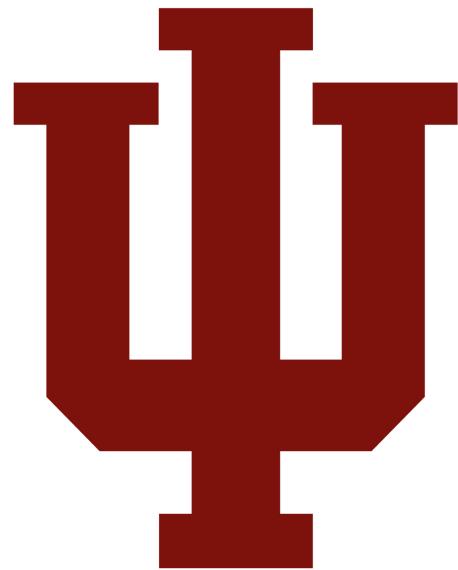


How Side Projects can Jumpstart Creativity and Your Career

Hayden Mills



Mills
DIGITAL



Side Projects

What are side projects?

Creative stuff that you make on your own or with your friends. Creative freedom.

Side projects are for everyone yo.

Individuals (Young and old)
Startups and Businesses

Side Project vs. Creative Hobby

- A side project has an output, a finished product (eventually).
- A creative hobby is a long-term interest.

**Creative freedom without
consequence**

Learn how to ship something

**Helps curb burnout and renew
enthusiasm for career**

**Help creates new opportunities for
your career**

Side projects are the new resume.



They force you to show not just tell.

fontpair.co



More scripts About Analytics New to Google Fonts?

676 font families shown

Word Sentence Paragraph Poster

GO

Preview Text: Grumpy wizards make toxic brew for the evil ▾ Size: 28 px ▾ Sorting: Popularity ▾

Filters:

All categories ▾

Thickness

Slant

Width

Script:

Latin ▾

Reset all filters/search

Styles:

Show all styles

Normal 400
Grumpy wizards make toxic brew for the evil Queen and Jack.

Open Sans, 10 Styles by Steve Matteson



Add to Collection

Normal 400
Grumpy wizards make toxic brew for the evil Queen and Jack.

