

# Get Your **(VISUAL)** Style On

ARTIFACT CONFERENCE

CHURCH AVE

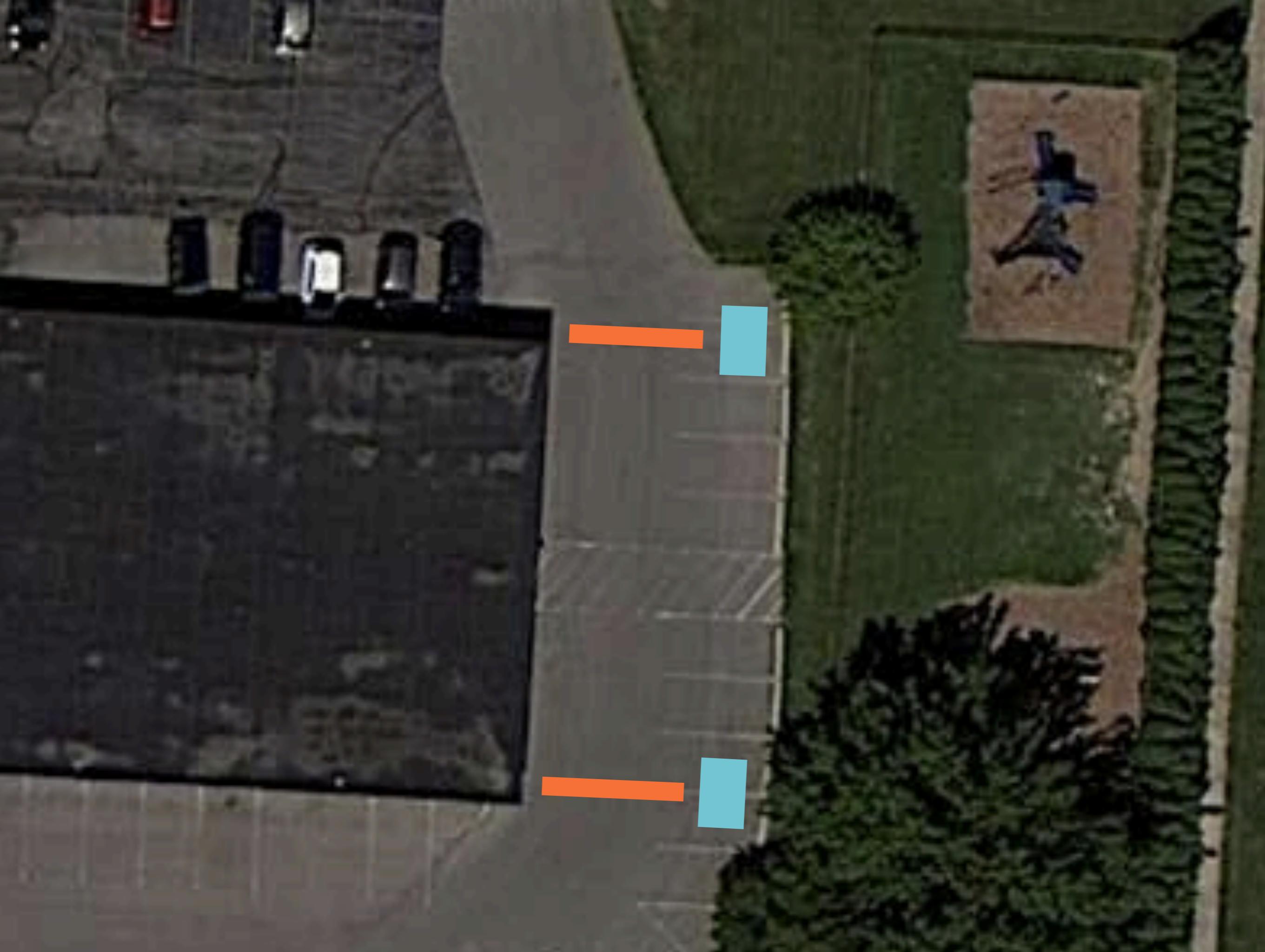




CHURCH AVE





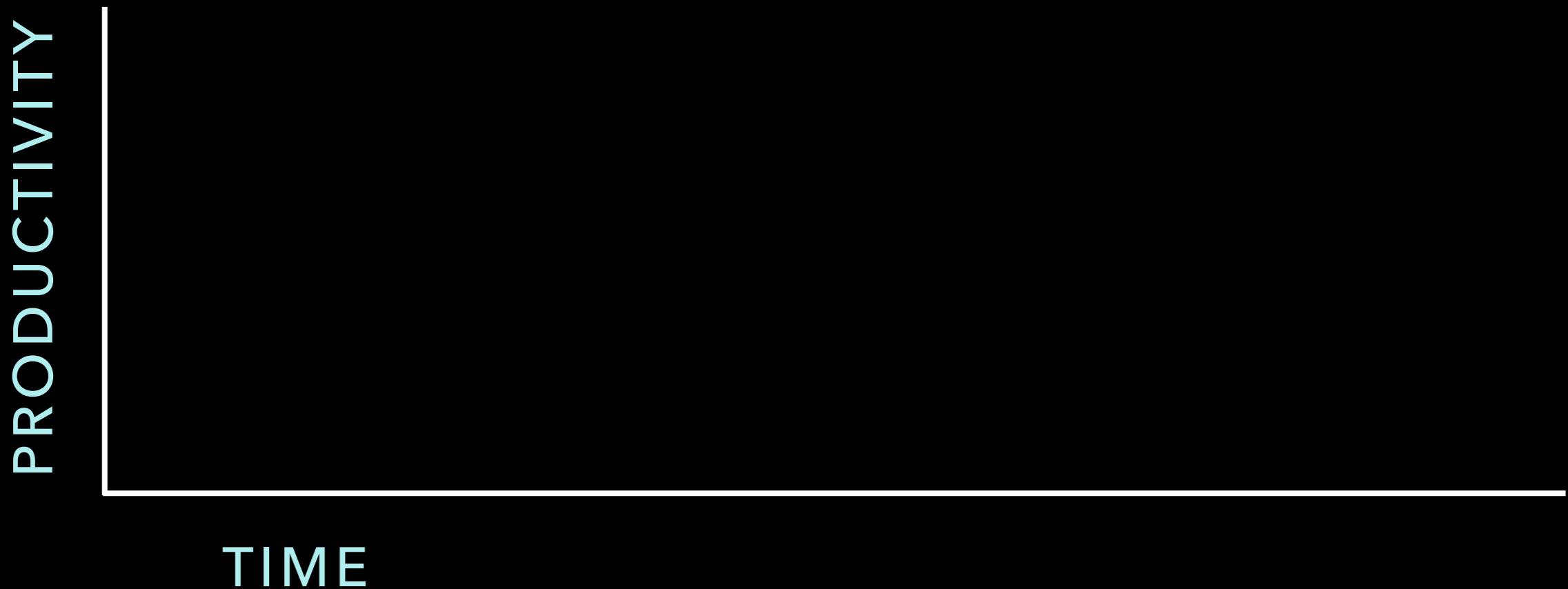


# Options

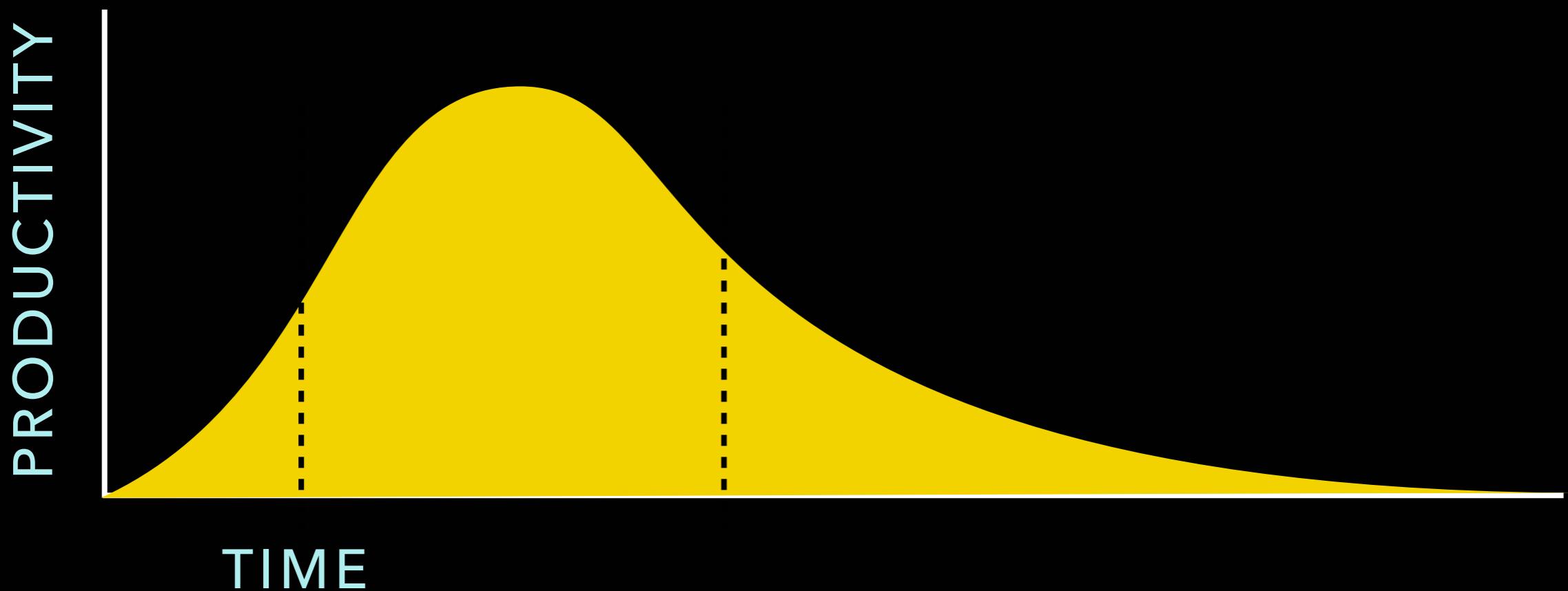
# Dissecting Design



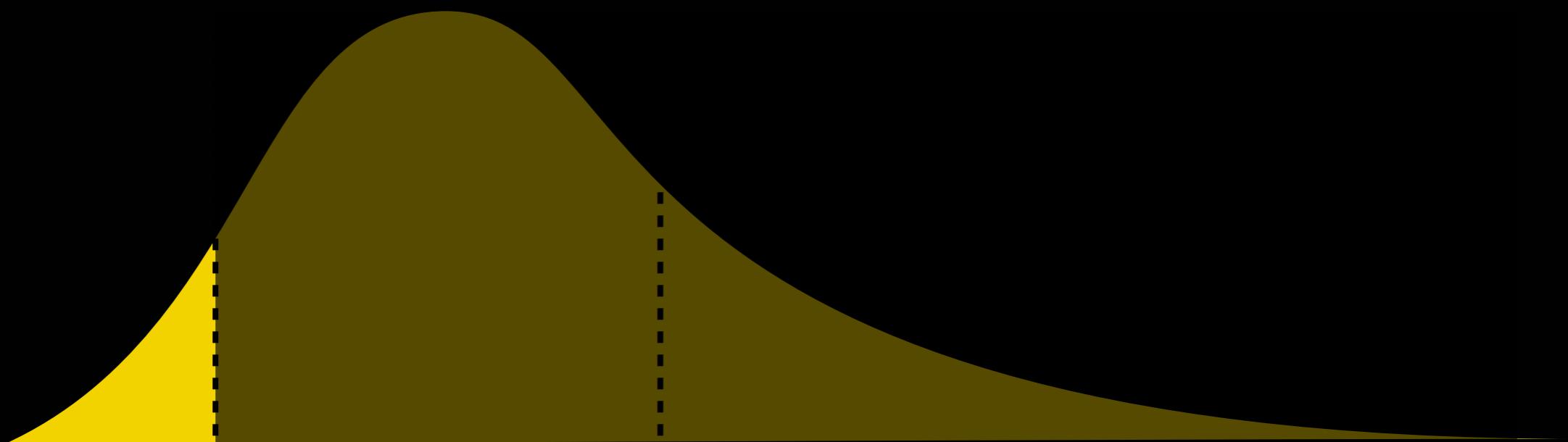
# Dissecting Design



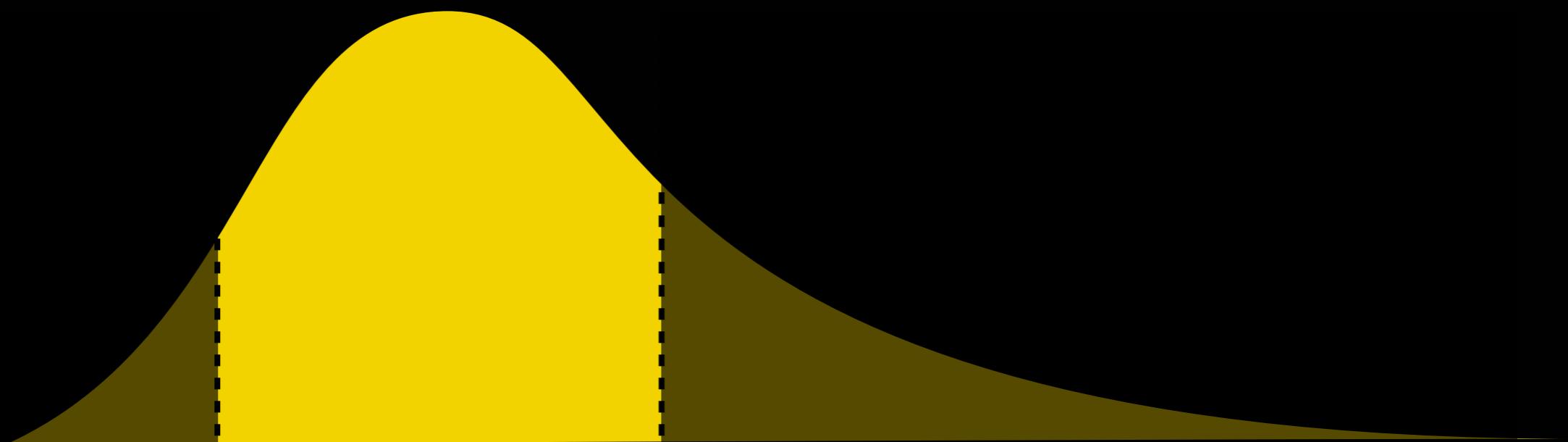
# Dissecting Design



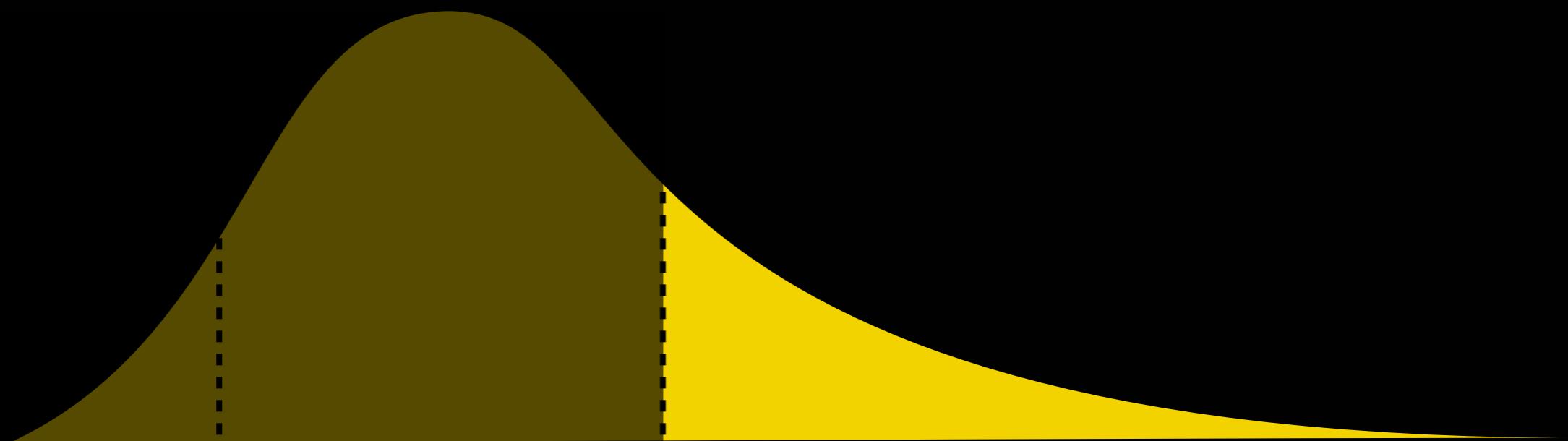
# Establish the Aesthetic

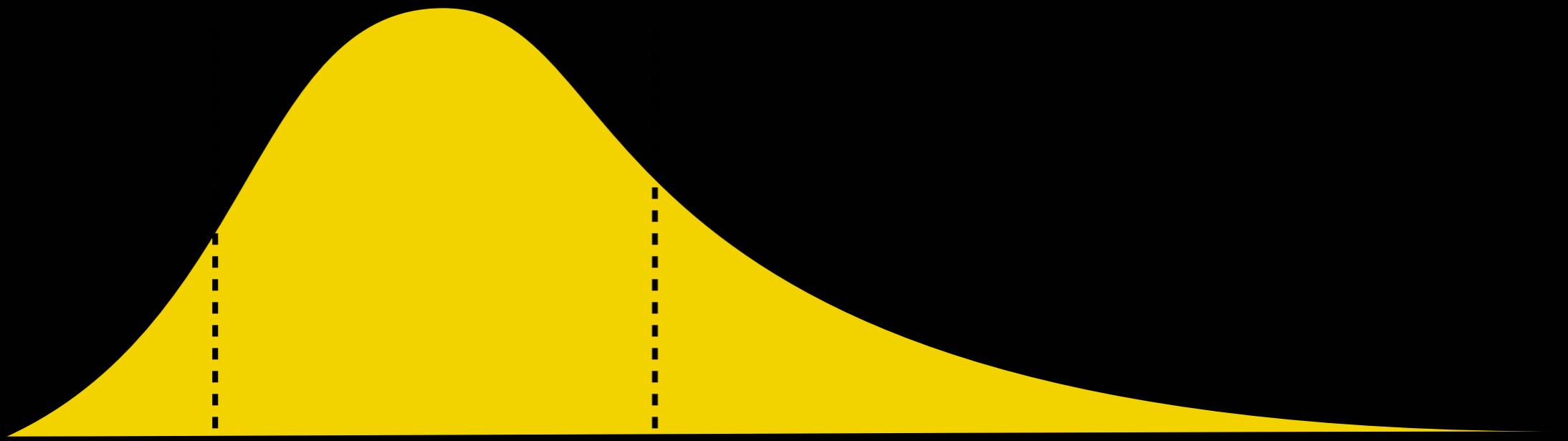


# Solve the Problem



# Refine the Solution





**Establish the  
Aesthetic**

# Style Comparisons

# Style Comparisons

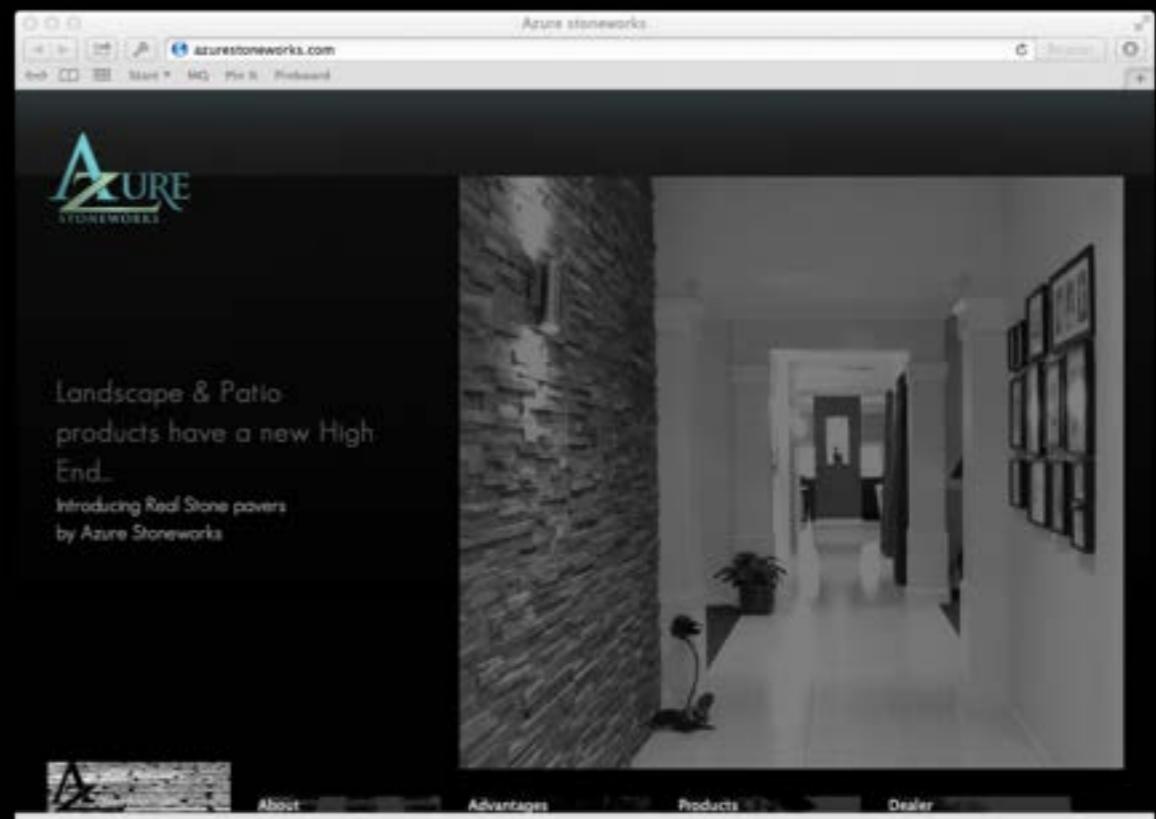
“I could create an illustration or a 3D rendering of what I want my new office to look like, but that doesn’t take advantage of his great ideas. It’s dictation, not collaboration. Instead, I show him a Pinterest board my wife and I created.”

@danielmall

<http://danielmall.com/articles/the-post-psd-era/>

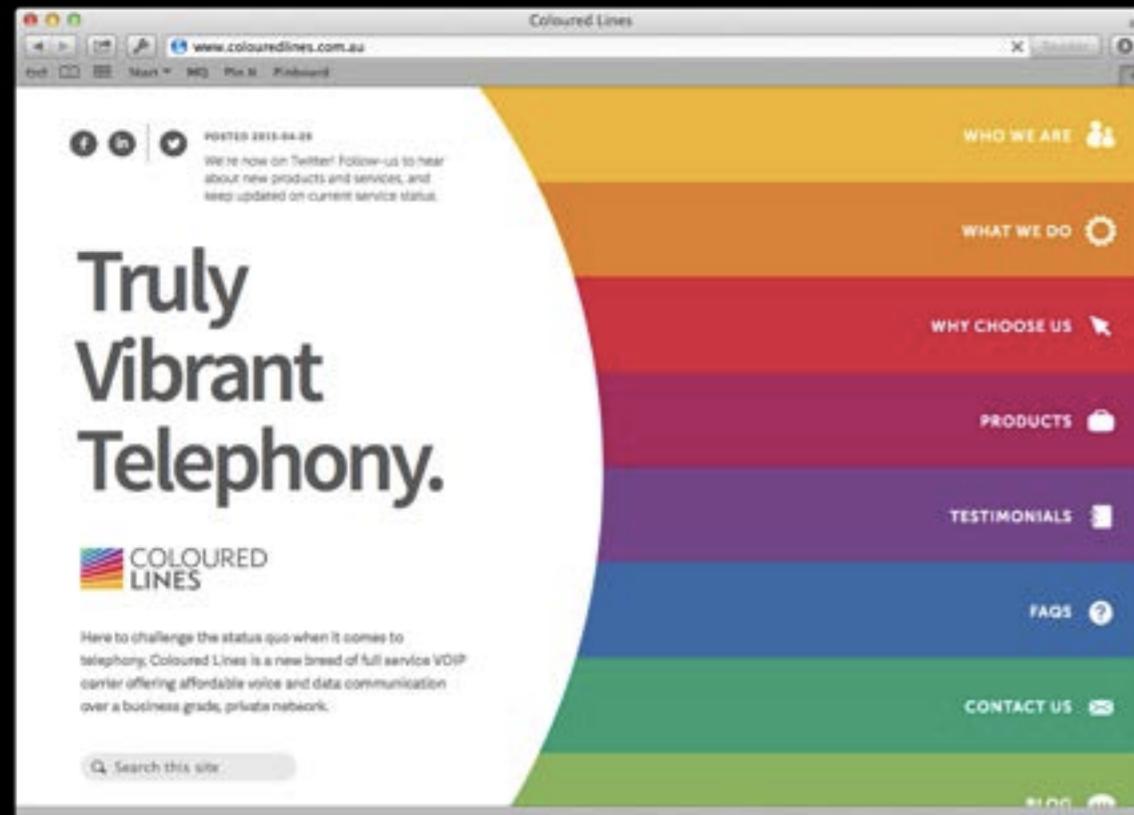
# Style Comparisons

## Light vs Dark



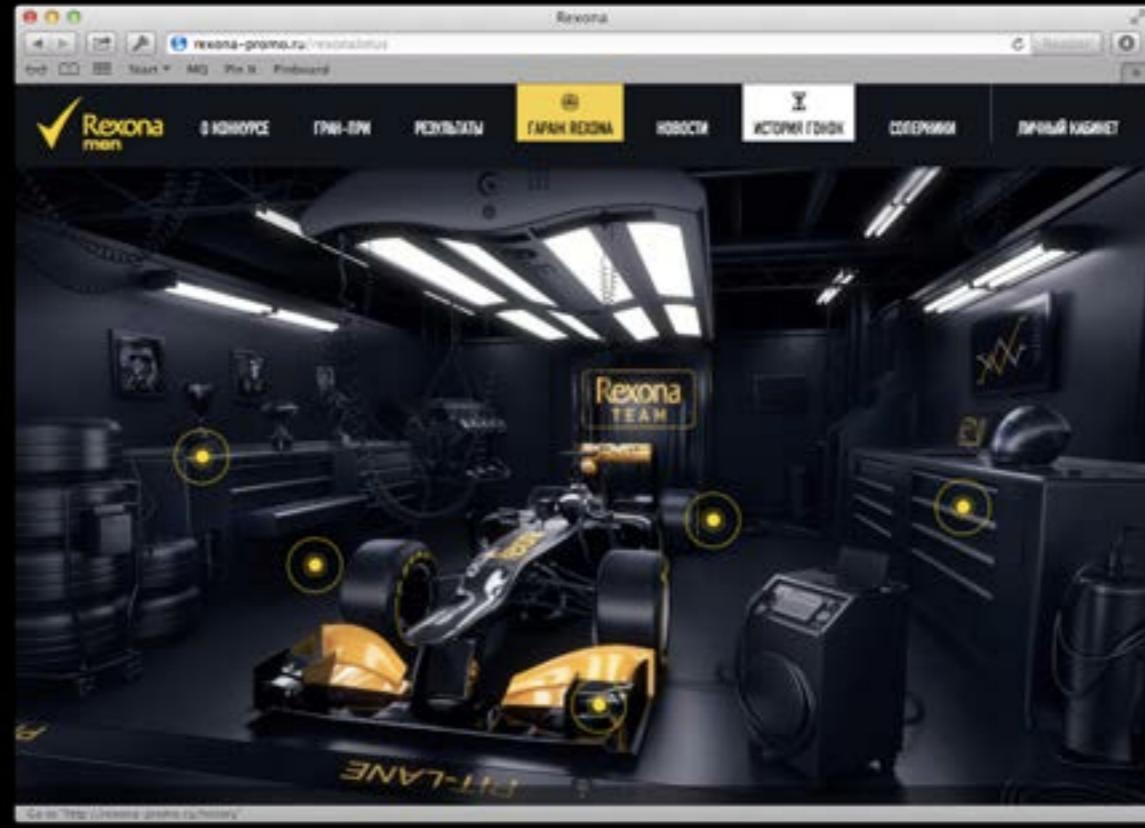
