

Visual Design & Composition

Color

Learning from Others

Analyzing some websites

Announcements

1. Guest speaker (Victoria Chávez) on Wednesday to talk about accessibility
2. Lab 3 and Homework 1 will be posted this evening
3. How'd it go in Lab this week? Any questions?

Outline

- Principles of composition
- Color
- Fonts and Typography
- Branding

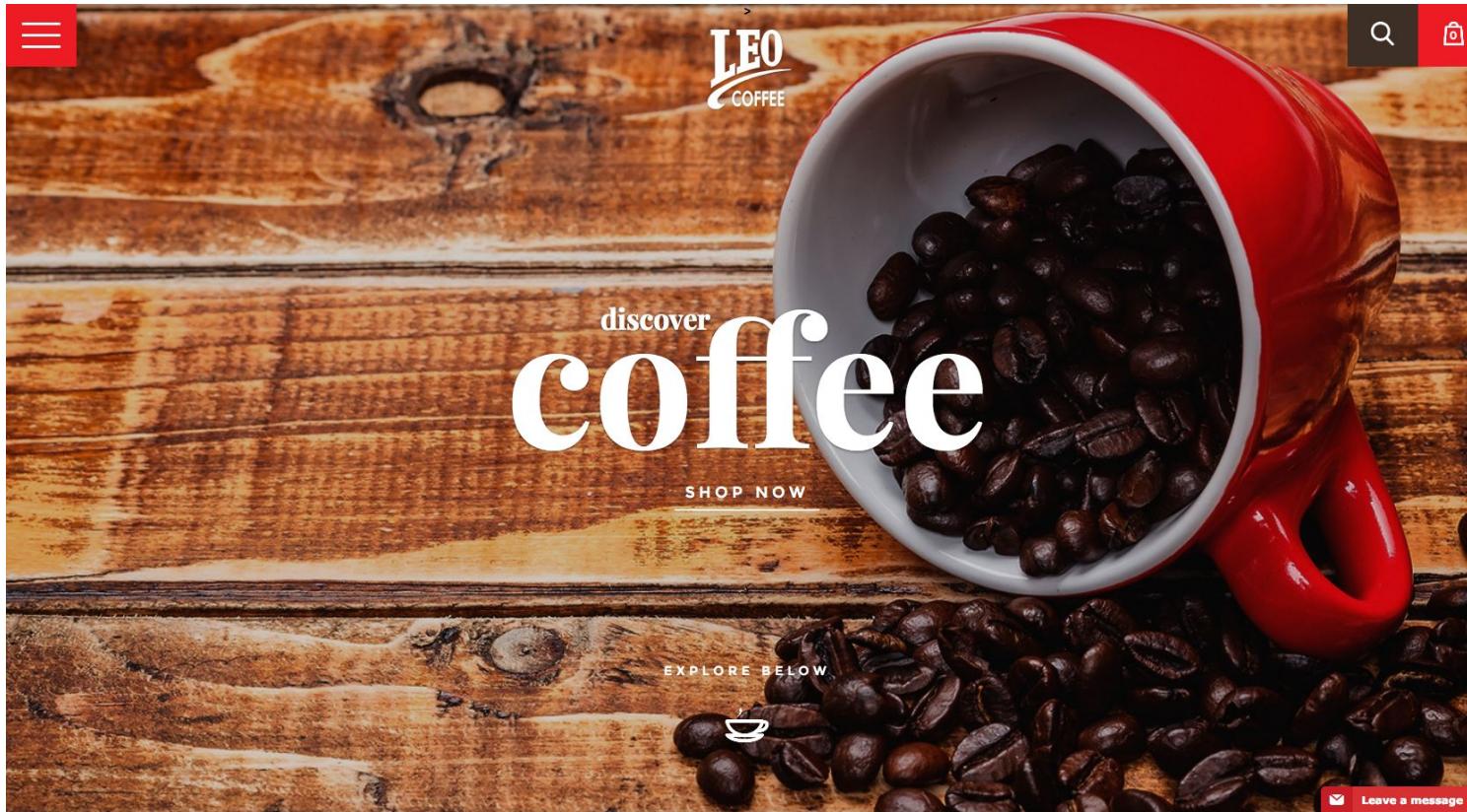
Outline

- **Principles of composition**
 - Color
 - Fonts and Typography
 - Branding

Composition

Using proximity, alignment, contrast, asymmetry, color, and repetition to build hierarchy and enhance usability

Simple system, simple composition



Complex system, simple composition

CLICK HERE TO SIGN YVETTE'S GUEST~BOOK !! ~*~*~*~*~*~*

Welcome to Yvette's !!!

Miss Sunshine Pageant Pageants
Yvette's moved to a NEW LOCATION!, please click here !! ~*

Established 1980 Sensational !! ~* HOLIDAY CELEBRATE

BRIDAL FORMAL PAGEANT PROM HOMECOMING CRUISE

Lauren, Brooke & Brittany trying on Gowns @ Yvette's, click here ~*~*~*

Yvette's Bridal Gowns Yvette's is here for YOU !!! ~*~*~*
let's Celebrate! it's Prom 2010 !!! ~*~*

Apple Pie , please click here ~*

Psychological Thriller !! ~* please click here !! ~*~*~*

Invitations !! please click here ~*

Yvette's has Gorgeous Gowns full figure!! click here

Yvette's sells Kitty Chen Couture, click here ~*Sensational !!~* Designer Fabrique ~*
***** Fashion Label~*

Мы любим Россия.

Nous aimons la France.

Tuxedo rentals starting @ \$65.00 ~*

Yvette's has Gorgeous Gowns full figure!! click here

Jewelry, Pearls, Swarovski Crystals, Necklaces, Earrings, Bracelets, Aurora Borealis Stones

Yvette'sPaintings for sale !!,please click here !! ~*

Yvette's phone number: (850)~871~3000 Monday thru Saturday 10:00 a.m. ~ 6:00 p.m.

ENTER YVETTE'S

~Pink Links to Your DESIGNERS~

Follow the Pink Links to Yvette's !! ~*

Yvette's sells tuxedos !!

prom dress
prom dress

우리는 한국을 사랑한다.

我們愛中國。

私達は日本を愛する。

C10.

Transferring data from yvettesbridalformal.p1r8.net...

Complex system, complex composition

The screenshot shows the Amazon Business Prime homepage with a dark blue header. The header includes the 'business prime' logo, a 'Hello' greeting and 'Select your address' button, a search bar with the placeholder 'Enter keyword or product number', a magnifying glass icon, and the text 'Wholesale made easy ►'. Below the header is a navigation bar with links for 'Departments', 'IT Supplies', 'Buy Again', 'Today's Deals', 'Gift Cards', 'Quantity Discounts', 'Recommendations', 'Savings Hub', language 'EN', user 'Hello, Sarah Account for Northwestern ...', 'Lists', 'Business Prime', and a shopping cart icon with '0' items.