Roboto, 12 Styles by Christian Robertson



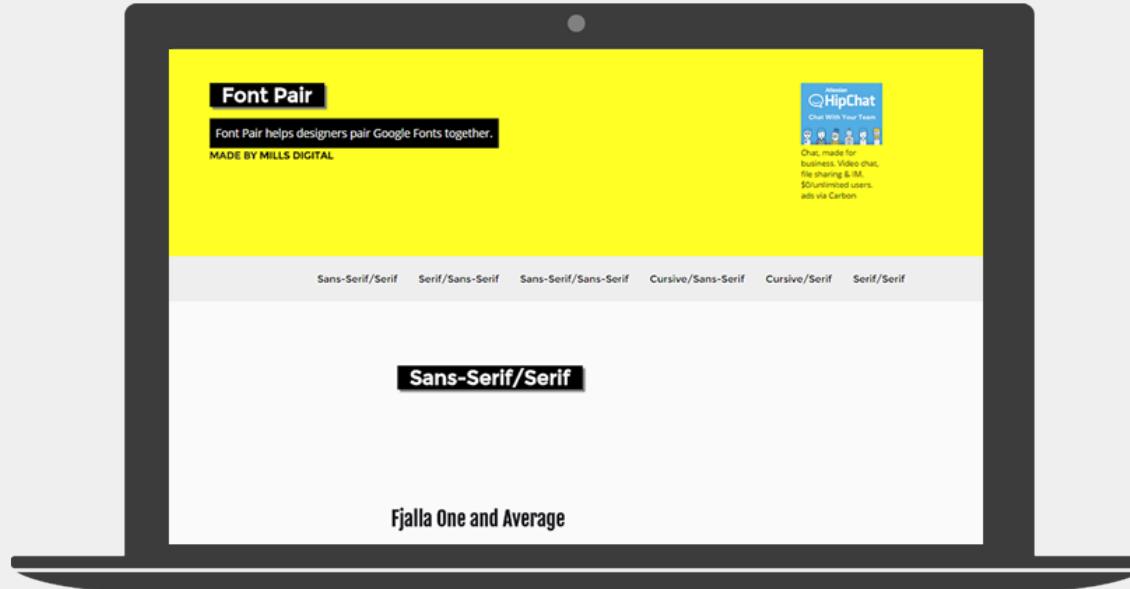
Add to Collection

Normal 400
Grumpy wizards make toxic brew for the evil Queen and Jack.

Oswald, 3 Styles by Vernon Adams



Add to Collection



Huge Tech School | Huge ... x A Authentic Form & Function... x W Webflow: Pro Website Buil... x Overview - Google Analytics x +

https://www.google.com/analytics/web/?hl=en#realtime/rt-overview/a58355429w92267834p96054137/

Google YouTube Broadcast ... Y Yahoo! Inbox haydendmills Central Authentication... Oncourse : My Worksp... cPanel X AIT Staff Portal Y Hacker News Box Indiana University

haydendmills@gmail.com Font Pair - http://fontpair.info All Web

Google Analytics

Home Reporting Customization Admin

Overview

Find reports & more

Right now

64 active users on site

DESKTOP MOBILE

86% 14%

Pageviews

Per minute Per second

-26 min -21 min -16 min -11 min -6 min -1 -50 sec -45 sec

Top Referrals:

Source	Active Users
linkis.com	1

Top Active Pages:

Active Page	Active Users
/	64 100.00%

Top Social Traffic:

Source	Active Users
Facebook	22
Twitter	11

Top Locations:

Audience

Overview Demographics

Windows Internet Explorer Mozilla Firefox Google Chrome Microsoft Edge





Steve Hayward
@steve_hayward_

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Just stumbled across this handy little resource for some font pairing inspiration:
fontpair.co

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Matches made in heaven fontpair.co

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9:35 AM - 4 Mar 2015



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Tu ne sais pas quelle police de caractère choisir ? Essaie fontpair.co #helpchoosing
#butgooglefontonly

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Where has this been all my life?
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creativebloq.com/web-design/feb...

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Brilliant: fontpair.co via: @millsdigital

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4:06 PM - 8 Mar 2015



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In my opinion, best font pairing website:

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#design #webdesing #typography

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Chris Coyier
@chriscoyier

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Font pairing example sites:

[Follow](#)

fontpair.co
femmetbot.github.io/google-type/
typewolf.com/open-source-we...
[hellohappy.org/beautiful-web...](http://hellohappy.org/beautiful-web-...)

Hilton Head Island, SC

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t3_rrY
@T3_rrY

@millsdigital Great job on @fontpair thanks a lot!

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FAVORITES

3





WEB DESIGN | TIPS

> 6 tips for perfect Google font pairing

Jan 19, 2015 12:45 pm

150

1252

8

8

>Be the first to comment

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Hayden Mills reveals the secrets behind choosing arresting font pairs that will make your site's visitors stop, look and click.

When pairing fonts there are no firm rules. There will always be new combinations that turn out to look great. For many however, it's helpful to stick to some basic guidelines in order to ensure a great looking typographic design.

You will, of course, need some fonts to experiment on and play with. To help you along the way, check out our guide to [The 100 best free fonts](#), [The standout fonts for headlines and titles](#), and our guide to [Choosing web fonts](#).

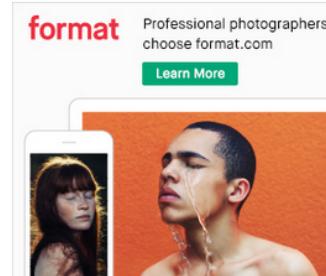
Here's our guide to font pairing's basics...