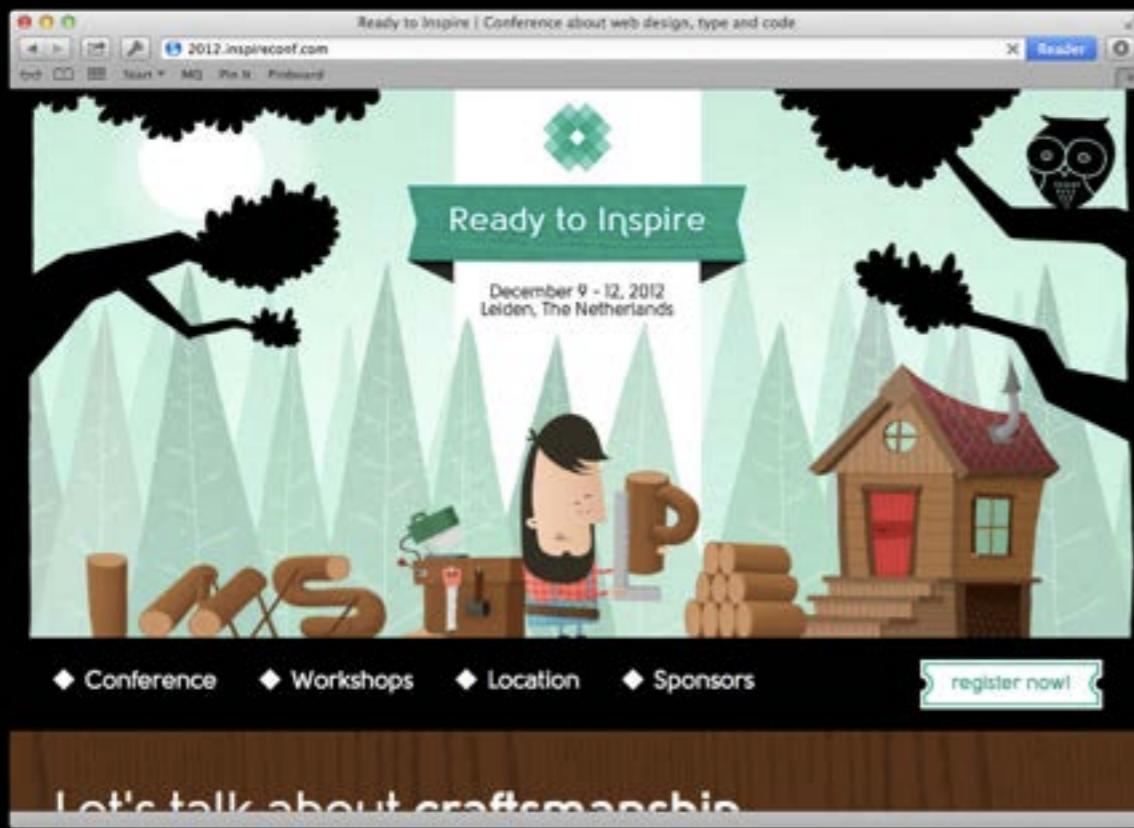
# Style Comparisons

## Flat vs Textured



# Style Comparisons

## Illustration vs Photography



# Style Tiles

# Style Tiles

STYLE TILES   WHAT   WHEN   HOW   EXAMPLES   RESPONSIVE DESIGN   [@STYLETILES](#)

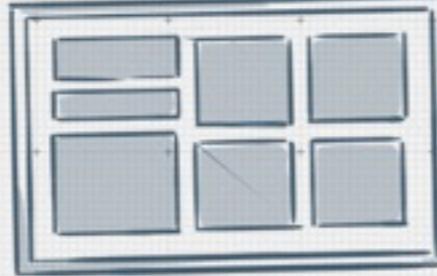
# Style TILES

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 with actual interface elements without defining layout. They work well for clients who have established brands and need them to translate smoothly to the web. Whereas the word "**mood**" is often associated with brand and identity design, the word "**style**" was chosen to mirror "**cascading stylesheets**" and reinforce that Style Tiles are specific to Web design.

**STYLETIL.ES**

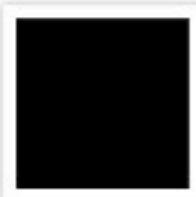
Font from 

Logo Here

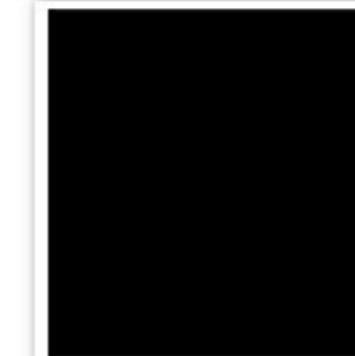
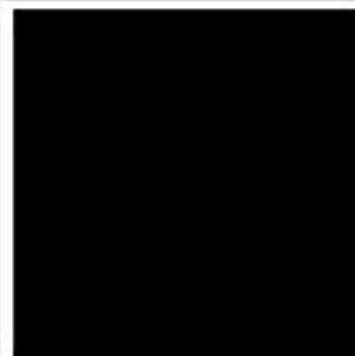
Project Name

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

  Ipsum

  Dolor

  Sit

  Amet

  Magna

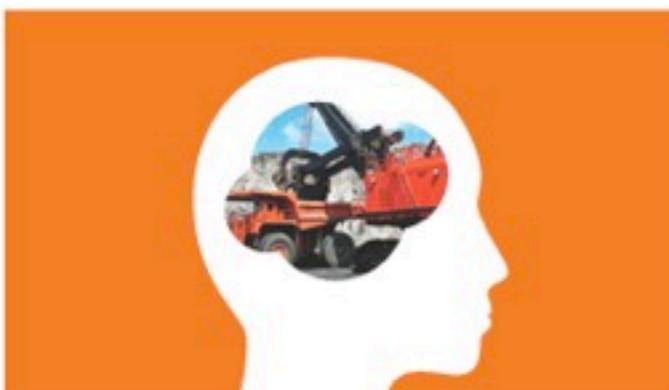
# We are more than an energy company, we are your neighbors.



