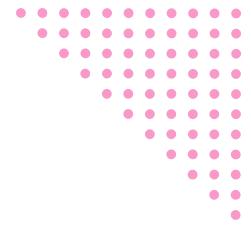


Agenda

- Make text look professionally designed
- **02** Use the power of colors
- Get and use amazing images, fonts and icons to make your website shine
- O4 Create a layout using whitespace and visual hierarchy
- **05** Keep yourself inspired to learn more and more

INTRODUCTION TO WEB DESIGN



- THE **DESIGNER** CREATES THE LOOK AND FEEL
- THE **DEVELOPER** BUILDS IT

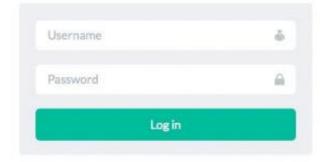


5:16 PM . ●ccco Verizon 🕏 Photos . Maps Videos Reminders Stocks Game Center Newsstand Tunes Store App Store Passbook

iOS7

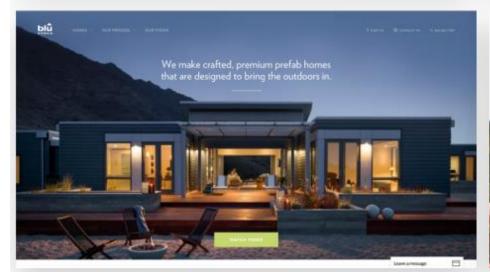
iOS6

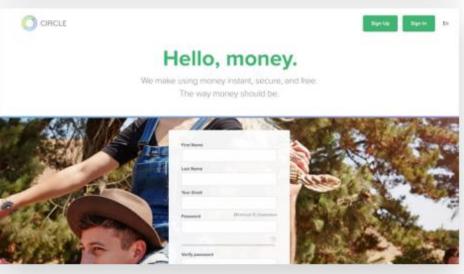












BEAUTIFUL TYPOGRAPHY

1. USE A FONT-SIZE BETWEEN 15 AND 25 PIXELS





Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew some coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

For you to understand the how I did it, first I must tell you the why.

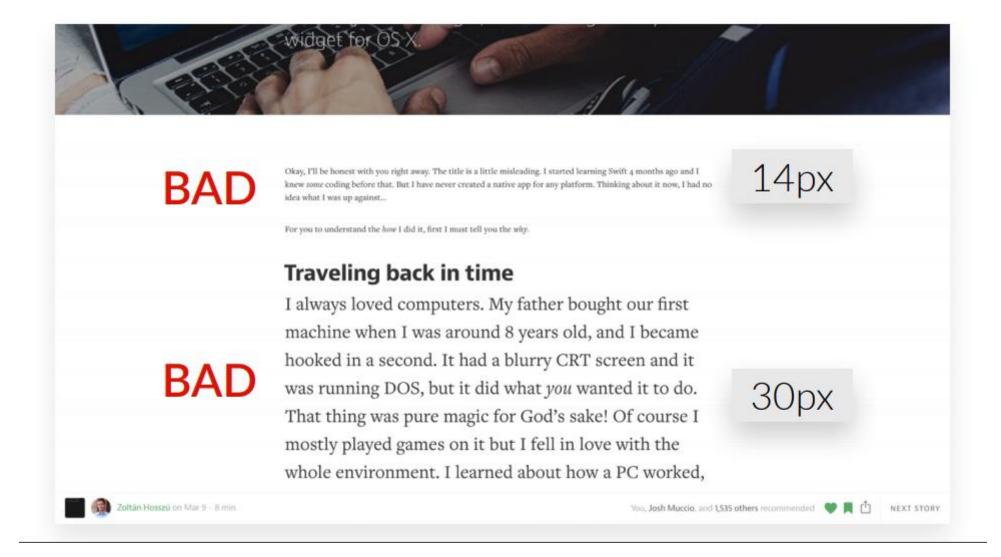
Traveling back in time

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what you wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the whole environment. I learned about how a PC worked, turned all the knobs and switches in the programs and became the guy others came to for tech-advice.

