

# *Straight-Up* DESIGN

simple ways for devs to make apps look and work better





Hi.

I'm Jen. I'm a designer.\*

**1**

Design is decoration.

**2**

Design is subjective.

**3**

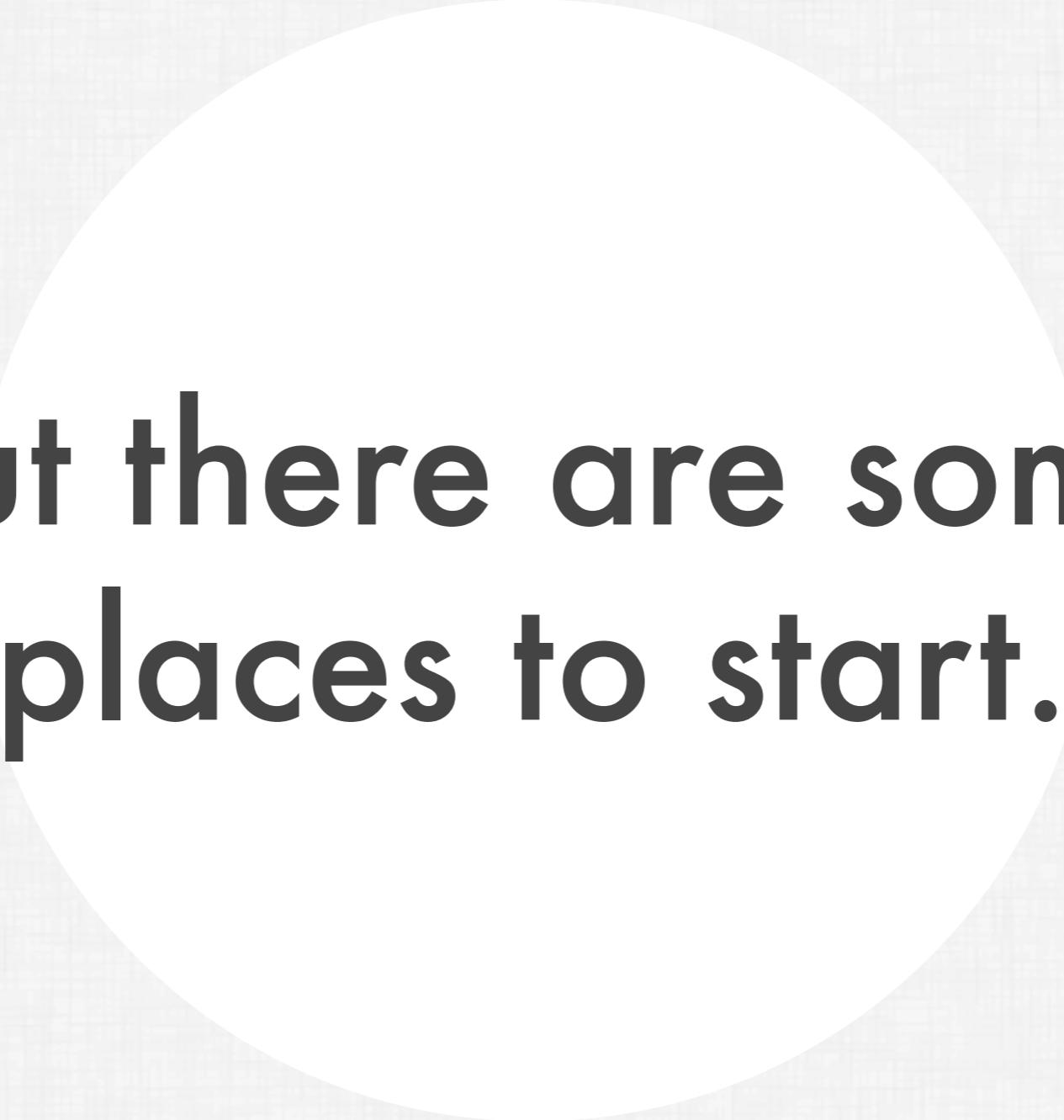
Design is separate from development.



*Simple ways to do design? Do tell!*



There are no simple  
ways to do design.