*Ex: Energy, Cheyenne Power*

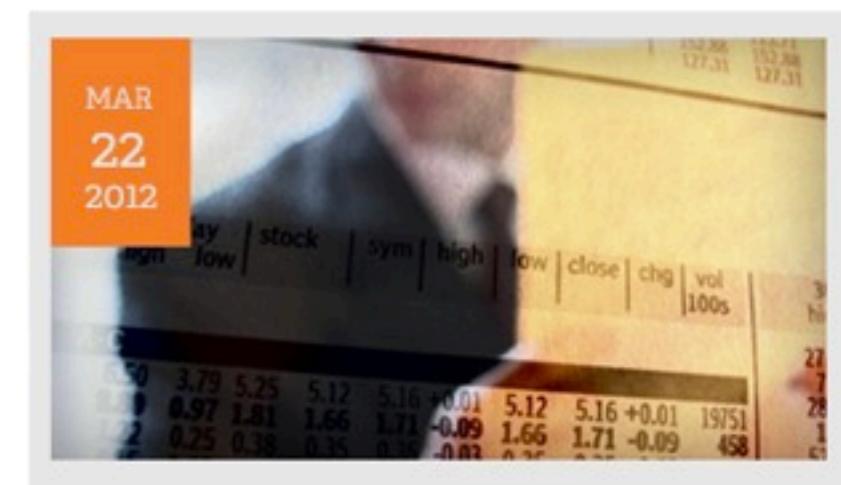


MAY 15, 2012



## U.S. Clean Heat & Power Association Spring CHP Forum

Find out how Clean Heat and Power policies impact energy efficiencies and how you can use this knowledge to reduce your energy consumption and



**Black Hills Corporation**  
Presents at Williams Capital Group West Coast Seminar

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

The header features a black and white photograph of a Mexican city street. In the foreground, several green and grey Volkswagen Beetle taxis are parked. Behind them stands a large, multi-tiered pyramid with a statue on top. To the right, there are several ornate, multi-story buildings, possibly churches or government buildings. The sky is overcast. The word "DISTRITO" is prominently displayed in a large, white, 3D-style font inside a red-bordered box at the top center. Below it is a banner with the words "MODERN MEXICAN". A decorative ribbon banner below the main title includes the words "menu", "tour", "info", and "jose". Two golden roosters stand on pedestals on either side of the main title. Small yellow stars are scattered around the roosters and the top of the page.

**DISTRITO**

MODERN MEXICAN

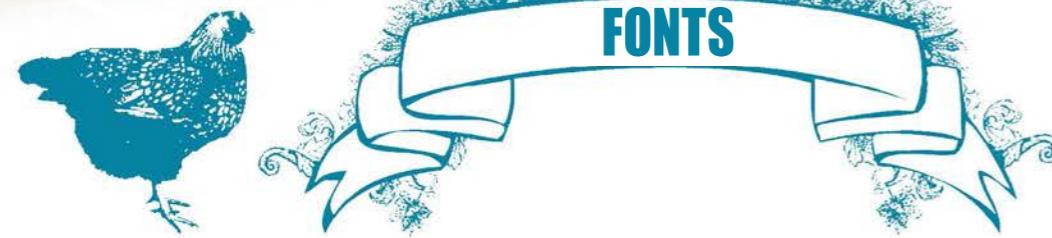
menu tour info jose

RESERVATIONS ★ PRIVATE DINING ★ RETAIL ★ GRG ★ [f](#) [t](#)

NEWSLETTER

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

### AGENCY FB, BOLD

SED ON BEVERAGE MENU FOR DRINKS. UPPERCASE.

### PLAYBILL, REGULAR

sed on drink menu for section titles. UPPERCASE.

### GRUTCHSHADED, 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.



## IMAGES



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

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

## 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)

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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.

ARCHIVE LIGHTFACE EXTENDED, REGULAR  
This font is used for menu section headings. UPPERCASE.

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

# 15

# TYPE FACES!

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

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

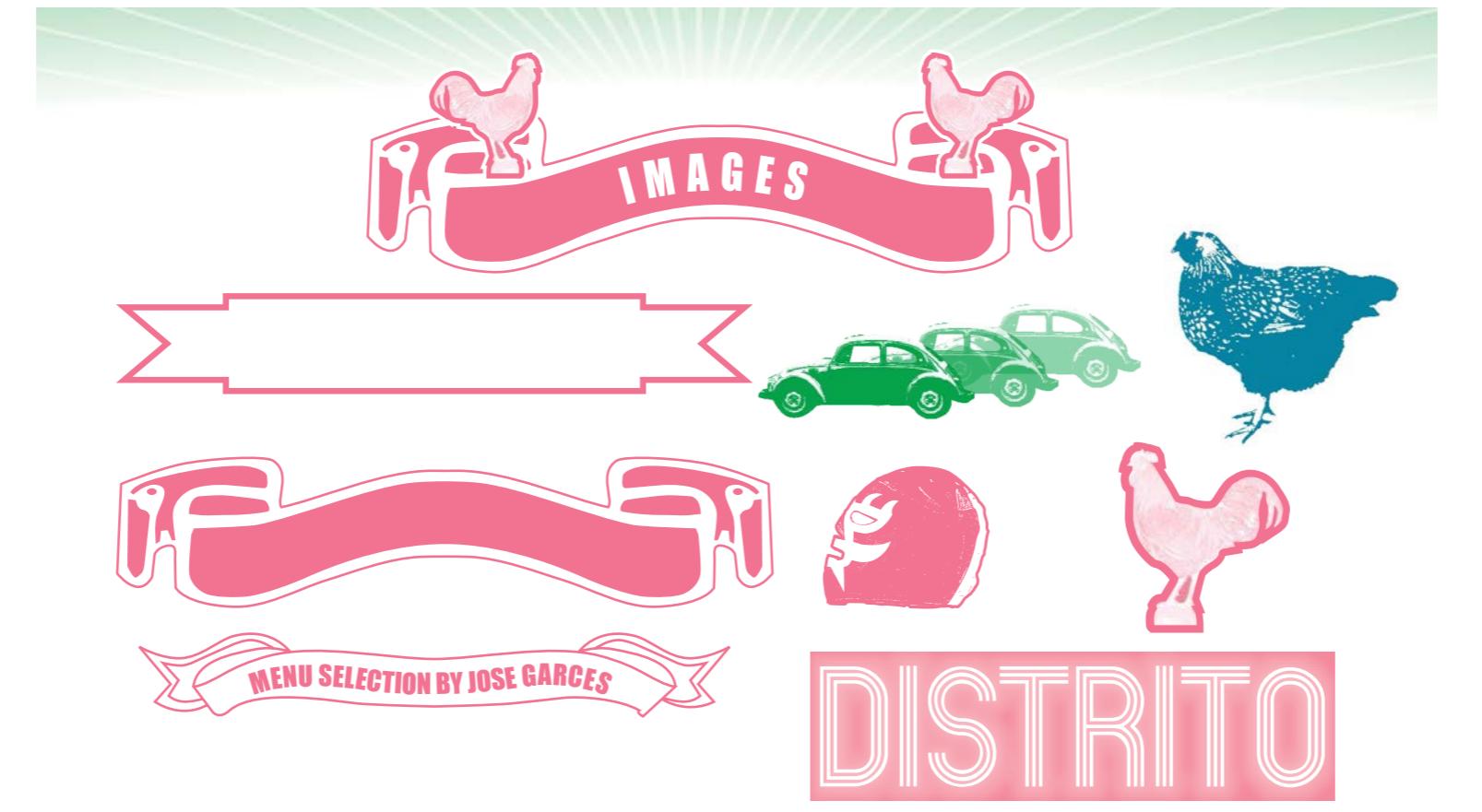
CONSISTENT ELEMENT, AS THEY APPEAR IN EACH MEN



PAPER



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



DISTRITO 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 Indent/Exdent  
0 px - + 0 px - +

Text Align

Text Transform  
 AB  ab  None

Inherit styles from parent i

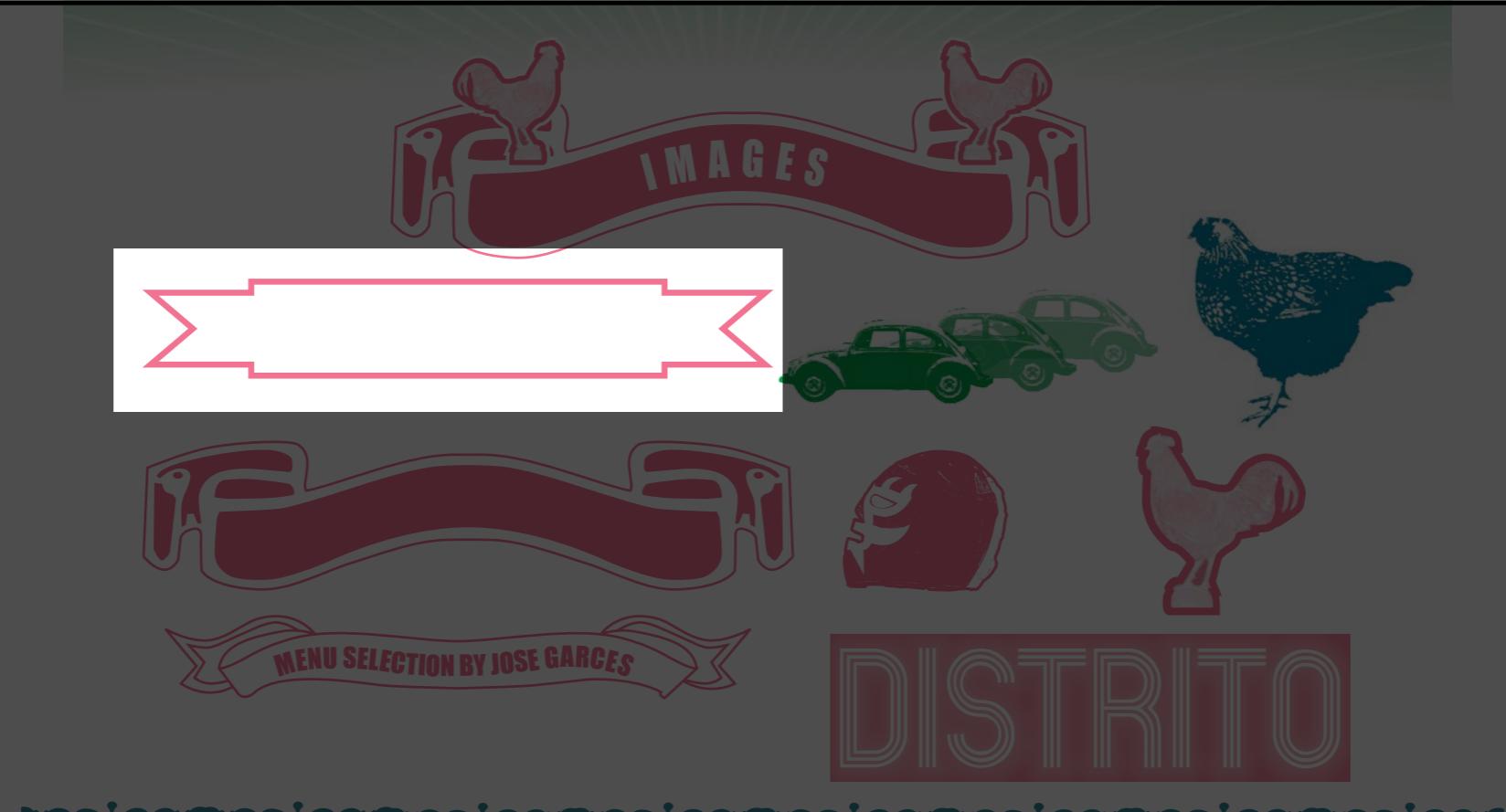
LUNCH

LUNCH

LUNCH

**TYPECAST.COM**

WITH COTIJA CHEESE, ADD CRAB



MENU SELECTION BY JOSE GARCES

DISTRITO



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.



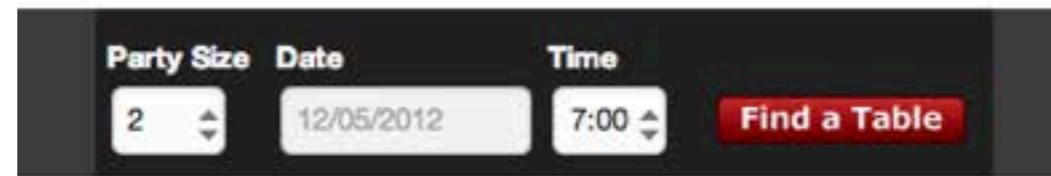
PAPER



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

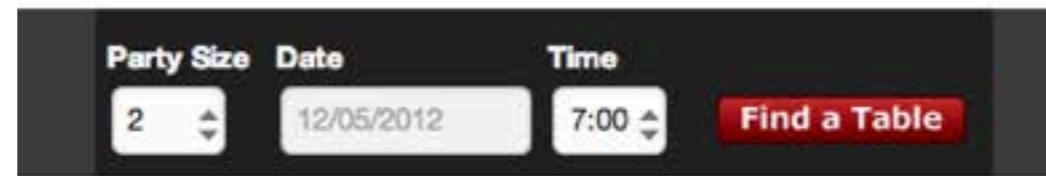
## **PRIMARY SITE GOAL:**

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



# PRIMARY SITE 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.

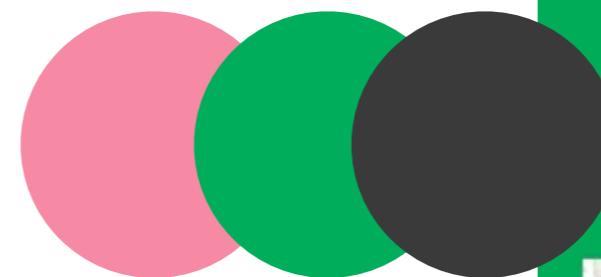
[View All Specials](#)

★ WEEKLY SPECIALS ★



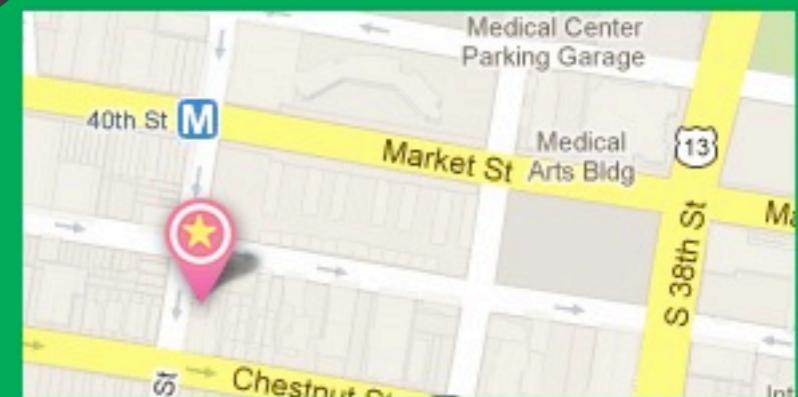
### Kegs & Eggs

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?](#)

# DISTRITO

OUR MENUS ★ HOURS & DIRECTIONS ★ ABOUT DISTRITO ★ BOOK A TABLE

[BOOK A TABLE](#)

Party Size

2 people ▾

Date

12/21/2012 ▾

Time

7:30pm ▾

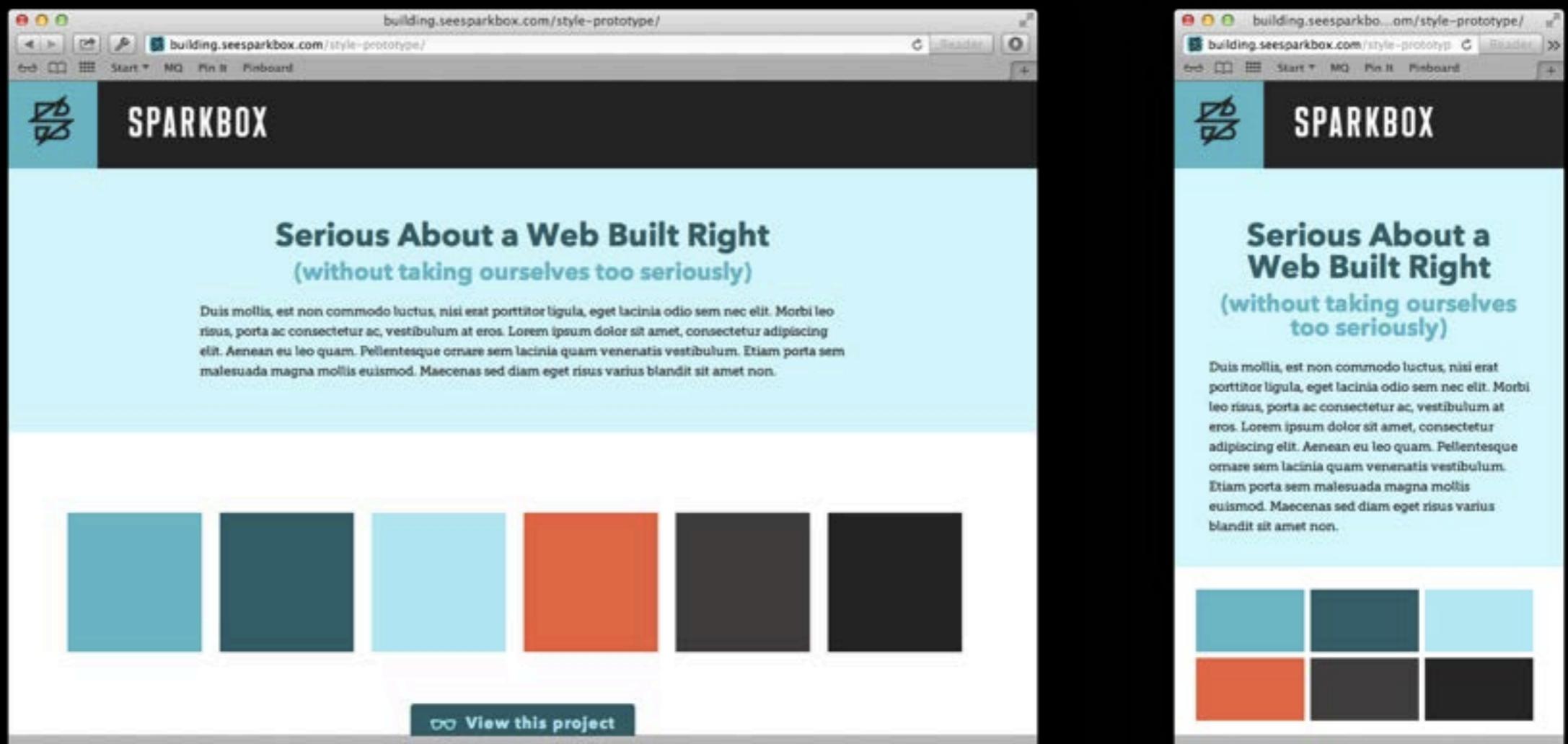
[Find a Table →](#)

