

GLORIA SHIELDS WORKSHOP 2023

AVOIDING DESIGN PITFALLS



Chris Do
19 mins · 

...

Does design matter?

Quick test. Which bottle do you think is more expensive, higher quality and would catch your eye at the store?

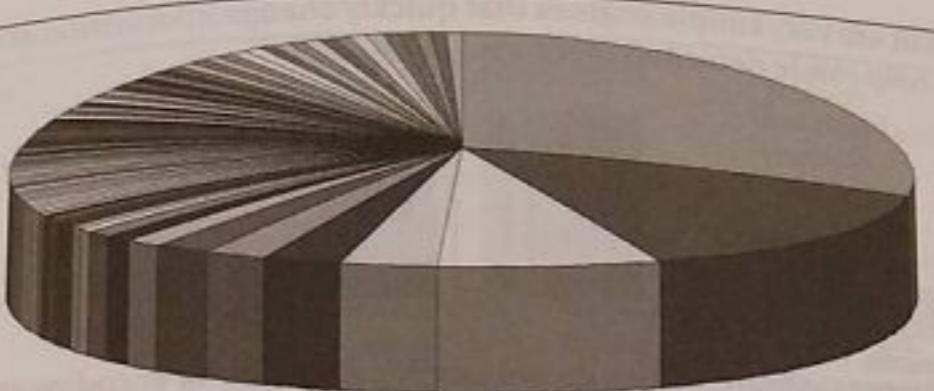
The logos are exactly the same but everything else is different. Perhaps it's time to reevaluate the assumption that design is superficial unless you are willing to admit that you are superficial. This is the impact that design can have on your product, service, website, communication, positioning, perceived value and bottom line.