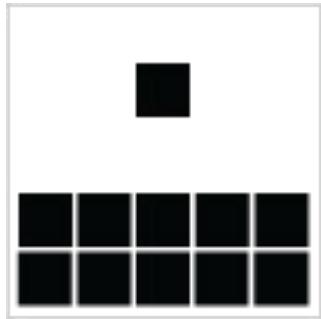
The main content area features a large teal banner with the text 'Wholesale made easy' and 'Save on business supplies in bulk'. To the left is an image of a box of 'NP 528 PA' napkins. To the right is an image of a box of 'VIVEX EXAM GLOVES'. Below the banner are five cards:

- Buy it again**: Easily find supplies from past orders. Includes a circular icon with a dollar sign and a left arrow. [Shop and Reorder](#)
- Today's Deals**: Find special deals happening now. Includes a blue price tag icon. [Shop deals](#)
- Your lists**: Revisit your shopping list to see what needs to be ordered. Includes a checklist icon. [See your lists](#)
- Stock up on PPE**: We offer PPE & workplace essentials for clean and safe environment. Includes a mask icon. [Purchase PPE](#)
- Shop work essentials**: See essential supplies that increase productivity. Includes a clipboard icon. [Buy work essentials](#)

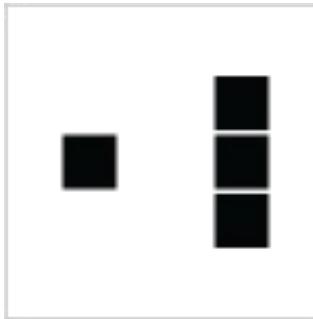
At the bottom, there is a section titled 'Related to items you've viewed' with a 'See more' link, followed by a row of small device images.

Page 1 of 2

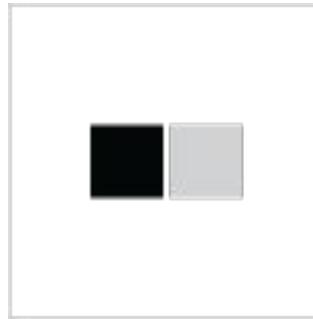
Building Hierarchy for complex systems



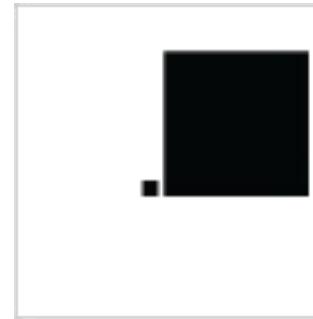
proximity /
repetition



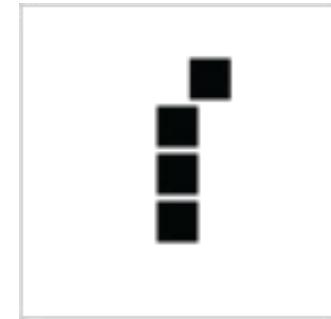
proximity /
repetition



contrast
(color)



contrast
(size)



alignment /
asymmetry

4 Principles of Composition (of many)

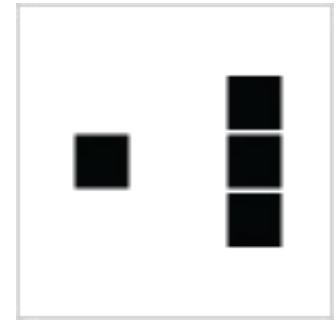
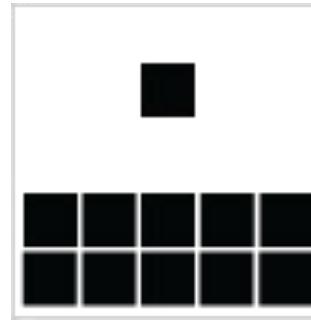
- Proximity
- Alignment
- Repetition
- Contrast

Proximity

Principle of Proximity

Physical closeness implies a relationship.

- Group related items together
- Separate items that are not related



Which is easier to scan and interpret?

Correspondences

Flowers, herbs, trees

Ancient Greeks and Romans

Historical characters

Quotes on motifs

Women

Death

Morning

Snakes

Language

Iambic pentameter

Rhetorical devices

Poetic devices

First lines

Collections

Small printings

Kitschy

Dingbats

Correspondences

Flowers, herbs, trees

Ancient Greeks and Romans

Historical characters

Quotes on motifs

Women

Death

Morning

Snakes

Language

Iambic pentameter

Rhetorical devices

Poetic devices

First lines

Collections

Small printings

Kitschy volumes

Dingbats

Which is easier to scan and interpret?

Ralph Roister Doister

(717) 555-1212

Mermaid Tavern

1027 Bread Street

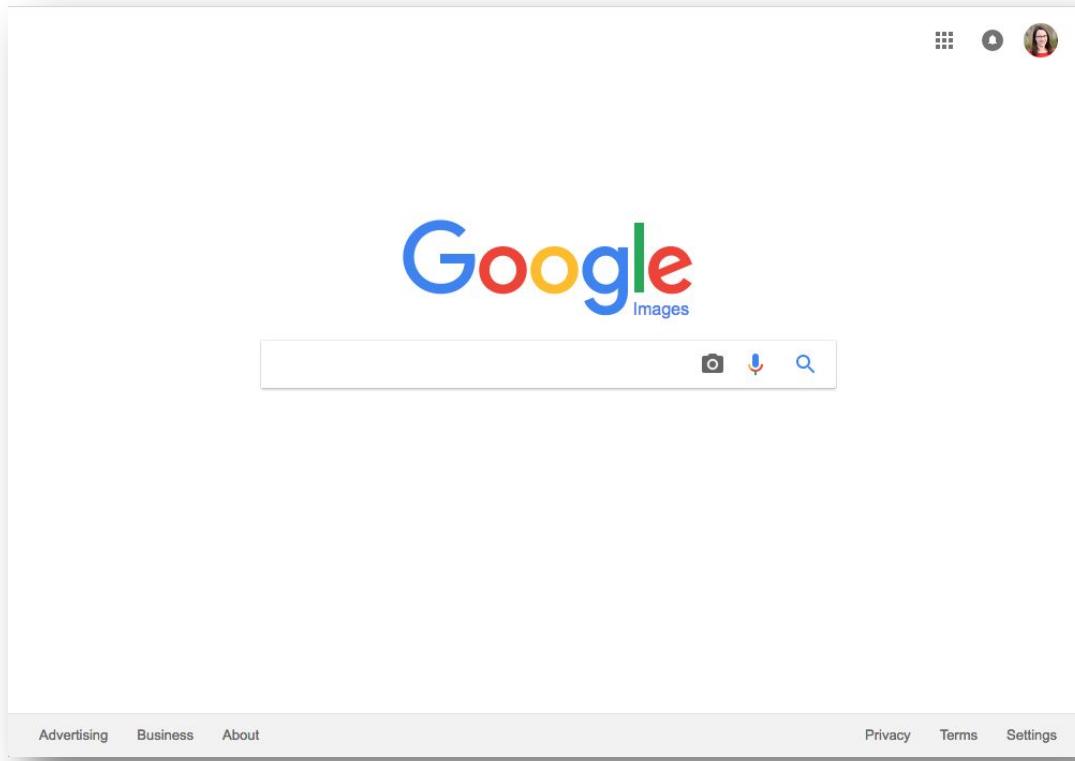
London, NM

Mermaid Tavern

Ralph Roister Doister

916 Bread Street
London, NM
(717) 555-1212

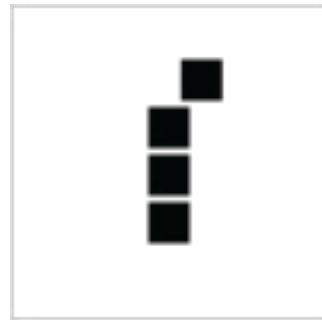
What is the purpose of all this whitespace?



