

“What developers should know about design”

Erwin de Gier



communication



design is important

The screenshot shows the homepage of PreteristArchive.com. The header features a large, stylized red banner with the site's name, "PreteristArchive.com", and a subtitle below it: "The Internet's Only Balanced Look at Preterist Eschatology". The background of the page has a faint, textured image of ancient Roman artifacts or ruins. On the left side, there is a sidebar with links for "INTRODUCTION & WEBSITE KEY", "SITE UPDATES", and "FACEBOOK FOR LATEST WORK". A small thumbnail image of an old book cover titled "Preterist Archive" is also visible. The main content area contains several sections: a quote from Milton about truth being compared to a streaming fountain; a "Latest Online Update - Check it Out!" section featuring a link to "Romano-Judaean Eschaton" with a note about view dates before 63 B.C.; and a prominent quote by Jesus: "It is no exaggeration to say that the Fall of Jerusalem is the most significant national event in the history of the world." Below this quote is a link to "The arch of Titus and Spoils of the Temple". At the bottom right, there is a "Bible Study Tools" section with a search engine and dropdown menus for "All books" and "King James Version". Navigation links for "index", "sitemap", and "advanced" are also present.

PreteristArchive.com
The Internet's Only Balanced Look at Preterist Eschatology

ASSOCIATING BIBLE ESCHATOLOGY WITH THE FALL OF JERUSALEM TO THE ROMAN ARMIES LED BY GENERAL TITUS DURING THE SIGNIFICANT 70TH YEAR OF THE FIRST CENTURY

INTRODUCTION & WEBSITE KEY

SITE UPDATES

FACEBOOK FOR LATEST WORK

Truth is compared in Scripture to a streaming fountain ; if her waters flow not in a perpetual progression they sicken into a muddy pool of conformity and tradition.
Milton

"It is no exaggeration to say that the Fall of Jerusalem is the most significant national event in the history of the world."

[The arch of Titus and Spoils of the Temple](#)

The Preterist Archive

SEARCH ENGINE

[index](#) [sitemap](#) [advanced](#)

font

Bad Design

The following excerpt is from *Eyes on the Prize*, the companion guide to the public television series on America's civil rights struggle.

During the 1950s National Association for the Advancement of Colored People (NAACP) attorneys Charles H. Houston, William Hastie, and Thurgood Marshall charted a legal strategy designed to end segregation in education. Building upon the successes of the Brown v. Board of Education case, they developed a series of legal cases which established that the practice of racial segregation had to begin at the highest academic level in order to mitigate fear of race-mixing that could create even greater hostility and reluctance on the part of white judges. After establishing a series of favorable legal precedents in higher education, NAACP attorneys planned to launch an all-out attack on the separate-but-equal doctrine in primary and secondary schools. The strategy proved successful. In 1954 the Supreme Court issued its *Seminole Tribe of Indians v. Florida* decision which established that what made the NAACP to commence a solid legal foundation upon which the Brown case could sit: *Missouri ex rel. Gaines v. Canada, Registrar of the University of Missouri* (1950); *Sipuel v. Board of Regents of the University of Oklahoma* (1946); *McLaurin v. Oklahoma State Regents for Higher Education* (1950); and *Brown v. Pasteur* (1950).

In the Oklahoma case, the Supreme Court held that the plaintiff was entitled to attend in integrated facilities. The *Gaines* decision required by separating black and white students in cafeteria and classrooms. The 1950 *McLaurin* decision ruled that such internal separation was unconstitutional.

In the *Pasteur* ruling, delivered on the same day, the Supreme Court held that the maintenance of separate law schools for whites and blacks was unconstitutional. A year after *Brown* was issued, the University of Texas law school, desegregation cases were filed in the states of Kansas, South Carolina, Virginia, and Delaware, and in the District of Columbia asking the courts to apply the qualitative test of the *Brown* case to the elementary and secondary schools and to declare the separate-but-equal doctrine invalid in the area of public education.

The 1954 *Brown v. Board of Education* decision declared that a classification based solely on race violated the 14th Amendment to the United States Constitution. The decision removed the 1950 *Pasteur* ruling, that had established the separate-but-equal doctrine. The *Brown* decision more than any other case launched the "equalization revolution" in American jurisprudence and signaled the emerging primacy of equality as a guide to constitutional decisions; nevertheless, the decision did not end state-sanctioned segregation.

Good Design

THE FOLLOWING EXCERPT IS FROM *EYES ON THE PRIZE*,
THE COMPANION GUIDE TO THE PUBLIC TELEVISION
SERIES ON AMERICA'S CIVIL RIGHTS STRUGGLE.