Designed by **Matthew Encina**.
#bizofdesign



COLOR PITFALLS

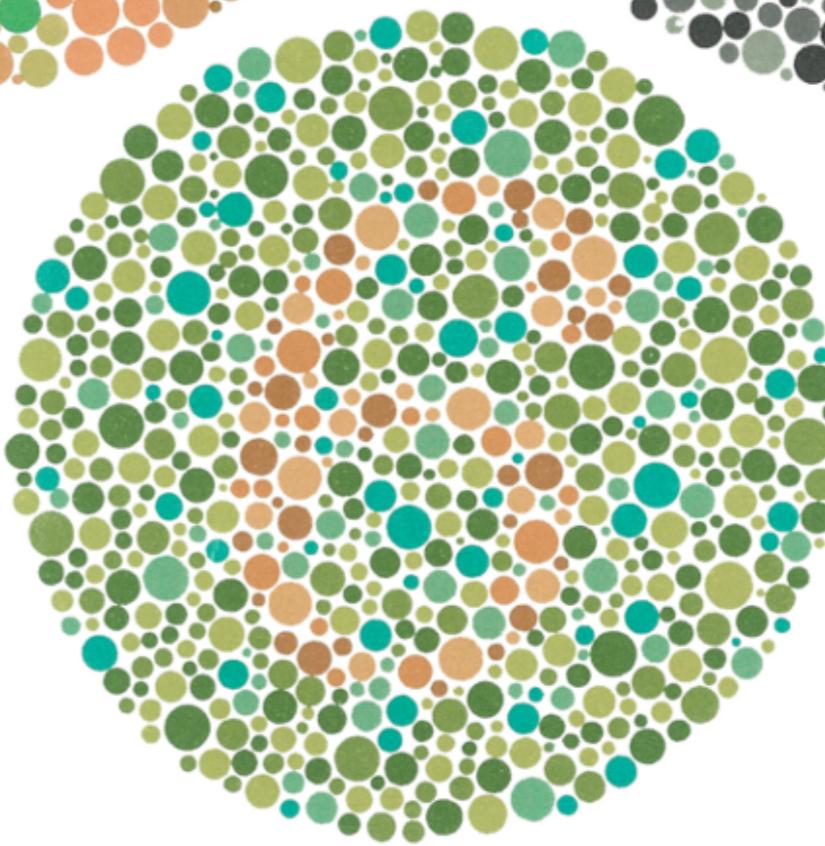
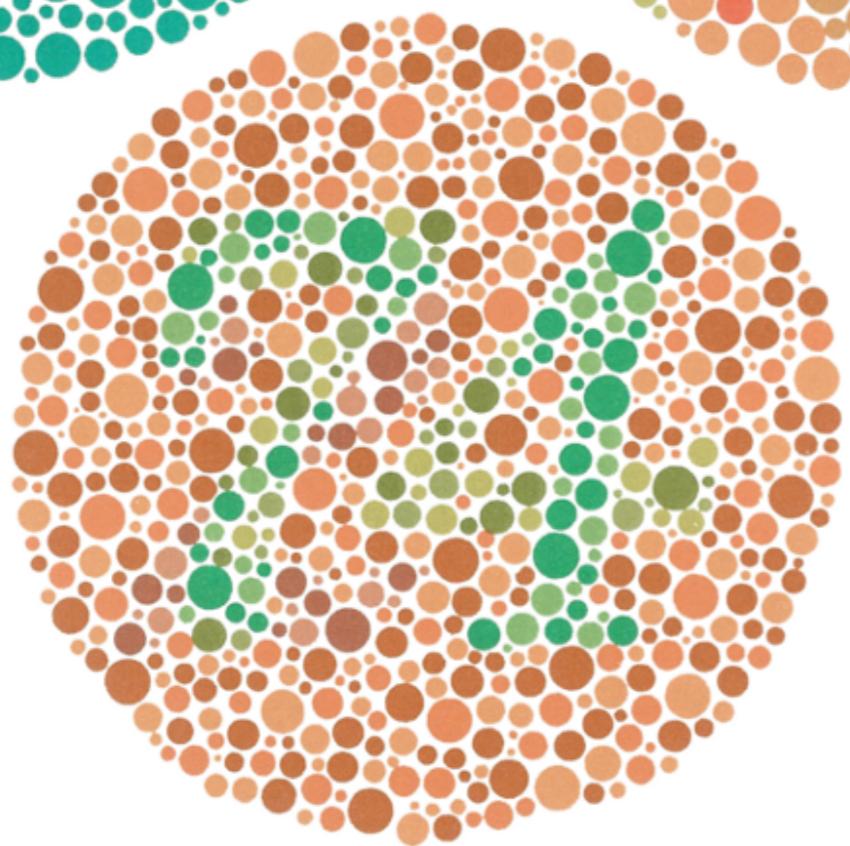
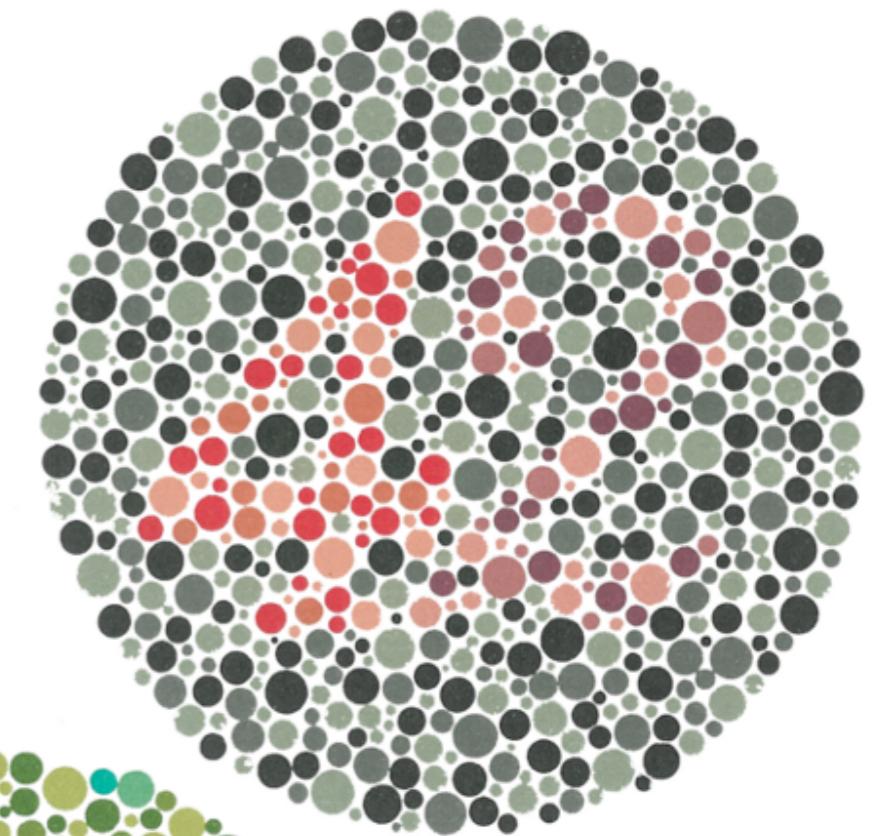
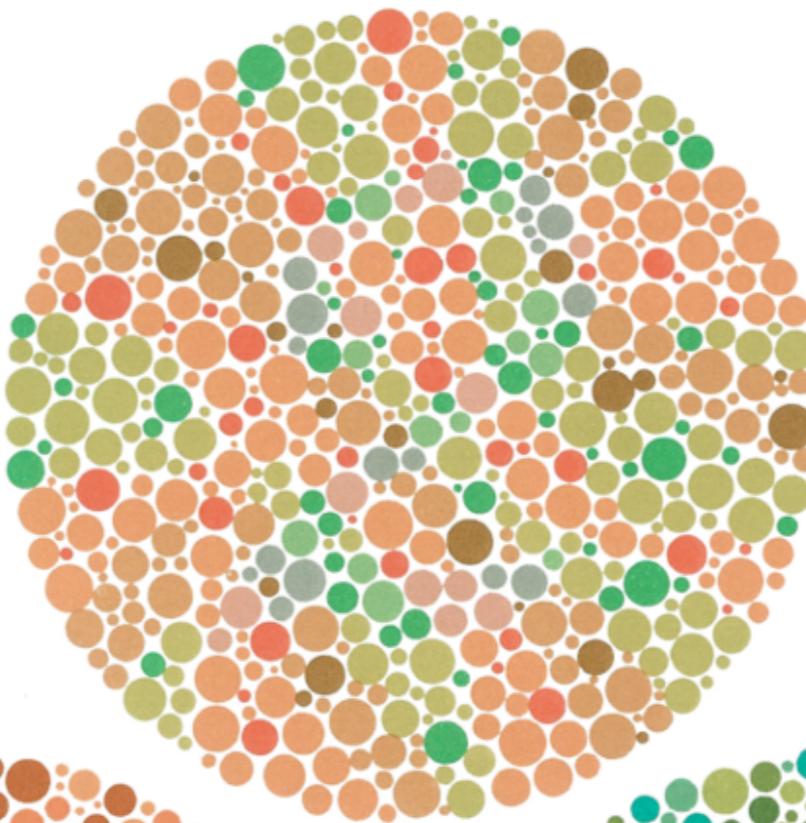
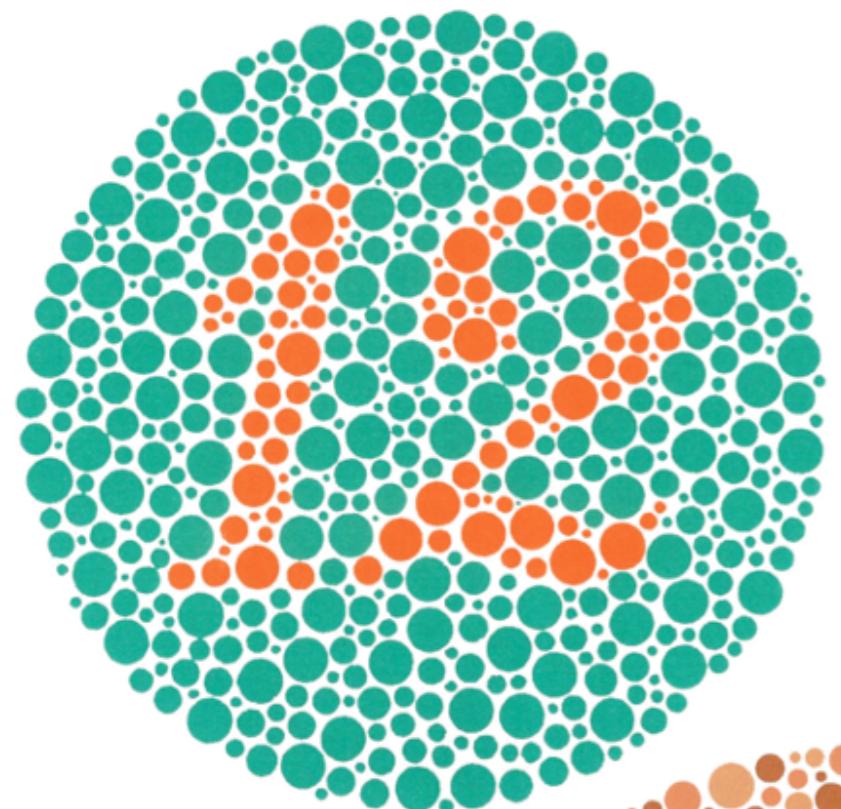




