

Get Your **(VISUAL)** Style On

ARTIFACT CONFERENCE

A Game of Riddles

**There is a cabin on the side of a mountain.
Three people are inside and they are dead.
How did they die?**



They were killed in a plane crash.

* airplane cabin

DMALL.ME/11FSIFO

**There is an ancient invention still used
in some parts of the world today that
allows people to see through walls.
What is it?**



Windows.

DMALL.ME/13DXV1H

**A woman leaves home and makes three left turns. She returns home again. On the way, she passed two women with masks.
Who were the two women?**

A dynamic photograph of a softball game. In the foreground, a player wearing a green and orange uniform with 'LV' on the helmet is sliding into home plate, kicking up dust. Behind her, an umpire in a light blue polo shirt and grey pants crouches in a ready position. To the right, a catcher in a white and blue uniform with 'SAGEHEN' on the chest is in mid-air, having just thrown the ball. A female runner in a white and blue uniform is visible in the background. The scene is set against a chain-link fence and trees.

The umpire and the catcher.

DMALL.ME/13DXWSM

THE POINT

**Too much abstraction and lack
of context lead to misdirection.**

Style Tiles

HIGH LEVEL SNAPSHOT OF THE LOOK AND FEEL OF THE SITE

Element Collages

A SPECIFIC TYPE OF STYLE TILE THAT
ALLOWS YOU TO DEFER CERTAIN DESIGN DECISIONS
UNTIL YOU'RE READY TO TACKLE THEM.

Style Prototypes

LIKE STYLE TILES, BUT IN THE BROWSER

Style Tiles

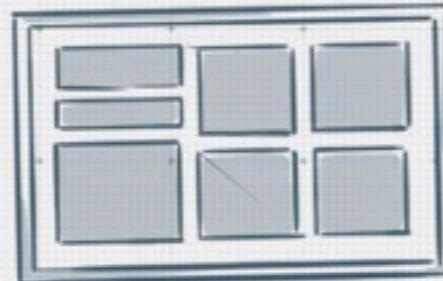
Style TILES

A Visual Web Design Process *for Clients & the Responsive Web*

■ WHAT ARE STYLE TILES? ■

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



DOWNLOAD TEMPLATE 

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

Present clients with interface choices without making the investment in multiple photoshop mockups.

■ WHEN TO USE STYLE TILES? ■

Style tiles are for when a moodboard is too vague and a comp is too literal. Style tiles establish a direct connection interface elements without defining layout. They work well for clients who have established brands and need them smoothly to the web. Whereas the word "**mood**" is often associated with brand and identity design, the word "**style**" mirror "**cascading stylesheets**" and reinforce that Style Tiles are specific to Web design.

STYLETIL.ES

Logo Here

Project Name

Style Tile
version:1

Possible Colors



Textures



This is an Example of a Header

Font: Name #hexcode

This is an Example of a Sub Head

Font: Name #hexcode

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name #hexcode

This is an example of a Text link »

This is an example of a Button

Submit Button Example Here

Adjectives

 Lorem

 Ip

STYLETIL.ES

 Sit

 Amet

 Magna

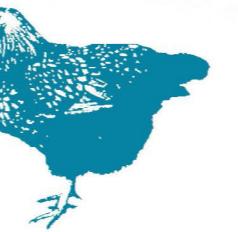
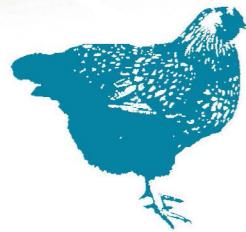
CASE STUDIES

**client has a strong, but
INCONSISTENT
BRAND**

“ Here's our guidelines.
We have 25 brand colors
and 7 typefaces!

DISTRITO

FONTS



POPLAR STD, BLACK

USED ON BEVERAGE MENU. FOR SECTION TITLES. UPPERCASE.

AGENCY FB, REGULAR

THIS FONT IS USED FOR THE MENU ITEM DESCRIPTIONS (FOOD & BEV)

IT IS ALSO USED FOR THE HEALTH/FOOD SAFETY BLURB AT THE BOTTOM OF THE MENU, BUT
SKEWED 20 DEGREES.

AGENCY FB, BOLD

USED ON BEVERAGE MENU FOR DRINKS. UPPERCASE.

PLAYBILL, REGULAR

Used on drink menu for section titles. UPPERCASE.

GRUTCHISHADED, REGULAR

Used for section headings.
UPPERCASE.

BERNARD MT CONDENSED, REGULAR

USED FOR MENU SECTION HEADINGS, AND ON HH & BRUNCH FOR
BEVERAGE NAMES AND PRICING. ALSO USED ON DESSERT FOR
SOME FOOD ITEM DESCRIPTIONS. ALSO USED ON A SKEW. UPPERCASE.

ARCHIVE TILT, REGULAR

USED FOR MENU SECTION HEADINGS. UPPERCASE.

CINQUENTA MILL METICAIS, REGULAR
USED ON MENUS FOR SECTION HEADINGS. THIS
FONT IS SKEWED IN SOME USES. SHOULD BE
OUTLINED WHEN PRINTING. UPPERCASE.

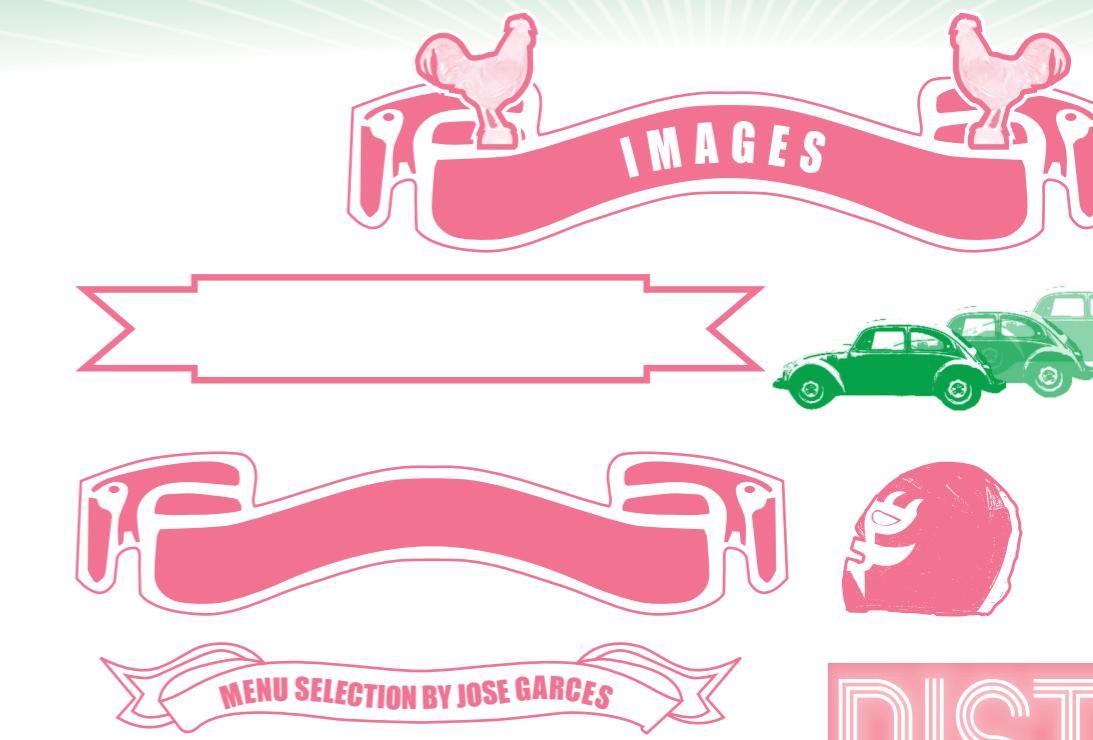
ARCHIVE LIGHTFACE EXTENDED, REGULAR

This font is used for menu section headings. UPPERCASE.

MESQUITE STD, MEDIUM - USED FOR MENU SECTION HEADINGS. UPPERCASE.

PALSU,REGULAR

USED ON BRUNCH FOR
COURSE TITLES.



DIST



DISTRITO USES A LOT OF IMAGERY IN THEIR MENUS. MOSTLY OF THE FIGHTING R

WRESTLER FACE, AS WELL AS MANY BANNERS AND BORDERS. HOWEVER,

CONSISTENT ELEMENT, AS THEY APPEAR IN EACH MEN



PAPER



THE PAPER USED FOR DISTRITO MENU IS COUGAR CREAM COVER (#65) AN

DISTRITO

FONTS

POPLAR STD, BLACK

USED ON BEVERAGE MENU. FOR SECTION TITLES. UPPERCASE.

AGENCY FB, REGULAR

THIS FONT IS USED FOR THE MENU ITEM DESCRIPTIONS (FOOD & BEV)

IT IS ALSO USED FOR THE HEALTH/FOOD SAFETY BLURB AT THE BOTTOM OF THE MENU, BUT
SKEWED 20 DEGREES.

AGENCY FB, BOLD

USED ON BEVERAGE MENU FOR DRINKS. UPPERCASE.

PLAYBILL, REGULAR

Used on drink menu for section titles. UPPERCASE.

GRUTCH SHADDED, REGULAR
Used on upper

BERNARD MT CENSORED, REGULAR
USED FOR MENU SECTION HEADINGS, BEVERAGE NAMES AND SOME FOOD ITEM DESCRIPTIONS. ALSO USED ON A SKEW. UPPERCASE.

ARCHIVE TILT, REGULAR

USED FOR MENU SECTION HEADINGS. UPPERCASE.

CINQUENTA MILL METICAIIS, REGULAR
USED ON MENUS FOR SECTION HEADINGS. THIS FONT IS SKEWED IN SOME USES. SHOULD BE OUTLINED WHEN PRINTING. UPPERCASE.

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MESQUITE STD, MEDIUM - USED FOR MENU SECTION HEADINGS. UPPERCASE.

15

TYPE FACES!

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WRESTLER FACE, AS WELL AS MANY BANNERS AND BORDERS. HOWEVER,

CONSISTENT ELEMENT, AS THEY APPEAR IN EACH MEN



PAPER



THE PAPER USED FOR DISTRITO MENU IS COUGAR CREAM COVER (#65) AN

Philadelphia, PA - Scottsdale, AZ - Atlantic City, NJ - Palm Springs, CA

The image is a collage of various elements. At the top, there's a pink background with two roosters on golden pedestals, three yellow stars above them, and a red box containing the word "DISTRITO" in white. Below this, a banner says "MODERN MEXICAN". A decorative banner with four sections labeled "menu", "tour", "info", and "jose" spans across the middle. The background features a black and white photograph of a city street with a large pyramid and a statue in the center, flanked by buildings. In the foreground, there are several green Volkswagen Beetles with "TAXI" signs. A black rectangular overlay on the right contains the text "A LOT OF PINK" in white. At the bottom, there's a banner with the words "RESERVATIONS ★ PRIVATE DINING ★ RETAIL ★ GRG ★" followed by social media icons for Facebook and Twitter. To the right of the banner is a small illustration of a person holding a newspaper with the word "NEWSLETTER" on it.

DISTRITO

MODERN MEXICAN

menu tour info jose

A LOT OF PINK

RESERVATIONS ★ PRIVATE DINING ★ RETAIL ★ GRG ★

NEWSLETTER

DISTRITO

OUR MENUS ★ HOURS & DIRECTIONS ★ ABOUT DISTRITO



 DISTRITO 

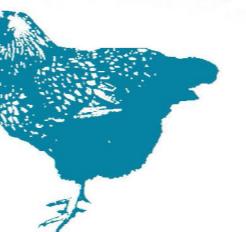
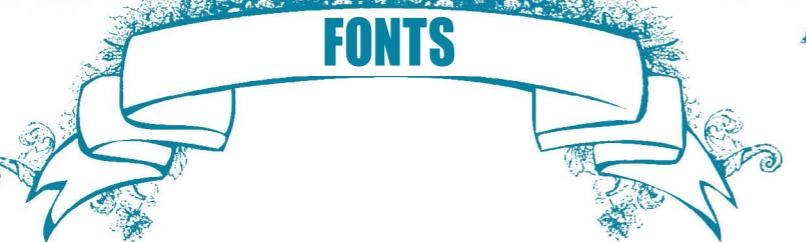
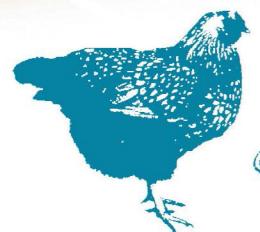
DISTRITO

★ ★ ★ ★ ★ ★ VISIT DISTRITO ★ ★ ★ ★ ★ ★

**Create One
Style Tile**

DISTRITO

FONTS



POPLAR STD, BLACK

SED ON BEVERAGE MENU. FOR SECTION TITLES. UPPERCASE.

AGENCY FB, REGULAR

THIS FONT IS USED FOR THE MENU ITEM DESCRIPTIONS (FOOD & BEV)
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AGENCY FB, BOLD

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IMAGES



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WRESTLER FACE, AS WELL AS MANY BANNERS AND BORDERS. HOWEVER, STA

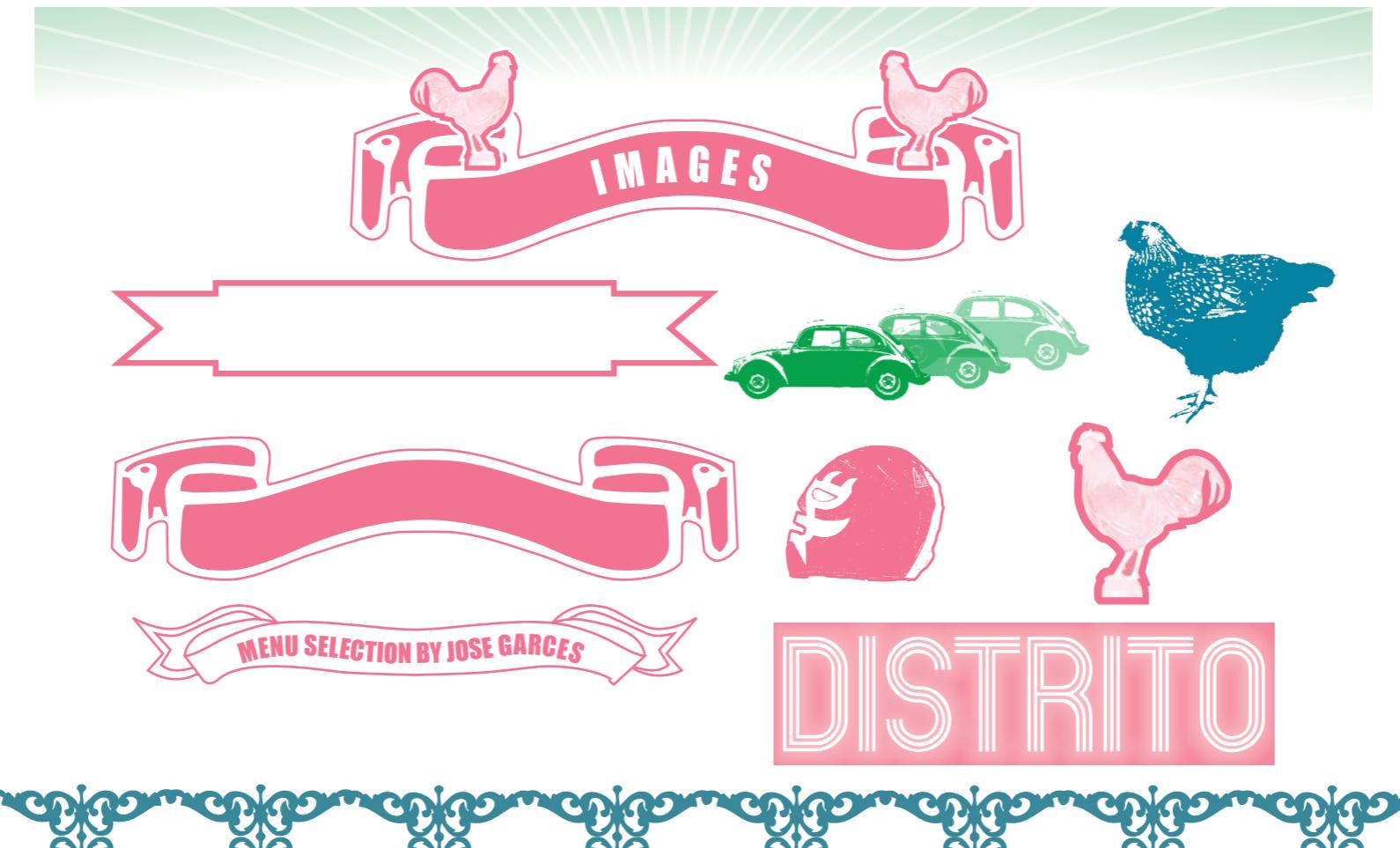
CONSISTENT ELEMENT, AS THEY APPEAR IN EACH MENU.