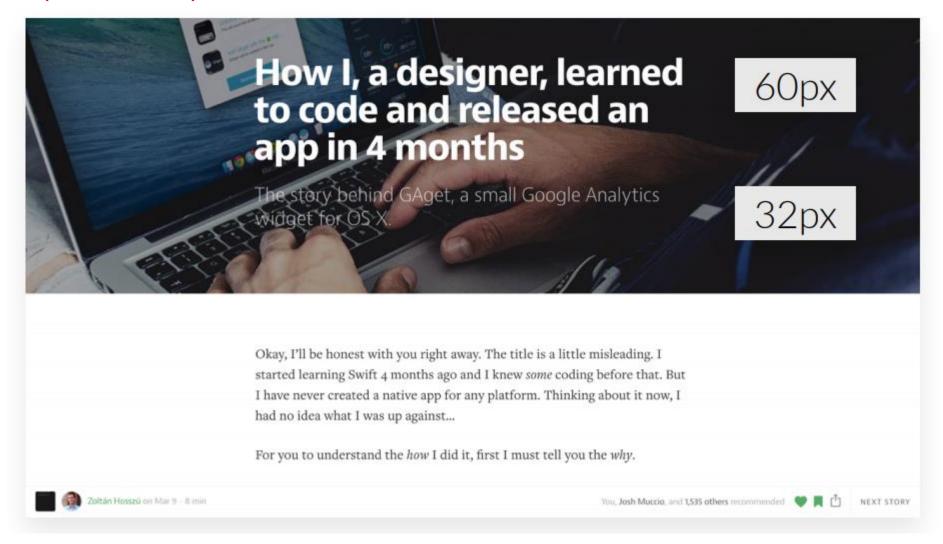
22px



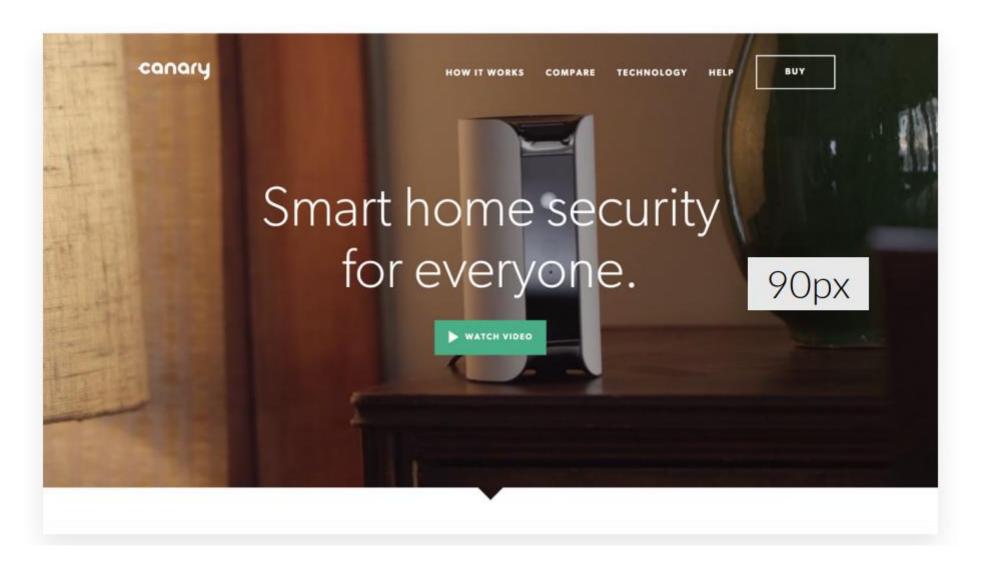
1. USE A FONT-SIZE BETWEEN 15 AND 25 PIXELS



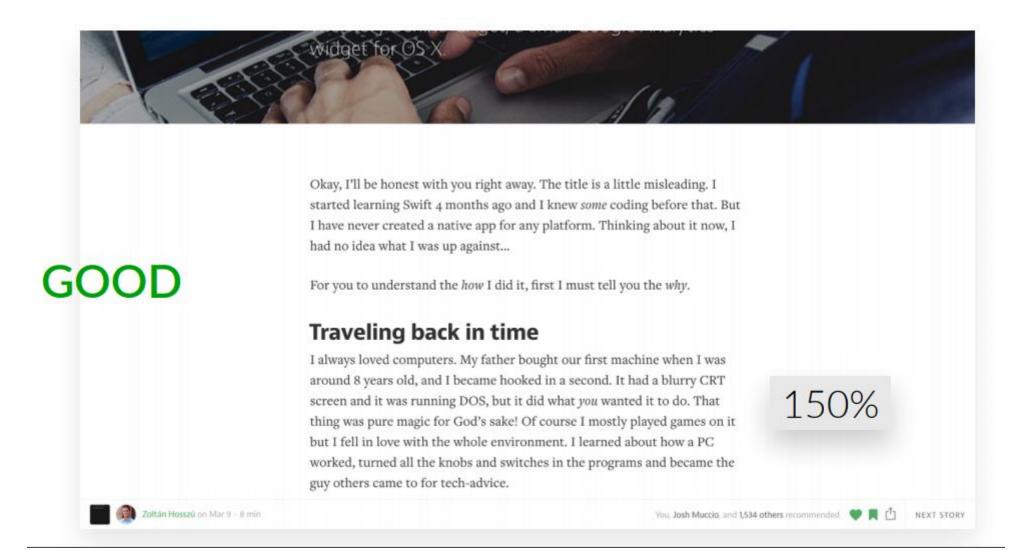
2. USE (REALLY) BIG FONT SIZES FOR HEADLINES



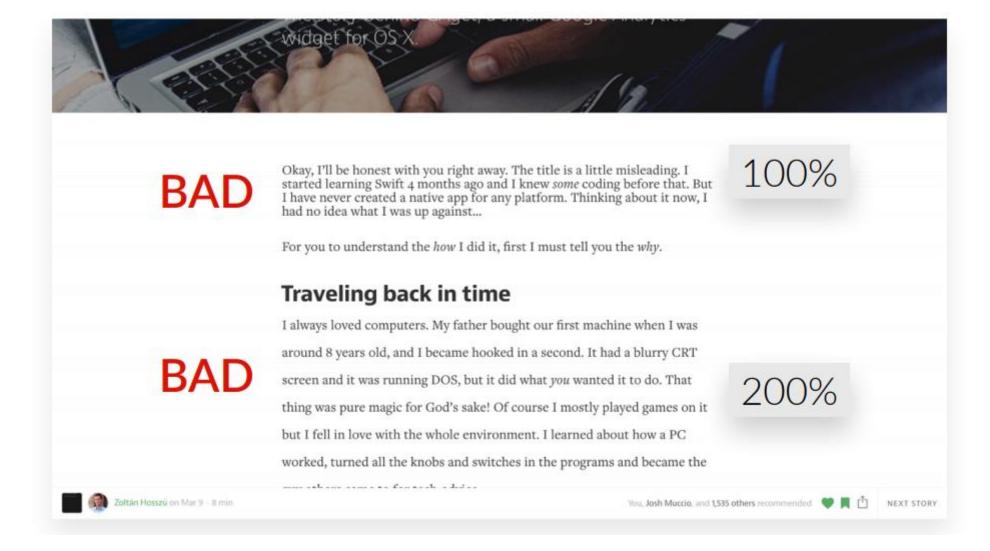
2. USE (REALLY) BIG FONT SIZES FOR HEADLINES