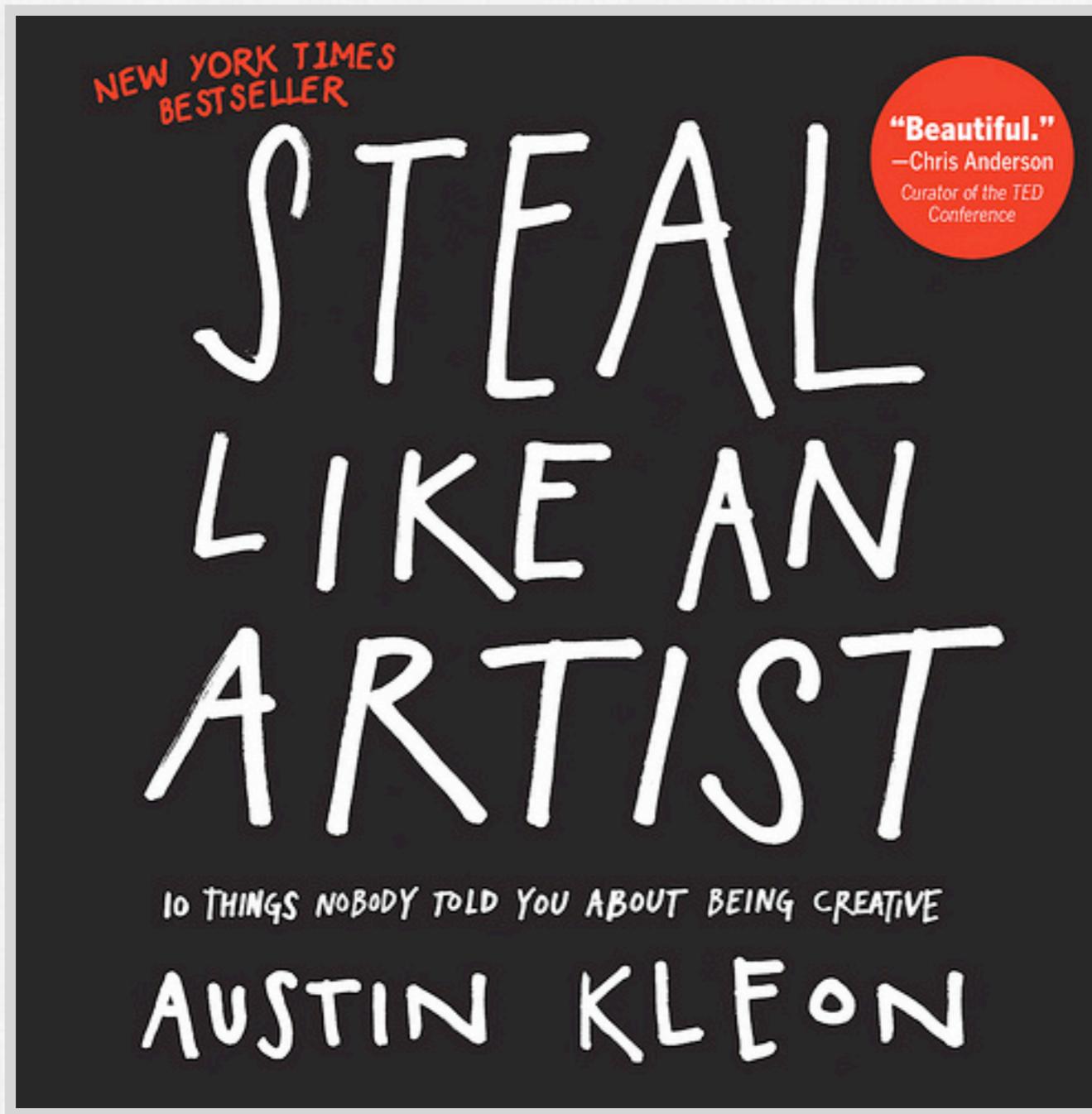


**But there are some  
places to start.**

# *Inspiration*



# STEAL.



STEALLIKEANARTIST.COM

# SEARCH AND BOOKMARK.

Dribbble

Shots Explore Designers Jobs

Following Suggestions Popular Everyone Debuts Playoffs

Search

Pinboard (jenmyers) 0.553 s

Searched for **Inspiration** in your bookmarks. Found 686 results

« earlier edit

Awesome - We fuel startups™  
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35 Fantastic Examples of Coming Soon Page Design - Boost Inspiration  
inspiration one-page  
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Skinny Ties | Nothing but skinny ties.  
inspiration  
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inspiration  
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inspiration flat  
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Interface Design: Login/SignUp | Inspiration  
inspiration ui  
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Elements of Design: Web Design Gallery  
ui inspiration  
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Zoltán Garami - Web / mobile /interface designer  
inspiration portfolio  
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2,077 20 237

Ryan Putnam

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Layout from Walker Art Center · PatternTap

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Articles from Life & Thyme · PatternTap

patterntap.com

Contact Form from ultranoir · PatternTap

patterntap.com

Bounce

everlovingpress.com/

Testimonials



*Layout*

# CREATE A FLOW.

Your current feed reader is full of unread items. You're hesitant to subscribe to any more feeds because you can't keep up with your existing subs. Maybe you've even abandoned feeds altogether.