## UPCOMING EVENTS

DECEMBER 31, 2012: Ring in the new year at Distrito with our very special four course New Years Eve dinner. [RSVP today!](#)

# Style Prototypes

# Style Prototypes



# A CASE STUDY



# OMA 3

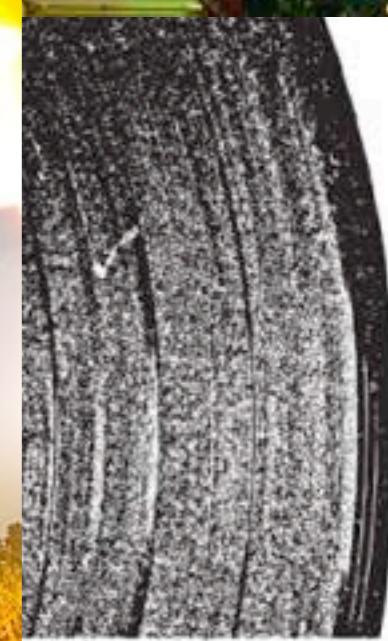
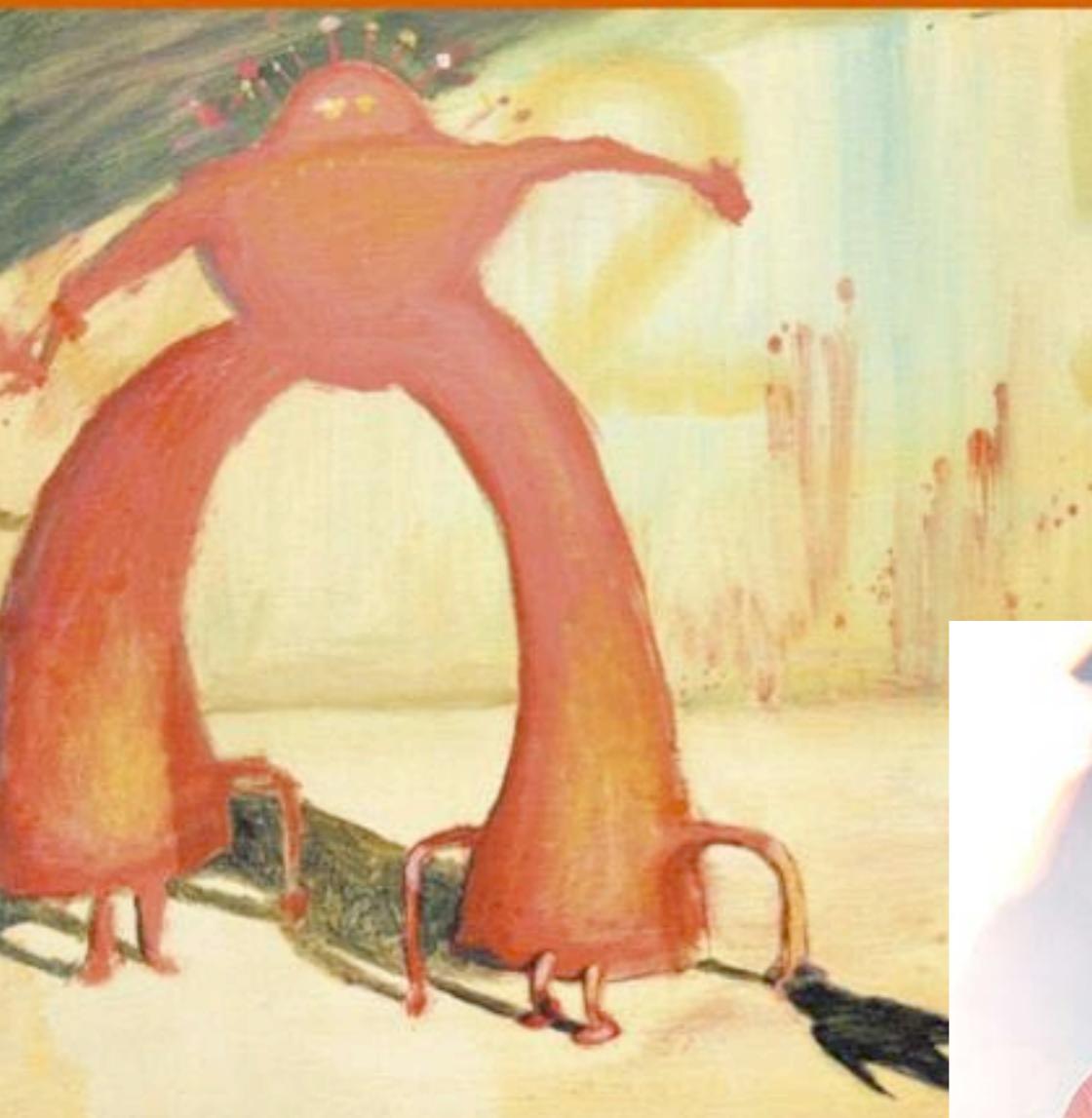
- Hand-done
- Memphis soul
- Textures
- Flaming Lips



ザ・フレーミング・リップスは、あなたが人生と、このレコードをエンジョイしてくれることを願っています。

# THE FLAMING LIPS

YOSHIMI BATTLES THE PINK ROBOTS



RECORD STORE DAY™

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



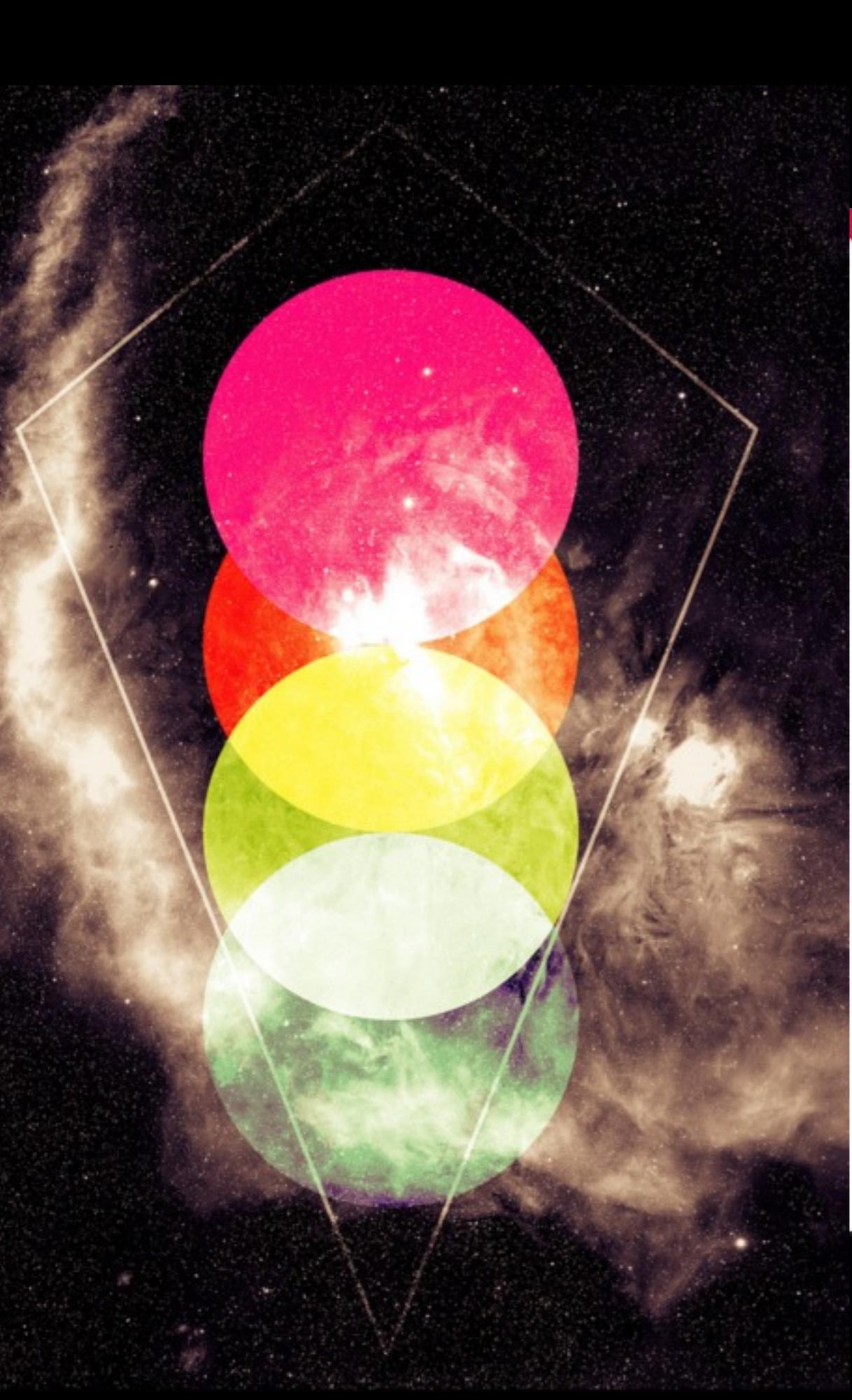
# Approved!

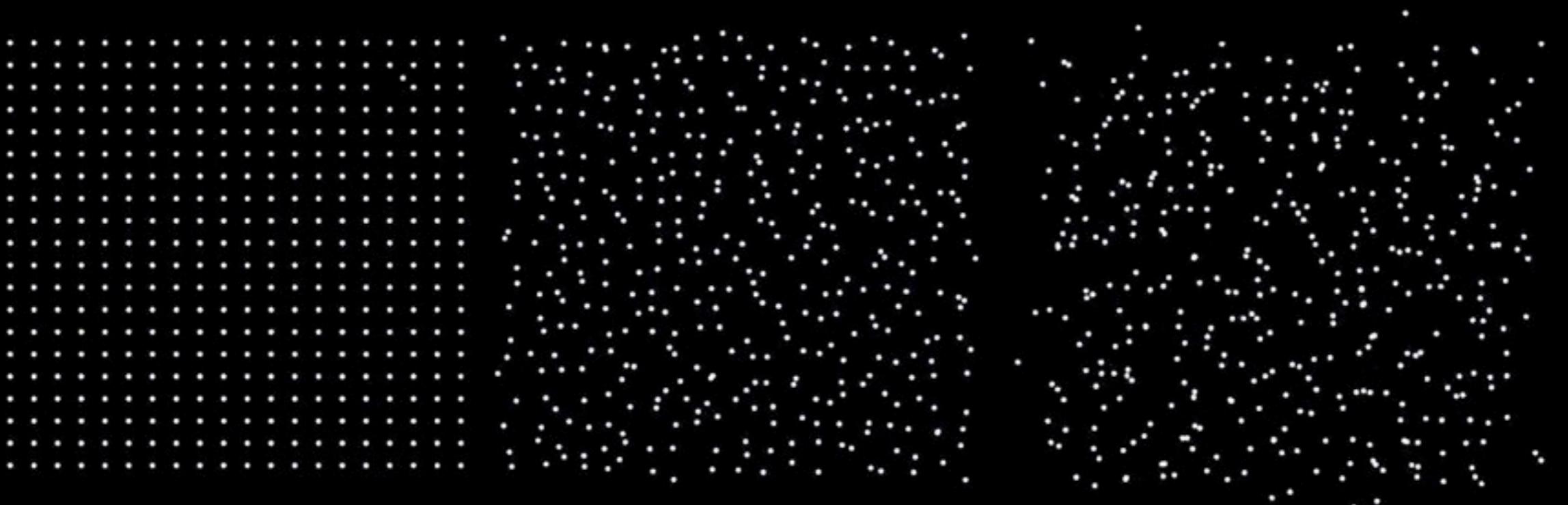
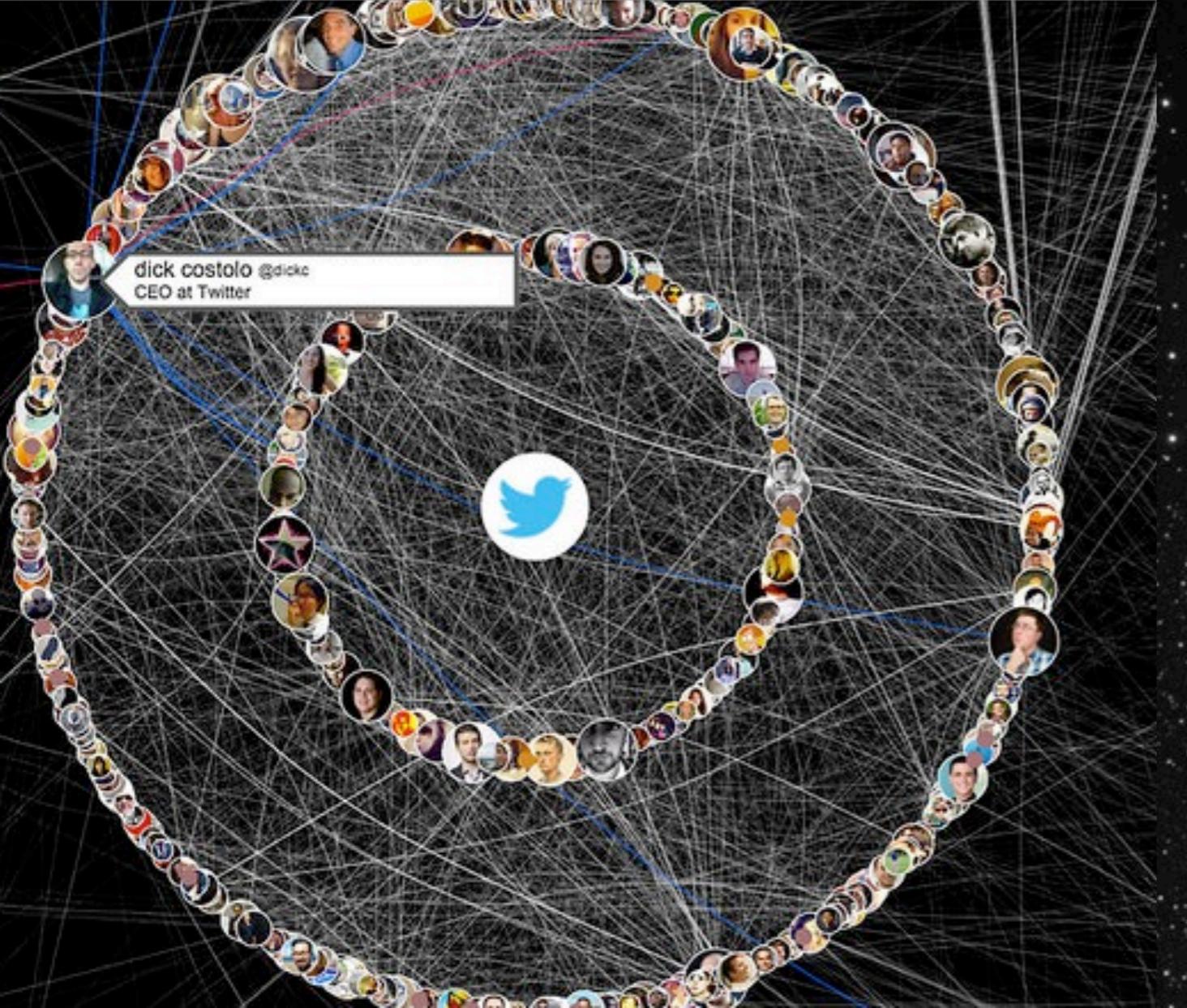
**“circles”**

**“Rhythm”**

**“Intersection of  
music, tech, & fans”**

**ok.**

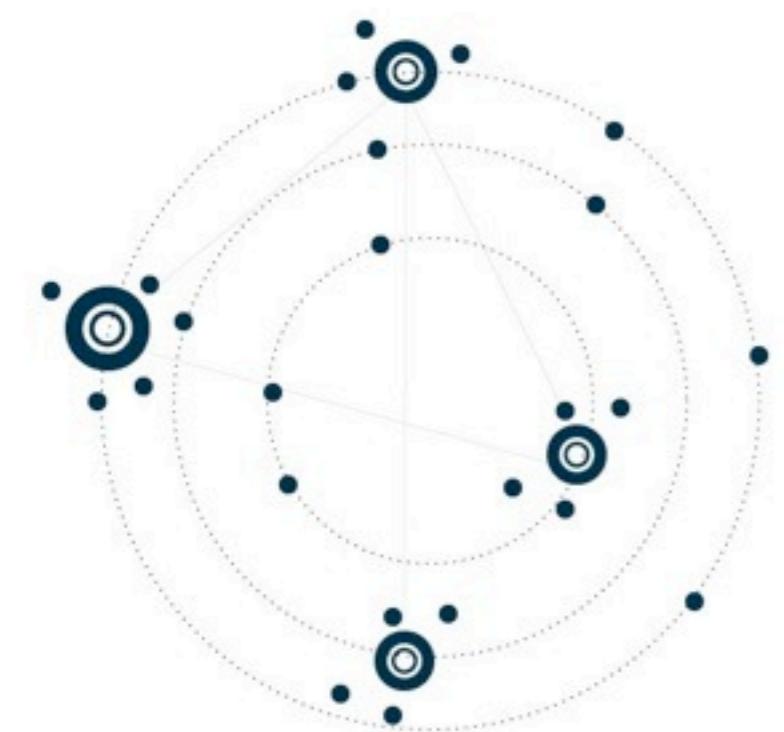




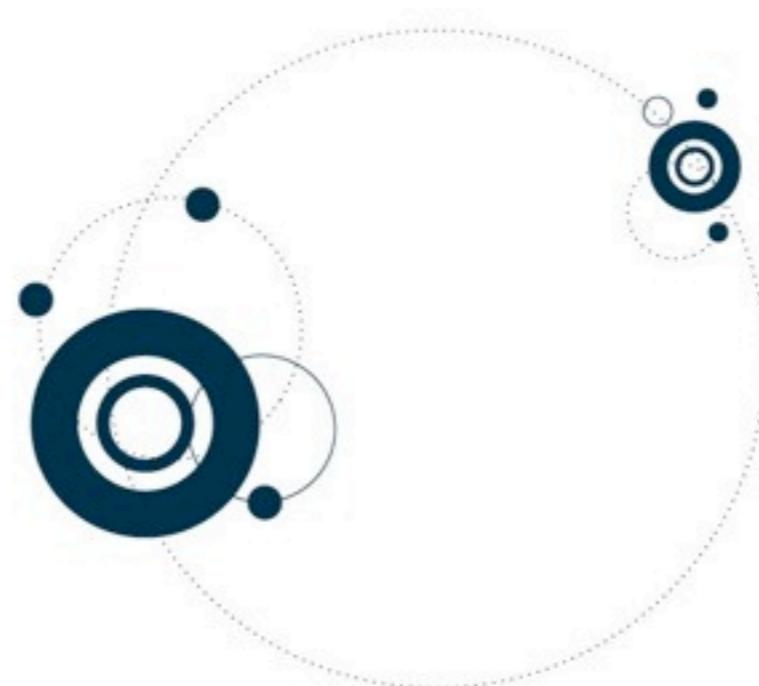


# OMUSIC AWARDS

MUSIC.TECH.FANS.