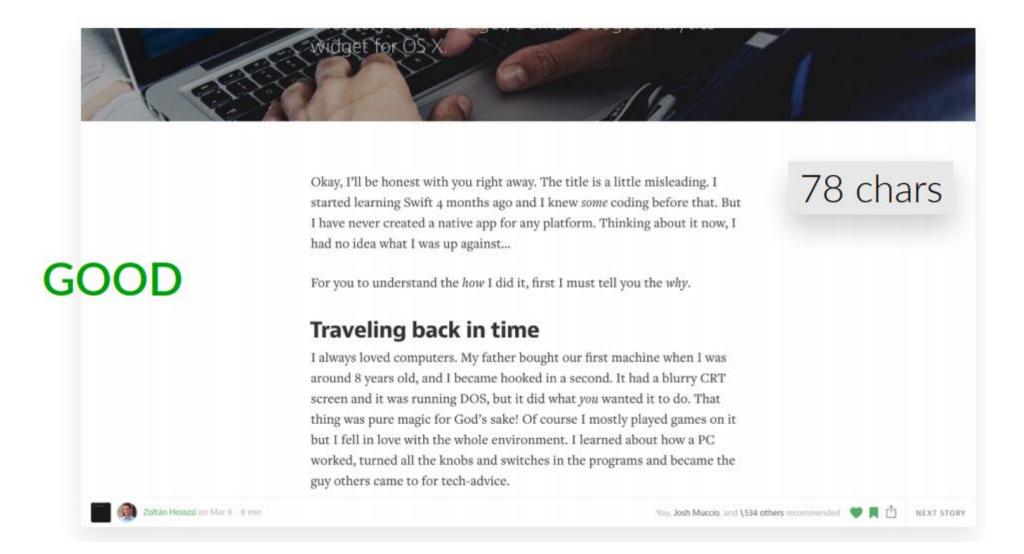
3. USE LINE SPACING BETWEEN 120 AND 150%



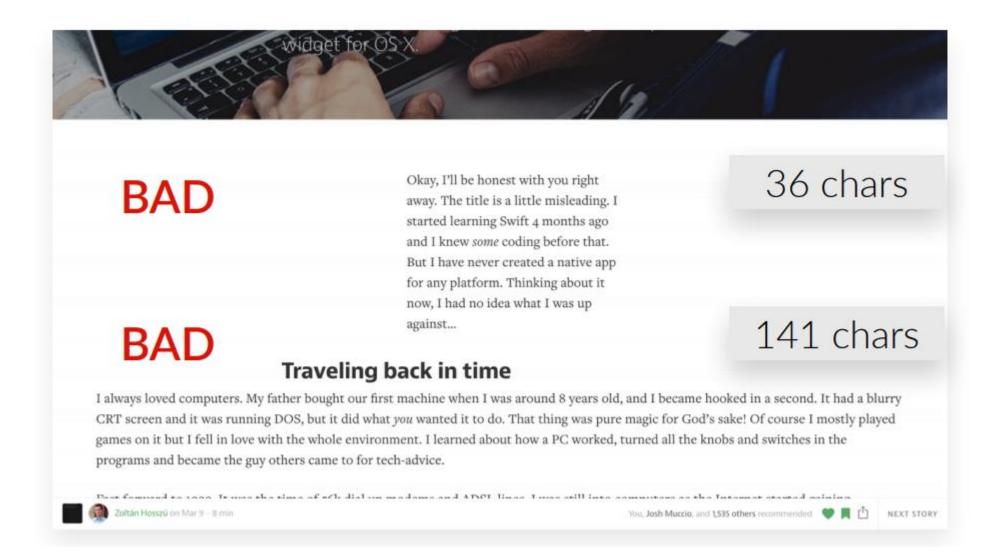
3. USE LINE SPACING BETWEEN 120 AND 150%