Fever takes the temperature of your slice of the web and shows you what's hot.

## Features

106.7

While it's Hot, Fever reads your feeds and picks out the most frequently talked about links from a customizable time period. Unlike traditional aggregators, Fever works better the more feeds you follow.

No Pressure. By default Fever hides unread counts to spare you unsavory unread item guilt but sometimes you want to keep an eye on those climbing numbers. Control unread counts on a global, group or feed level.

Iconic. If a picture is worth a thousand words, a favicon is worth at least the title of the feed. Fever catches and embeds the favicons of all the sites you follow into a single, compressed file so reading is fast and intuitive.

Stay Hydrated. Fever integrates with the popular Mac OS X single-site browser factory Fluid.app. The total number of unread items is updated in the Dock in real-time. [Download the Fever icon for Fluid.app.](#)

Take it with You. Fever includes an optimized interface designed specifically for the iPhone and iPod touch so you can take the current news, your saved items and the rest of your unread anywhere you go.

Import/export standard OPML subscription lists  
Fever updates itself automatically  
Blacklist domains to prevent ad spam  
Keyboard shortcuts for mouse-free use  
Create and manage groups of feeds  
Fluid and fixed-width layout options  
Support for cron-based refreshing of feeds  
Search your feeds and their contents  
Fahrenheit and Celsius temperatures  
Unread most recently read items

### How Fever Works

To make the most of the Hot list, Fever asks you to make a simple distinction between essential and supplemental feeds. Essential, must-read feeds are Kindling. Supplemental, low signal/noise feeds are Sparks. Sparks ignite Kindling raising the temperature.

103.0



**negative space**



Manage Renew Upgrade

## MY PRODUCTS

Show All My Products

## MY ACCOUNT

### Preferences

Account Settings

Customer Information

Order History

Pending Account Changes

My Downloads

Assign an AccountExec

Buyer Profiles

My Payment Information

Gift Card Balance

GoodAsGold Balance

### Domain Related

Domain Transfers

Investor's Edge Domains

Domain Forwarding

Domain Monitoring/Backordering

Off-Site DNS Management

### Web Site Tools

For Sale/Starter Web Page

Advertising Credits:

Facebook® and Google®

## MY RENEWALS & UPGRADES

Consolidate .COM & .NET Renewals

Domain Renewals

Hosting Renewals

My Upgrades

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\*Plus ICANN fee of 18 cents per yr

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CEO & Founder, Bob Parsons®, and his fascinating guests.



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### Hosting Options

- > Web Hosting
- > Grid Hosting
- > WordPress Hosting
- > Dedicated Servers
- > Virtual Dedicated Servers



### Web Site Design

- > WebSite Tonight®
- > SmartSpace™
- > Web Site Design Services
- > Quick Blogcast
- > Photo Album
- > Quick Shopping Cart®



### Email Plans

- > Web-Based Email
- > Hosted Exchange
- > Online File Folder™
- > Fax Thru Email



### Business Solutions

- > School of Business
- > Express Email Marketing®
- > Site Surveys
- > CRM Application
- > Search Engine Visibility
- > Reseller/Domainer
- > More...



### Security & Privacy

- > SSL Certificates
- > Code Signing Certificates
- > Private Registration
- > Protected Registration
- > Certified Domains