Use Whitespace

- Helps to group items
- Helps readers scan
- Suggestions:
 - Put margins (white space) around all content.
 - Maintain a sense of proportion between the object and its surroundings.
 - Don't crowd controls together (even if grouped).

Alignment



Principle of Alignment

- Nothing should be placed arbitrarily.
- Every item should have a visual connection with something else on the page.



Avoid center-aligned text

PARTY

There's a party at my house

PARTY

there's a party at my house

Ipsum dolor sit amet, consectetur
adipiscing elit. Praesent euismod ultrices ante,
ac laoreet nulla vestibulum adipiscing. Nam quis
justo in augue auctor imperdiet. Curabitur aliquet
orci sit amet est posuere consectetur. Fusce nec
leo ut massa viverra venenatis.

Nam accumsan libero a elit aliquet quis ullamcorper arcu tincidunt. Praesent purus turpis, consectetur quis congue vel, pulvinar at lorem.

1909

First generation, Wilfred George Oliver sets sail for a new life in America.



1949

Oliver Printing Company was passed from father, Wilfred George Oliver, to son, Wilfred George Oliver and Joseph Trometter in January of 1949.

1966

In the spring of '66, Oliver Printing Company moved to its second location, 1001 East First Street. At this time, in a private area just east of Duquesne University, Oliver Printing Company, along with Wilfred George Building, Inc., Davenport, third generation Oliver, Ray Alan Oliver joined the company.

1924

In 1918, John R. Dorn and Wilfred George Oliver formed a business partnership, Gatz & Oliver Printing Company. At the time, they were employed at The Poston Press where Wilfred was the composing room foreman and John was the pressroom foreman. Several years later, the partnership was dissolved and Oliver Printing Company was then born at 2018 East 10th Avenue. After the war, fourth generation, Wilfred George Oliver was born to his father.



1960

In April of 1960, Wilfred George Oliver decided to take the family business into his own hands. He purchased his partner's half of the business, and then moved the company to the first floor of 1819 Euclid Avenue.

In August of 1965, fifth generation Oliver, Wilfred George Oliver started at the company.

1980

The beginning of a tradition—our company's First Annual Complate in the fall of 1980.

1982



In 1982, Oliver Printing Company moved out of downtown Cleveland to a suburb, Republic, located thirty miles southeast of the city. Since 1982, the number of employees has grown from eighteen to forty-five. This remains our current location.

1989

In June of 1989, fourth generation, George Wilfred Oliver joined the family business. In 2003, he became president of the company.

2003

In the fall of 2003, Oliver Printing Company expanded their Twinsburg location by adding an additional 15,000 square foot to accommodate our new 8-color press, a Heidelberg Speedmaster CD102.

2007

In March of 2007, Ruthann Ann Oliver joined the family business. In May of that year, she was also joined by fourth generation Oliver, Daniel Brian Oliver. They are both actively involved in daily company operations.

1993

Alignment Summary

- Main goal: unify and organize content
- Be conscious of where you place items
- Work within a grid

Avoid:

- Using more than one text alignment
- Use centered alignment consciously and for a purpose, not by default

Repetition

Principle of Repetition

- Repeat some aspect of the design throughout the entire piece.
- Partially about consistency (Norman) but goes even further to unify the design.
- Could be any aspect of the design
(fonts, colors, design elements, proximity, alignment)

What is repeating?

The Mad Hatter

- Wonderland, England

Objective

- To murder Time

Education

- Dodgson Elementary
- Carroll College

Employment

- Singer to Her Majesty
- Tea Party Coordinator
- Expert witness

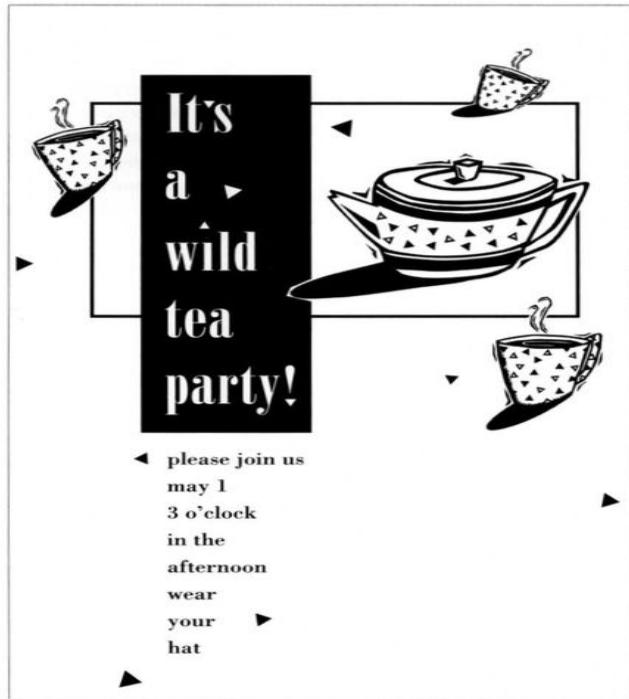
Favorite Activities

- Nonsensical poetry
- Unanswerable riddles

References available upon request.

- Bold typeface
- Light typeface
- Square bullets
- Indents
- Spacing
- Left alignment

What is repeating?



- Left alignment
 - Teacups
 - Triangles
 - Squares
- (more about branding)

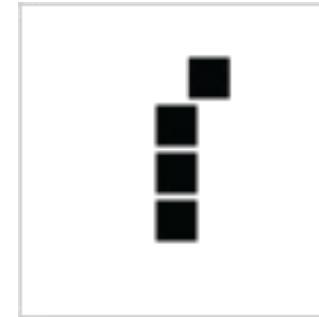
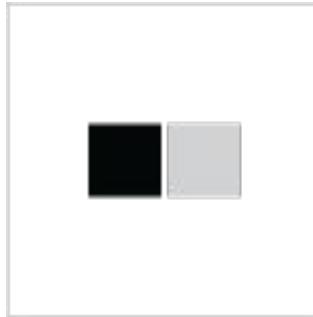
What is repeating?