- | | |
|--------------------|------------------|
| ■ Other Packers | ■ UPX |
| □ Other Installers | □ PE-Compact |
| ■ ASProtect.b | ■ Unpack2 |
| ■ Aspack | □ Themida |
| ■ FSG | ■ Morphine |
| □ NsPack | □ TeLock |
| ■ MEW | ■ NSpack |
| ■ RLPack | ■ YodaProtect |
| ■ RP Crypt | □ PEBundle |
| □ Armadillo | □ SVK Protect |
| ■ PKUTE32 | □ EXE Crypter |
| ■ PE-Pack | □ VMProtect |
| ■ NTKml | □ PEspin |
| □ Petite | □ PE-Compact |
| ■ NSPack | ■ Molebox |
| ■ PE-Armour | ■ Unpack1 |
| ■ Yoda | ■ NakedPack |
| ■ Hmimys | ■ Expressor |
| ■ BeRoEXEProtect | ■ ASProtect |
| ■ nPack | ■ Kkrunchy |
| ■ PELOCK | □ PC-Guard32 |
| ■ ACProtect | □ Cex ec |
| ■ Obsidium | □ ARM |
| ■ Packman | □ Orien |
| ■ EXE Stealth | ■ NS Anti |
| ■ EXE Pack | ■ PE Armour |
| ■ Enigma | ■ PKlite |
| ■ XorFF | ■ Neolite |
| □ Punisher | ■ PE Patch.crypt |
| □ VPacker | □ AntiDote |
| ■ WW pack | ■ SDprotector |
| ■ The Draw | ■ LZexe |