### Tools & Wizards

- > Product Advisor  
*For new shoppers*
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- > \$1.99\* Domain Bundles
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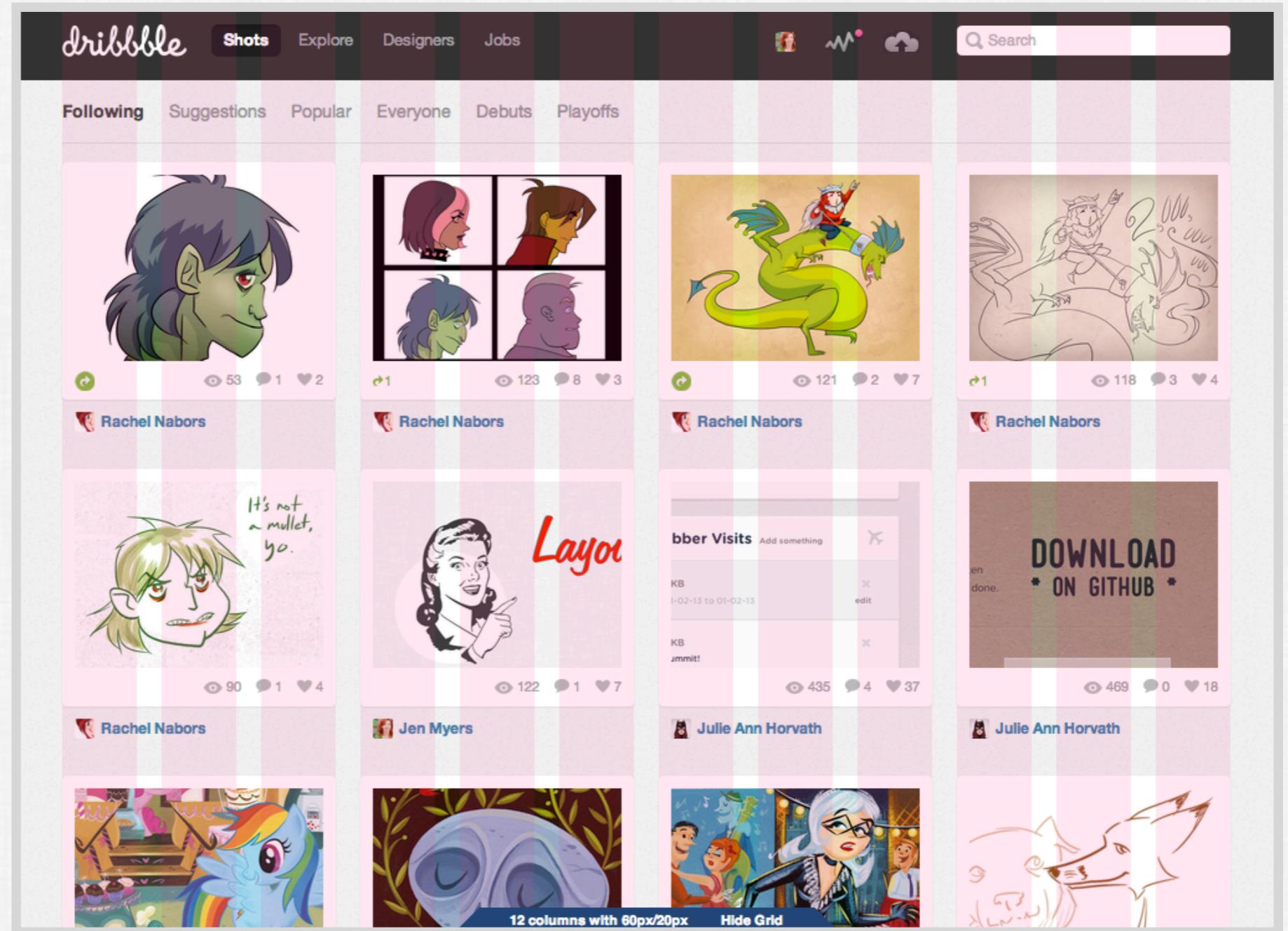
**Get Started**



I am a happy Go Daddy  
website customer!  
by Moira Depasquale

[Read reviews »](#)

# USE GRIDS.



# WIREFRAME.

A Web Page

http://

 Kerouac Keep writing.

[Settings](#) | [Log Out](#)