Repetition Summary

- Main goal: unify and provide visual interest.
- Create repetition by
 - Strengthening repetitions that already exist
 - Creating new ones to enhance the design
- Avoid over-repetition (it's annoying)

Contrast



Principle of Contrast

- Contrast to draw a reader's eye to certain parts of the page
- Contrast can be created in many ways:
 - Size
 - Color (cool v. warm)
 - Whitespace
 - Asymmetry
- Be bold!
 - For contrast to be effective, it must be strong

Whis is easier to scan?

Laura Mathews

1955 Knolls Drive
Santa Rosa, California 95405
707.987.1234

Related Skills

Excellent working knowledge of laboratory tests and their significance in oncology care through working in a clinical laboratory, reinforced while providing patient care. Assisted with bone marrow biopsy and aspiration, lumbar puncture, paracentesis, thoracentesis, and intrathecal chemotherapy administration. Promoted self-care skills and adaptation of the client to their disease and particular treatment program.

Extensive experience with at-home care of AIDS and cancer patients, including IV line maintenance, pain management; understanding of medicare reimbursement and social service referrals.

Education

1990 Associate in Science Nursing, High Honors
Santa Rosa Junior College, Santa Rosa, California.

Experience

1992-present Registered Nurse for Home Health Plus, Visit Division. At-home care of patients with multiple health problems, AIDS, and cancer patients.

1990-present Registered Nurse for Memorial Hospital Oncology Unit, Santa Rosa, California. Managed the care of 4-5 oncology patients. Assumed lead nurse responsibilities. Assisted with new RN orientation. Assisted with procedures, administered chemotherapy, assessed for side effects of chemotherapy and disease process.

1985-1986 Nurse's Aide for Mendocino Coast District Hospital, Fort Bragg, California. Assisted with patient care in Med-Surg and Obstetrical settings.

1985-1986 Lab Assistant for Mendocino Coast District Hospital, Fort Bragg, California. Computer skills while inputting data, cultured lab specimens.

Personal Statement

Previous work experience in a fast-paced, high-stress environment has fine-tuned my organizational skills. My experiences have made me comfortable with oncology patients and their families. Supervisors value my organizational skills, eagerness to learn and assume responsibilities, and my dedication to my job.

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Whis is easier to scan?

hugs
a dog bakery
gallery • daycare



We know you love your four-legged friends,
So hike on over to **Hugs** for shows of affection!

Sterling Silver Jewelry...perfect for braggin' on your pup
Toys Galore...for making your dog feel special
Custom art prints of you and your furry friend
Dog calendars, books, and mouse pads
Figurines and statues of all breeds
First Aid Kits

Friday, July 11 and Saturday, July 12
Receive a FREE mini snack pack of *Hugs* puppy cookies
with any hiking gear purchase!

"Somebody needs a Hug!!!"
Hugs, where biscuits, beds, and books beckon

503 OLD DOG TRAIL, MADRAS, OR. 99909
TELEPHONE: (505) 555-1212 FAX: (505) 555-1212



hugs
a dog bakery • gallery • daycare

We know you love your four-legged friend, so hike on over to **Hugs** for shows of affection:

Sterling silver jewelry— perfect for braggin' on your pup
Toys galore—for making your dog feel special
Custom art prints of you and your furry friend
Dog calendars, books, mousepads, figurines, first aid kits

**Friday, July 11, and Saturday, July 12, receive
a FREE mini snack-pack of **Hugs puppy cookies**
with any hiking gear purchase!**

Somebody needs a hug!
hugs where biscuits, beds, and books beckon

503 Old Dog Trail • Madras • Oregon • 99909 T 505 555 1212 F 505 555 1212

Contrast Summary

Two main goals

- Create visual interest
- Effective information organization

Effective contrast is strong

- Elements have to be styled very differently
- Be bold!

Activity

CSS & Layouts

Layouts are ***the hardest thing*** about CSS for many reasons:

- The language has many, many different layout ‘paradigms’ for doing the same thing.
- Specifying the rules for arranging boxes the right way is difficult
- You have to design for several different browser configurations (what looks good on a desktop doesn’t necessarily look good on mobile).
- Everything has to be flexible and resizable so that it scales gracefully.

Activity: Composing a Layout in CSS

Let's deconstruct [this template website](#):

- How does this website instantiate the principles of:
 - Proximity (think whitespace)
 - Alignment (think grid)
 - Repetition
 - Contrast
- Let's draw some boxes...
- Let's think about how to create this layout. Some properties to highlight:
 - "position: fixed"
 - Margin and padding
 - Grid

Outline

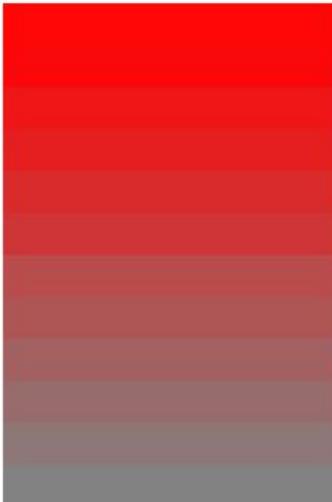
- Principles of composition
- **Color**
- Fonts and Typography
- Branding