PAPER



THE PAPER USED FOR DISTRITO MENU IS COUGAR CREAM COVER (#65) AND TH



DISTRITO USES A LOT OF IMAGERY IN THEIR MENUS. MOSTLY OF THE FIGHTING ROOSTERS AND THE MASKED WRESTLER FACE, AS WELL AS MANY BANNERS AND BORDERS. HOWEVER, STARS ARE THE MOST CONSISTENT ELEMENT, AS THEY APPEAR IN EACH MENU.



PAPER



THE PAPER USED FOR DISTRITO MENU IS COUGAR CREAM COVER (#65) AND TEXT (#70/28).

Modern Mexican

Showcase the food, the ingredients, the drinks. Link to menu.

The Experience

Something about the space, the atmosphere, the history. Link to "explore".

December 31, 2012 — Our very special four course New Years Eve dinner. Events listing module OR latest tweet module.

Today's Happy Hour Specials

Time based special promo module

[See all specials and menu items](#)

Taco Monday

Event promo module

[Book your next event at](#)

HTML PROTOTYPE

Garces Group Re-design: Modules

This is an index of all the modules being delivered as part of the Garces group redesign. You can also view these modules in the context the [Interactive Prototype](#) or the [Requirements Document](#).

- [Food Menu](#)
- [Reservation Widget](#)
- [Location Selection](#)
- [Cross-Promotion](#)
- [News & Press Releases](#)
- [Twitter Feed Integration](#)
- [Facebook Wall Integration](#)
- [Time-based Food Special](#)
- [Content Slider](#)
- Image Content
- Video Content
- Rich Text Content
- HTML Content
- iframe
- Form
- [Event / Latest Tweet](#)
- [Event Calendar](#)
- Map
- [Image Gallery](#)
- [Hours of Operation](#)
- [Hotel Navigation / Alert Bar](#)

HTML PROTOTYPE

1. Define typography

2. Define Key Modules

3. Define Workhorse Modules

4. Define Colors and Smaller components

body > div > h5

Buffalo Gal

Regular

1 WEIGHT from FONTS.COM

Text Size 118 px

Line Height 167 px

Spacing 0 px

Indent/Exdent 0 px

Text Align

Text Transform

Ab AB ab None

Inherit styles from parent i

LUNCH

LUNCH

LUNCH

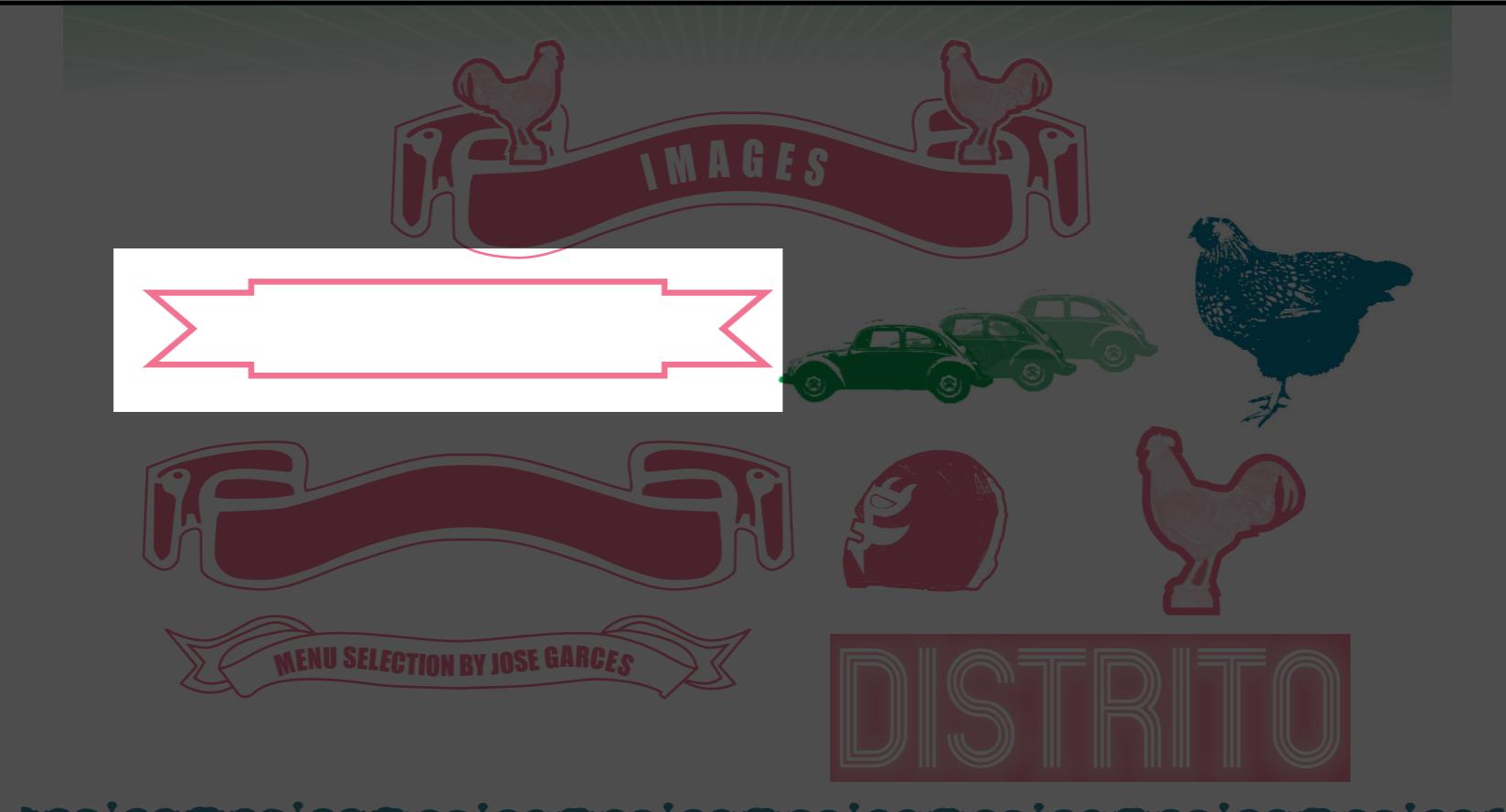
LUNCH

LUNCH

LUNCH

TYPECAST.COM

WITH COTIJA CHEESE, ADD CRAB



MENU SELECTION BY JOSE GARCES

DISTRITO



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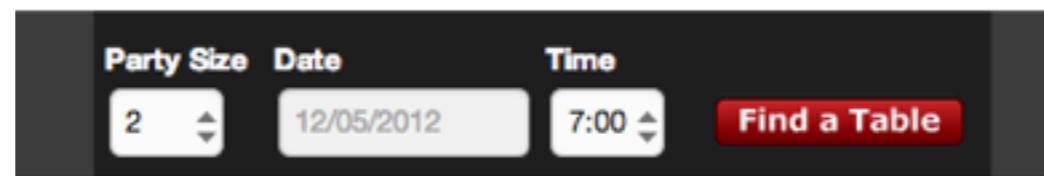
PAPER



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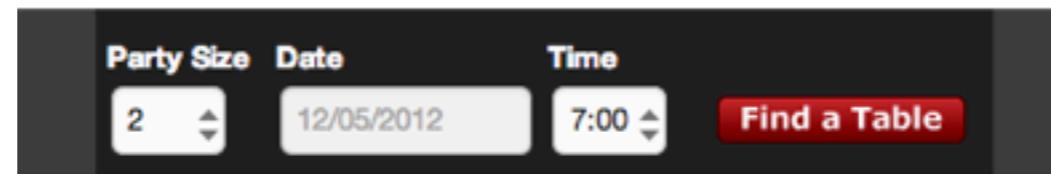
PRIMARY BUSINESS GOAL:

**Get more people to book
seats using the website**



PRIMARY BUSINESS GOAL:

Get more people to book
seats using the website



DISTRITO

[BOOK A TABLE](#)

Party Size

2 people

Date

12/21/2012

Time

7:30pm

[Find a Table →](#)

LUNCH

FROM 11AM-1PM TODAY

★ TODAY'S SPECIALS ★



Cantina Happy Hour

Proin gravida nibh vel velit auctor aliquet.
Aenean sollicitudin, lorem quis bibendum.

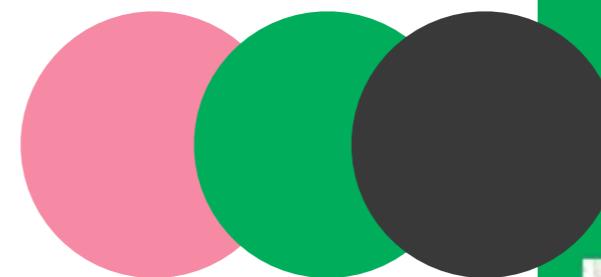
[View All Specials](#)

★ WEEKLY SPECIALS ★



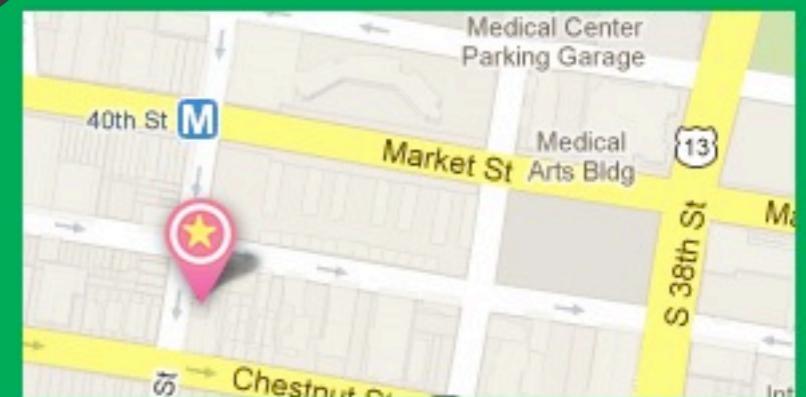
Kegs & Eggs

Proin gravida nibh vel velit auctor aliquet.
Aenean sollicitudin, lorem quis bibendum.

[See the Full Menu](#)

VISIT DISTRITO

📍 You're less than a mile away!



3945 Chestnut Street
Philadelphia, PA 19104

(215) 222-1657

[Looking for one of our other locations?](#)

**Client has
A NEW BRAND.**



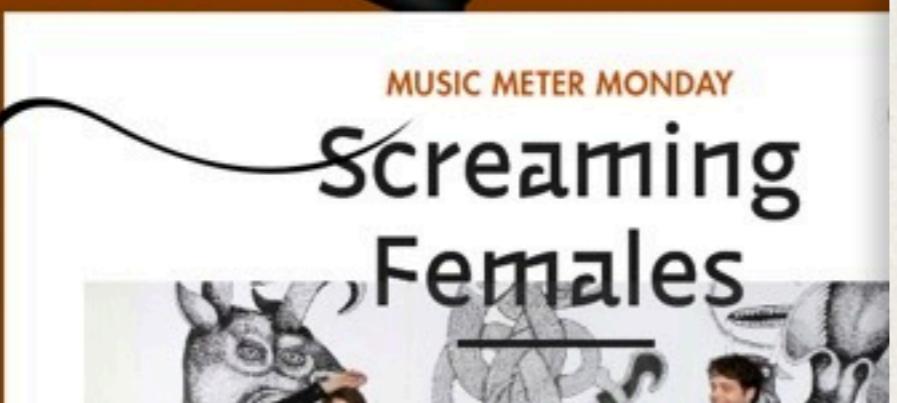
OMA 3

- Hand-done
- Memphis soul
- Textures
- Summer



FEATURED

Music Meter Monday: Lost in the Trees



WTF Wednesday: Dale Earnhardt Jr. Jr. Likes Getting Sleazy

POSTED 2 DAYS AGO

MUSIC METER MONDAYS: SCREAMING FEMALES



O MUSIC AWARDS 3

FEEDBACK



+



and add more hand-done elements

MUSIC METER MONDAYS: SCREAMING FEMALES

POSTED 2 DAYS AGO



People seem awfully hung up on the fact that the lead singer of Screaming Females is a woman (a short-statured one at that). It's a state of affairs that gives said lead singer, Marissa Paternoster, pause, as her world is littered with talented women with strong voices and honed shredding skills — attributes she possesses in droves. [MORE...](#)

► Music Meter Monday

► Screaming Females

[Tweet](#) 6 [G+1](#) 1 [Like](#)

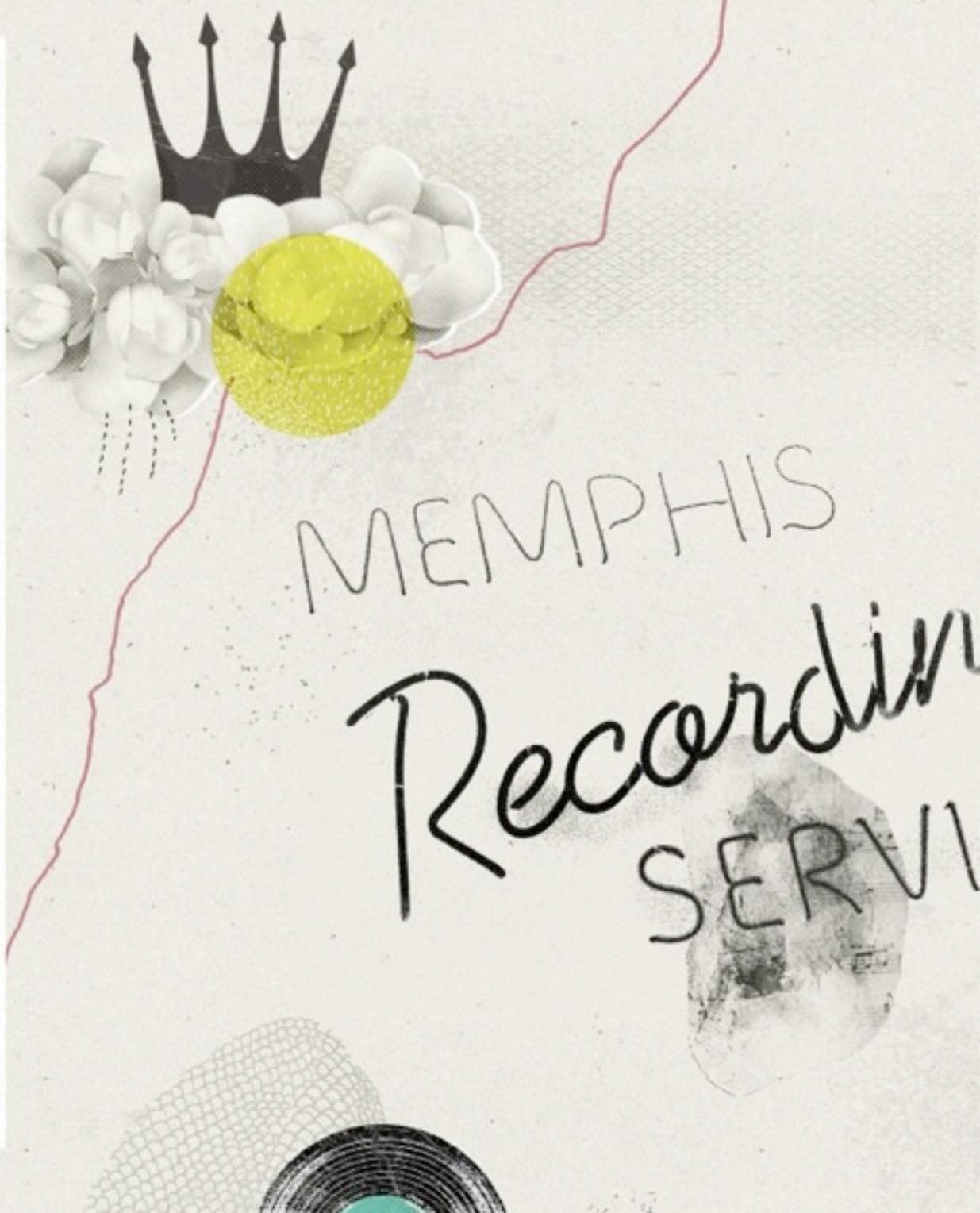
mtv (80)

winner (65)

facebook (65)

twitter (45)