4. 45 TO 90 CHARACTERS PER LINE



4. 45 TO 90 CHARACTERS PER LINE

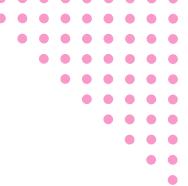


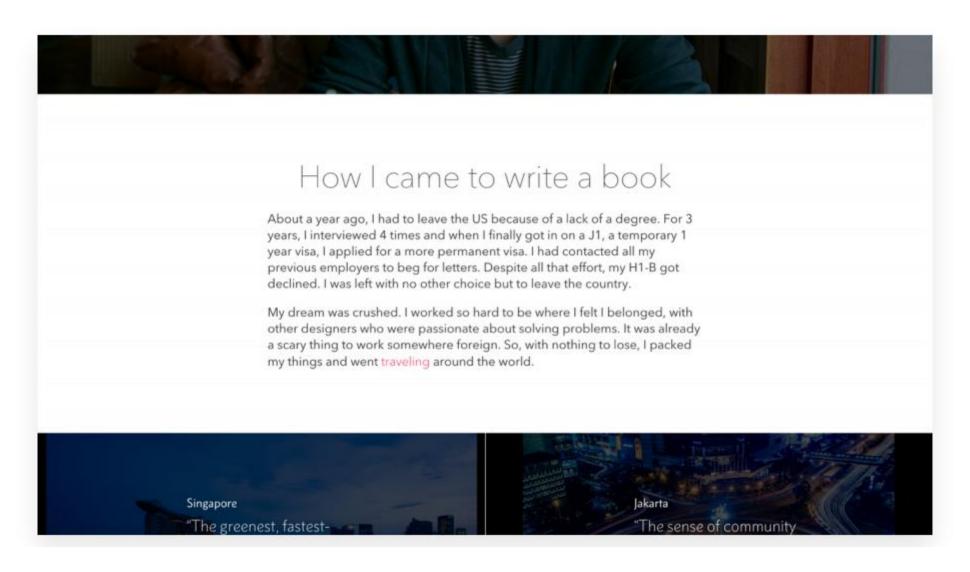


- More neutral
- Clean
- Simple
- Modern websites



- Traditional purposes
- Storytelling
- Long reading







Google Fonts

Open Sans Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato Grumpy wizards make toxic brew for the evil Queen and Jack.

Raleway Grumpy wizards make toxic brew for the evil Queen and Jack.

Monsterrat Grumpy wizards make toxic brew for the evil Queen and Jack.

PT Sans Grumpy wizards make toxic brew for the evil Queen and Jack.



Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew some coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

For you to understand the how I did it, first I must tell you the why.

Traveling back in time

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what you wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the whole environment. I learned about how a PC worked, turned all the knobs and switches in the programs and became the guy others came to for tech-advice.







Google Fonts

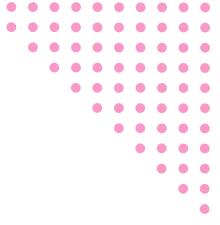
Cardo Grumpy wizards make toxic brew for the evil Queen and Jack.

Merriweather Grumpy wizards make toxic brew for the evil Queen and Jack.

PT Serif Grumpy wizards make toxic brew for the evil Queen and Jack.

HOW TO CHOOSE A FONT?

- 1. Chose a font which reflects the look and feel you
- 2. want for your website
- 3. Decide: sans-serif or serif typeface?
- 4. Use a good font
- 5. Use only that one typeface