3 Dimensions of Color

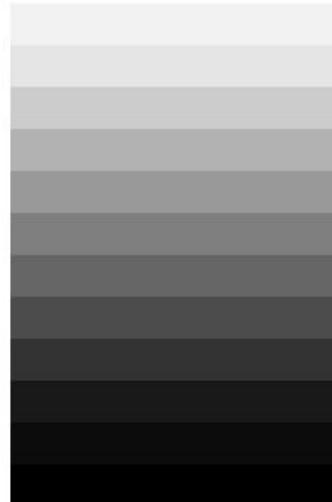
HUE



SATURATION



VALUE

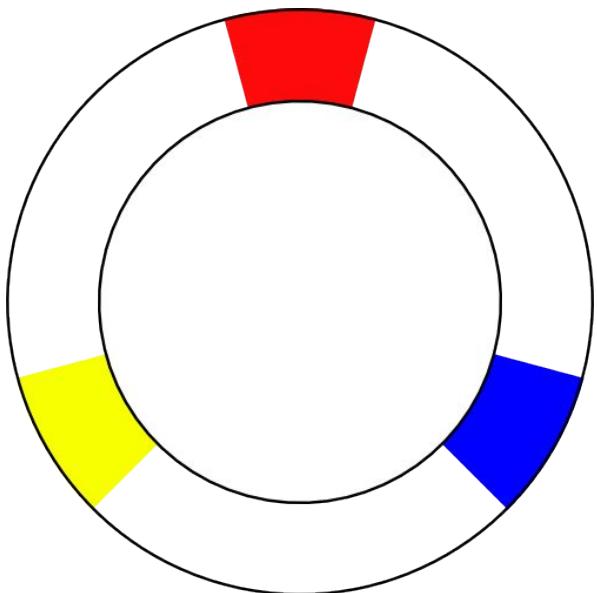


Hue: The tint

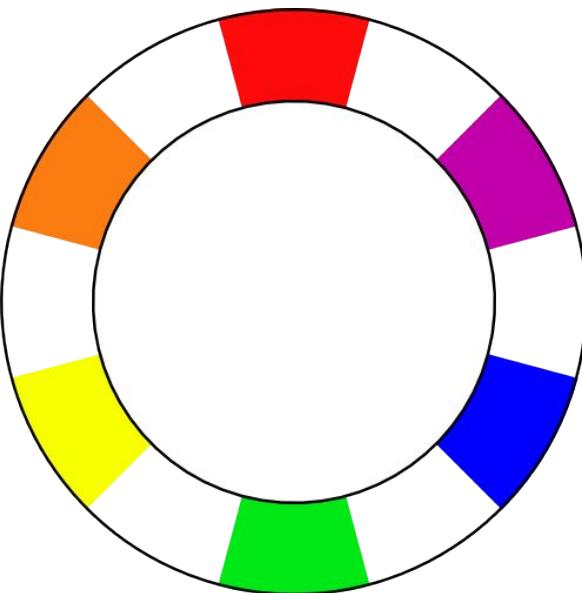
Saturation: how intense the color is. When color is fully saturated, the color is considered in purest (truest) version