A WORD ABOUT COLORBLINDNESS!

- ▶ There are an estimated 300 million people who have some kind of color vision deficiency!
- ▶ 1 in 12 men and 1 in 200 women are color blind.
- ▶ Red/green colorblindness is the most common type. These are folks who cannot differentiate between red and green (it all looks brown to them).





CBS

TNF



BUF 3

NYJ 3

2ND 5:42

NETWORK

TRAGIC TYPE

TYPE TIPS

- ▶ Fonts can convey meaning and a specific feel. You wouldn't use a frivolous cursive or handwriting-style font if you were talking about a serious subject matter!
- ▶ Readability is key. Don't use a cursive font in all caps. That's just terrible.
- ▶ Size ***does*** matter, especially when it comes to light type on dark backgrounds. Use larger type in this situation. Also keep reading length in mind.

Amanda's Toddler Day Care!

"Your precious kid
will be fine with us!"

11:49 ↗

5G

Like

Comment

Share



HOWies

Bruce Schneider · 16h ·

...



😂👍 Velvette de Laney and 30 others

3 Comments

Like

Comment

Send

Su Jung Kim added 47 comments.

...



News Feed



Marketplace



Groups



Pages



Notifications



Menu

CHECK OUT
www.w4kbl.org

**CQ CQ
CALLING ALL
STATIONS**

**145.230
179.9 PL**



CONTACT
n4mht@mchsi.com

**VE TESTING AT 9:00
WALK-INS WELCOME**

**WELCOME
TO THE
PENNINGTON FOLK MUSIC FESTIVAL**

•••• FIRST ANNUAL ••••

"PENNINGTON"

HAMFEST

INDOOR TABLES ARE AVAILABLE - FCFS

NO FEES TO ENTER OR SETUP

**DOOR
PRIZES**

**FOOD AND DRINKS
WILL BE AVAILABLE**

**DOOR
PRIZES**

**PRINCETON, KY
FIRE TRAINING CENTER**

EXIT 12 OFF WK PKWY

2001 HWY 62 WEST

JUNE 2nd, '12 7:00 AM till NOON

PRINCETON HAM RADIO CLUB AND CALDWELL CO ARES

7:04 ↗



Sarah Button ► HOWies

8h ·

...

Hard to find good designers these days.



47

37 Comments 1 Share

Like

Comment

Share



Bruce Schneider

I wonder if this outdoor board has met the company's performance expectations?

[View 1 previous reply...](#)



Bruce Schneider

They've had some anxiety over it.



Write a comment...





NO STYLING



- Difficult to read text
- Lazy



DROP SHADOW ON TEXT



- Better than no styling at all
- Legibility of text depends on image used



COLOR OVERLAY



- Text will be readable on any image
- More stylised approach
- Use dark grey overlay for more neutral style



GRADIENT OVERLAY (OUR PREFERRED METHOD)



- #000 gradient that starts at 100% opacity and fades to 0% (bottom to top)
- You can also use a dark and dominant color from the image rather than black
- Text will be readable on any image
- Subtle technique that does not interfere with image



KNOW YOUR FONT TERMS!