MISSISSIPPI

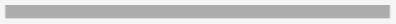


PROS

- Device-width agnostic
- Modular
- Facilitates conversation about brand with the client
- Quick

CONS

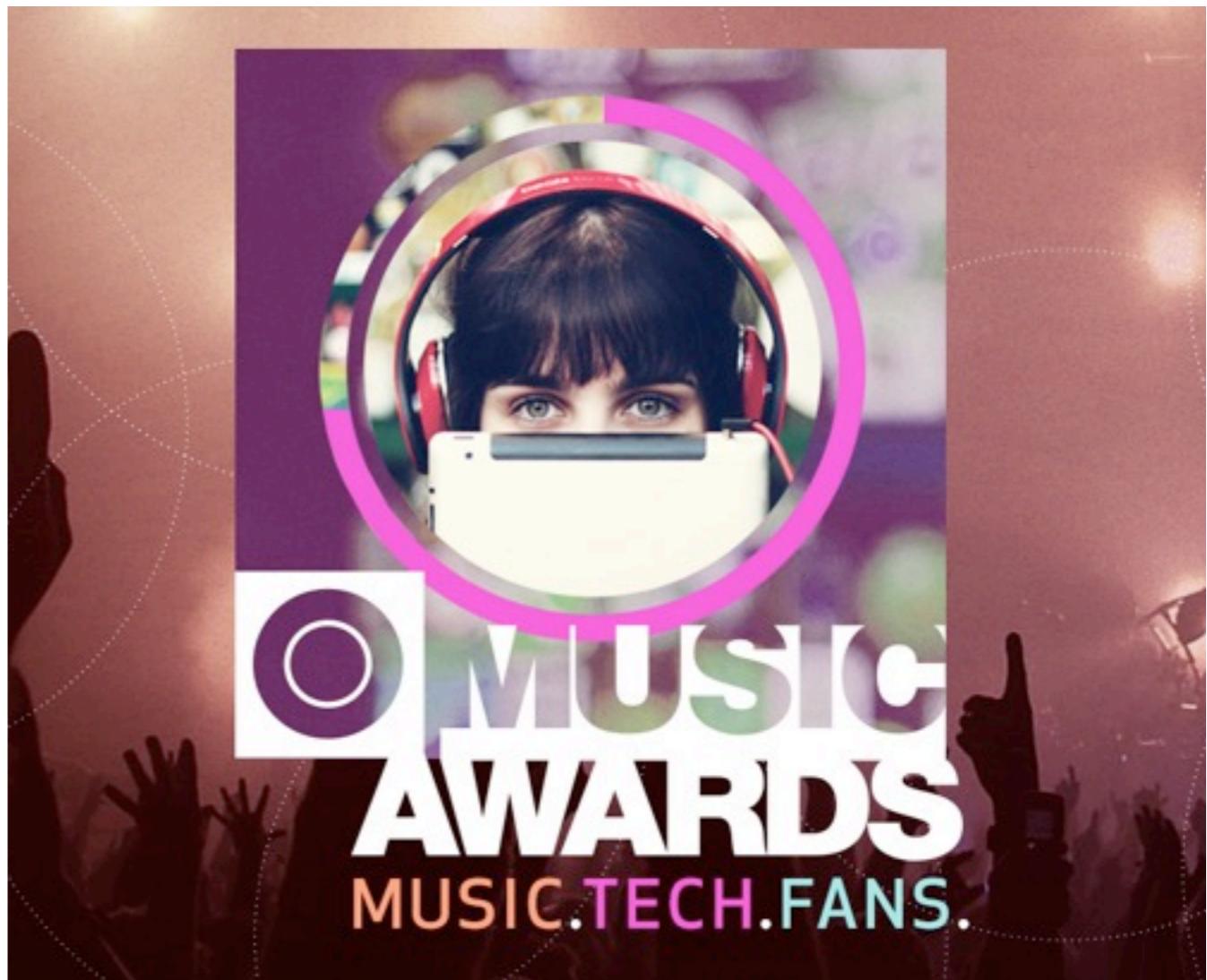
- Out-of-context
- Doesn't capture all of the variety that a system may need
- Can be unrealistic if it doesn't take content and requirements into consideration



Evolving your **STYLE TILES**

OMA 4

- Reinforces the core meaning of the O Music Awards: the intersection of fans, music, and technology
- Consider the O or circle as a central design element





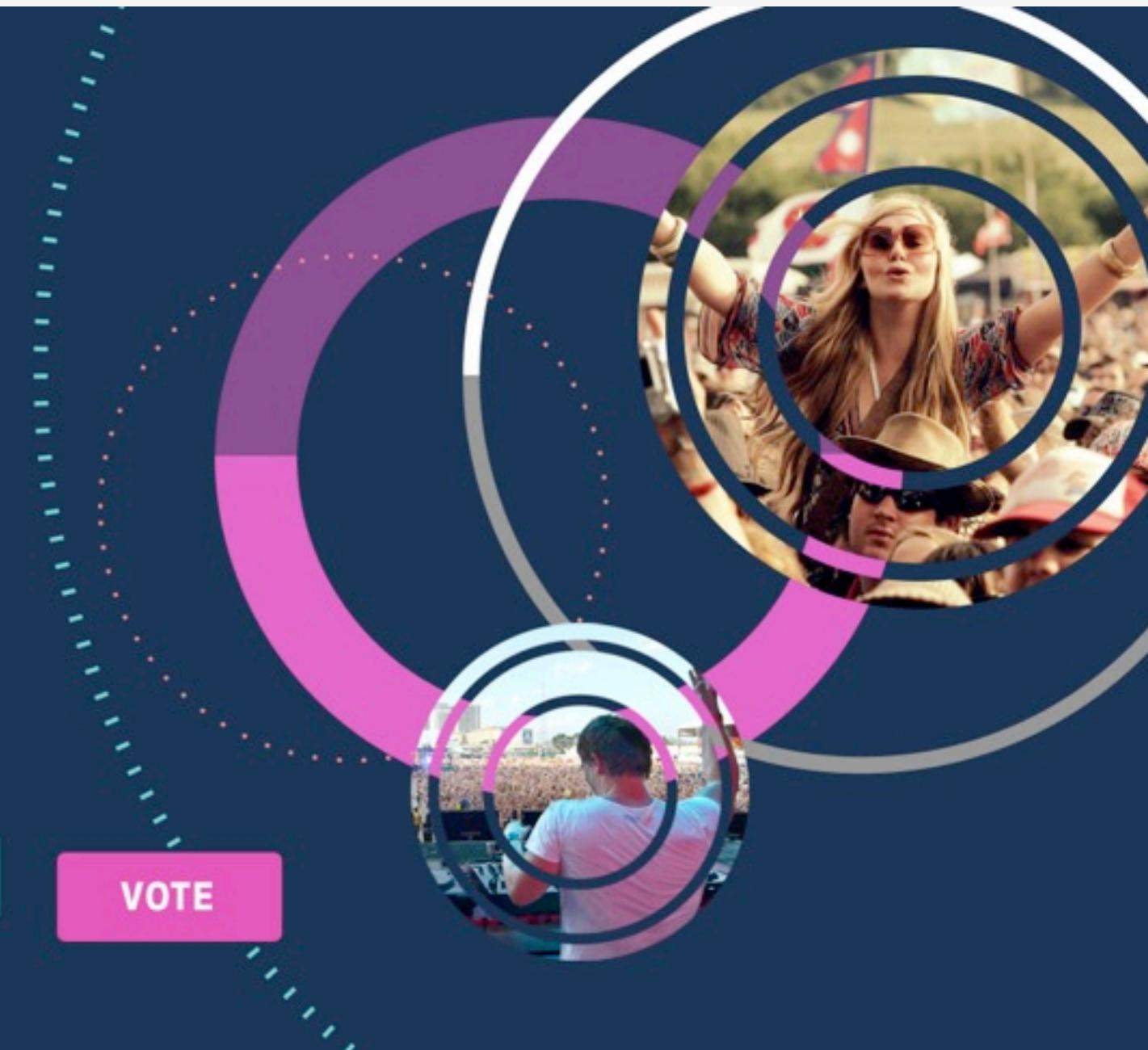
MUSIC.TECH.FANS.

Vote for your favorites!

SAMPLE COLORS:



SAMPLE UI:



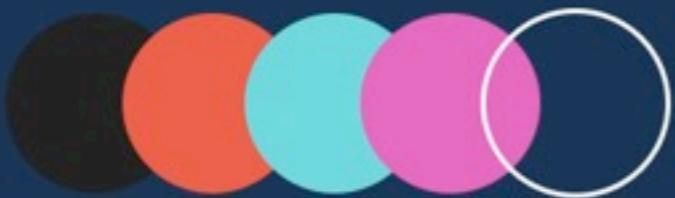
**A style tile can be a
starting point to creating
a design system.**



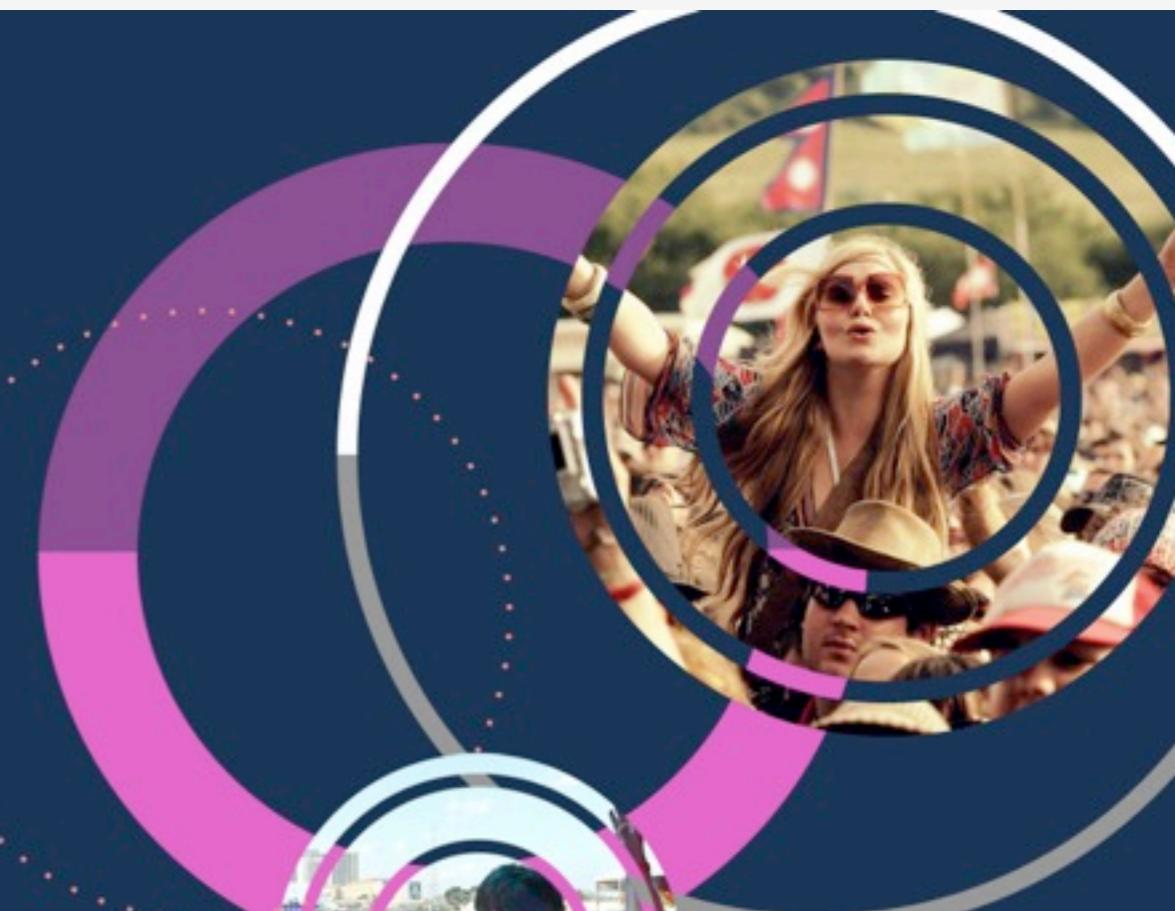
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SAMPLE COLORS:



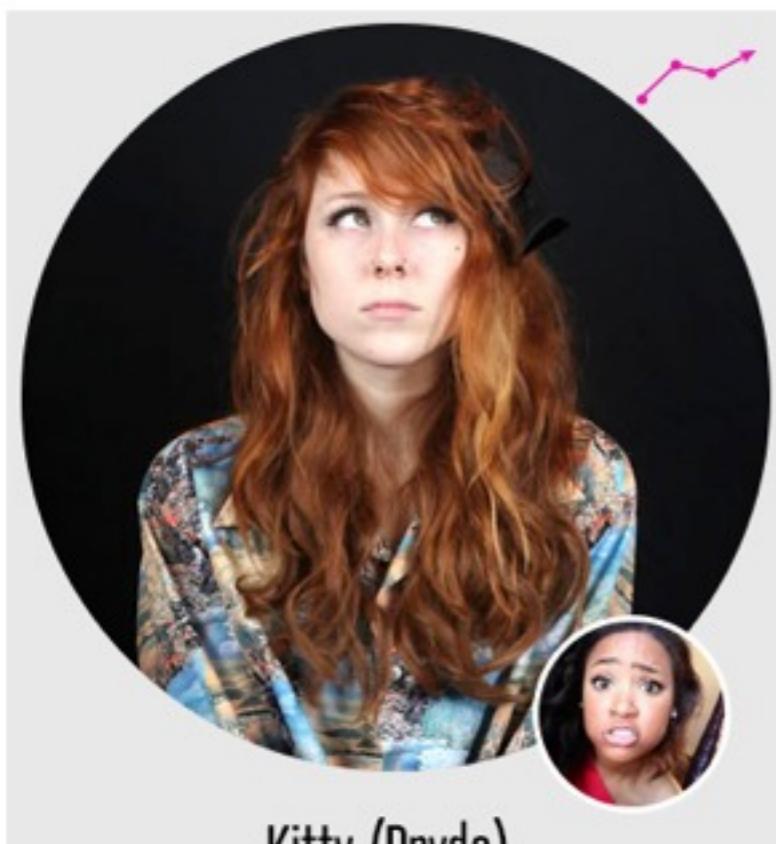
SAMPLE UI:



Iterate on

KEY MODULES

ITERATIONS

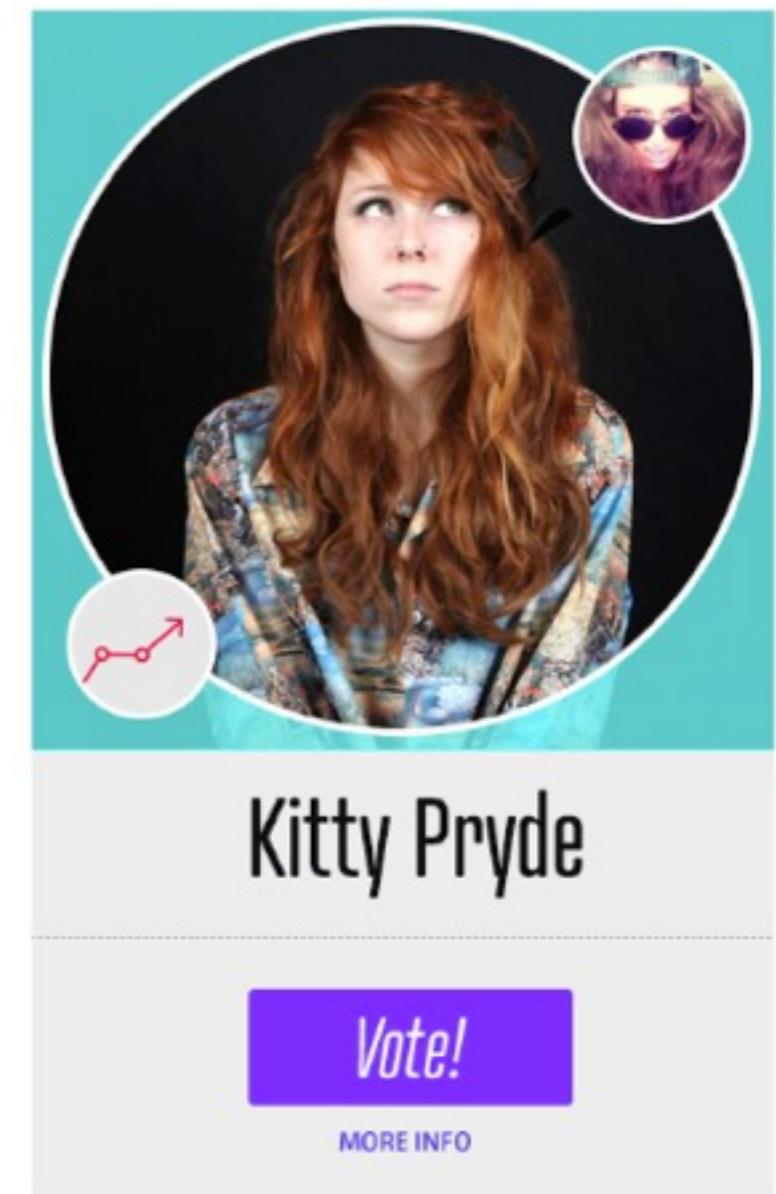


Vote!