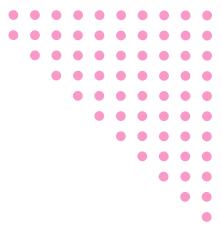
USING COLORS LIKE A PRO



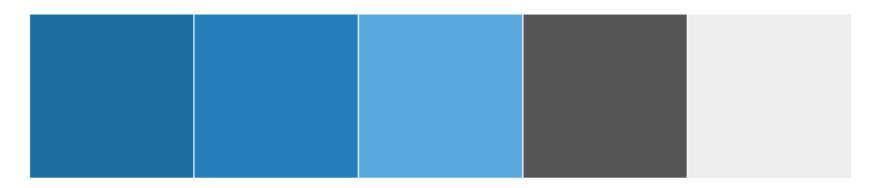
1. USE ONLY ONE BASE COLOR



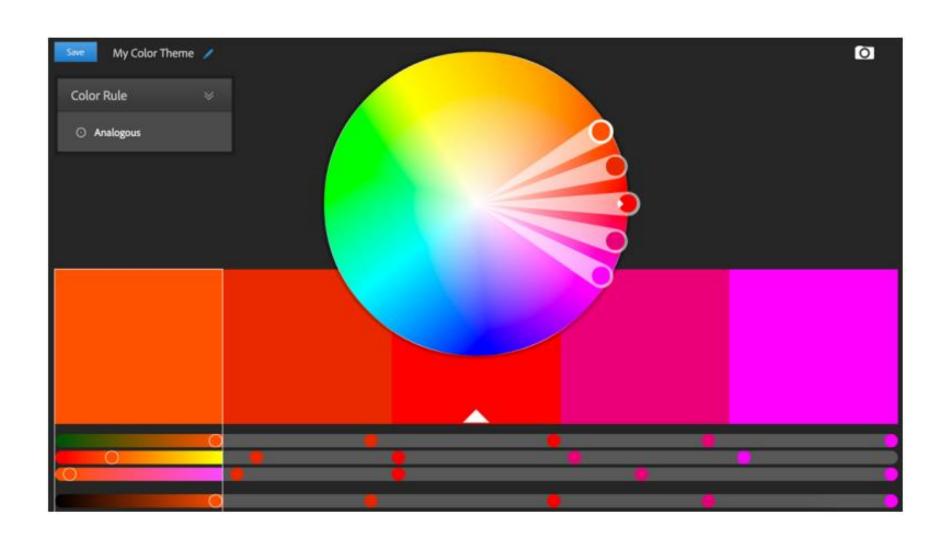
1. USE ONLY ONE BASE COLOR



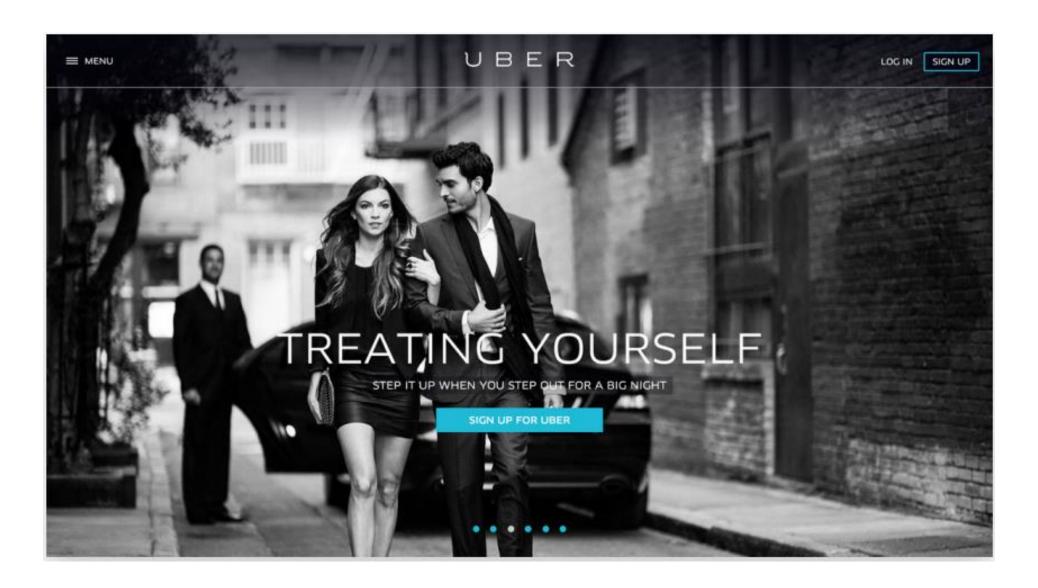
Base color



2. USE A TOOL IF YOU WANT TO USE MORE COLORS



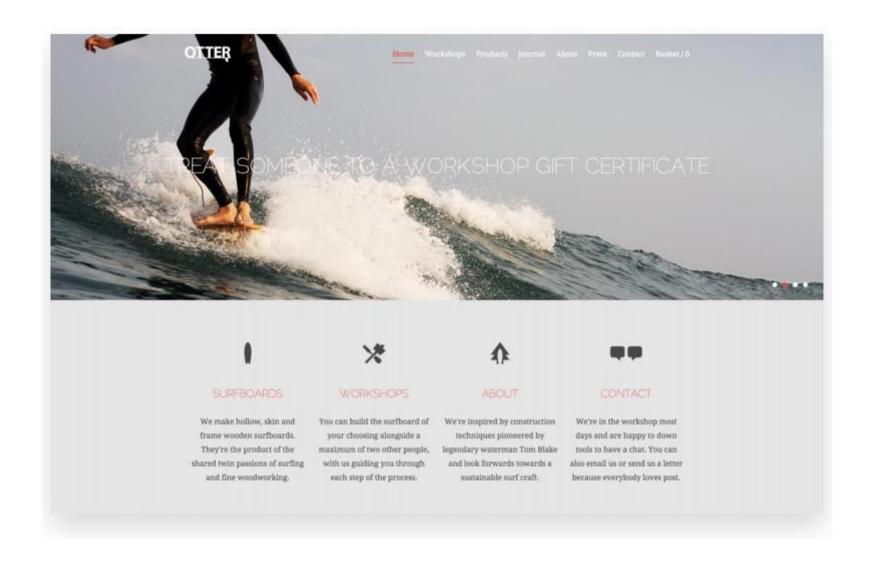
3. USE COLOR TO DRAW ATTENTION

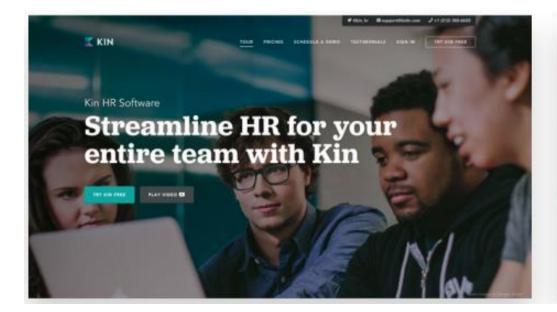


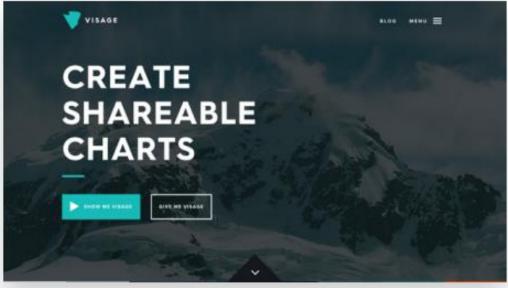
4. NEVER USE BLACK IN YOUR DESIGN

WORKING WITH IMAGES

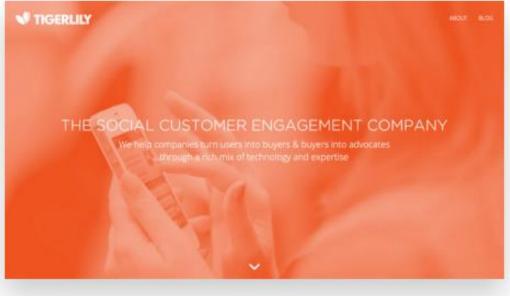
1. PUT TEXT DIRECTLY ON THE IMAGE