- ▶ **Leading:** The space between lines of text.
- ▶ **Kerning:** The space between letters.
- ▶ **Serif:** “With feet.” Typefaces that have ornamentation at the end, like Times New Roman, Palatino. Sometimes you’ll see the term “Slab Serif,” which just means the “feet” are straighter. (Think typewriter-type fonts.)
- ▶ **Sans serif:** “Without feet.” Typefaces that are straight with no orientation, like this one. (Avenir) Arial and Helvetica are other well-known examples.

**Howto
piss off
your
designer
friends
and give
them a
migraine.**

Zag



**WHAT ON EARTH
IS HAPPENING?**

HIERARCHY

- ▶ If everything is the same size or color, no one will know what to look at first. Make the important stuff stand out. Make it bigger, use a highlighting color, etc.
- ▶ Contrast is a great principle to think of when thinking of hierarchy. If something looks different than the other text on it, it's eye-catching. Same goes for if you use a photo.
- ▶ A great post about contrast: It's not always just about color.

HavenWorks.com A-Z Search News by Date NewsStand Global _US_ A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z+2008 Election

Tuesday, 11 November 2008 CALENDAR

HavenWorks.com News Reference Facts Information Sources Intelligence Haven Works

Search Google GO HavenWorks Web +2008 News / Blog

Bill Moyers J FRONTLINE NOW! Ex

Democratic News: 2010 TV: TV ! Blog !

Obama +2008 Election - "Barack Obama Wins Presidency." - CBSNews - IS - AK - AL - AR - AZ - CA - CO - CT - DE - FL - GA - HI - ID - IL - IN - KS - KY - LA - MA - MD - ME - MI - MN - MO - NC - ND - NE - NH - NJ - NM - NV - NY - OR - RI - SD - TN - TX - UT - VA - VT - WA - WI - WY - WZ - NY

Republican News:

HavenWorks.com+A-Z

News Topics A-Z RSS Home Democratic

Obama TV BarackObama.com

Begich Franken Hagan Kleeb Martin Merkley Noriega Rice Obama News Dem'08 TV

"American Stories, American Solutions."

U. S. A. +2008 Election 20081108 Terrorism

Sarah Palin - Barack Obama +2008 Election +Electoral - Sarah Palin +Racist - Federal - Investigation - Intelligence - Sarah Palin blamed by the US Secret Service over death threats against Barack Obama; post election Republican Vice Presidential Candidate Sarah Palin's attacks on [2008 Election Democratic President-Elect] Barack Obama's petition provoked a spike in death threats against the future president. Secret Service agents revealed during the final weeks of the campaign. "The Republican vice presidential candidate attracted criticism for accusing Mr. Obama of "palling around with terrorists", citing his association with the sixties radical William Ayers." ... "The attacks revolved a near

TV WORLD 20081108 Politics

Sarah Palin - John McCain - Clothes - \$60 Money - Canadian - Canada - France - Mexico - US - +2008 Elections - +2012 Election - Palin calls critics among McCain aides 'jerks.' ... "The 2008 election Republican Presidential Candidate John McCain campaign aides complained about the \$150,000 that the Republican National Committee had spent on [2008 Election Republican Vice Presidential Candidate Sarah] Ms. Palin's clothes, the way a Canadian comedian was able to embarrass the campaign by calling her and pretending to be the president of France, and the political ambitions she seemed to harbor beyond 2008." ... "By the end of the week, their complaints had escalated considerably, with Fox News quoting unnamed McCain campaign officials as saying that Ms. Palin had not known that Africa was a continent, not a country, and claiming that she did not know which countries were covered by the North American Free Trade Agreement [the US, Canada, and Mexico]." ... "Ms. Palin told reporters in Alaska that the anonymous criticism was "cowardly," and that she had

INTELLIGENCE IRAQ NEWS

Dick Cheney - +Secret - +Osama bin Laden - Senate committee: Bush knew Iraq claims weren't true. - By Maxine P. Global-McCainDC.com Article of Impeachment DECEIVING CONGRESS WITH FABRICATED THREATS OF IRAQ WMDs TO FRAUDULENTLY OBTAIN SUPPORT FOR AN AUTHORIZATION OF THE USE OF MILITARY FORCE AGAINST IRAQ

War Crimes +Torture - +Prison - Human Rights

SPECIAL JUMBO ISSUE

F for women

December 17, 2018

Easy Christmas Mmm...