In Progress   Upcoming   Complete

**4 Pieces In Progress**

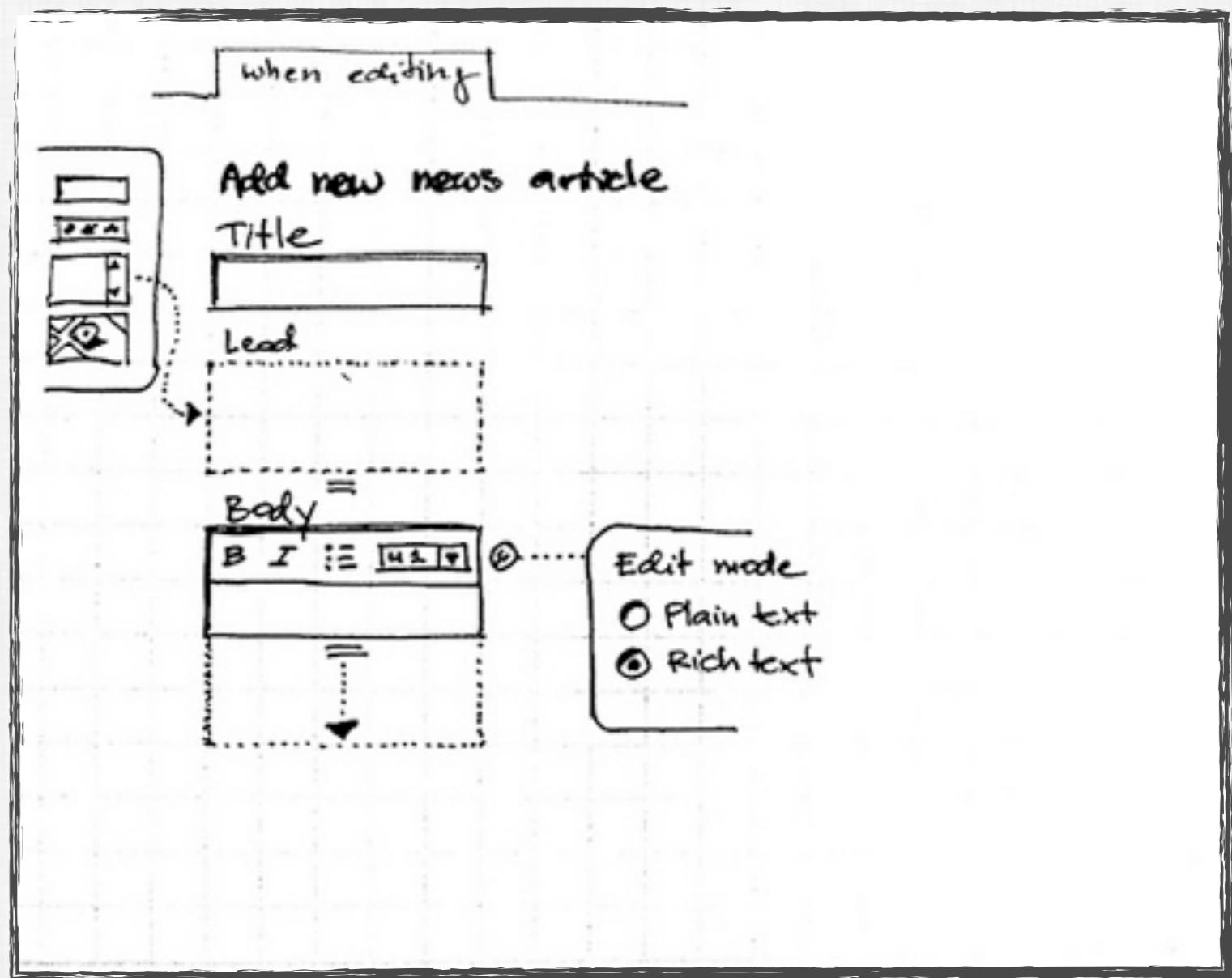
[Create new piece](#) 

TITLE	TYPE	LAST UPDATED	DEADLINE	UPCOMING COMPLETE	SEE DETAILS
 ★ Pretty Presentations	Blog post	1 day ago	01/11/2012	<input type="radio"/> Upcoming <input checked="" type="radio"/> Complete	<a href="#">See details</a> 
 ★ Writing By Hand	Essay	5 days ago	01/11/2012	<input type="radio"/> Upcoming <input checked="" type="radio"/> Complete	<a href="#">See details</a> 
 Flat Design	Blog post	2 days ago	01/12/2012	<input type="radio"/> Upcoming <input checked="" type="radio"/> Complete	<a href="#">See details</a> 
 Stickers on Laptops	Blog post	1 days ago	01/12/2012	<input type="radio"/> Upcoming <input checked="" type="radio"/> Complete	<a href="#">See details</a> 