MORE INFO



Vote!



Vote!

MORE INFO

h1. Live Music Day

Forget about vying for record contracts. These artists recorded their first tracks on their own—maybe even in their bedrooms—and took it straight to the global masses. Lucky for them, they went viral. Vote for your favorite artist who thought big, like internet big.

H2. THE NOMINEES

Forget about vying for record contracts. These artists recorded their first tracks on their own—maybe even in their bedrooms—and took it straight to the global masses. Lucky for them, they went viral. Vote for your favorite artist who thought big, like internet big.

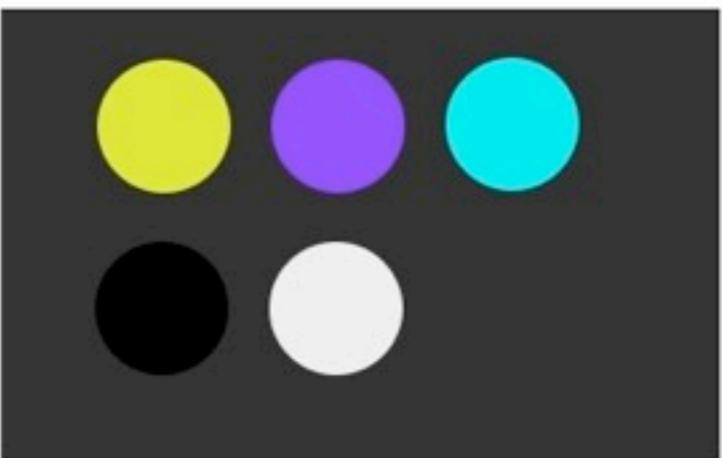
h3. The Nominees

h4. This is a fourth level heading

TOP SUPER FANS

Vote!

COPY



Kitty Pryde

Vote!

**Above all, designers need to
be nimble.**

Visual Inventory & Element Collages

Visual Inventory

CONCEPT AND ART DIRECTION.
START QUICKLY AND AT A HIGH LEVEL

—
Client Name

Visual Inventory

Prepared by SuperFriendly Co.
April 5, 2013

SuperFriendly

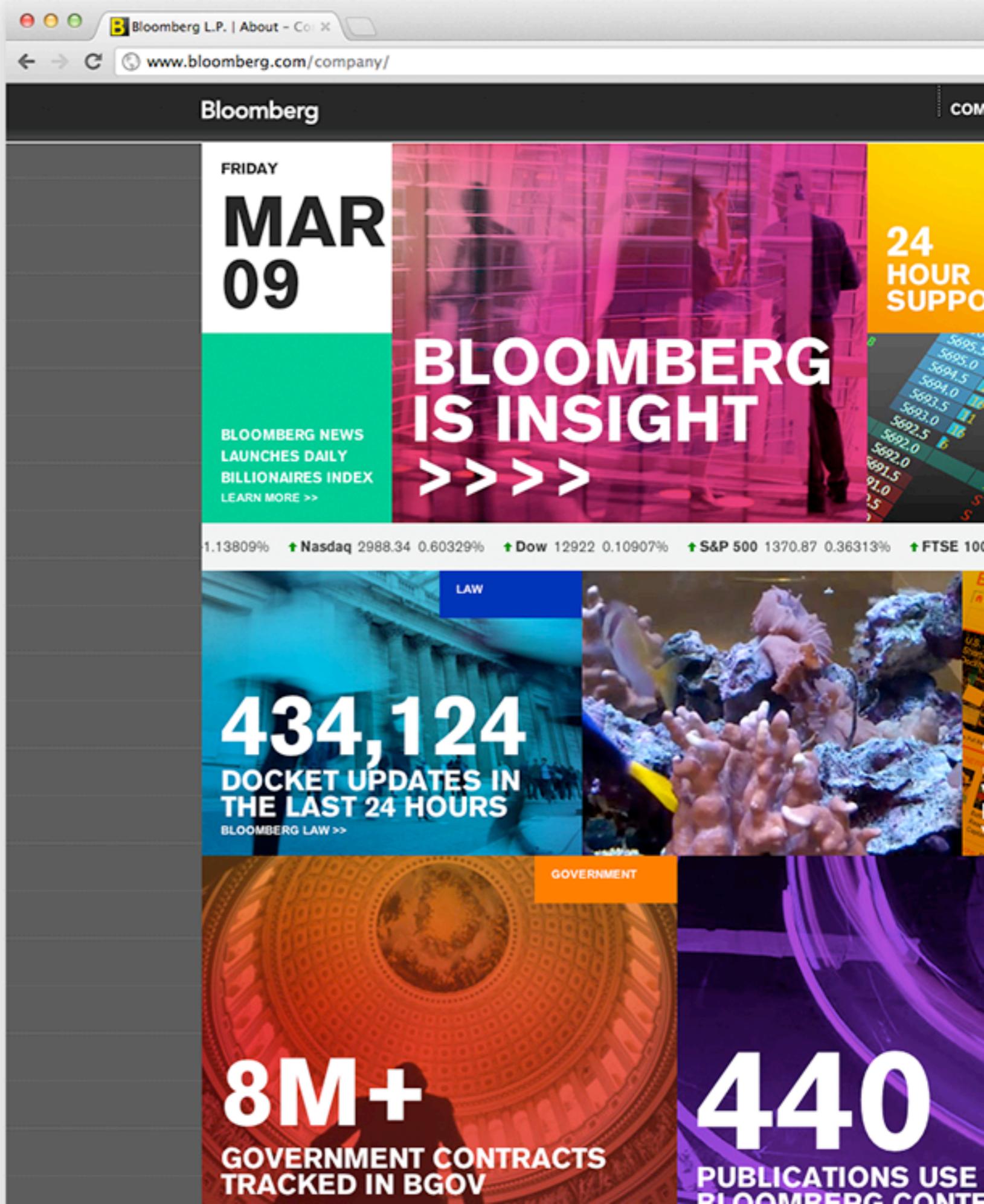
G'nosh is a small company in the UK that makes gourmet dips. On their site, they've used **tactile metaphor** to communicate the richness of their craft. Does the physical aspect of ~~their equipment and subject matter~~ lend itself to this method?

gnosh.co.uk

The screenshot shows the homepage of the G'nosh website. The header includes the title 'G'nosh - Gourmet dips witho', the URL 'gnosh.co.uk', and a navigation bar with links for 'home', 'flavours', 'where to buy', 'about', 'share with us', and 'contact'. Social media icons for Twitter, Facebook, and a Like button are also present. A large, hand-painted style logo for 'G'NOSH' is centered, with 'GOURMET dips*' above it. To the left of the main logo, there's a callout bubble containing the text 'WHY THE APOSTROPHE & more about us...'. Below the main logo, a red bell pepper is shown with the text 'WHAT'S YOUR G'NOSH?'. To the right, a red pepper is shown with the partially visible text 'Some things are better shar'. At the bottom, there's a callout for 'KEEP UP WITH G'NOSH →'. The top right corner features a bowl of red dip with the text 'SHARE YOUR THOUGHTS WITH US...'. A small note in the bottom right corner reads '07/03/12 The Doggy Bag Debate Asking for a doggy bag at the end of a meal: - with most Brits feeling too embarrassed to'. The background is dark, and there are images of garlic and basil leaves.

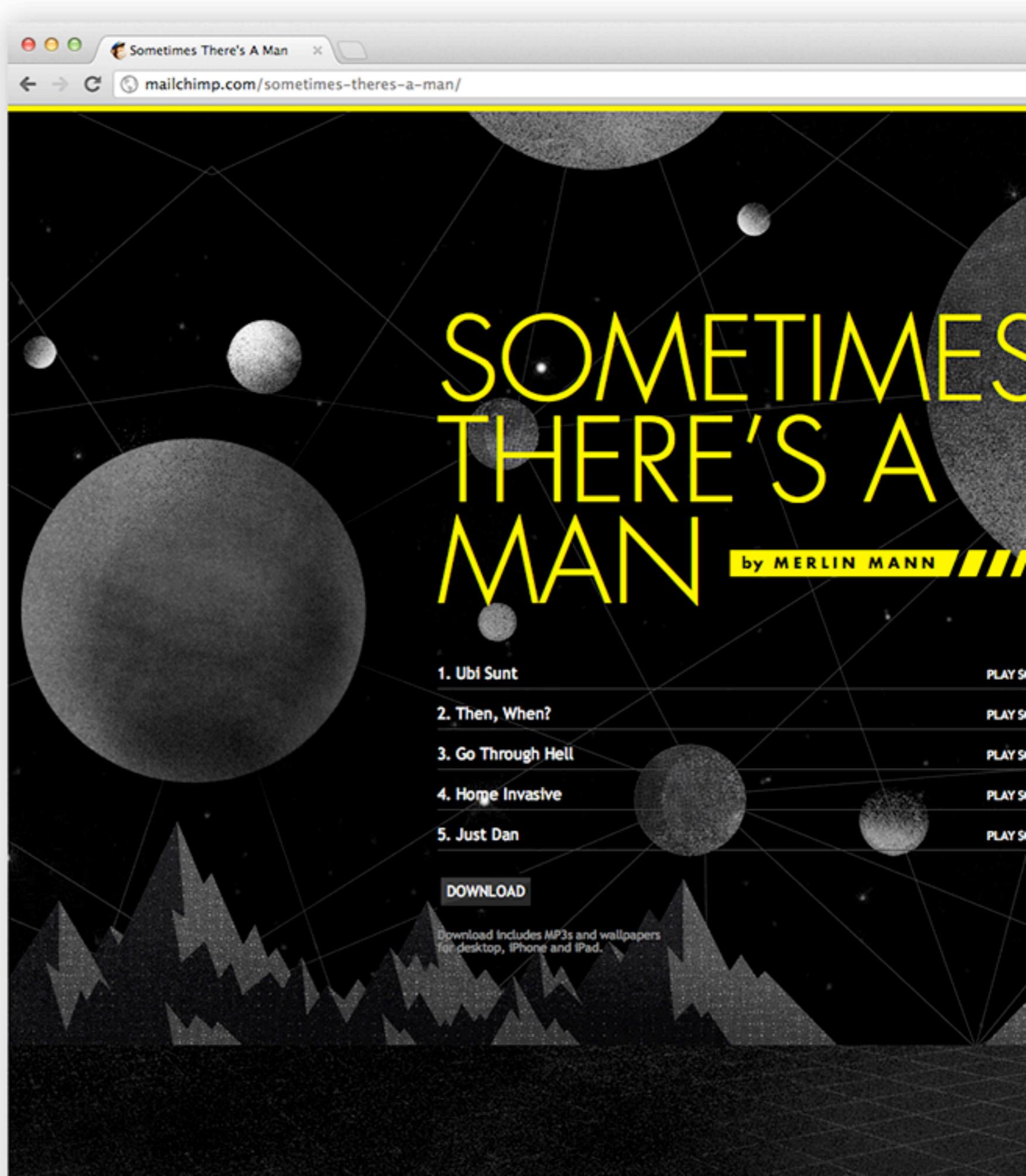
For a scientific organization, it's hard to deny the absolutely brilliant design system that is the **periodic table**. Could a systematic grid that draws inspiration from this metaphor be an effective mechanism for creating a great hierarchy of content for the new site?

bloomberg.com/company

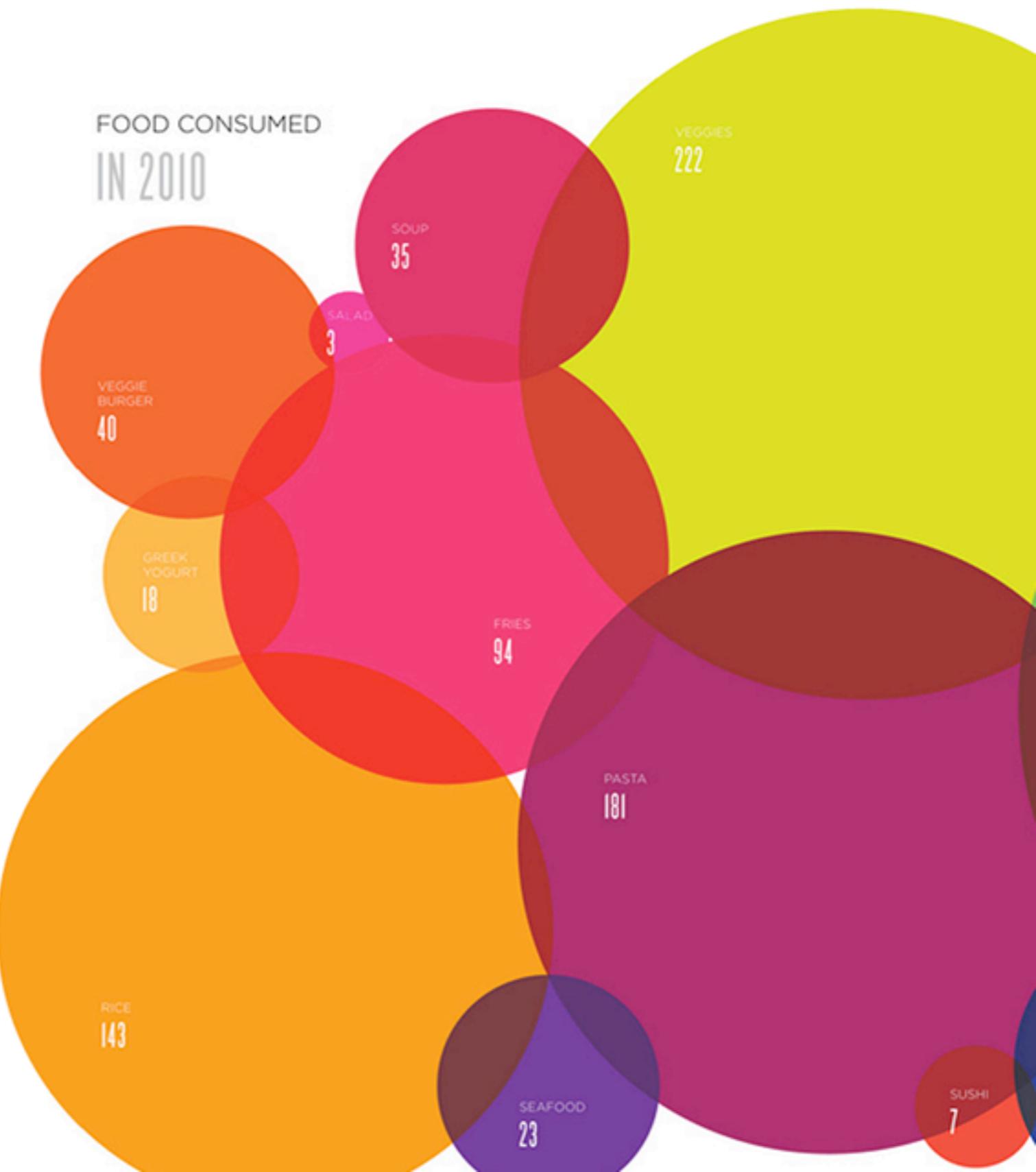


A dark color scheme with a single accent color can create a very focused palette. This is really useful when there's a need for a strong point of focus, as it can be used to draw attention to an element on the screen very easily.

mailchimp.com/sometimes-theres-a-man



FOOD CONSUMED IN 2010



A **white canvas with bright colors** lends itself well to scientific content. The palette hearkens ties to the color spectrum, an idyllic match of science and design.

**Solve your own problems by using
the successes and failures of others.**



██████████ is an independent laboratory and a strategic resource for chemical analysis, physical testing, research & development services, and litigation services.