Macro



Zooming In



Micro



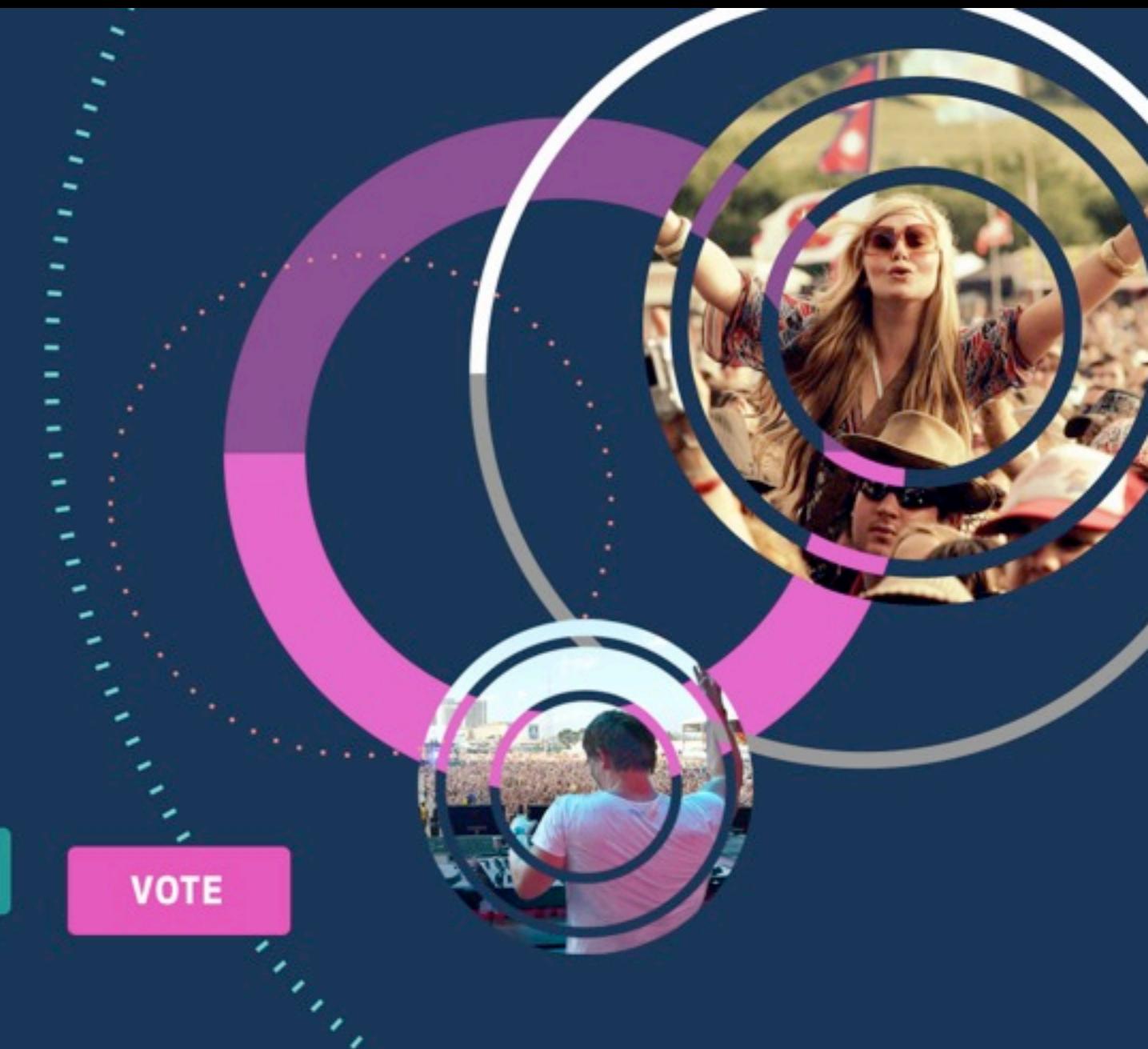
MUSIC.TECH.FANS.

Vote for your favorites!

SAMPLE COLORS:



SAMPLE UI:





728 x 90

[Vote For Nominees](#)   [Watch The Awards](#)   [Become A Super Fan](#)[O Music Awards Blog](#)   [About the Awards](#)

Search

P

# Video or Billboard

Hey Brad! ▾

Share: [Twitter](#) [Facebook](#) [Tumblr](#) [Instagram](#)

## The O Music Awards: Celebrating Music, Tech & Fans

[Vote Now](#)

Vote In Our Make A Band  
Famous Category – Help One  
Act Make It!

400 x 500

400 x 500

400 x 500

400 x 500

[Become Our Top Super Fan](#)



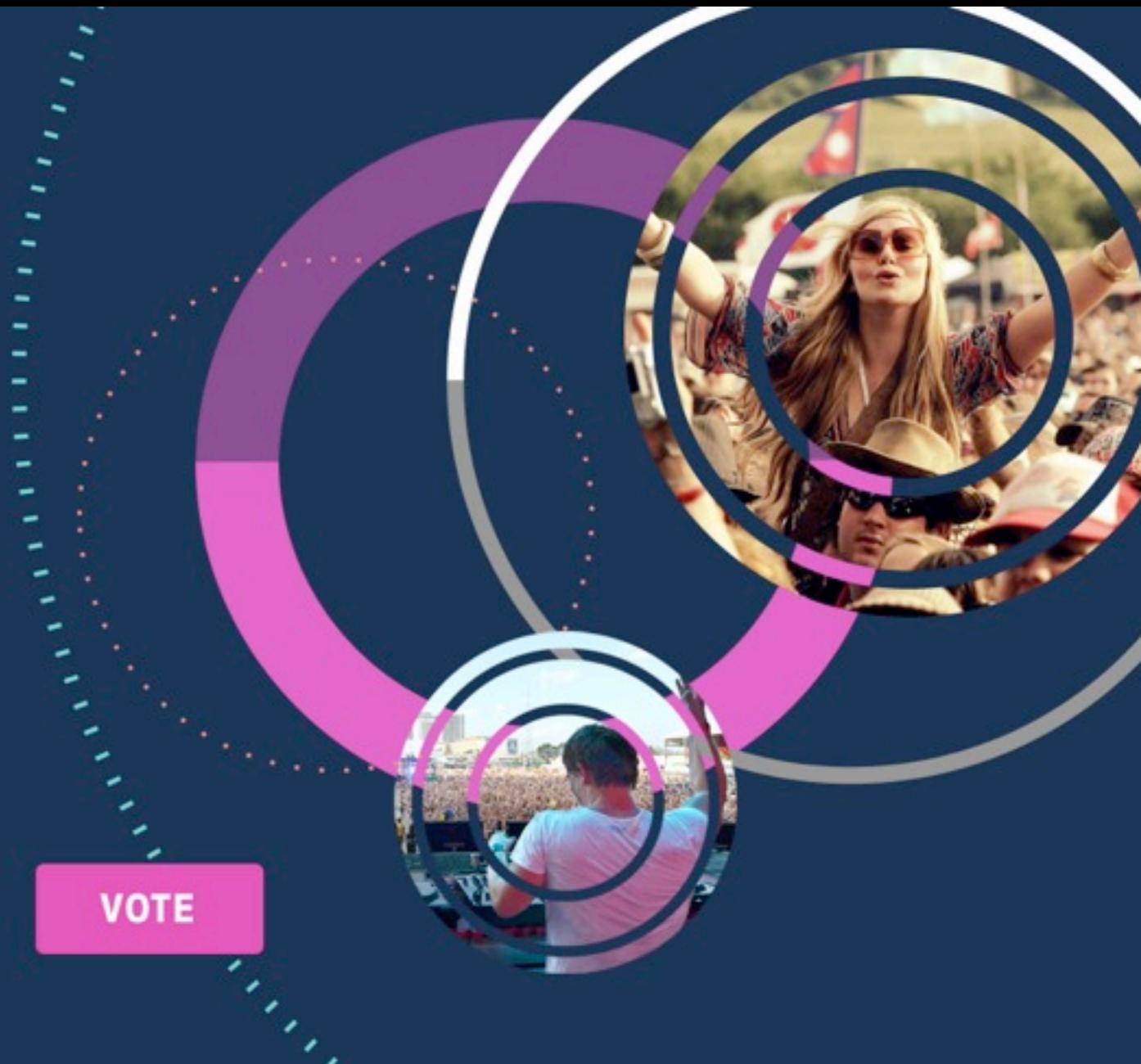
MUSIC.TECH.FANS.

Vote for your favorites!

SAMPLE COLORS:



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728 x 90

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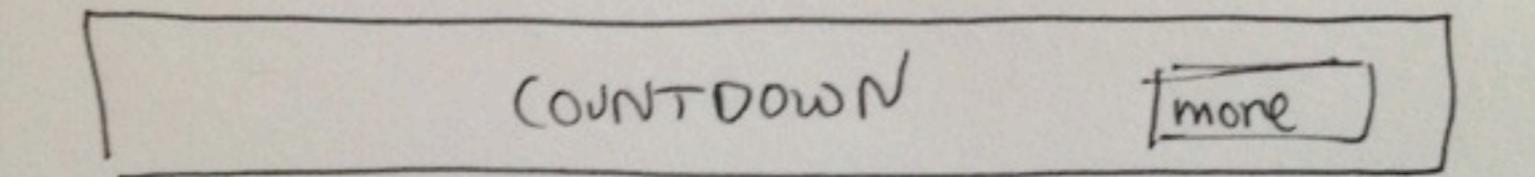
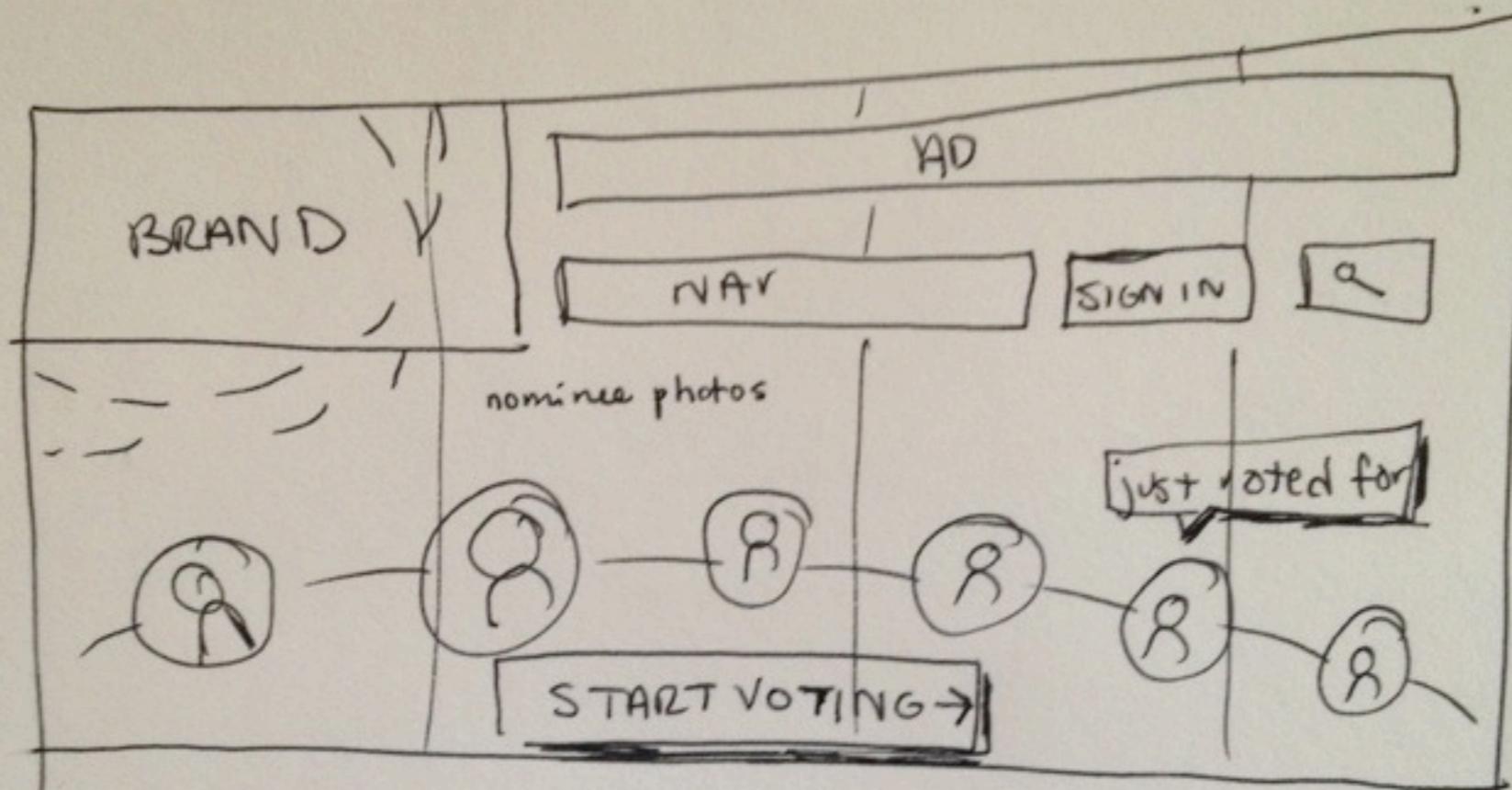
400 x 500

400 x 500

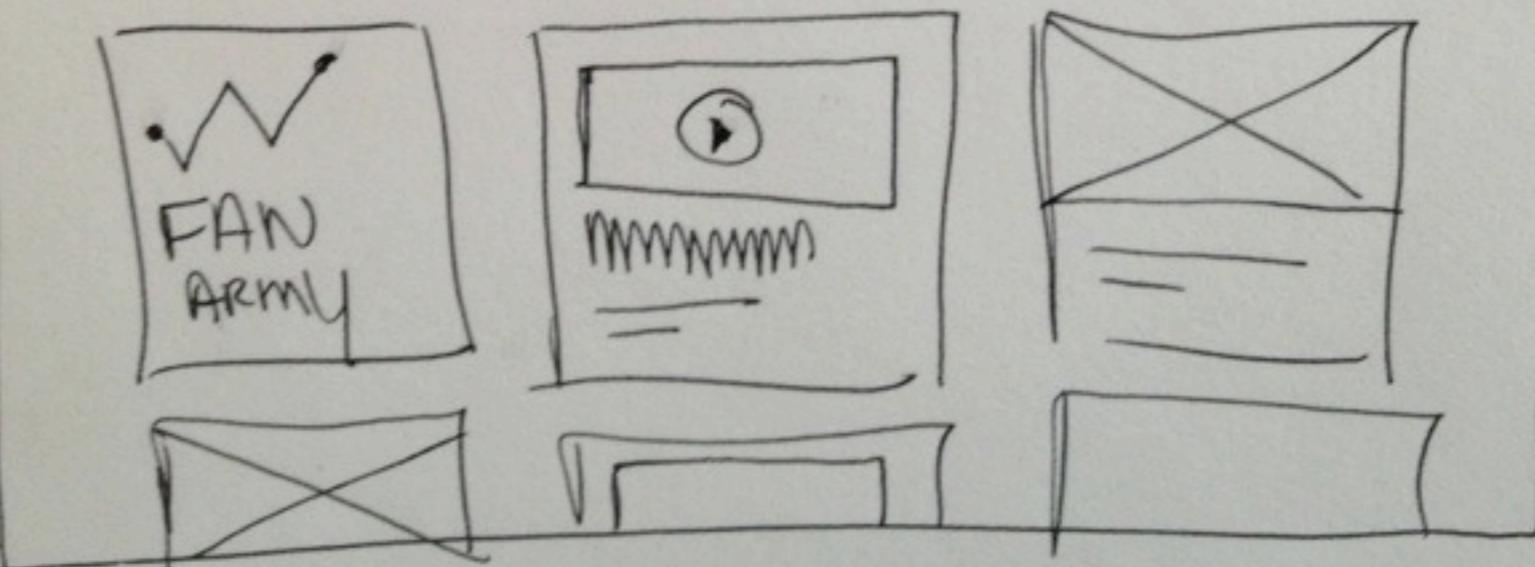
400 x 500

400 x 500

[Become Our Top Super Fan](#)



TRENDING...