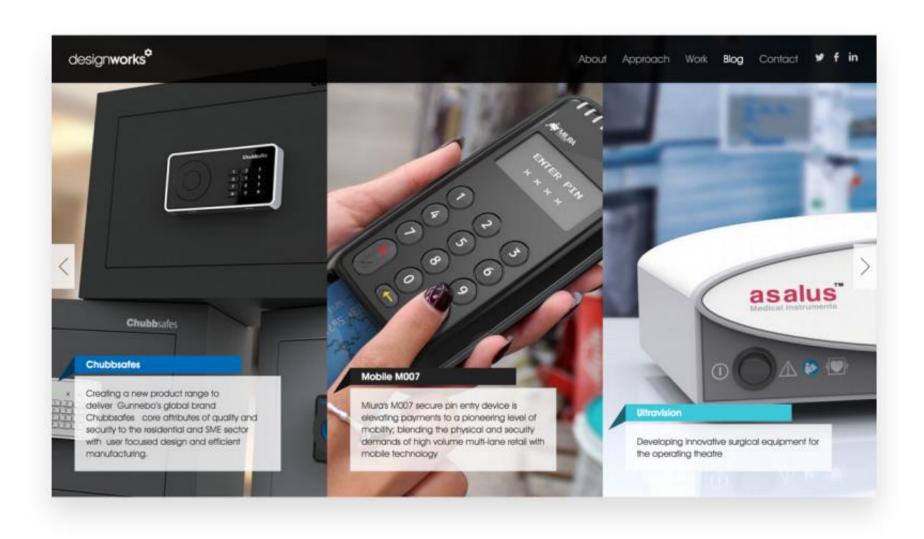




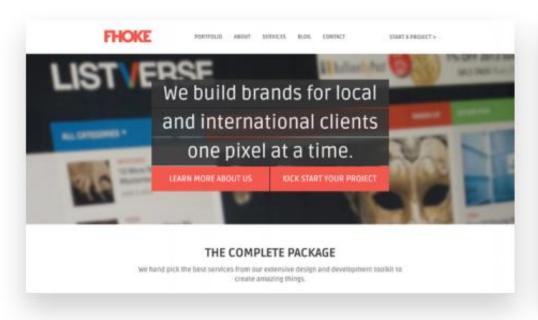


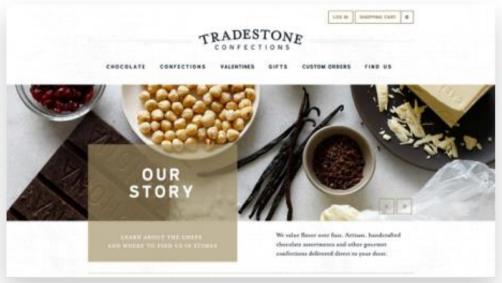


3. PUT YOUR TEXT IN A BOX



3. PUT YOUR TEXT IN A BOX



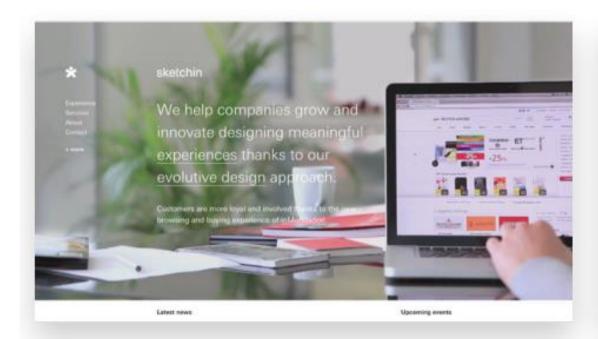


4. BLUR THE IMAGE





4. BLUR THE IMAGE



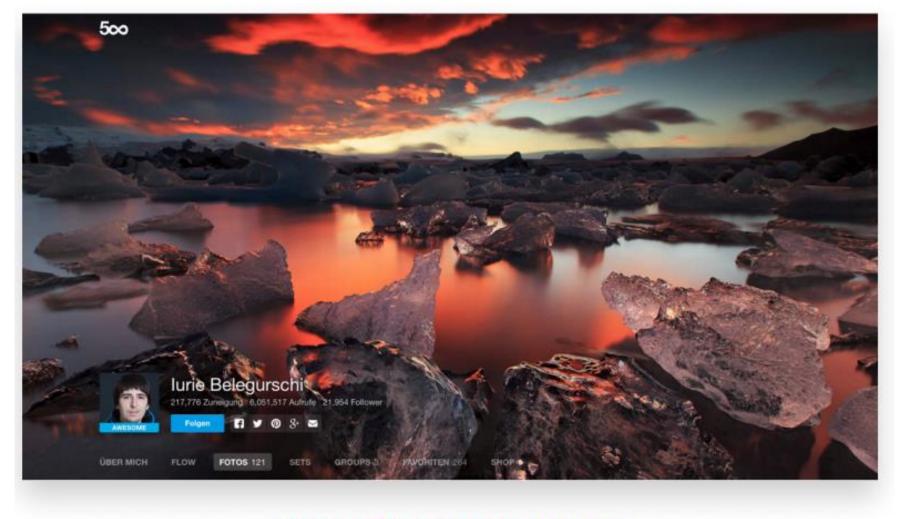


5. THE FLOOR FADE



WITH FLOOR FADE

5. THE FLOOR FADE



WITHOUT FLOOR FADE





Download free

Square Register is the perfect pointof-sale system, available in the App Store and Google Play. It's designed to run on a smartphone or tablet, on your counter or on the go.