Value: lightness or darkness of a **color**

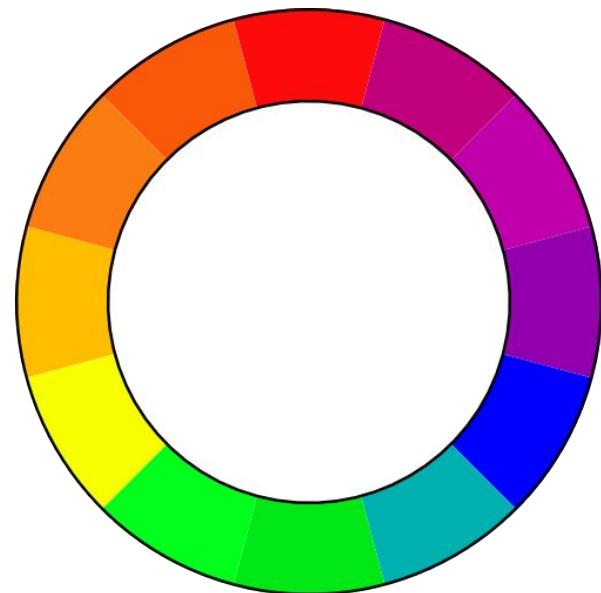




Primary

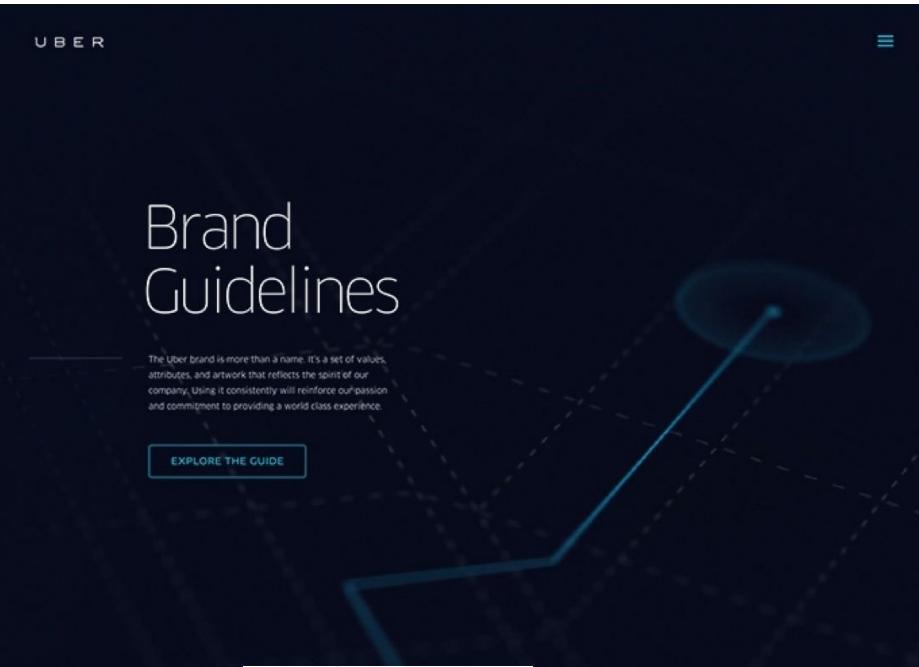


Secondary

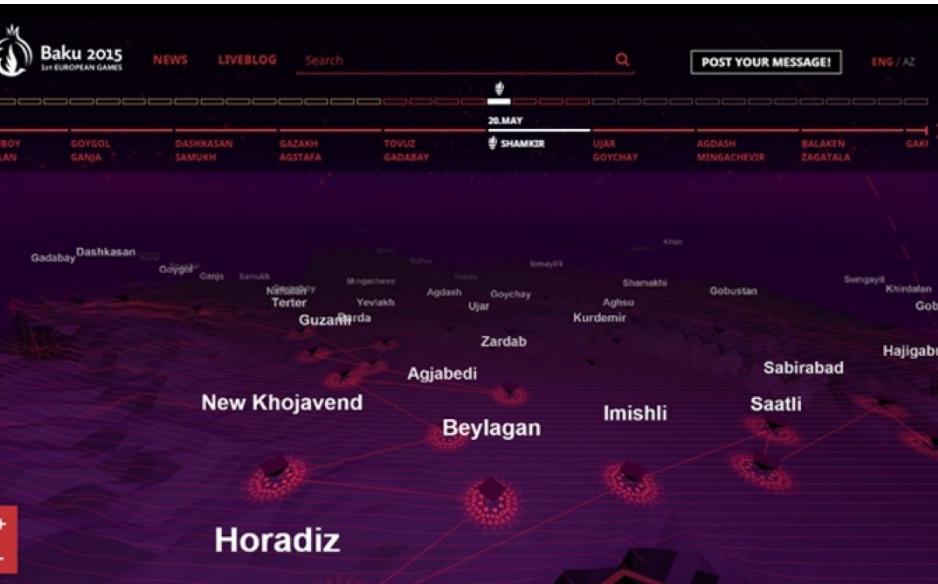


Tertiary

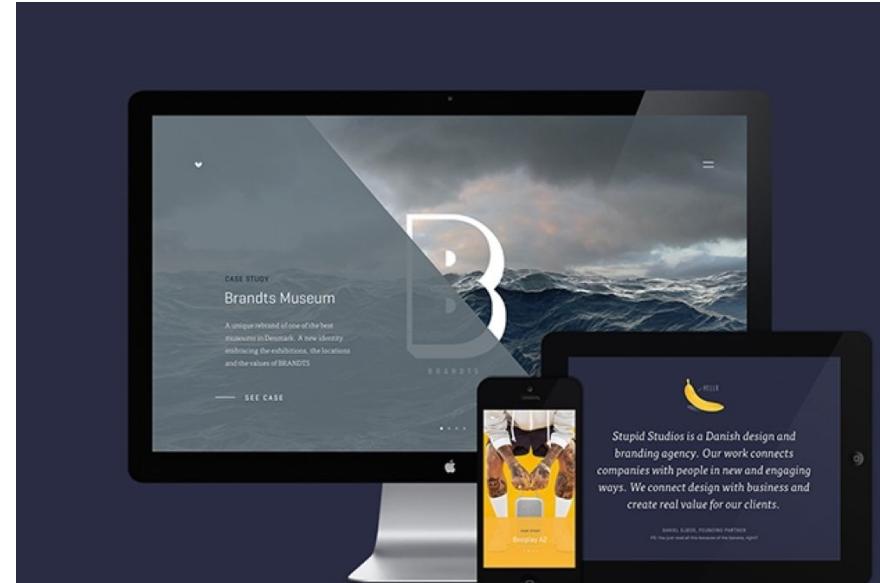
Monochromatic



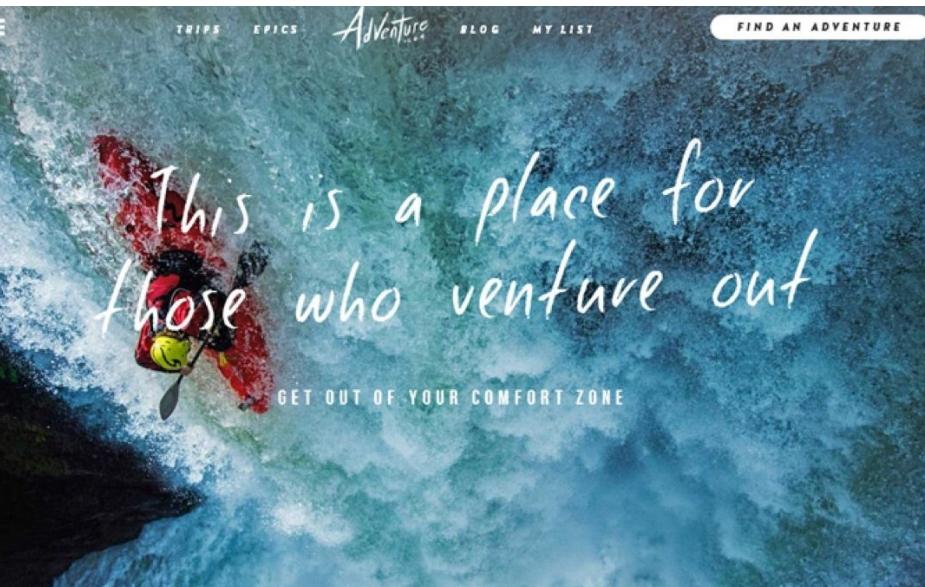
Analogous



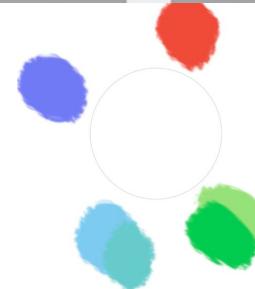
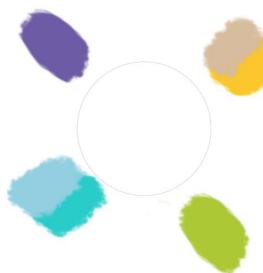
Complementary



Triadic



Tertiary



CSS Colors

RGB Hexadecimal

- Hexadecimal Digits (base-16)
- 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, a, b, c, d, e, f (0=0 and f=255)
- 2 digits for each color channel
- #33aaff (51 red; 170 green; 255 blue)
- Shorthand: #3af is the same as #33aaff

rgba(255, 255, 255, 0.5)

- allows transparency

Named colors

- hotpink, aqua, black, blue, fuchsia, gray, green, lime, maroon, navy, olive, purple, red, silver, teal, white, yellow, etc.

Resources: Color Palette Resources

1. [Kuler](#)
2. [Colour Lovers](#)
3. [Coolors.co](#)
4. [ColorBrewer.org](#)
5. [Palette from image](#)

Texture Resources

1. <https://www.transparenttextures.com/>
2. [Using textures: some guidelines](#)
3. [Websites that use textures](#)

Outline

- Principles of composition
- Color
- **Fonts and Typography**
- Branding

Typography

Font families

Hierarchy

Body Copy

Conventions

Pairing fonts

Font Dimensions



1 point = 1/72 vertical inch
12 point font = 1/6 vertical inch

Common Fonts

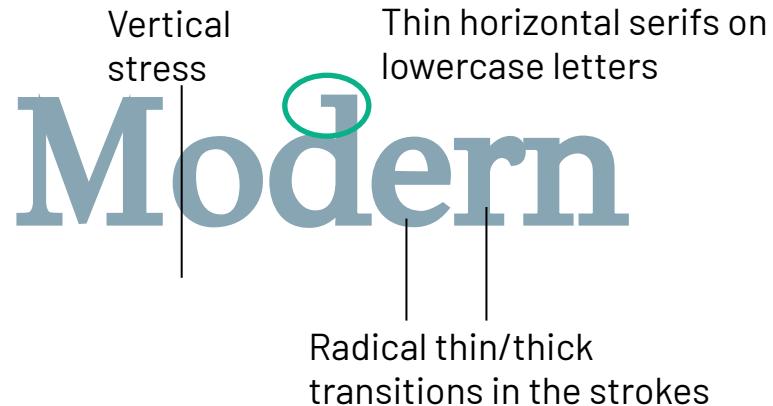
Diagonal
stress



Examples:

Times New Roman, Caslon, Garamond, Palatino, Bembo

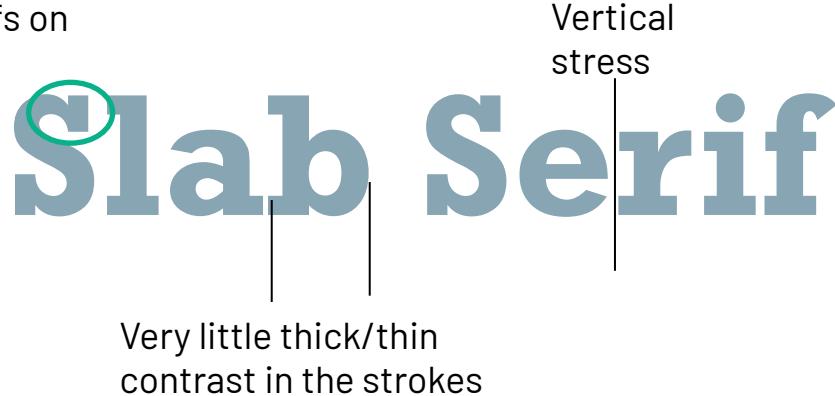
Common Fonts



Examples:
Didot, Bodoni

Common Fonts

Thick horizontal serifs on
lowercase letters



Examples:
Rockwell, Memphis

Common Fonts

No serifs anywhere

Sans Serif



No thick/thin contrast
in the strokes

Examples:

Helvetica, Arial, Franklin Gothic, Avenir

Choosing Body Copy

1. Ideally choose a type designed for body (Georgia, Arial)
2. Has italic, bold-italic, and bold
3. Readable at 14-24 px... Check on your screen!