WHERE THE JERSEY SHORE  
AND THE GULF COAST COLLIDE.

► WE'VE GOT ISSUES. YOU BRING THE ACTION.



BRAND SPACE

[Vote for the Awards](#) [Watch the Awards](#) [Become a Super Fan](#)

[O Music Awards Blog](#)

[About the Awards](#)

[Sign In](#)



NOMINEE  
PHOTO

NOMINEE  
PHOTO

NOMINEE  
PHOTO

NOMINEE  
PHOTO

Just Voted for Karmin

[START VOTING](#)

Countdown till the O Music Awards.

[LEARN MORE](#)

DAYS

31

PERFORMING

The Flaming Lips

HOURS

22

NOMINATED

Karmin

MINUTES

14

SUPER FANS

Taylor

Trending...



Fan Army  
FTW

[VOTE NOW](#)



I'm so excited to see  
Quest Love perform at  
the O Music Awards.  
#oma

via Twitter, 2 hours ago



Watch a Highlight  
from OMA Unboxed

1 hour ago



I'm so excited to see

WHERE THE JERSEY  
SHORE AND THE  
GULF COAST COLLIDE.

► WE'VE GOT ISSUES.  
YOU BRING THE ACTION.



Coachella: The



FRIDAYS + 10/9C  
@BestWeekEver  
CLICK FOR BONUS CLIPS

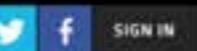
# O MUSIC AWARDS

VOTE FOR NOMINEES

WATCH THE AWARDS

BECOME A SUPER FAN

O Music Awards Blog / About the Awards



Q

MUSIC. TECH. FANS.

WE'RE CELEBRATING MUSIC, TECH & FANS

# VOTE NOW!

WE'RE CELEBRATING MUSIC, TECH & FANS

MUSIC. TECH. FANS.

VOTE NOW!

JACK WHITE  
Analog Genius

LIL BUB  
Best Musical Cat

24 HOURS. 75 BANDS. Countdown to the #omusicawards:

22 : 12 : 38

DAYS HRS MINS

## O MUSIC AWARDS BLOG



TUNE IN TONIGHT AT 7:30 EST  
TO WATCH THE O MUSIC  
AWARDS LIVE!

POSTED 1 HOUR AGO

## LIVE MUSIC DAY



QUESTLOVE TO PERFORM ON  
LIVE MUSIC DAY!

POSTED 1 HOUR AGO

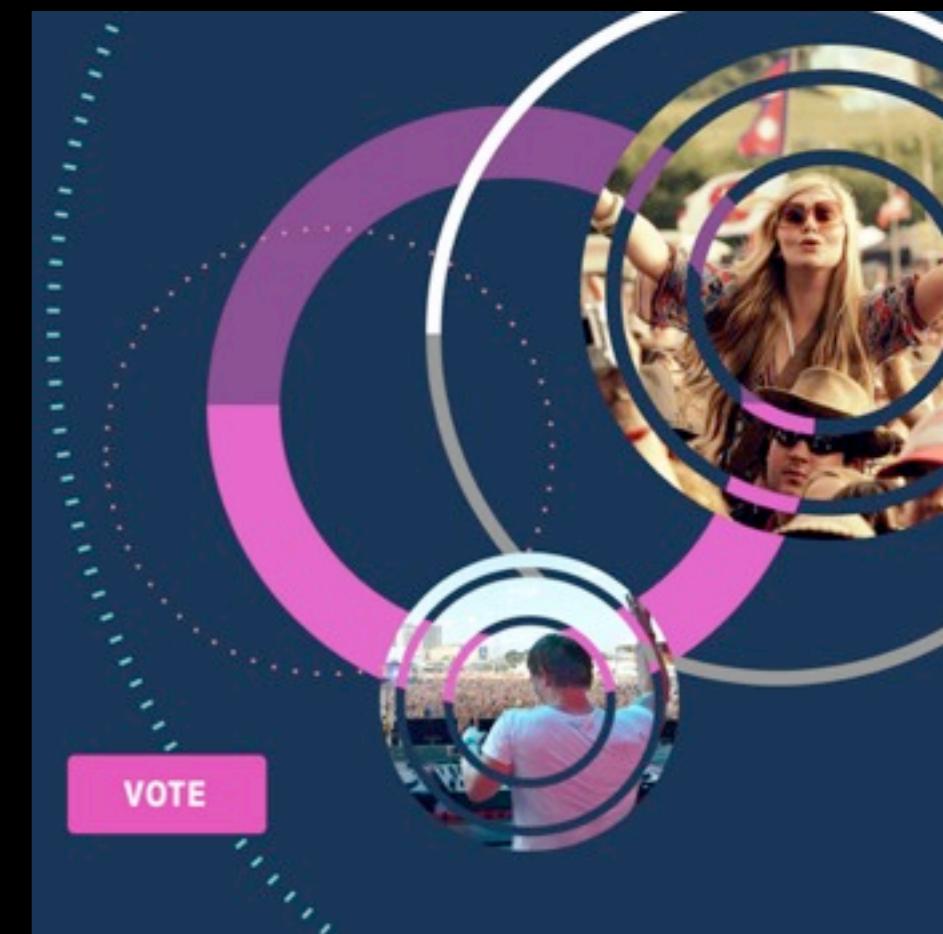


OFF PITCH  
NEW SERIES  
WED + 10/9C  
#OMPitch



WATCH SNEAK PEEK ▶

Shuffler.fm Aims To Bring Expert  
Curation to Spotify  
<http://ow.ly/h1XLb>



**Mix & Match**  
**Trial & Error**

**Find the tools that will  
communicate your ideas  
the most clearly**

**Have conversations,  
not presentations**



Cool, so what  
happens next?

# Solving the problem

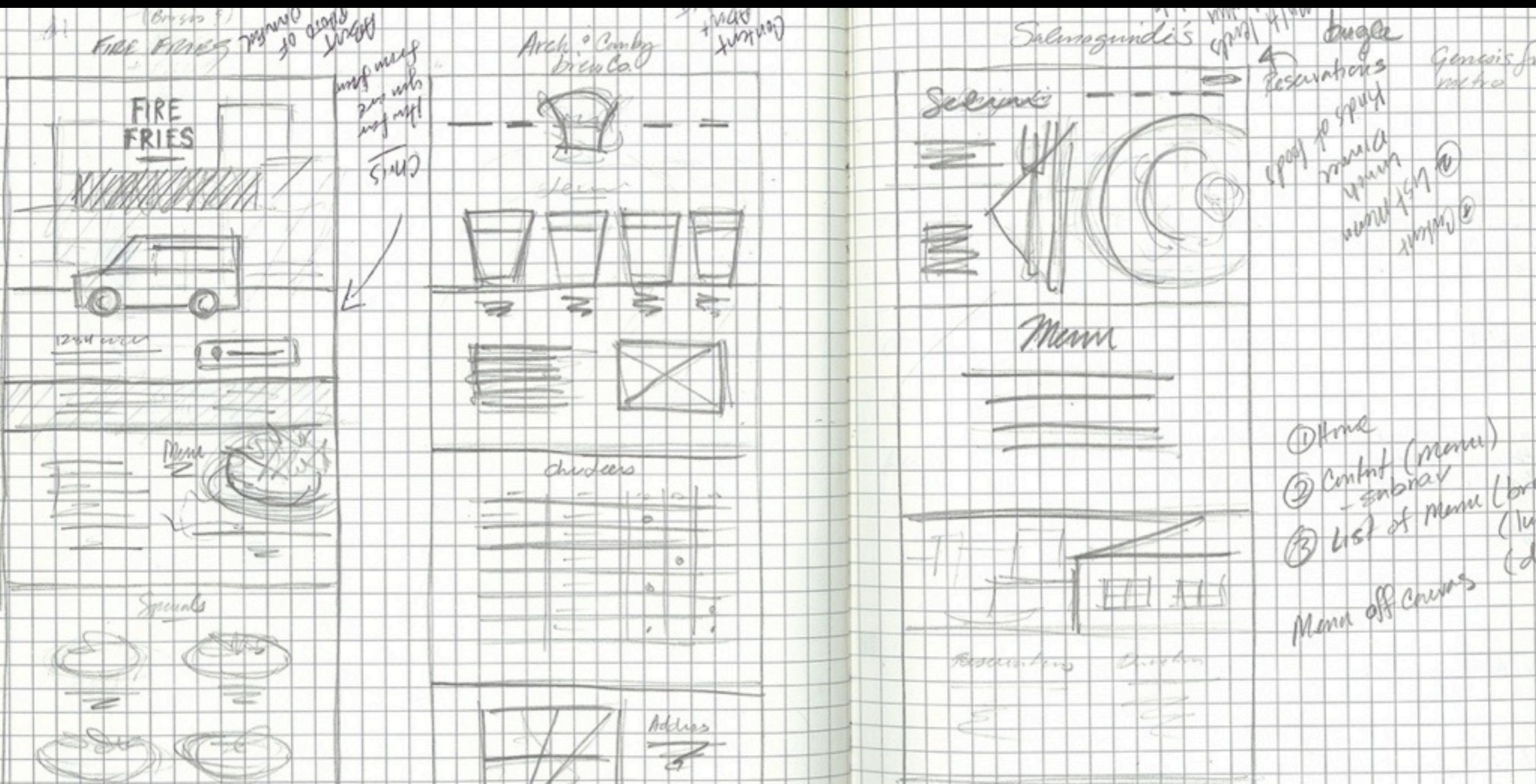
# Static Design Tools



# Static Design Tools



# Static Design Tools



# Responsive Design Tools



# Responsive Design Tools

The screenshot shows a browser window for the FROONT website. The title bar reads "FROONT - design responsive websites in the browser". The address bar shows "froont.com". The top navigation bar includes links for "Start", "MQ", "Pin It", "Pinboard", "Reader", "Register", and "Log in". The main content area features a large green header with the text "Responsive web design, the visual way". Below this, a subtext says "Design websites directly in the browser with a simple drag and drop interface". A tablet device is displayed, showing a wireframe interface for designing a website layout. The tablet screen shows a grid-based layout with various UI elements like a search bar, buttons, and a central image of a rocket ship. On the right side of the tablet screen, there is a "PROPERTIES" panel with font settings: "Font family: Abril Fatface", "Font size: 1em", "Line height: 1em", and "Letter spacing: 0em". At the bottom of the tablet screen, the text "See how it looks" is visible.

# Responsive Design Tools

The screenshot shows a Macaw web browser window. The title bar reads "Macaw | The code-savvy web design tool." The address bar shows "macaw.co". Below the toolbar, there are links for "Start", "MQ", "Pin It", and "Pinboard". The main content area features the Macaw logo ("MACAW" in colorful letters) and the tagline "THE CODE-SAVVY WEB DESIGN TOOL". A large blue banner below the logo contains the text "Stop writing code. Start drawing it." followed by a descriptive paragraph about Macaw's features. At the bottom of the screen, a portion of the Macaw interface is visible, showing a dark header with "ayary.mnw" and a toolbar with various icons.

Macaw | The code-savvy web design tool.

macaw.co

Start MQ Pin It Pinboard

MACAW

THE CODE-SAVVY WEB DESIGN TOOL

Stop writing code. Start drawing it.

Macaw provides the same flexibility as your favorite image editor but also writes semantic HTML and remarkably succinct CSS. It's time to expect more from a web design tool.

ayary.mnw

ROCK CREEK

ON DONATE INSPECTOR OUTLINE LIBRARY

# HTML/CSS

Sublime Text: The text editor you'll fall in love with.

www.sublimetext.com

Home Download Buy Blog Forum Support

## Sublime Text

Sublime Text is a sophisticated text editor for code, markup and prose. You'll love the slick user interface, extraordinary features and amazing performance.

Demonstration

```
base64.cc
```

```
31 void base64_encode(const uint8_t * data, size_t length, char * dst)
32 {
33     size_t src_idx = 0;
34     size_t dst_idx = 0;
35     for (; (src_idx + 2) < length; src_idx += 3, dst_idx += 4)
36     {
37         uint8_t s0 = data[src_idx];
38         uint8_t s1 = data[src_idx + 1];
39         uint8_t s2 = data[src_idx + 2];
40
41         dst[dst_idx + 0] = charset((s0 & 0xfc) >> 2);
42         dst[dst_idx + 1] = charset(((s0 & 0x03) << 4) | ((s1 & 0xfc) >> 4));
43         dst[dst_idx + 2] = charset(((s1 & 0xfc) >> 2) | (s2 & 0xfc) >> 0);
44         dst[dst_idx + 3] = charset((s2 & 0xfc));
45     }
46
47     if (src_idx < length)
48     {
49         uint8_t s0 = data[src_idx];
50         uint8_t s1 = (src_idx + 1 < length) ? data[src_idx + 1 : 0];
51
52         dst[dst_idx++] = charset((s0 & 0xfc) >> 2);
53         dst[dst_idx++] = charset(((s0 & 0x03) << 4) | ((s1 & 0xfc) >> 4));
54         if (src_idx + 1 < length)
55             dst[dst_idx++] = charset(((s1 & 0xfc) >> 2));
```

Get it Now

click here to get code 2

PANIC

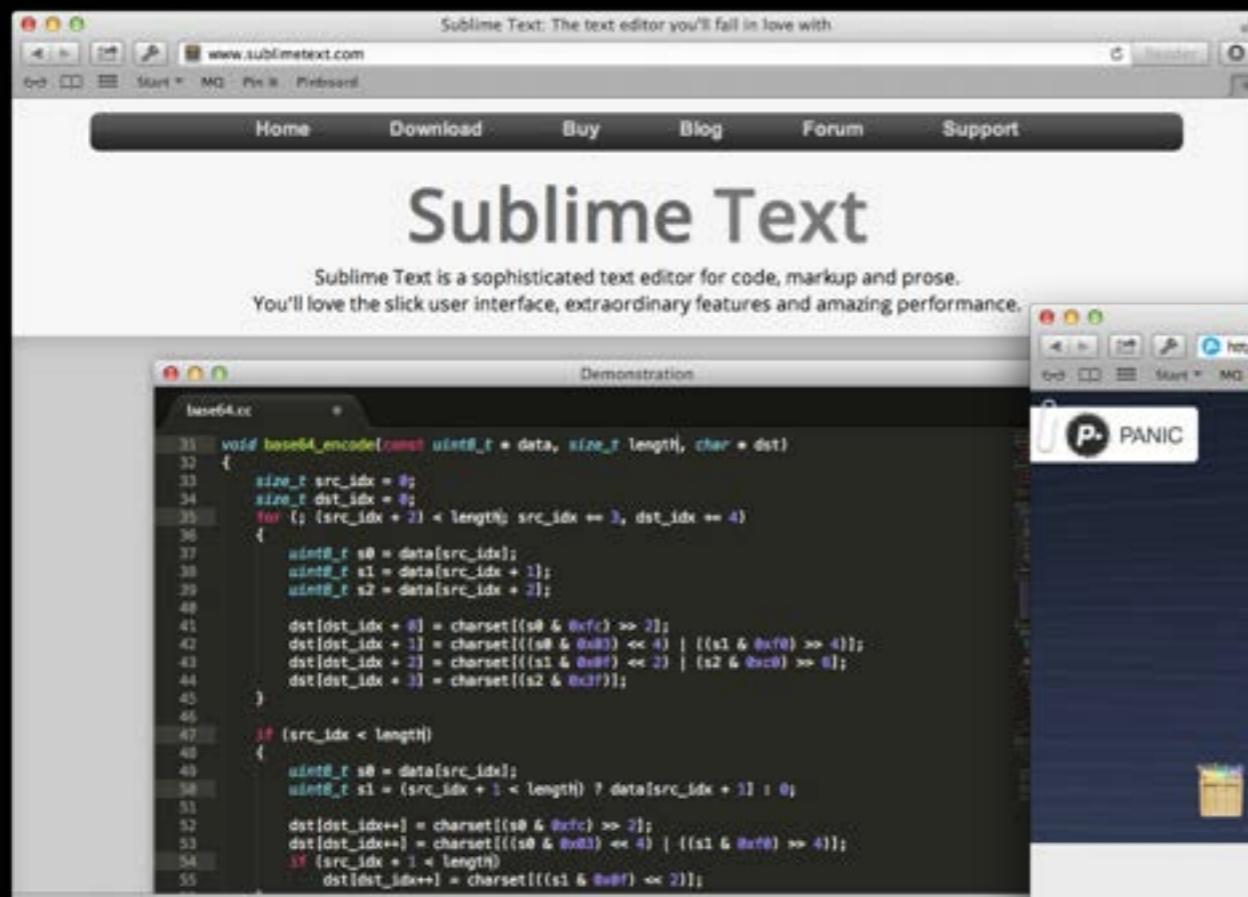
Coda 2

We made Coda 2 better at everything.  
So it can make you better at everything.

You code the web. We revolutionized that process in Coda, putting everything in one place. An editor. Terminal. CSS. Files. But we knew we could do better.

With Coda 2, we went beyond expectations. With loads of new, much-requested features, a few surprises, and a seriously refreshed UI, this update is, truly, major.

# HTML/CSS



A screenshot of the Coda 2 application. It features a large green leaf graphic in the center. At the top, there's a navigation bar with links for "Home", "Download", "Buy", "Blog", "Forum", and "Support". Below the navigation bar, there's a "Demonstration" window showing some code. To the right of the demonstration window, there's a "PANIC" logo and a "Get it Now" button. At the bottom, there's a promotional message: "We made Coda 2 better at everything. So it can make you better at everything." There are also sections for "You code the web." and "With Coda 2, we went beyond expectations." with their respective descriptions.