FEATURED APPLICATION
Imported Goods Testing

We'll test your imported goods and raw materials to determine if there is evidence of contamination or other concerns. [LEARN MORE](#)

Ap



Ex

Duis mollis, est non
commodo luctus, nisi erat
porttitor ligula, eget lacinia
odio sem nec elit.

For more info, give us a call.
[\[REDACTED\]](#)

Co



Ex



Ex



Ex

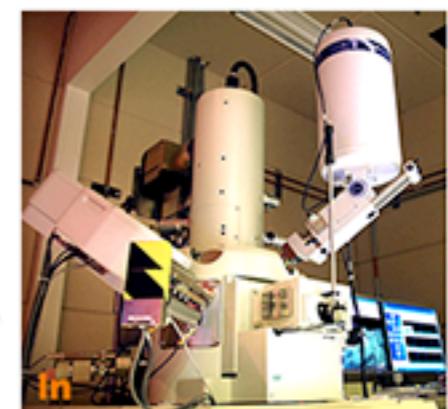


Ex

INDUSTRIES WE SERVE
Automotive
Consumer Product Testing
Litigation Support
Medical Devices



Ex



In

[Applications](#)[Capabilities](#)[Expertise](#)[Industries Served](#)[Quality](#)[Contact](#) ▾

is an independent testing laboratory and a strategic resource for chemical analysis, physical testing, research & development services, and litigation services.

BL



Portable Plasmas Device Kills Bacteria in Tests

[Read More](#)

Qu

We're committed.

You can count on us for creative, insightful contributions and an open, professional collaboration that adheres to your quality requirements.

[Read More](#)

Ca



Melt Flow Index

The melt flow index value allows for direct comparison of materials to each other.

[How we test MFI](#)

Bl



Metal Hip Implants Could Have New Testing Standards

[Read More](#)

Co

We're here to help.

Cras mattis consectetur purus amet fermentum. Cras justo odio. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

[Email Us](#)

or call us at

Ex

Thermogravimetric Analysis

Continuously monitors the weight of a sample during isothermal or dynamic temperature scans in a range of environments.

[Read More](#)

Ex

Trust us.

Sed posuere consectetur est at lobortis. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nullam id dolor id nibh ultricies vehicula.

[More about our Expertise](#)

Ex

Dynamic Mechanical Analysis

We measure the mechanical properties of materials as a function of time, temperature, and frequency.

[Read More](#)

Ap

Extractables & Leachables Testing

The extraction or leaching of a sample is often done to analyze the safety of a material that will be implanted in a human patient.

[Read More](#)

IS

Industries We Serve

Maecenas sed diam eget risus varius blandit sit amet non magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras justo odio, dapibus ac facilisis in, egestas quam.

[Automotive](#)[Consumer Product Testing](#)[Litigation Support](#)[Medical Devices](#)[Packaging](#)[Pharmaceutical](#)[Plastics, Polymers, Rubber](#)[Read More](#)

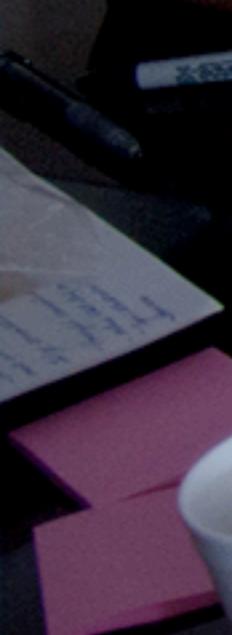
Element Collages



RIF.SUPERFRIEND.LY









University of Wisconsin-Madison
University of Wisconsin-Madison
University of Wisconsin-Madison

University of Wisconsin-Madison
University of Wisconsin-Madison

University of Wisconsin-Madison
University of Wisconsin-Madison

University of Wisconsin-Madison
University of Wisconsin-Madison

University of Wisconsin-Madison
University of Wisconsin-Madison
University of Wisconsin-Madison
University of Wisconsin-Madison

(Someday)

(Someday)

RIF KICKOFF, cont.

- youtube.com/rifweb
- VERIZON FOUNDATION IS FUNDING THIS PROJECT
- MACY'S IS LARGEST SPONSOR
- ZULU - CALLED AT LARIMAR
- NO MORE FUNDING
- PITCH OUT AND READ
- SUMMER LEARNING LOSS
- HAVE CONSERVATIVE BUT REALISTIC PLAN
- \$10 MILLION ORG
 - BUILD TO \$15 MILLION BY 2015
- SHAW/CREW BURNETT PSAs
- ONLY PR
- BRIEF TO MOTHER: "START A MOVEMENT"
- PARENTS WITH KIDS 15 AND UNDER ARE TARGET
- AD COUNCIL PARTNERSHIP
- CALL TO ACTION SHOULD BE "TAKE THE PLEDGE"
- test.rif.org
- OLD NAV - AUDIENCE
 - COORDINATORS
 - EDUCATORS
 - PARENTS
 - KIDS
- ORANGE YOU GUAD
- RIF.ORG IS THE FRONT DOOR
 - IS FACEBOOK? IS TWITTER?
- WILDFIRE
 - KIDS IS THE MOST POPULAR SITE
 - QUIC UNIQUES
 - 1M MONTHLY PAGE VIEWS
 - GOOGLE ANALYTICS
- GET INVOLVED - 2nd POPULAR
- DONATE - 3rd POPULAR
- COORDINATOR LOGIN - NING

- LITERACY RESOURCES CONTENT IS SAME AS KIDS
- BIMONTHLY CALENDAR

- . RIF IDENTITY

- FLEXIBILITY

- GOV'R

- DONORS

- PARENTS

- TEACHERS

- KIDS

- LONGEVITY

- MAKES YOU FEEL LIKE
YOU WANT TO BE A PART
OF IT

- LIKE WORKING A START

- GOAL, MUSEUM, PROGRESSIVE (LIKE R&D)

- ★ ELECTRIC ★

- TODAY BY BEING INCLUSIVE

- SHAPE
 - Book
 - Poster
 - Bubble
 - ETC

- TYPES & ILLUSTRATION
 - HOW YOU USE
THE BUBBLE

- READING ROCKERS

- OBAMA

- "IT ONLY TAKES \$2.50 TO CREATE"

- "THREE ARE KIDS WITH NO BOOKS."

- "CELEBRATE BOOKS."

- SHOW THE DEMAND

- SPONSORSHIP

- LOGOS

- METRICS

- LITERACY RESOURCES CONTAIN
IS SAME AS KIDS
- BIBLIOGRAPHY

- RIF IDENTITY

- FLEXIBILITY

- GOV'T

- DONORS

- PARENTS

- TRACTORS

- KIDS

- LONGEVITY

- MAKES YOU FEEL LIKE
YOU WANT TO BE A PART
OF IT

- LIKE WORKING A START

- COOL, INNOVATIVE, PROGRESSIVE (LIKE RED)

- ★ ELECTRIC ★

- BODY BY BEING INCLUSIVE

- SHAPE

 - Book
 - Tractor
 - Bubble
 - ETC

- TYPES & ILLUSTRATION

 - HOW YOU USE
THE BUBBLE

- READING ROCKETS

- OBAMA

- "IT ONLY TAKES \$2.50 TO CREATE"

- "THREE MORE KIDS WITH NO BOOKS"

- "COLLECTOR BOOKS."

- SHOW THE DEMAND

- SPONSORSHIP

- LOGOS

- METRICS

"Electric"

- LITERACY RESOURCES CONTENT
IS SAME AS KIDS

- BIMONTHLY CALENDAR

• RIF IDENTITY

- FLEXIBILITY

- GOV'R

- DONORS

- PARENTS

- TRACTORS

- ETC

- LONGEVITY

- MAKE YOU FEEL LIKE
YOU WANT TO BE A PART
OF IT

- LIKE WORKING A SHIFT

- COOL, MODERN, PROGRESSIVE (LIKE RED)

• ELECTRIC *

- BODY BY BEING INCLUSIVE

- SHAPE

- BOOK

- HEART

- BUBBLE

- ETC

- TYPES & ILLUSTRATION

- HOW YOU USE
THE BUBBLE

- READING ROCKETS

- OBAMA

- "IT ONLY TAKES \$2.50 TO CREATE"

- "THREE MORE KIDS WITH NO BOOKS"

- "COLLECTOR BOOKS."

- SHOW THE DEMAND

- SPONSORSHIP

- LOGOS

"Shape, book, heart, bubble"

RIF BRAINSTORM

- MAKE CONTENT ABOUT DONATION
- MAKING CONTENT POPULAR
- "I JUST GAVE 'FERNAND THE BULL' TO 50 KIDS."

- WHO IS THE DONOR?
- DONATIONS ANALYTICS?

- GARRETT ON THE BULL
- INTERSECTION OF GOOD CONTENT + ACTION
- VISUAL BOOKLISTS

- SITEFARM
- BOOK DEVIL
- BOOK DATA API
- SOCIAL JUSTICE
- BOOK PEOPLE CELEBRATING / CONNECTING WITH BOOKS.

- PAGES ON SITE TURNED IN BOOKS
- SOMETHING BIGGER THAN YOURSELF. (BE PART OF)
- MOGUL TO EMBED ON SITE



RIF BRAINSTORM

- MAKE CONTENT ABOUT DONATION
- MAKING CONTENT POPULAR
- "I JUST GAVE 'FERNAND THE BULL' TO 50 KIDS."

- WHO IS THE DONOR?
 - DONATIONS ANALYTICS?

- BOOKS CELEBRATING
- INTERSECTION OF GOOD CONTENT + READING

- VISUAL BOOKLISTS

- SITERFARM
- BOOK DEVIL

- BOOK DATA API

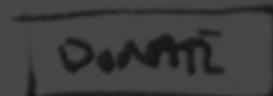
- SOCIAL JUSTICE

- BOOK PEOPLE CELEBRATING / CONNECTING WITH BOOKS.

- PAGES ON SITE THEMED IN BOOKS

- SOMETHING BIGGER THAN YOURSELF. (BE PART OF)

- MOGUL TO EMBED ON SITE



- SCHOLASTIC AS AN ENGINE
- NAILED SIMPLICITY
- NO LOSING THE WKO FRAME
- NO BORDER AROUND THE FRAME — CO
-
-
-

From ICSV

“Turn the page for step 2”

- TURN THE PAGE FOR STEP 2
- VISUAL FEEDBACK SHOULDN'T INTERFERE WITH FORM
-
-
-

New

Name: Untitled-1

OK

Cancel

Save Preset...

Delete Preset...

Preset: Custom

Size:

Width: 2000

Pixels

Height: 2000

Pixels

Resolution: 72

Pixels/Inch

Color Mode: RGB Color

8 bit

Background Contents: White

Image Size:

11.4M

Advanced

Color Profile: Working RGB: sRGB IEC61966-2.1

Pixel Aspect Ratio: Square Pixels

“Turn the page for step 2”

DONATE

DON ATE

DON ATE

DONATE

Books for kids
who need them.

DONATE TO RIF

Books for kids
who need them.

DONATE

TURN
MORE

Books for kids
who need them.

\$25

\$50

LEARN
MORE

“Visual booklists”



“Pages... themed in books”

**SHARE THE MAGIC OF
BOOKS WITH KIDS
WHO’VE NEVER
EXPERIENCED IT.**

Curabitur blandit tempus porttitor. Donec sed odio dui. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

[SEE HOW YOU CAN HELP](#)

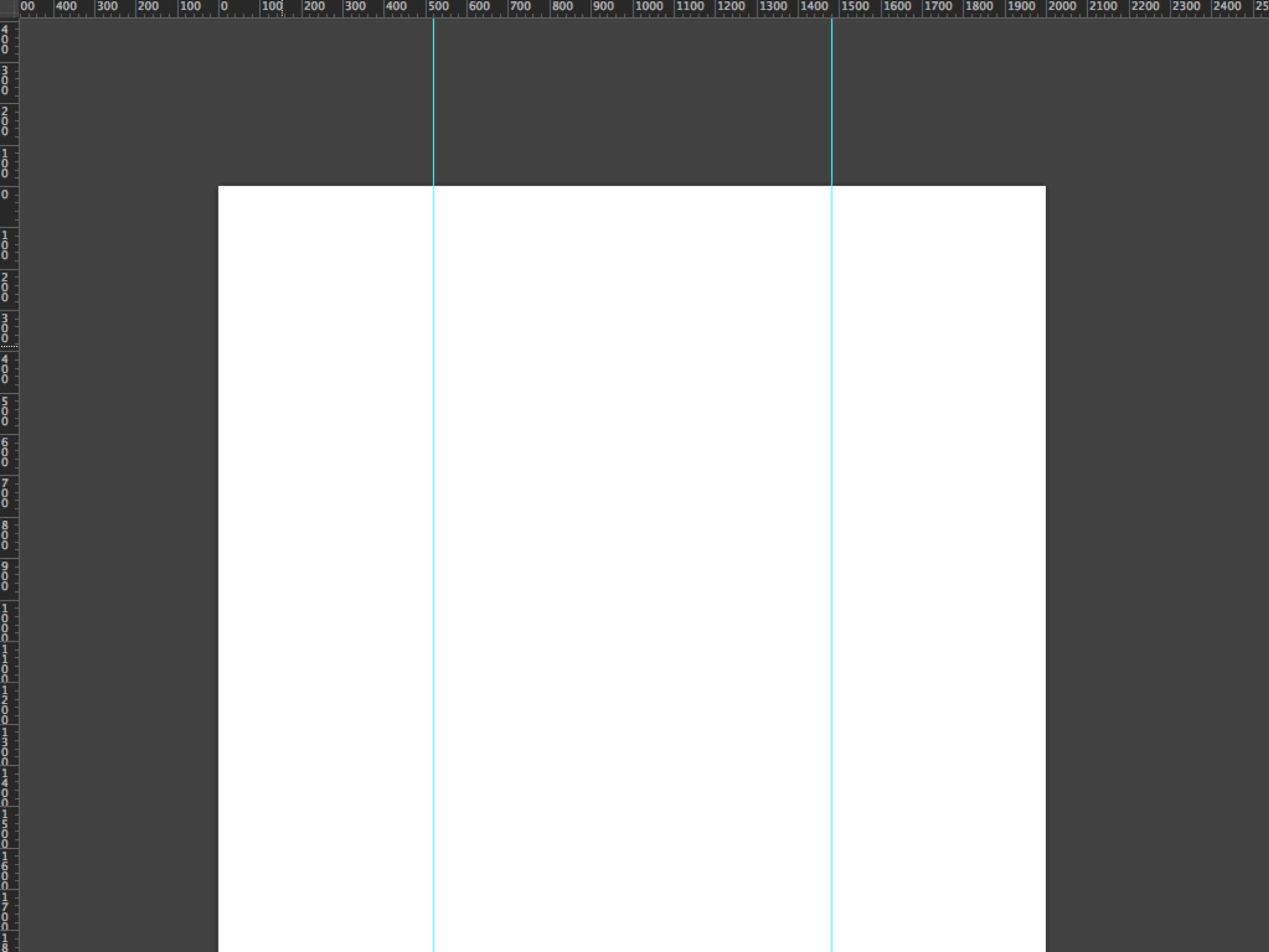


**GIVE A GIFT THAT’S
JUST RIGHT.**

Curabitur blandit tempus porttitor. Donec sed odio dui. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

[SEE HOW YOU CAN HELP](#)

Turn powerful phrases into visual hooks.





CELEBRATE BOOKS!