Grow your business

Square Register is the point of sale that takes care of digital receipts, inventory, and sales reports and provides valuable analytics and feedback—so you can focus on your customers.



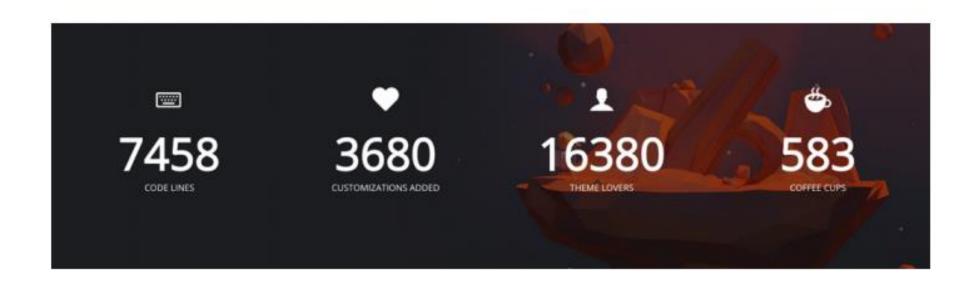
Powerful enough for anyone

Square Register serves businesses big and small, from corner bakeries to retailers around the world. It works with hardware and software accessories that make it easier to run your business.



Upgrades automatically

We're constantly improving with free updates that equip you with great new features to help you run your business more efficiently and effectively.



1. USE ICONS TO LIST FEATURES/STEPS



Portable WiFi

Connect all of your devices, and never hunt for reliable WiFi again. Learn more >



No-nonsense Pricing

Ditch subscriptions and contracts. Pay only for what you use. Learn more >



Nationwide coverage

Everywhere you go, the WiFi goes with you. Never miss a beat. Learn more >



Step 1

Enjoy your new Mod notebook. Fill it in 2 days or 2 years. We'll digitize it when you're ready.



Step 2

Once you've filled your notebook, mail it back to us using the pre-paid shipping envelope hidden in the back cover (shipping included).



Step 3

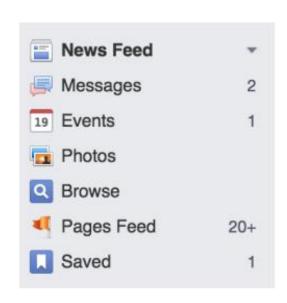
We scan and digitize it for free within 5 days. Have the notebook recycled or returned to you. It's your choice.

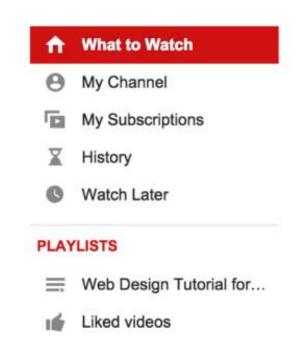


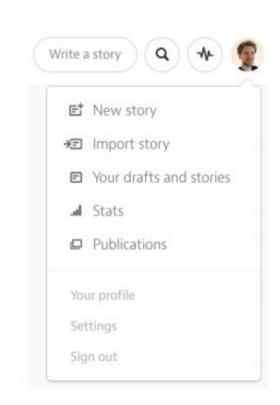
Step 4

Enjoy your notes from anywhere in our beautiful Mod app. Start your next notebook, and let the love continue.