TIREDNESS? JUST GONE!

The \$2 natural cure that ends the "dream deprivation" making 80% of women tense & drained

NEWS: Nature's Prozac boosts sleep & mood!

QUICK CURES

- ✓ Digestion oh no's
- ✓ Bad breath yikes
- ✓ Hormone ughs
- ✓ Night vision argh
- ✓ Memory oops

YES! Kitchen cure de-bloats your belly + boosts calorie burn by 42%

YOU, PARTY BEAUTIFUL!

THINNER YOU Easy style secrets that shave off 10+ lbs

THICKER HAIR...instantly!

CHEERS! The healthy cocktails that rev slimming

FOOD LOVER'S GUIDE TO HOLIDAY KETO!

You can say **BYE-BYE, HANGRY!** on this Keto-meets-Mediterranean proven plan

Mary Roberts lost 105 lbs on the plan and reversed her Type 2 diabetes: "It was so satisfying, I feel duped by all the low-fat diets I'd tried before!"

Drop 10 lbs in 7 days

101 SHORTCUTS
Dazzle without the frazzle with these genius tips

Special XXL issue \$3.99

HAPPY IS WITHIN REACH

HI THERE HAPPY!

REBA! Her secrets to stunning at 63—plus the pantry staple she swears by to end aches

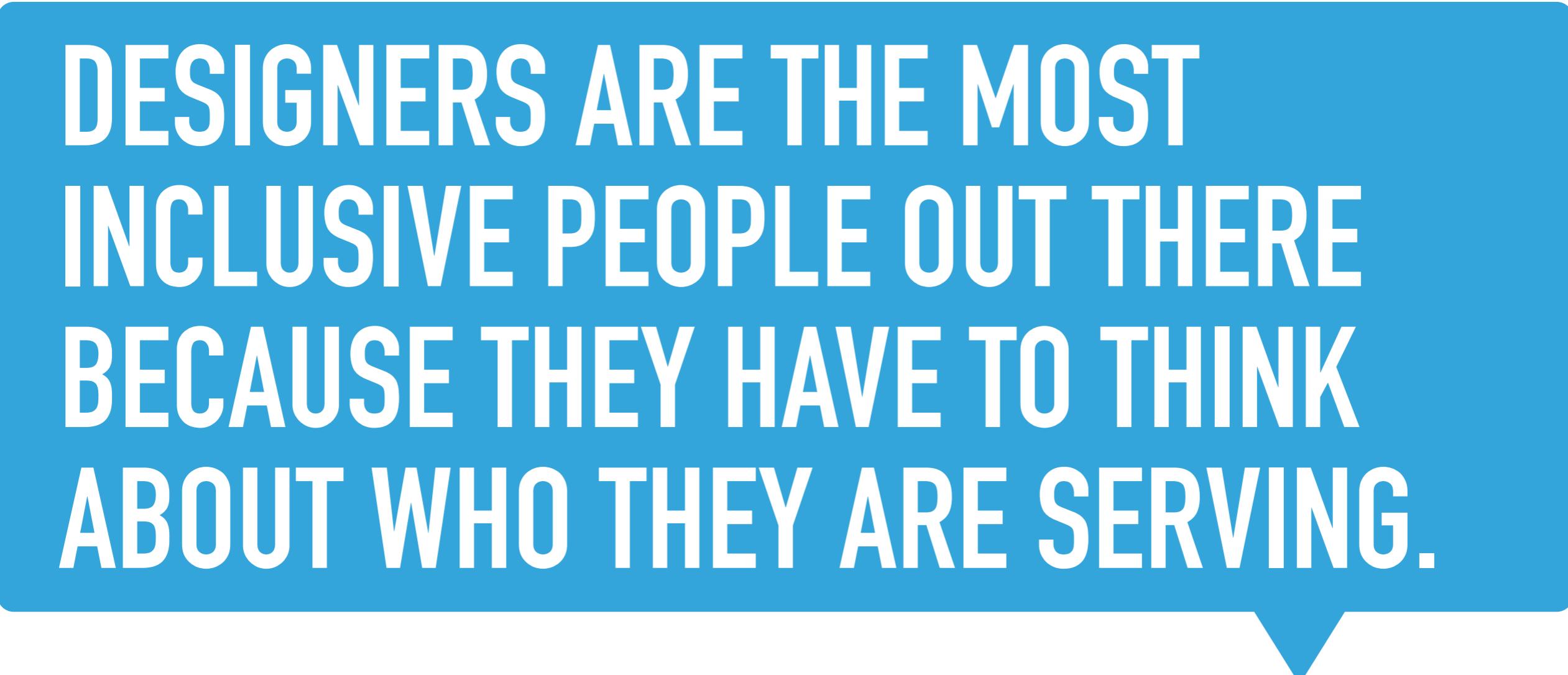
SAVE BIG on gifts, dinners & décor!