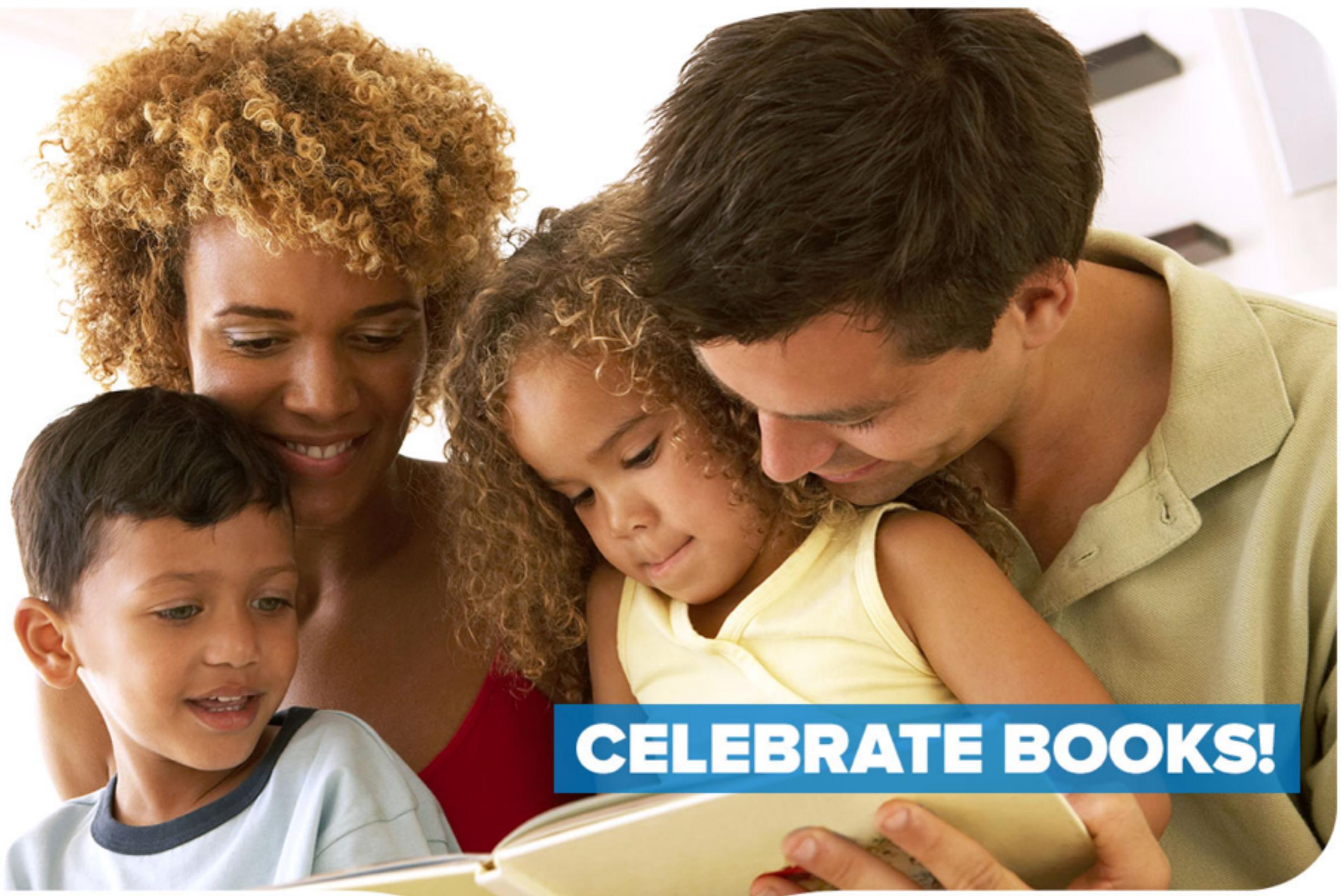
RIF.SUPERFRIEND.LY/DESIGNS/ROUND2

DONATE

DONATE

DONATE

DONATE



CELEBRATE BOOKS!

DONATE

DONATE

DONATE

DONATE

“

**Obviously this is not a website.
But I see how it could be.”**

—THE PERFECT CLIENT'S REACTION TO AN ELEMENT COLLAGE



ROONEY

KashFlow Adds Tradeshift Support After Being Blindsided By News Of Intuit's Strategic Investment In E-Invoicing Startup

ROONEY

This week's news that Tradeshift, the business interactions and e-invoicing platform, has taken a 'multi-million' pound strategic investment from legacy accounting software maker Intuit is bound to have made others in the accounting software space sit up and take notice. One such player is the UK's KashFlow who, in what could be perceived as a feisty move, has announced that it's integrated with...

[Read More](#)

PRELO SLAB

KashFlow Adds Tradeshift Support After Being Blindsided By News Of

SERAVEK

KashFlow Adds Tradeshift Support After Being Blindsided By News Of Intuit's Strategic Investment In E-Invoicing Startup

SERAVEK

This week's news that Tradeshift, the business interactions and e-invoicing platform, has taken a 'multi-million' pound strategic investment from legacy accounting software maker Intuit is bound to have made others in the accounting software space sit up and take notice. One such player is the UK's KashFlow who, in what could be perceived as a feisty move, has announced that it's integrated with... [Read More](#)

ANTENNA CONDENSED

KashFlow Adds Tradeshift Support After Being Blindsided By News Of Intuit's Strategic Investment In E-Invoicing Startup

FREIGHT TEXT

This week's news that Tradeshift, the business interactions and e-invoicing platform, has taken a 'multi-million' pound strategic investment from legacy accounting software maker Intuit is bound to have made others in the accounting software space sit up and take notice. One such player is the UK's KashFlow who, in what could be perceived as a feisty move, has announced that it's integrated with... [Read More](#)

One such player is the UK's KashFlow who, in what could be perceived as a feisty move, has announced that it's integrated with... [Read More](#)



Realtime Polling Startup Go-Poll-Go Begins to Show Real Business Potential With “Promoted Polls”



by *Rip Emson*

MOBILE

STARTUPS

FOUNDERS

TL;DR **GoPollGo** is sweet. We're a bit worried that developing new features means they'll complicate the thing, but we're also hopeful that their board of investors can successfully steer them away from bloating it.



BREAKING NEWS [Facebook buys Instagram for \\$1 billion.](#) 2 mins ago



[HEADLINE VIEW](#)[EXPANDED VIEW](#)

Android + iOS Grabbed 92% Of Global Smartphone Shipments In Q4 2012 — Android “Undisputed Volume Leader”, Says Analyst  19

Europe Bets €1BN And 10 Years On “Wonder Material” Graphene As A Silicon Replacement  297

Zoom Raises \$6M Series A, Launches Version 1.0 Of Its Radically Different Virtual Conferencing Tool  27

Volacent’s Web2go Is An Android App That Reads The News To You  58

Chinese Government Considering Lifting Decade+ Games Console Ban, Says Report  987

59% Of All Android Tablet Usage Comes From The U.S., Where Amazon’s Kindle Fire Leads The Pack  12

uBiome Nears \$200,000 on Indiegogo To Crowdsource Data About The Bacteria That Lives Within Us All  55

**Android + iOS Grabbed
92% Of Global
Smartphone Shipments In
Q4 2012 — Android
“Undisputed Volume
Leader”, Says Analyst**

1189

**Europe Bets €1BN And 10 Years
On “Wonder Material” Graphene
As A Silicon Replacement** 997

**Zoom Raises \$6M Series A,
Launches Version 1.0 Of Its
Radically Different Virtual
Conferencing Tool** 664

**Volacent’s Web2go Is An Android
App That Reads The News To You**



Facebook Quietly Tightens Its PayPal Payout Policy, Now Requires Extra ID In Countries Like China, Brazil, India, And Israel

8 hours ago by Gregory Ferenstein



Pluto Media Nabs \$500K From OpenFeint, Webvan Co-founder & Others To Create An Educational Gaming Platform For Kids

1 hour ago by Rip Emson

network to improve content discovery on their sites. As Christian MacLean told me, being able to connect shoppers with their “body doubles” on BeauCoo could not just improve sales for these sites, but also reduce the number of returns, too.

For the time being, the BeauCoo team remains focused on female shoppers (it uses Facebook Connect to keep out men). The team is considering to allow its female users to invite their significant others to the service at some point in the future. A male-only version of BeauCoo, however, isn’t currently on the roadmap.

PREVIOUS

We'll publish your story if CNET won't
8 hours ago



NEXT

Apple debuts 128GB Fourth Generation iPad
3 hours ago



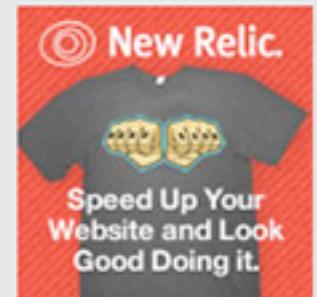
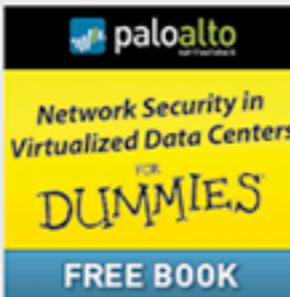
online vendors to tap into BeauCoo and its social network to improve content discovery on their sites. As Christian MacLean told me, being able to connect shoppers with their "body doubles" on BeauCoo could not just improve sales for these sites, but also reduce the number of returns, too.

For the time being, the BeauCoo team remains focused on female shoppers (it uses Facebook Connect to keep out men). The team is considering to allow its female users to invite their significant others to the service at some point in the future. A male-only version of BeauCoo, however, isn't currently on the roadmap.



Punk'd: VC Style

[ADVERTISE HERE](#)



NEXT ARTICLE

Engineering The Perfect iPhone Cover At Element Case



by *John Biggs*

MOBILE

STARTUPS

FOUNDERS

A buddy of mine who lives in Shenzhen said that the best tech business to be in – the one that offers the most profit for the least amount of work – is soft goods, meaning cases, bags, and other paraphernalia. Don't tell that to the

[Continue Reading +](#)

CLEAR/THINKING

Latest news and opinion from the Clearleft team



/ 8TH MARCH 2013

By [Paul Lloyd](#)



Recent thinking

[On pattern portfolios](#)

By [Jon Aizlewood](#)

[Weeknotes #9](#)

By [Jon Aizlewood](#)

Visual design explorations

Since [Mikey](#) joined the team, the number of designers working at Clearleft has increased significantly. As the team has grown, it's been a challenge to maintain the same level of knowledge sharing and collaboration that happened more spontaneously with a smaller team.

CLEARLEFT.COM/THINKS/VISUALDESIGNEXPLORATIONS

COLOUR PALETTE



#004A42



#C1E7DC



#00A091



#00BFCA



#014B5E



#52517D



#FF915E



#FF685E

1

Select a treatment



Choose from 123 different treatments, or let our expert doctors help you find the right treatment for your needs.

2

Doctors' assessment



Ensuring you get a safe and expert evaluation from one of our team of doctors.

3

Get underway



Have the convenience to either get your prescription delivered or pick up from one of our 1,500 local pharmacies.

ICONOGRAPHY



Our most common treatments

Praesent pretium dolor non eros vulputate malesuada. Mauris in urna sit amet libero hendrerit dapibus. Mauris vel nisi tortor. Pellentesque magna erat, mollis ac dignissim ac, pharetra quis velit. Integer dictum bibendum odio et ultrices.

[Sample button](#)

- Sample bulleted list item
- Typical bullet item
- Maybe a list of features
- Or FAQs
- Sample bulleted list item
- Typical bullet item
- Maybe a list of features
- Or FAQs

[Sample button](#)[Sample button](#)[Sample button](#)[Sample button](#)[Sample button](#)



drbl.in/gXno



Bernina Sans Condensed Light
Bernina Sans Condensed Regular
Bernina Sans Condensed Semibold
Bernina Sans Condensed Bold
Bernina Sans Condensed ExtraBold

Proxima Nova Regular
Proxima Nova Regular Italic
Proxima Nova Bold
Proxima Nova Bold Italic
Proxima Nova Black
Proxima Nova Black Italic

Proxima Nova Extra Condensed Regular
Proxima Nova Extra Condensed Regular Italic
Proxima Nova Extra Condensed Bold
Proxima Nova Extra Condensed Bold Italic
Proxima Nova Extra Condensed Black
Proxima Nova Extra Condensed Black Italic

TABLET BLOG IMAGE & LEAD IMAGE SIZE



HEADLINE/CAROUSEL AREA #1



Game of Thrones gets season 4
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #1



Game of Thrones gets season 4
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #2



Miranda Lambert & Blake Shelton
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #2



Miranda Lambert & Blake Shelton
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #3



Game of Thrones gets season 4
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #3



Game of Thrones gets season 4
Lorem ipsum dolor sit amet

SPECIAL COVERAGE #1



SPECIAL COVERAGE #1



SPECIAL COVERAGE #2



SPECIAL COVERAGE #2



SPECIAL COVERAGE #3



SPECIAL COVERAGE #3



TABLET TOP NAVIGATION BAR (PLACEHOLDER LOGO)



PHONE TOP NAVIGATION BAR (PLACEHOLDER LOGO)



GO TO BUTTON BAR

GO TO STYLE SECTION

GO TO STYLE SECTION

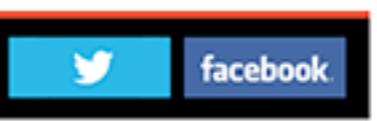
MAIN LOWER NAVIGATION BUTTON TABS



FOOTER SIGN UP



FOOTER SOCIAL BUTTONS



HEADLINE NAV BAR



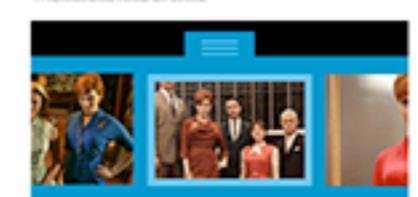
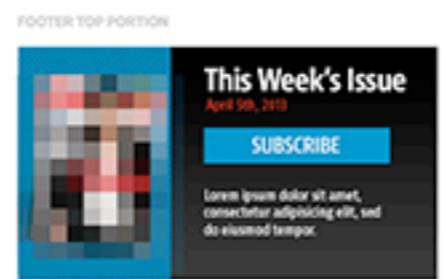
HEADLINES

- Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.

HEADLINES

- Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.

SLIDESHOW TAPPED ACTIVE VIEW



“ It’s like giving your client a peek at all those hidden layers.”

—PAUL LLOYD: SENIOR VISUAL DESIGNER, CLEARLEFT

The
Win Without Pitching
Manifesto



Blair Enns

**We will replace presentations
with conversations**



We must move away from the place where the client sits with arms crossed in the role of judge, and we take to the stage with song and dance in the role of auditioning talent. While both parties find the showmanship of our craft titillating, the practitioner's is a stronger place than that of the performer. It is this practitioner's position from which we must strive to operate. Practitioners do not present. Stars do not audition.”

—BLAIR ENNS, DMALL.ME/13EVWRWD

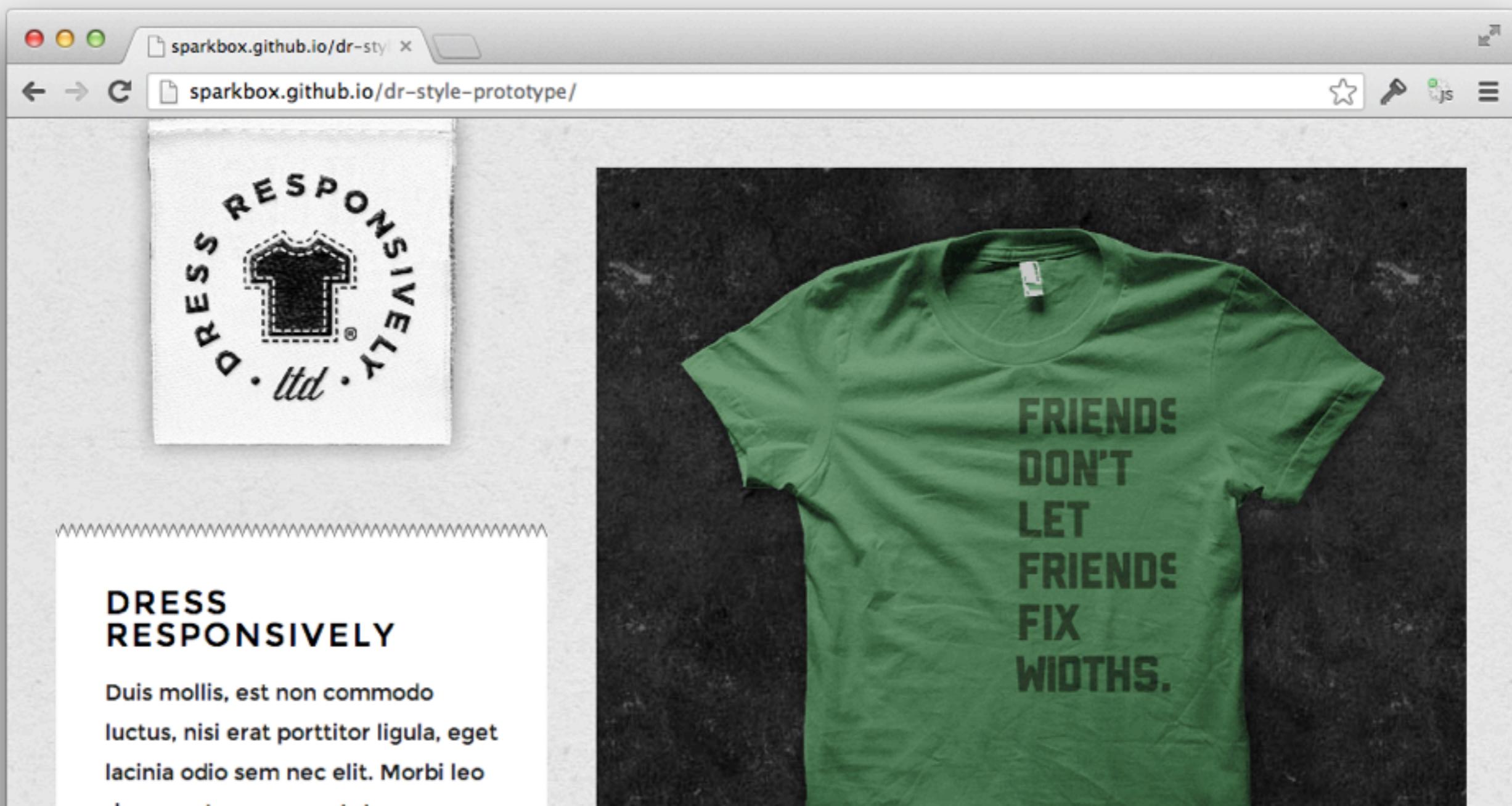
Style Prototypes

Style Prototypes are...