# HTML/CSS



Demonstration

```
base64.cc
31 void base64_encode(const uint8_t * data, size_t length, char * dst)
32 {
33     size_t src_idx = 0;
```

Bootstrap

twitter.github.io/bootstrap/

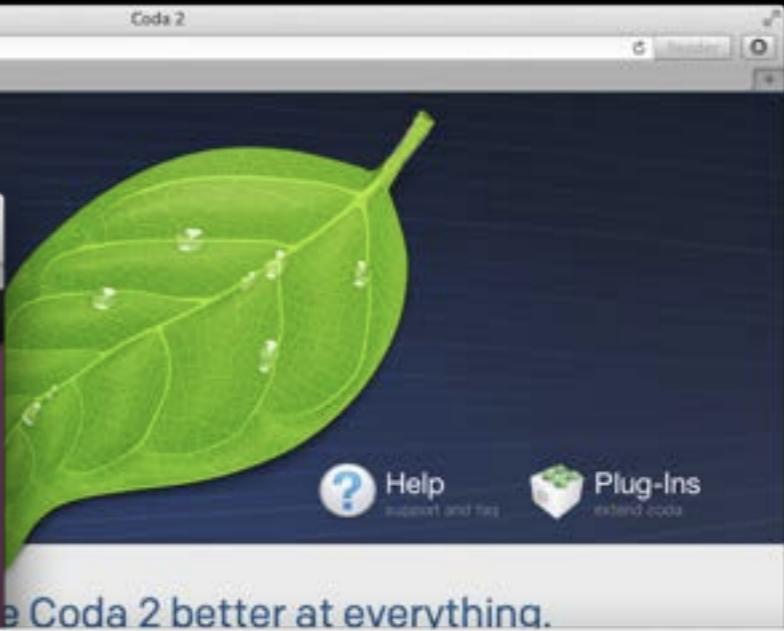
Home Get started Scaffolding Base CSS Components JavaScript Customize

# Bootstrap

Sleek, intuitive, and powerful front-end framework for faster and easier web development.

Download Bootstrap

GitHub project Examples Extend



compass-style.org

Compass Home | Compass Documentation

Home Reference Help Blog Get Involved Install

Search the docs

compass

# Designing for Layouts vs Modules

# Layouts

# DISTRITO

OUR MENUS ★ HOURS & DIRECTIONS ★ ABOUT DISTRITO ★ BOOK A TABLE

BOOK A TABLE

Party Size

2 people

Date

12/21/2012

Time

7:30pm

Find a Table →



CHEF JOSE GARCES BRINGS  
MEXICO CITY TO PHILADELPHIA

## UPCOMING EVENTS

DECEMBER 31, 2012: Ring in the new year with a New Years Eve dinner. [RSVP 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

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!

[View on Google Maps](#)

3945



# DISTRITO

OUR MENUS ★ HOURS & DIRECTIONS ★ ABOUT DISTRITO ★ BOOK A TABLE

BOOK A TABLE

Party Size

2 people

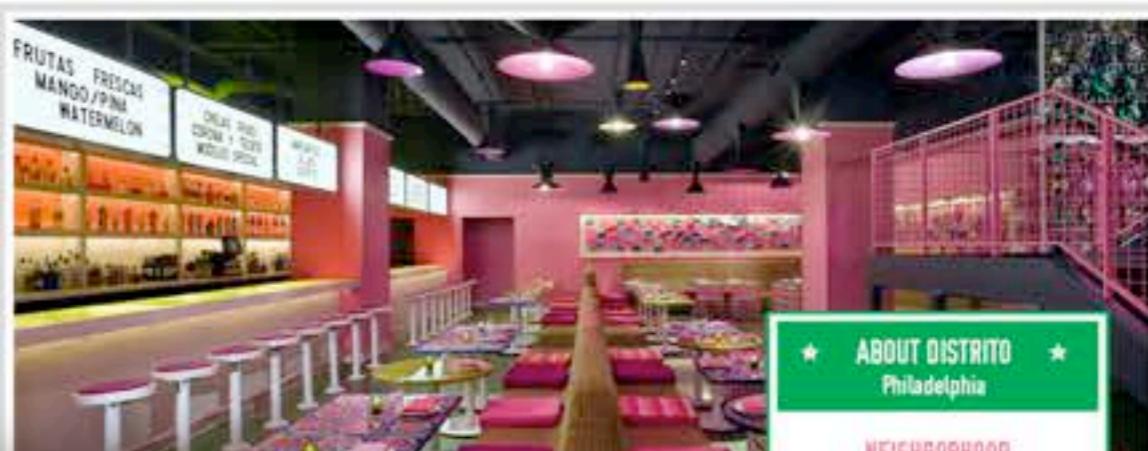
Date

12/21/2012

Time

7:30pm

Find a Table →



## ★ ABOUT DISTRITO ★

Philadelphia

**NEIGHBORHOOD**  
University City

**FOOD**  
Modern Mexican

**ALCOHOL**  
Full Bar

**HAPPY HOUR**  
M-F 5:00pm-7:00pm

**GOOD FOR**  
Groups, Couples

**PRIVATE EVENTS?**  
Yes! [Find out more](#)

**DECOR**  
Mexico City —

selection of

Mexico City —

selection of

**PRIVATE EVENTS**

Book An Event at Distrito

We've got several private spaces to suit any occasion, from corporate parties to gatherings with friends and family.

[See our available options](#)

# DISTRITO

OUR MENUS ★ HOURS & DIRECTIONS ★ ABOUT DISTRITO ★ BOOK A TABLE

BOOK A TABLE

Party Size

2 people

Date

12/21/2012

Time

7:30pm

Find a Table →

## → LUNCH

### BRUNCH

### HAPPY HOUR

### DINNER

### DRINKS



# LUNCH

from 11:30AM - 2:30PM today

## Featured Items

[Download the Full Lunch Menu](#)

## ★ FIRST COURSE ★

TRADITIONAL GUACAMOLE \$10  
with Cotija Cheese

SALSA MEXICANA \$7

NACHOS IGNACIO \$5  
black beans, tomato, queso fresco, jalapeño

CHILANGO CHOP \$8  
romaine, baby arugula, watercress, green apples, cranberries, spiced pecans, honey-lime vinaigrette

TORTILLA SOUP \$7  
chicken, tortilla chile broth, queso fresco, avocado

CALABAZA SOUP \$8  
butternut squash, jumbo lump crab, candied pepitas, crema

★★★

WE DELIVER!  
Check us out on [DiningIn](#) for the delivery menu.



# Modules

# 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.

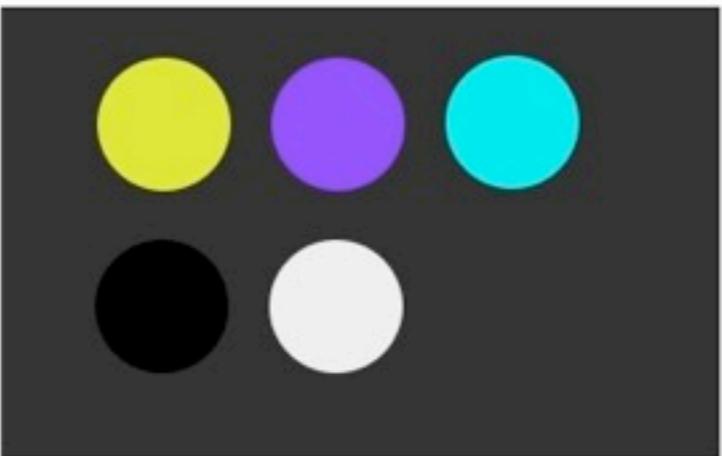
### *h3. The Nominees*

#### *h4. This is a fourth level heading*

**TOP SUPER FANS**

**Vote!**

COPY



**Kitty Pryde**

**Vote!**

# h1. Classroom Practice

## h2. The Book Whisperer: Awakening the Inner Reader in Every Child

By [Bill Ferriter](#)

### H3. ANNOUNCEMENTS

#### H4. FEATURED RESOURCE

BODY COPY 14/24 Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in erat justo. Nullam ac urna eu felis dapibus condimentum sit amet a augue. Sed non neque elit. Sed ut imperdiet nisi. Proin condimentum fermentum nunc. Etiam pharetra, erat sed fermentum feugiat, velit mauris egestas quam, ut aliquam massa nisl quis neque.

Common Core (96)

Teaching (95)

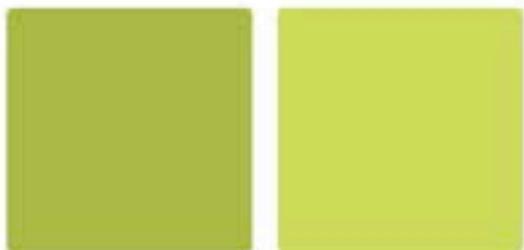
Teaching 2030 (122)

Scholastic (200)

Barnett (89)

Standards (56)

[More...](#)



POSTS (24)



COMMENTS (15)



## List Style. Preparing For a Moving Target-NY State ELA Test



Type Scale

**14, 23, 32, 52**



SEARCH BLOGS



# Pattern Library

## BASICS

Typography

Forms

Content

## FRAGMENTS

User Interface

Page Tools

Story Teasers

Video Teasers

Conversation

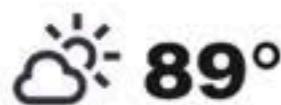
## MODULES



TEMAS POPULARES

CRIMINALIDAD - VIEQUES - LLUVIAS

Ver más →



89°

HI 89° LO 72°

SAN JUAN

VER CLIMA

## ¿Crees que Snowden es culpable?

Si

70%



No

30%



## .popular-topics

This pattern is intended to be used where it displays links to popular story topics.



## .weather-report



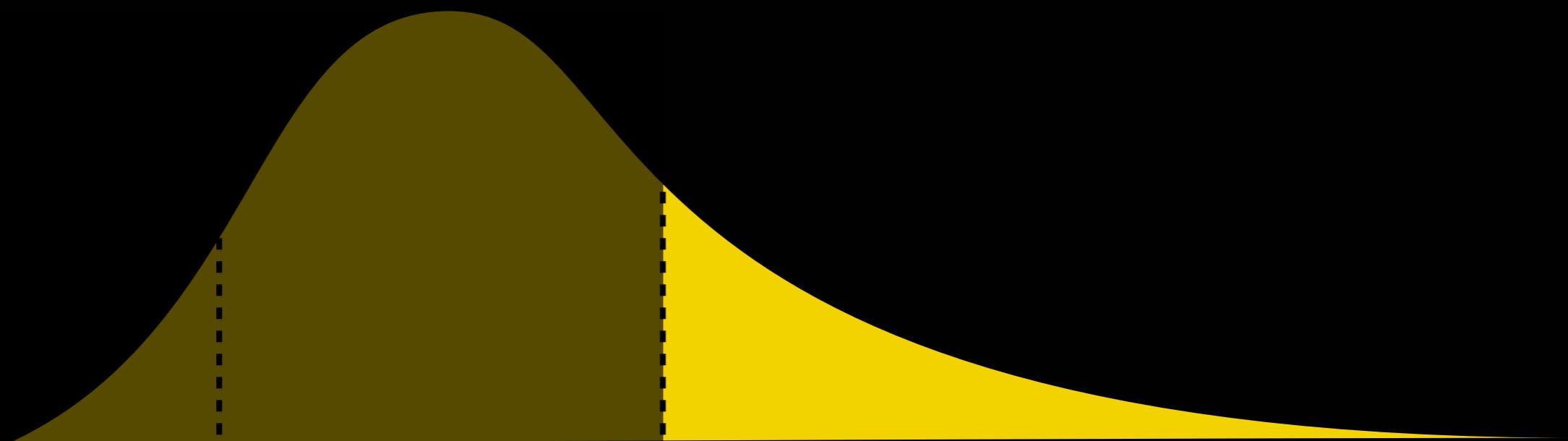
## .poll

The "poll" pattern uses the HTML datalist element to style them so that the percentage-based results illustration, the data description elements define percentage-based width with a value matching content.



# Refining the Solution

# Don't Use Static Design Tools



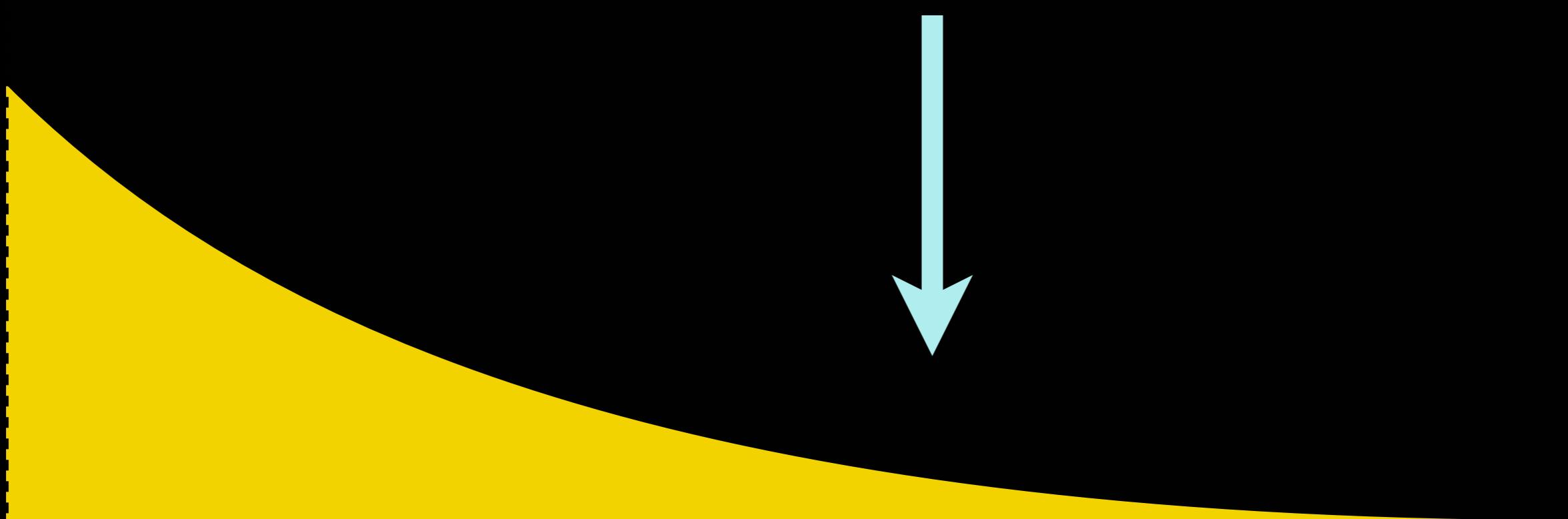
**Instead of static design  
hand-offs, consider  
design pairing**



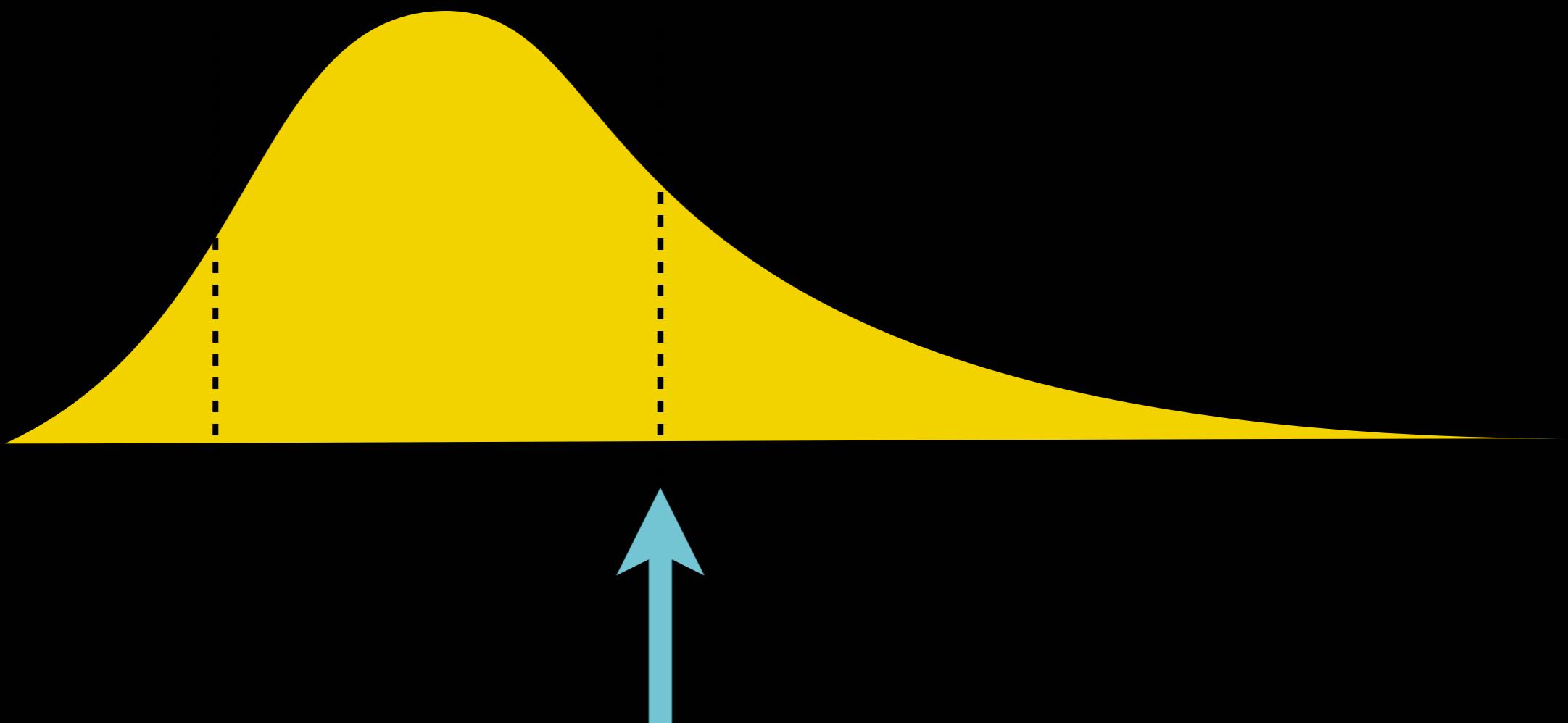




**You don't want to do the long tail  
more than once**



# The Switching Point



**What if you work  
remotely?**

¿Crees que Snowden  
es culpable?