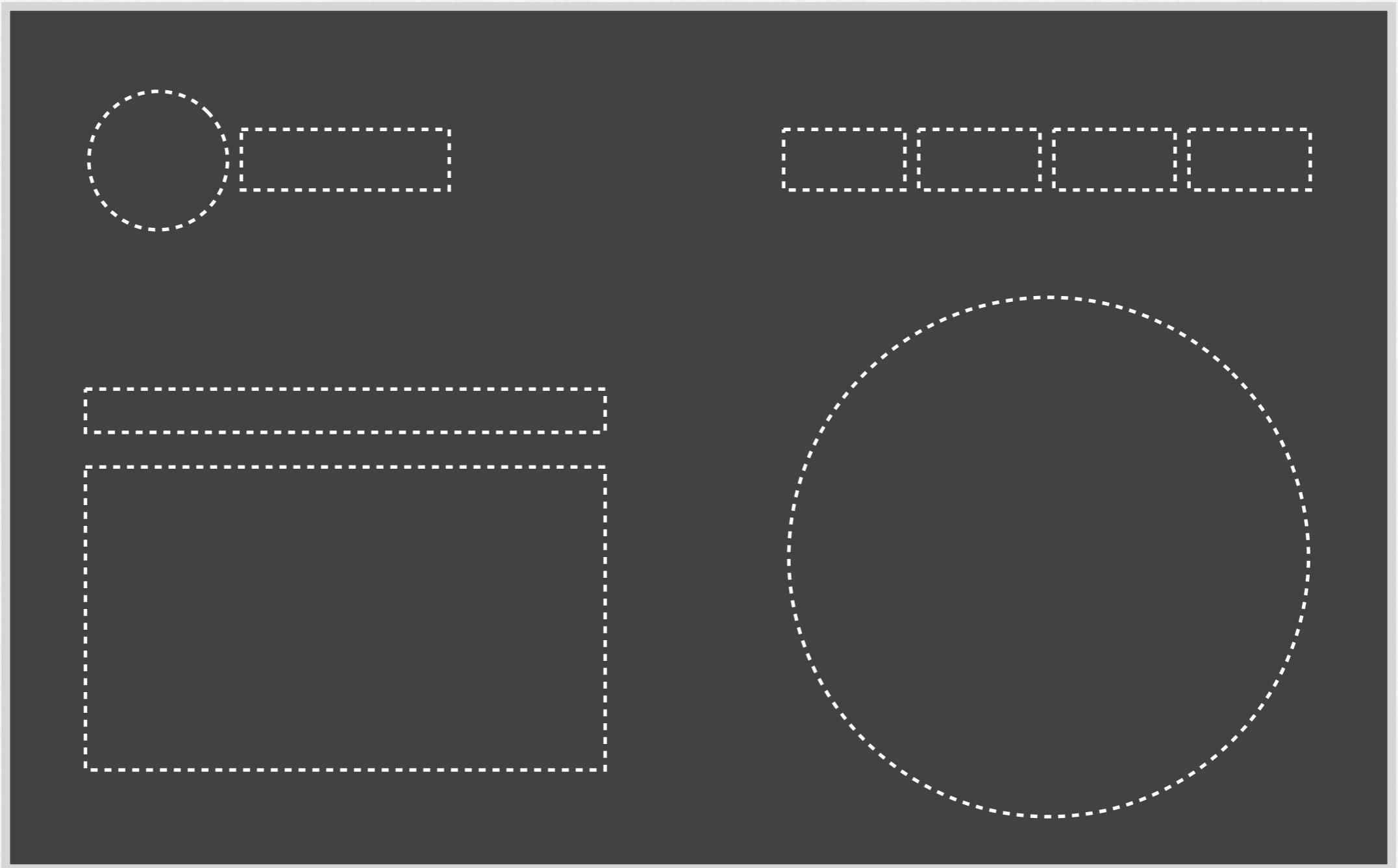
"Write in recollection and amazement for yourself."

[About](#) 

# WIREFRAME.



# USE PATTERNS.



# *Details*



# CHOOSE FONTS.

The image shows a tweet from the official Twitter account of Kanye West (@kanyewest). The tweet reads: "Sometimes I get emotional over fonts". It was posted on 17 Aug via web. The tweet has received 100+ retweets and 100+ likes. The background of the tweet card features a blue gradient with white clouds at the bottom.

 **@kanyewest**  
Kanye West

Sometimes I get emotional over fonts

17 Aug via web ⭐ Favorite ↗ Retweet ↲ Reply

Retweeted by [Jordiekinsreal](#) and 100+ others

---



# CHOOSE FONTS.

**Google web fonts** 

Showing **613** font families

Search:

Filters:

- All categories
- Thickness
- Slant
- Width

Reset all filters/search

Script:

- Latin

Styles:

- Show all styles

Word Sentence  
Preview Text: Grumpy

Normal 400  
*Grumpy wizard*

Akronim, 1 Style by G

Normal 400  
**Grumpy v**

Donegal One, 1 Style

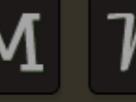
Normal 400  
**Grumpy wi**

Denk One, 1 Style by

Blog Help

Sort By Featured

**Classification** ?

 Sans Serif	 Serif	 Slab Serif	 Script
 Blackletter	 Mono	 Hand	 Decorative

Some random tex

Jubilat  
Darden Studio

Some random tex

Adelle  
TypeTogether

Some random tex

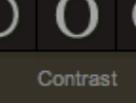
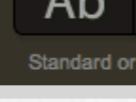
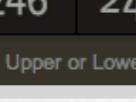
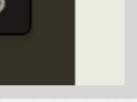
FF Meta Web Pro  
FontFont

**Recommended For** ?

- Design is an art of situations.
- Anthologies

Paragraphs      Headings

**Properties** ?

 Weight	 Width
 x-height	 Contrast
 Standard or Caps Only	 Upper or Lower
 246	 246

# CHOOSE COLORS.

COLOURlovers

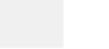
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Descending Published 12/27/2004 01/10/2013

Lover Favorites

Hues   

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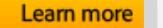
Giant Goldfish by manekineko

 627 COMMENTS 381073 VIEWS 6548 LOVES

 Adobe

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Adobe Muse Another design tool in the C

