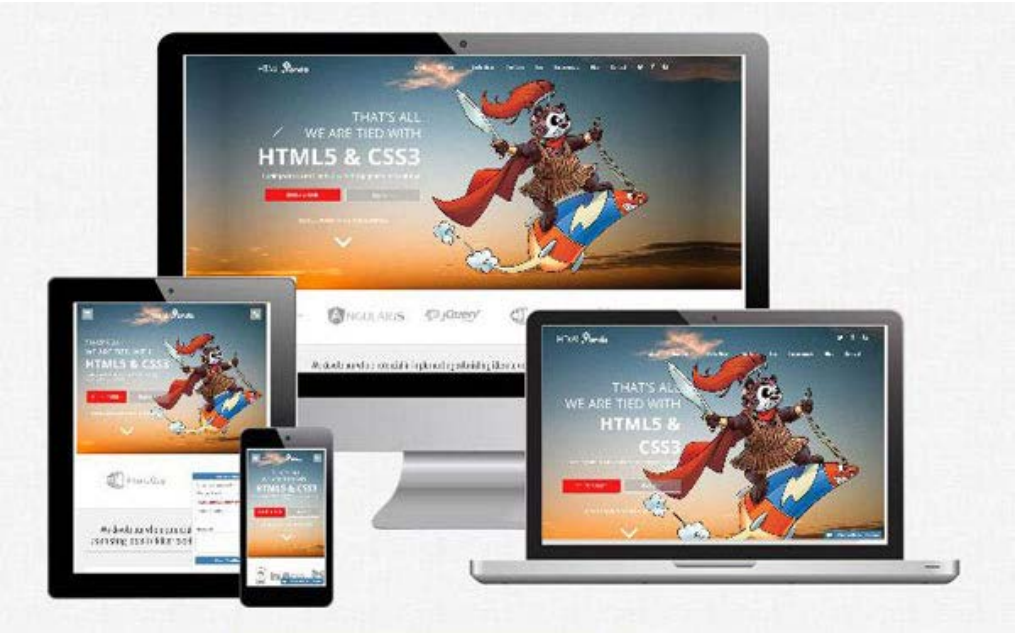
Website Tips

http://www.idesignstudios.com/blog/web-design/phases-web-design-development-process/#.Ve5UkPnBzGc

http://www.creativebloq.com/web-design/steps-perfect-website-layout-812625

http://www.smashingmagazine.com/2008/01/10-principles-of-effective-web-design/

http://www.w3schools.com/website/web_design.asp

http://www.smashingmagazine.com/2011/06/following-a-web-design-process/

Responsive Web