Wow YOUR crowd!

The cover of Fit for Women magazine features a woman with brown hair and blue eyes, wearing a red sequined dress, smiling. The title 'Fit for women' is at the top, with 'Fit' in large red letters and 'for women' in smaller yellow letters. Below the title is a large green banner with the words 'FOOD LOVER'S GUIDE TO HOLIDAY KETO!' in white. To the left of the banner is a yellow box with 'QUICK CURES' and a list of five items. To the right is a yellow circle with the text 'Drop 10 lbs in 7 days'. There are also several other text boxes and images related to health, cooking, and shopping.

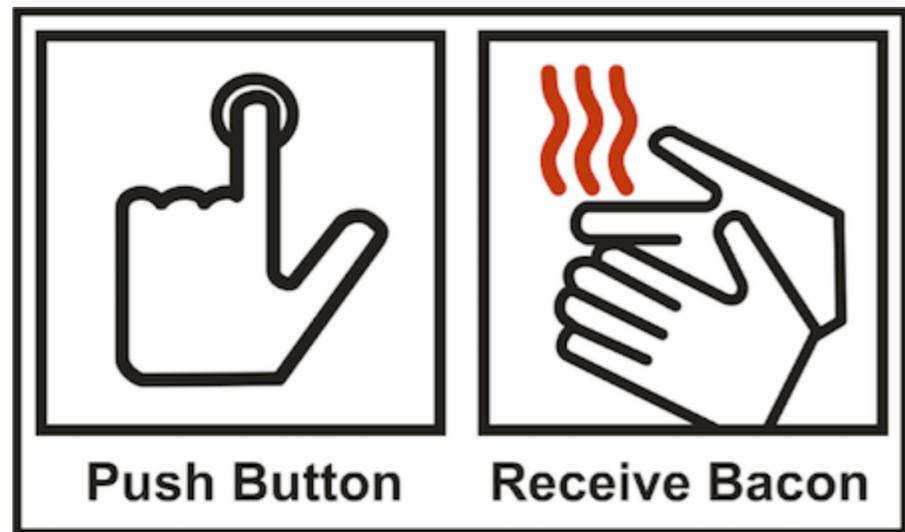
**A WORD ABOUT AMBIGUITY
(AND UNINTENTIONAL
HILARITY)!**

DESIGNERS ARE THE MOST
INCLUSIVE PEOPLE OUT THERE
BECAUSE THEY HAVE TO THINK
ABOUT WHO THEY ARE SERVING.



John Maeda, head of global computing, Automattic

BE WARY OF MISINTERPRETATION OR UNINTENTIONAL MEANING IN YOUR DESIGN!



Julie Goldsbearsy ► HOWies
5 hrs · 

Design counts.



I went to the grocery store and they now have a parking spot for Fat guys that like to grill. That's so considerate.

You

1 Share

Like

Comment

Share





Tom Stephan

Visual Storyteller · April 28 at 12:58 PM ·

....how deep?



The Great PNW

Sponsored

Our love for the Pacific Northwest runs deep, ar
in every design we produce so you can wear you



Woodsy Sticker

\$3.75

Shop Now

5:06 ↗

Cheri Hirschbaum · 1d ·

Once you see it you can't not see it.

Congrats on the sex

@DanCrenshawTX

Done

vimeo.com

AA



vimeo



DAN'S
FIRST
ANIMAL



Summer of 1776



from Dan Crenshaw

3 weeks ago — via Parallel Uploader

+ Follow

Tweet your reply



18

6 Comments

Like

Comment



9:13 ↗



facebook



Like

Comment

Share



Shoshana Steinmetz ► HOWies

5 hrs ·

...

Hi, kids!