Learn more 

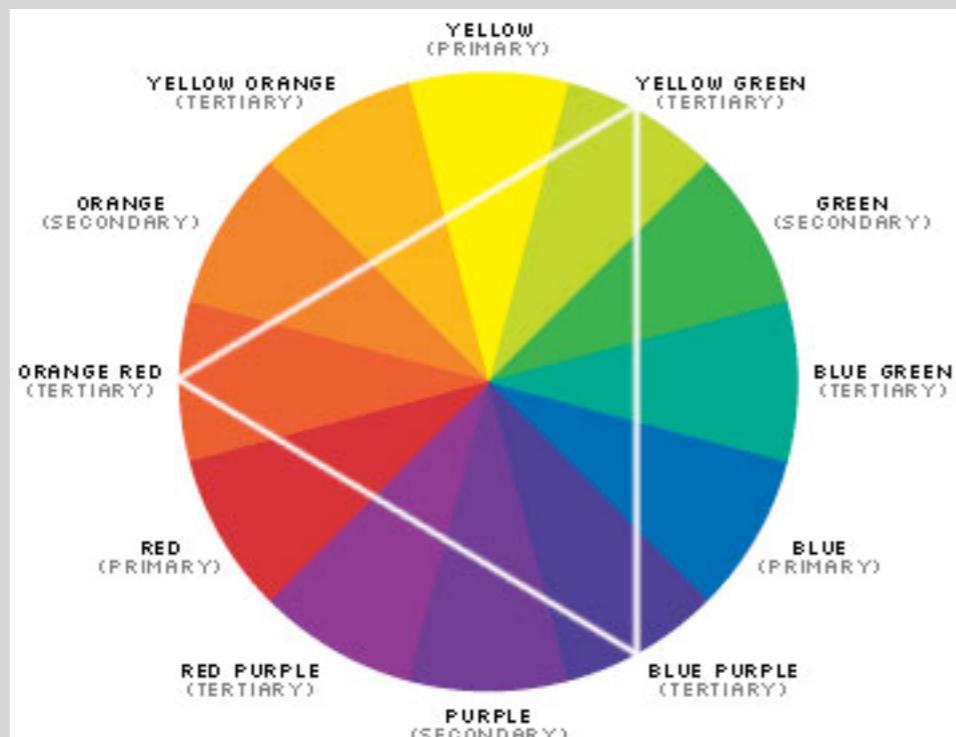
RECENT PALETTE COMMENTS

 deci belle POSTED 12 MINUTES AGO  
Ooh i juss loves li'l sing!!  
Little Things   
by Pha  
4  
2  
3  
COLOU

Yay!!

RE: Little Things

 bluzette POSTED 21 MINUTES AGO



A circular color wheel divided into 12 segments. The segments are labeled as follows:

- Top: YELLOW (PRIMARY)
- Moving clockwise: YELLOW GREEN (TERTIARY), GREEN (SECONDARY), BLUE GREEN (TERTIARY), BLUE (PRIMARY), BLUE PURPLE (TERTIARY), PURPLE (SECONDARY), RED PURPLE (TERTIARY), RED (PRIMARY), ORANGE RED (TERTIARY), ORANGE (SECONDARY), YELLOW ORANGE (TERTIARY), and finally back to YELLOW (PRIMARY).

