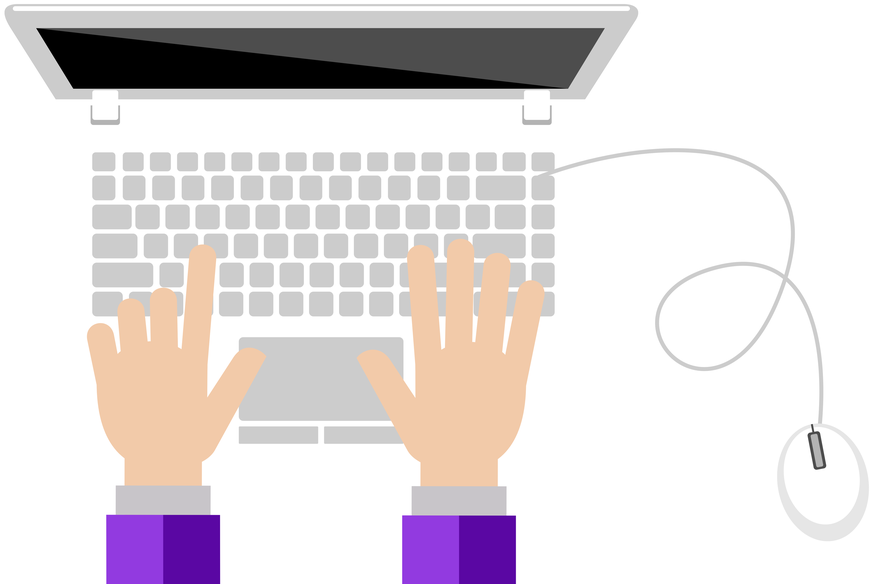
“What developers should know about design”

Livia Rickli

Erwin de Gier



communication

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 1930s National Association for the Advancement of Colored People (NAACP) attorneys Charles H. Houston, William Hastie, James M. Nabrit, Leon Ransom, 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 construct a solid legal foundation upon which the Brown case could rest: *Missouri ex rel. Gaines* v. Canada, Registrar of the University of Missouri (1938); *Sipuel* v. *Board of Regents of the University of Oklahoma* (1948); *McLaurin* v. *Oklahoma State Regents for Higher Education* (1950); and *Sweatt* v. *Painter* (1950).

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

In the *Sweatt* 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 Heman Sweatt entered 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 Sweatt 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 reversed the 1896 *Plessy* v. *Ferguson* ruling that had established the separate-but-equal doctrine. The *Brown* decision more than any other case launched the "equalitarian 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 1930s National Association for the Advancement of Colored People (NAACP) attorneys Charles H. Houston, William Hastie, James M. Nabrit, Leon Ransom, 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 construct a solid legal foundation upon which the Brown case could rest: Missouri ex rel. Gaines v. Canada, Registrar of the University of Missouri (1938); *Sipuel* v. *Board of Regents of the University of Oklahoma* (1948); *McLaurin* v. *Oklahoma State Regents for Higher Education* (1950); and *Sweatt* v. *Painter* (1950).

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

In the Sweatt 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 Heman Sweatt entered 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 Sweatt 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 reversed the 1896 *Plessy* v. *Ferguson* ruling that had established the separate-but-equal doctrine. The *Brown* decision more than any other case launched the "equalitarian 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.

http://blog.crew.co/the-science-behind-fonts-and-how-they-make-you-feel/

how to choose the right font?

Helvetica
Georgia

Lucida Grande
Garamond

Futura
Rockwell

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

size

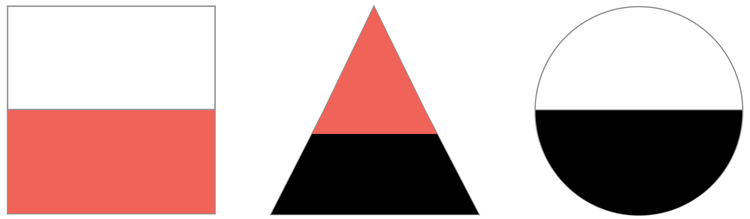
16 21 28 37 50 67

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

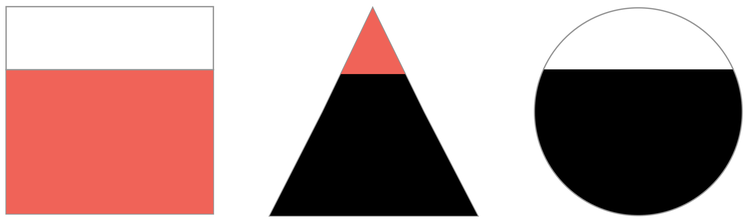
proportion is...

usually unnoticed until something is out of proportion.

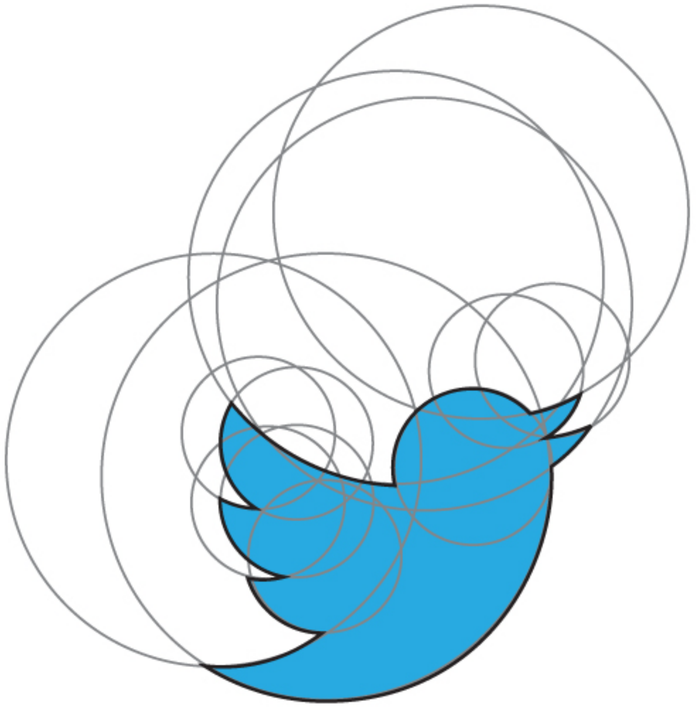
BAD



GOOD



proportion



proportion

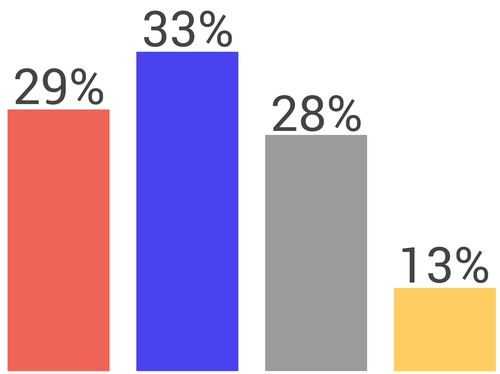
#3 Use major and minor areas to make your design more lively and interesting.

color...

can sway thinking, change actions, and cause reactions.

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
Spotify

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 -