呕 😱 😳 😳 Velvette de Laney and 20 others

13 Comments

Like

Comment



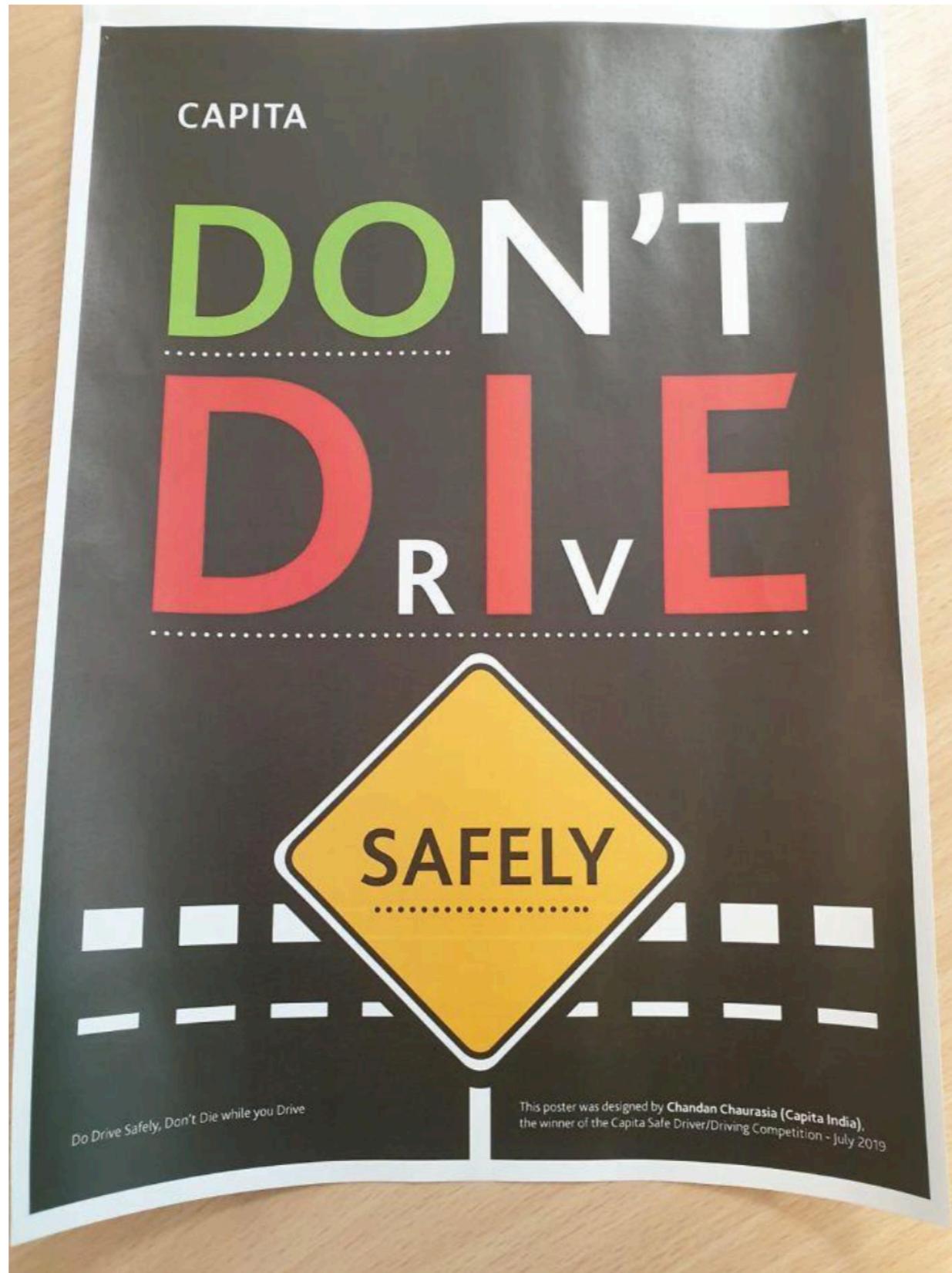
Janet Little Jeffers

I know I'm still only halfway into my first cup of coffee, but I honestly started readin... See More

[View 2 previous replies...](#)







9:13 ↗

LTE



Jason Hardy ► HOWies

1 hr ·

Kerning is important with handwritten letters too



😂👍😱 Rachel Elnar and 22 others

4 Comments

Like

Comment



Jessie Malina



5:53 ↗

LTE



Jon Fisher ► HOWies

10 hrs ·

Typeface choices matter.

WHEN YOU MISREAD A SIGN



😂👍❤️ 37

2 Comments

Like

Comment



Roxy Goetz

I'm going to tell myself that he crosssd the convention hall and saw someone e... See More