# CHOOSE ICONS.

**CSS-TRICKS**

Back Home More Demos

 Sencha

**Web Apps Come of Age**

Download this free white paper to learn how to develop a rich web app experience

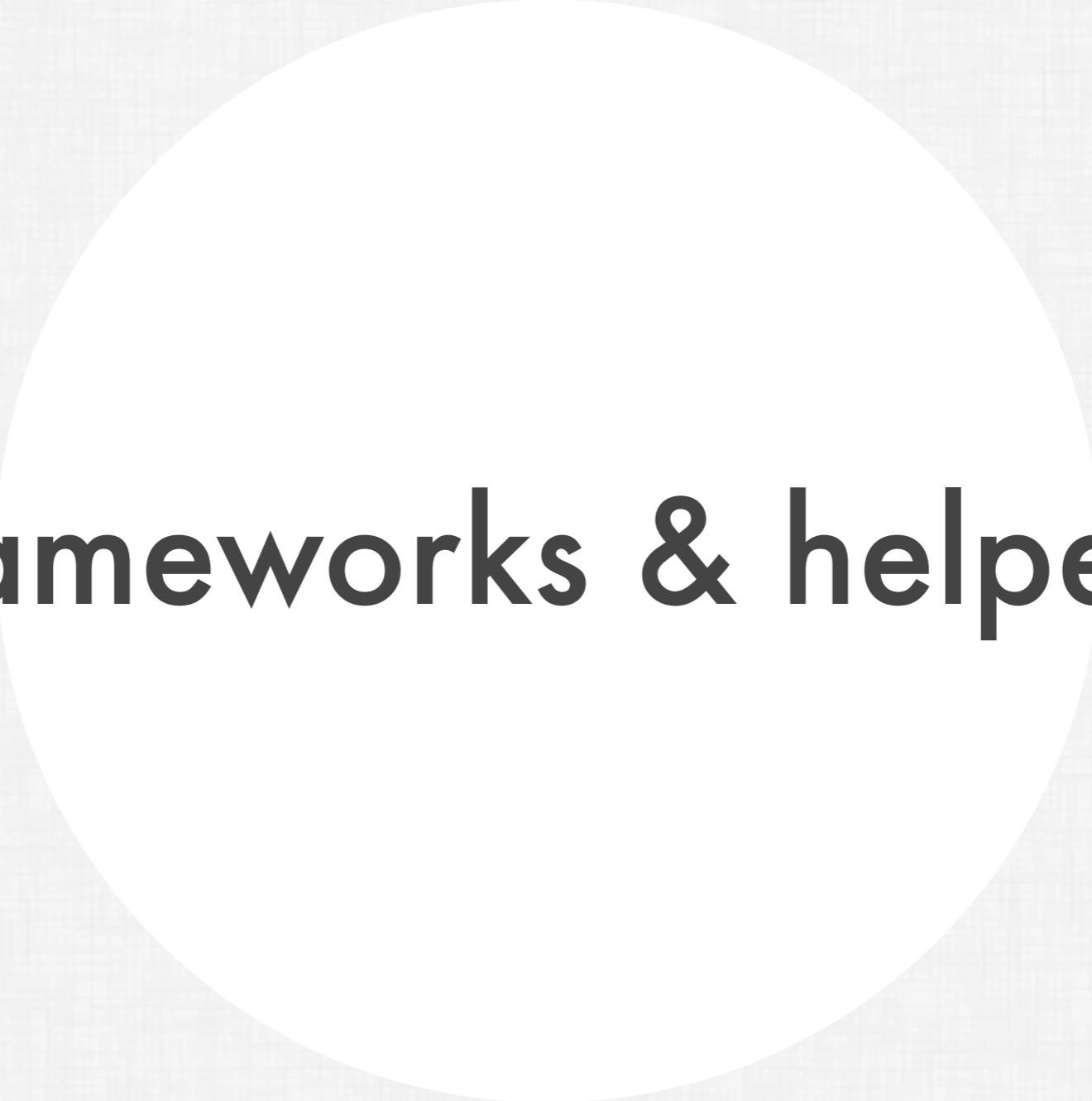
[Read the white paper](#)

via Ad Packs

## Icon Fonts are Awesome

1. Because you can easily change the size
2. Because you can easily change the color
3. Because you can easily shadow their shape
4. Because they can have transparent knockouts, which work in IE6 unlike alpha transparent pngs.
5. Because you can do all the other stuff image based icons can do, like change opacity or rotate or whatever.
6. You'll be able to do things like add strokes to them with `text-stroke` or add gradients/textures with `background-clip: text;` once browser support is a bit deeper.

					
»	○	■	◎	+	★
<code>data-icon="&amp;#x21dd;"</code>	<code>data-icon="&amp;#x25cc;"</code>	<code>data-icon="&amp;#x25a8;"</code>	<code>data-icon="&amp;#x25ce;"</code>	<code>data-icon="&amp;#x002b;"</code>	<code>data-icon="&amp;#x2600;"</code>
					



# **frameworks & helpers**



**Twitter Bootstrap?**  
Um ... do you have to?

# JEN MYERS

## @antiheroine

[jenmyers.net/speaking](http://jenmyers.net/speaking)



# RESOURCES

<http://www.austinkleon.com/steal/>

<http://pinboard.in/u:jenmyers/t:inspiration/>

<http://pinterest.com/deliberatepixel/web-app-design/>

<http://dribbble.com>

<http://inspectelement.com/articles/the-principles-of-good-web-design-part-1-layout/>

<http://balsamiq.com>

<http://ui-patterns.com/>

<http://www.google.com/webfonts>

<http://typekit.com>

[http://youtu.be/BMP5cuAYG\\_Q](http://youtu.be/BMP5cuAYG_Q)

<http://www.colourlovers.com/>

<http://www.colorschemer.com/online.html>

[http://cs.nyu.edu/courses/fall02/V22.0380-001/color\\_theory.htm](http://cs.nyu.edu/courses/fall02/V22.0380-001/color_theory.htm)

<http://css-tricks.com/examples/IconFont/>