- like Style Tiles, but in the browser
- coded in HTML & CSS
- reviewed by clients in their browser of preference
- able to show accurate web type
- able to show accurate web color
- able to show interaction

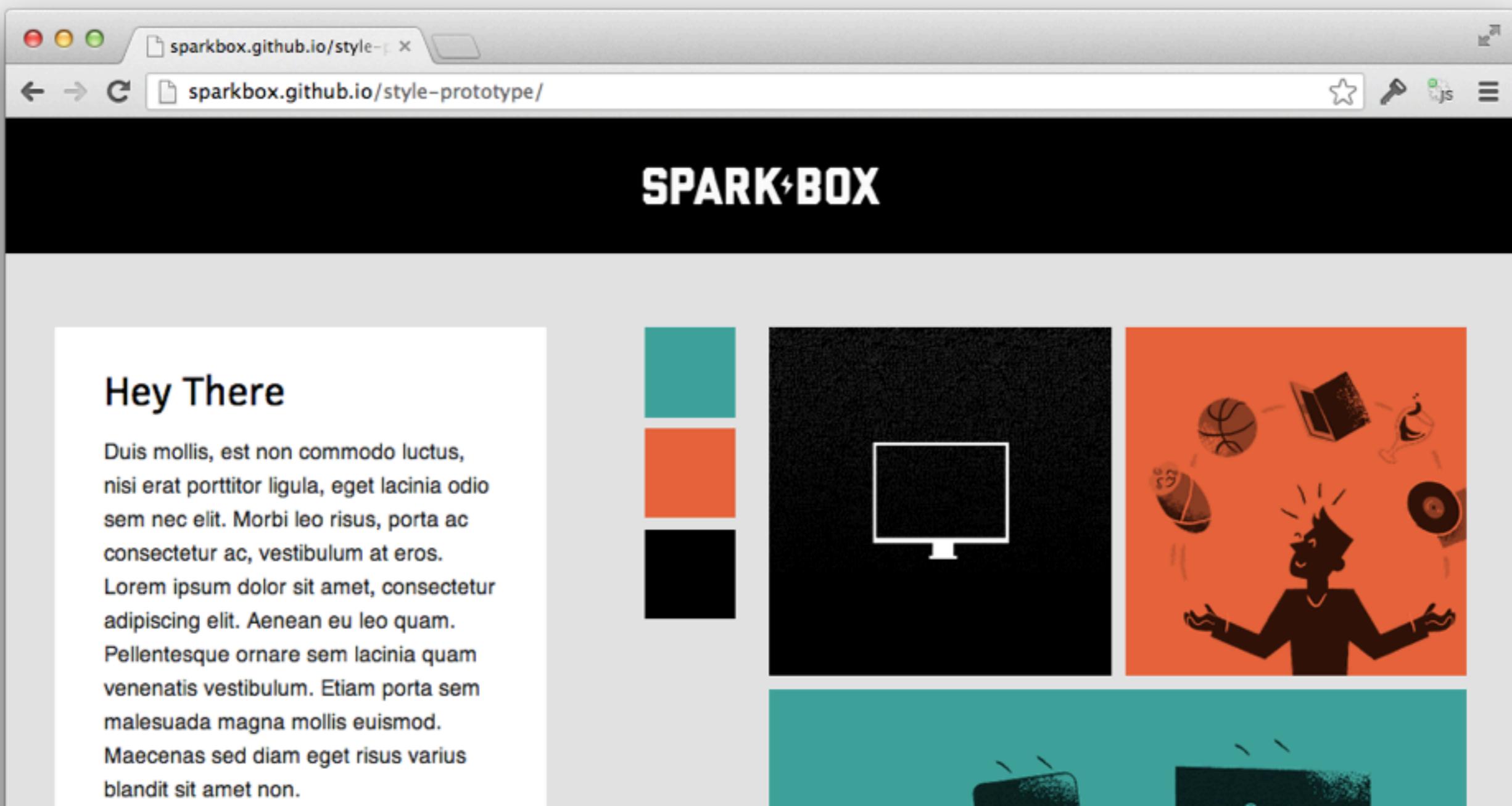
Dress Responsively

[HTTP://SPARKBOX.GITHUB.COM/DR-STYLE-PROTOTYPE/](http://sparkbox.github.com/dr-style-prototype/)



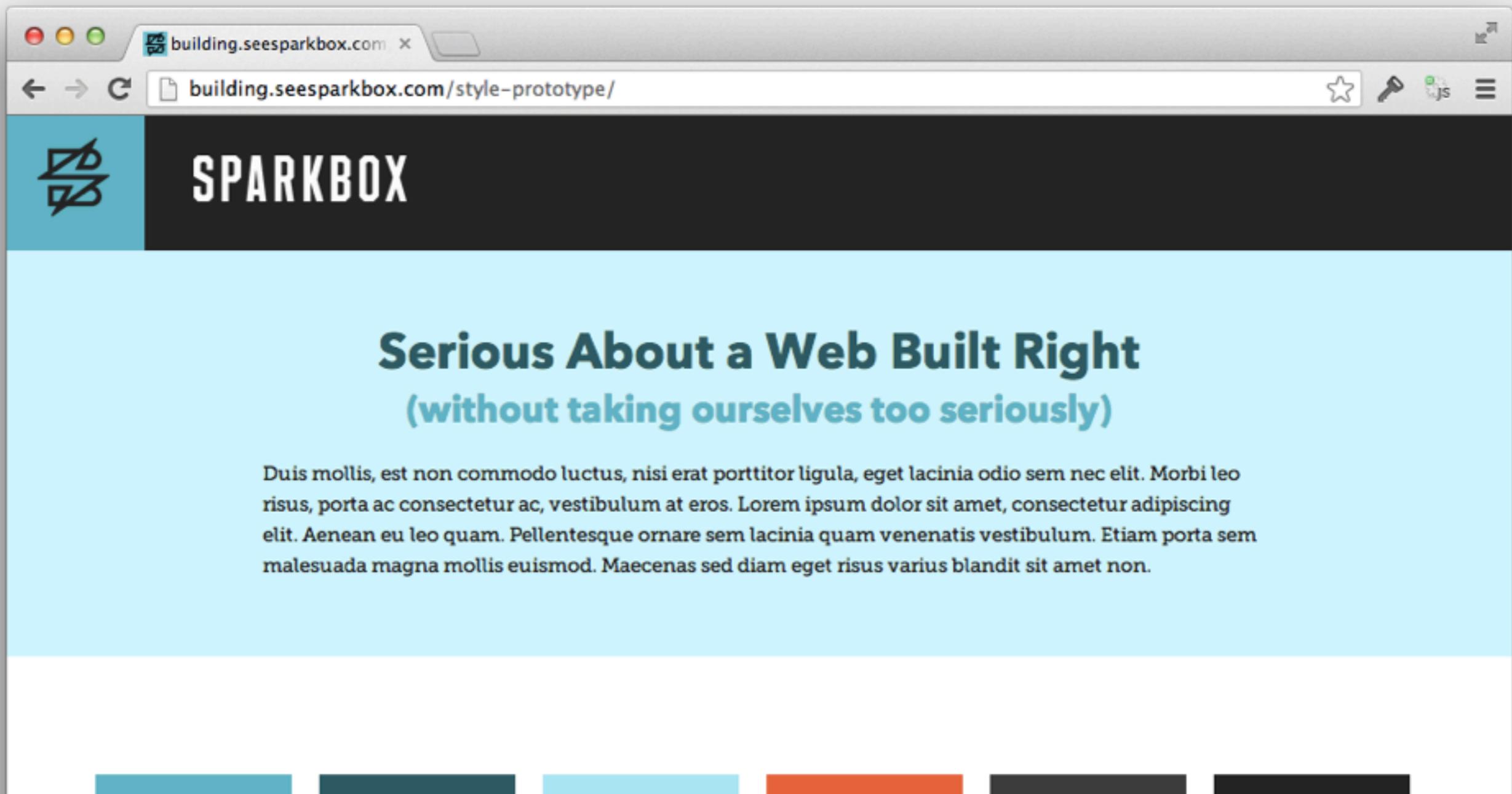
Sparkbox v1

[HTTP://SPARKBOX.GITHUB.IO/STYLE-PROTOTYPE/](http://sparkbox.github.io/style-prototype/)



Sparkbox v2

[HTTP://BUILDING.SEESPARKBOX.COM/STYLE-PROTOTYPE/](http://BUILDING.SEESPARKBOX.COM/STYLE-PROTOTYPE/)

A screenshot of a web browser window displaying the Sparkbox v2 prototype website. The browser has a light gray header with standard OS X window controls (red, yellow, green) and a title bar showing the URL "building.seesparkbox.com". Below the title bar is a toolbar with icons for back, forward, search, and other browser functions. The main content area features a dark blue header with a white logo icon on the left and the word "SPARKBOX" in white capital letters. The body of the page has a light blue background. Centered text reads "Serious About a Web Built Right" in a large, bold, dark teal font, followed by "(without taking ourselves too seriously)" in a smaller, lighter teal font. Below this text is a paragraph of placeholder Latin text (Lorem ipsum). At the bottom of the page is a decorative footer bar consisting of six colored rectangular boxes: teal, dark teal, light blue, orange, dark gray, and black.

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Etiam porta sem malesuada magna mollis euismod. Maecenas sed diam eget risus varius blandit sit amet non.

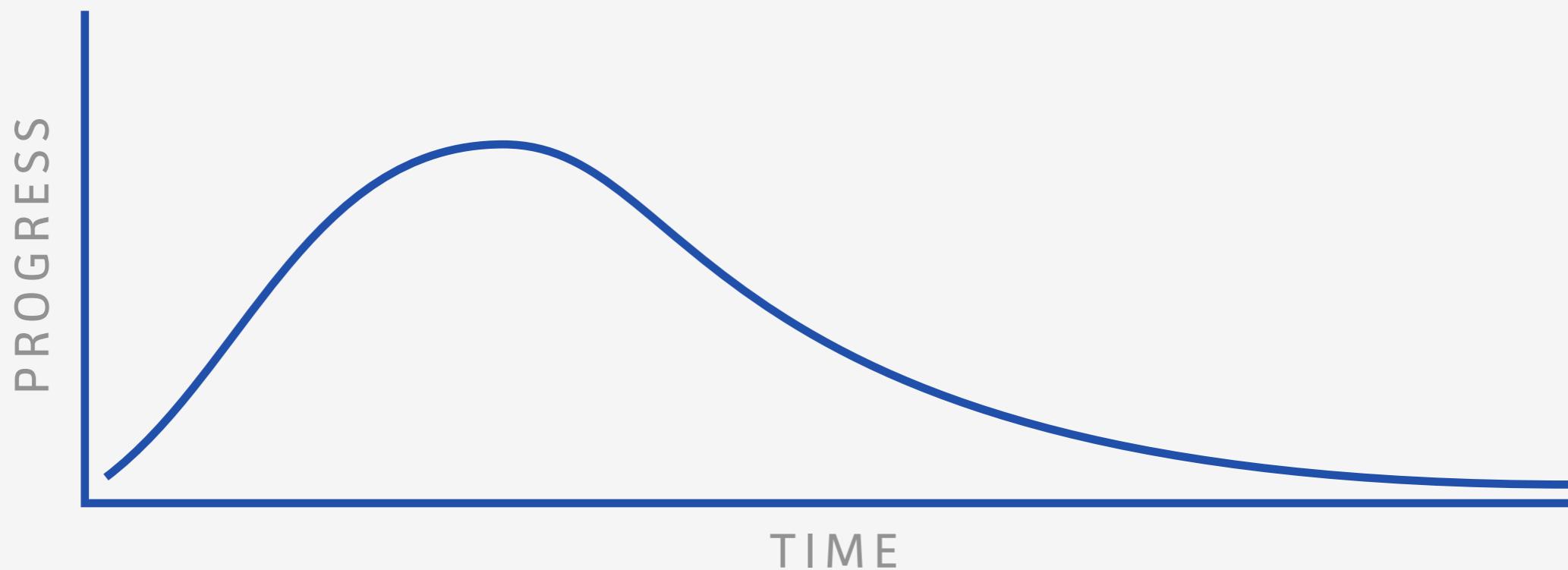
Style Prototypes: The Good

- set customer expectations early
- easy and fast to build and modify
- evolve into pattern libraries
- eventually, the same HTML (think, “CSS Zen Garden”)

Style Prototypes: The Bad

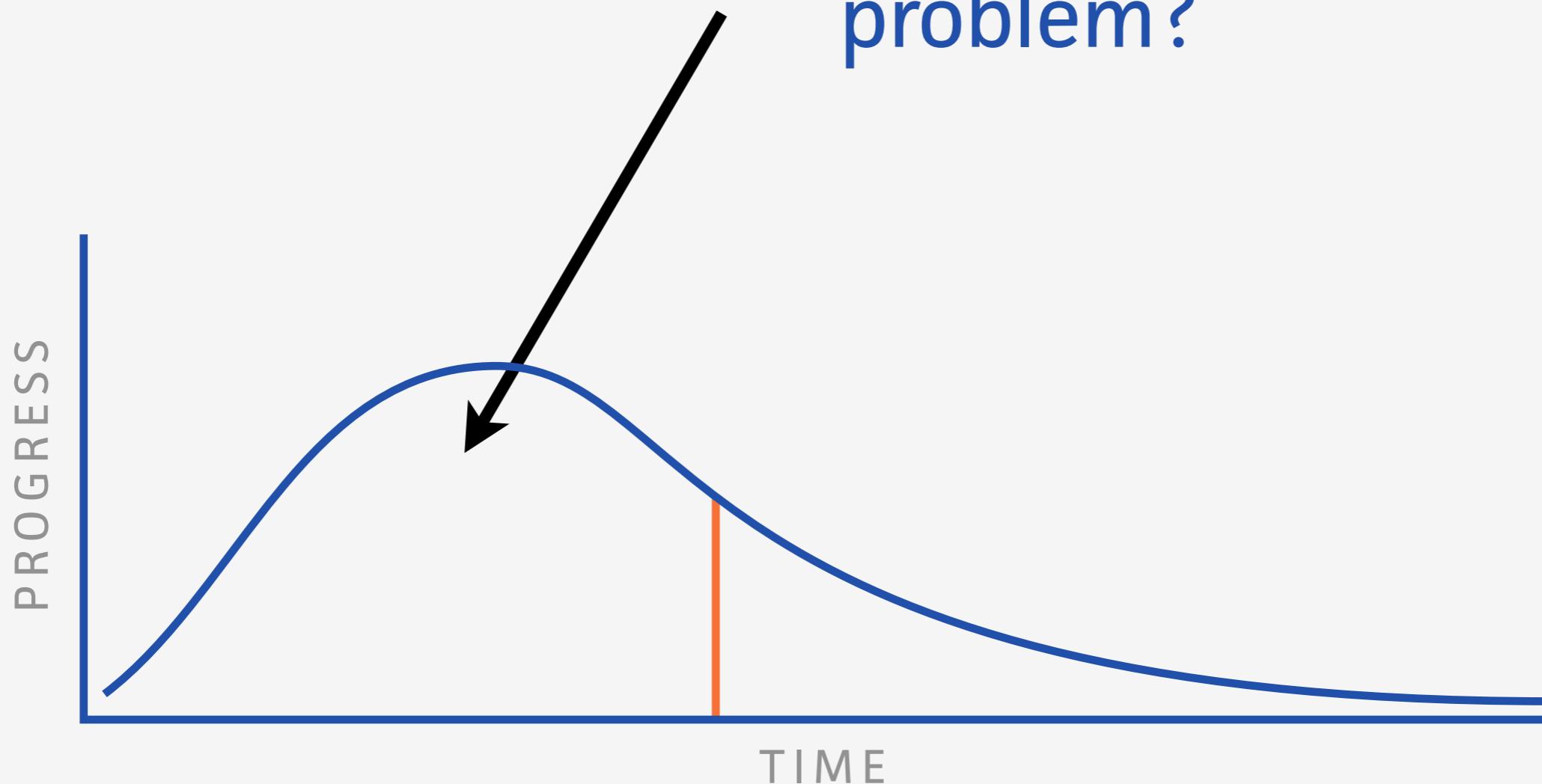
- can be difficult if your designer doesn't code
- can't look too much like a real site
- may not know design direction until we experiment
- not enough on their own