Light 300

Grumpy wizards make toxic brew for the

Light 300 Italic

Grumpy wizards make toxic brew for the evi

Normal 400

Grumpy wizards make toxic brew for th

Normal 400 Italic

Grumpy wizards make toxic brew for the e

Semi-Bold 600

Grumpy wizards make toxic brew for t

Semi-Bold 600 Italic

Grumpy wizards make toxic brew for the

Bold 700

Grumpy wizards make toxic brew for

Bold 700 Italic

Grumpy wizards make toxic brew for th

Extra-Bold 800

Grumpy wizards make toxic brew fo

Grumpy wizards make toxic brew for

Grumpy wizards make toxic brew for

Open Sans has 10 variations

Choosing a title font

TECHNOLOGY

Technology

Type Setting

Ideally 50-60,75 characters/line

Avoid rivers

Marshmallow jelly-o gummi bears sugar plum cookie cake bonbon powder pudding. Liquorice ice cream biscuit halvah tiramisu candy bear claw tiramisu tootsie roll. Halvah sesame snaps chupa chups sweet sugar plum candy candy canes gummi bears ice cream. Donut jelly beans liquorice cookie apple pie jujubes. Brownie cake brownie tiramisu tart donut. Tart sweet chupa chups macaroon dessert.

Mind line spacing and word spacing

Marshmallow jelly-o gummi bears
sugar plum cookie cake bonbon
powder pudding. Liquorice ice
cream biscuit halvah tiramisu candy
bear claw tiramisu tootsie roll.
Halvah sesame snaps chupa chups
sweet sugar plum candy candy canes
gummi bears ice cream.

Other Conventions

1. Use smart quotes: “” not dumb quotes: ""
2. Avoid orphans and widows

Chocolate cake tart donut muffin chocolate jelly. Cake liquorice oat cake. Muffin cotton candy danish. Bonbon tart jelly brownie marzipan lemon drops tootsie roll carrot cake chocolate. Chocolate croissant toffee pastry. Apple pie halvah tart. Jelly-o chocolate bar candy pudding sugar plum croissant topping chocolate. Croissant croissant jelly pastry. Tootsie roll halvah topping donut jelly-o tart.

Orphan

Marshmallow jelly-o gummi bears sugar plum cookie cake bonbon powder pudding. Liquorice ice cream biscuit halvah tiramisu candy bear claw tiramisu tootsie roll. Halvah sesame snaps chupa chups sweet sugar plum candy candy canes gummi bears ice cream. Donut jelly beans liquorice cookie apple pie jujubes. Brownie cake brownie tiramisu tart donut. Tart sweet chupa chups macaroon dessert.

Chocolate cake tart donut muffin chocolate jelly. Cake liquorice oat cake. Muffin cotton candy danish. Bonbon tart jelly brownie marzipan lemon drops tootsie roll carrot cake chocolate. Chocolate croissant toffee pastry. Apple pie halvah tart. Jelly-o chocolate bar candy pudding sugar plum croissant topping chocolate. Croissant croissant jelly pastry. Tootsie roll halvah topping donut jelly-o tart.

Widow

Marshmallow jelly-o gummi bears sugar plum cookie cake bonbon powder pudding. Liquorice ice cream biscuit halvah tiramisu candy bear claw tiramisu tootsie roll. Halvah sesame snaps chupa chups sweet sugar plum candy candy canes gummi bears ice cream. Donut jelly beans liquorice cookie apple pie jujubes.

Pairing Fonts: Contrast

1. Weight
2. Size
3. Style
4. Family

Hey, Cameron.

You realize if we played by the rules right now
we'd be in gym? - *Ferris Bueller's Day Off*

PT Sans and PT Serif. Same family,
different style

Pairing Fonts: Concordance

1. Look at the x height

Members of the Droid family share a large x height.

Sexist Hypoxia

...they therefore work harmoniously when paired
(and it helps readability at small sizes)

How to not pair fonts: Conflict

1. Too similar
2. Similar and different in the wrong ways

The Sick Boy method?

Well, it nearly worked for him, hey.
- Trainspotting

Different x height, similar serifs. What purpose is each serving?

1. Too many

**Using Too Many Fonts
is bad, really bad.**

Font Selection Guidelines

Aim for simplicity and contrast

- a. Don't use more than 2 or 3 fonts
- b. One for body text, one for titles and headings

Use font features to create contrast

- a. Size, color, weight (e.g. bold), style (e.g. caps)

No more than 3-4 font varieties

- a. Don't mix fonts that serve a similar purpose
- b. Don't use two different serif fonts for body copy

Font Spacing Guidelines

Be generous with whitespace

- a. Always leave margins around body text
- b. Never pack it tightly against an edge

Use generous line height (but not too far away)

- a. Make sure body text is not crowded
- b. CSS: line-height: 120% or more

Keep text paragraphs narrow

- a. About 60 - 75 characters / 12 - 15 words
- b. Generally easier to read.

Resources: Google Fonts

The screenshot shows the Google Fonts homepage. At the top, there's a navigation bar with links for DIRECTORY, FEATURED, ARTICLES, ABOUT, and a user icon. A search bar is also at the top right. The main content area displays several font families:

- Roboto** by Christian Robertson (12 styles)
- Mukta Mahee** by Ek Type (7 styles)
- Bellefair** by Nick Shinn, Liron Lavi Turkenic (1 style)
- Open Sans** by Steve Matteson (10 styles)
- Playfair Display** by Nick Shinn, Liron Lavi Turkenic (1 style)
- Ubuntu** by Peter Biľak, Lada Kružíková, Daniel Kružík (10 styles)

Below the fonts, there are two large text samples demonstrating different font families:

All their equipment and instruments are alive.

A red flare silhouetted the jagged edge of a wing.

I watched the storm, so beautiful yet terrific.

Almost before we knew it, we had left the ground.

On the right side of the page, there are several filter options:

- Categories:** Serif, Sans Serif, Display, Handwriting, Monospace
- Sorting:** Trending
- Languages:** All Languages
- Number of styles:** A slider with a dot positioned near the middle.
- Thickness:** A slider with a dot positioned near the middle.
- Slant:** A slider with a dot positioned near the middle.
- Width:** A slider with a dot positioned near the middle.