Sí

No

Send →

¿Crees que Snowden  
es culpable?

Sí

70%

No

30%

## ¿Crees que Snowden es culpable?

Si

70%



No

30%



SKETCHING

Wherever you  
are, wherever  
they are —  
Skype keeps you  
together.

Get  
Started  
→

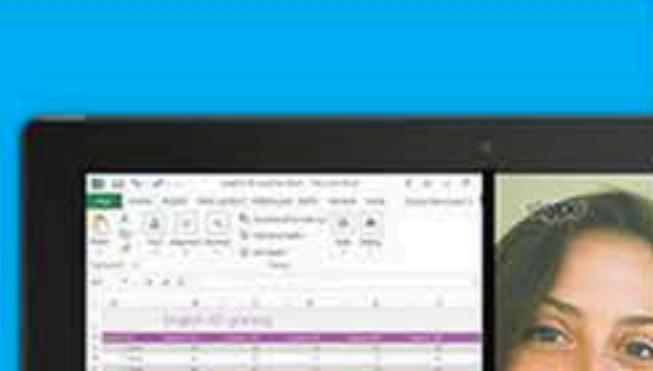


Want to know more?

[Learn about Skype](#)

**SKYPE**

Nail the big project  
(with a little help)



Snap Skype to anything  
with Windows 8.1

Skype Gift Cards

Give a bit of Skype Credit  
and stay in touch with the  
ones you love.



# Make this meeting the one to remember.

New feature: Recording

**start meeting**

a quick, free download to get started



**join meeting**

enter code



free for Windows, Mac & mobile Upcoming maintenance

Pricing

Free trial

join.me fo

# JOIN.ME

Issues ▾

 New Issue

14 Issues

### Normal

#5871 **Video and Destacados Modules responsive**  → Yesenia Perez-Cruz

#5867 **Section Landing: 3rd Story: Layout**  → Yesenia Perez-Cruz

#5866 **General: Footer: Layout**  → Yesenia Perez-Cruz

#5865 **Home: Article List: Image Size** 

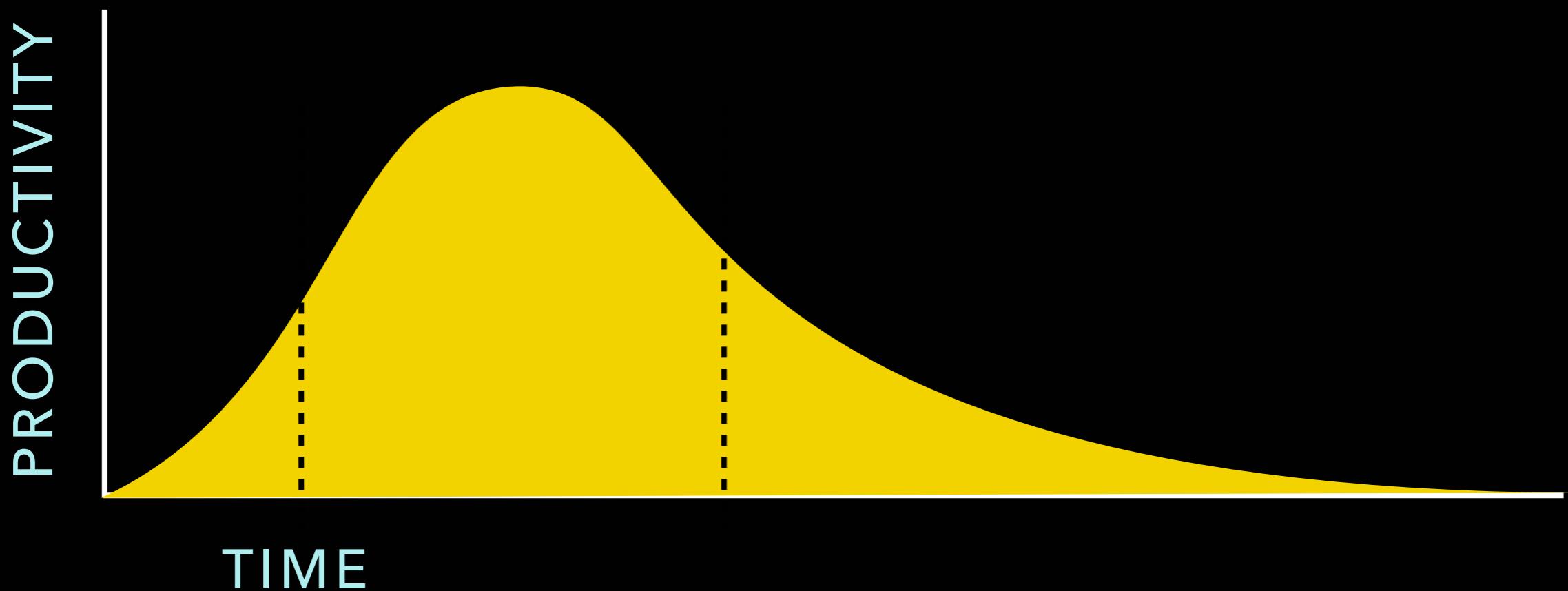
SIFTER

#5864 **Home: Main Article: Layout**  → Yesenia Perez-Cruz

#5863 **General: Navigation: Fonts**  → Yesenia Perez-Cruz

**Communicate.  
Always.**

# Dissecting Design



# MILES DAVIS

COLUMBIA

UNIVERSITY HILL MUSIC



Lp

## Kind of Blue

with Julian "Cannonball" Adderley

Paul Chambers

James Cobb

John Coltrane

Bill Evans

Wynton Kelly

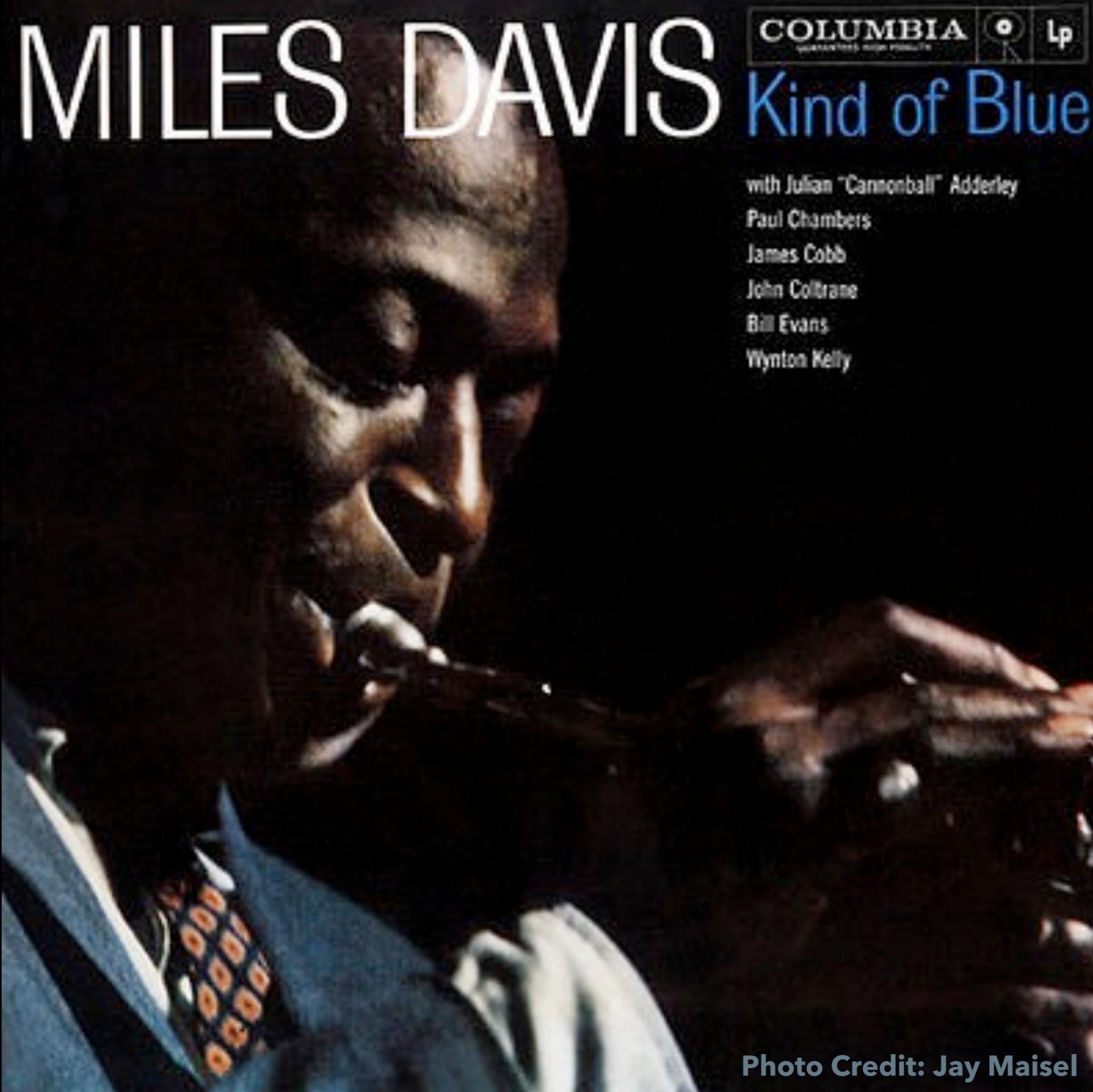


Photo Credit: Jay Maisel

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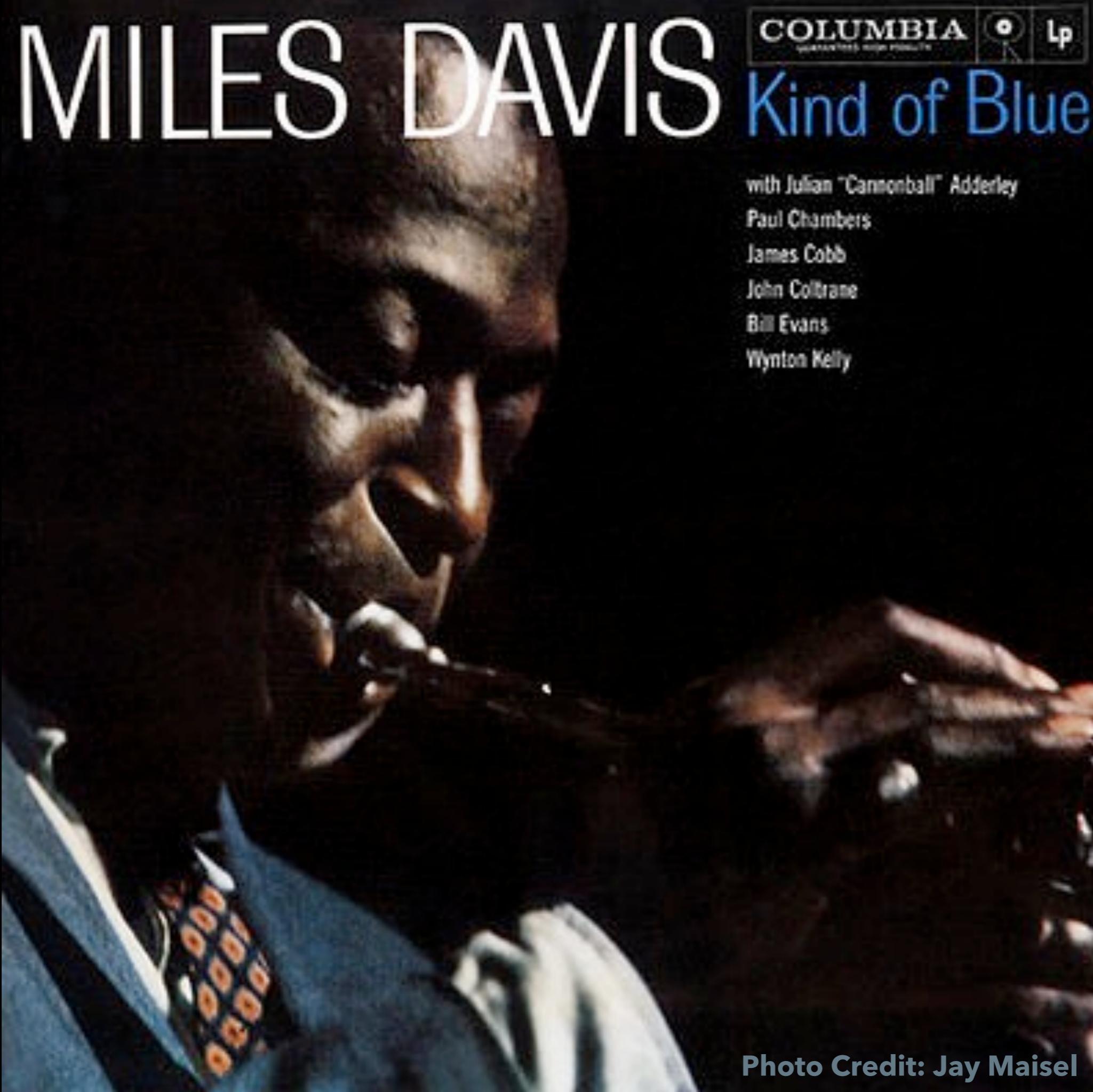


Photo Credit: Jay Maisel

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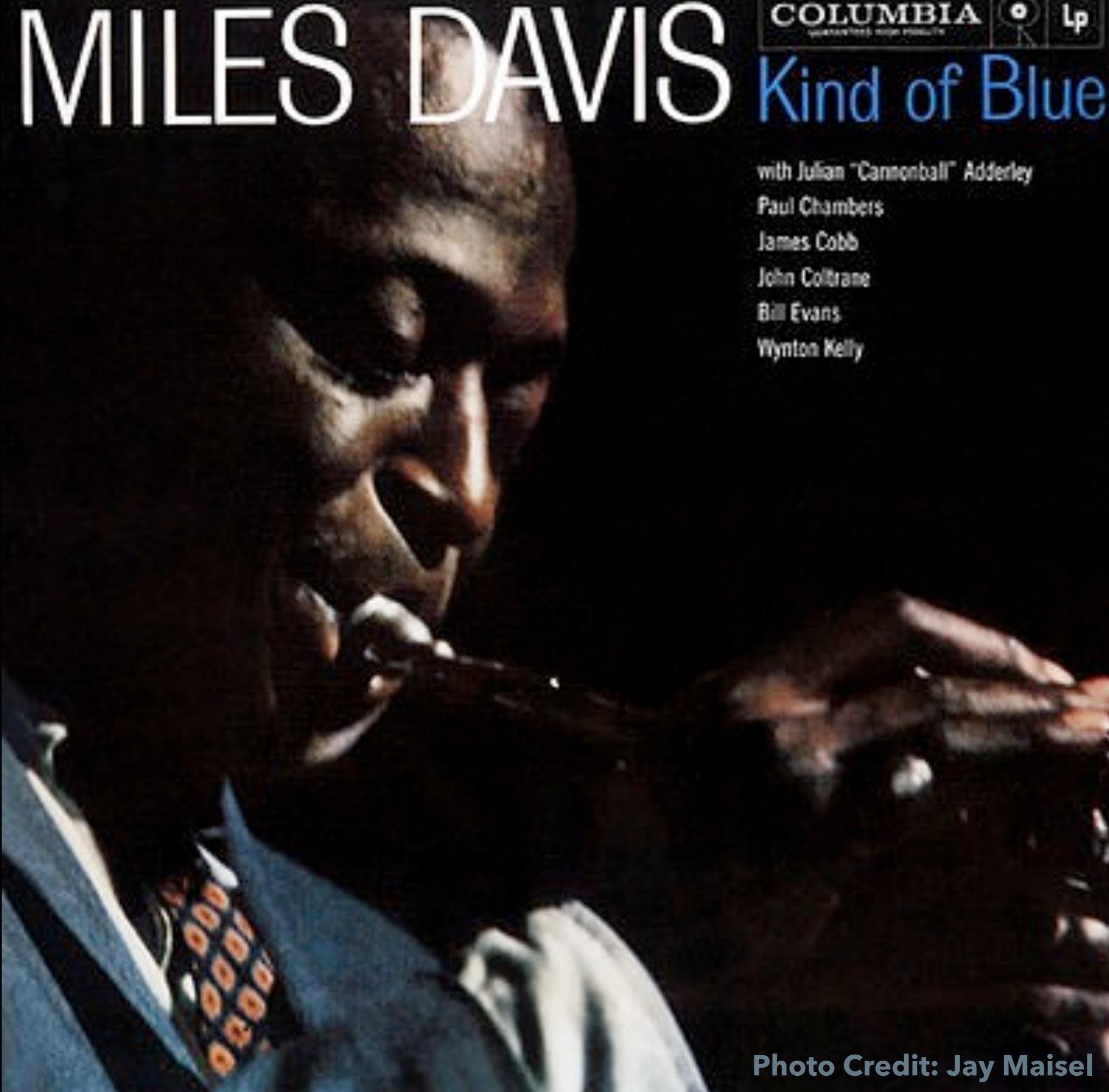


Photo Credit: Jay Maisel

**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 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.**

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**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

Yesenia Perez-Cruz  
@yeseniaa

**THANK YOU!**

Ben Callahan  
@bencallahan