

# *“What developers should know about design”*

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## *communication*



*design is important*



*why me?*



*topics*

Font?

Color?

Proportion?

Size?



*font*

Text Text

Serif Font

Sans Serif Font

*font*

## **Lorem ipsum**

  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor  
  incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nos-  
  trud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis  
  aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat  
  nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui  
  officia deserunt mollit anim id est laborum.

## *how to choose the right font?*

Helvetica  
Georgia

Lucida Grande  
Garamond

Futura  
Rockwell

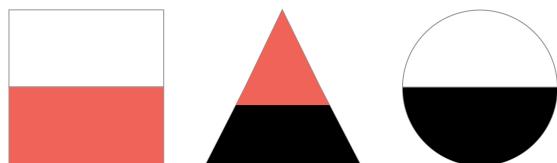
F

# 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.*

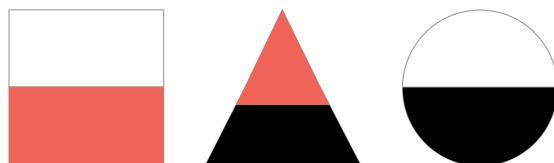
BAD



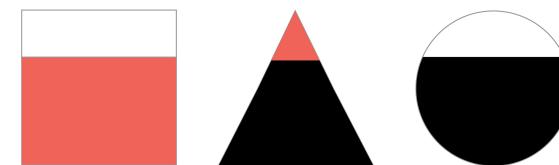
*proportion is...*

*usually unnoticed until something is out of proportion.*

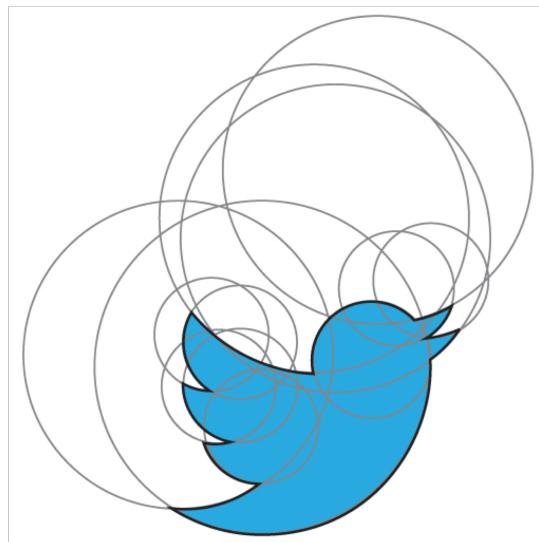
BAD



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

16pt

# 3 Pick a font size of 16 pt. or bigger

*color...*

*can sway thinking, change actions, and cause reactions.*



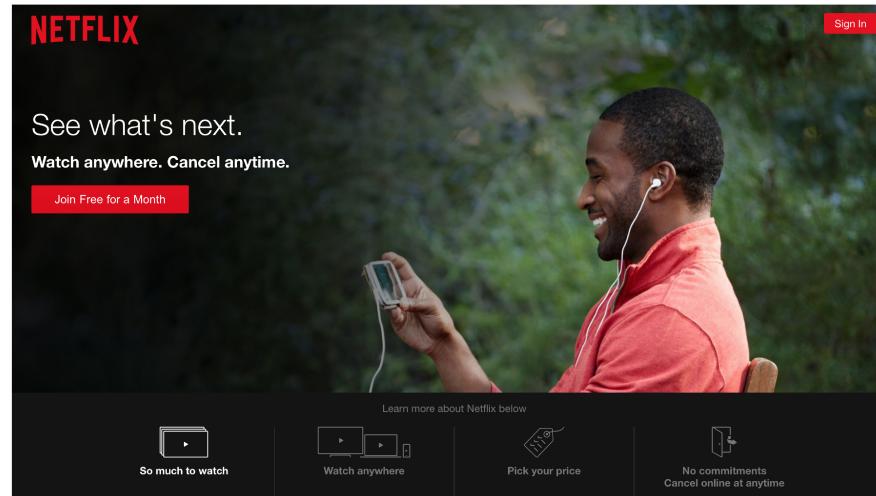
## *color*

# COLOR EMOTION GUIDE



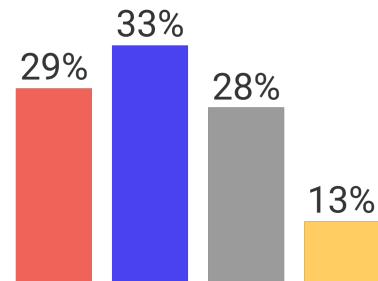
*95% of the top 100...*

*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 -

