

“What developers should know about design”

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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, followed by a subtitle: "The Internet's Only Balanced Look at Preterist Eschatology". Below the banner, a pink sidebar on the left contains links for "INTRODUCTION & WEBSITE KEY", "SITE UPDATES", and "FACEBOOK FOR LATEST WORK". A small image of an old book cover titled "Preterist Archive" is also visible. The main content area includes a quote from Milton: "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." Below the quote, a large statement reads: "'It is no exaggeration to say that the Fall of Jerusalem is the most significant national event in the history of the world.'" A link to "The arch of Titus and Spoils of the Temple" is provided. At the bottom right, there is a "Bible Study Tools" section with a search bar and dropdown menus for "Search", "All books", and "King James Version".

why me?



topics

Font?

Proportion?



Color?

Size?

font

Text Text

Serif Font

Sans Serif Font

serifs

font

Lorem ipsum

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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.

proportion is...

usually unnoticed until something is out of proportion.

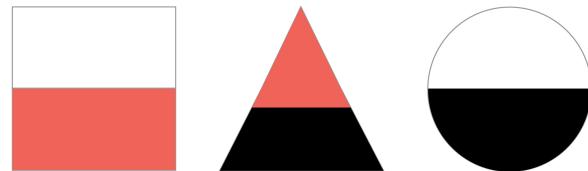
BAD



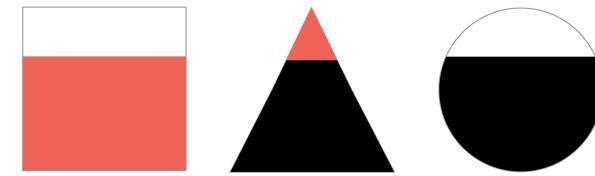
proportion is...

usually unnoticed until something is out of proportion.

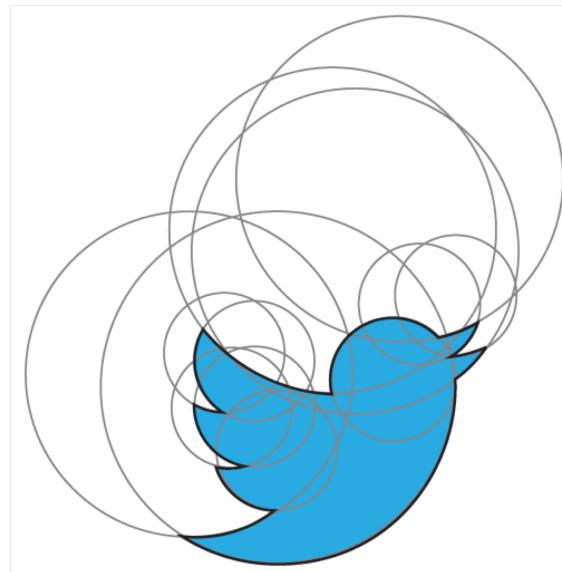
BAD



GOOD



proportion



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

size

16 21 28 37 50 67

size

This is an example of some bad font. As you can see the letters are rather small so you might find yourself leaning forward to read the text. Similarly, the spacing between each sentence is very small, therefore it makes it harder to track naturally from one line to the next. The rest of the text here is lorem ipsum (filler text) to give you an idea - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ultricies, lorem non auctor ultrices, nisl arcu dapibus justo, id placerat elit nisi eget nunc. Donec consectetur leo vitae felis consectetur ut congue leo faucibus. Fusce tincidunt pulvinar metus, ullamcorper ullamcorper elit tincidunt nec. Ut id ante odio, non pretium ante. Mauris vel mi in purus interdum ultrices. Curabitur nec dolor lectus. Mauris malesuada molestie pellentesque. Maecenas vitae mi neque, quis cursus diam.

This is an example of some good font. As you can see the letters are bigger so you can sit back comfortably and read. Similarly, the spacing between each sentence has a bit of spacing, therefore it makes it easier to track naturally from one line to the next. The rest of the text here is lorem ipsum (filler text) to give you an idea - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ultricies, lorem non auctor ultrices, nisl arcu dapibus justo, id placerat elit nisi eget nunc. Donec consectetur leo vitae felis consectetur



3 Pick a font size of 16 pt. or bigger

color...

can sway thinking, change actions, and cause reactions.



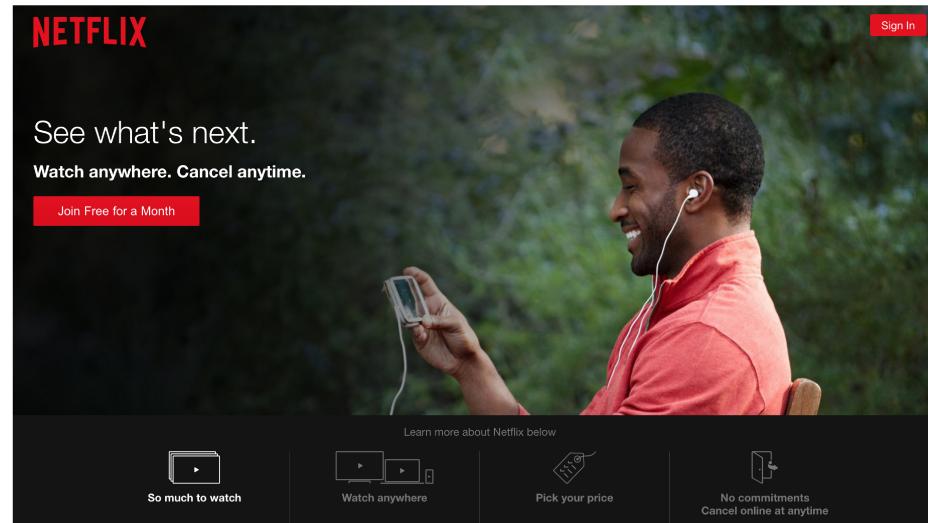
color

COLOR EMOTION GUIDE



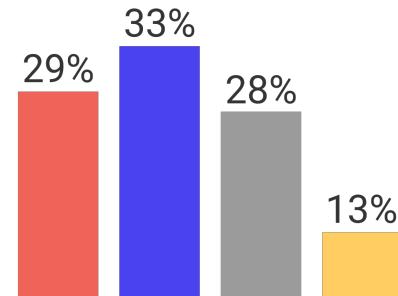
95% of the top 100...

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.

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.

What developers should know about design



#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 -