Design Progress vs Time



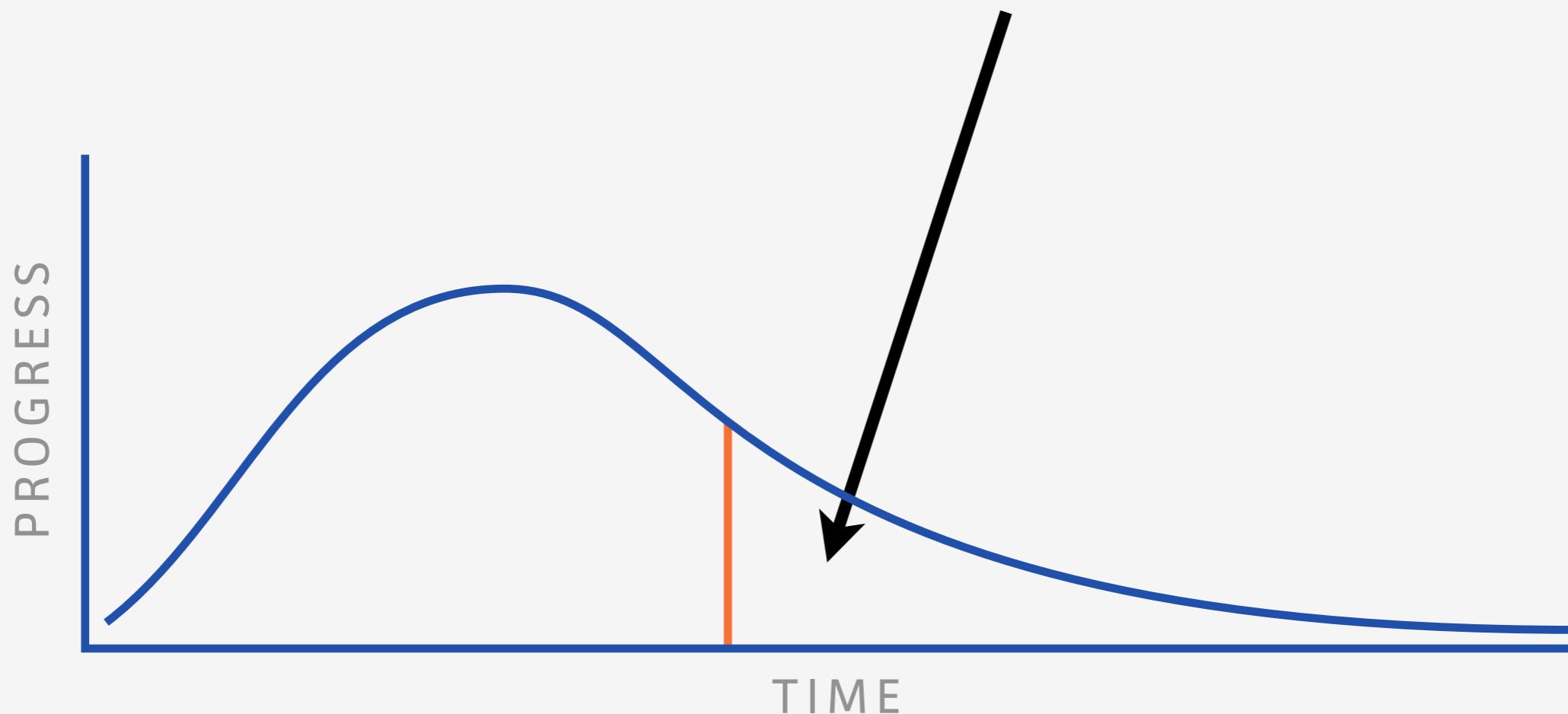
Design Progress vs Time

How am I going to solve this problem?



Design Progress vs Time

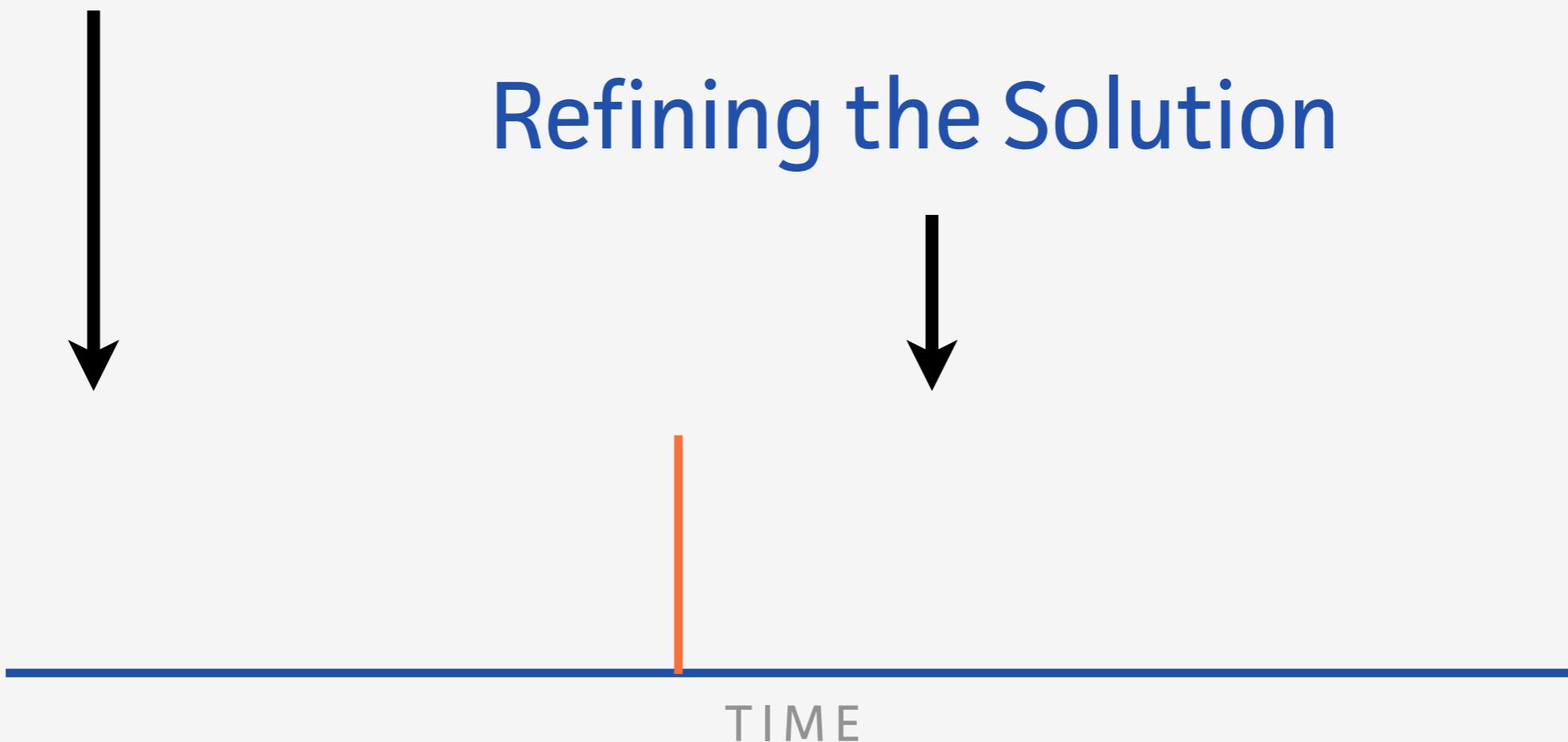
I'm going to spend 3 weeks
refining this thing...



Two Design Activities

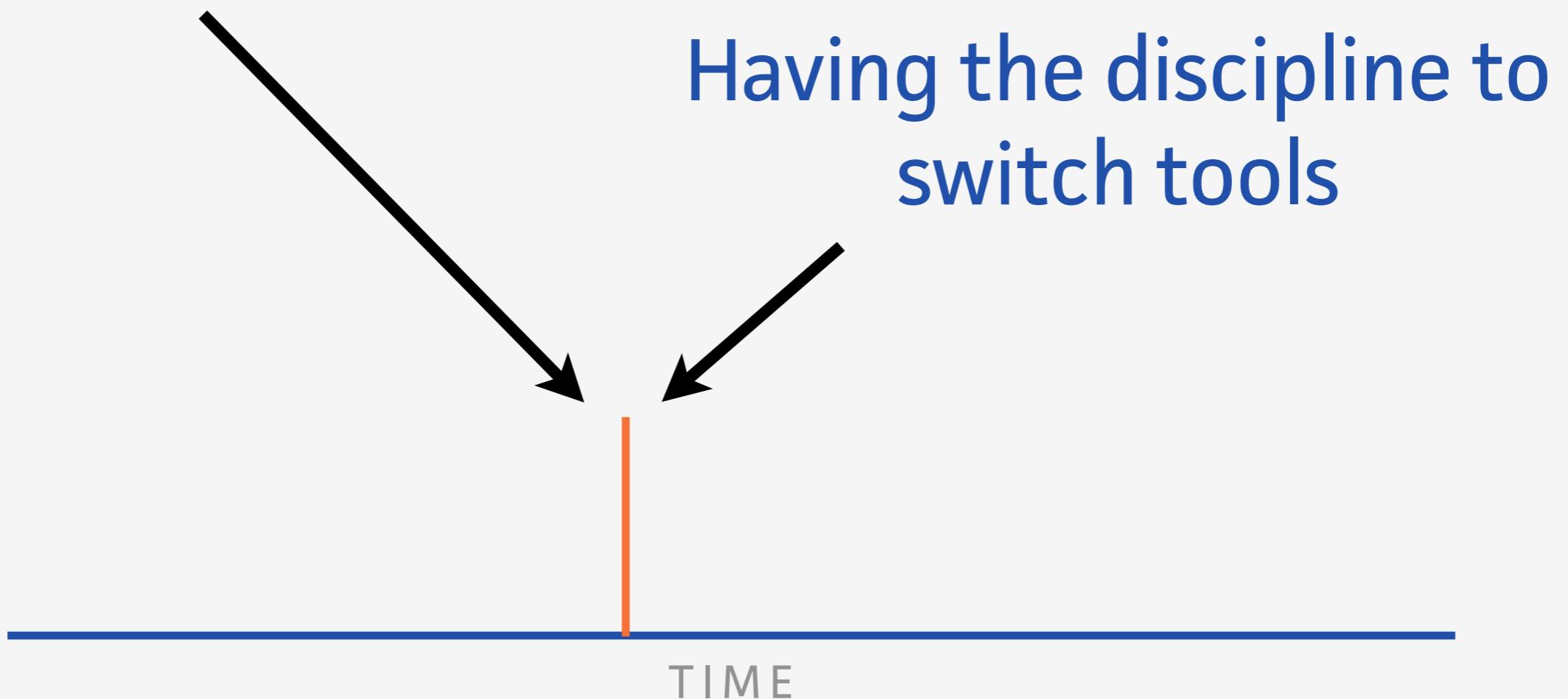
Solving the Problem

Refining the Solution



Timing and Discipline

Recognizing when we
reach this point



Vote

STYLE TILES? ELEMENT COLLAGES? STYLE PROTOTYPES?

The Final Riddle

MILES DAVIS

COLUMBIA

UNIVERSAL MUSIC GROUP



Lp

Kind of Blue

with Julian "Cannonball" Adderley

Paul Chambers

James Cobb

John Coltrane

Bill Evans

Wynton Kelly

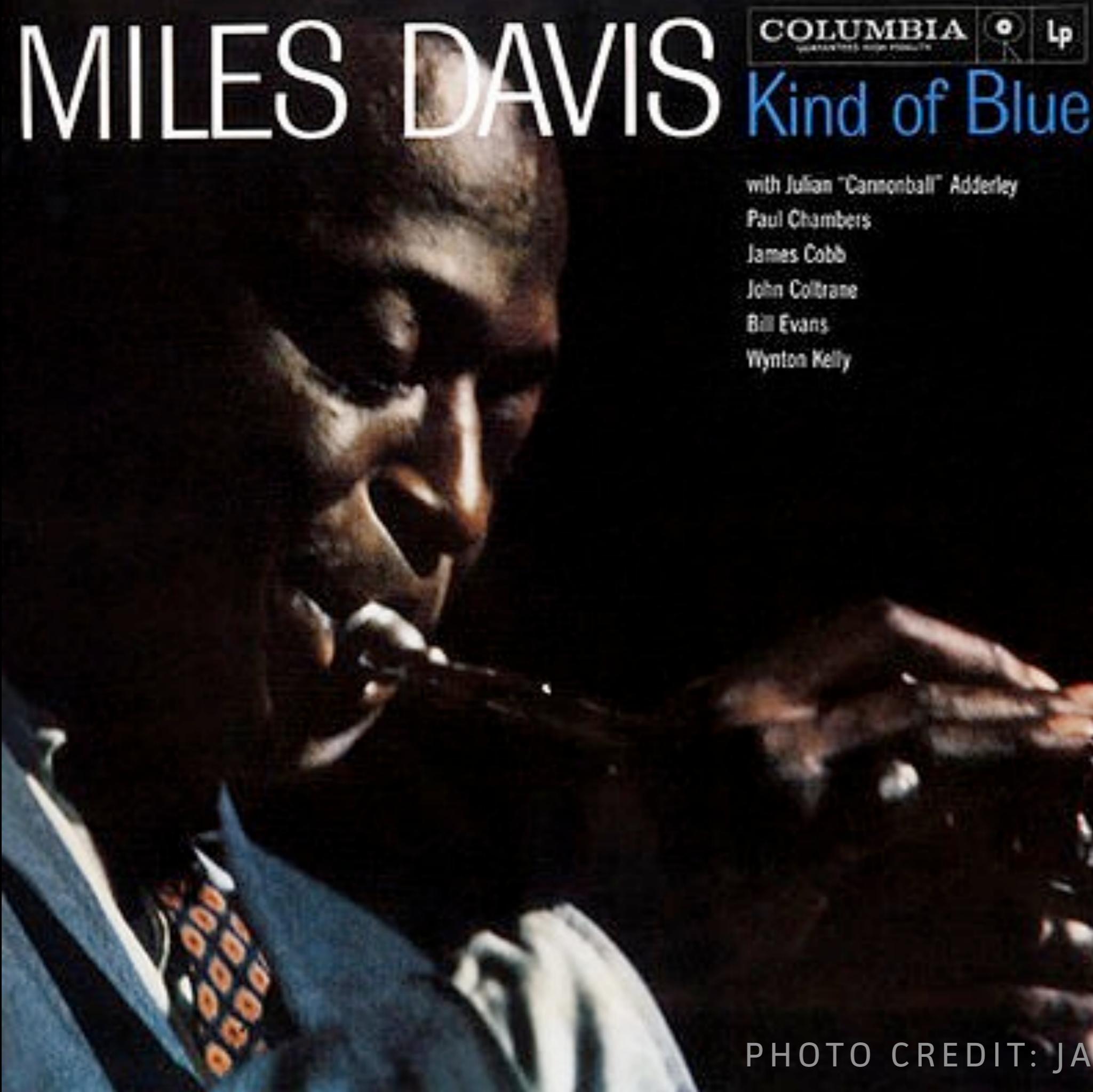


PHOTO CREDIT: JAY MAISEL



Group improvisation is a challenge. Aside from the weighty technical problem of collective coherent thinking, there is the very human, even social need for sympathy from all members to bend for the common result.

—BILL EVANS

Group Improvisation

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THANK YOU!

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