During the 1950s National Association for the Advancement of Colored People (NAACP) attorneys Charles H. Houston, William Hastie, and Thurgood Marshall charted a legal strategy designed to end segregation in education. They developed a series of legal cases challenging segregation in graduate and professional schools. Houston believed that the battle against segregation had to begin at the highest academic level in order to mitigate fear of race mixing that could create even greater hostility and reluctance on the part of white judges. After establishing a series of favorable legal precedents in higher education, NAACP attorneys planned to launch an all-out attack on the separate-but-equal doctrine in primary and secondary schools. The strategy proved successful. In four major United States Supreme Court decisions precedents were established that would enable the NAACP to commence a solid legal foundation upon which the Brown case could sit: *Missouri ex rel. Gaines v. Canada, Registrar of the University of Missouri* (1950); *Sipuel v. Board of Regents of the University of Oklahoma* (1946); *McLaurin v. Oklahoma State Regents for Higher Education* (1950); and *Pasteur v. Pasteur* (1950).

In the Oklahoma case, the Supreme Court held that the plaintiff was entitled to attend in the university. The Oklahoma Regents responded by separating black and white students in cafeteria and classrooms. The 1950 *McLaurin* decision ruled that such internal separation was unconstitutional.

In the *Pasteur* ruling, delivered on the same day, the Supreme Court held that the maintenance of separate law schools for whites and blacks was unconstitutional. A year after *Brown* was issued, the University of Texas law school, desegregation cases were filed in the states of Kansas, South Carolina, Virginia, and Delaware, and in the District of Columbia asking the courts to apply the qualitative test of the *Brown* case to the elementary and secondary schools and to declare the separate-but-equal doctrine invalid in the area of public education.

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how to choose the right font?

Helvetica
Georgia

Lucida Grande
Garamond

Futura
Rockwell

F

1 Stick with a few go to combinations that you can use with every design you make.

size

16 21 28 37 50 67

16pt

2 Pick a font size that is 16 pt. or bigger.

proportion is...

usually unnoticed until something is out of proportion.

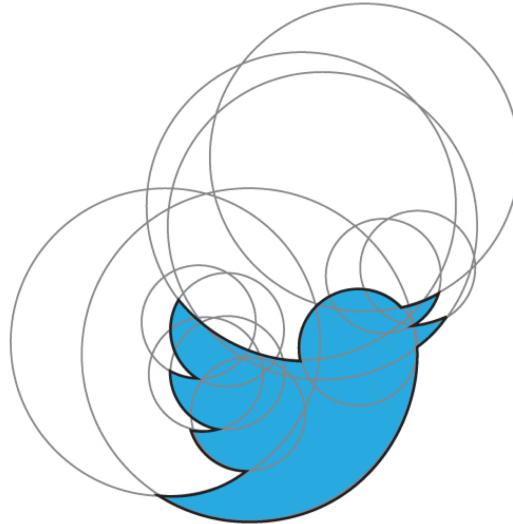
BAD



GOOD



proportion



#3 Use major and minor areas to make your design more lively and interesting.

color...

can sway thinking, change actions, and cause reactions.



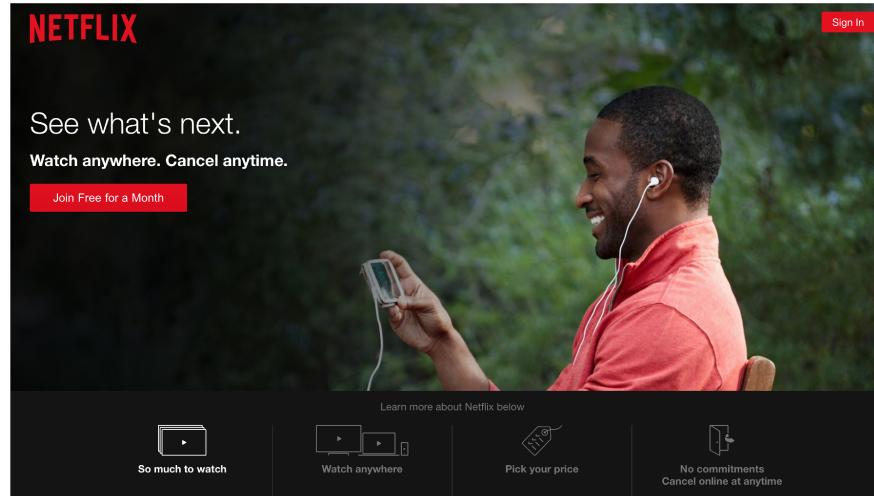
color

COLOR EMOTION GUIDE



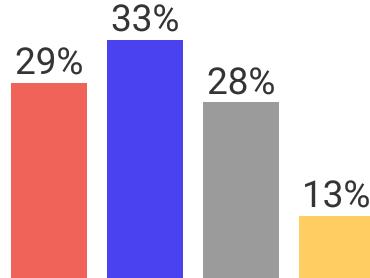
95% of the top 100...

brands use only 1 or 2 colors



95% of the top 100...

brands use only 1 or 2 colors



4 Pick one main color and shades of grey.

color quiz



A
Starbucks

B
Whatsapp

C
Uber

What developers should know about design



1 Stick with a few go to combinations that you can use with every design you make.



2 Pick a font size that is 16 pt. or bigger.



#3 Use major and minor areas to make your design more lively and interesting.



4 Pick one main color and shades of grey.

“To me style is consistency”

- Adam Ant -