<https://fonts.google.com/>

Resources: Google Font Pairings

Popular Pairings with Merriweather

Open Sans	+
Merriweather	Regular ▾
Open Sans	Regular ▾
Oswald	+
Josefin Slab	+
Open Sans Condensed	+
Montserrat	+

The spectacle before us
was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Resources: Font Awesome Icons

1. <https://codepen.io/vanwars/pen/wZyPLB?editors=1000>
2. Enables icons to have font properties (so that you can color them and scale them easily)



Outline

- Principles of composition
- Color
- Fonts and Typography
- **Branding**

Visual design can communicate values

Abundance	Daring	Kindness	Professionalism
Acceptance	Decisiveness	Knowledge	Punctuality
Accountability	Dedication	Leadership	Relationships
Achievement	Dependability	Learning	Reliability
Adventure	Diversity	Love	Resilience
Advocacy	Empathy	Loyalty	Resourcefulness
Ambition	Encouragement	Making a Difference	Responsibility
Appreciation	Enthusiasm	Mindfulness	Responsiveness
Attractiveness	Ethics	Motivation	Security
Authenticity	Excellence	Optimism	Self-Control
Autonomy	Expressiveness	Open-Mindedness	Selflessness
Balance	Fairness	Originality	Simplicity
Being the Best	Family	Passion	Stability
Benevolence	Friendships	Performance	Success
Boldness	Flexibility	Personal	Teamwork
Brilliance	Freedom	Development	Thankfulness
Calmness	Fun	Proactive	Thoughtfulness
Caring	Generosity	Professionalism	Traditionalism
Challenge	Grace	Quality	Trustworthiness



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18	19	20	21	22	23	24
25	26	27	28	1	2	3

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housing wanted
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rooms wanted
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NUA DOPPIO

NUA SC

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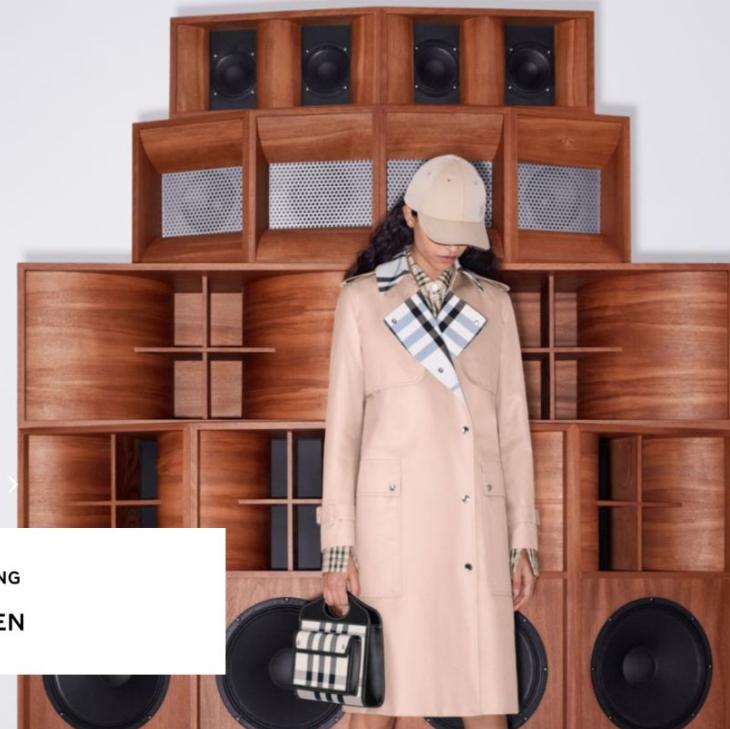
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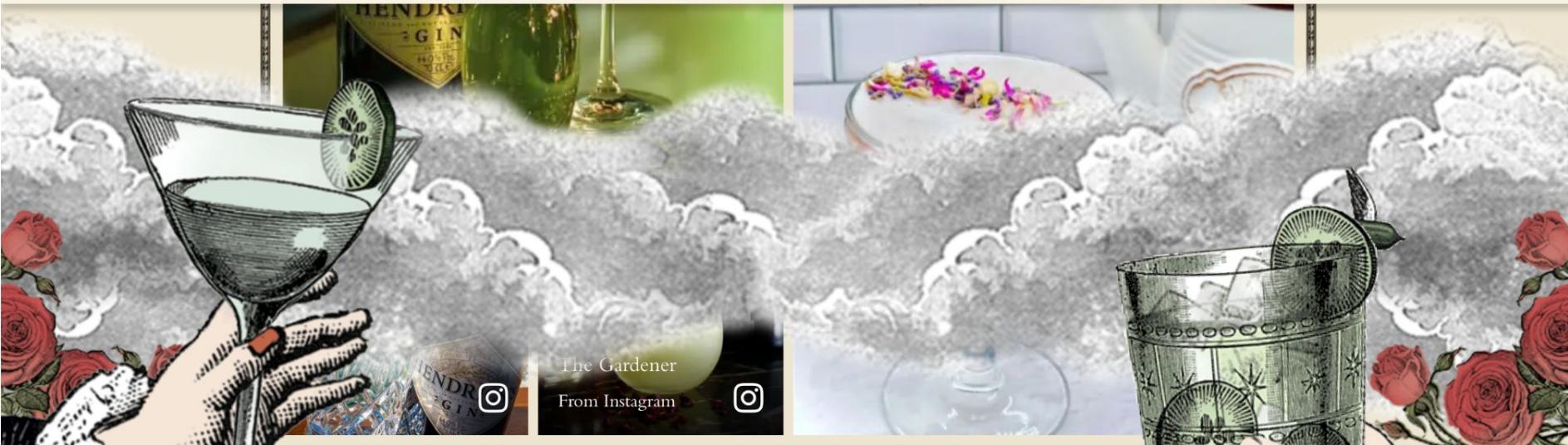
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Building a Brand Identity

Branding Kits

1. Selecting core values
2. Figuring out your primary mission
 - a. What is foreground?
 - b. What is background?
3. Figuring out a look-and-feel that communicates your values
4. How will you make use of colors, fonts, images, effects, etc. to instantiate your brand?

Branding Kits

1. Many websites / apps / platforms publish their branding kits:
 - a. [Spotify](#)
 - b. [Northwestern](#)
2. As you instantiate your frameworks, keep in mind that most companies have standardized widgets, stylesheets, and guidelines to ensure an integrated look-an-feel. Use them to get ideas.

Sample Style Guides

- Salesforce's [Lightning Design System](#)
- Alibaba's [Ant Design](#)
- Atlassian's [Design Guidelines](#)
- Firefox's [Photon Design](#)
- IBM's [Carbon Design](#)
- Intuit's [Harmony Design](#)
- Shopify's [Polaris](#)

For your final project...

Think about how you might visually instantiate a brand identity for your own personal website / online portfolio?