2. USE ICONS FOR ACTIONS AND LINKS

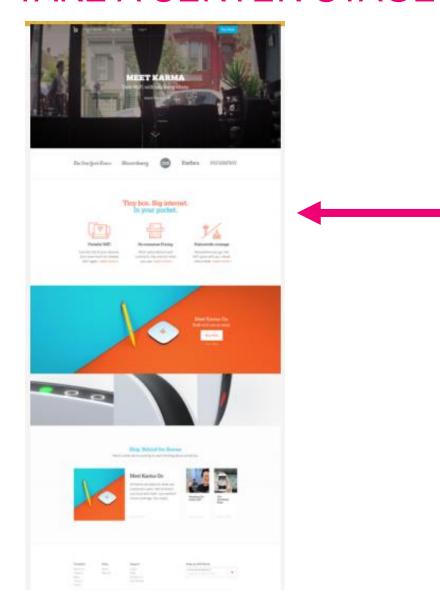




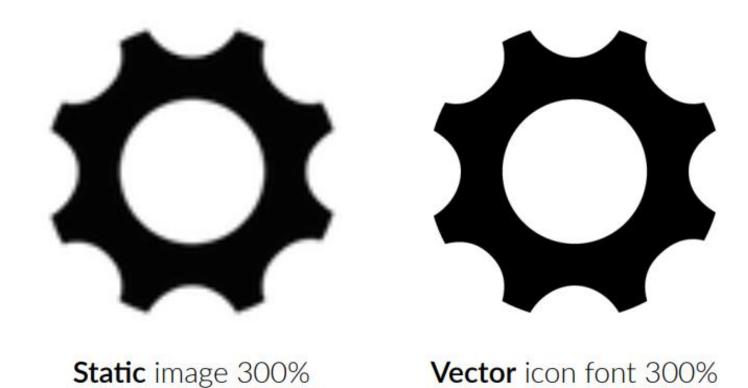


- 1. Icons should be recognizable
- 2. Label your icons

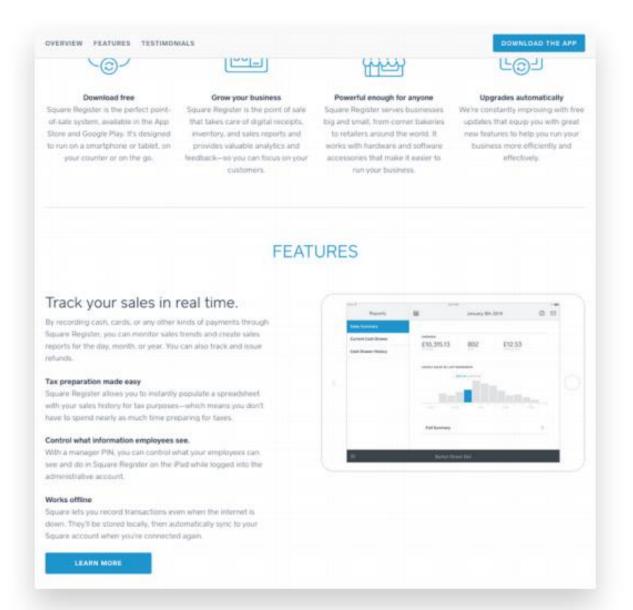
3. ICONS SHOULD NOT TAKE A CENTER STAGE



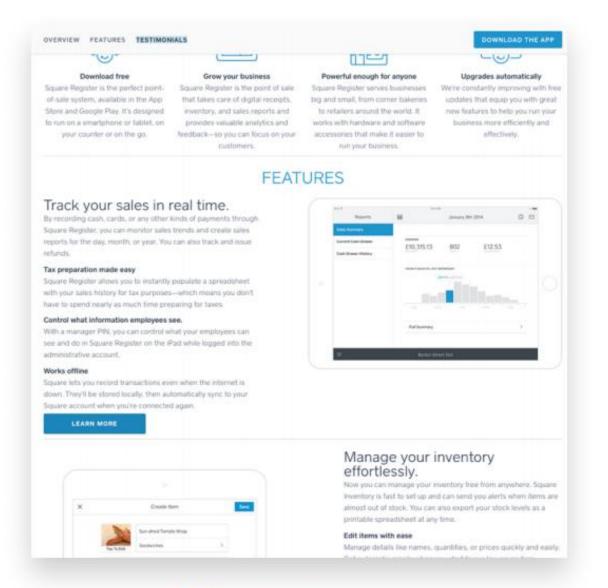
4. USE ICON FONTS WHENEVER POSSIBLE



SPACING AND LAYOUT



With whitespace



Without whitespace

1. USE WHITESPACE

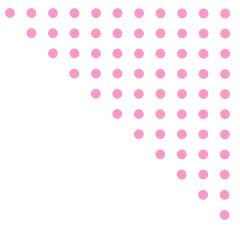
- Put whitespace between your elements
- Put whitespace between your groups of elements
- Put whitespace between you website's sections
- But don't exaggerate

2. DEFINE HIERARCHY

Whitespace describes invisible relationships between the elements of your website



2. DEFINE HIERARCHY



- Define where you want your audience to look first
- Establish a flow that corresponds to your content's message
- Use whitespace to build that flow

INTRODUCTION TO USER EXPERIENCE

USER INTERFACE (UI) IS THE PRESENTATION OF A PRODUCT, HOW IT LOOKS AND FEELS

USER EXPERIENCE (UX) IS THE OVERALL EXPERIENCE THE USER HAS WITH A PRODUCT

"El diseño no es solo lo que se ve o lo que se siente. Diseño es como funciona" -Steve Jobs

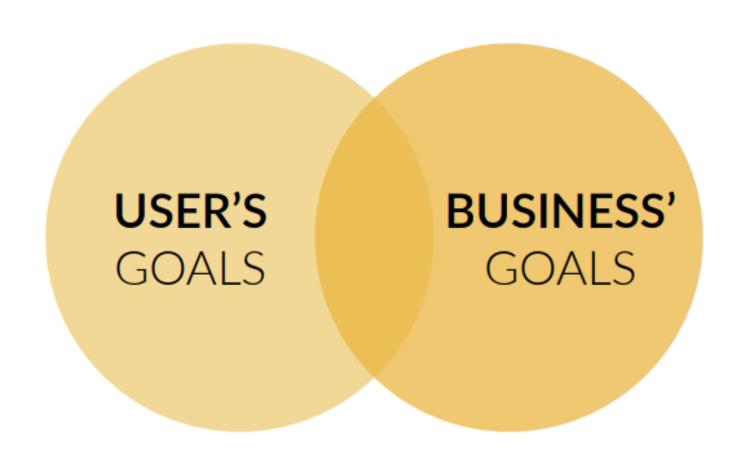




DESIGNING THE PRODUCT



DESIGNING THE EXPERIENCE



GETTING INSPIRED: THE SECRET INGREDIENT FOR STUNNING WEB DESIGN!

- Collect designs that you like
- Try to understand everything about them
- Why do they look good?
- What do these sites have in common?
- How were they built in HTML and CSS?

STEAL LIKE AN ARTIST