CHECK THESE OUT! 🔍



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Get weekly tips and inspiration

Sign up below to get the latest from

codrops



TAXI



Side projects can create real value for startups and businesses.

**“We’re already so busy! Are they worth
the time to do?”**

“Do they make us look distracted?”

**The best marketing creates real value
for your customers.**

Work with the best designers
and developers without
breaking the bank.

I need...

a new

website

Get Started

You're covered by our Money-Back Guarantee.

How side projects saved our startup



POSTED BY MIKAEL CHO



We had no money.

We changed our business model and had 3 months worth of cash left to turn things around. If we didn't we were toast. Done.

We needed to find customers. But no one knew who we were.

A marketing budget? Please. We were just trying to keep the lights on.





UNSPLASH

Free (do whatever you want) hi-resolution photos.

10 new photos every 10 days. Subscribe

Made by Crew

Archive

All photos CC0

Submit a photo

**Crews side projects created value for
their target audience.**

**Crews side projects created value for
their target audience.**

Smallbox - Factory Week (twice a year)

POWERED BY

factory week

ABOUT CONTACT

FACTORY WEEK:
WHERE IDEAS GROW

Summer 2011 Winter 2012 Summer 2012 Winter 2013 Summer 2013 Winter 2014 Summer 2014 Winter 2015

Factory Week

@factoryweek

Apr 07

**They can help improve collaboration
and boost moral.**

Your side project can take you places.

“The best startups almost have to start as side projects, because great ideas tend to be such outliers that your conscious mind would reject them as ideas for companies.”

- Paul Graham

dribbble



Write down ideas and stay organized.

Ideas to Implement

- Make an easy way to update. Tumblr theme?
- Responsive!!!
- Blog to increase traffic and keep users updated?
- Create an easy way for user to type in their own content. (Use HTML5 content editable)
- Make it super simple for people to share the website. (Fixed social sharing bar or something)
- Clean and minimal distractions on website
- Easy to scroll
- Fonts load fast
- Github account for people to help contribute?
- Every entry has a link to the Google font family used
- Every entry has a link to the Google font family download
- Create a twitter/facebook for this? Pinterest? Codepen?
- Black and white screen option!
- Edit font weights and do basic content management things something like this:
<http://www.quirksmode.org/dom/execCommand/>
- Eventually extend Font Pair to include other type libraries like Typekit or others

**Solve a problem you or your company
has.**

Learn a new skill.

FLAPPY CAT

0



Made by [Hayden Mills](#)

**Take small steps and find/make time to
start creating.**

**Fear will destroy you just go out and
show your stuff to the world. Get
feedback.**

Some ideas!

- Make a theme for Wordpress
- Create a web app
- Interview successful people you look up to and publish the interviews
- Create an app
- Build a standing desk
- Take your favorite app and try to recreate it
- Take a badly designed website and redesign it
- Speak at a tech conference
- Write an ebook about something you know well
- Start a blog
- Volunteer for a non profit and help them with their digital content (social media, website design, apps)
- Start a podcast
- Create a new typeface

**Get around others. Go do stuff you
love. Ideas and projects will come.**

WHAT'S FOR LUNCH BTOWN?

That diet you are about to start can wait one more day. Go to [Hinkle's Hamburgers](#)

No frills, classic quality burgers and lunch.

\$ \$ \$ Under \$10

✗ American (Traditional), Burgers

📍 206 S. Adams St.

[NO. GIVE ME ANOTHER OPTION.](#)



WHAT'S FOR LUNCH BTOWN?

You've been thinking about eating Mexican food all day. Get on down to [Casa Brava](#)

Great-tasting, authentic Mexican cuisine from fresh ingredients every day.

\$ \$ - \$10-\$20

✗ Mexican

📍 3442 W. 3rd St.

whatsforlunchbtown.com

Get started and have fun!

**Checkout more of my
stuff @**

haydendmills.com

Thanks

@millsdigital